

# Get a free man with Shoes Shoes Shoes

KUALA LUMPUR, MALAYSIA: Shoes Shoes Shoes is an independent Malaysian retailer that sells, believe it or not, shoes. The store served a niche clientele of career women, and was looking to make a name for itself and drive footfall into its two boutiques.



Accepting its role as a sanctuary for women enjoying some retail therapy, Shoes Shoes Shoes decided to go one step further and help its customers with another key area of their lives - romance.

Shoes got together with Lunch Actually, one of Asia's leading dating agencies that provided singles an opportunity to meet over lunch dates. Men who were registered on the site were invited to 'pledge their commitment' and pre-pay a selected amount on a specific pair of shoes on the understanding that they would offer the eventual owner a lunch date.



This prepayment was then passed onto the purchaser in store in the form of a discount for a future purchase. Any woman that bought a pair of shoes in the dating collection could discover the identity of her discount benefactor on a lunch date, where she would receive a discount coupon to the value of his pledged amount.

## Results

Hailed as a modern day interpretation of the Cinderella fairytale, the 'Man With Shoes' promotion attracted attention in global media. The promotion stirred up local and international fashion retail industries. The retailer also bonded with existing and new customers, increased footfall and triggered repeat purchase.



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