



WITH FLYING COLORS.

CONVINCING OUR TARGET AUDIENCES FOR THE MERITS OF FLYING SAUDIA:  
CREATIVE STRATEGY, THOUGHTS AND PROPOSALS.

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PART 1

THE LOGIC: PROBLEMS AND  
PROPOSED SOLUTIONS

# BRAND PLACEMENT IN THE INTERNATIONAL LANDSCAPE



## **THE VISION**

To become the preferred regional airline, linking KSA and GCC to the world

## **THE VEHICLE**

Brand strategy

Local communication

Global communication

## **THE BRAND**

Welcoming and inclusive, carrying KSA's DNA as well as its national narrative all over the world. Generous and savvy, helpful and empathetic, positive and empowering, open and accepting, Saudia is the link between the rich Saudi history and the country's bright future. Saudia is a resounding proof that KSA's national values are far from vestiges of a fossilized past; they are the aspirational motor-force behind KSA's path to the future.

## **THE OFFER**

Brimming with standout USPs:

- Young fleet, flying you globally in luxury & comfort, in safety and serenity
- Top notch onboard experience with a Saudi flavor
- Large number of direct destinations
- Extra Baggage Allowance
- Dedicated Terminal
- All the airport services you need
- Loyalty Program

## **THE VIEW**

Saudia has a strong brand and a competitive offer; it can be the no-brainer choice for Saudis and one of the upper tier choices for non-Saudis & expats.

## **THE PROBLEM**

Saudia –as well as many of its competitors- is the victim of multiple negative external factors: Post-pandemic anxieties & local/global stereotypes.

## PANDEMIC-RELATED EXTERNAL FACTOR

The term “NOGOPHOBIA” is used to describe a psychological condition whereby people have a fear of getting stranded in the wrong place because of a dangerous, widespread, isolating disease. This is considered as the most widespread anxiety disorder on a global scale.

# 57%

of people aged 30-60 say they feel unsafe to travel far from their home.

PMC, US National Library of Medicine, February 2022



## #1 STEREOTYPE

KSA = oil, KSA=backwards, KSA=sand dunes  
Travelers, on a global scale, are largely  
unaware of what KSA has to offer.

# 64%

of travelers aged 25-55 say they only associate Gulf states with oil.  
(versus 38% who associate these states with *pollution* and 32% with human-rights  
violations)

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WT Intelligence, November 2020

## An online poll

among travelers aged 30-60 in Europe and the US ranks KSA “3<sup>rd</sup> most  
unknown Arab state” & “4<sup>th</sup> least likely to visit”

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Warc, January 2021



## #2 STEREOTYPE

Airlines are all the same.  
The only difference is the price of the ticket.

# 58%

of travelers aged 25-55 say they think most airlines look and feel alike.  
(versus 67% who qualify this claim saying that “NO FRILLS airlines are alike”)

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Warc, June 2022



**WE ARE NOT AS OPEN AS WE THINK WE ARE**

**& WE ARE LESS OPEN THAN WE WERE BEFORE THE PANDEMIC.  
OUR THINKING IS LIMITED BY FEARS AND STEREOTYPES.**

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THE PROBLEM IS OBVIOUS

**“WHAT IS KSA ABOUT?”  
REMAINS AN UNANSWERED QUESTION TO  
MOST PEOPLE**

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AS A RESULT

**UNLESS WE CONVINCED THE WORLD THAT WE  
HAVE A STORY WORTH TELLING, WE WILL NOT  
STAND OUT OF THE COMPETITION**

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TENSION

UPEND STEREOTYPES. UPROOT FEARS. OPEN MINDS. OPEN EYES.

# MAKE SAUDIA THE GLOBAL CARRIER & INTERPRETER OF KSA'S NARRATIVE

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SOLUTION: OUR POV

INSPIRE. MOTIVATE. EXCITE. CONVINCED.

# MAKE SAUDIA THE GLOBAL CARRIER & INTERPRETER OF KSA'S 2030 VISION

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SOLUTION: OUR POV

## THE SAUDIA NARRATIVE

KSA is a country with a rich tradition and a forward-thinking vision.

