

UM society

FOR **Sadia**



UM studios

WHAT'S ON THE MENU TODAY

ENTRÉE

Insights & Strategy

MAIN COURSE

Content & Social

DESSERT

Media Laydown

Sadia

A photograph of two women in a kitchen. The woman on the left is wearing a black hijab and a black abaya with a gold chain necklace. She is holding a tablet computer and looking at the screen. The woman on the right is also wearing a black hijab and a black abaya with blue floral patterns on the sleeves. She is holding a knife and chopping green herbs on a wooden cutting board. In the foreground, there is a glass bowl filled with green lettuce and a cutting board with various vegetables including cucumbers, tomatoes, and lemons. The background shows a kitchen counter, a white cabinet, and a white door.

ENTRÉE

INSIGHTS & STRATEGY

WE WANT TO ESTABLISH SADIA AS THE PIONEER IN IQF TECHNOLOGY

Business Objective

Drive Sales of the new IQF product and increase sales on existing products

Marketing Objective

Create awareness and education of this segment within the frozen food category



56% under
the age of 34



**454,000 WOMEN EMPLOYED IN 2014
VS. 55,000 IN 2010 (7X MORE)**

THE LINE BETWEEN REAL & VIRTUAL IS BLURRING AS THEY SEEK CONVENIENCE



The screenshot shows a news article on the P5COMPANY website. The top navigation bar includes 'P5COMPANY', 'KRIST', 'DESIGN', 'CREATE', 'VIDEO', and 'FEATURES'. The main image is a night view of a city with lights. Below the image, there is a sub-header 'APP ECONOMY' and social media icons for Facebook and Twitter. The main headline reads 'HOW UBER IS CHANGING LIFE FOR WOMEN IN SAUDI ARABIA'. A yellow highlight is under the text 'WOMEN, LEGALLY BARRIED FROM DRIVING IN THE COUNTRY, MAKE UP 70-90% OF THE SERVICE'S CUSTOMER BASE'.

