Dior J`Adore In Joy

One of the pillars of the current perfume line from Dior J`Adore, gets a new edition in the spring of 2017 called **J`Adore In Joy**. The fragrance is announced as the scent of joy, love for life, instant fun and the exclamation of spring. *

Objective

• Driving awareness for the new product launch and ultimately driving sales.

Target Audience

• Females who are interested in luxurious products within Fashion, Makeup and beauty.

Markets

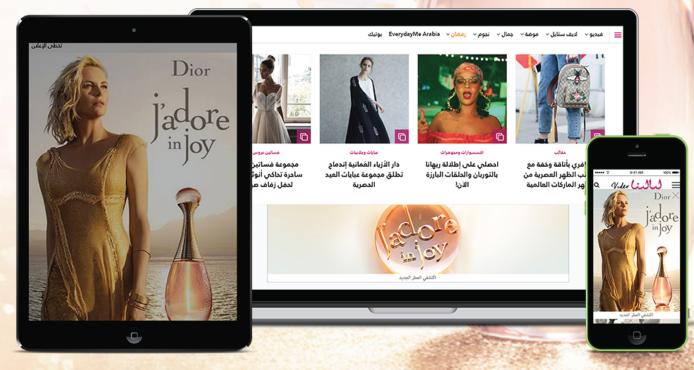
• United Arab Emirates, Saudi Arabia, Kuwait, Qatar and Bahrain.

Solution

- Launch Marketing Campaigns across Layalina site, focusing on Dior target audience in the GCC.
- Focus on high impact ad solutions, Video, Native and Homepage Takeover (Mobile Video Interstitial, Mobile Overlay, MPU, Billboard, Half page, Native and Mobile Anchor).
- Focus on **Content Marketing solution**, mainly creating articles and publishing them across
 Layalina site.
- Focus on **Social Media** in order to guarantee higher users' engagement. Using Facebook and Instagram Video Posts.

Results

- Achieved 11.74% CTR for the Overall campaign, delivered a total of 18,917 clicks and 161,194 impressions.
- Interstitial ads, achieved an average of 5.29% CTR.
- Social posts, Facebook Post Engagement: 104,283.
- Achieved **52,38%** average viewability for the overall campaign.



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