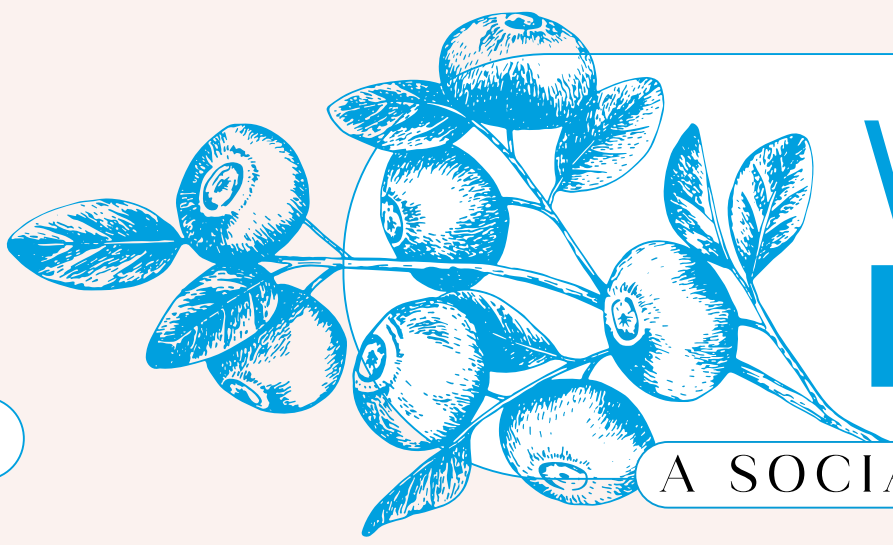




Wild Blueberries

SOCIAL CLINIC

June 2025

A SOCIAL CLINIC MAGAZINE

The 15th Issue

In this issue

From tiny, delicate purses to oversized bags that carry everything “literally!” 



