

# Jumeirah

at SAADIYAT ISLAND  
RESORT

Anchored on one of the most desirable beach locations in the UAE, Jumeirah at Saadiyat Island Resort sits majestically on the island's prime beach. Resembling a summer house, its sophisticated interiors offer a backdrop of refined island life and quiet understated luxury.

## Editorial Snap



Topsnap Views  
**+1.5M**



Unique Viewers  
**+1.2M**



Females  
**77%**



Males  
**20%**

## Snap Ad



Swipe-up  
**+1.1K**



Impressions  
**+308K**



## GOAL

Driving awareness for Jumeirah at Saadiyat Island Resort Eid al-Fitr offers, and ultimately driving bookings through their website.



## SOLUTION

Launch **Marketing Campaigns** across Layalina Snapchat discover channel, focusing on Jumeirah target audience in the GCC.