





# Understanding DGDA

# Mission

“Together, we can help to transform Diriyah into one of the world’s greatest destinations, a gathering place for the entire world and one which will become a source of even greater pride for all Saudis”

- **They aim to transform Diriyah into a global destination and a source of pride for Saudis.**
- **This indicates a commitment to growth and global appeal while maintaining a sense of national pride.**

# Values

- **Pride:** They emphasize the importance of community and collaboration, deriving pride from working together and relying on one another.
- **Being Rooted in Our Heritage:** They want to share their heritage with the world and inspire a passion for their community.
- **Building Connections:** They value strong, lasting bonds within their community and beyond.
- **Being Inclusive:** They want everyone in their community to feel engaged and involved.
- **Our Community:** They are committed to supporting and empowering their community.
- **Authenticity:** Authenticity and truth are crucial in all their interactions.

# Brand Voice

DGDA's brand voice is one that's focused on celebrating heritage, fostering community, and embracing authenticity. They seek to connect with both their local community and the world while fostering a sense of pride and inclusivity.

**The essence of DGDA's voice lies in the preservation and dissemination of the historical and cultural importance of the Diriyah region.**

# Tone Of Voice

## Local ■ Enabler ■ Inspiring ■ Inclusive

We can adapt the adjective to characterize the tone of voice as:

▼  
Proud  
Ambitious  
Promising  
Authentic

▼  
Leader  
Cooperative  
Motivating  
Uplifting

▼  
Motivating  
Innovative  
Leader  
Uplifting

▼  
Welcoming  
Friendly  
Approachable



**What are we  
aiming for?**

# Primary Objectives

Our goals include the celebration and promotion of Diriyah's cultural heritage, educating the public, fostering community engagement, drawing in tourists, and nurturing national pride.

Additionally, the campaign plays a role in increasing awareness of DGDA's mission, encouraging active participation, and setting the stage for enduring traditions in future celebrations.

- **Celebrate and commemorate foundation day.**
- **Engage the local community.**
- **Attract tourists and visitors.**
- **Promote DGDA's mission.**
- **Raise awareness of DGDA's role.**



# Primary Message

**The primary message is to showcase the development and preservation of Diriyah, highlighting its rich heritage that extends from the past into the future and remains an integral part of our present.**

# Target Audience

- **Local Community**
- **National Audience**
- **International Tourists**
- **Media Outlets**

# Call To Action

These emotional CTAs aim to connect on a deeper level with the audience's feelings and personal connections to the cultural heritage of Diriyah.

They can resonate more strongly with individuals who have a strong emotional tie to the history and legacy of the region.

- **Feel the Legacy**
- **Experience Living History**
- **Rediscover Your Roots**
- **Visit Diriyah**



**How'll we  
do it?**

# Deliverables

Our primary and most impactful deliverable for this campaign is the creation of a promotional film that will serve as the centerpiece of our visual content, encapsulating the essence of the campaign.

In addition to that we'll include a diverse array of materials and deliverables designed to support, enhance, and complement the film's impact.

- **Promotional Film**
- **Digital Collateral**
- **Educational Resources**
- **PR and Media Relations**

# Marketing Channels

To effectively promote our campaign and reach our target audience, we will employ a diverse range of marketing channels. These channels are carefully selected to ensure broad coverage and engagement.

- **Social Media**
- **Official Website**
- **Online Advertising**
- **Content Marketing**

