



CONSULUM

GOVERNMENT ADVISORY

digital practice  
introduction



# 01

## Introduction overview

- Our statement
- Consulum and Stagwell
- Core competencies
- Who we have worked with
- Team



# CONSULUM DIGITAL

WE ARE A FULLY INTEGRATED  
**DIGITAL ADVISORY TRANSFORMING** HOW GOVERNMENTS,  
LEADERS, AND INSTITUTIONS COMMUNICATE AND EXPAND  
THEIR INFLUENCE THROUGH TECHNOLOGY SOLUTIONS.

CONSULUM DIGITAL  
DELIVERING RESULTS

WE ARE PART OF STAGWELL. ONE OF THE WORLD'S LEADING MARKETING GROUPS:  
DIGITALLY FOCUSED, CONNECTED, AGILE, AND FUTURE-FACING.

DIGITAL LEADERS



CONSULUM

GOVERNMENT ADVISORY

GOVERNMENT ADVISORY WITH  
UNMATCHED MIDDLE EAST EXPERIENCE

SUPPORTED BY

CODE AND THEORY

LEADING TECHNOLOGY  
AND DESIGN AGENCY



STAGWELLTECH IS a LEADING  
TECHNOLOGY & DATA MINING  
WITHIN THE GROUP

+ASSEMBLY

LEADERS IN GLOBAL OMNICHANNEL  
PAID MEDIA SOLUTIONS

BUSINESS INTELLIGENCE

Allison

LEADING TECHNOLOGY AND  
DESIGN AGENCY

fifty.

ONE OF THE WORLDS MOST  
ADVANCED AI AND DATA COMPANIES



LEADERS IN QUANTITATIVE AND  
QUALITATIVE RESEARCH

# CONSULUM DIGITAL GLOBAL REACH

## DELIVERING EXCELLENCE AROUND THE WORLD.

### NORTH AMERICA

Canada  
USA  
Mexico

### ASIA PACIFIC

Australia  
China  
Hong Kong  
India  
Indonesia  
Japan  
Malaysia  
Philippines  
Singapore  
South Korea  
Taiwan  
Thailand

### EUROPE

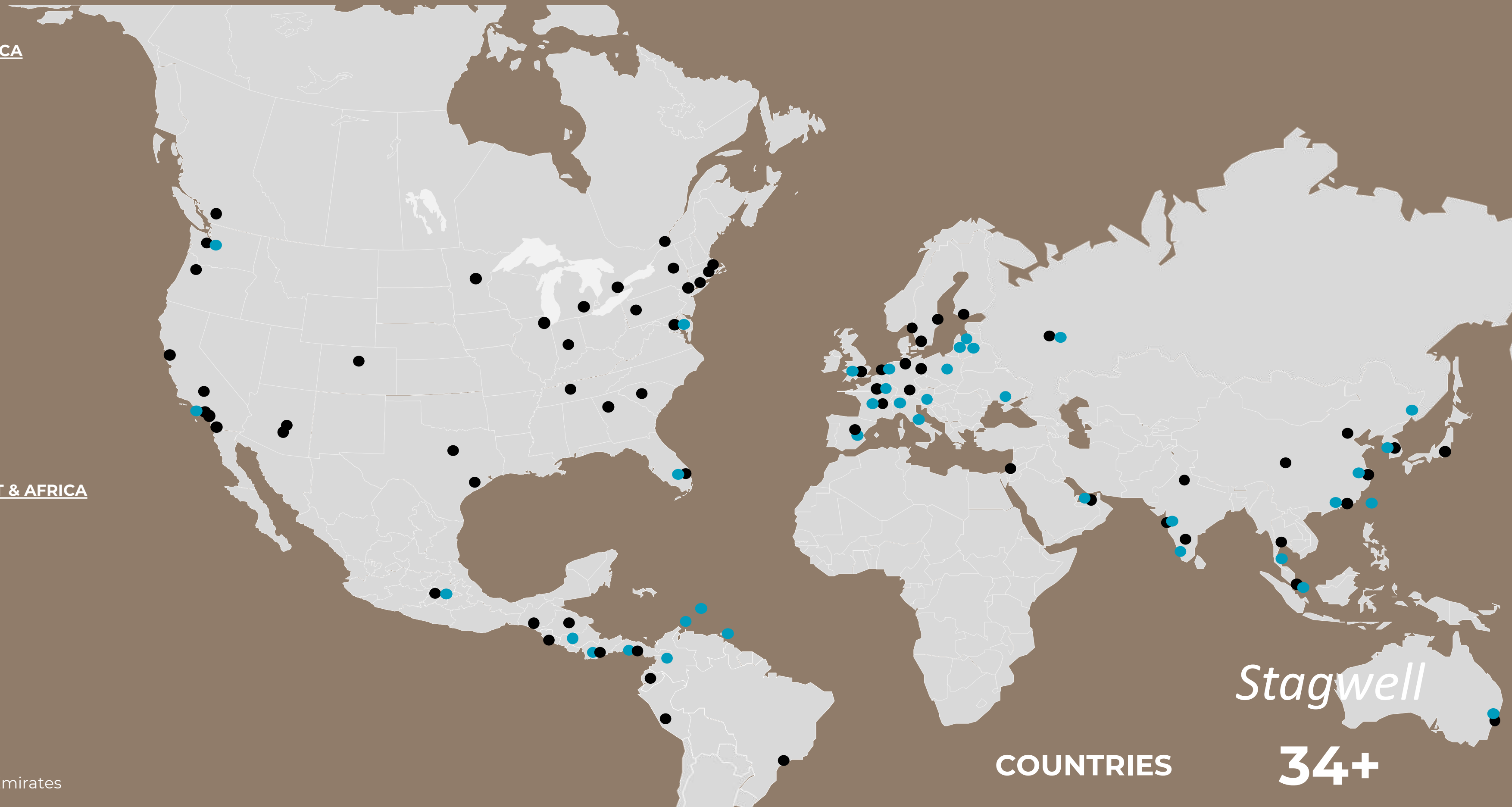
Austria  
Belgium  
Bulgaria  
France  
Germany  
Italy  
Latvia  
Lithuania  
Netherlands  
Poland  
  
Romania  
Slovak Republic  
Slovenia  
Spain  
Sweden  
Switzerland  
Turkey  
Ukraine  
United Kingdom

### LATIN AMERICA

Argentina  
Aruba  
Bolivia  
Brazil  
Colombia  
Costa Rica  
Curacao  
Dominican Republic  
Ecuador  
Guatemala  
Honduras  
Jamaica  
Nicaragua  
Panama  
Peru  
Uruguay  
Venezuela

### MIDDLE EAST & AFRICA

Algeria  
Bahrain  
Egypt  
Jordan  
Kuwait  
Lebanon  
Morocco  
Nigeria  
  
Oman  
Saudi Arabia  
South Africa  
Tunisia  
United Arab Emirates



COUNTRIES

34+

70+

EMPLOYEES

13K+

21K+

*Stagwell* Affiliates

CONSULUM DIGITAL  
AWARD WINNING

STAGWELL IS ONE OF THE WORLD'S MOST DECORATED MARKETING GROUPS.



**129**

Cannes Lions



**98**

Clio Awards



**37**

D&AD Awards



**153**

Eurobest



**24**

Andy Awards



**223**

Guldägget



**63**

L.I.A



**57**

One Show



**14**

Webby Awards

# CONSULUM'S DIGITAL PRACTICE IS AT THE FOREFRONT OF DIGITAL TRANSFORMATION ACROSS THE MIDDLE EAST

## Overview:

- Experienced digital professionals
- Global, cross-sector experience
- Government strategy + policy expertise
- Multi-disciplinary teams across social, web, platforms and product development
- Offices and team across KSA (Regional HQ), UAE, Bahrain and UK

“Operating with a dedicated team of digital and product specialists, Consulum is actively supporting Governments and SOE’s across a broad range of GovTech services.

From deep strategic support, through to the delivery of world-class digital products, virtual reality installations and social communications our team is driven to achieve excellence for our clients. Informed by an acute understanding of government strategy and policy allayed with the best in digital expertise.”

## Alan Griffin – Partner & Head of Digital Practice



### Contact Alan



Email – [aeg@consulum.com](mailto:aeg@consulum.com)



