

CAF

CENTRAL ASIA FASHION



ELITELINE

supported by
euro shoes
premiere collection

CENTRAL ASIA FASHION & ELITE LINE AUTUMN-2025

MEDIA | SMM REPORT



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CAF Autumn-2025 & ELITE LINE 2025



As part of the promotional campaign for the upcoming exhibition, extensive work was carried out. Prepared press releases were distributed to leading media outlets, which enabled productive collaboration and ensured coverage in a number of reputable publications, highlighting the significance of the event. SMM channels were also actively utilized: social media posts attracted a wide audience, generating strong interest in the exhibition and enhancing its presence in the information space.

Brief Analytics:

- Media: A total of **77** publications were released as part of the POST and PRO campaigns, including **28** announcements published by media partners.
- SMM - As a result of targeted advertising, the reach increased **by over 226,000** new users. The total number of views exceeded **1.2 million**.

An advertorial was also published on one of the leading platforms, almaty.today, with a reach **of over 900,000** subscribers.

A teaser promotional video (Reels) was launched on the tengrinewskz platform, reaching an audience of approximately **2.4 million** subscribers.

Our event was covered by well-known bloggers and influencers:

- Zhazira Kuzerbayeva @zhazira_kuzerbaeva_
 - Sevil Amangeldiyeva @sevillekz
 - Linara Ablaeva @lalina linna
- and others.

MEDIA Statistics CAF Autumn-2025 & ELITE LINE 2025

Accreditation

21 Media

Email campaigns

7 email campaigns
to a MEDIA database of **162** contacts

Videos on the official YouTube channels of
CAF and ELITE LINE

Specialized groups of journalists on social media and WhatsApp

2 Facebook groups (5,000 members)
2 WhatsApp groups (1,300 members)



MEDIA audience reach CAF Autumn-2025 & ELITE LINE 2025

MEDIA-REPORT

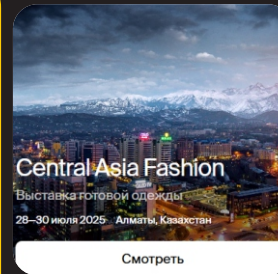


Pre-campaign Media

16 banners

37 publications

28 information partners (announcement placements)



*publication on the RAFI website

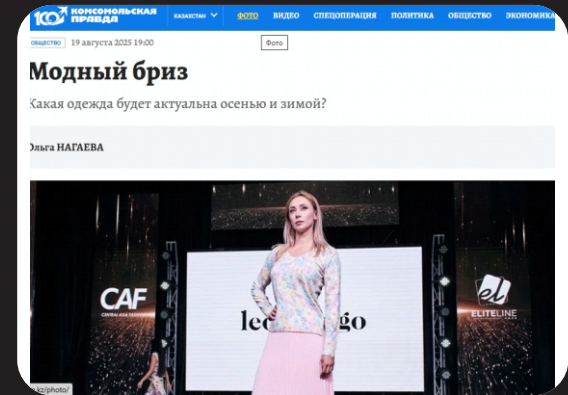
MEDIA audience reach CAF Autumn-2025 & ELITE LINE 2025

MEDIA-REPORT



Post-campaign Media

24 publications in Kazakhstani
and international MEDIA



*publication in «Komsomolskaya Pravda Kazakhstan»

SMM MEDIA reach CAF Autumn-2025 & ELITE LINE 2025

MEDIA-REPORT



Pre-campaign SMM

- Bloggers / Influencers / Experts
- Partners / Participants / Visitors

posts / reels mentioning CAF & Elite Line - **17**

stories mentioning CAF & Elite Line - **82**

Post-campaign SMM

- Bloggers / Influencers / Experts
- Partners / Participants / Visitors

posts / reels mentioning CAF & Elite Line - **42**

stories mentioning CAF & Elite Line - **211**

SMM Statistics CAF Autumn-2025

As part of targeted advertising, the reach increased by over **947,000** new users

INSTAGRAM

- stories mentioning CAF - **156**
- posts and reels mentioning CAF - **36**

3,739,706

Просмотры

70,7% от рекламы

9,8%
Подписчики



90,2%
Неподписчик
и

Охваченные аккаунты

947,913
+61,9%



SMM Statistics CAF Autumn-2025

As part of targeted advertising, the reach increased by over **226,000** new users

INSTAGRAM

- stories mentioning CAF - **36**
- posts and reels mentioning CAF - **9**

1,284,915

Просмотры

76,3% от рекламы

14,8%

Подписчики



85,2%

Неподписчик
и

Охваченные аккаунты

226,747
+2 205,7%



SMM Statistics ELITE LINE 2025

As part of targeted advertising, the reach increased by over **81,000** new users

INSTAGRAM

- stories mentioning Elite Line - **55**
- posts and reels mentioning Elite Line - **7**

203,999

Просмотры

88,8% от рекламы



Охваченные аккаунты

81,471
-62,3%

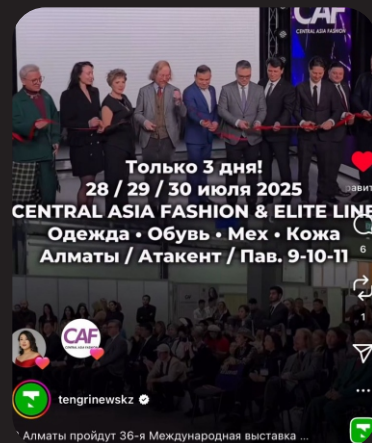


SMM Statistics ELITE LINE 2025

As part of targeted advertising, the reach increased by over **81,000** new users

INSTAGRAM

- stories mentioning Elite Line - **46**
- posts and reels mentioning Elite Line - **8**



To view the full version of the MEDIA Report
CAF & ELITE LINE 2025, please follow the link:

<https://cloud.mail.ru/public/tiMY/haUzrUgNt>