



BRAND ACTIVATION CREDENTIALS



Company Experience & Excellence

Since its establishment in 2010, **Xpress** has been a **Key Player** as a Marketing & Communication BTL agency **Specialized in Activation**.

Geared by an **Experienced Team** from a diverse background in strategic integrated marketing skills and equipped with passion & talent, Xpress has been venturing from a success to another while **Overcoming Obstacles** for the past 12 years.

Xpress persists to deliver Reliable, Efficient & High-Quality Service always aiming to **Excellence**.



X Skills Acquired

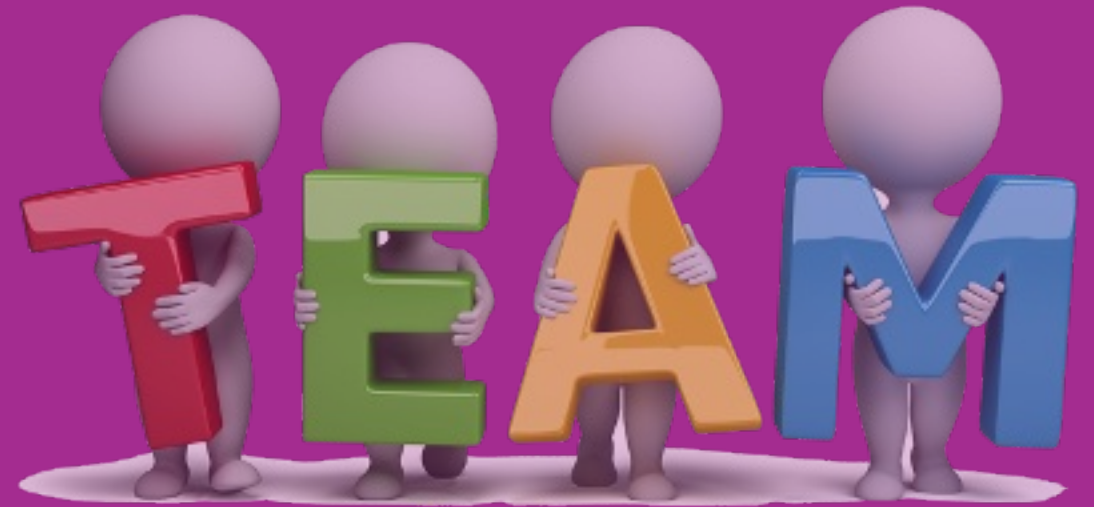
Even though Xpress was established in 2010, with ***recorded experience of 12 years***, however it is worth highlighting that its managerial team comes from a ***22+ years of experience in the Saudi Market and Region***.

Moreover, the team is coming from ***Different Background Mix*** ranging from Advertising, Marketing & Activation to Media, Communication, PR & Events.

Also, ***Young and Dynamic*** members of the team (office as well as field), ensures that fresh blood is always injected in Brainstorming sessions to produce winning Out of the Box ideas to best serve you.

In addition to above mentioned, the existing client portfolio Xpress is servicing and their scale of Business, enabled us to have a full ***Saudi Market Coverage and Presence*** in main cities in terms of Field Managers and Warehousing Capacities.

Management, has as well very ***Strong Connections and Ties***, facilitating overcoming any uprising complications on ground while the activity is on going.



SKILLS

In brief ***our skills acquired to best deliver against any brief*** are:

- Company 12 years track record.
- Managerial Team 22+ years of expertise.
- Diversified Background Mix of Team.
- Young & Dynamic members.
- Team Members expertise in different Industries.
- Full Saudi Market Coverage.
- Strong Connections & Ties.



ACT  VATED



Activated Brands



Case Studies





Ariel & Tide – Counter Attack

2014-2015

Task & Challenge:

OMO launched aggressively an ISP campaign through 70 supermarkets along with an above the line campaign. The detergent market was significantly affected by OMO Activity first 2 weeks and created high risk for Ariel and Tide. A counterattack was set by Xpress as a retaliation.

Activity:

XPRESS took the challenge with the following steps:

- Prepared a plan after studying the OMO Weakness and Ariel Strength
- Developed new demo protocol to show the winning USPs of both Ariel and Tide
- Ran the activity simultaneously for both Ariel & Tide
- Ran as well the outdoor Ariel POD Activity since it was planned earlier.

