OUR STORY OUR VALUE OUR BRANCHES OUR SERVICE'S WORK PROCESS OUR TEAM EXPERTISE

BRAND BUZZ

SMALL ACTION BIG IMPACT

COMPANY PROFILE

2022 | Founded in 2016

contact us:

@BRANDBUZZKSA

The work behavior of BRAND BUZZ team members were captured exactly from the BEES work behavior

HOW

Pollinating

BB is taking the brief and leave a good impression

Producing

BB applying productive communication

Pollinating

BB meeting and exceeding the client satisfaction

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SMALL ACTION BIG IMPACT

Our Value

Long lasting relationship

Strategic growth

High commitment to quality of execution

People development

Transparency & Honesty

Effective creativity

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Our Branches

Team Location's At Remote City's :

Makkah - Al Madinah - Abha - Al Hasa - Qaseem
- Tabouk - Hail - Kharj - Jizan - Jubail - Yanbu -
Khamees M - Aseer - Buridah
Najran - Skaka - Arar - Taif - Baha - Hafr Albaten

Our Service's

- Activation & Event Concept
- Designs works (2D & 3D)
- Materials (Pruchasing)
- Shipment , Logistics & Delivery
- Co-Packing
- Closing Partnership Deals
- Manpower
- Production (POS Materials , Uniform , Stands , Give aways)
- Social Media Contest
- Governmental Approval (COC - GEA)
- Creative Gift Box

How Do We Work ?

Work Process

1. Client Brief
2. Brainstorming
3. Proposal
4. Client Feedback
5. Action Plan
6. Pre Project
7. During Project
8. After Project
9. Closing

Our Team Expertise

650+ Events
Managed more than 650 Events local and multinational

350+ Concepts
Developed around 350 creative concepts of events

20,000+ Manpower
Recruited more than 20,000 manpower part timer male ,female and special

60 + Brands
Worked with more than 60 brands local and international

BB Has the capability to cover all **5 regions** within in KSA with more than **100 stores**

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العربي

Al Arabi In Mall Activation

Sessions 135 | Malls 3 | Cities 2 | Days 45

AL ARABI IN MALL ACTIVATION

Client Objective : Create awareness and hype around the brand main feature which is the “Crunchy”

BB Concept : We came up with a slogan that called كل قرمشة ولها صوت that we built an engagement around it in a very creative memorable way :

1- DB Registration
2- Listen and figure out Al-Arabi Crunchy sound
3- Answer correctly and get free give away
4- Enter the ruffle draw for weekly apple AirPods

Result : Targeted Number of engaged pax were over achieved by 30% then the client decided to extend the campaign another 30 days

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AL ARABI IN MALL ACTIVATION

العربي

BRAND BUZZ
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Jewels Activation

Sessions 353

Stores 55

Cities 12

Days 12

JEWELS ACTIVATION

Client Objective : Create a creative engagement with consumers and push the sales

BB Concept : We had 2 type of engagement under the generosity umbrella as below :

1 - الكرم قول وفعل : Where consumers can get card randomly and apply the content (have a coffee break with your mother and we will give you free jewels …. Etc

2 - عبر عن الكرم : Use the Arabic letter to write a word about the generosity within certain giving time

Also, to push sales we transferred the jewels pack to gifting pack by writing a customized massage on the label on spotand gift it anyone you want

Result : Jewels packs were SOLD OUT

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JEWELS ACTIVATION

BRAND BUZZ
SMALL ACTION BIG IMPACT

JEWELS ACTIVATION

BRAND BUZZ
SMALL ACTION BIG IMPACT

ANLENE MILK
IN MALL ACTIVATION

وزارة الصحة
Ministry of Health

ANLENE MILK IN MALL ACTIVATION

Client Objective : Create awareness and hype about the brand and its main feature **" Anlene rich with calcium "**

Result : Anlene market share were **raised by 20%**

BB Concept : We built **mini clinic for Anlene** where people can visit and check their bone on spot under a smart device and get their bone status and recommendation . We closed deal with **MOH** to support the campaign . We invited several **celebrated** to support the campaign in media

