

Mad Tomato Agency Profile

2022

MAD
TOMATO
AGENCY

Ü **B**
BRANDING

About Mad Tomato |

Mad Tomato an award-winning full-service Marketing and Communication Agency that has been empowering some of the Kingdom's biggest brands since 2013. Our brand reflects creativity and innovation in its services and outcomes while taking the business aspects and goals of the served entities into consideration with deep analysis and market understanding.

The agency covers a full spectrum of creative communication, with a team of creative innovators. Mad Tomato is a diverse agency with vast resources on multiple fronts, with our departments/sister companies (UB, Hero & Yaqoot) offering creative, content, marketing and production communication services. The group of companies aims to stand out as a conglomerate of creative arms offering diverse forms of solutions in the arena of advertising, branding, production and kids content.

Vision & Mission |

Vision:

To become the biggest integrated Marketing group providing creative communication solutions to our client in the region.

Mission:

We strive to help our clients define marketing messages, and develop optimal creative solutions to reach their clients, employees, and related groups to achieve their objectives. We rely on key partnerships in a productive long-term relationship. We aim to provide our services through a dedicated team of diverse talents.

Creativity, commitment, and quality to the highest industry standards constitute the core values through which we formulate our specialized services.



List of Services |

- Development of communication strategies and plans.
- Development of campaigns strategies and planning.
- Development of creative content and solutions.
- Branding.
- Production.
- Specialized kids' content through Yaqoot.

Out Partners



Case Studies



Click on the picture to watch the video



Click on the picture to watch the video



Background:

Monshaat was established in 2016 to organize, support, develop, and sponsor the SME sector in accordance with best global practices.

Project Type

Annual Creative Retainer

Details

Development of multiple creative materials through out the year for external and internal uses such as videos, designs, infographics, GIFs and Motion Graphics.



مركز الامتياز التجاري



Click on the picture to watch the video

Background:

Monshaat was established in 2016 to organize, support, develop, and sponsor the SME sector in accordance with best global practices.

Project Type

Campaign

The Challenge

raise awareness about the benefits and advantages of franchise against opening a new business.

منشآت

monsha'at

المركز الوطني للمنشآت الصغيرة والمتوسطة
National Center for Small and Medium Enterprises

مركز الامتياز التجاري



The Solution

Develop a dedicated awareness campaign

The Stages

Analysis of current situation

Fully understanding the service

Developing a campaign strategy

Developing a campaign concept

The Launch

The Results

Developed a campaign strategy

Created a campaign concept and slogan

Main Promotional Video

Success stories videos

A set of informative motiongraphics

Key Visuals

A set of illustrative infographics



Background:

The General Commission of Audiovisual Media (GCAM), is the government organization in charge of developing and regulating the entire audiovisual market and industry in the Kingdom of Saudi Arabia.

Project Type

Annual Creative Retainer

Details

Development of multiple creative materials for external and internal communication through out the year such as videos, designs, infographics, GIFs, space branding, reports, events coverages, and Motion Graphics.



Click on the picture to watch the video



Click on the picture to watch the video



SAR الخطوط الحديدية السعودية SAUDI ARABIA RAILWAYS



Background:

SAUDI ARABIA RAILWAYS was established in 2006. SAR is the enabler of railway industry and carries on the vision to build a sustainable passenger and cargo transport.

Project Type

One time project – Extended Campaign

Details

Development of multiple creative materials for external and internal communication through out the year such as videos, designs, infographics, GIFs, space branding, reports, events coverages, and Motion Graphics.



Click on the picture to watch the video

Background:

National Character Enhancement Program is one of vision 2030 programs, it aims to enhance the quality of life.

Project Type

One time project – unique project

Details

The scope of the project included:

- Data collection/surveys.
- Interviews with high profile stakeholders.
- Interactive workshops.
- Development of multimedia.



Background:

Tabadul was established in 2005 to operate a Kingdom-wide automated trade clearance facilitation system. Tabadul provides innovative e-solutions that enable the exchange of information, goods, and services across government and business.