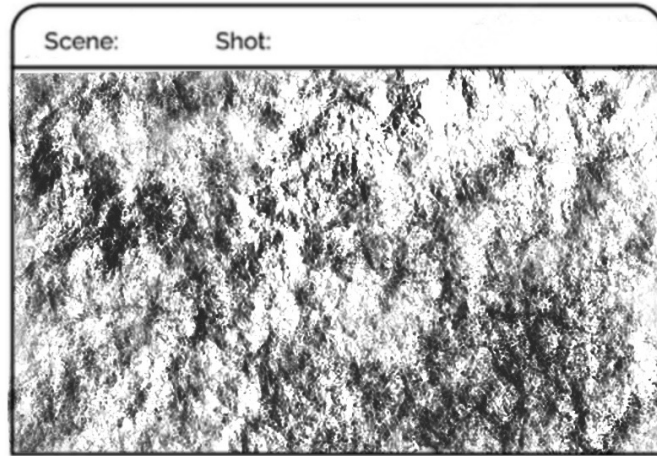


# Starting With A Teaser!

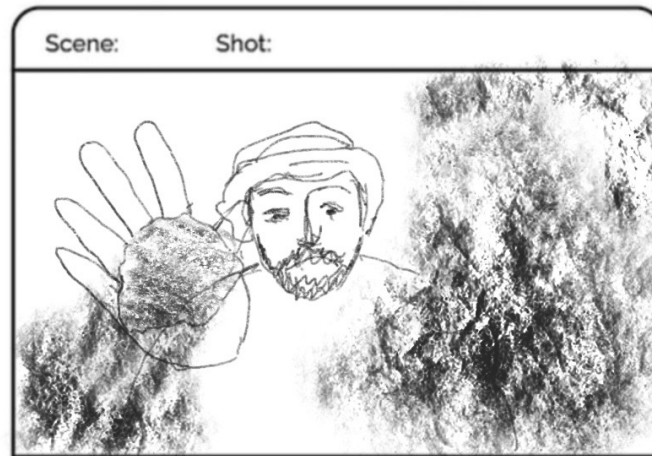
# عُفْرَتٌ لَتَبْقَى

**Get the people talking!** a captivating and brief video that revolves around the very first construction of Diriyah, bearing the title "built to last"

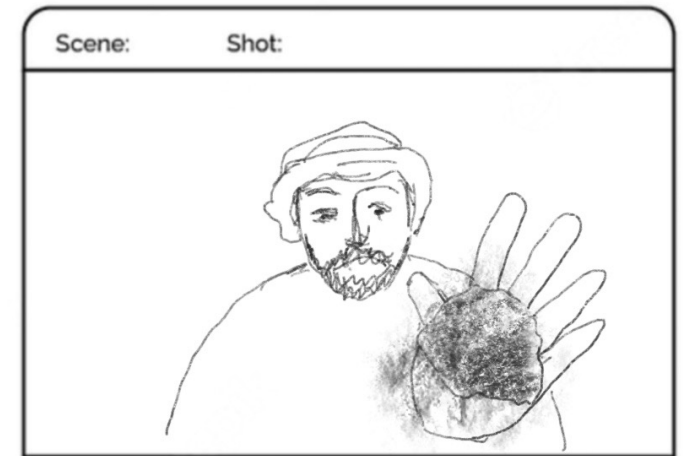




Description: \_\_\_\_\_  
**final frame followed by the title**  
**“عمرت لتبقى”**  
\_\_\_\_\_  
\_\_\_\_\_



Description: \_\_\_\_\_  
**POV: starting to cover up the whole screen**  
\_\_\_\_\_  
\_\_\_\_\_