Results:

The activity was extremely successful and we stopped OMO from gaining market share against Ariel and Tide.

On the other hand, the effectiveness of the campaign made Ariel grow their market share by 2%.

After the success accomplished the campaign was extended for an additional 2 months.





Pampers – Phase 1: Monitor & Assess 2016 - 2017

Task & Challenge:

- Pampers was losing market share gradually to Baby Joy while having an ongoing activity for 8 months.
- Take over the activity and try to hit back at baby joy and regain market share.
- Run a market monitoring campaign and report the issues that are leading consumers to lose trust in pampers and shift to other brands.

Activity:

- XPRESS took the challenge to Identify the problem and regain trust.
- XPRESS went in the market with a side by side versus competitor.
- XPRESS prepared market questionnaire to collect all consumers concerns.

Results:

- XPRESS identified the issue which turned out to be a manufacturing malfunction which have led to pampers diapers being inconsistent in performance.
- Pampers team decided to stop the campaign for one month to fix their factory problem.



Pampers – Phase 2: Regain Trust

Task & Challenge:

- Regain market share lost to competition and re establish trust of lost consumers.
- Deliver the message of pampers being Driest Diaper in KSA.
- Deliver the message that Pampers has even more the Absorption strength than before.

Activity:

- XPRESS created the brand communication
- XPRESS modified the demo by decreasing the liquid used to save time and keep shoppers interested rather than them leaving out of boredom (original time was 5 minutes)
- XPRESS went in the market again with the modified side by side demo.

Results:

- With the new stock being on par with the communication message and our efforts we managed to gain 2% market share in 1 month.
- Consumers lost to competitors started to return and show trust in pampers again.



Always & Braun – Schools Campaign

2015 – 2016 - 2017

Task & Challenge:

- The challenge was always not being able to get into schools with the POME program.
- The Subject of Feminine Pads was and still is a Taboo Subject to communicate.
- The task was to engage with girls from 11 to 13 years old, teach them about their body changes, hygiene and the correct usage of feminine napkins through an educational program.

Activity:

- Prepare a well trained team of nurses to visit schools in Jed, Ruh & Dam,
- Prepared a small presentation about hygiene and body changes, Educating little girls about Always and Braun benefits and useage.

Results:

- After 2 years of continuous trials by P&G, Xpress took the challenge and was able to deliver.
- Appreciation from parents about the educational programs was significant.
- Receiving certificates of appreciation from schools addressed to client and XPRESS Team.





NADA Dairy – In Mall Event

ND 2019

Task & Challenge:

Wave 1:

To educate kids about the benefit of milk and juice by distributing samples and flyers and directed the Students to an event in Red Sea Mall By Danya Shafei

Wave 2:

On the occasion of Saudi National Day, Nada Dairy and in collaboration with Danya Shafei (being the Brand Ambassador) we have to create an event in Jeddah Red Sea Mall that included games and sampling of a wide range of Nada milk & juice products. The challenge was to secure approval and permits from all governmental offices as well as handling a huge crowd that was present at this special occasion.

Activity:

Wave 1:

To create excitement, we let Azooz and Danyah mascots engage with kids at schools and invite them to meet Danya in person at the event in the Mall.

Wave 2:

- An 18 x 18 M stand covered by a team of 20 promoters, 18 security, and 2 mascots was placed at the main Fountain Area of Red Sea Mall.
- The team's role was to secure, control, welcome, sample, and engage visitors with products and games.
- Danya and an MC engaged with the Audience and took souvenir pictures with the Kids.

Results:

- The Event was a great success despite all challenges of the country restrictions on celebrities.
- Footfall exceeded expectations 15,000 visitors and over 20,000 samples throughout the Event.
- We were congratulated by the Brand Team of Nada as well as Red Sea Mall management and Security staff for control and organization.
- Plenty of Tweets went Viral from visitors about the happiness and excitement that they experience through the event and consumers request to repeat the event again.

Wave 1:



Wave 2:





Sunquick – Ramadan Season (During COVID Pandemic) 2020

Task & Challenge:

During curfew, at a time where all stores were closed in the face of Activations due to COVID Pandemic, we took the challenge of securing necessary permits and activating Sunquick Brand during Ramadan Month.