The Challenge

Empower mother brand “Tabadul”

Maintain focus on their array of services such as “Fasah”





The Solution

Develop a full-fledged marketing and communication strategy
Communicate core values, mission and vision

The Stages

Analysis of current situation
Local & Intl. Benchmarking
Stakeholder Interviews/Workshops
On-site visits

The Results

Defined the roadmap for Tabadul and its sub-brands
Build & measured the baseline for Tabadul with competitors
More than 5 executive workshops to better understand and align the brand and strategy
Marketing Communication Strategy
Internal Communication Strategy
Brand Strategy



Click on the picture to watch the video

Background:

Saudi Ground Services Company is the national provider of ground-handling services to the aviation sector in the Kingdom. Providing essential services at 27 airports in the Kingdom.

The Challenge

Introducing a new Human Resource system
Roll out methodology and response procedure



The Solution

Develop a full-fledged internal campaign
Translate the new HR policies into digestible content

The Stages

Analysis of current situation
Stakeholder Interviews/Workshops
On-site visits
Employee Analysis
The Launch (convince)
Inform (relaying the HR messages and details)
Interact and respond

The Results

Developed a campaign strategy
Created a campaign concept and slogan
A keynote video
A set of motion graphic videos
Key Visuals
Illustrative infographics
Roll-out Plan

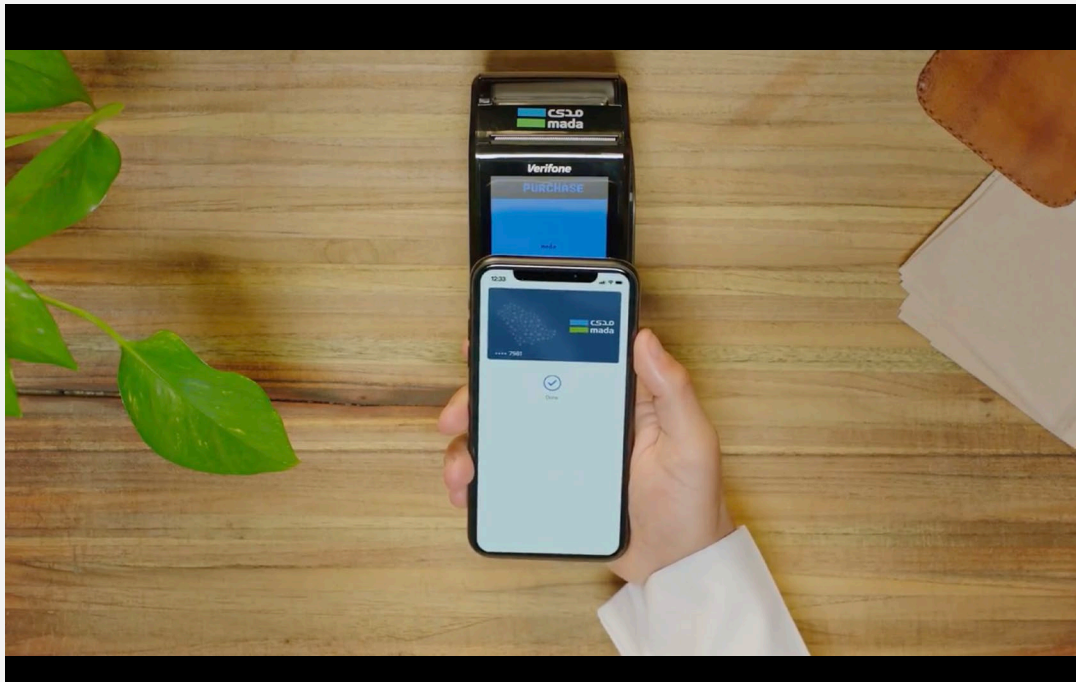


Background:

Saudi Payments was established with the mandate to develop a secure, interoperable national payment infrastructure, serving banks and Fintechs equally, and providing the required standardization to ensure all providers have a level playing field.

