

# Juleb

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MARKETING PLAN

# Flow

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- ❖ Saudi Arabia Health Trends
- ❖ Attitudes towards Digital Health in Saudi Arabia
- ❖ Digital Snapshot
- ❖ Market Size and Demographics on Digital
- ❖ Why to go Digital
- ❖ Competition Analysis
- ❖ Key Findings
- ❖ Timeline of Execution
- ❖ Communication Strategy Calendar
- ❖ Estimated Investment
- ❖ Expected Results

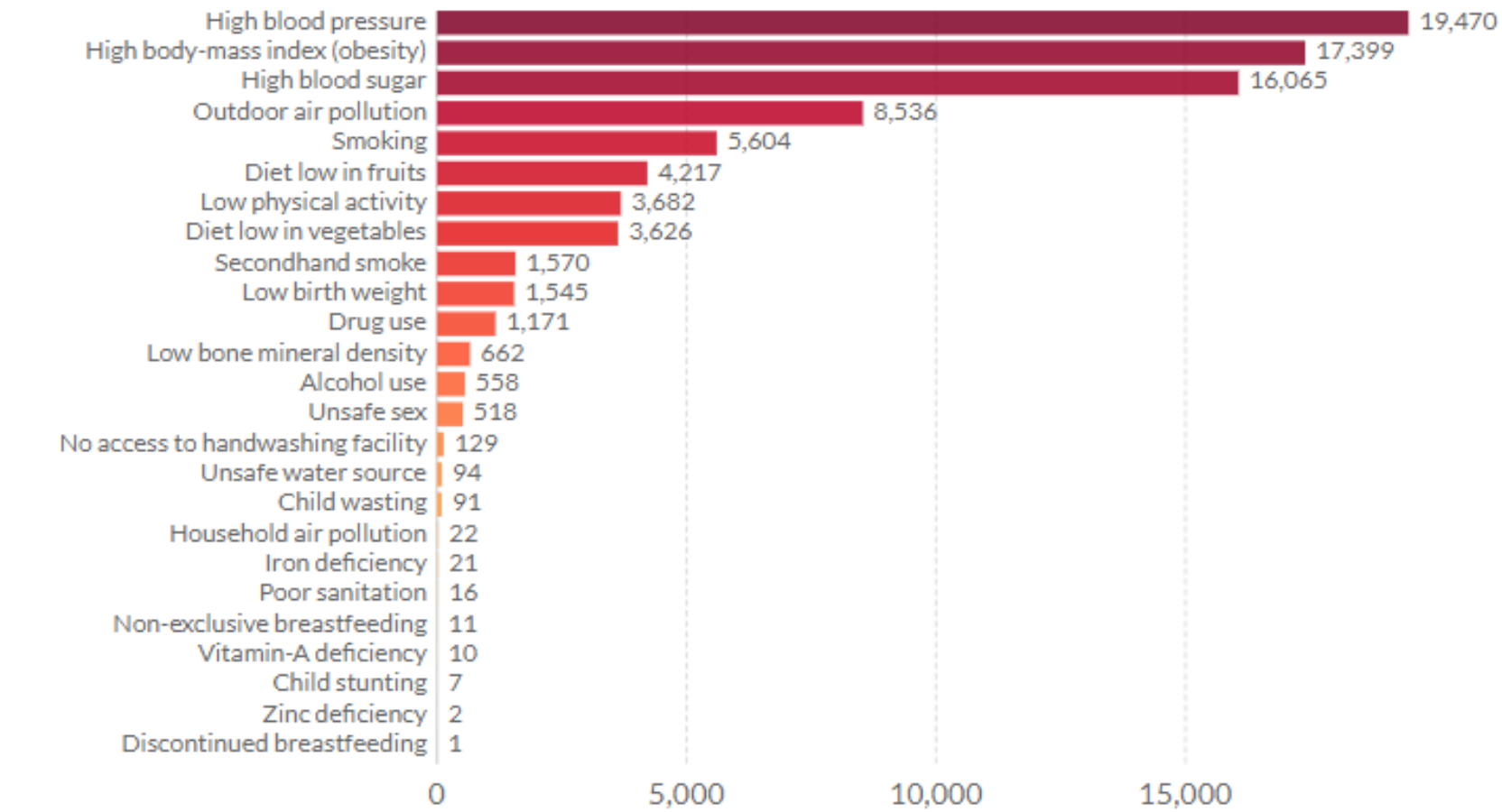


# Saudi Arabia Health Trends



# Number of deaths by risk factor, Saudi Arabia, 2017

Total annual number of deaths by risk factor, measured across all age groups and both sexes.



Deaths Risk Factor,  
Saudi Arabia, 2017

Source: IHME, Global Burden of Disease (GBD)

CC BY



Change country ☐ Relative change

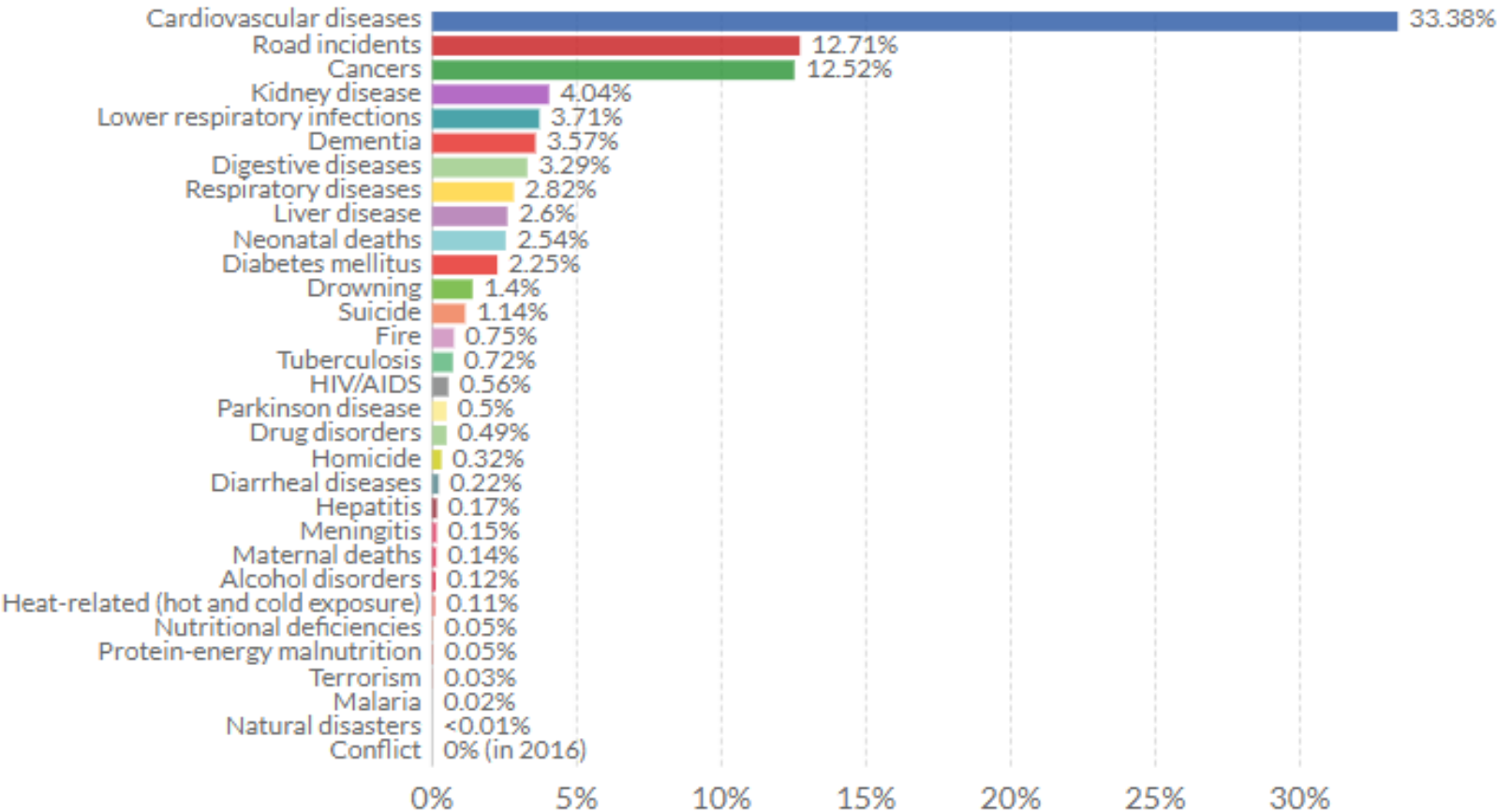
CHART

DATA

SOURCES

# Share of deaths by cause, Saudi Arabia, 2017

Data refers to the specific cause of death, which is distinguished from risk factors for death, such as air pollution, diet and other lifestyle factors. This is shown by cause of death as the percentage of total deaths.



Common Cause of Death in Saudi Arabia 2017.

