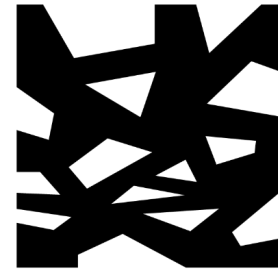


lovin
— لوفين —

EOC Report



اللو فر أبو ظبي
LOUVRE ABU DHABI

CAMPAIGN SUMMARY

To spotlight Louvre Abu Dhabi's exciting summer offerings, Lovin Abu Dhabi executed a high-impact Instagram takeover designed to drive maximum awareness. On June 6th, 3 Louvre Abu Dhabi-branded posts were pinned to the top of Lovin Abu Dhabi's Instagram grid for 24 hours, transforming the feed into a 'digital billboard'.

As part of the takeover, Lovin Abu Dhabi's logo was temporarily updated to reflect the campaign's branding as 'Lovin Louvre Abu Dhabi'.

The campaign also received added value exposure through Lovin Dubai's Instagram Stories, further amplifying reach across both platforms. Highlighting everything from summer camps and engaging activities to special rates and family-friendly experiences, the campaign resonated strongly with our Lovin Abu Dhabi audience.

Combined, all content, including reels, IG stories and the logo takeover, generated approximately **1.52** million views, significantly amplifying visibility and aligning with Louvre Abu Dhabi's awareness objective.



DELIVERABLES



INSTAGRAM GRID & LOGO TAKEOVER

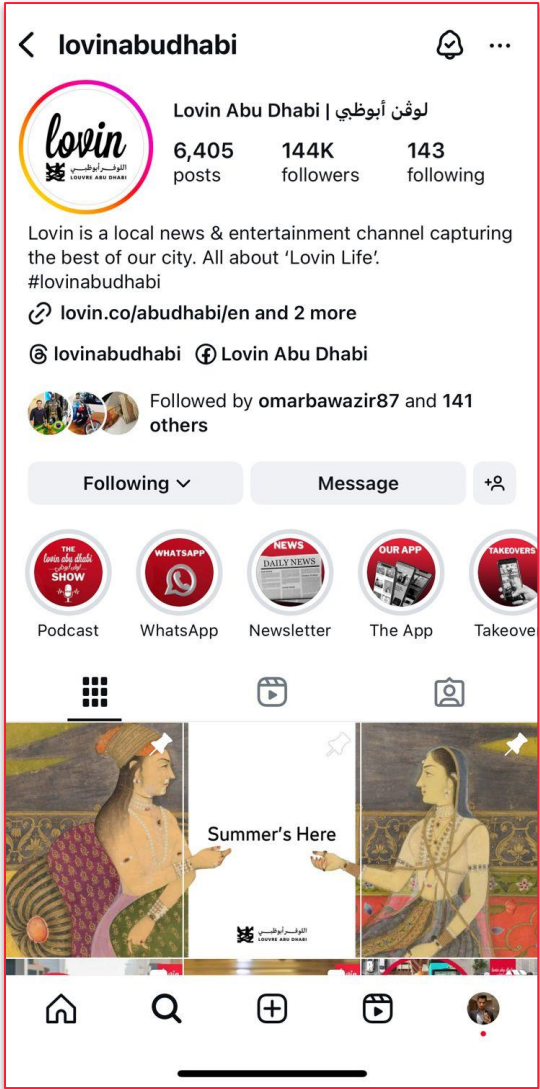
LOVIN ABU DHABI X LOUVRE ABU DHABI INSTAGRAM

Lovin 'Abu Dhabi was transformed to Lovin' Louvre Abu Dhabi from June 6th-9th, with a full logo takeover and 3 Instagram Posts using Louvre Abu Dhabi assets being pinned to the top of Lovin Abu Dhabi's Instagram Grid.

The posts served as a digital 'social billboard' on Instagram to celebrate and bring awareness towards Louvre Abu Dhabi's enticing summer offerings for both residents and first time visitors.

The posts were also optimized via paid media, and pinned to the Lovin AD reels, to gain maximum reach throughout the days.

