كلمة Kalima



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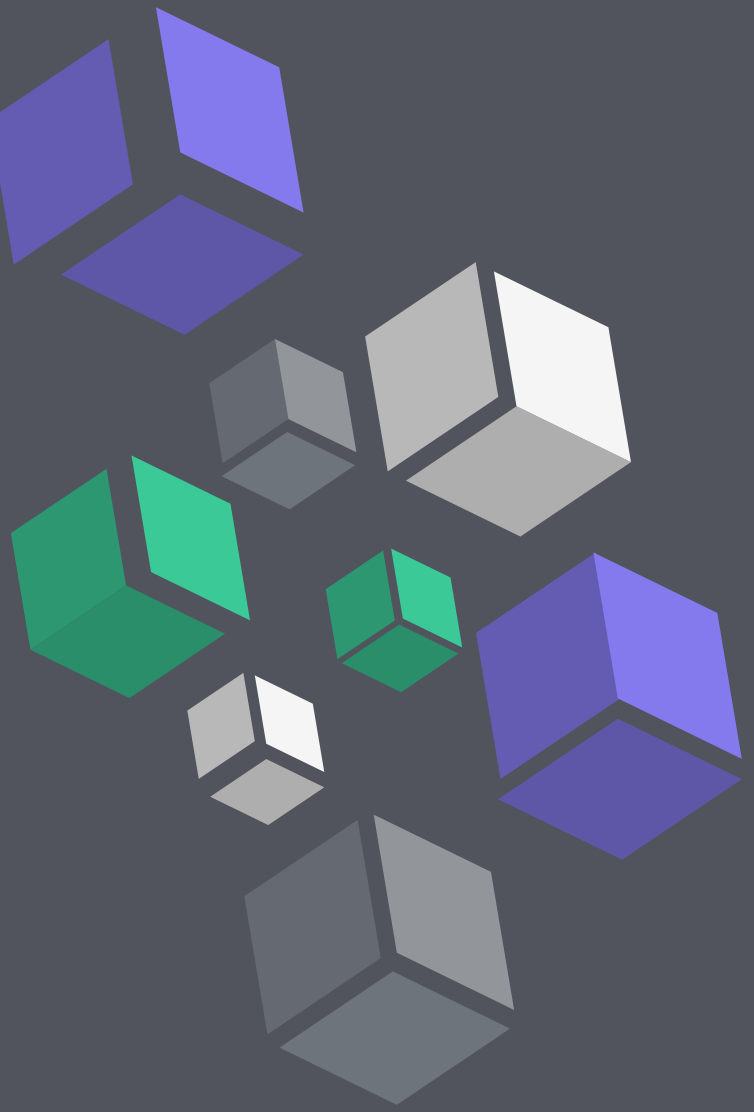


WHO WE ARE

Kalima360 is a full-service marketing communication agency present in Riyadh, Jeddah, 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.

RIYADH JEDDAH 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, Strategy and Implementation, 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.



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.

