MEDIA ROBOTICS

AGENCY

AGENCY CREDENTIALS

WELCOME TO
MEDIA ROBOTICS AGENCY

YOUR ONE-STOP AGENCY
FOR ALL YOUR MARKETING
AND COMMUNICATION REQUESTS

ABOUT MEDIA ROBOTICS

Media Robotics Agency is a division of RSG.

We are a team of Marketing Specialists, Media Experts & Creative Talents with a passion to meet and exceed our partners' marketing expectations and goals.
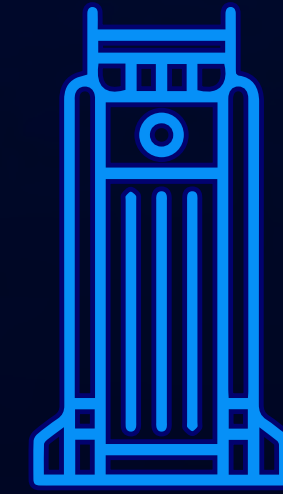
We are aiming to create valued connections between brand and the different audiences of the Saudi society.

Headquartered in Riyadh, with multiple branches in Saudi Arabia and affiliations outside the Kingdom.

OUR GEOGRAPHICAL PRESENCE
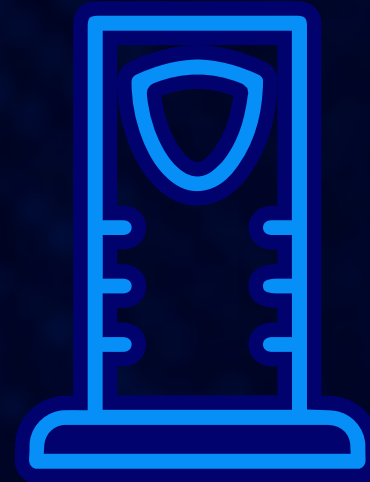
RIYADH

BEIRUT

JEDDAH

DUBAI

LOCAL TEAM WITH **REGIONAL KNOWLEDGE** CONNECTING BRANDS WITH **TARGET AUDIENCE**
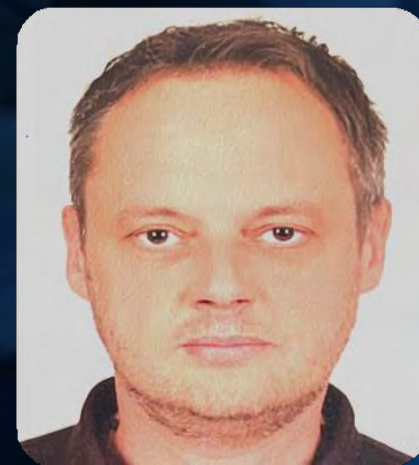
DANY SUCCAR

Managing Director

18 years of experience in leading corporate strategy, media sales and client success in KSA and MENA regions

JIHAD EL RASSI

Agency Lead & Media Rep Strategist

Expert in products marketing, communications generally and media particularly with more than 14 years of experience in the region across different media agencies

JACK JURDAK

Media Rep Lead & Development

Seasoned Ad Sales Strategist, bringing over 3 decades of insights, knowledge & expertise in media Ad sales and digital advertising in KSA and MENA regions

RANDA CHIDIAC

Media Operation Manager

12 years of experience in media operations representing the biggest suppliers in UAE and KSA

ABDULSATTAR KHAN

Media Operation Manager

7 years of experience in media buying, brand partnership and campaign operations management

DAVID DAOUD

Marketing, Creative & Production Lead

A veteran strategic and diligent thinker with acumen for communication, marketing & brand positioning with more than 20 years of experience in the GCC & MENA

OUR PHILOSOPHY

DELIVERING **RESULTS THAT MATTER**
NOT ONLY TO YOUR COMMS OBJECTIVES,
BUT TO YOUR BUSINESS RESULTS

HOW DO WE DO THAT?

