



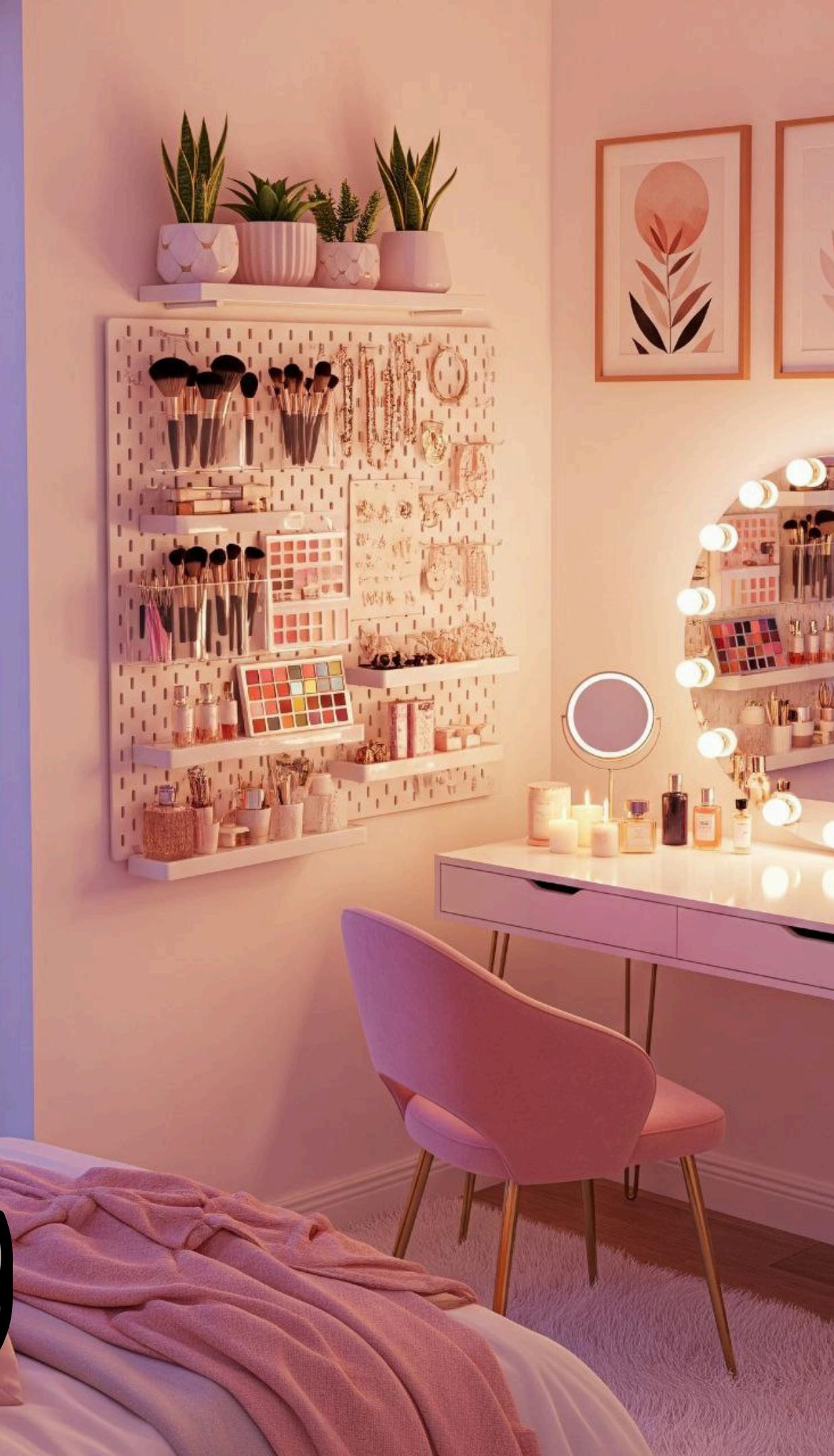
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PROJECT PHASE 2

Building an Engaging Online Presence

SPREDIA TEAM

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Buyer Personas

PERSONA 1

SAIF – THE GAMER/TECH ENTHUSIAST

Age: 22

Occupation: Gamer & University student

Primary Goal:

Build a professional-looking battlestation with zero clutter and maximum aesthetic appeal.

Motivations:

Pride in showing off his setup to friends and online communities.

Loves optimizing gear layout for performance and visuals.

Pain Points:

Desk clutter and messy cables.

Setup doesn't look as "clean" as the ones from creators he follows.



PERSONA 2

LAYLA – THE MAKEUP & BEAUTY ENTHUSIAST

Occupation: content creator

Age: 30

Primary Goal:

Create a vanity setup that's organized, beautiful, and Instagram-worthy. Easily access makeup and skincare products without rummaging through clutter.

Motivations:

Loves showing off her space on TikTok/Instagram.
A neat, aesthetically pleasing setup makes her feel creative and inspired.