P5COMPANY KRIST DESIGN CREATE VIDEO FEATURES

APP ECONOMY

HOW UBER IS CHANGING LIFE FOR WOMEN IN SAUDI ARABIA

WOMEN, LEGALLY BARRIED FROM DRIVING IN THE COUNTRY, MAKE UP 70-90% OF THE SERVICE'S CUSTOMER BASE

TIME SPENT ON MEDIA CHART

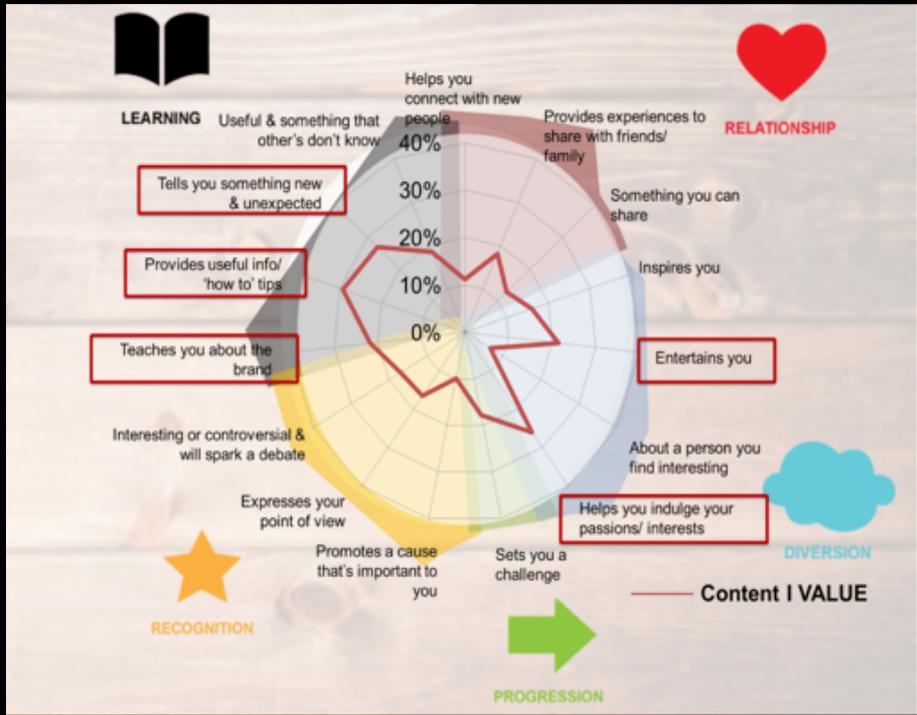


83% look at their
smartphone while
waiting



**TOLERANCE FOR WAITING
HAS DROPPED TO ZERO**

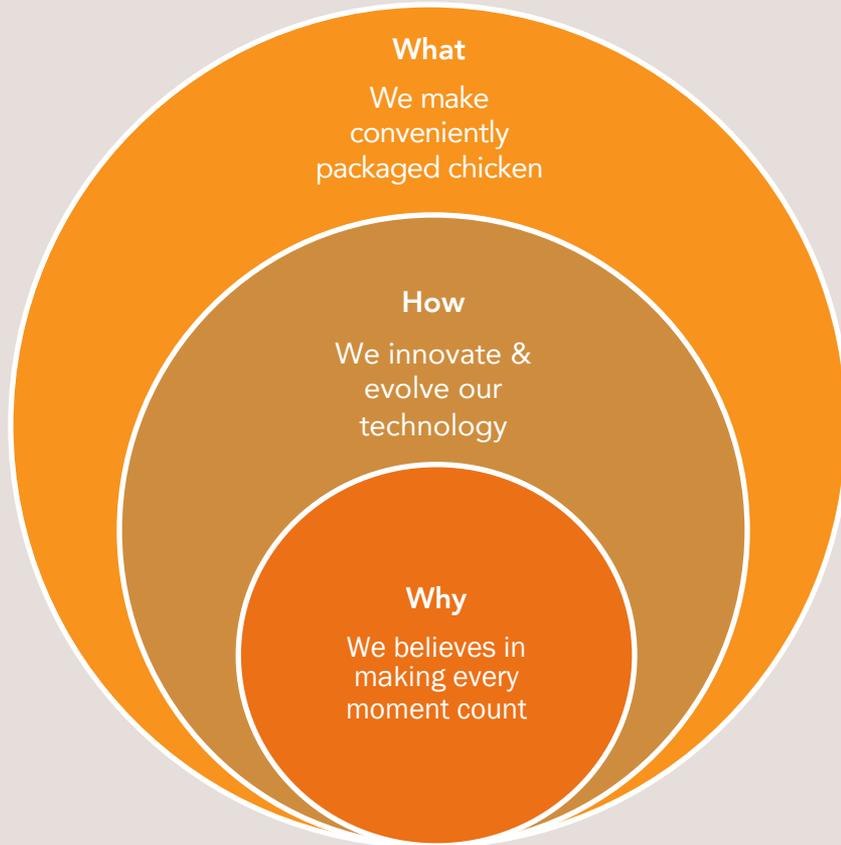
THEY ARE ON A JOURNEY OF SELF-IMPROVEMENT



The background of the slide is a close-up photograph of a light-colored wood surface, showing a clear vertical grain pattern and several dark, circular knots. The lighting is even, highlighting the natural texture of the wood.

COMPETITIVE SLIDES

OUR BRAND PURPOSE



CULTURAL INSIGHT

Evolving lifestyles mean more to juggle. Convenience comes at a premium as time becomes more valuable

CONSUMER INSIGHT

I am on a journey of self-improvement. I want to out-do myself and will use all the help I can get

CATEGORY INSIGHT

Innovation in the industry is rarely noticed because of traditional perception

COMMUNICATION INSIGHT

Sadia believes in making every moment count

'SAVOR EVERY MOMENT'



MAIN COURSE

CONTENT & SOCIAL



BEFORE LOOKING AT WHAT'S AROUND



WE LOOKED AT WHERE YOU ARE

ساديا
Sadia

ABOUT SADIA

PRODUCTS

COOK WITH SADIA

FAMILY HEALTH

MOM'S TOUCH

MORE

العربية

Q

HUNGRY?

