

H&M Hennes & Mauritz

Clothing / Latvia, Riga



Background.

- The first H&M shop in Baltic's has been opened on September 15, 2012.
- The challenge was to promote new shop / brand in Latvia and communicate a simple message in the well observable way.

Idea and results.

An “outdoor strategy” was employed using premium OOH street furniture network in the centre of Riga.

The client’s focus to targeted (proximate to POI) use of OOH and outdoor advertising designs are main success factors of this campaign.

High AD awareness / recognition was reached: 82% (women, age group 15-49).

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OOH Campaign details

Recognition showed that to have a genuine impact on right audience we had to get into their daily routine by reaching them where they live, work and shop.

Coverage	City: Riga
Media agency	MediaCom
Creative agency	H&M
Environment & formats	Street furniture, pillars
Number of faces	120
Target audience	Women 25-44
Audience figures / Research (Reach, Frequency)	AD AWARENESS (RECOGNITION) – Target audience 82%; Riga +
Date & Duration	2012-09-03 - 2012-09-16



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H&M campaign is a good example of SUCCESSFUL OOH DESIGN . 64% of total audience recalled seeing H&M advertising and statements “easy to understand” and “willing to buy” were high scoring across main creative treatments



LACONISM

The information in an outdoor advertising poster includes all the objective information (both verbal and visual) relating to the concrete and physical characteristics of the advertised products. It was great use of eye catching image to capture attention



CELEBRITIES

When a figure on a poster appears to make eye contact with a passerby, the passerby feels directly addressed. The use of close-ups also increase the feeling of engagement with the advertising message. On this basis the use of photographs of Lana Del Rey have a positive effect on brand interest and appeal in outdoor advertising.



CLEAR BRAND

Clear branding and the inclusion of new-product information enhance product recognition. Strong product identification also has a positive effect on the influence on choice. The recognition and recall of outdoor advertising were positively influenced by the size of the product shot and the logo.