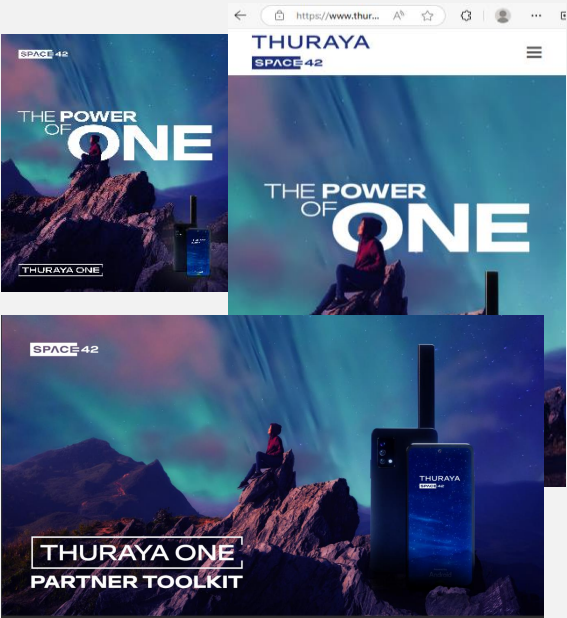


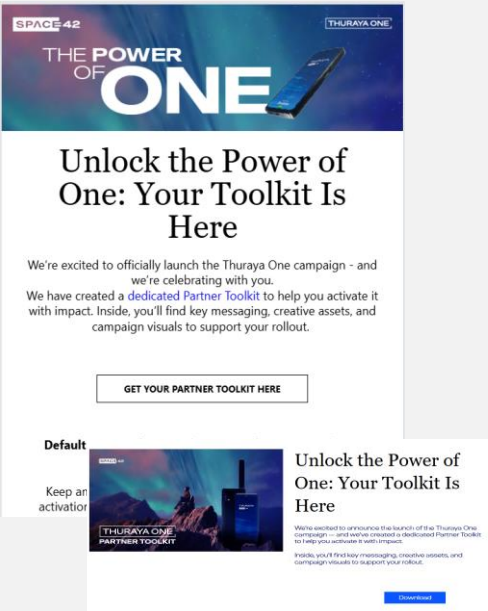
Thuraya One Integrated Strategy

Thuraya One Phone Journey



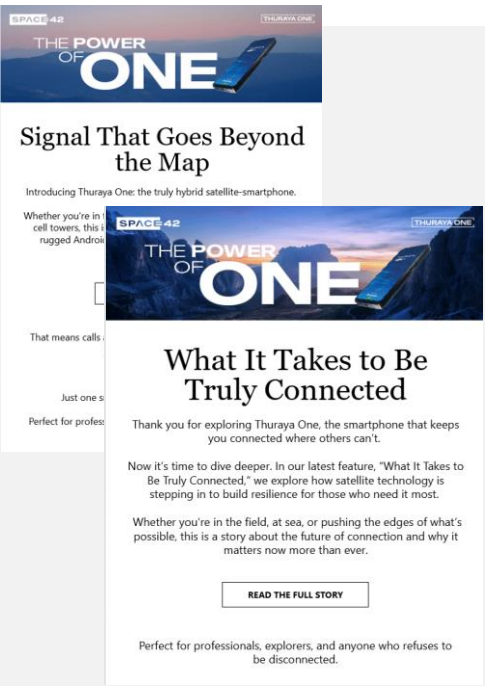
LAUNCH

Microsite, SP email, database email, social media



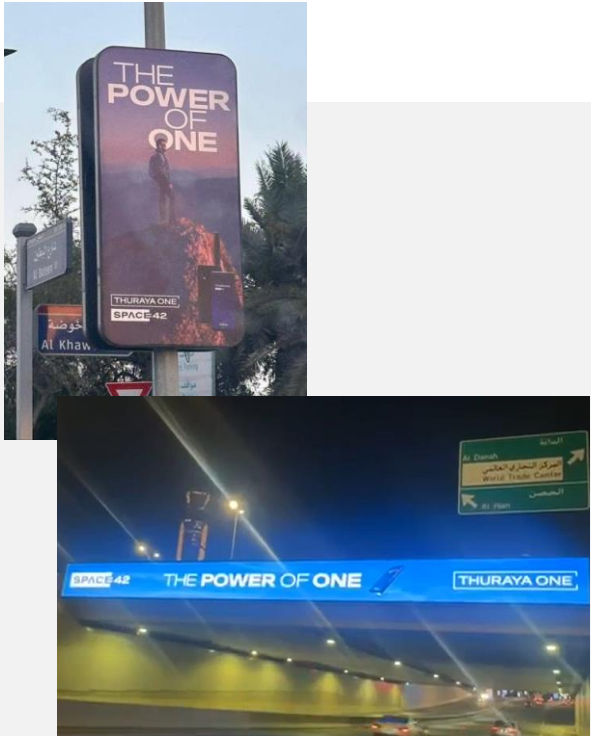
IMPROVE

Priority SP email, up to date reseller information on the website.



DATA FOLLOW UP

Follow up on data and de-brief



EXPANSION

Launch of paid digital advertising = more data coming through

Thuraya One Phone Campaign

What can you expect



Strategic messaging and brand positioning

The Power of One



Space42 Assests

PRINTED MATERIAL

- Flyer
- Factsheet
- OOH

DIGITAL MATERIAL

- Hero visuals
- Features video
- Hero video
- Educational blog articles
- Updated microsite
- Email journeys

SOCIAL MEDIA

- Social media plan and calendar



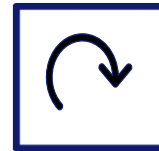
Space42 External Assests

PARTNERS

- Partner toolkit with all Space42 assets
- Partner extranet to download all assets

SOCIAL MEDIA

- Influencer toolkit



End-to-end customer journey

PARTNERS

- Help distribute a comprehensive campaign, with visuals and messaging, all in an easy to digest and distribute way.

Space42 END CUSTOMERS

- Comprehensive journey from education and awareness, engagement and excitement to intaking enquiries and distributing out to SPs, further showing the value Space42 and our products bring.

Thuraya One Phone Assets

Space42 printed material



OUT OF HOME
ADVERTISING
AROUND ABU
