



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).



## 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

# 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%

92%

#1

# 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.

## 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?"

# Campus Kings & Queens

20K–100K followers

8–10 student-adjacent creators

Monthly content, challenge participation, product integration

35%

OF CREATOR BUDGET

## EXAMPLES

**R** Rahaf  
@rahafaldossary78

**F** Faisal  
@\_thnj

**R** Renad  
@r.vgq

## TIER 3

# Fresh Squad

1K–20K followers

20–30 micro student creators

Volume UGC, authentic campus content, peer influence

30%

OF CREATOR BUDGET

## EXAMPLES

**D** Dana  
@9mlrr

**A** Al Anoud  
@life\_alanoud

# 9 Campuses. 9 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+

0

3



# 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

# 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 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


Z

A

Y

M

## 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	 <b>FRESH DROP GOES LIVE</b>

## 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