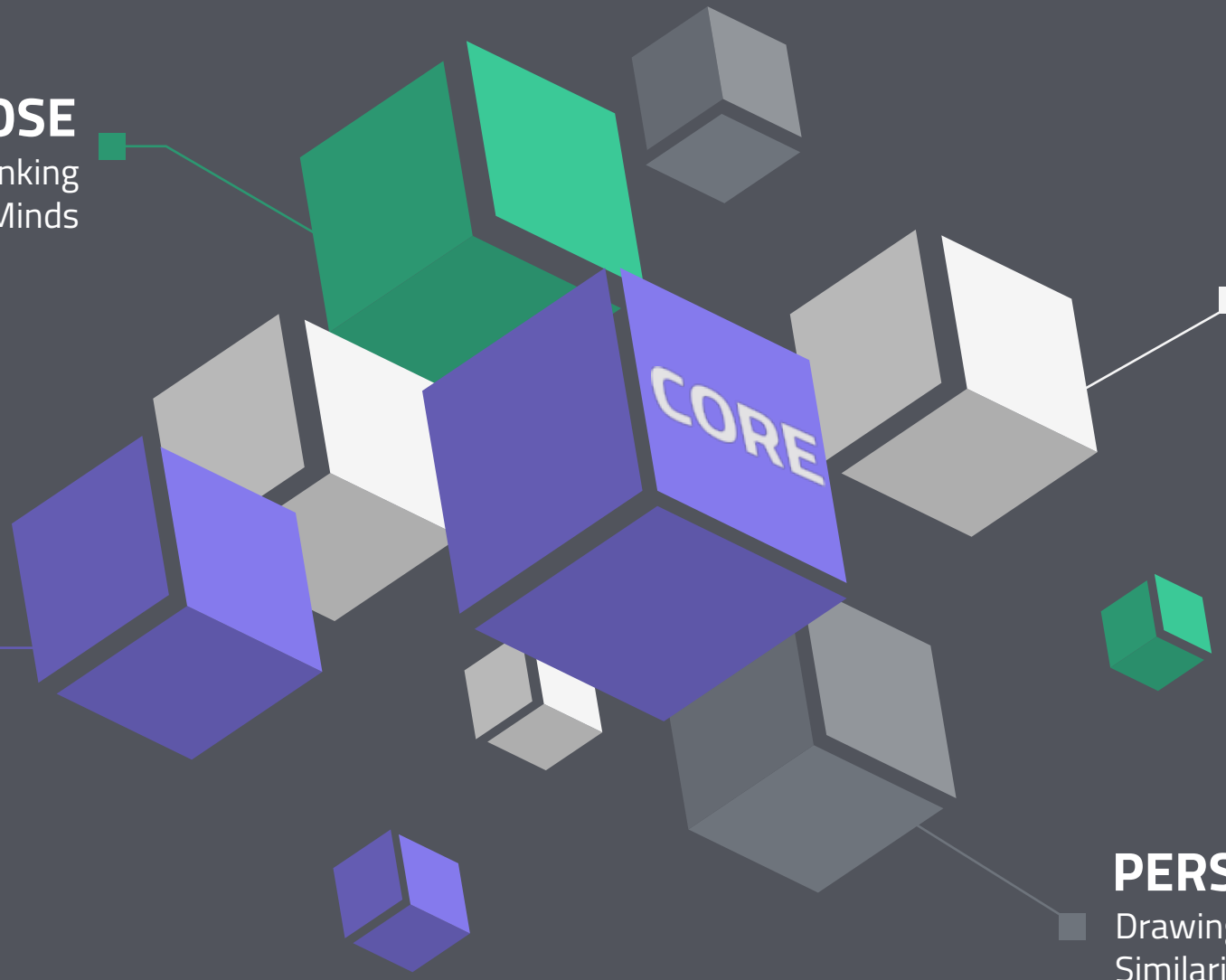
DEPLOY

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

PURPOSE
Linking
Hearts & Minds

METHODS
Constructing
Bridges



REASON
Providing
Solutions

PERSONA
Drawing
Similarities

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.









Toys & Education

Branding, Social & Digital

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.











Design

Interior Design & Fit-Out

Brand Creation & Market Positioning

Challenge

New market entrants often struggle to stand out in a category dominated functional or globally inspired design firms.

Approach

We positioned around a deeper business need not design only: creating spaces that positively shape culture.

Result

Launched with a differentiated market position, giving the business an immediate sense of affinity.