DHABI: DUE LIVE
ON W/C 5 MAY

FLYER



Click here to download the factsheet: [English lang](#) / [Arabic lang](#)

Thuraya One Phone Assets

Space42 digital material: hero visuals



Thuraya One Phone Assets

Space42 digital material: hero visuals



Thuraya One Phone Assets

Space42 digital material: target audience visuals



**Due to no data available, this will be the benchmark builder.*

Thuraya One Phone Assets

Space42 digital material: hero and features videos



Click here to view the video: <https://youtu.be/WmypA-Xtkw4>

Click here to view the video: <https://www.thuraya.com/thuraya-one/>

For internal staff, you can post about this on social media, using the below example text:

This is what the Power of One looks like. A bold idea, a united team, and a breakthrough that will change how the world connects.

Thuraya One Satellite Smartphone is here: <https://bit.ly/44o50eJ>

#ThurayaOne #Space42

Thuraya One Phone Assets

Space42 digital material: email journeys

Overview:

The following serves as a sample template for a generic hero emailer intended for broad distribution across multiple audience segments.

Subject Line

Meet the smartphone that stays connected when others drop off

Body Copy

Thuraya One is a universal Android smartphone with true dual-mode connectivity—cellular and satellite—built for professionals and adventurer-seekers who need to stay connected, anywhere.

From mountain ranges to coastlines,

Thuraya One keeps you in touch when others can't.