Pain Points:

Makeup clutter makes it hard to find products quickly.
Most organizers are cheap-looking or don't match her aesthetic.
Small spaces make it hard to have everything on display.



PERSONA 3

NOUR – THE ORGANIZED STUDENT

Age: 18

Occupation:

Full-time university student

Primary Goal:

Have a clutter-free study space that helps her focus and matches her aesthetic.

Motivations:

Believes a clean room = clear mind.

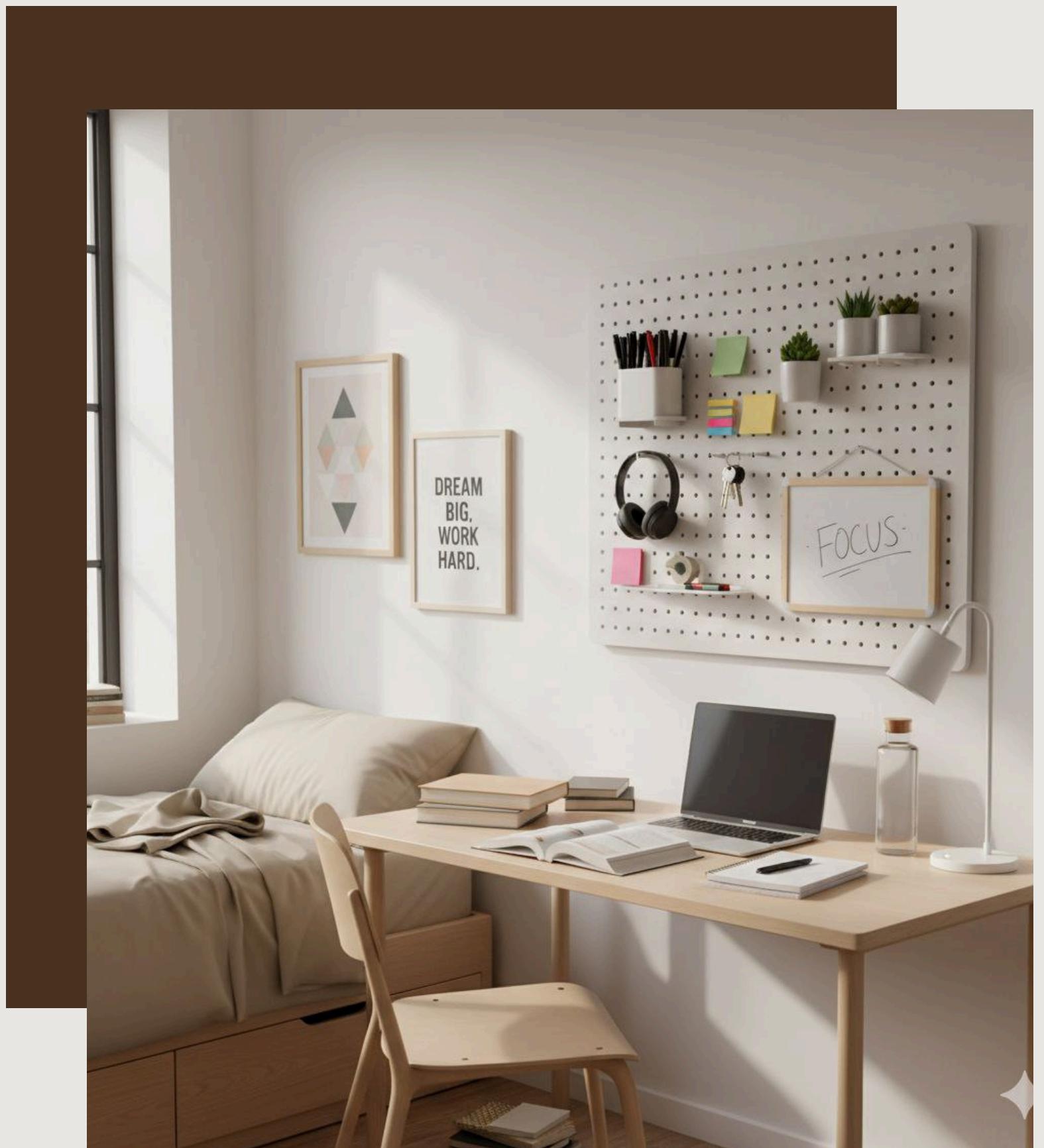
Loves a space that feels motivating and photogenic.

Pain Points:

Messy desk full of books, pens, and notes.

Can't find materials quickly, wastes study time.

Most storage products are ugly or too bulky.



