
Super General

Ramadan Campaign

The Season & The Sentiment

The festive season of Ramadan is upon us. A time for family, gathering, gifting, and giving – it's a season to spread love and receive joy in return. It makes for the perfect time to connect with our audiences, give them a reason to celebrate, and join along by gifting their near and dear ones something Super.

Campaign Objectives

Through this campaign, we aim to:



FOLLOWERS

Increase our follower base
on Facebook



WEBSITE

Drive more traffic to the
website



ENGAGEMENT

Increase engagement and
create conversations on
Facebook



STORE VISITS

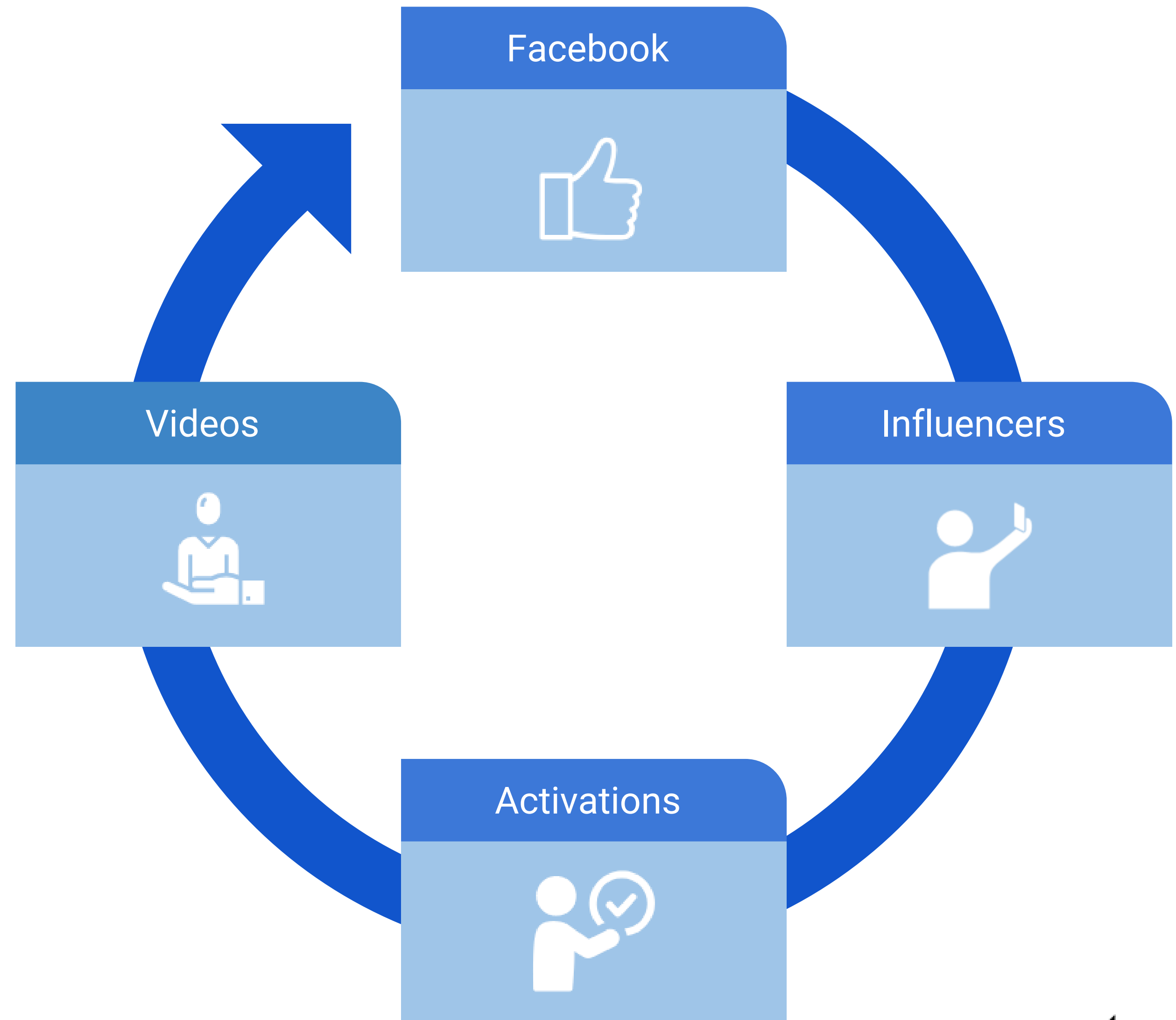
Encourage visitor footfall to
retail stores



