

THIS
IS A
LINGERIE
AD

flybe: 'Let's flybe'

Repositioning and brand campaign

A lingerie campaign
that showed no lingerie?

That's emotional intelligence at work.



Fantasia has always been a prominent maker of lingerie and swimwear for women with bigger busts. However, with new competitors appearing all the time, **they recognised the need to do more to regain market share.**



Our insights

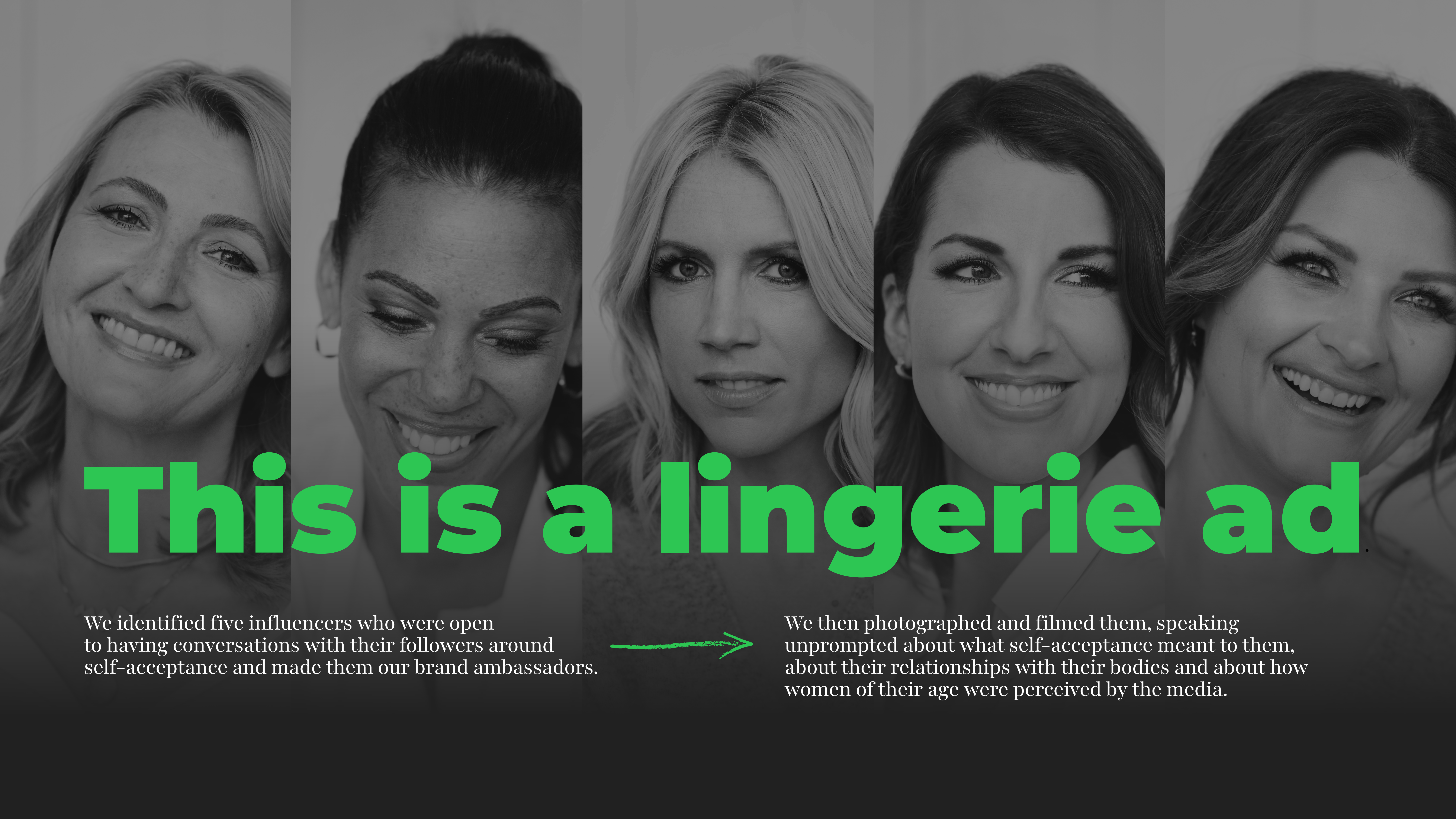


We found that the Fantasie woman was largely represented by the Generation X demographic, an audience that comprised almost a third of the population, and outspent under-30s in fashion. While over half of this demographic were happy with their bodies, they