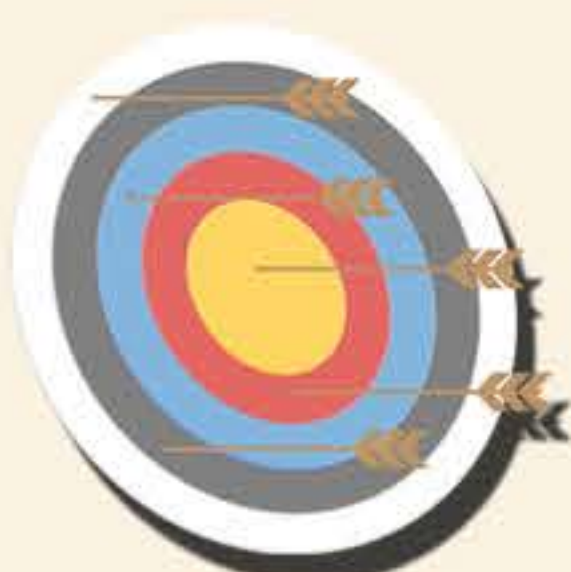


HOLIDAY TRIVIA CONTEST on



Strategically located by the famous Dubai creek, offering magnificent views of the old and new Dubai, St. George Hotel brings you the true essence of the traditional city.

Surrounded by Heritage Village, the ancient Spice Souk and the Gold Souk, the hotel is ideal for holidaymakers. Conveniently situated within easy distance of the bustling Dubai business district, our hotel is also ideal for business travelers.



OBJECTIVE

- Run a contest revolving around the new-year eve planned at the discotheques of St. George Hotel, Dubai.
- Inculcate innovation and creativity in graphics for Facebook posts.
- Drive engagement and likes through the contest.
- Increase the footfall at the event.

- The contest was limited only to the Dubai, UAE and Saudi Arabia region.
- The FB page had been without any kind of activity for about 5 months.
- Low fan base on Facebook.
- Language was a challenge as Arabic is the preferred language in the Middle East.



EXECUTION

- We kept it fairly simple so that the language barrier can be minimized.
- Emphasized more on visuals than text in order to garner more likes and engagements.
- The contest was based around Christmas which made people join in keeping the holiday spirit in mind.
- Christmas was specifically chosen as it is a universal event and is the best time to promote a new year event.



FANS ACQUIRED: 2,730



Overall reach: **36,498** | Overall post engagements: **2,319**

Overall Shares: **123**