

# Thuraya One Integrated Strategy

# SPACE 42



# **Thuraya One Campaign**

We're proud to launch the **Thuraya One campaign**—a true team effort across Space42. From powerful visuals and video to thought-provoking blog articles and a full partner toolkit, this is a unified campaign we can all be proud of. Thank you to everyone who made it happen!

# **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 awarness, engagement and excitement to intaking enquiries and distributing out to SPs, further showing the value Space42 and our products bring.



Space42 printed material



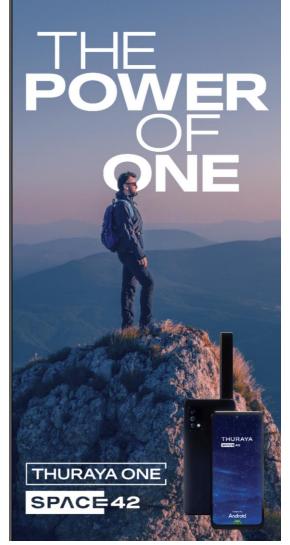




OUT OF HOME ADVERTISING AROUND ABU DHABI: DUE LIVE ON W/C 5 MAY

### **FLYER**





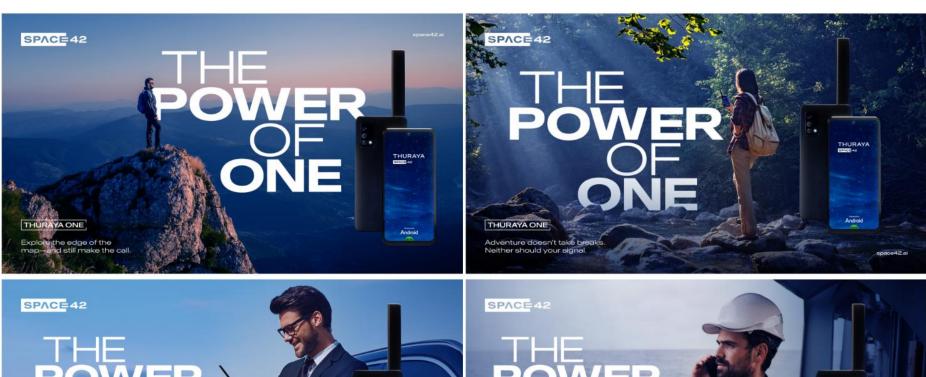
Space42 digital material: hero visuals



Space42 digital material: hero visuals



Space42 digital material: target audience visuals



THURAYA





<sup>\*</sup>Due to no data available, this will be the benchmark builder.

Space42 digital material: hero and features videos





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

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

### 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: <a href="https://bit.ly/44o50el">https://bit.ly/44o50el</a>

#ThurayaOne #Space42

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

### 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

### **Subject Line**

segments.

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



Space42 digital material: social media journeys





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.

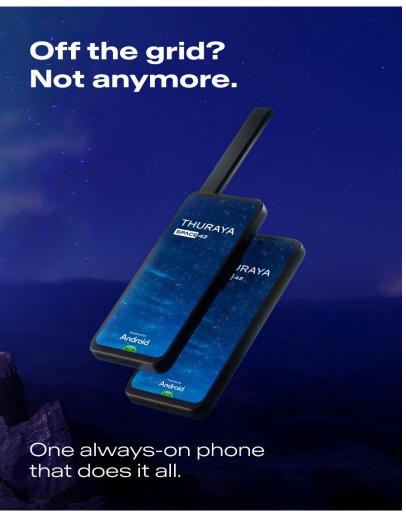
Thuraya One Satellite Smartphone is here:

https://bit.ly/44o50eJ

#ThurayaOne #Space42

Space42 digital material: social media journeys





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.

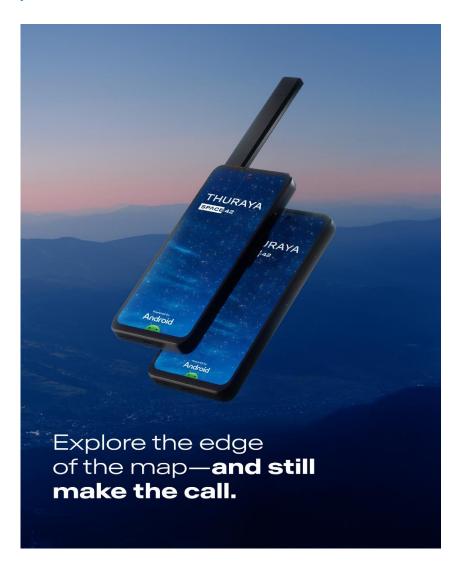
A bold idea, a united team, and a breakthrough that will change how the world connects.

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

#ThurayaOne #Space42

Space42 digital material: social media journeys





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.

