## SOCIAL CLINIC

#### Company Profile 2022



# 1.0 ABOUTUS

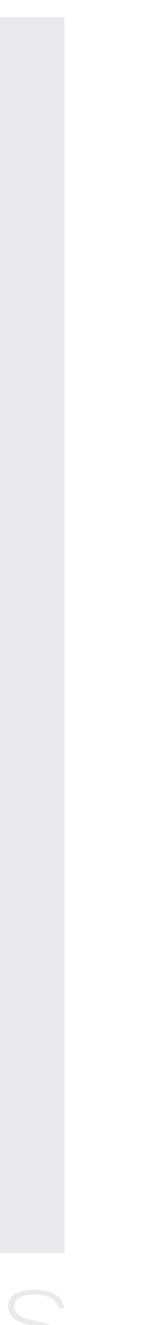




## WE ARE A TEAM OF **Creative planners, disruptors...**

in the digital agency in Saudi Arabia, raising the industry standards since 2011. We are a melting pot of talents from across the creative spectrum. We believe in the power and impact of telling inspiring stories that are shareable and precisely tailored to boost your online presence while creating a strong buzz in your industry.









#### Social media management

#

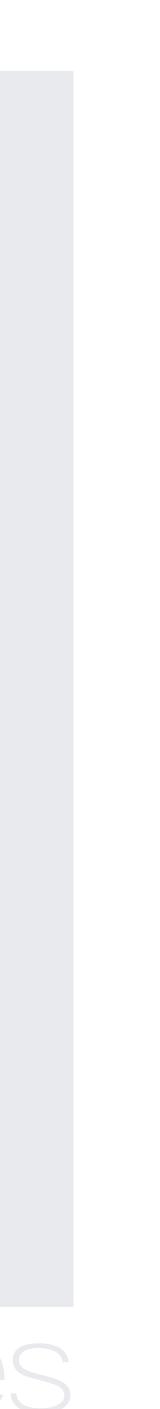
strategy Components

With our in-house developed strategy, we call POST, we accurately identify targeted audiences, develop fully-fledged strategies around their interests, and reach them out on the appropriate channels.



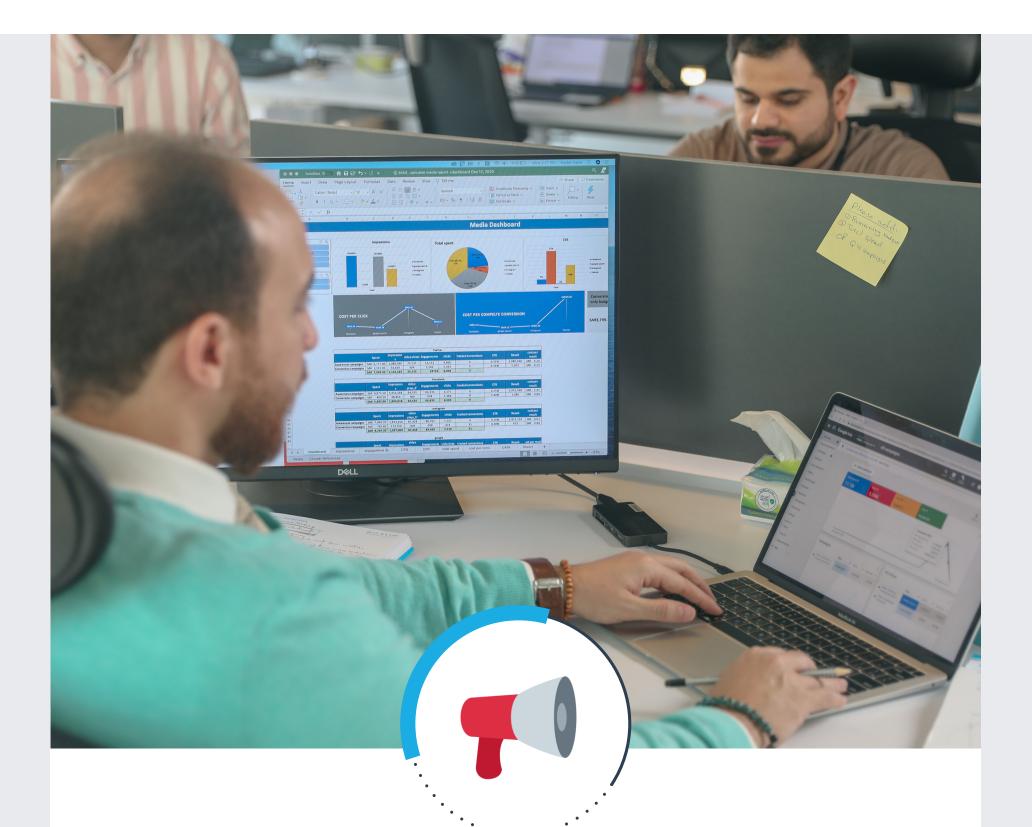
# Content creation & development

We create "content platforms" or themes, that achieve different objectives. Our creative team is well-rooted in the local market and always ready to implement the latest trends for guaranteed engagement.



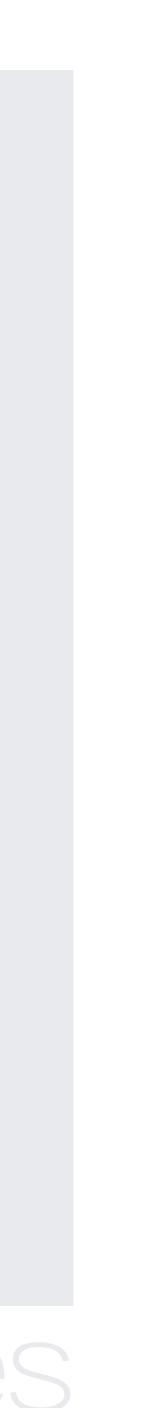
### Moderation

Engaging in conversations and content addressed to the brand &/or the industry. Responding to inquiries, comments and complaints to constantly improve response rate.



#### Advertising

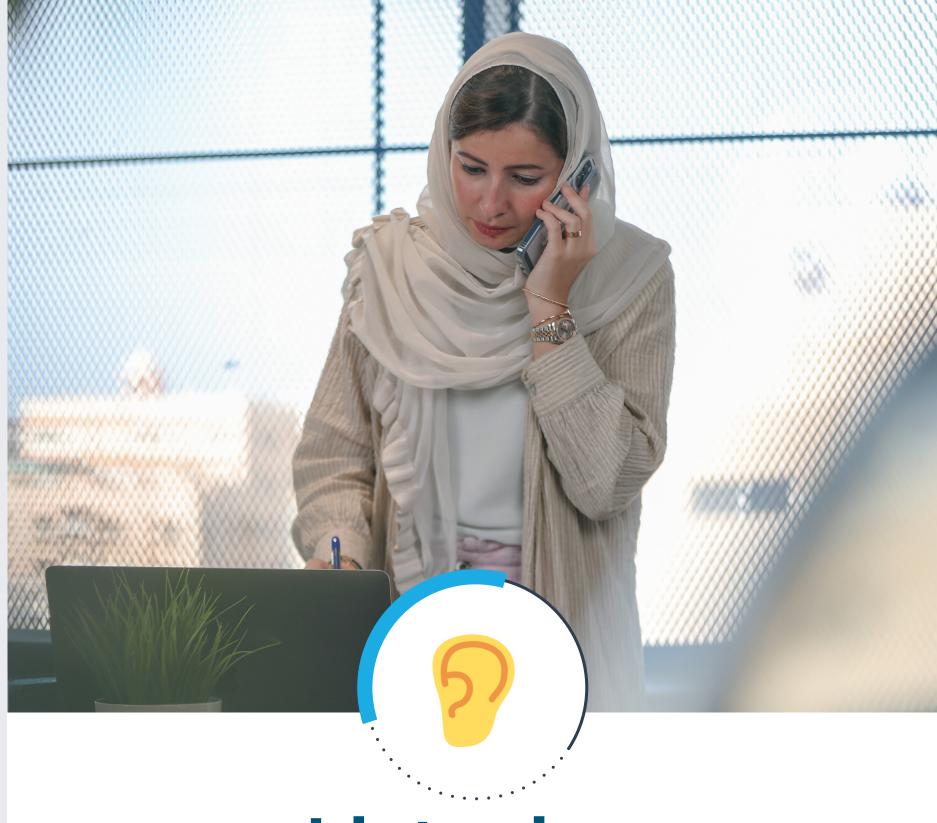
For us, advertising is an art that we craft to achieve our goals. We maximize the returns of ad budgets by accurately implementing planned strategies, precise targeting, daily monitoring, and using the right content at the right time.





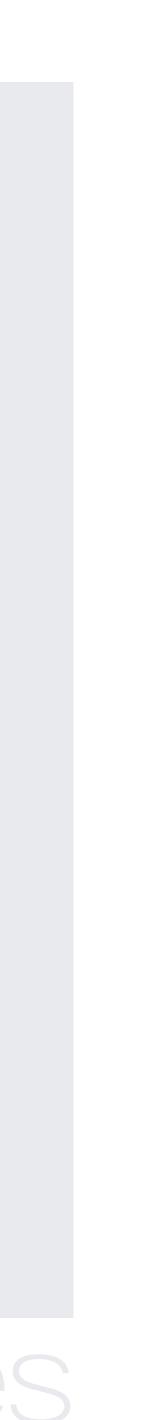
#### Influencer management

We reach out on your behalf to the most relatable influencers and industry gurus from various platforms. We study their message, impact and collaborate with them as an integral part of our strategies.



