

LANDS' END



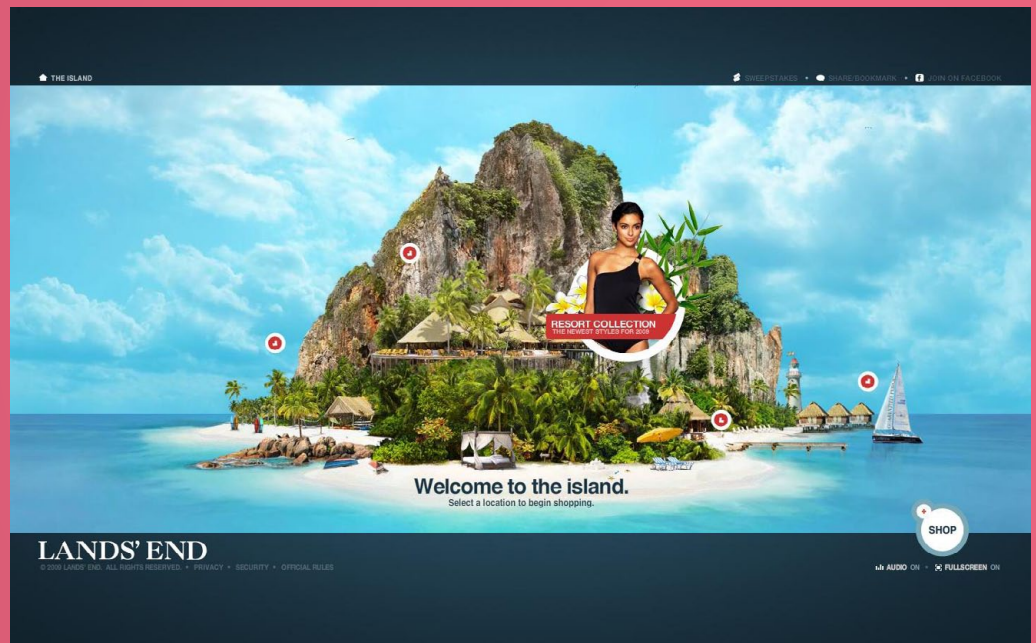
Swim Island

Lands' End online summer campaign created by RED Interactive Agency using Adobe® Creative Suite® 4 Web Premium software helps retailer achieve marketing goals



As part of Lands' End's digital marketing objective aimed at finding new ways to engage customers and increase sales, the company engaged RED Interactive Agency to develop a digital campaign for its summer 2009 swimwear collection. Lands' End wanted a campaign that would drive online sales of its swimwear lines by creating greater brand engagement, increasing product awareness, and influencing brand perception among younger women. RED took a fresh look at designing an e-commerce experience for Lands' End that organically married good catalog merchandising with dynamic mix-and-match capability to deliver results.

Adobe Creative Suite 4 Web Premium software helped RED Interactive Agency create the Lands' End Swim Island summer campaign in just over eight weeks.



“Developing an engaging site of this size and scope within an aggressive timeline would not be possible without Adobe Creative Suite 4 Web Premium software.”

Donny Makower, President, RED Interactive Agency

Achieving marketing goals

Lands' End's online summer campaign—centered on its Swim Island microsite—helped Lands' End achieve its marketing goals of influencing brand perception among younger women, scaling its brand, and driving revenue. The various digital elements of the campaign, including the microsite, banner advertisements, and social media landing pages, were all created with Adobe Creative Suite 4 Web Premium software. The campaign drove significant customer engagement for Lands' End in its first 30 days and the microsite received positive customer feedback over the course of the summer campaign.

