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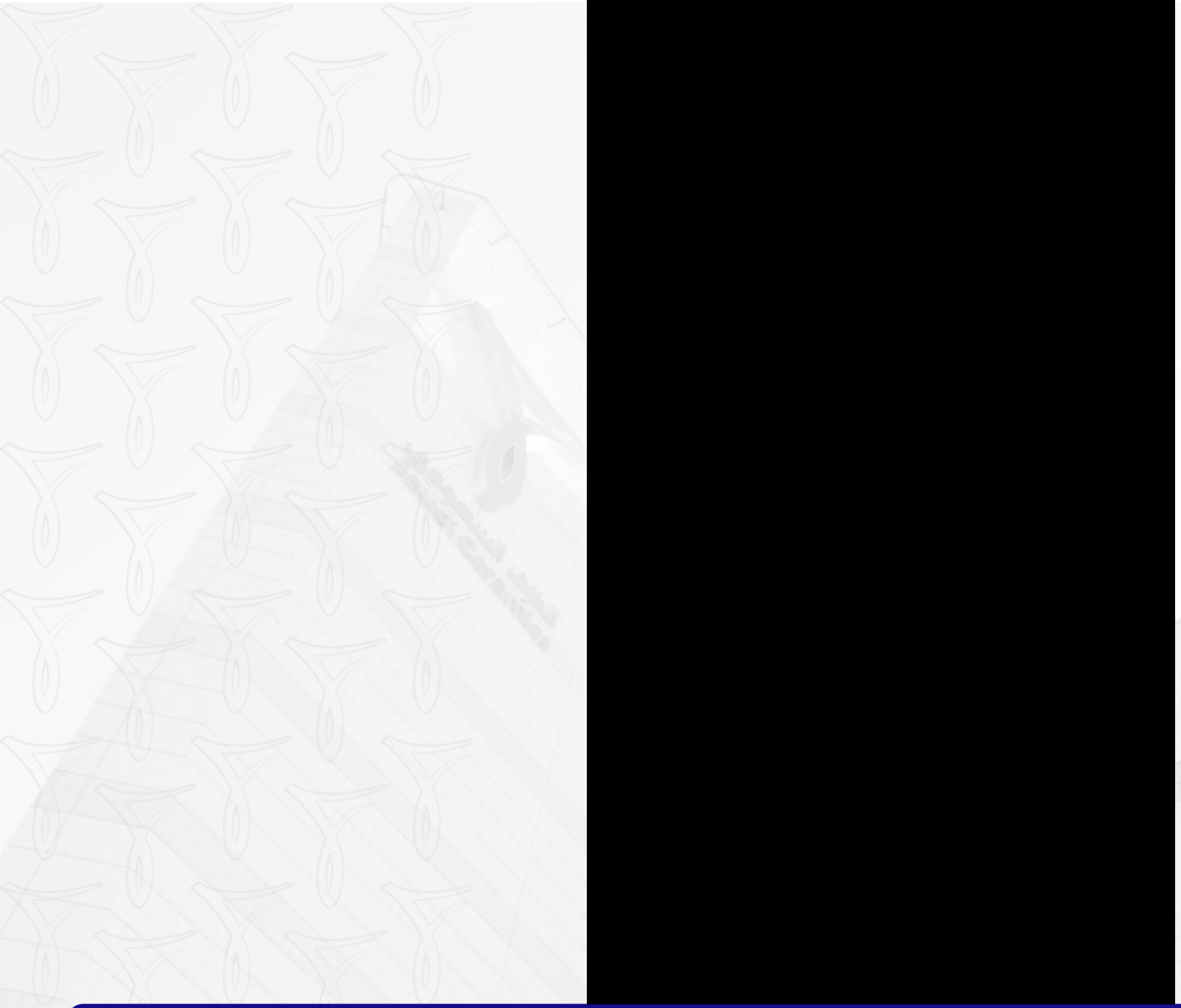
Saudi Ceramics Porcelain Launch

May - 2025



Agenda

Saudi Ceramics Porcelain Launch

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1. Saudi Ceramics Porcelain Launch Plan Overview & Campaign Intent
2. Go-to-Market Commercial & Brand Activation Plan
    a. Strategic Commercial Launch of the Porcelain Factory
    b. Positioning Saudi Ceramics for Market Leadership in Premium Porcelain
    c. Commercial Launch of the Porcelain Factory - Key Highlights
3. Detailed Campaign Objectives
4. Unique Selling Propositions (USPs)
5. Campaign Phases Overview
6. Department Deliverables & Action Plan
7. Department KPIs
8. Marketing & Communications Regional Targeting Plan
9. Strategic Audience Segmentation & Engagement Plan
10. Influencer Activation Strategy & Regional Deployment
11. Campaign Performance Marketing Strategy
12. Campaign Content Architecture & Visual Strategy
13. Integrated Demand Capture & Conversion Plan
14. Conversion-Centric Funnel Strategy
15. B2B Technical Enablement Plan
16. Retail & Sales Enablement Strategy
17. Engineering-Grade Product Superiority
18. Executive Performance Dashboard
19. Risk Mitigation & Crisis Response Framework
20. Full Campaign Media Plan & Timeline
21. Strategic Budget Allocation Overview
22. Campaign Overview & Strategic Impact

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Overview & Campaign Intent

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Overview & Campaign Intent

Vision, Strategy & Execution

This strategic plan outlines the full-scale marketing and commercial launch of Saudi Ceramics' new porcelain factory and product line an initiative designed to elevate the company's product leadership, strengthen its national manufacturing reputation, and unlock new commercial growth across B2C and B2B segments.

Through a regionally tailored, multi-channel approach, the campaign integrates content, media, retail activation, and technical enablement to ensure measurable impact and long-term brand value.

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Go-to-Market Commercial & Brand Activation Plan



Strategic Commercial Launch of the Porcelain Factory

This presentation outlines the full-scale launch campaign for Saudi Ceramics' newest state-of-the-art porcelain factory an ambitious initiative that reinforces our long-term vision for innovation, manufacturing excellence, and leadership in the Saudi industrial sector.

The campaign is designed to position Saudi Ceramics as the go-to brand for premium porcelain solutions, both locally and internationally, while elevating our value proposition across multiple audience segments.

Through a data-driven, multi-channel strategy, we aim to generate awareness, stimulate interest, and drive conversions across retail, wholesale, e-commerce, projects, and export channels. At the heart of this initiative lies our commitment to delivering world-class design, product durability, and national pride in every tile we produce.

Positioning Saudi Ceramics for Market Leadership in Premium Porcelain

The launch of Saudi Ceramics' new porcelain factory represents a critical moment in the company's growth strategy and long-term industrial vision. With this facility, we are expanding our production capacity, enhancing product diversity, and reinforcing our leadership in high-performance, design-driven porcelain tiles tailored for local and international markets.

This presentation outlines a structured go-to-market campaign designed to maximize the commercial impact of the factory launch. The strategy leverages a fully integrated approach spanning retail, wholesale, e-commerce, projects, and export to drive multi-channel engagement, accelerate sales, and build brand preference.

By aligning operational readiness, marketing execution, sales activation, and executive visibility, the campaign aims to deliver measurable results in awareness, conversion, and business development while reaffirming Saudi Ceramics' role as a national manufacturer of world-class standards.

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Commercial Launch of the Porcelain Factory - Key Highlights

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Brand Visibility

Maximize reach and recognition across key audiences





Manufacturing Excellence

Showcase national quality and industrial leadership

Channel Activation

Mobilize all sales channels to support launch impact





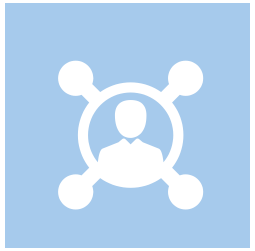
Market Preference

Build lasting brand attraction for premium porcelain

Commercial Growth

Drive topline performance through targeted campaigns





Innovation Positioning

Establish the factory as a symbol of future-forward design

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Detailed Campaign Objectives

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Detailed Campaign Objectives

Achieve Strategic Market Entry

Launch the new porcelain product line with full production readiness, ensuring a high-impact introduction across priority markets.





Engage Key Stakeholders

Activate a broad network of architects, developers, consultants, and distributors through tailored content, tools, and relationship-building efforts.

Establish Brand Preference

Position Saudi Ceramics as the preferred brand among B2C and B2B audiences through superior design, quality, and Saudi-made value.





Maximize ROI Through Performance Marketing

Deploy data-driven campaigns and lead generation funnels to drive measurable returns across all digital and physical touchpoints.

Drive Multi-Channel Sales Growth

Accelerate performance across retail, e-commerce, wholesale, project, and export channels through targeted commercial initiatives.





Enable Sales & Showcase Manufacturing Leadership

Equip sales teams with training, activation kits, and content while positioning the new factory as a symbol of Saudi innovation through storytelling and roadshows.

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Campaign Unique Selling Propositions (USPs)

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Unique Selling Propositions (USPs)

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1 Made in Saudi Arabia

Proudly manufactured locally with alignment to Vision 2030, supporting national industry, job creation, and self-sufficiency with warehouse-ready stock for quick distribution, ensuring speed-to-site delivery.

2 Exceptional Durability with Advanced Manufacturing

SCC porcelain tiles are crafted from a refined blend of clay, feldspar, and other high-quality materials, resulting in an ultra-dense, wear-resistant body that ensures long-lasting performance across all applications.

3 Distinctive Body Colour with Superior Moisture Resistance

Featuring a light grey body tone, SCC tiles reflect superior product quality and aesthetic confidence. With a water absorption rate of less than 0.5%, they offer exceptional resistance to moisture and discoloration meeting both Saudi and international standards.

4 Tailored Designs for Diverse Applications

Produced to global specifications, our porcelain tiles come in a variety of designs and sizes to suit every need from 10mm indoor tiles to 20mm tiles designed for patios and exterior facades.

