Group 3:

Aml Tito Fekry
Rewan Khaled
Mohammed Ahmed Mohammed
Rewan Ayman
Seham Abas
Mostafa Abas
Alaa Marzouk

Instructor: D/ Sarah Meklad

Group Number:

YAT441N_ONL2_DRT1_S3_DEPI2

أقلام سينمائية – Aqlam Cinemaiya

Project Management & Planning

Project Proposal:

- **Overview**

We strive to preserve Egypt's cultural heritage by documenting the unique connection between Egyptian literature and cinema. Through archiving and analyzing Egyptian novels adapted into films, we aim to deliver rich, in-depth content that explores the authenticity of literary works and their cinematic journey. Our goal is to create an interactive experience that brings together literature and film enthusiasts while integrating market insights and creative strategies to produce unique and impactful content.

- **Objectives**

Documenting Egyptian Cultural Heritage by creating a digital archive of classic Egyptian films adapted from Egyptian novels.

Preserving Egyptian Cultural Identity by highlighting novels that shaped Egyptian literature and were transformed into films.

Providing Accessible Digital Cultural Content as an online reference for Egyptian literary and cinematic works.

Encouraging Audiences to Explore Egyptian Literature by linking it to cinema and inspiring viewers to read the original novels.

Raising Cultural Awareness about the role of Egyptian literature in shaping cinema and its influence on national cinematic identity.

Reviving Egyptian Cinematic Heritage by documenting and showcasing classic Egyptian films adapted from Egyptian novels.

- **Scope:**
Creating a digital archive for classic Egyptian films adapted from Egyptian novels.

Documenting both the films and their literary origins, ensuring a comprehensive record of Egypt's cultural heritage.

Providing interactive and innovative content that allows the audience to engage in discussions about these works, enhancing connection with Egyptian cinematic heritage in a modern way.

In Scope:
- Any fiction or non-fiction Egyptian novels that have been adapted into Egyptian films.
- Focuses on classic Egyptian films produced in 1950s - 1980s.

Out Scope:
- Modern film adaptations.
- Non Egyptian novels adapted into Egyptian films.
- Non films adaptations like TV series or theatre plays.

Project Plan

-Timeline:
Phase1: Planning & Research (22Des: 3Feb)

Tasks	Responsible ones
Idea Generation and validation.	Marketing Research & Project manager
Defining Objectives, Scope and time plan.	Project manager
Market Analysis & Audience Targeting.	Marketing Research & Data analyst
Swot analysis & Marketing Plan	Marketing Research & Project Manager

Phase2: Branding & Social media setup (11Feb - 3Mar)

Tasks	Responsible ones
Performance Analysis & Optimization	Data Analyst
Content Strategy adjustments based on insights	Content Creators & Project Manager

Phase3: Content Creation & Activation (4Mar - 31Mar)

| Tasks	Responsible ones
Brand identity & Slogan creation	Graphic Designer
Content Strategy Development	Content Creators & Project Manager
Social Media setup & pre-launch preparation	Social Media Manager

Phase4: Growth & Optimization (1Apr - 21Apr)

Tasks	Responsible ones
Content Production (visual & written)	Content Creators & Graphic Designer
Launching & First post	Social Media manager
Audience engagement & Content testing	Social Media Manager & Data analyst

Phase5: Final Review & Report (22Apr - 30Apl)

Tasks	Responsible ones
Final KPI reviews & Performance assessment	Data analyst & Project Manager
Final adjustments & Enhancements	Entire team
Final report & Documentation	Entire team

Gantt Chart

Gantt Chart - Cinematic Pens Project (Exam-Adjusted)
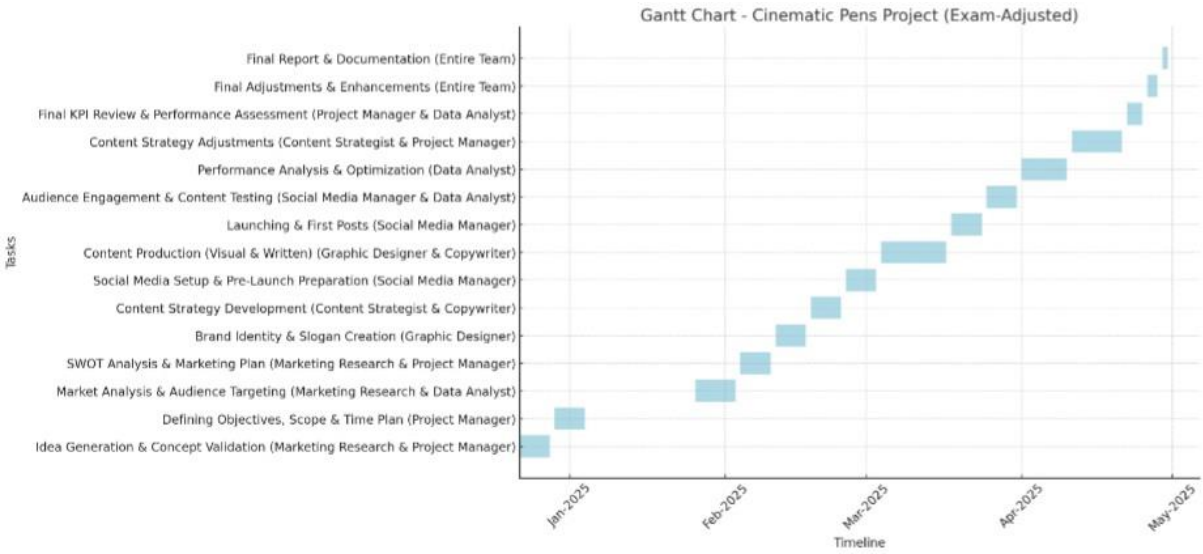
-Milestones (Key Project Stages)

