

2021 ANNUAL UPDATE

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W7 WORLDWIDE MESSAGES TO THE WORLD

At W7Worldwide, we are used to the next challenge that is always around the corner.

The work environment has changed drastically, with hybrid working having become the norm.

This means communication is redefined both internally and externally with our clients, the media and stakeholders.

The team has been able to meet the challenges by focusing on health and well-being, as well as empowering each other to keep pace with and adjust to the new realities of the work environment.

Together we were able to innovate, redefine strategies and strike the right balance between being proactive and reactive.

As a team we remain optimistic and motivated to work towards a positive future for our clients and our agency.

W7 Worldwide Team



WORLDWIDE MESSAGES TO THE WORLD

In the common effort to recover from the pandemic, effective engagement with the right stakeholders at all levels has become crucial to the success of any organization's business strategy.

Be it employees, customers, suppliers, shareholders, regulatory bodies, government agencies, and the local community, each have their own perspective and distinct communications needs.

At W7Worldwide, we deploy state-of-the-art analysis tools and techniques to empower our clients with invaluable key stakeholder insights into their marketplace, industry trends, customer behaviours, and growth opportunities that shape their brand story and vision of the organization's future.

Stakeholder engagement not only provides the support for long-term sustainability, but it is also integral to Corporate Responsibility.

More than ever, W7Worldwide play an important role in safeguarding our client's corporate reputation through the use of meaningful stakeholder engagement, coupled with impactful media outreach strategies to build trust and mutually beneficial relationships between a business and its specific target audiences.

Abdullah Inayat



W7 WORLDWIDE MESSAGES TO THE WORLD

2021 has brought about new focus and priorities in the communications industry.

As we are adjusting to a changing world, sustainability, brand purpose, hybrid working, corporate culture and localization have become the most important factors that are now reshaping communications in Saudi Arabia and regionally.

The Middle East leads the world in internet penetration, which has been accelerated by the pandemic, and regardless of industry sector, today's digitally savvy end users now firmly hold the key to a brand's relevance and reputation.

This means customer centricity, humanity and corporate social responsibility are no longer a strategic choice but a business survival technique.

As we are moving forward into 2022, successful leaders will need to communicate their message more than ever, to inspire, encourage, engage, and share their vision of a sustainable future.

Abdubrahman Inayat



GLOBAL RECOGNITION

PROJECT OF THE YEAR PRESENTATION - CSR
WOMEN IN CYBER SECURITY MIDDLE EAST (WIMECS)

PROJECT OF THE YEAR PRESENTATION - B2C
DIGITAL LEADERSHIP IN HEALTHCARE (Bupa Arabia)

AGENCY VIDEO
BUILDING CULTURAL BRIDGES (W7Worldwide)

CLIENT VIDEO
PROACTIVE REPUTATION MANAGEMENT (KATERRA)

MEPRA 2021 SHORTLIST



BEST SOCIAL IMPACT CAMPAIGN IN RESPONSE TO COVID-19
DISPELLING PR MYTHS (W7Worldwide)

BEST CREATIVE APPROACH DURING COVID-19
COMMUNICATIONS FOR A CHANGING WORLD (W7Worldwide)

BEST USE OF CREATIVE
DISPELLING PR MYTHS (W7Worldwide)

BEST CONSUMER SERVICES CAMPAIGN
HEALTHCARE INNOVATION FOR THE SAUDI MARKET (Bupa Arabia)

BEST CRISIS COMMUNICATIONS /ISSUES MANAGEMENT STRATEGY
PROACTIVE REPUTATION MANAGEMENT (KATERRA)

BEST ENERGY OR NATURAL RESOURCES CAMPAIGN
A TRULY LOCAL COMPANY (ASJC)

BEST HEALTHCARE CAMPAIGN
DIGITAL LEADERSHIP IN HEALTHCARE (Bupa Arabia)

BEST HEALTHCARE CAMPAIGN
HEALTHCARE INNOVATION FOR THE SAUDI MARKET (Bupa Arabia)

BEST HEALTHCARE CAMPAIGN
THE RISING BURDEN OF MEDICATION IN KSA: A PRAGMATIC APPROACH TO MINIMIZE IT (Bupa Arabia)

BEST NON-PROFIT / HUMANITARIAN / CHARITABLE CAMPAIGN
EMPOWERING WOMEN IN CYBERSECURITY (WIMECS)

BEST PROFESSIONAL SERVICES CAMPAIGN
HEALTHCARE INNOVATION FOR THE SAUDI MARKET (Bupa Arabia)

BEST TRAVEL & TOURISM CAMPAIGN
SUSTAINABLE-LOCAL-ORGANIC-WELLNESS-LEARNING-INSPIRING-FUN-EXPERIENCES (SONEVA)

BEST HOME-GROWN AGENCY OF THE YEAR
THINK LOCAL - ACT GLOBAL (W7Worldwide)

ICCO AWARDS 2021



CONSUMER AWARD

HEALTHCARE INNOVATION FOR THE SAUDI MARKET (Bupa Arabia)

BEST CROSS CULTURAL TEAM

BUILDING CULTURAL BRIDGES (W7Worldwide)

HEALTHCARE AWARD

DIGITAL LEADERSHIP IN HEALTHCARE (Bupa Arabia)

LIFESTYLE AWARD

SUSTAINABLE-LOCAL-ORGANIC-WELLNESS-LEARNING-INSPIRING-FUN-EXPERIENCES (SONEVA)

MEDIA RELATIONS AWARD

DIGITAL LEADERSHIP IN HEALTHCARE (Bupa Arabia)

MEDIA RELATIONS AWARD

SAUDI GLOBAL RESEARCH LEADERSHIP (NATURE RESEARCH)

TECHNOLOGY AWARD

A TRULY LOCAL COMPANY (ASJC)

TECHNOLOGY AWARD

TECHNOLOGICAL ADVANCEMENT - THE PREMIER TECHNOLOGY CONFERENCE

PRCA MENA DIGITAL AWARDS 2021



BEST USE OF PAID MEDIA IN A CAMPAIGN

BRINGING HVAC TO THE PEOPLE (ASJC)

BEST USE OF REPORTING AND MEASUREMENT IN A CAMPAIGN

CYBERSECURITY AND VIGILANCE: A VIRTUAL EVENT CAMPAIGN (MENAISC)

BEST USE OF VIDEO IN A CAMPAIGN

CYBERSECURITY AND VIGILANCE - A VIRTUAL EVENT CAMPAIGN (MENAISC)

BEST USE OF CONTENT MARKETING IN A CAMPAIGN

DIGITAL LEADERSHIP IN HEALTHCARE (Bupa Arabia)

MARKETING CONFERENCE 2.0 REGIONAL



OUTSTANDING LEADERSHIP IN PR

ABDULRAHMAN INAYAT

REGIONAL PR CAMPAIGN OF THE YEAR

BUILDING CULTURAL BRIDGES (W7Worldwide)

BEST INTEGRATED CAMPAIGN

CYBERSECURITY VIGILANCE – A VIRTUAL EVENT CAMPAIGN (MENAISC)

BEST PR CAMPAIGN: B2C

HEALTHCARE INNOVATION FOR THE SAUDI MARKET (Bupa Arabia)

BEST PR CAMPAIGN: CRISIS COMMUNICATIONS

PROACTIVE REPUTATION MANAGEMENT (KATERRA)

RESULTS ON A BUDGET

COMMUNICATIONS FOR A CHANGING WORLD (W7Worldwide)

STRATEGIC COMMUNICATIONS CAMPAIGN

COMMUNICATIONS FOR A CHANGING WORLD (W7Worldwide)

BEST DIGITAL AND NEW MEDIA CAMPAIGN

DISPELLING PR MYTHS (W7Worldwide)

EVENT/ LAUNCH OF THE YEAR

CYBERSECURITY VIGILANCE – A VIRTUAL EVENT CAMPAIGN (MENAISC)

BEST PR CAMPAIGN: B2B

DIGITAL LEADERSHIP IN HEALTHCARE (Bupa Arabia)

BEST PR CAMPAIGN: MEDIA RELATIONS

TECHNOLOGICAL ADVANCEMENT – THE PREMIER TECHNOLOGY CONFERENCE

BEST PR CAMPAIGN: DIGITAL

HEALTHCARE INNOVATION FOR THE SAUDI MARKET (W7Worldwide)

BEST PR CAMPAIGN: GAME CHANGER

TECHNOLOGICAL ADVANCEMENT – THE PREMIER TECHNOLOGY CONFERENCE

BEST PR CAMPAIGN: GAME CHANGER

DIGITAL LEADERSHIP IN HEALTHCARE (Bupa Arabia)

REGIONAL PR CAMPAIGN OF THE YEAR

BUILDING CULTURAL BRIDGES (W7Worldwide)

REGIONAL PR CAMPAIGN OF THE YEAR

EMPOWERING WOMEN IN CYBERSECURITY (WIMECS)

INTERNATIONAL CAMPAIGN AWARD

BUILDING CULTURAL BRIDGES (W7Worldwide)

BEST CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN

EMPOWERING WOMEN IN CYBERSECURITY (WIMECS)

BEST TRAVEL AND LIFESTYLE CAMPAIGN

SUSTAINABLE-LOCAL-ORGANIC-WELLNESS-LEARNING-INSPIRING-FUN-EXPERIENCES (SONEVA)



WINNERS!

BEST CRISIS COMMUNICATIONS /ISSUES MANAGEMENT STRATEGY
PROACTIVE REPUTATION MANAGEMENT (KATERRA)

BEST ENERGY OR NATURAL RESOURCES CAMPAIGN
A TRULY LOCAL COMPANY (ASJC)

BEST PROFESSIONAL SERVICES CAMPAIGN
HEALTHCARE INNOVATION FOR THE SAUDI MARKET (Bupa Arabia)

CONSUMER AWARD
HEALTHCARE INNOVATION FOR THE SAUDI MARKET (Bupa Arabia)

BEST USE OF REPORTING AND MEASUREMENT IN A CAMPAIGN
CYBERSECURITY AND VIGILANCE: A VIRTUAL EVENT CAMPAIGN (MENAISC)

REGIONAL PR CAMPAIGN OF THE YEAR
BUILDING CULTURAL BRIDGES (W7Worldwide)

STRATEGIC COMMUNICATIONS CAMPAIGN
COMMUNICATIONS FOR A CHANGING WORLD (W7Worldwide)

OUTSTANDING LEADERSHIP IN PR
ABDULRAHMAN INAYAT

TESTIMONIALS





ORACLE

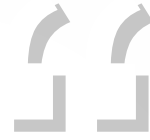
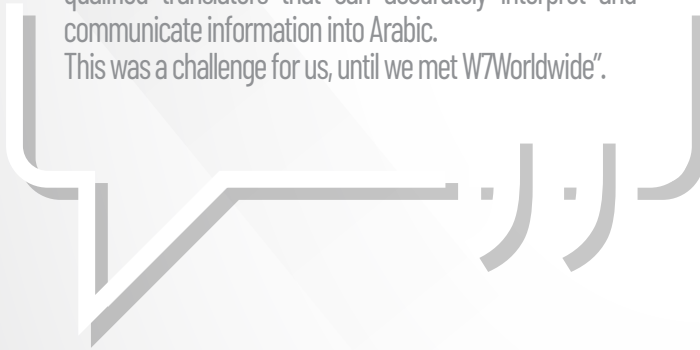
"I was impressed by the team's knowledge and expertise of our subject area, their outstanding combined skillset to produce high quality work and desired outcomes, the agency's in-depth local knowledge and proactive and strategic approach.