The Art Behind the Ad



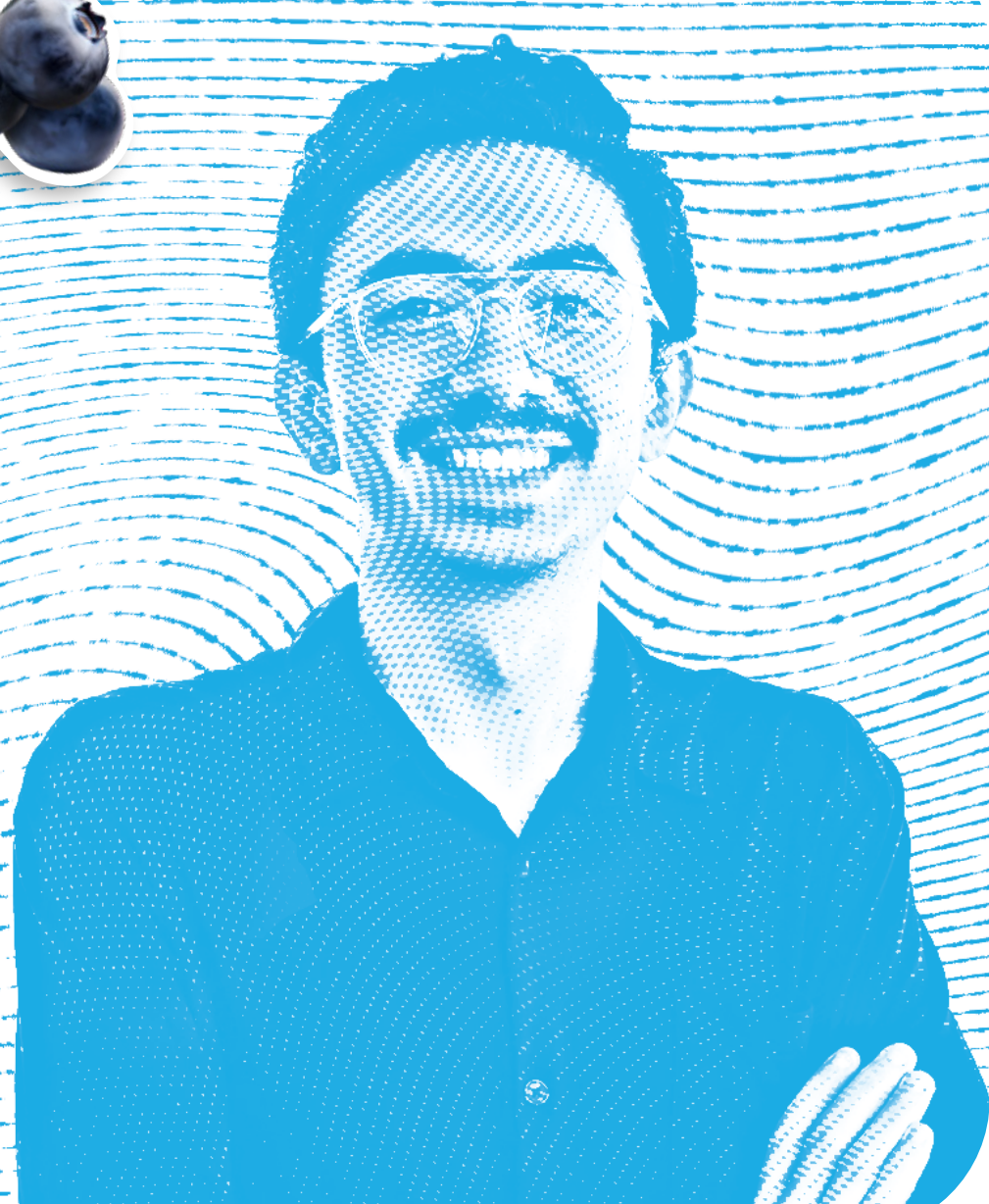
Blueberry Picks



Ever wondered?



The Authors' Riddle



One Of Us

Abdulhadi Al-Najjar



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SOCIAL TALKS



We asked our Social Clinicers:

If you were the Managing Director... what's the first thing you'd do?



Hamed Althaheri

Head of Organization

said:

No punch-in system. Instead, a scanner that checks if your sleep is less than 8 hours, then you're sent home to nap. On your work anniversary, we treat you to your favorite lunch. Why? Because we don't manage tasks, we manage people we care about.



Suad Faisal

Stylish Queen

expressed:

Work starts at 12. Being late is fine, your morning glow matters. Dress code? PJs or royal glam. And since our team's look is **high maintenance**, salaries are paid twice a month.



Hussein Alaidarous

The Time Master

expressed:

Weekends? Cancelled because campaigns don't sleep. Lunch breaks? Gone because hungry bellies equal strong brains. Everyone has to make TikToks, and top views get prizes. Each morning starts with 10 minutes of meditation.



Hatoon Abdullal

Positive Energy

said:

No animal allergies allowed, we're turning the office into an animal shelter. Mondays off. Always. Because why work on Mondays? "I'm just a girl" is a very valid reason to skip work. Thursdays = bring your bestie to the office because they need to meet the people I'm always yapping about.

Blueberry Picks

This Month's Film Pick by
AbdulQader Al-Saqqaf

Formula 1

starring **Brad Pitt** 🏆🚩

Fast-paced and full of action, but what stood out to AbdulQader was something deeper: A real take on leadership. A leader who listens, stays calm under pressure, and shows up for his team 🙌

The moment that hit hardest?
When the hero turned fear into fuel, loss into drive, proving true leadership is about impact, not just wins ❤️



Answers You Need

How Do We Stay Mentally Healthy with Social Media? 📱✨

SM is a **double-edged sword** 🗡️
It helps us stay connected, but seriously impacts our mental health.

How?

SM now shapes how we talk, think, and even see ourselves. When you're constantly surrounded by perfect and "flawless" lives, it's easy to feel

anxious, alone, or stuck in comparison 🚶

What's comparison culture?

It's when you scroll through filtered pics (taken after 100 tries), and start thinking everyone's doing better than you. But here's the truth: people **only** post their best moments!

It doesn't stop there. These platforms are built to hook you until you suddenly realize how much time you lost, your sleep is off, and productivity? Gone 😞

What's the solution?

Awareness + balance 🏰

⌚ Set time limits

Follow people who inspire ⭐

unfollow what stresses you

Be real 💬

comment, support, spread good vibes

Let's build a healthy relationship with our screens, and keep our mental well-being front and center 🧡



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Marketeer Philosophy

Marketing vs. Advertising What's the Difference?

We asked **Tarek BadrEldin** to break it down, because a lot of people still treat the two like they're the same thing.

