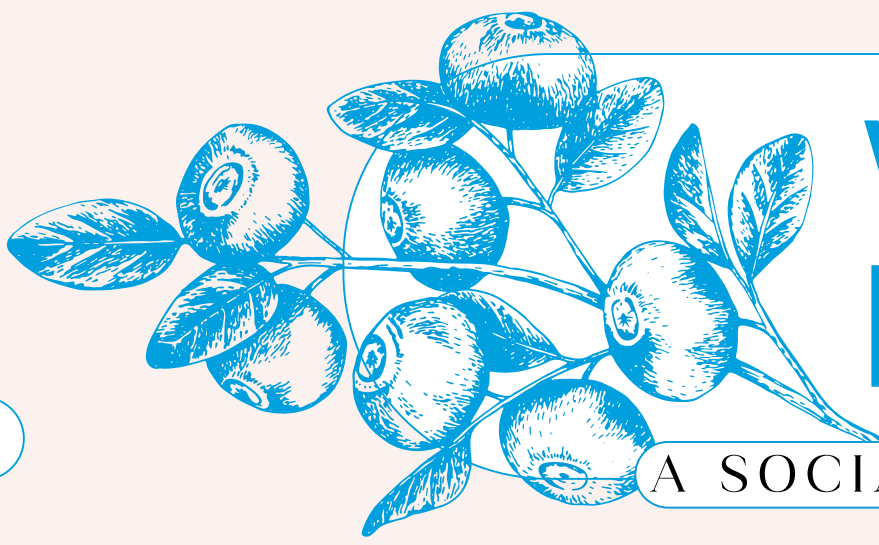




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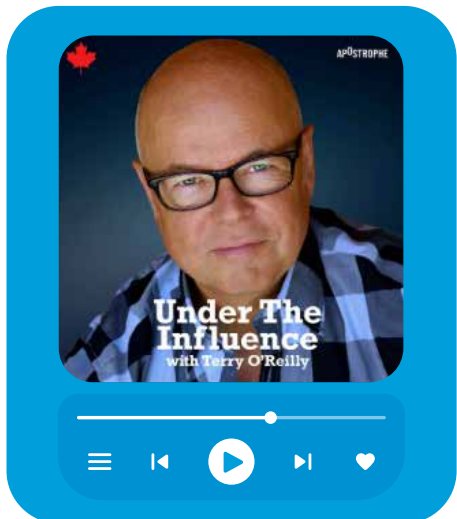
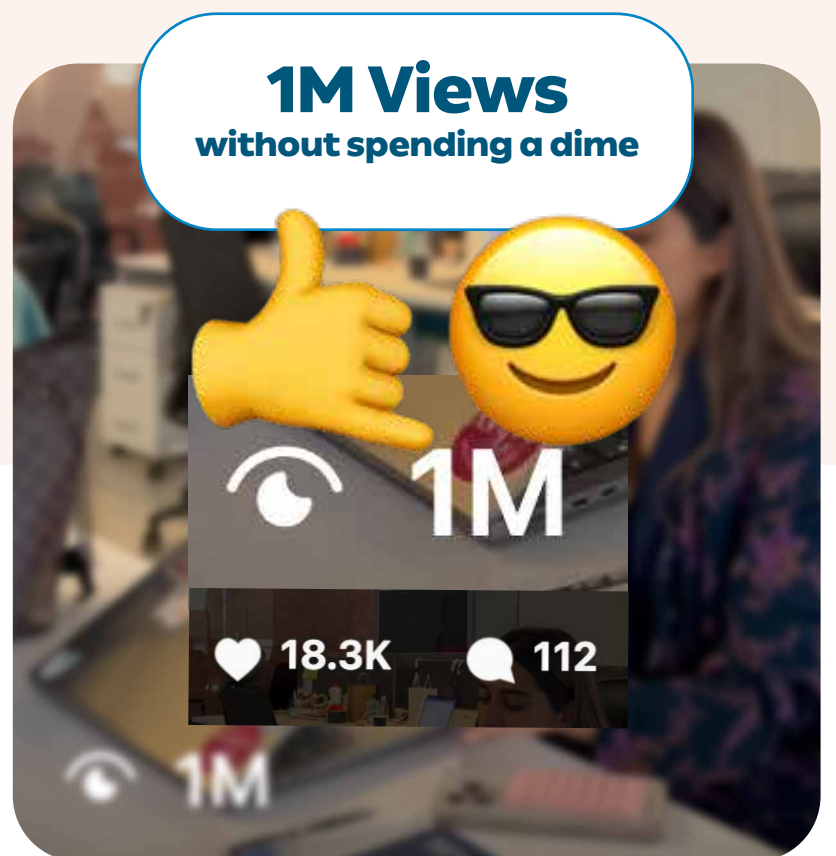
The 14th Issue

