



W O R L D W I D E



Annual Update

2 0 1 9



"We are proud to be working as a local agency with international outreach, working with select clients to successfully manage their communications and messaging, utilizing and developing innovative solutions and tools."

W7 Worldwide Team



"I am pleased to witness the growth in the Kingdom during 2019, which in turn positively affected the communications industry. W7Worldwide is proud to contribute to this growth through our well-established agency."

Abdulrahman Inayat



"The past years have produced excellent results for the Kingdom and with that **W7** WORLDWIDE. I am optimistic that 2020 will continue on this trend and be an even stronger year."

Abdullah Inayat

Shaking Up the Communications Industry in 2020

In 2020 we committed to a set of goals for the year and we continue to work towards realizing them. Our goals include:

🎧 Say it with a Podcast

It is time marketers and PR Practitioners consider this increasingly popular and effective communications tool of choice for their messaging.

📺 Videos for the Win

We realized early on that video is king and we always try our best to use them in our communications and our clients' communications.

🤝 Collaborate More

No matter how good a PR Practitioner you are, you know by experience that you cannot do it all by yourself. More than ever now, PR is all about collaborating with people and building relationships with newspaper editors, journalists, influencers, bloggers, YouTubers, marketers, etc.

🚀 Get on the AI Bandwagon!

Technology is no longer the future; it is already here. Our team always educates itself on the latest AI technologies in PR and communications to stay one step ahead.

Highlights in Numbers

➡ During 2019

some of our most significant achievements include:

120
Brands

accomplished their goals with the help of **W7** WORLDWIDE.

15
key

government and private event communications were handled by **W7** WORLDWIDE during 2019.



W O R L D W I D E



Milestones

2 0 1 9



Newsletter



Q1

Throughout the first quarter, our team brainstormed the various ways in which we will contribute to the industry.

Q2

W7 WORLDWIDE launched a content series during Ramadan of 2019 covering the traditions and cultures of Ramadan in the Eastern Region.

14,953,375
Impressions

01

Most Prominent
Countries: The
US, KSA, UK,
France, UAE
and others.

02

Picked by
several outlets
such as Arabian
Business, Hia
Magazine, Al
Jawhara, and
Saudi Gazette
among
others.

03

Q3

Abdulrahman Inayat

became the youngest member of the regional board of the PRCA.



Click on image to Read

W7 WORLDWIDE was shortlisted for various awards.

W7 WORLDWIDE developed a creative video about the Kingdom's arrangements for Hajj.

- We created a series similar to the one we made for Ramadan, titled "No Politicizing of Hajj". It is a series for the past 3 years
- The series has been running for the past three years



Click on image to Read

We announced our partnership with AVAYA .

- PR Week, Holmes report, Communication News



Click on image to Read

We released a video covering the Saudi National Day

- We celebrated the Saudi National Day by launching a video about the accomplishments of the current leadership in line with Vision 2030



