

PRADA

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About

Pioneer of a dialogue with contemporary society across diverse cultural spheres and an influential leader in luxury fashion, Prada Group finds its identity on essential values such creative independence, transformation and sustainable development, offering its brands a shared vision to interpret and express their spirit.

The Group owns some of the world's most prestigious luxury brands, Prada, Miu Miu, Church's, Car Shoe and the historic Pasticceria Marchesi, and works constantly to enhance their value by increasing their visibility and appeal. *

Goal

Driving brand awareness about Ramadan & Eid collections, and ultimately drive sales.

Solution

- Launched 2 Editorial snaps on Layalina discover channel.
- Launched Marketing Campaign across Snapchat Discover (Layalina plus other channels), focusing on Ramadan & Eid collection, and targeting the related audience in UAE.

Results

Snapchat Ad

0.51%

Swipe Up Rate

+555K

Impressions

+2.8K

Swipe Ups

Editorial Snap

+1M

Topsnap Views

+944K

Unique Viewers

 20%

 80%

