



GAP GETTING INTO A BRAND'S GROOVE

Gap wanted to link their mega-positioning "Individuals of Style" to a back-to-school product push on cords. And Gap wanted it to be part of their "For Every Generation" target.

What we wanted:

- to link "Individuals of Style" to a back-to-school product push
- to set a broad target, but not too teen or too 30-something
- to move a lot of cord pants in short selling window

What we did:

- we set up the season's cord pant as the new jean
- put the product essence into a tight mantra "A new groove. A new jean."
- found perfect theme song: Madonna's "Get Into the Groove"
- made it a 'new' song by getting Madonna and Missy Elliott re-mix it with "a new groove"
- drove home the "Individuals of Style" idea with a monogramming program
- made it must-have with back pocket M's embroidered for Madonna and Missy in the ads

What we achieved:

- gave new life and layers to the brand's main equity "Individuals of Style"
- Gap blew out cords and the blue version became Gap's fastest selling pant to date
- Harper's Bazaar couldn't resist the concept and put Madonna their August cover
- Madonna was named Bazaar's ageless style icon
- Press and coverage was off the charts

Summary

One good idea leads to the next. Gap's brand position gave us a way in. The product led to a high-recall theme. Creative solves for our target led to collaborating with the perfect talent. The talent starred in our soundtrack, tv, print and press coups