

Boecker®

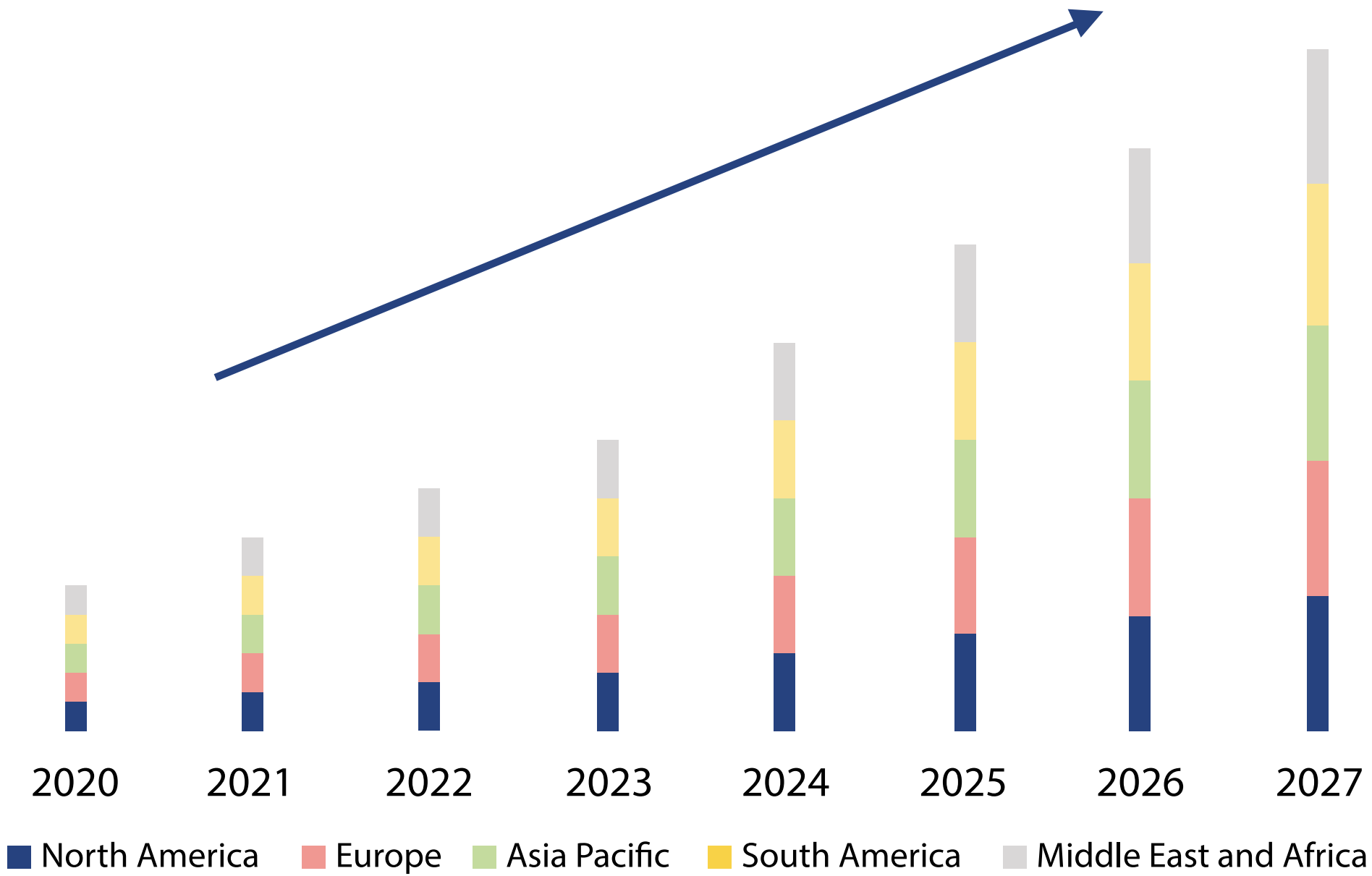
KSA

Introduction

- Boecker is a leader in public health services offering services and products within three major segments of Pest Management, Food Safety and Germ Control.
- The extensive presence of Boecker in the Middle East placed it as a global player having strong strategic partnerships with the world's most renowned research centers.
- Boecker's high quality and unique services allow clients to live with no doubts and be extremely satisfied with the leading quality of products and systems.

