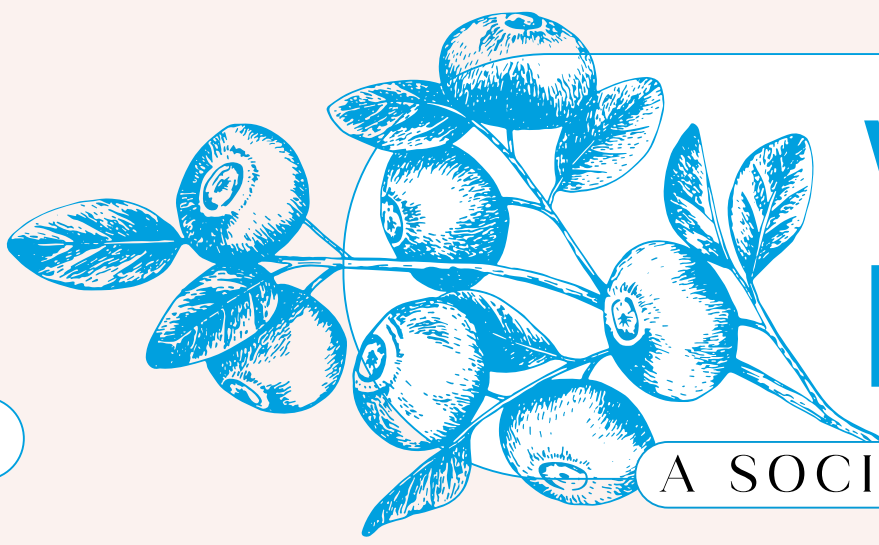




Wild Blueberries

SOCIAL CLINIC

August 2025

A SOCIAL CLINIC MAGAZINE

The 16th Issue

In this issue

Why Some Brands Chose Silence Over Shouting 🤫



Social Clinic Tea



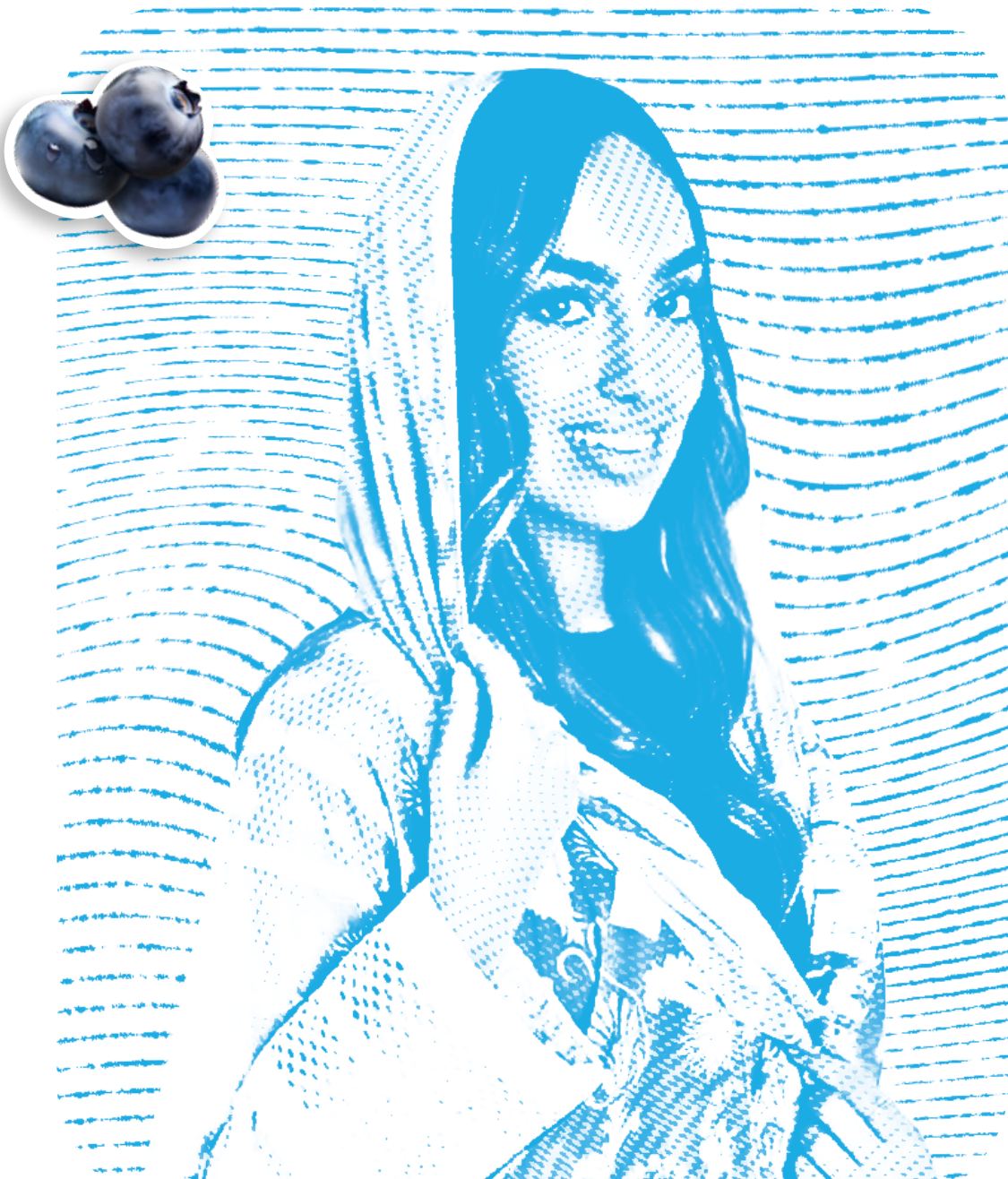
Ever wondered? ✨



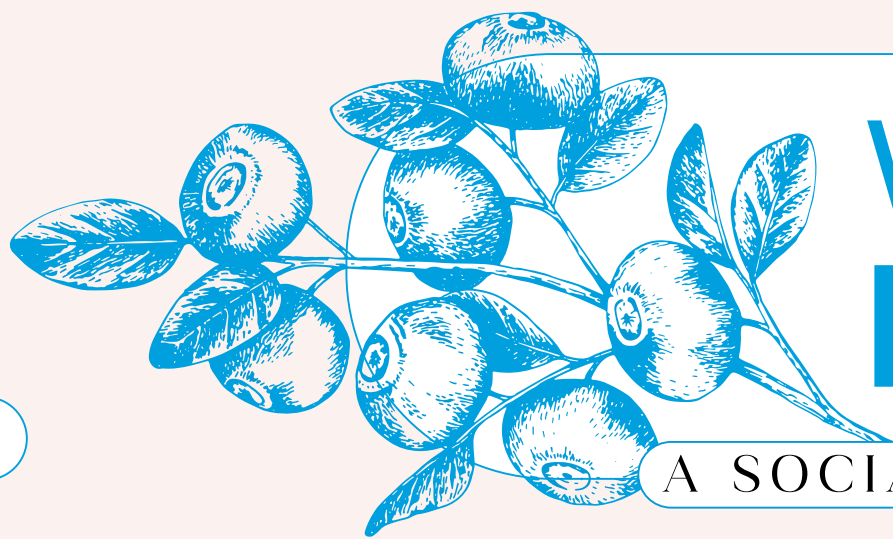
Blueberry Picks 🫐



The Authors' Riddle



One Of Us Rayana Almowelhi



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SOCIAL TALKS



We asked our Social Clinicers:

What signals that it's time for a career shift? 🔍 ✨



Islam Ayman

The Task Master

said:

After 15 years in corporate, I learned to spot the signs. But fading passion alone isn't always enough. **Growth, freedom to decide, and financial stability matter just as much.** In 2011, I chose to leave accounting and step into digital marketing. It was a tough call: leaving a safe, familiar path for an uncertain future. **But I picked learning and long-term growth over temporary security.** Today? After 12 years, I see that **jumping forward is sometimes less risky than standing still.**



Joury Badr

The Office Spark

expressed:

I'm always chasing new challenges and knocking on different doors. After almost two years in the job market, I can say this stage is critical for building my skills because **too much rest can turn into stagnation.** The moment I feel I've hit a dead end, or **I'm not learning new things, I know it's time to rethink my path.**



Reem Jumah

Lady Kindness

expressed:

I talk to customers behind the screens, but I'm still emotionally connected to them. Every day is different: questions, awkward moments, and even laughs. **I see routine as a blessing. But I feel a change coming near,** something that pushes me closer to inner myself.



