December 2024

Wild Blueberries

A SOCIAL CLINIC MAGAZINE

SOCIAL CLINIC

The 9th Issue

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Hemat
Senior Graphic Designer
📍Egypt Office 👩🏻‍💻🇪🇬

Hemat is detail-oriented and excels at graphic design. "The best thing about this field," she says "is transforming ordinary ideas into dazzling realities with my hands." Her journey began in Applied Arts, where she found **her true calling** 👩🏻

As a believer in balance, **she destresses from work and life** by giving it her all at the gym 🦵

Weekends? That's for clearing the mind with **yoga, meditation,** and thrilling movies. Her favorite, Prisoners, proves it! 🎬

Hemat tells us the saying (Patience leads to success) is true because **"God never lets our efforts go to waste."**

"A day without learning is a day wasted!" the biggest life lesson from her father, drives her to constantly learn and never stop exploring ⚡

Her own advice? **"Don't sweat the small stuff. Keep your chin up and move forward."** 😮‍💨❤️

HEMAT MUSTAFA

The Art Behind the Ad

(Atah ZODE) Give More
Extra creativity for extra smiles 😄

💡 It all started with a search for an idea.
Great ads always begin with the question: **"How do we become memorable?"** For us, the answer was simple yet profound, celebrate Saudi generosity 🇸🇦

That's what inspired the idea of **Atah ZODE.**
Plus a word we all use to lavish our loved ones 💸

The challenge: Turn this word into a movie! 🎬
The solution: Bragging in a Saudi style ✨

Like: "I slept for 10 hours!" "Oh yeah? I slept for 12!" **This was the spark behind the ad.**

We thought of something all Saudis do: friendly rivalry and exaggeration.
We crafted witty dialogues that captured those classic Atah ZODE moments

The message: No matter how impressive you are, someone's always ready to give more! ↗️

We filmed two friends taking the cashback offer a bit too far 📹😂
These details made it stand out:
- Hilarious situations with surprise twists 🎭
- Talented actors and artistic direction
- Quick, sharp scenes, each packed with a punch

The ad was a journey from start to finish, filled with playful exaggerations and details. The goal was simple: to delight you with every frame 😉

Click here!

I Spy with My Little Eye

Cosmic Curiosities

If you're going on a trip to **Mars**, what would you pack?

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The Authors' Riddle

I'm the quiet observer, a secret agent in plain sight
Tracking every moment, day and night
From the CEO to the intern
Everyone has to acknowledge me
There's no room for error
Who do you think is our silent guard?

Email your answers to HR
Previous riddle answer:
The Teaboys

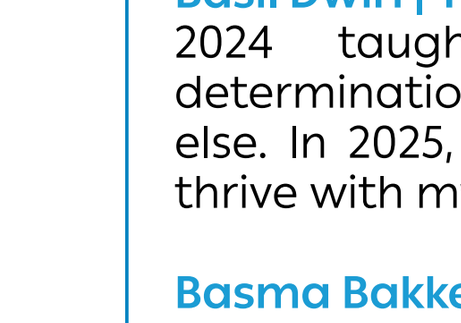
2024 Recap

Mohammed Ayoubi | Our Big Boss 🏇
2024 wasn't just another year; it was a journey packed with unforgettable memories, challenges that shaped me, and people who inspired me. It marked the start of my MBA, a big challenge that taught me the meaning of hard work and true ambition. Every moment I lived in 2024 is a stepping stone for even bigger successes in 2025.

Hanaa Mohammed | The Comedian Queen 🥳
2024 was simple and beautiful. I would love to take my mom, my cat, and my peace of mind with me to 2025.

Basil Dwiri | The Ever Ambitious 🥁
2024 taught me that passion and determination drive achievement like nothing else. In 2025, I aim to develop my skills and thrive with my loved ones.

Basma Bakker | The Padel Star 🏓
2024 was a year of championships in every aspect of my life. I feel like the padel racket reflects my ambitious personality. My journey of striving to be the best version of myself continues in 2025.

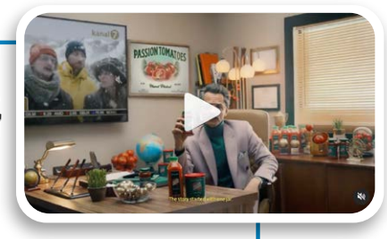


Secret Spotlight

From creating digital systems to representing senior management and overseeing administration 👨🏽‍💼

Guess who made the leap from the tech realm to the management world?

