



## About

Qatar Airways is an excellent choice for travelers seeking to explore the most beautiful tourist destinations around the world. It operates a modern fleet of over 200 aircraft, serving more than 140 international destinations.

Qatar Airways is considered the fastest-growing airline in the world, as it has managed to quickly expand its flights to a wide network of destinations across all six continents.

## Campaign Objective

Book amazing all-inclusive fares\* starting from: Business Class SAR 14,181/ Economy Class SAR 5,809.

Book by 20 March 2023 for travel by 30 July 2023.

## Target Audience

Travel enthusiasts, Cultural Enthusiasts, Budget Travelers, Leisure Travelers, Business Travelers, Solo Travelers, Wellness Travelers.

## Markets

KSA.

## Solution

- Launched Social Media Posts in order to guarantee higher users' engagement. Mainly using Facebook and Snapchat platforms to target Layalina and Sa2eh social media users.
- Launched Snapchat Ad across Layalina and Sa2eh discover channel and generated leads so users can book their tickets to Japan.
- Launched An editorial snap on Ra2ej and Sa2eh, to raise awareness on Qatar airways tickets and offers and booking prices for that period.
- Display ads On Layalina And Sa2eh.

## Results

### Social Media Posts

**244K+**

Impressions

**115K+**

Video Plays

**214K+**

Engagements

### Snap Ad

**114K+**

View

**2.34K+**

Swipes

### Editorial Snaps - Ra2ej

**176K+**

Top Snap

**2K+**

Views

**155K+**

Unique Viewers

### Editorial Snaps - Sa2eh

**72K+**

Top Snap

**1K+**

Views

**67K+**

Unique Viewers



### Source:

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