Activity:

- Ambassadors were deployed in the stores while abiding by all safety measures as instructed by MOH.
- Their task was to push for sale of Sunquick and provide Gifts upon submitting proof of Purchase.

Results:

- Being the only agency working in stores at the time, gave us a huge advantage over competition.
- Sales of Sunquick increased significantly despite the odd times the market was passing through.





BinzagrCoro / Suncola – Roadshow

2020 Dec 2021 Jan

Task & Challenge:

Xpress took the challenge of going on a Roadshow with Suncola in 5 malls across 5 cities in 5 consecutive weekends. We were engaging the audience with Extreme sports challenges with teams of Roller Skates, Bicycle Stunts, Soccer Jugglers...etc.

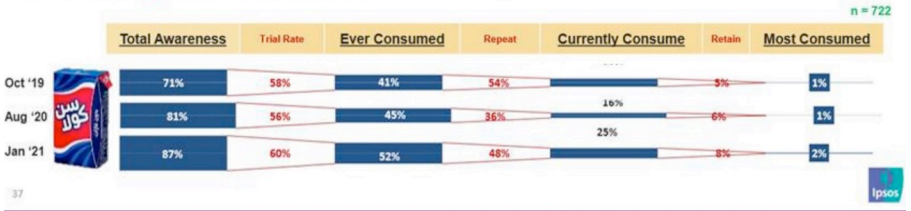
Activity:

- An urban look and feel stand was executed and placed in the respective Malls in Jed-Ruh-Dam-Abha & Jizan.
- Extreme sports teams were recruited to be the brand ambassadors and challenge the consumers on location inside malls.
- A team of 6 Promoters as well were supporting in sampling Suncola to Generate Trial.

Results:

Through a post activity research conducted by IPSOS, Awareness & Sales showed an impressive increase, which enabled us to get a congratulation note from the Brand Team

Consumption Funnel – Wave Comparison





Lays Gourmet launch – Cinemas, Malls, Stores 2021

Task & Challenge:

Lays Gourmet, being a Newly introduced Premium Chips brand, we took the challenge of introducing it to the audience in Mall, stores and Cinemas tying it up with the pleasure of watching movies.

Activity:

Produce and install stands in 3 main cities in Mall, stores and Cinemas and make consumers live the luxurious experience. Invite them to try the brand and take a picture in the luxurious corner and post on Gourmet Instagram page To create a luxurious look and feel stand recruit brand ambassadors and give the brand talk to the consumers on location inside in Mall, stores and Cinemas.

Results:

Consumers really liked the premium package and flavors which was introduced to them.
Brand Team of Lays congratulated us on the good achievement done which was reflected in the sales figures.





Flamin' Hot : Lays, Cheeots, Doritos 2021

Task & Challenge:

In the most cluttered sector of Chips, Pepsico introduced the Flamin' Hot Flavor on its Lays, Cheetos, Doritos and Max lines. Our challenge was to maximize awareness and generate trial on the new flavor while always pushing for sale.

Activity:

We put in place a well trained brand ambassador team responsible of delivering the brand talk to the consumers on location inside the malls with a sample to generate trial. Consumers participated in spin the wheel game to Win branded gifts.

They also created their own customized shirts on stand with the help of an artist painting their designs as souvenir gifts.

Results:

Successfully we were able to manage the event after the challenges of the country restrictions because of the pandemic. The footfall reach exceeded expectations 30,000 visitors and 6,000 gifts were distributed throughout 3 days activity in 3 cities.





Reckitt / Harpic – Door to Door Activity 2022

Task & Challenge:

HARPIC was facing a challenge to launch D2D activity in KSA. XPRESS took the initiative to walk from the door of one house to the other, trying Generate Awareness and Push for Trial of HARPIC “Power Plus” while educating general public about the powerful formula that sticks to the bowl and climbs up to attack all germs, effectively eliminating limescale and removing stains, helping to give your toilet the deepest clean.

Activity:

XPRESS came up with a plan to demonstrate the effectiveness of HARPIC in two ways:

1. Through a Demo Video on Tablets
2. Through Live Demo using ceramic tiles and shoe polish (simulating dirt).

Results:

The activity was a great success and had an amazing impact. We reached 120,000 contacts (50K RUH, 45K JED, & 25K DMM) After a follow up call initiated post activity results showed that among non HARPIC users, around 82% had high willingness to shift to HARPIC power plus and willing to buy in future.

