

Calvin Klein

The Company

Calvin Klein offers modern, sophisticated styles for women and men including apparel, handbags, footwear, underwear, fragrance and home furnishings.

Industry

Fashion & apparel

Location

New York, NY

Discovered RevFluence

2014

The Challenge

Calvin Klein's #mycalvins website has been a fantastic example of how a brand can connect with its audience via social media, inspiring fans worldwide to post on Instagram for a chance to be featured. With Christmas approaching, Calvin Klein had two weeks to do a burst campaign aimed at increasing engagement and participation in #mycalvins in time for the holiday season.

The Solution

Calvin Klein used Revfluence to identify and receive proposals from over 100 highly-targeted fashion influencers on Instagram who matched CK's unique style, using a combination of internal data and qualitative factors. By deploying a campaign through the Revfluence platform, influencers were able to indicate interest directly and Calvin Klein was able to pick and choose from dozens of qualified proposals within 24 hours.

The Results

Two weeks after kickoff, over 20 of the best style and fashion influencers posted their own unique #mycalvins looks on Instagram that reached a targeted audience of over 2 million. More importantly, the campaign activated considerable interest from the overall community, generating over 120,000 likes and comments and engaging a huge audience just in time for the holidays.

