

H&M TEAMS UP WITH GQ IN A MULTI-PLATFORM PROMOTION TO INFLUENCE PURCHASE

GQ.com helped drive store visits by 75%



AT A GLANCE

OBJECTIVE

Engage GQ readers with the H&M fashion proposition

AUDIENCE

Men 18-39

PLATFORM

Print, digital, events, customer magazine, in-store

MAGAZINES

GQ

MEDIA USAGE

Magazines, Outdoor

MEDIA AGENCY

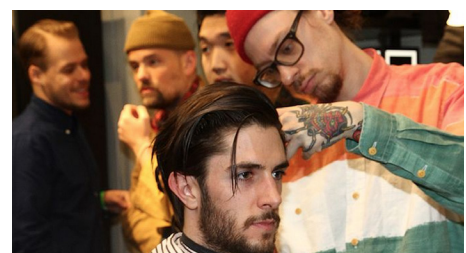
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PUBLISHER

Condé Nast

BACKGROUND

Standout in the high street depends on credibility, word-of-mouth and a trusted relationship between brand and consumer. That's why H&M wanted to place GQ at the heart of its communications strategy: it would make H&M the 'go to' place for its target male, trendsetter audience.



MAGNETIC

IDEA

By building an ongoing dialogue with readers over a period of time, H&M could create a relationship that engendered trust and confidence in its brand.



EXECUTION

The fashion brand teamed with men's style bible GQ to create an interactive, multi-platform partnership. This included an H&M-sponsored, 56-page trends supplement, with advertising and advertorials for the retailer, to create brand engagement. Corresponding H&M branded digital content on GQ.com developed the dialogue further. Plus, GQ's fashion editor became H&M's online spokesperson, offering advice and picking his favourite items from the collection. An exclusive reader event combined a DJ set, drinks and H&M gift bag, followed by GQ-branded 'key picks' from the supplement in-store.



RESULTS

Integrating print, online and retail, the collaboration created highly effective exposure for H&M. There were a phenomenal 41k page impressions to H&M content on the GQ site, made by 33k unique visitors, with an impressive average dwell time of over two minutes. The campaign certainly influenced perception: brand tracking of H&M's target 18-39-year-old male audience saw a 41% increase in agreement with "H&M is a brand I feel connected to". And it influenced action too: among those who recalled the GQ partnership, very nearly half (48%) had spent more than £50 at H&M in the previous month. There was a corresponding rise of 74% in those who had visited the store over the same period.

