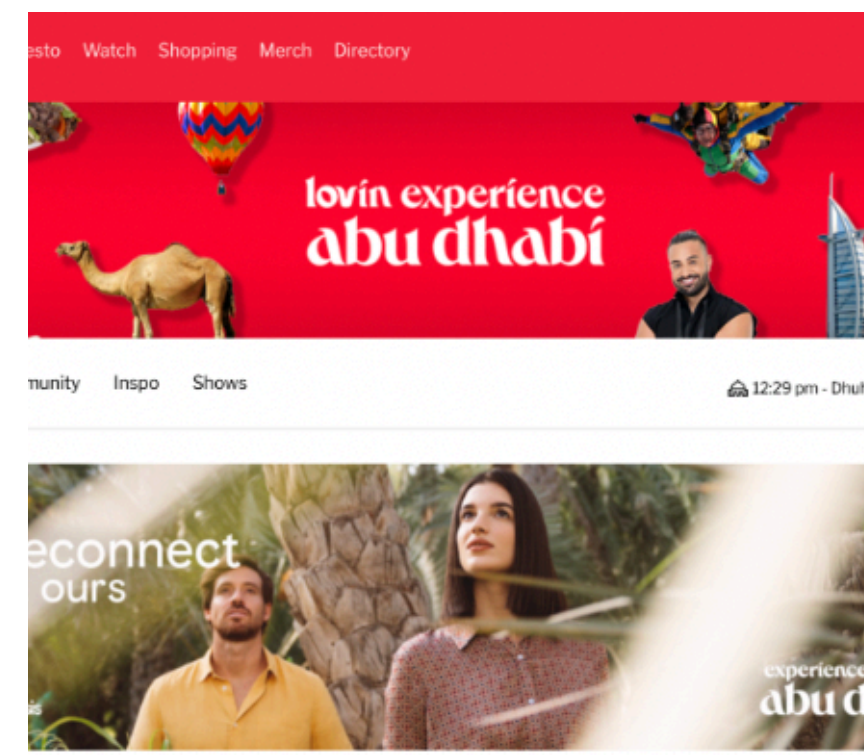
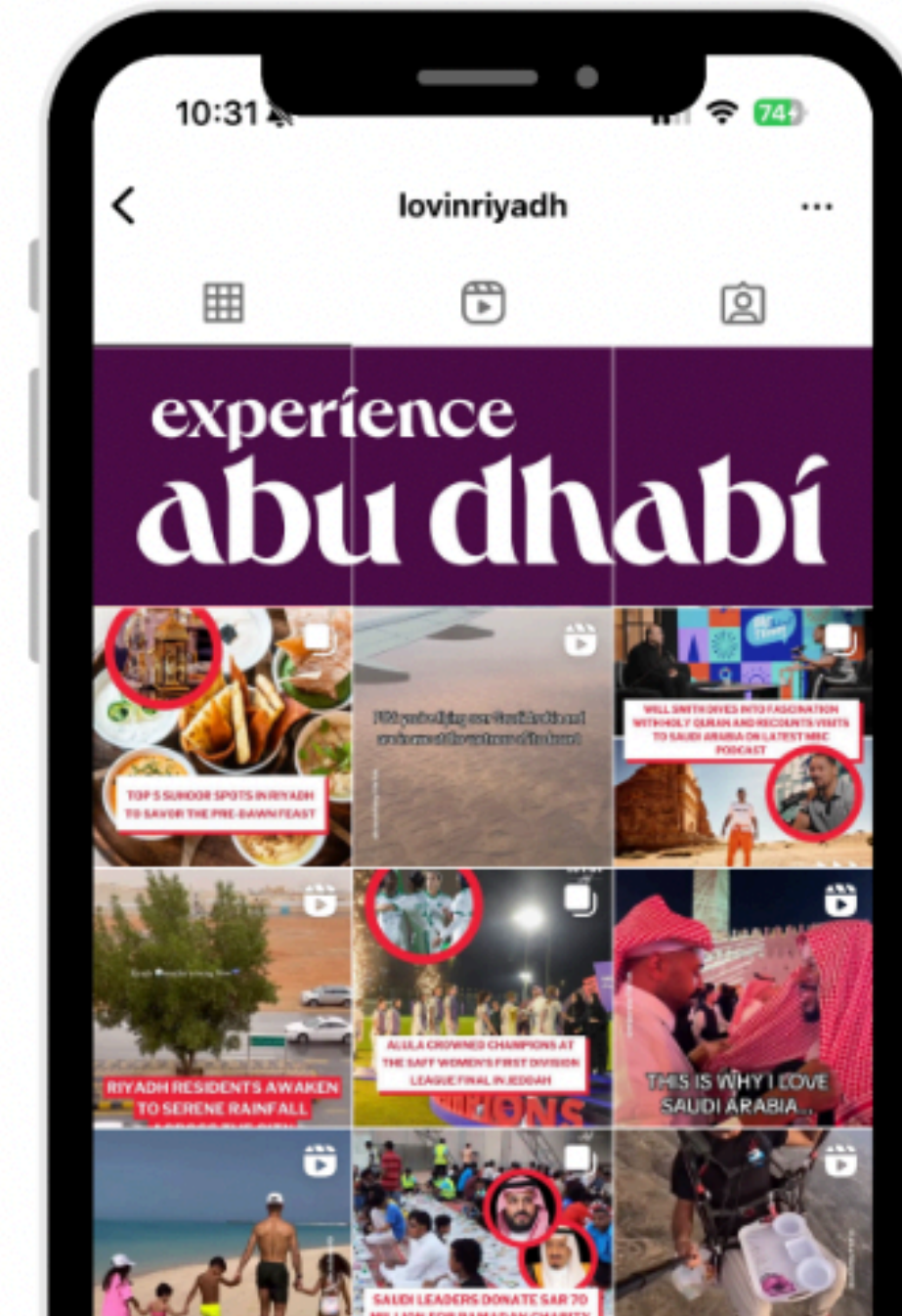