Let's make some delicious
Tandoori Chicken
And Rice Salad.

[MORE INFO](#)



Mom's Touch

At Sadia, we pride ourselves with the highest standards of quality and taste in all our products. But even with all the best ingredients, there's no formula for magic. No measurement or feeling. And no recipe for love. Because that secret ingredient which completes every Sadia product, is mom's touch. These are two stories of real-life award winning chefs. Masters.





& WHAT YOU'RE SAYING



Mango

PROTECT AGAINST SEVERAL KINDS OF CANCER

يحمي من العديد من أنواع السرطان





Sadia Life
Get the full flavor and healthier grocery shopping experience. Enjoy some fun brought by Sadia.

Open Photo Viewer
Download
Share Post
Report Photo

Sadia Life
May the Eid be full of blessing and happiness to you and your family. Eid Mubarak
عاشى اللى فى العيد مليح وبتجربى سعادته وسعادة العائله كلها الى الله اعلم
Like Comment Share
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Eid Mubarak



كل عام وانتم بخير.
Sadia wishes you and your loved ones Eid Mubarak.

Sadia Life
May the Eid be full of blessing and happiness to you and your family. Eid Mubarak
عاشى اللى فى العيد مليح وبتجربى سعادته وسعادة العائله كلها الى الله اعلم
Like Comment Share
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ROLL YOUR LEMONS TO GET MORE JUICE!
إصغطي ودصرجي الليمون
لعصارة أكثر





SADIA RECIPES
ساديَا
الطبخات



Ingredients:

- 1 cup cherry tomatoes
- 4 chicken breast
- 1/4 cup sliced onion
- 1/4 tsp salt
- 1/4 tsp black pepper
- 5 cups arugula
- 1/2 cup goat cheese



HOW YOU'RE SAYING IT, TOO

1

Prepare the mixture
حضري المزيج

2

2 egg whites slightly beaten

450g

SADIA CHICKEN BREASTS

CUT INTO 5MM THICK STRIPS



3

Cover, and
refrigerate for 1 hour.

يغطى ويهضع بالبراد لمدة ساعة

4



ساديا Sadia

Sadia Life
Go for a healthier and smarter grocery shopping experience. Enjoy some tips brought to you by Sadia
<http://bit.ly/1HhJ9j4>

Album: Timeline Photos
Shared with: Public

Open Photo Viewer
Download
Embed Post
Report Photo

استمتع بتجربة تسوق للمنتجات الأكل وأكثر صحة
أضرب بعض النصائح من ساديا
<http://bit.ly/1XAD0CG>

See translation
Like · Comment · Share · 18 August

7,857 people like this

More Videos by Sadia Life

0:03 / 0:17

Sadia Life
Keep fruit and veggies in a bowl in plain sight to encourage healthy snacking!
حفظ الفواكه والخضراوات على مرأى من الجميع في البيت لتشجيعهم على تناولها كوجبات خفيفة وصحية

Album: Timeline Photos
Shared with: Public

See translation
Like · Comment · Share · 10 April · Edited

88 people like this

Shared with: Public
1,214 Views

Embed Video
Embed Post
Report video

ساديا Sadia

Eid Mubarak

كل عام وأنتم بخير.
Sadia wishes you and your loved ones Eid Mubarak.

Sadia Life
May this Eid be full of blessing and happiness to you and your family. Eid Fitr Mubarak
نتمنى أن يكون هذا العيد مباركا و حلو و بسعدا و سعيه لكم و لعائلاتكم. كل عام وأنتم بخير

