



# Why is Alain Delon Publishing His Very Own Online Magazine?

case study

# About the Company

Alain Delon is a well-known French artist and businessman. In the 1960s, he was an outstanding actor much beloved particularly by female audiences. This is one of the reasons why he launched a fashion business in the 1970s. His name has become a successful brand of men's fashion, perfumes, watches, and others. The company is based in Geneva, Switzerland.





# Making Offline and Online Work Together



One of the company's biggest challenges is transferring the brick and mortar store experience to the online space and vice versa. Synergy of the two worlds is the key. Both channels must work together to create a unique omnichannel experience. This fashion brand believes that high-quality interesting content is one of the ways to achieve the goal.



# Implementation

The RIESENIA.com digital agency manages the online presence of the Alain Delon brand in Slovakia. Since 2015, they have been publishing an online lifestyle magazine, whose mission is to appeal, inform, and inspire. Each theme must be carefully prepared, so a plenty of time is allowed for creating the content. The journey is the goal: what matters is not only successful campaigns, but also a long-term continuous effort invested in the content and the brand.



# Distribution



Great content deserves great distribution to reach as many people as possible. Direct traffic was however not high enough. That's where paid channels come in to bring the same quality traffic on the site. The goal was to attract as many new visitors as possible.





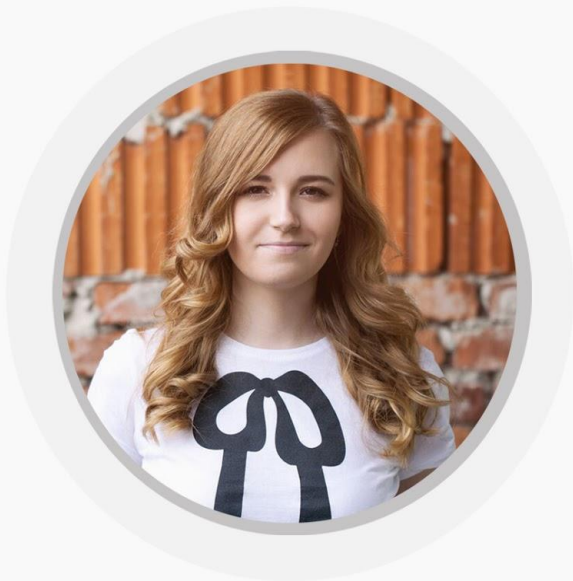
# Distribution



article	time on site		% of new unique visitors
	Strossle	Direct	Strossle
The journey of leather	3:59	3:01	93,58 %
How to survive summer in the city	3:31	2:50	92,87 %
How to tie a tie	3:05	2:03	88,29 %
How to dress up for your wedding	3:52	5:15	91,73 %
The story of the shirt	3:52	4:04	93,95 %
Style guide: How to pack a suit	3:42	5:06	88,82 %

This is where Strossle lent its expertise. Strossle directed to the magazine readers of Slovak online media right at the moment when they were in the reading mood. The result was time spent on site similar to that of the viewers who visited the magazine directly. Thanks to capping 1, which means that the ad stops displaying after the first click, the average number of unique visitors was more than 90%.





“Communication and campaign implementation was smooth, fast, and effective. We appreciated the ease of setting up a campaign and monitoring the results as they were coming in. Strossle reached similar results as direct visitors,” said Lenka Káčerová, PR & Content Specialist, RIESENIA.com.



*Lenka Káčerová, PR & Content specialist, RIESENIA.com*