



BETADINE®

LAUNCHING CAMPAIGN



BETADINE Is Novel daily practice for women whom confident and care about their self beauty , hygiene and image due to its contain unique Tri-Care formulation with probiotics.

AS WE KNOW

This kind of products are very sensitive subject for most of Saudis women specially when we start promoting it to them. So our promotion will be very shy in respect of targeting them directly.

USUALL CAMPAIGNS

Most of the rear campaigns that happened to the products which are similar to this one in kSA where just introducing the products and distributing giveaways to the consumers.

Or utilizing an experts women service centers to recommend this products directly to the consumers. Which need a lot of supports and efforts to just make an rise in the company market share



ARE YOU GOING TO LET THIS OPPORTUNITY LEFT YOU !

- An opprtonitiy to compete the compitions
- Consumers are sensitive to this kind of products
- Promotions are the standered no engagement plans where done to the market

DID YOU KNOW THAT CONSUMERS ARE EXPOSED TO MORE THAN 5000+ ADS DAILY, CAN YOU STILL RECOGNIZE YOUR BRAND???

The background of the slide is a soft, white-to-pink gradient. Numerous light pink cherry blossom petals are scattered across the frame, some in sharp focus and others blurred, creating a sense of gentle movement and depth. The petals vary in size and orientation, with some showing the characteristic five-lobed shape of cherry blossoms.

HOW WE WILL DO IT !!!

- Targeted the **influencers** categories in order to obtain the maximum benefit from this campaign.
- Affirm the customer's decision to make a brand part of their life by creating engagement activities to create the **emotion link** with the brand.
- Promoting it in **unconscious** way to own the consumers which will make us even create **brand ambassadors** for our product.



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MARKET PROPOSITION

Adjective **Betadine** as a women who are *successful, leader,*
has *highly ambitions* and a *strong personality* so we can
engage with our target segment.

كوني تلك المرأة المغامرة



كوني طموحه
وحققي احلامك



كوني قوية وواصلي
تقدمك



كوني انتي..



BE IF NOT

كوني إن لم

"I believe in strong women. I believe in the woman who is able to stand up for herself. I believe in the woman who doesn't need to hide behind her husband's back. I believe that if you have problems, as a woman you deal with them, you don't play victim, you don't make yourself look pitiful, you don't point fingers. You stand and you deal. You face the world with a head held high and you carry the universe in your heart."

JoyBell

AND WE BELIEVE TOO

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ENGAGEMENT PLAN

AWARENESS CAMPAIGN

| <i>cities</i> | <i># of contacts</i> | <i># of successful</i> | <i># of promoters</i> | <i># of Sessions</i> | <i>Months</i> | <i># touch points</i> |
|---------------|----------------------|------------------------|-----------------------|----------------------|---------------|-----------------------|
| Riyadh | 134550 | 101025 | 15 | 404 | 3 | 123 |
| Jeddah | 144650 | 122525 | 20 | 582 | 3 | 171 |
| Eastren P. | 67650 | 50425 | 10 | 215 | 3 | 66 |
| Total | 346,850 | 273,975 | 45 | 1,201 | 3 | 360 |

Number of promoters: 15 RUH - 20 JED - 10 Est. total of 45 promoters 25 HORECA and 15 LAMPs

Activited location type: 8 types

Activitied Location: Malls - coffee shops - Univercities - Women centers - Art spaces - Private Women offices - Ladies amusment park - Resturant/cafes complexes

AWARENESS CAMPAIGN

Social Media: targeting 300,000 hits and 50,000 successful interactions

Launching Event: For 25 influencers

HORECA team: who will be moving around covering more than three places a day mostly without fees entrance.

