

Balmain: Fracture



Channel 4 partnered with Balmain to release our first ever branded short form drama series Fracture. Fracture stars singer-songwriter Jesse Jo Stark, 13 Reasons Why's Tommy Dorfman, Riverdale's Charles Melton, and Skate Kitchen's Ajani Russell. It was co-commissioned by 4Studio's Thomas Pullen and Drama's Lee Mason who have played a huge role in developing it with Balmain and the production company over the past 2 years. The series has been released as a box set of 5 episodes between 10-15 minutes long.

The key objectives were to increase perceptions of the following:

love the look / style of Balmain

see Balmain as a **brand that leads the latest trends** in fashion

see Balmain as being a **cool, aspirational and desirable**

see Balmain as a brand **I aspire to own**

See Balmain as a brand that **reflects my values**

RESULTS:

- **+13%** Consideration Uplift
- **+11%** Likelihood to Purchase
- **+66%** agree that Balmain are category trend setters
- **+30%** love Balmain's look and style

