

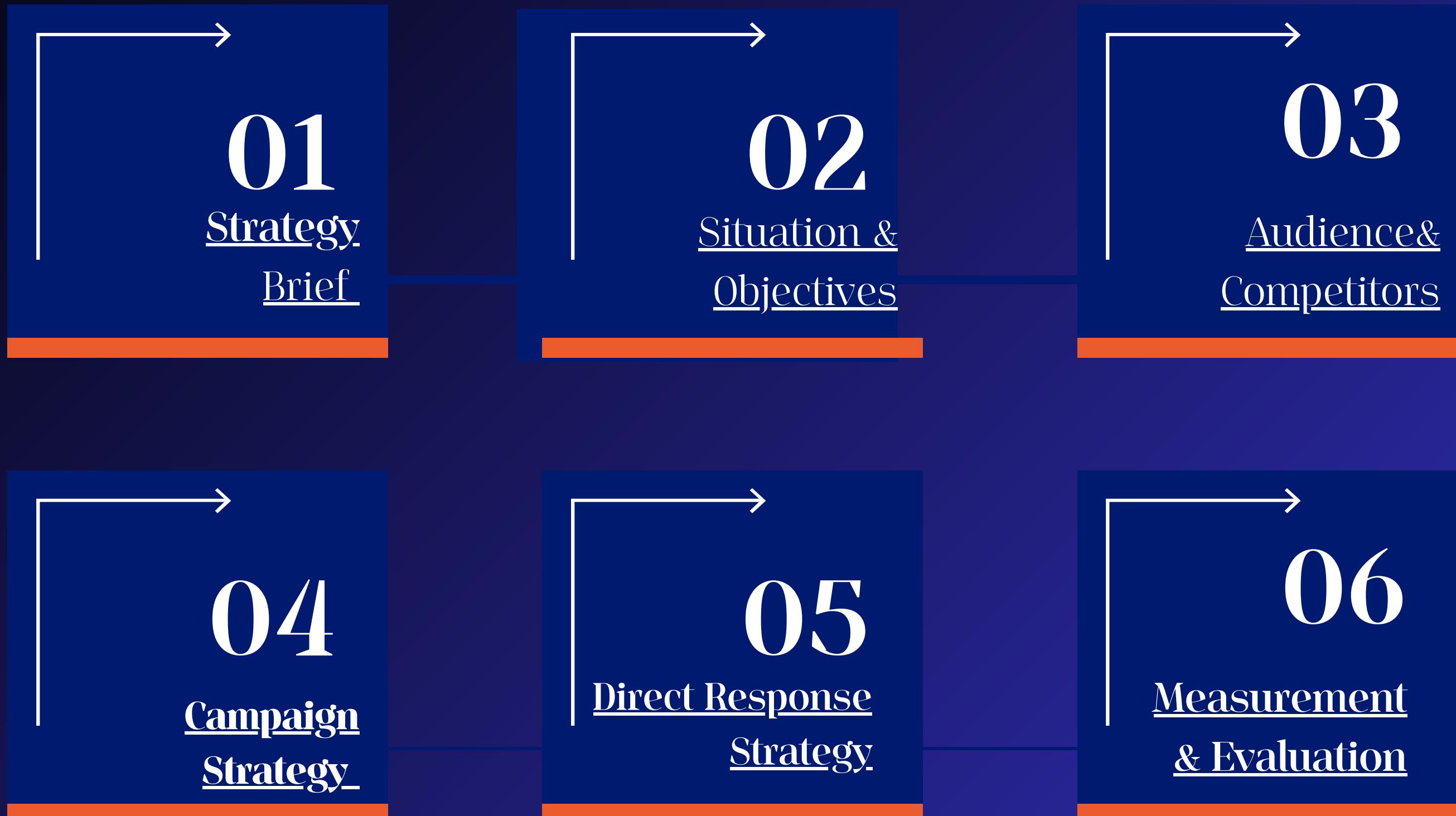
≡ ADMIRE⁸

Direct Response Marketing Strategy

Edrak

Q4 - 2025





Client Brief

Edrak

Edrak is a platform that was established around two years ago with the aim of spreading awareness across the Arab world on various levels to change people's perceptions about many things that disturb the peace of their lives.



Current Situation

Since 2023, Dr. Merit and Ms. Sara decided to establish Idrak a platform that initially started as a podcast where they discussed their ideas.

However, the core purpose of Idrak was to spread awareness across the Arab world on different levels fostering a better quality of life and empowering individuals to face life's pressures with more clarity, fluidity, and resilience.

But until now, the platform has remained confined to the format of a podcast. And although the podcast covered many diverse and important topics and hosted several influencers, it still did not achieve the expected buzz and interaction.

Therefore, Idrak needed to make a different beginning — focusing specifically on financial stress and pressures, and providing courses and workshops to explain the hidden causes behind these challenges and how to deal with them effectively.





Challenge

Of course, no course or workshop is going to save me!

One of the most important and biggest challenges we will face in the coming period is how to speak directly to the minds of our target persona and how to transform our services from just the idea of a “course” or “workshop” into real guidance with a mission: to redirect their path, help them identify their true problem, and start fixing it themselves!

And this will only happen through genuine content that speaks to their struggles and sheds light on one or two solutions they didn’t know existed — making them feel that we are the final lifeline they must hold onto!