W7Worldwide's effective translation service produced powerful content for Oracle to reach untapped target audiences who predominantly speak the Arabic language.

Oracle has a top-notch global reputation to maintain.

The technical nature of our content requires highly qualified translators that can accurately interpret and communicate information into Arabic.

This was a challenge for us, until we met W7Worldwide".



AVAYA

"W7Worldwide is one of the most progressive communications agencies in Saudi Arabia I have worked with, producing impressive results to help establish the AVAYA brand in a rapidly changing key market for us.

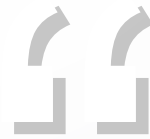
The agency brings valuable insight into the technology sector and is able to choose the right strategy to gaining mindshare in the Kingdom with their out of the box thinking".



MENA
INFORMATION SECURITY
CONFERENCE 2021

"W7Worldwide proved itself to be the leading communications agency in the technology and cybersecurity sectors.

It was selected as the communications partner for MENAISC for the fourth consecutive year, continuously building the brand and reputation of both VirtuPort and the event".



"W7Worldwide is characterized by its unique approach to communications in the Kingdom, coupled with a deep knowledge, connections and experience in the Saudi and global markets.

The positive results and impact of our work with W7Worldwide, across PR, communications strategy, reputation management and media outreach, are a testament to the Agency and its team's professionalism, creativity, and commitment in providing leading edge expert marketing communications consultation services in Bupa Arabia Key Markets".



W7 WORLDWIDE
MEDIA
CENTRE

- القرصنة الالكترونية COVID-19 على مشرحة شركات الإعادة العالمية
- WINNERS OF PRCA MENA DIGITAL AWARDS 2020 ANNOUNCED.
- PRCA MENA REVEALS AWARDS SHORTLISTS.
- كيف تُنظم فعالية افتراضية ناجحة في عصر " كورونا" ؟
- W7WORLDWIDE PAYS TRIBUTE TO SAUDI BROADCASTING AUTHORITY ON WORLD RADIO DAY
- السياحة الداخلية وجهة مستدامة للتعافي من آثار جائحة كورونا
- فيديو 140 ثانية يحكي تجربة طالبة سعودية في العلاقات العامة
- 7 SPECIAL DISHES ON THE HIJAZI TABLE IN RAMADAN.
- WE ARE BACK WITH OUR RAMADAN BLOG SERIES!
- المرونة والتكيف أبرز عوامل استدامة العلامات التجارية في الأوقات الطارئة.
- 7 TRADITIONS OF A HIJAZI RAMADAN
- EXPLORE HIJAZ IN RAMADAN
- W7WORLDWIDE 'STEPS UP TO PROTECT SAUDI CITIZENS' FOR ASJC.
- W7WORLDWIDE HIGHLIGHTS THE VITAL ROLE OF PUBLIC SECTOR COMMUNICATIONS IN THE PANDEMIC.
- 7 عوامل إستراتيجية تضمن سمعة الشركات التجارية في "عهد كورونا"
- W7WORLDWIDE'S SHORT VIDEO HIGHLIGHTS KINGDOM'S EFFORTS IN HOSTING SUCCESSFUL HAJJ DURING PANDEMIC.
- تراجع الاعتماد على المؤثرين في الحملات التسويقية بسبب جائحة كوفيد-19
- تقرير استشاري: الاقتصاد الدائري أكبر تحديات قطاع النفط والغاز لمرحلة ما بعد كورونا
- W7WORLDWIDE CELEBRATES THE 91ST SAUDI NATIONAL DAY WITH A MOTION GRAPHICS CLIP.
- تراجع التعاقدات مع شركات العلاقات العامة خلال 2019
- تقرير استشاري: "الأجهزة الحكومية" بحاجة إلى تفعيل منظومتها الاتصالية للتعافي من "كوفيد-19"
- أنسنة الإدارة لقيادة التعافي لما بعد "كورونا" ضرورة على عاتق الرؤساء التنفيذيين
- "كوفيد-19" يخفض الطلب على خدمات الشحن الجوي اللوجستي بنسبة 19٪
- "تقرير استشاري: الرؤساء التنفيذيون مطالبون بأنسنة الإدارة لقيادة التعافي لما بعد "كورونا"
- التواصل الفعّال.. الثقافة المستدامة في بيئة العمل الناجحة
- 10 عوامل أضعفت الصورة الذهنية لقطاع الفنادق"
- WINNERS OF PRCA MENA DIGITAL AWARDS 2021 ANNOUNCED.
- ضغوطات السوق خلال جائحة "كورونا" تُلزم الشركات بإعادة تقييم خططها الاستراتيجية الاتصالية

COVERAGE HIGHLIGHTS



SHARING THOUGHT LEADERSHIP

Click on headlines to read full news

JAN

MAR

JUN

JUL

AUG

SEP

OCT

DEC

- W7WORLDWIDE AND AVAYA SET OUT A 7-STEP COMMUNICATIONS GUIDE FOR TECHNOLOGY COMPANIES TOWARDS COVID-19 RECOVERY.
- INDEPENDENT GCC AGENCY W7WORLDWIDE SCOOPS UP TWO MEPRA AWARDS.
- GCC AGENCY W7WORLDWIDE ANNOUNCED WINNER OF BEST INTERNATIONAL CAMPAIGN PRCA MENA AWARDS 2021.
- عيد اللمة دلالات الفرح الشعبي
- NEW BEHAVIORS FOR A NEW ENVIRONMENT.
- GCC AGENCY W7WORLDWIDE IS PREFERRED COMMUNICATIONS PARTNER FOR CYBERSECURITY CONFERENCE MENA ISC FOR FIFTH YEAR RUNNING.
- NEW BEHAVIOURS FOR A NEW ENVIRONMENT, BY W7WORLDWIDE'S ABDULLAH INAYAT.
- INDEPENDENT GCC AGENCY #W7WORLDWIDE REPORTS ON ITS MOST SUCCESSFUL YEAR IN 2020/2021 | #CYBERSECURITY | #CONFERENCES.
- "الأجهزة الحكومية" بحاجة إلى تفعيل منظومتها الاتصالية للتعافي من "كوفيد-19"
- إنجازات اتصالية متصاعدة لـ W7WORLDWIDE في عام الجائحة
- "في دراسة لـ W7WORLDWIDE : تراجع الاعتماد على المؤثرين في الحملات التسويقية بسبب جائحة كوفيد-19."
- "CULTURE SHOCK- ABDULLAH INAYAT.
- "الثقافة" وحملات العلاقات العامة.. الشرق الأوسط "نموذجاً"
- KSA HOLDS POTENTIAL TO CHANGE THE FACE OF REGIONAL COMMUNICATIONS INDUSTRY
- GCC AGENCY W7WORLDWIDE CREATES PR CAMPAIGN WITH IMPACT FOR LEADING CYBERSECURITY CONFERENCE MENA ISC 2021
- أثبتت جدارتها في القيادة والسلامة المرورية .. ومختصون: المرأة تتفوق على الرجل في السياقة الآمنة.
- W7WORLDWIDE SHARES 7 COMMUNICATIONS LESSONS FROM COVID-19

COVERAGE HIGHLIGHTS



GCC Agency W7Worldwide Announced Winner of Best International Campaign PRCA MENA Awards 2021



Insight: W7Worldwide publishes 7 communications strategies for the construction sector to harness the COVID-19 rebound



عيد اللمة دلالات الفرح الشعبي

19 أبريل 2021 - 10:45



الثقافة وحملات العلاقات العامة.. الشرق الأوسط نموذجا

الثقافة وحملات العلاقات العامة.. الشرق الأوسط نموذجا

الثقافة وحملات العلاقات العامة.. الشرق الأوسط نموذجا



«الثقافة» وحملات العلاقات العامة.. الشرق الأوسط نموذجا

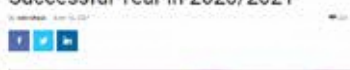


الثقافة وحملات العلاقات العامة.. الشرق الأوسط نموذجا

Saudi Report 2021: New behaviours for a new environment, by W7Worldwide's Abdullah Inayat



Independent GCC Agency #W7Worldwide Reports on its Most Successful Year in 2020/2021



GCC Agency W7Worldwide Creates PR Campaign with Impact for Leading Cybersecurity Conference MENA ISC 2021



SHARING THOUGHT LEADERSHIP

Click on headlines to read full news

JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC

- GCC AGENCY W7WORLDWIDE PROVES ITS GLOBAL WITH ICCO TECHNOLOGY AWARD.
- W7WORLDWIDE AND BUPA ARABIA ADVISE HEALTHCARE COMPANIES TO COMMUNICATE NOW.
- "W7WORLDWIDE" بَدَّدت خرافة أن "كوفيد" ينتقل عبر المكيف ففازت بأفضل حملة للعلاقات العامة.
- BUPA ARABIA, W7WORLDWIDE LAUNCH HEALTHCARE COMMUNICATIONS GUIDE.
- MAJOR LOGISTICS AND SUPPLY CHAIN EVENTS GO VIRTUAL BUT MAINTAIN QUALITY AND IMPORTANCE.
- COMMUNICATION STRATEGIES TO REBUILD TOURISM & HOSPITALITY INDUSTRY.
- W7WORLDWIDE AND VIRTUPOINT PUBLISH CRISIS COMMUNICATIONS GUIDE TO HELP COMPANIES PREPARE FOR INCREASED RISK OF COVID-19 CYBERATTACKS.
- SIX COMMS TRENDS IN THE MENA REGION THAT GREW IN SIGNIFICANCE DURING COVID-19.
- W7WORLDWIDE BECOMES GCC REGION'S LEADING INDEPENDENT COMMUNICATIONS AGENCY WITH RECORD NUMBER OF INDUSTRY AWARDS.
- A JOINT CONSULTANCY REPORT BETWEEN W7WORLDWIDE AND BUPA ARABIA ON THE HEALTH SECTOR.
- W7WORLDWIDE'S 7-STEP GUIDE TO MAINTAIN BRAND RESILIENCE IN COVID-19.
- كورونا والمتغيرات الاتصالية السبعة.
- PR IS AS OLD AS THE EARTH ITSELF AND IS ROOTED IN OUR VALUES, BELIEFS, AND CULTURES, BY W7WORLDWIDE'S ABDULRAHMAN INAYAT.
- POSITIVE BRAND COMMUNICATIONS FOR RAMADAN 2021.
- أول وكالة سعودية وخليجية تستحوذ على عدد من الجوائز الإقليمية والدولية.
- المهندس سمير عمر: إدماج المخاطر السيبرانية سيحسن من قدرة فهم المخاطر والتخفيف من حدتها.
- INDEPENDENT GCC AGENCY #W7WORLDWIDE REPORTS ON ITS MOST SUCCESSFUL YEAR IN 2020/2021.
- EKHABARIYA TV= 826,000
- W7WORLDWIDE HIGHLIGHTS THE VITAL ROLE OF PUBLIC SECTOR COMMUNICATIONS IN THE PANDEMIC.
- إنجازات اتصالية متصاعدة لـ W7WORLDWIDE في عام الجائحة
- WHY CORPORATE SOCIAL RESPONSIBILITY AND GIVING DURING HAJJ MATTERS, BY W7WORLDWIDE'S ABDULRAHMAN INAYAT.
- لماذا تزداد أهمية مفهوم المسؤولية الاجتماعية للشركات.
- W7WORLDWIDE SETS OUT THE 7 BEST PRACTICES IN INFLUENCER MARKETING IN COVID-19.
- W7WORLDWIDE RELEASES 7-STEP COMMUNICATIONS GUIDE TO TRANSFORM THE OIL & GAS SECTOR POST COVID-19.
- SIX COMMS TRENDS IN THE MENA REGION THAT GREW IN SIGNIFICANCE DURING COVID-19.
- W7WORLDWIDE RELEASES REPORT ON THE 7 CSR STRATEGIES TO DEPLOY IN COVID-19.
- W7WORLDWIDE SETS OUT 7 COVID-19 COMMUNICATION STRATEGIES FOR TRANSPORT & LOGISTICS OPERATORS.
- حياتنا من دون إنترنت كيف ستستمر؟
- SAUDI FOCUS: WHAT EXACTLY IS PR? BY W7WORLDWIDE'S ABDULRAHMAN INAYAT.
- W7WORLDWIDE'S GUIDE FOR CEOs TO EFFECTIVE LEADERSHIP TOWARDS COVID-19 RECOVERY.
- W7WORLDWIDE SAUDI ARABIA'S LEADING COMMUNICATION AGENCY.