Global Pest Control Market

Expected to account for **20.56\$** billion by **2027**



Competitors

Pest Control

- Eastern Alliance
- Entotox
- Initial Saudi Group
- Trap
- Ghina
- Al Hoty

Pest & Hygiene

- Rentokil
- Dougra
- Degree Primero
- Five Moons

Disinfection & Hygiene

- Sanondaf
- EPSCO
- Mace

New Objectives



Increase public's awareness of Boecker's identity and services to attract new customers



Audience that will build new B2C, and acquire new market share



Reflect the brands persona and premium quality



Collect consumer information for stronger effective communication

New Outcomes



Better and increased traffic



Enhanced communication



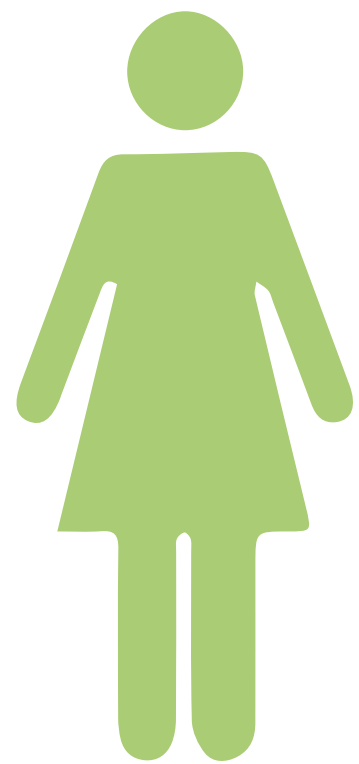
Optimized online presence



Increased brand awareness among the public

Target Audience

B2C age demographic
19 - 45



First responders to household issues

Concern for safety of children is high

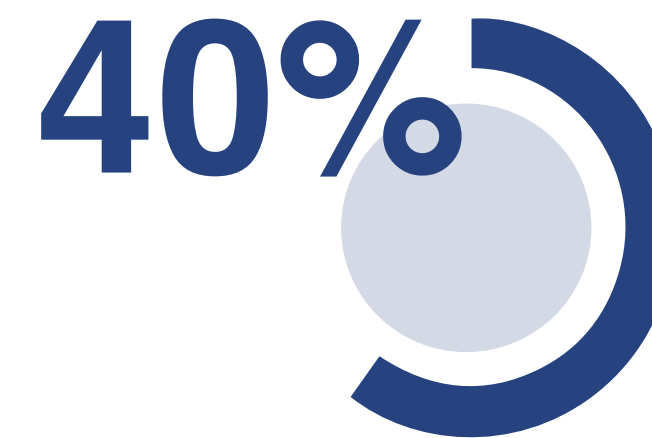


B2C age demographic
19 - 45



Willing to provide household needs

Higher exposure to various environments



Online Engagement

Utilizing online platforms as a communication channel driving traffic and engagement towards the activation sites.

