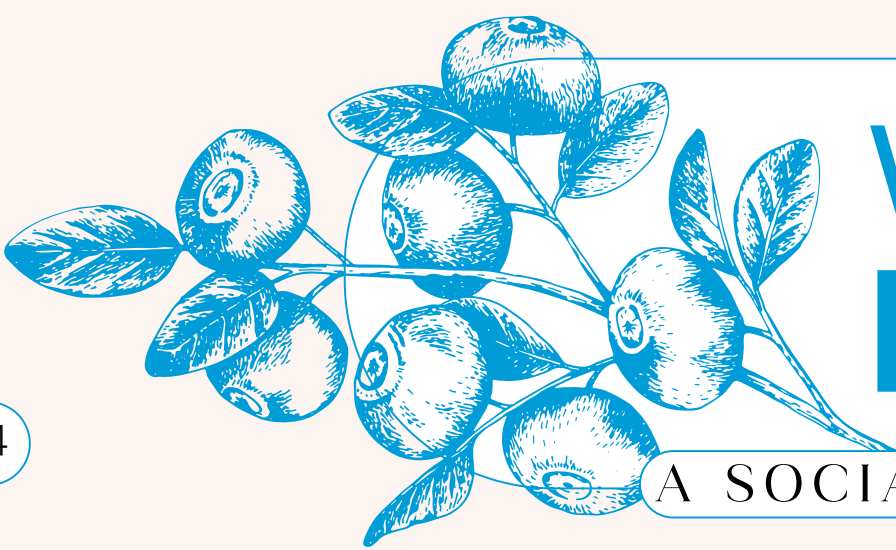




November 2024



Wild Blueberries

A SOCIAL CLINIC MAGAZINE

SOCIAL
CLINIC

The 8th Issue

In this issue

The Art Behind the Ad



Blueberry Picks



Cosmic Curiosities

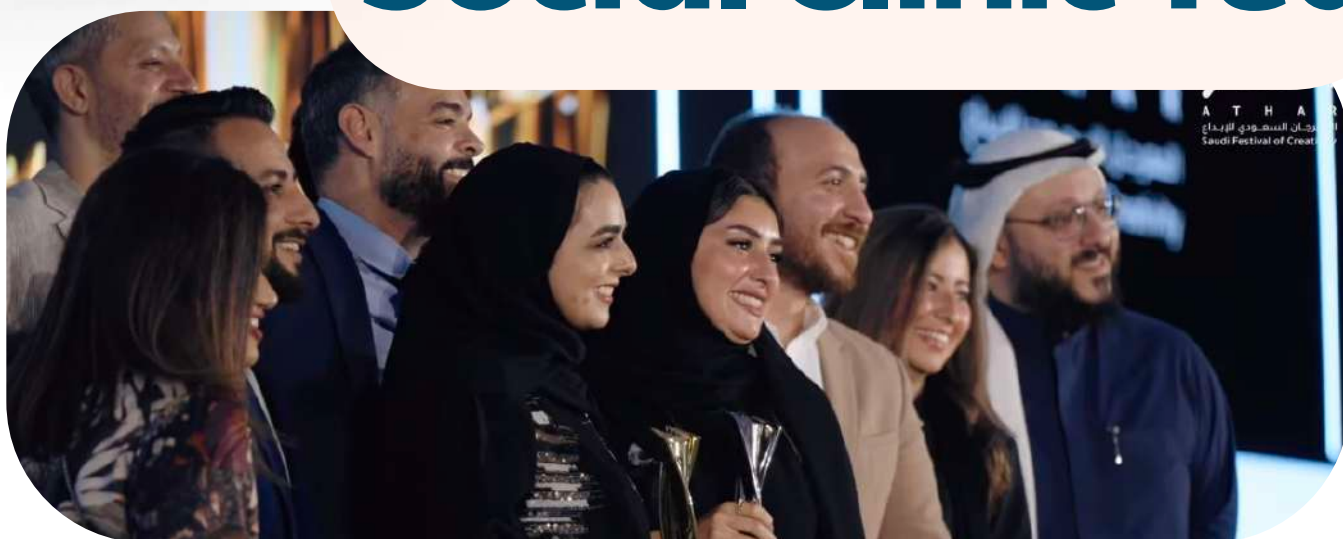
If animals talked,
which one would be the most annoying?



