

Tawi

SOLUTIONS

THE LAUNCH OF BENTLEY MULSANNE 2017 IN THE MIDDLE EAST

Objective

- To create excitement and buzz for Bentley Motors' new 2017 Mulsanne across the GCC.
- Make Bentley Mulsanne video messaging stand out, and reach audiences that are core to the brand.

Solution

- Run product awareness campaigns focusing on Bentley's target audience in the GCC, mainly targeting Arabs Turbo and Alqiyady.
- Focus on video ad formats.
- Content marketing, posting articles on Arabs Turbo and Alqiyady.

Results

- Achieved a total of **27,250** clicks and **1,233,300** impressions.
- Average **2.21% CTR** for the Overall campaign.
- Video Mobile Interscroller achieved **4.29% CTR**.

