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Case Study



GIVEAWAY TIME ✨
Win Cerruti 1881 elegance

ILG Group : Cerruti Accessories

Influencer Campaign for Luxury Fashion Brand – 2025 Collection Launch

ILG is the official distributor of licensed fashion accessories, with **Cerruti 1881** as one of its key brands for watches and lifestyle products.

Campaign Brief

- * Duration: 3 Months
- * Total Influencers: 5 (Saudi-based)
- * Objective: Build brand awareness and drive engagement for the launch of the brand's new 2025 season collection.
- * Influencer Criteria: Macro influencers with proven experience endorsing luxury brands, minimum 4% engagement rate.
- * Platform: Instagram
- * Genre: Fashion & Luxury Lifestyle

Objectives

1. **Create strong brand awareness** for the new collection within Saudi Arabia.
2. **Position the brand** as a go-to choice for luxury fashion enthusiasts.
3. **Drive engagement and aspirational storytelling** through influencer-led content.



Strategy:

- * **Influencer Selection:** Identified and onboarded 5 Saudi-based fashion influencers with a strong luxury presence and audience credibility.
- * **Content Approach:** Crafted a narrative showcasing the luxury shopping journey — from visiting the flagship store at Jeddah Park Jasmine Mall, to curating outfits, and finally styling them with the brand's watches & accessories.

Deliverables:

3 Instagram Videos per Influencer

- * Video 1: Store visit & browsing experience.
- * Video 2: Purchase moment – showcasing aspirational lifestyle.
- * Video 3: Full outfit styling with emphasis on watches & accessories.
- * Sequential Instagram Posting amplifying behind-the-scenes moments to build authenticity.



Campaign Statistics



1. **Reach:** 350k+ viewers across 3 months.
2. **Engagement:** Average influencer ER of 6.1% (above industry benchmark of 3%).
3. **Brand Uplift:** Positive sentiment captured in comments & DMs, highlighting collection exclusivity and store experience.
4. **Content Assets:** 15 high-quality videos + 30+ stories generated reusable content for the brand's own channels.

DO YOU HAVE ANY QUESTIONS?

Thank you

"for your support and trust in our brand. Your partnership is invaluable to us, and we look forward to continuing our journey together."