

F FENDI

About

FENDI teams up with world acclaimed artist Nicki Minaj on an explosive, flamboyant drop for women's, men's and kids: FENDI Prints On.*

Objective

- Driving awareness about FENDI Prints On 2019 collection, and ultimately driving sales.

Target Audience

- Women, men and kids interested in bold and flamboyant Fashion trends.

Markets

- KSA.

Solution

- Launched **Editorial Snaps** on Layalina Snapchat discover channel, driving awareness about the new collection.
- Launched **Social Media** Posts in order to guarantee higher users' engagement. Mainly using Facebook and Instagram platforms to target Layalina social media users.

Results

- Editorial Snaps achieved **2,843,138 Topsnap views**, and **2,368,705 unique viewers**.
- Social Media Posts achieved **23,309 post engagement**.