1. **Project Kick-off & Initial Research** – February 1
2. **Completion of Data Collection & Content Curation** – February 20
3. **Finalization of Branding & Design Elements** – March 5
4. **Launch of Digital Content & Social Media Pages** – March 10
5. **First Batch of Content Published & Engagement Tracking Begins** – March 20
6. **Marketing Campaign Launch & Influencer Collaborations** – April 1
7. **Performance Analysis & Strategic Adjustments** – April 20
8. **Final Evaluation & Sustainability Plan Development** – April 30

-Deliverables

- **Phase 1 (Research & Planning):** Research report, curated movie list, structured content framework
- **Phase 2 (Content Creation & Branding):** Designed branding materials, finalized content drafts, social media assets
- **Phase 3 (Platform Launch & Content Publishing):** Active social media accounts, published content, audience engagement reports
- **Phase 4 (Expansion & Marketing):** Marketing campaign reports, influencer collaborations, partnership agreements
- **Phase 5 (Evaluation & Improvement):** Final performance analysis report, audience feedback insights, sustainability strategy

-Resource Allocation (Team Responsibilities)

- **Project Manager:** Oversee timeline, ensure deliverables, manage resources
- **Research Team:** Conduct research and curate historical data
- **Content Creators:** Write, edit, and optimize content for different platforms
- **Graphic Designer:** Develop branding materials and visual content
- **Social Media Manager:** Handle content publishing, audience engagement, and analytics
- **Marketing Manager:** Plan and execute promotional campaigns
- **Public Relations Manager:** Build partnerships and coordinate influencer collaborations
- **Data Analyst:** Track engagement metrics and generate performance insights.

-Task Assignment & Roles

1. Project Manager: **Aml Tito**

- Develop the timeline and oversee execution.
- Coordinate work between different teams.
- Manage meetings and track progress.

2. Research Team: **Seham Abas & Mostafa Abas**

- Collect and analyze data on novels and their film adaptations.
- Prepare detailed summaries of the content.
- Ensure the accuracy and reliability of sources.

3. Content Creators: **Aml Tito & Rewan Khaled**

- Write and edit project content.
- Develop scripts for posts and explanatory articles.
- Ensure content aligns with project goals.

4. Graphic Designer: **Mohamed Ahmed**

- Design the project's visual identity.
- Create promotional images and videos.
- Develop infographics and presentations.

5. Social Media Manager: **Rewan Ayman**

- Manage social media accounts.
- Schedule posts and engage with the audience.
- Analyze content performance and generate periodic reports.

6. Data Analyst: **Alaa Marzouk**

- Track and analyze content performance.
- Generate reports on engagement and interactions.
- Provide improvement suggestions based on data insights.

-Risk Assessment & Mitigation Plan

Risk category	Risk	Impact level	Mitigation strategy
Audience Engagement	Limited interest from niche audience	Medium	Using interactive methods to engage the audience.
Content limitation	Few adapted novels available	High	- Expanding content scope to Analyze the differences between the novel and the film. - Discussing the structure of the novel versus the film. Focusing on content that appeals to the audience.
Copy write issues	Restrictions on some film and novel content	High	Focus on works available in public domain
Sustainability	Challenge in maintaining consistent content output	High	- Creating a structured content production schedule. - Repurposing content in innovative ways.

-Key Performance Indicators (KPIs)

1. Engagement Rate

- **Metric:** Likes, comments, shares, and saves per post.
- **Goal:** Achieve at least **10% engagement** per post across platforms.

2. Follower Growth

- *Metric: Number of new followers gained per month.*
- **Goal:** Increase followers by **15% monthly** on TikTok, Instagram, and Facebook.

3. Reach & Impressions

- **Metric:** Total number of unique users who see the content.
- **Goal:** Reach **at least 50,000 users** within the first three months.

