



COMMUNICATION CONSULTING FIRM

SASH & COMPANY

YOUR IDEAL PARTNER

SASH & Company is a regional communication consulting firm established in 2007. It is a local firm with regional presence. Following our establishment in Jeddah, Saudi Arabia, we then expanded to Dubai, setting up a strategic and creative hub, before opening a second KSA base in Riyadh.

SASH stands out as a firm that truly understands the local ecosystem and the dynamics of the regional market. We offer comprehensive services in the areas of public affairs, media relations, strategic advisory, and social media to a diverse range of clients, including government entities and multinational corporations, across the Middle East.

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OUR SERVICES

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OUR TEAM

WHAT WE DO



STRATEGIC
COMMUNICATIONS



MEDIA
TRAINING



STRATEGIC
ADVISORY



DIGITAL
DIPLOMACY



MONITORING
& REPORTING



SOCIAL
MEDIA



BOT
(BUILD-OPERATE-
TRANSFER)



CRISIS
MANAGEMENT



OUTREACH



CONTENT
DEVELOPMENT

OUR SERVICES



STRATEGIC COMMUNICATIONS

SASH and Company offers Strategic Communications services, helping organizations convey messages, engage stakeholders, and achieve communication goals. We develop customized strategies based on client needs and target audience analysis. SASH and Company helps clients reach their intended audience effectively. We empower organizations to navigate the complex communication landscape and achieve impactful results.



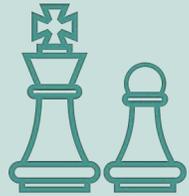
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STRATEGIC ADVISORY

Our strategic advisory service is designed to assist organizations in making **informed decisions** and achieving their long-term goals. We understand that the business landscape is dynamic and complex, requiring strategic foresight and actionable insights. As a trusted partner, our strategic advisors collaborate closely with clients to **identify key challenges, opportunities, and potential risks.**



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MONITORING & REPORTING

Our monitoring and reporting service is designed to provide organizations with comprehensive **oversight and valuable insights** into their operations, performance, and key metrics. We understand the importance of real-time information and data-driven decision-making, which is why we offer a robust monitoring system combined with **insightful reporting capabilities**.



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BOT

(BUILD-OPERATE-TRANSFER)

Our Build - Operate - Transfer (BOT) service provides organizations with a comprehensive solution for **establishing and operating** their offshore or **outsourced operations**. This service model allows clients to leverage our expertise, infrastructure, and resources to quickly set up and run their operations in a cost-effective and efficient manner, while maintaining control and ownership of the operations.



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OUTREACH

Our outreach service is designed to help organizations expand their reach, enhance brand visibility, and engage with their target audience effectively. We understand the importance of reaching the right people with the right message, and our outreach service offers a comprehensive approach to achieve these objectives.



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MEDIA TRAINING

The media training service is tailored to meet the specific needs and objectives of our clients. Whether it's a CEO preparing for a high-profile interview, a spokesperson representing an organization, or anyone seeking to improve their media communication skills. Our training sessions are led by **experienced media professionals** who have in-depth knowledge of the media landscape. We provide practical insights, strategies, and techniques to effectively **engage with journalists, handle interviews, and manage various media platforms.**



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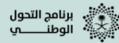


DIGITAL DIPLOMACY

Our Digital Diplomacy service offers a comprehensive solution for governments, international organizations, and diplomatic entities to effectively engage with global audiences and advance their diplomatic objectives in the digital realm. We recognize the increasing significance of digital platforms and online communication in shaping international relations, and our service aims to leverage these channels to build relationships, promote dialogue, and enhance diplomatic efforts.



أمانة منطقة عسير



برنامج التحول الوطني



وزارة الثقافة
Ministry of Culture



موانئ
MAWANI
الهيئة العامة للمحافظة
Mawani Authority



الهيئة الملكية لمحافظة العلا
Royal Commission for AlUla



WORLD
TOURISM
FORUM



مركز علي لأكاشياني
العلوم واكتشاف
Ali Science Discovery
& Innovation Center



برنامج خدمة
ضيوف الرحمن



برنامج التنمية
القدرات البشرية



يوم الوطن في عسير



سلة
sela



CITYSCAPE
JEDDAH



برنامج تحول
القطاع الصحي



البلد
محمدة التاريخية
JEDDAH HISTORIC DISTRICT



كروز السعودية
CRUISE SAUDI

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SOCIAL MEDIA

Our team of social media experts works closely with clients to develop customized social media strategies that align with their specific goals and target audience. We conduct thorough research to understand the client's industry, competitors, and target market, enabling us to create a tailored approach that maximizes impact and engagement. Our services encompass a wide range of social media activities, including content creation, community management, audience growth, influencer partnerships, paid advertising, and performance analytics.