COVERAGE HIGHLIGHTS



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 09, 2022



W7Worldwide publishes communication strategies to boost recovery for construction

W7Worldwide's Abdulrahman Inayat uses some proactive public relations to generate a bit of earned coverage and explains what that means.

Saudi focus: What exactly is PR? By W7Worldwide's Abdulrahman Inayat

W7Worldwide's Abdulrahman Inayat uses some proactive public relations to generate a bit of earned coverage and explains what that means.



«كورونا»
والمتغيرات
الاتصالية



W7Worldwide Saudi Arabia's leading communication agency



These award wins make us the only independent Saudi agency to have successfully entered and are testament to the achievement of our goal to create the best homegrown agency with exceptional talent that elevates and positively contributes to the growth of the professional in the region.



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W7Worldwide Releases Report on the 7 CSR Strategies to Deploy in COVID-19

Monday, September 27, 2021 / Editor

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Qatar

Home >> Healthcare & Medicine



Jeddah - September 27, 2021: Covid-19 has changed everything in respect of corporate social responsibility (CSR). People are more socially and environmentally aware, and evidence suggests continued pressure on brands to align their communications with corporate values. CSR therefore needs to be a core element of the corporate communications strategies' companies adopt as a way to future-proof their business and build trust in their brand.

The global crisis is a wake-up call for businesses to address their purpose and how they operate. This is not just for the sake of the planet, but so they can be prepared and anticipate the future challenges. The Covid-19 pandemic has shown us many ways. It also had an enormous impact on the types of businesses we decide to support, with the exchange we want.

W7WORLDWIDE SETS OUT 7 COVID-19 COMMUNICATION STRATEGIES FOR TRANSPORT & LOGISTICS OPERATORS

Posted by Mohamed Ghamdi | Oct 26, 2021 | Health

W7WORLDWIDE's Crisis Communications Division Developed A 7-step for communications strategies for the Transport & Logistics Sector' to help companies successfully address the ongoing communications challenges of the crisis

MOMENTS



W7 W O R L D W I D E ' S V O I C E

REMAINS

ONE OF THE MOST ACTIVE AGENCIES
THAT PARTAKE IN IMPORTANT GLOBAL EVENTS
NOT JUST AS PART OF ITS CSR EFFORTS

BUT ALSO

ITS COMMITMENT TO THE INDUSTRY

TO SPREAD

**POSITIVE MESSAGES,
CORRECT PERCEPTIONS
AND UPLIFT THE INDUSTRY**



TOTAL IMPRESSIONS

743,591,800

W7 WORLDWIDE'S

COMMITMENT TO THE INDUSTRY THAT STARTED IN 2020

HAS CONTINUED WELL IN 2021

THE COVID-19 RESOURCE CENTER

HAS NOT ONLY BEEN A SOURCE OF INFORMATION,
BUT ALSO

**INSPIRATION FOR COMPANIES
TO KEEP THEIR COMMUNICATIONS
ON TRACK THE RIGHT WAY**

**THE WINNING CAMPAIGN OF
INTERNATIONAL CAMPAIGN AWARD**

&

BEST PR CAMPAIGN: MEDIA RELATIONS

AT PRCA MENA REGIONAL AWARDS 2021

&

STRATEGIC COMMUNICATIONS CAMPAIGN

AT PRCA MENA REGIONAL AWARDS 2022

28 GUIDES

520 Piece of Coverage

4.7M SM Impressions

20 Videos

28 Infographics

22K Downloads

1,605,219,975 Impressions

30,556 Website Visits

HIGHLIGHTING COMMUNICATIONS IMPORTANCE

While everyone was hopeful that 2021 will close the doors on the pandemic, it only increased doubt in the market and among the industries and their target audience.

W7Worldwide expanded its team and expertise to offer an even more holistic a well round platform that covered several industries private and public.

IN CASE YOU MISSED IT, WHAT IS THE COVID-19 RESOURCE CENTER

The Covid-19 Resource Centre's specialist communications guides are free for anyone to access and download.

W7Worldwide is committed to continue this effort throughout the Covid-19 crisis 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 agency, W7Worldwide proactively engages in elevating the PR & Communications profession in the Kingdom, the GCC and MENA region and internationally.

Regardless of industry sector, communicators and business leaders have had to work around the clock to support their organization and stay ahead of a constantly moving situation by providing better understanding of PR.

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



SAUDI NATIONAL DAY

We took advantage of Saudi National Day to launch a social media campaign about the importance of the right 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: 11%

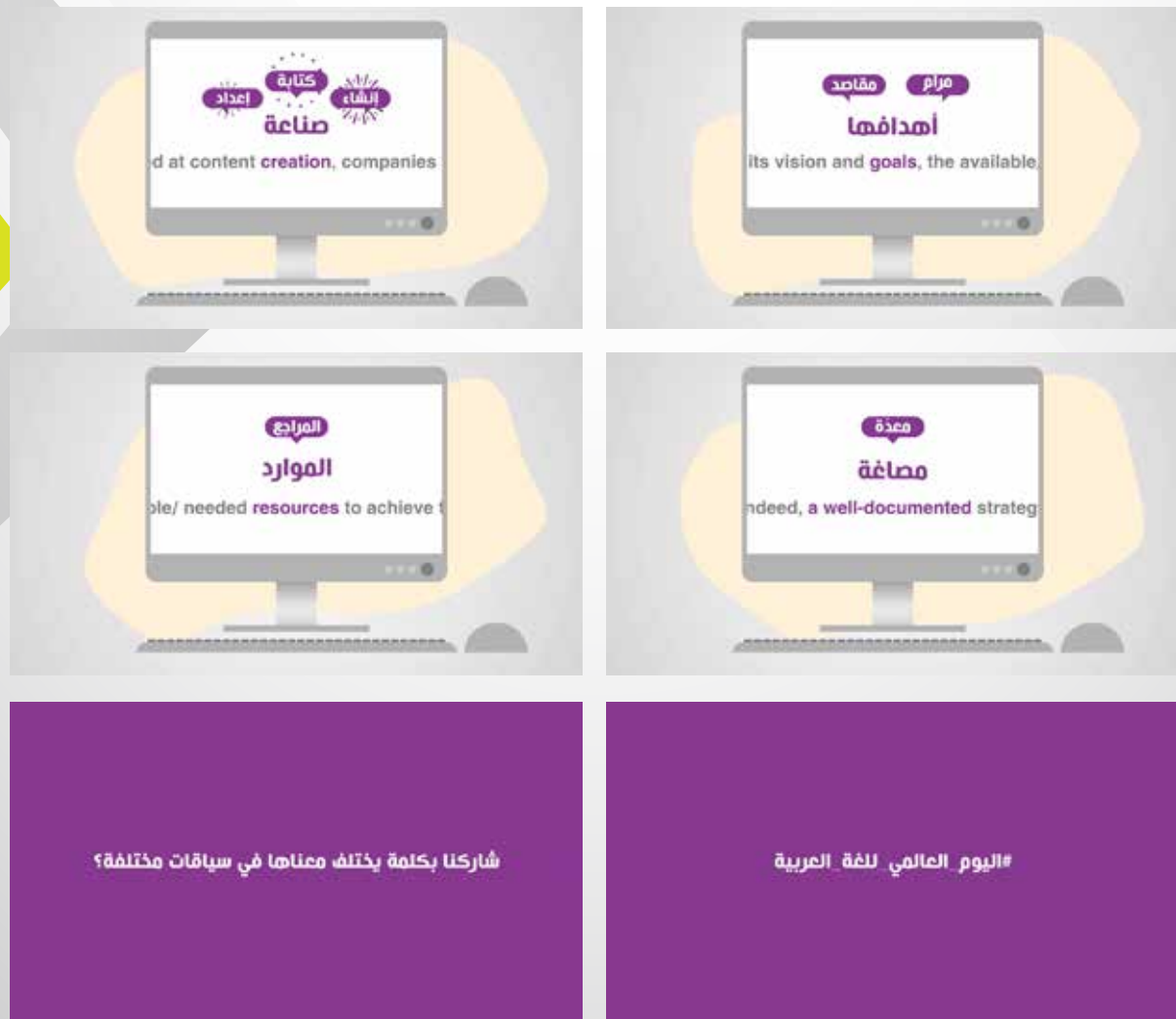


WORLD ARABIC LANGUAGE DAY

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.

The Campaign Garnered Online and Offline Engagement of: 14%



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: 9%



HAJJ & RAMADAN

W7Worldwide crafted the right messages building on demonstrating the global support the Kingdom received from high profile organizations.

COVID-19 communications relating to Hajj and Ramadan needed to be handled very sensitively at a time when the world and Muslim community were anxious and hoping to pray to Almighty to alleviate the hardship.

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

The Campaign Garnered Online and Offline Engagement of: 16%



INTERNATIONAL YOUTH DAY

International Youth Day (IYD) is an awareness day designated by the United Nations.

The purpose of this W7Worldwide campaign was to celebrate International Youth Day, using creative and engaging methods via social media to reach out effectively to the young target audience.

The Campaign Garnered Online and Offline Engagement of: 9%



INTERNATIONAL WOMEN'S DAY

We wanted to demonstrate W7Worldwide's support for Saudi and international women, recognizing and celebrating their roles in the PR and Communications industry.

We stressed the importance of the role played by Women in the Communications and Public Relations industry.

The Campaign Garnered Online and Offline Engagement of: 10%



W7 WORLDWIDE CAMPAIGN SHOWCASE





KATERRA

CORPORATE COMMUNICATIONS CAMPAIGN REPUTATION MANAGEMENT

(BEST CRISIS COMMUNICATIONS /ISSUES MANAGEMENT STRATEGY)
WINNING CAMPAIGN OF MEPRA AWARDS 2021

MISSION

Katterra is an international technology company optimizing every aspect of building design, materials supply and construction.

One of the first companies with a local entity to be fully owned in Saudi Arabia as a foreign investment, Katterra is backed by the Public Investment Fund as part of the Kingdom's moves towards diversifying its economy and to meet the country's growing demand for housing.