Raghad Salem

Queen of Keep Calm

said:

The turning point? Realizing you don't want to advance. Maybe because the work doesn't interest you anymore or no longer makes you proud. For me, **the journey of change is sweet** as long as you move cautiously. **My tip: assess your level and skills** then ask experts, before choosing the next step.

Blueberry Picks

This one is from

Fatimah Olayan 🎬 ✨

She says that Rivals is **a smart study of stories' influence over people.**

The conflict between characters isn't limited to winning but also about how each one can **leave their mark on the other's mind** 🧠💡

Sometimes, one calculated sentence or move completely changes the course of events 🔄📄. Some dialogues reveal the **"stealth marketing"** of ideas, even among friends or rivals, because when you plant an idea in someone's mind without them noticing,



you're basically practicing a form of advertising, whether it's ideas, stances, or even values 📺✍️

Her favorite quote is: **"The real win is planting an idea in your rival's mind before the match even begins."** 🏆

It made her realize that marketing isn't always a billboard or a video: **it can be a word, a feeling, or a moment that stays with you** ✨

This is what makes the series interesting even to those outside the field 🧐🔥

Answers You Need

Is Hustle Culture Still Relevant, or Are We Over It?

For years, **hustle culture** was the badge of **ambition:** late nights, non-stop work, and emails at midnight. It was worn as proof of dedication.

But the truth? Endless work now means:

Faster burnout 🐼

Creativity drained 📉

Losing talent ⚖️

In advertising, the **"always-on" mindset** doesn't just exhaust us, it kills the very creativity we sell.

This culture grew on two myths:
More hours = more success (**studies show after 50 hours a week, productivity drops fast**).
Being busy = being valuable (but not all busy work means real output).

Today, post-pandemic, success is measured differently: not by hours, but by outcomes. **Working smart matters more than working endless.**

So what's the fix?

Admit rest is part of creativity ✨

Measure impact, not hours ⌚

Celebrate life milestones the way we celebrate work ones 🏆

Boundaries start at the top 💬

The new ambition is clear: **focus on creativity, personal life, and making work hours actually count.** In our industry? **The sharpest ideas rarely come from the most exhausted minds.**



Marketeer Philosophy

We asked Rabab 🧠:

Is there still room for mystery in advertising, or does transparency always wins? 🎭

She said that :

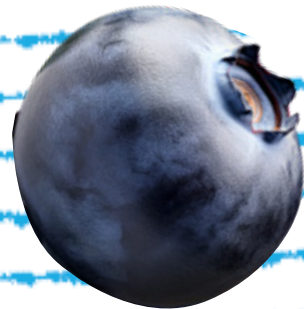
Transparency today isn't a choice, it's the currency for dealing with **the new generation that likes to know the full story** and every product detail. Many brands started opening their notebooks to the public, and telling their beginnings and journey with clarity, but it's not always the case 💡

She clarifies that some big or sensitive accounts choose to start with a step behind the curtain. Sometimes secrecy is a **necessary calculated tactic** to either avoid info leaks or to surprise the market at the last moment 🏠

She adds confidently that the **new generation doesn't enjoy guessing; it searches, scrutinizes, and compares**, from the number of calories and protein on a package, to every piece of info available online. **AI now uncovers facts in seconds. BUT, a small spark of mystery remains... only if it's studied and released at the right moment** 👁️🌟

She added:

"Transparency shows trust, but smart mystery reaps attention." 🌟



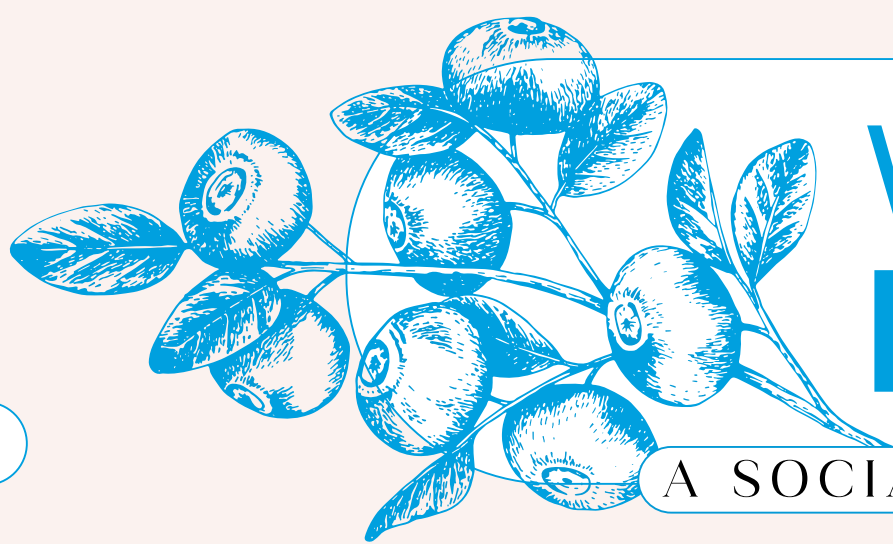
Weekend Plans

As for **Tariq's** weekend, Thursday nights start with a family visit, 👨‍👩‍👧 then chilling at home with Hattan 🧸 before movie time with Dania anything but horror 🎬 Fridays mean lunch with Dania, hangouts with his Jeddah crew, and their buddy visiting from Khobar, which always ends at HANK BEER 🍺 Saturdays? Laundry, 🧺 a quick juice or ice cream run, then straight back home 🏠

For **Nader**, the weekend is all about balance. 🙌
Leveling up in Call of Duty 🎮
a gym session that pushes his limits 💪
and some quality time out with the kids to recharge 👨‍👩‍👧

Ziad's weekends are mostly him discovering new restaurants, events, and movies, keeping things exciting 🌟🎁
plus precious family time, of course 😊
Lately, he's been hooked on board games 🎲
and if not that, you'll find him at the cinema —always IMAX, never less 🎬





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Rayana Almowelhi

One of us

Social Media & Content Strategy Lead for AROYA Cruises
The mastermind behind everything social 🤍

From day one, she felt lucky because marketing isn't just her job, it's her passion ✨

Even with the pressure that comes with the role, she says: "I'm grateful to be working on something I truly love."

What's her favorite part of the job? **The people and the environment.** That's why she's been at Social Clinic for more than two years now ✨

And outside the office? She's a social media content creator, a traveler, a sea lover, and someone who treasures family time 🏡
Her daily routine is a model of balance: work, gym, side hustle, family.

Her personality? **Always searching for the positive side and spreading good energy** 🌈
A quote she lives by: "Wish good for others, and it will find its way back to you." 🤍
And if you handed her a mic, she'd say: "Do what you love." 🎤

Social Clinic Tea



Legendary ideas waiting to see the light 🙄

Not just outside the box, outside the planet. All they need now is **the right client** to launch.

Our horizons are expanding, and with it our team keeps growing ✨

Let's give a warm welcome to:

Abdulrahim ElAyoubi | Associate Account Director
Mohammed Morshed | SR.Graphic Designer- Finalizer
Salim Bashoweh | HR Specialist
Ahmed Younes | GL Section Head



With them on board, ideas won't stay on paper, they'll come to life 🎬

And here's the scoop you don't want to miss: **(VERY SOON)** we will be launching our full **Production House** so that creativity never stops and dreams get even bigger 🥰

Get the office ready and clear the space, the **Social Clinic Podcast** is finally on its way! After days (and nights) of thinking, planning, and pure excitement, it's almost here 🦄



Cosmic Curiosities

If your pet had a job, what would it be? 🤔





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Fresh in the Market

Quiet Branding

Why Some Brands Chose Silence Over Shouting ?



In a world of loud ads, oversized logos, and endless discounts... some brands are winning by doing the opposite. They're embracing **Quiet Branding**, the art of showing up softly, yet powerfully.

Let's take a closer look 👁️

A few years ago, the market was full of bold colors, loud fonts, and campaigns chasing you everywhere. But today, many luxury brands — though not all — decided to whisper instead:

"Because we're confident you already know us... we don't need to shout our name every time 🗨️"

So why is this trend growing?

