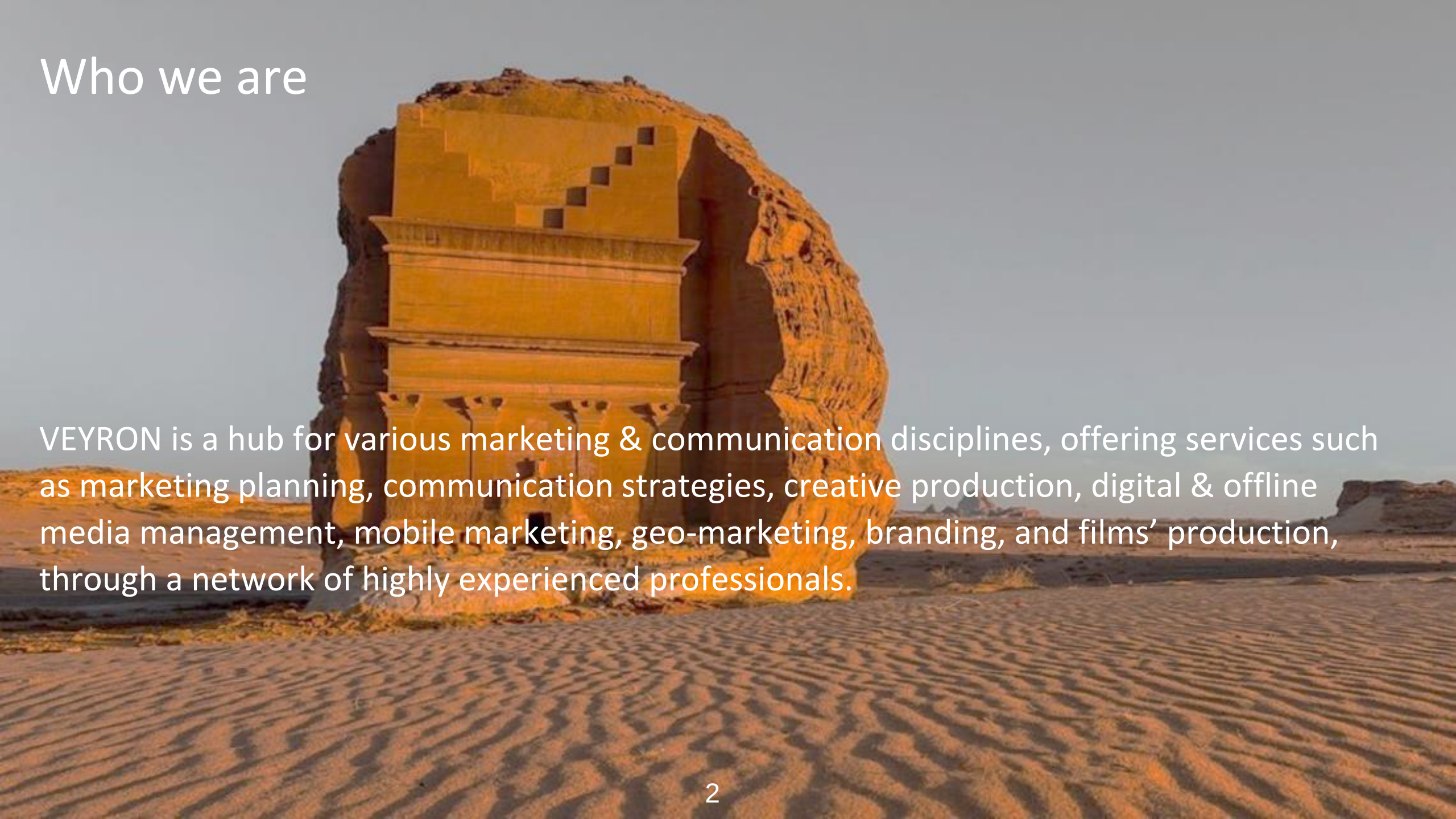
VEYRON MARKETING CO & JOY PRODUCTION.

JAN 2024

Company Profile

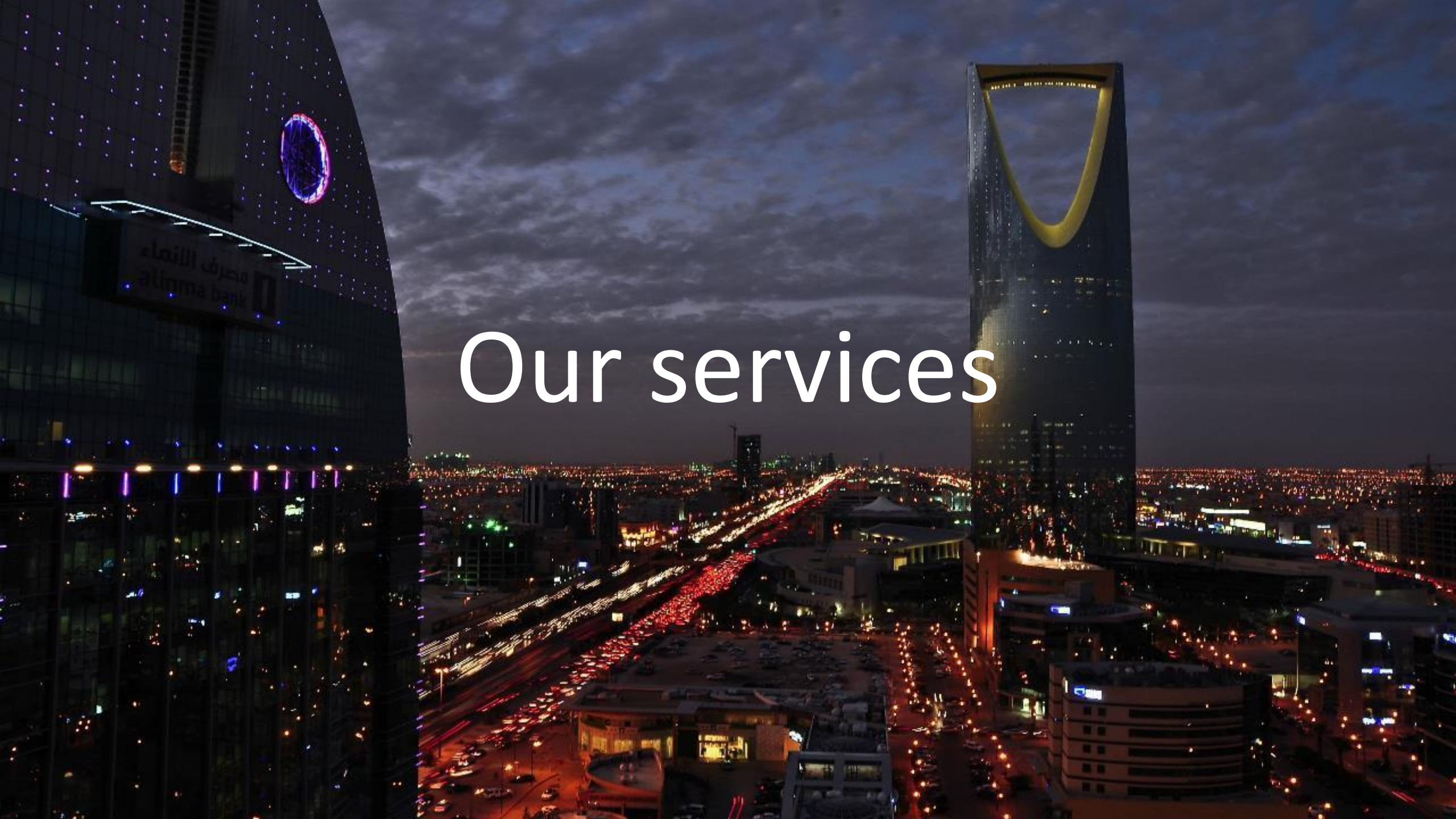
Who we are



VEYRON is a hub for various marketing & communication disciplines, offering services such as marketing planning, communication strategies, creative production, digital & offline media management, mobile marketing, geo-marketing, branding, and films' production, through a network of highly experienced professionals.

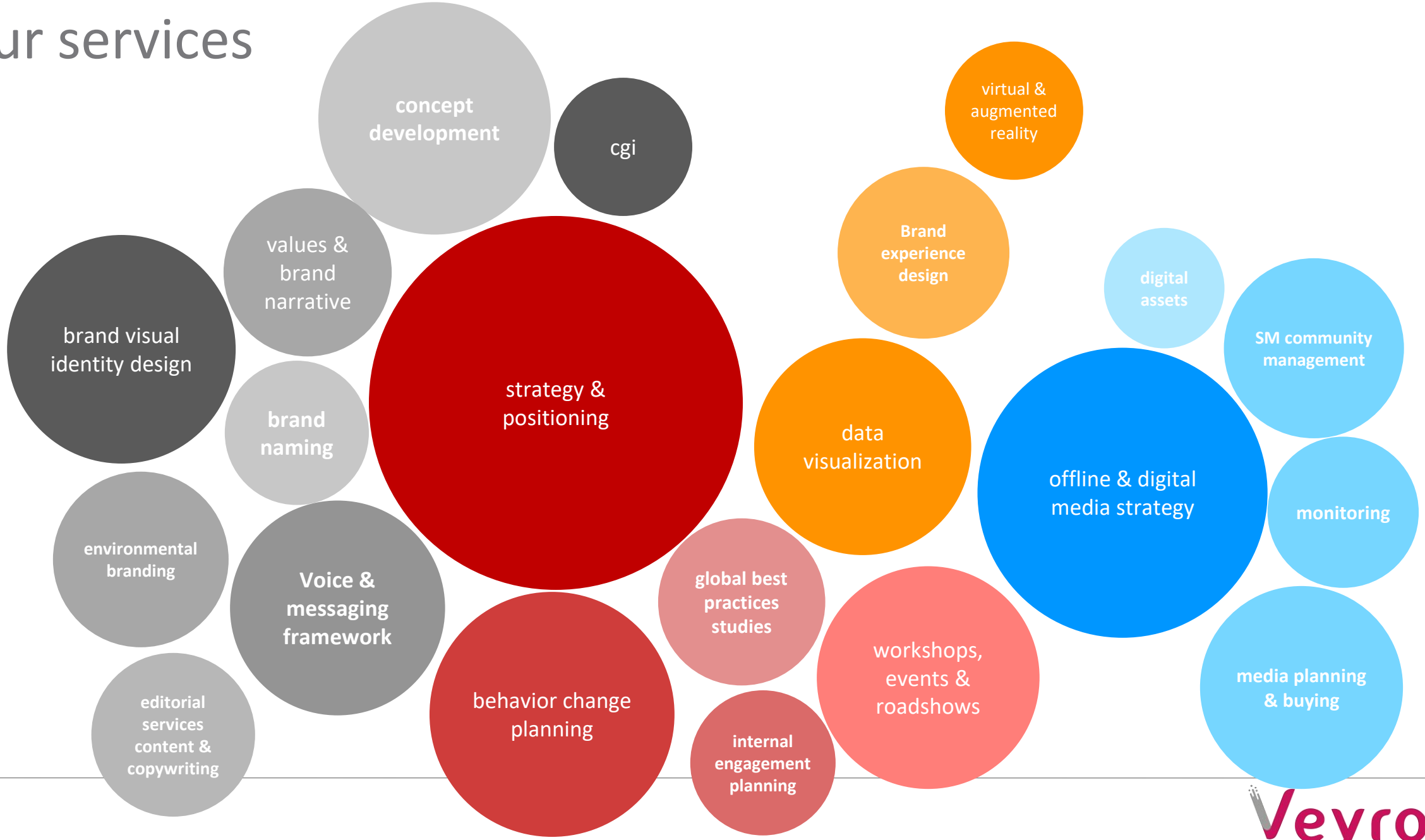
We work with some *of the most diverse & ambitious brands*

Veyron
marketing



Our services

Our services



Veyron marketing

26 FTE In total, our team has 125+ years of experience

Management

Salim Majzoub
CMO

Mohammad AL Esmail
CEO

Zaher Hatoum
GM, Planning & Performance

Business Planning & Management

Raaid Mukkolakal
Planning Director

Sami Moubayed
Planning Director

Ahmad Metwali
Senior Business Manager

Lamis Al Shahwan
Digital Manager

Haya Mahfouz
Planner

Fatima Alrashid
Digital & Performance Executive

Communication & Performance Management

Nour Cherif
Communication Manager

Yasser Abu Hajjar
BD Manager

Adib Samaha
Senior Business Manager

Nouf Al Saud
Senior Digital & Performance Associate

Lujain Al Madi
Associate

Asaad Al Zoghbi
Digital Business Director

Ahmed Al Mutlaq
Team Leader

Al Anoud Al Mehsen
Senior Associate

Lama Albluwi
Team Leader- People & Culture

Lamia Alsaif
Digital & Performance Executive

Business Support

Mohmmed Fouad
Finance Director

Rico de los Reyes
Finance Manager

Emtiaz Mohammad
Finance Senior Executive

Mohammad Fasiullah
Accountant

Sultan Bazuhair
HR Manager

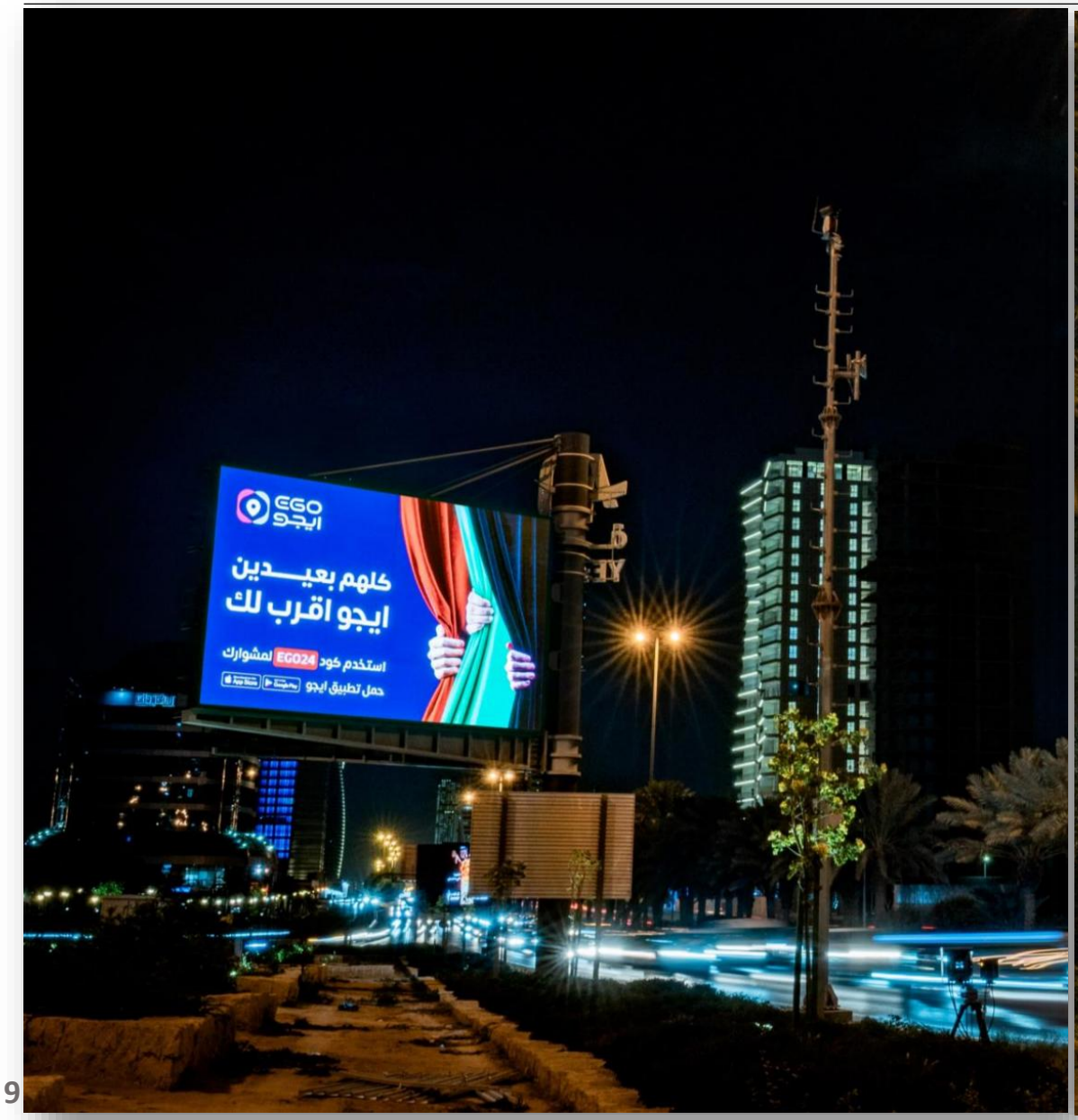
5 Remote FTE
Operation

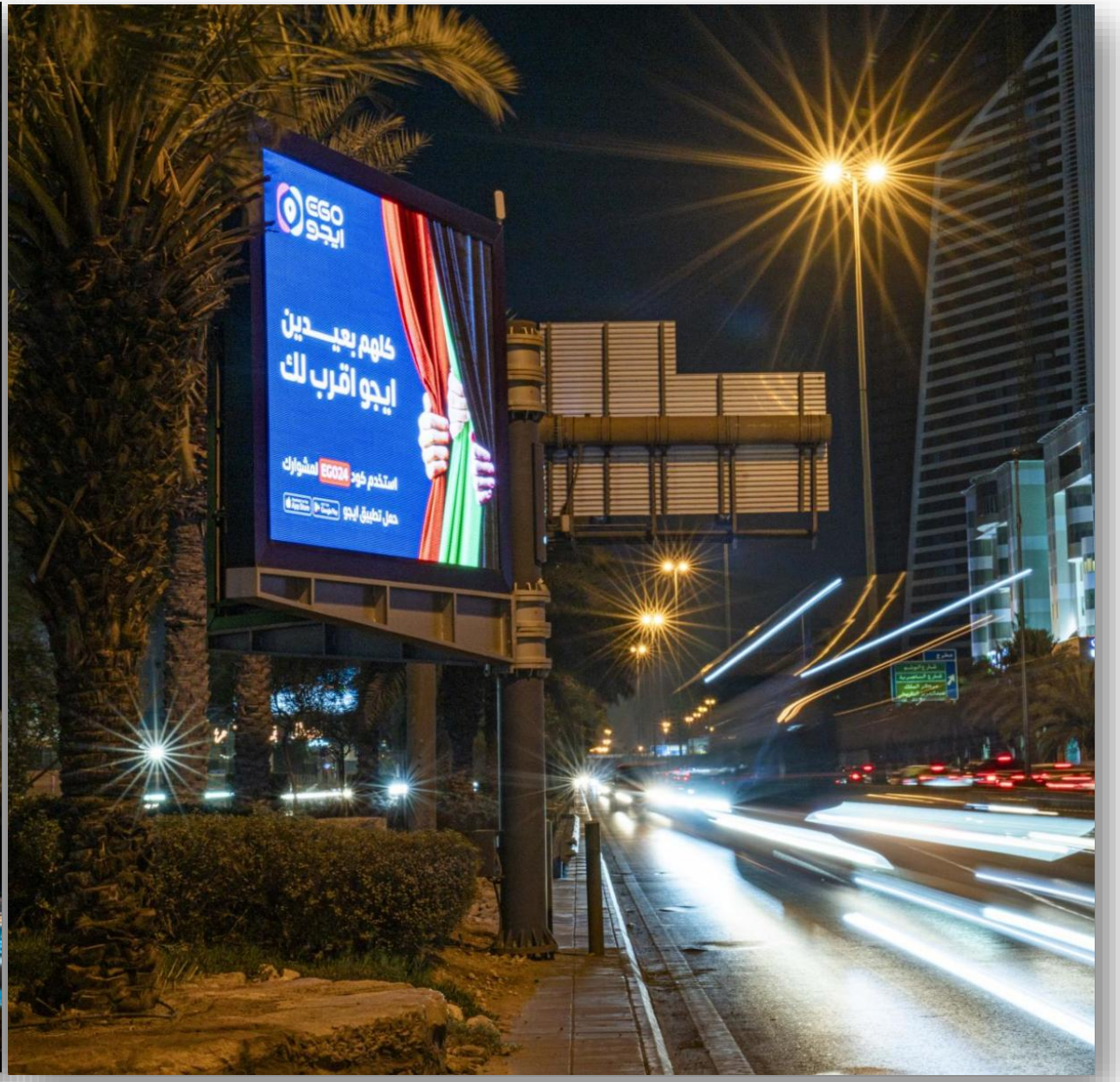
Veyron marketing

References From Recent Work & Performance

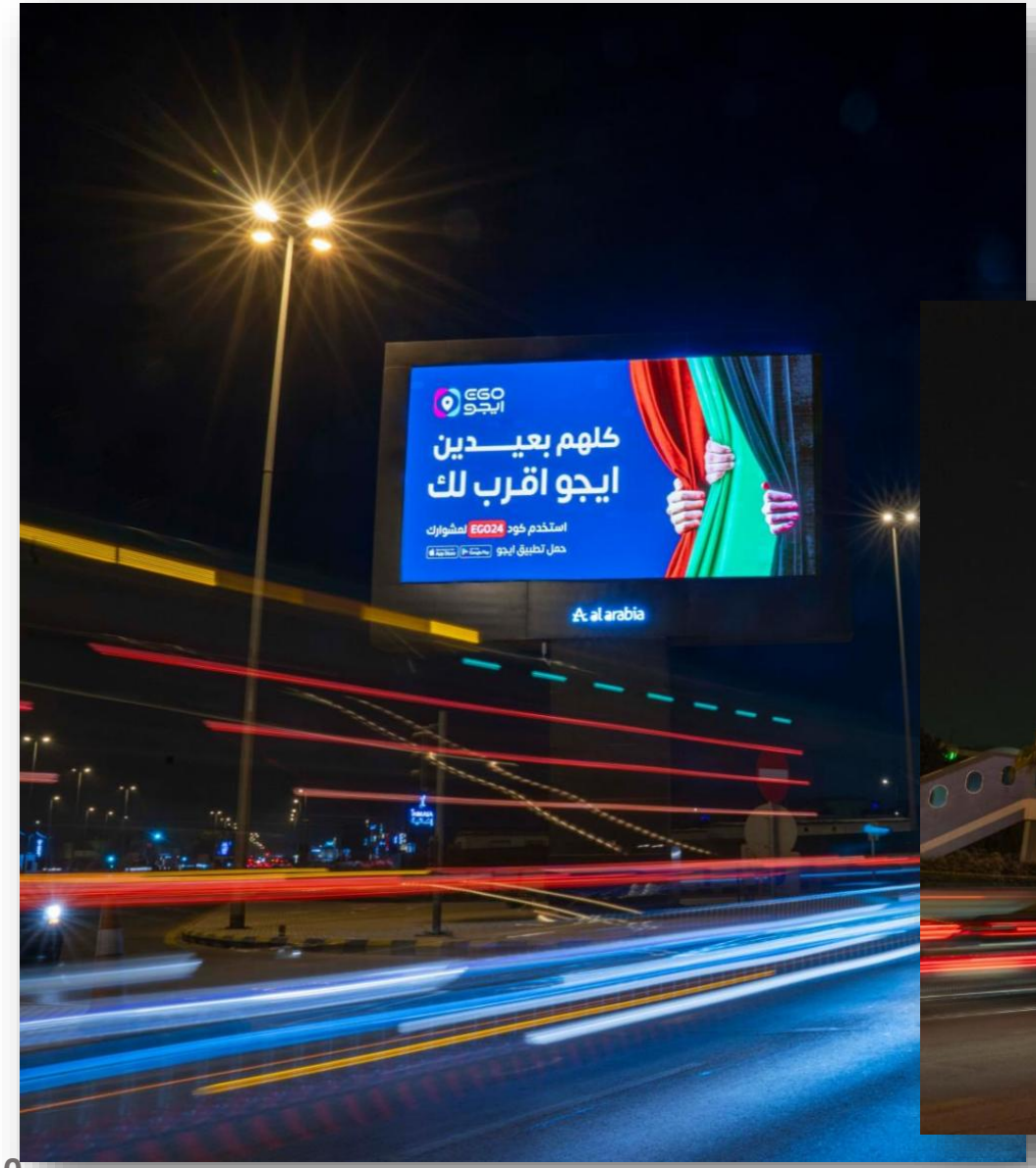
Ego Integrated Campaign Jan 2024

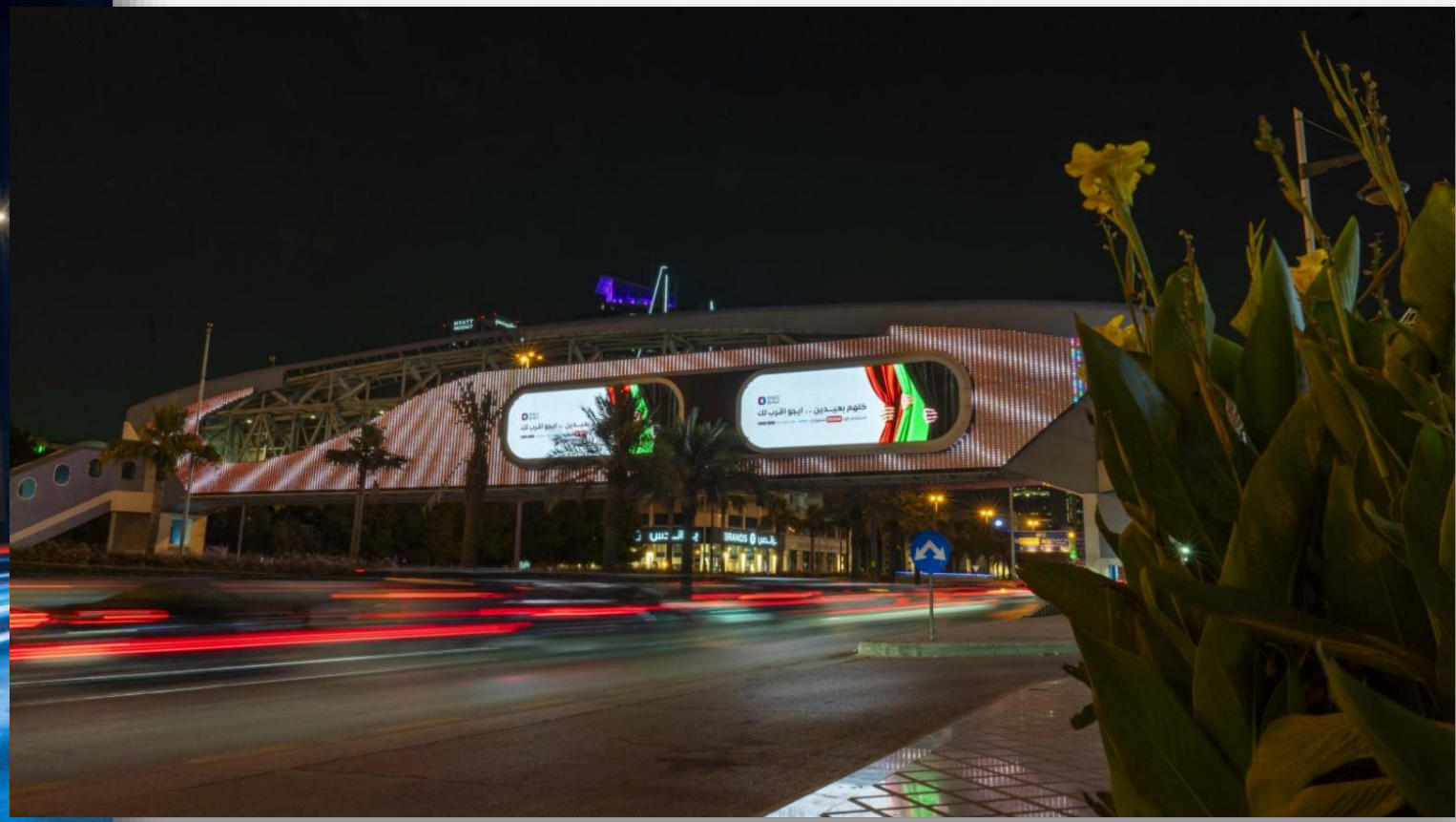
Ego Integrated Campaign Jan 2024





Ego Integrated Campaign Jan 2024





Cyber Security Campaign لا تفتح مجال October 2023

Cyber Security Campaign لا تفتح مجال October 2023

https://x.com/NCA_KSA/status/1708497000675844244?s=20

برنامج "صنع في السعودية" - Made in Saudi Campaign October 2023

https://twitter.com/i/status/1711428287837180108

https://x.com/KFSHRC/status/1627627589203542016?s=20

https://x.com/TDF_SA/status/1704593292254388464?s=20

https://x.com/NDF/status/1704489736809685168?s=20

الجوائز الثقافية الوطنية- Sep 2023 Campaign

https://x.com/CultureAwardSA/status/1697615646765338823?s=20

صندوق التنمية الوطني - Brand Launch Campaign Aug & Sep 2023

صندوق التنمية الوطني - Brand Launch Campaign Aug & Sep 2023

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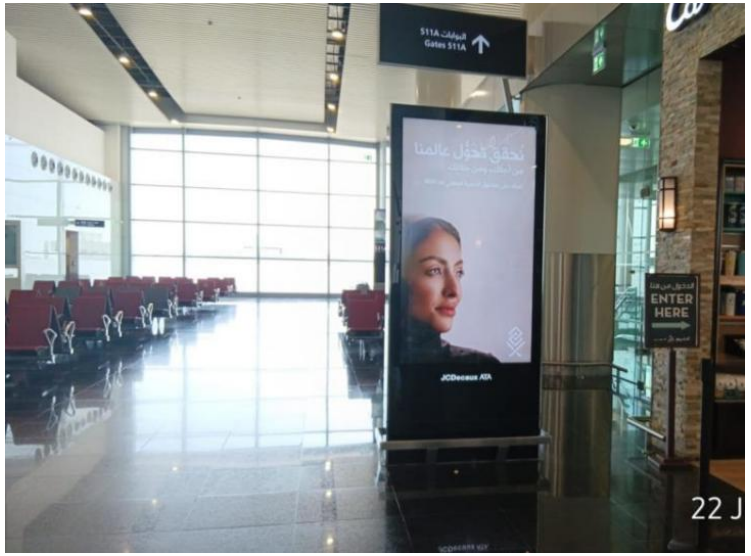
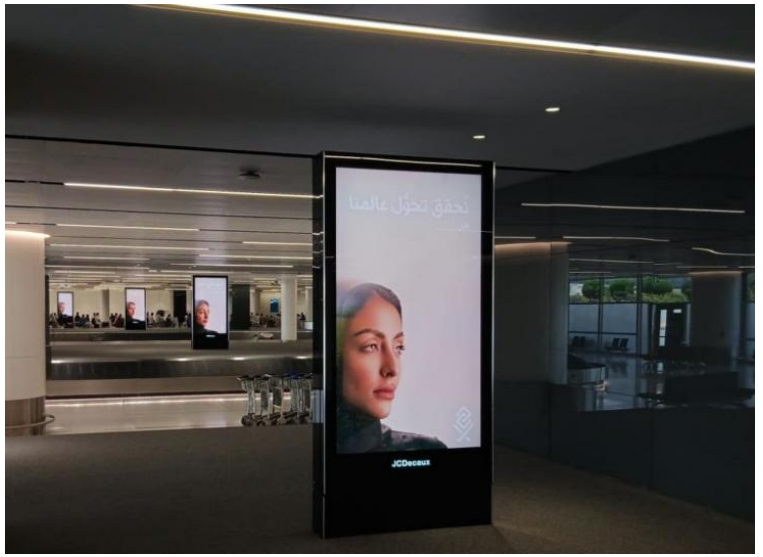
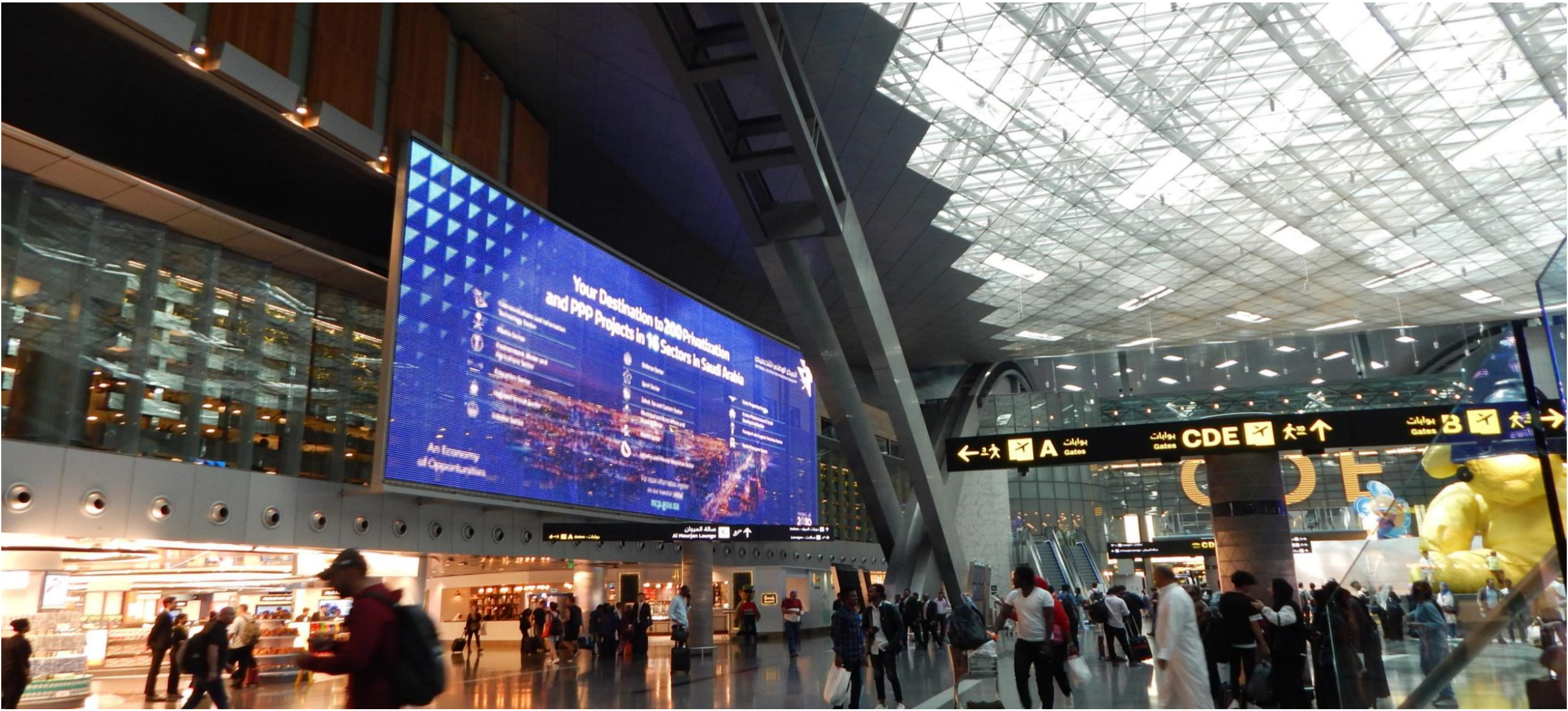




Doha Airport

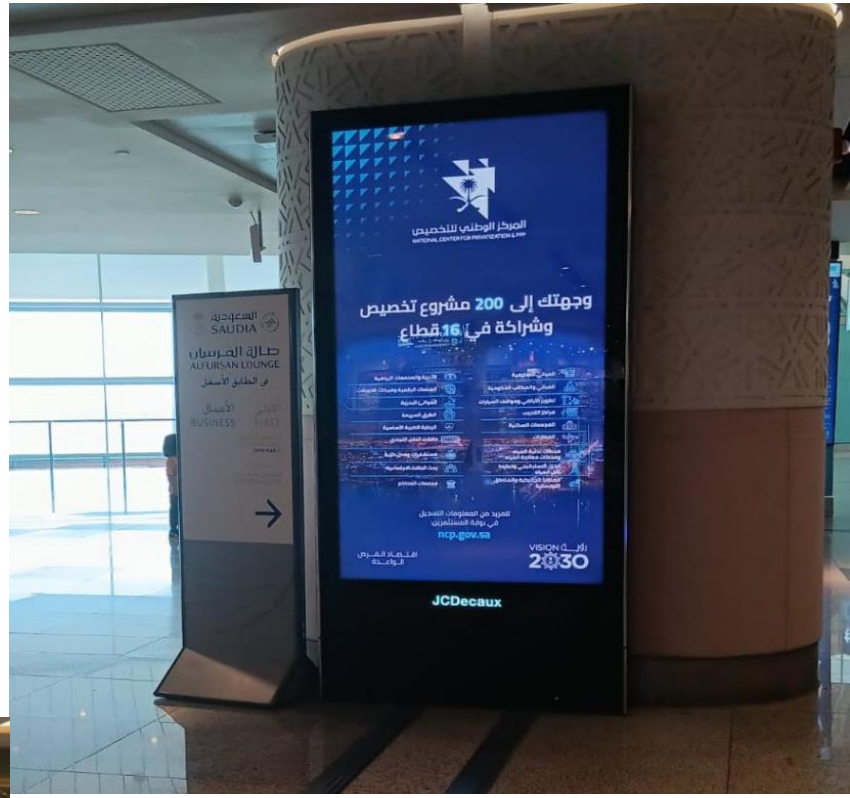
Doha Airport



Madrid Airport

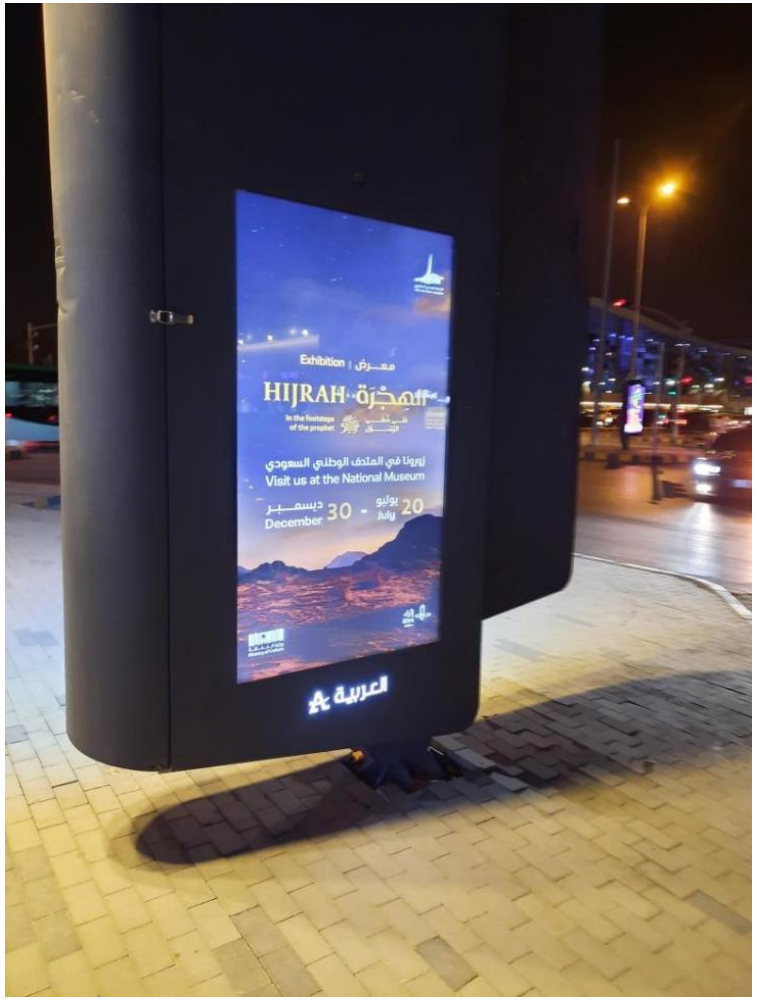
Abudhabi Airport

Tanfeethi Lounges



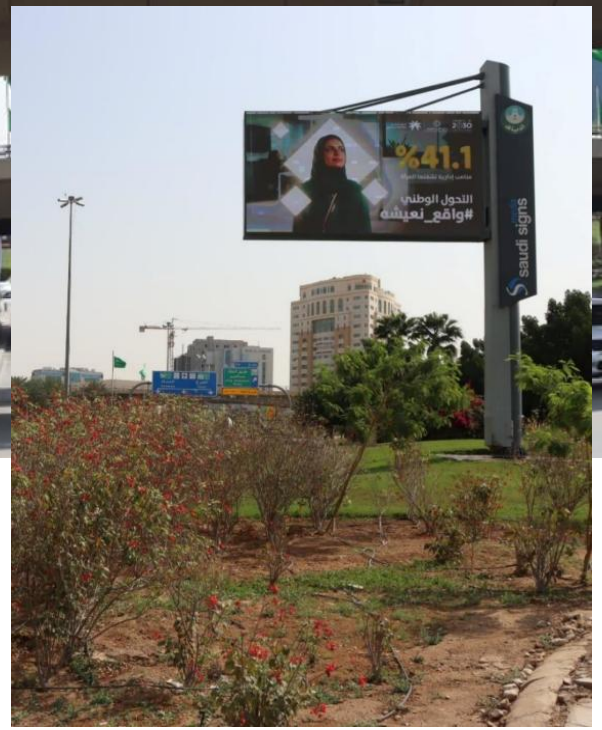
الهجرة: على خطى الرسول ﷺ Ministry of Culture Aug 2023

وزارة الثقافة
Ministry of Culture

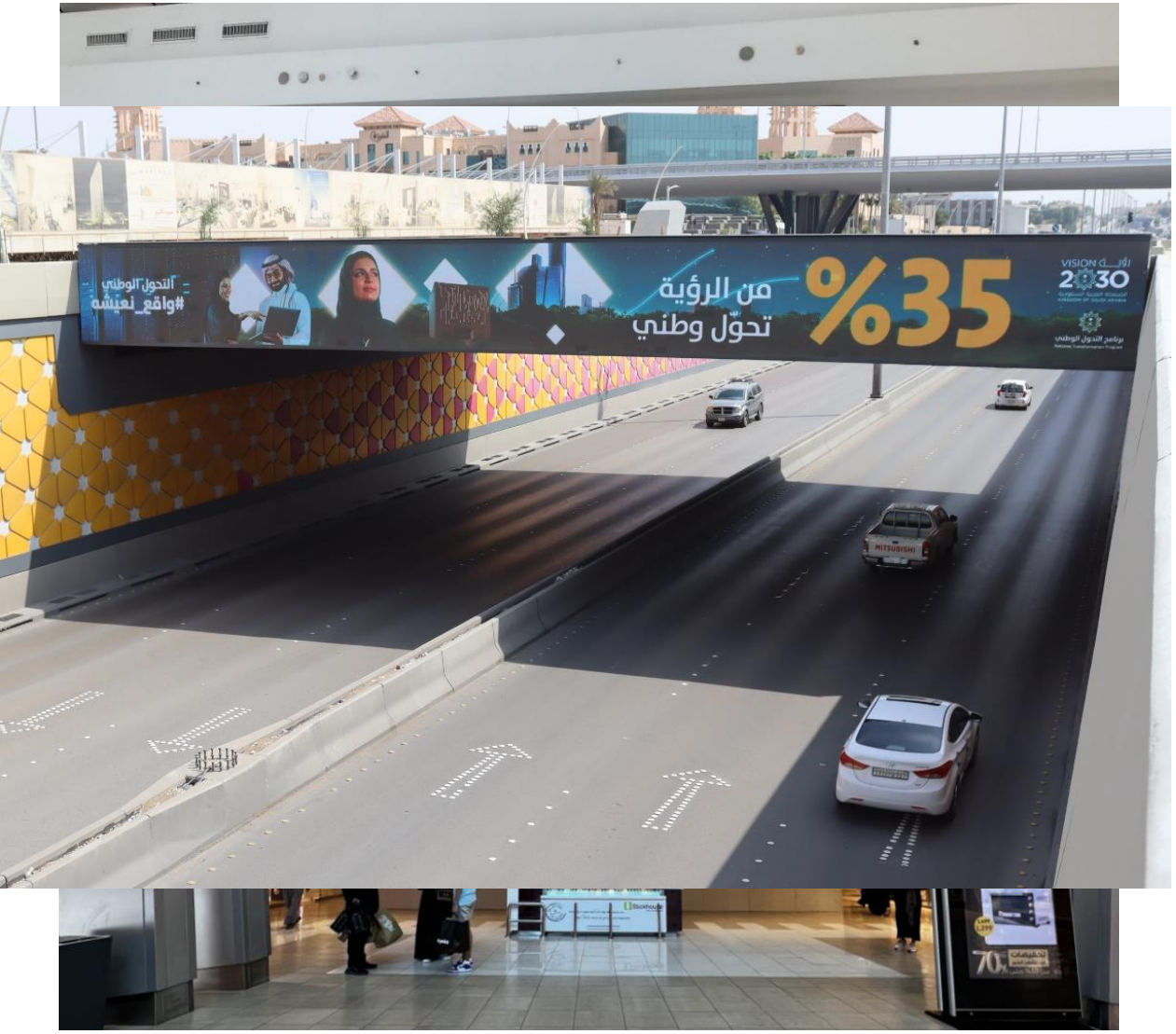


التحول الوطني
#واقع_نعيشه
من الرؤية
تحوّل وطني
%35
برنامج التحول الوطني
National Transformation Program
رؤية VISION 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA
King Salm

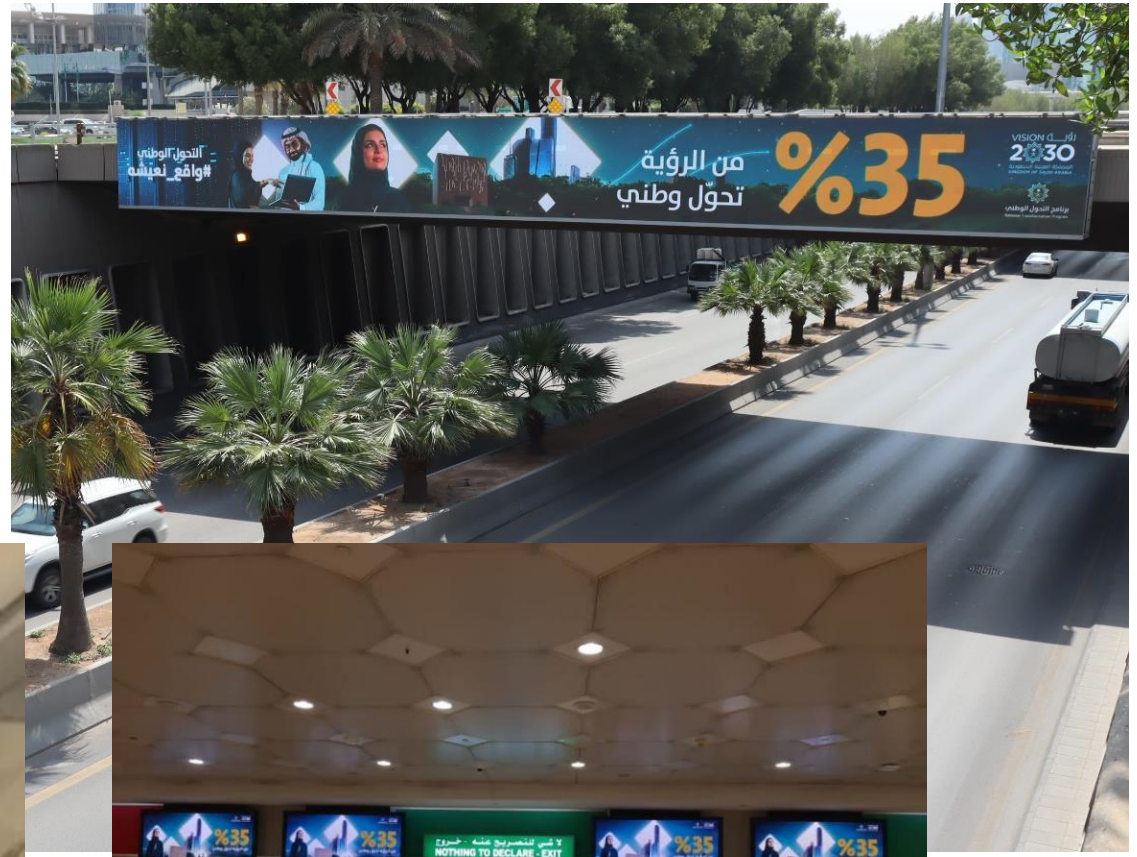
%98
التحول الوطني
#واقع_نعيشه
saudi signs

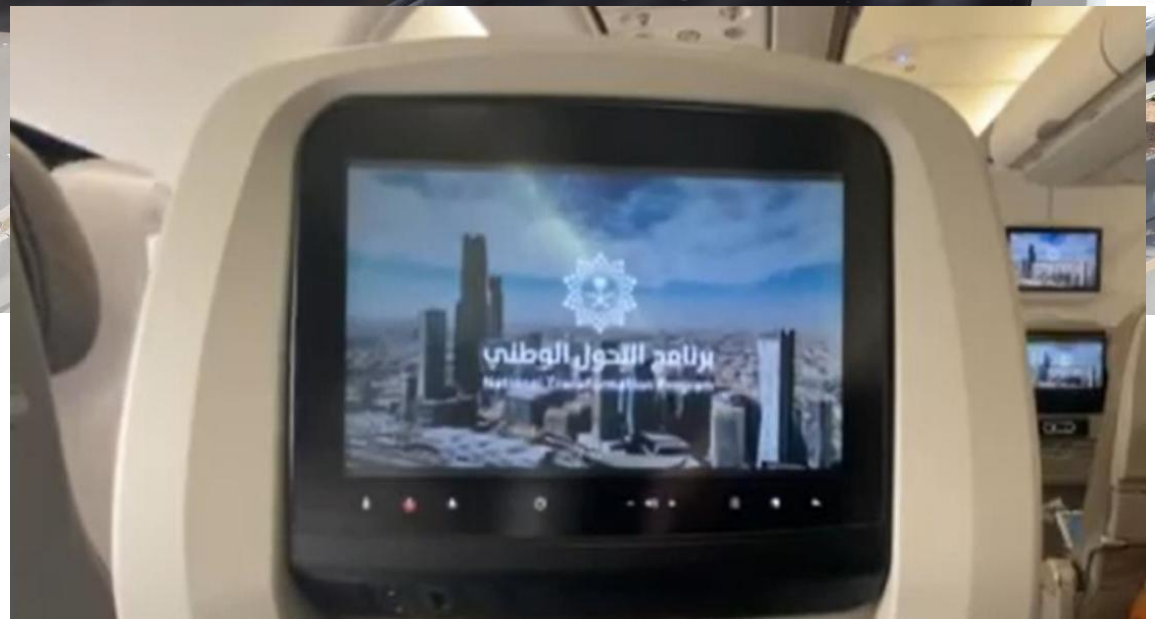

%41.1
التحول الوطني
#واقع_نعيشه
saudi signs

برنامج التحول الوطني Awareness Campaign July 2023

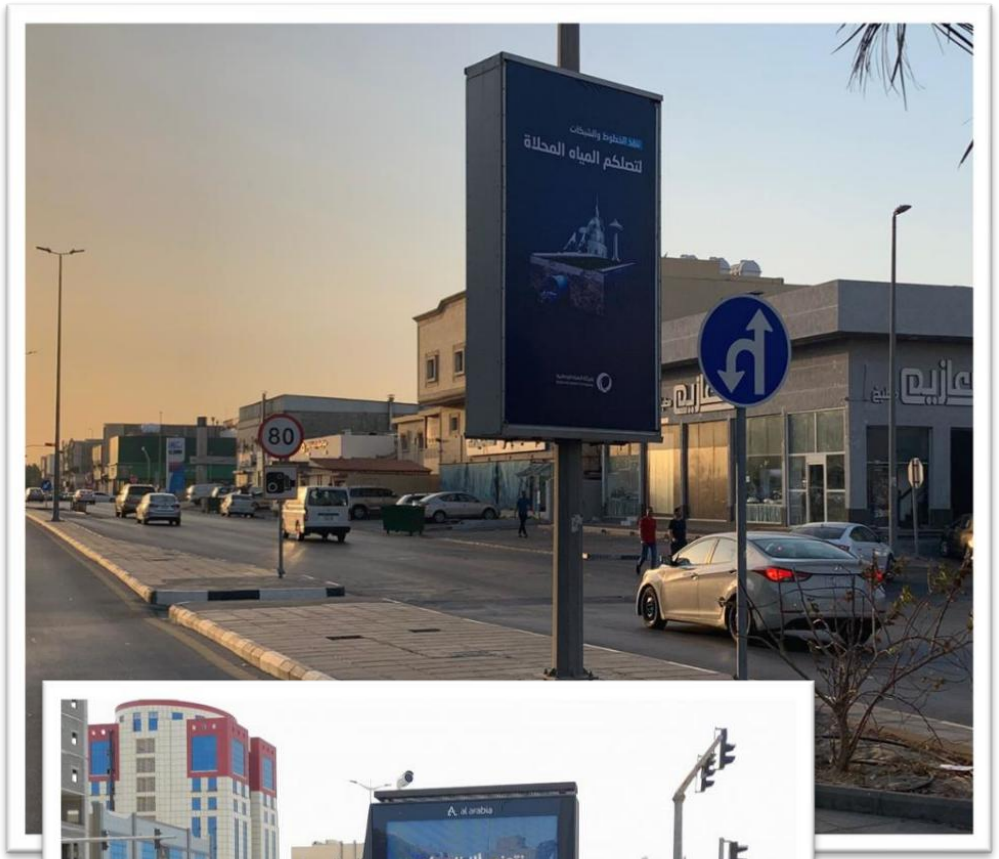


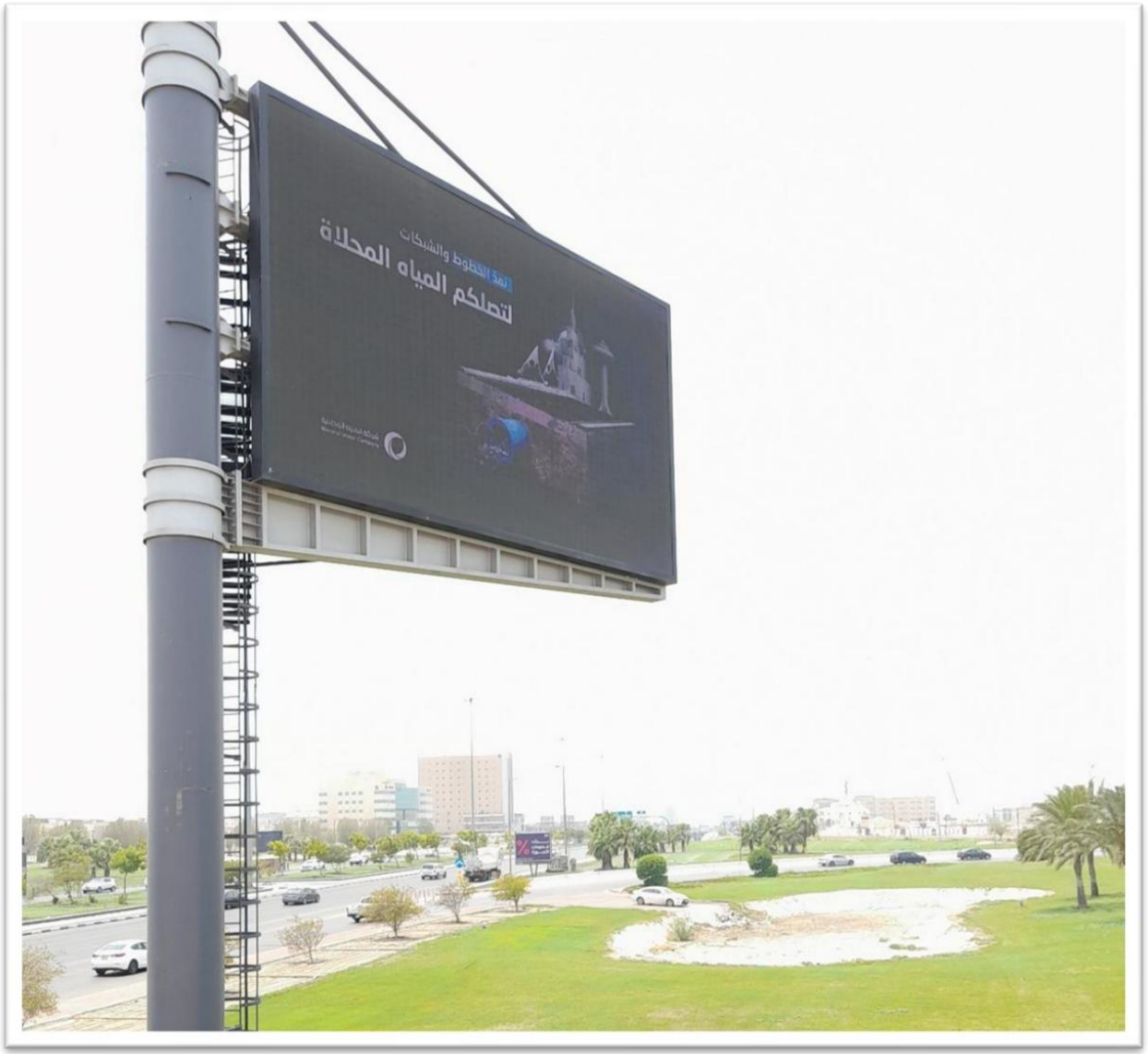
برنامج التحول الوطني Awareness Campaign July 2023



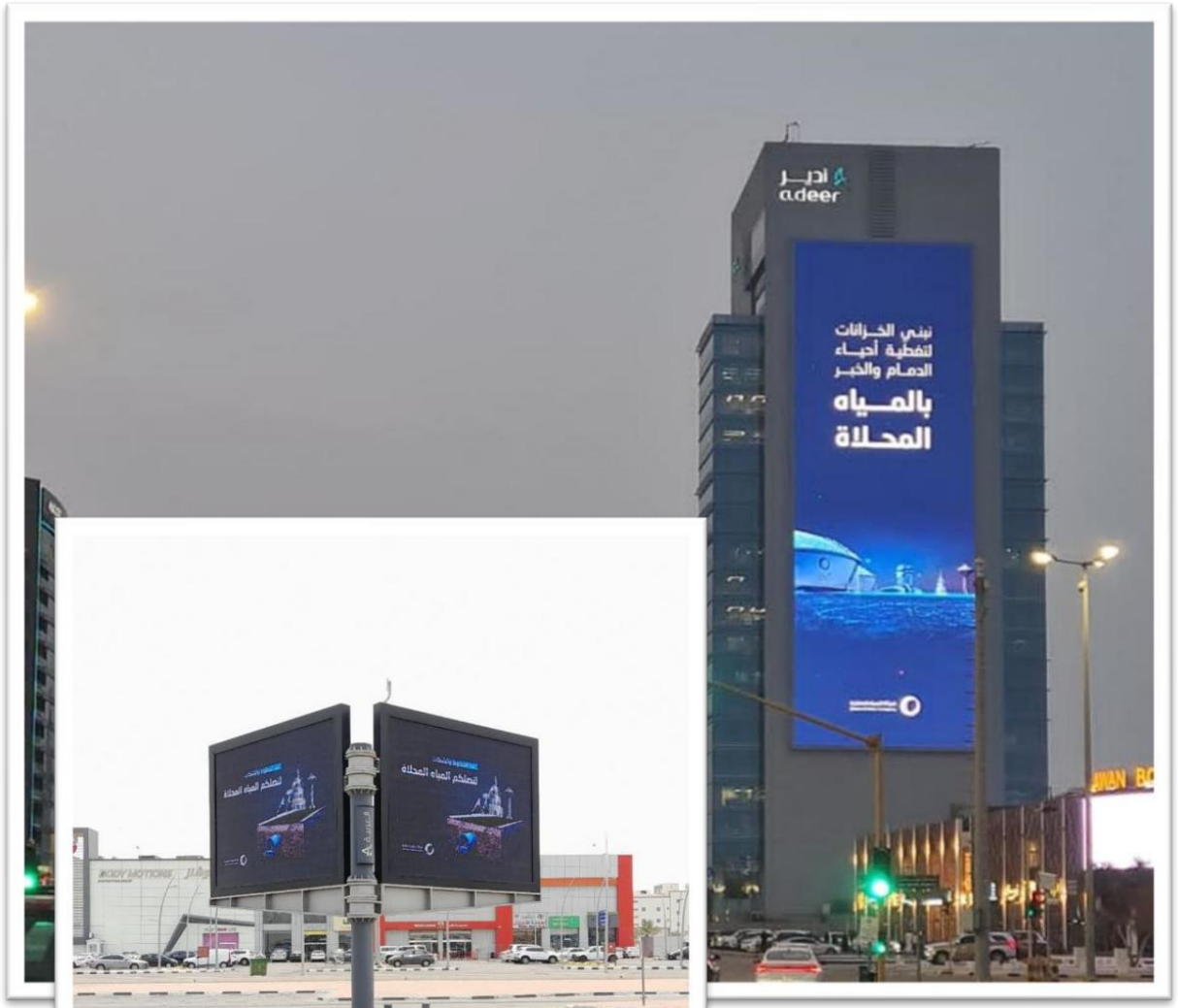


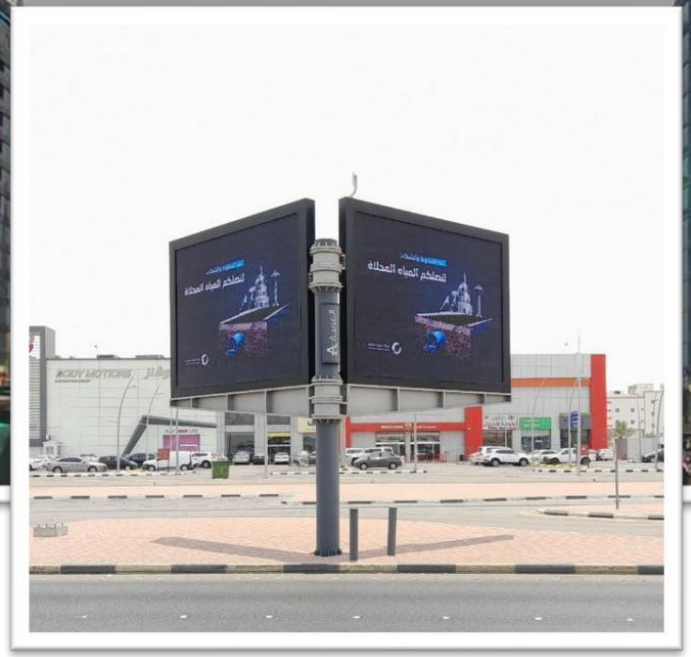
NWC Eastern Province Campaign August 2023

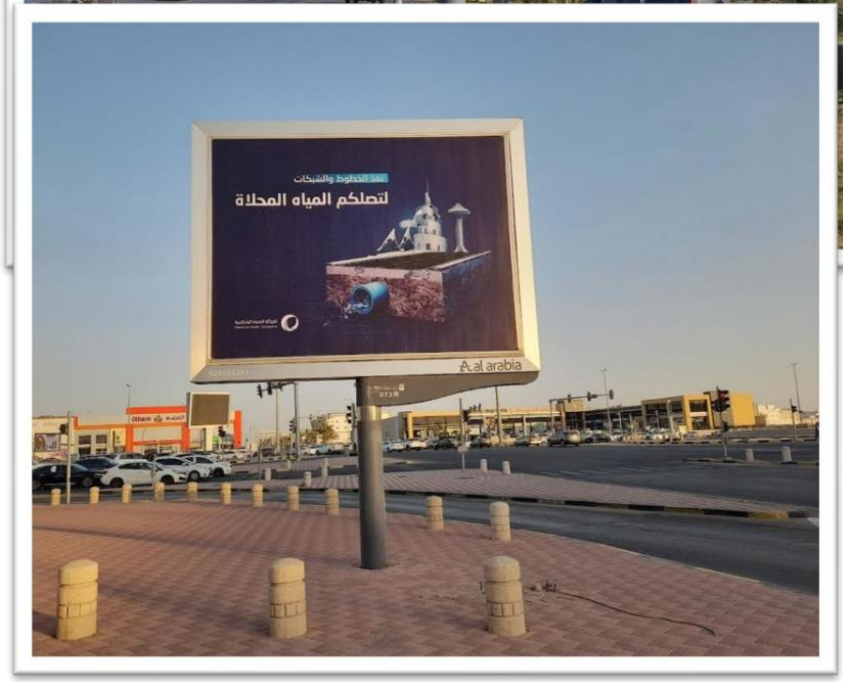




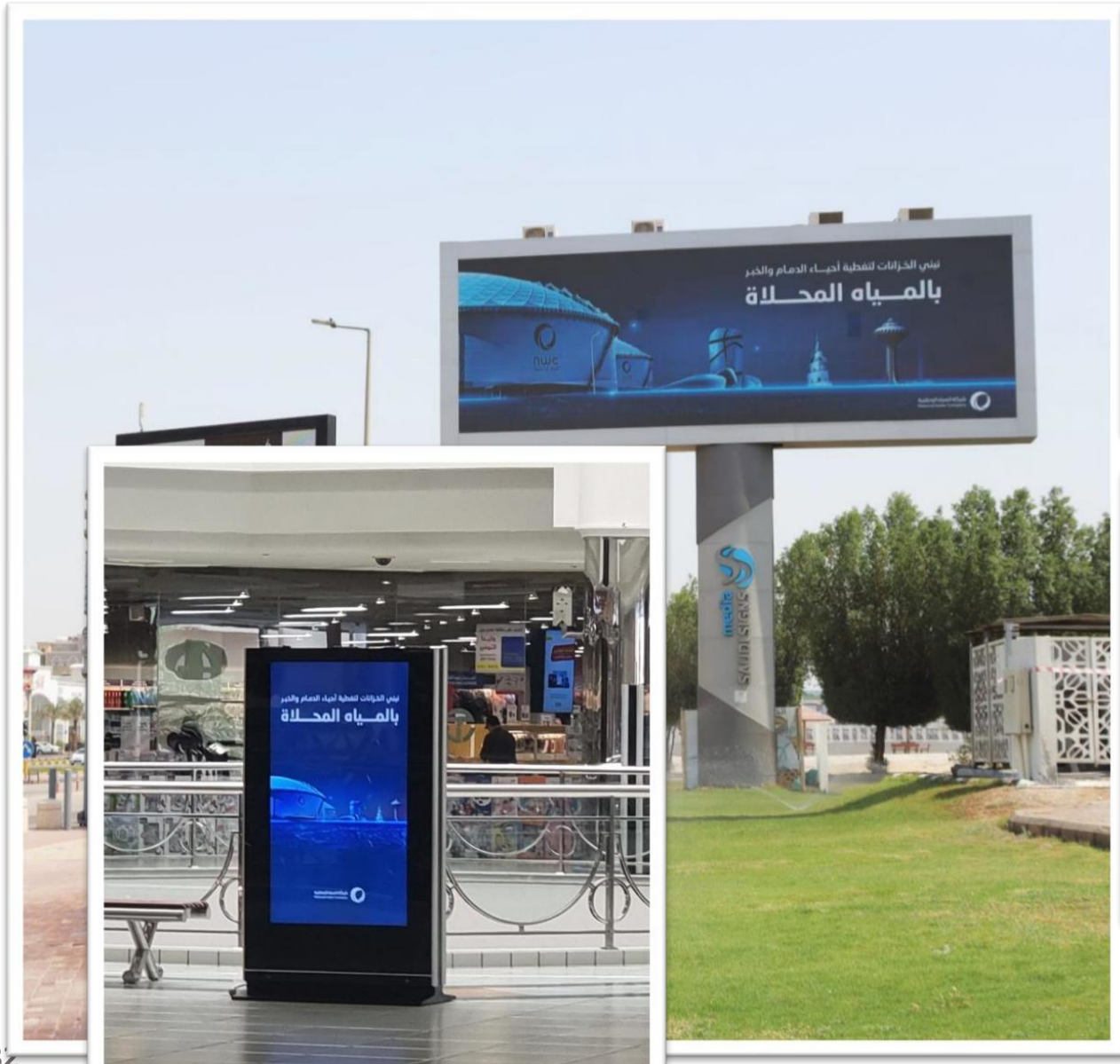
NWC Eastern Province Campaign August 2023

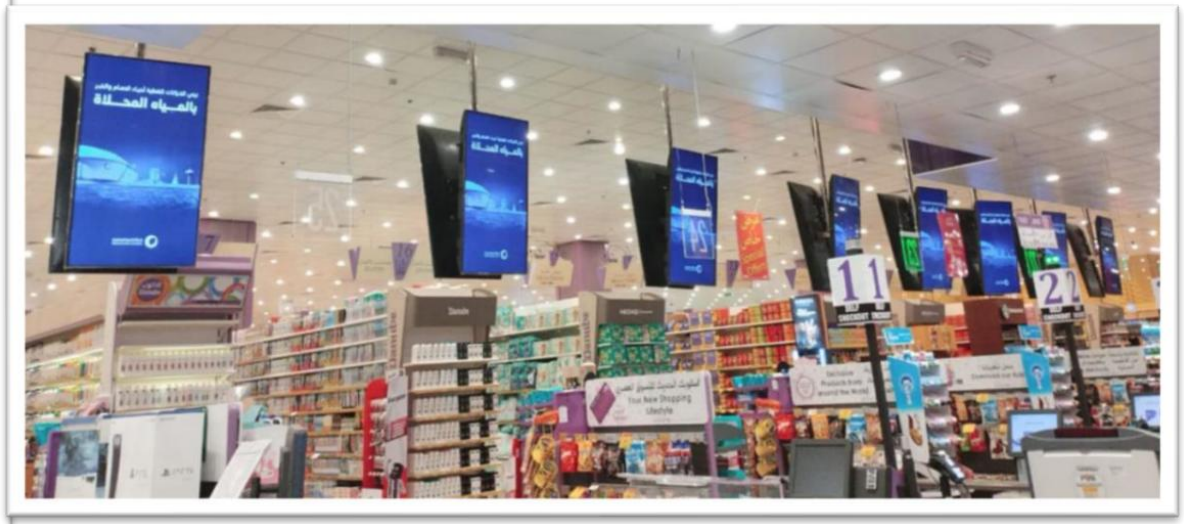






NWC Eastern Province Campaign August 2023





NWC Eastern Province Campaign August 2023

Veyron marketing

هاشتاق السعودية

هاشتاق السعودية
@HashKSA

شركة المياه الوطنية تعلنها:

الدمام والخبر والجبيل والأحساء والقطيف ستكون مغطاة بالمياه المحلاة وبضخ متواصل 24/7.

Translate post

شركة المياه الوطنية @nwc_media · Aug 7
نبني الخزانات في المنطقة الشرقية..
لنملأها بالمياه المحلاة

6:59 PM · Aug 7, 2023 · **195.7K** Views

عبدالله البرقاوي

عبدالله البرقاوي
@albargawy

📌منذ البارحة يتداول خبر عمل شركة المياه الوطنية على استكمال مشاريع إيصال المياه المحلاة لكافة أحياء الشرقية.. لكن هذا ليس الخبر الوحيد، إذ سيكون ضخ الشركة للمياه في هذه الأحياء مستمر طوال اليوم

Translate post

شركة المياه الوطنية @nwc_media · Aug 7
نبني الخزانات في المنطقة الشرقية..
لنملأها بالمياه المحلاة

7:16 PM · Aug 7, 2023 · **53.1K** Views

صوت الشرقية

صوت الشرقية
@Sharqiya_Voice

بشارة لأهل الشرقية ..

شركة المياه الوطنية تستكمل مشاريعها لإيصال المياه المحلاة لكل أحياء المنطقة

Translate post

شركة المياه الوطنية @nwc_media · Aug 7
نبني الخزانات في المنطقة الشرقية..
لنملأها بالمياه المحلاة

7:34 PM · Aug 7, 2023 · **23.4K** Views

NWC Eastern Province Campaign August 2023

Veyron marketing

غادة العيدي

عمر الملحم

ثنيان خالد

NWC Eastern Province Campaign August 2023

Teads – حملة باقي مناطق المملكة

نسبة التفاعل	معيار التفاعل	عدد مرات التفاعل	عدد مرات الظهور
0.16%	0.25%	2,095	1,322,166

- بلغت عدد مرات الظهور المتحصلة من الحملة 1,322,166.
- بلغ عدد مرات التفاعل 2,095 ويمثل نسبة 0.16% من عدد مرات الظهور

❖ التفاعل يعبر عن: نقره على الرابط.

كووورة – حملة باقي مناطق المملكة

نسبة التفاعل	معيار التفاعل	عدد مرات التفاعل	عدد مرات الظهور
0.05%	0.15%	365	810,487

- بلغت عدد مرات الظهور المتحصلة من الحملة 810,487.
- بلغ عدد مرات التفاعل 365 ويمثل نسبة 0.05% من عدد مرات الظهور

❖ التفاعل يعبر عن: نقره على الرابط.

تيكتوك – حملة باقي مناطق المملكة

نسبة التفاعل	معيار التفاعل	عدد مرات التفاعل	عدد مرات الظهور
0.07%	0.10%	7,176	10,459,655

- بلغت عدد مرات الظهور المتحصلة من الحملة 10,459,655.
- بلغ عدد مرات التفاعل 7,176 ويمثل نسبة 0.07% من عدد مرات الظهور

❖ التفاعل يعبر عن: نقره على الرابط.

لينكدإن – حملة باقي مناطق المملكة

نسبة التفاعل	معيار التفاعل	عدد مرات التفاعل	عدد مرات الظهور
0.27%	0.50%	2,575	969,593

- بلغت عدد مرات الظهور المتحصلة من الحملة 969,593.
- بلغ عدد مرات التفاعل 2,575 ويمثل نسبة 0.27% من عدد مرات الظهور

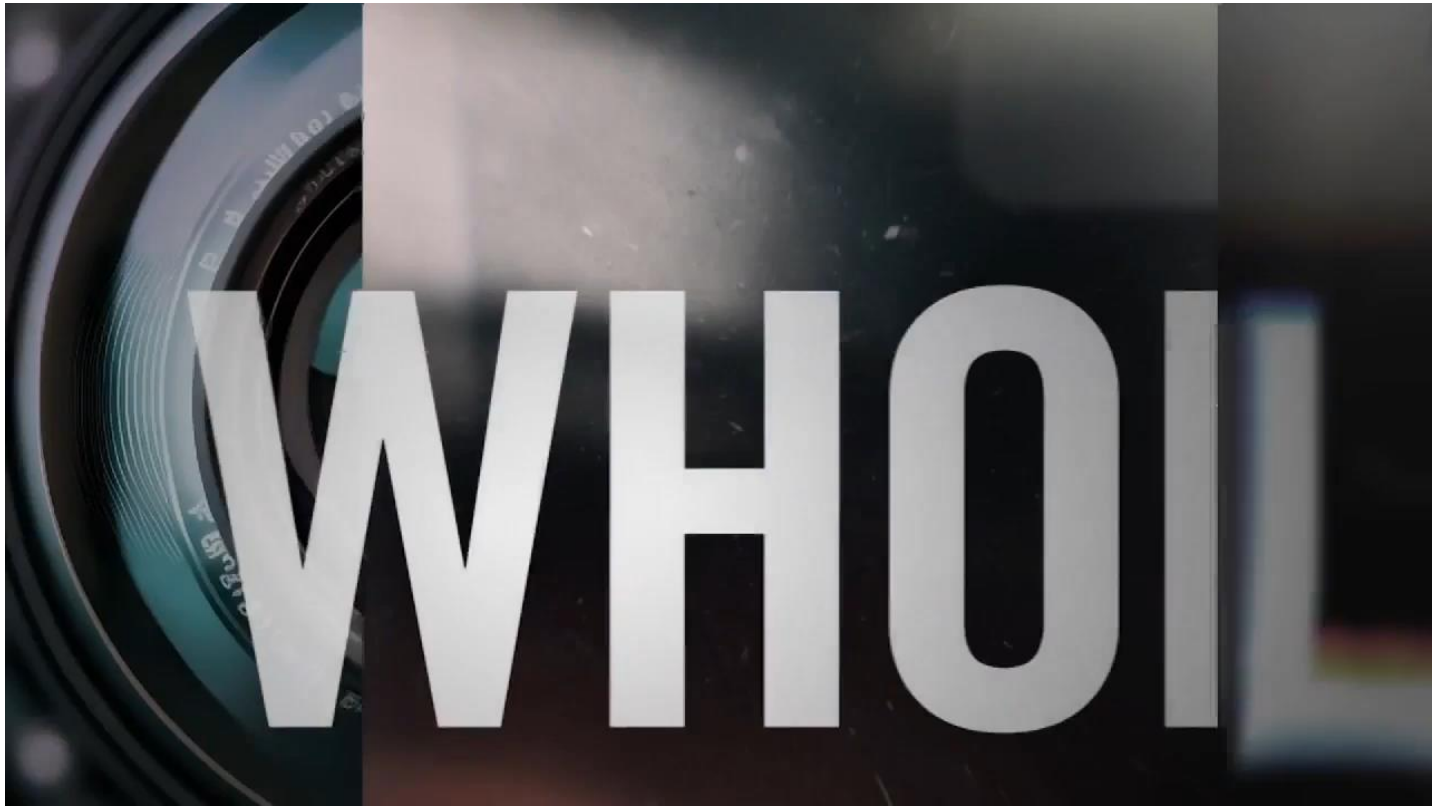
❖ التفاعل يعبر عن: إعجاب, إعادة نشر, نقره على الرابط.

CNN & Saudi Arabia Ministry of Culture - The Year of Arabic poetry

وزارة الثقافة
Ministry of Culture

OVERVIEW

CNN aired a series of KSA Ministry of Culture's 20s TVCs from July 10th - July 24th to promote the Year of Arabic poetry and delivered a total of 513 units across the EMEA, Asia, LATAM & North America feeds.



145
Number of 20s TVCs Aired on **EMEA**

110
Number of 20s TVCs Aired on **LATAM**

128
Number of 20s TVCs Aired on **Asia**

130
Number of 20s TVCs Aired on **North America**

CNN & Saudi Arabia Ministry of Culture - The Year of Arabic poetry

وزارة الثقافة
Ministry of Culture

145

Number of 20s TVCs Aired on **EMEA**

CNN & Saudi Arabia Ministry of Culture - The Year of Arabic poetry

وزارة الثقافة
Ministry of Culture

130

Number of 20s TVCs Aired on **North America**

CNN & Saudi Arabia Ministry of Culture - The Year of Arabic poetry

وزارة الثقافة
Ministry of Culture

110

Number of 20s TVCs Aired on **LATAM**

CNN & Saudi Arabia Ministry of Culture - The Year of Arabic poetry

وزارة الثقافة
Ministry of Culture

128

Number of 20s TVCs Aired on **Asia**

OVERVIEW

Employing a strategic OOH Media Campaign, we targeted Riyadh by using 16 large digital billboards. Our goal was to maximize exposure and effectively promote the "Meet the Craftsmen "لقاء الحرفيين event that took place in June 2023.

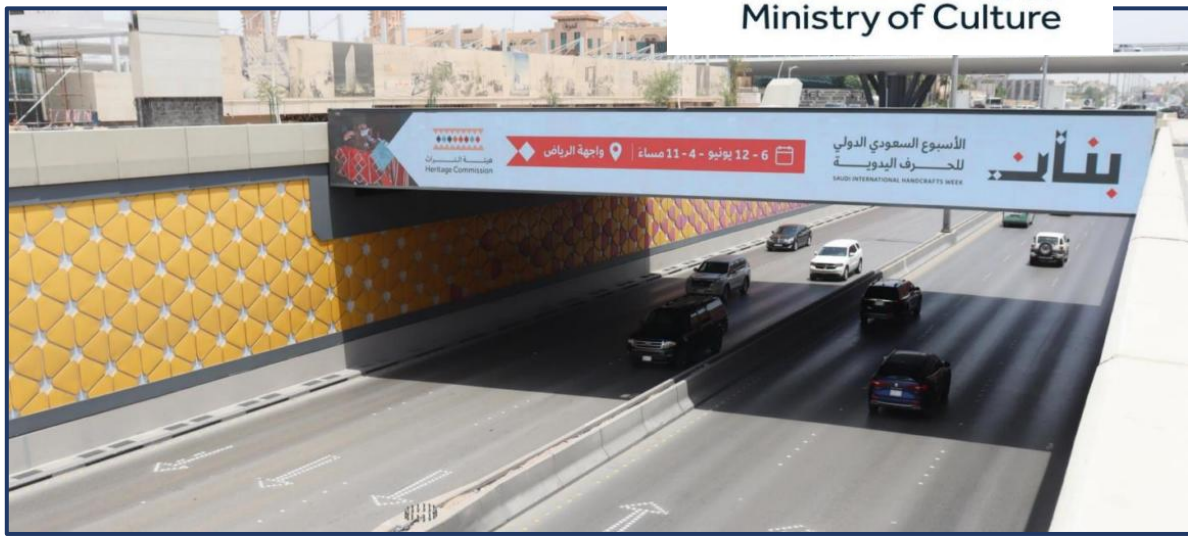
16 Faces
Digital Bridges

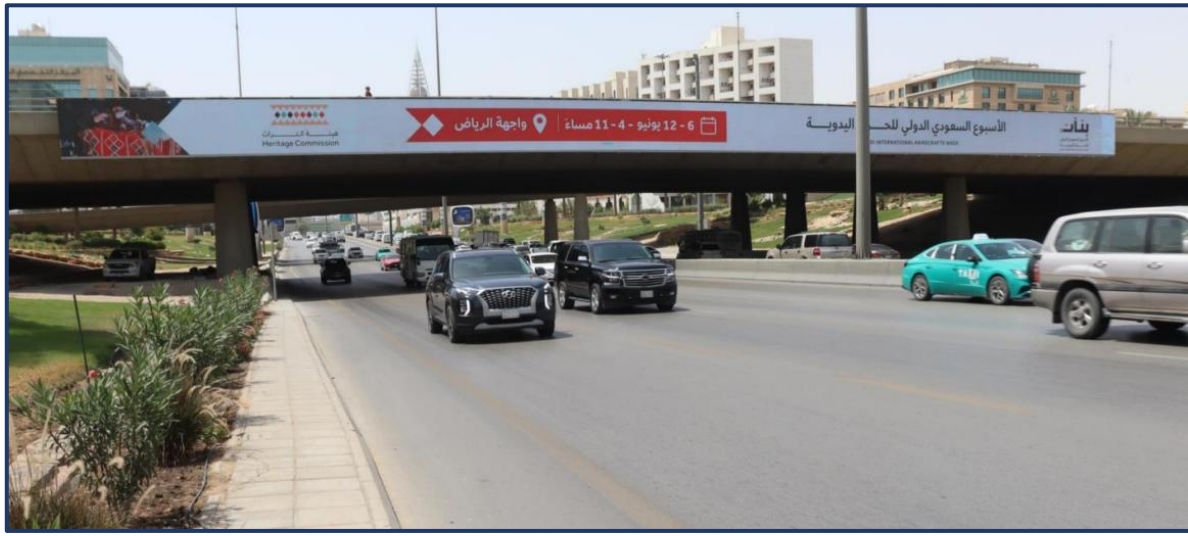
Riyadh

2 Weeks

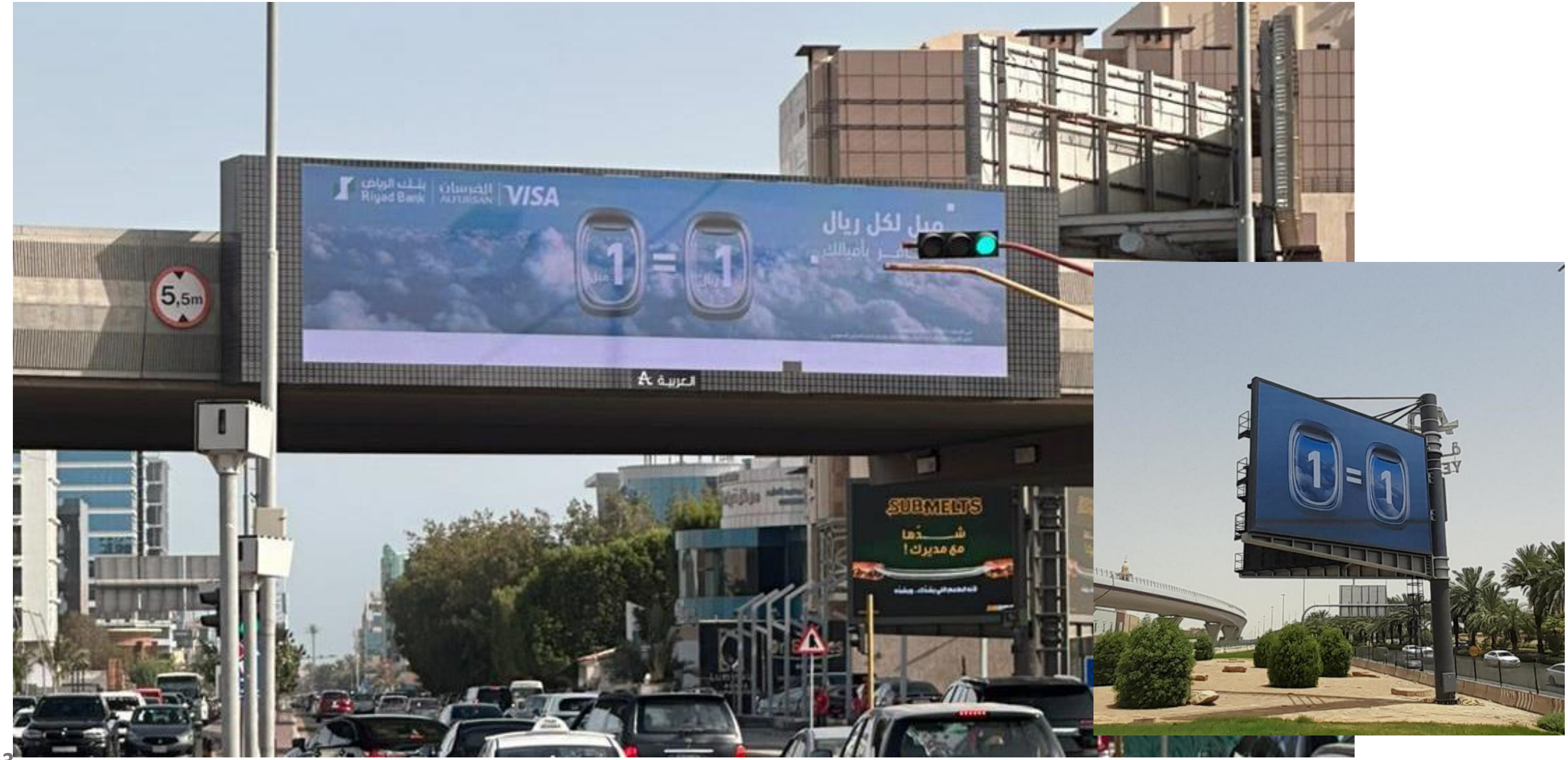
Ministry of Culture *Meet the Craftmen*

وزارة الثقافة
Ministry of Culture





Riyad Bank Fursan Visa Card Campaign 2023



Riyad Bank Fursan Visa Card Campaign 2023

Hadaf New Identity Launch Campaign 2023

صندوق تنمية الموارد البشرية
HUMAN RESOURCES DEVELOPMENT FUND

Hadaf launched its new logo and an integrated set of developed services. Veyron has been tasked with the campaign to create awareness and increase the reach to the target audience.

We planned to launch the outdoor campaign in the three major cities using a clever combination of smart high-frequency formats and large billboards. The campaign has gone viral despite the extreme advertising chaos of Ramadan.

Achievements:

- **Providing free advertising space to boost campaign momentum and increase exposure in target cities**

1400+ faces

3 cities

KFMB Brand Launch Campaign 2023

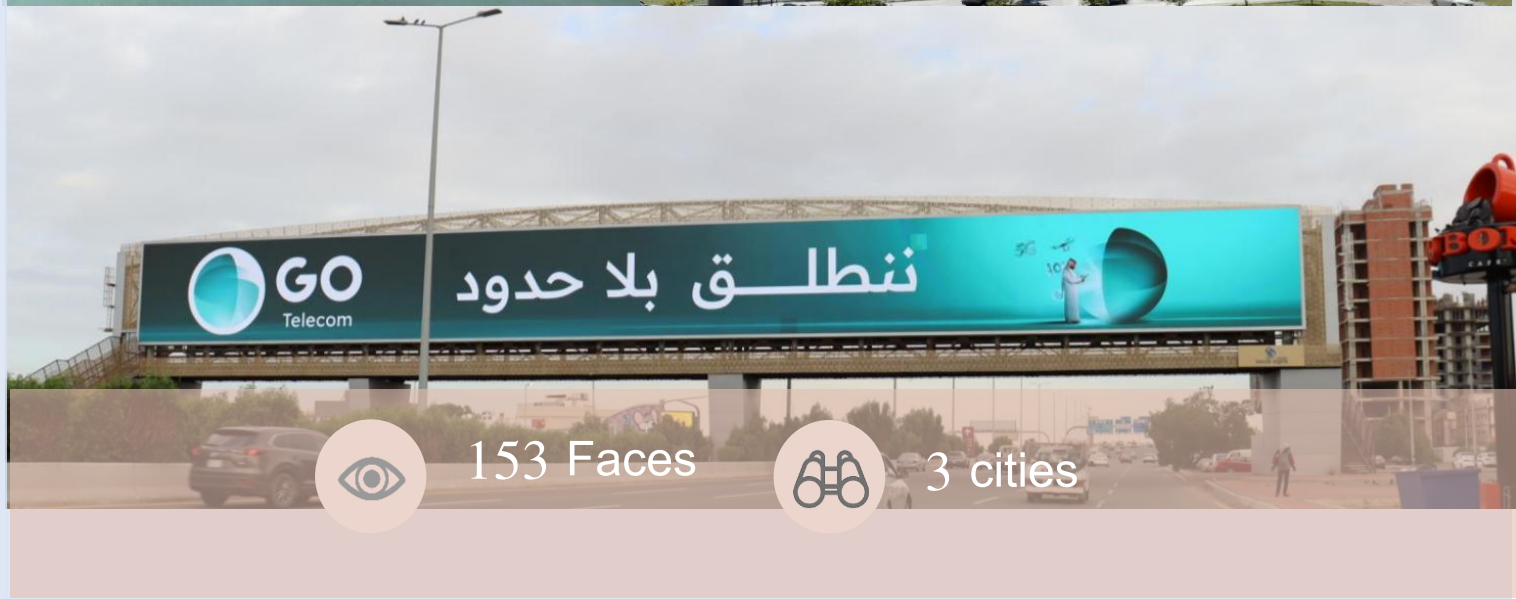
Kuwait Flour Mills and Bakeries Company has been operating in Saudi Arabia for more than 40 years. They launched their first overseas campaign in Saudi Arabia during the month of Ramadan in 2023.

Veyron was assigned to lead this campaign, which targets the major cities. We formulated the outdoor advertising plan and linked it to a targeted digital campaign using social media and influencers.

Achievements:

➢Providing free advertising space to boost campaign momentum and increase exposure in target cities

Go Telecom New Identity Campaign 2023



With the fierce competition in the telecommunications sector, Go Telecom is heading to compete strongly by offering competitive offers in addition to launching a new identity.

Go Telecom launched its new logo in January 2023 and requested Veyron to plan and optimize the advertising campaign to reach its current and former customers.

The campaign was launched in high frequency formats in Riyadh, Jeddah and Dammam and achieved high reach at a low cost.

Achievements:

➢Providing free advertising space to boost campaign momentum and increase exposure in target cities

NTP Awareness Campaign About Progress 2023

The National Transformation Program launched a campaign highlighting the successful progress the program has been doing as part of the Vision 2030. Veyron has been tasked with the campaign to create awareness and increase the reach.

We planned to launch the outdoor campaign in the three major cities using a clever combination of different formats and airport activations.

Achievements:

➢Raised awareness levels and increased brand awareness for NTP across the markets

172 faces

3 cities

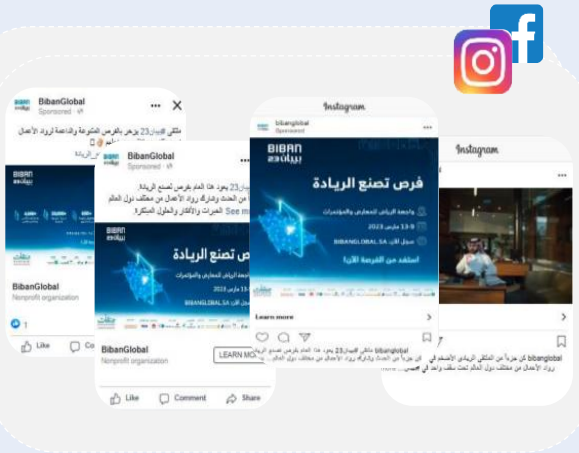
Monsha’at Biban 2023

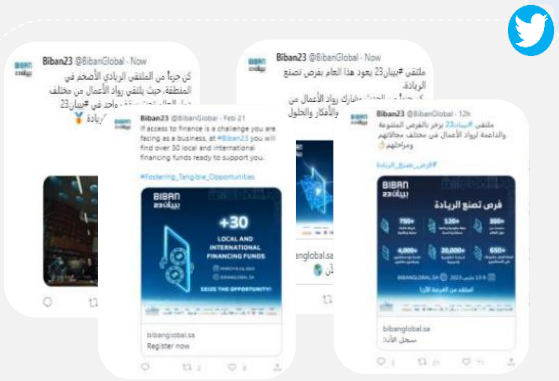
For the second time around Monsha’at hosted the biggest Global Business Development Event in KSA requiring Veyron’s expertise to plan and launch their campaign targeting both Local & International audience with the intention of increasing global awareness and generating event registrations.