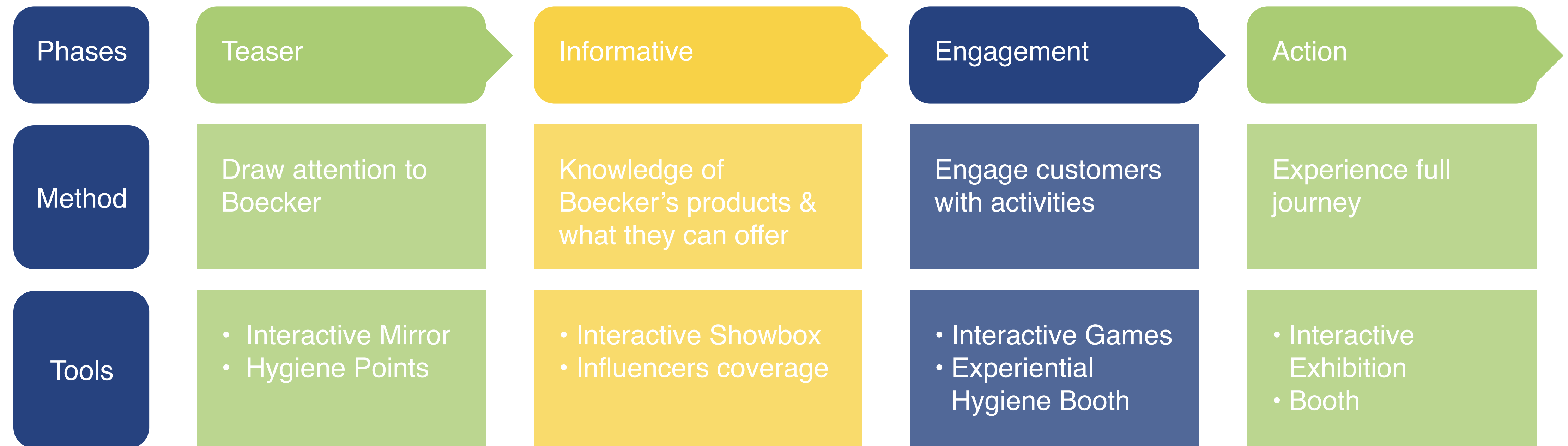
Creating online engagement allow:

better understanding of audience

track of behavioral shifts

facilitates a personalized way to reach the new data base

Online Engagement



Methodology

Experiential Marketing

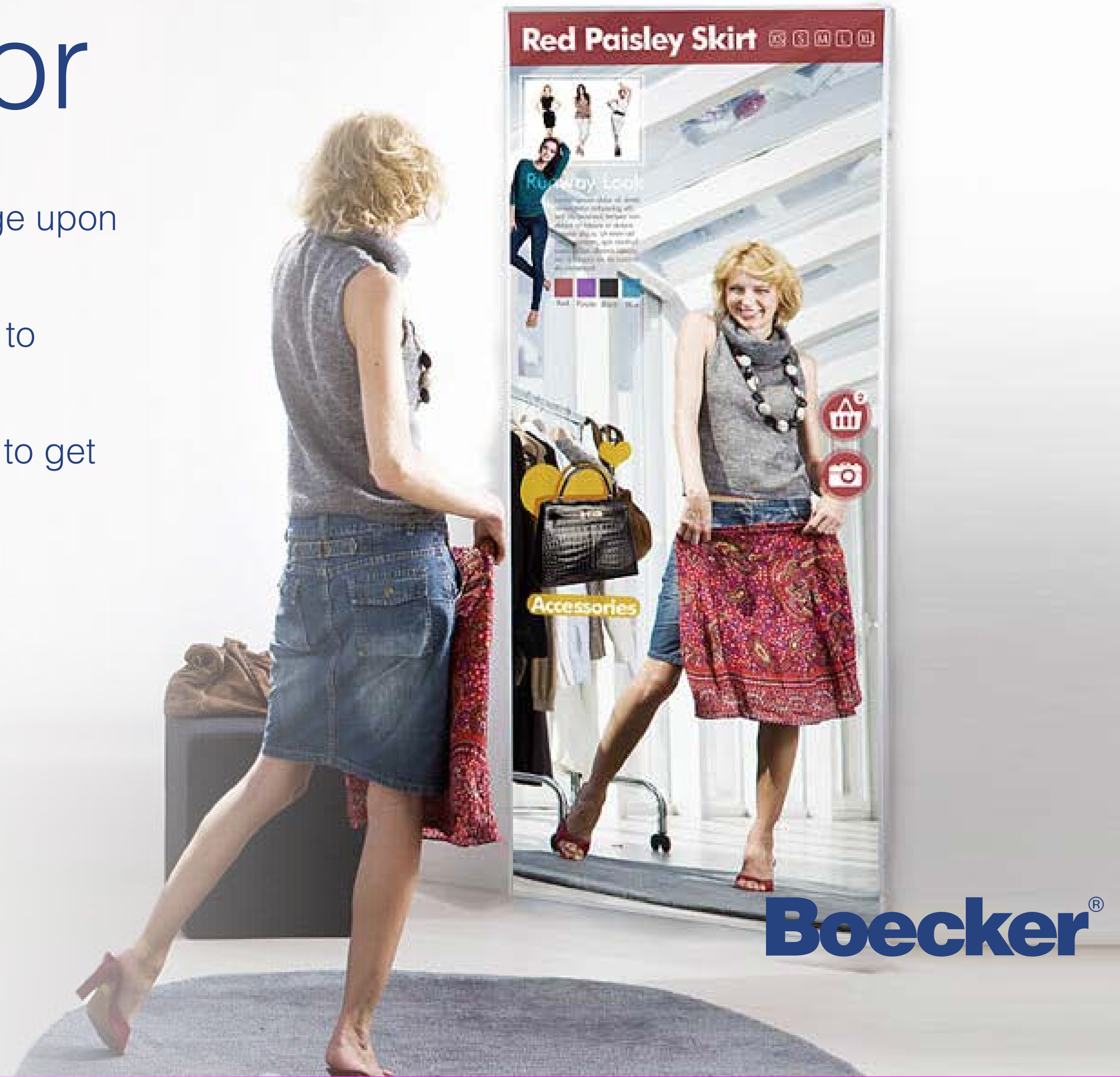
- Positive brand perception
- Tangible experiences creating stronger bonds between people and products
- A long-lasting impression



