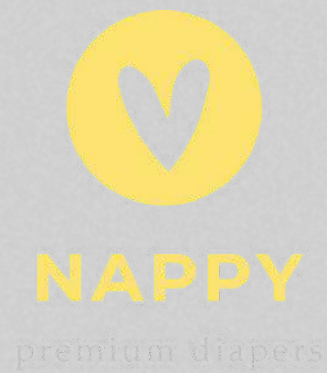




Campaign CREATIVE BRIEF

Advertising
Campaign





AGENDA

Campaign Overview	Campaign Objectives	Key Messages	Campaign Themes and Topics	Content Plan	Channels and Tactics	Budget Allocation	Timeline
01	02	03	04	05	06	07	08



AGENDA

(KPIs)	Risk Management	Campaign Review and Reporting	Appendices
01	02	03	04

05



CAMPAIGN NAME: WELCOME TO THE NAPPY FAMILY

DURATION: 3 MONTHS (FEBRUARY TO APRIL 2025)

TARGET AUDIENCE: NEW MOMS, MOTHERS, AND PREGNANT WOMEN IN QATAR

PRIMARY GOAL: INCREASE BRAND AWARENESS AND ENGAGEMENT FOR NAPPY DIAPERS IN THE QATARI MARKET.

SECONDARY GOALS: DRIVE TRAFFIC, GENERATE LEADS, AND BOOST ONLINE SALES.

NAPPY CAMPAIGN OVERVIEW

This campaign aims to position Nappy Diapers as the go-to choice for moms in Qatar by showcasing the brand’s commitment to quality, comfort, and care. Through a mix of **educational content**, **emotional storytelling**, and **interactive campaigns**, we will build trust, foster community, and drive measurable results.



25%

INCREASE BRAND AWARENESS BY 25% IN 3 MONTHS.

200

GENERATE 200 LEADS THROUGH TARGETED ADS.

20%

INCREASE ONLINE SALES BY 15-20% DURING THE CAMPAIGN PERIOD.

NAPPY CAMPAIGN OBJECTIVE

These objectives are designed to be SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) and will serve as the foundation for tracking the success of the “Welcome to the Nappy Family” campaign. By focusing on **awareness, engagement, conversions,** and **sales**, we aim to create a strong brand presence and drive meaningful results in the Qatari market.

These key messages will be consistently communicated across all campaign materials to reinforce Nappy Diapers’ value proposition and build a strong emotional connection with the target audience. By emphasizing the brand’s commitment to **quality**, **safety**, and **care**, we aim to position Nappy Diapers as the trusted choice for moms in Qatar. These messages will be tailored to resonate with the joys and challenges of motherhood, creating a relatable and authentic brand voice.



KEY MESSAGES

- PREMIUM
- MINIMALIST
- ELEGANT
- SOFT
- QUALITY
- ECO-FRIENDLY
- SAFE
- PERFECT FOR YOUR BABY
- NEW LEVEL SOFTNESS
- COMFORTABLE FIT

SUPPORTING MESSAGES:

- DESIGNED FOR ALL-DAY COMFORT AND PROTECTION.
- TRUSTED BY MOMS ACROSS QATAR.
- ECO-FRIENDLY AND HYPOALLERGENIC FOR YOUR BABY’S DELICATE SKIN.
- JOIN THE NAPPY FAMILY AND GIVE YOUR BABY THE CARE THEY DESERVE.



THEME 1

BRAND INTRODUCTION
(e.g., "Welcome to the Nappy Family")



THEME 2

EMOTIONAL STORYTELLING
(e.g., "Real Moms, Real Stories")



THEME 3

EDUCATIONAL CONTENT
(e.g., "Baby Care Tips for Qatar's Hot Weather")



THEME 4

PROMOTIONS AND GIVEAWAYS
(e.g., "Win a 1-Month Supply of Nappy Diapers!")

CAMPAIGN THEMES AND TOPICS



MONTH 1: BRAND INTRODUCTION AND AWARENESS

WEEK	CONTENT TYPE	TOPIC/DESCRIPTION	PLATFORM	GOAL
WEEK 1	Reel	5 Tips for Choosing the Right Diaper	Instagram, TikTok, Snapchat	Educate and engage
WEEK 1	Photo Post	Customer testimonial with a CTA (“Tag a mom who needs this!”)	Instagram, Snapchat	Build trust
WEEK 1	Story	Poll: “What’s your biggest diaper challenge?”	Instagram, Snapchat	Increase interaction
WEEK 2	Reel	A Day in the Life of a Qatari Mom	Instagram, TikTok, Snapchat	Emotional connection
WEEK 2	Photo Post	Behind-the-scenes of Nappy Diapers’ production process	Instagram, Snapchat	Humanize the brand
WEEK 2	Story	Q&A: “Ask us anything about baby care!”	Instagram, TikTok, Snapchat	Educate and engage
WEEK 3	Reel	How to Change a Diaper in 30 Seconds	Instagram, TikTok, Snapchat	Showcase product ease
WEEK 3	Photo Post	Infographic: “How to Prevent Diaper Rash in Qatar’s Heat”	Instagram, Snapchat	Educate and provide value
WEEK 3	Story	UGC Highlight: Share customer photos with #NappyLoveQatar	Instagram, TikTok, Snapchat	Build community
WEEK 4	Reel	Why Qatari Moms Choose Nappy Diapers	Instagram, TikTok, Snapchat	Build trust and loyalty
WEEK 4	Photo Post	Giveaway announcement: “Win a 3-Month Supply of Nappy Diapers!”	Instagram, TikTok, Snapchat	Boost engagement
WEEK 4	Story	Countdown to giveaway deadline	Instagram, TikTok, Snapchat	Drive urgency



