



Wild Blueberries

SOCIAL
CLINIC

A SOCIAL CLINIC MAGAZINE

The 17th Issue

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We didn't slow down, we leveled up

Riyadh



Why

are brands going retro?

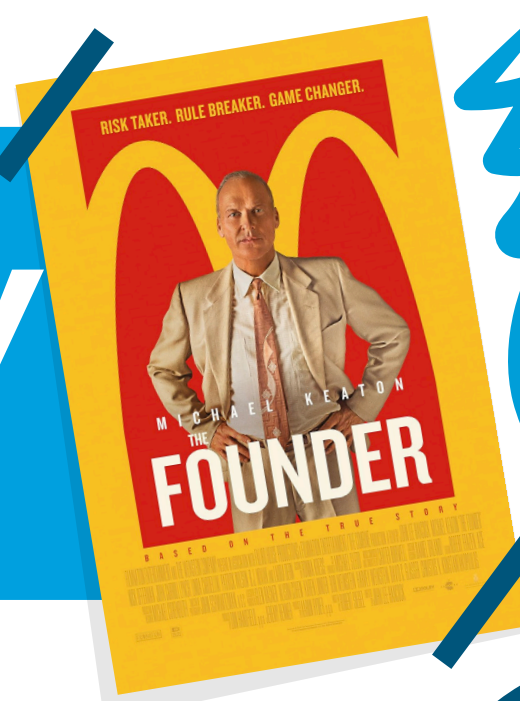
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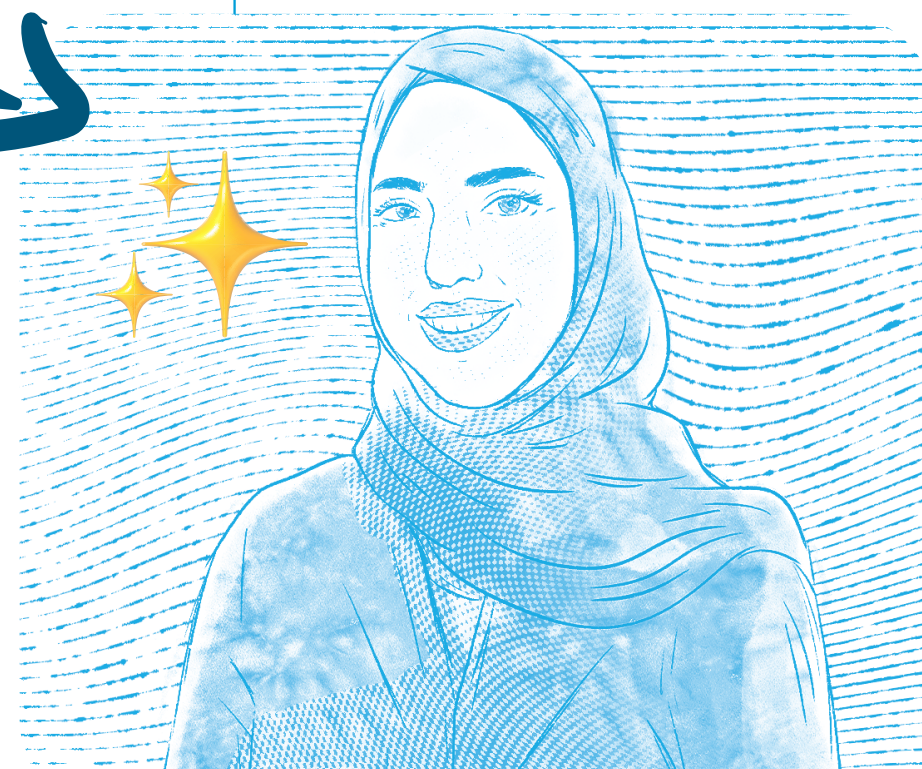
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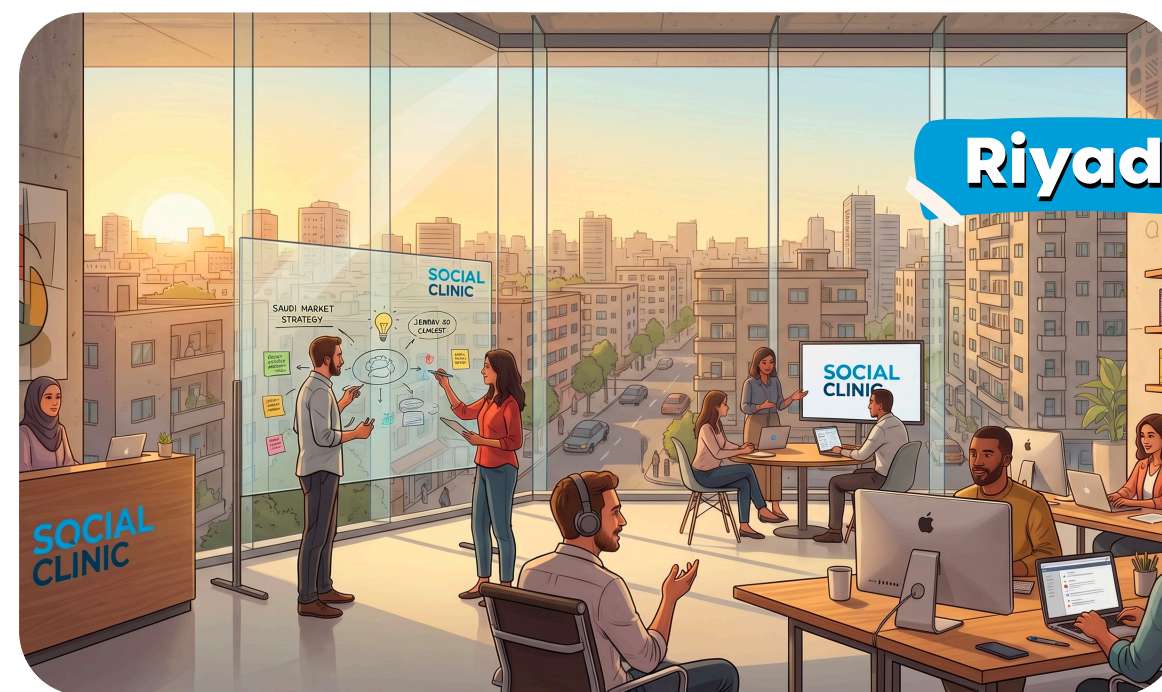
One Of Us

