

2023

ANNUAL

UPDATE



WORLDWIDE

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W7 WORLDWIDE MESSAGES

As we reflect on the journey we've traversed, the W7Worldwide team finds renewed vigor in our shared spirit.

Rooted in a common goal, our thriving community is fueled by a passion to connect people and create enduring impacts.

Beyond mere accolades, our achievements are reflections of the profound influence we've wielded across industries.

Looking to 2024, our resolute mission persists: to break barriers, innovate ceaselessly, and etch an enduring legacy in marketing communication.

More than a team, we are a formidable force, and our combined strength stands as our paramount asset.

Let's venture into this new chapter united, armed with creativity, dedication, and a shared vision.

Here's to a year of collaborative triumphs, pioneering campaigns, and an ongoing legacy of influence.

W7 Worldwide Team





W7 WORLDWIDE **MESSAGES**

As we stand at the threshold of another year filled with transformation, my heart swells with gratitude and pride, acknowledging the collective efforts that have shaped our remarkable journey at W7Worldwide.

The unwavering commitment of W7Worldwide to bridge people and create a lasting impact remains steadfast, deeply embedded in the core of our ethos.

As an independent, multi-award-winning marketing communications consultancy agency, our relentless passion for excellence propels us forward.

As we gaze into the landscape of 2024, let us wholeheartedly embrace the challenges and opportunities that await.

In our dynamic industry, the mandate is not merely to meet but to surpass expectations. Let's push our limits, foster innovation, and be industry trailblazers, driven by our collective spirit to soar to new heights in uncharted territory.

Abdullah Inayat



W7 WORLDWIDE **MESSAGES**

As we stand on the brink of another transformative year, I extend sincere appreciation for the dedication, creativity, and resilience that have fueled our collective journey.

At W7Worldwide, our enduring mission is to connect people and leave a lasting impact.

Navigating the dynamic marketing communication landscape, we remain committed to reshaping public perceptions and setting new benchmarks for excellence.

In 2024, let's challenge norms, push creative boundaries, and surpass client expectations.

Together, we solidify our standing as an independent, multi-award-winning consultancy, leaving enduring impressions.

Our success transcends campaigns and awards; it's in the relationships built, trust earned, and positive impacts created.

As we embark on the next journey, let's carry forward W7Worldwide's spirit of collaboration, innovation, and excellence.

Bridging connections, creating impact - together, we are W7Worldwide!

Abdulahman Inayat



GLOBAL

RECOGNITION

NOMINATIONS

MEPRA 2023



BEST F&B CAMPAIGN

WORKING AT PACE TO DELIVER FOR SAUDI ARABIA'S LEADING SUPERMARKET

PRCA DIGITAL AWARDS 2023



BEST DIGITAL MARKETING CAMPAIGN

- COMMUNICATING THE UNIFYING SPIRIT OF RAMADAN

BEST PERFORMANCE IN A DIGITAL CAMPAIGN

- SHOWCASING THE EXCELLENT WORK BEHIND HAJJ

BEST USE OF REPORTING AND MEASUREMENT IN A CAMPAIGN

- REDEFINING RAMADAN DINING EXPERIENCES
- LAUNCHING THE REGION'S NEW HEALTHCARE INSURANCE HQ

BEST USE OF VIDEO IN A CAMPAIGN

- SHOWCASING THE EXCELLENT SERVICE BEHIND HAJJ

TESTIMONIALS





We were looking for a partner with real influence at Baytabs and W7Worldwide surpassed all our expectations. They worked on a significant campaign and used their extensive public relations expertise to reach out to our key stakeholders in the Kingdom of Saudi Arabia and beyond to obtain the maximum exposure.

The W7Worldwide team conducted an in-depth research exercise and did an exceptional job of understanding our company, its needs, and purpose before providing us with an amazing communications plan. This made us realize that the team is competent, easy to deal with, approachable, and highly professional, building our confidence in the W7Worldwide team.

What I appreciated most was that the team ensured that PayTabs is well-updated during each stage of the process. Their knowledge of the local media gave us a fresh perspective on our approach to future PR activities such as press releases.

I would like to express my gratitude and appreciation to the W7Worldwide team for doing an excellent job for us. I look forward to many more such professional engagements with W7Worldwide in the future.



Our partnership with W7Worldwide was not just a collaboration, but an exceptional journey of success. We were impressed by its professional team and their unparalleled level of experience in PR and communications. They took the time to understand LogiPoint's business needs and objectives, and were able to develop a comprehensive PR strategy that aligned with our goals. Their attention to detail and thoroughness in planning was impressive.

The W7Worldwide team has consistently delivered results that exceeded our expectations. Their proactive approach and their ability to adapt quickly to changing circumstances helped us continuously progress towards achieving our goals effectively. Their unwavering commitment to excellence and delivering high-quality services has greatly aided in building a strong reputation in our industry.

At LogiPoint, we look forward to continuing our partnership with W7Worldwide on future campaigns. Their expertise and dedication make them a valuable asset to any organization seeking exceptional PR services.



W7Worldwide are extremely knowledgeable about KSA which helps ensure both the content they create and the publishers they distribute their Press Releases to are as relevant to the Saudi market as possible.

I would definitely recommend working with W7Worldwide!



We at Dragos, a leading international industrial cybersecurity company "on a relentless mission to safeguard civilization," commend W7Worldwide for its outstanding achievements in public relations and its deep understanding of the cybersecurity sector, the local and regional markets, and the media landscape.

W7Worldwide helped us achieve our strategic objectives in Saudi Arabia and realize our mission of protecting civilization and help give more organizations direct access to industrial cybersecurity technology.

W7Worldwide developed thoughtful and innovative communication campaigns that helped educate the market about the rise of cybersecurity threats in the region and spread the news about our expansion and new partnerships in KSA. These campaigns exceeded our expectations in generating media coverage and visibility for us, reaching our key target audiences and supporting our business growth.

Throughout our work with W7Worldwide, the agency and team have been passionate, innovative, knowledgeable, and professional by producing high-quality work and achieving desired results. We look forward to continuing working with W7Worldwide, as our communications partner, building on the mutual success achieved to date.



At FRSS Makkah Hotels, we always strive to be a leading hospitality brand in Saudi Arabia and beyond. Our collaboration with W7Worldwide has helped us achieve this goal.

The W7Worldwide team is highly professional and understands our needs perfectly. They developed an innovative communications strategy that helped us to showcase our excellence in the hospitality sector, enhance our reputation, and achieve our strategic objectives. This strategy included comprehensive research, engaging content creation, and effective media management.

W7Worldwide has exceeded our expectations and positioned our hotels as industry leaders. its strategic campaign successfully achieved our specific goals, including increased media coverage, visitor numbers, and search engine optimization. Additionally, it has helped us align our brand with the Kingdom's ambitious Vision 2030.

What impressed us most was its ability to highlight the distinctive elements that make FRSS Makkah Hotels stand out in the competitive hospitality sector. The campaign effectively emphasized our unique offerings and contributions to the community, as well as our awards and prestigious reputation. This has strengthened our image in the industry.

We highly recommend W7Worldwide to any organization that wants to build a strong brand and enhance its reputation.

W7 WORLDWIDE
MEDIA

CENTRE



DEC22

- W7Worldwide's 'Amazing Arabic' video Celebrates the Language as Bridge between Civilizations
-

MAR - FEB

- Digital Transformation Pushing PR industry to Embrace Smart Strategies
-

APR

- Video Creates Ramadan's 'Unity' Spirit
 - 7 Special Dishes from Kingdom's Northern Region to Try this Ramadan
 - W7Worldwide spotlights key Ramadan customs of Kingdom's northern region
-

MAY

- Eid Al-Fitr: A social a festival in the northern region
-

JUN

- Hajj reflects the power of communication
 - Knights of Hajj. Video shows the Kingdome's excellent services and preparedness
-

JUL

- W7Worldwide video highlights PR's wider role in society
-

SEP

- W7Worldwide's inspiring video commemorates Saudi Arabia's remarkable journey on its 93rd National Day
-

NOV

- الذكاء الاصطناعي تطوير التشريعات لتجيم المخاوف
- كيف الذكاء الاصطناعي محترفي العلاقات العامة
- Boosting PR Campaign Performance with Artificial Intelligence
- In celebration of World Television Day... W7Worldwide Emphasizes TV's Ongoing Relevance in the Digital Age

COVERAGE HIGHLIGHTS

تقرير "W7Worldwide": التحول الرقمي يخلق صناعة العلاقات العامة تتبنى استراتيجيات مبتكرة



سيطرة المنصات الرقمية أثر على صورة وأهمية الحاجة إلى وكالة علاقات عامة - السعودية رائدة في فهم صناعة صناعة العلاقات العامة ومواكبة التغيرات التقنية - وكالات العلاقات العامة مطالبة بتقديم محتوى رقمي إبداعي لتحقيق التأثير المطلوب - الرقمنة تدفع صناعة العلاقات العامة نحو الاستراتيجيات الذكية

كتب: بالكنند خاتمة

In celebration of World Television Day... W7Worldwide Emphasizes TV's Ongoing Relevance in the Digital Age



Jeddah

فريضة الحج.. جسر للتواصل بين الشعوب

فريضة الحج: جسر للتواصل بين الشعوب
2023-09-25 10:00



فريضة الحج.. جسر للتواصل بين الشعوب

بعد التواصل دوماً لا يتدأ من الوجود البشري فهو ضروري لبناء علاقات اجتماعية صحية، ووجدت وسيلة يسهل للتواصل البشري وتوطيد بين الحضارات والأمة، وجسر التماسك بين الشعوب وتبادل الخبرات والمعلومات وتبادل الخبرات والمعلومات دوماً مهماً في تعزيز العلاقات الإنسانية سواء في الساعات الماضية، أو الخلفية أو المستقبلية أو الأبدية.