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ANLENE MILK IN MALL ACTIVATION

وزارة الصحة
Ministry of Health

BRAND BUZZ

SMALL ACTION BIG IMPACT

sunsilk

New Sunsilk Activation

Sessions 10

Stores 1

Cities 1

Days 10

BRAND BUZZ
SMALL ACTION BIG IMPACT

NEW SUNSILK ACTIVATION

sunsilk

Client Objective : Create awareness and hype about the brand and its main feature
“ Natural powerful “

BB Concept : We designed a stand that made of natural wooden supported with orange and lemon to reflect the brand natural powerful . We were serving orange and lemon juices

Result : Consumers had a memorable experience about the brand

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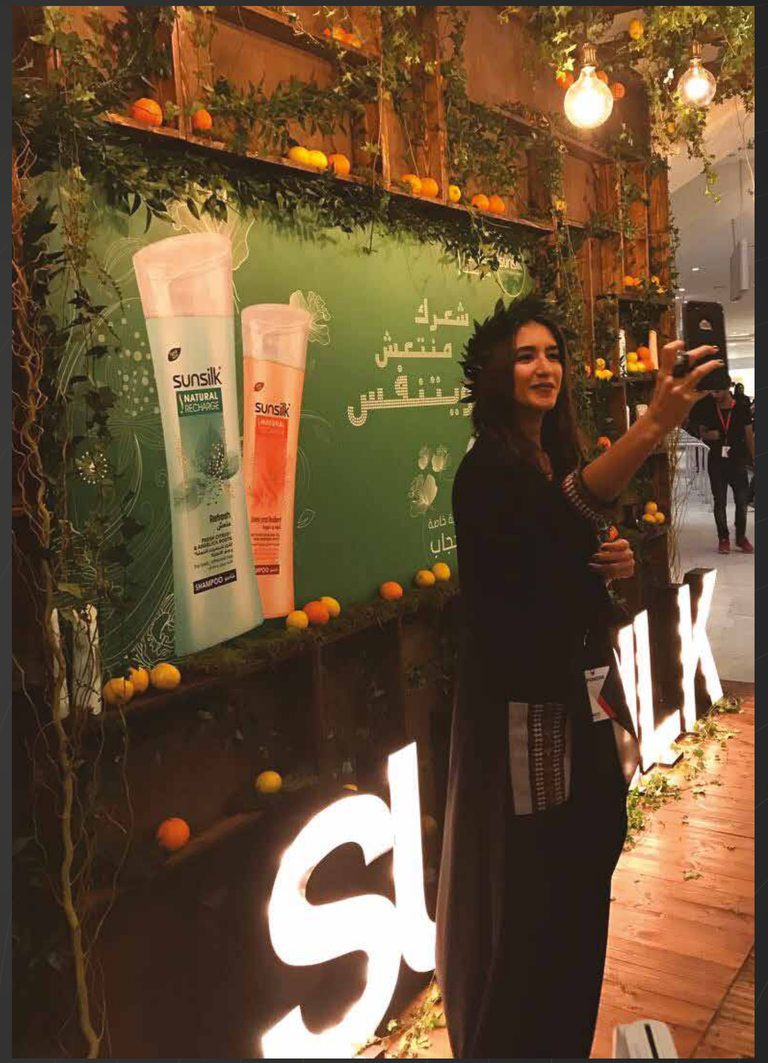
NEW SUNSILK ACTIVATION

sunsilk



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LIPTON ACTIVATION IN AL JENADREYYA

LIPTON ACTIVATION IN AL JENADREYYA

Client Objective : Create awareness and hype about the brand and its main feature
“ Lipton is Strong “

BB Concept : We designed a huge Lipton pack grab people attention and make it sampling point . We make a challenging game where people can join and pull a heavy Lipton pack the longest time possible to win a give away

Result : This activation was the talk of Al Jenadreyya all the way

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LIPTON ACTIVATION IN AL JENADREYYA