In this issue

From an ordinary toy to a global sensation! 🐼



The Art Behind the Ad



Blueberry Picks



One Of Us

Hanaa Mohammed





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SOCIAL TALKS

We asked the team

What Fuels Your Passion and Keeps You Motivated?



Ziad Othman

Office Sage

said:

We all face moments when our passion dims, and that's completely normal. I believe maintaining motivation is my responsibility. Leave motivational notes on my laptop to remind myself why I love what I do. Talking to others who share my interests helps me see things from new angles.



Shady Ahmed

Rising Professional

expressed:

A true sign of passion is when hours fly by while working on a project! Each time I improve my skills or master a new technique, my love for my field grows. Sharing insights on LinkedIn boosts my passion and inspires me to keep developing.



Bashayer Almainan

Voice of Reason

expressed:

My main motivation comes from personal development, learning new techniques or drawing inspiration from others. My calm nature allows me to listen and learn from their experiences, enhancing my growth.



Hazem Hassan

Opportunity Seeker

said:

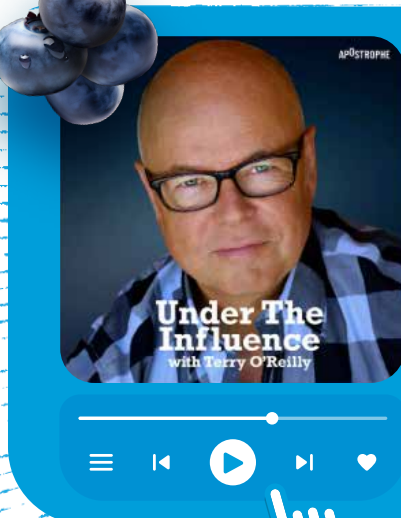
The biggest motivator for me is the sense of responsibility, whether to myself or my family. What truly drives me is taking on new projects. These challenges spark my passion and encourage me to ask, "Why not give it a shot?" This leads to exciting learning experiences.

Blueberry Picks

This Month, **Hanaa Sunbul** Recommends:

"Speed Bumps The Magical Ingredient in Marketing"
Podcast by Terry O'Reilly

In this episode, Terry discusses a clever idea: some brands are intentionally adding "speed bumps" to their campaigns, little moments that interrupt, surprise, or force a pause.



Terry says,

"Speed bumps make us pay attention. They turn the ordinary into something memorable."

I was really touched by this concept; it changed my perspective on crafting experiences. Not everything has to be fast. Sometimes, the moment someone pauses is when they truly feel something real.

After finishing the episode, I smiled and reflected on how often we focus on speed and optimizing experiences, forgetting to allow space for feeling and contemplation.



I highly recommend listening to this episode; it's truly an experience!

The Authors' Riddle

**I'm the map of your time,
from the start till today,
I remember your birth and each
special day 🙌
On your screen or your wall, I quietly
stay, marking your moments in
every way. Who am I?**

Share your answer with us through email to HR

**Previous riddle's answer:
Brainstorming session**

Answers You Need

The Art of Constructive Criticism and Patience

Let's be honest: **feedback can sometimes feel sharp!** ⚡
It's meant to help us improve, yet often it hurts or **makes us DEFENSIVE!**

Why does this happen? Usually, it's because our human nature seeks to protect the ego. When someone critiques our work, it can feel like a personal attack, even if that's not the intention! 😞

So, how can we turn criticism into a pathway for growth?

