



YAAP Influencer Marketing

State of Influencer Marketing

90% of Arabs use at least 1 social media platform everyday

Marketeers consider Influencer Marketing in the top 2 marketing activities when planning

For millennials, influencers are the #1 choice for discovering new products

Nano and micro influencers are on the rise and are viewed as more credible and authentic

The Challenges



Time Consuming



Resource Heavy



Lack of Visibility



Fake Followers



Multi-Channel
Communication



Unconnected
Platforms

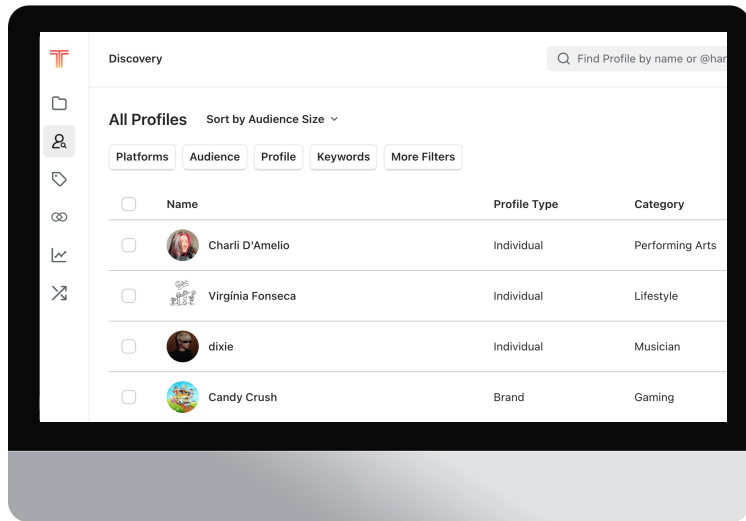


Legal Contracts &
Payments



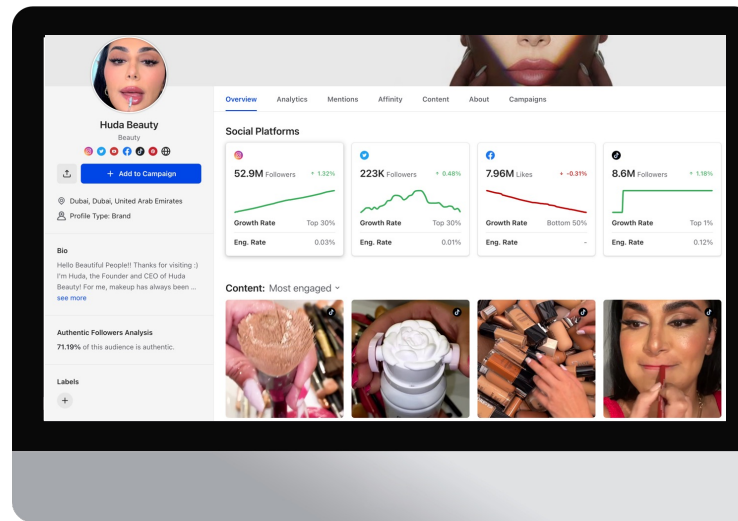
The Solution

YAAP's end-to-end solution to streamline your IM needs & manage the entire process via our influencer platform



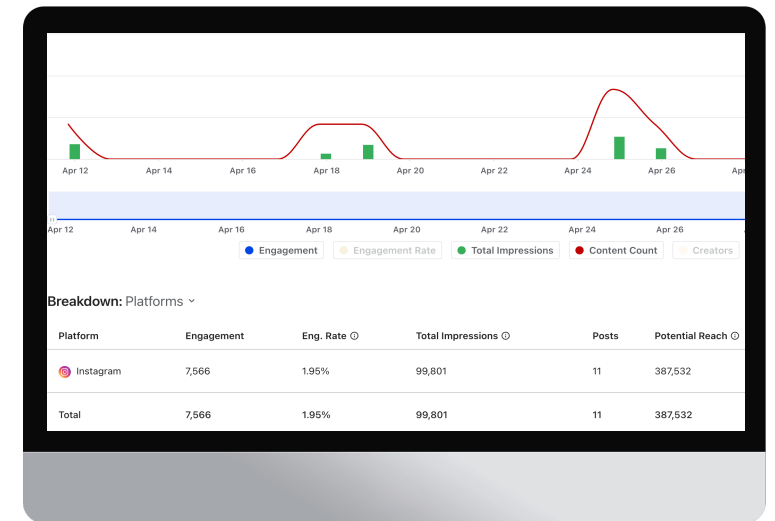
Discover

Find the perfect influencer profiles from around the globe



Moderate

Approve profiles, moderate content and manage your post schedule on one platform



Measure

Real-time campaign reporting across multiple social platforms and profiles

Key Advantages



Reach

In-depth
analysis of 5.1M
social media
account across
MENA



Lookalikes

Access up to 30
accounts with
lookalike
audiences
matching the
brands selected
profiles