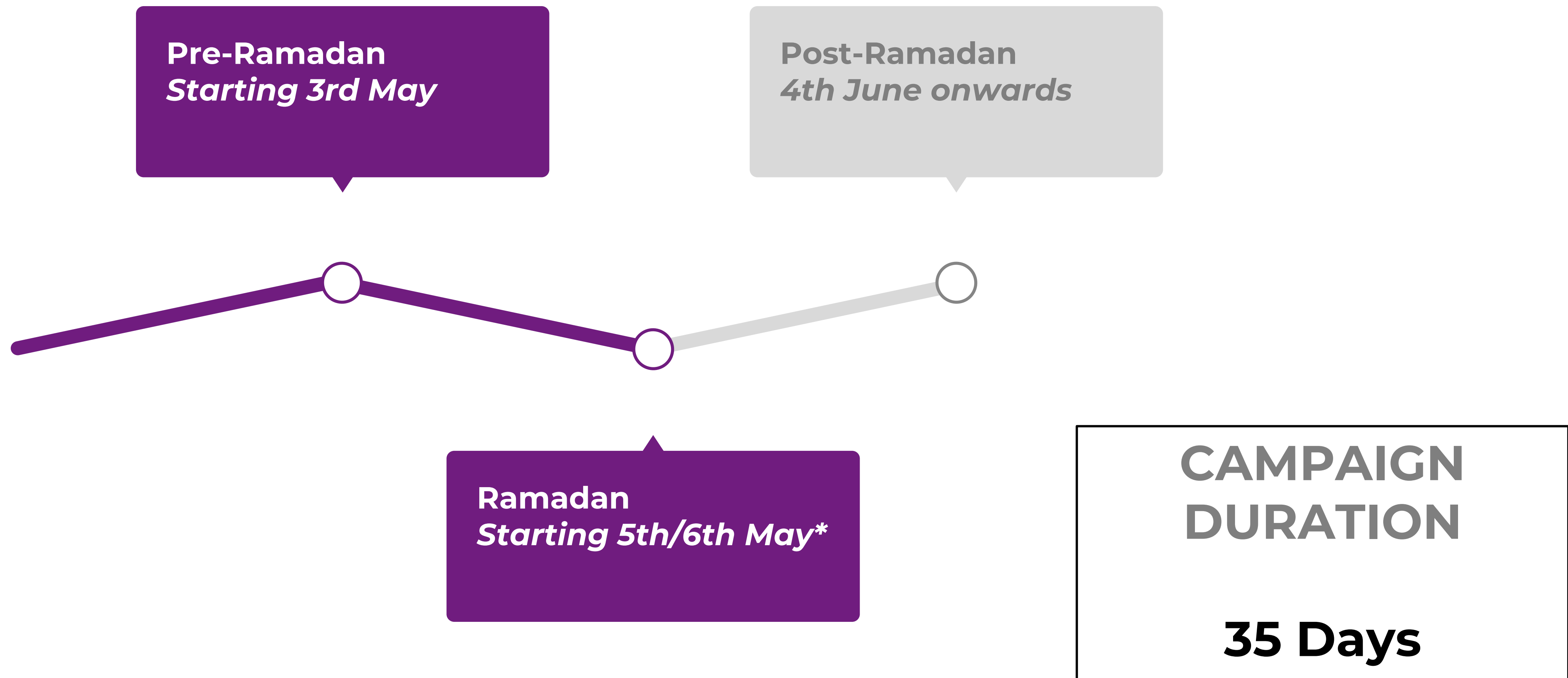
SALES

Create awareness to scale
up sales

Campaign Touchpoints



Campaign Journey



Campaign Hashtags

Hashtags will help tie the campaign together, few of which are:

- #SuperCelebrations
- #SuperRamadan
- #MakeRamadanSuper

Campaign Line

For Celebrations That Are Meant To Be Super

Apart from giving, gifting makes for an important aspect during the Ramadan season. Super General comes in to the picture to make the celebrations more special – offering a range of things that can be gifted to family and friends. The brand stands

For Celebrations That Are Meant To Be Super



PHASE I

Pre-Ramadan

To kick-start our campaign, we will post a series of countdown posts and creating a hype among our follower base that an exciting month lies ahead.

