

CALVIN KLEIN DIGITAL CAMPAIGN

A digital solution for each target group

Calvin Klein
underwear

Campaign objectives :

To promote Calvin Klein underwear brand image among French women.
3 different commercials with iconic female celebrities produced by Sofia Coppola are created to reach 3 different age group :

Women 18-24 Maya Thurman-Hawke

Women 25-44 Kirsten Dunst

Women 45-54 Rashida Jones

France TV Publicité solution :

Calvin Klein digital campaign was exclusively on france.tv. The 3 commercials were broadcast as a pre-roll around shows in affinity with the 3 age target groups.

Examples of programs selected per age group :

Women 18-24 : series (Mr Robot, Shadow men), Alcaline (music show)..

Women 25-44 : C à vous, La maison des maternelles...

Women 45-54 : Secrets d'histoires, la quotidienne...

Calvin Klein pre-rolls were sold in exclusivity : no other pre-rolls were broadcast next to Calvin Klein pre-rolls.

« We chose France Télévisions Publicité for our Calvin Klein digital campaign because it offers qualitative environments, good targeting options, and the possibility of premium positions. And - not to forget - the great service, that all requirements have been picked up perfectly and in a always timely manner. »

Stefanie Wiesnieth, E-commerce and business development manager at PVH



Campaign results:

