



2022

ANNUAL
UPDATE



WORLDWIDE

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W7 WORLDWIDE MESSAGES

As we step into 2023, we take stock of the previous year in terms of our successes and failures, and challenges to chart a new trajectory and define our determination to work on new tasks and opportunities.

Times may bring about changes in our plans and strategies, but the basics of the business will remain the same. Flawless communication, internal or external, is vital to define our relationship with external agents like our clients and stakeholders.

Inspired by great leadership, we welcome the New Year which we expect to open new challenges and surprises.

We are ready, more than at any time in our careers, to better serve our clients and stakeholders and scale newer heights of success and recognition.

W7 Worldwide Team



W7 WORLDWIDE MESSAGES

In 2022, we embraced a new era of digitization. This came both as a boon and a set of challenges mainly in terms of productive engagement with stakeholders and safeguarding their reputations by adapting to new technologies and strategies.

We quickened our pace to hug these new realities as the old benchmarks of public relations, mainly with our stakeholders, began crumbling. It was a tough ask, but coupled with planned media outreach to build trust and innovative business strategies, we sailed through the storm and streamlined all our efforts to remain in the saddle.

We led the team at W7Worldwide to understand these new settings, plan accordingly and lead the PR world from the front to empower stakeholders and serve the interests of our clients.

As we enter the year 2023, we resolve to begin the journey with greater zeal to continue playing a leadership role in the communication sector.

Abdullah Inayat



W7 WORLDWIDE MESSAGES

The year 2022 changed the communication landscape. A digitally transformed world threw new challenges like hybrid work culture and metaverse technology that took communication to the next level.

We quickly adapted to these new demands, making it possible for the industry to remain relevant and vitally important for all our stakeholders.

W7Worldwide has therefore reasons to have a deeper sense of relief and happiness to close the year as we become a truly homegrown award-winning agency with a global reach, which is reflected in the immense number of honors and recognitions that came our way.

As we enter the new year, the fast-paced development in the communication sector obliges us to remain alert, have a firm belief in an honest relationship with stakeholders, and redefine values in all our future communications and dealings.

Abdulrahman Inayat

GLOBAL RECOGNITION



MEPRA 2022

ARABIC COMMUNICATIONS AWARDS



BEST LAUNCH/ LIVE EVENT/STUNT

MENAISC

BEST SOCIAL IMPACT CAMPAIGN IN RESPONSE TO COVID-19

COVID-19 CENTER - W7worldwide

BEST CREATIVE APPROACH IN RESPONSE TO COVID-19

ASJC & COVID-19

BEST CAMPAIGN IN MARKET - SAUDI ARABIA

Bupa Arabia AND HEALTHCARE INNOVATION IN SAUDI ARABIA

BEST CAMPAIGN IN MARKET - MIDDLE EAST

COVID-19 CENTER - W7worldwide

BEST CAMPAIGN IN MARKET - MIDDLE EAST

MENAISC

BEST ARTS AND CULTURE CAMPAIGN - WHAT A WONDERFUL BEEF!

BUILDING CULTURE BRIDGES

BEST HOME-GROWN AGENCY OF THE YEAR

ELEVATING INDUSTRY STANDARDS WITH EXPERT COMMUNICATIONS AND RESULTS

BEST CAMPAIGN IN BAHRAIN

DISPELLING PR MYTHS

ICCO

AWARDS 2022



BEST AUTOMOTIVE AND TRANSPORT CAMPAIGN

DELIVERING SUCCESS AND INVESTMENT TO THE REGION

BEST B2B CAMPAIGN

THE KINGDOM'S NO.1 HEALTHCARE PARTNER

BEST BROADCAST CAMPAIGN

DISPELLING PR MYTHS

BEST HEALTHCARE CAMPAIGN

THE KINGDOM'S NO.1 HEALTHCARE PARTNER

BEST TECHNOLOGY CAMPAIGN

DEMISTIFYING SAUDI ARABIA'S DIGITAL JOURNEY

PR LEADER OF THE YEAR

ABDULRAHMAN INAYAT - W7worldwide

PRCA

MENA DIGITAL AWARDS 2022



BEST USE OF REPORTING AND MEASUREMENT IN A CAMPAIGN

DEMISTIFYING SAUDI ARABIA'S DIGITAL JOURNEY

BEST USE OF PAID MEDIA IN A CAMPAIGN

BUILDING CULTURAL BRIDGES

BEST USE OF VIDEO IN A CAMPAIGN

DISPELLING PR MYTHS

BEST PERFORMANCE IN A DIGITAL CAMPAIGN

BUILDING BRIDGES

BEST DIGITAL MARKETING CAMPAIGN

DISPELLING PR MYTHS

WINNERS!

BEST LAUNCH/ LIVE EVENT/STUNT

MENAISC

BEST SOCIAL IMPACT CAMPAIGN IN RESPONSE TO COVID-19

COVID-19 CENTER - W7worldwide

BEST CREATIVE APPROACH IN RESPONSE TO COVID-19

ASJC & COVID-19

BEST CAMPAIGN IN BAHRAIN

DISPELLING PR MYTHS

TESTIMONIALS





"The combination of the agency's strong connections with the right target media and understanding of local audiences' perceptions succeeded in generating high visibility for our brand and our new housing concept that completely exceeded our expectations as a new entrant into the Saudi market. We would like to thank the team and Directors of W7Worldwide for their above and beyond efforts, utmost professionalism, and strategic knowledge to achieve such exceptional results for us".



"Being the first home-grown Marketing Communications Consultancy Agency, W7Worldwide keeps its finger on the pulse of local development. This was an added advantage for us while engaging with the company. 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".



"W7Worldwide succeeded in gaining powerful media attention for the event at all levels - locally, regionally, and internationally."



"W7Worldwide's leadership deserves the highest commendation for the deep insights and understanding they bring of the Bupa Arabia brand. Their understanding of communications strategies, in addition to various industries, has helped us accomplish our shared communication vision in record time. We can confidently say that we look forward to continued productive long partnership with W7Worldwide".

W7 W O R L D W I D E

MEDIA CENTRE



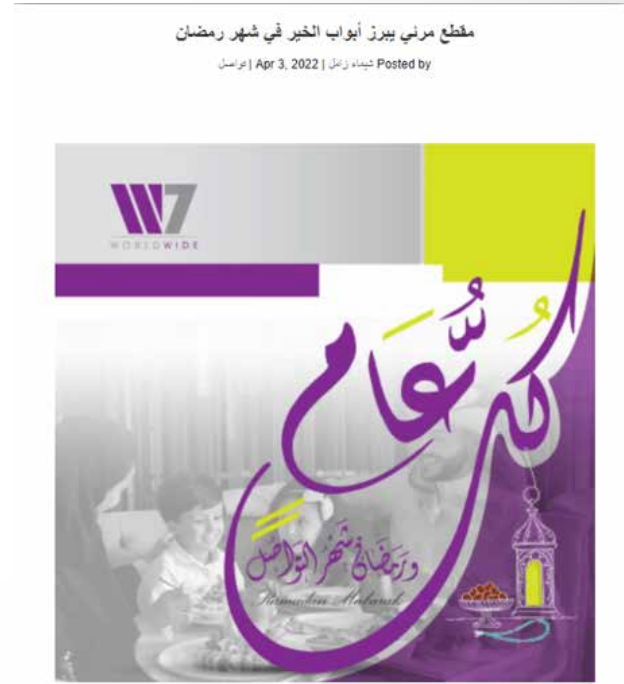
- W7worldwide PUBLISHES 7 COMMUNICATIONS STRATEGIES FOR THE CONSTRUCTION SECTOR TO HARNESS THE COVID-19 REBOUND
- ضفوط «كورونا» تعيد هيكلة خطط الاتصال بقطاعات الأعمال
- W7worldwide SHARES 7 COMMUNICATIONS LESSONS FROM COVID-19
- توقعات بنمو سوق البناء والتشييد السعودي بنسبة 5.2٪ ما بين 2021-2026
- 7 إستراتيجيات تواصلية للتعافي من الجائحة بعد مؤتمر التغير المناخي
- W7worldwide PAYS TRIBUTE TO RADIO ON WORLD RADIO DAY
- مقطع مرئي يحتفي باليوم العالمي للإذاعة ويؤكد: المذيع سيظل الصوت الوفي
- حضور الإذاعة في كل زمان ومكان
- W7worldwide VIDEO PAYS TRIBUTE TO WOMEN ON INTERNATIONAL WOMEN'S DAY
- مقطع مرئي يبرز دور المرأة في الحياة والمجتمع
- NEWS_KSA11
- العالم يطوي صفحة السيارات العاملة بالوقود .. ويدخل عصر النقل النظيف
- W7worldwide's 7 COMMUNICATIONS STRATEGIES FOR THE AUTOMOTIVE SECTOR TO NAVIGATE THE POST COVID-19 TRANSFORMATION
- W7worldwide VIDEO HIGHLIGHTS 'DOORS' OF GOODNESS IN RAMADAN
- مقطع مرئي يبرز أبواب الخير في شهر رمضان
- حياكم الله في رمضان شهر التواصل!
- أشهر 7 أكلا على السفرة الجنوبية الرمضانية.. ما هي؟
- SPECIAL DISHES ON THE SOUTHERN DINING TABLE IN RAMADAN 7
- 7 عادات رمضانية لأهل الجنوب.. تعرف عليها
- تحديث خطط التواصل ضرورة للتعافي والاستدامة والتصدي لتداعيات الفيروسات
- EFFECTIVE COMMUNICATIONS THROUGH NEW COVID VARIANTS
- توقعات بتضاعف قيمة قطاع الأمن السيبراني إلى 300 مليار دولار بحلول 2024
- W7worldwide's 7 WINNING CYBERSECURITY SECTOR COMMUNICATION STRATEGIES
- W7worldwide REPORTS A YEAR OF EXTRAORDINARY CORPORATE COMMUNICATIONS ACHIEVEMENTS
- "عدنا" .. مقطع مرئي يسلط الضوء على عودة الحجاج من الخارج مقطع مرئي يحكي رحلة الحج الإيمانية والعودة لمهوى الألفدة
- WE'RE BACK'... VIDEO HIGHLIGHTS RETURN OF HAJJ TO FULL CAPACITY AFTER COVID-19'
- بمناسبة اليوم العالمي للشباب .. مقطع مرئي يدعو المؤثرين للتأثير الإيجابي في المجتمع
- BALANCING LOCAL WITH GLOBAL COMMUNICATIONS STRATEGIES
- غياب استراتيجيات تواصل محلية تحد كبير يواجه الشركات العالمية
- تواجه البراندات العالمية في السوق المحلية أزمة تواصل
- W7worldwide تحتفي باليوم الوطني السعودي الـ 92 بإنتاج مقطع مرئي قصير
- W7worldwide VIDEO CELEBRATES SAUDI GENEROSITY ON 92ND NATIONAL DAY
- هل انتهى عصر التلفزيون لصالح المنصات الرقمية؟
- IS TV MAKING A COMEBACK DESPITE THE POPULARITY OF DIGITAL PLATFORMS?
- W7WORLDWIDE تُدير بنجاح خطة التواصل الإعلامي لأضخم مؤتمر أمن سيبراني بالمنطقة
- W7worldwide SUCCESSFULLY HANDLES MEDIA CAMPAIGN FOR MENAISC 2022
- W7worldwide's 'AMAZING ARABIC' VIDEO CELEBRATES THE LANGUAGE AS BRIDGE BETWEEN CIVILIZATIONS
- مقطع مرئي يحتفي باليوم العالمي للغة العربية.. جسر تواصل للبشرية

COVERAGE HIGHLIGHTS



We're back Video highlights return of Hajj to full capacity after COVID-19

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لنحت W7Worldwide الانتشارت الاستراتيجية والإعلامية، مقطعاً مرئياً قصيراً مدته (53 ثانية)، بمناسبة حلول شهر رمضان المبارك، حيث يستغل المقطع الضوء على أبواب الخير الكثيرة في هذا الشهر الكريم، ومنها الإحسان والتعاون وصلة الرحم والرفق بالحيوان، حيث يعد شهر رمضان فرصة للعودة على العادات الحسنة والسلوكيات الشريفة لشهادة المقطع من هذا: <https://twitter.com/W7Worldwide/status/1509953319518846981>

ويبرز المقطع المرئي، أهمية شهر رمضان في تربية النشء على الإحسان إلى الناس، وإتقان الشغاء، حيث يبرز الضوء في الفيديو المصطف على الفكر والمحتاج، فيسارعون بالرفق والصلوة والإحسان للمحتاج.



لشباب .. مقطع مرئي يدعو المؤثرين للتأثير الإيجابي في المجتمع

35

Loading...

نارات الاستراتيجية والإعلامية مقطعاً مرئياً قصيراً (مدته 1,04 دقيقة)، بعنوان "عندما تكون شخصاً مؤثراً بترجم بصمته للشباب، الذي يحتفل به العالم يوم 12 أغسطس من كل عام، بفرض تسلط الضوء على الصعوبات التي يواجهها الشباب في المجتمع".

هذا المقطع: <https://twitter.com/W7Worldwide/status/1558173196540674048>

فمن المؤثر، حيث يصفه بأنه فرد يتمتع بوصول اجتماعي كبير على مواقع التواصل الاجتماعي، ويتمتع بعلاقة متينة مع على القرارات التي يتخذها جمهوره.

ن الشباب المؤثرين خلال عام 2020 / 2021، والذين كانت لهم بصماتهم في الحياة، ومنهم: الوتوبير الكويتي حسن جاسم مليون دولار في 28 ساعة فقط، 100 ألف عائلة من برد الشتاء القارس، وذلك خلال حملة إغاثة مشتركة مع

SHARING THOUGHT LEADERSHIP

NOV | APR | DEC21JAN22

- W7worldwide PUBLISHES 7 COMMUNICATIONS STRATEGIES FOR THE CONSTRUCTION SECTOR TO HARNESS THE COVID-19 REBOUND
- W7worldwide SHARES 7 COMMUNICATIONS LESSONS FROM COVID-19

-
- INSIGHT: W7worldwide SHARES SEVEN COMMUNICATIONS STRATEGIES FOR THE AUTOMOTIVE SECTOR TO NAVIGATE THE POST-COVID TRANSFORMATION

-
- W7Worldwide تُدير بنجاح خطة التواصل الإعلامي لأضخم مؤتمر أمن سيبراني بالمنطقة
 - W7Worldwide successfully handles media campaign for MENAISC 2022

COVERAGE HIGHLIGHTS

Saudi Arabia the 'top-performing construction market'

JEDDAH 19 days ago

Saudi Arabia is now considered the top-performing market as Middle East construction output recovers.

The Saudi Arabian construction market, which was valued at around \$37 billion in 2020, is expected to register a CAGR of 5.2% over the period 2021-2026.

"Construction companies are facing a new world. The marketplace is changing with both public- and private-sector project owners placing a new emphasis on sustainability and resilience," explains Abdulrahman Inayat, Co-Founder and Director of W7Worldwide, a Saudi based independent communications agency.

"An organization's client base, stakeholders, competitors and relevant communication strategies may therefore be affected drastically. The construction sector plays a key role in rebuilding efforts after crisis, and this is the time to reach out with proactive communications to take on an industry leadership position."

W7Worldwide has produced its timely guide with '7 Communication Strategies for the Construction Sector to Harness the Covid-19 Rebound'.

The report advises to firstly research the current market identifying trends and the sectors with the greatest resurgence to then relate the communications strategy accordingly. It is vital to connect and communicate with the right stakeholders and target audiences in the new post Covid landscape to stay ahead of the competition.

The pandemic and its disruption of global supply chains have increasingly affected construction activities, with shortages of raw materials, contractors, and workers. This requires collaboration and effective communications across the supply chain. Individual countries will seek to strengthen their construction and infrastructure capabilities. International companies may wish to partner with leading local players, providing new economic opportunities that need to be supported by government. Companies therefore need to include public affairs efforts as part of their communications strategy.

In a still uncertain world, industry journalists are looking for stories to show how the construction industry is emerging from the crisis. Many are looking for CEOs who will share their insight and expertise during this time of transition and change for everyone.



W7Worldwide successfully handles media campaign for MENAISC 2022

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(MENAFCN- W7Worldwide) The agency was named media partner of the region's largest cybersecurity conference for the sixth year in a row

Riyadh:

Saudi marketing communications consultancy agency W7Worldwide has again delivered a highly successful media communications campaign for the Middle East and North Africa Information Security Conference 2022 (MENAISC 2022).



Insight: W7Worldwide shares seven communications strategies for the automotive sector to navigate the post-COVID transformation

New Report: The world turns its back to petrol-fueled vehicles as it enters a new energy era

by Nabeel - April 27, 2022

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RIYADH, SAUDI ARABIA — Analysis across industries suggests the global auto industry is emerging as a relatively strong performer in the recovery from the pandemic. The automotive sector's level overall activity in Q2 of 2021 was running well above pre-Covid levels (measured at Q4 2019) and ahead of most other industrial sectors measured. Activity levels in the sector were 33.1% higher than they were at the end of 2019, before the pandemic impacted economies across the world.

Amid this transformation, there are bright prospects for electrified vehicles in the context of a green recovery to lift projections for the sector. In the Middle East region, countries like Saudi Arabia and the United Arab Emirates, are becoming early adopters of electric vehicles. Saudi Arabia said that at least 30% of cars in its capital would be electric by 2030, as the Kingdom pursues a net zero goal by 2060. The Middle-East and African electric vehicle market was valued at USD 35 million in 2020, and it is expected to reach USD 84 million by



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W7Worldwide Shares 7 Communications Lessons from COVID-19

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If we have learned anything from the pandemic, it is the value of the communications function as a strategic discipline for business survival and brand resilience. Customer centricity, humanity and corporate social responsibility are no longer a nice-to-have. It is not a strategic choice but a business survival technique. Regardless of industry sector, the end user holds the key to a brand's relevance and reputation. Communicators have had to work around the clock to support their organization and stay ahead of a constantly moving situation.

