

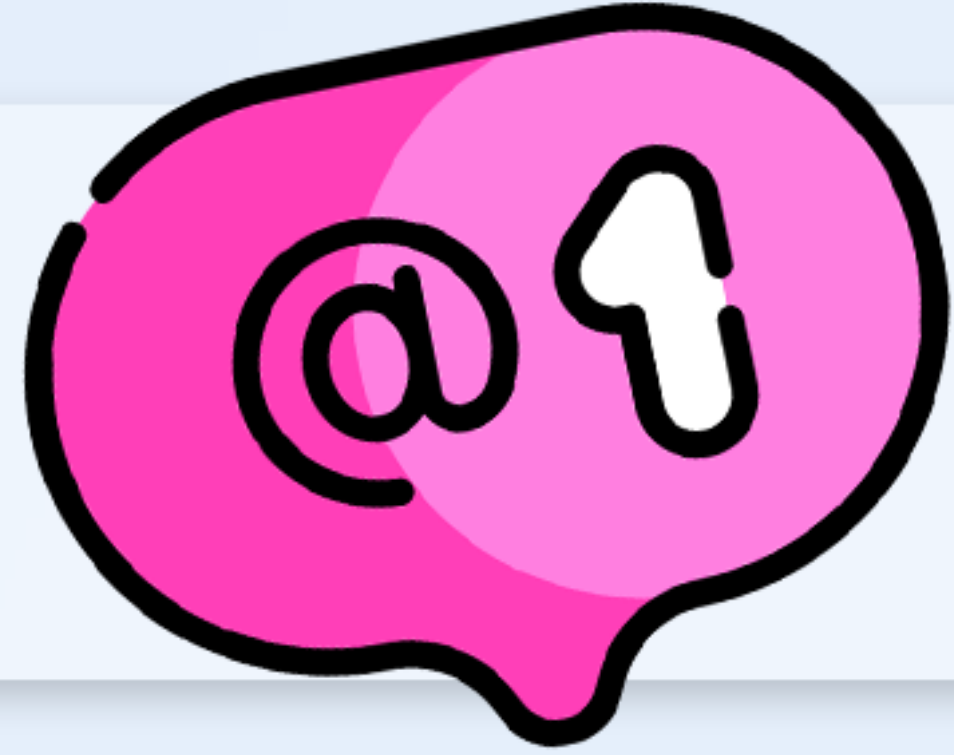


Saudi

Welcome
to Arabia

Campaign Analysis





15,338
Mentions



10,640
Unique Users



104,609
Engagements

Top Hashtags

#Shareyoursaudi	7,192
#ميسي	2,336
#Visitsaudi	2,059
#السعودية	1,821



4M+
Reach



197M+
Impression

Gender Breakdown

Male	69.5%
Female	30.5%

Top Languages

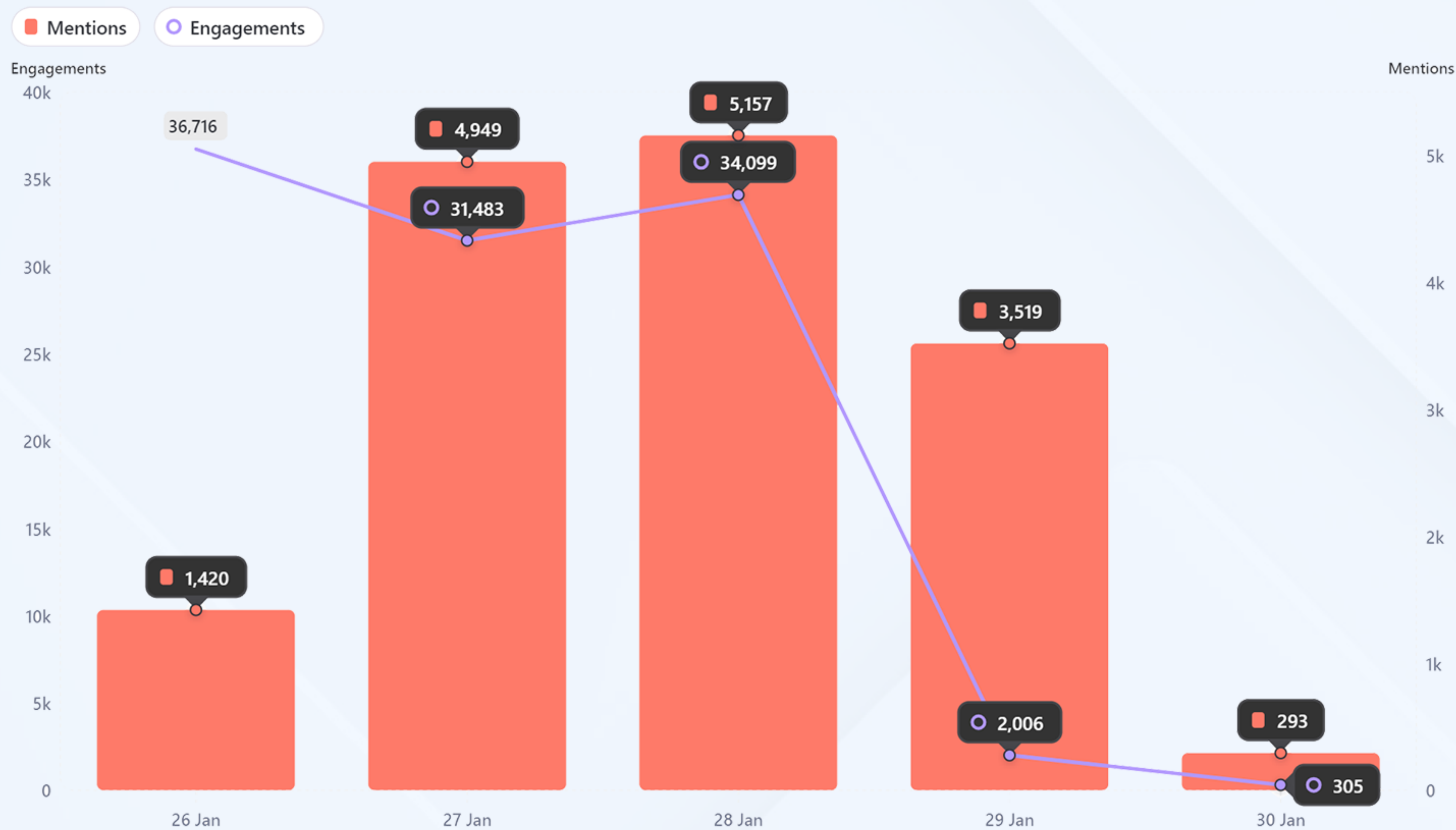
Arabic	68.9%
English	26.7%



Saudi

Welcome to Arabia

Mentions and Engagements Overtime



Since the campaign began on Jan 26th, users have been sharing their thoughts and engaging with it. They expressed their excitement by sharing photos from all over Saudi Arabia with the campaign hashtag **"#ShareYourSaudi"**.

However, the number of mentions and engagements started to decline afterwards. This was because the conversation shifted from the campaign to Lionel Messi's presence in Saudi Arabia for Inter Miami and Al-Hilal's match.

Football fans hijacked the conversations and started discussing Messi's skills and comparing him with Ronaldo.



Sentiment Analysis

35%



Positive Mentions:

Users were impressed by the ad's idea stating that it breaks stereotypes about Saudi Arabia and showcases the country's potential to the world.

55%



Neutral Mentions:

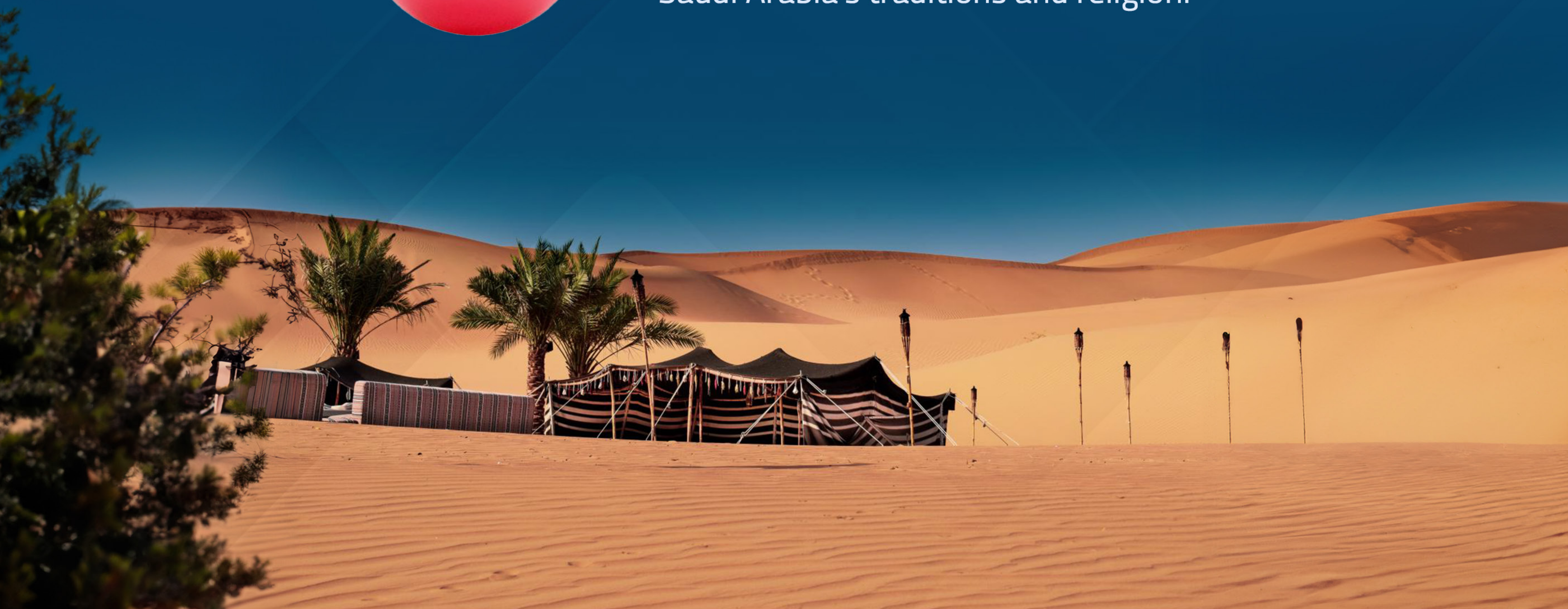
Neutral mentions contained news accounts that shared information about the campaign, as well as retweets, which are considered neutral mentions.

10%



Negative Mentions:

Some users criticized the ad, claiming that it reflects a desire to imitate Western countries, without regard for Saudi Arabia's traditions and religion.



Top Media



4.6M Followers

[@AlRiyadh](#)



3.3M Followers

[@ActionMa3Waleed](#)



2.1M Followers

[@OKAZ_online](#)



Top Influencers



4.4M Followers

[@k_alshenaif](#)



3.8M Followers

[@TurkiAldakhil](#)



2.8M Followers

[@AbdullahK5](#)



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 **CrowdAnalyzer**

Top Government Accounts



2.2M Followers
[@JeddahAmanah](#)



794.2K Followers
[@Saudi_MT](#)



689.8K Followers
[@VisitSaudiAR](#)