Against the background of the strategic decision for Katterra's United States and Cayman Island affiliates to voluntarily file for relief under Chapter 11 of the US Bankruptcy Code, the company needed to reassure the market that this filing did not include or impact the day-to-day operations of international affiliates in KSA.

STRATEGY

Katterra has multiple major high-profile projects underway and in the planning across Saudi Arabia. The company is both committed to the completion of all on-going projects and actively seeking new projects.

W7Worldwide developed a corporate communications and reputation management strategy that would reinforce confidence and trust in the brand as a solid delivery partner committed to helping Saudi Arabia achieve its Vision 2030 economic and social transformation and help meet the country's growing demand for housing.

W7Worldwide's communications strategy and campaign set out to convey the powerful efforts Katterra exerted in KSA to uplift the whole construction sector.

APPROACH

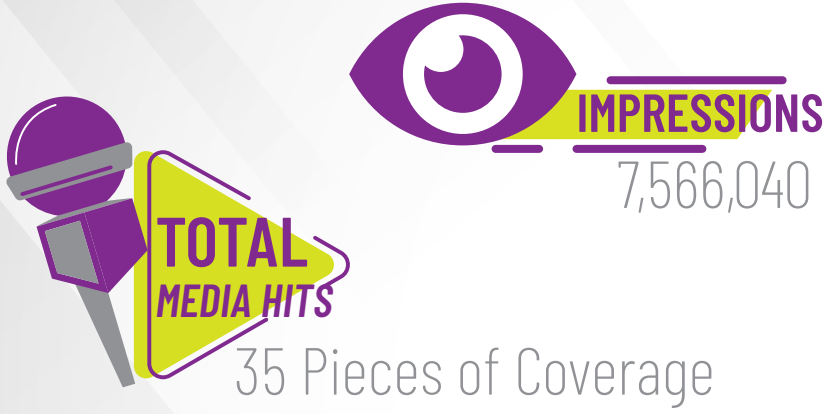
The concept behind building the communications platform for Katterra relied on several key stages, commencing with addressing the news of Katterra's US and Cayman Island's affiliates Chapter 11 filing.

It was crucial to separate Katterra Saudi Arabia from the international news and reinforce the local message of 'business-as-usual'.

We built on our previous campaign and PR platform created for Katterra and popularized the idea of ready made 48-hour houses in the Kingdom and the company's delivery partnership with the Ministry of Housing.

We needed to plant and maintain the brand firmly in the Saudi market and started by highlighting Katterra's backing by the PIF (Public Investment Fund) and important work with the Ministry of Housing.

IMPACT GENERATED



COVERAGE HIGHLIGHTS



توسع نشاط مشاريع التشييد والبناء لشركة كاتيرا في السعودية

15:09 الاثنين 05 يوليو 2021 - 25 ذو القعدة 1442 هـ

Katerra's projects are advancing across Saudi Arabia

Kasun Illankoon - June 21, 2021

توسع نشاط مشاريع التشييد والبناء لشركة «كاتيرا» في السعودية



بعد مراجعة شاملة ودقيقة لعدد مجموعة كاتيرا الاستراتيجية، وأكبر إدارة المجموعة أن هذا الإجراء لن يؤثر على الأنشطة اليومية لمسيرية أعمال شركات كاتيرا الدولية في السعودية والهند.

يذكر أن «كاتيرا» من الشركات الرائدة في تقنيات البناء التكنولوجية، التي تركز على تحسين جوانب تصميم المباني وتوريد مسود البناء، وتعمل على إحد نقل نوعية في طرق التشييد والبناء.

أكد الرئيس والمدير التنفيذي لشركة كاتيرا السعودية المتخصصة في تقنيات البناء، المهندس غسان مرداد، أن مستوى الطلب على خدماتها في المملكة ما زال عالياً، في ظل وجود عدد من المشاريع القائمة والجديدة، ومجموعة كبيرة من العملاء الذين تتعامل معهم مما يوفر مورداً مستداماً لها.

وبيّن الشركة أنها تعمل حالياً على مجموعة متنوعة من المشاريع السكنية في جميع أنحاء المملكة العربية السعودية، بما في ذلك تعاونها مع الشركة الوطنية للإسكان (NHC) التابعة لوزارة الشؤون البلدية والقروية والإسكان في أحد المشاريع السكنية العملاقة التي تضم 14 ألف وحدة سكنية، وتتوقع أن تتولى عددًا من المواقع قيد الإنشاء بحلول نهاية العام الجاري (2021)، بالإضافة إلى 5 وحدات تصنيعية تعمل حالياً في مختلف المناطق السعودية.

بناء، المهندس : بين تتعامل معها

جميع أنحاء الما كنية العملاقة الة على حاليًا في مح

تجازات ملموسة ، الحصول على ال ضي، وذلك بعد كاتيرا الخاصة في

جواند

توسع نشاط مشاريع التشييد والبناء لشركة «كاتيرا» في السعودية



التزامات الشركة تحت الفصل الحادي عشر من قانون الإفلاس الأمريكي في دائرة الإفلاس المختصة بحسبوكساس

أعد الرئيس والمدير التنفيذي لشركة كاتيرا السعودية المتخصصة في تقنيات البناء، المهندس غسان مرداد، أن مستوى الطلب على خدماتها في المملكة ما زال عالياً، في ظل وجود عدد من المشاريع القائمة والجديدة، ومجموعة كبيرة من العملاء الذين تتعامل معهم مما يوفر مورداً مستداماً لها.

وبيّن الشركة أنها تعمل حالياً على مجموعة متنوعة من المشاريع السكنية في جميع أنحاء المملكة

atives, certain Katerra United States and 11 of the United States Bankruptcy district of Texas. This filing does not

CORPORATE COMMUNICATIONS CAMPAIGN

COMMITTED TO THE KINGDOM'S PEOPLE & ENVIRONMENT

MISSION

A better Environment is one of the most important pillars of Vision 2030 and the Kingdom's direction towards a healthy, sustainable society.

Al Salem Johnson Controls has been offering powerful and innovative solutions that use less energy and are more efficient than other offerings by competitors.

STRATEGY

An important element in the creative execution of the communications strategy was the technical nature of the company's HVAC solutions, which meant we needed to develop a campaign for ASJC that would humanize the brand to the target audience and tell a compelling story.

Central to all communications was the overarching focus on ASJC's environmental credentials, based on its certifications, superior technological knowledge, longstanding track record, and energy efficient solutions for smarter and sustainable buildings that guarantee up to 40% in savings.

APPROACH

We created a full communications program composed of informative, educational and engaging content, targeting the general public, current clients and government.

We also worked to align ASJC with the objectives of the energy sector.

To appeal to Saudi target audiences, we aligned ASJC's corporate communications strategy with relevant Vision 2030 goals, such as empowering Saudi talent, local manufacturing, quality-of-life, energy efficiency and the Circular Economy.

Maximizing local and regional reach was an important aspect of achieving our goal.

IMPACT GENERATED



87 Pieces of Coverage



IMPRESSIONS

294,000,157



100% Positive

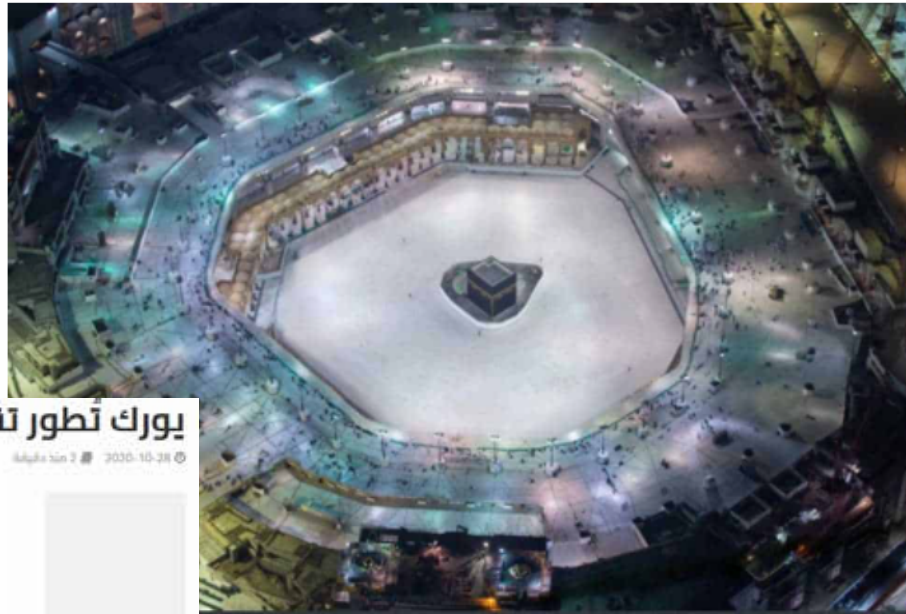
COVERAGE HIGHLIGHTS

تحديث «تقنيات تنقية الهواء بنسبة 100%» في المسجد الحرام

الم جونسون كنترولز" تقدم مبادرة خاصة بـ"التكييف" لدعم آت الصحة

2 دقائق

14 مايو، 2020 الجوهرة



يورك تطور تقنية لتحسين جودة الهواء الداخلي

30-10-2020 2 من دقائق

ريد أول مبادرة من
إلجنة الوباء العالمي؛

حبة التي تمر بها
ن من جهة، والقطاع

نص المجاني لجميع
كومية والخاصة، في



Al Salem Johnson Controls Highlights Importance of HVAC Solutions to Prevent Spread of Virus Infections and Diseases

Other News

Subscribe to newsletter

31 Mar 2020

The COVID-19 pandemic has gripped the world, with focus now turned to the control and prevention of the spread of the coronavirus. People around the world have been urged to avoid crowded areas, and stay home to control and minimize the spread of the disease.

كيف يمكن تحويل غرف الفنادق والمستشفيات
الاعتيادية إلى غرف عزل احترازية مؤقتة؟

في ظل معركة العالم الصحية مع وباء فيروس كورونا المستجد (COVID-19)، وارتفاع مستوى
الاحتواء على المستشفيات والفنادق الصحية لتفادي انتشار الفيروس، أدت الحكومة إلى
استخدام الغرف والفنادق كعزل مؤقتة للمصابين بالفيروس، مع الحفاظ الشديد لبروتوكولات
الوقاية والتباعد. وتحت إشراف مباشر من وزارة الصحة، والمركز
الوطني للأوبئة من الأمراض،
مستشيري، كونسول، غرف احتياطية إضافية إلى غرف عزل مؤقتة للمصابين



A TRULY LOCAL COMPANY

CREATING A LOCALIZED COMMUNICATIONS STRATEGY CAMPAIGN

(BEST ENERGY OR NATURAL RESOURCES CAMPAIGN)

WINNING CAMPAIGN OF MEPRA 2021 AWARDS

MISSION

As the Kingdom's leading building management and HVAC systems provider, Al Salem Johnson (YORK) delivers vital behind-the-scenes infrastructure many Saudi citizens are not aware of.

The company's solutions are installed in some of the most significant landmarks and institutions in the Kingdom, providing a service the end-user takes for granted with energy efficient, state-of-the-art HVAC solutions.

STRATEGY

W7Worldwide recognized the significant communications collateral available in ASJC's high-profile partnerships and case studies, across a range of sectors, such as aviation with its UV-Fend systems, and its ARIQ system for hotels and hospitals, Al Haram etc., that could be deployed to produce a series of timely and compelling localized PR campaigns.

