DEEPESH ARJUNAN

Marketing Strategy | Brand Building | Creative Campaigns | Business Growth



Selected campaign work.

Insight → idea → execution.

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DOHA OASIS · DOHA QUEST · OMARIEDEN · DIETURE KITCHEN

APPROACH

Content is what you post. The message is what people remember.

Every campaign in this portfolio started with the same four questions.

01
Insight
Who are we talking to, and what do they really care about? Find the human truth before the format.

02
Idea
One clear message and one creative idea that carries it, simple enough to say in a sentence.

03
Execution
Brief, challenge and guide designers, creators and partners so every touchpoint says the same thing.

04
Learn
Watch results while the campaign is live, keep what works, fix what doesn't.

12+
years of marketing experience across Qatar, Saudi Arabia, the UAE & India

+27K
Doha Oasis · social followers and a verified account by Dec 2023

Eid
Doha Quest · highest sales during Eid Al Fitr 2023, from social & SEM

+20%
Omarieden · store sales over Ramadan & winter vs the previous month

+24%
Dieture · subscriptions, Jan–Apr 2025 vs 2024

DOHA OASIS / PRINTEMPS DOHA

"Destination for immersive experience"

Retail opening, shows & events · March–June 2023

THE CHALLENGE

Keep a new destination top of mind through summer and Eid Al Adha, with shows, attractions and Printemps sales all competing for the same attention.

THE AUDIENCE INSIGHT

Our core audience was local Qataris, so we put little budget into Facebook and focused on Instagram, Snapchat and YouTube, with separate mobile and desktop campaigns. Reels reached far beyond our followers (69% non-followers), so we built content around the experience itself.

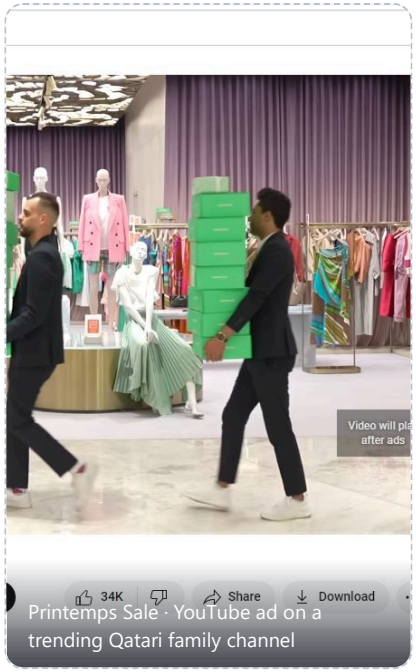
EXECUTION

- **Printemps Doha grand opening**, 8 March 2023: planned and managed the OOH campaign with the agency, the opening social campaign and personalised invitations to guests and influencers. **Up to 3,000 visitors** on the day
- **Doha Quest**: Slam Dunk Show for Eid Al Adha (next page); Vertigo · Harget Kart event
- **Printemps Sale & Cashback**: YouTube, Google Display on news sites, Snapchat
- Live monitoring and monthly reporting to management

1.89M
accounts reached by paid social in June

25M+
impressions across Meta, Google/YouTube & Snapchat

88.6%
of Instagram audience in Qatar, on target



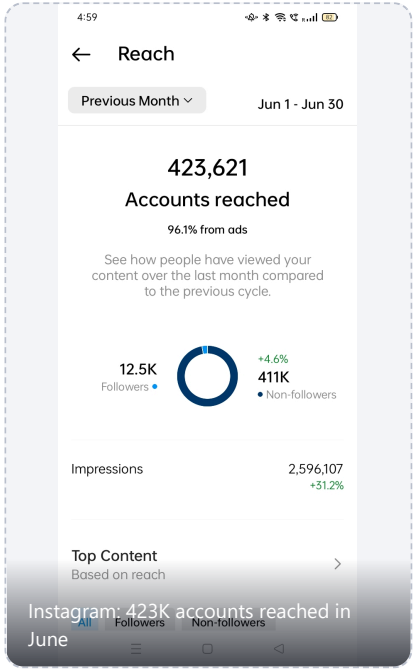
Printemps Sale · YouTube ad on a trending Qatari family channel



Sale · display ad on Gulf Times



Sale · display ad on Gulf News



Instagram: 423K accounts reached in June



DOHA QUEST · EID AL ADHA 2023

Slam Dunk Show: one reel, 463K people

Quest × Hoops Basketball · 28 June – 2 July 2023

OBJECTIVE

Make Doha Quest the family plan for Eid Al Adha and drive visits over the holiday.

