



EYE Drives Retail Traffic and Brand Awareness for Joe's Jeans



Testimonial:

"We are thrilled with the results of the ad campaign after working with EYE. Because of the **incredible amount of on-site brand awareness** and lift in traffic, we made the strategic decision to expand our commitment to EYE in 2014."

—Marc Crossman, CEO of Joe's Jeans

Campaign Objective:

To increase foot traffic and on-site brand awareness, plus drive sales to Santa Monica Place retail store.

Solution:

EYE Worked with the client to place ads in **strategic locations** throughout the mall, targeting consumers most likely to be drawn to the fashion-forward and creative.

Results:

- Joe's Jeans saw a year-over-year **store traffic lift of 20%** post-campaign installation
- The EYE campaign was credited for **increasing brand awareness** among shoppers
- Joe's Jeans expanded its mall media commitment with EYE in 2014



Tel 877 393 6671 | info@eyecorpmedia.com | eyecorpmedia.com

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