THROUGH **ADVANCED PLANNING** PROCESS
USING DATA & **INNOVATIVE THINKING**
TO DRIVE REAL MEANINGS FOR BRANDS

OUR CORE SERVICES

SERVICES THAT COVER **5 MAIN DIVISIONS**

01
MEDIA AGENCY

02
PERFORMANCE MARKETING

03
SPORTS MARKETING REPRESENTATION

04
GAMING SOLUTIONS

05
CREATIVE & PRODUCTION

06
DIGITAL TRANSFORMATION

01 | MEDIA AGENCY

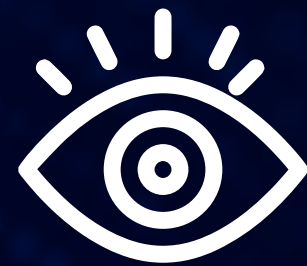## Offering a wide variety of services through a detailed process covering the below

Audience Analysis, Growth Mapping, Science Marketing, Data Infrastructure and E-commerce

01

Business Objective Alignment and Results Formulation

02

Media Planning Formulation, Activation, Monitoring and Media Buying (Offline and Online)

03

Improving Media Efficiency Through Optimized Budget Allocation and Scenario Planning

04

Media Optimization & Improvement of Media Efficiency

05

COMMUNICATION   **BUSINESS**

With media planning being at the heart of our services based on…

◬ Objectives (awareness, consideration & performance)

◬ Affinity planning

◬ Media vehicles effectiveness

◬ Relevant platforms to our Target Audience

◬ More transparent ROI

02 | PERFORMANCE MARKETING

Delivering risk free media performance models,
with 1 aim to enhance clients' business results,
through cutting edge latest solutions, ensuring fraud less activities

While setting up a KPI framework to measure media and business success based on the campaign objectives

Media
Media KPIs of the campaigns
(Reach, Frequency, CPC, CTR)

Business
Business related results based on the
objectives of the campaign
(sales, Reveue, etc.)

AWARENESS	FREQUENCY	CPM	CPV
CONSIDERATION	CPC	CTR	CPI
CONVERSION	CPL	CTR	CPO

VIEWABILITY	ORDERS	CHURN
FRAUD	SALES	CONVERSION RATE
INVALID CLICKS	REVENUE	BENCHMARKING

Sports Marketing Event

The Background of the brief was to promote one of the sports events in Saudi Arabia, create excitement about this special occasion and generate ticket sales

The Challenge

There were several challenges to be addressed for this project, starting from raising awareness and enticing the audience, driving ticket sales to the event itself, and positioning Saudi Arabia regionally and locally as a force of innovation and change

The Solution

A multimedia campaign was launched via offline and online media formats with a well defined full funnel strategy through several stages starting from launching the campaign, to maintaining an AO approach and elevating the campaign during strategic key dates

The Results

A scientific and data approach was put in place via a remarketing strategy optimizing towards sales with personalizing the adaptations of all the creative sets. From a media point of view, we have beaten most of the KPIs, however the success story was behind the remarkable business results achieved by exceeding the expectations when it comes to sales

+18%
Avg. increase in reach

+15%
Avg. increase in VTR vs benchmark

+12%
Avg. increase in engagement

+21%
Over achievement in ticket sales

Telecom In-App

The Background of the brief was to focus on in-app purchases of one of the leading telecom operators in Saudi Arabia and drive adoption of the digital service amongst the Saudi youth

The Challenge

Looking at the challenges identified, there were several ones to be summarized as per the below:
- Clicks limitations to be respected (52K imps and clicks attributions per activation)
- Cost per order not to exceed a predefined limit of SAR 60
- Scale to be achieved

The Solution

A very well defined in-app strategy was put in place with an innovative approach to optimize in-app events that start from sign up to order, with making sure to have an aggressive pacing tactics to ensure scalability.
Various creatives with multiple formats were deployed to serve specific TA to further improve IAP

The Results

The result of this campaign from a media perspective was an increase of 1.8x in users on a quarterly basis with 2x engagement rate higher than the previous period. From a KPI perspective and through the time, we moved from cost per order to cost per activations with a full integration of multiple DSPs and networks with the MMP of the client

-35%	-15%	-18%	-3%
Cost per install vs previous years	Cost per sign up vs previous years	Cost per order versus previous years	Cost per activation versus previous period

Delivery App

As a newly launched delivery app in Saudi Arabia, they wanted to approach the market from a full funnel perspective making sure to cover all objectives with a special focus on performance.