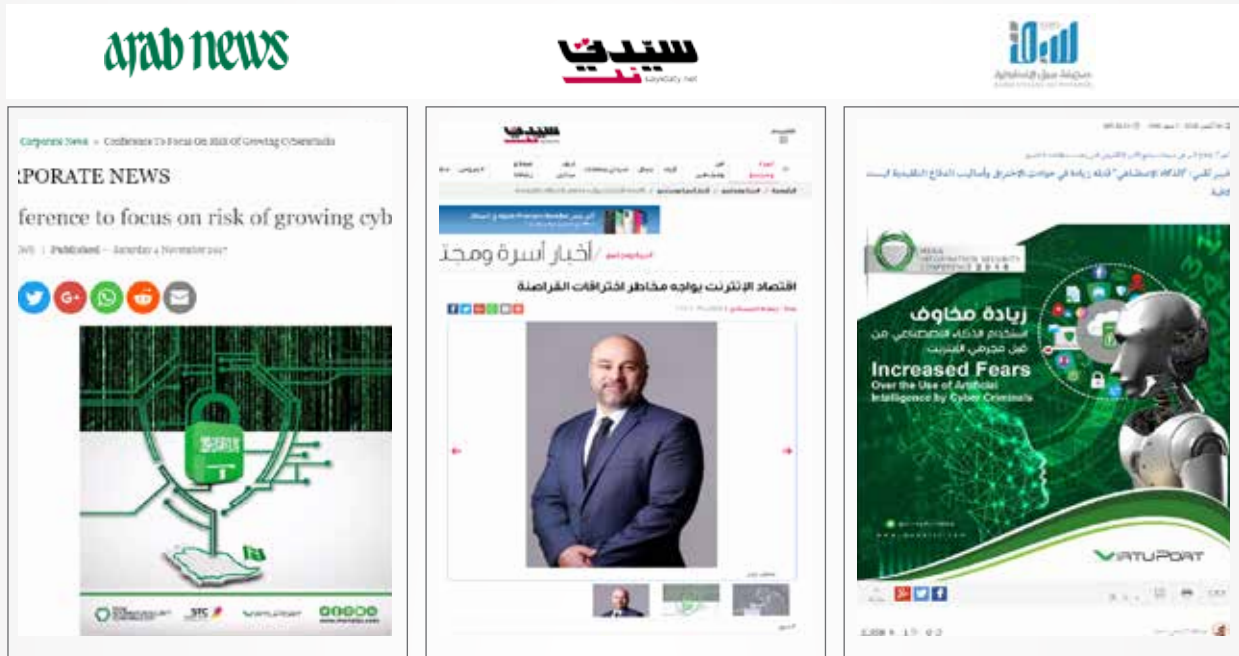
Click on image to Read

MENASC partnership with W7 WORLDWIDE for 3 years



Click on image to
Read

- We have been a partner of the biggest cyber security conference in the region for the past 3 years



Q4

- W7 WORLDWIDE offered a training course for Dar Al-Hekma University.
- W7 WORLDWIDE believes in the importance of the Arabic language and its implications on the Saudi culture.
- W7 WORLDWIDE worked on a special report to celebrate World TV Day, showcasing the history of television in Saudi Arabia.



Click on image to
Read





W O R L D W I D E



Let's Share our Stories

2 0 1 9

Let's Share our Stories:



AVAYA Inaugurates Office in Saudi's Own Silicon Valley

- In 2019, AVAYA, a global leader in integrated smart solutions in Contact Center and unified communications, has entered the Saudi market in the right time and was in need of the right PR partner who will be able to position the company in the market in a way that ensures that it will be separated from the third party suppliers.
- The **W7** WORLDWIDE team was tasked with developing the right strategy to manage **AVAYA's** image and brand reputation in Saudi Arabia, as it was one of the few companies entering the Saudi market under full ownership.

Saudi Gazette

30%
average growth in
AI's contribution
to Saudi GDP



According to a report by the Thomson Reuters ZAWYA, the Kingdom's economy has grown by 30% in the last year, with AI's contribution to the GDP increasing significantly. The report highlights the rapid adoption of artificial intelligence across various sectors, leading to substantial economic growth. This growth is attributed to the government's strategic focus on digital transformation and the increasing investment in AI technologies.



30 % متوسط نمو الذكاء الاصطناعي في الناتج المحلي سنويا

تقرير جديد صادر عن مؤسسة رويترز تومسون زاويا (Thomson Reuters ZAWYA) يكشف عن نمو الاقتصاد السعودي بنسبة 30% في العام الماضي، مع مساهمة الذكاء الاصطناعي في الناتج المحلي بنسبة 30% من إجمالي الناتج المحلي. التقرير يسلط الضوء على التحول الرقمي السريع في المملكة، مدفوعًا بالاستثمار الحكومي في التكنولوجيا والبنية التحتية. هذا النمو يعكس التزام الحكومة بتعزيز مكانة السعودية كمركز عالمي للابتكار والتكنولوجيا.



