

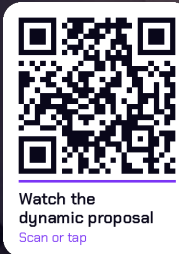
TECHNICAL PROPOSAL · RFP SUAD-2026-448

Sorbonne Abu Dhabi. The first choice, on every screen.

السوربون أبوظبي، الخيار الأول على كل شاشة.

Digital Marketing Agency services for Sorbonne University Abu Dhabi:
campaigns and recruitment, trilingual content, eight platforms, SEO, AEO and GEO.

▶ Watch the dynamic proposal SUAD.stellarmedia.ae



Watch the
dynamic proposal
Scan or tap



Stellar · Media
ستيلار ميديا

CONTENTS

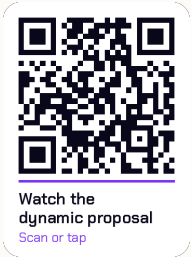
Inside this proposal.

From our understanding of the RFP to the delivery model: one strategic story, built for SUAD.



01	Understanding the RFP	p. 04
	Scope, vision and mission, alignment, SUAD in numbers, 2026 moments	
03	Platform-specific strategy	p. 47
	Eight platforms, each with role, mix, cadence and KPIs	
05	Media buying, structure, omnipresence	p. 64
	Buying, campaign structure, annual plan, omnipresence, lead quality	
07	Campaign ideas	p. 87
	Where Worlds Meet, Ask the Sorbonne, Your Next Chapter, 20 years	
09	Content, community and crisis	p. 102
	Production, community management, crisis strategy and approach	
11	Why Stellar	p. 120
	Credentials, film craft, results and client voices	
02	Landscape analysis	p. 13
	Global, regional and local benchmarks, NYU Abu Dhabi, AUS, diagnosis	
04	Digital strategy	p. 57
	Framework, ecosystem, pillars, languages, SEO, AEO and GEO	
06	Audience strategy	p. 76
	Target audiences, segmentation, personas, warming, journeys	
08	KPI benchmarking	p. 97
	Sector benchmarks, suggested year-by-year targets, RFP scorecard	
10	Project management and timeline	p. 111
	Approach, team, platform, response times, timeline, reporting	

▶ Watch the dynamic proposal SUAD.stellarmedia.ae



EXECUTIVE SUMMARY

Academic distinction, **made easy to choose.**

SUAD’s challenge is not visibility alone. Prospective students, families and professionals must understand what they can study, in which language, with what recognition, and what to do next. We propose one connected system that turns institutional distinction into enquiries admissions can accept.



People
Students, faculty and alumni become trusted, consented voices.



Proof
Programme facts reduce uncertainty at every decision point.



Progress
Content, media and search connect to qualified, tracked enquiries.

01

Understanding the RFP

What SUAD has asked for, how its vision and mission shape the brief, and what success must look like.

جسر بين الحضارات.

SCOPE

VISION + MISSION

ALIGNMENT

SUAD IN NUMBERS



Watch the
dynamic proposal
Scan or tap

01 / OUR UNDERSTANDING OF THE RFP

What SUAD is asking for, in one page.

SUAD seeks a digital marketing agency that can plan, create, buy, optimise and report as one accountable partner, working autonomously within university approvals.



Recruit

Bachelor's, Master's and Continuing Education Center (CEC) enquiries and applications, with programme recovery when a target falls behind.



Engage

Always-on content across eight platforms in English, Arabic and French, with community management and listening.



Be found

SEO, AEO and GEO so SUAD is discoverable and accurately represented in search, answer and AI engines.



Prove it

Monthly, quarterly, campaign and yearly reporting against six weighted KPIs, through a dedicated account manager.

OPERATING REQUIREMENTS

Plans and content one month ahead · new campaign proposals in 3 working days · minimum one blog a month · 70/30 video-to-static production budget

WHAT SUCCESS MEANS

Not more posts. More of the right applicants, better informed, arriving with intent that admissions can accept.

Four tensions the strategy must resolve.

01 One brand, three recruitment logics

Bachelor's, Master's and CEC learners decide differently. One institutional voice must carry three distinct journeys.

02 Three languages, one truth

English, Arabic and French must say the same verified thing, accurately, on eight platforms.

03 Visibility that converts

Reputation, search visibility and paid media must connect to qualified enquiries, measured end to end.

04 Autonomy with control

SUAD wants a partner that proposes and executes with limited input while protecting academic and brand approval.



OUR RESPONSE AT A GLANCE

Four workstreams. One accountable team.

Every RFP requirement has a named method in this proposal. The response index on page 129 maps each one.



§3.1

01

Campaigns and recruitment

Research, segmentation, annual and quarterly strategy, monthly plans, per-campaign KPIs, budget control, programme recovery, proposals in 3 working days.



§3.2

02

Content and social media

Eight platforms, EN / AR / FR content, defined production with a 70/30 video split, at least one blog a month, community, listening and podcast.



§3.3

03

SEO, AEO and GEO

Technical, on-page and off-page search, answer-engine and generative visibility, governed programme facts, monthly evidence.



§§3.4, 4.4

04

Reporting and account management

Dedicated account manager, work-management platform, monthly, quarterly, campaign and yearly reviews against the six KPIs.

