

SUNNY RESULTS

CHALLENGE

How do you drive awareness for premium accessories from a luxury brand among your target audience?

SOLUTION

You give the users an engaging dual experience by pairing a high-fashion video with a carousel of synced accessories, allowing users to shop looks directly from the video. Effectiveness was measured through Research Now and it's safe to say the results shined so bright we need sunglasses!

MEASUREMENT PARTNER



Source: Research Now Study, Q2 2018, *Statistically Significant Difference at 90%

HOVER

9:41 elitedaily.com

class is the perfect date for couples who aren't afraid to get their grind on.

4. Ice Skating

For all the hopeless romantics out there, this one's for you. Spending V-Day on the ice with your SO can definitely set the stage for some serious romance.

5. A Staycation

The good news is that you don't have to shell out hundreds of dollars to enjoy a romantic weekend with your partner.

KARGO Surprising your partner with dinner. e. STUDIO 826 Expand

SHOPPABLE VIDEO

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New Shades of Style

Dark Brown Tortoise \$77.00

Shop Now

+4%
AIDED AWARENESS

+8%
AD RECALL