OCTOBER

10

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MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

		1 VIDEO DESK SETUP TRANSFORMATION (BEFORE/AFTER)	2 VIDEO BEHIND THE SCENES	3 VIDEO مكتب فوضوي → مكتب منظم	4 VIDEO صوت تركيبpegboard (محتوى مريح والأدوات للأعصاب).	5 STORY POLL ما هو أكثر شيء على مكتبك؟ (خيارات: كتب - مكتب - أدوات)
6 VIDEO طرق عملية لتنظيم 3 مكتب باستخدام PEGBOARD	7 IMAGE نصيحة مصورة: "حافظ على مساحة فارغة لسهولة العمل"	8 IMAGE MINIMAL PEGBOARD SETUP PHOTO + نص	9 VIDEO "DO'S AND DON'TS" أخطاء – شائعة في ترتيب المكتب	10 STORY POLL افتح أسئلة من الجمهور HIGHLIGHTS (لاحقاً)	11 VIDEO QUICK PRODUCT DEMO: PEGBOARD كيف تثبت المكتب	12 STORY POLL #ORGANIZEWITHVIBEO دعوة للمشاركة في قبل/بعد (مكتبهم)
13 STORY POLL "مكتبك جاهز يتتصور؟"	14 IMAGE CAROUSEL تصاميم حقيقة 3	15 STORY + أفضل مكاتب من الأسبوع MENTION لأصحابها	16 IMAGE CAROUSEL معلومة عن تأثير المكتب المنظم على الإنتاجية	17 IMAGE LIMITED TIME OFFER – قوي CTA + خصم حصري	18 STORY "العرض ينتهي خلال 48 ساعة"	19 IMAGE صورة المنتج مع السعر واللينك
20 VIDEO شخص غرمان في الفوضى لحد ما يستخدم PEGBOARD	21 STORY إيه أكثر مكان يحتاج PEGBOARD؟ مكتب - مطبخ - غرفة الألعاب	22 VIDEO MULTIPLE PEGBOARD SETUPS + TEXT OVERLAY نظم مكتبك في أقل من 10 دقائق	23 STORY POLL سؤال سريع: "تفتكر كام أداة ممكنPEGBOARD واحدة تشيل؟"	24 IMAGE CAROUSEL SHOWCASE 3 PEGBOARD STYLES (STUDY – MAKEUP – GAMING)	25 STORY POLL تحب البيجبورد لونها فاتح ولا غامق؟	26 VIDEO أفكار جديدة لاستخدام PEGBOARD في المطبخ أو غرفة النوم.
27 VIDEO فيديو سريع: "إزاى تغير ترتيب في أقل من دقيقة"	28 IMAGE CAROUSEL اقتباس تحفيزي عن الإنتاجية + صورة مكتب جميل منظم.	29 VIDEO فيديو عميل يشرح تجربته مع المنتج.	30 VIDEO TOP 5 MUST-HAVE DESK ACCESSORIES" – PEGBOARDS	31 STORY آخر يوم للعرض - اشتري دلوقتي"		

Account Analysis

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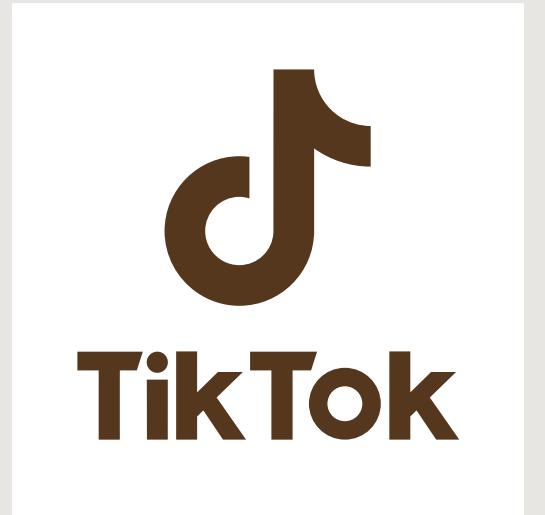
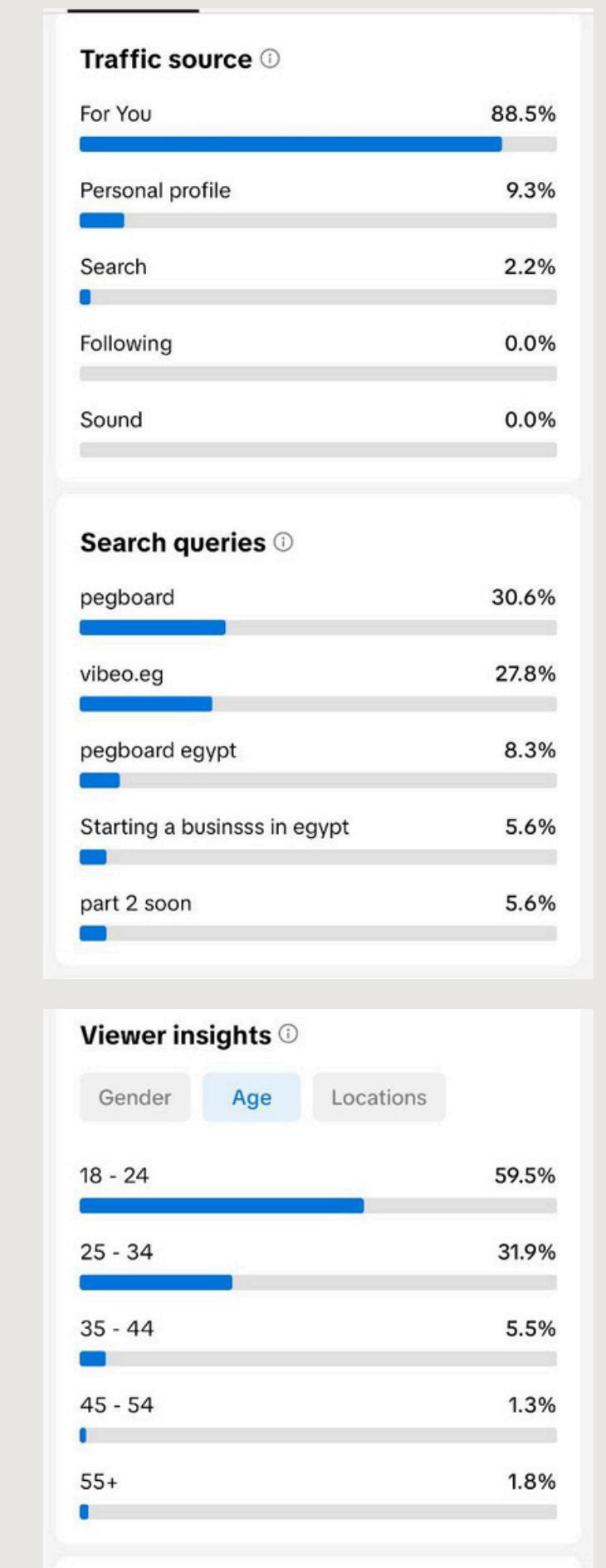
Follow Message ⌂ ...

