



TIC TAC - UPM Awareness Project KSA Report

by
Legendary ADLAND



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Pain relief
للتخفيف على الفور

What We have done?

Awareness Project KSA Report

- 1- 105 Schools 53,000 Kids
- 2- 2 Promoters in Dawaa Pharmacies in Ahsa & Riyadh for 1 months
- 3- 12 Weekend days in 4 Malls in 4 cities detailing for average 10,000 families
- 4- 15,000 Followers on Social Media for 3 weeks in 3 Accounts
- 5- Better credibility to have the endorsements of MOH & its Logo on our Stands in Malls
- 6- Branding & better Image for the company in the chain of pharmacies & better bargaining powers
- 7- More demand for the brand Tic Tac by name in the pharmacies
- 8- Liquidate the stocks in the chain of Pharmacies & getting bigger orders
- 9- More Market feed back about other anti-lice products
- 10- Increase Access to the consumers by Reaching & Detailing to Mothers in Malls & through Schools



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What We Miss? & What we can Extend in the Future?

Awareness Project KSA Report

- 1- Rest of the Malls in the cities, 2 malls in each main cities in Jan & October.
- 2- Most of the Governmental Schools 300 to 500 Schools, 100 in each major city
- 3- Better giveaways that last more time for kids like back bag & Lice comp
- 4- Seeding in all chain of Pharmacies
- 5- Promotional Gift with Purchase
- 6- Attractive Dangers, Shelf Takers, counter Stands, Floor Stands in the Pharmacies
- 7- Promotional Kit 2+1 with gift with Purshase like comp or back bag
- 8- Continue Social Media with more focus on General health posts with Anti-lice post in between
- 9- Promoter Pharmacies in all cities
- 10-Tic Tac TAG, Paper Crown for Kids as a gift to wear it, Tic Tag on Hair as a crown not Lice



**Continue Selling
& Start Helping**

Awareness Project KSA Report

**Mothers Awareness about Lice Problem in Schools
& offering them Tic Tac as the best choice & Solution**

Focus on Education & Awareness not only Promotion

Focus on the Solution not only the Product

Focus on the Value not only the Price

Focus on the Access to the customers not only the place for selling



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Tic Tac- UPM Project

- 1-Printed Materials Flayers, Coloring Books
- 2-School Activation & Awareness
- 3-Malls Activation with MOH
- 4-Pharmacy Promoters in Chains
- 5-Promotional Offer 1+1 in Pharmacies
- 6-Social Media



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Printed Materials

- Flyers
- Coloring Books
- Tearing Pads
- Posters



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Schools Awareness

105 Schools = 53,580 Kids in 3 Cities in 40 days

Tic - Tac UPM School Awareness

Total Tic Tac UPM KSA Students	53,580
Jeddah	19,473
Riyadh	18,581
Damam	15,526
Total Tic Tac UPM KSA Schools	105
Governmental	12
National	27
International	66

Damam School	36	No. of Kids
Governmental	11	15,526
National	12	
International	13	
Riyadh School	35	No. of Kids
Governmental	0	18,581
National	13	
International	22	
Jeddah School	34	No. of Kids
Governmental	1	19,473





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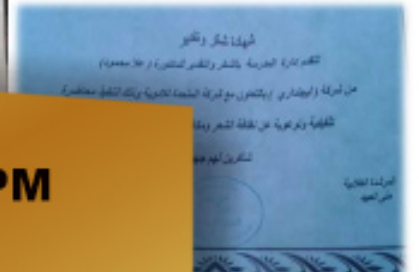


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Recognition Certificates from Schools



