

Passenger and JCPenney Create “Ambrielle Team” Community

JCPenney launched Ambrielle Team, a private online community dedicated to consumers of the JCPenney lingerie line, with the goal of learning more about the Ambrielle customer and her fit concerns. Passenger’s team helped JCPenney gain an initial understanding of her fit and quality issues through a series of online discussions within the community.

After a “wear” test to gain more detailed feedback on specific products, participating members were invited to voice their opinions via a private discussion board, an online activity and live online chats with the product team. Based on this customer collaboration and consumer feedback, JCPenney made several significant product changes to the lingerie bands, straps and overall sizing so that their products better met customers’ needs.

The changes were reported back to the community to show how they embraced their insights and feedback; the Ambrielle products hit stores in July, with much stronger sales. As a result of the success of this community and the level of engagement Passenger has helped them foster with their customers, JCPenney has now incorporated wear tests into each product launch process and is continually incorporating community feedback into new product development to make changes prior to shipping new products to stores.

Client: JCPenney

Agency: Passenger

Budget: Undisclosed