



IQOS – Summer Promo

About

IQOS is a line of heated tobacco and electronic cigarette products manufactured by Philip Morris International. It was first introduced in November 2014 in Japan and Italy.

Most of the IQOS products are devices that heat tobacco without burning it.

Campaign Objective

To introduce IQOS device in new fresh colors and fresh detailed designs for the Summer.

Target Audience

Smokers looking to quit, Tech-Savvy consumers, smokers Interested in reduced harm, healthy lifestyle, and people who care about reducing their carbon footprint.

Markets

Kuwait.

Solution

• Launched Display ads on **Layalina Website**.

Results

Display Ads

204K+

Impressions

655K+

Clicks

77%

Viewability

