



رؤية VISION  
2030  
المملكة العربية السعودية  
KINGDOM OF SAUDI ARABIA



Consultancy Agency



# نبني جسور التواصل We Bridge



A



B



C

# ABC Model: A Model of Success



## (A)udience

Knowing your target audience becomes the bedrock of your communication. Addressing the identified market and audience strengthens the impact of the message.

## (B)ridge

The bridge is where the client and audience meet. Worldwide gives a lot of attention to the bridge because this is where we transform the message from just words and visions to empathy, giving it a personality that people can interact with.

## (C)lient

Maintaining effective communication and understanding the client is a crucial head start for a relationship that generates results and impact.



# +100

selective clients  
in 20 industries

we worked for them as consultants,  
we possess global knowledge and  
local understanding to implement 360  
degrees communications



Branding  
Public Relation

Advertising  
Creative

Creative & designing  
Web Development

Social Media Management  
Media Productions

Event Management



# W7Worldwide Three Years in Time

## 2018 (First to Enter the Market, First to Communicate)

- W7Worldwide Handles the communications of the First Cinema in the Kingdom.
- W7Worldwide Handles the communications of the First ever Saudi National Day Celebrations.
- W7Worldwide Handles the communications of the First Global Health Exhibition.
- W7Worldwide showcases the first Episode of Vikings Season 5B in VOX Cinema.
- W7Worldwide Handles the Communications of the first ever transportation app for women by women called Saeqy for Android and IOS

86  
Clients

2017

New  
Heights

2019

2018

First  
on  
Scene

## 2019 (From Heights to Heights)

- W7Worldwide won the XXXX Award
- 120 Brands Accomplished their Goals with the Help of W7Worldwide to date
- W7Worldwide handles the communications of 15 Key Government and Private events.
- W7Worldwide is the communications partner of Bupa Arabia and AVAYA communications

## 2017 (Delivering on Promises with Efficiency)

- 86 Brands Accomplished their Goals with the Help of W7Worldwide



**+100**  
CLIENTS SPANNING



**+15**  
YEARS



## We Bridge

W7worldwide is an Independent Marketing Communications Consultancy Agency Based in Saudi Arabia, With an Understanding of the **Local Market** Converged with **Global Reach** and Knowledge, We are Able to Successfully **Bridge** our Clients with their Audiences, Our Specialty Lies in Building Bridges that Sustain Relationships and Create Brand **Reputation** and Value through Innovative Approaches.

Why are we **communicating?**

Who will receive our **communication?**

What do we need to **communicate?**

How will we deliver our **communication?**

By Whom do we deliver our **communication?**

When and Where do we **communicate?**





W7Worldwide is led by concepts that ensure the development of innovative solutions across the communications platforms.

### 6 Ws and an H

'By whom' is the puzzle piece that fits perfectly to complete the bigger picture for better communications.



# Practices

Our Extensive Work and Experience has Given us the Proficiency to Engage in the



Industries of  
Technology



Healthcare



Government



Corporate



Consumer Products  
and Entertainment

that Further Expand into Subdivisions.
