A regional and global ambassador of humaneness, of generosity and forward-thinking, KSA is a country that sets the bar for empathy, for caring and positivity. KSA is the pinnacle of fortitude, of courage and determination in the region, recognized and emulated as such by the other Gulf states. KSA is a game-changer, a country that is not afraid of drastic tectonic shifts, if that is for the good of its people.

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Saudia is the official carrier of the country's narrative, the global ambassador of KSA's values and the disseminator of the country's 2030 vision. Steeped in local tradition and at the same time exuding modernity, Saudia is in a mission endorsed by each and every Saudi and expat:

to enrich the lives of its passengers through instilling a bit of "the Saudi experience" in them.

Saudia welcomes travelers all over the world to its brand of "the Saudi experience" and heralds a new era of post-pandemic **enlightened bravery, go-getter attitude and inspired determination**— a liberating call that will resonate with everyone around the world.

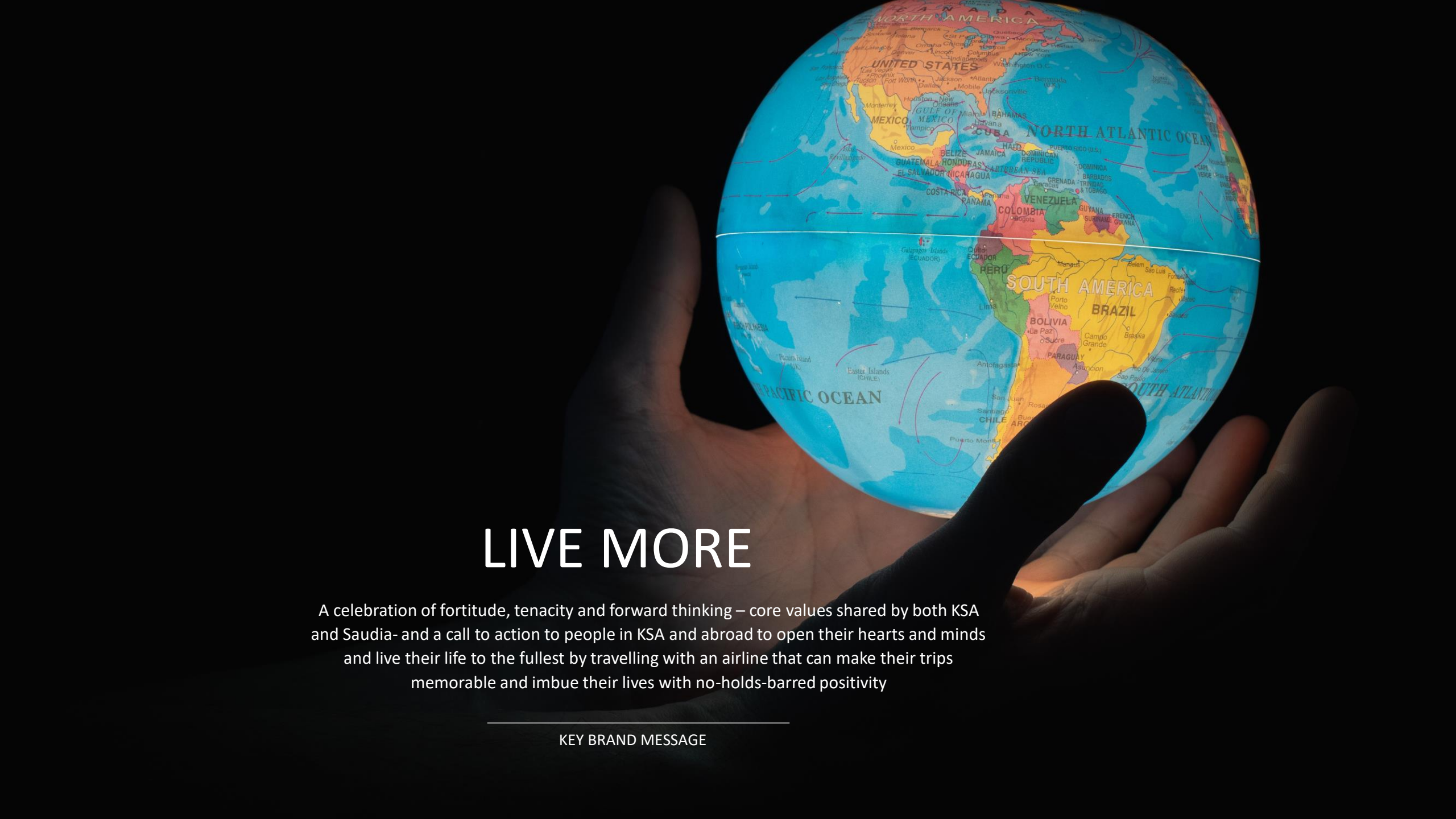


السعودية  
SAUDIA

CONVINCE BUSINESS AND LEISURE TRAVELERS  
THAT SAUDIA IS THE NO-BRAINER CHOICE FOR  
ANYONE WHO YEARNs FOR MORE.  
MORE EXPERIENCE. MORE JOY. MORE LIFE.

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MISSION



# LIVE MORE

A celebration of fortitude, tenacity and forward thinking – core values shared by both KSA and Saudia- and a call to action to people in KSA and abroad to open their hearts and minds and live their life to the fullest by travelling with an airline that can make their trips memorable and imbue their lives with no-holds-barred positivity

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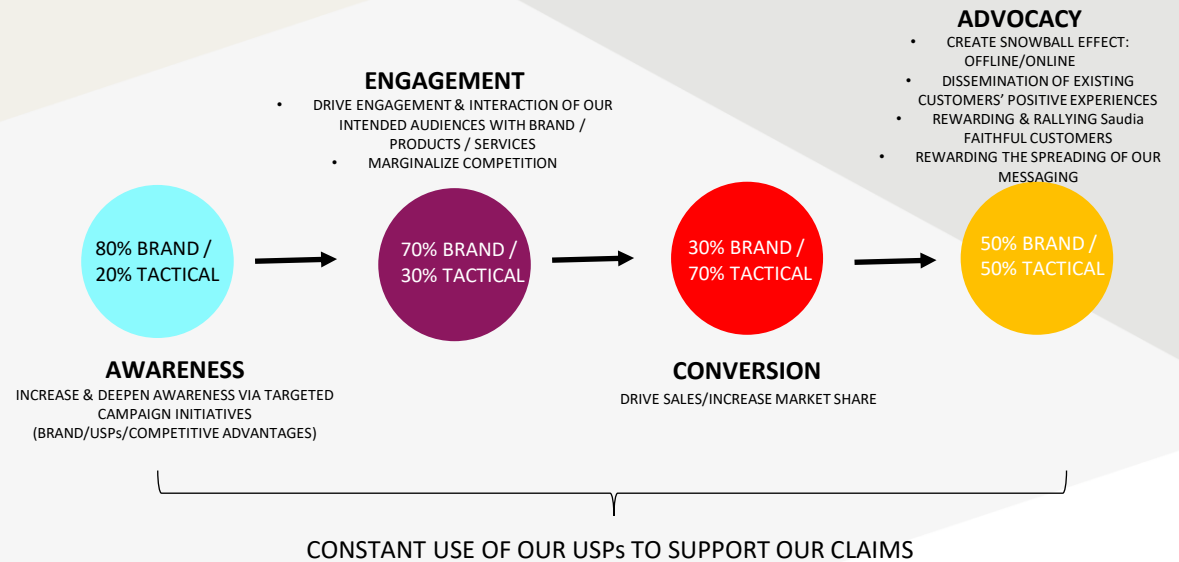
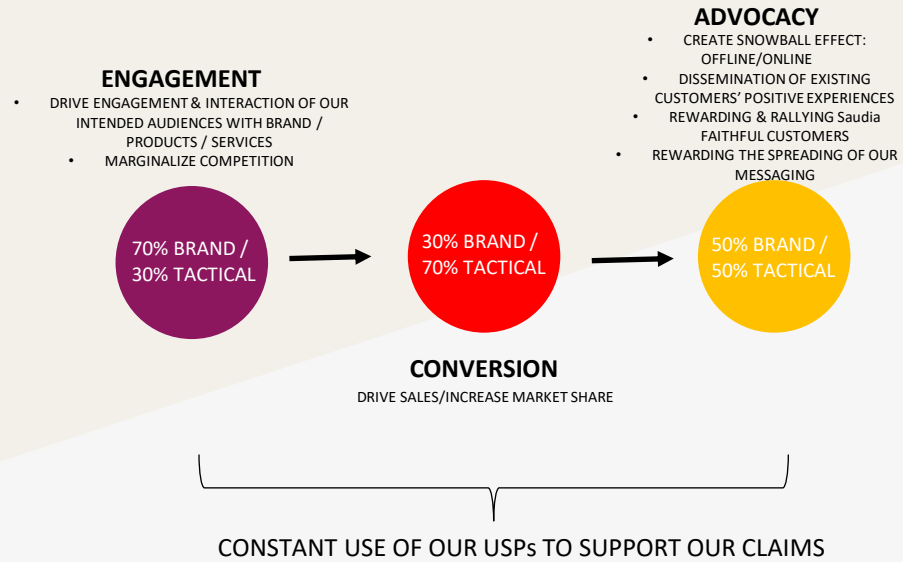
KEY BRAND MESSAGE