Public relations professionals say they have been providing extra value during COVID-19, but they are grappling with burnout and stress. Nobody knows what the post-pandemic reality will look like. What we do know is that things will never go back to the way they were. The COVID-19 re-set is not just a moment for brands to serve an



SHARING THOUGHT LEADERSHIP

JAN

- W7worldwide PUBLISHES 7 COMMUNICATIONS STRATEGIES FOR THE CONSTRUCTION SECTOR TO HARNESS THE COVID-19 REBOUND
- العالم الافتراضي.. إلى أين يسير العالم الجديد؟

FEB

- مقطع مرئي يحتفي باليوم العالمي للإذاعة
- W7worldwide PAYS TRIBUTE TO RADIO ON WORLD RADIO DAY
- تعافي الدول وتحقيق الاستدامة هل يتطلبان استراتيجيات تواصل
- W7worldwide SETS OUT 7 POST COP26 COMMUNICATIONS STRATEGIES TO BUILD BACK SUSTAINABLY FROM COVID-19

APR

- W7worldwide's 7 COMMUNICATIONS STRATEGIES FOR THE AUTOMOTIVE SECTOR TO NAVIGATE THE POST COVID-19 TRANSFORMATION
- MARKETING 2.0 CONFERENCE
- NURTURING YOUR PEOPLE AND CORPORATE CULTURE IN RAMADAN

MAY

- ABDULRAHMAN INAYAT NAMED CHAIR OF IPRN MENA
- عبدالرحمن عنايت رئيسا للمجلس الإقليمي للشبكة الدولية للعلاقات العامة بالشرق الأوسط وشمال أفريقيا
- EFFECTIVE COMMUNICATIONS THROUGH NEW COVID VARIANTS

JUN

- NURTURING YOUR PEOPLE AND CORPORATE CULTURE - BY W7worldwide's ABDULRAHMAN INAYAT
- THE MAJOR THEMES - BY W7worldwide's ABDULRAHMAN INAYAT
- W7worldwide's 7 WINNING CYBERSECURITY SECTOR COMMUNICATION STRATEGIES
- W7worldwide REPORTS A YEAR OF EXTRAORDINARY CORPORATE COMMUNICATIONS ACHIEVEMENTS

AUG

- BALANCING LOCAL WITH GLOBAL COMMUNICATIONS STRATEGIES

NOV

- فوز السعودية على الأرجنتين.. دعاية مجانية للمملكة وبناء سمعة وطنية
- FIFA WIN A BIG BOOST TO BRAND SAUDI ARABIA

COVERAGE HIGHLIGHTS



MEDIA

W7Worldwide reports a year of extraordinary corporate communications achievements

Press Release

June 30, 2022

Sub-headlines:

- W7Worldwide received a total of 49 nominations and 8 prestigious international and regional Public Relations and Communications Industry Awards.
- In 2021, W7Worldwide established a stronger than ever media presence for its customers across a diverse range of industry sectors.
- W7Worldwide issued 12 indicative industry reports, 12 video clips and 12 infographics, which lead to 220 thought leading articles and media coverage, and brought 11,876 web visitors.

Jeddah: W7Worldwide Strategic Communications Consulting Agency releases its latest annual report for 2021, showcasing how the agency successfully faced the challenges posed by the constant market changes in the wake of the COVID-19 crisis. W7Worldwide's consistent focus is on uplifting and positively promoting the evolving communications sector. The agency proved to be a trusted strategic partner for its clients, through its unique approach to communication, the team's professionalism and creative talent. (To check the full report, click here: <https://bit.ly/3p6JkC1>)

Which trends will shape Middle East comms in 2022?

PR will play a leading role as the economy recovers and we adjust to a changing world in 2022.

by Abdulrahman Inayat / February 05, 2022



(Getty Images)

The pandemic has had a profound effect on the way companies operate and communicate with their public and customers. Being able to tell your story to the right audience at the right time, and in the right way, puts communications at the forefront for all organizations.

The urgent need to address climate change is now very much part of the COVID-19 recovery narrative. Companies that do not have a strategy in place that supports a sustainable future will be left behind.



Abdulrahman Inayat | Outstanding Leadership Award

2022/04/22

Marketing 2.0 Conference

2022

Abdulrahman Inayat, Co-founder & Strategic Planning Director of W7Worldwide on receiving the Outstanding Leadership Award, conferred at the Marketing 2.0 Conference held at Intercontinental, Dubai Festival City, UAE on 23rd - 25th March 2022

جهد كبير

مباركاً يوم الثلاثاء 22 نوفمبر 2022، يوم الفوز التاريخي والمعالي للمنتخب السعودي على نظيره الأرجنتيني بهدفين مقابل هدف، ضمن منافسات دور المجموعات بطولة كأس العالم بنمط ثمانية فرق في بطولة FIFA، وهي جائزة عالمية كبرى في عالم كرة القدم. المنتخب السعودي هو أول منتخب عربي يفوز على الأرجنتين، المرشح الأقوى والأول للفوز ببطولة كأس العالم.

فوز المنتخب السعودي، تجاوز الجانب الرياضي، حيث جذب اهتماماً عالمياً كبيراً للمملكة العربية السعودية، وساهم في إلهامها بنموذج من نجاح من تصف سكان العالم، وأثر تفاعلات ومناقشات مبهجة، وأطلق احتفالات صاخبة لم تقتصر على السعودية فقط، بل امتدت إلى جميع أركان الجزيرة نظراً لكونه إنجازاً تاريخياً للعرب، كما خلق فرصة كبيرة على مواقع التواصل الاجتماعي، حيث عبر كثيرون من مختلف الجنسيات، عن فرحتهم بفوز «الأخضر» واعتبروه فوزاً لهم.

لقد كانت فوز السعودية على الأرجنتين الوجه المميز لعرب وتكاتفهم مع بعضهم البعض، وأعربت الاحتفالات بهذا الفوز معظم أبناء الوطن العربي، وكأن الفوز كان من نصيب منتخب بلادهم، السعوديون اعتدوا هذا الإنجاز التاريخي في كرة القدم هو فجر عهد جديد، للمملكة، وشركتهم في الرقي فائقة العرب في جميع أنحاء العالم، في حين رأى محققون سياسيون أن كلمة ولي العهد صاحب بصيرة الملك الأمير محمد بن سلمان

للأمير الفريد قبل المباراة، سبب رئيسي في هذا الفوز، حيث رفع عنهم القلوب، وهو ما جعل اللاعبين يملكون الميراث بروح بطولية، وصعدوا فوزاً كبيراً في لحظة تاريخية فارقة. وتجاوزت معظم وسائل الإعلام في العالم كلمة ولي العهد، ووصفتها بالتاريخية، فهي تعد المرة الوحيدة التي يلقى فيها القادة مثل هذه الكلمات، حيث قال ولي العهد للفريق في رسالة ملهمة: «تسأرون أن أكون بكم به هو أن تبقوا مسترخين، وأن تعودوا بكم بشكل هائل، وأن تبتدوا لفساد جهدكم ما بهتموا هو أنكم تستمتعوا بهذه الألعاب

التي لا أريد أن يلعب أحد منكم تحت ضغط نفسي، قد يأت على مستواه الطبيعي». وأكدت وسائل الإعلام أن كلمة ولي العهد كانت كلمة السر للأجيال المنتخب السعودي، حيث تعرف كل فريق على العواطف الباقية السعودية. بعد أداء الفوز السعودي للأهواز، انتصرت الكاميرات على الأرجنتين بهدف دون رد في مباراة الفتح موديلاً إيجابياً 1990، حيث تلجأ الجميع بغضبهم في الفوضى فالتقوا ببطولة ديجو

فوز
السعودية
على
الأرجنتين..
دعاية
مجانية
للمملكة
وبناء
سمعة
وطنية

عبد الرحمن عتيق



AUTOMOTIVE

W7Worldwide's 7 communications strategies for the automotive sector to navigate the post COVID-19 transformation

New Report: The world turns its back to petrol-fueled vehicles as it enters a new energy era

MOMENTS



REMAINS

IN THE DRIVING SEAT

BY

**JOINING GLOBAL EFFORTS ON THE CSR FRONT,
SPREADING POSITIVE MESSAGES,
BUILDING PERCEPTIONS IN THE RIGHT PERSPECTIVE,
...AND, RAISING THE IMAGE OF THE INDUSTRY.
IT REMAINS COMMITTED TO THE PR INDUSTRY**



TOTAL IMPRESSIONS 800,882,140

W7worldwide Emerged Winning From The Traumas Of The Pandemic During 2020-21.
Its Initiative To Set Up a Covid-19 Resource Center Served As a Source Of Inspiration For The Industry.

In 2022, W7worldwide Continued With Its Commitment To The Industry's Growth Through Building
On Our Previous Achievements Like The Establishment Of The Covid-19 Resource Center.

THE WINNING CAMPAIGNS IN 2022

3 Awards Including Two Bronze At Mepa 2022-Arabic Communications Awards
And PRCA Mena Digital Awards 2022:

Best Social Impact Campaign In Response To Covid-19 -Covid-19 Center-W7worldwide
Best Campaign In Bahrain - Dispelling PR Myths
Best Use Of Paid Media In a Campaign - Building Cultural Bridges

7 GUIDES

373 Pieces of Coverage

5M SM Impressions

7 Videos

7 Infographics

56,063 Website Visits

HIGHLIGHTING COMMUNICATIONS IMPORTANCE

As against our expectation of 2022 to be the year of recovery and resurgence from the pandemic, multiple new coronavirus variants made it vulnerable for the market, industries, and their target audience. Rising to the occasion once again, W7Worldwide expanded its team and expertise coming up with a greater holistic approach to cover several industries private and public.

COVID-19 RESOURCE CENTER

The Covid-19 Resource Centre became a hallmark of W7Worldwide's commitment to play its own creative and innovative role in mitigating the effects of a calamity. Its valuable communications guides are still posted on the website, free for anyone to access and download. W7Worldwide is committed to continuing such efforts as part of its endeavors to support the business community and to reinforce the value of the communications profession as a vital function for business survival.

DISPELLING PR MYTHS

As an independent multi-award-winning Saudi consultancy agency, W7Worldwide proactively engages in boosting the image of the PR & communications sector in the Kingdom, the GCC, and MENA region and globally.

