

Entry: Bloom

Category: Sales Promotion & Events

Description: Programmes or events intended to directly impact retail sales and customer traffic. This may include efforts that target buyer conversion, shopping frequency, relative draw, or market share. It may also include more comprehensive initiatives such as tourism marketing and customer loyalty programmes. Entries may also include event marketing designed to generate publicity, market awareness, and customer traffic. Entries in this category must document specific and measurable results attributable to the programme or effort and should demonstrate return on investment.

Title:

Duration: 4 mins

Video	Super	Audio
Start with super to set the mood of the film	Haute “Cause” Couture "Fashion with a Cause does pay!"	Happy fast BGM throughout the length of the film.
Start the file by showing montages of: - Burj Khalifa - Metro - JLT skyline - Fashion catwalk shots from previous events in Dubai. Global fashion stores.		Dubai. Where grand dreams are achieved and where bold meets the beautiful. Today a global fashion capital.
Montages of - Mall of the Emirates - Previous spring events shots - Bloom Spring Campaign images		To promote the Mall of the Emirates' as 'the' destination for international fashion this spring.
		The challenge? To incorporate a cause based activation which would empower communities and inspire the next generation of designers yet be profitable. Thus was born the...

		Bloom Spring/Summer Campaign
<p>Montages of:</p> <ul style="list-style-type: none"> - CFD shots - A full view of the Judges Panel - Photo of Sheikha - Walid Atallah - Photo of the central Galleria with the Bloom campaign elements 		<p>To achieve our fashion with a cause goal, we struck upon the idea of bringing together education and fashion into one event.</p> <ol style="list-style-type: none"> 1. We teamed up with the newly launched College of Fashion and Design with their first batch of Fashion Design students to launch an Interactive Challenge event. 2. The panel of judges was made up from pioneers in the fashion industry including Her Highness Sheikha Hend Al Qassimi and the international designer Walid Atallah . 3. We initiated a unique and engaging digital activation featuring fashion elements in the central Galleria of the mall.
	Creating the buzz	To build a buzz before the event.
<p>Number one zooms in and zooms out of the screen on top of the video in rhythm with the narration.</p> <p>Shots of published Bloom campaign creatives and magazine covers in which they appeared</p>		<ul style="list-style-type: none"> • We did a PR push through all markets and publications.
Number two zooms in and zooms out of the screen on		We put up Bloom collateral at all mall

<p>top of the video in rhythm with the narration.</p> <p>Shots of various MOE Touchpoints with the Bloom Campaign collateral</p>		<p>touchpoints.</p>
<p>Number three zooms in and zooms out of the screen on top of the video in rhythm with the narration.</p> <p>Shots of:</p> <ul style="list-style-type: none"> - 3D Installation in Central Galleria - Platform / Stage - Mannequins and photos of various brands presence at venue. - Shots of the flowers / Workers changing the flowers 		<p>We created a custom-made 3D installation with inspirational elements of the Bloom campaign in the mall's central galleria to engage visitors.</p> <p>Also, a platform and stage using the 360-photo concept was created for brands to showcase their latest collection on the mannequins. This platform was decorated daily with fresh flowers.</p>
<p>Number four zooms in and zooms out of the screen on top of the video in rhythm with the narration.</p> <p>Shots of Weekly Prize collateral and winners</p>		<p>We launched an exciting sales promotion element for the mall fashion shoppers with weekly prizes of AED 50,000 and receiving double the coupons.</p>
<p>Number Five zooms in and zooms out of the screen on top of the video in rhythm with the narration.</p> <p>Close up shots of the Mobile redemption feature</p>		<p>We communicated the Mobile redemption feature on campaign collaterals to increase redemptions</p>
	The Grand Event - DAY 1	
<p>Shots of the event.</p>		<p>The first day was a fun-filled kids fashion event sponsored by the brand OSKASH. Mummy bloggers and media were invited and the kids</p>

		walked on the runway dressed in the latest spring and summer trends, delighting viewers.
	DAY 2	
Shots of students working, creating (sync with audio narration).		Day two, 8 students from the College of Fashion and Design were commissioned to create fashion pieces from scratch inspired totally from the Bloom Campaign visual elements.
Shots of students working, creating (sync with audio narration).		The students worked together in 3 groups creating fashion pieces inspired by the Bloom campaign visual elements.
Shots of the event (sync with audio narration)		<p>The event was hosted at the mall's central Galleria with top tier offline, online and broadcast media in attendance.</p> <ul style="list-style-type: none"> • Her Highness Sheikha Hend Al Qassimi set the event rolling with a fashion and business focused Q/A session • Next, each group of students presented their collections live on stage with a Q/A session directed by the guest judges Her Highness Sheikha Hend Al Qassimi and the international designer Walid Atallah.

		<p>The winning group was decided based on their creation's relevance, creativity, originality and execution.</p> <ul style="list-style-type: none"> • A comprehensive social media coverage pre, current and post event was in place- with live coverage and # trending. • A behind the scene teaser video promoting the students' work in progress and a post event wrap up video achieved a very high engagement rate.
	HOW DID IT ALL MEASURE UP	
	<p>SUPER appearing one after the other</p> <ul style="list-style-type: none"> - Number of Unique Shoppers by 5% - Transactions Value by 7% - Average Spend per Customer by 2% 	<p>We had formulated KPIs that could measure growth over our previous 2016 campaign.</p> <p>We wanted to increase:</p> <ul style="list-style-type: none"> - Number of Unique Shoppers by 5% - Transactions Value by 7% - Average Spend per Customer by 2%
	ASTOUNDING RESULTS	The Result:
	No. of Unique Shoppers increased by 24%!	No. of Unique Shoppers increased by 24%!

	<p>Transactions Value increased by 26%!</p> <p>Average Spend per Customer - 41% increase!</p>	<p>Transactions Value increased by 26%!</p> <p>And average Spend per Customer registered a whopping 41% increase!</p>
	ENGAGEMENT AND REACH	On the engagement and reach
		<p>Our Social media campaign delivered a high CTR of 1.28%,</p> <p>Facebook: Campaign achieved a total of 4,064,696 impressions; delivered a solid VTR of 16%</p> <p>Instagram: Campaign achieved a total of 444,157 impressions; delivered a solid VTR of 19%</p> <p>Twitter: grew by +1.35%</p>
		<p>These great metrics and engagement results directly translated into highly visible growth for stores revenues in our mall.</p>
Shot of the store cutting to Sapna speaking		<p>Oshkosh: Sapna – Marketing Specialist</p> <p>The store was facing negative sales & footfall before their participation in the Bloom 360 activation, however, post event, OSHKOSH experienced pick up in sales by 70%</p>

		<p>just after the show Overall sales and footfall uplifts has been noticed by the retailer from 26th March onwards.</p>
Shot of the store cutting to Hiba speaking		<p>Etoile: Hiba Hassanieh Etoile La Boutique has experienced uplift in sales & footfall during the SSF campaign. During the Bloom 360 activation, retailer has experienced increase in footfall & sales by 15% - 20% Vs last year</p>
Various happy shots from the campaign with kids on the ramp and student designers, judges, customers etc.		<p>All in all, magical results from a bold and beautiful "Fashion with a Cause" BLOOM campaign that proves cause based marketing programs can indeed be profitable!</p>