4. Video Views

- **Metric:** Number of views on TikTok and Instagram Reels.
- **Goal:** Achieve an **average of 10,000 views** per video.

5. Audience Retention

- **Metric:** Average watch time per video.
- **Goal:** Maintain a **watch time of at least 50%** of the total video duration.

6. Content Virality

- **Metric:** Number of times content is shared and reposted.
- *Goal: Have at least **one viral post per month** with **over 5,000 shares**.*

7. Community Engagement

- **Metric:** Number of meaningful conversations and responses to comments.
- **Goal:** Reply to **100% of comments** within **24 hours**.

8. Brand Mentions

- **Metric:** Number of times the project is mentioned by influencers or other pages.
- **Goal:** Get at least **5 organic mentions** from external sources per month.

9. Posting Consistency

- **Metric:** Number of posts published per week.
- **Goal:** Maintain a **posting frequency of at least 3-4 posts** per week.

10. Audience Growth by Platform

- **Metric:** Growth rate comparison between TikTok, Instagram, and Facebook.
- **Goal:** Identify which platform performs best and optimize content accordingly.

Literature Review

-Feedback & Evaluation:

The lecturer found the idea well-received and provided insightful feedback on key areas:

1. **Clarity of Objectives and Data Collection**
   - She emphasized the importance of clearly defining project objectives and ensuring that the data collection process is well-structured and relevant.

2. **Audience Targeting**
   - She advised verifying the accuracy of our audience targeting at the initial stage to ensure that we are reaching the right demographic.

3. **Competitor Benchmarking**
   - Since there is no direct competitor, she suggested estimating our target audience based on market insights while also analyzing the performance of competitor-related content. This includes identifying the types of posts that resonate well with audiences and incorporating similar engagement strategies into our approach.

-Suggested Improvements:

1. **Content Enhancement**
   - Diversify content formats by incorporating analytical videos, articles, and discussion posts.
   - Use clear and engaging writing styles with relevant keywords to attract a larger audience.
   - Improve post structure to maintain reader interest and avoid monotony.

2. **Boosting Engagement**
   - Increase interaction through interactive posts and competitions to encourage audience participation.

3. **Visual Appeal**
   - Utilize high-quality designs and visually appealing images to grab attention and enhance content presentation.

4. **Expanding Reach**
   - Share the page across multiple platforms and communities to gain more active followers.
   - Leverage **Meta Ads** to enhance visibility and audience reach.

5. **Performance Monitoring & Optimization**
   - Utilize **Facebook Insights** to track high-performing posts and create similar engaging content based on audience preferences.

-Final Grading Criteria

Documentation 25%	• Clarity and comprehensiveness of project documentation. • Proper structuring, referencing, and explanation of collected data. • Justification of chosen methodologies and strategies.	
Implementation 30%	• Effectiveness of content creation and social media execution. • Adherence to the planned timeline and milestones. • Quality and consistency of published content.	
Testing & Evaluation 20%	• Monitoring engagement rates and audience interactions. • Adjustments based on feedback and analytical insights. • Effectiveness of applied strategies in achieving project objectives	
Presentation 25%	• Clarity, professionalism, and delivery of the final presentation.	

	• Ability to effectively communicate objectives, findings, and impact. • Response to questions and feedback from evaluators	

Requirements Gathering

1. **Stakeholder Analysis**
   - Identifying key stakeholders such as project supervisors, target audience (social media users interested in Egyptian cinematic adaptations), and content creators.
   - Understanding their needs, expectations, and how they interact with the project.

2. **User Stories & Use Cases**
   - Example: *"As a cinema enthusiast, I want to find engaging content about Egyptian novels adapted into films so that I can learn more about their history and impact."*
   - Use cases include browsing social media posts, engaging with interactive content, and participating in discussions.

3. **Functional Requirements**
   - Creation and publication of engaging posts, including videos, articles, and discussions.
   - Implementation of interactive features such as polls and contests.
   - Utilizing social media analytics to track engagement and content performance.

4. **Non-functional Requirements**
   - **Performance:** Ensuring smooth content delivery and engagement tracking.
   - **Security:** Protecting user interactions and data privacy on social media.
   - **Usability:** Creating intuitive and visually appealing content.
   - **Reliability:** Maintaining consistent posting schedules and audience engagement.

System Analysis & Design

In this context, we're designing our social media presence and content strategy as a system to achieve engagement.

1. Problem Statement & Objectives:

-**Problem Statement:** Aqlam Cinemaiya aims to preserve and promote Egyptian cultural heritage by exploring the relationship between Egyptian novels and their film adaptations. To achieve this, it needs to build a strong online presence and engage a target audience interested in Egyptian literature, cinema, and reels.