Asayil Alowedi



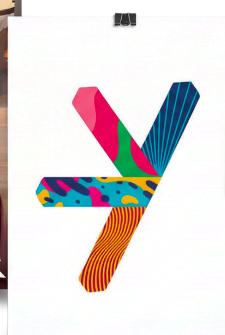
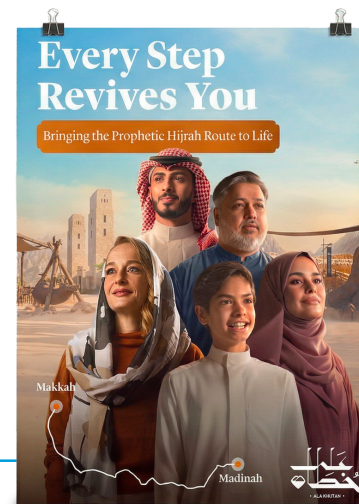
We didn't slow down, we leveled up 🎯🚀

If you thought, we disappeared...we didn't
We were in rooms, on sets, in pitch mode, in launch mode and in let's do this again mode! 🌟



Riyadh

We stepped into **Diriyah**, where heritage meets ambition.
Partnered with **JEDCO**, to touch the world.
Brought stories to life with **Ala Khutah**.
Took on **Seven**, ten brands, one client.



