



## About

OSN is the region's leading entertainment network with the rights to broadcast into 17 countries across the MENA. \*

## Campaign Objective

Driving awareness for OSN Streaming App and promote 2 shows from OSN Streaming, to encourage users to subscribe and watch the shows.

## Target Audience

Males and Females aged 25 - 55 across GCC & Egypt.

## Markets

GCC & Egypt.

## Solution

- Launched **2 Episodes** on Remote Control Snapchat Show.
- Launched **6 Top Snaps** on Ra2ej discover channel.
- Produced a **virtual Interview** with the "No Activity" main show celebrities, and launched it on Layalina and Ra2ej discover channels.
- Launched **2 Social media posts** over Layalina Facebook.
- Launched **Snapchat Ad**.

## Results

### Episodes

**+5.7M**

Topsnap Views

**+399K**

UV

### Top Snaps

**+3.7M**

Topsnap Views

**+3.4M**

UV

### Facebook Posts

**+195K**

Engagement

### Snapchat Ad

**+3.6%**

App Installs Rate

**+36K**

Swipe Up

**+4.3M**

Impressions

### Editorial Snaps

**+1M**

Topsnap Views

**+958K**

UV

