



Get  ircles

# SCOPE





# GOALS





# APPROACH





# 360° CAMPAIGNS



**SAN STEFANO  
OPENING  
CAMPAIGN**



# 360° CAMPAIGNS

HE Dr Khaled Hanafy Minister of Supply cuts the ribbon, inaugurating our latest branch!!  
#FreshFoodMarket #sanstefanomall #Alexandria



Like Comment Share

Ola Khaled, Nadia Hesham and 137 others

Top Comments

Fresh Food Market  
September 25, 2016 · 🌐

#Throw\_back to our unforgettable San Stefano branch grand opening.



40K Views

Like Comment Share

Ola Khaled, Nadia Hesham and 897 others

Top Comments

139 Shares

## SAN STEFANO OPENING CAMPAIGN



# 360° CAMPAIGNS



**CHRISTMAS  
CAMPAIGN**



# 360° CAMPAIGNS



## CHRISTMAS CAMPAIGN



# 360° CAMPAIGNS



A Christmas video showing in-store activation (Storytelling/ Santa/ Christmas carols).

**348,187** people reached

**1.7K** Like

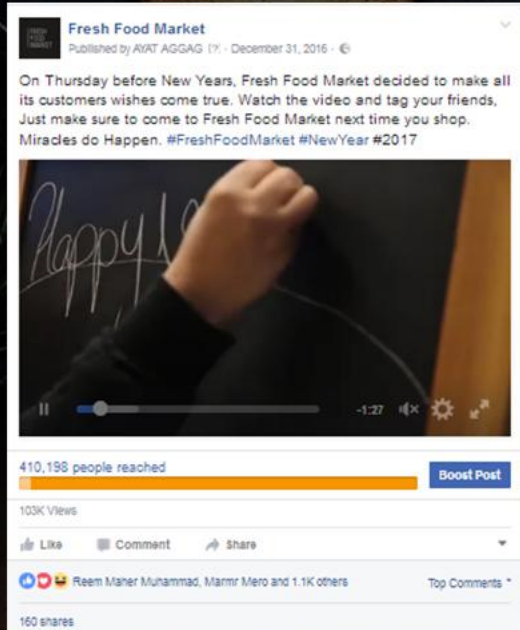
**310** Share

**188** 188 40

CHRISTMAS  
CAMPAIGN



# 360° CAMPAIGNS



1- We asked the fans a Question" What would you like to Start your New Year's with? And Options will appear to choose from A Fresh Sushi, A Fresh Pizza, A Fresh Salad, Fresh Coffee, Fresh Cakes. They can either choose from a touch screen.

2- After Choosing their "Fresh Start", they will continue their normal shopping and we will be preparing their Gift whether "Sushi, pizza, ETC

3- While they are at the Cashier, paying for their items, The Gift they wished for will be put on the Cashier's roll out, with a coupon "4 Free Pizza" "Their option"

**410,198** people reached

**1.1K**  Like

**160**  Share

**65**  65  40

**NEW YEAR  
CAMPAIGN**



# CONTENT HITS



We made a collaboration with Noha Serageldin (Matters of the Belly); a famous, creative food blogger to create 4 healthy recipes for Ramadan and Eid, exclusive for Fresh food Market.

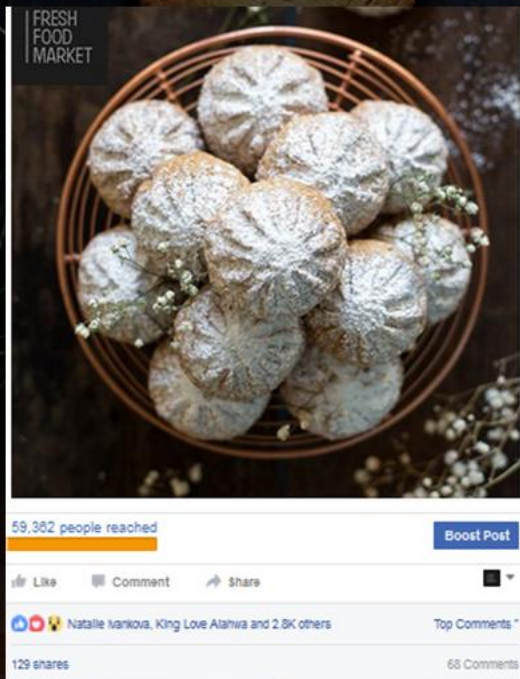
**Objective:** Increase engagement and likes/followers on Facebook page and Instagram.



