

# Azadea F&A - Zara SS19 Launch

## About

Zara is one of the largest international fashion companies. It belongs to Inditex, one of the world's largest distribution groups. \*

## Objective

- Driving awareness for the new online stores, and ultimately driving sales.

## Target Audience

- Females and males who are interested in Fashion.

## Markets

- Kuwait.

## Solution

- Launched an **Advertising Campaign** across Layalina, using one of the most innovative rich media solutions (mobile and desktop **Skin**), and targeting the related audience in Kuwait.
- Launched **Social media video** posts across Layalina social media platforms (Facebook, and Instagram).

## Results

- Achieved **1.02% CTR** for the Skin format, delivered a total of **4,410 clicks** and **433,378 impressions**.
- Social video posts achieved **87,956 post engagement**.

