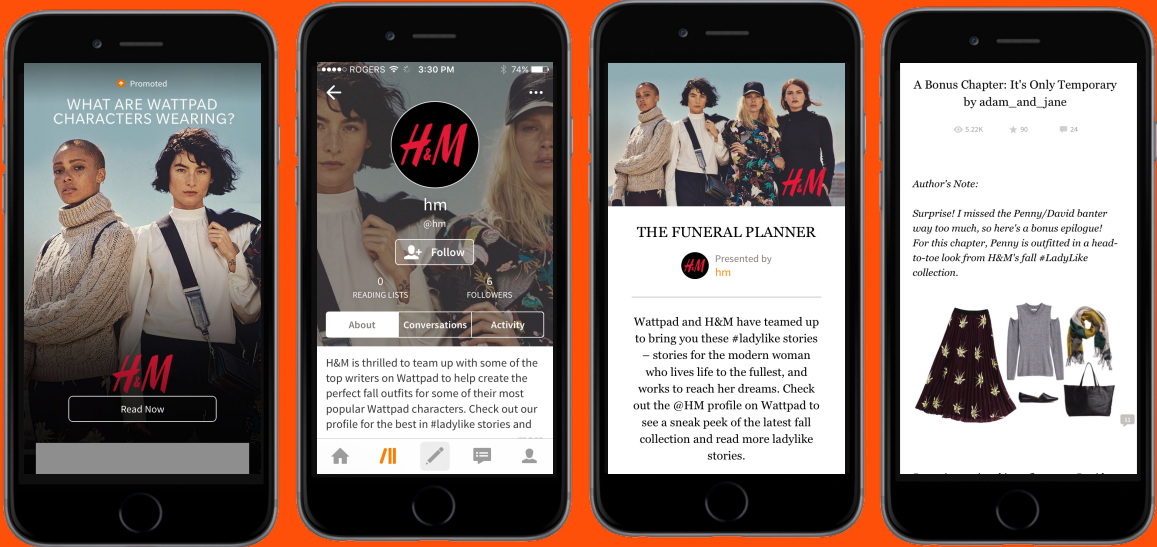


H&M



What we did:

Drove awareness around H&M's fall fashion line up and empowered millennial women to rethink gender norms.

How we did it:

Five of our most influential Wattpad Stars created bonus chapters for their most popular stories, dressing their leading female characters with trendy items from H&M's #ladylike Autumn Collection. Product links were included on style boards with click-thrus to H&M's e-commerce site for users to purchase.

The Results:

H&M's #ladylike campaign received gold distinction under the emerging platform category at the 2016 Shorty Awards.

130K+

reads on H&M
commissioned stories

1.2M+

minutes were spent
engaging with H&M
curated content

400K

total brand
engagements during
the 6 week campaign

[Click to see more](#)