

Wild Blueberries

SOCIAL CLINIC

October 2024

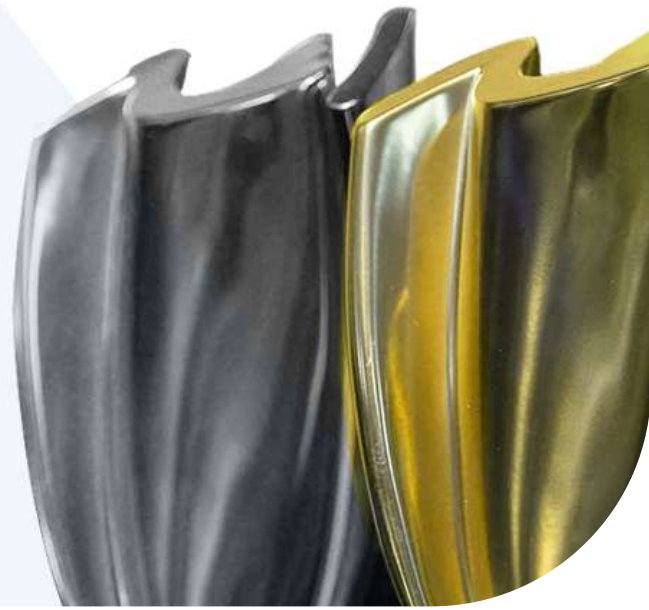
A SOCIAL CLINIC MAGAZINE

The 7th Issue

In this issue

RAYYAN JAMJOOM

IS AWARDED
HIGHLY COMMENDED
AGENCY LEADER
OF THE YEAR



SOCIAL CLINIC IS AWARDED
MEDIA TEAM OF
THE YEAR

The Art Behind the Ad

Don't Ignore the Signs



For a Safe Journey
Don't Ignore The Signs



Cosmic Curiosities



The Authors' Riddle

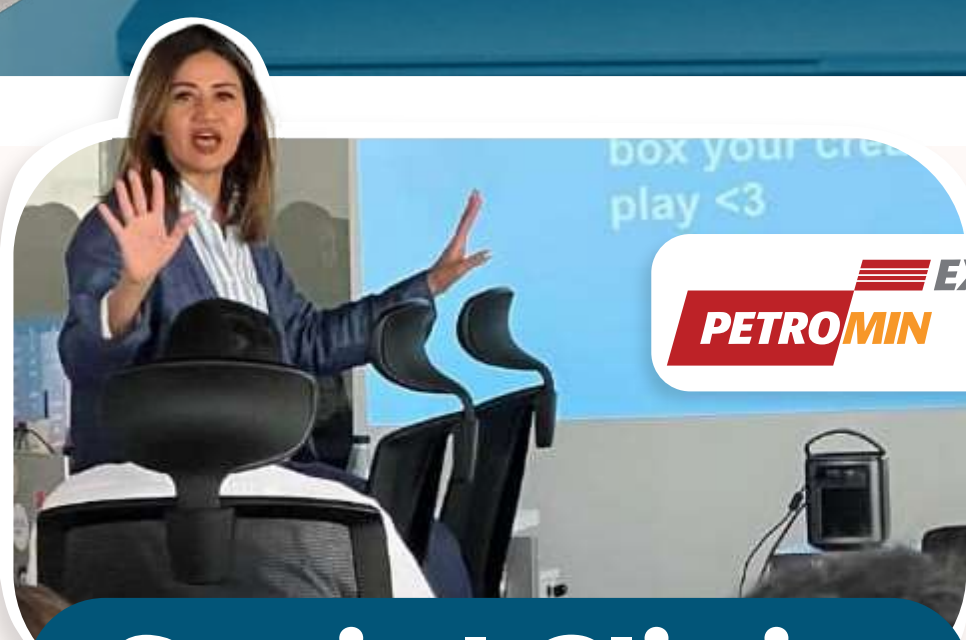


One of Us

Saleh Basoodan



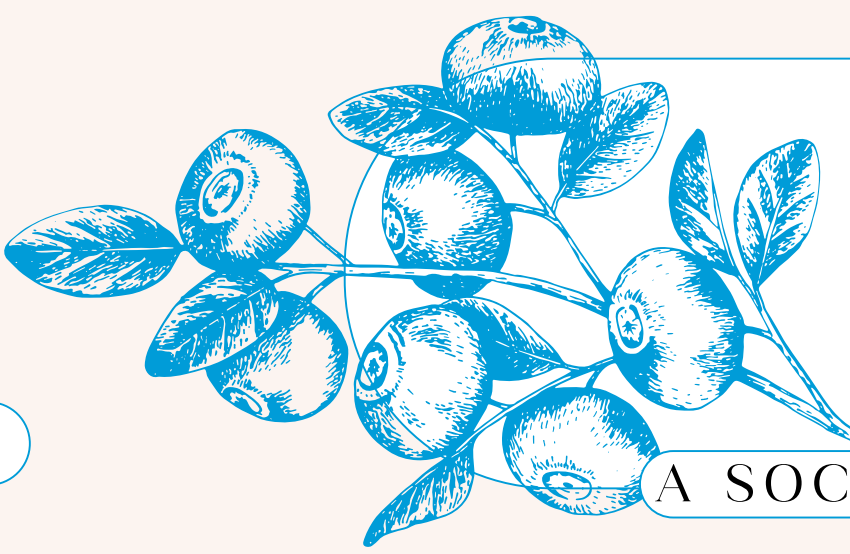
Social Clinic Tea



Secret Spotlight

Shhhhh





In this issue



Saleh Basoodan 🌐



One of Us

Meet our Media Manager, Saleh Basoodan 🌐

Once a graphic designer, now one of our savvy media colleagues. He first discovered his true passion through a project that blended technology and information. His journey with Social Clinic **was a personal game changer!** 🌟

When he's not working, Saleh is all about tech projects—it's like work never stops! BUT! He's also a frequent traveler obsessed with exploring new places. 🌍✈️

He seems a bit mysterious at first, but you'll find he's got no dark stories to tell, just a good laugh! 😄 He's a peaceful soul who values calm moments and avoids arguments like the plague with the magical response, **"You're right."**