The Authors' Riddle



Social Clinic Tea



One of Us

Nada Al-Shehri

Secret Spotlight

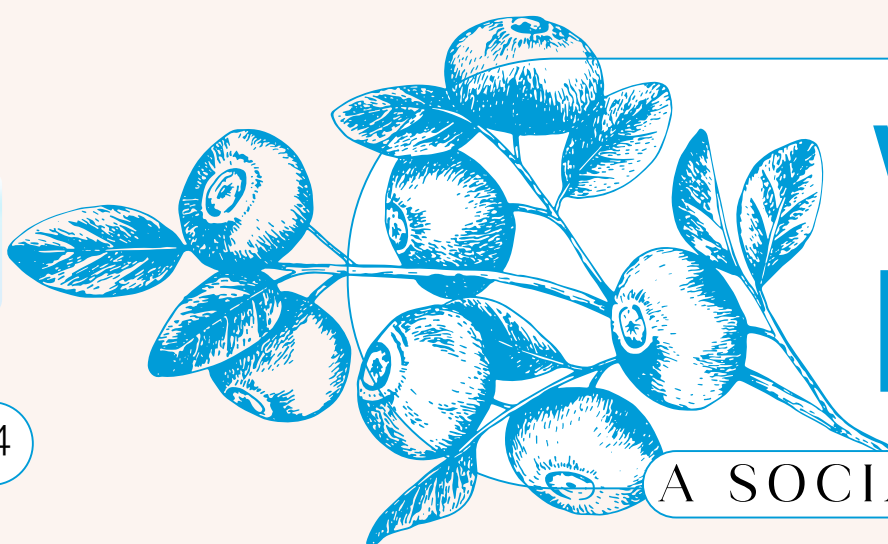
Shhhh



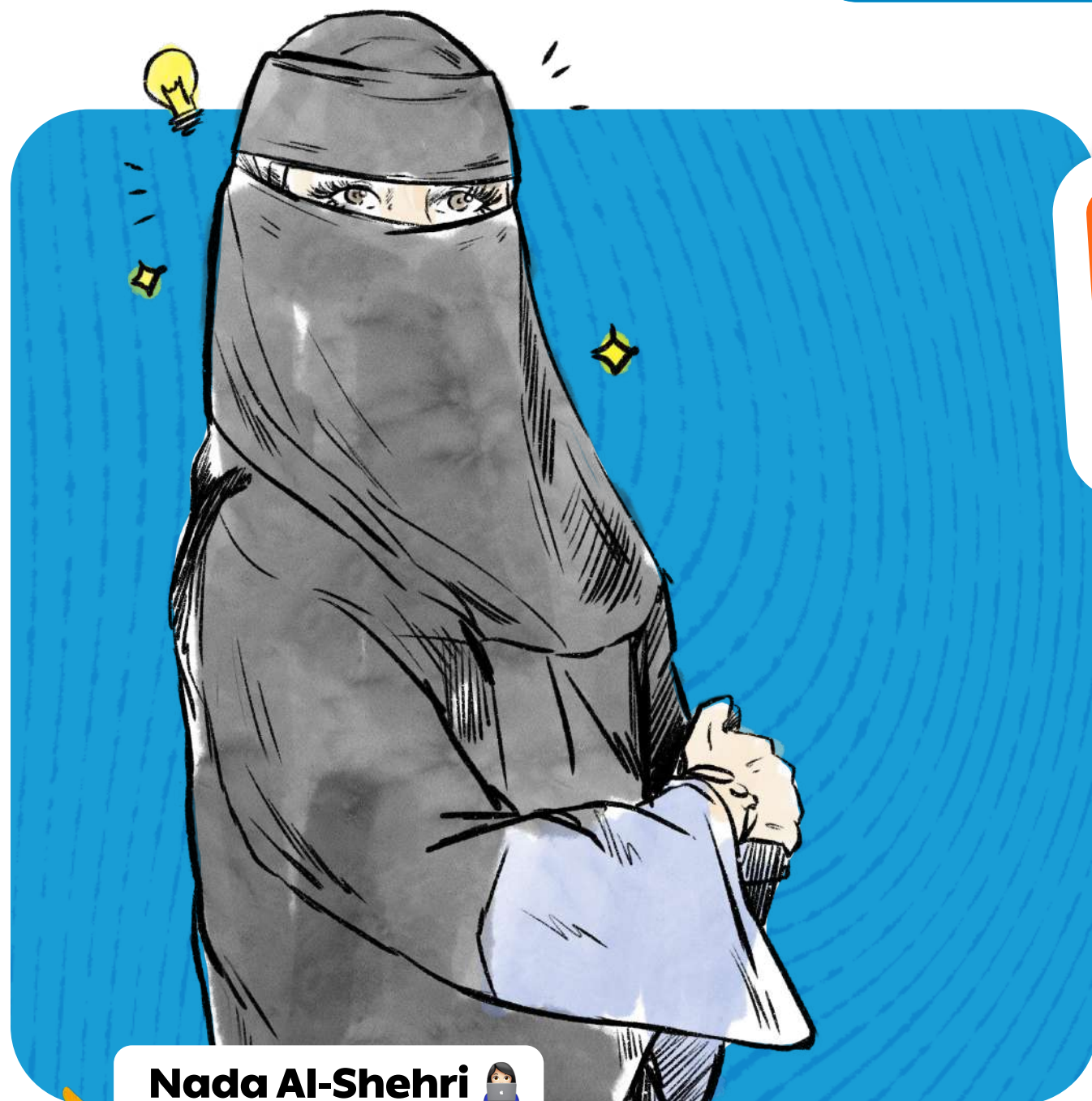
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Nada Al-Shehri