Description: \_\_\_\_\_  
**POV: man smearing mud**  
\_\_\_\_\_  
\_\_\_\_\_



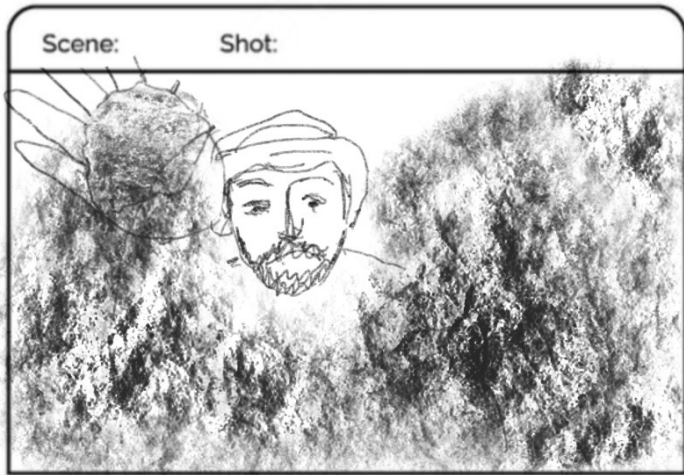
# The Campaign

# Main Visual

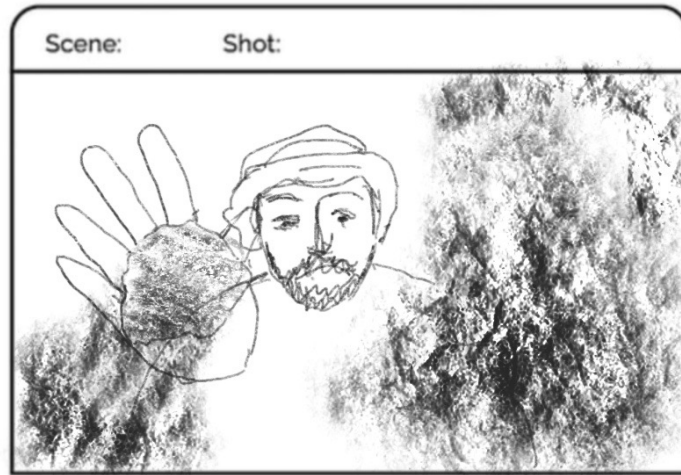
In this video we aim to seamlessly weave together historical footag and present-day visuals to convey the message of preserving and celebrating Diriyah's cultural heritage while looking forward to its continued significance.

We'll speacily highlight these following attractions:

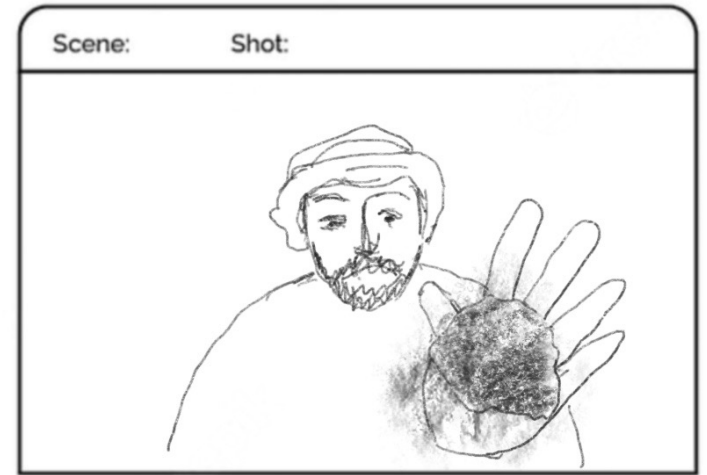
- **Shopping Centers**
- **Restaurant Complexes**
- **Parks and entertainment**
- **sports and activities**



Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



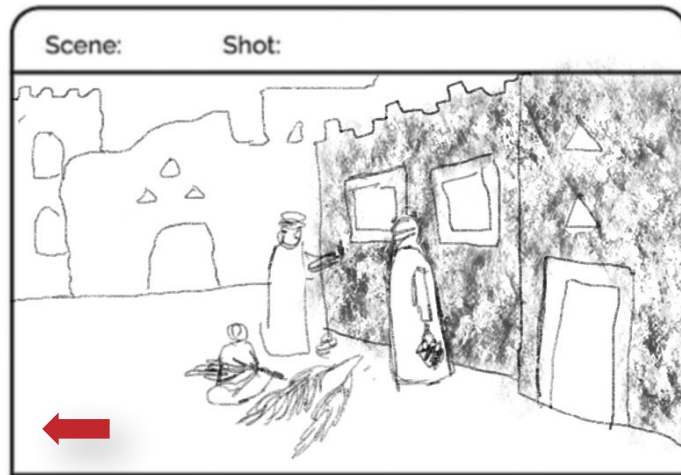
Description: \_\_\_\_\_  
**POV: starting to cover up the whole screen**  
\_\_\_\_\_  
\_\_\_\_\_



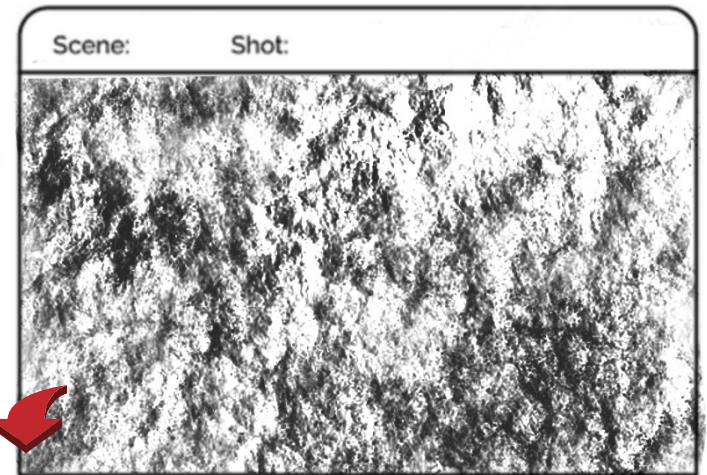
Description: \_\_\_\_\_  
**POV: man smearing mud**  
\_\_\_\_\_  
\_\_\_\_\_



