

# Mastering the Market

## The Saudi Arabia Edition

Navigating Saudi Arabia's Promotional Landscape & Building Business Opportunities in the Kingdom



Localisation of  
Digital Strategy

Sustainability &  
Social Responsibility

Trends Forecast &  
Future-Proofing  
Strategies

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# Foreword

Saudi Arabia is rapidly emerging as one of the most dynamic and forward-thinking markets globally.

The country's main revenues continue to be generated from the export of petroleum and petroleum products, with Saudi Arabia (KSA) being one of the world's largest oil producers. However, the Kingdom is committed to developing and supporting other high-potential industries, and to building a cleaner, more sustainable future.

This positive evolution is guided by the Saudi Vision 2030 plan, a roadmap that offers key stakeholders clear direction as they work to achieve the joint goals of economic diversification and growth.

Saudi Arabia is already reshaping and modernising its economic landscape, and with the country's profile rising globally, the world wants to know more about the growing opportunity there.

In this report, we share our observations, market insights, and detail of some of the incredible developments that are already underway.





# Introduction to the Kingdom of Saudi Arabia (KSA)

//An Overview of the Saudi Arabian  
Market, Economy, and Saudi Vision 2030





With a population of approximately 36 million people, Saudi Arabia (KSA) places a strong emphasis on education and workforce development. The country's robust educational initiatives aim to cultivate a skilled and adaptable workforce, making it appealing to inbound companies in search of talent.

Saudi's population size and commitment to education underscore its attractiveness as a market that is ripe for inbound investment and expansion. As the nation advances towards its Vision 2030 goals, opportunities are growing for businesses to thrive in this dynamic and rapidly evolving landscape.

## Saudi Arabia's Population (by age)

8.6%	0 and 4	18.4%	35 and 44
13.8%	5 and 12	15.7%	45 and 54
7.9%	13 and 17	7.1%	55 and 64
9.8%	18 and 24	2.9%	65 and over
15.7%	25 and 34		

The average age of Saudi Arabia's population is 30.5 // With almost 50% of residents under 25 years of age.



The vision of His Royal Highness Prince Mohammed bin Salman bin Abdulaziz, Crown Prince, Prime Minister, and Chairman of the Council of Economic and Development Affairs, the Saudi Vision 2030 roadmap outlines diversification, privatisation, human capital development, infrastructure enhancement, and sustainable growth strategies. It aims to reduce reliance on oil, empower citizens through education and skills development, and promote environmental sustainability.

The vision emphasises private sector involvement, infrastructure investment, and global partnerships to achieve long-term economic prosperity and social well-being.

The Saudi Vision 2030 framework also serves as a comprehensive blueprint for the country's future. Its primary goal is to reduce Saudi Arabia's dependence on oil by fostering economic diversification, promoting innovation, creating a positive investment climate, and improving various aspects of society.

The Saudi government actively encourages development and investment in the tourism, entertainment, technology, and renewable energy sectors.

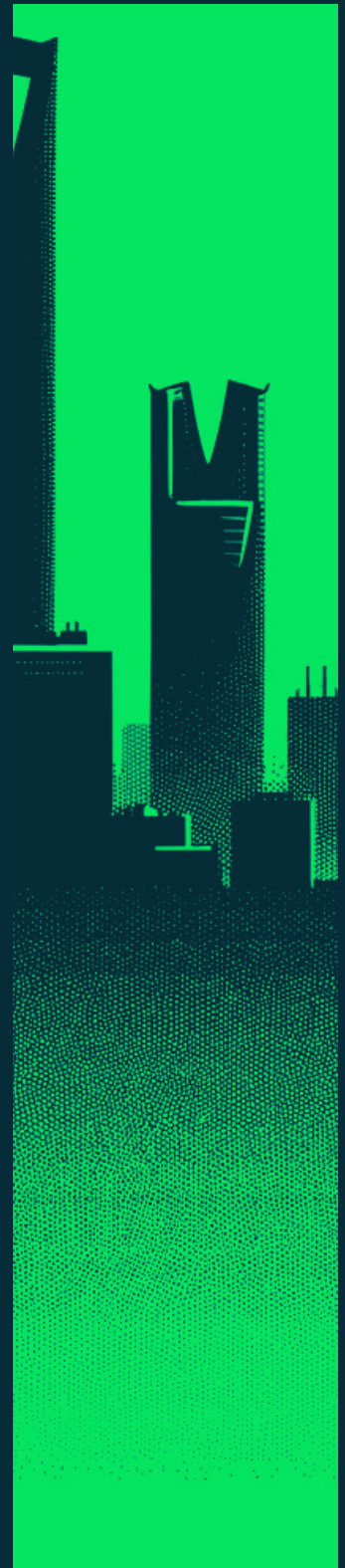
By introducing economic reforms and optimising the corporate environment, Saudi has also seen a dramatic upturn in foreign investors and business growth, with record numbers of local, regional, and international companies operating and expanding into this increasingly diversified and pro-business country.

### Tourism in The Kingdom

KSA has also been investing heavily in tourism infrastructure development projects. Two of the most prominent tourism projects in the Kingdom of Saudi Arabia include the development of a futuristic city called NEOM, and the Red Sea Global - a pioneering luxury regenerative tourism destination.

These initiatives are confidently predicted to stimulate economic growth, and are aligned with Saudi Arabia's long-term vision for a more prosperous and modern society.

Besides undertaking these significant steps for commercial tourism development, the Kingdom is also heavily investing in improving the infrastructure that supports Umrah tourism. This will allow the Kingdom to accommodate increased numbers of pilgrims visiting Saudi over the coming years.



**Consumer Behaviour, Segmentation, and Targeting**  
// Saudi culture, consumer behaviour, and preferences: understanding online shopping habits, brand loyalty, and market segmentation.

Understanding consumer behaviour, segmentation, and targeting in KSA necessitates a nuanced grasp of the country's rich cultural tapestry.

Saudi Arabia's unique amalgamation of traditional and modern values profoundly shapes the preferences and habits of its consumers, creating an unique environment for business entrants and potential investors alike.





Let's take a look at the intricacies of consumer behaviour, segmentation, and targeting within this diverse and evolving landscape.

#### The Ethos

Saudi culture and traditions significantly influence how local consumers engage with products and brands. Respect for - and comprehension of - Saudi heritage is imperative, and businesses are expected to navigate these cultural sensitivities thoughtfully.

Traditional values strongly impact consumer choices, with many opting for products and services aligned with Islamic principles and Saudi customs. The strength of Saudi family ties means recommendations from family members also carry considerable weight.

#### The Consumer

Saudi consumers are open to embracing modernity while preserving their cultural identity. Recent trends indicate significant growth in online shopping, driven by the convenience and availability of international brands on digital platforms. Trust remains paramount, with consumers often relying on familiar, reputable brands and recommendations from their social circles.

Brand loyalty is another pivotal aspect of consumer behaviour in KSA, with customer forming strong attachments to brands that resonate with their values.

E-commerce platforms tailored to local preferences, including Arabic language options and secure payment methods, have witnessed increased popularity.

#### Market Segmentation

Market segmentation in KSA is diverse, mirroring the country's varied demographics and regions. Key segmentation factors encompass income levels, age groups, urban versus rural populations, and cultural preferences. Understanding these segments is crucial for effective targeting.

For instance, urban millennials may exhibit distinct buying behaviours compared to older, more traditional consumers in rural areas. Tailoring marketing strategies to these segments, by analysing local and distinct shopping habits, can significantly increase the chances of a brand's reputational and commercial success.

#### Targeting

Consumer behaviour, segmentation, and targeting necessitate a delicate balance between honouring cultural traditions and adapting to evolving preferences in KSA.

Businesses that invest time in understanding their audience's culture, preferences, and the nuanced market segments they inhabit will find themselves well-positioned to thrive in this dynamic and promising market.

As Saudi Arabia embraces modernity, there is an impressive opportunity to establish a brand tribe, and to build a strong business here. Quality products and services that delight their customers in a culturally sensitive way are destined for success.

## Building a Brand in the Kingdom // Exploring strategies to build customer trust: leveraging consumer testimonials, local partnerships, and customer engagement.

Building trust with customers in the Saudi Arabian market is an ongoing process that demands a deep understanding of local dynamics, the socio-economic status quo, marketplace developments, and evolving customer preferences.

While specific marketplace factors can sometimes fluctuate, local partnerships and strategic customer engagement remain timeless strategies for company growth and brand elevation. Market knowledge and consumer understanding solidify and sustain your brand's position.

Saudi's rapidly diversifying economy brings many opportunities and challenges for businesses, and understanding these factors is a vital first step when planning your go-to-market launch plan. Businesses must research and understand the KSA landscape to effectively build customer trust.