Shift your mindset

Feedback is a real chance to grow try to keep it friendly and open.

Ask and explore

When things are clear, it's easier to take in feedback and put it into action.

Listen with focus

Don't interrupt or defend your listening shows respect for the other side.



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Marketeer Philosophy



We asked **Firas Nassar:**
"Why do visual details
matter in a presentation?"

He said: The eye naturally
gravitates toward beauty even
in the smallest things 🧐

**And while taste is subjective, balance,
order, and harmony speak to everyone** 🎨

Clients don't see the process, they see the final look.
And when the visuals are clear and intentional, the
message feels stronger. Good design makes the
experience smoother, and helps the content land with
ease. When visuals and content work together, a
presentation becomes more than slides it becomes a
story that guides you, clearly and effortlessly 🇮🇹

**In the end, great presentations
aren't just seen. They're felt**

Social Clinic Tea

AROYA's Crew Sets Sail to Turkey 🇹🇷 🚢

From the Red Sea to the Mediterranean, our team
took to the seas, bringing back fresh content, real
moments straight from AROYA Cruise!



In the Spirit of Hajj

Sending love and warm wishes to our
teammate **Abeer**, who was blessed to
perform Hajj this year. May it be accepted
and full of answered prayers. 🙏

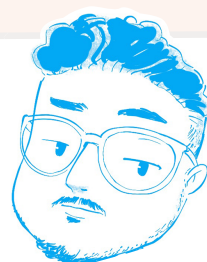


Over 40,000+ Tasks on Asana

We've officially hit 40,000+ completed tasks! Proof
that when things are organized, great things happen,
one task at a time 💪