We launched the bold **Jetour G700**.
We reunited with **Kia NMC**, because some partnerships deserve a second chapter. Built a **Ramadan KASBAN** film that stayed with people.
And welcomed **Zamzam Water** into the family 💙

Somewhere between all that?

We're also cooking a **podcast** for you 🎧
Yes... That kind of cooking 🍳

And while we were moving at full speed, we decided!
The magazine you're holding? **It's evolving...**
From now on, we're going **bi-monthly**, and that's not all!
Wild Blueberries is being reshaped with new pillars and a new look and feel ✨
And this version? It's just the beginning

Fresh in the Market

Is Nostalgia the New Strategy? 🎵📼

Cassette tapes, flip phones, neon jackets... the 90s are back and Y2K is cool again.
Why are brands going retro?

Simple... **Because nostalgia sells**



Comfort in uncertain times

In a fast-changing world, people crave something that takes them back to simpler, lighter, happier days. Nostalgia acts as a safe space that sparks trust and connection.



Small details, big emotions

A dial up tone, a classic sneaker drop, or a throwback jingle can instantly unlock memories. Those memories translate into loyalty, attention, and even purchases.



From ad to personal moment

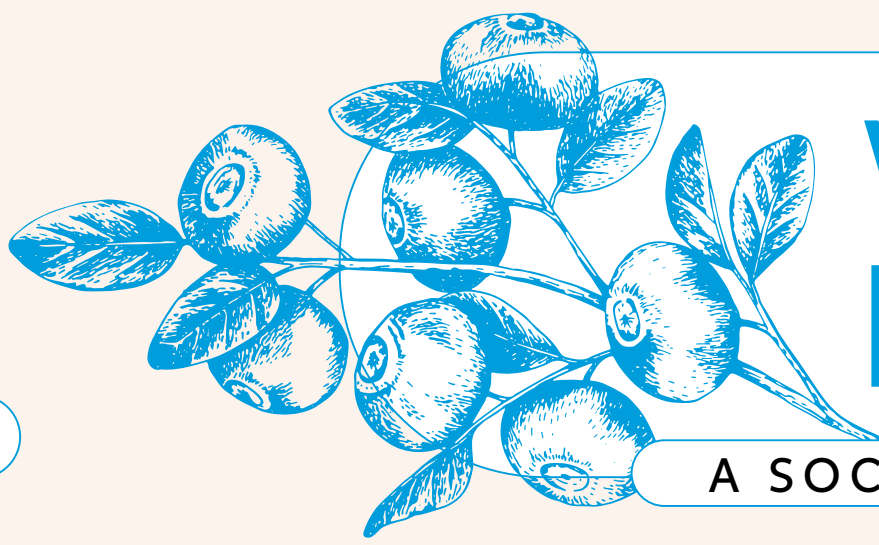
Nostalgia isn't just fonts or neon colors. It's the pause that makes someone smile, remember, and share, turning a post into a personal moment.



Balance is key

Go too far and risk looking outdated. Mix memories with modernity, and you stand out in a crowded feed.

Bottom line: **Nostalgia isn't new, it's a timeless strategy wearing a fresh outfit, sparking emotion and making brands unforgettable** ☁️



One of us

Meet Asayil Alowedi 🧡

She began her journey in 2013 as an intern. Step by step, role by role, she learned every corner of the department herself, and that's exactly what led her to become **today's HR Manager**.

She loves what she does because it mirrors her generous nature, always solution oriented, always looking for better ways forward. In her own words: **"It brings out the best in me"** 💡

She believes every great workplace begins with leadership. For her, **the direct manager** defines the entire employee experience, which is why she leads with clarity, transparency, and respect 🧡

Three and a half years with us, and she describes agency life as: **"Living in a cotton candy world"** 🍬💖



