

Tissot T-Wave

Tissot, the famous Swiss watch brand has revealed its **Tissot T-Wave**, a piece of jewelry that can be worn at any occasion, adding a touch of sophistication to a daily outfit or complementing a cocktail dress for a special occasion. **

Objective

- Driving brand awareness and ultimately driving sales.

Target Audience

- Ladies who are fashionable and have active lifestyle, aged between 40 - 25 and reflect the independent personality of a modern women.

Markets

- Saudi Arabia.

Solution

- Launch **Marketing Campaigns** across Layalina site, focusing on Tissot target audience in Saudi Arabia.
- Focus on **high impact ad solutions, Video, Native and Homepage Takeover** (Desktop full page overlay, Mobile Overlay, MPU, Billboard, Half page, Native and Mobile Anchor).
- 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. Mainly using facebook posts to target Layalina social media users.

Results

- Achieved **2.13% CTR** for the Overall campaign, delivered a total of **3,194 clicks** and **149,799 impressions**.
- In read native video ad, achieved an average of **1.36% CTR** and **30.35% completion rate**.

