



Heizen

سمننا سو تک

# YOUR COLLECTIVE TODAY



Antoine  
AKA  
FRENCHIE



Tom  
AKA  
G.G



Rima  
AKA  
DORO



Khaldoun  
AKA  
SPECIAL K.

# OUR OBJECTIVES

CONNECT SPRITE WITH STREET  
CULTURE & TEENS WITH SPRITE

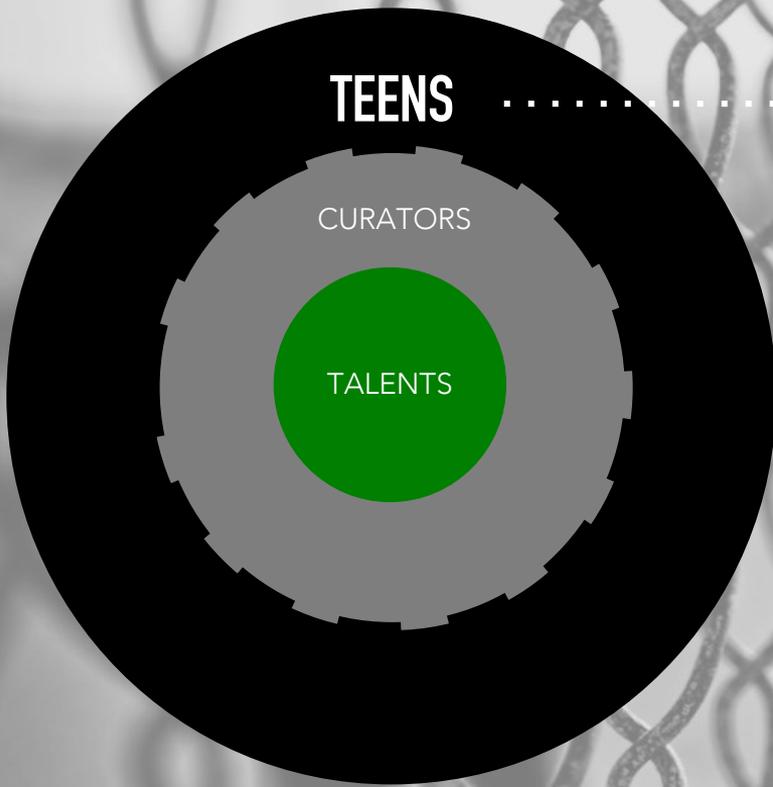




SPRITE AUDIENCE

Sprite  
Street

# GET THE SPRITE STREET AUDIENCE



16-19 YEARS OLD (PRIMARY IN KSA + IRAQ)



THEY ARE STREET FOLLOWERS, SEEKING TO LIVE UNDER THE "OBEY YOU" WAY OF LIFE.



72% OF OUR AUDIENCE ARE CONSTANT USERS OF YOUTUBE (MORE THAN ONCE A DAY) FOLLOWED BY TWITTER & INSTAGRAM



# WOMEN OF THE 'STREET'



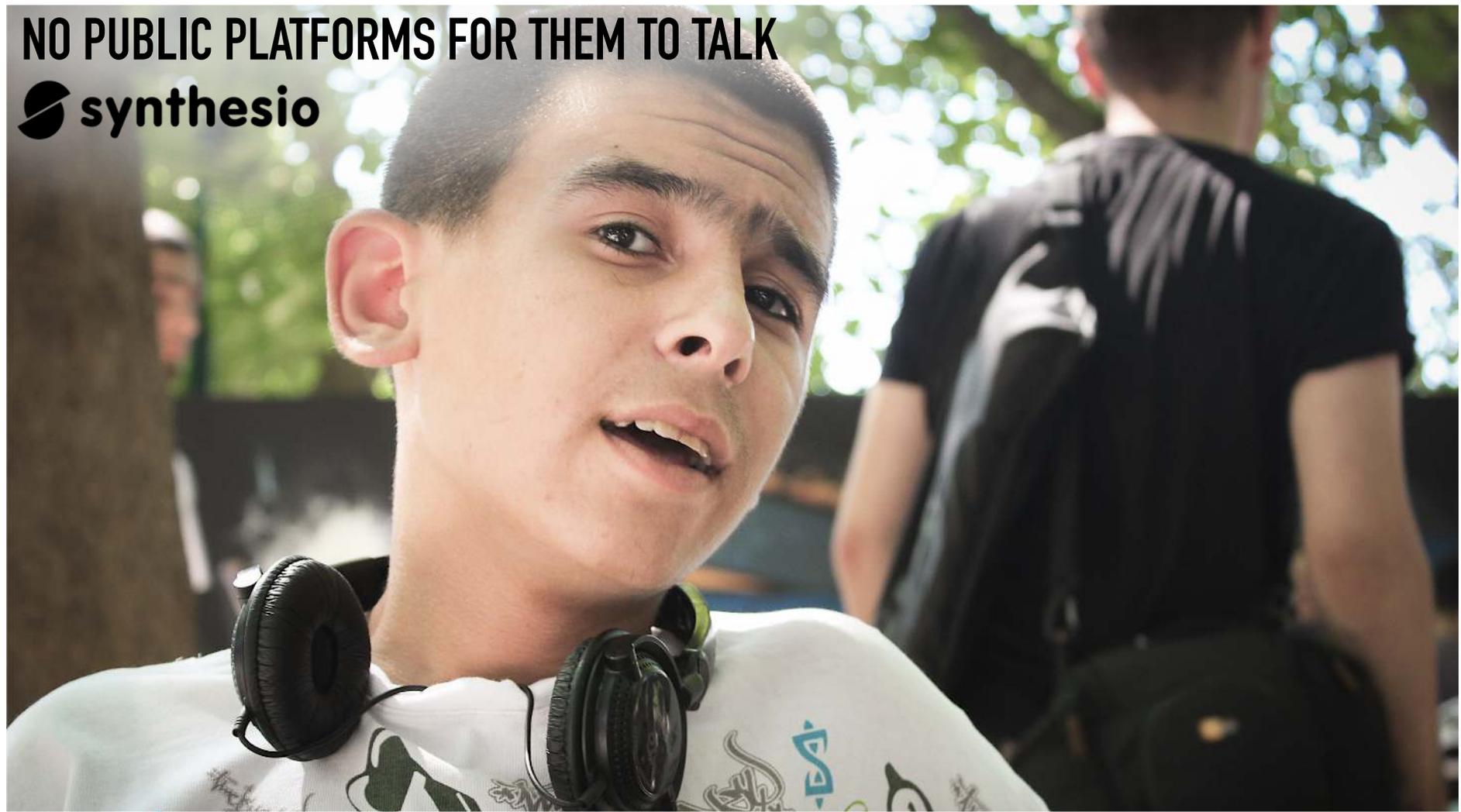
فين  
مجلسي؟

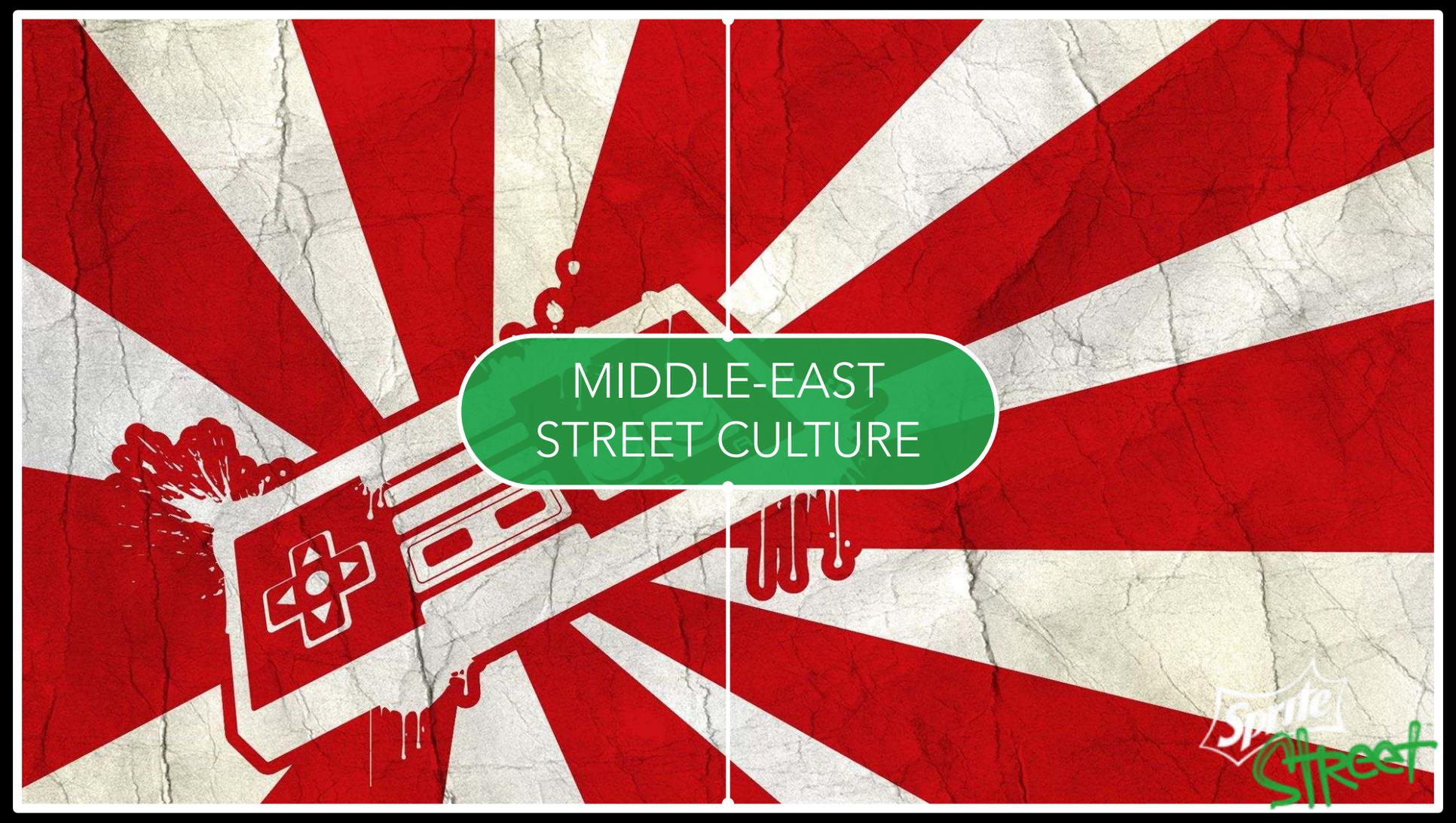
ALMOST HALF ARE ACTUALLY WOMEN. THEY'RE GIRLS WHO SORT OF DRESS UP AS BOYS AND GO OUT AT NIGHT TO SPRAY THEIR WORK.

