



About

Born in Dubai, The First Collection offers authentic, value-driven experiences in bespoke accommodations. the hotels transcend conventional stays, providing immersive experiences for genuine connections.

Campaign Objective

To Raise awareness around the opening of the new hotel “The First Collection Waterfront”.

Target Audience

Luxury seekers, Travel enthusiasts, Cultural Enthusiasts, Leisure Travelers, Business Travelers, Celebrities, and those seeking an opulent and exclusive stay.

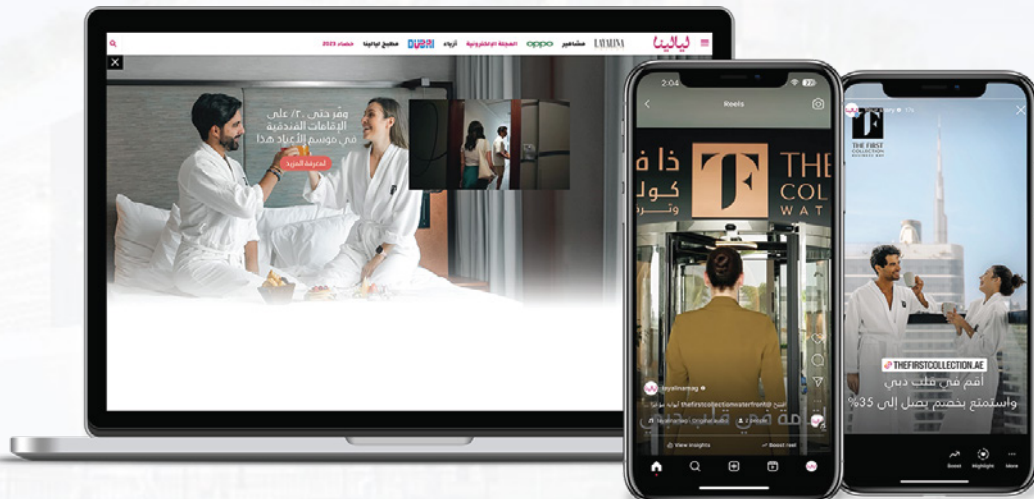
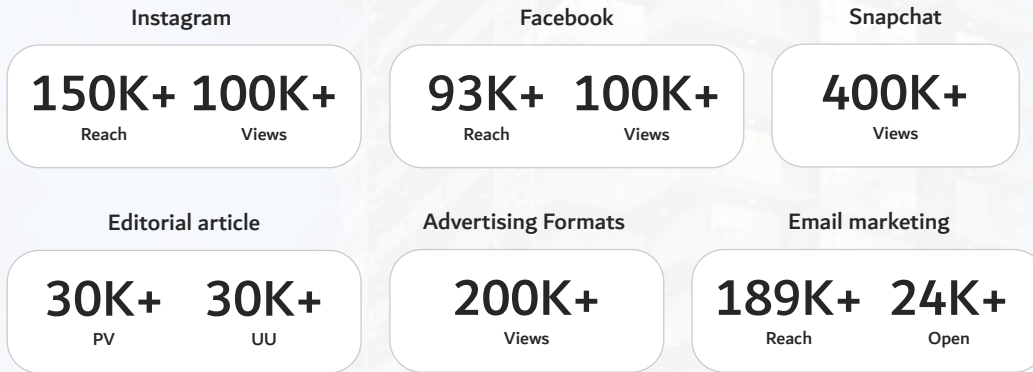
Markets

KSA.

Solution

- Launched Social Media Posts to guarantee higher user engagement. mainly using Facebook and Instagram to target Layalina's social media users.
- Launched Snapchat Ads, encouraging users to book and explore The First Collection Waterfront Hotel.
- Launched an Editorial Article on Layalina, Sa2eh, and uae moments, to promote awareness of The First Collection Waterfront hotel.
- Launched Display Ads across Layalina and Sa2eh websites.
- Launched an email marketing solution targeting Layalina subscribers, to catch the readers' attention, encourage them to take action and visit The First Collection Waterfront Hotel.

Results



Source:

- Meta – Facebook Ad Manager.
- Snapchat Ad Manager.