ALPHA INDUSTRIES

X

INTERTOP





OBJECTIVES

Popularize the Alfa Industries brand in Kazakhstan and attract new audiences

DECISION

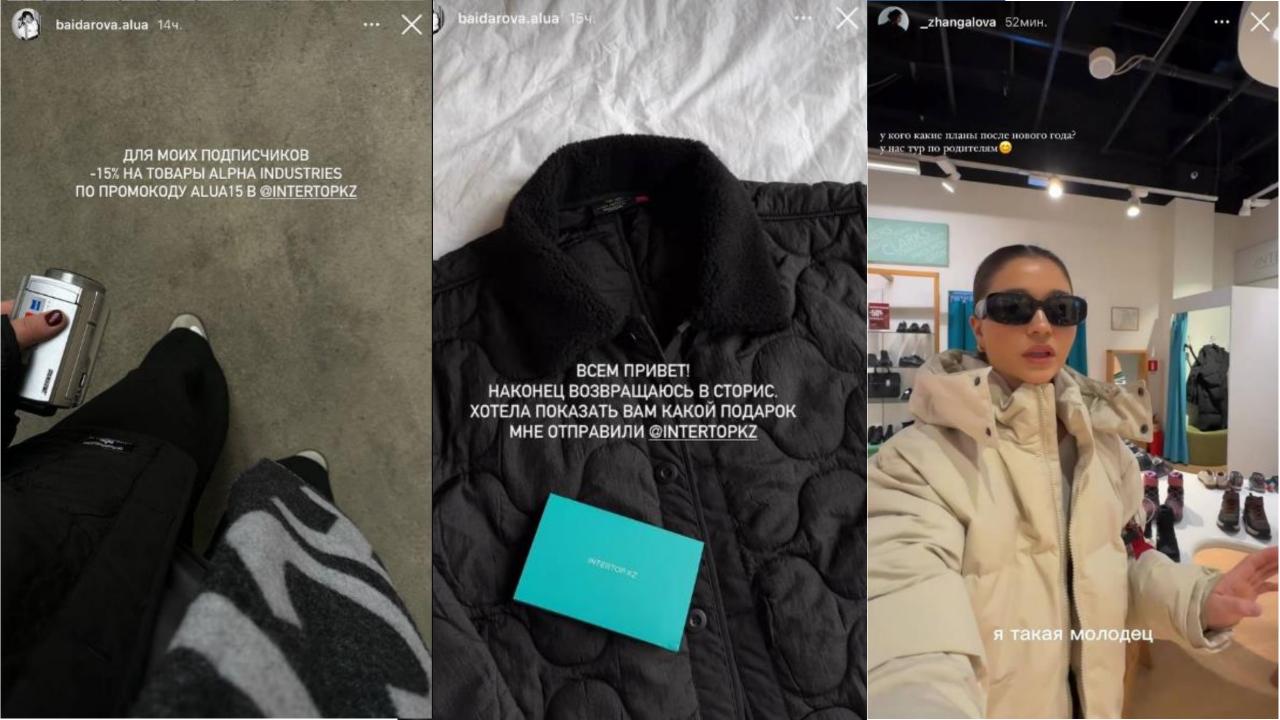
Conducting a seeding campaign with the involvement of local influencers

Launch promotion in all Digital channels

RESULTS

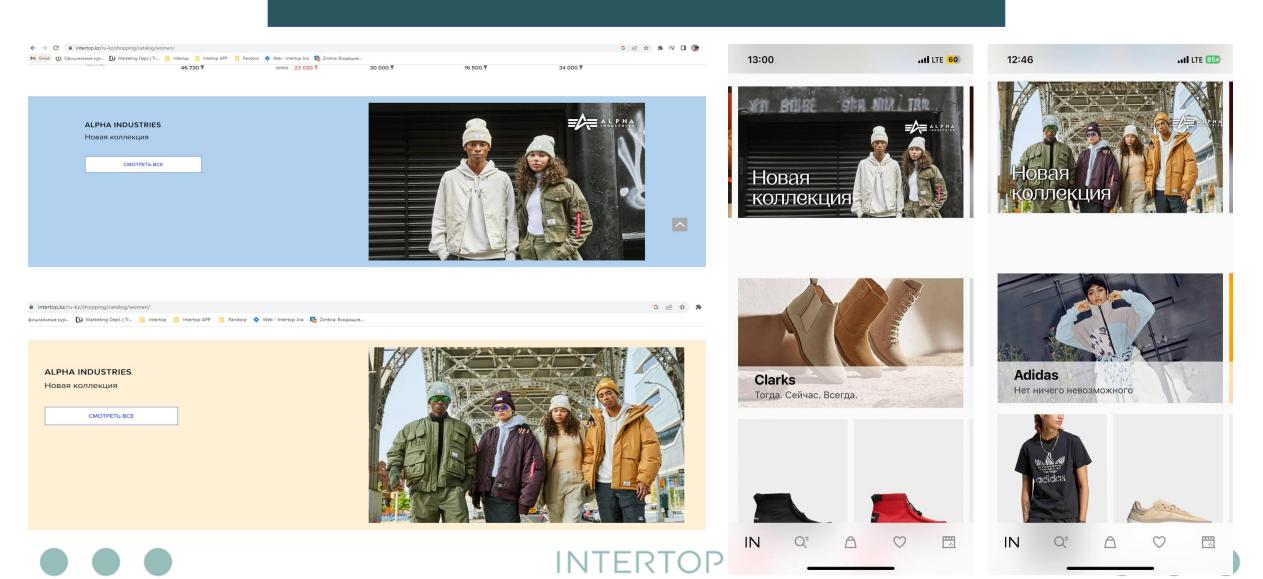
10 mln. impressions10 publications500 transactions74 ths. Sessions on web-site and mobile app INTERTOP