We can explore formats such as GIFs, Facebook Stories, and short-format teaser videos.

Teaser Post (Countdown)

Post Copy

Some celebrations are meant to be Super. We're all set, are you?



Teaser Video

Teaser videos can be created to keep the buzz alive and showcase the upcoming sale, offer, or festive products available to customers.

References:

<https://www.facebook.com/AmazonIN/videos/273419190212745/?v=273419190212745>

<https://www.facebook.com/AmazonIN/videos/315752219163231/>



PHASE II

Ramadan

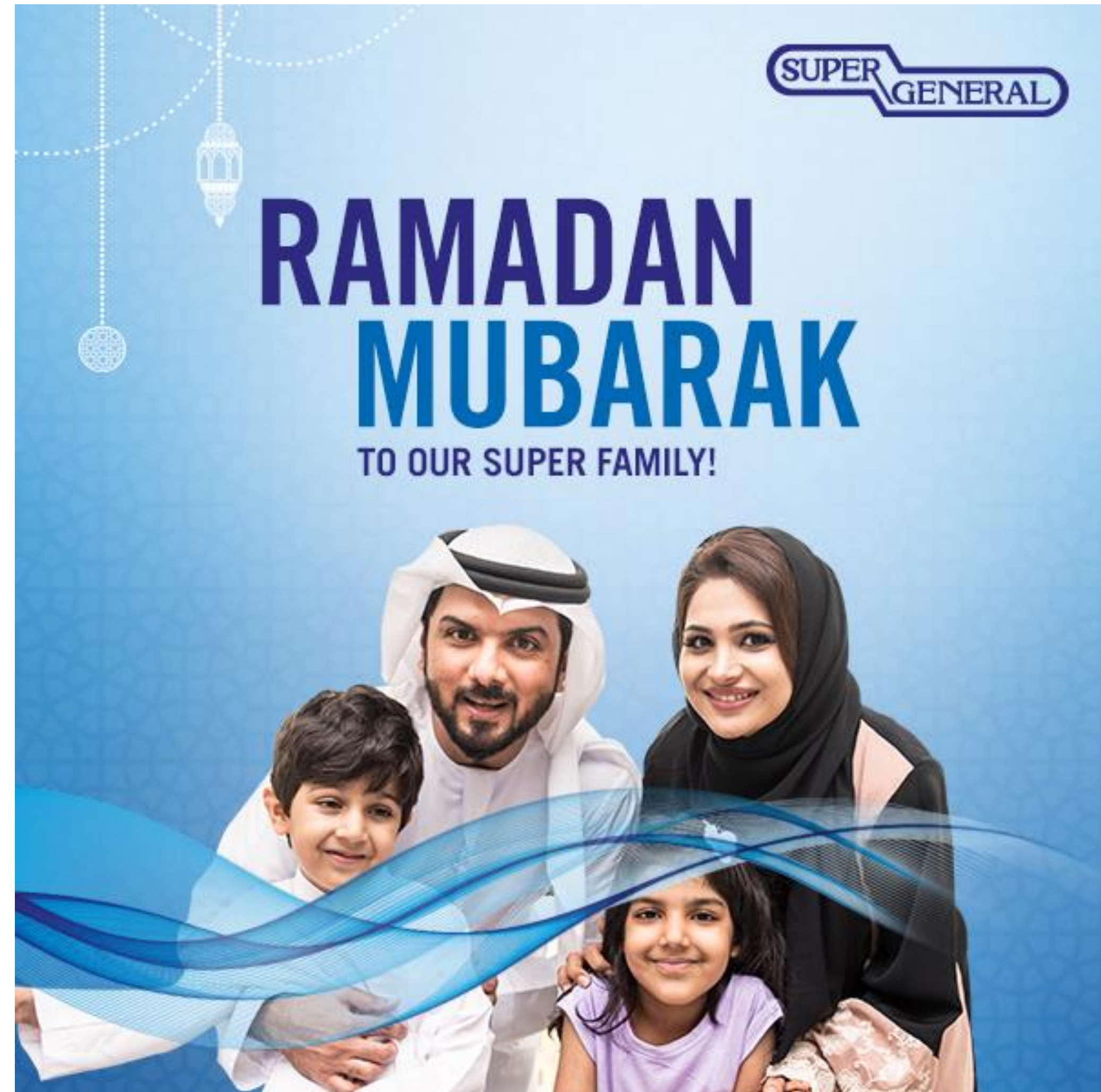
During this phase, we will post offers, product highlights, engagement, and interactive contest posts that will keep our followers coming back for more!