Sync Award

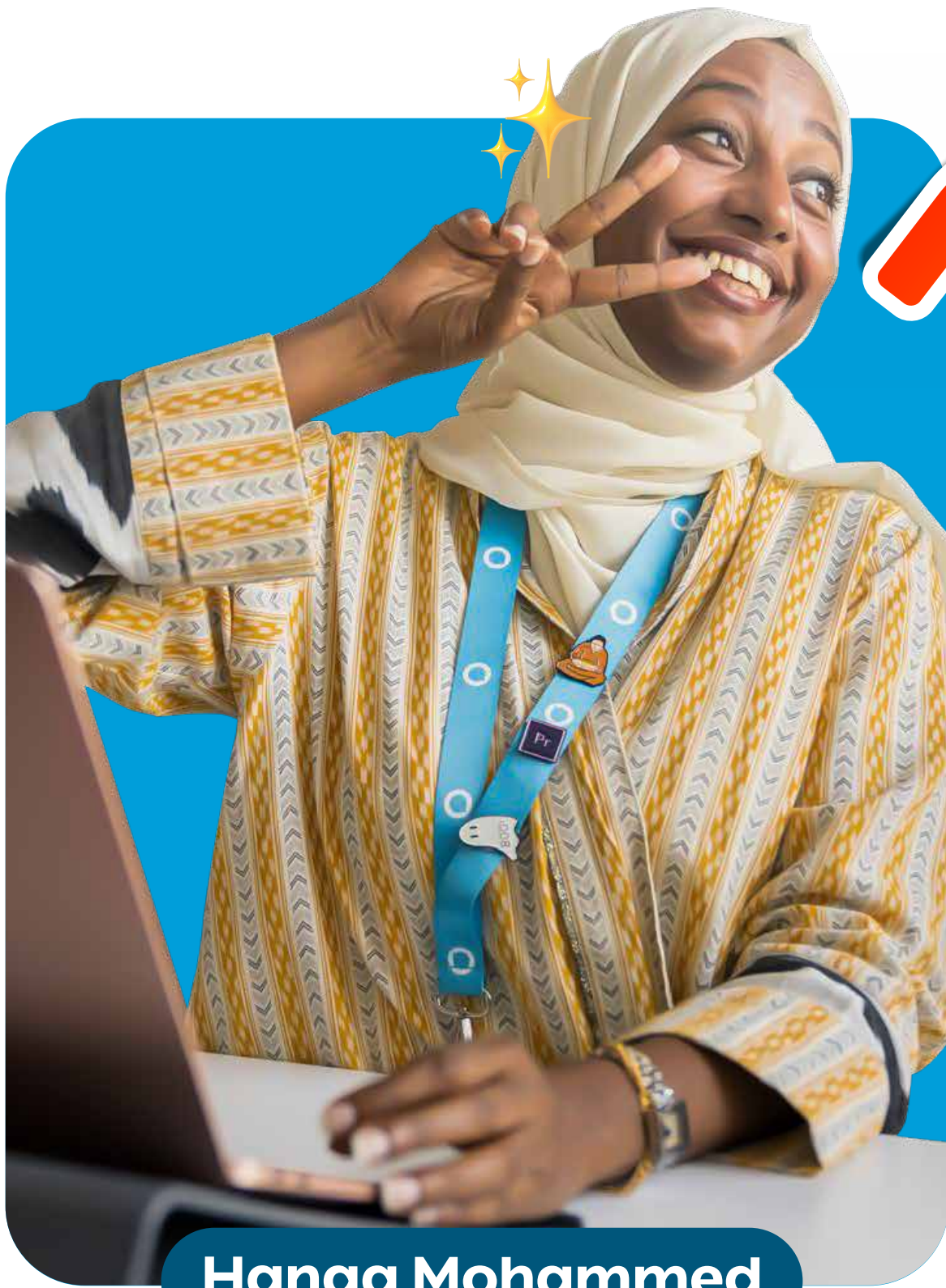
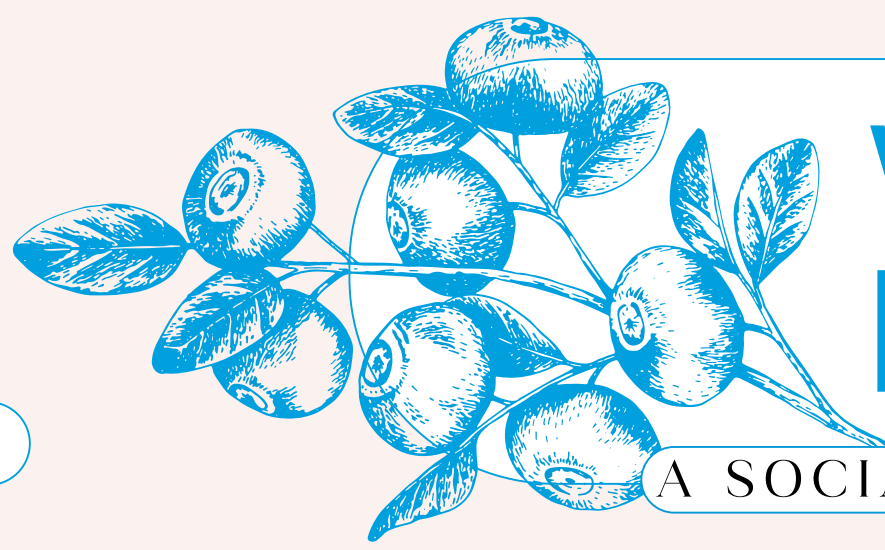


Best comedy Account
Huge shoutout to our very own Adham
Abbas for a well-earned win and a night
full of laughs and good vibes!

With Every New Talent, Our Impact Grows

We're excited to welcome:

Hanin Turki Alqurashi | Senior Specialist, HR Department
Ahmed Younes | Head of General Accounting 🧐



Hanaa Mohammed

One of us

Hanaa Mohammed

Her journey at Social Clinic has been a ride 🎢
She started in Client Servies for three years, then found her spark in Production, where she shined for four years and earned two promotions.
Though she studied Business Administration, **passion led her somewhere unexpected.**
To Hanaa, the perfect workplace means: **team spirit, transparency, and a solid 'brief'!**
Off the clock, she's a proud homebody who loves sleep, food, and spending quality time with her mom and cat. She's also nostalgic for the golden era—think Breakfast at Tiffany's, Um Kulthum, and Sinatra 🎵
She admits to her **"aggressive"** reputation 😏
And if you ask about her dream trip, it's chasing the magical northern lights 🌌
At her core, Hanaa is shaped by her faith and culture.
Warm, strong, and full of love—
That's Hanaa 💖

The art behind the ad

1M Views for Social Clinic's Short Reels! 🎯

If you thought achieving this level of engagement with just-published content was tough, we find it easy!

