



CASTING CALL FOR THE GAP!

Casting Call has been a staple in the GapKids & babyGap myriad of marketing activities for the last decade. It is executed as a Contest-style program where customers submit a photo of their child to be the “next face” of GapKids/ babyGap. The Contest is run throughout the United States, Canada, France, United Kingdom, Ireland & Japan.

THE IDEA

Wire Stone was tasked with creating a simple Contest that allowed parents to showcase their “kid being a kid”, serving to remind parents that Gap celebrates childhood and amazingly awesome, perfectly imperfect kids.



Once the photo was uploaded, and the entry was complete, parents were given the option to create a video of their child, choosing from ten different themes. This was a new concept that Wire Stone introduced this year, one which created an interactive experience for the parent and child alike and was a fun, shareable add-on.

The video added excitement and buzz around the campaign this year. Allowing parents to showcase their child in the video theme that best represented the child’s personality. The themes included:

- PickyEater
- AnimalLover
- ChatterBox
- StyleIcon
- LittleArtist
- NightOwl
- HappyCamper
- FreeSpirit
- BookWorm
- SportsStar

CASE STUDIES OF DISTINCTION

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THE WINNERS

Finalists (144 total): \$100 Gap Gift Card

Grand Prize (16 total): Each Grand Prize winner received a 3-day, 2-night trip to a major city in their region during the week of 7/13/15 or 7/20/15 to attend a Gap campaign photo shoot, and more.



IMPACT

- Acquisition was the primary goal for this campaign
- Received 5x more entries than previous year’s Casting Call campaign
- Over 75% of visitors to the Casting Call site opted in to receive emails from the Gap.
- Over 190,000 votes were received during the one week voting period
- Over a third of those who entered created the fun, shareable video.
- The videos created were shared over 50,000 times and received over half a million views.
- Wire Stone executed the 2015 program perfectly, and was asked to handle the Gap Casting Call 2016 program as well. Results of that program were not yet available at press time.