

# new PLAN developments

## About

New Plan Developments is a shareholding company that has delivered Five outstanding projects, including Serrano, Atika, Eleven, Tonino Lamborghini, ÉCLAT. With a modern, unique perspective on enriching lifestyles, the firm takes pride in its success through a proven track record of inspirationally dynamic communities. \*

## Campaign Objective

Driving awareness for New Plan Developments projects.

## Target Audience

Females and males across Egypt.

## Markets

Egypt.

## Solution

- Published SEO article on Layalina, in order to raise awareness about New Plan Developments projects.
- Launched the Ramadan Imsakieh (Logo Sponsorship) on Layalina.
- Launched Advertising Campaign across Layalina, targeting audience in Egypt.
- Launched Social media post over Layalina Facebook.
- Social Media Coverage (Logo Placement on some of Layalina Facebook Video Posts during Ramadan).

## Results

### Social Media Coverage

**+33M**

Reach

**+15.8M**

Views

### Advertising Campaign

**0.84%**

CTR

**+67.9K**

Clicks

**+8M**

Impressions

### Facebook Posts

**+48K**

Engagement