BRAND BUZZ

SMALL ACTION BIG IMPACT

UNILEVER BACK TO SCHOOL ACTIVATION

Unilever

Sessions 81

Stores 3

Cities 3

Days 9

UNILEVER BACK TO SCHOOL ACTIVATION

Client Objective : Create engaging ideas for all
personal care bands in creative way and pushing sales utilizing B2S season

BB Concept : We designed a Saudi bus to display all personal care brands in a very creative way supported with plenty engagement games related to schools

Result : High level of engagement were accrued and client decide to **extend the campaign 3 weeks** and keep the **bus display for 4 months**

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UNILEVER BACK TO SCHOOL ACTIVATION

Unilever

BRAND BUZZ

SMALL ACTION BIG IMPACT

LBP ACTIVATION

Unilever

Sessions 66

Stores 8

Cities 3

Days 6

BRAND BUZZ
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LBP ACTIVATION

Unilever

Client Objective : its an awareness campaign for new launch brand and to highlight the brand strength with unique ingredients that brand has inside their products with the target audience.

BB Concept : The concept was provided by us in terms of ideas, designs, production, execution. activation The ideas had started to apply the 5-sense philosophy on the total activation. Design and material have made by brand overview guideline and product Verint

Result : The agreement with key account that to keep the stand for 1 week but after the huge traffic on the store and stand the agreement has been extend by the shop manager to keep the stand over 2 months.

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LBP ACTIVATION

Unilever

BRAND BUZZ

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LIPTON GOLD ACTIVATION

ليبتون

Sessions 353

Stores 55

Cities 12

Days 12

LIPTON GOLD ACTIVATION

Client Objective : Tenants sales were rapidly increased over expectation

BB Concept : We turn everything to be premium look and feel like (Stand , uniform)

Result : We succeeded to deliver the brand image

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LIPTON GOLD ACTIVATION

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Sunbulah السنبلة

اليوم العالمي للبرجر

غني بالبروتين

BURGER INTERNATIONAL DAY ACTIVATION

LIPTON GOLD ACTIVATION

Client Objective : its awareness and push sales campaign with wet sampling of the burger .
Target audience is family's

BB Concept : The concept was provided by us in terms of ideas, designs, production, execution. activation
The ideas had started to designs and preparation for the whole setup at the store .

Result : High number in terms of sales .
Shelf has been empty because of high traffic on the shelf +the promotion .

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LIPTON GOLD ACTIVATION

Sunbulah السنبلة

BRAND BUZZ
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TRESEMME EVENT
FASHION SHOW PORT 16

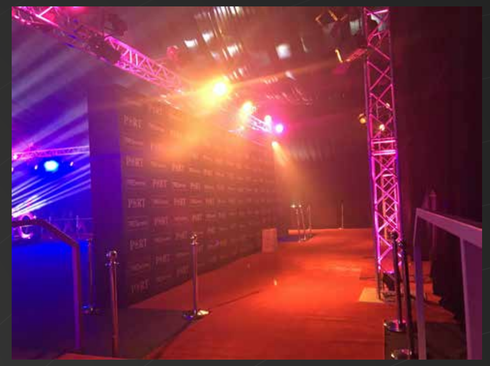
TRESemmé
USED BY PROFESSIONALS

TRESEMME EVENT FASHION SHOW PORT 16

Client Objective : **Making fashion show for TRESemme in association with Dar Al Hikma College**

BB Concept : **Turning the parking lots into an international standard fashion show venue**

Result : **Unilever marketing director Ms. SARA was impressed from the quality of work and next day we got appreciation email from here**



TRESEMME EVENT FASHION SHOW PORT 16

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مجموعة بن لادن السعودية
SAUDI BINLADIN GROUP