AUDIENCE INSIGHT

At Eid, families plan one big outing and every attraction in Doha competes for the same days. Rides alone are not news; a live show gives local families a reason to choose Quest this Eid.

CAMPAIGN IDEA

A headline act for Eid: a **"smashing, jaw-dropping, slam-dunking celebration"** by the Hoops dunk team, on top of the rides.

STRATEGY

One show, one message, in stages: announce → show the dunks → practical details → book. Instagram first, with YouTube and display.

CREATIVE EXECUTION

Six touchpoints in sequence, numbered ①–⑥ on the right.

RESULTS · INSTAGRAM, JUNE 2023

463K
reached by the reel · 336 shares

185K
reached by the post · 377 shares · 147 saves

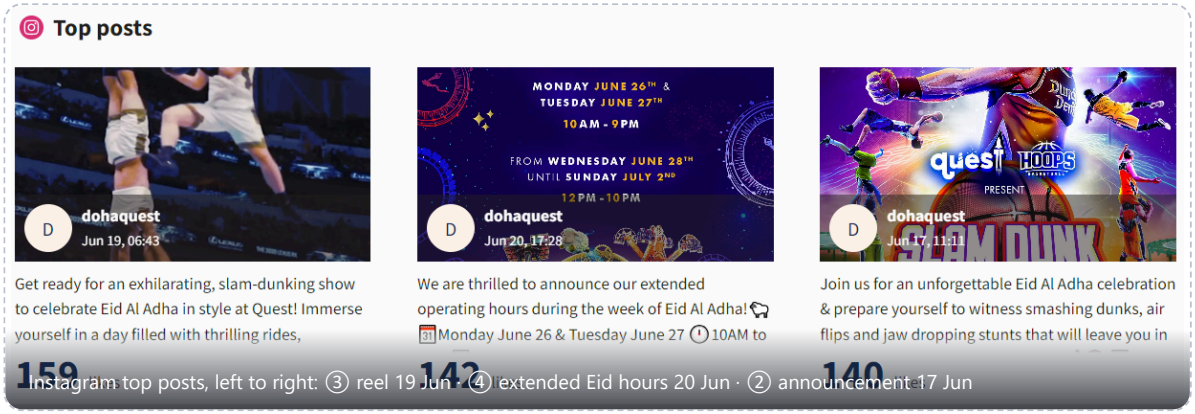
+7.5%
followers in June (37.9K → 40.8K)

MY CONTRIBUTION

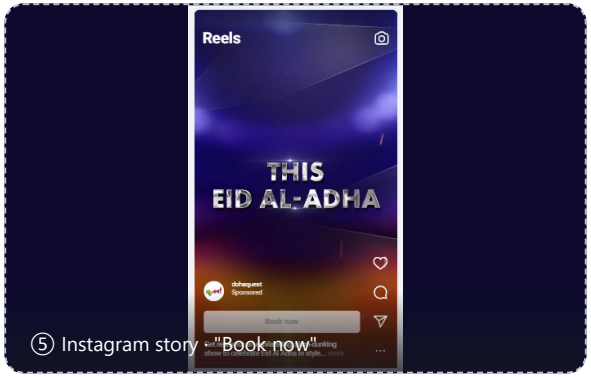
The concept came from the marketing director. I planned the campaign to reach the widest audience and drive ticket bookings, then ran it end to end: content sequence, paid social and YouTube, monitoring and reporting.



