

CASE STUDY

LOUDH AL ANFAR

Social Media Management
& AI-led Static Creative

- 2 months of content handling | Consistency
- Product storytelling • Aesthetic communication



THE BRIEF

Keeping a premium fragrance brand consistent online

THE ASSIGNMENT

I handled Oudh Al Anfar's social media presence for two months of content while working at an agency.

CONTENT MIX

Reels/videos were supplied by the brand's editor; I created the static content myself using AI tools.

THE FOCUS

Maintain consistency while introducing new products and communicating their benefits and features aesthetically.

The role was focused on execution and day-to-day brand handling rather than a full-scale strategy or campaign.

OUR ROLE

Content Publishing

Handled the brand's social media publishing and ensured the planned content went online consistently.

Static Creative

Created static images myself using AI tools, keeping the product at the centre of the visual.

Product Communication

Developed content that explained new products, their benefits and features in an easy-to-understand format.

Brand Consistency

Maintained a consistent visual and content language across the two months of brand handling.

VISUAL APPROACH

Product-first. Aesthetic. Consistent.

The static creative direction used AI-assisted visuals to present fragrance bottles in polished, atmospheric settings while keeping the product clearly visible.

The **objective** was not to reinvent the brand, **but to make each product introduction** feel **premium** and **visually coherent**.



DRONYX

PRODUCT STORYTELLING



LOUDH AL ANFAR

New launches • product benefits • fragrance features • aesthetic product presentation

What we directly handled.

Social media handling

Managed the brand's content publishing for two months.

Static content

Conceptualised and created static visuals using AI tools.

Consistency

Ensured the feed maintained a cohesive visual standard.

Product education

Made new product features and benefits understandable through content.

Video content

Published reels/videos produced by the brand's editor.

SUMMARY

**A focused execution role,
with a clear visual outcome.**

For two months, we handled Oudh Al Anfar's social content.

Creating AI-assisted static creatives,
publishing the brand's content & maintaining
consistency, while **communicating new
products, features and benefits.**

ROLE:
SOCIAL MEDIA MANAGEMENT + CREATIVE EXECUTION

