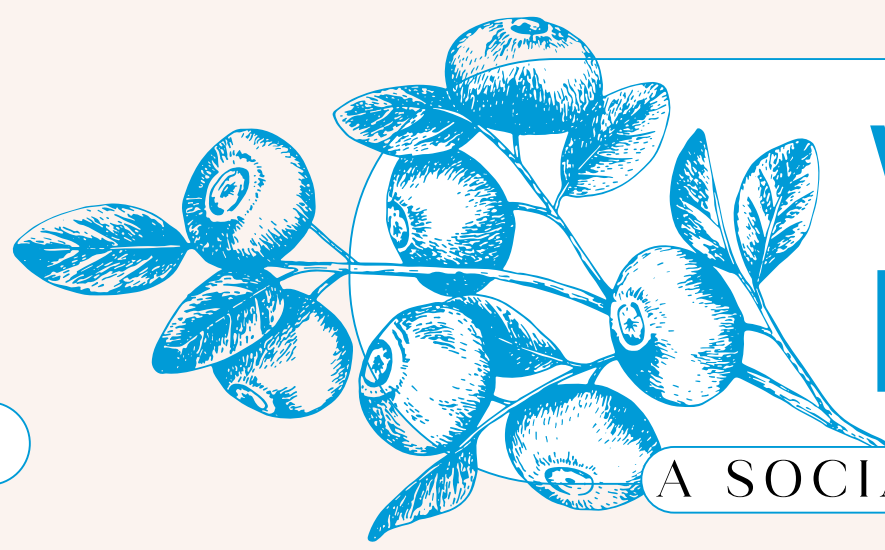




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