



# FI CAMPAIGN COMMUNICATION STRATEGY

Appointment of a Design and Creative Agency (Bahrain International Circuit)

23/06/2020

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# RFP PARTICIPATION

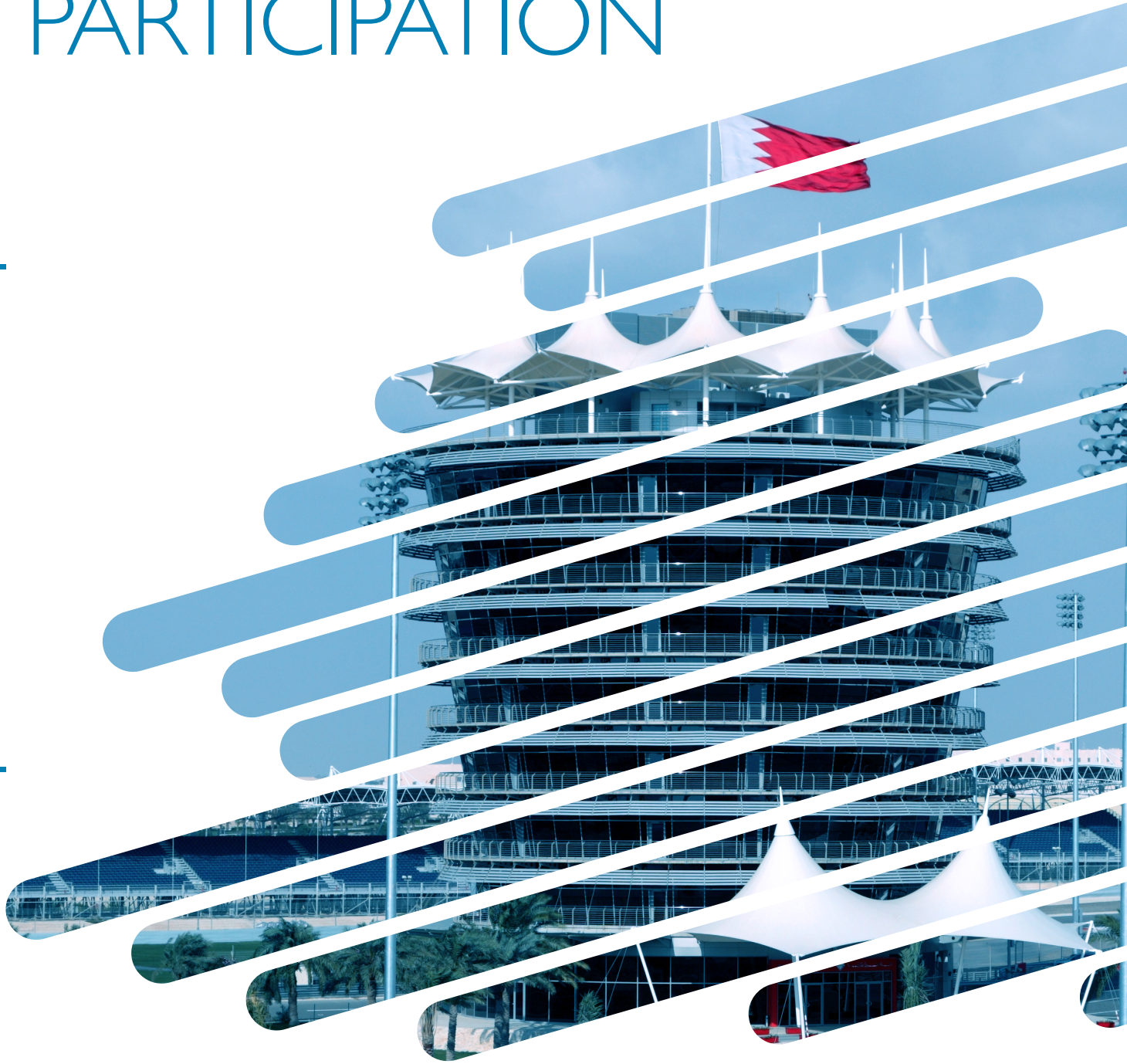
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INLINE ACTIVATION W.L.L. would like to thank BIC for giving us the opportunity to propose for and participate in the tender “The appointment of a design and creative agency”.