Source: IHME, Global Burden of Disease

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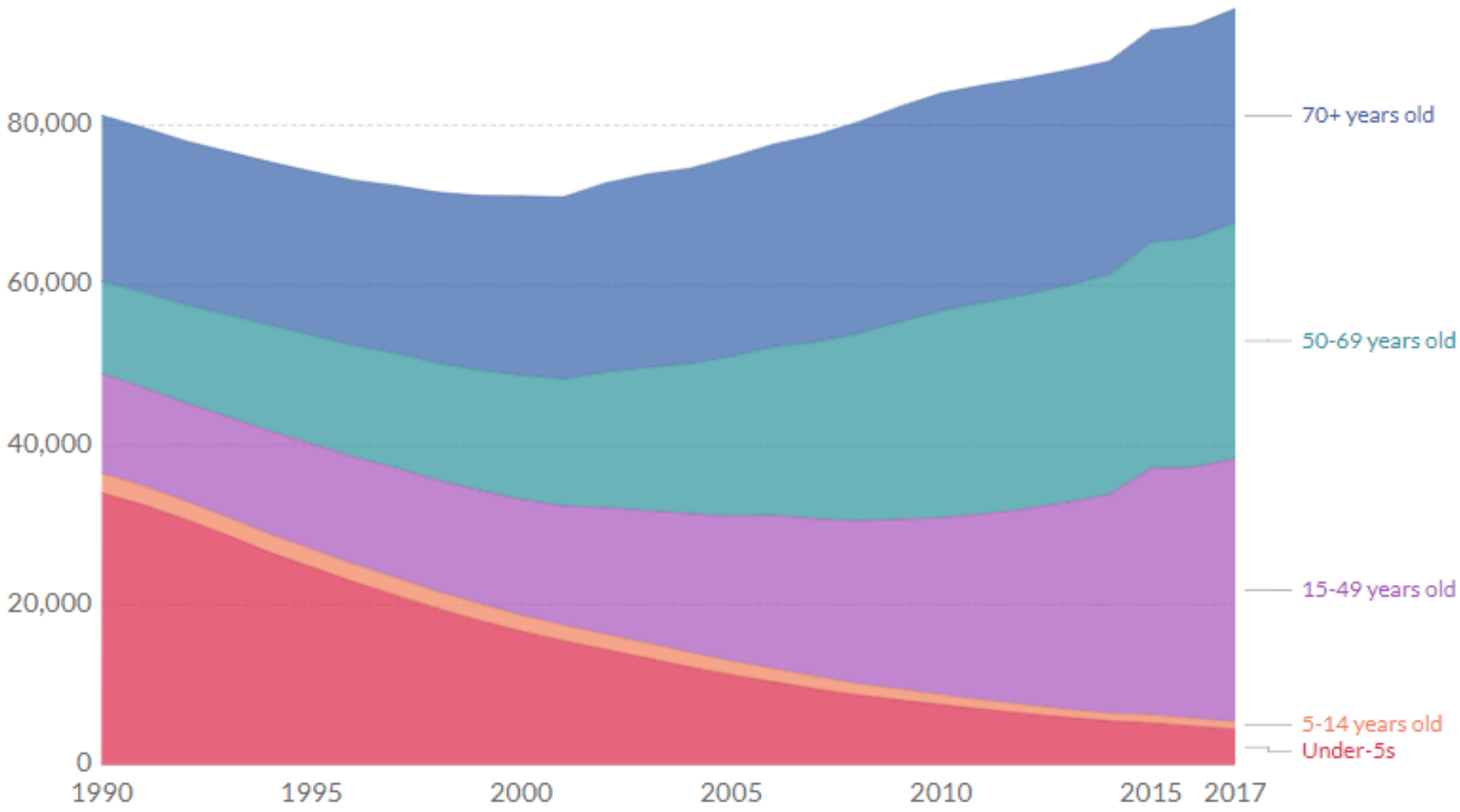
DATA

SOURCES



# Deaths by age, Saudi Arabia

Total annual number of deaths from all causes, broken down by broad age categories.



Source: IHME, Global Burden of Disease (GBD)

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CHART

DATA

SOURCES



## Death By Demographic Breakdown

# Saudi Arabia Health Trends

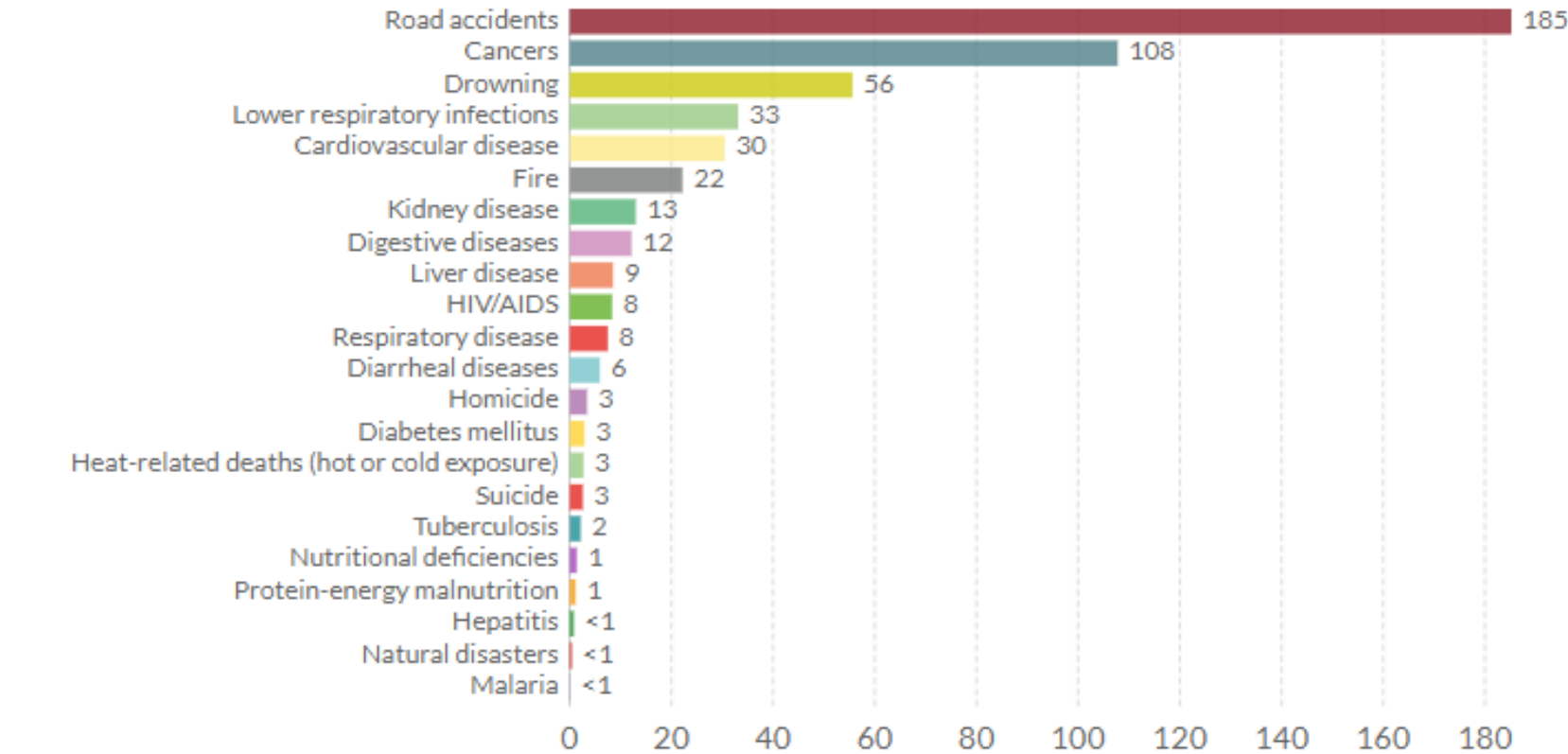
Comprehensive Breakdown of Health by Ages



# Causes of death in 5-14 year olds, Saudi Arabia, 2017



Annual number of deaths by cause in children aged 5 to 14 years old, across both sexes. Data refers to the specific cause of death, which is distinguished from risk factors for death, such as air pollution, diet and other lifestyle factors. See sources for further details on definitions of specific cause categories. Data on deaths related to terrorism and executions are not available by age group, so have been excluded.



5 – 14  
Years Breakdown

Source: IHME, Global Burden of Disease (GBD)

