Fit for fashion

COPENHAGEN, DENMARK: It's been a while since we've featured a campaign that uses overtly sexual imagery to drive consumer engagement. It isn't big, and it isn't clever, but this online fitness studio that promotes the spring/summer collection from men's fashion brand Jack & Jones provides hours of entertainment.

Jack & Jones is a brand for the fashion-conscious man about town. Positioned toward the premium end of the crowded high street category, it's important for a brand like J&J to keep men interested. Unsurprising then, that J&J decided the best course of action was to treat the boys to a pretty lady who would cavort about on their computer screens.

Visitors to the Jack & Jones Fitness studio first of all choose their look from the collections on offer. Based on the premise of teach the user some exercises that will help get them in the best shape to show off their new outfit, a helpful gym instructor shows the lucky online shopper some helpful moves. In her pants.

Simple premise

The premise is simple, slightly ridiculous but excellently realised digitally.

Visitors who want to see more can visit the VIP club, with the promise of more gym class demonstrations. A pass to the VIP club can be obtained by purchasing product or submitting some personal details to a mailing list.

Once in the VIP section, the Jack & Jones instructor offers classes in skipping, pole dancing and trampolining. As an extra treat, the viewer can switch on options, such as slow-motion or water, to add to the experience.

An associated Jack & Jones Fitness Studio iPhone app replicates the experience for mobile, helping users to "get in shape

and ready for action".

Results

An update for the app allowing mobile shopping is due for release shortly.

Why is this on Cream? Shamelessly using sex to sell isn't innovative, but the clever addition of a VIP club to persuade even casual viewers to submit personal information takes advantage of the viral potential of the site.