### Government Commitment to Sustainable Growth

A primary goal of the Saudi Vision 2030 economic and social development strategy is to reduce the Kingdom's dependency on oil revenue by diversifying the Saudi economy. This goal also nurtures private sector growth, increases foreign investment, and fosters an environment of economic openness. Understanding and aligning with this vision is essential if local, regional, and international businesses are to thrive and survive in this unique market.

### Market Entry Partnerships

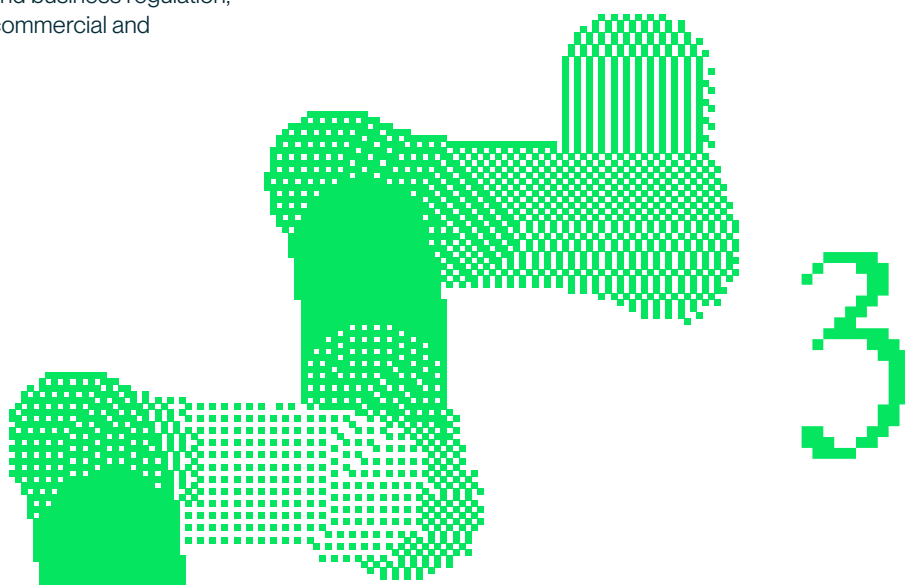
Regional and international companies widely employ an advisory or joint venture partnership approach to KSA market entry planning. Joint ventures offer a way to solidify and enhance market presence and credibility, while the right business partner can boost market visibility and establish brand trust. Established local partners also guide new market entrants in cultural applicability, trade and business regulation, market operations best practice, and commercial and promotional compliance.

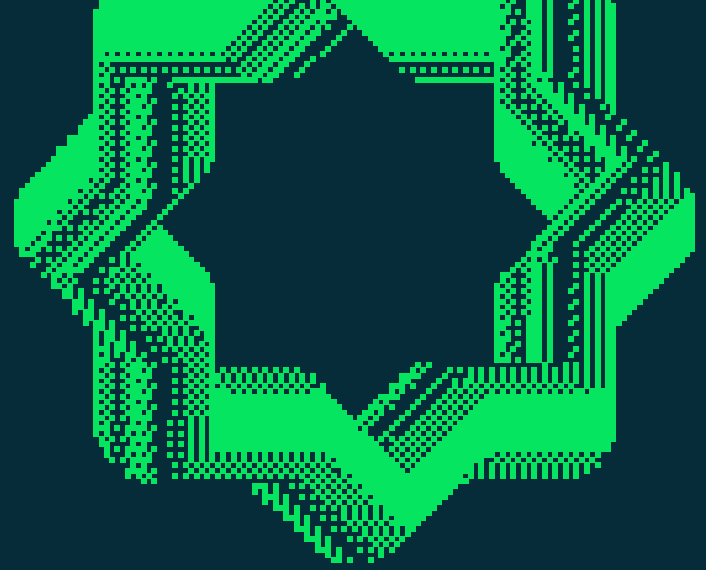
### Saudi's Youth. A Growing Talent Base

With a population of an estimated 36 million, over 60% of the population is currently under 30 years of age. Saudi Arabia's tech-savvy youth population represents a superb opportunity, from both a consumer and employee perspective, with one million+ students enrolled in Saudi third-level colleges and universities. This exciting demographic makes KSA an international market to watch, a place where a growing cohort of digitally literate and professionally ambitious younger residents are fast becoming mature consumers and influencers.

### Rising Consumer Expectations

Saudi customers are becoming increasingly market-aware and sophisticated, as a buyer group. With that, customer expectations regarding product quality, customer service, and brand reputation are increasing in parallel. Meeting these expectations is crucial to build trust.



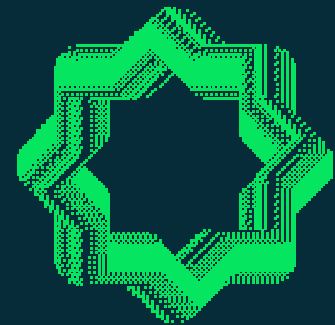


# Building brand reputation with Crowd

Here at Crowd, we recognise the significance of cultivating a robust brand reputation, and through community initiatives, local testimonials, and influencer marketing, the brands we support have effectively amplified their communication objectives.

Our comprehensive go-to-market services also encompass market research, competitor analysis, audience insights, website development, SEO strategy, communication strategy, social media and digital marketing, and event management.

Each of these areas of preparation, activity, and production is essential when venturing into a new market.





## Telling Your Brand's Story // The power of Storytelling in Saudi Marketing. How to create relevant content, consistently.

Almarai, a popular dairy brand in the region, won The Most Meaningful Brand 2023 in Saudi Arabia Award in KSA. Most of the brand's success lies in its unique and relatable storytelling through its marketing campaigns.

Besides providing consumers with quality products, Almarai takes its audience on an engaging journey by harnessing the power of storytelling through its communication.

# 4



## Stories transcend time, people, and cultures

Storytelling is a powerful marketing tool, and its importance lies in its ability to create a deep and lasting connection between brands and their customers.

//Here's why storytelling matters, and how it helps keep a brand fresh and relevant in the market.



Stories tap into human emotions and experiences. When a brand tells a compelling story, it emotionally connects with its audience. This connection nurtures brand loyalty, as customers are more likely to engage with and support a brand they feel connected to personally.



People tend to remember stories much better than they remember facts and statistics. A well-crafted brand story becomes a part of a customer's mental landscape, and helps them recall the brand when purchasing.



In a crowded market, storytelling sets a brand apart from its competitors and allows it to communicate its unique value proposition, USPs, and mission. A distinctive story helps consumers see why a particular brand is different and why they should choose it.



Trust is a fundamental aspect of brand-consumer relationships. By telling authentic and relatable stories, brands can build trust with their audience. Transparent and authentic storytelling demonstrates that a brand has nothing to hide and genuinely cares about its customers.



Brands are expected to adapt to changing consumer preferences and market dynamics to remain relevant, and storytelling provides a dynamic and flexible means of staying current.



Engaging storytelling captures the audience's attention. It encourages consumers to interact with the brand through comments, shares, and discussions on social media. Interactive storytelling, such as user-generated content or interactive campaigns, keeps the audience engaged and invested.



Compelling storytelling can take various forms, from written narratives and videos to social media posts and interactive experiences. This versatility allows brands to adapt their stories to suit different platforms and audience preferences and reach a wider audience.



A well-crafted brand story has longevity. It can endure and evolve, becoming a consistent brand identity thread. This continuity reassures consumers and helps the brand maintain a sense of continuity and stability.



Markets and consumer behaviours are constantly subject to change. Effective storytelling enables a brand to adapt to these changes while staying true to its core values. It allows a brand to communicate how it is evolving and growing alongside its customers.

