



**We Play
Hard Until
the Final Whistle**

90

Newsletter

**welcome
TikTok**

It's Game Time! TikTok
just joined our team

**Think Like
A Striker**

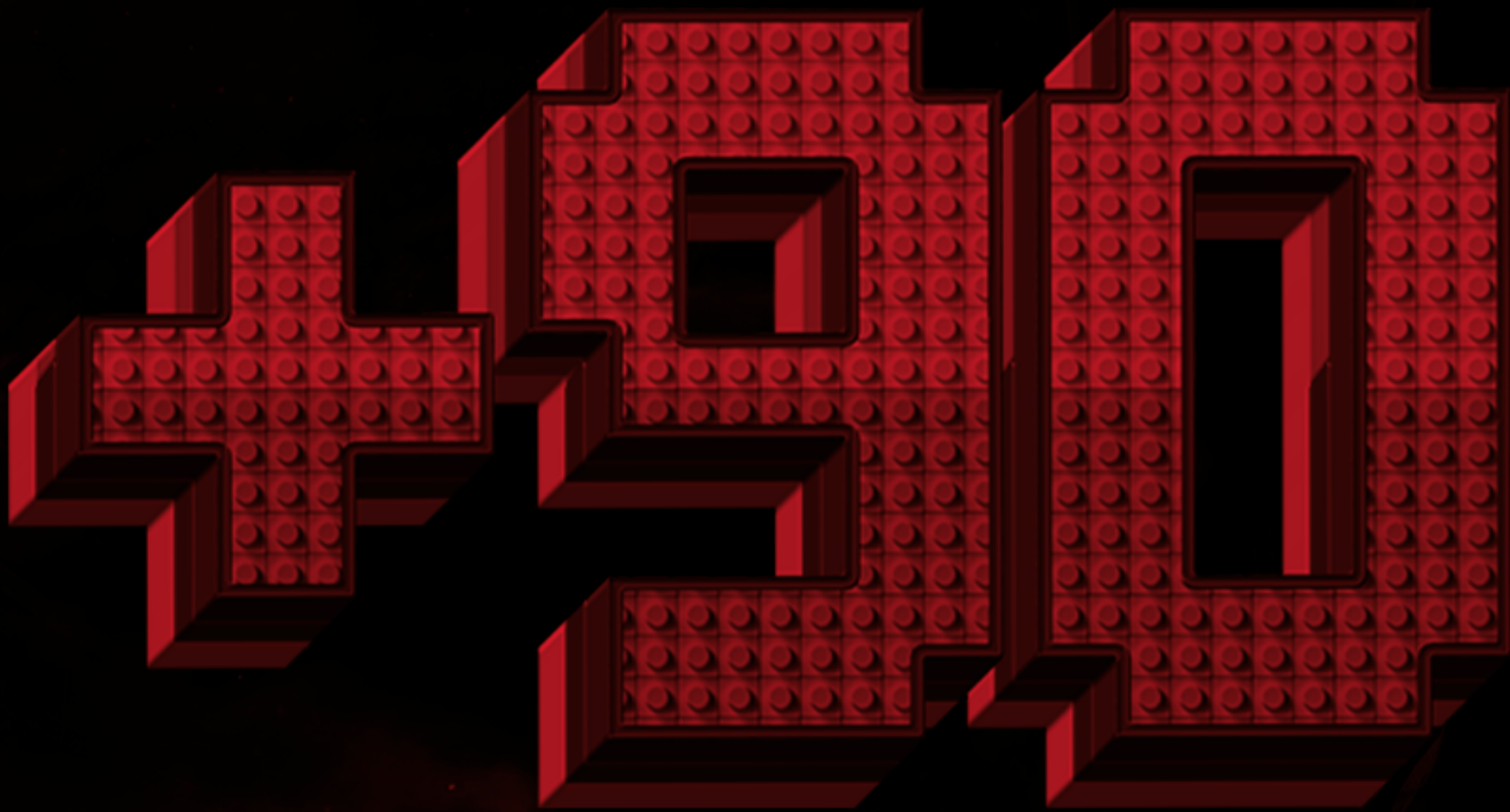
**Branding Beyond
Boundaries:**

Crafting Connections
through Human-Centric
Designs

**World Cup
2034**

Where Football Meets
Culture in the Heart of
Saudi Arabia

**VOL.
02**



WE PLAY
HARD
UNTIL THE

FINAL WHISTLE



We’ve officially kicked off another chapter, and the energy on the field is contagious. **Vol. 2 of +90** is here, packed with highlights, behind-the-scenes action, and a glimpse of the exciting plays we have lined up for the next quarter. Let’s get into it!



