

SUCCESS STORY

Armani Jeans

An engaging way to get leads combining different ad formats

CLIENT

Armani Jeans is a bridge-line collection of denim-related clothing created in 1981 by the Italian fashion house Giorgio Armani .



OBJECTIVE

Awareness of the project and user engagement, creation of an international online community consisting of profiled users, in essence a CRM database.

STRATEGY

To support the launch of the Spring/Summer 2016 season, Armani Jeans decided to create an international communication project to boost the users' shopping experience: WeArmaniJeans.

The main goal of the campaign was to generate awareness about and engagement with the brand by directing users to Facebook posts, where they could perform a fun and engaging personality test on a specific website. This test would give back users one of 11 personality profiles, each correlating to one of the letters which make up the Armani brand name.

Each user who completed the test and shared the result on Facebook received a 20% discount on the purchase of a custom t-shirt imprinted with the initial letter of that personality profile. Additionally, each user had the chance to upload a picture that represented his/her personality type on the website's wall. The project was promoted on Facebook with both page post engagement links and multi-product formats in 14 countries throughout Europe, Asia, and the US. One campaign was built for each country using different language ads and creative A/B testing. Furthermore, Adglow tracked users' behavior using the Facebook Pixel.

The A/B creativity test helped the client excel with the best format in all the 14 countries. The many leads generated through the campaign could, additionally, be leveraged by the client in other CRM activities or targeted through other social advertising efforts.

Through this strategy, Adglow was able to achieve very significant engagement, awareness and lead results at very low costs.

