



LADIES NIGHT

About

Yas Waterworld Abu Dhabi, the only Emirati-themed waterpark in the world, inspired by the UAE's rich heritage of pearl diving through its unique story of 'The Legend of the Lost Pearl'.

Now in its fourth year of operations, the park has been awarded over 17 industry awards and accolades, including being ranked 4# in the Leisure & Entertainment Category in the 2015 YouGov BrandIndex UAE Best Brand Rankings, as well as the 2017 Travelers' Choice Award by TripAdvisor. *

Objective

- Promoting and driving awareness around a special offer for the month of March "Ladies Night", and ultimately driving online bookings/sales.

Target Audience

- Females aged +18 and interested in Sports, Entertainment and Socializing.

Markets

- UAE.

Solution

- Launch **Advertising Campaigns** across Layalina site, focusing on Yas Waterworld target audience in UAE.
- Focus on **high impact ad solutions**, Layalina Roadblock (standard formats), Native formats plus the Interstitial ad solution.

Results

- Achieved **0.91% CTR** for the Overall campaign, delivered a total of **1000 clicks** and **110,170 impressions**. *
- Interstitial ad format, achieved an average of **5.80% CTR**, **493 clicks** and **8,502 Imp**. *

