



## CASE STUDY

Special Ice Mineral Water Company Limited is a natural mineral water production company registered in Ghana under the companies code.



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.

# 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

