

Revamping Digital Presence & Driving Brand Reinforcement Through Strategic Social Media

Client: Haagen-Dazs Pakistan

Industry: Premium Food & Beverage

Platforms: Instagram & Facebook (Meta) – YouTube **Services**

Provided:

Social Media Management · Visual Communication · Content Strategy · Digital Campaigns · Content Creation

Overview

Haagen-Dazs Pakistan partnered with Dijoan to elevate its digital presence, strengthen brand consistency with global standards, and use social platforms as a **brand reinforcement and sales support channel**.

The objective was not just reach, but **premium perception, stronger engagement, increased store footfall, and content-led sales uplift**.

The Challenge

Despite strong global brand equity, the local digital ecosystem needed refinement:

- Inconsistent visual storytelling across platforms
- Content not fully aligned with global Haagen-Dazs brand aesthetics
- Social media presence needed stronger engagement and recall
- Digital activity needed to contribute to **store footfall and brand-driven sales**, not just visibility

The challenge was to **translate indulgence, quality, and lifestyle into a locally relevant yet globally consistent digital identity**.

Our Strategy

Dijoan approached Haagen-Dazs Pakistan as a **brand experience project**, not a short-term campaign.

Strategic Focus Areas:

- Align visual communication with global Haagen-Dazs brand language
- Improve content quality to enhance craving, engagement, and recall
- Strengthen Instagram & Facebook as premium brand touchpoints
- Use digital campaigns to reinforce brand presence and support retail visits

Execution

We executed a structured, platform-first strategy: **Social**

Media Management

- Consistent posting cadence across Instagram & Facebook
- Feed-level curation to maintain a premium, indulgent aesthetic

Visual Communication Upgrade

- Refined layouts, color balance, and visual storytelling
- Elevated creative direction aligned with international Haagen-Dazs guidelines

Content Strategy & Creation

- Lifestyle-driven visuals
- Product-focused storytelling
- Seasonal and campaign-based content designed to drive cravings and engagement

Digital Campaigns

- Brand-reinforcement campaigns to amplify reach and recall
- Content-led campaigns supporting store visibility and footfall

Results & Performance Impact (Meta Platforms)

Instagram Performance (Sep–Nov)

- **Total Views:** 2.4M+
- **Reach:** 1.1M+
- **Link Clicks:** 29K+
- **Profile Visits:** 49K+
- **Follower Growth:** Consistent monthly growth with spikes aligned to campaigns

Notable highlights:

- Up to **+240% increase in link clicks (Oct)**
- **+32% follower growth (Sep)**
- Strong uplift in profile visits, indicating high brand interest and intent

Facebook Performance (Sep–Nov)

- **Total Views:** 2.7M+
- **Total Viewers:** 1.35M+
- **Content Interactions:** 18K+
- **Page Follows:** 10K+ Key observations:
- **+172% growth in content interactions (Oct)**
- Steady audience growth reinforcing brand visibility
- Increased engagement signalling stronger brand recall

Business Impact

- Stronger **online brand presence** aligned with global Haagen-Dazs identity
- Improved **engagement quality**, not just reach
- Digital campaigns contributing to **increased store footfall**
- Content performance supporting **sales uplift through brand reinforcement**
- Social platforms transformed into a consistent, premium brand experience

Rather than chasing vanity metrics, the strategy focused on **sustained brand equity and realworld impact**.

Client Outcome

Dijoen successfully revamped Haagen-Dazs Pakistan's digital presence, creating a cohesive, globally aligned, and locally resonant brand identity that translated digital engagement into **stronger market presence and commercial support**.

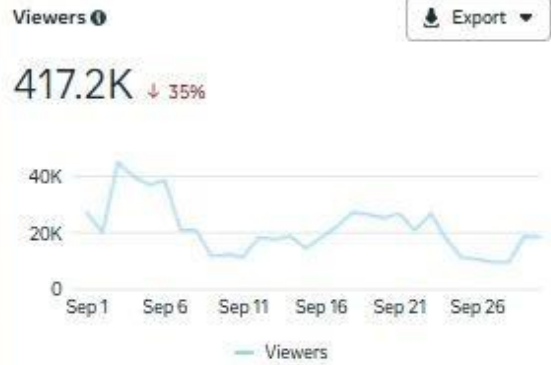
Supporting Meta Insights

☆ **New viewers metric for content published after July 31, 2025**
Use this new metric to help better understand who sees your content across Meta technologies. The reach metric will no longer be shown on Meta Business Suite, but you can still find it in Ads Manager.



Set a goal, track progress and learn helpful tips for your professional success.

