

ONEHUB × SWISS ARABIAN PERFUMES

Eternal Heritage

Eid Gifting Campaign 2025

CLIENT

Swiss Arabian Perfumes

MARKET

UAE, KSA, Qatar

TIMELINE

5 weeks

Prepared by OneHub

01 — THE BRIEF

Fifty years of heritage, made for a new generation

Swiss Arabian Perfumes the UAE's first perfume manufacturer, founded in Sharjah in 1974 wanted to bring its heritage fragrance collections into Eid gifting baskets for a younger Gulf audience. The mandate: make five decades of craftsmanship feel current, without losing the founding story that built the brand.

ONEHUB ROLE

Influencer strategy, creator management, content production

AT A GLANCE

CLIENT

Swiss Arabian Perfumes

MARKET

UAE, Saudi Arabia, Qatar

CAMPAIGN

“Eternal Heritage”

SEASON

Eid al-Fitr gifting season

TIMELINE

5 weeks (pre-Eid ramp-up)

BUDGET

AED 300,000 – 450,000

Heritage worn forward, not archived

AUDIENCE

Gulf nationals & residents, 22–40, across UAE, Saudi Arabia and Qatar

Gift-giving-led buyers — couples, family circles, and self-gifters shopping ahead of Eid.

CHANNELS

Instagram Reels (primary) · TikTok (secondary)

UGC unboxing moments repurposed into paid social across all three markets.

CONTENT PILLARS

01

The Gift of Heritage

Unboxing and gifting-moment content built around the Heritage Collection's bottle design

02

50 Years, One Bottle

Founding-story content tying the brand's 1974 Sharjah roots to family Eid rituals

03

Community Activation

An Eid majlis pop-up at the brand's Sharjah flagship for press and creators

23 creators, three markets, one heritage story

3

Macro creators

200K–500K followers

Beauty & lifestyle anchors — glossy, cinematic gifting reels

12

Micro-creators

30K–100K followers

Beauty, fashion & home-lifestyle niches across all three markets

8

Nano-creators

5K–25K followers

Local voices in UAE, KSA and Qatar for authentic unboxing

Five weeks, three markets, one majlis moment

23

creators activated
over 5 weeks

~52

pieces of content
(reels, stories, 2 collab posts)

1

Eid majlis pop-up
at the Sharjah flagship

LAUNCH MOMENT

Eid majlis pop-up at the Sharjah flagship, timed to the campaign launch — giving creators and press a shared moment to experience the collection and film organically.

The numbers

TOTAL REACH	~3.4M	VIDEO VIEWS	~2.3M
TOTAL IMPRESSIONS	~7.2M	LINK CLICKS / STORE VISITS	~19,500
AVG. ENGAGEMENT RATE	6.4%	EARNED MEDIA VALUE	~AED 1,250,000

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Thank you

A heritage fragrance story, told through creators across three Gulf markets for Eid.

www.onehub.ae