

MMA CASE STUDY

The A&F Forecast

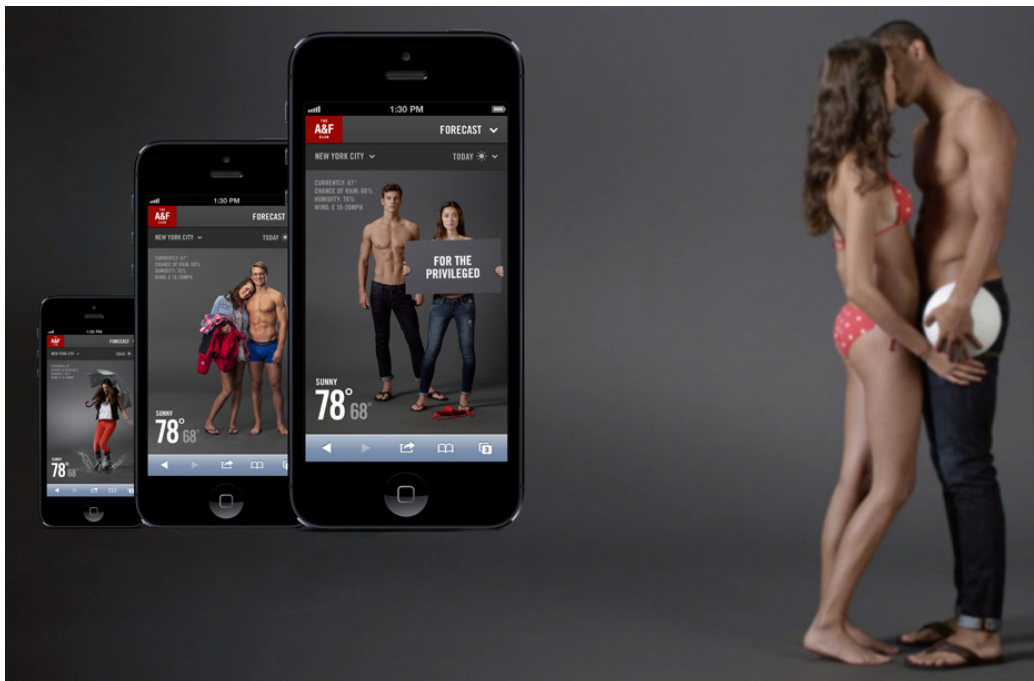
Campaign Summary

The A&F Forecast presents the daily weather forecast from Abercrombie & Fitch. Hot A&F models dressed in the latest seasonal looks are paired with local temperature and weather conditions, available across various mobile devices and platforms.

Strategy and Execution

The objective was to provide intriguing content to encourage customers to continue visiting the A&F loyalty site daily while inviting new members. The strategy was to build on an existing daily habit: checking the weather to decide what to wear.

Each day, A&F provided club members with the hottest looks, available for purchase through the app, thus creating a new daily habit for loyal site visitors. Club Members could unlock special gifts and deals and flaunt their VIP status by inviting new members.



Results

The A&F Club, and sister brand Hollister's Club Cali, exceeded membership goals with more than 1,000,000 new registrations in less than six months.

Source

"The A&F Forecast." 2013 MMA Smarties Gold Winner Mobile Website. Brand: Abercrombie & Fitch. Lead Agency: R/GA.