

# New ad campaign for The Boobie Trap

*St. John's lingerie shop's cheeky videos getting attention*

By DANIEL MACEachern

THE TELEGRAM

The film starts like any other scary movie: It's dark. Eerie music plays as the camera pans from the floorboards to a door. Through the door's translucent glass, we see a shadow move, and then — as the music swells — a hand pushing the door open, revealing ... a woman's torso, breasts drooping in a bra not strong enough to hold them. "The Sagging" flashes across the screen, followed by the tagline: "We can end every woman's worst nightmare."

The online video is part of new campaign — which includes posters and print ads and, soon, billboards and movie theatre ads — by St. John's lingerie shop The Boobie Trap that imagines problems with ill-fitting bras as horror films: "The Sagging," "The Quadraboob," "The Shelf." It's an ad strategy that's designed to counter traditional bra advertising, and the store's owner couldn't be happier with the response.

Williams said the statistic she's been told via suppliers is that 85 per cent of women wear the wrong size bra. And while the industry has a financial interest in getting women to buy new bras, in a 2008 study on breast size, bra size and back pain, 80 per cent of the women surveyed wore incorrectly sized bras, with the vast majority of those women wearing bras that were too small. Williams said the problem has to do with a traditional lack of incremental sizes.

"We do from A to JJ. We don't stop at D, where everybody thinks the world ends for bras," Williams said. "The commercial companies, the big brands that most people have available readily prior to the last, say — I mean, the custom-fit bra has been



**Boobie Trap owner Dana Williams said her new advertising — by St. John's agency Target, featuring bra-fitting problems as horror movies — is everything she wanted in a campaign.** — Photo by Daniel MacEachern/The Telegram

around for a long time. It's only actually come to light for most women in the last 10 years. But you go to La Senza or Victoria's Secret or any of the big chain names, and they do from a 32 to a 36DD. So they take each size and they're trying to fit, say, 12 women into each size, whereas what we do, we're trying to fit two or three. So the increments between the sizes are much smaller. It's much more tailored to your body."

Williams said when she started working with St. John's advertising agency Target about a year ago, it was with the intention to have an ad campaign that reflected a broader range of women than usually are represented in bra ads.

"The approach has been so fresh and innovative and attention-grabbing — in the right ways — for me," she said. "For me, I don't want to have visuals out there. ... I don't want to say anything that's going to offend anybody, but these women that are

just perfect, because that's not necessarily reality for a lot of ladies, so this makes it more approachable."

Jenny Smith, head of St. John's advertising agency Target's creative group, said the campaign features problems that women talk about with each other.

"We used humour and horror movies to draw attention to these malfunctions," she said. "It's just a different way of looking at it. At Target we try to come up with ideas that are unexpected, memorable, very simple. And this is definitely memorable and goes against all the other bra advertising out there."

Traditional bra advertising isn't actually directed at women, Smith said.

"It's directed at, well, males. It's very sexy, very provocative, and it's meant to entice males," she said. "Basically, those bras are meant to be taken off. With this, it's to empower women, it's to get them to realize

that, 'You know what? Maybe I'm not wearing the right-sized bra, and maybe I should come in for a custom fit,' and that will give them more confidence. These bras are meant to be worn."

Williams said she couldn't be happier with the response — which has included stories done online by the Huffington Post and the U.K.'s Daily Mail.

"It's been crazy. We're up to 160,000 hits on YouTube, and my phone is ringing off the hook," she said.

"Lots of feedback on Facebook and emails personally, and a bunch of other media outlets have picked up the story and done the stories online, which have gotten humongous amounts of attention as well."

The campaign has had a few detractors, acknowledged Williams, mainly women who think the campaign overstates the problem.

"There've been a couple of women saying, 'Oh, isn't there anything else I need to worry about besides sagging boobs?'" she said.

"We're not saying this is the end of the world to have sagging boobs. It's that you don't have to live with that if you don't want to."

Smith said the response to the campaign — which has also included work done to create the Boobie Trap's overall branding — proves the creativity is a powerful business tool.

"If you create something that people don't notice, then you failed," she said. "For us, we felt it was really important to build her brand first, to settle on her identity, and then to build that brand around memorable ideas. And the first is the horror launch."