Communications and business leaders work around the clock to stay ahead of a competitive curve.

While Public Relations was traditionally a one-way tool, now strategic communications are gaining ground and importance among organizations and companies to engage with today's digitally empowered stakeholders at all levels.



The Campaign Garnered Online and Offline Engagement of: 19%

SAUDI NATIONAL DAY

We observed Saudi National Day by launching a social media campaign on the importance of the true representation of Saudi identity as the best way to reach out to the widest audience.

We also wanted to prompt engagement and conversation.

We needed to reach the target audience with clear, engaging and informative messaging which meant we needed to push the creative development of content that would make an instant impact.



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

WORLD ARABIC LANGUAGE DAY

The Arabic language is a pillar of the cultural diversity of humanity. It is one of the most widely spoken languages in the world, used daily by more than 400 million people.

World Arabic Language Day is celebrated every year on 18 December since 2012.

تحتل اللغة العربية الحديثة

7 المركز السابع

في اللغات الأكثر تحدثاً حول العالم

Modern Arabic language is the seventh most spoken language around the world

ويتحدثها قرابة

272.201.639

spoken by approximately 272,201,639 people

وهو التشارها الواسع

شهد بدأ العالم يستعملها لغة للتواصل في الوقت الحاضر في مجالات عدة

With its widespread popularity, the world has begun to use Arabic as a language of communication in various fields.

سياسياً

العربية أداة للتواصل مع الشعوب العربية ولقاءات السياسيين العرب

In politics: Arabic language is a tool for communicating with the Arab peoples and for talking to Arab politicians.

اقتصادياً

تستعملها الشركات الكبرى في إعلاناتها للسوق العربي مع أهميتها للسيادة

In Economy: Major companies use Arabic in their advertisements for the Arab market, especially given its importance in the tourism industry.

استراتيجياً

يؤخذ العالم العربي بعين الاعتبار في جميع القرارات التي تتخذ اليوم

Strategic: The Arab world is taken into consideration in all decisions made today.

The Campaign Garnered Online and Offline Engagement of: **17%**

WORLD TV DAY

The purpose of W7Worldwide's 'World TV Day' campaign was to reinforce the importance and significance of this important medium in the past, present and future.

We also wanted to dispel the myth that TV is a relic of the past and is no longer relevant.



The Campaign Garnered Online and Offline Engagement of: **11%**

HAJJ & RAMADAN

W7Worldwide crafted innovative initiatives to create the right feel of spirituality during the holy months of Ramadan and Hajj.

The initiatives included short video campaigns to celebrate the occasion and also to spread awareness.

During the previous years when we dealt with Covid-19, W7Worldwide launched such campaigns before and during Hajj and Ramadan to drive home the seriousness and sensitivity of the pandemic for devotees to take care of.

It's important to spread positivity and a sense of community and appreciation for the Kingdom's relentless efforts.



*The Campaign Garnered Online and Offline Engagement of: **21%***

INTERNATIONAL YOUTH DAY

The United Nations observes International Youth Day every year on August 12 to leverage the full potential of all generations.

W7Worldwide launched a campaign to reach out effectively to the young target audience by using creative and engaging methods via social media.



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

INTERNATIONAL WOMEN'S DAY

We demonstrated W7Worldwide's support for Saudi women and those of foreign origin, recognizing their talent, and celebrating their roles in the PR and communications industry.

We gave them proper training and suitable assignments in the industry.



شكراً للعظيمات في حياتنا..

#اليوم_العالمي_للمرأة

The Campaign Garnered Online and Offline Engagement of: **12%**

W7 WORLDWIDE CAMPAIGN SHOWCASE



AL SALEM JOHNSON CONTROLS

A TRULY LOCAL COMPANY

INSIGHT

Al Salem Johnson (YORK) is the main supplier of HVAC and building management systems in KSA.

Although it provides essential infrastructure, many Saudi citizens are unaware, with end users operating in some of the Kingdom's most important institutions taking for granted its energy-efficient and cutting-edge solutions.

As a highly successful business with a strong track record of providing outstanding solutions, ASJC sought to raise its corporate image among relevant Saudi target audiences.

METHODOLOGY

W7Worldwide devised a truly localized corporate communications strategy to create audience awareness of ASJC.

We humanized the brand by linking it with local sentiment and priorities, such as national pride, manufacturing and skills, environmental concerns and Vision 2030 goals.

We used the "Made in Saudi" initiative, introduced in March 2021, to highlight ASJC's historic position as a contributing member of the vibrant KSA business community.

W7Worldwide leveraged ASJC's high-profile partnerships covering a range of sectors, such as aviation with its UV-Fend systems, and its ARIQ system for hotels and hospitals to produce a series of timely and compelling localized PR campaigns.

We directly addressed local objectives related to the pandemic, the environment, technological innovation, and the socioeconomic transformation envisioned for 2030.

At the core of our communications strategies for ASJC was the constant message of a Saudi business leading the global market, employing local talent to create cutting-edge building management products and solutions.

Given the technical nature of ASJC's products and solutions, we paid special attention to producing creative yet easy-to-understand content to highlight the advantages of the company's systems and technology.

W7Worldwide changed ASJC's corporate communications strategy, linking the company with sustainability and its long legacy of creating and delivering the most advanced, energy-efficient building management solutions.

We positioned ASJC as a locally-owned and operated business that has created its own solutions in response to local market demands.

The campaign created significant brand impact, positioning ASJC as a leader in its field, and surpassing client expectations in terms of coverage.

Additionally, the activity consolidated the brand's reputation as offering the most innovative and energy-efficient building management options.

IMPACT GENERATED



163 Pieces of Coverage



IMPRESSIONS

29,400,015



100% Positive

COVERAGE HIGHLIGHTS

York provides fresh air to the Holy Mosque's pilgrims



Al Salem Johnson Controls (YJK), a leading provider of integrated solutions, is implementing its district cooling solutions for Saudi Arabia's Holy Mosques in Makkah, perfectly suitable for a range of operating conditions.

Al Thameer and Al-Yam cooling plants designed for cooling Al-Haram with a total cooling capacity of 170,000 tonnes of refrigeration (TR) which is equivalent to cooling 20,000 apartments, the cooling plant of the Makkah Clock Tower with a cooling capacity of 40,000 TR, and the cooling plant of Jeddah Omar with a cooling capacity of 40,000 TR are examples of the company's district cooling solutions currently in operation in Makkah, a holy mosque city.

For district cooling, pillars are installed and operated inside a plant, which is usually a few kilometers away from the buildings and facilities that are to be cooled.

Purity of indoor air

The cooled water is pumped from the plant to the air handling units inside Al-Haram the Clock Tower or the hotels and residential buildings in the Jeddah Omar area, which in turn are equipped with high-quality filters with a filtration rate of more than 95%.

This ensures the purity of indoor air in these buildings, thereby protecting the pilgrims from catching any airborne diseases or infections.

In addition to district cooling solutions, provide various other cooling solutions, such as individual pillars, plants in many hotel buildings and residential towers in the central area of Makkah and beyond it.

These include Makkah Tower and Towers, InterContinental Jeddah, Al-Tawarikh Towers, Al-Ragha Towers and others.

المسكنة بوزارة الطاقة على شبكة الأمل ووزارة الطاقة للوزارة المسكنة



Saudi-based Al Salem Johnson Controls keen to explore opportunities in Uzbekistan: CEO



RIYADH: Saudi-based Al Salem Johnson Controls wants to expand operations in Uzbekistan, as the country offers a lot of opportunities for private companies, according to a top official.

Speaking to Arab News on the sidelines of the fourth meeting of Saudi-Uzbek Business Council in Jeddah on Wednesday, Mohamad Al-Shaikh, CEO of Al Salem Johnson Controls, said there are a lot

Al-Salem Johnson empowers Saudi women in HVAC-R



BUILDING CULTURAL BRIDGES

ANNUAL CAMPAIGN

INSIGHT

Communication is at the heart of the W7Worldwide Building Cultural Bridges Campaign. This annual campaign connects audiences across the world with educational and emotive content to raise awareness of Saudi identity and highlight the Kingdom's rich culture, with a particular focus on future target audiences like the business community and students.

METHODOLOGY

As a Saudi agency specialising in localised communications and strategy, we developed the Building Cultural Bridges Campaign around key dates and special occasions, such as Saudi National Day and Arabic Youth Day, World Arabic Language Day, World TV Day, Hajj and Ramadan, International Youth Day and International Women's Day.

We designed compelling content around these dates to appeal to both Arabic and global target audiences using a range of interactive and engaging media.

Extensive research helped us to identify knowledge gaps within the target audiences and understand the level of awareness we needed to create in our campaigns.

To ensure global accessibility, we created all our resources in both Arabic and English and selected W7Worldwide's social media and digital platforms as the best channels to share our message.

The communications strategy leveraged numerous touchpoints, including explainer videos, blog articles, paid advertising, and email campaigns.

We customised our approach for each occasion.

Some focused more heavily on video content, while others used infographics to give an ideal snapshot on social media channels like Twitter and LinkedIn.

Saudi National Day was an opportunity to address the pain points of misrepresentation and limited understanding of Saudi culture.

We conducted an extensive social media campaign to address these issues, focusing on the seven most common misconceptions about Saudi identity.

For World Arabic Language Day, we highlighted common mistakes when using Arabic, concurrently showcasing the history and significance of the language.

During World TV Day, we curated rare archive video footage to chart the history of television in Saudi Arabia and the integral role that television plays in our lives.