# LOCAL CAMPAIGNS\*

360

# GLOBAL CAMPAIGNS

DIGITAL

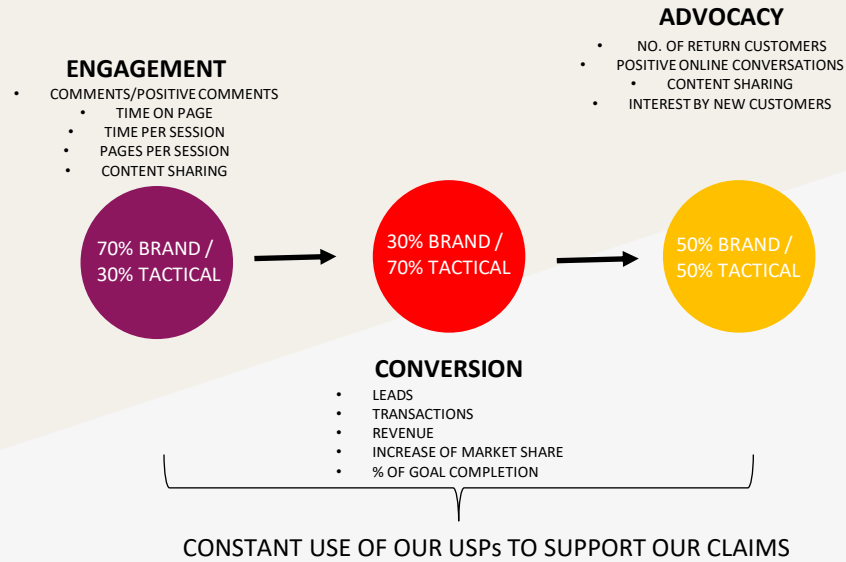


## CAMPAIGN FLOW & METHODOLOGY

\*OMMISSION OF THE AWARENESS PHASE IN THE LOCAL CAMPAIGN DUE TO THE HIGH RECOGNIZABILITY OF Saudia's BRAND IN KSA, BY BOTH LOCALS AND EXPATS

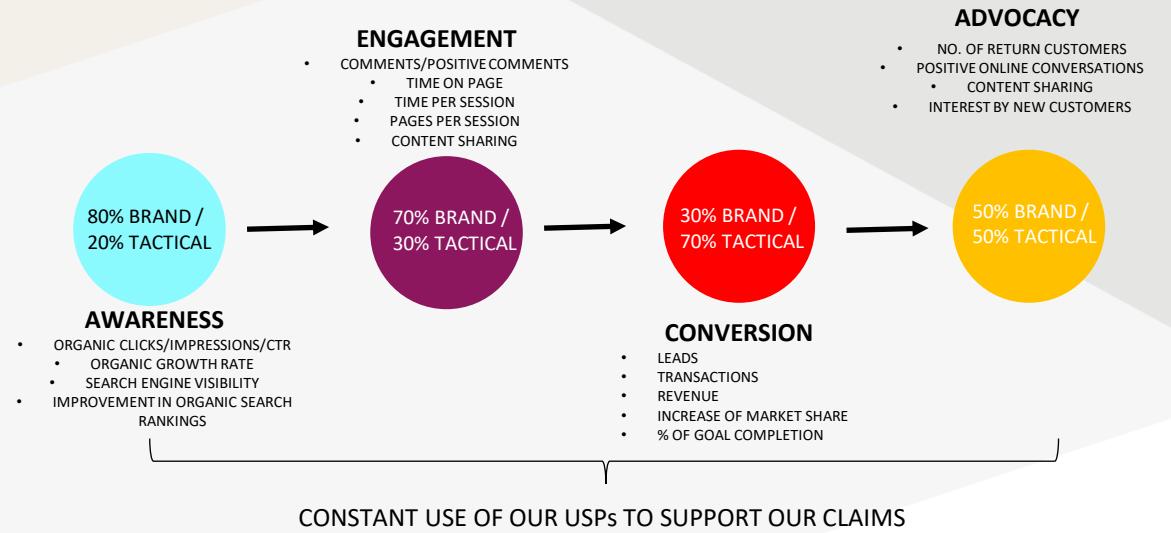
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# GLOBAL CAMPAIGNS

