

oppo

About

OPPO is one of the world's leading smart device manufacturing and innovating companies, which was established in 2004 and managed to expand their global footprint to over 40 countries and regions.

Objective

Driving awareness about OPPO's latest product (OPPO Reno4) and generate customer interest toward the same.

Target Audience

Tech consumers, who are looking for innovative smartphones with accessible prices.

Markets

Middle East and North Africa.

Deliverables

- Launched **Editorial Articles and Press Releases** on **OPPO section** on Layalina and Alqiyady, in order to raise awareness about the latest product.
- Launched **Social Media Posts and Stories** in order to guarantee higher users' engagement. Mainly using Facebook, Instagram and Twitter platforms to target Layalina and Alqiyady social media users.
- Ran a **Competition** on Layalina and Alqiyady social media platforms, and announced 4 winners.
- Launched **Advertising Campaigns** on OPPO section, focusing on OPPO target audience in the MENA region.
- Launched an **Editorial Snap** on Layalina Snapchat discover channel, driving awareness about the latest product.

Results

Editorial Articles

+47K

Page Views

+43K

Unique Page Views

Editorial Snap

+818K

Topsnap Views

+742K

Unique Viewers

Social Media Posts

+500K

Post Engagement

Competition Posts

+70K

Post Engagement

