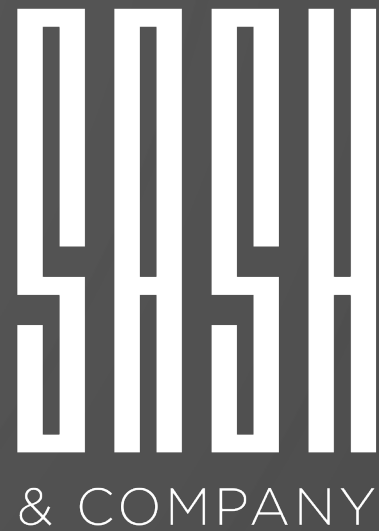




COMMUNICATION CONSULTING FIRM

SASH & COMPANY

Since its launch in 2007, SASH & Company has grown into one of the region's premier strategic communications firms, with deep expertise across the government and private sectors. With a comprehensive understanding of local contexts and regional dynamics, SASH supports institutions, corporations, and leadership figures in shaping narratives that matter.

We provide end-to-end services in corporate communications, media relations, and reputation management—infused with bold digital creativity and cultural intelligence. From government entities to major enterprises, we help our partners craft messages that resonate, influence, and endure.

SASH & COMPANY

What we do

STRATEGIC
COMMUNICATIONS



STRATEGIC
ADVISORY



MONITORING &
REPORTING



B.O.T. (Build-
Operate-Transfer)



OUTREACH



MEDIA
TRAINING



DIGITAL
DIPLOMACY



SOCIAL
MEDIA



CRISIS
MANAGEMENT



CONTENT
DEVELOPMENT



SASH & COMPANY WHAT WE DO

STRATEGIC COMMUNICATIONS



We develop customized strategies based on client needs and target audience analysis, empowering organizations to navigate the complex communication landscape and achieve impactful results.

STRATEGIC ADVISORY



A dynamic and complex business landscape requires strategic foresight and actionable insights. Our strategic advisors collaborate closely with clients to identify key challenges, opportunities, and potential risks.

MONITORING & REPORTING



We understand the importance of real-time information and data-driven decisionmaking, which is why we offer robust monitoring of operations, performance, and key metrics combined with insightful reporting capabilities.

B.O.T. (Build-Operate-Transfer)



A comprehensive solution for offshore or outsourced units, our B.O.T. service model allows clients to leverage our expertise and resources to quickly set up and run their operations in a cost-effective and efficient manner, while maintaining control and ownership.

OUTREACH



Reach the right people with the right message. Our outreach service is designed to help organizations expand their reach, enhance brand visibility, and engage with their target audience effectively.

SASH & COMPANY WHAT WE DO

MEDIA TRAINING



Led by experienced media professionals, our training sessions provide executives and spokespersons with tailored insights and techniques to effectively engage with journalists, handle interviews, and manage various media platforms.

DIGITAL DIPLOMACY



Our comprehensive solution for governments, organizations, and diplomatic entities leverages the digital realm to effectively engage with global audiences, shape international relations, and advance diplomatic objectives.

SOCIAL MEDIA



Based on research into clients' industry and target market, we craft social media strategies that maximize impact. Our services include content creation, community management, partnerships, advertising, and performance analytics.

CRISIS MANAGEMENT



We conduct thorough risk assessments and crisis simulations to identify potential vulnerabilities and develop proactive strategies to mitigate risks, protect our clients' reputation, and effectively navigate challenging situations.

CONTENT DEVELOPMENT



We understand the power of quality content to engage and influence customers. We create compelling content that resonates with the target audience, helping deliver impactful messages and achieve communication objectives.



A zebra stands in a savanna landscape with dry grass and rolling hills in the background. A stylized, thick black line loops around the zebra's back, starting from the top left, curving over its head, and ending near its tail. The line is smooth and continuous, creating a sense of movement and connection.

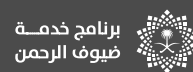
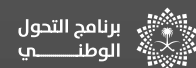
WHAT SETS US APART

We are
storytellers,
concept weavers,
creators of ideas
that launch
movements.

In a marketplace moving at breakneck speed, measured in clicks and views, we tell the stories that peel back the layers and reveal new perspectives. Stories inspired by our shared humanity. We craft concepts that outlast the hype, thrive and evolve, and grow.

