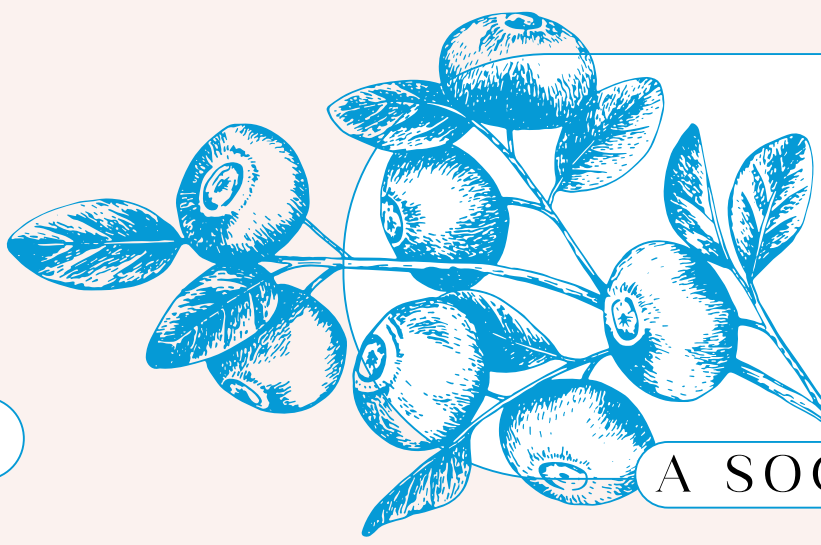




Wild Blueberries

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The 12th Issue



Happy anniversary!