Fresh in the Market

How did stickers become an effective advertising tool, and will their impact last for long?

Who would've thought that a humble sticker would change advertising?

From playful bookstore products to strategically designed decals, stickers became one of the smartest and most impactful marketing tools.

Why Stickers Stick—In Our Minds

Let's analyze this



First, their physical aspect:

It's an interactive experience to put a sticker on a laptop, a bottle, or a notebook, automatically turning consumers into brand ambassadors.

Second, their social impact:

People love sharing stickers. On social media, in offices, and among friends. Unique sticker designs spark curious questions, like "Where did you get this?"

Third, its low-cost & high impact:

It basically costs nothing compared to its amazing ROI and lasting impact.

The question is, are stickers here to stay?

The jury states: Absolutely! Marketing is leaning towards authentic, tangible experiences, making stickers a timeless way for brands to connect with consumers and showcase creativity.

Finally, share your favorite sticker collection on our Instagram page



Nada Al-Shehri

Our dependable accountant thrives in the world of invoices and client follow-ups because "it fits the way her brain works"

Joining us fresh out of university, she quickly proved herself to be a vital part of our team. Now, nearly two-years later, she expresses pride at her significant growth since her very first day here!

Outside work, she's a down to earth person who cherishes time with family and friends, using their company to unwind from work. She adores life's little details and embodies the phrase «I'm just a girl»

For Nada, appreciation makes all the hard work worthwhile. Guided by the belief "respect others, and they'll respect you," she's found this principle invaluable in both her career and personal life.

Her approach to life is simple: "Enjoy life, take it as it comes, and don't sweat the small stuff."



Ever Wondered?

that back in the '90s, advertisers used to cut out letters from magazines to create their printed ads?

Why Did They Do This?

Back then, finding the perfect font required more resourcefulness than scrolling through computer fonts. Designers scoured magazines looking for the style they needed. Then comes the meticulous process:

Careful snipping > arranging letters > pasting with glue > creating mockups.

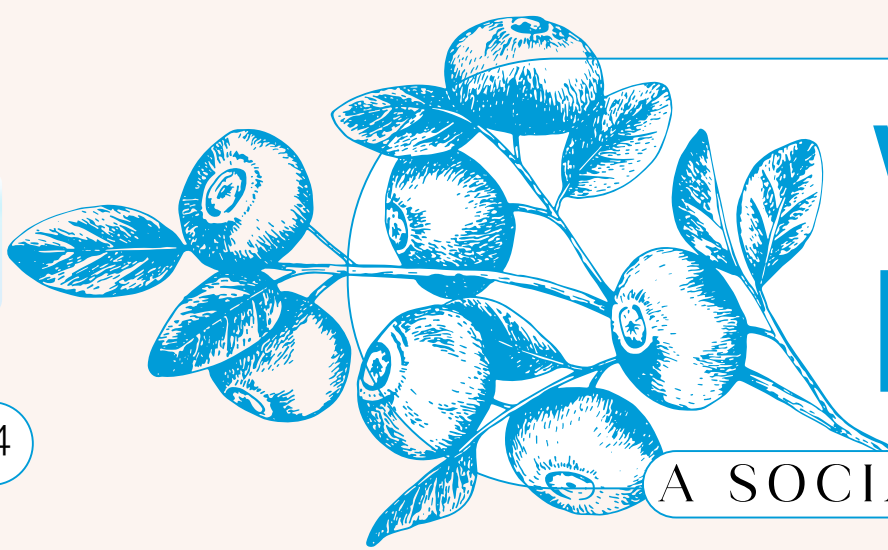
The Charm of Hands-On Design:

The process captured the scrappy spirit of the era, pushing creatives to think outside the box and craft unique, raw pieces of art.