Asayil Alowedi

Outside the office, her universe revolves around her daughter, Hala 🌱

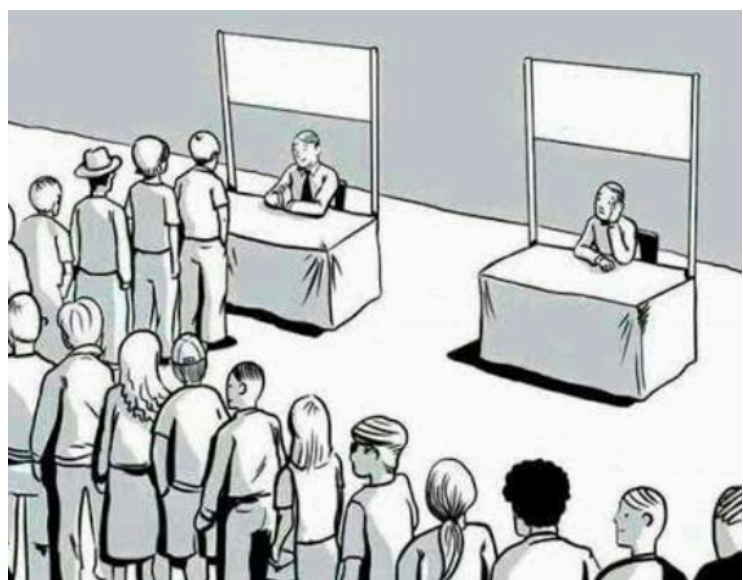
Before motherhood, her social world was wider. Today, her joy lives in that smaller, deeper circle.

That shift sparked a stronger passion for self development, and she's currently pursuing an internationally accredited certification in her field 🎓

Asayil lives by one belief: **nothing in life is impossible**. HR reminds her daily of one important lesson: **Never judge a book by its cover** 🖐️

Her philosophy in work and life?
Transparency and integrity 💎

And if she had the mic, she'd say: **"We're born blessed, and there's so much good ahead, so live with a positive spirit."** 🌈



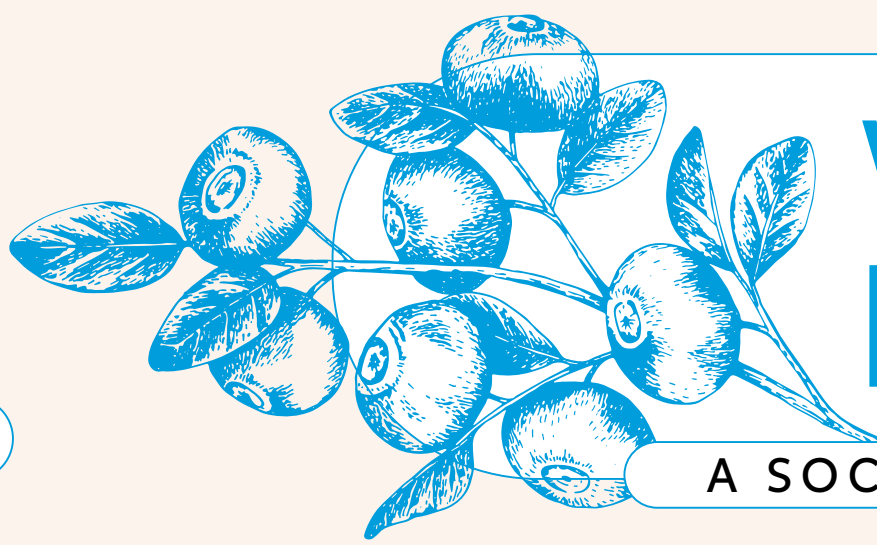
Cosmic Curiosities

Why is the line we choose always the slowest one?

Meme Of the Month



Clear planning, sharp strategies, qualities **Rani** has embraced since childhood



Marketeer Philosophy

We asked **Tarek Khalil** :
"Does the definition of creativity differ between clients and agencies?"