THREE FEMALE STUDENTS STUCK HUNDREDS OF POSTERS ACROSS RIYADH BEARING THE SLOGAN "ART IS HALAL".

**NO PUBLIC PLATFORMS FOR THEM TO TALK**

 **synthesio**





MIDDLE-EAST  
STREET CULTURE

Sprite  
Street

# VIDEO — PART I





**'BE' THE CULTURE WITH  
THE MAKERS**





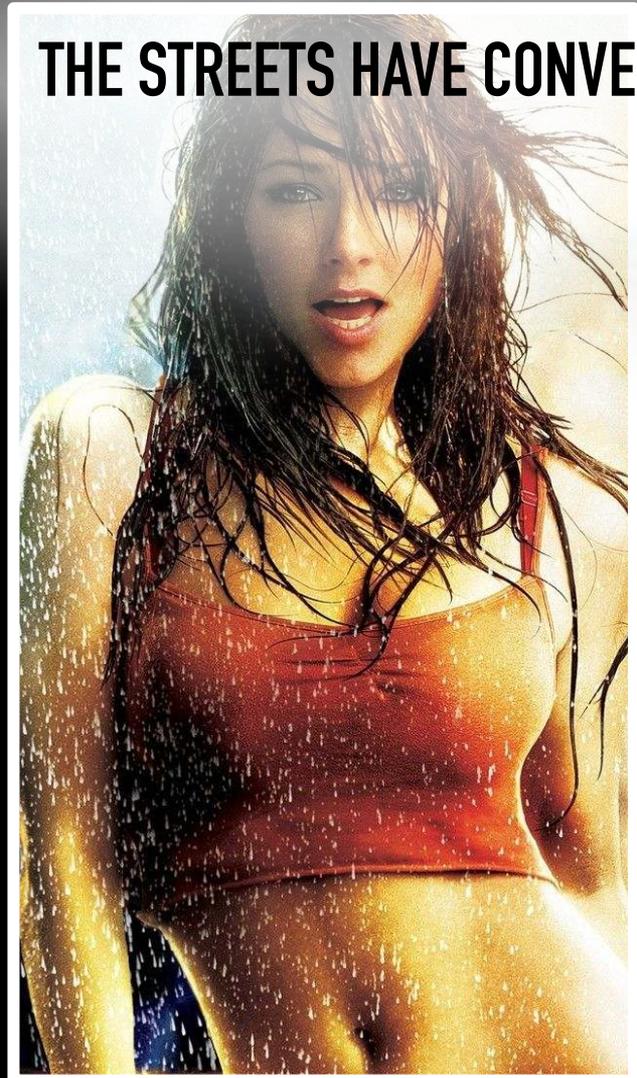
STREET BRANDS

Sprite  
Street

**DRINKING BRANDS ARE ALREADY ON THE STREETS**



**THE STREETS HAVE CONVERGED...**



**BRANDS ARE CONNECTED AND ENGAGED**

**m adidas**

**VANS**

**PUMA** 

**RUN  
DMC**

**"OFF  
THE  
WALL"**

**THE  
QUEST**

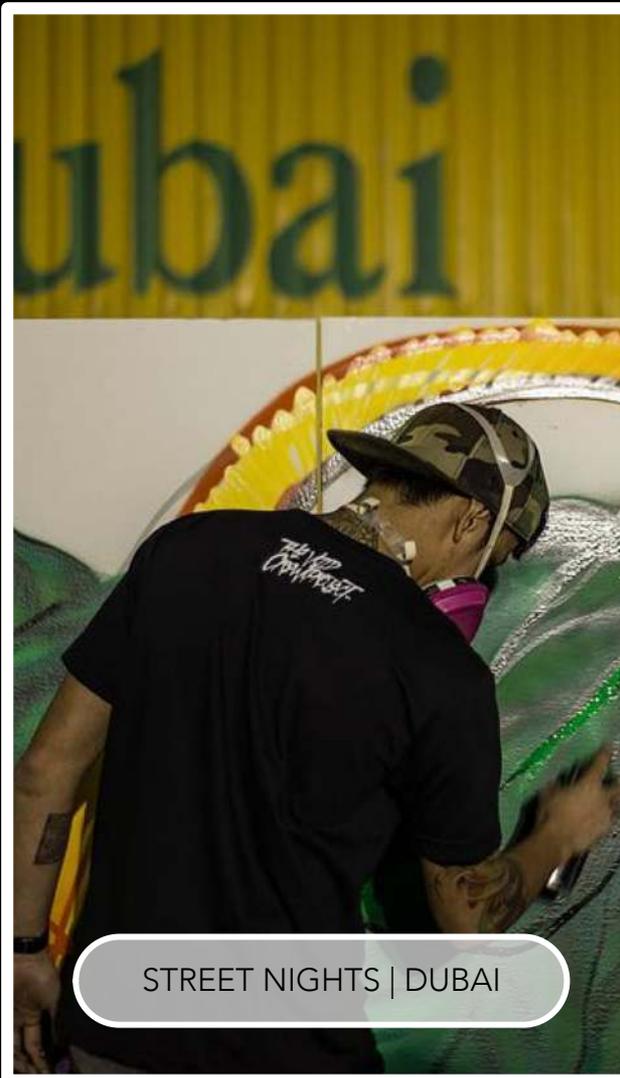
**BUT FEW ARE DOING IT WELL**



**THEY DICTATE & DO NOT LISTEN TO THE STREET**



EVEN WHEN THEY DO, NOTHING STANDS OUT



ACTIONHA | MBC | KSA

SOLE DXB | DUBAI

STREET NIGHTS | DUBAI

**DON'T BE PRESCRIPTIVE  
& EMBRACE THE SPIRIT  
'OBEY YOU'**



An aerial photograph of a paved street with a central green callout box. The street is composed of large, irregular grey stone tiles. A dark asphalt strip runs along the bottom edge. In the bottom right corner, there is a logo for 'Sprite Street' with 'Sprite' in white and 'Street' in green. The callout box is a rounded rectangle with a white border and a solid green fill, containing the text 'OUR STRATEGIC APPROACH' in white, uppercase letters.

OUR STRATEGIC  
APPROACH

Sprite  
Street

POWER TO THE PEOPLE

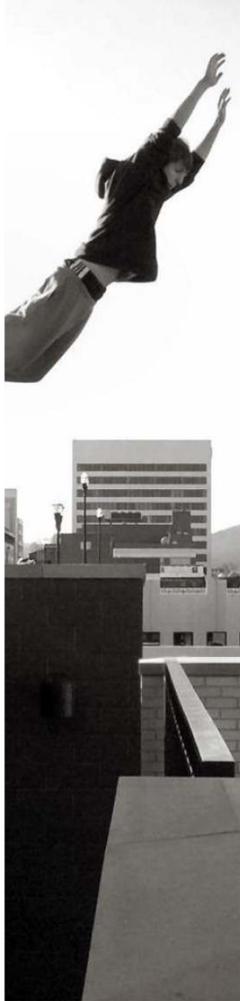
# STREET COLLECTIVE

GROUP OF STREET MAKERS, TALENTS FROM THE  
STREET WORKING TOGETHER TOWARDS SHARED AIMS

EPS



**JUMPERS**



**DANCERS**



**COMEDIANS**



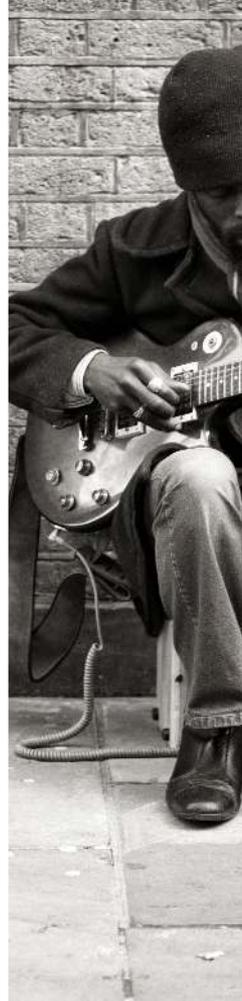
**TRENDSETTERS**



**ARTISTS**



**MUSICIANS**



**TRICK MAKERS**



**GIVE THE MAKERS A  
PLATFORM OF  
EXPRESSION**





# #Fresh Avenue

Where street culture will live freely through digital and physical space.

Sprute  
Street



#FreshSound

Sprite  
Street

A skateboarder wearing a light blue hoodie, dark pants, and a black headscarf is captured mid-air, performing a trick on a skateboard. The background features a massive, weathered rock cliff with intricate ancient carvings, including a large, standing figure on the left. The scene is set in a bright, sunny outdoor environment. A white oval with a black border is superimposed over the center of the image, containing the text "#FreshSkillz". In the bottom right corner, there is a logo for "Sprite Street" with "Sprite" in white and "Street" in green.

