

SHEIN

SHEIN selected Whistl for their first Doordrop promotion, which formed part of a multimedia media campaign. The activity supported their online fashion show 'Walk Your Wonderful' to promote SHEIN's Autumn Winter 2020 collection.

Whistl provided a full campaign management service, including targeting, planning, print & distribution. Whistl used sophisticated targeting tools to build a modelled audience of a young fashionable customer base.

The Doordrop campaign consisted of two leaflets each featuring a QR code to join the online fashion show. These were distributed in 4 cities, Manchester, Bristol, Cardiff and Edinburgh, over two weeks in September 2020.



We made a great decision in choosing the Whistl team to collaborate with our first Doordrop campaign. They were **professional and responded quickly**. With any first-time campaign there are inevitable questions such as 'how do we identify our customer base?' or 'can we make changes to the campaign if required?'. Whistl helped us to identify our target customer base and provided a flexible solution which was reassuring for us.

The campaign resulted in **a high response rate, an uplift in online searches & new customers**, from the Doordrop areas and we will be looking at keeping Doordrop in our UK marketing mix for future campaigns and promotions.



Qing UK Marketing Manager at SHEIN



whistl