

#WILLS Fashion tag

Situation

Wills Lifestyle India Fashion week Asia's largest fashion week lost its sheen over the last few editions, restricting the audience to the rich and famous. The challenge was to restore inclusiveness and nobility while amplifying its unique quotient – Reach

Idea

#WillsFashionTag branded RFID enabled wristbands were given to all visitors, allowing them to connect on Facebook, Twitter and G+ with a swipe of the band to create, share and celebrate fashion. Driven and amplified through press clips

Result

- Reached 9.28M & PR value of \$2.11M on \$16K investment
- 4.1M Impressions
- 7000+ social engagements
- 2000+ participants wore #WillsFashionTag

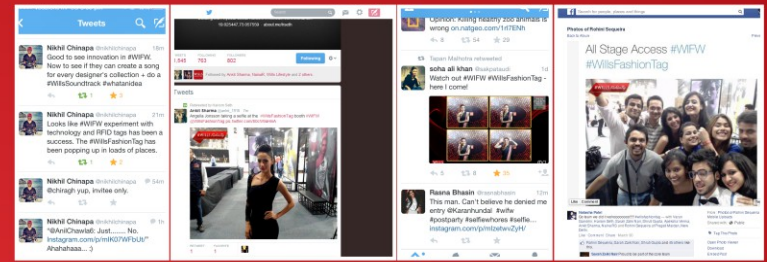


LIVE Selfies on Facebook & Twitter

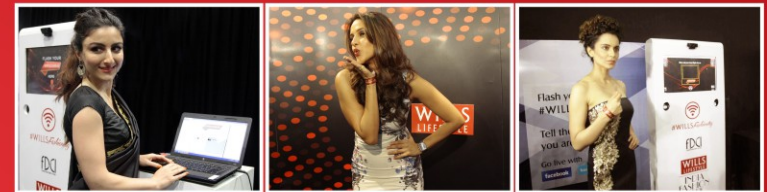
The Fashion Tag

#WILLS Fashion tag

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World renowned DJ Nikhil Chinapa & International Supermodel Angela Jonsson LIVE on Facebook & Twitter



Leading Indian Actresses Soha Ali Khan, Neha Dupia & Kangana Ranaut participate in #WillsFashionTag



Gifty LIVE on Google plus
Media Coverage



Mail Today

The Indian Express

Pioneer