**COLLABORATION  
WITH MATTERS OF  
THE BELLY**



# CONTENT HITS



**Fans Reaction:** High engagement rate and positive comments

**59,362** people reached

**2.8K**  Like

**129**  Share

**68**  68  40

**COLLABORATION  
WITH MATTERS OF  
THE BELLY**



# CONTENT HITS



COLLABORATION  
WITH SCOPEMPIRE



# CONTENT HITS



Halloween

**245,329** people reached

**1.2 K** Like

**362** Share

**120** 162 ↕ 162

VIDEOS



# CONTENT HITS



Sushi

**1,078,735** people reached

**3.7K**  Like

**654**  Share

**680**  680  680

VIDEOS



# CONTENT HITS



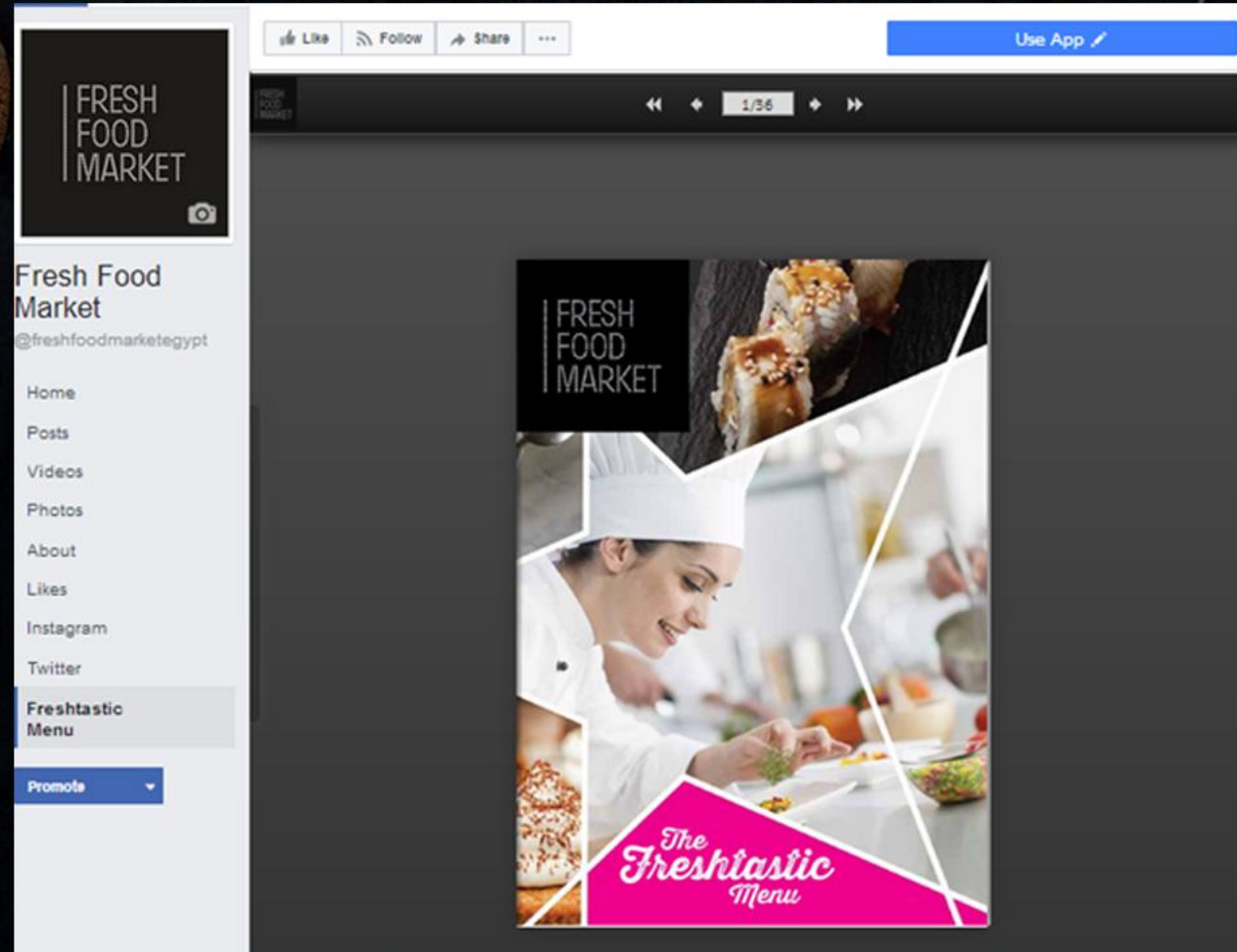
**441 Comments**  
(Very high engagement rate)