0 Following 26 Followers 130 Likes

Pegboards & Office solutions
Shape your space with endless vibes ✨

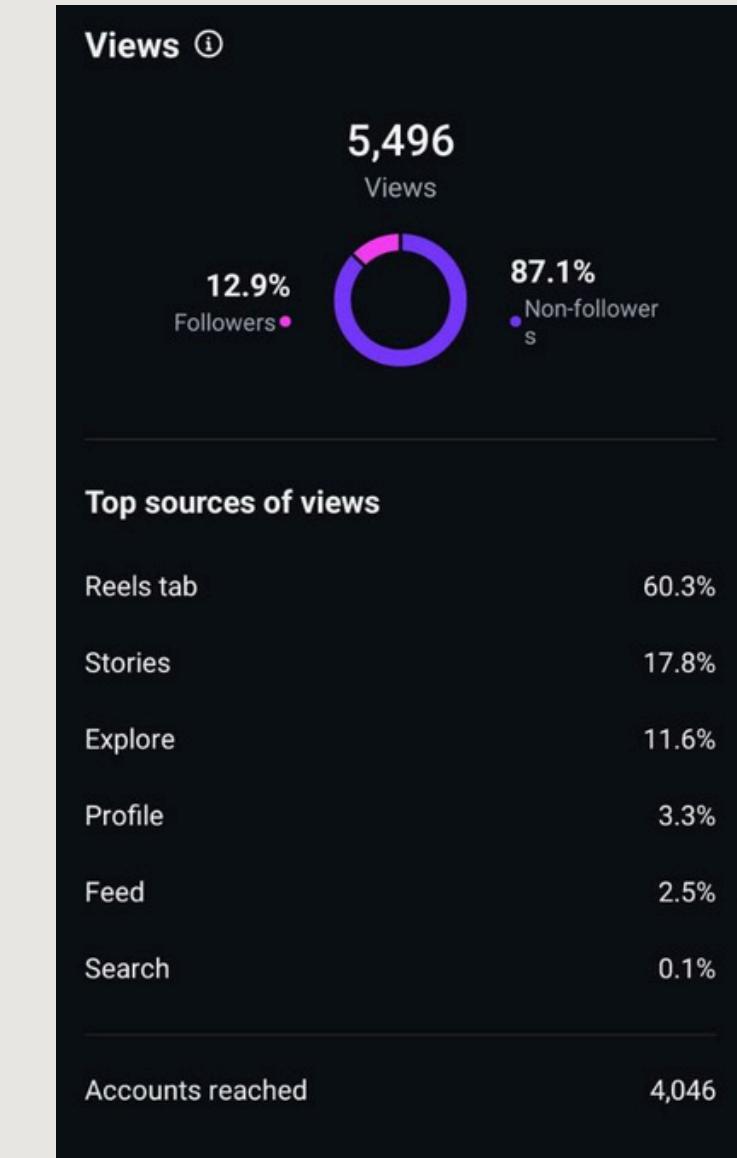
