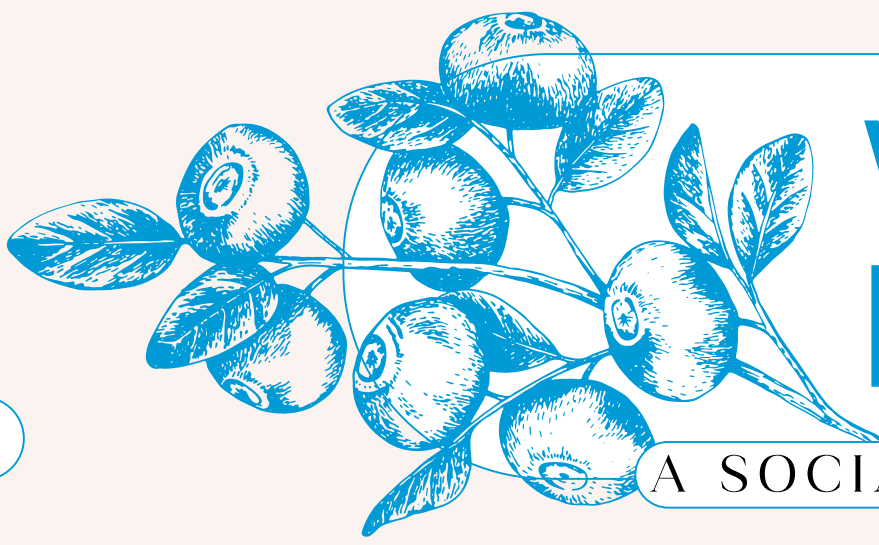




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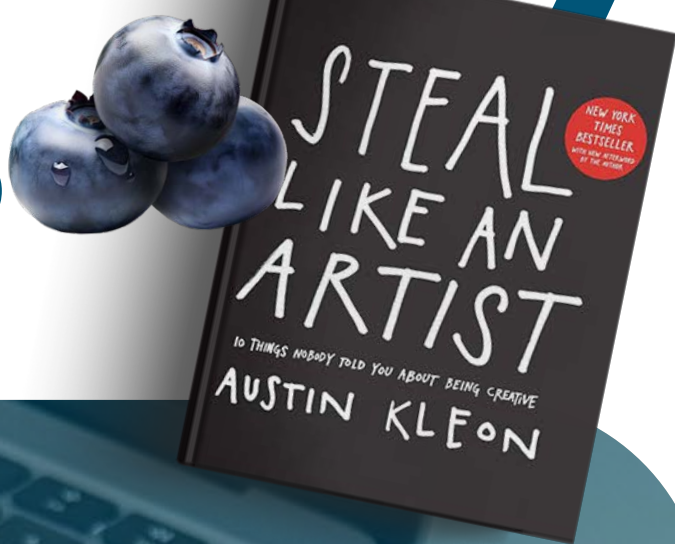
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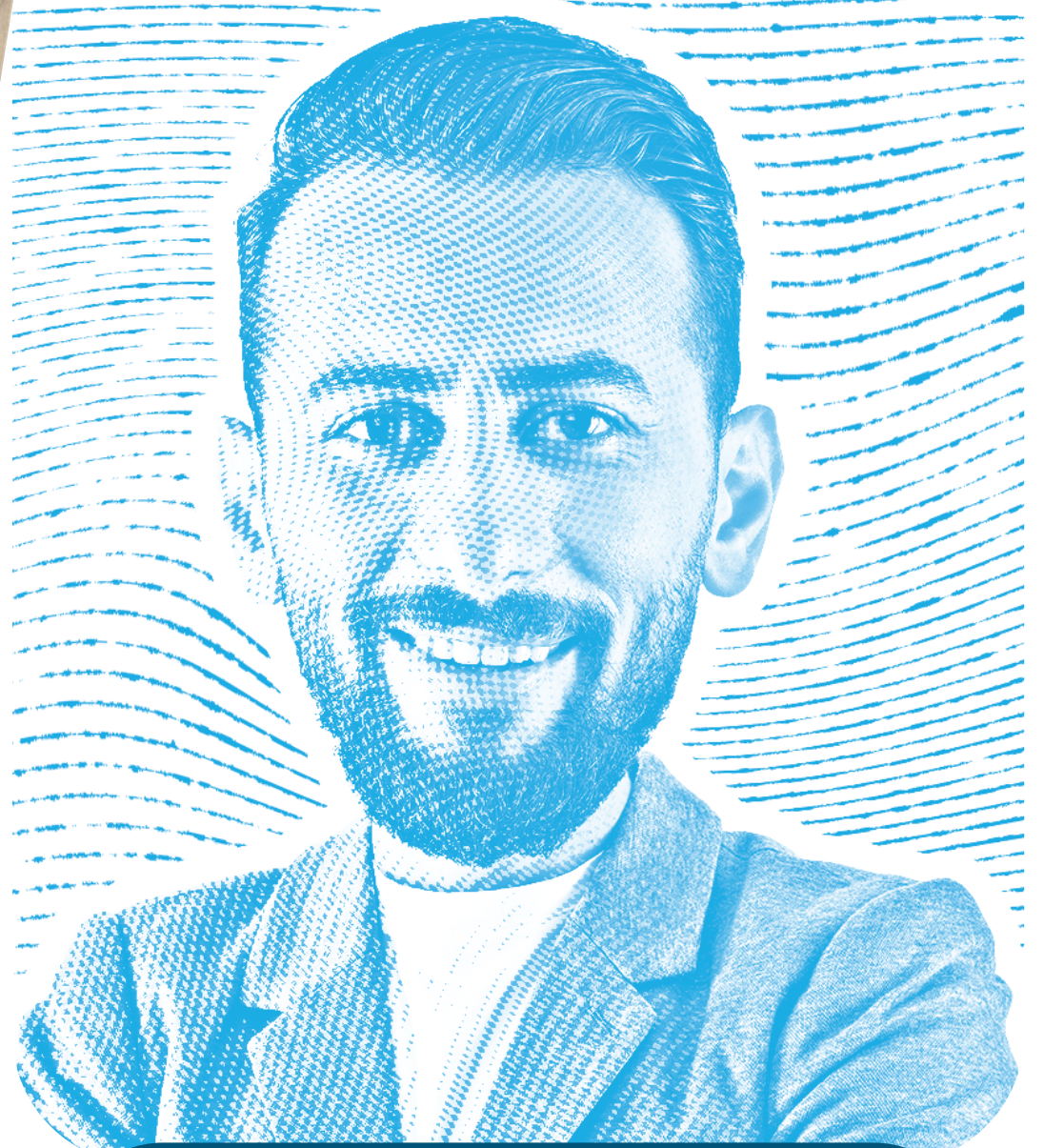
Kafy