PHASE 1



PHASE 2





PepsiCo/ Rockstar – Launch Outdoor Event RS 2022

Task & Challenge:

- launch, introduce & Generate trial of Rockstar being a New Energy Drink from Pepsico
- The challenge is to secure the right touch points to reach the right target audience a long with approvals complications

Activity:

- We benefit of Riyadh season concerts to launch RS during concerts as a high traffic touch point and matches the brand personality
- Developing the concept of the stand derived from the Riyadh season Concerts and the brand personality
- Assign a team of Ambassadors to introduce RockStar to the audience in Riyadh Season and encourage people to come take pictures and tag @rockstarenergy.arabia
- All this was taking place on an attractive full of energy style stand Design.
- To secure recall of the brand, we run an in-mall activity simultaneously

Results:

- Many of visitors who tried the product were impressed by the taste and loved it & showed high intention to buy the product.
- Majority of the visitors did not know Rockstar as a brand and were surprised to know that it is by PEPSICO.
- Successfully we were able to sample 250,000 cans of chilled Rockstar
- At the end of the launch high recall of the brand and the taste

Boulevard



IN-MALL





Riyadh season Participation

RS 2022

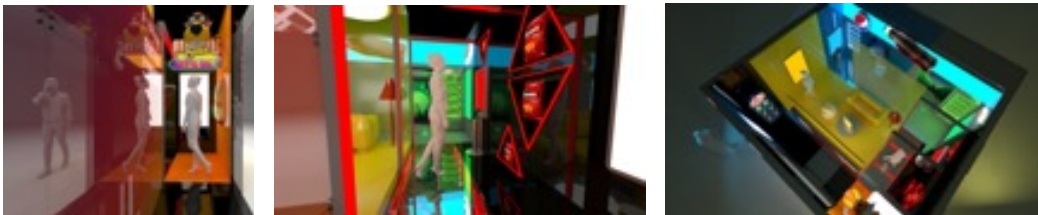
Taking from the theme of Riyadh Season
DJ party with some game's engagement
and a Photo Booth





Riyadh season Participation

RS 2022





Betty Crocker

Task & Challenge:

- Upon the Launch of the all-New Powder Mix of Betty Crocker, we were approached to take the challenge of Demonstrating the Shake n' Pour method on an electric oven in several store locations and give away free pancakes.

Activity:

- XPRESS created the brand communication to push both flavors the Butter and chocolate.
- XPRESS modified the demo process to simplify it and show the ease of preparation for the audience.
- XPRESS went the extra mile by having a push for sale promoter on shelf to ensure closing the sale after the consumer tastes and tries the pancake.

Results:

- Consumers loved the approach and were amazed by the ease of preparation, quality and amazing taste.
- During our working hours we were able to increase sales significantly, which was highly appreciated by client and considered as an increase as compared to same period of previous month..



Heinz Ketchup

Task & Challenge:

- Heinz Ketchup has launched three new Ketchup flavors: Garlic, Arabian Spices and Hot. The challenge was to sample the same through a tasting activity in Hot Touch Points.

Activity:

- XPRESS took the challenge and carried the same to Food Courts of Malls, Supermarkets and Food Counters of Cinema Halls.
- In cinemas, a game on IPAD was placed in place and winners were given free meals with Ketchup samples.
- In stores, Ketchup was placed on Ritz Crackers and sampled for tasting.
- In food Courts of malls automated sampling machines with small containers were provided.
- Across all three touchpoints, promoters were placed to push consumers to try the new flavors.

Results:

- The activity was really appealing to the audience, and many showed high interest to buy at least one of the three flavors.
- Client was impressed by the handling of the mechanics and logistics of the activity and how all obstacles were overcome.



Pepsi – Saudi National Day

Task & Challenge:

- Looking to be different on a special occasion like Saudi National Day, we were asked to engage and celebrate with the audience in a fun and rewarding manner.

Activity:

- An attractive stand with a huge screen was installed in 6 locations spread between malls and outdoor high traffic areas in 4 cities: Jed, Riyadh, Dammam & Abha.
- Shoppers and visitors were asked to approach the stand and sing along with National day lyrics on the screen
- Upon completion, visitors were rewarded with a limited edition Bottle of Pepsi under the theme of the national day.