He smiled
"Of course, and that's where we shine"

For agencies, creativity is a craft: elegant design, iconic ideas, and strict adherence to the brand's essence 🍷

For clients, it's measured by impact 💥 ideas that move audiences, spark conversations, or hit a goal 🎯

At first, these seem like two different languages. But that's where planning meets with boldness ⚡



Creativity has no single definition

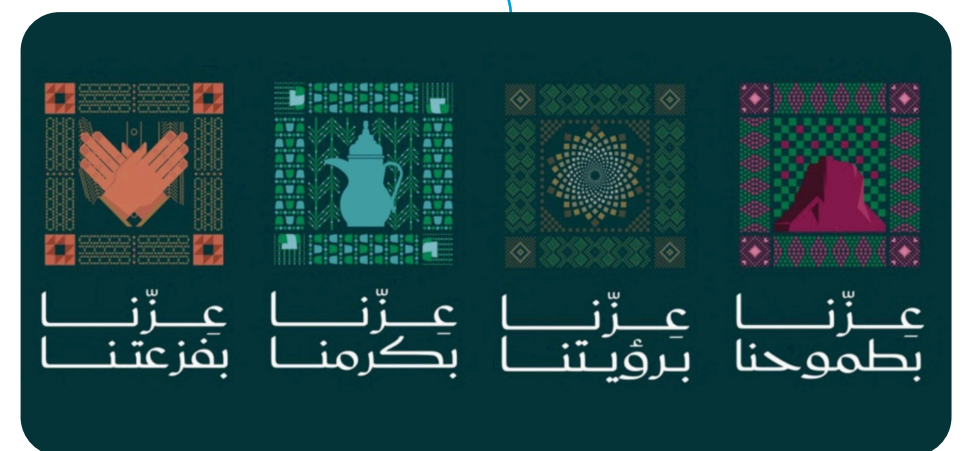
It's a dialogue. A negotiation 🗨️
There's a common ground that unites both viewpoints 🌐
When both sides listen, they create something they're satisfied with 😊



Take Saudi National Day campaigns: 🇸🇦

The client focuses on cultural authenticity only, while the agency balances that spirit with the brand. True creativity is born here, where culture merges with commercial goals and aesthetic vision.

The result? Amazing ideas, better than either of you could have imagined 🚀



Answers You Need

Career FOMO...

Why Do We Compare Our Path to Others? ⌚

A colleague gets promoted, a friend posts a new job on LinkedIn, someone switches industries and suddenly seems unstoppable.

And just like that... the voice creeps in: "Am I falling behind?" ⌚

This is Career FOMO, the modern dilemma of constantly measuring yourself against everyone else's highlight reels. Social media only fuels it, turning achievements into shiny trophies and endless comparison traps.

But here's the truth: your journey is yours, not theirs. You have time to fail, to grow, to start over. Even the so-called "overnight successes" you see online hide years of unseen work, obstacles, and quiet victories.

The danger? Comparison becomes toxic when it makes you question your worth.

So how do you break the loop?

Celebrate your wins, even the tiny ones 🎉

Define your own milestones 📅

Curate your feed, ask yourself, does this inspire me or pressure me? 🧐

Career FOMO doesn't disappear, but you can manage it. The moment you stop chasing other people's timelines and focus on your own path, you create space to build the career that truly fits you. **And the irony? Real opportunities show up once you're no longer chasing theirs.**

Blueberry Picks

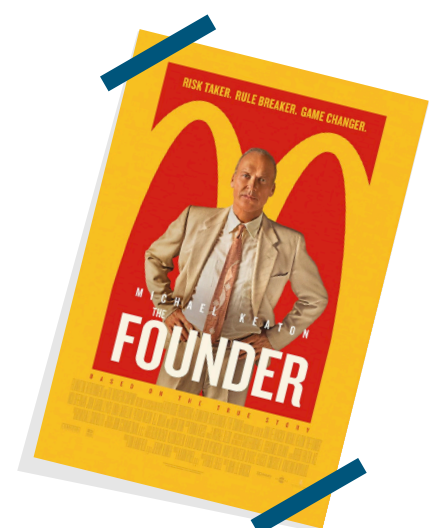


This month's pick, powered by Luai Canoui 🎬

Luai chose **The Founder**, and for him, it wasn't just a story about a small restaurant becoming **McDonald's**. It was a masterclass in persistence, and how a simple idea can become a global icon when someone truly believes in it 🌍

He was drawn to **Ray Kroc**, a man who saw potential others overlooked and held onto it relentlessly. For Ray, persistence wasn't optional, it was a lifestyle 🔄

The quote that resonated with Luai:
"Nothing in this world can take the place of persistence."

