

Changing the Rules of Family Shopping

MAKEOVER-SHOW FOR SELA



Objective

Shift SELA’s marketing focus from broad reach to emotional depth by:

- Strengthening emotional connection with family audiences
- Communicating new positioning: clothing for the whole family
- Reinforcing the brand’s belief: “Families should be happy, not perfect”

Idea

A bold and playful makeover show — “Dress-me-kids”, where kids take over the shopping and dress their parents. Fashion, humor, and family chaos come together in a joyful SELA experience.

Execution

- 3 episodes with popular family bloggers as hosts and participants
- Authentic looks, family dynamics, and viral catchphrases
- Filmed in SELA’s flagship store
- Released on IVI, RuTube, VK for maximum reach

Results

- +15% loyalty increase
- +11% growth in purchase frequency
- +10% average basket increase
- Sparked demand for a second season before the first even ended

42^M

Teaser views

7^M

Episode views
on RuTube & VK

450^K

Full episode views
on IVI

★ 7,9 Rating on IVI

sela.