



المشتري الرئيسي
PRINCIPAL BUYER
طاقة للفد

Saudi Power Procurement
Company

Gala Media Presentation

prospeci
arts

October 2024



OVERVIEW

An original film capturing SPPC's compelling journey of rebranding in harmony with the Kingdom of Saudi Arabia's vision

Leveraging an award-winning and globally recognized team, a premium five-minute film will showcase SPPC's mission, projects, role, and responsibilities. The film will add to the strategic positioning of the larger campaign by introducing key players and messaging.

Along with a package of promotional assets, we will deliver a go-to-market plan to maximize exposure, impact, and excitement for what's to come.

FILM PRESENTATION

To maximize the impact of the film's premiere, a cinematic, feature film-like approach will be undertaken.

Aligning to the influential, in-person audience of the gala, this approach will further position the SPPC's new vision as monumental and exciting.

The film will underscore not only the breadth of operations and procurement processes, but also its unique business model as the single buyer of electricity in the country.



FILM THEME

The documentary's theme is deeply human, focusing on authentic stories, emotional depth, and the universal experiences that connect us all.

By including interviews with His Royal Highness Prince Abdulaziz bin Salman bin Abdulaziz Al- Saud, Minister of Energy and key executives, the film's global audience will see the commitment of those leading this movement.

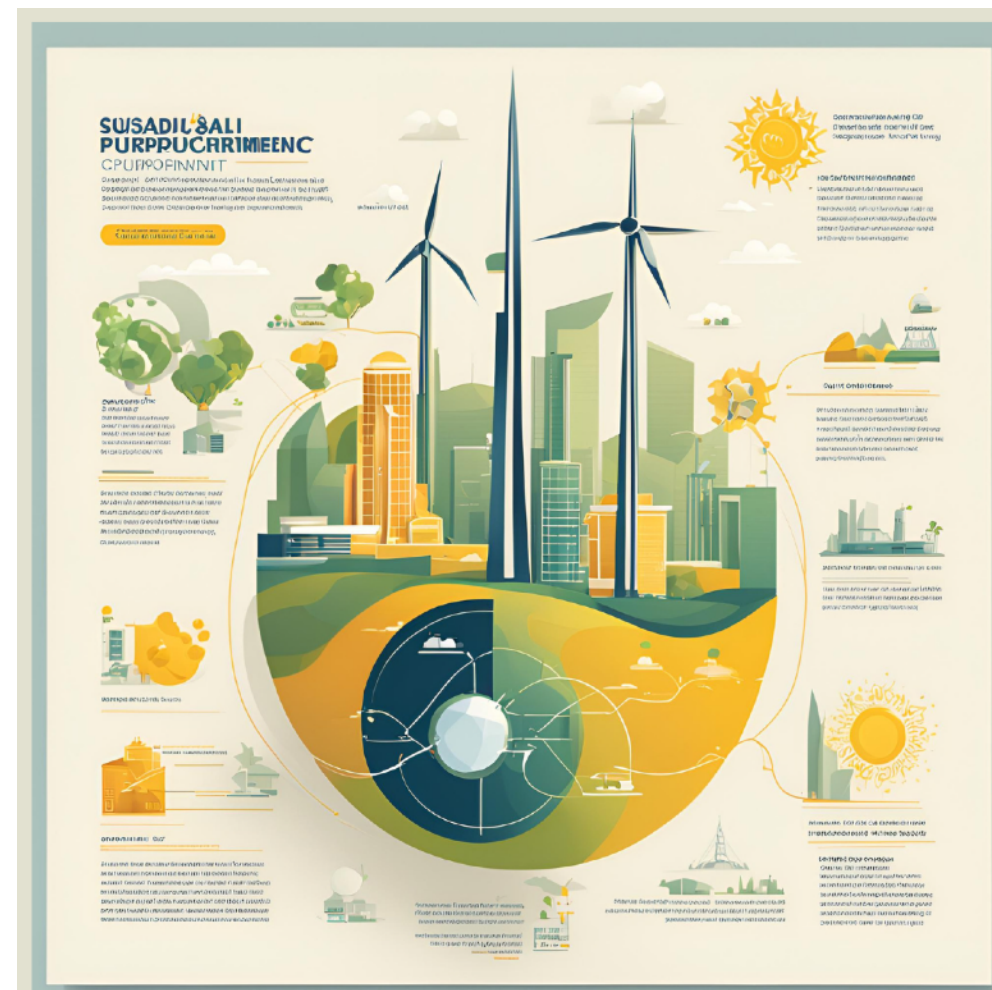
The film will also demonstrate the overwhelmingly positive energy behind the campaign. The film will come alive with an energetic opening CGI sequence and an engaging in-studio interview with His Royal Highness.



FILM ELEMENTS

The Film will capture and express the vital role SPPC plays within Saudi Arabia and its plans for a sustainable future, both domestically and worldwide.

- Utilize CGI, a culturally appropriate original music score, in-studio interviews, and on-location filming throughout the Kingdom
- Operate a fleet of drones, multi-camera set-ups, and the latest technology to capture 360 degree coverage of all eight power plants.
- The film will tell SPPC's story from where it is today, to how it will position itself (and the world) for a better tomorrow, enveloping the tenets of Vision 2030.





CAMPAIGN ELEMENTS

Each film element will serve as the basis and foundation for additional media dissemination. A strategic guide will accompany the film to maximize the impact and ROI of the film.

This will include ways to approach

- PR/Earned Media, Paid Print, Social Media, Influencers, and Creative Advertising—integrated communications.

Bolstering thought leadership standing will be purposefully engineered throughout the film. This will be used for visibility efforts globally.

An insights and analytics team will provide bespoke content distribution guidance to better identify key performance indicators and achieve specific marketing and communication goals.

TRUSTED TEAM

- Prospect Arts is an award-winning production company with 25 years experience across TV, film, and digital. Led by Director Tim Neeves, an award-winning filmmaker who for more than two decades has produced socially impactful films for global audiences. His feature-length and short-form films have won numerous festival recognitions and have been critically well-received across branded and commercial markets. Major streaming platforms, broadcast networks, brand campaigns, and live programs have showcased his cinematic productions. Tim Neeves is the director of the Netflix documentary Brave Blue World, which explores innovative solutions to global water challenges.
- Thomas Kostigen is an award-winning and multiple New York Times bestselling writer and film producer. His latest book, co-authored with Academy Award-winner Robert Downey, Jr., centres on impactful yet entertaining environmental shifts. He is a widely recognized sustainability expert, and has written and produced numerous factual film, audio, and live event programs around the world.
- RQ specializes in revolutionizing how brands connect with their audience by seamlessly integrating into and influencing contemporary culture. Its disciplines include strategy, creative, content, influencer, media and experiential — all to authentically embed brands into the cultural landscape.

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THANK YOU