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

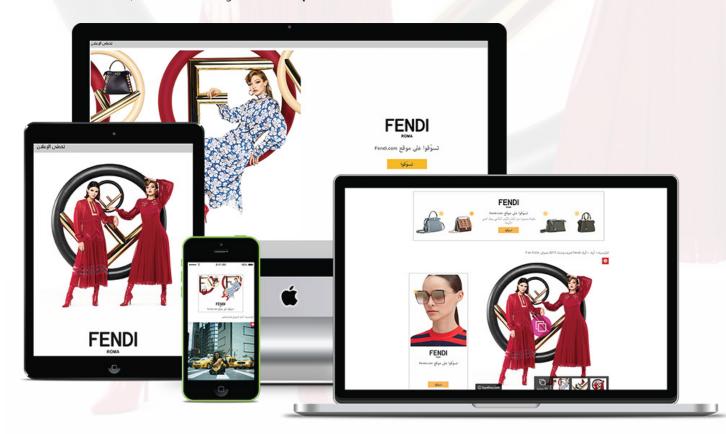
United Arab Emirates and Saudi Arabia.

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.



Source: DFP by google www.7awi.com

^{*} Fendi PR

^{**} http://tomandlorenzo.com/2017/07/kendall-jenner-gigi-hadid-fendi-fallwinter-2017-18-ad-campaign/