

# Resonating in Riyadh Season

Brand Strategies for 2023-2024



# AGENDA

**01 INTRODUCTION TO RIYADH SEASON**  
Looking ahead to Riyadh Season 2023-24

**02 STRATEGIC APPROACH**  
Recommended approach & key principles



## Exec Summary

In today's rapidly evolving digital landscape, harnessing the power of effective digital marketing is paramount for brands aiming to make a significant impact. This strategic recommendations piece delves into the unique opportunities presented by Riyadh Season, offering tailored insights and actionable strategies to empower brands in maximizing their digital presence during this vibrant cultural extravaganza.

In the digital realm of Riyadh Season, brands can not only showcase their products or services but to create lasting emotional connections. By connecting with the right audiences, through personalized content, influencer collaborations, and data-driven insights, brands can elevate their presence, leaving an indelible mark on the minds and hearts of Riyadh Season attendees.

This strategic recommendations piece serves as a blueprint, guiding brands toward a successful digital marketing expedition during Riyadh Season. By implementing these insights, brands can navigate the digital landscape effectively, leaving a legacy that resonates far beyond the event itself.



# Introduction to Riyadh Season

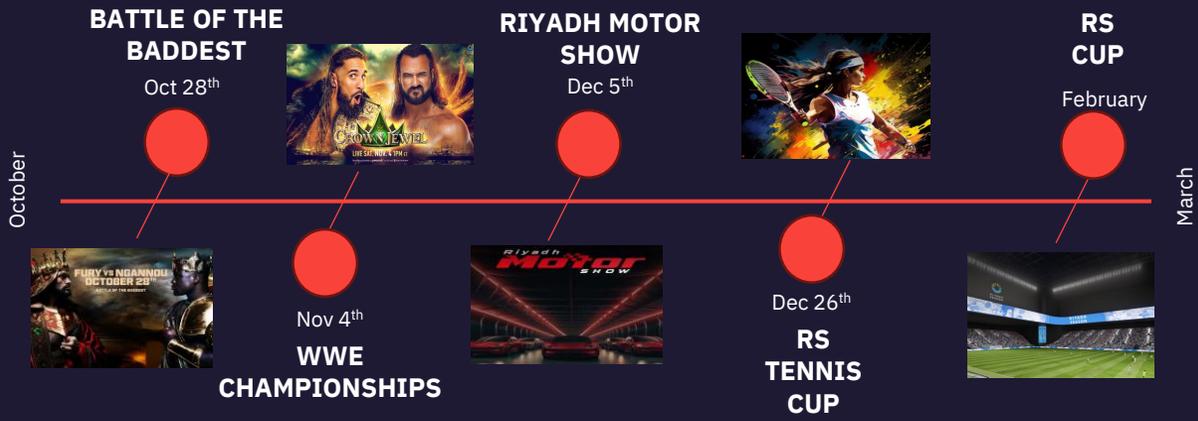
What to expect



Riyadh Season, a key component of Saudi Arabia's 2030 Vision, is the Middle East's largest entertainment festival. Launched in 2019, it features 7,000+ events spanning six months and returned for its second edition in 2021

# Welcome to Saudi Riyadh Season 2023-24!

This year it is back and bigger than ever, with 33 events & 400+ Experiences to try.



**An Estimated 7M People  
Attended Riyadh Season  
In 2022, This Year That  
Number Is Expected To  
Reach 10 – 12M Visitors!**



2023-24 Season will see Iconic **global names** and **brands** featured with visitors from all corners of the globe experiencing one of the world's largest annual festivals over the winter months.

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**Wonder Garden** largest Mobile Amusement Park



**House of Hype** 30 diverse interactive experiences



**Boulevard World** 1,200 stores, 120 Restaurants and Cafes



**Riyadh Zoo** 130 animals from 190 species



**The Castle** (Disney castle)

# Riyadh Season Is the Perfect Opportunity For Brands to Own the Space



## Official Confirmed Partners



# Strategic Approach

Own the Space



## Cultural Clout

Being a part of the conversation, showing up with a consistent message and being top of mind.

+

## Human Connection

Solidifying the connection of both brand and product to consumer values and the tangible impacts to their lives

### CORE OPPORTUNITY:

Own the Riyadh Season Space through tailored Strategies:

