



## CASE STUDY

# DAISY CURVE CAMPAIGN

## PLUS-SIZE POSITIVITY

*Daisy Curve changes the script on plus-size wedding dress shopping*

Once, finding a plus-size wedding dress meant hiring an expensive designer, getting something altered beyond all recognition, or taking a chance on a dodgy online purchase and hoping for the best. Daisy Bridal changed all that.

To better connect with an audience that goes largely unserved by the bridal industry, Daisy Curve set out to find a real, curvy bride to model for their next advertising campaign. This demonstrated that Daisy doesn't just design for all kinds of women, but celebrates them too.

## REACHING OUT TO PLUS-SIZE BRIDES

The Selective team started with extensive research into customers sized 16-24. They found that, in fact, this customer segment doesn't want to have to shop in special plus-size stores. Unsurprisingly, they want to be treated exactly like smaller-sized customers when selecting a wedding dress. They want to have the same options, receive the same level of service, and know that the designer is as excited to dress them as anyone else.



# Daisy

BY KATIE YEUNG

While the team had initially been asked to create a Daisy sub-brand aimed at plus-size brides, the research stopped that in its tracks. Instead the focus was put on making it clear in their messaging that all women were welcome in store – whatever their size.

The Selective's team swung into action to make sure all areas of the marketing campaign – including concept development, PR, social media, SEO, AdWords, copywriting and graphic design – worked together, were engaging and successful.

Goals:

- Raise awareness of Daisy's plus-size options and differentiate them from other bridal designers.
- Use real, curvy women to show customers that there are dresses to suit their body size.
- Show that Katie Yeung has the passion and expertise to dress plus-size women.
- Target plus-size influencers and media groups on social and traditional media.

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## A SOFT LAUNCH WITH BLOGGING

To make a personal connection, The Selective team soft-launched the campaign with a series of blogs, which would let them communicate with brides in a more personal, intimate way.

The blog series wasn't overtly 'plus sized', but offered information that made it relevant to plus-size brides: they highlighted dresses to suit all sizes, provided tips about fit and flattering certain body parts and gave advice about accessories. The team also created profiles of the Daisy gowns most suited for curvy body shapes and posted the photos to Facebook and Instagram. The results were significant: people were spending time reading the blogs, then clicked through to the website.

The Selective's social media team also monitored newsfeeds of prominent curvy bloggers and brands and noted when they posted relevant content. For example, a post about wedding dresses – and then responded with relevant links and information. This helped the Daisy brand reach out to plus-size brides outside their current audience.

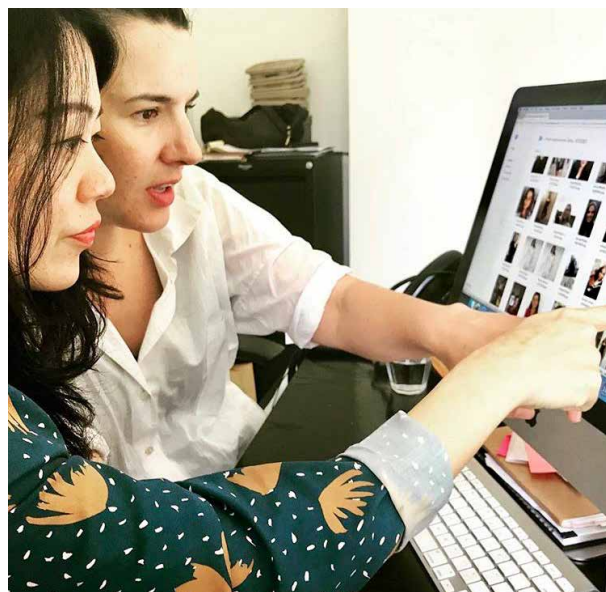


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## CURVY MODEL SEARCH

Next came the competition launch. Using a press release which went out to media and bloggers, and announcements on Facebook and Instagram, the search for Daisy's next curvy model was on. The package on offer was not your average prize pack. The winner would be the star of a Daisy photoshoot, receive pampering and prizes on the day, and – most importantly – would sign a modelling contract with agency 62 Models.

Negotiating a partnership with 62 Models was just one of the competition elements managed by the team at The Selective. They set up and monitored entry forms on Facebook and Instagram; ran Facebook ads to support the competition launch; organised social media posts from relevant influencers to boost interest; found judges for the competition itself; and secured a story on TV's Seven Sharp, which exposed Daisy and the competition to a nationwide audience.



