



Dior - Backstage GCC Malls

Beauty | Partner | GCC Countries | 2015 JUL

CAMPAIGN OBJECTIVES

GCC Malls was the follow up campaign for a UAE only campaign in January 2015. Create awareness for Dior Backstage brand activation at Sephora stores in premium malls in major GCC countries. Target audience defined as Arabic or English speaking. Tracking of secondary action rate (SAR) on landing page.

OUR SOLUTIONS

High precision geofences on targeted malls. Dior Backstage promotion at Sephora stores inside the following malls:

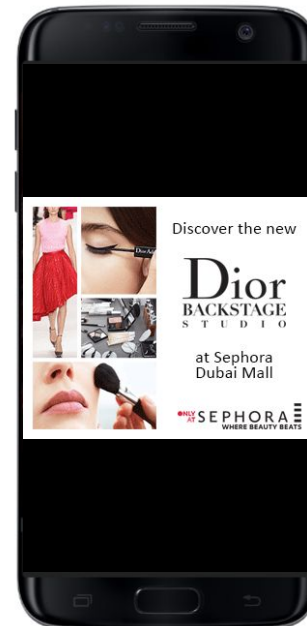
- The Dubai Mall, Dubai, UAE
- Oasis Mall, Dubai, UAE
- Red Sea Mall, Jeddah, Saudi Arabia
- The Avenues, Kuwait City, Kuwait
- The Villaggio Mall, Doha, Qatar

Static banners in Arabic and English language, targeting based on language settings of the phone.

YOUSE graphic designer and development team involved in the setup of mobile landing page for Dior Backstage establishing tracking mechanism for Secondary Action Rate on the page.

RESULTS

- strong 1.23% CTR.
- approx. 1Mio views/ Impressions during a 7 day long campaign.
- >30% Secondary Action Rate on Dior mobile landing page.



Beyond Location. Precise Audience

YOUSE