

CASE STUDY

ALTER EGO

PRIVATE ATELIER
LAUNCH

BRIEF

ITALIAN LUXURY BRAND, ALTER-EGO, WAS LAUNCHING IN AFRICA FOR THE FIRST TIME, WITH AN EXCLUSIVE PRIVATE ATELIER SITUATED IN ABUJA, NIGERIA.

CLIENT NEEDED TO CREATE AWARENESS FOR THE BRAND, ITS RELATED PRODUCTS AND THE NEW OFFICE BEING OPENED, PARTICULARLY TARGETING UPPER CLASS CONSUMERS WHO BUY LUXURY PRODUCTS

STRATEGY

- **ADOPT THE USE OF AESTHETICALLY PLEASING MULTIMEDIA CONTENT (IMAGES & VIDEOS) PRESENTED IN PREMIUM STORYTELLING FORMATS ON PLATFORMS VISITED BY THE TARGET AUDIENCE TO DRIVE AWARENESS AND INFLUENCE ACTION.**
- **AGENCY DEVELOPED AND EXECUTED A DIGITAL COMMUNICATION AND PROMOTIONAL STRATEGY TO RAISE BRAND AWARENESS AND ENGAGE THE TARGET AUDIENCE AROUND THE PERIOD OF LAUNCH.**

INNOVATION & CREATIVITY, IMPLEMENTATION & PRODUCTION

- CREATION AND MANAGEMENT OF NEW INSTAGRAM PAGE (@ALTEREGOBESPOKENG)
- CONCEPTUALIZATION, DESIGN AND COPYWRITING FOR UNIQUE MAGAZINE FORMAT OF INSTAGRAM PAGE
- GRAPHIC DESIGN AND CREATION OF ARTWORKS, INCLUDING VIDEO ADS.
- SET-UP, PROMOTION AND OPTIMIZATION OF DISPLAY BANNER ADS VIA GOOGLE ADWORDS TARGETING TOP NIGERIAN AND INTERNATIONAL NEWS SITES.
- SOCIAL MEDIA PROMOTION OF ALTER EGO PRIVATE ATELIER LAUNCH VIA CAREFULLY SELECTED, INFLUENTIAL SOCIAL MEDIA CHANNELS USING OFFICIAL HASHTAGS.
- PROMOTION OF INSTAGRAM PAGE AND ITS CONTENT FOR AUDIENCE VIEWS AND VISITS.

RESULTS

ONE NEW INSTAGRAM PAGE BUILT - @ALTEREGOBESPOKENG

- **90** PIECES OF CONTENT CREATED AND PUBLISHED ON INSTAGRAM PAGE: **83** ARTWORKS AND **7** VIDEOS.
- OVER **100 HIGH QUALITY** FOLLOWERS GAINED WITHIN 2 WEEKS OF PAGE LAUNCH, WITH OVER **50,000** PAGE VIEWS AND **190,000** USERS REACHED IN TOTAL.
- **2** SOCIAL MEDIA AND **11** TOP WEBSITES DISPLAY BANNER ADS WERE CREATED
- WEB ADS GAINED **1.4 MILLION** IMPRESSIONS AND **6,000** CLICKS, WHILE SOCIAL ADS REACHED **190,000** USERS AND VIDEOS HAD OVER **50,000** VIEWS

BUDGET AND COST EFFECTIVENESS

BUDGET CONFIDENTIAL