Let us share how we did it without spending a dime: 👍😎

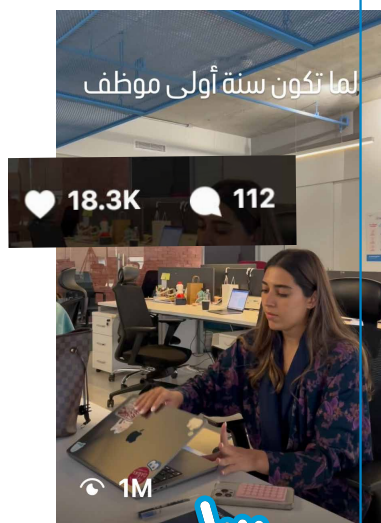
- > We listened to our audience and truly heard them.
- > We presented relatable scenarios that resonated with them.
- > We carefully planned the right time to publish.

And here's the surprise...
Automatic reach and strong engagement without any paid media ✓



One final secret

Our ideas weren't new, but we redirected them at just the right moment.



Cosmic Curiosities

Are we considered aliens to other planets? 🛸👽





Fresh In the market

Labubu

From an ordinary toy to a global sensation! 🐼

For a long time, **Labubu** was just a quiet little figure sitting on store shelves\ unnoticed, untouched.
But it only took one moment to flip the script and push it straight into the spotlight: Someone opened a box out of curiosity 📦
Got hooked, shared it instantly 📱
The hype caught on like wildfire 🔥

What makes it special?

- A new design every time
- A surprise in every box
- Limited drops, high demand
- And a love for sharing the thrill!

But it was never just about the designs
Or even the rarity, though that's a big part of the magic. The core goes deeper.
You might not get it at first glance,
But you will... if you remember that feeling
When joy came from a tiny toy hidden in a kinder surprise, and more than the treat, it was the **discovery** that mattered 🎈

Hard to define,
easy to love 🧡



I Spy with My Little Eye

Can you spot the odd ones out? 🧐



Ever wondered? 🤔

Are Your Daily Habits Just Marketing Tricks? 🧐

The Toothpaste Trick ✨

Ever noticed the mountain of toothpaste in commercials? Marketers showcase excessive amounts to make the product appear more effective.

But the truth? You only need a pea-sized amount! 🧐

This tactic encourages overuse, leading to quicker repurchases. Sometimes, less is truly more!

The Shampoo Foam Illusion 🧴

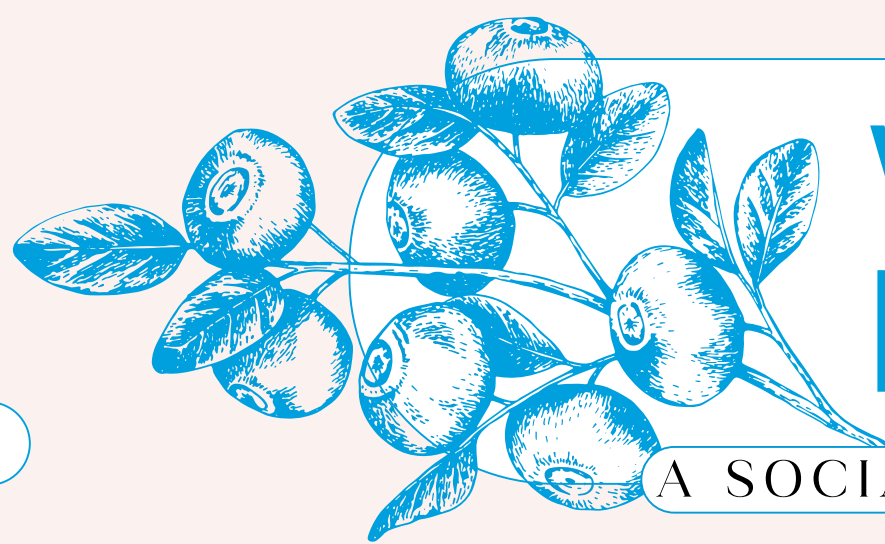
Have you seen those fluffy lathers in shampoo ads? Many brands add foaming agents to create that satisfying bubble effect. This foam gives the illusion of a deeper clean. But here's the secret: a shampoo's effectiveness isn't dependent on how much it foams! 🧐