Album: Timeline Photos
Shared with: Public

Open Photo Viewer
Download
Embed Post
Report Photo

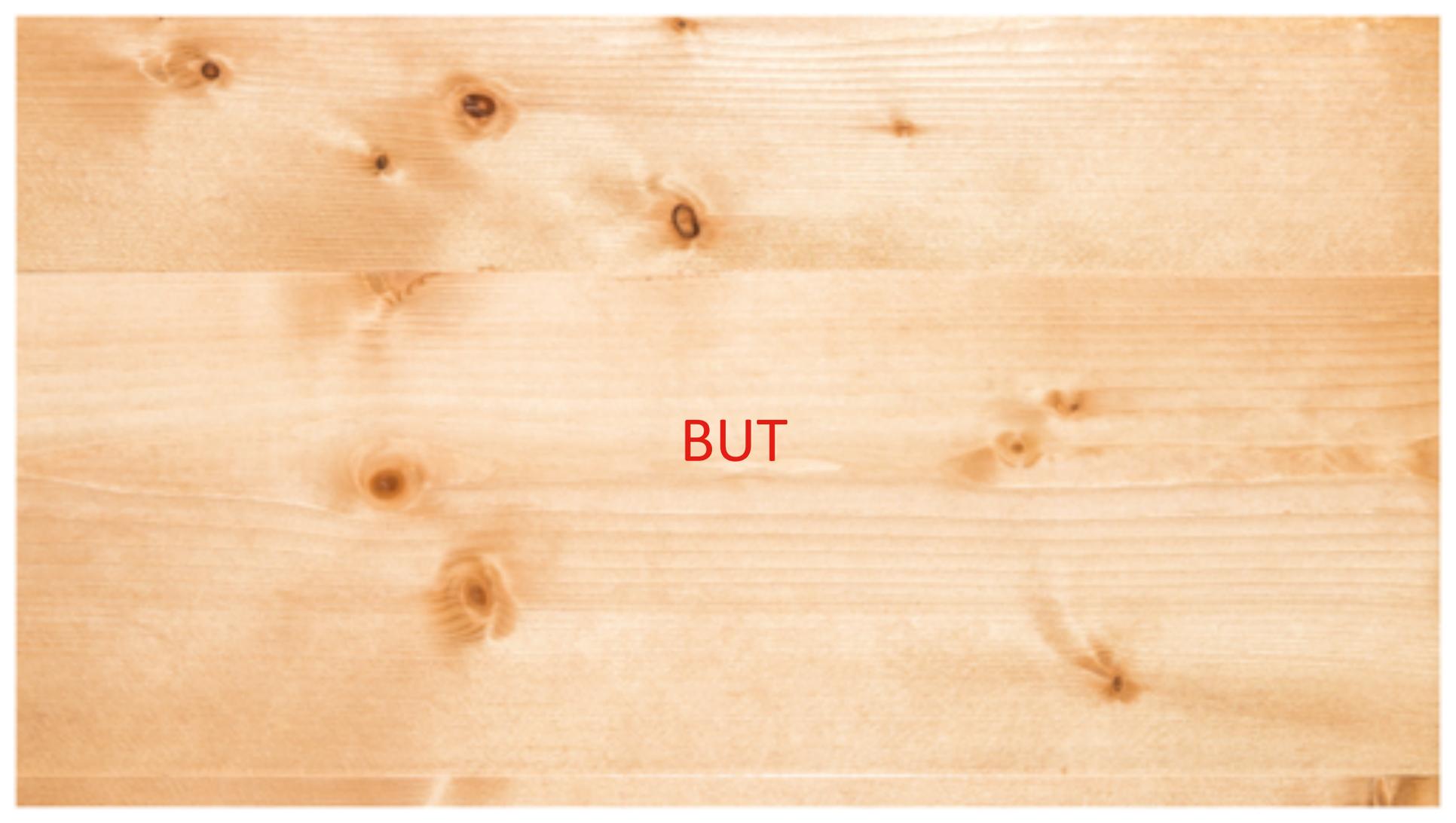
See translation
Like · Comment · Share · 17 July

88 people like this.
5 shares

Write a comment



& WE REALLY LIKED IT



BUT



HERE'S HOW IT CAN BE BETTER

SADIA'S KITCHEN

TELL THE RIGHT STORIES & DO RECIPES RIGHT

The thinking here is a bit obvious: the typical 'from the top' time lapse food shot.

The way Tasty does it is particularly interesting, posting a simple top view video with a caption followed by a comment on their own post (roughly) 2 hours later.



