About us

Postmedia Network Inc., a wholly owned subsidiary of Postmedia Network Canada Corp. (TSX:PNC.A, PNC.B), is a Canadian newsmedia company representing more than 200 brands across multiple print, online, and mobile platforms. Award-winning journalists and innovative product development teams bring engaging content to millions of people every week whenever and wherever they want it. This exceptional content, reach and scope offers advertisers and marketers compelling solutions to effectively reach target audiences. For more information, visit www.postmedia.com.
Category

20. Best new concept or innovation to create new profit centers

Breakthrough ideas with impact on revenue and profitability and measurable returns on investment.
Overview

Everywear is a community of style and fashion enthusiasts. Its goal is to share the best of what Canadian cities have to offer in terms of style self-expression in a fun and inclusive way. It is not a community limited to the ‘fashion elite’, but is designed to be inclusive, diverse, and fun.
Objectives

Home to more than 800 stores, our client West Edmonton Mall wanted to establish their brand recognition as a fashion destination, position themselves as thought-leaders, and be perceived as actively embedded in the local fashion community.

We worked with the client to create a new and innovative program – Everywear.

Launched in May 2015 in Edmonton, Everywear is a member-based program that relies on contributions from engaged participants. Each week, a new style theme (or ‘mission’) is selected. Everyone can participate by taking a picture of an outfit matching the theme and tagging it with #everywear on Instagram and/or Twitter. The best photos are chosen to appear in the style and fashion sections of the Edmonton Journal.

The main objectives of the program include activating and engaging the local fashion community members (including the top local fashion influencers), participating in their passion, as well as documenting and validating their participation.

By pursuing a community-driven and engagement-based approach we aimed at building a multi-channel product that would go beyond the traditional boundaries of print and digital products.

Our partnership with West Edmonton Mall was capital to secure a plan that included not only brand integration on all platforms, but that could also add value to Everywear participants by featuring retailers’ expert advice, and strategic calls to action based on relevant trends and business objectives.

The program secured a 6-month investment and exclusive partnership with West Edmonton Mall.
Results

Activate and engage local fashion community members, participate in their passion, document and validate their participation:
Everywear has become the go-to platform for many Edmontonians to share their outfit of the day, fashion blog posts, and style choices
Over 600 pictures of local fashion aficionados have been published in 35 weekly editions

Create a community-based audience segment and a multi-channel product that exists beyond the traditional boundaries of print and digital:
• 1085 Instagram followers have posted over 3000 photos since the start of the program using the hash tag #everywear and #everywearyeg
• More than 320 subscribers to our newsletter
• Email open rate of 48.5%
• Print, digital and real life components are potentially independent, but exist as a common ecosystem
• Strong evidence that even people who don’t read our newspaper are excited to be featured in the pages

Integrate Everywear into the local fashion community, engaging the general public of fashion enthusiasts, as well as local top fashion influencers:
• 39% of new members featured in each edition
• 35% of our members run a fashion blog
• 54% of our Instagram followers have more than 500 followers
• The average Everywear member has 2,306 Instagram followers
• Bloggers and local style influencers not only regularly appear in Everywear pages, but have also inspired themes and participated as curators of several editions

Secure direct source of revenue:
• Secured a 6-months exclusive partnership with West Edmonton Mall.

Increase West Edmonton Mall’s brand recognition as a fashion destination, and position it as a though leader and as actively embedded in the local community:
• Brand integration in each Everywear edition in the paper, in weekly newsletter and social media activities
• Included WEM retailers in weekly calls to action, and run activities that could be completed in specific WEM stores
• Invited retailers to provide expert advice on a specific theme or trend, and appear as curators in Everywear editions
• Featured stores employees as inspiration in several editions, inviting members to visit and consult with them
How it works:

- A new fashion theme is announced each week.
- Members are asked to share their personal take on the theme on Instagram or Twitter using the hash tag #everywear.
- The ‘best of’ photos are featured in the Edmonton Journal newspaper weekly.
Weekly print pages:

A weekly full page in print showcasing the ‘best of’ photos from the week’s mission.

Over 600 photos have been published in 35 weekly editions

New members are featured at an average rate of 39% per weekly edition
Member newsletters:

Weekly newsletters to sent to members:

- Newsletter subscribers are the first to know about new themes and missions
- Rewards and engagement initiatives available to subscribers first
- Direct access to the print-quality version of each weekly edition of Everywear in the newspaper
- Brand integration and links to partner’s initiatives

Over 320 subscribers to the weekly newsletter

An average email open rate of 48.5%
Dedicated Websites:

http://www.everywearedmonton.com/

A dedicated website:
- member sign-up
- weekly missions
- weekly newspaper pages
Partnership integration/exposure:

Logo placement on weekly print pages
Partnership integration/exposure:

Invited retailers to provide expert advice on a specific theme or trend, and appear as curators in Everywear editions.
Partnership integration/exposure:

Featured employees from the WEM stores as inspiration in several editions, inviting members to visit and consult with them.
Partnership integration/exposure:

Special highlight of the client’s *Holiday Closet* initiative, in support of a non-profit organization that works to eliminate poverty and homelessness in the community.
Social Media:

LinkedIn:
@everywearyeg
• 1090 Instagram followers

Twitter:
@everywearyeg
• 298 Twitter followers

Over 3000 photos shared using the #everywear and #everywearyeg hash tags

These photos, tagged with #everywear, have the potential reach of 3,234,000 through sharing by our members
Members:

The program has engaged the local fashion community, including the top local fashion influencers.

Lyndsey Forest
52,700 Instagram followers
Members:

The program has engaged the local fashion community, including the top local fashion influencers.

Kira Paran
36,700 Instagram followers

35% of Everywear members run a fashion blog
Members:

Member engagement with the print pages, shared on social media.
THANK YOU

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