

VERSACE AUTUMN / WINTER

See the world through the eyes of Versace

About

Founded in 1978 in Milan, Gianni Versace SpA is one of the leading international fashion design houses and a symbol of Italian luxury world-wide. It designs, manufactures, distributes and retails fashion and lifestyle products including haute couture, prêt-à-porter, accessories, jewellery, watches, eyewear, fragrances, and home furnishings all bearing the distinctive Medusa logo. *

Objective

- Shed the light on VESACE Autumn/Winter 18-2017 Sunglasses collection.

Target Audience

- Versace is a fashion and lifestyle brand for contemporary men and women who love glamorous luxury and distinctive personal style.

Markets

- Saudi Arabia, United Arab Emirates.

Solution

- Launch **Advertising Campaigns** across Layalina site, focusing on Versace target audience in KSA and UAE.
- Focus on **high impact ad solutions**, Layalina Roadblock, Homepage Takeover (MPU,HP, BB) plus the Interstitial ad solution.

Results

- Achieved **1.51% CTR** for the Overall campaign, delivered a total of **1,687 clicks** and **111,537 impressions**.
- Mobile Interstitial ad, achieved a total of **4.26% CTR**.