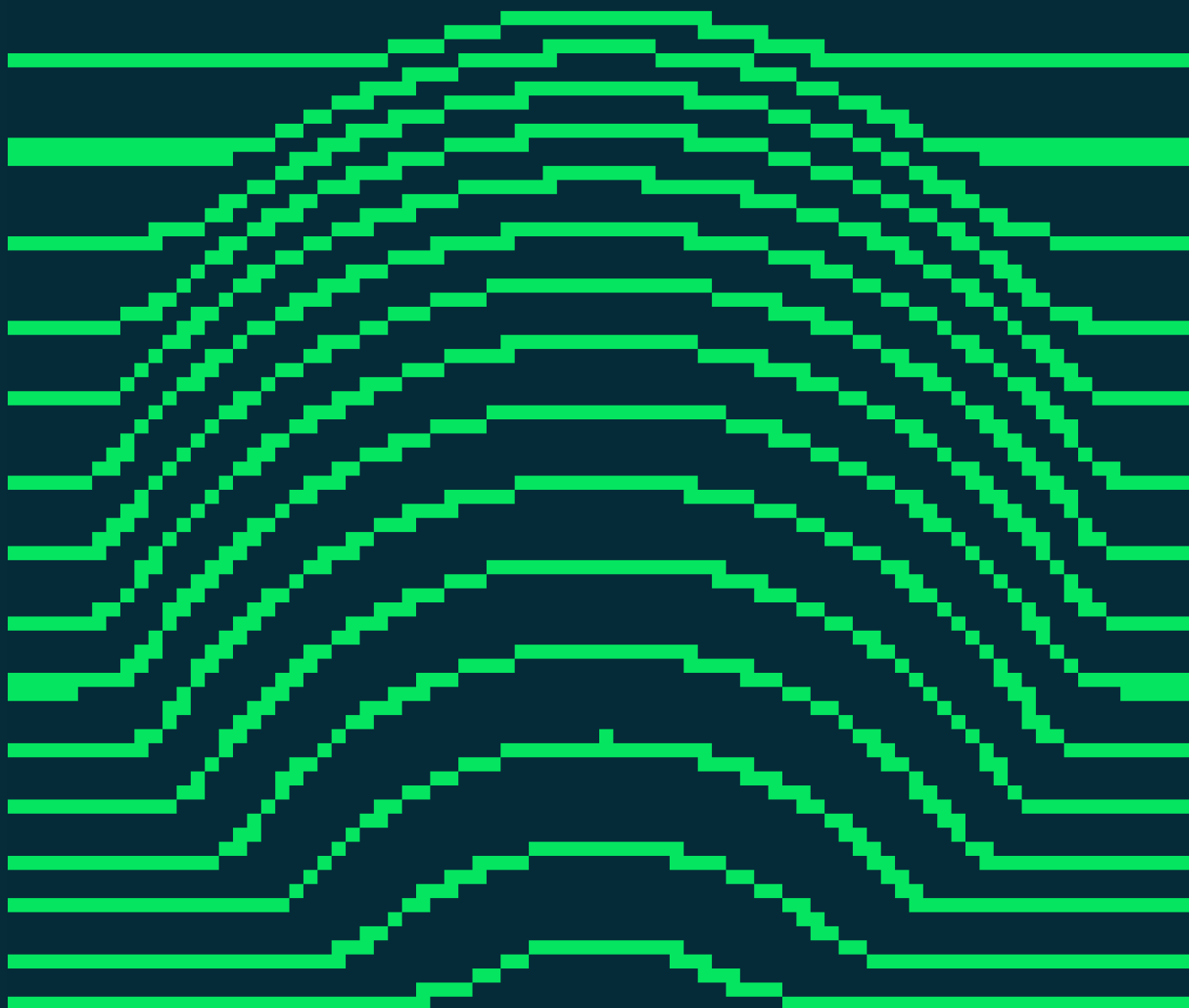


Storytelling is a vital tool for brands to connect with consumers on an emotional level, differentiate themselves, build trust, and stay relevant in a rapidly changing market. By crafting and sharing compelling narratives, brands can engage their audience, foster brand loyalty, and remain at the forefront of consumers' minds.





## Digital Landscape in KSA // Discussing the Current State of Digital Marketing in KSA: Statistics, Historical Trends, and Challenges.



Saudi Vision 2030 outlines how the country plans to become one of the world's most technologically advanced economies, increasing its research, development and innovation investments to 2.5% of total GDP by 2040.

This strategic investment has been made to gain a return of \$16 Billion by 2030.

36+ million internet users in Saudi Arabia  
99% of internet penetration

29+ million social media users  
Almost 80% of the total population

42+ million cellular mobile connections active in KSA  
116% of the total population Saudi continues to invest in infrastructure and telecommunication advancements

## Historical trends:

Until 1999, widespread internet access in Saudi Arabia was a dream, with connectivity limited to universities and government agencies. However, before long KSA introduced the internet to the public through internet service providers such as the Saudi Telecommunications Company, supporting the introduction of digital integration across various sectors.

Absher, a digital platform launched by the KSA government in 2010, is a good example of how Saudi's digital landscape has transformed in the past decade. Absher started with a selection of digital services, initially designed to reduce the time taken for services like licence renewals. The platform expanded its range to deliver over 350 different services - civil affairs, labour, and social development, being just some of the areas supported.

**Challenges**//Cybersecurity and data management are significant challenges as Saudi progresses its digital transformation in line with Saudi Vision 2030 goals.

#### On the one hand

Companies increasingly lean towards forming a robust Governance, Risk, and Compliance (GRC) strategy for strong data privacy and security. By forecasting potential risks, companies have a better chance at defending themselves against cybersecurity and IT threats, and managing risks proactively.

#### On the other hand

One of Saudi Arabia's biggest challenges is data management. Organisations face a major obstacle when understanding and interpreting which data to use when it comes to generating key insights for decision-making. It is becoming increasingly important for companies to invest in efficient tools that aid in the collection and analysis of the data needed to generate relevant insights in real-time.

With the Saudi Vision 2030 serving as a roadmap, Saudi Arabia is pioneering the adoption of emerging cutting-edge, cloud-driven technologies to expedite the growth of its digital economy.

A shining example of the country's move to becoming a more diversified and open economy, with digital and technological innovations at its core, is **NEOM**.

**The world's first cognitive, smart city. A place that puts data and digital technology to work to make better decisions and improve the quality of life.**

This 100% renewable energy-powered city, constructed near the Red Sea, will accommodate an estimated nine million residents, and will set new benchmarks in cognitive living environments, infrastructure, and sustainable construction. High-speed rail connections and innovative urban design make this an exemplary smart city, where sustainable planning promises to protect and conserve its natural environment.

Added to these pioneering features, technology developers at NEOM have established a private cloud computing infrastructure to oversee the city's IT systems and automation capabilities effectively. This means that locally-generated data remains in the country, and that systematic performance improves, cutting localised database management costs by up to 80%.



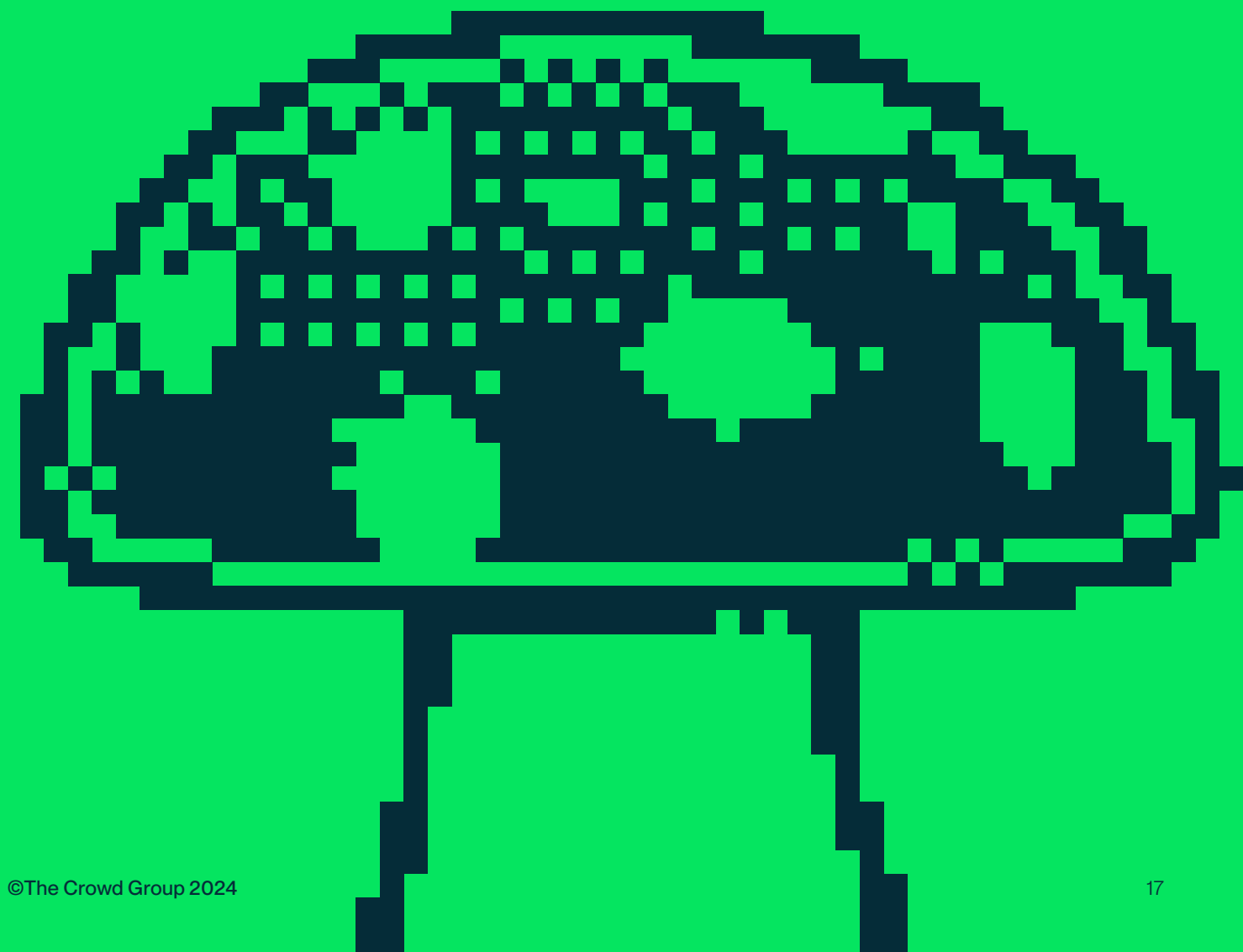
Renewable energy city  
constructed near the Red Sea  
to house 9 million people

## The Digital Economy and AI for Agriculture

Saudi Arabia's digital economy stands to gain significantly from Artificial Intelligence (AI) innovations, particularly in farming and agriculture.

