



## CASE STUDY

Ghandour Cosmetics Ltd. has provided a superior range of skin and hair care products in West Africa for the past fifteen years, with over 600 employees in Ghana only, while also operating in other African countries.



We inform.  
We entertain.  
We connect.

Africa



# RDM PROPOSITION

RDM Ghana was tasked to help launch Ghandour's new luxurious perfume brand; Scent of Africa. To grow followers, likes and engagements on their social media platforms.

**WHAT IS YOUR AFRICAN DREAM?**

Ghandour Cosmetics will provide two lucky winners\* with an all expense paid trip to Accra to attend an exclusive product launch event, party with some of Africa's top celebrities and stay in a luxury hotel for a once in a lifetime experience!

**FOLLOW, TAG & WIN!!**

1. UPLOAD A SHORT VIDEO TELLING US ABOUT YOUR AFRICAN DREAM
2. USE THE HASHTAGS #AFRICANDREAM #GHANDOURCOSMETICS
3. FOLLOW AND TAG OUR INSTAGRAM @GHANDOURCOSMETICSLIMITED
4. SHARE ON FACEBOOK + TWITTER

CONDITIONS APPLY

There are 29 Billionaires in Africa

#africandream

# RESULTS & OBSERVATIONS

The campaign reached **4,617,817** within a month on social to add to the overall campaign reach of a total of **6,025,854**. We grew the Instagram followers from 1,200 to **11,000** followers in 2 months. Increased Facebook reach from 365,103 to **439,084**.

The hashtag “#scentofAfrica” successfully trended for days before and after the launch on Twitter and

