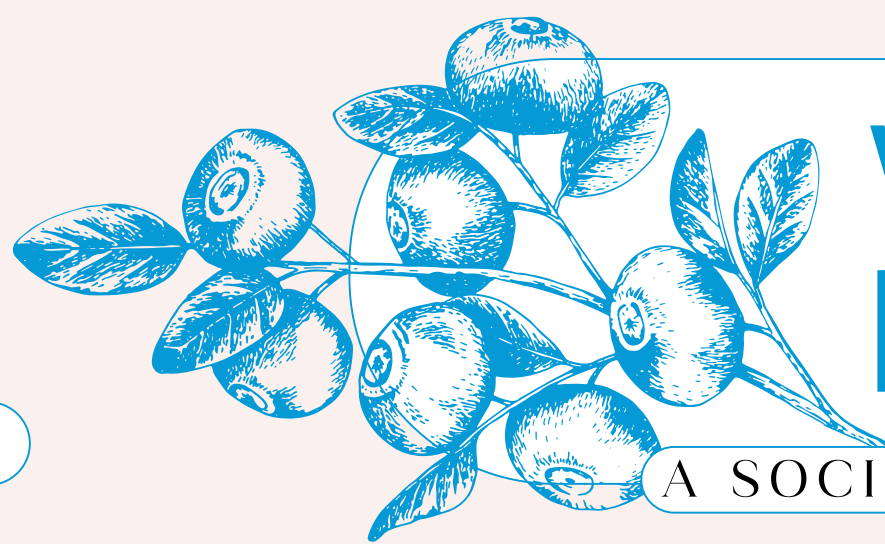




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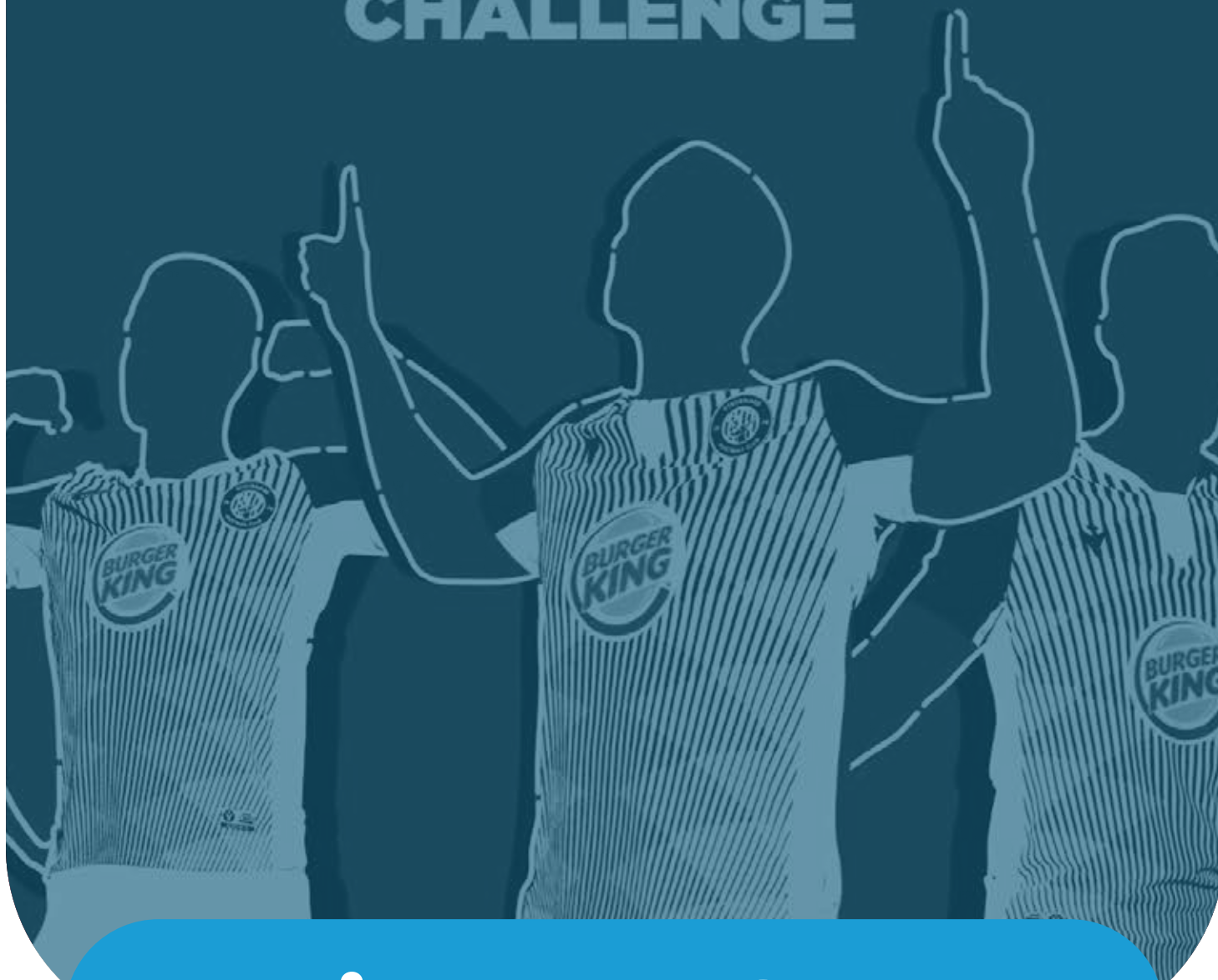
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★★★★★ STEVENAGE CHALLENGE