5 Digital Relief M7-DRP: Where Artistry Meets Innovation

High-definition digital printing to porcelain tiles, delivering a luxurious & distinctive aesthetic to any space. Featuring intricate details and 3D relief textures, which offers a visually striking and tactile experience that complements a wide range of architectural styles and interior designs.

6 Wide Range of Colours and Patterns

Choose from a broad selection of colours, textures, and designs from classic to modern. SCC porcelain surfaces are designed to complement any space with elegance and refined simplicity.

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Unique Selling Propositions (USPs)

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7

Long-Lasting Colour Stability and High Resistance

SCC tiles offer outstanding colour stability, ensuring a vibrant and consistent appearance that stands the test of time even in demanding environments.

8

10-Year Warranty for Total Confidence

SCC backs its porcelain tile range with a 10-year warranty against manufacturing defects, underscoring our confidence in the product's durability and premium quality.

9

Modern Sizes & Appealing Options

Available in versatile formats **A: 10mm Thickness:** (60x60X0.9, 80x80X1.0, 20x120x1.0, 60x120x1.0, 120x120x1.0, 80x160x1.0, 90x180x1.0) - **B: 20mm Thickness:** (60x60x2.0, 40x80x2.0) with contemporary tones and textures for a range of design styles.

10

Easy to Clean, Low Maintenance

Surface technology includes anti-stain coating, making it ideal for homes, commercial spaces, and hospitality.

11

Ultra-Low Water Absorption for Superior Durability

With a water absorption rate of less than 0.5%, it is exceptionally resistant to moisture & discoloration making it the ideal choice for both indoor & outdoor areas. Which ensures long-lasting quality, visual appeal, & reliable performance even in challenging climate conditions.

12

Multipurpose Application

Perfect for both indoor & outdoor use, including living areas, kitchens, bathrooms, balconies, & entrances. Adding a refined touch to upscale homes & a professional, luxurious look to commercial and hospitality spaces & outdoor areas like gardens and villa pathways.

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Campaign Phases Overview

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Campaign Phases Overview

1

Phase 1:
Pre-Launch Phase
June

Objective:

Build anticipation and prepare stakeholders for a high-impact introduction.

In this early phase, our goal is to align internal teams, activate key influencers, and begin seeding the market with early messaging.

This phase sets the foundation for launch success by building internal readiness and external curiosity.

1. Internal briefings and product training
2. Teasers and influencer previews
3. Factory visuals, media preparation

2

Phase 2:
Launch Phase
July

Objective:

Maximize visibility and drive multi-channel activation. This is the campaign's centrepiece, focused on generating nationwide buzz through experiential marketing, paid media, and showroom engagement.

The roadshow will introduce the product to trade and consumers, while digital content and influencer storytelling extend the reach.

1. National roadshow and factory experience truck
2. Paid media, influencer collaboration
3. Product reveal at flagship showrooms

3

Phase 3:
Post-Launch
August

Objective:

Sustain momentum and convert interest into long-term pipeline. Following launch, we shift to lead conversion and strategic follow-up.

This phase nurtures B2B relationships, activates export markets, and reinforces messaging through retargeting, webinars, and testimonials ensuring long-tail value from the campaign.

1. B2B lead nurturing
2. Export engagement
3. Retargeting, testimonials, webinars

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Campaign Phases Overview

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4A

Phase 4-A:
Commercial Phase
National Day Campaign
September

Objective:

Fuse national pride with product visibility and drive seasonal footfall. This campaign aligns the porcelain launch with Saudi Arabia's National Day, celebrating the local manufacturing milestone and showcasing the product line through patriotic-themed creative, offers, and in-store activations.

1. "Proudly Made in Saudi" porcelain positioning
2. Flagship showroom activations with National Day visuals
3. Limited-time promotional bundles with Influencer tie-ins with local pride messaging

4B

Phase 4-B:
Commercial Phase
Tactical & White Friday
October - November

Objective:

Capture high-traffic shopping behaviour during peak promotional season. During the busiest retail months of the year, this phase is focused on conversion.

Tactical offers, e-commerce flash sales, and bundled porcelain collections will drive volume across all channels, supported by strong digital campaigns.

1. White Friday mega-sale: online and offline
2. Flash offers on select tile categories
3. Influencer deal countdowns and reveal posts including WhatsApp and SMS reactivation campaigns

4C

Phase 4-C:
Commercial Phase
End-of-Year Clearance
December

Objective:

Close the year with inventory optimization and campaign finale push. This final commercial push leverages urgency and value to move inventory and keep the porcelain line top-of-mind during holiday refurbishments and year-end home improvements.

1. "Last chance" clearance event
2. Cross-channel media blast (Meta, Google, SMS)
3. End-of-year showrooms and e-com clearance bundles & promotion deals

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Department Deliverables & Action Plan

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Department Deliverables & Action Plan

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Sr. No.	Department	Deliverables & Action Plan
1	Marketing & Communications	Lead strategy, execution, and performance tracking. Develop the full go-to-market campaign framework Manage media buying, influencer partnerships, and digital activations Oversee creative asset production and cross-channel content rollout Build campaign dashboards, report KPIs weekly Coordinate campaign assets for retail, e-com, and B2B teams Control narrative and internal/external brand messaging. Draft press releases and CEO quotes for launch Handle PR coordination with media outlets and journalists Develop internal communication kits and launch day briefings Coordinate National Day messaging with brand tone and cultural alignment Manage executive communications and brand reputation Deliver product visuals & catalogues in Arabic and English Prepare showroom and roadshow display kits Handle logistics for factory visit events and truck movement
2	Product Development	Ensure product readiness and visibility across all channels Finalize SKU specifications, features, and certifications Deliver product datasheets in Arabic and English Provide samples for showroom and B2B outreach Align with factory on production output, packaging, and merchandising Update ERP with detailed specs
3	Finance Department	Time availability to attend the campaign optimization & ROI meetings Expedite payment related to the allocated campaign budget by channel and phase Approve tactical pricing strategies for commercial campaigns Biweekly meetings with the marketing department to track ROAS and performance marketing costs Oversee uplift in sales by channel and product line Support promotion cost modelling and ROI reviews
4	Warehouse & Logistics	Enable smooth distribution, fulfilment, and inventory readiness Ensure product stock availability by region in alignment with the sales channels Speedy service for all retail & ecommerce orders and low-stock SKUs for real-time campaign adjustments

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Department Deliverables & Action Plan

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Sr. No.	Department	Deliverables & Action Plan
5	Factory Operations	Act as host, production hub, and visual centrepiece Prepare production line and floor for internal tours Train safety teams for VIP and consultant visits
6	Retail	Own the in-store experience and sales conversion Merchandising team to implement showroom branding, product displays, and demo zones Train sales staff on porcelain USPs and bundles Collect and report customer feedback on-site Properly execute showroom-specific promotions POSM and merchandising material
7	Wholesale	Activate distributor network and increase volume flow Distribute launch kits with pricing and samples to top partners Conduct distributor training and video walk-throughs Create incentive programs for fast movers Host distributor briefings in key regions Monitor bulk order movement and respond to stock gaps
8	Projects	Ensure porcelain is specified and selected in key projects Distribute consultant kits (specs, samples, data sheets) Host technical webinars and briefing sessions Conduct face-to-face consultant briefings in top cities Coordinate with architects and developers on site visits
9	E-commerce	Drive online awareness, traffic, and direct sales Launch dedicated porcelain landing page Coordinate with marketing for digital campaigns and product SEO Run tactical promotions during commercial phases (White Friday, Clearance) Monitor and improve conversion rates (UX/CRO) Track performance of influencer-to-cart journeys
10	CEO & Board (Optional)	Provide strategic endorsement and public visibility Deliver launch-day video message Attend factory roadshow & VIP events Approve executive messaging and media appearances Champion the “Made in Saudi” value proposition publicly

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Department KPIs

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Departmental Performance Metrics & Accountability Framework

Each department will be evaluated against clear KPIs that reflect their core contribution to the campaign's success. Metrics are structured to ensure visibility, accountability, and commercial outcomes across all functions.

Sr. No.	Department / Function
1	Marketing & Communications
2	Product Development
3	Finance Department
4	Warehouse & Logistics
5	Factory Operations

Sr. No.	Department / Function
6	Retail
7	Whole Sales
8	Projects
9	Ecommerce
10	CEO & Board

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Marketing & Communications KPIs

Integrated Marketing & Communications KPI Framework

To ensure full alignment with the campaign's commercial and strategic goals, the Marketing & Communications Department will be evaluated against 20 clearly defined KPIs spanning digital performance, influencer impact, media engagement, internal communication, and content delivery.

These metrics will provide measurable visibility into campaign effectiveness, brand reach, and narrative control supporting agile decision-making and maximizing return on investment across all customer touchpoints.

KPI	Desired Result
Total Impressions Generated:	**XXM** - across Meta, TikTok, Google, SC, and LinkedIn
Engagement Rate:	**XX%** across core campaign creatives
Influencer Performance:	**XX%**+ reach against forecasted targets
Video View Count:	**XXM** across all short-form and YouTube, IG & TK content
Click-Through Rate (CTR):	**≥XX%** average on product ads and promotional content
Cost Per Engagement (CPE):	**≤SAR X.XX** across social channels
Leads Generated from Paid Media:	**XXK** qualified leads
Conversion Attribution from Social Media:	**≥XX%** of e-com conversions
Content Production Volume:	**XX**+ creative assets delivered
Influencer Coverage:	**XX**+ collaborations across 5 regions

KPI	Desired Result
Media Placements Secured:	**XX+** articles/features in local & regional press
Press Kit Engagement:	**XX+** downloads from agency/media contacts
Internal Communication Reach:	100% launch awareness across all departments
Campaign Reporting Tempo:	Weekly dashboards delivered to CEO and board
Crisis Communication Readiness	0 unresolved incidents or media escalations
Brand Sentiment Score:	**≥XX%** positive across monitored mentions
National Day Campaign Reach:	**XXM**+ impressions during September window
White Friday Campaign Reach:	**XXM**+ impressions during October & November window
End of Year Clearance Campaign Reach:	**XXM**+ impressions during December window
Clearance Campaign ROI	**≥Xx** ROAS from clearance ads

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Marketing & Communications Regional Targeting Plan

Positioning Saudi Ceramics for Market Leadership in Premium Porcelain

Saudi Arabia's market landscape demands a regionally adaptive strategy that reflects the diversity of its economic hubs, customer expectations, and distribution realities. Each zone presents unique consumer behaviours, project dynamics, infrastructure maturity, and competitive pressures.

