

MARCO TOZZI collection with Guido Maria Kretschmer stands out with an innovative campaign by Invibes

Context and Challenge

MARCO TOZZI, one of the biggest brands from the renowned Wortmann Group, has collaborated with passionate designer Guido Maria Kretschmer for the 2022 spring/summer and wedding collections. Invibes helped draw attention to Guido's latest shoe collection, **MARCO TOZZI by Guido Maria Kretschmer**, and **MARCO TOZZI** shoes in general, by launching their first collaborative campaign.

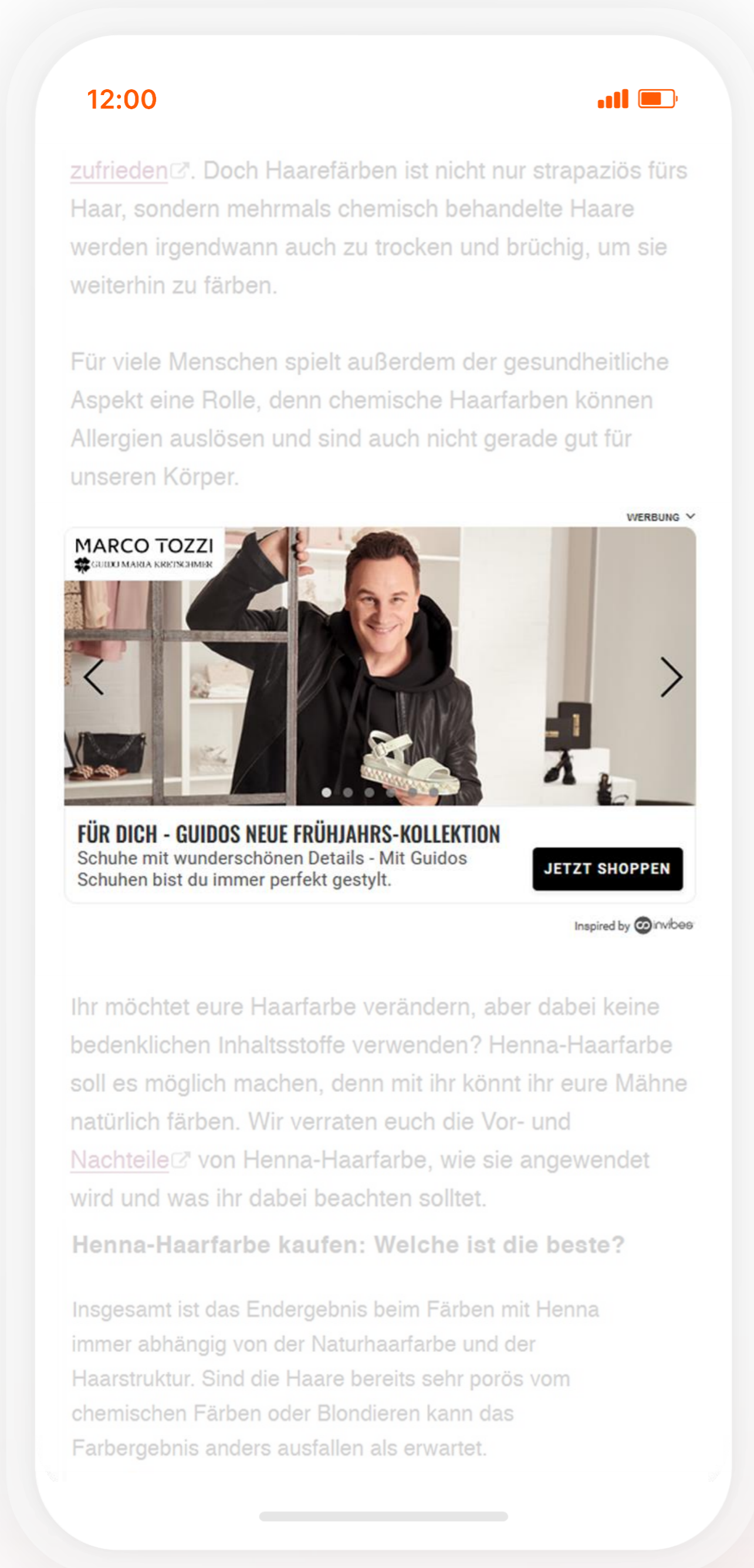
Following the launch of the elegant collection, **MARCO TOZZI** and Crossmedia wanted to take the same approach with their digital campaign and commissioned Invibes to promote their products.

Invibes' solution

To generate interest in the **MARCO TOZZI** by Guido Maria Kretschmer spring/summer and wedding collections, as well as **MARCO TOZZI** shoes, Invibes ran three different Invibes Swipe in-feed ads.

Each ad featured a carousel photo gallery of the new collection, which allowed users to actively scroll through the ad. The spring/summer and wedding collections ads also featured photos of Guido Maria Kretschmer with some of his new designs. This interactive carousel ad increased brand engagement and allowed users to view the products and the designer himself.

The campaign was broadcast throughout Germany from March 21st to April 24th, 2022.

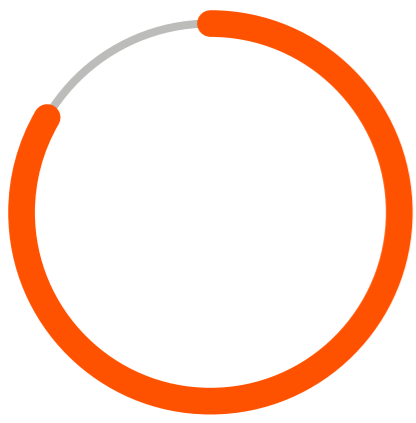


Results

Thanks to the innovative format developed by Invibes, the ads performed excellently.

