



# Case Study: Driving Scale Through Simplicity

Brand: Victoria's Secret

Role: Digital Marketing Lead, Fashion Show Campaign

# The Challenge

Victoria's Secret wanted to increase tune-in for its annual Fashion Show broadcast. The prior year's digital campaign relied on a multi-game sweepstakes with weekly rollouts, complex rules, and high development costs—but it didn't translate into higher viewership.

# The Insight

Complexity wasn't helping.

After reviewing performance data, it became clear the campaign's moving parts were getting in the way of its primary goal: getting people to watch the show.

# The Strategy

We rebuilt the campaign around one clear principle: focus engagement around the moment that matters most—the live broadcast.

# Key Strategic Changes



One simplified  
sweepstakes game  
Replaced multiple games  
with a single, intuitive  
experience



Playable only by  
watching the show  
Created direct incentive to  
tune in to the live  
broadcast



Questions went live  
just before airtime  
Built anticipation and  
urgency around the  
broadcast moment

# The Results

The impact was immediate—and dramatic:



+13% YoY Live Viewership

Drove a significant spike in broadcast  
audience



Increased sales

2nd largest  
sales day in company's history



System Overload

Generated such high traffic that both  
Victoria's Secret site and the vendor's  
systems crashed



# The Takeaway

| Simplicity scales.

This campaign proved that reducing friction and focusing on core user behavior can dramatically improve results—even beyond what the platform was built to handle.

