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Client  
**Saudi Arabian Football  
Federation**

Industry  
**Sport**

Services  
**Brand Identity Enhancement  
Sonic Branding**

Category Entered  
**Brand identity design**

**جيدان**  
**Giddann**

**Giddam campaign** and comprehensive guidelines emerged as a powerful brand for the **Saudi national football team**, creating a unifying identity under a tight deadline.

It became a response to Qatar's World Cup call, "hayya," symbolizing progress and a collective commitment to victory. The logo was crafted to capture this spirit—bold, dynamic, and positive. The "Giddam Falcon," inspired by the Saudi national team's nickname, was designed to embrace Saudi cultural symbols, representing the nation's heritage being brought forth on a global stage.

The visual language, inspired by the national team's jersey, established a connection without infringing on their brand. A custom display typeface was designed to embody the "GIDDAM spirit," rounding out a suite of visual elements that adhered to our flexible yet cohesive guidelines.

We introduced "**Giddam**" a name that resonates on multiple levels. It's a ubiquitous Saudi term that translates to "let's go," "never back down" and carries a plethora of positive connotations.

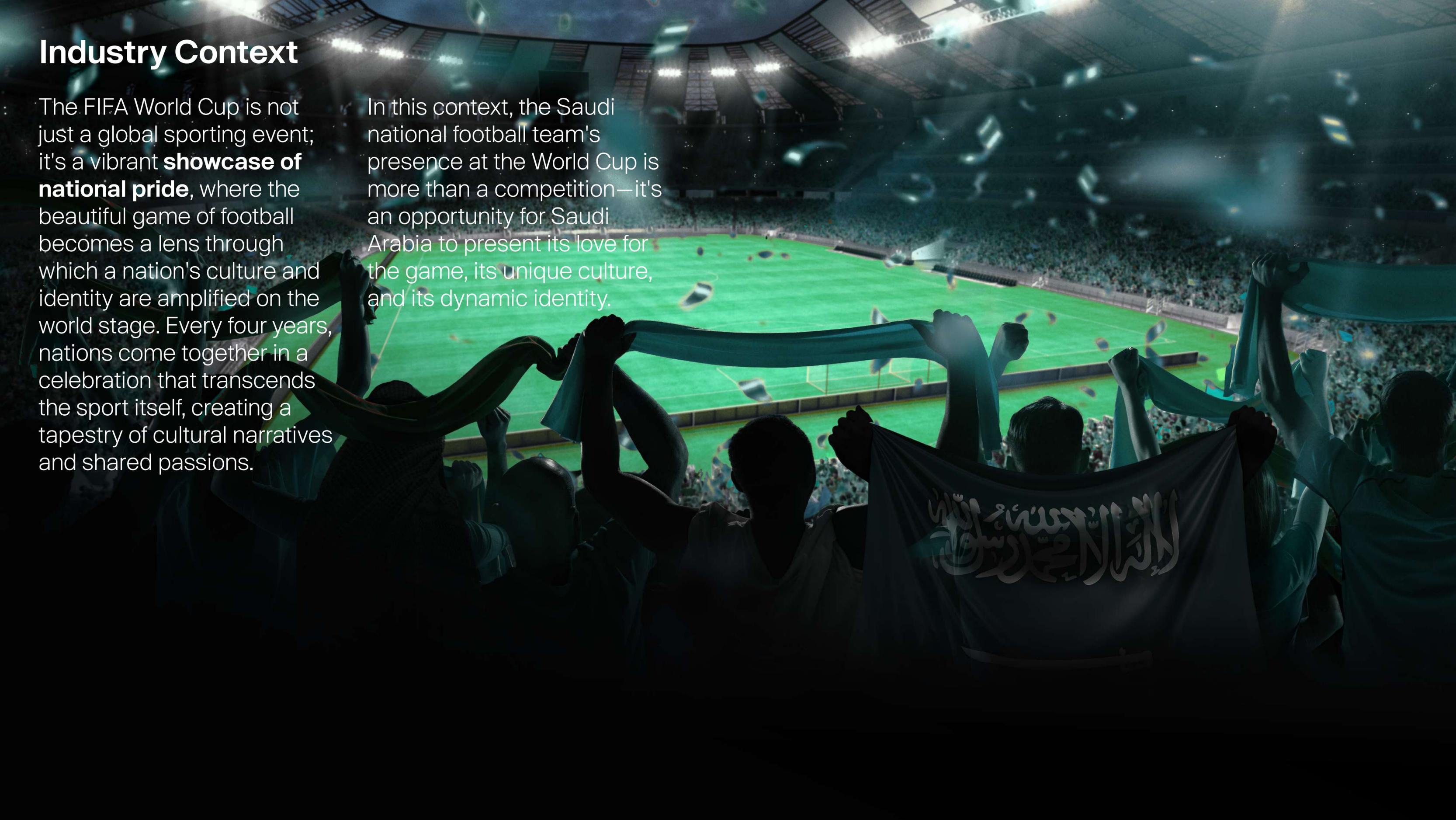
The name "Giddam" encapsulated the spirit of moving forward and collective determination, resonating deeply with the Saudi populace. The logo and the "Giddam Falcon" symbol became beacons of Saudi culture and pride, while the campaign's visual language perfectly complemented the national team's identity.

