

Case studies

Mango. Launch of new collection by Mango.



Launch of new collection by Mango

MANGO

Advertiser:	MANGO
Sector:	Fashion
Campaign:	Launch of the new collection of MANGO
Location:	Barcelona - Spain



Challenge

The reason for the proximity marketing action, was to communicate the launch of the new collection designed by Penelope and Monica Cruz who are renowned Spanish celebrities, and attract people to their stores.

Solution

The location chosen was Paseo de Gracia, an area of high standard and high-traffic where two of the mango stores are located.

The action delivered a message to the mobile phones of passerbys in the form of an animation, inviting them to see the new collection and gifting them a bag which was part of the promotion. Thanks to Futurlink's technology, the campaign was planned in three phases with three different contents, which were sent coinciding with the change of content of the canvas.

Results

The data obtained, enabled Mango to be aware of how many people entered the store on each day of the promotion, and to analyse quantitatively the flow by days and hours. During the promotion, more than 9000 people (12.5%) agreed to receive the invitation to visit the store and only 1.43% rejected it.