MEASURED AGAINST THE RFP'S SIX WEIGHTED KPIS

≥95%

On-time delivery

Weight 15%

≤3

Working days to proposal

Weight 10%

≥90%

Planned targets achieved

Weight 25%

≥10%

Search and AI visibility, QoQ

Weight 15%

100%

Content compliance

Weight 25%

100%

Reporting compliance

Weight 10%

01 / SUAD VISION AND MISSION · OFFICIAL

VISION

Fostering intellectual excellence, cutting-edge, multidisciplinary research and innovation, critical thinking, cultural harmony and tolerance **for the benefit of society.**

نعمل على تعزيز التفوق الفكري، والبحث والابتكار المتعدد التخصصات، والتفكير النقدي، والانسجام الثقافي، وقيم التسامح الداعمة لخدمة المجتمع.

MISSION

Building the bridge between civilizations through excellence in education and research, uniting the renowned French model of learning and knowledge development with the vision of the UAE.

نسعى لبناء الجسور بين الحضارات من خلال التميز في التعليم والبحث، ودمج النموذج الفرنسي الشهير للتعليم وتنمية المعرفة مع الرؤية العالمية لجامعة السوربون وطموحات دولة الإمارات العربية.

VALUES

RESPECT

TOLERANCE

COMMITMENT

ETHICS

INTEGRITY

INNOVATION

01 / VISION ALIGNMENT

Every word of the vision becomes a content promise.

We translate SUAD’s official vision into communication territories, so every post serves the institution’s direction, not only the calendar.

SUAD VISION	OUR COMMUNICATION RESPONSE
 Intellectual excellence	→ Ask the Sorbonne: faculty-led answers and research made accessible
 Multidisciplinary research + innovation	→ Year of AI season, research threads on X and LinkedIn, YouTube explainers
 Critical thinking	→ Question-led formats: every story starts with a real question
 Cultural harmony + tolerance	→ Where Worlds Meet: 90+ nationalities, three languages, one community
 For the benefit of society	→ Alumni and CEC impact stories, community and public events

01 / MISSION ALIGNMENT

A bridge between civilizations, built in public.

SUAD's mission unites the French model with the vision of the UAE. Our role is to make that bridge visible, every day, to the people choosing where to study.

WHERE WE CONTRIBUTE

SUAD's Strategic Plan 2024–2028 sets five pillars: Research, Education, Visibility, Excellence and Sustainability. This proposal answers the **Visibility** pillar directly and amplifies the other four.

STRATEGIC PLAN · VISIBILITY OBJECTIVES → OUR DELIVERY

Cultivate our identity and reputation

→ One brand voice, trilingual governance, reputation tracking

Engage with global partners

→ LinkedIn authority content, partner co-posts, French and international routes

Enhance community engagement

→ Community management, Q&A library, student creators

Create a cultural and societal agora

→ Events, public lectures and the podcast as shareable content

Foster internationalization and global citizens

→ Where Worlds Meet campaign, RedNote and multilingual journeys

Develop a globally connected community

→ Alumni stories, ambassadors and advocacy layer

SUAD IN CONTEXT

A distinctive institution. A rich story to make useful.

2006

Established
Franco-Emirati academic cooperation

90+

Nationalities
in the student community

25

Programmes
undergraduate and postgraduate

93,000 m²

Campus
on Al Reem Island

3,200+

Alumni
a growing advocacy base

7

Research centres
as of 2024

Sorbonne heritage of more than 750 years, Bachelor's, Master's and Continuing Education Center pathways, with a 100% scholarship for Emirati nationals and children of Emirati mothers.



2026 IN CONTEXT

A year with stories **already in motion.**

The strongest university content amplifies what the institution is already doing. Our plan starts from SUAD’s own calendar, not from invented moments.



Year of AI 2026

SUAD has declared 2026 its Year of AI, anchored by the Sorbonne Center for Artificial Intelligence, with a short film festival, a podcast and summits.

WHAT WE DO WITH IT

Gives “Ask the Sorbonne” its first season and a ready source of faculty voices.



Twentieth anniversary

Founded in 2006, SUAD reaches twenty years and already runs its own anniversary programme.

WHAT WE DO WITH IT

We extend it with alumni, archive and next-generation stories, never a parallel campaign.



Open Day model

Mornings for schools and families, afternoons for professionals and the wider community.

WHAT WE DO WITH IT

Mirrors our three audiences: one event, three content and media routes.

02

Landscape analysis

Global, regional and local: what the best universities do, where SUAD stands today and where the next opportunity is.

[2.1 GLOBAL](#)[2.2 REGIONAL](#)[2.3 LOCAL: NYU ABU DHABI + AUS](#)[2.4 SUAD BRAND ANALYSIS](#)

Watch the
dynamic proposal
Scan or tap

2.1

Global benchmarking

What the world's best universities do in digital, and the lessons that transfer to SUAD.

- Best-practice overview
- University of Exeter: student creators
- TikTok leaders
- What audiences reward
- Key takeaways and opportunities for SUAD



02.1 / GLOBAL BENCHMARKS

What the best universities do differently.

UNIVERSITY OF EXETER · UK

“You’re On Your Own, Kid.”

Student-led Instagram and TikTok videos, made by paid student creators, mapped to the recruitment journey and backed by paid promotion.

107 videos for about £3,000 · 8.98% Instagram and 6.65% TikTok engagement · CASE Circle of Excellence Bronze 2025

For SUAD → Student creator programme inside Where Worlds Meet

UNIVERSITY OF OXFORD · UK

Prestige that stays native

Ranked first of 50 UK universities on TikTok in 2025 for originality and platform-native content, keeping an academic tone rather than chasing comedy.