Behind the Scenes

The Art Behind the Ad

Yalla Cruise
يلا كروز؟



Blueberry Picks

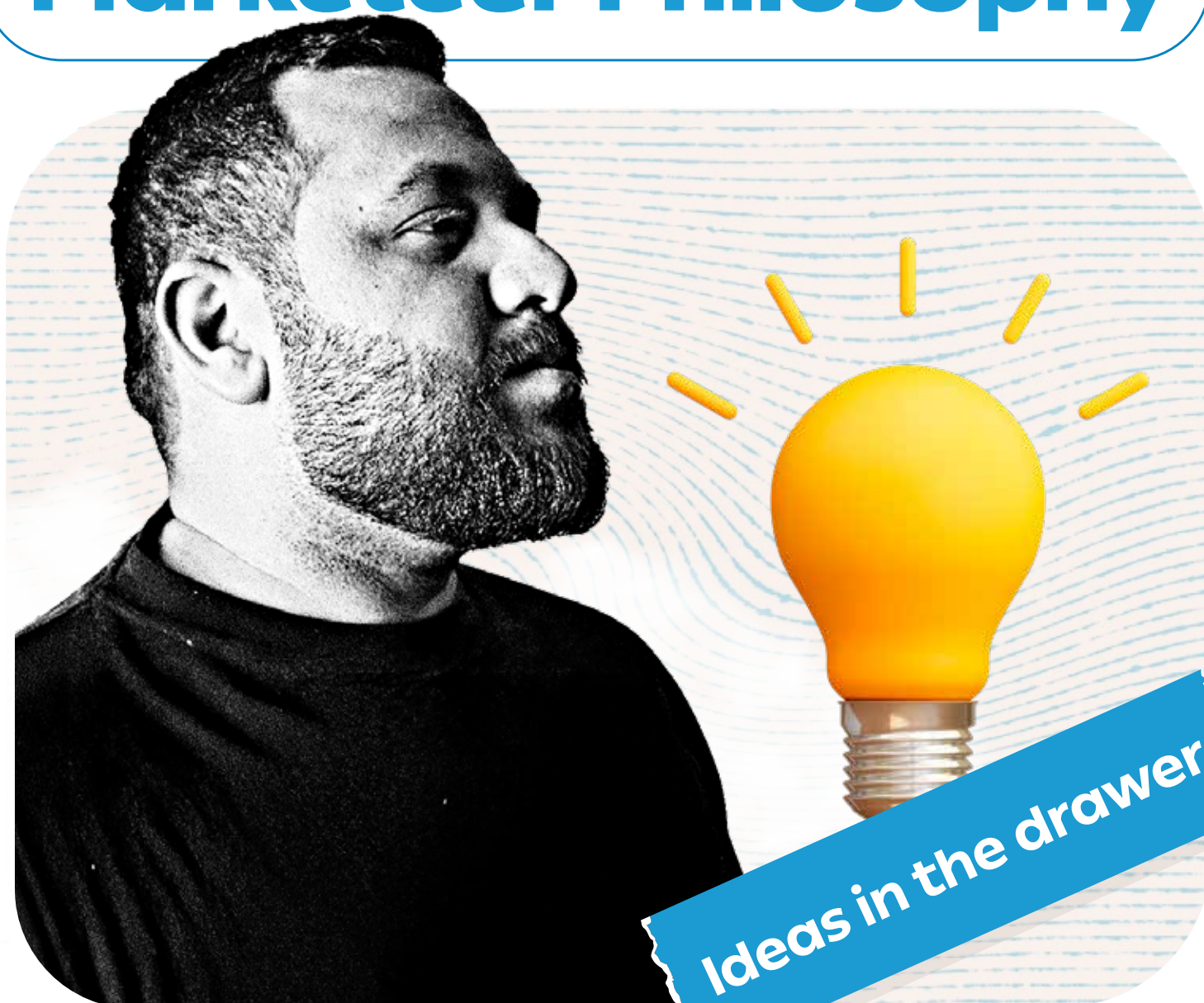
THE BIG SHORT



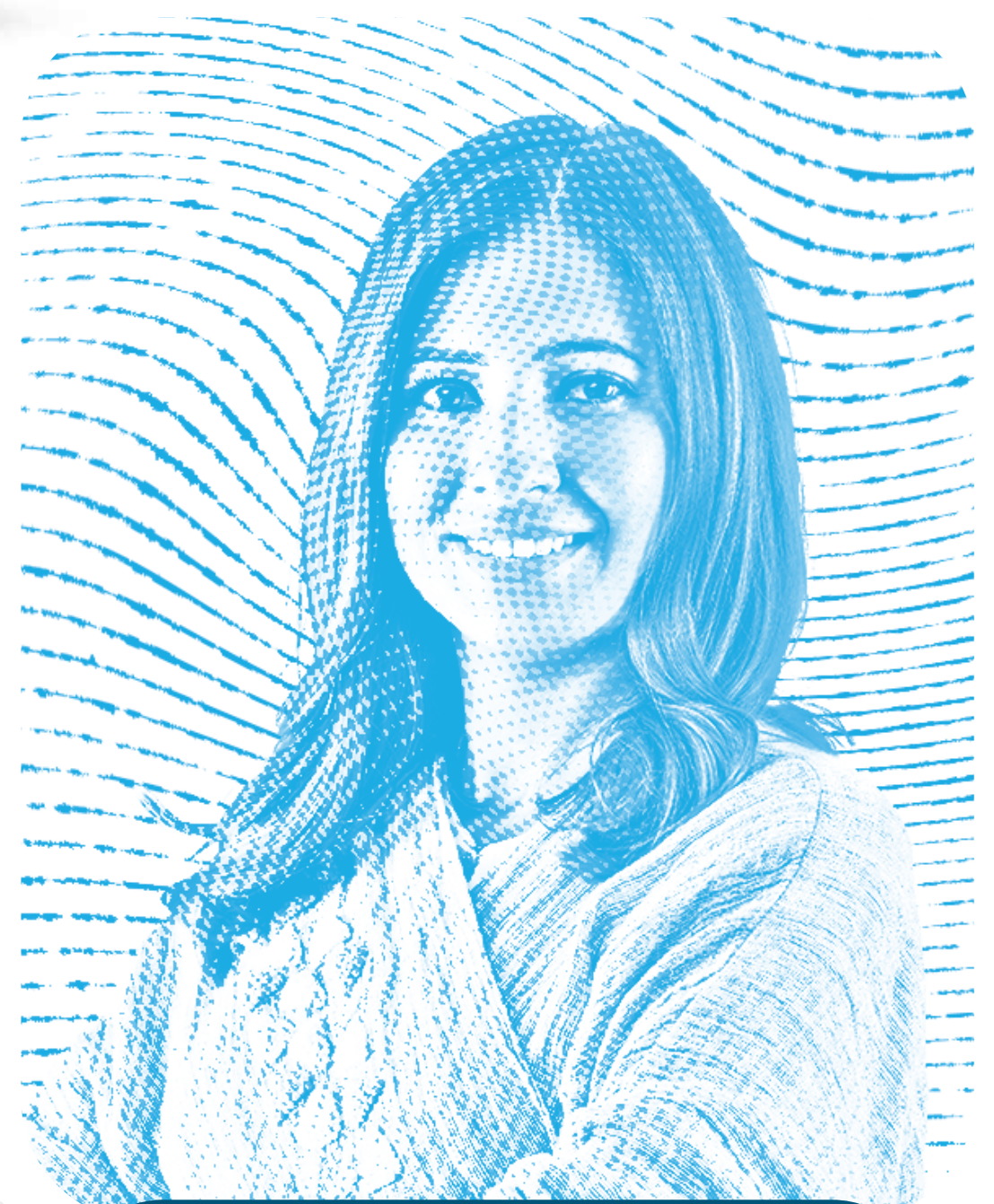
Ever Wondered?