#FreshSkillz

Sprite  
Street



#FreshArt

Sprite  
Street

# VIDEO — PART II

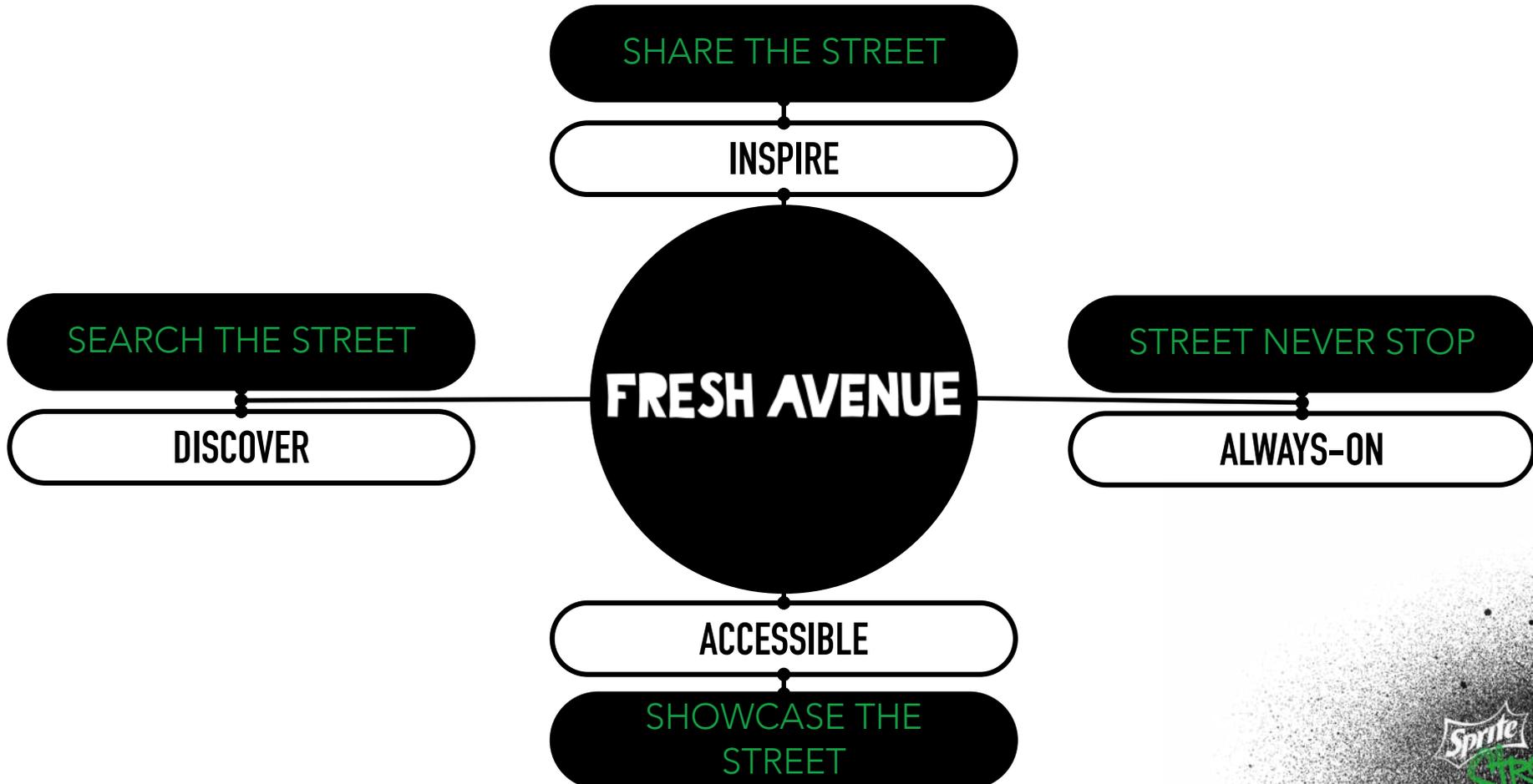




طريقنا

FRESH AVENUE

# ARTICULATED INTO 4 PILLARS ...



# AND THE RIGHT COMBINATION...



1.

# CONTENT

WE ARE GOING TO CREATE MULTIPLE PLATFORMS OF  
EXPRESSION FOR SPRITE AS WELL AS ITS COLLECTIVE

2.

# TALENTS

THEY ARE THE STORY OR CREATE IT AND GET TO THEM  
WILL GET US TO OUR AUDIENCE

3.

# TECH'

IT IS FUELLING OUR COMMUNICATIONS AND HOW WE  
STANDOUT TO REACH OUR AUDIENCE

# 1. CONTENT

## PLATFORM



## YOUTUBE CHANNEL



## RADIO SHOW



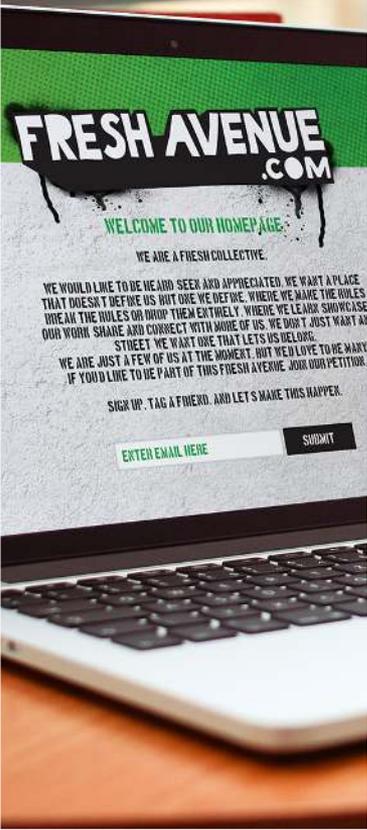
## EVENTS



## SOCIAL



## PLATFORM



WE ARE GOING TO LAUNCH FRESH AVENUE.COM SITE.

tumblr.

TUMBLR IS COLLABORATIVE IN ESSENCE AND WILL LEAVE SPACE FOR SPRITE AS WELL AS THE TALENTS TO CONTRIBUTE.

FRESH SKILLZ.

FRESH MOVES

FRESH ART

FRESH SOUND

FRESH SKATE

FRESH SPORT

FRESHSKILLZ

FRESHART

FRESHSOUND

FRESH AVENUE

FRESHSKATE

FRESHMOVES

FRESHSPORT

SPRITE STREET  
POPPING UP IN  
**RIYADH**  
SEPT. 18, 2015

It's a fresh avenue for art,  
sports, music, dance and  
everything street.



**SIGN UP AND SHOW US YOUR FRESH WORLD!**

By signing up to Srite Street, you can share your artwork, post your latest DJ mix, show off your ramp skills, or simply check out the Middle East's best new talent!

**SUBMIT**



Descriptor text goes here

[VIEW POST](#)



Descriptor text goes here

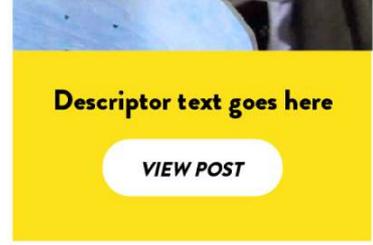
[VIEW POST](#)



Descriptor text goes here

[VIEW POST](#)





# FRESH INSTAGRAM

Follow us on Instagram to keep your finger on the pulse of all things street.

## #SpriteStreetME





Descriptor text goes here

[VIEW POST](#)



Descriptor text goes here

[VIEW POST](#)



Descriptor text goes here

[VIEW POST](#)



Descriptor text goes here

[VIEW POST](#)



Descriptor text goes here

[VIEW POST](#)



Descriptor text goes here

[VIEW POST](#)



Descriptor text goes here

[VIEW POST](#)

## ABOUT SPRITE

Sprite cuts through the thirst of those who are relentlessly thirsting for more.

"Obey Your Thirst" is a rallying cry to those who relentlessly follow their passions wherever they may lead. And Sprite knows this never-ending pursuit of self-expression leaves you with a deep physical thirst, the kind that can be satisfied with a Sprite.

## INFO

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## CONNECT WITH US



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Sprite Dimple Bottle, Sprite Films™  
are trademarks of The Coca-Cola  
Company. All Rights Reserved.





A STREET WITH  
OUR OWN SIGNS.  
JOIN US.

FRESHAVENUE.COM

# PLATFORM LAUNCH

## VIRAL VIDEO

### TITLE: SKATEBOARDER

Open on a busy supermarket. We see a kid in a black hoodie, carrying a skateboard in his hand. A friend or accomplice is recording this on his mobile phone. We don't see him, just hear him speak. "Yalla", he urges his friend. The skater friend lines up a display, and takes off on his skateboard towards it. He jumps and skims the display surface and lands perfectly. We can hear the other friend speak audibly, complimenting him.

In the background, we hear footsteps and the loud voice of an authority. The boy recording and his skater friend run away with the mobile camera still on record. We can see the shadow of someone chasing them and screaming. The screen goes black.



A few seconds later, it comes back on again. We see that they are in a dimly lit warehouse space or maybe a garage. We hear one of the boys speak to the camera now.

MVO: We want our own street...  
and we will not stop till we get it. Join us.

One of them holds up a stencilled cardboard with the name of a website and a call to action to join this growing cult.

[www.freshavenue.com](http://www.freshavenue.com)



YOUTUBE CHANNEL



WE ARE GOING TO PARTNER WITH TELFAZ AND LAUNCH THE FIRST 'STREET CULTURE' YOUTUBE CHANNEL IN THE REGION.