SASH & COMPANY

Our clients



OUR
WORK

Case studies

CASE STUDIES



Saudi Ministry of Culture

The Ministry assigned SASH the task of building and operating a state-of-the-art media center to embody the cultural voice of the Kingdom. SASH implemented the BOT program (evaluation, design, operation, transfer of tasks) to establish the center, having gained a comprehensive understanding of local and global market needs. Today, the MoC owns one of the largest media centers in the region in terms of operational resources, cultural content, and initiatives.



Mawani

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. SASH carried out research and analyzed outcomes to identify the current perceptions about Mawani. We then developed an effective communication strategy, a solid plan for communication during crises, and developed all media center policies and procedures.



برنامج التحول
الوطني



SAUDI VISION 2030 PROGRAMS

برنامج تحول
القطاع الصحي



برنامج تنمية
القدرات البشرية



برنامج خدمة
ضيوف الرحمن



SASH was tasked with the challenge of building communication strategies and launch plans for four of the Kingdom's programs supporting Saudi Vision 2030: the National Transformation Program, the Health Sector Transformation Program, the Human Capital Development Program, and the Doyof Al Rahman Program. SASH began by carrying out a massive survey of public perceptions through research, polling and monitoring. Having built the communications strategy for each individual program, the team developed comprehensive launch plans to generate awareness, interest, and support. SASH also produced communications guidebooks to guide coordination with related ministries, resulting in successful, efficient launches for each program.

CASE STUDIES



King Abdullah Financial District

Despite its strategic significance, KAFD faced challenges like ineffective internal communication, low visibility, and limited media interest. SASH developed and implemented a communications strategy and robust internal comms plan with compelling narratives and established proactive media relations, positioning KAFD as a thought leader in the business sector.



الهيئة الملكية لمحافظة العلا
ROYAL COMMISSION FOR ALULA

Royal Commission for AlUla

Setting out to revitalize AlUla as a global arts destination, the RCU required comms support for the launch of "A Journey Through Time" initiative. SASH handled media outreach and public relations for the scholarship program as well as communications, media coverage and coordination of media events for the partnership agreement between the Kingdom and France to develop AlUla.



مدينة محمد بن سلمان
Mohammed Bin Salman City
Nonprofit غير الربحية

Mohammed Bin Salman City

With the objective of creating public awareness and clear positioning for Misk City's unique offerings, SASH crafted and executed a comprehensive internal and external communication strategy. We developed a distinct narrative around the city's vision, built a social media strategy, and produced tailored content to showcase its purpose-driven ecosystem.



solutions by stc

solutions by stc faced the challenge of balancing business confidentiality with awareness among the wider public. SASH was commissioned to build a strategy that would hit communication targets locally and regionally. Following extensive research, SASH developed a wide-spanning communications strategy and implemented a three-year comms and social media plan, successfully managing the perceptions of each target group.

CASE STUDIES



UAEMMAF

The UAE Jiu-Jitsu and Mixed Martial Arts Federation sought to elevate the profile of MMA in the UAE, positioning the sport as a platform for youth development, national talent progression, and community engagement. SASH implemented an integrated communications approach combining PR, media relations and coverage, social media management, and on-ground content production.



UAE University Games

The aim: Launching the second season of the UAE University Games in collaboration with the UAE Ministry of Sports and positioning it as a significant national event that promotes healthy lifestyles and enhances student engagement. SASH developed and executed an integrated media relations and content development campaign that successfully elevated the championship's profile through strategic storytelling and targeted outreach.



Special Olympics UAE

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. SASH organized a series of surveys and workshops to develop the communication plan and key messages, developing the social media strategy, handling accounts, and offering crucial on-ground social media support.



Arab Youth Center

SASH was tasked with managing communications between the Arab Youth Center and the vast number of Arab youth in the region. 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 prominent initiatives such as the Young Arab Media Leaders Program.

CASE STUDIES



Misk Art Institute

Misk Art Institute faced identity confusion among its audiences, who often conflated it with the broader Misk Foundation. SASH developed an integrated communication strategy to establish the institute as a distinct entity. We streamlined internal and external messaging, created clarity across all touchpoints, structured communication channels and defined voice, amplifying impact within the cultural sector.



