

Display El Corte Inglés long tail collection to a specific target



CLIENT

StyleLovely, style, fashion and beauty blogs has one of the biggest communities of influencers in Spain. **StyleLovely** was used as a main channel to promote El Corte Inglés catalogue. El Corte Inglés with over 70 years of experience, is the biggest department store group in Europe and ranks fourth worldwide.



GOAL

The main objective of **StyleLovely** was to provide a very **specific target** (women 20-30 years with specific interest in fashion) with the **long tail** of the new collection of El Corte Inglés.

STRATEGY

El Corte Inglés long tail collection had to be promoted separately to reach and impact the right audience, in order to do so Adglow came up with an innovative strategy based on **influencers**. Adglow used **StyleLovely** national **bloggers** in order to promote posts, making sure El Corte Inglés **long tail** reached its target.

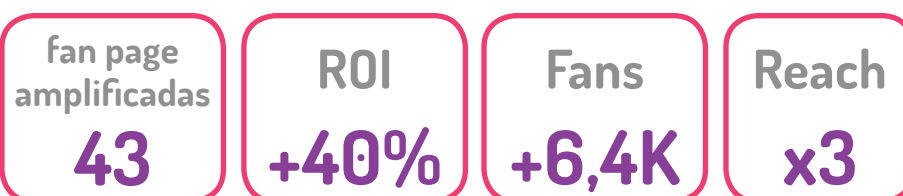
Adglow together with **StyleLovely** impacted the audience with different creativities and pitches from a wide range of diverse and very credible influencer's accounts in the fashion sector, with a large number of followers.

The success of this campaign was based on **StyleLovely** effective **coordination** between the different types of products and blogs; Adglow's active **optimization**, **advise** and **implementation**; not forgetting the **workflow coordination** between both, **StyleLovely** and Adglow.

The campaign Reach results significantly surpassed previous estimations done by Facebook, with very **competitive costs**.



RESULTS



“Thanks to Adglow’s team and tools, we have been able to simplify the work and optimize results. We have made up a powerful team, which now a days is demanded in any discipline: content strategy (StyleLovely) + social amplification (Adglow).”

Antonio Mañas de Orduña **CEO StyleLovely.com**