

LEECHEE

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JACOB NEW YORK IS BORN

LEECHEE worked on the brand development and ad campaign of **JACOB NEW YORK**, a new handbag line launching in Mexico this Fall.

NEW YORK CITY – October 1, 2011 — **LEECHEE** today announced that **JACOB NEW YORK** a contemporary handbag line, has officially launched its first collection launching in high-end Mexican department stores Sanborns for Fall/Winter 2011. The chic handbag line aims to deliver the chic aura and lifestyle of New York to Mexico through their exclusive line of trendy high quality handbags. The target consumers of **JACOB NEW YORK** are young women between the ages of 25-40 who are executives and mothers in touch with the latest fashion trends balancing the many different facets of their lives. **LEECHEE** was commissioned to work on the development of the brand's identity and first ad campaign.

[CHALLENGE]

JACOB NEW YORK came to us as just an idea and we were asked to build an image for the brand ground up. The brand desired to bring the New York lifestyle to Mexico hence; we incorporated this bridging of two cultures into all aspects of their branding. Since the brand was launching in Mexico, we had much research to do on the Mexican woman to strike the right cord between the sophistication of New York with the colorful culture of Mexico. We engaged in a wide array of branding activities from creating a website for the brand, to developing a national ad campaign for Jacob NY to pique the interest of the Mexican fashion consumer and create a buzz. Everything we did for **JACOB NEW YORK** followed the concept of story telling which allowed the consumer to experience the brand on a personal and emotional level.

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[SOLUTION]

We created a brand image that evoked glamour and sophistication by developing innovative names for the handbags, which were inspired by iconic locations found in New York City. For the ad campaign we utilized the idea of following a New York City woman through her daily routine in six shots called "A Day In the Life Of A Fashionista" which captured the handbags in a sleek and fashionable setting making them attractive to the cosmopolitan Mexican woman. "The ad campaign was like putting a magnifying glass on this woman and her daily routine. We captured the highlights of her day in a very stylish and alluring way." Says **Valérie Kerbage**, founder and CEO of **LEECHEE**. The campaign featured six still shots following a stylish New York woman including: "Going to work", "Brunch With the Girls", "Afternoon shopping date", "Picking up the kids", "Working Out" and "Hitting the town". We also developed a very feminine and sleek website for **JACOB NEW YORK** that allowed customers and buyers to find everything they needed to know about the brand easily.

AN IDEA BECOMES A REALITY

Since **JACOB NEW YORK** is a brand new company we had to be very careful with the brand development and marketing. Since Mexico is an emerging market where population is extremely tech savvy, with over 60% of the population having internet access and 2/3 having an active Facebook account we wanted to make sure that **JACOB NEW YORK** is on the cutting-edge of social media technology to reach their desired target. We focused on innovative marketing ideas through social networking, viral marketing and a modern take on traditional media outreach.