We also declare that there is no conflict of interest pertaining to this RFP.

Looking forward to become your business partner, and hope that both of our companies can benefit from a mutual and rewarding relationship.

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# BAHRAIN INTERNATIONAL CIRCUIT

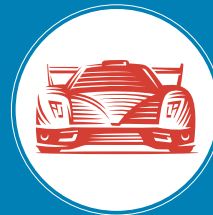
Located in the heart of the Sakhir desert, Bahrain International Circuit is a unique and contemporary facility that is synonymous with the highest levels of global motorsport. Featuring five different track layouts, the circuit first saw life in 2004 when the first ever Formula 1 Grand Prix took place in the country, making it the first-ever track in the Middle East to host the Formula 1 World Championship. Bahrain International Circuit continues to host staggering crowds and a wide range of events and activities and serves as a platform that encourages motorsports in the country.



Known for hosting the first ever Formula One in the Middle East, the Bahrain International Circuit has not just brought excitement and entertainment into Bahrain, but has also helped put Bahrain on the map.



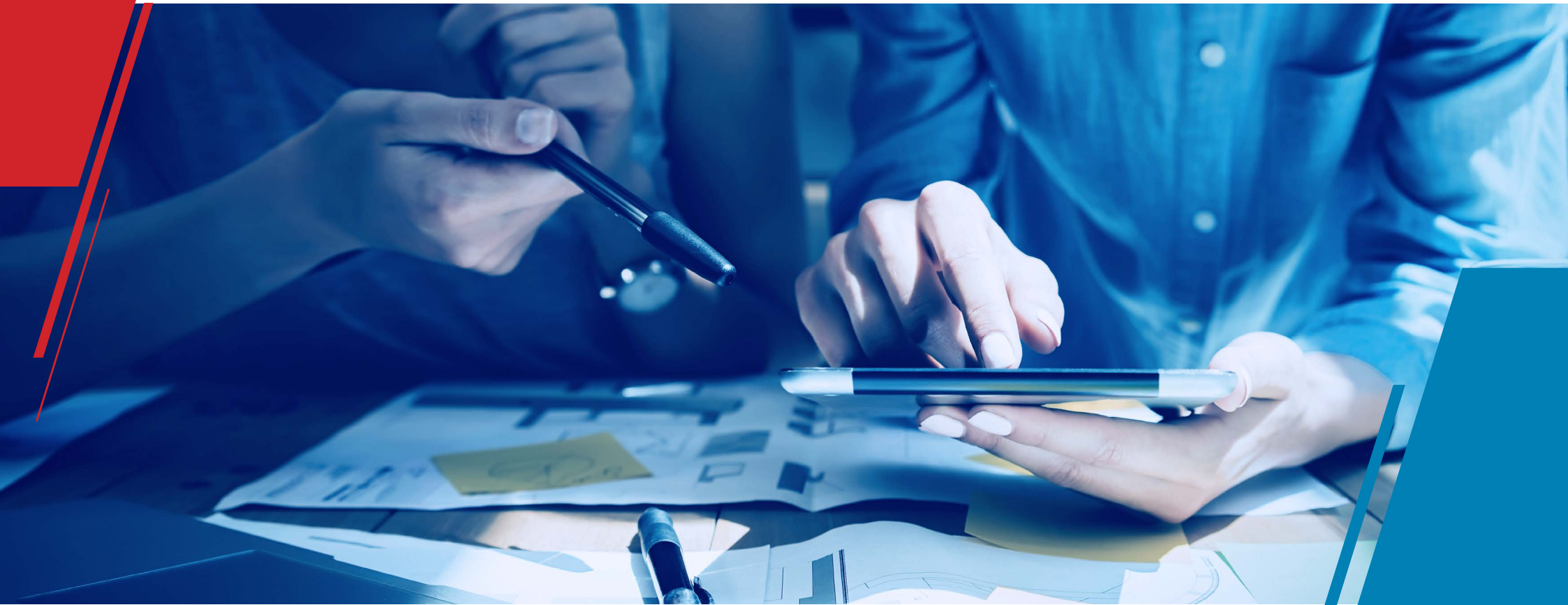
With an impressive race track, BIC has helped bring in motorsport fans not just from within Bahrain, but also from different parts of GCC.