WE WILL DEVELOP A SERIES OF VIDEOS EXPLORING THE 'STREET'.

Telfaz 11 تليفاز 11





La Yekthar Show برنامج لا يكتف

Subscribe 874,219

Home Videos Playlists Channels About



Fresh Avenue Show: Episode 2  
 1,569,193 views · 1 year ago  
 موسم 2 Episode 11 | 11 حلقة

Uploads



Fresh Avenue Show:  
 Episode 3  
 682,112 views · 1 year ago



Fresh Avenue Show:  
 Episode 4  
 403,850 views · 1 year ago



Fresh Avenue Show:  
 Episode 5  
 1,558,193 views · 1 year ago



Fresh Avenue Show:  
 Episode 6  
 1,081,363 views · 1 year ago



Fresh Avenue Show:  
 Episode 7  
 1,104,018 views · 1 year ago

قنواتنا

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Subscribe
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- 🇲🇦 Folaïm Ya gholaim  
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Subscribe
- 🇲🇦 Sekai Network  
Subscribe



## RADIO SHOW

STREET TALENTS NEEDS TO BE HEARD AND WE ARE GOING TO GIVE THEM A VOICE IN PARTNERSHIP WITH MIDEASTUNES.

MIDEASTUNES IS CURRENTLY A PLATFORM FOR MUSIC UNDERGROUND ARTISTS & WE ARE GOING TO PARTNER WITH THEM TO LAUNCH A WEEKLY ONLINE RADIO PROGRAM.

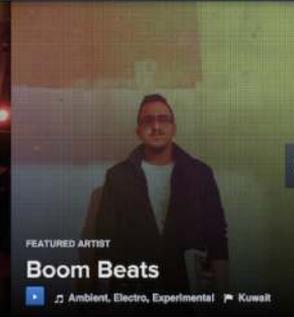
IT WILL GIVE A VOICE TO THE STREET CULTURE AND COVERING A WIDE RANGE OF UNDER-REPORTED TOPICS IN THE REGION.



FEATURED ARTIST  
**Fresh Avenue Show Ft. TINY**  
Hip hop, R&B, Arabic UAE



FEATURED ARTIST  
**Zaed Naes**  
Electro, Indie, Pop Jordan



FEATURED ARTIST  
**Boom Beats**  
Ambient, Electro, Experimental Kuwait

Artists Sort By Newest Filter Genre Country View Search Artist Favourite Artists Our Collections Music Sessions

 Sandroom Folk, Indie, Pop...	 Michelle & Noel Experimental, In...	 Oak Indie, Pop, Rock	 MC Rai Other, Rai	 Ayfoul Indie, Pop, Rock	 Sarab Ambient, Electro...	 Ameen Al Other, Pop, Hip H...
----------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------

Scroll down to browse more artists

RANDOM PLAY Please select a song 0:00 / 3:00

MacBook



## EVENTS

WE ARE GOING TO DEPLOY  
MULTIPLE EVENTS IN THE  
REGION OF DIFFERENT SCALE.

SPRITE STREET  
PRESENTS  
A FRESH AVENUE

**RIYADH**  
SEPT. 18, 2015



## SOCIAL



SOCIAL PLATFORMS WILL BE THE OPPORTUNITY FOR SPRITE TO COMMUNICATE ABOUT THE COLLECTIVE ACTIVITIES.

OUR COMMUNICATIONS WILL BE SPLIT INTO 3 FOLDS:

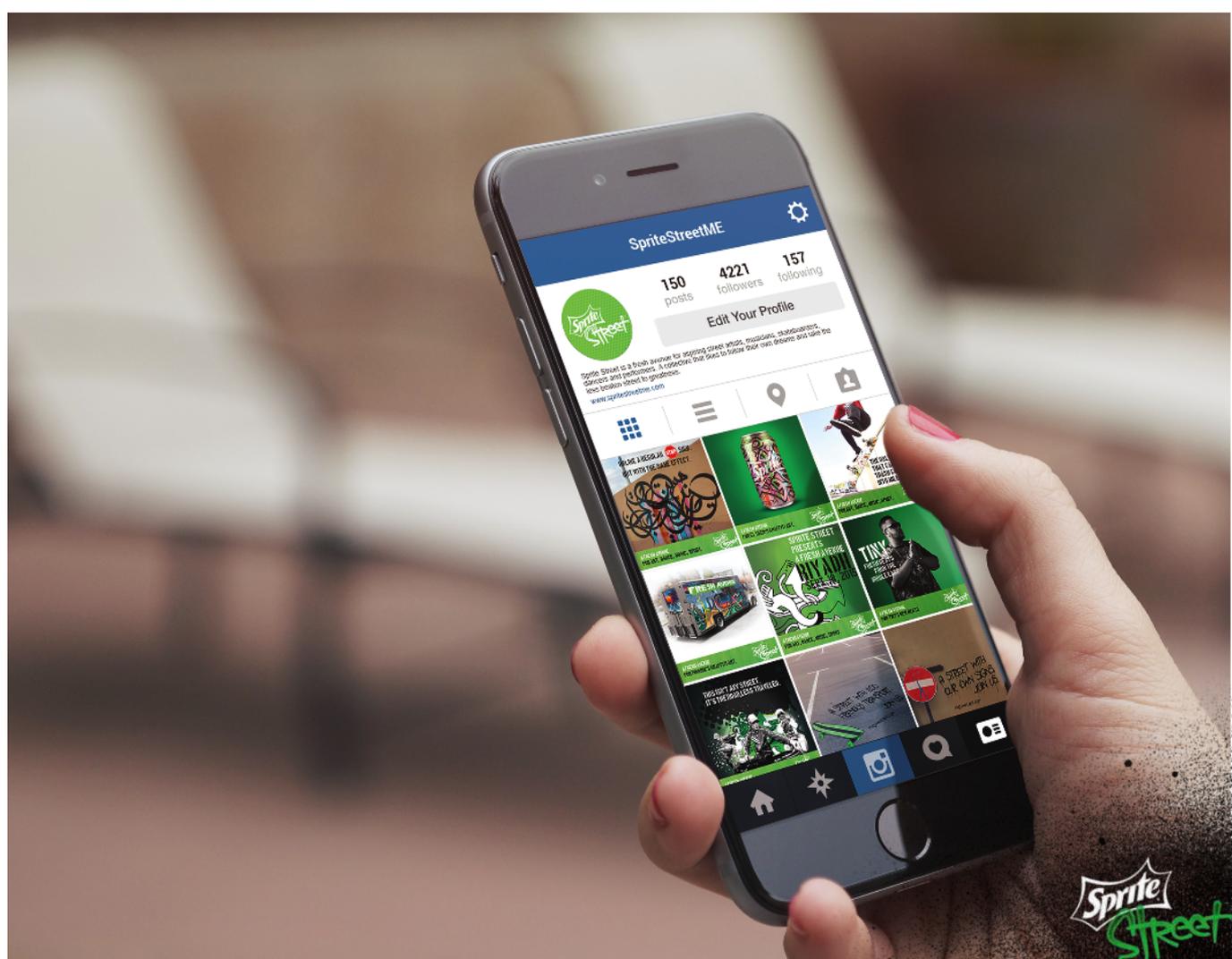
1. BRAND
2. COLLECTIVE
3. UGC



# 1.

## BRAND

WE WILL POST FROM 'SPRITE STREET MIDDLE EAST' TO PROMOTE THE COLLECTIVE ACTIVITIES.



# STREET TALK IN ARABIC



SPRITE STREET WILL HAVE TO ENSURE THE LANGUAGE IS DISPLAYED IN 'STREET' ARABIC.

THIS WILL BUILD THE FOUNDATIONS OF OUR COLLECTIVE; *SPRITE DO NOT TALK TO THE STREET BUT IS THE STREET.*

THIS WILL ENSURE ITS **CREDIBILITY, IDENTITY & ENDORSEMENT.**

WE WILL USE **KHALEEJI SLANG.**

**#FreshAvenue**

**#Tarikna**





STREET NEVER HAS TO  
EXPLAIN ITSELF, JUST  
STOP FOR THE RIGHT  
REASONS TO ENJOY  
THE ART & BE INSPIRED



هاذ مش أي طريق...  
هاذ طريقنا ومن غير نهاية

Sprite  
Street

طريقنا  
طريق الفنون، الرقص، الموسيقى،  
الرياضة

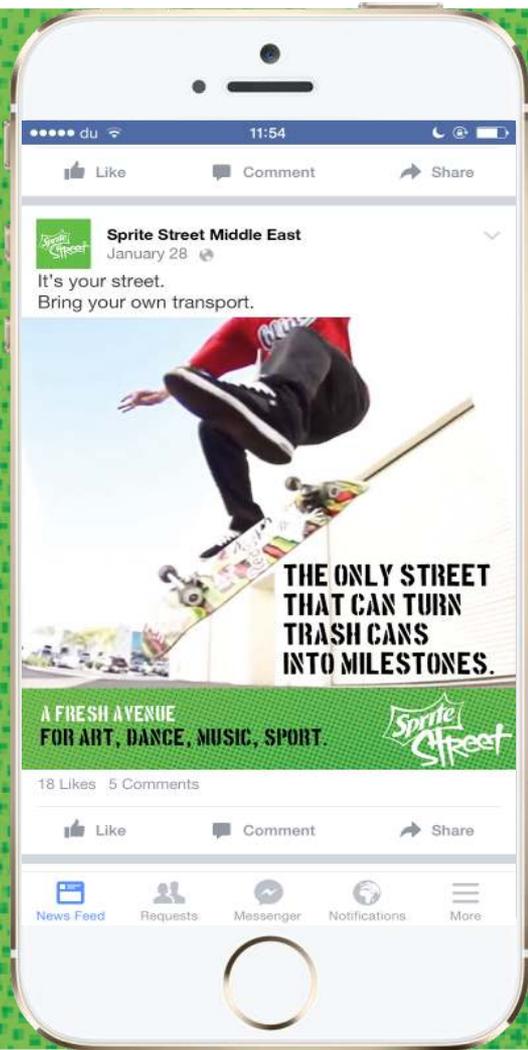
224 Likes

ابتكر مُمَرَك الخاص على شارع سبرايت.  
#FreshMusic #FreshBeats #FreshAvenue  
#SpriteStreetME #FreshArt #FreshSkills

Like

Comment

THIS IS UNLIKE ANY  
PROFESSIONS, IT IS  
OBEY YOU SPIRIT  
INSPIRING TEENS TO  
FOLLOW THEIR OWN  
PATHS WITH SPRITE



INSPIRING OUR  
AUDIENCE TO BECOME  
PART OF OUR  
COLLECTIVE & MAKE A  
DIFFERENCE



SPRITE STREET  
PROMOTE TINY, A  
STREET MUSICIAN AND  
MANY OTHERS LIKE HIM  
TO JOIN THE  
COLLECTIVE



Instagram

spritestreetme

3min



A FRESH AVENUE FOR RESPECT AND HONOUR.