W7Worldwide video highlights PR's wider role in society

Adgully Bureau | 5 months ago



0:00 / 0:00

Jeddah: W7Worldwide, an award-winning marketing communications consultancy agency, has released a 43-second video, in celebration of World Public Relations Day on July 16. (You can check the video here: <https://bit.ly/3PURFhUj>)

Public relations (PR) and communications professionals observe the day to highlight PR's role in public life and help people understand its growing importance in the image building of a company or a country and also how it can play an important role in mitigating crises in the fast-changing times of today.



W7Worldwide's inspiring video released in honour of Saudi Arabia's 93rd National Day. Image Courtesy: W7Worldwide

W7Worldwide's inspiring video commemorates Saudi Arabia's remarkable journey on its 93rd National Day

The video serves as a tribute to the Kingdom's outstanding accomplishments in 2023

Press Release

September 25, 2023



مقطع مرئي يحتفي باليوم العالمي للغة العربية.. جسر تواصل للبشرية

التعليق
09-25-2023 10:00

حصة (MENAFN - W7Worldwide)

SHARING THOUGHT LEADERSHIP

MAY

- قائمة الجهات الإعلامية ليست للتسويق
 - W7Worldwide reports record Year-on-Year growth
 - W7Worldwide: A Prominent Marketing Communication Agency On A Mission To Build Long-Lasting Brand Reputations
-

JUN

- الثقافة “ وحملات العلاقات العامة.. الشرق الأوسط ” نموذجاً
-

AUG

- W7Worldwide: Navigating the Changing Landscape of Communication with Intensive PR Skills
-

SEP

- Who's Who: Abdullah Inayat, director of marketing communications consultancy agency W7Worldwide



COVERAGE HIGHLIGHTS



Assuring the Success

There is a saying that the only way of getting progressive is by getting associated with progressive people. This line shows the significance of connection and relationship. Every business wants to be the first choice for its target audience. But as we see, there are many competitors in every industry, all offering the same product with minimal changes. So what makes them different and close to customers? They connect the concept of PR marketing.

PR agencies are dedicated firms that widely focus on building brand and product image. These agencies create effective strategies and marketing tactics to increase a brand's value. These agencies are also very helpful to customers, as they bring the best to the market to them. The most important aspect of being a PR agency is to get in contact with target audience, finding perfect market for the business, creating brand image and increase brand value that stay long with the brand's operations.

The most recent issue of World's Leaders, titled "World's Top PR Agency of the Year in The Middle East, 2023" demonstrates transformative approach of leading PR Agency in the Middle East. This agency are becoming another addition of success for brands.

The cover feature W7Worldwide, Saudi Arabia's leading home grown media marketing consultancy agency, has acknowledged that successful PR and

Editorial Note
World's Top PR Agency of the Year in The Middle East, 2023



representation – a genuine and honest representation of its clients. Even the most carefully crafted, market-savvy, or imaginative campaigns are bound to flop if their representation fails to meet the mark. As a result, W7Worldwide is dedicated to providing extensive and thorough representation services that enable its clients to achieve their goals. Effective communication, in its truest, requires more than simply delivering a message. It is about building relationships and connecting with one's audience in a way that lasts.

Whether an individual seeking to make a name for himself or a business trying to carve out a place in a fiercely competitive market, W7Worldwide offers the necessary expertise and experience to navigate the ever-changing landscape of communication and strategic visionaries.

Also, while you flip through the pages, don't forget to read the articles created by our in-house editorial staff and industry experts.

Have a lovely read!



التقنية، إنترنت الأشياء، الذكاء الاصطناعي، التسويق الرقمي، التواصل الاجتماعي

“الثقافة” وجملة العلاقات العامة الشرق الأوسط “نموذجاً”



W7Worldwide reports record Year-on-Year growth

Date: 2023-05-24

[MENAFN- W7Worldwide] Jeddah:

W7Worldwide, the Kingdom's leading home-grown marketing communication consultancy agency, released its 2022 Annual Report that summarized its yearlong activities in the public relations sector and its marked achievements as also its notable performances in corporate social responsibility. To check the full report, click here:



بم: عبدالله خليل
عضو مؤسس ومدير العلاقات الإعلامية بـ W7Worldwide للاستشارات الإدارية والإعلامية

به التواصل مع وسائل الإعلام أمراً بالغ الأهمية لشركات والمؤسسات، وذلك بهدف الوصول إلى الجمهور المستهدف من أجل تنمية والتأثير عليه وبناء سمعة طيبة لديه، وهو ما أدى إلى تعاقب دور وميزات العلاقات العامة والإنصال المؤسسي، باعتبارها حلقة الوصل بينها وبين أصحاب المصلحة المتأثرين لتقديم منتجاتها، وترسيخ علامتها التجارية، وتقوية علاقتها بهم، وزيادة وعيه وتلقيه، كمره في تسويق المنظمة.

SHARING THOUGHT LEADERSHIP

JAN

- W7Worldwide fortifies its leading position at 2022 MEPRA Award
-

MAY

- 7Worldwide reports record Year-on-Year growth
 - W7Worldwide: A Prominent Marketing Communication Agency On A Mission To Build Long-Lasting Brand Reputations
-

JUL

- Who's Who: Abdulrahman Inayat, director of W7Worldwide
-

AUG

- W7Worldwide holds the status of being a key ally for the Social Responsibility Association
 - W7Worldwide: Navigating the Changing Landscape of Communication with Intensive PR Skills
-

SEP

- Trends that will shape our PR industry
-

NOV

- عبدالرحمن عنايت يحتفل بزفافه في ليلة بهيجة



COVERAGE HIGHLIGHTS

عبدالرحمن عنایت يحتفل بزفافه في ليلة بهيجة

11:41 2022 أكتوبر 20



سنة المئتين، ليدي

في ليلة دحيته زاهرة بالبهجة والفرح والاحتفالات السعيدة، وبصوت بشقي الأدهم والجمعة، اجتمع عبدالرحمن عنایت - المؤسس بـ W7Worldwide للتسويقات الاعلانية والعلاقات - بزواجه من خريفة المسية، نور الدين عزيز، يوم الخميس، في صلاة ليلة نحر لتحتفلت بجميلة سنة المئتمة، وذلك وسط حضور لفرقة من الاهل والاعراب والمصطفى، والزماة والاعلمين.



Editorial Note

World's Top PR Agency of The Year in The Middle East, 2022



Assuring the Success

There is a saying that the only way of getting progress is by getting associated with progressive people. This line shows the significance of connection and relationship. Every business wants to be the best choice for its target audience. But as we see, there are many competitors in every industry, all offering the same product with minimal changes. So what makes them different and place us customers? Here comes the concept of PR marketing.

PR agencies are dedicated firms that solely focus on building brand and product image. These agencies create different strategies and marketing tactics to increase a brand's value. These agencies are also very helpful to customers, as they bring the best in the market to them. The most important aspect of being a PR agency is staying connected with target audience, finding perfect market for the business, creating brand image and increase brand value that stay long with the brand's operations.

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The cover features W7Worldwide, Saudi Arabia's leading brand growth media marketing consultancy agency, has acknowledged that successful PR and communication strategies hinge on a critical factor

representation - a genuine and honest representation of its clients. Even the most carefully crafted marketing strategy or imaginative campaigns are bound to health if their representation fails to meet the mark. As a result, W7Worldwide is dedicated to providing intensive and thorough representation services that enable us clients to achieve their goals. Effective communication, in its truest, requires more than simply delivering a message. It is about building relationships and connecting with one's audience in a way that lasts.

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Also, while you flip through the pages, don't forget to read the articles created by our in-house editorial staff and industry experts.

Have a lovely read!

W7Worldwide fortifies its leading position at 2022 MEPR Award

MARKETING NEWS | 23 January 2023 | 4 min



W7Worldwide, the leading award-winning communication consultancy agency, won the Global PR Agency of the Year award at the 2022 MEPR Awards. The award is the most prestigious in the industry and is voted for by industry professionals including a wide range of MEPR Awards.

The independent consultancy agency that has been an industry growth partner in the global PR industry for over 20 years, W7Worldwide is delighted to have been awarded the award by being ranked in 3 categories and winning at least three awards.

