



AMERICAN EAGLE OUTFITTERS

Communicating with creative humor for REAL

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AGENDA

- AEO at a glimpse(Idea to spread awareness)
- Leveraging an opportunity
- The Real Deal- Unreal
- Possible outcomes
- Solution
- Recommendation



AEO profit up to 49% increase in sales having sold 3.5 billion dollars revenue at the end of 2012

The year saw the entry of a new Chief Executive Officer, Mr. Robert L. Hanson, who started on January 30, 2012 after a successful tenure at Levi Strauss & Co.

2012: was a great year for AEO, and AE Online business which saw a considerable increase sales from their two brands.

They wanted to ensure that they continued to build both of their brands. Aerie for American Eagle & American Eagle Outfitters

Target Audience:

particularly among their primary target demographic of **15-25 year** old females and males

What do the audience care about?

They care about fashion and being “on trend” but also have a sense of individuality.

So what they decide to do next?

In 2013 the company began looking to spread awareness about the brand in new and creative ways.

American Eagle embarked April fools day as a opportunity to introduced a new type of creative humor.

- On March 20th they introduced "Skinny Skinny" Jeans
- Indented to generate a lot of buzz for the company
- Aimed at young adults and hip individuals providing a new style that was never seen before



The company posted on social media channels and released a 30 sec video giving a sneak peek of actors wearing on the jeans

American Eagle New 'Skinny Skinny' Jeans Ad video



CollegeHumor Creates Breakout American Eagle Ad—for a Fake Product

The real deal on the AEO “Skinny Skinny” Jeans- Is Un real

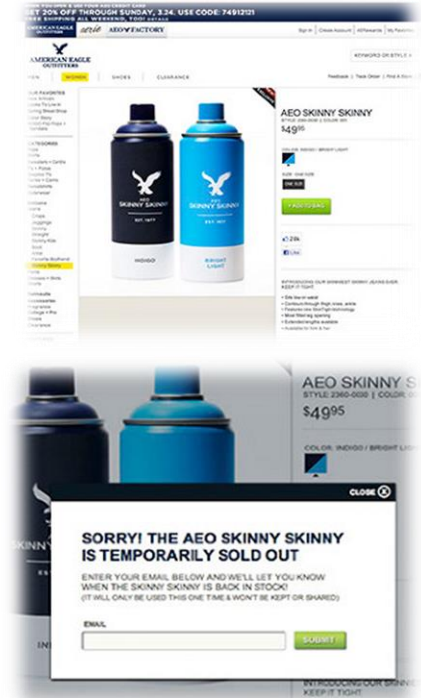




AEO decided on a strategy that could get people directed to the site through a CTA in the Ad.

- When customers visited the website they tried to purchase the Jeans
- Customers were then told they were currently out of stock
- And redirected to a page where they were asked to give their emails for further promotional offers

The intention of the campaign generate a lot of positive buzz for AEO's American Eagle brand and "go viral" —particularly in the core denim category—and build some brand momentum as they moved into the spring and summer selling seasons.





AEO is taking a huge risk by pursuing this campaign and deceiving their customers, What could be the possibly outcomes ?

APRIL FOOLS! OKAY, YOU GOT US...
THE AEO SKINNY SKINNY IS UNREAL. LITERALLY.

■ What could go wrong?

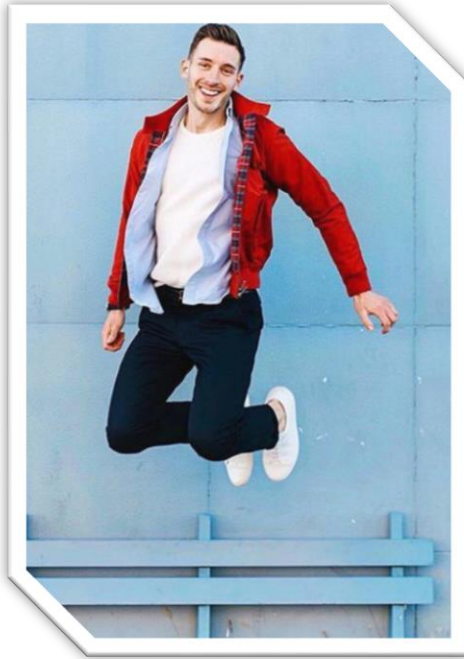
- ☐ Concern of over sexualised advertisement
- ☐ This could lead to a wrong perception body shamming
- ☐ Unsavory action much like other companies trolling internet for any email address to contact them in the future
- ☐ They may loose out on some potential customers who may switch to other retail alternatives

■ What could work !

- ☐ They are very likely potential to have viral campaign and begin to gain more buzz about their brand
- ☐ Gain a positive public opinion of their brand and if successful can continue creating similar campaigns.
- ☐ By trying to create a fun and clever ad their brand image and public perception may be positively augmented and consumers may no longer look at them as just another clothing store

Sharing content that is relevant target audience at the right time can help them communicate better

Understanding how college humor ties with characteristic of American Eagle Outfitters Inc. Target Audience



- Target Audience for AEO are particularly among their primary target demographic of **15-25 year** old females and males

- They are young enthusiast who live in the high spirit of challenging trending and new fashion yet believe in having fun



Success Metrics that AEO Should consider through the course of the campaign.

- AEO must **consider a shorter time frame** between the time they post the Ad and reveal the product as a Hoax
- After posting the 1st Ad analyse the **website traffic sources: Direct, Referrals and social media** to understand how the conversations originate and their impact & Overall engagement'. This could also help them analyse the overall **Sentiments** over the conversation on social media and take corrective measures
- Analyse the user coming to the site: **New or recurring session**
- It may not be the best idea to give people the option to purchase something that is not real. After announcing this as a Hoax they should provide customers with a **complimentary offer** for taking this as a positive humor and joining the fun



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THANK YOU!