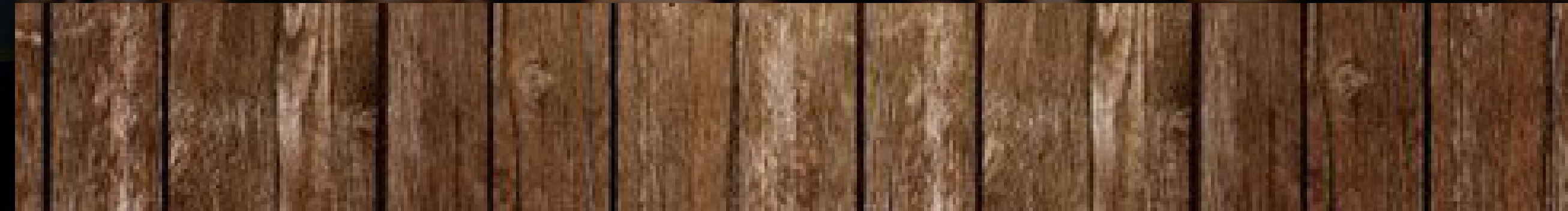


Marketing Campaign



What is **Kif Al Mosafer**

Kif Al Mosafer is an instant Arabic coffee representing the glory of Arab's hospitality with a special taste and fragrance.

The delicacy in its preparation and golden color infused with various flavors including cardamom, saffron, ginger and cloves made it the first instant Arabic coffee winner of the ISO prize.

Kif Al Mosafer is one of the pioneering brands for instant Arabic coffee. The brand has gained popularity for its quality authentic taste, and multiple flavors.



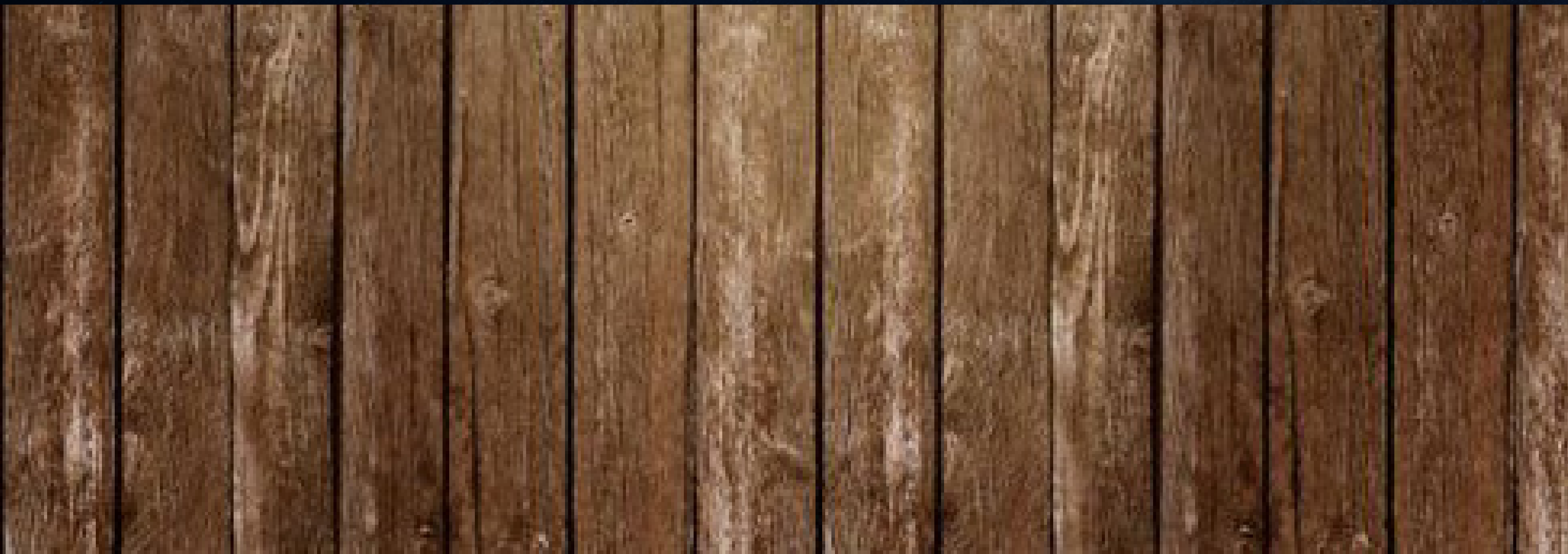
Market Study

- The coffee market in the Middle East is fast growing with a **9.6%** annual growth rate.
- Arabic coffee consumption is a social norm & an essential part of hospitality for every occasion in the Saudi culture having **94.6%** of Saudis drinking Arabic coffee.