Fast Forward to Today:

While technology has made font exploration easier, reading about this retro method reminded us of the creativity that emerges from constraints.

It's a brilliant idea that breaks through any creative block!



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The Authors' Riddle

When the cleaning campaign begins
We know it's time to step aside
Without them, the office would be in chaos
Only they can track down every disappearing mug
And only they master every coffee blend
At the end of every month
We show our appreciation
Because we simply can't do it without them
Email your answers to HR
Previous riddle answer is: AI

Secret Spotlight

Our employee of the month holds a **PHD in Civil Engineering** and took a unique turn into **filmmaking and production!**

Can you guess who our filmmaking doctor is?

Weekend Plans

Anas Almansour | The Bukhour Addict

What do I cherish most on weekends? The art of doing nothing—no pressure, no schedules, just a blissful break. The only must? Coffee and Friday lunch with my family. Nothing could ever tempt me to give that up! 🧑🏻

Raghad Salem | Wordle Champion

Says the weekend should always feel like a treat. She balances going out with cozy activities like a visually captivating video game and a podcast in the background, with a dose of novelty from time to time ☕🧩

Hemat Mustafa | The Ever-Joyful

Encourages us to hit the gym! Says exercising not only strengthens your body but also boosts your mood and productivity 💪🌟

Imad Boufakhreddine | Everybody's Buddy

Suggests: kick off the winter with a camping trip to Taif and enjoy some quality time! 🏕️

The Art Behind the Ad



Get outside the box? We blast off to outer space and you're invited 🚀

Our debut at the Saudi Creativity Festival, Athar, was out of this world! 🌟

We connected with the creative community, shared our work, and wowed visitors with our unique pavilion that took them 'beyond the sky' ☁️

We created a one-of-a-kind **wheel of fortune, but not just any wheel!**
It's a wheel of bold briefs
Spin it and receive mighty fortune 🔥
A client from another dimension
A strange marketing objective
Event so wild it never crossed your mind

The goal? Recharge your creativity and unleash your imagination! 🤖

Through this experience, we met clients, visitors, and young talents face-to-face. We've met so many who love our work but didn't know us—until now! Time to reveal the hidden heroes behind the campaigns you enjoy 👁️🗨️

We shared some awesome **space-inspired** goodies! Why space? Because we've explored all the ideas on Earth and decided to bring you pieces from the stars and planets 🌌🪐

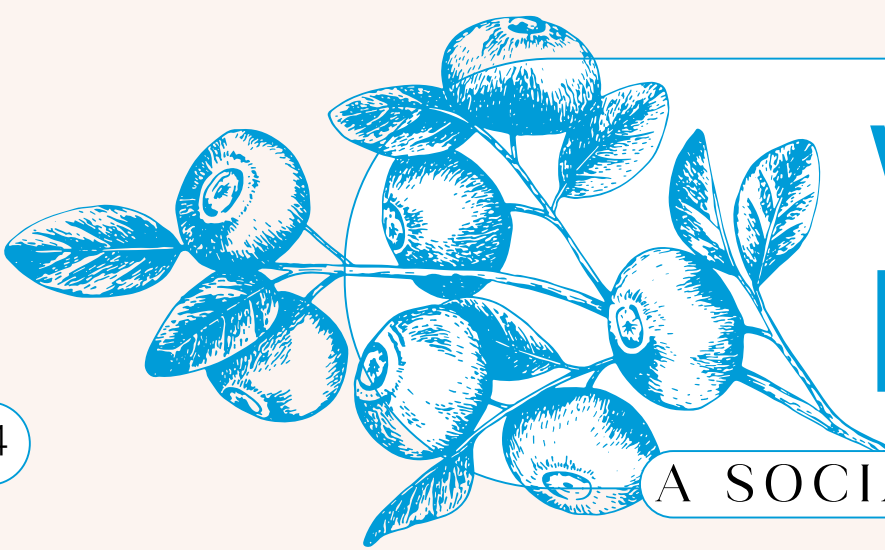
We laughed, marveled, and got blown away by your incredible ideas 🌐
We confess that we had just as much fun as the festival's visitors, if not more!