**YOU'RE INVITED!  
RAMADAN 2024 IN ABU DHABI**



# LOVIN EXPERIENCE ABU DHABI - 2024



*lovin*  
— لوفين —

**X**

experience  
**abu dhabi**

# CAMPAIGN OBJECTIVE

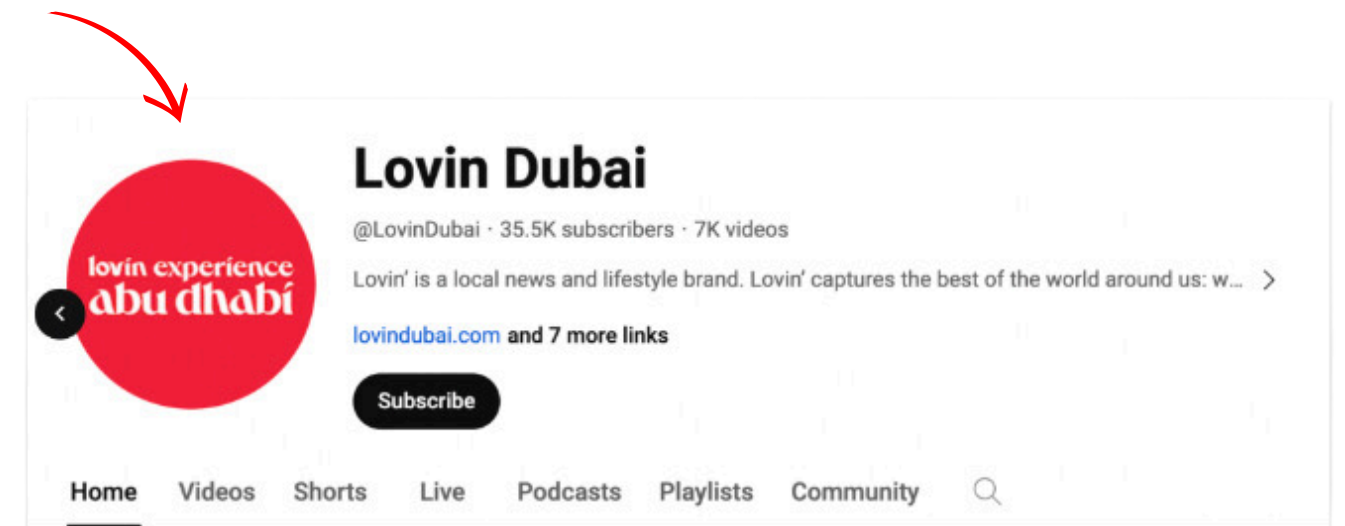
