

BOYSENBERRY

LET'S CREATE AN IMPACT !

COMPANY PORTFOLIO

HELLO
SAUDI ARABIA!



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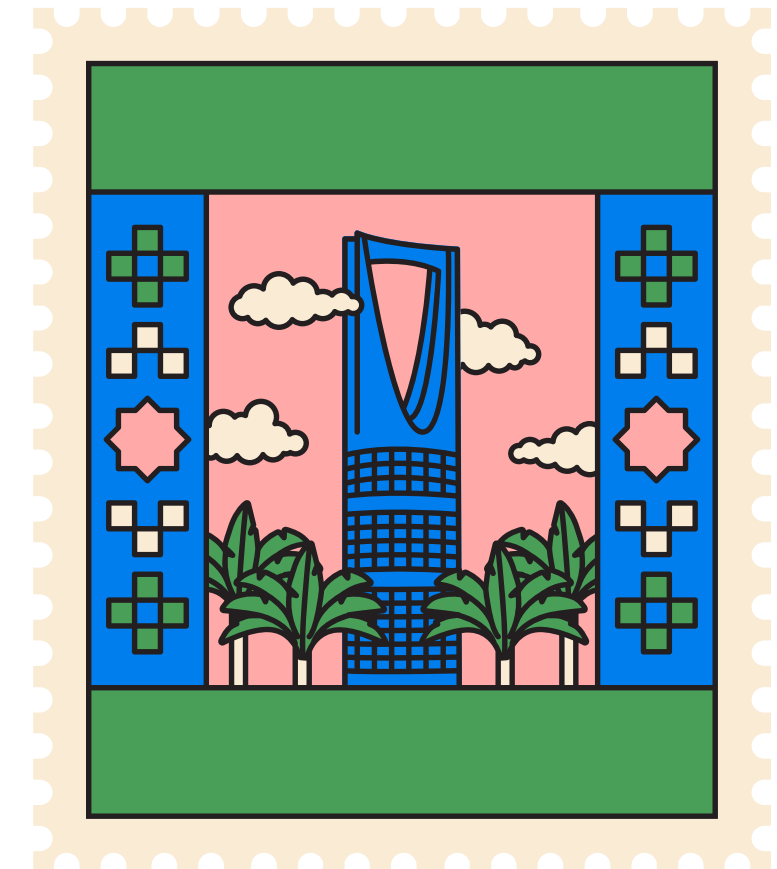
VISION & MISSION

Vision

To create a lasting impact as a Saudi Agency, bring brands closer to their customers through more communicative strategies and sustain and expand this impact all over.

Mission

On a mission to make brands more humanoid that connect people with an idea of a brand.



Are you giving your customers what they want ?



WE'VE GOT YOUR BACK, ALL ACROSS SAUDI!

ITS ALL ABOUT AN IMPACT !