We wanted to tap into direct local priorities around the pandemic, the environment, technology innovation and the Vision 2030 socio-economic transformation.

APPROACH

In the digital age, content is king, and we decided that video and infographics are the most effective medium to deliver our messages, educate target audiences and create emotional appeal. To appeal to Saudi target audiences, we aligned ASJC's corporate communications strategy with relevant Vision 2030 goals, such as empowering Saudi talent, local manufacturing, quality-of-life, energy efficiency and the Circular Economy.

IMPACT GENERATED



81 Pieces of Coverage



IMPRESSIONS

47,025,896



100% Positive

COVERAGE HIGHLIGHTS

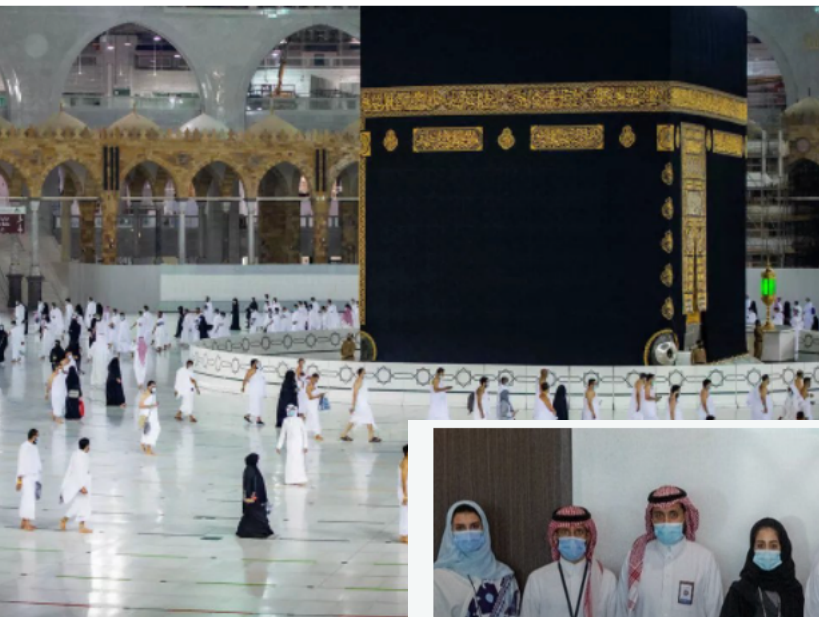
اقتصاد وأعمال

د. مهند الشيخ: برنامج "صنع في السعودية" يعزز من نمو الشركات المحلية

Published 31 مارس 2021 on
admin By

يورك ترافق ضيوف الرحمن لثلاثة عقود

19 يوليو 2021



التشغيل والصيانة بالجهات العامة



هذا لجد أسرار النجاة في عالم المال والأعمال

تزايد زخم سباق جذب المقرات الإقليمية للشركات العالمية إلى الرياض
44 شركة تحصل على تراخيص للانتقال إلى السعودية في غضون عام

توجد السعودية تحركاتها المتعلقة بجذب المقرات الإقليمية للشركات العالمية إلى العاصمة بإصدار حزمة تراخيص للعديد من الشركات العالمية للاستثمار في المملكة مع إدارة دبي التي تلت لأعوام الواجهة الأولى للمستثمرين الأجانب، في تجميعه آخر لسياسة الانفتاح التي تعمل الرياض على ترسيخها.

استثمرت السعودية حلفاء القوة لتطوير قطاع الأعمال بتسهيل الشركات من الشركات العالمية الأربعة

المعظم وشركة فليس البولندية ومالك المقابلة الأميركية هاتيرتون وشركة غلين البريطانية للاستشارات العقارية الهندسية سياسة "سعودية" الفصل ومعالجة وبراس ووش هافوس وفي جي-إي-إي وبونيفير ودايميتش داتا وتم فورنوز وفيليس وونفارتس وجونسون كونترولز ونيمرجين

الفرصة التي تعبر بانها مركز الأعمال في المنطقة ومركز العديد من الشركات الأجنبية.

ومن المتوقع أن تنقل الشركات هذه





BUPA ARABIA

DIGITAL LEADERSHIP

MISSION

Emerging technologies are revolutionizing the health care sector, accelerated by the Covid-19 pandemic.

Bupa Arabia worked towards ramping up its digital capabilities and expanding services to help contain the virus, improve efficiency, and respond to the changing needs of customers.

Demonstrating its environmental responsibility, to help address the "plastic waste crisis", Bupa Arabia leveraged digitalization by adopting the "Easier for You" campaign of the Council of Cooperative Health Insurance (CCHI) with the introduction of digital cards.

STRATEGY

W7Worldwide created an overarching communication strategy that would highlight Bupa Arabia's constant innovation and digital leadership, which generated valuable media coverage for the company, won them the Global Outlook Magazine Awards 2020 in the Best Digital Innovation in Insurance Sector Award, and saw them recognized by the National Digital Transformation Unit, a government entity in Saudi Arabia that works hand in hand with digital transformation partners to accelerate and enable digital transformation in the Kingdom.

The concept of W7Worldwide's communications campaign focused on highlighting how Bupa Arabia's investments in its digital services enables the company to provide the best customer experience, and digital transformation of the healthcare sector.

APPROACH

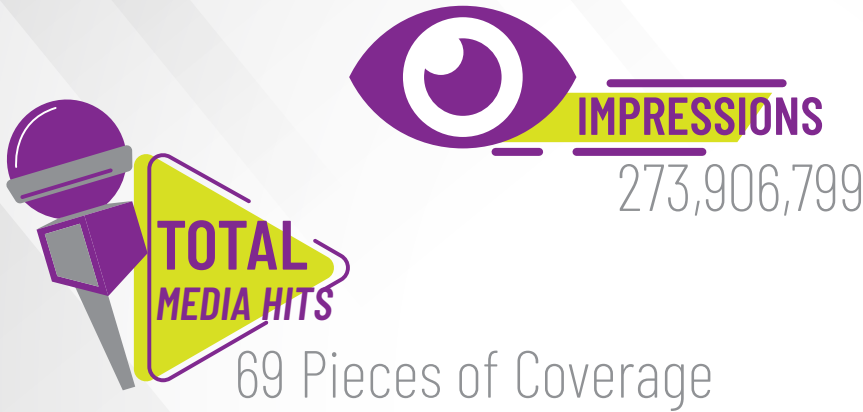
We leveraged several opportunities to produce story angles that would generate high profile coverage of the various initiatives and products Bupa Arabia launched, made possible through the company's unrivalled digital leadership.

This includes the Digital Cards Initiative and the Bupa Arabia unified mobile app.

W7Worldwide news jacked the CCHI campaign on behalf of Bupa Arabia, making it their own and proving the company's environmental credentials.

We sought out and managed the submissions to the most powerful industry awards, recognizing Bupa Arabia's digital achievements and leadership in bringing about digitalization of the healthcare insurance sector in KSA and the region.

IMPACT GENERATED



COVERAGE HIGHLIGHTS



Sustaining performance in an ever-challenging climate

Enhanced digital capabilities, a wider range of services and better response to consumer needs are crucial for rapid recovery from the crisis.

The speed and scope of the COVID-19 crisis have posed extraordinary challenges for the world. Businesses have been hit by a drop in customer demand, regulatory modifications, supply chain interruptions, economic recession, and increased uncertainty. At Bupa Arabia, we have activated functional and powerful strategies to work towards weathering the storm so as to continue to serve our clients.

Bupa Arabia's portfolio of services is differentiated by its Tektom and Rahatkom programmes which offer an array of services designed specifically to uplift medical care. The Tektom programme was immediately expanded during COVID-19 to ease the burden for our customers.

Leadership in a post-pandemic world

The role that we play in the industry's ecosystem and the strategic decisions that we take have given us a competitive edge. Today, we are drawing up the necessary steps to achieve our post-pandemic and long-term objectives, as we know that the lack of a plan will only exacerbate an already challenging situation.

This new strategy will call for leaders within our organisation to act with urgency, communicate with transparency, provide updates and respond productively.

It will take a long time for things to return to normal, we will maintain a sharp focus on the health and well-being of our employees, and society at large. It is a consistent focus on the customer innovation in the company, to offer solutions that empower

increasingly relying on online tools to engage with customers and carry out the necessary processes – a practice we will continue by expediting the adoption of technological innovations to combat challenges arising in the post-pandemic era.

Our Tektom programme has continued to be our point of differentiation during these difficult times. We have offered prescription refills and medical delivery to all our members across 40 cities in Saudi Arabia; reached out to members with chronic conditions to ensure they were safe; activated a telemedicine service in partnership with the biggest health providers in the kingdom; responded to over 400,000 calls, including 5,000 critical cases; and dedicated part of our team to respond to incoming calls to the health ministry's hotline.

To acknowledge the significance of mental health and protect the health of our clients, employees, and the community, we partnered with Labayh – an online mental health platform – to offer the public online sessions and consultations with experts in mental health.

The enormous scale of the pandemic has made me realise that leadership in such an uncertain, fast-moving crisis means preparing oneself to lead with empathy and make a path forward for all.



Tal Nazer
CEO & Managing Director,
Bupa Arabia

MIDDLE EAST INSURANCE REVIEW

Incorporating global takaful

Health Workplace wellness

Saudi Arabia
A return to growth

التحول الرقمي تحقق مسارات الشمول المالي لقطاع التأمين بالسعودية

يتحدث طلال نازر، الرئيس التنفيذي في "بupa العربية للتأمين التعاوني" عن أهمية الشمول المالي بالاستفادة من التحولات الرقمية

الطبعة 27 أبريل 2021

THE RISING BURDEN OF MEDICATION IN KSA: A PRAGMATIC APPROACH TO MINIMIZE IT

MISSION

As the Kingdom's largest healthcare insurance provider, Bupa Arabia has an important role to play with its life-touching healthcare solutions, tailored specifically for the Saudi market.

The company delivers health cooperative insurance to international standards for individuals, families and the largest companies and establishments in the Kingdom.

Always on the forefront of anticipating and meeting local market needs, Bupa Arabia's research identified that the Implementation of a Generic Medicine Framework in KSA can Save SR10 BN Annually.

The company released a Whitepaper entitled "The Rising Burden of Medication in KSA: A Pragmatic Approach to Minimize It".

STRATEGY

The authoritative Whitepaper is considered the first-of-its-kind to explore generic medicine legislations in the Kingdom. At the heart of our communication strategy was the message of Bupa Arabia's knowledge and understanding of the local market.

We leveraged the report and its findings, condensing them into powerful key messages.

The objective was to demonstrate the company's positive contribution to Vision 2030 and Saudi Arabia's healthcare and local manufacturing ambitions. Bupa Arabia identified in its newly released Whitepaper, the importance of implementing a generic medicine framework (legislation) for the development of the healthcare sector in Saudi Arabia, as part of Saudi Vision 2030.

