

# Case Study: Hector & Lola

**Results:** Hector and Lola's online store was a commercial success, with increased visitors and sales. What's more, it enabled them to attract new channels of distribution

We started marketing with a campaign that instantly connected the company to high quality products from France. The campaign theme: **Insta FRENCH**

## **BUSINESS CHALLENGE**

Hector and Lola is a small online store that expanded into the United States, with a line of high-end cashmere sweaters. In addition to helping them build an online store, we worked on their positioning to help differentiate themselves from lower price products available from department store chains.

Starting from scratch, with zero web visitors, and zero visibility on social channels, the challenge was to put this small company on the map.

## **Audiences**

- Women-30-70 in colder winter states, with an appreciation of quality

## **Competitors**

- J.Crew
- Zady
- Madewell

## **Brand Positioning**

For women passionate about the style, origin and make of their clothing, Hector and Lola is the french cashmere store that blends quality construction with authentic french styling to deliver fresh, luxury cardigans and v-neck sweaters, unlike most American sweater brands that limit their focus to versatility, price and utility.



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hector & lola

One stitch closer to French

## Messaging

Experience the luxury of 100% cashmere from Hector & Lola, a new U.S. e-commerce store that combines the luxury of cashmere with the ineffable style of French women everywhere. Our women's cashmere sweaters and cardigans come in V neck and crew-neck styles with rhinestone accents,

mother of pearl buttons and leather elbow pad details. From classic cashmere sweaters to fun, new silhouettes and styles, our collection includes a variety of colors

## Social Media Channels

We initiated or strengthened the company's profile in several social media channels, unifying the message while taking advantage of each channel's uniqueness.

- Facebook
- Twitter
- Pinterest
- Instagram

## Tagline

**One stitch closer to French**

## The Idea Worked

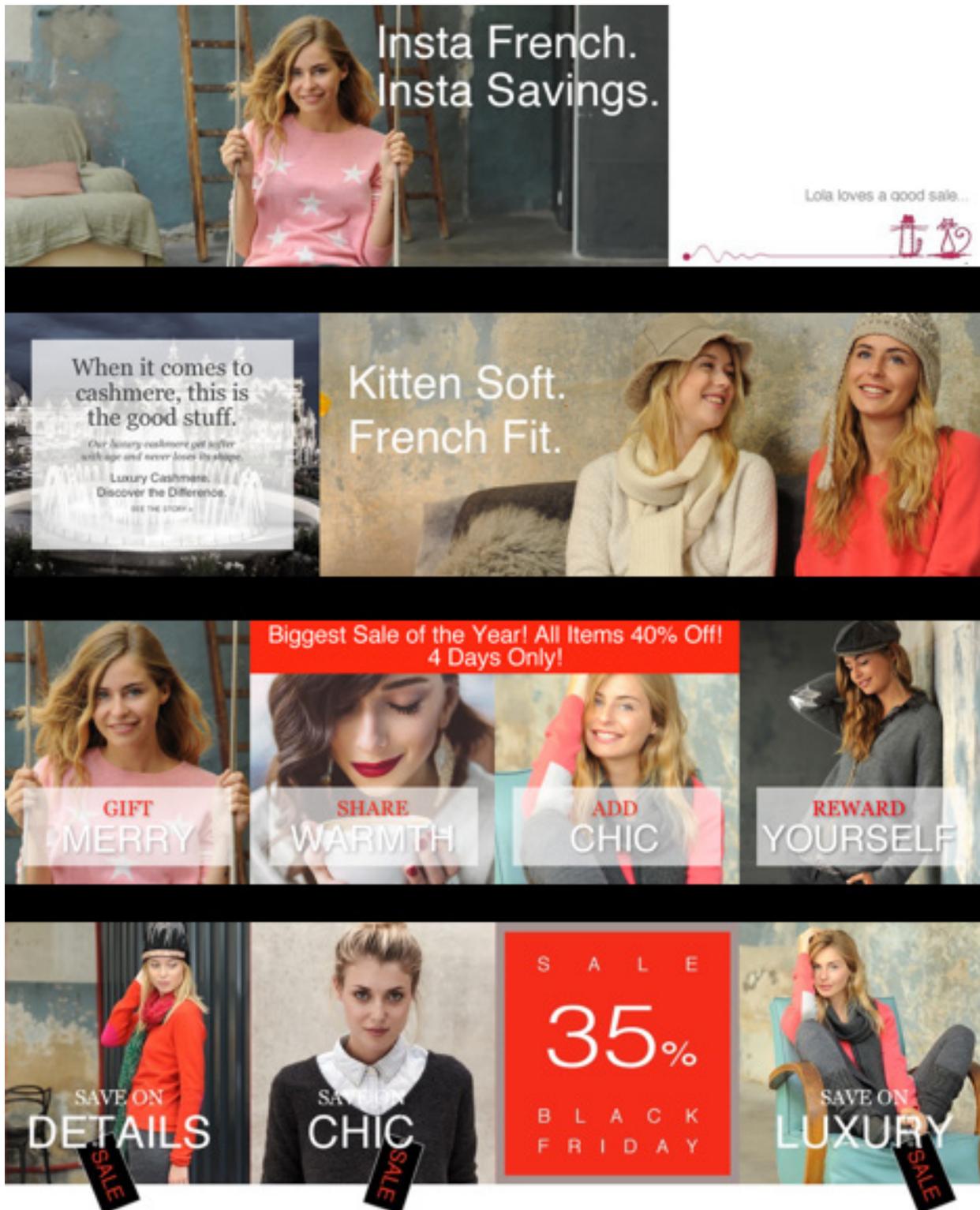
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Additional Creative Executions were needed to update their website for seasonal promotional pricing.