The Challenge

As a new player in the market, client was looking into different objectives at the same time with different tactics for each phase.
They wanted to drive profitable growth by expanding customer reach through acquiring new users, reducing cost per install & registration, and generate in app first orders

The Solution

A strategy was put in place where audience activations was at the heart of the approach.
A 3 tier audience activation was mastered through mass audience for awareness with personalizing the message per consumer profile, then engaging with audience who are aware of the app to excite them to download the app and register, while retargeting those who engaged with the media assets during the consideration phase in order to convert them into sales.

The Results

Looking at the business and media results of the campaign and when comparing it with the market benchmarks, we see very healthy signs for such genre of campaigns, however a different approach will be adopted in the future with more concentration on performance and diversification of media while maintaining a strong upper funnel approach to maximize TOM recall

+32%
Conversion ratio from download to first order

10
ROAS of 10 was achieved exceeding the benchmark of 8

-10%
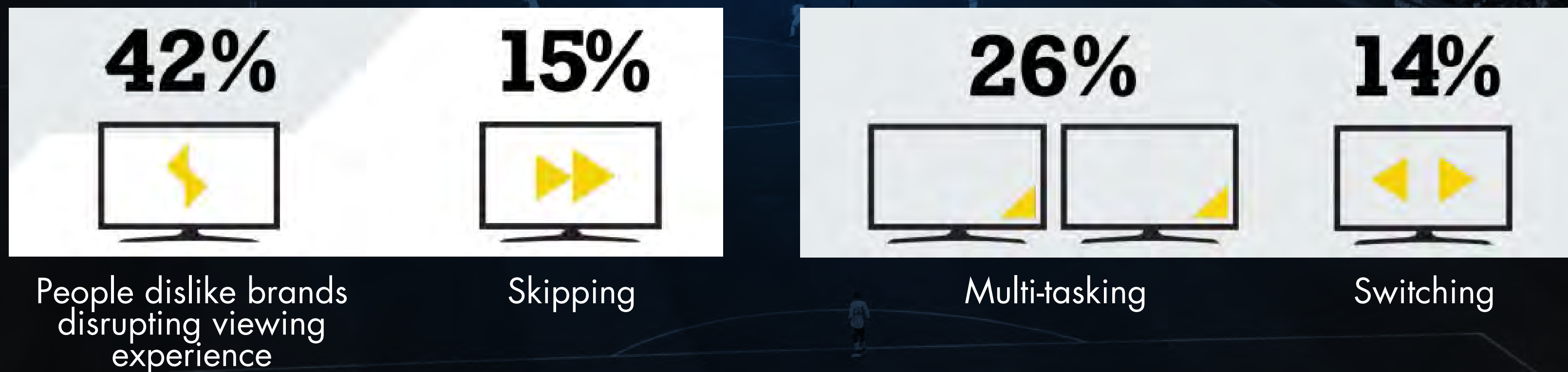Cost per first order than the agreed benchmark

Why Perimeter Advertising In Football?

Intercepting the audience attention has become the biggest challenge.
LED perimeter advertising allows the brands to reach the fans in an emotional engaging environment without disrupting the consumer experience

Football fans are **37%** more aware of brands advertising than non-football fans