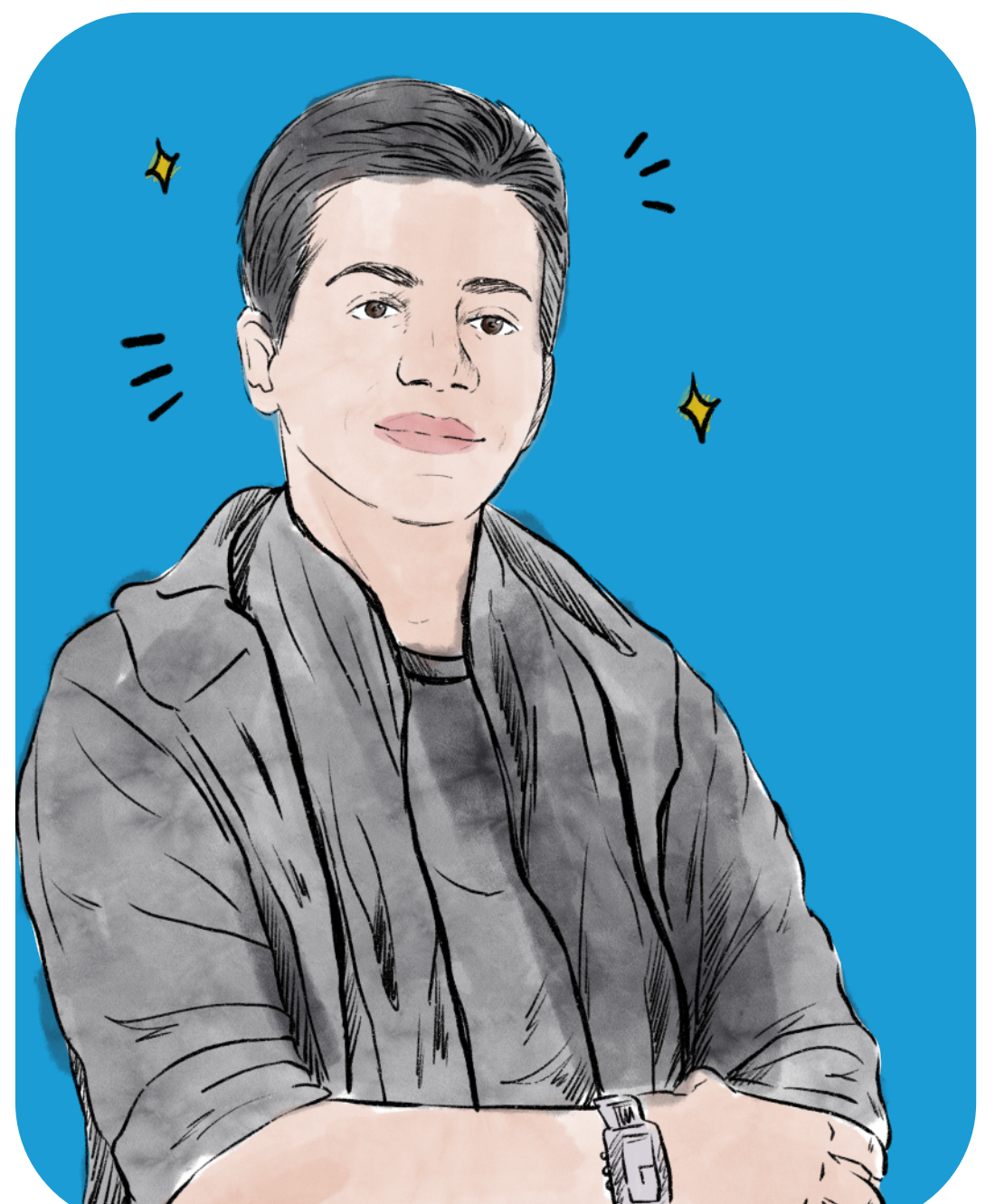
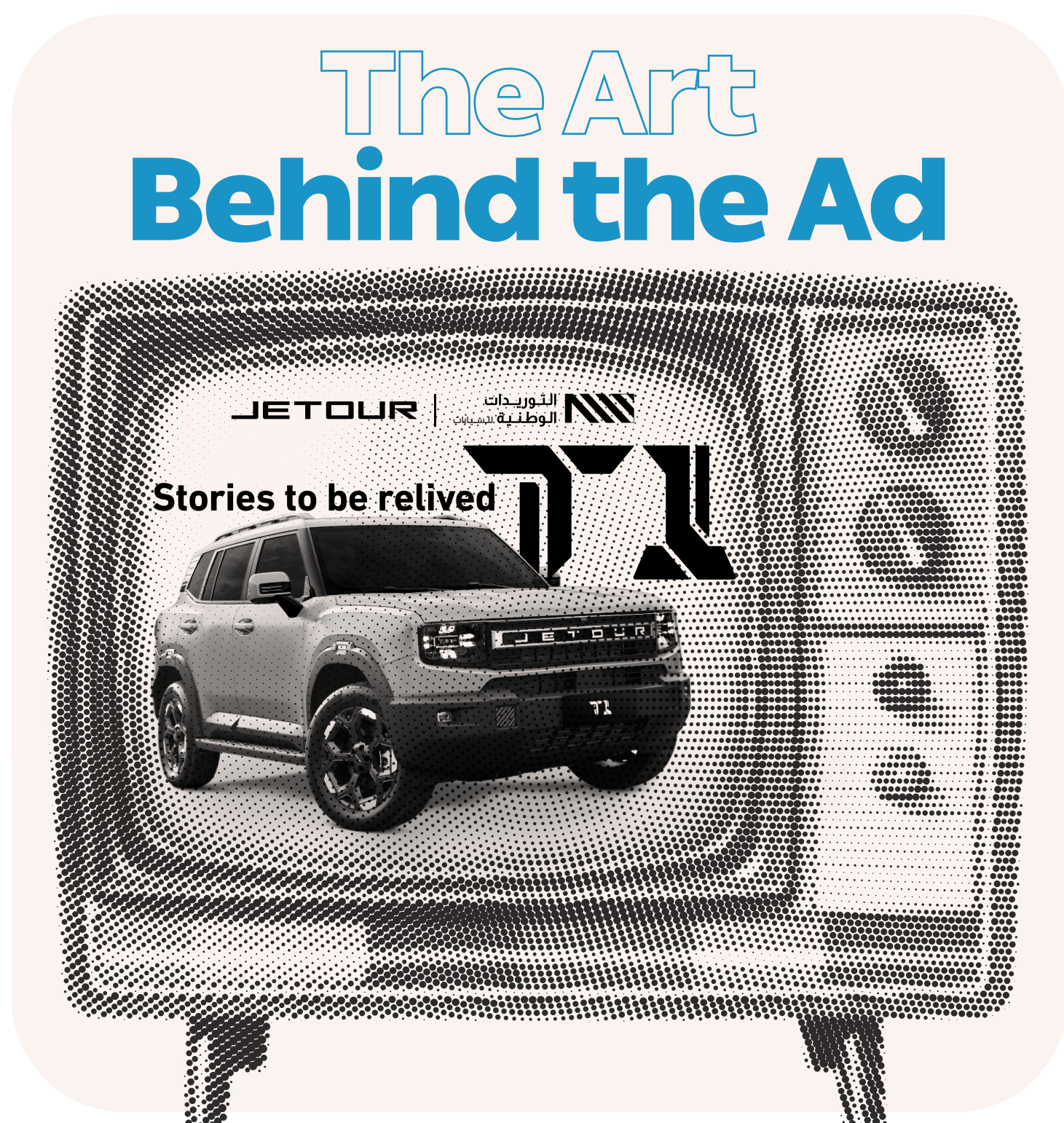
The 11th Issue