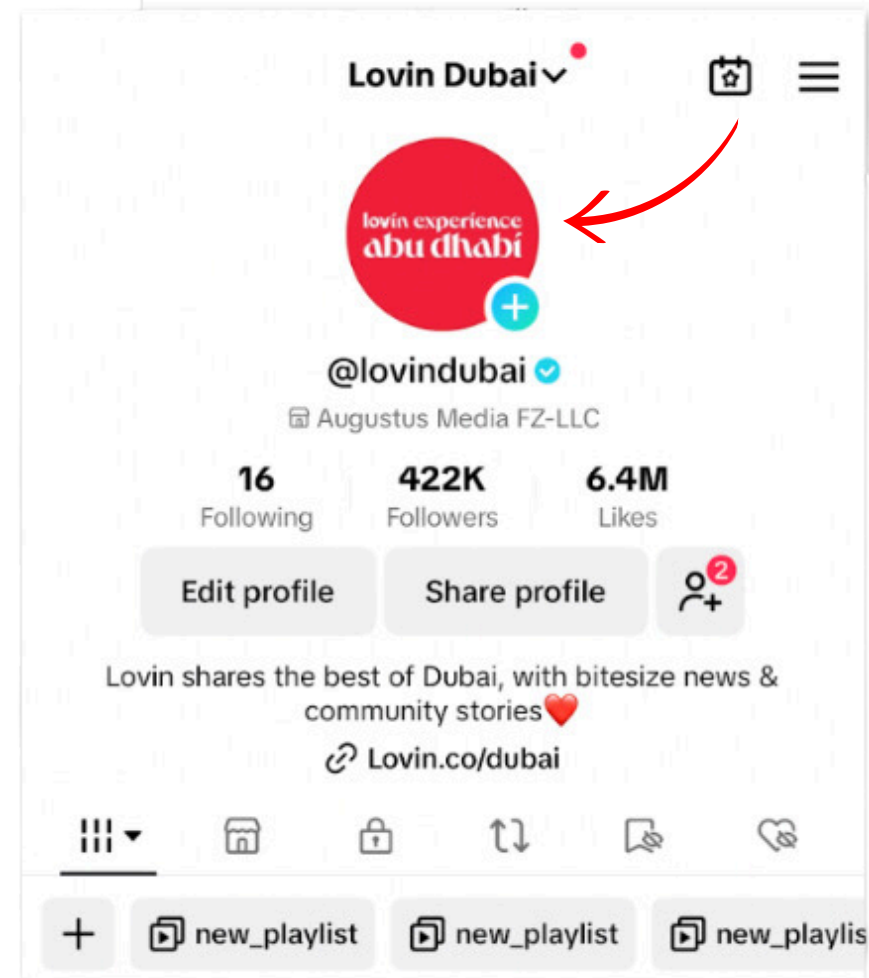
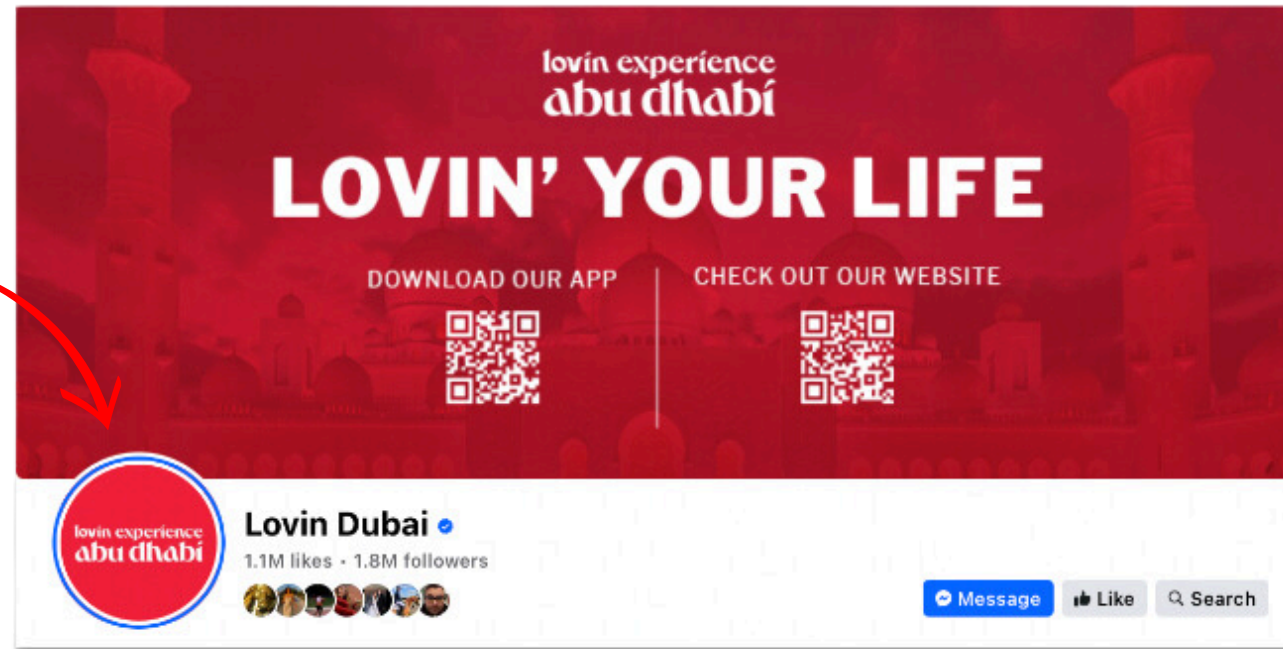
The collaboration with Experience Abu Dhabi aimed to seamlessly blend the vibrant experiences of Ramadan and Eid in the capital.