DIGITAL



KPIs

\*OMMISSION OF THE AWARENESS PHASE IN THE LOCAL CAMPAIGN DUE TO THE HIGH RECOGNIZABILITY OF Saudia's BRAND IN KSA, BY BOTH LOCALS AND EXPATS



**PART 2 | LOCAL COMMUNICATION**

## PRIMARY TARGET

“SAUDI MODERN TRADITIONALIST”



mohammad

Saudi Male, 25-50 yo

Married (75%), 3 kids

Works in government/bank/own business

Educated

Active on SoM (Instagram, Facebook, Snapchat /secondarily Twitter, TikTok)

Appreciates honesty

Modern traditionalist

Passion points: Family, sports, hanging out with friends & colleagues

Buying habits: Search online / buy online

Lifestyle habits: Actively seeks advice from friends/colleagues

Relationship with brands:

Difficult but fairly loyal / high probability for repeat purchase

Value drivers:

- Needs to feel proud of KSA
- Wants to feel proud of Saudia
- Enjoy his life, alongside his loved ones

Key purchase decision drivers:

- Brand
- Status
- Quality of product
- Opinion of 3<sup>rd</sup> person

## PRIMARY TARGET

“SAUDI MODERN TRADITIONALIST”



hussa

Saudi Female, 25-50 yo

Married (85%), 3 kids

Homemaker or works in government/bank

Educated

Active on SoM (Instagram, Facebook, Snapchat /secondarily Twitter, TikTok)

Appreciates kindness, politeness, style

Modern traditionalist

Passion points: Family, sports, fashion

Buying habits: Balance online / offline

Lifestyle habits: Actively seeks advice from friends/colleagues

Relationship with brands:

Trends-oriented & status-oriented / high probability for repeat purchase

Value drivers:

- Needs to feel proud of KSA
- Wants to feel proud of Saudia
- Enjoy her life, alongside her loved ones

Key purchase decision drivers:

- Brand
- Status
- Quality of product
- Opinion of 3<sup>rd</sup> person
- Trend

## SECONDARY TARGET

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“WHITE COLLAR EXPAT”



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masab

Egyptian Male, 25-45 yo

Married (80%), 2 kids

Works in multinational/own business

Educated

Active on SoM (Instagram, Facebook, Snapchat /secondarily Twitter, TikTok)

Wants to feel like home in KSA. Be treated as equal.

White collar careerist

Passion points: Family, sports, hanging out with friends & colleagues

Buying habits: Balance online/offline

Challenges: -Fend for his family in KSA. and for his parents back home – Price sensitivity

Relationship with brands:  
Trend/status-dependent

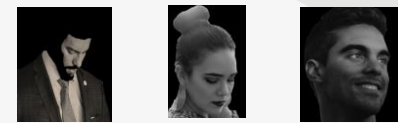
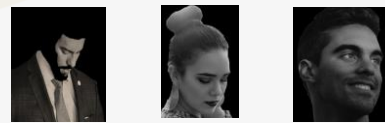
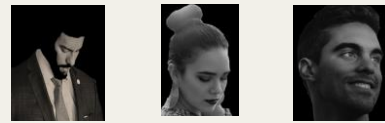
Value drivers:

- Needs to feel proud of his adopted country
- Wants to feel proud of his life
- Enjoy his life, alongside his loved ones
- Strive for status/financial improvement

Key purchase decision drivers:

- Brand
- Status
- Price
- Opinion of 3<sup>rd</sup> person

# SEGMENTATION STRATEGY & SYNERGISTIC MESSAGING



## OBJECTIVE

- Get them excited about traveling with Saudia.
- Make them proud of Saudia.