Ever Wondered?

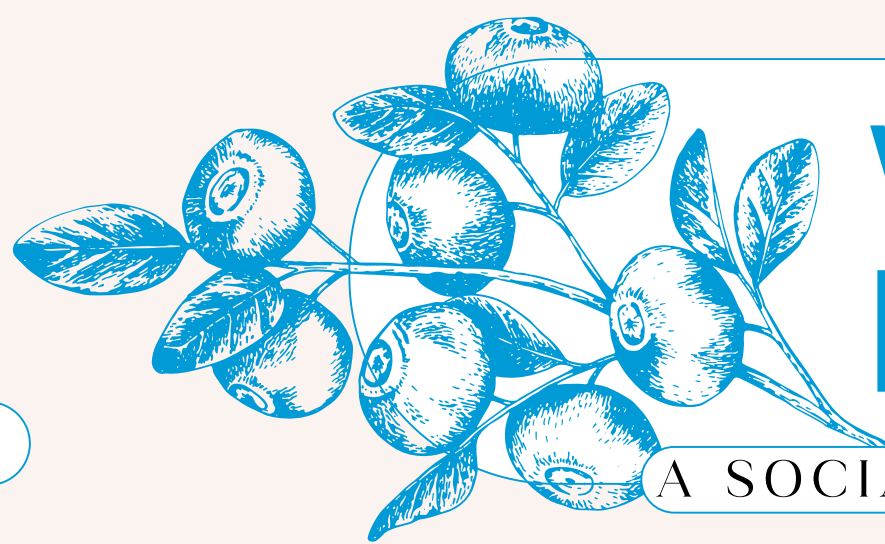


the Adventurous Trio



One Of Us

SHAWKAT AL NUAIMI



In this issue



SHAWKAT AL NUAIMI

The Art Behind the Ad

It all started with a very simple idea: **"Kafy is the solution to all problems"** 🍷

The client was thrilled right from the start, stating clearly:

"I want an insane comedic Ad!"

