



Arena13 Kickoff!

The floodlights are on, the field is propped, the whistle has blown, the game has begun!

Think Like A Striker

A Paintbrush in the Hands of Designers

Eventscape What's on the Field

This month is stored with top-tier events you do not want to miss!

We Play Hard Until the Final Whistle

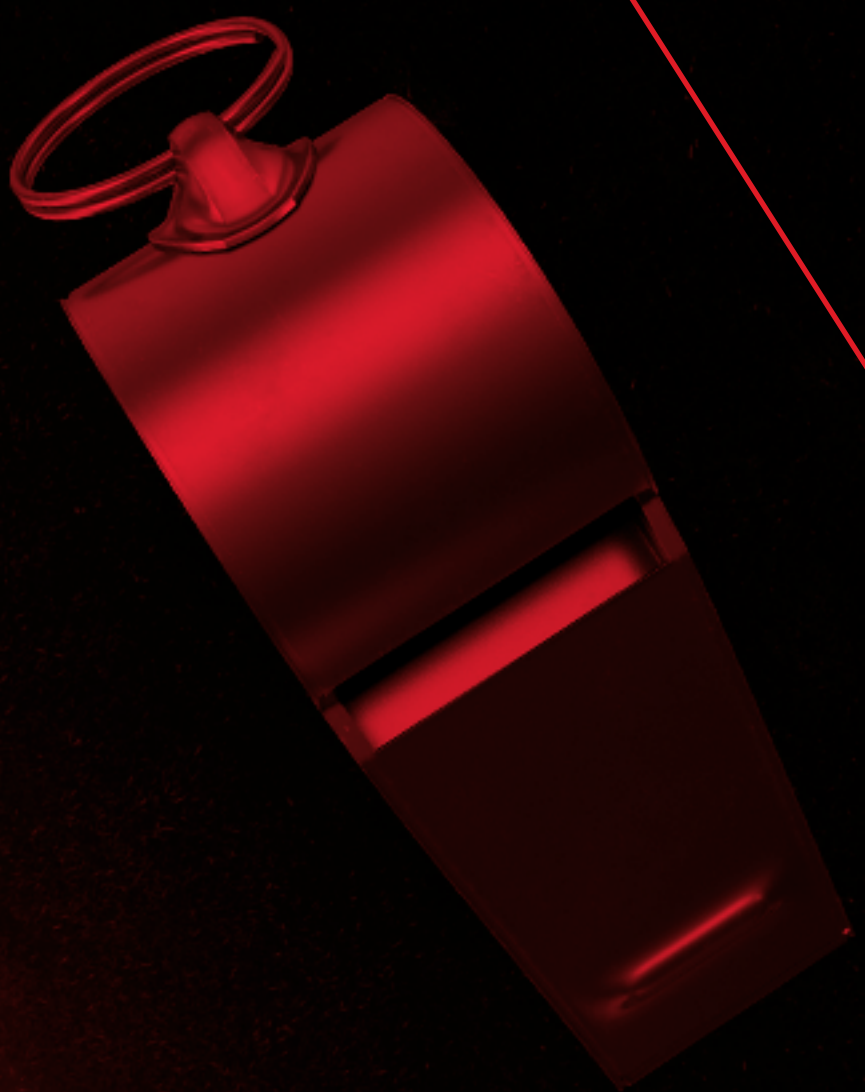
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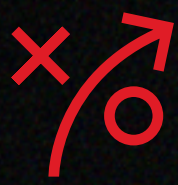
Arena13 Kickoff

The floodlights are on, the field is propped, the whistle has blown, the game has begun! At **Arena13**, we don't just adapt to the game-changing Marketing scene; we shape the ball itself. Part of Mpire's milestone and with eight years on the Marketing pitch, **we have grown into a ground of creativity** and strategy with our team dribbling with moves that make our clients the MVP of their market.



What Puts us in the Winning League?