Office – +971 4 360 6591

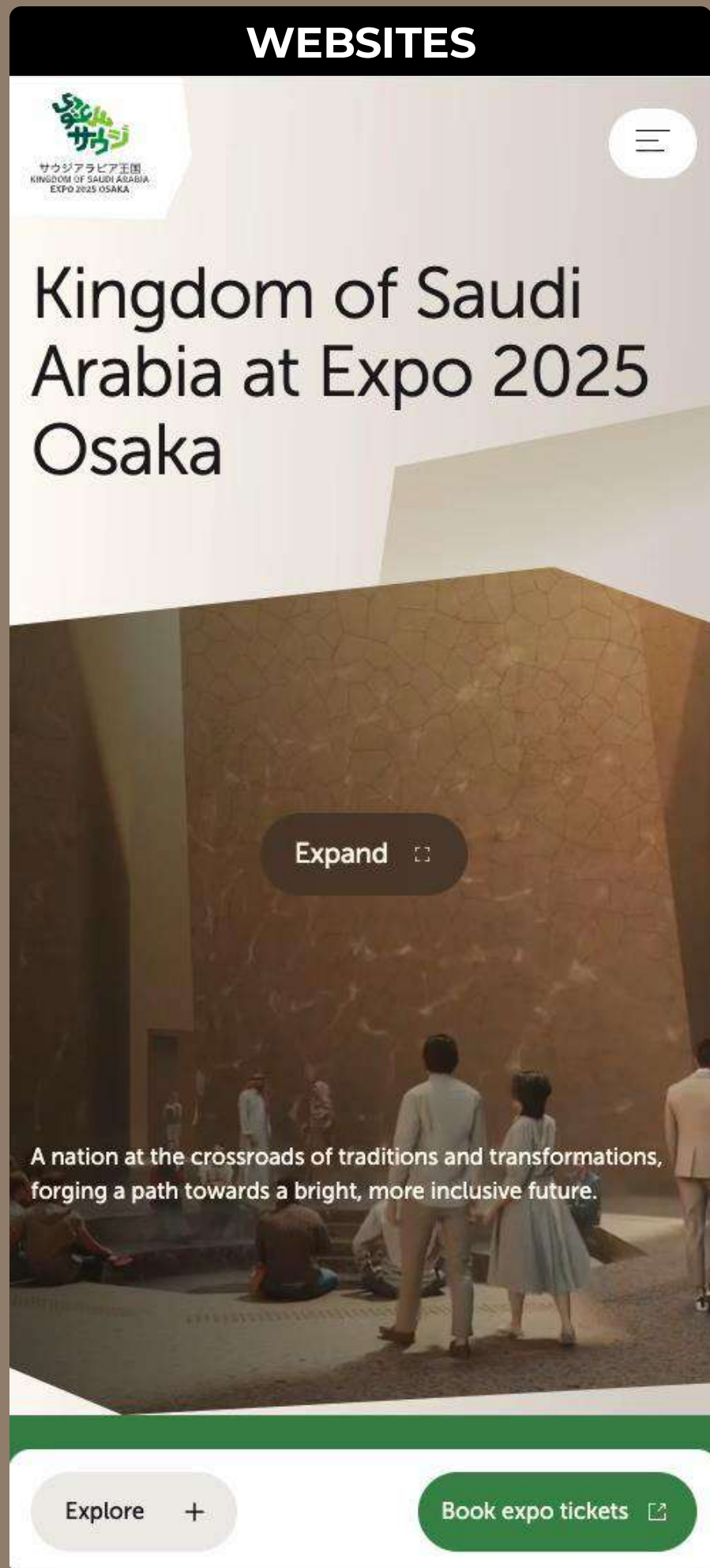


WhatsApp – +971 55 143 9841



CONSULUM DIGITAL  
DELIVERING RESULTS

WE HAVE BEEN DELIVERING DIGITAL SOLUTIONS FOR GOVERNMENTS, LEADERS AND INSTITUTIONS ACROSS THE REGION.





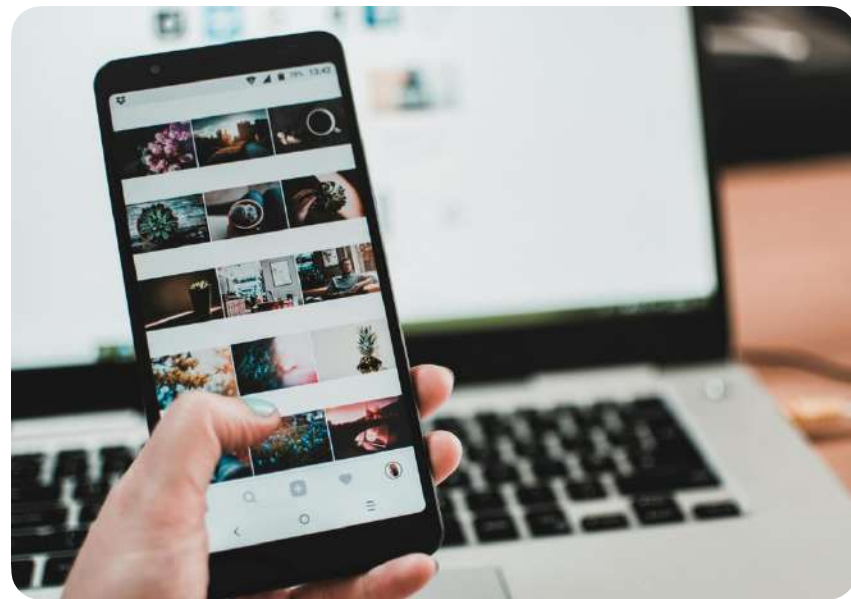
We have a holistic approach to creating world-class digital offerings

Digital Strategies  
& Discovery



- We design and deliver meaningful, full scale digital communication programmes for Governments at scale to ensure maximum reach and relevance.
- A robust performance review is essential for assessing the efficacy of these strategies, analyzing data-driven metrics, and optimizing future initiatives.

Digital Products  
Websites, Apps, Data



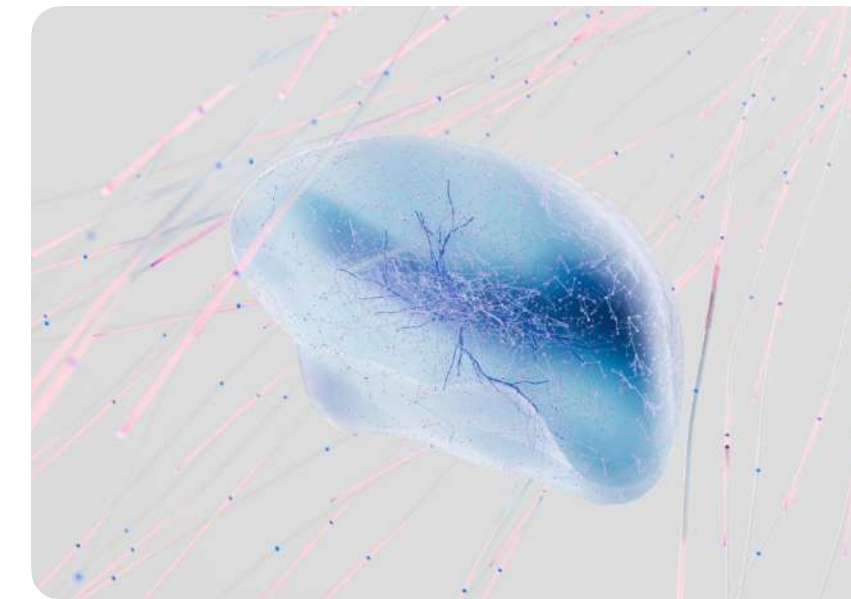
- GovTech digital solutions .
- Mapping and building appropriate digital capabilities for Governments, including websites and apps.
- Defining the most effective digital eco-systems for Government entities and leaders.

Social & Digital  
Communications



- The Social Compass is Consulm's approach to building robust social media strategies for entities and individuals.
- Our approach includes data-driven holistic social engagement campaigns to manage reputational issues, effectively achieve goals and engage with the target audience.

Innovation  
AI and immersive tech



- We build focussed acceleration programmes which move the needle for Government leaders and entities.
- From emerging technology proofs of concepts (such as metaverse moments or AI policy) to defining innovation roadmaps.

Insights &  
Performance



- An intelligence back bone delivering actionable insights and systematic analysis of data generated on platforms and online conversations.
- Providing entities and leaders with actionable intelligence to make informed decisions, optimise processes, and enhance performance for maximum impact.

DIGITAL PRACTICE  
WE HAVE WORKED WITH GLOBAL AND REGIONAL LEADERS

50+  
Clients

We work with government entities and large companies across the middle east and around the globe.

100+  
Digital Projects

Our team has extensive global experience spanning multiple decades in some of the worlds leading brands and companies. .



CONSULUM  
DIGITAL PRACTICE LEADERSHIP

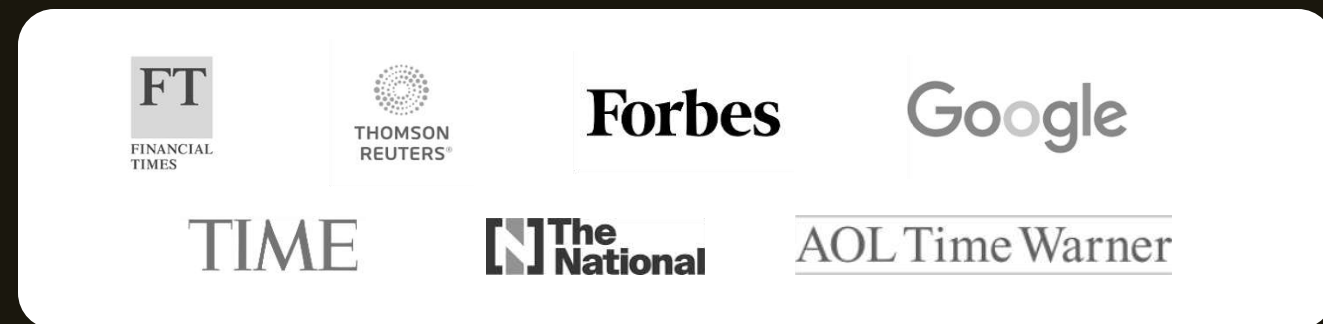
Led by digital experts with decades of multi-sector experience

Alan Griffin  
Partner, Head of Digital



A partner and Consulum's digital practice lead. Experienced in delivering world class offerings in many of the worlds most active and sophisticated digital markets. A multi-award winner across Europe, the Middle East, Asia and the Americas.

Alan has worked with both governmental and corporate partners providing deep strategic advice whilst delivering success. Alan was the first person in the Middle East to be awarded a Google innovation grant for the development of an AI based product.



Mayank Mittal  
Senior Director



Mayank brings with him 16+ years of tech and innovation experience whilst working with large corporations such as BCG, Accenture, Toyota, Emirates and GE. His career showcases a series of product accomplishments shaped by agile and lean methodologies. Till recently, he was with BCG where he guided clients in formulating and executing robust product and digital strategies.

Mayank has acted as a product leader at organizations such as Kraft Heinz and GE, and an innovation leader within the Emirates group.



Dalia Aljurf  
Senior Director



Dalia is a Director in Consulum's digital team. For 15 years she has been a digital strategist who advises ministries and governments on how to approach online communications.

Dalia spearheaded a Build, Operate, Transfer digital program for the National Communications Centre in Bahrain. Her experience also includes communications for advocacy at UN agencies, leading a team of digital creatives on an award-winning campaign for UNICEF, and prior to that Dalia was the Digital Lead at the Crown Prince Foundation in Jordan.





