Kitely

Case Study

Driving 2x Sales for a Premium FMCG Brand

SITUATION

A premium FMCG brand in Saudi Arabia, known for its high-quality products, struggled to connect with its target market of affluent consumers. Traditional mass-market advertising proved ineffective, resulting in wasted ad spend and limited sales growth.

CHALLENGE

The fundamental problem was a mismatch between the brand's distribution strategy and the media consumption habits of its target audience. The brand was failing to reach the right consumers through the right channels, diluting its premium positioning and wasting marketing resources.



SOLUTION

Kitely Systems developed a dual-pronged strategy combining precision targeting with influencer marketing:

Pillar	Description
1. Affluent Micro–Targeting	Leveraged sophisticated data analysis to identify and reach high-net- worth individuals across their preferred digital platforms (Snapchat,Instagram). Targeting was refined based on luxury interests and behaviors.
2. Creator Activations	Partnered with high-end lifestyle influencers to co-create authentic content that resonated with the target audience. This approach favored genuine engagement over follower counts, building credibility and trust.



IMPACT & RESULTS

The combination of precision micro-targeting and authentic creator activations delivered remarkable results, doubling sales and establishing the brand as a category leader.

Key Performance Indicator	Result	Impact
Sales Growth		✓ Doubled revenue in the target market
Return on Ad Spend (ROAS)		✓ Highly efficient and profitable marketing investment
Customer Acquisition Cost		✓ Improved profitability and marketing efficiency

KEY TAKEAWAYS

- **Precision Beats Scale:** Reaching a smaller, highly relevant audience is more valuable than reaching a larger, less targeted one.
- **Authenticity is the Currency of Influence:** Affluent consumers trust peer recommendations and authentic content over traditional advertising.
- **Platform Matters:** Marketing efforts must be concentrated where the target audience is most active and receptive.
- **Quality Trumps Quantity:** The quality and engagement of an influencer's audience are more important than the sheer number of followers.