Sela

Sela, a leading event management company, set out to clarify its voice and strengthen ties with major media outlets, ensuring its message reached the desired target audience. Following a research phase, SASH designed a comprehensive communication strategy and worked to fortify relationships with media outlets by developing effective media kits and content, organizing press events, and monitoring media coverage.



FII Institute

Aiming to clarify its position as a new type of organization, FII Institute commissioned SASH to develop comms processes and activities that would fulfill its commitments and effectively communicate its focus areas. Based on market research, SASH developed a communication strategy highlighting specific language, key messages, channels, and themes, effectively managing the perceptions of each target group.



MCIT

To reach target groups in the private sector, government sector, and general public, the Ministry of Communications and Information Technology partnered with SASH to develop and implement an innovative communication strategy. SASH established a media office to publicize the ministry's new strategy, goals, and initiatives, reaching the audience through creative content and interaction on digital platforms.

CASE STUDIES



Cruise Saudi

Established with the goal of unlocking potential in non-oil sectors, Cruise Saudi aimed to inaugurate the cruise sector and to spread awareness about the cruise industry in the Kingdom. SASH crafted a strategy to raise community awareness about the new cruise industry. We also developed guidelines for departmental procedures, crisis management protocols, risk mitigation, and the safeguarding of the company's reputation.



Saudi Export Development Authority

As part of the National Industrial Development and Logistics Program to develop over 300 initiatives and 11 industries, SEDA partnered with SASH to enhance outreach efforts. Our team conducted a survey revealing a lack of awareness about export benefits. A communication strategy was developed to promote manufacturing and export as key sectors in achieving Saudi Vision 2030.



Cultural Development Fund

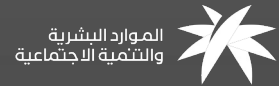
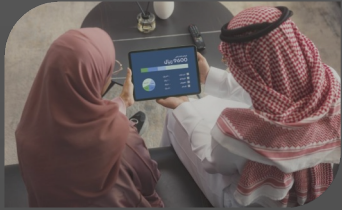
The CDF struggled with an outdated communications strategy that no longer reflected its evolving role or global presence. Refreshing the strategy, SASH carried out targeted outreach, media relations, and executive training, positioning CDF as a thought leader, elevating its visibility at key events, and reinforcing its role in advancing KSA's cultural ecosystem.



Leejam

Leejam, owner of the Fitness Time brand, aimed to strengthen its brand reputation, expand its market presence, and enhance its engagement with customers and awareness of its investment projects. As the PR and media consulting firm, SASH conducted in-depth research to understand market trends, strategic planning, and media relations, bolstering the company's reputation as a trusted, enabling investment entity.

CASE STUDIES



Ministry of HRSD

The Ministry of Human Resources and Social Development needed to clearly communicate a new strategic initiative to internal stakeholders and the public. SASH delivered a tailored communication strategy, executing targeted media efforts, ensuring engagement, and providing real-time monitoring and crisis support. Strategic storytelling boosted the initiative's visibility and strengthened the ministry's reputation.



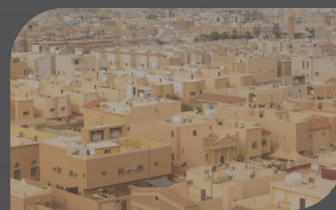
National Center for Privatization & PPP

As a key driver of Vision 2030, NCP needed to strengthen its communication across media, events, and stakeholder platforms. SASH crafted and implemented a thought leadership strategy, conducted media training, and provided end-to-end content services. The team secured global media placements, elevating media presence, and delivered ongoing monitoring and reporting.



Events Investment Fund

The EIF set out to develop a comprehensive communication strategy that aligned its activities with its strategic objectives as well as to define a social media strategy. SASH began by evaluating current perceptions, identifying challenges, and conducting a benchmark analysis with similar institutions. A communication strategy was then developed, within which a social media strategy identified appropriate channels and platforms.



Real Estate Development Fund

In order to achieve Saudi Vision 2030 goals, the Real Estate Development Fund issued ministry-decreed guidelines for granting housing loans, which caused controversy among society. SASH developed a system for monitoring and analyzing all online discussions related to real estate financing, which allowed REDF to be aware of any developments and respond accordingly.