Our creative team sprang into action, ready to transform this idea into **an Ad that would tickle the funny bone in the most funny way.**

After brainstorming sessions filled with laughter and inspiration, we landed on a brilliant concept:

The story in short: A company launches an online competition, but due to a hilarious blunder, **9,000 people win instead of just one** 🤖

Now imagine the chaos when they all decide to storm the company uninvited to claim their prizes 🌟

The secret behind this creative execution? Every bit of this comedic adventure unfolds in one setting: **the CEO's office** 🧑. Amid the chaos outside, the camera zooms in on the manager, who sits calmly unbothered at his desk. Each time someone rushes in to explain the catastrophe, his responses are colder than anyone could expect 😏

The climax?

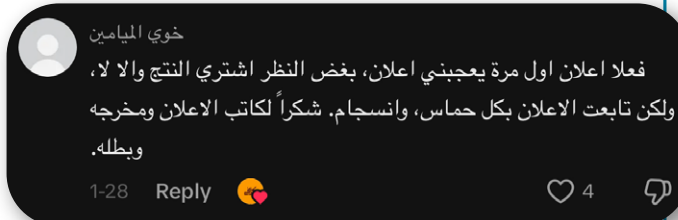
When the winner finally bursts into the office demanding his prize, the manager simply smiles and says:

"Man, you are the prize" 😏

But we didn't stop there! The Ad is peppered with **playful, thoughtful details** that give it a unique character:

- 👕 Clothes and accessories from the '80s
- 💻 An old computer that takes you back to the good old days
- 💡 Lighting and grain reminiscent of a classic movie scene

🎬 Even during filming, everyone was laughing on set! The entire team enjoyed every moment, and the director himself exclaimed, **"This is one of the most enjoyable projects I have worked on"**



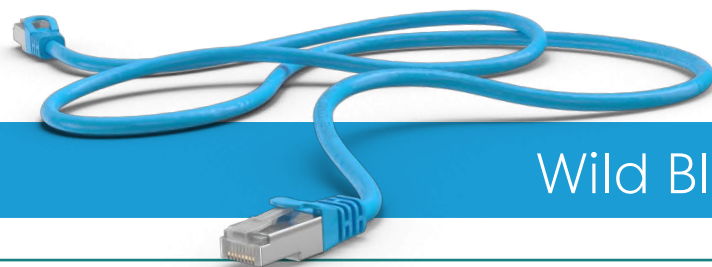
In the end, the Kafy Ad is more than just an Ad: it's **a light, enjoyable, and incredibly cool experience.** It captures the essence of Kafy in every detail and reflects one simple idea: **"There is nothing like Kafy!"**

Secret Spotlight

Today, we **spotlight** someone who began in the world of engineering, specializing in communications and electrical signals. Suddenly, they made a bold move!

Instead of connecting networks, they shifted gears to connect marketing ideas and strategies 🤖

Can you guess who? 🤖



One Of Us

Shawkat Al Nuaimi - the creative mastermind 🔥

Head of Creativity & Production—the one who keeps the chaos in check!

Shawkat started as a young artist who loved drawing and photography. Bit by bit, his passions grew—leading him into trade, investment, graphic design... **and finally, the world of production** 😎

His biggest project? The grand opening of Jewel Stadium—attended by King Abdullah himself (may he rest in peace)

Shawkat left Jordan for **a bold new adventure** in Saudi Arabia. And he wasn't alone—this cat lover adopted over 10 furry roommates, turning his home into a purrfectly chaotic haven 🐱

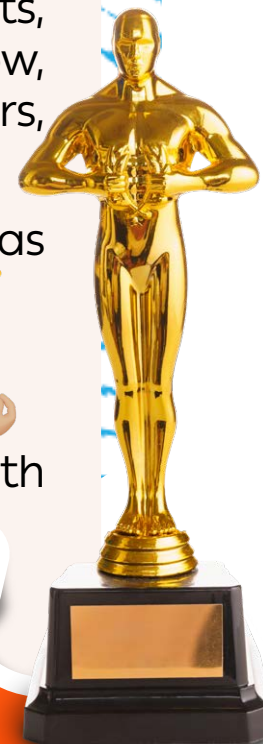
Shawkat's career is a whirlwind of success stories. He's worked with top-tier companies, tackled massive projects, and learned the **secrets of leadership** from the best. Now, he leads a dynamic team of over **50 creatives**, designers, writers, and thinkers who bring one vision to life.