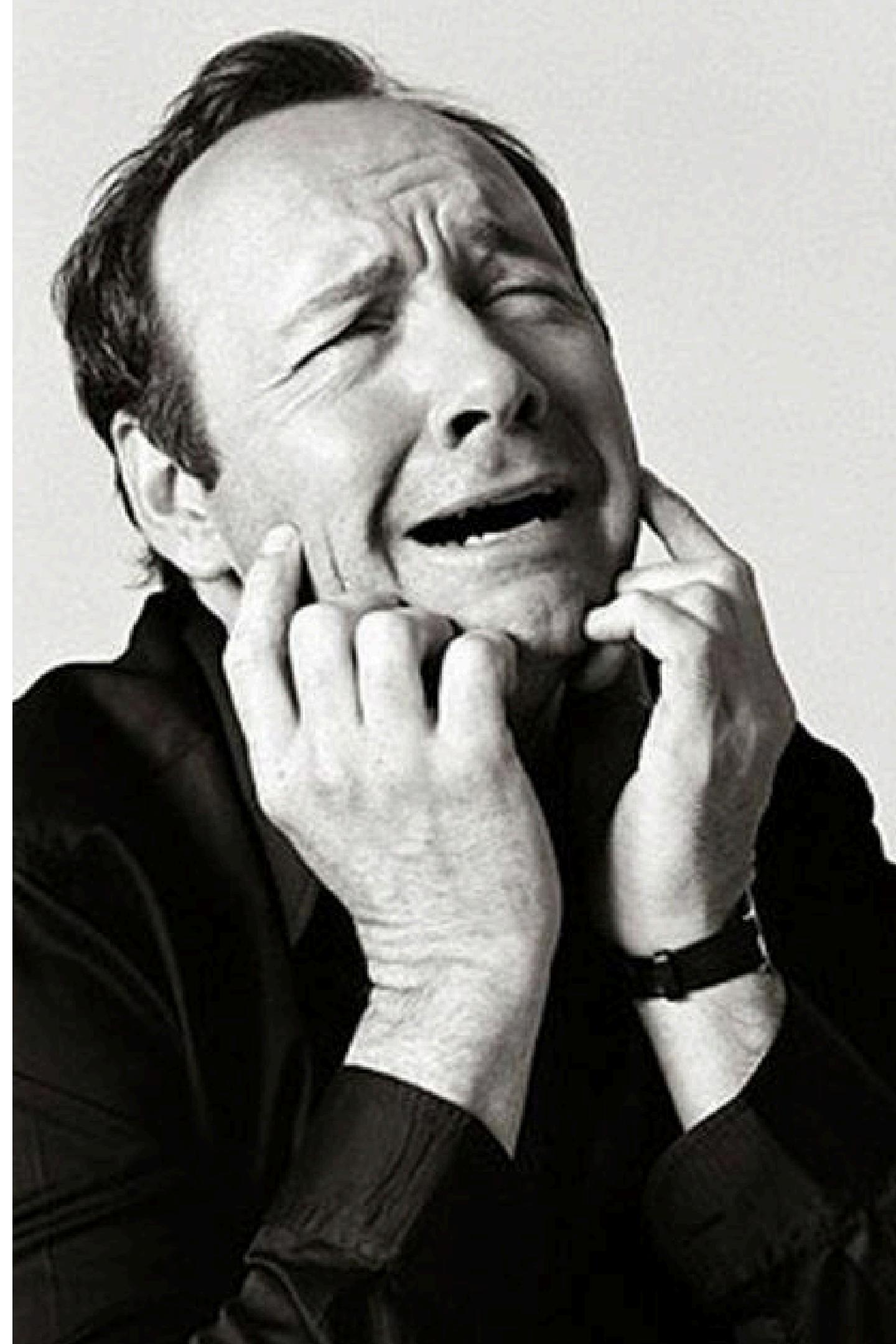


Everyone is struggling with financial pressure!

The first service that will come to light is the Money Stress Relief course.

And part of the success and continuity of this workshop depends on choosing the right persona for it. Because most groups and segments of society suffer from financial stress and pressure even if not constantly but what's certain is that these pressures do have a real impact on their lives.

That's why it's necessary to filter and select the segment that will respond the fastest to our messaging and is in the most urgent need of it.



Defining the end result of joining!

Getting rid of financial stress and pressure is a very broad topic, and defining a final outcome for joining a workshop or course requires a lot of effort.

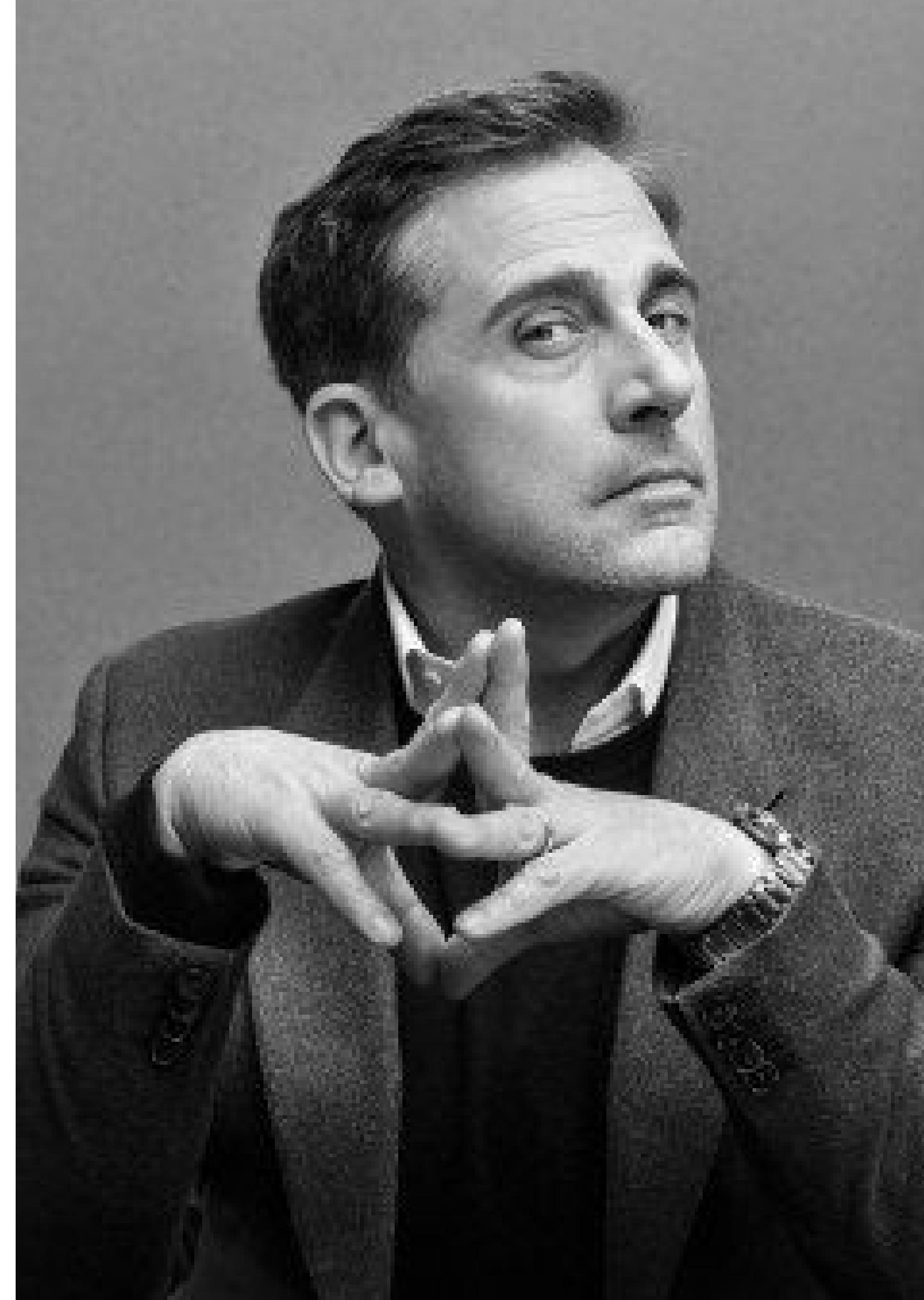
It needs more stories of people whose lives changed from the simple steps they took with Idrak. And this will be even more powerful than just defining a specific result for participation.



Final Formation of Edrak!

The platform that sheds light on life problems affecting the quality of living and provides real solutions — not quick temporary fixes, but long-term solutions aimed at changing behaviors.

For this concept of Edrak to reach people, there must be a clear plan, starting with identifying real financial problems and defining a persona that truly understands the scale of these issues.





Environmental Scanning

Behaviors that steal money from Arabs!