Throughout the years starting from 2004, BIC has always remained consistent in organizing events and entertainment which the audience always look forward to.



In its 15th year, BIC is known to have gained experience and now has history and which has helped them gain confidence



# COMMUNICATION STRATEGY

FI Campaign



## OVERALL OBJECTIVE

To remind the audience to get ready once again to bring in the new season of Formula One fever.

To inject enthusiasm and help Bahrain come alive with energy and excitement.

To attract visitors from neighboring countries and international fans

To boost the economy and generate traffic into Bahrain.

## HOW TO ACHIEVE IT?

By adding an extra element/flavor of excitement compared to previous years of F1 event.

Every year a certain unique concept needs to be adapted in order to distinguish it from the previous years.

The campaign should retain the formula one elements, however, it needs to be fresh.

By launching a full fledge campaign six months before the actual race weekend

# PRIMARY TARGET AUDIENCE



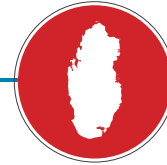
## BAHRAIN

The home of BIC  
& country of our  
biggest fan base



## KSA

The biggest potential  
market especially the  
Eastern Province



## QATAR

Fastest growing  
economy in the  
region, close proximity  
to Bahrain



## KUWAIT

High concentration  
of motorsport fans-  
Important market

## SECONDARY TARGET AUDIENCE



Other GCC Countries, such as, the UAE, which has  
the second Formula One track in the Middle East,  
Yas Marina Circuit.

# MEDIA CHANNELS



## PRINT

Publish ads in the main newspapers and top magazines of Bahrain including their websites and digital versions

Ads in popular magazines and newspapers of Saudi (Eastern Province) and other GCC countries



## OUTDOOR

Media mix to include popular mediums, such as, Unipoles, Megacoms, Lampposts, and Digital Prisms in the kingdom

Main locations include the KSA causeway linking Bahrain to Saudi and other major touchpoints like the Airport

Create an outdoor landmark (Building Branding Special Operation)



## SOCIAL MEDIA

Online paid ads in targeted local & regional websites relevant to the audience selected

Paid (Sponsored ads) in the major social media platforms (Instagram, YouTube, SnapChat, TikTok, Facebook, Twitter)



# MEDIA CHANNELS



## TELEVISION

TVC will be aired in popular channels in the Middle East and locally, such as, MBC (Middle East Broadcasting Channel) & Bahrain TV

Also aired in all big cinema screens across the kingdom (Saudis and other GCC nationals are big cinema fans)



## RADIO

Ads shall be created in English & Arabic languages and played in local and regional stations across the GCC countries

A jingle and song shall be created by local artists and rappers, and continuously played



## DIRECT MARKETING

With the use of beacons and Bluetooth technology, mall visitors shall be receiving SMSs with links to the main website for information about dates, race concerts, and ticket prices related to the main event

# PRE EVENT ACTIVITIES

The following slides will highlight a few activities that we recommend for promoting and selling tickets starting from the Early Bird phase and to create a connection between the brand and the target audience.

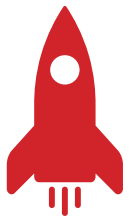
Creating and/or using existing events or platform established in the Kingdom of Bahrain.

## THERE ARE TWO PHASES:



### **Phase 1:**

Early Bird Phase - starts from October till December of the previous year



### **Phase 2:**

Launch Phase - starts from the beginning of the year (January) leading to the main event in March

# PHASE I – EARLY BIRD

In order to increase ticket sales, we need to be more accessible to the audience. Therefore, apart from having stands at the two main malls, we recommend:

- 1 Extending the presence of sale stands in other prominent malls in different areas.
- 2 Taking advantage of the different established festivities / events in the Kingdom of Bahrain. For eg, “Shop Bahrain”, which is estimated to run from December 2020 to January 2021. Shop Bahrain is a shopping festival which organizes various bazaars and events in popular locations such as Block 338 (area), Amwaj Lagoon, Aali Mall restaurant lane, Bab Al Bahrain etc.
- 3 To create engaging online competitions to win FREE tickets via social media platforms



# PHASE 2 – LAUNCH

Organize an event choosing a popular location in Bahrain such as Block 338 (area), Amwaj Lagoon etc.