BinLadin Family Exhibition and Conference

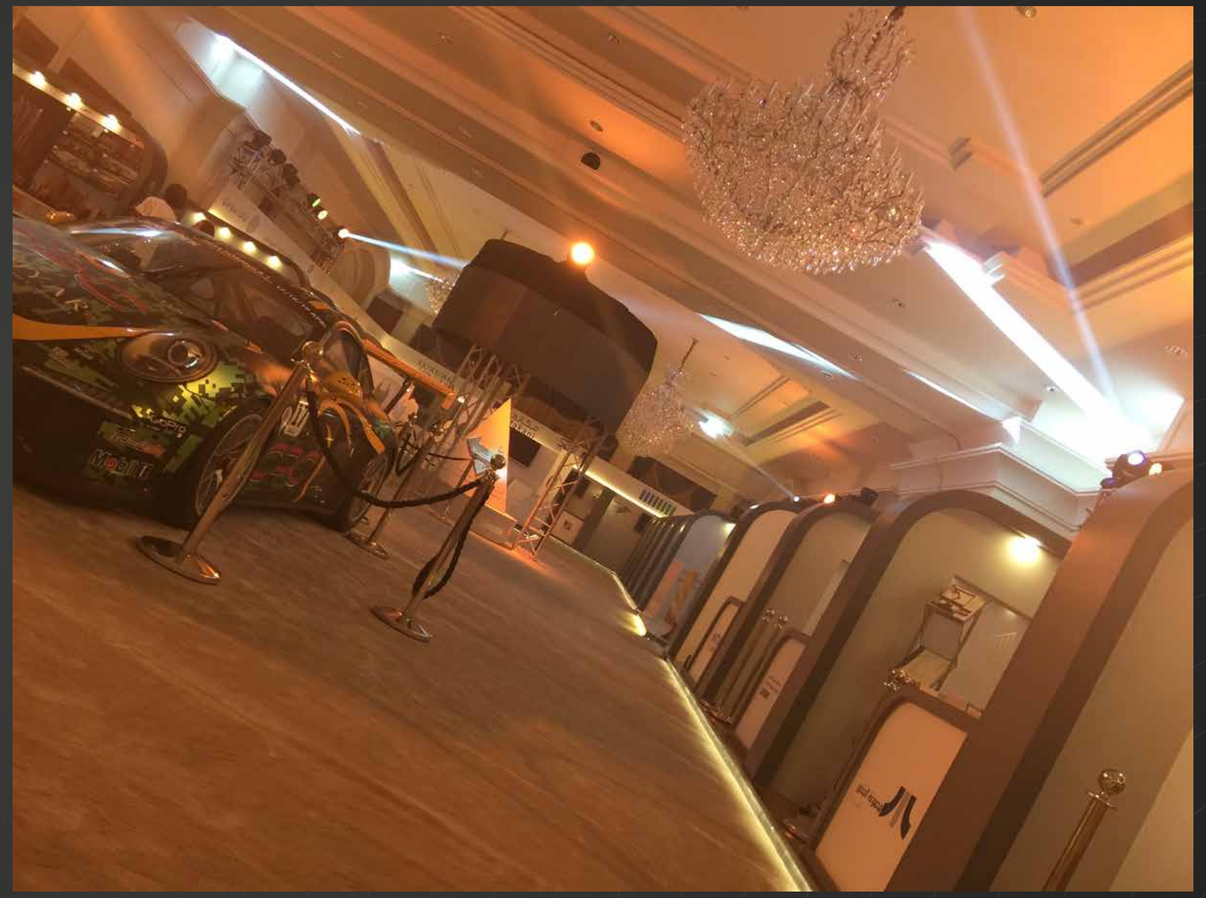
BINLADIN FAMILY EXHIBITION AND CONFERENCE

مجموعة بن لادن السعودية
SAUDI BINLADIN GROUP

Client Objective : Want to make a private exhibition and conference for some of Binladin Family companies to build a long business partnership among them in a premium way

BB Concept : We build a high premium exhibition with a super quality

Result : Shikh Baker Bin Ladin was extremely happy and decided on spot to extend the event one day more and approved it to be on yearly basis