In this issue



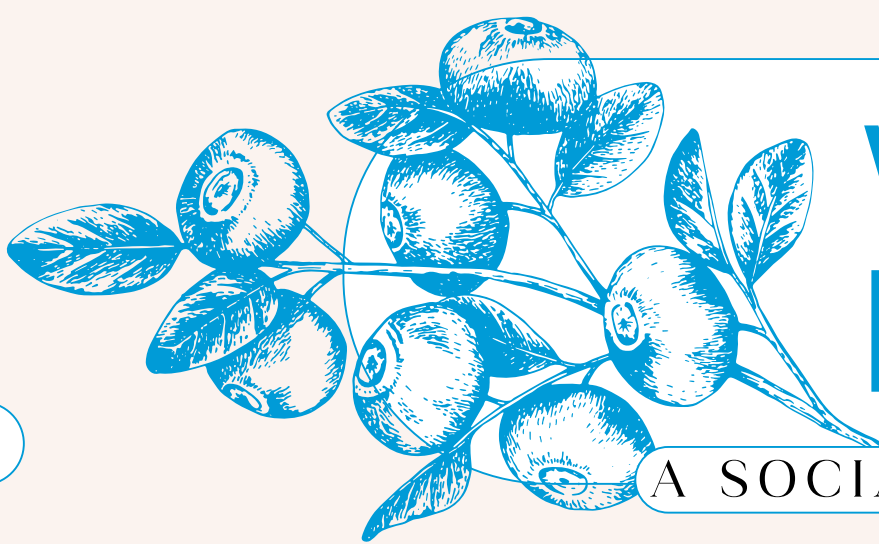
FEBRUARY

a month bursting with
joy and celebrations

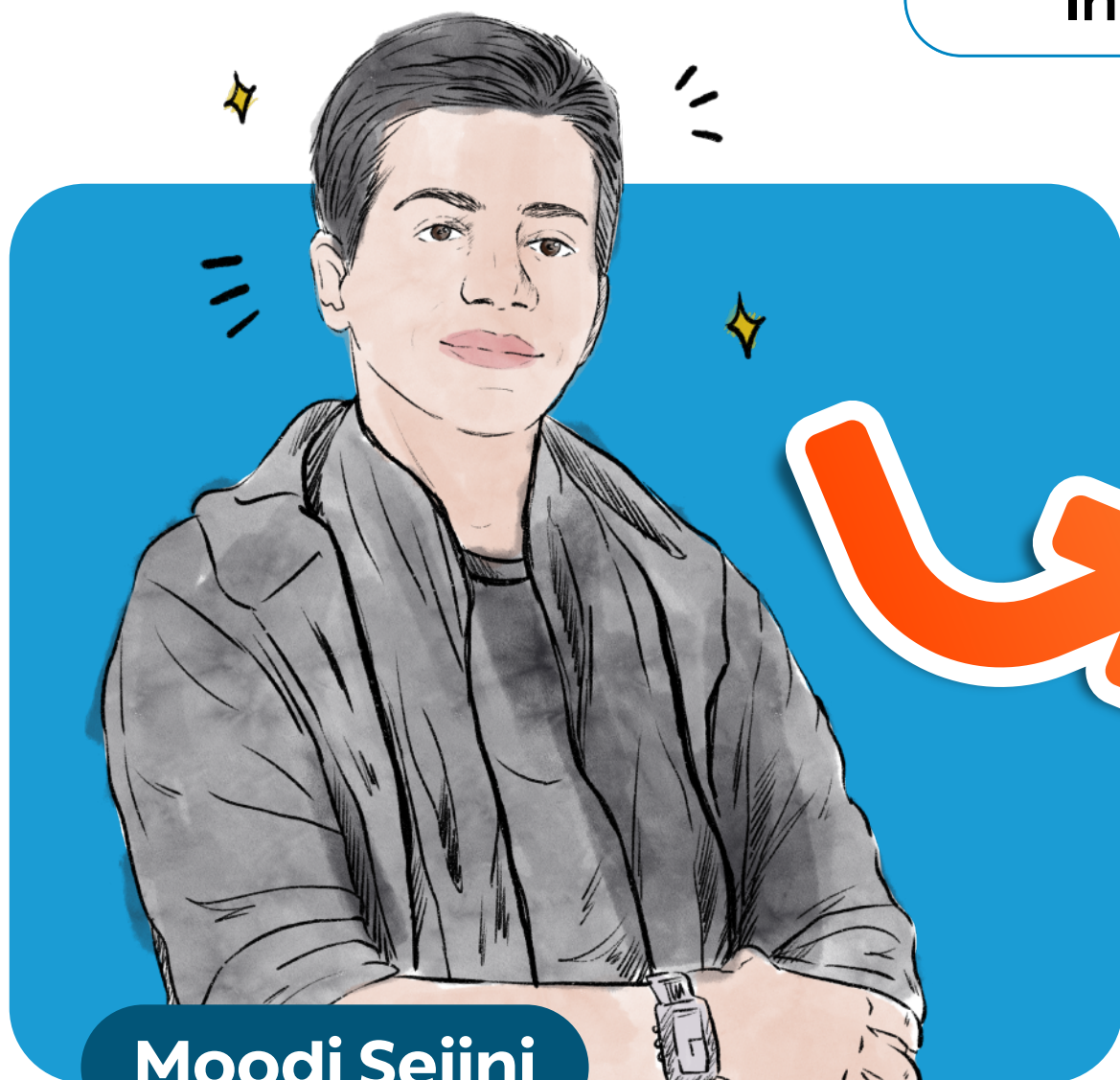


One of Us

Moodi Sejini



In this issue



Moodi Sejini

One Of Us

The voice behind the screen, ensuring every comment and query is handled with care. Though she studied graphic design, she discovered her passion in managing digital communities.

Her secret to success?

Communication. She believes "It's the key to a successful environment," **something she deeply values at Social Clinic**, where she's been a vital team member for seven years ✨

Away from the screens, **adventure is her lifestyle!** In Jeddah, she loves fishing, and in Riyadh, she loves hiking. She embraces life, rejects routine, and is always seeking new adventures and experiences as **"a free soul"** 🦩

Her unwavering principle?

Respect above all else 🙌

Her message to the world:

Enjoy your work, balance it with your life, and make it a passion, not just a job 🧑🏻💻

The most important lesson she's learned?

"Rely on yourself. You're the first and last support!" 🚢



Fresh in the market

Have you ever seen a product image and felt like you could almost smell or taste it? 🤤👃



That's the magic of **sensory marketing**, a strategy **Rhode**, the skincare brand by Hailey Bieber, has mastered to perfection 🍩

Rhode doesn't just sell skincare, they create an experience that **engages all five senses**. Instead of focusing on basic product features like hydration or softness, they've innovatively tied their products to indulgent visuals like honey-drizzled toast, warm cinnamon rolls, and ice cream topped with syrup.

These mouthwatering images **make you feel like you've already tried the product!** 💖🤤

The goal?

To craft a visual and mental experience that emotionally connects the audience to the brand. Ads are no longer just about the product, they've become engaging stories, giving viewers an unconventional sensory experience that builds their connection to the brand ✨

The result? 🤩

Media buzz, high demand, increased sales, a sold-out product, **and obsessed customers** 🔥

This is Rhode's secret. Its ability to develop its strategy brilliantly using **sensory marketing**.

