

F en Folie FENDI Fall/Winter 2017-18 Collection

The house of **FENDI** was established by Adele and Edoardo Fendi in Rome in 1925. The opening of the first FENDI boutique a handbag shop and fur workshop followed. Soon winning international acclaim, FENDI emerged as a brand renowned for its elegance, craftsmanship, innovation and style. Today FENDI is synonymous with quality, tradition, experimentation and creativity. **

Objective

- Driving awareness about Fendi Fall/Winter 18-2017 collection named F en Folie, and ultimately driving sales through their e commerce site.

Target Audience

- Females aged between 45 -25 and interested in Fashion, Luxury, Travel, Culture and Arts.

Markets

- United Arab Emirates and Saudi Arabia.

Solution

- Launch **Advertising Campaigns** across Layalina site, focusing on Fendi target audience in KSA and UAE.
- Focus on **high impact ad solutions**, Layalina Roadblock, Hotspot Creative (In read video, MPU,HP, BB) plus Interstitial ad solution.
- 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 **2.25% CTR** for the Overall campaign, delivered a total of **2,480 clicks** and **110,000 impressions**.
- Fendi articles published on Layalina achieved a total of **12,002 PV**.
- In read native video ad, achieved an average of **51% completion rate**.