MONTH 2: ENGAGEMENT AND COMMUNITY BUILDING

WEEK	CONTENT TYPE	TOPIC/DESCRIPTION	PLATFORM	GOAL
WEEK 1	Reel	Real Moms, Real Stories” (featuring UGC)	Instagram, TikTok, Snapchat	Build trust and community
WEEK 1	Photo Post	Product demo: “Why Nappy Diapers Are Perfect for Overnight Use”	Instagram, Snapchat	Showcase product benefits
WEEK 1	Story	Interactive Quiz: “What’s Your Diaper IQ?”	Instagram, Snapchat	Engage and educate
WEEK 2	Reel	The Joys of Late-Night Feedings	Instagram, TikTok, Snapchat	Emotional connection
WEEK 2	Photo Post	Emotional post: “To all the moms doing their best, we see you!”	Instagram, TikTok, Snapchat	Build emotional bond
WEEK 2	Story	UGC Highlight: Share more customer photos	Instagram, TikTok, Snapchat	Foster community
WEEK 3	Reel	How Nappy Diapers Are Made	Instagram, TikTok, Snapchat	Showcase brand values
WEEK 3	Photo Post	Educational post: “Summer Baby Care Tips for Qatar’s Hot Weather”	Instagram, TikTok, Snapchat	Educate and provide value
WEEK 3	Story	Live Q&A with a pediatrician	Instagram, TikTok, Snapchat	Engage and build trust
WEEK 4	Reel	A Tribute to All Moms	Instagram, TikTok, Snapchat	Emotional connection
WEEK 4	Photo Post	Giveaway winner announcement	Instagram, TikTok, Snapchat	Reward and engage
WEEK 4	Story	Thank-you post for participants	Instagram, TikTok, Snapchat	Build goodwill



MONTH 3: CONVERSION AND RETENTION

WEEK	CONTENT TYPE	TOPIC/DESCRIPTION	PLATFORM	GOAL
WEEK 1	Reel	Subscribe and Save with Nappy!	Instagram, TikTok, Snapchat	Drive subscriptions
WEEK 1	Photo Post	Discount announcement: “20% Off Your First Purchase!”	Instagram, TikTok, Snapchat	Boost sales
WEEK 1	Story	Carousel: “Benefits of Subscribing to Nappy Diapers”	Instagram, TikTok, Snapchat	Educate and convert
WEEK 2	Reel	Happy Baby, Happy Mom!	Instagram, TikTok, Snapchat	Emotional connection
WEEK 2	Photo Post	Customer appreciation post: “Thank you to our Nappy Family!”	Instagram, TikTok, Snapchat	Build loyalty
WEEK 2	Story	Retargeting ad: “Don’t miss out on our limited-time discount!”	Instagram, TikTok, Snapchat	Drive urgency
WEEK 3	Reel	Nappy Diapers vs. The Competition	Instagram, TikTok, Snapchat	Highlight unique selling points
WEEK 3	Photo Post	Seasonal post: “Winter Baby Care Tips”	Instagram, TikTok, Snapchat	Educate and provide value
WEEK 3	Story	UGC Highlight: Share more customer photos	Instagram, TikTok, Snapchat	Foster community
WEEK 4	Reel	A Look Back at Our Journey	Instagram, TikTok, Snapchat	Reflect and celebrate
WEEK 4	Photo Post	Campaign recap: “Thank you for joining the Nappy Family!”	Instagram, TikTok, Snapchat	Build goodwill
WEEK 4	Story	Feedback poll: “What did you love most about our campaign?”	Instagram, TikTok, Snapchat	Gather insights



CHANNELS AND TACTICS

PRIMARY CHANNEL	Instagram (Reels, Stories, Posts) TikTok Snapchat
SECONDARY CHANNELS	Facebook, Email Marketing, Website
TACTICS	● Influencer collaborations ● Paid ads (Instagram and Facebook) ● UGC (User-Generated Content) campaigns ● Email newsletters with exclusive offers

