

H A N N A H C A R I D O

C O P Y W R I T I N G

C A S E

S T U D I E S

EXCERPTS FROM BOOMERANG 2022 ENTRY



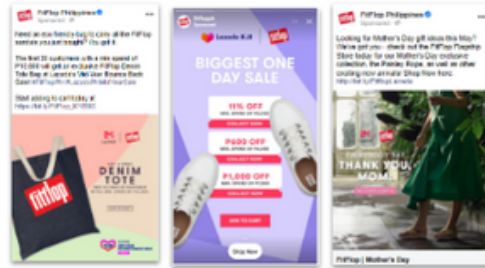
Stepping Into Comfort During the Pandemic

BRIEF. Fashion brands took a massive hit at the beginning of the pandemic. With storefronts forced to close and lockdown restrictions in place, businesses that offered essential services were the only ones allowed to operate. Brands like Fitflop, which was deemed non-essential, were left to scramble for ways to gain back public interest and make a profit.

SOLUTION. In order to drive sales to a high ticket item like Fitflop, we did a 20x ROAS-based media budgeting of 80/20 to 70/30 to 60/40 test & learn the budget split between prospecting and remarketing was done for performance marketing. The data gathered was then monitored using sufficient, effective, and efficient campaign tracking with Google Data Studio. An end-to-end customer-centricity acquisition encouraged repeat purchases. Another strategy was to leverage multi-layer targeting of core audience to custom audience on Facebook.

RESULTS

- Overall ROAS of 32X
- Average ROAS for the year 2020, achieving up to 100X per campaign.
- CTR of 5.13%
- Average CTR for 2020.
- #1 in its Category for Mega Campaigns
- Including the Top Women's Fashion Consumer Choice* for Shopee's 2020 Brand Conference.



No To Fake (Authenticity) Campaign

BRIEF. The production and distribution of counterfeit goods were rampant even before the start of the pandemic. But as more businesses turn their focus online and more consumers rely on eCommerce platforms to do their shopping, scammers have become more crafty in their attempts to fool the public.

We saw that Hydro Flask was one of the brands being emulated and saw this as an opportunity to encourage people to buy from legitimate businesses as well as teach the public to be more critical about what they buy online.

SOLUTION. The No To Fake (Authenticity) Campaign mitigated the damaging effects of these counterfeit goods on the brand and finally help consumers identify the real ones. We started educating people through Facebook in a series of ads that can help them distinguish between fake and authentic Hydro Flask products.

RESULTS

- Over 1.4M Reach and 2.5M Impressions
- During its two-week run.
- ROAS of 12X
- From Facebook ads.
- Conversion Rate of 2.07%
- Under reach and traffic objective.
- Increased Ranking from Top 5 to Top 2
- During Shopee Mega Campaign, and helped being consistent to be in the Top 3 since then.



Get Ready Now, Travel Later

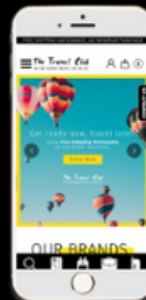
BRIEF. With the travel bans put firmly in place and the public confined to their homes, brands like The Travel Club weren't generating interest and sales as they once did pre-COVID. We looked for ways to market travel in the new normal and shifted our marketing and messaging strategy to encouraging people to prepare for the travel they'll have in the future as well as accommodate the changing times.

SOLUTION. We launched the campaign "Get Ready Now, Travel Later" to create anticipation over future travel and to remarket existing products as essentials in the new normal.

We created compelling visual merchandising designs, and made sure that our product merchandising front was up to par with our current campaign shifting focus away from luggage to other categories. We changed all comms to must-haves for future travels plus highlighted products that are essential in the new normal setting. All these supported by media and performance marketing boosted awareness and drove sales for the campaign through Google Ads and social commerce by linking Facebook catalog to the brand's online store. We also made sure to develop our customer service around the unique experiences our customers are now facing. We offered free delivery nationwide and our "Call and Collect" service allows customers to browse listings online, call their nearest The Travel Club branch, and schedule to have it picked up.

RESULTS

- Sales jumped by 9X in Q2
- vs previous quarter despite almost zero travel during lockdown period
- Traffic Doubled
- via strong performance marketing
- Click-Through Rate of 5.24% from Reach of almost 800,000
- Ads ROAS of 31.3x
- Reach of 5.6M people for the rest of the year



TUMI TUMI Travel in the New Normal

BRIEF The pandemic forced brands, including TUMI, to take their businesses online. TUMI lacked adequate inventory to sell online as most products were allocated to offline stores and limited SKUs were in the warehouse. Existing POS and ERP systems and other processes were not omni-ready and cannot support the co-sharing of inventories between online and offline channels.

SOLUTION The **Buy Online, Ship from Store (BOSFS)** is a hybrid of omnichannel selling - customer buys online, and the offline store will fulfill the order. Once the order flows to the warehouse management system, customized process was built with an online and offline channels shared inventory. Constant monitoring was involved to ensure proper reconciliation of both sales and inventory balances.

RESULTS

Technology and process innovation created a way for TUMI to serve their loyal customers online.

Sales increased by 207% month on month and website Traffic grew 3X.

Campaign reached 245,228 affluent potential Tumi buyers with 3.02% CTR.



TUMI Testimonial

TUMI has always prided itself with providing its customers with a premium branded experience. Stepping into the TUMI stores is a journey in itself, with topnotch assistance from our sales team, a wide array of premium products to fit one's need and additional services like monogramming and product assessment. But like all business, the pandemic has posed an extreme challenge. How do we continue to reach our customers and provide this same standard of service with the stores not operating under various levels of lockdown?

An obvious solution was to go digital - to be available at a slight tap of a fingertip. Times are dire and solutions have to be quick and executable. In close coordination with **Aeroworx and TUMI Asia**, the brand was able to launch **TUMI.PH** in record time last February 2021. The website development took **3 months to get off the ground and hurdle the challenge of maximizing the only current inventory we had on hand**. The **BOSFS** business model recommended by **AEROWORX** provided a practical solution to our problem while altogether helping manage our inventory better, ramping up store efficiencies and providing our sales team with opportunities to continue to serve our customers.

Along with this business model, the website also gave the brand a new and effective online channel that replicated our thrust of providing **top notch customer service** and the **standard TUMI branded experience** we are known for."

- FRANCES DE GUZMAN
SENIOR BRAND MANAGER | TUMI