

# Roberto Cavalli Florence

## New Fragrance

### About

Roberto Cavalli has launched Roberto Cavalli Florence as a modern chypre amber fragrance for women, inspired by the Tuscan countryside.

### Objective

- Raise awareness and create hype for the new product launch, ultimately drive sales.

### Target Audience

- Females in all ages +20, who are interested in luxurious products within fashion, makeup and beauty.

### Markets

- United Arab Emirates, Saudi Arabia and Kuwait.

### Solution

- Launch Awareness Marketing Campaigns across **Loyalina**, focusing on Roberto Cavalli target audience in the GCC.
- Focus on **high impact ad solutions, Hotspots along with roadblock solution** (multiple standard sizes plus interstitial)
- Focus on **Content Marketing solution**, mainly writing and publishing articles across Loyalina.

### Results

- Achieved **1.91% CTR** for the Overall campaign, delivered a total of **2,139 clicks** and **111,810 Impressions**.
- Interstitial ad, achieved **6.17% CTR**.

