

SUCCESS STORY

Giorgio Armani

Using Facebook's ChatBot feature to promote Giorgio Armani



CLIENT

Giorgio Armani initiated an annual film project titled 'Films of City Frames' where student filmmakers from all around the world come together to create artistic short films built around the concept of Giorgio Armani's 'Frames of Life' Eyewear Collection.



OBJECTIVE

Giorgio Armani's goal for this campaign was to encourage a high volume of young attendees to visit a digital installation created by the brand at the South by Southwest Conference & Festival held in Austin, Texas and strengthen the brand awareness of the project.

The objective was to engage a younger demographic of users who would be interested in the digital industry and new technologies using innovative Facebook tools such as the ChatBot.

STRATEGY

Adglow worked with Giorgio Armani to develop one of the first Facebook Messenger ChatBot campaigns which invited spectators to explore a more engaging way of viewing the 'Films of City Frames'. When downloading the Giorgio Armani BOT, users could participate in a contest to win a pair of Giorgio Armani glasses from the brand's eyewear collection as well as exploring real-time event topics and accessing the online store. Adglow drove website traffic for the campaign with Facebook page post video and page post link campaigns. The campaign directed users to a Messenger ChatBot landing page which was Geo-Localized to key cities in the USA targeting audiences aged between 21-55 who were passionate about tech, music and culture, all of which were interests which aligned with the desired audience expected for the event.