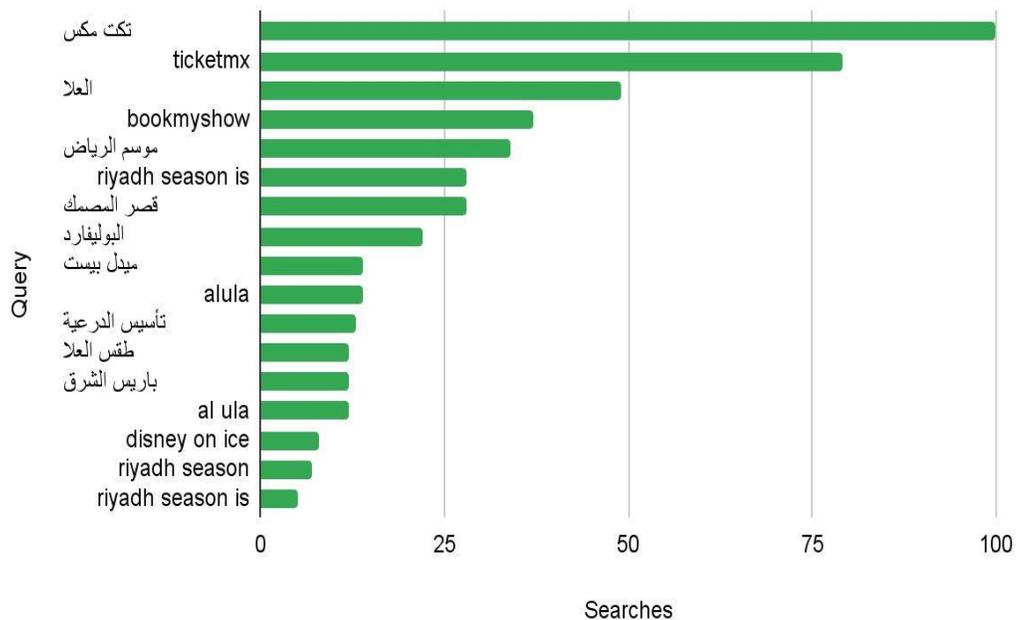
# Drive Culture forward at Scale



# Top searched terms related to Entertainment in Saudi Arabia include **Riyadh Season**, Ticketmx, and Mdlbeast

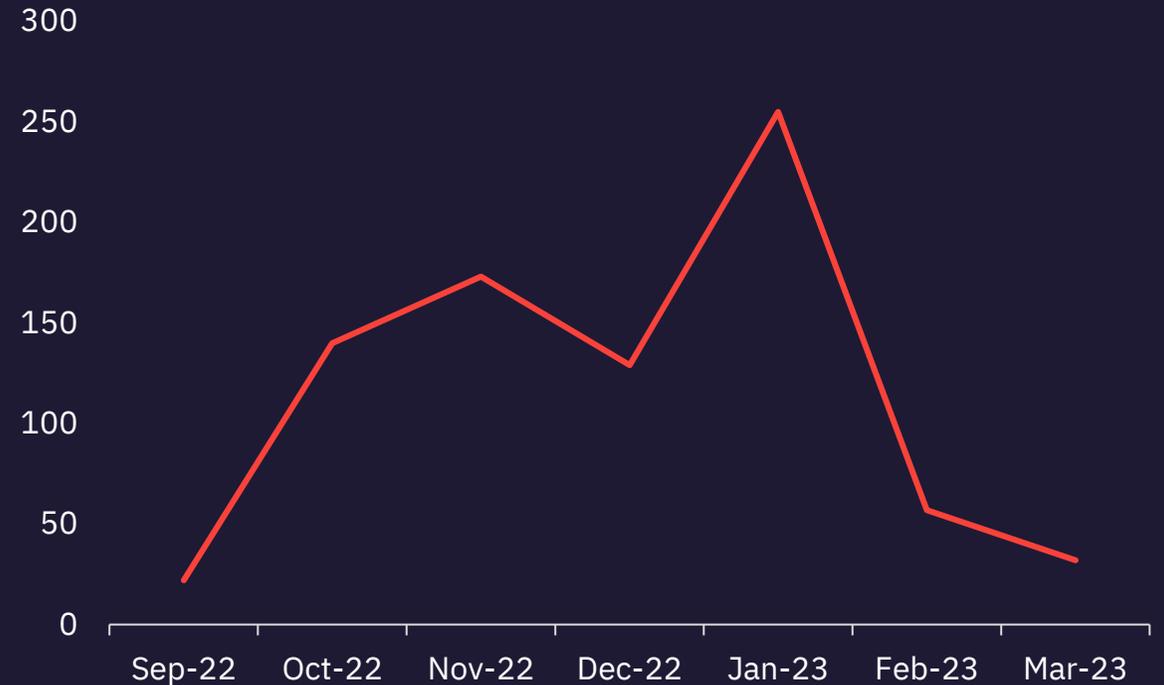
Top searched terms related to Entertainment, Shows & Cultural attractions | KSA, 2023