LAMPs team: who will visit a place which has a huge number of attendees

On December two campaigns will be as follows:

1. Awareness on the foam wash for 3 months
2. Targeted campaign on the intimate wash for 3 months which will include the most important rural areas

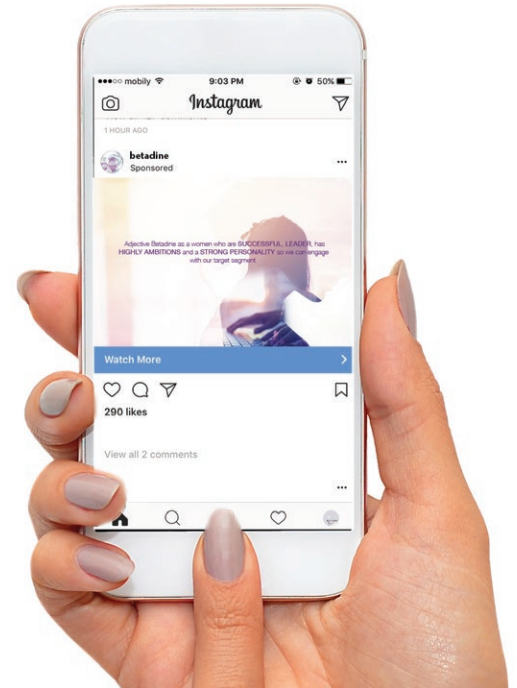
SOCIAL MEDIA

SNAP: Inviting the female influencers to the launching event so they can shoot videos about it and thanks the products with handling gifts to them

Instagram: video ads which will attract the women to registered so they can apply for their life time dream Clicking on another ads to get a chance to won a special gift will be deliver to if they answers

Twitter: sponsoring a trend subject which will be speaking about the leading women's at Saudi and what are their achievements (# See through)

YouTube: uploading videos which will talk about leading women's, give the space for other leading women to utilize our made filters and upload their successful stories online on our page



LAUNCHING EVENT



SPA DAY EVENT



RECEPTION & ACTIVITIES



MALLS ACTIVITION

| City | Mall | Sessions | Con./Ses | Succ | Total Contact | Total Succ |
|--------------|-----------------|--------------------|----------|------|---------------|---------------|
| Riydh | Nakheel Mall | 3 | 4000 | 1800 | 12000 | 5400 |
| | Salam Mall | 3 | 2000 | 1200 | 6000 | 3600 |
| | Othaim Mall | 3 | 2500 | 1500 | 7500 | 4500 |
| Jeddah | Andulas Mall | 3 | 2000 | 1000 | 6000 | 3000 |
| | Aziz Mall | 3 | 2000 | 1000 | 6000 | 3000 |
| | Red Sea Mall | 3 | 4000 | 1800 | 12000 | 5400 |
| Eastern | Al Dharahn Mall | 3 | 4000 | 1800 | 12000 | 5400 |
| | Rashid Mall | 3 | 2000 | 1200 | 6000 | 3600 |
| Total | | 24 Sessions | | | 67,500 | 33,900 |

* 8 Malls within 3 month

* Contacts are all the consumers who will be interacted with our promoters

* Succssful are only for the consumers who succssfully engaged with the brand

MECHNICES

both size of 4 by 3, activated by 5 promoters only colored themed from out side writin on it BE IF NOT then from inside it will be branded by Betadine and have four corners

Adventure corner: the consumers will be asked to registered to join our event at Dirab which will be fully for women (Karting, drifting, buggies , car ridding)

Life style corner: which is a moveable SPA (bodday care, feet massage) which will make the consumers enjoy their time

Take a day off corner: which are fully equipped with different high tech activities Simulator car + VR machine + painting

See through: which will give the opportunity for the successful women's to share their stories utilizing the 3D viwer system

OPTION A



BE IF NOT
كونيہ ان لم

3D ACRYLIC SLOGAN
WITH LED LIGHT



BRANDED REGISTRATION
MACHINE



ONE OF THE ACTIVITIES
INSIDE VR AND 3D GLASSES



OPTION B

A Sign will be installed on the above on the stand which say

ان لم تصلي بعد تقدمي نحوي

Holographic stands which will start talking to the consumers once they approach the stand and he will start explaining about the product

There will be VR Golf challenge so if they participate and score a point they the promoter will handle her the gift (Sun Glass)