The event will mainly include decorating the street with replicated F1 cars, flags, decorative arches and models representing the participating F1 teams.

## OBJECTIVES

Increase sales of the F1 tickets

Increase hype of the event

Easier access to purchase F1 tickets

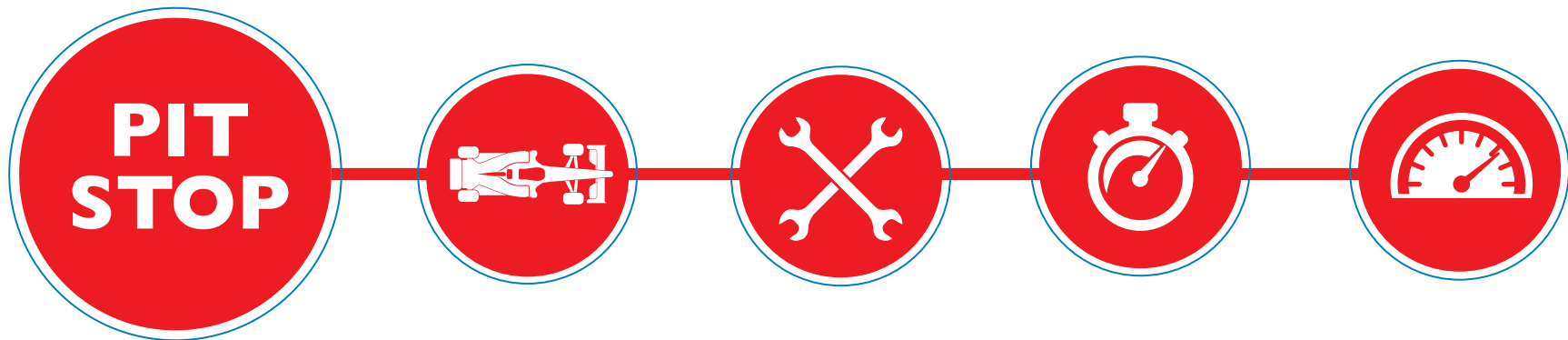
The event will mainly include decorating the streets with replicated F1 cars, decorative arches, models representing the participating F1 teams, and F1 merchandise.

Help increase revenue

# PHASE 2 – LAUNCH

The event will include competitive games – The “Pit Stop”:

- This game involves different teams competing against each other to change the tires of the replicated F1 car the fastest!
- A huge timer shall be set to show the time taken by each team
- Sponsors can also be included, such as, INFINITI (who are part of the INFINITI Red Bull F1 team)
- INLINE can get other sponsors as well



# PHASE 2 – LAUNCH

## Other Special offers:

Customers can also get an additional 10% discount on FI merchandise during the FI race by showing their ticket at the participating outlet at the BIC

## Organize a Go Kart Race at the BIC:

The first prize winner will receive a free FI ticket. The second and third place winners shall receive FI exclusive merchandise.





# ROAD SHOWS & EXHIBITIONS

In addition to the pre event activities, we recommend participating in Travel exhibitions that would help put Bahrain in the travel map.

Through travel shows Bahrain can feature the country, attractions and sell packages for the Bahrain Grand Prix!

One such exhibition is the IBTM Arabia. IBTM ARABIA is a three-day event being held from 9th February to the 11th February 2021 at the Jumeirah at Etihad Towers in Abu Dhabi, United Arab Emirates. This event showcases products from Office & Commercial Supplies, Travel & Tourism,

Business Services industries.

Another important exhibition targeting the Saudi market is the JTTX.

JTTX is a three-day event being held from 3rd February to the 5th February 2021 at the Jeddah Hilton.

JTTX is the leading local platform of all tourism sectors, presenting a diverse range of destinations and industry services. It is a unique opportunity for the exhibitors to network, negotiate and conduct business with the trade, as well as to present the fancy tourism resources to the qualified end-users.