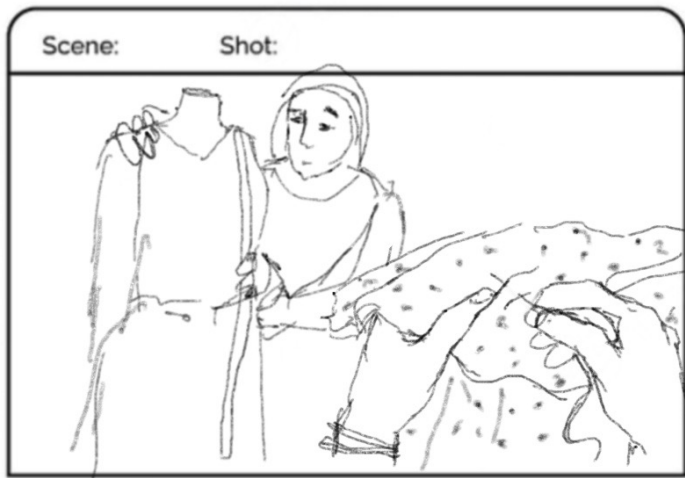
Description: \_\_\_\_\_  
**one of the builders discussing futuer blue print plans with a young modern engineer in a seamless blend between the past and the present**  
\_\_\_\_\_  
\_\_\_\_\_



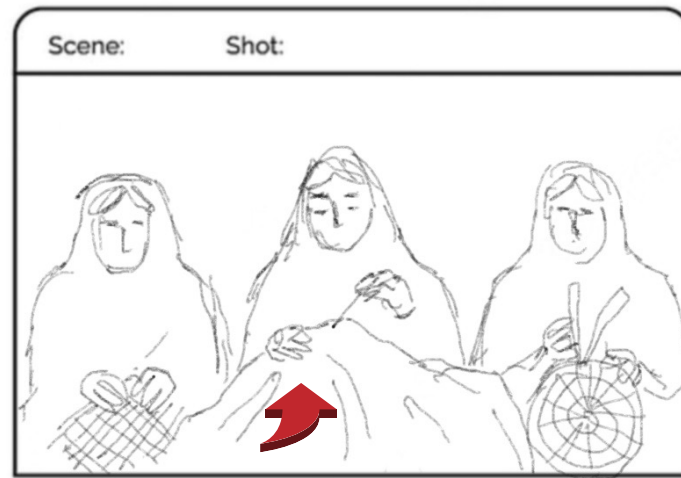
Description: \_\_\_\_\_  
**the house and the people, camera pans left**  
\_\_\_\_\_  
\_\_\_\_\_



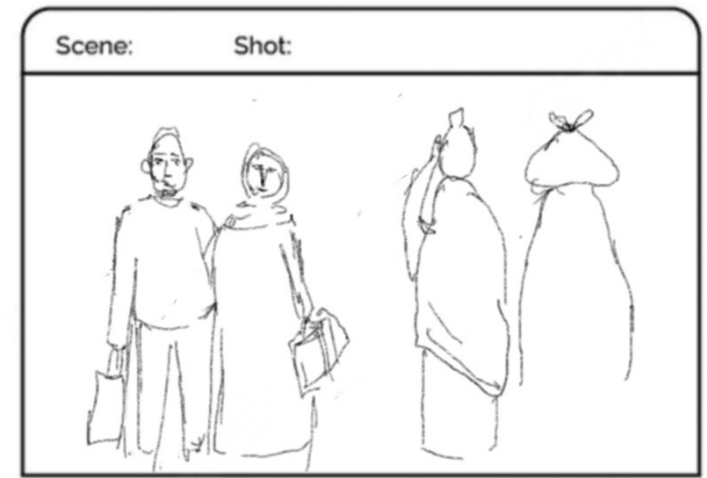
Description: \_\_\_\_\_  
**camra zooms out to show that the mud is part of a house being build**  
\_\_\_\_\_  
\_\_\_\_\_