BUDGET ALLOCATION



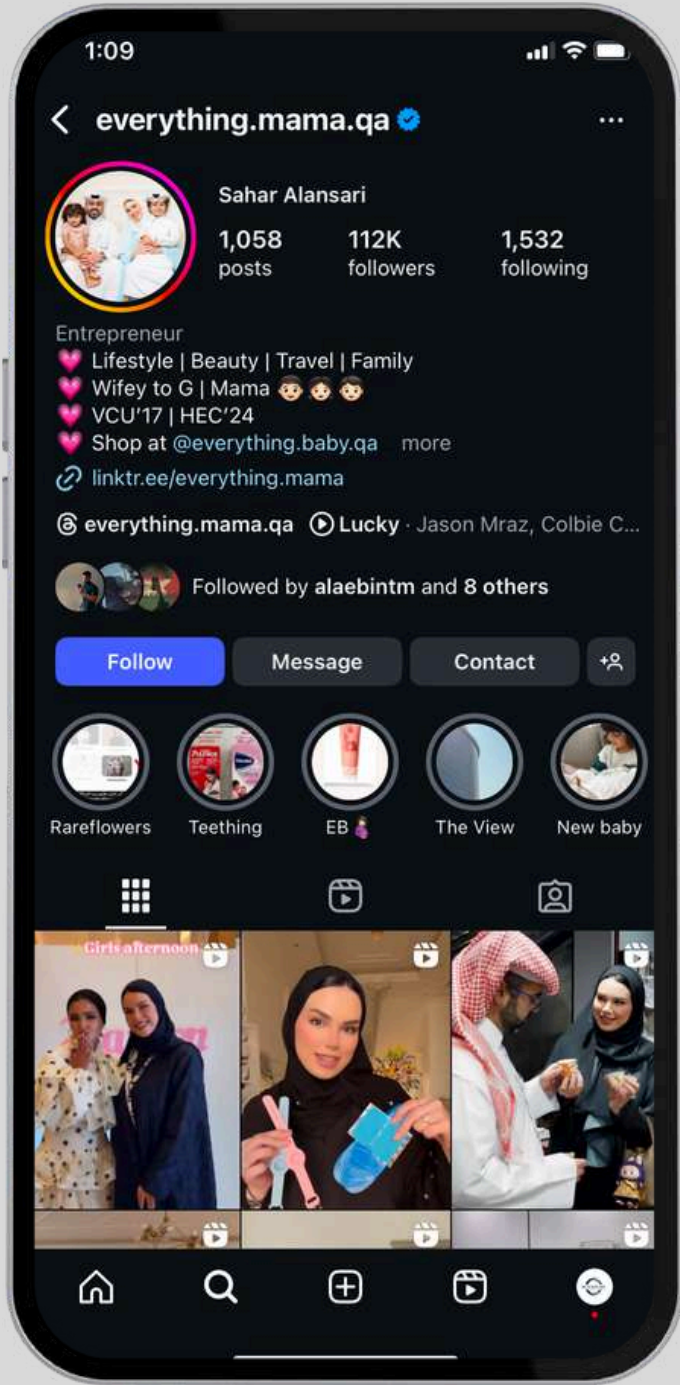
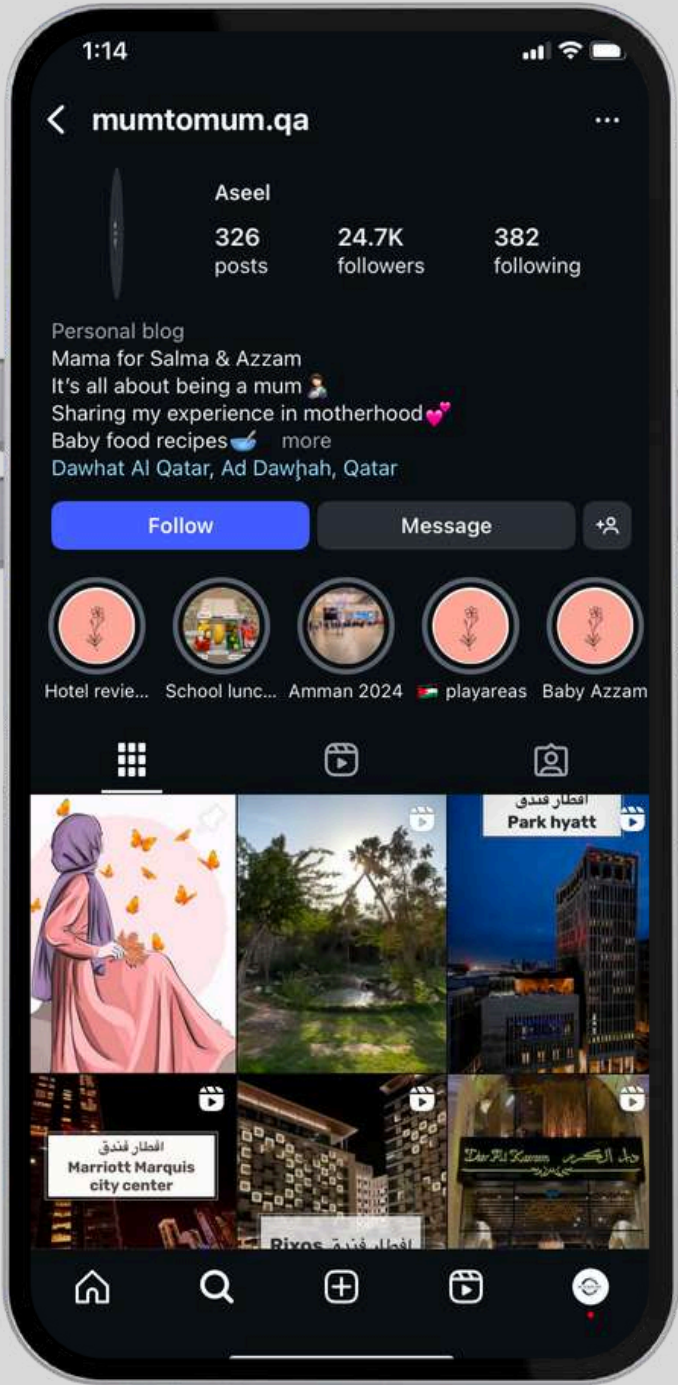
60%	PAID ADS
30%	INFLUENCER PARTNERSHIPS
10%	GIVEAWAYS AND DISCOUNTS

This budget allocation ensures that resources are strategically distributed to maximize **brand awareness**, **engagement**, and **conversions**. By investing in influencer partnerships, paid ads, high-quality content, and promotions, we aim to create a well-rounded campaign that resonates with our target audience and drives measurable results.