The logo for ibtm ARABIA features the word 'ibtm' in a bold, lowercase, red sans-serif font, followed by 'ARABIA' in a lighter, uppercase, red sans-serif font.

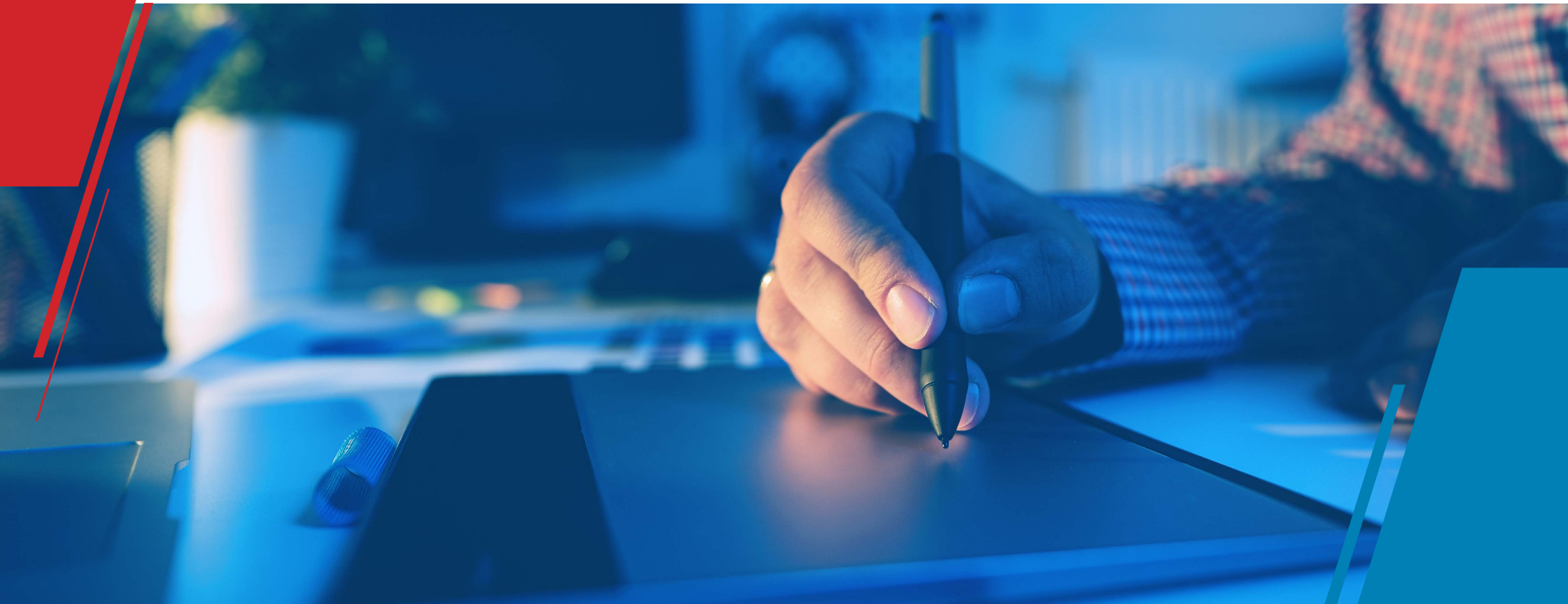
# FORMULA 1 – CREATIVE RATIONALE

The ideas that we have generated for the creative stems from the fact that the race is being held at dusk and hence the usage of 'Night' in the headlines and the overall look and feel of the visuals. They will clearly engage the customer by taking them off the beaten path and create a sense of anticipation about the race. The layouts are modern, funky and have intriguing neon elements to ramp up the excitement, usually associated with Formula One. We have clearly mentioned Bahrain quote prominently in connection with the headline, to instantly create a bond between the Kingdom and the race. We also did notice through research that many other F1 hosting nations use the country's name big and bold. These layouts have been conceived with the purpose of standing out from the clutter and help gain the attention of viewers. We have also designed a more down to earth layout option that accentuates this race – the F1 car, the floodlights, the BIC tower, the track and a typeface that creates an overall design that's contemporary. All the thoughts that we have created are strong, to the point and convey the message directly, which we believe will have a higher recall value with the target audience.