Our Hajj and Ramadan campaigns were impacted by COVID-19 pandemic restrictions.

We used this opportunity to promote a positive, uplifting message focused on the immense effort required to ensure a safe experience for those attending Hajj.

Our communications around International Youth Day reinforced the value and contribution of young people as a positive force in the Kingdom - a core focus of Vision 2030 and a key driver of future success.

International Women's Day campaign gave us a platform to celebrate the roles of women in the PR and Communications industry.

We developed an infographic to highlight the challenges faced by women in the workplace that tapped into the global conversation on these issues.

Our Building Cultural Bridges campaign actively motivated our target audiences in unique and creative ways.

We bridged the gap between local knowledge and a global mindset to educate and empower through creating first-class content that fostered pride in Saudi Arabia.

IMPACT GENERATED



COVERAGE HIGHLIGHTS



BUPA ARABIA

KSA'S LARGEST INSURANCE PROVIDER

INSIGHT

Bupa Arabia, the largest insurance provider in the Kingdom, has for the last 25 years offered holistic healthcare solutions for both organizations and individuals.

It has been at the forefront of providing programs like Tebtom and Rahatkom, designed to offer best-in-class health insurance.

METHODOLOGY

Following success in 2021, W7Worldwide created a highly engaging communications campaign for Bupa Arabia in 2022, that consolidated the company's position as a leading healthcare company in KSA.

We developed core insights fused with outstanding communications strategies and industry knowledge to upscale the Bupa Arabia brand and accomplish its communication vision in record time.

W7Worldwide built a powerful platform to communicate Bupa Arabia's full range of activities and achievements.

We facilitated annual planning sessions to develop the annual strategy to strengthen Bupa Arabia's position as a thought leader in the insurance industry.

We fortified Bupa Arabia's media relationships by organizing calls, meetings and networking events with target media outlets, ensuring the most 'newsworthy' stories were published.

Extensive research underpinned W7Worldwide's recommended 2022 plans for Bupa Arabia which included the 2021 End of Year PR and Communications Report, 2022 Themes Plan, and a 2022 Awards and Events Plan.

We executed each plan to the highest standard, securing some of the most well-known and respected events of the region alongside key milestones as the year progressed.

The results were exceptional in meeting our client's aims and demonstrated W7Worldwide's skilful media relations capabilities.

Bupa Arabia has achieved remarkable results through conference participation and award recognition.

We have worked closely with Bupa Arabia to highlight these achievements through press releases, television and radio interviews and compelling social media campaigns.

The positive impact we helped secure for Bupa Arabia illustrates W7Worldwide's professionalism, creativity and commitment to providing leading-edge expert marketing communications.

IMPACT GENERATED



2,942,556,400



642 Pieces of Coverage



100% Positive

COVERAGE HIGHLIGHTS

DRAGOS

INDUSTRIAL CYBERSECURITY EXPERT

INSIGHT

Dragos, an international industrial cybersecurity expert that protects governments, companies and critical infrastructure has expanded its operations in the GCC region, establishing its regional headquarters in Riyadh.

As a result, Dragos recognized the importance of developing a positive, localized PR strategy.

METHODOLOGY

We designed a campaign to highlight the critical role that Dragos plays in the region, through its active participation in the Saudi community and its protection of critical infrastructure.

W7Worldwide sought to draw media attention to Dragos' expansion in Saudi Arabia and its training of ICS/OT cybersecurity talent in the area.

The key challenge was to tie the strategy into the Vision 2030 goals, which was vital for communicating to our target audiences of government entities, corporates, private sector companies, SMEs, and critical infrastructure organizations.

Our research reviewed government initiatives and announcements, particularly any priorities or policies relating to Vision 2030, and drew on specialist cybersecurity studies focused on Saudi Arabia, government and Fintech Saudi reports.

Our media relations team curated targeted lists to support both traditional and digital PR strategies and to complement our existing relationships with relevant media outlets.

We created a full communications program of informative content grounded in this research. We focused our communications strategy on earned media.

We sent a press release to a number of major news outlets in Saudi Arabia, such as Zawya, Al-Yaum, RiyadhDaily, and Nabd, as well as to a curated list of tech influencers and specialist journalists.

The success of the strategy was underpinned by our meticulous attention to detail. We arranged telephone and online briefings with influential journalists to creatively communicate the importance of Dragos to the growth of the region.

Our campaign with Dragos was a massive success.

We translated a complex, technical, and information-heavy subject into engaging and compelling content, and exceeded our client's initial objectives by engaging specialized professionals and clients.

By positioning Dragos as an international company deeply linked to the Kingdom and its future goals, we expanded its brand awareness across target media outlets.

Our compelling copy engaged cybersecurity specialist audiences and educated those yet to fully understand its potential.

IMPACT GENERATED



83 Pieces of Coverage



IMPRESSIONS

40,054,793



100% Positive

COVERAGE HIGHLIGHTS

Dragos Participates in Global Security Forum in Riyadh

Published 2 weeks ago on December 5, 2022
By Chris Fernandez



Dragos, Inc. announced that it participated in the Global Cybersecurity Forum, held in Riyadh recently. The two-day event attracted cybersecurity experts and leaders from all over the world. Ben Miller, who represented Dragos as its Vice President of Services, spoke on the concluding day of the forum, about the threat of supply chain and third-party attacks. In his session, titled, "Persevere and Innovate," he discussed supply chain risk in critical infrastructure, examining the complex reality of third-party and supply chain attacks and sharing perspectives on the unseen vulnerabilities and how to address them.

Miller highlighted the complex nature of supply chain attacks, which potentially contain widespread vulnerabilities in the OT and industrial control systems (ICS). He outlined Dragos' specific focus on the Kingdom's supply chain risk in critical infrastructure including refineries



Dragos supports Saudi Arabia in cybersecurity, participates in Global Security Forum in Riyadh

خبير أمن سيبراني: السعودية تحتل موقعا متميزا لسد الفجوات السيبرانية العالمية

14



أكد خبير أمن سيبراني على أهمية أن تكون المؤسسات على استعداد لمواجهة التهديدات السيبرانية التي أصبحت تهدد أمنها في ظل التطور التكنولوجي المستمر في العالم، مؤكداً في الوقت ذاته على أن السعودية تحتل موقعا متميزا في تطوير الخطط والخطط السيبرانية ومعالجتها، كما تمتلك رؤية متكاملة من سد الفجوات السيبرانية العالمية.

وحدثت عن هذا خلال كلمته في المنتدى العالمي للأمن السيبراني الذي نظمته المنظمة العالمية للأمن السيبراني (OSCE) والمفوضية الوطنية للأمن السيبراني (NCSC)، خلال مشاركته بمنتدى الأمن السيبراني الذي عقد في الرياض - من الجهة المضيفة للمؤتمرات، على هامش المنتدى الذي يهدف إلى تعزيز التعاون الدولي في مكافحة التهديدات السيبرانية، وإيجاد حلول مشتركة للتحديات التي تواجهها المؤسسات والأفراد في جميع أنحاء العالم.

مiller من المهم تأمين التحول الرقمي وسد احتياجات أمن التطبيقات التشغيلية.

وقال Miller خلال كلمته "نحن نعيش في عصر التحول الرقمي، وهذا يعني أننا نواجه تحديات جديدة في مجال الأمن السيبراني، ونحن نحتاج إلى تعزيز التعاون الدولي في مكافحة التهديدات السيبرانية، وإيجاد حلول مشتركة للتحديات التي تواجهها المؤسسات والأفراد في جميع أنحاء العالم."

خبير أمن سيبراني: السعودية تحتل موقعا متميزا لسد الفجوات السيبرانية العالمية

إصدارات مجلة سيبراني



عدد 10



FEDEX EXPRESS

EXPRESS DELIVERY AND SHIPPING SERVICE

INSIGHT

FedEx Express has been facilitating trade in Saudi Arabia since 1994, offering international solutions and connectivity through local service providers. The company is transitioning to a direct-serve presence, investing more than SAR 1.5bn into the Saudi economy over the next decade through talent development, operations and infrastructure.

The new investment will reaffirm FedEx's commitment to Saudi Arabia's growth, in line with Vision 2030 goals and the National Industrial Development and Logistics Program.

METHODOLOGY

As FedEx's communications partner, we planned to achieve maximum impact by connecting the company with key media outlets so FedEx's major investment and expansion announcement could be shared effectively locally and internationally.

We sought to highlight FedEx's history and position the company as an active participant in the KSA economy.

We identified key target audiences across government and a wide variety of private sector companies.

Extensive research into the freight and logistics market in Saudi Arabia created compelling insight into FedEx's market position, economic impact and future growth.

We pinpointed where FedEx could maximize its competitive advantage and grow market share, in addition to exploring other programs like the Vision 2030 goals to which FedEx could be aligned, thus capturing the attention of government departments.

The significance of FedEx's investment announcement warranted a major event, entitled the 'FedEx Express Summit' which brought together regional experts and influential leaders. We advised the CEO to lead the Summit to establish gravitas and attract senior decision-makers and specialist media.

W7Worldwide developed a holistic communications strategy to support this specialized event. We produced a campaign during and after the Summit to maximize exposure.

This was supported by thought leadership to give FedEx Express an influential industry voice.

We maximized local and regional reach by building relationships with key news platforms. Our full communications program provided informative content and generated earned media in major outlets including Arab News, Al-Sharq Al-Awsat, Al-Arabiya and Saudia Radio.

The Summit was the most effective event of its kind for FedEx; it generated an influx of inquiries and elevated the company's position locally with partners, government officials and the wider community.