Results:

- A total of 56,000 Pepsi bottles were sampled and client was really satisfied from the amount of engagement and positive feedback acquired from Location Managements as well as the audience.
- Much content was generated from the Videographers and Photographers that were on site.





Americana – Product Launch Event 2022

Task:

The task was to conduct an event for Americana to launch Craves and Nabati products in a 5 Star Venue Location to reflect the Respect to the Brand and Appreciation of Americana towards its employees.

Challenge:

We were forced to conduct the 3 events in the same week while moving all the setup accordingly from one city to the other (JED, RUH, & DMM). Also we had to incorporate the Brand itself in the Cooking Menue of the selected Venue.

Results:

Employees were grateful for the organization and execution to the least detail. Success was felt in all aspects. Management which was attending from all the Region appreciated that the Dinner Menue was prepared with Crave & Nabati products.





Winston – Launch Eagle event 2019

Task:

The task was to conduct an event on behalf of Winston in a 4 Star Venue Location to reflect the respect and appreciation of JTI to its guests _ Trade Partners (Retailers, Wholesalers), Field Force, as well as the distributor management; in the 3 main cities: Jeddah, Riyadh & Dammam.

Challenge:

As for the challenge we were forced to conduct the 3 events in the same week while moving all the setup accordingly from one city to the other with 36 hours in order to meet the tight schedule of all visitors attending from abroad.

Results:

All expected Guests attended, and we accommodated them as follows: Jeddah 300 pax, Riyadh 400 pax & Dammam 300 pax at Hilton & Holiday Inn Riyadh and Khobar respectively.

Audience as well as client were grateful for the organization and execution to the least detail. Success was felt in all aspects from reception to Audio Visual execution and Gift as well as Audience handling.



Applications & Tools



X Live Reports

XPRESS has an alliance with Microsoft and through this alliance we were able to develop Apps customized for brands on long term projects, with live reporting system which enabled accurate tracking of manpower, securing live data of stocks, sales, and samples distributed leading to accurate up to date figures.

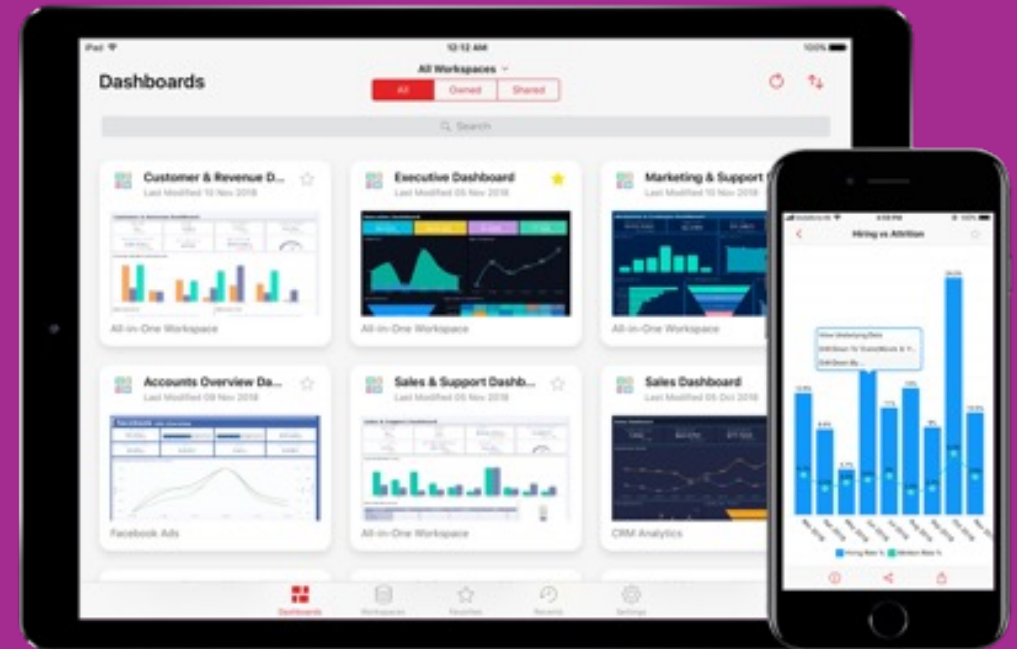
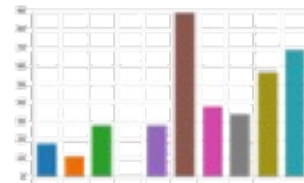
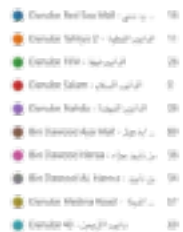
1. Date - التاريخ



