

BOTTEGA VENETA

About

Bottega Veneta is an Italian luxury fashion house based in Milan, Italy. Its product lines include ready-to-wear, handbags, shoes, accessories, and jewelry; and it licenses its name and branding to Coty, Inc. for fragrances.

Campaign Objective

Branding/awareness.

Target Audience

25-45 Females, Interested in Fashion accessories, Luxury goods, Travel, Modern art or Culture.

Markets

Kuwait market.

Solution

• Social Media Campaign on Layalina Privee Instagram: Carousel & Story.

Results

Instagram - Carousel

567K+

Reach

950K+

Impressions

3.6K+

Clicks

Instagram - Story

408K+

Reach

517K+

Impressions

2.8K+

Clicks