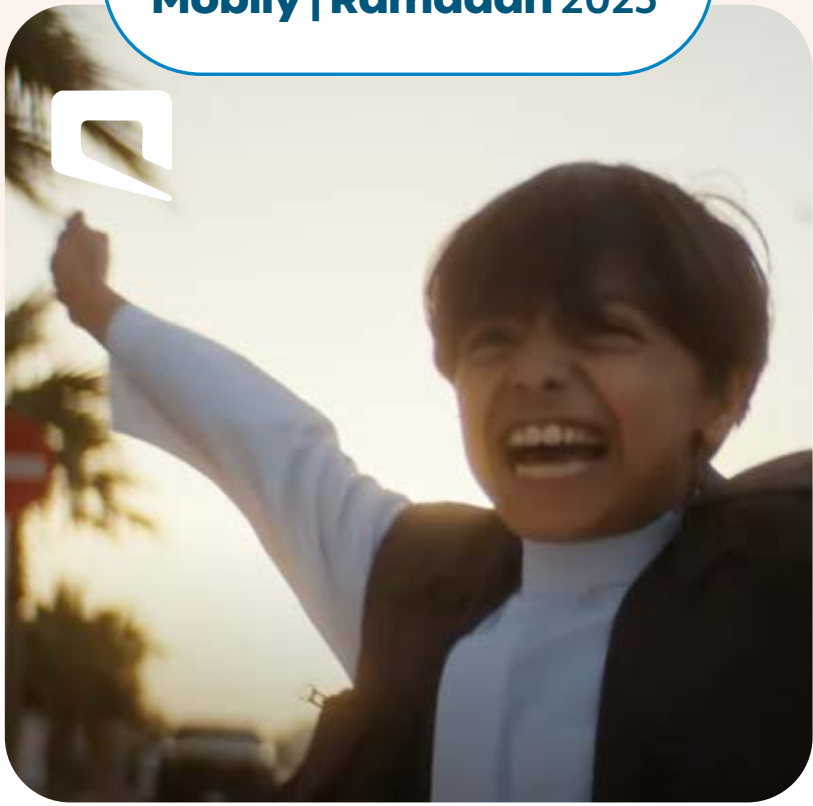


The Authors' Riddle

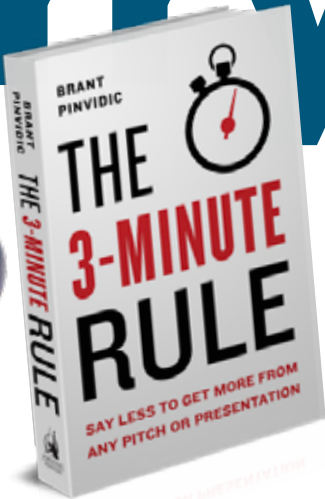
The Art Behind the Ad

Choose Happiness

Mobily | Ramadan 2025



Blueberry Picks



The April issue of Wild Blueberries is something special



Ever Wondered?



One Of Us

HATOON



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Celebrating One Year of wild blueberries



Buckle up, SCers! This month, your favorite little blue magazine is turning ONE!

To celebrate this milestone, let's share the inspiration behind our name.

You might envision perfectly manicured blueberry fields, but wild blueberries are a different breed 🌿 These little ones thrive in rocky, windswept terrains, facing tough weather, battered by storms, scorching sun, stubborn soil and on top of that they deal with critters too! yet they always bloom ✨

They're the rebels of the berry world!

Their resilience is truly inspiring! And that's the magic behind our name 🚂

Our incredible team, "the SCers" embodies this spirit. Just like those tough berries, our SCers tackle the wild challenges of the advertising world: tight deadlines, creative blocks, and unexpected client requests.

They don't just survive those, they thrive in them, support one another, and deliver dazzling work 🌟 Today, we celebrate a year full of uninterrupted berry harvests!

Here's to another year of growing wild and blooming beautifully 🌱

Your most preferred picks among the berry crop

A year ago, we started picking the best of our berries— and today, we're celebrating the harvest with you 💙

We chatted with **Rafa Jamby, "The Research Guru"** ⚖️ about a topic that left a lasting impression on her

In the fifth issue, one topic really caught my attention: the origin of the word "branding." I've been familiar with the term since college, but I never considered its roots 🤔 When I read about it, I discovered that the word has an ancient origin and isn't just a modern concept. This insight opens the door for me to engage a discussion with others in the field or stimulate a conversation with anyone 😊

Hamed Al Dahri "Dialogue director" 🗣️ What is your favorite pillar in the magazine, and why?

I love "Social Talks." As our family grows, it's hard to catch up with everyone, but this section shows how the brilliant minds at Social Clinic operate. Success isn't just about technical skills; it's the philosophy and mindset that truly set us apart 🌟💖

I also always check "Social Clinic Tea" mainly because I love tea

and want to stay updated on our latest news and partnerships 😊

We asked **Renad Al-Jahni "Talents Radar"** 🗣️ What's your favorite author's riddle?

She said her favorite was the 4th issue riddle, and the answer was AC 😊



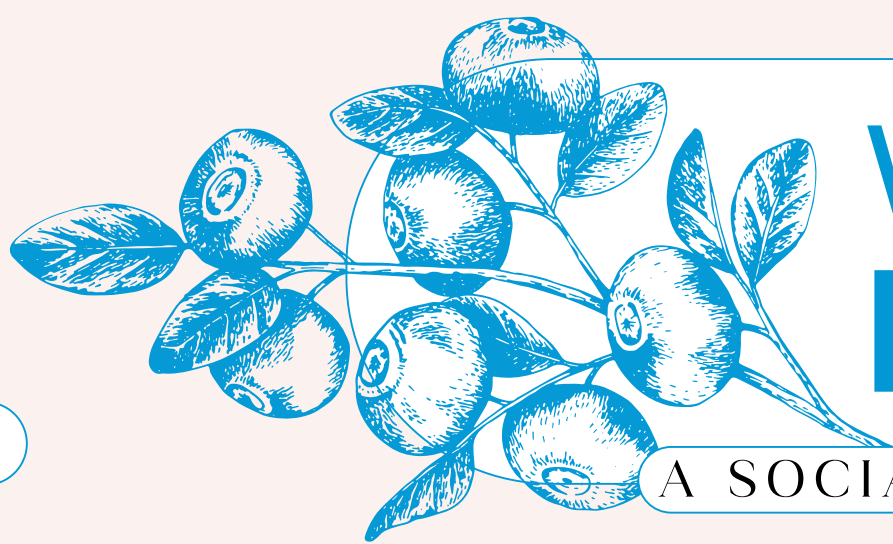
Meme of the month



Cosmic Curiosities

Which came first, the color orange or the fruit?