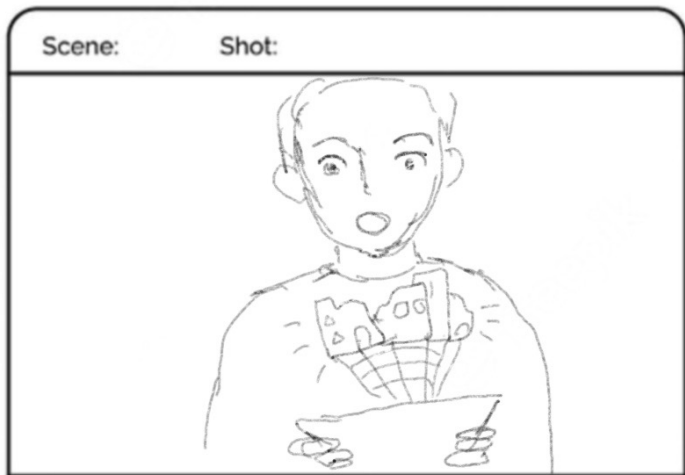
Description: \_\_\_\_\_  
**overlapping shots of the hands of old woman  
sewing with a young modern fashion designer**



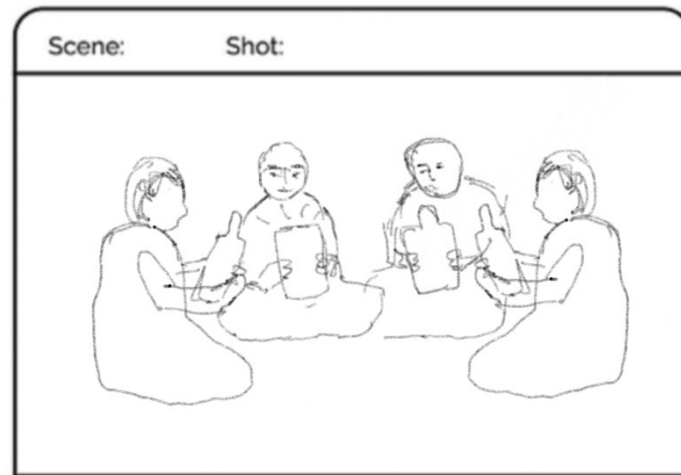
Description: \_\_\_\_\_  
**on the side of the market, women are practicing  
traditional crafts; sewing, waving baskets..  
camera zooms in on the one sewing**



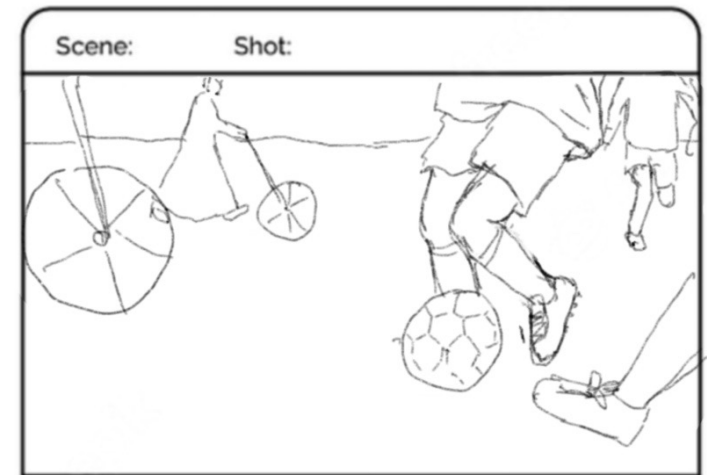
Description: \_\_\_\_\_  
**camera pans left to show a modern couple  
shopping in an old market surrounded by people  
from the past**



