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MARKETING MINDS



M15: *Marketing 15*

Assia Benmedjdoub lists the top
fashion marketing minds for 2020.

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1 Kate Rees Sportsgirl marketing manager

Winning Move: Embracing diversity marketing across all channels

As a retail destination for female millennials, Sportsgirl must ensure its messaging is fast and to-the-minute. Which is why 'Be That Girl' is a special anomaly: a campaign the retailer has been running for two years straight. The 2020 iteration, *Be Heard*, expands on the female empowerment piece with multiple channel executions. It launched with a two minute film on YouTube, owned channels, OOH, 150 store windows, digital consumer titles as well as seeding via associated influencers. *Be That Girl* tells the stories of real people, featuring its first ever Sportsboy this year via makeup artist Jacob Stella. "Be That Girl has been integrated into every touch point of our business, from windows, to in store, outdoor campaigns, online and most importantly communication to every staff member that works for the Sportsgirl brand. Empowerment and self-belief starts internally and these values are ones we consistently embrace within our teams,"

Rees says. Rees takes out the top spot for creating a multi-channel campaign that resonates with the new wave of diversity and empowerment messaging.

2 Caroline Swarbrick Seafolly CDO

Winning Move: Harnessing the power of a loyalty database

For Caroline Swarbrick, direct consumer engagement is unrivalled. In just 12 months, Seafolly's membership program 'The Beach Club' has secured almost half a million members who receive personalised, highly segmented communications. These communications include emails to welcome customers to the loyalty program, wish them happy birthday and inform them of rewards and changes in their membership tier. More recently, Seafolly has started sending email and SMS notifications to let members know their rewards are expiring. These communications increased reward redemption by 11% while the average spend per member increased by 20%. What's more, Seafolly's overall conversion rate on email has increased by 184% on the year prior. "It's really about getting the right quality of data, which only comes with customers who actually want to join the club," she says.

3 Matthew Iozzi Superdry ANZ marketing manager

Winning Move: Becoming an early adopter of TikTok marketing

Superdry has been reaping the rewards of a TikTok-focused digital strategy, long before Australians downloaded the app during social distancing measures. The Australian arm was one of the first fashion brands domestically to harness the platform, achieving a new milestone with its winter campaign: an organic reach of 15 million prior to launch. The #SDMyWay challenge asked TikTok users to inject their own personalities and style into Superdry product. It included TikTok star Sarah Magusara, who has over 13 million followers on TikTok, and Richmond AFL star Shaï Bolton. "The campaign and the alignment to TikTok represents the next step in a long-wind 18 month strategy for the brand," Iozzi says. The campaign has proved to be a well-timed execution, with more than two million Aussies signing up to TikTok since lockdowns began.

4 Sara Veneris Witchery marketing and campaign manager

Winning Move: Bringing customers together through UGC

As a subsidiary of Country Road Group, Witchery has access to one of the most sophisticated CRM programs in Australia. For Sara Veneris, that doesn't mean turning away from an opportunity to connect and engage with customers via User Generated Content (UGC). The brand's recent #WitcheryAtHome social program, created to bring together customers during quarantine, saw 100 images submitted within 12 days of going live. The retailer also regularly encourages customers to engage with its charitable White Shirt Campaign, an initiative which raises funds for ovarian cancer research. It asks followers to tag and share photos wearing the dedicated shirt line. "During these uncertain times and as we adapt our lifestyles to the confinement of our homes, we hope to bring Witchery and our customers together in the best way we know how, through inspiring stay-at-home style," Veneris says of the latest #WitcheryAtHome campaign.