	IEWS	REACH	ENGAGEMENTS
LOGO TAKEOVER	120K	100K	-
GRID POSTS	1.4M	1M	3,305
TOTAL	1.52M	1.1M	3.3K

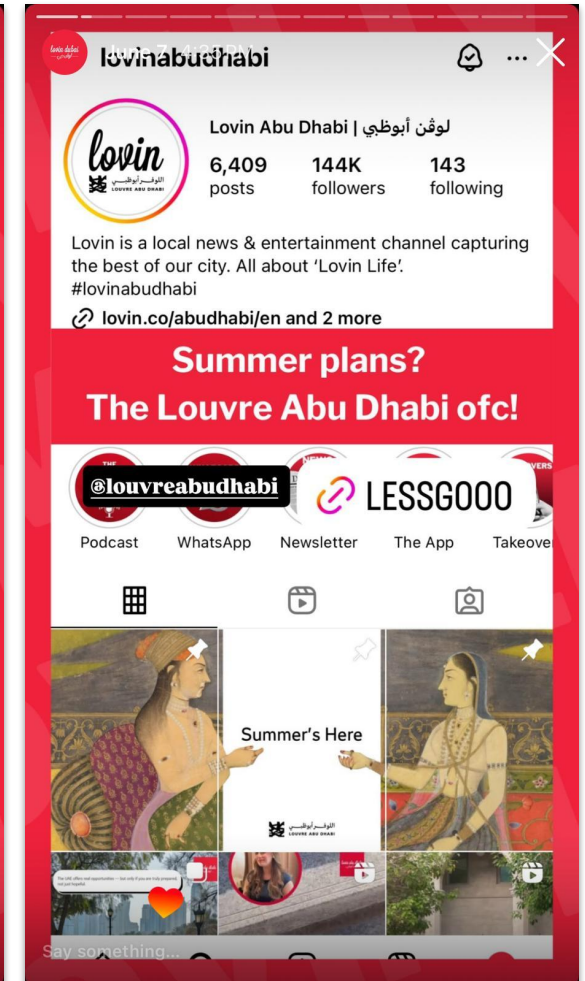
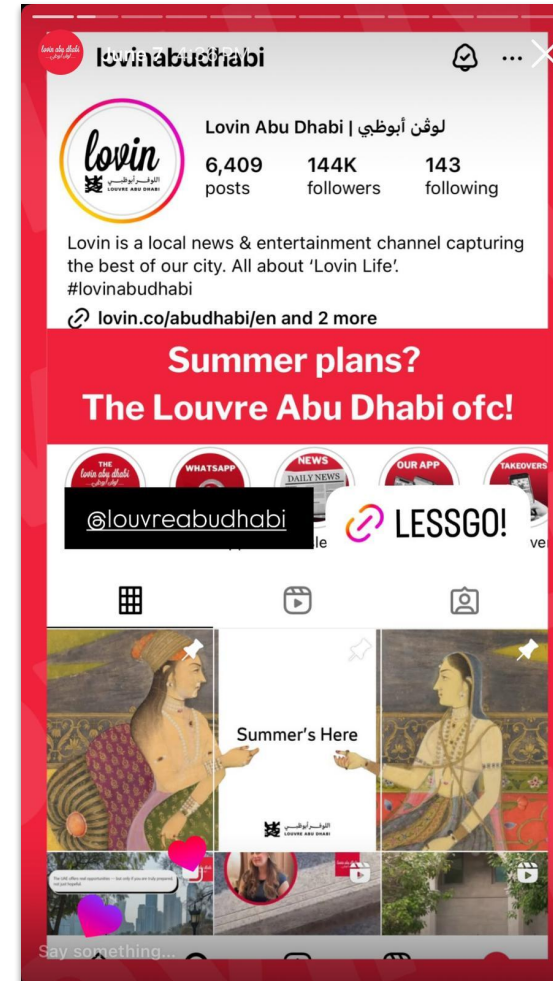


INSTAGRAM STORIES

LOVIN ABU DHABI X LOUVRE ABU DHABI INSTAGRAM

To amplify the campaign even further, two Instagram Stories were shared on Lovin Dubai and Lovin Abu Dhabi's accounts on June 7th, significantly exceeding standard KPIs with an overperformance of more than **400%**.

40,093
VIEWS



THANK YOU