WELCOME TIKTOK!

It's Game Time! **TikTok** just joined **our team**, and we're about to make a legacy together. **GET READY FOR A WINNING STRATEGY WITH CREATIVITY** that is soon to score big! We're taking this marketing match to the next level.



TikTok



INTRODUCING OUR NEW TEAM PLAYER



It's official; our squad
JUST GOT BIGGER!
Say hello to

Haia Abdullah

our new Account Manager,
the player ready to take the
field with precision, focus, and
unstoppable team spirit.





THINK LIKE
A STRIKER

Salma Alwan
General Manager

Branding Beyond Boundaries: Crafting Connections through Human-Centric Designs

Effective branding today focuses on creating emotional connections with consumers through human-centric designs, prioritizing multi-sensory experiences, including sight, sound, touch, storytelling, and emotional engagement. By leveraging psychological insights like cognitive triggers, fostering community connections through micro-communities, and more, brands can deliver adaptive experiences.

Written by:
Salma Alwan

Curious for more?
Explore the **full article.**



Salma perceives **leadership** as a balance of love and responsibility. **A great leader is the coach every team dreams** of, motivating the squad, creating the perfect play, and ensuring everyone is in sync. When you lead with care and passion, **your team will pass that energy** to their **clients'** delivering value and building loyalty, one goal at a time.

To learn more,
head to the

LinkedIn post

for complete
information.





EVENTSCAPE

What's on the Field Wrapped **EVENTS RECAP**

Harry Potter™

Riyadh Season Adventure

Potterheads, assemble! The region's first pop-up inspired by the magical world of Harry Potter is already underway. Step into iconic locations with interactive experiences and practice your skills on the Quidditch Pitch. Don't forget to grab exclusive merch from The Wizarding World Shops; you won't leave empty-handed!

Date: 28 November - 27 January

Location: Hittin, Riyadh



Soundtracks of a Lifetime

Experience Hans Zimmer's Iconic Music Live! From Dune to The Lion King, immerse yourself in the beats shaping mystical cinematic history.

Date: 24 January

Location: Mohamed Abdo Theater





SAUDI MEDIA FORUM

الإعلام العربي في مواجهة
التحولات.. رؤى وزارية لمعالم مستقبلية

Saudi Media Forum

The forum showcases Saudi Arabia's commitment to advancing global media. It empowers media professionals and creates a connected media landscape, bringing together local and international experts to collaborate and innovate through engaging networking and discussions.

Date: 19 - 21 February

Location: Ghirnatah, Riyadh





CHAMPIONS

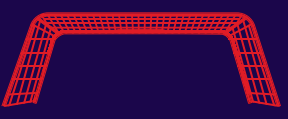
SPANISH CUP

The energy was off the charts as the final whistle echoed at the Supercopa de España, sending the crowd into excitement and joy. The players left it all on the field, with a blistering pace that had fans on the edge of their seats. Every pass was on-point, and the goals – absolute masterpieces. it’s not just a game; it’s the rhythm of football where legends are made! **BARCELONA, YOU TOOK THIS ONE HOME!**

Date: 8 – 12 January

Location: King Abdullah Sports City, Jeddah





SUPERCOPPA ITALIANA



It was a Supercoppa showdown that'll be spoken of in history! Leading 0-2, Inter Milan seemed to have it in the bag, but AC Milan had other plans. The Rossoneri fought back with fire, and just when it looked like extra time was on the cards, Tammy Abraham stepped in within seconds to take home a winner. The final whistle blew, and AC Milan's celebrations exploded. It's a 2-3 winner, and the Supercoppa is back in AC Milan's hands!

Date: 6 January

Location: King Saud University Stadium, Riyadh



SAUDI ARABIA
FIFA WORLD CUP™
2034

اهلاً
بالعالم



BIDDING NATION
SAUDI ARABIA

WHERE FOOTBALL MEETS CULTURE IN THE HEART OF SAUDI ARABIA

The world will come together in 2034 deep within the rich history of Saudi Arabia, bringing together fans from every corner of the globe.