A one-size-fits-all approach would dilute campaign effectiveness; therefore, the porcelain factory launch will be deployed through a targeted, geo-customized model that maximizes visibility, conversion, and engagement per region.

Riyadh will serve as the central campaign hub, followed by strategic rollouts in **Jeddah** and **Dammam**, with tailored, digitally led activations in the **South** and **North**.

This approach ensures that both B2C and B2B audiences are engaged through relevant channels, localized messaging, and optimized touchpoints enhancing campaign precision, regional ROI, and long-term brand penetration.

Region	Cities
Central	Riyadh (Primary Focus) **Target Cities:** Riyadh, Qassem
West	Jeddah (Strategic Secondary Hub) **Target Cities:** Jeddah, Mecca, Madinah, Taif
East	Dammam (Performance-Driven Market) **Target Cities:** Dammam, Khobar, Dhahran. Jubail, Alhasa
South	Growth Territory **Target Cities:** Abha,Asir, Khamis Mushait, Najran, Jizan
North	Digital-First Engagement Zone **Target Cities:** Tabuk, Hail, Al-Jouf

1. Cross check targeted cities per region with Wholesales & Retail teams.
2. Review the sales contribution per city
3. Review sales contribution per retail branch

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Marketing & Communications Regional Targeting Plan

Central Region



Tactical Roles

- Serve as the national campaign launch point with maximum media, showroom, and influencer exposure
- Act as the pilot city for showroom activations, campaign messaging, and lead-gen tracking
- Host VIP events and CEO participation during roadshow introduction
- Provide real-time market feedback to adjust regional activations across the Kingdom

- Function as the primary retail and e-commerce conversion zone due to its population size and digital maturity
- Feature in all flagship visual content (videos, influencer clips, PR imagery)
- Leverage Riyadh’s status as home to major consultants, developers, and regulators for B2B entry

Key Consumer & Trade Barriers

- **Oversaturated Competitive Landscape:** Riyadh is home to the largest number of local and international tile brands, creating intense competition and marketing noise especially in the premium segment.
- **Highly Educated & Informed Buyers:** B2C and B2B customers often perform deep research and expect detailed specifications, side-by-side comparisons, and transparent pricing before making a decision.
- **Demand for Immediate Availability:** Contractors and project clients prioritize fast delivery and localized stock delays or backorders quickly lead to supplier switching.
- **Complex Project Decision-Making:** Large-scale developers, consultants, and government stakeholders often involve multiple technical layers of approval, prolonging specification cycles and requiring repeated engagement.
- **Fragmented Buying Journey:** Consumers and professionals use a hybrid decision process switching between online, showrooms, and peer/influencer recommendations making omnichannel coordination critical.



Targeting Strategy

As the primary activation zone for the campaign, Riyadh and its surrounding cities require a multi-layered strategy that blends visibility, technical education, and high-touch engagement to cut through the market and drive adoption.

- **High-Impact Campaign Launch in Riyadh:** Start the national roadshow in Riyadh with a major event supported by showroom activations, influencer attendance, and press visibility to establish strong initial momentum.
- **Paid Media Saturation in Key Districts:** Dominate digital ad placements in North Riyadh, Central, and business zones with Arabic-first creatives, porcelain visuals, and showroom callouts.
- **Technical-Focused Consultant Engagement:** Deploy dedicated specification managers to visit top consultant offices and present detailed product specs, certifications, and application guides.
- **Sales Team Alignment & Toolkits:** Ensure retail, wholesale, and project sales teams are trained and equipped with kits (samples, datasheets, installation photos) to engage walk-ins and meetings effectively.
- **Showroom Experience Excellence:** Position Riyadh showrooms as campaign flagships (**Luxeria & Takhasosi**), integrating digital screens, interactive displays, and zone-specific design monographs.
- **Real-Time Stock & Fulfilment Messaging:** Emphasize local availability and rapid fulfilment in all messaging, especially to project clients, to directly counter a major regional pain point.
- **Omnichannel Consumer Journey Support:** Align digital media, Google Maps, TK, SC, influencer content, and WhatsApp flows to create a seamless journey from interest to showroom visit to purchase.

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Marketing & Communications Regional Targeting Plan

Western Region



Tactical Roles

- Act as the design capital of the campaign, emphasizing aesthetics, luxury finishes, and visual storytelling
- Serve as the primary B2C style influencer zone, with curated content by regional creators
- Position Jeddah as a consultant and architect engagement base for the western half of the Kingdom
- Leverage proximity to major coastal and hospitality projects to establish product placement in high-exposure locations
- Support showroom performance with localized retail promotions and seasonal traffic boosters
- Drive brand validation through regional press, lifestyle influencers, and high-end residential showcases

Key Consumer & Trade Barriers

- **Design-Led Expectations:** Western consumers expect refined aesthetics and high-end finishes comparable to local & international imports
- **Consultant Influence Bias:** Many projects are steered by consultants who default to international brands in their specifications
- **Scepticism Toward Local Premium:** Despite specs parity, there's resistance to adopting local brands in luxury applications
- **Seasonal Logistics Constraints:** Cities like Mecca face distribution or showroom access issues during high season (e.g., Hajj)
- **Segmented Market Behaviour:** Luxury and budget audiences coexist but behave very differently, requiring tailored messaging



Targeting Strategy

To succeed in the Western Region, we must lead with design, reinforce credibility, and localize promotions to meet regional expectations and eliminate specification bias.

- **Design-Centric Content Strategy:** Showcase high-end interiors, close-up tile textures, and styled living spaces to appeal to Jeddah's visually driven audience.
- **Influencer Partnerships with Interior Creators:** Collaborate with regionally respected lifestyle and design influencers who can validate product quality through home tours and professional opinions.
- **Consultant-Focused Engagement:** Deliver tailored specification kits and in-person briefings to architecture and consulting firms operating on major hospitality and residential projects.
- **Localized Showroom Styling:** Redesign select a pilot Jeddah showroom with state-of-the-art product display, creative lighting, and mood boards to match boutique-style displays.
- **Segmented Retail Promotions:** Use targeted campaigns for premium buyers in North Jeddah/Obhur and value-based messaging for mass-market buyers in South Jeddah and Taif.
- **Visual Branding Through Press & Digital PR:** Place product stories in Jeddah-based lifestyle magazines, design blogs, and digital press to elevate perception.

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Marketing & Communications Regional Targeting Plan

Eastern Region



Tactical Roles

- Support B2C growth via value-driven retail promos and showroom events, especially in Al-Khobar and Al-Ahsa where home renovation activity is growing.
- Drive engagement with Eastern-based consultants and engineering offices involved in project specs for nearby industrial cities (e.g., Jubail, Ras Tanura, Dhahran Tech Valley). Target key real estate, infrastructure, and oil-related projects with technical sales enablement
- Launch the porcelain line through high-performing wholesale partners in Dammam and Khobar. Implement tracking mechanisms to test price elasticity, sell-through rates, and channel responsiveness.
- Act as the launch point for commercial and mixed-use project targeting, especially in collaboration with oil & gas, housing, and education sectors.
- Target the region’s pipeline of residential compounds, labour accommodations, and institutional projects (esp. in Jubail & Dhahran) through tailored B2B briefings and consultant outreach.
- Enable direct activation of contractor networks and site-based installers, who heavily influence purchase decisions in the Eastern market.
- Test sample kit delivery efficiency and showroom-to-project conversion models
- Capture traffic from value-driven homeowners and contractor-led purchasing behaviours
- Deploy micro-educational campaigns focused on site influencers (installers, subcontractors), who often override material specifications due to ease of handling or availability.
- Launch high-traffic showroom activations in Khobar and Dammam, offering live styling areas and QR-led promotions to attract both contractors and homeowners

Key Consumer & Trade Barriers

- **Project Buyer Cost Sensitivity:** Developers and contractors seek high durability but with very tight margins
- **Need for Proven Technical Specs:** Buyers demand detailed documentation, certifications, and field performance evidence
- **Contractor-Driven Influence:** Many final tile decisions are made by installers or contractors, not designers
- **Price-Heavy Competitive Market:** Eastern Region is saturated with price-first players and imported mid-tier brands
- **Distributor Dependency:** Some buyers avoid new product lines unless trusted wholesale partners endorse them



Targeting Strategy

To win in the Eastern Region, we must combine technical confidence, distributor alignment, and cost-value proof across both B2B and retail audiences.

- **B2B Consultant & Contractor Targeting:** Host in-office technical briefings and project sample kit drop-offs with consultants, specifiers, and site engineers.
- **Durability-Centric Messaging:** Highlight porcelain's high breaking strength, water resistance, and technical compliance (ISO Certificates, ratings) in all regional content.
- **Wholesale Partner Enablement:** Provide distributor partners with launch kits, volume-based incentives, and exclusive access to early product lines.
- **Retail Promo Customization:** Offer volume-based pricing for contractors and home renovators, including limited-time bundles for bathrooms and kitchens.
- **Digital Support for Conversion:** Launch paid campaigns on Google and LinkedIn for project leads and deploy region-targeted Arabic messaging on Meta for retail.
- **Roadshow Integration:** Ensure the factory truck visits central Khobar and Dammam sites with dedicated time slots for B2B and consumer walkthroughs.
- **Installer Education Touchpoint:** Provide how-to content, grout/adhesive pairing guides, and porcelain installation best practices positioning Saudi Ceramics as the smart choice for on-site success.