Start new goal





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Views

Export

719.7K ↓ 12.9%



Reach

Export

350K ↓ 13%



Content interactions

Export

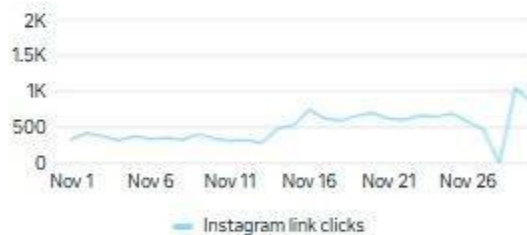
1.7K ↓ 52.4%



Link clicks

Export

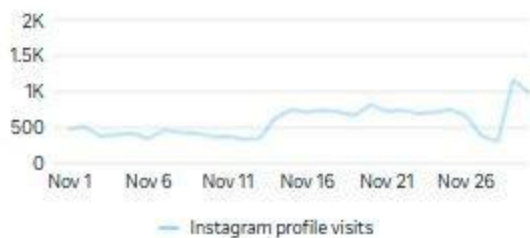
15K ↑ 34.9%



Visits

Export

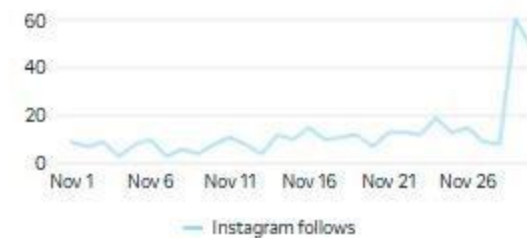
17.5K ↑ 32.4%



Follows

Export

378 ↓ 65.2%





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Views

Export

858.6K ↓ 5.7%



Reach

Export

417.9K ↑ 16.6%



Content interactions

Export

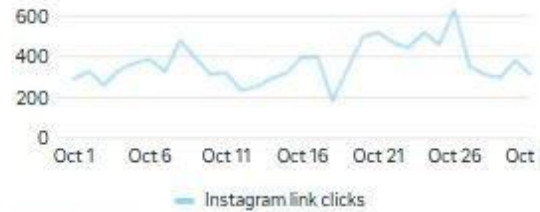
3.6K ↑ 55.4%



Link clicks

Export

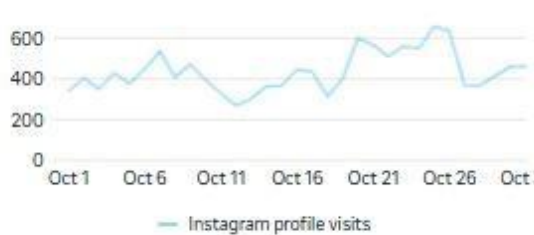
11.4K ↑ 240.4%



Visits

Export

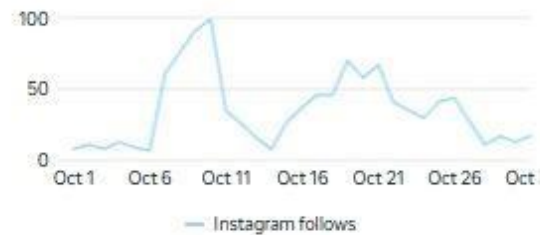
13.5K ↓ 29.3%



Follows

Export

1.1K ↓ 7.4%





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Views Export

867.3K ↑ 31.8%



Reach Export

349.6K ↓ 7.3%



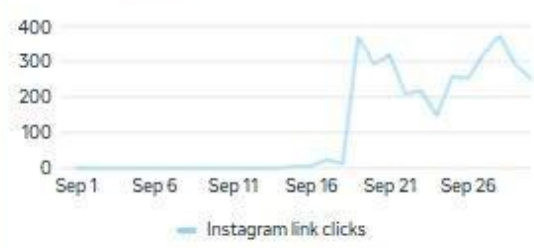
Content interactions Export

2K ↓ 14.5%



Link clicks Export

3.3K ↑ 52.4%



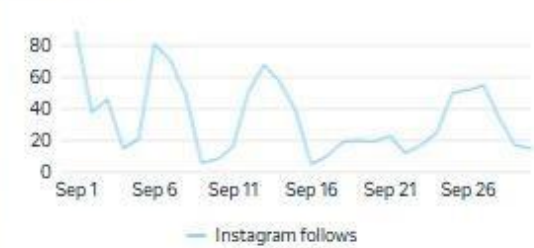
Visits Export

18.1K ↑ 24.1%



Follows Export

1K ↑ 32.6%



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Views

Export

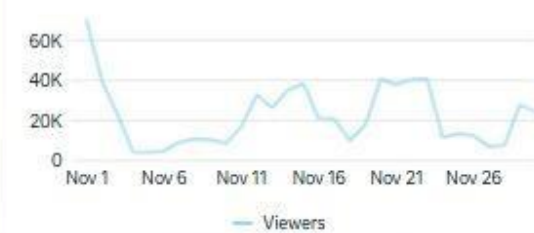
895.6K ↓ 10.3%



Viewers

Export

487.2K ↑ 11.4%



Content interactions

Export

4.3K ↓ 59.3%



Link clicks

Export

4.9K ↑ 2.7K%



Visits

Export

2.4K ↑ 66.3%



Follows

Export

4K ↑ 6%





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Start new goal

Views

Export

1.0M ↑ 16.7%



Viewers

Export

450.3K ↑ 3.7%



Content interactions

Export

10.6K ↑ 172.4%



Link clicks

Export

176 ↓ 82.5%



Visits

Export

1.5K ↓ 37.3%



Follows

Export

4K ↑ 15.7%