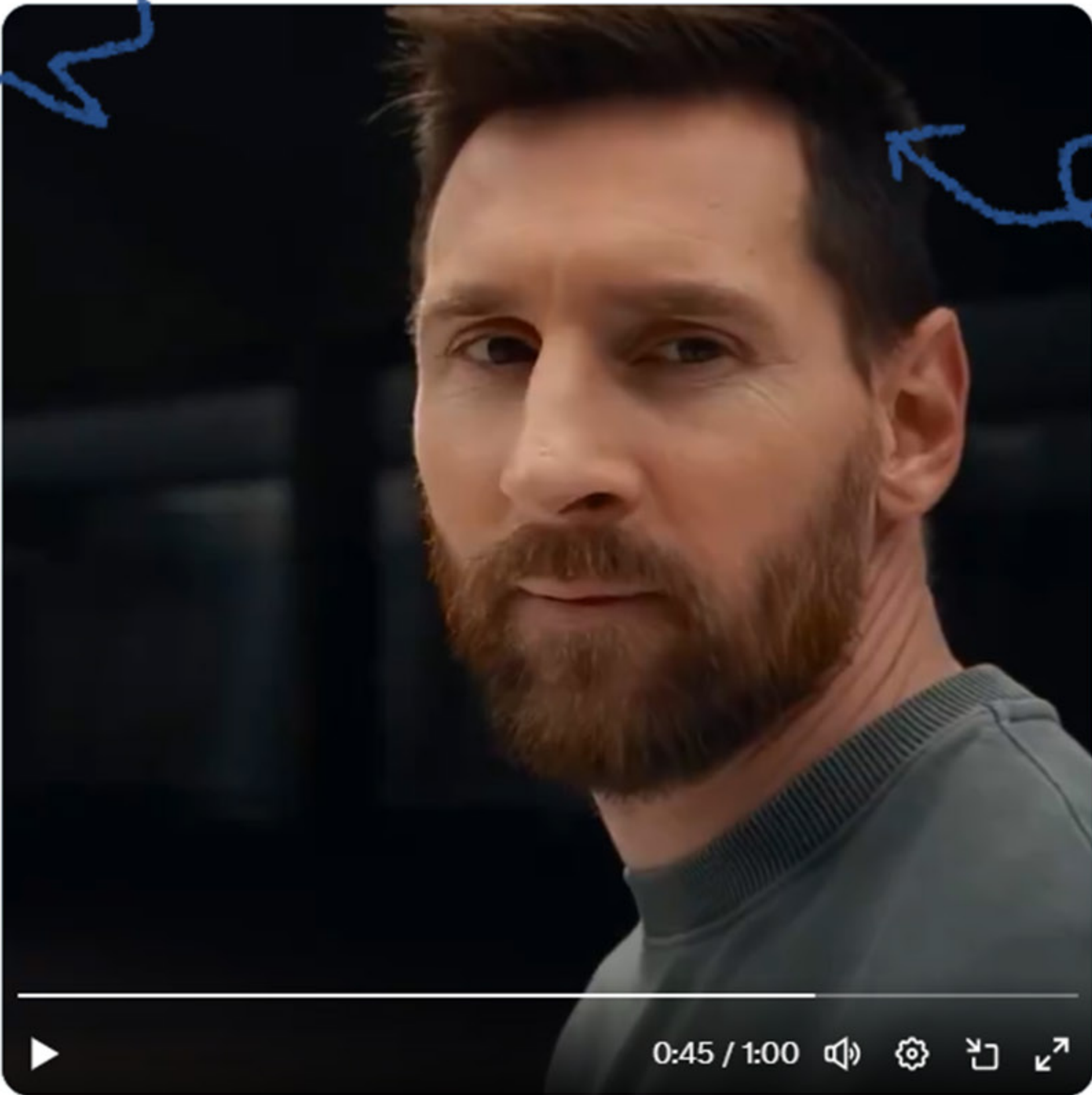


Top Posts

سلمان بن حثلين @S_H_188

بمتابعين يتجاوزون 500 مليون متابع
العالمي "ميسي" و سفير السياحة السعودي ، يتحدث لجمهوره عن اعظم دولة بفيديو
اقل ما يقال عنه عظيم وبتوقيت وهو متواجد عندنا

Translate post



From Visit Saudi

11:45 PM · Jan 26, 2024 · 1M Views


343 1.5K 5.1K 641

SAUDI PINTEREST @Saudiipinterest

تفاصيل جميلة في إعلان ميسي
عن السياحة يحطم فيه بعض الأفكار المغلوطة الراسخة في أذهان البعض


" هي فقط صحراء "
" ثقافة منغلقة "
" لا يوجد الكثير من الأشياء تحدث هناك "
" البنات لا يستطيعون "