**ENGAGING  
POSTS**



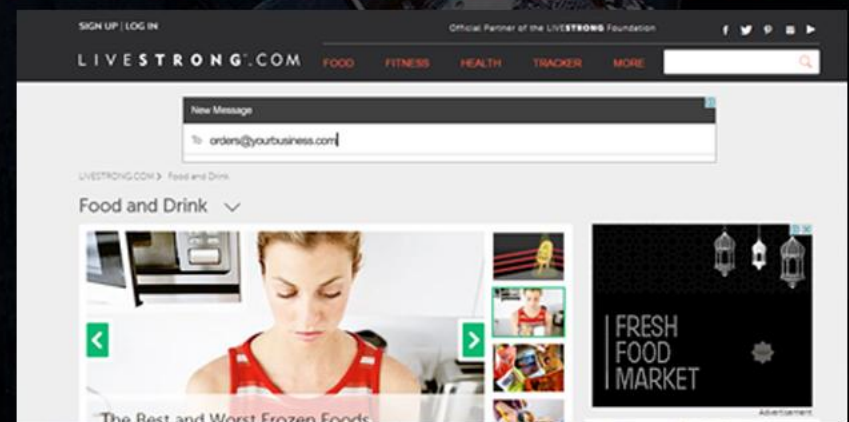
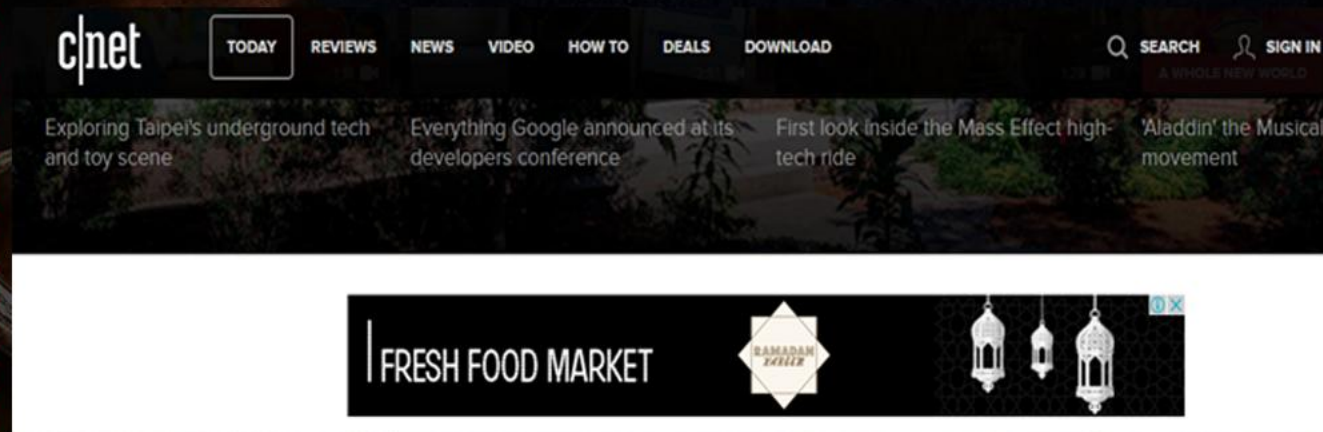
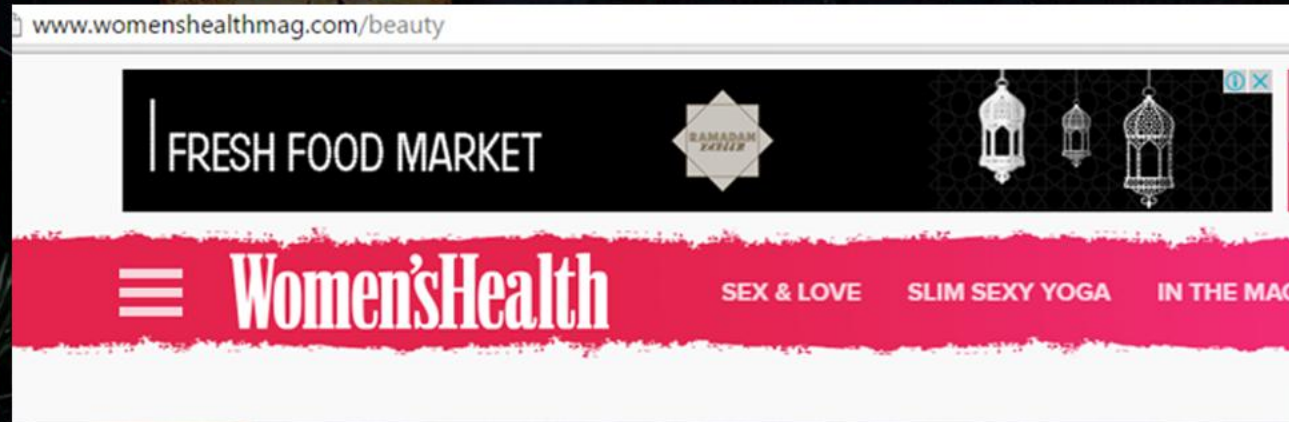
# APPS