CTA

Discover Thuraya One

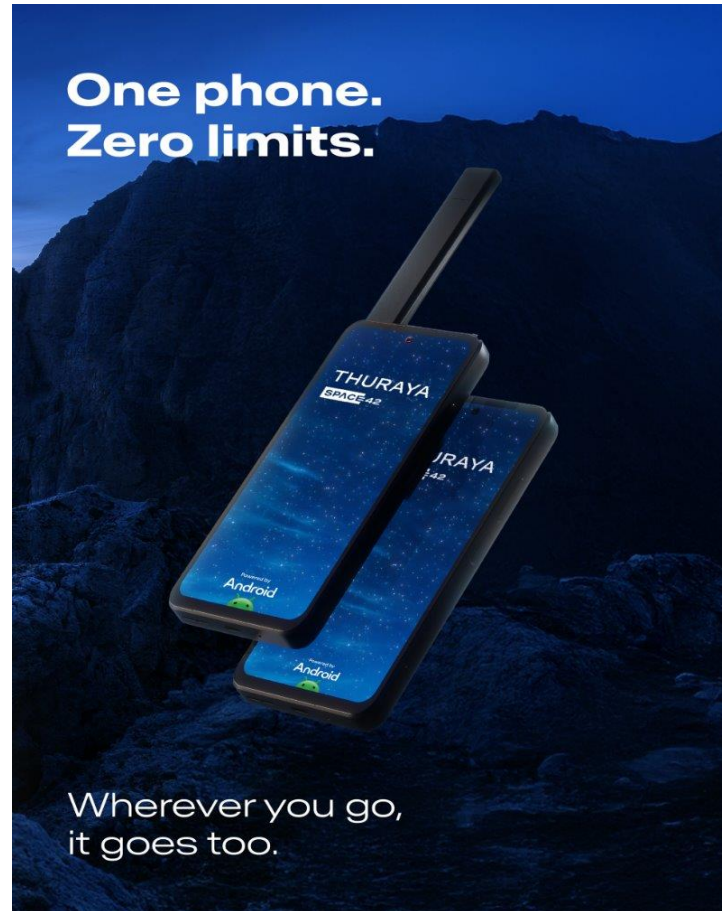


650px wide x 200px deep



Thuraya One Phone Assets

Space42 digital material: social media journeys



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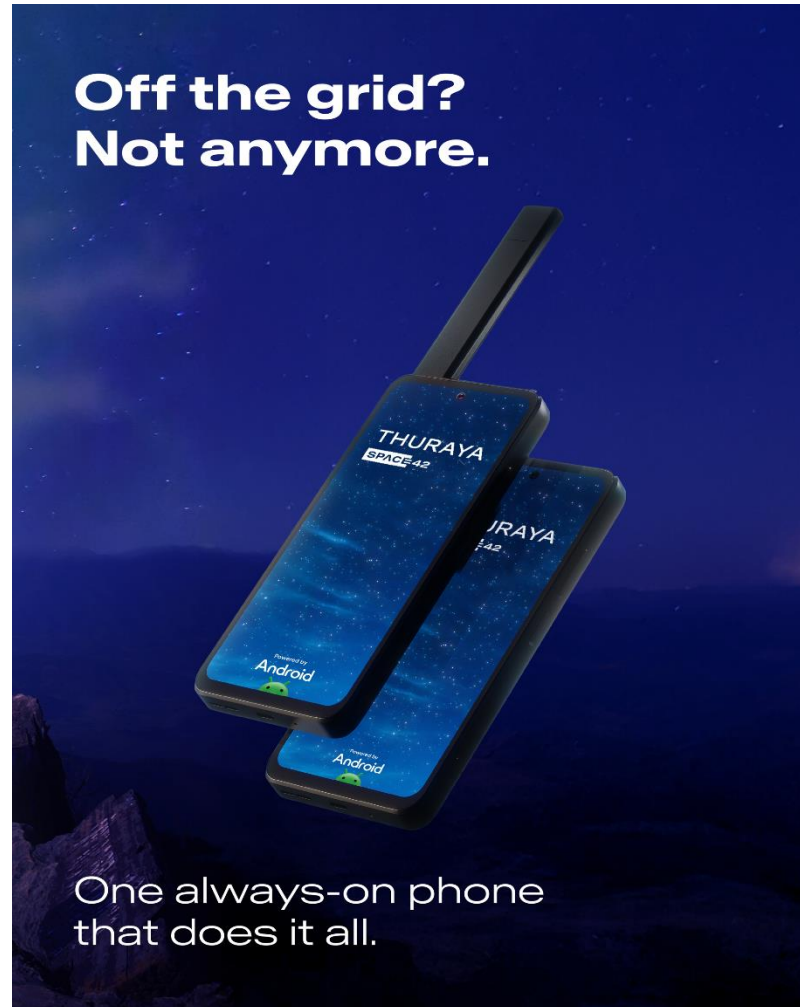
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#ThurayaOne #Space42