Saleh lives by the **principle of freedom** in thought and expression. He believes everyone has the right to explore, embrace, and follow ideas they feel connected to. But here's the twist—he also believes that **no principle is set in stone. People grow and change every day, and so do their beliefs.**

The biggest lesson he's learned? Life is short. So, let's **"embrace it and the people in it,"** and his heartfelt message to the world? **"love each other!"** 🤝



Fresh in the Market

Are we ready for a cookie-less world? 🍪✖️

We're not talking yummy and crunchy; we're talking digital cookies—**little helpers that teach advertisers about our consumer behavior.** With growing concerns about privacy breaches and new regulations, the world is on the verge of **becoming cookieless.**

So, how can marketers reach their audience without using direct tracking cookies?

🔑 **First Party Data:** Data that is based on our interaction with the companies' websites/apps, and is key to knowing our interests, without needing cookies.

📄 **Contextual Advertising:** Links the ad to the page content we're currently visiting to make it logical and relevant.

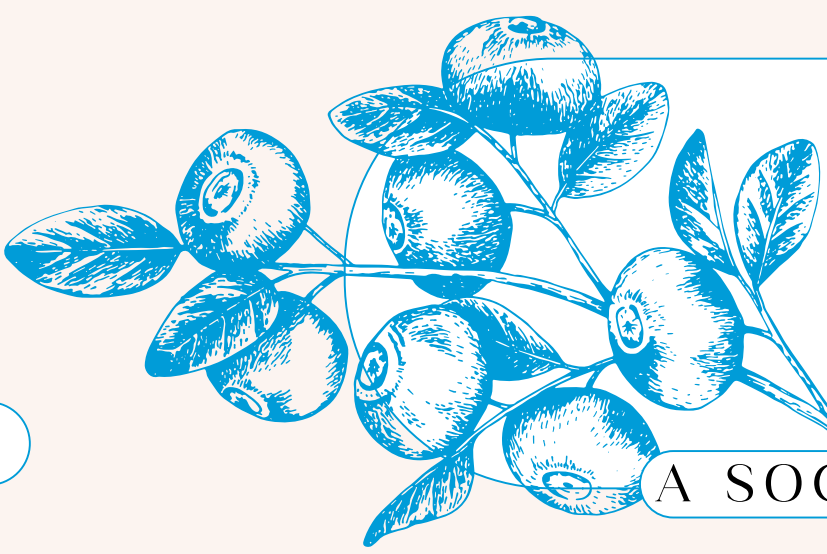
🔗 **Identity Resolution:** Connects consumer activity across platforms and devices, identifying us without storing personal information, enabling ads to reach us while maintaining our privacy.

