

# 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.