Behind the Scenes



From an Ad Director's perspective 🎬

Why do I love this ad?
The ad takes you on a **fun trip** to a quirky universe. The director builds the world setting creatively from the first shot, **pulling you in and making you wonder** where the hero's wild adventures will go. With a lighthearted tone, it keeps you hooked as you watch the hero **exaggerate every move** 🎭

Exaggeration is key here. It's delightfully over-the-top, yet balanced with touches of reality, making the hero's journey relatable and so fun to watch ⚡

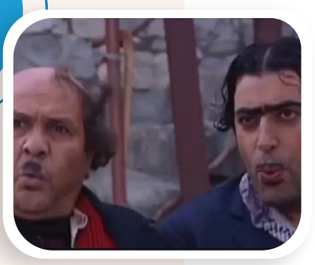
The set design? **Fantastic!** The director uses dynamic camera angles, vibrant colors, and dazzling effects to tell a captivating story. The hero evolves subtly yet clearly, with rising frustration leading to hilarious consequences that **keep us chuckling** 🤣

The pacing is spot on, keeping the energy high and leaving no room for boredom. And the classical music? **The perfect playful touch,** creating a fun, cartoony vibe that enhances the overall tone, making the entire experience a joyride.

Big kudos to the team for turning this fun idea into a beautiful, comedic reality! 👏🏻

NBE - "GREED IS GOOD"
Click here!

Fresh in The Market



MEMES

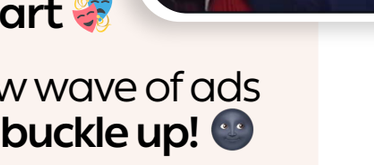
When memes become a marketing art 🎭

The days of dull ads are behind us. A new wave of ads is here, and it's anything but boring, **so buckle up!** 🌚

Brands aren't just about selling, they're becoming part of your daily jokes and funny moments. Memes are now the language of the youth—more than just laughs, they're shared experiences that connect brands with their audience and build genuine relationships with younger generations 💅🏻

In the world of memes, **laughter leads the way** 🌠
Brands now connect by being relatable and fun, moving beyond direct sales to touch hearts and spark smiles. They've realized humor is a quicker path to influence ↖️

Every meme becomes a clever chance to make your brand feel lighter and closer to the audience. Advertising has shifted from heavy messages to shareable and joyful moments 🔁



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SOCIAL TALKS

We asked the team

What are the ethical considerations around data privacy and confidentiality?

Sara Khattab — the fabulous graphic designer

clarified:

For me, privacy means protecting people's personal information, whether they're clients or employees. In our work, we ensure the data we collect, store, and use is handled carefully and in line with the law. Privacy is the foundation of trust, and if clients don't feel their data is safe, they simply won't choose to work with us.

So why is privacy important? Because data is valuable enough to pose a threat, and any leak or error can harm individuals and affect our company.

Mohammed Hamadah — life of the party

expressed:

It's natural to want to share excitement about something amazing. But professionalism lies in knowing when to hold back. By protecting the stories entrusted to us, we honor our clients' trust and ensure their narrative shines at the perfect moment, showing respect for their journey.

Maysa Khan — the creative behind the scenes

shared with us:

Data privacy in our business means safeguarding all information we handle and ensuring it's only accessible to authorized individuals.

Why is this important? Because it's our ethical and professional duty! Clients trust us with their information, and failing to protect it can damage our reputation and lead to legal issues. Maintaining privacy is essential in our line of work!

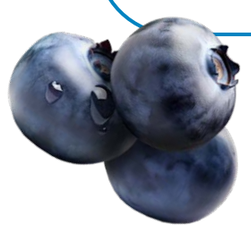
Ziad Othman — the Marketing legend

said:

Would you watch the new Avengers movie if it got spoiled?

Probably not! The same goes for marketing campaigns. No marketer wants their big reveal to leak before launch. Spoilers ruin the surprise and force brands to communicate too soon. That's why data privacy is crucial! Data sharing and transparency should stay among project stakeholders (including the client) to ensure success. All parties must respect and maintain data privacy, even with family, to keep information from leaking to the public or competitors!

Blueberry Picks



Haitham Darwish recommends: The War of Art

This book is a **great reference for creatives** to overcome inner struggles. The author explains that "resistance" stemming from procrastination or fear of change, is **a natural part of the creative journey.**

Resistance can only be conquered with work, discipline, and self-awareness, **turning it into creativity.** The author boldly claims: "It would have been easier for Hitler to start a second world war than to face a blank canvas!"

The message?
Conquering fear and inner struggle unlocks creativity and positively impacts your surroundings.