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Interactive Mirror

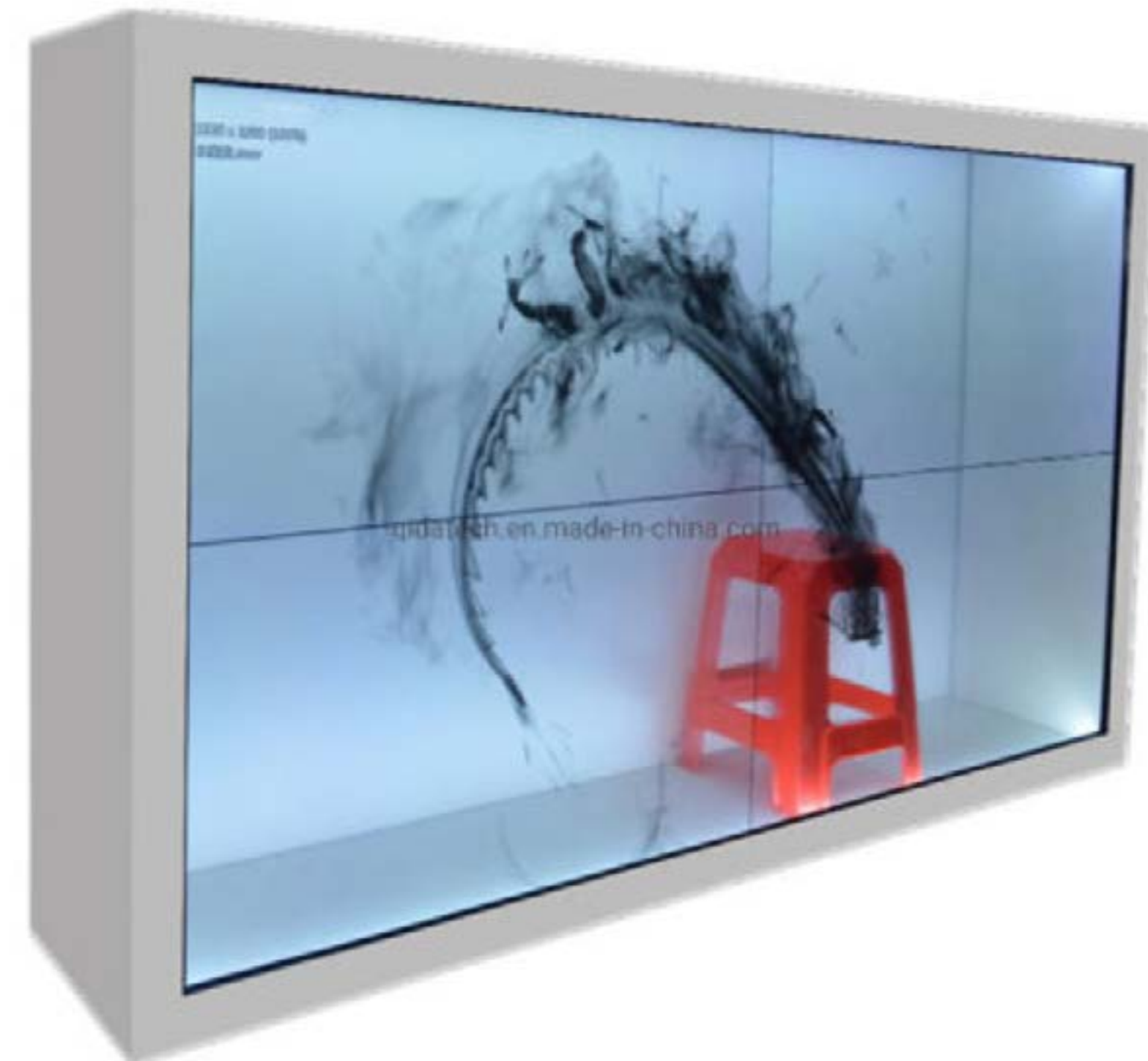
- Interactive mirror with sensors displaying a message upon motion detection.
- A sound message about sanitization will be played to catch audience's attention.
- Customers can pose for a picture & scan QR code to get picture on the phone.
- Pictures will be branded by Boecker.