Market **Study**

- Saudi families drink Arabic coffee **1–2 times** daily and most of them drink coffee after Maghreb prayer.
- It could reach an average of **3 -5 cups** a day due to social & cultural trends
- Among different types of coffee consumed, the prevalence of Arabic coffee consumption is **68.9%**



Market Study

Coffee Type	Arabic	American	Mocha	Cappuccino	Latte	Turkish	Espresso	Frappuccino	Other
Coffee intake (yes)	641 (68.9)	192 (20.6)	287 (30.9)	345 (37.1)	203 (21.8)	161 (17.3)	91 (9.8)	111 (11.9)	61 (6.6)
Mean cup intake	4.8 ± 2.8	3.1 ± 2.6	2.0 ± 1.6	2.4 ± 1.9	2.6 ± 2.3	3.0 ± 3.0	2.4 ± 2.2	2.0 ± 2.0	2.9 ± 2.5
Cup size									
Small	387 (60.3)	89 (46.3)	128 (44.6)	141 (40.9)	86 (42.4)	148 (82.4)	75 (82.4)	51 (46.0)	20 (32.9)
Medium	129 (20.1)	75 (39.1)	128 (44.6)	181 (52.5)	106 (52.2)	13 (17.6)	16 (17.6)	50 (45.0)	34 (55.7)
Large	73 (11.4)	24 (12.5)	22 (7.7)	21 (6.0)	10 (4.9)	0 (0.0)	0 (0.0)	8 (7.2)	6 (9.8)
Extra large	26 (4.1)	4 (2.1)	4 (1.4)	2 (0.6)	1 (0.5)	0 (0.0)	0 (0.0)	2 (1.8)	1 (1.6)
Others	26 (4.1)	0 (0.0)	5 (1.7)		0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
Caffeine content									
Decaffeinated	35 (5.4)	7 (3.8)	24 (8.2)	12 (3.5)	19 (9.1)	11 (6.5)	7 (7.6)	10 (9.3)	10 (16.4)
With caffeine	606 (94.6)	185 (96.2)	263 (91.8)	333 (96.5)	184 (90.9)	150 (93.5)	84 (92.4)	101 (90.7)	51 (83.6)

Kif Al Mosafer in The Market

- Kif Al Mosafer has increased penetration having a growth of **15.7%** and a share of **26.9**
- Major Competitors are:
 - Baja
 - Nescafe Arabiana
 - Al-Khair
 - Thouq
 - Kaif Al Shioukh

NESCAFÉ®

أرابيانا

baja
باجة



Indirect Competitors

Most coffee shops in KSA serve Arabic coffee and specialized Arabic coffee shops are spread throughout the kingdom such as:

- Coffee Address
- Fakher Al Kaif
- Diwaneyat Al-Nakheel
- Dallat Al-Yarmuk



Indirect Competitors (Ready Dallas)

- Surround
- Anoosh
- Sugar Sprinkles
- Cookies N Cream
- Dip N Dip
- SY Café
- Can Café
- Karak Habitat



موطن الكرك
Karak Habitat

Value Proposition

Product

Benefits

- Saves Time
- Easily transported & prepared anywhere
- No additives

Features

- Instant Powder
- Easy preparation
- Different size packs
- Cups
- Multiple flavors
- 100% national product

Experience

- Physical Thriving
- Relatedness
- Authentic taste



Customer

Social Environment

Wants

Having a break and enjoying a cup of Arabic coffee

Fears

Inspiration, Productivity, sense of belonging

Needs

Inspiration, Productivity, sense of belonging

Existing Campaigns

- Existing brands & competitors have been reaching consumers with a “why not” attitude to encourage Saudis on using instant Arabic coffee rather than make their own.
- Main methods are through extensive trade, promotions and informative campaigns.
- Insight
- There’s a gap of engagement plans and campaigns which Kif Al Mosafer can take advantage of to build an emotional link thus a strong brand positioning

why not



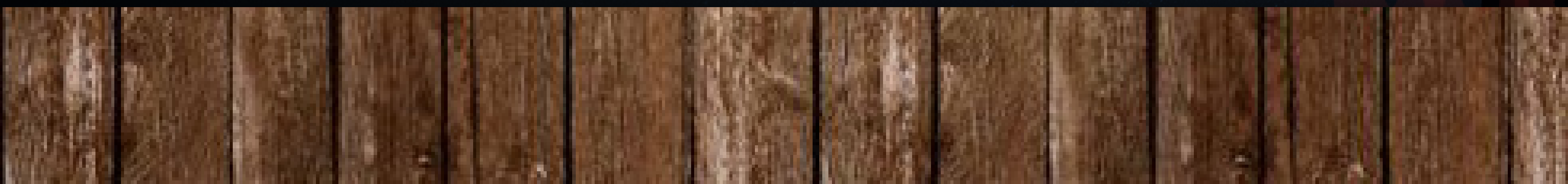
Objectives

- Effective communication between the brand and consumers
- Build a stronger connection with consumers by making the brand more relevant to consumers
- Distinguish the brand among other competitors in the market.
- Improve sales
- Improve brand positioning within consumers and build competitive advantage



Target Audience

This campaign is targeting Saudis in the main cities of KSA who's age range is between **20 – 50** years old having a busy lifestyle.