Marketeer Philosophy



Ideas in the drawer



One Of Us

Riem Al Azem



Wild Blueberries

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Riem Al Azem

The author's riddle

Where ideas are born,
And coffee's our fuel,
We chase the new,
With a purpose driven crew 🧑‍💻
If ideas don't bloom,
We'll try again soon!
With better insights in a colder room!

Hint: It always takes place in an icy cold room ❄️

Can you guess?

Email your answer to HR
Previous riddle answer: Box

Meme of the month



Ibrahim Alwan

Since day one he has been wondering "how can I approach the creatives with this brief 🧐"

One Of Us



Riem Al Azem joined us in 2016 when the team was small but ambitious. Rising through challenges, she's now our **Client Services Director** ✨

She guides her team with support and growth opportunities while ensuring top-tier client service 🙌

What matters to Riem?

Clarity, appreciation,
and room for creativity.

After hours?

It's a "work in progress", for now she enjoys calming beach visits and complex puzzles 🧩
And time with her daughter Serena ❤️

📅 Her weekend balances friends (Thursday), family (Friday), and the beach (Saturday).

She's planning a trip to 🇯🇵
and just picked up on tennis! 🎾

Favorite escape? Hawaii 🌴

Amazing beaches, food, and weather.

If you know Riem, you know she loves to celebrate others and takes pride in seeing people succeed which is why she can be tough at times, always pushing her team to bring out their very best.

Her principles?

She believes in honesty and kindness, even in small things.

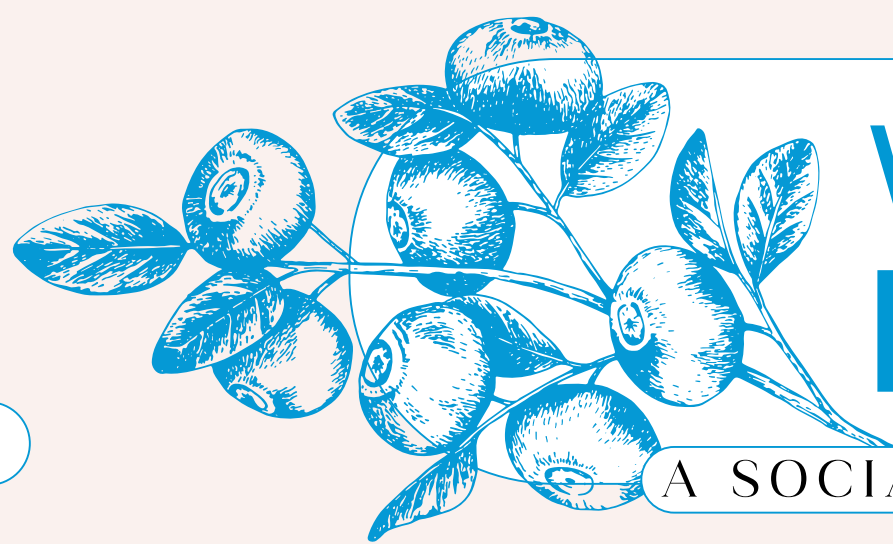
A life lesson?

"Live your todays, don't stress tomorrows."