The Art Behind the Ad

The T1 Launch

Every successful ad has a story, and the T1 story began with a unique brief:

how do we promote a new car inspired by the past and turn it into a piece that ignites our memories? 🤔

We accepted the challenge to blend the old with the new! The key? The memories themselves! 🎞️

We dove into the warm nostalgia of the 80s and 90s. The family gatherings, match nights, and those simple joys like a mom's loving touch! T1 became the link connecting these cherished memories to a sleek, modern car. **It was more than an ad; it was a time capsule!** 🕒

To evoke nostalgia, we brought in **beloved icons like Khaled Abdulrahman and Majed Abdullah**. Because they embodied that entire era! 🎤🏈



[Click Here!](#)



Behind every detail was a dedicated team that understood the Saudi culture, crafting words that resonated with everyone! Our brainstorming sessions felt like reliving our best childhood days! 🙌
The creative production team transformed these ideas into a visual masterpiece!

T1 Stories to be Relived



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SOCIAL CLINIC

February 2025

A SOCIAL CLINIC MAGAZINE

The 11th Issue

In this issue

The Authors' Riddle

A web of tasks,
Where "to-do" lists float in the air.
I bring the chaos into line, and make your
workday truly shine.
I track your progress as it grows.
With me, you plan, with me, you strive.
What am I, this digital guide, Where every
project can reside?

Hint: I rhyme with "banana" 🍌

Previous riddle answer
Wild Blueberries



Behind the scenes

A Creative Director's perspective 🎬

How Nike Crafted
an Ad That Left a Mark 🏆



In a world saturated with dreamy, polished ads, **Nike chose a different path.** They went against the tide, ditching perfection for raw, honest storytelling.

Their message?

Success isn't a highlight reel, it's a grind 🏗️

The creative process was intentional. No flawless shots or unrealistic promises. Instead, they showcased real people like everyday athletes, beginners, and global champions, each embodying the idea that **challenge is the only path to greatness ✨**

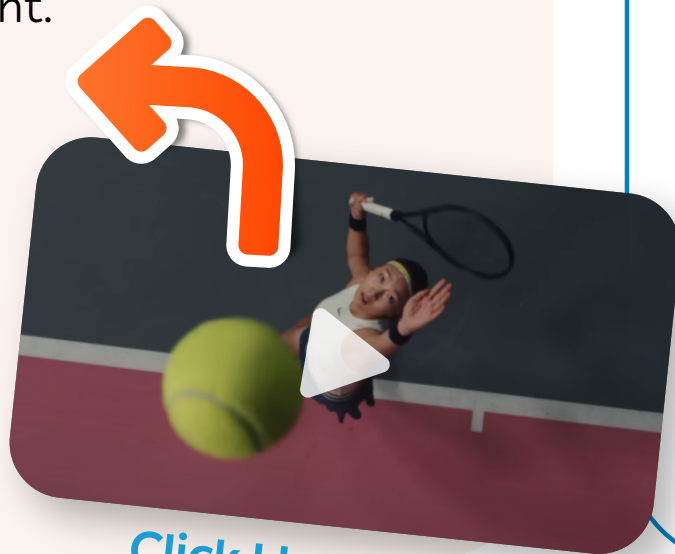
Nike's strategy was clear: inspire audiences to embrace difficulties, not avoid them. They weren't just selling sportswear, they were **selling a mindset of resilience and victory.**

Behind the campaign's success was authenticity. The team focused on relatable stories of struggle, failure, and triumph, avoiding over-the-top-drama or superhero narratives.

The result? **The audience didn't just watch the ad, they became part of it 🤝**

Using #KobeMindset, Nike sparked a global conversation. People shared their own journeys of grit and determination, turning the champion into a movement.

This wasn't just an ad; it was proof of Nike's philosophy. Once again, they proved they're not just a brand, they're **a mindset, a lifestyle, and a source of inspiration for anyone chasing big dreams 🌟**



Click Here!



Weekend Plans

A pure Saudi weekend

Lina Al-Dosari | Bint Al-Qabila 🐪

Founding Day weekend was pure magic! I wore the Asiri dress and a golden headpiece, joining the vibrant street celebrations filled with joy and pride. I soaked in the authentic atmosphere, savored traditional treats, and captured a moment with the majestic Arabian falcon.

Bandar Al-Shamrani | Our Talented Singer 🎤

The day began with family.. dressed in traditional clothes, immersing ourselves in every detail of the celebration. We documented every moment, and I ended the day with a musical session with friends, filled with national melodies 🎶

Joury Badr | The Insightful One ✨

After months without personal time, I celebrated Founding Day at home, finally diving into long-awaited books and binge-watching series. It was a balanced weekend with festive joy and a much-needed energy boost 😊

Ever Wondered?

