

LC Waikiki

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“The campaign was an effective step in boosting awareness of our new Bosphorus collection. The mobile-optimised video ads helped us reach our target audience in a fun and interesting way. The campaign created online and offline sales results, confirming the strong impact Facebook has on business metrics, in addition to the great engagement on our Facebook and Instagram communities. We were consistently supported by the Facebook team and their suggestions along the way.”

- Seçil Göker Aycan, Digital Communication Manager, LC Waikiki



increase in sales



increase in campaign awareness



increase in purchase consideration

LC Waikiki wanted to launch its new Bosphorus denim collection to a wider audience and boost sales for all its denim lines. It created a high-quality video ad campaign for Facebook and Instagram and targeted ads to harder-to-reach men aged 18–45. Between May 8–31, 2018, the company reached a total of 3.84 million people on Facebook and Instagram, and jeans sales significantly increased: 65% increase in sales compared to the pre-ad period, 7-point increase in ad recall, 7-point increase in campaign awareness, 8-point increase in purchase consideration.