No. 1, Top 50 UK Universities on TikTok 2025

For SUAD → Ask the Sorbonne: academic authority in short-form

SORBONNE UNIVERSITÉ · PARIS

Test and learn, every week

Around 10 Instagram Stories and 3 feed posts a week, built on student portraits, campuses and practical information.

A small team running a permanent test-and-learn cycle

For SUAD → Shared Sorbonne DNA, adapted for Abu Dhabi audiences

US HIGHER EDUCATION · RIVAL IQ 2025

What audiences reward

Campus beauty, milestones and student-made video drive the highest engagement; schools posted 15% less with almost no loss of engagement.

TikTok 11.3% to 13.6% median engagement on milestone and campus themes

For SUAD → Fewer, better, story-led posts

02.1 / GLOBAL BENCHMARK · UNIVERSITY OF EXETER

Students made the campaign.

“You’re On Your Own, Kid.” Student creators, paid through student recruitment roles, filmed Welcome Week for international applicants on Instagram and TikTok, mapped to the recruitment journey and backed by paid promotion.

107

videos produced

£3K

total production cost

8.98%

Instagram engagement

6.65%

TikTok engagement

RESULT

Instagram video engagement +45.3%, TikTok +682%.
Firm choices and accommodation applications rose.
CASE Circle of Excellence Bronze 2025.

FOR SUAD

A paid, briefed student creator programme inside
Where Worlds Meet, with consent and review built
in.



The universities winning short-form **sound like students.**

Florida International University Trend-native humour	10M+ views · 14.6% engagement on one “midterm manifesting” video	14.6%
Colorado State University Memes meet drone footage	13.35% overall engagement rate	13.35%
Ohio State University Volume with a voice	Posts about 4× the D1 average · 163K+ followers · 17.7% on #onlyinohio	17.7%
University of Wyoming Student street interviews	106 of 117 videos beat the median	qualitative
University of San Francisco Admissions-only account	Behind-the-scenes admissions content; acceptance-letter video at 10%	10.0%
University of Oxford Prestige, platform-native	No. 1 of 50 UK universities on TikTok, 2025	qualitative

KEY TAKEAWAY

Native formats, student faces and trending audio outperform polished corporate video. Higher-ed median TikTok engagement: 7.36%.

OPPORTUNITY FOR SUAD

NYU Abu Dhabi lists no TikTok account: SUAD can own UAE university TikTok with student creators and street interviews.

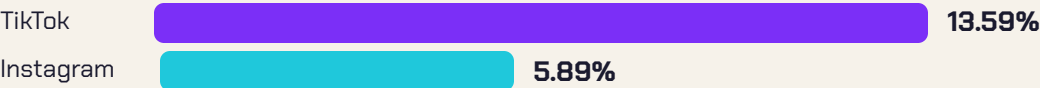
Rival IQ 2023 and 2025; Nonsensical Top 50 UK Universities on TikTok 2025.

02.1 / GLOBAL BENCHMARK · WHAT AUDIENCES REWARD

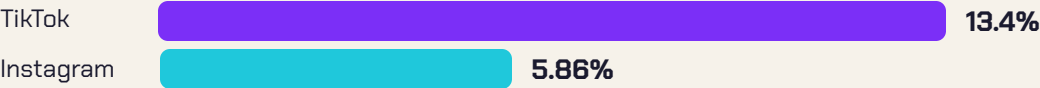
Campus, milestones, and student-made video.

MEDIAN ENGAGEMENT BY CONTENT THEME, US HIGHER EDUCATION 2025

Athletics wins



Campus beauty



Graduation + milestones



Rival IQ / Quid Higher Education Engagement Report 2025. Schools posted about 15% less and lost only about 0.5% of engagements.

HIGHER-EDUCATION MEDIANS PER POST, 2025

PLATFORM	HIGHER-ED ENGAGEMENT	POSTS / WEEK	ALL INDUSTRIES
Instagram	2.101%	4.07	0.36%
TikTok	7.36%	1.59	1.73%
Facebook	0.126%	6.35	0.046%
X	0.036%	4.9	0.015%

Rival IQ Social Media Industry Benchmark Report 2025, Higher Education.

FOR SUAD

Fewer, better posts. Lead with campus beauty, milestones and student-made video; let institutional news live on X and LinkedIn.

02.1 / GLOBAL BENCHMARKING · SUMMARY

Content, digital, and what SUAD can learn.

BENCHMARK	WHAT THEY DO IN CONTENT	WHAT THEY DO IN DIGITAL	KEY TAKEAWAY	OPPORTUNITY FOR SUAD
University of Exeter UK	Student-made Reels and TikToks on trending audio, demystifying Welcome Week	Rolling campaign mapped to the recruitment journey, boosted with paid media	Students are the most credible recruiters, and it costs little: 107 videos for about £3,000	A paid student creator programme for Where Worlds Meet
University of Oxford UK	Academic, prestigious tone kept native to TikTok; a separate maths department account	Discipline-level sub-channels alongside the main brand	Prestige and platform-native can coexist	Ask the Sorbonne as SUAD's academic voice in short-form
Sorbonne Université Paris	Student portraits, campuses and practical information	About 10 Stories and 3 feed posts a week; permanent test and learn	Stories for utility, feed for brand	Split SUAD's feed [brand] from Stories [practical, admissions]
University of San Francisco US	Behind-the-scenes admissions content, acceptance moments	A dedicated admissions-only TikTok account	Admissions deserves its own voice	Admissions series and Highlights on SUAD's main accounts
US higher education Rival IQ 2025	Campus beauty, milestones and student-made video earn the most	Schools posted about 15% less with almost no loss of engagement	Fewer, better posts win	Cut volume, raise craft: fewer posts, more video

02 / LANDSCAPE ANALYSIS

2.2

Regional benchmarking

How leading GCC and MENA universities perform on social, and what they do differently.

