

MAD WOMEN

REDISCOVER
FUJIFILM



MEET THE TEAM



CHAEWON



MARIANA



SYBILLE



TASNIM



SHOUQ



KARA

Director
Chaewon An

Senior Editor
Mariana Monsalve Lopera

Senior Copywriter
Sybille Teteri

Digital Content Creator
Kara Dauletkanova

Head of Strategy
Tasnim Bouziane

Social Media Manager
Shouq Al-Mousawi

All material copyright (c). All rights reserved. This publication may not be reproduced or transmitted in any form, in whole or in part, without the express written permission of Mad Women. Disclaimer: While every effort is made to ensure the information in this plan book is correct, changes can occur which affect the accuracy of the copy.

We are **MAD WOMEN**, a team of six skilled creatives who push boundaries and deliver exceptional work. Our name reflects our fearless approach to solving problems and bringing fresh perspectives. Our passion fuels our creativity, and our boldness transforms ideas into unforgettable experiences.

DESCRIBE THIS PROJECT! ★

exciting with a kick (in the face)

Chaewon

challenging yet rewarding

Sybille

it was all thanks to team work

Mariana

Mad women make mad work!

Tasnim

i love you guys

Kara

there was no time to cry about this

Shouq

MAD WOMEN



CONTENTS

PART A

EXECUTIVE SUMMARY 02

SITUATION ANALYSIS 04

Company Analysis	08
PESTELE Analysis	09
Market Analysis	12
SWOT Analysis	13
Consumer Analysis	15
Competitive Analysis	16
Product Analysis	17
Where We Stand	22
Primary Research & Insights	28

CAMPAIGN OBJECTIVE 26

TARGET AUDIENCE 30

Segmentation	31
Targeting	32
Positioning	32
Personas	33

Part B

CREATIVE STRATEGY 36

Big Idea & Tagline	37
Posters	42

CREATIVE EXECUTION 47

Social Media Strategy	49
Content Plan	59
Influencer Marketing	55
PR	67
Activations & Events	69

MEDIA PLAN & BUDGET 73

Media Plan	75
Media Budget	76

CAMPAIGN KPIS 80

REFERENCES 84

PART A

EXECUTIVE SUMMARY





02



Campaign Objective:

The "Capture Your World in Action" campaign by Fujifilm aims to revive the brand's presence in Qatar by showcasing the exceptional capabilities of Fujifilm cameras, particularly in capturing dynamic, high-action scenes. The campaign aims to have people rediscover Fujifilm, encouraging them to explore our versatile products. One crucial element is to develop a Fujifilm Qatar website.

Strategic Approach:

The "Capture Your World in Action" campaign is designed to reintroduce and reposition Fujifilm within the Qatari market under the creative theme "Rediscover Fujifilm." This theme underscores the versatility of Fujifilm cameras as ideal for both hobbyists and professionals, moving beyond the popular perception of Fujifilm primarily as the maker of Instax cameras. The campaign aims to highlight Fujifilm's distinctive coloring reproduction and suitability for any occasion through vibrant, emotional storytelling and a blend of classic design with cutting-edge performance.

The campaign includes the production of three distinctive posters, social media content, activations and a television commercial (TVC) to create eye-catching advertisements that stand out to viewers:

- Posters: These feature illustrated scenes of Qatari life, detailed depictions of camera components, and emotional family moments captured through the lens of a Fujifilm camera.
- TVC: The TVC narrates the journey of a professional photographer using Fujifilm cameras in a variety of settings—from professional photoshoots to casual everyday moments. Each scene showcases the cameras' exceptional ability to capture authentic, crisp moments, emphasizing their adaptability and broad appeal.
- Social Media Content: Through targeted and interactive content, we aim to build community, foster user-generated content, and strengthen brand loyalty, ultimately converting followers into brand advocates.
- Activations: We enhance our market presence through key activations such as film festivals and specialized workshops. These events serve as platforms for direct engagement, showcasing Fujifilm's capabilities in real-world settings and reinforcing our commitment to both the art and the community of photography.

Expected Outcomes:

Through these visual and narrative elements, the campaign seeks to create a cohesive visual identity that resonates deeply with the audience, reinforcing Fujifilm's unique market position. The ultimate goal is to ignite their curiosity about what Fujifilm has to offer and position the brand as the go-to choice for photographers who value photography as a way of capturing moments that matter. By leveraging this strategic approach, Fujifilm aims to inspire the audience, enhance brand awareness, increase traffic on the Fujifilm website and drive a new wave of engagement and loyalty towards the brand.

SITUATION ANALYSIS





06

FUJIFILM

Value from Innovation



FUJIFILM is a Japanese multinational conglomerate that specializes in various products and services, including photography, imaging, and information technology. Here are some key points about Fujifilm:

History Fujifilm was originally founded in 1934 as Fuji Photo Film Co., Ltd. The company has a rich history in the photography industry, producing photographic films, cameras, and other imaging-related products.

Diversification: While Fujifilm is widely known for its presence in the photography and imaging industry, it has diversified its business over the years. The company is involved in the production of medical imaging and diagnostics equipment, graphic arts supplies, optical devices, and various other products and services.

Digital Imaging: In response to the digital revolution, Fujifilm shifted its focus from traditional film to digital imaging technologies. The company has developed a range of digital cameras, printers, and imaging solutions.



“Fujifilm is like the cool grandpa of cameras.”

Yazid (one of our interviewees)

PESTELE ANALYSIS

What are the environmental factors influencing Fujifilm Qatar?

POLITICAL

In Qatar, Fujifilm benefits from a stable political environment, providing a solid foundation for its operations. Government policies concerning business and trade, the presence of favorable trade agreements and robust international relations all foster a conducive business landscape



ECONOMIC

The region's strong consumer purchasing power and spending patterns offer ample opportunities for the company to market its products effectively. Moreover, the monitoring of inflation rates helps in managing pricing and costs effectively, ensuring Fujifilm remains competitive in the market, while maintaining profitability.



SOCIAL

Fujifilm's success in Qatar is influenced by cultural preferences favoring photography and imaging. Consumer attitudes towards technology and innovation shape market demand, with social media trends playing a significant role in shaping photography and imaging culture.



TECHNOLOGICAL

The widespread adoption of digital technologies in Qatar signals a shift away from traditional film, presenting both challenges and opportunities for Fujifilm's market strategies.

ENVIRONMENTAL

In Qatar, increasing consumer awareness and demand for eco-friendly products shape the company's strategies. Fujifilm remains committed to minimizing its environmental footprint through dedicated efforts and initiatives.



LEGAL

Fujifilm in Qatar adheres to employment laws impacting its workforce, ensuring compliance with local business regulations. The company maintains the standards for product safety and quality, prioritizing consumer satisfaction and regulatory compliance.

ETHICAL

Fujifilm demonstrates a commitment to corporate social responsibility through ethical sourcing and production practices. The company actively engages in community development and supports various social causes, exemplifying its dedication to making a positive impact beyond profit.





MARKET ANALYSIS

How's the Qatari market
for Fujifilm?

Fujifilm faces a significant market opportunity for its cameras in Qatar and the Middle East due to the region's growing demand for high-quality imaging products. The area hosts numerous young people interested in photography and social media, while cultural events like festivals and exhibitions offer opportunities for photographers to attract new customers (Fujifilm Middle East, n.d).

The global cinema camera market is expected to expand from \$302.9 million in 2023 to \$454.2 million by 2030, with a CAGR of 6.0% (Fortune Business Insights, 2023). The rising demand for high-quality imaging, particularly among young people, and the integration of camera technologies with digital platforms such as social media and OTT (over-the-top) services are driving market growth and creating new opportunities for companies offering innovative and high-quality products and services.

Fujifilm has a strong market presence in Qatar and the Middle East, selling its cameras through authorized dealers, retail stores, and online marketplaces. The company partners with local distributors and retailers to expand its reach and market share (Fujifilm Middle East, n.d). Fujifilm's target audience in the region includes young people, particularly those interested in photography and social media. The company specifically targets Generation Z and Millennials in its marketing campaigns, encouraging creativity and self-expression. Fujifilm's presence in the region is further strengthened by collaborations with local companies and organizations (Fujifilm Middle East, n.d).

SWOT ANALYSIS

Let's dissect Fujifilm
in Qatar.

STRENGTHS

FujiFilm's renowned reputation for top-notch imaging gear gives them a leg up in Qatar's market, where brand recognition is key. Their dedication to research and development produces innovative products, attracting tech-savvy consumers in the country. FujiFilm effectively meets diverse needs in Qatar by offering a wide array of imaging solutions ranging from cameras to medical equipment and printing solutions. By teaming up with local distributors, they can solidify their presence and expand their reach in the market.

WEAKNESSES

FujiFilm may face challenges in gaining significant market share in Qatar, where competitors may have already established strong footholds in the imaging industry. Cultural differences and preferences in Qatar may require customized marketing strategies and product adaptations, which could increase operational complexities.



OPPORTUNITIES

Qatar's economy is on the rise, driven by sectors like construction, tourism, and healthcare, offering FujiFilm an opportunity to tap into increasing consumer spending on imaging products. People also have good disposable income. Qatar's rapid adoption of digital technology means FujiFilm can offer digital imaging solutions to meet the growing demand for digital photography and printing services. Moreover, Qatar has one of the highest internet penetration rates in the region.

THREATS

FujiFilm in Qatar faces a landscape marked by economic volatility influenced by regional tensions and fluctuations, potentially impacting consumer spending patterns and business operations. Moreover, the competitive arena poses a significant challenge, with local and international players such as Sony and Canon. To compound matters, rapid technological advancements and the emergence of new competitors necessitate FujiFilm's constant innovation and adaptability strategies to maintain its market position amidst evolving consumer preferences and industry dynamics (Fernfort University, 2024).

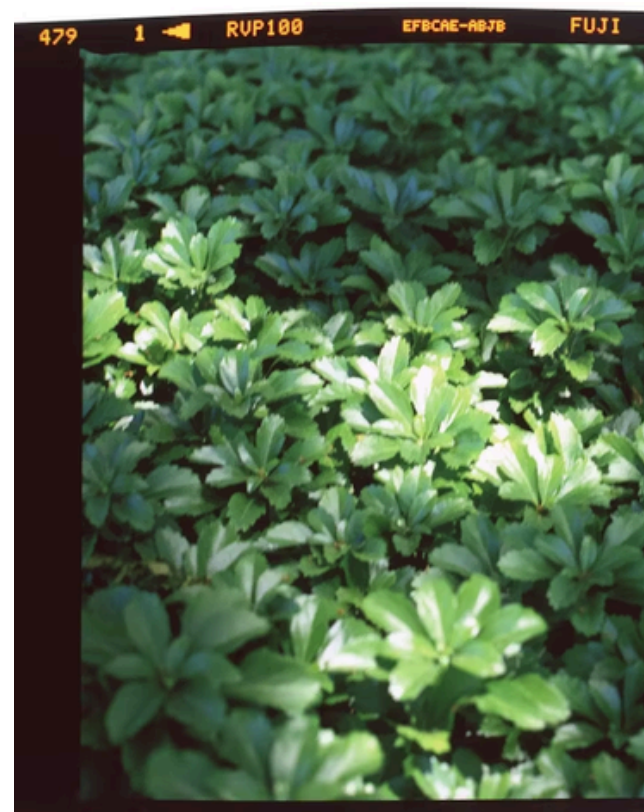


CONSUMER ANALYSIS

Demographic Fujifilm Qatar's primary target audience is males and females between the ages of 18 to 45 who are residents or citizens of Qatar.

Psychographic Fujifilm customers are deeply invested in **creativity** and artistic expression, spanning from amateur to professional photographers, artists, and individuals passionate about visual storytelling. They possess a tech-savvy mindset and are drawn to **innovation**. Quality craftsmanship, meticulous attention to detail, and reliability are highly valued by this demographic. Embracing retro aesthetics and vintage style, they appreciate the tactile experience of using cameras as part of their creative process.

Behaviorgraphic Fujifilm consumers frequently purchase new camera models and accessories, showcasing **brand loyalty** driven by product quality, reliability, and reputation. They conduct research, test cameras, and engage with photography-related content online, including tutorials and reviews. Some use Fujifilm cameras for casual or professional photography, becoming brand advocates. Additionally, they invest in accessories like lenses and filters to enhance their experience.



COMPETITOR ANALYSIS




In Qatar's competitive imaging market, Fujifilm faces notable rivals such as Sony, Canon, and Nikon, renowned for their cutting-edge technology and extensive product offerings. However, Fujifilm distinguishes itself with a unique blend of modern technology and retro-inspired design, setting it apart from competitors. The company's lineup of cameras, including the sought-after X-Series Mirrorless Cameras and Instax instant printers, appeals to photographers seeking a nostalgic shooting experience combined with contemporary functionality (Butler, 2023).

