

## THE CHALLENGE

H&M “ladylike” campaign for its Autumn/Winter collection challenges femininity stereotypes. It features women who are entertaining, opinionated, off-beat, fearless, bad-ass, independent and free-willed.

Bauer Media was asked to create INTRIGUE, DISCUSSION and CURRENCY to drive engagement with the “ladylike” campaign.

## BAUER INSIGHT

ELLE’s audience is smart, spirited, sophisticated and stylish – and we knew that the H&M’s ladylike positioning would appeal. For H&M to deeply resonate with them we needed to authentically bring this positioning to life.

Our audience value meaningful experiences – and admire those who embrace life’s opportunities and follow their passions.

## THE SOLUTION

Bauer created Ladylike Night – an event that celebrated women who embody this ethos across different life interests of fashion, creative sport and design held in an H&M store.



This ELLE Inspires event leveraged the influence of the ELLE brand, harnessing all ELLE touch points: print, editorial, online, facebook, instagram, e-newsletter, snapchat to promote the event and H&M.

The event was hosted by ELLE Editor Justine Cullen with a panel of talented women, all dressed by H&M:

- Margaret Zhang
- Amanda Bisk
- Katherine Sabbath
- Lucy Feagins

The panel discussed what 'ladylike' meant to them within their respective fields of fashion, creative, sport and design.



We created content off the back of the event – featuring the influencers and an editorial content piece on the smart woman's guide to life to maximise event impact .

We livestreamed the event on Facebook offering HM and ELLE audience the opportunity to join in on the conversation, virtually.

## **THE RESULTS**

### **Bauer Media drove action:**

Attendee numbers exceeded expectations - with over 300 customers attending the event

### **And engagement with our audience:**

- The live stream post reached 343,686 potential customers
- The live stream video had over 19,000 views