An immersive Bra-nd experience

REALFIT® BRA
BY JOCKEY

Jockey International, Inc. is a leading designer, marketer, retailer and licensor of men's undergarments and women's lingerie. Jockey is a third generation family-owned company, headquartered in Kenosha, Wisconsin, between Chicago and Milwaukee. Jockey is the leading undergarment brand in the U.S. It is a department store channel with major customers, including Macy's and Lord and Taylor. Their innovative apparel products are sold in more than 120 countries around the world.

Goal

35 secondes
average view duration

Recently, Jockey reinvented the bra with a patented "volumetric fitting system" that does away with the underwire and replaces the 80-year-old alphanumeric sizing format. Shoppers can either visit one of their stores to get fitted for its new system, or order a Jockey "Fit Kit" online delivered to their home.
Since this bra comes with a new sizing system, selling it is not just about performance ads. It's also about branding and education.

Solution

53%
average Canvas view

To boost its product awareness and sales, Jockey needed a campaign that could mix story-telling and performance.

Canvas format is the perfect BRANDFORMANCE type of ads. Combining brief videos, static imagery and short, informative copy, Jockey ads tell a rich product story about the innovation of the Bra and the benefits of its unique concept.

Thanks to Canvas' very immersive experience, users are able to see the product and related detailed technical information in just one ad. Using a video, Jockey was able to showcase the design of the bra and how it perfectly fitted different types of women's bodies.
Using a combination of text and images, the ad perfectly explained the "get fitted with the fit kit" concept.
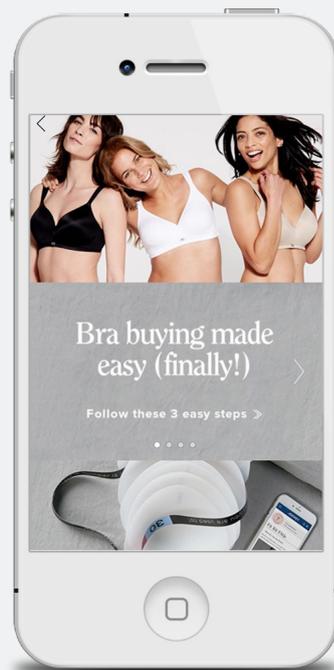
Performance

Thanks to MakeMeReach **automation tools**, many versions of the ads were tested during the A/B testing phase. Our experts used different combinations of pictures, videos, texts, as well as CTA buttons. They also tested their positions in the creative ad.

The first element seen in the Canvas has to be the best performing one since the whole performance of the Canvas depends on it. They ended up with **average canvas view duration of 35 seconds**, which is more than the average duration of a TV ad!

People who clicked on the ad **saw an average of 53% of the creatives**, which means that they spent time on it, digging in the design and technical features.

Finally, this campaign ended up with an **estimated cost per ad recall of only $0.13**. Estimated ad recall lift is the estimated number of people likely to remember your ads within 2 days. It's the difference between the predicted recall of people who saw your ad compared to people who didn't see your ad. Knowing that the #1 goal of a Canvas campaign is to get the first contact with your potential buyer and increase your brand awareness, having such a low cost is a key advantage to invest massively and gain awareness.