CASE STUDIES



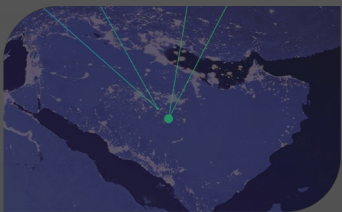
Jeddah Historic District

The Historic Jeddah Program aimed to enhance its image and position itself as an attractive destination for business and cultural projects. To achieve this, SASH developed a communication strategy that embeds the message of preserving the district's historical and cultural heritage. In addition to creating a comprehensive plan to address risks and crises, SASH installed a team to manage the program's social media channels.



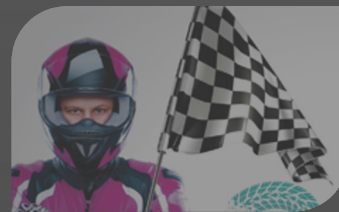
OQ / Orpic

Orpic assigned SASH to manage communications and develop website content with the goal of enhancing the company's image. SASH began with a full study of Orpic and Polymer Marketing, revealing current perceptions about the company and its products among target groups. Based on this study, a communication strategy was devised and implemented, with overwhelmingly positive results.



Alizz Islamic Bank

Alizz Islamic Bank was a new entrant in the saturated Omani banking market and faced a general lack of consumer awareness of the benefits of Islamic banking products. SASH launched innovative communication campaigns in partnership with various media outlets and released a series of articles aimed at raising awareness, correcting misconceptions, and enhancing customer confidence.



Awasr

When Awasr signed drifting champion Ali Al Balushi as a brand ambassador, the announcement was set to take place during the Red Bull Car Park Competition. SASH broke through the clutter on the sidelines of the main event by demonstrating Al Balushi's achievements as well as highlighting Awasr as an innovative start-up that contributed to supporting Omani youth and talent.

CASE STUDIES



مركز علمي لاكتشاف
المعلومات والابتكار
ilmi Science Discovery
& Innovation Center

ilmi

ilmi Science Discovery & Innovation Center set out to develop a communication strategy and launch plan supporting its business strategy and objectives. SASH began the research phase with a set of surveys to identify current perceptions, building strong foundations for the communications strategy. SASH also developed a launch plan for ilmi Center, including a social media strategy, in addition to media monitoring and analysis.



أداء
المركز الوطني لقياس
أداء الأمانة العامة

National Center for Performance Measurement

“Aada” sought to develop a communication strategy to reduce media misinformation and mitigate crises, ensure a seamless launch, and create greater awareness among its audience. SASH developed the communication strategy, conducted media training, and addressed media misconceptions through workshops, training programs, and tailored communication plans.



National Day Aseer

The Emirate of Aseer organized an historic military parade for the 89th Saudi National Day, requiring effective communication. SASH provided strategic communication services, including crisis management and media relations, in addition to producing a documentary film on the soldiers' sacrifices. Our work resulted in the #National_Day_in_Aseer hashtag trending at no.1, significant engagement and outstanding coverage.

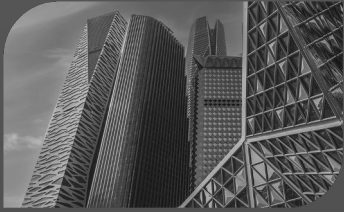


King Faisal Prize

Commissioned to promote the prestigious King Faisal Prize, over three seasons, SASH facilitated media communications to strengthen the Prize's local, regional, and international position. SASH managed the Prize's social media accounts, fostered effective communication between the organizing committee and diverse media platforms, and coordinated media at the ceremony, in attendance of the Custodian of the Two Holy Mosques.



CASE STUDIES



Ministry of Economy & Planning

The Saudi Ministry of Economy and Planning called on SASH to perform the functions of the Communications Department in the launch of a national program in support of hobbies and activities. Having conducted a series of workshops, SASH developed a communications strategy aligned with the ministry's objectives, a launch plan, and a three-month campaign.



General Organization for Social Insurance

Seeking to enhance the media presence of its main spokespersons, GOSI partnered with SASH to leverage our expertise. The work began with the SASH team conducting a study of the current perceptions of GOSI, in addition to evaluating the quality and nature of their media appearances. An intensive series of media training sessions was then carried out for official spokespersons.



