

HUAWEI MateBook X Pro

About

Founded in 1987, Huawei is a leading global provider of information and communications technology (ICT) infrastructure and smart devices. *

Objective

Promote the launch of the Huawei MateBook X, raising awareness about its features.

Target Audience

Females and males across KSA.

Markets

KSA.

Solution

- Ran a **competition** in cooperation with 7awi for few days, leveraging Layalina social media channels (Facebook, Twitter, and Instagram) and announcing 1 winner.
- Launched **5 Editorial snaps** on **Layalina, Ra2ej, and Sa2eh** discover channels.
- Published **articles** on Layalina and AlQiyady, in order to raise awareness about the new product.

Results

Editorial Snap

+11.2M

Topsnap Views

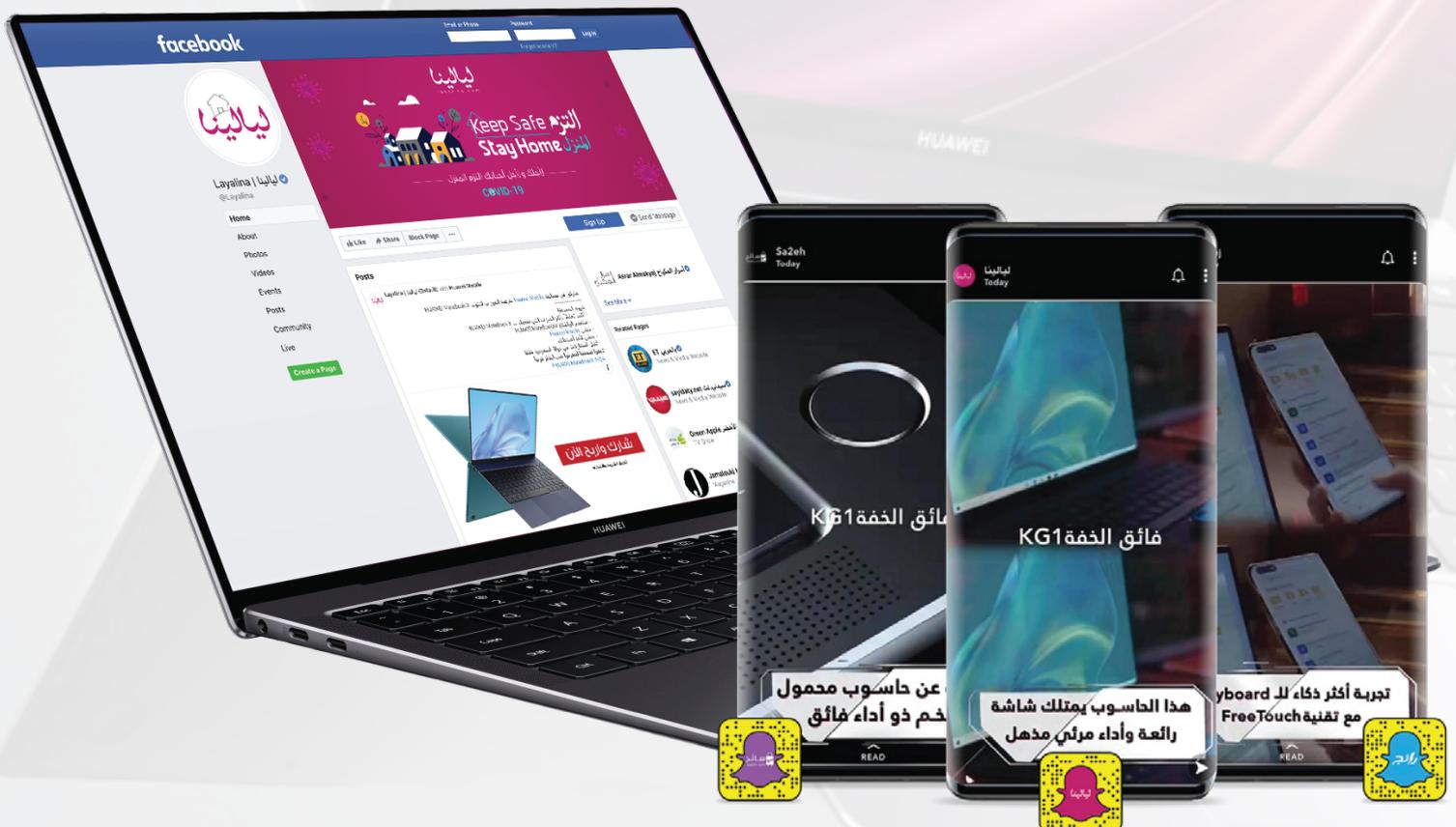
+9.8M

Unique Viewers

Social Media - Competition

+14K

Post Engagement



Source:

- <https://www.huawei.com/en/corporate-information>
- Google analytics.
- Snapchat, Facebook, Twitter, and Instagram.