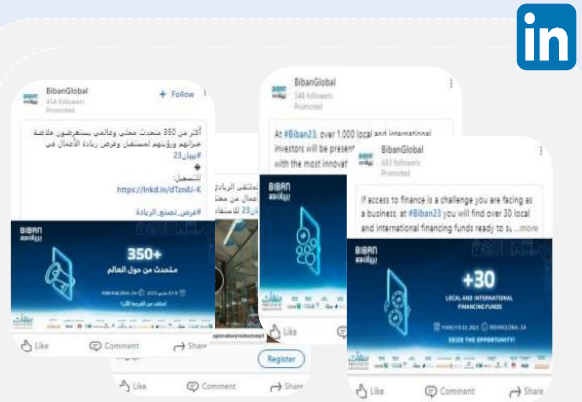
After two months of launching a full funnel campaign, we’ve successfully generated a total of 145,000 registrations. Also, we managed to create local and global awareness through activations offline and online (TV, Radio, Cinema, Outdoors, Influencers & Press Releases).

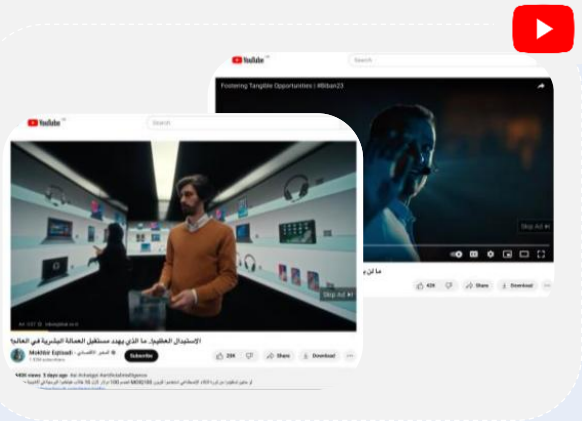
Achievements:
- Impressions: 404M
- Views: 13M
- Registrations: 145K

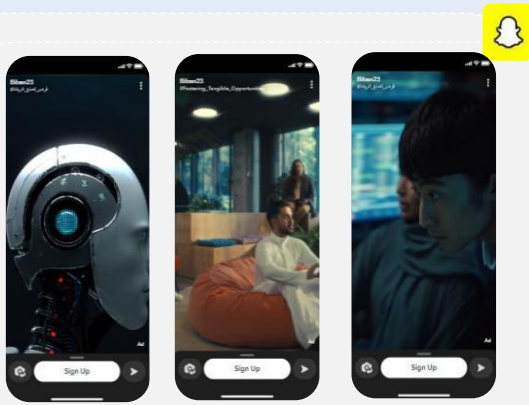
BIBAN 2023 Digital Media Buying Campaign











Ad · www.bibanglobal.sa/2023/بيبان

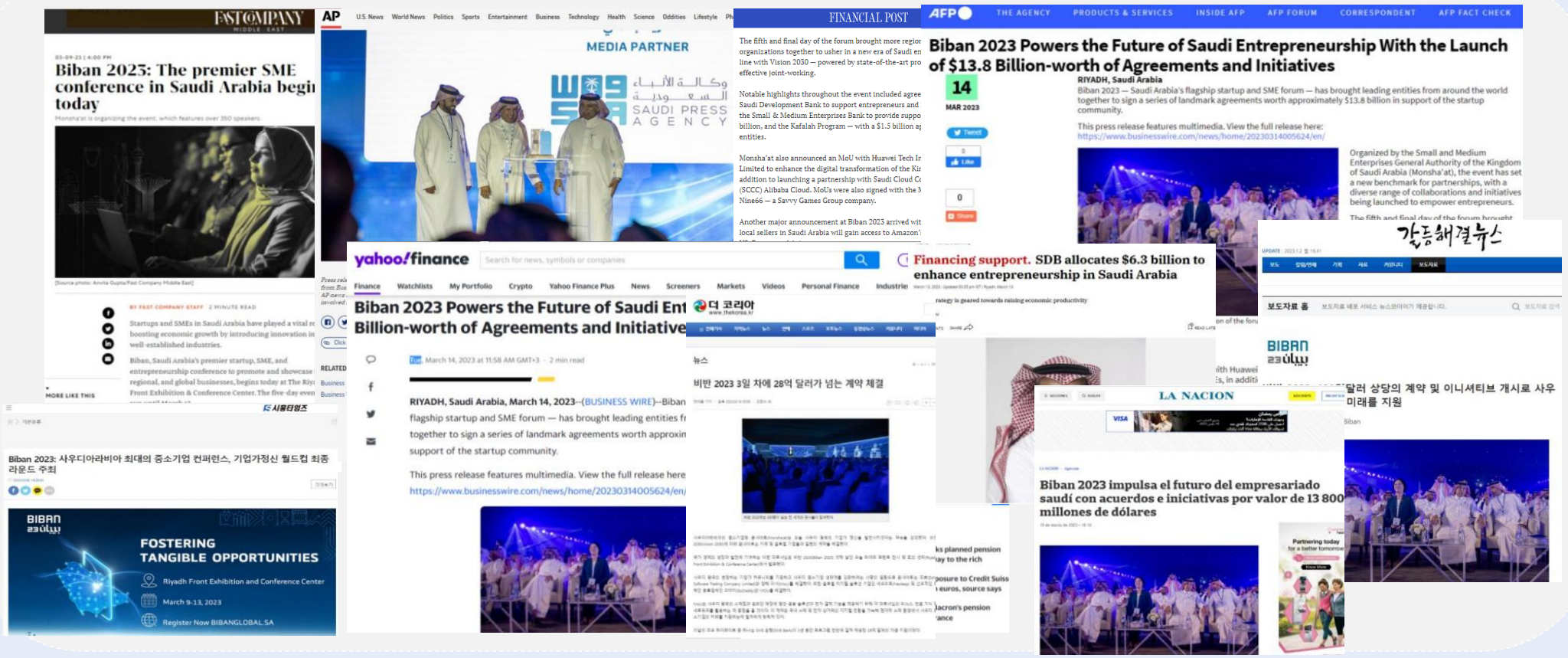
ملتقى بيبان | فرص تصنع الريادة | سجّل الآن

2023... يعيد تشكيل مستقبل الأعمال والابتكار في المنطقة

...وقع المملكة كوجهة عالمية للريادة والابتكار وبدء الأعمال

BIBAN 2023 PR Campaign

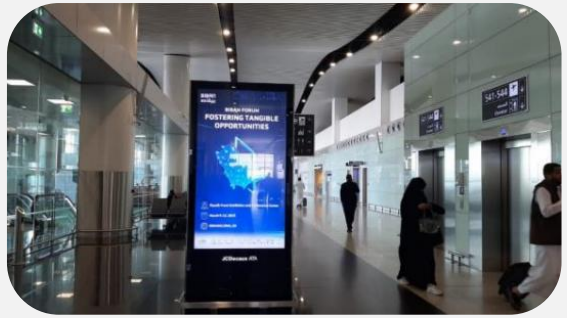
Featured by **43** Countries, **11** Languages, **4,459** Releases



BIBAN 2023 Offline Campaign

Launched Offline Campaigns Across Different Channels and Cities

Outdoor

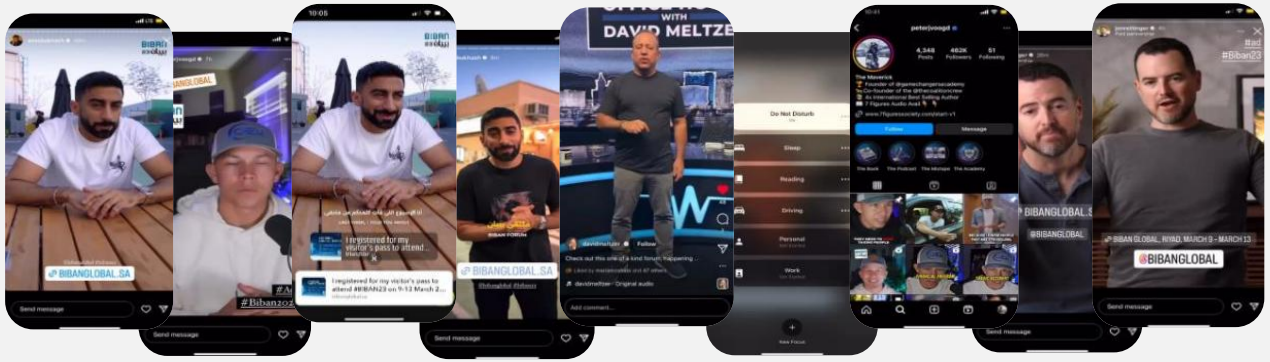


TV

بيبان BIBAN | منشآت monsha'at
الهيئة العامة للمنشآت الصغيرة والمتوسطة
Small & Medium Enterprises General Authority

BIBAN 2023 Influencers Campaign

67 Influencers, including:



International Influencers

Local Influencers

NDF Founding Day 2023

The National Development Fund launched a campaign in February 2023 to participate in the celebrations of Saudi Founding Day.

The campaign was launched on Twitter.

We managed to overachieve the target and maintain a low cost per view.

The views achieved were 84% over the target KPI.

Achievements:
- Impressions: 34M
- Views: 9M

9M Views

84% Increase in number of engagement

54% Decrease in cost per view

SDAIA Founding Day 2023

SDAIA
الهيئة السعودية للبيانات والذكاء الاصطناعي
Saudi Data & AI Authority

Saudi Data and AI Authority (SDAIA), launched a campaign in celebration of the Saudi Founding Day. The video launched was highlighting the foundation stages from the beginning of the first Saudi state in 1727 AD, up to the current Kingdom of Saudi Arabia.

We managed to overachieve the target and maintain a low cost per view. Increasing the video views by 198%.

Achievements:

- **Impressions: 15.2M**
- **Views: 4.2M**

KFSHRC Founding Day 2023

The King Faisal Specialist Hospital and Research Center launched a campaign during Saudi Founding day,. The focus of the campaign was to celebrate Founding day and to highlight the development in the health space

The campaign was launched on different platforms:
Twitter
LinkedIn
Facebook
Instagram
YouTube
TikTok

We managed to overachieve the target and maintain a low cost per view.

Achievements:
- Impressions: 13M
- Views: 4M

NDF Strategy Launch 2022

HRH Crown Prince Mohammed bin Salman launched the National Development Fund strategy that aims to make aims to make the fund a pivotal enabler of the economic and social objectives of Saudi Vision 2030, through facing the existing development challenges, in line with the best global standards.

A major digital awareness campaign was launched, achieving outstanding results surpassing the expected KPIs.

Achievements:

- **Impressions: 45M**
- **Views: 15M**
- **Reach: 9M**

Saudi Data & AI Authority Global AI Summit Campaign 2022

SDAIA
الهيئة السعودية للبيانات والذكاء الاصطناعي
Saudi Data & AI Authority

Under The Patronage Of His Royal Highness Prince Mohammed bin Salman bin Abdulaziz AlSaud, the Saudi Data and Artificial Intelligence Authority held the Global AI Summit in 2022.

The Summit gathered local and global attendees from across the world, prominent speakers, leaders in innovation and investors.

The campaign was launched across different channels; Printed Media, PR, and Digital. The campaign ran for a total of 5 months covering Pre-Event, During Event and Post Event.

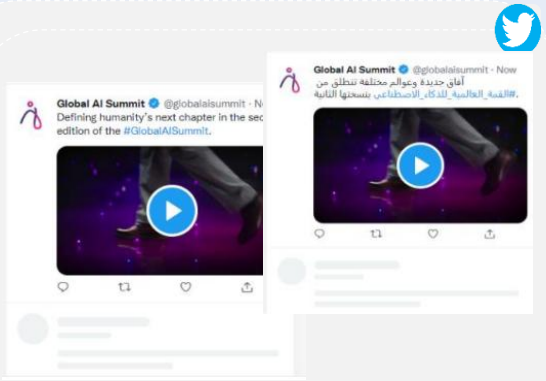
One of the biggest achievements of the campaign is getting 15,000 attendees from different countries, overachieving the target of 10,000 attendees.

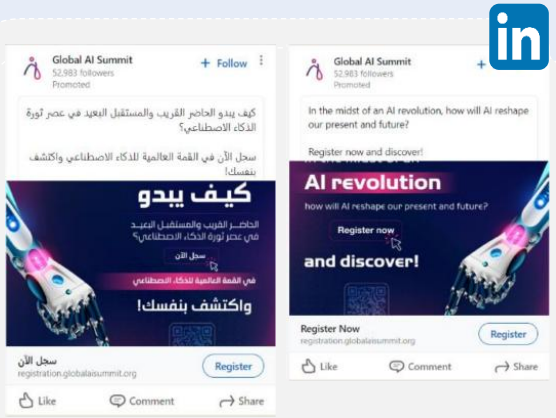
Achievements:

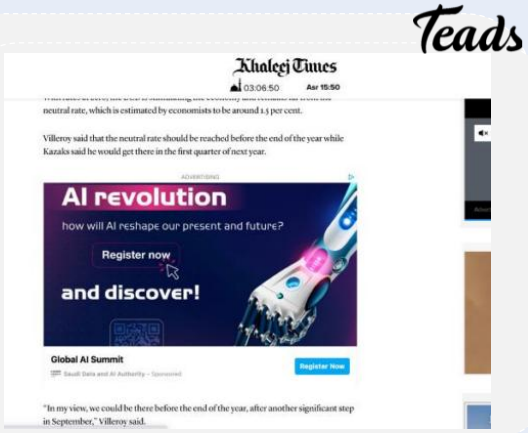
- **Impressions: 2.5Bn**
- **Clicks: 7mn**
- **Views: 35mn**
- **Followers: 200K**

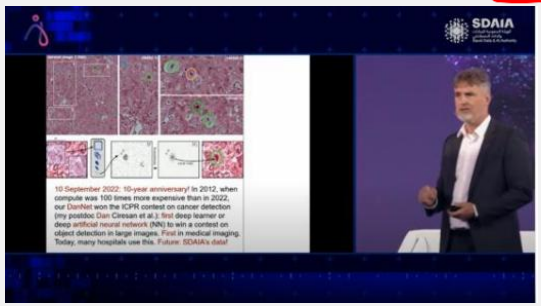
SDAIA
الهيئة السعودية للبيانات والذكاء الاصطناعي
Saudi Data & AI Authority

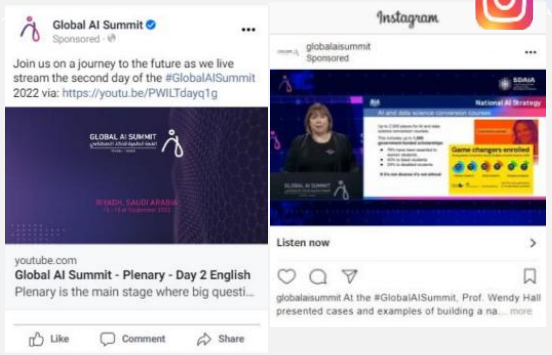
GAIS 2023 Digital Media Buying Campaign

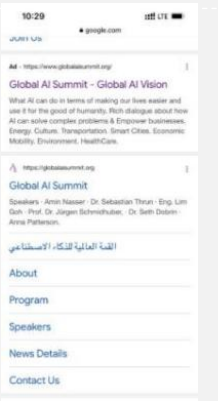












SDAIA
الهيئة السعودية للبيانات والذكاء الاصطناعي
Saudi Data & AI Authority

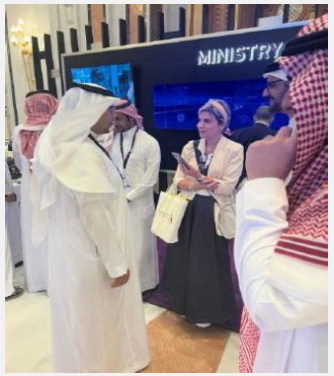
GAIS 2023 PR Local & Global Event Coverage Campaign

الإخبارية

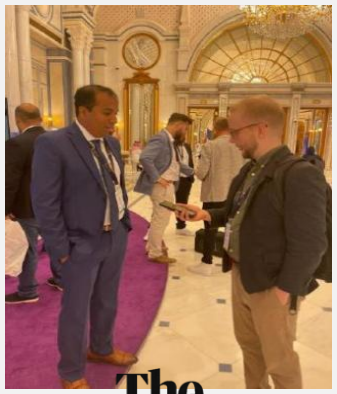
العربية
Al Arabiya News Channel

عكاظ
O K A Z

RT



WIRED



The Guardian

SDAIA
الهيئة السعودية للبيانات والذكاء الاصطناعي
Saudi Data & AI Authority

GAIS 2023 PR Local & Global Media Coverage Campaign

اليوم

الوطن
ALWATAN

المدينة

focusWashington
navigating the swamp

ZOL
中关村在线

WORLDAKKAM

MOC Year of Saudi Coffee 2022

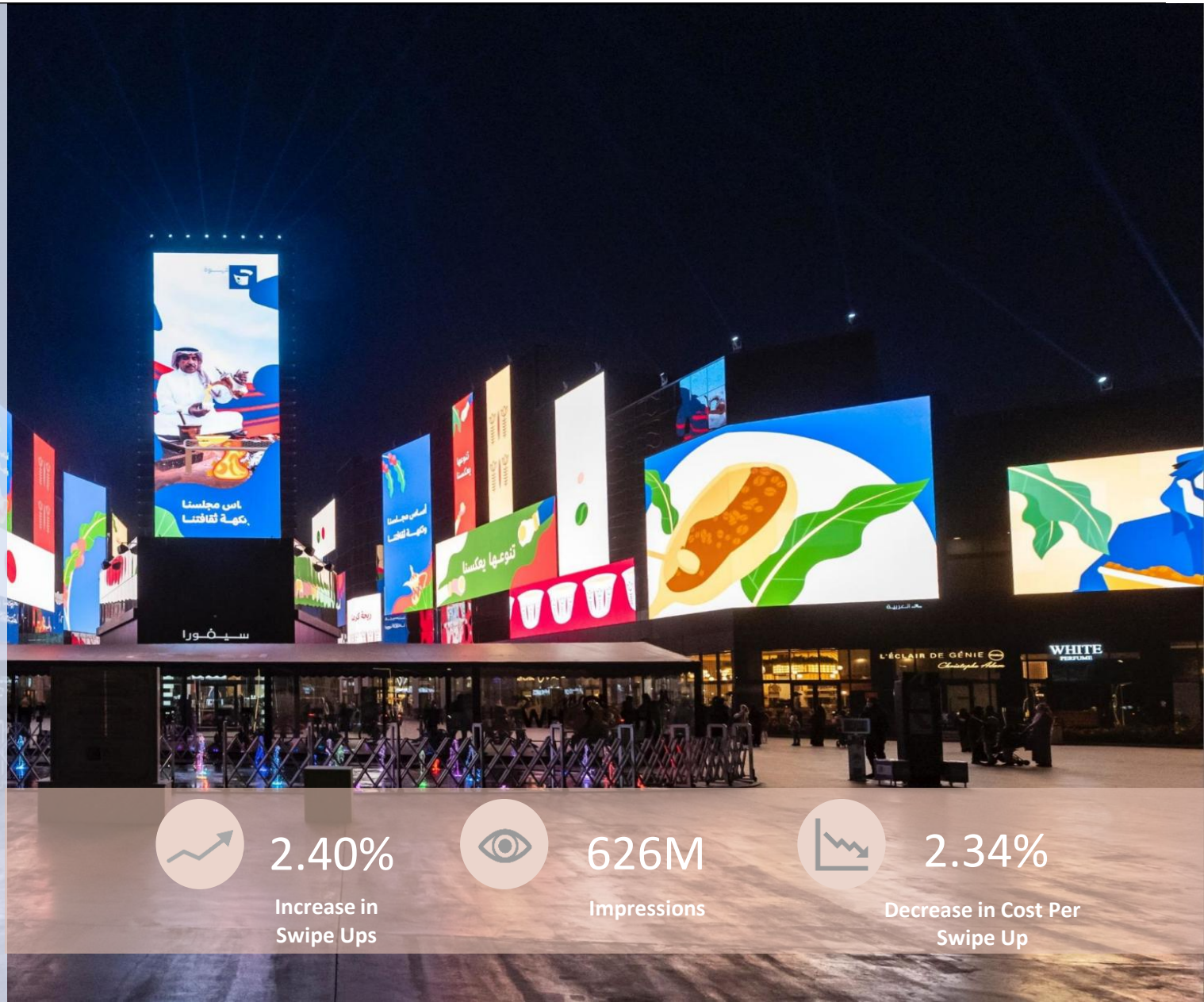
وزارة الثقافة
Ministry of Culture

The Ministry of Culture in Saudi Arabia wanted to celebrate and integrate Saudi Arabia's coffee within KSA's culture identity by hosting a year-long coffee celebration, calling it Year of Saudi Coffee.

The campaign was launched globally to raise awareness about Saudi coffee, while educating foreigners in parallel.

Achievements:

- **Impressions: 626M**
- **Views: 128M**
- **Reach: 81M**



2.40%
Increase in Swipe Ups

626M
Impressions

2.34%
Decrease in Cost Per Swipe Up

Monsha’at Global Entrepreneurship Congress Campaign 2022

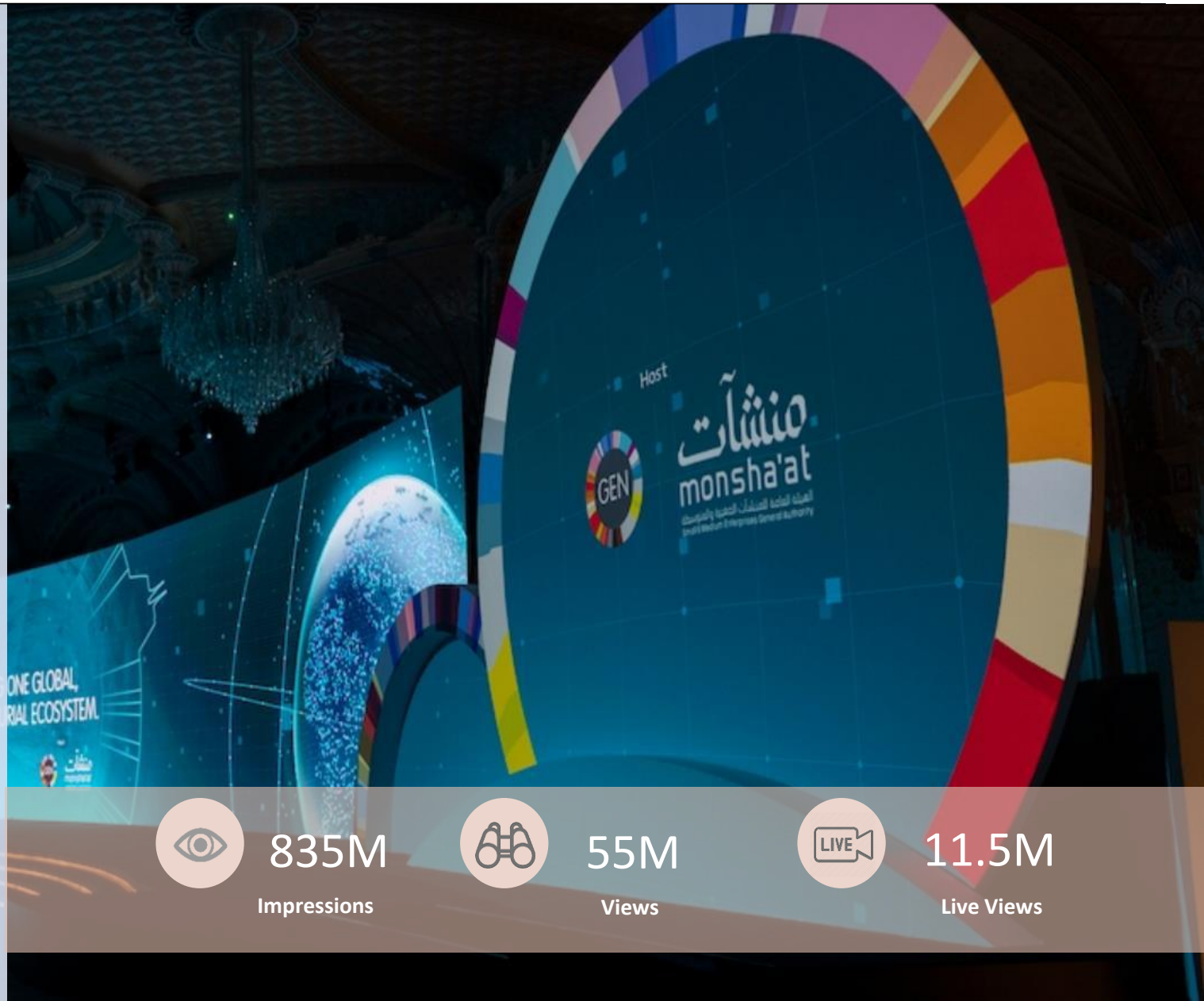
Monsha’at hosted the largest entrepreneurship congress held in Saudi Arabia. The event was sponsored by HRH the Crown Prince Mohammed Bin Salman. 150+ speakers including Apple co-founder Steve Wozniak and Netflix co-founder Marc Randolph and 180+ Participant Countries.

The campaign was launched with the intention of increasing awareness and broadcasting the congress live.

Successful campaign reaching a total of 135M unique users.

Achievements:

- Impressions: 835M
- Views: 55M
- Live views: 11.5M



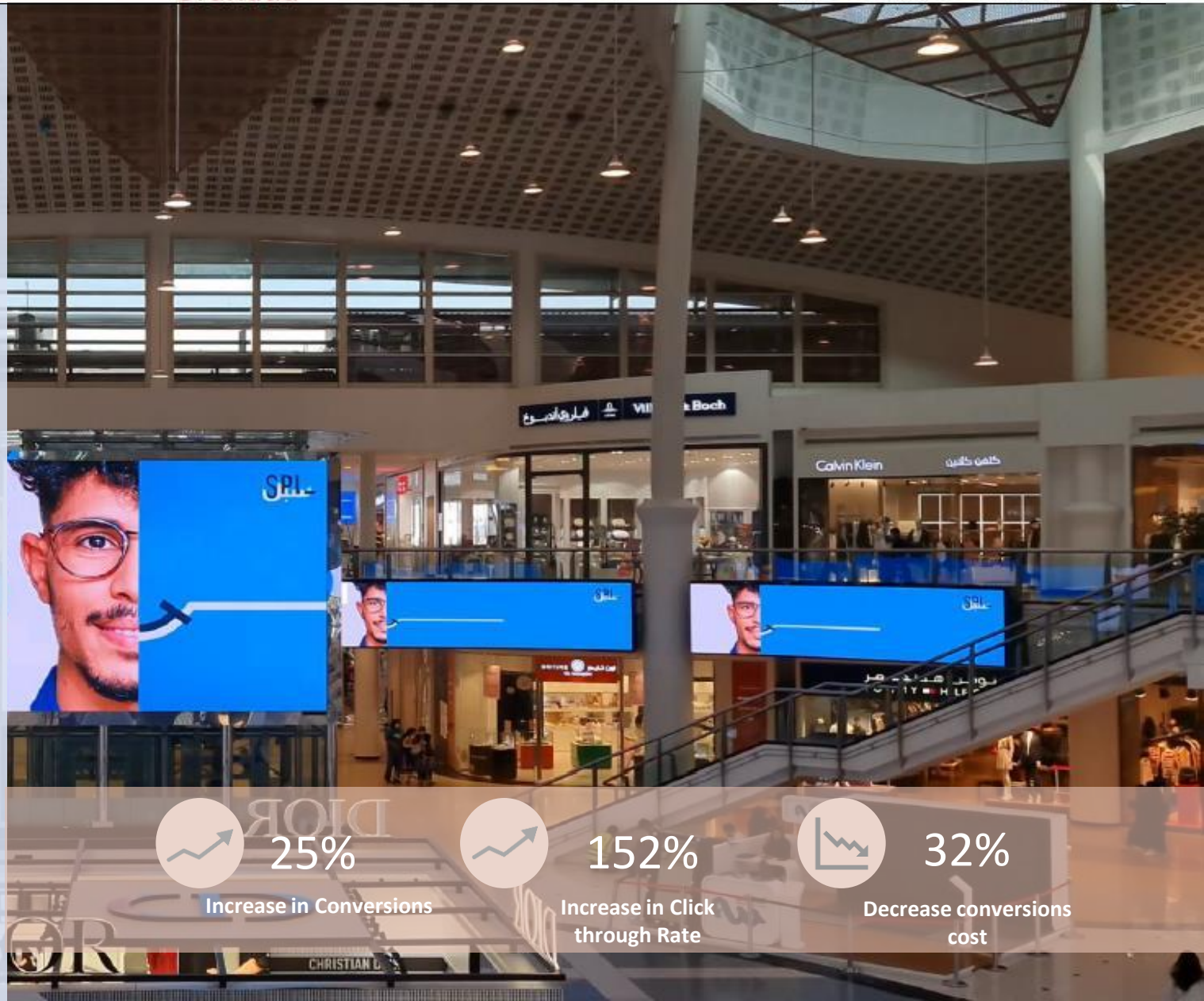
SPL CEP Campaign 2022

Saudi Post & Logistics institution launched a product that ships packages both domestically and internationally. During their highest seasons we've launched a 360-marketing campaign with the intention of increasing awareness and generating conversions.

Outstanding results were achieved increasing CEP's conversions by 25% and achieving a total of 825M Impressions.

Achievements:

- 152% Increase in Click through Rate
- 25% Increase in Conversions
- 32% Decrease conversions cost



SIDF Nokhab Program Launch Campaign 2022

The Saudi Industrial Fund launched a program in 2022 which aims to attract young talent graduating from Universities (Bachelors and Masters) to join the SIDF team.

The campaign was launched over a period of 1 month across different platforms:

- Twitter
- LinkedIn
- Snapchat
- Google SEM

We managed to overachieve the target registrations while maintaining a low cost per result.

The number of clicks achieved was 150k clicks and we achieved 6mn impressions.

Achievements

- 450% Increase in registrations
- 155% Increase in reach
- 55% Decrease in cost per registration

Monsha’at BIBAN 2021

Veyron marketing

Being a governmental entity and hosting the most important Business Development event in KSA, Monshaa’t enquired the help of Veyron to improve their performance and acquire more registrations.

After two month of work, we were able to surpass our main KPI (30K Registrations) a day prior the event start, reaching 38K - and that was just the beginning. By the end of the campaign, we reduced the cost per lead by 82% while increasing conversions rate by 163% - The total number of registrations reached 59K

Achievements:

- **Impressions: 136M**
- **Views: 35M**
- **Clicks: 837K**
- **Registrations: 59K**

General Authority of Zakat & Tax Zakaty App Campaign 2021

الهيئة العامة للزكاة والدخل
General Authority of Zakat & Tax

The General Authority of Zakat & Tax launched an app called Zakaty to simplify the process of Zakat-giving for those who benefit from it, and to secure reaching out to those in need. In light of that, The General Authority of Zakat & Tax decided to launch a campaign with the goal of increasing awareness about Zakat-giving, alongside explaining the services that the application offers.

