



NAVWEI

CASE STUDY
#Navwin



About

a) Type of Contest:

Screenshot and Win

b) Giveaway:

Mall Vouchers

c) Goals:

- 1) Engage the Audience
- 2) Creating a demand chain
- 3) Driving users to install the app
- 4) Increasing footfalls at malls/stores
- 5) Creating a loyal customer base
- 6) Building awareness of malls being functional
- 7) Spreading positivity

d) Links:

Facebook | Instagram

NAVWEI

Screenshot when you see it all



Win Mall of the
Emirates Gift Cards!

#NavWin

The Numbers

Platforms	Increase in Followers	Engagement	Reach	Comments
Facebook	130	214	4,417	54
Instagram	1577	747	4,635	527



Expenses

Platforms	Ad Spends (in AED)	Vouchers (in AED)
Facebook	144	250
Instagram	192	250



Our Proposition

a) Tie Up For Marketing Spends

We suggest splitting the AD cost 50:50, with a larger budget to target a wider audience on both platforms

b) Gift Cards/Vouchers

As this would be driving footfalls and sales to your Mall/Store, we recommend that you provide the vouchers to winners. This would be a minimal addition to your marketing cost and with a high increase in your brand visibility. This is a cost-effective way to reach an audience especially with people spending more time now on digital and social media platforms as compared to even two months back. While standard advertising and marketing costs have increased with lower visibility due to the current circumstances, having your presence on Social Media accounts other than your own increases your visibility.



Our Proposition

c) Official partnerships

We add your logos on our creative and tag you to make sure our patrons know about our association and understand the initiative we are embarking on. At the end of the day, we are adding value to our patrons' lives who are currently dealing with a poor economic and socio-economic climate



Your Costs

Details	Medium	Cost (in AED)
Ad Spends	Facebook & Instagram Ads	500
Vouchers	Physical or Digital Vouchers	2000



Does your brand really need this?

a) Why Navwei?

Navwei is an app built to solve three fundamental questions:

What to do? Where to go? And how to get there?

It's all about the customer and adding value to their recreational experiences!

b) Our Key Partners

Local Malls: 7 (12 by the end of June)

Stores: 1900+

Play Store and App Store

Ad Channels

Investors

Regulators

c) Our Key Activities

Add Malls

Add Stores

Add Offers (coming soon!)

Improve our key offering

Improve value proposition

Engage new and existing customers

d) Our Key Resources

Malls

Stores

Users

Play Store and App Store

Website

Social Media Networks

User Data

Team

e) Our Value Proposition

For Consumers

Discovery

Choices

Inspiration

Ease

Planning of Activities

Risk Reduction

Education and Awareness, with regard to
our partners

Deals (coming soon!)

For Brands

No up-front costs

Revenue

Alternative Viewership Platform

Promotional Platform

Merchant Tools (coming soon!)

If we have learned anything from the recession of 2007-08, it's that brands that add value to consumers' lives survive and thrive. Reducing their financial burden by any amount helps brands build loyal consumers and meet their short term goals, until the markets recover.

In a bid to further spending, prevent the economic spiral and add value to our patrons, we are doing our bit, are you doing yours?

The background features several large, overlapping, semi-transparent shapes in shades of light orange and yellow. Two solid, bright orange horizontal bars are positioned on the left and right sides of the page, partially overlapping the background shapes.

Thank you

for your attention

visit us at: www.navwei.com