still felt ignored by the high street, with just 1.9% of Generation X models featured in ad campaigns at the time (SS18).



Using emotional intelligence

Gen X customers did not feel as though brands truly understood them. So, instead of product shots, we made the audience the campaign. We aligned the messaging with what we saw clearly as a state of mind – the point in a woman's life when she comes to accept herself as she is, a feeling Fantasie enables with its perfect fit.



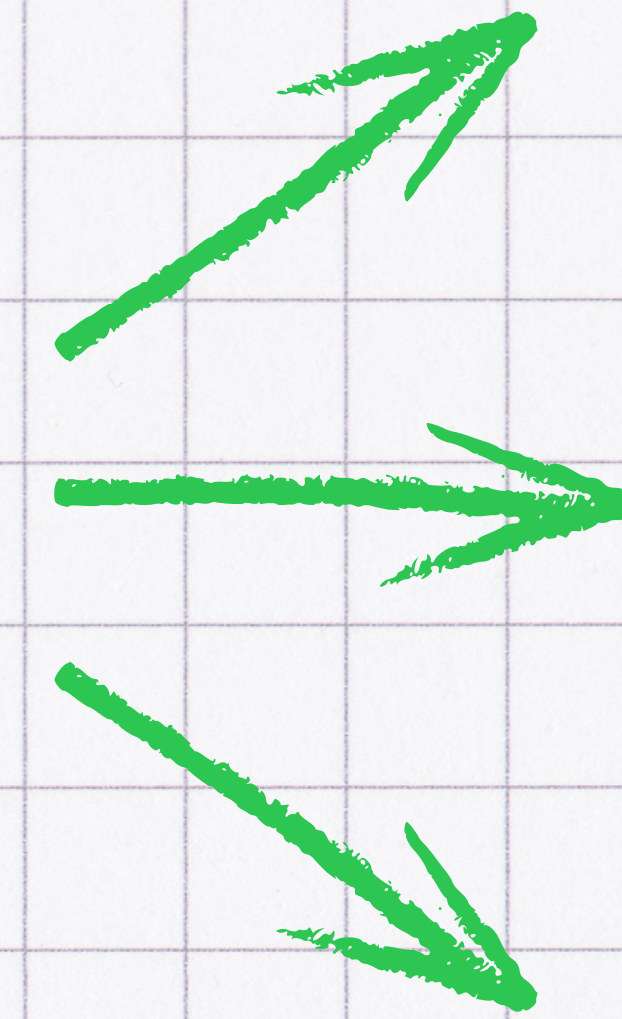
This is a lingerie ad.

We identified five influencers who were open to having conversations with their followers around self-acceptance and made them our brand ambassadors.