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CRISIS MANAGEMENT

Our experienced crisis management team works closely with clients to develop customized strategies and response plans tailored to their specific needs and potential crisis scenarios. We conduct thorough risk assessments, crisis simulations, and vulnerability audits to identify potential vulnerabilities and develop proactive measures to mitigate risks. Overall, our crisis management services aim to protect our clients' reputation, minimize damage, and effectively navigate through challenging situations.

برنامج تحول
القطاع الصحي



برنامج التحول
الوطني



وزارة الثقافة
Ministry of Culture



سلة
sela

مدينة محمد بن سلمان
Mohammed Bin Salman City
غير الربحية Nonprofit

البلد
جدة الحضرية
JEDDAH URBAN DISTRICT

6
مركز علمي لاكتشف
العلم والابتكار
Imi Science Discovery
& Innovation Center

برنامج تنمية
القدرة البشرية



برنامج خدمة
ضيوف الرحمن



وزارة الاقتصاد والتخطيط
MINISTRY OF ECONOMY & PLANNING



كروز السعودية
CRUISE SAUDI

موانئ
MAWANI
إدارة الموانئ البحرية
MARITIME AUTHORITY

SEDA
هيئة تنمية المناطق الاقتصادية
Special Economic Zones Development Authority

EIF
مركز الأبحاث والابتكار
Economic Innovation Foundation

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CONTENT DEVELOPMENT

Our content development services offer organizations a comprehensive solution to create compelling and engaging content that resonates with their target audience. We understand the power of quality content in attracting, engaging, and influencing customers, and our services are designed to help clients deliver impactful messages and achieve their communication objectives.



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OUR CLIENTS

SASH & Company
Company Profile



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MEDIA CENTER



Problem

The Ministry of Culture assigned SASH the task of building and operating an integrated, state-of-the-art media center capable of transmitting information, keeping the public informed, and making content available to all the stakeholders in line with modern standards of information sharing.



Solution

Work began by implementing the BOT program to efficiently establish and operate the Ministry's media center. The program is characterized by a combination of key elements: a comprehensive understanding of the local market, the requirements of regional and global markets, and applying international best practices.

Building and operating the Saudi Ministry of Culture media center


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COMMS STRATEGY AND LAUNCH PLAN



مركز علمي لاكتشاف
العلوم والابتكار
ilmi Science Discovery
& Innovation Center



Problem

Developing a communication strategy and a launch plan for ilmi Center and devise a comprehensive framework in which all elements of strategic communications are harmoniously consistent to achieve ilmi's strategic objectives.



Solution

SASH started with a set of surveys to identify current perceptions, and then developed a communication strategy with all its elements. SASH also developed a launch plan for ilmi Center, which included a social media strategy in addition to media monitoring and analysis.

Develop a communication strategy and an integrated launch plan for **ilmi** Centre.



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COMMS STRATEGY



Developing the communication strategy and the media centre of the Saudi Ports Authority.



Problem

Mawani needed a strategic consulting partner to develop their communication strategy, establish a dedicated media center, and enhance the quality of its media presence and relations.



Solution

SASH has implemented a set of research studies and analyzed its outcomes to study the current situation and identify the current impression about Mawani. It then developed an effective communication strategy, a solid plan for communication during crises, in addition to developing the policies and procedures for the media center.



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COMMS STRATEGY AND LAUNCH PLAN



Problem

As a Saudi Vision 2030 based long-term roadmap to optimize the quality of healthcare delivery in the Kingdom, the Health Sector Transformation Program (HSTP) required an integrated communication strategy and launch plan.



Solution

SASH created a communication strategy and devised a three-stage launch plan (pre-launch, launch, post-launch), implementing innovative ideas across various deliverables like designs, simulations, and a comprehensive production plan.

Leveraging our expertise to design the communication strategy for the Health Sector Transformation Program.