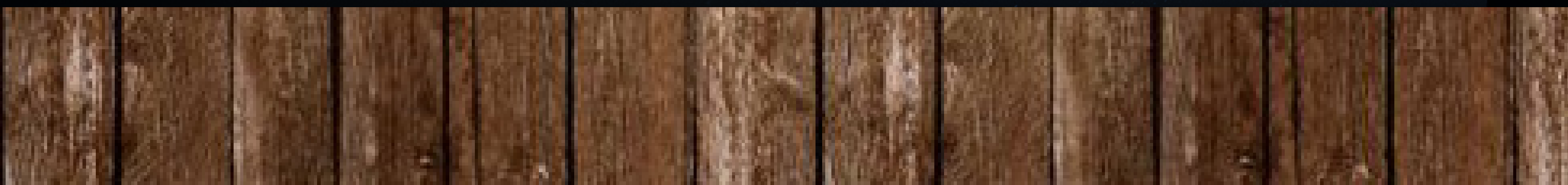
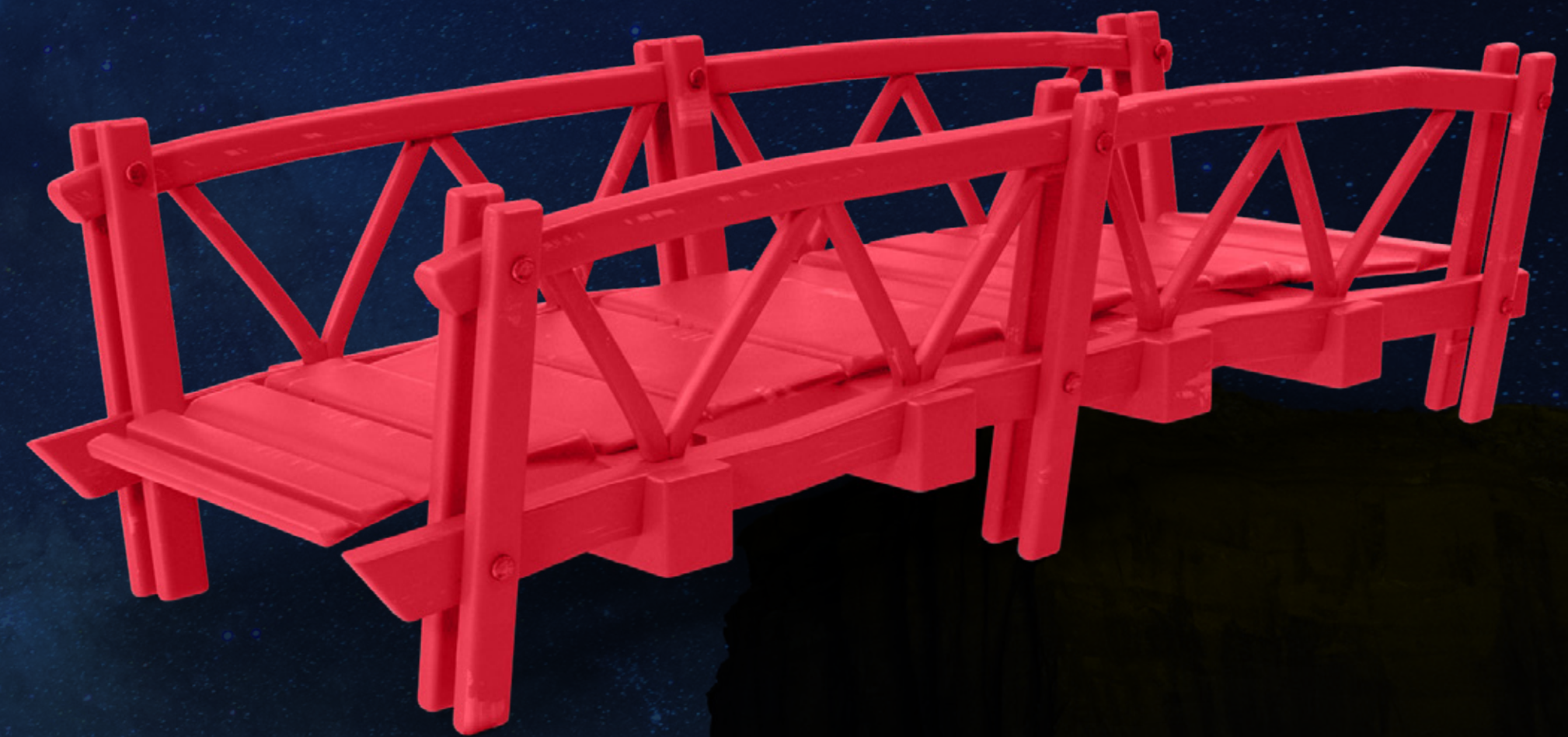
Message

- Kif Al Mosafer is more than just an instant coffee.
- It is an instant break. An instant joy. An instant mood. Anywhere, anytime.
- Kif Al Mosafer is with you on your journey.



Method

- Real-life relatable online campaigns of real people (humanizing the brand) to create an emotional connection with the brand.
- Engagement activities that make consumers buy more, promote more, and demonstrate more loyalty.
- Pull strategy by telling stories, driving conversations, and addressing the audience's needs and interests.
- Influencers to increase the campaign's reach.



Social Media Tools

Photo & Video sharing Platforms:

- Instagram
- Snapchat

Type: Visual media into posts, interactive stories, challenges, videos, promoted videos and posts

- Microblogging Platform:
- Twitter

Type: Short messages, questions & answers, challenges, GIFs, customer care, promoted tweets & trends



Who is **the Mosafer**?

