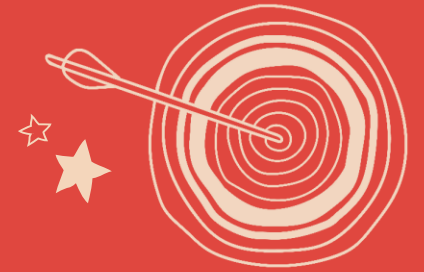


HUSH PUPPIES

An integrated campaign to build brand awareness



Mission

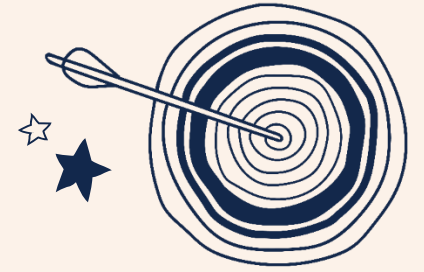
Little Red Rooster was born out of a love of music and rock and roll, so when legendary brand Hush Puppies got in touch to work on a two-day London pop-up, we knew we needed to put on an event to remember. A '60s favourite, Hush Puppies' comfortable, colourful men's shoes were firm favourites for a host of music legends from Keith Richards to David Bowie, solidifying its part in American fashion history. With a devoted fan base there since its rock'n'roll heyday, it was looking to target a younger consumer with a pop-up shop. Without physical retail in the UK, Hush Puppies needed a way to generate awareness for its 'Better + Brighter' campaign and get its shoes on the feet of the great British public. Whilst the aim was to showcase the SS24 collection to press, Hush Puppies also hoped to achieve an increase in sales for its current AW23 collection.

Method

Hush Puppies secured the pop-up location - and we did the rest! By partnering with the brand's design team, we were able to showcase Hush Puppies' fresh look and feel. Through colourful campaign artwork and branding, we created a space that visitors couldn't resist but share on socials. Customers were greeted by Mr. Bojangles, an iconic Hush Puppies basset hound who not only created smiles but worked a treat at enticing customers to come in and shop the range with an exclusive 30% discount. Studies show that spending time with dogs can help people relax and destress, creating a Better + Brighter environment for customers and reinforcing the campaign's messaging. A key focus for the Better + Brighter campaign was 'kindness', so we offered something unexpected by implementing a random acts of kindness programme. From free coffees to branded goodie bags, we worked on building a human connection with target customers. By splitting the space into two separate areas, we were able to showcase the current AW23 collection to consumers whilst presenting the SS24 range in a separate area to ensure confidentiality and provide a sense of exclusivity for press. After identifying key titles for Hush Puppies' target demographic, we hosted one-to-one press briefings to showcase the SS24 collection and launch our partnership. On-site pedicure appointments helped to solidify press attendance, whilst a follow up journalist gifting programme created long-term advocacy. As part of our integrated partnership, our social team engaged a range of influencers to visit the space, gifting pre and post event to create authentic content for Hush Puppies' own social channels.

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BOOM

We exceeded our KPI for press attendees, securing 17 one-to-one briefings with a diverse range of press across fashion and lifestyle titles, all in line with Hush Puppies' target consumer. We generated stardust with Grazia, Marie Claire, Cosmopolitan and Women's Health, to name a few. Editorial in these titles made a significant step in reaching the target consumer and worked towards changing perceptions of the brand. Our corresponding social media activity also resulted in a 153% increase in organic Instagram engagements, and a 124% increase in reach and impressions. A total of nine content creators attended the event, creating 25 social influencer posts during and immediately after the pop up. The influencer partnerships we secured not only provided Hush Puppies with great organic content to use on its own social channels, but a potential new viewership of a combined 1.1m following!



LITTLE RED

