

MOUAWAD

CRAFTING THE EXTRAORDINARY

About

Mouawad is a renowned luxury jewelry brand recognized for its timeless elegance, exceptional craftsmanship, and rich heritage.

Campaign Objective

This campaign aims to refresh and revive awareness of the Flower of Eternity collection.

Target Audience

Luxury items, exquisite craftsmanship, and unique designs, high-end jewelry.

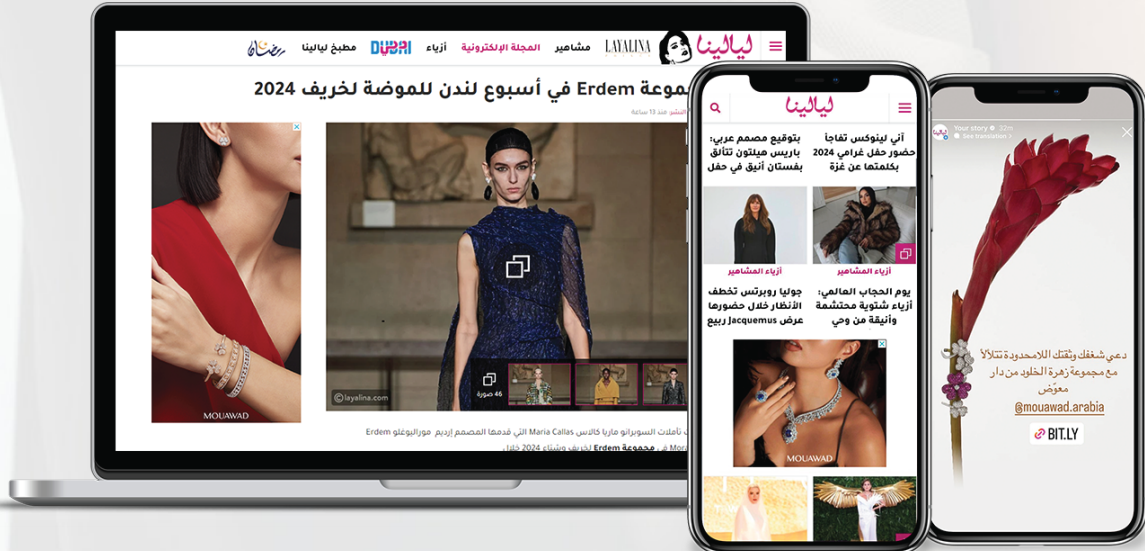
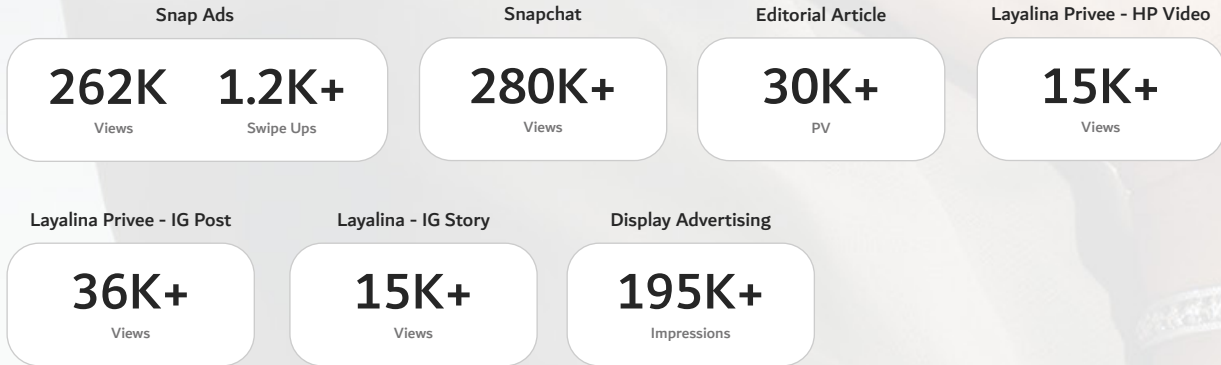
Markets

GCC.

Solution

- Launched **Snapchat Ads**.
- Launched **Snapchat Shows** to help in reviving Flower of eternity collection.
- Launched **Editorial Articles** on Layalina and Layalina Privee.
- Launched a **Video** for Mouawad to be permanently featured on Layalina Privee.
- Launched **Social Media Post** on Layalina Privee and Story on Layalina Instagram.
- Launched **Display Advertising** on Layalina and Layalina Privee.
- Launched **Home Page takeover** for Mouawad on Layalina Privee.

Results



Source:

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