5 Ryan Gracie Catch CMO

Winning Move: Being the king of data and search marketing

SEM marketing creates the strongest return for Catch Group, the e-commerce platform acquired by Wesfarmers for \$230 million. CMO Ryan Gracie says while branding is important, performance and search marketing has delivered



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“huge activity” with around \$1.2 million spent per month with Google. Affiliates, SEO and email are also significant in the marketing mix: “We send 18 million emails per week just with Catch, so two a day, three on Wednesdays and three on Sundays. We send push notifications twice every day so we’re in the business of communicating constantly,” he says. Gracie is also not afraid to experiment, having launched and phased out a gamified shopping campaign with a TV show format. While successful in injecting newness, the overheads proved too high versus return. “We measure everything very exclusively, we’re a data-driven business of course – we’re all online so we know every interaction we have with every customer.”

6 Paul Stern Outgoing Kathmandu general manager of marketing

Winning Move: Best April Fool’s Day campaign Having recently announced his departure from Kathmandu after a decade-long tenure, Paul Stern left the business with a bang. He netted the best April Fool’s Day campaign of 2020: an all-weather wedding dress which left consumers and industry peers in stitches (pardon the pun). Featuring an added ability to pack down into a travel-size backpack, the gown went right to the heart of the outdoor retailer’s customer demographic. Kathmandu CEO Reuben Casey recently recognised Stern for bringing more than just laughs to the business. “During his time at Kathmandu, Paul led the brand refresh program post Kathmandu’s listing, he led Kathmandu’s sustainability strategy which has included BCorp certification, and overseen our online business from its infancy at about \$1 million in annual sales in 2010 to \$50m in 2019.”

7 Sam Richardson David Jones content specialist – social media

Winning Move: Content marketing to enrich customer experience

David Jones became one of the first retailers to unveil a #WFH social media itinerary, connecting brand partners and consumers in isolation. The campaign featured a schedule of online events; from live workouts and DJ sets to downloadable activities, recipes, playlists and styling sessions. P.E. Nation co-founder Pip Edwards kicked off the initiative with



a live Pilates class. The content strategy builds off a broader piece for David Jones, which has a dedicated customer magazine and app, Jones. 200,000 copies of the magazine are distributed each quarter, with an EDM database of over 400,000 and 830,000 weekly visitors to the site. David Jones CEO John Dixon praises the power of content marketing. “Our magazine and app reward and empower our customers, promote our leading brands and bring our values to life.”

8 Elise Moncur Accent Group digital marketing manager

Winning Move: Driving digital sales via customer communications

Accent Group digital sales grew 33% during the first half of the financial year, on top of the 94% growth achieved in H1 FY19. The Group continues to evolve its customer database by investing in the digital experience, with a focus on the evolution of loyalty campaigns and new web-based AI driven CRM technology. Moncur leads the digital marketing team, pushing direct and personalised customer communications to reduce reliance and cost on paid channels. With 4.8 million customers in its database, Accent Group chief Daniel Agostinelli also recognises the power of personalisation. “If you are going to have a relationship with customers, you have to have all the data and understand what their needs are. The days of sending an email to every customer are gone, the days of posting a photo on Instagram are gone, you’ve got to personalise things at an individual level.”

9 Gemma Hunter Myer general manager of marketing

Winning Move: Creating an immediate splash with new creative

In February, Myer released its first seasonal campaign under general manager of marketing Gemma Hunter. Hunter – who moved from the role of Mediacom executive creative director and head of Mediacom Beyond Advertising – crafted a new strategy around storytelling. The campaign featured Myer ambassadors Asher Keddie, Kris Smith and Elyse Knowles sharing personal stories in a raw, unfiltered setting. “This campaign marks a step change in approach for us, a deeper connection to our customer that will be ongoing across all our work this year,” she says. The campaign ran across TV, online video, social, OOH, print and in-store as well as a personalised digital shopping experience on myer.com.

10 Shane Lenton Cue Clothing Co. CIO

Winning Move: The use of AI to provide personalised marketing

Iconic Australian retailer Cue has undergone a sweeping digital transformation in recent years – and AI-powered marketing is no exception. The brand provides individual product recommendations on its site, email and social media based on a combination of customer behaviour, CRM data and AI. Customers receive personalised



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e-receipts for store purchases, which use AI targeted product recommendations. “We are not only personalising content, we are releasing it at a specific time when the individual is most likely to engage with the communication,” Lenton says.