The campaign's success was evident not only in the widespread adoption and recognition across the nation but also in its continued use beyond the World Cup, signaling a new era of Saudi sporting identity and unity.

## Industry Context

The FIFA World Cup is not just a global sporting event; it's a vibrant **showcase of national pride**, where the beautiful game of football becomes a lens through which a nation's culture and identity are amplified on the world stage. Every four years, nations come together in a celebration that transcends the sport itself, creating a tapestry of cultural narratives and shared passions.

In this context, the Saudi national football team's presence at the World Cup is more than a competition—it's an opportunity for Saudi Arabia to present its love for the game, its unique culture, and its dynamic identity.



# Challenges

Gene Branding was approached by the Ministry of Sports and the Saudi Football Federation at the eleventh hour to create a unified identity for the Saudi national football team's support campaign. The request came at the eleventh hour—just one month before the games. The challenge was twofold: to establish an identity that could be easily adopted by various campaign teams and resonate across both private and public sectors, and to ensure this identity harmonized with the Saudi Football team's ethos without infringing on their existing visual assets.



# Strategy

Our strategy was rooted in defining a brand platform that embodied traits such as enthusiasm, sportiness, optimism, challenge, confidence, and dynamism.

We aimed for a name that would not only serve as the campaign's logo but also act as a rallying cry. It needed to be unmistakably Saudi, simple, bilingual, and carry an inspiring, forward-moving message.

For the identity system, we sought simplicity for universal application, yet enough flexibility to spark creativity.





سalam  
Giddam

In this behind-the-scenes video, we're sharing **the journey of the "Giddam" project**

from early brainstorming for the logo and identity to the final execution. You'll see how our team tackled tight deadlines, overcame challenges, and collaborated to bring this brand to life in a way that truly stands out.

[Click to watch video](#)



A video player interface showing a man in a white thobe and red and white ghutra speaking. The video title is "identity for the Saudi national team (SNT) fan club campaign". The player includes a progress bar, a play button, and a volume icon. The video is in HD.