Achievements:

- **205% Increase in the amount of search queries**
- **136% increase in the amount of Zakat giving**
- **72% Increase in the number of registrations**

MOH Digital Doctors Campaign 2021

وزارة الصحة
Ministry of Health

MOH tried for years to facilitate the patients' life and their health care journey.
The Seha App was launched to take answer patient's queries without any physical visit at a faster response rate.
They challenge was to deliver the message and secure high engagement within the app services.

Brilliant results were achieved! The engagement of the audience was heavy with more than 112% increase on the in-app engagement of the already registered users.
We scored a 499% increase on the Search queries, while achieving an exceptional high CTR of more than 13% and a 88% leverage in installations

Achievements:
- **499% Increase in Search queries**
- **340% Increase in Click through Rate**
- **88% Increase in Installations**

CST ManassaTech 2022

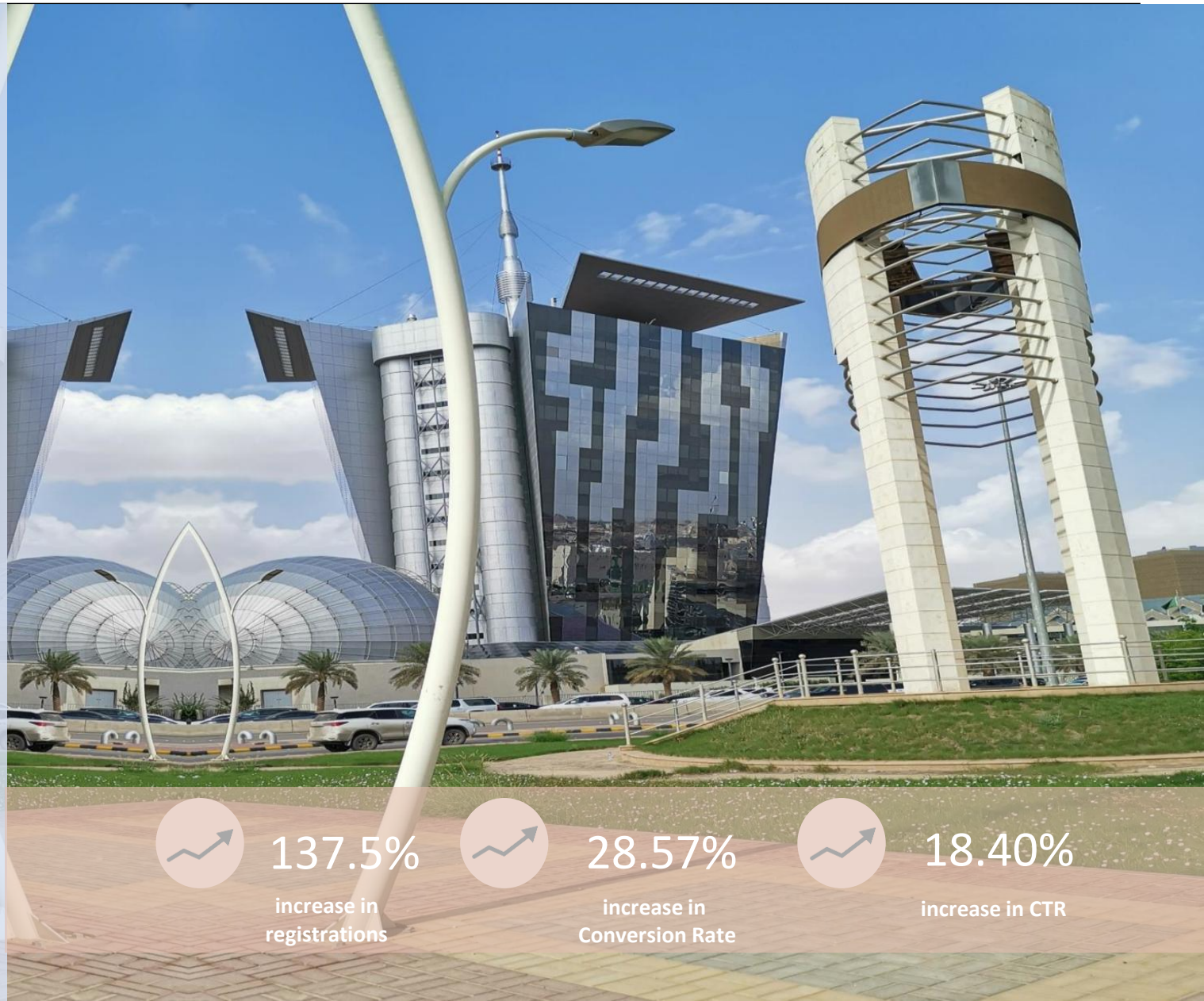
منصة تك
ManassaTech

The Communications, Space & Technology Commission (CST), established a new platform constructed specifically to converge all IT/New Technology-revolved enterprises around the kingdom to act as a source of reference, to further KSA's market transparency, and to sustain a just competition among its various enterprises.

○Targeting efforts intended towards IT enterprises all around KSA. Presenting consistent and up-to-the-minute solutions/suggestions to advance the number of registrations.

Achievements:

- **138% Increase in registrations**
- **29% Increase in conversion Rate**
- **18% Increase in Click through Rate**



137.5%
increase in registrations

28.57%
increase in Conversion Rate

18.40%
increase in CTR

Hadaf New Identity Launch Campaign 2023

صندوق تنمية الموارد البشرية
HUMAN RESOURCES DEVELOPMENT FUND

Hadaf launched its new logo and an integrated set of developed services. Veyron has been tasked with the campaign to create awareness and increase the reach to the target audience.

We planned to launch the outdoor campaign in the three major cities using a clever combination of smart high-frequency formats and large billboards. The campaign has gone viral despite the extreme advertising chaos of Ramadan.

Achievements:

- **Providing free advertising space to boost campaign momentum and increase exposure in target cities**

1400+ faces

3 cities

KFMB Brand Launch Campaign 2023

Kuwait Flour Mills and Bakeries Company has been operating in Saudi Arabia for more than 40 years. They launched their first overseas campaign in Saudi Arabia during the month of Ramadan in 2023.

Veyron was assigned to lead this campaign, which targets the major cities. We formulated the outdoor advertising plan and linked it to a targeted digital campaign using social media and influencers.

Achievements:

➢Providing free advertising space to boost campaign momentum and increase exposure in target cities

Go Telecom New Identity Campaign 2023

Veyron marketing

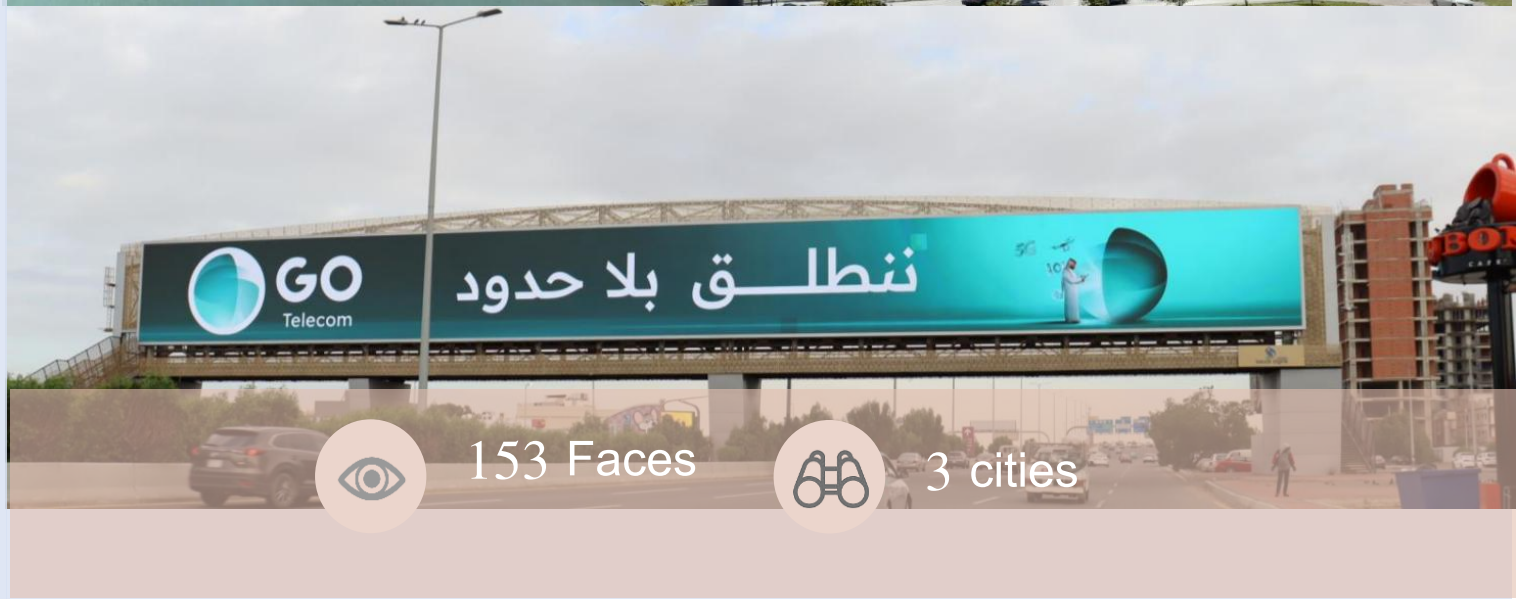
With the fierce competition in the telecommunications sector, Go Telecom is heading to compete strongly by offering competitive offers in addition to launching a new identity.

Go Telecom launched its new logo in January 2023 and requested Veyron to plan and optimize the advertising campaign to reach its current and former customers.

The campaign was launched in high frequency formats in Riyadh, Jeddah and Dammam and achieved high reach at a low cost.

Achievements:

➢Providing free advertising space to boost campaign momentum and increase exposure in target cities



NTP Awareness Campaign About Progress 2023

The National Transformation Program launched a campaign highlighting the successful progress the program has been doing as part of the Vision 2030. Veyron has been tasked with the campaign to create awareness and increase the reach.

We planned to launch the outdoor campaign in the three major cities using a clever combination of different formats and airport activations.

Achievements:

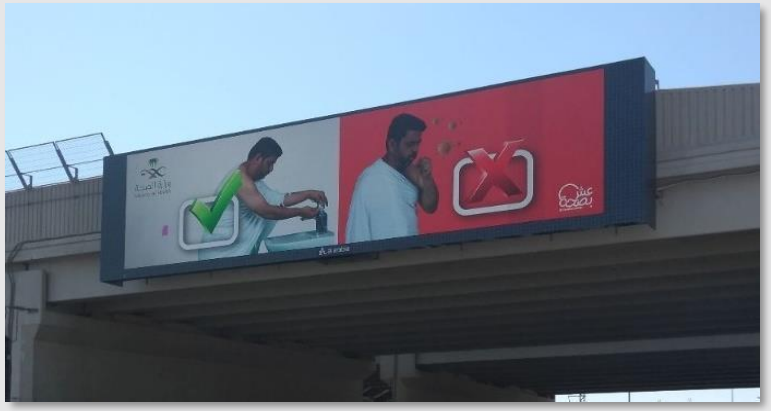
➢Raised awareness levels and increased brand awareness for NTP across the markets

172 faces

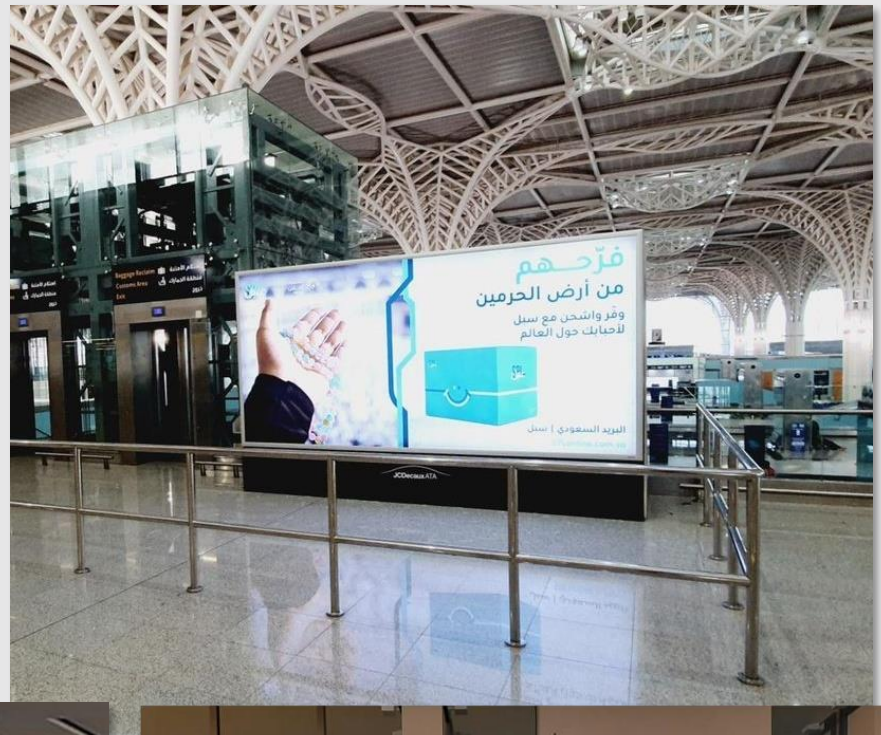
3 cities

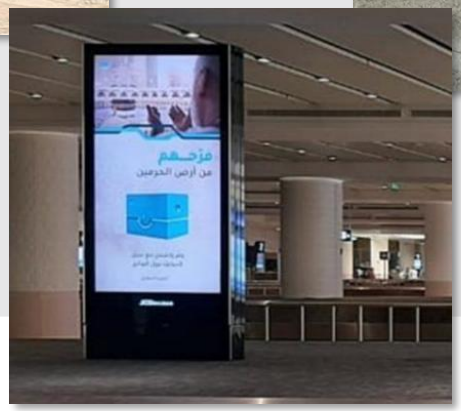
Further References of our Work

Ministry of Health Hajj Campaign – Jul 2022



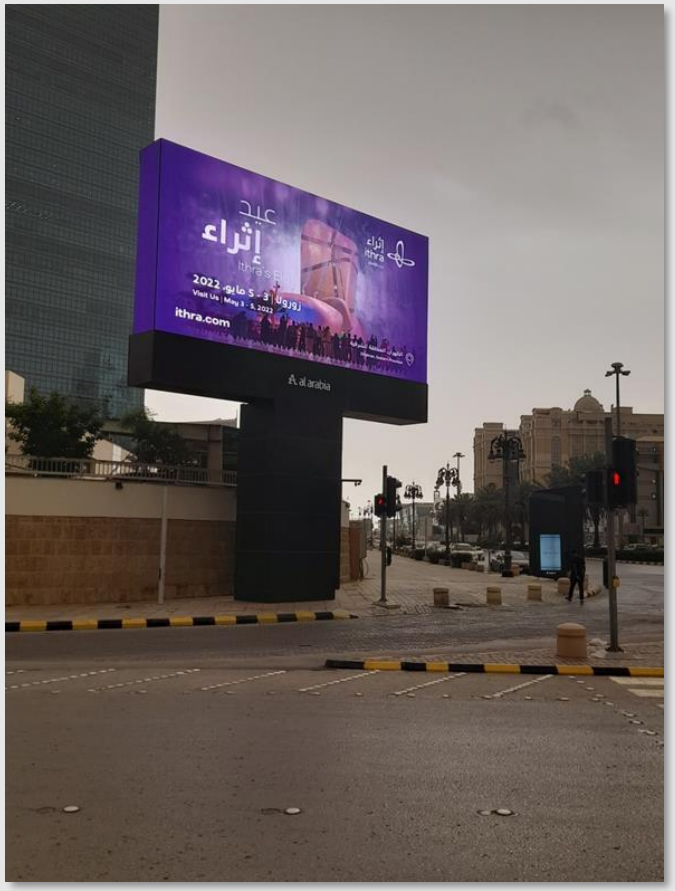
Saudi Post – Hajj / Jul 2022

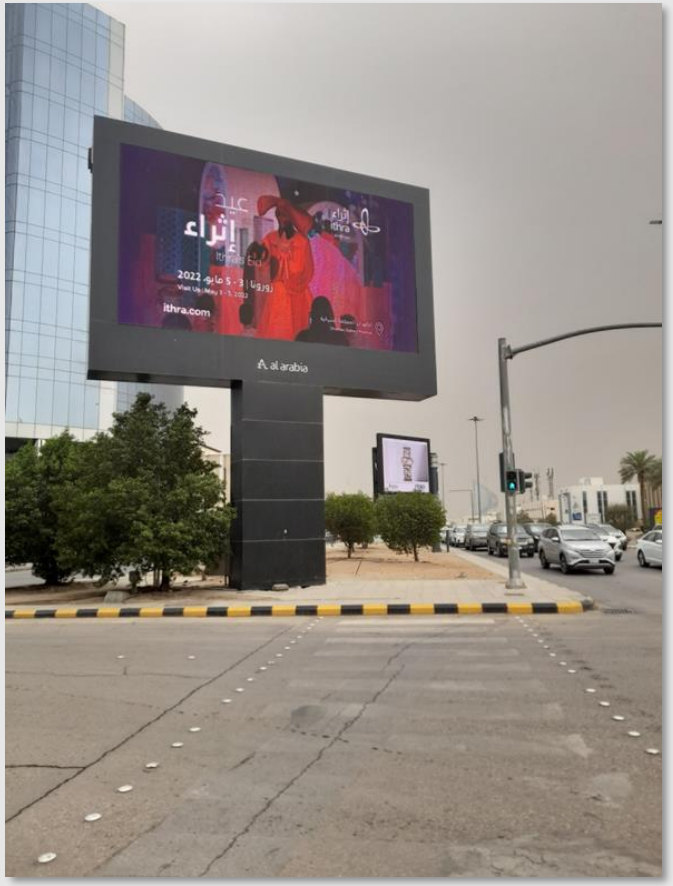




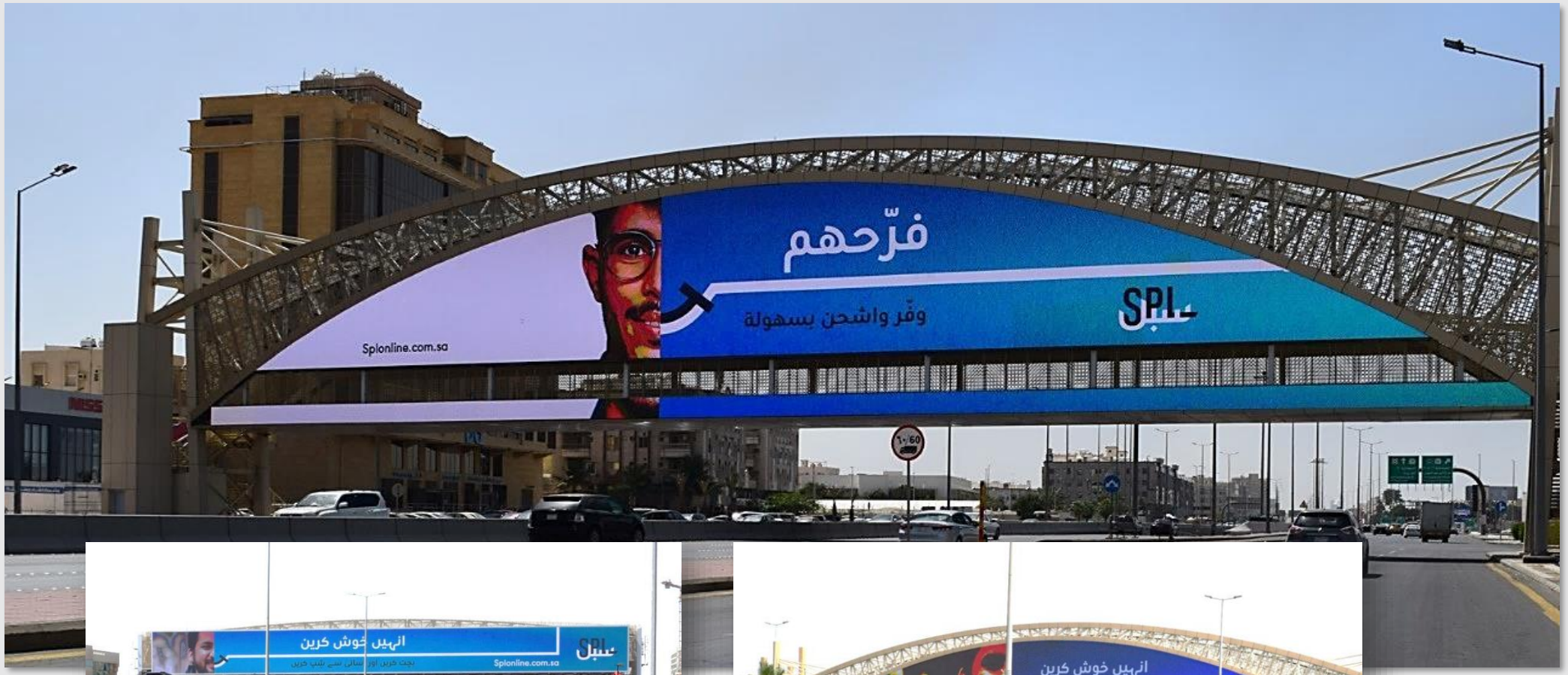
Saudi Post – Hajj / Jul 2022

Aramco – Ithra – May 2022



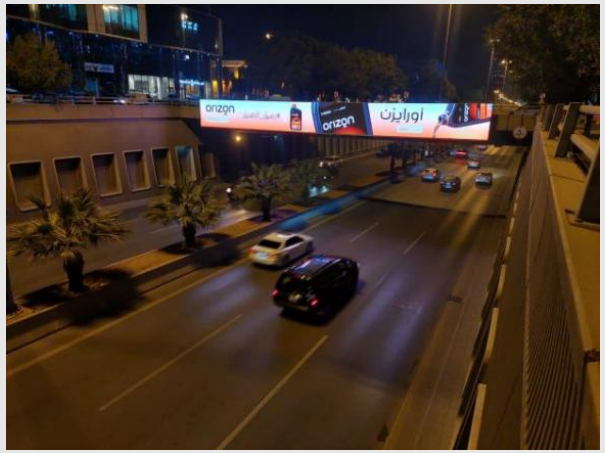


Saudi Post – March 2022



Aramco – Sync Summit – March 2022

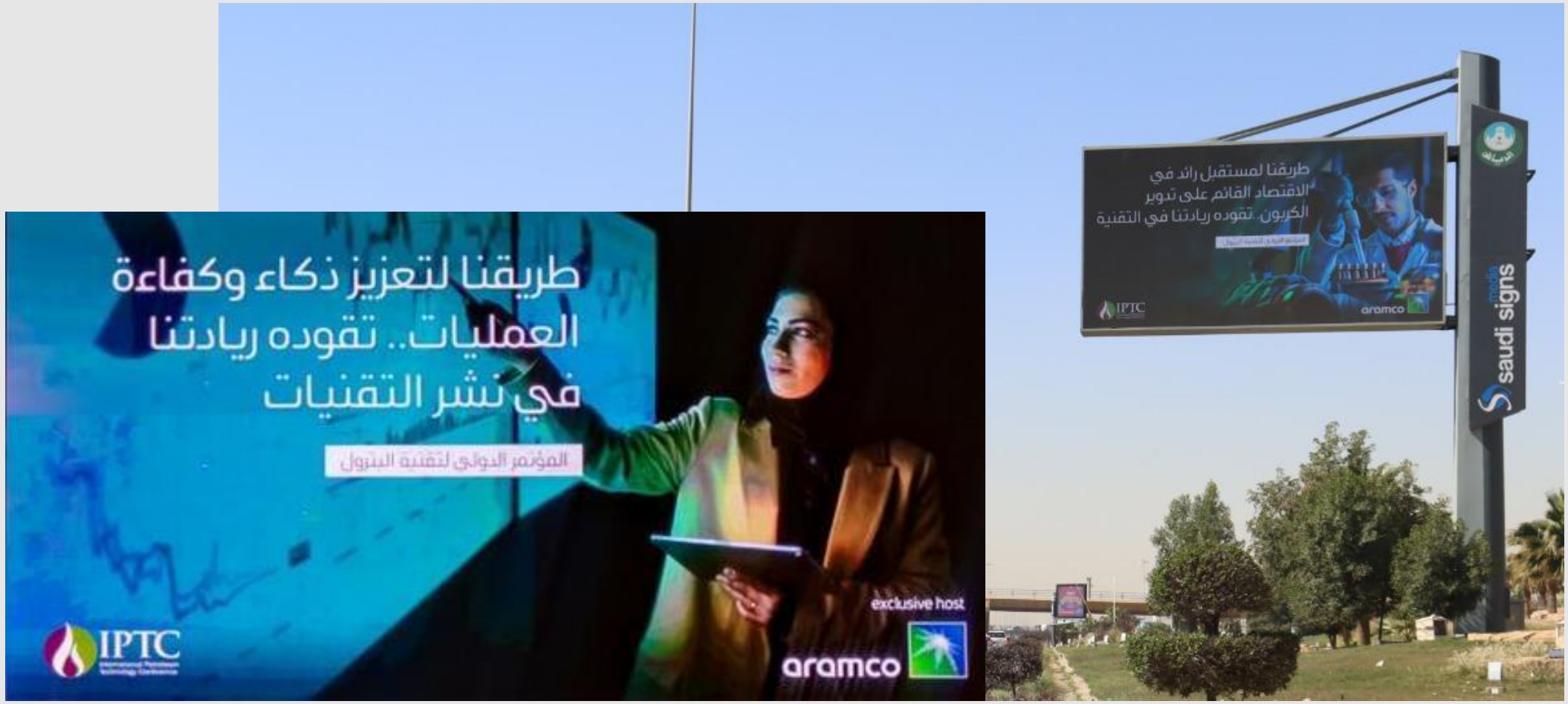
Aramco – Orizon OOH Campaign – Feb 2022



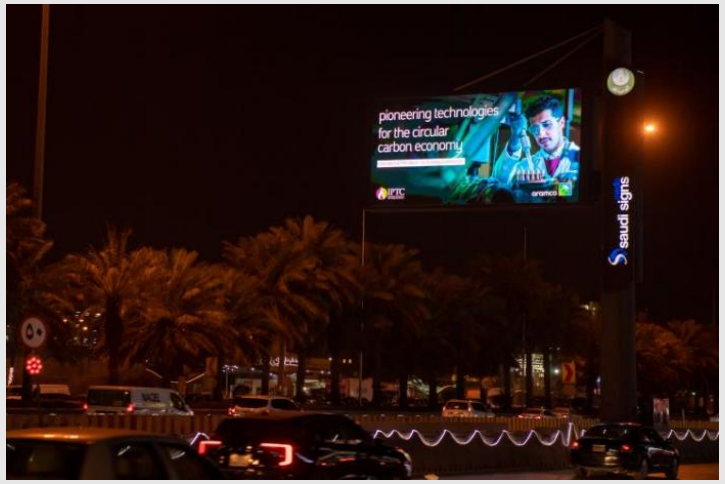
Aramco – Orizon OOH Campaign – Feb 2022

Aramco – Orizon OOH Campaign – Feb 2022

Aramco – IPTC OOH Campaign – Feb 2022

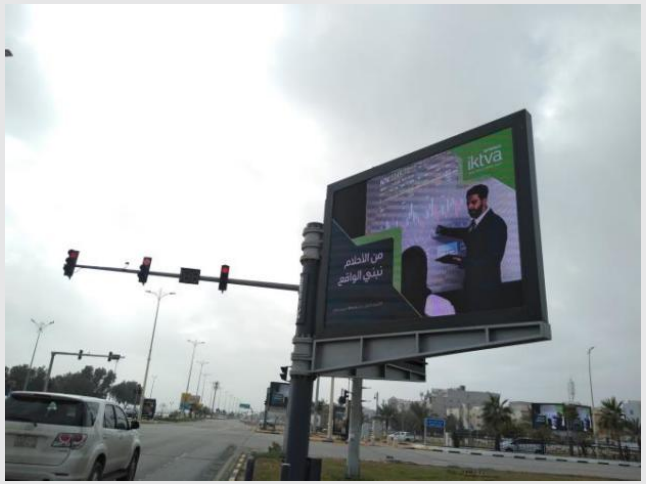


Aramco – IPTC OOH Campaign – Feb 2022



Aramco – IKTVA OOH Campaign – Jan 2022

Aramco – IKTVA OOH Campaign – Jan 2022



Saudi Data & AI Authority

Global AI Summit Campaign

92%
Decrease in cost per view

47%
Increase in VTR

127%
Increase in number of engagement

SDAIA – GAIS campaign

Veyron marketing

What did they say

The Saudi Data and Artificial Intelligence Authority launched a campaign to announce the Global Summit on Artificial Intelligence with the aim of increasing International and Local awareness about the summit and increasing the number of registrations

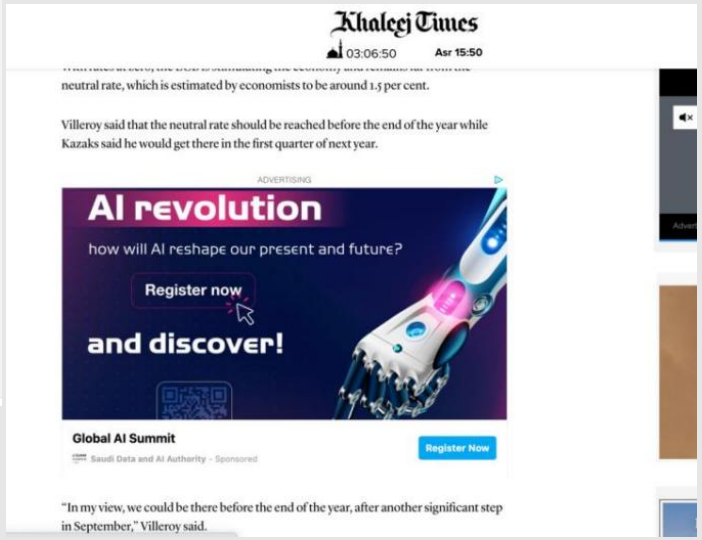
How did we achieve this?