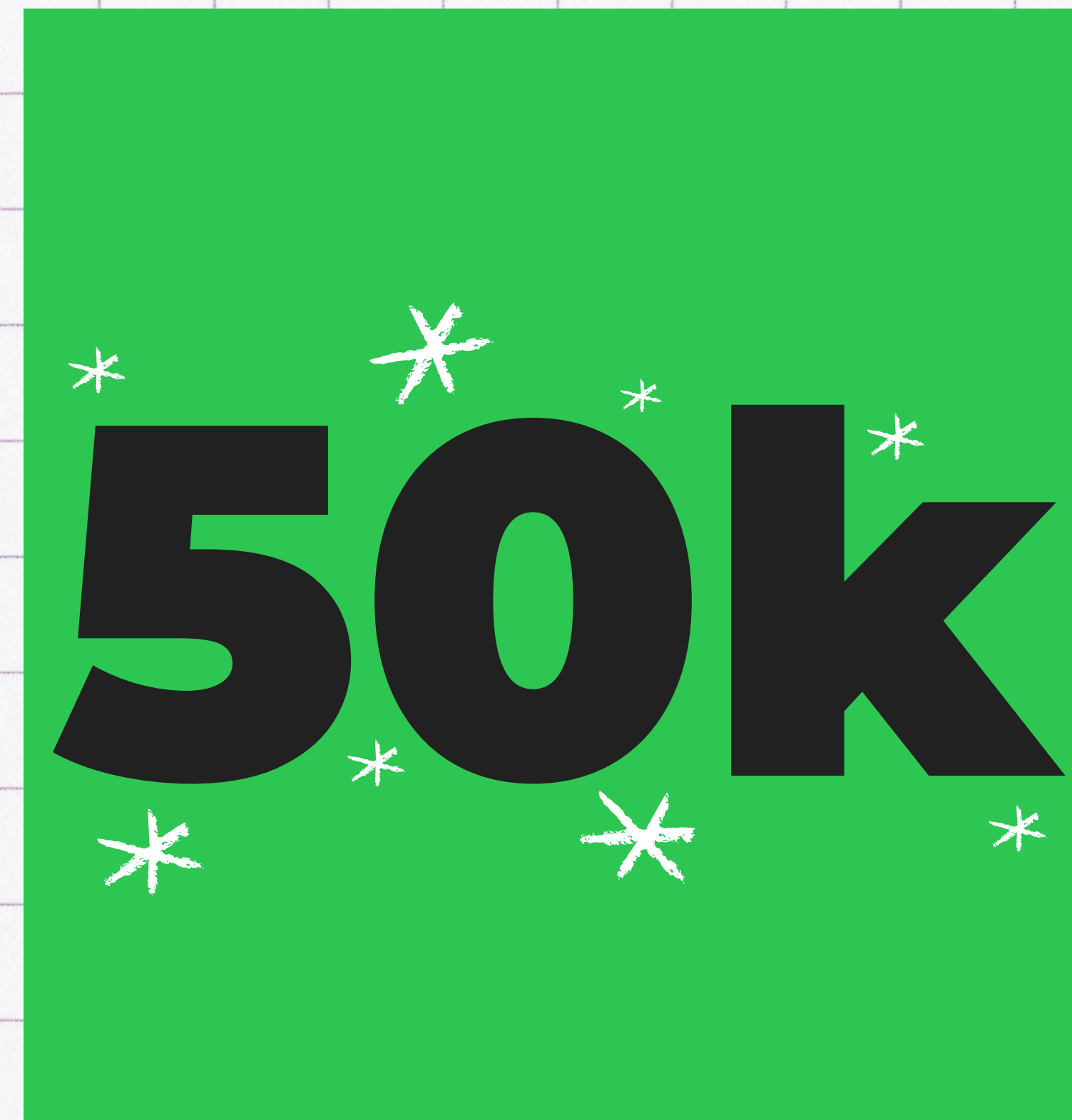


We then photographed and filmed them, speaking unprompted about what self-acceptance meant to them, about their relationships with their bodies and about how women of their age were perceived by the media.

This was fed into an integrated campaign, working across press, media partnerships and paid and organic social channels.



Press coverage from Marie Claire, Underlines and Drapers Online, as well as online articles and social content with Marie Claire and Woman & Home.



A huge peak of 50k Fantasie website sessions a month between January and April.



During the campaign, Fantasie's Instagram account gained over 4k new followers.



Influencer panel discussion with dinner and fittings at the London Edition, with subsequent Fantasie social content achieving record highs of engagement.

RBH

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