Additionally, Fujifilm contends with budget-friendly alternatives sought by consumers, such as the Ricoh GR 3, Leica Q2, and Panasonic Lumix. While these alternatives offer affordability, Fujifilm maintains a robust presence in the Qatari market, boasting three dedicated stores and widespread availability through Fnac and various online platforms. While brands like Sony, Canon, and Nikon dominate the global electronics and imaging sectors, Fujifilm's unique identity and diverse product offerings ensure its prominence in the Qatari market, supported by its iconic film products and innovative camera designs (Wiszniewska, 2023).

PRODUCT ANALYSIS





Fujifilm stands out in the camera industry for its unique blend of intuitive design, continuous improvement, and innovative approach. The retro-inspired controls of Fujifilm's cameras not only offer a neat aesthetic but also provide photographers with easy access to exposure parameters, enhancing the shooting experience. Unlike some manufacturers who prioritize releasing new models, Fujifilm invests significant effort in upgrading existing cameras through firmware updates, ensuring users benefit from new features and enhancements over time. Moreover, they dared to be different by building their camera lineup around APS-C sensors with retro-inspired controls, defying industry trends focused on full-frame cameras. This bold approach and innovative features like film simulations have garnered Fuji respect and a loyal following among photographers.

Additionally, Fujifilm's expansion into medium format cameras with offerings like the GFX series demonstrates its commitment to accessibility and innovation, providing high-resolution and versatile options at competitive price points. Overall, Fujifilm's dedication to continuous improvement, versatile camera systems, and unique design philosophy have cemented its position as a respected and beloved brand in the industry, catering to both professionals and enthusiasts alike.

Brand Strengths:

Fujifilm boasts innovative technology, utilizing renowned Fujinon lenses popular in various industries. Its affordability, facilitated by mass production of high-end products like NANO CUBIC technology, ensures accessibility to a wide consumer base. Additionally, Photocentre, Fujifilm's exclusive dealer in Oman since 1984, fosters a solid and trusted relationship with customers. The brand's award-winning products further underscore its technological prowess and design excellence (UKEssays, 2018).

Unique Value Proposition:

Fujifilm's cameras strike a balance between innovative technology and affordability, offering value for money to consumers. The Instax Mini series provides instant gratification, allowing users to print and share photos instantly, while the Creator program fosters a sense of community among artists and storytellers (UKEssays, 2018; Fujifilm Middle East, 2023).

Opportunities for Growth:

Expanding the instant camera market in Qatar presents a promising avenue for Fujifilm, leveraging the success of the Instax Mini series. Educational initiatives in partnership with local institutions can promote photography and filmmaking, enhancing brand awareness and customer loyalty. Collaborations with local artists offer an opportunity to showcase unique content, attracting new customers and engaging existing ones.

**COMPARED TO
OTHER BRANDS**

**Sleek Well-Crafted Designs
Manual Exposure Controls
Color Science
Film Simulation Modes**





WHERE WE STAND

INNOVATION & SUSTAINABILITY ★



Fujifilm, renowned for its commitment to innovation and sustainability, has been making significant strides towards creating a healthier and more sustainable society. This dedication is vividly portrayed in their comprehensive sustainability report of 2018. Embracing the ethos of open innovation, the company actively fosters collaborative endeavors with its business partners, leveraging its technical prowess and core technologies, as highlighted in the recent Fujifilm report of 2024.

COMMUNITY ENGAGEMENT ★



In an effort to deepen its engagement with the community, Fujifilm Middle East has initiated the Fujifilm Creator Program, tailored to empower local photographers and filmmakers. This program not only cultivates a vibrant community among users but also demonstrates Fujifilm's commitment to nurturing local talent. By extending invitations for participation from countries across the Middle East and Africa, including Qatar, Fujifilm is actively fostering a culture of creativity and collaboration.



PRODUCT LAUNCHES & EVENTS ★



Fujifilm Middle East consistently supports product launches, collaborating with artists and storytellers to produce meaningful work, mirroring the ethos of the global Fujifilm X-Photographer program. Their involvement in events further underscores their commitment to engaging with their audience and promoting their latest innovations.



SURVEY KEY INSIGHTS

51%

are 'slightly familiar' with the range of Fujifilm products while **24%** are 'not familiar'

22%

prefer Fujifilm, while **43%** prefer Canon and **26%** prefer Sony

84%

people share their photography on social media



INTERVIEW QUOTES

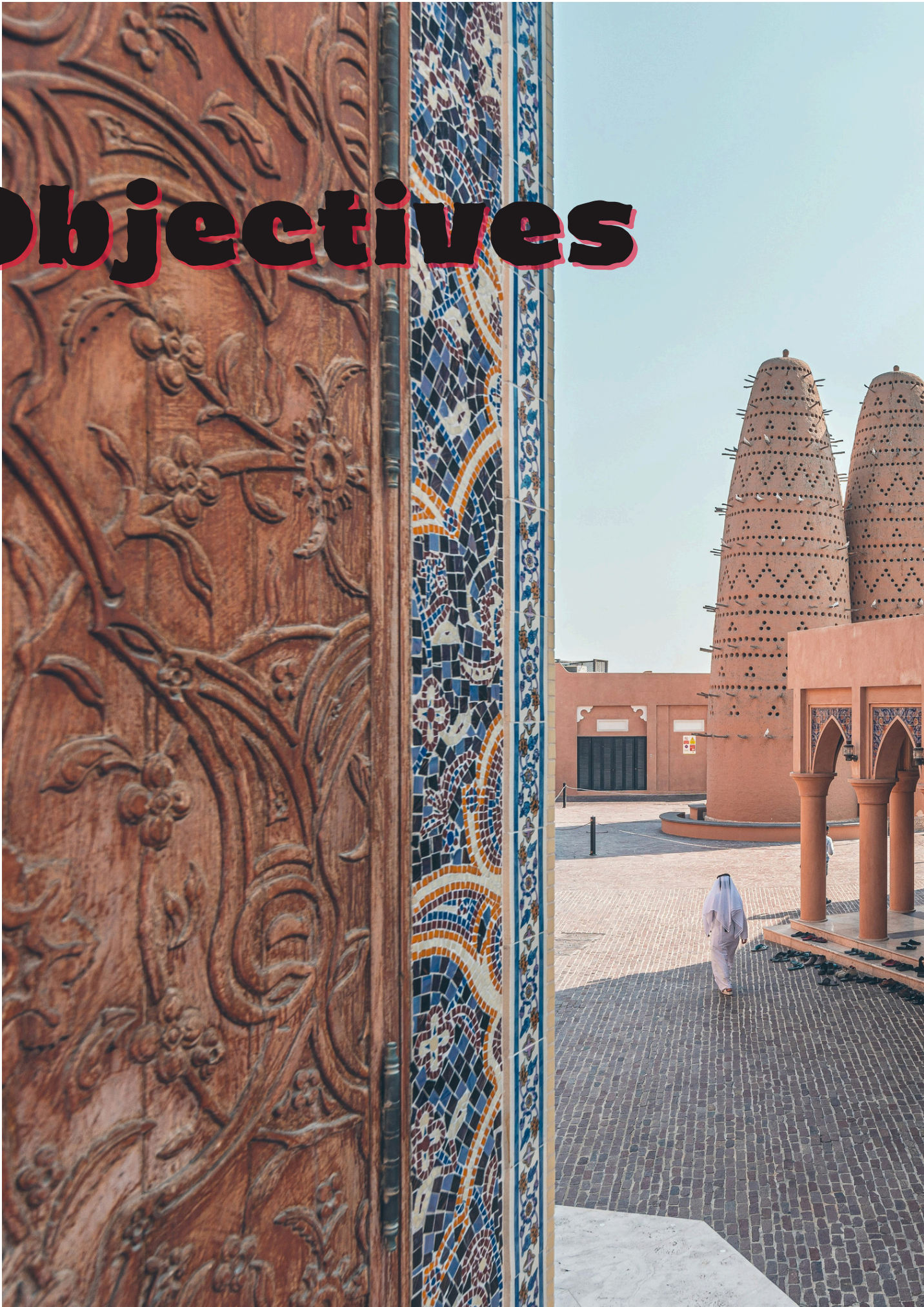
“Fujifilm photos tell stories through the camera’s texture and brand’s authenticity.”

“Fujifilm presents depth of the qualities that are not replicable like depth of field and colors.”

“Photography is about capturing memories, emotions, and feelings.”

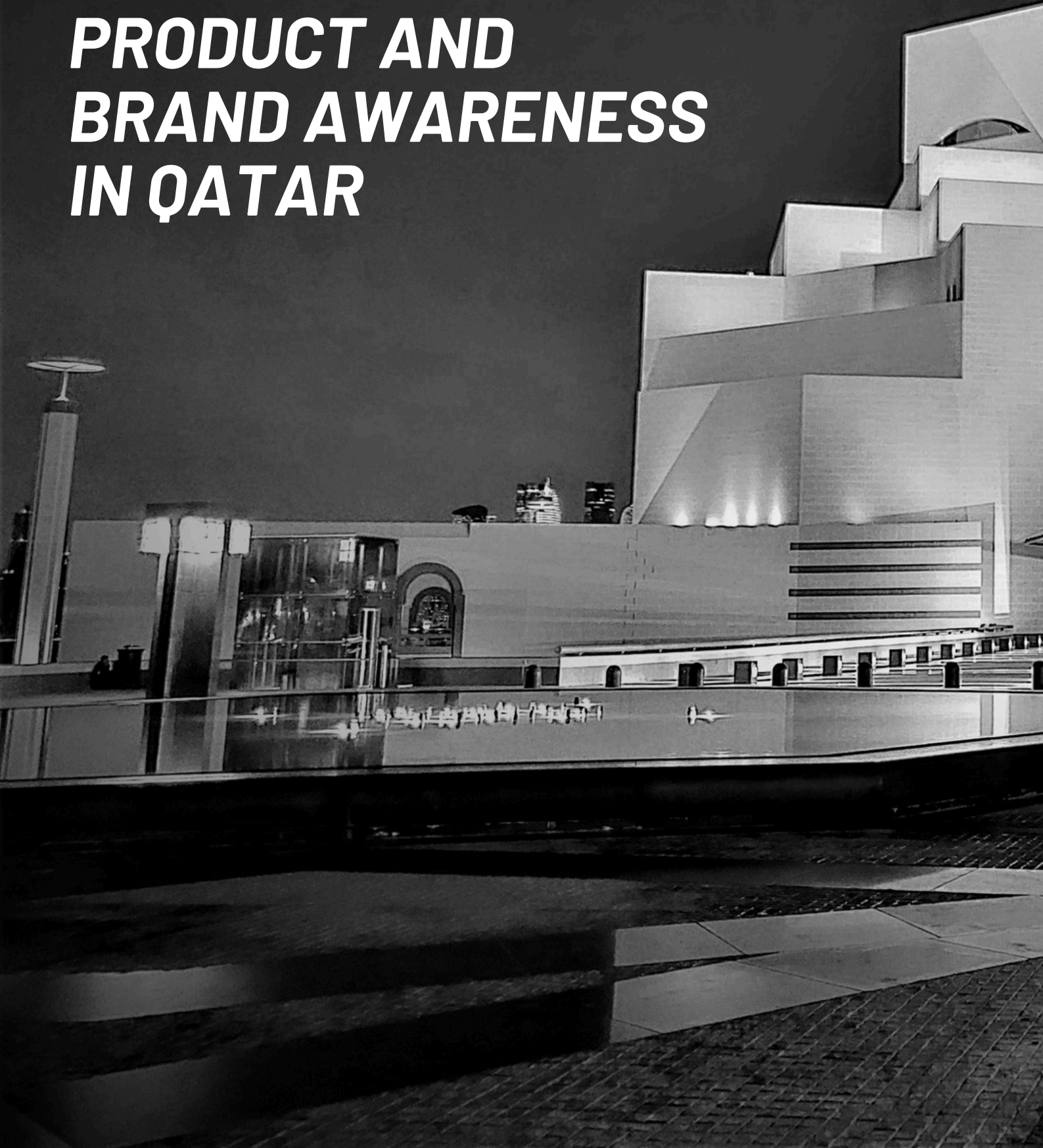


Objectives





**OUR CAMPAIGN
OBJECTIVE IS
TO INCREASE
PRODUCT AND
BRAND AWARENESS
IN QATAR**





TARGET AUDIENCE





SEGMENTATION

Demographic Segmentation:

- Age: Focused primarily on young adults and professionals between the ages of 18–35, who are typically more engaged with technology and digital trends.
- Nationality: Targeting both locals and expatriates in Qatar, adapting campaign materials to cater to a culturally diverse audience.

