

# SHEIN

## About

Shein is a Chinese online fast fashion retailer headquartered in Singapore. Founded in Nanjing in October 2008 as ZKKO by entrepreneur Chris Xu, Shein grew to become the world's largest fashion retailer as of 2022.

## Campaign Objective

Shien X Autism Campaign objective is to raise awareness for autism disorder month.

The collection was created by people with autism disorder and the main campaign objective is to support families with Autism.

## Target Audience

Fashion, Online shopping, clothes.

## Markets

KSA and UAE.

## Solution

- Launched **Social media posts** over Layalina Instagram.
- Launched **Snapchat Ad**.
- Launched **Instagram Reel** across Layalina targeting audience in UAE and KSA.

## Results

Social Media Posts

**26K+**  
Impressions

Snapchat Ad

**0.35%**  
Swipe Up Rate

**1.5K+**  
Swipe Ups

**437K+**  
Impressions

Instagram Reel

**2K+**  
Views