We are your playmakers assisting you with combining bold tactics and steadfast attention to your goals. From rewriting the playbook to scoring the wins, **our A-team is in the zone to help you take over on the field.**



Think Like

ARTIST

A Paintbrush in the Hands of Designers

MidJourney may light the fuse of creativity, but it's the designer's unique vision and imagination that turns that hint of life into a blazing force of innovation personalised to meet client needs. After AI's work is done, the real artistry begins –

designers bring their skills, emotions, and context to the canvas.

The future isn't about AI replacing designers; it's about AI supercharging their potential, unveiling uncharted creative worlds.

We, as creatives, embrace AI in design—it's about knowing how to harness its power.

Curious for more?

Explore the [full article](#) on our [LinkedIn](#).





EVENT SCOPE



What's on the Field?

This month is stored with
top-tier **events you do not
want to miss!**



SPANISH SUPER CUP

January 2025 is around the corner and Jeddah's King Abdullah Sports City Stadium is opening its doors to a football clash that promises to be unforgettable. Four of the game's titans; Real Madrid, Barcelona, Athletic Bilbao, and Real Mallorca, will collide in a knockout tournament, where every match is a battle for glory. The world's most elite clubs vie for ultimate dominance.

Event Date: 8-12 January
Location: Al-Jawhara Stadium, Jeddah





RIYADH SEASON

This season is giving us an all-star lineup across 14 action-packed zones. With major attractions like the Dunes of Arabica, Christian Diors' Designer of Dreams Exhibition, and surprises at every turn, this is a season guaranteed to leave its mark.

Event Dates: October 2024 - March 2025
Location: Head to their website for their locations

A LOOK BACK
AT PIVOTAL
MOMENTS
THAT
DEFINED
THIS MONTH





The Marvel of Cinema lit up the heart of Jeddah this December, showcasing a diverse lineup of global films. From thought-provoking dramas to cutting-edge creations, the festival gathered filmmakers, industry professionals, and cinema lovers for an unforgettable cultural experience with an exclusive guest list. Attendees had the opportunity to witness engaging in-conversation sessions with International personalities including Andrew Garfield, Sarah Jessica Parker, and others.

