

honor

FOR THE BRAVE

Meet the new budget flagship king, Honor 7X

About

Honor, a sub-brand under the Huawei Group, was conceived in late 2011 and established in 2013. Since its inception, the Honor line of smartphones has helped Huawei compete in budget online brands in China and across the world.

The company began its international expansion in 2014, starting with Malaysia, then it entered the European market. Its first flagship phone for Europe was the Honor 20. 6 million Honor phones were sold within the first six months of 2015, By June 2015, the brand had expanded into 74 countries, including European nations, India, and Japan, and this was when they released their second flagship phone, Honor 7.

It's no wonder Huawei's been the third-biggest smartphone manufacturer in the world for so long now!

Target Audience

- Young tech savvy consumers in the Middle East and Africa, who are looking for an innovative smart solution with accessible price.

Markets

- Middle East and Africa.

Solution

- Product: A dedicated section (desktop + mobile).
- Content: Arabic articles, albums, and videos.
- Marketing: Social and influencer.

Results

- In a span of 3 weeks, we have achieved the KPI requested by Honor. Over 64K pageviews. **Average Time on Page of 1:42mins.** and a **Bounce Rate of 29.41%**