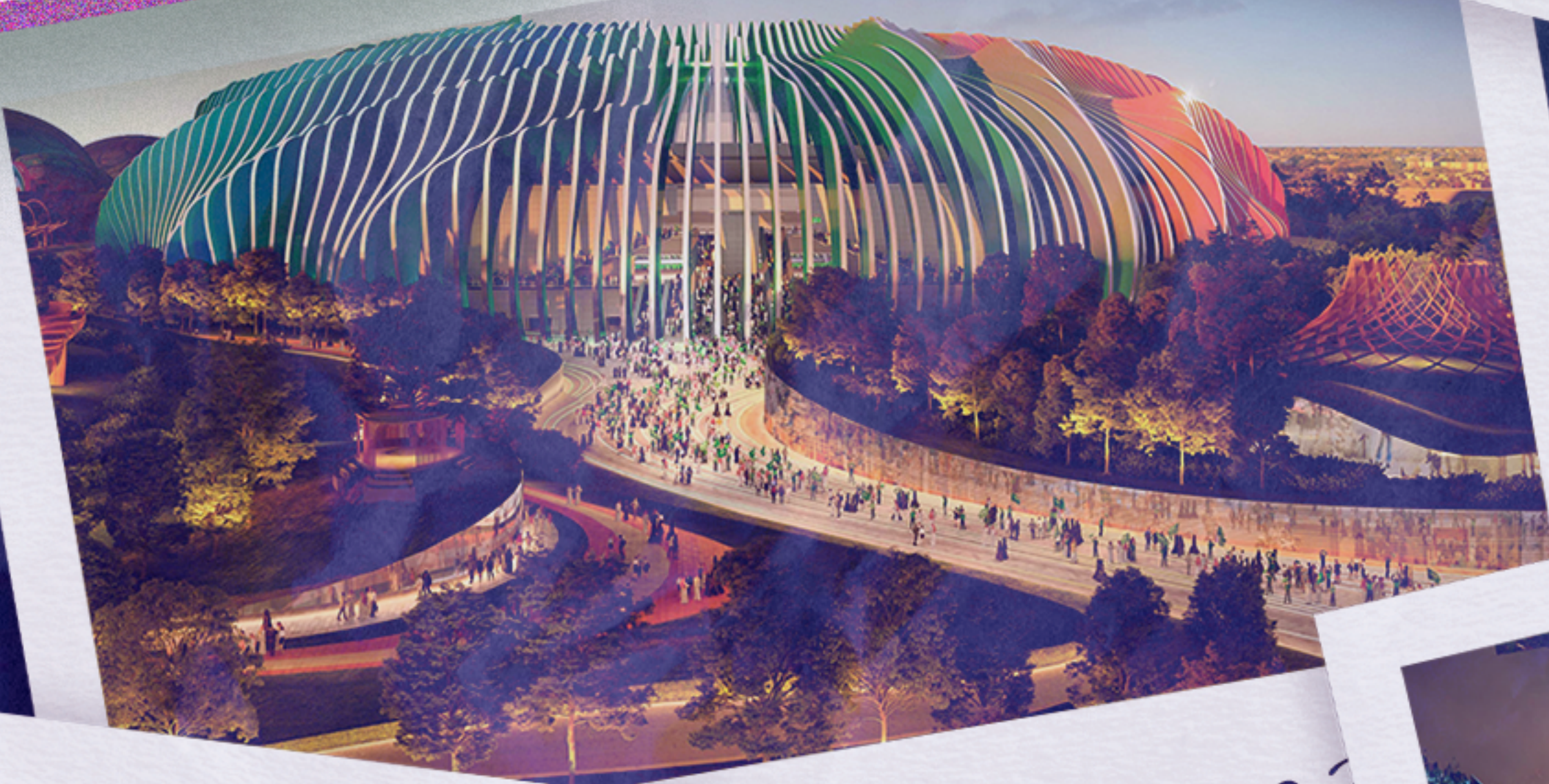
The 2034 FIFA World Cup offers Saudi Arabia a chance to showcase its global potential with 100 billion SAR in investment for infrastructure. The Kingdom is building 11 new stadiums, including the -92,000 seat King Salman Stadium, 134 training facilities, and 175,000 new hotel rooms. Neom, the futuristic city, is set to have a unique stadium built 350 meters above ground as part of “The Line” project. Expect a World Cup like no other in 2034, where the excitement of football is matched only by the beauty of Saudi Arabia.