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HATOON



One Of Us

In this special issue, meet **Hatoon** 🦋
English Copywriter, Licensed Coffee Roaster,
and the creative soul behind our magazine!

Hatoon's journey is anything but ordinary. From a curious child writing episodes for Tash Ma Tash (convinced her dad would send them in) to a creative young mind sketching her poetry to a talented coffee roaster.

Starting as an intern at Social Clinic just a year ago, she now leads Wild Blueberries. But her passion doesn't stop.

Outside the office, you'll find her **sketching poetry or blasting Metallica**. Inspired by her dad's fearless approach to life, Hatoon lives by one rule:
"Experience everything, limit nothing."

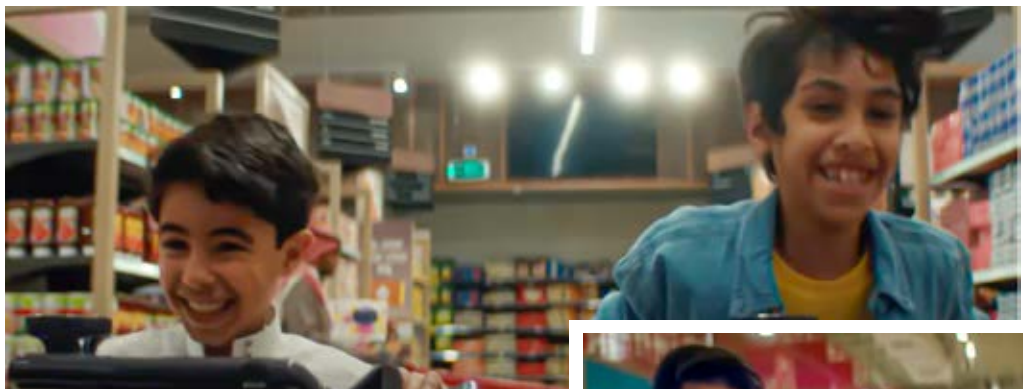
Hatoon's wisdom? **"Blessings come in unexpected ways. So, always trust the journey."**

Her dream destination is a lovely island in Italy, but she let us in on the secret that it's her retirement plan.

As for what's next? Who knows? But one thing's certain: with Hatoon at the steering wheel, Wild Blueberries is in capable hands 🌍🌟



The art behind the ad



Choose Happiness

Mobily | Ramadan 2025

This year's Ramadan with Mobily was a truly special collaboration, allowing us to experiment and create something truly exceptional. More than just an ad, **we aimed to craft a message with genuine impact** Mobily's vision this Ramadan went beyond connectivity; **it was about fostering a personal connection, a rediscovery of the child within** 🧒🌟 That inner spark, the very essence of joy, is a light we must nurture throughout our lives. It teaches us to be happy, to dream without limits, and to savor every moment 🌟

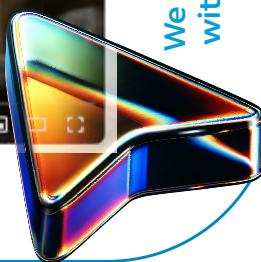
We crafted an ad that gently awakens this often-forgotten part of us, beautifully brought to life by Rashed Al Majed 🎵.

to listen to that inner voice 💬
to laugh freely 😂
and to embrace the present like the child in you would 🧒

Our message with Mobily was simple yet profound: The joy we felt once remains within us...
Choose happiness, no matter how old we become.