MENU  
APP



# DIGITAL PLACEMENTS

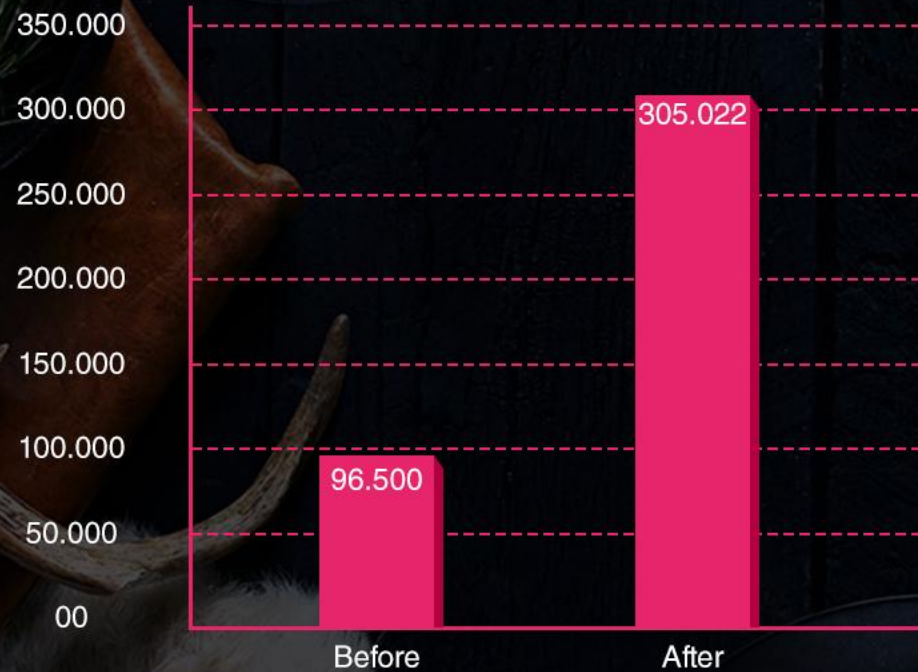




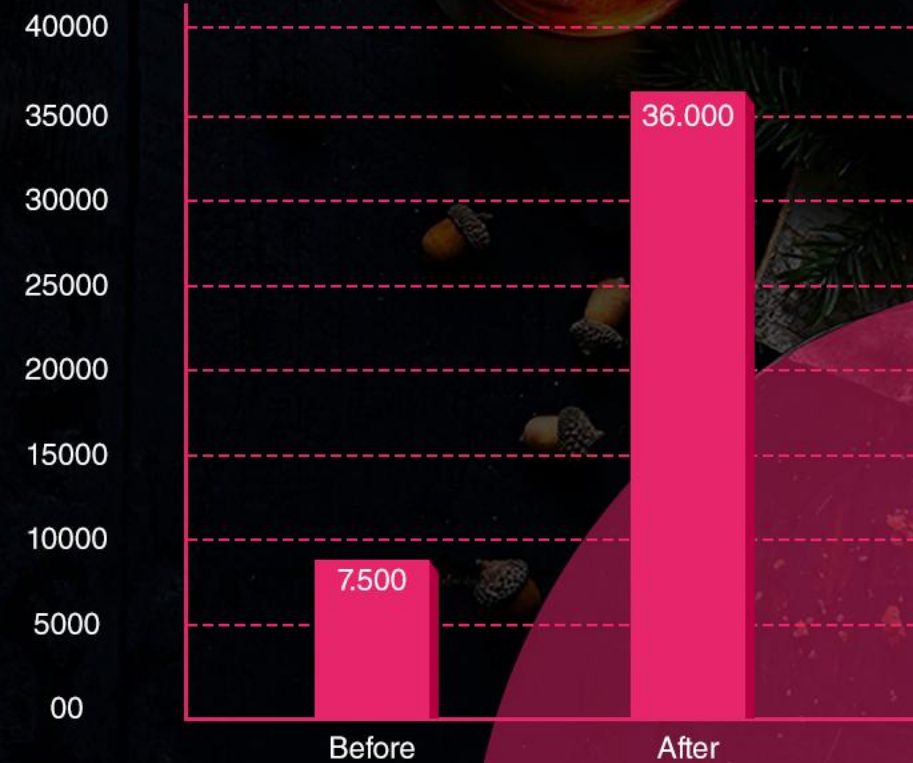
# RESULTS



Fan Growth



Fan Growth