Cosmic Curiosities 🤔

If a tree falls
alone in the
forest, does it
make a sound
if there's no
one there to
hear it? 🌳 🤔





click here

Fresh in the Market

Ray-Ban Meta glasses: Are These the Coolest Shades Ever? 🕶️

Ever seen a tech product and immediately thought, **"I need that!"**? That's the vibe Ray-Ban Meta is serving, a perfect blend of iconic style and cutting-edge tech 🧐

Forget bulky, awkward smart glasses. **Ray-Ban and Meta** have teamed up to create eyewear that's as fashionable as it is functional.

Think classic Ray-Ban frames, but with a secret: **they're packed with innovation** 👁️ Imagine capturing **your adventures hands-free, live-streaming your best moments, or having a personal assistant right on your face!** 🤖✨



Why It's a Game-Changer:

Ray-Ban Meta nails the style factor, making smart glasses desirable to a wider audience. **It's not just tech; it's fashion-tech** 🕶️

Ever Wondered? Wondered?

Ever Wondered Where Ketchup Got Its Name? 🍅

Did you know that our beloved ketchup has its roots in ancient China?

The Amoy dialect, specifically "koe-chiap" or "ke-tsiap," which referred to **a brine made from pickled fish or shellfish** 🐟🥫

Interestingly, Malaysians added their twist, calling it **"kecap,"** while the Germans shortened it to **"ketchup."** It wasn't until the 19th century that tomatoes joined the mix!

So, next time you enjoy ketchup on your fries, remember you're savoring a modern take on a centuries-old Chinese fish sauce. **Mind blown? We think so!** 😊🍟

Behind the Scenes

When Ideas Shine, Budgets Don't Matter! 💡

What if you wanted to team up with Messi, Ronaldo, Neymar, and Mbappé to create a buzz for your brand but didn't have millions to spend? 🤖

Burger King faced this exact challenge...

In 2019, they signed a sponsorship deal with **Stevenage F.C., a team that most people hadn't even heard of**, sitting at the bottom of England's 4th football division. At first glance, it seemed like a questionable move. No big matches, no media coverage, and no star players. **But Burger King had a different perspective!** 🤔

Stevenage was set to appear in FIFA 20, and with the Burger King logo on their virtual jerseys, they cleverly reached millions of gamers worldwide. They launched the **#StevenageChallenge**, inviting FIFA players to play with Stevenage F.C. and share their best moments in the team's kit for a chance to score a free meal.

The result? 📈

\$2.5 million in earned media! Burger King's logo was featured everywhere, without spending a dime... They created genuine community engagement and hijacked a massive gaming platform, all through an unknown football club that suddenly became a digital sensation! 🙌



As ESPN put it, they became "the biggest team in the world - **at least online**"

#StevenageChallenge



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SOCIAL TALKS

We asked Social Clinic employees:

Why follow trends? And what makes them so appealing?

Abdelrahman Madeh

Sheikh AI Designers

shared:

Trends feed our curiosity and connect us to the conversation. Whether it's a song, meme, or news, we like to stay informed and feel connected. Sometimes, it's how we stay engaged with the world.

Anas Almansour

The Go-To

expressed:

People follow trends to feel part of something bigger. Joining in on popular conversations makes them feel included, others might want to chase novelty or fame. Not every trend is worth following, some can even be harmful.

Reem Alfadli

Artist Among Artists

clarified:

In design, trends keep brands relevant. They boost engagement and visibility, especially when aligned with brand identity! Used right, they help us connect faster with our audience, particularly younger generations who embrace new trends quickly.

Yara Baik

Office Butterfly

said:

In my role, I sometimes follow trends to hit KPIs, but personally, they don't interest me. Why do people like them? Maybe FOMO. Many feel insecure and just ride the wave, not caring where it takes them, they just enjoy going with the flow.

Answers You Need

Ever find yourself mid-sentence, suddenly **forgetting what you were saying**? Or reading an article only to realize you've skimmed paragraphs **without grasping anything**? 🤔

This scattered focus is becoming all too common. It's not about a lack of intelligence; it's about how our minds are overwhelmed!

Why are our attention spans feeling shorter than ever? 🧠



Multitasking Myth

The belief that we can juggle tasks is a myth. Rapidly switching tasks reduces efficiency.



