

Missguided Sponsor of shows with style on E!

Missguided are a bold and forward thinking online fashion brand. They design and create products which are influenced by their customers and global fashion icons. The brand has evolved into an online fashion destination which celebrates everything it means to be a young woman in today's digitally immersive world. The brand aims to deliver its customers the biggest trends, as they break, at affordable prices.

Missguided were looking for a campaign to raise brand awareness amongst 16-24 year old women. They were keen to do something a little different to their previous activity which would make the brand stand out versus its competitors. To do this effectively, the brand wanted to establish a constant presence in the market to maximise audience reach. This required an 'always on' campaign.

47%

Ad recall

20%

of 16-24yr females
saw the sponsorship

3rd

Year sponsorship
renewal



Insight

E! was identified as the perfect platform for Missguided to reach their target audience, with a relevant message, that would appeal to its young, fresh and trendy audience. As a channel renowned for having its finger on the pulse of celebrity gossip and celebrity trends, E!, offered the fashion brand access to a robust and loyal 16-24-year-old female audience.

Aside from a highly engaged TV audience, E! also provided Missguided with a captive online audience, via its social following on Facebook and Twitter, to extend the brand's reach even further.



Idea

A partnership between Missguided and E! was launched across linear, digital, social media and event activation. The brand was associated with core E! programming including; Keeping up with the Kardashians, Dash Dolls, WAGs and viewer favourites such as E! News and Fashion Police. Aligning with this great content reinforced the brand's core values amongst consumers, reminding them that Missguided is a stylish and on-trend fashion brand.

The channel sponsorship enabled Missguided to communicate with a highly relevant and responsive audience on a high frequency basis. The sponsorship credits were designed to mirror the programming around which they were positioned – being glossy in style and using commercial music to help keep the brand top of mind. By regularly refreshing the credits, the brand effectively showcased their fast fashion product range throughout the campaign.



E! are a great sponsorship partner for Missguided. With similar brand values and a focus on fashion and celebrity culture, they have provided us with an excellent opportunity to reach our target audience in an environment where they were already engaged.

Rachael Dennis, Senior Brand Executive, Missguided



Activation

The partnership kicked off with a 12-month linear sponsorship of key programming on E!. Digital activation increased the audience reach further and Pop Culture Social posts were scheduled regularly - around entertainment and E! News and Style - to kick start social conversations.

The E! sponsorship also offered opportunities to run unique activation on the ground to directly interact with the target audience. The channel and the brand partnered around events including The Golden Globes and Wireless Festival. Each event had Missguided branding throughout, including; logos across promotional materials, branded cushions, cocktails, T-shirt giveaways and branded mobile phone cases.

The event partnership extended to social media with E! TV host, Sabrina, wearing Missguided clothing and promoting the outfit via her own personal social account. Missguided key influencers and bloggers promoted the partnered activity on the ground to encourage fans to go to the E! lounge, which was also branded with Missguided. The joint hashtag #MyFestivalSquad was created for Wireless Festival in order to generate conversation and buzz around the event. The joint hashtag was promoted across the E! network, to encourage the audience to tweet using the hashtag #MyFestivalSquad for the chance to win an exclusive E! goody bag.



Results

Awareness

- Increase in spontaneous brand awareness from 9% In December 2015 to 14% in December 2016
- Looking specifically at creative recall, 23% of respondents recalled seeing a Missguided ad via sponsorship across the year when prompted
- 47% of those who regularly watch E! channel recalled seeing a Missguided ad via sponsorship when prompted
- Over 1 in 5 of Women 16-24 saw the sponsorship over the course of the year.