Avaya opens customer experience center in Saudi Arabia

Avaya has opened a new customer experience center in Saudi Arabia, marking a significant milestone in its expansion into the region. The center is designed to provide customers with a seamless and personalized experience, reflecting Avaya's commitment to excellence in customer service. This initiative is part of a broader strategy to strengthen Avaya's presence in the Middle East and North Africa (MENA) region.



مركز تجارب العملاء في السعودية لتسريع نمو الذكاء الاصطناعي في الناتج المحلي



افتتح مركز تجارب العملاء في السعودية لتسريع نمو الذكاء الاصطناعي في الناتج المحلي. هذا المركز الجديد يهدف إلى تحسين تجربة العملاء من خلال تطبيق أحدث تقنيات الذكاء الاصطناعي. يأتي هذا المشروع في إطار خطة الشركة لتوسيع نطاق خدماتها في المنطقة العربية وتعزيز مكانتها كقوة عالمية في قطاع الاتصالات والتكنولوجيا.



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How Bupa Arabia Empowers Saudi Women

- We secured an opportunity with Sabq.org to publish a video spotlighting Bupa Arabia's daycare centers and its important role in enabling Saudi women to achieve their career goals.
- For more information please visit:
<https://sabq.org/5ShqyX>





How the Holy Mosque of Muslims, Al Masjid Al Haram, is Cooled

- For Hajj 2018, the **W7** WORLDWIDE team of consultants worked on an unprecedented opportunity, where we published a video on Al Arabiya.net on Al Salem Johnson Controls' cooling solutions for the Holy Mosque.
- The campaign attracted a lot of attention, which led to us to executing a similar opportunity in 2019 with Sabq.org, where the campaign gained even more attention and powerful results.
- 2018 Impact:
155,432 unique views
- 2019 Impact:
323,385 unique views





Highlighting Fire Oil Safety Through a Leading Conference

- In line with the objectives of the event, we sought to highlight its importance by employing strong tactics through our powerful media strategy.
- We worked on spotlighting the event by highlighting the oil and gas market in Saudi Arabia, covering the production and future prospects of the industry in the Kingdom.
- We also emphasized the significance of event as a government initiative in line with the Kingdom's Vision 2030.

Impact:

241 Clippings

338,131,389 Impressions





Agricultural prospects in the ever-growing Kingdom

- We highlighted the Kingdom's efforts to improve local agricultural produce in line with Vision 2030 and introduce advanced technology in machinery and practices in the field of agriculture.
- In line with the objectives of the event, we sought to highlight its importance by employing strong tactics through our powerful media strategy.
- We worked towards our goal by highlighting the agricultural market in Saudi Arabia, covering production statistics and future prospects of the industry in the Kingdom.
- We also emphasized the significance of event as a government initiative in line with the Kingdom's Vision 2030.
- **Impact:**
388 Clippings
214,532,222 Impressions





3 Years of Success - Managing the Biggest Cyber Security Conference

- We developed a thorough strategy that included not just positioning the conference and its accompanying Cyber Saber Hackathon as a leading cybersecurity event in the region, but also stressed its importance as a provider of the latest information and trends in the field of cyber security, thereby attracting its target audience.
- **Public Relations Efforts**
 - Building the Platform
 - Key Messages House
 - Dedicated Resources
 - Setting up the Chain of Workflow
 - Development of Creative Content
 - Powerful Media Relations
 - Performance Review and Evaluation
- **Social Media**
 - The social media plan for MENASC 2019 required a careful strategy that would attract attendees who are specialized in the field in a short time.
 - Our social media content focused on creating engagement for the brand in the most effective ways that capitalized on the budget and obtains maximum results.
- **Creative Artwork**

W7 WORLDWIDE 's creative team worked on the social media posts for the #MENASC2019 and the third Cyber Saber Hackathon





86th National Day: Communicating the First of Its Kind Event in the Kingdom

- The 87th National Day was one that changed the way Saudis celebrate their Kingdom. It was the first time that celebrations were held across the country, featuring festivals, music concerts and parades.
- **W7 WORLDWIDE** was the first agency to handle the communications for this national event through a powerful strategy that ensured its success.

