

## Hawaii Keisuke Collection

See photo gallery [here](#)

**Territory:** UK  
**Date:** December 2022  
**Category:** Fashion  
**Environment:** Shopping Mall  
**Format:** Large-Format DOOH  
**Campaign Objective:** Broadcast Awareness  
**Agency/Specialist:** The Midnight Club



### The Campaign

In December 2022, H&M unveiled their menswear campaign featuring Munya Chawawa, the acclaimed British comedian and entertainer, who was chosen as the brand's UK menswear ambassador for 2022. The Hawaii Keisuke, campaign was showcased using the innovative DeepScreen technology on the Screen @ Arndale in Manchester.

### The Outcome

- ▶ 23k Impressions from H&M's tweet about Munya and the campaign with generic picture versus (Source: Pulsar)
- ▶ 230k Impressions from Munya's Instagram post with a picture of the DeepScreen (Source: Pulsar)
- ▶ 10x More engagement with use of DOOH and digital together (Source: Pulsar)

### What the client said

"I've had this on my vision board all year long and now...you can catch me on billboards across London, Manchester, Birmingham and Glasgow modelling the new H&M Man Hawaii Keisuke collection." - Munya Chawawa