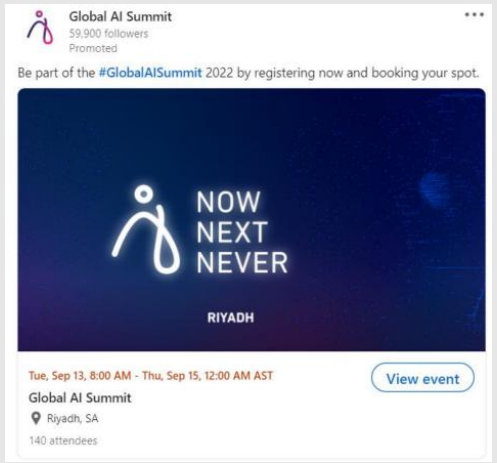
- CYNMAAR – Artificial Intelligence Programmatic Desk
- Advanced Reach & Frequency Optimizer
- Integrate targeting between platforms
- Possibility to target more specific targets
- Daily monitoring and optimization

The results

This campaign was exceptionally successful The agency has seen a massive increase in traffic using Cynmaar, specific keywords and interests
We were able to achieve a 47 increase in View–through rate, with a significant 127 increase in engagement rate

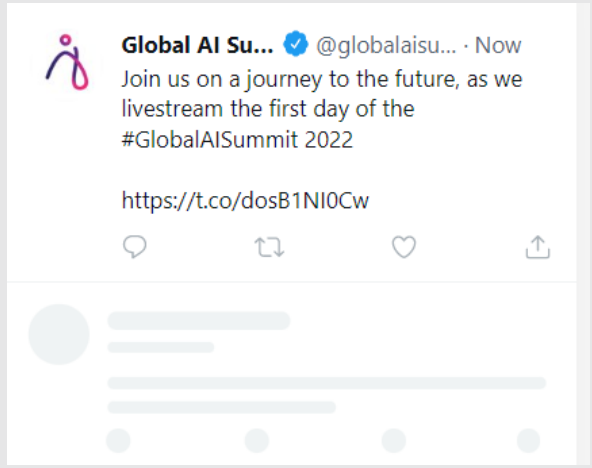
GAIS Campaign – Pre-Event – Social references

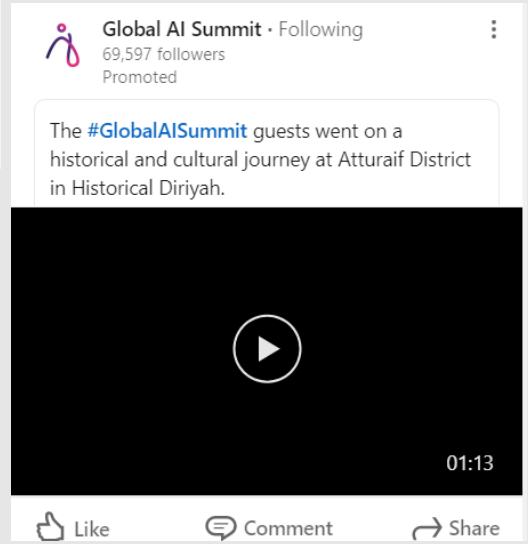




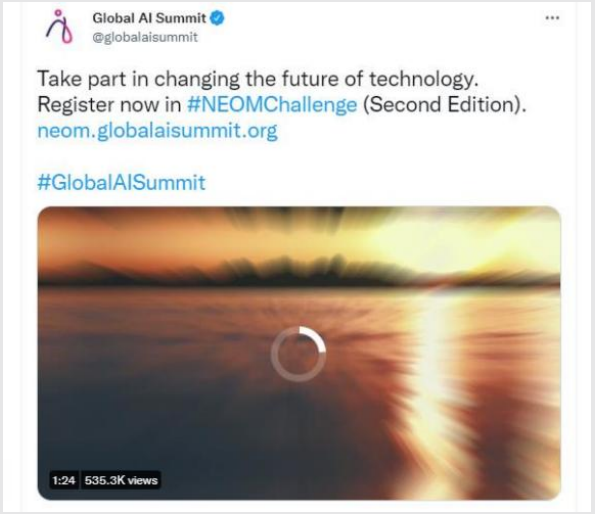
YouTube · LinkedIn · Twitter · Facebook · Snapchat · Teads

GAIS Campaign – During Event – Social references





GAIS Campaign – Post Event – Social references



GAIS Campaign – Creative – Main Film

GAIS Campaign – Creative – Teaser

لخير البشرية
نطور مدناً ذكية
القمة العالمية للذكاء الاصطناعي
الرياض 13-15 سبتمبر 2022
GLOBAL AI SUMMIT
القمة العالمية للذكاء الاصطناعي
RIYADH 2022

لخير البشرية
نتقدم بذكاء
القمة العالمية للذكاء الاصطناعي
الرياض 13-15 سبتمبر 2022
GLOBAL AI SUMMIT
القمة العالمية للذكاء الاصطناعي
RIYADH 2022

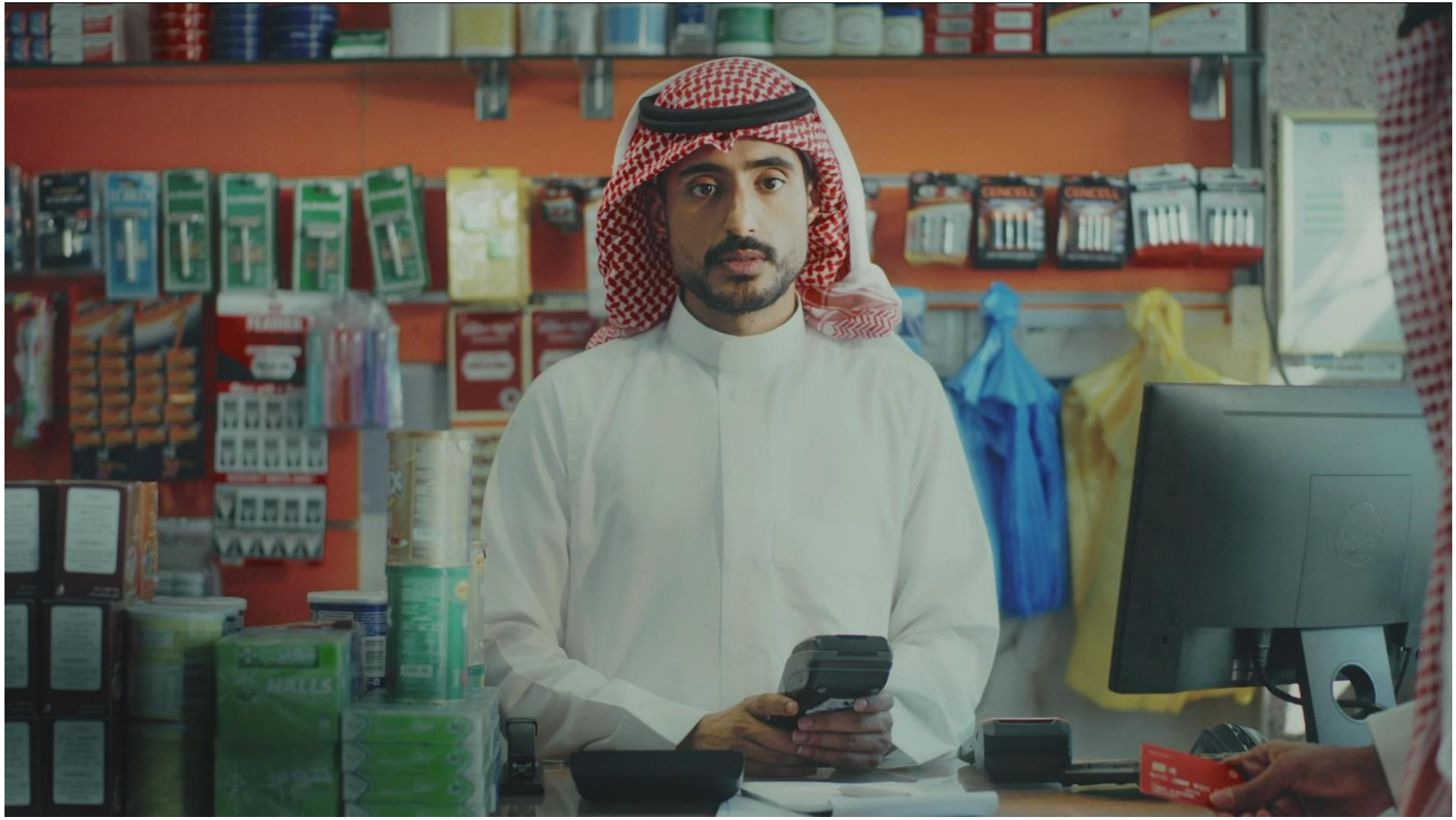
GAIS Campaign – Creative

GAIS Campaign – Creative

Cultural week campaign – Jan 2022

Cultural week campaign – Jan 2022

Retail week campaign



Cultural week campaign

Monshaat GEC Campaign

34%
increase in awareness

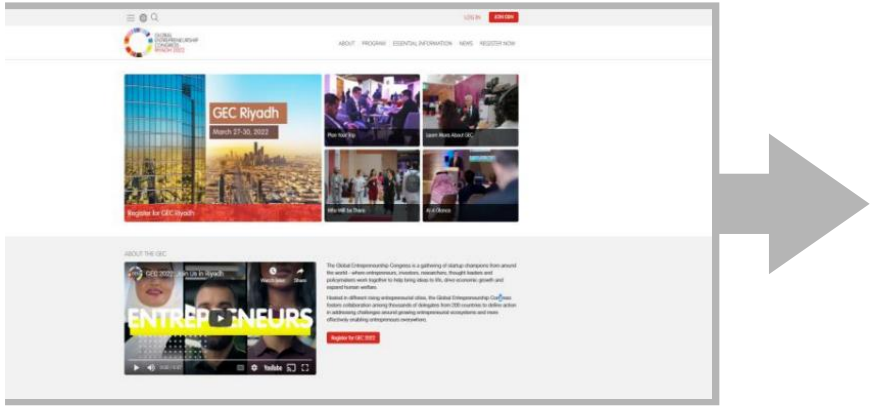
85%
Target accurancy

48%
increase in CTR

Monsha’at – GEC Campaign

Results:

We increased the awareness by an impressive 34 , achieved target accuracy at an outstanding 85 , and, lastly, increased the CTR by 48



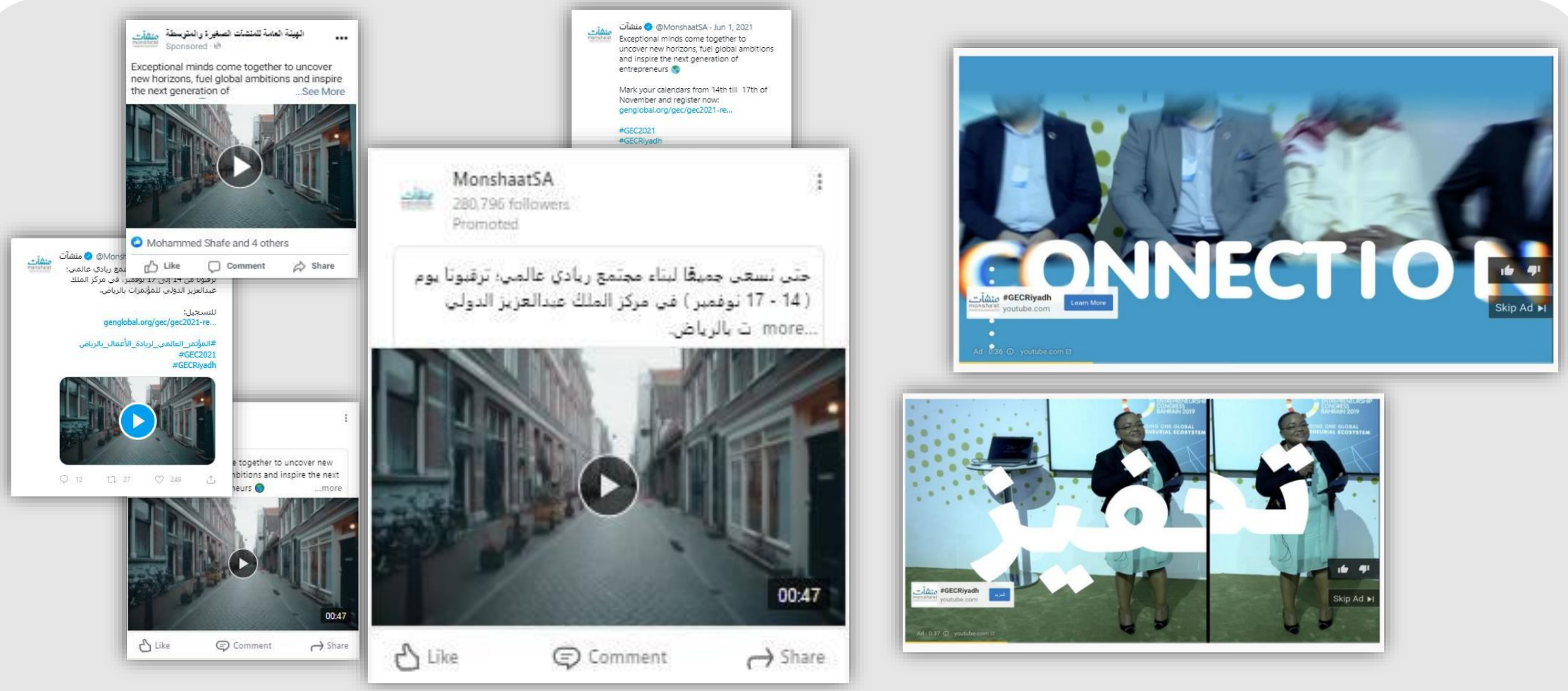
What they had to say:

Monsha’at, a Small & Medium Enterprises General Authority in Saudi Arabia, holds an annual congress called the Global Entrepreneurial Congress, also known as GEC Different investors, researchers, entrepreneurs from all around the world gather in order to generate progress regarding the challenges being faced in the entrepreneurial field Monsha’at strived to attain increased awareness regarding GEC, and to push towards generating registrations

How we did it:

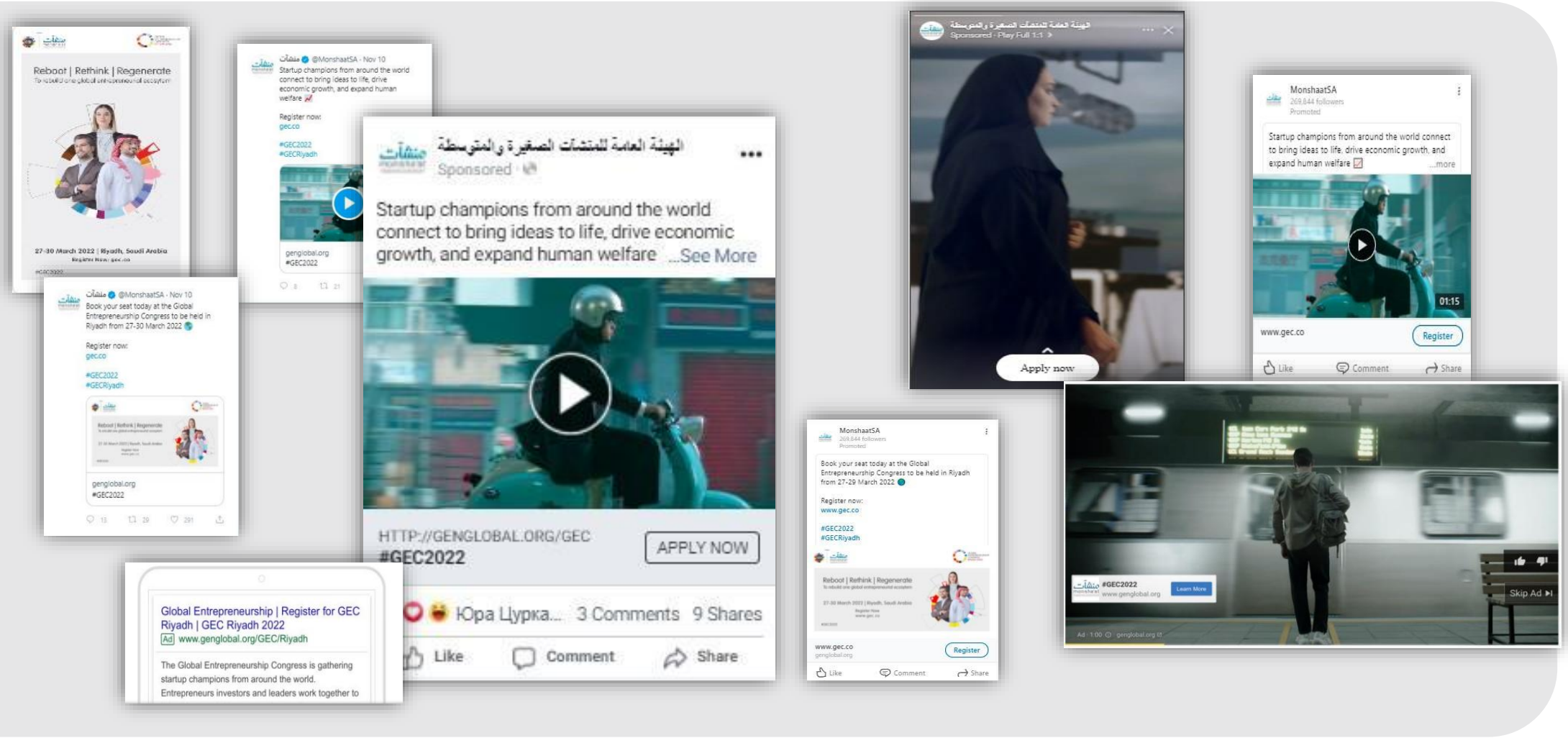
- Heavy research efforts based on the inventories of the different countries addressed
- Research based on the best performing platforms of the different countries addressed
- Campaign tracking through CYMAAR, which grants us the advantage of conjoining our efforts with accurate Artificial Intelligence monitored data
- Using relative keywords to attain and target high quality leads

Soft Launch Campaign – Social references



YouTube

International Campaign – Social references



YouTube

International Campaign – Influencers

Veyron marketing

*Iyad Al Hamoud

*Fungai

*Emmanuel

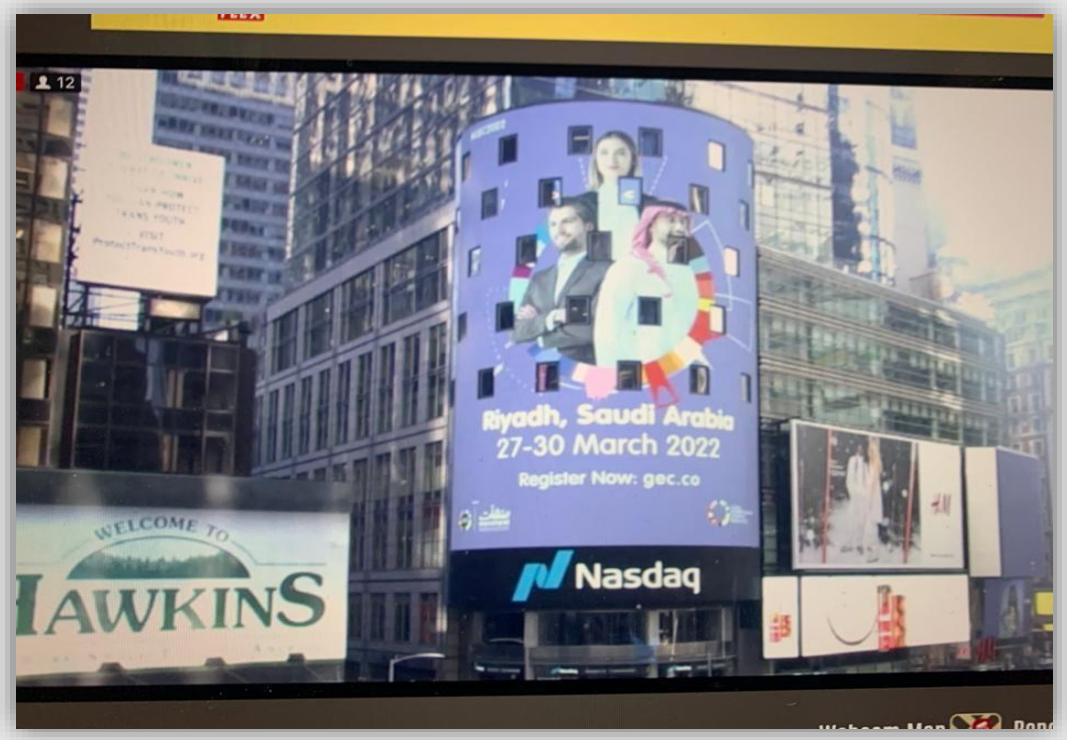
*Devon

*Tori

* Local Influencers

*International Influencers

International Campaign – Offline



Nasdaq Screen

Time Square Screen

Tawuniya Major SME relaunch campaign

2.7%
Conversion rate ***(double the benchmark)***

10k
Generated leads

58%
Decreased cost per conversion

SMEs' Registration in Tawuniya's Health Insurance

Results

We successfully achieved a total amount of 9,019 brand new lead registrations with an outstanding conversion rate of 2 77 while we, simultaneously, decreased the cost per conversion by 58 Moreover, we overperformed by attaining a CTR of 15 85 relative to the CTR benchmark which is at 1 00 Lastly, we decreased the CPC by 122

What they had to say:

Tawuniya's launching a campaign that highlights the accessibility and benefits of their health insurance services targeted towards SMEs, also known as Small to Medium Enterprises Tawuniya's well pleased by the number of Leads generated through the SMEs Major Relaunch Campaign

How we did it:

- Daily supervision of the campaign through Cymaar
- Tracking the progress made day-by-day, and adding adjustments or advancements on the go
- Targeting efforts tailored according to the objectives of the campaign
- Retargeting any prospective lead that expresses interest electronically

Tawuniya's SMEs Health Insurance Campaign

CITC Manassa Tech Campaign

137.5%
increase in registrations

28.57%
increase in conversion rate

18.40%
increase in CTR

Registering in CITC's Manassa Tech

Results:

We increased the number of registrations by an impressive 137 5 , increased the conversion rate by 28 57 , and, lastly, increased the CTR by 18 40

What they had to say:

The Communications and Information Technologies Commission Company, (CITC), established a new platform constructed specifically to converge all IT/New Technology-revolved enterprises around the kingdom to act as a source of reference, to further KSA's market transparency, and to sustain a just competition among its various enterprises

How we did it:

- Particular targeting efforts intended towards IT enterprises all around KSA
- Presenting consistent and up-to-the-minute solutions/suggestions to advance the number of registrations
- Campaign tracking through CYMAAR, which grants us the advantage of conjoining our efforts with accurate Artificial Intelligence monitored data
- Using relative keywords to attain and target high quality leads

Manassa Tech registration Campaign

CITC NTN Campaign

1,210 increase in registrations

22 86 increase in Conversion Rate

90 increase in CTR

Registering in CITC's NTN Forum

Results:

We increased the number of registrations by an impressive 1,210 , increased the conversion rate by 22 86 , and, lastly, increased the CTR by 90

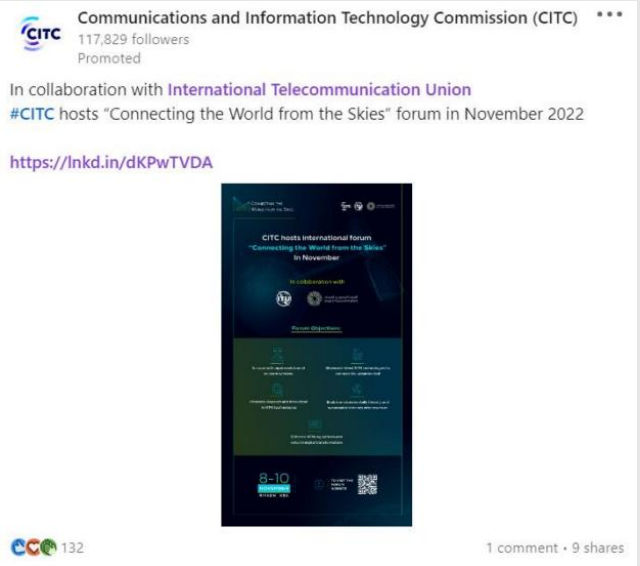
What they had to say:

The Communications and Information Technologies Commission Company, (CITC), are collaborating with International Telecommunication Union (ITU) and Saudi Space Commission (SSC) to host an international forum They're inviting registerers to join the forum since it aims at exploring ways of coping with the rapid evolution of Non-Terrestrial Networks, at showcasing and enhancing the latest NTN technologies, and so forth

How we did it:

- Targeting 9 different countries around the world by launching 9 different campaigns tailored according to each of the countries' affiliations
- Using relative keywords to reach the maximum number of relevant registerers
- Presenting immediate solutions/suggestions to advance the number of registrations at the lowest cost possible
- Campaign tracking through CYNMAAR, which grants us the advantage of conjoining our efforts with accurate Artificial Intelligence monitored data

NTN Registration Campaign



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76 ا اض ف ا ر

55 زادة ب ا

88 زادة ب ا

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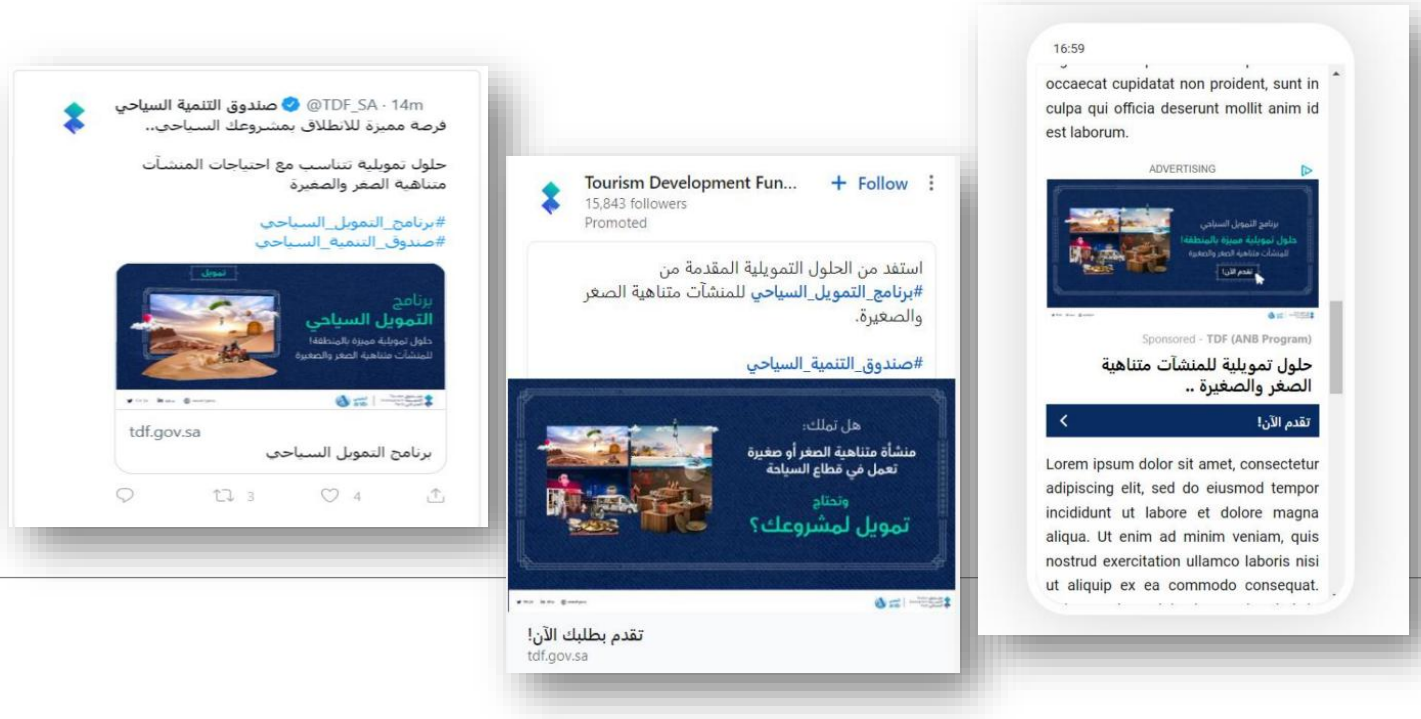

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- CYNMAAR – Artificial Intelligence Programmatic Desk
- Advanced Reach & Frequency Optimizer
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Veyron marketing

Tourism Development Fund

ANB Program Launch Campaign

76 decrease in cost per impression

55 increase in click through rate

88 increase in registrations rate

ANB Program Campaign

What did they say

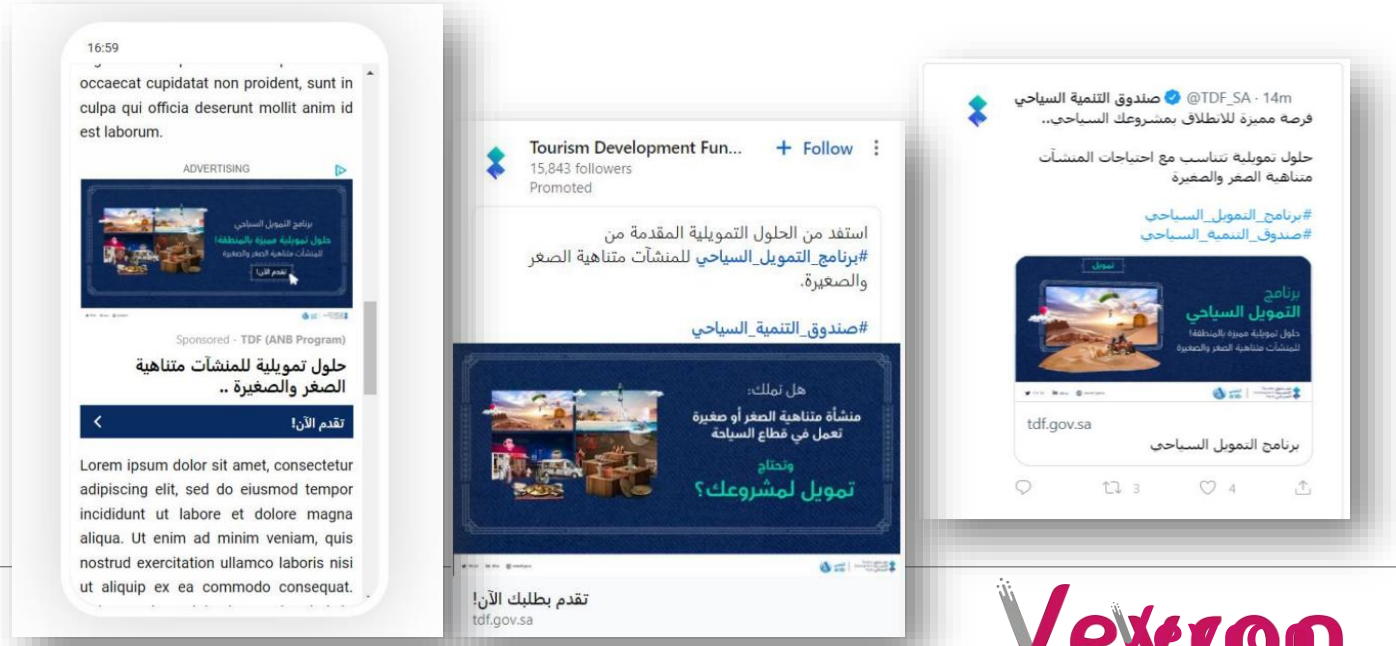
The Tourism Development Fund launched a campaign to advertise the financing program in cooperation with the Arab National Bank with the aim of increasing awareness about the program, highlighting the services provided through it and increasing the number of registrations

The results

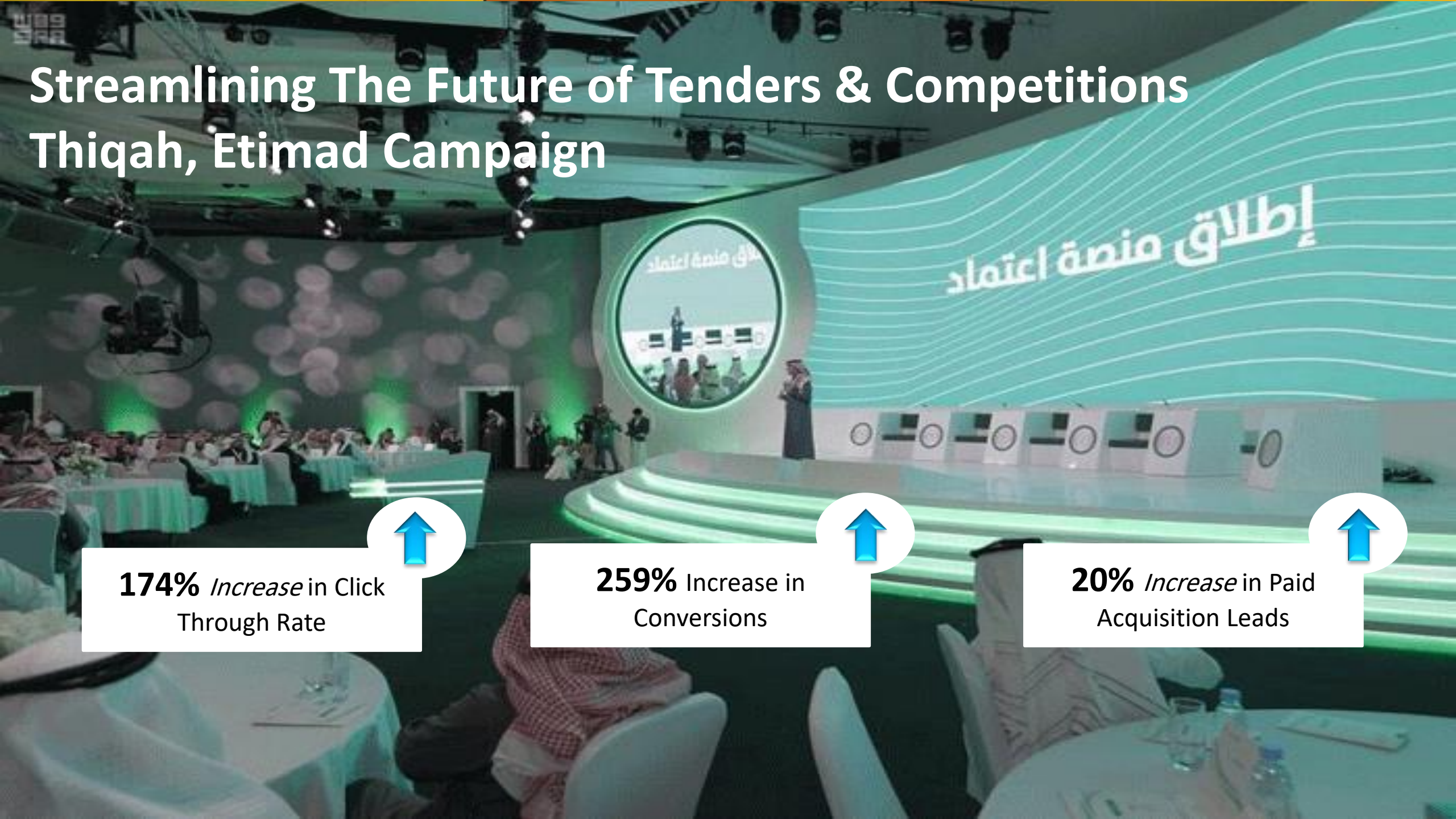
This campaign was exceptionally successful The fund saw a massive over−traffic using Cynmaar, specific keywords and interests We were able to achieve a planned KPI of 76 decrease in cost per impression, a 55 increase in click−through rate, and a significant 88 increase in program registrations

How did we achieve this?