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COMMS STRATEGY AND SOCIAL
MEDIA



Problem

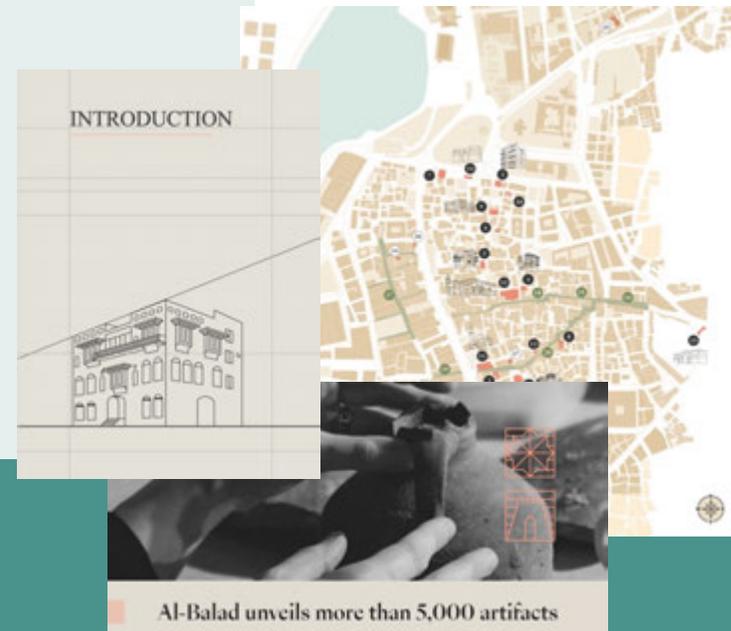
The Historic Jeddah Program aims to enhance its image, attract business and cultural projects, and position itself as an attractive destination for aspiring entrepreneurs, thereby contributing to the advancement of the nation in line with Saudi Vision 2030.



Solution

To achieve that, SASH developed a communication strategy that embeds the message of preserving the district's historical and cultural heritage and managed the program's social media channels. Additionally, SASH created a comprehensive plan to address risks and crises.

Historic Jeddah Program: a thriving cultural centre aligned with Saudi Vision 2030



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COMMS STRATEGY

**Problem**

Sela, a leading event management company, wanted to develop an integrated communication strategy and strengthen ties between the company and major media outlets, to ensure their message reaches the desired target.

**Solution**

After the research and study phase, SASH designed a comprehensive communication strategy and worked on strengthening ties with media outlets by developing effective media kits and content, organizing press events, and monitoring media coverage.

Developing an effective corporate communication strategy for Sela



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COMMS STRATEGY

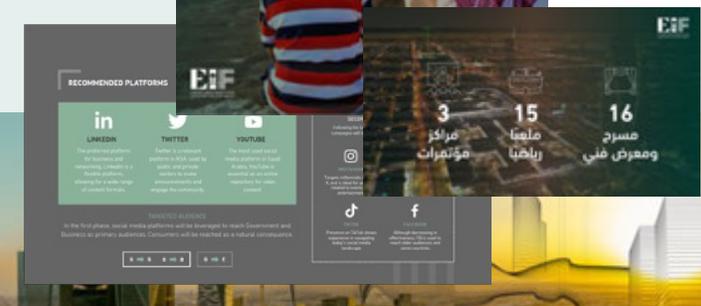
**Problem**

The EIF needed to develop a comprehensive communication strategy and align activities with the Fund's strategic objectives. Furthermore, there was a need to define a social media strategy and guidelines for the Fund's social channels.

**Solution**

SASH evaluated current impressions, identified challenges, and conducted a benchmark analysis with similar institutions. Furthermore, a communication strategy and a social media strategy were developed, which involved identifying appropriate social channels and platforms.

A comprehensive communication strategy and social media strategy for the Events Investment Fund.



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Problem

FII Institute commissioned SASH to develop its internal and external communication processes and activities to fulfill its commitments and effectively communicate its focus areas and ESG principles, in order to achieve its strategic goals.



Solution

Based on the research, SASH developed a communication strategy with all its elements that include key messages, communication channels, and themes. The goal was to effectively manage the impressions of each target group and achieve the goals of the Future Investment Initiative Institute.

Developing an effective corporate communication strategy for the Future Investment Initiative Institute.


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General Organization for Social Insurance “GOSI” media training



Problem

The need arose in GOSI to enhance the appearance and media presence of the main spokespersons, with the aim of reaching various relevant groups. GOSI partnered with SASH to leverage its expertise to carry out this task.



