

HOLIDAY SWISH LIST

Foot Locker and Jordan Brand use hyper targeting to turn a digital wish list into a holiday card that amplifies sales.

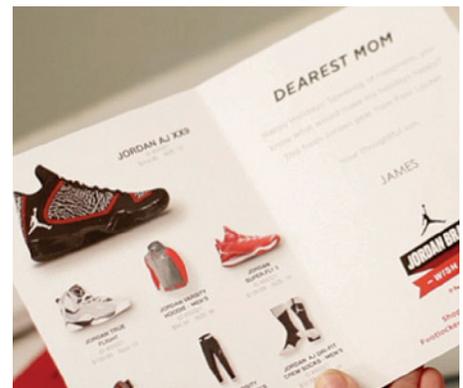
For their first-ever digital collaboration, Foot Locker and Jordan Brand wanted to create hype and drive sales of Jordan products during the holiday season.

Their young audience starts to think about the gifts they want a couple of months ahead of the holidays. The campaign took advantage of this by launching mid-November, helping self-directed young people take their gift destiny into their own hands.

'The Holiday Card That Delivers' gave American teens the opportunity to create wish lists before Black Friday and Cyber Monday, when many family members buy holiday gifts. Banner ads, social media posts and influencer messages drove traffic to a website where the teens could create a wish list, with the clothing and footwear they wanted, disguised as a holiday card. The holiday greetings were then mailed to parents, grandparents and anyone in need of gift ideas that the teen had identified.

Over 1,700 customized cards were printed and mailed during the first week, and the campaign led to a 12 per cent lift in Jordan Brand sales at Foot Locker, contributing significantly to Foot Locker's 39 per cent growth over the holiday period. Almost everyone who created a card shared it on social media, helping generate 22 million earned impressions.

This mass personalization campaign gave teens control, used holiday cards as custom catalogues and used precision targeting to ensure the best opportunity for conversion with family members most likely to spend money. Like Michael Jordan said, "Some... want it to happen, some wish it would happen, others make it happen." And these kids made it happen.



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