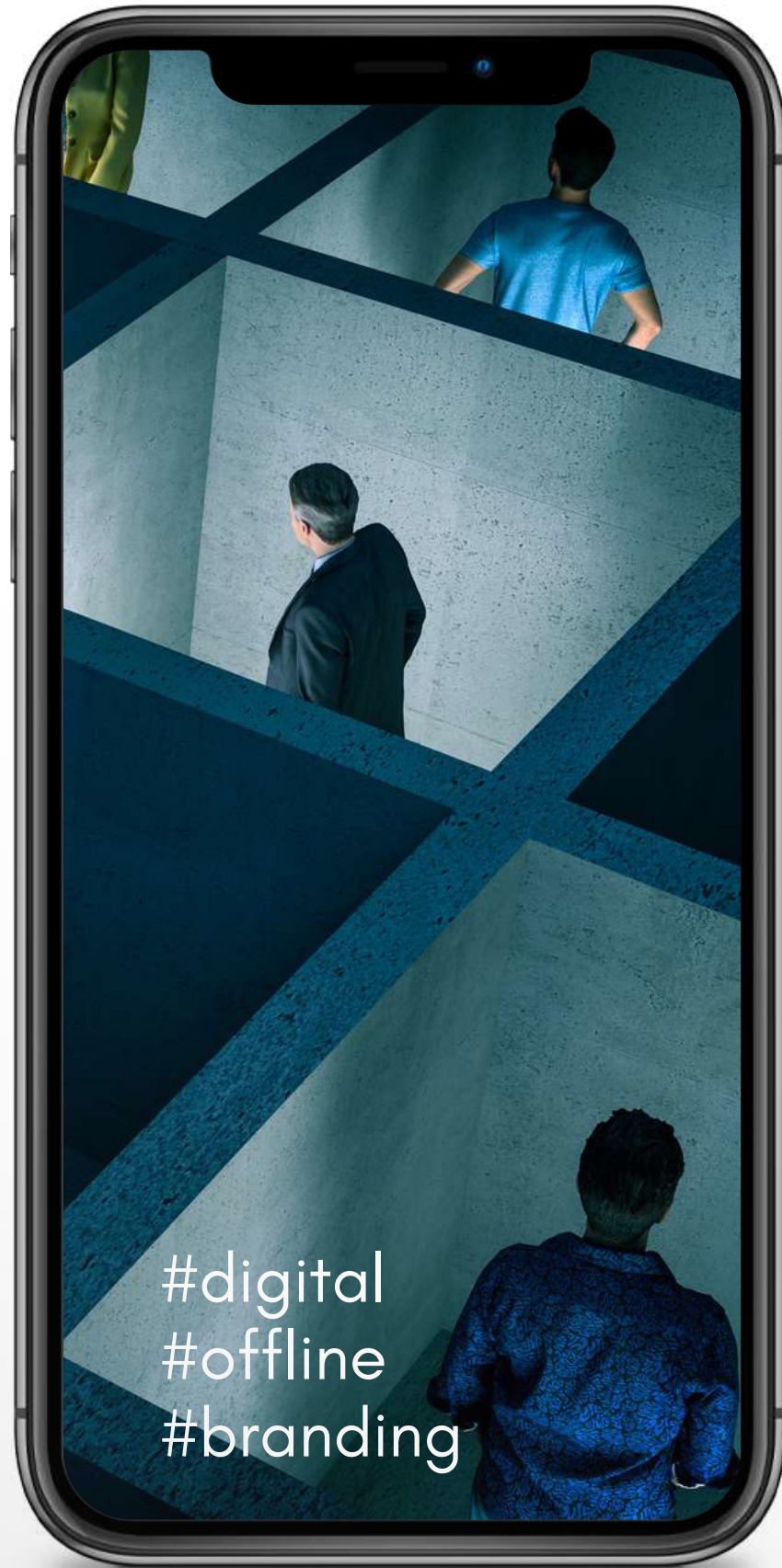
WE BELIEVE THAT MARKETING IS ABOUT PEOPLE, SOCIETY AND AN ENVIRONMENT WE LIVE IN. TO ENSURE IMPACTFUL BRAND SUSTAINABILITY IS WHAT WE STRIVE FOR.

About us !

A Marcom & Digital Agency that started its journey in Jeddah in 2020 with the belief that *marketing* is about people, society and the environment we live in. With operations now expanded all over Saudi Arabia, we strive to make a sustainable brand to create an impact on our customers to ensure exclusivity.

Simply Marketing!

OUR PORTFOLIO



SECTORS WE SERVED

- FMCG
- Automotive
- Medical and Health Care
- Government
- Hospitality

OUR SERVICES

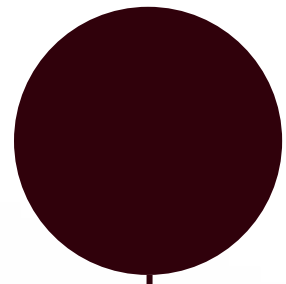
Marketing

- Communication Management
- Social Media Management
- Digital Management
- Brand Management
- Content Creation & Management
- Integrated Media Management
- Market Research & Analysis
- Affiliate Marketing
- Performance Marketing
- Advertisement Production
- Video Production
- Brand Activation

Events

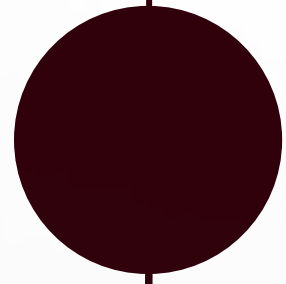
- Government Relations
- Media Relations (Public Relations)
- Press Services (Public Relations)
- Media Logistics
- Guest Management
- Event Management
- Catering
- Security Services
- Event Production & Fabrication
- Media Coverage
- Pre- and Post-event communications

