

# RIVER ISLAND

# RIVER ISLAND & GRAZIA

Engaging the target audience in a key trusted environment, Grazia created a series of native content stories to build awareness, create brand credibility and drive purchase intent of the new SS16 River Island seasonal collection.

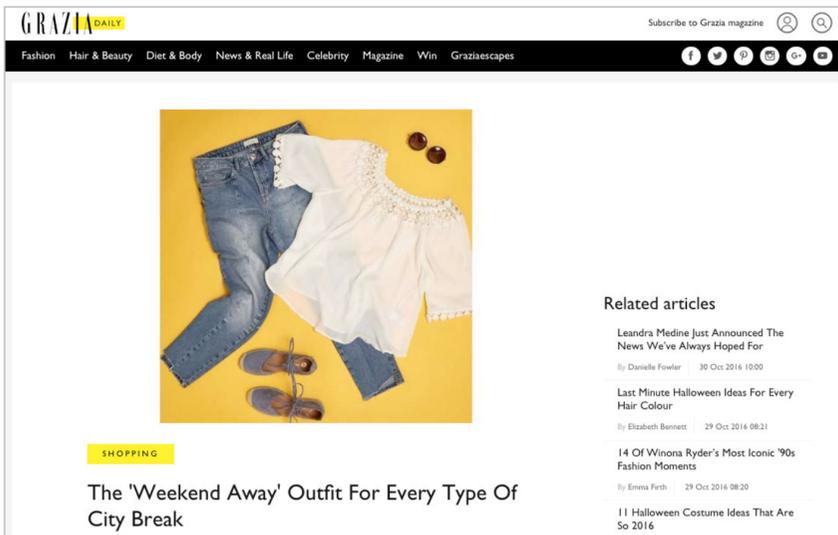


**RIVER ISLAND COLLABORATED WITH GRAZIA'S KEY EDITORIAL TALENT TO AMPLIFY AND DRIVE AWARENESS OF THE NEW SS16 COLLECTION.**

ANGELA ASIEDUA, SENIOR DIGITAL MARKETING MANAGER, RIVER ISLAND.



*Style is how you wear it*



## RESULTS

# 1.8 Million

1.8m native impressions across the Bauer women's lifestyle sites, Grazia's Facebook and Twitter feeds. Exceeded the benchmark by 16%, with an average click through of 2.84%.

Average dwell time across all articles of **1 min 37 seconds**.



# 21,000+

page views across all articles.

Exceeding the benchmark by **43%**.

## THE CHALLENGE

River Island is a forward thinking fashion retailer who live and breathe fashion. Our challenge was to drive awareness of their new SS16 seasonal collections, build on their brand credibility and to clearly position River Island in our consumer's minds.

## OUR APPROACH

Tapping into Grazia's fashion obsessed audience, we used native content that was written and created from an editorial brand perspective, allowing River Island to fit into graziadaily.co.uk as a piece of editorial would. We aimed to showcase their new SS16 collection in a useful and interesting way, knowing that as much as the Grazia woman loves fashion, she also seeks out information, hacks and tips to make her life easier. Our content needed to reflect this.

## THE IDEA

Using Grazia's distinct tone of voice, across the summer period we produced five native content articles, inspiring the Grazia audience with key wardrobe trends, including festival clothes, wedding outfits and the ultimate summer wardrobe, linking them all in with River Island's SS16 collection. As the Grazia audience are fashion savvy, as well as producing simple product shots, we brought them to life further through premium summer GIF video guides. The GIF guides focused around key pieces and how to mix and match them with accessories and shoes. This combination of native content and GIF guides ensured we showcased a wide range of the River Island collection in a fun, engaging and relevant way.

## EXECUTION

Each of the content pieces also ran a social feed for a bespoke River Island competition. Using the #GraziaXRI and #ImWearingRI, we encouraged users to tweet and insta images of themselves wearing River Island SS16 pieces, with the prize being a River Island spending spree. This gave River Island further interaction with our audiences, as well as an opportunity for data capture through an opt-in box.

All the activity was supported with weekly newsletters, directional media, as well as native and social traffic drivers optimised across the Bauer Women's lifestyle portfolio, to drive viewers to the native pieces.

“ Following on from the success of River Island's native partnership last year with Grazia for the AW15 collection, River Island collaborated with Grazia's key editorial talent to amplify and drive awareness of the new SS16 collection. ”

**Angela Asiedua, Senior Digital Marketing Manager, River Island.**