Psychographic Segmentation:

- Interests and Lifestyle: Targeting individuals who are passionate about photography, whether as a hobby or a semi-professional pursuit. This includes those who appreciate the artistry behind photography and those who use photography to express their creative visions.

Behavioral Segmentation:

- Usage Patterns: Segment audiences based on how frequently they engage in photography (daily, weekly, monthly) and their preferred devices (smartphones, digital cameras).
- Engagement Level: Identifying enthusiasts who actively seek information on photography techniques, and new camera technology, or participate in photography communities online and offline.

Technological Segmentation:

- Device Preference: Focusing on users who prefer digital cameras for their photography needs, particularly those interested in upgrading to high-quality equipment that offers advanced features.



TARGET AUDIENCE

Our primary target audience includes individuals aged 18–35 in Qatar who are passionate about photography.

This demographic comprises avid hobbyists and aspiring professionals, who value superior image quality and the emotional impact of capturing and sharing unique perspectives. They are active on social media platforms like Instagram and YouTube, where visual content is prominent.

POSITIONING

Fujifilm appeals to photography enthusiasts who value both art and technology.

Our campaign, "Capture Your World in Action," highlights Fujifilm cameras' ability to keep up with dynamic lifestyles and enhance the photography experience.

With high-quality imaging, user-friendly features, and innovative technology, Fujifilm positions itself as the ideal choice for those who cherish vivid, expressive photography. This is communicated through targeted marketing strategies showcasing superior performance in diverse environments and the ability to capture meaningful moments.



PERSONAS



28-year-old Jordanian working as a marketing manager in Doha

Interests: Photography, traveling, fashion, social media

Photography: Hobby-level, basic knowledge of photo editing, admires professional photography, and is willing to learn more

Social Media Presence: Active on Instagram, TikTok and follows photography accounts



24-year-old Qatari working as a freelance photographer

Interests: Photography, nature, vlogs

Photography: Professional-level, advanced knowledge of cameras, enjoys sharing his work on social media

Social Media Presence: Active on Instagram, TikTok, and YouTube





**FLIP PAGE
FOR MAIN
EVENT**

PART B

CREATIVE STRATEGY





REDISCOVER FUJIFILM:

Capture Your



World in Action

JOIN US IN CAPTURING MEMORIES THAT TRULY LAST A LIFETIME.

We aim to inspire those who cherish the art of photography and treasure life's precious moments to discover the magic of Fujifilm cameras. Let Fujifilm be a part of your story as you preserve moments with exceptional quality and authenticity.

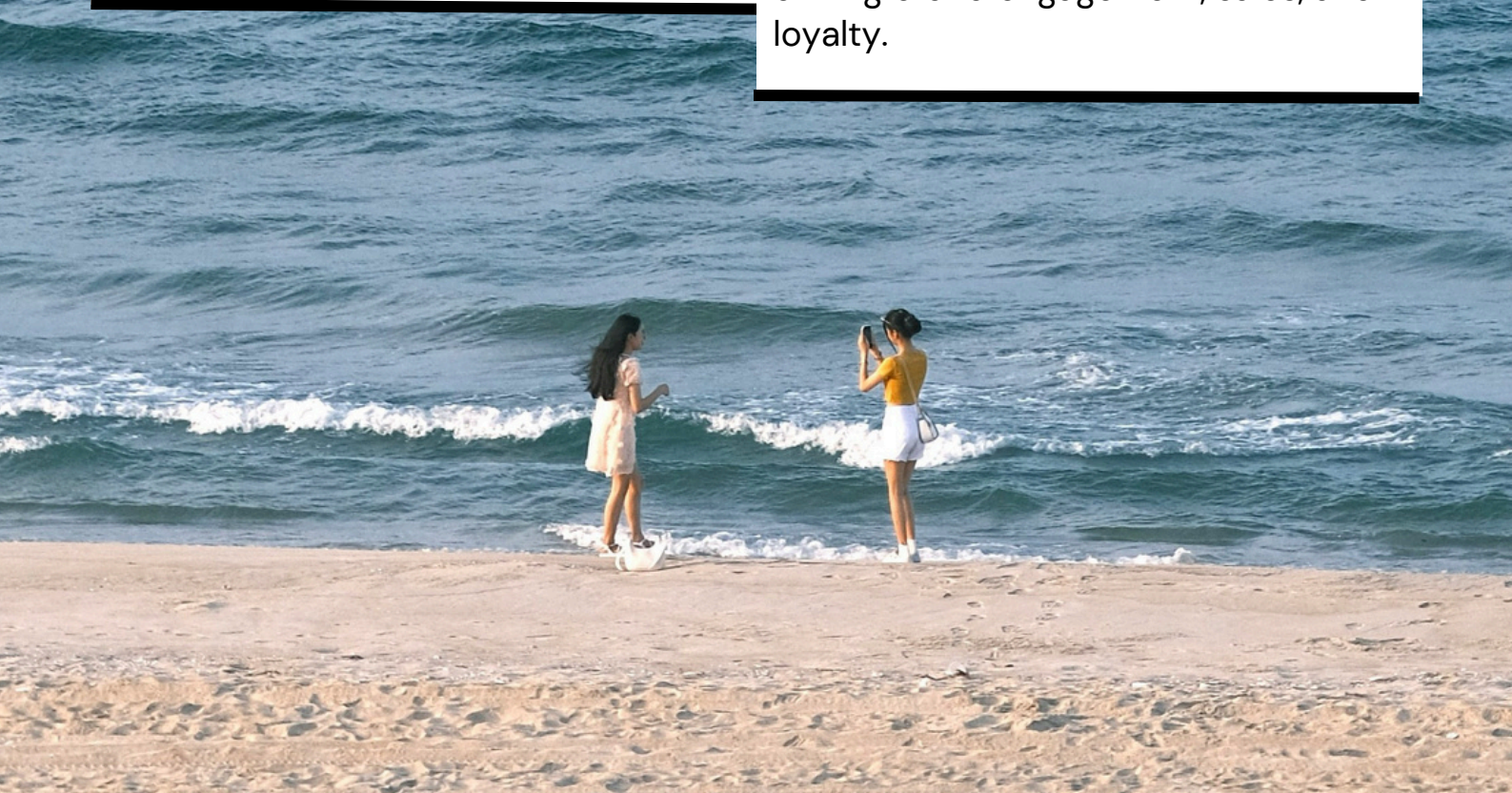
CREATIVE STRATEGY

Based on insights gathered from interviews, our creative strategy aims to bridge the gap between Fujifilm's retro appeal and advanced professional capabilities. We ensure consumers recognize and appreciate the brand's full spectrum of offerings. While Fujifilm is strongly associated with its retro charm and Instax line, there's an opportunity to highlight the cutting-edge features of its digital cameras to reshape consumer perceptions.

Our campaign emphasizes Fujifilm's innovative technology, delivering sharpness, definition, and authentic colors that capture the essence of the moment. Photography is an emotional experience, and our creative assets evoke nostalgia and inspiration, aligning with Fujifilm's timeless appeal, addressing consumers' desire for seamless connectivity and convenience.

Through engaging video content on platforms like YouTube and interactive workshops, we educate and inspire photographers to explore Fujifilm's diverse range of cameras for both hobbyists and professionals. Leveraging Fujifilm's distinct personality and unique attributes, such as texture and character, we position the brand as the go-to choice for personal photography, fostering community among enthusiasts.

Our campaign highlights Fujifilm's versatility for various photography styles, dispelling misconceptions that it's solely for portrait shots. We address preferences for easy-to-carry, compact cameras without compromising sensor quality and autofocus capabilities. Strategic messaging and captivating visuals evoke curiosity and excitement, driving brand engagement, sales, and loyalty.





MESSAGE STRATEGY

Our core message, "Capture Your World in Action," encapsulates the essence of our campaign, inspiring photographers to seize the vibrancy and motion of life with Fujifilm cameras.

This message speaks to the adventurous spirit of our

audience, encouraging them to embark on photographic journeys that celebrate the dynamic beauty of their surroundings. Our campaign celebrates the fusion of classic design and cutting-edge performance, inviting photographers to embrace

Fujifilm's retro-inspired cameras while capturing dynamic beauty. We chose this tagline to evoke a sense of **excitement** and **empowerment**, positioning Fujifilm cameras as the perfect companions

CAPTURE YOUR WORLD IN ACTION

for capturing life's most memorable

moments. Additionally, the theme "Rediscover Fujifilm" highlights our mission to redefine perceptions of the brand, emphasizing its versatility and timeless elegance across a wide range of photography styles and occasions.

CREATIVE EXECUTION

Our "Rediscover Fujifilm" campaign centers on highlighting the brand's unique positioning, showcasing Fujifilm as a versatile option for both hobbyists and professionals. Through posters, social media content, and TV commercials, we aim to create eye-catching advertisements that stand out to viewers.



We showcase the fusion of classic design and cutting-edge performance that defines Fujifilm cameras, creating a cohesive visual identity that resonates with our audience. Our posters feature diverse creative assets, including illustrated scenes of Qatari life, detailed depictions of camera components, and emotional family moments captured through the lens of a Fujifilm camera.

In our TV commercials, we follow a professional photographer's journey, showcasing the versatility of Fujifilm cameras in various settings. Each scene highlights the camera's ability to capture authentic moments with clarity and precision, appealing to a wide range of photography enthusiasts.

Through vibrant visuals and emotional storytelling, we aim to captivate viewers and ignite their curiosity about Fujifilm's offerings. With meticulous attention to detail and a cohesive creative approach, we inspire our audience, drive brand awareness, and position Fujifilm as the go-to choice for photographers seeking both style and substance in their equipment.

Additionally, we're hosting engaging activations and events, as well as creating social media content to further showcase Fujifilm's unique features and engage with our audience.

CAPTURE YOUR

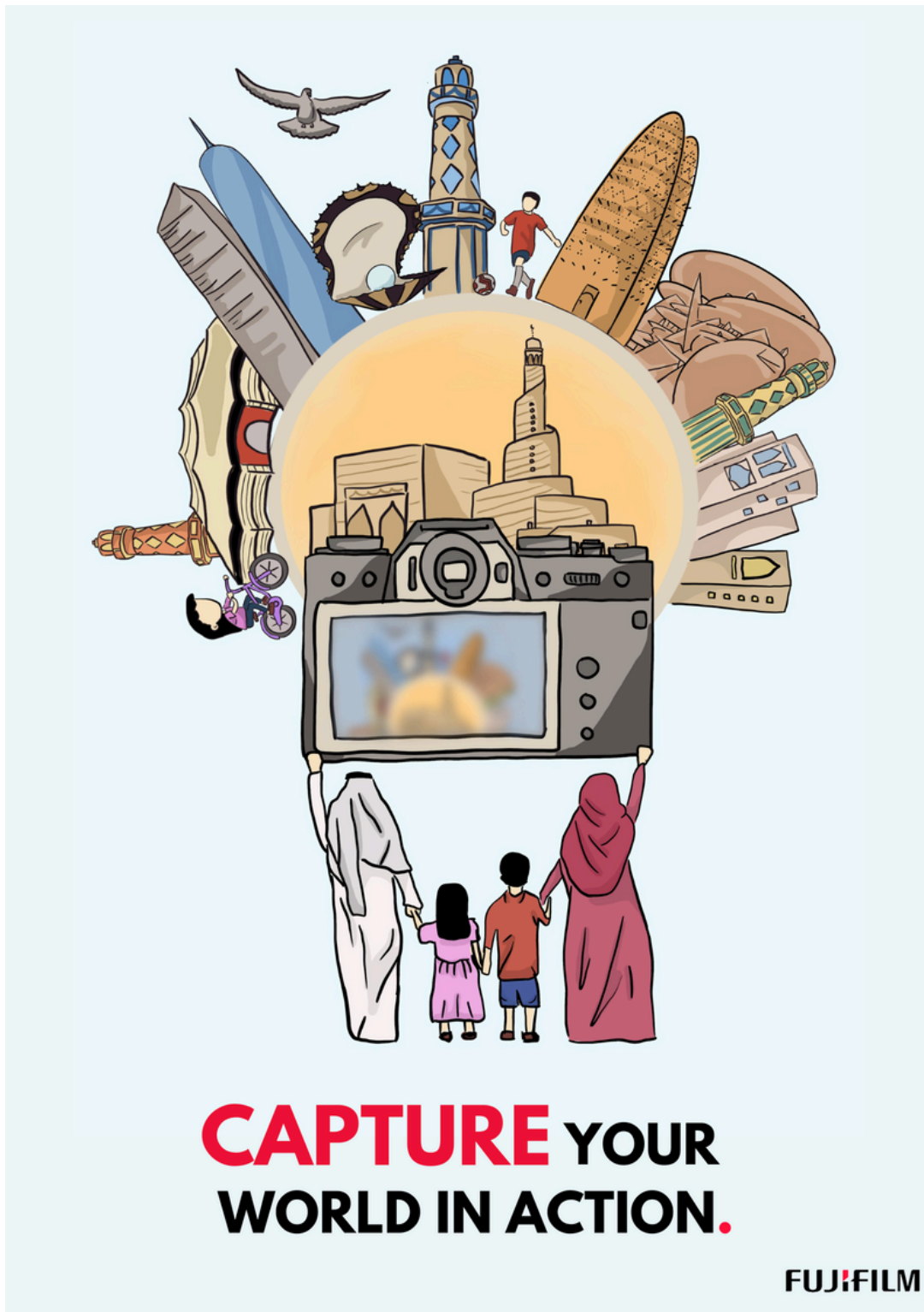


WORLD IN ACTION.

