



Eyewear Since 1956

Clever creative and respect for the Instagram community helped this iconic eyewear manufacturer place its new product front of mind amongst a targeted millennial and maturing millennial audience with tailor-made creative.



lift in ad recall



lift in campaign awareness



million people reached

STORY

Authority in eyewear

Carrera has been creating sunglasses that perfectly balance style with performance for over 50-years. In September, it continued to innovate as one of Italy's premium launch partners for the rollout of Instagram advertising.

GOAL

New sunglasses for a new generation

Carrera wanted to raise awareness of its interchangeable sunglass frames amongst millennial and maturing millennial audiences. With the new Carrera Interchangeable you can change sunglasses frames according to your style.

“

Instagram allowed us to reach our core target audience and drive significant lift in our main branding KPIs. Accordingly, we leveraged Instagram's visual language, using video and carousel format, to implement creative for our new Carrera Interchangeable campaign. For us it has been crucial to develop content specifically tailored for Instagram. We don't want to just advertise, we want to be human and fit people's everyday life to leverage the full Instagram potential.

Massimo Pozzetti
General Manager
Carrera

”

SOLUTION

Change is easy

Carrera is the eyewear brand for people who have a drive and passion for life, and the company wanted this to be the driving philosophy behind its first Instagram campaign. At the same time the main objective was to advertise the new Carrera Interchangeable.

Working with Facebook, Mindshare and Italian creative agency, Mutado, Carrera used video and carousel ad formats to create compelling stories that showcased not only its product, but also the lifestyle and sense of restless adventure that accompanies it.

Taking inspiration from the Instagram community, Carrera told vibrant stories over a three week campaign, that put the brand into context for customers and showcased the lifestyle behind the product. This attention to detail yielded phenomenal results including a 41pt uplift in ad recall and an 11pt lift in campaign awareness, making this one of the strongest campaigns on Instagram in Europe to date.