#### Listening

We research, identify, and establish the right keywords to monitor. Through social media listening, we engage and react to your prospects and their topics of interest.

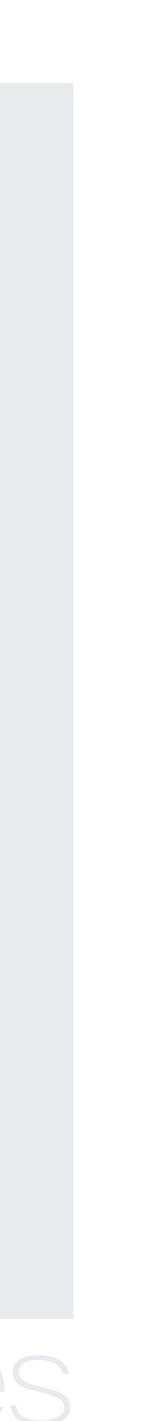


### Production

We work with preferred partners to oursource the best quality of videography and photography. In collaboration with the strategy team, we ensure to find the perfect fit in how to deliver the communication message that achieves the required objectives.

#### Crisis management

Our crisis management structure ensures that top internal decision-makers are aligned and can take the appropriate decisions in the shortest period. We achieve this by analyzing risk factors and the ideal scenarios of response during the phase of strategy creation.



# **3.0** FRAMEWORK

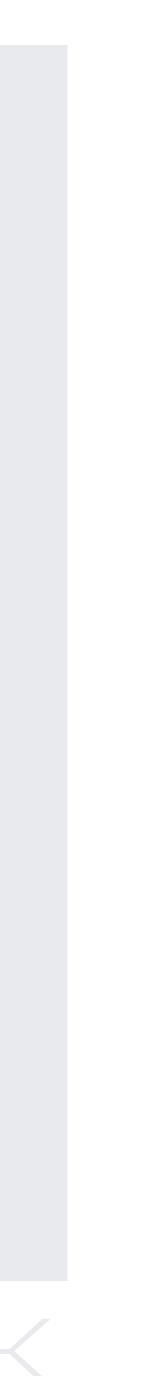




## WE CREATE strategies and campaigns

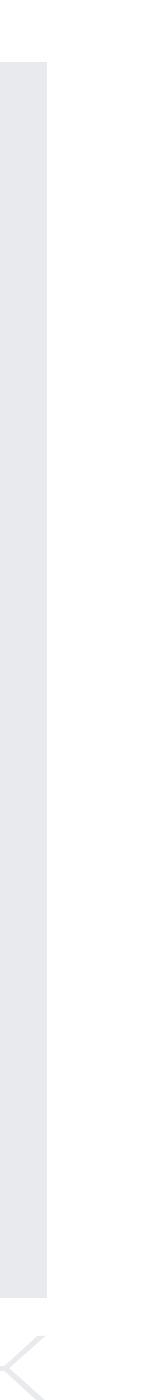
that are data-driven and predictable for your growth. Strategies are the secret sauce of our creative content creation and accurate delivery.

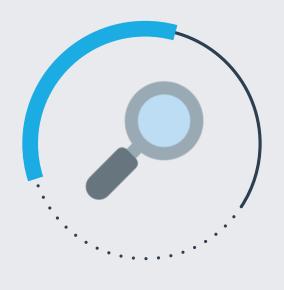
Framework



#### How do we do it?

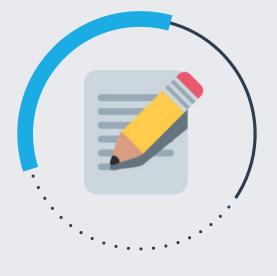






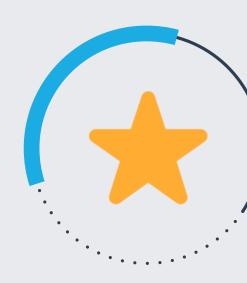
#### discover

Brief Decoding Assets Audit Brand Visibility Social Listening



# strategy & planning

Digital Adaptation & Approach **POST** 





insights

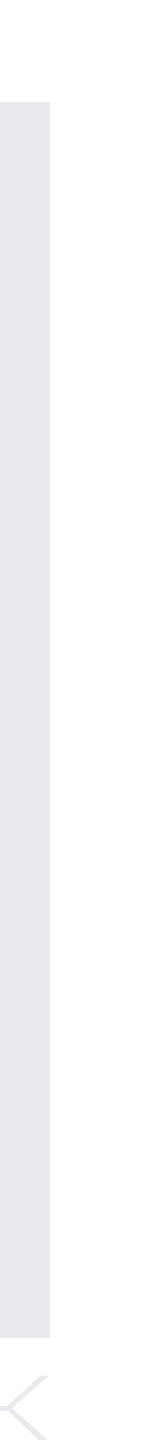
Audience Insights Industry Insights Listening Insights



### implement

Asset Management - Social & Community - Website & APP Digital Media







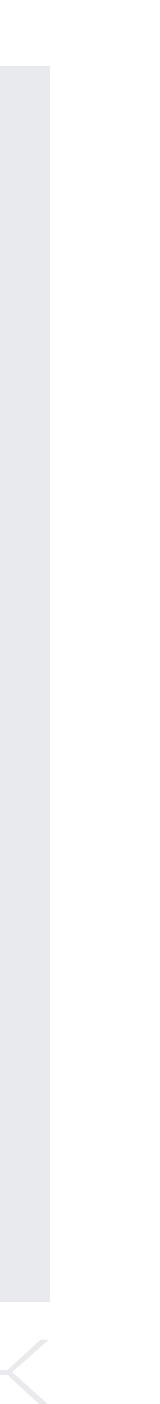
#### -ramewor

#### **STRATEGY** THE HOW?

## THE WHERE?

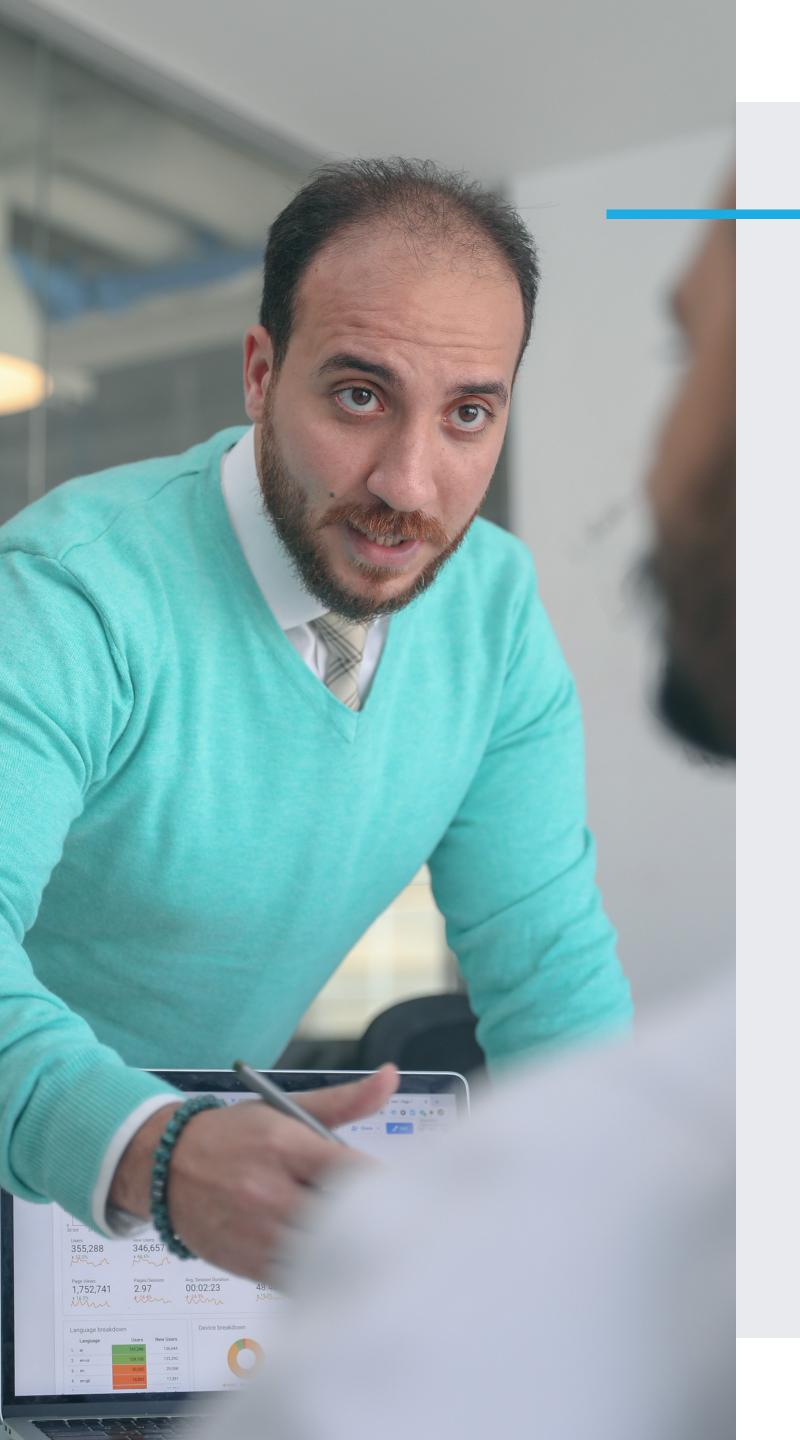






# 4.0 CLIENTS

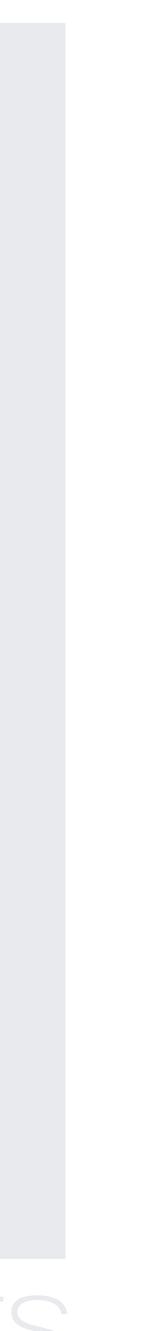




## WE BRING BRANDS TO LIFE by connecting brands with people.

With speed and efficiency, we deliver the right content at the right time and in the proper context to meet today's consumers' ever-changing needs.

















