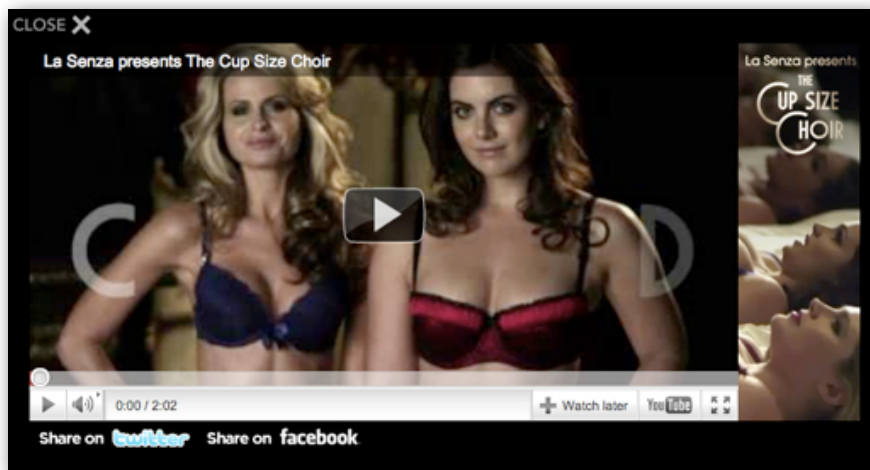


CASE STUDY: LA SENZA

VAN

For their Christmas campaign, La Senza came up with an innovative concept based around “The Cup Size Choir”. VAN seeded the YouTube video, which helped spark the virality of the campaign.



The campaign utilised VANS “Advanced” player, including a branded sidebar to encourage click through to the campaign micro site, and sharing buttons below, whilst still maintaining the familiar YouTube syndicated player.



La SENZA

With an initial **media buy of just 12.5k views**, the video became a viral success story, generating over **2.6m views** on YouTube and huge levels of social media activity, alongside coverage in traditional media.