His answer? "They're definitely not the same. They work side by side, but each has its own role" 
Tarek explains that **marketing is the big picture**.

It's the research, planning, and positioning. It's how we understand the audience, define value, and map the full journey 

Advertising, he says, **is just one part of that picture** "it's the voice that brings marketing to life." 

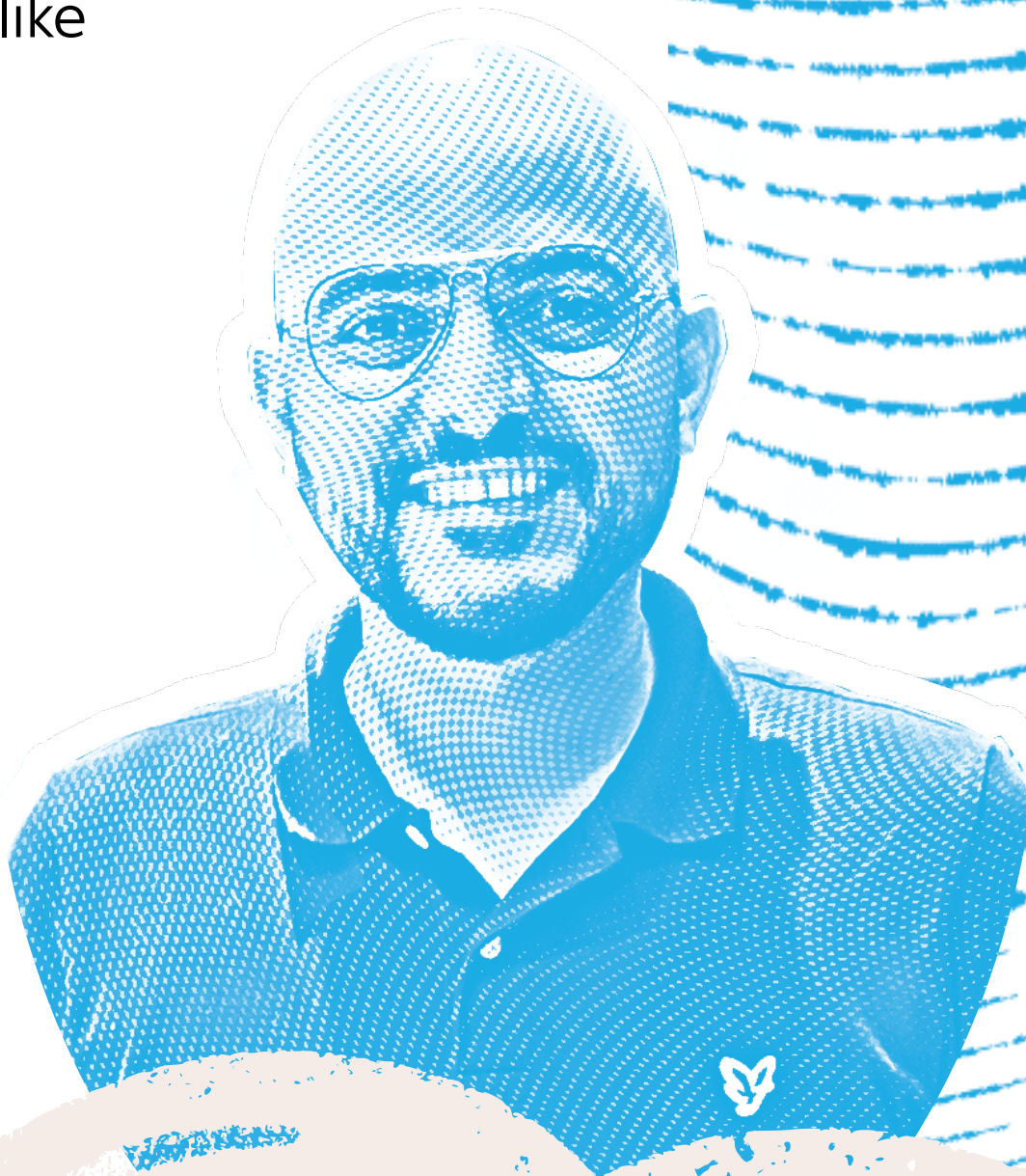
The creative message, the eye-catching visuals, and the campaign that grabs attention."

