



MENTOS KSA UNIVERSITY ACTIVATIONS 2026

# FRESH DROP

*Your Campus. Your Fresh. ùfù,, ùšù^ù... ù±ø±ùšø'.*

April - December 2026 | Riyadh • Jeddah • Dammam

TIKIT AGENCY — HUMANZ — MENTOS

## THE BRIEF

# What Mentos Needs

9

MONTHS

3

CITIES

4

PRODUCTS

18-24

AGE TARGET

### Objectives

Drive trial & conversion. Create virality on campus. Embed Mentos in daily student routines. Build cultural relevance with Saudi Gen Z.

### Geography

Major universities in Riyadh, Jeddah, and Dammam + post-meal locations (coffee shops, cafeterias, restaurants near campuses).

### Hero Products

**White Flip-Top Box** (Q2 NPD) • **Fresh Dive** (Q2) • **Air Action** (Q3/Q4) • **Pure Fresh** (always-on)

### Budget

Client stated: **AED 100K-125K**. Tikit recommended for brief scope: **AED 320K-650K**. Three investment options presented - see Investment slide.

OUR APPROACH

# The Big Idea: FRESH DROP

"Fresh Drop" borrows from sneaker and streetwear drop culture – something Saudi Gen Z deeply understands.

## The "Drop" Works Triple

- **Product Drop** – new Mentos SKU launches land like coveted releases
- **Beat Drop** – music and content culture tie-ins
- **Fresh Drop** – the moment you pop a Mentos and your vibe shifts

Always on the beat

ALWAYS-ON DRUMBEAT

## Why It Works for Saudi Gen Z

- Drop culture = status, being first, social currency
- "What's dropping next?" keeps Mentos in the feed
- Authentically Saudi – cannot be replicated elsewhere
- Connects on-ground moments to digital virality
- Every month has a reason to talk about Mentos

TARGET AUDIENCE

# Saudi Gen Z: The Fresh Generation

TikTok â€™ Discovery

Snapchat â€™ Real Life

Instagram â€™ Identity

## ðŸ‘ª Identity

Proudly Saudi, globally connected.  
Code-switch between Arabic meme culture and English internet slang. Daring but respectful.

## ðŸ‘Œ Social Currency

Status = being first to know, first to try, first to post. Early adoption is everything.  
Peer influence > advertising.

## ðŸŽ® Passion Points

Anime Â· Gaming/Esports Â· Local music  
Â· Street food Â· Football Â· Fashion Â·  
Campus humor

## âˆš• The Fresh Moment

Coffee after lunch, gum after coffee,  
fresh breath before the next interaction.  
Mentos fits naturally into these campus transitions.

75%

DAILY TIKTOK USERS (18â€™24 KSA)

92%

SNAPCHAT PENETRATION (KSA GEN Z)

#1

KSA = WORLD'S TOP SOCIAL MEDIA MARKET

ACTIVATION CALENDAR

# 9 Months of Fresh Drops

APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Launch #FreshDrop 30 creators	Taste Test Challenge UGC Wave 1	Finals Kit Fresh Dive Sampling	Summer Fresh Spots series	Air Action seeding + teasers	Welcome Back Drop new creators	National Day Campus Competition	Leaderboard Peak creator collabs	Finals 2.0 Campaign wrap

PHASE 1 " Q2

## The Launch Drop

White Flip-Top Box + Fresh Dive.  
Campaign launch, first challenge wave,  
Snap AR lens, 30 creators activated.

PHASE 2 " Q3

## The Summer Drop

Air Action + Pure Fresh. Summer content  
series, back-to-campus teasers, creator  
roster refresh.

PHASE 3 " Q4

## The Culture Drop

Full portfolio. Inter-university  
competition, peak content volume,  
campaign finale + winner  
announcement.

# Platform Playbook

## TikTok – Virality Engine

**Role:** Primary platform for challenges and creator content

- 3 branded challenges (1 per phase)
- "Fresh Check" recurring series
- Duets, stitches, transition videos
- 8–12 creator posts/month in active phases

## Snapchat – Daily Reality

**Role:** Authentic campus moments + AR innovation

- "Fresh-O-Meter" AR Lens (branded scoring)
- Day-in-my-life campus takeovers
- Friend-share "Send a Fresh Drop" mechanic
- 4–6 stories/month + 1 AR lens per phase

## Instagram – Brand Identity

**Role:** Curated, premium campaign presence

- Polished Reels (best-of TikTok + originals)
- "Fresh Guide to [University]" carousels
- Stories polls: "Which Mentos are you?"
- Collab posts with creators for reach

