

CASE STUDY

CHALLENGE

Nolcha Fashion Week is a leading award-winning event, held during New York Fashion Week, for independent fashion designers to showcase their collections to a global audience of press, retailers, stylists and industry influencers. They wanted to gain awareness for their event, their brands and clients as well as to increase their Facebook followers.

SOLUTION

Nolcha Fashion Week extended their radio promotions with social spread. They used a Wishpond Sweepstakes and announced the entry on CBS and to their Facebook fans. The contest went viral.

OUTCOME

In just 15 days Nolcha Fashion Week:

- captured over 1,350 entrants
- accomplished a potential reach of over 350,000
- collected data of all their key target audience
- generated new target audience



Contest Call to Action



Wishpond Contact Database

The Nolcha Fashion Week's case is proof that fashion can create passion and that adding social media to radio advertising spending can dramatically expand reach.

By using Wishpond's Sweepstakes not only did Nolcha increase awareness, but they captured key contact and demographic data for over 1,3000 new customer leads. They have now enlarged their fan base, captured key customer analytics, and Nolcha Fashion Week is armed with contact data to send targeted future marketing.

“From concept to execution Wishpond tools were easy to use, reliable and effective. Updates and edits were seamless, basically done immediately and causing no error on the existing Facebook page. Definitely a must have for companies interested in increasing fans as well as attracting new fans.”

Kerry Bannigan - CEO and Co-Founder Nolcha Fashion Week

