

STRATEGIX SALES × UTURN ENTERTAINMENT

The summer everyone is *talking* about.

BurgerKing — a national creator campaign told in ten regional accents, measured in percentage points.

1.5M SAR

CAMPAIGN INVESTMENT

15M

ADDRESSABLE CONSUMERS

50 → 10+

CREATORS BRIEFED → FILMS AIRED

10

REGIONS OF SAUDI ARABIA

*“Summer beverage feeds are a shouting match.
Ads get skipped.
Culture gets shared.”*

01

The skip reflex

Saudi youth are among the world’s heaviest short-video consumers — and the fastest to swipe past anything that opens like an ad. A push message pays full price for partial attention.

02

One nation, ten accents

National campaigns flatten the country into one voice. Humor that lands in Riyadh dies in Abha; what Jazan finds funny, Qassim scrolls past. Relevance is regional or it is nothing.

03

Awareness without receipts

Most summer pushes buy impressions and hope. Nobody polls the audience before, during, and after — so nobody can say what a single point of brand lift actually cost, or earned.

Fifty creators. Ten regions. One open call.

Through UTURN Entertainment, Strategix issues an open call to fifty content creators — five from every region of Saudi Arabia. The brief: a 45–60 second comedy film built around McDonald's, in the creator's own dialect and their region's own humor. The product is featured, never pitched — it appears the way it appears in real life: in the cooler at the gathering, on the dashboard in traffic, in the punchline, not the call-to-action.

A jury curates the winning films — at least ten, with every region represented — and each film is boosted back into the region that made it. The audience doesn't receive an advertisement. They receive their own culture, with McDonald's inside it.

THE BRIEF AT A GLANCE

5 × 10

creators per region × regions
briefed

45–60s

comedy films, dialect-native

10+

winning films — one per region
minimum

0

hard-sell calls to action

One campaign, *four moves* — each powered by a Strategix engine.

PHASE 1

The Open Call

UTURN briefs fifty vetted creators — five per region — selected on audience fit and performance history, not follower vanity.

PHASE 2

The Curation

UTURN's studio jury selects ten-plus winning films, quality-checks the craft, and clears every cultural reference — one film per region guaranteed.

PHASE 3

The Stage

Winning films run as native entertainment on UTURN, Saudi Gamer, and Saudi Eats — communities the audience already trusts, not ad slots they avoid.

PHASE 4

The Regional Boost

Paid amplification is fragmented by geography: each film is boosted into its creator's home region, so spend follows cultural fit — and lift is readable per geo.

Connects to → AudienceX: every poll response and boost signal feeds the first-party graph, sharpening the next flight.

We don't claim lift. *We poll for it.*

Every selected creator runs preset story polls with their own audience — what they drink in summer, which ice-tea brands they've seen lately, whether they would pick one up. The same questions repeat in waves, so uplift is a measured delta, not a modeled guess.



EVERY RESULT READ THREE WAYS

GEO lift by each of the ten regions	AUDIENCE lift by demographic and community	VIRALITY lift against each film's organic spread
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On a 15-million-person market,
one percentage point is
150,000 people.

AWARENESS

1.11 SAR

PER NEWLY AWARE CONSUMER

At the expected +9-point lift, 1.35M consumers newly recognize McDonald's. The full 1.5M SAR budget prices each of them at 1.11 SAR — a fraction of interruption-media cost per confirmed recall.

CONSIDERATION

2.00 SAR

PER CONSUMER MOVED INTO THE SET

At the expected +5-point lift, 750,000 consumers move Al Rabea into their summer consideration set. Each costs 2.00 SAR — and consideration, unlike impressions, persists past the flight.

PURCHASE INTENT

945K SAR

INCREMENTAL REVENUE PER POINT

Each intent point is 150,000 consumers declaring they'll buy. At a 30% conversion and a six-unit summer basket at 3.5 SAR, one point returns 945K SAR — 63% of the entire campaign budget.

Model assumptions: 15M addressable consumers · 30% intent-to-purchase conversion in season · 6 units per converted consumer per summer · 3.5 SAR average retail price.

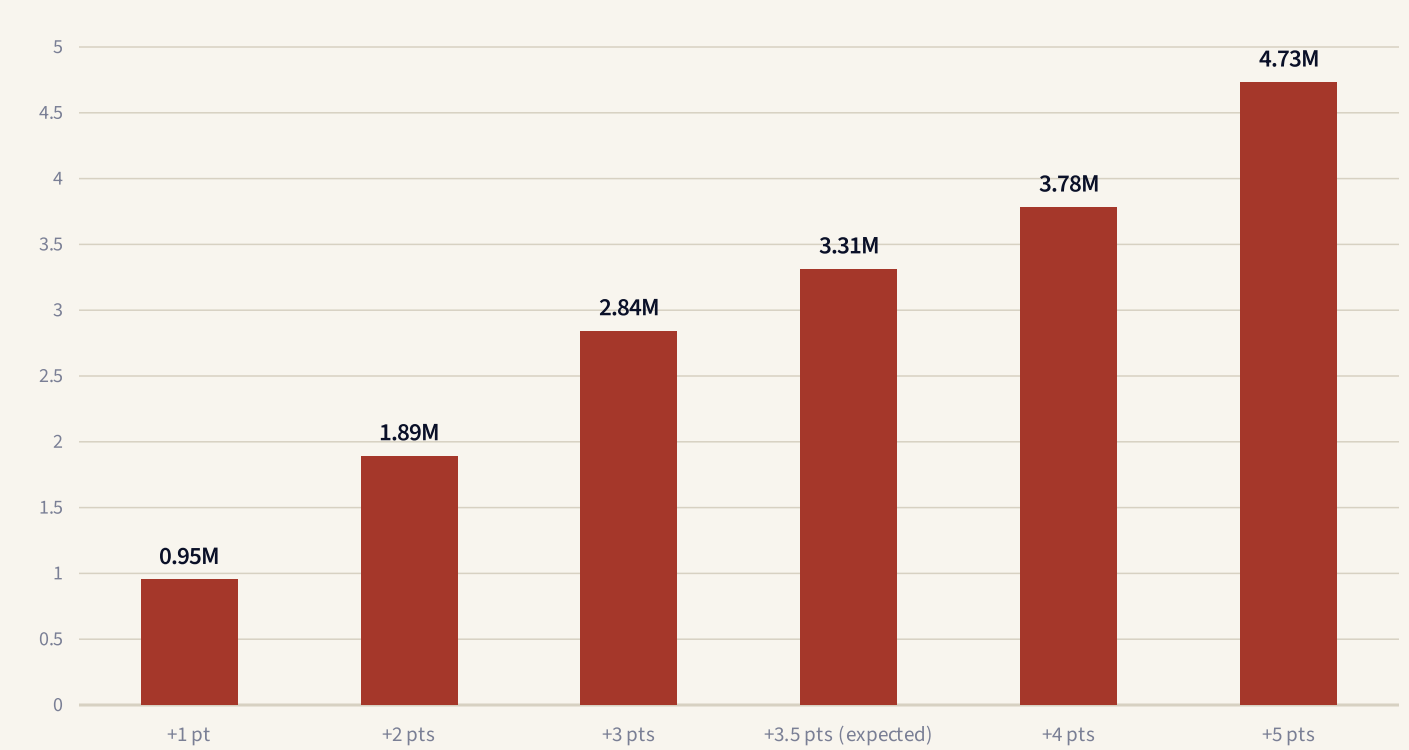
Three scenarios, *one break-even.*

Ranges are set from regional creator-campaign benchmarks for high-attention, dialect-native content at 60%+ reach of the addressable market. Every figure below is verified by the poll waves — not modeled after the fact.

