

360 كلمة
Kalima





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WHO WE ARE

Kalima360 is a full-service marketing communication agency present in Jeddah, Riyadh, Dubai and Beirut with a record of holding complex, multi-piece brand problems together across the region.

We're built to see the whole thing: Strategy, Creative, Media, and Execution, all held under one accountable roof, sequenced by judgment rather than habit.

Founded in 2013 as Bottom Line Marketing & Communication. Reborn in 2024 as Kalima360, same discipline, sharpened for a region where the pieces move faster than ever.



JEDDAH



RIYADH



DUBAI



BEIRUT

OUR MOTTO

Our mark is a Rubik's Cube. Not decoration, a working description of our behaviour.

Every brand challenge arrives as scattered pieces: A business objective, a market reality, a cultural context, a channel mix, a deadline. Only few are built to hold all of them at once, in the right order, until they resolve into a single picture.

"We hold the whole picture together."

That's the discipline we sell: Range wide enough to cover every piece, and the judgment to know which one to move first. It's also why we are into partnership, not transaction.





WHY KALIMA360 MATTERS NOW

The region's marketing communication landscape moves faster than most organizations can restructure around, Arabic and English, platform-native and traditional, national narrative and consumer campaign, all often in the same week.

That's more pieces in motion, not fewer.

This is the environment Kalima360 is built for, holding every piece together and knowing which one moves first.

WHAT WE DO

Our capabilities span the full communication value chain deployed individually or, more often, as an integrated program built around a single business objective.

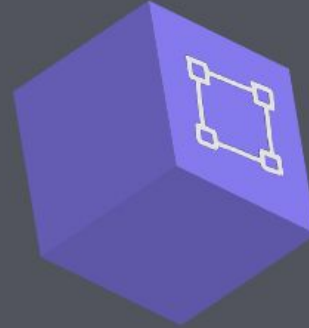
**CREATIVE
& CONTENT**



**EXPERIENCE
& ENGAGEMENT**



**STRATEGY
& BRANDING**



**MEDIA
& DISTRIBUTION**



Sector depth runs across toys and education, fragrance and luxury, aviation, hospitality, F&B, heritage brands, and government. Every one of them a different-shaped Rubiks Cube, held by the same team.

OUR METHODOLOGY

Every engagement follows a disciplined four-phase sequence because in a scattered Rubiks Cube with many pieces, the order they're moved in matters as much as the pieces themselves.

DISCOVER

We work closely with our partners to diagnose the real situation not just the brief as written. Landscape audits, category benchmarking, and stakeholder interviews, so we know every piece on the board before we move any of them.

DEFINE

We decide which piece moves first: the positioning, the narrative, and the measurable objective the entire program will be built to serve.