Gene

Ahmed Al-Abdullatif  
Gene's CEO & Creative Director

identity for the Saudi national team (SNT) fan club campaign

03:54 / 09:14

HD



01:25 / 09:14



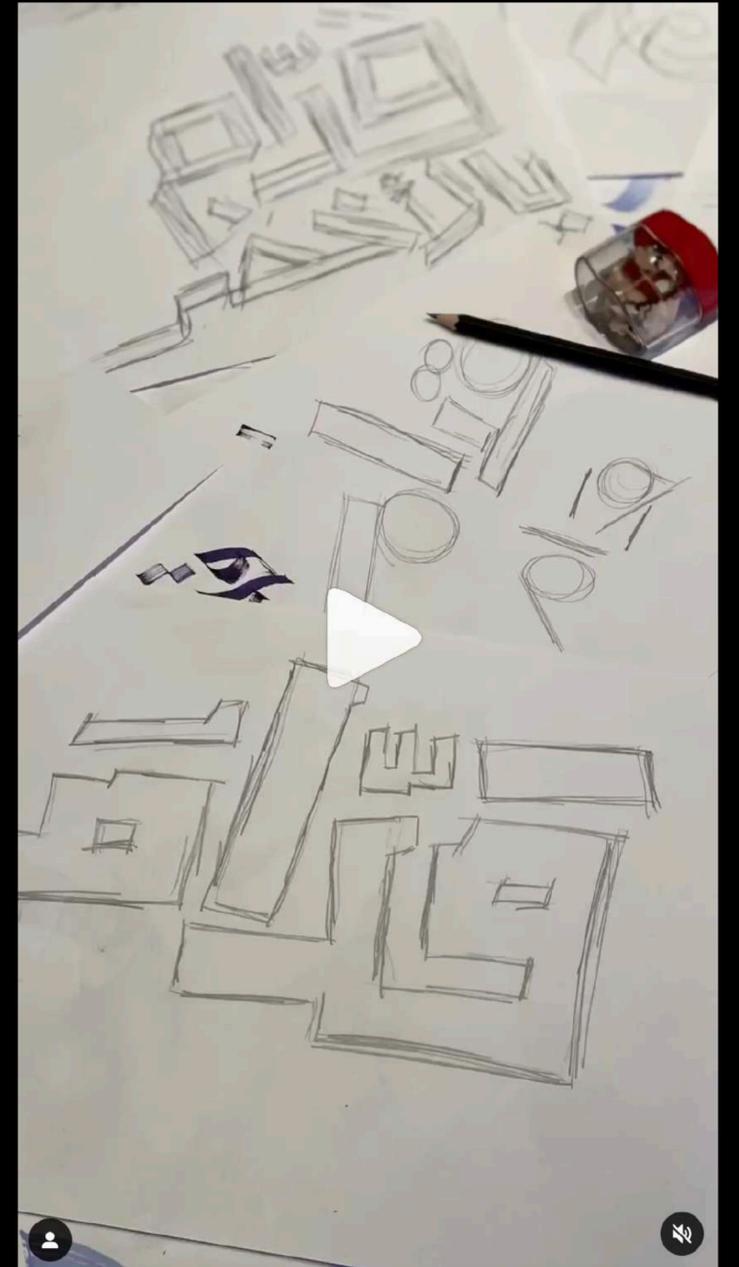
04:37 / 09:14



07:42 / 09:14



[Click to watch video](#)



[Click to watch video](#)