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Malls Awareness

4 Malls in 4 Cities in 1 month, 12 weekends
Average 2500 families in every city,
almost 10,000 Families



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Jeddah Andalus Mall



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Riyadh - Hayat Mall



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Damam Dahran Mall

حملة وزارة الصحة
التوعوية بنظافة الشعر وعدوى القمل
برعاية الشركة المتحدة

وزارة
الصحة
Ministry of Health

طعمك بالك وأسرعت في استخدامه

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SCHOOL BITE



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برعاية
الشركة المتحدة

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ZARA DIF

حملة وزارة الصحة
التوعوية بنظافة الشعر وعدوى القمل
برعاية الشركة المتحدة

Makka Mall

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SCHOOL BITE

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FACE OF MIND
DE LICE WITH

SCHOOL BITE

BACK TO
SCHOOL LIST

TIC-TAC

pers

Sarabhar

pharm



وزارة الصحة
Ministry of Health

اطمئني بالك وأسرعني في استخدام
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تِك-تاك

Pharmaceuticals
شركة المتحدة

للوقاية من القمل
FACE OF MIND
DE LICE WITH

قائمة العودة للمدرسة
TIC-TAC
التعليمية المتخصصة
التحضيرية
الوقاية
من القمل
معالج
معالج



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Pharmacy Awareness

2 Promoters Dawaa Pharmacies 1 month Ahsa & Riyadh



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Ahsa



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Riyadh



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 للحقن، عنق، الفم

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ليسيل
تركيبة متطورة

الحل الأمثل للتخلص من القمل والصئبان

سهل • سريع • فعال • آمن

مع عودة المدارس وانتشار عدوي حشرات الشعر بين أبنائنا، اليكي العمل
لامثل من مجموعة ليسيل الكاملة (شامبو+جل+بخاخ الفروشات) لحماية
Nahdi من عدوي انتشار حشرات الشعر.

Home About Posts Reviews Video

Tuesday at 9:24 AM

مع عودة المدارس وانتشار عدوي حشرات الشعر بين أبنائنا، اليكي العمل
لامثل من مجموعة ليسيل الكاملة (شامبو+جل+بخاخ الفروشات) لحماية
Nahdi من عدوي انتشار حشرات الشعر.

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الحل الأمثل للتخلص من القمل والصئبان

سهل • سريع • فعال • آمن

20 2 Shares



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Social Media Awareness

Followers in 3 Accounts in 3 Weeks



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للألم، الحمى، التشنج

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Twitter 12.800 Followers

The image shows a screenshot of a Twitter profile for 'My Family Health Now'. The profile picture is a circular logo featuring a family of four (a man, a woman, and two children) with their hands raised in a gesture of health or care. The bio text reads 'صحة أسرتي.. MY FAMILY HEALTH طمئني بالك'. The header shows navigation icons for Home, Moments, Notifications, and Messages, along with a search bar and a 'Tweet' button. The profile statistics are: 51 Tweets, 19 Following, 12.8K Followers, 0 Lists, and 0 Moments. There is an 'Edit profile' button. Below the profile information, there are tabs for 'Tweets', 'Tweets & replies', and 'Media'. A tweet is visible with the text 'You Retweeted'.

Home Moments Notifications Messages Search Twitter Tweet

صحة أسرتي..

صحة أسرتي
MY FAMILY HEALTH
طمئني بالك

my family health now

Instagram Twitter Facebook

صحة أسرتي
MY FAMILY HEALTH
طمئني بالك

Tweets 51 Following 19 Followers 12.8K Lists 0 Moments 0 Edit profile

Tweets Tweets & replies Media

You Retweeted



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Instagram 1.856 Followers

The screenshot shows the Instagram profile for 'myfamilyhealthnow'. The profile picture is a circular logo with two hands holding a family silhouette, with the text 'صحة أسرتي MY FAMILY HEALTHY حملتني بالتحفة' below it. The bio reads: 'هنا هو نشر التوعية عن كيفية المحافظة على صحة أفراد الأسرة والوصول لتكثيف الصحي My Family Health على الصنوت العجنتي. فتنازنا صحة أفضل نضي حياة أفضل.' The profile has 25 posts, 1,856 followers, and 0 following. Three posts are visible: a child with a backpack and a 'no fast food' sign, a woman in a hijab with text 'لون شفيتك يعبر عن حالتك الصحية', and a woman with text 'خرافة ام حقيقة؟'.