"My dream? To win an Oscar" Shawkat's ambition is as big as his passion, and trust me, he's well on his way! 🏆

So, what's Shawkat's secret to success?

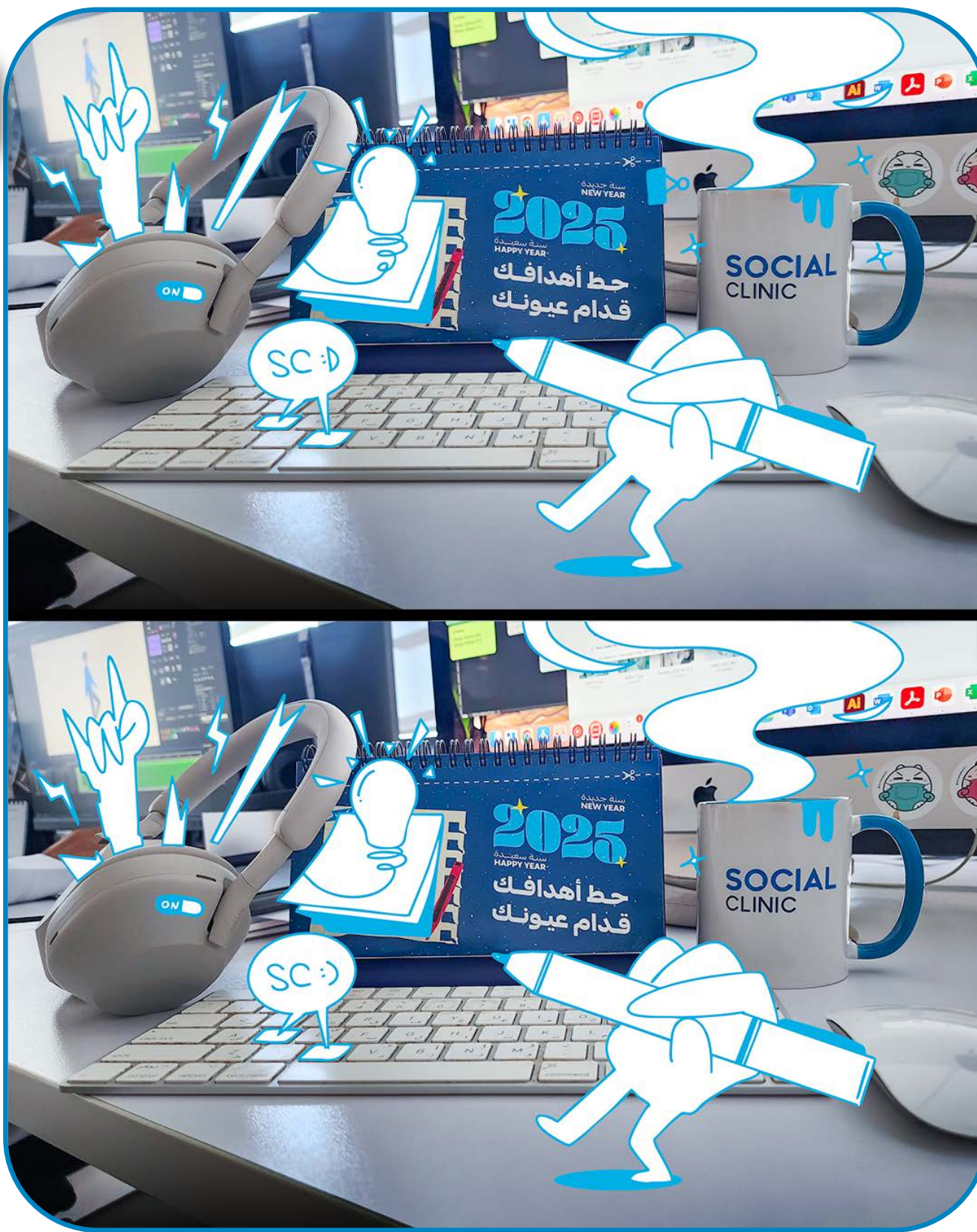
- Follow your passion- Don't just chase the paycheck 🍷
- Opportunities are fleeting, so grab them with both hands! 🌟

