

SMM CASE STUDY

NAVWEI

LOGO CONCEPT (STORYBOARD)

N  V V W W E I



LOCATION
MARKER

+



LETTER
A

LOGO DESIGN

SHAPE:

This is a logo where the letter 'A' has been created by combining shapes to create a unique design.

UNIT:

This unit has been designed by combining an upward-facing arrow pointer and a location place holder in the centre. The triangle represents movement and speed.

FONT:

The font that has been used in this design is called is Gael which a moderately thick font. The letter 'A' has been replaced with the unique shape. The overall look of the font is very classy and easy to read.

NAVWEI



NAVWEI

BRAND IDENTITY



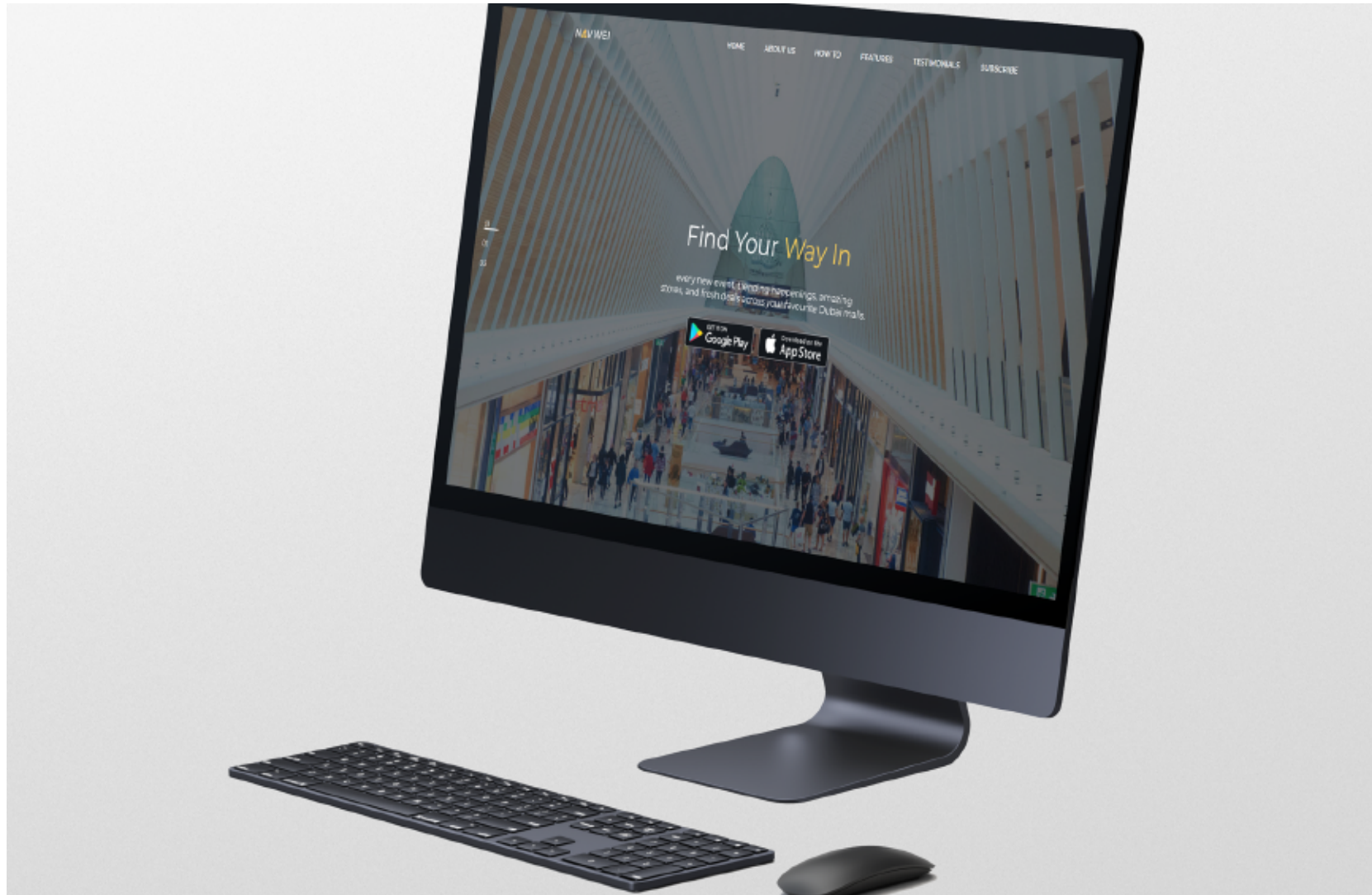
STATIONERY DESIGN



STATIONERY DESIGN



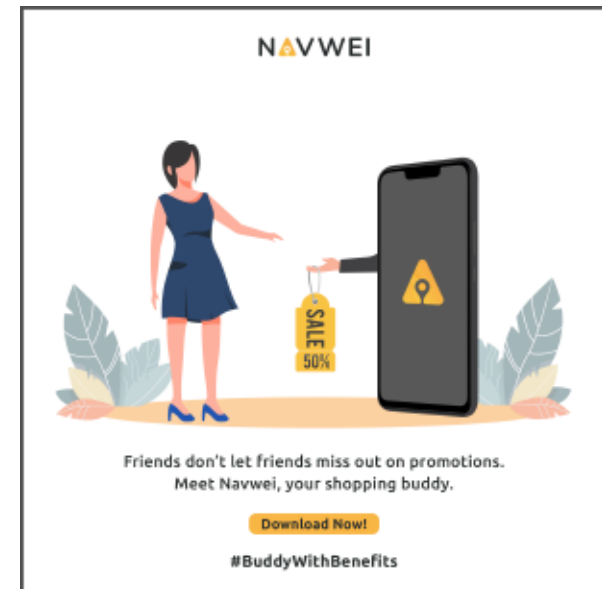
WEBSITE DESIGN



SOCIAL MEDIA MANAGEMENT

Campaign 1

This campaign was curated to put forward a point of view that shopping with the Navwei App is similar to shopping with your best friends. The idea was to project Navwei as a mall buddy.



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Friends don't let friends miss out on promotions.
Meet Navwei, your shopping buddy.

[Download Now!](#)

#BuddyWithBenefits

NAVWEI



Friends don't let friends shop alone.
Meet Navwei, your shopping buddy.

[Download Now!](#)

#BuddyWithBenefits

SOCIAL MEDIA MANAGEMENT

Campaign 2

This campaign was the second teaser campaign created conducted before the launch of the app and aimed to showcase the features of the app in a subtle manner while also getting them curious about the app.



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LESS SPENDING, MORE SAVING
OFFERS ARE NOW JUST A TAP AWAY

NAVWEI



