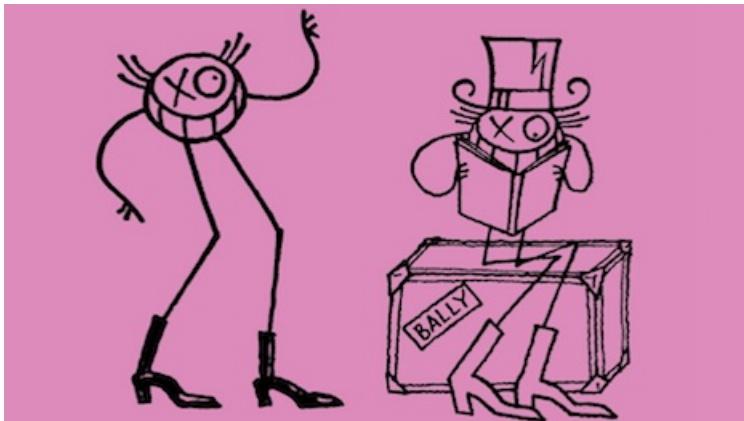


APPAREL AND ACCESSORIES

Bally bases capsule collection on street artist's secondhand find

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Andr Saraiva's Mr. A for Bally

By JEN KING

Swiss apparel and accessories label Bally is updating a vintage boot style for today's globetrotting consumer in a collaborative effort with artist Andr Saraiva.

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The Bally x Andr capsule collection was inspired by a pair of secondhand Bally boots rediscovered in the depths of his closet as he packed for a trip. The boot design, originally from 1973, had such character that Mr. Saraiva wanted to create a replica for his girlfriend, and from that idea stemmed a capsule collection of travel-themed accessories, exclusive artwork and a Snapchat scavenger hunt to promote the collaboration.

"Fans of Andr Saraiva will know and love his Mr. A character immediately and be able to connect it to his 'Love Graffiti' concept," said Markella Haynes, social media community manager at [MDG Advertising](#). "Mr. Saraiva's connection to this campaign should bring a younger demographic to Bally's marketing efforts.

"However, striking the right tone is always important. People may love Mr. Saraiva for his non-commercial work but could feel a certain backlash that he is 'cashing in' on this campaign," she said. "So too, if a younger demographic is just experiencing Mr. A for the first time, they may not have the same affinity for cartoon animations in the style of 'The Cat in the Hat' or 'Yellow Submarine' that older generations would associate with nostalgia.

"Therefore, Bally's will need to measure and calibrate their marketing efforts based on the success of this campaign."

Ms. Haynes is not affiliated with [Bally](#), but agreed to comment as an industry expert. [Bally](#) was reached for comment.

Mr. A's boots

At the center of the Bally x Andr collection is the vintage leather boots that have been updated by Mr. Saraiva and Bally's design director Pablo Coppola. Also developed from the initial idea is an edit of small leather goods such as a wallet, passport cover, cosmetics bag, key ring and scarf.

The Bally x Andr small leather goods feature an embossment of Mr. Saraiva's stick figure character Mr. A,

commonly seen in his street art around the world.

Mr. A makes an appearance throughout the promotional animations created for the capsule collection, which has been shared across social media.

In a two-minute video, Mr. A is shown discovering the capsule. When Mr. A sees the Bally boots and jumps into them, the scene comes alive, turning the all pink world into colorful buildings, people and surroundings at every step.

Bally x Andr

From the Mr. A animation scenes, Mr. Saraiva has designed an exclusive poster for Bally. The Swiss brand has a long history of graphic design, first using artistic advertising in 1910. While Bally has collaborated with artists throughout its history, Mr. Saraiva's illustrative poster is the first designed for the house since 1990 when it moved toward photography-based campaigns.

As part of the celebration for the collection and Bally's first graphic poster in 25 years, the brand is using Snapchat to encourage consumer interaction. On Oct. 25, Bally placed the Bally x Andr poster in locations around New York as part of a mobile-activated scavenger hunt.

Snapchat followers were then told to find three of the posters, Snapchatting as they discover the artwork. The first 10 consumers to snap three posters and make it to the Bally boutique on Madison Avenue before 2 p.m. EST won a limited-edition poster signed by the artist.



Andr Saraiva with the Bally x Andr poster outside Bally's Madison Avenue store

"If you're a fan of Bally, being able to win something that's nearly one-of-a-kind should be enough to get those smartphones Snapping," Ms. Haynes said. "Luxury brand enthusiasts would be thrilled to own a limited-edition signed print.

"But, for fans who are less up to speed with Bally and Mr. Saraiva, perhaps the contest could offer merchandise prizes along with the poster," she said. "It would go a long way to spread positive word of mouth about the brand and increase user engagement."

It is Bally's hope that the effort will work to reinforce its heritage and engage with millennial consumers. To continue the momentum, Bally also plans to continue its artist poster collaboration going forward.

As for the collection, the Bally x Andr capsule will be available online and select stores in Beverly Hills, CA, London, Milan, New York, Paris' Capucines and Galeries Lafayette, and will soon arrive in Tokyo.

Snappy marketing

Snapchat has emerged as the go-to mobile platform for brands to interact with millennial consumers due to the app's candid appeal. Rather than snapping brand content, efforts that encourage consumer interaction are more likely to leave a lasting impression among consumers.

For example, Bloomingdale's bridged the gap between digital and bricks-and-mortar with an in-store scavenger hunt

that leaned on Snapchat and geofilters.

The department store chain implemented a fun call-to-action sweepstakes campaign with Snapchat users to celebrate the fall launch of its "100 Percent" campaign. Through a partnership with artist Greg Lamarche, Bloomingdale's brought graffiti-style flair to its window displays while also inviting users to explore its stores to find hidden filters ([see story](#)).

Although ROI is not easily gleaned for Snapchat campaigns, brands are finding their efforts to be successful.

For instance, U.S. fashion label Michael Kors' sponsored Snapchat lens for National Sunglasses Day garnered more than 104 million total views, according to the brand.

On June 27, Michael Kors allowed consumers to try on its Kendall II sunglasses via a one-day-only Snapchat filter lens. Using Snapchat as a virtual mirror, consumers were able to try on three colors of the Kendall II style, with each pair creating a different experience.

Michael Kors developed the sponsored Snapchat lens as an extension to its summer marketing effort ([see story](#)).

"Using Snapchat to facilitate a scavenger hunt on the streets of New York speaks to the guerrilla art background of Mr. Saraiva and his roots in personalized public graffiti, instead of showing his work exclusively in art galleries," Ms. Haynes said. "The combination of an engaging, new-media platform such as Snapchat and a famous artist whose ethos speaks to whimsical, accessible art makes the use of Snapchat in Bally's latest campaign ideal."

"Correspondingly, the limitations of Snapchat enhance the contest," she said. "The in-app camera function is the key, even though Snapchat allows you to upload a photo from your camera roll, they make it obvious that it was uploaded."

"Fans will have to use the app while running around town taking photos of the posters. Unlike Instagram Stories, Snapchat's nearest competitor in the disappearing photo space, Bally will know if the winner was actually participating in the scavenger hunt so they may award the prize to the appropriate contestant."

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