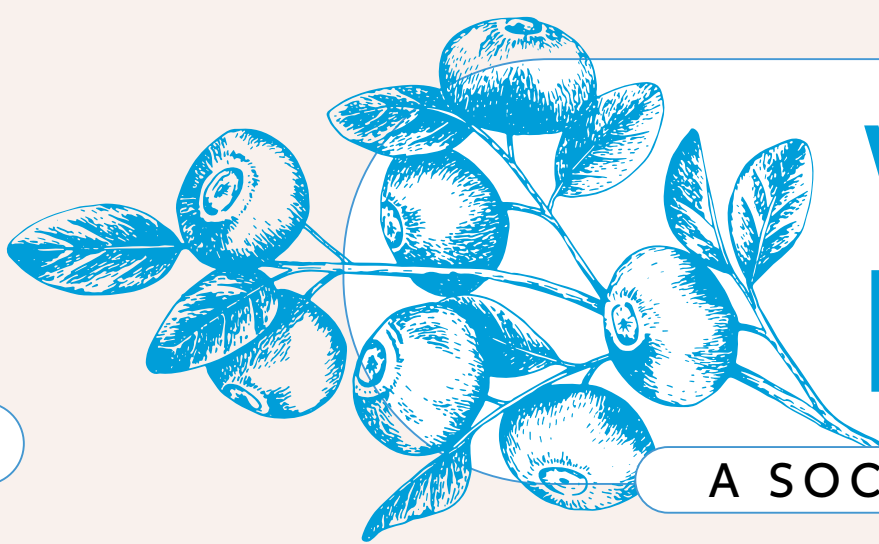




Wild Blueberries

SOCIAL CLINIC

Jun-Jul 2026

A SOCIAL CLINIC MAGAZINE

The 18th Issue

In this issue

World Cup 2026 Ads What Fans Love Most!



BEHIND THE SCENES

From a Copywriter's POV



The Art Behind

Najm Suhail ★



Blueberry Picks

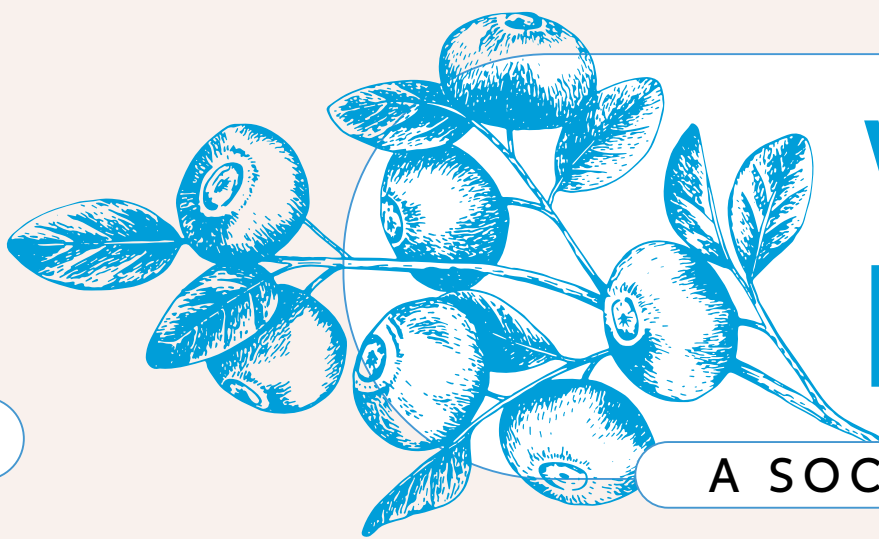


Blueberry's Mystery



One of Us

Mohammed Al-Zabidi



In this issue



Mohammed Al-Zabidi

One of Us

If one thing describes Mohammed Al-Zabidi, it's curiosity 🦋
The kind that keeps him learning, trying new things, and always looking for the bigger picture!

Although he started in Telecommunications Engineering, his passion led him into business development and advertising. To him, the link between both worlds is simple: both are about understanding challenges and finding solutions.

