

## **About**

Metro Brazil is a Brazilian online fashion destination, that manufactures and delivers 100% luxurious Brazilian products worldwide.

## **Objective**

• Driving awareness about Metro Brazil products, and ultimately driving sales.

# **Target Audience**

· Women who are interested in Fashion and Beauty.

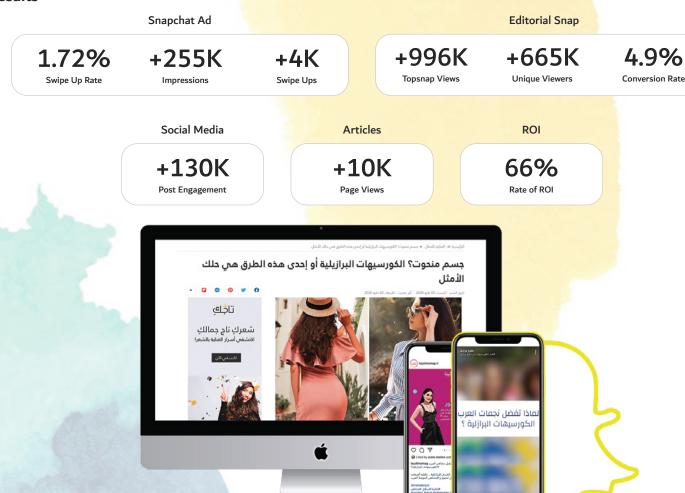
## **Markets**

• GCC.

### **Solution**

- Launched Snapchat Ad across Layalina discover channel, plus other channels where Metro Brazil audience present.
- Launched an Editorial Snap on Layalina Snapchat discover channel, driving awareness about Metro Brazil products.
- Launched Social Media Posts in order to guarantee higher users' engagement. Mainly using Instagram and TikTok platforms to target Layalina social media users.
- Published Articles on Layalina and 3oud, driving awareness about Metro Brazil products.

### **Results**



- https://metrobrazil.com/ - Instagram, TikTok and Snapchat. - Google Analytics.