#### **Hospitality & Tourism**





**V** ALULA





#### **Community & CSR**





ENTERPRISE FORUM SAUDI ARABIA







Corporate

#### Healthcare





#### Furniture



#### Transportation SHIFT inc.





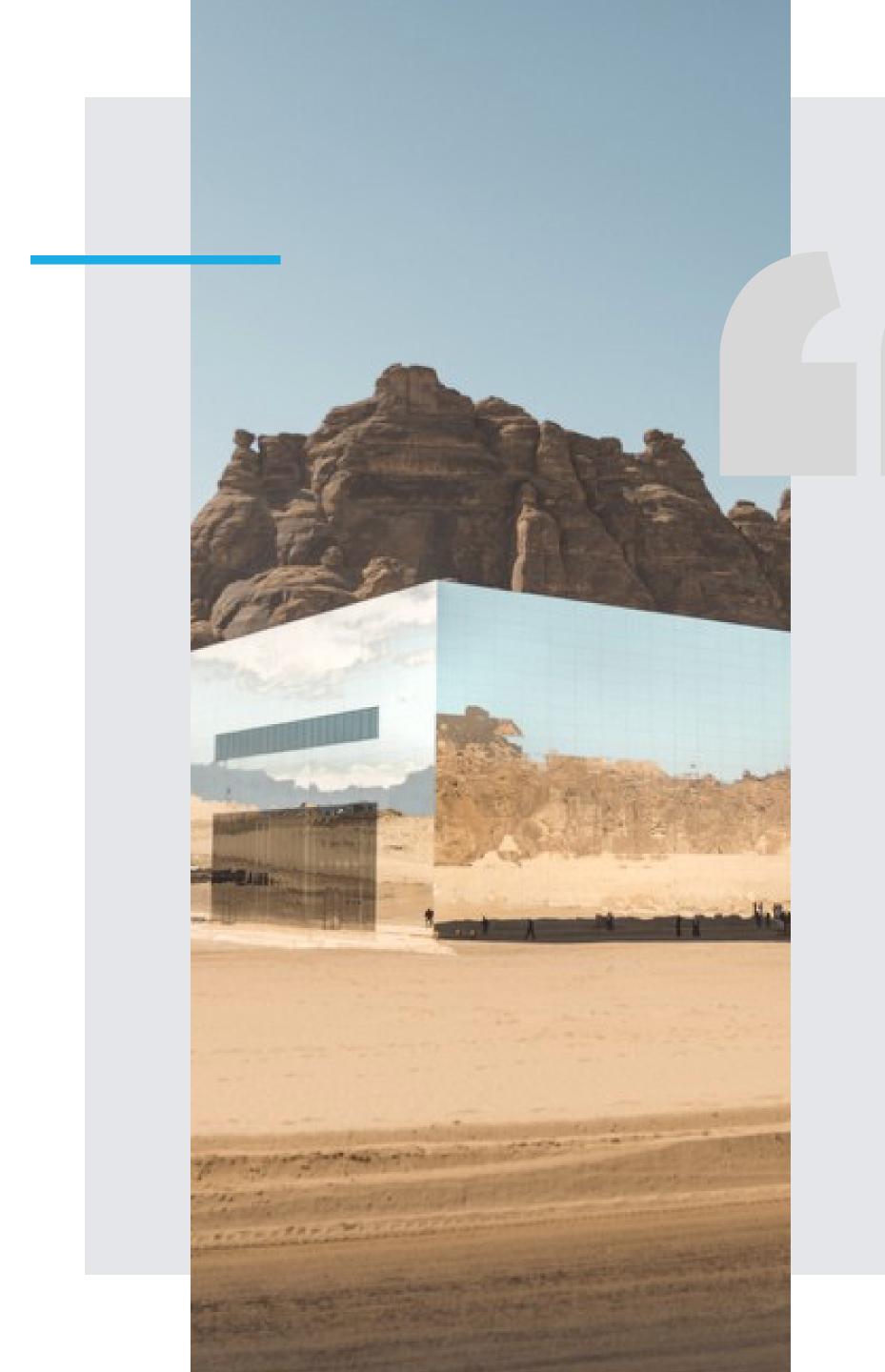




# 5.0 CLIENTS QUOTES







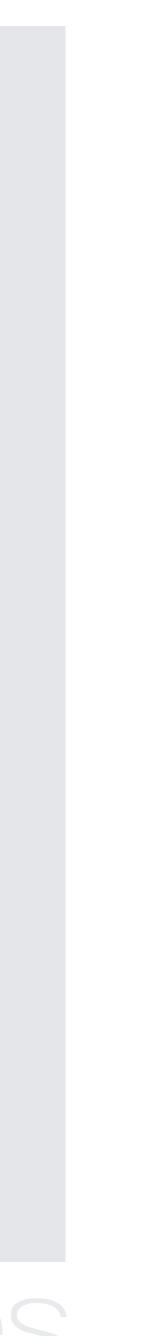
with you all

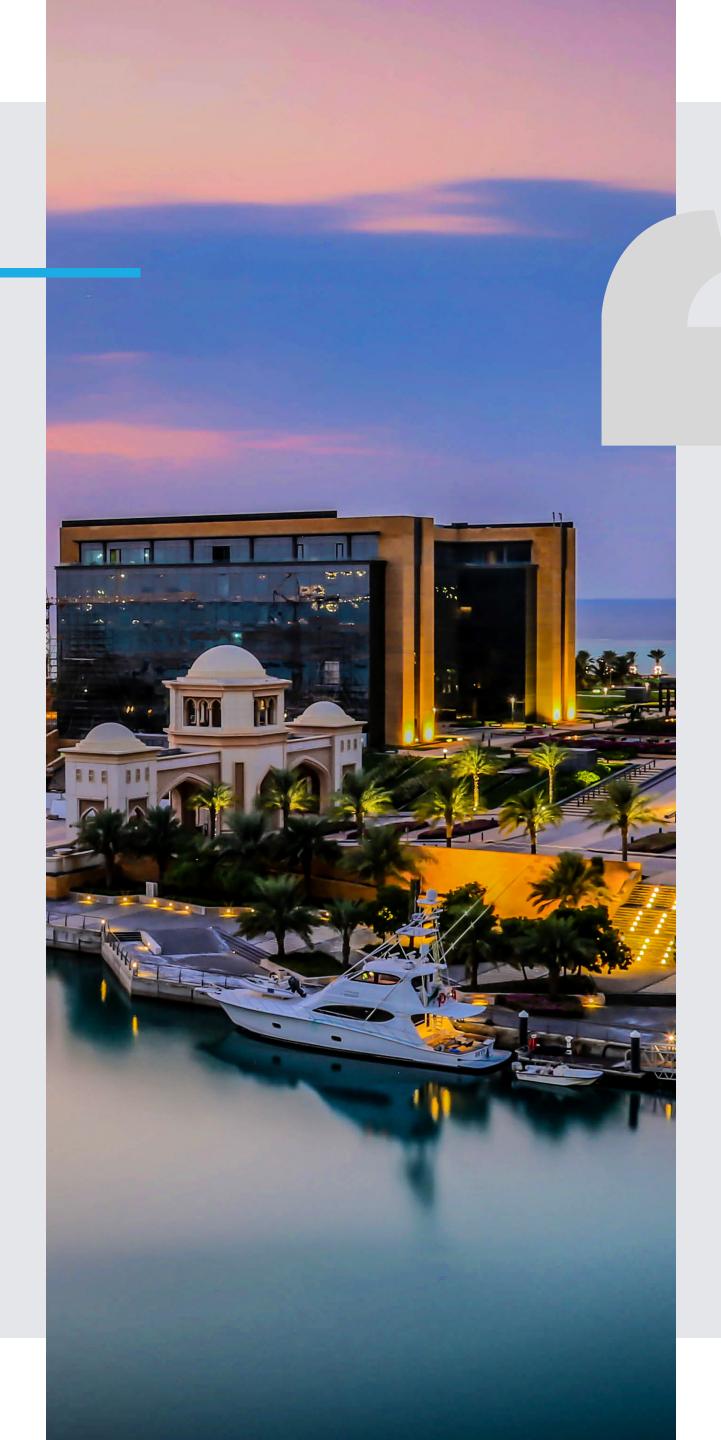
الهيئة الملكية لمحافظة العلا **Royal Commission for AlUla** 