The Middle East Public Relations Association, better known as MEPRAs, hosted its 2022 awards ceremony on Dec. 2, 2022, in Dubai with more than 500 guests in attendance to witness prestigious leaders from across agencies and in-house communication teams receive awards for their outstanding work.

W7Worldwide شريك استراتيجي لجمعية المسؤولية الاجتماعية



الاجتماع مع امانة الجمعية الخيرية

وقعت جمعية المسؤولية الاجتماعية W7Worldwide للتسويقات الاعلانية والعلاقات اتفاقية شراكة استراتيجية، في مقر الجمعية بالرياض، يوم الثلاثاء، بحضور من شاعر محمد السديري، 22 أغسطس 2022.

August 28, 2022 campaign 61



المؤسس والمدير العام لـ W7Worldwide

and I am encouraged to see that our clients feel like part of the organisation. So, a sense of bonding will keep us driving our business to the future.

In Saudi Arabia and the region, the PR industry has effectively withstood the onslaught of the pandemic. And we see opportunities galore in the region. The recent FIFA World Cup and several world-class events, and expos have lifted morale. Riyadh recently held a three-day FIH conference on the theme 'Investing in Humanity: Enabling a New World Order', which drew thought leaders from all over the world.

We slowed down a bit the previous year. Yet, we are happy with the year-to-year growth. This motivates me for this year. I term it a growth year.

"One of the current trends in the business is the human narrative"

One of the current trends in the business, in general, is the human narrative. Business is changing and the narrative has to be personalised. Changing dynamics of media play a multi role in such a change. Don't forget local content. So, what happens in Australia doesn't happen in Saudi Arabia in simple words. You need to understand that your mindset is relevant to your content. And PR is all about content. Content is king.

DYNAMIC CHANGE
Staying on top of trends keeps you ahead of others. It's truer today as things make rapid changes due to advances in technology. I am confident the current year will pump in more confidence in the business sector including the PR industry.

It's a dynamic change in our industry too. Because every day there is a change. So, the people in the PR industry will have to have this profession as a lifestyle. Enrich yourself with the knowledge to have good memories. To have great practice with your partners.

alignment with their business objectives, and even the campaign. It has all raised awareness. Data is going to play a major role and it is the new normal. It is worldwide. Because it enhances our productivity, efficiency and effectiveness.

LOCALISATION. This means not just creating local content or tapping into local talent but also making space for the rising number of Gen Z youths, a great potential in a country's economy. In Saudi Arabia, youth are fascinated by the PR industry and are showing interest in taking up new responsibilities. So, we need to develop the potential and interest of Gen Z who are willing to enter the communication sector.

Despite the changes and challenges, we have seen W7Worldwide growing not only in Saudi Arabia but also in the region. We are optimistic about the future of our partners, team, stakeholder and not least our clients. The work culture is very healthy.

MOMENTS



MAINTAINING LEADERSHIP

IN

THE FOREFRONT

THROUGH ACTIVE PARTICIPATION IN GLOBAL CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES, CONVEYING UPLIFTING NARRATIVES, SHAPING PERCEPTIONS ACCURATELY, AND ENHANCING THE INDUSTRY'S REPUTATION, WE STEADFASTLY DEDICATE OURSELVES TO THE PUBLIC RELATIONS SECTOR.

W7 WORLDWIDE

PERPETUATES ITS LEGACY OF INNOVATION AND EXCELLENCE, MARKING ANOTHER YEAR OF TRIUMPH IN 2023

OUR ENDEAVORS THIS YEAR HAVE YET AGAIN ESTABLISHED A NEW STANDARD FOR CREATIVITY AND IMPACT, REINFORCING OUR POSITION AT THE HELM.



TOTAL IMPRESSIONS 1,909,850,605

03 GUIDES

WITH ONE GUIDE EVERY MONTH

FOR 12 MONTHS

488

Pieces of Coverage

10

Videos

3

Infographics

5,321

Downloads

51,248

Website Visits

554,396

Twitter Impressions

179,027

LinkedIn Impressions

HIGHLIGHTING COMMUNICATIONS IMPORTANCE

In a world where digital engagement shapes perceptions and outcomes, W7Worldwide has once again demonstrated its expertise in crafting campaigns that resonate and engage. Our comprehensive approach across various platforms has not only enhanced brand visibility but also fostered meaningful interactions.

WORLD RADIO DAY

Our World Radio Day initiative celebrated the timeless connection and information-sharing that radio brings to our daily lives, proving its enduring relevance in the digital era.

بعضنا..
يتواصل بالبصر..



حيث يعرف الطقس
بالصوت



The weather can be visualized through the sound coming from the radio

وتكون متعة الترفيه
بالصوت



Moreover, one can be entertained with the sound coming from the radio

ويكون التفاعل مع العالم
بالصوت



The entire world can be interacted with through the sound of the radio

المذياع..
خيط صوتي يمتدنا بالعالم



Radio is an audio cord that connects us to the world

#اليوم_العالمي_للإذاعة

#WorldRadioDay

The Campaign Garnered Online and Offline Engagement of: **09%**

INTERNATIONAL WOMEN'S DAY

For Women's Day, we spotlighted the indispensable role of women in the communications sector and beyond, advocating for dialogue, recognition, and equality.



The Campaign Garnered Online and Offline Engagement of: **13%**

RAMADAN CAMPAIGN

During Ramadan, our campaign focused on spirituality and community, highlighting unity and reflection through engaging content and initiatives. It helped us resonate deeply with audiences across the globe.



The Campaign Garnered Online and Offline Engagement of: **25%**

HAJJ CAMPAIGN

Our Hajj campaign honored the spiritual essence of the pilgrimage, connecting the faithful with messages of devotion and communal belonging. Our creative efforts fostered a deeper understanding and appreciation of Hajj.



The Campaign Garnered Online and Offline Engagement of: **25%**

INTERNATIONAL YOUTH DAY

Youth Day was a celebration of the dynamic potential of the younger generation, engaging them with innovative content to inspire change and progress. The campaign empowered young voices, highlighting their potential to drive positive change and innovation in society.



تمكين الشباب ودعمهم اليوم هو أساس الغد
Nurturing Youths Today to Build A Promising Tomorrow

#اليوم_العالمي_للشباب
#InternationalYouthDay

The Campaign Garnered Online and Offline Engagement of: **09%**

WORLD TELEVISION DAY

On TV Day, we underscored the ongoing significance of television as a medium for shaping narratives, entertainment, and public opinion, highlighting its adaptability and relevance. It underscored television's evolving role in our lives, from a source of entertainment to a critical platform for storytelling and information.



The Campaign Garnered Online and Offline Engagement of: **10%**

ARABIC LANGUAGE DAY

Arabic Language Day was an ode to the linguistic and cultural richness of the Arabic language. The Arabic Language Day campaign honored the beauty of the language, promoting its significance as a cornerstone of cultural heritage and communication.



The Campaign Garnered Online and Offline Engagement of: **13%**

W7 WORLDWIDE
CAMPAIGN

SHOWCASE



BAYZAT: EMPOWERING HR IN SAUDI ARABIA

BAYZAT

Bayzat is a UAE-based digital disruptor specialising in HR, Payroll, and Employee Benefits platforms.

Its mission is to revolutionise the work-life experience for enterprises across the Middle East by providing process efficiency and significant advantages to employees.

W7Worldwide supported Bayzat's vision to achieve breakthrough awareness with relevant target audiences in Saudi Arabia.

We built a campaign on Bayzat's key points of difference in innovation, showcased their services and sought to create a dialogue with relevant media for future communications.

We researched the brand strengths of Bayzat and mapped them against key target audiences within KSA, such as HR professionals of large and medium-sized companies and employees who would be able to see the efficiency impacts of Bayzat's platform.

Using our customised media relations database, we developed a detailed list of relevant media outlets who would be interested in hearing the Bayzat story.

Bayzat's business model is built around the possibilities afforded by the digital transformation the world is currently witnessing.

We sought to leverage this wider point and showcase how Bayzat's services help business transformation.

We recognised this can be a challenging concept to communicate, so our strategy was focused on longer-form articles and media interviews to give Bayzat's senior leaders the opportunity they needed to explain the advantages provided by the HR platform.

We adopted a drip-feed approach to the campaign, highlighting different aspects of Bayzat's services to create a more rounded view of the brand offer.

We prepared a long-form article highlighting Bayzat's potential to 'electrify' the Saudi Arabian workplace with its time-saving digitised platform. This gave exposure to Bayzat's CEO, who authored the article.

A second strand of activity focused on Bayzat's ability to empower Saudi Arabian companies with greater control and analysis of HR processes.

We prepared a press release and secured an interview for Bayzat's CEO in Riyadh Daily. We made all materials available in both Arabic and English, and our team worked extensively with the relevant media contacts to optimise the coverage for our client.

For these two bursts of activity, we achieved extensive media coverage for Bayzat in both Arabic and English-language media, securing 47 news articles and near 950,000,000 impressions.

This work established Bayzat's voice within the Saudi Arabian market and built an excellent media platform for future communications.