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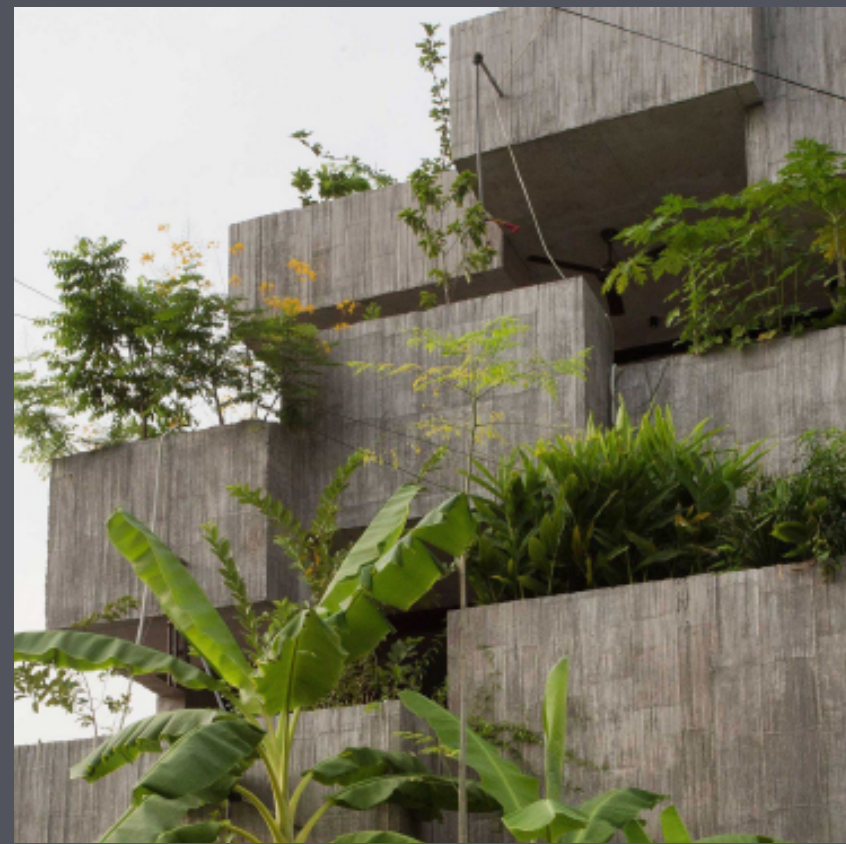


طيران الرياض
RIYADH AIR

Aviation

Media & Stakeholder Engagement

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.











HASK
Hair And Skin Kindness

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.

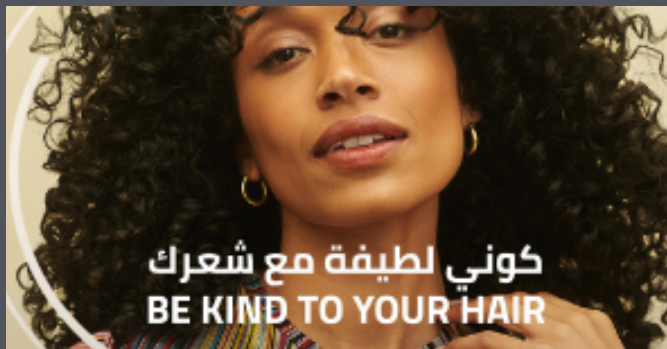












WABOBA®

Toys & Education
Content Production

Click here to watch

Challenge

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

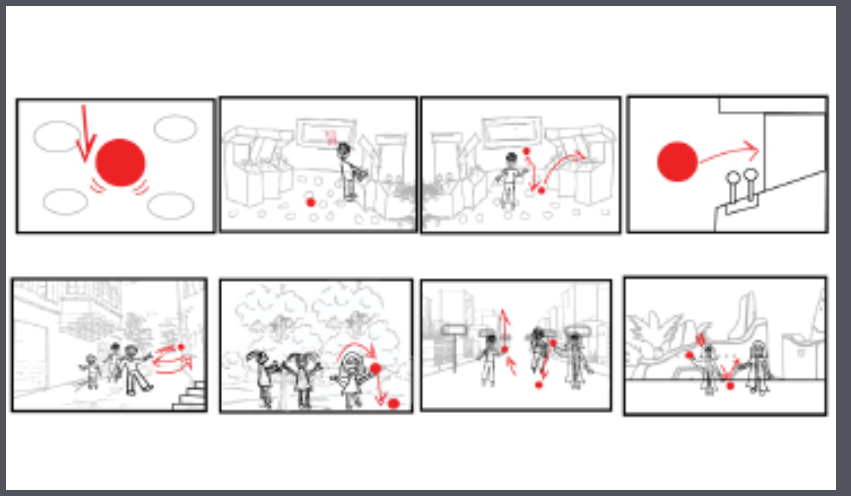
Approach

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.