We invite you to watch the ad and reconnect with that pure, unfiltered perspective 🧒



The author's riddle

This worker never clocks out, despite having no office 🏢
He keeps every digital item secure and open 🗝️
Lost a file in the depths of time? He's always the hero reclaiming it all...
Hint: It lives in a cloud ☁️

Share your answer with us through email to HR
Previous riddle answer: Asana





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Marketeer Philosophy

We asked Maha Abbass

Why the role of equity campaigns & building a brand is just as important as selling?

Maha shared her strategic perspective:

Not every campaign aims to sell. Some say, 'hey we're alike!' These campaigns build relationships and make you feel connected to the brand."

For example, Zain brings you together during celebrations 🎉

Coca-Cola reminds you of happiness 🥤
and KitKat simply says, "Take a break" 🍫

They don't push you to buy; instead, they say, "We're with you, and we understand you."

In this way...

The connection becomes stronger than the sale, linking you to the meaning more than the product itself.

That's what keeps a brand alive in your memory.

What campaign made you love a brand and its products before you made a purchase?

SC tea

A Year of Blueberry

From our first issue, Blueberry Magazine has grown alongside us. We eagerly anticipate each month's release, finding ourselves within its pages; it has become a cherished ritual.

Our Growing Team

We welcome:

Rakan Al-Joufi
Account Manager - Riyadh

Malek Suleiman
Creative Production Team - Jeddah

Abdulrahman Al-Sandoubi
Art Director - Riyadh

The April issue of Wild Blueberries is something special

light, sweet, and filled with delightful surprises 🌟

A Special Mission to Italy 🇮🇹

The production team is off to the capital of pasta! Stay tuned for exciting updates without revealing too much.

Post-Ramadan Reflections 🌙

Ramadan has passed, but its spirit lingers. We're adjusting our routines just a bit of coffee and focus, and we'll find our rhythm again

"Ramadan Along the Horizon" 🌅

We created a unique iftar experience aboard a cruise, and its impact resonated throughout the month

A New Ad in the Works ☕

We're slowly crafting an ad, and all we can say is: **something is brewing**





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SOCIAL TALKS

🔊 We asked our SCers what success means to them in our industry:

How Do SCers Define 'Success'?

Basma Bakker

Our Padel Star

expressed:

Success starts with loving what you do. Passion fuels creativity and resilience, especially during challenges. After 7 years in advertising, I decided to reconnect with what inspires me. This career shift was a bold personal achievement, bringing me closer to work I genuinely love. That's the essence of success!

Luai Canoe

The Design Legend

clarified:

Design is more than a job; it's a passion. For over 20 years, this love for visuals has shaped my career. Success isn't about awards; it's about making an impact. It's when a client says, "That's exactly what we needed." Each project is a chance to learn and inspire, creating work that resonates emotionally.

Bushra Alghamdi

Copywriter at Sea

shared with us:

Success is when my words positively impact lives and convey a clear message about solutions that meet people's needs. In marketing copywriting, this means deeply understanding the brand, studying competitors, and creating emotional connections with the audience. It takes curiosity and openness to change. I always remind myself that "less is more" and to view my work with fresh eyes.

Raghdah Bin Dhafer

The Big Heart

said:

For me, success isn't just about numbers or achievements; it's rooted in ethics, respect, and the relationships we build. By celebrating each other's efforts, we create a positive, collaborative environment. True success comes from growing together and supporting one another, unlocking doors to great opportunities for all.

Blueberry Picks

Book of the Month: "The 3-Minute Rule" Recommended by Faris Madani ✨

Looking to improve how you pitch your ideas?
This book is a game-changer...

It will make you rethink how you present your ideas. How do you **convince your manager?** **How do you excite your team?** **How do you sell to your clients?**

It's all about delivering simple messages with fewer slides but a powerful impact! 🍷
So, how do we achieve this strong effect in the easiest way? 🍷
One of the most powerful tools in the book is **the WHAC Rule.**

🍷 **What, How, Are, Can** 🍷

W.H.A.C Rule

What's your idea?
What's the concept
you're proposing?