The country is actively focusing its efforts on fostering sustainability in these sectors. Notably, Saudi Arabia is making strides in enhancing food security, conserving natural resources, and fostering rural development by providing loans and other incentives to farmers across the Kingdom.

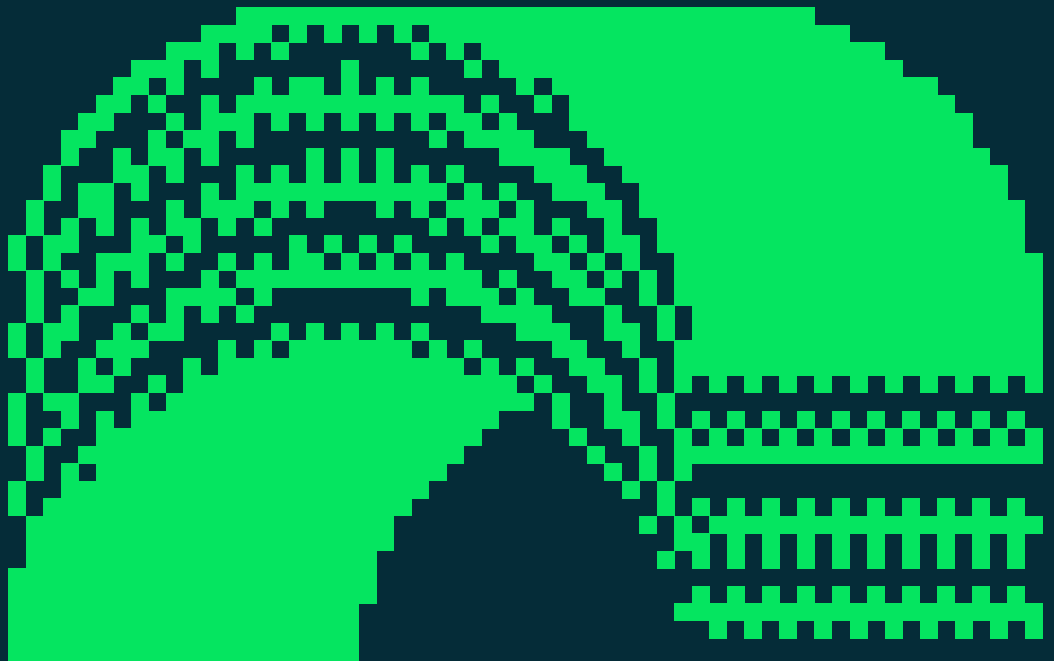
The Agricultural Development Fund of Saudi Arabia has implemented cloud systems aimed at collecting and analysing agricultural data, ensuring that resources and efforts are allocated to areas in most need.





## Key Platforms and Tools in KSA

# //Exploring Effective Digital Marketing Platforms and Tools for the KSA Market: Social Media, Search Engines, and E-commerce Platforms





Understanding the most effective digital marketing tools and platforms to use is crucial for reaching and engaging with the local audience in KSA. The following details the best performing of these in the KSA market.

**Social Media Platforms** // Saudi Arabia's leading social media platforms are Whatsapp, Instagram, Snapchat, Facebook, X, TikTok, Telegram Messenger, Facebook Messenger, LinkedIn and Pinterest.

