



Andria's World

CASE STUDY

Andria's World is a women's wear fashion retailer/wholesaler in Nigeria, with stores in strategic locations. Andria's World had dominated the fashion retail scene offline in Nigeria and having just ventured into the digital revolution, had seen the possibilities of a strong online presence. Andria's World needed to tap into the online market to explore the glaring opportunities it held.



RDM PROPOSITION

To structure a digital campaign to generate awareness, engage the target, and generate leads which would eventually convert to sales.

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RESULTS & OBSERVATIONS

Weekly impressions of 200,000 per banner with a consistently high interaction/lead generation rate

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Sales reached an average of 5 customers per week

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Our work also led to referrals from this client

We particularly loved her reaction when she saw one of her banner ads

“WOW!!!!...THE BANNER IS SO BEAUTIFUL OMG”