Saudi Arabian Football Federation

The Federation partnered with SASH to develop the communication infrastructure with the media and its audience. SASH created an archive of reference materials, developed communication channels for each target group, and shaped an innovative communication strategy, providing advance materials for the media and establishing communication policies for each group.



Panda Retail

Prominent grocery retail giant Panda faced challenges related to employee turnover, customer interaction, and discipline. SASH conducted an internal campaign aimed at improving employee engagement, motivation, and productivity, as well as an external communication plan highlighting Panda's role in providing job opportunities, training for Saudis, and contributing to the national economy.

CASE STUDIES



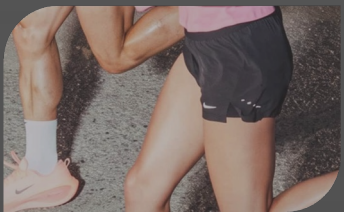
LG

LG needed to translate its global communications strategy into locally relevant messaging while promoting their products to increasingly sophisticated Saudi audiences. Over three years, SASH localized LG's international strategy for Saudi Arabia, developing market-relevant content and leading public outreach to strengthen understanding, relevance, visibility, and engagement across key audience groups.



Samsung

As Samsung launched new products in KSA, it needed sustained media visibility, stronger access to national channels, and consistent engagement around major launches. SASH managed media relations, distributed Samsung content across Saudi media, and coordinated interviews and editorial opportunities to strengthen local coverage, deepen journalist relationships, and connect the brand with priority audiences.



Nike

As Nike deepened engagement with Saudi consumers, the brand needed effective access to relevant government stakeholders, public-sector decision-makers, and institutional partners. SASH supported Nike's public affairs and government relations, identifying and facilitating connections with relevant authorities to help the brand navigate the local stakeholder environment and build stronger institutional relationships.



Unilever

With a long-standing Saudi presence, and a broad portfolio of household and personal care brands, Unilever required sustained media engagement around its business, products, and corporate activity. SASH supported Unilever's media relations in Saudi Arabia, connecting the company with key national channels, facilitating interviews, and creating opportunities for relevant editorial coverage around its business and brand activity.

CASE STUDIES



Nestlé

With extensive sales, distribution, and local operations across Saudi Arabia, Nestlé needed effective media support around corporate activities, events, and initiatives. SASH provided event communications support and media relations before, during, and after key Nestlé activities, helping manage media engagement, coordinate coverage, and extend visibility around relevant announcements, initiatives, and events.



Procter & Gamble

With major operations and a wide portfolio in Saudi Arabia, P&G required strong communications and media support around corporate activities, events, and stakeholder-facing initiatives. SASH provided event communications support and media relations throughout all stages of key P&G activities, helping coordinate journalist engagement, support event visibility, and maintain consistent communications throughout each event cycle.



Johnson & Johnson

As Johnson & Johnson expanded its healthcare presence in KSA, market access depended on effective engagement with health-sector stakeholders and entities. SASH supported Johnson & Johnson and its affiliates with stakeholder engagement related to vaccine listing, helping facilitate communication with Saudi healthcare and regulatory entities and supporting the broader market-access process.



Mars, Incorporated

Following the establishment of local manufacturing in Saudi Arabia, Mars operated within a rapidly evolving regulatory and investment environment that required informed, sustained engagement. SASH supported Mars with government relations, helping the company identify and engage relevant Saudi stakeholders, navigate the local institutional landscape, and build constructive relationships around its business presence in the Kingdom.

CASE STUDIES



Apple

As Apple products expanded across Saudi Arabia, the company needed a clearer understanding of the local market, institutional landscape, and stakeholders. SASH conducted local market research and stakeholder mapping, identifying relevant institutions, partners, and decision-makers to support Apple's understanding of the Saudi operating environment and inform more focused local engagement.



PepsiCo

PepsiCo operated across a complex network of government, business, community, and sector stakeholders requiring clearer prioritization and engagement. SASH conducted stakeholder mapping to identify and prioritize the Saudi entities, institutions, and decision-makers most relevant to PepsiCo's operations, creating a clearer foundation for targeted engagement and relationship-building.