## Your commitment and creativity over the last three months has been exceptional and we have very much enjoyed working







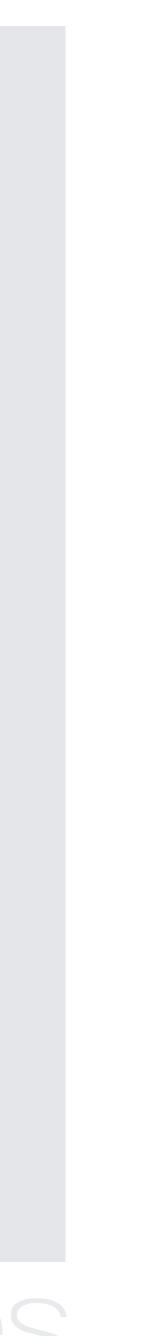


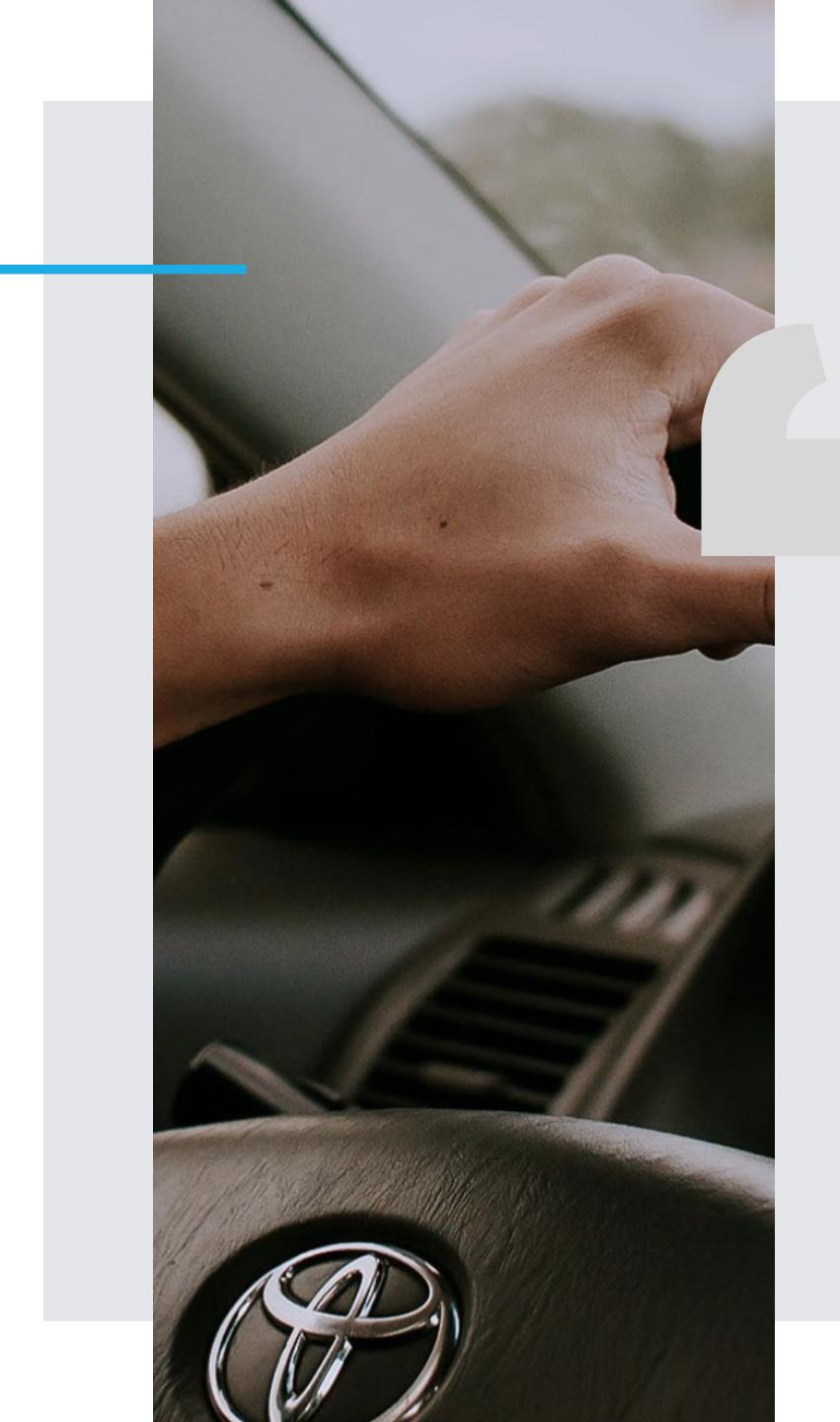
Thank you all so much, for not only doing your job amazingly, But for also setting a new standard for client-agency 'one family' kind of relationship.

We're loving TSC more and more everyday. Thank you for your dedication and commitment!







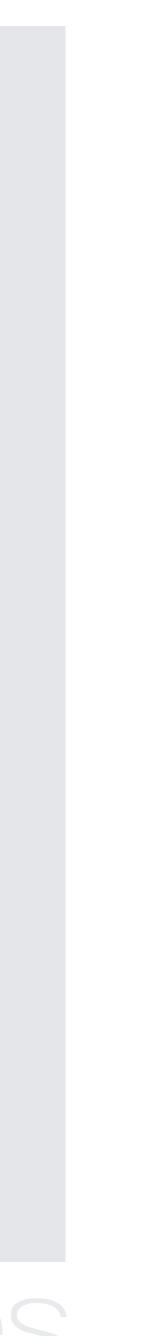


### I need to say that I am impresed by your ideas, understanding, and insights-based approach good job guys



داء، حمــاية وأمـــان

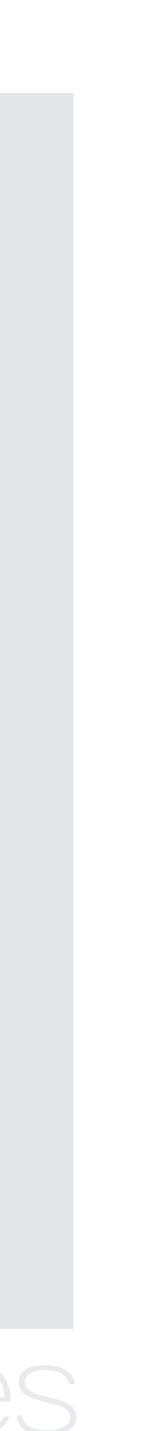




### **Community Comments**

HALA @HIINef	Follow
Replying to @AMC_Cinemas_SA	
	عه، كثّروا من هالمحتوى الزييين 😍
9:34 PM - 17 Nov 2020	
4 Retweet 12 Likes	
RUYUF @allriif	Follow
Replying to @alrabiesocial	
	الدعايات الحلوة هذي 😂 🤎
12:00 AM - 8 Dec 2020	
1 Retweet 1 Like	