This shift is forcing the industry to develop new strategies. Now we can enjoy our delicious cookies in private 🙄❤️



Cosmic Curiosities

What comes first, the fruit of the seed or the seed of the fruit?



In this issue

The Authors' Riddle



Your Reliable Coworker
Impresses you with quick responses. Supports you efficiently at every step. You rely on them, but still need to supervise.

Who could it be?
Email your answers to HR.
Previous riddle answer is:
Copywriters ✍️

Secret Spotlight

From the world of Mechanical-Electronic Engineering to the realm of Marketing and Client Account Management 🛠️

Guess which one of our wild blueberries left the first field to join us?

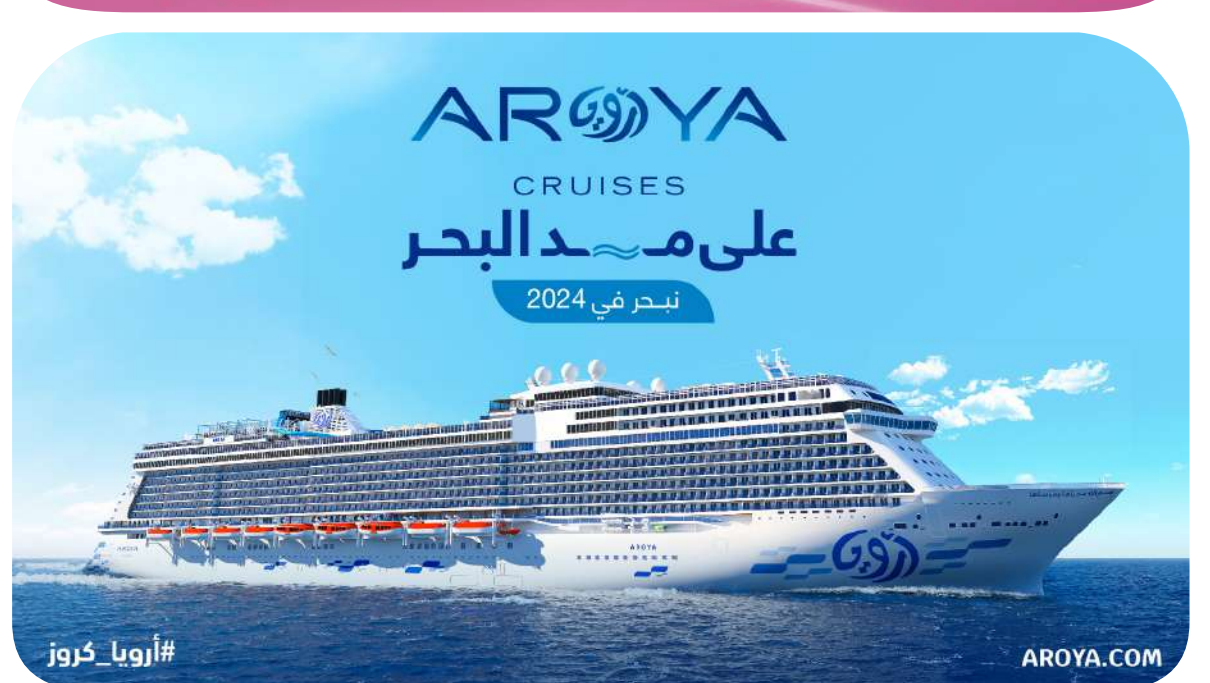


Weekend Plans

Aspiring Pilot Fahad Al-Nuaimi tells you the best off days are spent at the beach, capped with a favorite hobby. Chasing his dream, he enjoys flight simulator games the most ✈️

As for the Earthy Spirit, Hatoon Abdullal loves curling up with a cup of coffee and painting her week's emotions. **She swears by this magical ritual as her perfect way for weekly renewal!** 🌟

Graphic Designer Jood Abdulrahman cherishes quality time. With a sweet cup of tea in hand, she enjoys anime and warm family gatherings. **When was the last time you experienced that?** 😊



The Art Behind the Ad

Don't Ignore the Signs – NMC Kia
Eidkom Hina – Saudi Tourism Authority
Along the Horizon – AROYA Cruises

Our nominated entries for this year's Athar Saudi Creativity Festival 🏆

What made it all possible was the opening of a new department called **Creative Excellence**, aiming to enrich Social Clinic's brilliance in all creative conferences, marketing forums, art festivals, and advertising competitions.