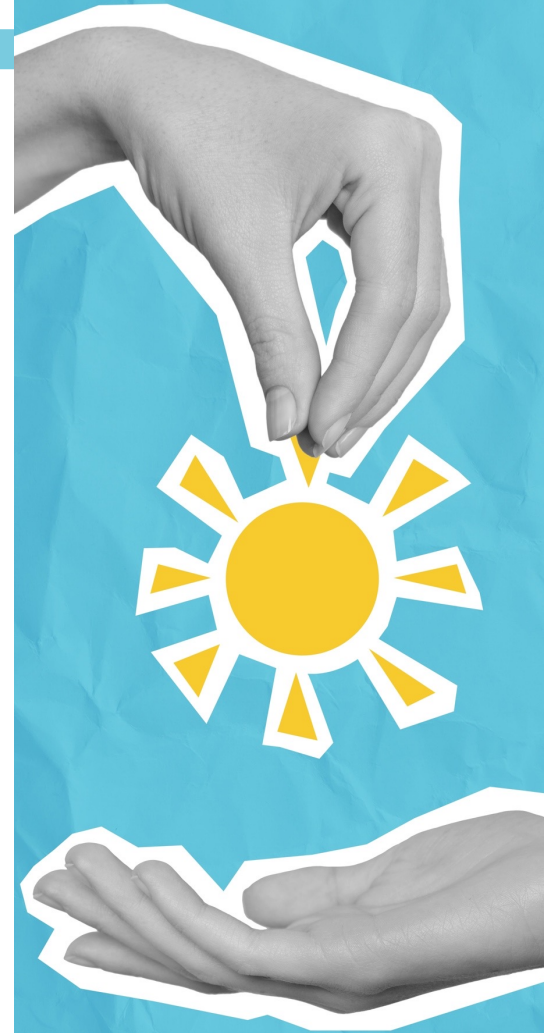
Talent Relationships

1-on-1
relationships with
influencers and
their teams



Expertise

Dedicated in-
house team of
experts to manage
influencer
campaigns across
multiple social
platforms



The Process



**Campaign
Briefing**



**Influencer
Selection**



**Approval &
Activation**



Reporting

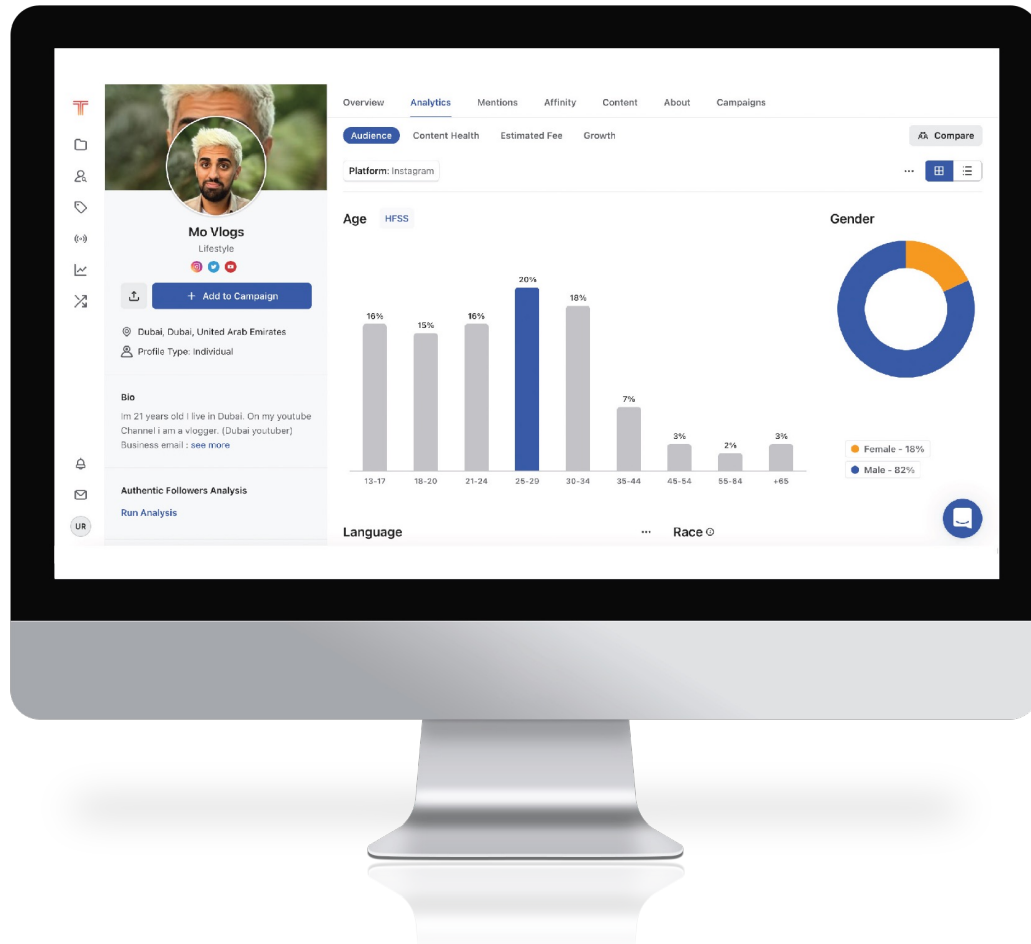
Provide us a campaign brief and we will match the best influencers for the campaign, grant access to a personalised content dashboard for approval of profiles and posts.