## Content Pillars

Fresh Check – Fresh vs Not Fresh

Drop Culture – Fresh vs Not Fresh

Between Classes – Fresh vs Not Fresh

Fresh vs Not Fresh

# The Fresh Squad

## TIER 1

### Anchor Creators

100Kâ€“500K followers

3â€“4 total across campaign

Campaign launch moments, hero content, phase kickoffs

**25%**

OF CREATOR BUDGET

## TIER 2

### Campus Kings & Queens

20Kâ€“100K followers

8â€“10 student-adjacent creators

Monthly content, challenge participation, product integration

**35%**

OF CREATOR BUDGET

## TIER 3

### Fresh Squad

1Kâ€“20K followers

20â€“30 micro student creators

Volume UGC, authentic campus content, peer influence

**30%**

OF CREATOR BUDGET

## TIER 4

### Organic UGC

Any student

Unlimited participants

Contest entries, organic challenge participation, word-of-mouth

**10%**

PRIZES & INCENTIVES

#### Creator Count by Investment Option:

Option A (AED 100Kâ€“125K): **5 creators** ðŸ‘Ž 1 city ðŸ‘Ž Q2 only      Option B (AED 320Kâ€“380K): **12 creators** ðŸ‘Ž ðŸ‘Ž 2 cities ðŸ‘Ž Q2â€“Q3

Option C (AED 550Kâ€“650K): **18 creators** ðŸ‘Ž 3 cities ðŸ‘Ž Full year

## UNIVERSITY MAP

# 9 Campuses. 3 Cities. One Fresh Movement.

### ● Riyadh

#### King Saud University

Largest in KSA. Massive reach.

#### Princess Nourah University

Largest women's uni globally. Untapped creator pool.

#### Imam Muhammad ibn Saud

Strong campus social culture.

#### Alfaisal University

Private, trend-setting, affluent.

### ● Jeddah

#### King Abdulaziz University

Jeddah's largest. Cosmopolitan students.

#### Dar Al-Hekma University

Private, female-focused. High IG engagement.

#### University of Jeddah

Growing, digitally active population.

### ● Dammam

#### Imam Abdulrahman Bin Faisal

Largest in Eastern Province.

#### KFUPM

Elite. Gaming/tech-savvy. High virality.

# 500K+

COMBINED STUDENT POPULATION

# 9

TARGET UNIVERSITIES

# 3

MAJOR METRO AREAS



INVESTMENT

# Budget Options â€” Choose Your Scale

CREATOR RATE CARD (PER CREATOR / PER DELIVERABLE SET)

â€” Tier 1: \$10Kâ€”\$15K (AED 36Kâ€”55K)

â€” Tier 2: \$7Kâ€”\$9K (AED 25Kâ€”33K)

â€” Tier 3: \$5Kâ€”\$7K (AED 18Kâ€”25K)

â€” UGC Creator: \$3Kâ€”\$5K (AED 11Kâ€”18K)

â€” Management Fee: +30% on all creator fees

OPTION A

AED 100Kâ€”125K

Client's stated budget

â€” 0 ã€” Tier 1 creators  
â€” 0 ã€” Tier 2 creators  
â€” 1 ã€” Tier 3 creator  
â€” 4 ã€” UGC creators  
ðŸ—• 1 city ã€” 1â€”2 universities  
ðŸ—•... Q2 only (3 months)  
ðŸ—• 1 product at a time

What this buys:

Creator fees: AED 81K ã€” Mgmt (30%): AED 24K ã€” Paid media: AED 10K

â€” Minimal reach ~500Kâ€”800K. Covers 1 phase only. Cannot sustain 9-month always-on campaign.

Est. Reach: 500Kâ€”800K

RECOMMENDED

OPTION B

AED 320Kâ€”380K

Core annual execution

â€” 0 ã€” Tier 1 creators  
â€” 2 ã€” Tier 2 creators  
â€” 4 ã€” Tier 3 creators  
â€” 6 ã€” UGC creators  
ðŸ—• 2 cities ã€” 4â€”6 universities  
ðŸ—•... Q2â€”Q3 (6 months)  
ðŸ—• 2 products covered

What this buys:

Creator fees: AED 236K ã€” Mgmt (30%): AED 71K ã€” Paid media: AED 30K ã€” Production: AED 15K

â€” Sustainable presence. Real talkability. Connects to offline. Covers White Flip-Top launch + Fresh Dive.

Est. Reach: 4Mâ€”6M

OPTION C

AED 550Kâ€”650K

Full 9-month campaign

â€” 1 ã€” Tier 1 anchor creator  
â€” 2 ã€” Tier 2 creators  
â€” 5 ã€” Tier 3 creators  
â€” 10 ã€” UGC creators  
ðŸ—• 3 cities ã€” 9 universities  
ðŸ—•... Q2â€”Q4 (full year)  
ðŸ—• All 4 products ã€” AR lenses

What this buys:

Creator fees: AED 363K ã€” Mgmt (30%): AED 109K ã€” Paid media: AED 55K ã€” Production: AED 30K ã€” AR: AED 20K

ðŸ—•+ Maximum cultural impact. Saudi Gen Z owns the brand. Full always-on presence Aprilâ€”December.