Poll-verified outcome	Conservative	Expected	Breakout
Brand awareness uplift	+6 pts	+9 pts	+13 pts
Consideration uplift	+3 pts	+5 pts	+8 pts
Purchase-intent uplift	+2 pts	+3.5 pts	+5 pts
New buyers (30% conversion)	90,000	157,500	225,000
Incremental summer revenue	1.89M SAR	3.31M SAR	4.73M SAR
Return on 1.5M SAR invested	1.26×	2.21×	3.15×

Break-even sits at +1.6 points of purchase intent — one third of the expected outcome. Everything above it is measured profit.

Every intent point returns *63% of the budget.*

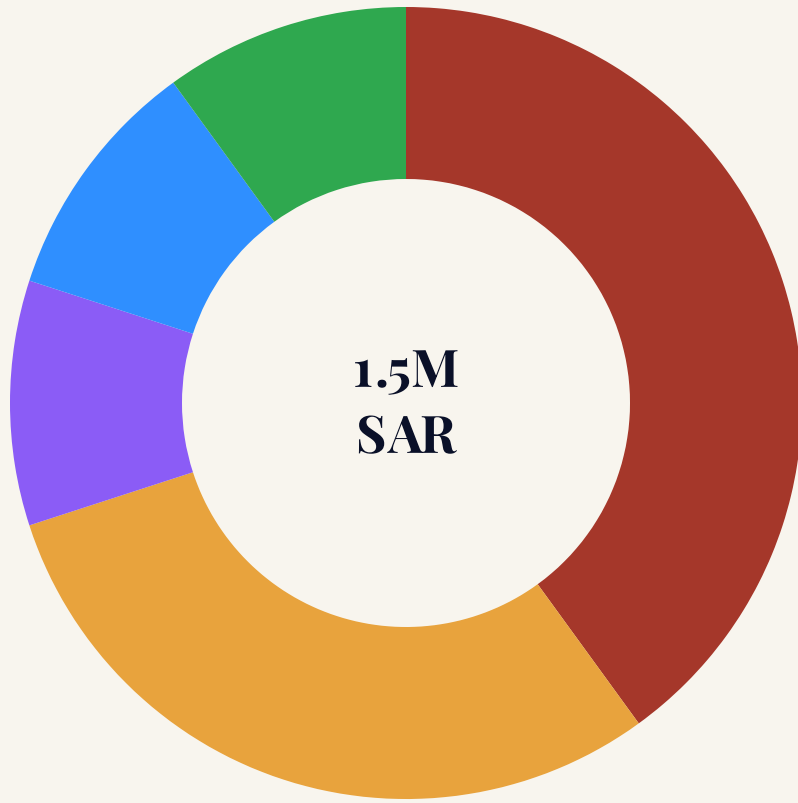


Cumulative incremental summer revenue by purchase-intent uplift, poll-verified. The 1.5M SAR budget is fully recovered before +2 points.

THE ROI LADDER

- +1.6 pts** break-even — the campaign has paid for itself
- +3.5 pts** expected — 2.21× return, 1.81M SAR net gain
- +5 pts** breakout — 3.15× return, 3.23M SAR net gain
- + virality** earned reach is upside on top — boost buys the floor, culture buys the ceiling

Spend follows *cultural fit.*



600K SAR — Regional boost media (40%)

Fragmented by geography; each winning film amplified into its creator's home region, reallocated weekly toward the strongest poll movement.

450K SAR — Creator open call & fees (30%)

Fifty briefed creators across ten regions; winning films licensed for the full flight across brand and network channels.

150K SAR — Owned-channel distribution (10%)

Native placement across UTURN, Saudi Gamer, and Saudi Eats — trusted communities, zero auction tax.

150K SAR — Production & curation (10%)

UTURN studio jury, quality control, cultural clearance, and edit support for every winning film.

150K SAR — Measurement (10%)

Baseline, pulse, and post-campaign poll waves; results read by geo × audience × virality.



Let's make BurgerKing the taste of the summer.

Ten regions of humor. Three waves of proof. Every point of lift, priced and earned.