

FOREVER 21

About

Sharaf Group is a diversified business that has a growing presence in the middle east, Africa, the Indian subcontinent and Asia.

Forever 21, the most loved brand in the UAE at the heart of fashion, introducing the most up-to-date runway designs and trends to stores, with a steady stream of new pieces arriving every day to delight all but the most passionate fashionista.

Campaign Objective

To generate leads for the Forever 21 e-commerce website and spread awareness of the Eid Al Fitr special collection.

Target Audience

Fashion, Online shopping, clothes, woman clothes.

Markets

UAE, Oman, and Bahrain.

Solution

- Launched **SEO Articles** on Layalina website, to raise awareness about Eid Al Fitr new collection.
- Launched **standard and interstitial banners** on Layalina website.
- Launched **Snapchat Ad** across Layalina discover channel and generated leads so users can shop from Forever 21 E-commerce website.
- Lunched **Instagram post and story** on Layalina page to generated leads so users can shop from Forever 21 E-commerce website.
- Lunched **Facebook post and story** on Layalina page to generated leads so users can shop from Forever 21 e-commerce websites.

Results

SEO Articles

12K+

PV's

11K+

UPV's

Social Media Posts

82K+

Reach

107K+

Views

Snap Ad

31K+

Impressions

449

Swipe Ups

Ads

48K+

Impressions



Source:

- Google Analytics / Ad Manager.
- Meta – Facebook Ad Manager.
- Snapchat Ad Manager.