



9.5 x ROI
Revenue driven by ad

1 million+
video views

45,800+
Click through

Next build Creatience™ campaign

Next wanted to increase engagement on social platforms, and cut through the noise in the fashion space.

Studio90 developed a 12 month content calendar for Next, optimising it for search and industry trends. An agile shooting style was adopted to deliver high volume of content. Studio90 developed new content formats for retargeting. Our analyst deployed and managed the campaign to optimise it for engagement. [Click here](#) to watch videos in gallery.



Overview



Customer:
Next

Social Platforms

About:

Next is a British multinational clothing, footwear and home products retailer

Goal:

To increase engagement with seasonal video content on Facebook, Instagram and YouTube

Result:

- ❖ Developed 12 month content plan
- ❖ Platform agnostic video assets
- ❖ Campaign management, retargeting & analysis