# 2019






# From **W7** Worldwide Experience

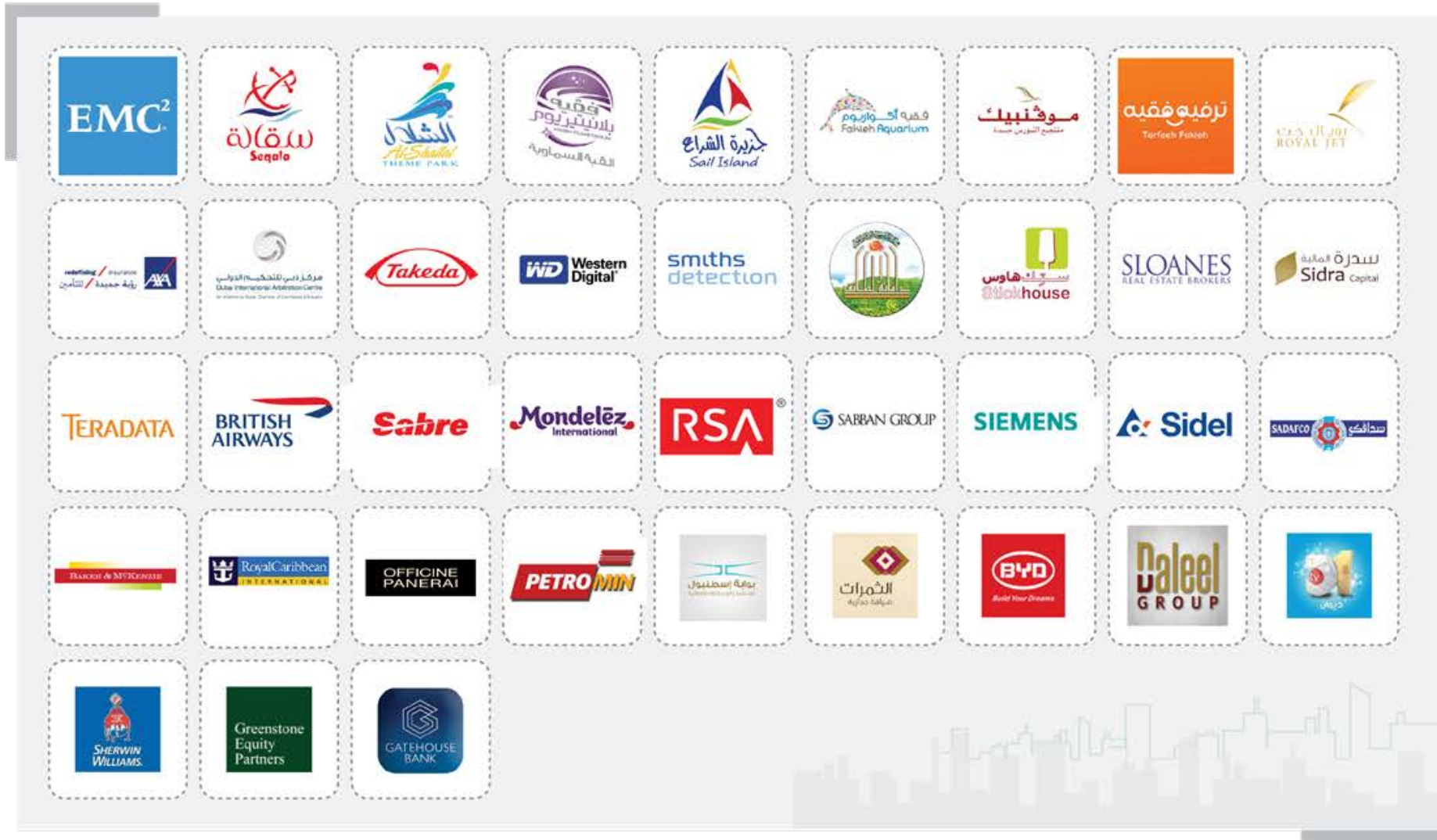
- Sloanes
- Sdafco
- 3M
- Philadelphia
- Teradata
- Kaspersky Lab
- Dell EMC
- BT
- Panerai
- Shapoorji Pallonji
- Hyatt Hotel
- Aiana Hotels
- Amwal AlKhaleej
- WD
- Axa
- FireEye
- Attivo
- Baker & McKenzie



# Our Team Experience



# Our Team Experience



# Our Capabilities

We have tailored our capabilities in accordance with the requirements of the market based on our ever-expanding experience and know-how. We offer a redefined version of the 360-degree communications model through creating a well rounded solutions that substantiates your presence in traditional and digital media.

We deliver truly integrated programmes including public relations, advertising and design, digital activations, social media and brand development. Our communications services include but not limited to:



Reputation Management



CSR



Media & Influencer Relations



Corporate Communications



Stakeholder Engagement



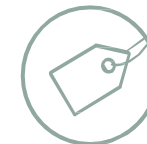
Creative Content



Spokesperson Profiling



Issues & Crisis Communications



Measurement & Analytics





Thank you ...

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