IMPACT GENERATED

IMPRESSIONS
950,000,000

CLIPPINGS
47

COVERAGE HIGHLIGHTS

المصنعات الرقمية لإدارة الموارد البشرية ترفع كفاءة عمليات الشركات وتعزز رفاهية الموظفين

11 فبراير 2023



كتب : نهلة مقلد

تزايد استخدام الحلول الرقمية المحلية بآلية إدارة الموارد البشرية في المنشآت السعودية، مع تسارع التحول الرقمي بالأسطر، وبمخصوصا في السعودية، ونمو الاستثمار في هذا المجال خلال السنوات الأخيرة، حيث باتت المصنعات الرقمية تلبى احتياجات المؤسسات، وتقدم الحلول المبتكرة لتحديات التي تواجهها، وترفع كفاءة العمليات التجارية، وتعالج الشركات من زيادة ربحيتها وتوفر مسروقاتها، والاستثمار في رفاهية وسعة الموظفين وتعزيز إنتاجيتهم وولائهم.

صحيفة المدينة @Almadinatnews

كيف سبّرت المصنعات الرقمية ثقافة وسنة العمل؟

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الرياض
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في: al-madina.com


11 فبراير 2023 11:17:20 ٢,٥٠٢ مبررات مستهدفة

Bahrain this week


In Saudi Arabia, Bayzat's integrated HR platform is revolutionizing the work-life experience for organizations, bringing efficiency to business operations and transformative benefits for employees.

Through a single platform, HR, Payroll & Employee Benefits platforms companies can invest in the well-being and health of their employees and create a world class employee experience that enhances their productivity and loyalty.

#Bayzat #HRplatform #Payroll #EmployeeBenefits #SaudiArabia #Bahrain #BusinessOperations #EmployeeWellbeing #IncreasedHealth #Productivity #WorkplaceCulture #WorkLifeBalance



Bayzat drives employee health and well-being across KSA



Shout Out: <https://www.bayzat.com>

Bayzat, an all-in-one HR and employee benefits platform in the region, focuses on enhancing employees' work-life experience, improving their performance as well as their well-being in the workplace.

Talal Bayat, CEO and co-founder of Bayzat, said, "Bayzat pays special attention to the health and overall well-being of



BUPA ARABIA: LAUNCHING THE REGION'S NEW HEALTHCARE INSURANCE HQ

Bupa Arabia for Cooperative Insurance is the leading healthcare insurance provider for Saudi Arabia.

The company has gone from strength to strength, most recently signalling its continued commitment to the Kingdom by opening its new regional headquarters in King Abdullah Financial District (KAFD) in Riyadh.

W7Worldwide took on the challenge of promoting Bupa Arabia's new investment as a statement of intent by the company, clearly linking itself with the future prosperity of Saudi Arabia.

We focused on delivering the following objectives:

- Announcing the opening of Bupa Arabia's new Riyadh office
- Highlighting the success and long-term commitment of the company towards Saudi Arabia
- Consolidating the position of Bupa Arabia as a leader in the healthcare insurance sector

Although communicating a major office opening may be regarded as a tactical initiative, we researched Bupa Arabia's positioning to link the company's strategy closely to Saudi Arabia's own Vision 2030.

This allowed us to create a much stronger strategic narrative for Bupa Arabia in harmony with the progress of the nation.

Taking the relevant elements of Vision 2030, we positioned Bupa Arabia as being integral to economic diversification and the development of innovative opportunities for the future by creating an attractive local and foreign investment environment.

We developed a targeted media list of national and specialist news outlets to communicate the office opening.

Focusing on major titles such as Arab News, Al Madina, Makkah and Ta'amin wa Masaref among others, we prepared a compelling Press Release.

We offered individual follow-up to journalists who wanted to find out more.

By taking a simple announcement of an office opening and clearly positioning Bupa Arabia with Saudi Arabia's Vision 2030, we were able to go beyond the objectives and show how this move signified the client's long-term commitment to the national well-being of KSA.

IMPACT GENERATED

IMPRESSIONS
11,407,300

CLIPPINGS
19

COVERAGE HIGHLIGHTS

أخبار الشركات

بوبا العربية تفتتح مقراً جديداً لها في مركز الملك عبدالله المالي

الرياض 17 يونيو 2020 11:11 AM



مهدف تطوير خدماتها ودعم جهود تطوير قطاع التأمين وحاق بيته عمل

الرياض

افتتحت شركة بوبا العربية للتأمين العام، مقرها الجديد لها في مركز الملك عبدالله المالي (KAFD) بمدينة الرياض، بهدف تطوير خدمات الشركة، وتقديم الدعم والإسناد اللازم لإدارة عملياتها بالمنطقة الوسطى.

وجاء لإفتتاح المقر الجديد، في إطار خدمة الشركة التوسعية، ولإستمراراً لجهودها في دعم جهود المملكة لتطوير قطاع التأمين، وتكديداً على ريادتها وترسيخاً لمكانتها محلياً وإقليمياً بفضل خدمات الرعاية الصحية المتميزة التي تقدمها للملايين من عملائها، بما يتوافق مع برنامج رؤية ٢٠٣٠ المرتبط بتحسين جودة الخدمات الصحية وكفاءتها، ويتسق مع رؤية الشركة الإستراتيجية.

ووجهن المقر الجديد في مركز الملك عبدالله المالي بأحدث التجهيزات والتصميمات العصرية ليتماشى مع أهداف بوبا العربية المتمثلة في خلق بيئة عمل مثالية، تعزز إنتاجية الموظفين، وترفع مستوى الإبتكار وجودة الخدمات، حيث يضم مجموعة من المكاتب الحديثة والعصرية، ومركز حضارة لأبناء الموظفين والموظفين، فضلاً عن راحة بوبا "Bupa Lounge" التي تحتوي على طاولات وكراسي لتقديم المقبلات والوجبات الخفيفة.

وبهذه المناسبة، أعرب ظل ناظر، الرئيس التنفيذي للشركة، عن سعائه بيلفتتاح المقر الجديد، مؤكداً على إيمان الشركة الراسخ بأهمية تواجدها بالقرب من عملائها حتى تتمكن من الإستمرار في تقديم أفضل الخدمات والمنتجات المتميزة المستكة لعملائها بالمنطقة، وفقاً لأفضل الممارسات، الشرائح العالمية.

Bupa Arabia inaugurates its new head office in Riyadh

Like Share Tweet In Share

Bupa Arabia has inaugurated its new head office in Riyadh. This move is part of the insurer's plan to expand its operations in the central region of the Kingdom.

Located at the heart of the King Abdullah Financial District (KAFD), the new building, the culmination of modernity and innovation, creates a favorable working environment. Bupa Arabia has integrated a daycare center for the employees' children, as well as a spacious and comfortable reception area for staff and visitors.

Read also | Insurance companies in Saudi Arabia

Average: ☆☆☆☆
Your rating: None

Thu, 15/06/2020 - 10:48

تأمين

بوبا العربية تفتتح مقرها الجديد في مركز الملك عبدالله المالي

ظل ناظر : تأكيداً لأهمية وجودنا بالقرب من عملائنا وتقديم أفضل الخدمات المبتكرة لهم



الافتتحت شركة بوبا العربية للتأمين العام في Bupa Arabia، مقراً جديداً لها في مركز الملك عبدالله المالي KAFD بمدينة الرياض، بهدف تطوير خدمات الشركة، وتقديم الدعم والإسناد اللازم لإدارة عملياتها بالمنطقة الوسطى.

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Read also | Insurance companies in Saudi Arabia

Average: ☆☆☆☆
Your rating: None

Thu, 15/06/2020 - 10:48

DRAGOS: DEVELOPING A CYBERSECURITY NARRATIVE

Dragos Inc is on a global mission to protect the world from those seeking to disrupt the industrial infrastructure on which we have become reliant. The company's cybersecurity experts provide integrated software platforms to monitor and address threats before they become significant.

W7Worldwide partnered with Dragos to develop a long-term narrative for the company's growth plans in the Middle East. Using the company's extensive knowledge and thought leadership, we sought to create widespread awareness of Dragos's cybersecurity expertise; position the company as a clear thought leader in the region and show Dragos's investment in and commitment to Saudi Arabia.

We researched the brand strengths of Dragos and mapped them against key target audiences within KSA, including CTOs and CIOs of large and medium-sized companies.

Using our customised media relations database, we developed a detailed list of relevant media outlets who would be interested in hearing the Dragos story.

We built a Press Release plan structured around high-profile events where we knew Dragos would offer a clear point of view. These included the annual meeting of the World Economic Forum (WEF), and the Global Security Forum, held in Riyadh in March 2023.

We also recognised Dragos needed to show its commitment to Saudi Arabia specifically. We used the nationally important Founding Day celebrations (February 2023) as an opportunity for Dragos to express its investment in Saudi Arabia and long-term commitment to the country.

These three different yet important events came in rapid succession from January - March 2023, and allowed us to show different facets of Dragos using a consistent, 'drip-feed' media approach.