Thuraya One Phone Assets

Space42 digital material: social media journeys



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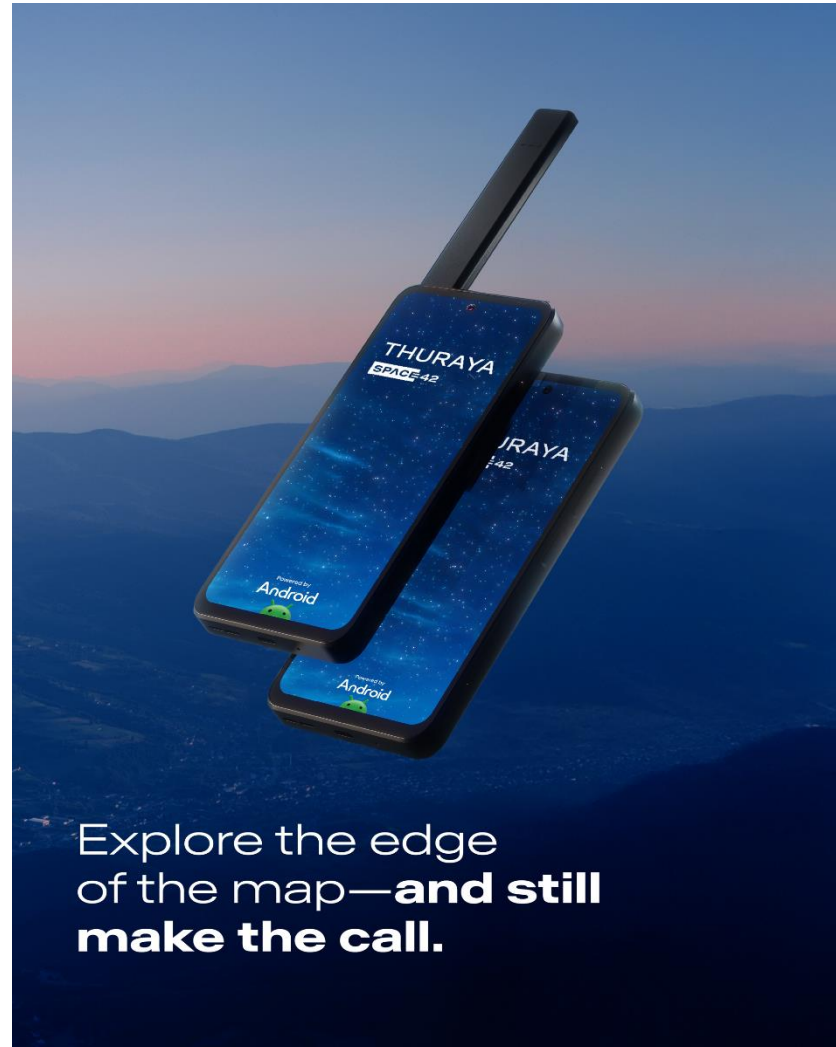
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Thuraya One Phone Assets

Space42 digital material: social media journeys



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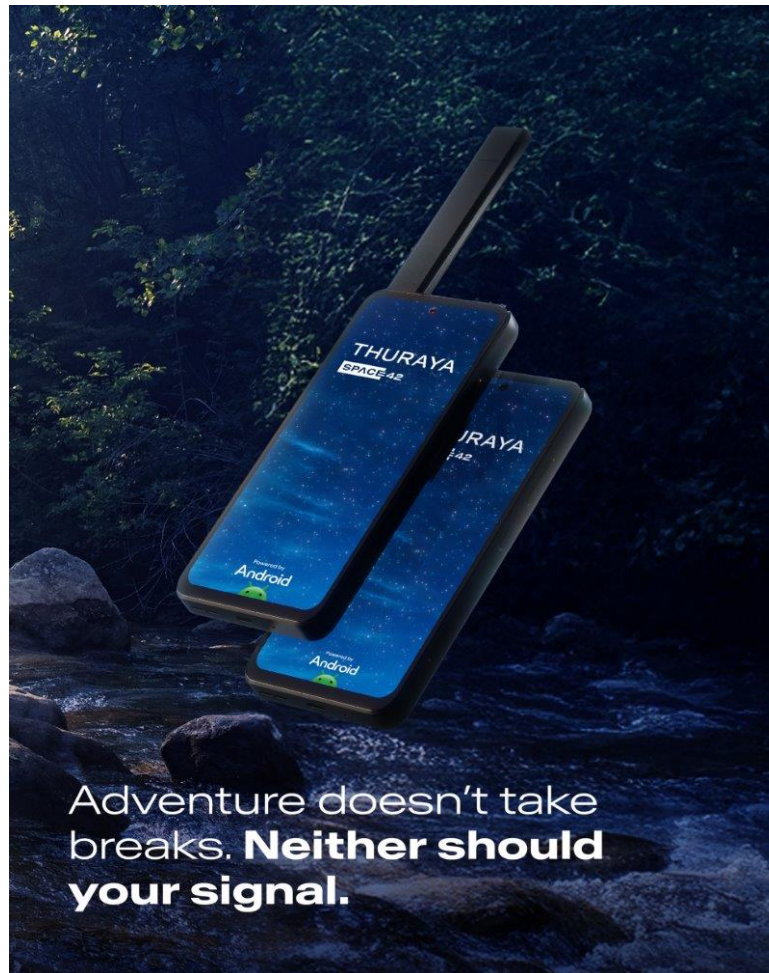
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Space42 digital material: social media journeys



