



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**.





Skills Acquired

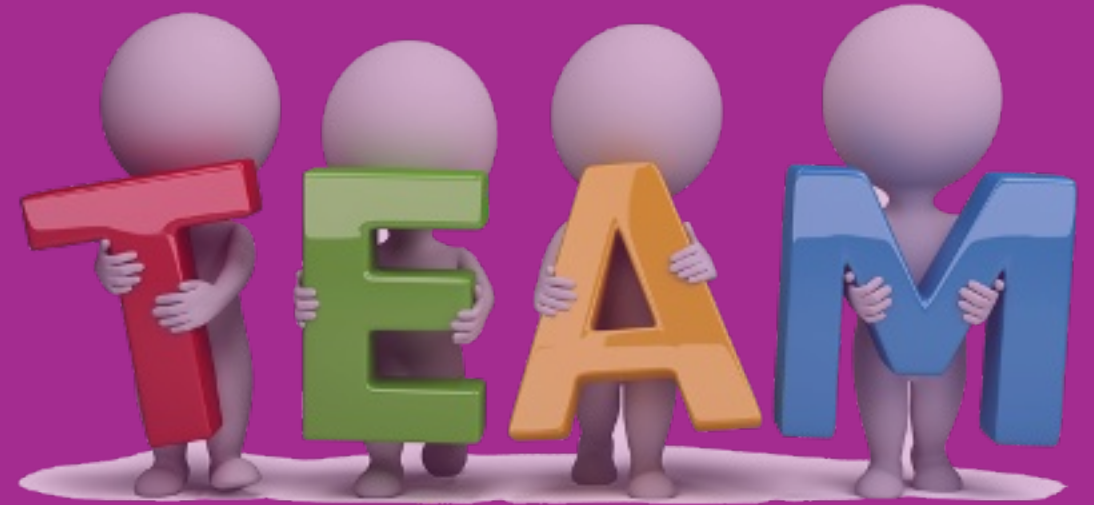
Even though Xpress was established in 2010, with **recorded experience of 12 years**, however it is worth highlighting that its managerial team comes from a **22+ years of experience in the Saudi Market and Region**.

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



LEADING BRANDS WE WORKED WITH



Case Studies





Binzagr Coro / Suncola – Roadshow

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.

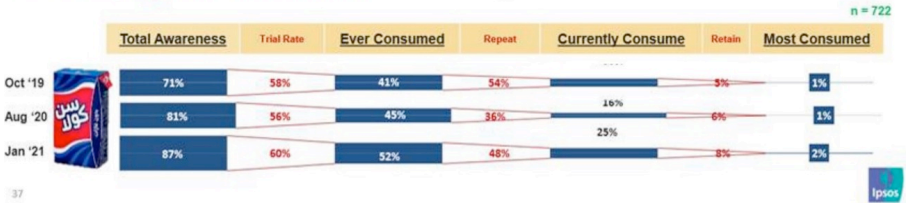
Activity:

- 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

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, Cheetos, Doritos

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.





PepsiCo/ Rockstar – Launch Outdoor Event

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





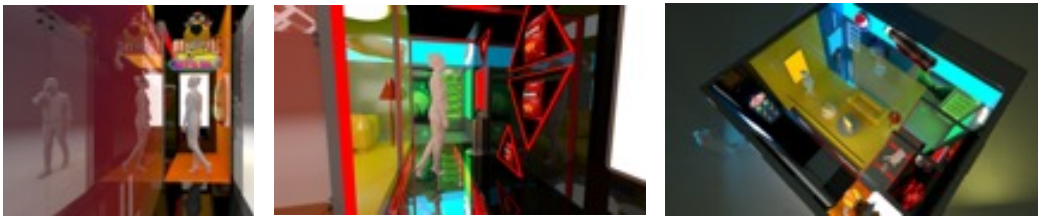
Riyadh Season Participation

Aligning with the theme of Riyadh Season we implemented a DJ party with some Games Engagement and a Photo Booth





Riyadh Season Participation





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

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

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.





Nadec – Protein on Wheels

Task:

The task was to conduct an event on behalf of Nadec to introduce their New Fresh Meat Protein Line (Saudi Fresh Angus Meat).

Challenge:

As for the challenge, the event was a joint collaboration between Nadec & Tamimi to introduce the Angus Meat through a Tasting Campaign of Coal Grilling & Electric Grilling of different Meat Cuts on location inside a Food Truck under the concept of “Protein on Wheels”

Results:

An amazing Traffic of Visitors enjoyed their evening on location and experienced the Amazing Juicy Taste of the meat in an enjoyable environment.

Multiple different cuts of Local Angus Meat was prepared and grilled and served to 3000+ visitors.





Americana – Biggest Sandwich

Task:

The task was to create the Biggest Sandwich using the Chicken Strips of Americana inside Panda Andalus Branch in Jeddah.

Challenge:

The Challenge on ground was to handle the traffic on site along with managing all the manpower on hand to prepare the Air Fried Chicken Strips and prepare the biggest Sandwich on location while serving the same sandwich to the audience at the end of the activity.