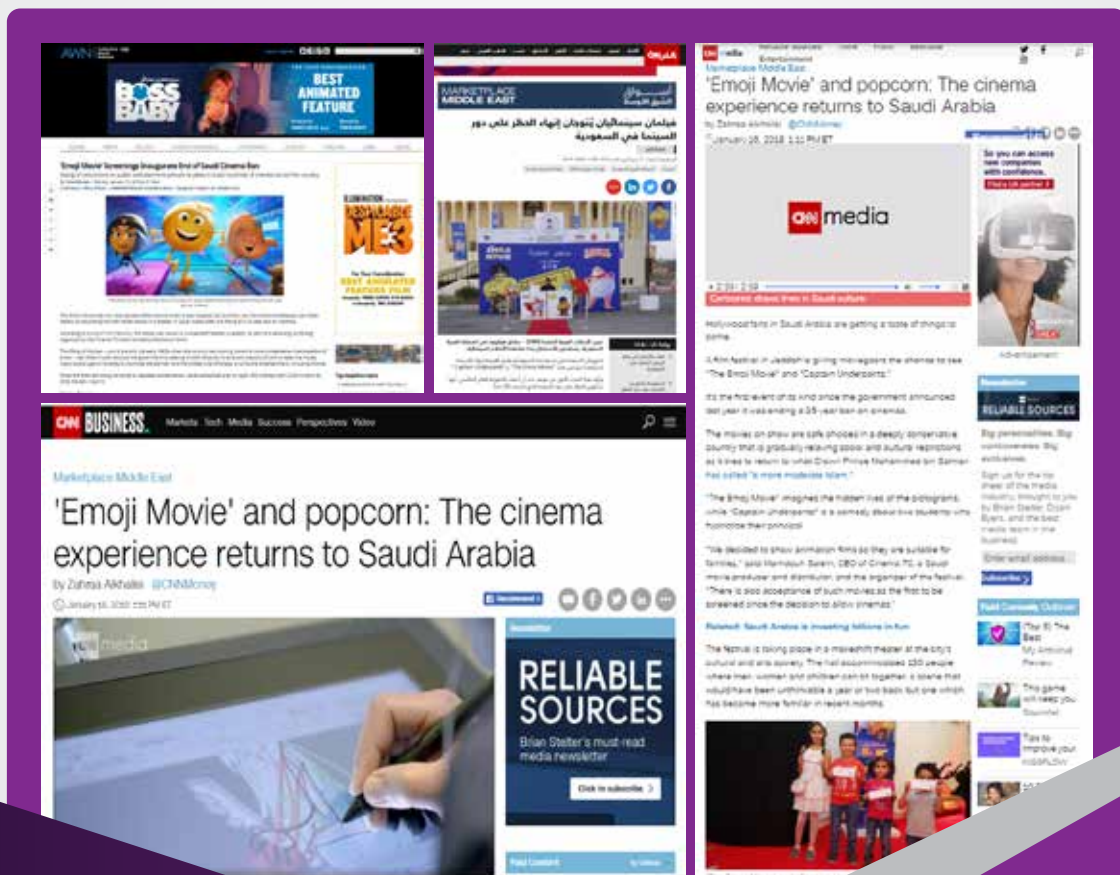


Let's Share Our Stories



Setting the Ground for the First Movie Event in KSA After a -40Year Cinema Ban

- Cinema 70 was the first-ever makeshift cinema event to be held after the 40-year cinema ban. We developed a holistic integrated strategy that covered PR and social media for the historical event.
- Our communications reintroduced the idea of cinema in Saudi Arabia and highlighted the Kingdom's efforts towards modernization.