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## WHAT WE DID

After establishing their position, we ran Facebook ads, twitter ads and promoted posts, and a retargeting campaign with a stylistic version of their basic position. Samples are shown below:

The image displays a variety of ad creatives for Hector & Lola, including:

- Large Vertical Ad:** A woman in a black hat and white top. Text: "Affordable Luxury Cashmere that never loses its shape!" and "hector & lola".
- Horizontal Banners:**
  - Top row: "35% OFF" (with "Free Shipping over \$100"), "hector & lola", "Luxury Cashmere that never loses its shape!"
  - Middle row: "Discover the Difference in Luxury Cashmere's Superiority", "hector & lola", "Super Soft, Ageless, French Styling!"
  - Bottom row: "35% OFF" (with "Free Shipping over \$100"), "hector & lola", "Luxury Cashmere looks GOOD on you."
- Vertical Posts:**
  - Left: "35% OFF" (with "Free Shipping over \$100"), "French styling with cashmere that gets softer and softer with age!", "hector & lola", "discover the difference!"
  - Middle: "35% OFF" (with "Free Shipping over \$100"), "Crazy about cashmere quality, construction, and French details.", "hector & lola"
  - Right: "35% OFF" (with "Free Shipping over \$100"), "French styling with luxury cashmere that gets softer and softer with age!", "hector & lola", "discover the difference!"
- Other Creatives:**
  - Bottom left: "35% OFF" (with "Free Shipping over \$100"), "Discover the Difference in Luxury Cashmere's Superiority", "hector & lola"
  - Bottom middle: "35% OFF" (with "Free Shipping over \$100"), "Luxury French Cashmere that does everywhere", "hector & lola", "#nopassportrequired"
  - Bottom right: "35% OFF" (with "Free Shipping over \$100"), "Affordable Luxury (Cashmere) Don't settle for less!", "hector & lola"

**Dimensions List:**

- 240 x 400
- 320 x 50
- 468 x 60
- 728 x 90
- 250 x 250
- 300 x 200
- 336 x 280
- 300 x 250
- 120 x 600
- 160 x 600
- 300 x 600
- 970 x 90
- 120 x 100
- 970 x 250
- 300 x 1000