Results:

An amazing 50+ meters sandwich was executed, and the audience were very satisfied to attend the process and even taste it at the end.

Client, present on site, as well as the management team of Panda really appreciated the outcome and were satisfied to see the audience pleased.





Americana – Food Truck Roadshow

Task:

The task was to produce a Fully equipped & Branded Food Truck to go on a Road Show across Jeddah, Riyadh and Dammam on multiple touchpoints to engage with visitors through cooking and sampling different chicken and meat items from Americana range of products.

Challenge:

The Challenge on ground was to handle the Food Truck and roam within 3 main cities covering Schools, Malls & Compounds while maintaining refrigerated stocks of Meat and chicken.

Results:

An amazing Roadshow was placed in effect covering 3 schools in each city as well as 3 malls and 3 Residential compounds.

Kids as well as parents were all engaged through games, activities, bouncing castles while enjoying the amazing selection of Burgers, Hot Dog Sandwiches and Chicken strips amongst other product ranges from Americana.





RB – Dettol – POME School Program

Task:

The challenge was to enter schools across Jeddah, Riyadh & Dammam through an educational program to educate students from age 6 to 10 on proper way of Handwashing and Maintain proper Hygiene.

Challenge:

The Challenge on ground was to cover 500K students within the target group defined. Also the Mechanics on ground were a challenge in terms of moving all Dettol Assets from one classroom to the other (Handwash Unit, Germ Detector Box, Water Supply...etc).

Results:

An amazing program was set in place reaching the targeted students (500K) in 780 Different Schools.

Certificates of appreciation were secured from schools across KSA.





Applications & Tools



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.

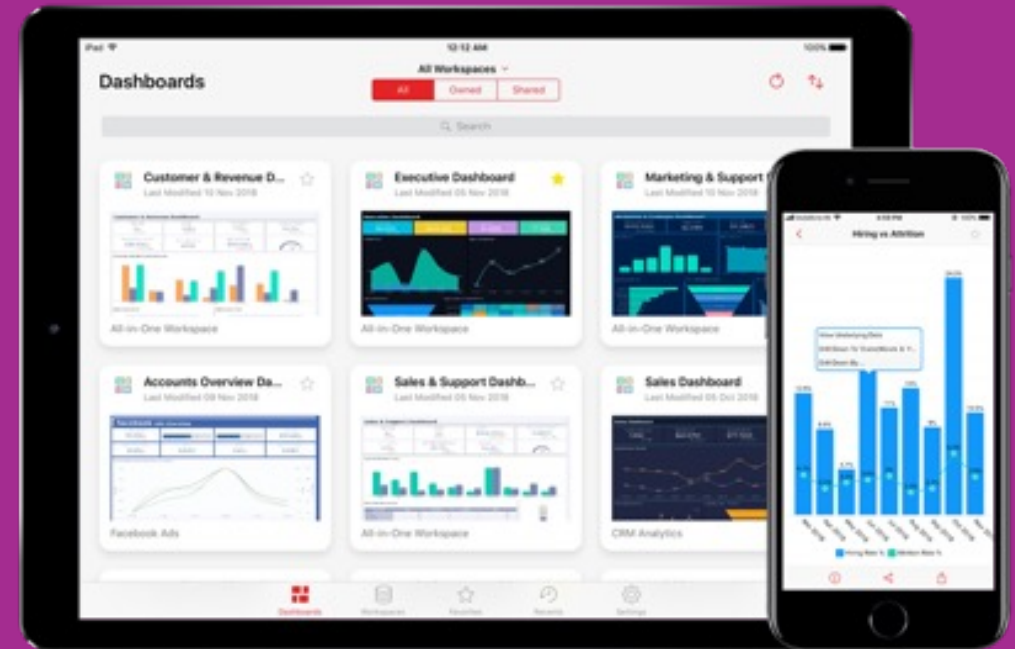
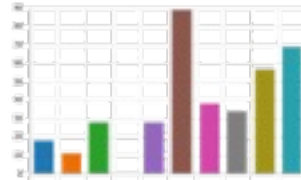
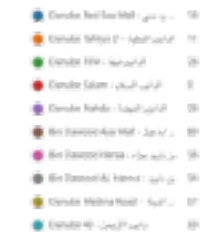
1. Date - التاريخ



