

Bath & Body Works®

About

For over 20 years, we've created the scents that make you smile. Whether you're shopping for fragrant body care or a 3-wick candle, we have hundreds of quality products perfect for treating yourself or someone else. *

Objective

Driving awareness for Dahlia new fragrance, the perfect gift for Mother's Day, and ultimately driving sales.

Target Audience

Females across GCC.

Markets

GCC.

Solution

- Published **SEO article** on Layalina **Gift Guide section**, in order to raise awareness about Dahlia new fragrance.
- Launched an **Editorial snap** on Layalina discover channel.
- Launched **Advertising Campaign** across Layalina, focusing on Dahlia new fragrance, and targeting audience in GCC.
- Launched **Social media posts** over Layalina social media platforms (Facebook, Tiktok, and Instagram).

Results

Editorial Snap

+697K

Topsnap Views

+636K

Unique Viewers

Advertising Campaign

4.2%

CTR

+3.6K

Clicks

+86K

Impressions

Article

+14K

PV

+11K

UV

Social Media Post

+43K

Post Engagement



Source:

- <https://www.bathandbodyworks.com.sa/en/our-story/>
- Google Ad Manager, Google analytics.
- Snapchat, Facebook, Tiktok, and Instagram.

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