Solution

The work began with the SASH team conducting a study of the current impressions of GOSI, in addition to evaluating the quality and nature of their media appearances. An intensive media training was then held for official spokespersons.



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COMMS STRATEGY AND LAUNCH PLAN

برنامج تنمية القدرات البشرية



Human Capital Development Program develops the Kingdom's educational system



Problem

The Human Capital Development Program (HCDP) needed an integrated communication strategy and launch plan to enhance education and training to meet the demands of the Fourth Industrial Revolution in line with Saudi Vision 2030.



Solution

SASH formed a team of experts to develop questionnaires and survey target groups. The analysis of the survey results informed the development of a communication strategy. Additionally, SASH devised a three-stage launch plan for the HCDP to generate awareness, interest, and support.



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COMMS STRATEGY AND MEDIA PLAN

برنامج التحول
الوطني



Problem

Setting out to achieve governmental operational excellence, the National Transformation Program (NTP) joined forces with SASH to develop a communication strategy that meets the requirements of the Ministry of Economy and Planning's media committee, in line with Saudi Vision 2030.



Solution

Accordingly, SASH undertook the task of developing the NTP communication strategy and media plan. SASH also organized a series of communication activities tailored to the interests of each target group. Additionally, manuals for coordination and procedures between NTP and related ministries were created.

National Transformation Program: building a communications strategy and integrated media plan



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COMMS STRATEGY AND LAUNCH
PLAN

برنامج خدمة
ضيوف الرحمن



Media plan development for Doyof Al Rahman Program



Problem

Following the success of several Saudi Vision 2030 campaigns, the Doyof Al Rahman Program collaborated with SASH to develop an integrated media plan that meets the requirements of the media committee of the Vision Realization Office.



Solution

SASH initiated the research phase by creating a set of questionnaires to poll the target group samples. The findings were then analyzed to identify current perceptions, around which a communication strategy was developed. SASH also developed a launch plan, incorporating creative concepts, designs, and simulations.



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COMMS AND MEDIA STRATEGY

الهيئة الملكية لمحافظة العتلة
Royal Commission for AlUla



Problem

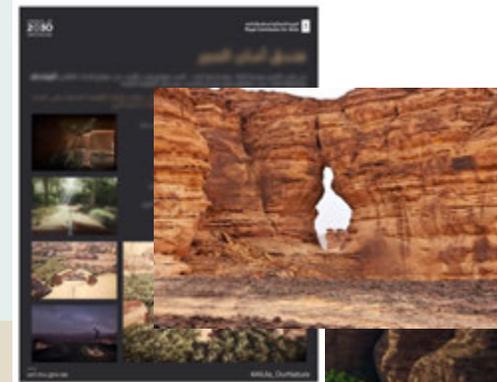
The RCU partnered with SASH to revitalize the region as an open museum and global arts destination. SASH developed content and managed media relations for the launch of "A Journey Through Time," a key step in this plan to celebrate AlUla's cultural heritage and natural beauty.



Solution

SASH handled media outreach and public relations for the scholarship program. SASH also handled communications and media coverage for the partnership agreement between the Kingdom and France to develop AlUla. This agreement, signed during Crown Prince Mohammed bin Salman's visit in April 2018, included press interviews, Q&A documents, content development, and coordination of media events on different platforms.

Design Vision Launch: "Journey Through Time"



AlUla A Cultural Landscape

The six principles of a cultural landscape as defined by UNESCO.



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MEDIA RELATIONS

وزارة الاقتصاد والتخطيط
MINISTRY OF ECONOMY & PLANNING

**Problem**

The Saudi Ministry of Economy and Planning mandated SASH to perform the functions of the Communications Department to launch a national program in support of hobbies and activities, furthering the goals of Saudi Vision 2030.

**Solution**

SASH conducted workshops and discussions with government agencies to establish a unified mechanism. SASH also produced over 18 articles, managed social media accounts, and created content for 3 months, including infographics, creatives, and videos, besides conducting a media training for official spokespersons to enhance the capabilities and quality of media appearances.

Ministry of Economy and Planning launches hobbies and activities support program



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**Problem**

In order to initiate positive communications with targeted groups from the private sector, government sector, and the general public, SASH partnered with the Ministry in developing and implementing an innovative communication strategy.

**Solution**

SASH established an integrated media office to publicize the ministry's new strategy, goals, themes, and initiatives. The innovative communication strategy focused on reaching the target audience through creative editorial and visual content and utilizing digital media platforms to publish content and interact with audiences.

