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

**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**

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.
Case Study: Hector & Lola

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