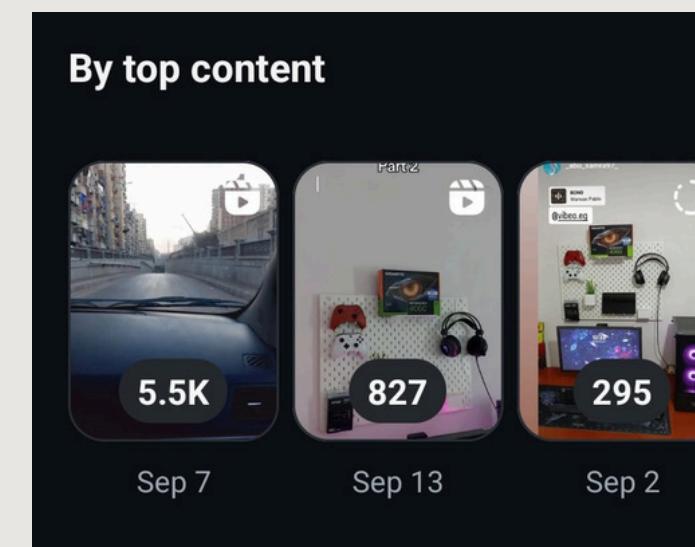
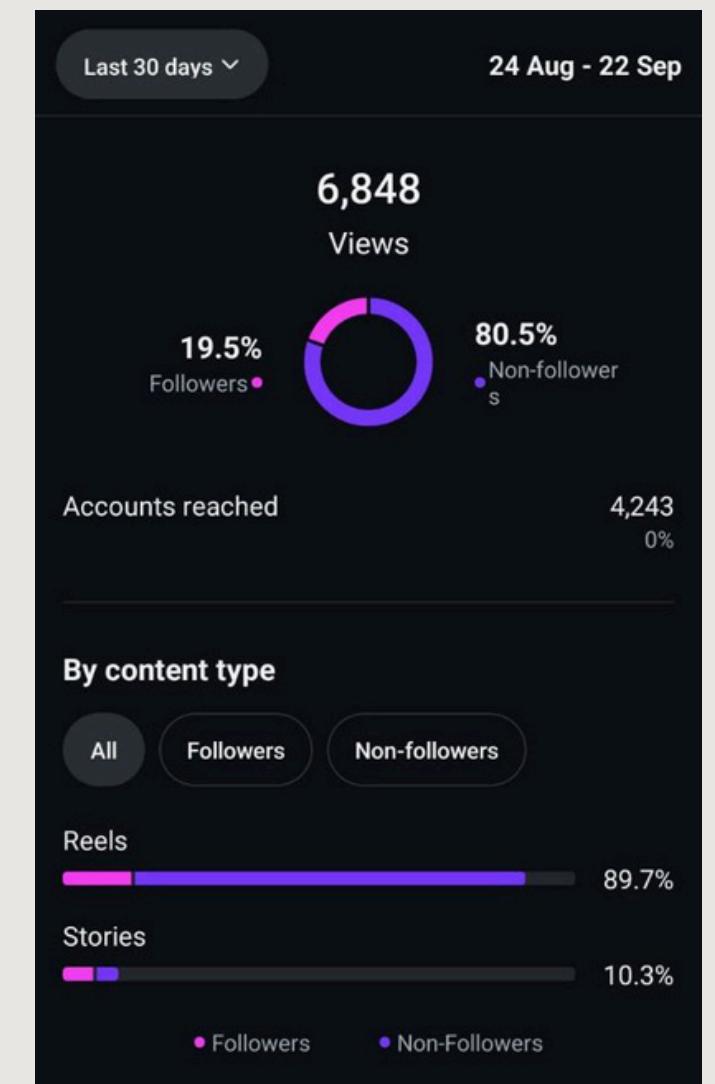
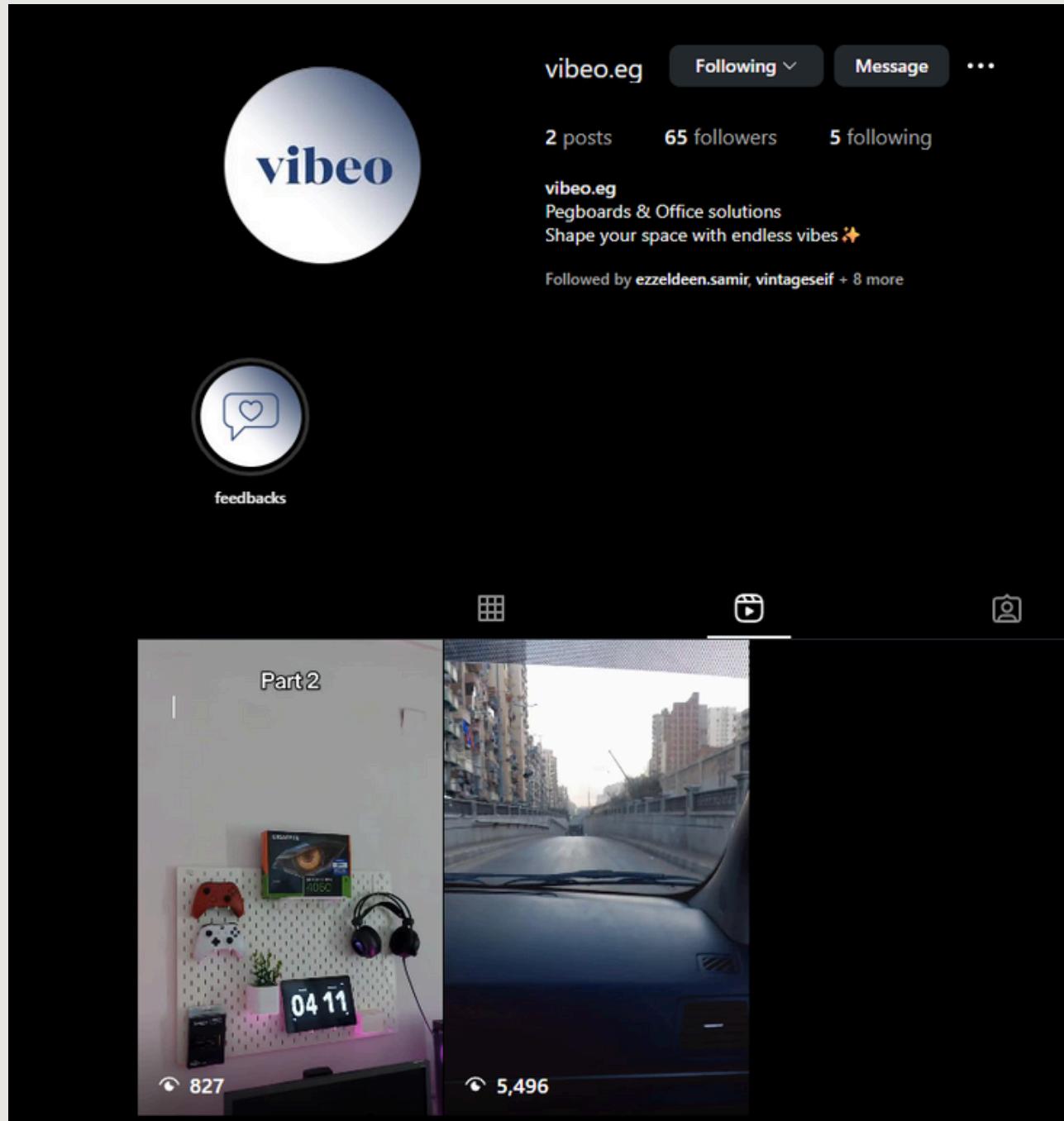
Videos **Liked**