-**Objectives:**

o To document Egyptian cultural heritage by creating a digital archive of classic Egyptian films adapted from Egyptian novels.

o To encourage audiences to explore Egyptian literature by linking it to cinema and inspiring viewers to read the original novels.

o To preserve Egyptian cultural identity by highlighting novels that shaped Egyptian literature and were transformed into films.

o To raise cultural awareness about the role of Egyptian literature in shaping cinema and its influence on national cinematic identity.

o Increase Facebook page likes to 1,000 within the first 3 months.

o Increase average post engagement (likes, shares, comments) by 5% per month.

o Generate a total of 100,000 video views throughout one year across Facebook, Instagram, and TikTok.

- Use Case Diagram & Descriptions:

o Actors:

▪ Potential students interested in reels and cinema

▪ People interested in Egyptian literature

▪ Aqlam Cinemaiya Page Admins

o Use Cases:

- Potential Student/Literature Enthusiast: "Discover Aqlam Cinemaiya content," "Follow Aqlam Cinemaiya pages," "View posts comparing novels and films," "Engage with content (likes, shares, comments)," "Participate in discussions," "View video reels and short films," "Learn about Egyptian cinema history."

- Aqlam Cinemaiya Page Admins: "Create and publish content (posts, reels, videos)," "Schedule content across platforms," "Respond to comments and messages," "Monitor engagement metrics," "Run promotional campaigns," "Analyze audience data," "Curate content archive."

o Descriptions:

▪ Example: "Potential Student discovers Aqlam Cinemaiya on Instagram, views a reel comparing a novel and its film

adaptation, likes the reel, follows the page, and leaves a

comment to show his opinions about the novel or film and ask

for more recommendations."

-Functional & Non-Functional Requirements:

o Functional Requirements:

▪ The system must allow for the creation and scheduling of

content (text, images, videos, reels) across Facebook,

Instagram, and TikTok.

▪ The system must facilitate user engagement through

comments, shares, and reactions.

▪ The system must support the organization and presentation of

information comparing novels and films.

▪ The system must enable the archiving of content for future

reference.

▪ The system must provide analytics to track performance and

audience engagement.

o Non-Functional Requirements:

▪ Performance: Consistent posting schedule, fast loading of

content, optimal video quality, high engagement rates.

Usability: Easy navigation across Aqlam Cinemaiya pages,

clear and engaging content presentation, accessible content

for all users.

▪ Reliability: Consistent content delivery, accurate information,

and platform stability.

▪ Security: Protection of Aqlam Cinemaiya accounts, secure storage of content, and adherence to platform policies.

▪ Engagement: Fostering a vibrant community, encouraging discussion, and building audience loyalty.

- Software Architecture:

Components:

▪ Facebook Page

▪ Instagram Profile

▪ TikTok Account

▪ Content Calendar

▪ Content Creation Tools (Canva, Photoshop, CapCut)

▪ Social Media Management Tools (Hootsuite, Buffer)

▪ Analytics Dashboards (platform-specific analytics).

Interactions:

▪ The content calendar drives content creation and scheduling across platforms.

▪ Content is created using various tools and then distributed.

▪ Social media management tools might be used for scheduling and monitoring.

▪ Analytics dashboards provide data for optimization.

Architecture Style:

▪ Multi-Platform Integrated Strategy: Consistent

branding and messaging across Facebook, Instagram,

and TikTok, with content tailored to each platform.

▪ Content-Centric: Focus on high-quality, informative,

and engaging content as the core of the strategy.

▪ Community-Driven: Emphasizing interaction,

discussion, and building a community around Egyptian

literature and cinema.

2. Database Design & Data Modeling

o Conceptual Data Model:

▪ Entities: Novels, Films, Authors, Actors, Content (Posts, Reels,

Videos), Users, Comments

▪ Relationships: A Novel is adapted into a Film. An Author writes

a Novel. An Actor stars in a Film. Content relates to Novels and

Films. Users make Comments on Content.

o Implementation:

▪ Google sheets to track:

▪ Novels and their film adaptations (title, author, release

year, etc.)

▪ Content schedule (date, platform, type of content,

topic)

▪ Performance metrics for each piece of content

3. Data Flow & System Behavior

o DFD (Data Flow Diagram):

▪ Context-Level: Aqlam Cinemaiya's social media presence and

its interaction with users.

▪ **Detailed Levels:**

▪ The process of a user discovering and engaging with

content on a specific platform.

The process of content creation, scheduling, and

publication.

▪ The flow of feedback from users (comments, messages)

and how it's managed.

o Sequence Diagrams:

▪ Example: A user scrolls through Instagram, sees an Aqlam

Cinemaiya reel, watches the reel, likes it, and leaves a

comment.

▪ Example: An admin schedules a post using a social media

management tool, the tool publishes the post, and users

interact with it.

o Activity Diagram:

▪ Example: The workflow for creating and publishing a video comparing a novel and its film adaptation.