Revealing the story of the Mosafer themselves
within Kif Al-Mosafer

The mosafer is a diverse brand storytelling used
to connect the brand to customers with using the
hashtag of the campaign

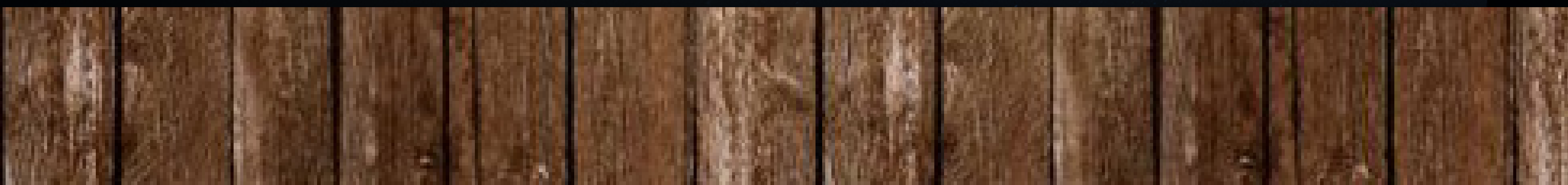
#مع_الكيف



- The main goal is to have a clear visualization of who is Kif Al-Mosafer convenient to and in various settings considering the shift to a busy culture in KSA in order for the audience to easily link the brand with their daily activities.
- Linking Kif Al-Mosafer to not just a traveler, it is to any person that is “on-the-go” from leaving to work to hosting an occasion for friends and everything in between.
- Whether it is an employee, CEO, working mom, nurse, doctor, student, traveler, and even a friends’ gathering, Kif Al-Mosafer is the most convenient way to have a high-quality instant Arabic coffee.

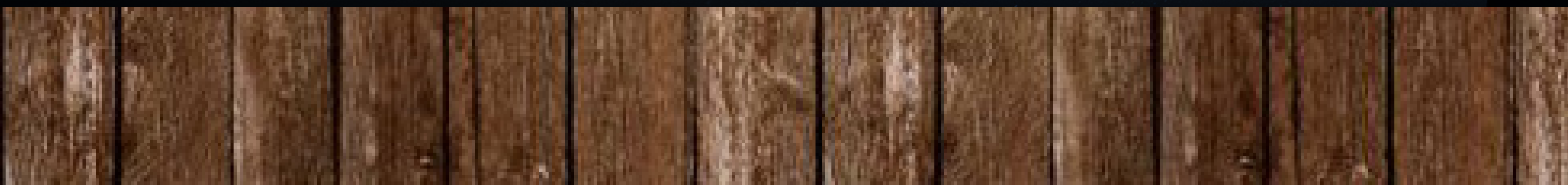


- The occasion for which the main hashtag **#مع_الكيف** will be emphasized upon.
- For example: in a field trip the trending hashtag would be **#رحلتك_مع_الكيف**
- Or for the morning ritual it would be **#صباحك_مع_الكيف**
- It builds relatable day-to-day stories with the audience to interact with and relate it to their personal lives and routines.
- It shows that all Saudis, despite their different backgrounds or habits, are connected with this cultural norm that is convenient and easily prepared.
- The Saudi tradition is kept alive with a modern twist.



Online Campaign

- Main online campaign is a series of images of real people in different scenarios
- Effective way to reach the audience since faces build emotions, without real people, a lack of an emotional connection takes place opposing the main goal
- Sensory marketing with sight is emphasized on to uplift their social media guidelines & content
- Each series of images on scenarios will be followed by an engagement activity in the form of competition.



Online Campaign

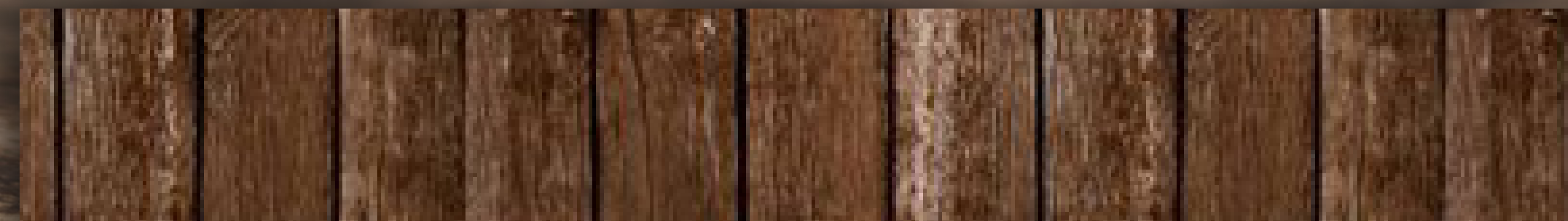
- Female's face image in a friends' gathering setting sipping on cups of **Kif Al-Mosafer** instant Arabic coffee.
- Instagram & Twitter Post

#جمعتك_مع_الكيف



Engagement Activity

To activate the hashtag and gain better interaction, the post will be followed by a challenge for followers to share their gatherings with **Kif Al Mosafer** and the best picture of relative theme will be announced.



Online Campaign

Male's face image in a busy office setting with **Kif Al-Mosafer** instant Arabic coffee.

- Instagram & Twitter Post

#دوامك_مع_الكيف



Engagement **Activity**

- The post will be followed by a challenge for followers to share their day at work with **Kif Al Mosafer** and the best picture of relative theme will be announced.



Online Campaign

Female's face image in a meeting setting with **Kif Al-Mosafer** instant Arabic coffee.

- Instagram Post

#شغلك_مع_الكيف



Online Campaign

Female's & Male's face image holding a baby
at home preparing **Kif Al-Mosafer**
instant Arabic coffee.

- Instagram & Twitter Post

#يومك_مع_الكيف



Online Campaign

Nurse's face image with
Kif Al-Mosafer instant Arabic coffee.