- Part 2: A desk setup with a monitor displaying a green GPU card. 881 likes.
- A car driving on a highway. 2711 likes.
- POV: You found the missing piece >> A person's face in a pink frame. 269 likes.

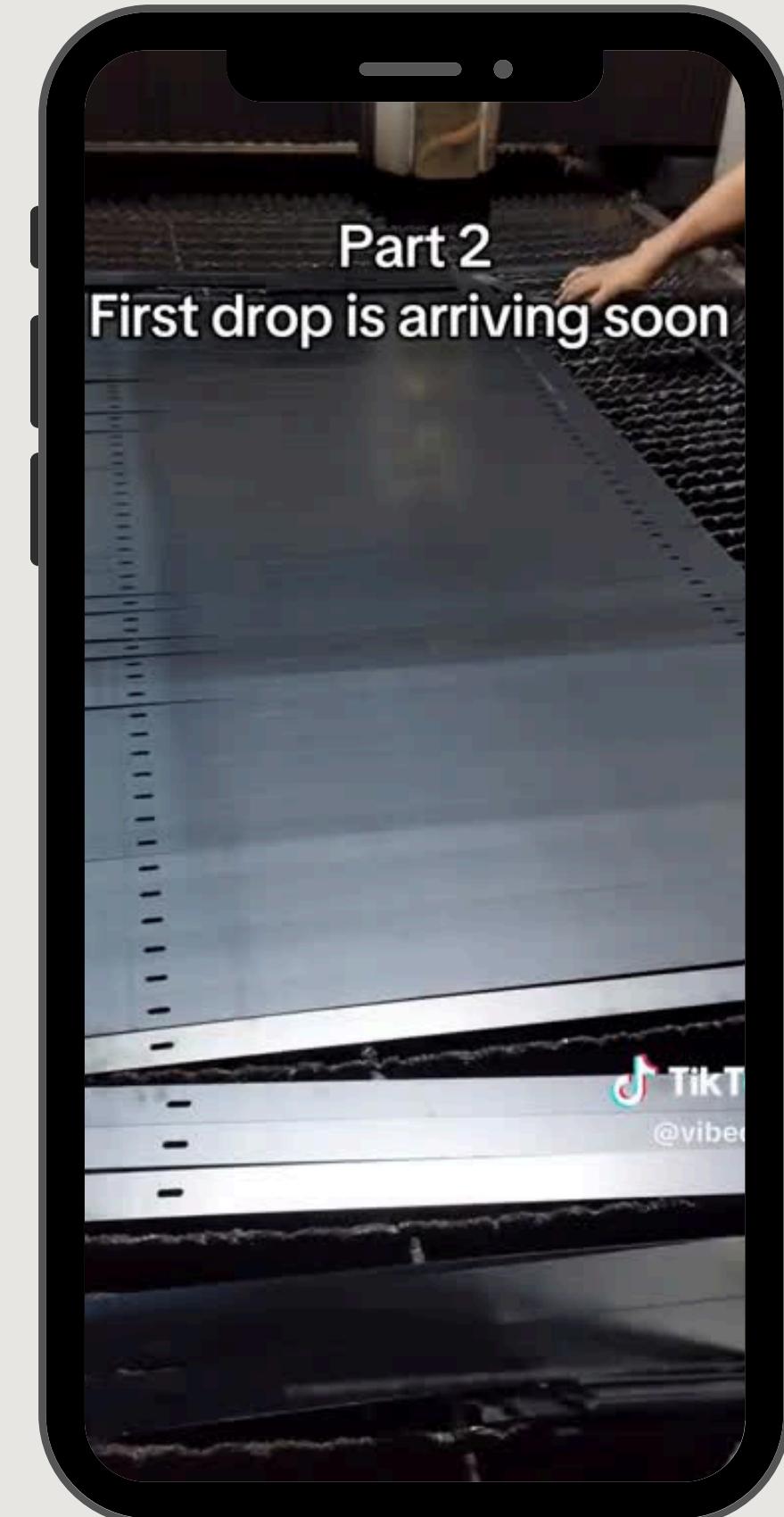
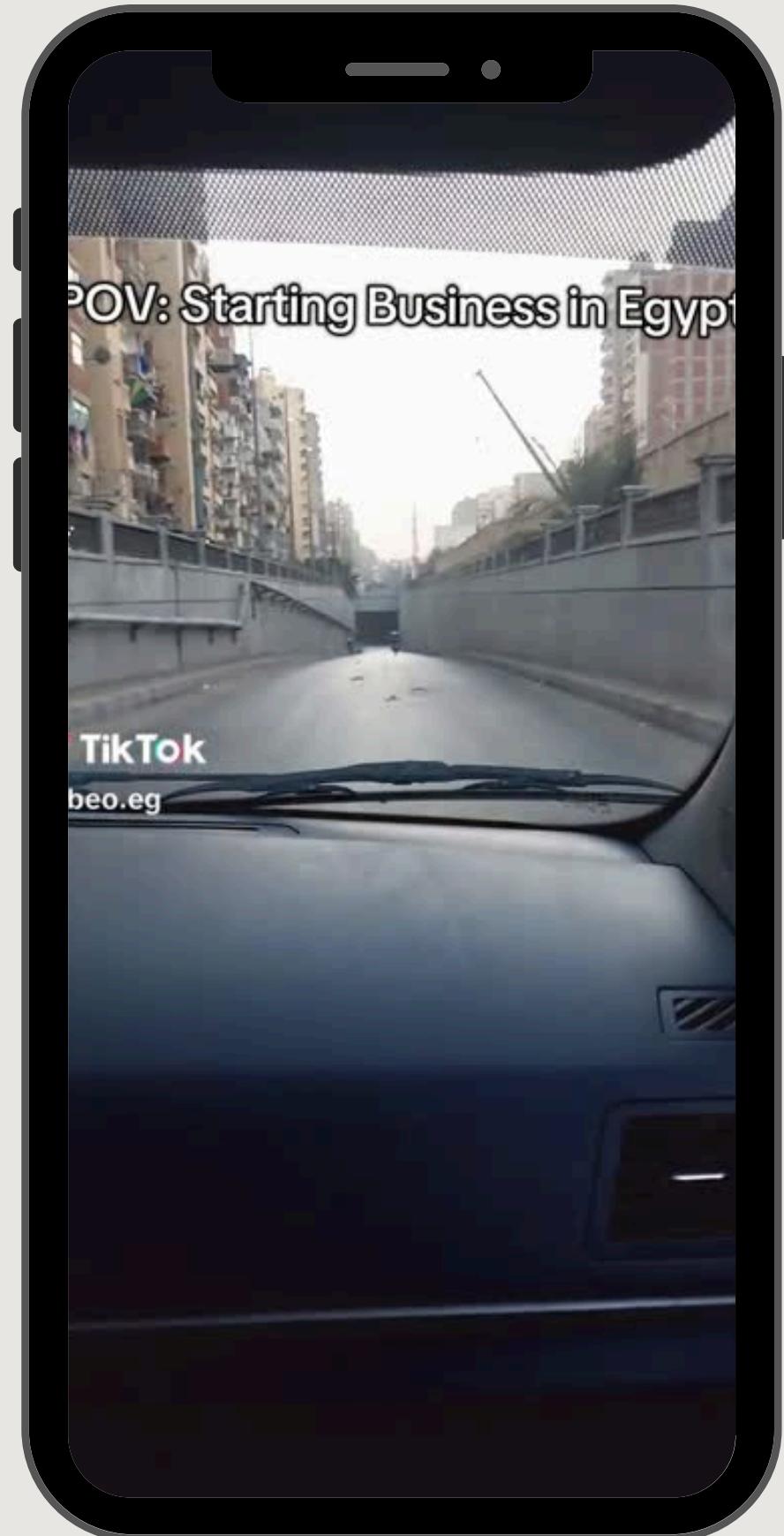


