

FOSSIL - BRANDED REELS (GET READY WITH ME)

OBJECTIVE

Fossil wanted to promote their key accessories range of bags, watches & jewellery.

SOLUTION & IMPLEMENTATION

Pinkvilla arranged for a series of 3 reels with renowned influencers where they showed how they chose the accessories from Fossil that matched their outfits. Pinkvilla also executed immersive articles for Fossil to showcase their collection while giving a rich reading experience to the reader.

The video was amplified across Pinkvilla platforms, and social media.

VIEWS - 1.2 Mn

REACH - 1.2 Mn

READS - 307K

Immersive Article:

<https://www.pinkvilla.com/fossil>

