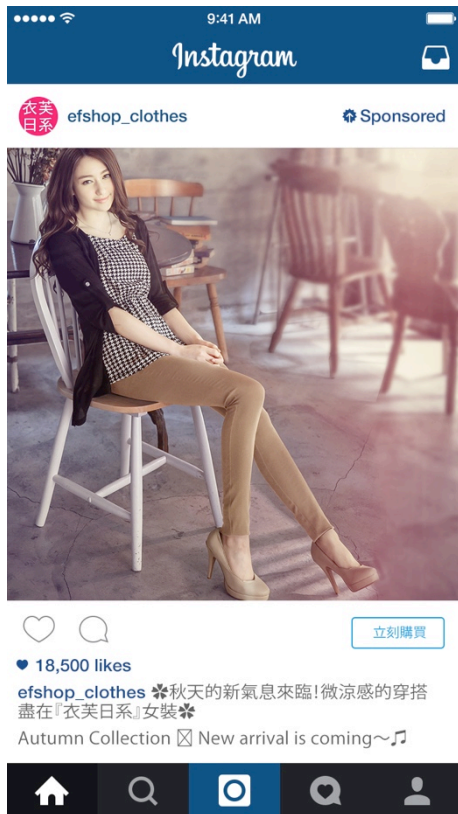




# Styling Taiwan, One Tap At A Time

The online fashion retailer shared a series of beautifully styled photo ads to build brand awareness and drive interest in its new Autumn/Winter collection.



lift in ad recall



lift in campaign awareness



increase in website traffic

## STORY

### Online only

EF Shop is Taiwan's leading online fashion retailer with a passion for selling locally manufactured, high-quality and affordable clothing women love.

## GOAL

### Fashion first

EF Shop wanted to distinguish itself within the highly competitive Taiwanese online fashion industry. While it already appeals to 25 to 35-year-old women, it wanted to increase brand awareness and generate demand among millennials, to drive traffic to its website.

## SOLUTION

### Savvy shopping

With a strong mobile-first site, EF Shop wanted a visual marketing solution that could spotlight both its high-quality products and great mobile experience.

Over three weeks in September, it shared four Instagram photo ads featuring its new Autumn/Winter collection. Fashionably modeled and styled using a soft color palette and filter, the picturesque imagery captured the interest of fashion conscious Instagrammers, appealing to the brand's millennial target audience.

Using the call-to-action button "Shop Now", interested shoppers could navigate straight to the EF Shop mobile site to make a purchase. In the short campaign period, EF Shop saw a 10% increase in website traffic as well as a 29-point lift in ad recall and 4-point lift in campaign awareness.

“ Our younger target audience spends a lot of time on Instagram looking for fashion inspiration. By partnering with Instagram, we have not only increased brand awareness, but also motivated people to take action and buy our products. ”

Harry Chen  
CEO  
EF Shop