

About

Americana helps two renowned chefs to craft recipes using a mystery box including their products, resulting in a delightful and entertaining cooking experience.

Campaign Objective

Introduce new Americana products in Ramadan Iftar recipes.

Target Audience

Food enthusiasts, People seeking high-quality food, Parents.

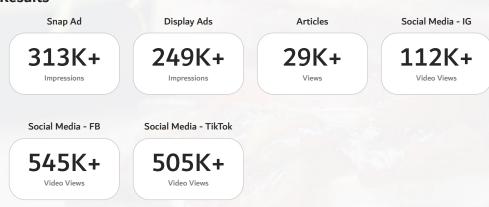
Markets

KSA, UAE, Kuwait.

Solution

- Collaborating with influencer chefs Layla and Kholud via 7awi's influencer management platform SocialEye.
- 3 video content recipes were created by 7awi studio and published on 7awi platforms.
- Launched Snap Ad.
- Launched Display advertising and Special executions on Layalina and Yummy websites.
- Launched 3 recipe articles on Yummy website.
- Launched Social Media Video Posts on Yummy Instagram.
- Launched Social Media Posts on Yummy Facebook page.
- Launched Social Media videos on Yummy TikTok channel.

Results





Source:

- Snap Ad Manager.
 Google Analytics.
- TikTok Ad manager.