With a key objective of generating excitement and awareness about Abu Dhabi's unique offerings during the holy month, the goal was to attract visitors from across the country and region.

The idea was to create an out-of-the-box campaign that would have significant impact, attracting Lovin's regional audience. By encouraging visitors to enjoy unique Ramadan tents, community events, and the city's impressive shopping scene, the campaign aimed to position Abu Dhabi as a premier destination for unforgettable Ramadan experiences.



# EXPERIENCE ABU DHABI WAS EVERYWHERE!

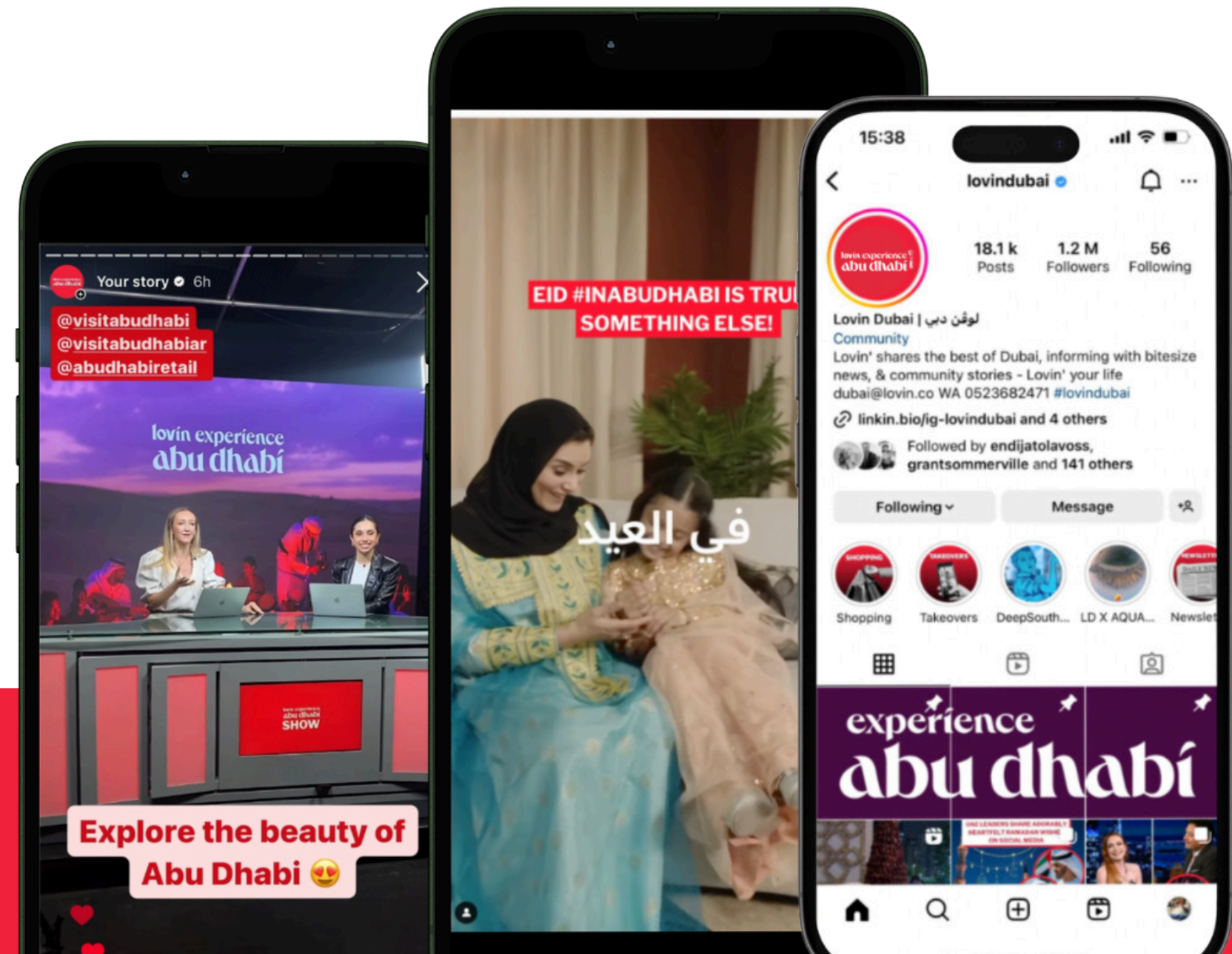


# HOW WE APPROACHED IT

We executed a major digital transformation by rebranding Lovin Dubai to 'Lovin Experience Abu Dhabi' for the first day of Ramadan, generating significant impact across all social platforms.

Our initial goal was to captivate our audience with this bold takeover, generating buzz and engagement. Following the success of this phase, our next objective was to expand our presence to Riyadh for Eid, launching the first official brand takeover on that platform and further amplifying our reach and influence.