Daisy's reach and engagement over the competition was significantly higher than usual, and the number of entries was much higher than expected.

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## ADVERTISING SUPPORT

The competition campaign was promoted on social media, but the team wanted to reach out in other ways to support and reinforce this activity. The Selective developed an AdWords and Remarketing campaign to support both the blog and the competition. Facebook advertising was also used, with a number of carousel ads around Curve.

The AdWords campaign highlighted specific blog posts, the competition launch, and the eventual announcement of the winner. This gave the blog posts in particular a boost. The best performing AdWords group was promoting wedding dresses for bigger busts, showing that plus-size brides are eager for information about dresses to suit their shape.

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## REAL BRIDES, REAL RESULTS

After a successful campaign with hundreds of entries, Daisy's Curve competition ended with the announcement of Alex Wood as the winner. Alex, who already had an Instagram following of over 450, signed a contract with 62 Models, had lunch with Katie Yeung, and – after professional hair and makeup styling – had a photo shoot featuring Daisy gowns.



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11 December • 🌐

👏👏👏 A big CONGRATS to gorgeous Alex Wood, the **Daisy by Katie Yeung Curvaceous Model Winner!** Alex, who lives i... [Continue reading](#)



The campaign provided highly engaging social media content and boosted page views. Primetime national TV exposure was another boost. The brand partnership with 62 Models was a success, and Alex's Curve shoot resulted in some gorgeous new photos for the website and for social media.

With 337 entrants submitting 611 photos, the Daisy Curve competition proved that curvy women are keen to engage with brands that care about them. The reaction to the competition and the blogs showed that a positive approach to dressing plus-size brides – focused on flatter and fit, rather than concealing problem areas – is a point of difference in the market.

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## BOOSTING THE BRAND

According to Daisy designer Katie, the campaign has helped raise awareness of Daisy's inclusive approach. The fact that they routinely stock plus-size gowns and make an effort to reach out to curvy women is unusual in the bridal world, so making the consumers aware of what they offer is a half the battle.



The bridal industry isn't particularly fast moving, particularly in a smaller market like New Zealand. Three months after the campaign went live, Katie and co-owner Cliff have been happy with the results of the campaign. According to Cliff "It's a slow burn and it's about our image in general."

Katie explains that most of their brides are size 8-14, with the odd 16+. Although 12 and 14 aren't strictly plus-sizes, these women may feel more comfortable approaching Daisy, knowing that they're inclusive and know how to dress a range of body shapes.

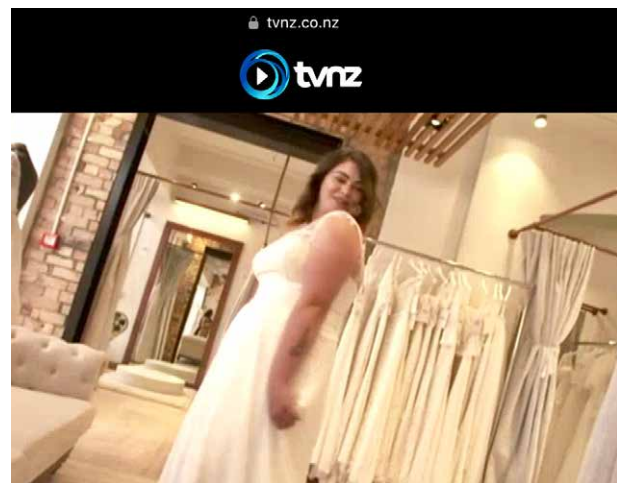
In the long run, the campaign is part of a larger outreach to women of all sizes. Daisy is still a fairly young brand, but they're already carving out a unique space in the bridal market. With the help of The Selective team, they'll continue to reach out to curvy women with positive, personal messaging. This time, an integrated campaign of blogging, social media, online advertising and PR was successful, but the next campaign – like the next Daisy bride – may look very different.

**PR Activity generated \$20k equivalent in media spend from:**

- Radio Live interview with Katie Yeung
- Instagram story about winner – Together Journal (36.1K followers)
- Seven Sharp story (410K viewership)

**The blog activity generated impressive results:**

- 279 unique page views with high quality traffic
- Huge jump in views of featured dresses – E.g 'Claudine' has had 785 page views since April 2017.



**The campaign sky-rocketed social metrics in the week of the campaign:**

- Reach 46,339
- Impressions 115,673
- 2932 took action (clicked through)

**Competition stats:**

- 337 people entered
- 611 photos submitted