## Usage Statistics (apr)

**Whatsapp** 60%-70%

**Instagram** 40%-50%

**Snapchat** 30%-40%

**Facebook** 30%-40%

**X** 30%-40%

**TikTok** 30%-40%

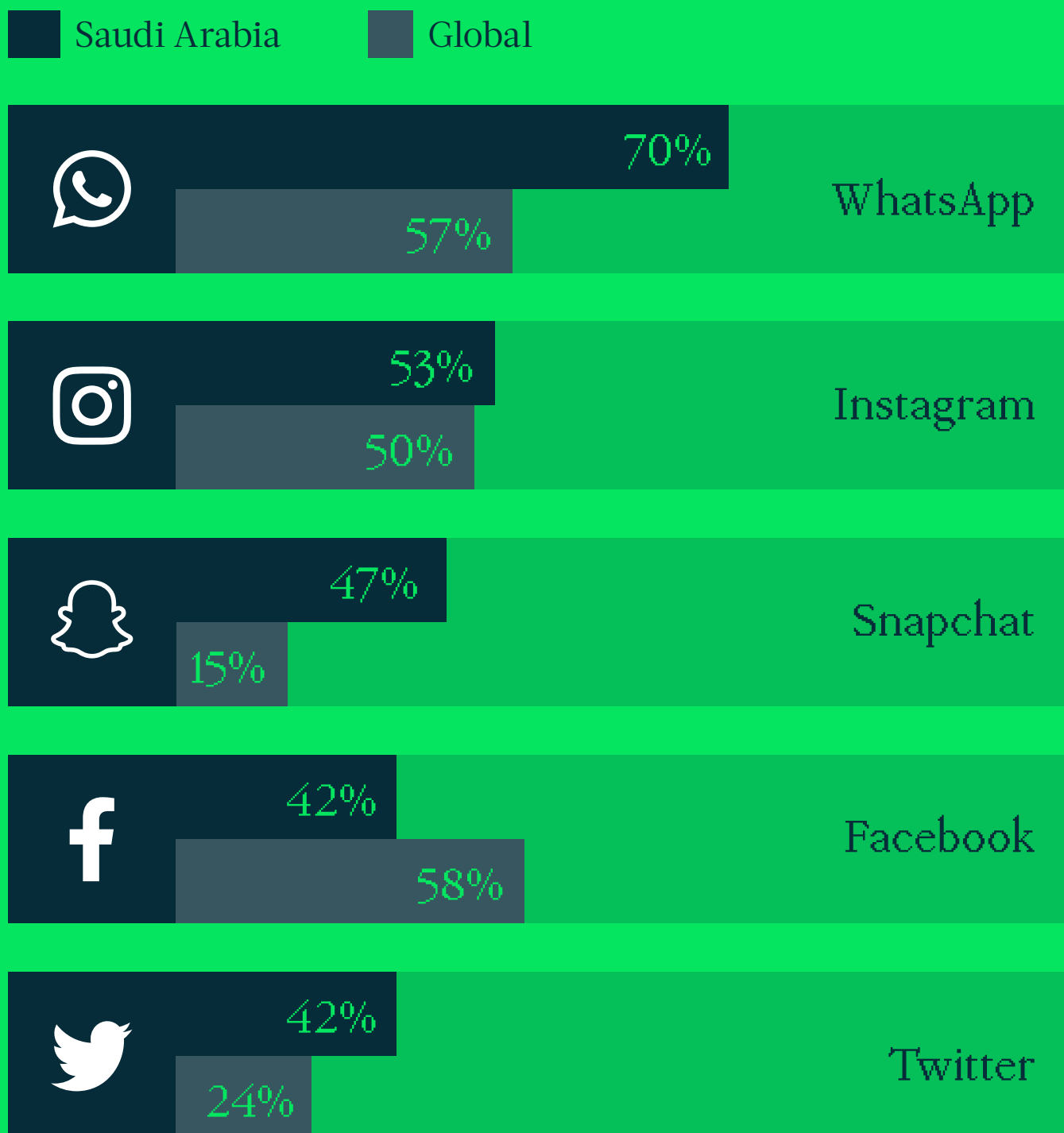
**Telegram Messenger** 25%-30%

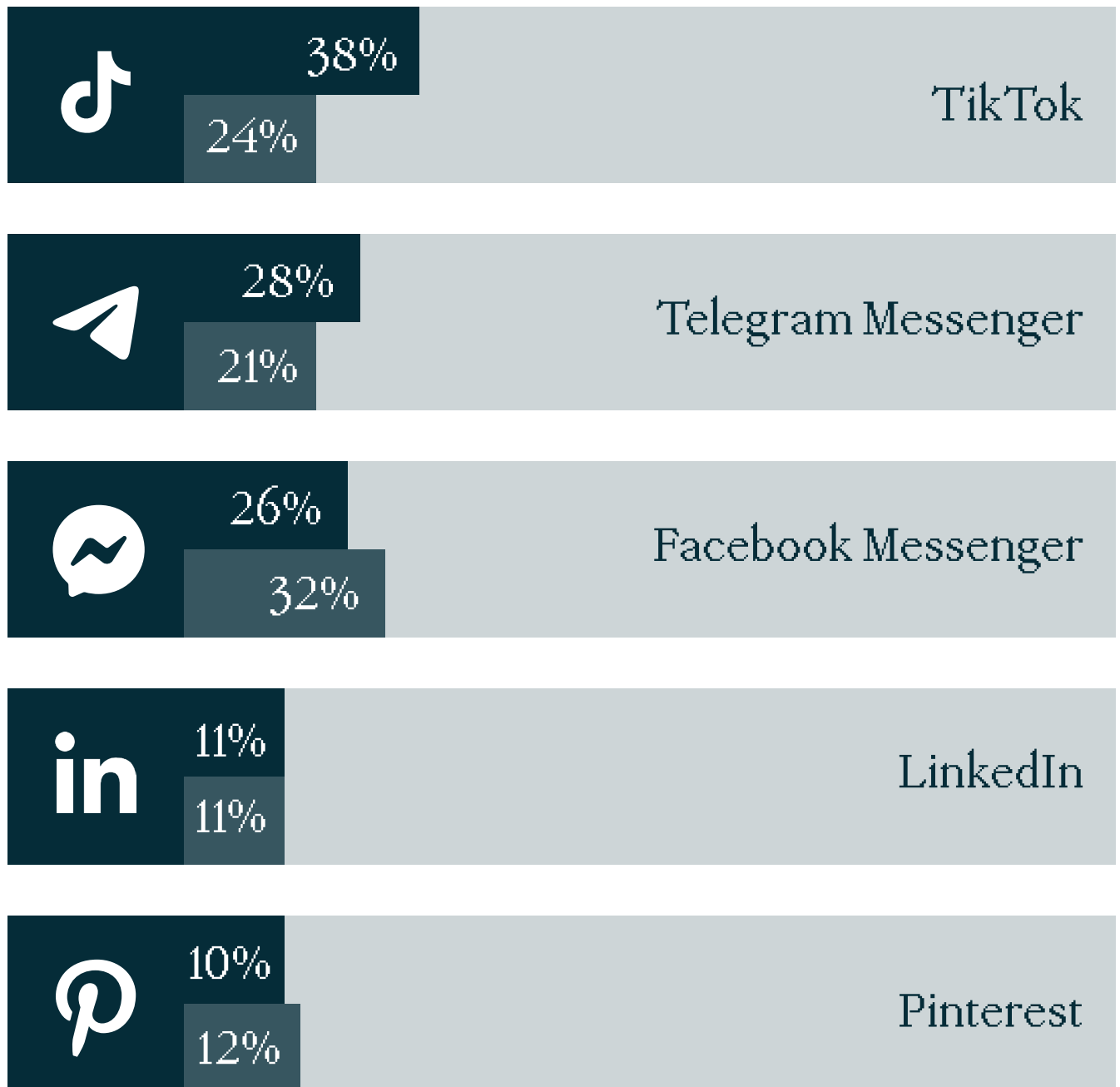
**Facebook Messenger** 20%-25%

**LinkedIn** 10%-15%

**Pinterest** 10%-15%

//According to the GWI Market Snapshot Saudi Arabia 2022 report, 33% Saudi Arabian nationals use social media platforms to find products to purchase, and 30% use social media to stay in touch with trending topics and conversations.





# Search Engines



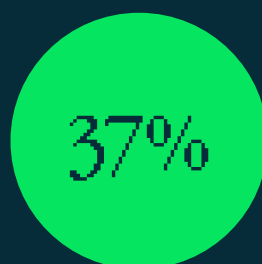
In 2023, Google remained the dominant search engine platform in KSA, with a 95-97% market share. For businesses in the Kingdom, investing in Google Ads can be a powerful tool for targeting specific keywords and demographics to reach potential customers.



After introducing ChatGPT into its search engine, Bing started to gain popularity in 2024. However, Google remains the market leader.

# Language Use for Search and SEO

Although Saudi residents have been increasingly receptive to English language use in recent years, Arabic remains the primary language in the country. However, English language use remains necessary in some contexts. Many international businesses are run by native English speakers, with almost 37% of the population being expats. Consequently, a carefully calibrated mix of Arabic and English remains essential for a beneficial SEO strategy.



of the populations  
are expats

**E-commerce Platforms** // The most popular e-commerce platforms in the KSA are Noon (70%), Amazon (49%), and Alarabiya (40%).

According to the GWI Market Snapshot Saudi Arabia 2022 report, 58% of Saudi residents prefer shopping online instead of in-store.

They are extremely brand loyal and aware, with 46% of the research group stating that they pay a premium for a brand that they know. The highest online spending is on clothes (38%), with the lowest being on financial products (13%).

In the rapidly evolving digital landscape of Saudi Arabia, businesses need to adapt to the preferences and behaviours of the local audience. By strategically utilising social media platforms like Instagram and X, optimising Google searches, and exploring e-commerce platforms like Amazon and Noon, brands can effectively connect with consumers, build awareness, and drive sales.

The key to successful digital marketing is understanding your audience, tailoring your strategy accordingly, and staying adaptable in a dynamic market.





## Localisation of Your Digital Strategy // Adapting Global Marketing Strategies for the Saudi Market: Emphasising Cultural Sensitivity and Language.

In a world where businesses are dedicated to expanding their global reach through digital strategies, promotional and engagement success solely depends on how well a campaign message or communication resonates with a target audience.

# Carefully adapting global marketing strategies to suit the Saudi market is not just a necessity, it's a strategic imperative.

This involves adopting cultural sensitivities and language intricacies into campaigns, all while retaining core brand messaging that meets local guidelines. The goal? To build a strong and lasting connection with Saudi consumers and drive a desired action. This is a challenging balance to achieve, but it can be done.

## Cultural Sensitivity

Accurate localisation and cultural sensitivity are crucial in Saudi marketing. The Kingdom's rich cultural heritage, rooted in Islamic history, requires businesses to understand and respect these nuances for successful digital strategies.

## Content and Imagery

Visual content should align with Saudi cultural norms, avoiding any offensive imagery. Modesty in dress and decorum is essential, and businesses must reflect this in their marketing and promotional materials.

## Timing and festivals

Saudi Arabia celebrates holidays, cultural, and religious events like Eid al-Fitr and Hajj. Recognising and incorporating these occasions into marketing campaigns can help businesses connect with local audiences on a deeper level.

## Language

While Arabic is the official language, variations exist. Understanding regional dialects and using them appropriately can go a long way in engaging with different segments of the Saudi population.

## Preferences

While Arabic is the official language, variations exist. Striking a balance between Modern Standard Arabic (MSA) used for formal communication and local dialects spoken in everyday life is essential. Understanding regional dialects and using them appropriately can go a long way in engaging with different segments of the Saudi population.

## Quality Transcreation and Translation

Automated translation tools may not capture the nuances and cultural context required for effective communication in Saudi Arabia. Investing in professional transcreation and translation services ensures that your message is accurate and culturally appropriate.

## Local Slang and Idioms

Incorporating local slang and idiomatic expressions can make your content more relatable to Saudi consumers. However, this should be done thoughtfully as slang can vary in different regions.

# Localisation Successes in Saudi

An impressive number of international companies have successfully localised their product and digital strategies in the Saudi market.



## Fast Food Giants. McDonald's and KFC

Fast-food giants, like McDonald's and KFC, have adapted their menus to cater to local preferences. They have embraced cultural sensitivity by observing prayer times and respecting Ramadan, during which food outlets remain closed until the evening.



## E-Commerce Retailers. Amazon and Noon

Amazon and Noon have tailored their websites and apps to Arabic, ensuring a seamless and relevant shopping experience for Saudi customers.

They also recognise the importance of national holidays and run special promotions to celebrate them.



## Sun & Sand Sports. Say Snap!

Let's look at Sun & Sand Sports' Snapchat strategy to launch their new brand identity campaign in KSA and UAE, their top two markets.

