



About

Nada is a food and beverage company that distributes fresh dairy, fresh juice, long-life milk, tomato paste, and canned foods.

Campaign Objective

Driving awareness about Nada's products during the month of Ramadan, and ultimately driving sales.

Target Audience

Foodies and cooking enthusiasts.

Markets

GCC.

Solution

- Produced **6 Videos** for different recipes using Nada's products.
- Launched **Social Media Posts** in order to guarantee higher users' engagement. Mainly using Facebook, Instagram and TikTok platforms to target Yummy social media users.
- Launched **Advertising Campaign** across Layalina and Yummy websites, focusing on Nada's target audience in GCC.
- Sponsored the **Ramadan Imsakieh** by including Nada's clickable logo.

Results

Social Media Posts

1.6M+

Video Views

Special Executions

1K+

Clicks

1.4%

CTR