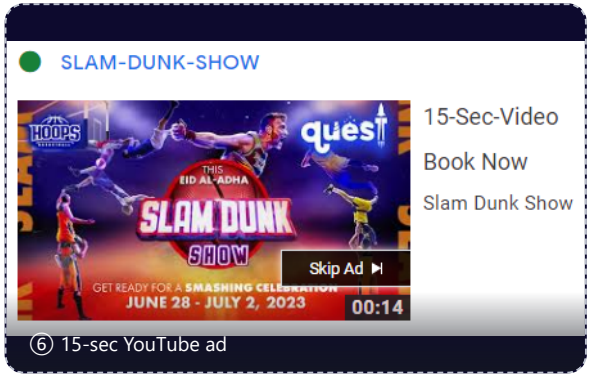
① Key visual · Quest × Hoops Basketball



Instagram top posts, left to right: ③ reel 19 Jun · ④ extended Eid hours 20 Jun · ② announcement 17 Jun



⑤ Instagram story · "Book now"



⑥ 15-sec YouTube ad

OMARIEDEN · AL KHOBAR, SAUDI ARABIA

Grand opening

Premium positioning, integrated launch campaign and opening event · February 2026

THE CHALLENGE

Open a new multi-category luxury store (Women, Men, Kids, Jewellery, Travel, Home) and make the opening something people wanted to be part of, not just a ribbon-cutting.

THE IDEA

Not "a store opens", but **"a destination arrives"**: a house of discovery where global fashion meets the elegance of the region. The opening was an intimate evening of curation, conversation and community, with a live performance by the artist **YAD OUD**, so guests experienced the brand before they shopped it.

EXECUTION

- Integrated launch campaign across Meta, Snapchat, TikTok and Google
- Event branding, invitations with RSVP and QR check-in, giveaways
- Opening delivered on time, with teams aligned to every deadline

On time
grand opening delivered

+20%
store sales over Ramadan & winter vs the previous month, from social, WhatsApp & CRM

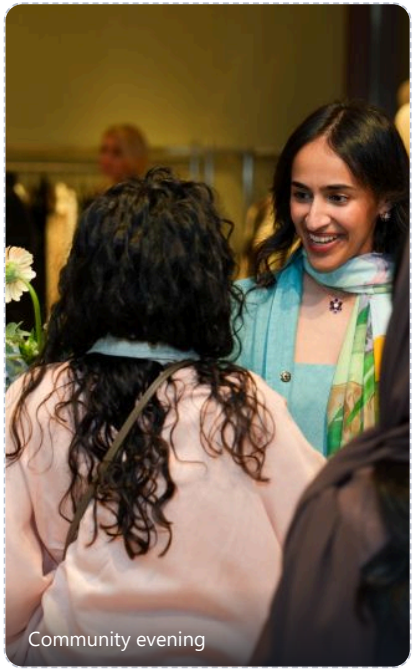


Arrival: branded entrance


Guests on opening night


Curation & conversation


Live performance by the artist YAD OUD


Community evening



Brand details

OMARIEDEN · 2026 EVENTS PROGRAMME

Giving people a reason to come back

Experiential marketing: planned, organised and executed to bring footfall and sales

THE INSIGHT

In luxury retail, people don't visit for products they can see online. They come for an experience worth their evening. So through the year each event gave a different audience a reason to walk in, and kept the brand premium.

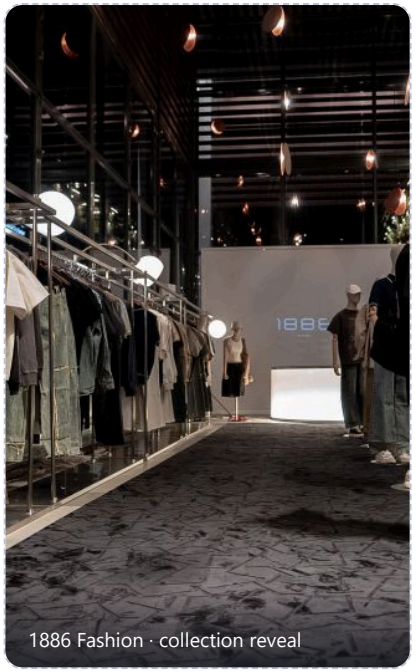
THE EVENTS

- **1886 Fashion launch**: a summer evening with live DJ sets, music and hospitality to unveil a new brand
- **OMARIEDEN Kids opening**: an evening of discovery and interactive play for families
- **Kids summer activities**: creativity, education and play to encourage longer family visits
- **ONWAVE London trunk show**: an exclusive runway evening of summer elegance
- **International Yoga Day**: yoga, breathwork and sound bowls on the Super Botanical Terrace

