

STRATEGIX SALES × VIEWX INTELLIGENCE

August 12 belongs to the *Metapad*.

Huawei's new tablet, launched through the exact Arabic tech channels GCC buyers already trust — matched by AI, measured in percentage points.

1.2M SAR

CAMPAIGN INVESTMENT

24.1M

COMBINED SUBSCRIBERS, MATCHED
LINEUP

4.15M

VERIFIED REACHABLE AUDIENCE

Aug 12

LAUNCH DAY, OWNED

*“Launch day is a shouting match.
Spec sheets get skipped.
Reviews get watched.”*

01

The spec-sheet trap

Tablet advertising lists processors and screen sizes. Audiences can't feel a display or a stylus through a banner — so every spec-led ad reads identical to the last one, and gets skipped at the same speed.

02

Rented attention, auction prices

Launch-week media is the most expensive attention of the year, rented at auction against every other brand shouting at the same feed. A push message pays full price for partial attention — and stops existing the moment the budget does.

03

Trust lives with the reviewers

GCC tech buyers don't decide from ads. They decide from the handful of Arabic reviewers they've watched for years. A tablet launch that isn't in those channels, in those hands, in that week — doesn't exist.

Six channels. One launch day. *Zero guesswork.*

Strategix ran the Metapad brief through ViewX, our AI matching engine, against a partner inventory of 1,137 channels and 1.5 million videos. It returned the six Arabic tech and gaming channels whose audiences precisely match the Metapad buyer — led by UTD Saudi (Faisal Al-Saif, 10.8M subscribers, the region's most-watched tech reviewer), Omardizer (5.9M), GAMER SNACK (2.29M), Yehia Radwan (2.19M), Android Basha (1.69M) and Mohammad Hadidi (1.19M). Every match is scored, explained, and backed by the channel's actual audience data — not a media planner's hunch.

On August 12, all six put the Metapad on camera at once: unboxings and first-looks on launch day, deep reviews and workflow integrations in the weeks after. The product is demonstrated, never pitched — the stylus in a designer's hand, the split-screen in a student's revision, the game running at full frame rate. Their audience doesn't receive an advertisement. They receive a verdict from someone they trust.

THE LINEUP AT A GLANCE

6	channels, AI-matched to the Metapad buyer
24.1M	combined subscribers
4.15M	verified reachable viewers
0.95	top match score (of 1.00)

Two weeks of tension, *one day of verdicts.*

PHASE 1

The Tease • Aug 1–11

Silhouettes, sealed boxes, one-line hints across all six channels' community posts and shorts. The audience learns the date, not the product. Anticipation is built in the feeds that will deliver the verdict.

PHASE 2

Launch Day • Aug 12

Six synchronized unboxings and first-looks go live with the announcement. For 24 hours, the GCC tech feed speaks about one device. Every video carries the pre-order link.

PHASE 3

The Review Wave • Aug 13–31

Deep reviews and real-life integrations: productivity on UTD Saudi, creativity on Omdazzer, gaming performance on GAMER SNACK. Each channel proves the Metapad in the use case its audience cares about.

PHASE 4

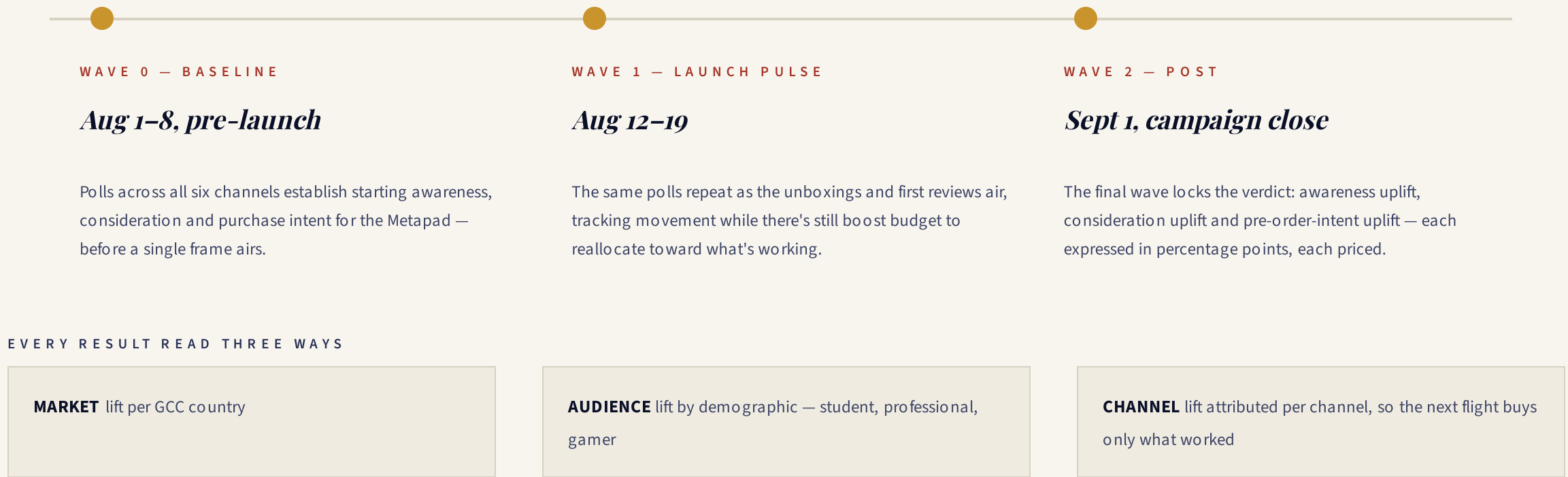
The Boost • Aug 12–31

Paid amplification follows the evidence: the best-performing videos are boosted into lookalikes of each channel's engaged viewers, reallocated weekly toward whatever the polls say is moving.

