



MENTOS KSA UNIVERSITY ACTIVATIONS 2026

FRESH DROP

Your Campus. Your Fresh. كل يوم فريش.

April – December 2026 | Riyadh • Jeddah • Dammam

TIKIT AGENCY x HUMANZ x 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

فريش دروب

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 — Discovery

Snapchat — Real Life

Instagram — Identity

📁 Identity

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

💬 Social Currency

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

🎮 Passion Points

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

☕ 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 (18–24 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 فريش تشيك

Drop Culture دروب

Between Classes بين المحاضرات

Fresh vs Not Fresh فريش ولا لا

The Fresh Squad

TIER 1

Anchor Creators

100K–500K followers

3–4 total across campaign

Campaign launch moments, hero content, phase kickoffs

25%

OF CREATOR BUDGET

TIER 2

Campus Kings & Queens

20K–100K followers

8–10 student-adjacent creators

Monthly content, challenge participation, product integration

35%

OF CREATOR BUDGET

TIER 3

Fresh Squad

1K–20K followers

20–30 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 100K–125K): **5 creators** · 1 city · Q2 only

Option B (AED 320K–380K): **12 creators** ★ · 2 cities · Q2–Q3

Option C (AED 550K–650K): **18 creators** · 3 cities · 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

Budget Options — Choose Your Scale

CREATOR RATE CARD (PER CREATOR / PER DELIVERABLE SET)

★ Tier 1: \$10K–\$15K (AED 36K–55K)

◆ Tier 2: \$7K–\$9K (AED 25K–33K)

◆ Tier 3: \$5K–\$7K (AED 18K–25K)

◇ UGC Creator: \$3K–\$5K (AED 11K–18K)

⚙ Management Fee: +30% on all creator fees

OPTION A

AED 100K–125K

Client's stated budget

- ✗ 0 × Tier 1 creators
- ✗ 0 × Tier 2 creators
- ✓ 1 × Tier 3 creator
- ✓ 4 × UGC creators
- 📍 1 city · 1–2 universities
- 📅 Q2 only (3 months)
- 🎯 1 product at a time

What this buys:

Creator fees: AED 81K · Mgmt (30%): AED 24K · Paid media: AED 10K

⚠ Minimal reach ~500K–800K. Covers 1 phase only. Cannot sustain 9-month always-on campaign.

Est. Reach: 500K–800K

★ RECOMMENDED

OPTION B

AED 320K–380K

Core annual execution

- ✗ 0 × Tier 1 creators
- ✓ 2 × Tier 2 creators
- ✓ 4 × Tier 3 creators
- ✓ 6 × UGC creators
- 📍 2 cities · 4–6 universities
- 📅 Q2–Q3 (6 months)
- 🎯 2 products covered

What this buys:

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

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

Est. Reach: 4M–6M

OPTION C

AED 550K–650K

Full 9-month campaign

- ✓ 1 × Tier 1 anchor creator
- ✓ 2 × Tier 2 creators
- ✓ 5 × Tier 3 creators
- ✓ 10 × UGC creators
- 📍 3 cities · 9 universities
- 📅 Q2–Q4 (full year)
- 🎯 All 4 products · AR lenses

What this buys:

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

🏆 Maximum cultural impact. Saudi Gen Z owns the brand. Full always-on presence April–December.

Est. Reach: 10M–15M

MEASUREMENT

KPIs & Performance Targets

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

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 — 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× 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 — not an add-on. We know how to find, brief, manage, and measure Saudi creators at scale.

SA 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 → Creator Management → Content Production → Paid Amplification → 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.