Searches vs. Query

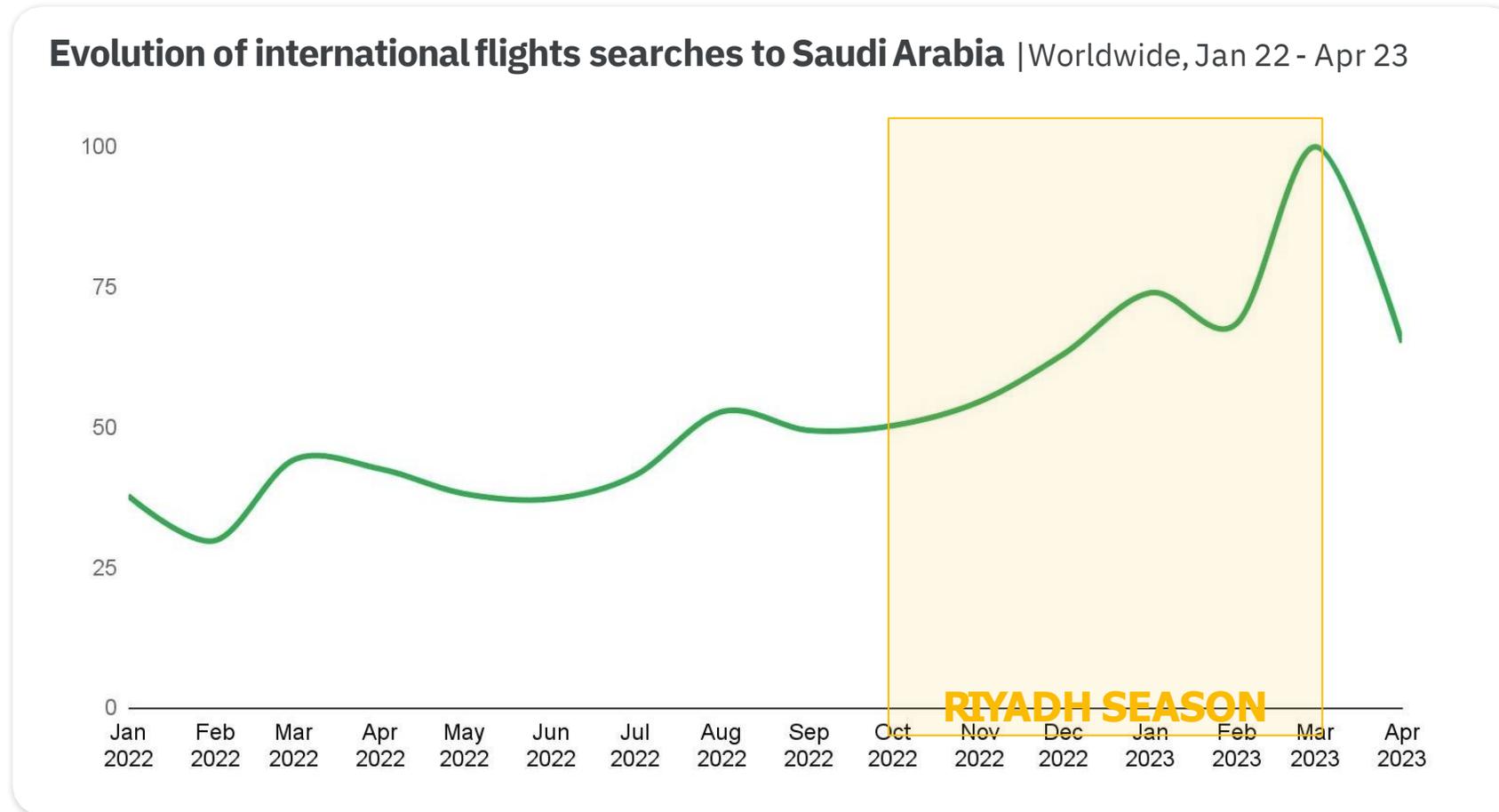


Don't miss the Opportunity to align your activity with the peak time between Dec – Jan!

Search Demand for Riyadh season in google trends



# The 2022 Riyadh Season coincided with a huge spike in searches related to international flights to Saudi Arabia, presenting an international opportunity

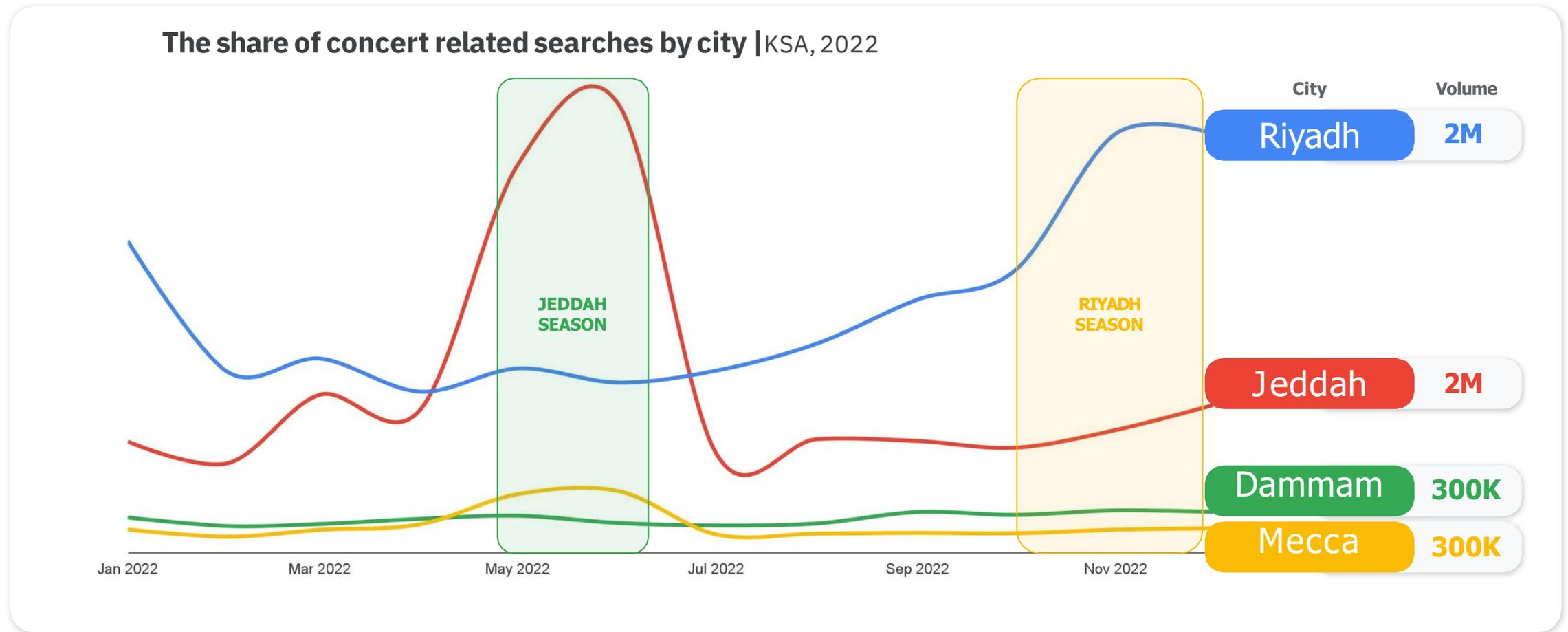


50%

QoQ growth in international flights (Q4'22 vs Q3'22)