Once the campaign goes live all post and campaign data will be available on the brand's reporting dashboard



The Technology

Tagger



Tagger is the most sophisticated, new-age influencer marketing & analytics platform. YAAP is the exclusive partner across India & Middle East.

11B+

Historic Posts

278K+

Global Brands

50+

Filters & Reporting Features

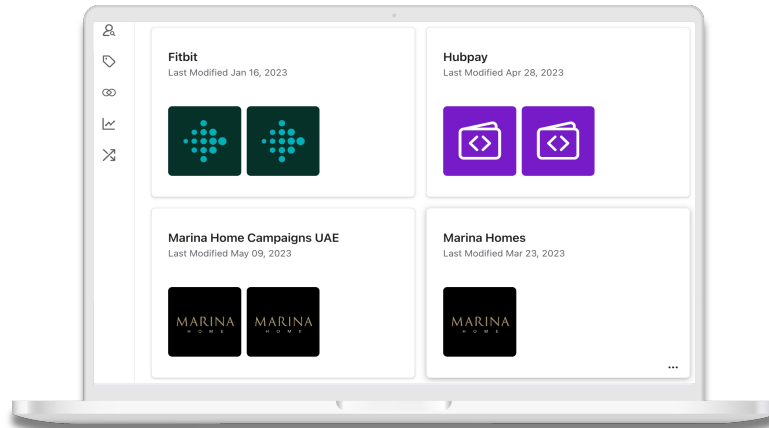
6.3M+

Social Profiles

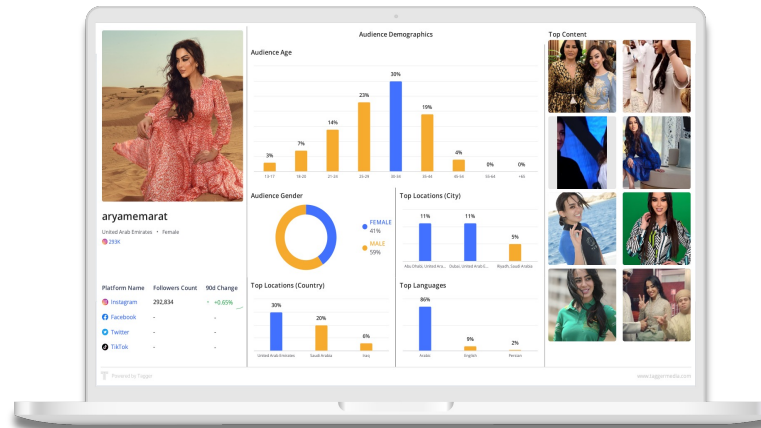
11+

Languages

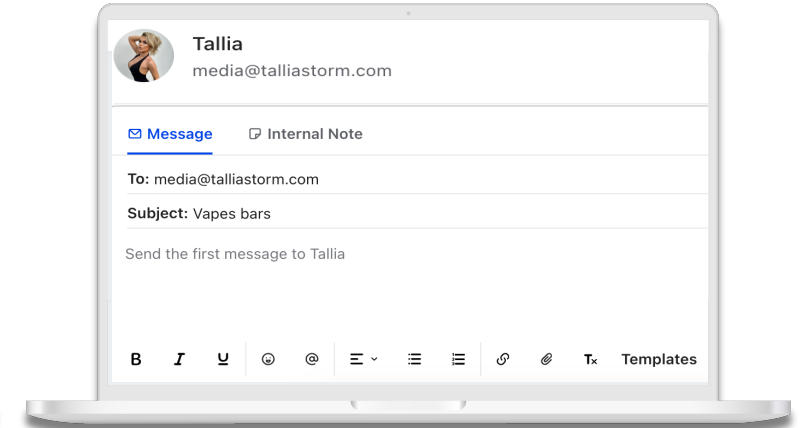
The Technology



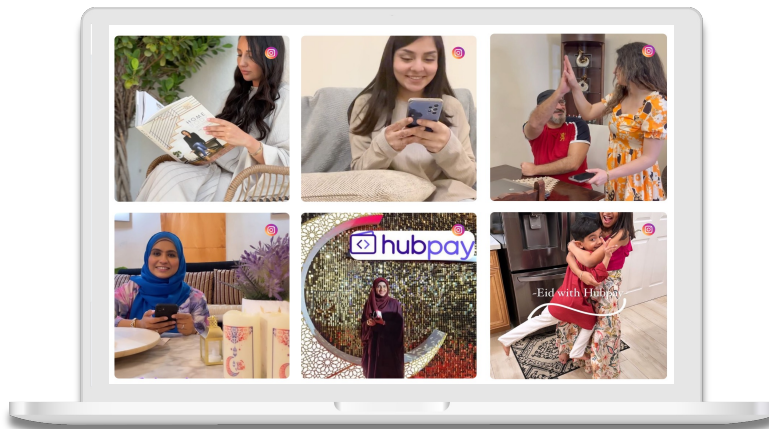
Campaign Overview



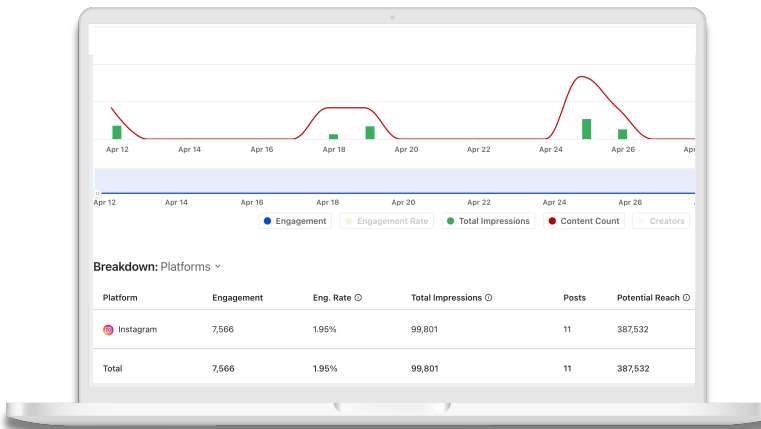
Influencer Analysis



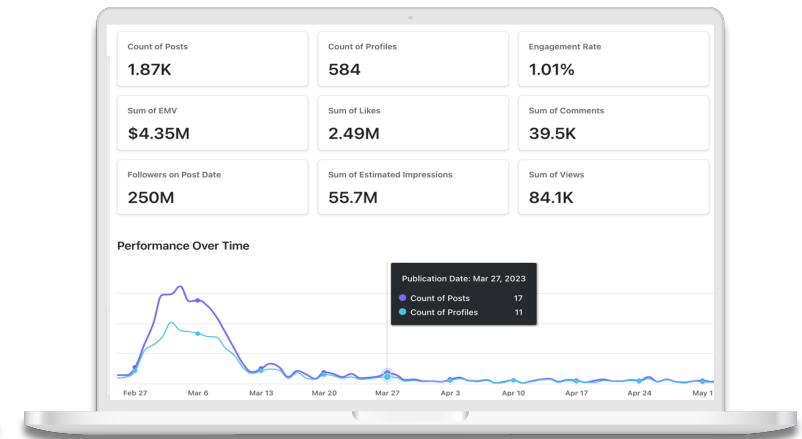