For WEF, we prepared a press release in English and Arabic to highlight how Saudi Arabia is leading the region in cybersecurity, supported by Dragos's services and advice.

We supported Dragos's attendance at the Global Security Forum with a press release highlighting the need for workforce education, the complexities of supply chain cyber attack and Saudi Arabia's ability to bridge global cybersecurity divisions.

We used the opportunity of Founding Day to issue another press release, this time highlighting Saudi Arabia's advanced vision of cybersecurity and Dragos's commitment to investing in KSA.

Across the course of three months, we achieved extensive media coverage for Dragos in both Arabic and English-language media.

With more than 160 articles and nearly 2,800,000,000 impressions, we were able to continuously illustrate how Dragos is supporting Saudi Arabia in the fight against cyberattacks. This enabled us to establish a campaignable platform to generate further awareness of Dragos in future.

IMPACT GENERATED



IMPRESSIONS

2,800,000,000



CLIPPINGS

160

COVERAGE HIGHLIGHTS

خبير أمن سيبراني: السعودية تدرك أهمية الحلول السيبرانية لحماية أنظمتها الصناعية

خبير أمن سيبراني من حلول العتبات السيبرانية العالمي بعدد باحثي أبحاث شركة Palo Alto Networks العالمي، كجودا في ذلك العتبات يمكن أن تساعد كل أنظمة الصناعة في وقت واحد، مما يعالج أعلى مستوى من التهديدات السيبرانية الجارية والأجول حول العالم معتمداً في تحديثات الأنظمة الصناعية بعد أقل تحديثات السيبرانية التي تولد في صناعة الشرق الأوسط.

وأشار روبرت إم فير، الرئيس التنفيذي لشركة "إرفيس" الرائدة عالمياً في مجال أمن السيبراني إلى أن العالم الصناعي 2022 شهد تطوراً كبيراً في البرامج الضارة التي تستهدف الأنظمة الصناعية، حيث تم اكتشاف مجموعة أدوات جديدة للبرامج الضارة قادرة على استهداف قطاع صناعي واسع في وقت واحد، ليس هذا فقط، بل ومن المحتمل أن تستهدف جميع أنظمة التشغيل.

وقال إن التهديد الجديد، المعرف بـ "Piperream" يمكن أن يخلق مستوى من التهديدات السيبرانية الجديدة القادرة في العالم، نظراً لارتفاع المخاطر على البنية التحتية الحيوية من التهديدات السيبرانية.

خبير أمني: السعودية تدرك أهمية الحلول السيبرانية لحماية أنظمتها الصناعية

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Dragon Missions: ICS/OT Cybersecurity Review 2022

Dragon Missions identifies an industrial sector that provides a comprehensive snapshot of the current state of cybersecurity for the industrial control systems (ICS) and operational technology (OT) sectors. The report is based on data collected from various sources including digital forensics, intelligence gathering, and primary stakeholder insights into the threat actors, trends, and current practices in the sector.

One of the key findings from the report is the increasing number of cyber attacks targeting ICS/OT systems including SCADA/DCS/PLC/RTU. The report highlights the growing use of advanced persistent threat (APT) and ransomware attacks, which are becoming more targeted and customized to exploit specific vulnerabilities in ICS/OT environments. In fact, the research shows that industrial organizations are being targeted by threat actors, which is a significant concern for the sector.

The report also identifies a number of key trends in the industrial sector, including the increasing use of cloud-based services, the growing importance of data security, and the increasing use of mobile devices. The report also identifies a number of key trends in the industrial sector, including the increasing use of cloud-based services, the growing importance of data security, and the increasing use of mobile devices.

ارتفاع الهجمات السيبرانية بنسبة 487%.. والمؤسسات الصناعية الأكثر استهدافاً

كشف تقرير من الصناعة شركة دراغونز العالمية الرائدة في مجال الأمن السيبراني عن ارتفاع الهجمات السيبرانية بنسبة 487% خلال عام 2022 مقارنة بعام الذي يسبقه، حيث إن الهجمات الصناعية بألسنة أكثر من غيرها من القطاعات.

وأوضح التقرير أن تزايد أهمية القطاع الصناعي والتكنولوجية الحديثة (IIoT) جعلت المؤسسات الصناعية هدفاً وموقع استهداف لعدد متزايد من الهجمات.

MICRO FOCUS: ACHIEVING DIFFERENTIATION THROUGH EXPERT COMMUNICATIONS

Micro Focus is a global software firm offering enterprise software solutions. The company needed to enhance its presence in the Saudi Arabian market, and to demonstrate its thought leadership. The annual LEAP conference, a major global tech event held in Riyadh, was the perfect platform to showcase Micro Focus's expertise and ideas.

W7Worldwide collaborated closely with the client to highlight Micro Focus as a differentiated thought leader in enterprise software; to illustrate the company's presence in and commitment to Saudi Arabia in a compelling and memorable way, and to showcase the brand's unique value.

The high-profile nature of the LEAP conference was a twin-edged sword to achieve our client's objectives, creating both intense media interest and a highly competitive environment in which to communicate Micro Focus's messages.

We reviewed Micro Focus's ambitions and aligned them with the goals of Saudi Arabia's Vision 2030 to establish a clear commitment to the country, and also to promote interest from Saudi Arabia's biggest media outlets.

We developed a tailored media outreach program across the full spectrum of news titles in Saudi Arabia. We established a core set of target audiences who would be relevant and interested in Micro Focus's messages, including Government entities, private sector businesses, ITC graduates and tech-savvy consumers.

We established momentum by conducting a media outreach program before the LEAP conference began. We then continued media engagement both during the conference and in the immediate aftermath to keep Micro Focus top-of-mind for key journalists. This strategy of intensive media outreach supported by rich and thought-provoking content helped our client to clearly differentiate itself.

During the LEAP conference, the W7Worldwide team made themselves fully available to all media requests to secure as much coverage as possible in the target outlets. This proactive approach enabled Micro Focus to be interviewed by CNBC, the leading business TV channel, which achieved coverage way beyond the client's expectations.

We supported our strategy by developing thought leadership content and delivering it to key journalists by SMS text. We continued to follow up with all target media and provided full support to create complete coverage for Micro Focus.

Our campaign generated 72 coverage items, including within major tech specialist media and highly-regarded Saudi news titles such as Zawya, Al-Yaum, Riyadh Daily, Arab News and Al-Bilad.

Online coverage secured over 191,000,000 impressions, supported by 18,000,000 impressions via social media.

Overall, our campaign achieved Micro Focus's objectives by positioning the company as a thought leader in the software management industry. The campaign showcased the company's unique value within Saudi Arabia, and helped it to stand out from its competitors in a high-profile event, securing significant share of voice.

IMPACT GENERATED

IMPRESSIONS

+191,000,000

SOCIAL MEDIA IMPRESSIONS

18,000,000

CLIPPINGS

72

COVERAGE HIGHLIGHTS

مؤتمر ليب LEAP التقني الأضخم عالمياً يناقش بناء مستقبل أكثر ابتكاراً

السعودية تكسر دول المنطقة في نشر خدمات التوسعة المالية

- 10 مليار دولار قيمة الفيزي للمؤسسات المالية في المملكة بحلول عام 2030
- 21% معدل النمو المتوقع لسوق التوسعة المالية في الشرق الأوسط وأفريقيا بحلول عام 2027
- مؤتمر "LEAP" بين منارة المملكة ومعالمها مبدئياً ومبشراً لتغييرها والابتكار

انطلقت فعاليات مؤتمر لب "LEAP" الحدث المالي الكبير بحضور بعض أهم الشخصيات التي يمكنها انطلاقت الفيزي السعودية على مدى 4 أيام بجزيرة ولجوة الرياض للمعارض والمؤتمرات بقرية تحت شعار "موت أكثر صحة".

المحرم العام لشركة مايكرو فوكس بمنطقة الشرق الأوسط وأفريقيا لـ CNBC عربية: هناك توقعات بنمو منطقة الشرق الأوسط بنسبة 21% بحلول 2027

الحدث الذي يشارك فيه فوكس منطقة الشرق الأوسط وأفريقيا من CNBC عربية

- منطقة الشرق الأوسط من آثار ارتفاع نمو في الناتج المحلي الإجمالي بنموذج الترتيب
- الارتفاع والارتفاع بنمو منطقة الشرق الأوسط بنسبة 21% بحلول 2027
- التوسع في النموذج الاقتصادي والتوسع في نمو المنطقة

LEAP 2027

إمامة مؤتمر LEAP السعودية يمر مكانها كمرکز للتغيير والابتكار

MicroFocus | @MicroFocus
 @LEAP2027
 @LEAP2027

أ. محمد عرفة
 المدير الإقليمي لشركة مايكرو فوكس في السعودية

MicroFocus
 @MicroFocus
 @LEAP2027

اكثيفيتيب

1,001 - 1,011 في 11 فبراير 2027
 1,011 - 1,021 في 12 فبراير 2027



OPENSIGNAL: TRANSLATING MOBILE ANALYTICS INTO COMPELLING CONSUMER NEWS

Opensignal is a mobile analytics company recognized as the independent global standard for measuring real-world mobile network experience. The company's crowd-sourced reports regularly generate highly insightful and compelling statistics of how consumers interact with mobile networks.