The campaign also shone a light on FedEx's talent recruitment plans, resulting in an uplift in employment enquiries.

IMPACT GENERATED



194 Pieces of Coverage



IMPRESSIONS

1,227,405,610



100% Positive

COVERAGE HIGHLIGHTS



INTERNATIONAL DATA CORPORATION - IDC

THE PREMIER GLOBAL MARKET INTELLIGENCE FIRM

INSIGHT

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services and events for the information technology, telecommunications, and consumer technology markets. With more than 1,200 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries.

IDC's analysis and insight help IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives.

METHODOLOGY

As the digital transformation within Vision 2030 draws near, IT brands want to be recognized as industry leaders. IDC's participation in the ICT Indicators Forum 2022 sought to highlight the brand's thought leadership and its ability to support the Kingdom's transformation.

IDC used the ICT Indicators Forum 2022 to make a major partnership announcement with the Communications and Information Technology Commission (CITC), which highlighted current government initiatives on digital transformation enablement across the Saudi economy.

W7Worldwide created a bridge with this challenging target audience that enabled us to position IDC as a leading industry player.

We ensured that IDC was prominently featured and gained traction with key audiences despite the challenge of cutting through a crowded communications environment.

We sought to position IDC as a thought leader with powerful local expertise to capture the attention of professionals and government officials.

We also needed to increase IDC's recognition as the strategic partner of CITC and secure networking opportunities with the biggest names in the region's IT sector.

Using our deep expertise in the technology sector, we established a powerful strategy that enabled IDC to highlight its key values and messages to the Forum, showing how it is helping to shape the industry in line with Vision 2030.

Our strategy focused on generating media interviews and broader coverage with key thought leaders in IDC, supported by press releases focused on the company's core messages.

We ensured IDC was fully prepared for the ICT Indicators Forum in advance, distributing a pre-event press release and inviting media outlets to attend.

Post-event, we immediately produced a press release in Arabic and English highlighting IDC's participation in the Forum, and emphasizing its role in stimulating the digital economy.

IDC now stands as an impactful brand in KSA, with a deep focus on thought leadership. With IDC's continuous provision of thought-leading content, W7Worldwide continues to create a local platform for the brand as the market becomes increasingly competitive.

IMPACT GENERATED



45 Pieces of Coverage



IMPRESSIONS

952,195,700



100% Positive

COVERAGE HIGHLIGHTS



KISSFLOW

LEADING DIGITAL WORKPLACE

INSIGHT

Kissflow is a leading cloud-based B2B tech company offering disruptive SaaS platforms for business processes, workflow automation and digital workplaces.

Saudi Arabia is the primary market for the company's operations in the Middle East and Africa (MEA) region. With the onboarding of four prominent dedicated technology partners in Saudi Arabia and the imminent launch of its 'low-code' platform, Kissflow is now looking to double this customer base over the next nine months.

METHODOLOGY

Digital transformation is one of the most important pillars of Vision 2030, and our ambition was to position Kissflow as an innovative company consistently at the forefront of developing the most advanced IT management solutions.

The overarching communications objective was to reinforce the Kissflow brand with Saudi target audiences and demonstrate the company's contribution to the realization of the Kingdom's Digital Transformation goals.

We gathered local, regional, and sector-specific media contacts to promote Kissflow's products and services and build strong media relationships with Government entities, private sector companies, CEOs, CTOs and the wider community.

Our expertise in the technology sector helped align Kissflow with Vision 2030 goals and key digital transformation programs in Saudi Arabia. We conducted research to understand awareness of the Kissflow brand and its share of industry voice.

We then researched the Saudi market and digital transformation objectives to align where Kissflow's products and services provided the right solutions.

We sought to generate earned media coverage and organic visibility.

We dispatched press releases to well-known Saudi publications through our database of media contacts, as well as to online publications and social media channels.

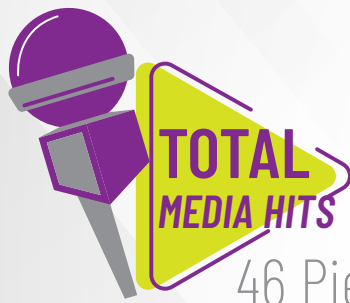
We sought to increase awareness of Kissflow in the Saudi market and started by highlighting Kissflow's partnerships with Saudi companies.

Our main strategy focused on highlighting Kissflow's efforts to support the country's digital transformation goals under Vision 2030 and the Cloud First Policy introduced by the Ministry of Communications and Information Technology.

We created a press release outlining Kissflow's four new strategic Saudi partnerships and the crucial role played by the company in order to educate the target audience about Kissflow's continued growth in the market.

The campaign helped generate trust in the Kissflow brand by raising awareness of the company's expertise in SaaS platforms for business processes, workflow automation and the digital workplace.

IMPACT GENERATED



46 Pieces of Coverage



100% Positive

COVERAGE HIGHLIGHTS

Kissflow partners with four Saudi IT companies to boost cloud

10 May 2022



Fahd Al-Hadi

Kissflow, a leading Software as a Service (SaaS) company with customers in over 140 countries, has signed partnership agreements with four Saudi IT firms - Rayouni, L&L, KSA, and Source Consulting, and subsidiaries. The group will enable them to support a broader set of local enterprises in achieving their cloud transformation goals.

With Saudi Arabia accounting for 50% of the Kissflow's MEXA revenues, the company is doubling down on investments in the Kingdom as it targets 40% growth in the country in 2022.

ستطوع 25 ٪ من الشركات بالسعودية لديها خطط لاعتماد التقنية تحتية السحابية

10 May 2022



توقع استطلاع أجري من قبل شركة كسيفلوف في المملكة العربية السعودية أن 25 ٪ من الشركات المحلية لديها خطط لاعتماد التقنية السحابية بحلول 2022. وقال فهد الأحدي، الرئيس التنفيذي لشركة كسيفلوف، "نرى أن 25 ٪ من الشركات المحلية في المملكة لديها خطط لاعتماد التقنية السحابية لتعزيز العمليات، والأداء، والأمان".

تتشارك مجموعة "شركة كسيفلوف" مع المجموعة العربية السعودية "المجموعة السعودية" في استطلاعات الرأي، التي أجراها معهد أبحاث الاقتصاد الرقمي، والتي أجراها معهد كسيفلوف في المملكة العربية السعودية. أجري الاستطلاع في المملكة العربية السعودية بين 10 و 15 أبريل 2022.

تتشارك مجموعة "شركة كسيفلوف" مع المجموعة العربية السعودية "المجموعة السعودية" في استطلاعات الرأي، التي أجراها معهد أبحاث الاقتصاد الرقمي، والتي أجراها معهد كسيفلوف في المملكة العربية السعودية. أجري الاستطلاع في المملكة العربية السعودية بين 10 و 15 أبريل 2022.

"فيسلو" تتعاون مع كبرى الشركات السعودية لتسريع عملية التحول السحابي في المملكة

10 مايو 2022



Kissflow commits to Saudi Arabia's Vision 2030 to make Saudi enterprises cloud ready.

توقع استطلاع أجري من قبل شركة كسيفلوف في المملكة العربية السعودية أن 25 ٪ من الشركات المحلية لديها خطط لاعتماد التقنية السحابية بحلول 2022. وقال فهد الأحدي، الرئيس التنفيذي لشركة كسيفلوف، "نرى أن 25 ٪ من الشركات المحلية في المملكة لديها خطط لاعتماد التقنية السحابية لتعزيز العمليات، والأداء، والأمان".

تتشارك مجموعة "شركة كسيفلوف" مع المجموعة العربية السعودية "المجموعة السعودية" في استطلاعات الرأي، التي أجراها معهد أبحاث الاقتصاد الرقمي، والتي أجراها معهد كسيفلوف في المملكة العربية السعودية. أجري الاستطلاع في المملكة العربية السعودية بين 10 و 15 أبريل 2022.

تتشارك مجموعة "شركة كسيفلوف" مع المجموعة العربية السعودية "المجموعة السعودية" في استطلاعات الرأي، التي أجراها معهد أبحاث الاقتصاد الرقمي، والتي أجراها معهد كسيفلوف في المملكة العربية السعودية. أجري الاستطلاع في المملكة العربية السعودية بين 10 و 15 أبريل 2022.



لوبريف
luberef

LUBEREF

WORLD'S LEADING SUPPLIERS OF HIGH-QUALITY BASE OILS

INSIGHT

Saudi Aramco Base Oil Company - Luberef - is the sole producer and supplier of base oils in Saudi Arabia, exporting its products to GCC, Asia, and North Africa. Luberef's consistent quality, proper grade mix, supply reliability, and strategic location provide unrivaled supply chain efficiencies to its customers.

Luberef is also committed to safety and sustainability. In 2021, the company was honored with a gold award for 'Best Performance in Health, Safety and Environment', and a silver award for 'Most Improved Performance in Energy Intensity' in Saudi Aramco's 2021 President's Affiliates Excellence Awards.

METHODOLOGY

W7Worldwide was tasked with reinforcing trust in the Luberef brand. We sought to humanize the brand by demonstrating its positive impact on the community, its employees and the environment through sustainability and social responsibility.

Highlighting Luberef's unrivaled health and safety track record and its positive impact on the community, was central to our campaign. W7Worldwide sought to educate the general public in Saudi Arabia about Luberef's social responsibility, its community and employee support during the COVID-19 pandemic, and its pivotal role in contributing to Saudi Arabia's economy.