Collaborating on digital transformation with the Ministry of Communications and Information Technology.



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EVENT MANAGEMENT

**Problem**

The Emirate of Aseer organized a historic public military parade for the 89th National Day. The challenges involved coordinating a spread-out celebration area and managing a large public presence while ensuring effective communication and media coverage.

**Solution**

SASH provided strategic communication services, including crisis management, media relations, and creating a documentary on the soldiers' sacrifices, with the #National_Day_in_Aseer hashtag trending at No.1 besides significant engagement and outstanding coverage for 65 editorial and creative content and 4 articles.

#National_Day_in_Aseer tops list of most popular hashtags on Twitter



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Building and implementing the Cruise Saudi communication strategy



Problem

Cruise Saudi was established in line with Saudi Vision 2030 with the goal of unlocking potential in non-oil sectors. The company aims to establish the cruise sector and to spread awareness about the cruise industry in the Kingdom.



Solution

SASH created a strategy to raise community awareness about the new cruise industry. SASH also developed guidelines for departmental procedures, crisis management protocols, mitigating risks, and safeguarding the company's reputation.


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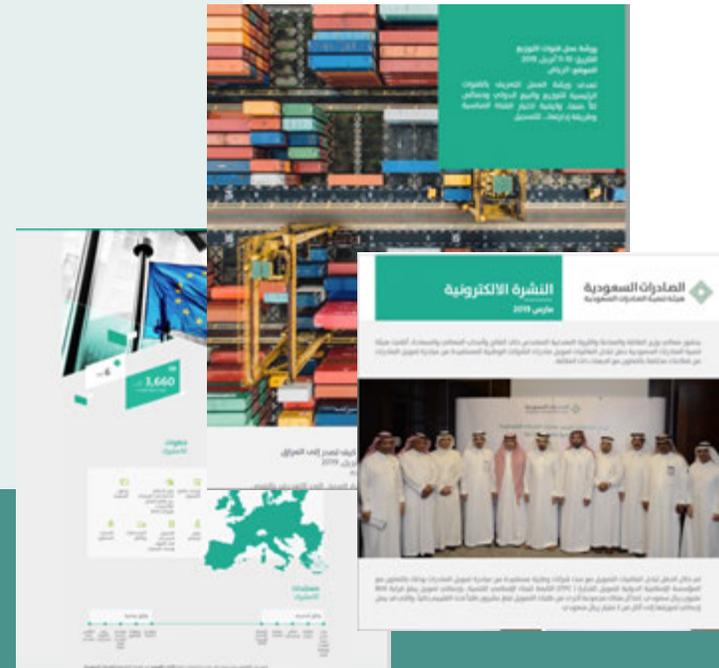
**Problem**

The National Industrial Development and Logistics Program was launched to implement over 300 initiatives, develop 11 industries, and align with Saudi Vision 2030. To enhance outreach efforts, the Saudi Export Development Authority partnered with SASH.

**Solution**

SASH conducted a survey revealing a lack of awareness about export benefits and the complexity of the export sector. A communication strategy was developed to promote manufacturing and export as key sectors in achieving Saudi Vision 2030.

Upping the communications game for Saudi Export Development Authority



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**Aada**The National Center for
Performance Measurement**Problem**

The National Center for Performance Measurement, "Aada," needed to develop a communication strategy to reduce media misinformation and avoid communication crises, ensure a seamless launch, and create greater awareness among the target audience.

**Solution**

SASH developed the communication strategy, conducted media training, and prepared executives for the center's official launch. SASH addressed media inaccuracies and misconceptions through workshops, training programs, and tailored communication plans.

Launching the National Centre for Performance Measurement "Aada"

The National Center of
Performance Measurement
of Public Entities (ADAA)

Aada
The National Center for
Performance Measurement

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MEDIA RELATIONS

**Problem**

As a newly established government agency, there was a need to seek a strategic communications partner in order to build the foundations of communication and develop government communication capabilities.

**Solution**

Work began with the development of an integrated digital media office as an archive of reference documentation, as well as all affiliated initiatives and programs. SASH also provided strategic support for content development in Arabic and English through a series of press releases and articles.

National Digital Transformation Unit: developing capabilities and achieving sustainable transformation



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MEDIA RELATIONS

المملكة العربية السعودية
هيئة الاتصالات وتقنية المعلومات
Communications and Information Technology Commission

**Problem**

CITC initiated a transparency campaign, mandating telecom operators to disclose package and service details. To effectively communicate the campaign's benefits, CITC partnered with SASH to devise and execute a comprehensive communication plan.