▪ Example: The workflow for responding to user comments and messages across platforms.

o State Diagram:

▪ Example: The states of a piece of content (like "Draft," "Scheduled," "Published," "Archived").

o Class Diagram:

▪ This is more conceptual, but we can represent:

▪ Content (attributes: title, description, platform, etc.; methods: publish, schedule, archive)

▪ User (attributes: username, profile, etc.; methods: View Content, like Content, comment On Content)

- Non-Functional Requirements:

o Performance:

▪ Consistent posting schedule across all platforms.

▪ Timely responses to user comments and messages.

High-quality video and image content.

▪ Fast loading of content (especially on mobile).

o Usability:

▪ Easy to find and navigate Aqlam Cinemaiya pages.

- Clear and concise content that is easy to understand.

- Visually appealing and engaging content.

- Consistent branding across all platforms.

o **Reliability:**

- Content is published as scheduled.

- Information presented is accurate and well-researched.

- Platforms function as expected.

o **Security:**

- Secure management of Aqlam Cinemaiya social media accounts.

- Protection of user data (if any is collected).

- Adherence to platform terms of service and community guidelines.

o **Engagement:**

- High levels of user interaction (likes, shares, comments, saves).

- Active community participation in discussions.

- Growth in followers and reach over time.

-Key Improvements and Professional Digital Marketer Focus

• **Platform-Specific Strategies:**

Short, engaging videos for TikTok; in-depth

posts and discussions on Facebook; visually appealing content on

Instagram.

• **Content Calendar is Crucial:**

It includes:

o Themes and topics

o Content formats (reels, videos, posts, stories)

o Posting schedule for each platform

o Campaign tie-ins

• **Engagement Tactics:**

o Proactive community management: Respond to every comment and

message promptly.

o Ask questions and encourage discussions in your posts.

o Run polls, quizzes, and contests.

o Use relevant hashtags to increase reach.

• **Data-Driven Optimization:**

o Regularly analyze platform analytics.

o Identify what content performs best and why.

o Adjust our strategy based on data insights.

o Track key metrics: reach, engagement rate, video views, follower

growth.

• **Branding and Consistency:**

o Maintain a consistent brand voice, visual identity, and messaging

across all platforms.

o This builds brand recognition and trust.

• **Focus on Reels and Video:**

Given your target audience (potential students

interested in reels and cinema) and your objectives (video views), prioritize

high-quality video content, especially reels and short-form videos.

• **Community Building:**

o Create a sense of community by fostering discussions and

interactions among your followers.

o This will increase engagement and loyalty.

Technical Part

Marketing Strategy:

Vision:

To establish *Aqlam Cinemaiya* as the leading interactive platform that bridges Egyptian literature and cinema, preserving and celebrating Egypt's rich cultural heritage.

Mission:

To educate, engage, and inspire audiences by providing well-researched, documentary-style, and interactive content that explores the connection between Egyptian literature and cinema.

General Goals:

- Increase awareness of Egyptian cinematic and literary heritage through engaging, well-documented content.
- Build an active digital community of cinema and literature enthusiasts
- Enhance engagement and audience interaction via discussions, challenges related to adapted movies.

Digital Goals:

- Reach 10,000 followers by the end of the year across social media platforms.
- Achieve at least a 5% engagement rate to ensure a highly interactive community.
- Generate a total of 100.000 video views throughout the year across various platforms..
- Run at least 1 paid advertising campaigns to amplify content reach and audience growth.
- Develop a **consistent posting schedule** to maintain visibility and engagement.

Segmentation:

(Demographic):

- **Age:** 16-50 years
- **Gender:** Male and female
- **Income:** Low to high
- **Education:** University students, adults, and non-educated individuals passionate about cultural heritage, especially classic cinema

(Geographic):

- **Egypt,** particularly cities with a strong cultural scene such as **Cairo, Alexandria, and Mansoura**
- **Arab countries** interested in Egyptian culture

(Psychographic):

- Fans of **classic Egyptian cinema** and **film analysis**, especially in relation to their original novels
- Individuals who love to see their **literary imagination come to life** in visual form
- People interested in **documenting and preserving Egyptian literary and cinematic history**

(Behavioural):

- **Book lovers** who enjoy the experience of watching movies based on books

- Enthusiasts of **Egyptian literature, especially classic novels**
- Fans of **classic Egyptian cinema** and films adapted from novels
- Seekers of **Egyptian cultural heritage**
- Followers of **cultural and critical content**

Targeting:

Category 1: Students & University Students (16-25 years old)

- **Audience:** School and university students interested in **Egyptian literature** and discovering **classic Egyptian cinema** and cultural heritage.
- **Preferred Platforms:** YouTube, TikTok, Instagram, Facebook
- **Preferred Content Type:**
  - Short videos discussing **novels and films**

Category 2: Adults (25-45 years old)

1. Fans of Classic Egyptian Literature

- Readers of **Naguib Mahfouz, Yusuf Idris, Tawfik Al-Hakim,** and other Egyptian literary icons.
- Interested in **analyzing the evolution of Egyptian literature** and its impact on cinema.
- Seek content that connects **classic Egyptian novels with their film adaptations**.

