

## LEGEND\*

## Legend London Remarketing and retargeting to raise brand awareness

<u>Legend London</u> 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

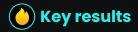
By partnering with creators sourced from various marketplaces, the brand leveraged trends such as **challenges**, **music**, and **themes**, as well as **Spark Ads**, and **TikTok Shop** via Shopify.

**Products used** 

**Collection Ads** 

**Spark Ads** 

**Hashtag targeting** 





decrease in cpa



increase in reach