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CHART

DATA

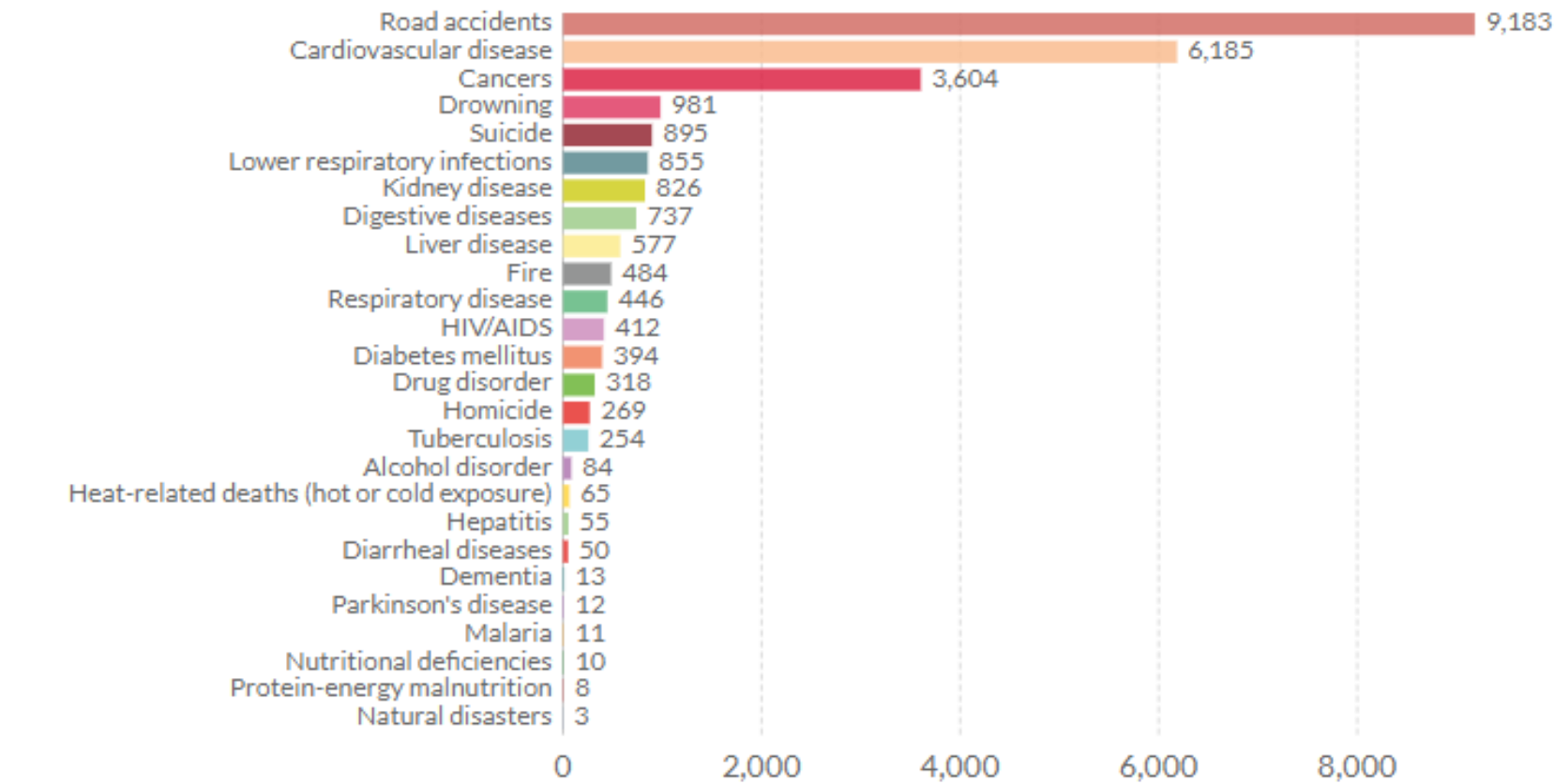
SOURCES



# Causes of death in 15-49 year olds, Saudi Arabia, 2017



Annual number of deaths by cause for people aged 15 to 49 years old. Data refers to the specific cause of death, which is distinguished from risk factors for death, such as air pollution, diet and other lifestyle factors. Data on deaths related to terrorism and executions are not available by age group, so have been excluded.



15 – 49  
Years Breakdown

Source: IHME, Global Burden of Disease (GBD)

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CHART

DATA

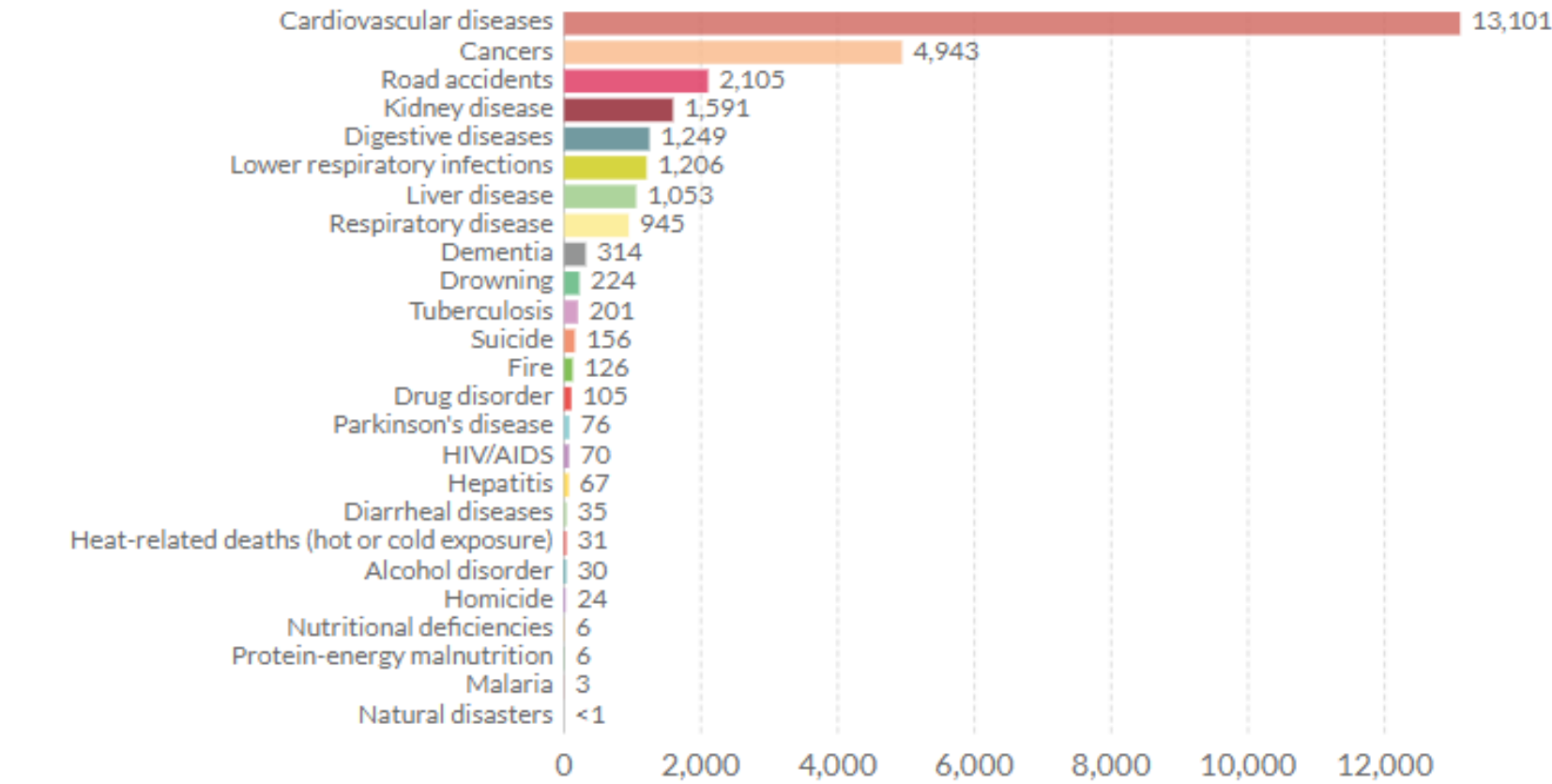
SOURCES



# Causes of death in 50-69 year olds, Saudi Arabia, 2017



Annual number of deaths by cause for people aged 50 to 69 years old. Data refers to the specific cause of death, which is distinguished from risk factors for death, such as air pollution, diet and other lifestyle factors. Data on deaths related to terrorism and executions are not available by age group, so have been excluded.



50 – 69  
Years Breakdown

Source: IHME, Global Burden of Disease (GBD)