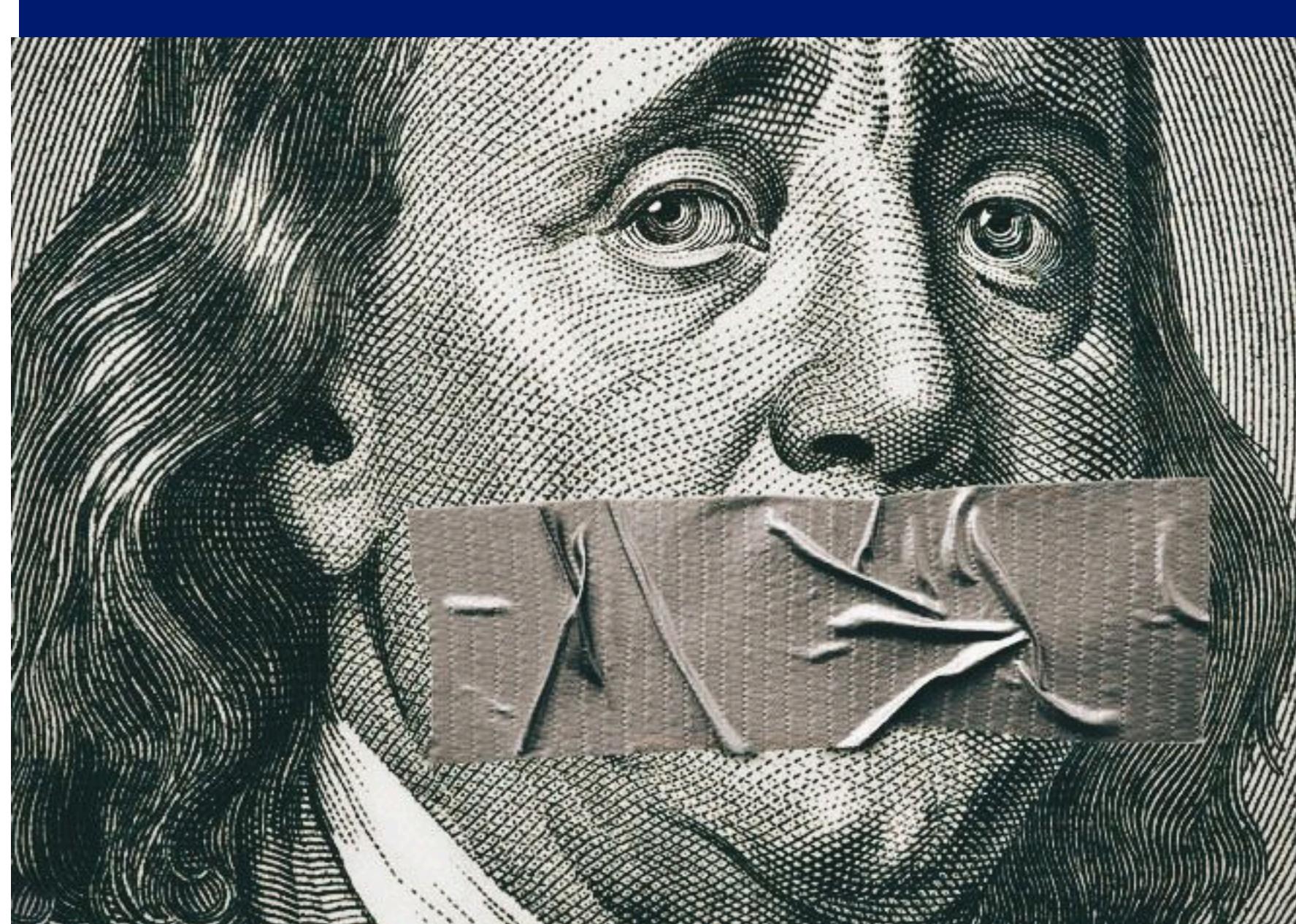
Living beyond one's means: There is a strong tendency to spend money to maintain a certain lifestyle, often driven by social pressure and the desire to "keep up with the Joneses".

Accumulating high-interest debt: Easy access to credit, particularly credit cards with high-interest rates (sometimes around 40% annually), facilitates overspending. Many individuals fall into a cycle of debt by making only minimum payments, which does little to reduce the principal.



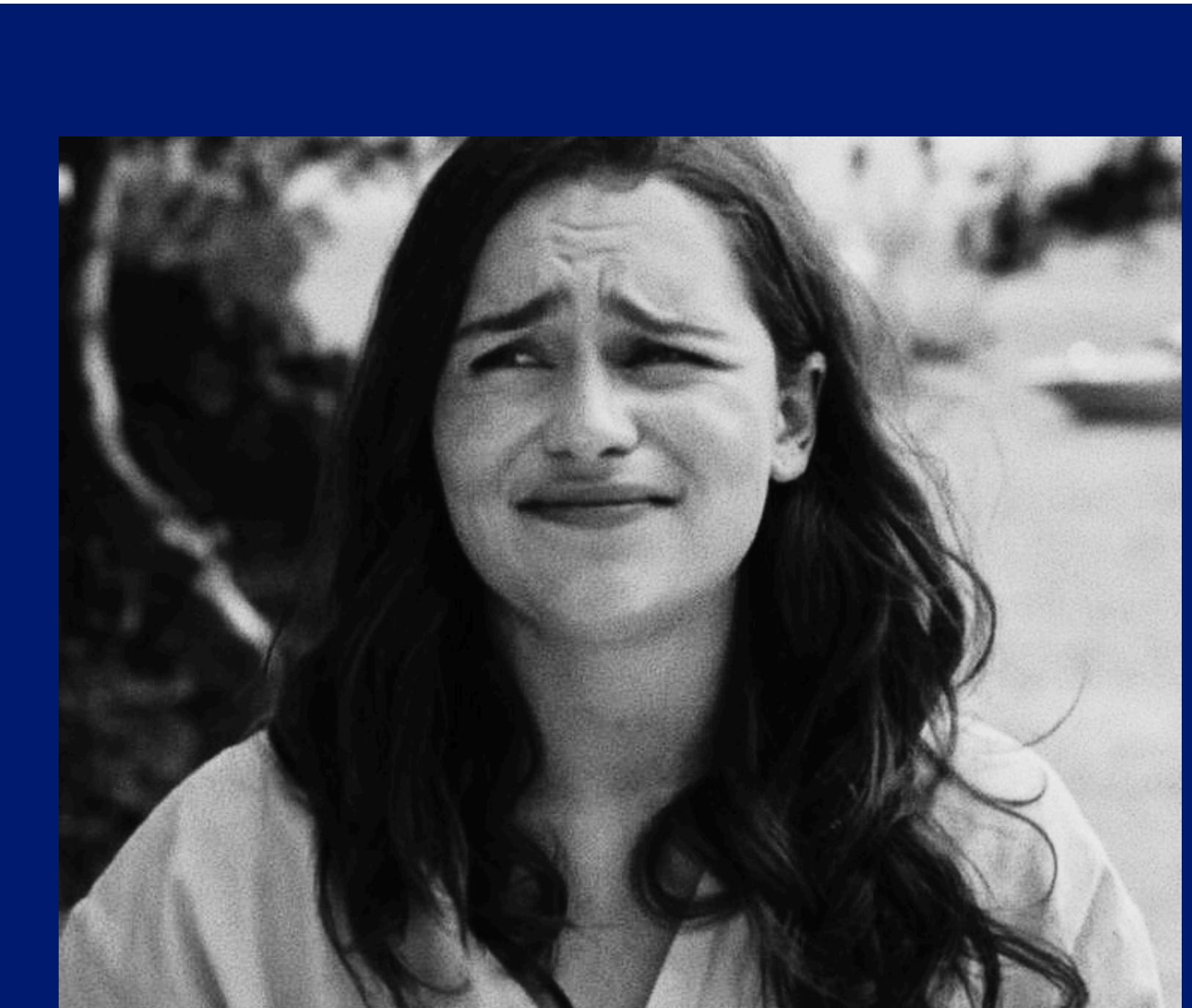
Behaviors that steal money from Arabs!

Many suffer from the absence of an emergency fund or any basic savings, which increases their vulnerability in case of job loss or economic changes — just as is the case in Saudi Arabia and Egypt, where more than 60% of the population remains outside the banking system despite the expansion of digital services.



Who makes the most mistakes?

women suffer from incorrect financial behaviors at a much higher rate than men, with the average gender gap in financial inclusion and literacy amounting to about 22-23% favoring men, reflecting lower levels of knowledge and sound financial behaviors among females (such as not owning bank accounts at a rate of 25.6% versus 64.8% globally).



What attracts people to the idea of financial coaching?

Focusing on and uncovering childhood traumas is one of the most important elements that sparks curiosity in most people and draws them toward financial coaching because they discover that there's a deeper issue behind their financial behavior!

The feeling of a unique human connection reinforces the importance of this first point.

Additionally, major life events such as changing jobs, accumulating debt, or planning for children's education often motivate people to seek this type of support.



Which Arab countries are most interested in financial literacy ?

Saudi Arabia: The Kingdom has shown significant and increasing interest, driven by the government's Vision 2030 initiatives, which aim to diversify the economy and improve citizens' financial well-being.

United Arab Emirates (UAE): The UAE has a high rate of adults with formal financial accounts (88%) and a significant number of education providers for financial topics, indicating both high engagement and the availability of resources. A large proportion of students in the UAE (57%) report enjoying talking about money matters.

