



JW MARRIOTT

RIYADH

About

The JW Marriott Hotel Riyadh epitomizes luxury and sophistication in Saudi Arabia's capital, offering opulent accommodations and impeccable service. With exquisite dining, state-of-the-art amenities, and a central location, it's a haven for travelers seeking refined elegance and Arabian hospitality.

Campaign Objective

Driving user awareness about JW Marriott Friday brunch and ultimately driving visits.

Target Audience

Food Enthusiasts and Culinary Adventurers, Expatriate Community, Luxury Travelers and Tourists, Hotel Guests and Potential Visitors, Local Residents, Social Media Influencers and Bloggers, Corporate Groups and Businesses, Families.

Markets

Saudi Arabia.

Solution

- Launched **Content Inclusions** on Sa2eh and Ra2ej shows.
- Launched **Snapchat Ad** on 7awi Snapchat Shows.
- Launched **Social Media Post** on Layalina Instagram.

Results

Editorial Snaps

276K+

UV

Snapchat Ads

4.7K+

Clicks

445K+

Impressions

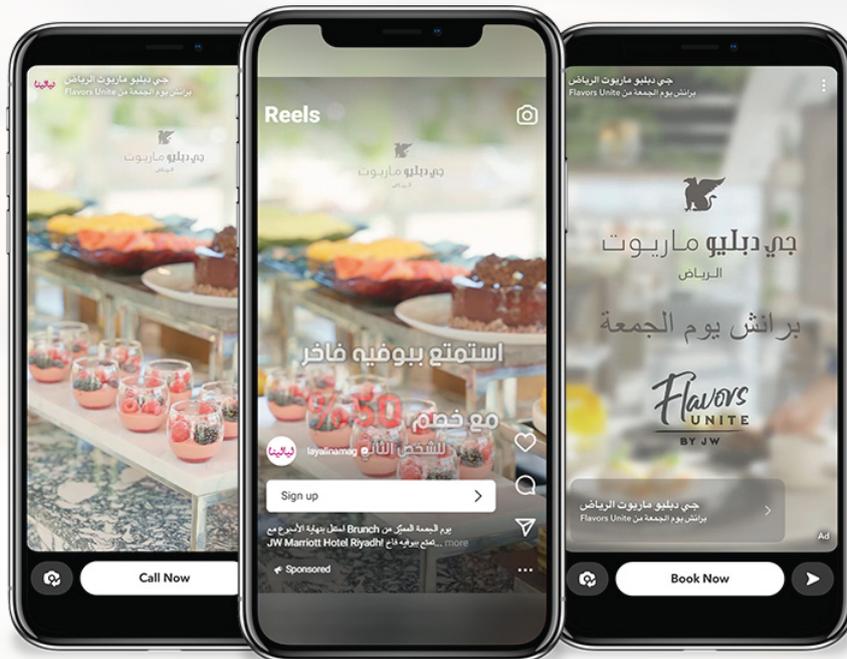
Instagram Post

5.3K+

Reach

1K+

Engagements



Source:

- Meta Ads Manager
- Snapchat Ad Manager