2. Lovers of Classic Egyptian Cinema

- Fans of Egyptian films from the **1950s to the 1980s**.
- Looking for **archival content documenting Egyptian cinematic heritage**.
- Researchers in **Egyptian cultural heritage**.

- Interested in how **novels are adapted into films** and their influence on Egyptian cinema.

Payer Personas:

ahmer

About

Age : 20
Education : الفرقة الثانية كلية هندسة
income: 3000
status :single
location : cairo

GOALS AND ASPIRATION

محب للكتاب المصريين و قراءة الروايات المصرية و
مشاهدة الافلام المصرية الكلاسيكية
يحب متابعة الصفحات التى تعرض له كل ما هو مصرى
كلاسيكي فى مجال الروايات و الافلام المصرية

CHALLENGES

- يريد محتوى يجد فيه اشخاص تشبه مهمته
بالمحتوى المصرى و خاصة محتوى الروايات التى
تحولت إلى افلام
يريد محتوى يظل منتمى لفكرة عرض محتوى مصرى
يخص الروايات و الافلام المصرية الكلاسيكية

MOTIVAITION AND INFLUENCES

عيالها و خصوصا والده الذى
ورث عنه شغفه و حبه لثقافة
المصرية
و يحب متابعة آراء الناس
على وسائلالتواصل

Lifestyle & Behavioral Info

يحب مشاهدة الافلام التى تحولت إلى روايات لتسهل عليه ما يحب
للمحتوى (أساسي)، FACEBOOK، TWITTER، TIKTOK) YOUTUBE
يتابع المحتوى على .(القصير:
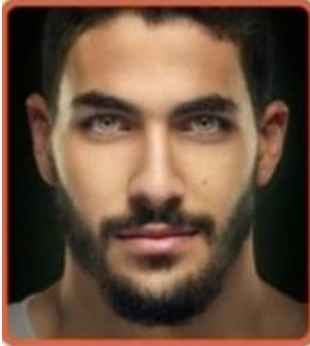
Khaled

About

Age : 27
Education : بكالوريوس تجارة
profession : موظف فى شركة تسويق رقمى
income: 7000
status :single
location : Alex

GOALS AND ASPIRATION

شغوف بالسينما الكلاسيكية . خاصة الأفلام المقتبسة من
روايات .
يحب التحليل السينمائي ويفضل فهم كيفية تحويل الرواية
إلى فيلم

CHALLENGES

- يشعر أحيانًا بأن المحتوى المتاح عن السينما والأدب إما موجه
للهواة أو للأكاديميين، ويبحث عن محتوى متوازن بين التحليل
العميق والأسلوب الترفيهي.
يحتاج إلى محتوى سهل الهضم وسريع الفهم لغته سهلة و
ليست صعبة أو عميقة.
يجد صعوبة في العثور على نقاشات نقدية غير متحيزة حول
الروايات والأفلام الكلاسيكية

MOTIVAITION AND INFLUENCES

يأخد انطباع من رأى اصدقائه
و التعليقات من منصات
التواصل الاجتماعى

Lifestyle & Behavioral Info

يفضل الفيديوهات التي تحتوي على: تحليلات سينمائية كلاسيكية للروايات المقتبسة إلى أفلام.
مقارنة بين الكتاب والفيلم من حيث السيناريو، الشخصيات، والإخراج.
يتابع المحتوى على .(للمحتوى القصير) FACEBOOK، TWITTER، TIKTOK (أساسي)، YOUTUBE

FATMA

About

Age : 40
profession : معلمة لغة عربية
income: 6000
status : متزوجة وام ل ثلاثة اطفال
location : CAIRO

GOALS AND ASPIRATION

- تحب القراءة ومتابعة الروايات الكلاسيكية . خاصة تلك
التي تتحول إلى أفلام.
- مهتمة بمقارنة الرواية والفيلم وتحليل الفروقات بينهما.
- تبحث عن محتوى يعرض الفيلم والرواية دون فرض رأي،
بل يترك مساحة للنقاش والتفكير.
- تحب المحتوى الثقافي العميق الذي يناقش الأعمال
الأدبية بطريقة تحليلية.

MOTIVAITION AND INFLUENCES

تأخد انطباع من اراء الناس
على منصات التواصل

CHALLENGES

- لا تحب المحتوى الذي يتعامل مع الآراء يفرض وجهة
نظر معينة.
- تحتاج إلى محتوى سهل الوصول، سواء فيديوهات
قصيرة أو ملخصات مرئية جذابة.