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SOCIAL TALKS

SOCIAL TALKS

We asked our team

How has the rise of AI and machine learning affected the process of advertising?



Lateefa Almazwaghi

A Ray of Sunshine

Shared with us:

No one can deny that AI has swept the advertising world. In my opinion, AI can only help in speeding up the process. Nothing compares to pure human creativity and its contributions to advertising.

Honestly, I think AI would numb our brains, especially if we were completely dependent on it. I believe AI doesn't really serve me creatively. Even if one day I needed to use AI, I would change its output to suit my purpose.



Abulqader Al-Saggaf

The Ever-Cheerful

Said:

AI helps and accelerates workflow for content creation or voiceover. We've reached a stage now where videos and realistic images give outputs from a different perspective than what it was in the past. Now, there's a race to develop these tools to achieve big results, like film production.

So, I always say, start from where others stopped and continue learning what helps you be one of the distinguished pioneers in the field.



Rawan Kastiraw

The Graceful Achiever

Expressed:

AI really transformed my role. Now, I get instant access to insights and brand information, which allows me to respond quickly to clients. I do have my concerns about relying too much on AI, but I also see it as an invaluable tool for enhancing my efficiency across many projects.



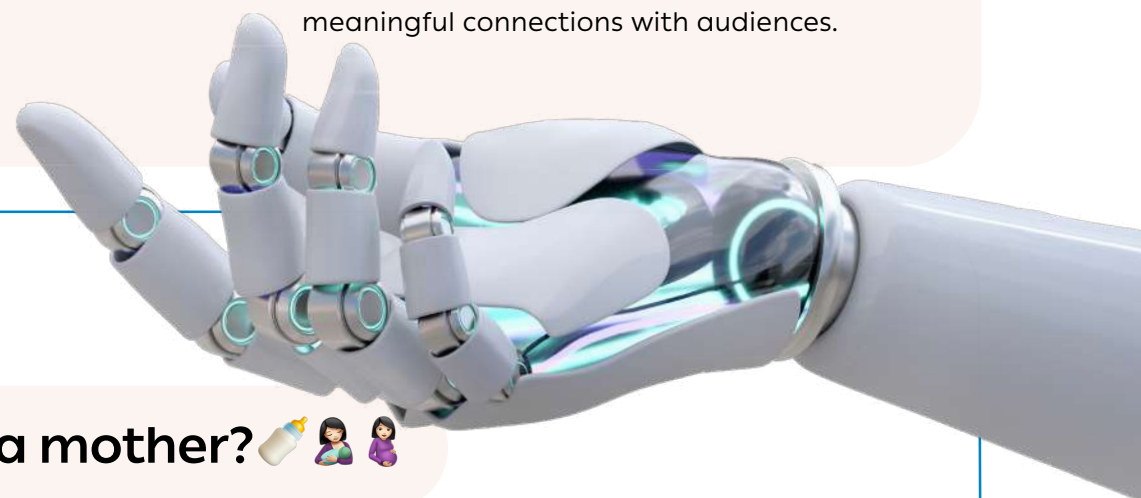
Talal Makky

Our Tourism Consultant

Clarified:

AI generates dynamic, personalized content for multiple audiences and enhances campaign agility, but it also has its issues, like privacy breaches and over-reliance on automation.

But I believe that combining the capabilities of AI tools and humans can unlock endless possibilities for deeper, more meaningful connections with audiences.



Answers You Need

How do you balance your professional life and your role as a mother? 🍼👩👧

Balancing motherhood and work is a **challenge** many mothers face, and most of the time they find themselves **focusing on one side and neglecting** the other...
But with some adjustments, it will get easier and more balanced ✓

Manage your time with a schedule that works for you, balancing work, family, and your comfort. With a support system and flexible hours agreed upon with your manager, **you can easily** juggle professional and parenting duties 🧑👩

More importantly...**don't neglect yourself!** ❤️

Dedicate time for quality alone time to get peace of mind, and make **sleep a priority** to maintain your energy.

Remember that **balance is key, not perfection** ✨

Celebrate your wins and learn from the journey. That's how you can thrive in both motherhood and your career.

