

## **USC - RETAIL CAMPAIGN**

**Challenge:** To promote the roll-out of a £4million 'male concept' brand regeneration for USC, the UK's leading retailer of branded clothing, footwear and accessories. Included the launch of 12 new and refurbished stores.

**Strategy/tactics:** Creation of a national story around the brand regeneration, plus drip-feed of stories to regional and local press for each store.

Business, news, trade and fashion/style writers strategically targeted to meet senior USC staff and visit stores. Mini press launches held in key locations.

Fashion shoots commissioned to embody new brand ethos and consistently placed within national and regional/local titles.

**Results:** Coverage of rebrand roll-out achieved in over 30 outlets – press, radio and online. Around 20 journalists brought into stores to see new USC look.

Key new stores performing well above targets and further launches planned as a result of this success.

A strong awareness of USC has been created in the UK-wide consumer press and continues to grow.