



About

Baseus, established in China over a decade ago, has recently entered the US market with a new design aesthetic. Their products, developed through extensive R&D focused on user experience, come in various options to meet every day needs. The brand name "Baseus," derived from "Based on user," signifies their commitment to designing products with high aesthetic and practical value from the user's perspective.

Campaign Objective

Driving brand awareness about iPhone 15 accessories, and ultimately drive sales.

Target Audience

Both genders, online shoppers, interested in iPhone accessories.

Markets

KSA.

Solution

- Snap AR Lens creation.
- Content Inclusions on KSA Trends and GCC Moments shows.
- Editorial Snap on Ra2ej.
- Launched Snap Ad promoting the lens on 7awi Snapchat Shows.

Results

599K+

Impressions

221K+

UV- Editorial Snap

7K+

Views

12K+

Plays

485K+

Snap Ad - Impressions

4K+

Snap Ad - Clicks



Source:
• Snapchat Ads Manager.