The digital campaign recorded an average viewability of 81%, which is well above the 65-70% initially expected by the client. In addition, the achieved engagement rate of 2.23% also exceeded the original expectations of 0.25-1.5%.

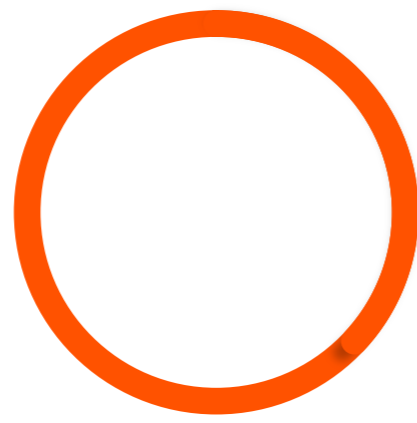
Invibes' interactive **swipe** format was the ideal ad style to capture users' interest and raise awareness of MARCO TOZZI and Guido Maria Kretschmer's shoe collections.



81%

Viewability

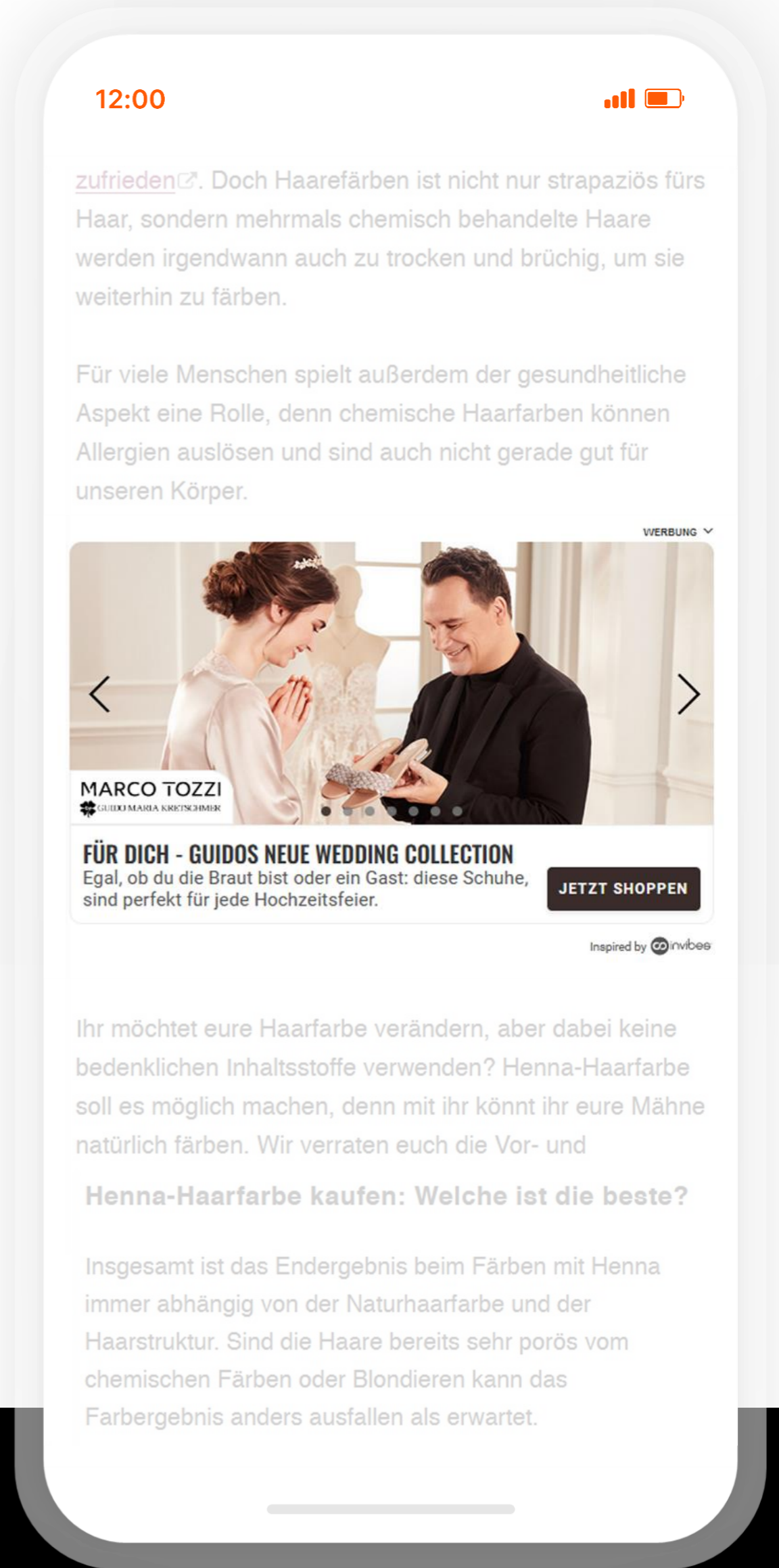
vs. expected 65-70%



2.23%

Engagement Rate

vs. expected 0.25-1.5%



“ Our collaboration with Invibes was exactly what we had in mind. Their knowledge and intuition of the digital advertising market is hard to beat, and we were always impressed by their professionalism and efficiency. Invibes' swipe format was the perfect way to showcase our new collections and successfully introduce them to a wider audience. ”

Vanessa Christina Schäfers

Head of Marketing & E-Commerce, Marco Tozzi

“ I'm thrilled that MARCO TOZZI's campaign was once again able to prove the effectiveness of Invibes In-Feed formats and achieve such great results. We couldn't be any prouder to work with such a brand. I'm happy that our team was able to exceed their expectations and increase awareness of the new collections. ”

Alex Oeschger

COO, Invibes Advertising



in-feed your brand