World Cup

ETERNAL



World Cup 20



World Cup 2



World Cup 2034



Let's Talk Numbers

RIYADH CTY



- Stadiums
Eight stadiums.
- Training Facilities
Fifty-four facilities.
- Hotel Units
127,000 hotel units.
- FIFA Fan Festival sites
Two sites.

JEDDAH CTY



- Stadiums
Four stadiums.
- Training Facilities
Thirty facilities.
- Hotel Units
43,000 hotel units.
- FIFA Fan Festival sites
Two sites.

AL KHUBAR CTY



- Stadiums
One stadium.
- Training Facilities
Twelve facilities.
- Hotel Units
17,000 hotel units.
- FIFA Fan Festival sites
Two sites.

ABHA CTY



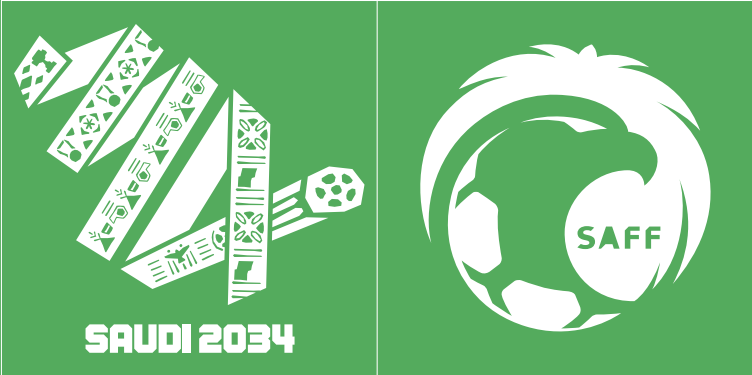
- Stadiums
One stadium.
- Training Facilities
Nine facilities.
- Hotel Units
19,000 hotel units.
- FIFA Fan Festival sites
Two sites.



- Stadiums
One stadium.
- Training Facilities
Four facilities.
- Hotel Units
24,000 hotel units.
- FIFA Fan Festival sites
Two sites.

