BARLINA

About

Barllina, a Saudi fashion brand, started its journey by providing the highest and finest types of clothing and fashion trends inspired by oriental luxury, so that you are always elegant.

Campaign Objective

The campaign objective is to generate awareness about the brand in the GCC.

Target Audience

Fashion, Online shopping, clothes.

Markets

GCC countries

Solution

• Launched an **editorial article** about the brand on Layalina's website to raise awareness about it.
• Launched **social media posts and stories** in order to guarantee higher users' engagement. Mainly using Instagram and Facebook platforms to target Layalina social media users:
  • One video was published as a post and story on Layalina's Instagram account..
  • One article was published on Layalina's Facebook page.

Results

Editorial Articles

6K+	5.3K+
PV's	UPV's

Social Media Posts

238K+	287K+
Reach	Views