

# CASE STUDIES

CLIENT > Wrangler Western Social Media

INDUSTRY > Fashion



## Challenge

For more than 15 years, the Wrangler® brand has challenged its agency of record French/West/Vaughan to secure informative and compelling media coverage for a multitude of Wrangler product lines, ranging from traditional western apparel to hunting and fishing gear to mainstream fashions. Managing media relations, grassroots marketing, celebrity endorsements, sports marketing, and product placement, results have consistently been generated.

In 2009, Wrangler challenged FWV to successfully take PR a step further by launching the brand into the world of social media. In addition to swiftly putting Wrangler on the map of social networking sites, FWV needed to prove social media can not only influence relationships, but ultimately influence sales.

## Solution

As one of the first brands in the western and equine industry to enter the social media channel, Wrangler was positioned as the authority on rodeo and western lifestyle. With an objective of bringing timely industry news and engaging content to Facebook users with like-minded interests, FWV developed a comprehensive content plan to include high value promotional offers via sweepstakes and giveaways alongside real-time behind-the-scene event reporting.

In addition to relationship development, the focus was on driving retail traffic and web sales. Having launched an ecommerce program only one year ago, Wrangler now consistently offers consumers various online purchase incentives. Specifically, the Wrangler Western Facebook page now regularly touts unique sales offers for free shipping on Wrangler.com while also driving traffic to retail partners online and brick-and-mortar store locations.

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## Results

### Relationship and Qualitative Results

- > Starting with a non-existent presence in November 2009, the brand has topped 100,000 fans and continues to experience high fan interaction and engagement
- > Brand-created content has generated nearly 230,000 impressions to-date
- > Wrangler owns a lion's share of the social community on Facebook compared to industry competitors (the closest rival touts less than 10,000 fans currently)

### Sales Results

- > 10% of web traffic to the brand site originated from Facebook during the month of June 2010
- > Contributed to increase in sales on Wrangler.com by 13% during the free shipping promotional period

Starting with a non-existent presence in November 2009, the brand has topped 100,000 fans and continues to experience high fan interaction and engagement only eight months after launch.