Wishing Post

Post Copy

May this festivity bring peace, joy
and happiness to every home.

Ramadan Mubarak!



Offer Post (Press & Hold)

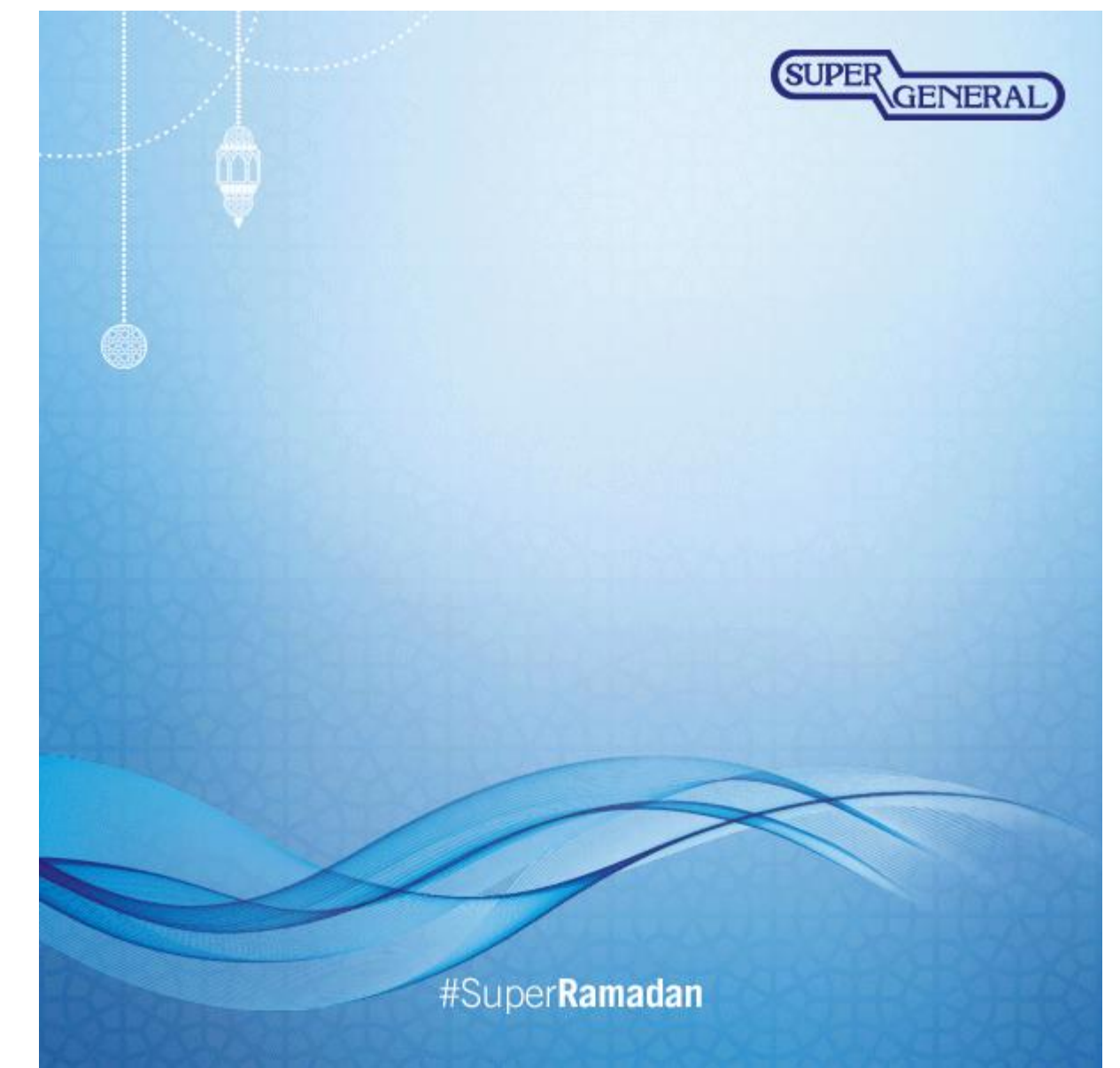
Mechanism

This can be implemented in two ways:

- New offers weekly
- 1 festive offer that is sustained throughout the season

Post Copy

Your celebrations just got Super! Visit your nearest retailer for exciting offers on the Super General range. Here's to a Super Ramadan!



The user will be shown the artwork on the left. Upon pressing and holding the image, the artwork will change to the one on the right.

Offer Videos

We can simple videos to showcase our offers with or without a voice over.

Reference:

<https://www.youtube.com/watch?v=KUGTM8tcfGQ>

<https://www.youtube.com/watch?v=1gL-VSBlyBE>

Engagement Post