2. Select City - اختر المدينة

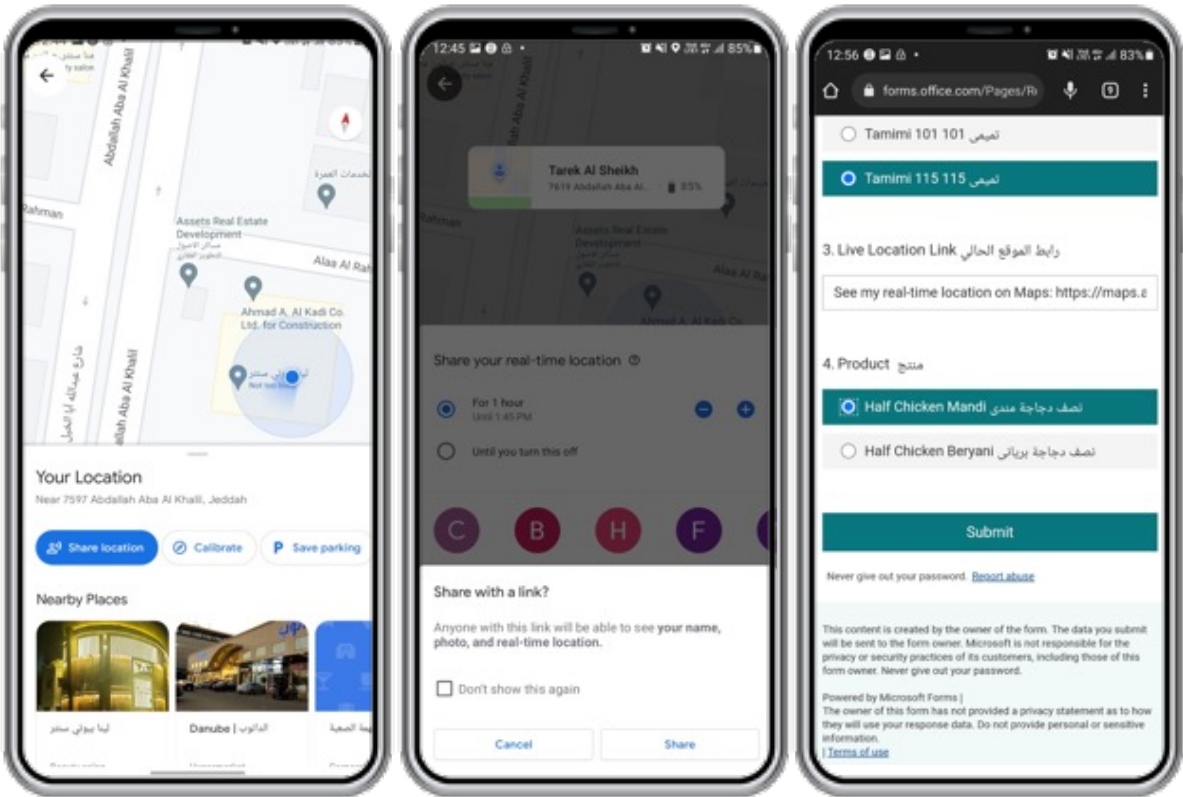


3. Select Store - اختر المتجر





Live Location ManPower Tracking



Live Reporting & Analysis

forms.office.com

Computer Mobile

Golden Chicken DMM Mar

1. Date التاريخ

Please input date (M/d/yyyy)

2. Store الموقع

- ☐ Panda Jarir 40004 بندق جريز
- ☐ Lulu Shatae 3780 3780 لولو الشاطيء
- ☐ Carrefour Al-Rashid كارفور الراشد
- ☐ Panda Dammam AlNada 400016 نند دعام الندي
- ☐ Tamimi 101 101 تميمي
- ☐ Tamimi 115 115 تميمي