12224 Likes  
spritestreetme Thank you street artist ahmedzuhair, for paying a tribute to the beloved monarch #FreshAvenue #SpriteStreetME #Respect #Tribute

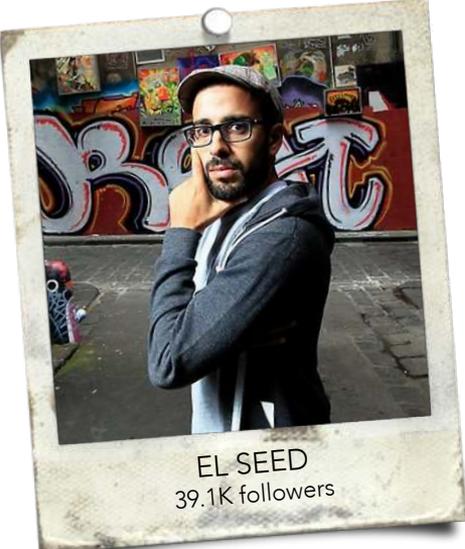
Like Comment





Check out graffiti art on a Sprite can.  
Even fresh needs to be refreshed.

#FreshArt #FreshAvenue #graffiti  
#eLSeed



A FRESH AVENUE  
FOR EL SEED'S GRAFFITI ART.





Sprite trucks with #FreshArt. Check out the video with @pink8in and 45 spray cans  
[linhttp://tinyurl.com/7tyjq9vk](http://tinyurl.com/7tyjq9vk)



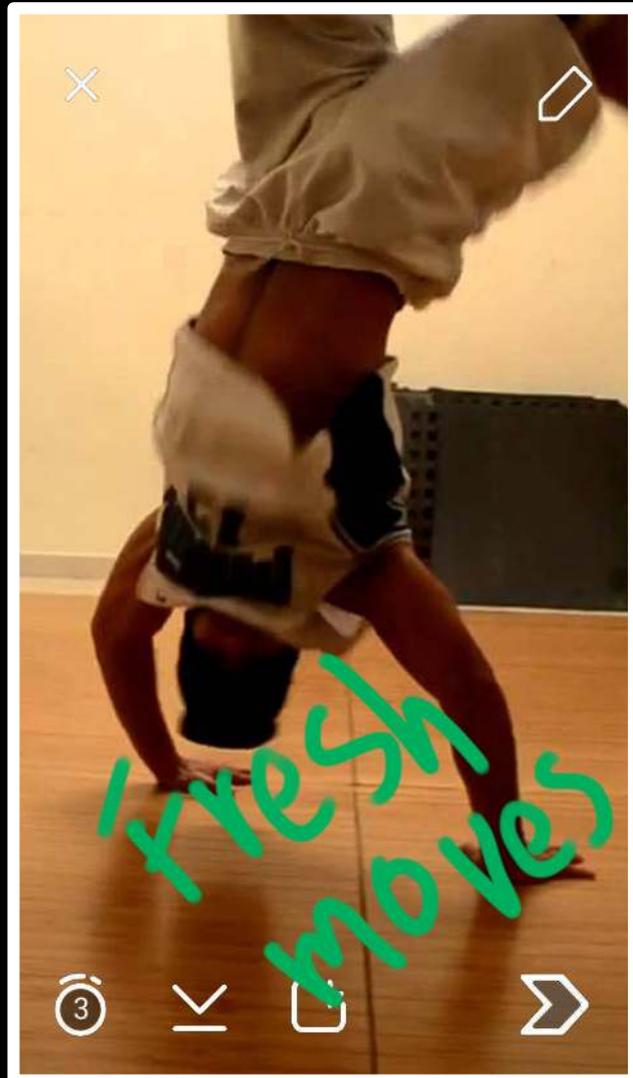
A FRESH AVENUE  
FOR PINK8IN'S GRAFFITI ART.

# 2.

## COLLECTIVE

OUR COLLECTIVE WILL  
PROMOTE THE ACTIVITIES AS  
WELL.





**eL Seed**  
@elseedart  
Arabic Calligraphiti  
[elseedart.com](http://elseedart.com)

421 FOLLOWING 4,116 FOLLOWERS

Tweets Media Favorites

**eL Seed** @elseedart 2h  
A #FreshCollective demanding their own street. #Yay and all.  
#Respect #Support freshavenue.com

**MUSIQ**

**TINY**  
@TinyMusiq  
RnB/Soul singer, songwriter raised & based in the UAE. Instagram TinyMusiq  
United Arab Emirates, Dubai  
[itunes.apple.com/us/album/eyes-...](https://itunes.apple.com/us/album/eyes-...)

255 FOLLOWING 1,026 FOLLOWERS

Tweets Media Favorites

**TINY** @TinyMusiq · Jul 19  
New #collective demanding their own #street. Pretty rad. #support freshavenue.com #fresh #freshavenue #art #music #sound

TINY retweeted  
**UrbanMass** @UrbanMassIntl 5d  
@DubaiMusicWeek @TomiThomas\_LOS @TinyMusiq #ahlan nominees for Best local act!!



PHONE

14:36

Instagram

3min

monkyseemonkydo

A STREET WITH ECO FRIENDLY TRANSPORT. JOIN US.



24 Likes

monkyseemonkydo Young #Collective seek their own street #Street #Skate #Fresh #Skill #StreetArt #Support #FreshAvenue

Like

Comment



# 3.

## UGC

WE WILL GIVE OUR AUDIENCE THE OPPORTUNITY TO GENERATE CONTENT (FRESH SELFIE, EVENT, TRUCK FILMING ETC).





Search Facebook



Mohamed

Home



**Mohamed Ali**

[Edit Profile](#)

FAVORITES

[News Feed](#)

[Messages](#)

[Events](#)

APPS

[Games](#)

[On This Day](#)

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[Games Feed](#) 19

GROUPS

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[FB MARKETING](#) 10

[Algonquin class of...](#) 20+

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[Create Group](#)

FRIENDS

[Close Friends](#)

[Family](#)

[Dubai, United Arab...](#)

[Update Status](#)

[Add Photos/Video](#)

[Create Photo Album](#)



What's on your mind?

Post



**Tarek Ahmed** shared **Mohamad Ali's video**

3 hrs ·



880,283 Views

**Mohamed Ali**

Check out this crazy video! Anyone know what is #FreshAvenue ???

[Like](#)

[Comment](#)

[Share](#)

SPONSORED

[Create Ad](#)



**Book a cleaner online!**

[helping.ae](#)

Do you want to clean your place in 60 seconds ?



**NAMSHI - Shop Shoes**

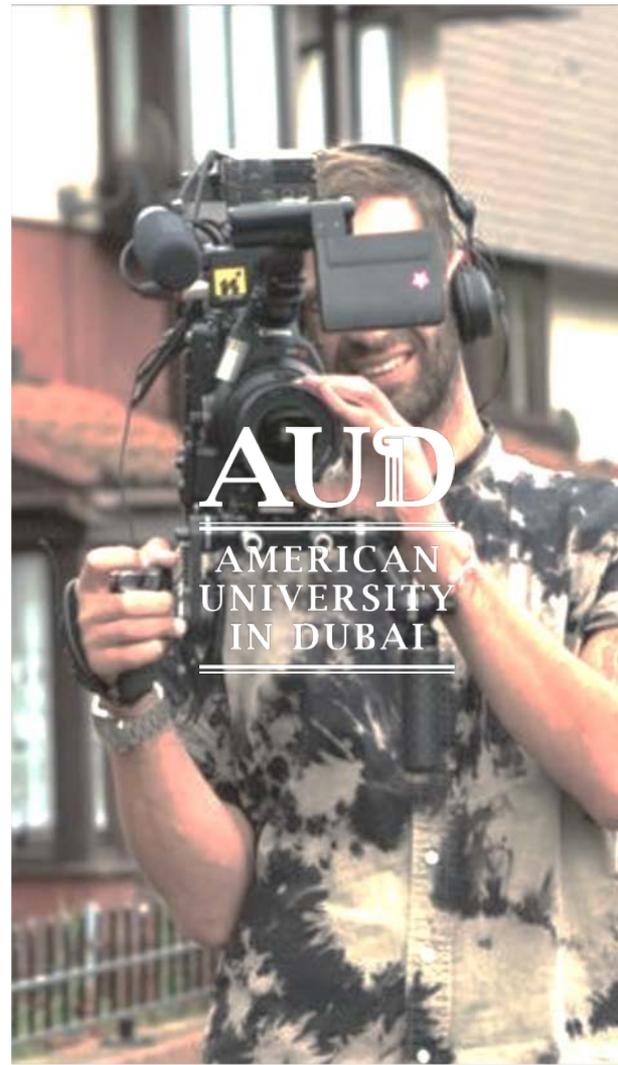
[en-ae.namshi.com](#)

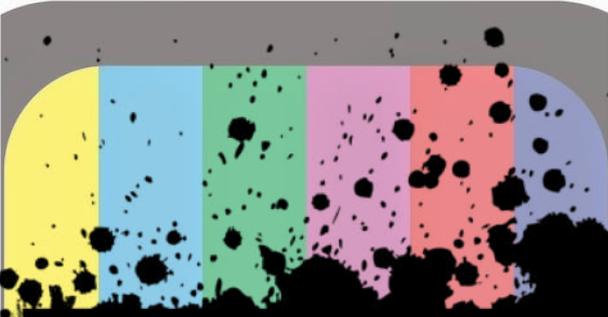
Slip into comfort with these casual slip ons. Perfect for a break from life!

