



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, it has managed to quickly expand its flights to a wide network of destinations across all six continents.

Campaign Objective

To explore Malaysia and raise awareness around the culture, nature, food, and sports.

Target Audience

History and Architecture buffs, Travel enthusiasts, Cultural enthusiasts, Foodies, Adventure seekers, and Budget travelers.

Markets

KSA, Kuwait, UAE, and Oman.

Solution

- Launched **Snapchat Ads**, encouraging users to book and explore trips to Malaysia using Qatar Airways Airlines.
- Launched **8 Editorial Articles** on Layalina and Sa2eh, to promote awareness on the activities that can be done in Malaysia.
- Launched **Editorial Snap on Ra2ej**.
- Launched **Display Advertising** on 7awi network.
- Launched an email marketing campaign.

Results

Snap Ad

507K+
Views

2K+
Swipe Ups

Editorial Article

56K+
PV

Display Ads

634K+
Impressions

Editorial Snap

74K+
UV

Email marketing

189K+
Delivered



Source:

- Google Analytics.
- Google Ad Manager.
- Snapchat Ad Manager.