**Solution**

SASH provided valuable services, including media interaction training and organizing a round-table interview. The campaign was also launched on social media platforms. SASH developed a thorough crisis management plan, anticipating user interactions and outlining strategic steps for various scenarios.

Communications and Information Technology Commission (CITC) reaches out to the public



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SOCIAL MEDIA "STRATEGY,
MANAGEMENT & MONITORING"**Problem**

The Ministry of Housing has created a method for the Real Estate Development Fund to achieve Saudi Vision 2030 goals, including guidelines for granting housing loans and addressing waiting lists, which caused controversy among society due to the significance of the housing sector for Saudi citizens

**Solution**

SASH developed a system for monitoring, listening to, and analyzing all dialogues and debates taking place on social media platforms and websites related to real estate financing, which allowed REDF to be aware of any developments and respond accordingly.

Real Estate Development Fund tunes into the word on the street



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EVENT MANAGEMENT



King Faisal
PRIZE



Problem

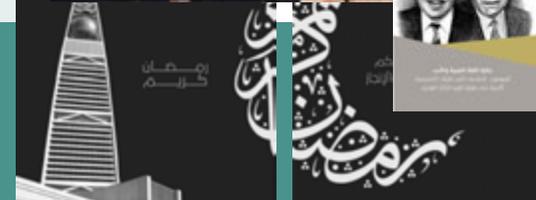
SASH collaborated with the King Faisal Foundation (KFF) to promote the prestigious King Faisal Prize. Over three seasons, SASH facilitated media communications to enhance the Prize's local, regional, and international presence, establishing its prominent position.



Solution

SASH managed the Prize's social media accounts and fostered effective communication between the organizing committee and diverse media platforms. Moreover, SASH successfully coordinated media attendance at the ceremony, graced by the presence of the Custodian of the Two Holy Mosques.

Securing media coverage for the Kingdom's most prestigious event, the King Faisal Prize



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MEDIA RELATIONS

**Problem**

The Makkah Economic Forum, held under the patronage of HRH Prince Khalid Al-Faisal, aimed to boost private sector participation, foreign direct investments, and support domestic production and SMBs.

**Solution**

SASH served as the strategic partner for media communications and content development, leading a team of 12 experts which handled various responsibilities, including content creation, media relations, and managing partnerships. This attracted over 65 media outlets, resulting in 18 articles covering all Forum sessions.

Makkah Economic Forum: Strategic partnership contributes to economic growth



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MEDIA RELATIONS

**Problem**

The annual Nayef Al-Qayyim exhibition sheds light on the achievements of Prince Nayef bin Abdulaziz bin Abdul Rahman Al Saud. There was a need for a partner to manage the media communications.

**Solution**

SASH managed media communication for the event, supervising the implementation of all media installations. SASH's integrated business plan covered content development, website creation, social media account management and creation, and on-site presence during the exhibition.

Nayef Al-Qayyim Exhibition: Commemorating one of the Kingdom's most prominent statesmen



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MEDIA RELATIONS



Managing public and media relations for CITYSCAPE JEDDAH



Problem

The leading international real estate event in Saudi Arabia, Cityscape Jeddah aimed to secure media coverage inside and outside the Kingdom to promote the event and shed light on its activities.



Solution

SASH developed and implemented a comprehensive media plan. Having prepared content appropriate to the target audience and platform, SASH onsite team in Jeddah developed daily content in Arabic and English, resulting in an attendance of 68 media professionals and exceptional coverage for Cityscape Jeddah 2016.



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COMMS STRATEGY

**Problem**

The Special Olympics UAE appointed SASH as the official communication agency for the largest sporting and humanitarian event hosted for the first time in the Middle East and North Africa region.

**Solution**

SASH organized a series of surveys and workshops to develop the communication plan, key messages, and communications materials. SASH also developed the social media strategy, and handled the Twitter and Instagram accounts, offering crucial on-ground social media support.