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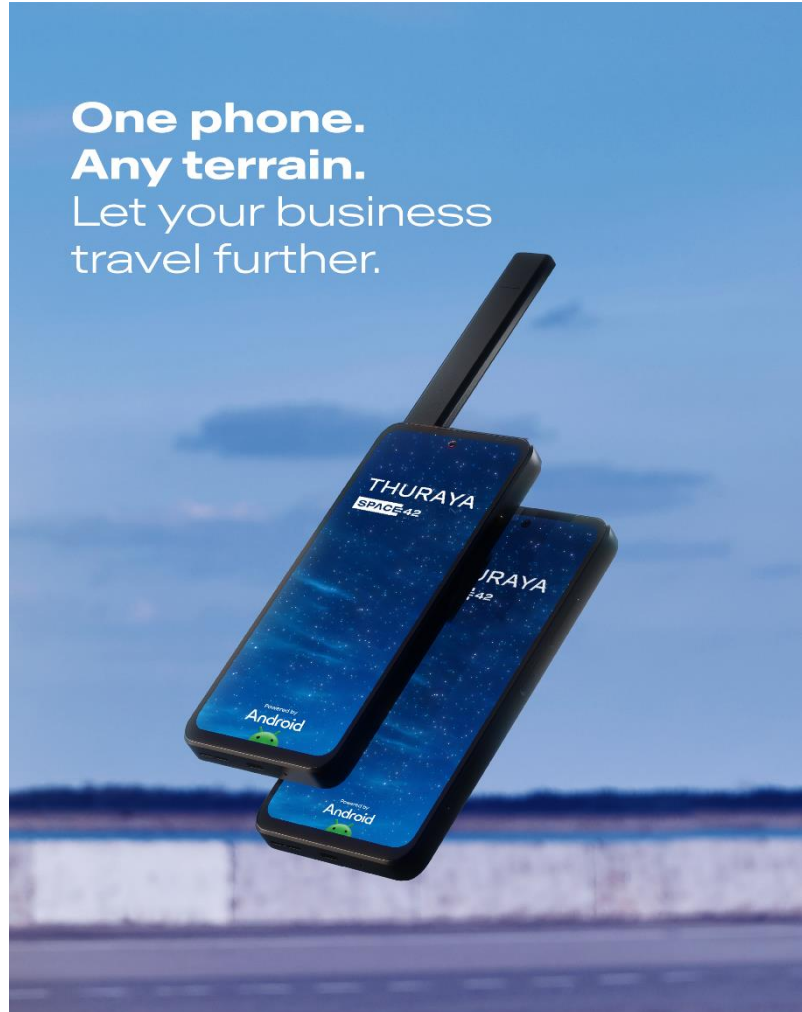
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Space42 digital material: social media journeys