# 6.0 CASE STUDIES

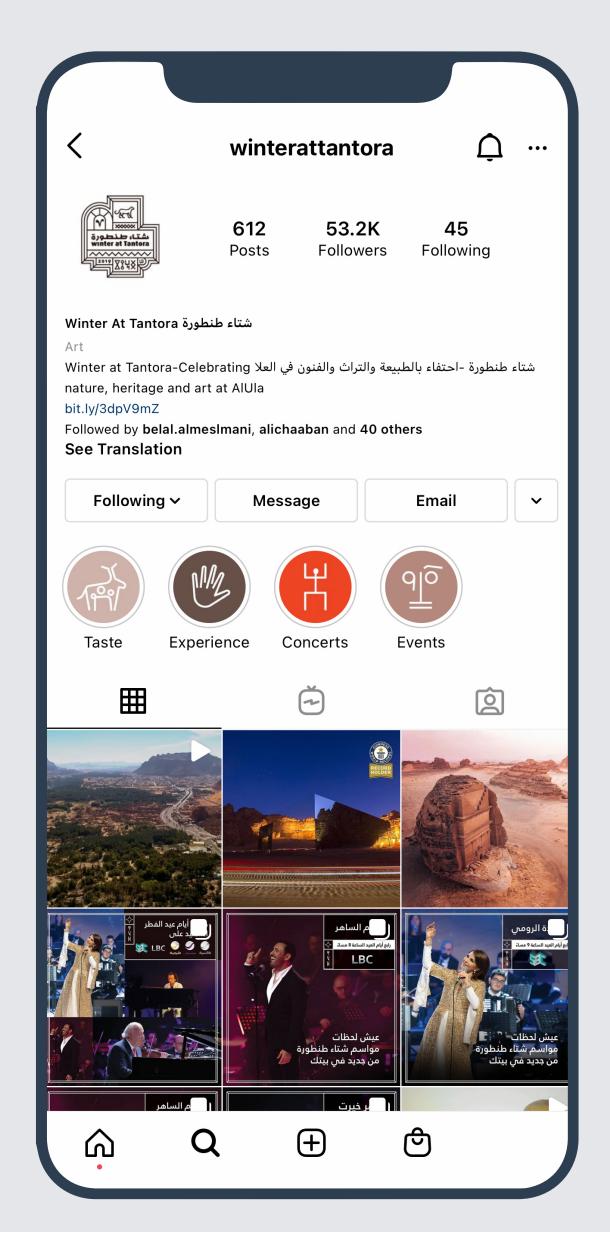


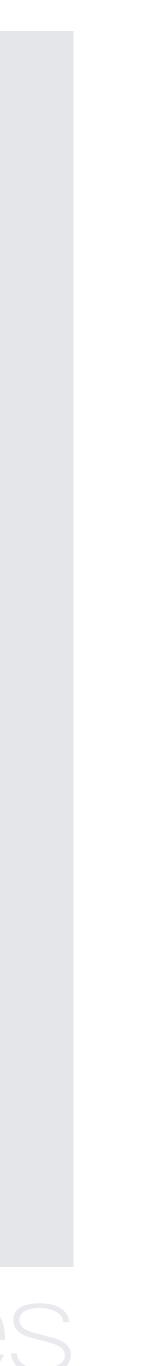


#### **@WinterAtTantora**

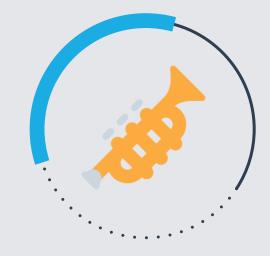
### **THE CHALLENGE**

- Low awareness about the festival's events and activities
- Poor communication and engagement with fans and followers on the social platforms





#### THE SOLUTION



A holistic approach to integrate offline & online

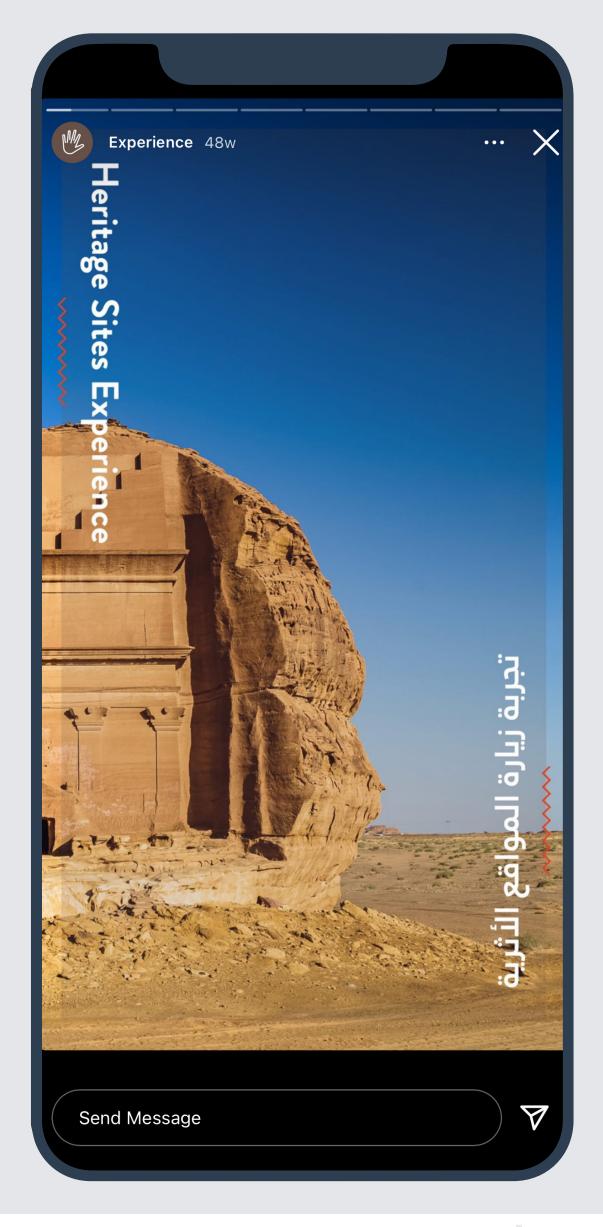
Increasing the fan base to reach a **wider audience** and **increase awareness** 



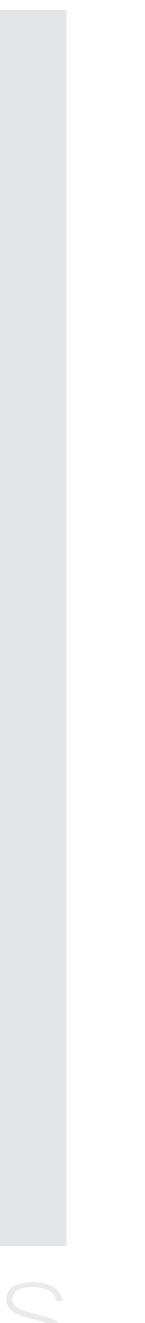
Mobilized and stationed a dedicated team on-ground for live event coverage Constantly **updated** the audience with news, concerts, weather conditions & activities cancelations







### Case Studies



#### THE RESULTS IN 60 DAYS



Total followers growth



173.52

Total impressions



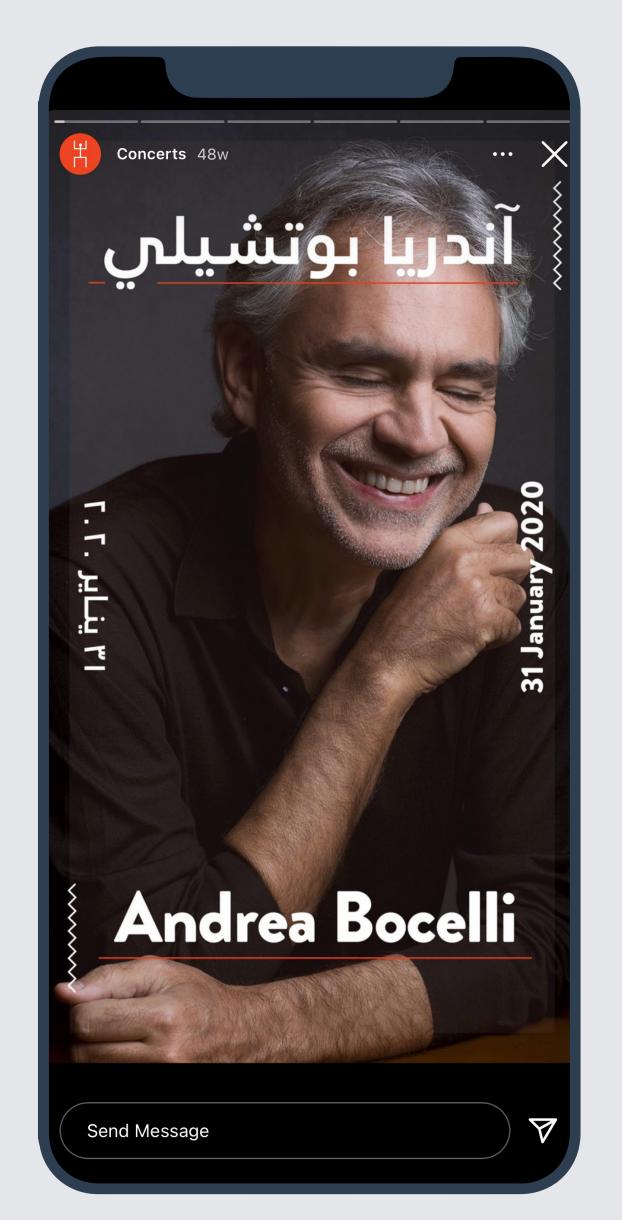
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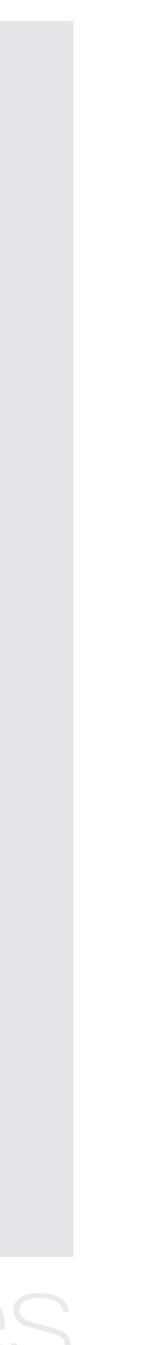
 $\bullet \bullet \bullet$ 