Translate post



8:52 AM · Jan 27, 2024 · 647.8K Views

137 773 4.8K 775



Rayyanah Barnawi Astronaut

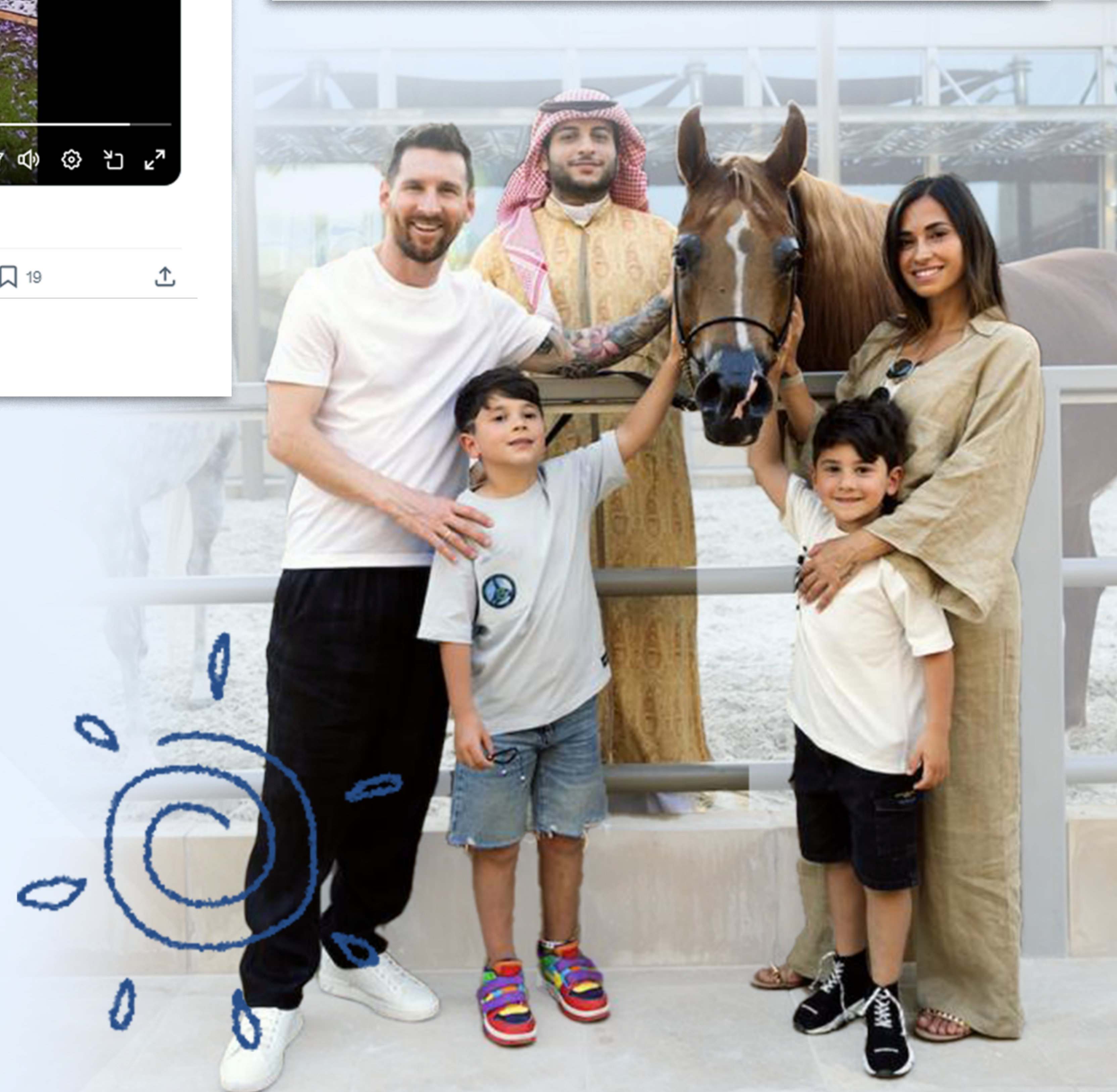
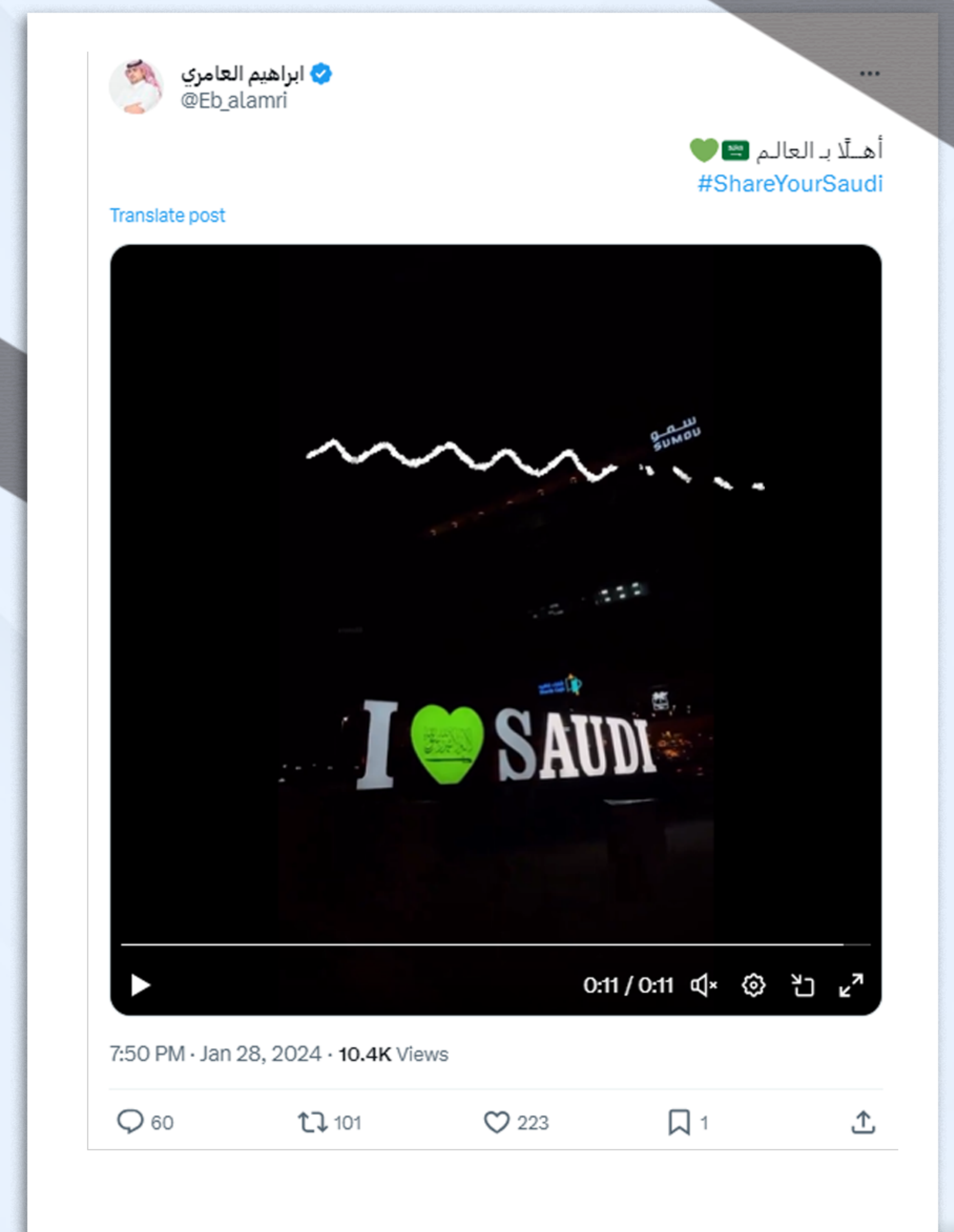
