

Thuraya One Integrated Strategy

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



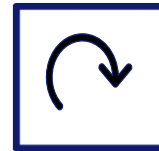
Space42 External Assests

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 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



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

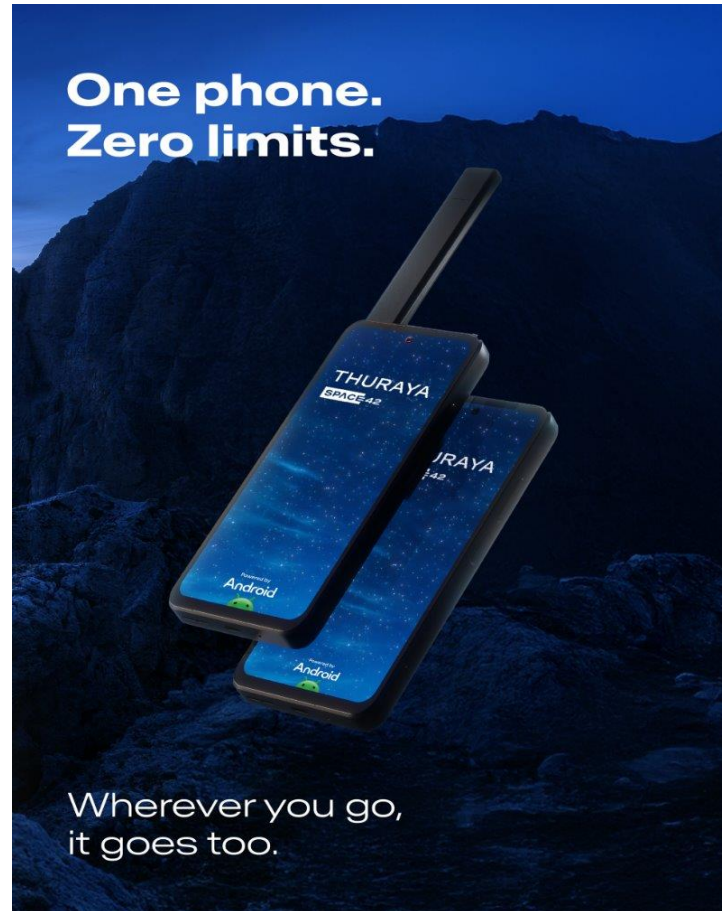


650px wide x 200px deep



Thuraya One Phone Assets

Space42 digital material: social media journeys



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.

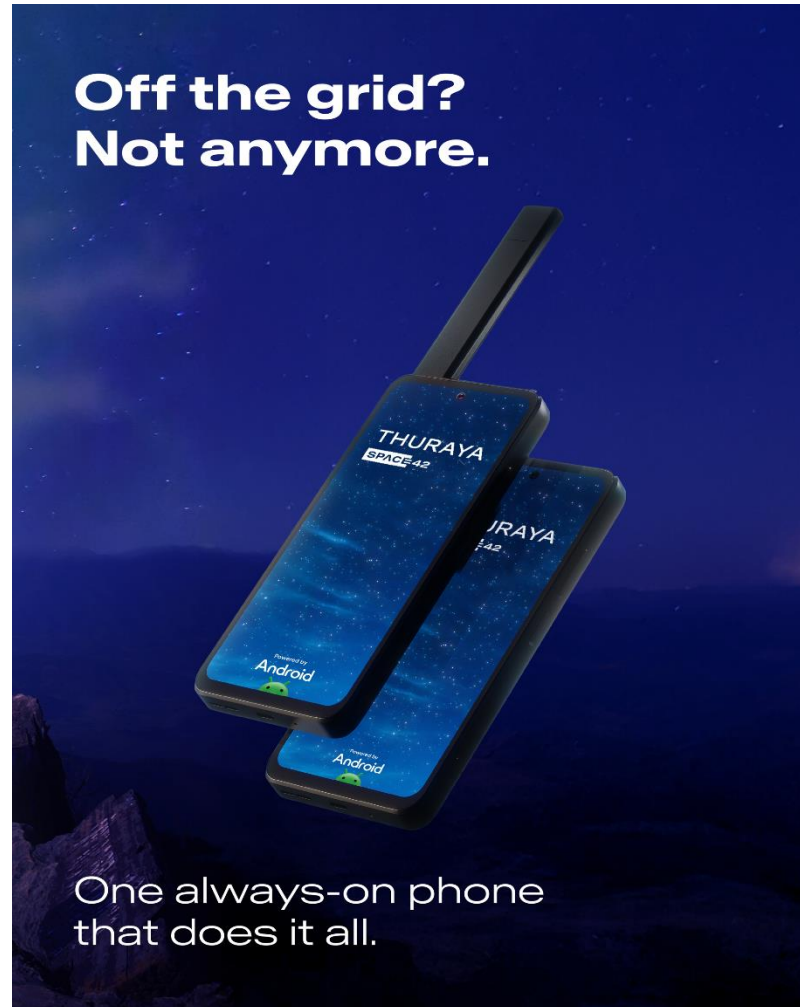
Thuraya One Satellite Smartphone is here:

<https://bit.ly/44o5OeJ>

#ThurayaOne #Space42

Thuraya One Phone Assets

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.

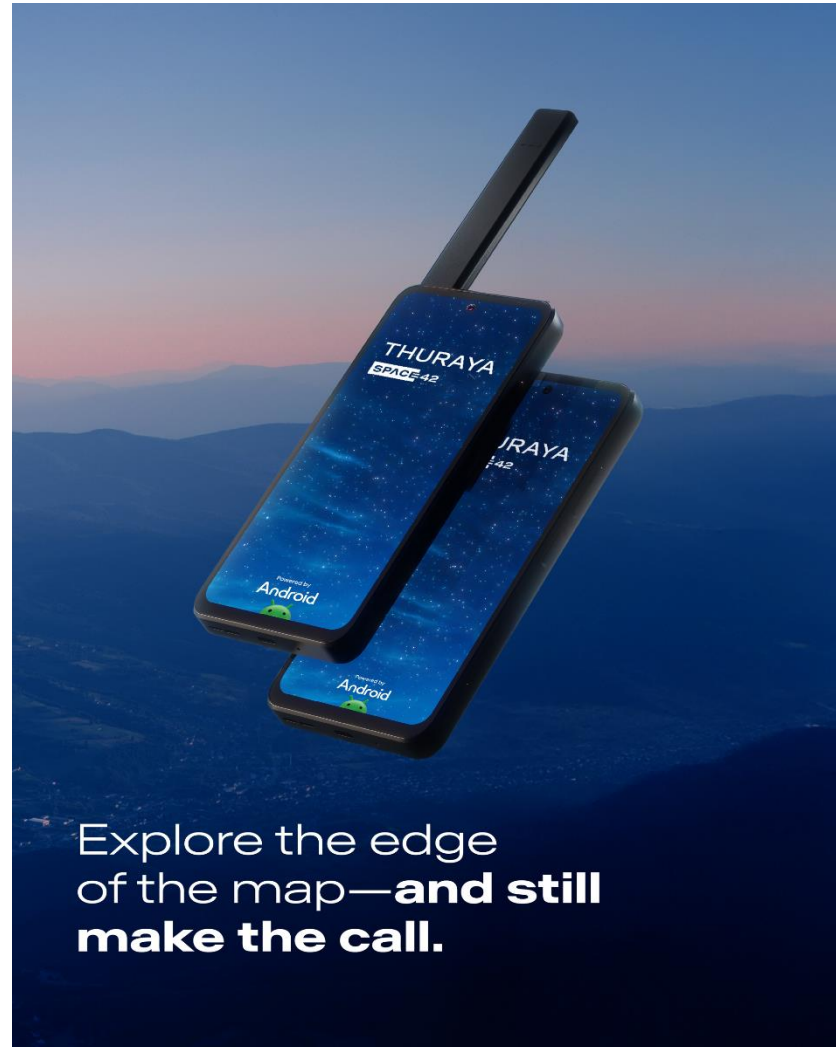
A bold idea, a united team, and a breakthrough that will change how the world connects.

Thuraya One Satellite Smartphone is here: <https://bit.ly/44o5OeJ>

#ThurayaOne #Space42

Thuraya One Phone Assets

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/44o5OeJ>

#ThurayaOne #Space42

Thuraya One Phone Assets

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.