An important aspect of getting customers to connect with us is by engaging with them on social. We do this through interactive engagement posts that allow them to like, comment, and share.

Post Copy

What's going to be your pick this Ramadan?
Screenshot the gift of your choice and share it with us in the comments below!



Contest Post

Post Copy

#ContestAlert: Excited to win Super General goodies this Ramadan? Here's what you need to do:

*Click a picture of your family celebrating Ramadan

*Send them to us via comments or DM

Contest closes in 5 days! Hurry!



Contest Winner Post

Post Copy

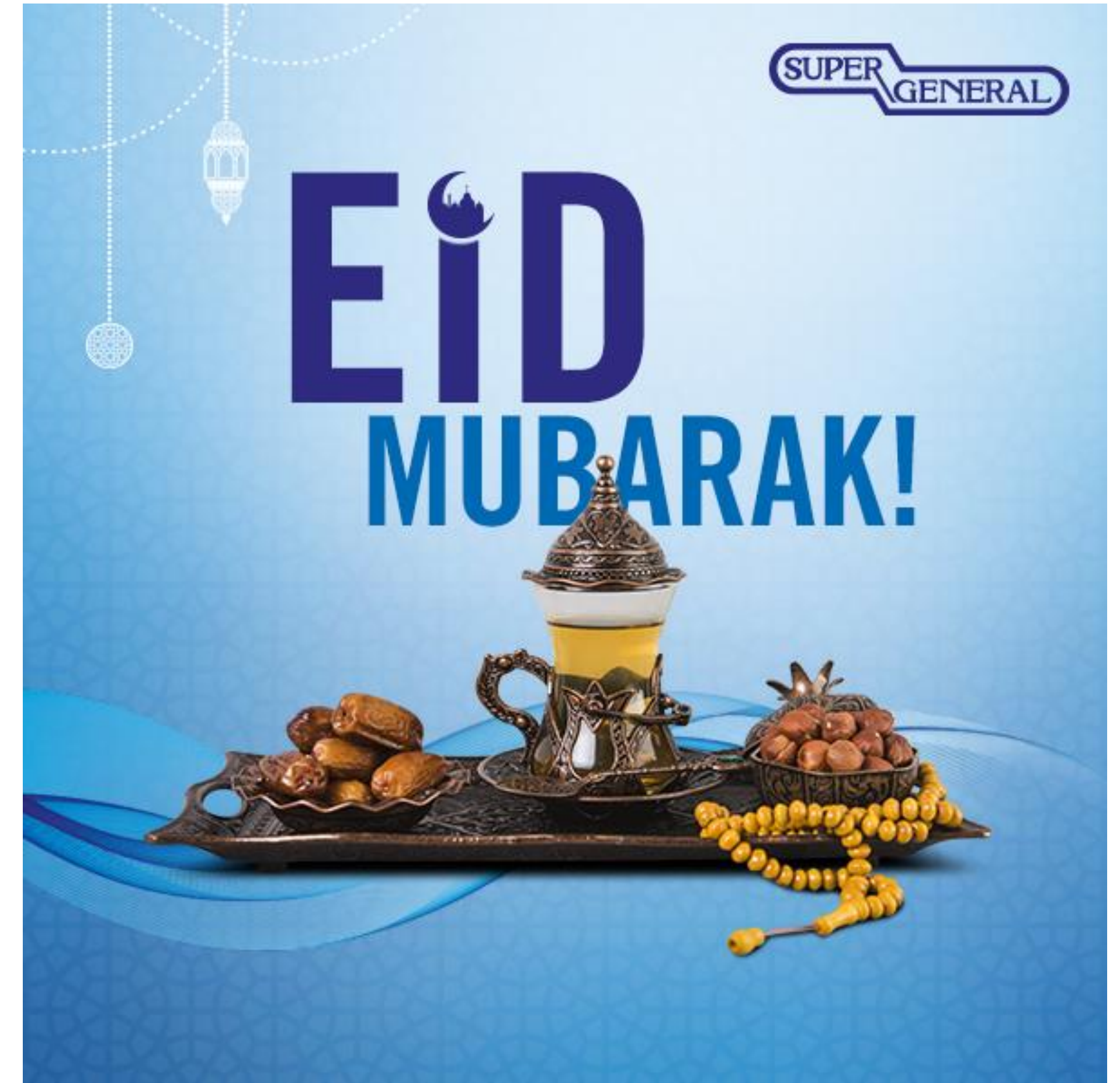
We've found our winner.
 Congratulations @<tag> and thank
 you for sending us those
 wonderful pictures! We hope you
 had a Super Ramadan with your
 near and dear ones.