Egypt: In a 2012 MasterCard survey, Egypt scored the highest in the overall financial literacy index among Middle Eastern countries, particularly in basic money management skills.





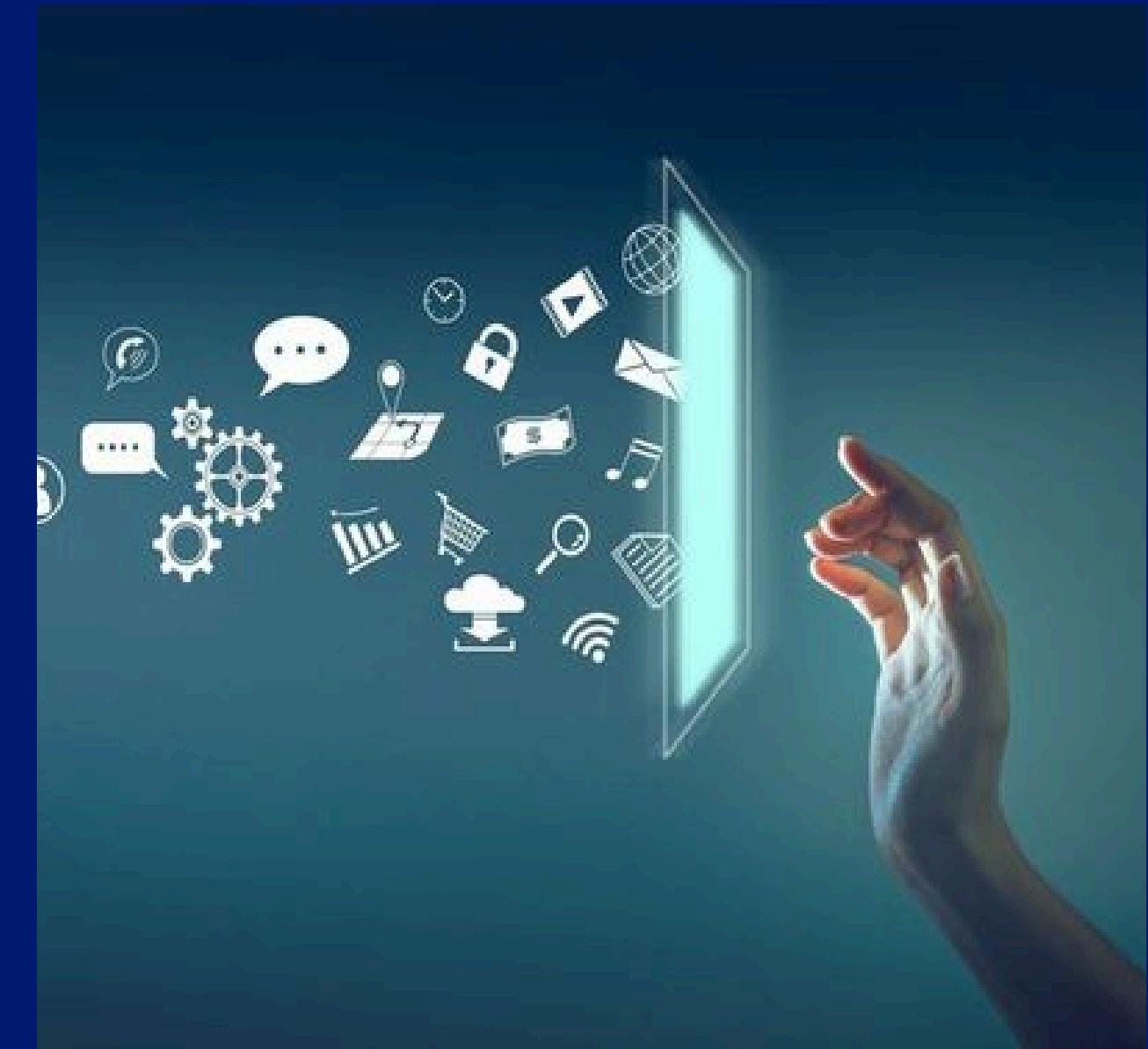
Digital Scanning

Digital Analysis

The most widely used social media platform in Dubai WhatsApp with 79.6%, followed by Facebook 78.7% and Instagram 73.4% .

The most widely used social media platform in Egypt Facebook with 81%, followed by WhatsApp 72% and Instagram 68%.

The most widely used social media platform in Saudi arabia WhatsApp with 87.4%, followed by Instagram 78% and TikTok 71%.





Competitors Analysis

Competitor #1 راشد

Rasheed is a leading Arab platform for financial coaching, covering Egypt, the Gulf, and 19 Arab countries, with over 8,000 trainees. It offers training courses, interactive lectures, consultations, and an ICF-accredited program for preparing financial coaches (CIFC), in addition to the book “Financial Maturity” and tools for budgeting and investing.

Main Services:

- Courses on personal money management, budgeting, saving, debt, and investing (trading, crypto).
- Coaching programs for individuals (6 months, weekly), costing approximately AED 16,528 (AED 9,175 after discount).
- Focus on money behaviors, financial health, and Arab culture.
- Targets middle-income individuals, business owners, and companies aiming to retain their employees.

Active
Library ID: 871703089647966
Started running on 20 Nov 2025
Platforms

Rasheed
Sponsored
Library ID: 871703089647966

إذا حلمت أنك يشتغل طول الشهر... مع ما يشتغل من تجارة
اللتر من شهدى ٥٠ لترى نسبه... مصاليف هنا و هناك، وتجد اياً في نفسى على الصفر كل ما
الشهر يخلص.

الموضوع مش مع "باردة مصرولات" ... الموضوع إنك محتاج تعلم مالية تربط بين العمل
الومنية ونظركه للعمل على العدى الطوفى.

كتاب هيفيغير قواعد اللعبة!
افهم المال، ثم سيطر عليه
لتبني مستقبلك الأفضل.

تعلم ازاي تدير أموالك!

اكتسح الحلقة المفرغة للعادات
السيئة وتعلم عقلية الاتریاع.