Influencer Reach Outs



Content Approval

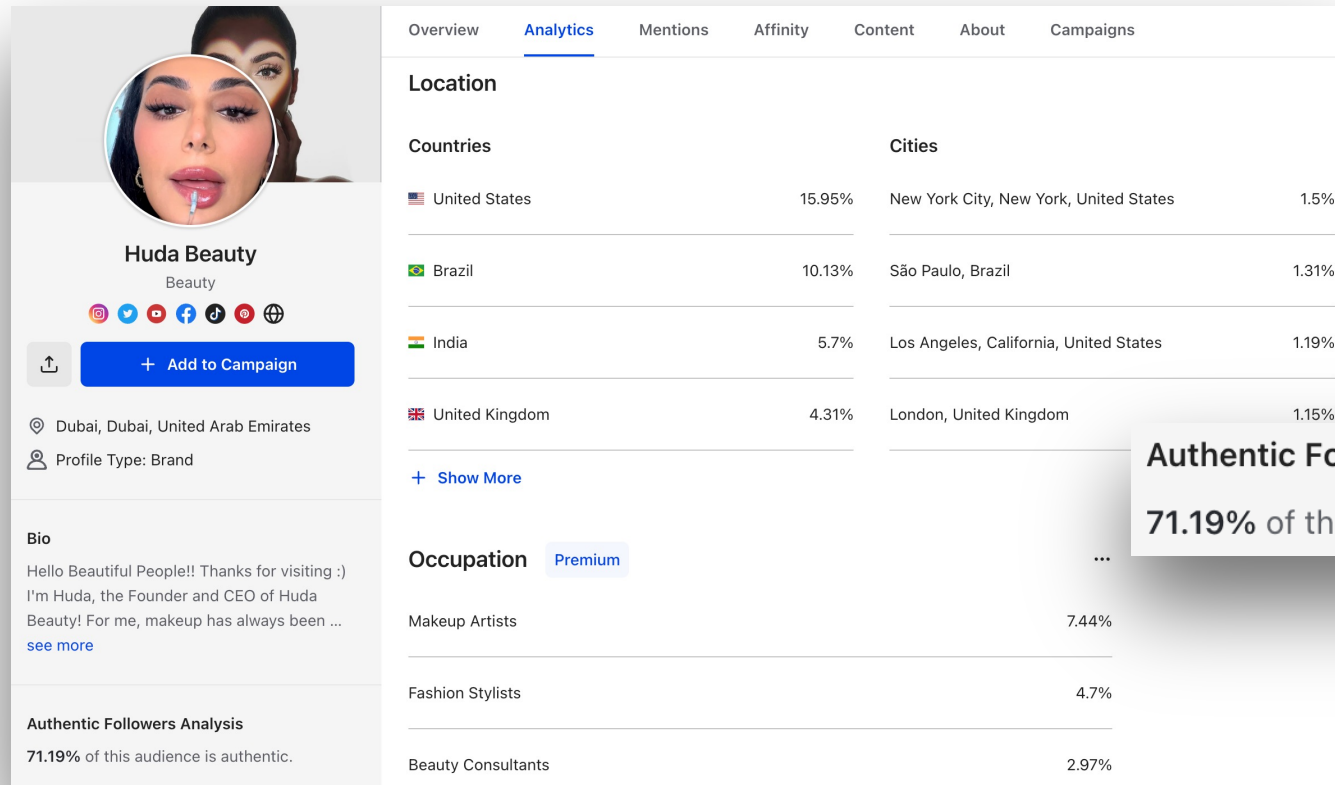


Live Reporting



Social Listening

Influencer Search & Profile Analysis



The screenshot displays the profile of Huda Beauty on the Yooap platform. The profile includes a circular profile picture, the name 'Huda Beauty', and the category 'Beauty'. Below the name are social media icons for Instagram, Twitter, YouTube, Facebook, TikTok, and a globe icon. A blue button labeled '+ Add to Campaign' is visible. The location is listed as 'Dubai, Dubai, United Arab Emirates' with a location pin icon, and the profile type is 'Brand'. The bio reads: 'Hello Beautiful People!! Thanks for visiting :) I'm Huda, the Founder and CEO of Huda Beauty! For me, makeup has always been ... see more'. The 'Authentic Followers Analysis' section shows '71.19% of this audience is authentic.' The 'Analytics' tab is selected, showing a table of location data and an 'Occupation' section.

Location	
Countries	Cities
United States	New York City, New York, United States
Brazil	São Paulo, Brazil
India	Los Angeles, California, United States
United Kingdom	London, United Kingdom

Occupation	
Makeup Artists	7.44%
Fashion Stylists	4.7%
Beauty Consultants	2.97%

- Location
- Language
- Demographics
- Past Partnerships
- Brand Affinity
- Engagement Type

Authentic Followers Analysis

71.19% of this audience is authentic.

