

How Allen Solly said sorry!

Timely and appropriate response on social media, to a spelling error in one of its store displays helped Allen Solly win all-round acclaim

How does one manage in this era of vibrant social media an unexpected slip-up, respond with a clever comeback that in turn pushes affinity for the brand? Allen Solly, a leading Madura Fashion & Lifestyle brand, responded with panache to one such incident.

For acknowledging its error and making a quick comeback, Allen Solly won an award at the Global Youth Marketing Forum's social media awards in the 'Best use of Twitter' category. A typo on a store display (which declared: Comming Soon – The new face of Fridays – Allen Solly) caught the attention of Mr. B. G. Mahesh, founder and managing director at Oneindia.in and Greynium Information Technologies Pvt Ltd, while strolling outside the store at Garuda mall in Bengaluru.

Mr. Mahesh took a photograph of the display with the wrong spelling and tweeted it tagging the Allen Solly Twitter handle. With over 10,500 followers on Twitter, it saw 11 re-tweets and six 'favourites.'

Epic Center, the social media hub of Madura F&L, came out with a creative solution. "Thank you," Allen Solly tweeted Mr. Mahesh. "We appreciate your taking time out to share this with the team. We do hope that you visit our store again soon." A day later, Allen Solly came out with another tweet: "We heard you! This has reached the highest level. The team has swung into action."

And below that was an image of a classroom-like imposition, where the sentence — We will not spell Coming Soon as Comming Soon — was repeated several times. As soon as Allen Solly put this out on Twitter, it gained traction; there were 60 re-tweets, 25 favourites and 14 replies. The Tweet engagement rate was 13.3 per cent, the total impression for the tweet was 8,161 and total reach (overall) was 1,37,651.

Many prominent 'twitterati' were impressed. "Well done Allen Solly," said Mr. Arvinder Gujral, head, business development, India and SEA, Twitter. "Great response. Adding you to my deck."

Mr. Mahesh tweeted that he was impressed by the way Allen Solly responded. And Mr. Anant Rangaswami, Editor, CNBC-TV 18, tweeted, "This conversation is fantastic. Well done to the social media team handling @allensolly."

According to Mr. Sooraj Bhat, COO, Allen Solly, 'How Allen Solly said Sorry!' was one among many such campaigns it ran in a little under a year. "With the all-pervasive presence of the digital medium, brands will need to continuously look at how they engage with consumers," he said. "From an era of

manufacturer-speak brands have had to move to a more human level, especially when the consumer is in charge of conversations.”

Allen Solly has been working closely with Madura Fashion and Lifestyle's Listening Center - The Epic Center – to look out for opportunities where the brand can find a role. “I am proud that the team at Epic Center showed the presence of mind to come up with a response, completely in the brand's tone of voice,” he added.