Landmark Group

As Landmark Group expanded its footprint and activity across KSA, it needed integrated communications capable of supporting multiple brands and audiences. SASH delivered end-to-end communications, from strategy and content development to social media, public outreach, and influencer engagement, creating a coordinated approach across Landmark Group's Saudi activities and diverse consumer-facing brands.



Diaverum

As Diaverum expanded government-contracted dialysis services across Saudi Arabia, public perception and trust were critical to encouraging patients to use privately operated centers. Over three years, SASH managed PR, reporting, and public outreach to build understanding of Diaverum's role, address public misconceptions, and reinforce confidence in the international standards and quality of its renal care services.

CASE STUDIES



Islamic Development Bank

SASH managed media communications for the 42nd meeting of the Islamic Development Bank. With delegates from 57 member countries, the meeting faced gaps in media coverage and logistical challenges. SASH implemented a communication strategy tailored to different target markets, increasing international media interest and enhancing the bank's image.



Palestine Trade Center

PalTrade, the Palestine Trade Center, partnered with SASH to improve the position of Palestinian products in foreign markets. SASH developed a communication strategy, leveraging social media to showcase the value of Palestinian products to consumers in the Arab markets, and organized an expanded commercial forum, bringing together investors, industry players and manufacturers.



National Digital Transformation Unit

As a newly established government agency, NDU sought a strategic partner to build the foundations of communication and develop capabilities. SASH developed an integrated digital media office as an archive of reference documentation, incorporating affiliated initiatives and programs, and provided essential support for content development.



Makkah Economic Forum

The Makkah Economic Forum aimed to boost private sector participation, foreign direct investments, and support domestic production and SMBs. SASH served as the strategic partner for media communications and content development, leading a team of 12 experts in content creation, media relations, and partnership management.

CASE STUDIES



accenture

Accenture

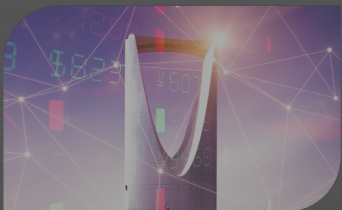
As Accenture strengthened its Saudi presence around consulting and digital transformation, it needed locally relevant content and media outreach reflecting the business environment. SASH developed content and led public outreach, using its knowledge of the Saudi media landscape to support distribution, editorial engagement, and visibility for Accenture's local communications, expertise, and market presence.



KPMG

KPMG

As KPMG communicated business insights and expertise to Saudi audiences, it needed strong access to local media and effective distribution of corporate and thought-leadership content. SASH supported KPMG as a local media partner, distributing news content and facilitating media engagement across Saudi newspapers, magazines, television, and digital channels to strengthen visibility with priority business audiences.



هيئة الاتصالات وتقنية المعلومات
Communications and Information Technology Commission

CITC

The Communications & Information Technology Commission initiated a transparency campaign, mandating telecom operators to disclose package and service details. To effectively communicate the campaign's benefits, SASH devised and executed a comprehensive communication plan, a crisis management plan, media training, and supported the campaign launch on social media.



Nayef Al-Qayyim Exhibition

The annual exhibition sheds light on the achievements of Prince Nayef bin Abdulaziz bin Abdul Rahman Al Saud. SASH managed media communication for the event, supervising all media installations. Our integrated business plan covered content development, website creation, social media account management, and on-site presence during the exhibition.

CASE STUDIES



CITYSCAPE 
JEDDAH

Cityscape Jeddah

Cityscape Jeddah aimed to secure media coverage inside and outside the Kingdom to promote the event. SASH developed and implemented a comprehensive media plan. Having prepared content appropriate to the target audience and platform, SASH's onsite team developed daily content in Arabic and English, resulting in an attendance of 68 media professionals and exceptional coverage.



 **WORLD
TOURISM
FORUM**

World Tourism Forum

SASH was brought on to manage regional communications for the annual meeting of the World Tourism Forum 2017, which took place in Istanbul shortly following a tragic terrorist attack, which threatened the event's objective of attracting investment to the Turkish tourism sector. SASH highlighted the forum's position as a contributor to the success of regional tourism, creating a high level of awareness.



THANK
YOU

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