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Marketing & Communications Regional Targeting Plan

Southern Region



Tactical Roles

- Serve as a regional loyalty-building zone through targeted promotions, showroom expansion, and regional influencer engagement
- Function as a test market for regional e-commerce penetration, especially for bundled product offers and delivery reliability
- Act as a community-driven activation region with high receptiveness to family-focused and tradition-respecting campaigns
- Use Southern Region cities as touchpoints for localized micro-events that reinforce the Saudi-made story
- Build trust via retail sales contests and contractor referral programs to mobilize regional sales teams
- Position the South as a high-conversion zone for tactical retail offers, leveraging value-focused buying behaviour
- Pilot WhatsApp-based product education and offers, given the popularity of direct, low-tech digital communication channels
- Utilize it as a learning ground for adapting showroom experience to low-density markets with culturally unique preferences

Key Consumer & Trade Barriers

- **Trust-Based Buying Culture:** Buyers often rely on word-of-mouth, family networks, or contractor recommendations rather than product specs
- **Limited Design Awareness:** Lower exposure to design trends means decisions are often based on perceived durability and affordability
- **Retail Footprint Constraints:** Fewer flagship-style showrooms reduce in-person engagement opportunities compared to urban centres
- **Digital Behaviour Gaps:** Lower usage of formal e-commerce flows buyers prefer direct contact or in-store negotiation
- **Contractor Dominance:** Purchase decisions are heavily swayed by local contractors/installers, who often resist switching tile types
- **Cultural Sensitivity:** Messaging must align with local values avoid overly urban, flashy, or generic national campaigns



Targeting Strategy

Success in the Southern Region depends on a relationship-first, community-led approach, driven by regional trust-building, digital simplicity, and culturally aligned messaging.

- **Regional Influencer Micro-Campaigns:** Engage respected Southern content creators who reflect local lifestyle, values, and homeownership journeys focusing on trust and product benefit over design.
- **WhatsApp Campaigns & Direct Offers:** Deploy bulk messaging, catalogues, and special offers through WhatsApp to showroom databases and contractor contact lists especially effective for time-sensitive campaigns.
- **Retail & Installer Incentive Programs:** Offer regional sales contests and referral bonuses for showroom staff and installers who recommend the new porcelain line and drive foot traffic.
- **E-commerce With COD & Bundles:** Launch simplified online order flows, featuring “starter bundles” (bathroom kits, terrace tiles) with cash-on-delivery or store pick-up options.
- **Community-Style Roadshow Events:** Host modest, family-friendly activations at or near local showrooms that include installation demos, cultural programming, and local hospitality.
- **Localized Showroom Merchandising:** Customize Abha and Khamis Mushait showrooms with Arabic-first signage, family home mock-ups, and simplified technical language.
- **Messaging Strategy:** Emphasize Saudi-made pride, product durability, local availability, and ease of maintenance resonating more than technical jargon or modern design angles.

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Marketing & Communications Regional Targeting Plan

Northern Region



Tactical Roles

- Function as a digitally driven penetration zone, reliant on online visibility and region-specific influencer content
- Act as a pilot region for micro-influencer campaigns in Arabic dialects tailored to regional culture and tone
- Support expansion of showroom reach by working through partner showrooms or traveling roadshow activations
- Deploy localized promotions to test conversion response to WhatsApp-only or SMS-based tactical offers
- Utilize it as a testbed for ROI-tracking promo codes, given the clear attribution via centralized touchpoints



Key Consumer & Trade Barriers

- **Minimal Brand Exposure:** Brand awareness is low in the North, as marketing campaigns often under-invest in this region
- **Lack of Dedicated Showrooms:** Fewer retail touchpoints reduce direct interaction with the product and slow consideration
- **Heavy Distributor Dependence:** Customer trust lies in long-standing distributor relationships new brands need approval through them
- **Low Design Literacy:** Similar to the South, customers prioritize function and value over style or aesthetics
- **Connectivity vs. E-Commerce:** Digital channels are widely used for browsing (especially TikTok and Snapchat), but formal e-commerce usage and payment flows remain underutilized
- **Scepticism Toward Promotions:** Aggressive campaigns from brands may be perceived as gimmicky without trusted endorsement



Targeting Strategy

To succeed in the North, we must focus on digital localization, distributor partnership, and cultural integration ensuring presence without overwhelming the audience.

- **Localized Influencer Activation:** Partner with micro-influencers from Tabuk and Hail who speak in the regional dialect and have loyal, family-driven audiences.
- **Distributor Loyalty Tools:** Provide Northern partners with promo kits, branded merchandising, and exclusive regional bundle offers to position porcelain as a priority line.
- **Digital-First + WhatsApp Sales Flows:** Run digital ad campaigns focused on awareness and retargeting (Google, TikTok, Meta) with CTA redirection to WhatsApp or showroom pickup.
- **Geo-Targeted Promo Codes:** Use North-specific promo codes to test response rates and generate measurable uplift data from campaigns.
- **Roadshow Micro-Visits & Pop-ups:** Instead of full-scale events, utilize branded pop-up stations in distributor outlets & small city plazas with product display and sampling.
- **Arabic-Led Campaign Messaging:** Avoid generic or overly modern tones focus messaging on family, long-lasting value, Saudi origin, and quality assurance.

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Saudi Ceramics Porcelain Launch

Strategic Audience Segmentation & Engagement Plan

Target Audience Personas

To ensure campaign relevance and conversion across all regions and channels, we have identified five key audience personas that represent the most influential segments in the porcelain buying journey. Each requires tailored messaging, platform usage, and value proposition focus.

1. **The Design** Driven Homeowner (B2C)
2. **The Consultant** Specifier (B2B)
3. **The Project Developer** Procurement Manager (B2B)
4. **The Digital Consumer** (E-Commerce Buyer)
5. **The Distributor** Trade Partner (Channel Sales)

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Strategic Audience Segmentation & Engagement Plan

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	1 **The Design-Driven** Homeowner (B2C)	2 **The Consultant** Specifier (B2B)	3 **The Project Developer** Procurement Manager (B2B)
Profile	Comfortable individuals & couples renovating & building their homes, especially in Riyadh and Jeddah. Active on Instagram, SC, and TikTok.	Architects, interior designers, and consultants working on project tenders and commercial developments. Typically located in major cities and coastal projects.	Decision-makers at private development firms, contracting companies, or government infrastructure projects. Often cost-sensitive but seek scale and fulfilment reliability.
Preferences	Appealing, trends, product uniqueness, lifestyle fit, durability for kids/pets. High-end visual content (styled spaces, mood boards, installation videos)	Technical specs, compliance, project certifications, visual references, product reliability.	Price-volume balance, lead time, after-sales support, local manufacturing credibility.
Campaign Strategy	High-end visual content (styled spaces, mood boards, installation videos) Influencer collaborations & showroom tours Messaging focused on luxury look, low maintenance, and local availability	Specification kits, webinars, Building information modelling (BIM) files In-office briefings and project case studies Clear performance data (Ratings, breaking strength) to support decision-making	ROI-driven messaging and bundled offers Fast sample fulfilment and consultant-ready documents Showcasing national production capabilities and delivery assurance

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	4 The Digital Consumer (E-Commerce Buyer)	5 The Distributor Trade Partner (Channel Sales)
Profile	Younger segment (ages 25–40) who prefers online browsing and purchasing via mobile or desktop. Located in urban areas across all regions.	Wholesale buyers and retail partners with established networks, especially in Eastern and Northern regions. Key drivers of volume and regional reach.
Preferences	Ease of navigation, clear photos, price comparisons, delivery reliability, and online-exclusive deals.	Margin, repeatability, stock velocity, promotional support, exclusivity.
Campaign Strategy	Mobile-first landing pages with “shop the look” sections Fast checkout flow, COD and pickup options National Day, Tactical White Friday and clearance promotions tailored to search	Launch kits, incentive programs, co-branded promotions Regular training on porcelain USPs Distributor-targeted WhatsApp and email briefings with order links and sell-in tools

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Influencer Activation Strategy & Regional Deployment

Influencer Activation Plan

Influencers will play a critical role in humanizing the porcelain product, amplifying reach, and localizing the campaign's message across Saudi Arabia's five core regions. The activation will be tailored by influencer type (home décor, design, construction, lifestyle), platform, and content format to match regional behaviour and channel relevance.

Type	Objective
Home décor influencers	Highlight product appeal, installation reveals, and styled spaces
Interior designers & architects	Build technical credibility and product trust
Lifestyle influencers	Capture B2C homeowner segments via relatability
Contractor/DIY creators	Educate and demonstrate product durability and installation ease
Regional micro-influencers	Localize the message and improve engagement by dialect, tone, and geography



Influencer Roster by Region

The full roster of 40 influencers with a sum of aprox. 9M followers has been strategically selected to ensure comprehensive coverage across Saudi Arabia's consumer and trade segments. It includes the following:

22 B2C lifestyle and home décor influencers who drive aspiration, product desirability, and family-focused storytelling.

8 B2B and technical voices including architects, consultants, and installation experts strengthen the campaign's credibility with professional audiences.

10 regional and local creators from key underserved areas like Tabuk, Najran, Taif, Qassim, and Hail have been selected to ensure deep geographic relevance & to localize content and enhance dialect-based engagement.

This mix balances reach with precision, delivering influence across both emotional and technical decision drivers.



