

FABLETICS

CASE STUDY



**MOBILE
MEDIA**

CAMPAIGN SUMMARY

JOINING FORCES WITH KHLOÉ KARDASHIAN, FABLETICS LAUNCHED THEIR NEW PRODUCT LINE WITH EDGE DIGIVANS.

Fabletics took advantage of a bespoke campaign plan to activate competitor targeting within a 20-minute walk – whilst capturing PR photography at London landmarks.

As standard, Edge Digivans booked with us have 100% share of voice, allowing for full motion copy or static imagery. Whatever you want, we can do it.





311M+

FOLLOWERS

1,500+

ENGAGEMENTS

28%

SALES STORE
INCREASE

FABLETICS



21st-25th Aug

MOBILE MEDIA

THANK YOU