In this department, we blend creativity with logic to convey ideas effectively. Through strategic planning, we tailor concepts to suit the audience, maintaining full objectivity from brainstorming to the final product.

Better luck next time to us! 🙄🎉🎈



In this issue

SOCIAL TALKS

SOCIAL TALKS

We asked our wild Blueberries

What are the pros and cons of a flexible work environment?

Raghad Hatrash

Main Sponsor for Thursday Breakfasts

Shared with us:

True to her HR nature, started with the positive:

1. Improves work-life balance
2. Boosts productivity
3. Raises employee satisfaction

But to keep it real, she also shared some cons:

1. Some communication issues might occur
2. Difficulty scheduling meetings
3. Having to work longer hours

Mona Missaoui

Toronto Ambassador

Said:

Flexibility is key in our field, but it affects everyone differently.

For some, it can boost satisfaction, energy, and productivity, while others may need careful management to ensure their workflow doesn't get affected.

Talal Hassan

Traffic Manager

Expressed:

It's a great requirement, but in this industry, we often face tight deadlines and demanding clients, necessitating collaboration and quick responses. Flexible working hours can be challenging to implement without affecting productivity and workflow. We must set structured hours to deliver the highest quality on time. Balance is key.

Motasem Awad

Our Arab Joseph

Clarified:

It's a double-edged sword. One of its benefits is giving employees space to show hidden talents. The challenge could be that it requires a lot of self-control to find your perfect balance between personal life and work.

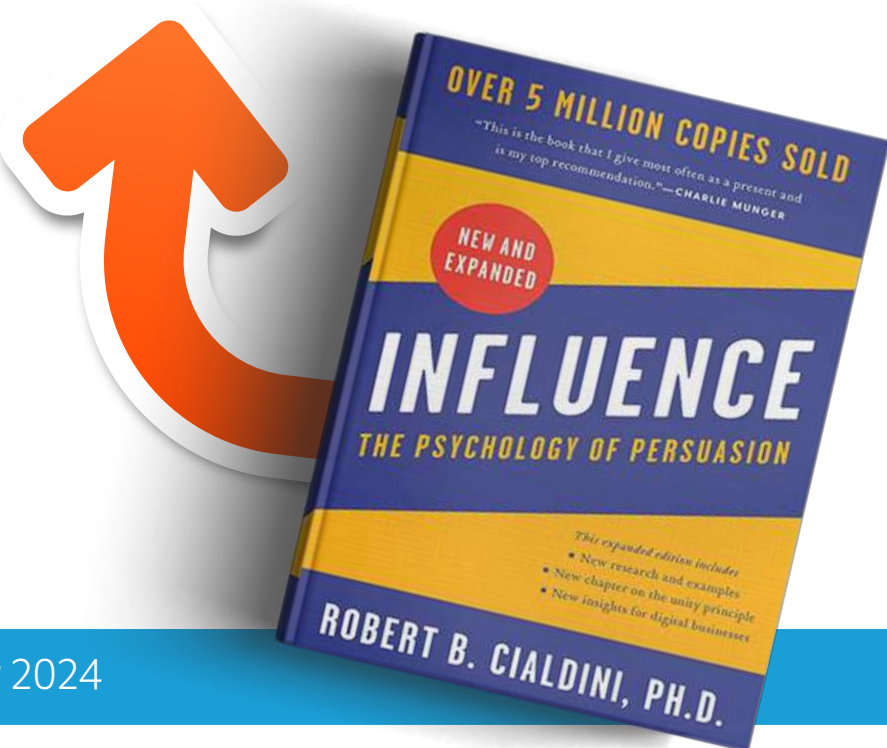


Blueberry Picks



Our colleague Tarek Badr El-Din recommends (The Psychology of Persuasion)

A book on the psychology behind decision-making and how to use that in campaigns. To persuade an audience, we must understand their thought process. People often repeat actions. If they like a product, they'll be ready to buy it again. They're also influenced by opinions from family, friends, and experts, which spark a desire to try the product. Expert recommendations, like those from doctors or specialists, boost a product's demand as they're seen as trustworthy. We naturally imitate popular figures we admire. Finally, scarcity! The possibility of obtaining a rarity is a powerful driver of desire.