# Concert interest peaks at different times of the year for different cities



## Connect with the right Audiences

Riyadh Season stands as a beacon of cultural celebration, attracting diverse audiences from across the globe. Our analysis recognizes the event's significance and delves deep into the psyche of the attendees, providing valuable insights into their preferences and behaviors.



# Younger Generations Are Spearheading Conversations, And The Best To Target For Entertainment



42%

Are Millennials followed by Gen X (30%) & Gen Z (27%)

38%

are people with High & highest income & 26% with medium income

56%

Ages between 25-34 & 35-44 & 23% are 16-24

57%

Are living with partners & 50% with their children

## Data Sources:

People who are in KSA, Saudi locals, expats & tourists who are interested in events, concerts and new experiences  
GWI | Q3&Q4 2022 & Q1&Q2 2023



# Locals Who Are Sports Fans, Socially Outgoing, And Interested In Gaming Are Best To Target.



65%

Are Saudi Locals & 35% being tourists/ Saudi expats.



30%

Are mobile dependents & parenting focused workers followed by Daredevils, sports fans & socialites



60%

Are Ambitious, wants to know what is going around & social/ outgoing



58%

Are interested in technology followed by playing sports, Eating out/food, cinema & gaming

## Data Sources:

People who are in KSA, Saudi locals, expats & tourists who are interested in events, concerts and new experiences  
GWI | Q3&Q4 2022 & Q1&Q2 2023



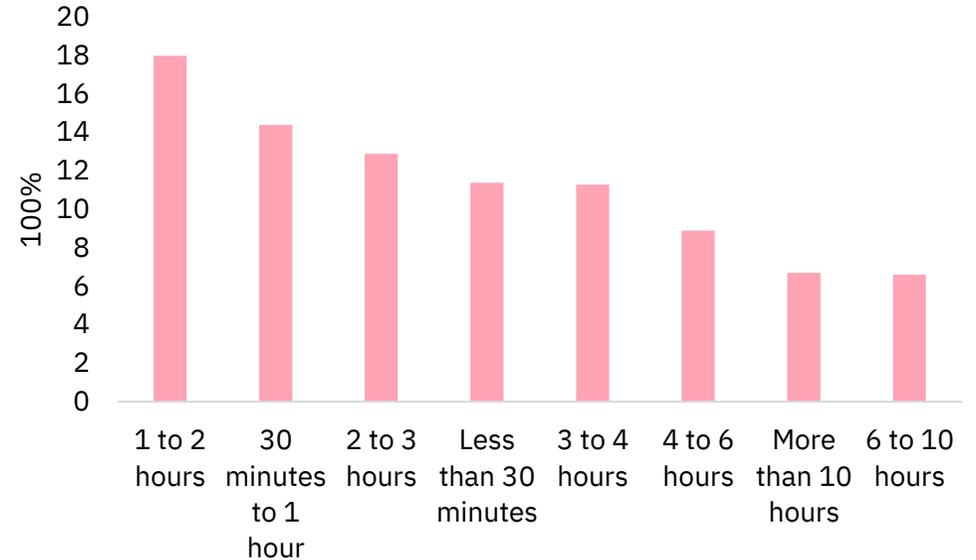
# How Can Brands Keep Audiences Engaged?

**+30%** Of audiences discover brands through search engines & social media.

**99%** of our audiences consume media through being online on mobile, laptops & social media (90%)

**34%** of the audience use social media to find something to purchase, watch sports and see what is trending (29%) & to find events and concerts (27%)