• Instagram & Twitter Post

#حمايتنا_مع_الكيف



Online Campaign

Student's face image with
Kif Al-Mosafer instant Arabic coffee..

- Instagram & Twitter Post

#دراستك_مع_الكيف



Engagement **Activity**

The post will be followed by a challenge for followers to share their classes and studies with **Kif Al Mosafer** and the best picture of relative theme will be announced.



Online Campaign

Male's face image in a comfortable setting preparing **Kif Al-Mosafer** instant Arabic coffee.

- Instagram & Twitter Post

#عطلتك_مع_الكيف



Online Campaign

Family's face image in a desert with
Kif Al-Mosafer instant Arabic coffee.

• Instagram & Twitter Post

#رحلتك_مع_الكيف



Engagement **Activity**

The post will be followed by a challenge for followers to share their field trip day with **Kif Al Mosafer** and the best picture of relative theme will be announced.



Online Campaign

An old female's face image in a big family gathering preparing **Kif Al-Mosafer** instant Arabic coffee.

- Instagram & Twitter Post

#أصولك_مع_الكيف



Online Campaign

Ad on social media: Video on the ease of preparation of Kif Al Mosafer's instant Arabic coffee

- Focus on having 3 steps easy version vs "backstage" version in a split screen
- First step of easy version is boiling water vs the backstage version of gathering the perfect coffee beans and roasting them

- Second step of easy version is adding the pack's powder over a hot cup of water vs the backstage version of grinding the roasted coffee beans and other flavors such as cardamom and boiling them
- Third step of stirring the cup & enjoying the coffee vs filtering the coffee from solid residuals using a strainer

To emphasize on the ease and quickness of Kif Al Mosafer's instant Arabic coffee.

#قهوتك_مع_الكيف

Brand Advocacy

For each of the previous pictures/videos shared by the consumers activating the hashtag, **Keif Al Mosafer** will have giveaways and have one post on Instagram for the grand winner of best picture took by the consumer.

Giveaway idea: electric dallah, a number of kif al mosafer coffee packs and cups.



Second Phase Arabic Coffee Spices Mix

- The other product to be highlighted in the campaign after the instant Arabic coffee is the Arabic Coffee spices mix.
- It is a time saving product whereby a few spoons are added to the coffee enriching its flavor and taste.
- Its various sizes make it convenient to be made easily brought and made at every place.



Online Campaign

Emphasis on the Arabic coffee spices mix is convenient for big gatherings even away from home.



Online Campaign

Traditional theme with a modern Arabic coffee preparation.

#دائماً_مع_الكيف



Online Campaign

University themed with the Arabic coffee spices mix.

#محاضرتك_مع_الكيف



Online Campaign

Transformation of the spices to a ready-to-serve Arabic coffee with maintaining the high quality.

#مع_الكيف



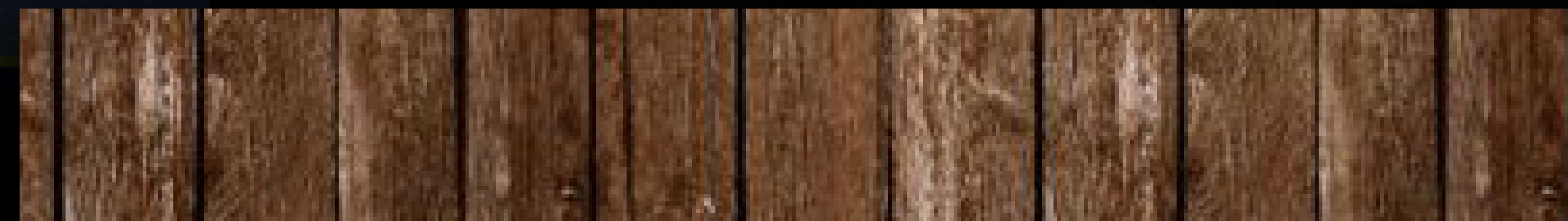
Online Campaign

Trip theme indicating **Kif Al Mosafer** is an essential element.



Online Campaign

Indication of a strong connection between the **Kif Al Mosafer** Arabic coffee to Saudi's traditions within all ages.



Online Campaign

Focus on native advertisements to have a better appeal and not disrupt the user experience, adding the advertisement while blending in with other posts

Twitter: Highlight the branding & packaging in the sense of posts to position the brand's identity

Twitter: Interactive post asking audience sharing a short video of their Kif Al Mosafer coffee with music or their favorite poetry.



Online Campaign

- Snapchat: create a filter & lense to get the look and feel of kif al mosafer
- Ad on Social media platforms: Short video on several scenarios with Kif Al Mosafer
- According to Twitter, 95% of the message is retained by viewers through videos.
- Use of GIFs for informing on each of Kif Al-Mosafer's distinctive flavors.



