



AMERICANA COOKING SHOW

About

Americana is a company that is dedicated to giving you safe, delicious, nutritious, and ethically sourced food.

Campaign Objective

Introduce new Americana products in Ramadan Iftar recipes.

Target Audience

Food enthusiasts, Parents.

Markets

GCC.

Solution

- 7 recipes were created, produced, and filmed by 7awi studio and published on our platforms.
- Launched recipe articles on Layalina and Yummy.
- Launched recipe videos on Layalina and Yummy Youtube channel.
- Launched Social Media Posts on Layalina and Yummy Facebook Page.
- Launched Social Media Posts on Layalina and Yummy Instagram.
- Launched Social Media videos on Layalina and Yummy TikTok
- Featured cooking show episodes on Yummy Layalina Cuisine snapchat show.
- Collaborating with Chef Rabeh Amer in filming all Americana recipes.

Results

Articles

231K+

Views

Videos - Youtube

151K+

Views

Social Media - FB

2.1M+

Views

Social Media - IG

478K+

Views

Social Media - TikTok

1.5M+

Views

Snapchat Show

811K+

Viewers



Source:

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