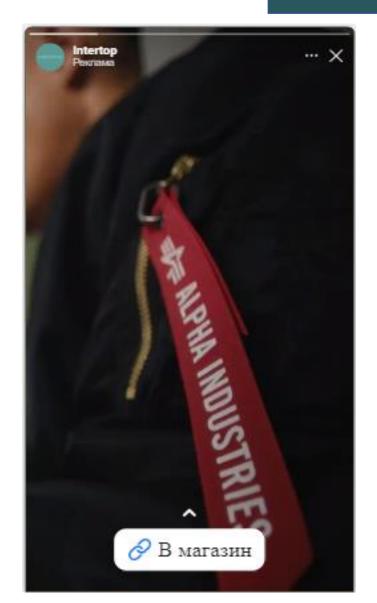




Banners (web and app)



Digital ads

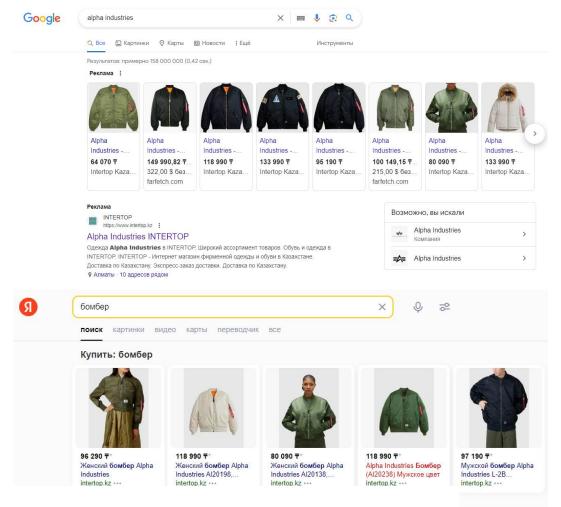


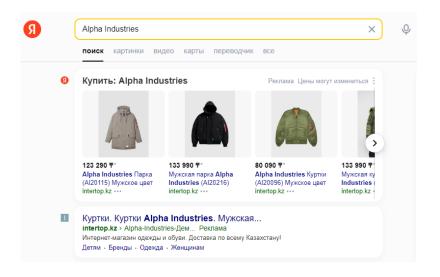






Digital ads



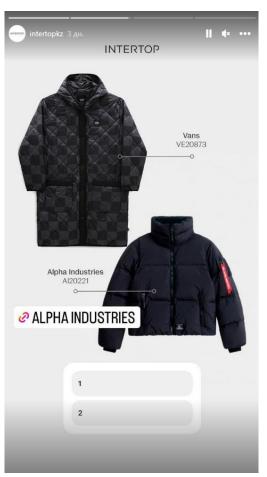


Alpha Industries шляпасын сатып алыңыз. INTERTOP-та аяқ киім мен киім. Алматы intertop.kz > Alpha-Ind... Реклама Intertop-тағы Alpha Industries аяқ киімдері мен киімдері. Қоңырау шал! · Ыңғайлы онлайн сауда · Қазақстан бойынша жеткізу · Тұрақты жеңілдіктер



Stories





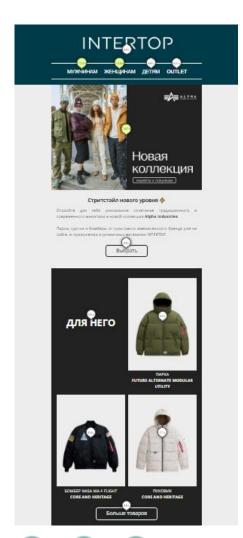


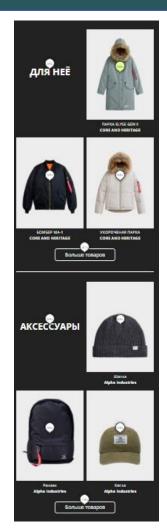


Brand's products in picks in stories (mixed with other brands as an example how to style for the fall season)



Others







Adding a brand to the Highlights section (website)











LET'S GROW TOGETHER