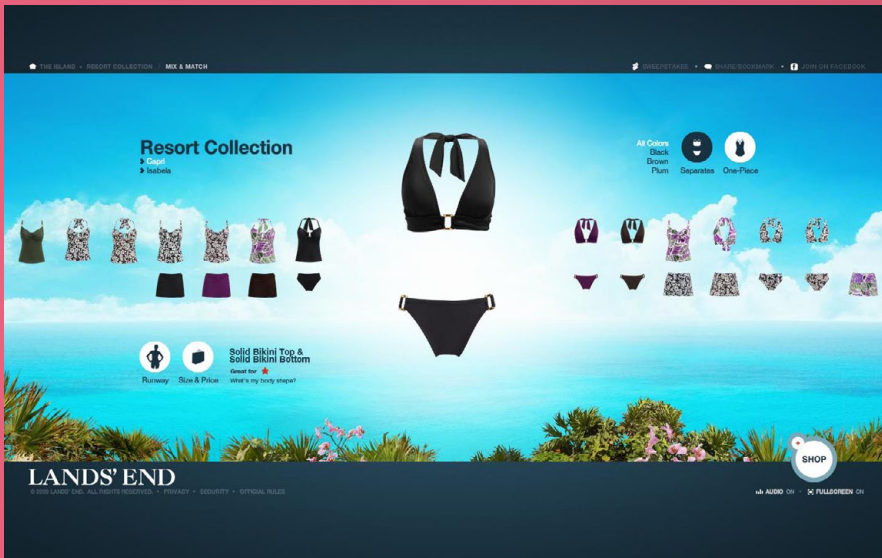
The speed and flexibility of Adobe software, and the ability to leverage the primary Lands' End brand and assets, enabled RED to design and develop the microsite in just over eight weeks so Lands' End could launch its

campaign in time for the summer buying season. “The Swim Island microsite was created quickly, which enabled us to launch the campaign on schedule and successfully drive conversion rates in the crucial first 30 days,” says Susan Sachatello, senior vice president of marketing for Lands' End.

“The Lands' End Swim Island microsite is a great user experience and truly establishes an emotional connection between Lands' End and its customers,” says Donny Makower, President of RED Interactive Agency. “This leads to a positive brand impression and increase in conversion rate and sales. Developing an engaging site of this size and scope within an aggressive timeline would not be possible without Adobe Creative Suite 4 Web Premium software.”

Creating an engaging island experience

Lands' End Swim Island offered a vibrant, polished, and visually rich experience while complementing the existing Lands' End website. Visitors were able to browse through the four most popular Lands' End swimwear collections—AquaTerra, Resort Collection, Suits that Slim, and Beach Living. When they found something they liked, they could delve deeper into the colors, patterns, fabrics, and functional features.



Adobe Photoshop CS4 Extended Smart Objects were used to resize and batch process hundreds of product photos for the website's mix-and-match tool.

Shoppers could also find the perfect suit by browsing a waterfront runway to see the best-selling combinations of tops and bottoms, or mix and match suits to find just the right customized look. When the perfect suit was chosen, shoppers seamlessly clicked through to the Lands' End online store to specify their size and make their purchase.

“The Swim Island microsite engaged customers by offering a new, dynamic experience with a beautiful setting,” says Sachatello. “Visitors found the island backdrop and boardwalk runway presentation appealing and swimsuit sales were positively impacted.”

Investing in good design

An online advertising campaign, along with social media and grassroots efforts drove traffic to the Lands' End microsite. Banner advertisements created with Adobe Photoshop® CS4 Extended and Flash® CS4 Professional enabled consumers to browse through parts of the swim collection before clicking through to Lands' End Swim Island. In the first month, the click through from the advertising campaign exceeded the average for Lands' End online advertising campaigns. Visitors to the microsite were also invited to follow Lands' End on Facebook and share their experience on the island.

Adobe Creative Suite 4 Web Premium delivered key workflow improvements that let RED focus on strong design while creating faster processes to meet Lands' End's tight schedule. Integration among Adobe Creative Suite 4 Web Premium software components enabled the sharing of assets among the advertising campaign, microsite, and e-commerce site to help ensure consistency and speed design. The tightly integrated Adobe technology solutions, including Adobe Creative Suite 4 Web Premium software and the Adobe Scene7® hosted media platform, enable companies like Lands' End to scale their brands and drive revenue with consistent experiences across print, online advertising, e-catalogs, and e-commerce websites.

Saving time with Adobe Creative Suite 4 software

Enhancements in Adobe Photoshop CS4 Extended supported quick design of the environment and page structure, simplifying a design process that could have taken up to three weeks to just a few days. Photoshop CS4 Extended Smart Objects were used to resize and batch process hundreds of product photos for the website's mix-and-match tool. Designers used the File > Place feature in Photoshop CS4 Extended to automatically copy the SKU number into the layer name in photo files. Designers also found that the Adjustment Panel and the user interface, with its collapsible panels, made it easier and faster to work on content.