Marketing is the **soul** of the brand, grounded in strategy and insight. Advertising is the **sparkle**, the hook, the feeling, and the scroll-stopping headline.

Tarek sums it up perfectly:

"Marketing writes the message. Advertising delivers it, with style and impact."

When they work together, they create brands people don't forget.



Weekend Plans

For Hiba, the weekend kicks off the moment she leaves the office 

She heads straight to the radio station, full of energy and ready to go live 

Fridays and Saturdays are all about beach mornings, quality time with her son, and long naps with zero alarms 

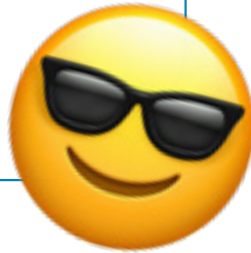
Evenings? That's hobby time: swimming, singing, painting, or a fresh PlayStation challenge.

Reema's weekend starts with a "sister-sister date" 

Fridays are for royal sleep, workouts, and family lunches.

Saturdays? A change of scenery...beach or bubble tea with friends 

As for **Hanin**, it's a cozy mix of family warmth, favorite rituals, and calm seaside vibes 





Abdulhadi Al-Najjar

One of us

A passionate graphic designer,

Abdulhadi's journey began with an unexpected twist.. choosing to pursue a creative field instead of a conventional path.

With a visionary outlook and support from his father, he found the spark that ignited his dream of designing games. ⚡ This led him to discover a deeper passion: the enchanting world of design, which captivated him from the very first moment 🌟

After exploring various roles, he found his home at Social Clinic. In just two years, he experienced growth and creativity, declaring, "This has been the most beautiful experience of my life" 💙

When not working, you'll find him hanging out with friends or immersed in design 🎮

Abdulhadi lives by the motto: "If one path is blocked, another will open." His core belief? Respect comes first! 🙌

If he had a microphone, he'd shout: "Even if the world is dark... keep going!" Life has taught him that everything worth having requires hard work 💡

The Art Behind the Ad

Behind Every Great Ad is a Story... And Al Ahli's story started with the iconic line: "Together throughout time" 💚

When the club decided to launch a new slogan, one big question popped up:

How do we evolve without letting go of our shared memory?
How do we say Al Ahli is changing, without saying the feeling has changed?

The answer? We bring the fans in. Not leave them out ✕

So we built a full 360° campaign:
A film, a fresh tone of voice, a visual identity, and content, where every detail is rooted in one truth:

Al Ahli isn't just a club. It's a feeling that lives on through generations ⚽

Let's tell you about the film! 🎬

It follows a young boy in love with football. As he walks the club's halls, past photos, shirts, trophies, and chants, he finally gets it. Al Ahli isn't just a slogan. It's a living legacy.

The best moment? 🎬

When he stood in the center of the field, eyes on the stands.
And he became the link between the past... and the future ★



Together throughout time...Filled with love and belonging 💚



Cosmic Curiosities

If tomatoes are fruit then is ketchup a smoothie? 🤔





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Fresh In the market

Why Are Handbags Getting Bigger? 🛍️

From tiny, delicate purses to oversized bags that carry everything "literally!"

There's been a noticeable shift in women's handbags. But why?

It's all about the evolving lifestyle of modern women 🧑🏻💻🎀

With more independence, busier schedules, and days packed with work, gym, and social outings, small bags just don't cut it anymore. Women want space and style 🛍️

And brands? They didn't waste time. Here's how they kept up 🔄

👩🏻💼 **Function meets fashion:** Bigger bags now come with compartments for laptops, gym clothes, and more.