Competitor #2

MONEYSMART Financial Literacy Boot Camp

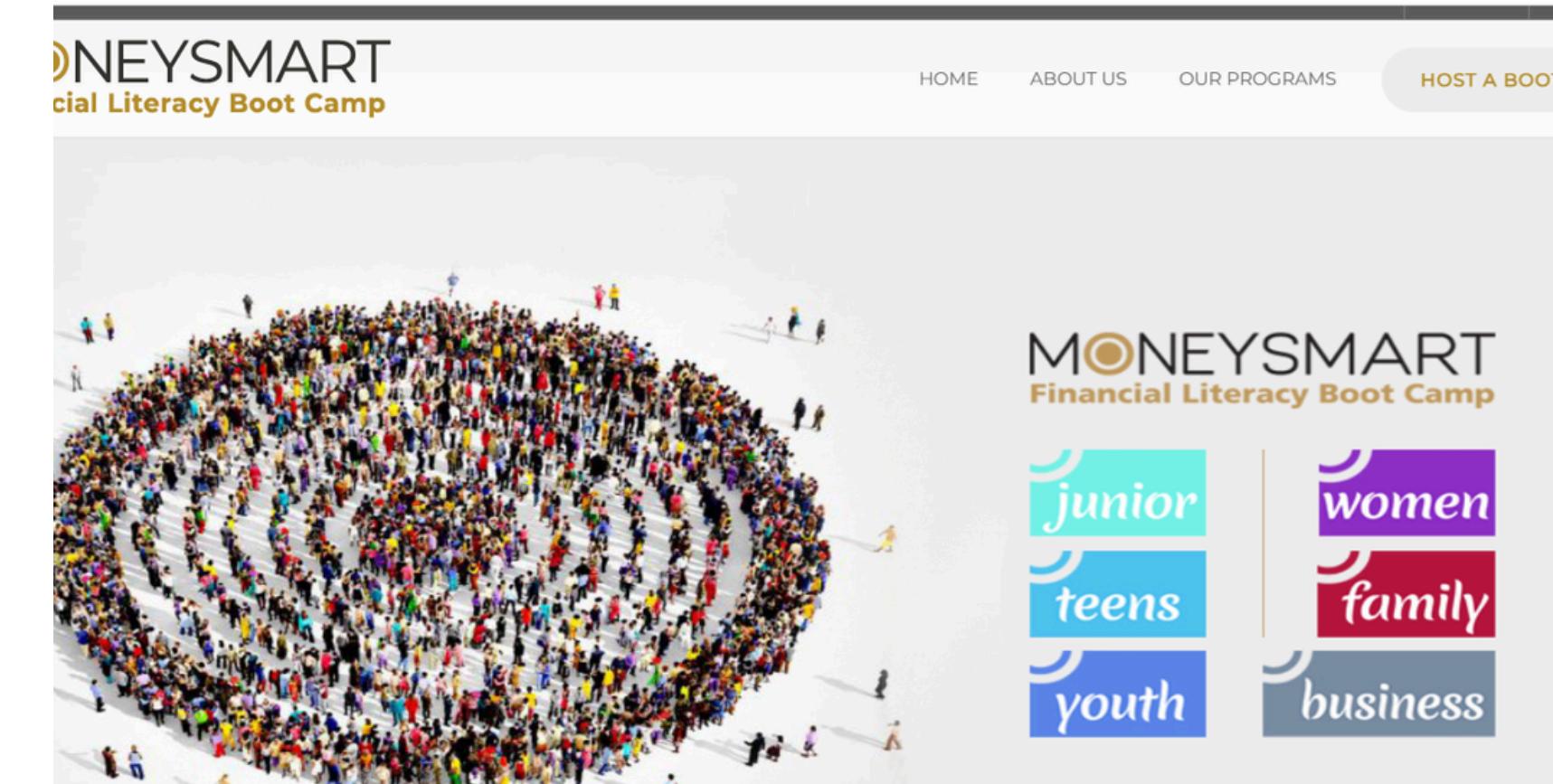
MONEYSMART is a partially non-profit financial education program, an initiative by Eventa, focusing on the Middle East (Lebanon, the Levant, the Gulf, and potentially Egypt through partnerships).

It aims to empower communities with money management skills, a financial mindset, and smart decision-making, linked to Sustainable Development Goals (quality education and decent work).

Main Services:

- Bootcamps and programs:
 - MONEYSMART Family (for couples over 25 to unify their financial mindset)
 - MONEYSMART Women (empowering independent women)
 - MONEYSMART Youth (children aged 7–12)
- Formats: workshops, community sessions, trainer (Champion) programs, partnerships with governmental/private organizations and schools to raise awareness.

Less focus is placed on deep psychological aspects (trauma, EFT). The program is general for beginners, not specialized, targeting an upper-middle-class Egyptian audience. It is mostly free, relying on partnerships.



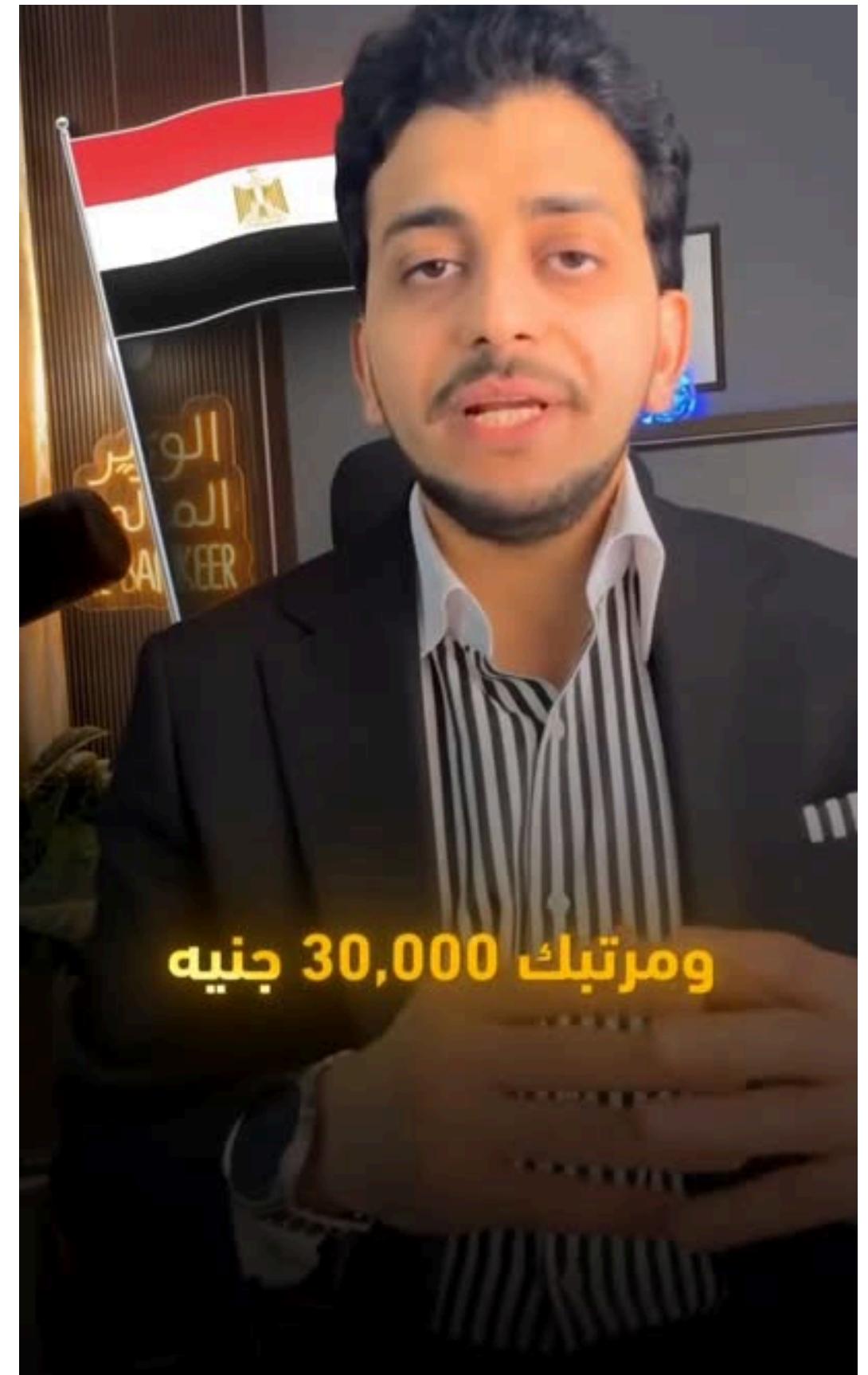
Competitor #3



Provides education and recommendations on stock trading, halal investing (funds, gold), and financial freedom. Promotes paid consultation sessions via WhatsApp (01044664865), with a strong presence on TikTok (150k), YouTube (480k), and Telegram (12k).

Daily Recommendations: trading, stock market, halal investment funds, crypto.

Consultation Sessions: initial free “live” session, followed by paid sessions for personalized analysis and strategies to break out of the “salary cycle.”



Competitor #4



MENA Money Academy is part of MenaMoney/Fintech Robos (based in Bahrain, covering the MENA region). It offers specialized training for the financial industry (wealth management, risk analysis, pension systems, capital markets, insurance, actuarial). It collaborates with international experts (e.g., finance professors/former FRA Egypt head) and focuses on institutions and professionals through live/virtual training (15–25 participants), either customized or general.