Bahrain... Nights of Thunder  
Nights to Remember... Bahrain  
Own the Nights

The TVC will be the main commercial that will be aired across all television, YouTube and online paid ads. It is the highest media channel where most of the budget will be allocated and spent. It will encapsulate the above night theme very strongly. The film opens on the BIC track in Bahrain. The camera cuts to the tower lights, then to the F1 cars racing around the track, then to scenes of the race. It then cuts to images of entertainment, rock concerts, dancers, stilt walkers, fireworks, etc. The TVC closes with the words "Bahrain.... Nights of Thunder" tagline formed with neon lights.

Another option: film opens on a dark blue sky. The BIC tower begins to light up, a 3D racetrack begins to take shape, in bright neon colors and moves across the screen. Through the brightness, you see the starting lights counting down, then F1 cars come racing out onto the track. The treads on their wheels highlighted with neon. The cars move in a blur, flames spit out of the exhaust, and spectators are seen cheering. Camera cuts to scenes of entertainment, people having fun, watching mime acts, etc. Camera cuts back to the race and the cars are seen crossing the finish line with the checkered flag being waved. The TVC closes with the words "Bahrain.... Nights of Thunder" tagline formed with neon lights.



## AGENCY PROFILE

# WE BELIEVE IN TIME

An Award-winning creative agency born in 2011. Since then, small footsteps changed into bigger strides. We are a multidisciplinary team of passionate professionals committed to producing top-tier work for our clients. A cross functional team that delivers the best communication solutions, to help brands blossom in the marketplace.

We believe that Time is of prime importance in our business from a client-agency perspective, client-consumer perspective, and consumer- brand perspective. Understanding our partners' business is of prime importance.

We offer a comprehensive and appropriate range of communication services to our

clients using creativity and innovation. We integrate our ideas across relevant and unconventional communication channels. Understanding the mindset of consumers and going beyond conventional to create communication that appeals to people through relevance and creative differentiation. We understand the power of local knowledge in the world of globalization.

Our aim is to achieve complete and cost-effective communication to help our partners achieve objectives – immediate and long-term. Today, we have a roster of clients from automobile brands to financial institutions, from corporate houses to consumer goods, and even the public sector. We would like to spend our Time with you!



## OUR PARTNERS

Brands We Have Spent Time With







*Qatar  
Foundation*







RECOGNITION

# CREATIVITY PAYS OFF

Over 12 Participations, 2 Shortlists & 1 Win  
Silver Cannes Winner (Nissan X-Terra) - 2013

Shortlists:

- Nissan #SHEDRIVES Campaign (2018)
- Nissan CAMELPOWER Online Video (2018)





## OUR PEOPLE

A Diverse Team Of Multicultural, Experienced Young and Dynamic Professionals.



## ROHAN D'SOUZA

Managing Partner / Account Director

Rohan was an active member of TBWA/RAAD – Dubai where he was responsible for Arabian Automobiles Company the national sales company of Nissan, Infiniti & Renault, in Dubai and the Northern Emirates. Before inLine Activation, Rohan had worked at Bates Pan Gulf between 1994 and 2001 where he handles the accounts of Dubai Shopping Festival, Dubai Summer Surprises, Emirates Bank, Al Ghurair and Burjman Shopping Centres. At TBWA/RAAD Rohan had participated in the Balance Score Card accreditation workshop and at many Disruption Days which were organized for Emirates Airlines and Arabian Automobiles.

**Previous clients:** Henkel – Schwarzkopf, Emirates Airlines, CNN, Knowledge & Human Development Authority of the Government of Dubai.



## OMAR MAL

Managing Partner / Creative Director

As Creative Director of inLine, Omar defies the possibilities of tomorrow and transforms a client's future through the power of an idea, creating a diagonal lightning for a change. With over 10 years of digital and traditional brand development Omar is able to take a project from an idea to the execution stage ensuring success, no matter the scale of the project. Omar leads the entire team of creative, from the artworkers to the copywriters.

**Previous clients:** Zain Bahrain, HSBC, BisB, Ithmaar Bank, Nissan, Infiniti, Harvey Nichols, Carrefour, Bahrain City Centre, Amwaj Islands, Energy City (Qatar) to name a few.