Total posts created

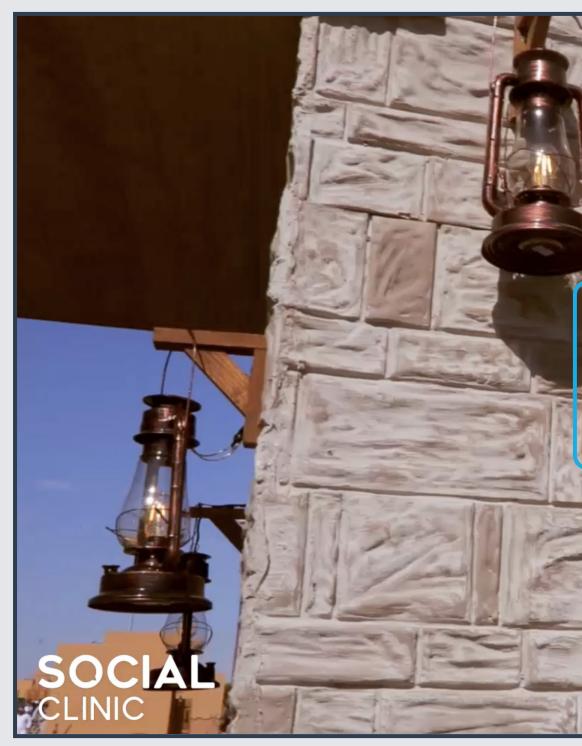
)50

Increase in engagement





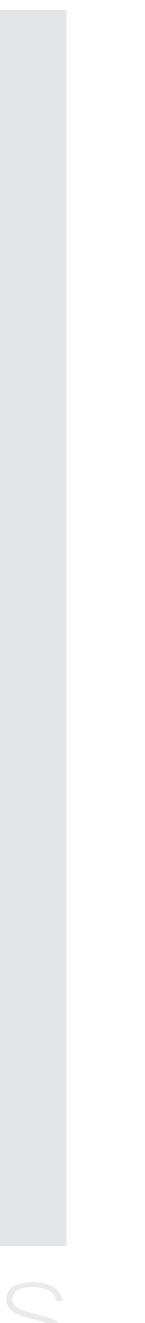
#### **Video Showreel**





# $\times$ شتاء طنطوره winter at Tantora

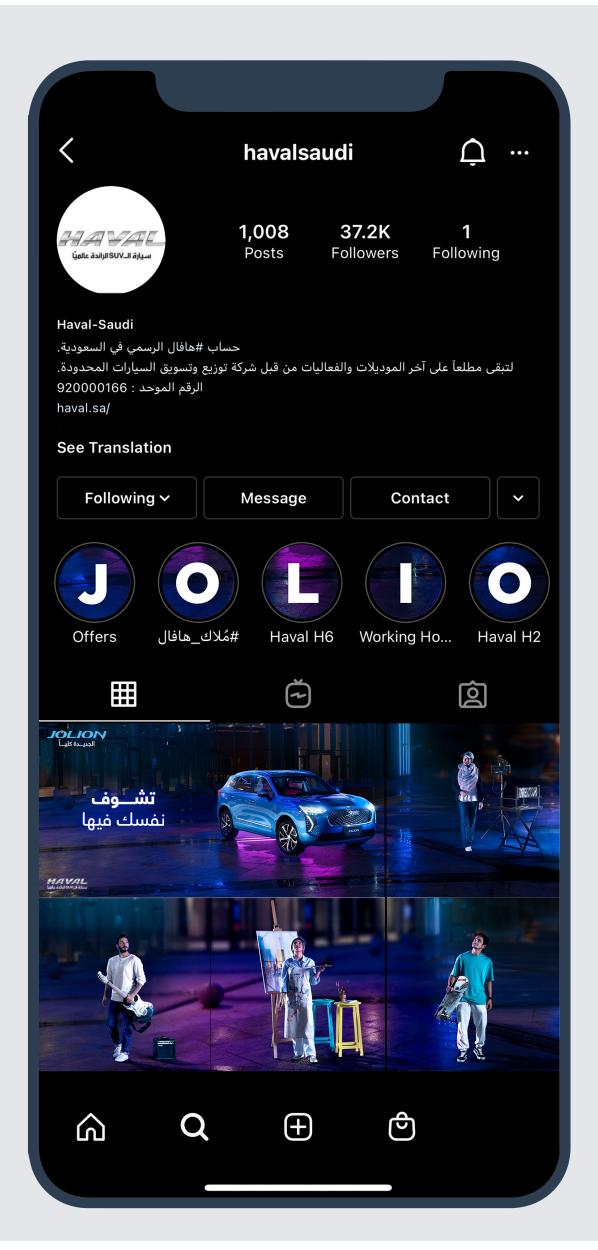
#### **Play Video**

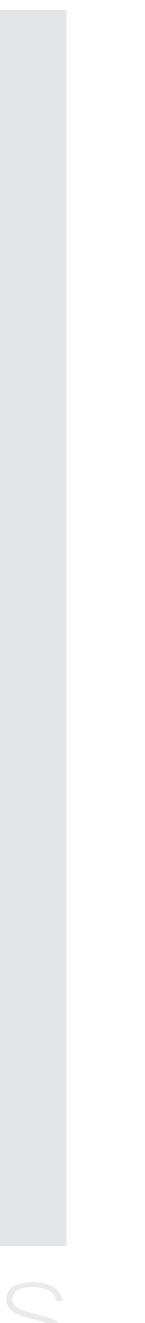


#### **@HavalSaudi**

### THE CHALLENGE

O Haval was introducing its new small SUV "Jolion" to the Saudi market for the first time by creating the needed awareness to reach to the right target audience which is the young generation. The challenge was positioning the Jolion as the trendy and fashionable SUV for the young generation

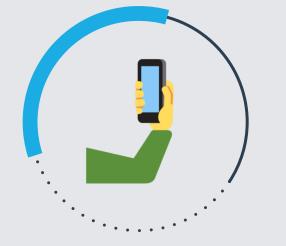




#### THE SOLUTION



Developed a holistic **360** campaign by integrating offline & online channels Developed a targeted paid ads to reach to the desired target audience



Developed tailored campaign messages & materials based on different personas created to reflect a segment within the desired target audience





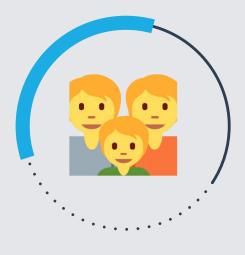
#### **THE RESULTS** THE BUSINESS PLAN



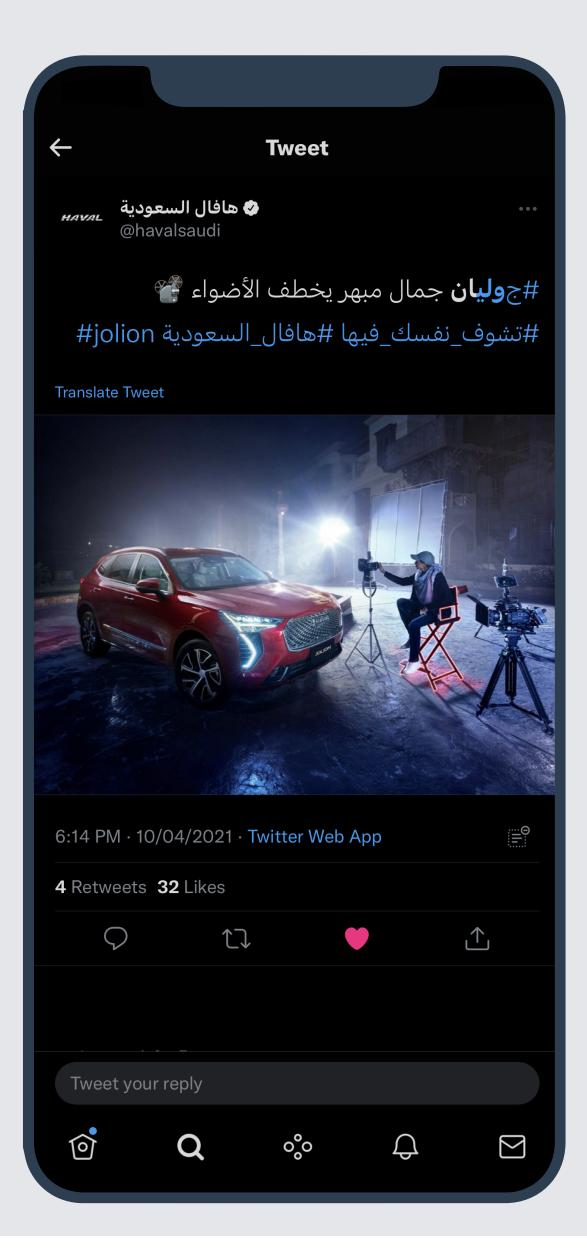


Cars sold in 20 days



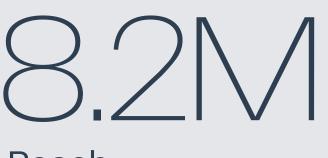


Sold to the desired target audience



#### **THE RESULTS** THE DIGITAL RESULTS





Reach







. . . . . .



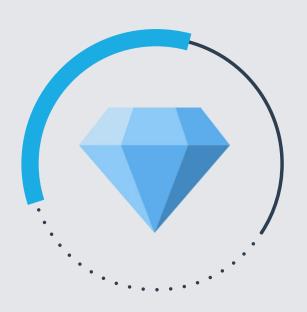




#### 1:06 PM · 21/05/2021 · Twitter Web App

3 Retweets 20 Likes								
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Tweet	your reply							
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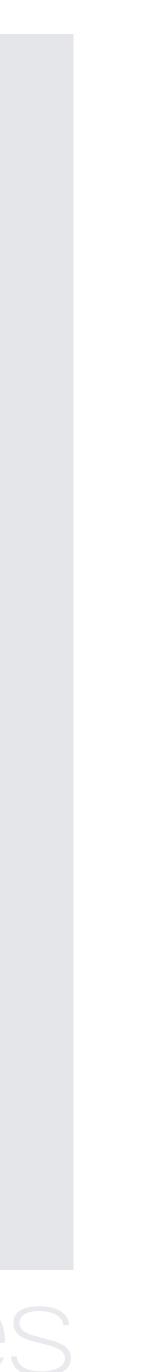
#### @AlRabieSocial



THE OPPORTUNITY **Al-Rabie has always been** there in every school, with every student ever since it started in 1980.