COMMITMENT TO YOU



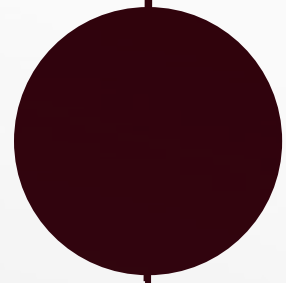
Step 01

Brainstorming & Research



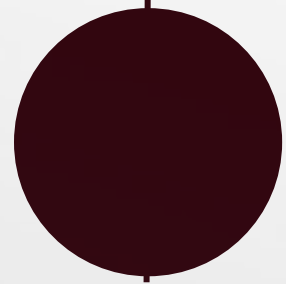
Step 02

Social Listening & Funneling



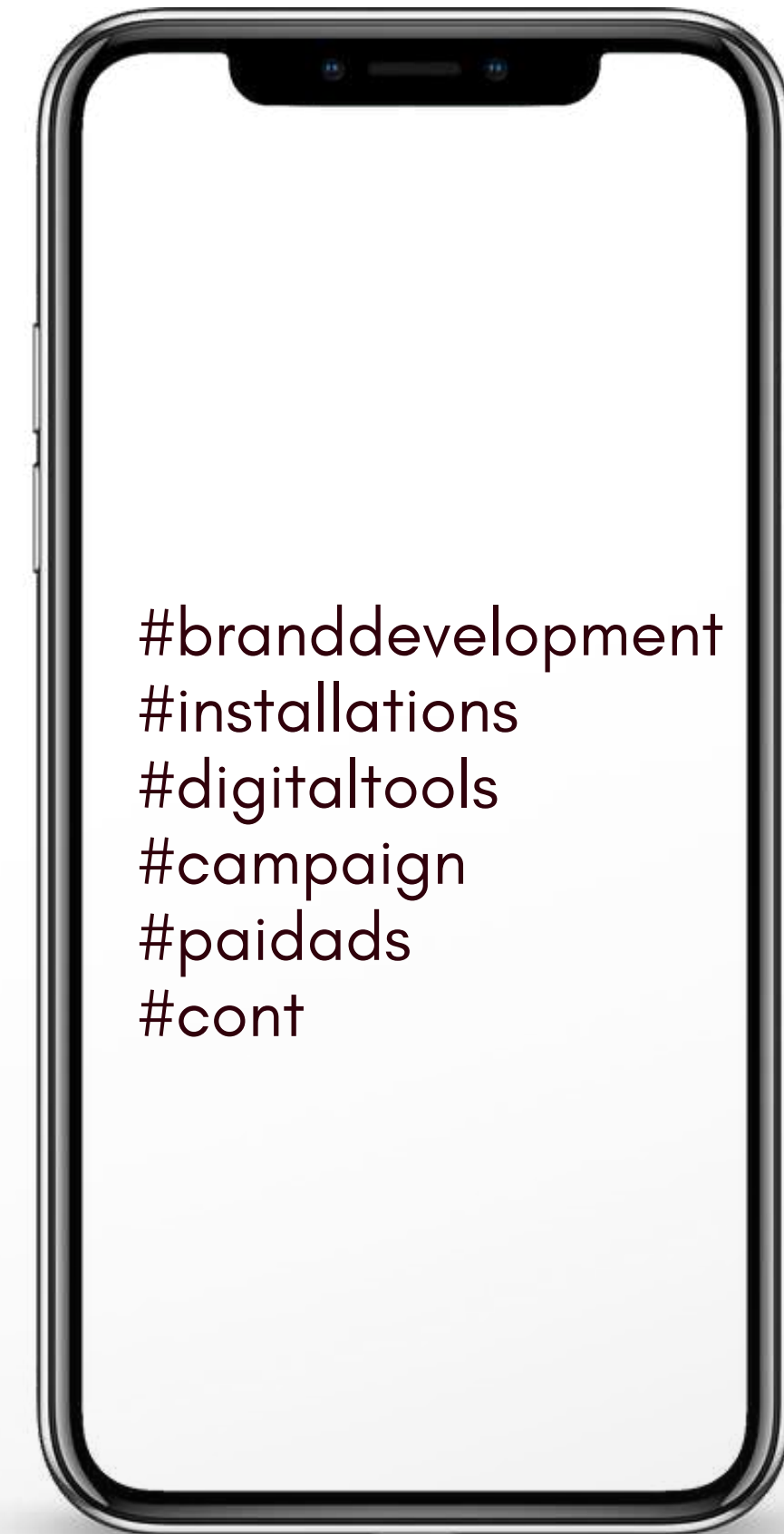
Step 03

Analysis



Step 04

Implementation



#branddevelopment
#installations
#digitaltools
#campaign
#paidads
#cont

SOME PROUD ACHIEVEMENTS



Achieving over 90% sales during ramadan and covid pandemic
- **Client name: Samir Abbas clinics**



Achieving over 92% followers in 5 days campaign
- **Client name: Al Badr Optical**



OUR SUCCESS STORY.



**90%
SALES
GROWTH**

Overall communications of IVF Clinic

Challenge:

Change the perception of the brand of being old and authentic, and transform it to a trendy, young brand while conserving its authenticity.