Lands' End Swim Island

www.ff0000.com/portfolio/lands_end/swim_2009/

Lands' End

Dodgeville, Wisconsin
www.landsend.com

RED Interactive Agency

Los Angeles, California
www.ff0000.com

Challenge

- Changing brand perception to generate sales among existing customers and a younger target market
- Making web presence feel more alive, vibrant, and exciting for existing customer base
- Achieving greater brand engagement and awareness
- Meeting tight seasonal campaign deadlines

Solution

- Design and develop a microsite and online advertising campaign using Adobe Creative Suite 4 Web Premium software
- Compile the microsite project using a new Adobe Flex Builder workflow

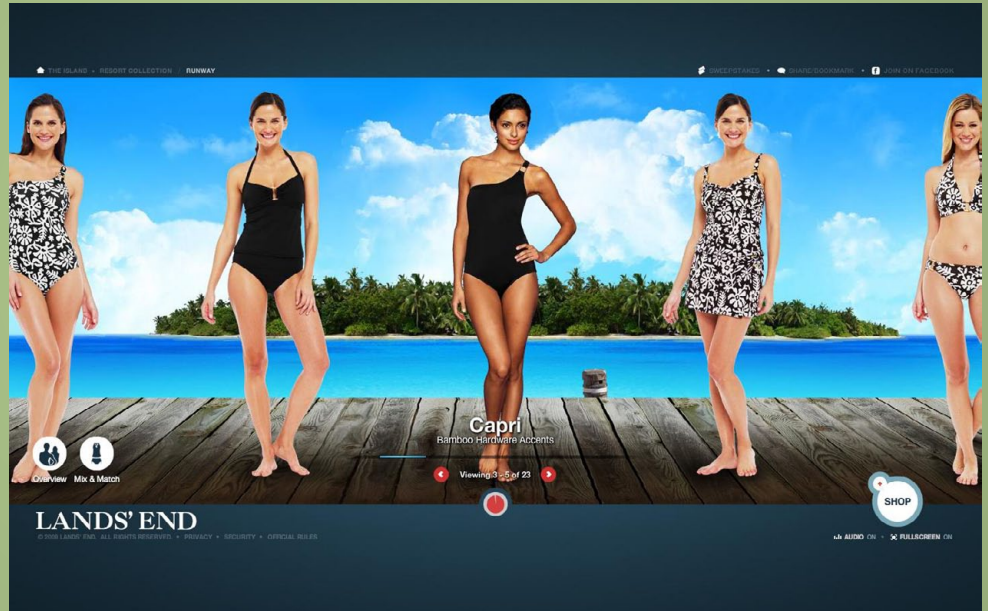
Benefits

- Project completed and site launched in just over eight weeks
- Significant customer engagement over the course of the summer campaign
- Click through from the advertising campaign exceeded Lands' End's average online advertising campaigns

Toolkit

- Adobe Creative Suite 4 Web Premium. Components used include:
 - Adobe Photoshop CS4 Extended
 - Adobe Flash CS4 Professional
 - Adobe After Effects CS4
 - Adobe Flex Builder 3

RED used Adobe Flash CS4 Professional to create an engaging waterfront runway experience, complete with beautiful models, rolling clouds, and waves.



“Every new version of Adobe Creative Suite software has big features, but it is the little workflow improvements that let us innovate and create faster processes that really make a difference.”

Brian Lovell, CEO, RED Interactive Agency

An efficient workflow was set up in Adobe Flash CS4 Professional for quickly producing animated assets. More robust timeline and tweening capabilities enabled RED to create effects in the environments, such as flying birds, rolling clouds, and waves, more quickly on the timeline in Flash CS4 Professional. Adobe After Effects® CS4 was also used to create detailed ambient animations, which were easily brought into Flash CS4 Professional.

RED compiled the entire project in Adobe Flex® Builder™ using a new workflow. Coding in Flex was a huge time saver for the team. It enabled animators and designers to work with visuals in the Flash IDE, while developers saw the results of their work instantly by publishing SWX files out of Flash Professional and importing them into Flex. The final SWF files for the site were published out of Flex Builder.

“Every new version of Adobe Creative Suite software has big features, but it is the little workflow improvements that let us innovate and create faster processes that really make a difference,” says Brian Lovell, CEO, RED Interactive Agency.



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