Event dates: 5-14 December
Location: Al Balad, Jeddah



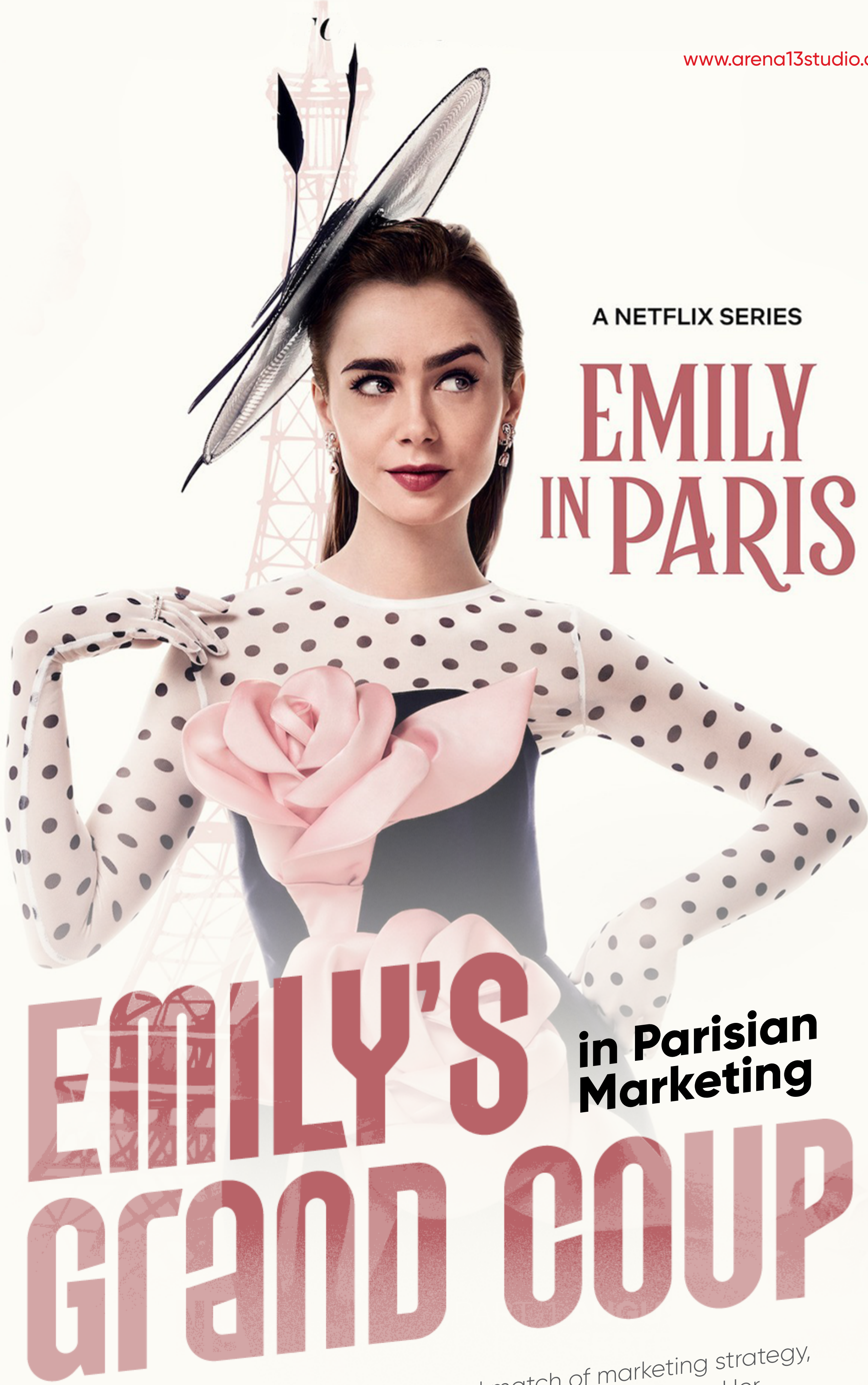
مهرجان
البحر الأحمر
السينمائي
الدولي
RED SEA
INTERNATIONAL
FILM FESTIVAL

MDLBEAST'S SOUNDSTORM

David Guetta, Jason Derulo, and many more just lit up the sky of Riyadh with unforgettable performances! The festival was a true showstopper, captivating audiences with its fresh blend of genres and a powerhouse lineup of global artists. Attendees were taken on a nostalgic journey, reliving iconic hits from legends like Eminem, Akon, and Linkin Park, making it a night to remember.

Event Date: 12-14 December
Location: Banban, Riyadh





Emily in Paris plays out like a fast-paced match of marketing strategy, where bold tactics and creative moves take the center stage. Her success is a testament to the power of branding and influencer tactics, using social media platforms to score big with audiences.

Emily's campaigns blend cultural awareness with fresh ideas, proving that staying authentic while pushing boundaries is key to success.

It's a reminder that in the world of Marketing, innovation and connection with your audience are the prize possession.



MIKE TYSON VS. JAKE PAUL

Marketing Stunt?

The match brought together two strikingly different figures, but the real headline was the buzz it created. The Jake Paul vs. Mike Tyson fight wasn't just about boxing—it was a calculated Marketing stunt, skillfully diverting our attention from the more relevant noise of the world. With Mike Tyson at 58 and Jake Paul at 27, was this truly a fair fight, or just a spectacle designed for maximum impact?