Daily Time Spent on Social Media



**18%**

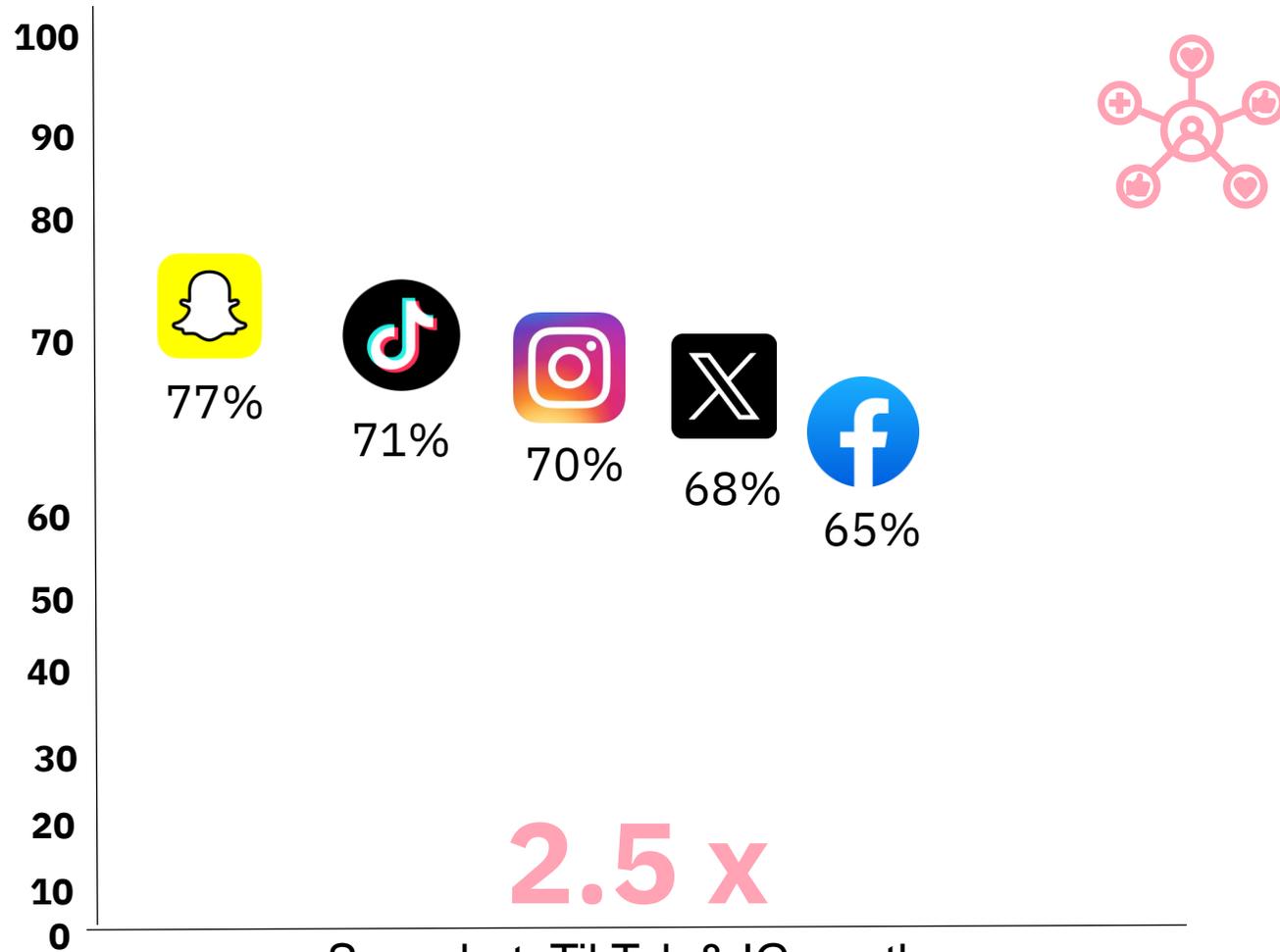
spend 1-2 hours daily on social media

## Data Sources:

People who are in KSA, Saudi locals, expats & tourists who are interested in events, concerts and new experiences  
GWI | Q3&Q4 2022 & Q1&Q2 2023



# Connect On The Right Platforms



Snapchat, TikTok & IG are the best platforms when it comes to reaching the right audiences

**Data Sources:**  
 People who are in KSA, Saudi locals, expats & tourists who are interested in events, concerts and new experiences  
 GWI | Q3&Q4 2022 & Q1&Q2 2023

## Accounts Followed social media

Friends, family	51%
Restaurants, chefs	38%
Influencers	30%
Entertainment, memes or parody accounts	29%
TV shows or channels	28%
Sports people and teams	28%

## Social Media Segmentation

Friend & Family Networkers	38%
Shoppers	23%
Fame Followers	23%
Private Networkers	22%
Content Consumers	15%
Network Builders	15%
Professional Networkers	15%
Brand Enthusiasts	13%



# Own The Space Across Key Social Platforms With The Right Formats And Targeting



## Format

Snap ads, Story ads

Reels, Posts & Stories

Spark Ads, In-feed video

X Pre-Roll, Promoted Video

## Actions Taken By Users

- Viewed a story
- Watched a video
- Used filters / geofilters
- Created a Story
- Used Memories
- Swiped up on Stories to see more

- Watched videos
- Watched or created reels & stories
- Used filters
- Reacted to polls / questions
- Click on a sponsored ad
- Used Instagram Discovery

- Liked or commented on videos
- Watched a live stream
- Shared a video with friends
- Followed users or creators accounts
- Followed brand accounts

