

Huawei Honor 8X

About

Launched in December 2013, Honor is the world's leading Smartphone e-brand that delivers cutting-edge technology at attractive prices to its users. As one of the fastest growing mobile brands in the industry, Honor continues to build its global presence and is already available in 74 countries worldwide.*

Objective

- Promote the launch of the new Honor 8X, and raise awareness about its features.

Target Audience

- Young tech savvy consumers, who are looking for an innovative Smartphone at attractive prices.

Markets

- MENA, and Pakistan

Solution

- Launched **2 Snapchat Stories** on Layalina discover channel.
- Launched **Advertising Campaigns** across 7awi network, focusing on the new Honor 8X, target audience in Mena, and Pakistan.
- Focus on **high impact ad solutions** on Layalina and AIQiyady: Special execution and Technology section takeover.
- Launched **Social media posts** over 7awi network's social media platforms (Facebook, Instagram, and Twitter).
- Ran a competition in cooperation with 7awi, leveraging Layalina and AIQiyady social media channels (Facebook) and announcing 3 winners.
- Wrote and published Arabic articles and albums, in order to raise awareness about the brand and product, at the same time drive conversions.

Results

- Achieved **4.07% CTR** for the Overall campaign, delivered a total of 6,487 clicks and 159,567 impressions.
- Achieved a total of **1,922,767 Topsnap views** for snapchat stories.
- Social posts achieved **713,360 post engagement**.
- Articles achieved a total of **30,687 PV** and **25,186 UV**.

