

# Time Center

## Calvin Klein

### About

Calvin Klein is a global lifestyle brand that exemplifies bold, progressive ideals and a seductive, and often minimal, aesthetic. Calvin Klein seeks to thrill and inspire its audience while using provocative imagery and striking designs to ignite the senses. \*

### Objective

- Driving brand awareness and ultimately driving sales.

### Target Audience

- Calvin Klein is a global lifestyle brand for gents and ladies, who are interested in watches and jewelry.

### Markets

- Jordan.

### Solution

- Launch **Advertising Campaigns** across Layalina site, focusing on Time Center target audience in Jordan.
- Focus on **high impact ad solutions**, Layalina Sponsorship on Homepage & Celebrities section, Hotspot (970x250, Interstitial), plus Scroller custom ad solution, plus mobile interstitial ad solution.
- Focus on **Social Media** in order to guarantee higher users' engagement, using Facebook Video Post.

### Results

- Achieved **60.15% Ad engagement rate** for the custom Scroller ad.
- Facebook post achieved 33,407 post engagement.
- Achieved 1.29% CTR for the ROS banners, delivered a total of 1,628 clicks and 125,877 impressions.
- Mobile Interstitial ad achieved a total of 7.24% CTR.