WOMEN CENTERS AND ART SPACES

| City | Location | # | Sessions | Con./Ses | Succ | Total Contact | Total Succ |
|--------------|-----------------|---|--------------------|----------|------|---------------|--------------|
| Riydh | SPA | 2 | 6 | 200 | 100 | 1800 | 600 |
| | Women Centers | 3 | 9 | 250 | 125 | 2250 | 1125 |
| | Art Space | 1 | 3 | 300 | 200 | 900 | 600 |
| | Fitness centers | 3 | 9 | 300 | 300 | 2700 | 2700 |
| Jeddah | SPA | 2 | 6 | 200 | 100 | 1800 | 600 |
| | Women Centers | 3 | 9 | 250 | 125 | 2250 | 1125 |
| | Art Space | 1 | 3 | 300 | 200 | 900 | 600 |
| | Fitness centers | 3 | 9 | 300 | 300 | 2700 | 2700 |
| Eastern | SPA | 2 | 6 | 100 | 50 | 600 | 300 |
| | Women Centers | 2 | 6 | 100 | 50 | 600 | 300 |
| | Art Space | 1 | 3 | 250 | 125 | 750 | 375 |
| | Fitness centers | 2 | 6 | 150 | 75 | 900 | 450 |
| Total | | | 81 sessions | | | 18,150 | 11475 |

* 8 Malls within 3 month

* Contacts are all the consumers who will be interacted with our promoters

* Succssful are only for the consumers who succssfully engaged with the brand

WOMEN CENTERS AND ART SPACES

Number of places: 24 women centers and 3 Art spaces within 3 months

RUH: 9 SPA 2 - 3 women centers - 3 Fitness centers /month

JED: 9 SPA 2 - 3 women centers - 3 Fitness centers /month

ESTREN: 6 SPA 2 - 2 women centers - 2 Fitness centers /month

Number of sessions: Ruh 27 - Jed 27 - Est. 18 total of 81 sessions

Mechanics:

Option A Display & Sales booth with vive machine or mini golf activity

Option B Moutakha Betadine which are branded and has two activities (cafe serving all the day - back drop photo booth and they can take their photos - painting corner to discriap what they will be

OPTION A

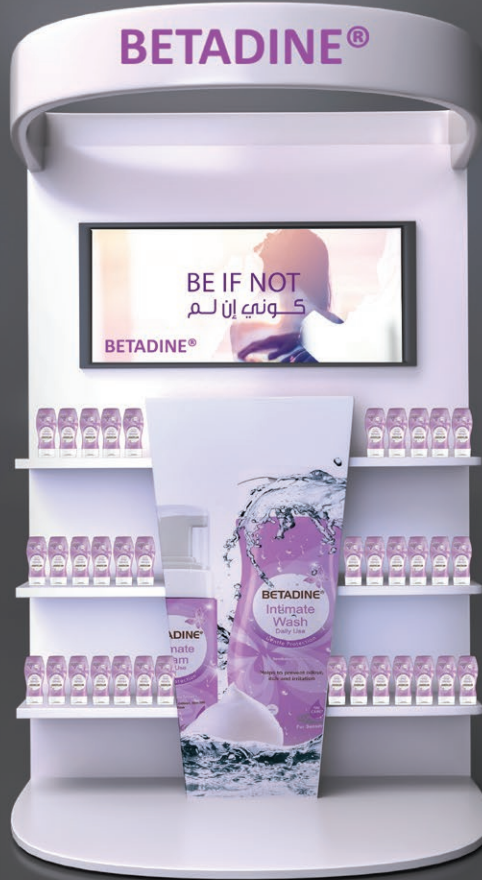


BETADINE

BETADINE®
Intimate Wash
Daily Use

5

وقاية من البكتيريا
ينعش المناطق الحساسة
يقضي على الرائحة والحكة
PH يوازن معدل ال
بدون اعراض جانبية



