



## About

Pepsi has been bringing fun and refreshment to consumers for over 100 years. Pepsi-Cola has grown to become one of the best known, most loved products throughout the world. Today, the company continues to innovate, creating new products, new flavors and new packages in varying shapes and sizes to meet the growing demand for convenience and healthier choices.

## Objective

- Promote the launch of the new Pepsi Black, and ultimately drive sales.

## Target Audience

- Young adults 20-17s across the GCC.

## Markets

- GCC.

## Solution

- Launched **Snapchat Ad** and 3 **Editorial snaps** on Layalina discover channel.
- Launched an **Advertising Campaign** across Layalina, using one of the most innovative **rich media solutions** (mobile and desktop Skin), and targeting the related audience in GCC.
- Launched **Social media posts** across Layalina social media platforms (Facebook, Instagram, and Tiktok).
- **Live coverage** for the launch event across Layalina social media platforms (Facebook, Instagram, and YouTube).
- Published articles across 7awi network, in order to raise awareness about the new product.

## Results

- Achieved **8.29% CTR** for the **Skin format**, delivered a total of 8,295 clicks and 100,005 impressions.
- **Editorial Snap** achieved **2,937,093 Topsnap views**, and **2,401,070 Unique views**.
- **Facebook posts** achieved **101,921 post engagement**, and **Facebook live** achieved **134,643 post engagement**.
- Articles achieved a total of **10,477 PV** and **9,648 UV**.