FUJIFILM

POSTER 1:

The poster aims to showcase the versatility of Fujifilm cameras. People would be able to take a wide range of photos including but not limited to nature, sports, and wildlife. The palm trees, Pigeon towers, and the falcon are meant to localize the concept, and the girl riding the bike aims to evoke the emotional appeal of capturing memories of loved ones.



POSTER 2:

This poster aims to show a representation of a Qatari family capturing their home, Qatar, with a Fujifilm camera. Landmarks are showcased in the drawings, along with the daughter riding a bike and the son playing football to add 'action'.



POSTER 3:

This poster aims to capture a Qatar mom capturing her world in action, which is her son growing up. This poster invites you to explore the profound perspective of parenthood, revealing the essence of a parent's world through the lens of her child's evolution.

TVC:

We follow a professional photographer on her journey, showcasing the versatility of Fujifilm cameras. From professional to everyday settings, each scene highlights the camera's ability to capture authentic moments with clarity and precision. By featuring different Fujifilm cameras in each scenario, we emphasize their adaptability and appeal to a wide range of photography enthusiasts.

WATCH FULL TVC



**Please note that the different brand cameras used in the TVC are meant to be different Fujifilm models.*



CREATIVE EXECUTION







SOCIAL MEDIA STRATEGY



Social media has now become a cornerstone for modern marketing, offering unparalleled opportunities for engagement, brand building, and driving business objectives. For Fujifilm, using social media channels to interact directly with photographers, professionals, and creative groups around the world is in line with our brand identity and goals.

Fujifilm's target audience comprises a wide range of photography enthusiasts, ranging from hobbyists to seasoned professionals. We have identified significant segments within this demographic through our primary research, each with unique preferences, behaviors, and interaction patterns, through careful audience analysis. Understanding these distinctions allows us to tailor our social media approach effectively to resonate with each segment.

Our social media strategy includes a careful selection of platforms each chosen after doing extensive research and analyzing the social media usage habits of our target audience.

INSTAGRAM

With 37% of our target audience regularly using Instagram, it becomes our primary visual storytelling channel. Here, we showcase our latest products, inspire creativity, and engage with our community to captivate attention and ignite passion for photography.

X

With 17% regular usage, X is a dynamic platform for engagement and news dissemination. We provide updates, engaging content, and active involvement to strengthen our brand, build connections, and stay updated in the photography world.

YOUTUBE

YouTube is a significant platform among our target audience, with 25% indicating regular usage. Its extensive reach and educational capabilities make it ideal for providing valuable resources, tutorials, and insights into Fujifilm's products and technologies. Through engaging video content, including product reviews and how-tos, we aim to equip viewers with the information and skills to enhance their photography.

TIKTOK

With 21% regular usage, TikTok's popularity among our target audience makes it an emerging platform of strategic importance. Our goal is to leverage its viral nature to raise brand recognition, drive engagement, and connect with a new generation of photography enthusiasts through short-form video content, challenges, and user-generated initiatives.



Visual Storytelling: Visual storytelling, essential to our content strategy, uses photography to inspire, evoke feelings, and communicate the core of the Fujifilm brand. With our tagline "Capture your World in action" in mind, we give photographers a chance to showcase photography's essence, from stunning landscapes to captivating moments in time. Our visual content invites our audience to explore the world of Fujifilm.

User-Generated Content (UGC):

Through user-generated content (UGC) challenges and campaigns, we encourage our audience to contribute their own content. Showcasing diverse perspectives, talents, and creativity fosters a sense of belonging, amplifying our brand's reach and authenticity.

Educational Resources: In addition to product-focused content, we provide educational resources and tutorials to empower our audience with photography knowledge and skills. From beginner-friendly tips to advanced techniques, our content inspires photographers to push their creativity and achieve their vision.

Product Showcases:

Our content plan strategically showcases Fujifilm's latest cameras, lenses, and imaging technologies. Through visuals and videos, we provide immersive product demonstrations, hands-on reviews, and real-world usage scenarios. This offers valuable insights to aid in purchasing decisions and enhance the photography experience.

WHAT TYPE OF CONTENT ARE WE PRODUCING?

CHECK OUT THE SOCIALS



Parfümerie

Walther



OUR ENGAGEMENT STRATEGY

Responsive Communication:

We will place a high priority on responsiveness and transparency when answering questions from the audience, giving feedback, or joining in conversations to make sure that everyone feels heard, appreciated, and respected. The tone of voice will be professional and welcoming.



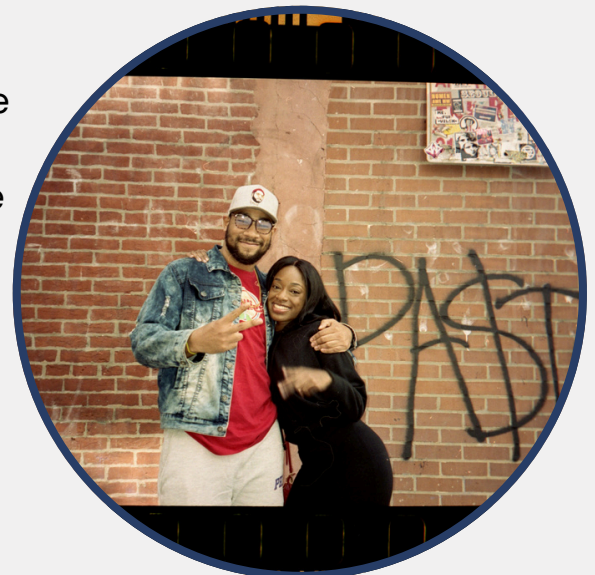
Interactive Content:

We will use a range of interactive formats, such as live streaming, Q&A sessions, and interactive polls and quizzes, to promote audience participation, start discussions, and increase engagement. By inviting our audience to actively participate in the content creation process, we empower them to shape the direction of our brand narrative and feel a sense of ownership and belonging.



Community building initiatives: We want to build a Fujifilm community to foster a feeling of unity and create an environment for collaboration and growth. This may include organizing virtual meetings, workshops, and meetups; assisting in peer-to-peer networking; and honoring and celebrating the accomplishments and contributions of our community members.

Brand Advocacy Programs: Understanding the importance of word-of-mouth marketing, we will have brand ambassadors, giving people the ability to represent the Fujifilm brand. We encourage dedicated supporters with advocacy programs, special benefits, and recognition campaigns, transforming them into advocates who promote our brand values and offers to their own networks.



SOCIAL MEDIA KPIs

INSTAGRAM

Increase in engagement and reach on Instagram to at least 2,250,000 impressions in 8 weeks. We want to reach at least 50,000 accounts.

By strategically leveraging a mix of engaging posts, interactive stories, and educational resources focused on Fujifilm products, we aim to foster deeper connections with our audience while providing valuable insights and inspiration to photography enthusiasts. Through captivating visuals, behind-the-scenes glimpses, and user-generated content initiatives, we aspire to ignite the passion for photography within our community and establish Fujifilm as a trusted source for both innovative imaging technology and enriching educational content.

YOUTUBE

We aim to achieve a substantial increase in views from 0 to 100,000 over the course of 8 weeks. Additionally, we aim to reach a minimum of 10,000 subscribers during this period.

To accomplish this objective, we will leverage a multifaceted strategy centered around delivering high-quality video content that resonates with our target audience. By producing informative product showcases, engaging tutorials, and behind-the-scenes glimpses into the world of Fujifilm, we aim to captivate viewers' attention and foster a loyal community of subscribers.

X

To amplify engagement and broaden our brand's reach, targeting a significant increase in impressions 1,750,000 in 8 weeks. Concurrently, we aspire to engage with a minimum of 50,000 unique accounts during this period.

Through a strategic approach encompassing real-time updates, engaging content, and active participation in relevant conversations, we endeavor to strengthen our brand's presence and foster meaningful connections with our audience. By delivering timely and relevant content that resonates with our followers, we seek to establish Fujifilm as a prominent voice within the photography community on Twitter.

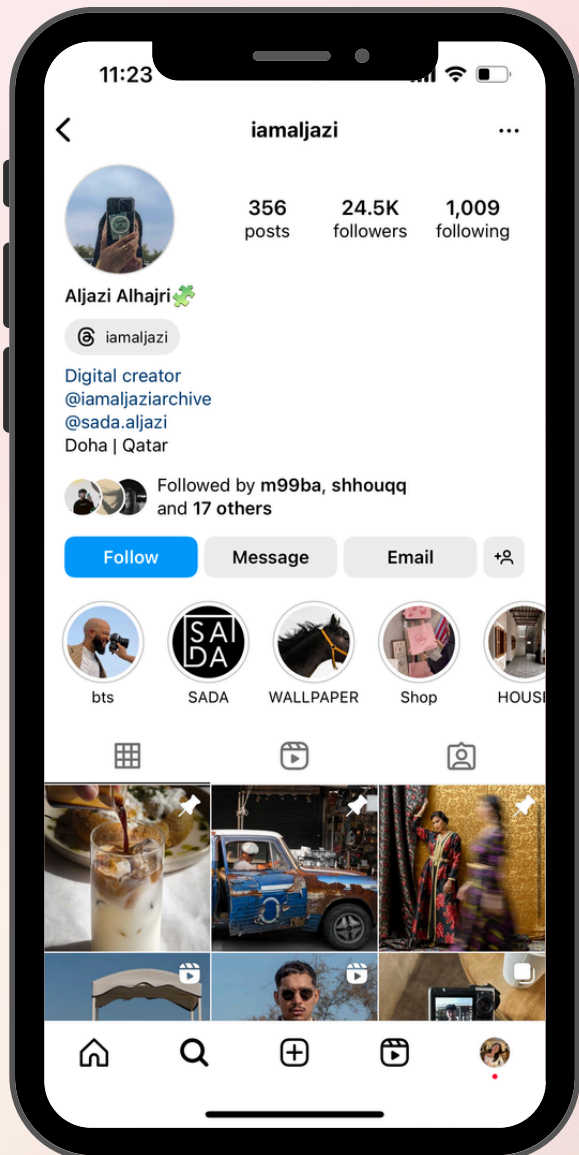
TIKTOK

We aim to achieve a significant surge in video views from 0 to 500,000 within an 8-week timeframe. Simultaneously, we aspire to amass a minimum of 70,000 followers during this period.

To realize this ambition, we will employ an innovative content strategy tailored to TikTok's dynamic platform. By crafting engaging short-form videos showcasing Fujifilm's products in creative and captivating ways, we aim to capture the attention of a younger demographic of photography enthusiasts. Leveraging trending challenges, interactive features, and user-generated content initiatives, we seek to establish Fujifilm as a leading brand within TikTok's burgeoning community.

