H&M - fashion against AIDS
Leveraging radio's power to access the world of music

50,000 designer T-shirts sold.

H&M

Background

H&M had begun an important and productive association with Fash-ion Against Aids in 2008, and the challenge at this stage was to drive the twin goals of spreading safe sex behaviour and increasing sales. Fashion of the biggest names in pop music, some of whom were in-volved in creating designs for the T-shirts, so we had to drive custom-ers into the stores to make a purchase (HIV/Aids charities get 25% of the proceeds).

Why radio?

Radio offered the flexibility required in terms of day of the week and time of day for advertising, but more importantly it offered access to the supremely potent world of pop music. For the target customers, stars like Rihanna, Katy Perry and Estelle are enormously powerful draws. In addition, Capital had in-house expertise in terms of extend-ing the campaign onto other platforms.

Implementation

The core of the campaign in terms of critical mass was the live con-cert by Estelle at an H&M location which was undisclosed until the previous day. Excitement for this was built up on air over the preceding week, and listeners could enter a competition (online and instore) to win one of only 500 tickets. In addition the promotion featured on the Capital Bus, usage of the Capital iPhone app (first advertiser to do so), video diaries with Estelle online, postcards of the T-shirt designs etc. Radio created the central excitement through broadcast, but the other touchpoints mobilised response and increased engagement.

Results

As a result of the campaign, the competition attracted 17,000 entries, but crucially the initiative resulted in the sale of over 50,000 of the designer T-shirts, with each one donating 25% of proceeds to HIV/Aids charities.

Radiocentre Comment

A very good example of the way branded content initiatives on radio can take off in other platforms, and of the way radio still offers exclusive access to the en-duringly powerful world of music.