Main Services:

- Courses: Wealth Management & Financial Planning (goal-based plans, investment evaluation), risk management, pension investments, derivatives.
- Formats: interactive workshops (on-site/virtual), conferences (e.g., Arab Savings Conference), white-label digital solutions for banks/wealth managers.
- Partnerships: central banks, IMF, World Bank, MENA governments.

The image shows a dark blue background with the MenaMoney academy logo at the top left. Below it, there is Arabic text: "دورات متخصصة في إدارة صناديق التقاعد والضمان الصحي". To the right of the text is a photograph of a stack of coins next to a glass jar filled with coins, with a small sign in front labeled "PENSION".

- ◊ المراجعات الاكتوارية لصناديق التقاعد والضمان الصحي
- ◊ إدارة استثمار أموال صناديق التقاعد والضمان الصحي
- ◊ استراتيجيات الاتصال لصناديق التقاعد والضمان الصحي
- ◊ تصميم وإدارة صناديق التقاعد العامة
- ◊ تصميم استراتيجية مزايا الموظفين لنجاح الأعمال

Competitor #5



Financial
Accountability
Coach

Financial Accountability Coach focuses on financial guidance for women, couples, and female-led startup founders, offering accountability sessions and money mindset resets.

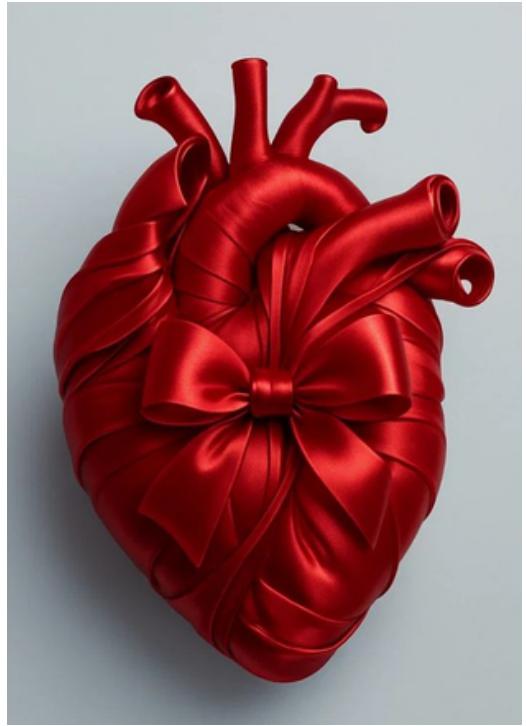
She provides an initial free consultation (30 minutes), one-hour sessions at AED 400, and packages (3 sessions for mindset/goals/startup).

Main Services

- **Accountability Sessions:** Ad-hoc one-hour sessions for budgeting, debt management, savings/investments, and marital assets.
- **Specialized Packages:**
 - **Money Mindset Reset:** 3 sessions to improve your relationship with money
 - **Financial Goal Sprint:** Focused on a specific financial goal
 - **Startup Founder Package:** For female founders

The screenshot shows the website for Financial Accountability Coach. At the top, there's a navigation bar with links for Home, About, Booking, Services, DIY Programs, Blog, and Contact. Below the navigation is a header section featuring the logo (a stylized 'M' with 'EMPOWER YOURSELF' text), the name 'Financial Accountability Coach', and 'Marie Graver, CPA, MBA'. A sub-headline reads 'Financial strategies tailored for women like you.' To the right is a portrait photo of a woman with glasses and a floral blouse. On the far right, there's a sidebar with social media icons for Log In, Instagram, and LinkedIn, and a call-to-action button that says 'Achieve Your Financial Goals' with a smaller text below it: 'with a financial expert that listens'.

Market Gaps



Psychological support

Most competitors focus on “budgeting – saving – investing – debt management,” overlooking psychological support and addressing real mental crises that were a primary cause of their current financial problems.



Changing money behavior, not just financial knowledge

Most competitors focus solely on improving financial knowledge, avoiding the behavioral habits and wrong actions.



Where is the support?

A relationship that ends as soon as the workshop or course is over.

Market Gaps



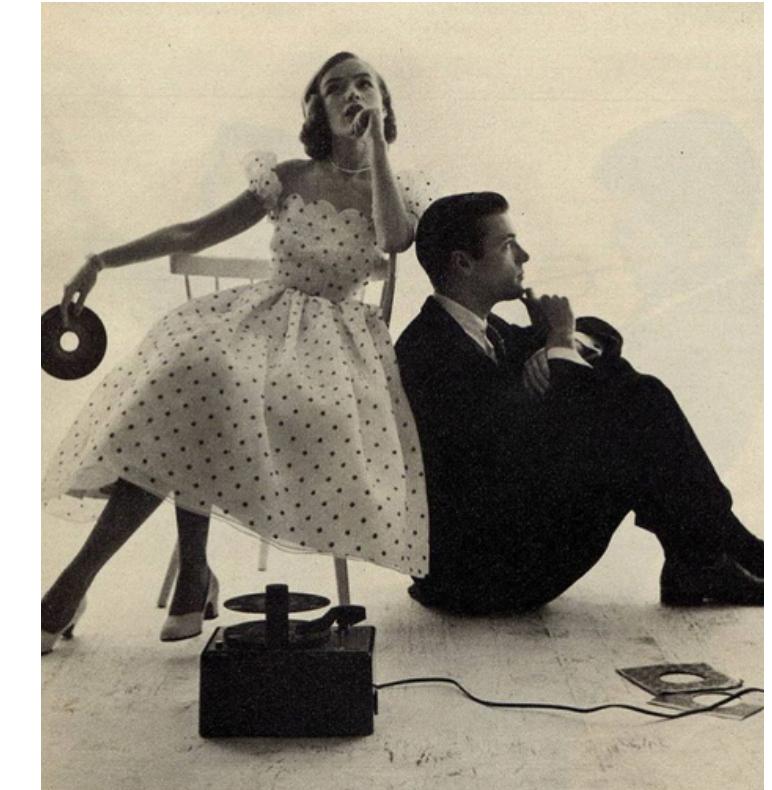
One to one coaching

One-on-one coaching is among the least offered services, despite its importance and the high demand for it.



Females

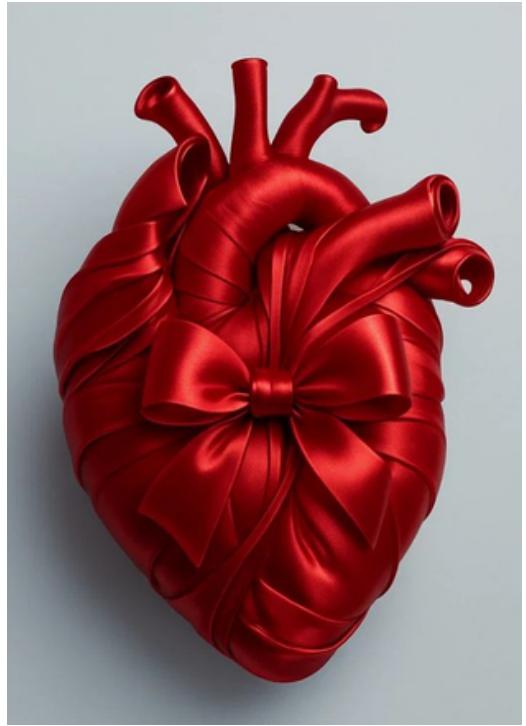
Women, whether homemakers or business owners, generally have greater financial experience and challenges than men in one way or another, and they require more psychological support.



Couple therapy

Financial therapy for couples and modifying their behaviors at the start of their life journey, despite being a recent trend, is overlooked by many competitors.

Market opportunities



Psychological support

Continuous psychological and emotional support is one of the most essential elements we need to emphasize in all our messaging, alongside integrating scientific content.



Changing money behavior, not just financial knowledge

Focus on the importance of changing behaviors, which in turn will enhance knowledge.



Where is the support?

Highlight the strong bond between us and our clients, along with our continuous follow-up with them.