Valuable tips from the mothers at Social Clinic:



Jumana Al-Ahdali

Mother of Turki (A New Mom)

Working moms are true superheroes! To all the working moms : Your dedication, sacrifices, and strength are truly admirable. Keep shining! 🍷💖



Mariam Ansary

Mother of Fadil & Sadan (A Truly Dedicated Mom)

Make time to create precious memories with your kids. Overtime, you'll see the difference—it's the quality of your presence that matters, not the hours spent 🙌💖



Sufana Naji

Mother of Ribal & Eissa (A Seasoned Mom)

You're proof that strength comes in many forms. Balance isn't about perfection, but making each moment count. Every mom is finding her way, and you're enough in all you do 🍷💚



Jinan Sabouni

Mother of Sami (Wish her luck! She's expecting again)

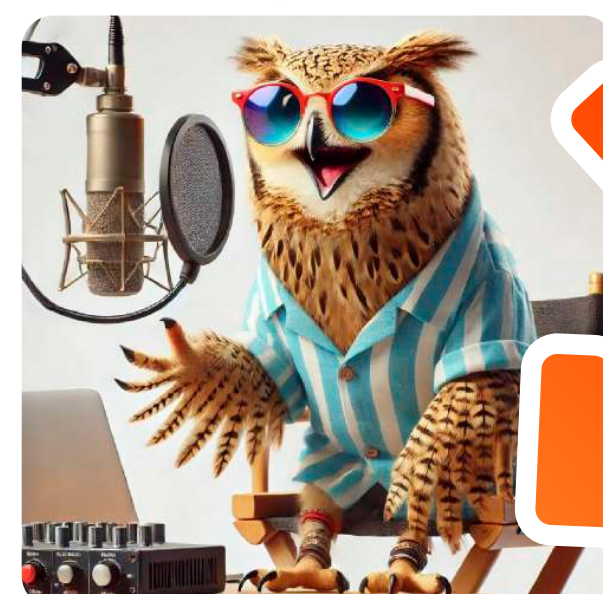
Balancing motherhood and a career isn't about splitting yourself—it's about fully showing up in both roles, creating a legacy of love, strength, and possibility for you and your family 🙌❤️

Remember, you're shaping future generations, and all your hard work today is building a family and kids who will be proud to call you mom 🧑👩

Cosmic Curiosities

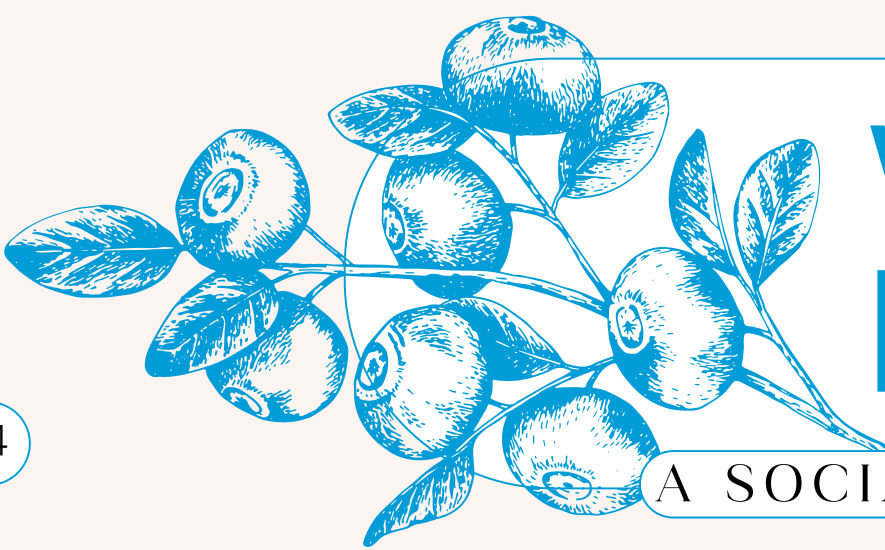
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Marketeer Philosophy..

We asked Hussein Al-Aidarous

Why are most brands incorporating sustainability messages into their campaigns, and how is it affecting consumer behavior?

When people hear about sustainability, they mostly think of the environment, but sustainability is so much more. It's a ripple effect, where each action influences the next, driving real, meaningful change.

Why are companies focusing more on sustainability today? I believe that's driven by three key aspects When:

1- Growing Consumer Consciousness:

Audiences today are more environmentally conscious and expect brands to reflect their values.

