

UNIQLO uses targeted promotions and vouchers to raise its online profile

Overview

Raise online profile and increase consumer awareness throughout the UK

Solutions/Services

By targeting voucher code sites and offering online promotions, UNIQLO reached new demographics that it was not able to reach with its current online campaign

Success

Built successful affiliate program by collaborating closely with their Publishers

Future

Continue to boost ROI and benefit from increased consumer interaction

THE BACKGROUND

Fashion retailer UNIQLO has been running an affiliate programme with LinkShare since January 2008. UNIQLO has been intuitive in its use of vouchers, realising that exclusive offers can help to gain brand exposure through other media.

With the majority of its stores based in London, UNIQLO was very well established in this region. However with a growing online shopping community, the brand needed to raise its profile online and provide more access for its customer base up and down the country. By targeting voucher code sites and offering online promotions, UNIQLO intended to expand its online profile and tap into new demographics that it was not able to reach with its current online campaign.

Strategy

When looking at its affiliate marketing programme, as part of its wider online strategy, UNIQLO was already aware of LinkShare in the affiliate marketing space and knew the company held a good reputation in the industry. In such a competitive space, it was important to UNIQLO that LinkShare prided itself on a high-level of service to both advertisers and publishers and already had a number of big publishers on board.

Execution

With voucher sites showing massive traffic growth over the past year and UNIQLO keen to increase its profile in this area, LinkShare created a voucher-led affiliate marketing campaign to stimulate sales and attract new customers through web-only discounts. As one part of this voucher-led marketing scheme, LinkShare introduced a partnership between UNIQLO and Marie Claire, securing editorial exposure on the magazine's website.

In addition LinkShare coordinate activity with publishers in line with UNIQLO's core marketing campaigns to help publishers understand the UNIQLO brand in more detail, encouraging more interaction and exposure with voucher sites. This tie in also creates a consistent message across all marketing initiatives which strengthens the brand image.



Results

UNIQLO began its affiliate marketing campaign with LinkShare in January 2008. In addition to this long standing relationship, the results speak for themselves. Looking at performance over the period January to June 2009, sales on the affiliate programme rose 259% compared to the same period in the previous year. In addition, website traffic also saw an incredible increase of just under 300% year on year. On an overall digital marketing basis, LinkShare activity now accounts for 20% of UNIQLO's all online sales.

With the Marie Claire partnership, LinkShare secured exposure on the magazine website, featuring 10 UNIQLO products carrying an exclusive 20 per cent discount. As a consequence of the promotion, the fashion retailer saw traffic to its website increase and obtained nationwide exposure of the UNIQLO brand among a relevant demographic. LinkShare has also been able to tie in promotions with the News of the World supplement magazine, Fabulous Magazine, which is distributed with the paper.

"The key to successfully using vouchers is to select the right opportunity with the right type of partner to make sure your brand gets maximum exposure. By working with LinkShare, we have been able to collaborate with publishers, driving through key marketing campaigns and offering incentives to generate more sales."

Emma Grinter, UNIQLO's e-commerce manager

"As digital marketing strategies are increasingly dictated by changing consumer habits, affiliate marketing has proven itself to be a profitable digital channel. Not only is it flexible enough to support a wider digital marketing strategy, it can also create both tangible and intangible ROI. Vouchers continue to be popular with consumers, giving brands such as UNIQLO the opportunity to increase their online profile and drive more traffic to their shopping site."

Liane Dietrich, Managing Director LinkShare UK,

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