

Client:



Agency:

Mediacom

Campaign Objectives:

- Use the association with the English cricket team to drive awareness of the Hugo Boss fragrance and skincare ranges.
- To encourage sample requests via the Hugo Boss website.
- To encourage consideration to buy Boss products among Live readers

Target Audience:

ABC1 men aged 18-44 with interests in sport and their own personal style.

Campaign Dates:

July-August 2008. The campaign ran for the entire South Africa test series.



Solution:

- A weekly series of half page advertorials ran in Live magazine. These focused on the style and grooming regime of members of the England cricket team, highlighting favourites from the Boss skincare, fragrance and fashion range.
- A cricket-related competition ran each week within the main newspaper's Sportsmail section, with Boss sponsoring the test series 'scoreboard' – a media first for TMoS. A Boss 10x7 ad also ran alongside.
- Boss headline-sponsored MailOnline's cricket channel which hosted the advertorial content, competitions for signed team shirts, goody bags of Boss skincare and fragrance products and a link to BossFragrances.com

Editorial Endorsement:



- A couple of weeks prior to the main campaign, Live magazine featured England team member Kevin Pietersen on the cover, with an in-depth story inside.
- For the campaign itself, Live redesigned the front quarter of the magazine: the half page advertorials ran on a right hand page alongside a specially-created half page of editorial 'Live for the best', featuring top end male style essentials (cuff links, boxer shorts etc).
- The spread pictured left comprised our regular 'It's a Man's World' male style page with the Hugo Boss ad running on the right.

TMoS Works:

- Over 21,000 readers entered the competitions

"TMoS presented us with an elegant solution to the Hugo Boss brief that ticked all the boxes: a truly integrated campaign targeting cricket/sports fans via Sportsmail, adding in the vital male lifestyle element with Live magazine and reaching the online audience equivalents via the MailOnline cricket channel. Getting the editorial teams involved was particularly impressive, providing the perfect placement for the ad copy in the editorial reporting on the previous weeks' tests. This created standout for the Boss brand and showcased the relationship with the England cricket team. The fact that readers responded in such great numbers is testament to the relationship that TMoS has with its audience and Boss reaped the benefits of that relationship"

Dave Flowerdew, Media Manager, Mediacom.