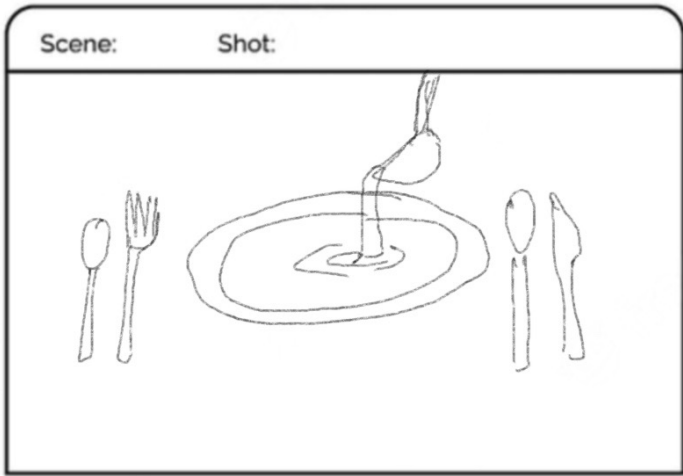
Description: \_\_\_\_\_  
**camera zooms in to show the kid is looking at  
an AR vision of modern Diriryag**



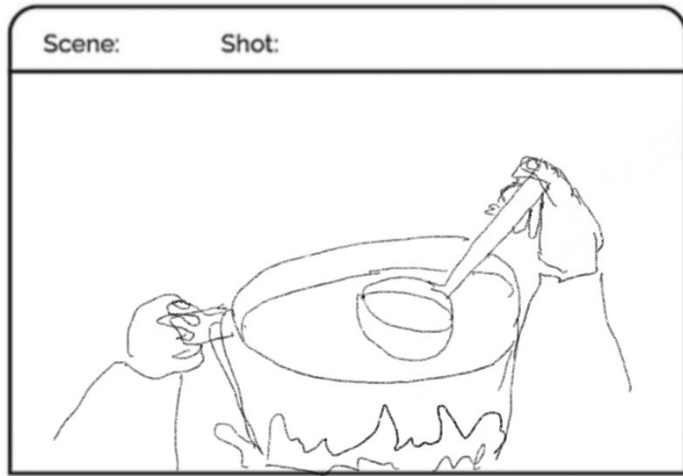
Description: \_\_\_\_\_  
**a shot of kids setting in الكتاتيب with one modern  
kids with a taplet**



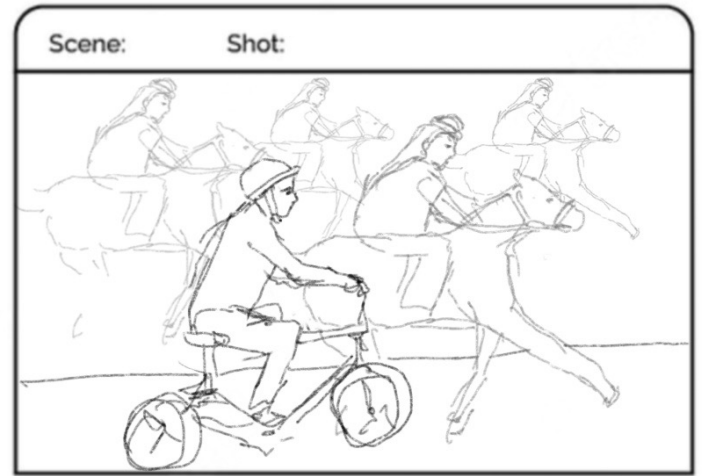
Description: \_\_\_\_\_  
**modern kids playing basketball, the background  
shows kids playing traditional games**



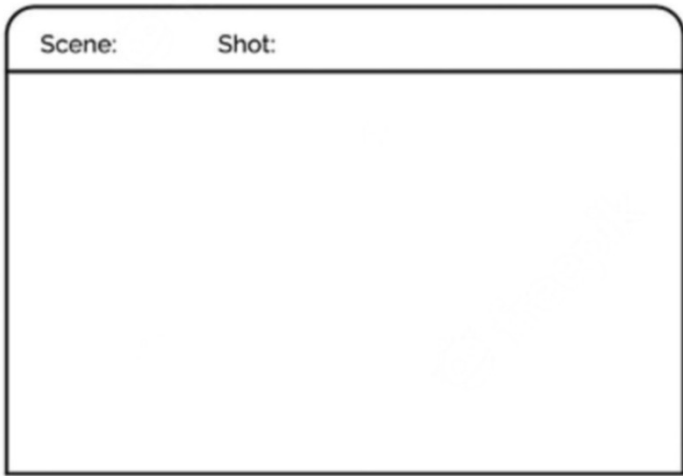
Description: \_\_\_\_\_  
**the same soup is poured in a modern restaurant with modern plate and cutlery**  
 \_\_\_\_\_  
 \_\_\_\_\_