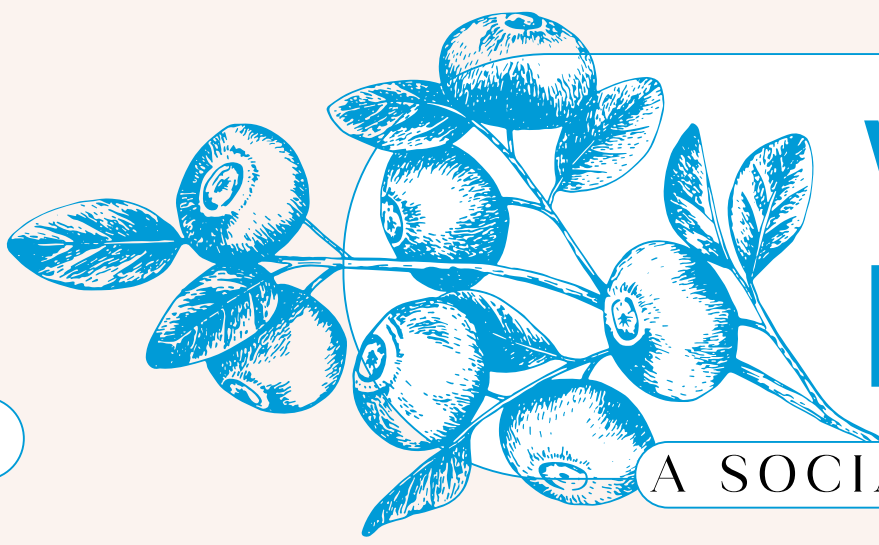
Because when you pursue what you love, **You'll reach the unimaginable!** 💖



I Spy with My Little Eye

Can you spot the odd ones out? 🕵️🔍





In this issue

The Authors' Riddle

I am a story born from a spark,
With creativity, I leave my mark.
Nine times I've spread my wings and flown,
Each issue, my voice has grown.
Now, ten issues near your view,
With dazzling tales shining through

Who am I?

Hint: I'm a monthly dose of inspiration!

Email your answers to HR

Previous riddle answer:
The fingerprint scanner



Fresh in The Market

Hold Up! Your Shopping Game Just Got Real!

Did you know that Live Shopping first started in China before spreading worldwide? Despite challenges like technical issues and logistics, it has proven to be a game-changer in the retail industry 🌟

So, what exactly is Live Shopping? 🤔

Imagine this: a dynamic blend of your favorite TV shopping channel with the thrill of a live concert. Your top hosts showcasing their latest products, answering your questions in real-time, and throwing in exclusive deals that will make your wallet sing "a little too much" 🎤 But here's the twist: this isn't passive viewing. You're not just a spectator; you're **an active participant!**

You get to comment your questions, share your excitement, and even connect with fellow shoppers who are just as pumped as you are. It's like a virtual shopping party, minus the awkward small talk.

This isn't some futuristic fantasy; it's an actual thing happening right now! Live Shopping **is taking the world by storm**, and it's easy to see why. It's **entertaining**, it's **interactive**, and it's **changing the way we shop**.

Buckle up and experience the future of retail better than what you imagined 🚀



Weekend Plans

Meet the Adventurous Trio ⚡ **Fahad, Abdulqader, and Faris** the ultimate weekend planners who redefine friendship through laughter and fun 🎉 This trio formed when two bold guys met one with hair, who's always ending up in the middle for photos 😂

Their bond deepened upon discovering they all share **January birthdays**, an uncanny coincidence that sparked a connection stronger than string theory!

Their journey began at **Century Burger**, where the chemistry was undeniable. From casual coffee runs to epic dinners, Saturday brunches became a cherished ritual. But being too spontaneous for obligations, their outings are **always an adventure** 🕒

Fahad's planning skills ensure every road trip is exciting, **Abdulqader's creativity** adds extra spark and Faris's infectious energy and blogging make each outing unforgettable 📝

Whether engaging in competitive card games (**where Fahad is the pro**) or embarking on unmatched road trips (**with Faris, our designated slow driver never takes the wheel**), they know how to have a blast 🍀



Their **unforgettable birthday celebration at AIJLa** stands out, showcasing how they balance fun with the occasional need for wife approvals! They even braved hot air ballooning together! 🎈

One important aspect that keeps them connected is their ability to **listen to each other without judgment**. Long-lasting friendships thrive on **mutual respect**.