- Watched a video
- X trending
- X topics
- Retweet Button
- X Moments

## Targeting

18 – 35, GEO: KSA,  
keywords: Riyadh Season

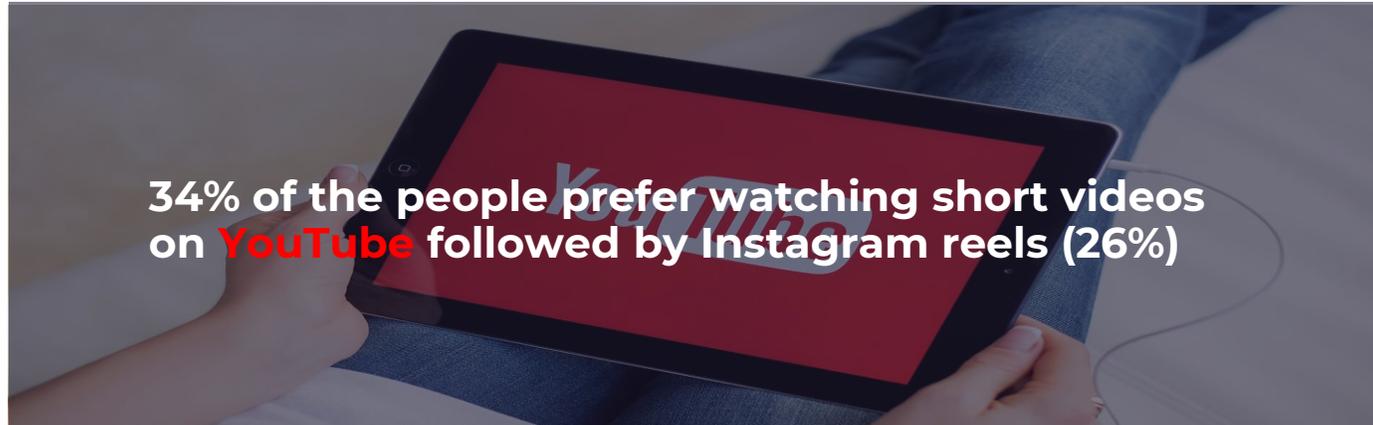
#RiyadhSeason,  
18 – 35, GEO: KSA, keywords:  
Riyadh Season in Places or Tags

#RiyadhSeason  
18 – 35, based in KSA,  
keywords: Riyadh Season  
in Places or Hashtags

#RiyadhSeason  
18 – 35, GEO: KSA,  
keywords: Riyadh Season



# Reach The Right Audience At Scale with YouTube



## Tyson Fury vs. Francis Ngannou | Fight Highlights

9.2M views • 2 days ago



DAZN Boxing

October 28, 2023 – Tyson Fury vs. Francis Ngannou fight highlights from Riyadh

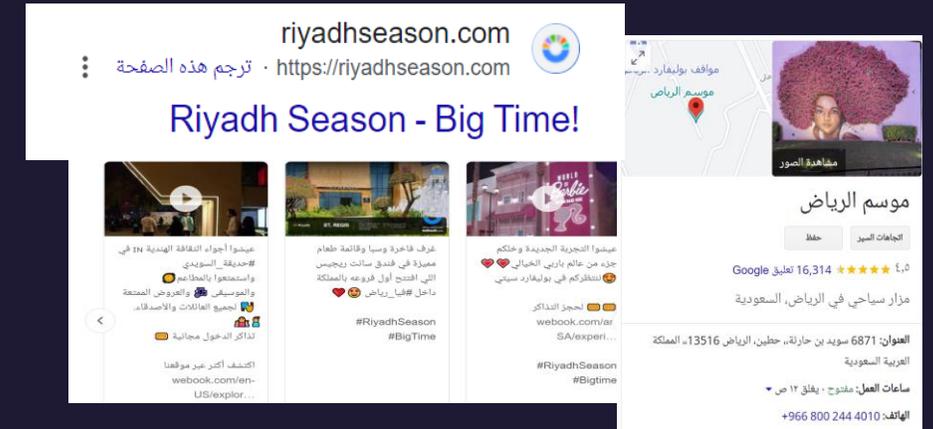
New

**9.2 M people watched the Riyadh season Event in just 2 days on YouTube**

- 76% are using YouTube
- 24% using YouTube Music
- 23% Using YouTube Premium
- 6% Using YouTube Kids

# Google

**90% of the audience are using Google as a search engine**



Identify specific keywords related to Riyadh Season, entertainment, cultural events, and attractions in Riyadh. Craft compelling ad copies that highlight the unique experiences, events, and performances visitors can enjoy during Riyadh Season.

### Data Sources:

People who are in KSA, Saudi locals, expats & tourists who are interested in events, concerts and new experiences  
GWI | Q3&Q4 2022 & Q1&Q2 2023 / YouTube / Google



# Continue to Take Over On YouTube and Seasonal Demand With Google Search



## Format

Skippable Video Ads, Bumper Ads,  
True View Ads, YT Shorts

Image Ads, Video Ads, Outstream Ads,  
Search Ads

## Actions Taken By Users

- Watched a film / Movie / Video
- YouTube Shorts
- Watched a live gaming stream
- Played a music
- Create a personal YouTube channel
- Like/Comment/share other YouTube videos
- Users can subscribe/follow other YouTube channels and users

- Used google to search for Riyadh Season  
Related topics
- Looking for things to do on the weekend, new things to try in Riyadh
- Looking for new restaurants near by

## Targeting

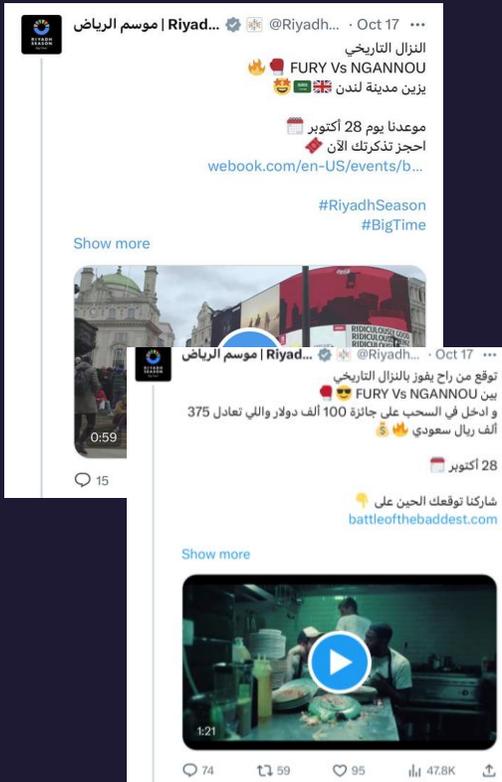
18 – 44, based in KSA  
keywords: Riyadh Season

18 – 44, GEO: KSA,  
keywords: Riyadh Season



# Content Best Practices To Continue to Own The Space

## FOCUS ON VIDEO



## KEEP IT AUTHENTIC!



## FOCUSING ON PRIZES & SUSPENSE



## INCORPORATE MUSIC



Using Music to Underscore Mood

Build your content based on the main themes of Riyadh Season, Music, Immersion, prizes with a focus on Video content!



