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Overlaying 3rd party data, we segmented Affluent Achievers which was a mix of professionally successful, luxury shoppers and high net worth individuals. Other segments included High End Brand Affinities, Competitors, and 1st party data from website pixels and Creed customer data.

Leveraging Father's Day as an opportunity to speak to both male and female consumers, the campaign was extended to a 10 week period where the average basket value from females drove nearly double that of males.

Creatively, it was key to ensure the brand's values and integrity offline and in-store were replicated across digital. Our creative team produced the Display assets and repurposed for Social.

Display media was accessed through Private Market Place across rigorous white lists alongside brand safety verification tools. In essence we created a premium Display environment.

As we are multi channel experts, the campaign was optimised across channel, format, creative and targeting segment.



Creed were looking to increase their UK digital marketing to drive ecommerce sales, and drive awareness across both males and females for the first time. The perfect time to achieve this was Father's Day.

We identified Display, Facebook and Instagram as the three key channels to balance the awareness and ROAS objectives.

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DISPLAY RESULTS //

85% more impressions than forecast, 36% of all purchase journeys started with Display.

FACEBOOK RESULTS //

Generated highest AOV for the campaign, exceeding revenue target by 16%. Increased Brand Page connections by 10%.

INSTAGRAM RESULTS //

Nearly double the estimated click through rate, and 3 times more engagement than Facebook. With our granular targeting and optimisation the campaign still hit the revenue target.

OVERALL RESULTS //



Reached **2.8** million uniques, of which **26%** were female



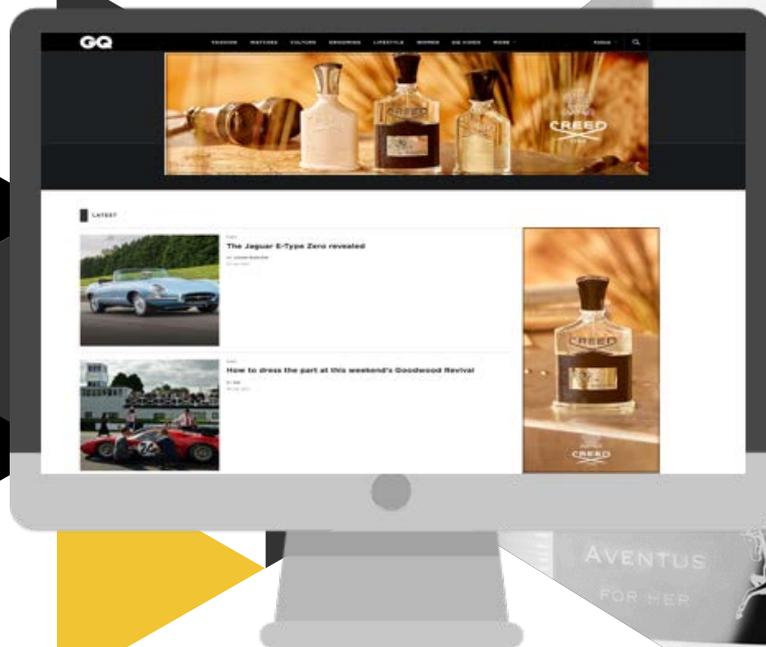
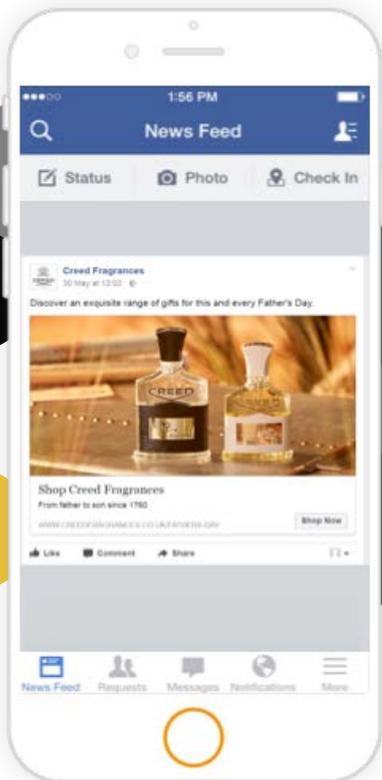
Cost per engagement across top performing segments of **£0.08**



62% of all revenue delivered by iPhone



61% of all prospecting (first touch point) revenue delivered from females



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