Lifestyle & Behavioral Info

فضل الفيديوهات التي تحتوي على: مشاهد من الفيلم مع
غلاف الرواية للمقارنة بينهما.
تحليل موضوعي يوضح الفروق دون انحياز أو فرض رأي.
نقاشات مفتوحة حيث يمكنها التفاعل وإبداء رأيها في
التعليقات.
تتابع المحتوى على:
YOUTUBE، FACEBOOK (أساسي)
INSTAGRAM، TWITTER (بدرجة أقل)

Competitor Analysis:

COMPETITOR ANALYSIS

A comprehensive analysis was conducted to understand the market landscape for our project, leveraging SWOT insights. focused on evaluating direct and indirect competitors to identify opportunities, market gaps, and strategic advantages, particularly in blending literature and cinematic art with Egyptian heritage.

Analysis	Scope	Timeline
Direct competitor	Identify and evaluate platforms merging Egyptian literature & cinema	I week
Indirect competitor	Examine alternative platforms with similar themes.	I week

COMPETITOR ANALYSIS

Competitor	Type	Description	Strength	Weakness
GFF	Indirect	Annual film event featuring book adaptation and film discussion	Strong community & Industry connections	Seasonal
Cinematology	Indirect	Specialized in discussing and showcasing clips from Egyptian and international cinema	Trending & Timely Topics Keeps the audience updated on major releases, festivals, and cinematic movements.	Decentralized over Egyptian cinema & literature
أرشيف الفيلم المصري – Egyptian Film Archive	Indirect	Similar	Rich & Diverse Content	Discuss only Egyptian Cinema

Unique Value Proposition:

- Aqlam cinemayia is not just an archive, but an interactive platform that delivers engaging and impactful content.
- The first project of its kind to merge Egyptian cinema and literature to offer a comprehensive perspective on cultural heritage, further than focusing on one aspect.

Marketing Channels & Growth Strategies

Core Marketing Channels:

- Facebook – Main platform for discussions, long-form content, and engagement.
- Instagram – Short-form content, reels, and community interaction.
- TikTok – Quick, engaging videos to attract a younger audience.

Growth strategies:

- **Interactive Content & Engagement Tactics**

Challenges & Contests – Quizzes, polls, and storytelling challenges around adapted novels.
Community Discussions – Weekly discussion threads, Q&A sessions, and user-generated content.
Behind-the-Scenes Content – Deep dives into the filmmaking and scriptwriting processes.

- **Content Marketing & Digital Campaigns**

Targeted Digital Campaigns – Launching **thematic campaigns** (e.g., "Forgotten Egyptian Literary Gems").
Hashtag Campaigns – Creating viral hashtags like # أقلام_وسينما or #رواية_إلى_فيلم.
Paid Promotions – Running **Facebook and Instagram Ads** to increase awareness.

- **Strategic Collaborations & Partnerships**

Publishing Houses & Authors – Exclusive interviews and book promotions.
Film Experts & Influencers – Content collaborations with film critics and literature YouTubers.
Universities & Cultural Institutions – Hosting online panels and live discussions.

Execution Plan:

Phase	Timeline	Activities
Phase1: Awareness & Launching	**Month 1-3**	**Launch teaser content, define visual identity, start organic posting.**
Phase 2: Community Building	**Month 4-6**	**Introduce engagement campaigns, interactive challenges, and influencer collaborations.**
Phase 3: Content Expansion	**Month 7-9**	**Start paid campaigns, expand to YouTube, and introduce in-depth analytical content.**
		Increase ad spending, and explore sponsorships.
Phase 4: Scaling & Monetization	**Month 10-12**	

Content Calendar:

This Or That

NOVEL / **FILM**

- Post objective : engaging
- Time : 8pm   date : Monday
  Facebook

•caption :

لكل محب للروايات عالَمه الخاص! بعض•
الأشخاص يفضلون قراءة الروايات، حيث يتركون
العنان لخيالهم لتصوّر الشخصيات والأحداث
وكأنهم جزء من القصة.

بينما يفضل آخرون مشاهدة الأفلام، خاصة إذا
كانت السينما تضيف تفاصيل جديدة، أو تطور
الحبكة، أو حتى تغير النهاية بطريقة غير متوقعة!

