

# SUCCESS STORY

# EA7

Capturing the passion for fashion at the 2016 Rio Olympic Games

## CLIENT

Italian fashion house and sportswear brand Emporio Armani 7 were official outfitters of leisure wear for the Italian Olympic and Paralympic teams at the 2016 Rio Olympic Games.



## OBJECTIVE

Emporio Armani 7 wanted to maximise their sponsorship to increase brand awareness and reach audiences of the games over a period of 10 days.



## STRATEGY

Adglow worked with Emporio Armani 7 to develop a Twitter strategy which targeted active participants of the Rio Olympics conversations at peak times of engagement.

A promoted video tweet was targeted to users engaging in Rio Olympics discussions across France, Germany and the UK. Using ADAM, Adglow's proprietary social advertising technology, Adglow were able to monitor and optimize the campaign in real time.