W7Worldwide needed to create a route for highlighting Opensignal's analytics reports that covered Saudi Arabia and the broader GCC region, ultimately raising awareness of Opensignal among mobile phone users in Saudi Arabia, generating interest in the analytics reports and gaining share of voice for Opensignal in a crowded media environment.

We identified the critical need for all Opensignal's analytics reports to be translated from English to Arabic in order to achieve the relevance the company desired.

We reviewed each report in detail and meticulously translated the technical content prior to release.

We developed a detailed media outreach program across key news titles in Saudi Arabia to give each report the best chance of success.

Each analytics report was accompanied by a press release highlighting the key findings. We sought to make each communication as relevant and compelling as possible to maximise coverage.

We ensured all journalists received personalised contact so we could address any questions they might have.

Each press release was carefully crafted to focus on topical issues relevant to consumer mobile phone usage.

This included consumer-friendly data such as pre-dawn smartphone usage during Ramadan, which highlighted slower network download speeds in Saudi Arabia during the holy month between 3am - 6am due to large user numbers placing pressure on the mobile networks.

To date, the W7Worldwide team has generated great efforts to ensure the best possible outcomes for Opensignal.

Based on our expertise across strong national and specialized media relations, we succeeded in generating powerful coverage of 84 press stories in media outlets and social media platforms.

Across Q1 2023, media coverage gained total impressions of 863,543,630. We have ensured complex analytical data is translated into compelling consumer insight that provokes strong news angles as a result.

IMPACT GENERATED



IMPRESSIONS

863,543,630



CLIPPINGS

84

COVERAGE HIGHLIGHTS

Pre-dawn smartphone usage affects download speeds in Ramadan
 Ramadan | 9 months ago | Reading Time: 3 21 minutes

Research & analytics firm OpenSignal reported that the activity of internet users changes during the month of Ramadan in Muslim-majority countries, as early users between 5 am, to 9 am, before dawn (pre-dawn) keep their smartphones on, but stop down before the other 12 hours of the day.

According to the OpenSignal report, Saudi Arabia was found with the most significant variation in the average download speed of data on 4G. It drops 10% during Ramadan, as the pre-dawn activity of users increases, which resulted in a 23% decrease in data download speed over the previous month, based on the full report here.

بين الدول الإسلامية.. العملاقة الأعلى استخداماً للإنترنت قبل الفجر برمضان
 علا عبد الرشيد - القاهرة

شهد التقرير حركات من أن العملاقة صارت في صدارة الدول ذات الأهمية العالمية التي يتزايد فيها معدل نشاط مستخدمي الإنترنت خلال فترة ما قبل الفجر من الساعة 5 إلى 6 صباحاً، مما يؤدي إلى انخفاض سرعة تنزيل البيانات في تلك الفترة بنسبة 11% عن الفترة التي يسبقها.

وأكد التقرير أن نشاط مستخدمي الهواتف لا يتغير خلال شهر رمضان في الدول ذات الأهمية العالمية حيث يكون في أعلى مستوياته خلال الفترة ما قبل الفجر وسلا الفجر من الساعة 5 إلى 6 صباحاً، بينما ينخفض خلال فترة ما بعد الظهر قبل الإفطار من الساعة 12 إلى 1 صباحاً.

وأظهرت أبحاث OpenSignal التي أجرتها في شهر رمضان خلال شهر رمضان في السعودية أن سرعة تنزيل البيانات خلال فترة ما قبل الفجر من الساعة 5 إلى 6 صباحاً انخفضت أكثر من ذلك نتيجة لزيادة استخدام المستخدمين للإنترنت خلال شهر رمضان في السعودية وكذلك من الساعة 5 إلى 6 صباحاً حيث يوجد فرق كبير عالمياً بينات.

عائلة الغنص
 @A.Golfs

نشاط المستخدمين على الإنترنت في رمضان حسب تقرير OpenSignal:

- الأعلى خلال فترة ما قبل السحور وبعد الفجر من الساعة 3 إلى 6 صباحاً.
- ينخفض خلال فترة ما بعد الظهر إلى ما قبل الإفطار من الساعة 12 إلى 1 مساءً.
- هل ينكس نشاطكم فيما؟
- العريد حول التقرير هنا: <http://bit.ly/2LagC1P>

7:20 م · 7 مارس 2017 · 1.651 مرة مشاهدة

اليوم

تقرير: دراسة جديدة تكشف عن كيف تغيرت عادات مستخدمي الإنترنت في رمضان.

المسحورية تصدر الدول الأكثر استخداماً للإنترنت قبل الفجر في رمضان.

المسحورية تصدر الدول الأكثر استخداماً للإنترنت قبل الفجر في رمضان.

وأكد التقرير أن نشاط مستخدمي الهواتف الذكية خلال شهر رمضان في السعودية انخفض أكثر من ذلك نتيجة لزيادة استخدام المستخدمين للإنترنت خلال شهر رمضان في السعودية وكذلك من الساعة 5 إلى 6 صباحاً حيث يوجد فرق كبير عالمياً بينات.

PANDA RETAIL: WORKING AT PACE TO DELIVER FOR SAUDI ARABIA'S LEADING SUPERMARKET

Panda Retail is the largest food retailer in the Middle East, with 400 stores and servicing over 400 million visitors annually. In early 2023, Panda Retail needed to communicate a different aspect of its image by promoting its strength with major suppliers in Saudi Arabia. This culminated in a major event - the Panda Annual Collaboration Event (PACE) - the first of its kind for the company.

W7Worldwide produced this event in a very rapid timescale whilst ensuring PACE delivered against a number of critical objectives:

- Establish Panda Retail as a highly collaborative company, working in partnership with all stakeholders
- Showcase Panda Retail's leadership in working alongside major supply chain partners
- Demonstrate Panda Retail's support for consumers affected by inflation and the cost-of-living crisis
- Position Panda Retail as first retail grocery chain of choice for its suppliers
- Create high share of voice within the Saudi Arabian market

With less than two weeks' notice, we brainstormed ideas to maximise the success of the event. Key to success was positioning PACE as an industry-leading event, which over 300 C-Suite guests should view as a 'must attend' invitation.

We developed a twin strategic approach to PACE. Firstly, we established a tailor-made media relations programme to maximise coverage. Separately, we focused on communicating a major Memorandum of Understanding (MoU) between Panda Retail and Saudi Airlines Catering after the PACE event concluded to keep Panda Retail firmly in the headlines and maximise the communications efforts.

We produced a pre-event Press Release highlighting the importance of the event and the topics covered by Panda Retail's leadership. We integrated these messages with an internal announcement to Panda Retail's employees to ensure a seamless awareness of the event internally and externally.

Anticipating substantial media interview requests, we prepared an intensive media training programme for Panda Retail's leadership to ensure each spokesperson undertook broadcast and print interviews confidently and professionally.

Media relations efforts during PACE ensured that journalists were fully engaged through specific media briefings in Arabic, and allowed the media to ask detailed questions on critical themes such as tackling inflation.

Overall, our efforts secured 9 live broadcast interviews with Panda Retail's leadership during PACE, including with major outlets such as Bloomberg and Al Jazeera. Total coverage amounted to 147 stories in media outlets, generating 428,018,000 impressions.

We secured social media coverage from 5 industry influencers to further promote PACE, with a combined following of 1,940,000 people.

The campaign boldly adopted a highly integrated approach of media relations, event management, media training and outstanding content to ensure that PACE changed the game for Panda Retail and will end up becoming a major part of the client's communications calendar in future.

IMPACT GENERATED

IMPRESSIONS
428,018,000

CLIPPINGS
147

COVERAGE HIGHLIGHTS

The coverage highlights include:

- VAR ONLINE.COM:** "Panda Held First Annual Event for Suppliers in Jeddah" - A large event with a stage and audience.
- ME RETAIL NEWS:** "Panda holds PACE with suppliers to tackle global inflation" - A group of professionals in a meeting.
- Arabic News (Left Column):**
 - Article 1: "شركة 'بنده' للتجزئة تُنظم فعالية PACE السنوية الأولى للموردين" (Retailer 'Bndha' organizes the first annual PACE event for suppliers). Features a photo of an award ceremony with Ismail Abu and another man.
 - Article 2: "Dr. Bander T. Hamooh Chief Executive Officer Panda Retail Company" - A photo of Dr. Bander T. Hamooh speaking at a podium.

PROCAPITA: AMPLIFYING HR INSIGHT IN SAUDI ARABIA

PROCAPITA helps companies with business transformation primarily in HR and Recruitment Advisory.

The company has researched and delivered the only Comprehensive Human Resources report available in the GCC region.

The report is packed with insights on economic highlights, recruitment and manpower planning, digital transformation, talent management, compensation and benefits.

W7Worldwide was challenged to promote and amplify these fascinating research findings and use them as the basis for interesting news features within key Saudi Arabian media.

