



## About

Coach is a modern American luxury brand with a rich heritage rooted in quality and craftsmanship. All over the world, the Coach name is synonymous with the ease and sophistication of New York style\*

## Objective

- Driving awareness for the new Coach spring/summer 2019 collection, and ultimately driving sales.

## Target Audience

- Females who are interested in Fashion.

## Markets

- Kuwait.

## Solution

- Launched an **Advertising Campaign** across Layalina and 3oud, focusing on the new spring/summer 2019 collection, targeting the audience in Kuwait.
- Launched **Snapchat Ad** and **Editorial snap** on Layalina discover channel.
- Launched **Social media posts** over Layalina and 3oud social media platforms (Facebook, and Instagram).
- Published an **article** on Layalina and 3oud, in order to raise awareness about the spring/summer collection.

## Results

- Achieved **0.50% CTR** for the ads, delivered a total of 503 clicks and 100,044 impressions.
- Social posts achieved **48,737 post engagement**.
- Articles achieved a total of **11,369 PVs** and **10,294 UVs**.
- **Editorial Snap** achieved **741,541 Topsnap views**, and **604,095 unique viewers**.
- **Snap Ad** delivered **205,955 impressions** and **0.69% Swipe up rate**.

