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

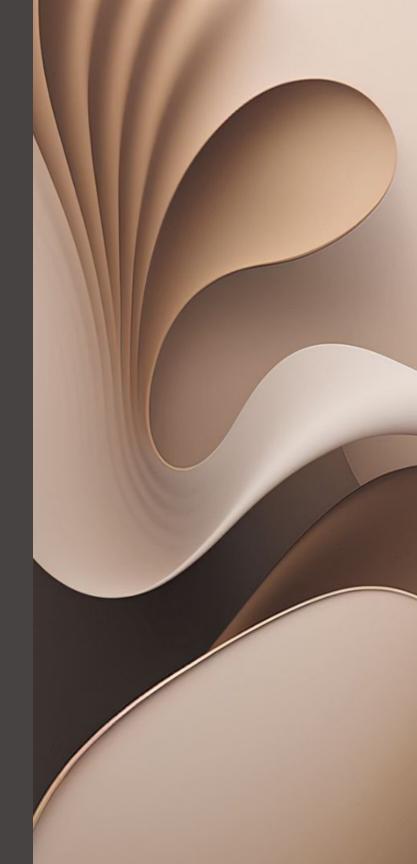


System Overload

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.