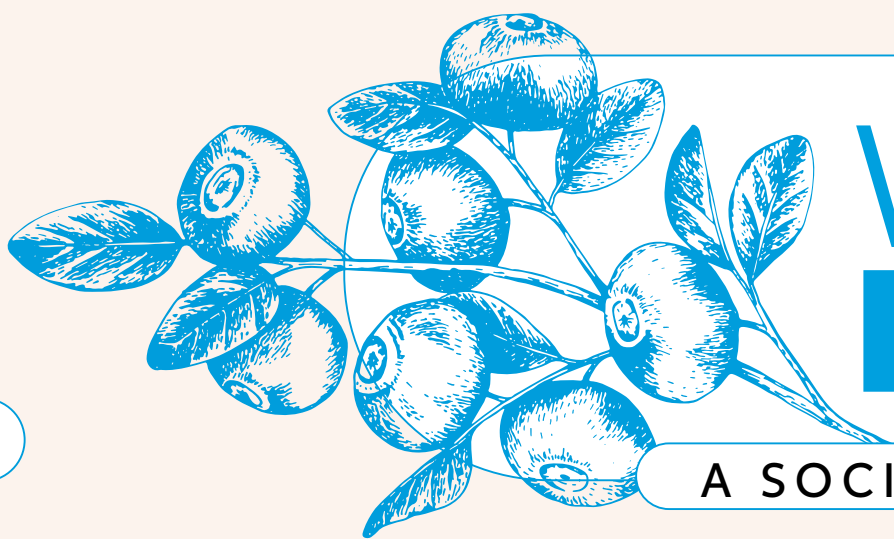


After the film, he started seeing advertising differently. Not every ad needs to be a massive campaign or a billboard on the highway...

Sometimes it's a small action, repeated daily, until it becomes a symbol embedded in people's memories 🏆

The film reminded him that any brand can grow into something bigger, if it owns three things: **A clear vision, relentless persistence, and a voice that knows how to reach people** 🗣️

A film that makes you rethink consistency, and reminds you **that small beginnings can change the entire game**, if someone chooses to stick with them until the end 🎬



Ever Wondered? 🤔 🎨

Have you ever thought colors could have a smell?

It may sound odd, but in the world of synesthesia, the senses overlap in unexpected ways 🌀
Imagine seeing blue and tasting mint 🌿
or looking at the number three and smelling coffee ☕

This idea inspires designers and brands to create multi-sensory experiences:

- Coffee shops use brown to echo roasted beans ❤️
- Packaging adds textures you can almost "hear" 💥
- Coca-Cola once linked flavors to sound waves 🎵
- Luxury brands build signature scents to stay in memory 🌸

