

DISCOUNTED SUNGLASSES

PRODUCT REVIEWS



THE PROJECT

This designer sunglasses retailer is challenged with proving the authenticity of its products in a market that is rife with counterfeit goods. We suggested partnering with a selection of influential fashion bloggers for a series of product reviews that would boost brand awareness and, crucially, increase trust in the brand.

We partnered with 18 menswear and womenswear bloggers, gifting them sunglasses from six of Discounted Sunglasses' key product ranges such as RayBan.

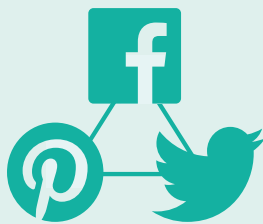
This campaign also had a significant and positive effect on the brand's SEO thanks to the natural and high-quality links that were generated.

THE AIM

To improve brand trust and increase search rankings for key product ranges in the run up to the peak summer season.

THE RESULTS

The campaign resulted in an influx of positive brand mentions online, both on the blogs and social media, and an impressive increase in organic search visibility.



OVER 1 MILLION

Combined social reach
of the influencers we worked with



45%

Increase in page value



10

Position search ranking
improvement



60%

Increase in Domain
Authority



47%

Increase in organic traffic