Answers You Need

How to build mental resilience and deal with stress?

Life has a way of throwing us unexpected curveballs, but without them, we will never grow. They're actually golden opportunities to level up in the game of life.

Here are some tips on -excuse the cliché- becoming a better version of yourself:

The 360 Approach: Mind, Body, and Soul:

1. Exercise does magic to our mood and overall health.
2. A balanced diet means everything—our health, energy, and feelings.
3. The saying 'He who sleeps well, lives well,' holds true to this day.

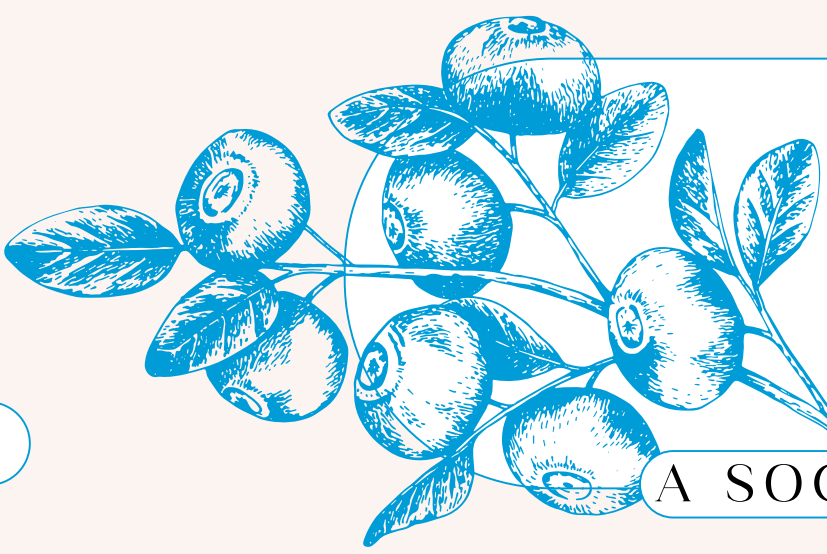
Our Inner Voice:

1. Focus on the brighter side of things, life's blessings, and progress.
1. Honor your intelligence, step out of the victim mindset.
2. Prioritize your tasks to reduce stress.
3. Set realistic goals and make achieving them fun.

