



ROYAL VELVET®

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Re-coloring A Brand

As part of its acquisition of Royal Velvet, Iconix brands wanted to take RV's success and optimize it through a re-launch that opened up a fresh brand voice without binning the equities that got RV where it is in the first place.

What we wanted:

- modernize the look and feel of Royal Velvet's marketing
- break through the boring still-life approach of the category
- innovate to increase RV's visibility in marketing and in-store
- get the home, and fashion, press to take a fresh look at the product

What we did:

- we made an fresh, emotional connection with the customer the first priority
- linked the brand's Royal connections to owning color
- used 'colorful' 'Royal' families portrayed in the emotional style of fragrance advertising
- created a twist to put the spotlight on product—the RV tote, a sell-out in two weeks
- re-invented in-store display and graphic strategies

What we achieved:

A brand that stops dreaming stops growing. Royal Velvet needed a new dream to take it to the next level. We took a fresh, modern, engaging look and feel, so the product didn't have all the pressure of selling itself. Connecting with consumers on the emotional level, let RV still be the color kings but also the bed and bath choice of colorful people. Playing smart with brand expectations can really work.