To reach and engage with the market in both countries, Sun & Sand Sports partnered with Snapchat to create high-impact content and camera ads. Along with a gamified lens, they ran story and Snapchat ads to deliver a 9.7 million person reach across both markets.



## Apple. Brand Status Symbol

Saudi Arabia's deep-seated devotion to Apple can be attributed to its high-quality and aspirational brand offering. Select segments of Saudi consumers regard Apple as a must-have product - a premium brand with status-appeal.

To localise, it sells its phone without FaceTime options as Saudi prohibits encrypted phone calls. Buy-now-pay-later finance schemes resulted in a doubling of sales in 2023, it remains a key purchase factor for Gen Z consumers.



# Going Beyond Translation

Crowd has a successful history of tailoring marketing strategies that resonate authentically with diverse audiences, ensuring cultural relevance and impactful engagement. A decade of regional insights informs our approach.

Businesses that invest in understanding Saudi Arabia's rich culture, respecting its values, and communicating effectively in Arabic build trust and authenticity with their Saudi audience. Adapting global marketing strategies to the Saudi market involves more than translation; it requires embracing cultural sensitivity and language intricacies.

Successful localisation boosts sales, forges lasting relationships, and establishes a strong brand presence. We have proven this through our work with Sedar, Roam, and APICORP in Saudi Arabia, gaining extensive insight into the market and the communications dynamics there.

We look forward to sharing our insights in this report and to supporting your enterprise in Saudi Arabia.

Tom Berne  
Managing Director,  
Crowd UAE



# Meet Nahel Selo// Creative Director, Sedar

Sedar's Creative Director, Nahel Selo, shares details of the company's market experience in Saudi Arabia.

**What value did you see in the KSA market that you decided to expand/launch here?**

We expanded to KSA in 2007, mainly because of the population and its potential purchasing power. In terms of consumerism, things were changing quite fast between the UAE and KSA. Sedar started gaining popularity in Saudi - we fit neatly into the market gap for luxurious furnishings. It is common for Saudi families to renovate their houses every year during Eid, and we were focused on meeting that demand. It isn't a surprise that 40% of Sedar's revenue comes from there.



**Besides key differences like market restrictions, the need for localisation and strict culture codes, what would you say have been your biggest challenges in KSA?**

One of the biggest challenges is understanding the Saudi consumer. It took us a long time to identify our target audience profile - a 35 year old Saudi woman from Riyadh. Saudi Arabia is a huge country, and there are just so many moving parts, all different from each other. To put it simply, it is essential to understand and value Saudi culture because these are a proud and patriotic people.

We quickly discerned that Sedar's designs would only appeal to Saudi consumers if they reflected their distinct tastes. Initially, that was challenging because we were perceived as a modern brand instead of Saudi's taste for the opulent and larger-than-life. Initially, we were apprehensive because we wanted to be considered modern, but we didn't want to alienate our target audience.



## What should new businesses consider when planning to expand or launch in KSA?

Be very mindful of the culture. Saudi residents are very proud of this, and new businesses will see a dramatic cultural difference compared to how things are done in other countries.

Language is 110% Arabic, and companies should invest in Arabic-speaking staff. The market and laws are changing fast, so staying ahead is important.

Even though the trend started during the pandemic, Saudi relies heavily on eCommerce. Saudi residents prefer service-heavy brands and like things to be conveniently at their fingertips.

## Saudi Vision 2030 is focused on the development of non-oil; how has this affected/benefited setting up your brand in the region?

The Saudi Vision 2030 initiative is motivating us to adopt a range of sustainability measures internally. With a goal to ban plastic in 2025, we are already taking proactive steps toward this by making our bags recyclable and carefully sourcing the fabrics we use.

## Does KSA's vision to diversify its economy by expanding into non-oil sectors impact Sedar?

Having a factory in Saudi is seen as a positive factor. Sedar assembles our products in the Kingdom, with some of the products made there also.

## Innovation and Technology // Exploring Innovative Marketing Technologies and Trends Driving Saudi Arabia's Digital Transformation.

The Saudi Vision 2030 plan is a comprehensive framework designed to transform the country's socio-economic landscape, with digital transformation playing a pivotal role in its success.

The Kingdom's planned digital transformation represents a concerted effort to modernise across sectors, with the government spearheading initiatives, while actively encouraging private sector involvement.

The state is also nurturing an environment that is conducive to tech adoption through policies, incentives, and partnerships. This includes offering grants, tax breaks, and streamlined regulations to incentivise private investment in digital infrastructure and innovation.

Collaborations between government entities and private enterprises also facilitate knowledge sharing and technology transfer - ensuring a holistic approach to digital advancement.

# Technology and Brand Success

Leveraging innovative marketing technologies and trends can significantly contribute to brand success. Crowd's expertise in the following areas can help your brand make a positive, sustainable, and scalable impact in the KSA market.

## \* AI-powered Chatbots

Implementing AI chatbots in Arabic.  
Analysing consumer data and predicting trends.

## \* Augmented Reality (AR) and Virtual Reality (VR)

Immersive and interactive ad experiences.  
VR tours for real estate properties, tourist attractions, and hotels.

## \* E-commerce and M-commerce

Mobile payment apps and digital wallets.  
AI-driven personalised shopping experiences.

## \* Social Media Marketing

Local influencer collaborations.  
Integrating shopping features into social media platforms.

## \* Data Analytics and Big Data

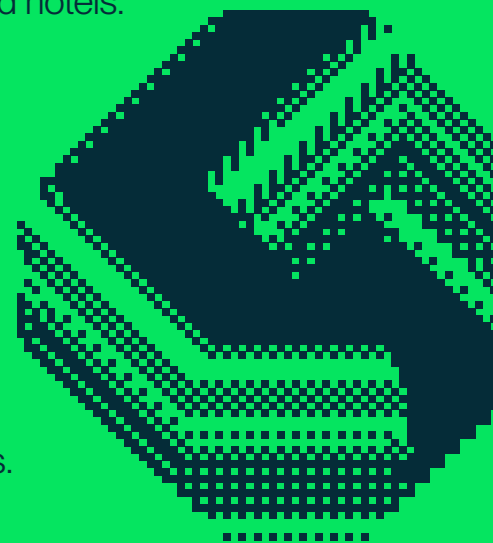
Using Data Analytics to understand consumer behaviour and preferences.

## \* Blockchain Technology

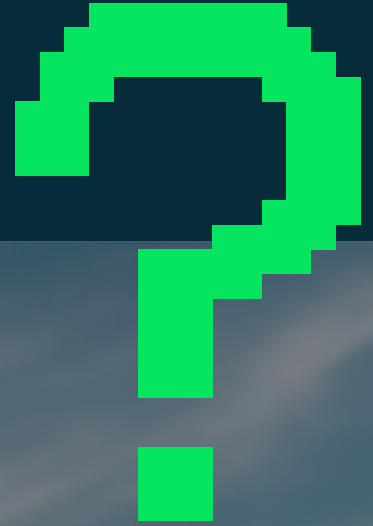
Ensuring supply-chain transparency.

## \* Voice Search and Smart Assistants

Enabling voice-based shopping and transactions through smart speakers and devices.







The Quality of Life initiative is a key component of the Saudi Vision 2030 programme, and it focuses on advancing sustainability efforts and CSR initiatives in the public and private sectors.



# Sustainability and Social Responsibility

// Environmental Sustainability and CSR Agenda:  
Crowd's Digital Marketing Strategy in Alignment  
with Vision 2030's Quality of Life programme.

## How can Crowd's digital marketing strategy contribute to your company's sustainability efforts?

Digital marketing is a powerful tool for **raising awareness** about sustainability projects and CSR activities.

Digital marketing enables organisations to **educate the public** about sustainability issues and foster a culture of awareness and responsibility among consumers and businesses.

Businesses can **promote sustainable products** and services more effectively through digital marketing.

Digital marketing **facilitates stakeholder engagement**, including customers, employees, and partners, in sustainability and CSR efforts.

**Measuring and reporting sustainability progress** is essential for accountability and credibility.

Digital marketing campaigns can **promote responsible behaviours** among consumers, such as energy conservation, waste reduction, and ethical consumption.

Digital marketing also **facilitates partnerships and collaborations** between organisations government agencies, and other stakeholders working toward sustainability.

Digital marketing is vital in **advancing sustainability efforts** and corporate social responsibility.



## Measuring Impact // Measuring the Impact of Digital Marketing Initiatives Based on Vision 2030's Goals: Economic Diversification and Job Creation.

Digital marketing will play a significant role in achieving Saudi Arabia's economic goals. By fostering innovation, promoting entrepreneurship, and boosting various economic sectors, the impact of digital marketing initiatives undertaken by brands to align with Vision 2030's objectives can be measured. To do so, the following eight markers must be employed.

