



## About

The Maldives Marketing & Public Relations Corporation (MMPRC) is the national tourism office of the Maldives responsible for carrying out promotional activities to become the most preferred island destination of the world under the theme of the Maldives...the Sunny Side of Life; whilst adhering to its mission to promote quality and sustainable growth in the local tourism industry to deliver long term economic, social and cultural benefits to the country. \*

## Campaign Objective

Driving awareness and promote the destination of the Maldives, to encourage the GCC nationals to visit it.

## Target Audience

Females and males across GCC.

## Markets

GCC.

## Solution

- Published **SEO articles** on Layalina, Ra2ej, and Sa2eh.
- Launched **Social media posts** over Layalina Facebook and Instagram.
- Launched **Editorial snaps** on Layalina, Ra2ej, and Sa2eh discover channels.
- Launched **Snapchat Ad**.

## Results

### Editorial Snap

**+1.6M**

Topsnap Views

**+1.4M**

Unique Viewers

### Snapchat Ad

**0.99%**

Swipe Up Rate

**+512K**

Impressions

**+5K**

Swipe Ups

### Article

**+34.2K**

PV

**+28.1K**

UV

### Social Media Posts

**+108.8K**

Engagement