Communication champions for a special cause: Special Olympics UAE



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SOCIAL MEDIA "STRATEGY,
MANAGEMENT & MONITORING"



Problem

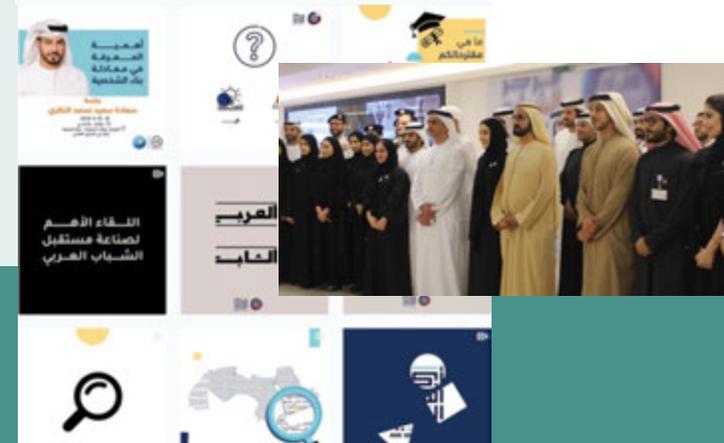
SASH was tasked with managing communications between The Arab Youth Center and the vast Arab youth population, which constitutes over 60% of the total population.



Solution

SASH organized workshops and devised a digital communications plan. The successful collaboration led to the launch of impactful communication campaigns on social media platforms, raising awareness about the center's prominent initiatives like the Young Arab Media Leaders Program.

Building a bridge between Arab Youth Center and 60% of the Arab population



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**Problem**

Orpic assigned SASH to manage communications and develop website content with the goal of enhancing the company's image.

**Solution**

SASH began work by conducting a full study on Orpic and Polymer Marketing, revealing current perceptions about the company and its products among the target groups. Based on this study, an effective communication strategy was devised and implemented, with overwhelmingly positive results.

New image: enhancing the communication efforts of Oman oil company Orpic



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MEDIA RELATIONS

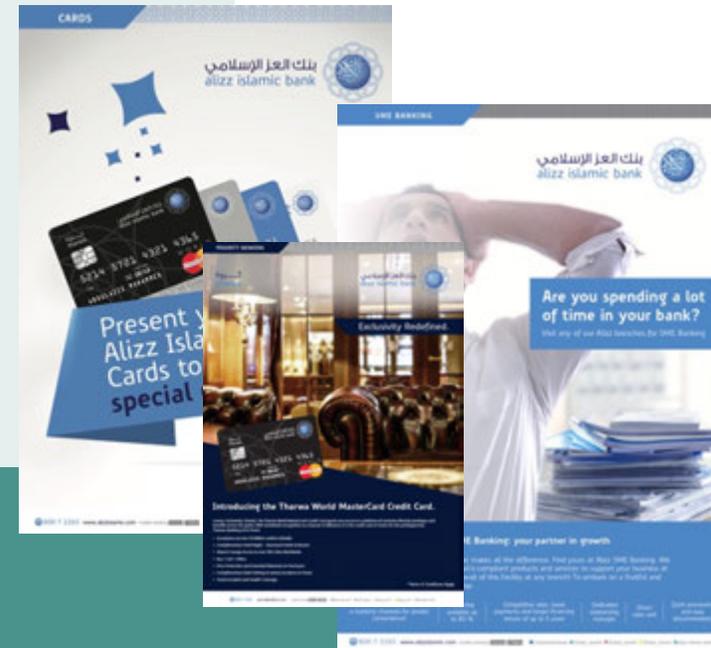
**Problem**

Alizz Islamic Bank was a new entrant in the saturated Omani banking market and a faced a general lack of consumer awareness of the benefits of Islamic banking products.

**Solution**

SASH launched innovative communication campaigns in partnership with various media outlets, providing them with attractive content that addresses the target segment. SASH also launched a series of media articles aimed at raising awareness, correcting misconceptions, and enhancing customer confidence.

Media partnership with Alizz Islamic Bank raises consumer confidence



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COMMS STRATEGY



الاتحاد السعودي لكرة القدم
SAUDI ARABIAN FOOTBALL FEDERATION

**Problem**

The Saudi Arabia Football Federation partnered with SASH to strengthen and develop the communication infrastructure with media and target groups.

**Solution**

SASH created an archive of reference materials, developed communication channels for different target groups, and shaped an innovative communication strategy, providing advance materials for the media and establishing policies for communication with each target group.

Creating an innovative communication infrastructure for the Saudi Arabian Football Federation



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**Problem**

SASH managed media communications for the 42nd meeting of the Islamic Development Bank, held in Jeddah in May 2017. With approximately 2,000 participants from 57 member countries, the meeting faced gaps in media coverage and logistical challenges.