5
audience-led events in 2026: fashion, family, wellness



1886 Fashion launch · live DJ


1886 Fashion · collection reveal


OMARIEDEN Kids opening


Interactive colouring wall


ONWAVE London trunk show


International Yoga Day · sound bowls

DIETURE KITCHEN · DOHA

Growing a meal-subscription brand

App-first acquisition & retention · Meta, TikTok, Snapchat, Google, Apple Search Ads

THE INSIGHT

The business is won on **renewals**, not first orders: returning subscribers brought in nearly 60% of revenue. So we judged every campaign by whether it brought in people who stay, not by installs or clicks.

THE IDEA & EXECUTION

- **Buy 3 Get 1** offer that rewards commitment, and earned 53% of January 2025 sales
- The **unboxing video** became our hero creative; we briefed more of the same, ≤30 sec, with a clear "Subscribe now" call to action
- Guided our performance agency (DViO) until August 2024, then brought **all campaigns in-house**: pausing weak ones, scaling those that converted to paying customers

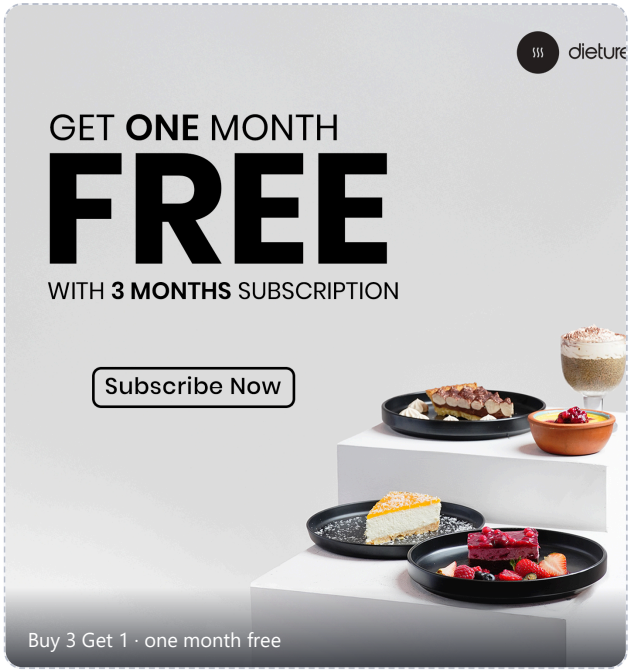
+24% subscriptions, Jan–Apr 2025 vs 2024 (in-house)

+32% renewals in the same period

10.7→11.5 ROAS (return on ad spend)



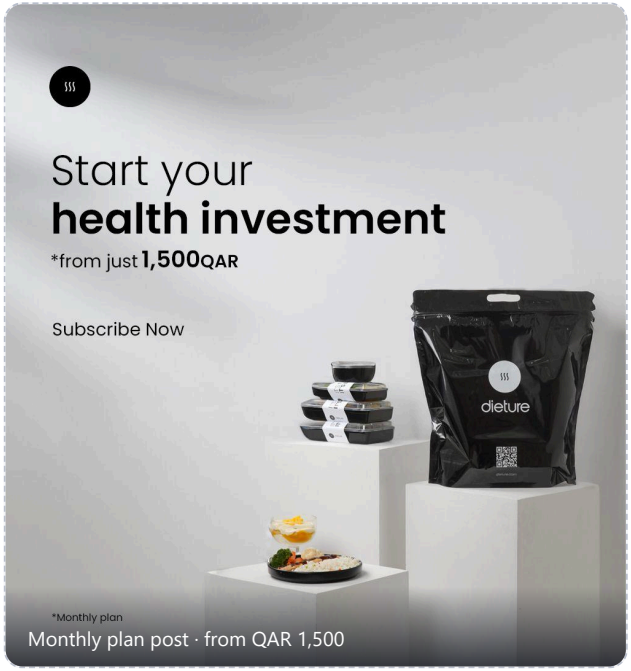
Unboxing video · "It's not diet. It's life."