Mohammed's day moves between developing opportunities, connecting teams, and improving ways of working... But what matters most to him is leaving every experience with something new learned 🦋

Mohammed believes the value of any place is not only in what you achieve there... but in who you become because of it 🦋🌟🌟

AWAY FROM WORK

you'll find him playing padel, even if, according to him, he's "not the best player." He also enjoys reading and journaling. And when it comes to movies and series, his taste goes from Hollywood to Bollywood and K-dramas, with one honest confession: Rom coms are his weak spot.

Between all his interests, Mohammed keeps one principle close **"Never stop learning, and be generous in sharing knowledge and good impact with others."** 🙌

Meme of the Month



Riem's journey started with a love for connecting with people ✨

Today, building relationships has become part of her success 💙

Tools You'll Actually Use

The Marketer's Toolkit 🛠️

Claude: An AI Tool You'll Actually Use ✓

AI tools are now part of every marketer's kit. Sometimes, you use them like an intern helping out, a researcher collecting info, or an editor reviewing your copy. Other times, they become a thinking partner that helps you see new angles.

Among these tools, <PRIVATE_PERSON> Anthropic stands out as one you can actually rely on for many tasks: writing, research, analysis, brainstorming, and turning rough ideas into clear outputs like documents, tables, or presentations.

But the tool is not powerful on its own. Its real value depends on the quality of the prompt you give it.

For example, if you write: "Give me Instagram content ideas." you'll probably get general, repeated ideas. But if you give it a clearer picture, the audience, tone, goal, content type, and what to avoid, that's when the results actually change ✨



Blueberry Picks



Series of the Month, Chosen by **The Molten Cake, Rawan Kastero** 🍰

Mad Men

Rawan chose Mad Men, a series she sees as more than just a show. To her, it's a full lesson in advertising 🌐

One scene that stayed with her was Don Draper's famous Carousel pitch, where he described nostalgia as:

"A twinge in your heart, far more powerful than memory alone."

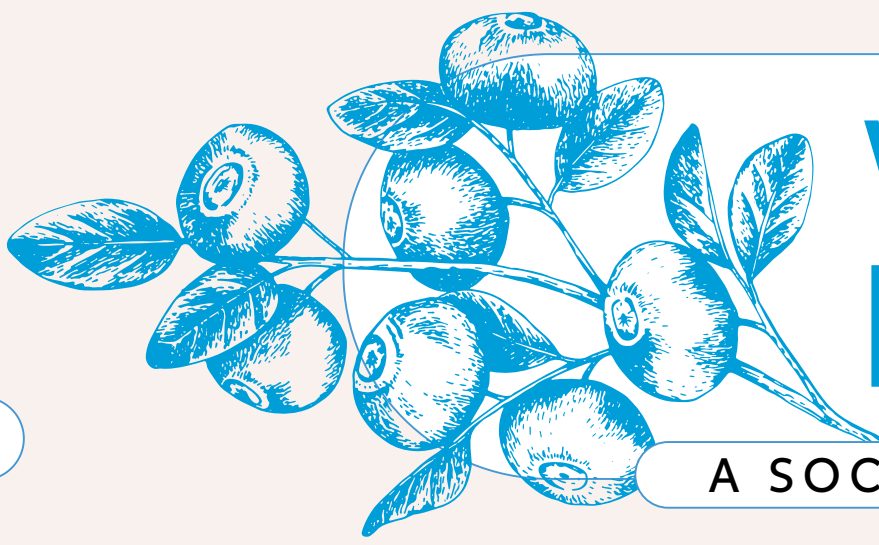
That scene reminds us that ads are not only about selling products. They're about telling stories that reach people, touch emotions, and build a real connection with the audience.