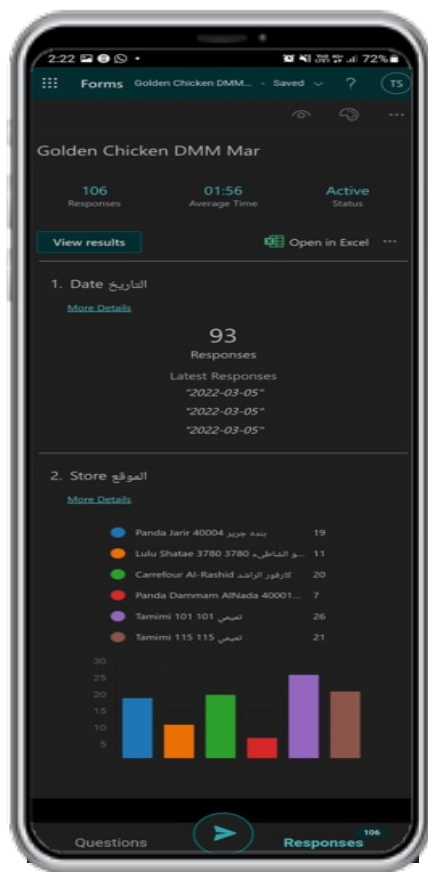
3. Live Location Link رابط الموقع الحالي

Enter your answer

4. Product منتج

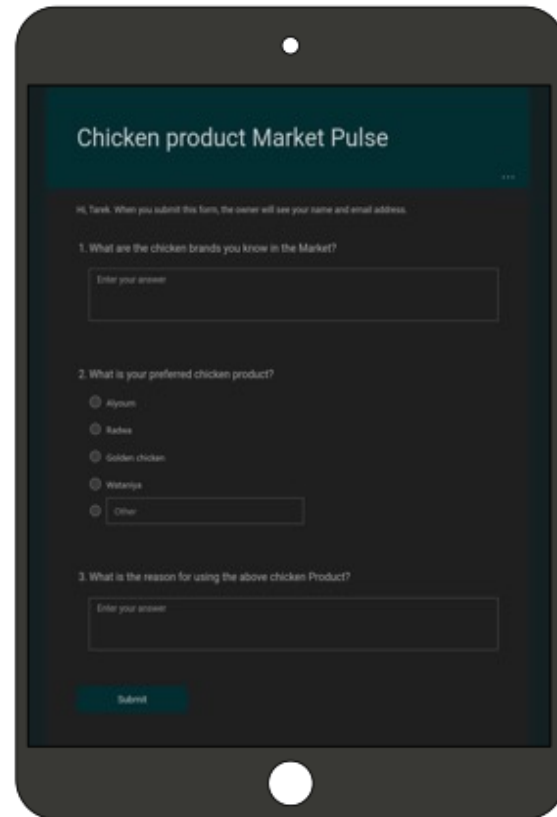
- ☐ Half Chicken Mandi نصف دجاجة مندى
- ☐ Half Chicken Beryani نصف دجاجة برياني

Submit



X Market Pulse

Market Pulse: A program we implement for our clients, whereby we have a team that collects data based on a pre-set questionnaire sheet replying to a set objective.



Chicken product Market Pulse

Hi, Tarek. When you submit this form, the owner will see your name and email address.

1. What are the chicken brands you know in the Market?

Enter your answer

2. What is your preferred chicken product?

☐ Ayam
☐ Rades
☐ Golden chicken
☐ Watariqa
☐ Other

3. What is the reason for using the above chicken Product?

Enter your answer

Submit



Software Capabilities



There are many utilities of this application however below mentioned are few key features. The application provides a complete range of solutions for your outdoor marketing back-checking.



Real Time Data Collection

Our portal also shows the Device ID, and picks up real time un-editable information such as Location, Date, Time, Images, GPS Coordinates.



Geo Fencing

Our portal also shows the Device ID, and picks up real time un-editable information such as Location, Date, Time, Images, GPS Coordinates.