The Takeaway:

These subtle marketing tactics condition us to believe that "more is better," **influencing our consumption habits** 🧐

How many daily habits have we unknowingly adopted due to clever advertising?





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From a strategy Pov

Behind the scenes

Dove | You're More Beautiful Than You Think



Since the launch of the Dove "Real Beauty Sketches" ad in April 2013, the concept of advertising has changed completely. But why?

In a powerful experiment, we see an artist draw a group of women twice: Once based on their own self-descriptions, and once based on descriptions from strangers. **The result?**

The strangers' drawings are more beautiful and closer to reality because our perception of ourselves is often less flattering than the truth 🧐

Why is this considered a successful ad?

🔪 Focuses on Emotions

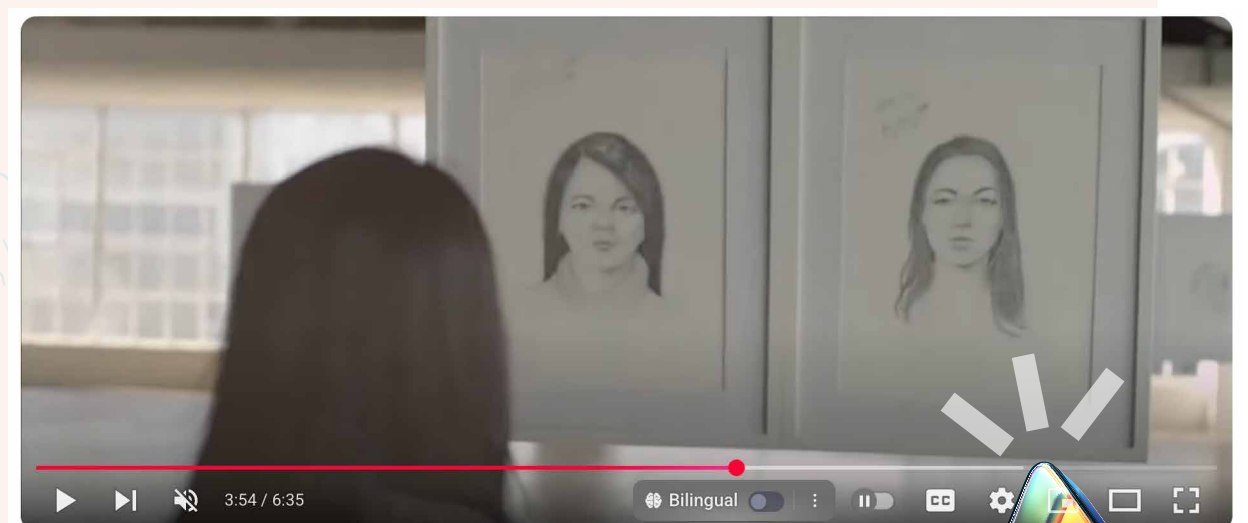
%96 of girls don't see themselves as beautiful

🔄 Went Viral

Over **30** million views in the first **10** days

🧴 Changed the Brand's Image

They didn't sell soap—they shared a message



Dove Real Beauty Sketches

[Click here to watch the ad](#)