With each adventure, the Adventurous Trio prove that friendship is the ultimate recipe for joy and living life to the fullest!

They recommend finding your own designated trio and going on spontaneous road trips 😎

Ever Wondered?

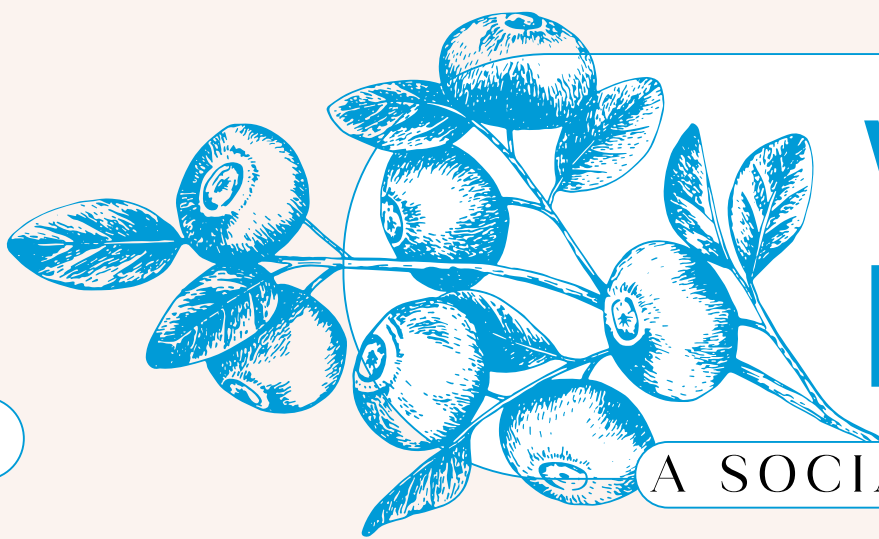
Did you know that the Marlboro Man, that iconic symbol of masculinity, was originally marketed to women? 🤔

Launched in 1954, Marlboro initially targeted a female audience. But then came a dramatic shift: the Marlboro Man campaign, embodying adventure and masculinity 🤠 This rebranding was a masterstroke, transforming Marlboro into a leading cigarette brand and cementing the Marlboro Man as a cultural icon.

However, as the health risks of smoking became increasingly clear, the campaign faced growing criticism. The Marlboro Man, once a symbol of cool, gradually faded away yet remains a powerful symbol in advertising history, raising ongoing discussions about the portrayal of masculinity and the impact of tobacco marketing.

This story highlights the power of effective marketing and how it can completely reshape a brand's identity.

Note: Several men who portrayed the "Marlboro man" in advertising died from smoking related diseases, including lung cancer and COPD.



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SOCIAL TALKS

We asked the team

What qualities do you believe define effective leadership?

Rayyan Jamjoom



Best Leader of The Year

clarified:

Effective leadership involves the ability to inspire a diverse group of individuals from various backgrounds and mentalities, guiding them to deliver corporate goals and business objectives. In my opinion, one of the most important skills for a leader is to cultivate a culture where team members feel inspired and believe in the shared vision. They should be motivated by the milestones along their journey, which is crucial for maintaining momentum.

Additionally, a leader must be genuine, prioritizing the interests of their team alongside their own. This can be challenging, as we are all human, but it's essential to genuinely care about your team's aspirations as much as you do about the business objectives and your personal goals. When the relationship between a leader and their team becomes imbalanced, it can undermine effective leadership.

Ahlam Bakheet



Think & Ink

expressed:

It's a special trait and a big responsibility. It's about inspiring and empowering others, bringing out their best, and constantly striving for growth. We often assume any manager can be a leader, but that's not always true. Leadership isn't automatic—it takes vision, effort, and the ability to lift others up.

They say every leader can be a manager, but not every manager is a leader—and that's where the real challenge lies. The best leaders create more leaders, shaping their team into confident, capable versions of themselves. And honestly, what's more rewarding than that?