In turn, we sought to enhance PROCAPITA's exposure within the Kingdom, raising public awareness and generating a buzz about both the research findings and PROCAPITA themselves.

We conducted a thorough review of the report, making appropriate edits to enhance the likelihood of major news outlets reporting on the findings.

We advised on the publication date of the report to maximize the opportunity for the report to be as widely covered as possible within the news agenda.

We then identified all leading news outlets that were likely to cover the story before executing our plan.

Recognising that the content of the report was already prepared, we concentrated on developing an amplification plan so PROCAPITA could be exposed to as wide and diverse a media outreach as possible.

Our team developed a tailored list of key media to approach regarding the publication of the report, ensuring the full range of media titles were approached, including broadcast and print outlets, offline and online specialists.

All media had access to additional packages such as infographics to illustrate the key findings of the research report.

This was particularly important for social media posts with limited dwell times. The main aim was to create word-of-mouth social media clipping that could be easily forwarded to others.

Overall, our campaign amplified the PROCAPITA HR research report across a vast number of media in KSA. We achieved 50 pieces of news coverage, and over 47,000,000 impressions as a result.

This included a news story on the Kingdom's most popular radio station, Alif Alif FM.

This extensive media coverage changed the game for PROCAPITA by establishing the company as a clear thought leader on HR issues in KSA and enabled the client to build a solid platform for future communications.

IMPACT GENERATED

IMPRESSIONS
47,000,000

CLIPPINGS
50

COVERAGE HIGHLIGHTS

مقابلة السعودية أعلى دول الخليج العربي في منح زيادات للموظفين



12/12/2021 - الرياض - نادية بنت

أظهر تقرير جديد من دول مجلس التعاون الخليجي العربي، إن كبر من المنشآت في المملكة منحت زيادات لموظفيها، وفق ما ذكرت صحيفة اليوم السعودية.

وذكر التقرير، الذي نقلته عنه الصحيفة، أن 98.1% من المنشآت السعودية أيدت منح زيادات سنوية للموظفين في عام 2023.

نظراً لهذا:

ما هي خطوة نقل الكفاءة من غير علم التكامل في السعودية؟

رغم أن السعودية تعرض رسوم إضافية على صاحب العمل (التكامل)

بمعدن كان المتوسط في الزيادات لدول الخليج العربي 84.6%.

جاء ذلك في التقرير السنوي الأول لدول مجلس التعاون الخليجي لعام 2022، الذي أصدرته شركة «بروكابيتا للاستشارات الإدارية»، والذي أعده على مدار 14 شهرا من الأسابيع التي أعقبته مشاركة قادة الأعمال وعبراء الزوار البشرية.

الجريدة

«بروكابيتا» تصدر تقريرها السنوي 2022 لدول مجلس التعاون

• 94.8% من المنشآت المشاركة قدمت زيادات سنوية للموظفين في 2022
• السعودية الأعلى بنسبة 98.1% وعلى الكويت الأقل بنسبة 63.1%



الرئيس التنفيذي بروتوكابيتا

تقرير .. 86% من المنشآت السعودية ستقدم زيادات أو مكافآت لموظفيها هذا العام وهي الأعلى بين دول الخليج



الرياض - 1443 هـ

في ظل منحة 2023 .. 86% من المنشآت السعودية ستقدم زيادات أو مكافآت لموظفيها هذا العام وهي الأعلى بين دول الخليج

أصدرت شركة «بروكابيتا للاستشارات الإدارية» تقريرها السنوي الأول لدول مجلس التعاون الخليجي لعام 2022، والذي أعده على مدار 14 شهرا من الأسابيع التي أعقبته مشاركة قادة الأعمال وعبراء الزوار البشرية.

وذكر التقرير، الذي نقلته عنه الصحيفة، أن 98.1% من المنشآت السعودية أيدت منح زيادات سنوية للموظفين في عام 2023.

وكانت أعلى نسبة من المنشآت المشاركة قدمت زيادات سنوية للموظفين في 2022، وهي السعودية بنسبة 94.8%، وعلى الكويت الأقل بنسبة 63.1%.

جاء ذلك في التقرير السنوي الأول لدول مجلس التعاون الخليجي لعام 2022، الذي أصدرته شركة «بروكابيتا للاستشارات الإدارية»، والذي أعده على مدار 14 شهرا من الأسابيع التي أعقبته مشاركة قادة الأعمال وعبراء الزوار البشرية.

تقرير خليجي، المنشآت السعودية تصدر نظيراتها الخليجية في التوظيف في 2022

الرياض - 1443 هـ

أصدرت شركة «بروكابيتا للاستشارات الإدارية» تقريرها السنوي الأول لدول مجلس التعاون الخليجي لعام 2022، والذي أعده على مدار 14 شهرا من الأسابيع التي أعقبته مشاركة قادة الأعمال وعبراء الزوار البشرية.

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055 68 70 70 7

ROTANA: DELIVERING WIDESPREAD AWARENESS OF DAMMAM'S LATEST 5-STAR HOTEL

Dana Rayhaan by Rotana Dammam is the latest hotel launched in the heart of the vibrant city of Dammam. The hotel's 5-star service and amenities make it highly attractive to both business and leisure travellers.

W7Worldwide needed to optimize the soft and grand openings of Dana Rayhaan by ensuring high-profile, widespread coverage of this exciting launch. The team needed to establish the hotel's importance and sector leadership at local, national and regional levels, and ensure its values were understood by both specialist and more generalized media.

We condensed this challenge into the following objectives:

- Using the soft opening and grand opening of the hotel, draw widespread media attention to Dana Rayhaan
- Generate widespread public awareness of Dana Rayhaan's launch in Dammam
- Build trust in the hotel among business and leisure travellers
- Ensure Dana Rayhaan had a strong leadership profile within both specialist and general media

We recognized the assignment required major media coverage alongside a clear communications narrative from the hotel's soft opening through to post-opening. To achieve this, we established a holistic approach to the campaign, focusing on earned and owned media in addition to managing the high-profile grand opening event.

Maximizing local and regional reach was important to achieve our objectives, so our team built on its media relationships with the most appropriate leading news platforms. We focused the narrative on showcasing the hotel, highlighting its efforts to be integrated into the Saudi Arabian community.

We established a powerful media relations program to reach across the entire Kingdom in an engaging manner, conducted extensive media outreach to educate and explain the benefits of Dana Rayhaan.

Key activity comprised the curation of targeted media lists; media alerts to inform the client of news and articles relating to Dana Rayhaan, and regular follow-ups with media contacts to ensure Dana Rayhaan remained top-of-mind.

W7Worldwide has transformed Dana Rayhaan's communication strategy, ensuring the hotel is strongly associated with a deeply rooted history of providing hospitality services in Saudi Arabia.

We achieved 70 pieces of coverage in leading national, regional and trade media, including Arab News, Zawya, Al-Watan, Al-Riyadh. An amazing 196,327,380 impressions enabled us to reach trade media, targeting specialized professionals, clients and those who are interested in the sector in Saudi Arabia.

Ultimately, we ensured Rotana is positioned as a company that connects its hospitality services to provide higher standards of services and support on a global range.

IMPACT GENERATED



IMPRESSIONS

196,327,380



CLIPPINGS

70

COVERAGE HIGHLIGHTS

بالفيديو والصور.. أمير الشرقية ي دشّن فندق «دانا ريجان من روتانا» بالدمام

الدمام

21/02/2020

دشن الأمير سعود بن نايف أمير المنطقة الشرقية - اليوم الثلاثاء فندق «دانا ريجان من روتانا» بمدينة الدمام

Dana Rayhaan by Rotana | Dammam | Saudi Arabia

HRH the Governor of Eastern Province inaugurates the 5-star Dana Rayhaan by Rotana in Dammam

Nasser Al Nowati: Dana Rayhaan by Rotana supports the tourism market under Vision 2030

Post Views: 100

January 9, 2020

- SHALSA Capital Saudi Arabia: This hotel embodies the successful partnership between SHALSA Capital Saudi Arabia and Rotana
- Guy Hutzinger: Rotana has an ambitious strategic expansion plan in the Kingdom.

دانا ريجان.. ينضم الى قطاع الضيافة في الدمام

21/02/2020

اشتهر إلى مجموعة «روتانا» من «المدينة» وتفتح للخدمة يومياً

دشن صاحب المبنى الفخري الأمير سعود بن نايف أمير المنطقة الشرقية اليوم «فندق دانا ريجان من روتانا» بالدمام في قطاع الضيافة الذي يضم الفنادق الـ10 في جزة الضيافة بالمنطقة.

وأكد سموه أن المنطقة الشرقية ترحب بتوقيع مشاريع متعددة وتشهد حركة استثمارية وسياحية وتعمود في شتى المجالات بفضل الدعم الذي توليه لقطاع الضيافة الذي يفتح آفاقاً جديدة من النمو والازدهار والتميز في الخدمات السياحية والخدمات الفندقية التي تقدمها لضيوفها من داخل المملكة وخارجها.

