

# Van Heusen 'Most Fashionable Professional' Case Study



Van Heusen engages with fashionable professionals with an innovative LinkedIn marketing campaign

*"We have been making the workspace more fashionable. Last season we redefined formals with the launch of X-Lifestyle, a range of formals that lend an edgy, stylish and powerful persona to the whole concept of what one should wear to work. This season we wanted to take the same further and we thought LinkedIn would be a good fit for us to take on this mantle. The brand looks at the digital medium very seriously and we are constantly looking at newer and exciting ways to connect with its consumers. We feel that a platform like LinkedIn has a lot of untapped potential for brands like us. The LinkedIn audience is primarily serious professionals and making professionals fashionable is a serious business for us. We intend to do a number of activities around this space going forward."*

Vinay Bhopatkar  
- Brand Head, Van Heusen India

## Company Profile

Van Heusen is India's No. 1 premium lifestyle brand for men, women and youth. With a rich heritage of 128 years, the brand entered India in 1990. It has had the unique distinction of establishing not only the brand, but also the ready-to-wear category in India. Van Heusen has consistently been ahead of the curve in understanding the evolving fashion needs of Indian professionals and making it accessible to the Indian consumer. Today, Van Heusen is not only the most preferred workwear brand, but also effortlessly straddles an entire spectrum of occasions like casuals, ceremonial and partywear and this is what sets Van Heusen apart as the premium lifestyle brand. In India, Van Heusen is brought to you by Madura Fashion & Lifestyle, a division of Aditya Birla Nuvo Ltd, is one of India's fastest growing branded apparel companies and a premium lifestyle player in the consumer retail space.

## Objectives: Using LinkedIn to Precisely Target the Right Social Media Audience

### Strengthen Van Heusen's core offering by connecting with young working professionals

Van Heusen has been catering to the Indian working professional since the 90's. The brand has consistently been ahead of the curve in understanding the evolving market needs and making fashionable workwear more accessible. The challenge for Van Heusen was to reinforce their brand advantage among young working professionals in a market replete with a plethora of competitor brands.

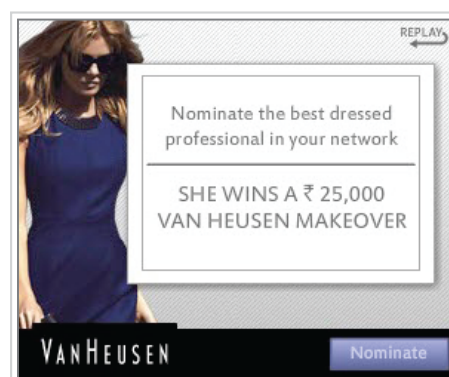
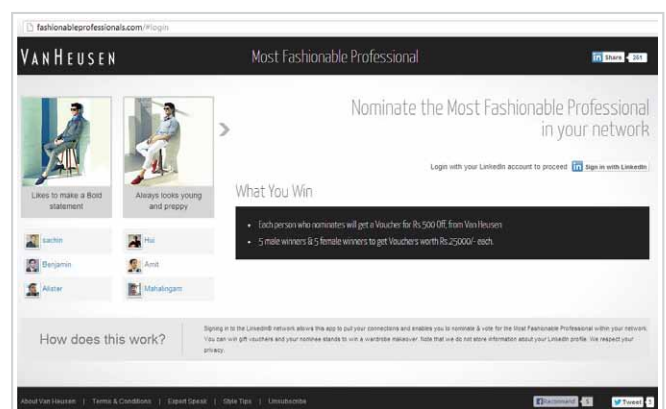
## Create a strong presence in the professional social media space

Van Heusen wanted to engage with a younger audience and consequently prioritized the digital and social media channels as a means to make a branding foray. They considered other social media platforms as well, but were looking for one that would give them tangible engagement with their target group.

### Results in numbers for a month-long campaign

- 1.5 million LinkedIn users reached
- 29,629 unique visitors
- 5000 professionals logged in with LinkedIn accounts
- 14,962 profile nominations across India
- 10,700+ shares on LinkedIn
- 18,019 clicks recorded

Campaign was picked by mashable.com as one of the **Top 8 innovative LinkedIn Marketing campaigns** in the world.



## Solutions: An Exclusive Microsite Powered by LinkedIn for Greater Alignment with Target Group

LinkedIn, with its member base of over 21 million professionals in India, provided Van Heusen with a customized solution to connect directly with the right audience for their products. LinkedIn kept in mind the overall campaign objectives of raising brand awareness thereby maximizing the impact of Van Heusen's exclusive social media marketing campaign.

LinkedIn proposed the "Most Fashionable Professional" microsite, a platform where users could login with their LinkedIn credentials. During this unique month-long campaign, users were able to nominate up to 10 connections as the most fashionable professionals from their network following which a leaderboard of the top 10 most nominated profiles were entitled to a makeover from Van Heusen. Users who nominated their connections were also entitled to a one time gift voucher, redeemable at any brand exclusive store. The Most Fashionable Professional microsite also offered advice on corporate dressing by roping in leading editors from GQ, Marie Claire, etc.

### LinkedIn Tools Promoting the Microsite

LinkedIn promoted the microsite through the following:

- Banner roadblock based promotion
- CPM banners targeted at suitable professionals
- Text based ads on LinkedIn targeted to professionals based on seniority and other key factors
- Discussion boards with theme-specific corporate conversations

### Significant Value Add for Van Heusen

As a result of the channels used above, LinkedIn was successfully able to provide Van Heusen:

- Greater alignment with the audience - LinkedIn has a formal, professionally-oriented consumer base when compared to other social media platforms, thereby giving Van Heusen accurate access to their core target group of professionals in their late 20's
- Ability to connect with senior professionals – A sizeable number of people who participated in the activation on LinkedIn were senior managers, enabling Van Heusen to use it as a tool to target senior professionals
- Reliable and accurate avenue to build brand presence - India is the second largest market for LinkedIn after the US, giving Van Heusen access to its wide database

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## Results:

In the month-long campaign, Van Heusen achieved a total reach of over 1.5 million LinkedIn users. The site saw 30,000 unique visitors of which 5,000 professionals logged in with their LinkedIn profile and nominated 15,000 connections across India.

On average, the campaign resulted in over 10,000 shares in the LinkedIn newsfeed.

Beyond the numbers that clearly showed significant brand awareness, another noteworthy outcome of the campaign was the media buzz that it generated to amplify the Van Heusen brand voice. In a short span of a month the The Most Fashionable Professional API campaign resonated beyond LinkedIn users alone and garnered mentions in top business and digital marketing sites such as Economic Times, Hindu Business Line, Agency FAQs, Lighthouse Insights etc. In addition to this it was picked by mashable.com as one of the Top 8 innovative LinkedIn Marketing campaigns across the world.

Encouraged by the success of their first ever initiative on a social media platform, Van Heusen now plans to make their social media connect with consumers through LinkedIn a regular feature of their digital brand campaigns.