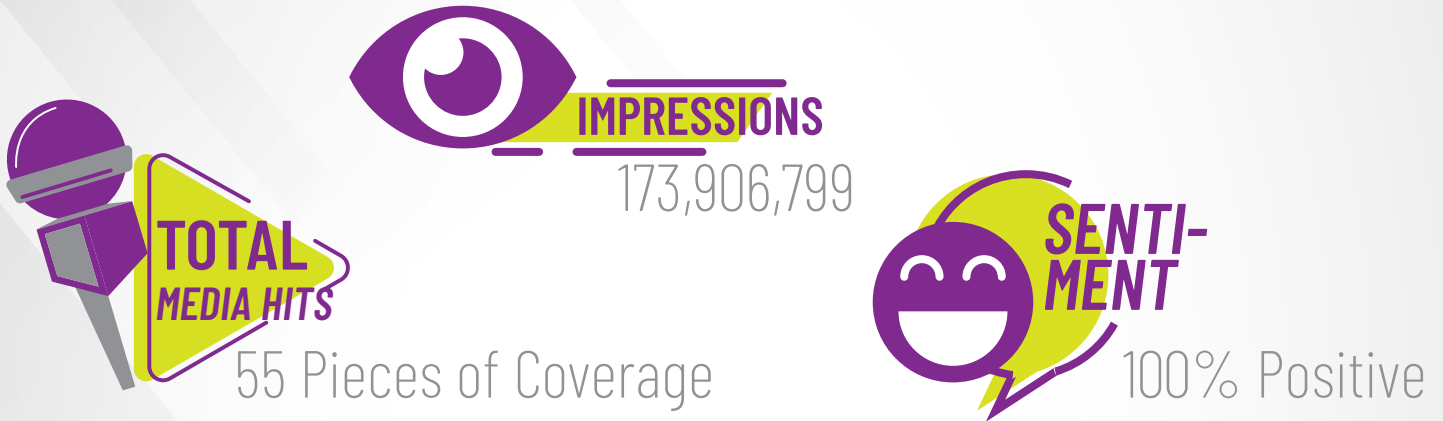
APPROACH

The key benefits of a Generic Medicine Framework for Saudi Arabia set out were as follows:

- Meets Vision 2030 healthcare objectives
- Annual savings of SR10 billion on medication spending
- Improved healthcare services
- Boosts local manufacturing of drugs
- New employment opportunities in the local pharmaceutical industry

The concept of the campaign focused on positioning Bupa Arabia as a local company that proactively contributes to and supports Saudi Arabia's economic, social and healthcare goals.

IMPACT GENERATED



COVERAGE HIGHLIGHTS



Implementation of generic medicine framework in KSA can save SR10bn annually

July 08, 2020



Dr. Ayman Al Sulaimani

تشريع إطار عمل للأدوية المكافئة في المملكة يوفر 10 مليارات ريال سنوياً

الرئيسية / أسواق / شركات

0 تعليقات | HASSAN ABDUL RAHMAN | 7TH, 2020 | يوليو



جدة- خاص

كُتب تقرير استشاري صادر حديثاً عن (نوبيا العربية للتأمين التعاوني) إلى أن إصدار إطار عمل (تشريع) مُنظم للأدوية الجنيسة (المكافئة أو البديلة) سيوفر للمملكة ما بين 35%-40% من الإنفاق الدوائي أي ما يعادل 10 مليارات ريال سنوياً.

ويعد تقرير (نوبيا العربية) الاستشاري الأول من نوعه على المستوى المحلي.

قرار تشريع إطار عمل للأدوية المكافئة في السعودية يوفر 10 مليارات ريال سنوياً

2020-07-07 | السعودية | 07 يوليو



أوصت شركة "نوبيا العربية للتأمين التعاوني" في تقرير استشاري مطول صادر عنها حديثاً بأهمية إصدار إطار تشريع مُنظم للأدوية المكافئة في المملكة، خاصة أن تطوير الرعاية الصحية من أهم أهداف رؤية 2030.

مميزات
التشريع:



سوق السعودية

السعودية.. تشريع منظم
للأدوية البديلة سيوفر 10
مليارات ريال



BUPA ARABIA

HEALTHCARE INNOVATION FOR THE SAUDI MARKET

**THE WINNING CAMPAIGN OF (BEST PROFESSIONAL SERVICES CAMPAIGN)
AT MEPRA 2021 AWARDS & (CONSUMER AWARD) AT ICCO AWARDS 2022**

MISSION

As the Kingdom's largest healthcare insurance provider, Bupa Arabia has an important role to play with its life-touching healthcare solutions, tailored specifically for the Saudi market. Always on the forefront of anticipating and meeting local market needs, Bupa Arabia launched two new product offerings specifically aimed at Saudi Arabia's B2C customers.

STRATEGY

For this unique set of products in the insurance industry, W7Worldwide needed to develop a smart campaign that tackled the B2C segment of the market.

The new products needed a whole new way of communicating and engaging with the target audiences about healthcare insurance.

At the heart of our communication strategy was the message of Bupa Arabia as the most innovative healthcare insurance provider who disrupts the market with its customer centric approach that positively changes the perception of insurance.

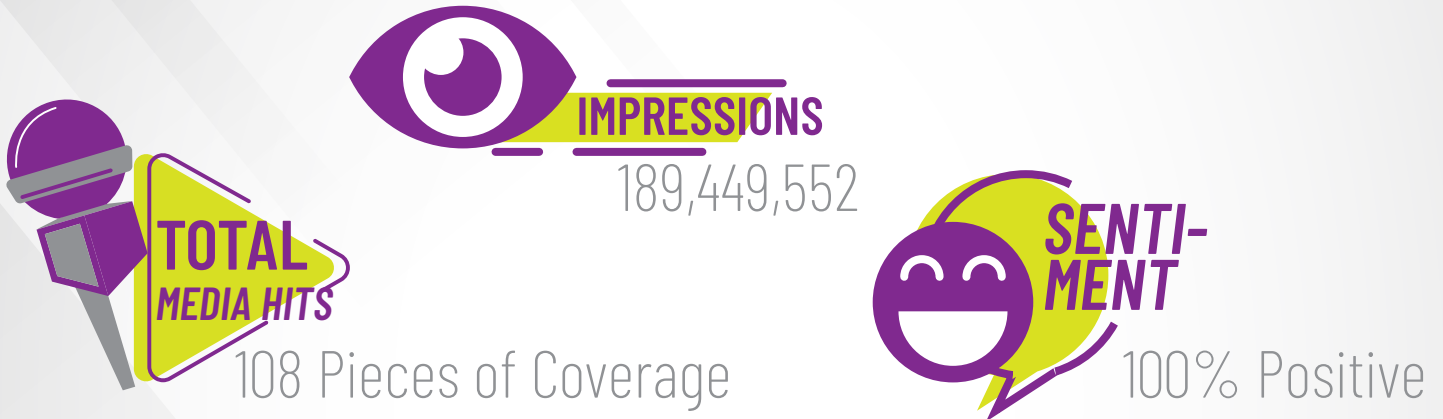
APPROACH

The approach for the Bupa Parent products revolved around conveying the innovative approach of Bupa Arabia in creating a person-centered offering that relieves working adults with elderly parents of the worry about their health.

The equally customer focused Saudi Families and domestic workers products address specific local market needs in providing insurance to cover potentially expensive treatments.

The concept of the campaign also focused on positioning Bupa Arabia as a local company that curated these unique new products and services specifically for the Saudi market.

IMPACT GENERATED



COVERAGE HIGHLIGHTS



Bupa Arabia rolls out COVID-19 measures



receiving over 6,000 calls on a daily basis. Additionally, Bupa Arabia has partnered with several major hospitals in the eastern, western and central regions to offer telemedicine services to its members. Members can book consultation sessions with specialists using the chosen hospital's app. Bupa Arabia is currently working to expand these services across the Kingdom. Focusing on the mental well-being of its members and the community, Bupa Arabia has

Insurance | Bupa Arabia

For the first time in Saudi Bupa Arabia launches health insurance product for parents

February 15, 2021

51

Bupa Arabia launches health insurance program for elderly parents



التعاوني منتجها الجديد 'بوبا' لتمنح بذلك أعضائها فرصة التأمين

بأ العربية للتأمين التعاوني استراتيجية ستستمر مع من خلال تغطية الحالات

SOCIAL & ENVIRONMENTAL RESPONSIBILITY

DIGITAL LEADERSHIP

MISSION

After the CCHI (Council of Cooperative Health Insurance) announced that all companies need to stop using plastic cards and instead introduce digital cards, Bupa Arabia took it upon itself to ensure full support of the initiative and enabling it by stressing the benefits to the environment of the initiative.

STRATEGY

We developed our strategy around making the environmental angle and digital leadership the story hook for the campaign for maximum leverage.

We highlighted the healthcare insurance sector's use of plastics and how digitalization reduces the use of plastics in the Kingdom.

We also talked about the digital platforms in Saudi Arabia and how Bupa Arabia is aligned with Vision 2030 and government direction with its investments in its digital services, to have one of the most advanced technology platforms.

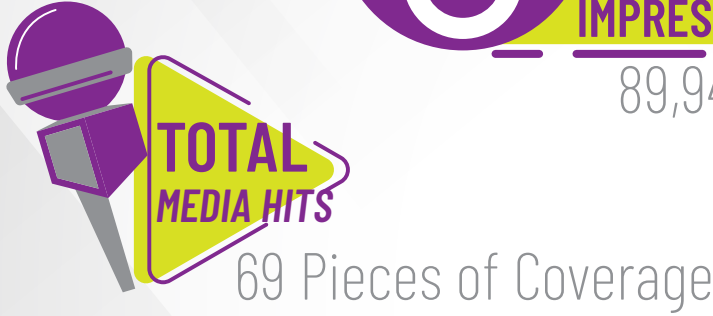
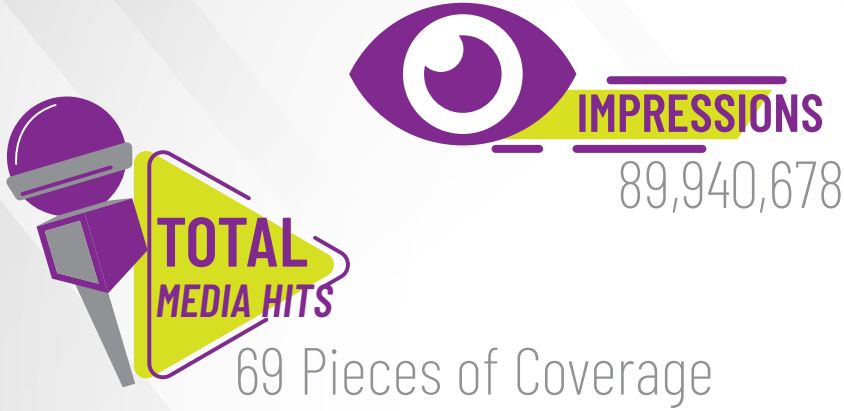
APPROACH

To understand the environmental impact of the use of plastics, the team researched the key facts and figures concerning the use of plastics globally and in the insurance industry.

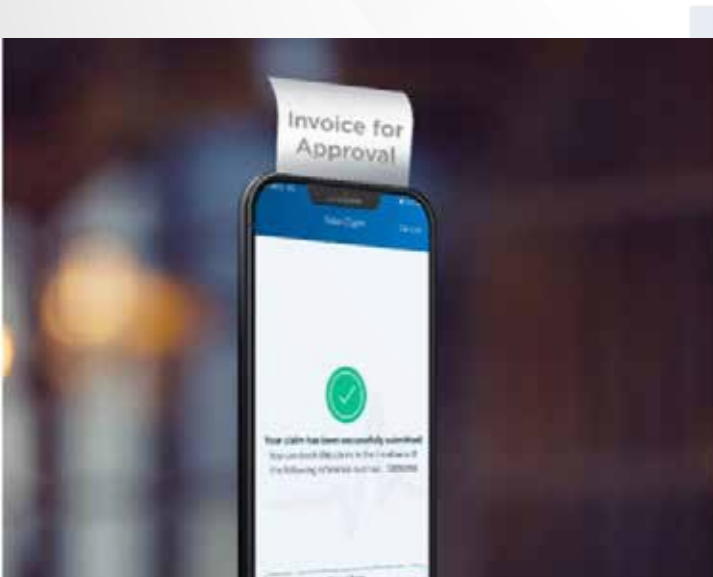
The urgent need for environmental and climate action to address the "plastic waste crisis" prompted Bupa Arabia for Co-Operative Insurance to affirm its commitment to proactive efforts that contribute to protecting the planet, through digitalization.