.. ويفتتح فندق «دانا ريجان» في الدمام

الجزيرة - كحضر

دشن صاحب المبنى الفخري الأمير سعود بن نايف أمير المنطقة الشرقية اليوم «فندق دانا ريجان من روتانا» بالدمام، التابع لإحدى الشركات الرائدة في إدارة الفنادق في المنطقة، وأكد سموه أن المنطقة الشرقية تزخر بمواقع سياحية متعددة وتشهد حركة اقتصادية وسياحية وتعمود في شتى المجالات بفضل الدعم الذي توليه القيادة ثم بفضل ما توليه القيادة الحكوكة -أيها الله- من رعاية واهتمام بالقطاع السياحي وتعيينه لأفضل سموة إلى أن قطاع الإيواء

أبرز المنطقة الشرقية خلال العشرين

السياحي من الفنادق وغيرها من القطاعات يحقق نمواً عالياً ورافداً من روافد النجاح السياحي في المنطقة.

من جانبه أوضح رئيس مجلس إدارة شركة روتانا ناصر النويهي، أن تدشين الفندق رسمياً بدعم مشاريع قطاع

TRELLIX: UNDERSTANDING THE MINDSET OF CISOS IN THE GCC

Trellix is a leading cybersecurity firm focused on revolutionising cyber threat detection and response.

As a relatively young and specialised brand, Trellix is on an ambitious growth journey across all global regions.

W7Worldwide partnered with Trellix to enhance its growth ambitions in the GCC through a compelling communications campaign. We sought to achieve the following objectives:

- Raise awareness and recognition of Trellix as an important and innovative cybersecurity expert
- Showcase Trellix's services and highlight the company's achievements to date
- Build a dialogue with relevant media for future communication and coverage
- Generate long-lasting positive brand sentiment among Trellix's target audiences in the GCC

We worked closely with Trellix to identify the strongest brand messaging for the target audience of Chief Information Security Officers (CISOs), CTOs and Board-level business leaders within the GCC.

We focused on a new research survey conducted by Trellix which highlighted important skills gaps and concerns among 500 CISOs.

Using our customised media relations database, we developed a detailed list of relevant media outlets to share Trellix's news and its implications for businesses across Saudi Arabia and UAE.

We focused on the human impacts and concerns of cybersecurity to explain Trellix's role in resolving these issues.

We built the campaign around a compelling press release, written in Arabic and English to highlight the issues, supported by a strategy of securing individual interviews of Trellix's senior leadership.

We prepared a detailed press release in Arabic and English to highlight compelling data points such as the skills and recruitment gaps within cybersecurity professionals and lack of buy-in at Board-level.

Our team not only secured media coverage of the press release but also landed two speaking opportunities for Trellix's Head of Middle East on Riyadh Radio and in Tech World magazine.

Leveraging a highly relevant and insight-based press release, we were able to secure 44,745,200 impressions with a total of 20 Social Media coverage, 36 press stories in print, online, and social media mediums, and 2 interviews, thus achieving client expectations in a crowded space.

The mixture of insightful research, press releases and broadcast interviews was a potent way of communicating Trellix's brand strengths, enabling the company to make a major leap forward in awareness in the region.

IMPACT GENERATED

IMPRESSIONS
44,745,200

CLIPPINGS
36

COVERAGE HIGHLIGHTS

The collage features four news snippets:

- Top-Left:** A snippet from the newspaper 'الوطن' (Al-Watn) with the headline 'Graphology' and sub-headline 'بين الفأل والوحدة'. It includes a photo of a person's face.
- Top-Right:** A snippet from 'الشرق الأوسط' (Al-Sharq Al-Awsat) with the headline 'رصد خلية ضخمة من الملفات الخبيثة يوميا في الشرق الأوسط' (A large cell of malware files detected daily in the Middle East). It features a digital-themed image with a person's silhouette and binary code.
- Bottom-Left:** A snippet from 'الجزيرة' (Al-Jazeera) with the headline 'الحيونم البشري 1000 دولار لكشف 6000 مرض' (Human genome 1000 dollars to discover 6000 diseases). It shows a DNA double helix and a group of people.
- Bottom-Right:** A snippet from 'الجزيرة' (Al-Jazeera) with the headline 'تقرير تقني: 38% من المنشآت والأفراد التقنية الحالية آمنة' (Technical report: 38% of current technical entities are secure). It features a portrait of a man in a red and white checkered keffiyeh.

VOCO: REDEFINING RAMADAN DINING EXPERIENCES

voco Hotels (an IHG brand) has two key hotels in Riyadh and Al-Khobar, each with state-of-the-art dining facilities.

This became the focal point of an awareness-building communications campaign in early 2023.

Leveraging the holy month of Ramadan, W7Worldwide worked alongside voco Hotels to raise consumer awareness of voco's innovative food & beverage offer, establish close media relationships and generate long-lasting positive brand sentiment.

We recommended a series of media roundtables to increase awareness and showcase voco's highly innovative approach to food and beverage.

Additionally, we set up a dedicated media relations team for the voco Roundtables to optimise the success of the campaign.

We created a highly-tailored invitation list of media outlets and key journalists for each roundtable.

By limiting numbers we created an intimate setting, and our team maximised attendance through an extensive media relations exercise, including special pre-briefings for individual journalists and personalised chaperoning at each event.

Prior to each roundtable, we prepared a press release in both Arabic and English highlighting the innovative approach that voco's chefs were taking in redefining the dining experience of Ramadan.

Roundtable content focused not only on voco's food and beverage offer, but also on the wider brand vision in the Middle East, such as its sustainability credentials.

Journalists were given the opportunity to ask questions of voco's Regional General Manager, Mark Allaf, and a media tour of the hotels' restaurants was made.

The W7Worldwide team oversaw the entire event process to ensure each roundtable was successful, including technical production, photography, roundtable content and event follow-up.

We closely monitored the impact of the campaign through highly detailed reporting to the client.

Across the two hotels, the campaign generated 30,230,200 impressions and 44 press stories in print, online and social media, including two interviews with voco's senior spokespeople.

Overall, our campaign achieved voco's objectives by ensuring key journalists experienced first-hand the innovative culinary exploits of both hotels.

Using the holy month of Ramadan to highlight this point of difference helped the media to report on voco in a different way to other hotels, and created competitive differentiation for the brand.

IMPACT GENERATED

 **IMPRESSIONS**
30,230,200

 **CLIPPINGS**
44

COVERAGE HIGHLIGHTS



WHITEWATER: CHARTING A CLEAR ROUTE FOR GROWTH IN SAUDI ARABIA

WhiteWater specialises in bringing fun and joy to families through aquatic-based theme parks, rides and attractions. The company is passionate about delivering delightful, long-lasting memories for consumers while ensuring reliability and efficiency for operators.

W7Worldwide was delighted to support WhiteWater to maintain its category leadership position when it participated in SEA Expo 2023, a major industry event held in Riyadh.

We sought to achieve the following objectives:

- Raise awareness and recognition of the WhiteWater brand
- Showcase the major projects undertaken by WhiteWater and the services it provides
- Build a dialogue with relevant media for future communication and coverage
- Generate long-lasting positive brand sentiment among WhiteWater's target audiences in the Middle East

We worked in close collaboration with WhiteWater's senior leadership team to identify how to optimise their high-profile presence at SEA Expo 2023. Prior to the event, we identified the most important media outlets to approach, and prepared briefing packs for individual journalists allowing greater understanding of WhiteWater's history and ambitions in the GCC region.

We linked WhiteWater's objectives with Saudi Arabia's Vision 2030 goal to become a world-leading entertainment destination, thus highlighting the brand's long-term commitment to Saudi Arabia.

We generated pre-event awareness by approaching the targeted media with a press release issued in Arabic and English.

Our event strategy focused on maximising individual interactions between the media and WhiteWater's key leadership.

Post-event, we followed up with individual journalists to ensure they had all relevant information.

We showcased the WhiteWater brand through one-on-one interviews with its senior leadership, securing high-profile broadcast interviews with Saudi English Radio, and with Akhbar, a prominent media outlet in KSA.

Additional press interviews were secured with Saudi Shopper and Siyahatcom.

Our media relations team at the event ensured that all media were escorted smoothly to the WhiteWater booth and experienced the brand's messaging firsthand.

All media coordination was personally handled by the team to secure the best possible brand perceptions.

Our strategy of focusing on individual media interviews was successful in generating 24,157,100 impressions with a total of 38 press stories in print, online and social media mediums. Additionally, we secured 6 social media-specific coverage pieces.

IMPACT GENERATED

IMPRESSIONS
24,157,100

CLIPPINGS
38

COVERAGE HIGHLIGHTS

The collage displays various media coverage highlights for the Riyadh 2023 Travel Fair. It includes newspaper front pages from 'Al-Rihla' and 'Siyahatukum', a social media post from 'The National' about the fair's opening, and a news article from 'The National' about the fair's opening ceremony. The collage also features images of the fair's interior, including a large water slide and exhibition booths.

THANK
YOU



For more information:



Our Official Website:
www.w7worldwide.com