



# Hilton

RIYADH HOTEL & RESIDENCES  
فندق هيلتون الرياض والشقق الفندقية

## About

Hilton Worldwide is an American multinational hospitality company that manages and franchises a broad portfolio of hotels and resorts.

## Campaign Objective

Campaign objective is to introduce a new Ramadan Tent "Amara."

Enjoy a unique Iftar experience at Amara Ramadan Tent, at the Hilton Riyadh Hotel and Residences.

## Target Audience

Foodies, outdoors activities, events, nightlife.

## Markets

KSA.

## Solution

- Launched **Editorial Articles** on Hilton Amara tent, to raise awareness about launching of the tent.
- Launched **Social Media Posts** in order to guarantee higher users' engagement. Mainly using Instagram and Snapchat platforms to target Layalina and Yummy social media users.
- Launched **Advertising Campaign** across Layalina and Yummy websites, focusing on Amara tent target audience in KSA.
- Launched **Snapchat Ad** across Layalina discover channel and generated leads so users can book their stay at Amara tent.
- Launched **Email shots** across Layalina and Yummy to raise awareness and to generate booking leads.

## Results

Editorial Articles

19K+

PV's

17K+

UPV's

Social Media Posts

108K+

Views

Interstitial Banner

49K+

Clicks

3.94%

CTR

Email shot

51K+

Deliveries



Source:

- Google Analytics.
- Google Ad Manager.
- Instagram and Snapchat.