

# PlayNetwork Helps maurices Achieve 19% Sales Growth With A National Music Talent Campaign



#### Products/Services

- Music
- Artist Promotion
- Event Production
- Video Production

#### Results

- National music and online promotion
- 200 million press impressions
- Set maurices as trendsetter in music, fashion
- Secured high-profile music partner artists

#### Vertical industry

- Fashion Retailer / Specialty Retail

#### Country/Region

- United States

## Challenge

Turn a regional integrated fashion campaign into a one-of-a-kind national music and online promotion that strengthens maurices' identity as tastemaker for young women's fashion and music.

## Solution

### Fashion, Digital and Social Media Integration

PlayNetwork crafted a national quest for the best-unsigned female fronted music act in the country, "Small Town Sound" (STS)

- STS encouraged grass-roots involvement by the community of musicians and followers to align with the maurices brand as the vehicle for the interactive, national promotion.
- Fronted by music, the campaign combined fashion, social media, and PR.
- Submissions, voting, samples, and results were managed on a multimedia website.
- 525 eligible bands entered with 63,000 votes cast online by 20,000 unique voters.

### Partnership and Promotion

- Secured partner artists Chrissie Hynde (The Pretenders), The Bangles, and Sick-of-Sarah for judging and promotion.
- Tapped strategic partner Sonicbids for independent artists to promote contest entries.
- Produced SXSW showcase sponsored by maurices with performances by winning act, Audri & Aaron, and partner artists.
- Filmed the SXSW events for unique content to be shown in maurices stores, extending the life of the promotion.

## Results

**Community Building** - Cemented maurices' place among savvy, fashion-conscious young women from towns across the country, and secured the fashion retailer's identity as a trend-setter for their customer base.

**Extended Reach** - The six-month campaign produced over 2.4 million impressions via social media, email, and in-store print promotions. Generated over 70 original news stories during the voting rounds and 200 million press impressions during the campaign.

**Increased Revenue** - STS instantly generated results for maurices contributing to a 19% net sales growth over the length of the campaign. maurices asked PlayNetwork to build a new integrated campaign for the following year with a new national integrated promotion capped by another performance at SXSW.