INFLUENCER MARKETING





ALJAZI ALHAJRI

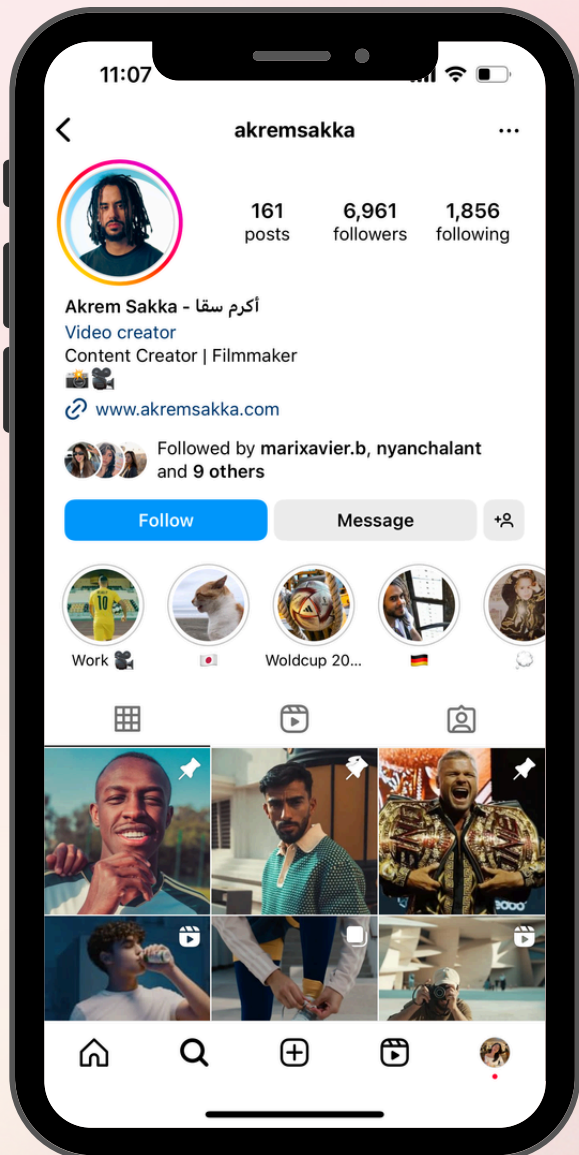
📱 Digital Creator
 📷 Photography account
 @iamaljaziarchive

With a degree in English Literature, she combines her love for storytelling with her passion for photography to create captivating visual narratives. She uses Instagram to showcase her professional work, including advertisements, collaborations, and photography projects. Her personal account, @iamaljazi, offers a more intimate look into her daily life, connecting with her audience on a personal level.


Aljazi's diverse skill set, from photography and social media marketing to translation, positions her as a multifaceted professional with a unique blend of creativity, technical expertise, and cultural insight. Her work reflects a blend of tradition and modernity, capturing the essence of Qatari culture while embracing global influences.

💡 CONTENT IDEA

To tap into her background, Aljazi will showcase Qatari culture through authentic photography. The theme of the photos will be warmth, culture, and celebration, which will be shown through an Instagram post.



AKREM SAKKA

 **Content creator | Filmmaker**

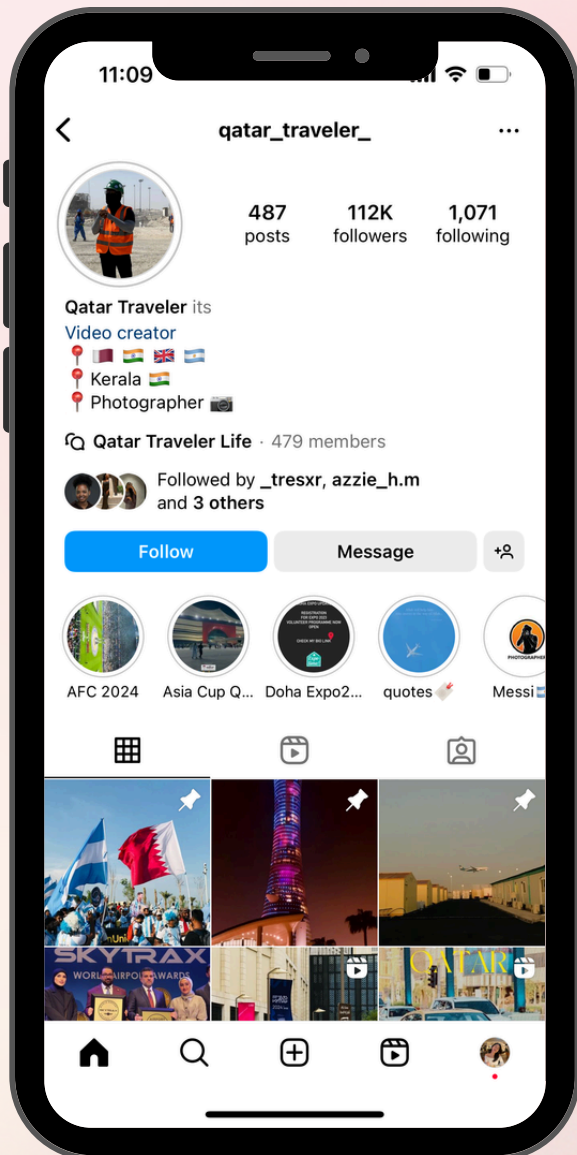
Akrem Sakka is a talented and experienced professional with a strong passion for sports media, storytelling, and social media advertising. With 11 years of experience in the industry, Akrem has developed a deep understanding of sports broadcasting, content creation, and advertising, making him a valuable asset for any campaign aiming to engage audiences through sports-related content.

Akrem's Instagram account focuses on reel-based content showcasing professional ads of various subjects around Qatar. His trendy social media presence and content creation and production expertise make him an ideal influencer for campaigns targeting a diverse audience.



CONTENT IDEA

Having the background of sports, he's the perfect creator to capture people in action. We will have a mini vlog of him visiting a sports event, capturing athletes, and finally reviewing the photos and Fujifilm camera used.



QATAR TRAVELER

📹 Video creator | Photographer

@qatar_traveler_ shares captivating glimpses into Qatar's culture, heritage, landmarks, and modern lifestyle. He showcases stunning architecture like the Museum of Islamic Art and the futuristic skyline of Doha through high-quality photography. Cultural events, festivals, and traditional ceremonies are also highlighted, offering a rich tapestry of experiences. He might feature culinary delights such as authentic Qatari dishes or vibrant souqs bustling with activity. Additionally, he could explore outdoor adventures like desert safaris or water sports along Qatar's coastline. Overall, he offers a diverse and immersive journey through the wonders of Qatar through their camera lens.



CONTENT IDEA

He regularly posts photos of people around Doha. He will go to hot spots in Doha and surprise people by capturing authentic moments of people enjoying their time.

*Photos will only be used after consent.



CONTENT PLAN

	DAY 1	DAY 2	DAY 3
<p>WEEK 1</p> <p>Storytelling of the brand and our campaign – branded content</p>	<p>Instagram Post/Stories – TVC</p> <p>YouTube – TVC</p> <p>TikTok – TVC</p>	<p>Instagram Stories – Introduction of Fujifilm in Qatar</p> <p>TikTok – Introduction</p>	<p>Instagram Post – Poster 1</p> <p>Instagram Stories – Repost of a post</p>
<p>WEEK 2</p> <p>Storytelling of the brand and our campaign – branded content</p>	<p>Instagram Post, Stories, X</p> <p>Mirror parking activation explanation</p>	<p>Instagram Stories, TikTok, X</p> <p>User generated content repost</p>	<p>Instagram Post, Stories, X: Post: Lusail Boulevard</p>
<p>WEEK 3</p> <p>Storytelling of the brand and our campaign – branded content</p>	<p>Instagram Post, Stories, X: Social Media Challenge Activation</p>	<p>Stories, TikTok, X: Social Media Challenge Activation and User Generated Content</p>	<p>Instagram Post/Stories:</p> <ul style="list-style-type: none"> Post a carousel post featuring testimonials from satisfied customers or brand ambassadors.
<p>WEEK 4</p> <p>Product Showcase</p>	<p>Instagram Post/Stories – Image showcasing the latest Fujifilm camera model with a caption highlighting its key features and capabilities.</p>	<p>Stories, TikTok, X: Behind-the-scenes look at the production process of Fujifilm cameras, showcasing the craftsmanship and attention to detail.</p>	<p>Instagram Post, Stories, X: Carousel post featuring different lenses compatible with Fujifilm cameras, with each image highlighting its focal length and unique characteristics.</p>

DAY 4	DAY 5	DAY 6	DAY 7
<p>Instagram Stories – Background, History of Fujifilm</p> <p>TikTok – Social Media Video 1</p>	<p>Instagram Post – Poster 2</p> <p>Instagram Stories – Repost of a post</p>	<p>YouTube: Introduction of Fujifilm to Qatar.</p> <p>Instagram Stories – Post the link for the YouTube Video</p> <p>TikTok – Post the link from YouTube</p>	<p>Instagram Stories – Poll and quiz related to the TVC</p> <p>TikTok – Parts of edits from the YouTube</p>
<p>Instagram Stories, TikTok, X:</p> <p>User Generated content from Lousail Boulevard</p>	<p>Instagram Post, Stories, X:</p> <p>Social Media Challenge Activation</p>	<p>YouTube: Behind the Scenes of making the Fujifilm commercial.</p>	<p>Instagram Stories – Post the link for the YouTube Video</p> <p>TikTok – Post the link from YouTube and part of the edits from the YouTube Video</p>
<p>Stories, TikTok, X:</p> <p>Video showcasing the features and benefits of one of Fujifilm's flagship products.</p>	<p>Instagram Post, Stories, X:</p> <p>story of Fujifilm's sustainability initiatives and efforts to reduce its environmental footprint, inspiring followers to support the brand's values.</p>	<p>YouTube: User Story Video – real stories and testimonials from Fujifilm users who have been impacted by the brand</p>	<p>Instagram Stories – Post the link for the YouTube Video,</p> <p>TikTok – Post the link from YouTube</p>
<p>Stories, TikTok, X:</p> <p>User-generated content shared by a Fujifilm enthusiast, showcasing the quality of images captured with Fujifilm gear.</p>	<p>Instagram Post, Stories, X:</p> <p>Video demonstration of a Fujifilm camera's autofocus system in action, showcasing its speed and accuracy in capturing moving subjects.</p>	<p>YouTube: A product review – camera.</p>	<p>Instagram Stories, TikTok, X – Post the link for the YouTube Video and poll asking followers about their favorite feature on Fujifilm cameras, encouraging engagement and interaction.</p>

	DAY 1	DAY 2	DAY 3
<p>WEEK 5</p> <p>Product Showcase</p>	<p>Instagram Post, Stories: Image showcasing Fujifilm's lineup of mirrorless cameras, highlighting their compact size and versatility for various shooting scenarios.</p>	<p>Instagram Stories, TikTok: Q&A session with a Fujifilm product expert, answering common questions about camera settings, lenses, and accessories.</p>	<p>Instagram Post, Stories, X: Carousel post comparing different Fujifilm camera models, outlining the differences in specifications and target audiences for each model.</p>
<p>WEEK 6</p> <p>Educational Resources</p>	<p>Instagram Post, Stories, X: Workshop Event Announcement</p>	<p>Instagram Stories, TikTok, X: Poll asking followers about their biggest challenges or questions when it comes to photography, to tailor upcoming educational content to their needs.</p>	<p>Instagram Post, Stories, X:</p> <ul style="list-style-type: none"> a carousel post featuring beginner-friendly photography tips and techniques, with each slide focusing on a different aspect such as composition, lighting, or camera settings.
<p>WEEK 7</p> <p>Educational Resources</p>	<p>Instagram Post, Stories, X: Film Festival Event Announcement</p>	<p>Instagram Stories, TikTok, X: Sneak peek for the Film Festival Announcement</p>	<p>Instagram Post, Stories, X: Q&A session with a filmmaker or Fujifilm ambassador, answering followers' questions</p>
<p>WEEK 8</p> <p>Educational Resources</p>	<p>Instagram Post, Stories, X: carousel post featuring photography composition tips, with each slide illustrating a different compositional technique such as rule of thirds, leading lines, or framing.</p>	<p>Instagram Stories, TikTok, X: Tutorial series announcement, introducing a series of short tutorials covering various photography topics to be released throughout the week.</p>	<p>Instagram Post, Stories, X: Image showcasing Fujifilm's lineup of lenses, with a caption highlighting the importance of choosing the right lens for different types of photography.</p>

DAY 4	DAY 5	DAY 6	DAY 7
<p>Instagram Stories, TikTok, X:</p> <p>Sneak peek of an upcoming Fujifilm camera or lens release, generating anticipation and excitement among followers.</p>	<p>Instagram Post, Stories:</p> <p>Video tutorial demonstrating how to customize settings on Fujifilm cameras to suit individual shooting preferences.</p>	<p>YouTube:</p> <p>Tutorial video – photography technique with Fujifilm.</p>	<p>Instagram Stories, TikTok, X:</p> <p>Behind-the-scenes moment from a Fujifilm product testing session, showing engineers and photographers collaborating to ensure quality and performance.</p>
<p>Instagram Stories, TikTok, X:</p> <p>Behind-the-scenes look at the process of creating the WorkShop Event</p>	<p>Instagram Post, Stories, X:</p> <p>Image showcasing a Fujifilm camera with a caption inviting followers to join the Workshop Event</p>	<p>YouTube:</p> <p>How-to-Video Answering a specific questions from the previous video’s comments</p>	<p>Instagram Stories, TikTok, X:</p> <p>Link from the YouTube Video, UGC from the WorkShop event</p>
<p>Instagram Stories, TikTok, X:</p> <p>Interactive quiz testing followers' knowledge of filmmaking basics, with explanations for each question to help educate and inform</p>	<p>Instagram Post, Stories, X:</p> <p>Guess the Movie Contest, Reminder to come to the FilmFestival Event</p>	<p>YouTube:</p> <p>Educational Series (Part 1) – Lighting, exposure, composition</p>	<p>Instagram Stories, TikTok, X:</p> <p>User-generated content (UGC) showcase, featuring photos edited by followers using Fujifilm's software or app, with tips for improvement.</p>
<p>Instagram Stories, TikTok, X:</p> <p>Poll asking followers to vote for the topic they'd like to see covered in an upcoming tutorial, allowing them to have a say in the content they consume.</p>	<p>Instagram Post, Stories, X:</p> <ul style="list-style-type: none"> Announcement post for a photography challenge, encouraging followers to participate and practice their skills using Fujifilm cameras. 	<p>YouTube:</p> <p>Educational Series (Part 2) –</p>	<p>Instagram Stories, TikTok, X:</p> <p>Recap of the photography challenge entries, showcasing a selection of the best submissions and announcing the winner.</p>

WEBSITE PLAN

●●● WWW.FUJIFILM.COM/QA

OBJECTIVE:

Have 15,000 visitors by the end of campaign.