**Solution**

SASH implemented an innovative communication strategy tailored to different target markets, increasing international media interest. The campaign enhanced the bank's image, highlighted its activities, and raised awareness of its economic importance in the region and globally.

Securing over SAR70M worth of media coverage for the annual meeting of Islamic Development Bank



Jeddah 2017
42nd ANNUAL MEETING
ISLAMIC DEVELOPMENT BANK GROUP

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Problem

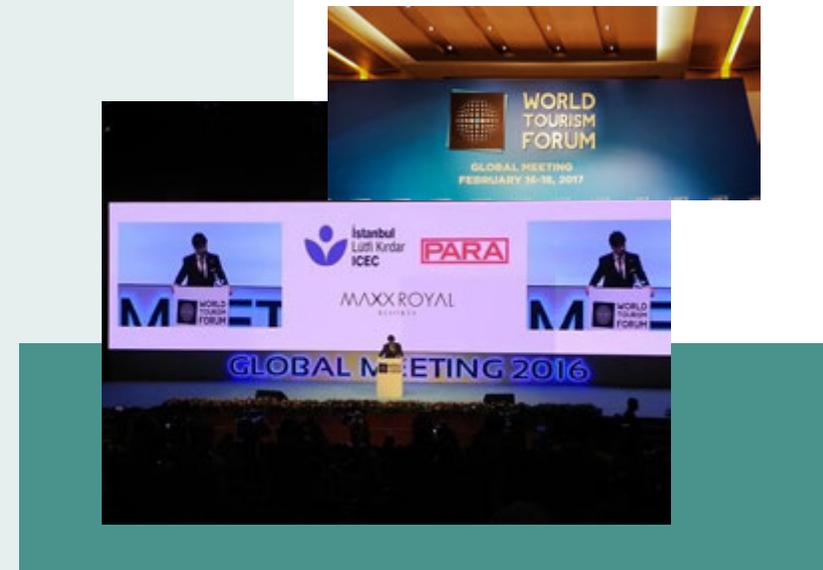
SASH was commissioned to manage regional communications for the annual meeting of the World Tourism Forum 2017, which took place in Istanbul. The forum coincided with a tragic terrorist attack at the time, which threatened the event's objective of attracting investment to the Turkish tourism sector.



Solution

SASH highlighted the role of the forum by showcasing its efforts to develop tourism around the world. SASH also strengthened the forum's position as a contributor to the success of regional tourism. The campaign's biggest takeaway was the high level of awareness raised about the forum among the target groups in the region.

Overcoming challenges: annual meeting of the Global World Tourism Forum


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MEDIA RELATIONS

**Problem**

Awasr took the exciting step of signing drifting champion Ali Al Balushi as a brand ambassador. The agreement had been scheduled to take place during the Red Bull Car Park Competition, this presented the challenge of a lack of interest in any other news on the sidelines of the main event.

**Solution**

As the official communication agency for Awasr, SASH took on the task of demonstrating and verifying Al Balushi's credentials and achievements. SASH highlighted Awasr as an innovative start-up that contributed to enhancing and supporting Omani youth and talent.

Speed and action: bringing together Awasr and Ali Al Balushi



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COMMS STRATEGY



Panda Retail: Success starts with efficient internal communication



Problem

Panda, a prominent grocery retail giant in Saudi Arabia and part of the Savola Group, faced challenges related to employee turnover, customer interaction, and discipline.



Solution

SASH intervened by developing internal and external communication strategies to enhance employee efficiency and the company's brand position. SASH conducted a campaign aimed to improve employee engagement, motivation, and productivity. Simultaneously, an external communication plan highlighted Panda's role in providing job opportunities, training for Saudis, and contributing to the national economy.



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Problem

PALTRADE, the Palestinian Trade Center, partnered with SASH to establish a stable business environment for Palestinian exporters and improve the position of Palestinian products in foreign markets, and to promote PALTRADE as a contributor to the Gulf market.



Solution

SASH organized an expanded commercial forum, bringing together investors, manufacturers, and a commercial delegation from Arab markets in Dubai. SASH also developed a communication strategy, leveraging social media platforms to showcase the value of Palestinian products to consumers in the Arab markets.

Palestinian Trade Centre joins forces with SASH to enhance exports


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THANK YOU

