



MENTOS KSA UNIVERSITY ACTIVATIONS 2026

# FRESH DROP

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

April – December 2026 | Riyadh · Jeddah · Dammam

TIKIT AGENCY × HUMANZ × MENTOS

# What Mentos Needs

9    3    4    18-24

MONTHS   CITIES   PRODUCTS   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

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%

02%

#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

 **Rahaf**  
@rahafalddossary78

 **Faisal**  
 @\_thnj

 **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

 **Dana**  
 @9mlrr

 **Al Anoud**  
 @life.alanoud

## ● Riyadh

### **King Saud University**

Largest in KSA. Massive reach.

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### **Princess Nourah University**

Largest women's uni globally. Untapped creator pool.

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### **Imam Muhammad ibn Saud**

Strong campus social culture.

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### **Alfaisal University**

Private, trend-setting, affluent.

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## ● Jeddah

### **King Abdulaziz University**

Jeddah's largest. Cosmopolitan students.

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### **Dar Al-Hekma University**

Private, female-focused. High IG engagement.

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### **University of Jeddah**

Growing, digitally active population.

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## ● Dammam

### **Imam Abdulrahman Bin Faisal**

Largest in Eastern Province.

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### **KFUPM**

Elite. Gaming/tech-savvy. High virality.

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# 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

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KPI	OPTION A AED 100K-125K	OPTION 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 — 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.

# 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



## 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