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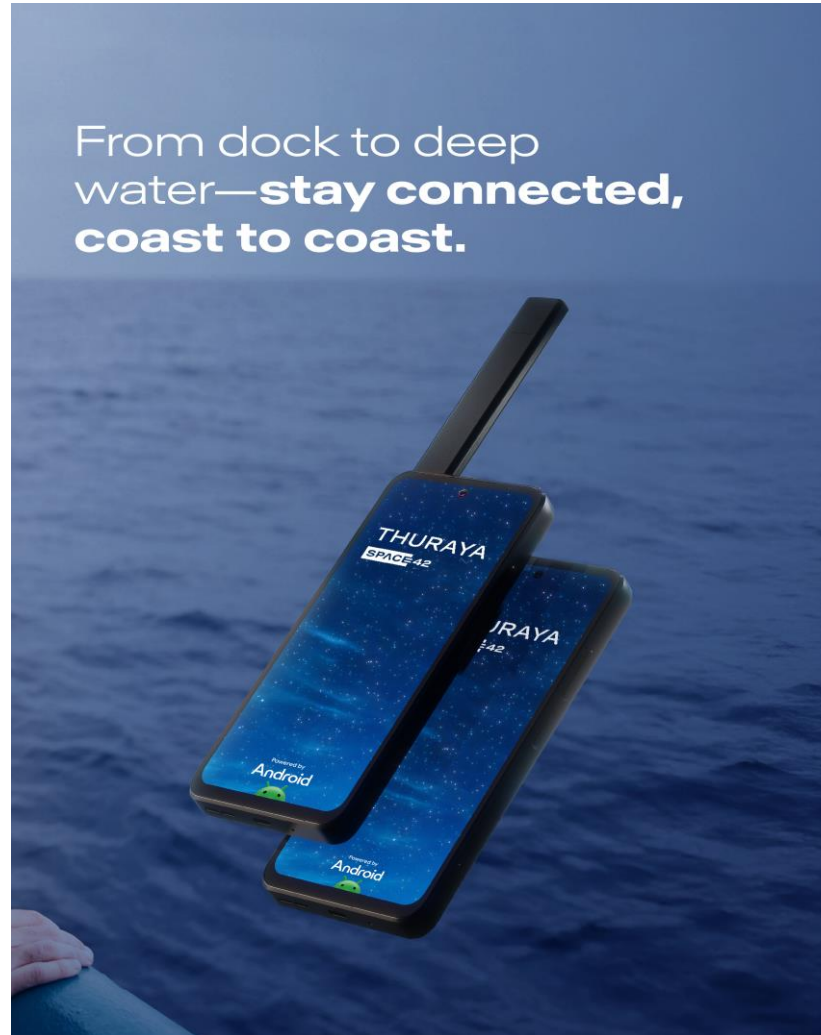
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Space42 digital material: social media journeys



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#ThurayaOne #Space42

Thuraya One Phone Assets

Space42 digital material: social media journeys calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
			Hero Video			
5	6	7	8	9	10	11
Hero KV			Maritime Use Case (LinkedIn only)			
12	13	14	15	16	17	18
	Maritime KV	Blog post 1 (LinkedIn only)		Social educational post 1		
19	20	21	22	23	24	25
	Adventure KV - female		Agriculture Use Case (LinkedIn only)			
26	27	28	29	30	31	
		Business KV				

Thuraya One Phone Assets

Blog articles

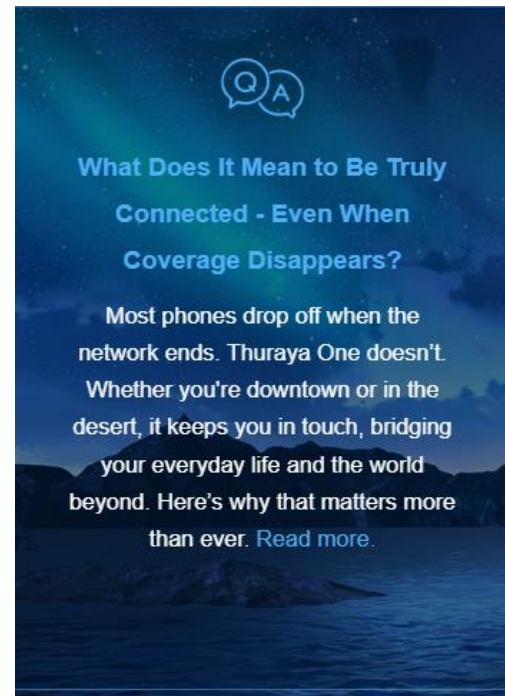
Our first ever blog articles at Space42, where we not only have beautifully designed visuals and great products, we have a wealth of knowledge to share with the world.



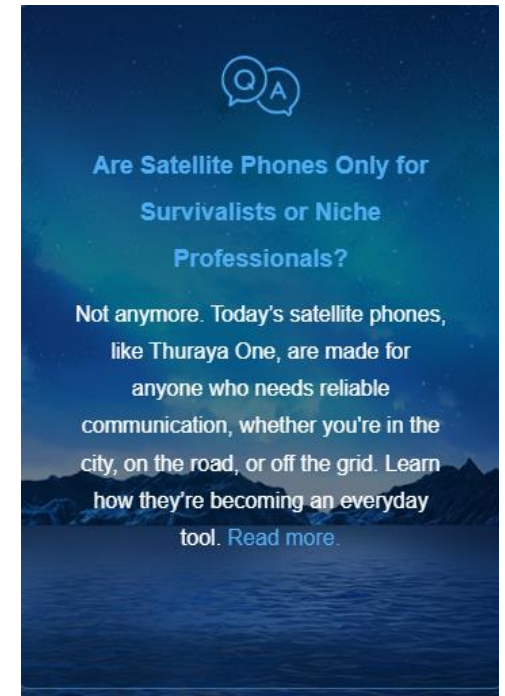
[Read more here](#)