- Seven regional universities compared
- KAUST: real researchers, real stories
- Qatar Foundation: Arabic as the creative idea
- Key takeaways and opportunities for SUAD



02.2 / REGIONAL BENCHMARK · INSTAGRAM

Bigger audiences, **thinner engagement.**



HypeAuditor, August to October 2026. Georgetown University in Qatar: 19.6K followers (uniRank, Aug 2026), engagement not available.

WHAT THE NUMBERS SAY

Qatar Foundation has 1.16M followers at 1.01%; AUC 232K at 0.80%. KAUST, under 90K, leads the region at **2.79%**.

CONVERSATION IS RARE

Most regional accounts average 3 to 12 comments per post. Real dialogue is the gap to win.

X MATTERS IN KSA

KFUPM has 159K on X against 63K on Instagram; KAUST has 103K on X.

Real researchers. Real stories.

89.4K

Instagram followers

2.79%

engagement, highest in region

103K

followers on X

11.4M

YouTube views

“ON A MISSION” · 2025

Brand campaign led by faculty and PhD students: a hero film shot in labs and on campus, short profiles and social content, launched at the THE World Academic Summit.

ALUMNI CHANGE MAKERS

CASE Circle of Excellence Gold 2023 for digital campaigns. Video profiles filmed on three continents, run on LinkedIn where alumni are.

For SUAD → Put faculty and students on screen in Ask the Sorbonne, and choose each platform by audience: LinkedIn for alumni and Master’s, Instagram and TikTok for undergraduates.



02.2 / REGIONAL BENCHMARK · QATAR FOUNDATION

Arabic as the creative idea.

421.9M 13.3M

reach for BiAraby, Jan to May 2025 views of its documentary-style content

BILARABY · MEPRA 2025 GOLD, BEST USE OF ARABIC LANGUAGE

Stories on AI, innovation and women in science told in contemporary Arabic for young audiences. Arabic is the idea itself, not a translation of English posts.

For SUAD → Arabic-first content for Emirati students and families, and a short named series with one clear topic each.

NAMED SERIES THAT WON · MEPRA 2024

Bytes of AI

Gold · Best Artificial Intelligence

A content series that makes AI understandable.

Arabic Minute

Silver · Best Use of Social Media

One-minute Arabic language lessons.

Decoding Health

Silver · Best Education, Best Healthcare

Health science explained in short formats.

Qatar Foundation won 11 MEPRA awards in 2024. Instagram: 1.16M followers, 1.01% engagement [HypeAuditor, Sep 2026].

02.2 / REGIONAL BENCHMARKING · SUMMARY

What the region’s leaders do, and where SUAD can lead.

BENCHMARK	WHAT THEY DO IN CONTENT	WHAT THEY DO IN DIGITAL	KEY TAKEAWAY	OPPORTUNITY FOR SUAD
KAUST Saudi Arabia	Faculty and PhD students as the heroes; “On a Mission” hero film and profiles	LinkedIn for alumni (CASE Gold 2023); strong X presence (103K)	Real researchers build trust faster than stock imagery	Faculty on camera in Ask the Sorbonne and the Year of AI season
Qatar Foundation Qatar	Named series with one topic each: Bytes of AI, Arabic Minute, Decoding Health	BilAraby, an Arabic-first platform: 421.9M reach in five months	Named series become brands; Arabic as the creative idea	Named SUAD series, with Arabic-first content for Emirati families
American University in Cairo Egypt	Bilingual institutional storytelling	Award-winning bilingual, mobile-first, accessible website (2023)	Bilingual and accessible is the baseline	Complete trilingual journeys on SUAD’s priority pages
Regional Instagram pattern 7 universities	Large audiences, few comments: 3 to 12 per post on most accounts	Engagement falls as audiences grow: QF 1.01%, AUC 0.80%	Conversation is the region’s missing metric	Make comments and DMs a KPI: questions answered, not likes

2.3

Local benchmarking

SUAD against its two closest competitors in the UAE: NYU Abu Dhabi and the American University of Sharjah.

- UAE digital context and SUAD today
- Head to head, platform by platform
- NYU Abu Dhabi: profile, content, digital
- AUS: profile, content, digital
- Key takeaways and scorecard



02.3 / LOCAL CONTEXT · UAE

A fully connected audience.

99%

internet penetration · 11.3M users

12.5M

social media user identities

29

higher-education institutions in Abu Dhabi [ADEK]

90+

nationalities in SUAD's community

Implication: reach is not the constraint. Relevance, language and proof are. Every platform is crowded with 28 other institutions competing for the same attention.

ADVERTISING REACH BY PLATFORM, UAE · % OF POPULATION



TikTok · 12.5M ad reach among adults 18+, reported above 100% of the adult population

Big views, small loyal audiences.