What Did We Do For The Client?

Built an online market by reaching new customers through creating a link between dream of couples to the services that was achieving their dreams

Built a whole new identity online and offline to make it more relevant to new generation and trusted for the old that has seen the brand.

Built affiliations, partnerships, press releases and events to reach bigger audiences

Helped the brand to face 90 % increment in the new customer within the span of one year

Instagram: <https://www.instagram.com/samirabbascenter/?hl=en>



مراكز الدكتور
سمير عباس

Campaign 1 :

We had a target to bring the hope of having a child to the hopeless families. Our target viewership were couples who had passed the age of healthy conception as priority. We created a campaign by targeting the main elements of psychology - motion, sound and words - which helped us create our high achieving campaign. We went to the parents of new borns and took their amateur videos and started our campaign, making it more *humanoid* by tagging their parents.

Campaign 2 :

During CoVid-19, the sales of the clinic decreased, due to the pandemic-imposed curfew. Hence, we came up with an idea, *why don't we go to the people instead of people coming to us?*, and we started communicating with our patients by giving them 3 advices and a video by a doctor. Our idea was generated on the basis of research that customers always want something better, and at no cost.

Instagram: <https://www.instagram.com/samirabbascenter/?hl=en>



مراكز الدكتور
سامير عباس



Overall communications of OYO Saudi

Our aim was to bring something more than just showing the visitors of the hotel as OYO is widespread brand our aim was something special for our customers

Meme Marketing:

This was about creating meme with the brand, as with the current social media trend, people tend to stop by the account if the content is funny or informative. Traffic mostly stops at funny content this research made us to bring meme that are from everyday life of the local public with brand

Lifestyle Marketing:

To convey the customer the USP of OYO, we molded our online marketing to establish a connection between price and the lifestyle of customer

Instagram: <https://www.instagram.com/oyosaudi/?hl=en>



* PROJECT OYO



KEY CAR RENTALS MARKETING CAMPAIGN

CAMPAIGN ANALYSIS

Twitter

1. Followers - **115K**
2. Impressions - **3.5 Million**
3. Views - **3 Million**

Instagram

1. Followers - **105K**
2. Impressions - **2.4 Million**
3. Views - **2,1 Million**

Snapchat

1. Impressions - **3 Million**
2. Views - **1.2 Million**

Achievement 1

1. within the first 30 days we achieved the 100K follower on twitter and instagram
2. Reached of the advertisement 1 Million
3. Views of the videos over 1 Million

Achievement 2

Influencer marketing reach and views are 1 million+

Achievement 3

Engagement increased 75%

KEY

Car Rental



المفتاح

لتأجير السيارات

استأجر بذكاء
Rent Smartly

MINISTRY OF HEALTH COVID 19 *
BARCELOS YOUTUBE COMMERCIAL *
AND MORE:



#SCAN_ME

GLIMPSES OF OUR WORKS

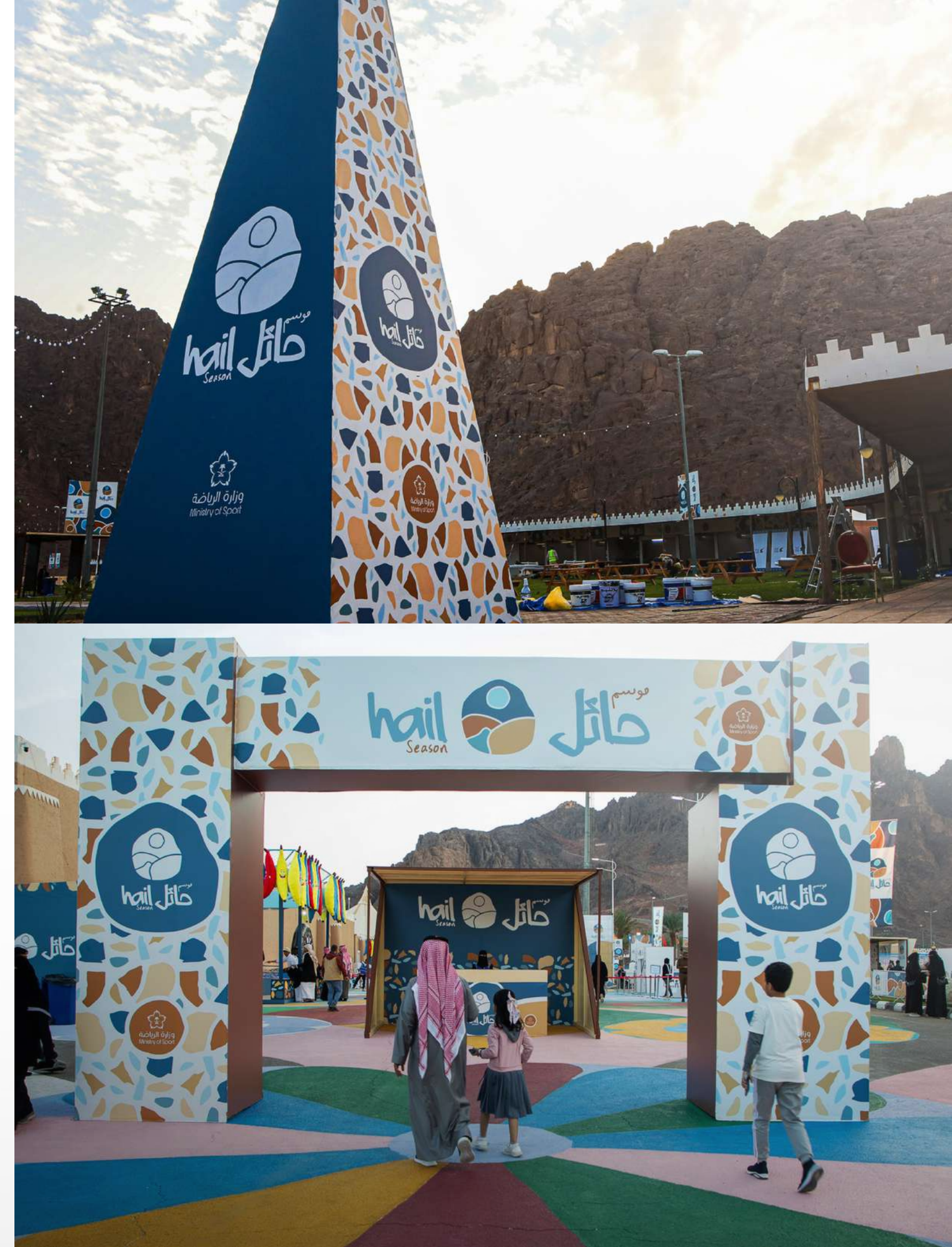


HAIL SEASON (MINISTRY OF SPORTS)

Deadline : 6 days

(Blink)

Fabrication & Production Contracting



HAIL SEASON (MINISTRY OF SPORTS)

Deadline : 6 days
(Blink)
Fabrication & Production Contracting





FALCONS CUP (MINISTRY OF SPORTS)

Deadline : 6 days

(Blink)

Fabrication & Production Contracting



NEOM - OXAGON

Project: Way-finding Signages & Road
Marking

Designing, Production & Fabrication
(achieving the required standard)

NEOM SCHOOLS

Designing, Production &
Fabrication
(achieving the required
standard)



NEOM COMMAND CENTER

Designing, Production &
Fabrication
(achieving the required
standard)



MUSCAT STOCK EXCHANGE - RIYADH

Ministry of Finance Oman
Ministry Of Finance KSA
Deadline : 6 days
Planning & Licensing,
Fabrication & Production Supplies
Media and Online





SAUDI TOURISM FORUM

Client Al-Murjan Group
(Key Car Rentals)
3D Booth Designing &
Production,
Fabrication & Installation