INFLUENCER
SHORTLIST

NAME	NICHE	AUDIENCE	PLATFORM(S)	FOLLOWER COUNT	ENGAGEMENT RATE	WHY THEY’RE A FIT
Everything mama	Motherhood / Lifestyle	Qatari moms (25-35)	Instagram, TikTok	112K	3.8%	Speaks directly to our core target audience with relatable content. Often posts about parenting.
My Nest	New Moms / Baby Tips	Mixed expat moms in Qatar	Instagram	31.2K	4.2%	Well-trusted among younger moms. Authentic voice. Has done diaper reviews before.
Mumtomu.qa	Sustainable Parenting	Eco-conscious parents (20-40)	Instagram	24K	5.0%	Aligns with Nappy’s eco-friendly message. High engagement with educational content.
Kids love qatar	Community, family guide	Young families	TikTok, Instagram	121K	6.1%	Brings a fun tone to the campaign. Great for emotional storytelling & reels.
Kids Life qtr	Beauty & Mom Life	Qatari women	Snapchat, Instagram	67.7K	2.9%	Well-known in beauty and motherhood circles. Good for paid story ads + product demos.
@QatarMomLife	Parenting/Qatari motherhood	Mixed expat moms in Qatar	Instagram	45K	8.5%	a blend between Qatari culture and expat with babies lifestyle
@DohaBabyTips	Baby care + product reviews	Qatari Young families	Instagram	32K	12%	great for Nappy especially when it comes to new mothers
@GulfLuxuryMoms	Luxury parenting	luxurious moms in Qatar	Instagram	75K	6%	her target audience fit well with nappy as out product are specifically for a those group
@ArabicMomBlog	Bilingual parenting	Arab Mothers	Instagram, Snapchat	28K	9%	great well fit with her bilingual content

INFLUENCER SAMPLE

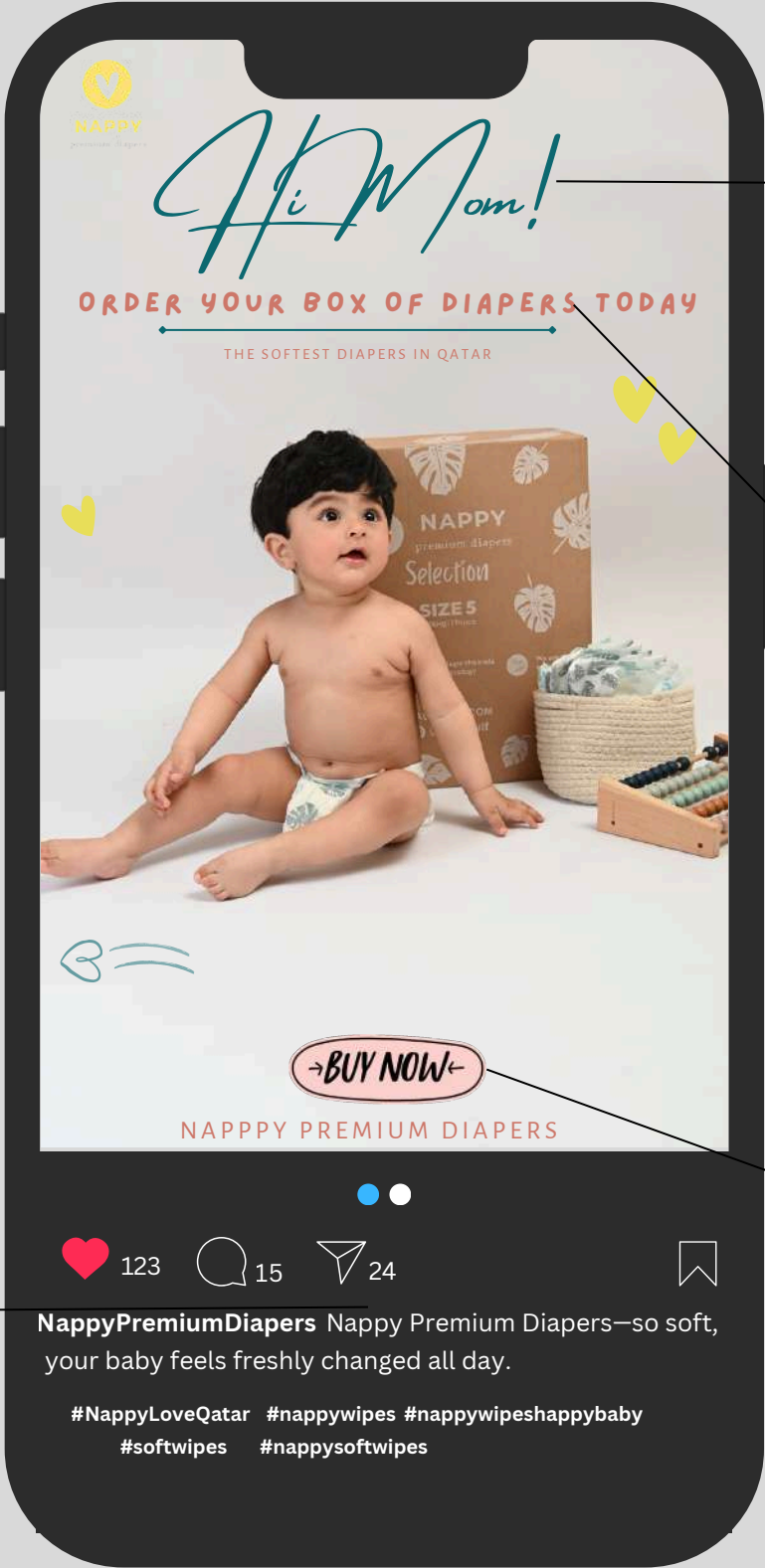


SAMPLE
AD POST

Features

Caption

Writing the compelling caption in both English and Arabic to attract, educate, and convince users to order the products