CTR THROUGH SOCIAL MEDIA

All social media ads will be linked to our landing page, which has two call-to-actions: "Buy Now" and "Read More". This provides a seamless transition from advertisement to conversions.

EASIER NAVIGATION

To make the website easier to navigate than the Fujifilm Middle East website, we will have 'Product', 'News', 'Events', and 'Blogs' sections.

RELEVANT KEYWORDS

We will purchase keywords related to Fujifilm, camera, and photography. We want to rank higher in search engines to maximize brand visibility.

SIMPLE DOMAIN

A simple, short domain is easier to recall.





SEO KEYWORDS:

FujiFilm Qatar

Camera Shop Qatar

Buy Camera Qatar

Camera Accessories in Qatar

Photography in Qatar

Shop camera online Qatar

Camera Workshops in Qatar

Best camera in Qatar

SAMPLE WEBSITE

FUJIFILM Qatar
Value from Innovation

Home

Products

Support

News

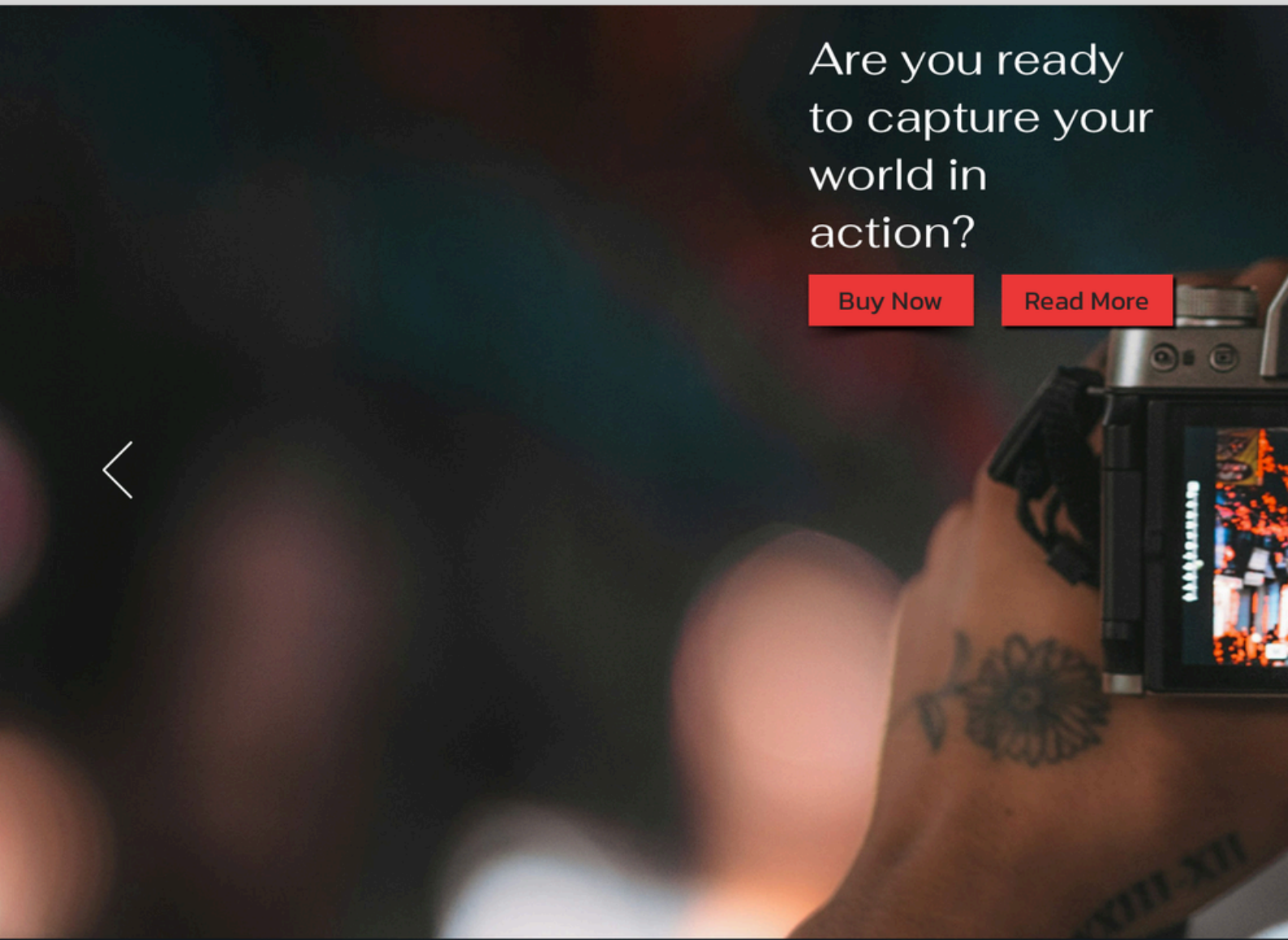
Events

Blog

Are you ready
to capture your
world in
action?

Buy Now

Read More

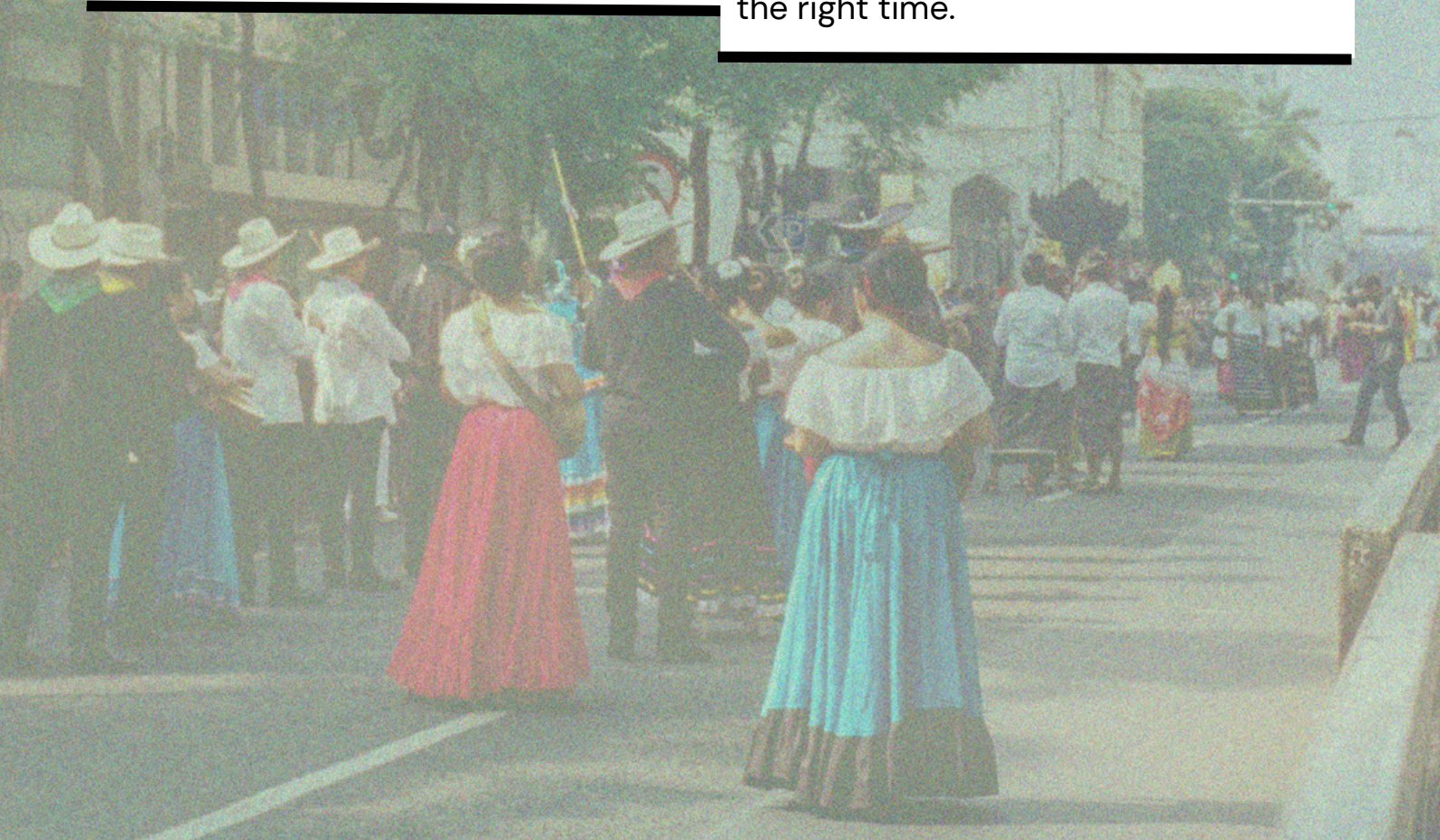




PR BLOGS

Incorporating blogs on the Fujifilm website as a key component of our PR strategy offers a dynamic platform to engage our audience in a personalized and interactive manner. Unlike traditional PR tools, blogs allow us to craft compelling narratives around our activations and events, conveying unique experiences and emotions associated with our brand. With the flexibility to incorporate multimedia elements, such as photos and videos, blogs enhance storytelling and capture audience attention effectively in today's visually-driven digital landscape. This approach amplifies our marketing efforts and positions Fujifilm as a forward-thinking, customer-centric brand that prioritizes engaging content tailored to audience preferences.

Incorporating SEO practices into our blog strategy on the Fujifilm website is crucial for maximizing online visibility and driving organic traffic. By optimizing our blog posts with relevant keywords, meta tags, and descriptions, we can improve our content's ranking in search results related to Fujifilm, photography, and relevant events. Creating high-quality, informative, and shareable content enhances user experience and increases the likelihood of backlinks from authoritative websites, further boosting search engine rankings. Leveraging local SEO techniques helps target specific geographic areas where our events and activations occur, ensuring our content reaches the right audience at the right time.



All Posts



Fujifilm Workshop at Souq Waqif

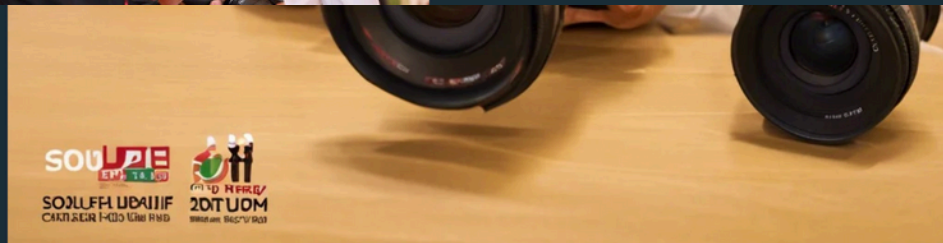
We are always on the lookout for exciting events happening in Doha. The new Fujifilm workshop, happening on mm/dd/yy at Souq Waqif is...

3 views 0 comments



Fujifilm Fest 2024: Capturing Moments in Photography

Organized by Fujifilm in collaboration with Visit Qatar to celebrate professional photography and videography with a Qatari cultural...