Sustainability and the energy industry are major parts of Vision 2030. We familiarized ourselves with the Kingdom's focus on more renewable energy sources, and researched both Luberef and the entire Aramco company to find symmetry between the company's goals and those of Vision 2030.

We worked to promote the company's global leadership in health and safety. We sought to educate the media and the target audience with informative and engaging content. All of this would be done with the aim of aligning the goals of Luberef with those of the Ministry of Energy and Vision 2030.

The awards that Luberef had recently achieved were also highlighted in the campaign, alongside Luberef's commitment to employing local talent and its positive contribution to the economy in Saudi Arabia.

Our earned media strategy centered around pitching an expert press release to a host of well-regarded Saudi publications. We utilized our extensive media databases and shared the press release with all relevant contacts. Our shared media strategy saw the press release being dispatched to the social media accounts of relevant publications.

Our campaign exceeded Luberef's expectations and cemented its position as a global leader and major contributor to the local market. The campaign was also a major SEO success, with Luberef now ranking highly in Google under a number of keywords. Crucially, our campaign has transformed Luberef's entire communication strategy and positioned them for future growth, building bridges between their brand, the Kingdom, and their audiences.

IMPACT GENERATED



COVERAGE HIGHLIGHTS



MICRO FOCUS

LEADING SOFTWARE PROVIDERS

INSIGHT

Micro Focus is one of the world's largest enterprise software providers, delivering mission-critical technology to more than 40,000 customers around the globe.

Micro Focus enables its clients to adapt to evolving market conditions and compete effectively in the digital economy through solutions that bridge the gap between existing and emerging technologies to protect IT investments.

Despite their global operations, Micro Focus had limited presence in Saudi Arabia.

The company needed to raise its profile and generate brand awareness in the wider Middle East market.

METHODOLOGY

Micro Focus engaged W7Worldwide to deliver a communications strategy to create awareness of the company's involvement in LEAP, the largest conference event of its kind, with more than 400 speakers from 80 countries and the participation of over 700 emerging technology companies and start-ups.

W7Worldwide supported the event campaign by delivering content to educate, establish brand trust and align the company with Vision 2030.

Our campaign was underpinned by extensive research to understand how we could align Micro Focus with the objectives of Vision 2030.

We outlined clear campaign objectives that involved Micro Focus' participation in the LEAP conference to showcase the latest technology in IT service management, cybersecurity, application modernization and digital transformation.

We dispatched press releases to well-known Saudi print publications and broadcast interviews with Saudia Radio.

We distributed the content across our media database including tech influencers and journalists, and published it on social media to help broaden awareness of Micro Focus' key messages.

With a focus on target audiences of governmental entities, the private sector including corporate and SME companies, Tech-savvy and ITC graduates, we designed communications that spanned a wide variety of traditional, sector-specific, print and digital outlets.

The curation of targeted media lists included sector-specific, national and regional media to inform about Micro Focus' expansion in KSA.

We tailored the communications strategy to align closely with digitalization and innovation within the Saudi cybersecurity sector to appeal to Saudi target audiences.

W7Worldwide has helped to transform Micro Focus' communication strategy associating the company with a deeply rooted history of developing and delivering software services.

IMPACT GENERATED



IMPRESSIONS

41,405,800



TOTAL
MEDIA HITS

75 Pieces of Coverage



SENTI-
MENT

100% Positive

COVERAGE HIGHLIGHTS



Gonzalo Usandizaga, President of International Micro Focus

Riyadh "Riyadh Tech"

Micro Focus showcases latest technologies at LEAP 2022

Over the course of three days from February 1-3, Riyadh is hosting one of the world's largest tech conferences, serving as a meeting place for the global tech community to discuss the most prominent technological challenges facing the world.

LEAP, organized by the Saudi Ministry of Communications and Information Technology, has a lineup of more than 800 speakers from 85 countries, with the participation of over 700 emerging technology companies and startups.

Global tech conference 'LEAP' in Riyadh to spotlight challenges of Fourth Industrial Revolution

By Reuters - February 1, 2022



Micro Focus chief leads 400 global tech experts participating in the event

Riyadh: Over the course of three days from February 1-3, Riyadh will host one of the world's largest tech conferences, serving as a meeting place for the global tech community to...

Article - Computer

Global tech conference 'LEAP' begins today in Riyadh

By Riyadh News - February 01, 2022



Micro Focus President of International, Gonzalo Usandizaga, introduces us to the technologies of the Fourth Industrial Revolution

Over the course of three days from February 1-3, Riyadh will host one of the world's largest tech conferences, serving as a meeting place for the global tech community to discuss the most prominent social and cultural challenges facing the world.

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رؤيا

انس جوايد: تقنيات الذكاء الصناعي ستكون جزءاً من مستقبل الاستثمار التقني في المملكة

By Riyadh News - February 01, 2022

قال انس جوايد، نائب رئيس شركة "ميكرو فوكس" في السعودية، خلال مشاركته في المعرض "رؤيا"، إن مؤتمر LEAP 2022 في الرياض، الذي يستمر لمدة ثلاثة أيام، هو من أكبر المؤتمرات العالمية في مجال التكنولوجيا، ويهدف إلى مناقشة التحديات العالمية التي تواجهها الشركات.

وأضاف أن مؤتمر LEAP 2022 يستلزم مشاركة عالمية، حيث ستشارك فيه شركات من مختلف دول العالم، بما في ذلك شركات التكنولوجيا، والذكاء الاصطناعي، والبيانات الضخمة، وغيرها من المجالات. وأكد أن المؤتمر سيقدم فرصة للتعاون بين الشركات، ومناقشة التحديات التي تواجهها.

وأشار إلى أن المؤتمر سيقدم أيضًا فرصة للشركات الناشئة، حيث ستتمكن من عرض منتجاتها وخدماتها أمام جمهور كبير من المستثمرين والمهتمين بالتكنولوجيا.

وأخيراً، أكد جوايد أن المؤتمر سيقدم أيضًا فرصة للشركات الناشئة، حيث ستتمكن من عرض منتجاتها وخدماتها أمام جمهور كبير من المستثمرين والمهتمين بالتكنولوجيا.

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PR MYTHS

BEST PUBLIC RELATION AWARENESS CAMPAIGN

INSIGHT

The W7Worldwide PR Myths Campaign was designed to educate, engage, and raise awareness of the practice of Public Relations and Communications. As an award-winning agency based in Saudi Arabia with contacts and clients across the globe, we have witnessed firsthand the importance of communications for governments and organizations during the global pandemic. We worked around the clock and became the first agency in our region to set up a dedicated Covid-19 Resource Center to advise on best practices. This desire to share our knowledge and expertise formed the basis of our campaign.

METHODOLOGY

Our experience means we are well-versed in the unique interrelationships between knowledge, history, culture and public communications in Saudi Arabia. As more and more businesses invest their time and resources into the Kingdom, proper communication is crucial: our campaign sought to educate the uninitiated on communications best practice and show others in our industry the impact that can be made with positive information.

Myths and misconceptions can provoke strong reactions while at the same time promoted engagement and debate. This gave us the opportunity to demonstrate our unsurpassed industry knowledge.

We created compelling and engaging content for our audience in tandem with a comprehensive paid media strategy across social media platforms to reach and inspire as many people as possible. Infographics and engaging videos are a specialism of our agency, and gave us the chance to bring our written content to life with exciting imagery to maximize audience engagement.

The 'Dispelling PR Myths' campaign initially comprised 36 myths and 3 weekly posts across W7Worldwide's social media platforms. We established a dedicated section of our website, where we made resources available in Arabic and English. Our blogs and articles were written by W7Worldwide's leadership and strategic experts to give the campaign a truly personal and professional quality.

During uncertain times we wanted to establish our firm as the go-to source in the region, particularly given the lack of quality resources elsewhere available to Arabic speakers. By freely sharing our knowledge during a stressful time for many professionals, we gave back something to the industry and left a legacy of expert insight and information.

Our blogs were promoted on Twitter and LinkedIn to reach as wide an audience as possible. An email campaign promoted our guides to public relations and communications professionals, generating 6,598 direct clicks.

Drawing from personal experiences across the entire W7Worldwide team, we produced a PR study to reveal new PR trends and indicators. This included firsthand interviews, surveys and polls. We later expanded the research to our partner agencies in Saudi Arabia and the rest of the world.

The W7Worldwide PR Myths campaign was a resounding success, promoted the work and benefits of our own agency whilst supporting the wider industry. By creating useful resources in English and Arabic, we positioned ourselves as local experts with a global vision.

IMPACT GENERATED



2185 Pieces of Coverage



IMPRESSIONS

520,000



100% Positive

COVERAGE HIGHLIGHTS



PROVACUNO

THE INTER-PROFESSIONAL ORGANIZATION OF THE SPANISH BEEF INDUSTRY

INSIGHT

In June 1998, Provacuno was officially recognized as an agro-food inter-professional organization by the Ministry of Agriculture, Fisheries and Food. The body represents and regulates over 85% of Spanish beef producers.

METHODOLOGY

The 'What Wonderful European Beef!' campaign launched at the Gulf Food Fair in February 2022. At that time, Provacuno was a relatively unknown brand in the Middle East.

W7Worldwide worked with local influencers, restaurateurs, chefs, supply chains and food and beverage professionals to organize a series of events in bringing the taste of Spanish beef to our plates and palettes.

Using our local knowledge, industry and events experience, influencer connections and audience understanding, we developed targeted communications that successfully positioned Provacuno in the GCC market whilst highlighting the client's desire to positively impact local communities.