Influencer Roster by Region

Sr. No.	Influencer	Platform	Region	Role	Followers	Content Type
1	@gamal_baytek	Instagram	KSA	تصميم و تنفيذ مشاريع و اشراف هندسي	1.7M	Reels
2	@222foryou	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	1.4M	Reels
3	@noorah06	Instagram	Qaseem	أستشارات وتصاميم حول البناء والديكور	452K	Reels
4	@bdr1998	Instagram	Riyadh	منفذ ومشرف ديكور	239K	Reels - Posts
5	@dalal_alrebdi	Instagram	Riyadh	أستشارات وتصاميم حول البناء والديكور	37.3K	Reels - Posts
6	@girls_room_4	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	46.3K	Posts
7	@tarafaldaham	Instagram	Dammam	مهتمة بالفن و الفنون	91.2K	Posts
8	@abdull.aljasser	Instagram	KSA	مهندس مهتم في جميع مايخص المناطق الخارجية	1.5M	Reels
9	@dek1or	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	121.8K	Reels
10	@j.almuhanna	Instagram	Riyadh	Home Décor, Interior Design & Lifestyle	153K	Reels - Posts
11	@sada.riyadh	Instagram	Riyadh	Home Décor, Interior Design & Lifestyle	9K	Reels - Posts
12	@di_jawaher	Instagram	KSA	مهندسة ديكور وعضو هيئة المهندسين السعوديين	10.5K	Reels - Posts
13	@elegant_design_sa	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	14.7K	Reels - Posts
14	@ed.ghada	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	24.8K	Reels
15	@yasmininteriors	Instagram	KSA	Award Winning Interior Designer	185K	Reels - Posts
16	@nebrasaljoaib	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	21.7K	Reels - Posts
17	@asmaturki_interiors	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	133K	Reels - Posts
18	@lana_sama_interior	Instagram	Riydh	Architecture, Interior Design, Furniture & Art - Official ambassador of INDEX SAUDI	35.6K	Reels - Posts
19	@mohammed__alrifaie	Instagram	KSA	Interior Designer & Luxury Lifestyle Fashion	114K	Posts
20	@al.am22	Instagram	Abha	أستشارات وتصاميم حول البناء والديكور	98.4K	Reels - Posts
21	@az_interiors_ksa	Instagram	Riyadh	Interior Design Studio	55.7K	Posts
22	@mebakbak	Instagram	KSA	Interior Designer & Photographer	114K	Reels - Posts
23	@meshalhamazani	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	171.4K	Reels
24	@manar_design	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	133.9K	Reels
25	@wrq_20	TikTok	Abha	أستشارات وتصاميم حول البناء والديكور	537.4K	Reels



Influencer Roster by Region

Sr. No.	Influencer	Platform	Region	Role	Followers	Content Type
26	@agsan22	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	1.7M	Posts
27	@sultandecor	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	73.3K	Posts
28	@decor.mohanad	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	63.1K	Posts
29	@decor_33	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	452K	Posts
30	@m7_k_	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	294K	Reels
31	@nizar_alarabiya	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	454K	Posts
32	@decor_m_m	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	1.9M	Reels
33	@decorat_almajid	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	611K	Reels
34	@6wr_mnzlk_	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	545K	Reels - Posts
35	@al_nor77	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	66K	Reels - Posts
36	@amaalmhy6	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	75K	Reels - Posts
37	@Damsa Decor	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	244K	Reels - Posts
38	@decor_alnoha	TikTok	KSA	Home Décor, Interior Design & Lifestyle	184K	Reels - Posts
39	@thc5551	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	330K	Reels - Posts
40	@dshmhe	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	325K	Reels - Posts
41	@iikb96	TikTok	Riyadh & Khobar	أستشارات وتصاميم حول البناء والديكور	1.4M	Reels - Posts
42	@hessahh1212	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	15K	Reels - Posts
43	@kd0o	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	42K	Reels - Posts
44	@alhussinit	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	52K	Reels
45	@afafdesigner	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	169.2K	Reels
46	@decorations_0	X	Riyadh	أستشارات وتصاميم حول البناء والديكور	58.2K	Reels - Posts
47	@sult3n666	X	Riyadh	مهتم بصناعة محتوى البناء والعمران	244.7K	Reels - Posts
48	@malgfari	TikTok	Riyadh	مهندس مختص	294.4K	Reels
49	@architectural_note	TikTok	Riyadh	مختص في الاستشارات والتوجية الهندسي وعرض بعض المخطاطات والتصاميم	259.9K	Reels
50	@wjoudsdesign	TikTok	Riyadh	أستشارات وتصاميم حول البناء والديكور	223.7K	Reels



Influencer Roster by Region

Sr. No.	Influencer	Platform	Region	Role	Followers	Content Type
51	@nasser_othman	TikTok	Riyadh	أستشارات وتصاميم حول البناء والديكور	1.6M	Reels
52	@majidcs	TikTok	KSA	منتجات مفيدة تجدوها بحسابي - مقاطع توعويه ونصائح للبناء	13K	Reels
53	@adnan_mo7	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	31K	Reels
54	@houses_andmore	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	30K	Reels
55	@gamal_baytek	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	1.7M	Reels - Posts
56	@marwa_s_m	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	118.1k	Reels
57	@shaay498	TikTok	KSA	أستشارات وتصاميم حول البناء والديكور	29.2K	Reels
58	@manalfahad2014	Instagram	Riyadh	أستشارات وتصاميم حول البناء والديكور	141k	Reels
59	@desig881	TikTok	KSA	مهندس معماري	231.9K	Reels
60	@hmdnaseef	TikTok	KSA	مهندس مدني - تنفيذ الأعمال الانشائية	48.6K	Reels
61	@archmoutaz	TikTok	KSA	مهندس معماري مهتم بالتصميم المعماري	13.2K	Reels
62	@perfectionraid	TikTok	KSA	مهندس معماري مهتم بالتصميم المعماري	74.3K	Reels
63	@fahad.r523	TikTok	KSA	مهندس استشاري معتمد - للمقاولات والاستشارات	64.2K	Reels
64	@yttjo	TikTok	KSA	مهندس محترف - تنفيذ الأعمال الانشائية	39.3K	Reels
65	@eng_waleed87	TikTok	KSA	مهندس محترف - تصميم - تنفيذ مشاريع - اشراف هندسي	500.8K	Reels
66	@eng.ahmedtaha1987	TikTok	KSA	مهندس محترف بالهيئة السعودية للمهندسين	721.4K	Reels
67	@eng.joe_makhlouf	TikTok	KSA	مهندس ومقاولات عامة	21.3K	Reels
68	@j.almuhanna	Instagram	Riyadh	Home Décor, Interior Design & Lifestyle	153K	Reels - Posts
69	@decor_alnoha	Instagram	Riyadh	أستشارات وتصاميم حول البناء والديكور	488K	Reels
70	@majidalsalloom	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	838k	Reels
71	@bdr1998	Instagram	Riyadh	منفذ ومشرف ديكور	239k	Reels
72	@eng_waleed87	Instagram	Jeddah	تصميم و تنفيذ مشاريع و اشراف هندسي	106K	Reels
73	@mk.43211	TikTok	KSA	مهندس معماري	88.8K	Reels
74	@maram__decor	Instagram	Yonbu	أستشارات وتصاميم حول البناء والديكور	324K	Reels - Posts
75	@maram_decor	TikTok	Yonbu	أستشارات وتصاميم حول البناء والديكور	187.3K	Reels

Influencer Roster by Region

Sr. No.	Influencer	Platform	Region	Role	Followers	Content Type
76	@Decoorpic	TikTok	Riyadh	أستشارات وتصاميم حول البناء والديكور	36.3K	Reels
77	@Decoorpic	X	Riyadh	أستشارات وتصاميم حول البناء والديكور	584.2K	Reels - Posts
78	@abu2030g	X	Jeddah	مهتم بالبناء والتشييد ، تقديم محتوى هادف بمجال البناء - معلن	68K	Reels - Posts
79	@daralzbrg	TikTok	Jeddah	أستشارات وتصاميم حول البناء والديكور	717.1K	Reels
80	@arc_khalilsifan	Instagram	Jeddah	مهندس معماري	78K	Reels - Posts
81	@arc_khalilsifan	TikTok	Jeddah	مهندس معماري	96.7K	Reels
82	@dshmhe	TikTok	Riyadh	أستشارات وتصاميم حول البناء والديكور	325.4K	Reels
83	@m_sb3i	Tiktok	KSA	نصائح عامة في البناء والترميم والتشطيب	23K	Reels
84	@user946209740	Tiktok	Riyadh	مقاول في الرياض فلل قصور شاليهات - ترميم	20K	Reels - Posts
85	@asmhg	Tiktok	Jeddah	محب لأعمال التشطيب	56K	Reels - Posts
86	@8gggw	Tiktok	KSA	مقاول ترميم اعمال الترميم الداخلي والخارجي والتوسعة والملاحق والفلل	14K	Reels - Posts
87	@abdull.aljasser	Instagram	KSA	مهندس مهتم في تطويرالمناطق الخارجية وأنسنة المدن	1.5M	Reels - Posts
88	@abdull.aljasser	Tiktok	KSA	مهندس مهتم في تطويرالمناطق الخارجية وأنسنة المدن	250K	Reels - Posts
89	@shammsdesign	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	20K	Reels - Posts
90	@shammsdesign	Tiktok	KSA	أستشارات وتصاميم حول البناء والديكور	243K	Reels - Posts
91	@mo_daily1	Instagram	KSA	متخصص بخامات الديكور، اذا كنت في مرحلة البناء او التشطيب تابعنا بتستفيد	23K	Reels - Posts
92	@mo_daily1	Tiktok	KSA	متخصص بخامات الديكور، اذا كنت في مرحلة البناء او التشطيب تابعنا بتستفيد	21K	Reels - Posts
93	@wafa1.21	Tiktok	KSA	أستشارات وتصاميم حول البناء والديكور	87K	Reels - Posts
94	@maha__home	Instagram	KSA	تصميم و تنفيذ مشاريع و اشراف هندسي	203K	Reels - Posts
95	@maha__home	Tiktok	KSA	تصميم و تنفيذ مشاريع و اشراف هندسي	120K	Reels - Posts
96	@s_4design	Instagram	Riyadh	Interior Designer & Decorator	1.5K	Reels - Posts
97	@s_4design	Tiktok	Riyadh	Interior Designer & Decorator	33K	Reels - Posts
98	@az_c94	Tiktok	Jeddah	مشرف مباني عظم وتشطيب وديكور	67K	Reels - Posts
99	@albiina2030	Tiktok	KSA	مشرف مباني عظم وتشطيب وديكور	22K	Reels - Posts
100	@aml_alsalm	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	184K	Reels - Posts



