

PANDORA - Mother's Day Collection

About

PANDORA designs, manufactures and markets hand-finished and contemporary jewelry made from high-quality materials at affordable prices.

Objective

- Driving awareness for the new mother's day collection, and ultimately driving sales.

Target Audience

- Females who are interested in Jewelry and Fashion.

Markets

- UAE.

Solution

- Launched **Advertising Campaign** across Layalina, focusing on the new mother's day collection, and targeting audience in UAE.
- Launched **Snapchat Ad** on Layalina discover channel.
- Focus on **high impact ad solutions**: Interscroller and Inread formats.
- Launched **Social media posts** over Layalina's social media platforms (Facebook, and Instagram).
- Published an **article** on Layalina, in order to raise awareness about the mother's day collection.

Results

- Achieved **0.73% CTR** for the high impact ad solutions, delivered a total of 309 clicks and 42,183 impressions.
- Social posts achieved **59,458 post engagement**.
- Article achieved a total of **5,358 PV** and **4,740 UV**.

