



MENTOS KSA UNIVERSITY ACTIVATIONS 2026

## FRESH DROP

*Your Campus. Your Fresh.* كل يوم فريش.

April – December 2026 | Riyadh · Jeddah · Dammam

TIKIT AGENCY × HUMANZ × MENTOS

# 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).

# 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

# 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)

# 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

# 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

EXAMPLES

 **Ghalya**  
@ghalya.mu2

 **Faris**  
@ferasjtl

TIER 2

## Campus Kings & Queens

20K–100K followers

8–10 student-adjacent creators

Monthly content, challenge participation, product integration

35%

# 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



# 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

# 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
-  2–3 campus locations

# 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.

## 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



# 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