Header

Use a simple and compelling header to attract user's attention

CTA Caption

writing a short cta caption to help user understand the need for the post

CTA button

Create some level of urgency with the button

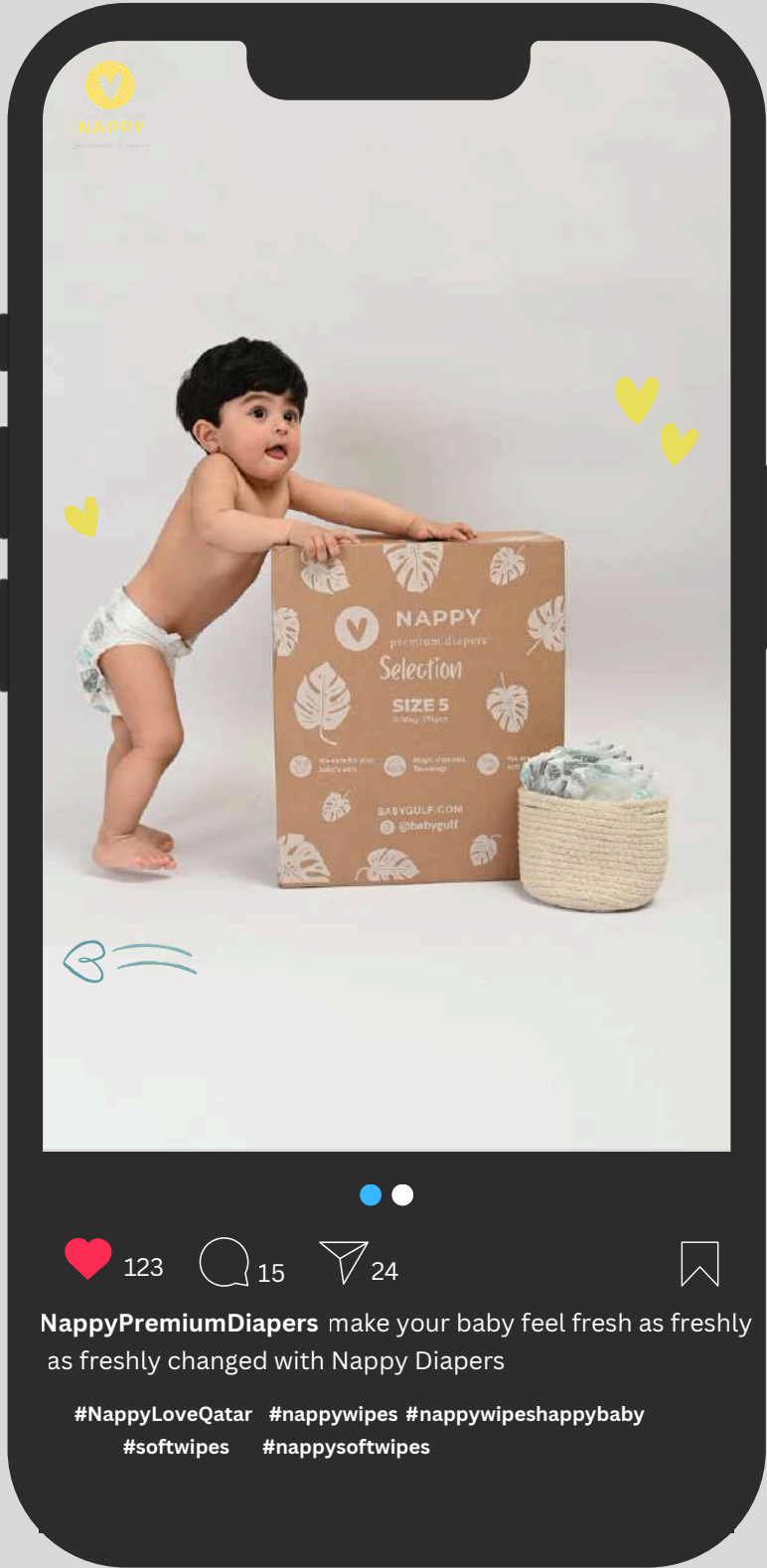
AD
COPIES

ENGLISH:

HEADLINE: Soft, Safe, and Perfect for Your Baby!

TEXT: Every mom deserves the best for her little one. Nappy Diapers are designed to keep your baby dry, comfortable, and happy. Try them today and see the difference!

CTA:  Shop now—your baby deserves the best!

