

Case study



LEGEND*

Legend London Remarketing and retargeting to raise brand awareness

Legend London was born in 2017 to provide men who work out with comfortable jeans.

Explainer

Working with agency **CRKLR**, Legend London turned to TikTok to raise **brand awareness** and drive **product sales** through **clever remarketing** and **retargeting campaigns**.

Solution

By partnering with creators sourced from various marketplaces, the brand leveraged trends such as **challenges, music, and themes**, as well as **Spark Ads**, and **TikTok Shop** via Shopify.

Products used

Collection Ads

Spark Ads

Hashtag targeting

TikTok for Business



Key results

90.5

decrease in cpa

600%

increase in reach

6%

conversion rate



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