Buy 3 Get 1 · one month free



Ramadan plan reel

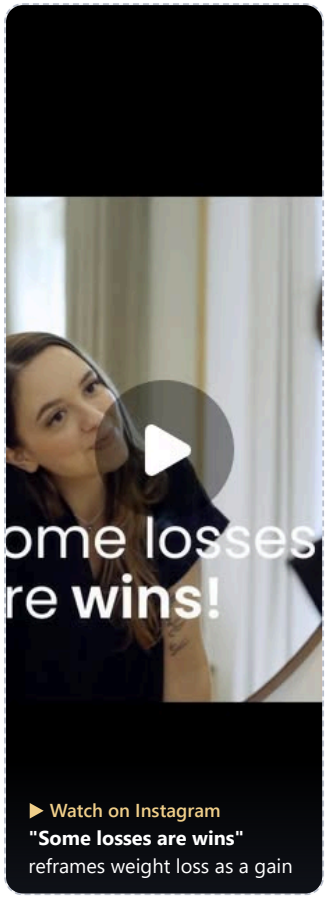


Monthly plan post · from QAR 1,500

DIETURE KITCHEN · INSTAGRAM & PAID SOCIAL · OCT 2024 – APR 2025

Selling a life, not a meal box

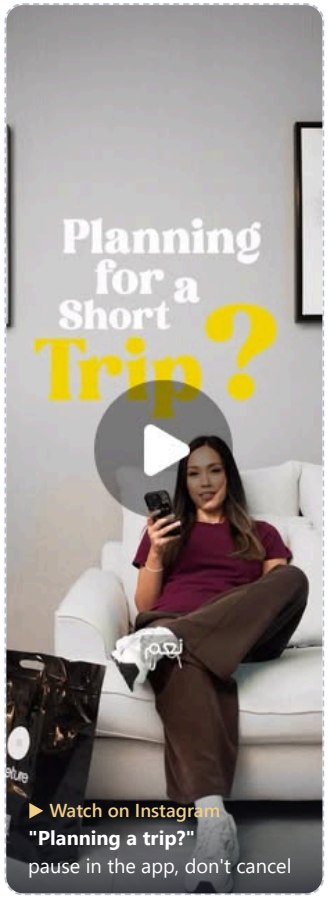
Planned, produced, published and promoted to drive subscriptions. Each piece answers one reason people hesitate. Click any reel to watch it.



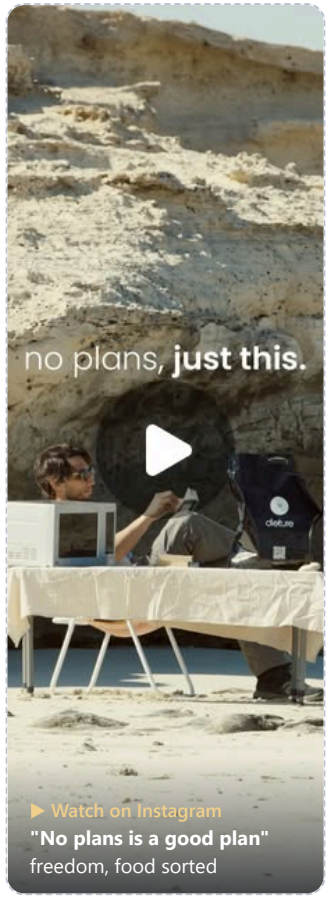
▶ Watch on Instagram
"Some losses are wins"
reframes weight loss as a gain



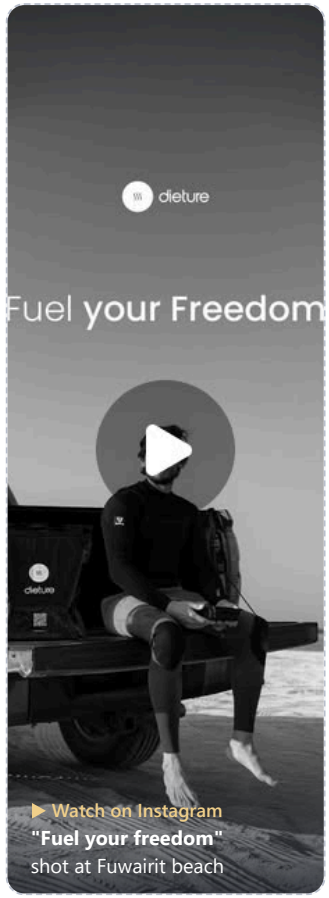
▶ Watch on Instagram
"Choose your own path"
191 likes · 37 comments