78% of people perceive perimeter advertisers as official sponsors
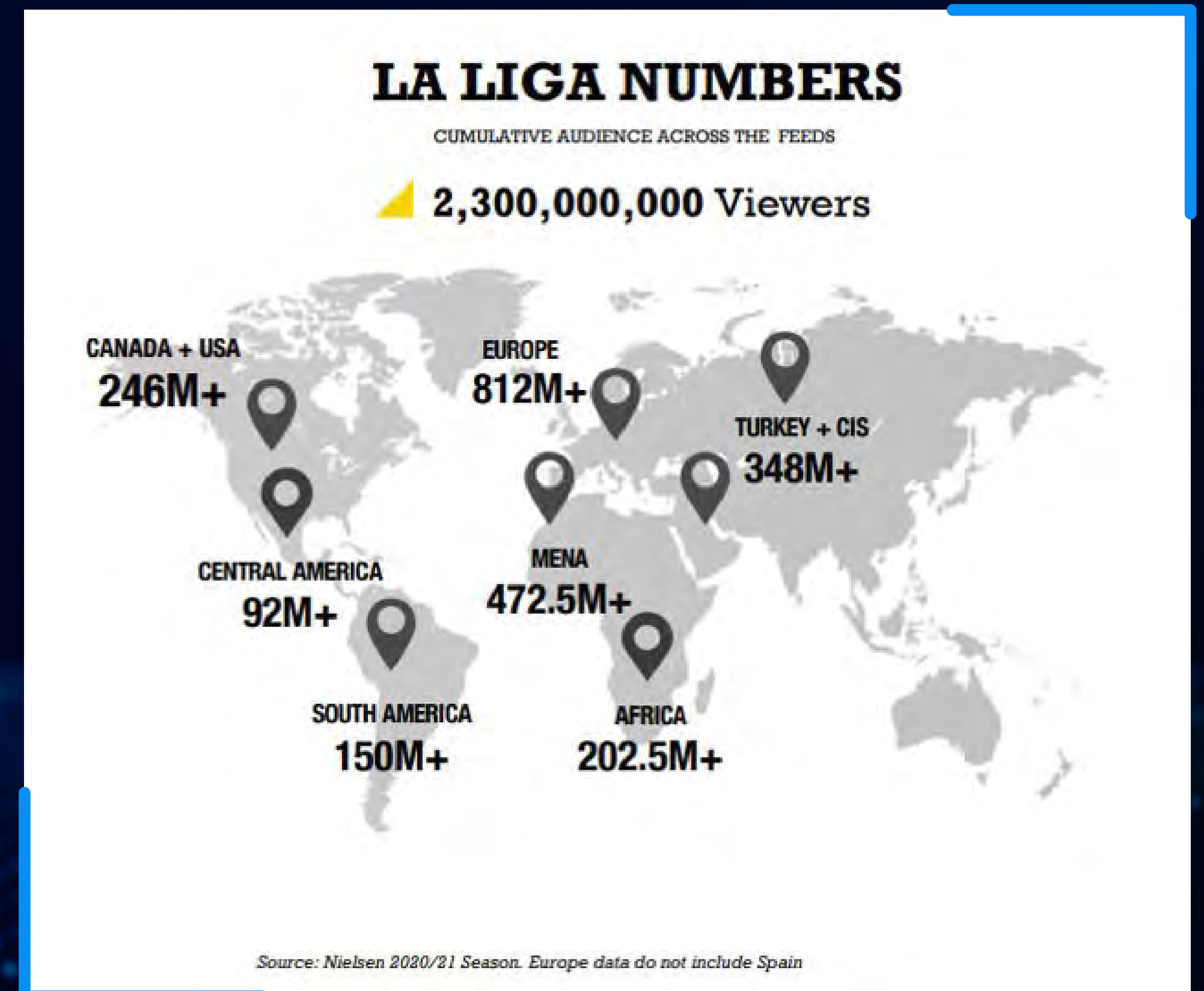
Up to **40%** increase in product consideration, purchase & recommendation

42%	15%

People dislike brands disrupting viewing experience

Skipping

26%	14%

Multi-tasking

Switching

The Opportunity

△ Virtual LED perimeter advertising (VLED) allows clients to segment and specifically target geographic regions across the global live broadcast footprint of Atletico Madrid, FC Barcelona and Real Madrid away matches.

△ VLED replaces the existing LED perimeter to personalize communications depending on the territory.

△ **7 Different Feeds Available**
Africa | Europe | MENA
Canada + USA | Central America
Southern America | Turkey + CIS