SAUDI TOURISM FORUM



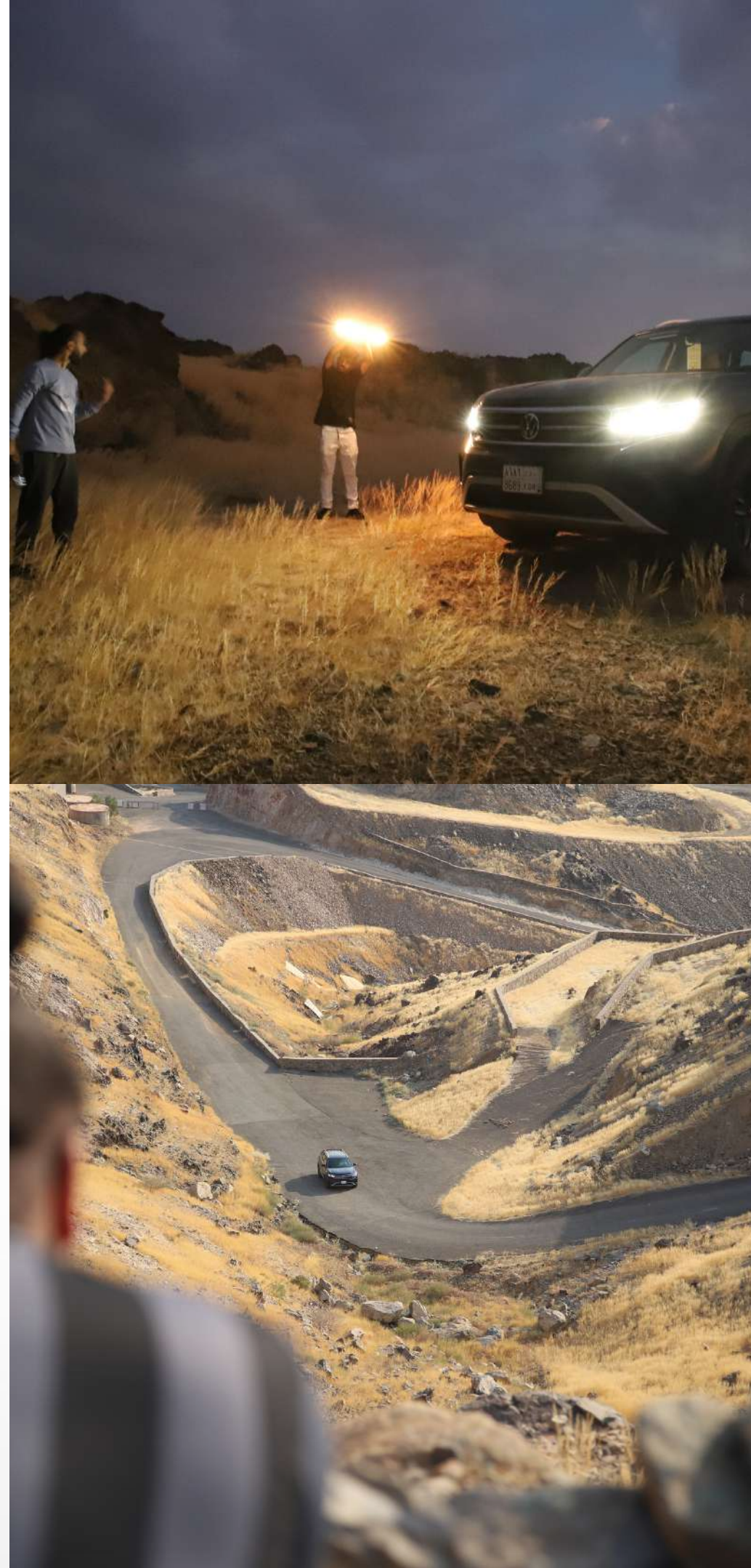
Client Al-Murjan
Group
(Key Car Rentals)
3D Booth Designing
& Production,
Fabrication &
Installation

EID PROMOTIONAL ADVERTISEMENT

Client: Al-Murjan Group
(Key Car Rentals)
Full Production of Promotional
Advertisement for Eid

Video Link:

<https://www.instagram.com/p/CrQ5KMxoM6a/>



PROMOTIONAL ADVERTISEMENT

Client: Al-Murjan Group
(Key Car Rentals)
Full Production of Promotional
Advertisement in accordance
with Saudi Vision to boost
tourism

4M+ Views

Video Link:

<https://twitter.com/KeyCarRental/status/1688520368309547008>



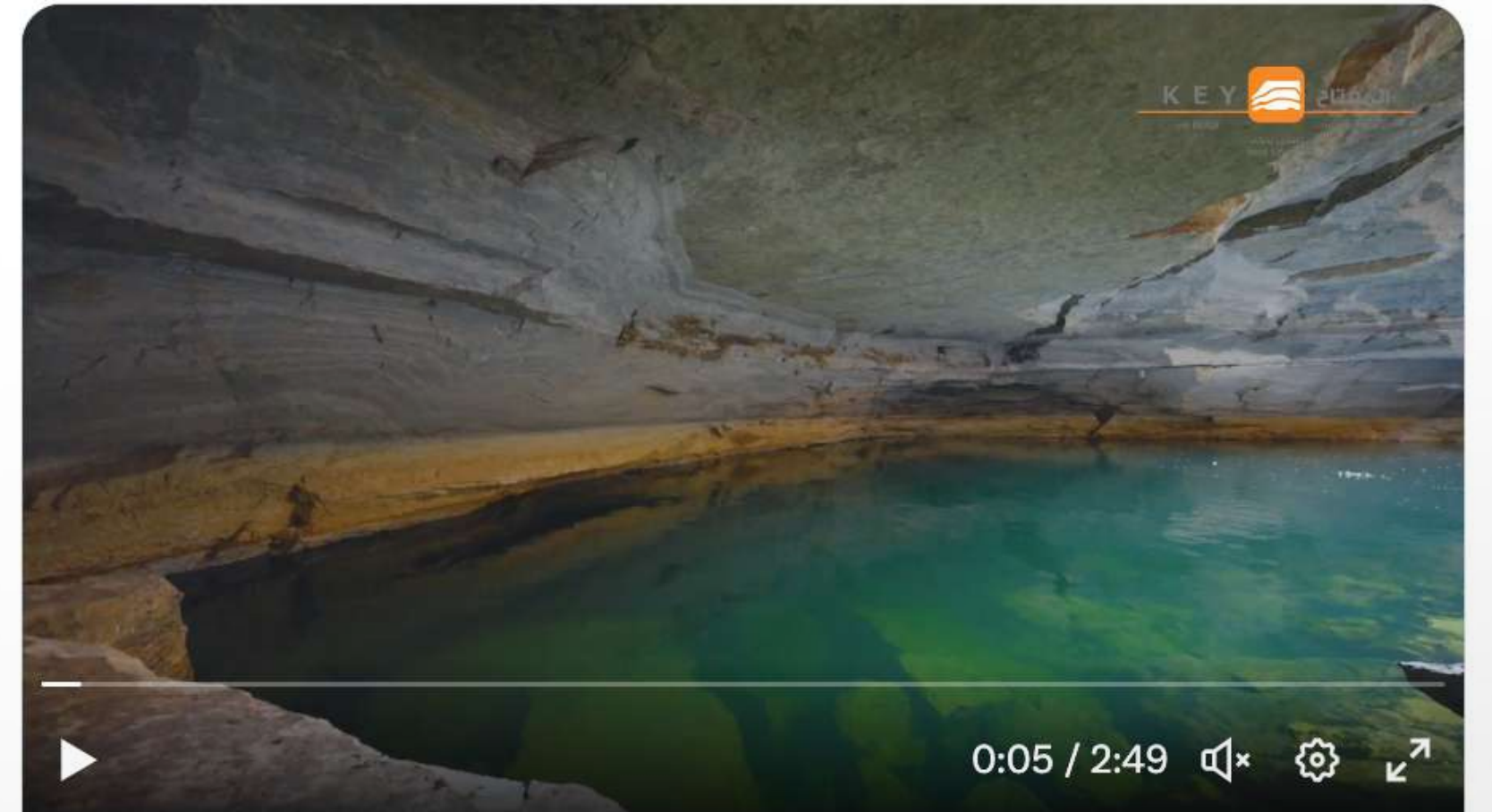
أخذنا @moedflood برحلة استكشافية لكهف عين هيت اللي يعتبر أحد أهم معالم المملكة.
@SaudiTourism

وعشان تكمل المتعة حجز السيارة من تطبيقنا واستلمها بكل سرعة و سهولة!

ركز بالفيديو وقلنا أيش مزايا المفتاح لتأجير السيارات؟ ❤️

#المفتاح_للتأجير
#استأجر_بذكاء
#اكتشف_السعودية

Translate post



Key Car Rental
Business

FOODEX SAUDI



Client (FOODEX): Pran
3D Booth Designing & Production,
Fabrication & Installation

PROMOTERS / USHERS / EVENTS (AMAZON / HUAWEI / TOSHIBA)

Product: AMAZON ALEXA





PRIVATE CONCERTS

Fabrication, Production & Event Supplies

BRANDING (ENSURE SERVICES)