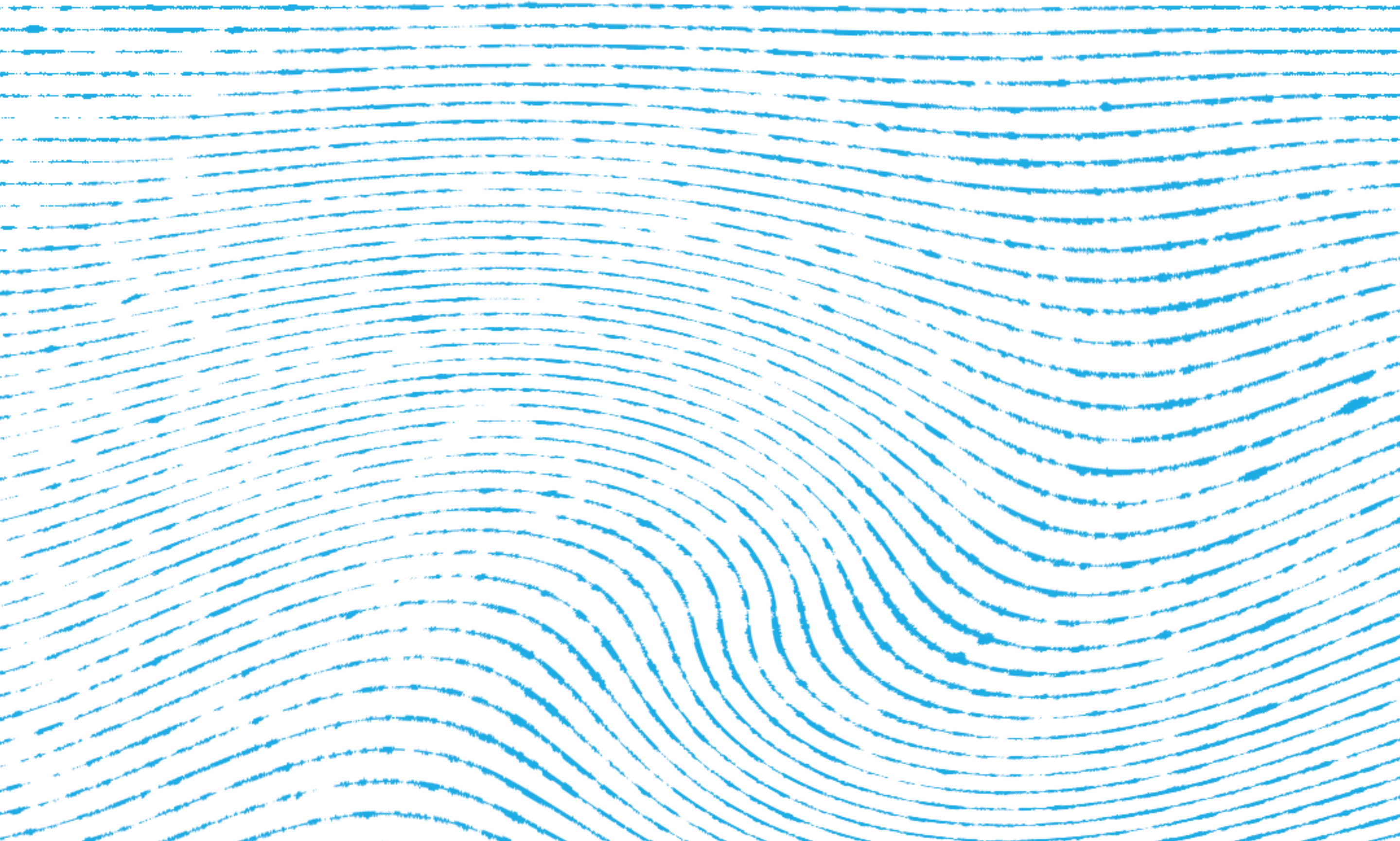
This isn't new for Dove. Their ads consistently promote self-love and highlight the natural beauty within us, reminding us that beauty doesn't have just one definition! 💎

Meme of the month

Nader

just two years after his birth, decided not to waste his time playing. He wore a tie, learned Excel, and took two Google-certified courses





You've been reading



Until next time