Throughout the month, we supplemented the campaign with articles highlighting cultural activities, F&B venues, and key dates, complemented by engaging social content like carousels, Instagram stories, and native finds, aimed at creating a sense of FOMO among our followers.



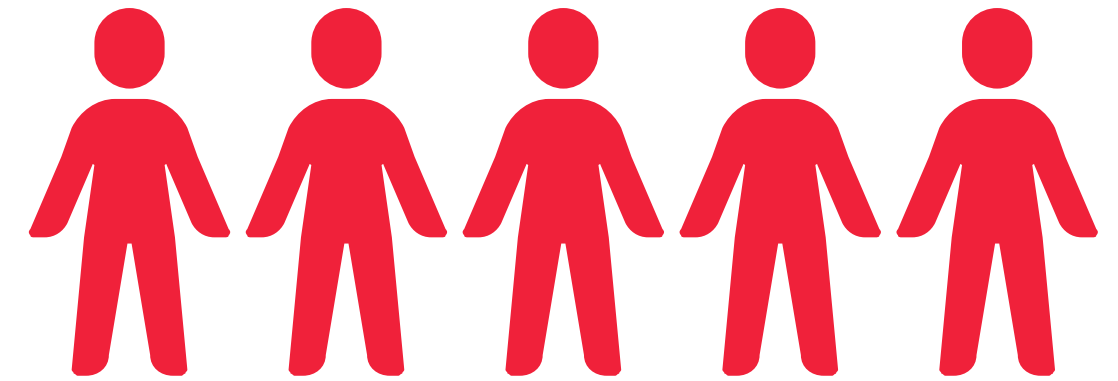
# RESULTS

The campaign was a huge success, placing Abu Dhabi at the forefront of Ramadan and Eid celebrations!

Our content garnered tremendous attention, reaching millions across the GCC region, achieving **22M** Impressions, **19M** Reach, and **3M** total Views, **10x** the average impressions for a standard month long Ramadan campaign. The total engagement was also remarkably impressive, generating an astounding **53,000** interactions through likes, comments, and shares, setting a new standard well above our usual performance across one month.

Through this campaign, Abu Dhabi was positioned as the premier destination for all unique and diverse events and experiences, across the country, solidifying its position as a city of unparalleled growth and cultural significance.

# 19M+ REACH



**THANK YOU!**