

# CAF

CENTRAL ASIA FASHION

SPRING-2026

*More than  
just an exhibition!*

MEDIA | SMM REPORT



# MEDIA | SMM REPORT

## CAF Spring-2026



To promote the upcoming exhibition, an extensive advertising campaign was carried out. Press releases were widely distributed across leading media outlets, resulting in publications in major publications and highlighting the significance of the event.

Social media platforms were also actively utilised: posts attracted a broad audience, generated strong interest in the exhibition, and enhanced its presence in the information space.

Following the exhibition, publications covering its results were organised, which helped maintain audience interest and emphasised the success of the event in both media and social networks.

### Brief analytics:

- MEDIA - **74** publications were released, including POST and PRO campaigns, as well as **21** announcement placements with information partners.

- SMM - Within targeted advertising campaigns, reach exceeded **17 million new users.**

Total views: **over 15 million views.**

In addition, a promotional publication was on one of the leading portals **tengrinews.kz,** with a reach of **over 1 million users.**

The event was also covered by well-known bloggers and influencers, including:

- Yana Bobryka / blogger, influencer.
  - Botagoz Aldongarova / blogger, executive Director of KFW
  - Nadezhda Stepanova / Fashion blogger
- and others.

# MEDIA Statistics CAF Spring-2026

## Accreditation

23 MEDIA



## E-mail campaigns

6 email campaigns  
to a MEDIA database of 253 contacts

Videos on the official YouTube channels of  
CAF

## Specialized groups of journalists on social media and WhatsApp

2 Facebook groups (6,000 members)  
2 WhatsApp groups (2,000 members)

# MEDIA audience reach CAF Spring-2026

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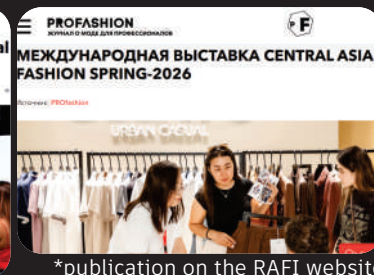
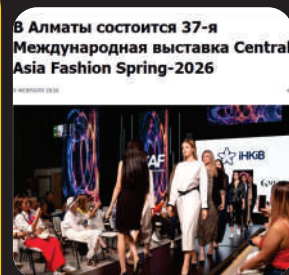


## Pre-campaign Media

9 banners

38 publications

21 information partners (announcement placements)



\*publication on the RAFI website

# MEDIA audience reach CAF Spring-2026

MEDIA-REPORT



## Post-campaign Media

30 publications in Kazakhstani  
and international MEDIA



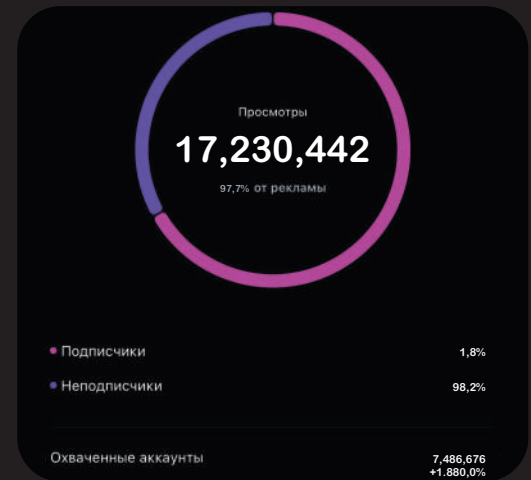
\*frame from a video broadcast on International Channel 1

## SMM статистика CAF Spring-2026

As part of targeted advertising, the reach increased by over **17 mln.** new users

### INSTAGRAM

Ahead of the exhibition this season, a comprehensive digital marketing campaign was conducted, significantly increasing reach and improving brand awareness of the profile



# SMM Statistics CAF Spring-2026

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## Pre-campaign SMM

Publication on one of the leading portals,  
**tengrinews.kz**

