

Chanel No.5 L'Eau

You know me and you don't

The luxurious fashion and design house of Chanel is launching **No.5 L'Eau**, a new addition to its legendary Chanel No.5 perfume collection.

Objective

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

Target Audience

- Chanel is targeting the classy, independent, free-spirited, YOUNG members of the elite. Women who are aged above 25 with high income, who want to appear youthful and fresh.

Markets

- United Arab Emirates, Saudi Arabia, and Kuwait.

Solution

- Launch **Marketing Campaigns** across 7awi most luxurious sites, Layalina and 3oud..
- Focus on **high impact ad solutions, Sites takeover and roadblock (HP+ Billboard)** plus Mobile Interstitial.

Results

- Achieved **3.86% CTR** for the Overall campaign, delivered a total of **18,329 clicks** and **474,614 impressions**.
- Interstitial ads, **achieved an average of 5.92% CTR**.
- Achieved **82.87%** average viewability for the overall campaign on Layalina.