[English \(US\)](#) · [Privacy](#) · [Terms](#) · [Cookies](#) · [Advertising](#) · [Ad Choices](#)

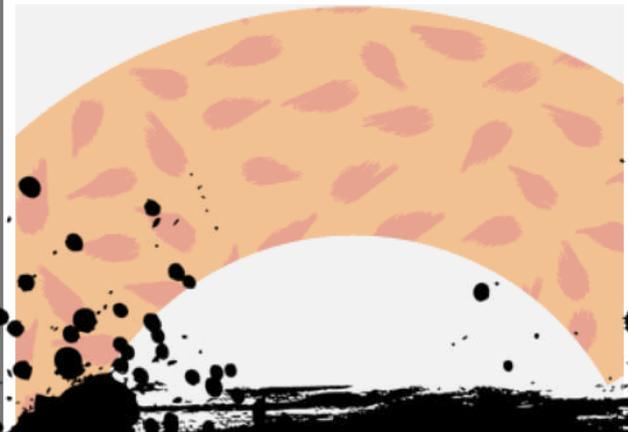
Facebook © 2015

# 2. TALENTS





WE WILL RECRUIT TALENTS  
VIA TELFAZ AS WELL AS OUR  
FRESH AVENUE YOUTUBE  
CHANNEL ON THE NETWORK



WE WILL BE ABLE TO BRING  
CONTRIBUTORS FROM THE  
NETWORK TO MAKE OUR  
PLATFORM TRULY  
COLLABORATIVE



WE ARE GOING TO PARTNER  
WITH THE FILMING SCHOOL  
AND CROWDSOURCE  
CONTENT FROM STUDENTS

**WE  
WILL  
RECRUIT  
TALENT  
ORGANICALLY VIA  
OUR COLLECTIVE.**

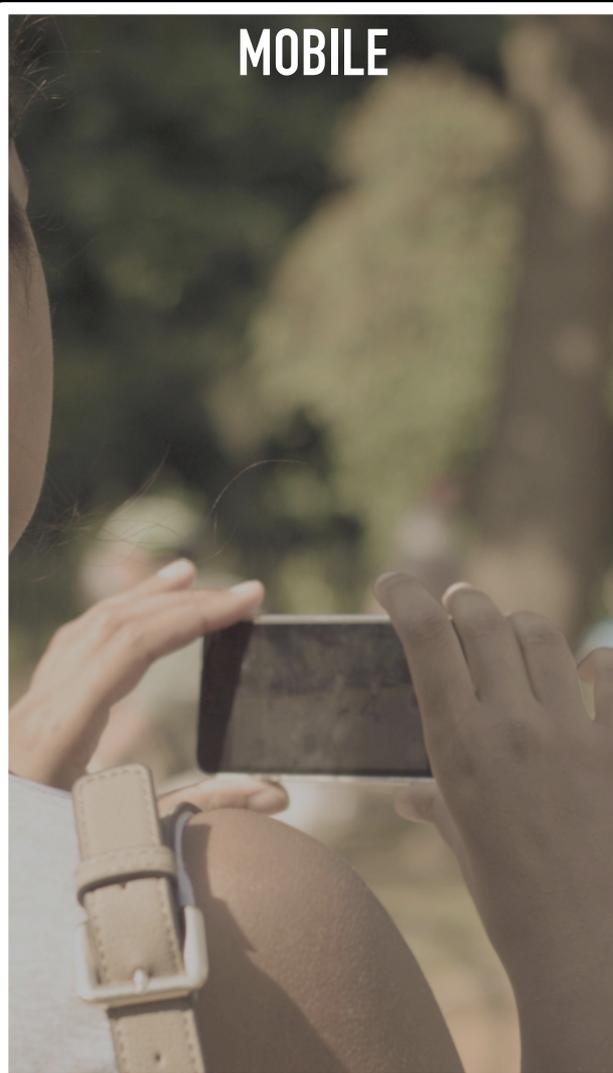


# 3. TECH'

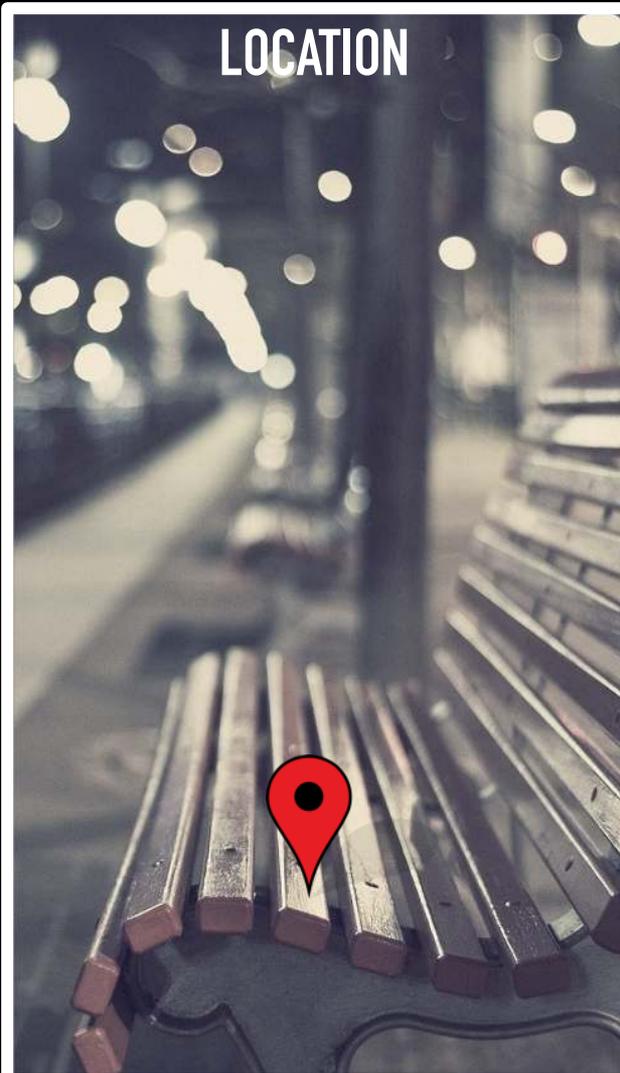
# DATA



# MOBILE



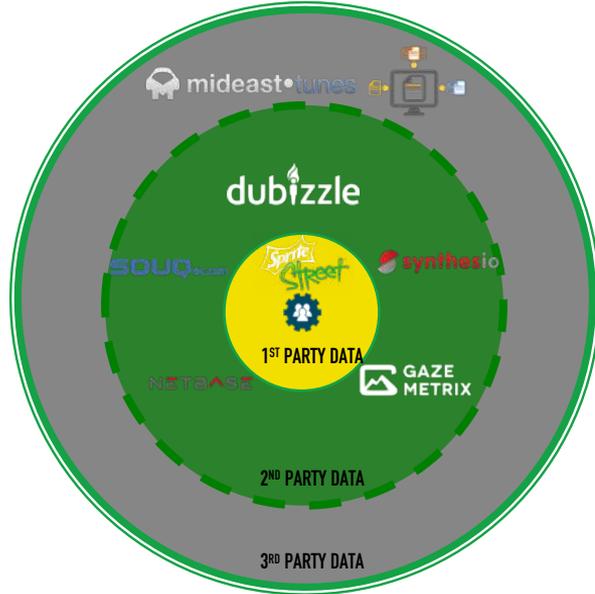
# LOCATION



# DATA



# WE CREATE SPRITE STREET DMP. CADREON



**1<sup>ST</sup> PARTY DATA:** Microsite visitors, database, search trends

**2<sup>ND</sup> PARTY DATA:** Looking for musical instruments & concert tickets, 'street' related conversations

**3<sup>RD</sup> PARTY DATA:** Listening to underground middle east music & Interested in urban culture & performing arts

