

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

Raise awareness of the special capsule to Bottega Veneta's existing and prospecting clients in the region.

Target Audience

25-60 years old affluent, fashion enthusiasts with interests in luxury retail, luxury travel, wellness, luxury restaurants, luxury dining, and luxury beauty products.

Markets

Kuwait market.

Solution

- Dark Social Campaign on Instagram:
 - Post and Post Carousel.
 - Story and Story Carousel.

Results

IG - Post

709K+ **1.4M+** **739**

Reach

Impressions

Clicks

IG - Post Carousel

686K+ **1.4M+** **965**

Reach

Impressions

Clicks

IG - Story

540K+ **827K+** **896**

Reach

Impressions

Clicks

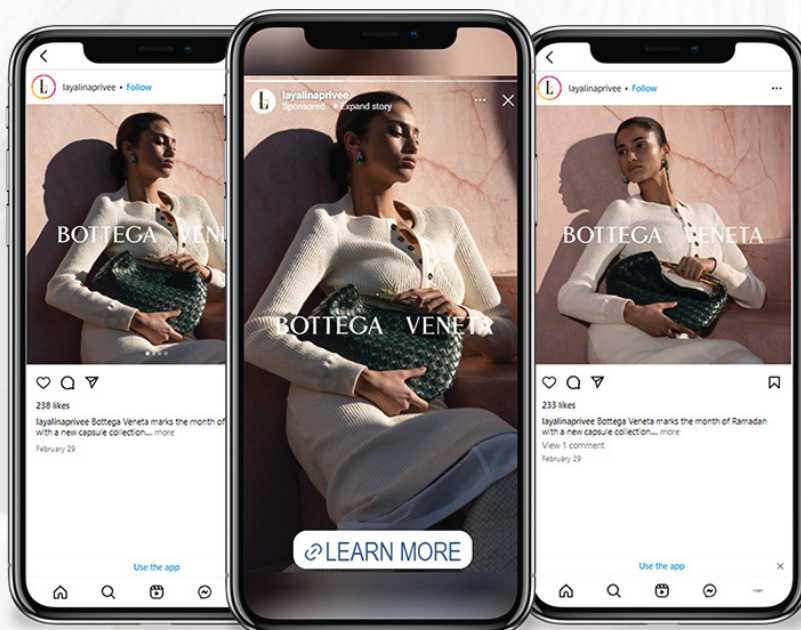
IG - Story Carousel

359K+ **720K+** **738**

Reach

Impressions

Clicks



Source:

• Meta – Facebook Ad Manager.