The world is noisy 🗨️

Notifications, ads, nonstop content... people crave a visual pause in the chaos

A signal of confidence 💎

A brand that doesn't slap its logo everywhere says: **"Our strength is in our product, not the size of our logo."**

Story over slogan ✨

Instead of ready made taglines, quiet brands let quality and craftsmanship do the talking.

How do brands practice Quiet Branding? 🔄

White space means wealth 💡

Minimal design, intentional gaps, a feeling of luxury at first glance.

Calm colors 🎨

Soft, neutral tones that relax the eye instead of overwhelming it.

Design as identity 🖋️

Think Bottega Veneta's weave or Apple's silhouette, recognizable even without the name.

The bottom line? This approach is a **confident strategy** that tells audiences:

"We trust our product... and we trust that you'll recognize us."

I Spy with My Little Eye

Can you spot the odd ones out? 🧐🔍



Ever Wondered? 🤔

Did you know the Nike Swoosh logo cost only \$35? 👁️

Here's how a student designed one of the world's most iconic logos 🧐

Back in 1971, Nike co-founder **Phil Knight** asked graphic design student **Carolyn Davidson** to create a logo for his new sportswear company. She created the now-famous **"Swoosh,"** meant to represent motion and the wing of **Nike, the Greek goddess of victory 🦋**

Carolyn was paid **just \$35 (about SAR 130 at the time)**. Years later, after Nike's global success, she was gifted a gold Swoosh ring and company shares now worth hundreds of thousands of dollars 🏆

Today, **the "Swoosh" stands as one of the most recognized logos in the world**, a perfect example of how simplicity can be priceless, all starting from a student's freelance project 📌



In every campaign, I'm the first one in and the last to leave. I gather the scattered pieces, connecting images, words, and ideas. I don't hold the camera, nor do I craft the copy. but without me, the project feels incomplete, the idea unfinished.

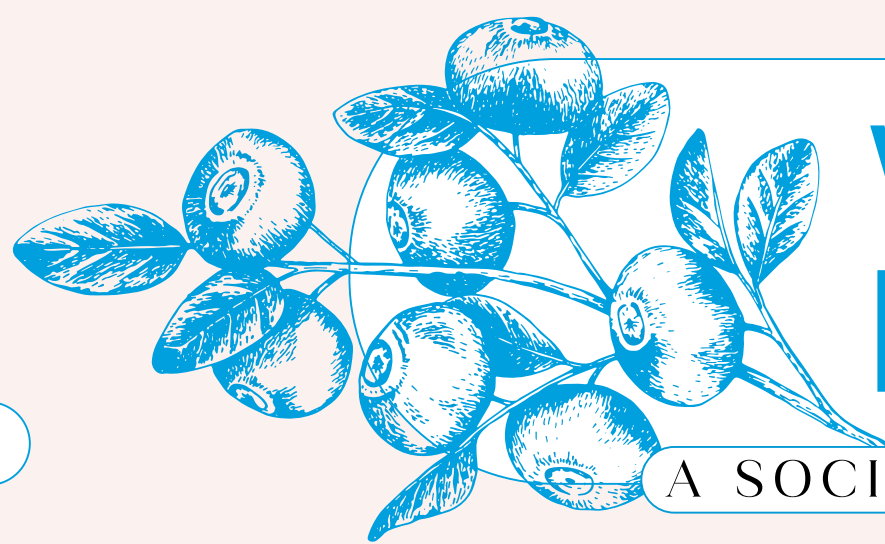
Sometimes you'll hear me say: "Let's rethink the order, maybe the meaning will come across clearer."

Did you guess who I am?

Share your answer with us through email to HR

The Authors' Riddle

Previous riddle's answer: The Traffic Manager



From a content manager POV

Behind the Scenes

Diesel | Be a Follower



Diesel's campaign didn't just follow the trend, it flipped it and got there first 🥰✨

While the world was drowning in influencer culture, Diesel chose a different path, sharing a message that was refreshingly real and visuals that hit close to home 💙

The core idea?

"You don't need to be an influencer, just be a follower."