# 02

## website capabilities overview

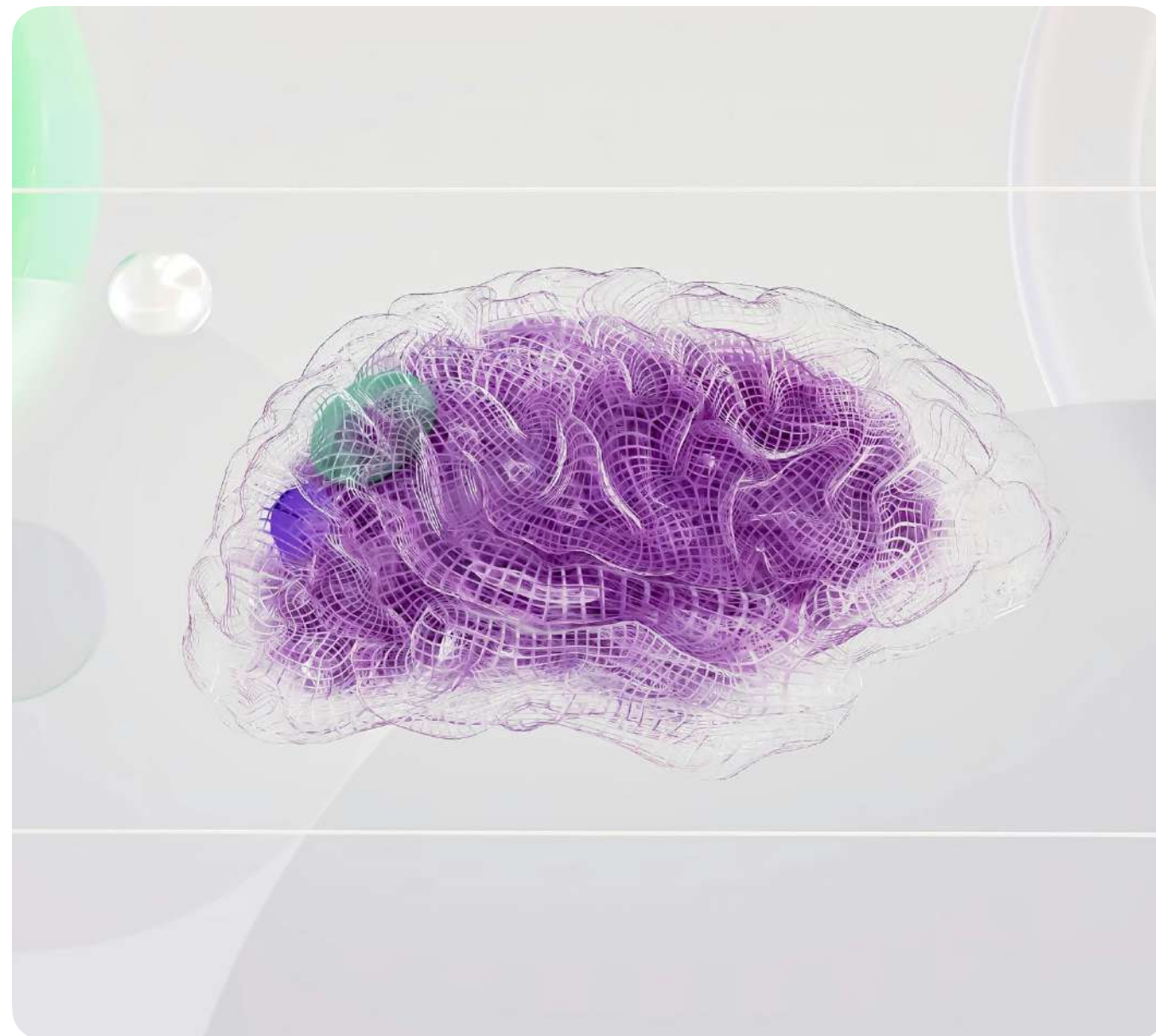
- Digital product focus areas
- Methodology



Designing and delivering world class websites requires a strategic approach

### Strategy

- Vision Planning
- Digital Product Mapping
- Infrastructure Planning



### User Experience

- User Research
- Persona Development
- Experience Design
- Connected Technology



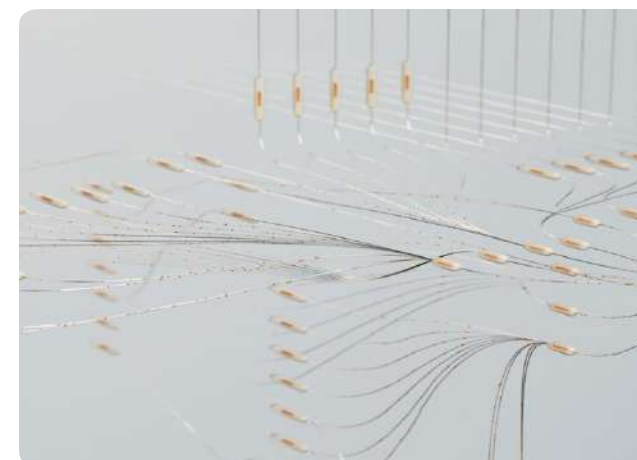
### Design

- User Interface
- Interaction Design/Prototyping
- Data Visualisation
- Motion Interaction



### Development

- Digital/Physical Integration
- Solution Development
- Front End Development
- Back End Development



### Management

- Agile methodologies
- Product Management
- Technical Support
- Product and Platform Maintenance



Supported by a proven methodology grounded in global best practice...

### 01 Discovery

Understand strategic requirements and align stakeholders, ensuring content and feature strategy is matched to target audience goals and global best practice.

#### Key Activities

Stakeholder Engagement

Competitive Analysis

Requirements Gathering

#### Outputs

1. Project Blueprint
2. Requirements gathering
3. Stakeholder Consensus
4. User persona profiling
5. Initial sitemap / technical discovery

### 03 Design & Set Up

Iteratively design, prototype and refine a user-centric, accessible and responsive website that caters to a diverse audience and is available across a range of devices.

#### Key Activities

User Story Map

Hi-Fidelity Design

Infrastructure Selection

#### Outputs

1. SEO-optimized design assets
2. Validated design
3. Blueprint for development
4. Stakeholder approval
5. Infrastructure set up

### 03 Development & Testing

Build, test and deliver an optimized website with secure web hosting for 24/7 availability with an API-centric CMS enabling easy updates and a seamless user experience.

#### Key Activities

Front & Backend Development

Content Integration

Testing & Optimisation

#### Outputs

1. Optimized website with 24/7 availability, hosting, cyber security and API-centric headless CMS
2. User testing & feedback
3. Quality assurance

### 04 Launch & Support

Run initial website go-live and final enhancement, followed by full website launch with state-of-the-art performance monitoring and ongoing technical support.

#### Key Activities

Go-Live & Launch

Performance Monitoring

Ongoing Support

#### Outputs

1. Website launch
2. Hand-over and training
3. Final documentation
4. On-going support

#### Delivery Principles

Strategic alignment

Unified communication

One team

... for a stand-out website that is:



User Centric



Integrated



Scalable



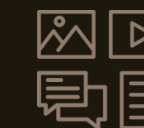
Innovative



Data-Driven



Targeted



Content-Focused



Measurable





# 03

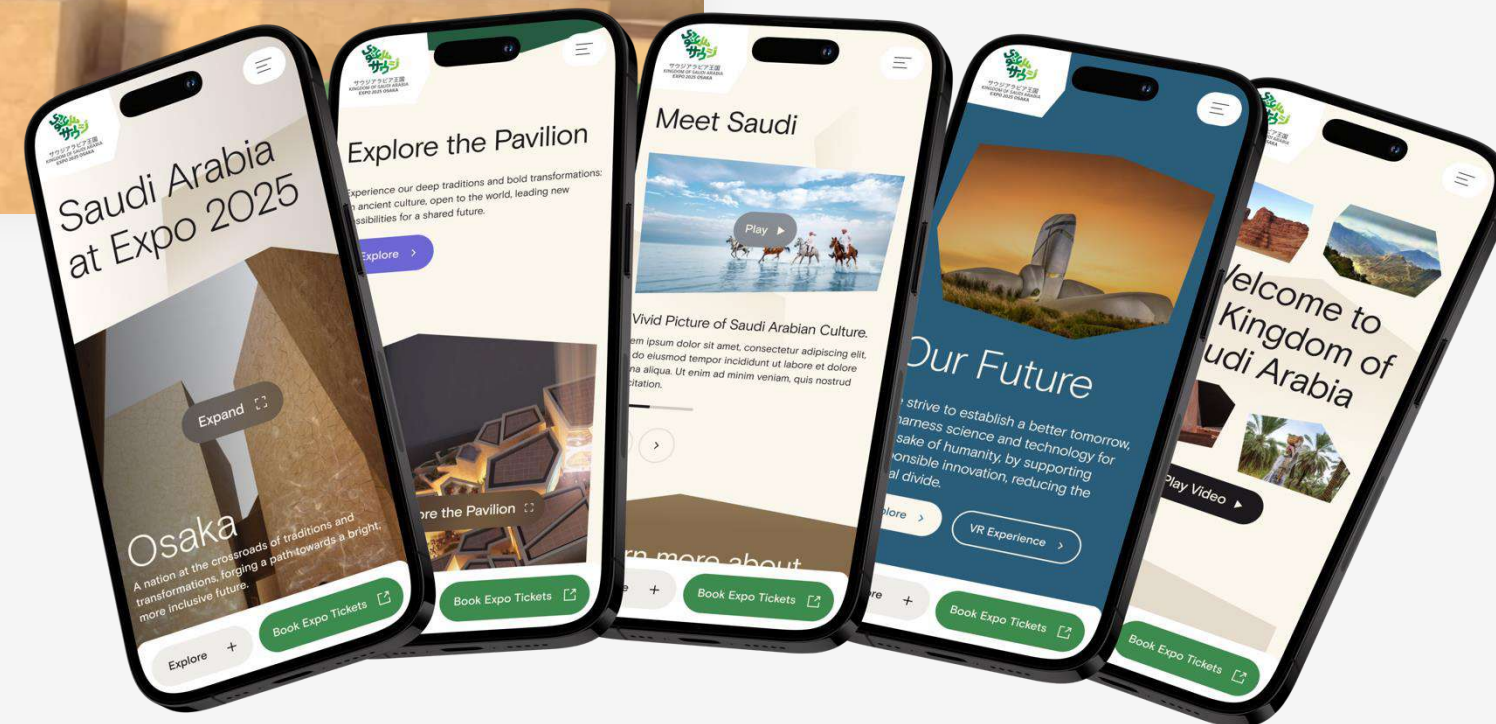
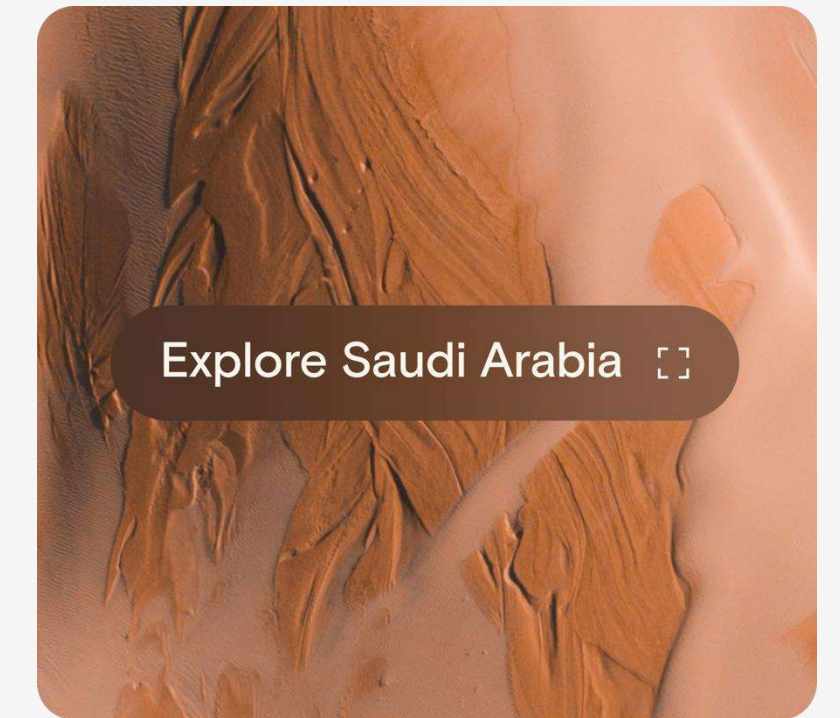
## recent projects

