



To be Identified Campaign

#عشان يعرفونك

Saudi Credit Bureau (SIMAH)





Campaign Guidelines

This is a detailed plan of MOARIF Campaign supervised by SAMA & developed by SIMAH (as an official Local Operating Unit accredited by GLIEF).

- It is a unified campaign under the hashtag (#عشان_يعرفونك).
- All participants Should follow the provided plan.
- The schedule of each day contains day, time, participant, material type, type of publishing, expectations, and requirements.
- We determined all social media channels. Each entity can use its own available channels.

If you need any clarification or support, please contact:

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Video

Participant	Date	Time	Channels	Used Hashtags	Publishing Type	Expectations	Requirement
SAMA	Aug 25th 2020	10.00 am	Twitter YouTube LinkedIn Facebook Instagram	#عشان يعرفونك	Promoted	500K Views	- Use Hashtags - Provide report once this task completed
SIMAH						1M Views	
Banks						500K Views for each entity from all channels	
Financial Companies	Sep 1st 2020				Organic or Promoted	50,000 Views from all channels	
Saudi Payments						5,000 Views from all channels	
Insurance							
Ministry of Commerce	Aug 25th 2020						
SAGIA							
Monshaat							
Saudi Exports							
CMA	Sep 6th 2020	Chambers of Commerce and Industry					

All Participants must retweet the same Video they published on Oct 4th 2020



Press Release

Participant	Date	Time	Channels	Used Hashtags	Action	Requirement
SAMA	Aug 25th 2020	11.00 am	Saudi Press Agency Newspaper Website Twitter	#عشان يعرفونك	Publish through twitter and newspapers	- Use Hashtags - Provide report once this task completed
SIMAH		11.30 am	Twitter		Make retweet once SAMA published the press release through twitter	



GIFs

Participant	Date	Date	Time	Channels	Used Hashtags	Publishing Type	Expectations	Requirement
	GIF1	GIF2						
SAMA	Aug 27th 2020	Oct 6th 2020	10.00 am	Twitter LinkedIn Facebook Instagram	#عشان يعرفونك	Organic	50,000 impressions for each entity from all channels	- Use Hashtags - Provide report once this task completed
SIMAH								
Banks								
Financial Companies								
Saudi Payments								
Insurance								
Ministry of Commerce	Sep 1st 2020							
SAGIA								
Monshaat								
Saudi Exports								
CMA	Sep 8th 2020							
Chambers of Commerce and Industry								



Email

Participant	Date	Time	Requirement
Banks	Aug 31st	9.00 am	- Provide report once this task completed
Financial Companies		10.00 am	
Monshaat		11.00 am	
Insurance		2.30 pm	
Ministry of Commerce		9.30 am	
Chambers of Commerce and Industry		8.30 am	



Email

عزيزي العميل،

للحصول على هوية عالمية للمنشأة الخاصة بك،

" معرّف " يمنح المنشأة هوية مميزة، تميّزها في الأسواق المالية العالمية، وتسهّل عملياتها التجارية وتعاملاتها المالية على المستوى الدولي. يمنحك " معرّف " معلومات كافية ودقيقة عن تعاملاتك عالمياً.

" معرّف " الكيانات القانونية هو مصدر أساسي لتوفير البيانات المرجعية ذات الجودة العالية، التي بصفتها تعطي تعريفاً شاملاً عن المنشأة في جميع تعاملاتها المالية في الأسواق المحلية والدولية.

- تمنحك هوية معرّف تعريفاً مميزاً في جميع تعاملاتك المالية على المستوى المحلي والدولي..
- تحسين قدرتك على الحدّ من المخاطر المالية التي قد تتعرّض لها محلياً ودولياً.

كيفية الحصول على معرّف؟

يمكنكم التواصل مع الشركة السعودية للمعلومات الائتمانية " سمة " ، بصفتها وحدة التشغيل المحلية لمعرفة الكيانات القانونية والعاملة في المملكة العربية السعودية.

بخطوات يسيرة يمكنك الحصول على هوية عالمية مميزة لشركتك.

المحتوى

<https://www.leiarabia.com/leirequest/leiLogin.htm>

سجّل الآن :



SMS

Participant	Date	SMS	Action/ Guidelines	Expectations	Requirement
SIMAH			Send SMS to 200K entities	20,000 clicks	- Provide report once this task completed
Banks	Start Sep 1st 2020	عشان يعرفونك، "معرف" يمنحك هوية مميزة لجميع تعاملاتك المالية. لمزيد من المعلومات ، يرجى الضغط على الرابط أدناه www. leiarabia.info	<ul style="list-style-type: none"> Send SMS to 25K entities from each bank SMS will be sent during different days, different time, and divided in to groups 	10000 clicks from each entity	
Insurance	Start Sep 27th 2020		<ul style="list-style-type: none"> Send SMS to 50K entities SMS will be sent during different days, different time, and divided in to groups 	5000 clicks from each entity	
Financial Companies			<ul style="list-style-type: none"> Send SMS to 150K entities SMS will be sent during different days, different time, and divided in to groups 	25,000 clicks	
Ministry of Commerce	Start Oct 4th 2020		<ul style="list-style-type: none"> Send SMS to 200K entities 	20,000 clicks	
Banks	Start Oct 10th 2020	لتسهيل إجراءات شركتكم دوليًا، احصل على هوية "معرف". لمزيد من المعلومات ، يرجى الضغط على الرابط أدناه www. leiarabia.info	<ul style="list-style-type: none"> Send SMS to 25K entities from each bank SMS will be sent during different days, different time, and divided in to groups 	10,000 clicks from each entity	
Insurance	Start Oct 25th 2020		<ul style="list-style-type: none"> Send SMS to 50K entities SMS will be sent during different days, different time, and divided in to groups 	5000 clicks from each entity	
Financial Entities			<ul style="list-style-type: none"> Send SMS to 150K entities SMS will be sent during different days, different time, and divided in to groups 	25,000 clicks	
Ministry of Commerce	Start Oct 29th 2020			<ul style="list-style-type: none"> Send SMS to 150K entities SMS will be sent during different days, different time, and divided in to groups 	



