

Sears Success Story



www.arrivelounge.com

WhittmanHart Interactive needed to launch a two-month campaign for their client, Sears, which would introduce kids to Sears' latest line of back-to-school clothes. A social media site would tap popular celebrity and style icons, such as High School Musical's Vanessa Hudgens and rapper LL Cool J, to promote Sears' clothing lines in a video shoot and encourage kids to engage with the online content and purchase clothes featured in the shoot. This provided a unique Web 2.0 shopping experience for youth consumers.

To power the site, WhittmanHart turned to Reality Digital for its Reality Digital Opus™ social media platform and its unique Adobe Premiere Express™ Service to integrate media management and social networking features into the site with an in-browser, online video editing tool. Teens could now share their favorite fashions with friends and even create their own music videos using clips from the fashion shoot. Remixed videos were entered in a contest and published to social networking sites like YouTube and Facebook, creating a viral effect for the community and the Sears brand.

WhittmanHart was also attracted to the Reality Digital Opus platform's rich moderation tools which helped ensure that the site's user generated content was consistent with the integrity of the Sears brand and audience.

With total access to Reality Digital's easy-to-implement API and design guide, WhittmanHart's design team had the tools they needed to add social media functionality to the Sears site in a few weeks and well ahead of its demanding delivery schedule.

"...your team has been great throughout the entire, often times difficult project, and I have nothing but praise for Reality Digital."

Joseph Rich - Program Director, WhittmanHart Interactive



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