The Challenge

- Introduce ApplePay in the Kingdom
- Encourage users to use the application
- Showcase the ease of use
- Highlight the service benefits



Click on the picture to watch the video



The Solution

Develop a dedicated awareness campaign

The Stages

Analysis of current situation

Fully understanding the service

Developing a campaign strategy

Developing a campaign concept

The Launch

The Results?

Developed a campaign strategy

Created a campaign concept and slogan

Promotional Videos

A set of informative motiongraphics

Key Visuals

A set of illustrative infographics

البنوك السعودية
SAUDI BANKS

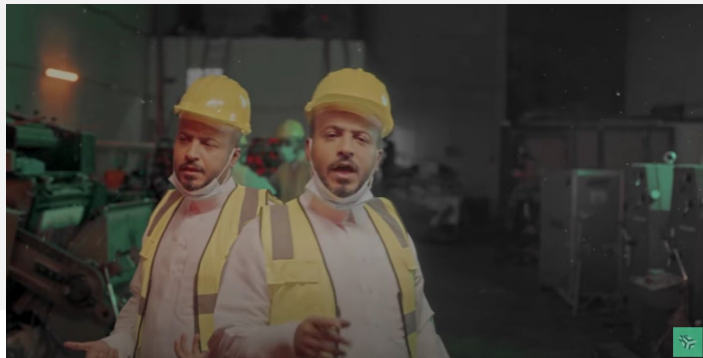


The Challenge

Highlighting initiatives dedicated to Small and Medium-sized enterprises in the face of the COVID-19 pandemic.

The Solution

Develop a dedicated awareness campaign



Click on the picture to watch the video

البنوك السعودية SAUDI BANKS



The Stages

Analysis of current situation
Fully understanding each initiative
Interview beneficiaries of the initiatives
Developing a campaign strategy
Developing a campaign concept
The Launch

The Results?

Developed a campaign strategy
Created a campaign concept and slogan
Main Video
Key Visuals
A set of illustrative infographics



Click on the picture to watch the video



Click on the picture to watch the video



Background:

Saudi Payments was established with the mandate to develop a secure, interoperable national payment infrastructure, serving banks and Fintechs equally, and providing the required standardization to ensure all providers have a level playing field.

The Challenge

مدى للتجارة الإلكترونية



The Solution

Develop a dedicated awareness campaign

The Stages

Analysis of current situation

Fully understanding the service

Developing a campaign strategy

Developing a campaign concept

The Launch

The Results?

Developed a campaign strategy

Created a campaign concept and slogan

Promotional Videos

A set of informative motiongraphics

Key Visuals

A set of illustrative infographics

Methodology

Methodologies come in many shapes and sizes, there are generic approaches, branded approaches and many more.

We like our method the best. We call it The MT Way.

The MT Way has 6 main steps:



Assess



Analyze



Strategize



Create



Launch



Re-Assess



Assess |

- We start every client relationship by asking a lot of questions. We want to understand your business and its performance and fully digest your objectives.
- We start by defining the key objectives that will lead to success. This guides everything that follows. We define the business and communication objectives.
- A major step prior to our analysis is assessing the current situation and competitive market space. Digital advertising and marketing encompasses a vast number of stakeholders and we aim to collect data from your current state and the competitors in the market. This is done through desktop research, interviews, and workshops to properly establish a baseline.
- The output of this stage is an accurate picture of your current situation (strategies & performance) and the competitive scene, allowing us to identify areas for improvement.



Analyze |

- After a thorough assessment of the current state, we utilize the collected data for in-depth analysis. We analyze the data and potential opportunities to better quantify their potential.
- We identify key opportunities or missed opportunities in your current marketing practices and conversions and seek to identify growth tactics that you may be missing.
- While the assessment scratches the surface, our analysis gives a clearer picture of key opportunities.
- At this stage, the objectives are set and KPIs are determined.



Strategize |

- Digital marketing is vast in terms of tactics and tools. Using our analysis, we look to determine the ideal mix of tactics for your brand.
- At this stage, we translate our findings into a tangible strategy showcasing how to take advantage of opportunities that we have determined.
- We unveil the strategy that serves the objectives outlined through a recommended course of action backed up by data. A plan that indicates target segments, key messages, channel planning, and recommended action plan.
- Our strategy effectiveness relies on the campaign and consumer understanding which is detailed in depth in our toolkit below.



