

Vionnet

Company Background

Vionnet is a fashion brand founded by designer Madeleine Vionnet. Matteo Marzotto purchased the company in 2009 and relaunched the brand for the contemporary luxury market. Vionnet is now sold in over 150 stores internationally. 77Agency is Vionnet's media agency.

Objective

In the fall of 2010, Vionnet launched a new website and wanted to build a substantial online audience both quickly and cost-effectively. "In a very contained period of time, Vionnet wanted to build a website user base of people who are really interested in fashion and specifically interested in the heritage of Madeleine Vionnet," explains Marco Corsaro, Founder and CEO of 77Agency. The company turned to Facebook to use the platform's targeting capabilities to reach Vionnet's targeted demographic. The goal was to acquire 15,000 fans on Facebook in three months.

Approach

Vionnet embarked on a Facebook advertising campaign to encourage people to become a fan of the Vionnet Facebook Page, and enlisted 77Agency to run the campaign. The agency offers an Ads API technology called Social Ads Tool. "Vionnet is still a relatively small

Facebook Executive Summary

Client:



Agency:



Objective:

Build an online community quickly and cost-effectively

Solution:

Facebook Ads campaign using an Ads API technology

Key Lessons:

- Ads API tools help maximise clients' resources and make their marketing budgets go further
- Ads API tools also enable companies to save time and human resources when running a high volume of Facebook Ads

"Facebook has become one of the top referrers of traffic to our website. When we develop e-commerce in the future, Facebook will be a precious source of contacts for Vionnet."



- Sara Passarella, Head of New Media, Vionnet

brand and is very budget-conscious,” Marco says. “We believe that the Ads API technology achieves better results than a traditional display agency; it is a better investment.”

With 77Agency, Vionnet ran a series of Marketplace Ads in November and December 2010. The ads were targeted to English- and Italian-speaking people around the world. The creative content drew on Vionnet’s new collection and also on celebrities who had recently worn the brand’s designs. The Social Ads Tool enabled the company to run over 1,500 ads during the two-month time period. “Out of those 1,500, we only continued to run the ads with the higher conversion rates or the lower cost-per-fan,” Marco explains. “The Ads API tool ensured that we could leverage the content and targeting, while minimising the time spent and maximising the client’s return on investment.”

The Social Ads Tool’s Bulk Upload, Ads Generator and Auto Bid features were all critical in running this campaign. “It’s quite an easy, straightforward tool,” says Sara Passarella, Head of New Media at Vionnet. “77Agency has the expertise but we could use it as well – uploading the content as soon as we saw a celebrity wearing an item, for example. It is a great tool because it allows you to spend only when there is value for your money.”

Results

- More than 15,000 people liked the Vionnet Facebook Page in less than two months, achieving the company’s goal in under the target timeframe
- Using its Ads API technology to better target and optimise the ads, 77Agency achieved a cost-per-fan of as little as 11 cents, down from 1 Euro at the start of the campaign. “The lower cost-per-fan ultimately allowed us to speed up the acquisition of more fans,” Sara says
- 28 percent of people who clicked on a Vionnet Facebook Ad went on to like the Page. Vionnet was extremely pleased with their high conversion rate.

- Facebook is now the third highest driver of traffic to the Vionnet website.
- Vionnet’s fans are actively and enthusiastically engaging with the brand’s Page. The Page has become an important communication platform for Vionnet as the brand expands its online presence

The Future

Vionnet plans to continue advertising on Facebook. “The campaign proved that we can build an audience quickly and easily, and less expensively than through traditional media,” says Sara. The company is also working with 77Agency to look at how Vionnet can leverage the social graph more effectively and increase the functionality of its Facebook Page. Vionnet has also integrated Facebook onto its website, using social plug-ins including the Like Button and the Share Button, and is exploring how to broaden the integration. Vionnet has its eye towards launching direct sales online and the company believes that a strong Facebook strategy will be a key factor to its success.

Vionnet - Official Page



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Vionnet - Official Page



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