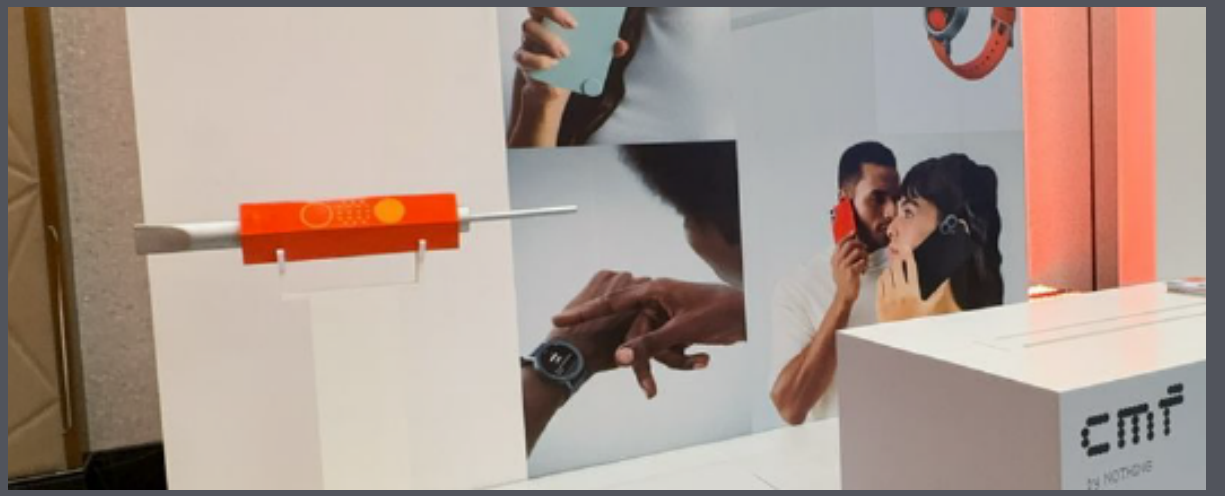
Approach

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.









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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.









HOTEL & RESIDENCES
ALKHOZAMA
KAUST

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.











وزارة المالية
Ministry of Finance

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.