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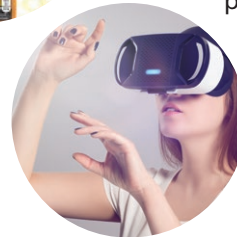
OPTION B



**MOTKAA
SEATING AREA FOR GIRLS TO
SET AND TALK**



photo booth branded photo



**ONE OF THE ACTIVITIES
INSIDE VR AND 3D GLASSES**



painting corner



MEDIA BACK DROP

UNIVERSITIES

| City | Location | # | Sessions | Con./Ses | Succ | Total Contact | Total Succ |
|--------------|------------------|---|--------------------|----------|------|---------------|--------------|
| Riydh | Nourah | 1 | 2 | 5500 | 2400 | 11000 | 4800 |
| | King Saud | 1 | 2 | 3500 | 1500 | 7000 | 3000 |
| | Imam | 1 | 2 | 4500 | 2000 | 9000 | 4000 |
| | Prince Sultan | 1 | 2 | 1500 | 750 | 3000 | 1500 |
| | Al Yammama | 1 | 2 | 2000 | 1200 | 4000 | 2400 |
| | Al Farabi | 1 | 2 | 700 | 400 | 1400 | 800 |
| Jeddah | King Abdulaziz | 1 | 2 | 3500 | 1250 | 7000 | 2500 |
| | AOU | 1 | 2 | 1000 | 600 | 2000 | 1200 |
| | King Abdullah IT | 1 | 2 | 2000 | 1200 | 4000 | 2400 |
| Estran | King Faisal | 1 | 2 | 3500 | 1500 | 7000 | 3000 |
| | Prince Mohammad | 1 | 2 | 2900 | 1500 | 5800 | 3000 |
| Total | | | 22 sessions | | | 61200 | 28600 |

UNIVERSITIES

Number of places: 11 universities within 3 months

RUH: 6 plces Nourah - King Saud - Imam - Al Farabi - Prince Sultan - Al Yamama

JED: 3 places King Abdulaziz - Um Al Qura - King Abdullah IT

ESTREN: 2 King Faisal - Prince Mohammed

Number of sessions: Ruh 12 - Jed 6 - Est. 4 total of 22 sessions

Mechnices:

Option A Moveable SPA

Option B Moutakha Betadine which are branded and has two activities (cafe serving all the day - back drop photo booth and they can take their photos - painting corner to discaip what they will be

OPTION A



HORECA

Type of HORECA: Coffee Shops, Women offices, Amusement parks and Food complexes

Number of places: 300 locations within 3 months

RUH: %33

JED: %50

ESTREN: %17

Number of expected contacts 3 month: 100/day total for all cities 200,000 contacts

Number of sessions: 1080 session all cities / 3 month

Mechnices:

Distributing flyers with free sample after they engage with an IPAD Game that they should run and to reach the goal and collect 100 point to win

FLYER + IPAD GAME



BATHROOM BRANDING



VENDING MACHINE



BATHROOM VENDING

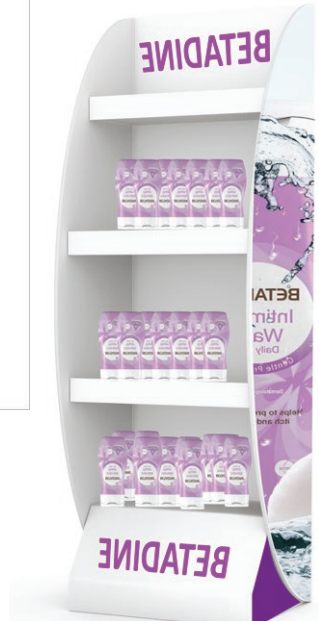


COMPOUND VENDING

BRANDING MATERIALS



TRADE ENGAGEMENT



The background of the image is a soft, light pink color, filled with numerous delicate, translucent cherry blossom petals. The petals are scattered across the frame, some appearing larger and more detailed, while others are smaller and more ethereal, creating a sense of gentle movement and softness. The overall aesthetic is clean, romantic, and celebratory.

THANKS