WITHIN Initiates BOSS x NBA Product Line Launch Collaboration Promotion



Resulting in a 28% YoY revenue increase and a 13% YoY ROAS lift in 2021

+ CHALLENGE

Hugo Boss wanted to amplify brand awareness and build anticipation for continual casualwear releases in 2021 and beyond. Hugo Boss needed to promote the new NBA capsule collection profitably. Hugo Boss turned to WITHIN's experts to manage efforts across digital channels.

○ SOLUTION

WITHIN compiled an omnichannel strategy to function across Paid Social, Display, Affiliate, and Search. WITHIN started with prospecting campaigns on Paid Social and Search to scope out pre-audience and determine top launch channels. WITHIN then used prospecting data to build subsequent campaigns to drive profitable evergreen revenue.

3.17x

Overall ROAS in Q1-Q2, 2021

72%

ROAS Increase From 2019

+ RESULTS

By the end of 2021, Hugo Boss saw remarkable results with the NBA product launch. Casualwear products were the top products, QoQ. Q1-Q2 prospecting campaigns resulted in an overall ROAS of 3.17x, with Affiliate as a leading channel, driving a whopping 8.2x ROAS. Snapchat generated 204% more revenue at a 36% higher ROAS, and Smart Shopping grew 81% YoY with a 6.08x ROAS.