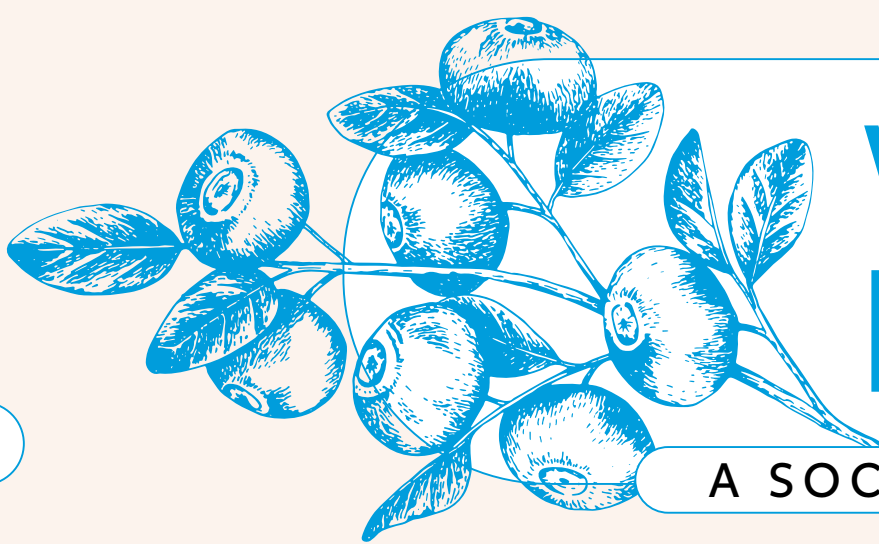
Branding today is more than visuals, it's a sensory journey.

If your favorite color had a smell...
what would it be?

Blueberry Mystery

There's a Ramadan touch in here... can you see it? ✨





Behind the scenes

Super Bowl x Uber Eats

From a Business Developer's Lens

This year's Super Bowl saw Uber Eats flip the script with a bold message: **"Don't Eats."**

The goal here was to showcase that Uber Eats isn't just about food anymore, it's about everything you need, delivered right to your doorstep 🏠

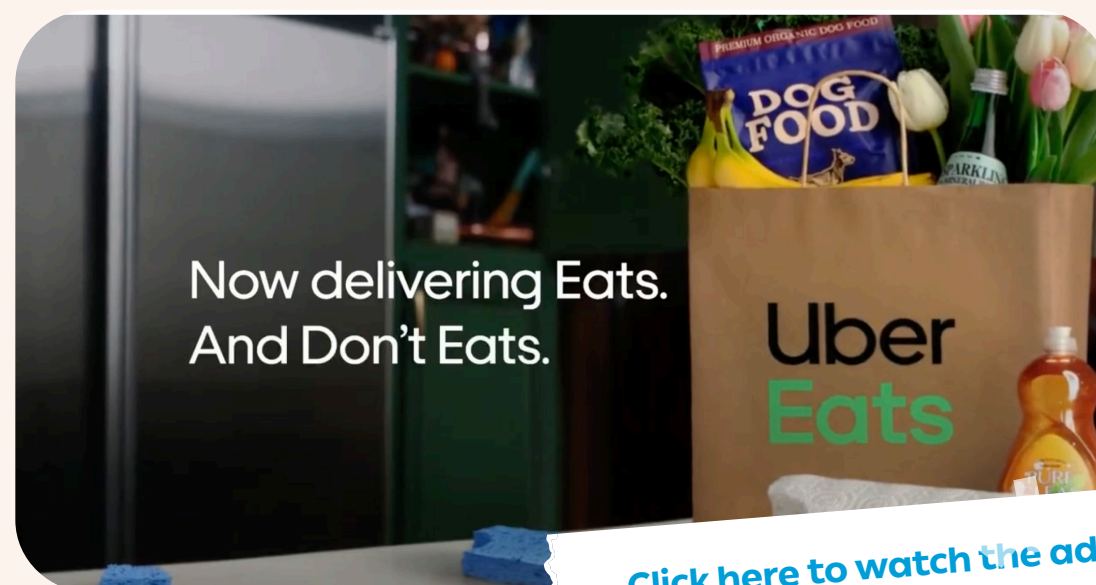
From a business development perspective, this ad wasn't just clever.

It was a clear signal of the brand's expansion, moving from restaurants into the world of daily essentials

IDEA

The execution? Pure entertainment

Global celebrities delivered the message through smart, playful comedy 😊



[Click here to watch the ad](#)

In short:

A simple ad with a big idea.
Simple to watch. Impossible to forget.

The result?

