

THE CHALLENGE

Understanding Saudi Arabian Consumer Behavior

Deep Dive Into Social Media Conversations by Saudi Arabia Users to Understand Leisure, Entertainment, Sports & Cultural Event Preferences



Client Industry

Leisure and Entertainment

Markets

Saudi Arabia

Objectives

- Understand consumer behavior and attitudes in relation to outdoor, leisure, entertainment and cultural activities
- Gauge preferences and propensity to participate in tracked activity types
- Recommendations to engage with audiences

Implementation & Approach

- Broad social media search and tracking
- Categorizations of conversations by themes and sub-themes
- Detailed investigation of social media conversations for each theme and sub-theme to understand consumer behavior and preferences and identify gaps in the market

Outcome

- Redefined communications/marketing strategy and targeted messaging built around identified consumer needs