 Instagram

31.1K
followers

1.71% engagement · 3,471 posts
HypeAuditor, Oct 2026

 Facebook

84.8K
followers

SUAD's largest audience
uniRank, Jun 2025

 YouTube

4.3K
subscribers

521 videos · 16.45M views
uniRank, Aug 2026

 X

10.2K
followers

Institutional news and events
uniRank, Aug 2026

 LinkedIn

Active
school page

Followers measured in the onboarding audit
sorbonne.ae

 TikTok

Active
@sorbonneabudhabi

Followers measured in the onboarding audit
sorbonne.ae

AGAINST ITS CLOSEST PEERS

	SUAD	NYUAD	AUS
Facebook followers	84.8K	40.0K	150.1K
YouTube subscribers	4.3K	11.1K	5.9K
YouTube total views	16.45M	1.85M	7.21M
Instagram followers	31.1K	46.2K	51.5K

uniRank [Facebook Jun 2025; YouTube Aug 2026];
HypeAuditor [Instagram, Oct 2026].

THE INSIGHT

SUAD's YouTube has 16.45M views, almost 9x NYU Abu Dhabi's, yet the fewest subscribers. People watch SUAD content but are not invited to stay. Converting viewers into followers and enquirers is the quickest win.

02.3 / LOCAL DIGITAL BENCHMARK

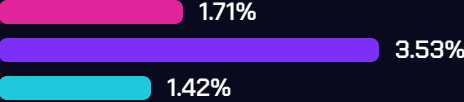
SUAD, NYU Abu Dhabi and AUS, platform by platform.

■ SUAD ■ NYU Abu Dhabi ■ AUS

Instagram followers



Instagram engagement rate



Instagram posts

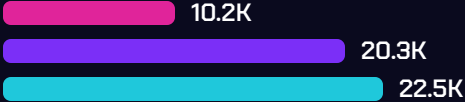


Facebook followers

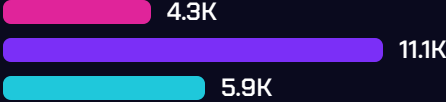
Jun 2025



X followers



YouTube subscribers



YouTube total views



Read-out: SUAD leads on YouTube views and is second on Facebook, but trails both peers on Instagram reach, X and YouTube subscribers.

02.3 / LOCAL BENCHMARK · COMPETITOR PROFILE

NYU Abu Dhabi · the community storyteller

“Exceptional education. World class research. Community-driven.” Students from more than 120 countries.

46.2K

Instagram followers

3.53%

engagement rate, about 2× SUAD

1,405

Instagram posts, fewer than half of SUAD’s

120+

countries represented

WHAT THEY DO WELL

“Student Chats”: around 18 admissions ambassadors with their year, major and home country on profile, available to prospective students. A selective, high-quality feed.

LESSON FOR SUAD

Make students the interface of admissions. A visible ambassador programme turns reach into conversations.

WHERE SUAD WINS

A Sorbonne degree, French and English teaching, Arabic-first family communication, Year of AI and a twentieth-anniversary story.

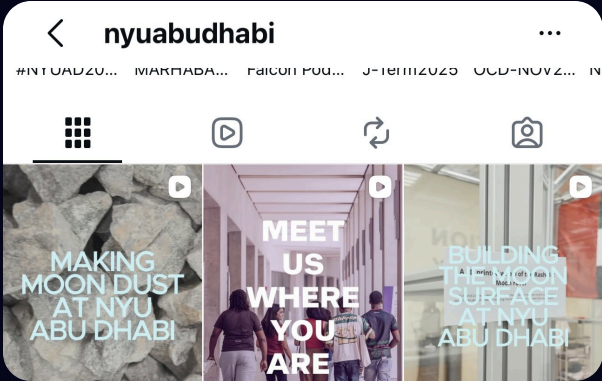
Content and digital, **what they actually do.**

CONTENT

- 📁 “My Student Life”: about 39 student stories (2019 to 2026), each led by a headline and a quote
- 📁 Student-made podcast “Leaving the Nest” with alumni guests, CASE Circle of Excellence Silver 2021
- 📁 Science podcast “Spaced Out”, 10 weekly episodes
- 📁 Research turned into human stories, such as an Emirati aerospace engineer profile
- 📁 Arabic and English content for research centres

DIGITAL

- 📺 Virtual campus tour, live and pre-recorded information sessions
- 🗣️ “Student Chats”: one-to-one conversations with 17 admissions ambassadors
- 📺 Candidate Weekend for shortlisted applicants
- 📺 Regional admissions events worldwide
- 🌐 Website in English and Arabic with an areas-of-study search



KEY TAKEAWAY

Students are the interface of admissions, online and on campus.

OPPORTUNITY FOR SUAD

Launch SUAD student ambassadors with live chats and online sessions, and give SUAD’s podcast a regular, findable home.

Platform by platform, what the numbers show.

 Instagram

46.2K

followers · 3.53% engagement

Only 1,405 posts in total: a selective, high-quality feed.

 Facebook

40.0K

followers (Jun 2025)

Smallest Facebook audience of the three; less family-facing.

 X

20.3K

followers · 4,375 posts

Twice SUAD's X audience; news and research voice.

 YouTube

11.1K

subscribers · 456 videos

1.85M views, about 4K per video: loyal subscribers, modest reach.

 LinkedIn

Active

school page

Used for faculty, research and graduate audiences.

 TikTok

None

listed on official website

No short-form presence on TikTok: an open lane.

Takeaway for SUAD: Match NYU Abu Dhabi's engagement through quality and student voice, then overtake it where it is absent: TikTok, Snapchat and Arabic-first family content.

