

VANISH RAMADAN PERFORMANCE REPORT



VANISH RAMADAN

CAMPAIGN INTRODUCTION

Campaign Concept

A Pre-Ramadan and Ramadan campaign that underlines the significance of Ramadan, especially as a festive season with daily Iftars and social engagements. It emphasizes the importance of maintaining clean, spotless, and bright outfits during Ramadan. This is where Vanish comes into play. Vanish is a reliable and safe stain remover, effective on even the toughest stains, ensuring your colours stay vibrant and your whites remain brilliant. The campaign's primary goal is to Highlight Vanish's Superiority and Effectiveness, while leveraging the product's relevance to this special period of worship and community involvement.

Campaign Execution

Influencers showcased Vanish's superiority and effectiveness during the festive season of Ramadan with daily Iftars and social engagements.

Campaign Date

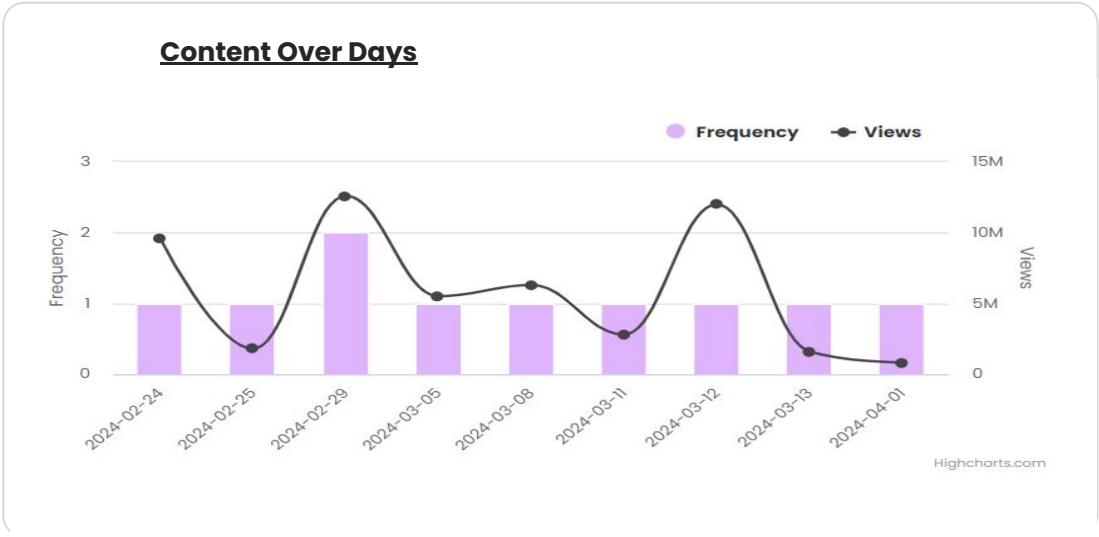
Campaign started on 24th February 2024 and ended on 30th March 2024



INFLUENCERS

| CAMPAIGN ANALYTICS

Active Influencers	Total Posts	Est. Reach	Views/Impressions	Total Engagements
5	10	35,425,000	54,500,000	393,739



Peak Engagement

Thursday, February 29
2024



YASMEEN ALSHAFI | ANALYTICS BREAKDOWN

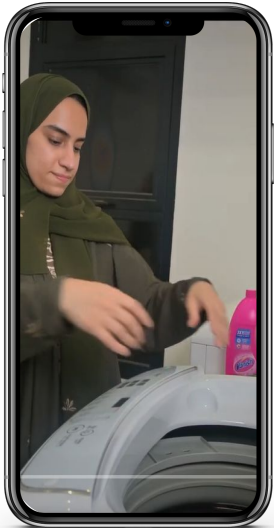


Lifestyle



[@yasmeen_alshafai](#)

	Est. Reach	Impressions/Views	Engagements
 Video 1	1,040,000	1,600,000	3,501
 Video 2	1,170,000	1,800,000	4,867



[Video 1](#)



[Video 2](#)



MISHO BAESHEN | ANALYTICS BREAKDOWN



Food



[@misho_baeshen](#)

	Est. Reach	Impressions/Views	Engagements
 Video 1	1,885,000	2,900,000	7,044
 Video 2	3,770,000	5,800,000	16,377



[Video 1](#)



[Video 2](#)

MARAM BEEKO | ANALYTICS BREAKDOWN



Lifestyle



[@ana.beeko](#)

Est. Reach

Impressions/Views

Engagements



Video 1

4,485,000

6,900,000

66,162

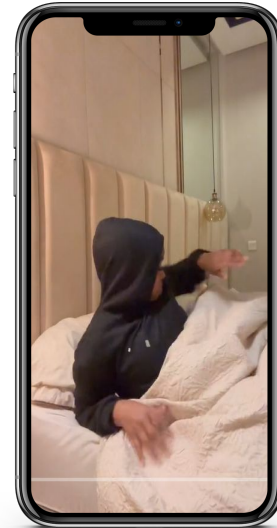


Video 2

8,125,000

12,500,000

135,114



[Video 1](#)



[Video 2](#)

JOORY DAYS | ANALYTICS BREAKDOWN



Lifestyle



[@joory.days99](#)

	Est. Reach	Impressions/Views	Engagements
 Video 1	6,305,000	9,700,000	83,908
 Video 2	3,575,000	5,500,000	36,077



[Video 1](#)



[Video 2](#)



DR KHOLOODII | ANALYTICS BREAKDOWN



Lifestyle



[@dr_kholodiii](#)

	Est. Reach	Impressions/Views	Engagements
 Video 1	4,160,000	6,400,000	15,065
 Video 2	910,000	1,400,000	25,624



[Video 1](#)



[Video 2](#)



THANK YOU