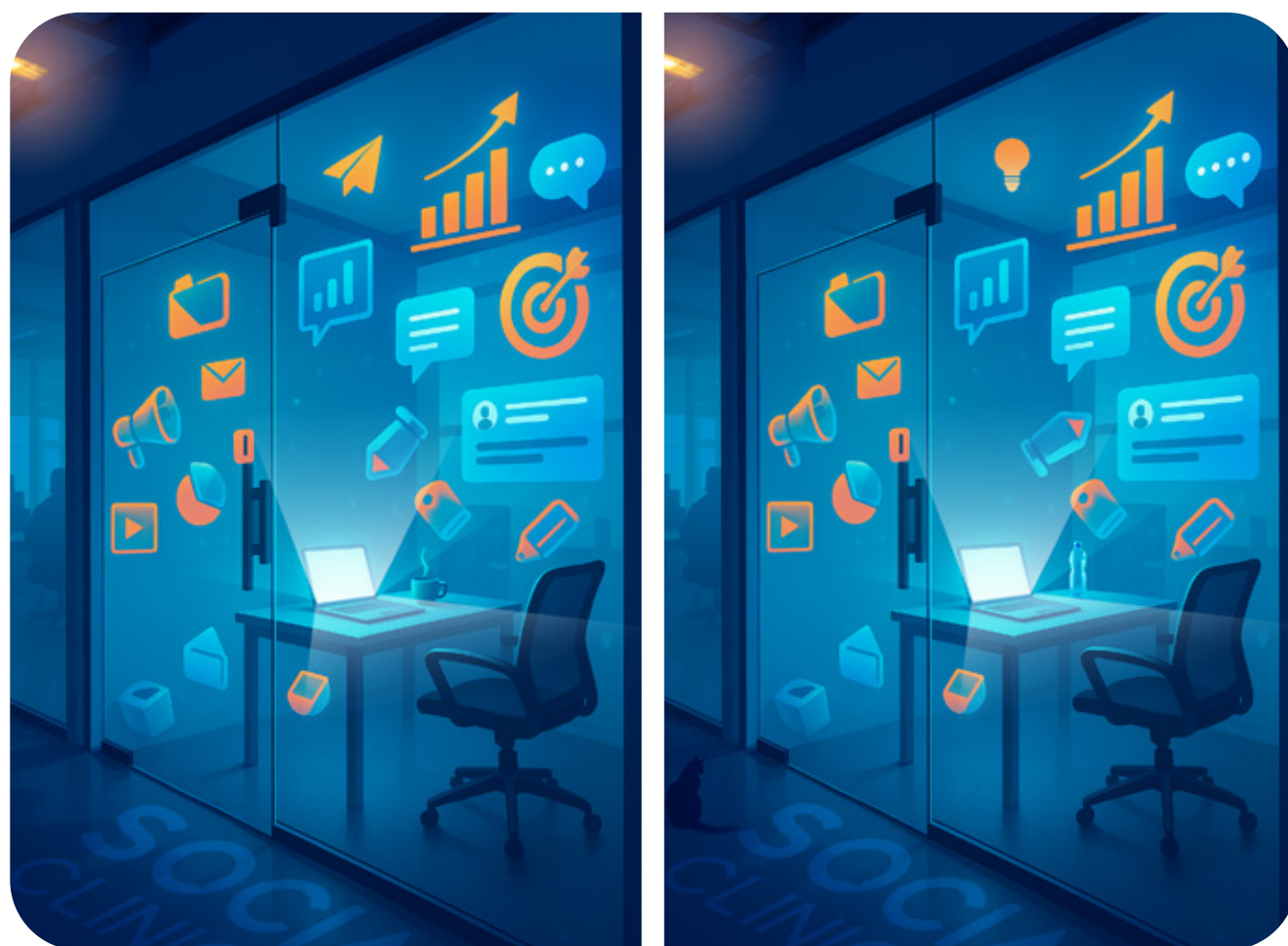
🌿 **Real-life influencers:** Brands teamed up with relatable faces who show how these bags fit right into everyday life.

👉 **Limited drops:** Special-edition big bags create buzz and demand.



I Spy with My Little Eye

Can you spot the odd ones out? 🧐



Ever wondered? 🤔

Where Did the word "Podcast" Come From? 🎙️

It's a blend of **iPod** (Apple's music player) and **broadcast**.

Back in the early 2000s, **it was just a downloadable audio file** people listened to on their portable devices.

What started as a simple way to share **personalized content** has evolved into a rich world of stories, interviews, and self-learning.