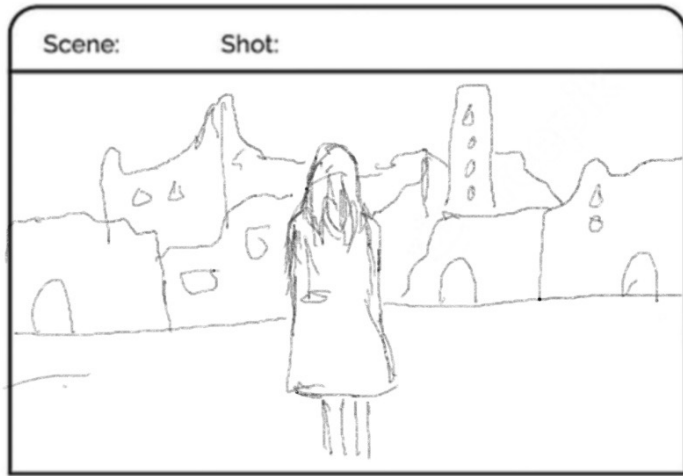
Description: \_\_\_\_\_  
**a shot of women cooking soup in a traditional way**  
 \_\_\_\_\_  
 \_\_\_\_\_



Description: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



Description: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



Description: \_\_\_\_\_  
**the girl arrives to her destination standing in front of modern day tile Diriyah**  
 \_\_\_\_\_  
 \_\_\_\_\_



Description: \_\_\_\_\_  
**a shot off a modern young girl running in an isle of what appears to be old Diriyah**  
 \_\_\_\_\_  
 \_\_\_\_\_

# Digital Collateral

**Social Media Graphics:** Visual content for platforms like Instagram, Twitter to share campaign updates, event highlights, and educational content.

**Online Advertisements:** Visual and written content for advertising campaigns on platforms such as Google Ads and social media to expand the campaign's digital reach to a wider online audience.

**Event Promotion:** Visual materials for promoting campaign-related events through various online channels.

**Webinars and Virtual Tours:** Visual assets for hosting webinars and virtual tours of historical sites.

# It's Fun To Learn

By implementing the fun easy to use Instagram/Snapchat **Augmented Reality** filters, we create a dynamic, educational, and interactive campaign that seamlessly blends the past and the future. Visitors become active participants in the preservation and celebration of Diriyah's cultural heritage, leaving with memorable experiences and a deeper appreciation for the historical significance of the area. All while staying on theme of the main campaign.