REMARKETING



LOOK-A-LIKE



SOCIAL LISTENING



CATEGORY TGT



CONTEXTUAL TGT



MOBILE

## LINK TO STORE.

SIMPLY SNAP A PHOTO OF THE SNAPTAG BARCODE AND TEXT IT

THE CANS LINK FANS TO THE TALENTS

- GET TICKETS TO MEET THE GRAFFITI ARTIST AT ONE OF OUR EVENT
- GET A SONG TO DOWNLOAD FOR FREE

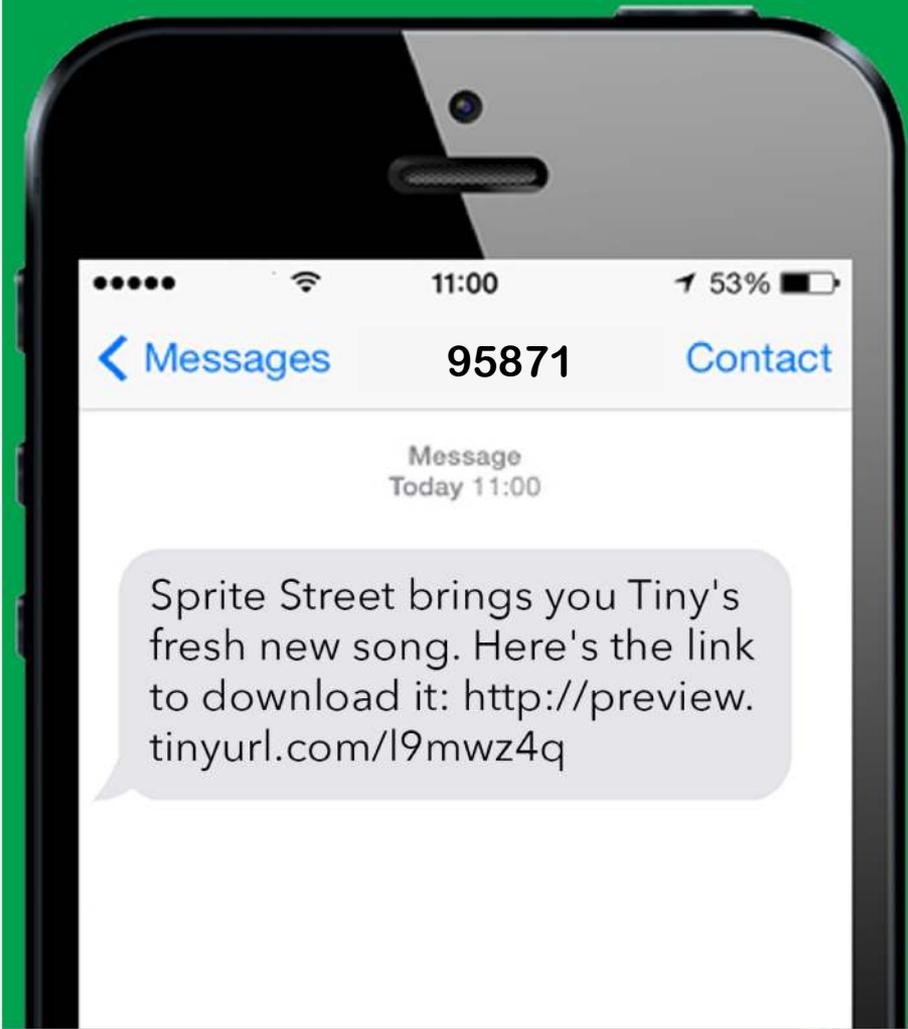


SCAN with Snap Reader App  
or Snap & Send to 95871



SNAP  SEND





LOCATION

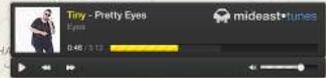
## WE CONNECT OUR AUDIENCE & THE COLLECTIVE.

PARTNERING WITH GOOGLE TO CREATE  
INTERACTIVE MAP SHOWING THE LOCATIONS OF  
ARTISTS & TRACK THE MOVING ART TRUCKS.