Today, a podcast isn't just an audio file. It's a source for knowledge, reflection, and daily companionship, whether you're listening at the gym, in the car, or before bed 🧘🏻💖🎧



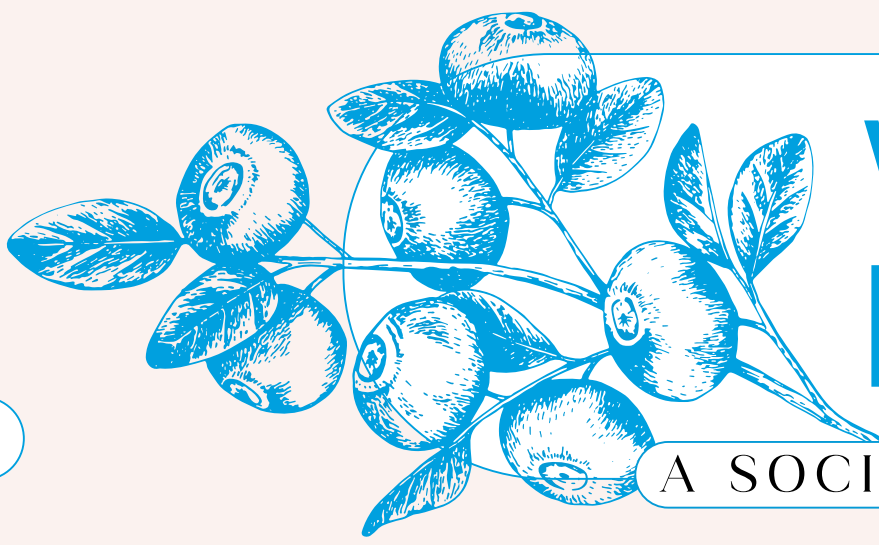
The Authors' Riddle

Previous riddle's answer: The Calendar

In a world of tasks and tight deadlines, I bring order and make everything right...
My dictionary consists of "Today is the deadline", or "Push it a week!"
No design, no words, just structure. A project's heartbeat, a steady, guiding hand.

Who am I, in this busy land?

Share your answer with us through email to HR



Behind the scenes

The Holiday Magic is Coming



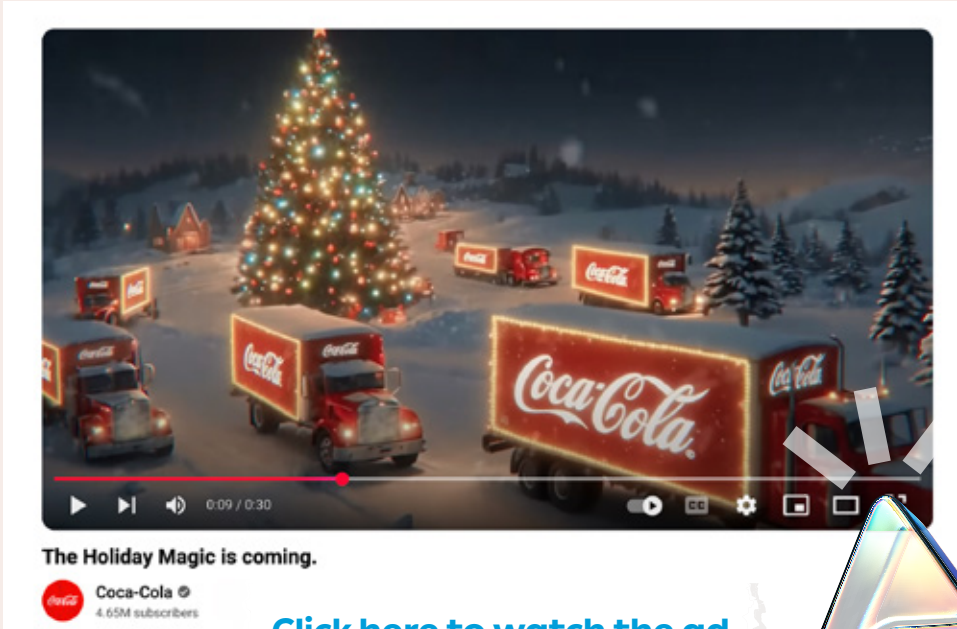
In its **"The Holiday Magic is Coming"** campaign,

Coca-Cola returns to a season we're used to seeing it in 🌲

Red trucks driving through snowy roads, sparkling lights, and a cozy atmosphere, all symbols that became part of winter memories for many ✨

But this time, the scenes weren't shot with a camera. 🎥

They were completely created using **artificial intelligence** 🤖



And strangely? It didn't feel any different!

Beautiful, dreamy visuals, like something out of a fairy tale 📖

Even though they weren't filmed with a lens, and fully digital, the familiar feelings stayed alive.