Influencer Roster by Region

Sr. No.	Influencer	Platform	Region	Role	Followers	Content Type
101	@aml_alsalm	Tiktok	KSA	أستشارات وتصاميم حول البناء والديكور	58K	Reels - Posts
102	@_mouhammad_	Instagram	KSA	مهندس معماري	35K	Reels - Posts
103	@_mouhammad_	Tiktok	KSA	مهندس معماري	10K	Reels - Posts
104	@afnan_design3	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	39K	Reels - Posts
105	@afnan_design3	Tiktok	KSA	أستشارات وتصاميم حول البناء والديكور	1.8K	Reels - Posts
106	@m.design.9	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	42K	Reels - Posts
107	@m.design.9	Tiktok	KSA	أستشارات وتصاميم حول البناء والديكور	10K	Reels - Posts
108	@wjoudsdesign	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	10K	Reels - Posts
109	@roumamb	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	26K	Reels - Posts
110	@roumamb	Tiktok	KSA	أستشارات وتصاميم حول البناء والديكور	208K	Reels - Posts
111	@reenad441	Tiktok	KSA	أستشارات وتصاميم حول البناء والديكور	52K	Reels - Posts
112	@in.lamabf	Tiktok	KSA	أستشارات وتصاميم حول البناء والديكور	14K	Reels - Posts
113	@mnar_design	Tiktok	KSA	أستشارات وتصاميم حول البناء والديكور	134K	Reels - Posts
114	@interior_designas	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	15K	Reels - Posts
115	@interior_designas	Tiktok	KSA	أستشارات وتصاميم حول البناء والديكور	273K	Reels - Posts
116	@alayed_amal	Instagram	KSA	أستشارات وتصاميم حول البناء والديكور	17K	Reels - Posts
117	@alayed_amal	Tiktok	KSA	أستشارات وتصاميم حول البناء والديكور	37K	Reels - Posts
118	@s.37422	Tiktok	KSA	أستشارات وتصاميم حول البناء والديكور	19K	Reels - Posts



Influencer KPIs & Tracking Metrics

To ensure data-driven decision-making and campaign optimization, each influencer activation will be measured against a focused set of KPIs. These metrics will track both content performance and business impact across engagement, traffic, sentiment, and conversions.

1. Engagement Rate Performance ≥ 4.5%
2. Traffic Uplift to Campaign Landing Page
3. Sentiment Analyses via Comment & DMs
4. Video Views (Target: **XXM+** Cumulative)
5. Conversion Tracking via Links / QR Codes
6. Regional Engagement Heatmap by Platform
7. Promo Code Redemptions by Influencer

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Campaign Performance Marketing Strategy

Performance Marketing Strategy

The performance marketing strategy will serve as the engine for awareness, engagement, and conversion across all campaign phases. Budgets will be allocated by channel, region, and objective ensuring visibility among B2C consumers, B2B professionals, and trade partners.

The strategy will blend performance marketing tactics with brand storytelling to generate high-value traffic, qualified leads, and sales uplift across both digital and offline conversion points.

1 Messaging by Segment

Platform	Purpose	Target Segment
Meta (Instagram, Facebook)	Visual storytelling, retargeting, lead forms	B2C homeowners, lifestyle buyers
Google Search & Display	High-intent search capture, bundle offers	E-commerce shoppers, project buyers
TikTok	Viral video reach, influencer content amplification	Gen Z, young renovators
YouTube	Long-form walkthroughs, product explainers	B2B consultants, interior designers
LinkedIn Ads	Specification awareness, whitepaper downloads	Architects, procurement teams
Snapchat (selective)	Regional burst campaigns in the South & North	Price-sensitive buyers, showroom drivers

2 Audience Segmentation & Targeting

Sr. No.	Targeting Dimension	Criteria / Audience Definition
1	Demographic	Age 25-55, homeowners, professionals, interior designers
2	Interest-Based	Home renovation, architecture, tile selection, Saudi brands
3	Behavioural	High purchase intent, prior ceramic/tile searches, showroom visits
4	Regional Focus	Riyadh (40%), Jeddah (25%), Dammam (15%), South (10%), North (10%)
5	Retargeting Pools	Site visitors, video viewers, showroom QR scanners, engaged social users

3 Campaign Objectives by Phase

Phase	Objective	Key Tactics
Pre-Launch	Tease & build curiosity	Short teaser videos, countdown carousels
Launch Phase	Drive awareness & footfall	Influencer reels, showroom promos, Google bundles
Post-Launch	Retarget & convert leads	Google DSA, WhatsApp retargeting, email remarketing
Commercial Campaigns (Sep–Dec)	Maximize ROAS	Flash sales, bundle ads, geo-targeted offer creatives

4 Budget Allocation Framework

Budget Category	Allocation	Purpose
Performance (Search, Display, Retargeting)	60%	Measurable lead generation and e-commerce conversions
Brand Awareness (Video, Carousel, Influencer Amplification)	25%	Storytelling, showroom invites, factory branding
Regional Bursts	15%	Tactical regional budget flex for underperforming zones or promo periods

5 Optimization & Reporting

Sr. No.	Optimization Activity	Objective / Description
1	Weekly Media Plan Reviews	Track performance by channel and region in real time
2	ROAS Tracking	Measure return on ad spend across bundles and promo codes
3	A/B Testing	Optimize creatives based on video length, copy style, and CTAs
4	Mid-Campaign Reallocation	Shift budgets based on CPC, CTR, and conversion performance

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Campaign Content Architecture & Visual Strategy

Content & Creative Strategy

To successfully position the new porcelain line across diverse audience segments and platforms, the campaign will adopt a multi-layered creative approach focused on visual excellence, educational depth, and regional relevance.

Content will be customized by objective, audience, and channel to ensure maximum impact at every touchpoint B2C and B2B alike.

Core Creative Pillars

Pillar	Purpose	Example Content
Inspiration	Build desire through lifestyle and aesthetic appeal	Room setups, mood boards, styled shots
Education	Communicate USPs and technical specs in a simplified format	“What is R**XX**?”, “How to choose & Install **XX**”
Social Proof	Show adoption by real people and professionals	Testimonials, influencer tours, reviews
Saudi Excellence	Reinforce pride in local manufacturing	Behind-the-scenes, factory videos, CEO quotes
Promotion	Drive traffic, leads, and sales	Bundle offers, promo codes, regional activations



Content Formats & Channels

To maximize reach and relevance across diverse audience segments, the campaign will deploy a mix of content formats tailored to each platform's behaviour and user intent.

Short-form videos and influencer reels will drive engagement on social media, while longer walkthroughs and explainers will support education and credibility for B2B audiences.

Static visuals, carousels, and interactive stories will ensure consistent brand presence across all touchpoints online and offline while QR-linked print and showroom assets will seamlessly bridge the digital and physical experience.

Format	Platform(s)	Purpose
Short-form video (Reels, TikTok)	IG, TikTok	Engagement, virality, lifestyle positioning
Explainer videos	YouTube, LinkedIn	Technical education for B2B audiences
Carousel posts	Instagram, LinkedIn	Showcase colour palettes, USPs, and showroom layouts
Long-form walkthroughs	YouTube	In-depth home tours or project spotlights
Stories & Lives	Instagram	Real-time showroom visits, influencer takeovers
Paid visual ads	Meta, Google	Targeted reach and conversion
QR-linked showroom kits	Offline/Print	Lead to catalogue or website from physical touchpoints



Messaging Framework

The campaign's messaging strategy is built around clarity, confidence, and cultural relevance balancing premium positioning with practical, relatable value.

Messaging will flex between emotional storytelling, technical assurance, and commercial urgency depending on the target audience and channel.

1

Tone of Voice

Confident & Professional: Reflecting product superiority and industrial excellence

Proudly Local: Reinforcing the "Made in Saudi" identity as a point of national pride

Accessible & Clear: Avoiding jargon for B2C while delivering technical authority for B2B

Inspirational Yet Practical: Showing beauty in design and trust in performance

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Campaign Content Architecture & Visual Strategy

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2 Messaging by Segment

Segment	Core Messaging Themes	Sample Phrases
B2C (Homeowners, Renovators)	Beauty, durability, low maintenance, Saudi-made pride	"Transform your space with Saudi-made porcelain built to last." "Designed to inspire. Engineered to endure."
B2B (Consultants, Developers)	Compliance, reliability, fulfilment, specs	"Certified performance. Delivered on time. Built for scale." "Backed by Certificate **XX**, engineered for high-traffic environments."
Trade (Installers, Contractors)	Ease of use, strength, local availability	"Strong enough for your toughest installs." "Trusted by experts. Delivered where you build."
Retail & E-Com Shoppers	Offers, availability, bundles	"Now available online and in showrooms across KSA." "Exclusive tile bundles limited stock, fast delivery."

3 Messaging Tiers by Phase

Phase	Messaging Focus	Example Line
Pre-Launch	Teasers, intrigue, factory pride	"A new porcelain standard is coming Made in Saudi."
Launch	Full product reveal, benefits	"From our factory to your floors introducing next-generation Saudi porcelain."
Commercial Promotions	Value offers, urgency	"Celebrate National Day with our premium tile bundles limited time only."
Post-Launch B2B	Technical focus, credibility	"Full-body porcelain now locally stocked ready for your next project."