Introducing Tabadul, the First Logistics Platform of its Kind

- Tabadul, or the Saudi Company for Exchanging Digital Information, is a leading national company that seeks to develop import and export trade. It is a subsidiary of the Public Investment Fund.
- The **W7** WORLDWIDE team created a content piece outlining Tabadul's electronic solutions that significantly improve the efficiency of Dammam port by managing journeys and implementing strict time slots for businesses and haulage firms using the port to import and export goods.
- Impact:
113 clippings
6,643,500 Impressions

البلاد

حجز الإلكتروني للشاحنات بميناء الملك عبدالعزيز

تحت إشراف وزير النقل، دشنت شركة النقل الإلكتروني للشاحنات بميناء الملك عبدالعزيز نظام حجز مواعيد دخول الشاحنات إلى ميناء الملك عبدالعزيز، وهو النظام الأول من نوعه في المنطقة.

ويهدف النظام إلى تحسين كفاءة عمليات الشحن والتفريغ، وتقليل وقت انتظار الشاحنات في ميناء الملك عبدالعزيز، مما يساهم في تسريع حركة البضائع وتقليل التكاليف.

ويأتي هذا النظام في إطار جهود وزارة النقل لتطوير البنية التحتية للموانئ، وتعزيز قدرتها على التعامل مع كميات كبيرة من البضائع بشكل فعال.



وزير النقل يفتتح نظام حجز مواعيد دخول الشاحنات إلى ميناء الملك عبدالعزيز

الحزيرة

وزير النقل يفتتح نظام حجز مواعيد دخول الشاحنات في ميناء الملك عبدالعزيز بالدمام

افتتح وزير النقل، الدكتور عبد العزيز بن عبد الله آل سعود، نظام حجز مواعيد دخول الشاحنات إلى ميناء الملك عبدالعزيز في ميناء الملك عبدالعزيز بالدمام، وهو النظام الأول من نوعه في المنطقة.

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اليوم

وزير النقل يفتتح نظام حجز مواعيد دخول الشاحنات تقليص خروج الحاويات من ميناء الملك عبدالعزيز إلى 17 دقيقة



وزير النقل يفتتح نظام حجز مواعيد دخول الشاحنات إلى ميناء الملك عبدالعزيز

خطة الخطة الوطنية لتحويل الموانئ على موعد دخول الشاحنات

تحت إشراف وزير النقل، دشنت شركة النقل الإلكتروني للشاحنات بميناء الملك عبدالعزيز نظام حجز مواعيد دخول الشاحنات إلى ميناء الملك عبدالعزيز، وهو النظام الأول من نوعه في المنطقة.

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وزير النقل يفتتح نظام حجز مواعيد دخول الشاحنات إلى ميناء الملك عبدالعزيز

الحياة



وزير النقل يفتتح نظام حجز مواعيد دخول الشاحنات إلى ميناء الملك عبدالعزيز

نظام جديد ينجز معاملات الشاحنات في ميناء الملك عبدالعزيز في 17 دقيقة

تحت إشراف وزير النقل، دشنت شركة النقل الإلكتروني للشاحنات بميناء الملك عبدالعزيز نظام حجز مواعيد دخول الشاحنات إلى ميناء الملك عبدالعزيز، وهو النظام الأول من نوعه في المنطقة.

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وزير النقل يفتتح نظام حجز مواعيد دخول الشاحنات إلى ميناء الملك عبدالعزيز



The Biggest Investment Fund in the History of the Kingdom

- We handled Softbank's communications at the time of their collaboration with the Public Investment Fund. We published a story about the technologies that would be introduced in the Kingdom in line with Vision 2030.





W7 WORLDWIDE is an independent communications consultancy based in Saudi Arabia.

Our understanding of the local market converged with our global reach and knowledge enables us to bridge our clients with their audiences effectively.

We are aligned by the objective of filling the gap in communication that exists in the local market.

Therefore, our specialty lies in building bridges that sustain relationships and create brand reputation and value through innovative approaches.

Our array of services includes, but is not limited to:

- Corporate Communications Strategy
- Media Relations
- Public Relations
- Crisis Management
- Corporate Social Responsibility
- Internal Communications
- Reputation Management
- Public Affairs
- Social Media
- Marketing & Brand Solutions

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