Did you know the phrase '**Diamonds are forever**' wasn't just born, it was made? 💎

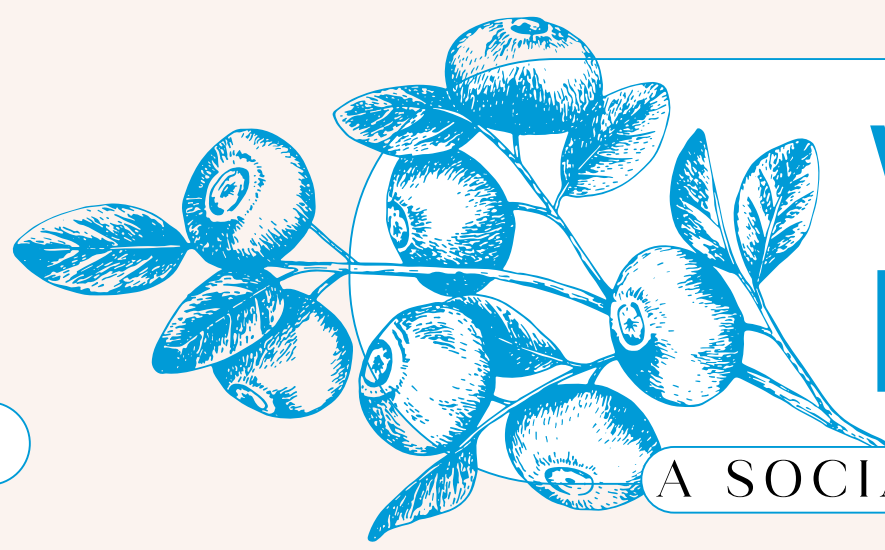
Back in the 40s, **diamonds were just another gemstone.** But De Beers changed everything. They teamed up with N.W. Ayer, and created the iconic slogan '**Diamonds are Forever**' 💎

This campaign transformed diamonds into the **ultimate symbol of eternal love.** It wasn't about the stone, it was about the sentiment ❤️

Over time, people began to focus on the '4 Cs' cut, carat, color, clarity **to make sure our love sparkled just right ✨**

Today, more than 80 years later, **diamond rings remain a timeless symbol of love and commitment.** Not because they're pricey, but because De Beers and N.W. Ayer wrote the ultimate love story, and we're all living in it. **They didn't just sell diamonds, they sold us forever ∞**





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SOCIAL CLINIC

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The 11th Issue

In this issue

SOCIAL TALKS

We asked the team

How do you navigate generational differences in your work life?

Abdulhadi Alnajjar



The Dynamic Creative

clarified:

I learn a lot from my older colleagues, which helps me connect with them and benefit from their experience. You'd think knowing their mistakes would help me avoid them, but I prefer learning from my own. The upside? I catch mistakes faster now before they escalate. It's made me realize that advice only truly makes sense when you've lived through it.

Deema Alotaibi



TikTok Legend

expressed:

I admire the older generation's passion and experience, though I wish they'd understand my humor and pop culture references more. Design preferences are where we usually differ, but open communication bridges the gap. Generational differences make our workplace dynamic, and I'm always open to learning from others.

Fahad Albloushi



Zen Master

shared with us:

Honestly, the generational differences have completely faded into the background for me. Maybe it's the nature of our industry, where staying on top of trends is non-negotiable for everyone. We're all in the same boat, constantly learning and evolving, whether we're Gen Z, Millennial, or beyond!

Maha Abbas



The Problem Solver

said:

Working with people of all ages and backgrounds is a rich experience! You pick up new words, understand fresh perspectives, and connect with the current vibe. The age gap disappeared for me when I realized how aware and insightful the younger generation is. They've become my office besties! I love debating, discussing, and just listening to them. I might not say it often, but I'm proud of them and our diverse work environment!

Blueberry Picks

Adham Abbas recommends:

"Ad Review" by @hadyBassionyOfficial

If you're **obsessed with Egyptian ads**, you **NEED to watch this video!** 'Ad Review' cracks the secret code to advertising brilliance!



