



PI SIGMA EPSILON
Miami University

EXPRESS

Project Type: Digital Marketing

Industry: Retail - Fashion

Client: EXPRESS

Business Challenge

EXPRESS is retail clothing brand that designs apparel tailored towards young men and women. These customers are highly active on social media and enjoy shopping online. However, EXPRESS lagged behind its competition on the most important digital platform for fashion brands: Instagram. EXPRESS challenged PSE to create a campaign which would grow EXPRESS' Instagram following from 120,000 to 150,000 by the end of the year while staying consistent with the brand's identity. PSE was also challenged in that the client gave PSE a one-week window to present its recommendations to EXPRESS.

Our Work

PSE Miami saw an opportunity for a two-tiered approach to growing EXPRESS' Instagram following, and split into two teams accordingly. The first team focused on creativity and developed a concept story that would incentivize users to continually revisit EXPRESS' account. This first team also believed that telling a story would lead to buzz and word-of-mouth centered on the account. The second team focused on "best practices" for fashion brands on Instagram, and analyzed top performers in this space. This team also looked at top performers on Instagram regardless of industry, and contextualized their findings to fit EXPRESS' brand image and messaging.

Our Impact

By the end of the year, our team helped EXPRESS reach 180,000+ followers, approximately 30,000 more than the original goal. The team also was able to articulate a long-term strategy for EXPRESS, including diminishing posts that only focused on product/merchandising instead of the "lifestyle" the EXPRESS brand wanted to convey. The client noted that there were "strong ideas worth pursuing" in PSE's presentation and that "the art direction of the end product was very strong as well."