- Get them excited about traveling with Saudia.
- Make them proud of Saudia.
- Overcome price sensitivity

Get them to buy their tickets at Saudia

Get them to buy their tickets at Saudia

- Encourage them to speak positively about Saudia to friends/family, online/offline.
- Encourage them to share our content

- Encourage them to speak positively about Saudia to friends/family, online/offline.
- Encourage them to share our content.

## TASK

Capture their hearts and minds though showcasing Saudia as an open, thrilling airline that makes them proud to fly KSA's colors all over the world.

Capture their interest though showcasing Saudia as an open, thrilling+ affordable airline

Convince them of Saudia's unique offer

Convince them of Saudia's unique VFM offer

- Encourage + reward the "spreading of the word"
- Welcome + hook in new recruits

- Encourage + reward the "spreading of the word"
- Welcome + hook in new recruits

## MESSAGE

"Grab life by the horns: all you need is an open mind and a plane ticket"

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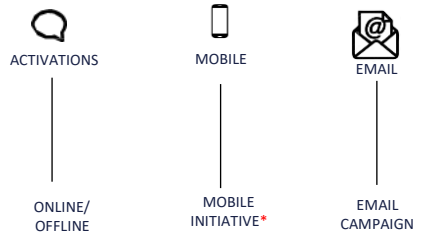
"Your life is instagrammable."

"Your life is instagrammable."

"Give a piece of the world to someone you care about"

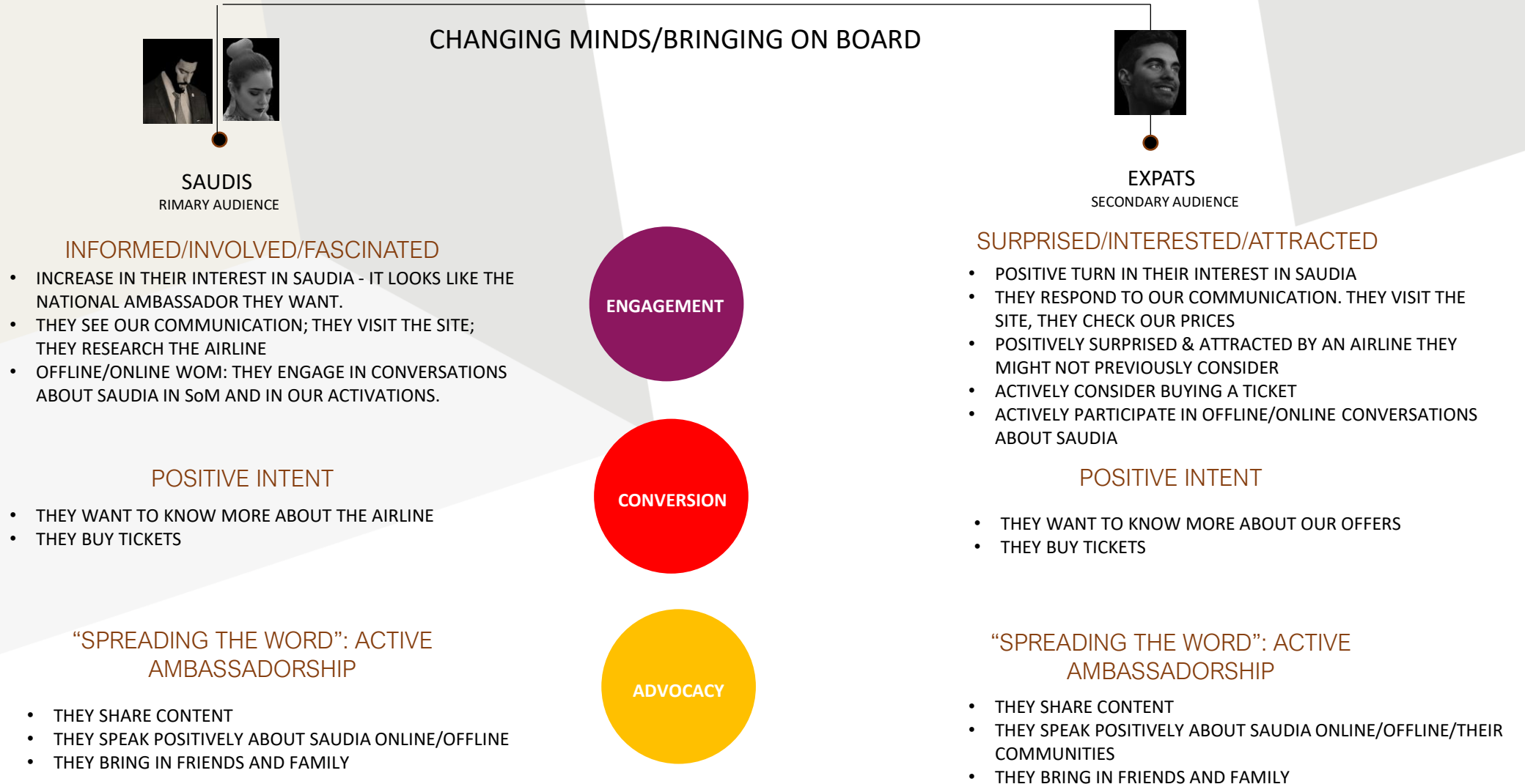
"Give a piece of the world to someone you care about"

