



Belstaff hits campaign trail with Klarna.

From aviation and motorsport to international catwalks and movie sets, Belstaff's combination of style and grit makes its clothing a firm favourite with celebs and adventurers alike. Looking to raise its game with younger audiences, the brand's latest product campaign had an unexpected hero – Klarna.

A heritage luxury brand, Belstaff was born out of motorbike apparel and adventure gear for men. Its iconic outdoor clothing, leather goods and accessories are instantly recognisable for their classic designs which have featured extensively in magazines, films and television.



The Challenge

Although Belstaff's target audience is the Millennial man, it was eager to capture younger luxe-consumers for its hero 'built for life' products and to attract more females to its rapidly expanding women's line. With a growing global following, serviced by four regional webstores, it also sought to raise its profile with international shoppers especially in the UK, US and Germany.

However, it faced tough competition from other contemporary fashion brands who were looking to steal a slice of the lucrative, luxury outdoor and sportswear market. To boost appeal and make its products more accessible for smart buyers, Belstaff already offered a variety of alternative payment options at the checkout. This included Klarna Pay in 3 in the UK, Pay in 4 in the US and Pay later in Germany.

Alex Kelly, Marketing Director of Belstaff says, "We were eager not to dilute our brand. So, we had no on-site messaging (OSM) or inclusion of Klarna on our product detail pages (PDP). We saw Klarna as a payment tool, with its role firmly at the checkout. Its team, however, had other ideas. To demonstrate Klarna's true pulling power, they wanted to run a partner campaign, supporting our Autumn/Winter 2020 collection."

The Solution

Belstaff agreed to let Klarna drive a multi-market campaign (UK, DE and US) targeting a premium shopping audience, tapping into its 'male shopper' insights to drive traffic to a Klarna branded Belstaff competition.

It would use the visual assets from Belstaff's fall-fashion campaign shoot, featuring actor and aspirational male role-model James Norton; and use a central theme of "Flexible payments that unlock style which will last you a lifetime."

According to Alex Kelly "We were fairly sceptical but interested to see what kind of impact Klarna could achieve. We also decided that, if the campaign was successful, we would carry out some A/B testing on Klarna OSM and PDP on our German website."



"Flexible payments that unlock style which will last you a lifetime."



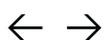
The Results

The Klarna team adapted the assets and used its CRM platforms and tools to engage its own multi-million shopper ecosystem, including the Klarna mobile app, merchant directory, Instagram and social pages and local websites. This was teamed with paid-placements on social media and display ads on fashion sites including Elle and Harper's Bazaar.

The resulting product and competition campaign generated almost 2.5 million impressions for Belstaff and a click through rate of 2.3%. Bearing in mind that the industry average for apparel campaigns is 1.24%, this was a tremendous uplift.

In addition, the subsequent German A/B testing revealed that when the Klarna logo was present on product pages of items valued over €350, Belstaff saw conversions rise by 6% and AoV by 2%, resulting in a total transaction revenue increase of 10%.

“As a premium product, there is sometimes a cost barrier, but Klarna has helped to remove this.”





The Benefits

"It's fair to say that our expectations had been relatively low but Klarna smashed them out of the park," confirms Alex Kelly. "The Klarna competition was our best to date, outperforming all others in terms of entrants, revenue and reach. From the A/B testing, it's also clear that Klarna OSM on PDP adds significant value, so we will be looking at how we utilise that in future."

The campaign proved that by driving traffic to a merchant's site via a competition mechanic Klarna can deliver new customers, create purchase intent and drive conversion.

Alex Kelly agrees, "The success has changed Belstaff's perception of Klarna. Klarna is no longer just another payment supplier, it's now seen as a valuable marketing and customer acquisition partner. Its creativity and commitment is without question, making it a 'hero' choice for luxury and heritage brands looking to capture new audiences."

10%

total transaction revenue increase throughout the campaign period

6%

A/B testing revealed that when the Klarna logo was present on product pages of items over \$350, conversions rose by 6% and AOV by 2%

2%

rise of AOV

2.5M

impressions generated for Belstaff through campaign