This video dives deep into the evolution of Egyptian ads, revealing the hidden gems that make them unforgettable! 💎

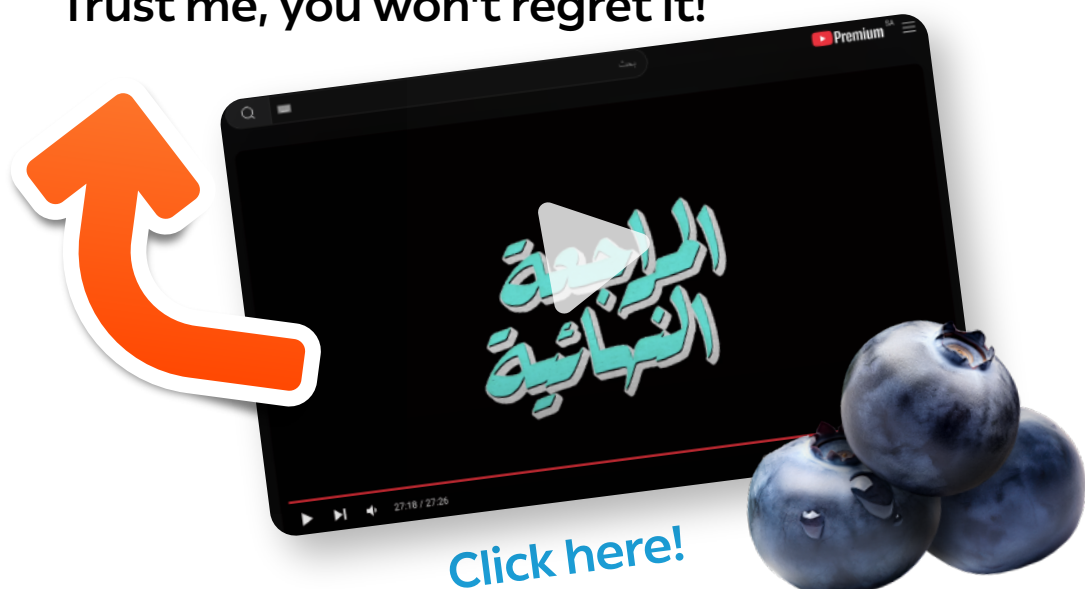
It takes us from the golden age of cartoons into the 60s to today's focus on relatability.

In the past, ads often featured Western models, but today's approach emphasizes local connections, **making the impact much stronger**. The comedic style that emerged in the 2000s showcased real people and brought in big names, enhancing relatability and effectiveness ★

The video also explores how a thriving ad agency operates, detailing the roles of team members and the journey of creatives to becoming full-time directors! 🎬

If you want to level up your advertising game, 'Ad Review' is a must-watch! 100 It's insightful, engaging, and will ignite your creative spark! 🔥

Trust me, you won't regret it!



Meme of the month

Adham in the 70s researching to direct a turtles documentary ad by wearing a ninja turtle suit.

Answers you need

How can we balance AI with authenticity and maintain the human touch? 🤖💡

Have you ever wondered how to harness the power of AI without losing your unique voice? 🤖💡 As we embrace the wonders of AI, it's crucial to remember the value of the human touch in our work. While AI-generated content offers incredible convenience, relying on it too heavily can compromise quality, originality, and genuine connection.

Why Balance is Key 🔑

The ease of generating content with AI is tempting, but over reliance can lead to a loss of that personal touch that makes your work truly unique.

Here are some friendly solutions to keep things balanced:

- **AI as Your Starting Point** 🚀

Use AI as a brainstorming buddy to kickstart ideas, gather research, or draft outlines. Add your human expertise to refine the content and infuse your unique voice!

- **Fact Checking and Editing** 🧐

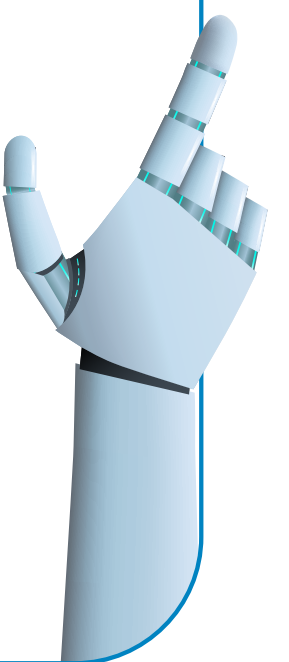
Always fact-check and edit AI-generated content. Remember, AI is a tool for assistance, not a replacement for your judgment. Your keen eye ensures accuracy and quality!