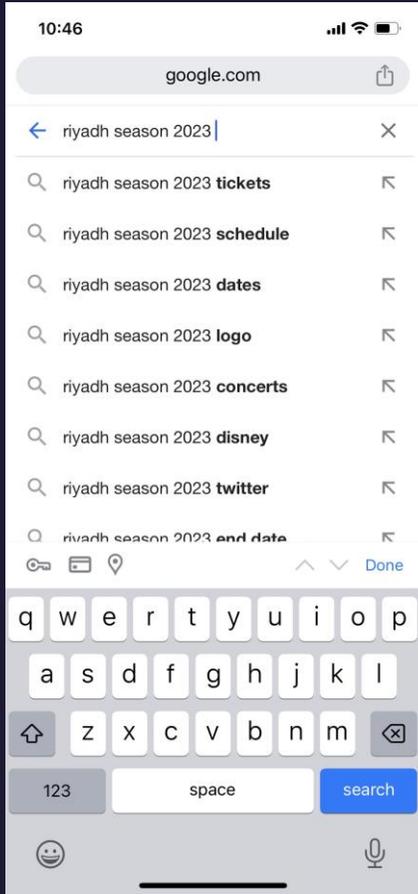
# Connect With Emotive Content With Event Goers Through Video Content And Continue to Own the Space



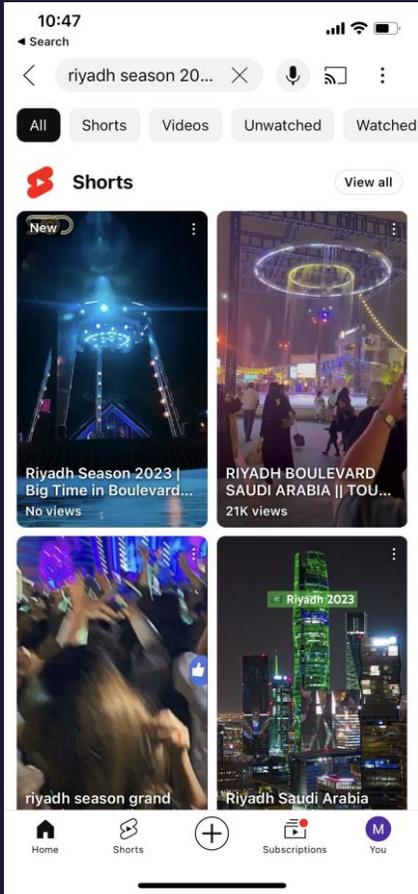
Video is big, and especially after the opening ceremony: **1.2M Video Views on X related to Riyadh season 2023 events & venues**

# Takeover Search Keywords And Hashtags Focusing On The Most Searched Terms On Google, YouTube And Social

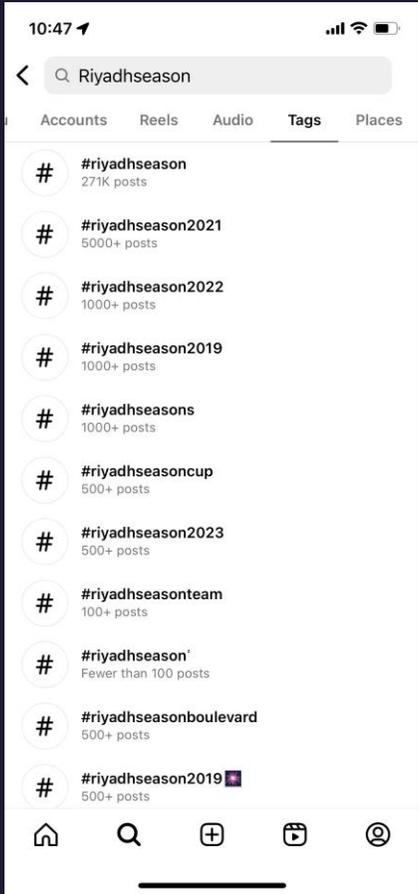
## Google Search Ads



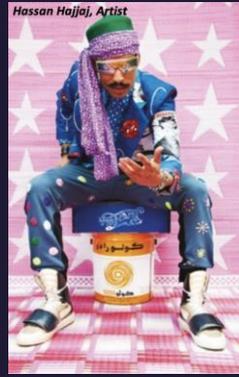
## YouTube Discovery Ads



## Social Hashtags



# Continue To Own The Space With Influencers On Social And Amplify The Conversation



Micro-influencers: These are influencers with smaller but highly engaged followings



Social media creators: These creators are adept at producing engaging and short-form content that aligns with the preferences of Gen Z users.



Gamers and esports influencers who specialize in gaming content or have a presence in esports. Twitch streamers, YouTube gamers, or esports influencers with a passionate following.