Eid Wishing Post

Post Copy

Eid Mubarak from our family to yours!



Digital Activation: Spin The Wheel

A digital-led activation that drives followers from **Facebook to a Landing Page.**

The idea is to post an incentive contest announcement on Facebook about the contest: Spin the Wheel which we run on our host site. The incentive will be to win vouchers or Super General goodies in return!

Further, on the host page we collect data from our followers which in turn will help build our database.



Influencer Activation

With offers, contests, and season-specific products on display – we can engage with bloggers to cover the above and drive newer audiences to our brand and retailers.

We can then compile these videos into one and use that on our Facebook page.

THEMES TO EXPLORE

- How did you celebrate a Super Ramadan?
- Ramadan specials at Super
- Vox Pop with customers shopping at retail stores

PHASE III

Post-Ramadan

With offers, contests, and season-specific products on display – we can engage with bloggers to cover the above and drive newer audiences to our brand and retailers.

We can then compile these videos into one and use that on our Facebook page.

Video Mash-up of Influencers

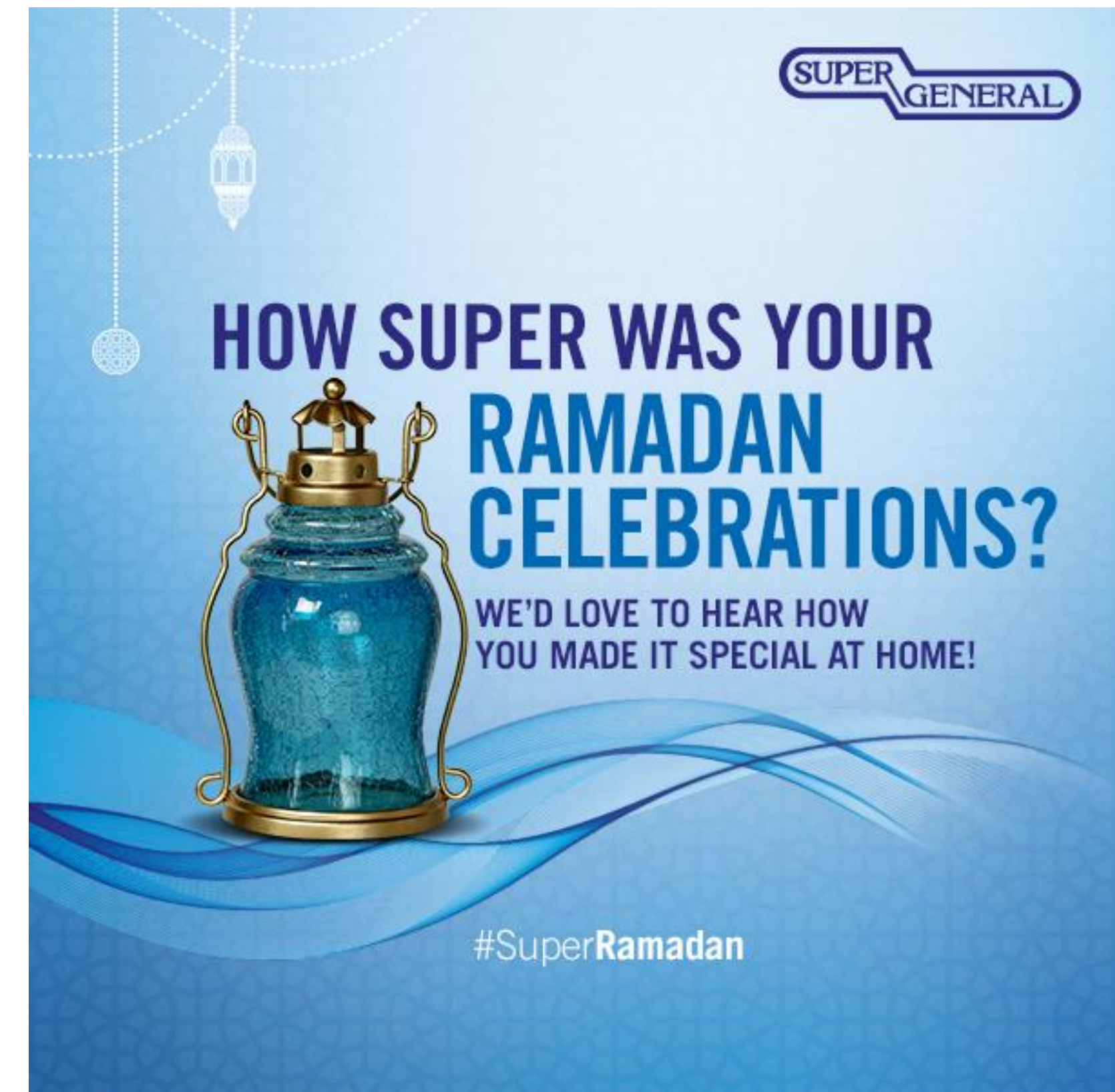
The output received from influencers in the previous phase can be collated to make an exciting video for the brand's followers to sum up the campaign.



Campaign Conclusion Engagement Post

Post Copy

Tell us about your #SuperRamadan
in the comments!



Newsfeed Creatives

www.supergeneral.com

SUPER GENERAL

SUPER CHOICE

FOR THOSE WHO KNOW BETTER



Headline

Super General – For those with super choice.

Post Text