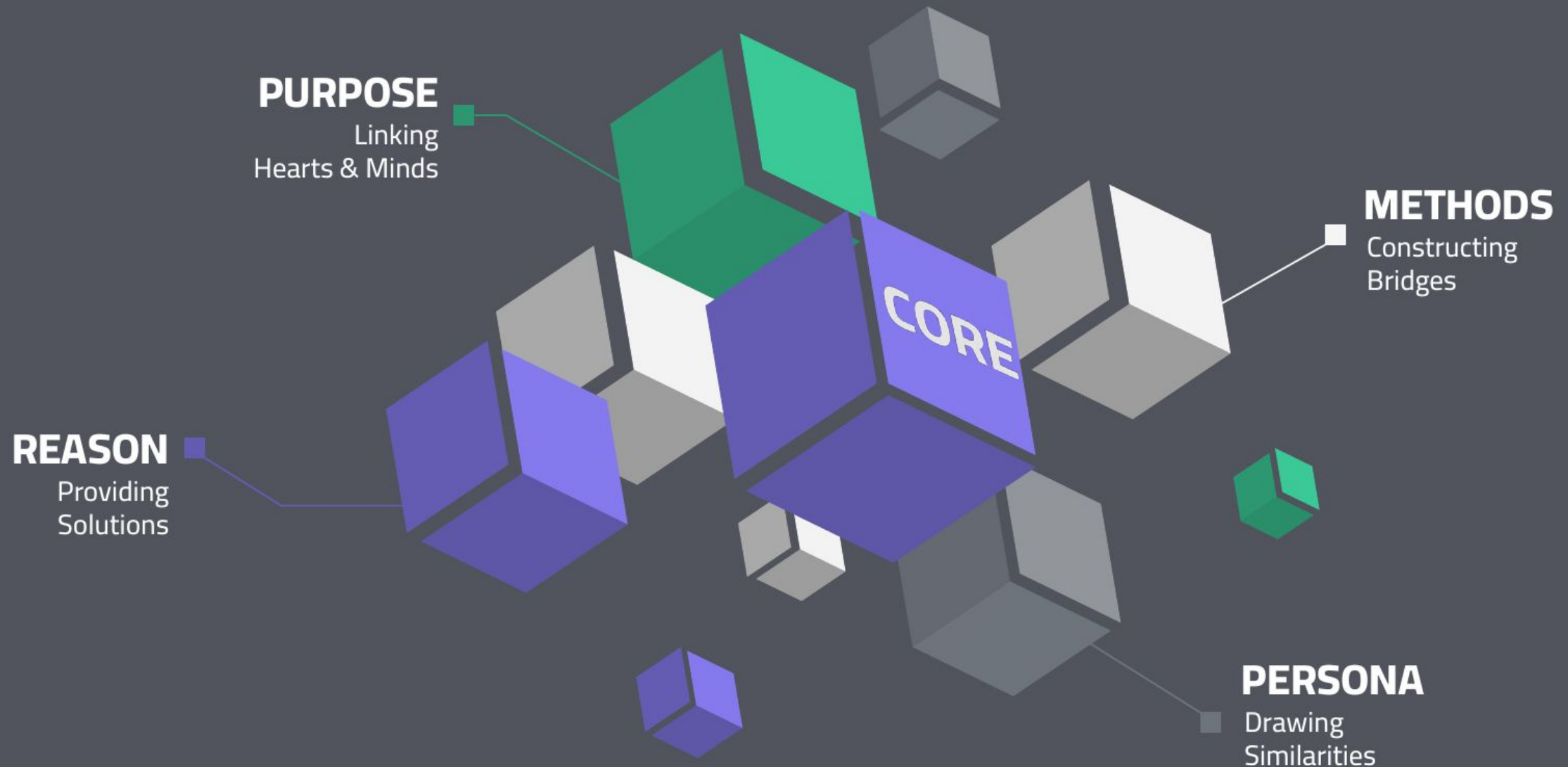
DEVELOP

We build the communication material that brings that sequence to life; creative, content, campaign architecture each piece placed to serve the whole, not produced in isolation.

DEPLOY

We execute with the same rigor as the strategy itself; channel sequencing, technical delivery, and on-the-ground management so the full picture holds, all the way through.

OUR STRATEGIC TOOL





Food & Beverage
40th Anniversary, 360° Campaign

Challenge

A 40-year milestone risked feeling like generic nostalgia to a multi-generational audience.

Approach

A three-wave strategy; Nostalgic, Future-facing, Proof-point speaking to each generation on its own terms.

Result

A measurable lift in brand sentiment, value, and sales.



scene 1



scene 2



scene 3



scene 4



Challenge

A portfolio of global brands (Crayola, Play-Doh, Marvel, Hasbro) read as scattered, not strong.

Approach

Rebuilt around consumer take-outs, turning breadth into a clear, unified range.

Result

Higher reach, higher engagement and an increase in sales through current and new channels.

معها كل لعب يحلى

دمية أنيتا فتاة عيد الميلاد



Challenge

Urgent updates needed to land with media already buried in briefings.

Approach

Swapped the briefing for a Suhoor event built on a 2025 handicrafts theme.

Result

A routine touchpoint became a cultural moment with the media shaping the brand's narrative.





Beauty & Personal Care Go-to-Market Strategy

Challenge

Entering a fiercely competitive market with zero existing brand equity.

Approach

Ran distribution and storytelling in parallel, growing demand and availability together.

Result

Fast market traction in a crowded category.



