

BVLGARI GOLDEA THE ROMAN NIGHT

BVLGARI unveils new fragrance for women Goldea The Roman Night, the third fragrance in the Goldea line in Sep 2017. **

Objective

- Spread awareness and create hype for the new product launch, ultimately drive sales.

Target Audience

- Females aged 40-20 years old, who are interested in luxurious products within fashion, makeup and beauty.

Markets

- United Arab Emirates, Saudi Arabia and Kuwait.

Solutions

- Launch Awareness Marketing Campaigns across **Layalina** and **3oud**, focusing on Bvlgari target audience in the GCC.
- Focus on **high impact ad solutions, Video, Native and Homepage Takeovers** (Mobile Interstitial, MPU, Video Billboard, Half page, Native, In read Video and Mobile Anchor).
- Focus on **Content Marketing solution**, mainly publishing articles across Layalina.
- Focus on **Social Media** in order to guarantee higher users' engagement, using Facebook and Instagram posts.

Results

- Achieved **2.43% CTR** for the Overall campaign, delivered a total of **8,712 clicks** and **357,824 Impressions**.
- Interstitial ads, **achieved an average of 6.63% CTR**.
- Facebook post total engagement **163,000**.
- Achieved **77,76%** average **viewability** for the overall campaign.