LA LIGA NUMBERS
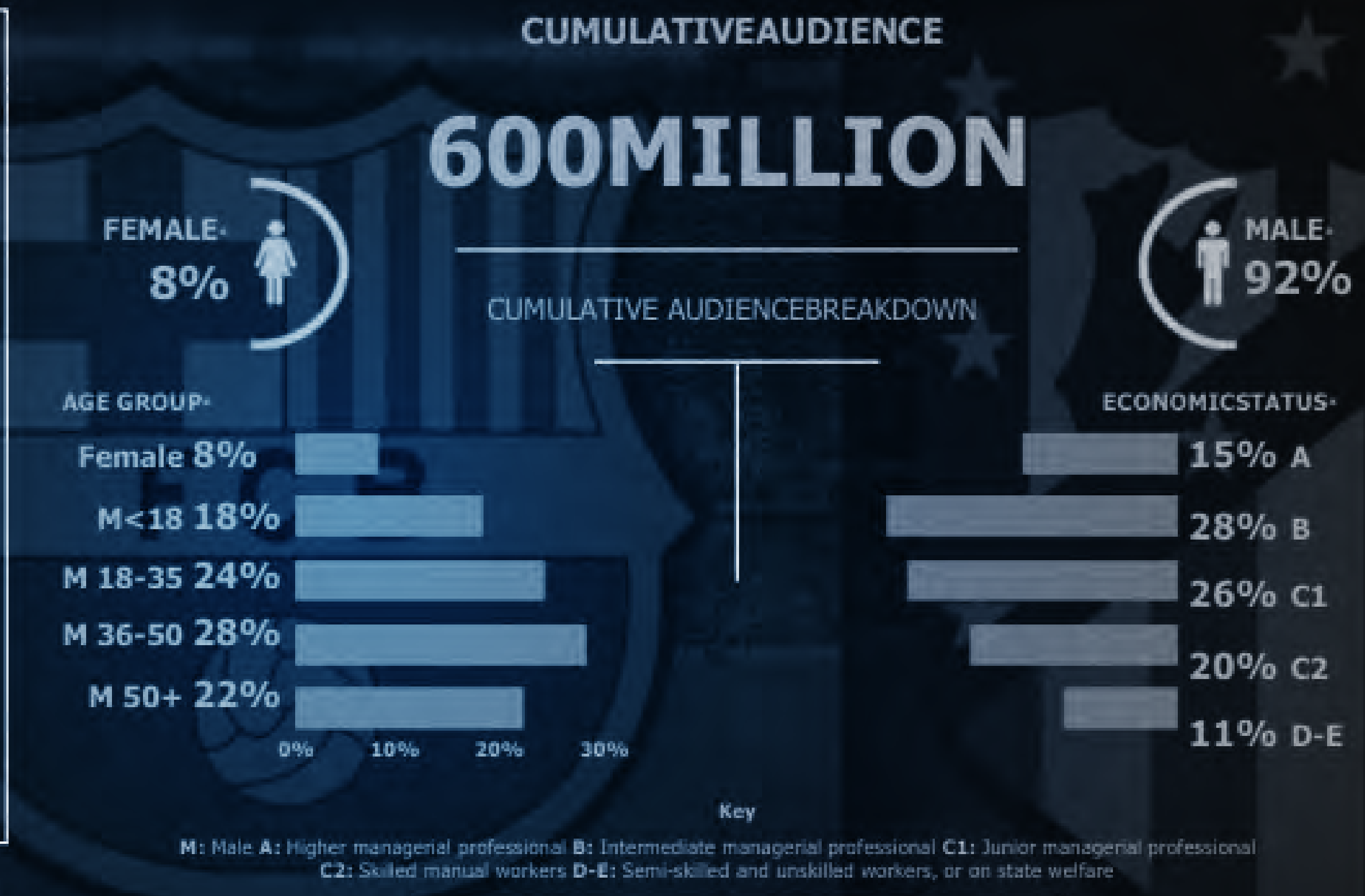CUMULATIVE AUDIENCE ACROSS THE FEEDS

◢ 2,300,000,000 Viewers

CANADA + USA
246M+

EUROPE
812M+

TURKEY + CIS
348M+

CENTRAL AMERICA
92M+

MENA
472.5M+

SOUTH AMERICA
150M+

AFRICA
202.5M+

Source: Nielsen 2020/21 Season. Europe data do not include Spain

LA LIGA AUDIENCE IN MENA

MENA

CUMULATIVEAUDIENCE

600MILLION

FEMALE·
8%

MALE·
92%

CUMULATIVE AUDIENCEBREAKDOWN

AGE GROUP·

Female 8%	
M<18 18%	
M 18-35 24%	
M 36-50 28%	
M 50+ 22%	

0%   10%   20%   30%

ECONOMICSTATUS·

15% A
28% B
26% C1
20% C2
11% D-E

Key

M: Male A: Higher managerial professional B: Intermediate managerial professional C1: Junior managerial professional
C2: Skilled manual workers D-E: Semi-skilled and unskilled workers, or on state welfare