Information Overload

We face a flood of information, leading to overwhelm and a tendency to skim rather than engage deeply.



Reward Loop

Likes, comments, and new content trigger dopamine, creating a cycle tough to resist distractions.



Digital Overload

Our devices bombard us with notifications, social media updates, and emails. This constant switching makes sustained focus hard.

If you made it here with full focus, great job! 🙌

And if you've forgotten what we discussed earlier, concentrate on what's next 📌

🚫 Say no to multitasking. Stop everything and focus on just one task.

🧘 Try this: 25 minutes of focused work followed by a 5-minute break.

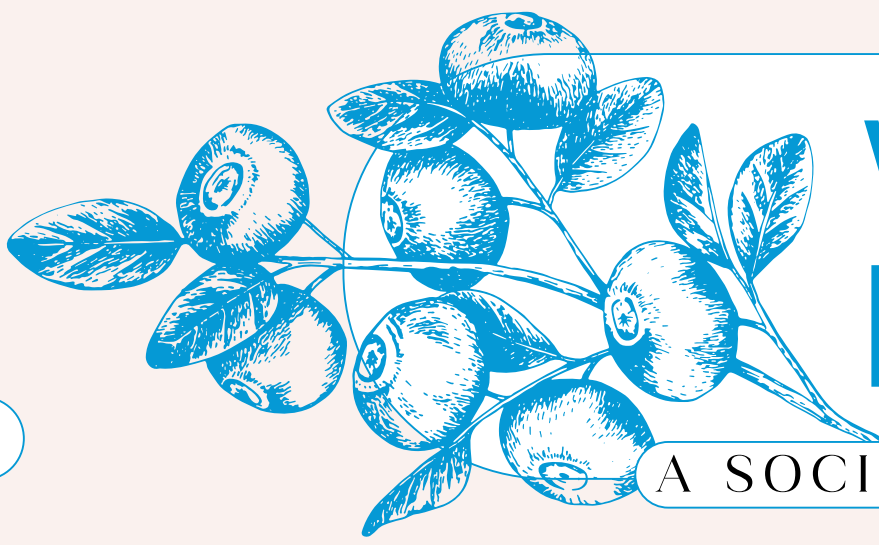
🔕 Disable notifications and schedule specific times to check messages.

🎧 Dive into a book or podcast & immerse yourself fully without distractions.

Remember: Patience is key! 🙏

Your brain needs a small shift, and with time and practice, you'll notice a real difference.

Why Can't I Focus? 🌀



Marketeer Philosophy

We asked Mohammed Hammada about the Ideas in the drawer, He shared:

We all have "drawer ideas ". Ideas that excited us, kept us up at night, and we pour our hearts into... yet they never saw the light of day 🥹

With each new brief, the same question arises:

Can we dust off an old idea and present it again? 🔄

Sometimes, as soon as you read the brief, you think, "Oh, that drawer idea fits perfectly here!" 🤔

You get thrilled, open that folder, and it feels like discovering a long-lost treasure ✨

But before you present it unchanged, pause and ask yourself:

What's the core of this idea 🤔

It's more than just its appearance; **it's about the emotion behind it and the insight that inspired it.**

If it comes from a genuine human insight, something people feel or experience, it can often adapt and communicate differently 🧠

However, if it's tied to a specific brand identity, its voice, & culture, the challenge deepens. **It's tough to separate it without losing its essence.** It's not just about liking the idea 🤝

The real question is:

Does it resonate with this client? This brief? And This audience? 🎯

A powerful idea can endure... but we must know when to revive it and when to let it rest 🌱

Some ideas, when the timing is right, return even stronger and more impactful than before 💥

Ideas in the drawer

Weekend Plans

Osama Mohammed | The Savvy Explorer 🧐

My weekends are a mix of activities! I love reading books or watching classic movies, and I'm always up for a trip to the cinema if there's something good on! 🎬 Hanging out at a café with friends is a favorite, and occasionally, I indulge in TEDx talks 🗣️

Weekends are all about relaxation for me! I usually kick off Friday with a gym session with friends or a late breakfast with family. Then, I head home to enjoy my coffee and indulge in some skincare while catching up on my favorite show 🐱🍵