11 Georgina Hood Cotton On Body global PR manager

Winning Move: Using partnerships to double engagement

The Northern Territory’s most prolific landscapes featured in Cotton On Body’s 2019 summer swimwear launch, part of a joint venture with Tourism NT. The collaboration saw six influencers, with over 422,000 Instagram followers, take to the Top End, for the trip of a lifetime. Photographed wearing the swimwear range at spots such as Mararanka’s Bitter Springs and Litchfield National Park, the initiative saw both product and destination marketed to wide reaching audiences. “We wanted to feature an iconic Australian region to celebrate our Aussie heritage, our swim collection was inspired by the colours of our beautiful country so we just couldn’t look past the Northern Territory for its unique swimming destinations,” Hood says. Both organisations promoted the swimwear range and competition across their social media channels, website and eDMs, driving interest in Cotton On Body and the Northern Territory.



12 Naima Wilson Patagonia ANZ marketing manager

Winning Move: Purpose-led marketing that affects change

Last year, Australian Patagonia employees joined the Global Climate Strike as stores and offices closed in a bid to spotlight environmental issues. To drive the point home, Patagonia supported its message with a significant advertising campaign that showed up along strike routes in select cities around the world and across print, digital and social media platforms. It encouraged Australians to take action via its website by sending a message to Anthony Albanese and Scott Morrison to stop delaying action on climate change. Prior to the recent closure of stores due to the COVID-19 pandemic, store locations also housed talks, screenings and events promoting community causes. “Patagonia is in business to save our home planet. Our founders and owner are really committed to creating change and we live this every day,” Wilson says.

13 Diane Belan Forever New general manager of marketing and digital

Winning Move: Using data to drive service proposition

From stock reservation and image recognition technology on its website to a podcast series featuring female leaders, Forever New’s evolving technology offer is entirely based around data and customer demand. Understanding that marketers can balance customer needs and commercial

outcomes, Belan and her team have managed to solidify the brand’s positioning on the High Street. “Every day there’s a new challenge or opportunity, which leads to new ideas and a culture of continuous innovation,” she says. This culture of innovation has filtered right through to its Highpoint Shopping Centre store, which features a ‘Connected Change Room’. Decked out with digital screens, the technology allows customers to scan products and request styles.

14 Dane Patterson SurfStitch GM for brand and eCommerce Dane Patterson

Winning Move: Using print and digital channels to drive CX

As one of the biggest online retailers in Australia, you wouldn’t expect SurfStitch to launch a quarterly print publication. But that’s exactly what it did at the turn of the year, in a joint venture with publisher Stab, covering fashion, culture, surf and lifestyle. The first issue rolled out with an initial circulation of 200,000, and included brands such as Patagonia and Vans. It also featured hover-to-shop functionality, linking content with commercial outcomes in a seamless shopping experience. “The Post’s physical format offers a premium format to connect with our audience, integrating long-form narrative, strong visuals and typography,” Patterson says. Along with Post, SurfStitch engaged real customers in its brand campaign The Common Thread Between Us. The work, displayed across digital and out of home, showcased real people in SurfStitch products, curated and shot by them.

15 Richard Dalke Politix head of marketing

Winning Move: Repositioning a brand while respecting its USP

How does a marketer take a successful brand like Politix and give customers a dose of the unexpected? Immersive activations. With a new management and creative team in place, Dalke and his team reinvigorated the brand with ‘Politix After Dark’. The campaign included an immersive brand experience at a ‘dry cleaning’ store in Sydney. Behind the store’s facade was an underground pool hall and a speakeasy bar, hosting a line-up of comedy entertainment and live music for guests and customers. ■