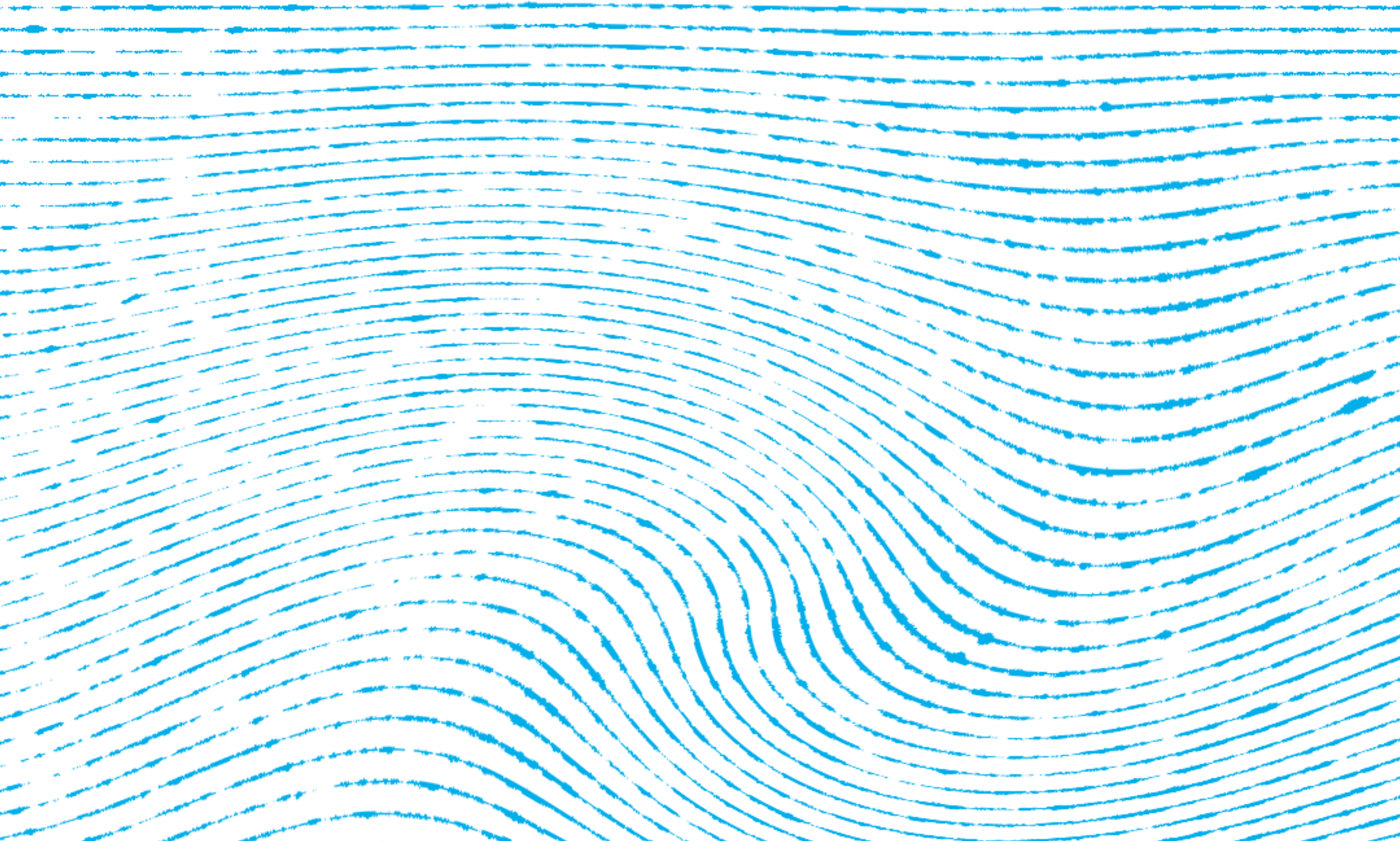
A refreshed brand image that stands apart from competitors 😎

I Spy with My Little Eye



Can you spot the odd ones out?





You've been reading



Until next time