2- Building Trust and Brand Loyalty:

Embracing sustainability makes customers feel they're contributing to a positive impact.

3- Adapting to Regulatory and Social Pressure:

Sustainable brands boost their reputation while complying with regulations.

In short, sustainability is more than a marketing campaign—it's a way of life that touches on three key areas:

- Environment: Protecting resources.
- Society: Supporting social balance.
- Economy: Balancing profit and responsibility.

Most importantly, sustainability requires honesty. **It isn't just a trend**, but a real long-term vision that reflects meaningful values.

Blueberry Picks



Our Creative Strategist, Mohammed Al-Zubaidi

recommends the «**Teaching Advertising and Creativity**» MasterClass by Jeff Goodby & Rich Silverstein, where you're taught essentials in creative and artistic advertising, exactly the way our strategist works

Top quotes that resonated deeply with him:

"Advertising is the business of rejection" and he couldn't agree more that rejection is a chance to refine, grow, and showcase the true value of our work with a fresh perspective.

The other one is **"The truth within a problem is the key to successful ads"** which reminds us that the secret to a great ad lies in the unique angle—solving a problem or offering a fresh perspective. It's this uniqueness that makes an ad memorable and impactful.



Social Clinic Tea



This month's news is extra festive our achievements are extraordinary!

With overwhelming joy, we congratulate our inspiring CEO, **Rayyan Jamjoom**, for receiving the **Highly Commended Agency Leader of the Year** award, and our amazing media team for taking home the **Media Team of the Year** award during the Athar Festival

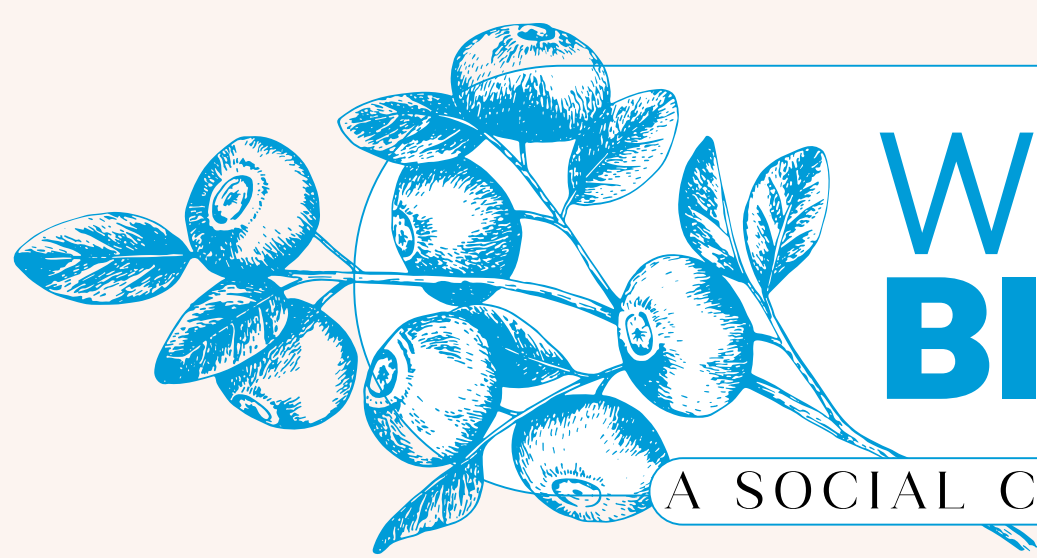
Our presence went **beyond the awards!** Our Managing Director, Mohammad Al-Ayoubi, and Creative Excellence Lead, Sara Eid, led the **'Emotion & Function in Automotive Communication'** panel with two of our esteemed automotive clients, **NMCKia** and **NMS Jetour**

Amidst the celebrations, let's not forget that our team just **got even bigger with six new talents:**

Aly Mekky, Media Strategist Planner
Haitham Darwish, Creative Director
Mohammed Hamadah, Associate Creative Director
Sara Al-Ghamdi, Copywriter
Khaled Wahba, Chief Accountant
Dema Alotaibi, Sr. Graphic Designer

Because we value quality as much as growth, **Sara Eid**, Head of the Creative Excellence Dept., launched workshops to develop the team's skills. Titled **"How to Tell Your Story?"** these enriching sessions cover everything from building a story to mastering presentation and performance.

You've been reading



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Until next time