Ghofran Ahmad | The Relaxation Queen 🧘

Asayil | The Caring Mom 💕

Thursdays are a must for me! 📅 I always make time to disconnect from work and dive into the weekend vibes... On Fridays, I wake up early to enjoy some me time, meditate, hit the gym, and then visit my neighborhood bakery with my planner to organize my week. In the evening, it's our sacred time with my daughter 🧒👧



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Blueberry Picks



This month's movie: The Big Short 🎬 Recommended by Mohammed Barakah

When I first watched The Big Short, I expected a straightforward movie about the 2008 financial crisis 📈

Instead, I experienced an emotionally engaging story that brings complex systems to life, showcasing their flaws. What struck me most was how it **captures the power of advertising**. Every action during the crisis was "sold" from bad mortgages to inflated ratings and misplaced confidence. It wasn't just numbers; it was a story told repeatedly until accepted as truth. One line hit me hard: **"Truth is like poetry**. And most people hate poetry." This profound statement is relevant to our work, reminding us to differentiate between **persuasion and integrity** 🤝

After finishing the film, I felt inspired yet uneasy. **The Big Short** illustrates how language, trust, and branding can have real-life impacts. As creatives, we craft stories, shape perceptions, and influence decisions. It's an important responsibility! 🍷

That's why I recommend this movie, not only does it explain a significant moment in history, but it also shows how storytelling shapes belief and perception. **It's a must-watch for anyone in our field aiming to use creativity with integrity** 🎥



I Spy with My Little Eye

Can you spot the odd ones out? 🔍





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When **Ronaldo and Georgina** appeared together for the first time...

Every minute counted 🕒

We had to create an experience worthy of them while serving the story.

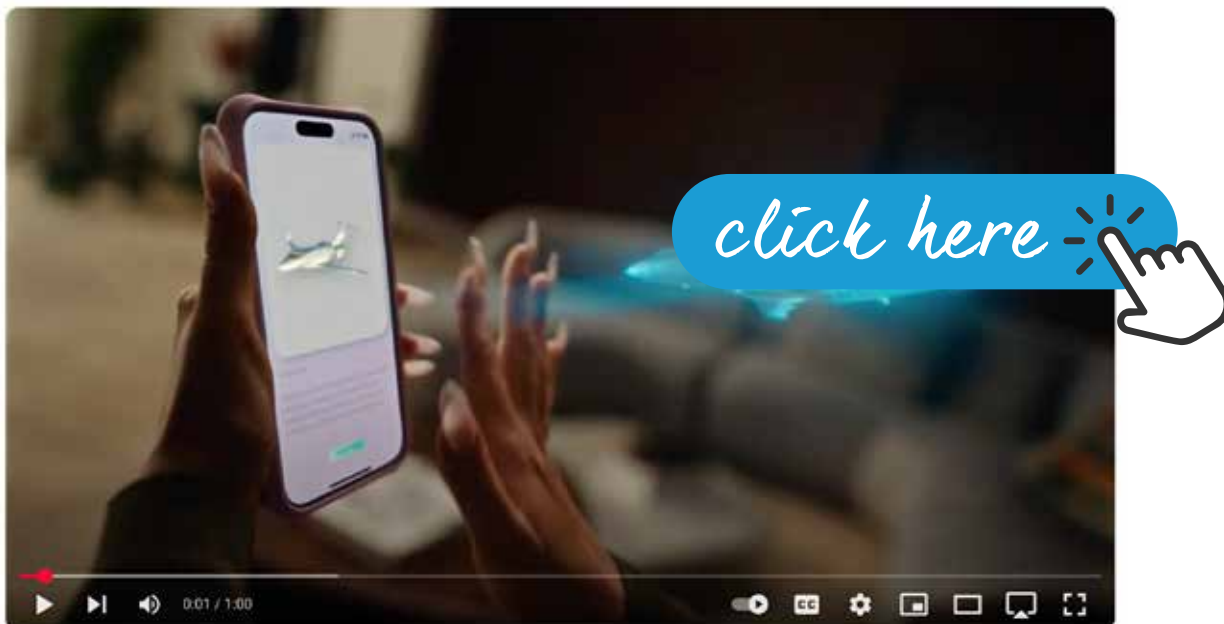
The real challenge? How to tell it right and keep their presence natural yet powerful.