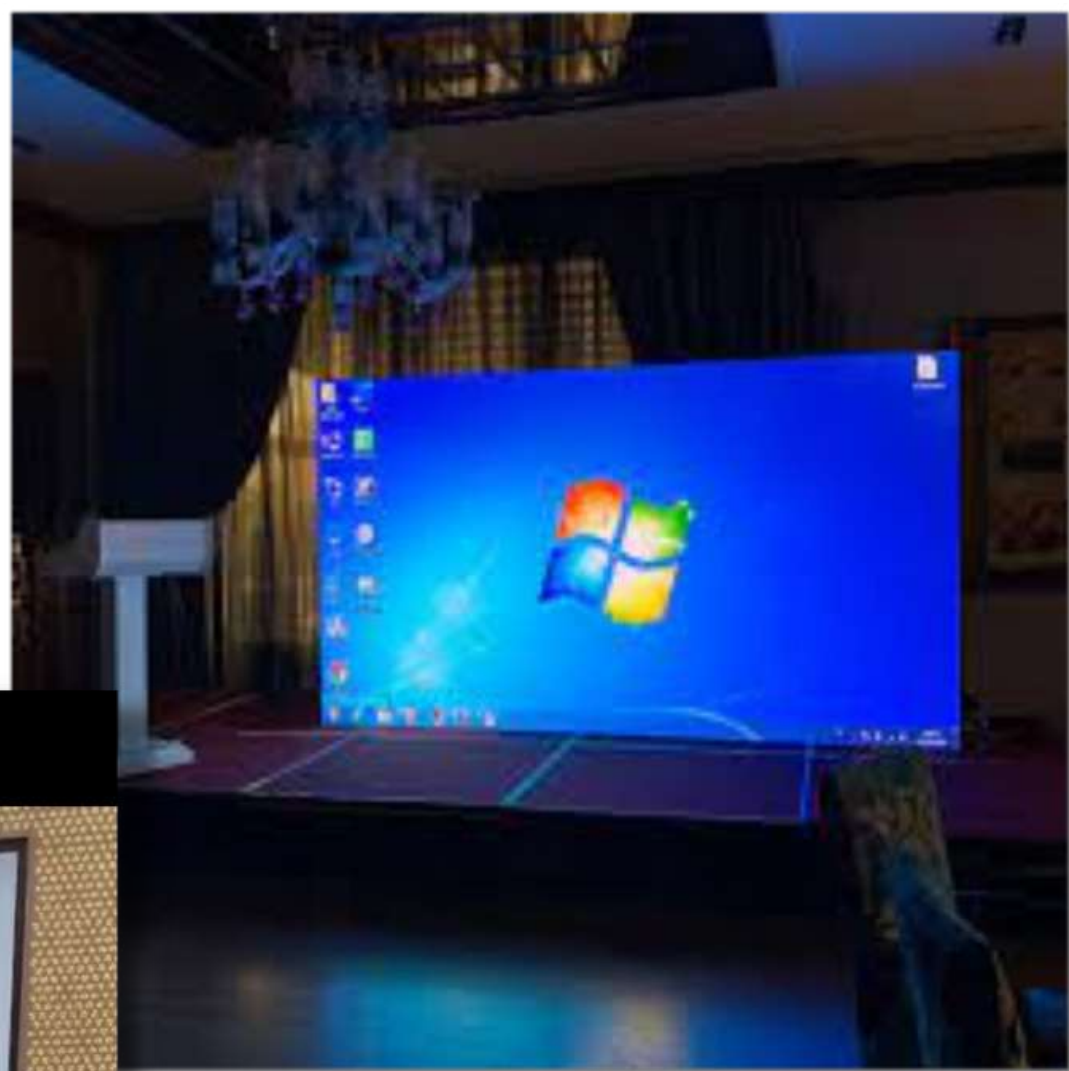


HP branding (all over KSA)



CORPORATE CONFERENCES

Intel & HUAWEI
Corporate Conferences



LED

Various Brands

Supply of LED screens

Programming, Installation &

Maintenance





HUMANOID

“

We have considered humans as the most important element of marketing and that's why we call it *humanoid*. The more you observe humans, the better you cater to their needs, consequently helping brands to focus on quality and other aspects of their services.

”

OUR TRUSTED CLIENTS



نيوم NEOM

الهيئة الملكية لمحافظة العلا
Royal Commission for AlUla



amazon



كأس موسم
حائل للصقور
HAIL SEASON
FALCONS CUP



intel®

Redington

مجموعة عبد المحسن التميمي
ABDUL MOHSEN AL TAMIMI GROUP



HUAWEI

TOSHIBA

KEY

Car Rental



المفتاح

لتأجير السيارات

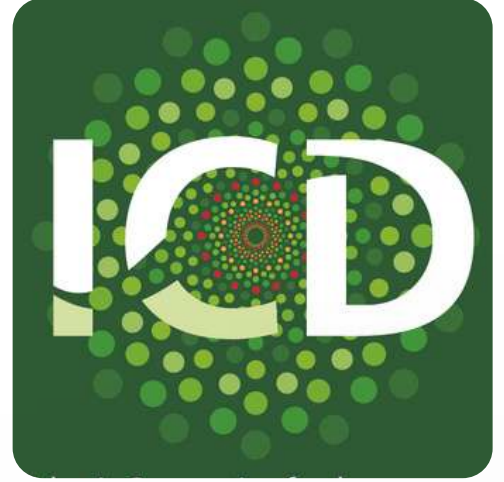
OUR TRUSTED CLIENTS



نبراس
nebras



المشروع الوطني للوقاية من المخدرات



Dior

GUESS

Ensure Services



OYO

اكسترا
extra

OUR TRUSTED CLIENTS



OUR TEAM MESSAGE

It's not done yet! We have a lot more stories to tell, more works to show and new client success stories to talk about.

So, we await your call.

- Boysenberry Team

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