Est. Reach: 10Mâ€”15M

MEASUREMENT

# KPIs & Performance Targets

KPI	OPTION A AED 100K~125K	OPTION B <b>Â</b> AED 320K~380K	OPTION C AED 550K~650K
Total Reach	500K~800K	<b>4M~6M</b>	<b>10M~15M</b>
Total Engagements	40K~70K	<b>350K~500K</b>	<b>900K~1.2M</b>
Avg Engagement Rate	6~7%	<b>7~8%</b>	<b>7.5~9%</b>
Creator Content Pieces	20~30	<b>100~130</b>	<b>200~250</b>
UGC / Challenge Entries	100~200	<b>600~900</b>	<b>1,500~2,000</b>
Est. Product Trials	5,000~8,000	<b>20,000~30,000</b>	<b>45,000~60,000</b>
Cities Covered	1	<b>2</b>	<b>3</b>
Campaign Duration	Q2 only (3 months)	<b>Q2~Q3 (6 months)</b>	<b>Q2~Q4 (9 months)</b>

## Tracking Tools

- Humanz Platform
- Native Analytics (TT/Snap/IG)
- Hashtag Tracking
- Monthly Reports
- Quarterly Reviews with Mentos/Humanz

# Offline Event Options

Separate from digital budget. TiKiT proposes concepts for event execution by dedicated agency. Budget add-on per option below.

EVENT OPTION 1 " ESSENTIALS

AED 30K-50K

Sampling only - 1 city - Q2

• Branded sampling booths

• 3-4 campus cafeterias/coffee shops

• 4-6 brand ambassadors

• Mentos sampling kits + POSM

• ~5,000-8,000 direct trials

• ... Q2 only (Apr-Jun)

• Low cost. High trial volume. Strong NPD awareness for White Flip-Top.

RECOMMENDED

EVENT OPTION 2 " CAMPUS DROP EXPERIENCE

AED 80K-120K

Branded activation - 2 cities - Q2-Q3

• "Fresh Drop Zone" branded activation tent

• UGC creation station (ring light, backdrop)

• Interactive freshness games + prizes

• Sample + limited-edition Mentos packs

• 2 campuses per city - 2 cities

• 8-10 brand ambassadors

• ~20,000-30,000 interactions

• Content creation on-site feeds directly into digital campaign. Creator content day can be hosted here.

EVENT OPTION 3 " FULL CAMPUS FESTIVAL

AED 180K-250K

Flagship events - 3 cities - Q2-Q4

• Large-format Fresh Drop Festival (3-4 yearly)

• Music / DJ + campus entertainment

• + Inter-university Fresh Challenge finale

• ... Live prize ceremony (winner announcement)

• 3 cities - 3 flagship events

• Full Q2-Q4 calendar anchor moments

• Creator content day bundled per event

• + Maximum brand culture. Creates year-defining moments. PR-worthy. Pairs perfectly with Option C digital.

All offline budgets are separate from digital investment options (A/B/C). Recommended pairing: Digital Option B + Offline Option 2. Event execution by separate agency partner - TiKiT manages concept, brief, and digital integration.

WHY US

# Why TiKiT Agency

## 🇸🇦 Influencer-Native

Creator management is our core â€” not an add-on. We know how to find, brief, manage, and measure Saudi creators at scale.

## 🇸🇦 Saudi Market Experts

Deep understanding of local culture, platforms, humor, and creator landscape. We know what works on Saudi campuses.

## 🇸🇦 Humanz Proficiency

Seamless integration with Humanz tools for creator discovery, tracking, and campaign ROI measurement.

## 🇸🇦 Full-Service Digital

Strategy â†’ Creator Management â†’ Content Production â†’ Paid Amplification â†’ Reporting. One team, one vision.

## Your TiKiT Team

A

**Alaa Al Aisami**  
Projects Director

Z

**Zain**  
Team

A

**Areej**  
Team

Y

**Yara**  
Team

M

**Mamdouh**  
Marketing Director

NEXT STEPS

# Let's Make It Fresh

## Execution Timeline

WEEK 1	Campaign approved. Creator scouting begins.
WEEK 2	Creator shortlist. AR lens brief. Content calendar V1.
WEEK 3	Creators contracted. Samples shipped. Toolkit produced.
WEEK 4	Onboarding. Pre-launch teasers filmed. AR in dev.
APRIL 1	🚀 FRESH DROP GOES LIVE

## What We Need to Start

- Campaign approval & budget confirmation
- Product samples for creator seeding
- Brand guidelines & approved messaging
- Humanz platform access for creator vetting
- Event agency intro (for offline coordination)
- Air Action launch timing confirmation

### Ready to drop?

Let's schedule a kickoff call and make Saudi campuses the freshest places on earth.