

DEEP DIVE

an extensive analysis
of a subject or problem



**Engaging Her As...A 21ST Century
Woman: KSA Deep Dive**

**MARKETING TO
WOMEN**

**GULF
MARKETING
REVIEW**

NIELSEN INSIGHTS

Speakers:

-  **Abhiruchi Tiwary:**
Senior Manager, Nielsen
-  **Diptanshu Ray:**
Executive Director, Nielsen



THE KSA DEEP DIVE

SPEAKERS

- ◆ **Sudhanshu Goyala:**
Executive Director, Nielsen
- ◆ **Stephen Holbrook:**
Divisional Director, Clothing, Kamal Osman Jamjoom Group
- ◆ **Zeina Tabbara:**
Business Development Manager, UTURN Entertainment

Case Study: (*GlamBox KSA Launch with JaySajer & UTURN*)



OBJECTIVE

- GlamBox, a beauty box subscription service that started in the UAE, wanted to promote its KSA launch.
- Female beauty influencers who have become celebrities on social media in MENA drive purchasing power.
- Key demographics: Females, KSA, between the ages of 15-35
- GlamBox decided to partner with the leading Saudi lifestyle & beauty YouTuber JaySajer to create a series of videos about the service and how to use it — with social media and distribution support from UTURN Entreatment.

STRATEGY

- JaySajer to create a series of **3 YouTube videos between** June-August 2015.
 - Video one: Dedicated unboxing video with an explanation on how GlamBox works.
 - Video two: An unboxing segment included within her regular vlog.
 - Video three: Unboxing video with guests (female UTURN employees). As well as promoting her first meet & greet sponsored by GlamBox.
- Social media support from both JaySajer & UTURN accompanied each video release.

MEASUREMENT OF SUCCESS

- The entire campaign between GlamBox, JaySajer & UTURN was pure organic (no paid media).
- GlamBox measured the success of the campaigns by allocating a discounted promo code with JaySajer **#JSxGLAMBOX** that viewers were able to use. These were the results of the increase in subscription percentages based on the usage of the promo code 10 days after each video release
 - Video one: 8% subscription growth
 - Video two: 11% subscription growth.
 - Video three: 32% subscription growth.

Video One: June, 2015



- 8% subscription growth.

Video Two: June, 2015



- 11% subscription growth.

Video Three: June, 2015



- 32% subscription growth.