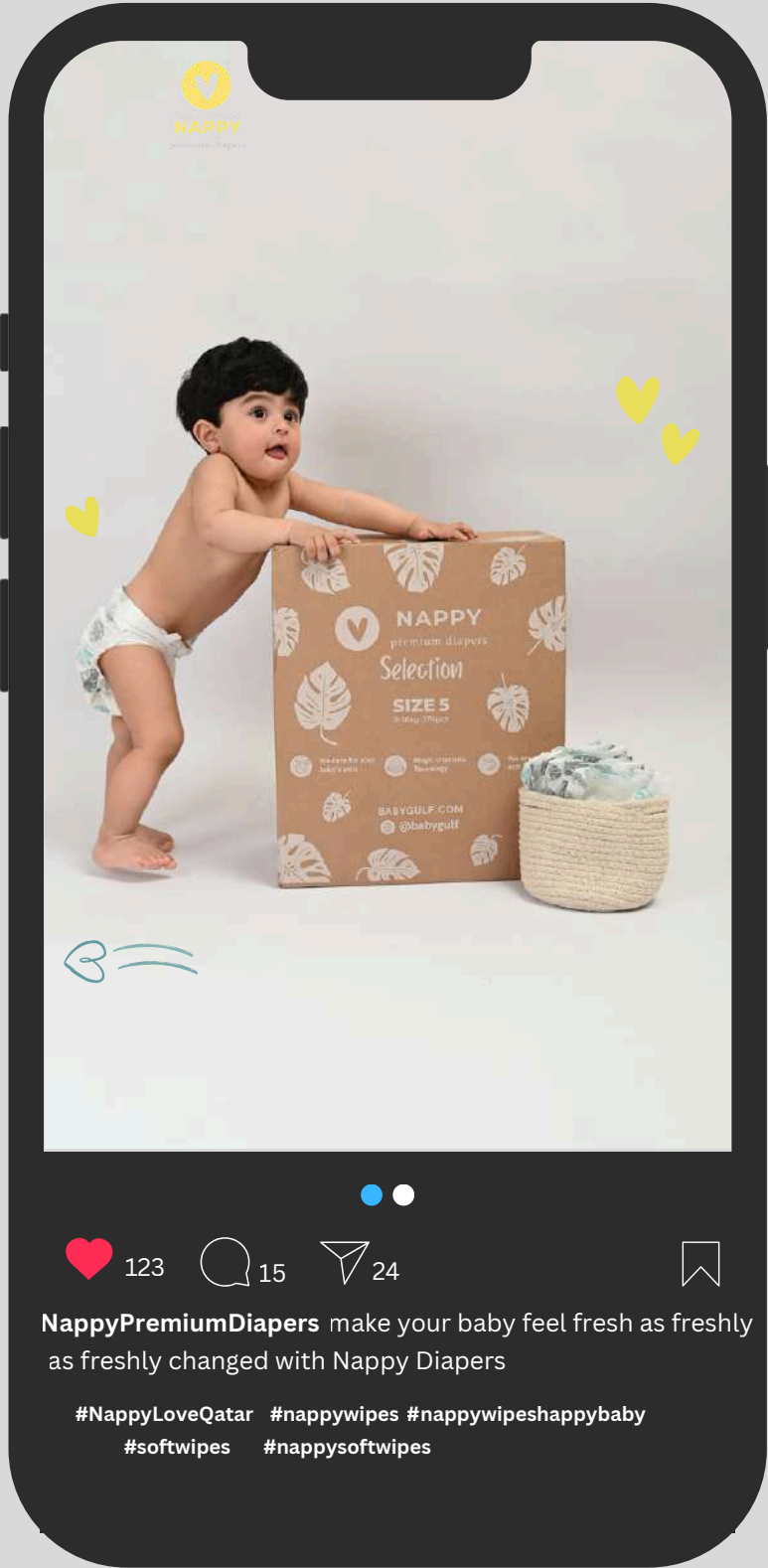


ARABIC:

HEADLINE: لطفلك.. النعومة والأمان التي "يستحقها"

TEXT: كل أم تريد الأفضل لطفلها. حفاضات نابي مصممة لتوفر لطفلك الجفاف والراحة طوال اليوم. جربها الآن!

CTA: تسوق الآن - طفلك يستحق  الأفضل!



AD
COPIES

ENGLISH:

HEADLINE: "New to Nappy? Get 10% Off!"

TEXT: Welcome to the Nappy Family! Enjoy 10% off your first purchase or subscription of Nappy Diapers. Perfect for your baby's delicate skin.

CTA: Tap to subscribe now!