Our Environment

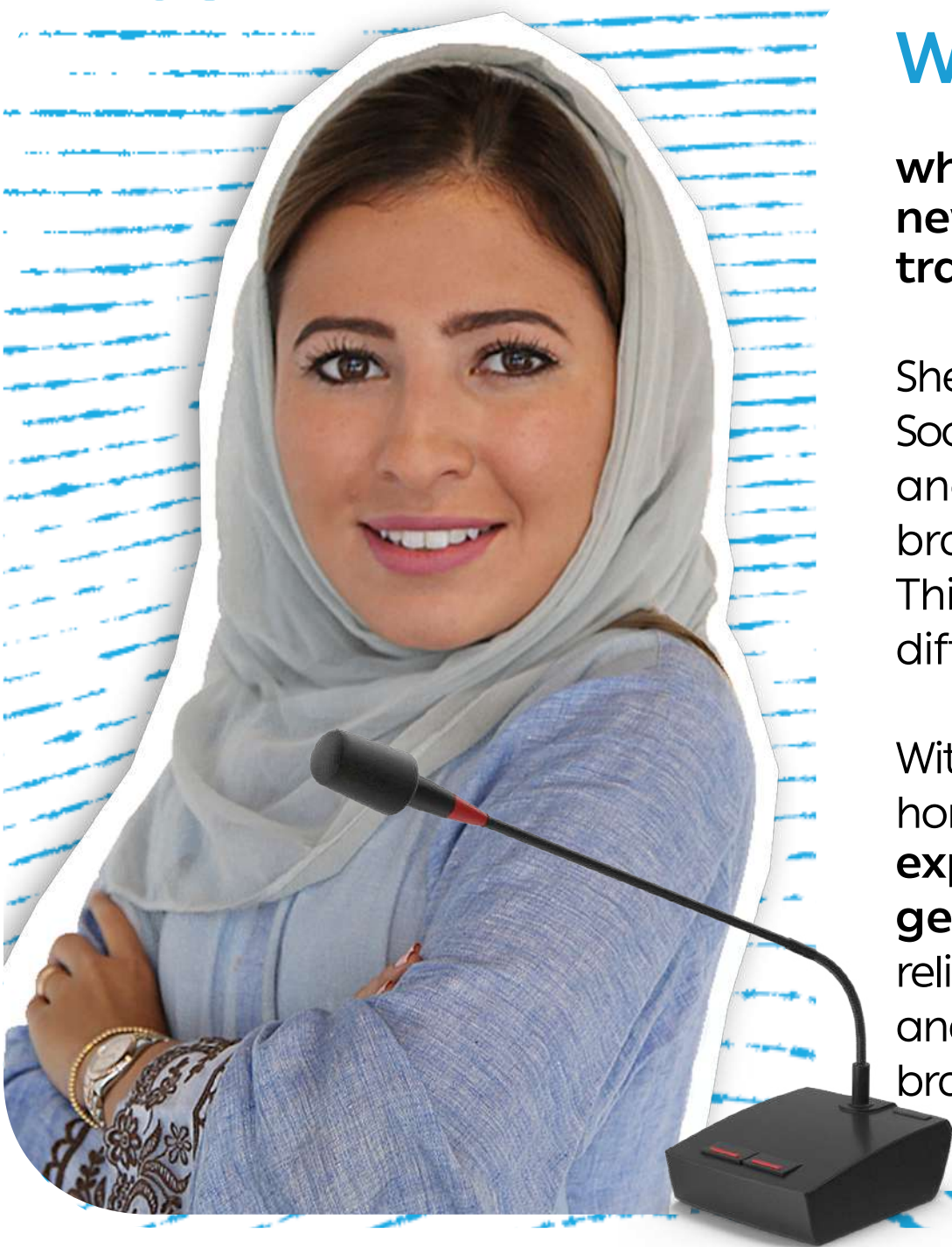
1. Build healthy relationships that uplift you.
2. Don't hesitate to ask when you need support.
3. Learn when to say "No."





In this issue

Marketeer Philosophy..



We asked Riem Al-Azem

when and why the audience, particularly the new generation, began to demand this level of transparency in advertising.

She explained:

Social media significantly shapes **audience awareness** and marketing styles, as today's customers are closer to brands with direct access to information and products. This shift has **impacted brands profoundly**, given how different the tools of today are from those of the past.

With detailed daily glimpses into the lives and homes of celebrities and influencers, **audience expectations—especially among younger generations—have risen**. They now seek authentic, reliable content that resonates with their diverse needs and desire for genuine connection, driving a need for brands to adapt to this new landscape.

Ever Wondered?

When did 🎀 become a symbol for Breast cancer awareness?

This simple ribbon carries an inspiring message, originating from the early 90s with the Susan G. Komen Breast Cancer Foundation, which championed the vital importance of early detection.

Why pink?

It's not only for the color's association with femininity but also for its delicate sentiments of hope, a reflection of the foundation's mission of giving support. Even after learning that men also get affected, pink still held its deep bond with the sentiment of hope.

From NY streets to the world 🌍

The pink ribbon soon became a global symbol for hope, support, and awareness, encouraging people far and wide to take early detection seriously and breaking the taboo around the disease.



Social Clinic Tea

Ready the pots...here comes some exclusive tea! 🍵

Amid the work rush, we've noticed our community kept on growing. So, to keep improving, we've introduced a weekly workshop with various activities to spark creativity and share knowledge in all fields, led by the talented Sarah Eid 💎

Off to our Riyadh office that finally relocated! Literally ٢ blocks away from the old office, but still! Congrats to our team! May this bloom your ever-growing creativity 🌸

Back to Jeddah, **Mohammed Al-Zubaidi** is the first employee to join our Creative Excellence Department. We're happy to see you on board and can't wait to see your ideas shine 🥰🔥

(Petromin IT) joined our list of only the most amazing clients ever! 🌟



You've been reading



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Until next time