- Ministry of Culture – EXPO 2030 Website
- Ministry of Culture – EXPO 2030 Virtual Reality Experience
- Royal Commission of Riyadh City – Website
- Savvy Games Group
- Automotive sector
- B2B sector
- E-Commerce
- Data visualization in news



Consulum has the honor of creating Saudi Arabia's Expo 2024 web and VR experiences for the Ministry of Culture. Delivering a statement to the world on KSA's global vision and providing a window into the nations past, present and future.

Designed and developed with a carefully constructed user-first architecture, the EXPO website is by far the largest and most complex website infrastructure development by the Ministry of Culture.



**Japanese Government** | Tertiary Audience

**加藤 正人**  
Masato Kato, 50  
Financial Investments and Regulations | Tokyo, Japan | Finance Kato

**INVESTMENTS** | **COLLABORATION** | **PARTNERSHIP**

**Goal:**

- Strengthen Japan's financial ties with Saudi Arabia.
- Facilitate investment opportunities in Saudi Arabia.
- Support Japanese companies and Saudi Arabia's economic growth.
- Expand Japan's financial services portfolio in Saudi Arabia.
- Align Japan's financial objectives with Saudi Vision 2030.

**Motivations:**

- Strategic importance of Saudi Arabia as a global market.
- Desire for deeper economic and trade relations with Saudi Arabia.
- Support for Saudi Arabia's economic development and growth.
- Enhance Japan's global influence and trade relations.
- Align with Japan's financial goals and international relations.

**Pain points:**

- Complex regulatory requirements in Saudi Arabia.
- Language and cultural barriers in Saudi Arabia.
- Limited market information and data on Saudi Arabia.
- Competition from other Japanese companies in Saudi Arabia.
- Uncertainty about Saudi Arabia's economic future.
- Need for a trusted partner in Saudi Arabia.

**How the website addresses needs:**

- Clear and concise information on Saudi Arabia's financial regulations.
- Investment opportunities and market data on Saudi Arabia.
- Language and cultural support in Saudi Arabia.
- Market information and data on Saudi Arabia.
- Competition analysis and market insights on Saudi Arabia.
- Trusted partner information on Saudi Arabia.

**Quote:** "I want to build bridges between Japan and Saudi Arabia in the financial sector, nurturing mutual understanding, collaboration and shared prosperity for both nations."

**Interests:**

- International finance, economic policy making.

**Preferred channels:**

- Website
- Social media
- Direct communication

**Responsive preference:**

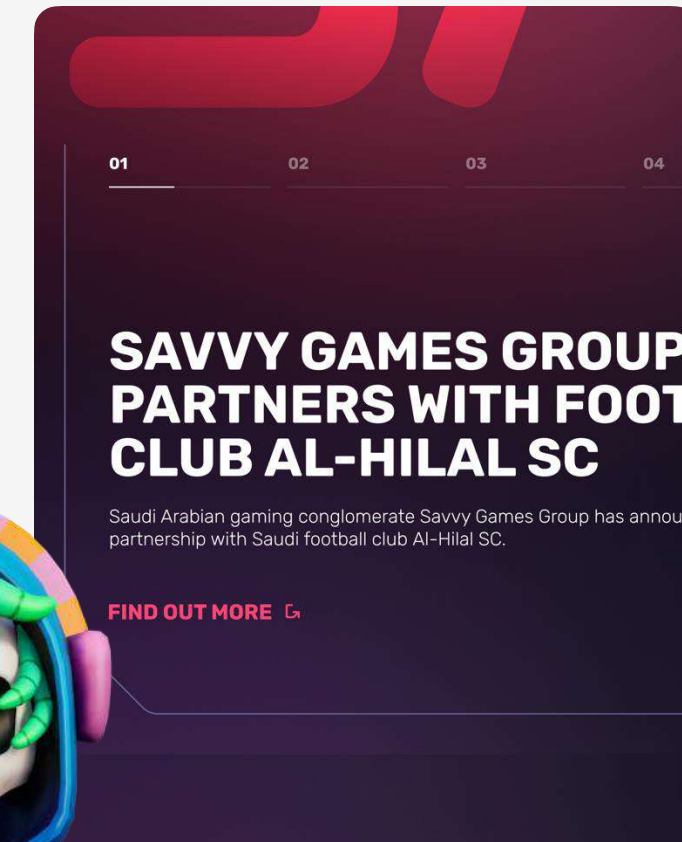
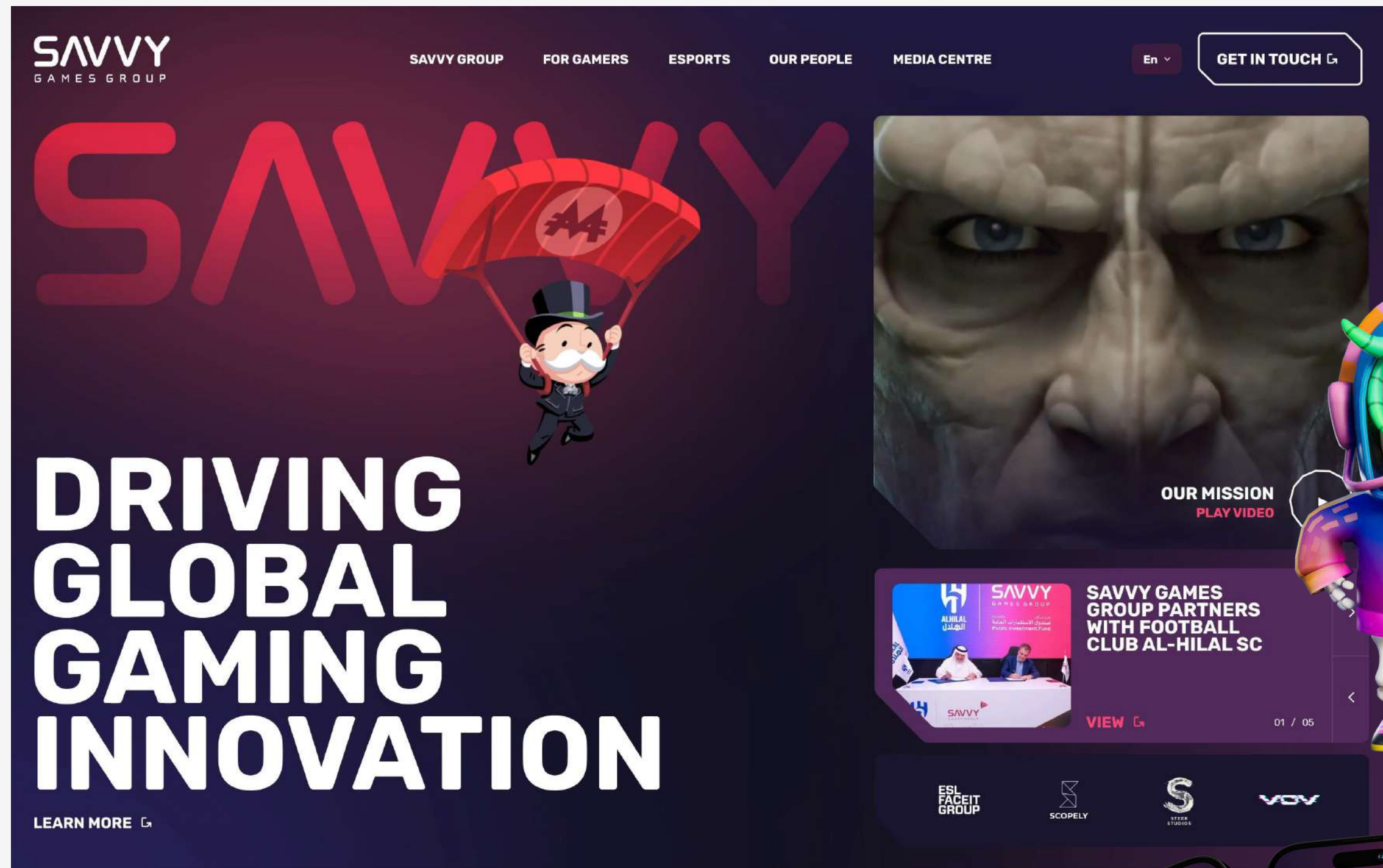
35



# SAVVY GAMES GROUP WEBSITE

Savvy Games Group, is dedicated to the advancement of esports and the global games industry. They sought a digital presence commensurate with its ambitious mission and the prominence of its sovereign wealth fund investor.

