

The Collaborative Mix

ZAIN BAHRAIN | A RAPPER | GRAFFITI ARTISTS

The collaborative mix showcased for this editorial is between a telecoms company (Zain Bahrain), a rapper (Flipperachi) and Graffiti artists (a group of local artists) to launch a campaign targeted towards the youth segment (launched in 2016).

The idea of the campaign was that the telecoms company is offering unlimited data on all their existing packages for prepaid, postpaid, and home broadband. According to research, the youth segment is thirsty for data due to their constant consumption across various social media platforms. They always want to be connected to their friends and be online. They rely on their data consumption for social media and chatting.

Zain Bahrain wanted to provide them with unlimited data across all packages and launch a big bang full-fledge campaign (across all channels: offline, online, and activations). The budget was quite high, and they wanted to take over the kingdom with this campaign. Their creative agency (Seven Brands) came up with the idea of “addicted to data” and Zain being the authorized or official data dealer to be synonymous with the youth and maintain its position as the top of mind brand. The campaign required to go beyond the norms of any launch. After coming up with the creative concept of a wall with graffiti art on it as the main campaign umbrella theme, the agency then started to think of ways to engage with the youth segment and create actual works of art across the kingdom with the same messages in the youth gathering areas. That idea sparked the first part of the collaboration with local graffiti artists that worked on recreating the messages in their own unique style across the country in different areas and signed off by them. Graffiti art at that time just started to surface amongst the youth and recognized as an interesting form of art.

Another collaboration to attract the youth was to create a rap song with the famous local artist which is a rapper (Flipperachi) that raps in both languages Arabic & English. The youth love him, and his songs and he is quite famous in the kingdom. The rap song for the campaign was quite a hit and was aired on the local English and Arabic radio channels (96.5 FM & 93.3 FM), shared as a Ring Back Tune for the youth and played at the local activations related to the campaign. It was the first collaboration between the telecoms company and the rapper which turned out to be a huge hit and opened doors for future collaborations.

The third collaboration for this campaign was done with Al Riwaq Art Space. It has a strong emphasis on promoting talent and claiming the enormous potential of Bahraini local art and design in the region. A popular annual event is called “The Nest”. The Nest is a celebration of public art and design, with a program that runs for over a month. It will transform Block 338 area into a hotspot, offering public art and design installations, live music performances, art and design talks, film screenings, a bazar for local and regional designers, exhibitions, and workshops that reflect on current topics of contemporary design and its related disciplines. The Nest is a true community occasion, bringing together design professionals, artists, businesses, and organizations to promote creativity, sustainable economic development, and community involvement for all Bahrainis and beyond. Zain Telecoms partnered with Al Riwaq Art Space by sponsoring “The Nest” event to create the activation for this campaign by encouraging local talents to showcase their art through Graffiti. This was a very engaging activation with the segment.

ADDICTED TO DATA

YOUR AUTHORISED DATA DEALER

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