On the surface, the ad might seem simple. But underneath, it's built on a sharp insight: Today's generation is overwhelmed by digital pressure, constant comparisons, and the chase for impossible perfection. It subtly hinted at the idea of FOMO and the obsession with documenting every second 🥱📱

And then Diesel cut through the noise with one clear statement:

"Enjoy your moment, live it, don't stress about being seen." 💙



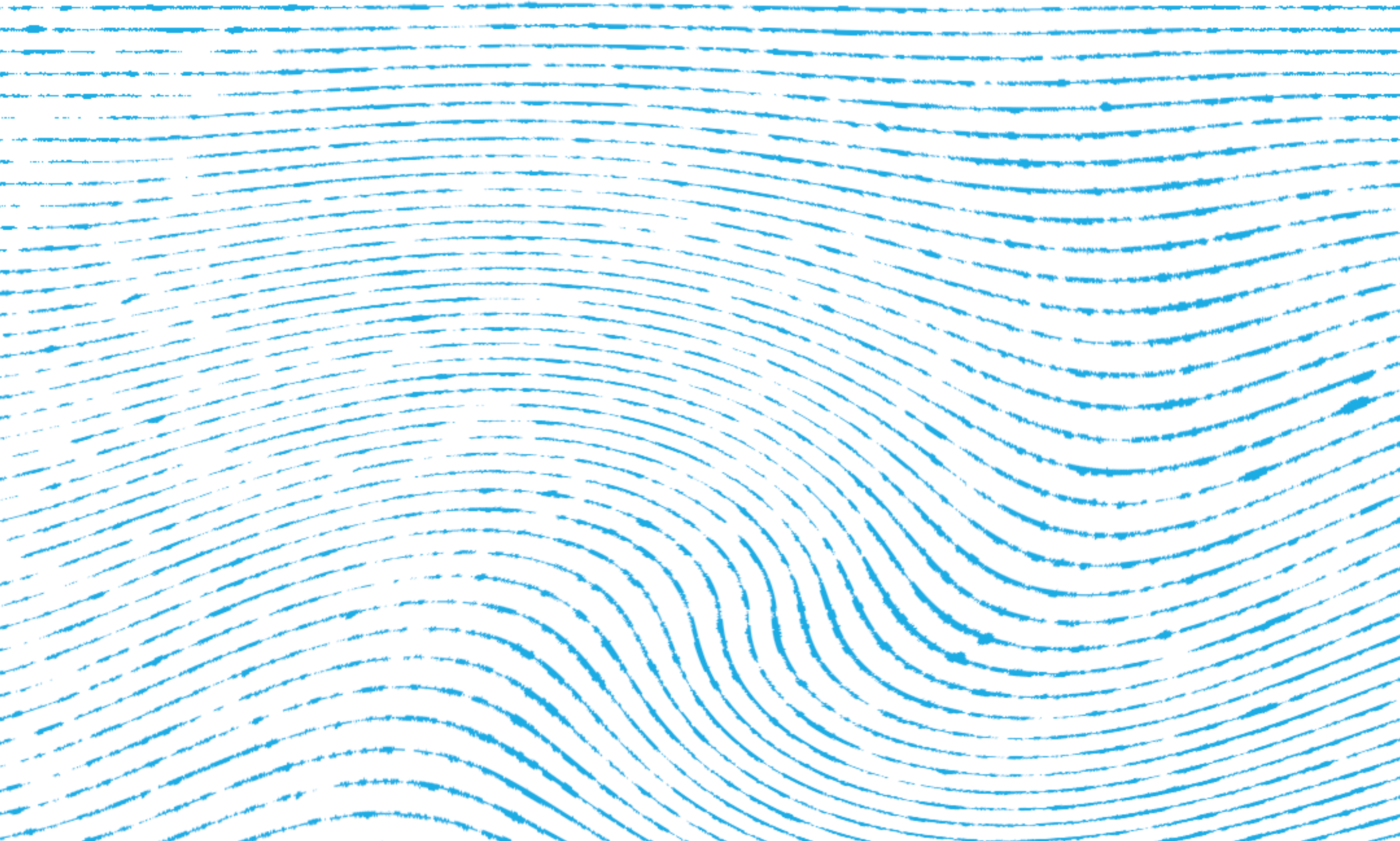
The outcome? A campaign that stays with you, because it spoke the truth, and went against the market in exactly the right way



Meme of the Month

This is Faris Madani

He made magic without a lamp ✨
He flew in the sky of creativity without a carpet 🕯️
At his touch, coal turns to gold 🦄✨



You've been reading



Until next time