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1990 2017

Change country

CHART

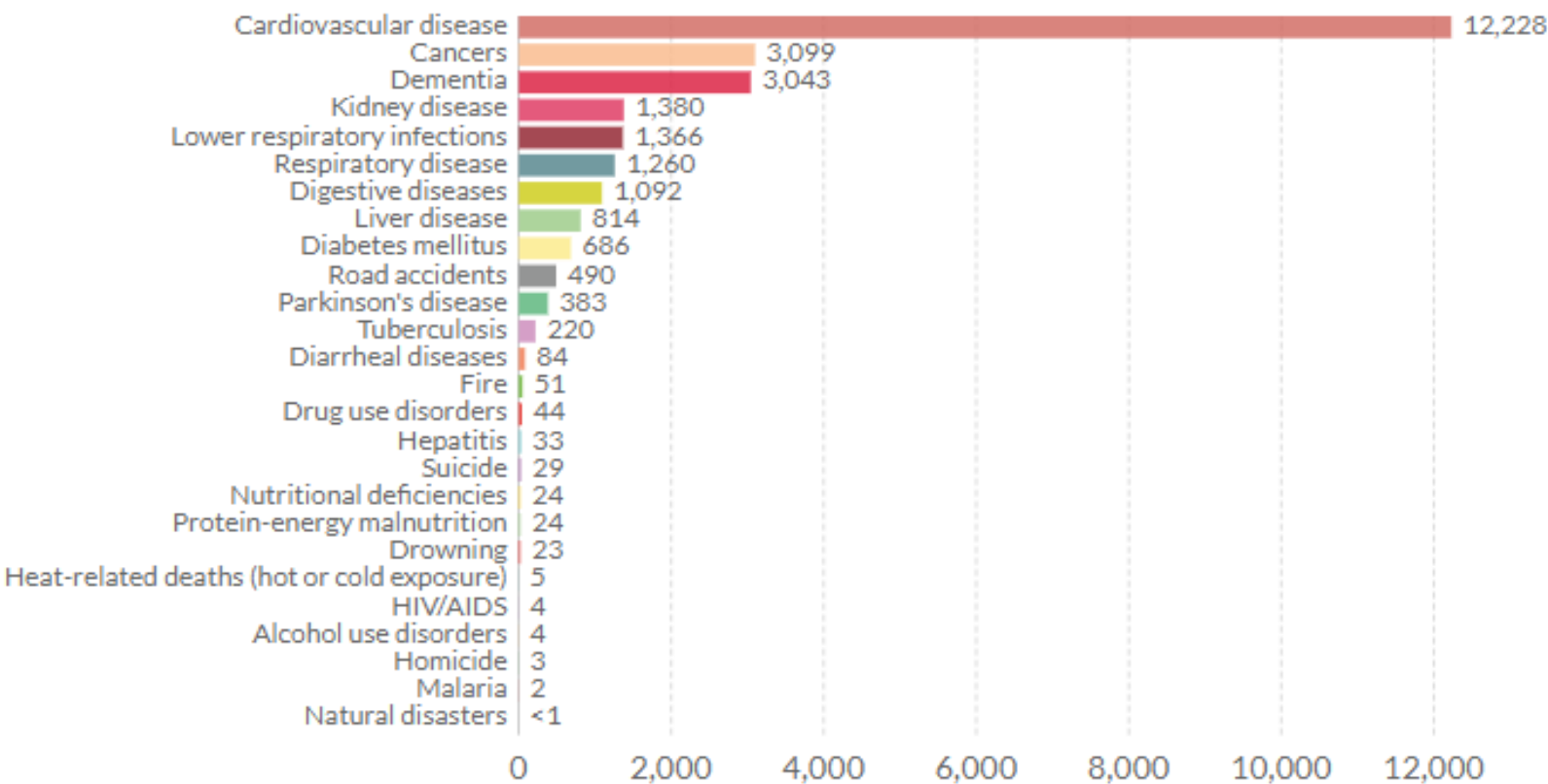
DATA

SOURCES

# Causes of death in 70+ year olds, Saudi Arabia, 2017



Annual number of deaths by cause in adults aged 70+ years old, across both sexes. Data refers to the specific cause of death, which is distinguished from risk factors for death, such as air pollution, diet and other lifestyle factors. See sources for further details on definitions of specific cause categories. Data on deaths related to terrorism and executions are not available by age group, so have been excluded.



70+  
Years Breakdown

Source: IHME, Global Burden of Disease (GBD)

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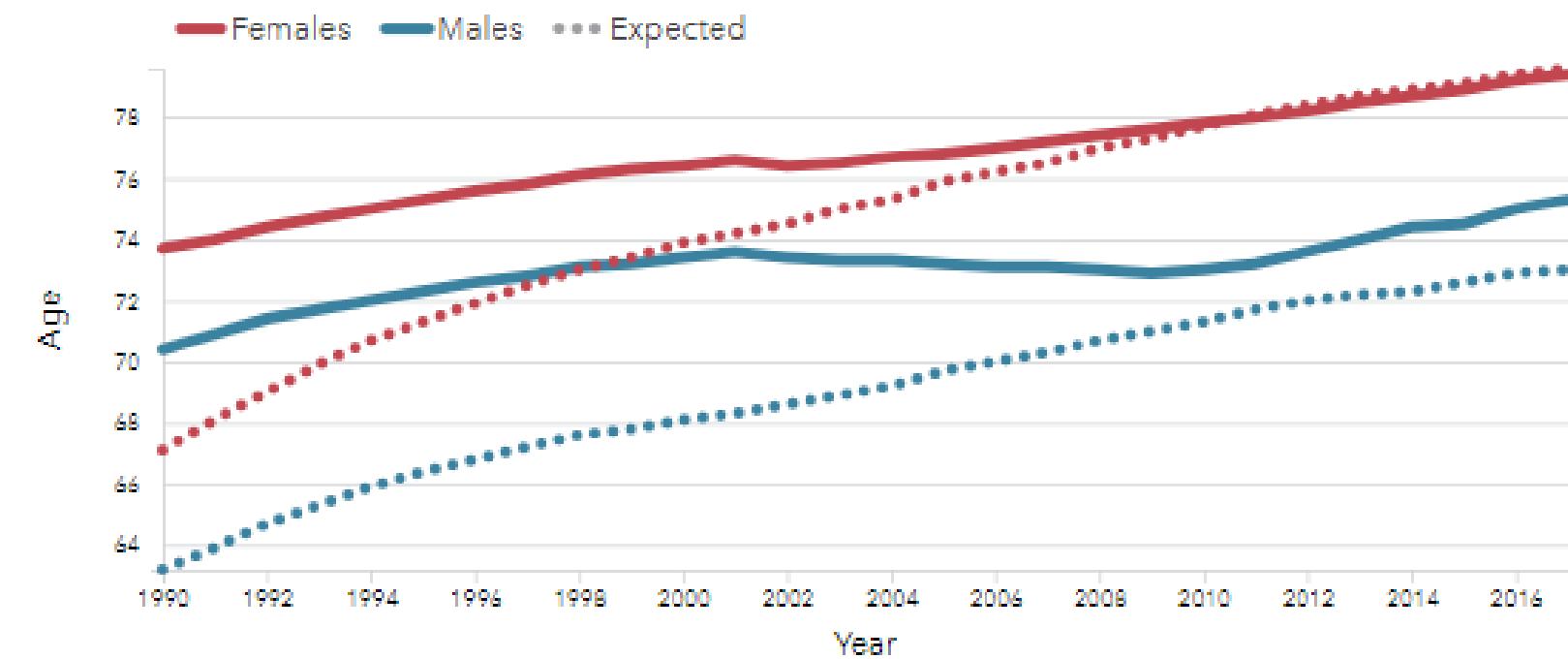
Change country

CHART

DATA

SOURCES

# How long do people live?



Saudi Arabia  
Life Expectancy Rate

	Expected		Observed	
	1990	2017	1990	2017
Females	67.1	79.6	73.7	79.4
Males	63.2	73.0	70.4	75.3

Life expectancy, 1990-2017

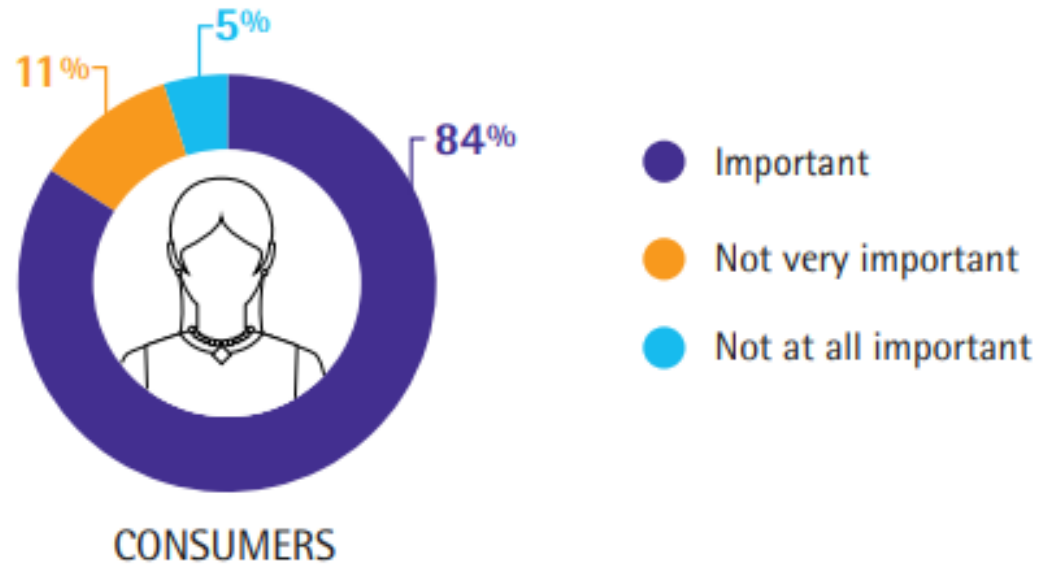
# Attitudes Towards

Digital Health in Saudi Arabia



FIGURE 1.

Most consumers to say that technology is important for managing their health



## Arabs' Attitudes towards Digital Health Care

Most (84%) consumers find technology important in managing their health (see Figure 1).

Consumers who use technology to manage their health use websites (44%), apps (40%), social media (41%) and wearable technology (14%). Remote consultation (24%) and remote monitoring (12%) are also used by some consumers for health management ( see Figure 2).

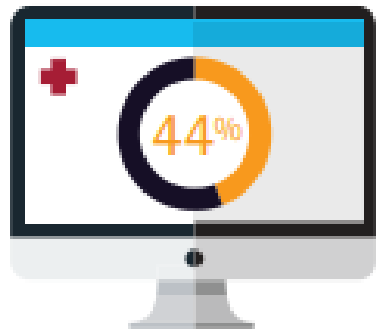
FIGURE 2.

# Usage Behaviour

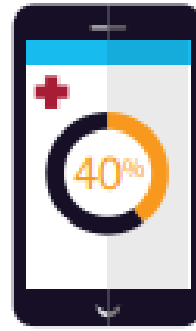
of Digital Channels by Saudi Users

FIGURE 2.