Coca-Cola didn't change its identity just used a new tool, and delivered the same emotions in a new visual language.

The ad was simple, and raised a clear question:
Can we use a smart tool... and still deliver real feelings?



From a marketing angle 👁️ it was a calculated move, modern, but grounded. Appealing to the new gen, while keeping the old one close.

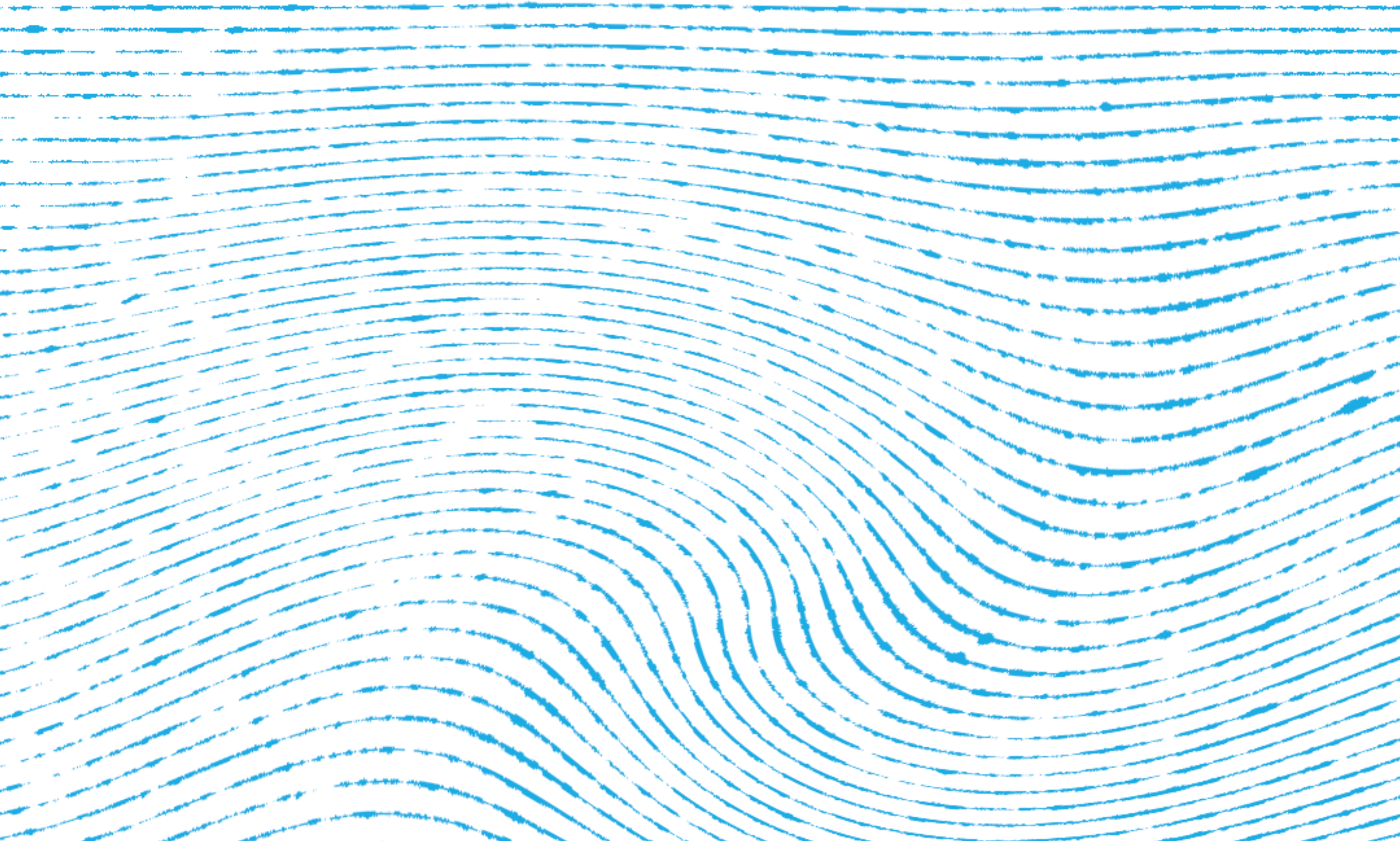


Meme of the month

Joury

When Joury was celebrating Eid... instead of making it!





You've been reading



Until next time