



## About

Mitsubishi Motors Corporation is a Japanese multinational automobile manufacturer headquartered in Minato, Tokyo, Japan. In 2011, Mitsubishi Motors was the sixth-largest Japanese automaker and the 19th-largest worldwide by production.

## Campaign Objective

To raise awareness of the new Xforce/Outlander Automobile.

## Target Audience

Fleet Buyers and Businesses, Luxury SUV Seekers, First-time Car Buyers, Eco-conscious Consumers, and Families.

## Markets

MENA Countries.

## Solution

- Launched Social Media Posts to guarantee higher user engagement on Instagram for Arab Gamerz social media users.
- Published Editorial Articles on Arab Gamerz website to promote awareness of the XForce/Outlander automobile.
- Launched Special Execution across Arab Gamerz website.

## Results

### Editorial Articles

40K+

Unique Users

47K+

Views

### Advertising Campaign

61K+

Impressions

0.67%

CTR

### IG Posts

244K+

Unique Users

205K+

Video Plays



### Source:

- mitsubishicars.com
- Google Analytics
- Ad Manager 360
- Meta Business Suit