Market opportunities



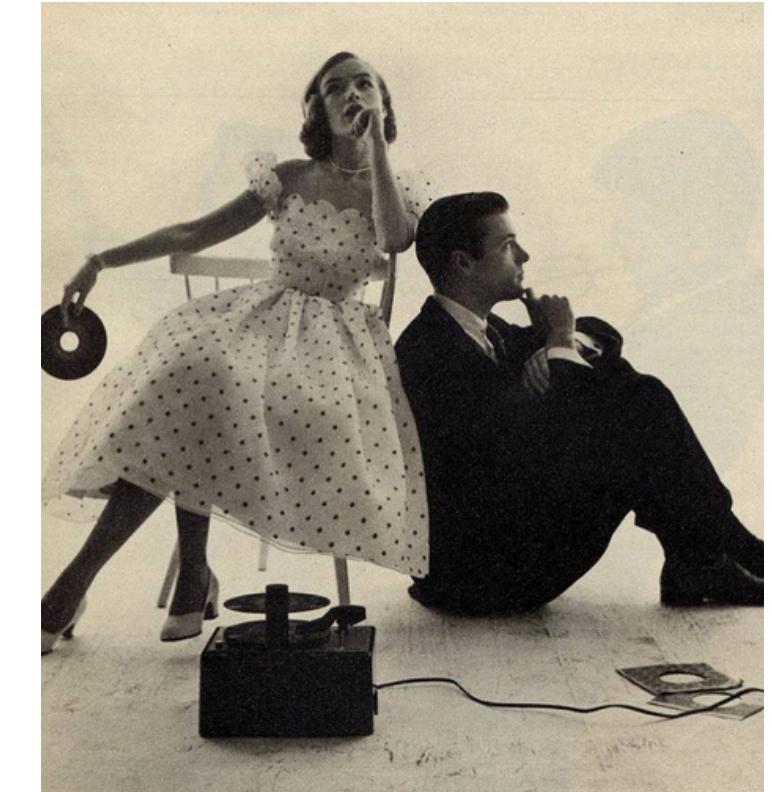
One to one coaching

Focus on workshops and one-on-one courses that emphasize the closeness between us and our clients.



Females

Specialized content and support for women.



Couple therapy

Financial therapy for couples and modifying their behaviors at the start of their life journey, despite being a recent trend, is overlooked by many competitors.



Persona Based on Needs

Who will we focus on?

We will start with the largest audience that is most receptive to development and from whom we can benefit in future workshops and courses.



Persona A "The ambitious risk-taker"

Demographics

- **Age:** 25_45
 - **Gender:** Male
- **Location:** Emirates, Saudi Arabia, Egypt
- **Income Level:** High Class, Middle Class
- **Interests:** Self-development, investing, improving financial status, technology, and following educational content.

Psychographics

Goals:

He is seeking a comprehensive solution to reform his financial behaviors — he wants a radical transformation and a healthy relationship with money.

Pain Points:

- Living paycheck to paycheck despite a good income
- High credit card usage → debt keeps growing
- Anxiety around financial instability and the future
- Impulse spending caused by stress or social pressure
- Lack of clear financial goals and no investment strategy

challenges: Accumulated debt or financial pressure
Difficulty managing expenses vs. income
Lack of clarity regarding long-term financial goals



Persona B "The strong woman who needs support"

Demographics

- **Age:** 25_45
 - **Gender:** Female
- **Location:** Emirates Saudi arabia Egypt
- **Income Level:** High Class, Middle Class
- **Interests:** Self-development, investing, improving financial status, technology, and following educational content.

Psychographics

Goals:

She wants peace of mind + a clear financial plan, seeking to change her financial behavior and reduce the psychological stress associated with money.

Pain Points:

- Overspending on kids, lifestyle, or social expectations
- No real savings → constant fear of emergencies
- Stress from trying to balance family needs with personal desi
- Emotional spending triggered by boredom or frustration
- Depends financially on husband → lacks confidence in manag money
- Worry about children's long-term financial well-being

challenges: Pressure in managing household expenses
Difficulty balancing consumption and savings
Fear of the children's financial future

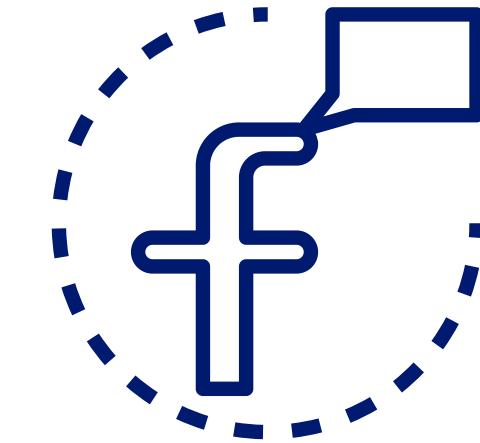
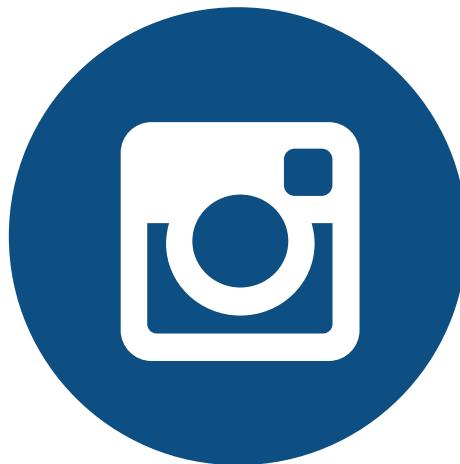


Channels

Website



Meta Platforms





Content Direction

Storytelling

Are you ready to discover the rest of your life script!?

One of the strongest and most powerful motivators that drives any person to take a real step toward changing themselves and improving their life and behaviors is hearing a story similar to their own—about a hero who went through the same traumas, psychological struggles, and life events.

And the more tragic the hero's ending, the stronger the driving force becomes.



If it's just typical self-help talk, you need to run!

There are many courses and workshops where most of the content is foreign, lacking understanding of Arab habits and mindset, and as a result, their solutions are illogical and mostly just talk, making implementation difficult.



Startup Studio

In a startup studio, we'll hear from all the young people with startup projects the part they all lack on the financial side—and with the studio, it will be as if they're in a free consulting session!



Ladies' hidden

Women in high positions, who earn good salaries or even run a startup, need special and emotional support more than anything else, and they feel more reassured when they sense that this content or program is designed specifically for them.



HVCO (High Value Content Offer)

The offline workshop will be one of the most important offers we can focus on at the beginning. First, it will create a highly valuable real-life interaction space, and it will help us close leads much faster than usual. It could be free for a large number of attendees, or offered at a simple/affordable price.

