

always

About

Always pads are made of safe and reliable materials that give you the ultimate protection and comfort without sacrificing your health or safety. Always pads have been trusted by millions of women since our founding in 1983. Always has been championing girls' and women's confidence for more than 35 years through puberty & confidence education, providing access to period products and driving societal change #LikeAGirl.

Objective

- Promote the launch of the first sanitary pad in the region that responds to the feedback of Arab women and satisfies their needs, and ultimately drive sales.

Target Audience

- Arab women across KSA and Kuwait.

Markets

- KSA and Kuwait.

Solution

- Launched **Snapchat Ad** and **3 Editorial snaps** on Layalina discover channel.
- Launched **Social media posts** across Layalina social media platforms (Facebook and Instagram).
- Published **articles** on Layalina, in order to raise awareness about the new product.

Results

- **Editorial Snaps** achieved **2,485,225 Topsnap views**, and **2,105,965 Unique views**.
- Achieved **0.61% Swipe up rate** for the **Snapchat Ad**, delivered a total of **2,468 swipe ups** and **402,392 impressions**.
- **Social posts** achieved **108,973 post engagement**.
- Articles achieved a total of **12,743 PV** and **9,887 UV**.

