

HAWES & CURTIS

Capgemini


HAWES & CURTIS
JERMYN ST, LONDON 1913

Dressed for Success

Capgemini Helps Hawes & Curtis Enter the US in Style

For more than a century, Hawes & Curtis has been known for its high-quality clothing, expert tailoring, and innovative style. The iconic London clothier was the go to shop for style titans such as The Duke of Windsor, Cary Grant, and Frank Sinatra. It is also credited for creating classic looks like the spread collar and the backless evening dress vest.

Hawes & Curtis knew that in order to connect with American shoppers, it needed to build a strong digital presence to showcase its famous designs and products. With the new site, customers could engage with the brand and easily place orders online.

HIGHLIGHTS

Capgemini Digital Marketing Services

- Search Engine Optimization
- Paid Media
- Insights and Analytics
- Digital Strategy

CHALLENGE

When the Hawes & Curtis US site launched in 2016, the brand had essentially zero presence in the US: no store locations, a small social following, and minimal brand awareness.

Hawes & Curtis initially employed a UK agency to handle its paid search efforts in the US. These campaigns focused heavily on non-branded category-level terms (for example, "men's dress shirts"); however, the huge volume and competition for these search terms rendered the strategy unprofitable.

Beyond these paid search campaigns, Hawes & Curtis did not leverage any other marketing tactics to aid its US expansion. The US site was not optimized for SEO or localized for the US consumer, and they lacked a cohesive marketing calendar relevant to the US.

To break into the US market, Hawes & Curtis needed a partner that could help the brand understand the nuances of US consumers and markets, and execute a holistic set of solutions to build brand awareness and drive long-term success in the US.

SOLUTION

Hawes & Curtis engaged Capgemini for its deep retail experience and proven track record of successful global expansion initiatives. The retailer first asked Capgemini to address the profitability issues of its paid search campaigns.

The Capgemini paid media team completely reworked the brand's previous approach, building a more comprehensive solution that placed Hawes & Curtis in relevant search, shopping, display, video and social channels. This holistic approach significantly improved engagement from US customers and drove down costs relative to the retailer's earlier mono-channel efforts.

Happy with the original paid media results, Hawes & Curtis expanded their engagement and brought in Capgemini Digital Strategy and SEO experts to build on the momentum born from the paid media campaigns. Capgemini's "One Team" approach meant that these new strategy and SEO initiatives leveraged data and insights from the earlier paid media engagement to ensure consistency and continued success.

Working in tandem, these experts rolled out on-site SEO optimizations and, user experience improvements, and developed a robust email marketing calendar and acquisition strategy for Hawes & Curtis. All of these initiatives leveraged a cohesive strategy to amplify the brand's digital growth instead of cannibalizing engagement from other channels.



As a trusted partner, Capgemini championed our international goals and created a comprehensive and calculated plan for achieving them."

Antony Comys,
Head of E-Commerce, Hawes & Curtis

OUTCOME

Hawes & Curtis is now equipped with a coherent and comprehensive strategy for its US expansion. SEO, email, acquisition, and channel marketing optimizations enabled the brand to gain a foothold in the US and quickly grow.

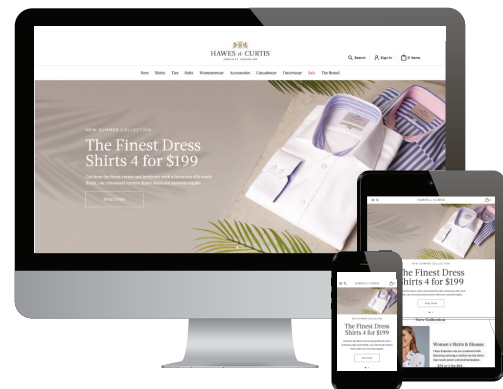
With Capgemini's support across strategy, paid media, email and SEO, the US site's performance continues to grow. Year-over-year, sessions and revenue are respectively up 99% and 124%, with a 12% bump in conversion rate and 73% growth in new users visiting the site.

Moving forward, Hawes & Curtis will continue to work with Capgemini to optimize its existing US marketing efforts. This includes an expansion of existing paid media programs and additional investment in influencer marketing to ramp up brand awareness and new customer acquisition.

RESULTS

Year-Over-Year US Growth

103%	- Facebook Followers	12%	- Conversion Rate
99%	- Web Sessions	73%	- New User Traffic
124%	- Online Revenue		



About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion (about \$15.6 billion USD at 2018 average rate).

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