Saudi Arabia suspended all the educational institutions as part of efforts to contain the spread of COVID19- and instituted distance learning. The education scene has completely changed. This has taken a big part of the conversations on social media and students have been sharing their thoughts and frustrations.





### **@AlRabieSocial**

### THE OPPORTUNITY

Saudi National Day, is the day when Saudis gather to love the homeland and celebrate its achievements and express their pride and affiliation through various arts. On this day, the Saudi creativity and the diversity in offering and applying various arts in patriotism appear.

Diversity is a fertile environment for planting various success stories and employing various capabilities and possibilities to achieve a higher goal. Saudi Arabia is one of the authentic regions full of culture, nature and intellectual diversity.



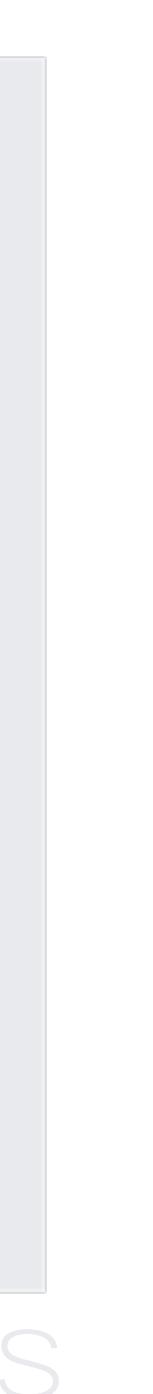
### **@AlRabieSocial**

### THE SOLUTION

**Al-Rabie partnered with well** known influencers on social media platforms such as Tiktok and Twitter and created social media competitions to encourage participations in both challenges and build hype on both the social media activations.

we wanted to focus on the unity of the Kingdom of Saudi Arabia and its people despite the differences that each region stands out. This is showcased by launching several interactive ideas among the target audience that reflect the culture of differences and uniqueness in a positive way.



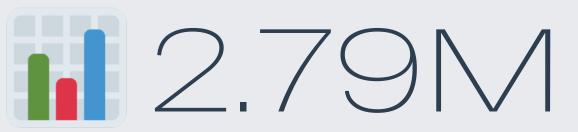


## The Results

#### IN 4 DAYS



Total followers growth across all channels



Total impressions across all channels



Total Intercations across all channels

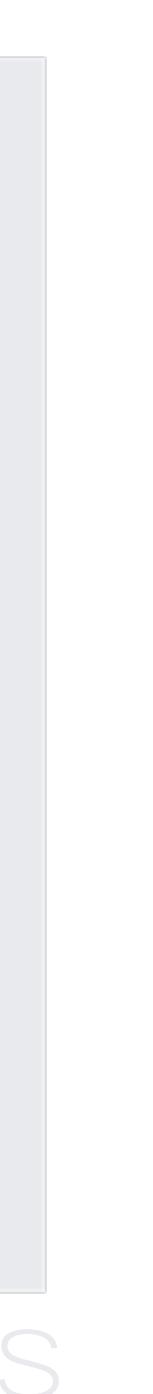


## 605,668

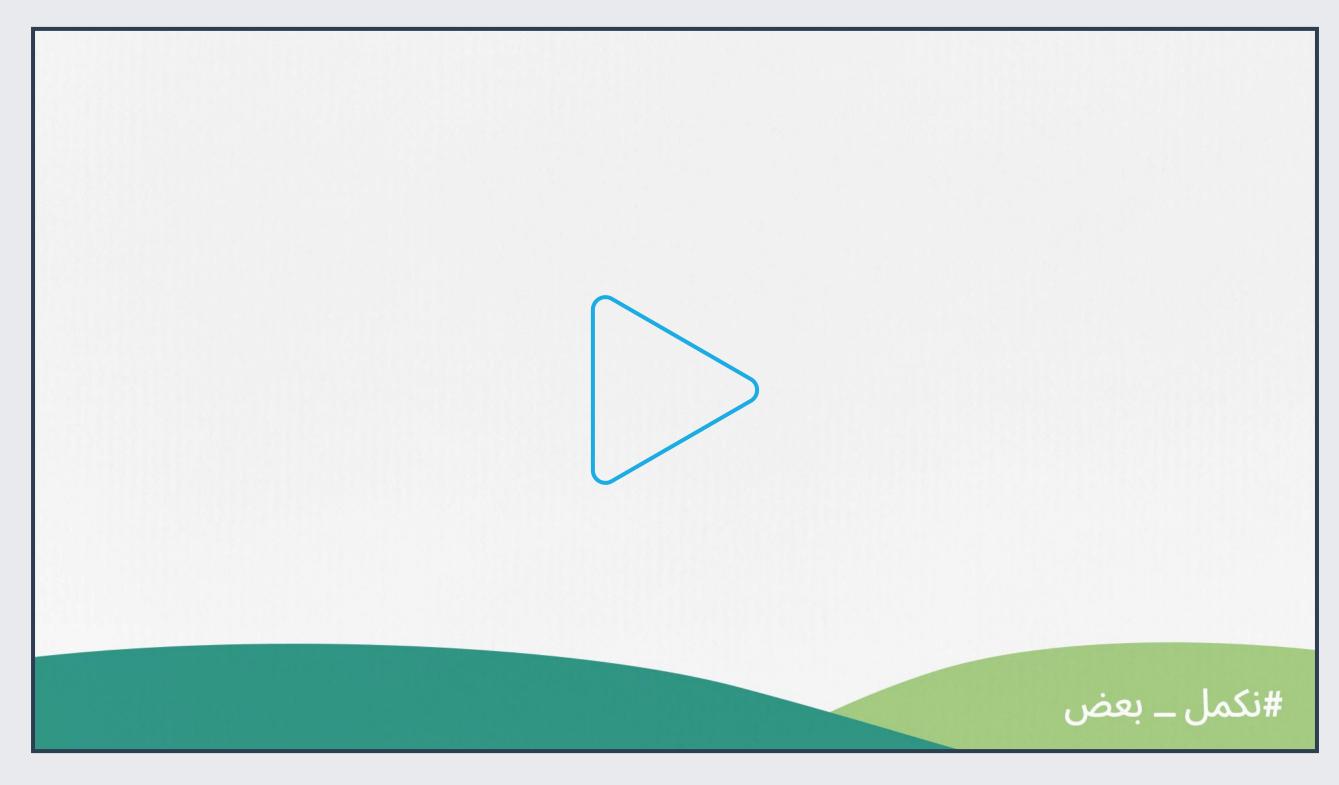
Total number of users taken the



### Case Studies

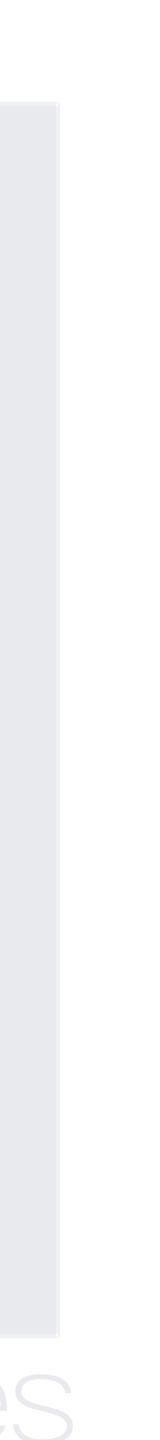


### Video Showreel





#### **Play Video**



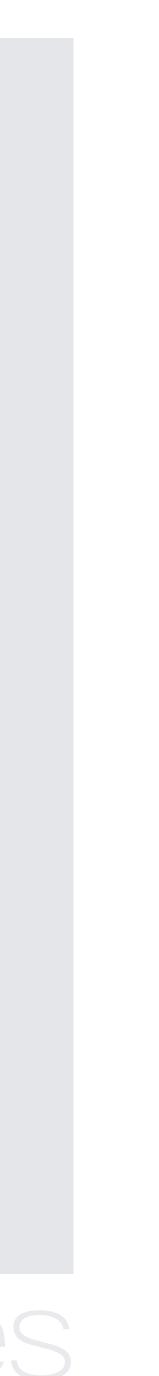


#### THE SOLUTION

**Al-Rabie partnered with a** well-known teacher and created a social media campaign to motivate and prepare students for the end-of-term exams.

Al-Rabie turned its platforms into a virtual recess and invited students to relive the recess they miss and connect with students that share the same struggles. The audience were able to engage, play, sing, interact, and win many prizes ending the campaign with a motivational speech by the campaign ambassador.