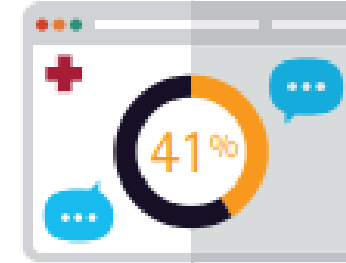
Technology and electronic health management tools consumers used to manage health in the past year



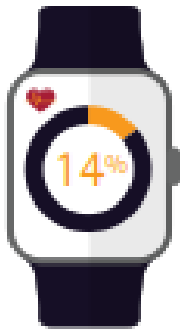
Websites



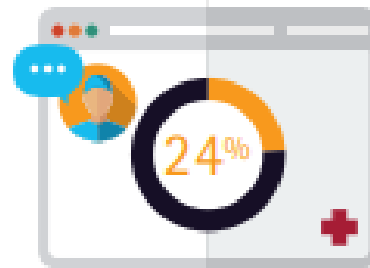
Apps



Social media



Wearable technology



Remote consultation



Remote monitoring

Usage  
Behaviour  
Of Digital  
Health  
Management

Source: Accenture 2016



# Comprehensive Digital Snapshot of Saudi Users

Demographic Profiles, Device Usage, Daily Usage Frequency, Most Active Channels, E-Commerce Activities, Engagement Behavior





# DIGITAL 2019

## SAUDI ARABIA

ALL THE DATA AND TRENDS YOU NEED TO UNDERSTAND INTERNET,  
SOCIAL MEDIA, MOBILE, AND E-COMMERCE BEHAVIOURS IN 2019

we  
are  
social



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# SAUDI ARABIA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

SAUDI ARABIA

TOTAL  
POPULATION



**33.85**  
MILLION

URBANISATION:

**84%**

MOBILE  
SUBSCRIPTIONS



**43.80**  
MILLION

vs. POPULATION:

**129%**

INTERNET  
USERS



**30.26**  
MILLION

PENETRATION:

**89%**

ACTIVE SOCIAL  
MEDIA USERS



**23.00**  
MILLION

PENETRATION:

**68%**

MOBILE SOCIAL  
MEDIA USERS



**16.00**  
MILLION

PENETRATION:

**47%**



we  
are  
social



we  
are  
social



Hootsuite™

we  
are  
social

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## DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION\* THAT USES EACH KIND OF DEVICE [SURVEY-BASED]

we are social

MOBILE PHONE  
(ANY TYPE)



98%

we  
are  
social

SMART  
PHONE



96%



LAPTOP OR DESKTOP  
COMPUTER



56%

we  
are  
social

TABLET  
DEVICE



22%

TELEVISION  
(ANY KIND)



83%



DEVICE FOR STREAMING  
INTERNET CONTENT TO TV



5%

we  
are  
social

E-READER  
DEVICE



1%



WEARABLE  
TECH DEVICE



2%



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# TIME SPENT WITH MEDIA

AVERAGE DAILY TIME SPENT CONSUMING AND INTERACTING WITH MEDIA [SURVEY BASED]

2019

AVERAGE DAILY TIME  
SPENT USING THE  
INTERNET VIA ANY DEVICE



we  
are  
social

6H 44M

AVERAGE DAILY TIME  
SPENT USING SOCIAL  
MEDIA VIA ANY DEVICE



global  
web  
index

2H 50M

AVERAGE DAILY TV VIEWING TIME  
(BROADCAST, STREAMING  
AND VIDEO ON DEMAND)



owl

3H 21M

AVERAGE DAILY TIME  
SPENT LISTENING TO  
STREAMING MUSIC



1H 16M

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# INTERNET USE: DEVICE PERSPECTIVE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES

2019

TOTAL NUMBER  
OF ACTIVE  
INTERNET USERS



we  
are  
social

**30.26**  
MILLION

INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



global  
web  
index

**89%**

TOTAL NUMBER  
OF ACTIVE MOBILE  
INTERNET USERS



we  
are  
social

**27.14**  
MILLION

MOBILE INTERNET USERS  
AS A PERCENTAGE  
OF TOTAL POPULATION



**80%**



**Hootsuite**

we  
are  
social

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# FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

we are social

EVERY  
DAY



88%

AT LEAST ONCE  
PER WEEK



9%

AT LEAST ONCE  
PER MONTH



3%

LESS THAN ONCE  
PER MONTH



0%

we  
are  
social



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# CONTENT STREAMING ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO STREAM EACH KIND OF CONTENT EACH MONTH [SURVEY BASED]

we are social

WATCH VIDEOS  
ONLINE



95%

STREAM TV CONTENT  
VIA THE INTERNET



52%

PLAY GAMES STREAMED  
LIVE VIA THE INTERNET



26%

WATCH LIVE STREAMS OF  
OTHERS PLAYING GAMES



20%

WATCH E-SPORTS  
TOURNAMENTS



12%



we  
are  
social



we  
are  
social



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# SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS

we are social

TOTAL NUMBER  
OF ACTIVE SOCIAL  
MEDIA USERS



**23.00**  
MILLION

ACTIVE SOCIAL MEDIA  
USERS AS A PERCENTAGE  
OF TOTAL POPULATION



**68%**

TOTAL NUMBER OF ACTIVE  
SOCIAL USERS ACCESSING  
VIA MOBILE DEVICES



**16.00**  
MILLION

ACTIVE MOBILE SOCIAL  
USERS AS A PERCENTAGE  
OF THE TOTAL POPULATION



**47%**

we  
are  
social



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# SOCIAL MEDIA BEHAVIOURS

HOW INTERNET USERS ENGAGE WITH SOCIAL MEDIA [SURVEY BASED]

32

VISITED OR USED A SOCIAL  
NETWORK OR MESSAGING  
SERVICE IN THE PAST MONTH



99%



ACTIVELY ENGAGED WITH  
OR CONTRIBUTED TO SOCIAL  
MEDIA IN THE PAST MONTH



83%



AVERAGE AMOUNT  
OF TIME PER DAY SPENT  
USING SOCIAL MEDIA



2H 50M



AVERAGE NUMBER OF  
SOCIAL MEDIA ACCOUNTS  
PER INTERNET USER \*



9.3



PERCENTAGE OF INTERNET  
USERS WHO USE SOCIAL  
MEDIA FOR WORK PURPOSES

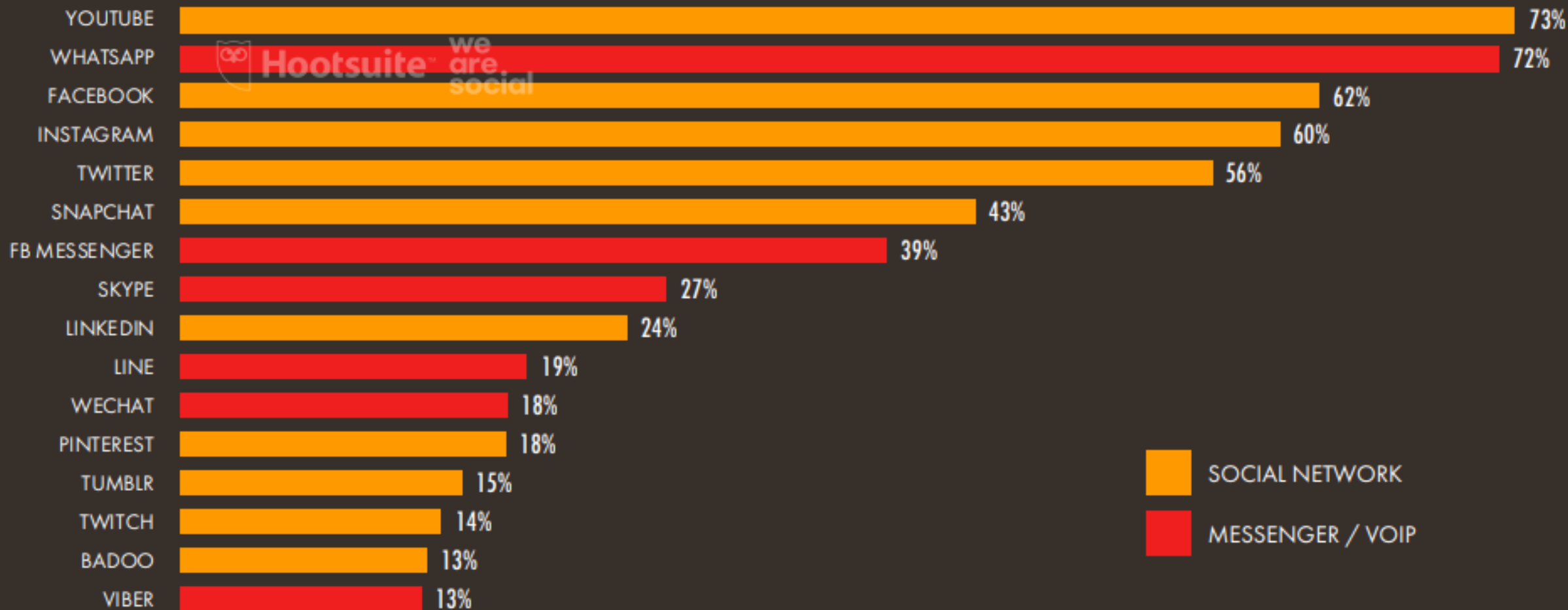


22%

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# MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]