## CHANNELS



# SEGMENTATION STRATEGY & TARGET AUDIENCE TRANSFORMATION

## HOW OUR COMMUNICATION SUCCEEDS IN SHIFTING ATTITUDES





**PART 3 | GLOBAL COMMUNICATION**

PRIMARY TARGET  
"BUSINESS ADVENTURER"



william

British Male, 35-50 yo

Married (60%), 2 kids

Works in multinational/own business

Educated

Active on SoM (Instagram, Facebook, Twitter, LinkedIn)

Wants to find a balance between business and leisure.

White collar careerist/Travels often for business

Passion points: Family, sports, hanging out with friends & colleagues, traveling, art

Buying habits: Search online, buy online

Challenge: He is tired of an airline that takes him from A to B. He needs a refreshing experience.

Relationship with brands: Status dependent

Value drivers:

- Wants to succeed in business
- Wants a recharging, exciting & comfortable travelling experience
- Enjoy his life, despite long business hours
- Strive for status/financial improvement

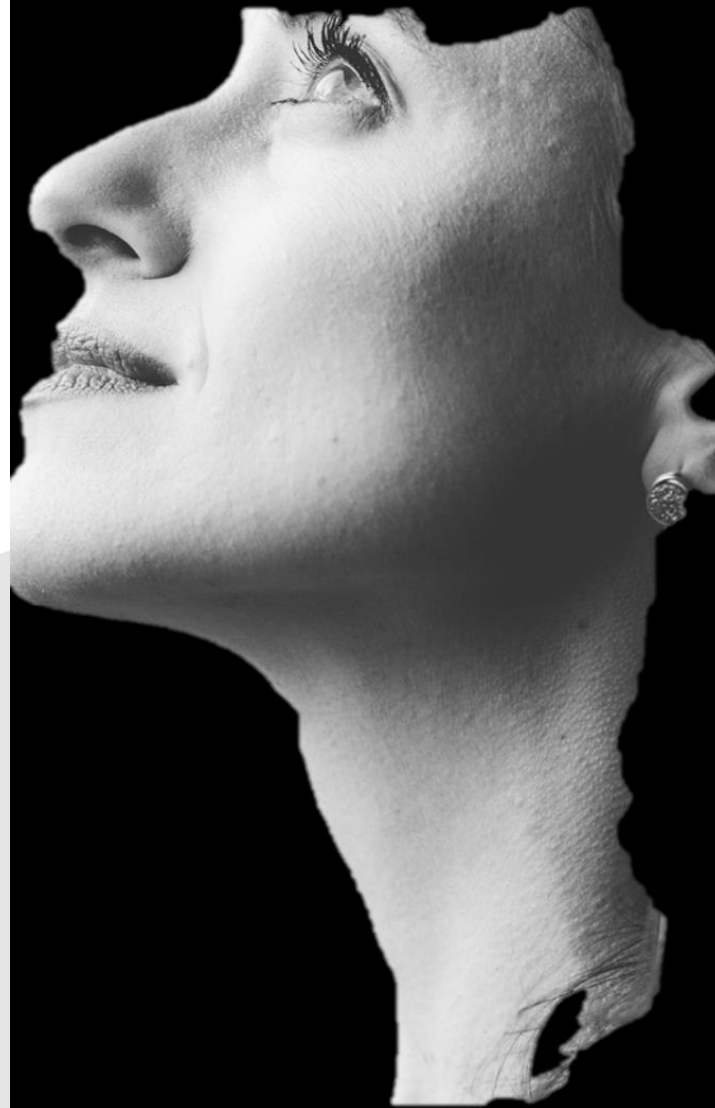
Key purchase decision drivers:

- Brand
- Status
- Product/service quality
- Opinion of 3<sup>rd</sup> person, incl. online reviews

## PRIMARY TARGET

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“JADED LEISURER”



lena

German Female, 35-50 yo

Married (60%), 2 kids

Works in multinational/own business

Educated

Active on SoM (Instagram, Facebook, Twitter, LinkedIn)

She is fed up with the last two years of restrictions.

White collar careerist/Travels for business & leisure

Passion points: Family, sports, hanging out with friends & colleagues, traveling, art, decoration

Buying habits: Search online, buy online

Challenge: She wants to make up for the last lost 2 years. She wants to make every moment count.

Relationship with brands: Fashion dependent

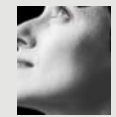
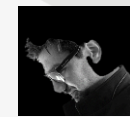
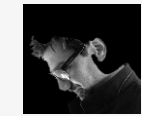
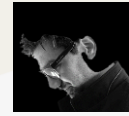
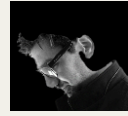
Value drivers:

- Wants to succeed in business
- Wants an original, exciting & comfortable travelling experience
- Enjoy her life, try new things
- FOMO

Key purchase decision drivers:

- Brand
- Fashion/trend
- Product/service quality
- Opinion of 3<sup>rd</sup> person, incl. online reviews

# SEGMENTATION STRATEGY & SYNERGISTIC MESSAGING



## OBJECTIVE

Introduce Saudia's unique offer

Introduce Saudia's unique offer

Get them excited about traveling with Saudia.

Get them excited about traveling with Saudia.

Get them to buy their tickets at Saudia

Get them to buy their tickets at Saudia

- Encourage them to speak positively about Saudia to colleagues, online/offline.
- Encourage them to share our content

- Encourage them to speak positively about Saudia to colleagues/friends/family, online/offline.
- Encourage them to share our content.

## TASK

Capture their interest through showing that our offer matches their expectations

Capture their interest through showing that our offer matches their expectations

Capture their hearts and minds though showcasing Saudia as an open, thrilling airline that adds value to their business travels

Capture their interest though showcasing Saudia as an open, thrilling airline that departs from the usual

Convince them of Saudia's unique offer

Convince them of Saudia's unique offer

- Encourage + reward the "spreading of the word"
- Welcome + hook in new recruits

- Encourage + reward the "spreading of the word"
- Welcome + hook in new recruits

## MESSAGE

"Saudia hands you the world. Grab it!"

"Saudia hands you the world. Grab it!"

"Saudia hands you the world: all you need is an open mind and a plane ticket"

"Saudia hands you the world: all you need is an open mind and a plane ticket"

"Saudia opens up a new world for you. Step right in."

"Saudia opens up a new world for you. Step right in."

"Give the world to a colleague"

"Give the world to someone you care about"

## CHANNELS



Social Ads



Social Ads



Social Ads



Social Ads



ONLINE ACTIVATIONS



MOBILE

MOBILE INITIATIVE



EMAIL

EMAIL CAMPAIGN

# SEGMENTATION STRATEGY & TARGET AUDIENCE TRANSFORMATION

## HOW OUR COMMUNICATION SUCCEEDS IN SHIFTING ATTITUDES