زيت الأركان للشعر
Argan Oil for your hair



#BEKIND

#بلطف



كوني لطيفة مع شعرك
BE KIND TO YOUR HAIR



Toys & Education
Content Production

[Click here to watch](#)

Challenge

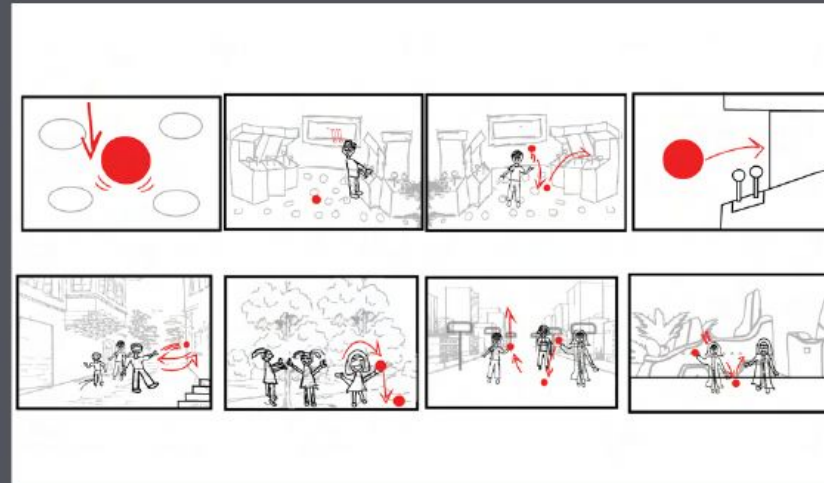
A global toy brand at risk of feeling imported to GCC families.

Approach

A film across the Gulf's heritage towns and beaches to root it locally.

Result

A visually distinct, Gulf-authentic brand identity.



NOTHING

Consumer Electronics Product Launch

Challenge

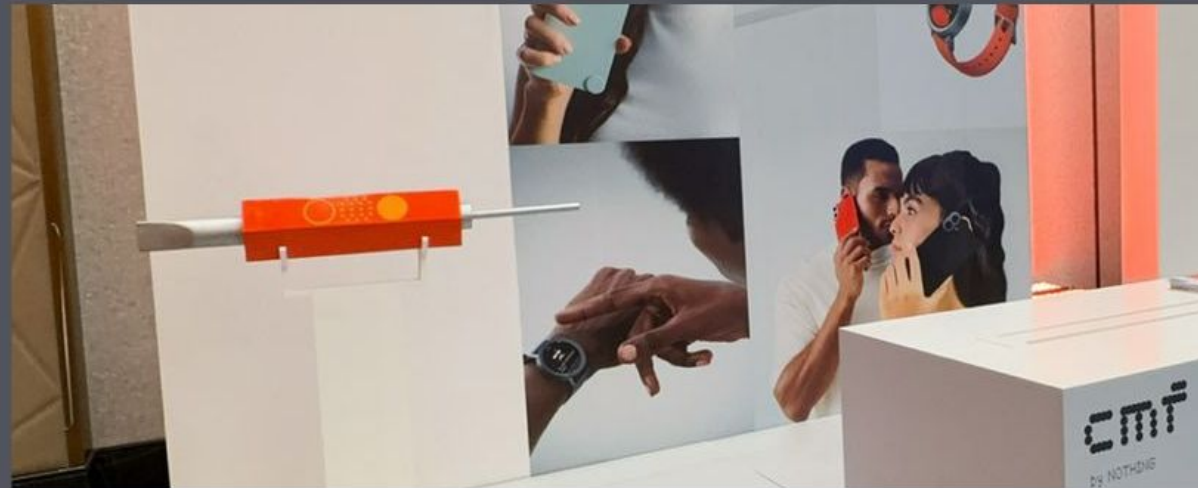
A regional launch at risk of reading as a delayed echo of the global one.

Approach

Put the product's design at the centre, staged live alongside the global feed.

Result

Saudi Arabia placed inside Nothing's global launch, not behind it.





Food & Beverage Brand Revamp

Challenge

Losing ground in a crowded market where product alone wasn't enough.

Approach

Paired a modern identity with storytelling that reflected real customer lives.

Result

Moved from category noise to a distinct position that is still driving content today.



Hospitality Closed-Community Strategy

[Click here to watch](#)

Challenge

A closed community cut the hotel off from any natural guest flow.

Approach

Rebuilt the cultural strategy to serve that community directly, using local content and influencers.

Result

A measurable rise in guest inflow from within the community itself.



Government
Large-Scale Event & Technical Production

Challenge

15 days of live global video links, zero room for visible failure.

Approach

Treated technical delivery and audience experience as one system, not two.