We responded by crafting a dynamic online platform, a vibrant hub serving as the primary interface for both the holding group and its subsidiaries.



A structured journey through the design process, progressing from discovery, sitemap creation to wireframes and mockups. Ensuring the experience aligns seamlessly with the strategic vision.

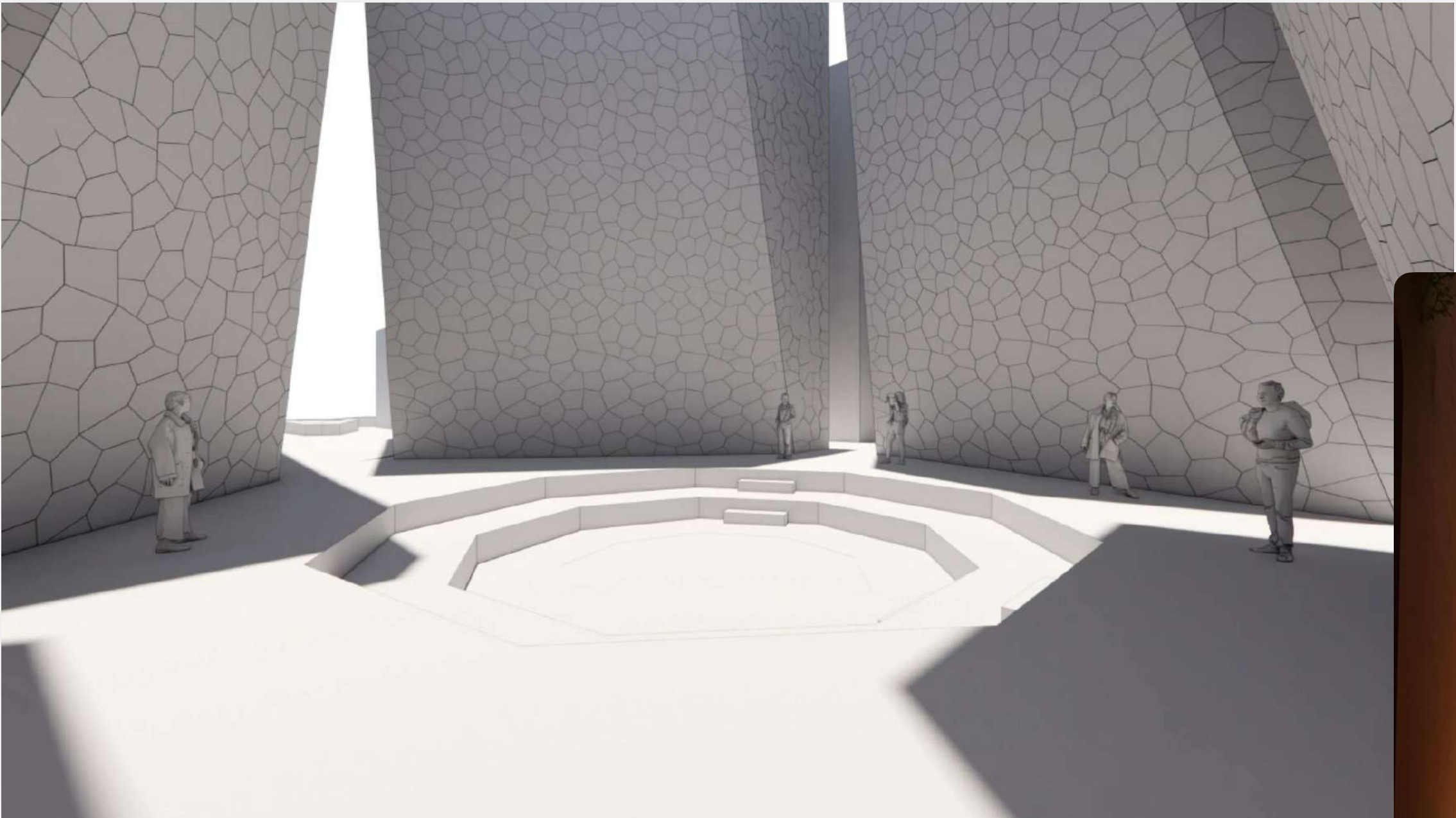


Colours		Gradients	
	SAVVY - White #FFFFFF RGB (255,255,255)		SAVVY - Purple #51295B RGB (81,41,91)
	SAVVY - Navy #19152F RGB (25,21,47)		SAVVY - Bright Red #E03140 RGB (224,49,64)
	SAVVY - Red #8B1916 RGB (136,25,22)		SAVVY - Dark Purple #220F47 RGB (34,15,71)
	SAVVY - Light Red #FF4677 RGB (255,70,119)		SAVVY - Black #13121E RGB (19,18,30)
			(N) Savvy - Buttons
			Savvy - UI Gradient 01
			Savvy - UI Gradient 02
			Savvy - UI Gradient 03

# MINISTRY OF CULTURE EXPO 2030 VIRTUAL REALITY EXPERIENCE

The Virtual Expo provides global followers with the opportunity to experience a snapshot of a nation's vision. We worked with the Ministry of Culture to define a virtual experience that takes users through a journey of discovery through the past, it's ambitious future and a unique look into cultural and environmental initiatives.

Users can paddle board through the King Salman Park and dive through a coral reef restoration project in a fully immersive and interactive virtual environment.