- CYNMAAR – Artificial Intelligence Programmatic Desk
- Advanced Reach & Frequency Optimizer
- Integrate targeting between platforms
- Possibility to target more specific targets
- Daily monitoring and optimization



Streamlining The Future of Tenders & Competitions
Thiqah, Etimad Campaign



174% *Increase* in Click Through Rate

259% Increase in Conversions

20% *Increase* in Paid Acquisition Leads

Launching Etimad Platform, *to facilitate all governmental procurement in KSA*

Whom we worked with:

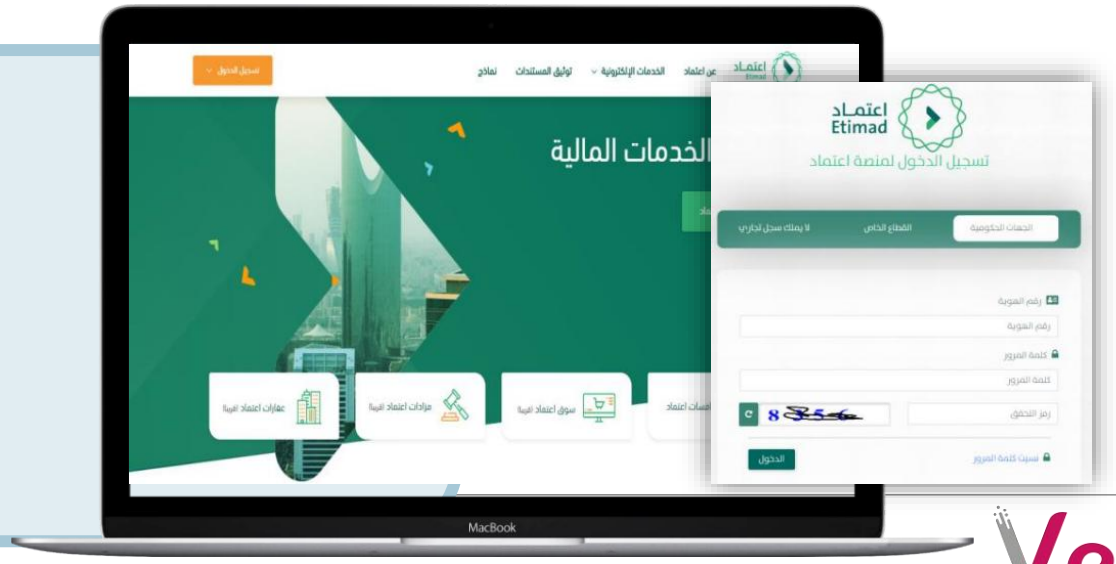
Thiqah developed a Tier 1 platform that facilitates the tenders and competitions procedures in KSA; however, this needed a solid media strategy to make it viral, highlights its benefits and service, and most importantly, to increase registrations and engagement with the platforms

What they had to say:

We have overachieved the Sessions Capacity of the platform in the first couple of weeks, a result of a *20% increase in Paid Acquisition Leads*. Reaching the right audience was *a targeting masterpiece!* With Veyron's Planning at optimization, we witnessed **a *174% increase in CTR and a 259% increase in conversions.***

How we did it:

- A dual approach of Mass Targeting and Direct Response
- Social Content optimization
- Retargeting Methods
- Programmatic Advertising
- Clicks & Conversion based final approach
- Micro-Conversion Tracking

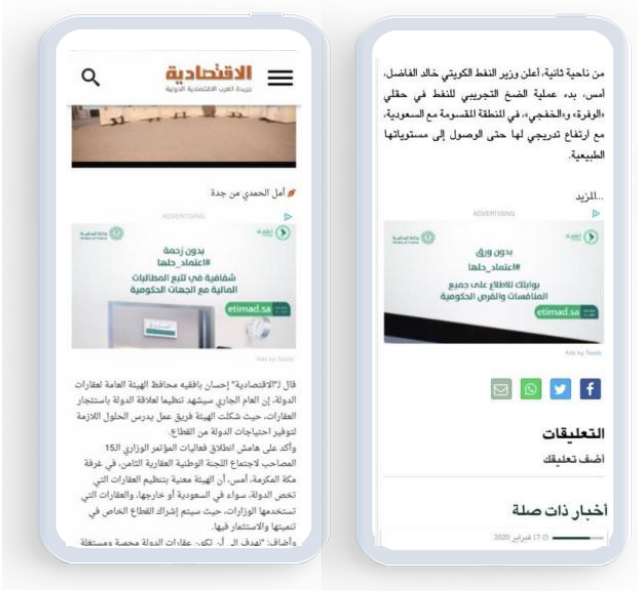


Veyron marketing

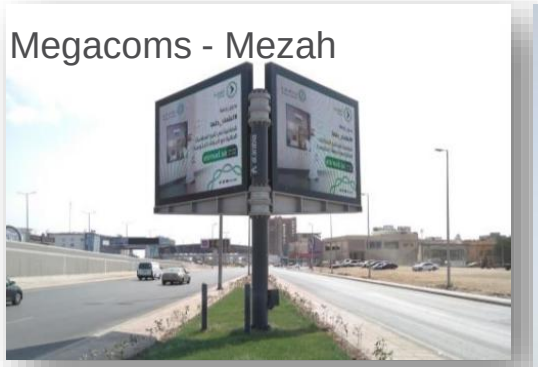
Launching Etimad Platform, *to facilitate all governmental procurement in KSA*

Social

Display



Outdoor



Veyron marketing

How Digital Marketing Drove 96% Boost in Registrations for Monshaa't Biban Event?

82% *Decrease* in Cost per Conversion

163% *Increase* in Conversion Rate

96% *Increase* in Registrations

How Monshaa’t Increased the Registrations by 96%

Whom we worked with:

Being a governmental entity and hosting the most important Business Development event in KSA, Monshaa’t enquired the help of **Veyron** to improve their performance and acquire more registrations.

What they had to say:

After two month of work, we were able to surpass our main KPI (30K Registrations) a day prior the event start, reaching 38K - and that was just the beginning. By the end of the campaign we *reduced the cost per lead by 82% while increasing conversions rate by 163% - The total number of registrations reached the 59K*

How we did it:

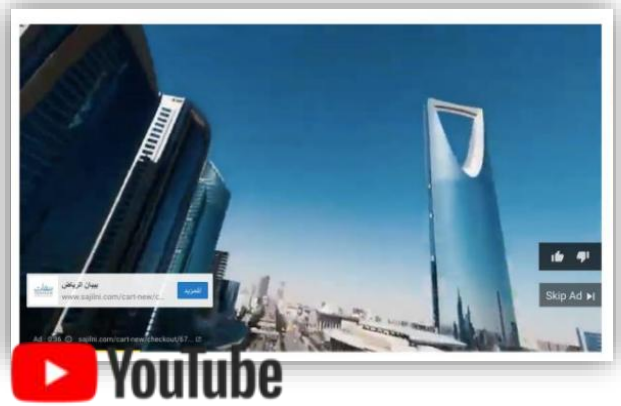
- Blanket Awareness at a Sequential Frequency
- Data Layer Targeting
- High Tempo Landing Page Optimization
- Positive & Negative Remarketing

Veyron marketing

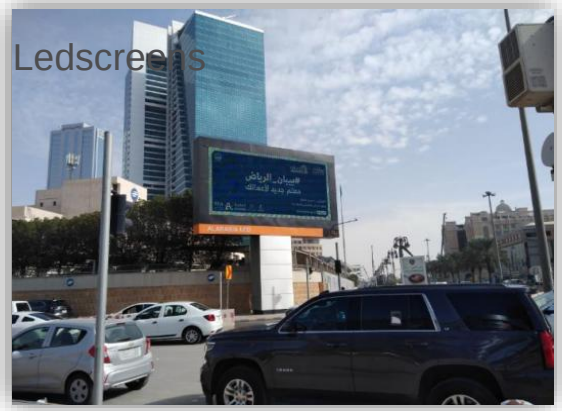
How Monshaa’t Increased the Registrations by 96%

Social

Display



Outdoor



MOH, Digital Doctors' Visits Are Just a Click Away.

وزارة الصحة
Ministry of Health

499% *Increase* in Search Queries

340% Increase in Click Through Rate

88% *Increase* in Installation

How MOH Increased the Digital Doctors' Visits

Whom we worked with:

MOH tried for years to facilitate the patients' life and their health care journey.
The Seha App was launched to take answer patient's queries without any physical visit at a faster response rate.
They challenge was to deliver the message and secure high engagement within the app services.

What they had to say:

Brilliant results were achieved! The engagement of the audience was heavy with more than *112% increase on the in-app engagement* of the already registered users.
We scored a *499% increase on the Search queries,* while achieving *an exceptional high CTR of more than 13% and a 88% leverage in installations*

How we did it:

- A dual approach of Mass Targeting and Direct Response
- Social Content optimization
- Retargeting Methods
- Programmatic Advertising
- Clicks & Conversion based final approach
- Micro-Conversion Tracking

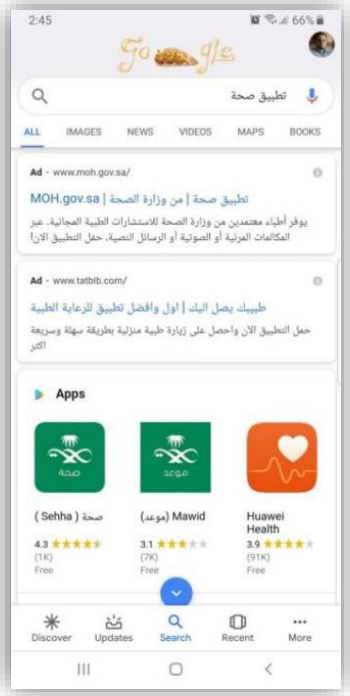
Veyron marketing

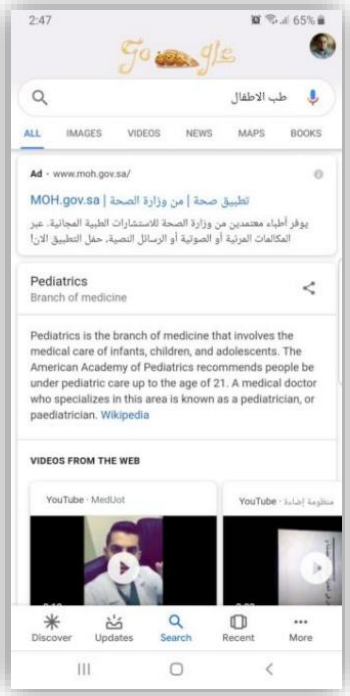
MOH Seha App Campaign

Social

Display

SEM





Ministry Of Sports E-Gym Campaign

Streaming Energy To People's Houses During The Lockdown

92% *Increase* in Online Attendance

96% VTR on Social Platforms

122% *Increase* in Session Timing

It Wasn’t only About the Results.. It Was About Speed

Whom we worked with:

MOS (Ministry of Sports) launched a online platform to keep people in KSA active at home. MOS put together multiple live workouts sessions with different coaches. The KPI was to achieve a huge number of 100K registrations and more than 500K attendees; however, the main challenge was time. We had to reach our KPI in a 5 days period.

What they had to say:

We have overachieved the number of required attendees *92% in just 2 days time!*
Reaching the right audience was *a mechanical masterpiece!* With Veyron’s Planning at optimization, we witnessed **an exceptional 96% VTR on social platforms with a 122% increase in sessions timing.**

How we did it:

- Special targeting variables were used in this campaign
- Customized audiences, targeting people who are followers of the MOS accounts
- Lookalike audiences in order to expand our niche reach.
- Targeting users who engaged with similar sports accounts, backed up with interest and keywords targeting.

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It Wasn’t only About the Results.. It Was About Speed

Twitter

Instagram

Veyron marketing

وزارة الصحة

Ministry of Health

60% *Decrease in CPI*

150% *Increase in number of Installs*

85% *Increased* number of Self Assessment Survey

MOH Mawid App *Covid-19 Self-Assessment*

Whom we worked with:

MOH launched an online *Covid-19 Self-Assessment* Survey that gathers information about suspected cases, provides safety procedures and receive advice from experts.
The challenge was to raise awareness about *Covid-19 Self-Assessment Survey* and secure high number of completed Surveys.

What they had to say:

Successfully overachieved the target number of surveys by *85%*
By using a dual approach of Mass Targeting as a first phase and followed with a Niche Targeting of specific regions. With our daily monitoring and optimization we managed to highlight and tackle the niche regions/cities to fill the survey using retargeting method.
More than 600K PCR test was conducted since the start date.

How we did it:

- A dual approach of Mass Targeting and Niche targeting to specific regions in Saudi Arabia.
- Daily optimization
- Retargeting Methods
- Delivering leads with the lowest cost.

Veyron marketing

MOH Mawid App Corona Test Campaign

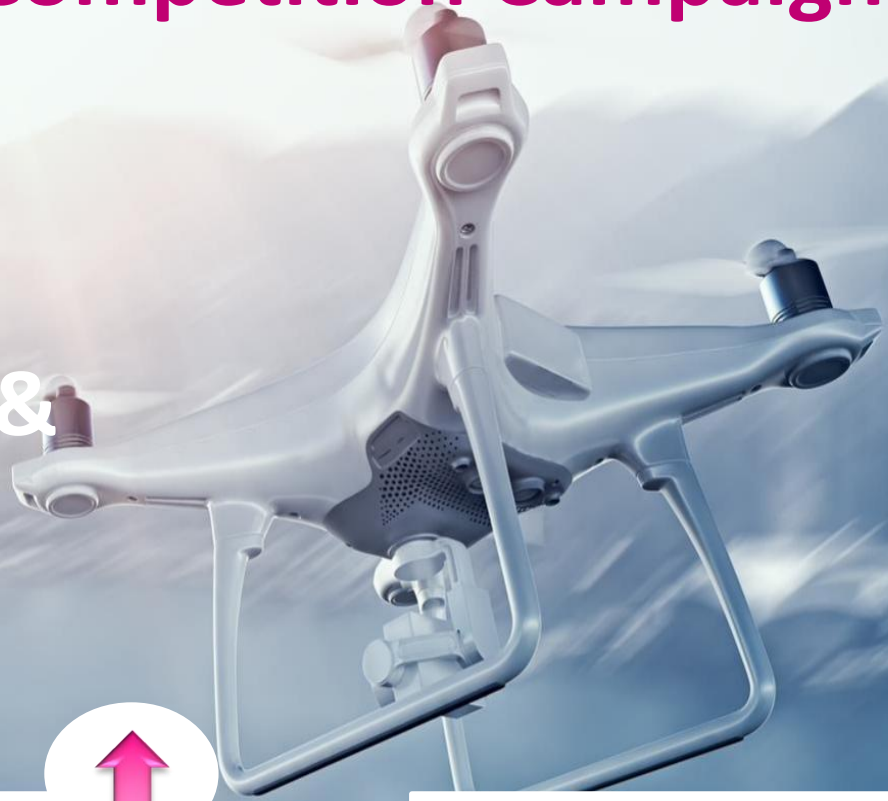
Social

Display

Veyron marketing

Cyber Security Drones Global Competition Campaign

Proving The Power Of Targeted Media. 146% More Conversions & 100% Quality Leads



44% *Decrease* in Cost per Conversion

97% Target Accuracy

24% *Increase* in Submissions

The SAFCSP Sufficiently & Successfully Overachieved it's KPIs

Whom we worked with:

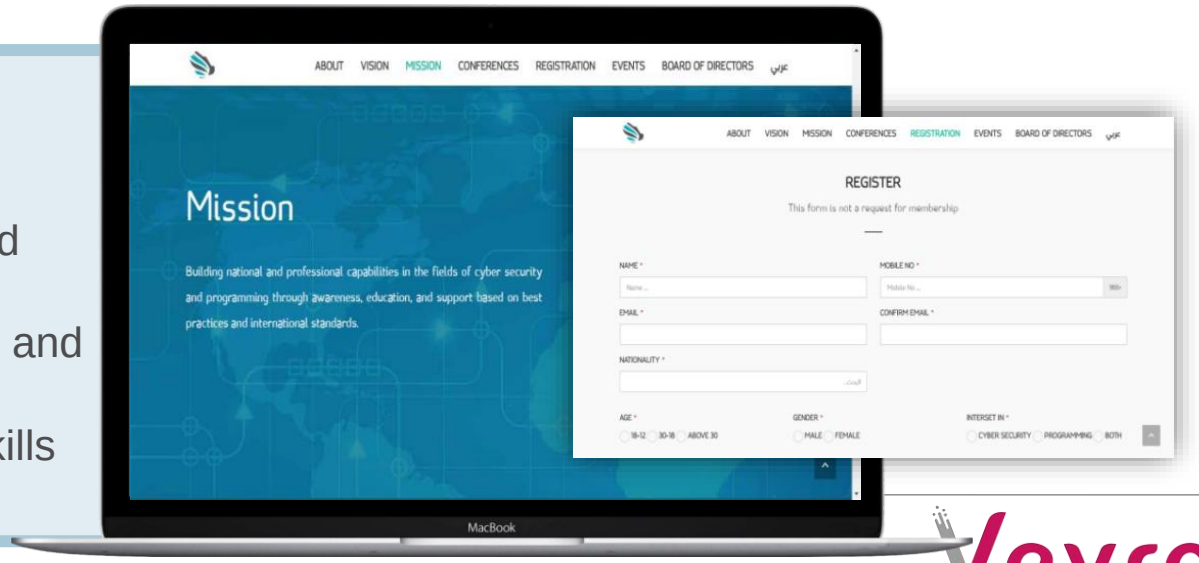
Within 73 different countries, the SAFCSP had to reach Drones Technicians who only work in Startup Drones Companies – Get them upload a video of their work and participate in the Drones Competition in KSA

What they had to say:

In only half of the campaign flight duration, we had 62 valid submissions on board (overachieved the KPI of 50) and this is where the Submissions close with *less than 60% of the budget spent.*
We were able to decrease the cost per conversion by 44% and surpassed the submission by 24%

How we did it:

- A research of the 73 countries and their digital penetration.
- Narrowed down the target audience by interest and behavior
- Uploaded a custom audience with phone numbers and emails, then used a look alike method
- Targeting by Startup Names then by employees skills through LinkedIn

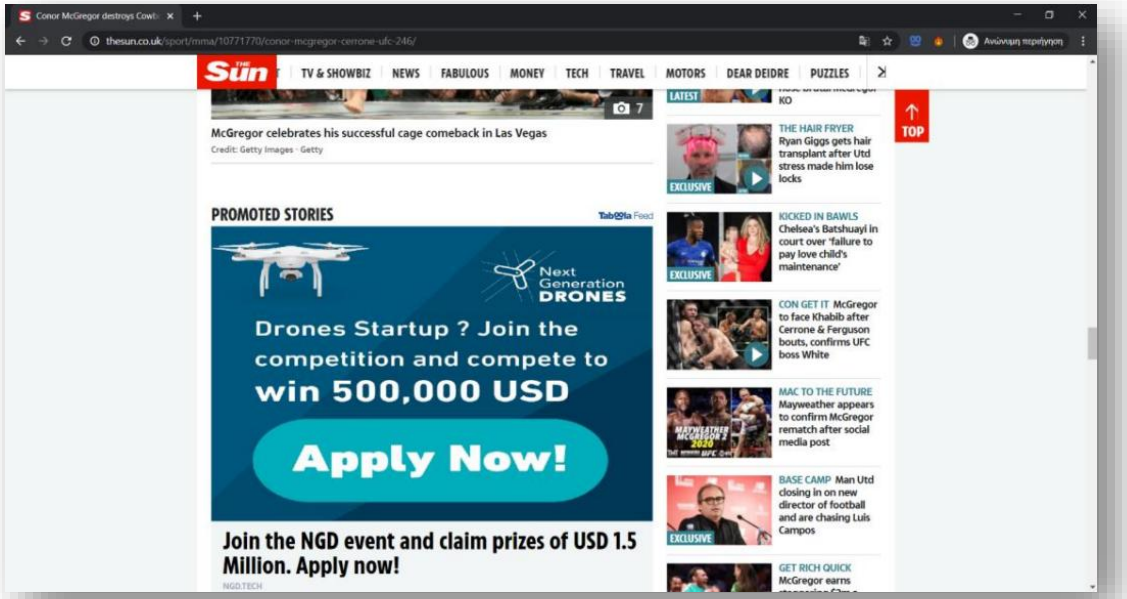


Veyron marketing

Cyber Security Drones Global Competition Campaign

Social

Display

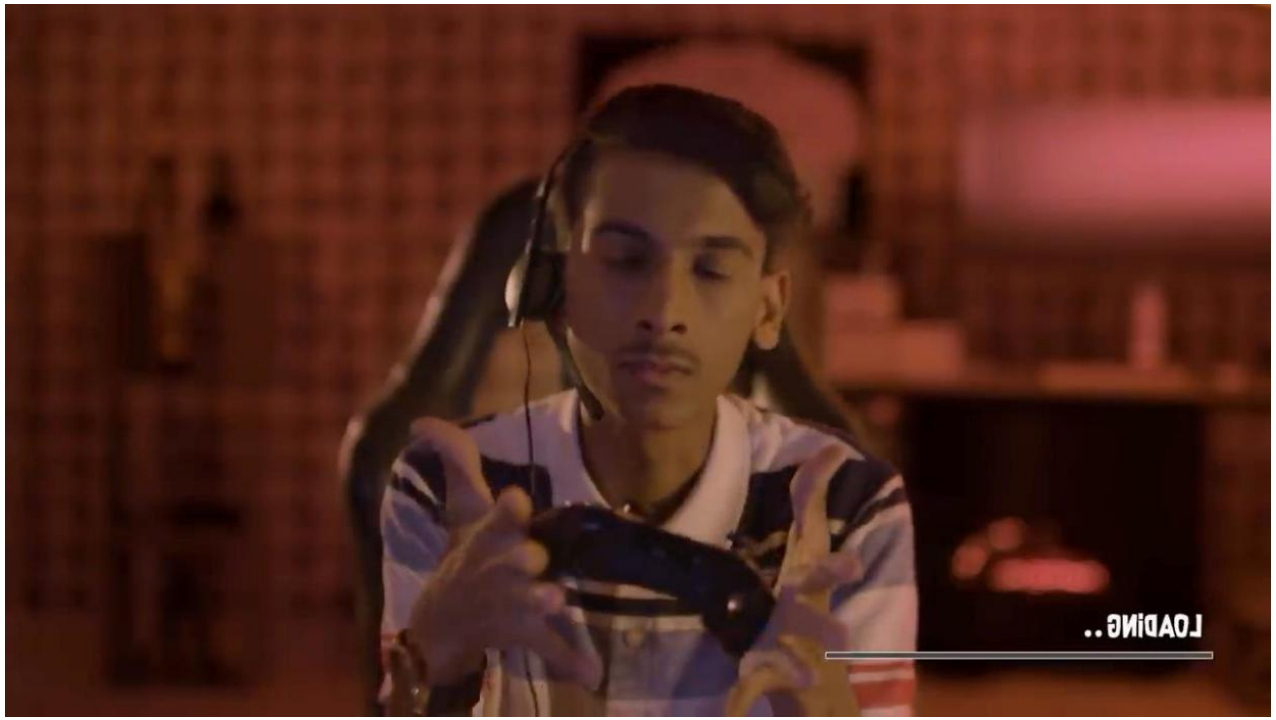


Veyron marketing

ITC. Neighborhood Campaign

Veyron marketing

ITC.