Account Analysis

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Account posts



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little
things

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Media Buying Plan

Campaign:

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Campaign Objective: Engagement

- *Budget: 420EGP/Day = 2100EGP/5Days (300 Meta / 120 tiktok)*
- *Conversion Location: Direct messages*
- *Performance Goal: Maximise number of conversions*
- *Conversion event: Purchase*
- *KPIs: CTR/ Engagement Rate/ ROAS*



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Ad sets:

Campaign Objective: Engagement

Ad set 1:

Gaming Bundle:

Age: 18-30 (Male)

*Interests: Gaming/
PC Setup/ eSports*

Ad set 2:

Students Bundle:

Age: 18-25 (All)

*Interests: Organization/
Minimalism*

Ad set 3:

Just a girl Bundle:

Age: 18-30 (Female)

*Interests: Room Decor/
Makeup/ Pinterest*

Instagram



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Ad Types:

- Stories Ads → Flash offers & limited-time promotions.
- Reels Ads → Desk Setup Transformations (قبل/بعد + موسيقى) aesthetic).
- Sponsored Posts → Lifestyle (طلاب) صور للمنتج – Gamers – Freelancers – Makeup Lovers).

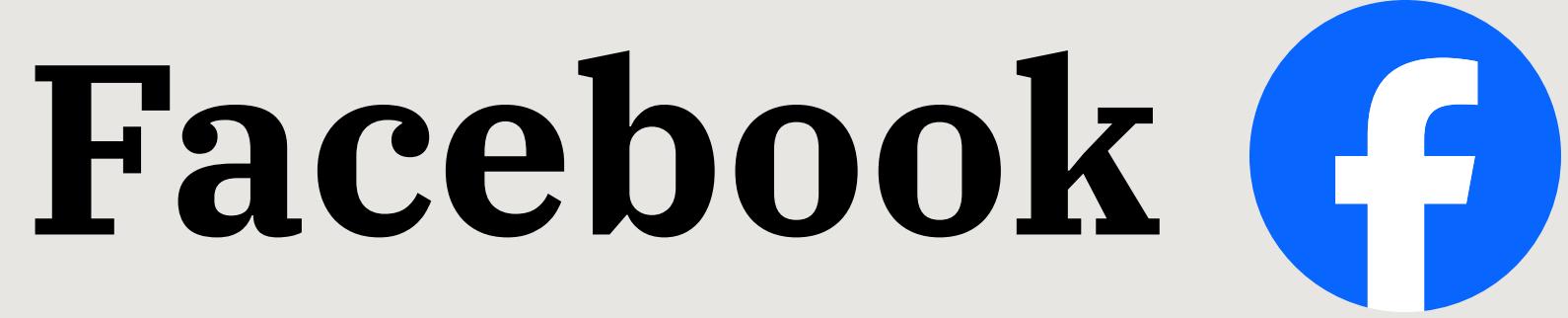
Target Audience:

- Freelancers → Productivity, Desk Setup, Work From Home.
- Makeup Lovers → تنظيم ميكب + ديكور.
- Students → Study Motivation, Stationery.
- Gamers → RGB Setup, Streamers.

Ad Schedule:

Weekdays: 7-9 PM





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Ad Types:

- **Carousel Ads** → عرض المنتجات وتنظيم المكتب بأفكار متعددة.
- **Video Ads** → وطرق الاستخدام Highlight transformations.
- **Single Image Ads** → مباشر + صورة واحدة قوية CTA.

Target Audience:

- people interested in room makeover & Home organization.
- people working from home.
- Ladies & mothers who love decore.

Ad Schedule:

- Based on Audience Insights → 6-10PM gave the best results.



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Ad Types:

- In-Feed Ads → short video (5-15 seconds) with a HOOK.
- Branded Hashtag Challenge → #OrganizeWithVIBEO (Desk Before/ After).
- Collab Ads → (UGC و Influencers).

Target Audience:

- Desk Setup & Gaming & StudyTok Enthusiasts.
- Makeup Transformation Fans.
- CleanTok & Room Makeover followers.

Ad Schedule:

- Evenings (6-10 PM)
- Weekends → Best engagement

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FOLLOW US



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USE THE CODE

FOR 10% OFF: **DEPI10**

THANK YOU

For Listening