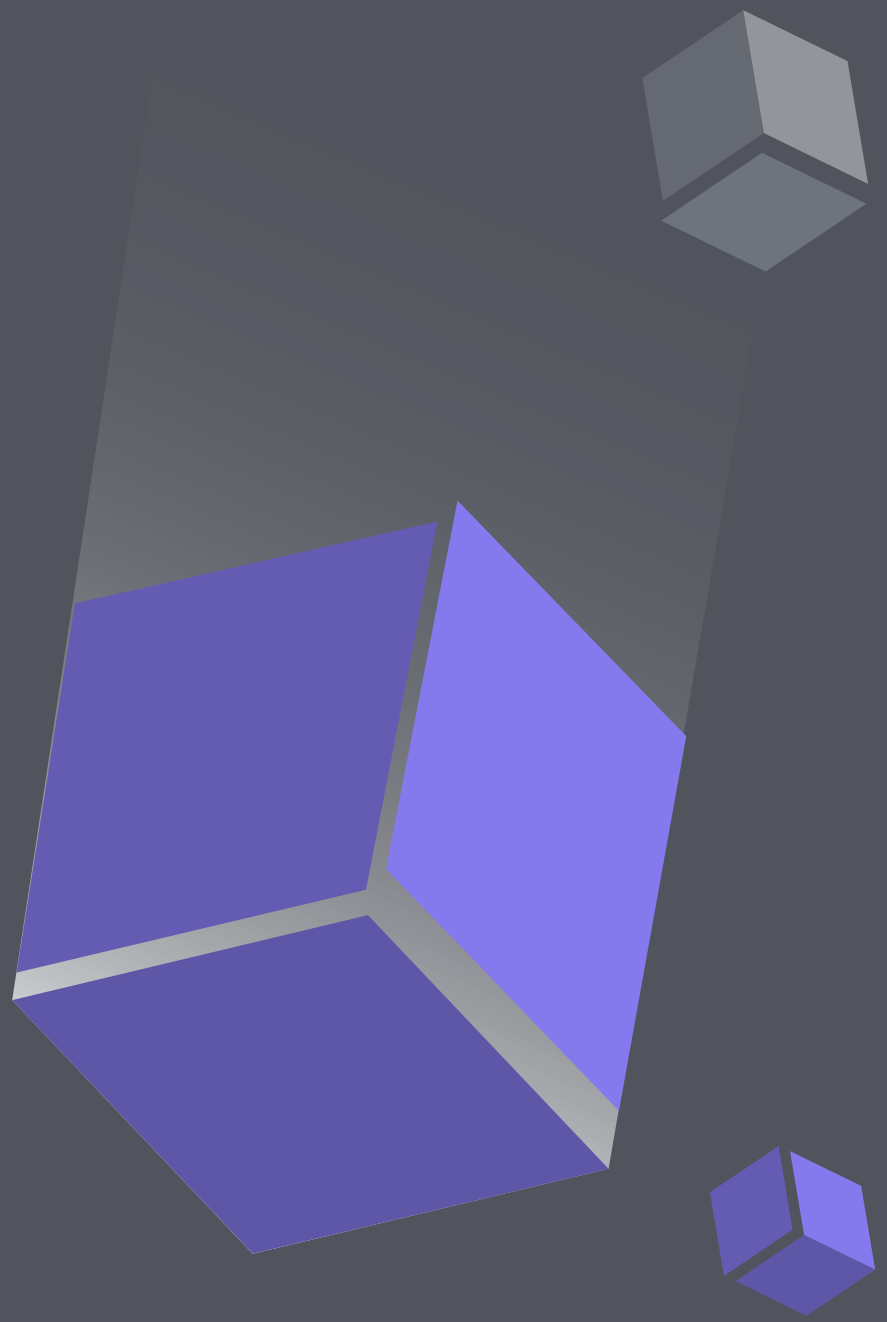


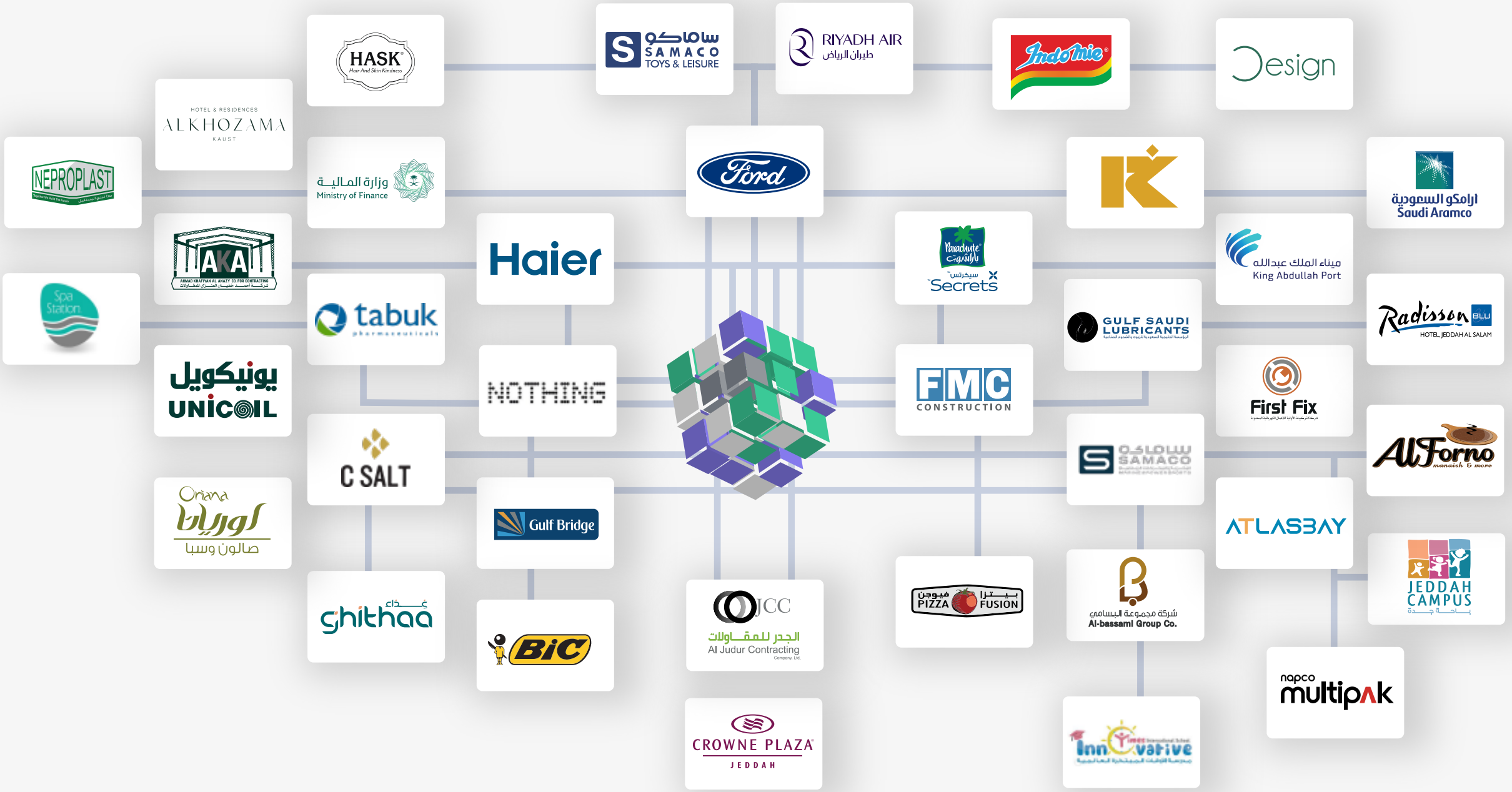


WHO TRUSTS US

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.




HASK
Hair And Skin Kindness
SAMACO
TOYS & LEISURE
RIYADH AIR
طيران الرياض
IndoMie
Design
HOTEL & RESIDENCES
ALKHOZAMA
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NEPROPLAST
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Ministry of Finance
Ford
ارامكو السعودية
Saudi Aramco
AKA
AHMAD KHAYYAN AL ANAZY CO. FOR CONTRACTING
Haier
Parachute
سيكرتس
Secrets
ميناء الملك عبدالله
King Abdullah Port
Spa Station
tabuk
pharmaceuticals
GULF SAUDI LUBRICANTS
Radisson BLU
HOTEL JEDDAH AL SALAM
يونيكويل
UNICOIL
NOTHING
FMC
CONSTRUCTION
First Fix
C SALT
سامكو
SAMACO
AlForno
manaish & more
Oriana
صالون وسبا
Gulf Bridge
ATLASBAY
JEDDAH
CAMPUS
غذاء
ghithaa
JCC
الجدر للمقاولات
Al Judur Contracting
PIZZA FUSION
شركة مجموعة البسامي
Al-bassami Group Co.
BIC
napco
multipak
CROWNE PLAZA
JEDDAH
Innovative

OUR TEAM

Behind every account is a cross-disciplinary team spanning strategy, creative, content production, media planning, and technical execution, each one holds a piece of the cube, sized and structured around what each brand needs, not a fixed agency template.



What distinguishes our team isn't only years of experience, though there's plenty of that, it's fluency across the cultural context that determines whether a piece fits or merely looks like it does and the science behind Marketing Communication.

GET IN TOUCH

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

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