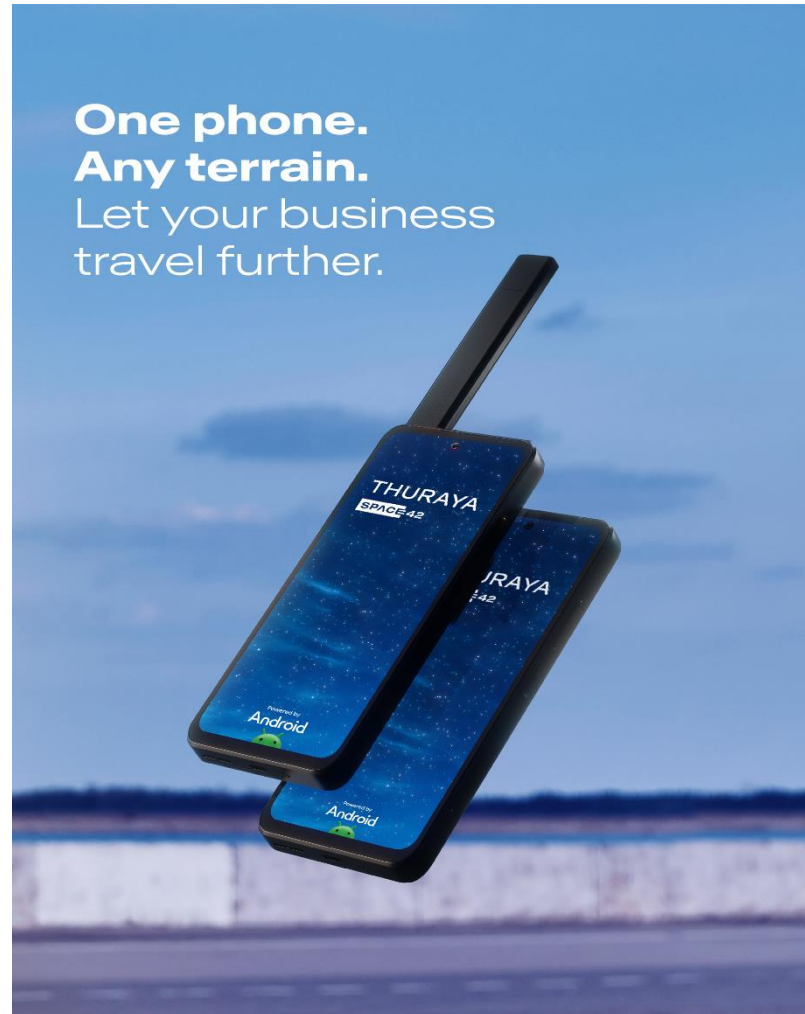
A bold idea, a united team, and a breakthrough that will change how the world connects.

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

#ThurayaOne #Space42

Thuraya One Phone Assets

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.

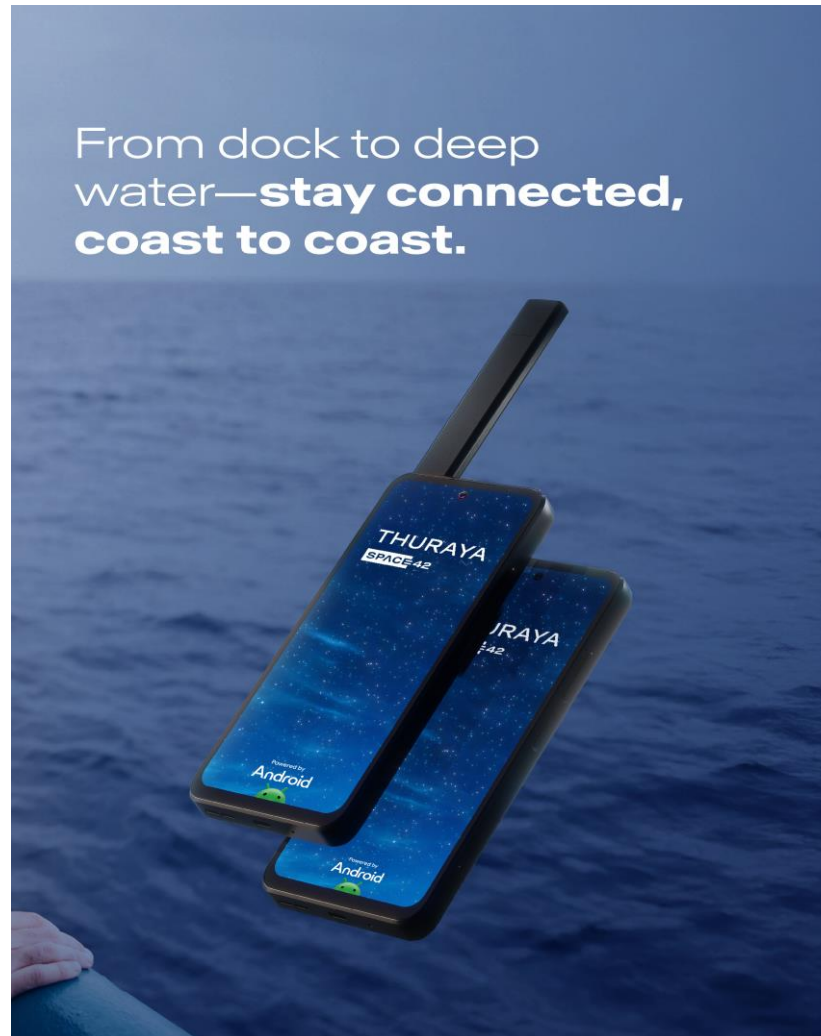
Thuraya One Satellite Smartphone is here:

<https://bit.ly/44o5OeJ>

#ThurayaOne #Space42

Thuraya One Phone Assets

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

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				

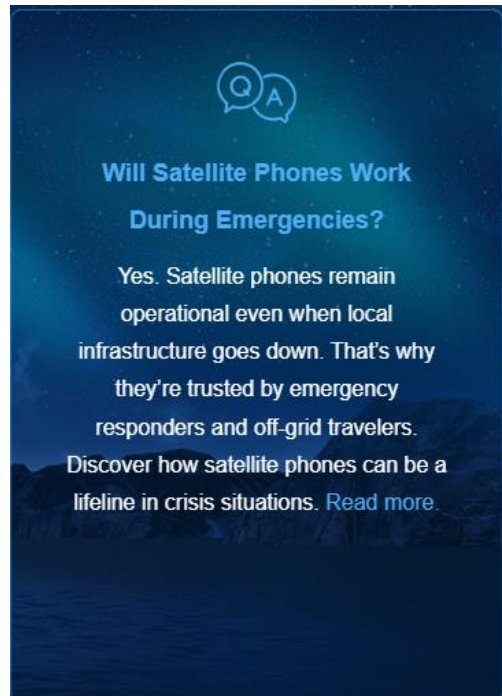
Thuraya One Phone Assets

Blog articles

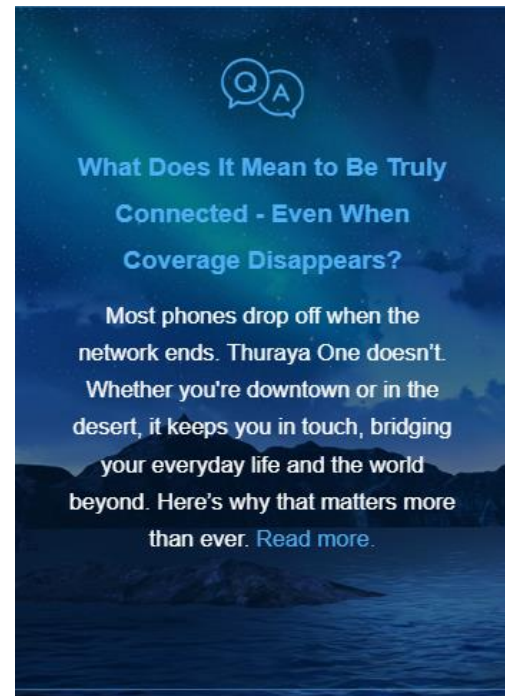
Our first ever blog articles at Space42, where we not only have beautifully designed visuals and great products, we have a wealth of knowledge to share with the world.