● Teams Participating

48 NATIONAL TEAMS



**BIDDING NATION
SAUDI ARABIA**



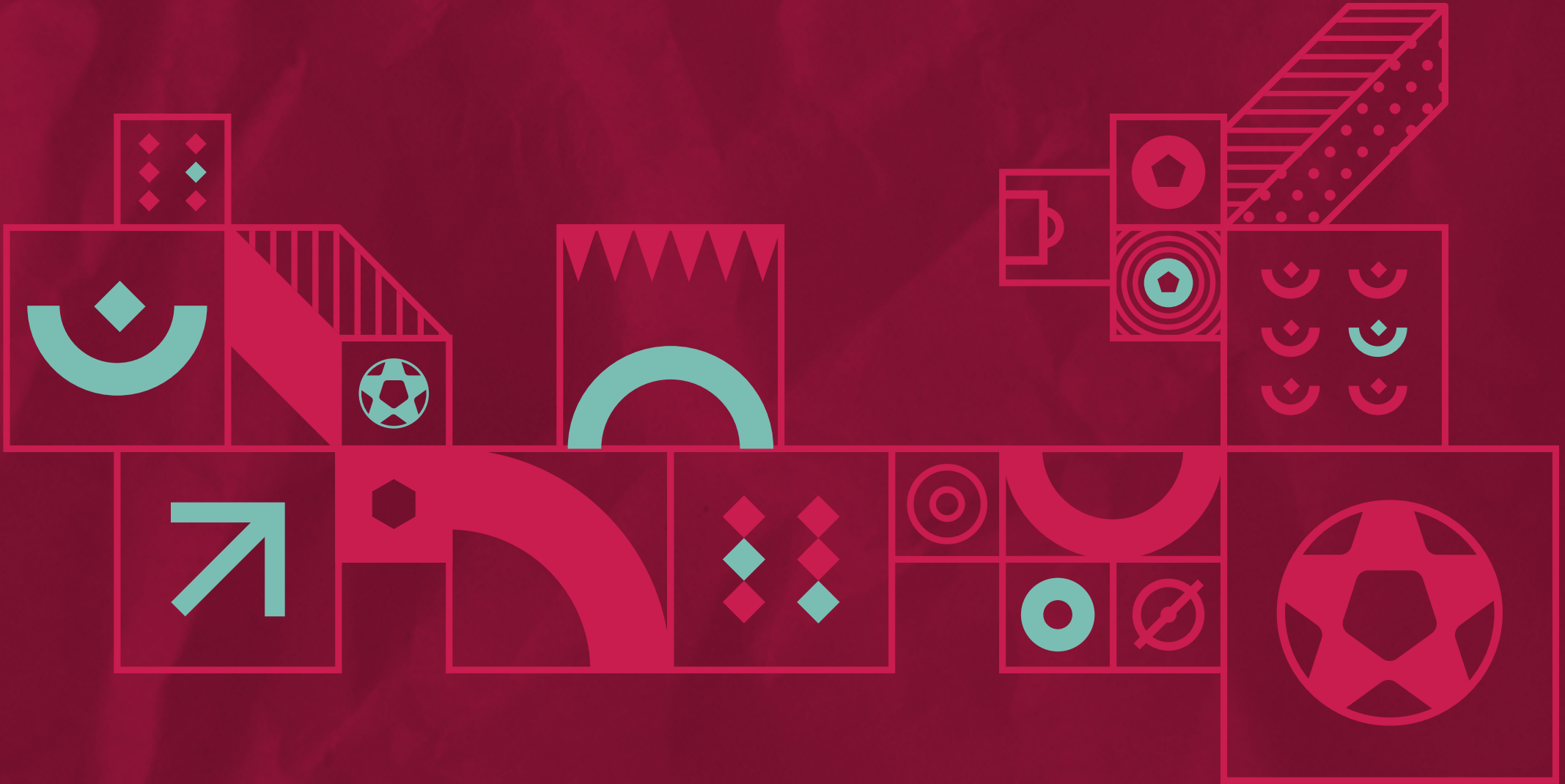


A WALKWAY OF CULTURES SHARE THROUGH THE WORLD CUP

Blending Qatar's Heritage With The World (2022)



Being the first Arab country to host the World Cup, Qatar celebrated Arab culture, showcasing its heritage and traditions through grand stadiums inspired by Bedouin tents, intricate calligraphy, majlis hospitality, and wealthy Middle Eastern cuisine. While facing criticism over labor conditions, it offered a unique cultural experience, boosting Qatar's global sports profile.



The Aura of Russia (2018)

From the cathedrals of Moscow to the fan zones in Saint Petersburg, Russia immersed visitors in traditions, folk music, the matryoshka dolls, and delicious local cuisine like Borscht, making the World Cup a cultural station.



The Lively Pulse of Brazil (2014)

Brazil's World Cup was a carnival of football and culture. Throughout the streets of Rio, fans experienced the rhythm of carnival parades and the passion for football in Brazilian culture.



SQUID GAME'S RISK & REWARD:

From the Arena to the Boardroom

Squid Game mirrors the business world, highlighting competition, risk, and human behavior under pressure. Just as players compete fiercely, businesses do just that to stay ahead of the game.

The extreme risks in the game parallel business risk management, weighing rewards against losses. Trust and teamwork are essential but fragile by shifting alliances in the show. The series also raises ethical questions, reflecting the balance between profit and responsibility in business.

Resource allocation in the game reflects the importance of managing time, capital, and human resources. Finally, the psychological pressure on players reflects decision-makers' stress in high-stakes business environments.



THEORY DEBUNKED

The "Set it and Forget it"

The belief that once you set up a digital campaign or platform, you can leave it alone and it will continue performing indefinitely is misleading.

Digital marketing requires continuous monitoring, optimization, and adaptation to changes in the market, technology, and consumer behavior.

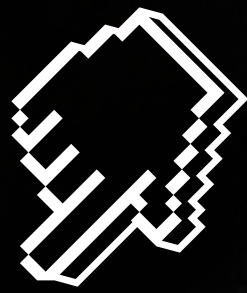




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