The image is a screenshot of a social media post from the account 'Tasty'. The post is titled 'Pretzel-Crusted Chicken Nuggets' and was posted on '13 September at 22:23'. The main visual is a top-down view of a clear plastic blender jar containing a mixture of crushed pretzels and cheese. Below the video, there are engagement metrics: '104,386 people like this' and '91,489 shares'. A comment section is visible with a 'Write a comment...' prompt. Below the comment section, there is a recipe snippet: 'Tasty Here's the recipe: 2 cups salted pretzels, 1/2 cup parmesan cheese... See More'. At the bottom, there is a small thumbnail image of a hand holding a nugget over a dipping sauce. The post has 936 likes and 156 replies.

Tasty
13 September at 22:23 · vñ

Pretzel-Crusted Chicken Nuggets



Like Comment Share

104,386 people like this. Most Relevant ·

91,489 shares

Write a comment...

Tasty Here's the recipe:
2 cups salted pretzels
1/2 cup parmesan cheese... See More



Like · Reply · 936 · 13 September at 22:33

156 Replies · 21 mins

Nathan Ali Mihellin You lost me at ketchup you animal.

SADIA'S KITCHEN

SAMPLE POST

<https://www.facebook.com/buzzfeedtasty/videos/1638791109706865/>



Sadia Life

See Translation

Like Comment Share

Tala Obeidat and 5,757 others like this. Most Relevant

59 shares

Alla Habayeb
See Translation
Like Reply September 14 at 12:18pm

Sadia Life

Write a comment...

FOOD CULTURE

WHAT'S THE STORY BEHIND KIBBEH?

How about Kabseh? Is it Nigiri or Sushi? Why?

Does anyone even know the origin of the Mankousheh?

Why Mandi? When did we start mincing meat and processing food into bizarre shapes? Food around the world comes with stories. Let's explore them!



FOOD CULTURE

SAMPLE POST: Launching our food culture series

How much do we all know about the food we eat? Tune in, once a week, and we'll tell you the bizarrest & coolest stories!

<https://youtu.be/BHLBZuLB5TA>



SADIA LIFE

EVERY DAY CURIOSITIES

We live love food but there's also the activities around it: Everything from the right way to set up your kitchen to where the best spots to eat at home are, what sort of friends and family like what sorts of food.

Food is everywhere, so let's talk joy!

SADIA LIFE

SAMPLE POST



 Sadia Life

See Translation

Like Comment Share

 Tala Obaidal and 5,757 others like this. Most Relevant

 59 shares

 Alia Habayeb
See Translation
Like Reply · September 14 at 12:18pm

 Sadia Life

 Write a comment...



THEN, LET'S GO BIG



AS BIG AS THESE GUYS, EVEN





four courses



THE INGREDIENTS

The 8 to 12 episode series will take us through the journey of our Sadia family's evolution through the various elements of connection and disconnection, showing the relatable bits and pieces of each of them, with a focus on the Mum.

We'll shoot them 2 at a time. Between episodes, we get feedback from our fans and incorporate their thoughts & ideas into future episodes.

CHARACTERS

Four people, generic 'westernized but conventional' Arabs.

Ever-Cheerful Dad: Supportive, wants to be involved, but can't cook to save his life.

Worrisome Mum: Over-eager, family-oriented, wants to involve the kids.

Grumpy Daughter: Hates that her mum is having a mid-life crisis and wants nothing to do with it.

Hungry Boy: Oblivious; loves video games & food, just wants his instant gratification.

ACT 1 (E01+02)

Her daughter won't help, won't support, and it's frustrating her.

Her son is still too young and needs taking care of.

Over-eager dad wants to get in the way all the time and it's frustrating.

She's coming to terms with this new idea, still uncertain of its viability.

ACT 2 (E03-08)

She's starting to get a hang of this; one of her role models (from our influencers) asks to come on one of her episodes and we leverage that presence to create more reach (this should happen in E03).

This celebrity appearance makes her daughter pay attention and start Snapchatting the series (E03 is also when we launch our Snapchat channel, which we start teasing about during E02).

Her son & husband maintain the same degree of blissful ignorance and eager helpfulness, but she's getting used to her husband and he's getting better with their son.

ACT 3 (E09-E10/12)

By E08/E09 we get another influencer in; maybe someone who actually has his or her own show online invites our Mum to cook there (or we just do a second guest appearance).