So if you're passionate about advertising and storytelling, Mad Men is a truly inspiring watch that pulls you closer to the field and makes you appreciate it even more ✨





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Marketeer Philosophy

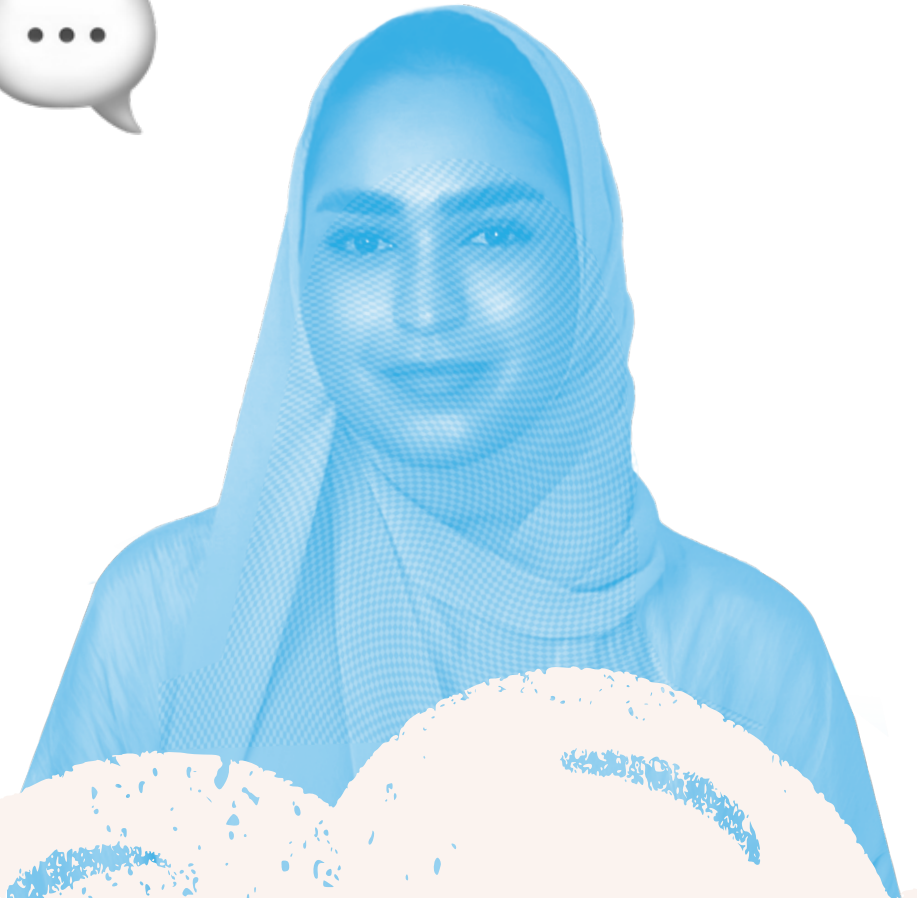
The “Limited Edition” Trap Why do we trust limited editions so easily? 🛍️

Joury Badr had a take on this...

“Limited edition” is one of the smartest labels brands use, because people naturally want what feels rare. If it's not always available, we give it more value. And that's where the game begins 💖

Most of the time, the product is pretty normal. What's really being sold is the feeling that comes with it. Brands don't just sell you an item. They sell you the feeling of standing out, of owning something not everyone has. That feeling makes buying more emotional than logical, especially when there's a deadline or limited quantity ⌚

Suddenly, the chance feels like it might disappear. So you buy before asking yourself if you actually need it. That's when shopping becomes less about wanting something, and more about avoiding regret 💔😞



How many times did you buy something not because you needed it, **but because missing it felt worse than leaving it?** 🙄

Social Clinic

Our love for growth has always pushed us to start fresh, explore new spaces, and expand our creative reach. Recently, that reach grew with strong new names joining our journey:



مجموعة فقيهه للرعاية الصحية
Fakeeh Care Group



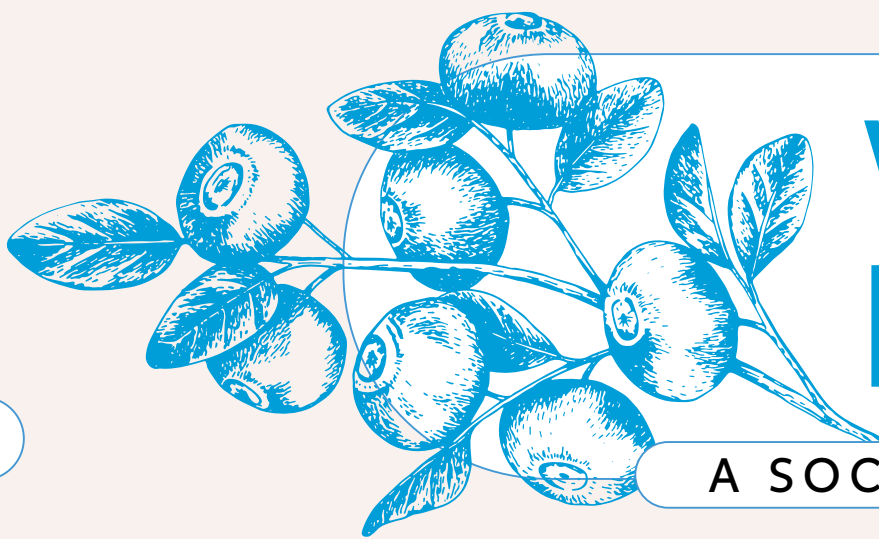
وسط جدة
JEDDAH CENTRAL



Because ideas connect better when people are closer...
we broke distance barriers and built new bridges 🤝💙

Our Jeddah office brought us together in one shared space, where we can connect around goals and celebrate achievements. And speaking of achievements...
we recently broke a new number and completed nearly 60,000 tasks on Asana ⚡





In this issue

Ever Wondered?



Why Are IKEA Product Names So Weird? 🛏️

You walk in looking for a chair, and walk out trying to pronounce names like POÄNG, KALLAX, and BILLY...

Names that make you wonder: is this furniture, a product name, or someone's actual name?

But the truth is, IKEA names are not random at all!

The story started with IKEA's founder, Ingvar Kamprad, who had dyslexia and found it hard to remember numbers and product codes.

So he replaced long, complicated codes with names people could actually remember 🧠

And that decision became one of the things that made IKEA so recognizable ✨

Instead of naming a bookshelf "Model 4827," it became BILLY.

A name, a personality, and something easier to keep in mind. And the names follow a system too.

Some come from Scandinavian cities and regions, while others come from people's names, local words, or elements of nature 🍄

So next time you're at IKEA, standing confused in front of a product name, remember: it wasn't made to confuse you... it was made to stick.



The Art Behind the Ad

Najm Suhail ⭐

Most ads end once people see them...

But Suhail Star started doing its real job after the ad.

The idea 💡

What made the idea strong is that it didn't begin with the product. It began with a real understanding of the audience. For us, the desert is not just a destination or a beautiful backdrop. It's tied to adventure, memories, and freedom. But it also has its own challenges 🌱

How can a brand add real value to this experience?

The answer came in a small, light keychain that works with your phone and helps you return to your starting point if the signal drops 📍

What stands out is that the idea doesn't use fear or exaggerate danger.

It presents safety in a calm, practical way. A solution you can keep in your pocket and use when needed.

Even the name "Najm Suhail" wasn't just aesthetic. Historically, Suhail was linked to guidance and finding the way. Here, the same meaning returns in a modern form.

Like a simple promise people can carry:

Even if the signal disappears, the way back stays clear 🗺️

Blueberry's Mystery

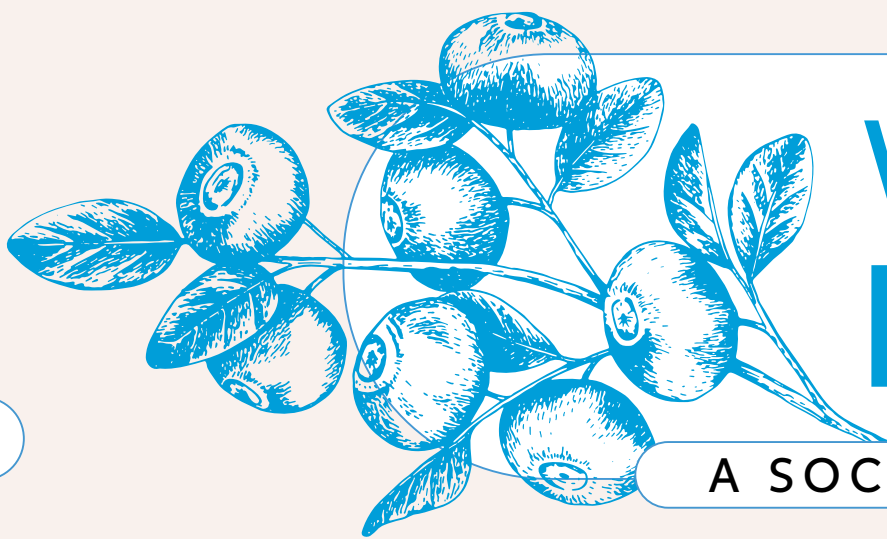
Every story has a first line,
and every magazine has a first mark.

Before the issues we know today,
there was one first issue that started it all.

This month's riddle is simple: 🤔
When was the first issue of Wild Blueberry Magazine released? 🍷

Send your answers to the official HR email
📧 Last issue's answer: **Ramadan**

Case study film 🎥



In this issue



Behind the Scenes

World Cup x DStv

From a **Copywriter's POV**

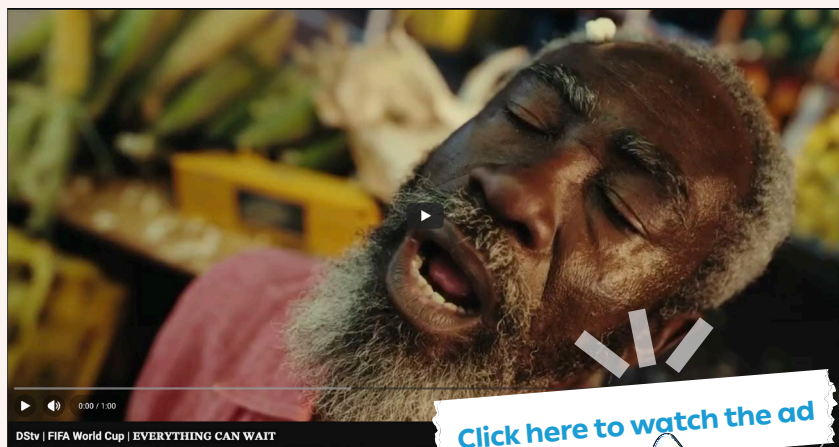
In sports ads, we're used to seeing excitement sold directly: fast shots, loud crowds, and all the expected hype. But DStv's World Cup ad stood out by doing something different. The idea wasn't really about the match itself... It was about everything that suddenly loses importance once the game starts 🙄

Everything Can Wait

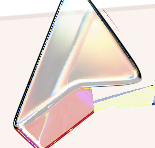
A simple line, but it captures a feeling every fan knows... Sleep can wait, plans can wait, even the daily routine can wait. Because there's something bigger happening! 🥰

And that's where the copy works. The ad doesn't talk about broadcasting or sell the product directly. It talks about the feeling before watching, and the priority a match creates.

That's one of the smartest ways to write... not telling people what to do,



[Click here to watch the ad](#)



Fresh in the Market



World Cup 2026 Ads What Fans Love Most!

Ever seen an ad and thought:

same idea again? 🧐

We all get that feeling. Even in football ads, it's often the same:

a player kicks the ball, does a few tricks... and done.

But for the 2026 World Cup, things are changing.

It's no longer enough for a brand to appear on a stadium board, or place its logo at the end and say, "We're with the event!"

Now, ads are entering the fan's real world:

the match setup, the group chat, the meme after the goal, and every little watching ritual 🍷

Because this World Cup is bigger than ever:

three host countries, more fans, more cultures, and match times not everyone will love. That's why smart brands know football today is not just 90 minutes and done.

Football is part of people's lives.

Something we live, love, and talk about.

Now imagine the World Cup, the one event even non football fans suddenly follow.

You've been reading



Until next time