لكن أحيانًا يحدث جدل كبير... أيهما كان الأفضل؟
الرواية الأصلية أم الفيلم المقتبس؟
هل حدث معك أن فضّلت الفيلم على الرواية أو
العكس؟ شاركنا برأيك

التحدى الأول

تفتكر ايه اسم الرواية

- Post objective : engaging
- Time : 7 pm date : tuesday
  Facebook and Instagram

•caption :
اول تحدي - بين السماء والأرض!
إليك هذا التحدي!
فيلم مصري قديم صدر عام 1959، تدور أحداثه في
مكان واحد حيث يجد أبطاله أنفسهم محاصرين في
موقف صعب، وهو مقتبس من قصة قصيرة
للكاتب الكبير نجيب محفوظ ولكن بعنوان مختلف
تمامًا عن الفيلم!
ما اسم القصة الأصلية التي اقتُبس منها هذا
الفيلم؟

اكتب إجابتك في التعليقات

CONTENT CONTENT2

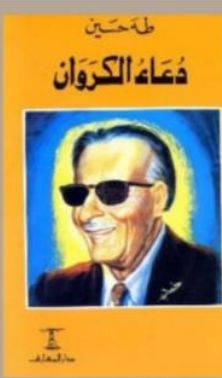### 01
CONTENT ONE

SUNDAY

فيديو تحليلي

Facebook

Instagram

02
CONTENT TWO

Monday

Engaging

Facebook

Instagram

03
CONTENT THREE

TUESDAY

Engaging

Facebook

Post objective : Educational

Time : 7 pm   Date : SUNDAY

Facebook and Instagram

دعاء الكروان..! من الكادر الى القصة نروى السينما
"لستُ أدري ما الذي يُلقيه الكروان في الليل من
دعاء، ولكني أتصوّر أن الكروان نفسه لا
يدري..."هكذا بدأت واحدة من أروع الروايات
العربية، "دعاء الكروان"، للكاتب طه حسين، والتي
تحولت إلى فيلم سينمائي خلدته الشاشة. لكن، هل
حافظ الفيلم على روح الرواية؟ أم أن السينما
أضافت رؤيتها الخاصة؟ في هذا الفيديو، سنغوص
في عالم دعاء الكروان، ونحلل الفروق بين الرواية
والفيلم، وكيف قدم كل منهما القصة بطريقته.
،تابعوا الفيديو للنهاية
وشاركوا برأيكم في التعليقات! هل أنتم مع الرواية
الأصلية أم أن الفيلم كان أكثر تأثيرًا

THE FILM OR THE NOVEL

WHICH ONE DO YOU PREFER?

Post objective : Engaging
Time : 7 pm   Date : MONDAY
Facebook and Instagram

الرواية آم الفيلم؟
بعد تحليلنا للفيلم والرواية، حان وقت رأيكم!
الرواية: تحمل تفاصيل نفسية عميقة، تجعلك تغوص في أفكار الشخصيات وتعيش صراعها الداخلي بكل أبعاده.
الفيلم: قدم معالجة بصرية قوية، وأداءً أسطوريًا من فاتن حمامة وأحمد مظهر، لكنه غيّر النهاية بطريقة أثارت الجدل بين محبي الرواية!
برأيك، أيهما كان الأقوى في إيصال رسالة القصة؟ الرواية أم الفيلم؟ ولماذا؟
وما رأيك في تغيير نهاية الرواية في الفيلم؟ هل كان مناسبًا أم أن النهاية الأصلية كانت أكثر تأثيرًا؟

سينمائية

أقلام

Post objective : Engaging
Time : 7 pm   Date : tuesday
Facebook

مشهد لا يُنسى
بعض المشاهد السينمائية تظل محفورة في الذاكرة للأبد هل تتذكر ذلك المشهد الذي جعلك سعيدا او جعلك تبكى ؟ أو ذلك الحوار الذي ظل في عقلك لسنوات ما هو المشهد الذي
لم تستطع نسيانه من فيلم مقتبس عن رواية؟ ولماذا أثر فيك؟
شاركنا رأيك في التعليقات! فقد يكون مشهدك المفضل هو أيضًا المفضل لدى الكثيرين، أو قد نختاره ليكون موضوع الفيديو القادم!

KPIs & Performance Metrics

Social Media Growth:

- Number of followers gained monthly.
- Reach and impressions on posts.

Engagement Metrics:

- Likes, shares, and comments per post.
- Participation in challenges and discussions.

Video Performance:

- Total video views and average watch time.
- Video share rate and audience retention.

Community Sentiment:

- Ratio of positive to negative comments.
- Feedback from polls and discussions.

Slogan:

أقلام سينمائية... حيث يلتقي الأدب بسحر الشاشة، لنحفظ تراث الحكايه المصريه بالصوت والصورة!

Key Messages:

- من صفحات الروايات إلى مشاهد السينما... نوثق رحلة الأدب المصري على الشاشة
- السينما المصرية مرآة الأدب وروح الهوية... نحكي القصة كما لم تُحكَ من قبل.
- نحفظ تراثنا الثقافي برؤية جديدة... حيث يلتقي الماضي بالحاضر في سحر الصورة والكلمة.