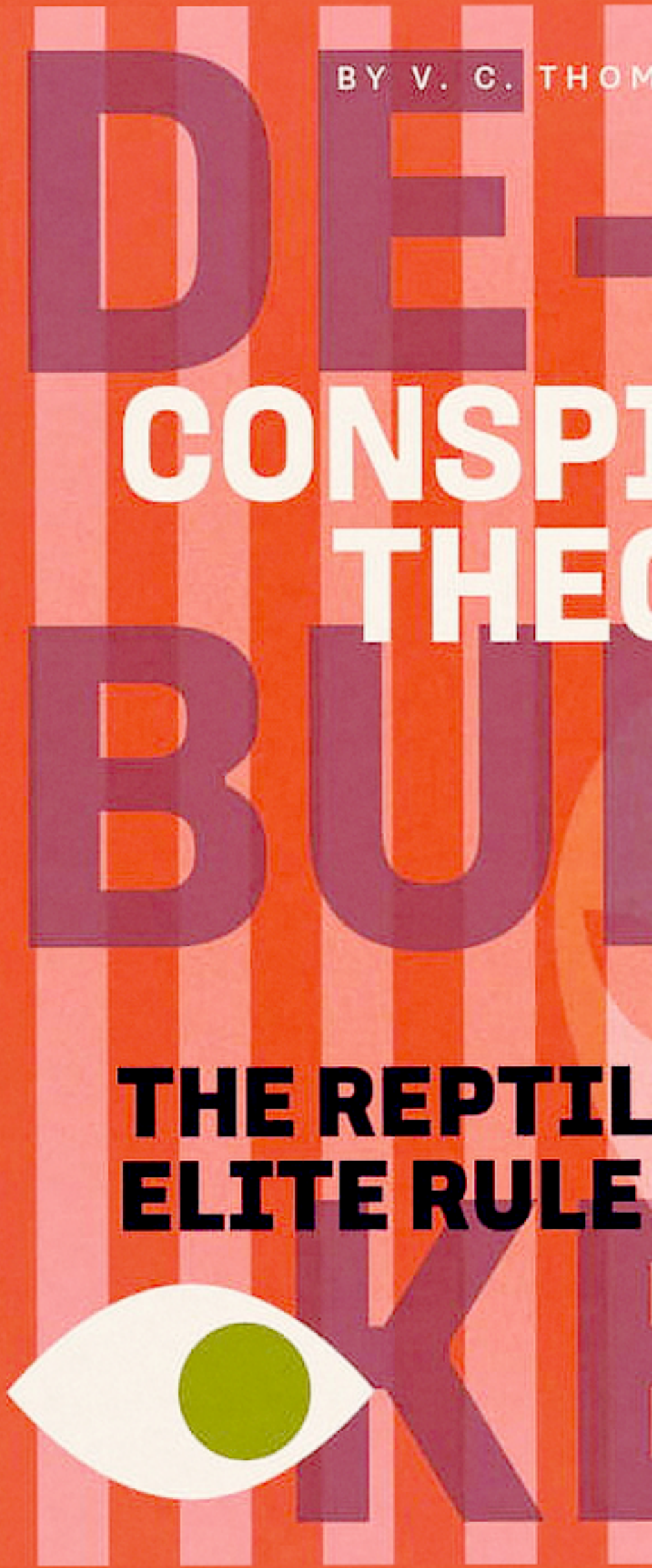
THEORY DEBUNKED

Creativity First, Strategy Later?

We're debunking this theory and we have a valid reason for it! Creativity thrives best when guided by strategy.

It is true, creativity is the flare, but strategy is the blueprint. Without strategy, even the brightest ideas fall flat, with no direction or purpose.

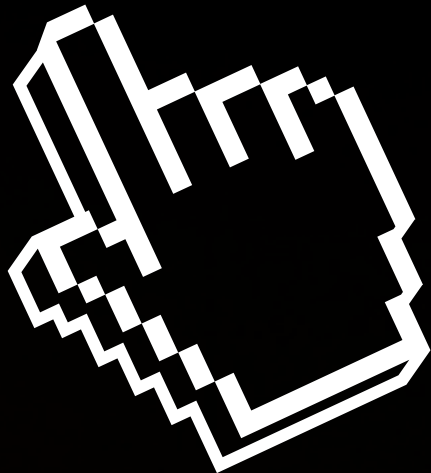
When fueled by strategy, creativity transforms into a force of nature, igniting results and striking a chord with the right audience.



STAY SOCIAL

Stay on the track with
our updates, we are one
text buzz away!

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