HypeAuditor (Instagram, Oct 2026); uniRank (X, YouTube, Aug 2026; Facebook, Jun 2025); official website.

02.3 / LOCAL BENCHMARK · COMPETITOR PROFILE

American University of Sharjah · the scale player

A leading Gulf university offering American-style liberal arts education, around 90 nationalities and 28 undergraduate majors.

51.5K

Instagram followers

1.42%

engagement rate

258

QS World University Rankings 2027

28

undergraduate majors

WHAT THEY DO WELL

A playful, recognisable brand layer: a leopard mascot and class-year GIPHY stickers that students reuse in their own Stories. Clear “Discover AUS” recruitment language.

LESSON FOR SUAD

Give the community brand assets to share. Branded stickers, frames and filters extend reach through students at no media cost.

WHERE SUAD WINS

Academic distinction rather than scale: a Sorbonne credential in Abu Dhabi, smaller cohorts and a trilingual community.

Content and digital, what they actually do.

CONTENT

- “Faces of AUS”: portrait series inspired by Humans of New York, running since 2015
- “FYE Chats”: 10-minute podcast for first-year students, reached No. 1 in the UAE “How to” category on Apple Podcasts
- Outcome-led news: 1,400+ new students, 127 clubs, scholarships, partnerships
- Students placed 1st to 3rd in the Global PR Challenge at IGCF 2025

DIGITAL

- “Explore AUS” Open Day for students, parents and counsellors
- Virtual tour and Apply Now on the homepage
- Branded GIPHY stickers with the leopard mascot and class years
- Taglines “Explore. Connect. Belong.” and “A shared pride. A shared purpose.”



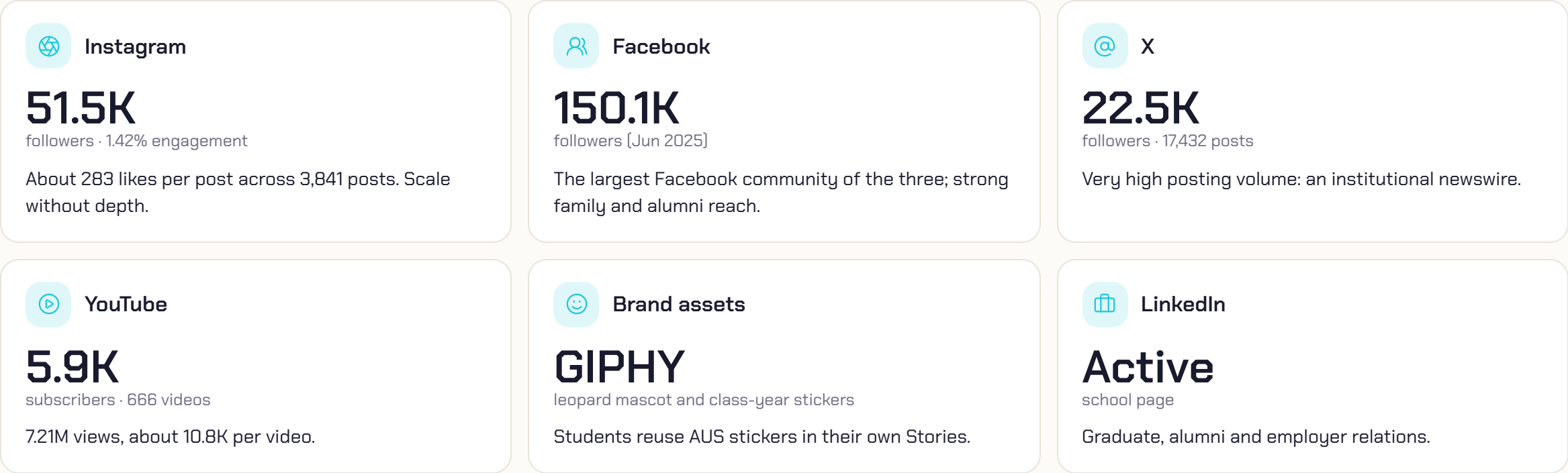
KEY TAKEAWAY

Pride and proof: long-running people formats and outcome numbers.

OPPORTUNITY FOR SUAD

A recurring SUAD portrait series, proof-point posts (scholarships, outcomes, rankings) and branded stickers for Open Day and graduation.

Platform by platform, what the numbers show.

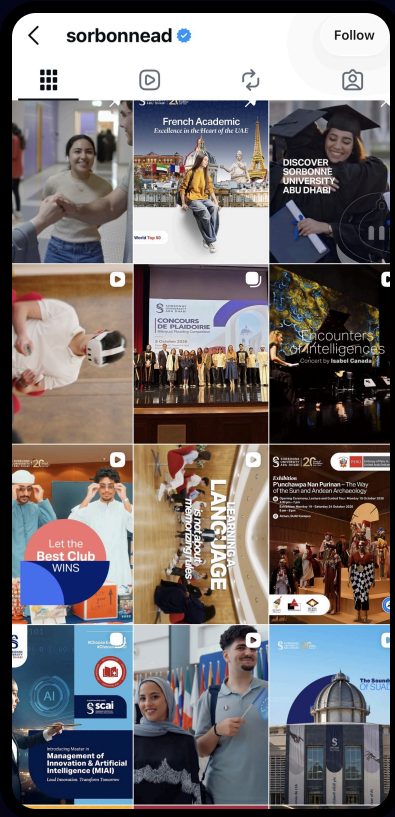


Takeaway for SUAD: AUS wins on community size, not engagement. SUAD can borrow its shareable brand assets and beat it on engagement per post and on video.