And how to connect it to AROYA Cruises?

We explored multiple scenarios, weighed every option, & landed on a smart approach that balanced realism & symbolism in one elegant frame.

The pressure was high, but so was the excitement, especially for one team member - a lifelong Ronaldo fan-who saw the project through a different lens 🧐❤️

We pre-shot the cruise scenes early, using CGI carefully, **transforming their home into another world.**



The Art Behind the Ad

Yalla Cruise?



Preparation was sooo key:

📅 We filmed the full ad a day early to time every shot perfectly.

🎯 Every angle and light was calculated by a detail-obsessed team.

🎬 A Spanish director and DOP ensured smooth communication.

Then came the final scene...

A glance, a smile, and just one word:

"Yalla AROYA Cruises?"

"Yalla."

It wasn't easy, but it reflected who we are: a team driven by passion, focus, and precision.

The best part? 🏠

Georgina's story with us isn't over!

Stay tuned for another special appearance.

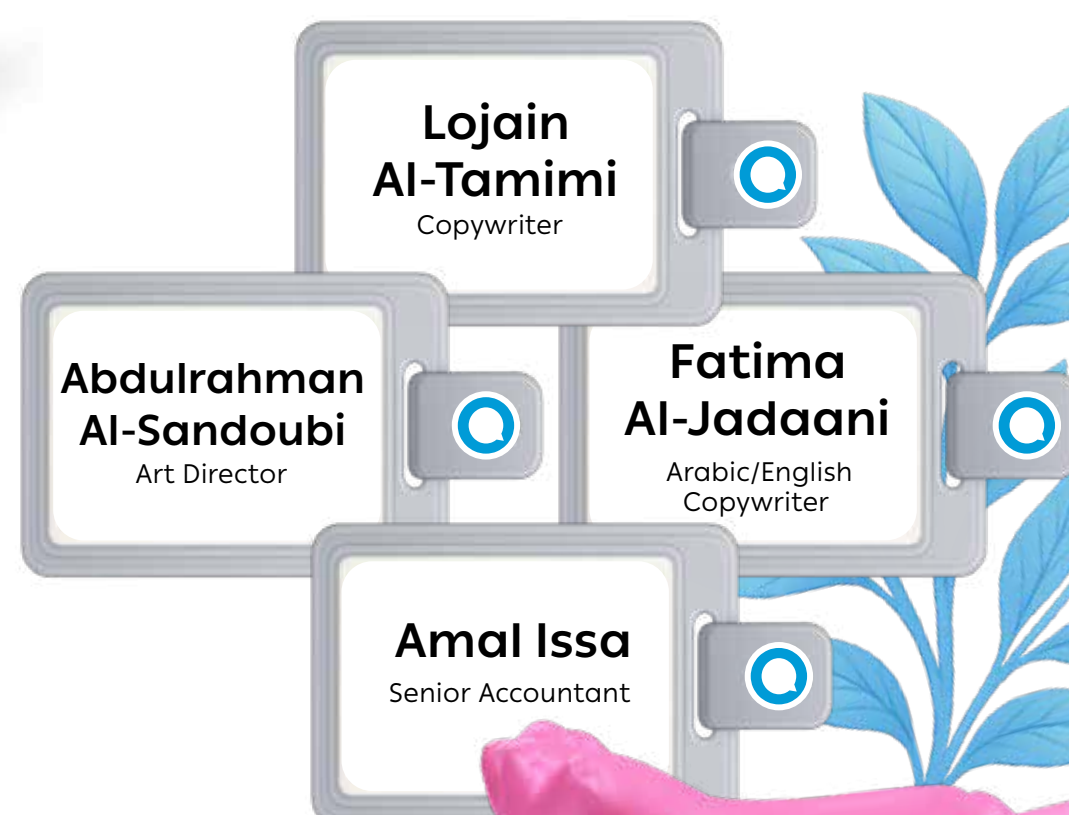
SC Tea

Our creativity decided to expand, so we brought in people up to the task! 😎

We're excited to welcome our new creatives:

75%

of Social Clinic's employees were roasted by the summer sun!



You've been reading



Until next time