**Recruit influencers from Saudi communities** to join the conversation, going beyond their remit to demonstrate what Riyadh Season means for them



# November – December are Key Months Where Events Are Amplified, Align Your Budgets Accordingly!



- WWE EXPERIENCE
- 14 COUNTRY EXPERIENCES
- ADVENTURE RIDES
- WONDER GARDEN
- HOUSE OF HYPE
- THE CASTLE (DISNEY)
- EL RIYADH ZOO
- BLOOM ZONE
- EL MURABAA
- DOG FESTIVAL



- RTF 4

October

- THE OPENNING CEREMONY
- BATTLE OF THE BADDEST
- FOUNTAIN SCREEN
- HORROR WEEKEND
- INVISIBLIA
- WORLD OF BARBIE
- BLIPPI WONDERS
- VIA RIYADH CAFES & CINEMA
- ZERO LATENCY
- LEGEND MUSEUM



November

December

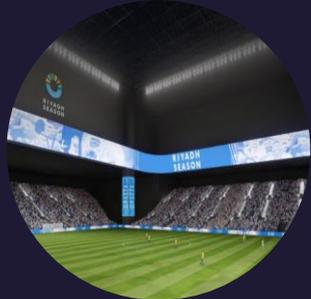
- RIYADH MOTOR FESTIVAL
- ANA ARABIA
- RS MEN'S TENNIS CUP
- RS WOMEN'S TENNIS CUP
- 12 FOOD TRUCKS WILL OPEN
- SOUQ ALAWALEEN
- AUCTION EXPERIENCE



January

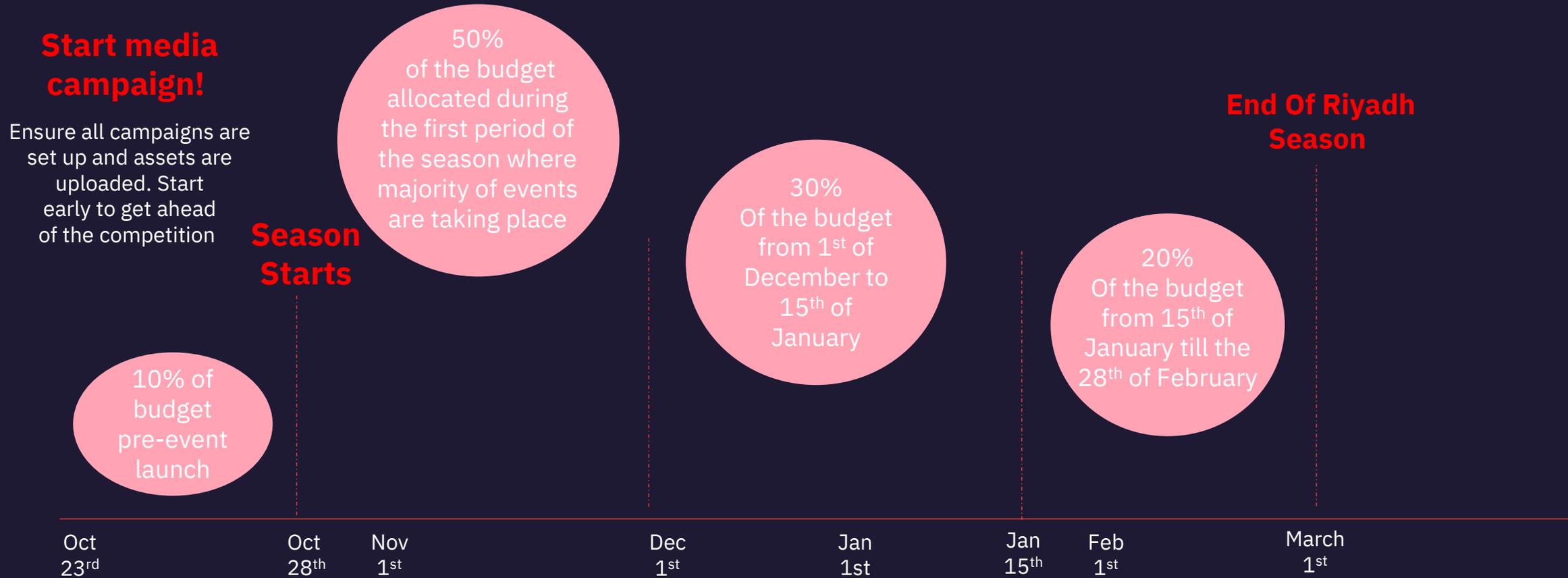
February

- PADEL CHAMPIONSHIP
- RS CUP



# Recommended Timeline & Budget Phasing

Monitor demand across events and adjust budget accordingly!



## Final Planning Considerations

- Video formats will be key to standing out
- Taking over moments and conversations such as search, hashtags is key
- + Winning attention is more competitive than ever, so opt for meaningful effectiveness metrics
- + Spend needs to be prioritized and adjusted based on event dates and demand
- + Content creators, and influencers have a role to play but authenticity is key
- + Tap into core communities such as gamers, concert goers, younger Gen Z audiences

## INSIGHTS INTO ACTION



Invest in a digital-first approach, mobile and social led



Video is a dominate force, so can be considered across social platforms and YouTube



Media breakthrough is achieved through human connection, resonating with the audience through emotive content



Key social platforms combined with taking over search and video is the winning formula



# Thank You

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