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M15: *Marketing 15*

Imogen Bailey lists the
top fashion marketing
minds for 2021.



MARKETING MINDS



1 Alexander Meyer The Iconic CMO

The Iconic was one of the first Australian retailers to embrace new YouTube technology which allows viewers to shop directly from an ad. Celebrating the launch, and simultaneously raising awareness of the new feature, The Iconic created a dedicated campaign to encourage viewers to buy the outfits featured in the ad. The 'Hit The Blue Button' campaign featured four athletes performing their sport under duress, encouraging the viewer to click and shop the outfit to instantly relieve them from the strain of their activity. "We wanted to find an innovative way for our customers to engage and shop sport with us in an iconic way," Meyer said.

2 Melisa Woodgate Boohoo ANZ brand marketing manager

Boohoo is no stranger to recruiting influencers to help launch new collections and campaigns. Over the years, and across its brands, the retailer has teamed up with the likes of the Hembrow sisters, Flex Mami, Riley Hemson as well as TikTok stars Sarah Magusara and Jackson Jansen. Using these famous faces, the brand has been able to increase significant metrics. Its TikTok song and accompanying dance, 'Its From Boohoo Baby', grew the brand's following on the platform by 53,000, while its collaboration with Flex Mami generated an uplift in the Curve category in the Australian region alone, from about 4-5% to 18%. "Knowing our curve market and who they are sourcing their inspiration from is helping us grow from strength to strength in this segment across Australia and New Zealand," Woodgate said.

3 Kelly McBride Bonds head of marketing

It's not everyday you launch your first Global Organic Textile Standard (GOTS) range. So when Bonds released its GOTS-certified organic cotton underwear range, it wanted to do it in style. Recruiting Australian musician Cody Simpson and fashion muse Paloma Elsesser to front the campaign, Bonds made a statement. Across just four IGTV videos promoting the eco-friendly range, Bonds generated 23,360 views. "Bonds Organics was our first GOTS certified organic cotton range, making our product kinder to the planet, our people and the wearer," McBride said.

4 Natalie Chalmers Bras N Things national marketing manager

As a bra retailer during the pandemic, the challenges of getting women to engage with your product would be difficult, to say the least. However, Bras N Things took it in its stride, and launched a new 'Fashion x Comfort' collection as work from home arrangements persisted. Meanwhile, the business also launched its new brand direction, 'I Am

Many Things' during 2020, celebrating and recognising the complexities of women. "We all know women aren't easily defined by a single label," Chalmers said. "We want to support women to explore and express all aspects of their personality." The new positioning acted as a springboard for campaigns following, allowing the brand to create an overarching narrative to connect with a wider array of customers – including those who didn't want to wear a bra while working from home.

5 Trent Bos Levi's ANZ head of marketing

As 2020 proved, real action is needed to create change and promote inclusivity and diversity. Levi's Australia took this message to heart and went beyond just a fundraising campaign for Pride month. The business teamed up with Australian LGBTQIA+ youth organisation Minus18 to co-create an educational resource on pronoun use. Not only that, Levi's ANZ also worked to educate its own team on how to become more inclusive. "We believe that accelerating progress towards genuine equality is everyone's responsibility and we're proud to keep on learning, growing and endeavouring to make a positive impact where we can," Bos said.



MARKETING MINDS

**6 Jamie Kouktzelas**

Hush Puppies marketing manager

Doing good while reducing waste is a marketing win for today's eco and social-conscious consumer. And Hush Puppies' partnership with the Happy Boxes project, well, ticks all those boxes. The deal encouraged Hush Puppies' customers to fill their empty shoe boxes with self-care products such as deodorant, shampoo and soap, to be sent to remote communities which have limited access to these basic toiletries. Not only providing for those communities, the partnership gave customers a new avenue to recycle their empty shoeboxes. The partnership paid off, with one third of all Happy Boxes being sent to communities coming from Hush Puppies' customers since the partnership began in 2020.

7 Charles Moore

Glue Store head of marketing and brand

One month into 2021 and Glue Store had already announced its nationwide, in-store and online sustainability program, Future Choice. The innovative program saw Glue tag up products based on four sustainability pillars, while the business simultaneously worked to improve its own processes. One example of such was the reuse of all shoot materials and in-store visual merchandising materials. "After we had a look at all of those pillars we felt that there was a real

opportunity for us to look at our own customer experience, not only online but in-store too where we're actually connecting with those customers," Moore said. "Not only how we can communicate and get out the visibility over these choices but what should we be doing to change our processes? The inspiration behind the window posters and the store hangers was that we were saying, 'we can't launch a Future Choice campaign with something disposable, it has to be reusable,'" he said.

