

CAF

CENTRAL ASIA FASHION

CENTRAL ASIA FASHION SPRING-2025

MEDIA | SMM REPORT



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CAF SPRING-2025



Extensive work was undertaken to promote the forthcoming exhibition. Prepared press releases were sent to leading media, which helped to establish productive interaction and secure publications in a number of authoritative publications, emphasising the importance of the event.

SMM's channels were also actively used: publications on social networks attracted the attention of a wide audience, generating a lot of interest in the exhibition and strengthening its presence in the information space.

Brief analysis:

- Media - **57** publications, POST and PRE campaigns were published and **24** announcements were placed with information partners.

- SMM - Targeted advertising increased reach to **286 thousand** new visitors.

Total number of views - over **1.2 million**

There was also an advertising publication in one of the leading portals Almatytoday, which reached more than **890 thousand** subscribers.

An announcement advertorial (rils) was launched on TengriNews - the audience reach was around **2.3 million** subscribers.

Our event was covered by prominent bloggers / influencers:

- Saltanat Ibrayeva @saltanat_ibrayeva
 - Madi Bekdair @madi bekdair
 - Alexey Chzhen @alexey.chzhen
- and others.

MEDIA-STATISTICS

CAF SPRING-2025



2

Accreditation

of 18 MEDIA OUTLETS



E-mail newsletter

6 mailings
to 138 media addresses in the database

Specialised groups of journalists on social networks and Whats App

2 groups on Facebook (5000 participants)
3 groups on Whats App (1300 participants)

MEDIA-COVERAGE CAF SPRING-2025

MEDIA-REPORT

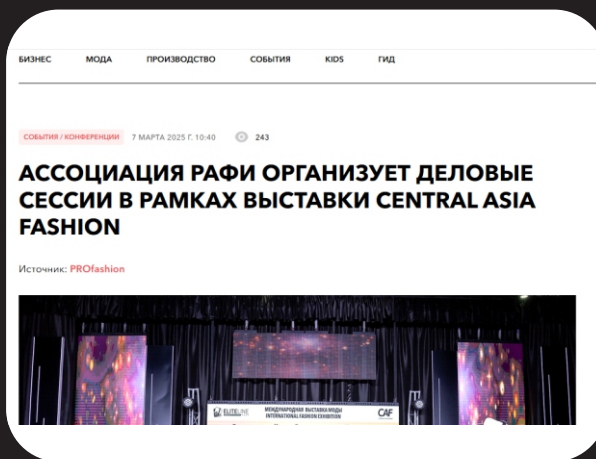


Pre-campaign Media

Media coverage **3** banners

31 publications

24 media partners (placement of announcements)



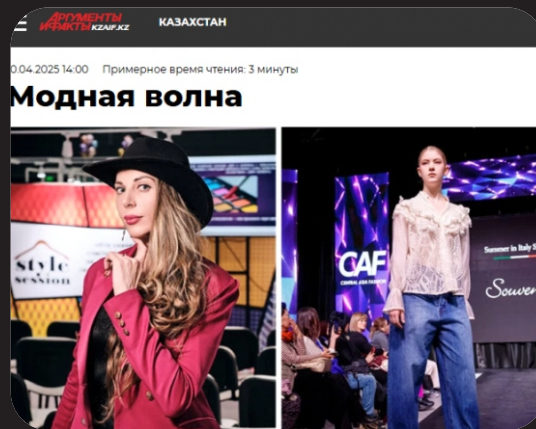
MEDIA-COVERAGE CAF SPRING-2025

MEDIA-REPORT



Post-campaign Media

23 publications in Kazakhstani and
International media



MEDIA COVERAGE SMM CAF SPRING-2025

MEDIA-REPORT



Pre-campaign SMM

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

posts and reels mentioning CAF - **8**

stories mentioning CAF - **37**

Post-campaign SMM

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

posts and reels mentioning CAF - **40**

stories mentioning CAF - **166**

SMM CAF SPRING-2025 STATISTICS

Targeted advertising increased reach to
286 000 new audiences

INSTAGRAM

- stories mentioning CAF - **166**
- posts and reels mentioning CAF - **40**

1,284,915

Просмотры

76,3% от рекламы

14,8%
Подписчики



85,2%
Неподписчик
и

Охваченные аккаунты

226,747
+2 205,7%



SMM CAF SPRING-2025 STATISTICS

Targeted advertising increased reach to more than **1 200 000** new audiences

INSTAGRAM

- stories mentioning CAF - **37**
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TO READ THE FULL CAF SPRING-2025
MEDIA REPORT, PLEASE FOLLOW THE LINK:

<https://cloud.mail.ru/public/eCTx/pNqbSxHZa>