

## DANNY SAUCEDO x NA-KD THE RUN(A)WAY SHOW

### COVER COMPETITION

With the launch of the Danny Saucedo x NA-KD collection we created a fan cover competition where people made videos inspired by Danny's music. All those videos are uploaded on this page. Now, you can watch these amazing covers and help us select a winner. Make sure your favourite wins - vote today!



## THE COLLECTION LAUNCHES 29 OCTOBER.

GET EARLY ACCESS TO THE COLLECTION  
AND 20% OFF TICKETS TO THE SHOW

Pop sensation Danny Saucedo has designed an ultra-cool, gender-neutral streetwear collection exclusively for NA-KD. Mixing casual styles with dressy pieces - it has a modern, luxe vibe.

[Sign up now](#)

### CASE STUDY

## NA-KD TEAMS UP WITH LAUNCHPAD6

**NA-KD teams with Launchpad6 to create excitement around their new line of clothing.**

NA-KD launched in January 2016 and NA-KD is one of Europe's top 20 fastest growing companies, breaking new records every month and showcasing themselves as one of the world's leaders in fashion and ecommerce brands for women reaching more than 10 million monthly visitors.

The brands private label is represented by over 600 retailers across the globe and is listed on marketplaces such as Zalando and ASOS.

### The NA-KD challenge

NA-KD teamed up with popular Swedish singer Danny Saucedo to launch a gender-neutral clothing line. Danny started his fame as a top 6 finalist on the Swedish version of Idol. NA-KD were aiming to attract brand recognition and engagement with Danny Saucedo's fan base. NA-KD released a new range of clothing with the local singer to engage fans with the Danny Saucedo inspired clothing range.

NA-KD recognised a great opportunity to leverage video and the thrill of competitions to promote NA-KD and Danny to many of his fans. NA-KD put out the challenge for fans to demonstrate their talents by providing videos of themselves singing music inspired by Danny.

### CHALLENGE

Promote a new clothing collection

Create brand awareness for NA-KD'

### SOLUTION

Launchpad6 ContestPad

Video contest

Branded Microsite

Public voting and social sharing

### SERVICES OFFERED

Contest platform hosting and support

ContestPad Advanced package

Website custom design services

### RESULTS

More than 11,000 video plays

More than 16,000 votes

More than 36,000 views

## The Launchpad6 solution

NA-KD searched for a platform to meet their needs and found ContestPad. It had everything they needed "out-the-box" at a very affordable price.

*"ContestPad was exactly what we needed and nothing else in the market that we happened upon came even close"* says Evan Thomas, Head of Social Media at NA-KD.

Leveraging ContestPad NA-KD were able to create a custom designed contest micro-site with full video gallery, voting and seamless video upload forms. The site was styled to align exactly with NA-KD's and Danny's branding requirements.

***"ContestPad was exactly what we needed and nothing else in the market that we happened upon came even close"***



**EVAN THOMAS,**  
Head of Social Media



### HOW TO ENTER:

1. Create your video.
2. Upload it to the competition page
3. Get all your friends to vote for your video beginning 23rd October



Upload

Select file...

Title

Title of the entry

Description

Description of the entry

Email

Your email

Terms and Conditions

☐ I agree to the Terms and Conditions

Enter

The contest was also backed by automated configurations that made certain everything ran according to the contest rules. The solution ensured entry periods, voting restrictions, entry moderation, entry video streaming and social sharing was all taken care of without NA-KD having to worry.

Each participant was invited to create a video of themselves performing Danny inspired songs. Participants then promoted their entries on social media to friends and family to solicit votes.

## The results

NA-KD received some absolutely phenomenal entries that demonstrated extraordinary talents. Entrants received a combined vote count of more than 16,600 votes, 36,000 views and attracted over 11,000 video plays over a few weeks. They also had a huge uptake in social engagement and brand awareness among Danny's many millennial fans.

Once the voting was complete 2 winners were selected, one by Danny and one from the public voting. The winners won a trip to Gothenburg with two tickets to the The Run(A)way Show, a meet and greet with Danny and 1000€ to shop for at NA-KD.com. The contest and platform achieved and, in some cases, exceeded NA-KD's expectations.

## GO FOR LAUNCH!

Like NA-KD, are you looking to stick out from the crowd and share your message by harnessing the power of video or other user generated and the thrill of competition?

Contact Launchpad6 to find out more about how we can help your brand really take off – today!



Launchpad6 a Buzz Box Video Company is a leading supplier of contest solutions including the most flexible and agile UGC contest platform on the planet.

For more information or a no obligation trial, visit our web site or contact us using the email address below.

Launchpad6 a Buzz Box Video Company | [www.launchpad6.com](http://www.launchpad6.com) | [enquiries@launchpad6.com](mailto:enquiries@launchpad6.com)

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