8 Dane Patterson

SurfStitch GM of brand and eCommerce

In 2020, many brands shifted their messaging to focus on positivity, togetherness and what-to-do-at-home. SurfStitch was no different, launching a TVC that inspired customers to 'get back to living' with a humorous take on summers that have been wasted in shopping centres. Simultaneously, the eTailer also launched a Mr Consistent cocktail collaboration dubbed 'The Stitch Up'. Living offline and shopping online, as the brand's TVC suggested, customers who spent \$150 during summer were sent the cocktail as a gift with purchase. "Our purpose at SurfStitch is to inspire you to live like it's the weekend. It was even more poignant in 2020, as we were reminded again and again about the importance of living a healthy lifestyle, spending time with our loved ones and focusing on the good times," Patterson said.

**9 Denise Haughey**

Seed brand GM

Seed Heritage celebrated its 20th anniversary with the opening of a brand-new flagship store at Chadstone Shopping Centre. Fitted out with a purpose-built acrylic cubby house, a personalisation station and a gift-wrapping station, the store embodies everything Seed stands for, Haughey said. "Our approach has always been simple - we believe in great design, high-quality products and exceptional customer service, our Chadstone store is an expression of those brand values and a landmark launch in our brand's 20-year history," she said.

**10 Ryan Gracie**

Catch CMO

There's a reason Ryan Gracie consistently appears in our M15 list - he never lets up on pushing the boundaries. In 2020, Gracie spearheaded Catch's marketing transformation, which focused on shifting the eTailer's reliance on performance marketing to a stronger mix of brand and performance campaigns. The move saw Catch launch its biggest campaign to date - all of which was devised via video conferencing - its 'Everyday Aussies' TVC. The messaging rolled out via other brand channels such as radio and billboards and elevated the everyday shopper. The campaign worked to build trust in the brand, drive awareness of the range and position the business from 'found' to 'first'. "When you embark on long-term brand building, you need to invest and stomach the fact that you aren't going to get a quick return - it is a long-term burn," Gracie said.

MARKETING MINDS



11 Sam Despotidis Volley marketing manager

Started from a prank, now we're here. Volley's April Fool's joke of a collaboration between it and VB, sparked a new successful strategy – actually bringing these partnerships to life. Since the VB collab hit the market, the business has also brought Volley x Vegemite and Volley x Coopers XPA to Aussies. Bringing together iconic Australian brands, the collaborations generate significant traction on socials. The April Fool's post of the VB collaboration alone clocked up over 4000 likes and more than 650 comments. "We are absolutely thrilled to be collaborating with fellow iconic Aussie brands," Despotidis said.



12 Giulia Di Pietro Mollini marketing coordinator

Using collaboration collections to build audiences is something that Munro Footwear Group brand Mollini has familiarised itself with. The label launched its first collaboration collection with lifestyle influencer Ruby Tuesday Matthews in December 2020. Marketing coordinator Giulia Di Pietro spearheaded the campaign, which saw the business record 102% growth in Instagram followers compared to the previous three months. The collaboration collection also generated a 40% lift in traffic to the website during the launch week. "We achieved our objective to tap into a new market and obtained more online presence in the NSW and QLD states," Di Pietro said. "76% of the users for the launch were new customers – customers we hadn't tapped into it prior thanks to Ruby and additional exposure." Across the regions, Mollini recorded a 317% increase in users in Queensland, while users in NSW grew by 232% compared to the previous year.

13 Matthew Sposaro Wittner content coordinator

For almost 110 years, Wittner has been serving the Australian consumer with stylish leather footwear at an accessible price. While the brand's commitment to quality footwear has never changed, 2021 signalled time for a brand refresh. So along came the Established campaign. The campaign simultaneously recognised the brand's long heritage and re-established it for the modern consumer, whose needs have changed post-pandemic. "I think every company has had to do some sort of rebuild due to COVID, we're a heritage brand, so we are constantly reinventing ourselves to stay relevant," Sposaro said. "However, the impact of the pandemic has made this evolution even more necessary as consumer needs have changed."

14 Mal Chia Ryderwear CMO

In January, Ryderwear made it clear that it takes experiential retail very seriously. The activewear label opened a gym-cross-retail-store at the start of this year, following 12 months of preparation. The store forms part of the business' growth strategy and follows the launch of the brand's fitness app in early 2020, partnerships with 500 influencers across Instagram, Snapchat and TikTok and strong growth in the US. "It's sort of like an Apple Store, where it is the physical embodiment of what the brand is all about, having an elite training space, with a retail store attached to it," Chia said.



15 Chloe Cumming Universal Store marketing manager

After the year that 2020 was, Universal Store didn't want to focus on sales messaging coming into 2021. The retailer moved away from its traditional retail messaging in the lead up to Christmas and instead showcased the individual efforts of 11 young people and the significant impact they had on their own lives as well as those of the communities they belong to. "The way 2020 panned out, was not expected," Cumming said of the "We're Proud of You" campaign. "And with many of the country in lockdown this year, we wanted to spread a message of happiness and hope to our customers and team," she said. Across its Instagram and YouTube accounts, the We're Proud of You assets generated nearly 50,000 views combined. ■