BINLADIN FAMILY EXHIBITION AND CONFERENCE

BRAND BUZZ

SMALL ACTION BIG IMPACT

Unilever

ZENDIUM LAUNCH EVENT

ZENDIUM LAUNCH EVENT

Client Objective : Launching event for the new toothpaste under Unilever umbrella in a premium way

BB Concept : Hyatt park Jeddah took place with a high premium set up and decoration plus executing the product experiment on spot . Also we handled the guest airport picking up and accommodation

Result : Client dropped an thankful email after the event and recommended TRESEemme team to work with us

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SMALL ACTION BIG IMPACT

ZENDIUM LAUNCH EVENT

Unilever

BRAND BUZZ

SMALL ACTION BIG IMPACT

KINAN
DISNEY FROZEN EVENT

KINAN DISNEY FROZEN EVENT

Client Objective : Initialing an event targeting all family members in 2016 spring break

BB Concept : We activated Disney Frozen on the ground as first time in KSA with Disney quality in term of show , mascots , production …..etc

Result : We broke the highest traffic record made in 2009

BRAND BUZZ
SMALL ACTION BIG IMPACT

KINAN DISNEY FROZEN EVENT

كنان kinan

BRAND BUZZ
SMALL ACTION BIG IMPACT
MAKE SHOPPING
EMOJI SUMMER EVENTS
كنان
kinan

MAKE SHOPPING EMOJI SUMMER EVENTS

Client Objective : Initiating an event in summer increasing the malls footfall

BB Concept : We came up with a unique promotional event called " make shopping Emoji "
its plenty of Emoji fun activities licensed by the Emoji Brand and supported by GEA " General Entertainment Authority in KSA "

Result : Malls Footfall was increased rapidly
and we met the tenants satisfaction

BRAND BUZZ
SMALL ACTION BIG IMPACT

MAKE SHOPPING EMOJI SUMMER EVENTS

كنان kinan

BRAND BUZZ

SMALL ACTION BIG IMPACT

PARTNERSHIP CEREMONY EVENT

PARTNERSHIP CEREMONY EVENT

Client Objective : Executing a partnership ceremony event in a high quality look and feel

BB Concept : Kingdom Hall in Riyadh took place with a high profile decoration such as (mock ups , lights and branding

Result : Client was super impressed

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PARTNERSHIP CEREMONY EVENT

Tonino Lamborghini

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SMALL ACTION BIG IMPACT

KAEC
مدينة الملك عبدالله الاقتصادية
عـالـم ثـانـي

KAEC WINTER FESTIVAL 2019 / 2020

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KAEC WINTER FESTIVAL 2019 / 2020

KAEC
مدينة الملك عبدالله الاقتصادية
عـالـم ثـانـي

Client Objective : To increase KAEC beach wall traffic and entertain the families with several activities

BB Concept : We created a full journey that content with plenty of entertainment activities targeting all family member with keeping a memorable experience

Result : Client decided to approve winter activities on yearly basis

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KAEC WINTER FESTIVAL 2019 / 2020

KAEC
مدينة الملك عبدالله الاقتصادية
عـالـم ثـانـي

BRAND BUZZ
SMALL ACTION BIG IMPACT

KAEC WINTER FESTIVAL 2019 / 2020

KAEC
مدينة الملك عبدالله الاقتصادية
عـالـم ثـانـي

BRAND BUZZ
SMALL ACTION BIG IMPACT

KAEC WINTER FESTIVAL 2019 / 2020

KAEC
مدينة الملك عبدالله الاقتصادية
عـالـم ثـانـي

BRAND BUZZ
SMALL ACTION BIG IMPACT

KAEC WINTER FESTIVAL 2019 / 2020

KAEC
مدينة الملك عبدالله الاقتصادية
عـالـم ثـانـي

BRAND BUZZ

SMALL ACTION BIG IMPACT

كنان kinan

BABY SHARK EVENT

BABY SHARK EVENT

Client Objective : Initialing an event targeting all family members in 2019 summer break

