

## POST SHOW REPORT

# World Trade Expo - Saudi المعرض التجاري الدولى - السعودية 2022

8<sup>th</sup> China Created Fair 第八届中国商品智造展

Held concurrently

معرض المنتجات الصينية

## 14 - 16 December 2022









## POST SHOW REPORT 2022



#### STATISTICS





M203	8 N204	N205	N206	N207	N208-209			N301-	302	202	LIGHTBOX 3MX4M	205	206	A101	Ľ	9	M303	3-304	N305	5-306	SAS0	
201 202										1									1			N308 309
505	J310	J309	J308	J306-	307	N106	V107	-108	N109	N110		C36	C37	C38	C39-	40	C69	9-70	C71	-72		
501	J304	305	J303	J301	302	N105	N104	M103	N102	N101		C31	C32	C33	C34	35	C65	5 66	C67	C68		
502																						C81
503	J209	210	J208			J105	J108	107	J109	110					C29	C30	C61	62	C63	3 64		82
417	J206	-207	J205	J201-:	204	106	J103	-104	J101	-102		C21-C	23, C	26-28	C24-	25	C57	-58	C59	9-60		C83
416																						C84
415	J409	-410	J408	J406-	407	N501	-502	N503	-504	S106		C16	C17	C18	C19	C20	C53	C54	C55	C56		C85-
414	.J404	-405	J403	J401-	102	S105	S104	S103	\$102	S101		C11	C12	C13	C14-	15	C49	C50	C51	C52		86
413						10				821		00							81			
412	Z205	7.207	-208	7.209-2	210	7110	Z109								C09-	10	C45	5-46	C47	C48		C87-
411	-206	Z203	204	Z201	202	2107	Z106		Z101	-104		C01-	03, Cl	)6-08	C04	05	641	C42	C43	C44		90
410																						
N409	N407	408	N405	406	404 N403	N402	N401		878			æ	P	8		C73-76		C77	C78	C79	C80	
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#### MARKETING CAMPAIGN



## **Marketing Plan**

Marketing Channel	Details	Target Audience	Objective	
SMS	1,000,000 Direct messages to mobile numbers	Business men and Buyers	-Awareness -Visits	
Outdoors	Digital screens in high traffic zones in Jeddah & Makkah for one week.	Business Men and buyers living in Jeddah & Makkah	-Awareness -Announcing -Visits	
Social Media	Sponsored paid ads campaign starts one month before the event date on all digital and social media platforms (Google, Facebook, Instagram, LinkedIn, Twitter)	<ul> <li>Business men and Buyers in</li> <li>Whole Saudi Arabia</li> <li>Estimated Total Reach on all</li> <li>Channels is 15 to 30 million</li> <li>Reach.</li> <li>Estimated Total impressions on all</li> <li>Channels is 50 million</li> <li>impressions.</li> </ul>	-Awareness -Announcing -Launching -Visits	
WhatsApp Campaign	To dedicated list from icon's database	Business men and Buyers	Visits	
Email Campaign	To dedicated list from icon's database	Business men and Buyers	Visits	
Direct invitations	To VIPs from icon's database	Printing & Distributing flyers to Business men and Buyers	Visits	
On Site Branding	Digital Screen, Banners & Stickers	Exhibition Center area residents and Madina Road-Goers and Exhibition Visitors.	-Awareness -Announcing -Launching -Visits	

### MARKETING CAMPAIGN DETAILS

	RESULTS	IMPRESSIONS				
	1,281.60 K	292,924.80 K				
	57,056.40 K	815,605.20 K				
	165,690.00 M	19,391,391.00 M				
	18 Thous	and				
<b>EMAILS</b>	12 Thousand					
SMS	1 Million					
	7 DIGITAL SCREENS					

#### MARKETING CAMPAIGN

## OUTDOOR BANNERS

























POST SHOW REPORT 2023

# **STAY TUNED**

## 13 - 15 December 2023

# World Trade Expo -saudi المعرض التجاري الدولى - السعودية



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