#### THE RESULTS IN 3 DAYS

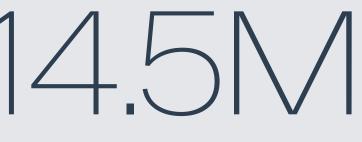




Total followers growth





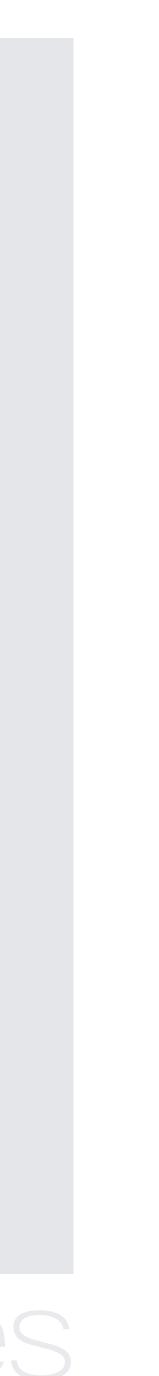


Total impressions



Interactions

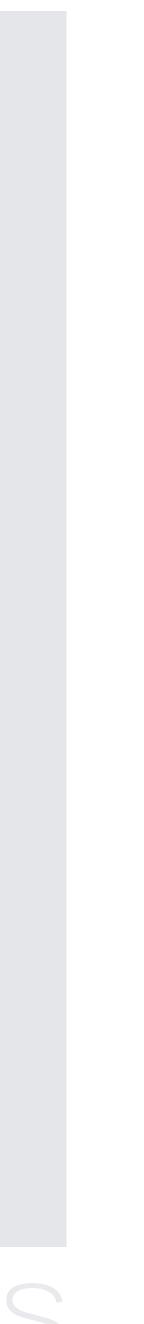




### **Video Showreel**



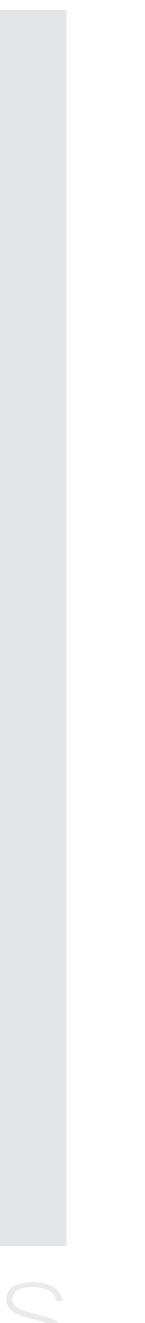












# 7.0 PORTFOLIO















































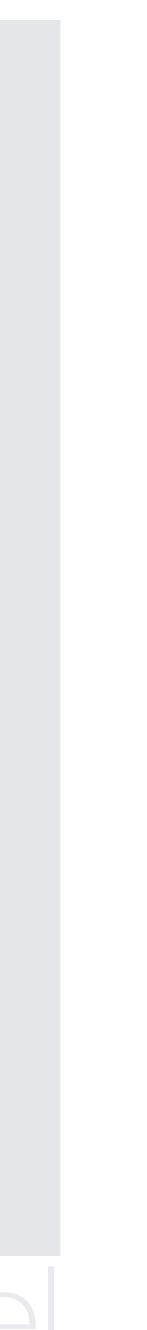


### **Video Showreel**









### **Production Showreel**

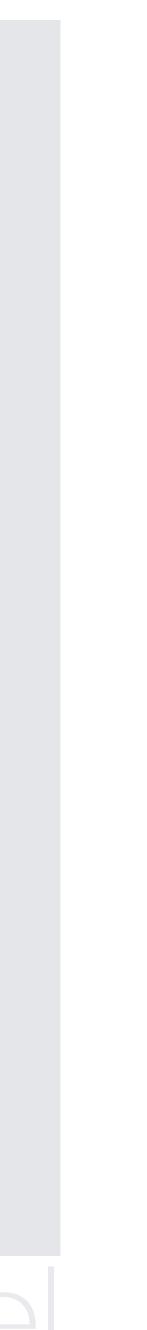






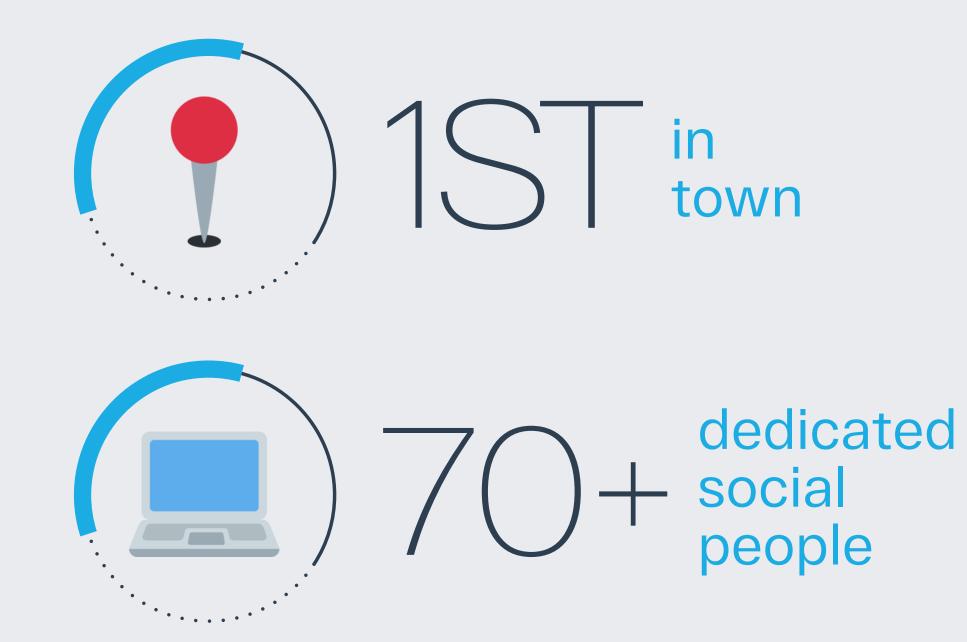
## PRODUCTION SHOWREEL 2021 SOCAL CLINIC



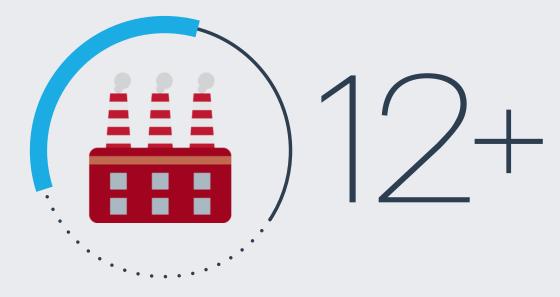






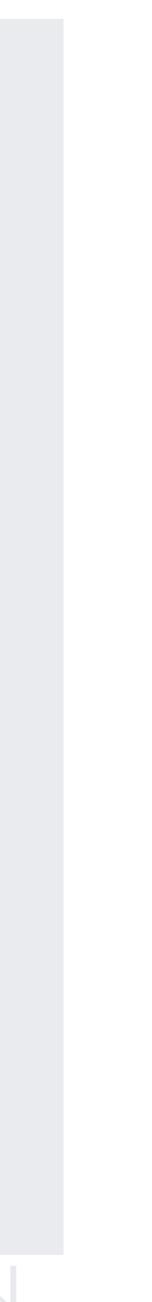






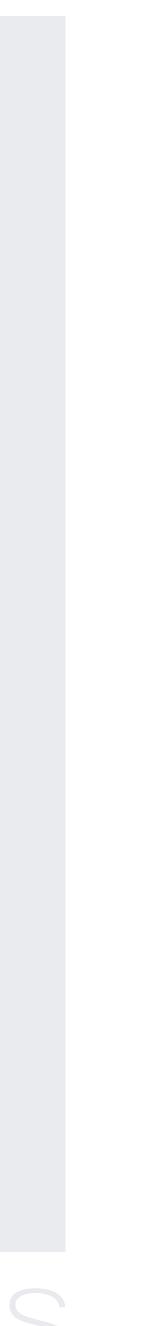
industries we have worked with









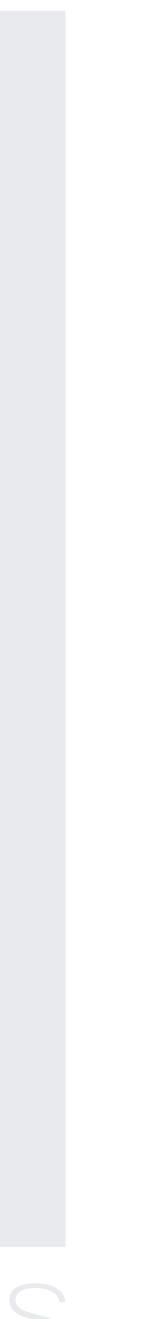




## WE ARE A BLEND OF dedicated pioneers, thinkers, and creators.

Our ambitious and energetic team will turn abstract ideas into objective reality, and we involve everyone in the process of achieving your goal.







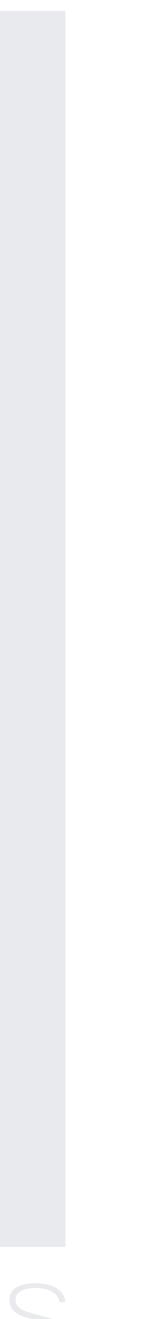
## we love people.

And care about t Fans, clients, and of success in the

And care about the relationships we build with them.

- Fans, clients, and our unique team are all part of this formula
- of success in the process of achieving your goal.







### Ready to go big? Let's have a chat.

**phone** +966 122 152345 +966 122 152029 +966 126 772997

website thesocialclinic.com email info@thesocialclinic.com

instagram @thesocialclinic