[Read more here](#)



[Read more here](#)

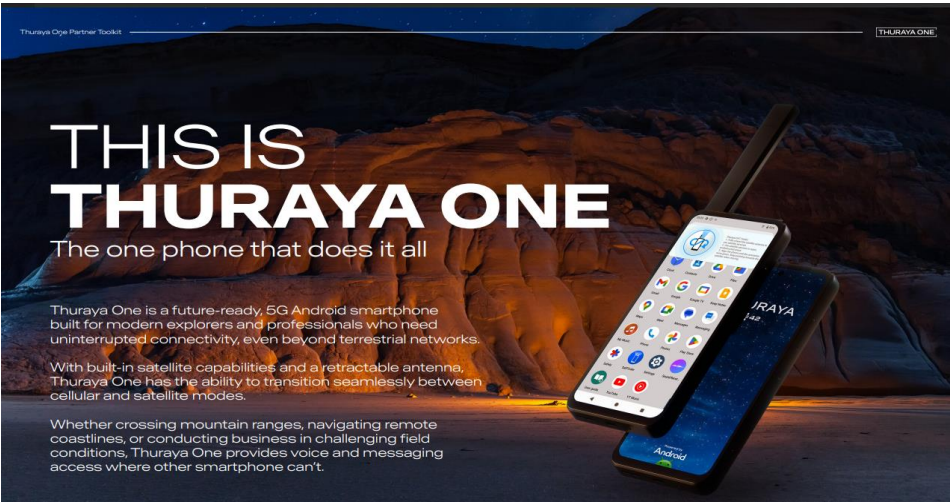


[Read more here](#)

Thuraya One Phone Assets

Partner toolkit

Our first ever partner toolkit, where our SPs receive all assets, messaging and branding insights, allowing them to run campaigns.



Thuraya One Phone Assets

Partner toolkit: email and extranet

Email sent to SPs, giving them the downloadable assets and toolkit.



Unlock the Power of One: Your Toolkit Is Here

We're excited to officially launch the Thuraya One campaign - and we're celebrating with you. We have created a [dedicated Partner Toolkit](#) to help you activate it with impact. Inside, you'll find key messaging, creative assets, and campaign visuals to support your rollout.

GET YOUR PARTNER TOOLKIT HERE

Default password: [GetMyThuraya1Toolkit!](#) (you can change this once logged in)

Keep an eye on our [LinkedIn](#) and [website](#) for live campaign activations - and we'd love for you to engage, share, and help spread the word.

If you have any questions, just reach out at dana.stancu@space42.ai.

Let's launch this together!

Screengrab of extranet site, where downloadable assets and toolkit is available. For SPs to have access to this, they need to have a login set up on the extranet and be given a password. That can be done via the brand department team. Without access and password credentials, this site cannot be accessed.

ice42BrandGuidelines/sp-assets/thuraya-one-assets?m=7387338#_msdynmkt_donottrack=0_msdynmkt_linkid=25c97f31-60c9-4956-b284-20676b6ed732

Thuraya One Partner Toolkit

We're thrilled to launch Thuraya One with you and support your efforts every step of the way.

Inside the toolkit, you'll find all the assets and guidelines you need to activate this campaign confidently and effectively.

PLEASE NOTE: These materials are provided exclusively for marketing the Thuraya One satellite smartphone. All assets must retain the Space42 logo and should not be altered, repurposed, or used for any other campaigns or formats.

We appreciate your partnership, and can't wait to see this campaign come to life with your support!



Unlock the Power of One: Your Toolkit Is Here

We're excited to announce the launch of the Thuraya One campaign — and we've created a dedicated Partner Toolkit to help you activate it with impact.

Inside, you'll find key messaging, creative assets, and campaign visuals to support your rollout.

Download

Thuraya One Phone Assets

Influencer toolkit

Our first ever influencer toolkit, used to brief influencers, and ensure all coverage is on brand and on message.

