



soch

Soch Increases Sales with
'Analytics Led Creativity'



Client Profile

Soch is a renowned Indian retail brand for ethnic clothing. Launched at Bangalore in 2005, Soch has grown to retail through 77 locations across the country which includes cities like Bangalore, Chennai, Mangalore, Mysore, Mumbai, Pune, Coimbatore, Hubli, Belgaum, Salem, Hyderabad, Vijayawada, Bhopal, Kanpur, Lucknow, Vizag, Indore and Cochin. Through its innovative use of traditional crafts and exquisite Indian fabrics sourced from across the country, Soch offers an exclusive collection of ethnic wear crafted to perfection.

Business Context

As a strategy to instigate sales, Soch prominently showcases videos of their garments in all retail outlets. However, their existing videos were not effectively driving sales, and the team felt the need for a refreshingly artistic campaign which would make Soch's garments seem more desirable and portray the brand as a powerhouse of exquisiteness. Additionally, the existing videos often got distorted during playout, as they were displayed on screens of different sizes and aspect ratios. This technical issue was having a major impact on sales. To address these challenges, Soch partnered with PFT in April 2015.

PFT Solution

PFT followed a unique 'data analytics led creativity' approach, and began by working closely with different teams from Soch to detail out the barriers that the brand faced in terms of product communication. To understand Soch's target audience better, PFT conducted an extensive sample survey. Leveraging this research, along with its vast experience of working with leading global brands, PFT suggested a major overhaul in the way Soch created and presented its inventory catalogs. Soch, in turn, saw merit in this vision and the two organizations joined hands.

The first phase of collaboration began with a video shoot of Soch's garments, for which PFT hired several renowned key crew members who had extensive experience of working with prestigious fashion brands. The videos were edited, color graded, sized and delivered to Soch in multiple formats for web, mobile, as well as exhibition at malls and retail outlets. Soch was thus able to display their product videos flawlessly across their stores and overcome the technical issues they had been facing. Their ERP software further linked the videos to specific pieces of inventory, so that all retail outlets could automatically showcase the exact pieces which were in stock with them. The results soon became evident – sales started to rise.

Building on this success, Soch rolled out the next phase of engagement with PFT. This time the focus was not just on their products, but on the brand as a whole. The new brand campaign sought to position Soch as a high end fashion brand providing ethnic haute couture at affordable rates. The stills for the campaign were photographed by Tarun Vishwa, a legendary advertising and fashion photographer. This was Soch's first full-fledged brand campaign, and the results were breathtaking. The images were showcased on a large number of hoardings across all major Indian metropolitan cities, as well as the Mumbai airport. For the video leg of the campaign, internationally renowned stalwarts like Russell Swanson and Lez Rudge were flown in from New York. The high quality of photographs and videos infused the brand with a new lease of life, and also prompted SOCH to create a special theatrical campaign, which enabled them to reach a far wider audience and increase market penetration. People now began to perceive Soch as a serious fashion force, and their inventory started moving at breakneck speed.

Shortly thereafter, PFT was commissioned to execute Soch's prized print campaign. This time around, the shoot was conducted by Rid Burman, a leading fashion photographer whose clientele includes Vogue, Elle, Marie Claire and Reid & Taylor.

Throughout the collaboration, PFT served as a one-stop video agency, providing end-to-end Creative Services right from ideation to post-production. PFT has created over 2500 creative assets in a highly cost-effective manner for Soch till date.

Client Outcome

Collaborating with PFT helped Soch streamline their creative processes, as they no longer had to work with multiple vendors to create content. Soch was also able to solve a major technical issue and successfully display their product videos flawlessly on screens of different sizes across their stores. The high quality creatives delivered by PFT have acted as extremely powerful sales instigators, and have helped Soch effectively boost sales within an extremely short time span. The videos have also allowed Soch to reduce the number of sales personnel needed in each store, thereby saving costs. Most importantly, the engagement helped Soch strategically elevate its brand positioning and build brand loyalty.

“As our video agency, PFT has been instrumental in pushing the boundaries of creative thought and turning things around for Soch. The cutting edge creatives delivered by the team enable us to offer greater value to our customers, making us a destination of choice. PFT has always understood our unique requirements perfectly. The team's innovative vision has not only helped us achieve record-breaking sales figures, but has also played a pivotal role in transforming the way people perceive Soch as a brand.”

Vinay Chatlani
CEO, Soch

“Working with PFT has yielded fantastic results for us right from the word go. The stunning imagery created by them literally enticed our customers, and made inventory fly off the shelves! PFT's team is a sheer delight to work with, and we look forward to a long-lasting collaboration with them.”

Aditya Setia
CMO, Soch

About Prime Focus Technologies

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, brands and service providers transformational solutions that help them lower their Total Cost of Operations (TCOP) by virtualizing business processes around content and managing their business of content better.

PFT works with major M&E companies like Disney, 21st Century Fox-owned Star TV, Hearst, Warner Bros., CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, A+E Networks, Tru TV, HBO, IFC Films, FX Networks, Miramax, CNBC Africa, TERN International, Sony Music, Google, YouTube, Novi Digital – Hotstar, Amazon Prime, HOOQ, Viacom's Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press.

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