HypeAuditor [Instagram, Oct 2026]; uniRank [X, YouTube, Aug 2026; Facebook, Jun 2025]; official website.

02.3 / LOCAL BENCHMARK · THE FEEDS SIDE BY SIDE

Three feeds, **three content signatures.**



SUAD · @sorbonnead

SUAD

SIGNATURE

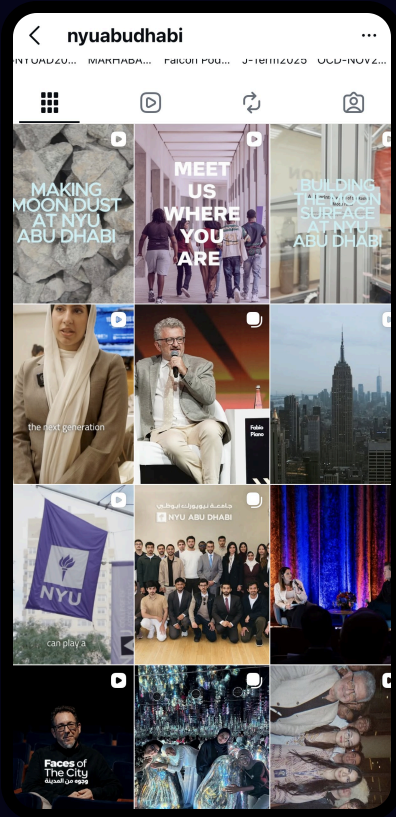
Designed key visuals with the 20-years badge: “French Academic Excellence in the Heart of the UAE”, programme launches and events

WHAT WORKS

Premium, consistent art direction; multicultural faces; culture and academic events in Reels

LESSON FOR SUAD

Build on today’s Highlights with a few named recurring series



NYU Abu Dhabi · @nyuabudhabi

NYU Abu Dhabi

SIGNATURE

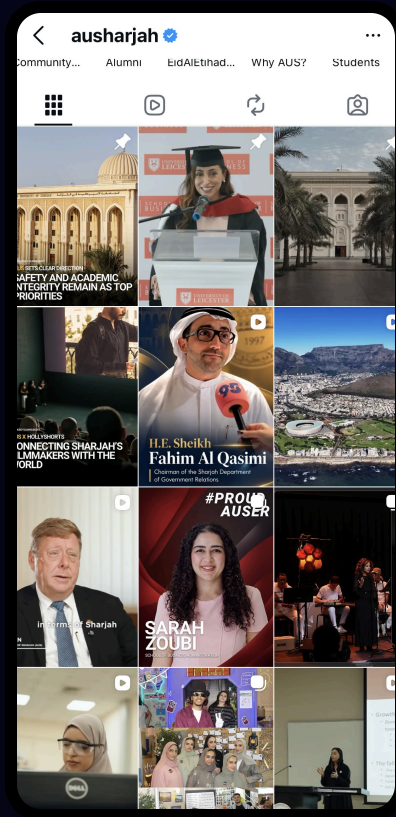
Bold typographic Reels that turn research into hooks: “Making Moon Dust at NYU Abu Dhabi”; bilingual “Faces of The City”

WHAT WORKS

Curiosity-led research stories; people first; Highlights such as Marhaba and Falcon Pod

LESSON FOR SUAD

Question-led science and student series, in Arabic and English



AUS · @ausharjah

AUS

SIGNATURE

A repeatable news template, “#incaseyoumissedit”; #ProudAUSER alumni portraits; leadership and government voices

WHAT WORKS

A clear news formula and pride; Highlights for Why AUS?, Students, Alumni, Community

LESSON FOR SUAD

A recognisable SUAD news and pride format, with “Why SUAD?” always one tap away

02.3 / LOCAL BENCHMARKING · SUMMARY

NYU Abu Dhabi and AUS: what to learn, where to win.

BENCHMARK	WHAT THEY DO IN CONTENT	WHAT THEY DO IN DIGITAL	KEY TAKEAWAY	OPPORTUNITY FOR SUAD
NYU Abu Dhabi Abu Dhabi	Students as the main voice: My Student Life stories, student-made podcast “Leaving the Nest” (CASE Silver 2021)	Complete virtual pathway: tour, live and recorded sessions, Student Chats with 17 ambassadors, Candidate Weekend	Student voice plus a full virtual admissions journey drive 3.53% engagement	Ambassador programme and live online sessions for Bachelor’s, Master’s and CEC
American University of Sharjah Sharjah	“Faces of AUS” portraits since 2015; “FYE Chats” podcast for first-year students; outcome-led news (new students, clubs, scholarships)	Explore AUS Open Day; GIPHY stickers; close ties to Sharjah government communications (IGCF)	Long-running people formats and shareable brand assets build pride	A recurring SUAD portrait series and branded stickers for Stories

02.3 / LOCAL BENCHMARK SCORECARD

Who leads today, and which lanes are open.