Powered by → ViewX: the lineup above was matched, scored and reach-verified by Strategix's ViewX engine against 1.5M videos of partner inventory.

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

Every channel in the lineup runs preset story polls with its own audience — which tablet brands they know, which they'd consider, whether they intend to buy one this year. The same questions repeat in waves around August 12, so uplift is a measured delta, not a modeled guess.



On a 4.15-million-viewer audience, one percentage point is *41,500 people.*

AWARENESS

2.89 SAR

PER NEWLY AWARE CONSUMER

At the expected +10-point lift, 415,000 GCC tech buyers newly know the Metapad exists. The full 1.2M SAR budget prices each of them at 2.89 SAR — with the awareness delivered by a trusted reviewer, not an interruption.

CONSIDERATION

4.82 SAR

PER BUYER MOVED INTO THE SET

At the expected +6-point lift, 249,000 buyers add the Metapad to their tablet shortlist. Each costs 4.82 SAR — and consideration built on a reviewer's verdict persists long past launch week.

PRE-ORDERS

2.49M SAR

REVENUE PER INTENT POINT

Each intent point is 41,500 people declaring they'll buy. At a conservative 3% conversion and a 2,000 SAR average price, one point returns 2.49M SAR — more than twice the entire campaign budget.

Model assumptions: 4.15M ViewX-verified reachable audience · 2,000 SAR average Metapad retail price · 3% declared-intent-to-pre-order conversion. All uplifts poll-verified, not modeled.

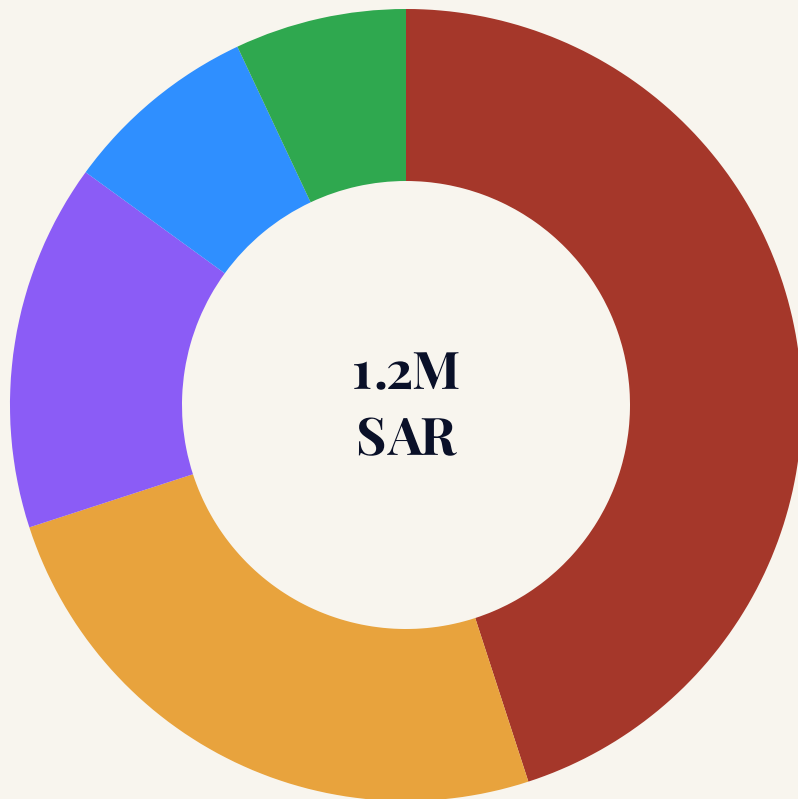
Three scenarios, *one early break-even.*

Ranges are set from regional benchmarks for synchronized creator launches with review-native content reaching 60%+ of the verified audience. Every figure below is verified by the poll waves — not modeled after the fact.

Poll-verified outcome	Conservative	Expected	Breakout
Awareness uplift	+6 pts	+10 pts	+14 pts
Consideration uplift	+4 pts	+6 pts	+9 pts
Pre-order-intent uplift	+1.2 pts	+2 pts	+3 pts
Units (3% conversion)	1,494	2,490	3,735
Launch revenue	2.99M SAR	4.98M SAR	7.47M SAR
Return on 1.2M SAR invested	2.49×	4.15×	6.22×

Break-even sits at just under half a point of pre-order intent — a quarter of the expected outcome. Everything above it is measured profit.

Spend follows *the evidence*.



■ **540K SAR — Creator integrations (45%)**

Six channels: synchronized launch-day unboxings plus deep reviews and use-case integrations through August — licensed for brand channels too.

■ **300K SAR — Launch-day surge (25%)**

Concentrated amplification on August 12–14: the six premieres pushed simultaneously into every GCC tech feed while the announcement is news.

■ **180K SAR — Sustained boost & retargeting (15%)**

Best-performing reviews boosted through August into engaged-viewer lookalikes, reallocated weekly toward the strongest poll movement.

■ **96K SAR — Production support (8%)**

Device seeding, briefing, creative QA and edit support so every integration meets both the channel's standard and Huawei's.

■ **84K SAR — Measurement (7%)**

Baseline, launch-pulse and post-campaign poll waves; results read by market × audience × channel.



Let's make August 12 the Metapad's day.

Six trusted voices. One synchronized verdict. Every point of lift, priced and earned.