



About

NADA DAIRY is a food and beverage company that distributes fresh dairy, fresh juice, long-life milk, tomato paste, and dairy product.

Campaign Objective

To introduce new Ramadan dishes made with nada dairy products.

Target Audience

Foodies and families with children.

Markets

KSA.

Solution

- **12 videos** were produced at Layalina Studio making Ramadan recipes with nada dairy products for social media use.
- **48 videos** were published in order to guarantee higher users' engagement from Layalina Yummy social media platforms users:
 - 12 videos were published on **Layalina's Yummy Instagram** account.
 - 12 videos were published on **Layalina's Yummy Facebook** page.
 - 12 videos were published on **Layalina's Yummy TikTok** account.
 - 12 videos were published on **Layalina's Yummy YouTube** channel.

Results

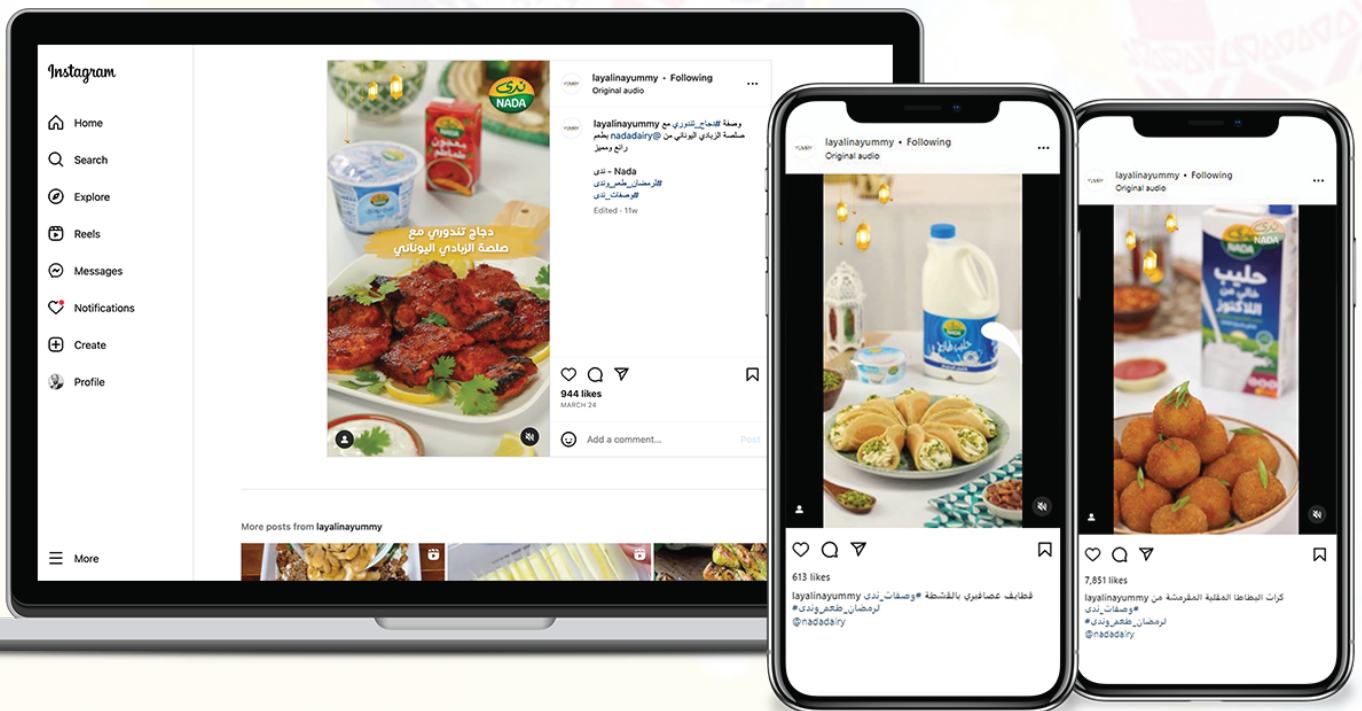
Social Media Posts

3.4M+

Reach

4.5M+

Views



Source:

- Meta – Facebook Ad Manager.
- TikTok Ad Manager.