Online Campaign

Engagement questions on Twitter/
Instagram Story polls:

o **What is your favorite flavor of Kif Al-Mosafer?**

- Cardamom
- Ginger
- Zaafaran
- Cloves

o **When does Kif Al Mosafer hit you best?**

- Morning
- Afternoon
- Evening
- Anytime, All the Time

o **What do you enjoy Kif Al Mosafer with?**

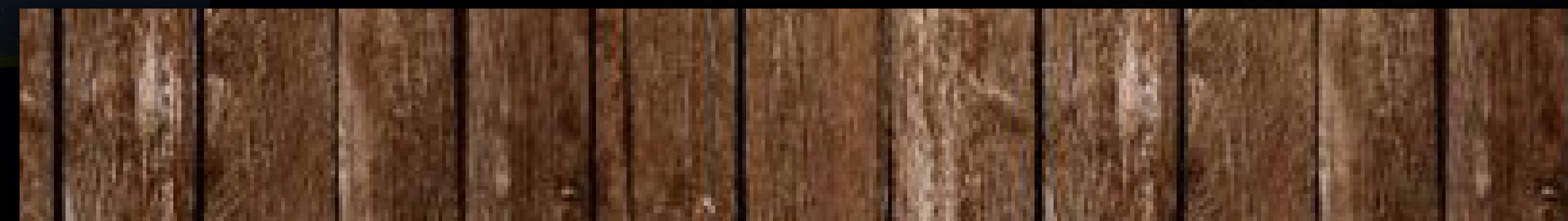
- Dates
- Sweets
- Family & Friends

Influencers

To promote the brand within influencers who have an engaged and choice trusting audience.

Those can vary from amateur cooks, fashionistas, lifestyle influencers both male and female. Such as

- Hind Abu Haimed
- Maysa Mohammad
- Shurug AlNahdi
- Bin Gasem
- Lama AlAkeel
- Hanuf Talal
- Faisal Bin Zarah



Influencers

Sending the selected influencers a unique package for Kif Al Mosafer in the form of a small travel kit including a Dalla, 4 small coffee cups, dates, and packs of Kif Al Mosafer instant Arabic coffee.

It is to be advertised on their social media platforms and reposted by Kif Al Mosafer on snapchat, Instagram highlight, and Twitter.



Offline Campaign

The goal is constant bombarding of the brand to consumers.

The audience will then connect with the brand name, be aware of its appeal, and try the taste themselves.

This method will give the audience an assurance of Kif Al Mosafer's delicious taste and put an end to their skepticism about the instant Arabic coffee.

It activates the method of sensory marketing with touch, scent and taste.

***Mall Activation: Nakheel Mall, Riyadh Park, Riyadh Gallery, Mall of Arabia, Red Sea Mall, Aziz Mall, Al Dhahran Mall, Othaim Mall, Al Rashid Mall**



Offline Campaign Mall Activation

- Assign Saudi promoters to best represent Saudi's traditions and culture serving Kif Al Mosafer instant Arabic coffee from dallas to cups upon shoppers' entry.
- They will be present at the mall's entrances to symbolize a warm, welcoming feeling with a hospitable treatment by serving Kif Al Mosafer.
- The malls' entrances to be branded by Kif Al Mosafer's

branding for the visual effect and positioning of colors.

*Mall Activation: Nakheel Mall, Riyadh Park, Riyadh Gallery, Mall of Arabia, Red Sea Mall, Aziz Mall, Al Dhahran Mall, Othaim Mall, Al Rashid Mall



Offline Campaign

- The same concept to be adapted at KKIA's domestic terminal (5) to welcome a larger pool of audience and link the act of serving Arabic coffee to Kif Al Mosafer.
- Each shopper will be given a branded card written on it