- Notable Followers
- Ethnicity
- Audience Lookalikes
- Interests
- Follower Range
- Engagement Rate



Credibility Checks

Automated checks in place to recognize fake followers and apply a credibility % to every profile

Influencer Tiers



Nano: 1K - 10k



Micro: 10K - 50k



Mid Tier: 50K - 300k



Macro: 300K - 1Mil



Mega: 1Mil +

Influencer Services

- Strategy and Creative Ideation
- Influencer Recruitment
- In depth Influencer Profile Analysis
- Social Media Post Boosting
- Brand Ambassadorship
- Event Coverage with Influencers
- Seeding Campaigns
- Creative Studio for shoots
- Creative Production



Thought Leadership Beyond Business



Published 'State of Influencer Marketing' report in UAE 2023 with inputs from over 30 CMOs



Published 'State of Influencer Marketing' report in India 2022 with inputs from over 100 CMOs

Yooap

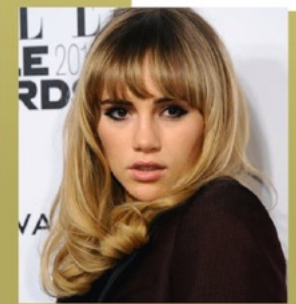
Celebrities We've Worked With



Noha Nabil
Actress
Kuwait



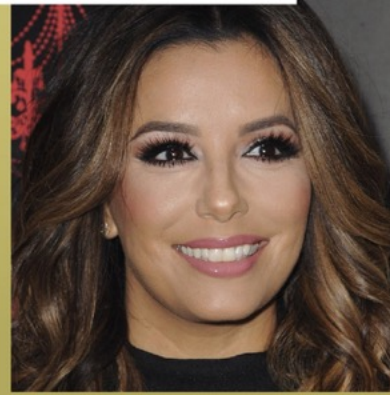
Hala Al Turk
Singer
Bahrain



Suki Waterhouse
Model & Actress
England



Khairiah AbuLaban
Actress
KSA



Eva Longoria
Actress
USA



Salma Abu-Deif
Actress
Egypt



Tarek Sabri
Actor
Egypt



Chris Hemsworth
Actor
USA



Priyanka Chopra
Actor
India

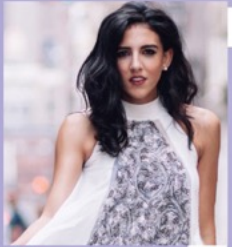


Mayssa Maghrebi
Actress
Emirati

Social Media Stars We've Worked With

Tamara Al Gabbani

UAE
207K



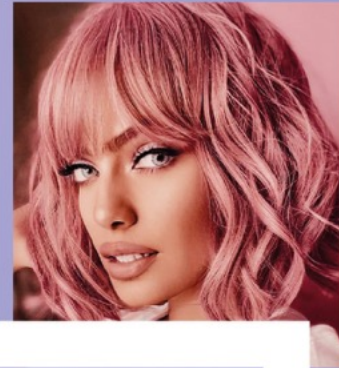
Nyla Usha

UAE
1.4M



Areej Al Balushi

Oman
242k



Khalid Al Ameri

UAE
1M



Mthayel Al Ali

UAE
731K

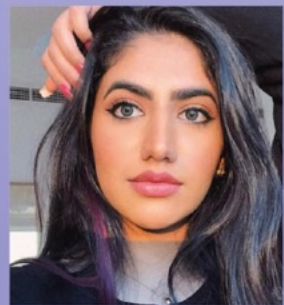
Hadia Ghaleb

UAE
1.8M



Ahmed Al Nasheet

UAE
1M



Noor Stars

Iraq - 24.3M



Kris Fade

UAE - 430k

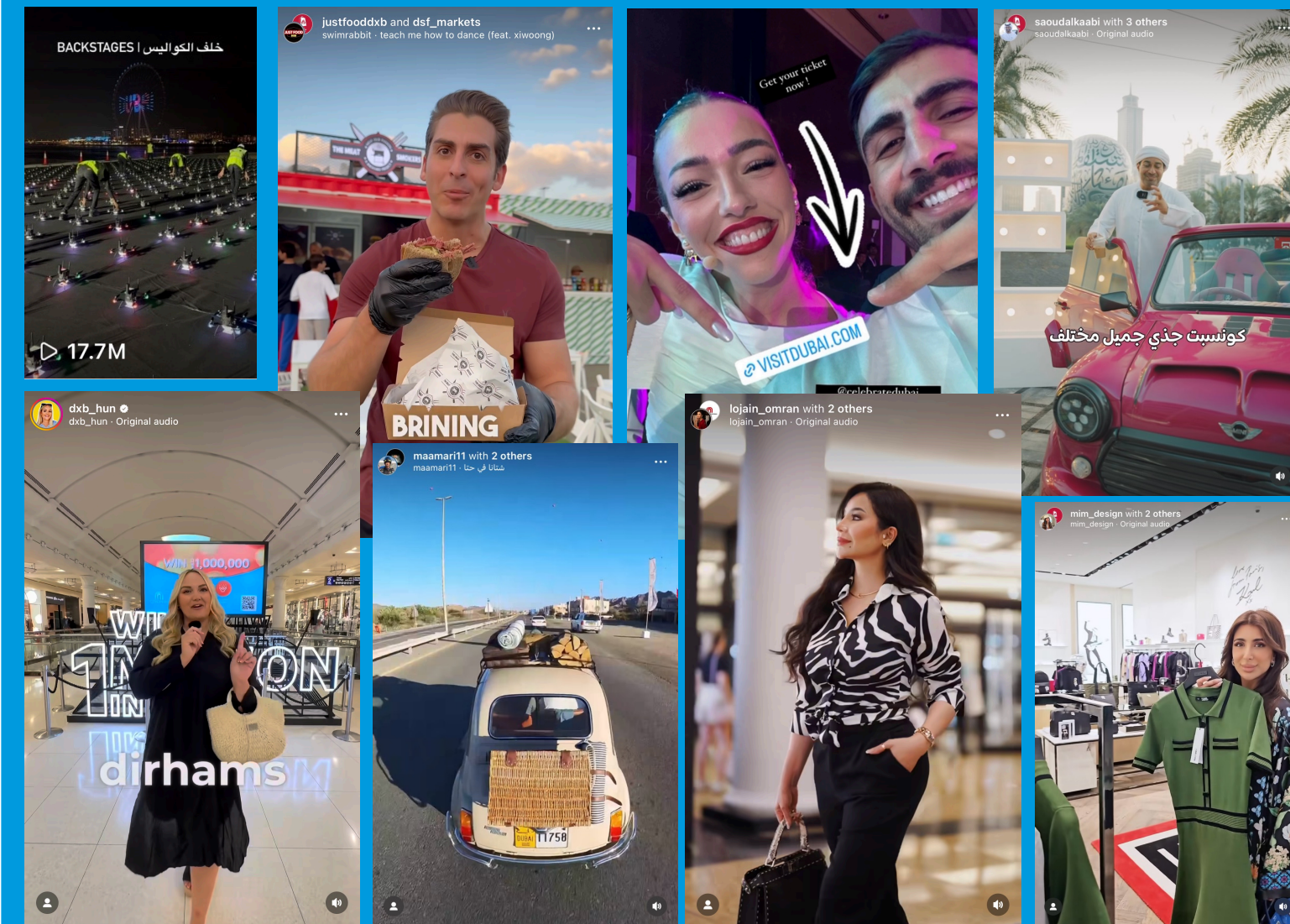


Mo Vlogs

UAE - 4.4M

Marquee Case Studies





Exclusive IM Partner for Dubai Tourism (2023-2024)

