

RETAIL

## Nordstrom connects in-store and online for sale promotions

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*Nordstrom Anniversary Sale campaign*

By STAFF REPORTS

Department store chain Nordstrom is drawing attention to its Anniversary Sale with help from some in-the-know ambassadors.

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The retailer has gathered influencers and creatives including actress Melissa McCarthy, model Fernanda Ly and musician Jon Batiste for its sale campaign, allowing their individual personalities to shine through. Bridging social media efforts, email content and in-store placements, the campaign may help spur online and bricks-and-mortar traffic by highlighting the merchandise that can be bought at a discount.

### Social content

This marks the first time Nordstrom has used celebrities and personalities in its Anniversary Sale efforts.

Shot by photographer Cass Bird, the protagonists of the campaign were styled by Alex White, who boasts previous credits at Burberry, Prada and Louis Vuitton.

In a short video, designer and star of the blockbuster "Ghostbusters" Ms. McCarthy dances, hugs an inflatable flamingo and pretends to capture footage on a vintage film camera.

Mr. Batiste, the bandleader for "The Late Show with Stephen Colbert" is seen grooving to a soundtrack and adding his own sound with a melodica. A tagline reads, "Those who know, go."

### *Those Who Know, Go / Nordstrom Anniversary Sale*

Others featured in the effort include Ms. Ly, who has modeled for brands including Chanel and Louis Vuitton, YouTube star Joey Graceffa, activist Amy Sall, actor-artist-activist Rhi Blossom and Skylar Diggins, the Dallas Wings point guard who has also been a Sports Illustrated swimsuit model.

Within Nordstrom's Anniversary Catalog and in an online feature, Honest Company's Jessica Alba, Caroline Issa and Cupcakes and Cashmere's Emily Schuman shared their top picks.

Like it has done during other Anniversary Sales, Nordstrom will be driving a conversation on social media using the hashtag #NSale. This time around, there will be an additional #OOTD tag, which the store will use to share an outfit of the day.

The images used in the daily #OOTD posts will also be featured in emails, on Nordstrom's Web site and in-stores, with special hang tags enabling consumers to easily find pictured products at point of sale. Nordstrom's flagship in Seattle will also house LED screens, which will broadcast #OOTD content.



### *Nordstrom Anniversary Sale #OOTD effort in-stores*

Further leveraging social media, the retailer will be using Snapchat geofilters at certain malls, Snapads and influencer takeovers to engage a younger audience.

Launched on July 22, Nordstrom's Anniversary Sale ends Aug. 8, with deals on Marc Jacobs handbags, Burberry Kids and Stuart Weitzman shoes.

Not one to let a social media marketing opportunity pass it by, Nordstrom turns its annual sale into a main event.

Last year, Nordstrom reminded consumers to check out its summer sale with a quirky but somewhat popular summer trend that has the brand creating a giant, 3D installation on its roof.

For the unique effort, Nordstrom chose to depict its Leith leopard-print body-con dress, which is actually available at the Anniversary Sale, as part of a large-scale Instagram post. Creating unexpected visual projects can capture consumers' attention and help keep them interested in the brand and its promotion ([see story](#)).