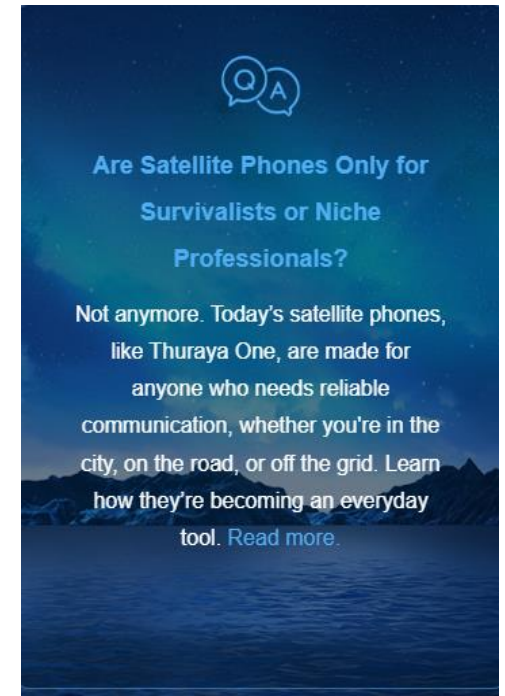
[Read more here](#)



[Read more here](#)



[Read more here](#)



[Read more here](#)

Thuraya One Phone Assets

Partner toolkit

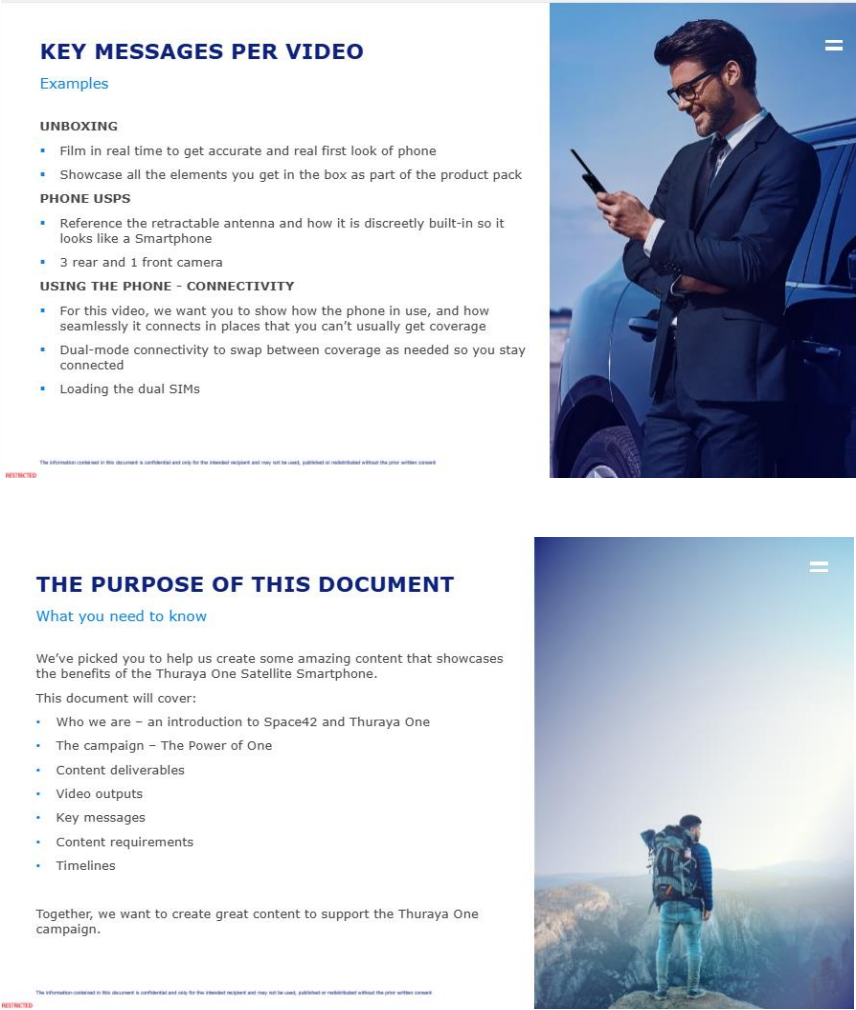
Our first ever partner toolkit, where our SPs receive all assets, messaging and branding insights, allowing them to run campaigns.



Thuraya One Phone Assets

Influencer toolkit

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





Space42.ai