

● // CASE STUDY • FASHION
AGENCY PARTNER | RAD AMPLIFY



HOW THE BLACK TUX TAILORED A NEW AUDIENCE.

An audience-first Decision Intelligence play that reached a younger, first-time renter and drove 1.8M cross-platform views, with every creator decision The Black Tux could defend.

1.8M

VIEWS • CROSS-PLATFORM

2×

RETURN ON INVESTMENT

47,249

TOTAL ENGAGEMENTS



● // THE CHALLENGE

A TRUSTED BRAND. A HARDER AUDIENCE TO WIN.

The Black Tux built a premium tuxedo-rental business around occasions like weddings, proms and black-tie events. But emerging competitors were running the same influencer playbook.

The real challenge ran two ways. They needed to re-engage loyal customers while winning a younger, first-

time renter who doesn't think in "rental occasions" at all.

Legacy, occasion-based data couldn't see that audience. Guessing at it meant spending real budget just to find out who they were and which creators they trusted.

● // THE RECOMMENDATION

SEGMENT BY INTEREST, NOT BY OCCASION.

Lickly replaced legacy, occasion-based targeting with real-time, language-based audience analysis. Instead of sorting people by weddings and proms, it grouped them by overlapping primary, secondary and cultural interests. That reframed who The Black Tux was really trying to reach, narrowed influencer discovery to a 24-hour audience-aligned shortlist, and ran predictive content analysis before anything was distributed, so budget followed real interest rather than assumption.

✦ Why The Black Tux could trust it: the M²VR™ Reasoning Framework

Every audience and creator choice was independently constructed, challenged and validated across multiple AI models. The result is evidence-based convergence instead of a single model's guess.

// **Question.** Frame the interest-based audience hypotheses worth testing before committing budget.

// **Verify.** Check each hypothesis against real community language and engagement signals.

// **Reason.** Explain why each interest segment and creator earns a place in the plan.

// **Validate.** Confirm the recommendation holds across models before it ships.

● // THE EVIDENCE

THE NUMBERS THE BLACK TUX COULD DEFEND.

1.8M

Total cross-platform views

1,812,826 total

47K

Total engagements

47,249 • highest to date

2×

Return on investment

2x ROI

24hr

To an audience-aligned creator shortlist

Influencer discovery

SEGMENTED BY INTEREST, NOT OCCASION

Primary interests

Secondary interests

Cultural interests

First-time renters

Loyal customers

“ The Rad solution has been an integral part of transforming and scaling our digital product offering...

Matt Sutton

CMO, The Black Tux



✦ The outcome

A repeatable, interest-led way to reach the next renter, backed by the evidence to defend every creator decision.

MARKETING DECISIONS YOU CAN DEFEND.

See Lickly in action →

REQUEST A LICKLY DEMO TODAY