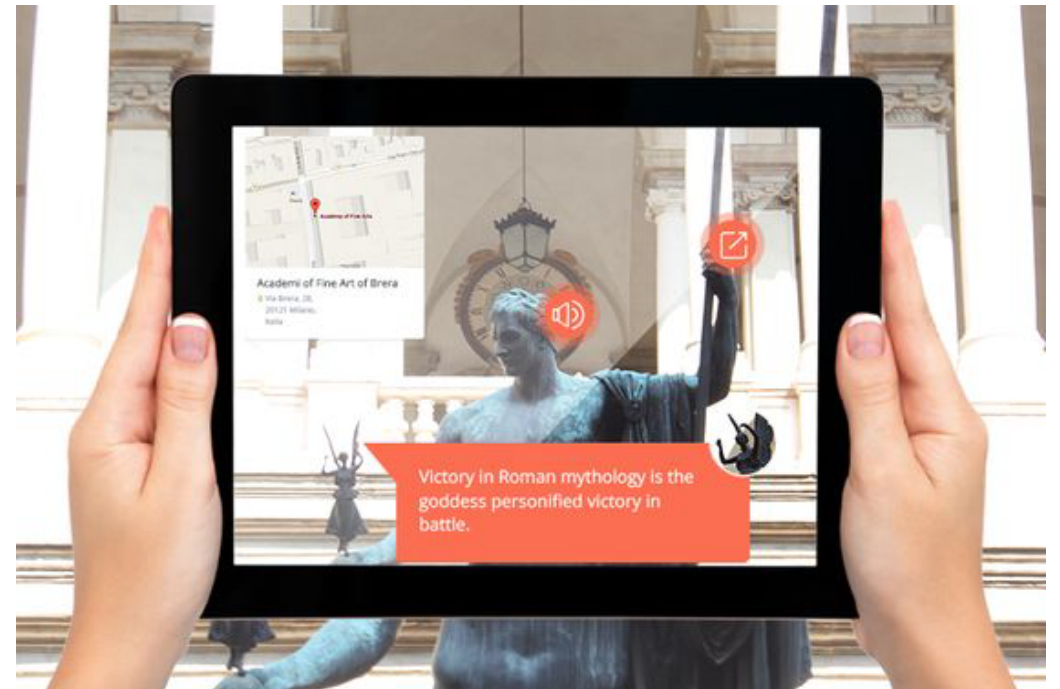
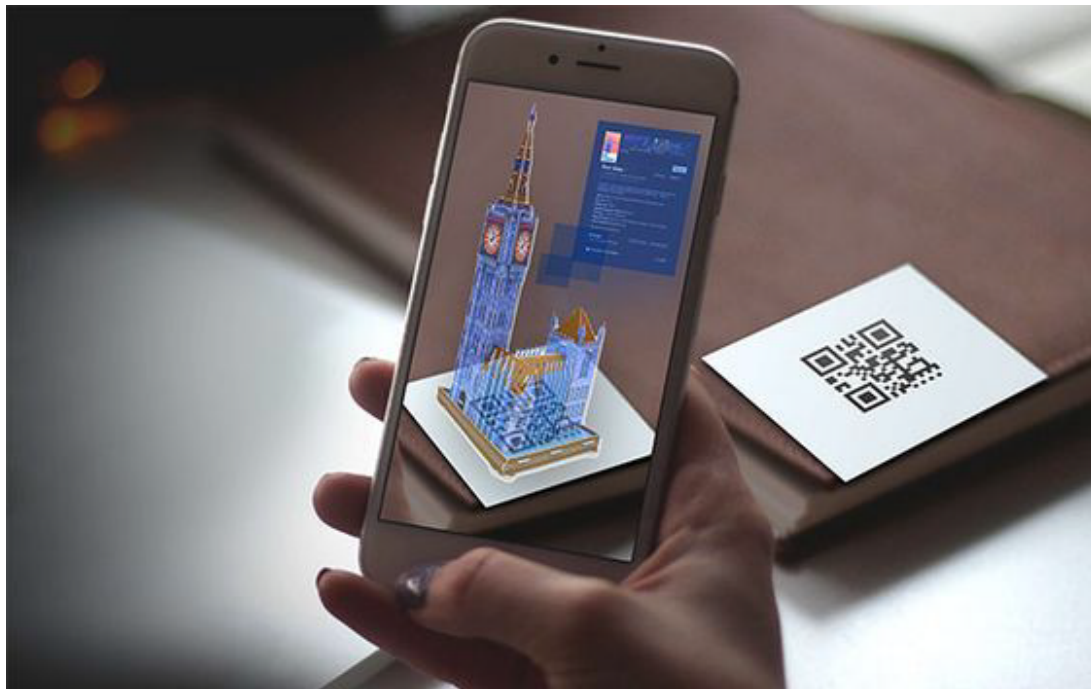
# It's Fun To Learn

**AR Historical Tours:** Create an AR filter for self-guided historical tours of Diriyah. Users scan historical markers or buildings with their smartphones to access 3D reconstructions, virtual guides, and glimpses of the past.

**Virtual Museum:** Transform designated areas into virtual museums using AR. Visitors explore exhibits, view historical artifacts, and engage with interactive displays via their mobile devices, fostering an immersive educational experience.

**Interactive Scavenger Hunt:** Develop an AR-based scavenger hunt to encourage exploration of Diriyah's attractions. Participants scan QR codes or markers, unlocking AR clues and historical facts, with the potential for rewards and enhanced heritage appreciation.

# It's Fun To Learn



# It's Fun To Learn





**Thank  
You!**