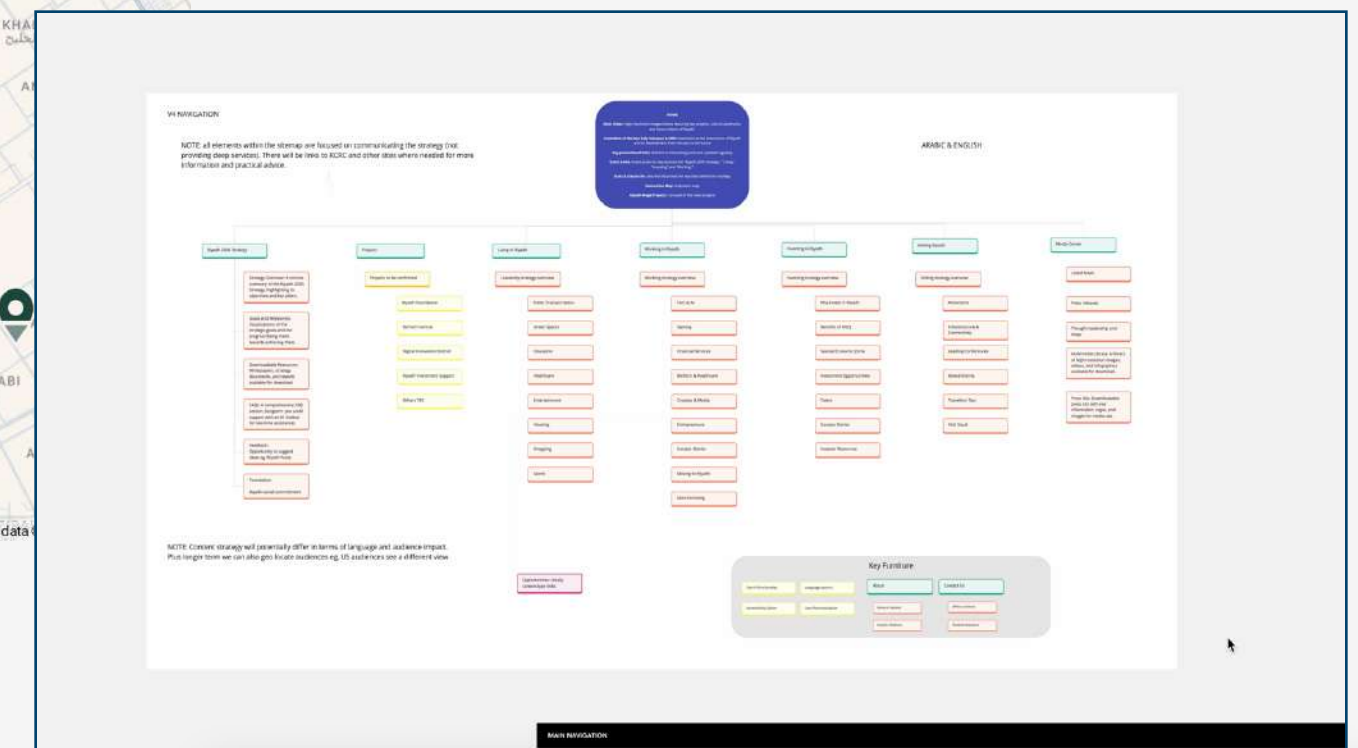
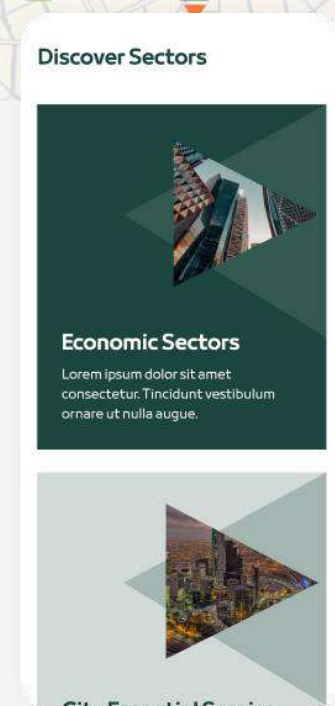
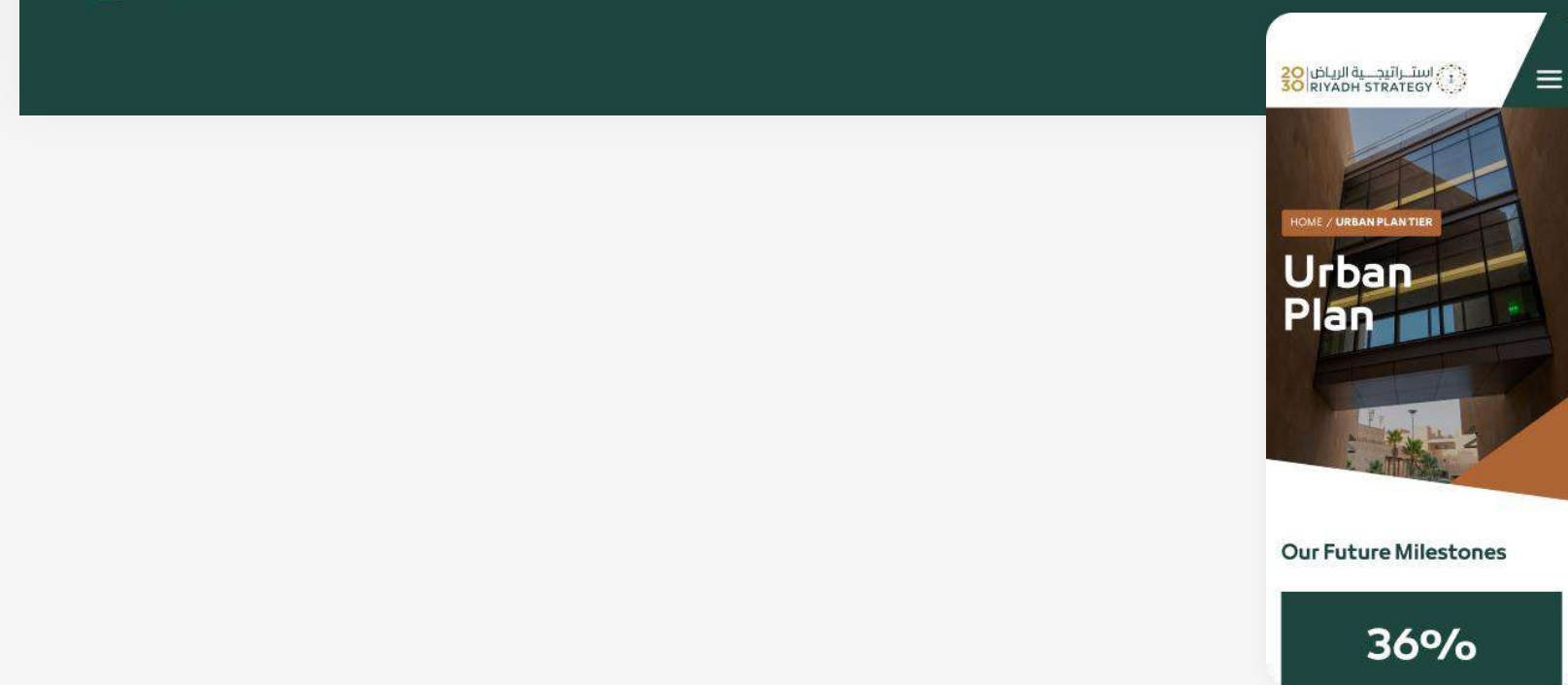
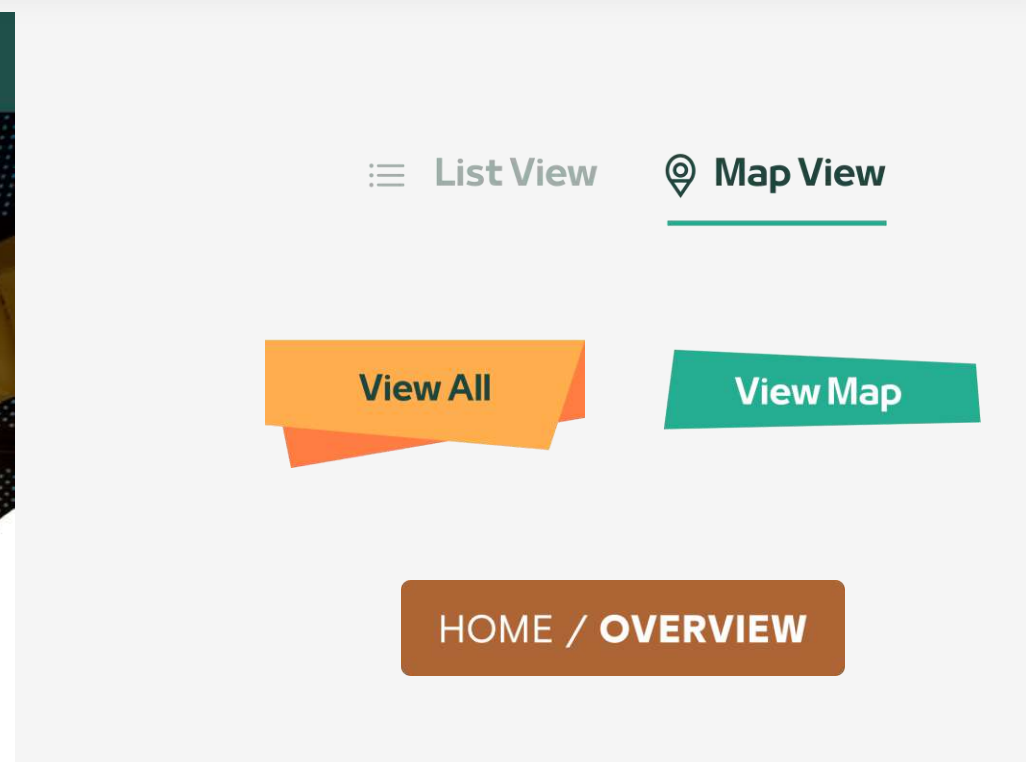
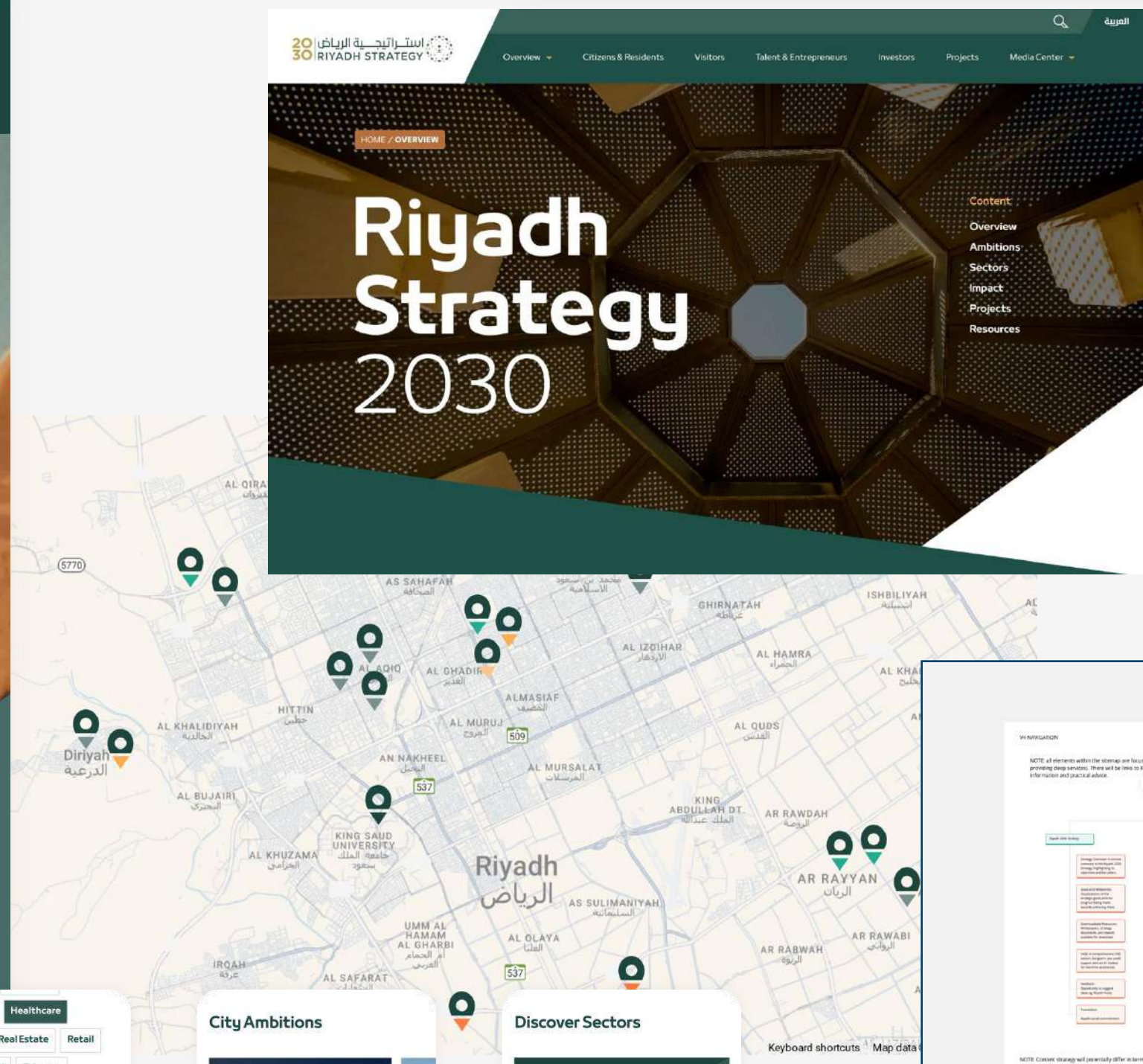


A walkthrough of the multiverse inspired by the aesthetics and immersive ambiance of the physical pavilion. It seamlessly blends a modern yet historically grounded look and feel, underpinned by robust technical performance.

# ROYAL COMMISSION OF RIYADH CITY WEBSITE

Tasked with embodying Riyadh's bold vision for the future – a vision that positions the city as a global capital of ambition – we sought to create a digital experience that transcended the conventional limitations of governmental websites.

The resulting website acts as a central hub, offering clarity and accessibility to all stakeholders, from investors and urban planners to citizens and international observers.

