

The Project

After working with the client to produce an interactive Ultimate Denim Guide, we helped to raise awareness of the content and the client's denim product range by partnering with top men's fashion bloggers for a series of product reviews.

A pair of jeans is a wardrobe staple and a classic that never goes out of style, so we challenged our bloggers to use the information in the Ultimate Denim Guide to pick out their perfect pair, and then style them in their own way on their blog.

We selected bloggers based on criteria including social reach, reader engagement, photography quality and domain authority.

This campaign led to increased brand exposure and coverage on a variety of popular menswear blogs, showcasing the brand's wide range of denimwear and building 15 new, high quality links to Woodhouse Clothing.

WOODHOUSE

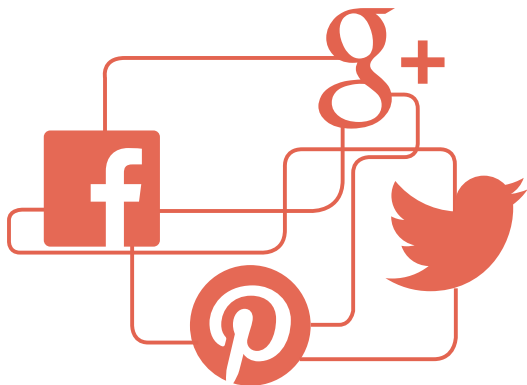
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The Aim

To introduce Woodhouse Clothing's wide range of designer jeans to a fashion-conscious audience through a denim style challenge. We worked with UK based men's fashion and lifestyle bloggers to create a natural, mixed link profile for the client whilst increasing awareness of the Woodhouse Clothing brand within each blogger's audience.

The Results

The product review resulted in increased engagement for Woodhouse the brand.



28,944

combined social reach* of the bloggers we worked with on this campaign



45%

increase in transactions

during the campaign, compared to the previous period



15

high quality links built



45%

increase in pageviews

on Woodhouse Clothing compared to the previous period

*Combined total of Facebook, Twitter, Pinterest, Instagram, Google+ and Bloglovin' followers as of March 2015