



Engaging Her As...A 21ST Century Woman – GCC Perspective

**MARKETING TO
WOMEN**

**GULF
MARKETING
REVIEW**



CHANGE TOWARDS A NEW DAWN

SPEAKERS

- ◆ **Suzan Kazzi:**
Communications Manager, Al Futtaim Motor Company
- ◆ **Amira Rashad:**
Head of Brand, MENA, Facebook
- ◆ **Esther Lopez:**
Marketing Manager, Henkel
- ◆ **Sabeen Fazli:**
Director of Personal Care, Gulf Region, Unilever

Halwani Bros on Facebook

OBJECTIVE

- Raise awareness of a new brand look for Halwani Jams in KSA
- Drive trial and repeat usage

STRATEGY

- Multi stage native video campaign to raise awareness
- Direct Response to drive education and trial - Recipes

MEASUREMENT OF SUCCESS

- 2.5M Reach
- 5X Reach goal
- One million video views in 6 weeks

Case Study: UNILEVER



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