Transparent Showbox

- Transparent showbox displaying Boecker's disinfectant product.
- Display message about Boecker.
- QR code at the end redirecting to a purchase platform or filling information to win a prize.

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Interactive Games – Video

- Interactive video displaying various scenarios to complete a journey.
- Each wrong scenario will rewind until the right decision is taken.
- It educates the audience on taking the right steps to live in a healthy environment.
- The link of the interactive video game is accessed from online platforms.

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Interactive Games – AR

- Augmented Reality (AR) catch game for Boecker's products.
- Fosters user engagement and brand exposure.
- The AR game is integrated with Instagram & Facebook's application cameras for an efficient access.

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Boecker's Booth

- Small sized booth with an interactive screen.
- Intrigue audience to step forward and have a digital experience about Boecker.
- Ask question about products & services to hand out branded prizes and collect personal information.
- Pictures taken at branded photobooth.



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Hygiene Point

- Sponsoring sanitizing points at malls across the Kingdom by Boecker will help in positioning Boecker as a premium brand controlling the spread of the virus.
- Sanitization points can be on a small scale or a larger scale with Boecker's branding to gain more attention.



Experiential Hygiene Booth

- Not your average hygiene booth, step inside the booth and wait while your sanitization is being uploaded, step out when the sign says “loaded”!
- The special effects in the hygiene booth such as black light and futuristic sound effects will create a unique experience and sense of comfort to visitors being safe and following the precautionary measures.



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Interactive Exhibition

A motion sensory digital-gaming exhibition that allows mallgoers a fun and engaging experience while also getting education on who and what the brand is about.



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Interactive Exhibition

A show-stopping booth with a variety of games offering different experiences, all under a theme that revolves around getting rid of pests, by target -shooting, waving, pushing away pests and others.



Interactive Exhibition

- Visitors can dress up with a sanitized suit as “bug busters”
- Enjoy a Boecker branded photo booth in the costumes and tools.
- Creatively made to capture audience’s attention with Boacker’s logo being prominent but not intrusive to the experience.



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Influencers

Sanitizing influencer's houses and coverage of the professionalism and all the precautions Boecker took for sterilized homes and a safer environment



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Brand Advocacy



Utilizing the data base to enhance customer engagement experience to develop brand advocates.



A brand advocate program allows spread of WOM and higher reach.



Apply a system to identify and segregate customers based on their personal information.



Brand advocates receiving customizable prizes/deals depending on for a personalized experience.

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