



PlayNetwork Invigorates Steve Madden Brand And Aligns Music And Video Program



Products/Services

- Music Supervision
- Video Programming
- Original Video Production

Results

- Media content that aligns with the brand
- Consistent delivery to each location
- Deeper engagement with customers and employees

Vertical Industry

- Fashion Retail

Country/Region

- United States—National

Challenge

Revitalize the in-store music experience of music videos that was inconsistent across stores and out-of-step with the brand's identity.

Solution

PlayNetwork's music supervision and video teams developed a consistent, well-defined brand profile:

- Drew on the brand's core demographic of young women ages 16–25.
- Developed a content strategy of artists and music videos that focused on representative artists with a funky, independent sound.
- Implemented a new network protocol for consistent delivery of programming to all of their locations.

Results

Communicating the Brand – The updated music video platform better aligns the fashion-forward brand with their audience and has invigorated the brand with customers and employees. The network protocol automates content updates, ensuring consistent receipt and playback of content for each location.

Driving Engagement – The positive, vocalized success at the store level has yielded a new in-store interactive program that showcases requested favorites and acknowledges employees in the music video program.