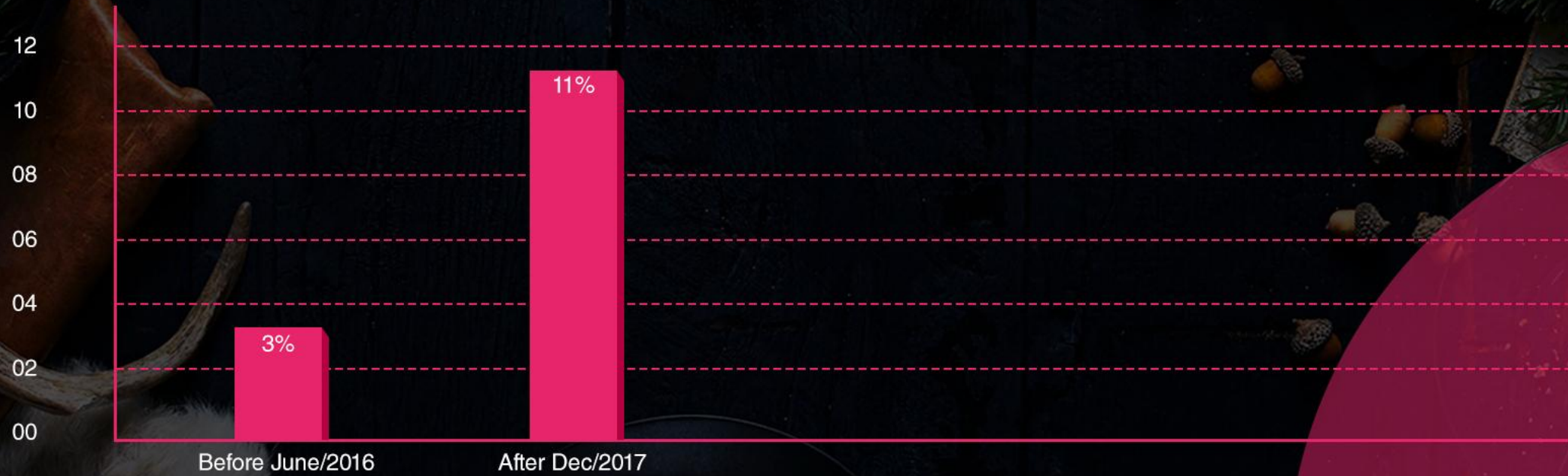
FRESH  
FOOD  
MARKET



# RESULTS

FRESH  
FOOD  
MARKET

Avg. Engagement Rate





# Thanks!

**Any questions?**

**I**