Firas Nassar



The Reliable Creative

shared with us:

Leadership isn't just about having a fancy title. It's about truly knowing your team – their strengths, weaknesses, and what makes them tick. You need to create an environment where everyone feels valued and has the chance to shine. Being a good leader means finding that sweet spot between support and independence. You're there to guide them, but you also need to give them the freedom to figure things out on their own. Sometimes you need to step in, and sometimes you need to step back. It's all about finding the right timing.

At the end of the day, you're responsible for the results. That means having a clear vision, a solid plan, and a commitment to quality. Every decision you make should move you closer to the goal.

Rabab



The Spiritual Guide

said:

Effective leadership is defined by a blend of strong interpersonal skills and a deep understanding of team dynamics. Personally, I prioritize building positive relationships with my team, avoiding a bossy attitude that can create unnecessary barriers. Instead, I strive to be both understanding and assertive, fostering an environment where open communication thrives. I believe in giving my team the space to express their emotions, both personally and collectively. Keeping my door open encourages honest communication, ultimately strengthening my bond with them. Attention to details is also crucial: as a leader, it's essential to identify and analyze all aspects of a situation before taking action.

Blueberry Picks

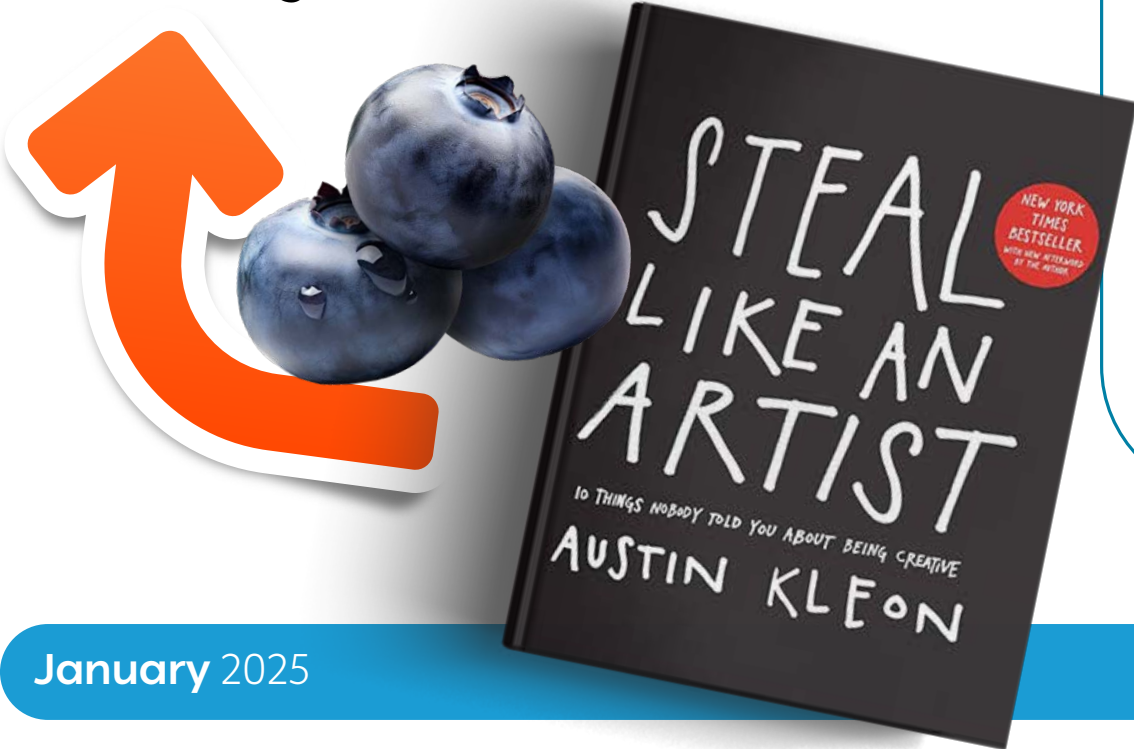
Mohammed Hammadah recommends Steal Like an Artist 🎨😊

I recently read **Steal Like an Artist**, and I just have to **recommend** it because it truly resonated with me. The main idea is that **"nothing is completely original."** It emphasizes that creativity isn't about starting from scratch; it's about taking what's already out there, remixing it, and making it your own.