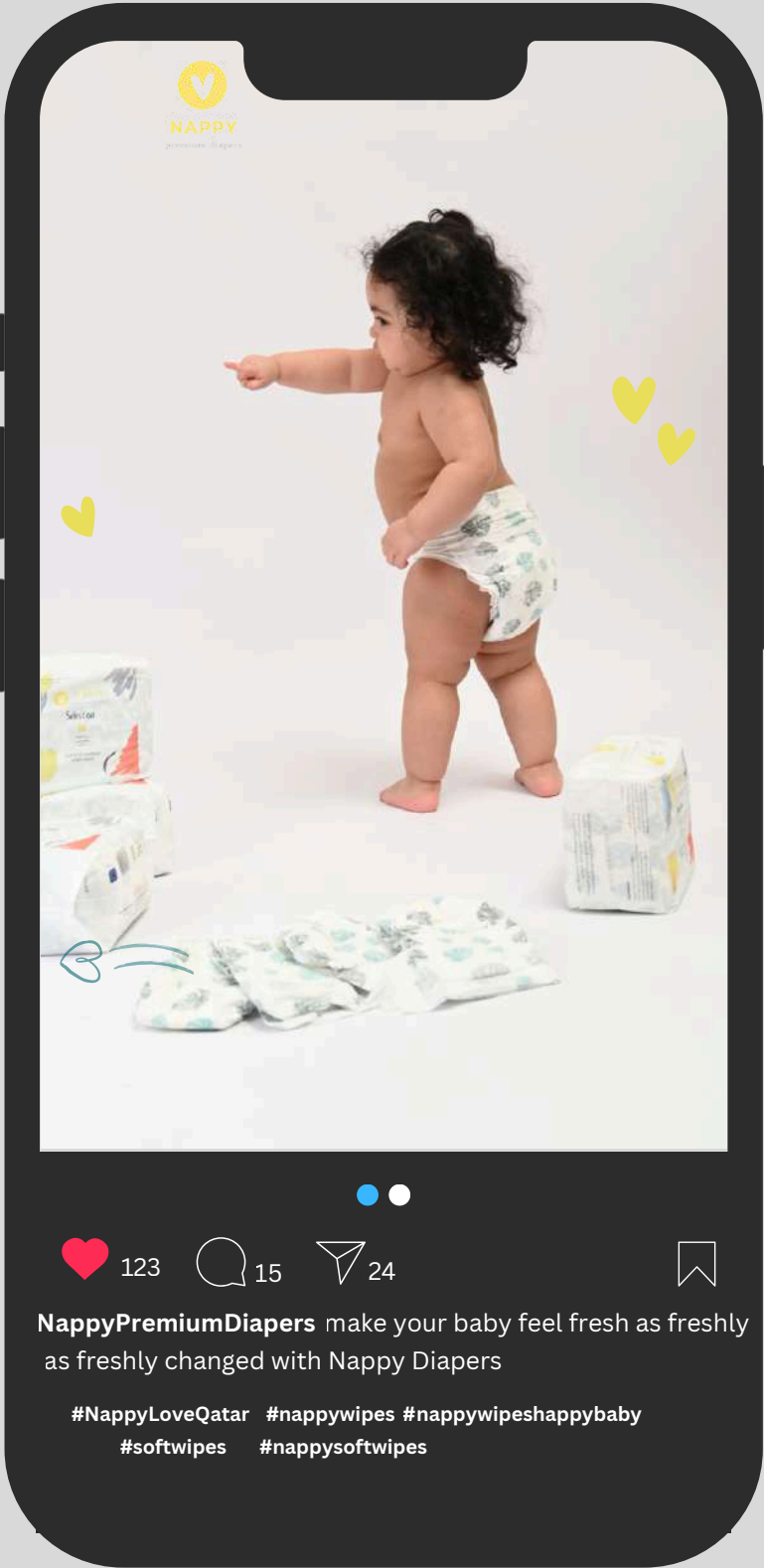


ARABIC:

HEADLINE: "إخضم 10% لأول طلبية لكم"

TEXT: اهلاً بكم في عائلة نابي! استفيدوا من خصم 10% على أول طلبية من حفاظات نابي. مثالية لجلد طفلك الناعم.

CTA: اضغطي هنا للاشتراك الآن



AD
COPIES

ENGLISH:

HEADLINE: Because Every Baby Deserves the Best!

TEXT: At Nappy, we believe in providing the softest, safest diapers for your little one. Join the Nappy Family and give your baby the comfort they deserve.

CTA:  Shop now!



ARABIC:

HEADLINE: "لأن كل طفل يستحق الأفضل"

TEXT: في نابي، نؤمن بتوفير الحفاضات الأكثر نعومة وأماناً لطفلك. انضمي إلى عائلة نابي وقدمي لطفلك الراحة التي يستحقها.

CTA: "اشتري الآن"



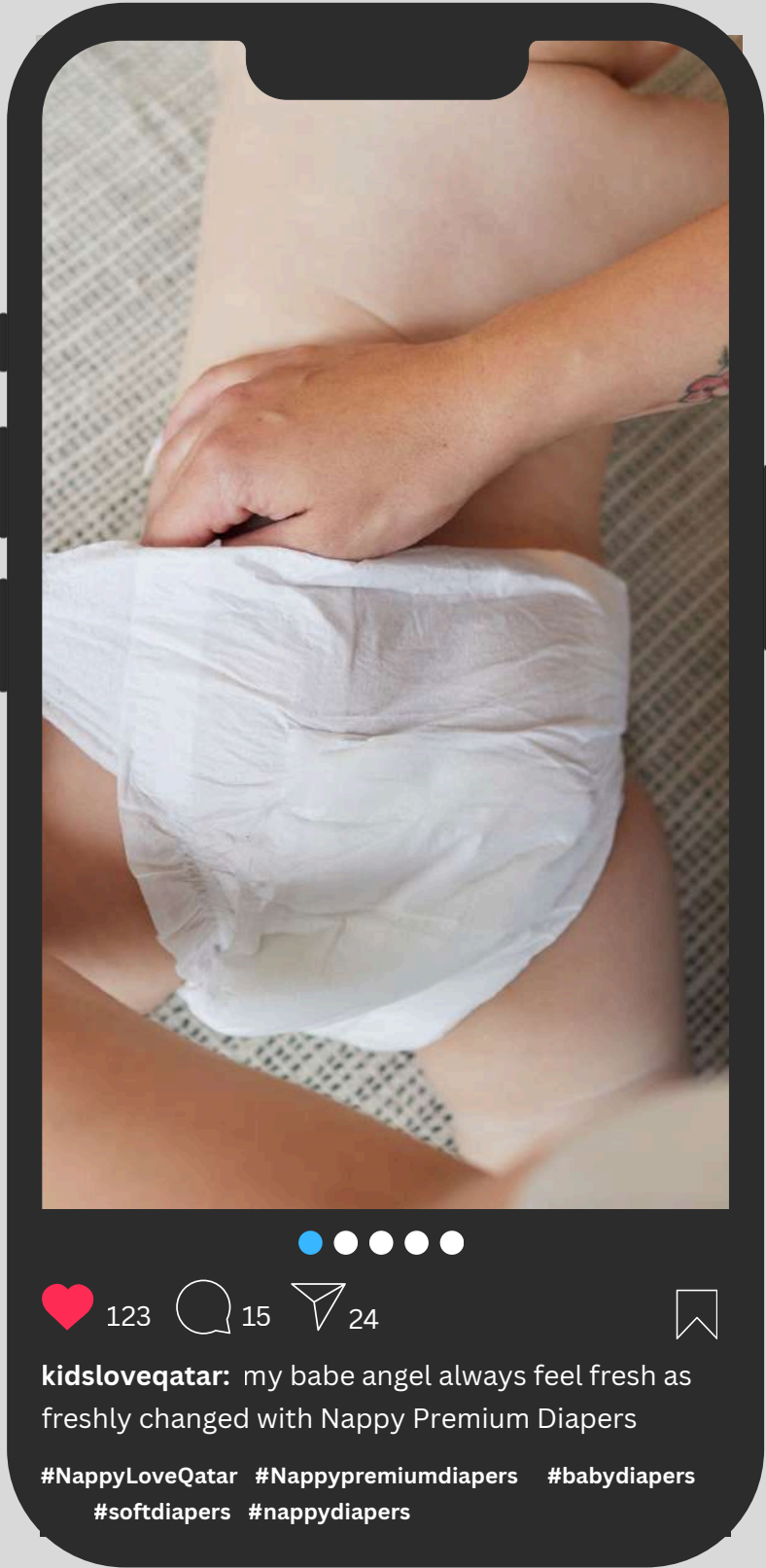
AD
COPIES

ENGLISH:

HEADLINE: "Real Moms, Real Stories!"

TEXT: Join the #NappyLoveQatar movement! Share your baby's happy moments with Nappy Diapers and stand a chance to be featured on our page.

CTA: Tag us and use #NappyLoveQatar to participate!



ARABIC:

HEADLINE: "قصص حقيقية من أمهات
!إحقيقات"

TEXT: انضمي إلى حملة
#NappyLoveQatar! شاركي لحظات
سعيدة لطفلك مع حفاضات نابي
واختاري لنشر صورتكِ على صفحتنا

CTA: ضيفي #NappyLoveQatar
!ووسمينا للمشاركة

AD
COPIES

ENGLISH:

HEADLINE: Win a one-Month Supply of Nappy Diapers!

TEXT: We're giving away a one-month supply of Nappy Diapers to one lucky mom! 🎉
To enter:
1. Follow @NappyDiapers.
2. Like this post.
3. Tag 3 mom friends in the comments.
Winner announced [.....]! #NappyFamily #QatarMoms



ARABIC:

HEADLINE: "اربحي حفاضات نابي لمدة 1 أشهر"

TEXT: "حفاضات نابي لمدة 1 supply هنعطي! 🎉
أشهر لواحدة من أمهاتنا الحلوات
طريقة المشاركة
1. اتبعينا @NappyDiapers.
2. اعجبي بهذا البوست
3. وسمي 3 أمهات في الكومنتات
عائلة_نابي # [date]! الفائزة تعلن يوم
#أمهات_قطر"



STORY

BOARD

Project Name: Nappy Premium Diapers Reels Story Board

Scene 1 Shot1Panel 1



Wide shot: A mom (wearing modern modest attire) smiles while holding her baby in a sunlit Qatari home.

TIME: 0:00–0:03

Scene 1 Shot1Panel 2



Close-up: Baby giggles as mom tickles their belly.

TIME: 0:04–0:06

Scene 1 Shot2Panel 2



Mom changes diaper (Nappy brand visible). Baby stays calm.

TIME: 0:07–0:10

Scene 1 Shot 2 Panel 3



Split screen: Left = baby sleeping peacefully. Right = mom relaxing with coffee.

TIME: 0:11–0:14

Scene 1 Shot 3 Panel 3



Mom and baby play outdoors (park/souq backdrop). Baby crawls freely.

TIME: 0:15–0:18

Scene 1 Shot 3 Panel 4



Close-up: Diaper's eco-friendly tag + "Hypoallergenic" label.

TIME: 0:19–0:22

Scene 1 Shot 4 Panel 4



Mom cuddles baby. CTA appears: "Join the #NappyFamily today!"

TIME: 0:23–0:27

Scene 1 Shot 5 Panel 6



Logo animation: Nappy Diapers + website link.

TIME: 0:28–0:30

CAMPAIGN *Timeline* TIMELINE



(KPIs)

AWARENESS:

ENGAGEMENT:

CONVERSIONS:

SALES

- FOLLOWER GROWTH ON INSTAGRAM (TARGET: 5,000 NEW FOLLOWERS).
- REACH AND IMPRESSIONS OF POSTS AND ADS
- ENGAGEMENT RATE ON INSTAGRAM POSTS AND REELS (TARGET: 10%)
- UGC PARTICIPATION (TARGET: 100 POSTS WITH #NAPPYLOVEQATAR)
- WEBSITE TRAFFIC FROM INSTAGRAM (TARGET: 1,000 VISITS).
- LEAD SIGN-UPS (TARGET: 500 EMAIL SUBSCRIPTIONS).
- ONLINE SALES INCREASE (TARGET: 20% GROWTH)
- SUBSCRIPTION SIGN-UPS (TARGET: 100 NEW SUBSCRIBERS).



WEEKLY CHECK-INS	MONTHLY REPORTS	MID-CAMPAIGN REVIEW	POST-CAMPAIGN ANALYSIS
- Review progress against KPIs and adjust strategies as needed. - Share updates with the team to ensure alignment and address any challenges	- Provide detailed reports to CEOs, highlighting key achievements, challenges, and next steps. - Include metrics such as follower growth, engagement rates, and sales performance.	- Conduct a thorough evaluation at the halfway point to assess progress toward goals. - Identify areas for improvement and implement necessary adjustments.	- Conduct a comprehensive evaluation of the campaign’s overall performance - Documenting learnings and insights to inform future campaigns.

CAMPAIGN REVIEW AND REPORTING

Created by Sadick Abdul Mumin



APPENDICES

INFLUENCER CONTRACTS	AD CREATIVES AND COPIES	CONTENT CALENDAR DETAILS.	AD STORIES
Tab 4 / Page One	Tab 4 / Page Three	Tab 4 / Page Seven	Tab 9 / Page One