POPULATION

518Million

FEMALE
49.0%

MALE
51.0%

65+
NO. OFPLAYERS
TO HAVE
PLAYED IN
LALIGA

BROADCASTER(S)

beIN SPORTS

52%
OF MENA
FOLLOW
FOOTBALL

Our Gaming Portfolio

Simulator Games

VR Games

Indoor Games

Fitness VR

Electronic Games

Outdoor Physical Games

Customized Games

Our Gaming Portfolio

Our Gaming solutions provide a diverse range of experiences for gamers and enthusiasts of all ages, like:

⊿ Realistic Simulator
⊿ Immersive VR experience
⊿ Classic Console & PC gaming
⊿ Outdoor & Indoor venues

Our services also include design execution & maintenance

05 | CREATIVE & PRODUCTION

Creative & Production Services

Δ At Media Robotics, we partner up with our client on promoting products, services, ideas, or organizations to a target audience through various media channels.

Δ Effective advertising campaigns often involve market research, creative design, and strategic placement of ads to reach the intended audience and achieve the desired results.

Δ Media Robotics is a fully integrated agency supporting your brands across all Communications' fronts like:

Creative & Production Services

Brand Agency

- Innovative Strategies
- Conceptual Design & Commercial Content
- Digital Creative Solutions

Events Services and On-Ground Activations

- Event Staffing
- Audio Visual & Lighting
- Production
- Entertainment
- Logistics

Digital and Social Media Agency

- Digital & Social Strategy
- Creative Content
- Community Management

Production House

- Video Production
- Time-Lapse Videos
- Time-lapse Cameras
- Pre & Post Production
- 3D Design
- 3D Rigging & Animation
- Animated Infographics Video
- Advanced Compositing
- Tabletop and Liquid Simulations
- Original Character Creation

05 | CREATIVE & PRODUCTION

Electronic Progress Documentation – Time-lapse Videos

- Archive and monitor the development of your project through the deployment of high end time-lapse camera systems.

- Fully autonomous system that perfectly meets the requirements for a mega scale and long term construction projects.

- Customized secured web portal that is accessible from anywhere and any device that allows you to navigate between the different points of view of your construction cameras and compare the project progress by photos and auto generated time-lapse video throughout the project duration.

- Immortalize years of work on a construction site and showcase the final result.

Electronic Progress Documentation Features

⌂ Fully powerless system with solar charged cameras

⌂ 220 degrees wide coverage cameras

⌂ Cameras connected to internet 24/7

⌂ Customized live & secured web portal for each camera

⌂ Auto generated time-lapse videos (on the spot)

⌂ AI edited time-lapse video upon request (within 1-2 hours)

⌂ Fully owned or on rental base cameras

06 | DIGITAL TRANSFORMATION
Websites and Apps Design & Development

Whether you are looking to build your new website or mobile app, our UX/UI experts as well as our developers are ready to start applying the SDLC to create your digital presence.

△ **Our Software Services:**

- Websites & Mobile Applications Strategy & Consultancy
- UX/UI Design: Wireframe frames and visual that follow the latest design trends.
- Website & Web Apps: Website design and apps design and development.
- Mobile Apps: Hybrid and native mobile apps for Android and IOS.

Digital Customer Reward & Engagement Program

A reward & engagement program, is a tool to incentivize and retain customers by offering them various benefits, incentives, or rewards in exchange for their repeated purchases. This program is designed to foster customer loyalty, encourage repeat business, and build a stronger, long-term relationship between the brand and its customers.

The program will be offering a wide variety of digital rewards such as offers, gift cards, merchandise and point exchange.

In summary, the aim is to create Moments of Happiness to loyal clientele.

OUR CLIENTS

OUR PROMISE TO YOU

Transparency

Dedicated Team

Guaranteed
Business ROI

THANK YOU

https://rsg.one/connect

RIYADH | JEDDAH

RSG
ROCK SOLID GROUP