

## CASE STUDY

# Luxury Retail

## 1-part Sponsor Content

### THE TASK

Generate awareness and engagement surrounding the brand's latest collection of luxury timepieces as well as heralding the arrival of a celebrity brand ambassador.

- Engagement – via average time spent
- Awareness – via page views

### THE STRATEGY

The Globe partnered with the brand to create a visually-compelling sponsor content article with custom design that dug into the history, relevance and reputation of the brand and the product, highlighting its overarching impact on the industry. The article also featured the celebrity brand ambassador, building up the hype around the latest collection.

### THE RESULT

The campaign surpassed all key sponsor content benchmarks – resulting in strong engagement from the target audience as demonstrated by an over-delivery against time spent and page view benchmarks.

Incredibly strong CTR on brand media further solidifies the value and relevance of the Globe and Globe Alliance high-value and high-net worth audience in driving results for those in the luxury retail space. The heritage-focused approach to the content showcased the importance of effectively positioning luxury brands to The Globe's coveted audience.



**2X**

page view  
delivery

Overachieved  
projected page  
view commitment

**1.5X**

Average time  
spent

Surpassed sponsor  
content time spent  
benchmark

**9.13%**

Brand surround  
CTR

Surpassed brand  
surround CTR  
benchmark