4 Cultural Adaptation

Arabic-First Messaging for all regional activations (including dialect-appropriate captions where needed)
Use of culturally resonant themes: family, pride, national innovation, trust



Creative Content Goals

To ensure data-driven decision-making and campaign optimization, each influencer activation will be measured against a focused set of KPIs. These metrics will track both content performance and business impact across engagement, traffic, sentiment, and conversions.

Content Type	Quantity	Description
Branded Visual Assets	180+	Room applications, close-ups, showroom setups (digital & print)
Short-Form Videos	90+	Reels, TikTok, Stories from influencers and in-house team
Long-Form Videos	20+	Showroom tours, walkthroughs, testimonials, influencer features
Animated Explainer Videos	10+	Technical topics: slip resistance, tile classifications, certifications
Influencer-Generated Content	80+	Home tours, reviews, storytelling, DIY transformations
Showroom Transformation Visuals	10+	Before/after styling shots, mood boards, displays
Motion Graphics / Animated Ads	30+	Paid content for Meta, Google, in-store screens
Print Adaptations	25+	Flyers, posters, packaging designs from digital assets
Campaign Anthem Videos	10+	Factory story, customer reactions, product innovation
Regionalized Content Bundles	50 (10 per region)	Tailored assets, influencer pieces, showroom visuals per region

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Integrated Demand Capture & Conversion Plan

Lead Generation & Conversion Plan

The campaign will implement a multi-layered lead generation strategy that captures interest across touchpoints and channels then nurtures those leads into measurable actions, whether purchases, project inquiries, or showroom visits.

Tactics will be aligned by segment (B2C, B2B, trade) and integrated into both digital and offline environments to ensure conversion opportunities at every stage of the customer journey.

1 Digital Lead Capture Mechanisms

Campaign Landing Pages: Centralized, mobile-optimized pages showcasing USPs, offers, and showroom locators, with embedded lead forms and WhatsApp CTAs.

QR Code Tracking: Personalized links and scannable codes across influencer content, showroom signage, brochures, and product kits to track source attribution.

E-commerce Integration: Product detail pages with dynamic porcelain bundles, and “Reserve in Store” options to drive action in addition to click & collect.

Paid Retargeting Campaigns: Re-engage visitors with dynamic content ads across Google Display, Meta, and TikTok based on interaction depth and intent signals.

2 Offline & Hybrid Lead Capture

Roadshow & Showroom Forms: Tablets, QR kiosks, and paper forms to capture leads during showroom activations and roadshow stops, linked to CRM for follow-up.

Retail Staff as Converters: Train frontline teams to log walk-in interest, scan QR codes with customers, and guide them through product bundles and offers.

Contractor Referral Capture (Optional to be discussed with Retail & WS): Unique referral codes for contractors/consultants that link back new buyers for lead reward tracking.

3 Conversion Drivers

Incentivized Promo Codes: Region & influencer-specific codes tied to discounts, free delivery via Aramex or installation via Ajeer, or early access triggering urgency and exclusivity

WhatsApp Campaign Funnels: Launch WhatsApp catalogues or inquiry bots with porcelain product lines, enabling users to ask questions and reserve items directly.

Live Chat + CRM Sync: Integrate real-time chat support on campaign pages tied to showroom availability, delivery timing, and product specs.

Call Centre & Tele-sales: Live support at all times in addition to speedy quotations and inquiries adaptation with extensive follow up to increase sales conversions.

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Conversion-Centric Funnel Strategy

Full-Funnel Marketing Approach for Conversion Efficiency

To maximize ROI and drive high-quality outcomes, the campaign will follow a structured funnel approach guiding prospects from awareness through engagement to action. By aligning messaging, channels, and tools to each stage of the buyer journey, we ensure that every touchpoint contributes to lead qualification, showroom traffic, and direct conversion whether online or offline.

Funnel Stage	Objective	Key Tactics	Conversion Tools
Top Funnel (Awareness)	Reach broad audience and introduce the porcelain product portfolio	Influencer content, teaser ads, showroom visuals, Meta & TikTok reach campaigns	Impressions, video views, website visits
Middle Funnel (Engagement)	Build interest and qualify leads	Landing pages, technical explainers, showroom experiences, spec kits, email/WhatsApp campaigns	Click-throughs, sample requests, showroom visits
Lower Funnel (Conversion)	Drive measurable actions and purchases	E-commerce bundles, promo codes, QR codes, installer referrals, limited-time showroom offers	Orders, inquiries, redemptions, CRM capture

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B2B Technical Enablement Plan

B2B Enablement Strategy for Project Specification

To drive technical adoption and product specification in high-value projects, the campaign includes a dedicated enablement plan for B2B audiences. Through tailored tools, certified training, and consultant engagement programs, we aim to position the new porcelain range as the preferred solution for architects, designers, and developers across Saudi Arabia.

Sr. No.	Enablement Element	Description
1	Specification Toolkit	Provide architects, designers, and consultants with detailed datasheets, CAD blocks, Building information modelling (BIM) files, and spec-ready assets.
2	Webinars & Technical Briefings	Host accredited sessions and private briefings to explain performance specs, certifications, and best-fit applications.
3	Sample Delivery & Mock-ups	Deliver on-site samples, full-size mock-ups, and installation boards for project tender support.
4	Consultant Outreach Program	Initiate direct outreach to top regional consultants with tailored product presentations and ROI/maintenance comparisons.
5	Product Compliance Pack	Create a comprehensive compliance binder including ISO certificates, slip-resistance test results, and technical lab reports.
6	Digital Resource Hub	Launch an online portal for specifiers to download technical assets, installation guides, and visual references 24/7.

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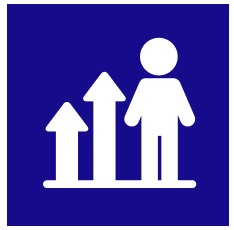
Retail & Sales Enablement Strategy



Retail & Sales Enablement Strategy

To ensure strong on-ground execution and customer engagement, the campaign includes a robust enablement plan for showrooms, sales teams, and retail partners. From immersive product displays to tailored training and incentive programs, these activations are designed to align field teams with campaign goals, enhance product knowledge, and drive in-store conversions.

Sr. No.	Activation Element	Description
1	Retail Showroom Activations	Deploy new porcelain displays with stylized articles, digital screens, and Arabic-first signage to enhance customer engagement.
2	Sales Kit Distribution	Equip all retail, wholesale, and project sales teams with updated porcelain sales kits including spec sheets, samples, and talking points.
3	Staff Training Sessions	Run region-specific training sessions covering product USPs, installation know-how, and objection handling for frontline staff.
4	Incentive Programs (Optional) Retail Feedback Needed	Introduce limited-time incentive schemes for showroom teams and partner staff to drive focus on porcelain line promotion.
5	POS Material Deployment	Design and install branded visual merchandising including shelf talkers, posters, QR codes, and bundle promo boards in top-performing branches.
6	Customer Education Tools	Create take-home brochures, WhatsApp catalogues, and explainer videos to support post-visit decision-making.

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Engineering-Grade Product Superiority



Technical Product Highlights

Our porcelain line is engineered for performance, combining world-class durability, safety, and aesthetic precision. Each tile is built to exceed global standards and local expectations making it ideal for both residential and high-demand commercial applications.

Sr. No.	USP	Description
1	Made in Saudi Arabia	Proudly manufactured locally with alignment to Vision 2030, supporting national industry, job creation, and self-sufficiency with warehouse-ready stock for quick distribution, ensuring speed-to-site delivery.
2	Exceptional Durability with Advanced Manufacturing	SCC porcelain tiles are crafted from a refined blend of clay, feldspar, and other high-quality materials, resulting in an ultra-dense, wear-resistant body that ensures long-lasting performance across all applications.
3	Distinctive Body Colour with Superior Moisture Resistance	Featuring a light grey body tone, SCC tiles reflect superior product quality and aesthetic confidence. With a water absorption rate of less than 0.5%, they offer exceptional resistance to moisture and discoloration meeting both Saudi and international standards.
4	Tailored Designs for Diverse Applications	Produced to global specifications, our porcelain tiles come in a variety of designs and sizes to suit every need from 10mm indoor tiles to 20mm tiles designed for patios and exterior facades.

Technical Product Highlights

Our porcelain line is engineered for performance, combining world-class durability, safety, and aesthetic precision. Each tile is built to exceed global standards and local expectations making it ideal for both residential and high-demand commercial applications.

Sr. No.	USP	Description
5	Digital Relief M7-DRP: Where Artistry Meets Innovation	High-definition digital printing to porcelain tiles, delivering a luxurious & distinctive aesthetic to any space. Featuring intricate details and 3D relief textures, which offers a visually striking and tactile experience that complements a wide range of architectural styles and interior designs.
6	Wide Range of Colours and Patterns	Choose from a broad selection of colours, textures, and designs from classic to modern. SCC porcelain surfaces are designed to complement any space with elegance and refined simplicity.
7	Long-Lasting Colour Stability and High Resistance	SCC tiles offer outstanding colour stability, ensuring a vibrant and consistent appearance that stands the test of time even in demanding environments.
8	10-Year Warranty for Total Confidence	SCC backs its porcelain tile range with a 10-year warranty against manufacturing defects, underscoring our confidence in the product's durability and premium quality.

Technical Product Highlights

Our porcelain line is engineered for performance, combining world-class durability, safety, and aesthetic precision. Each tile is built to exceed global standards and local expectations making it ideal for both residential and high-demand commercial applications.

Sr. No.	USP	Description
9	Modern Sizes & Appealing Options	Available in versatile formats A: 10mm Thickness: (60x60X0.9, 80x80X1.0, 20x120x1.0, 60x120x1.0, 120x120x1.0, 80x160x1.0, 90x180x1.0) - B: 20mm Thickness: (60x60x2.0, 40x80x2.0) with contemporary tones and textures for a range of design styles.
10	Easy to Clean, Low Maintenance	Surface technology includes anti-stain coating, making it ideal for homes, commercial spaces, and hospitality.
11	Ultra-Low Water Absorption for Superior Durability	With a water absorption rate of less than 0.5%, it is exceptionally resistant to moisture & discoloration making it the ideal choice for both indoor & outdoor areas. Which ensures long-lasting quality, visual appeal, & reliable performance even in challenging climate conditions.
12	Multipurpose Application	Perfect for both indoor & outdoor use, including living areas, kitchens, bathrooms, balconies, & entrances. Adding a refined touch to upscale homes & a professional, luxurious look to commercial and hospitality spaces & outdoor areas like gardens and villa pathways.