Create |

- Once we reach a consensus on our proposed strategy, we begin creation.
- We start by developing the creative concept that is aligned with our strategy and serves the goals and objectives.
- This phase includes the media playbook and a refined asset list showcasing all the campaign/project deliverables. Each deliverable presented with a rationale linked directly with our strategic goals.
- Once the concept is developed it is tested and approved to form the tangible assets. Each asset whether it be video, visuals, or copywrite is rationalized with our strategic action plan to ensure fluidity and alignment throughout all phases.
- At this stage, we translate the strategy into slogans, key messages, video concepts, and designs.
- All tangibles are then fitted into a strategic roll-out plan for execution. The roll-out indicates the stages of the project whether it be a campaign, event, or one-time activity.



Launch |

- Once we reach a consensus on our proposed strategy, we begin implementation. We execute our tactics and carefully track our results to maintain success and objective alignment.
- At this stage, we shift the roll-out plan into action and execute the campaign on all fronts both digital and offline ensuring that we adhere to the strategy.
- Following the action plan we aim to amplify the business goals and objectives; we demonstrate how the the strategy generates qualified leads or increases brand awareness depending on the goals and objectives.
- This phase is coupled with effective tracking and learning. We carefully track and evaluate the on-going progress to ensure we maintain our ROI. This in-turn gives us the opportunity to successfully adjust when needed.



Re-Assess |

- After a successful launch, we review the outcomes of the project and cross-check against our set objectives.
- This step ensures that we have successfully maintain our ROI and hit our KPIs, it serves as measure of success to build on. It provides us with indications on what is working and what isn't and what needs adjustment or action.

Key Team Members



Mohammed Bazaid
Mad Tomato Co-Founder & CEO

Mohammed comes from a media background working leading entities such as Al Arabiya & Rotana Khalijiya. His extensive expertise in the media industry includes participation in various happenings as both an MC and a stakeholder.



Alaa Bahaitham
Account Director (Project Manager)

With 6 years of experience in project management, Alaa has successfully managed various major projects for clients such as Ithra, Misk, MOH and MCIT.



Hazim Al Jurryan
Creative Director

With extended experience of 15 years, Hazim worked on various projects in the media and events industry. His extensive experience covers a wide range of projects and he worked with clients such as Ithra, Misk, RCU, MOH.



Hussam Al Hulwah
Head of Production

An award winning short film director, Hussam has extensive experience of 12 years in the production and events industry. He worked on multiple projects such as Ithra & Misk events. His production work involved working with clients such as CIC, Saudi Banks, STC, MCIT, Shawarmer, Saudi Payments "Mada", GACA, Cuisine Plus.



Tareq AlHossaini
Marketing Director

Tareq has 9 years of experience in developing practices for growth, market planning and relationship management. Based his business experience, Tareq is specialized in copywriting and production. He has worked with brands such as SMOD, Huawei, Aramco, and Careem.



Lama AlFard
Creative Director

Equipped with years of experience in content strategy and creative copywriting, Lama has had experience both domestically and internationally with a wide range of experience across multiple industries. She worked on various projects with clients from multiple industries such as Monshaat, SAR, GCAM, Saudia, CIC, Ithra, Careem, Diet Watchers, Sanabel Al Salam.