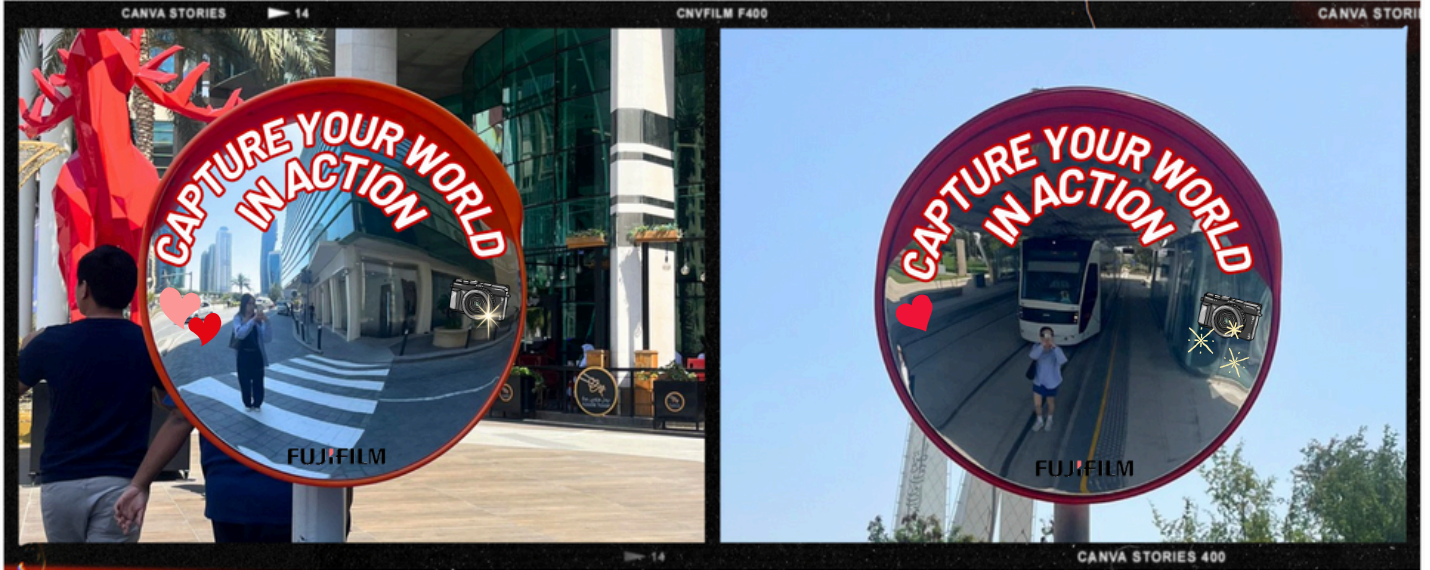
We are always on the lookout for exciting events happening in Doha. The new Fujifilm workshop, happening on mm/dd/yy at Souq Waqif is promising to be an immersive experience into the world of digital photography for all the camera enthusiasts!

"Capture the world in action!" upon arriving at the vibrant location with the energetic ambiance. The workshop will kick off with an informative session on the basics of motion photography. So, even if you are new here, no need to panic. Professional instructors will provide all the participants with the insights into camera settings, techniques, and tips for capturing movement effectively.

"From adjusting shutter speed to mastering panning shots, you will be able to create stunning action shots," - Milana Zhanat, photographer and videographer based in Doha.

After learning all the technical aspects and getting their cameras, participants will be divided into small groups to roam around the market and practice their newfound skills. It seems like an amazing opportunity to spend some quality time and make new memories with your friends!

OFFLINE ACTIVATION



Mirrors Pics around Doha

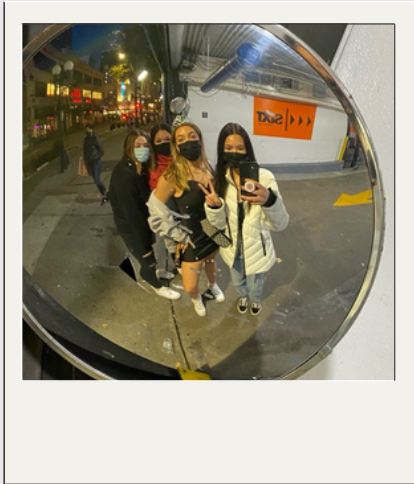
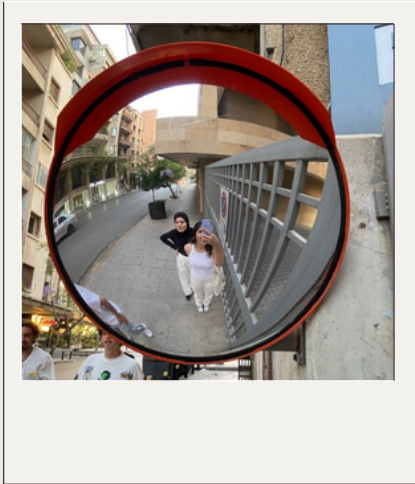
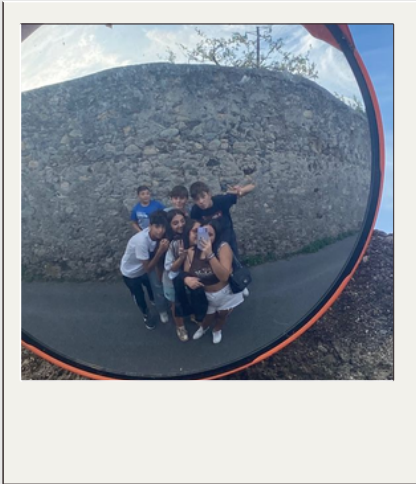
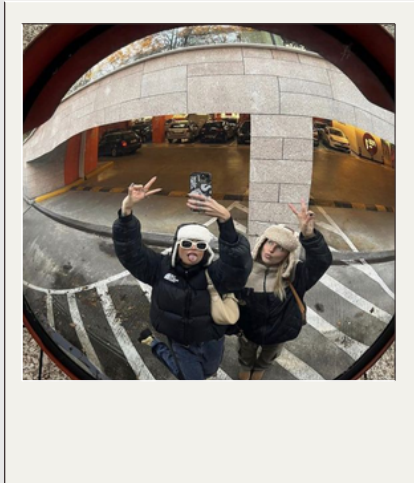
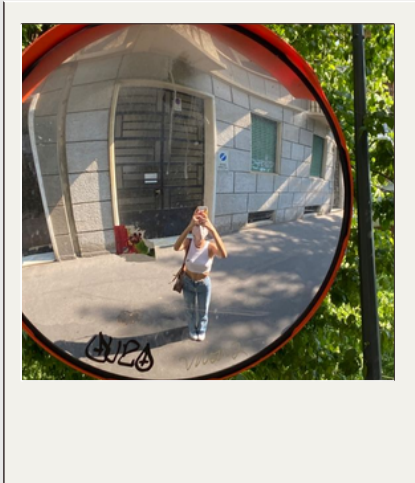
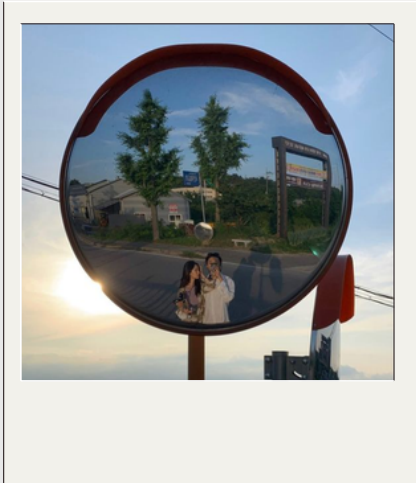
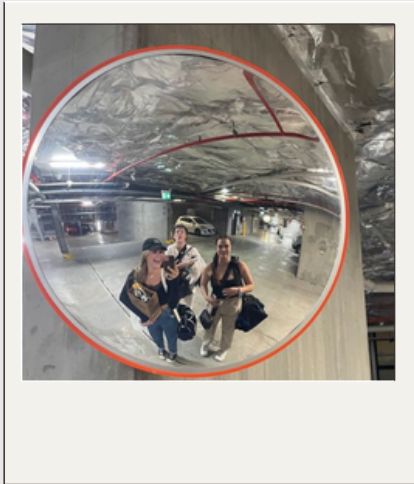
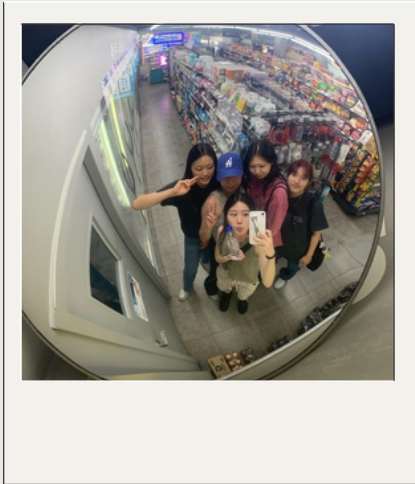
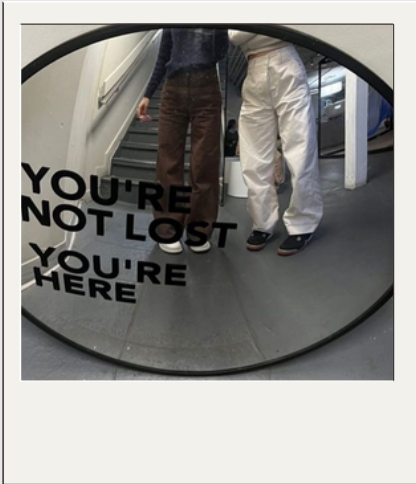
It's common to see our generation take photos in traffic mirrors, whether it be with friends or to showcase their outfits of the day. We want to utilize this trend to promote our campaign and Fujifilm.

Objective: Increase campaign awareness and provide an outdoor platform for people to enjoy taking photos

Main Target: Ages between 18–25

Execution: 3 mirrors in Mshereib, 3 in The Pearl marina walk, and 2 in West Walk. Separate mirrors will be purchased with the writings being stickers.

Social Media: Post sample photos with every location on Instagram and TikTok in the form of short videos to promote the activation. If tagged, we will repost.



EVENT 1: WORKSHOP

Objective: To educate attendees on capturing motion in photography using Fujifilm cameras, enhance brand awareness, and encourage sales of Fujifilm cameras through hands-on experience.

Theme & Location: Capturing life in action at Souq Waqif

Workshop Schedule:

1

Theory Lessons on technique

2

Hands-on session around Souq Waqif

3

Review & feedback, further Q&A

Marketing: Invite one of our influencers to share their own tips on photography and promote the event prior. Post countdown for event, behind-the-scenes, and the best photos from attendees.

***68% of our survey participants answered they would participate in a camera workshop held by Fujifilm.**



EVENT 2: PHOTOGRAPHY & FILM FESTIVAL

We want to have a celebration of fine photography with the touch of Qatari culture

Objective: To showcase Fujifilm cameras' prowess and versatility through individual stories, ultimately driving brand and product awareness.

Theme: Capture your world in Qatar through a photo or a 5-10 minute short-film

★ **Key Takeaway:** Participants can check out one Fujifilm camera of their choice free of charge.

There will be a YouTube playlist on simple instructions for every camera.

Prizes:

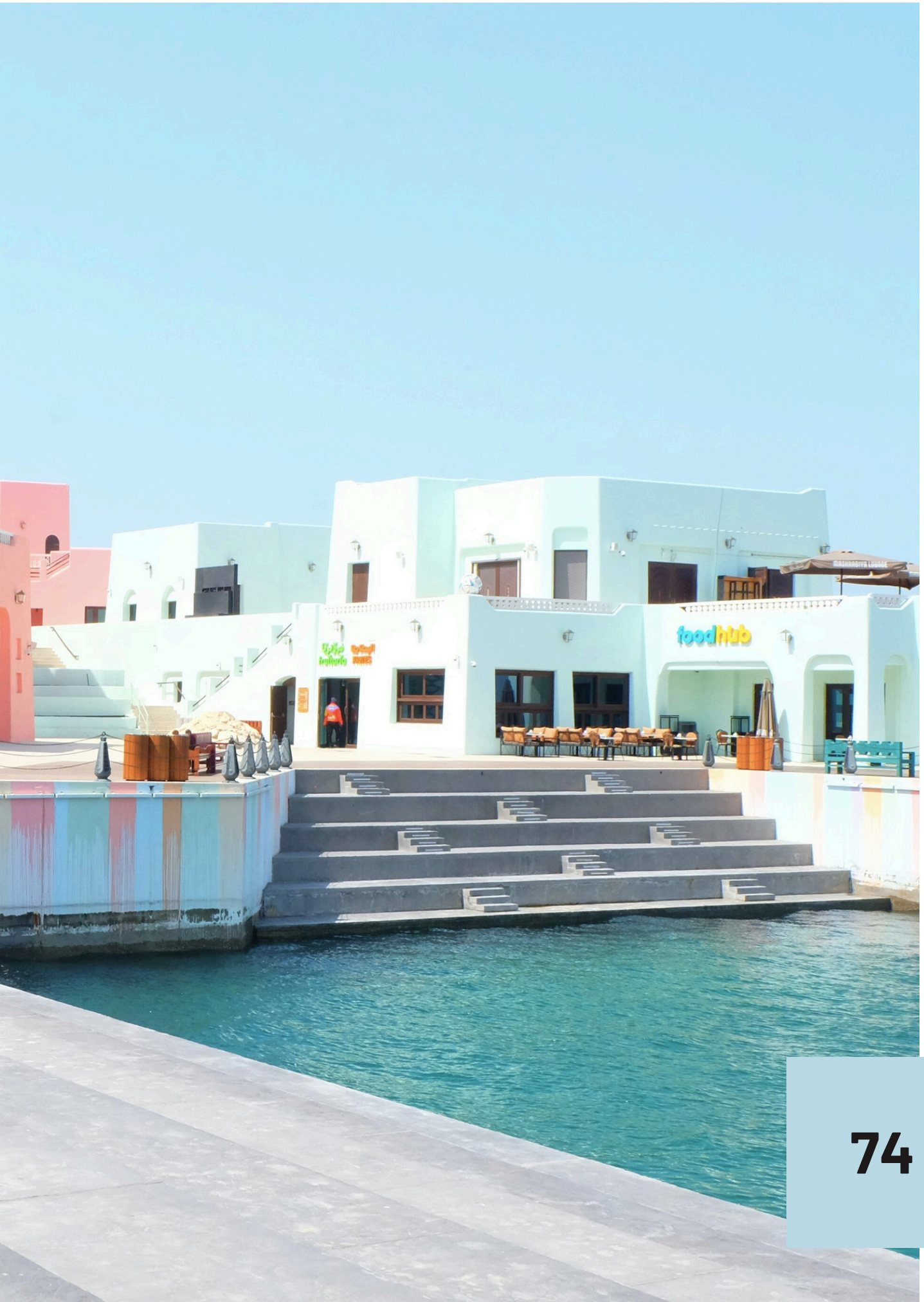
- 1 - Trip to Fujifilm HQ
- 2 - Keeping the camera they borrowed
- 3- 3000 QAR Voucher for Fujifilm

Marketing: Partner with Visit Qatar as the work's main theme will be Qatar. They will benefit by sharing high-quality work about Qatar to a global audience.