SMS

Participant	Date	SMS	Action/ Guidelines	Expectations	Requirement		
SIMAH			Send SMS to 150K entities	20,000 clicks	- Provide report once this task completed		
Banks	Start Oct 10th 2020	"معرف" يساعدك على مواجهة المخاطر المالية التي قد تتعرض لها محلياً ودولياً. لمزيد من المعلومات ، يرجى الضغط على الرابط أدناه www. leiarabia.info	<ul style="list-style-type: none"> Send SMS to 75K entities SMS will be sent during different days, different time, and divided in to groups 	10,000 clicks from each entity			
Insurance	Start Oct 25th 2020		<ul style="list-style-type: none"> Send SMS to 50K entities SMS will be sent during different days, different time, and divided in to groups 	5000 clicks from each entity			
Financial Companies							
Monshaat	Start Oct 29th 2020		<ul style="list-style-type: none"> Send SMS to 75K entities SMS will be sent during different days, different time, and divided in to groups 	15,000 clicks			
SIMAH				Send SMS to 150K entities		20,000 clicks	
Banks	Start NOV 8th 2020		هوية "معرف" تجعل شركتك أكثر دقة وشفافية في معاملاتها الدولية. لمزيد من المعلومات ، يرجى الضغط على الرابط أدناه www. leiarabia.info	<ul style="list-style-type: none"> Send SMS to 75K entities SMS will be sent during different days, different time, and divided in to groups 		10,000 clicks from each entity	
Insurance	Start Nov 19th 2020			<ul style="list-style-type: none"> Send SMS to 50K entities SMS will be sent during different days, different time, and divided in to groups 		5000 clicks from each entity	
Financial Entities							
Monshaat	Start Nov 26th 2020			<ul style="list-style-type: none"> Send SMS to 75K entities SMS will be sent during different days, different time, and divided in to groups 		15,000 clicks	



Website Banners

Participant	Date	Expectations	Requirement
Banks	Start Aug 25th to Dec 31st 2020	Page Hits : 1 M for Each	- Provide report once this task completed



Mobile App

Participant	Date	Expectations	Requirement
Banks	Start Aug 25th to Dec 31st 2020	Page Hits : 1 M for Each	- Provide report once this task completed



ATM

Participant	Date	Requirement
Banks	Start Aug 25th to Dec 31st 2020	- Provide report once this task completed



Infographic

Participant	Date	Date	Time	Channels	Used Hashtags	Publishing Type	Expectations	Requirement
	Infographic 1	Infographic 2						
SAMA	Sep 13th 2020	Oct 8th 2020	10.00 am	Twitter LinkedIn Facebook Instagram	#عشان يعرفونك	Organic	100,000 impressions for each entity from all channels	- Use Hashtags - Provide report once this task completed
SIMAH								
Banks								
Financial Companies	Sep 15th 2020	Oct 13th 2020						
Saudi Payments								
Insurance								
Ministry of Commerce	Sep 14th 2020	Oct 11th 2020						
SAGIA								
Monshaat								
Saudi Exports								
CMA	Sep 16th 2020	Oct 14th 2020						
Chambers of Commerce and Industry								



Infographic

Participant	Date	Date	Time	Channels	Used Hashtags	Publishing Type	Expectations	Requirement
	Infographic 3	Infographic 4						
SAMA	Oct 18th 2020	Oct 27th 2020	10.00 am	Twitter LinkedIn Facebook Instagram	#عشان يعرفونك	Organic	100,000 impressions for each entity from all channels	- Use Hashtags - Provide report once this task completed
SIMAH								
Banks								
Financial Companies	Oct 21st 2020	Nov 5th 2020						
Saudi Payments								
Insurance								
Ministry of Commerce	Oct 20th 2020	Nov 1st 2020						
SAGIA								
Monshaat								
Saudi Exports								
CMA	Oct 25th 2020	Nov 3rd 2020						
Chambers of Commerce and Industry								



Infographic

Participant	Date	Date	Time	Channels	Used Hashtags	Publishing Type	Expectations	Requirement
	Infographic 5	Infographic 6						
SAMA	Nov 8th 2020	Nov 22th 2020	10.00 am	Twitter LinkedIn Facebook Instagram	#عشان يعرفونك	Organic	100,000 impressions for each entity from all channels	- Use Hashtags - Provide report once this task completed
SIMAH								
Banks								
Financial Companies	Nov 15th 2020	Nov 29th 2020						
Saudi Payments								
Insurance								
Ministry of Commerce	Nov 10th 2020	Nov 24th 2020						
SAGIA								
Monshaat								
Saudi Exports								
CMA	Nov 17th 2020	Nov 26th 2020						
Chambers of Commerce and Industry								



MOARIF
Legal Entity Identifier