حياكم في أي وقت
#مع_الكيف

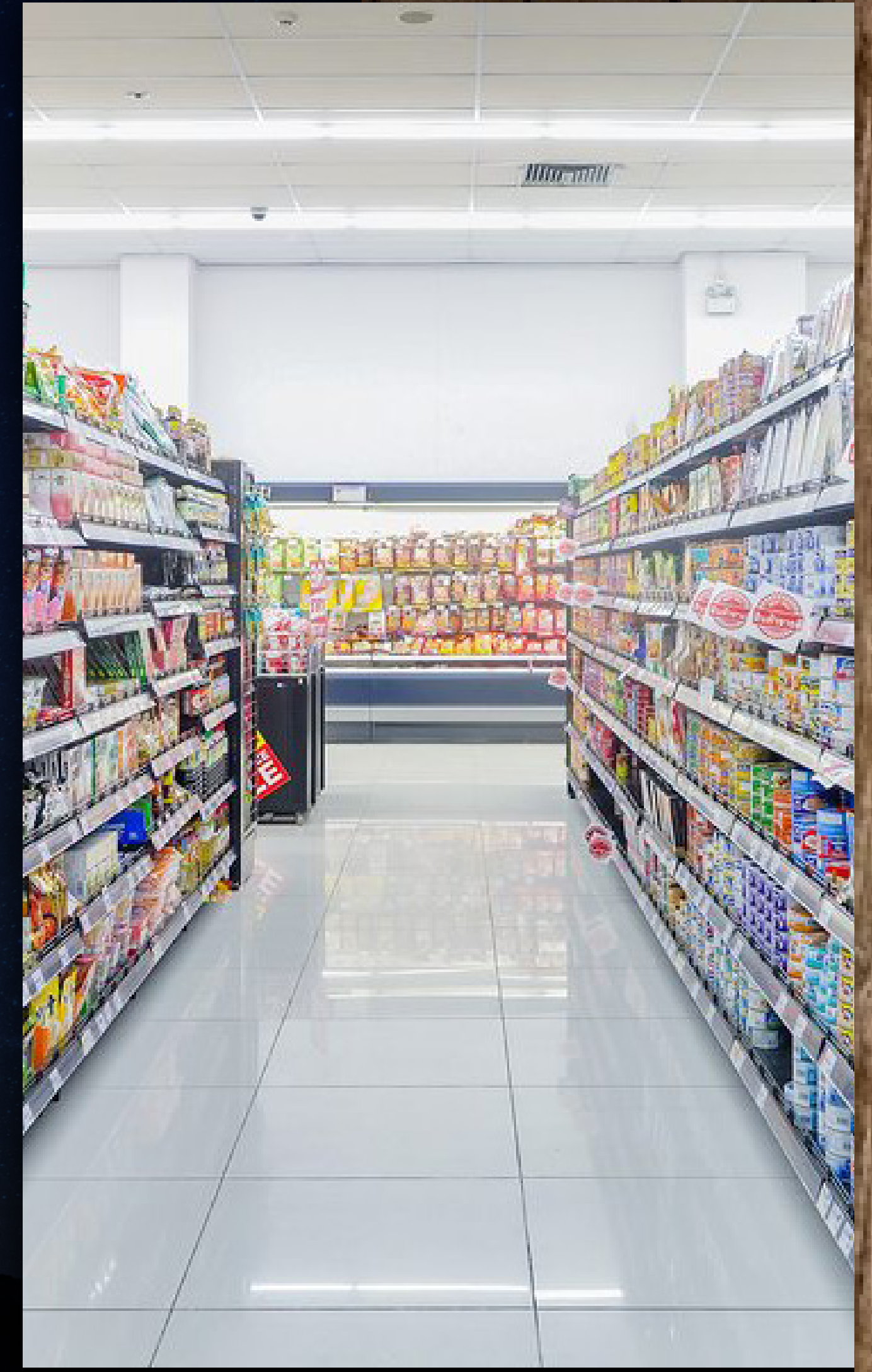


Offline Campaign

Hypermarket Sampling

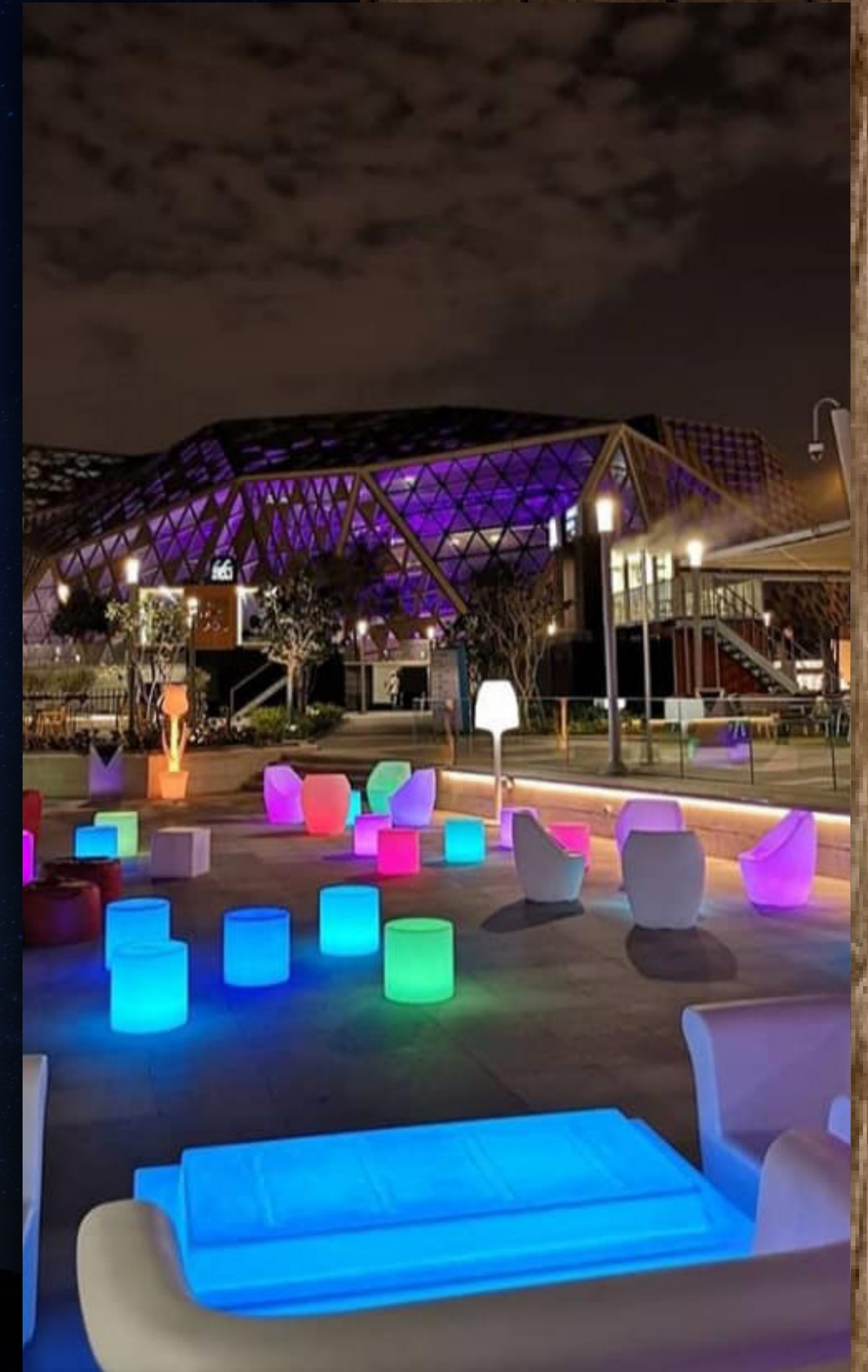
Stalls in supermarkets offering sample cups using Kif Al Mosafer Arabic coffee spices mix.