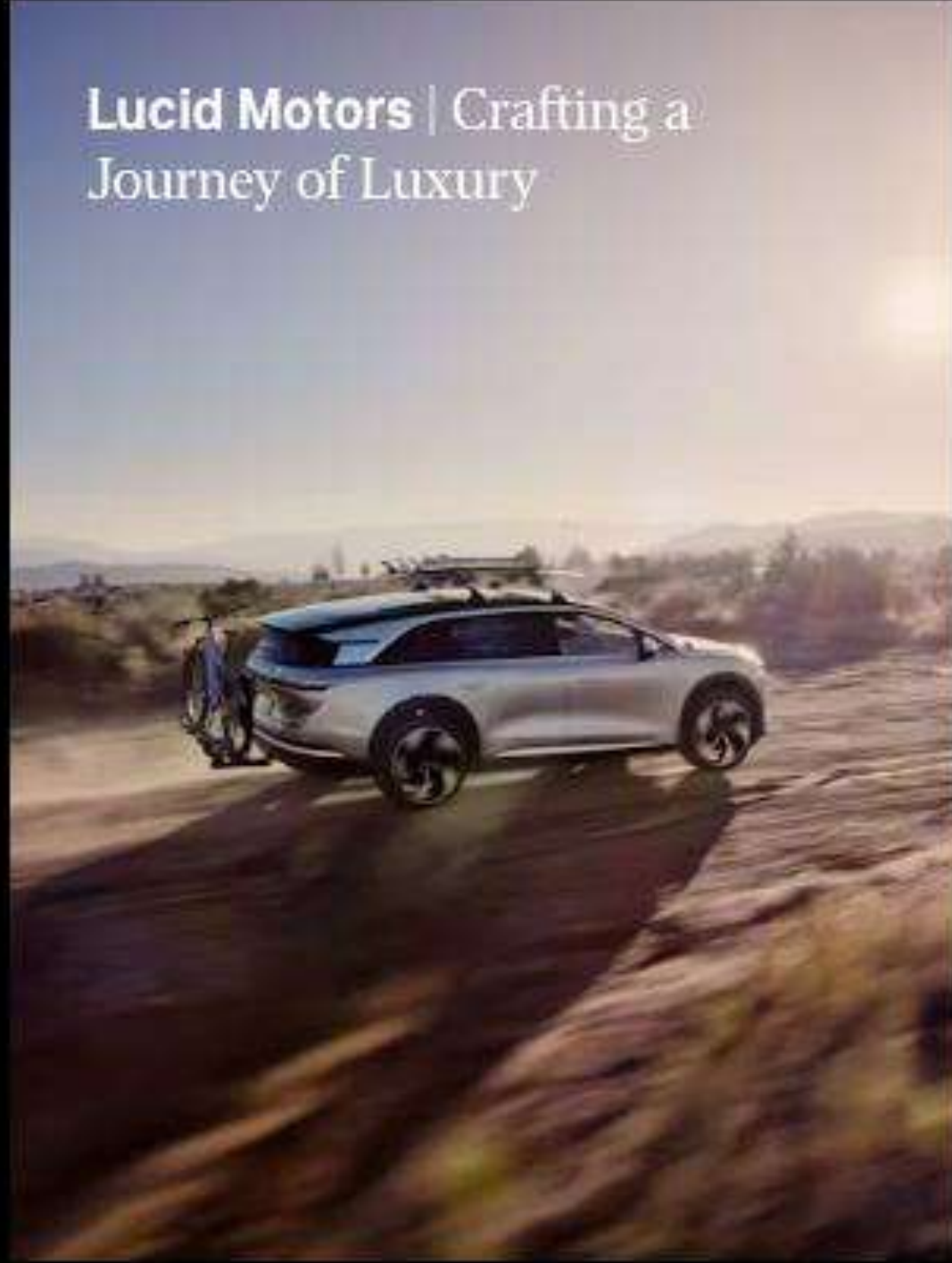


A structured journey through the design process, progressing from discovery, sitemap creation to wireframes and mockups. Ensuring the experience aligns seamlessly with the strategic vision.

# Fueling the Automotive Future

We bring over two decades of  
experience building and designing  
digital experiences for automotive  
giants and disruptors.

**Lucid Motors** | Crafting a  
Journey of Luxury



**Volvo Trucks** | Shaping Volvo's  
Launch that Rewrote the  
Playbook for an Industry



**Rivian** | Launching the World's  
First Electric Adventure Vehicle




## Driving B2B Growth

Partnering with some of the world's largest companies to fuel their business-to-business expansion.

TikTok | Building Confidence in TT4B Solutions



Meta for Business | Creating Connective Tissue to Drive Engagement

 Meta for Business

Amazon Ads | Making Amazon Essential for Every Ad Buy



## Evolving E-commerce to Fit Modern Audiences

We are shaping the digital transformation of the industry by creating strong connections between audiences and brands.

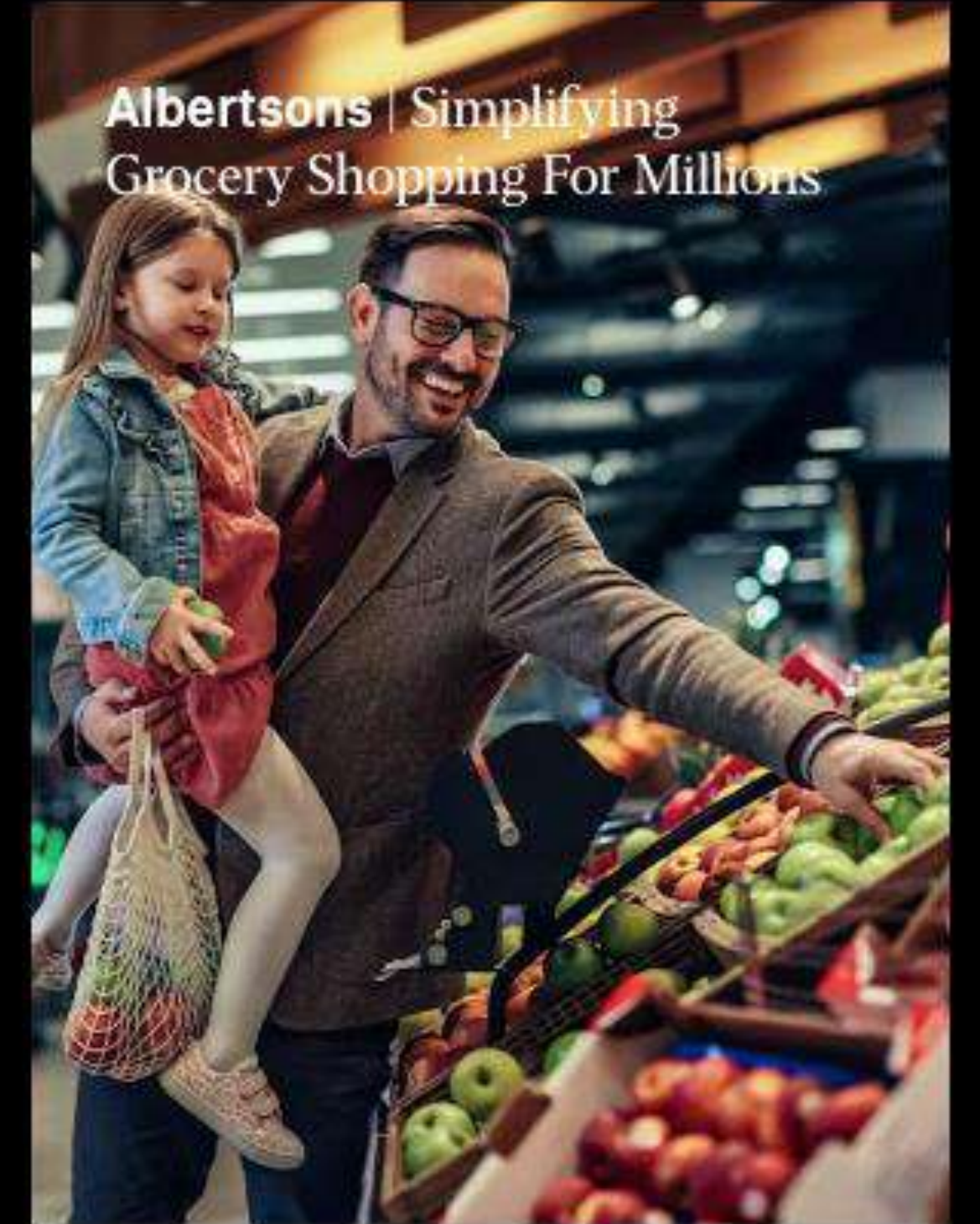
**Champion** | Evolving an Iconic Brand for a New Generation



