

# WE INCREASED BRAND AWARENESS FOR LACOSTE

Lacoste is a classic premium brand associated with quality craftsmanship and refined style with their timeless range of clothing and accessories. To reinforce a positioning that is relevant to its target audience, Lacoste wishes to move towards inclusion, the collective and the celebration of differences. The “Unexpected Encounters” campaign defines a renewed creative territory that gives life to their new brand mission built around the liberation of movement and the connection between cultures.

## STRATEGY & TACTICS

- **Strategically Placed:** Lacoste utilized an eye-catching out of home campaign to build brand awareness and reach trendy, young individuals in New York City. The ads dominated underground on the subway. Media included Liveboards and Triptychs.
- **Creative Excellence:** The full motion campaign, “Unexpected Encounters” demonstrates that Lacoste transcends time and gender, being worn by people from all backgrounds.
- **Client Success:** The campaign generated an average organic reach of 314K and an average view rate of 210K, in turn increasing the sale of their pink polo shirts visible in the ads by 30% and selling out their flip-flops. The out of home initiative helped reach Lacoste’s target audience, increasing their brand awareness with younger generations.



SOURCE: CANNES LION SUBMISSION 2023, LOVETHEWORK.COM “UNEXPECTED ENCOUNTERS”

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY, (CLICK THROUGH OR SECONDARY ACTION RATES), OR REVENUE.



SOURCE: OUTFRONTX, NOV 2022, "DTC BRAND BUILDER" [HTTPS://YOUTU.BE/...](https://youtu.be/...)  
BY: INSEADUPO

## RESULTS

8%

INCREASE IN BRAND AWARENESS

314K

AVERAGE ORGANIC REACH

210K

AVERAGE VIEW RATE



OUTFRONT