

Burberry Her

Celebrating women today, and every day

About

One of the pillars of the current perfume line from Burberry, gets a new edition in the occasion of International Women's Day called **Burberry Her**. The fragrance is announced as the women's best choice for their special day.

Objective

- Driving awareness for the new product launch and ultimately driving sales.

Target Audience

- Females who are interested in luxurious products within Fashion, Makeup and beauty.

Markets

- United Arab Emirates, Saudi Arabia, Kuwait and Qatar.

Solution

- Launch **Marketing Campaigns** across Layalina site, focusing on Burberry target audience in the GCC.
- Focus on **high impact ad solutions**, **Layalina Homepage Takeover**, **Roadblock** (Desktop and Mobile) and **Interstitial ad format**.
- Focus on **Content Marketing solution**, mainly creating articles and publishing them across Layalina site.
- Focus on **Social Media** in order to guarantee higher users' engagement. Using Facebook and Instagram Posts.

Results

- Achieved **2.60% CTR** for the Overall campaign, delivered a total of **8,732 clicks** and **321,637 impressions**. *
- Burberry Her article achieved a total of **1,376 PV** and **1,237 UV**.

