



About

Hershey's is an American multinational company and one of the largest chocolate manufacturers in the world. It also manufactures baked products, such as cookies and cakes, and sells beverages like milkshakes, as well as other products.

Campaign Objective

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

Target Audience

Foodies, sweets' lovers and cooking enthusiasts.

Markets

GCC.

Solution

- Produced **10 Videos** for different recipes using Hershey's products.
- Created a **Dedicated Section** for Hershey's on Yummy website for the month of Ramadan.
- Launched **Editorial Articles** on Hershey's section, in order to raise awareness about their products.
- Launched **Social Media Posts** in order to guarantee higher users' engagement. Mainly using Facebook, Instagram and TikTok platforms to target Layalina and Yummy social media users.
- Launched **Advertising Campaign** across Layalina and Yummy websites, focusing on Hershey's target audience in GCC.
- Launched **Snapchat Ad** across Layalina discover channel.

Results

Social Media Posts

1.4M+

Video Views

Editorial Articles

178K+ 164K+

PV's

UPV's

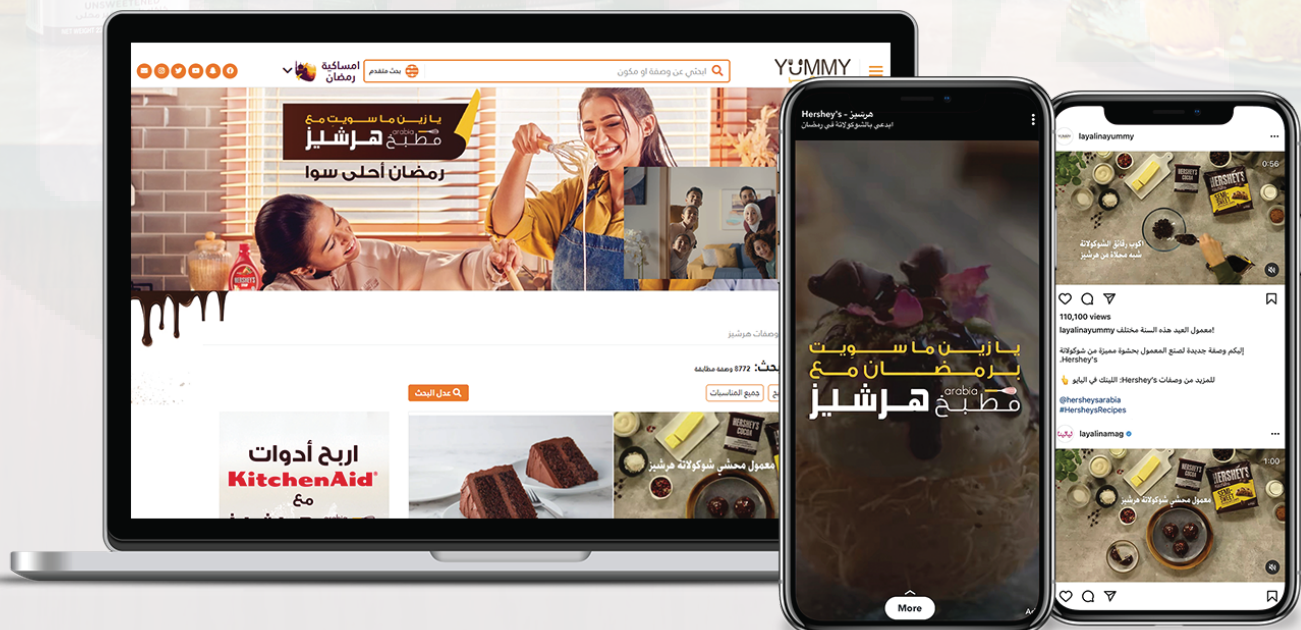
Advertising Campaign

1.5K+

Clicks

3%

CTR



Source:

- Google Analytics.
- Google Ad Manager.
- Facebook, Instagram and TikTok.