## Whitney Chon

Account Manager

Whitney's skill set has driven her career through the advertising world. Her sensational drive ensures she learns at every point and constantly develops her knowledge and career. As an Account Manager, she guarantees the best results for each of her clients making their happiness her priority at every turn of the project. Her follow up is second to none to drive each individual project to finish line, on time and within budget. Her background started in this industry as an account executive and production guru working with such prestigious companies as Al Baraka Islamic Bank, BisB, Alba, Bahrain Air inflight magazine, BKIC and Legal & General Gulf.

**Previous clients:** Standard Chartered Bank, Ford, Bahrain Duty Free, YK Almoayyed, AFS, Nass Holdings, SNIC, Al Ahlia Insurance and Fine Foods.





## Andrew Baumann

Head of Business Development

Andrew is a strategic and critical thinker with a proven record of success in expanding company objectives and exceeding business goals. He identifies new opportunities to partner with vendors and manufacturers. He informs current and potential partners about key business developments.

With over 15 years of experience successfully leading sales projects with a combination of private/public/nonprofit sales experience.

**Previous clients:** Standard Chartered Bank, Ford, Bahrain Duty Free, YK Almoayyed, AFS, Nass Holdings, SNIC, Al Ahlia Insurance and Fine Foods.



## Louis Herrera

Traffic Manager

Louis' skills in advertising lay within the fine art of design. He has a keen eye for design, a creative passion and flair. He is highly skilled at running a great campaign from concept through to delivery, as well as being competent in allocating resources, monitoring and reporting on the status of projects. His talents include branding, typography, graphics, web design, identity and much more.

His time keeping ability means that he is a fabulous multi-tasker and valuable member of our team. He is responsible for keeping everyone on task, projects on deadline, handling logistics and keeping all parties updated on the progress.

**Previous clients:** Nissan, Infiniti, Renault, GOYS, YK Almoayyed & Sons, SNIC and AFS.



## Amanda Nimri

Art Director

Amanda's history stems from digital designing as well as sales, her aim is to constantly develop her already well-trained eye and skills. She is meticulous in all her work ensuring that the final design and execution amazes the client throughout the project. Amanda's designs are always well thought out and in keeping with current trends and fashion. Using her background in sales, she is able to seek out the most relevant channels to reach the maximum number of clients possible.

**Previous clients:** Bahrain Financing Company, Diyar Al-Muharraq, Zayt Zaytoon, Dream Body Centre, U-Drive, Bahrain InterContinental Hotel, Nissan, Ford, SNIC and Bahrain Duty Free.



## Sheila Patchachi

Sr. Graphic Designer

Sheila has an in-depth knowledge of graphic design, styles and layout techniques. She produces and oversees digital and print creative solutions. She has experience executing marketing projects from conception to production, including websites, brochures and product packaging. She ensures to deliver high quality pieces on tight deadlines and collaborating with the design team.

**Previous clients:** Zain Bahrain, HSBC, BisB, Ithmaar Bank, Nissan, Infiniti, Harvey Nichols, Carrefour, Bahrain City Centre, Amwaj Islands, Energy City (Qatar) to name a few.



## Ali Ziadeh

Graphic Designer

Ali creates engaging and on-brand graphics for a variety of media. He visualizes and creates graphics including illustrations, logos, layouts and photos. He has a creative flair and a strong ability to translate requirements into design. He works with copywriters and creative director to produce final design, tests graphics across various media and ensures final graphics and layouts are visually appealing and on-brand.

**Previous clients:** Bahrain Financing Company, Diyar Al-Muharraq, Zayt Zaytoon, Dream Body Centre, U-Drive, Bahrain InterContinental Hotel, Nissan, Ford, SNIC and Bahrain Duty Free.



## Mazen Al-Hadad

Finaliser

Mazen possesses a working understanding of layout, type and colour. He is proficient in InDesign, Photoshop and Illustrator. He can do reasonable photo retouching and is knowledgeable in printing house procedures. He can work under tight deadlines and produce final files for output with necessary specifications. He has a very strong attention to detail.