Instagram | Instagram

Search

myfamilyhealthnow Following

25 posts 1,856 followers 0 following

هنا هو نشر التوعية عن كيفية المحافظة على صحة أفراد الأسرة والوصول لتكثيف الصحي My Family Health على الصنوت العجنتي. فتنازنا صحة أفضل نضي حياة أفضل.

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لون شفيتك
يعبر عن حالتك
الصحية

خرافة ام
حقيقة؟



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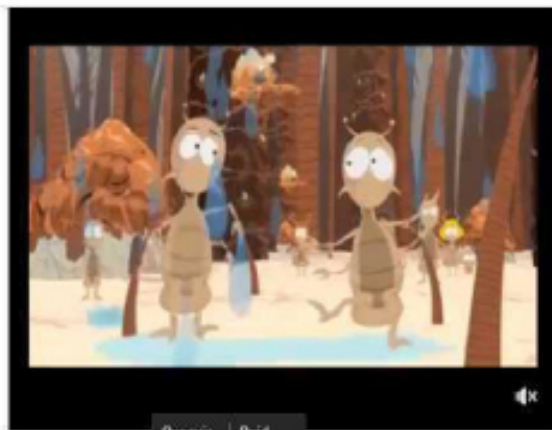
Facebook 1.236 Likes

The screenshot shows the Facebook interface for the page 'My Family Health' (صحة أسرتي @MyfamilyhealthNOW). The page has reached 1,236 likes, and a celebratory message states: 'You just reached 1,000 Page likes. Nice work! Create a post thanking the people who like your Page.' The 'This Week' summary shows 7,892 Post Reach, 762 Post Engagement, and 0 of 0 Response Rate. The right sidebar displays 1,243 follows, 7,832 post reach this week, and 321 video views this week. The bottom navigation bar includes 'Home', 'Posts', 'Reviews', 'Photos', 'Shop', 'Offers', 'Groups', 'Community', 'Videos', and 'Events'.



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Ads sample



Organic 715
Paid 12,566

13,291 people reached

Boost Post

4.2K Views

Like Comment Share

Belal Abukheir, Doraf Daidou and 6 others

Chronological

2 Shares

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My Family Health
صحة أسرتي
Health & Beauty

Get More Likes, Comments and Shares
Boost this post to reach 100 people

516 people reached

Organic 303
Paid 213

Boost Post

Ame Meglano, Hiba Saadeh and 15 others



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طمئني بالك واستعدي للمدرسة

صحة أسرتي
MY FAMILY HEALTH
www.familyhealth.com

My Family Health | صحة أسرتي

Learn More

1,263 people reached

Organic	Paid
452	301

Great Post

Like Comment Share

View all 32 comments

محمد النورى | Mohamed | Muhammad and 32 others

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للأمهات لعلاج القمل

صحة أسرتي
MY FAMILY HEALTH
www.mspharma.com

My Family Health | صحة أسرتي

Learn More

Get New Likes, Comments and Shares

This post is performing better than 19% of other posts on your Page.

2024-10-24

Organic	Paid
521	157

1,225 people reached

Great Post

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لا تجعلي طفلك أول من ينقل عدوى القمل للآخرين

صحة أسرتي
MY FAMILY HEALTH
www.familyhealth.com

179 people reached

Organic	Paid
406	23

Great Post

See Translation

القمل: طريق الرقبة للملحاح | صحتي
القمل هو من الأمراض التي تنتقل بين الأطفال عن طريق الرأس. يمكن تجنب الإصابة بالقمل عن طريق استخدام منتجات العناية بالشعر المناسبة.