Result

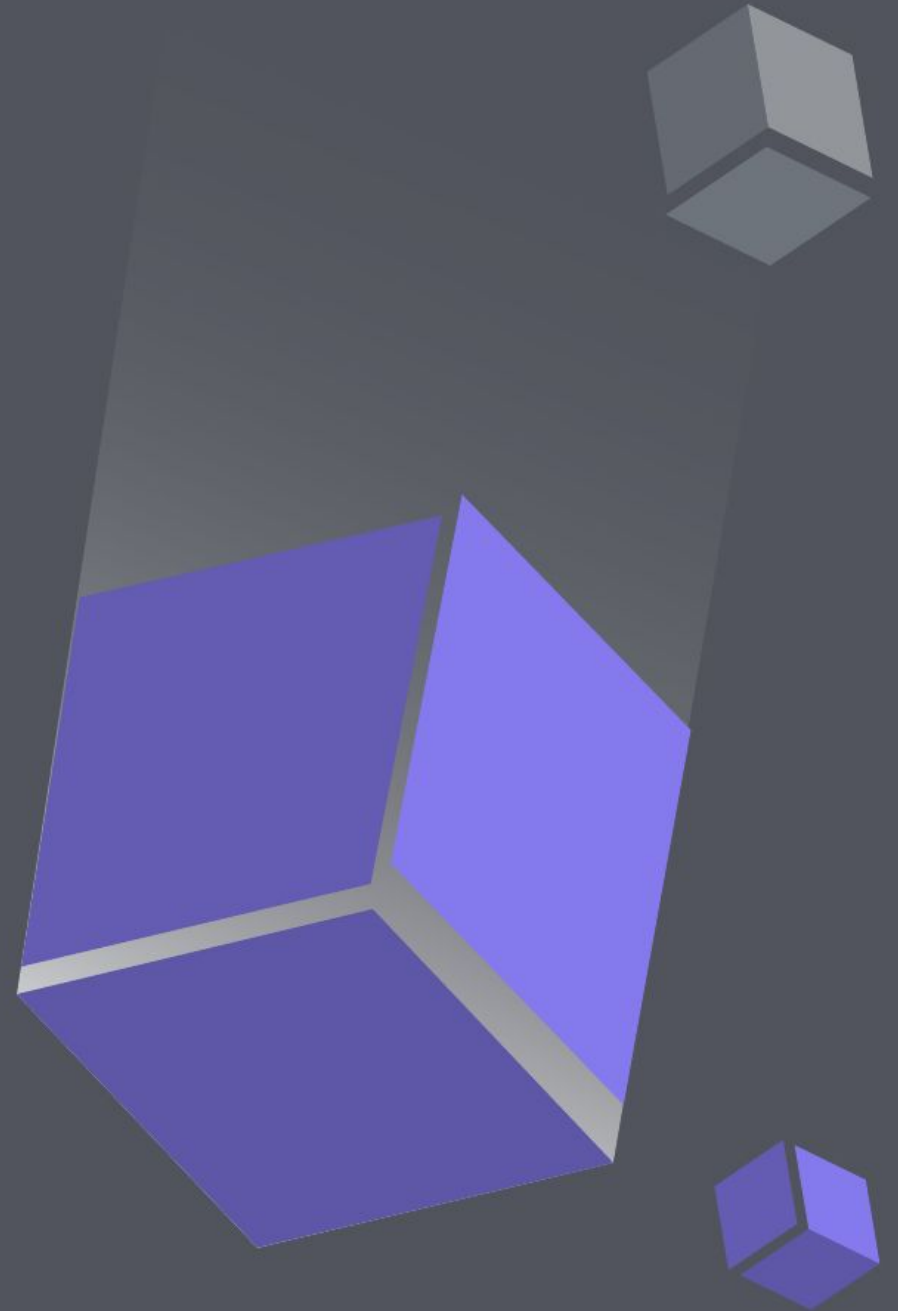
Flawless execution, sustained engagement and proof of scale at the highest stakes.



WHO TRUSTS US

Kalima360 has partnered with leading brands in the toys and education, luxury and fragrance, aviation, hospitality, food and beverage, heritage brands, and governmental entities.

The common thread isn't sector, it's that each relationship has run long enough for us to see the whole picture, not just the piece we were first hired for.







GET IN TOUCH

Bring us the pieces. We'll help you find the picture.



"We hold the whole picture together"