**Previous clients:** Nissan, Renault, Ford, Hyundai, Al Zain, Bahrain Jewellery Centre, Devji Jewelry, GJIPC, Durrat Al Bahrain, Diyar Al Muharraq, YKA Property, Allianz Insurance, Arabic Insurance, BNP Paribas, Standard Chartered Bank, LightSpeed Telecoms, GOYS, Nass Group, Ashrafs and YKA Electronics to name just a few.



## Amal Kanaan

Production Media Manager

Amal's negotiation skills ensure that a better deal is given to the client, for each campaign and through the year, booking directly with the suppliers and booking beyond the Bahrain territories, with the assistance of our regional partner offices.

**Previous clients:** Nissan, Renault, Ford, Hyundai, Al Zain, Bahrain Jewellery Centre, Devji Jewelry, GJIPC, Durrat Al Bahrain, Diyar Al Muharraq, YKA Property, Allianz Insurance, Arabic Insurance, BNP Paribas, Standard Chartered Bank, LightSpeed Telecoms, GOYS, Nass Group, Ashrafs and YKA Electronics to name just a few.



## Fadi Darwish

Arabic Copywriter

Fadi's history includes graphic design and copywriting. His skills as a writer allows him to see the world through the reader's eyes, meaning all his work is done from the best possible perspective. He can turn his writing into radio scripts, great headlines and wonderful bi lines. As a creative copywriter with a history in advertising, he can drive and enhance the creative work at inLine.

**Previous clients:** Nissan, Standard Chartered Bank, Infiniti, LightSpeed Telecoms, Bank Al Khair, and AFS to list a few.



## Carla Sol

English Copywriter

Started her career in South Africa, and has worked in several top-notch agencies, such as, Everest Brand Solutions, part of the WPP Group, Bates Clarion and Grey Global. A writer with considerable experience in print and electronic media, with an understanding of social media as well. She has been on the island for over 10 years, translating to local insight.





# COMMERCIAL PROPOSAL AND COSTINGS

# OPTION 1 - RETAINER FEE

COST PER MONTH: **BD 2,800**

TOTAL COST FOR 3 Years: **BD 100,800**

## TEAM ALLOCATION

1 Account  
Manager

2 Creative

1 English  
Copywriter

1 Arabic  
Copywriter

### Terms:

- 1) The above mentioned cost has been calculated for an average total of 90 hours per month and up to 4 main campaign artworks.
- 2) The total cost is calculated based on the expected team's time to be allocated per month for the account for a period of three years.
- 3) All third party costs are subject to 20% Agency Fees (Media + Production).
- 4) Creative charges does not include Cost of Images, Video Development and Website Development.

### Payment Terms:

- 1) Payment to be made at the end of every month.
- 2) This costing option is valid for a period of 6 months.

# OPTION 2 - RETAINER FEE

COST PER MONTH: **BD 4,000**

TOTAL COST FOR 3 Years: **BD 144,000**

## TEAM ALLOCATION

1 Account  
Director

1 Account  
Manager

2 Creative

1 English  
Copywriter

1 Arabic  
Copywriter

Finaliser

### Terms:

- 1) The above mentioned cost has been calculated for an average total of 90 hours per month and up to 4 main campaign artworks.
- 2) The total cost is calculated based on the expected team's time to be allocated per month for the account for a period of three years.
- 3) All third party costs are subject to 20% Agency Fees (Media + Production).
- 4) Creative charges does not include Cost of Images, Video Development and Website Development.

### Payment Terms:

- 1) Payment to be made at the end of every month.
- 2) This costing option is valid for a period of 6 months.

# RATE CARD

Rates depend on hours required for each and every job/campaign

TEAM	POSITION	HOUR RATE
ACCOUNT MANAGEMENT	ACCOUNT DIRECTOR	BD 110
	ACCOUNT MANAGER	BD 75
	MEDIA AGENCY PRODUCTION	BD 65
	MANAGER	BD 70
CREATIVE TEAM	CREATIVE DIRECTOR	BD 100
	ENGLISH COPYWRITER	BD 50
	ARABIC COPYWRITER	BD 45
	SENIOR CREATIVE	BD 80
	GRAPHIC DESIGNER	BD 75
	FINALISER	BD 65

THANK YOU