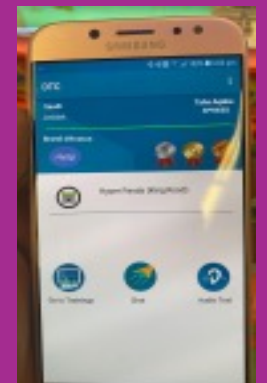
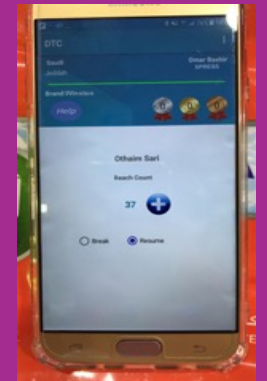
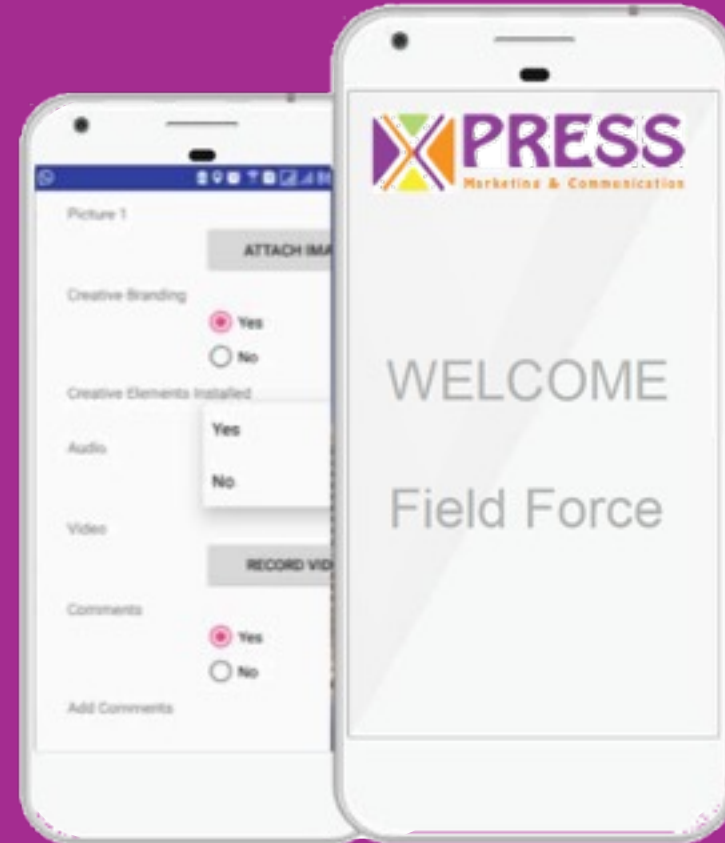
Audio Back Checking

Enables us to Audio record the sales pitch of a BA. Audio recording enable client to listen to the sales pitch and assess how effectively it is being delivered on ground.



Picture/Video Recording

This application enables us to record pictures/videos of the activity & upload them on server in real-time. Thus, allowing us the exact visibility on ground.



New Marketing Tool: NFT



X What are NFTs ?

A non-fungible token (NFT) is a digital asset that is verifiable on blockchain technology. Assets include artwork, music, or in-game assets such as unique avatars.

Because they are **Unique**, NFTs are becoming sought after as collectibles.

NFTs are transferred from one owner to another using blockchain technology, which creates a digital trail from seller to buyer that verifies the transaction.

Since NFTs are transferrable, this makes them automatically tradeable, and their value is determined by the level of generated demand, consequently their uniqueness increases their value tremendously.



X NFTs & Brands



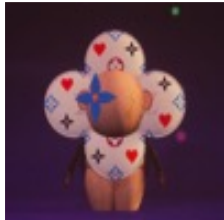
Gucci



McDonalds



Coca-Cola



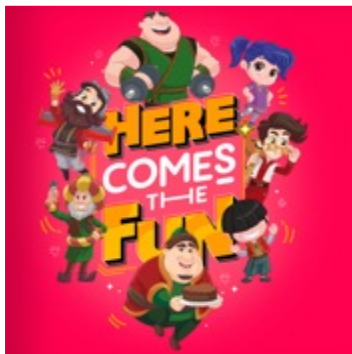
LV



Ferrari



Nike



MBC Group Launched The Fananees NFT Genesis Collection, featuring its most popular cartoon characters as digital collectibles for non-fungible token buyers in the region.

Potential NFTs in the future:





Thank you