Suggested Names for persona 1 :

Break the Hidden Money Barriers

From Stuck to Wealthy

Suggested Names for persona 2:

Beauty & The Budget

Glow Up Your Wallet



Persona A-B

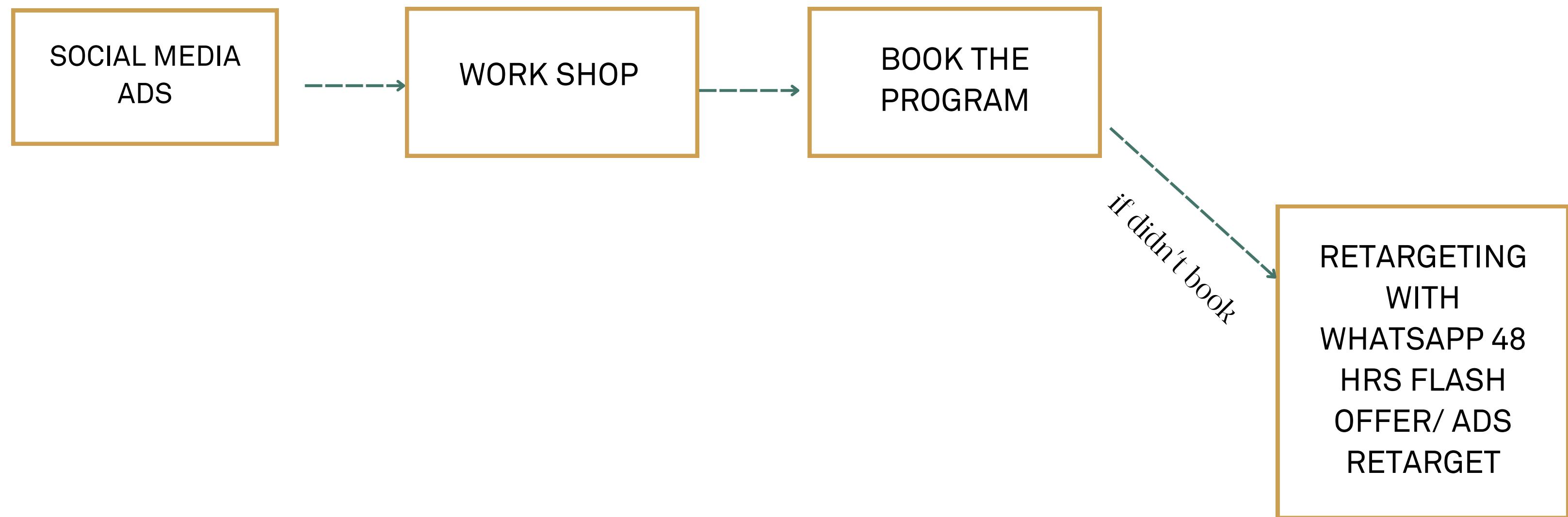
HVCO (High Value Content Offer)



- AD COPY
- OFFLINE-ONLINE WORK SHOP
- BASED ON THE RESULTS THERE WILL BE A COURSE TO COMPLETE THE SEQUENCE
- WHATSAPP / EMAIL MOTIVATIONAL AND INFORMATIONAL MSGS

Persona A-B

Marketing Funnel



Imagination For the landing Page

Head line:

Beauty & The Budget

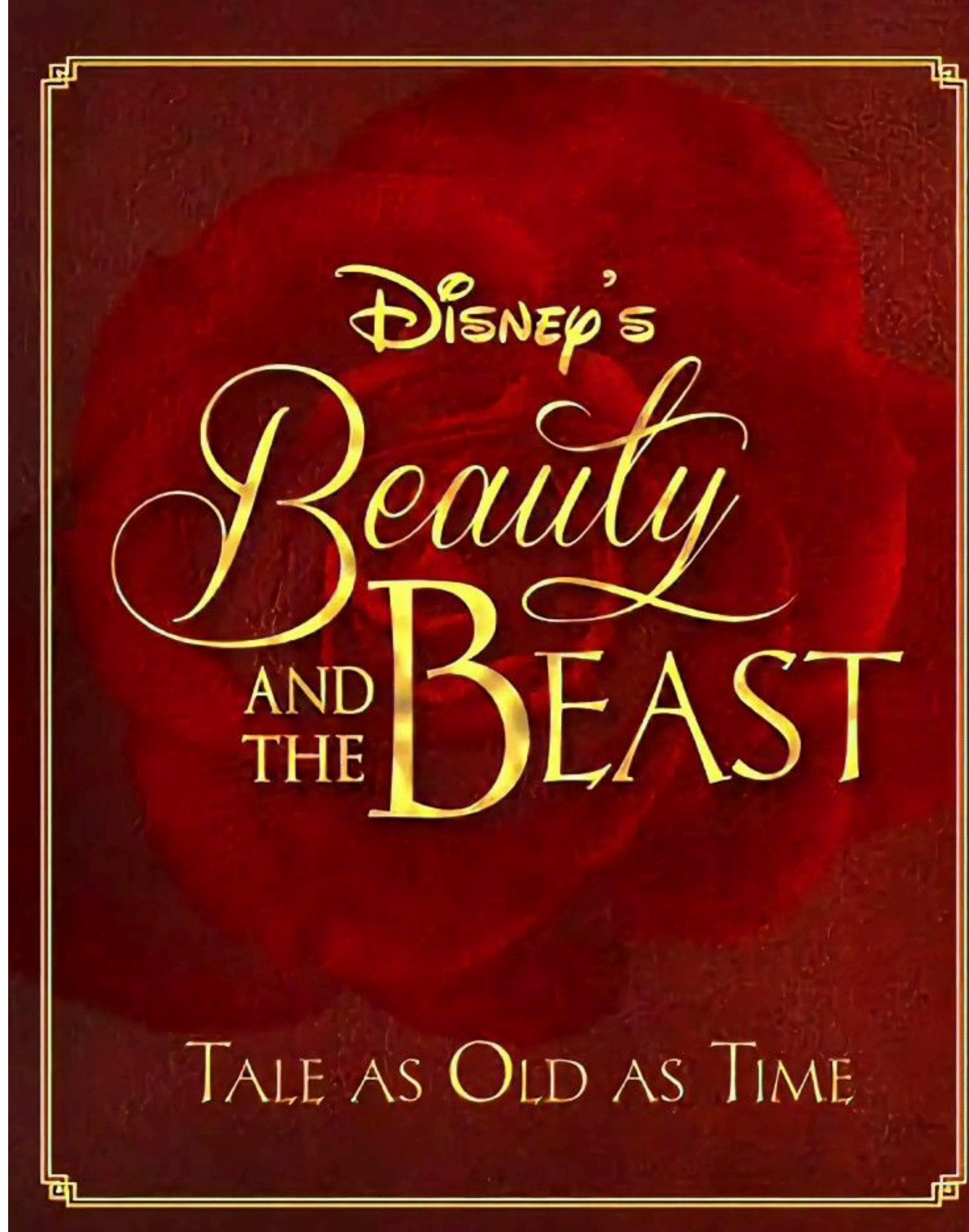
نظمي فلوسك... وخلّي متجرك يلمع!

Sub Headline:

ورشة عملية مخصصة ل أصحاب المتاجر الإلكترونية تساعدك تتحكمي في مصاريف مشروعك الشخصي والمهني... بدون ضغوط أو ارتباك مالي.

Core Message:

The style of the page here will focus on the idea of beauty and the budget, taking the vibe of that movie. It will show how financial management can feel overwhelming and huge for us as women, but with wisdom and organization, some behaviors can change. The workshop will be the starting point for this.





Webinar landing Page

Headline:

فخ المجهود بلا عائد

Description:

ويinar موجّه لصاحبات الأعمال في الإمارات لفهم جذور فخ المجهود بلا عائد. وكيف يبدأ الأمان المالي من الداخل قبل الأرقام ستخرجين بخريطة واضحة لما يحدث. وما الذي يتغير. وخطوة أولى عملية قابلة للتطبيق

Hook:

تعملين كثيراً. وتنجزين كثيراً. ثم تكتشفين أن دخلك لا يكافئك ليس لأنك لا تعرفين التخطيط بل لأن هناك نمطاً خفيّاً يديرك قراراتك تحت الضغط



Webinar landing Page

Headline:

من مجهد كبير إلى عائد يليق

Description:

ويinar لصاحبات الأعمال في الإمارات
ننتقل فيه من لغة اللوم إلى لغة الفهم
كيف تكون أنماط المال. ولماذا تتكرر نفس القصة حتى مع تحسن
الدخل
وكيف تبدئين بناء أمان مالي ينعكس على قراراتك وعائدك

Hook:

مجهدك كبير. لكن العائد لا يواكبك
المشكلة غالباً ليست في قلة المجهود. ولا في قلة المعرفة
المشكلة في نمط داخلي. يصنع قرارك المالي. ويسحب العائد دون
أن تشعرى



THANK YOU...

For Your Attention



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