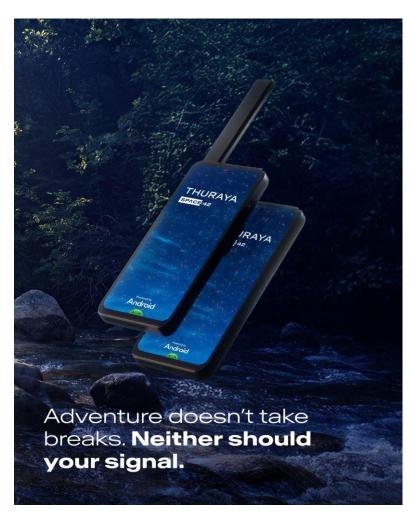
Thuraya One Satellite Smartphone is here: <a href="https://bit.ly/44o50eJ">https://bit.ly/44o50eJ</a>

#ThurayaOne #Space42



Space42 digital material: social media journeys





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.

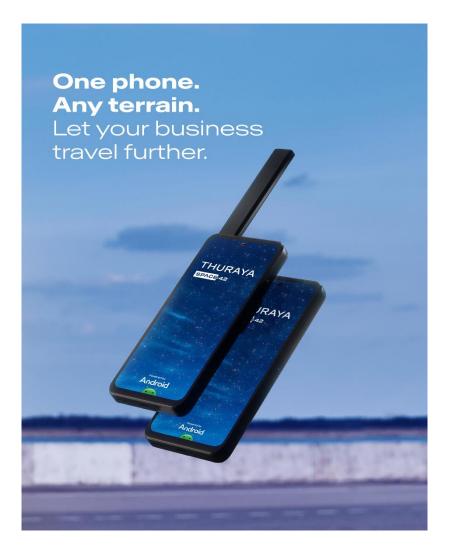
Thuraya One Satellite Smartphone is

here: https://bit.ly/44o50eJ

#ThurayaOne #Space42

Space42 digital material: social media journeys





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.

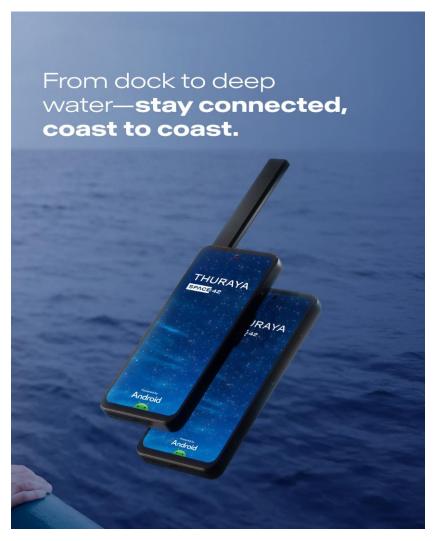
Thuraya One Satellite Smartphone is here:

https://bit.ly/44o50eJ

#ThurayaOne #Space42

Space42 digital material: social media journeys





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

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		
19	20	21	22	23	24	25
	Adventure KV - female		Agriculture Use Case (LinkedIn only)			
26	27	28	29	30	31	
		Business KV				

<sup>\*</sup>Due to no data available, this will be the benchmark builder.

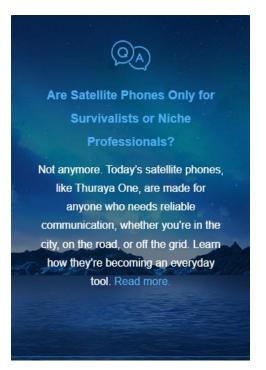
### Blog articles

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.









17

Read more here Read more here

Read more here

Read more here

### Partner toolkit

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













### Influencer toolkit

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



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

#### **KEY MESSAGES PER VIDEO**

#### Examples

#### UNBOXING

- · Film in real time to get accurate and real first look of phone
- . Showcase all the elements you get in the box as part of the product pack
- . Reference the retractable antenna and how it is discreetly built-in so it looks like a Smartphone
- . 3 rear and 1 front camera

#### USING THE PHONE - CONNECTIVITY

- · For this video, we want you to show how the phone in use, and how seamlessly it connects in places that you can't usually get coverage
- Dual-mode connectivity to swap between coverage as needed so you stay
- . Loading the dual SIMs





#### What you need to know

We've picked you to help us create some amazing content that showcases the benefits of the Thuraya One Satellite Smartphone.

This document will cover:

- · Who we are an introduction to Space42 and Thuraya One
- · The campaign The Power of One
- Content deliverables
- · Video outputs
- Key messages
- · Content requirements
- Timelines

Together, we want to create great content to support the Thuraya One





# SPACE 42

Space42.ai

Copyright © 2024 Space42 PLC (Space42)

This document contains Space42's proprietary and confidential information. Any disclosure, copying, distribution or use is prohibited, if not otherwise explicitly agreed with Space42 in writing.