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Executive Performance Dashboard

Strategic Metrics to Monitor Campaign Impact

This dashboard outlines the high-level KPIs that will define the success of the porcelain factory launch campaign. These metrics span brand visibility, consumer engagement, commercial conversion, and channel-specific performance. Regular tracking of these indicators will ensure strategic alignment, enable timely optimization, and provide leadership with clear visibility on campaign ROI.

KPI Area	Metric	Target
Awareness	Total Impressions (All Channels)	20M+
Engagement	Avg. Engagement Rate (Influencer & Paid)	≥ 5%
Conversion	Qualified Leads Generated (All Funnels)	5,000+
E-commerce	Porcelain Page Traffic Uplift	+40% vs. Q1 eComm baseline
Retail	Flagship Showroom Footfall Increase	+15% YoY during campaign
B2B Activation	Consultant & Project Inquiries	200+
Influencer ROI	Promo Code Redemptions (Tracked)	≥ 5% conversion
Overall Campaign ROI	Return on Media Spend	≥ 3.5x

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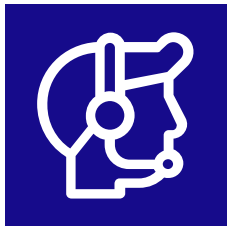
Risk Mitigation & Crisis Response Framework



Crisis Response Readiness Framework

To ensure campaign continuity and protect brand reputation, a proactive crisis response framework is in place. This includes monitoring high-risk touchpoints such as influencer content, showroom interactions, and online feedback. In the event of an issue whether technical, reputational, or operational predefined escalation and resolution protocols will be activated to ensure swift, transparent, and brand-aligned responses.

1 Key Risk Areas

Influencer backlash or misalignment

Delays in showroom readiness

Negative product feedback or defect report

High-volume customer service issues during promo days

Misinformation on specs or application

2 4-Step Response Flow

Detect: Monitor social, showroom feedback, media mentions

Escalate: Notify Marketing and relevant department heads

Respond: Use approved communication templates or talking points

Resolve: Fix issue, follow-up publicly if needed, document learnings

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Full Campaign Media Plan & Timeline

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Full Campaign Media Plan & Timeline

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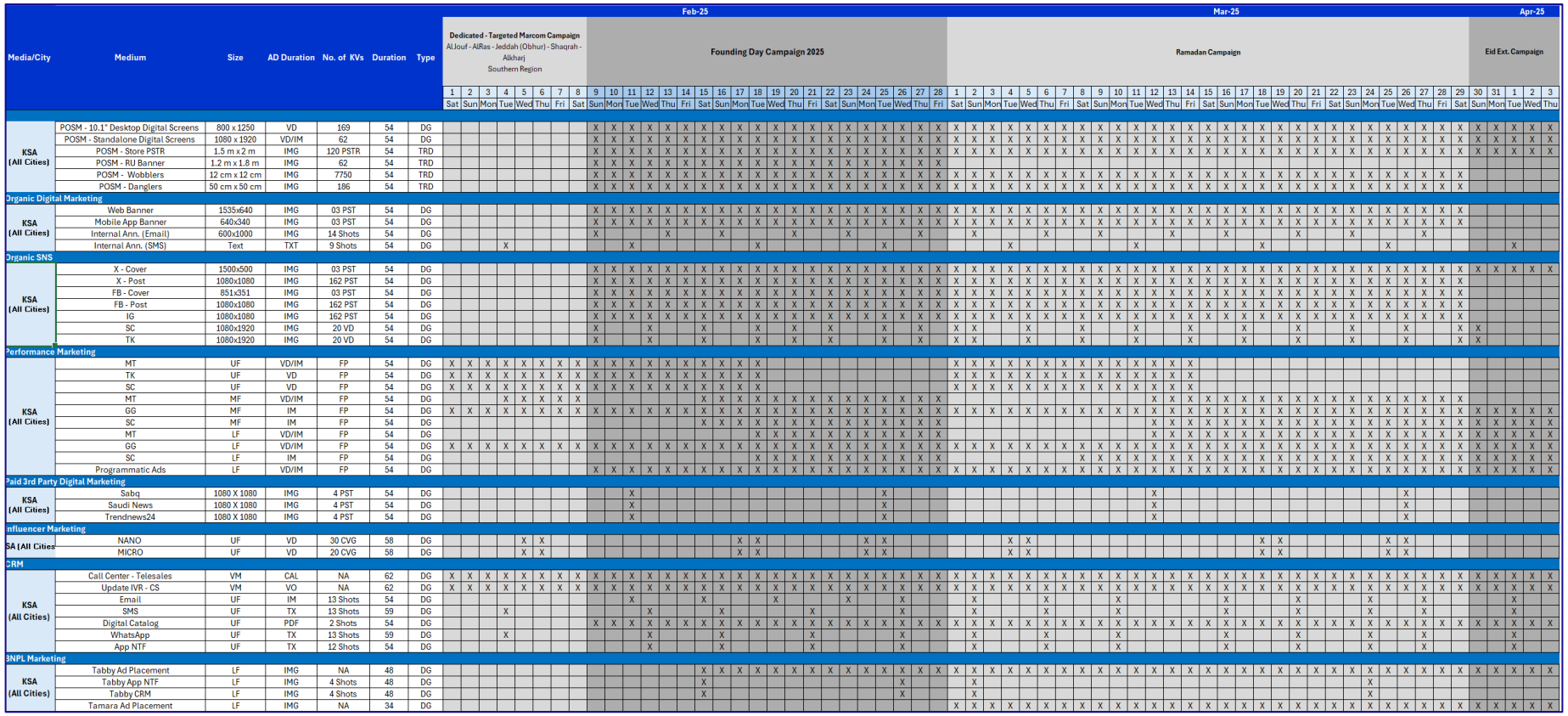
Will be developed at later stage once the plan is validated by all stakeholders



| Media/City | Medium | Size | AD Duration | No. of KVs | Duration | Type | Feb-25 | | |

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Strategic Budget Allocation Overview

Campaign Funding Plan & Resource Allocation

To execute the porcelain marketing plan, launch at full scale and impact, a strategic budget allocation has been outlined across key activation channels. This includes investments in media, influencer partnerships, content production, retail enablement, and B2B engagement. The proposed budget ensures balanced support for brand visibility, lead generation, and commercial conversion across all touchpoints.

Budget will be defined at later stage once the plan is validated by all stakeholders

Saudi Ceramics Porcelain Launch

Campaign Overview & Strategic Impact

From Factory to Market: A Unified Growth Plan

The Porcelain Factory Launch campaign represents a landmark initiative that bridges product innovation with strategic market activation. Through an integrated 360-degree approach spanning content, media, influencer engagement, showroom activation, and B2B enablement we aim to position Saudi Ceramics' porcelain range as the national benchmark in design, performance, and manufacturing excellence. With clear KPIs, cross-functional deliverables, and regional execution, the campaign is engineered for measurable commercial impact.

Action Area / Campaign Phase	Next Step / Key Focus	Timeline
Content Production	Finalize and localize creative assets (English/Arabic)	May 10-20
Sales & Showroom Enablement	Distribute kits, train teams, activate retail visuals	May 20-June 5
Influencer Activation	Finalize contracts and launch teaser content	May 15-June 10
Phase 1: Pre-Launch	Internal briefings, teasers, influencer previews	June 1-25
Phase 2: Launch	Media launch, showroom reveal, factory roadshow	June 26-July 31
Phase 3: Post-Launch	Lead nurturing, B2B targeting, testimonials	August-September
Phase 4A: Commercial Campaign - National Day	Limited-time promotions and brand alignment with national pride	September
Phase 4B: Commercial Campaign - White Friday	Tactical sales activations across e-commerce and retail	October-November
Phase 4C: Commercial Campaign - Year-End	Clearance campaign to boost final quarter revenue	December
Performance Monitoring	Launch dashboards, weekly reporting, media optimization	Starting June 1

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Porcelain Factory Launch 2025 - Campaign Snapshot

CEO & Board Members Section

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Porcelain Factory Launch 2025 - Campaign Snapshot

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1

Objectives
(What We Aim to Achieve):

Official market introduction of the Saudi-made porcelain line

Drive demand across retail, e-commerce, B2B, and export channels

Strengthen Saudi Ceramics' leadership in design, quality, and manufacturing

Support commercial growth through showroom activation and performance media

Reinforce Vision 2030 through national production and innovation

2

Strategic Pillars
(How We Execute):

Regional targeting across 5 areas with local influencer support

Full-funnel content strategy (inspiration, education, conversion)

Sales and showroom enablement plans (kits, POS, retail staff training)

B2B technical engagement (spec packs, CPD webinars, consultant outreach)

Paid media activation across Meta, Google, TikTok, YouTube, SC, LinkedIn

3

Key USPs
(What Sets Us Apart):

1. Proudly made in Saudi Arabia.
2. Exceptional Durability with Advanced Manufacturing.
3. Distinctive Body Colour with Superior Moisture Resistance.
4. Tailored Designs for Diverse Applications.
5. Digital Relief M7-DRP: Where Artistry Meets Innovation.
6. Wide Range of Colours and Patterns.
7. Long-Lasting Colour Stability and High Resistance.
8. 10-Year Warranty for Total Confidence.
9. Modern Sizes & Appealing Options.
10. Easy to Clean, Low Maintenance.
11. Ultra-Low Water Absorption for Superior Durability.
12. Multipurpose Application.

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