Answers You Need

How can we balance creative ideas while adhering to established regulations? 🎩

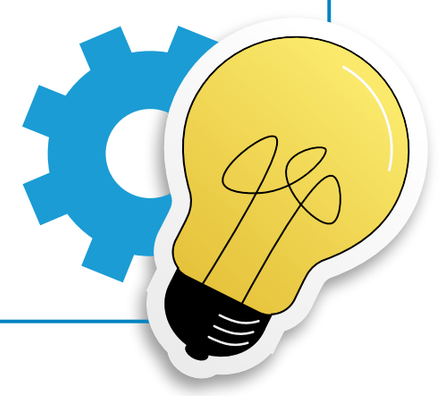
Sometimes, creativity and compliance feel like two sides in a game of tug-of-war..
Creativity is an untamed spirit, while regulations are the calm voice reminding you: Careful, there are rules to follow! ⚠️

So, here's how to walk that tightrope without falling off:

- **Compliance = a creative challenge:**
See compliance as a fun challenge, not a roadblock! Think, "We can achieve this goal within these guidelines!" This mindset sparks innovative solutions.
- **Build a "Creativity Sandbox":**
Set aside space or time to explore ideas without the pressure of compliance. This encourages risk-taking. Later, evaluate promising concepts against regulations.
- **Translate Compliance into Inspiration:**
Shift your focus from the "can'ts" to seeing regulations as creative constraints. Limitations often spark creativity. It's like writing a haiku!
- **Embrace the "Fail Fast" Mentality:**
Don't shy away from experimenting! Not every idea will work. Learning from failures can lead to breakthroughs. Just make sure to minimize risks in your experiments.
- **Celebrate Compliant Creativity:**
Shout out teams or individuals who balance innovation with compliance! Recognizing their efforts encourages others to do so.

Conclusion:
Balancing creativity and standards is an ongoing journey that requires courage to experiment and a team spirit committed to innovative solutions.

Do great things, but always remember:
Stay committed to what is required ⭐



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Marketeer Philosophy

We asked Adham Abbas

if he believes AI-based outdoor KVs are viable or if there are drawbacks to consider?

While AI is often seen as the next big thing to take over creative jobs or more! I can't shake the feeling that it will always be soulless. Sure, it can create stunning visuals and articulate messages, but real emotion is **a language only hearts can speak.** Genuine connection comes from a real heart 💔

Outdoor KVs featuring real people exude a sense of **authenticity**—something AI, no matter how advanced, simply cannot replicate. I'm not a fan of clients opting for **100% AI-generated KVs** with faces that don't exist in real life. It doesn't reflect progress, it feels downright superficial and lazy 🚶

Now, don't get me wrong. **I'm not against AI!** I use it daily. I just believe in using its power to enhance the real thing, **not replace it.**

Imagine showing a client a sketch for a KV, and they say, "Let's go with this, we don't need the final version." **You wouldn't like that, right?** So why are AI images okay? 🧐

Ever Wondered?

What's the origin of the word "Advertising"?

Derived from the Latin word "advertere", meaning **"to turn towards something"** 🤔✨ Originally, it simply meant drawing attention to something. Over time, the concept evolved, but the core idea remains: **advertising aims to capture attention for a product or service!** Be it a catchy phrase or visual, the goal is to make you pause, look, and give your full attention! 🌟📣

Social Clinic Tea

Every issue carries diverse flavors 🫐

We're happy to welcome **new talents**:
- Dima Al-Otaibi | graphic designer
- Abdulrahman Al-Indonesi | photographer & video editor
- Abdulmohsen Al-Nazha | multi-talented photographer
- Nizar Qaffas | graphic designer

Our artistic family is growing 🎨📽️✨

Cruise AROYA Sets Sail with the Stars! 🛳️❤️
Zina Imad, Abadi Al-Jawhar, and Tamer Ashour lit up the cruise launch with their voices 🎶

The Launch Party... A Spectacular Beginning 🌊
The AROYA ship is ready to set sail after a dazzling launch party attended by so many VIPs 🌌

Inspiring Visit from UBT Students!
The visit kicked off with a tour of the Social Clinic departments, followed by an inspiring talk on transitioning from university to a career in marketing and advertising. We wrapped up with personal experiences and a case study of a top client 👩‍🎓👨‍💼💼

NMC Kia has officially opened in Riyadh 🚗
We brought innovation to the capital with a remarkable marketing campaign.
We made it special for our partner's new branch, where quality and service truly exceed expectations.

You've been reading

Happy New Year