

# Aéropostale's Partnership With Bethany Mota Drives Leads, Sales and Fans



In fall of 2013, Aéropostale partnered with YouTube star Bethany Mota to design a new clothing line and reach a whole new audience. Aéropostale launched its first YouTube TrueView campaign, Layer Up for Fall, to show users the brand's latest designs and used YouTube again to promote the campaign.

## GOALS

- Introduce** the brand to a new audience
- Drive** awareness and sales for the new collection

## APPROACH

- Partnered** with YouTube star Bethany Mota to build a deeper relationship with 15- to 24-year-old female fans
- Leveraged** Bethany's insights and style direction to create the first-ever clothing line with a YouTube sensation
- Launched** YouTube TrueView campaign targeting young fans of online content about fashion, health and beauty

## RESULTS

- Significant** lift in store visits and online and offline sales
- 145% increase** in YoY queries for Aéropostale's brand on YouTube, 24% YoY on Google
- 2.6M views**, 19M impressions and an average CTR of 7.65% generated by Bethany Mota YouTube ad

“The partnership with Bethany Mota is driving both online and offline sales and introduced the brand to a whole new audience”

*Scott Birnbaum SVP, Marketing and Ecommerce at Aéropostale.*