When the series ends, it's a family effort, Mum's happy that the show has helped bring the family closer, and they're all eating healthier now. They get a call: Sadia wants to sponsor the whole thing and create a regular show out of it. We end it with that, before Mum has a chance to reply.



**ALSO, LET'S FEAST!
ONCE YEARLY. EVERYWHERE.**

A BBQ DAY

Bring out the largest and coolest BBQ family event in the region. In parks in the UAE & KSA, especially large family parks.

Sadia already partners with events like Taste of Dubai, but we can go larger: let's have a barbie with the Aussies, a braai with the Afrikaans, and a BBQ with the Americans. Let's have mashawi with the Arabs and whatever else everyone else wants to call it. Let's throw a multi-cultural BBQ Day!

We'll amplify the whole thing through radio and across digital channels and give the whole event live coverage throughout, through radio and on social media.



& WE CAN BRAND THE PARK!





OF COURSE, THERE'S ALSO
THE BIG LAUNCH

SADIA CHICKEN

BUILDING ON A PAST, LET'S MOVE FORWARD

Our Sadia Chicken is an iconic element within the Sadia story, and we find it fits in beautifully with our updated brand personality. Also, it gives a serious conversation a playful edge.

Keeping Chicken at the core of every direct brand communication, we'll immerse him as the key person in our launch.



PRE-LAUNCH

PHASE 1:

Animated video: Chicken, just like we did, listens to a number of people (*these people are our influencers*) sharing their complaints about how group frozen chicken simply doesn't cut it.

Still images: Then, when he goes home, we also get snaps of his own struggles with non-IQF food. He clearly sees that it's time to change.

PHASE 2:

Animated video: Continuing the second half of the same conversations we saw before, we listen to Chicken discuss potential ideas with people about how to solve those problems. None of the ideas seem to work.

Still images: Eventually, he heads home and tries to crack the problem. The visual shows the final solution: IQF.



CARRYING ON

KEEP THE SPIRIT OF PLAY

Chicken is now happy, always thinking up new ways IQF is helpful. This gives us one or two posts per week sharing the direct benefits of IQF products. And it's not only Chicken who's happy with it: the people he spoke to before get a short quick visit from him with a package for them to try the IQF out.





ACTIVATING THE IDEAS

REACH & BUZZ

THESE ARE OUR INFLUENCERS

Extra-Tall
4 5x8"

Karen McLean

The queen of foodies and the woman behind Secret Squirrel, her 108k fans on Instagram and her flair for telling the right stories have given her celebrity status across the UAE and Saudi.

Extra-Tall
4 5x8"

Samantha Wood

An up-and-coming foodie making a lot of the right kind of noise across the region, Food Diva is an important person to get involved with, especially for convenient yet scrumptious food. Almost 10k on Twitter.

Extra-Tall
4 5x8"

Darine Khatib

Director at Fatafeet & with a Facebook following of over 20k, there's a lot of to be said about how Darine can help enhance the Sadia story.

Extra-Tall
4 5x8"

Anthony Rahayel

He talks food with the best of them and partners with some of the biggest brands in the world. With 49k fans on Instagram, he's a perfect addition to our roster of people, especially for the Food Stories section.

PLATFORMS

FACEBOOK, PINTEREST, YOUTUBE: WE DON'T NEED MORE (INSTAGRAM
IF YOU WANT; SNAPCHAT AT A LATER STAGE



SOCIAL CALENDAR

WE'LL POST 2 OR 3 TIMES A WEEK

Sunday	Monday	Tuesday	Wednesday
Thursday	Friday	Saturday	

Sadia



SOCIAL CALENDAR

WE'LL POST 2 OR 3 TIMES A WEEK

Sunday	Monday	Tuesday	Wednesday
Thursday	Friday	Saturday	

Sadia



The background of the image is a light-colored wood grain with visible knots and a horizontal plank pattern. The text is centered on this background.

Thank You

Sadia

The background of the image is a light-colored wood grain with several knots and natural imperfections. The text is centered on this background.

Thank You

Sadia