We were selected as the exclusive IM partner for the **world's largest Tourism Brand**, for activations such as **Dubai Shopping Festival, Dubai Summer Surprises, UAE National Day** as well as **Ramadan and Eid**.

For Dubai Shopping Festival, we **collaborated with & filmed 70+** Emirati, Arab & International influencers & achieved:

40M+
engagement

3x
of set KPIs



DUBAI

FITNESS CHALLENGE

:30x30

[Click Here To Play Video](#)

Engaging Local Influencers through the Dubai Fitness Challenge

We created **buzz** around Fitbit's participation at the DFC for the 4th year in a row by conducting an activation with **30+ influencers** in the UAE.

11.5M

impressions

2.3M

social reach

AED 33K+

spends

76%

brand affinity



[Click Here To Play Video](#)

Influencer Marketing to Highlight Bayut App Benefits

We **engaged iconic influencers** across categories to participate in the campaign & highlight the **functionality & spirit** of the Bayut platform. This helped build brand awareness & promote the brand's overarching message **#HomesLiveHere**

2.6M+
engagements

97%
positive
sentiment

Generating Leads & Bookings for Kaya after the Lockdown

We created a video campaign to bring **consumers back into Kaya clinics** after the lockdown. The campaign messaging focused on **safety protocols**, which was amplified further through **Influencer Marketing**.

133%
Increase in
bookings

120%
Increase in
site leads



MENA GOLD

Best use of Digital
Healthcare Sector

[Click Here To Play Video](#)

A High Production Value Celebrity Film

From Scripting to Production in 12 hours!

Starring **Chris Hemsworth**

Oscar winning Director **Robert Stromberg**
& Cinematographer **Jordan Buck**

Top 10

Media Campaigns,
as awarded by
Campaign ME

Meme-worthy

This highly talked
about video even
became a meme!