The company adopted the initiative of the Council of Cooperative Health Insurance (CCHI) to reduce the use of plastic cards under the "Easier for You" campaign with the introduction of its digital cards.

IMPACT GENERATED



COVERAGE HIGHLIGHTS



التحول الرقمي يحقق مسارات الشمول المالي لقطاع التأمين بالمملكة

رود الأعمال 27 أبريل، 2021 الأخبار اصف تعليق



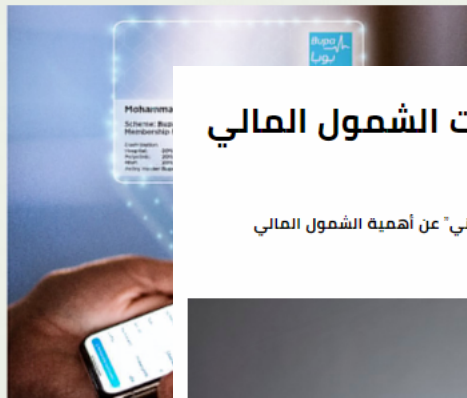
Bupa Arabia goes digital to replace plastic insurance cards

نظراً لأهمية الشمول المالي في تعزيز الاستقرار المالي، ودعمه إلى كل شرائح المجتمع، وتقديم الخدمات التأمينية المبتكرة، ألقى في المملكة؛ لدوره في تحقيق التنمية المستدامة، بما يتواءم مع الخدمات المالية الملائمة بتكاليف مناسبة، وعادلاً يساهم في تحقيق المساواة الاجتماعية والاقتصادية. وتضمن مؤتمرات "يوم العربي للشمول المالي"، والذي يقود في 27 من الجهود المبذولة لتسريع حصول الأفراد والشركات على الخدمات المالية والمصرفية متاحة بتكاليف معقولة لجميع أفراد المجتمع.

الثلاثاء 27 أبريل 2021

التحول الرقمي يحقق مسارات الشمول المالي لقطاع التأمين بالسعودية

يتحدث طل ناظر-الرئيس التنفيذي في "بوبا العربية للتأمين التعاوني" عن أهمية الشمول المالي بالاستفادة من التحولات الرقمية



Bupa Arabia's digital cards have replaced its

Short Url <https://arab.news/nf9qg>



ووفقاً لتوسيع ذلك؛ رؤى حسابات ويرتبط الخطر والإسهام اللازمة وأكد أن خدماته مسارات

TECHNOLOGICAL ADVANCEMENT THROUGH TECHNOLOGICAL PLATFORMS

MISSION

IDC CIO Summit 2020 brought together global analysts, market leading vendors and 500 of the GCC and MENA region's most influential C-Suite leaders to make sense of the rapidly evolving digital transformation landscape and shape the digital strategies of tomorrow. The event is the premier and biggest technology conference in the region and had to pivot to a virtual format due to Covid-19 in 2020.

STRATEGY

Our strategy was to establish industry authority for IDC CIO with thought leading content through difficult times.

We promoted the conference's aims to raise awareness of the acceleration of technological development during COVID-19 and under Vision 2030's digital transformation program.

W7Worldwide produced a campaign that provided multiple opportunities to create awareness and visibility before, during and after the CIO Summit, maximising exposure, and available budget.

APPROACH

- To create a bridge with Saudi audiences, we outlined the event's contribution to the Kingdom's Vision 2030 ambitions under its digital transformation program.
- The team engaged in a proactive medial relations program to invite sector specific, national and regional media to attend the CIO Summit, taking advantage of this year's more accessible virtual format.
- Our highly targeted media relations effort achieved coverage of the event with both industry and national media outlets, featuring thought leading content and key messages.

IMPACT GENERATED



159 Pieces of Coverage



IMPRESSIONS

850,334,722



100% Positive

COVERAGE HIGHLIGHTS

تنطلق افتراضيا في 15 الجاري

«سدايا» شريكا استراتيجيا لـ «قمة المدراء التنفيذيين
في قطاع المعلومات بالسعودية»

#الموارد_البشرية شريكاً حكومياً لمؤتمر مديري تقنية المعلومات في
#المملكة

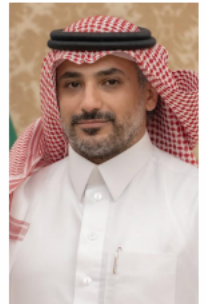


IDC



SDAIA

الهيئة السعودية للبيانات
والذكاء الاصطناعي
Saudi Data & AI Authority



أعلن عن إطلاق الهيئة السعودية للبيانات والذكاء الاصطناعي (SDAIA) في 15 الجاري

حكومة لـ «قمة المدراء التنفيذيين»
التي ستعقد في الرياض، بالتعاون مع
الهيئة السعودية للبيانات والذكاء الاصطناعي (SDAIA)

ANALYZE THE FUTURE

SIDF wins IDC award for excellence in
digital innovation

11 مليار دولار حجم سوق تقنية المعلومات بالمملكة في 2021

New IDC report explores Saudi Arabia's
digital transformation





MENA
INFORMATION SECURITY
CONFERENCE 2021

CYBERSECURITY VIGILANCE

MONITORING & MITIGATION

(BEST USE OF REPORTING AND MEASUREMENT IN A CAMPAIGN)
WINNING CAMPAIGN OF DIGITAL MEPRA 2021 AWARDS

MISSION

The Middle East and North Africa Information Security Conference (MENA ISC) represents the biggest Cybersecurity Conference in the MENA region.

Hosted by cybersecurity advisory company VirtuPort for the past 9 years, the 2021 event took place in Riyadh as a virtual event on 25th - 26th May, featuring the theme "Continuous Monitoring and Mitigation."

Understanding the Impact in a 5G Era".

W7Worldwide was elected as communications partner to MENA ISC for the fifth year running on the strength of its cybersecurity and technology credentials.

STRATEGY

MENA ISC 2021 brought together the best and brightest in the information security field, creating opportunities for conference attendees to learn about Cybersecurity's most important issues in the MENA region through first-hand interactions with peers, luminaries, and top companies sponsoring the event.

Building on our previous years' experience of helping to continuously grow visibility and reach of this important industry event, W7Worldwide produced a strategy that provided multiple opportunities and touch points to create awareness and visibility before, during and after MENA ISC, maximising exposure, and available budget.

APPROACH

W7Worldwide faced a major challenge in 2021 as MENA ISC took place right after Eid.

This meant Ramadan and Eid fell into the pre-event PR campaign phase.

Hence W7Worldwide created a strategy built on our powerful media relationships and experience of promoting virtual events with engaging digital PR campaigns.

W7Worldwide is characterized by its ability to understand not just the brand, but the entire market the brand operates in.

We diversified the channels for communications for MENA ISC 2021 by integrating, Newspapers, broadcast and social media into one platform.

W7Worldwide produced a strategy that provided multiple opportunities and touch points to create awareness and visibility before, during and after MENA ISC, maximising exposure and available budget.

IMPACT GENERATED



508 Pieces of Coverage



IMPRESSIONS

1,950,809,987



100% Positive

COVERAGE HIGHLIGHTS

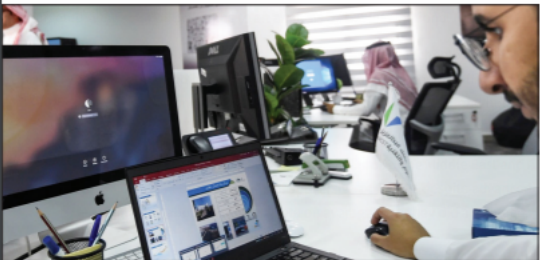
APR
18

Leading Cybersecurity Conference MENA ISC 2021 To Spotlight Cyber Vigilance In The 5G Era

Categories: [Uncategorized](#)



21 مليار دولار خسائر ناتجة عن نقص استثمارات القطاع في الشرق الأوسط
1.6 مليار ريال إنفاق متوقع على الأمن السيبراني في المملكة خلال العام الجاري .. بزيادة 6 %



يتوقع أن يصل حجم سوق الشرق الأوسط للأمن السيبراني بنهاية العام الجاري نحو 16 مليار دولار.

من جانبه، قال لـ "الاقتصادية" طارق كزبري مدير عام شركة سايريزون في الشرق

إنه يتوقع أن تصل الناتجة عن نقص الأمن السيبراني أكثر من 1.6 مليار ريال خلال العام الجاري، مدفوعة بالانفاق، على

خدماتها من خلال التحول الرقمي الكلي، والوصول إلى مفهوم "الحكومة الرقمية".

وناقش محمد علي الغامدي مدير الأمن السيبراني بالاتحاد السعودي للأمن السيبراني والسمعة الإلكترونية، خلال ثاني

فهد الطلال من الرياض

يتوقع أن يصل إجمالي الإنفاق على الأمن السيبراني في السعودية إلى نحو 1.6 مليار ريال خلال العام

بمشاركة أكثر من 40 خبيرًا سعوديًّا وإقليميًا وعالميًّا..

مؤتمر "البقطة السيبرانية" ينطلق غدًا افتراضيًا وسط مشاركة عالمية



تعرف على كيفية

مكافحة الهجمات السيبرانية

٦-٥ أكتوبر ٢٠٢٠



"كورونا" يرفع التهديدات السيبرانية في المنطقة

-A | A+



الخميس 01 أكتوبر 2020

شهد تصاعد وباء كورونا ارتفاعًا موارثًا في التهديدات السيبرانية على مختلف البيئات الرقمية للأعمال في مختلف دول العالم، مما تسبب في تعطيل أعمال العديد من القطاعات التجارية والخدمية عمومًا، وهو ما يتطلب وجود آليات تحد من الأضرار المادية والمعنوية لتلك الهجمات.

وتُعد "المرونة السيبرانية" العلاج الفعال لمواجهة الهجمات الإلكترونية غير المشروعة، والتي ترفع



LAUNCHING A BRAND IN THE COMPETITIVE SAUDI MARKET

MISSION

Nutanix is a global leader in cloud software and hyperconverged infrastructure solutions, making infrastructure invisible so that IT can focus on the applications and services that power their business.

Companies around the world use Nutanix Enterprise Cloud OS software to bring one-click application management and mobility across public, private and distributed edge clouds so they can run any application at any scale with a dramatically lower total cost of ownership.

The PRL was picked up by several notable media outlets such as Intelligent CIO, Intelligent Tech Channels, Intelligent Data Centers and Trending Business Insights and among others.

STRATEGY

The W7Worldwide team had conducted a media relations exercise to secure mass coverage.

