

**LYNX USED MAIL  
TO CONVINC  
KEY INFLUENCERS  
THAT THE BRAND  
HAD GROWN UP**

**LYNX**



**Royal Mail**

MarketReach

# BACKGROUND

Lynx had an image problem. Its audience had grown up and now it needed to grow up too.

To regain relevance to men in their early twenties, Lynx introduced a new understated grooming range, Lynx Black, with a more mature proposition – less scantily clad girls and more authentic lifestyle.

To embody the new positioning, they opened a shop: Black Space, an urban escape from the noise of city life: a place for gigs, grooming, drinking, and creativity, watching films and listening to inspiring talks. Where guys could discover and reignite their passions in an authentic, stripped-back environment.

If Black Space was going to take off, they needed to get people talking about it.



# SOLUTION

To grab attention and start the conversation, key influencers were mailed handmade invitations. Nestled in the invitation box was a simple black t-shirt – an icon classic, understated style, exactly the image and experience Black Space and Lynx were promoting. This shirt had a trick up its sleeve: a unique Bluetooth chip sewn into each. This meant that, using a bespoke iPad app, Lynx could track the influencers and provide them with an exclusive experience.

From their favourite drink at the bar ready to welcome them, through to a personalised ASOS collection and Jack The Clipper haircut, Lynx organised all of this by tracking the influencers' social media information.

To promote the venue to the wider public and increase footfall a mobile microsite communicated the what, the why and the where of Black Space. Press, inserts, OOH posters drove awareness of and proximity SMS drove people into the space.



# RESULTS

The campaign successfully built a new set of brand associations for Lynx. It received positive coverage from more premium publications than would usually have associated with Lynx, allowing the brand to work with more aspirational influencers.

More than 17,000 people visited Black Space and were immersed in the new grown-up Lynx, 70% of whom fitted the key target audience. Over 52 million social media impressions were generated, with the brand's original video content attracting 2.55 million views and rising.

The Black Space activation also generated national reach, with 60% of social mentions coming from outside London.

All of this provided evidence that Lynx really has grown up.



Sources: Bronze DMA Award Winner 2015; TMW Website.