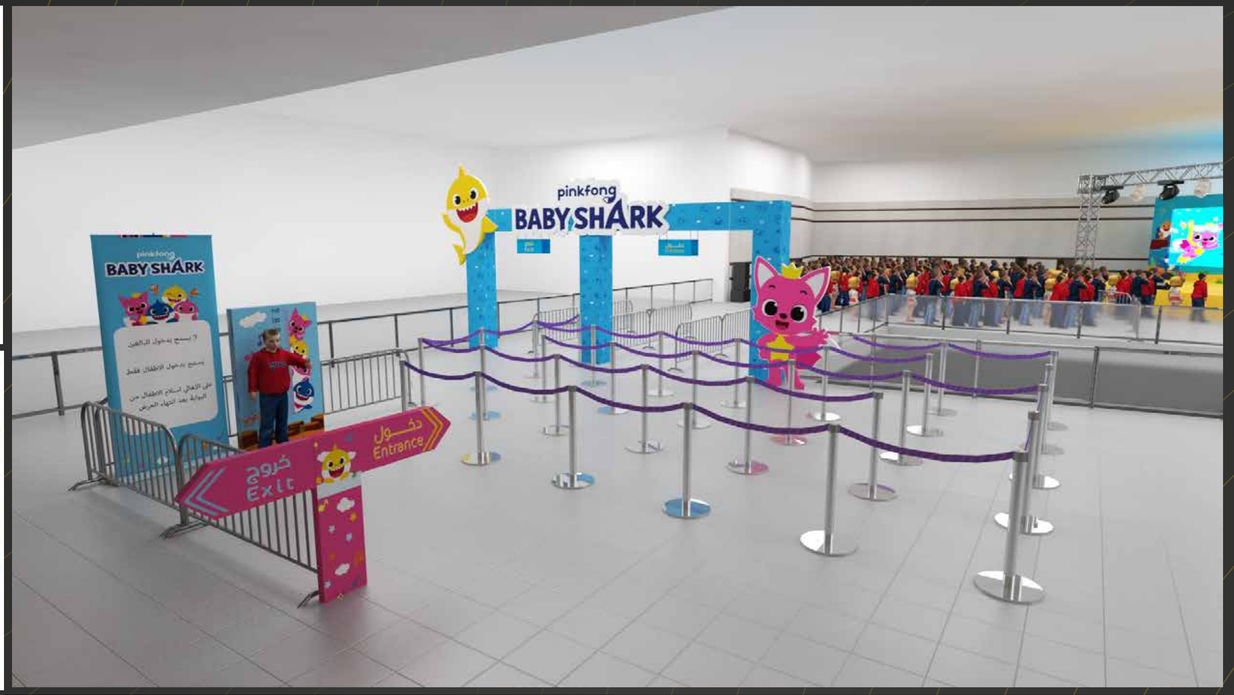
BB Concept : We activated baby shark on the ground as first time in KSA with high quality in term of
show , mascots , production …..etc

Result : We broke the highest traffic record made in frozen event

BRAND BUZZ
SMALL ACTION BIG IMPACT

BABY SHARK EVENT

كنان kinan



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رد سي مول
RED SEA MALL

RED SEA
EVENT PROMOTION

RED SEA EVENT PROMOTION

Client Objective : Increase the tenants sals

BB Concept : Creating a concept call " Win a surprised Key " where any shopper can participate by providing a shopping bill and take random key then open the box to get a random gift on spot . One box was holding a car key

Result : Tenants sales were rapidly increased over expectation

BRAND BUZZ
SMALL ACTION BIG IMPACT

RED SEA EVENT PROMOTION

رد سي مول
RED SEA MALL

BRAND BUZZ
SMALL ACTION BIG IMPACT

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BRAND BUZZ
SMALL ACTION BIG IMPACT

RED SEA EVENT PROMOTION

رد سي مول
RED SEA MALL

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OUR CLIENTS

BRAND BUZZ

SMALL ACTION BIG IMPACT

THANK YOU

2022

contact us:

@BRANDBUZZKSA