MEDIA PLAN & BUDGET





MEDIA PLAN

1 CAMPAIGN & BRAND STORYTELLING

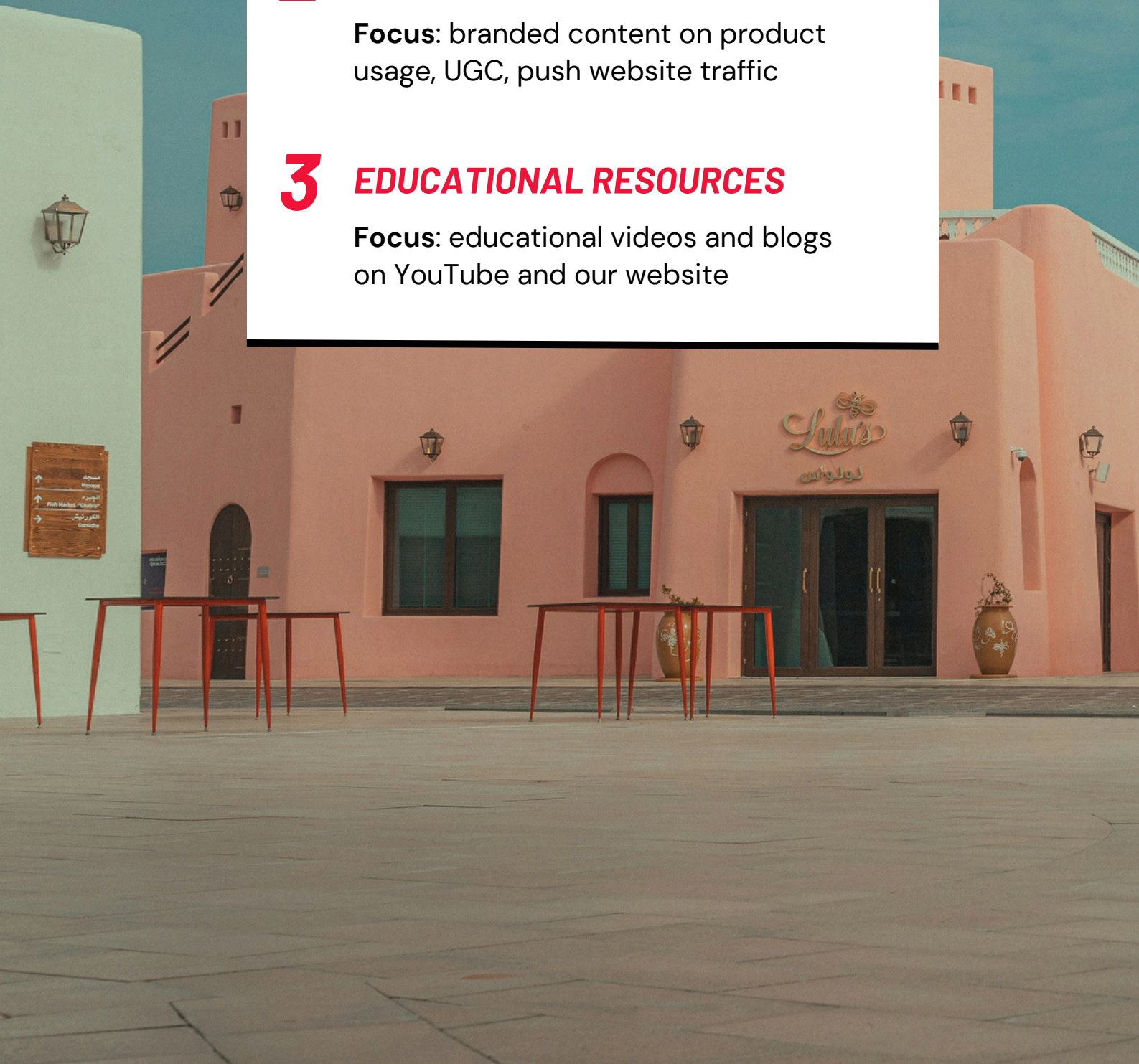
Focus: branded content, brand introduction, release TVC

2 PRODUCT SHOWCASE

Focus: branded content on product usage, UGC, push website traffic

3 EDUCATIONAL RESOURCES

Focus: educational videos and blogs on YouTube and our website



SOCIAL MEDIA PLATFORMS	IMPRESSIONS	REACH	FREQUENCY
Instagram	2,250,000	50,000	45
X	1,750,000	50,000	35
TikTok	1,820,000	70,000	26
YouTube	900,000	100,000	9

BUDGET CATEGORY	TOTAL EXPECTED SPENDING (QAR)	% OF TOTAL BUDGET ALLOCATIONS
Social & Digital Media	172,000	34.4%
Activations	150,000	34%
TVC	170,000	30%
Reserve	8,000	1.6%
Total	500,000	100%

Social Media	Campaign Type	Ad size/Type	Market
Instagram	Reach	Feed and Stories, 15 sec creative video (MP4), posters	
YouTube	Awareness, Search and display	Tutorial videos 1080x 1920, TVC, 15sec shorts (MP4)	
Twitter	Awareness	Posters and captions	
TikTok	Reach	Influencer marketing videos, creative challenges videos	Qatar
		Production (QR)	
		Sub-total (QR)	
Advertising			
	TVC	Commercial on regular basis: airing on local tv twice a day	Qatar
		Production	Qatar
Sub-total (QR)			
Activations			
	Film Festival		
	Interactive mirriors		
	Workshops		
	Social media challenge		Qatar
Grand Total (QR)			

Flight dates	Budget (in usd)	Estimated Impressions	Estimated Reach	Frequency	CPM (in usd)
8 weeks	5,625	2,250,000	50,000	45	2.5
	9,000	900,000	100,000	9	10
	455	1,750,000	50,000	35	0.26
	18,200	1,820,000	70,000	26	10
	50,000				
	172,000				
6 weeks	22,500	4,500,000	150,000	30	5
1 week	20,000				
	150,000				
8 weeks	80,000				
	5,000				
	80,000				
	5,000				
	492,000				

CAMPAIGN KPIS





KPIS

Event Attendance and Participation

- Metric: Percentage of registered participants who attended events like the Fujifilm workshop and the Fujifilm festival.
- Goal: Achieve a 90% attendance rate for each event and ensure active participation.
- Measurement Tools: Event management software tracking registrations and attendance logs.

Sales Performance

- Metric: Percentage increase in sales revenue from Fujifilm cameras and accessories during the campaign period compared to the same period in the previous year.
- Goal: Achieve a 15% increase in sales revenue compared to the previous year.
- Measurement Tools: Sales tracking systems, POS data analysis, and CRM data.

ROI (Return on Investment)

- Metric: ROI is calculated as the ratio of revenue generated from increased sales and engagement to the campaign costs.
- Goal: Achieve an ROI of at least 600%.
- Measurement Tools: Financial performance analysis integrating campaign cost data with revenue increases attributed to the campaign.

Customer Feedback and Satisfaction

- Metric: Net Promoter Score (NPS) based on post-purchase or post-event surveys.
- Goal: Improve NPS by at least 10 points over pre-campaign benchmarks.
- Measurement Tools: Customer surveys utilizing NPS methodology, feedback forms, and social media sentiment analysis tools.





REFERENCES





REFERENCES

15 engagement strategies for Brand's growth. ShoppingGives. (n.d.).
<https://www.shoppinggives.com/blog/customer-engagement-strategies#:~:text=1.-,Focus%20on%20Customer%20Experience,to%20offer%20exceptional%20customer%20service.>

Butler, R., & Dulai, S. (2024, March 4). Can't find a Fujifilm X100VI? what are the alternatives? DPReview.
<https://www.dpreview.com/articles/5691709034/can-t-find-a-fujifilm-x100v-what-are-the-alternatives>

Cinema camera market size, share, Growth & Trends [2030]. Cinema Camera Market Size, Share, Growth & Trends [2030]. (n.d.).
<https://www.fortunebusinessinsights.com/industry-reports/cinema-camera-market-100387>

Department, S. M. (n.d.). Fujifilm SWOT analysis matrix (strengths, weakness, opportunities, threats). Fern Fort University.
<http://fernfortuniversity.com/term-papers/swot/1433/1345-fujifilm.php>

Fujifilm Middle East: Creators Home. FUJIFILM X | GFX - Middle East & Africa. (2024, April 24).
<https://fujifilm-xmea.com/creators-home/>

Fujifilm [United Arab Emirates]. Fujifilm [Global]. (n.d.-a). <https://www.fujifilm.com/ae/en>



FZE, B. B. (2023a, November 6). Fujifilm Product Portfolio Analysis Marketing Essay. UKEssays. <https://www.ukessays.com/essays/marketing/fujifilm-product-portfolio-analysis-marketing-essay.php?vref=1>

FZE, B. B. (2023b, November 6). Pestle analysis of Qatar. UKEssays. <https://qa.ukessays.com/essays/economics/pestle-analysis-of-qatar-economics-essay.php>

Hill, C. (2024, April 11). The social media metrics to track in 2024 (and why). Sprout Social. <https://sproutsocial.com/insights/social-media-metrics/>

HubSpot. (n.d.-a). Instagram marketing: The ultimate guide. <https://www.hubspot.com/instagram-marketing#:~:text=Instagram%20Analytics-,Why%20Market%20on%20Instagram%3F,platform%20to%20showcase%20that%20content.>

HubSpot. (n.d.-b). The Social Media Content Calendar: Manage Your Promotion. The Social Media Content Calendar | Manage Your Promotion. <https://offers.hubspot.com/social-media-content-calendar>

Kemp, S. (2023, February 13). Digital 2023: Qatar – DataReportal – global digital insights. DataReportal. <https://datareportal.com/reports/digital-2023-qatar>

Message from leadership. Fujifilm [Global]. (n.d.-b).
<https://global.fujifilm.com/en/about/corporate/message>

Mustafa, F. (2023, April 8). Fujifilm Holdings Corporation SWOT & PESTLE ANALYSIS: SWOT & PESTLE. SWOT & PESTLE.com.
<https://www.swotandpestle.com/fujifilm-holdings-corporation/>

Rizuto, R. (2024). Dubai Lynx Brand Experience & Activation Winners & Shortlists. The Work.
<https://www.lovethe.com/work-awards/awards/dubai-lynx/brand-experience-activation>

Sustainability report 2018 - fujifilm. (n.d.).
https://www.fujifilm.com/files-holdings/en/sustainability/report/2018/sustainability_activity_report2018_ff_sr_2018_ff_sr_2018_en_all_a4.pdf

Wiszniewska, A. (2024, March 12). The 5 best fujifilm cameras of 2024: Reviews. RTINGS.com.
<https://www.rtings.com/camera/reviews/fujifilm>





ام الحول
UM AL HOUL



ام الحول
UM AL HOUL

HFC

5050 8223

the house of yamouh