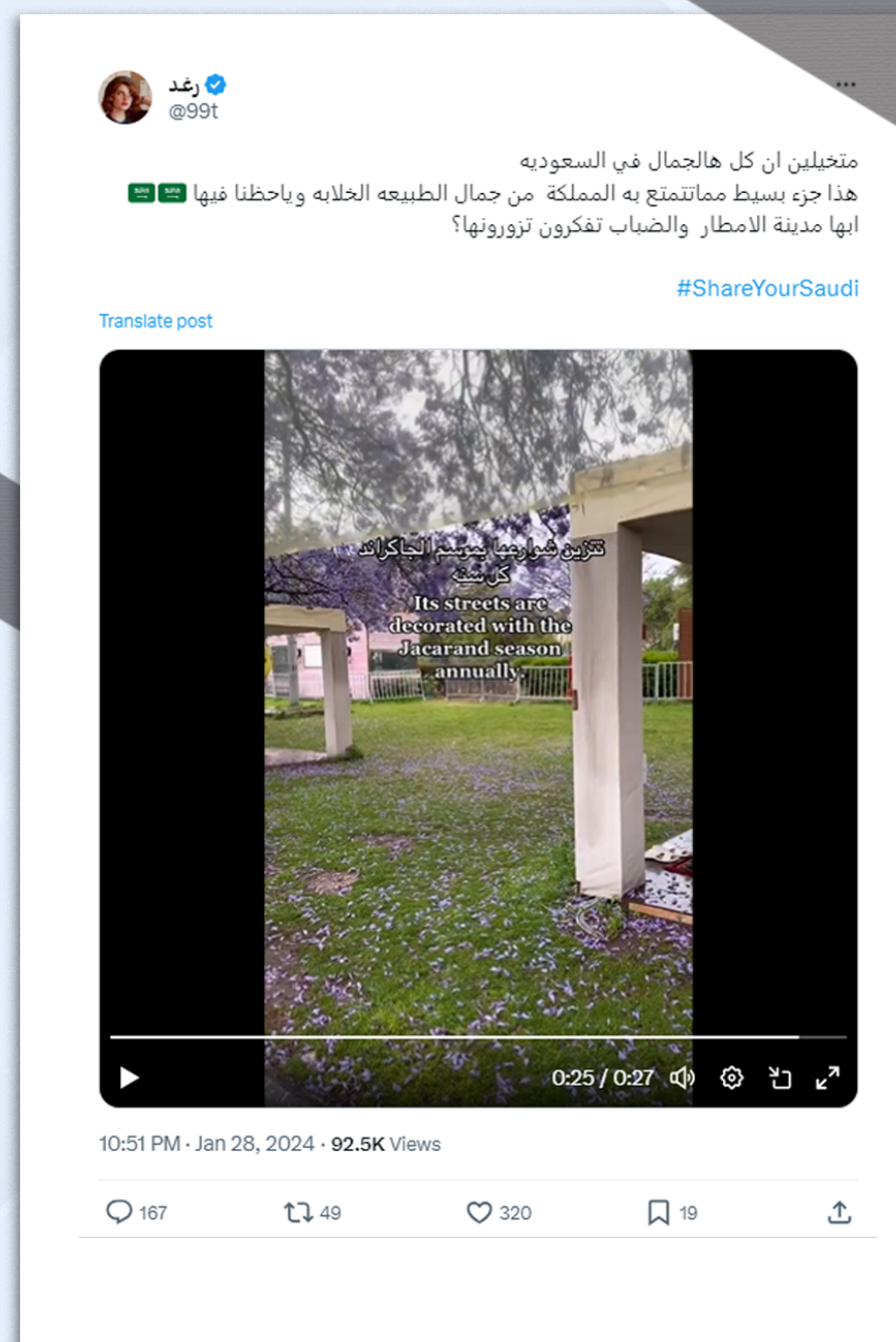
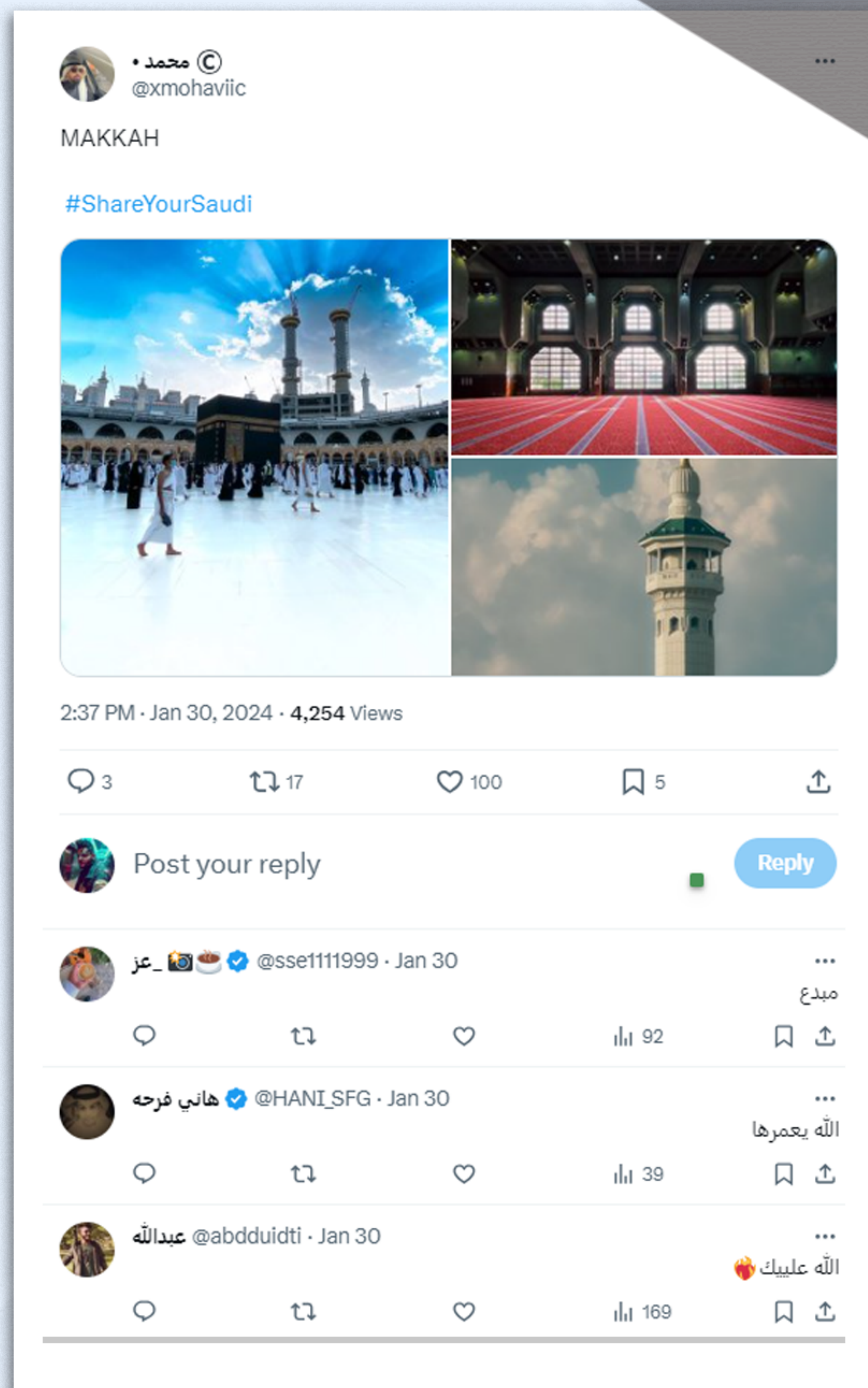
visitsaudi Visit Saudi · 5d ago

Come and see what Lionel Messi discovered in Saudi and experience a world beyond your expectations. #ShareYourSaudi #VisitSaudi

original sound - Visit Saudi

#ShareYourSaudi UGC

Encouraging users to share their experience in Saudi Arabia was a success. People started sharing photos and videos of themselves enjoying Saudi Arabia's different sights.





Saudi

Welcome
to Arabia

Thank
You

