



## CASE STUDY



STITCH FIX



**BuzzFeedUK**

### THE CHALLENGE

Stitch Fix is an online personal styling service that makes shopping for clothing easy and fun! Whether you love having a stylist send personalised outfits, enjoy trying new trends or simply don't like to shop, they make finding new clothes easy and affordable.

Stitch Fix was already a well-known brand in the US, but they wanted to increase brand recognition in the UK.

#### Campaign Objectives:

- Increase new customer acquisition via the affiliate channel, focusing on 'First Fix' orders (when a new customer registers and orders their first box).
- Increase brand recognition in the UK

### OUR APPROACH

Partnerships with Mass Media and Content partners rank high on the prioritisation list for advertisers wanting to increase brand awareness and drive new customer acquisition and revenue growth. After reviewing a range of opportunities, the Acceleration Partners team recommended that the client test a new partnership with BuzzFeed UK. As a well-known and established content site with extensive audience reach and a popular on-site shopping category, BuzzFeed UK was an appealing partner.

Provided BuzzFeed UK with a combination of a tenancy payment and a complimentary 'First Fix' box.

Supplied BuzzFeed UK with brand messaging and promotional resources to support content creation.

With tenancy investment BuzzFeed UK's independent editorial shopping team created a bespoke first-person product review.

### RESULTS

**128**

'First Fixes'

**26,000**

Article Views

**1,583**

Clicks

**2nd**

Highest performing partner on the programme for the three-month campaign

LET'S CONNECT