

CASE STUDY

# Titan Noor

## The Client

Titan Noor — Eid Collection 2026  
Kingdom of Saudi Arabia · 15–30 May 2026 · 16-day Eid flight

## Objective

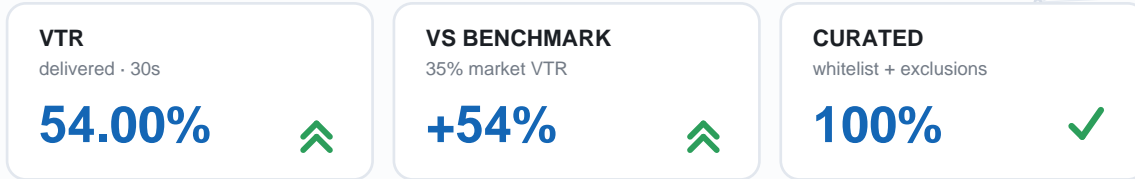
Increase brand awareness for the Titan Noor Eid Collection across Riyadh & Jeddah with high-attention video. Primary KPI: VTR above 50% on a 30-second creative, against a 35% market benchmark.

## Strategy

### DotContext Contextual Curation on YouTube

Ads ran only inside brand-aligned content — Eid & festive, Asian-expat lifestyle in Riyadh & Jeddah, fashion & styling, and watches & premium lifestyle — with hard brand-safety exclusions, in the right viewing mindset.

## Results



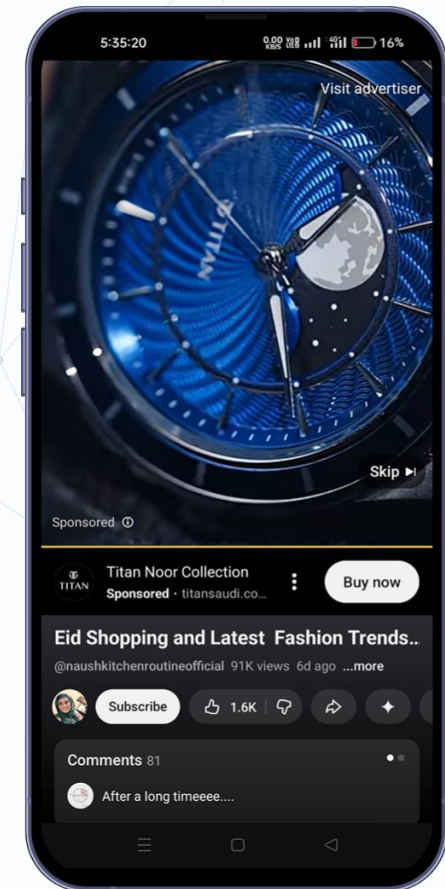
### VTR · DELIVERED vs MARKET BENCHMARK



DotContext delivered benchmark-beating completion in premium, brand-safe contextual environments — a 30-second creative held above 50% VTR against a 35% market benchmark, the strongest completion across both markets.

# TITAN NOOR

EID COLLECTION 2026  
KINGDOM OF SAUDI ARABIA



ACTUAL IN-STREAM CREATIVE · 30-SECOND · YOUTUBE