

SUNNY RESULTS



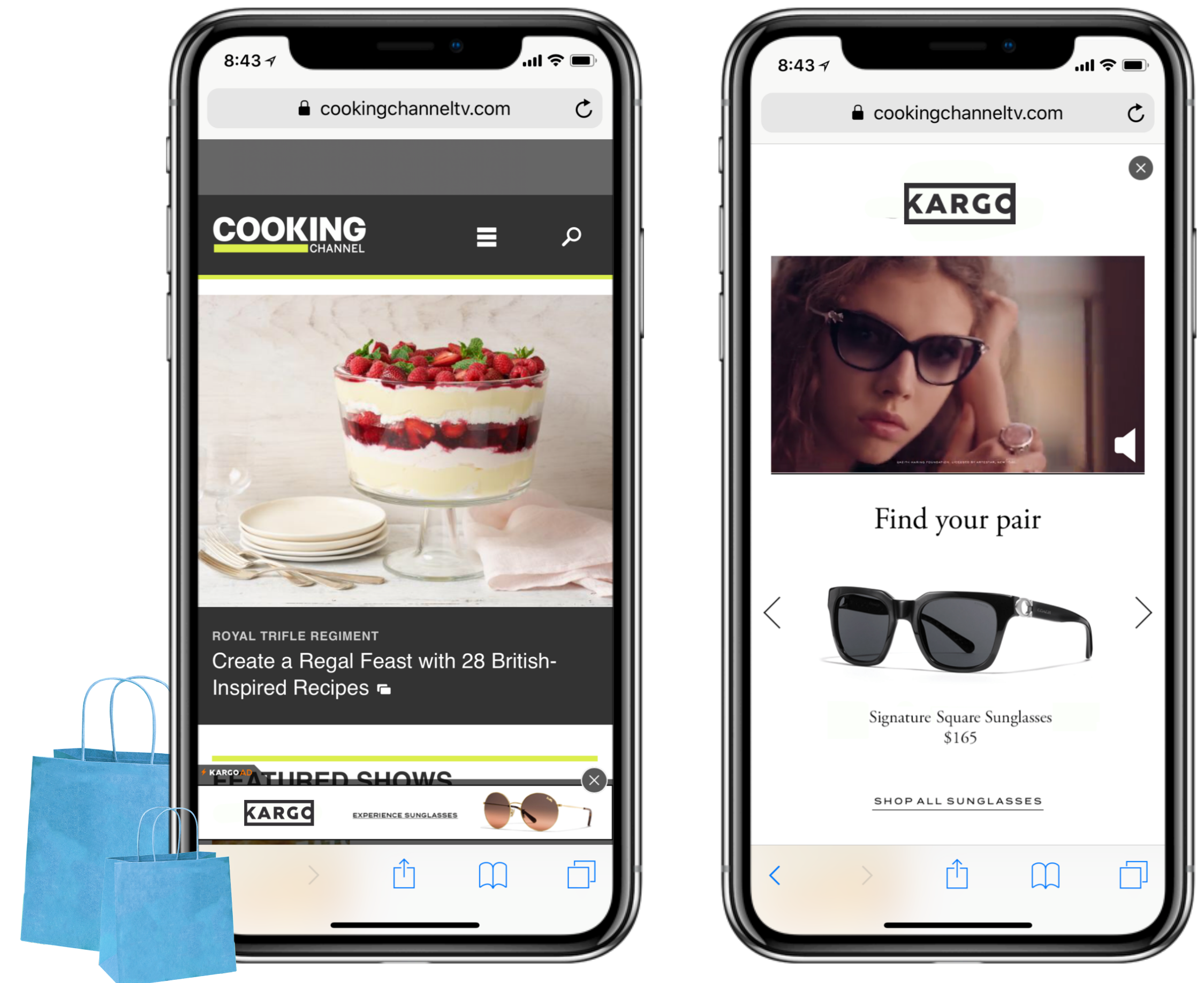
CHALLENGE

How do you drive awareness for premium accessories from a luxury brand among your target audience?

SOLUTION

You give the users an engaging dual experience by pairing a high-fashion video with a carousel of synced accessories, allowing users to shop looks directly from the video. Effectiveness was measured through Research Now and it's safe to say the results shined so bright we need sunglasses!

MEASUREMENT PARTNER



HOVER

SHOPPABLE VIDEO