2024-10-24

Organic	Paid
621	1,483

2,104 people reached

Great Post

Like Comment Share

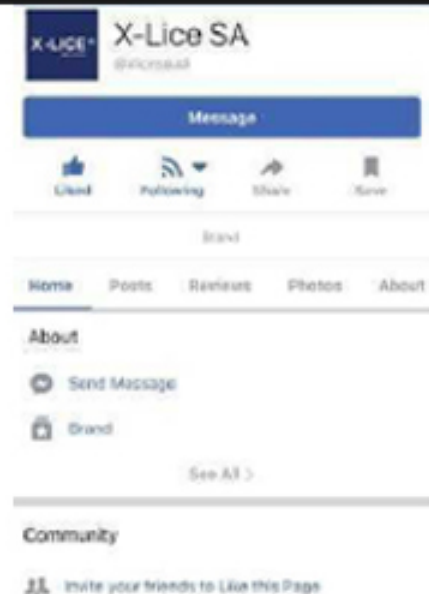
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We made the legend real in time

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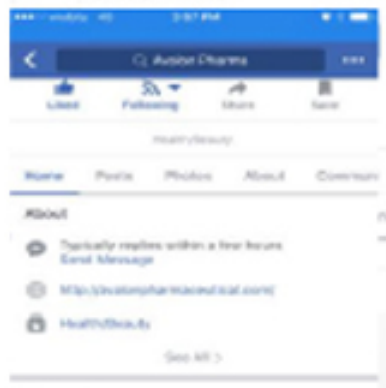
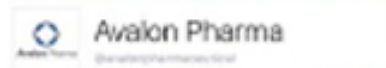
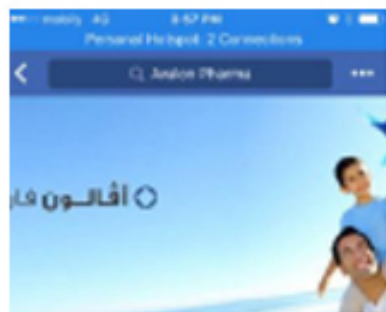
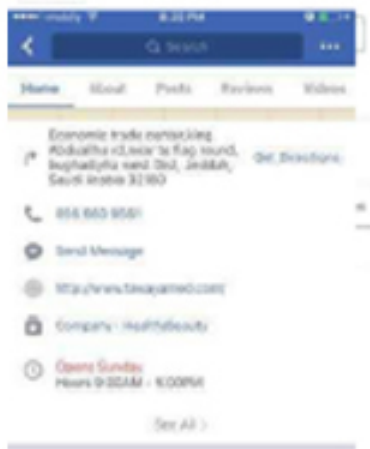
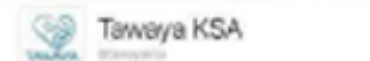
Competitors & Other Companies Samples



X-Lice SA 33 Likes but it grows now to 1500
NYDA KSA 48 Likes



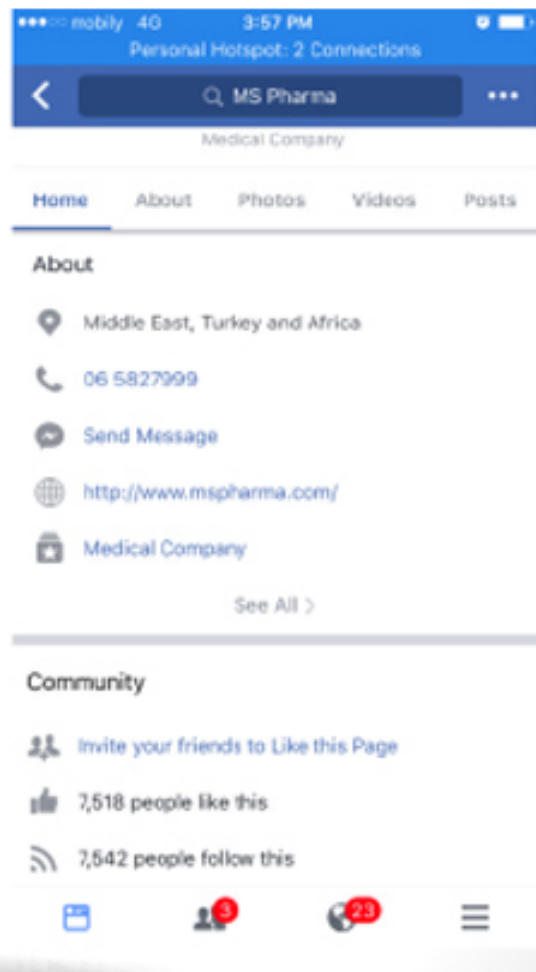
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**Anti-lice companies Tawaya
has 22,482 Like
Avalon Pharma has 24,249 likes**



