



About

Swarovski presents a tribute to Ramadan with a carefully curated selection of jewellery to complement every occasion. It invites you to dazzle in the brilliance of this special edition collection that sees five individual components Oxygen, Oz, Luckily, Olive and Stone, come together as one.

Objective

- Driving awareness for Swarovski Ramadan collection launch and ultimately driving sales.

Target Audience

- Females who are interested in Fashion and Luxury.

Markets

- Kuwait.

Solution

- Launch **Advertising Campaigns** across Layalina site, focusing on Swarovski target audience in Kuwait.
- Focus on **High impact ad solutions, Roadblocks** (BB, HP, MPU, MA) and **Skinning** (MPU, Interscroller, MA).
- Focus on **Content Marketing solution**, mainly creating articles and publishing them across Layalina site.
- Focus on **Social Media** in order to guarantee higher users' engagement. Using Facebook and Instagram Posts to target Layalina social media users.
- Launch **Snapchat Marketing Campaigns** across Layalina discover channel, mainly driving awareness amongst Layalina discover subscribers.

Results

- Roadblocks, achieved an average of **0.73% CTR**.
- Swarovski articles published on Layalina achieved a total of **6,562 PV**.
- Social posts, **Post Engagement: 27,259**.
- Editorial Snap achieved a total of **1,341,920 Topsnap Views** and **1,023,742 Unique Viewers**.