Website traffic + User Engagement  
Lead generation + Conversion Rates  
Social Media Engagement  
Job Creation Statistics  
Investment + Business Expansion  
Economic Indicators  
Surveys + Feedback  
Return on Investment (ROI)

10



# Regulatory Compliance // Impact of KSA's Regulatory Framework on Digital Marketing Activities – Compliance with Vision 2030 Objectives.

Saudi Arabia has a well-defined regulatory framework that governs digital marketing activities, and ethical data usage and compliance with local regulations is paramount for businesses and preserving individual rights and protecting society at large. Saudi Arabia considers this to be critically important, especially as the country is steadily embracing and accelerating its digital transformation and data-driven technology capacities.



## Data as a Valuable Asset

The increased reliance on data comes with a responsibility to ensure its ethical and lawful use.



## Respecting Individual Privacy

One of the fundamental principles of ethical data usage is obtaining explicit consent, providing data subjects with transparency, and ensuring the security of data.



## Avoiding Legal Consequences

Non-compliance with data protection laws can have severe legal repercussions, including hefty fines and reputational damage.

# Digital Marketing Compliance with Vision 2030 Objectives



## Economic Diversification

Compliance with local regulations ensures that businesses contribute positively to economic diversification.



## Innovation and Technology

Digital marketing activities, when aligned with regulatory requirements, can foster innovation by promoting tech-driven solutions, online platforms, and digital services.



## Data Protection and Privacy

Businesses must comply with protection laws to build consumer trust, safeguard personal information, and ensure responsible data handling.



## Consumer Engagement

Digital marketing, when conducted ethically and transparently, can improve consumer engagement by delivering valuable information, personalised experiences, and accessible services.



## Cybersecurity

Compliance with cybersecurity regulations helps protect businesses and consumers from cyber threats, fostering a secure digital environment.

By embracing the regulatory framework, and adhering to Vision 2030's economic diversification, innovation, data protection, consumer engagement, and cybersecurity goals, businesses can grow in the Saudi market and actively contribute to the nation's evolution into a globally competitive and digitally advanced economy.

# Regulatory and legislative bodies include:

- \* The Communications and Information Technology Commission (CITC)
- \* Saudi Arabian General Investment Authority (SAGIA)
- \* Personal Data Protection Law (PDPL)
- \* Anti-Cybercrime Law
- \* E-commerce Regulations
- \* Local Regulations in Saudi Arabia
- \* Data Subject Rights
- \* Data Security
- \* Data Transfer
- \* Data Protection Officer



# Trends Forecast and Future-Proofing Strategies

// Insights for Businesses in Adapting to Evolving Trends and Technologies.

Following Saudi Arabia's efforts towards making the Kingdom a socio-economic world power, more emphasis must be given to emerging data and technology trends.

Crowd forecasts how data will change and evolve to take digital marketing to newer heights.

- \* AI-Powered Marketing
- \* Chatbots and Conversational Marketing
- \* Voice Search Optimisation
- \* Video Marketing
- \* Content Marketing Evolution
- \* Influencer Marketing
- \* Augmented Reality (AR) and Virtual Reality (VR)
- \* Marketing Automation
- \* Blockchain in Marketing
- \* Neuromarketing
- \* Social Commerce
- \* Data-Driven Attribution
- \* Remote Work and Collaboration Tools





## AI-Powered Marketing

AI is revolutionising marketing in KSA by enabling personalised content, predictive analytics, and targeted advertising to enhance customer experiences and increase efficiency.



## Chatbots and Conversational Marketing

Chatbots and conversational marketing is becoming increasingly popular in KSA regarding instant customer support, lead generation, and personalised interactions, offering seamless communication and improved conversion rates.



## Voice Search Optimisation

With the rise of voice-enabled devices, like smart speakers and virtual assistants, businesses in Saudi Arabia are optimising their content and SEO strategies to cater to voice search queries, enhancing visibility and accessibility.



## Video Marketing

Video content continues to dominate the marketing landscape in Saudi Arabia, with brands leveraging platforms like YouTube, TikTok, and Instagram Reels to engage audiences, tell stories, and drive conversions.



## Content Marketing Evolution

Content marketing in Saudi Arabia is evolving beyond traditional blog posts and articles to include interactive content, live streaming, and user-generated content, all formats that foster deeper connections and drive engagement.



## Influencer Marketing

Influencer marketing thrives in Saudi Arabia, with brands collaborating with influencers across various sectors to reach niche audiences, build credibility, and drive sales through authentic recommendations.



## Augmented Reality (AR) and Virtual Reality (VR)

AR and VR technologies are gaining traction in Saudi Arabia, with brands using immersive experiences for product demonstrations, virtual tours, and interactive advertising to captivate audiences and differentiate themselves.



## Marketing Automation

Marketing automation platforms are streamlining processes, optimising workflows, and delivering personalised experiences at scale in Saudi Arabia, enabling businesses to nurture leads, segment audiences, and drive conversions more efficiently.



## Blockchain in Marketing

Blockchain technology is being explored in Saudi Arabia for its potential to enhance transparency, security, and trust in marketing activities, particularly in areas like advertisement/media fraud prevention, digital rights management, and supply chain transparency.



## Neuromarketing

Saudi Arabia is witnessing an interest in neuromarketing techniques that analyse consumers' subconscious responses to stimuli, helping businesses optimise their messaging, design, and branding to resonate with their target audience on a deeper level.



## Social Commerce

Social commerce is on the rise in Saudi Arabia, with platforms like Instagram, Snapchat, and WhatsApp integrating shopping features, allowing businesses to sell directly to consumers through social media channels, enhancing convenience and driving conversions.



## Data-Driven Attribution

Data-driven attribution models are empowering marketers in Saudi Arabia to understand the customer journey better, allocate budgets effectively, and optimise marketing efforts across channels based on comprehensive data analysis and insights.



## Remote Work and Collaboration Tools

The shift to remote work in Saudi Arabia has accelerated the adoption of collaboration tools and project management platforms, enabling marketing teams to collaborate effectively, stay organised, and maintain productivity regardless of location.

As these trends are slowly reshaping the marketing services industry in Saudi Arabia, businesses must future-proof their digital marketing strategies to stay competitive in the country's ever-evolving economic landscape.

## How can businesses in KSA adapt to emerging trends and technologies inspired by Saudi Vision 2030?

- \* Embrace data-driven decision-making
- \* Leverage Artificial Intelligence (AI)
- \* Video Marketing
- \* Mobile-first Approach
- \* Sustainability and Ethical Marketing
- \* Cybersecurity and Privacy Protection
- \* Continuous Learning and Adaptation



## Embrace data-driven decision-making

Gain actionable insights and stay ahead of market trends.



## Leverage Artificial Intelligence (AI)

Automate, process, personalise customer experiences, and optimise marketing campaigns.



## Video Marketing

Engage audiences effectively, tell compelling stories, and showcase products or services.



## Mobile-first approach

Reach consumers on their preferred devices and enhance accessibility and user experience.



## Sustainability and ethical marketing

Integrate sustainable marketing practices to align with societal values and emphasise a greener future.



## Cybersecurity and privacy protection

Safeguard sensitive data and build customer trust.  
Continuous learning and adaptation: Foster a continuous





## Continuous learning and adaptation

Foster a continuous learning and adaptation culture to stay agile, innovative, and competitive in a dynamic business environment.

# Challenges and Solutions //Overcoming Challenges in Data-Driven Marketing: Solutions and Strategies.

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Implementing data-driven marketing can be highly effective, but it's not without challenges. Below are common data-driven marketing challenges and Crowd's experience-backed solutions to optimise your business in KSA.

Challenges	Crowd's Solution
 Inaccurate or inconsistent data from various sources can hinder decision-making.	Invest in data management tools to clean and unify data. Establish data governance policies and practices for consistent data collection and integration.
 Adhering to data protection regulations like GDPR can be complex and requires careful customer data handling.	Prioritise compliance. Appoint a Data Protection Officer (DPO), obtain explicit consent for data collection, and implement strong security measures to protect data.
 Measuring the return on investment can be challenging due to the complex nature of data-driven campaigns.	Establish clear Key Performance Indicators (KPIs) aligned with business goals. Implement robust analytics tools to track and measure campaign performance. Continuously analyse and optimise based on data-driven insights.
 Finding skilled professionals who understand data analytics can be a hurdle.	Invest in employee training and development, seek partnerships with data-focused organisations, or outsource specific tasks to experienced agencies.
 Protecting customer data from breaches is essential but challenging.	Invest in cybersecurity measures, conduct regular security audits, and educate staff on recognising and responding to threats.
 Coordinating marketing efforts across multiple channels can lead to disjointed customer experiences.	Implement marketing automation tools to facilitate cross-channel integration. Create unified customer profiles to ensure consistent messaging across all touchpoints.
 Teams may resist adopting data-driven practices due to a fear of change.	Foster a data-driven culture by providing training and emphasising the benefits of data-driven decision-making.
 The sheer volume of data can be overwhelming, making it difficult to extract meaningful insights.	Utilise data analytics and visualisation tools to simplify complex data and identify actionable insights.
 Marketing technologies and data tools evolve quickly, requiring constant adaptation.	Stay up-to-date with industry trends, invest in agile technology solutions, and be prepared to pivot when necessary.
 Limited budgets and resources can hinder the implementation of data-driven strategies.	Prioritise initiatives with the highest potential ROI. Start small, measure results, and gradually scale up investments.



