

# talabat

## talabat x ADCB Credit Card

### About

talabat, the region's leading platform for everyday deliveries and Abu Dhabi Commercial Bank (ADCB), a leading UAE commercial bank, have joined forces to launch a new credit card with unique benefits for users including talabat credit.

### Campaign Objective

To Raise awareness on the new talabat ADCB Credit Card, a Platinum Mastercard, carries no annual card fees from ADCB and offers a wide range of unique benefits on talabat.

### Target Audience

Students, Food enthusiasts, Convenience seekers, Tech-Savvy individuals, Urban dwellers.

### Markets

UAE.

### Solution

- Launched **Social Media Posts** to generate higher users' engagement. mainly using Layalina Facebook and Instagram.
- Launched an **Editorial Article** on Layalina website to raise awareness on the collaboration between talabat x ADCB.
- Launched an **Editorial Snap** on Ra2ej snapchat's publisher story.

### Results

#### Social Media

39K+

IG Engagements

17K+

Facebook Engagements

#### Editorial Article

10K+

PV

#### Editorial Snap

77K+

UV



#### Source:

- Source: Google Analytics.
- Meta Ad Manager.
- Snapchat Story Studio.