Are you
confident about it?
Do you believe in it
enough to stand
behind it?

How does it work?
What's the logic or
mechanism behind it?

Can it be done?
Is it realistic and
actionable?

These questions change your thinking and guide your creativity 🍷
Despite their simplicity, they can take you far. It's not just a presentation technique, it's a mindset shift.



Answers you need

The Fear of "Bad Ideas": Embracing Failure as a Catalyst for Creativity

Let's face it: working in the creative field often feels like walking a tightrope. The fear of sharing a "bad idea" and facing the awkward silence can be restricting 🍷 When our ideas feel personal, a lukewarm response can sting. **The pressure to deliver award-winning work can lead to paralyzing perfectionism**, killing the playful experimentation we need in our fast-paced industry 🍷 **Here's the secret though** ✨ Many "bad ideas" are diamonds in the rough, waiting for a little polish... To overcome this fear and unleash creativity, we can create an environment that encourages all ideas, even the wildest ones! **Here are some steps to follow that could help:**



**Celebrate
Idea Sharing**

Recognize those who
contribute unconventional
ideas, regardless of the
outcome



**Ask "Why Not?
instead of "No"**

This question can spark
innovative solutions.



**Encourage Small
Experiments**

Not every idea needs to be
perfect. Simplicity can lead
to great breakthroughs.



**Separate the Idea
from the Person**

A failed idea doesn't reflect
on the individual.



**Reframe Failure as a
Learning Opportunity**

Every idea that doesn't work
offers valuable lessons. What
can we learn?

Note: By fostering a playful atmosphere, we can transform the fear of "bad ideas" into opportunities for creativity and innovation! ✨



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Fresh in the Market

Real Life Streamers Are the New MVP!

Forget traditional celebrities; the advertising world has entered the era of Real Life Streamers (IRL)! These streamers showcase their everyday lives, the mundane, the funny, and the relatable, creating fiercely loyal communities around their authenticity ✕

What Was the Old Play? ← BACK

Brands previously relied on polished lifestyle bloggers or perfectly curated YouTube stars. While effective, they often felt aspirational and distant from everyday consumers.

The New Meta: Authenticity Wins 🎭

IRL streamers offer genuine connection. Their raw, unscripted content feels like chatting with a friend. Imagine a streamer sharing their honest thoughts while testing a new coffee machine or giving real-time feedback on tech products. It's not just an ad; it's a relatable experience.

What Are They Doing? ✨

Smart brands are leveraging this trust by:

Organic Integrations:

Streamers naturally include products in their streams; like a snack they genuinely love or tech that makes life easier.

Behind the Scenes Access:

Brands give streamers exclusive access to events and products, sharing unfiltered experiences with their audience.

Community Driven Campaigns:

Engaging viewers in polls, contests, and co-creating content fosters excitement and ownership.

Why It's Fresh: 🚀

IRL streaming prioritizes trust and relatability over polished aesthetics, leading to deeper connections and more impactful brand messages. The real world, unfiltered, is the next big thing in advertising!



I Spy with My Little Eye

Can you spot the odd ones out? 🕵️🔍



Ever 🤔 Wondered?

Ever seen a beautifully crafted ad and wondered, "How long did that take?"

Let's take a little trip down marketing memory lane and see how the approval journey used to be...

Back in the day, the process relied on actual paper 📄

Yes, physical proofs of ads, brochures, or even a single line of copy **would go on a field trip!**

It would start with the creative team, move to the legal department, pass through sales, and finally reach the big boss, each stop requiring a signature, and there was always the chance of a whole new round of revisions 🙌 This journey could take days, sometimes weeks.

Documents would get lost, delays were common, **and the famous response was always, "It's on someone's desk"** 🙌

So, the next time you see a campaign launch at lightning speed, remember that times have changed...

and speed is the hallmark of this era 🚀



You've been reading



Until next time