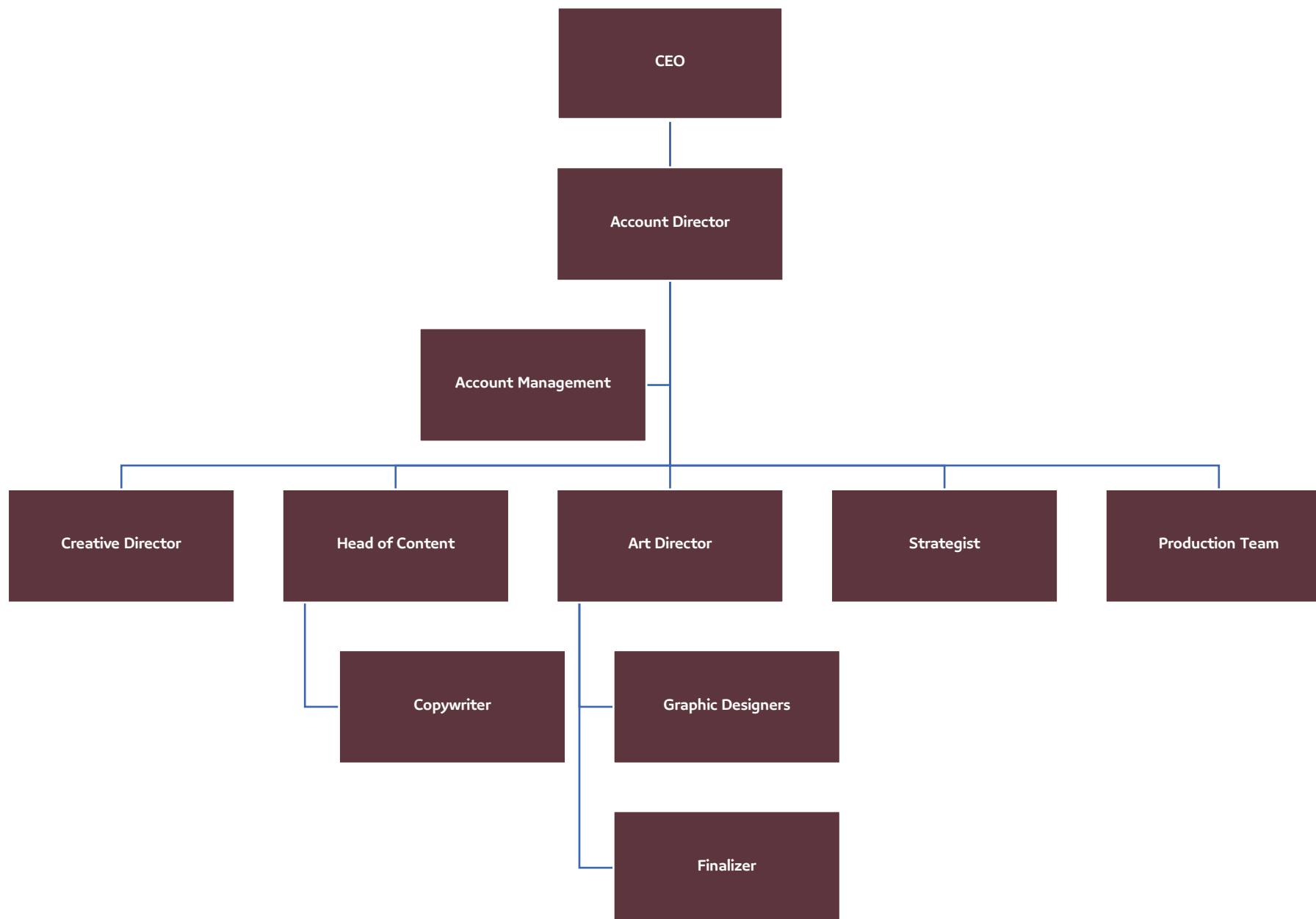
Hany Reda
Associate Creative Director

12 year experience in advertising field between international and local agencies, Diploma in ideation from Miami ad school. has been working on many global and local client such as Pepsi, McDonald's, Dettol, Axe, Rexona Eid season, Ministry of Tourism, Ministry of Culture, Book fair



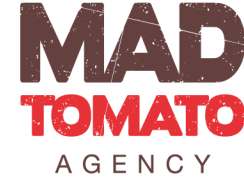
Hosam Al Banna
Art/Branding Director

With 14 years experience, Hosam is an Art Director with extensive experience in Branding. He worked on various types of projects with clients from multiple industries such as Imam Muhammad ibn Saud Islamic University, Saudi Payment "Mada", MOD, RCU.



Thank You

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