



**SUPPORTING A
COLLECTION
LAUNCH
THROUGH TIKTOK**

STOREIS.



ETRO

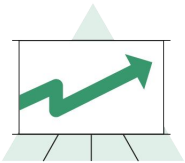
GOALS



Giving visibility to the launch of the **new Liquid Paisley capsule collection** through online advertising activities



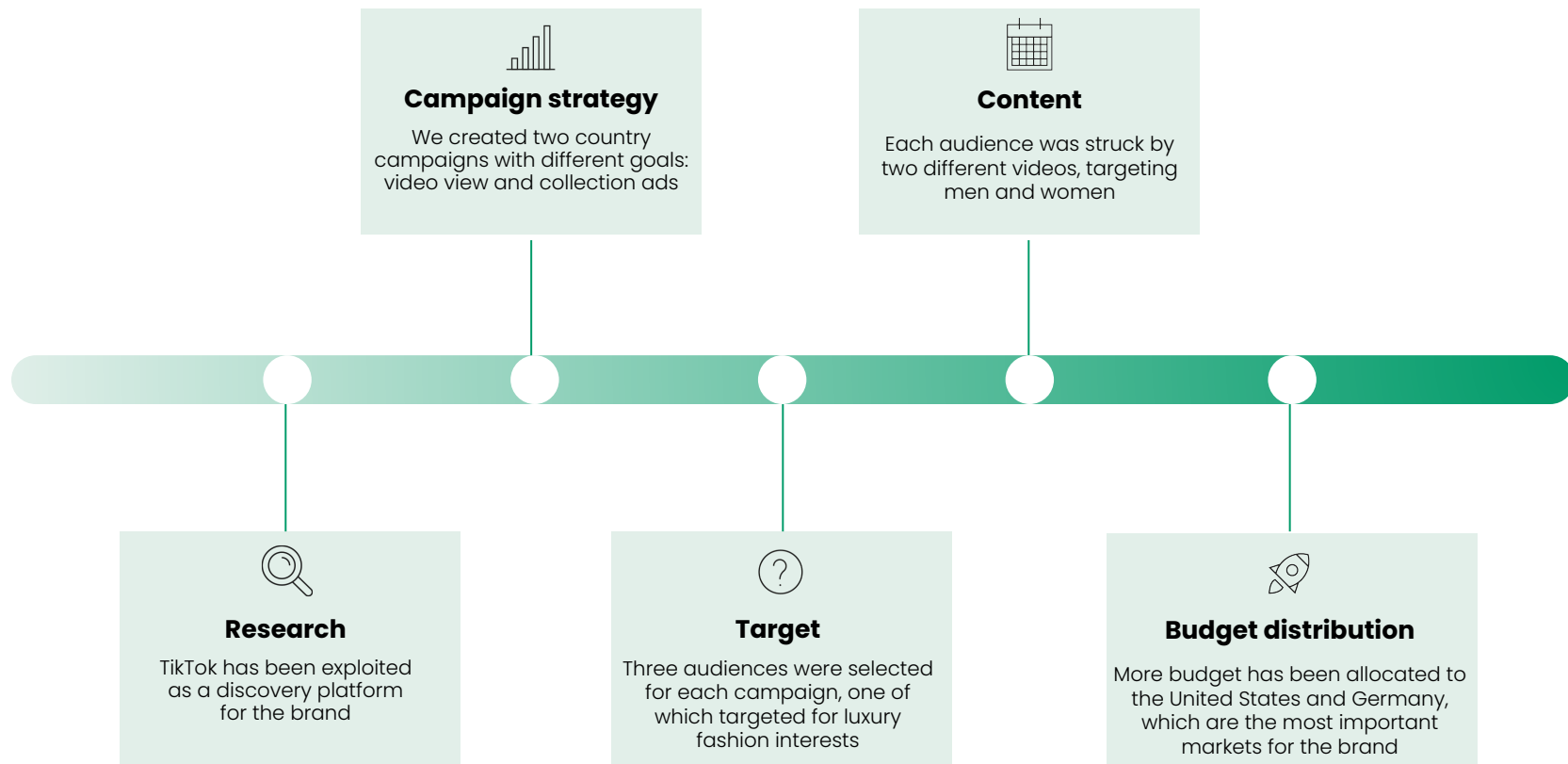
Improve **brand awareness** and **consideration** by working on the mid-to-upper funnel



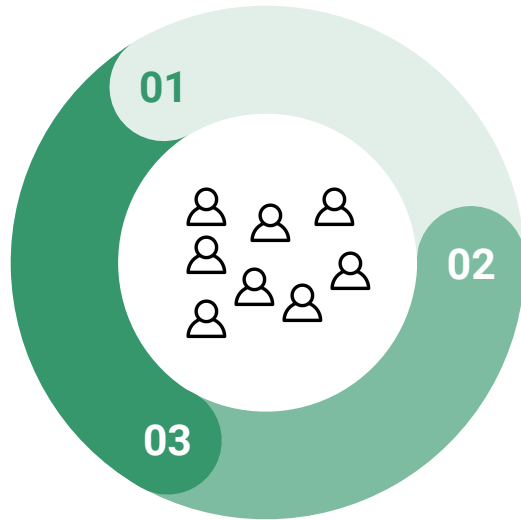
Test the **effectiveness of the TikTok platform** as an innovative channel for the Luxury Fashion World



OUR APPROACH



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1. Analysis

TikTok is one of the most interesting platforms for the Luxury Fashion world, in fact:

- **51% of users*** use this platform to discover something new or interesting related to luxury products
- **68% of luxury consumers*** agree that TikTok content has been able to inspire the purchase of certain brands or products

2. Strategy

Based on what emerged, two types of campaigns were activated from a **mid-to-upper funnel perspective**:

- **video views** to optimize the time spent
- **collection ads** to showcase the capsule products

3. Optimization

For each campaign, **three audiences** were created, two in acquisition and one in retargeting. Of these, one is linked to the interests of other luxury fashion brands. Finally, **two creatives** were activated for each audience, a man and a woman.

KEY WINS

GOALS

1 Giving visibility to the launch of the **new Liquid Paisley capsule collection** through online advertising activities



2 Improve **brand awareness** and **consideration** by working on the mid-to-upper funnel



3 Test the **effectiveness of the TikTok platform** as an innovative channel for the Luxury Fashion World



RESULTS

+40% of views

of the collection resulted in a click on the product

1.340 hours

total hours of content viewed by users interested in luxury fashion brands

- **27% lower CPM** than other social platforms
- **+100% average video play time** compared to other social platforms
- The percentage of **users who saw at least 75% of the video** (+126%) doubled the result obtained on other social platforms

**WANT TO
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