



## About

Moulinex helps you discover the joy of cooking and trying out new recipes. Cooking becomes simple with Moulinex with the help of efficient appliances that are user-friendly and well-adapted to your modern life.

## Campaign Objective

Driving awareness about the new Cookeo+ Connect Multicooker with a 100 built-in recipes, written out on-screen step by step to showcase it as people's number 1 assistant in the kitchen.

## Target Audience

Cooking fanatics who want to save time and experiment with cooking assistance.

## Markets

Saudi Arabia.

## Solution

- Produced **5 cooking episodes** with each hosting a different influencer from the region.
- Launched **Social Media Posts** in order to guarantee higher users' engagement. Mainly using Facebook, Instagram, Twitter, Snapchat and Tiktok platforms to target Layalina and Layalina Yummy social media users.
- Launched **5 Editorial Snaps** on Layalina Snapchat discover channel, driving awareness about the product.
- Launched **5 Episodes** on Yummy Snapchat show.

## Results

### Social Media Posts

**2M+**  
Video Views

### Editorial Snaps

**802K+**  
Topsnap views

**720K+**  
UV