We expertly grabbed the attention of our core audiences of foodies, families, chefs, supply chains, restaurants and the wider F&B market, exposing the Provacuno brand through education, masterclasses and tailored content.

Our emphasis was on demonstrating Provacuno's leading market position to the media and other target audiences. We created a 360-degree communication plan that encompassed both PR and social media using A-List influencers while maximizing local and regional reach.

We curated compelling data that encouraged audiences to learn more about Provacuno. We engaged the finest food and lifestyle influencers, briefing them about the brand and its objectives to ensure they had the right information to deliver successful coverage.

Our research created insight about Provacuno's history and products that enabled us to position it locally in Saudi Arabia and in line with Vision 2030.

The universal importance of food across all cultures required us to be mindful in our communications and aware of different methods of handling and serving food. We utilized Influencers to effectively deliver these messages and engage our audiences, and ensured the communications reflected our culture as well as promoting the vibrancy of Spanish culture.

A-list influencers attended a tasting workshop so they could experience the amazing skills of multi-award-winning chef Kisko García. The event concluded with a documentary of Provacuno and the objectives of the 'What Wonderful EU Beef!' campaign.

Our efforts produced a long-lasting impact on the overall market, and raised the profile of Provacuno as an outstanding and differentiated market leader in the F&B sector.

IMPACT GENERATED



51 Pieces of Coverage



IMPRESSIONS

40,054,793



100% Positive

COVERAGE HIGHLIGHTS





RAFFLES MAKKAH PALACE

AWARD-WINNING LUXURY HOTEL

INSIGHT

Raffles Makkah Palace is an award-winning, premier venue attracting millions of visitors every year.

METHODOLOGY

W7Worldwide developed a comprehensive communications strategy to position Raffles Makkah Palace as the gold standard for venues in the region and beyond. Through a combination of detailed research, compelling content, we cemented the brand as an industry leader and generated substantial media interest.

We successfully aligned the hotel with the ambitions of Vision 2030, achieving extensive press coverage. SEO results ensured further exposure of the Raffles Makkah Palace brand, and helped W7Worldwide exceed client expectations.

The campaign demonstrated the unique dynamism the hotel offers as the leading luxury destination in KSA. We showcased the pedigree of the Raffles brand and underlined its quality to potential guests.

In such a competitive market, promoting luxury is not enough; so we went beyond the brief to demonstrate the hotel's active role in the local community and integrate its work with Vision 2030.

We generated positive media coverage through educating and informing the general public and potential visitors to the holy sites thus linking Raffles Makkah Palace, its position in the Kingdom and Vision 2030, with its target audiences.

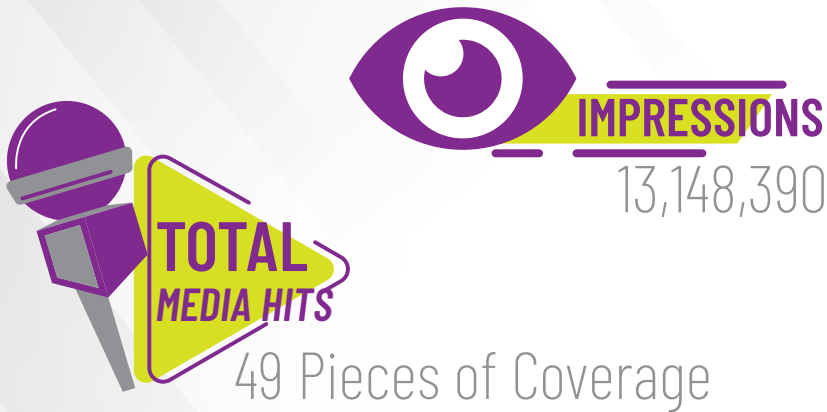
Before launching our campaign, the W7Worldwide team conducted extensive research to fully understand the Raffles brand and its competitive context.

We devised a comprehensive media strategy to communicate the prestige of the Raffles Makkah Palace, centred on distributing engaging press releases to key media outlets across the region to educate them about the Raffles Makkah Palace and its unique concept. We also utilized social media to share our press releases on channels such as Twitter to create further buzz and engagement.

Our campaign focused on two key contexts: the foresight of Vision 2030 and the reaction to the pandemic. By demonstrating the company's key role in the hospitality sector, backed by innovations like the Raffles Guest Service Program, we drew on the excitement surrounding Vision 2030. By highlighting the recent health security measures taken by Raffles Makkah Palace, we also gave reassurance to guests visiting the venue during the pandemic and afterwards.

Our campaign to promote the Raffles Makkah Palace as the number one luxury destination in the region was an unequivocal success, helping the hotel to bring increased business value and media exposure.

IMPACT GENERATED



COVERAGE HIGHLIGHTS

فندق "قصر مكة رافلز" يتألق بالعديد من الجوائز المرموقة في قطاع الفنادق والسياحة

مكة المكرمة -

فندق قصر مكة رافلز الذي يقع في المنطقة السياحية المرموقة في مكة المكرمة، قد تم تمييزه كأفضل فندق في المنطقة السياحية المرموقة في قطاع الفنادق والسياحة. هذا التمييز يأتي نتيجة للفندق's التزامه بتقديم أعلى مستويات من الخدمة والجودة لضيافته.

فندق قصر مكة رافلز، الذي يقع في المنطقة السياحية المرموقة في مكة المكرمة، قد تم تمييزه كأفضل فندق في المنطقة السياحية المرموقة في قطاع الفنادق والسياحة. هذا التمييز يأتي نتيجة للفندق's التزامه بتقديم أعلى مستويات من الخدمة والجودة لضيافته.

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Corporate

Raffles Makkah Palace wins luxury hotel awards

HIGHLIGHTS

- Raffles Makkah Palace has been awarded the title of 'Best Luxury Hotel in the Middle East' for the 10th year.
- The hotel has also won the 'Best Hotel in the Middle East' award for the 10th year.
- Raffles Makkah Palace has been awarded the title of 'Best Luxury Hotel in the Middle East' for the 10th year.

#Raffles_Makkah Palace Achieves Luxury Hotel Awards

HIGHLIGHTS

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- Raffles Makkah Palace has been awarded the title of 'Best Luxury Hotel in the Middle East' for the 10th year.

INSIGHT

Voco combines the reassurance of a big brand with the charm of an individual hotel, providing guests with a dependably premium experience.

The name Voco, originating from Latin, means 'to invite' and 'call together' representing the brand's thoughtful and charming nature.

Voco combines individualized services and high-quality touches, perfect for unwinding and relaxing. With a vibrant bar and restaurant, Voco provides plenty of opportunity to connect and socialize.

Voco Riyadh, voco Al Khobar, Holiday Inn Al Khobar and Staybridge Suites Al Khobar all come under the umbrella brand of IHG hotels, and are designed to stand out from the crowd.

As one of the newest hotel brands, Voco offers guests a different choice: a dependable hotel, but different enough to be fun.

Voco Riyadh is the first one in KSA, followed by Voco Al Khobar.

Staybridge Suites® Al Khobar hotel and the Holiday Inn Al Khobar are opening in November 2023, focusing on a family-friendly approach.

METHODOLOGY

W7Worldwide delivered an ongoing campaign to highlight the exciting events taking place at the hotel, to increase footfall and brand awareness.

The campaign showcased the hotel's award-winning achievements and its commitment to sustainability, particularly electric vehicles.

We arranged the Ramadan Nights media events at Voco Al-Khobar and Riyadh that were attended by a carefully selected list of media journalists and influencers for a special VIP experience. We also developed content for a CNBC interview.

We helped elevate the recognition and understanding of the Voco brand and won the 'Best Business Hotel In Riyadh' Award for the second year.

The W7Worldwide team developed content for Voco Riyadh win in the Business Traveller Middle East Awards.

We created the announcement press release for the launch of the second Staybridge Suites in KSA.

This was supported by planning for future themes, building key messages, and creating localized content that appealed to our target audience.

The team also developed the press release for raising awareness about Voco Riyadh being the first hotel in KSA to offer EV charging stations.

IMPACT GENERATED



IMPRESSIONS

1,744,778,200



175 Pieces of Coverage

100% Positive

COVERAGE HIGHLIGHTS

Celebrate Ramadan nights at voco Riyadh and Al Khobar

Posted on 14th April 2022 in Events



1,100 0 0

InterContinental Hotels Group's (IHG) voco Riyadh and voco Al Khobar hotels are offering a distinct "Ramadan nights" experience to guests throughout the holy month. The hotels have launched elaborate iftar and suhoor buffets, serving delicious eastern and western cuisines in a luxurious and serene ambience.

voco Riyadh and Al Khobar aim to offer a phenomenal experience for both its residents and guests, reflecting voco's high-end luxurious standards, which the brand is known for the world over. Guests of voco Riyadh can enjoy Ramadan nights at three different venues within the hotels. The main space is the Ramadan tent called "Bait al-Qamar," offering a grand buffet with live cooking stations and a variety of authentic Saudi dishes such as gursan, jersan, buharri rice, kabasa, harees, margog, hali kudebari, and thirini. The Raya restaurant serves popular Lebanese and Middle Eastern delights, including hot and cold mezze (appetizers), grills, desserts, and other specialties.



Voco Riyadh & Alkhobar offer unique Ramadan nights



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Mark Alouf

Riyadh "Riyadh Daily"

Celebrate Ramadan nights at voco Riyadh and Al Khobar

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THANK YOU



For more information:



Our Official Website:
www.w7worldwide.com