Elegantly yet traditional stalls near coffee aisles attracting the shoppers by a warm welcome and the aromatic smell of the coffee served.



Events

- Participate in occurring events during the winter season in Saudi including Riyadh Oasis & The 303 KAFD
- Be a part of AlUla exploration and immerse the Arabic coffee serving during the historical sites trips, winter park, and during the Rawi's storytelling.
- Diriyah's UNESCO site of Al Turaif & picnic areas in Wadi Hanifah.
- AlKhobar waterfront & King Abdulaziz Center for World Culture in Dammam.
- Tayebat City & Jeddah Shopping Festival



Offline Campaign

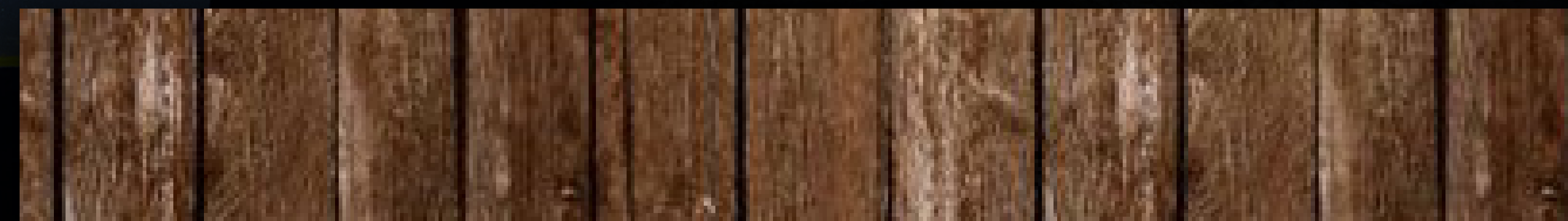
- **75%** of shoppers prefer to feel a product
- Positive experience leads to positive word of mouth all thanks to customer's sense of taste.
- The aromatic scent of the Arabic coffee from Kif Al Mosafer will tie the customer to the branded smell experience and affect their behavior.



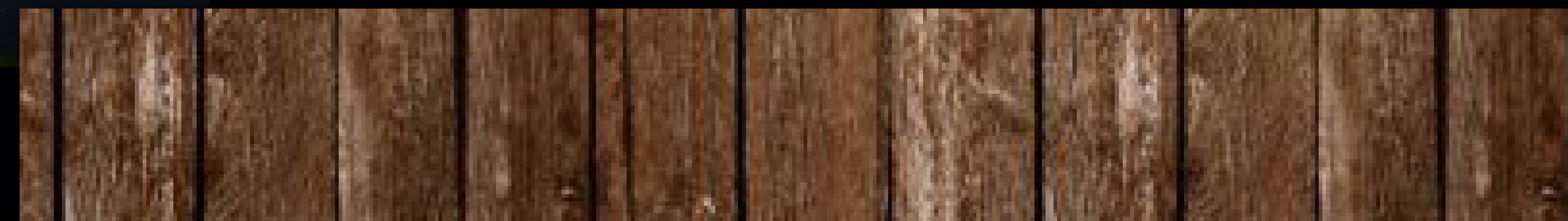
International Coffee & Chocolate Exhibition



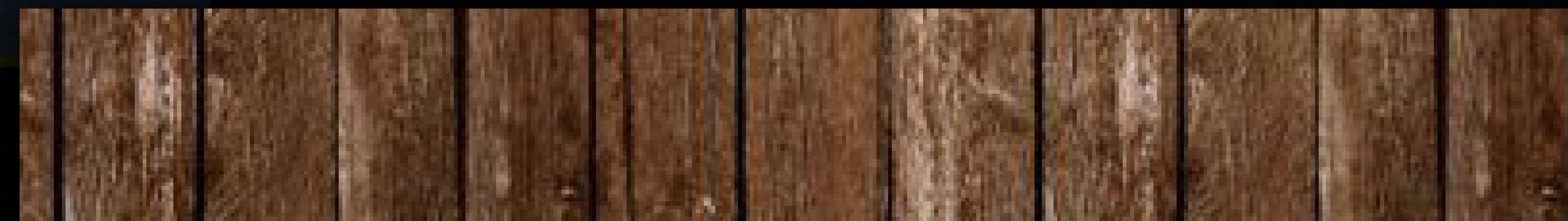
International Coffee & Chocolate Exhibition



International Coffee & Chocolate Exhibition



International Coffee & Chocolate Exhibition



Timeline

SEG	ITEM 2021	Q1					Q2	
		JAN	FEB	MAR	APR	MAY		
Online	Preparation	•						
	Pre- lunch awareness of مع الكيف		•					
	campaign kickoff with first of series			•				
	2nd series				•			
	3rd series						•	
Offline	Mall Activation			•	•		•	
	Coffee Exhibition			•				
	Hupermarket Activation			•	•		•	



Thanks