

## EMIRATES NBD

Emirates NBD increased ad recall by 6.4 points by adding Instagram Reels ads as part of its Mother's Day campaign in the UAE.

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### THE STORY

## Support to bank on

Emirates NBD is Dubai's government-owned bank and one of the largest banking groups in the Middle East by assets. It was formed in 2007 by the merger of National Bank of Dubai and Emirates Bank International.

### 6.4-point

lift in ad recall by adding Reels ads, compared to usual ad placements

### 7.5-point

lift in ad recall for 34-44 age group by adding Reels ads, compared to usual ad placements

### 4.6-point

lift in campaign awareness by adding Reels ads, compared to usual ad placements

**'As a consumer-centric brand, Emirates NBD is constantly innovating how we communicate and engage with our audiences. We recently saw great success with Reels on Instagram for our Mother's Day campaign. We specifically leveraged the platform's Teleportation special effect, which enabled us to connect with Emirates NBD cardholders who follow our social platforms, reminding them of the offers, discounts or deals they can enjoy.'**

MOADH BUKHASH, CHIEF MARKETING OFFICER, EMIRATES NBD

### THE GOAL

## Raising brand awareness

Emirates NBD wanted to raise awareness of its special offers and discounts on and around Mother's Day in UAE on March 21, and to engage with mums in a new way.

### THE SOLUTION

## Mum's the word

Emirates NBD's Mother's Day campaign was designed to showcase ads in the Reels placement. Reels ads are full screen and vertical, similar to ads in Stories, and can appear in between individual Reels. As with regular Reels content, these ads loop and can last up to 30 seconds. People can comment, like, view, save and share Reels ads.

The Reels ads featured Instagram's trending "Teleportation" transition (in which people click their fingers and then "magically" reappear in a different place), showing a mother being plucked from her environment and dropped into a luxury experience at one of Emirates NBD's partner hotels. The Reels ads were part of a competition to win the perfect Mother's Day gift, encouraging people to join in with their own teleportation videos starring their own mums.

Emirates NBD added the Reels ads placement to its usual selection of ad placements, and then measured the results with a brand lift study. The Reels ads were engaging and entertaining, and proved effective across all age groups. Between March 16–29, 2022, the campaign achieved:

- 6.4-point lift in ad recall by adding Reels ads, compared to usual ad placements
- 7.5-point lift in ad recall for 34–44 age group by adding Reels ads, compared to usual ad placements
- 4.6-point lift in campaign awareness by adding Reels ads, compared to usual ad placements

Create Ad

**'Through our FP7 McCann LIVE studios, we developed and co-created Instagram Reel concepts for Mother's Day that rewarded and transported working moms into various lifestyle venues relevant to EmiratesNBD's offering. Applying the latest editing techniques and transitions, we created ad content that delivers on relevance, engagement and performance, with a clear call to action that led to offers, while putting measurement criteria in place to score high on brand affinity and ad recall.'**

ANIS ZANTOUT, REGIONAL DIGITAL DIRECTOR, FP7 MCCANN MENAT