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# SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE\* OF SELECTED SOCIAL MEDIA PLATFORMS

we are social

TOTAL ADVERTISING  
AUDIENCE ON FACEBOOK  
(MONTHLY ACTIVE USERS)



15.00  
MILLION

FEMALE 22%  
MALE 78%

TOTAL ADVERTISING  
AUDIENCE ON INSTAGRAM  
(MONTHLY ACTIVE USERS)



13.00  
MILLION

FEMALE 37%  
MALE 63%

TOTAL ADVERTISING  
AUDIENCE ON TWITTER  
(MONTHLY ACTIVE USERS)



11.27  
MILLION

FEMALE 29%  
MALE 71%

TOTAL ADVERTISING  
AUDIENCE ON SNAPCHAT  
(MONTHLY ACTIVE USERS)



13.65  
MILLION

FEMALE 51%  
MALE 47%

TOTAL ADVERTISING  
AUDIENCE ON LINKEDIN  
(REGISTERED MEMBERS)



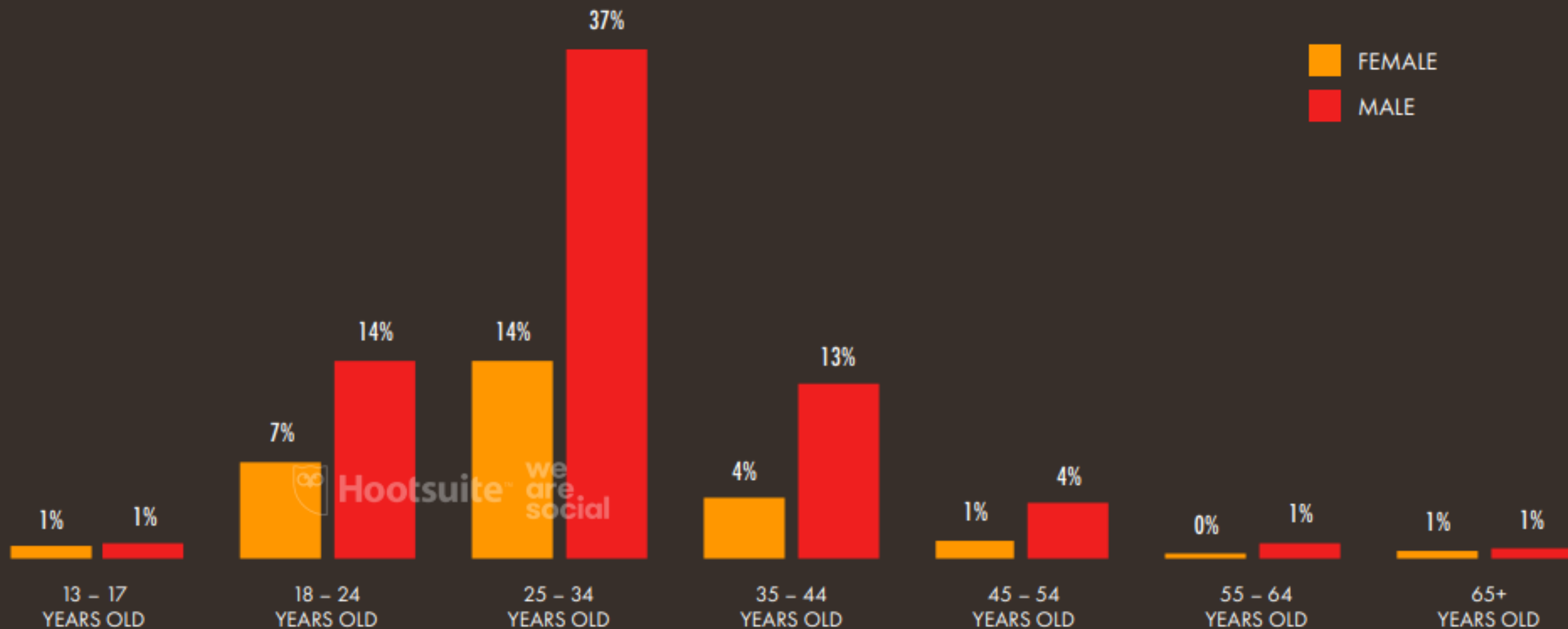
3.40  
MILLION

FEMALE 17%  
MALE 83%

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# SOCIAL MEDIA AUDIENCE PROFILE

BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER



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# E-COMMERCE ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO REPORT PERFORMING EACH ACTIVITY IN THE PAST MONTH [SURVEY BASED]

2019

SEARCHED ONLINE  
FOR A PRODUCT  
OR SERVICE TO BUY



we  
are  
social

79%

VISITED AN ONLINE  
RETAIL STORE ON THE  
WEB (ANY DEVICE)



global  
web  
index

84%

PURCHASED A  
PRODUCT OR SERVICE  
ONLINE (ANY DEVICE)



we  
are  
social

64%

MADE AN ONLINE  
PURCHASE VIA A LAPTOP  
OR DESKTOP COMPUTER



global  
web  
index

24%

MADE AN ONLINE  
PURCHASE VIA A  
MOBILE DEVICE



51%

# Why to go *Digital*?



Because..

accenture consulting

## PATIENTS WANT A HEAVY DOSE OF DIGITAL

Healthcare consumers in Saudi Arabia want a digitally enabled care experience to better manage their health.

High performance. Delivered.