**Bare Necessities** | Redefining Fit

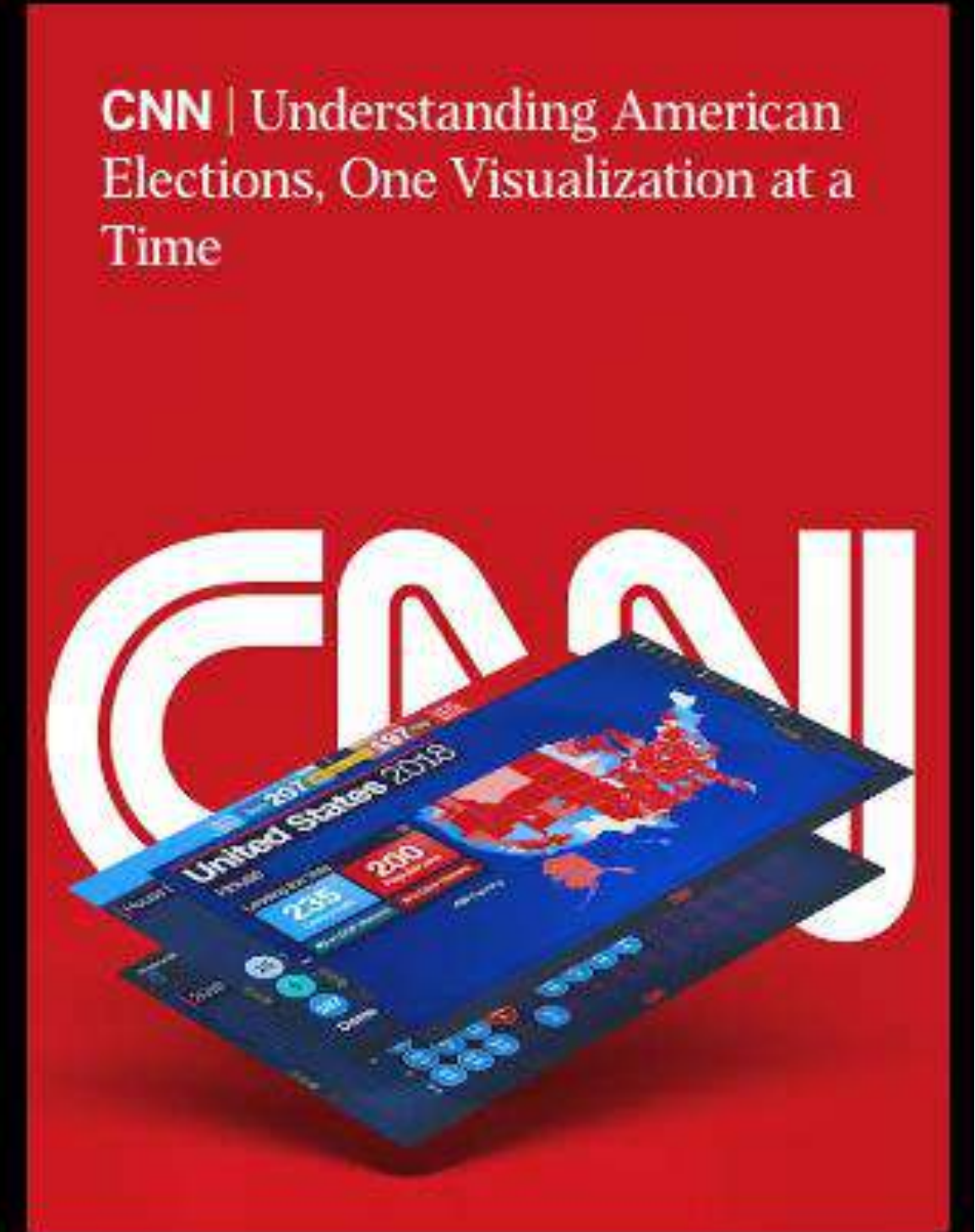
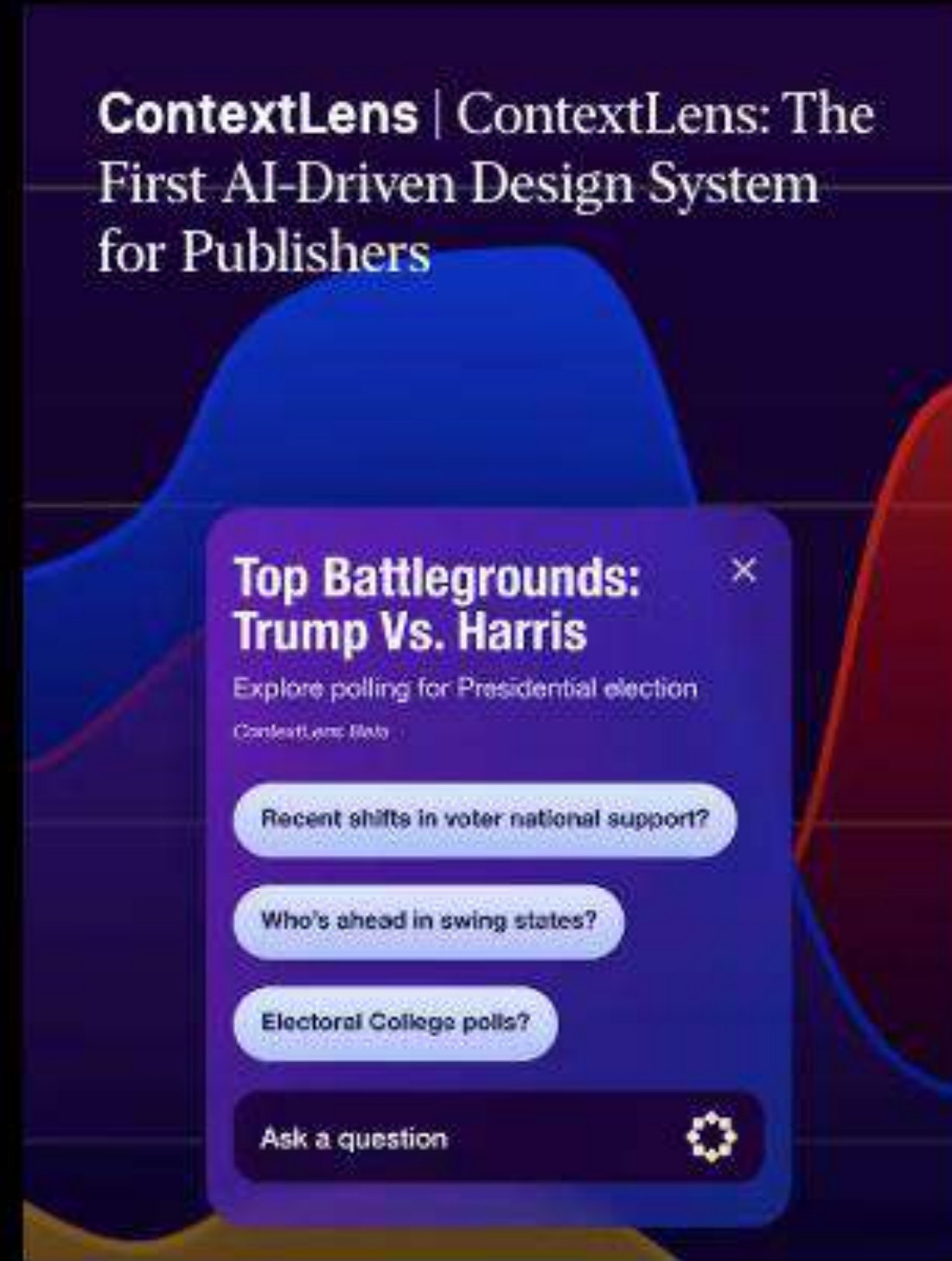
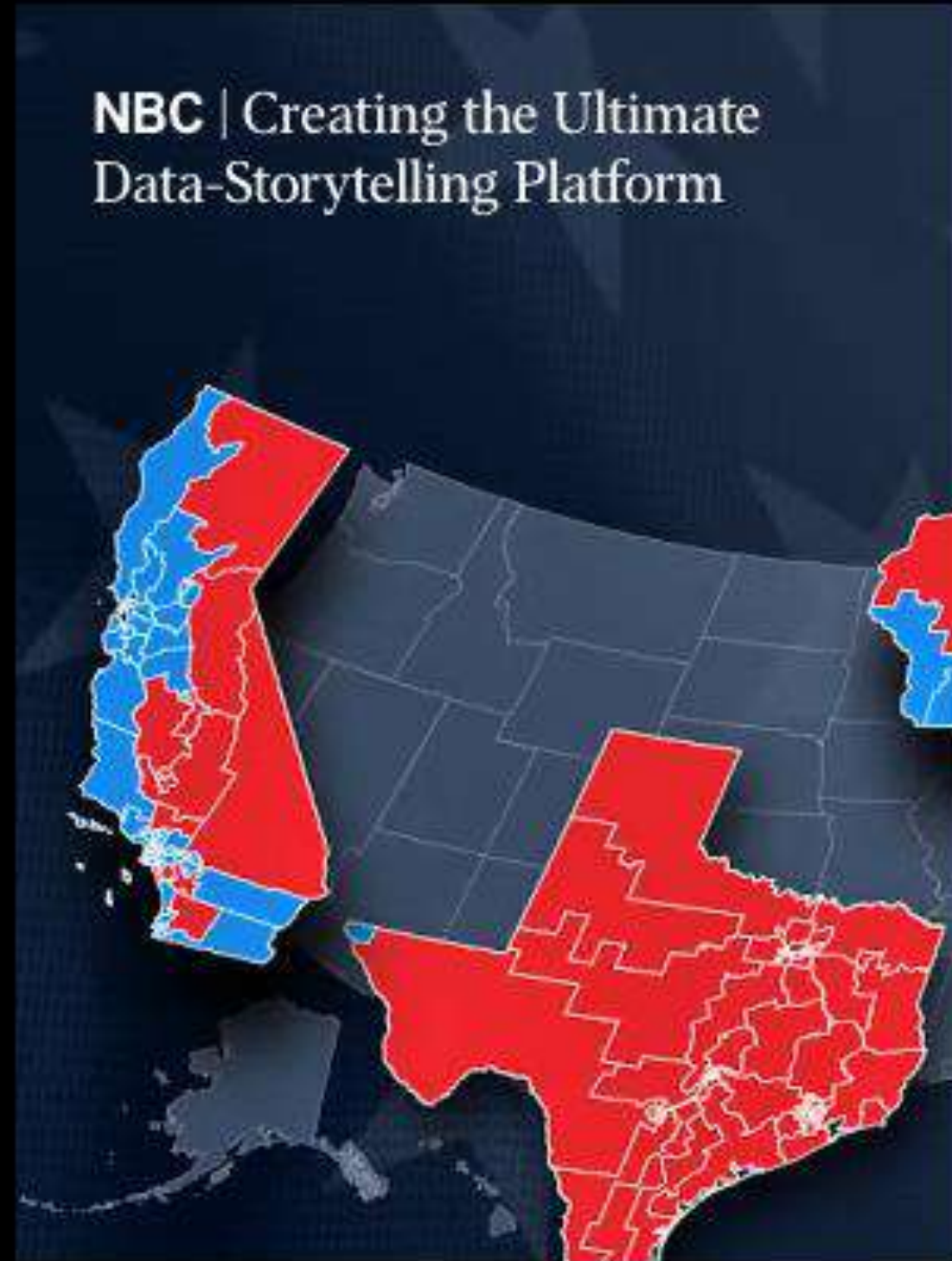


**Albertsons** | Simplifying Grocery Shopping For Millions



# Shaping The Story of Politics Today

Code and Theory is a trusted technology and design partner to media and publishing companies shaping political news.





CONSULUM

GOVERNMENT ADVISORY

Thank you