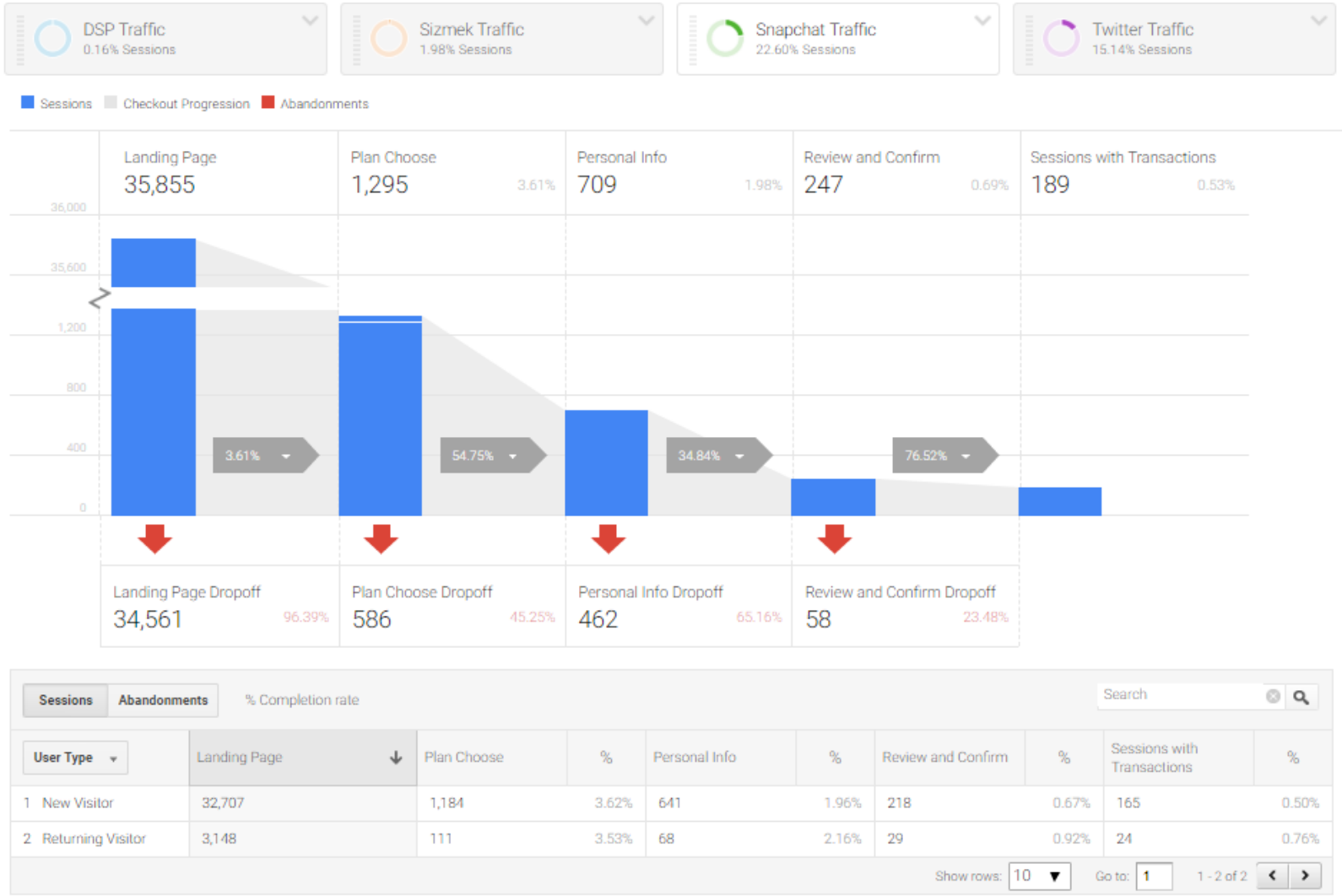
https://youtu.be/kwUrf2cRnDk

https://youtu.be/JO8duHgfJtU

https://youtu.be/gqvY6_RYnHU

Veyron marketing

Tracking users across different conversion process



Visual Content. Visual Ads content that we are using for the campaigns

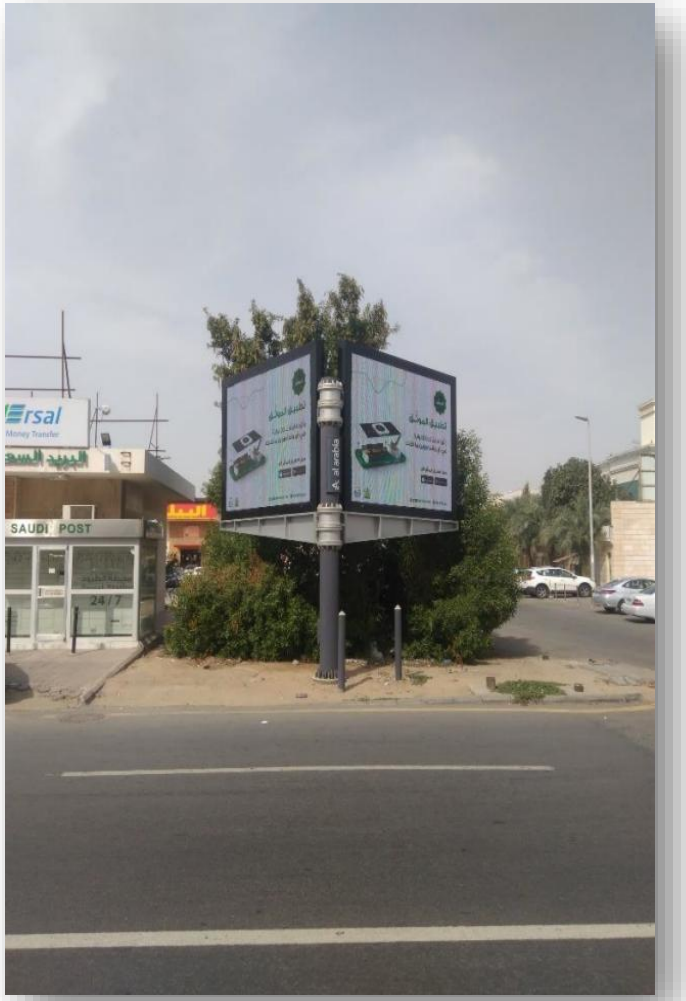
Visual Ads

Veyron marketing

References from recent work *Etimad 360 Campaign*

Veyron marketing

References from previous work *Al Muwathiq*

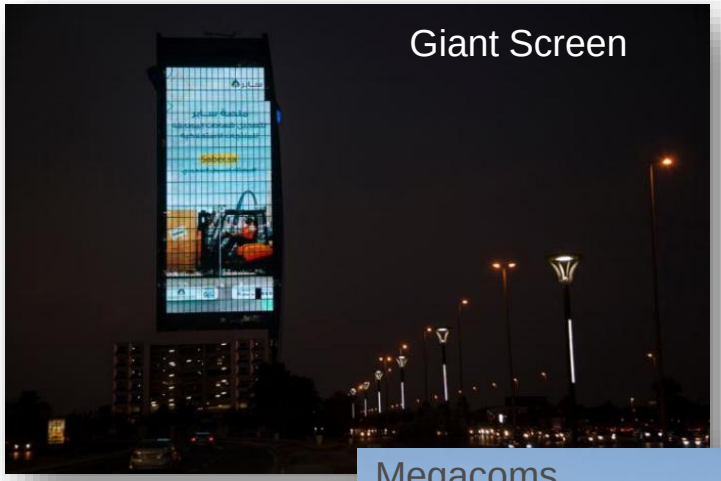


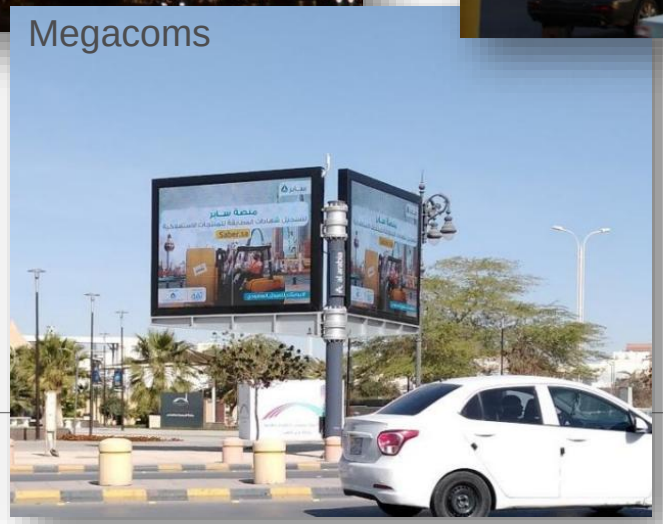
References from previous work *SBA*

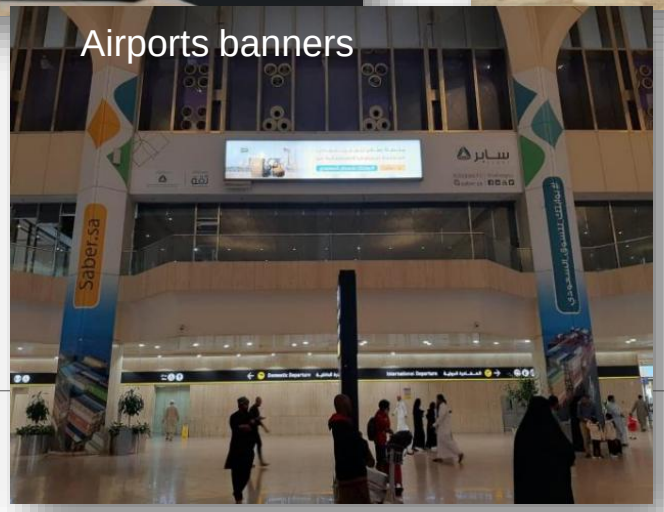
Veyron marketing

References from previous work Thiqah, Saber Campaign

Outdoor



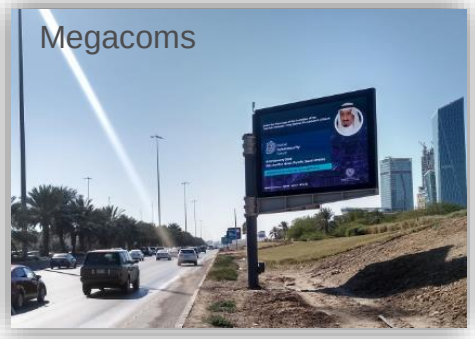


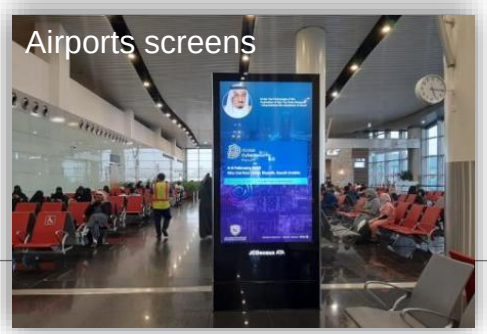


Veyron marketing

References from previous work - *Cyber Security, Global Forum*

Outdoor





TV

mbc

العربية
Al Arabiya News Channel

الدوري السعودي للمحترفين SPL

الإخبارية

SBC

Radio

mbc FM

بانوراما fm

روتانا fm

U FM

FM

Print

Veyron marketing

References from previous work *Monshaat, Startups Campaign*

Social

Influencers

Veyron marketing

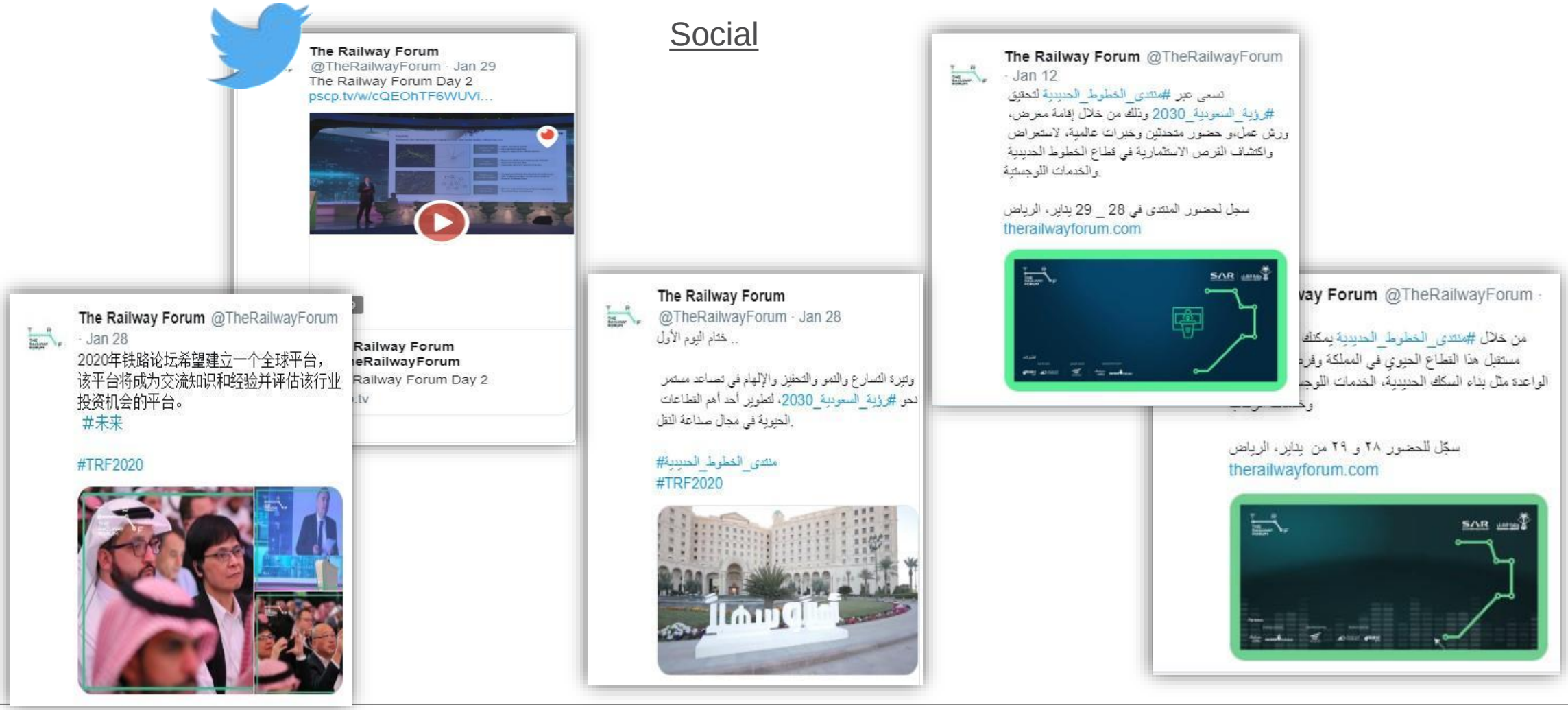
References from previous work - *Saudi Home Loans Campaign*

Social

Veyron marketing

References from previous work - Saudi Railway Campaign

Social

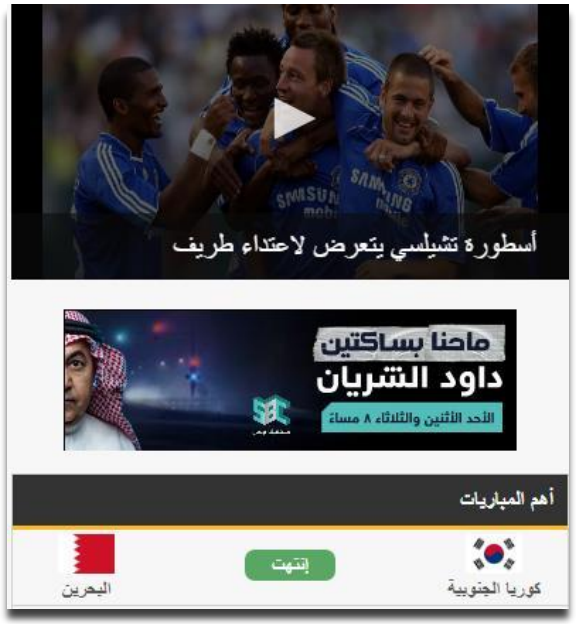


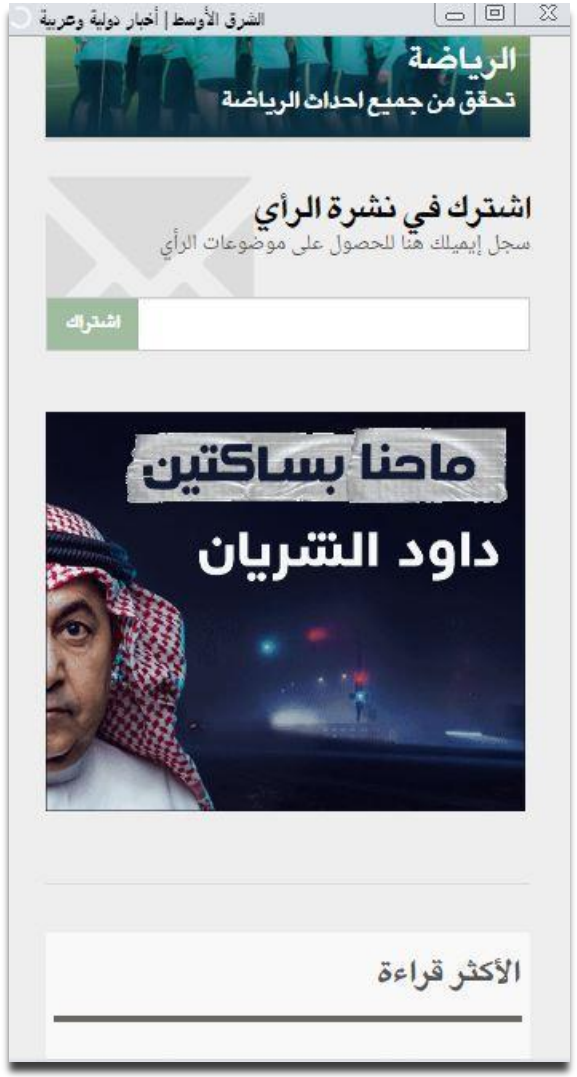
References from previous work - Haramain Railway Campaign

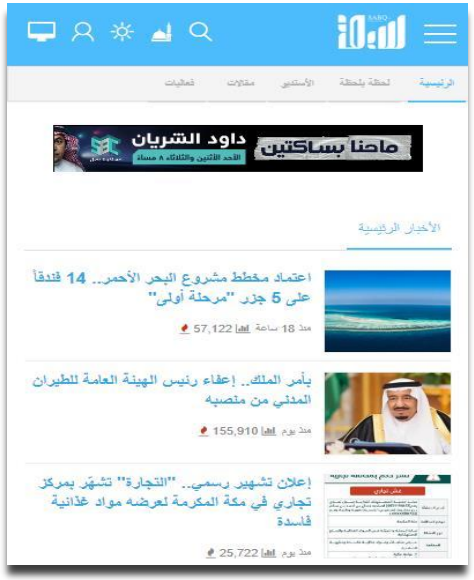
Social

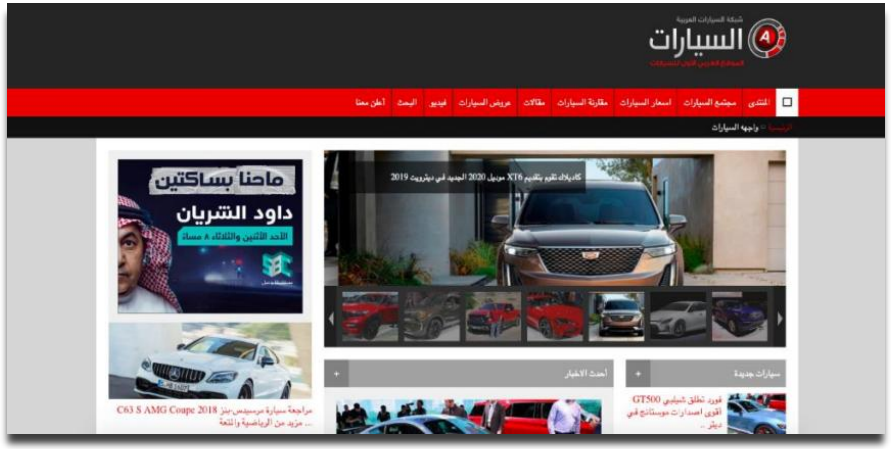
Veyron marketing

References from previous work *SBA*









Veyron marketing

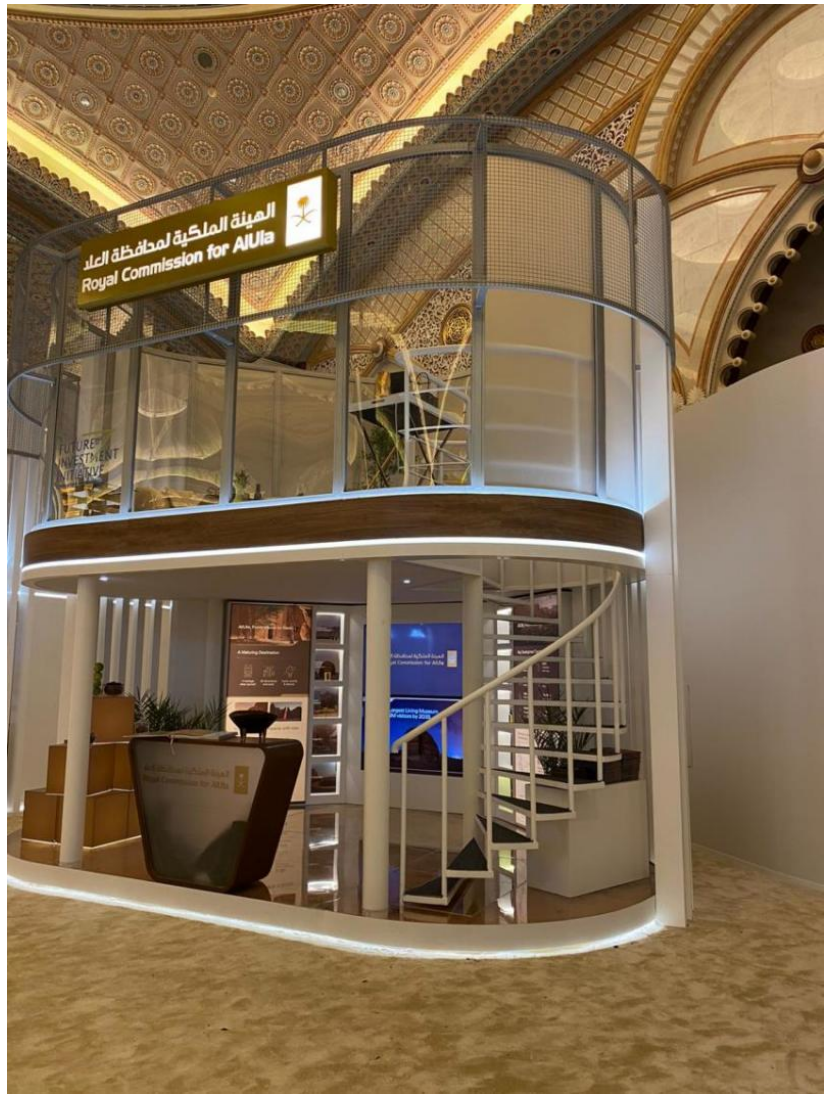
References from previous work

MOH Awareness Campaign

Veyron marketing

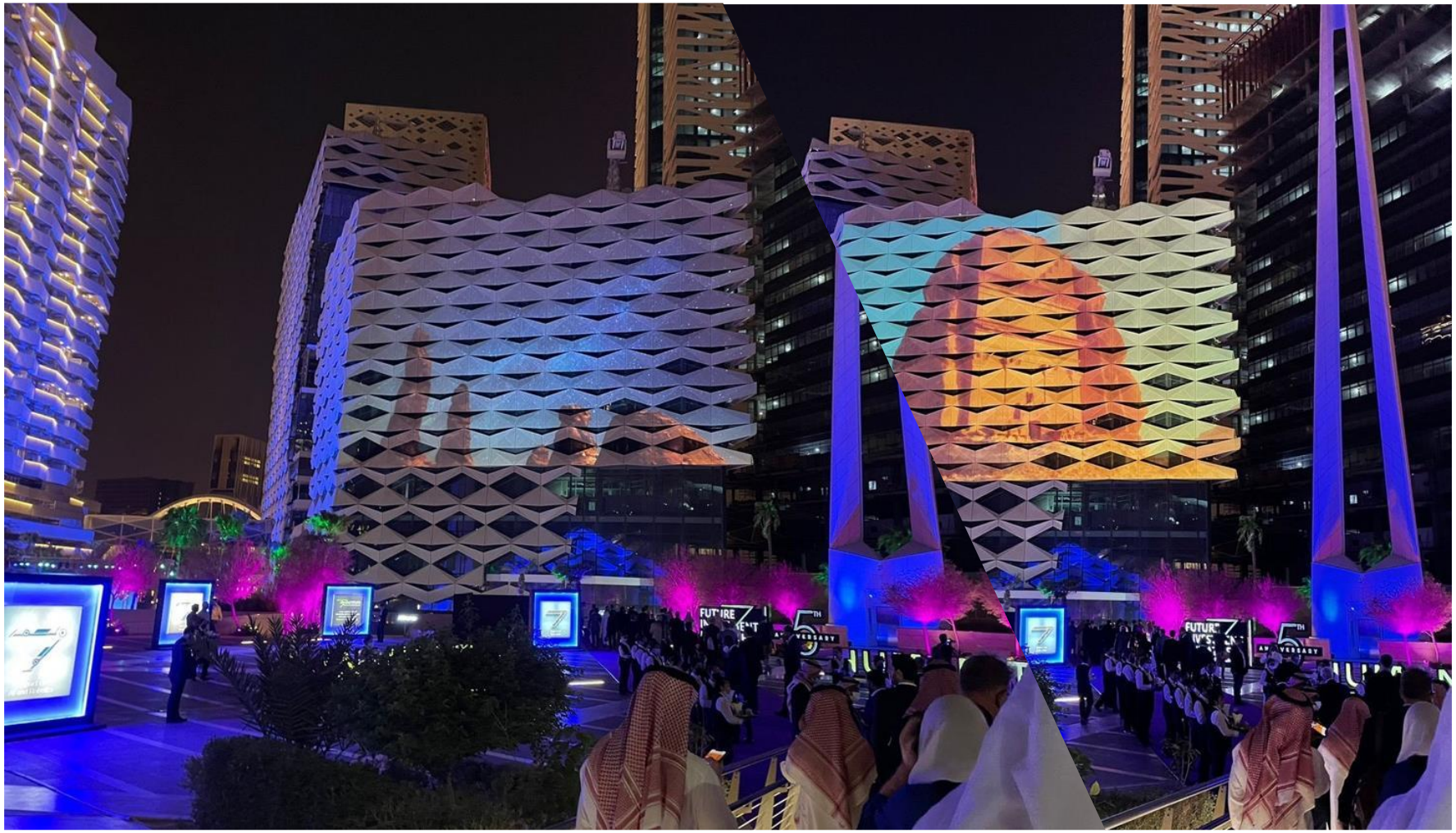
References from events & activation

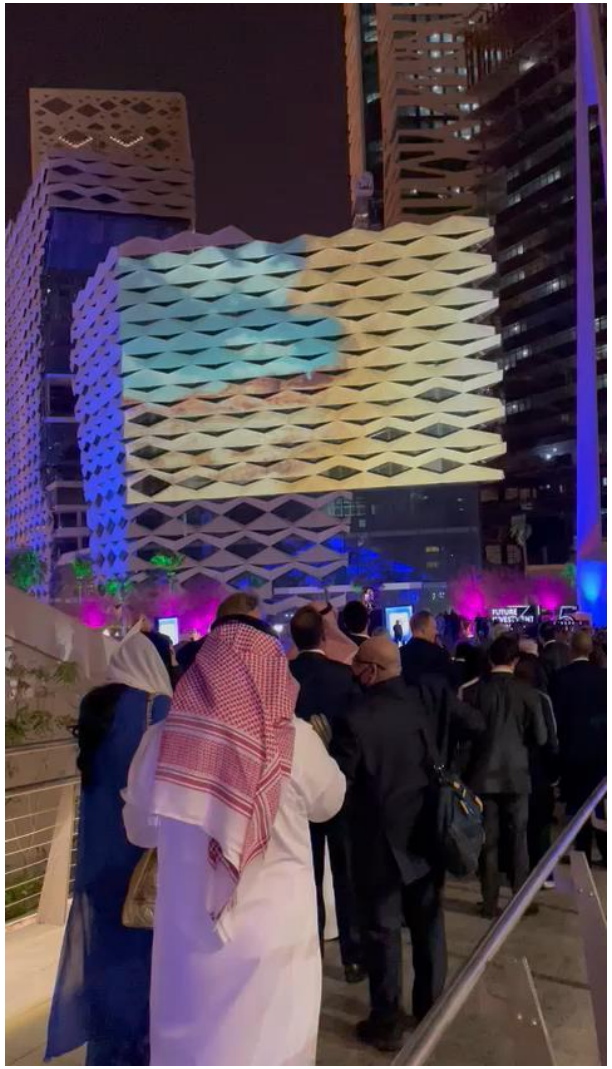
Royal Commission for AlUla



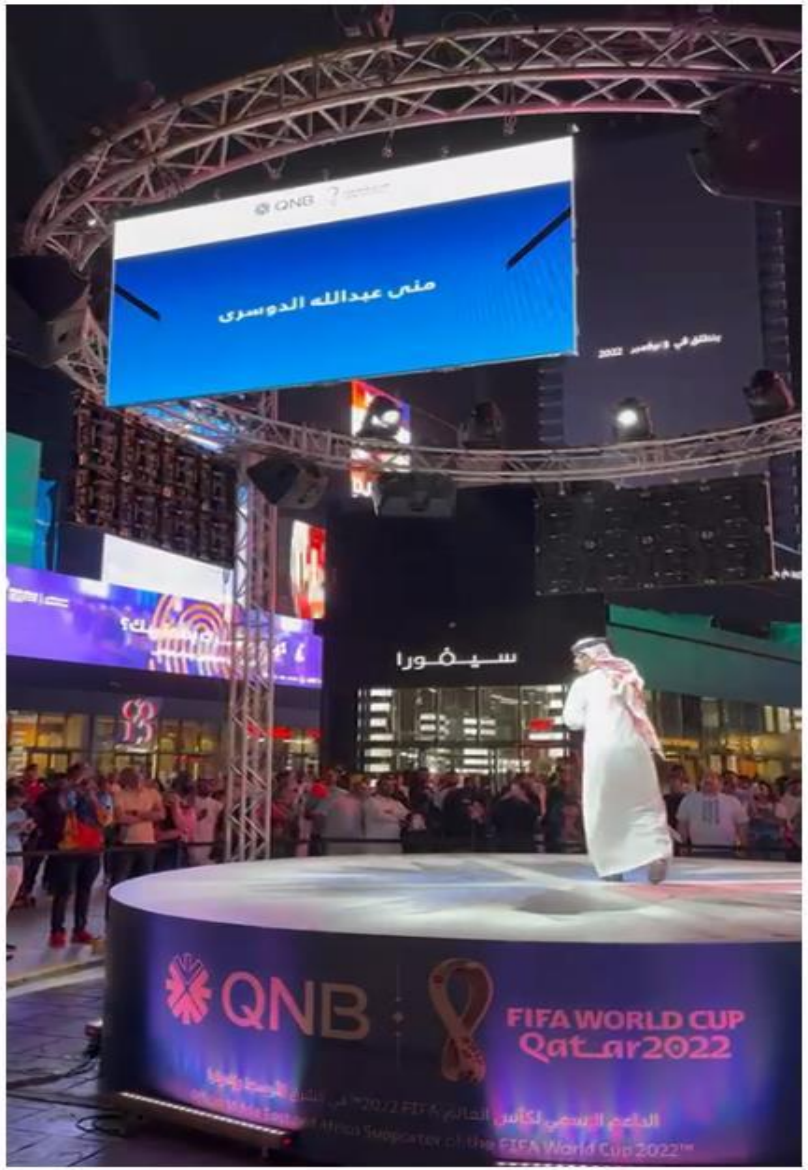
Royal Commission for AlUla

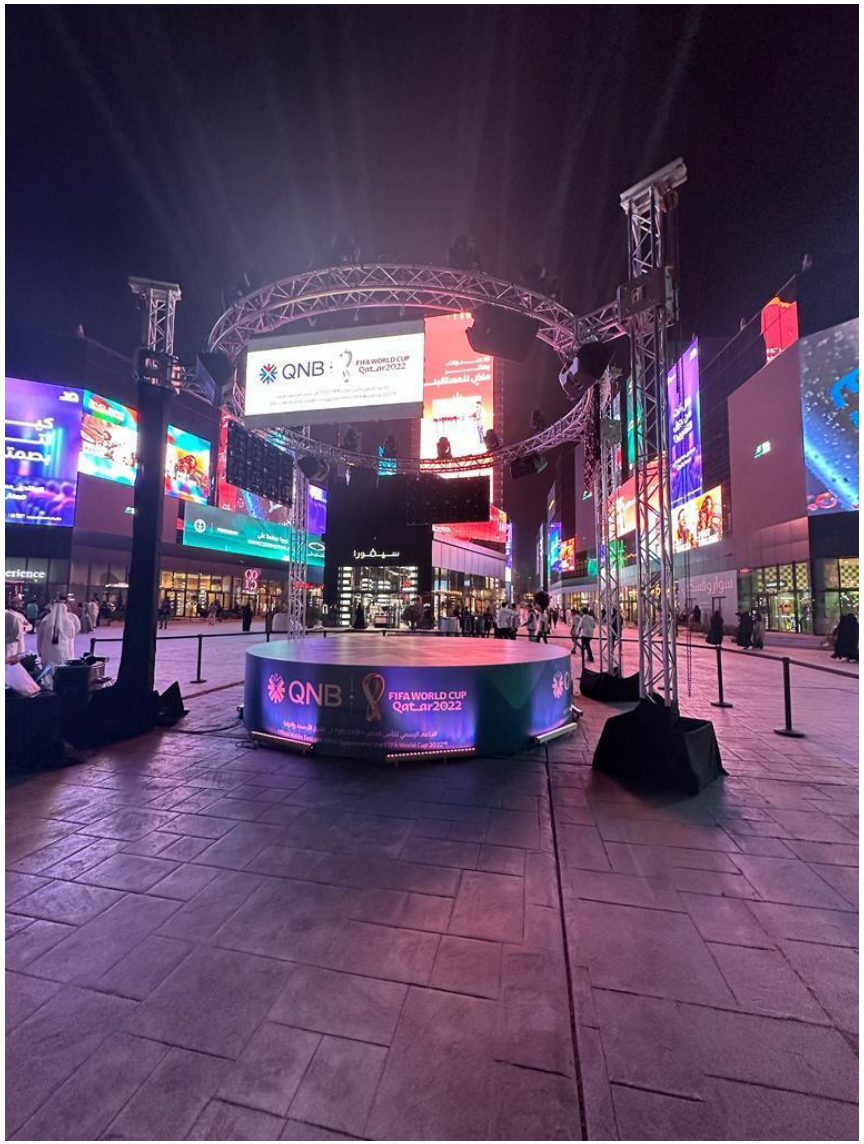
Multimedia production & projection





QNB Boulevard Activation





Thank You