Strategy | Consulting | Digital | Technology | Operations



# Competition Analysis

Nahdi & Dawaa





1,219,374 people like this

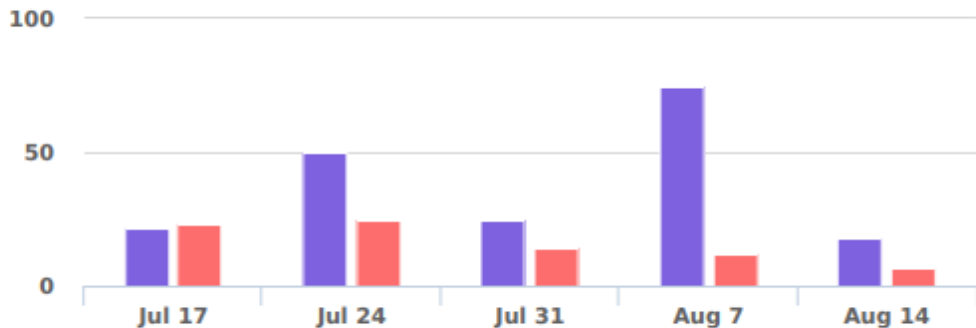
VS



211,842 people like this

## Posting Frequency Per Week

Number of Page Posts Jul 17, 2019 - Aug 21, 2019

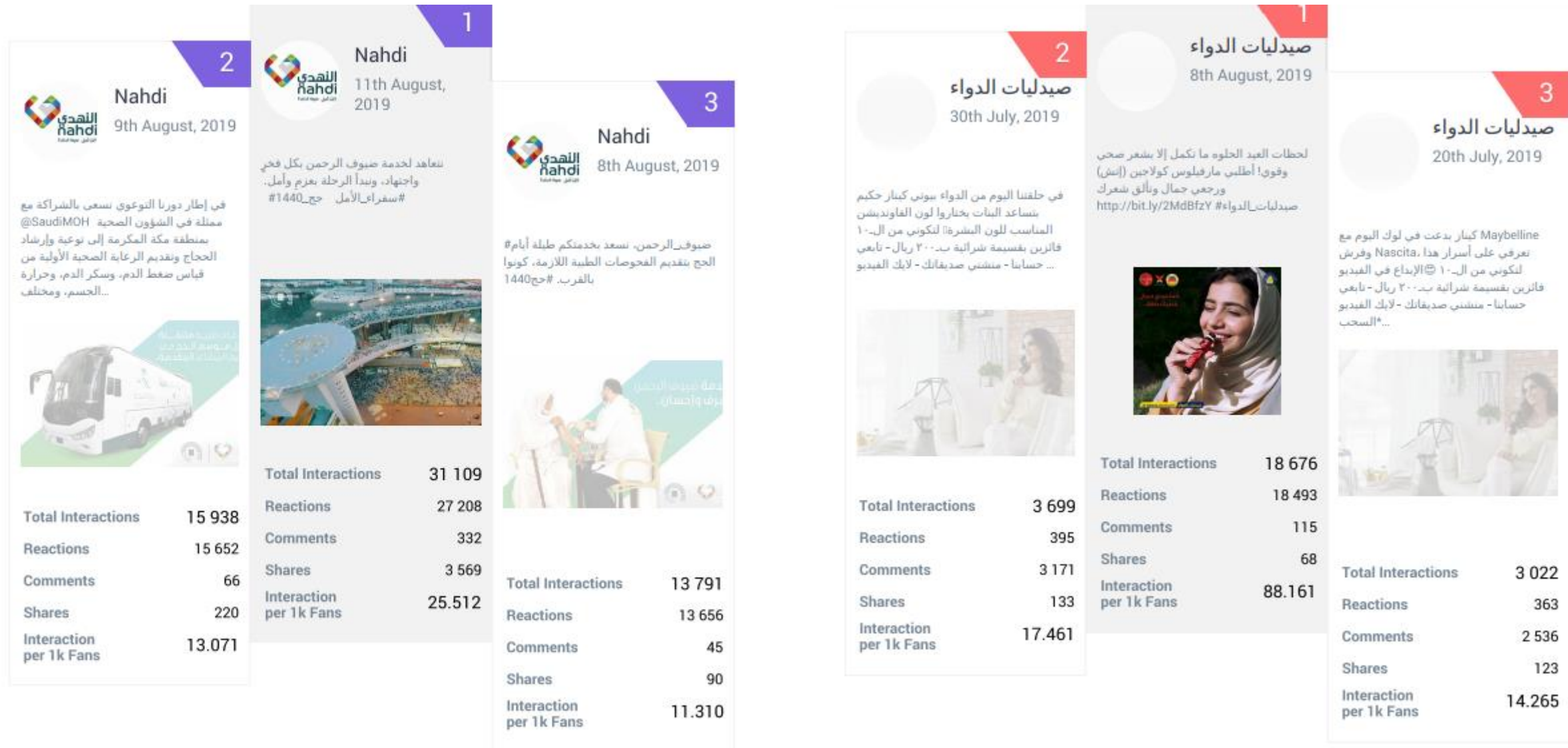


## Interactions Per Week

Number of Interactions on Page Posts Jul 17, 2019 - Aug 21, 2019



Nahdi | Dawaa



# Competition Analysis

Pharmeasy & Saydl





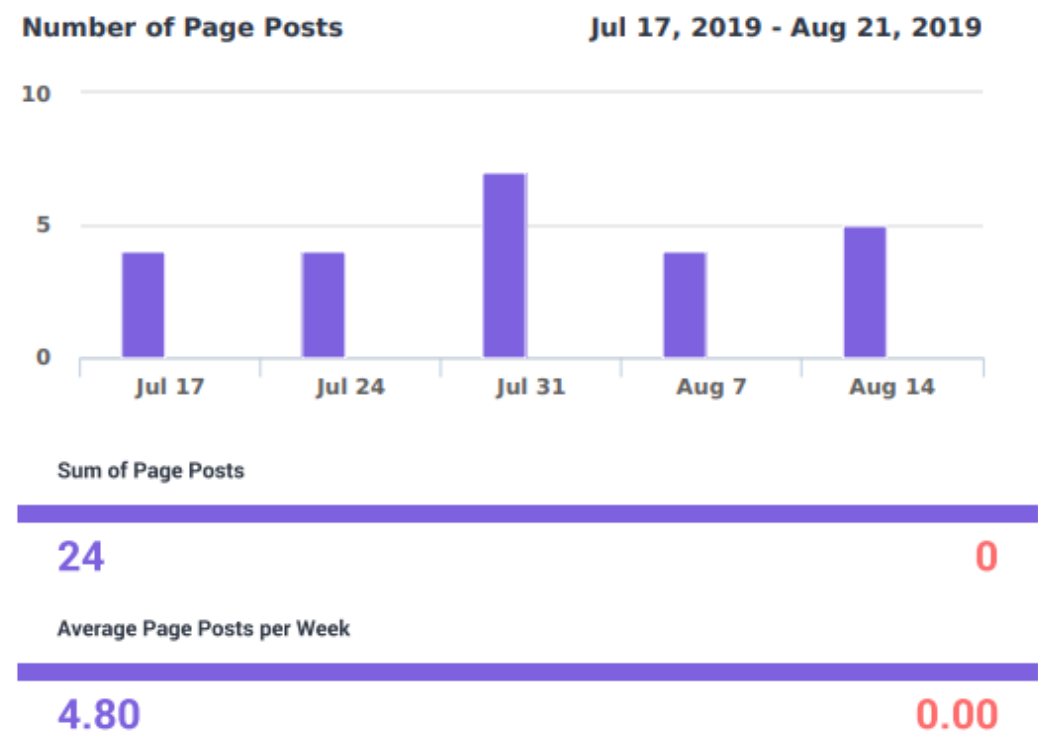
72,216 people like this

VS

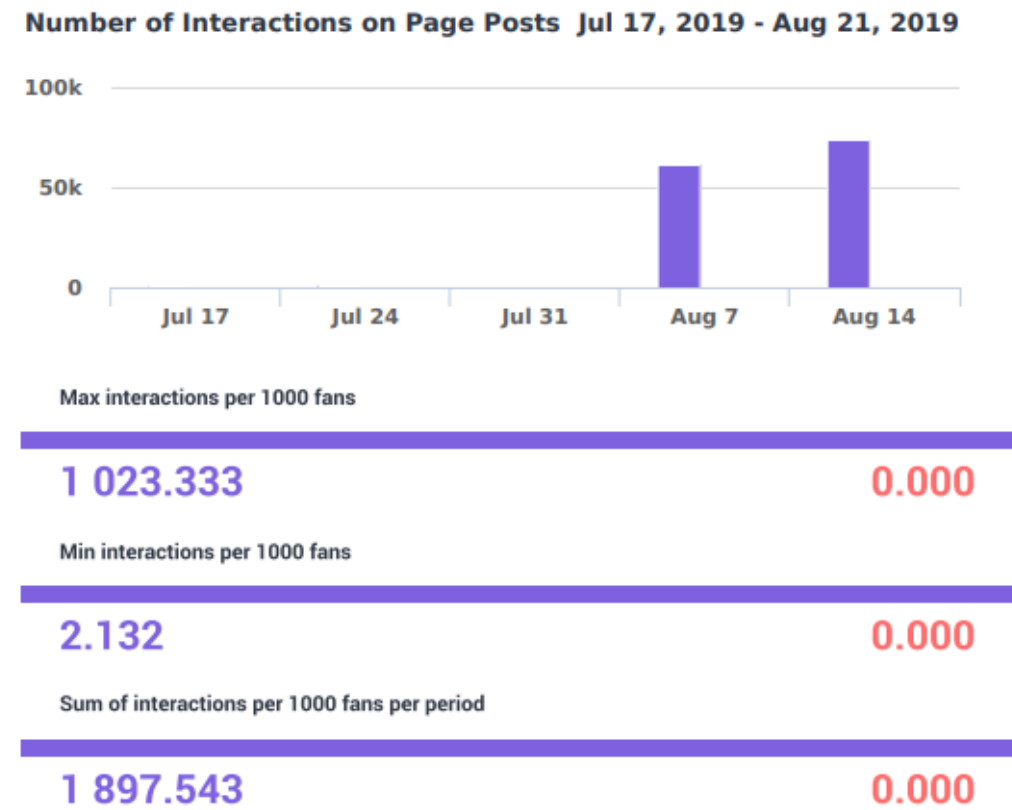


2,652 people like this

## Posting Frequency Per Week



## Interactions Per Week





2



PharmEasy

12th August, 2019

Ditch those old methods and go wild. Order from the PharmEasy app, the one-stop solution for all your healthcare needs. To download the App, visit: <https://bit.ly/2M0mu4q> #PharmEasy #Medicines ...



Total Interactions	61 065
Reactions	60 967
Comments	56
Shares	42
Interaction per 1k Fans	845.588


1



PharmEasy


14th August, 2019

Stop running around for your medicines, simply have them home delivered from PharmEasy. Download the App now: <https://bit.ly/2M0mu4q> #PharmEasy #TakeItEasy #Medicines #MedicalSupplies ...



Total Interactions	73 866
Reactions	73 618
Comments	69
Shares	179
Interaction per 1k Fans	1 022.848


3



PharmEasy

23rd July, 2019

Have you ever witnessed a diabetic person suddenly feeling vulnerable and nauseous? They could be suffering from Diabetic Psychosis. Watch Dr. Kersi Chavda, consultant psychiatrist talk in detail...



Total Interactions	1 127
Reactions	769
Comments	25
Shares	333
Interaction per 1k Fans	15.606

Pharmeasy

Saydl

No Recent Posting by Saydl

Snapshot of the Most Successful Content



# Key Findings

Nahdi, Dawaa, Pharameasy & Saydl





### Comm. Strategy:

Hajj Highlights, Promotions,  
95% Arabic Content, Usage of  
Vector Based Imgs & Real Shoot

### Media Type

Major Focus on Static content  
With limited videos

### Promotion Strategy:

BTL, Social Media & Discount  
offering



### Comm. Strategy:

Self Branding, Special Days Posts  
Random Highlights of Products with  
Real shoots and Vectors

### Media Type

Active Publishing of videos along  
With static content

### Promotion Strategy:

Social Media



### Comm. Strategy:

Leverage Trending Topics, Special  
Days Posting, Health Awareness,  
Self Branding, Random Facts