Less spending,
more saving

SOCIAL MEDIA MANAGEMENT

Campaign 3

Before the digital launch of the app , a Teaser campaign was put together to create a buzz around what the Navwei is and what needs it caters to.

This campaign made use of catchy proverbs to announce features of the app to the audiences. Since this was the app's pre-launch campaign, its aim was to provide just enough information that left people wanting more.



NAVWEI



"All roads lead to Rome"

But we can help you find the shortest route to your destination

NAVWEI



"Good things come to those who wait"

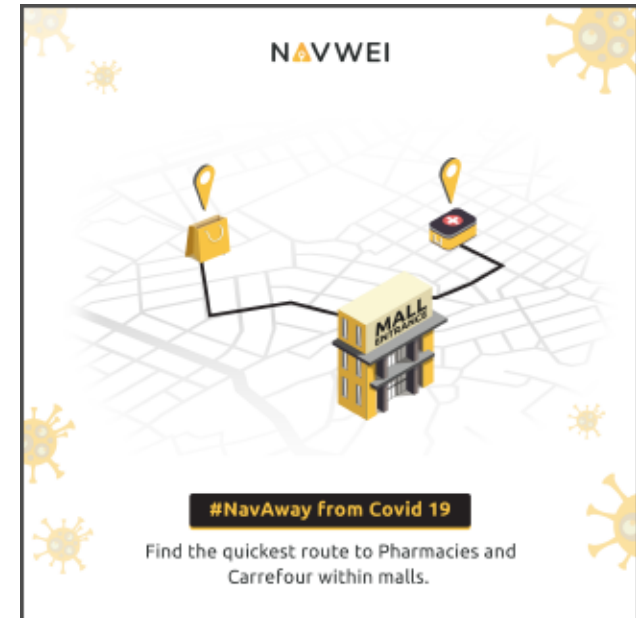
But we can help you find better things without delay

SOCIAL MEDIA MANAGEMENT

Campaign 4

Due to the COVID-19 pandemic, the brand included educational information for people to learn about the safety precautions undertaken by different malls across the city.

The objective was to be relevant, stay in touch with their followers and spread awareness about the situation.



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#NavAway from Covid 19

Find the quickest route to Pharmacies and Carrefour within malls.

NAVWEI



#NavAway from Covid 19

Mall of Emirates followed the WHO protocol for sanitisation of the entire mall

App Downloads

In order to increase the number of app downloads, we displayed ads across the two most widely used platforms and their channels. We put together an informative video app guide, to give the audience a sneak peek into the apps' functionality and how it can be beneficial for the user.

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WHO'S TELLING YOUR STORY?



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