# The Crowd Round Table

Unlocking Opportunities // Navigating  
the Saudi Market with Crowd's Marketing  
Specialists.



The Kingdom of Saudi Arabia is significantly diversifying its economy by encouraging foreign investments, creating sustainable infrastructure, and adapting to the contemporary world. We asked Crowd's market specialists to meet to discuss how brands can adapt and thrive there.

At Crowd, every market is an opportunity for brands to flourish. However, navigating a country's social, cultural, and legal intricacies can take much work for companies and investors. So, if you are contemplating a move into the Saudi market and need a go-to-market ally to hit the ground running alongside you, talk to us today.

Crowd always has its ears to the ground, and we pride ourselves on being front-and-centre when it comes to understanding and adapting marketing and promotional efforts that deliver results in the Saudi Arabian market.

Crowd Middle East's **Managing Director (UAE), Tom Berne; Account Director (UAE), Liyana D'silva; Social Media Manager (UAE), Deniz Abdulal; Design Head (UAE) Kuba Skowronski, and Project Manager (UAE), Khushal Chawda**, discuss Saudi - the opportunity and the challenges.



**Liyana, what is the biggest challenge about breaking into the Saudi market? How is it different from the UAE?**

The biggest challenge, from my point of view, is market understanding. KSA has an entirely different culture, and consumer behaviour is not similar to the UAE's. We have had to do a lot of research, and work closely with our clients, to understand how the market works in KSA and to deliver consistent results.

**Khushal, we have gone through the need for content localisation throughout this report. What would you say is language's role in digital marketing?**

The Saudi population is known to be very proud of their culture, and catering to their communication needs is a surefire way to establish a connection with them. Besides, from a legal point of view, government and semi-government websites are mandatorily required to be in the region's language. In summary, brands must roll out the Arabic version of their websites and advertisements for heightened and essential engagement with their target audiences if they launch in the Saudi market.







The role of social media marketing must be recognised when it comes to creating a successful brand strategy. Which social media trends can brands get behind in Saudi Arabia, and is Influencer marketing a safe tool for awareness and lead generation?

Regarding social media trends, keeping up with Saudi Arabia - as the business and media landscape evolves - is both challenging and fun in equal measure. Social media users in Saudi are very savvy and like experimenting. They are known to start trends out of nowhere by pushing hashtags to celebrate everyday activities and highlight different leisure aspects unique to Saudi Arabia.

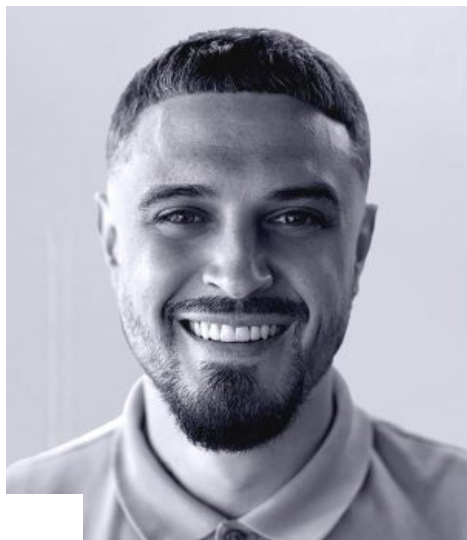
Influencer marketing can also effectively stimulate reach and generate leads, especially when the influencer audience and engagement are assessed and rated correctly.

Kuba, What environmentally sustainable practices can agency design teams use to align with Saudi's sustainability efforts?

Adopting ways to save energy and resources in the design process is a big step towards creating sustainability in design. Take brand packaging, for instance. Brand packaging negatively impacts the environment, but choosing standard sizes of locally-made recyclable materials can go a long way in making printing eco-friendly.

It is also important to understand that building an environmentally sustainable product takes a village. This means working with a supply and demand team that shares your sustainability standards and is equally determined to reduce the packaging footprint.

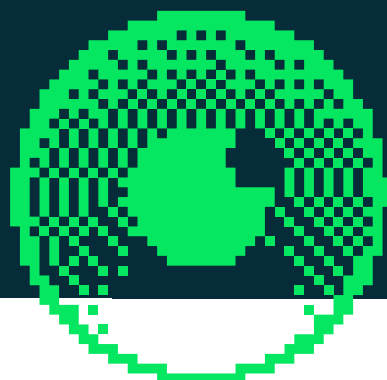
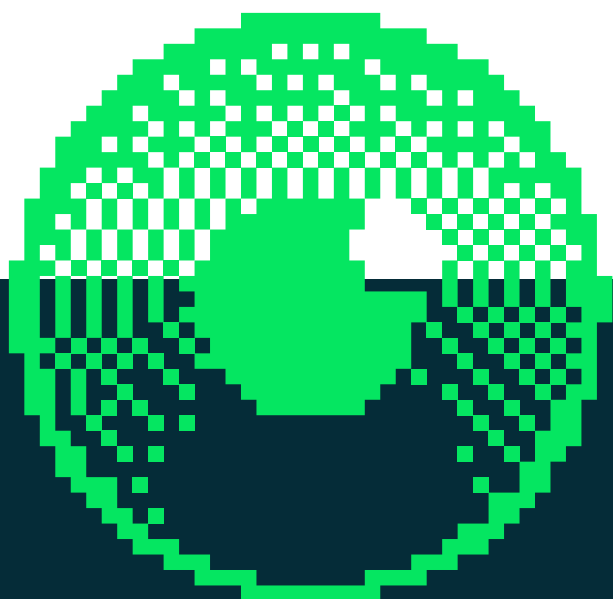




## Tom, how does Crowd's Saudi launch align with Saudi's Vision 2030?

Since our inception, Crowd has worked closely with educators and the academic community. With our launch in Saudi, we are returning to Crowd's roots. We aim to launch initiatives that harness and nurture local talent pools regionally. This offers our clients the services they need to upscale their brand using the best local talent.

Secondly, as a global agency, we operate in key sectors, including Real Estate, Sustainability, Sports Retail, Travel, and Tourism. Our collective experience with brands like Nike, Belkin, Sichuan Province, and local brands like ROAM and Arab Energy Fund means we are ready to hit the ground running when it comes to realising Saudi's Vision of diversifying their economy into growing sectors across the Kingdom, by 2030. Vision of diversifying their economy into growing sectors across the Kingdom, by 2030.



# A word from our Global CEO



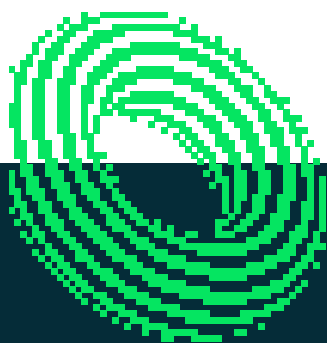
From my visits to the Kingdom many things stand out.

However, one of the primary market opportunities for me is the demographic. The population of Saudi Arabia is young. This offers enormous opportunities on all fronts, with future growth and innovation assured as this extraordinary talent pool matures to become a skilled and motivated local workforce.

As Crowd expands our Saudi operation, engaging the best and the brightest young talent will be essential to our success. This we have already started to do, in partnership with leading universities and government partners.

I am excited to be focusing on this dynamic market, and to continuing our talent and business growth in the Middle East.

Jamie Sergeant,  
Global CEO, Crowd





Our international network of people can help you and your organisation meet your business objectives.



Asia Pacific  
Chengdu  
Shenzhen

Europe  
Amsterdam  
London  
Madrid

Middle East  
Dubai  
Riyadh (Soon)

North America  
San Francisco

Crowd consists of an international team based around the world in key markets from San Francisco to Dubai. Our extended network can be called on to provide the best marketing industry expertise available to you, ensuring you are receiving best in breed service and campaigns that exceed expectations. Visit our [website](#) and connect with us on [LinkedIn](#) to keep up to date with what we're up to globally. And if you're ready to have a discussion, please reach out to your closest Crowd contact.

Let's talk about how we can  
transform your business

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