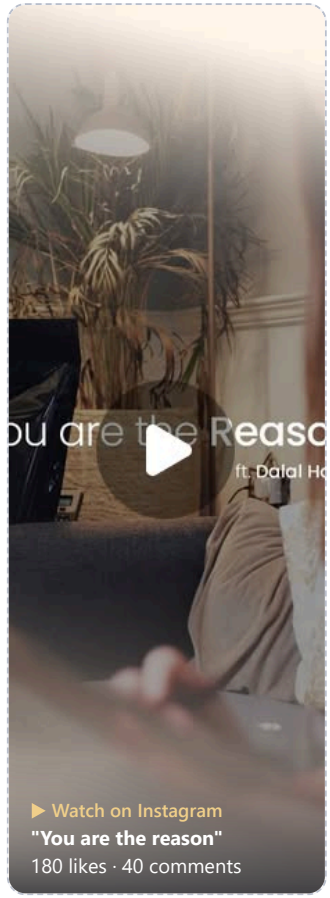
▶ Watch on Instagram
"Planning a trip?"
pause in the app, don't cancel



▶ Watch on Instagram
"No plans is a good plan"
freedom, food sorted



▶ Watch on Instagram
"Fuel your freedom"
shot at Fuwairit beach



▶ Watch on Instagram
"You are the reason"
180 likes · 40 comments

> Every reel answers a real objection: "I travel", "I have no time", "diet food is boring". The message comes first; the format follows.

DIETURE KITCHEN · RAMADAN 2025

When the numbers drop, find the human reason

1 · PROBLEM

In February–March 2025 the cost of each new subscriber (CAC) went from QAR 329 to QAR 1,082 in five weeks. Spending more would not fix it, so I looked for why.

2 · INVESTIGATION: WHAT I FOUND

01

Market

Competitors bidding harder: ad costs per 1,000 views rose from QAR 10 to 18.

02

Customer

Customers asked to **pause until Eid**, and nobody offered them the Ramadan plan.

03

Product

The Ramadan plan was not on the first screen of the app, so people had to hunt for it.

04

Operations

Sales agents pulled onto Qatar Sports Day; a dashboard issue stopped leads flowing.

3 · ACTIONS: I WORKED WITH THE SALES AND APP TEAMS TO FIX EACH CAUSE

A new call script and training to offer Ramadan plans instead of pauses; Ramadan plan moved to the top of the app; more agents hired; tracking fixed; app store ratings and visibility work; new audiences on high-end Android and website visitors.

4 · RESULTS

1,082→197
cost per new subscriber (QAR), early March → first week after Eid

5.1→23.6
weekly ROAS (return on ad spend), same weeks

+20%
Ramadan subscribers vs Ramadan 2024

17.2
ROAS in April 2025, the best month of 2025

HOW I BRIEF CREATIVE TEAMS, CREATORS AND AGENCIES

A good brief is one page, and it says no to most ideas.

The template I use before any design, content or media work starts.

BUSINESS OBJECTIVE

What the business needs, with a number: footfall, bookings, subscriptions.

AUDIENCE

Who exactly, and what they do today instead of choosing us.

INSIGHT

The human truth we build on, not a demographic.

SINGLE MESSAGE

One sentence. If it needs two, it isn't clear yet.

WHAT WE WANT THEM TO FEEL & DO

One feeling, one action: e.g. feel excited → book for Eid.

MANDATORIES & TONE

Brand, legal, cultural and seasonal notes, in Arabic and English.

CHANNELS & FORMATS

Native formats first: 9:16 for TikTok, reels and stories; then OOH and display.

HOW WE JUDGE THE WORK

Does it carry the message in 2 seconds? Would our audience share it? What will we measure?

> I challenge work that is beautiful but says nothing, and protect simple ideas that say one thing well.

Thank you

The right insight, the right idea, **the right execution.**

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