[Click Here To Play Video](#)

A Celebrity Film to drive Tourism to Assam

We created a film to showcase Assam as a preferred tourist destination, **collaborating with a celebrity** with both domestic and international appeal:

Starring **Priyanka Chopra**

1.2M

views in only a few days

25+

Media Houses covered the campaign in less than 1 week



[Click Here To Play Video](#)



[Click Here To Play Video](#)

Influencer Marketing for the World's Largest Tourism Brand

In order to promote Dubai as a one-stop shopping destination for retail, entertainment, arts and gastronomy, we brought together **100+ influencers** from 20+ nations to create over **3,500 pieces of content** across 6 social media platforms for the 25th edition of the Dubai Shopping Festival.

70M+
engagement

100+
on ground
activations





[Click Here To Play Video](#)

A Celebrity Rap Anthem for a New Payments Solution

We **conceptualized & created** a celebrity film with famed Indian rapper, Badshah, to **generate buzz** about the UPI digital payments app as an extension of NPCI's long-standing UPI Chalega campaign.

The video was created after the COVID lockdown and **highlighted key features of the app** while showcasing engaging scenarios featuring the rapper.

The song was made **available to stream across YouTube, Spotify & Apple Music**.

Diving into Web3 & the Metaverse to Reach a New Audience Through Influencers

A first for Apparel Group – We helped the brand enter the Metaverse by conceptualizing, creating & deploying NFTs for TOMS that were put up for sale on OpenSea.

The brand's objective was to tap into a **new audience base (Gen Z)** who was actively experiencing the Metaverse. The message was amplified through in-store **Influencer Activations** with 14 Emirati & international influencers.

1.1M

Estimated views

32 pieces

Of Coverage

[Click Here To Play Video](#)

TOMS

Influencer Campaign to Promote #ResponsibleLuxury

To amp up the **online presence** of ITC's Responsible Luxury campaign, we introduced 'The Responsible Luxury Fellowship Programme' & shortlisted **18 influencers** specializing in key arenas like **Lifestyle, Luxury, Food, Travel and Technology**.

This initiative became **India's largest Influencer Engagement Programme in the hospitality sector**.

111M
impressions

17.2M
video views

15K+
tweets

300+
UGC entries

[Click Here To Play Video](#)

Influencer Meet-Up to Generate Social Media Launch Buzz

We generated **social buzz** for the launch of the brand's products.

We put together an Influencer Meet-Up over coffee to give people a **first-hand experience of trying the products**.

This enabled the brand to **build their social following** & spread **awareness** regarding the benefits of their products.



[Click Here To Play Video](#)



Driving Engagement through an Interactive Influencer Activation

To create talk-ability & invite people to join in **Sadia's National Day** celebrations, we worked with a team of **local influencers** who amplified our campaign **#TurnUpTheHeat** by running contest on their social media to recruit teams for a **cook-off competition**.

1.3M

engagement

2K+

content pieces



[Click Here To Play Video](#)

Transforming Brand Perceptions through Influencer Led Campaigns

To transform RuPay's brand perception to that of a **lifestyle brand**, we created 30+ unique digital properties titled **RuPay Travel Tales & RuPay Foodie Files**, featuring celebrity influencers like Harsha Bhogle & Vir Sanghvi.

This **always-on** influencer strategy, which became trending thrice on Twitter, was implemented to ensure **brand resonance** in the consumers' minds.

32M
impressions

16K+
tweets

We've made our mark

Presence across
UAE, India, & Singapore

Influencers across
30+ geographies speaking 45+ languages

Executed the
biggest influencer marketing campaign
in the Middle East

Executed
20+ award winning campaigns

Let the numbers do the talking:



50 K+
Influencers



18 B+
Views



500+
Campaigns



50 B+
Reach



100+
Brands



Across
30+
Countries



12+
Verticals

Our Roster of Clients

Dune
LONDON

AÉROPOSTALE

 **bayut**

Lulu
GROUP INTERNATIONAL

Capri-Sun



R&B Kids

Disney
GAMES

دبي

almaya

Aster
We'll Treat You Well



EA SPORTS FIFA

Sharaf DG
.com

 **fitbit.**

NISSAN

 **kaya**
SKIN CLINIC

 **RAKBANK**
Simply Better

babyshop

Coca-Cola

 **EXPO 2020 DUBAI UAE**

 **Lufthansa**

Gulf

مستشفى الإمارات
Emirates Hospital

GEMS
EDUCATION

ESTÉE LAUDER

PAN
HOME FURNISHINGS

Levi's

A&H | Arthur & Hardman

MARINA
HOME

TOMS

CHARLES & KEITH

DANUBE
GROUP

ZOOM

dubizzle

 **YARDLEY**
LONDON

MOVO

deem

 **RIVOLI**

swatch 

 **nmc**

 **Zulekha Hospital**
Your Health Matters



Yaap

BUILT FOR NOW.

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Mumbai | Shillong | Singapore

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