



Case study

From Global Assets to Local Relevance
via Customized Photoshoot

Boozt x GANT

Customized photoshoot

PURPOSE

The primary objective of this *Customized Photoshoot* was to bridge the gap between the brand's overarching visual identity and the specific nuances of the Nordic market. **By utilizing global assets as a foundation, we developed locally relevant content tailored to the aesthetic preferences and purchasing behavior of the Boozt customer.** The goal was to ensure the campaign resonated as a targeted, authentic, and inspiring experience rather than a generic international rollout, thereby driving higher local engagement and conversion.



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STRATEGIC EXECUTION

To achieve the perfect balance between the brand's global DNA and local appeal, the production was split between a controlled environment and an evocative setting.

We combined high-end **studio photography** with on-location shoots focused on an "**Autumn in the City**" theme. This allowed us to showcase the products in a clean, professional manner while simultaneously placing them in a seasonal context that feels relatable to a Nordic urban lifestyle.



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PRODUCTION HIGHLIGHTS

- **35 High-Quality Images:** A versatile mix of studio shots and "Autumn in the City" location photography.
- **2 Models:** One woman and one man, utilized to create a broad and inclusive appeal.
- **Dynamic Compositions:** The delivery included both **single shots** and **"couple" imagery**, highlighting the chemistry between the models and the versatility of the collection.
- **25 Complete Outfits:** A comprehensive styling of 25 looks, ensuring a wide variety of content for multiple platforms.
- **Visual Style:** Executed with a clean setup and natural light to maintain a premium feel while keeping the products in focus.



Boozt MEDIA PARTNERSHIP

Overall performance

Boozt Data Intelligence

An increase in attributed customers

Compared to the increase in the number of customers (+15%), the attributed increase is more than 50PP higher. The same applies to items sold and gross sales.

+67%

att. customers

Significant increase in PDPs

The specific SKUs from the shoot reached 343.4K PDP views (+288%), outperforming the average 58% increase seen across all GANT's other PDPs.

+288%

PDP views

An increase in attributed AOV

The specific SKUs resulted in a +46 SEK in the attributed AOV - successfully outperforming the general AOV which saw a decline.

Att. AOV in general: -34 SEK vs. std. AOV
Att. AOV on SKU's: +46 SEK vs. std. AOV

+46 SEK

att. AOV

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Campaign - Paid media

The content was successfully executed **onsite** across various touchpoints.

A key highlight was the inclusion in the **AW25 Outerwear Edit** campaign, where the imagery was featured in the "**Brand Upsell banner and product**" placements.



PAID MEDIA - ONE PLACEMENT ONLY*

726K

Att. revenue

11.85

ROAS

2.64%

CTR

* The local content was utilized for a single, specific placement within a larger campaign.

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