

Creative advertising 2 Midterm

Campaign ME cover design

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Target Audience

Geographic

MENA region

Demographic

Males and females from 18 – 40 years old

Behavioral

Podcast listeners \ high interest in music \ interested in making audible mediums

Psychographic

Middle to high income \ Doing audio related projects





Bio:

she is a very passionate person, loves to go out and have fun, puts so much effort in her education, always loved video making and audio editing, the best part of her daily routine is mostly when she lays down with her cats and check the latest trends on social media, highly enjoys long car rides with podcasts on.

Name:
Nadia Ehab

Age: 22

Gender: Female

Location
Jeddah, KSA

Occupation:
Student in faculty of
communication (KAU)

Goals:

- Work on Taylor Swift's music video
- Excel in her career
- Make a name for herself

Motivations:

- Family and friends
- Music
- Influencers

Personality:

- passionate
- Energetic
- Introvert
- Creative

Frustrations:

- Wasting time
- Stressful lifestyle
- plans not working the way they should



Bio:

He is a smart, hard-working person, focused on building his career as a planning engineer, while maintaining his interest in making music and podcasting, his interest in music started from a very young age, and he wants it to be a side freelance job. After his wight loss he is now focusing on being healthy. Huge Marvel and anime fan.

Name:
Hashim Ibrahim

Age: 30

Gender: male

Location
Abu Dhabi, UAE

Occupation:
Planning engineer

Goals:

- Building up his career
- Having the chance to work on his hobby
- Maintaining a healthy body wight

Motivations:

- Music
- His favorite singers
- Family

Personality:

- Extrovert
- Persistent
- Brave
- humorous

Interests:

- Music
- Podcasts
- Marvel

How can we help him?

Providing him with the latest trends and topics about podcasting and music making so he can be up to date.

Insight's Research

5.1 million

Podcast listeners in KSA

1.3 million

Podcast listener in UAE

(campaign, 2021, 2022)

The number of Podcast creators and audience are increasing



52%

Saudi Arabia



10%

United Emerits



18%

Other Arab and
Middle Eastern
Countries

54%

Of increasing podcast listener's consumption in 2021 (Saudi Arabia) followed by UAE and the rest of the MENA region

(Podcast Consumption in Saudi Arabia 2021 on the rise, 2022)

Swot podcast Listenership increased to

**Almost
400%**

(Gateway, 2022)

INSIGHT!

High increase interest in middle eastern (Arab podcast) is making the brands bit on these Arabian podcasts as the one that may be competing globally by 2025.

CONCEPT!

As the brands betting on Arabic podcasts the sound waves are shaped with Arabic letters in a digitized art style representing the digital era that we are in.

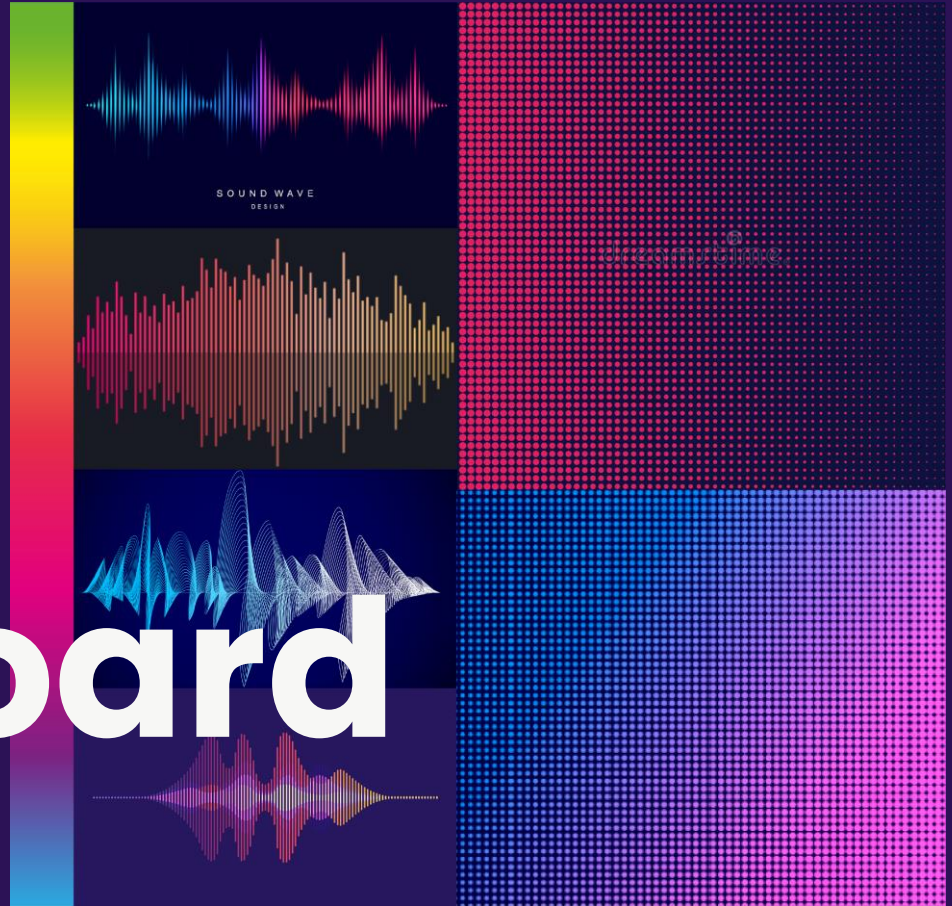
Colorful color pallet •

Navy background •

Techno Arabic font •

Pop art •

Moodboard





Thanks!

Does anyone have any questions?

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References

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