



About

Prince Thobe was established in 1994 to adapt the developments in men's wear, and match them with the uniqueness of the Arab dress, in addition to providing men's dress with the finest elegance and originality to all the Arab countries.

Campaign Objective

To celebrate the Saudi National Day by using the Prince AR lens on Snapchat

Target Audience

Males between the ages of 18 and 60 years, shoppers, interested in Fashion & men's Style.

Markets

KSA.

Solution

- Snap AR Lens creation.
- Snap Ad promoting the lens.
- Editorial Snap.

Results

143K+

Impressions

90K+

UV- Editorial Snap

56K+

Views

4K+

Plays

90K+

Reach