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MS has 7,518 Likes

Future Plan

- 1- Rest of the Malls in the cities , 2 malls in each main cities in Jan & October.
- 2- Most of the Governmental Schools 300 to 500 Schools , 100 in each major city
- 3- Better giveaways that last more time for kids like back bag & Lice comp
- 4- Seeding in all chain of Pharmacies
- 5- Promotional Gift with Purchase
- 6- Attractive Dangers, Shelf Takers, counter Stands , Floor Stands in the Pharmacies
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Governmental Schools by MOH Awareness Projects

300 Schools in 3 Cities in 2 months

School campaign Education for Kids to educate the whole family

100 Schools in each city in 2 months Total 300 Schools

Average 300 Kids, Reach 90,000 Kids, average 45,000 Families

To distribute all the company promotional materials

(Like flyers, samples, gifts, bags, vouchers.)

(cost of This promotional materials are not included in the fees)



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HTC061
Size:7×5.5cm



HTC062
Size:23.5×4.3cm



HTC063
Size:7.4×4.5cm



HTC064
Size:7.8×6cm



HTC065
Size:14×6.7cm



HTC066
Size: 7×6. 2cm



HTC067
Size:9.5×6.5cm



HTC068
Size:8.7×5.3cm



HTC069
Size:8.5×7cm



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Posters

// for FRUITWORKS

Vinyl Sticker
on stand



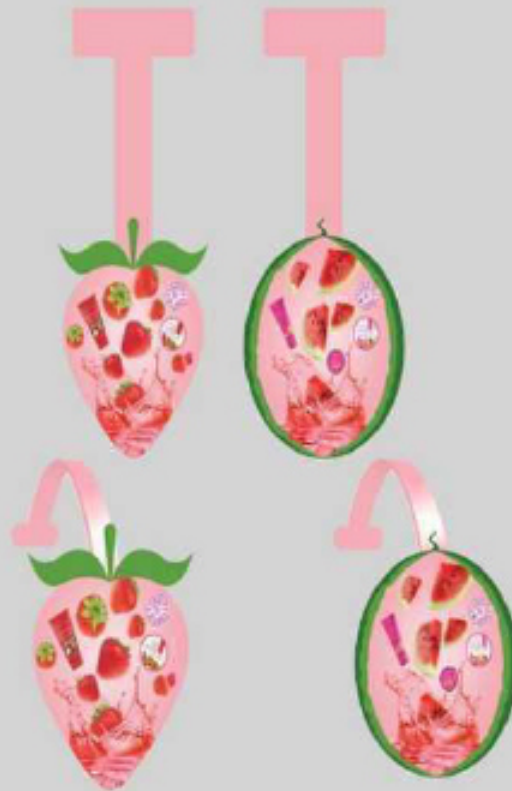
Strawberries



Watermelon

Wobbler

// for FRUITWORKS



Strawberries

Watermelon



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SHELF



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للمضاد حيوي الفم

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Promo gifts for Ph & Gem & Malls & Schools



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KSA Address

Jeddah, Madina Road, Boghdaiia, Saudi Business Center, ground floor office no.134

00966 12 6515333

00966568654916

00966 12 6520700

Ext: 334

UK: 3rd floor 207 regent street, London United Kingdom W1B 3HH Company No.08343590

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