### Media Type

Moderately using video and  
Images Both through vectors  
and real photos

### Promotion Strategy:

Competitions, Social Media



### Comm. Strategy:

Highlighting Presence only

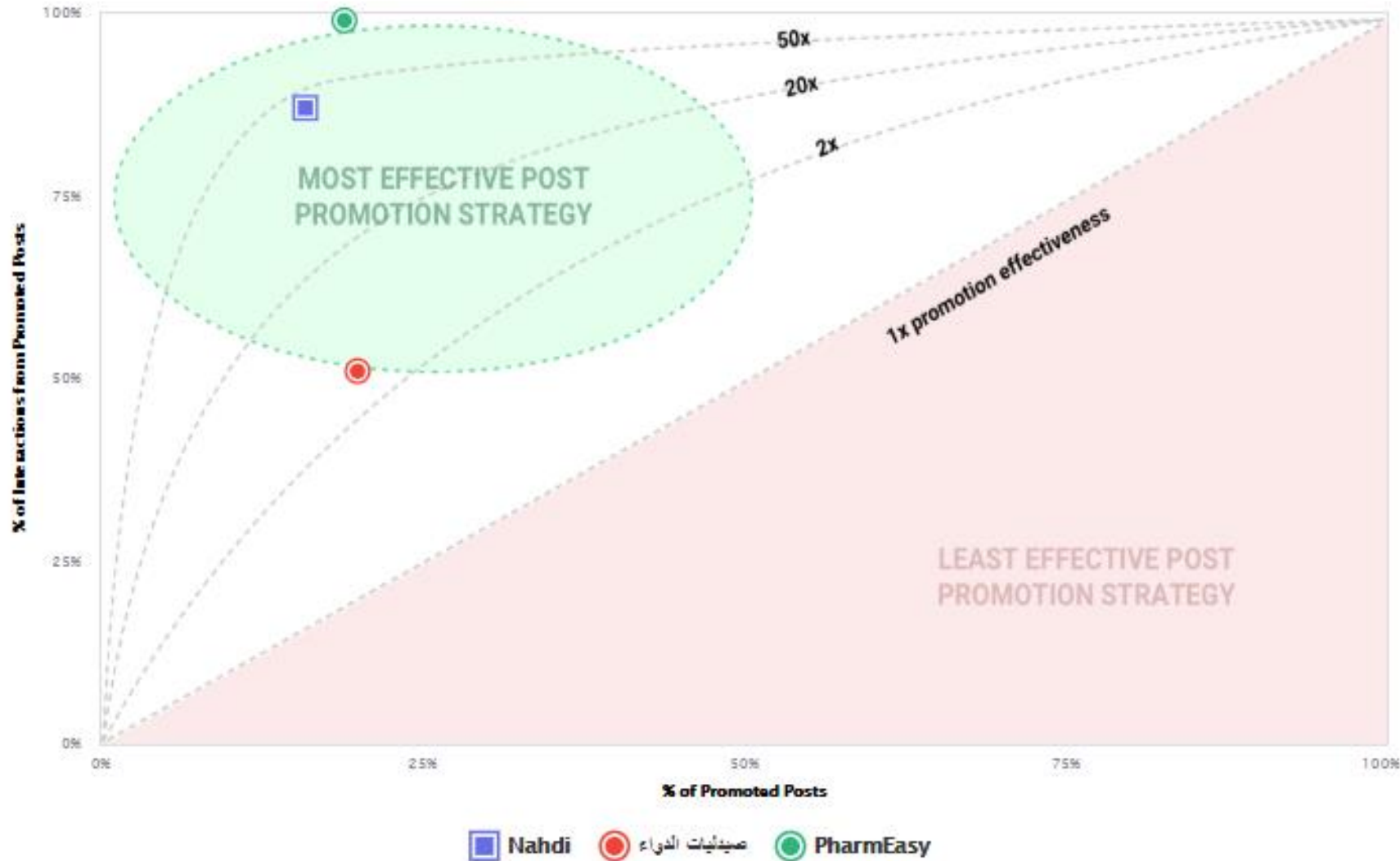
### Media Type

Through Vector videos and  
Static Content

### Promotion Strategy:

Not Active on Digital

May 22, 2019 - Aug 20, 2019



According to their recent activity and paid promotions, **Pharmeasy** manage to get most paid impressions.

# Media & Content Strategy

Categories.

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# FACEBOOK ENGAGEMENT BENCHMARKS

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. PAGE REACH

2019

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE POSTS (ALL TYPES OF  
POST, ALL TYPES OF PAGE\*)



4.11%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE VIDEO POSTS  
(ALL TYPES OF PAGE\*)



5.71%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE PHOTO POSTS  
(ALL TYPES OF PAGE\*)



5.91%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE LINK POSTS  
(ALL TYPES OF PAGE\*)



4.13%

AVERAGE ENGAGEMENT  
RATE FOR FACEBOOK  
PAGE STATUS POSTS  
(ALL TYPES OF PAGE\*)



2.03%

“The Distribution of Media Format has been allocated according to this data”

# Media Strategy and Execution

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Video	Static	Video	Static	Static	Video
Static	User Benefit Announcement (Video)	Repost	User Benefit Announcement (Video)	Repost	Repost	User Benefit Announcement (Video)
Value	Features (Video)	Convenience (Video)	Features	Value (Video)	Convenience	Repost
Repost	Quiz, Comp. Launch Across (Value, Features, Specs, Convenience)					
Celebration Highlights				Prize and Gift Highlights		
Thanking Users		Next Way Forward Suggestion based on results and engagement				

**Pre-Hype (Awareness)**

**Launch**

**Post Launch**

# Tentative Timeline of Execution



## Timeline of Activities By Phases

Communication Channels: Facebook, Instagram, & Youtube As per the Social Media Data

### Paid Activities

Brand Awareness

Content Publishing

Social Media Setup

Pre-Hype

1<sup>st</sup> Month

Brand Engagement

Establishing presence  
on Social Mediums

Launch

2<sup>nd</sup> Month

Launch Reporting

Monitor Results

Users Response Management

Post - Launch





# Budget

## Terms & Conditions:

1. All Marketing Campaigns are Subject to Approval from the Selected Channels (YouTube, Facebook, & Instagram)
2. It may be required to re-adjust the strategy and budgets in-case campaign is not approved by (Facebook, Insta or YT).
3. It may be required to create a Landing Page/ Website for YouTube Campaigns to begin.
4. The timeline for YouTube marketing may be extended depending on the creation of landing page or Website
5. Initiation of the campaign is subject to the availability of creative assets. (Images, Videos on the required dimensions)
6. An agency service fee may be applicable for the management/ Development and handling the tasks.
7. The proposed results are subject to change in-case of change in dollar rate.

# Total Investment Split

Budget Allocation				
	Allocation (\$)	Conversion to (Riyal)	Channel	Duration
Testing Budget	10,000	37500	Facebook, Instagram & Youtube	1 Month
Scaling Budget	20,000	75000	Facebook & Instagram	2 Months
	20,000	75000	Youtube	
<b>Total Budget</b>	50000 USD	187,500		

Note: Dollor Conversion to Riyal on 23<sup>rd</sup> August 2019 is 3.75



# Test Investment (Breakup)

## Expected Results

# Facebook & Instagram (Testing)

Facebook & Instagram (Test)							
Channel	Allocated Budget in \$	Conversion to (Riyal)	Break-up/objective (Riyal)	Per day Spend (Riyal)	Objectives	Per Day Results	Estimated Results
Facebook & Instagram	5,000	18,750	3,750	125	Likes	150	4,500
			3,750	125	Video Views (Reach)	4000	120,000
			3,750	125	Brand Awareness	9000	270,000
			3,750	125	Post Engagement	400	12,000
			3,750	125	Post Engagement (Quiz, Campaign)	400	12,000

Note: Dollor Conversion to Riyal on 23<sup>rd</sup> August 2019 is 3.75

# YouTube (Testing)

YouTube (Test)							
Channel	Allocated Budget in \$	Conversion to Riyal	Break-up/objective (Riyal)	Per day spend (Riyal)	Objectives	Per day available impressions*	Available Impressions for 1 month*
Youtube	5,000	18750	4,688	156	Non-Skippable Ads	1,500,000	45,000,000
			4,688	156	Bumper Ads	600,000	18,000,000
			4,688	156	Skippable Ads	600,000	18,000,000
			4,688	156	Outstream	2,000,000	60,000,000

*Note: Dollor Conversion to Riyal on 23<sup>rd</sup> August 2019 is 3.75*

\*The Available impressions are calculated based on the campaign settings such as (*Targeting, Location & Duration*) but not the allocated budget or bid. Which means the higher the budget will result in more impressions from the available pool and the lower budget will result in less Less impressions from the pool.

# Scaled Investment Expected Results



# Facebook & Instagram

Facebook & Instagram							
Channel	Allocated Budget in \$	Conversion To (Riyal)	Break-up/objective (Riyal)	Per day Spend (Riyal)	Objectives	Per Day Results	Estimated Results
Facebook & Instagram	20,000	75,000	15,000	250	Likes	500	30,000
			15,000	250	Video Views (Reach)	25000	1,500,000
			15,000	250	Brand Awareness	85000	5,100,000
			15,000	250	Post Engagement	2000	120,000
			15,000	250	Post Engagement (Quiz, Campaign)	2000	120,000

*Note: Dollor Conversion to Riyal on 23<sup>rd</sup> August 2019 is 3.75*

# Youtube

Youtube							
Channel	Allocated Budget in \$	Conversion To Riyal	Break-up/objective	Per day Spend	Objectives	Per day available impressions*	Available Impressions for 2 month*
Youtube	20,000	75,000	15,000	250	Non-Skippable Ads	1,500,000	90,000,000
			15,000	250	Bumper Ads	600,000	36,000,000
			15,000	250	Skippable Ads	600,000	36,000,000
			30,000	500	Outstream	2,000,000	120,000,000

*Note: Dollor Conversion to Riyal on 23<sup>rd</sup> August 2019 is 3.75*

The Available impressions are calculated based on the campaign settings such as (*Targeting, Location & Duration*) but not the allocated budget or bid. Which means the higher the budget will result in more impressions from the available pool and the lower budget will result in less Less impressions from the pool.

# Thank You.

In-case of any clarification required, then feel free to contact.

