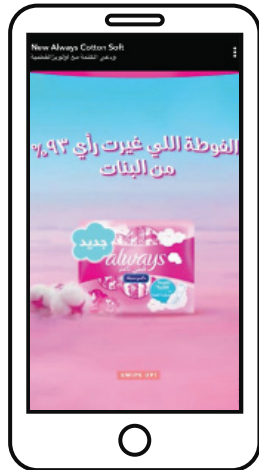


always

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.

Snap Ad



Impressions
+402K



Swipe-up
+2.4K

Editorial Snaps



Topsnap Views
+2.4M



Unique Viewers
+2.1M



Females
85%



Males
15%



GOAL

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



SOLUTION

- Launched **3 Editorial snaps** on Layalina discover channel.
- Launch **Marketing Campaign** across Layalina **Snapchat** discover channel, focusing on the new product, and targeting the related audience in KSA and KWT.