

CAF

CENTRAL ASIA FASHION



ELITELINE

supported by
euro shoes
premiere collection

CENTRAL ASIA FASHION & ELITE LINE AUTUMN-2026

MEDIA | SMM REPORT



MEDIA | SMM REPORT

CAF Autumn-2026 & ELITE LINE 2026



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 **62** publications were released as part of the POST and PRO campaigns, including **26** announcements published by media partners.
- SMM: As part of the targeted advertising campaign, reach increased to **over 1.7 million** new users. The total number of views **exceeded 7 million**.

Additionally, a sponsored post was published on one of the leading news portals, **tengrinews.kz**. The teaser video in Reels format generated significant audience reach, reaching **approximately 900,000 users**.

Our event was attended by several prominent media personalities and influencers, including:

- Nail Baikuchukov — @naiyl
- Alisa Mezentseva — @mezentseva.alice
- Aiday Issayeva — @aiday_issayeva and others.

MEDIA Statistics CAF Autumn-2026 & ELITE LINE 2026

Accreditation

21 Media

Email campaigns

7 email campaigns
to a MEDIA database of **248** contacts

Videos on the official YouTube channels of
CAF and ELITE LINE

Specialized groups of journalists on social media and WhatsApp

2 Facebook groups (6,000 members)
4 Messaging groups (2,000 members)



MEDIA audience reach CAF Autumn-2026 & ELITE LINE 2026

MEDIA-REPORT



Pre-campaign Media

6 banners

32 publications

26 information partners (announcement placements)



*publication on the Centralmedia24.kz website

MEDIA audience reach CAF Autumn-2026 & ELITE LINE 2026

MEDIA-REPORT



Post-campaign Media

24 publications in Kazakhstan
and international MEDIA



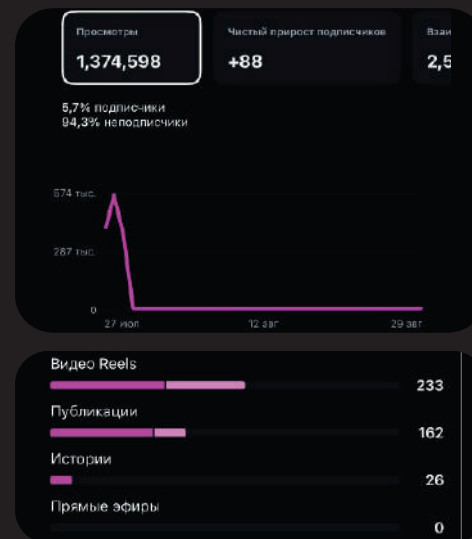
*publication on the website of the national newspaper «Время»

SMM Statistics CAF Autumn-2026

Following the publication of the posts,
the reach among new audiences exceeded
1.3 million people

INSTAGRAM

- stories mentioning CAF - 26
- posts and reels mentioning CAF - 395



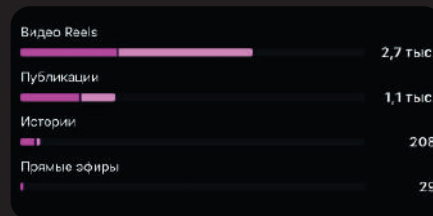
SMM Statistics CAF Autumn-2026

As part of the targeted advertising campaign, reach increased to more than **1.7 million** new audience members.

The total number of views exceeded **7 million**.

INSTAGRAM

- stories mentioning CAF - **208**
- posts and reels mentioning CAF - **more than 3,000**
- live broadcasts CAF - **29**

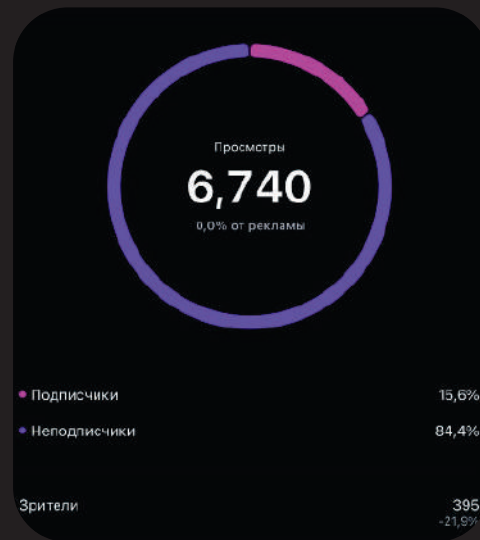


SMM Statistics ELITE LINE 2026

Following the publication of the posts,
the reach among new audiences exceeded
6,000 people

INSTAGRAM

- stories mentioning Elite Line - **13**
- posts and reels mentioning Elite Line - **174**

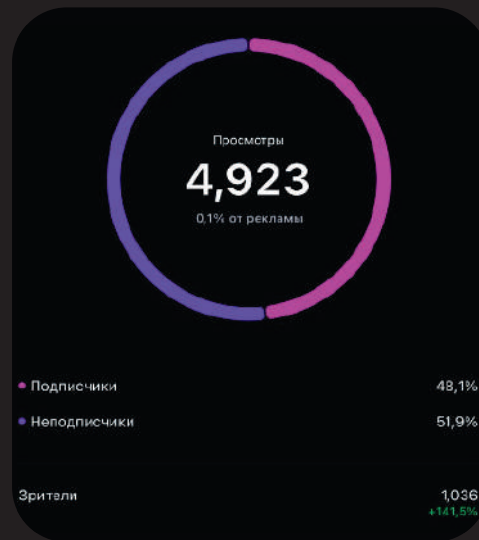


SMM Statistics ELITE LINE 2026

As part of the targeted advertising campaign, reach increased by more than **4,900** new audience members.
The total number of views exceeded **1,000**.

INSTAGRAM

- stories mentioning Elite Line - **9**
- posts and reels mentioning Elite Line - **81**



The Spring 2027 season of the International Fashion Exhibition CAF Spring-2027 will take place on March 14–16.

The Autumn 2027 exhibition season, CAF Autumn-2027 & ELITE LINE 2027, will be held on July 25–27.

See you again soon!