I found it liberating to think that every great idea, from Picasso's art to the iPhone, builds on something that came before. **The magic happens** when you connect those dots in a way that's uniquely yours.

The book encourages you to let go of the pressure to be completely original ✨ and instead dive in, explore, and play around. The more you remix, the closer you get to creating something extraordinary 🧑🏻‍🔧

If you're looking for a boost in your creative journey, I highly recommend checking it out! 👍



Answers You Need

Did you know that tech fatigue is an ongoing issue many of us face, often without even realizing it? 🤖

In today's fast-paced corporate world, employees are bombarded with constant notifications, virtual meetings, and endless emails, leaving us feeling perpetually on edge. This fatigue doesn't just zap your energy; it can **also drain your creativity and diminish your job satisfaction** 🔄

For those in corporate jobs, the pressure to stay connected can feel overwhelming. The expectation to respond instantly and be available 24/7 creates a relentless cycle of stress and burnout. Over time, this can turn work from a fulfilling challenge into a tedious obligation, making you feel disconnected from both your job and personal life.

So, what's at the heart of this tech fatigue? It stems from excessive screen time, information overload, and blurred work-life boundaries. But fear not! A **digital detox** can be your ticket to reclaiming your mental clarity and energy ✨🧘

Here's How to Dive into a Digital Detox:

Set Clear Boundaries: Designate specific times to check emails and messages, so you're not constantly at the mercy of notifications 🛎

Create Tech-Free Zones: Establish areas in your home or office where devices are off-limits. Think about having a cozy reading nook or a designated lunch space to encourage real conversations 💬

Schedule Regular Breaks: Make it a habit to step away from your screens every hour. Use this time to stretch, take a walk, or simply breathe 🌿

Engage in Offline Activities: Rediscover hobbies that don't require technology, like painting, hiking, or cooking, that can reignite your passion and creativity 🎨🧑🏻‍🔧

By intentionally disconnecting from technology, you can refresh your mind, boost your productivity, and improve your overall well-being. So, what will your first step toward a digital detox be this week? Let's take that leap together 💡



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Marketeer Philosophy



We asked Mohammad Al-Ayoubi

Do you consider investing in a TV Ad spot as Ramadan approaches?

In short Yes ✅ TV Ads remain key during Ramadan in Saudi Arabia, even with the growing dominance of digital media. From a social perspective, **Ramadan is a time when families gather** in their homes after Iftar to enjoy TV programs, making it an integral **part of the season's traditions** 🌸

📺 This is the season when **TV channels** fiercely compete to offer exclusive seasonal shows and religious content, attracting high viewership during post-Iftar and Suhoor times. These special programs not only bring families together but also provide brands with **a unique opportunity** to connect with viewers through culturally significant messaging 💡

By associating with **trusted and high-profile TV content**, brands can build stronger emotional connections and significantly reinforce their reputation, positively impacting brand equity and recognition.

While we can't ignore the shift to digital media, TV's ability to create **a shared cultural experience** and reach diverse demographics ensures it remains an essential channel for solidifying brand trust 🌙



Why do we say "slept like a baby" when babies wake up every few hours? 🍼

Cosmic Curiosities

Social Clinic Tea

Every issue carries diverse flavors 🍷

January; A Month of New Beginnings and Achievements!

This month has been buzzing with exciting news and remarkable milestones:



- 🚀 An inspiring Tale!

Check out the new identity film for United Pharmacy, beautifully showcasing their values of hope, care, and trust.

- 🛒❤️ Welcome to the Family!

Panda, an E-commerce App, has joined SC Family! We're thrilled to be working together and excited to achieve wonders.

- 🎥 Now live: "Kafy" Ad!

We've filmed a captivating ad for "Kafy," showcasing the brand's essence with artistic photography and a touch of cinematic magic.

- 🚢 Behind the AROYA Cruise Scenes!

After months of planning, the Social Clinic team enjoyed the AROYA Cruise on its sailing trip, an unforgettable experience.

- 🏦 Banking Client

We're excited to welcome Emirates NBD as our new banking client.

- 🇬🇧 British Medical Care Launching Soon!

Get ready for the launch campaign of King's College Hospital London in Jeddah, elevating health care to new heights.

This was a month filled with incredible achievements, and we're excited to see what the rest of 2025 holds, Stay tuned! ✨



You've been reading



Until next time