**Watch El Seed turn Sprite Trucks into a fresh avenue for graffiti art at 3PM today.**



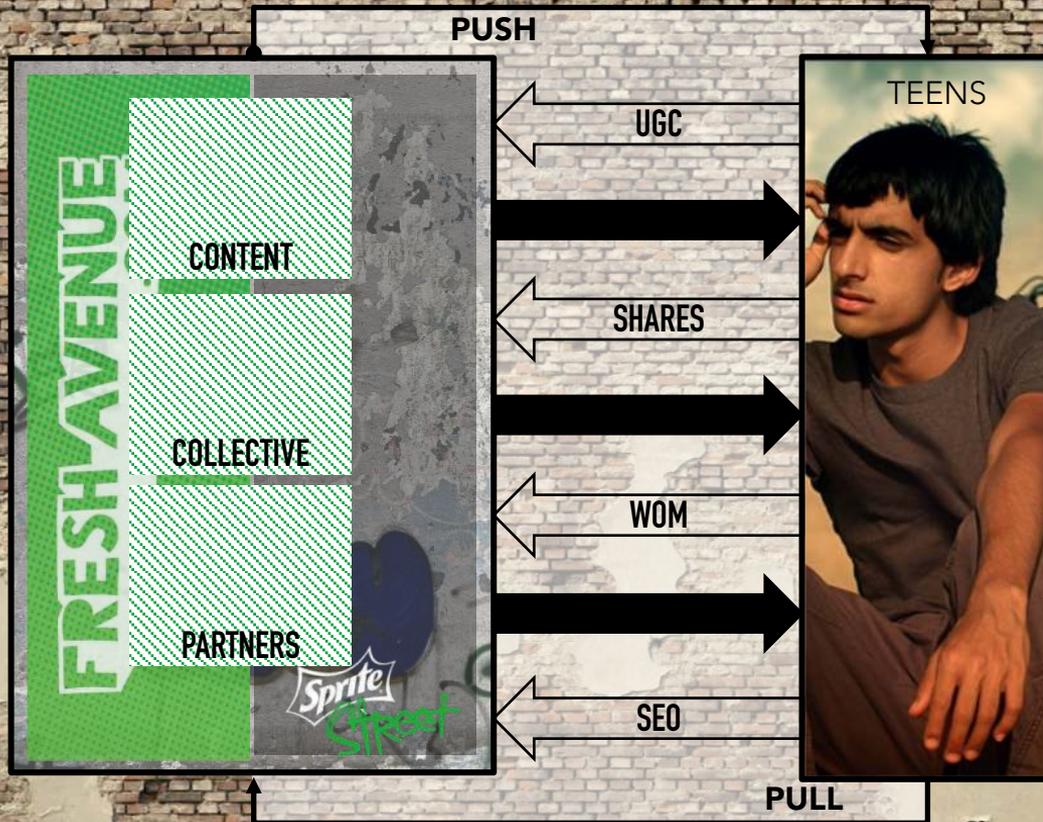
# ON THE STREET

CONNECTED  
APPROACH

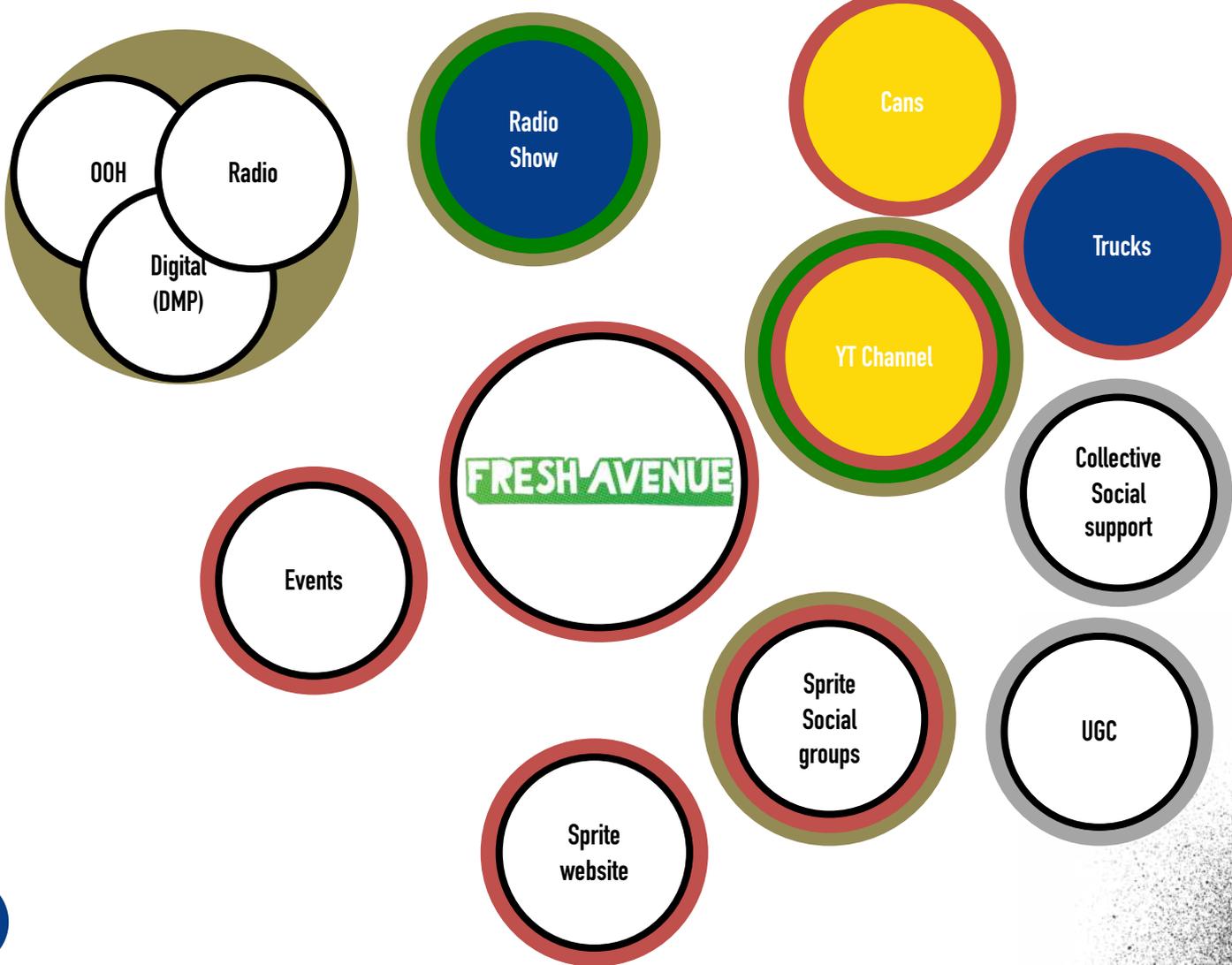
Connections

THAT PIZZA FILL!  
Sprite Street

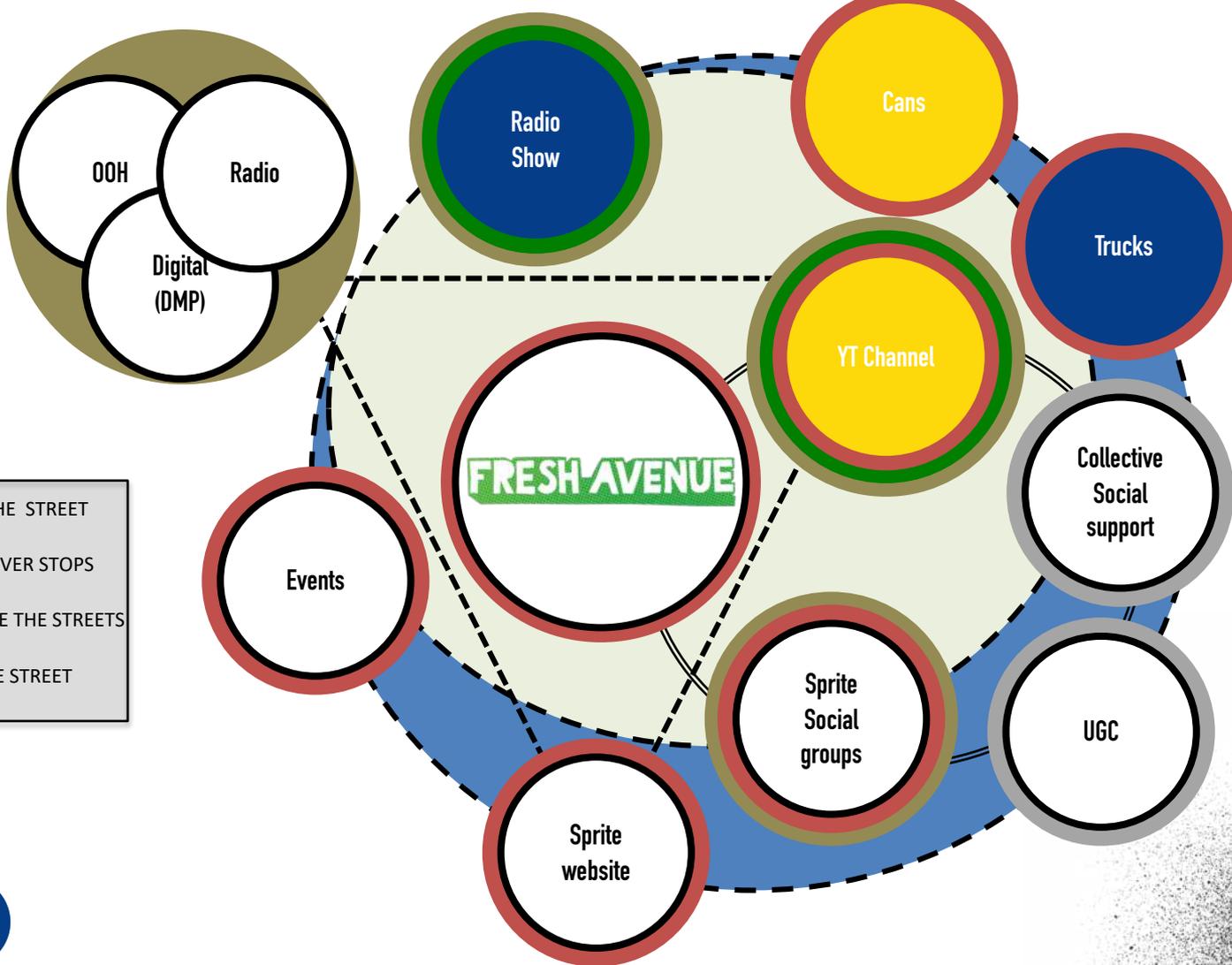
# SMART SYSTEM THAT CONNECT



# SYSTEM DESIGN



# SYSTEM DESIGN



- SEARCH THE STREET
- ==== STREET NEVER STOPS
- - - - SHOWCASE THE STREETS
- - - - SHARE THE STREET

- O
- E
- S
- P



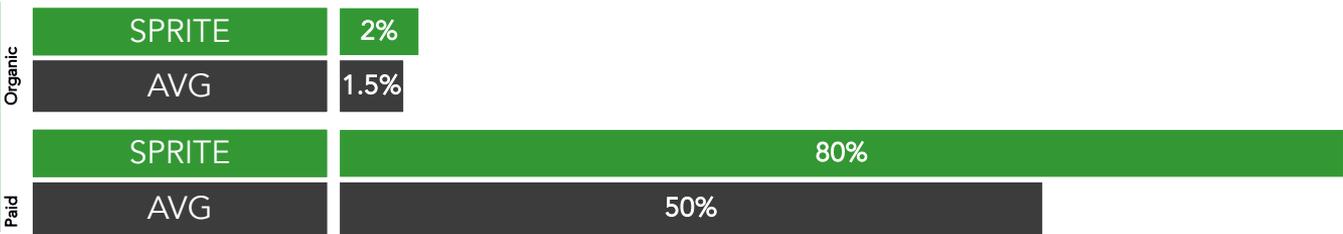


PICTURE OF  
SUCCESS

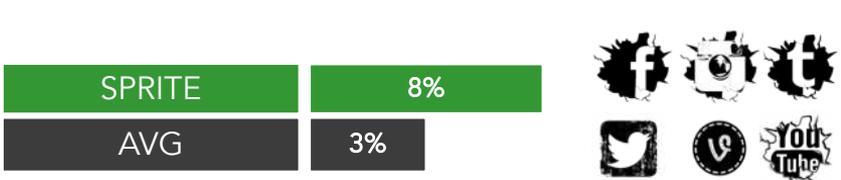
Sprite  
Street

# MEASURING SUCCESS

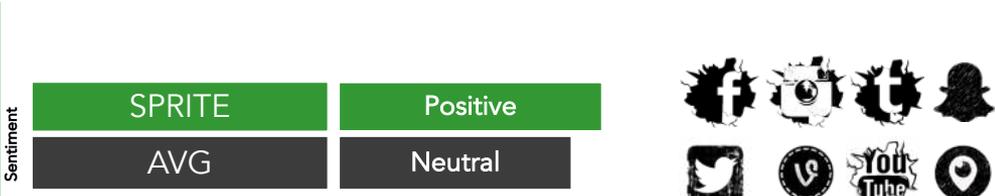
Reach



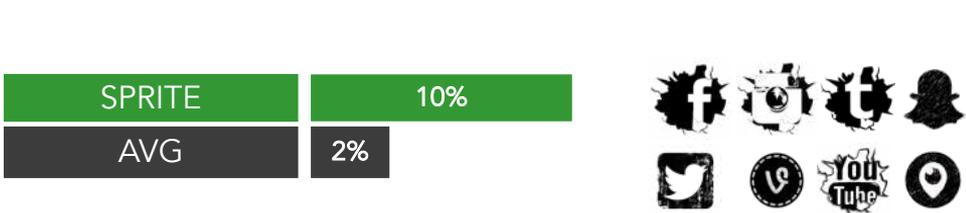
Shared



Brand



Engagement



50

25

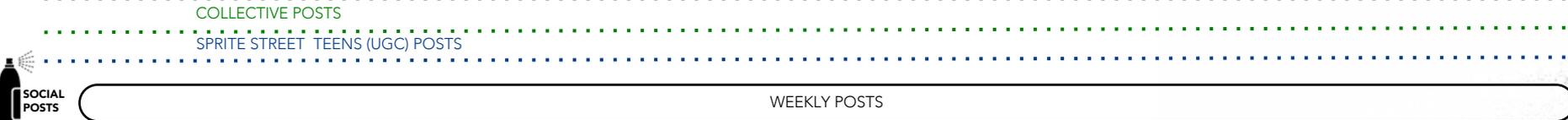
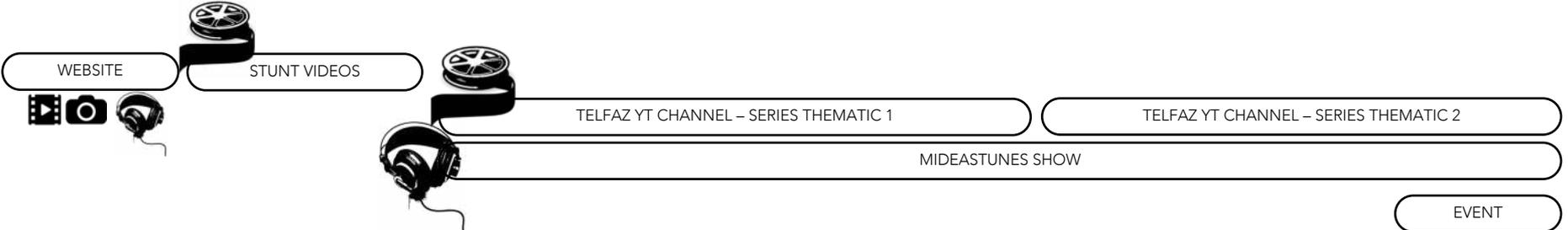
SUMMARY



Sprite Street

# LET'S GET 'FRESH'

WEEKS



# FRESH AVENUE

By **UM**

