



About

MediaTek and Oppo have joined forces to revolutionize smartphone technology, combining cutting-edge chipsets with innovative design. This collaboration focuses on delivering exceptional performance, enhanced AI capabilities, and immersive multimedia experiences. Together, they are committed to pushing the boundaries of mobile technology, ensuring users enjoy seamless connectivity and vibrant visuals. By merging their expertise, MediaTek and Oppo aim to shape the future of smart devices.

Campaign Objective

To raise awareness of the New MediaTek D7300 Processor and Oppo Reno 12 smartphone.

Target Audience

General Smartphone Users, Tech Enthusiasts, Consumers, Mobile Gamers, Photography and Video Enthusiasts.

Markets

KSA.

Solution

- Launched Social Media Posts to guarantee higher user engagement. mainly using LinkedIn, Facebook, and Twitter to target Inc Arabia's social media users.
- Launched Editorial Articles on Inc Arabia, Saudi Moments, Arab Gamerz, and AI Qiyady websites to promote awareness of MediaTek D7300 Processor and Oppo Reno 12 smartphone.
- Launched Display Ads across Inc Arabia, and GCC Moments websites.
- Pushed a newsletter for MediaTek to Inc. Arabia's email subscribers
- Published an ad in Inc Arabia Digital magazine (Sep Edition)

Results

Editorial Articles

265K+

Views

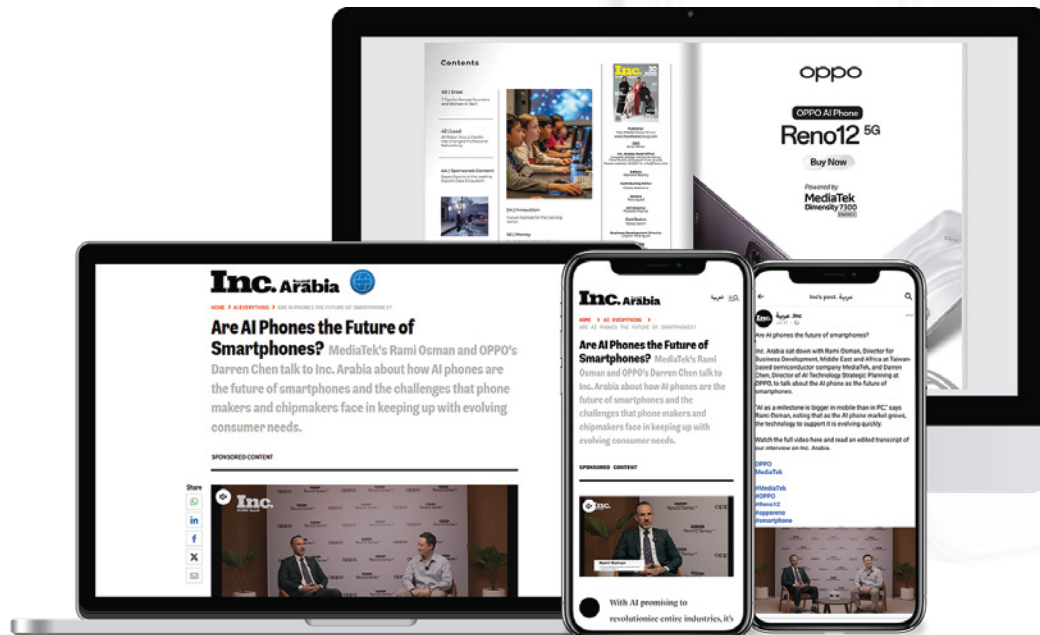
228K+

Unique Users

Advertising Campaign

104K+

Impressions



Source:

- <https://www.oppo.com/en/smartphones/series-reno/reno12-pro/>
- <https://www.mediatek.com/who-we-are>
- Google Analytics
- Ad Manager 360

Designed with ❤️ by 7awi Media group

