



AMERICANA MYSTERY BOX

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 Zawi'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

Snap Ad

313K+

Impressions

Display Ads

249K+

Impressions

Articles

29K+

Views

Social Media - IG

112K+

Video Views

Social Media - FB

545K+

Video Views

Social Media - TikTok

505K+

Video Views



Source:

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