Browse from our wide range of quality and affordable appliances.

Description

Super General is for those who know better.
Browse our products today!



www.supergeneral.com

SUPER GENERAL

SUPER EXPERTS
AT COOLING THE UAE

The advertisement features a family of three (a man, a woman, and a baby) relaxing on a white sofa in a living room with blue walls. A Super General air conditioner is mounted on the wall. In the foreground, several Super General air conditioning units are displayed on a reflective surface. The overall theme is comfort and cooling during the summer.

Headline

Get Super General this summer.

Post Text

Let Super General's air conditioners do the hard work while you relax!

Description

Choose from a wide range of products from the super experts of cooling the UAE!

www.supergeneral.com

SUPER GENERAL

SUPER WASH
FOR THOSE WHO KNOW BETTER

A woman with dark hair is smiling and hugging a young child with blonde hair. They are standing next to a white Super General front-loading washing machine. The background is a solid blue color. In the bottom right corner, there are three more Super General washing machines of different sizes and colors (white, grey, and white) displayed. A blue wavy graphic element is at the bottom left.

Headline

Super General makes lives easy!

Post Text

Don't dread laundry days anymore, because Super General is here to your rescue!

Description

Find out how by clicking on the link above.



Headline

With Super General, you only eat fresh.

Post Text

Super General's wide range of refrigerators ensures your food remains super fresh. Always.

Description

Check out our refrigerators to make your life easy!