2. Select City - اختر المدينة

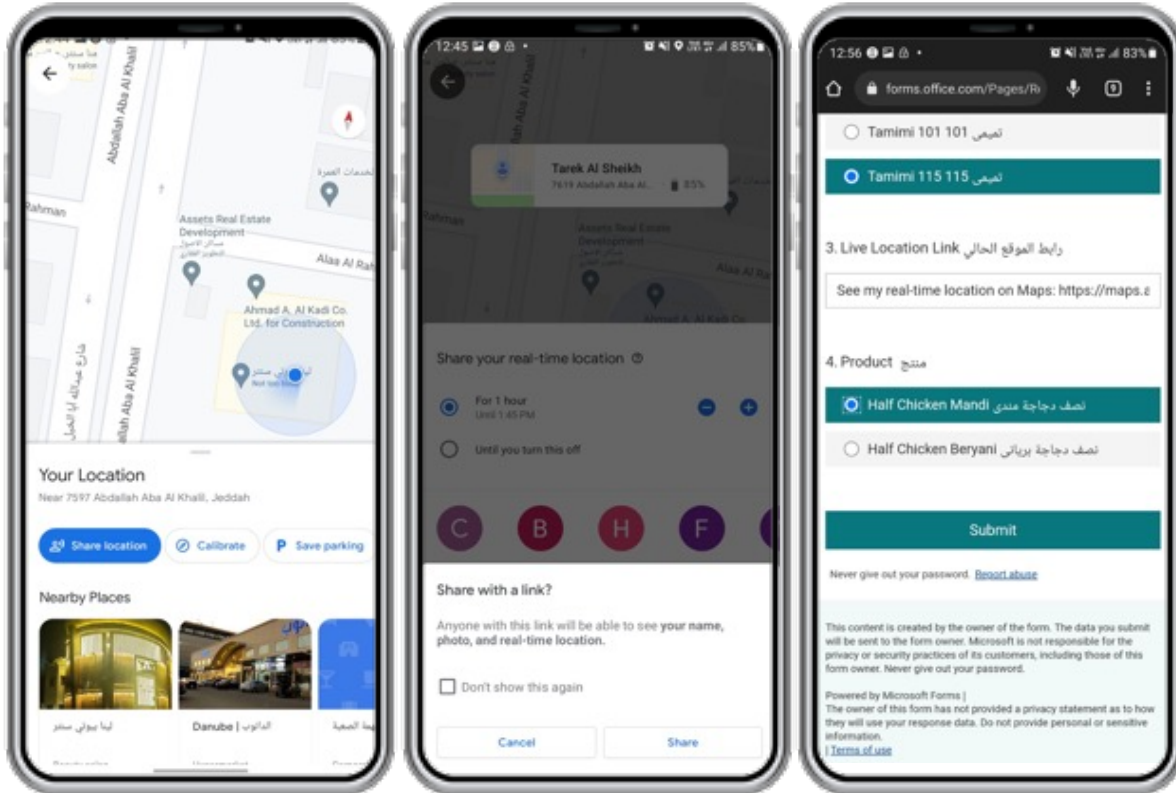


3. Select Store - اختر المتجر + مدينة





Live Location ManPower Tracking





Live Reporting & Analysis

forms.office.com

Golden Chicken DMM Mar

1. Date التاريخ

Please input date (M/d/yyyy)

2. Store الموقع

- Panda Jarir 40004 بنده جرير
- Lulu Shatae 3780 3780 لولو الشاطيء
- Carrefour Al-Rashid كارفور الراشد
- Panda Dammam AlNada 400016 نده دعام الندي
- Tamimi 101 101 تميمي
- Tamimi 115 115 تميمي

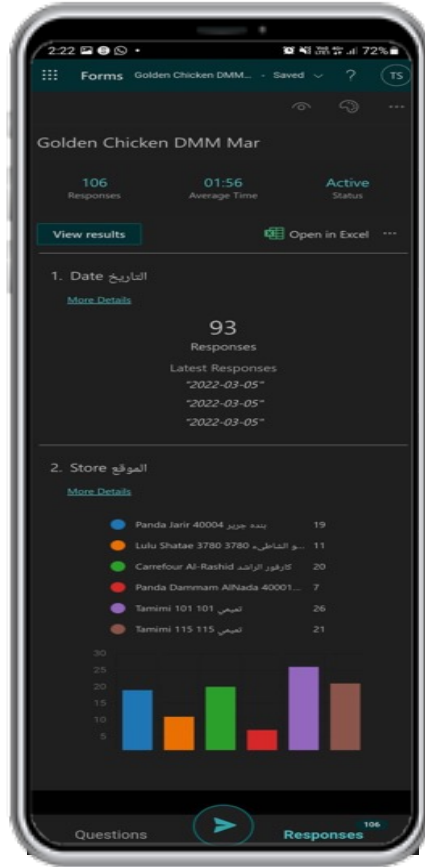
3. Live Location Link رابط الموقع الحالي

Enter your answer

4. Product منتج

- Half Chicken Mandi نصف دجاجة مندي
- Half Chicken Beryani نصف دجاجة برياني

Submit





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
 Watanya
 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.



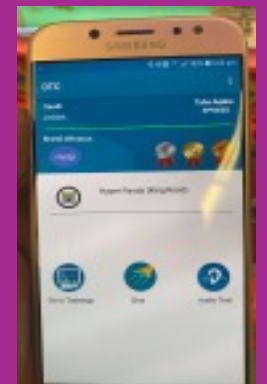
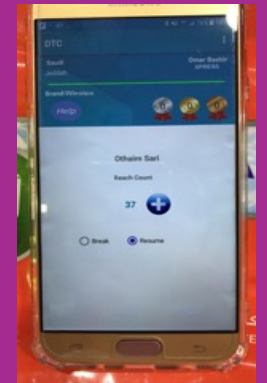
Audio Back Checking

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.





Thank you