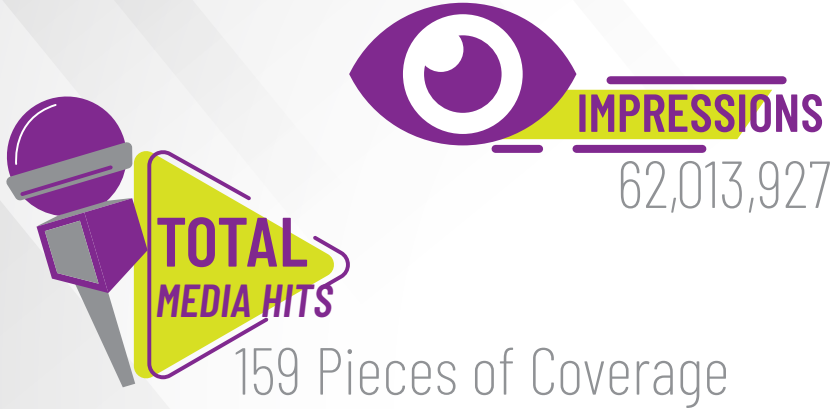
The W7Worldwide team had crafted a PRL outlining Nutanix to host a enterprise cloud conference in Saudi Arabia.

The W7Worldwide team conducted a media roundtable to further educate the people on cloud computing.

APPROACH

- The W7Worldwide team had crafted a PRL outlining Nutanix to host a enterprise cloud conference in Saudi Arabia.
- The W7Worldwide team conducted a media roundtable to further educate the people on cloud computing.
- The W7Worldwide team developed a PRL for highlighting the grand opening of Nutanix office in the Kingdom of Saudi Arabia.
- The team had conducted a media relations exercise before hand to identify the appropriate target audience.

IMPACT GENERATED



COVERAGE HIGHLIGHTS

الروبوت السعودية "صوفيا" تزور المملكة لحضور مؤتمر "نوتانيكس" للحوسبة السحابية

2 دقائق

عبدالله الغفيس 17 نوفمبر 2019



Nutanix Opens New Office In Saudi Arabia

Nutanix invests in new office, in addition to hiring resources in order to accelerate business growth

By CXO Staff On Nov 18, 2019



Share in f G t



"رقمنة" الاقتصاد تدفع الشركات الدولية المتخصصة للتوسع في السوق السعودية

21 نوفمبر 2019

شجع النمو الكبير في الطلب على خدمات تقنية المعلومات في السعودية مع التوجه الحكومي نحو تفعيل تطبيقات الاقتصاد الرقمي، وتعزيز قطاعات الحكومة والتجارة الإلكترونية، كبرى الشركات الدولية المتخصصة في هذا القطاع لزيادة استثماراتها وتوسعة نطاق أعمالها وزيادة أنشطتها في المملكة، لتلبية الطلب المتزايد من العملاء.

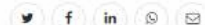
استقطاب الاستثمارات

By ITP Staff November 19, 2019

Nutanix reinforces its presence in Saudi Arabia

Nutanix invests in new office, in addition to hiring resources in order to accelerate business growth

By ITP Staff



بالابتكار من أهداف
العربية السعودية

ت على التوسع في
سحابية للمؤسسات
تقني، إضافة إلى



TURN CHANGE INTO OPPORTUNITY

OPENWORLD MIDDLE EAST 2020

MISSION

Oracle is an American multinational computer technology corporation that sells database software and technology, cloud engineered systems, and enterprise software products—particularly its own brands of database management systems.

“Oracle OpenWorld Middle East” took place 14th-15th January 2020 at the World Trade Centre in Dubai.

W7Worldwide were retained to translate the video of the main Keynote presentations into Arabic and adapt to maximise Oracle’s global and regional audience reach with Arabic speaking target audiences.

STRATEGY

In 2020, Oracle was the second-largest software company by revenue and market capitalization. Oracle’s mission is to help people see data in new ways, discover insights and unlock endless possibilities.

The company produces its global series of annual “Oracle OpenWorld” events, bringing together thought leading industry influencers and decision makers, discuss developments in the industry in the various world regions and educate the market on its latest technology solutions.

Communication is influenced by and influences culture; it is therefore essential to understand the unique culture of the Arabic language when developing communications messages and content.

APPROACH

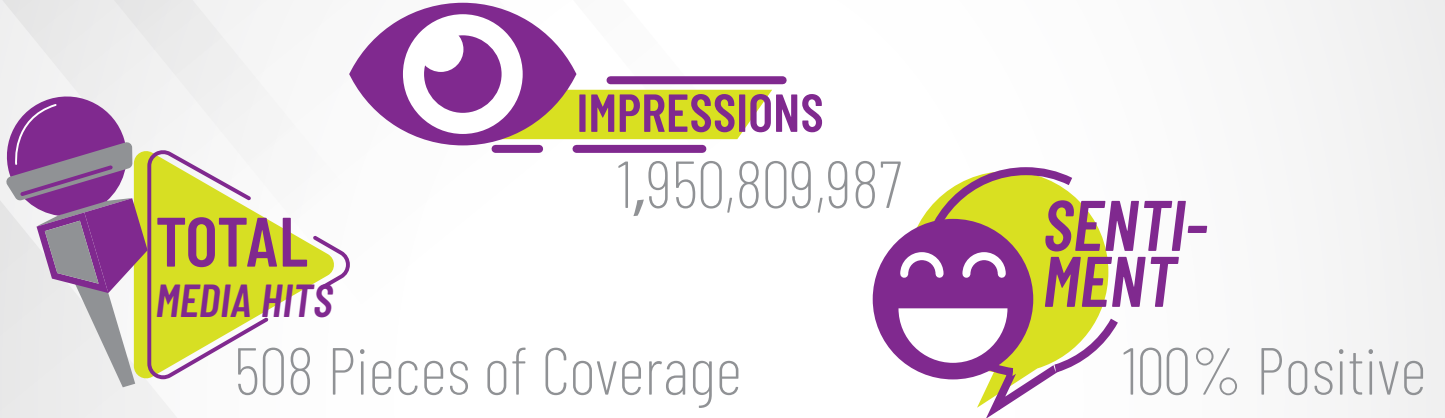
In order to translate the entire event in record time, our team divided the content into three major sections consisting of half an hour each.

The translation process was headed by a technical lead who remained closely involved throughout the process to ensure the transcribing was done right, particularly in respect of accuracy of specialist terminologies.

Our in-house creative team managed the syncing and execution of the translation.

The team extracted key messages of each section, Keynote and topic of the video and divided them among the in-house content developers and translators.

IMPACT GENERATED



COVERAGE HIGHLIGHTS

66% من الشركات السعودية تتوجه لخدمات البنية التحتية السحابية

للسحابة باتت تنعكس بوضوح اليوم من خلال المكاسب الناشئة عن تحسين



جدة: ياسر باعامر

نتائج دراسة

التكنولوجيا وتقنية المعلومات | الأحد 18 فبراير، 2018 6:55 صباحاً |

طلب متزايد على البنية التحتية السحابية



أكدت Oracle عن تزايد الطلب على تأسيس البنية التحتية السحابية إقليمياً ودولياً، باعتبارها أهم ملامح مستقبل تقنية المعلومات سيساهم في خفض تكاليف المخاطرة، وزيادة التنافس بصورة غير مسبقة مع استمرار التوسع بمراكز البيانات العالمية.

وكشفت عن خطط توسع جديدة لها بافتتاح 12 مركز إقليمي للبيانات وتوسعة خدمات سحابة Oracle المتاحة عبر آسيا وأوروبا لتعزيز مكانتها الرائدة، لتقديم مجموعة من الخدمات السحابية، "البرمجيات كخدمة" و"المنصات كخدمة" و"البنية التحتية كخدمة".

Moving to IaaS fundamental to remaining competitive: Oracle Study

by enterpriseitworld | November 2, 2017 | 423

SHARE



Research reveals benefits of Cloud Infrastructure established as a clear differentiator

The proportion of Indian businesses reaping the rewards of embracing cloud infrastructure services has increased significantly in the last quarter, according to a global survey of 1,610 IT professionals. Just over three quarters of respondents (77 percent), believe Infrastructure as a Service (IaaS) makes it easier for businesses to innovate. The

امتثال الشركات للحماية سبيل نجاحها في الاقتصاد القائم على البيانات

حماية البيانات

التداعيات السلبية

جدة: ياسر باعامر

حث خبراء تقنيي الشركات على أن تولي مكانة



BAREFOOT LUXURY

COMMITTED TO THE KINGDOM'S PEOPLE & ENVIRONMENT

MISSION

Soneva is a world leading, award-winning sustainable luxury resort operator in the Maldives and the original 'Barefoot Luxury' brand.

With no tangible presence in the Saudi market, W7Worldwide created a fully integrated and targeted communications strategy to introduce the concept to relevant target audiences as an aspirational and experiential dream destination.

We needed to introduce and highlight a new concept for luxury and opulence along the tracks of "less is more" especially that in Saudi Arabia luxury is synonymous with gold and marble.

STRATEGY

Soneva offers responsible tourism with Intelligent Luxury in mind.

The company believes that luxury is about reconnecting with oneself and the natural environment. The mission is to create experiences for guests that provide real luxury in a sustainable manner and are meaningful, rare, and memorable.

Building on the Kingdom's own vision for sustainability and an environmental conscious approach, W7Worldwide sought to tie the Soneva's approach to the environment with that of the country in order to create and establish a bridge that relates to the Saudi targeted audience.

We worked towards reflecting the acronym SLOW LIFE

(Sustainable-Local-Organic-Wellness-Learning-Inspiring-Fun-Experiences) Soneva's philosophy on our communication.

APPROACH

W7Worldwide team researched the best opportunities to highlight the brand and reach a wide range of the targeted audience and public.

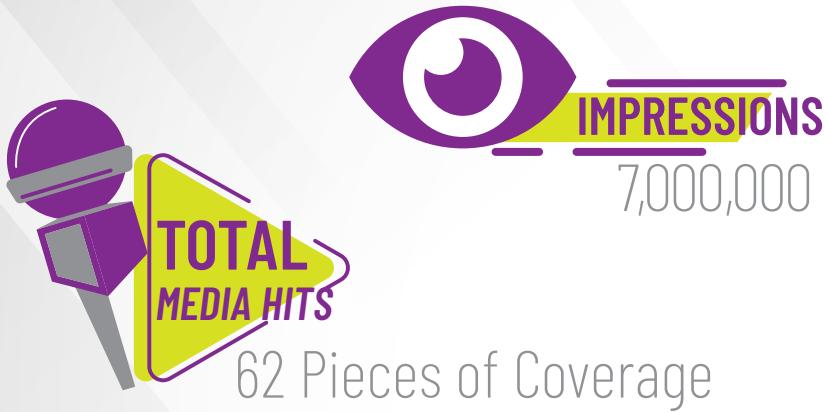
The team decided the right strategy to bring the Soneva experience alive, was to educate the target audience about Soneva's history, its mission and philosophy.

W7Worldwide targeted the specialized outlets that would appeal to our target audience.

We also extended our reach to high profile TV coverage namely, MBC action.

We identified one of the most renowned TV shows on the popular 'MBC Action' channel called Eish al Door, who were filming new episodes for their Season 3, as the perfect platform for our campaign.

IMPACT GENERATED



COVERAGE HIGHLIGHTS



THANK YOU



WORLDWIDE

For more information:



@w7worldwide

Our Official Website:
www.w7worldwide.com