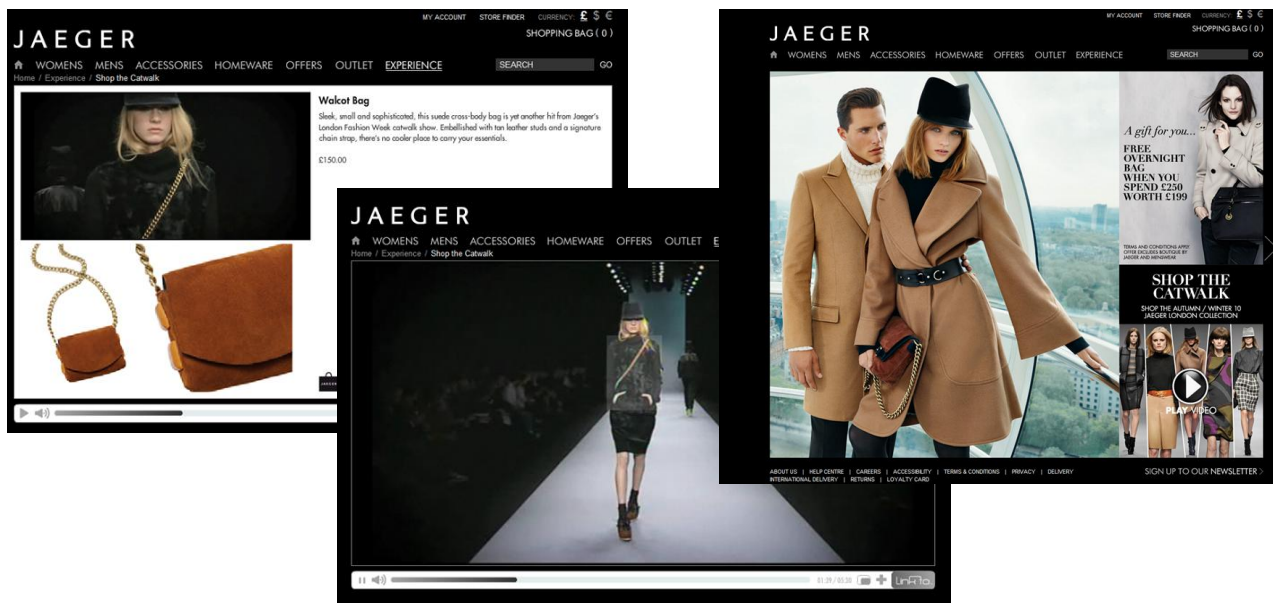


Jaeger “Shop The Catwalk”

Campaign type: interactive branded content

Supplied by: Sound Creative



Objective: With premium and luxury products from belts to coats available online, Jaeger wanted to develop the level of engagement with their customers across the site and increase basket size.

Solution: The season launch for the new product range was filmed to enable customers to get a better sense of how the items could look versus standard product imagery. However, to engage the customer further and provide a seamless step from the video to the shopping basket the video was encoded with LinkTo™ technology.

LinkTo™ (www.linkto.tv) enables 'hotspots' to be placed on the items and track them as they walk down the runway at the fashion show. This means that at any time the viewer can roll their mouse over an item and click on its hotspot. At this point the viewer can then read further information about the product or add it to their shopping basket. Graphic links and MPUs were placed on the homepage and throughout the site to encourage customers to 'Shop The Catwalk' and to the LinkTo™ encoded video.

Results: Using this approach over a number of campaigns has seen results continue to exceed expectations, both for levels of engagement and ultimately online purchases.

- Over 26,500 views of the “Shop The Catwalk” Spring/Summer 2010 video
- 27% engagement rate
- 13% click through rate
- 300% increase in basket size