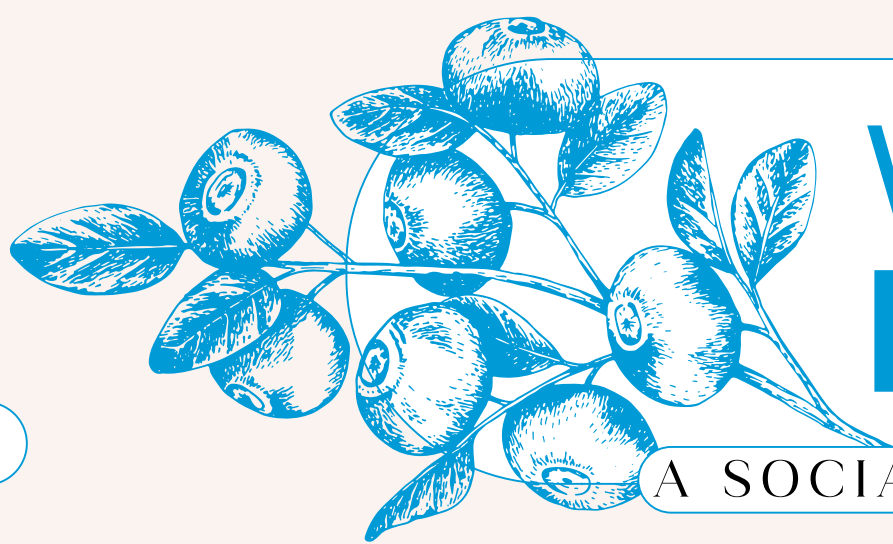
- **Maintain Originality** 🎨

Avoid copying AI-generated content. Let it inspire you to create something original and authentic that reflects your style and ideas.

- **Emphasize Human Oversight** 🧑

Human oversight is crucial in AI projects. Think of it as a partnership: AI enhances your capabilities, but your insights and creativity are irreplaceable.





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SOCIAL CLINIC

February 2025

A SOCIAL CLINIC MAGAZINE

The 11th Issue

In this issue

Marketeer Philosophy



Storytelling in Marketing: The Modern Approach by Nader Rezk

In today's fast-paced, content-saturated world, capturing attention is harder than ever 📈

Advertising has moved beyond catchy slogans or eye-catching visuals, it now requires stories that take consumers on a journey, making them **feel, think, and engage**.

What makes a story powerful?

♥ **It resonates emotionally**

Stories create a bond between the brand and the audience, making people feel like they're part of the narrative, not just passive recipients of an ad.

💡 **It differentiates the brand**

In a crowded market, a strong story gives your brand a unique identity, making it memorable and more than just a product or service.

💡 **It inspires action**

When the audience connects with a story, they naturally engage with it.. sharing, discussing, and even becoming loyal advocates for the brand.

In short, storytelling transforms advertising from a sales pitch into a genuine relationship.

Cosmic Curiosities

Where do all the missing socks go? Is there a sock dimension? 🧦



Social Clinic Tea

February was a month bursting with joy and celebrations ✨❤

- 🌟 **Farewell, Fabulous Year!** We said goodbye to an amazing year with our annual EOY event, celebrating challenges and embracing new beginnings!
- 🚗 **Jetour T1:** Our campaign blended nostalgia with innovation, creating a cultural moment in the automotive world that exceeded all expectations!
- 📡 **Team Growth!** We welcomed remarkable new talents and celebrated well deserved promotions, recognizing the brilliance that drives our success!
- 🐼 **"Groceries Is Our Game" A Panda Win!** Our campaign with Panda was a success, solidifying its position and achieving our objectives with style!
- 🌟 **"Choose Happiness"** we launched this campaign in collaboration with Mobily, featuring a music video by artist Rashed Al Majed that beautifully captures the essence of Ramadan!
- 🇸🇦 **Founding Day:** We celebrated heritage with a delightful lunch and unique festivities featuring the employees kids' dressed up, capturing the essence of our culture!



I Spy with My Little Eye

Can you spot the odd ones out? 🕵️🔍



You've been reading



Until next time