حدي الطريف



الروشان



السدو



جبل طويق



النوخدة



صقورنا الخضر



القط العسيري



النخيل



الحجر



الانتماء والفخر



المونديال



التشجيع



ورد الطائف



القهوة السعودية



زيتون الجوف



حماس الكورة



الطبول والأهازج



حب المنتخب

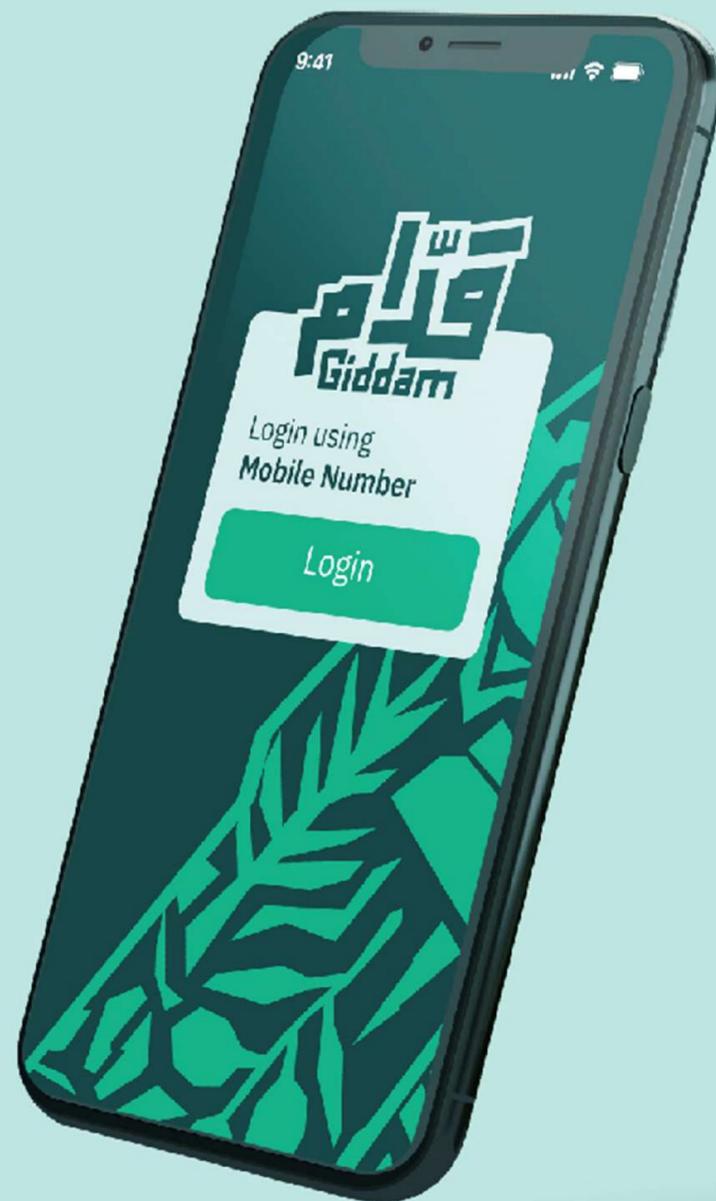


المغادرون صالة 3, 4  
Departures Terminal 3, 4



مجلس جهة ور  
المنتخب السعودي  
Saudi National Team Fans  
@SaudiNTFans

قلام  
Giddam



قطر  
تطبيق  
قلام الآن!

السعودية VS الأرجنتين



قَام  
بِالْخَطَر



قَام  
Giddam

السعودية VS الأرجنتين



السعودية VS بولندا

الجمهور  
قَام





مجلس جمهور  
المنتخب السعودي  
Saudi National Team Fans

حمل تطبيق قدام



قدام  
Giddam

The “**Giddam**” font was inspired by the logo to convey a distinctive and special character for the brand. It is a single weight font that includes all basic Arabic and Latin characters as well as Arabic numbers and punctuation marks.

We have also included the cultural icons as custom symbols part of the font for easy access and usability for every one dealing with the guidelines.

[Click to watch more on the font](#)

قلبنا أخضر  
دريتنا أخضر  
فالنا أخضر  
كلنا الأخضر

الجمهورية  
YEAH!  
Lets Go

خط  
فدّام  
للعناوين

رموز  
وعلامات  
خاصة  
Custom Symbols

منتخبنا  
السعودي  
KSA

السعودية  
الأرجنتين



# Results

The extensive and comprehensive identity system and guidelines were a huge success and made the job of all campaign teams easier and swifter. It was the bedrock of the huge success the campaign made in social media and PR that won multiple communication awards. It also made “the biggest fan zone for any world cup team ever”; the Saudi House’ a huge success and an experience Qatar 2022 world cup fans will never forget.

The "Giddam" campaign became a unifying force for Saudi football fans, turning the

word into a hallmark of the Saudi team's impressive performance at the Qatar 2022 World Cup. Its success has transcended its initial purpose, with "Giddam" now being embraced for all national Saudi sports engagements, becoming a lasting emblem of national pride and sporting excellence.



[Click to watch the video](#)

**BACKGROUND**  
Saudi Arabia has been performing poorly at the World Cup since their debut in 1994. With big losses to teams like Russia, Germany, Ireland, Ukraine - the fans of the Green Falcons were losing hope and interest. On the other hand, Saudi Arabia has been becoming an ever-evolving country in all forms of art, music, cuisine, culture and sport - and it was time to change the perception of Saudi Arabia to the rest of the world.

So with partnership with the Saudi Football Federation, we created Giddam to hit two birds with one stone.

**IDEA**  
Giddam is just one Saudi word that has so much meaning. It means 'never retreat and always move forward regardless of the obstacles'. Using that word, we believed the Saudi population would rally behind their team, arriving in Qatar in unprecedented numbers. The more fans arrive, the more culture arrives, the more people around the world get to experience it.

**EXECUTION**  
The campaign started locally on platforms such as Snapchat and TikTok (using custom lens and augmented reality marketing), Twitter and Instagram (using organic and paid influencers) and YouTube - moving on to large outdoor campaigns in Qatar - and finally leading them to the Saudi House fan zone in Doha.

Once they arrived to the Saudi House - the biggest fan zone in World Cup history - they saw that it paid tribute to everything cultural in Saudi. The fan zone was also open for non-Saudi's who got the experience of a lifetime.

**قَام**  
**Giddam**

SHOWING THE REAL SAUDI ARABIA THROUGH FOOTBALL

**RESULTS**

<b>19 Billion</b> Media Impressions	<b>22 Million</b> Interactions	<b>263 Million</b> Video Views	<b>750,000</b> Visitors to the Saudi House	<b>50,000</b> Fans marching to the stadium	<b>98%</b> Positive Feedback	<b>#Giddam</b> Became the #2 trending topic on twitter
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**SNAPCHAT**

[Link to awards entry the social media agency won](#)

[Link to awards won by other agencies](#)





Thank  
You

شكرا  
جيدان  
Giddann