DIMENSION	LEADER	EVIDENCE
Audience size	AUS	Largest Instagram and Facebook communities
Engagement quality	NYU ABU DHABI	3.53% Instagram engagement from a selective feed
Student voice	NYU ABU DHABI	Student Chats ambassador programme
Brand play	AUS	Mascot and class-year GIPHY stickers
Video reach	SUAD	16.45M YouTube views, the most in the set
Short-form video	OPEN	NYU Abu Dhabi lists no TikTok account on its website; SUAD can own the lane
Arabic-first family content	OPEN	No peer leads; SUAD's Emirati audience makes it a natural lead
Search, answer and AI visibility	OPEN	Not yet a visible discipline for any of the three

WHERE SUAD WINS

Own the three open lanes: short-form video, Arabic-first family content and AI-era search.

Then close the engagement gap with NYU Abu Dhabi through student voices and fewer, better posts.

2.4

SUAD brand analysis

How the SUAD brand shows up today in identity, content and digital, what is working, and where the opportunities are.

- Brand audit
- Positioning against NYU Abu Dhabi and AUS
- What is working
- Areas of opportunity



02.4 / SUAD BRAND AUDIT

How SUAD shows up today: identity, voice, content, digital.



Identity

Motto: “A Bridge Between Civilisations”

“Discover French Excellence” on the website

Sorbonne heritage of 750+ years, founded in Abu Dhabi in 2006

Distinct dome architecture and campus imagery



Voice + themes

Theme-led years: Year of AI 2026, “Choose AI, Choose Critical Thinking”

Twentieth anniversary: “20 Years, 20 Visions”

Culture, knowledge and innovation as homepage message



Content

SUAD Live video hub with 10 categories

“The Year of AI, Decoded by SUAD”: six faculty episodes

Short Film Competition for school and university students

News 4 to 5 times a week; Instagram about 8.5 posts a week



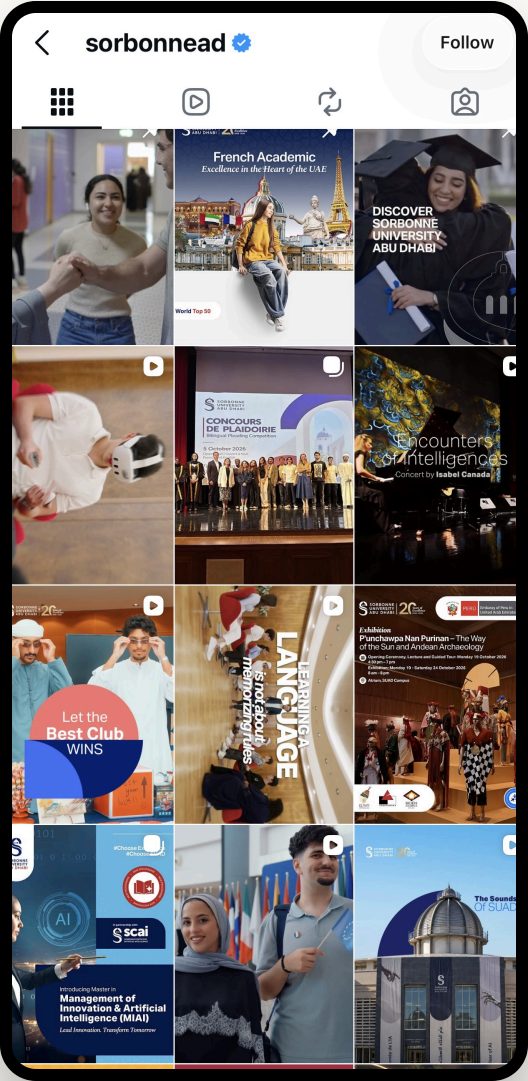
Digital

Website in English, French and Arabic

Virtual tour, campus visit booking, Apply Now, newsletter

Six social channels including TikTok

Open Day with family and professional sessions



@sorbonnead · October 2026

02.4 / SUAD CONTENT TODAY

The content is strong. Now make it work harder.

WHAT IS WORKING

- ✓ **Premium art direction**
A consistent design system with the 20-years badge on every post
- ✓ **A clear positioning line**
“French Academic Excellence in the Heart of the UAE”, backed by “World Top 50”
- ✓ **Academic and cultural depth**
Concours de plaidoirie, “Encounters of Intelligences” concert, embassy exhibitions
- ✓ **Programmes with partners**
MIAI master’s launched with the Sorbonne Center for AI (SCAI)
- ✓ **Real, multicultural students**
Club fair, language and campus Reels with SUAD students on camera
- ✓ **Highlights already in place**
PG and UG Programmes, Open Day, Community, SUAD in Action

WHERE WE TAKE IT NEXT

- **Keep Highlights current**
PG and UG Programmes, Open Day, Community and SUAD in Action: always up to date, one tap from every Story
- **Named recurring series**
Like NYU Abu Dhabi’s “Faces of The City” and AUS’s #ProudAUSer
- **Student-hosted Reels**
From featuring students to students presenting SUAD
- **From likes to conversation**
Questions, Lives and replies that turn strong content into enquiries

Our role is to build on SUAD’s design quality, not replace it: same standard, more reach, more conversation.

02.4 / SUAD SOCIAL AUDIT · METHOD

How we read SUAD's social: the four Cs.

01

STRONG

CONTENT

Is the storytelling relevant to each audience, in the right formats?

WHAT WE SEE

Academic and cultural depth: the pleading competition, the Encounters of Intelligences concert, partner programmes, the Year of AI.

WHAT WE DO NEXT

More student-hosted and question-led formats.

02

STRONG

CREATIVE

How is content brought to life in design, photo and video?

WHAT WE SEE

The 20-years badge, the French Academic Excellence key visual and World Top 50 proof give the feed a recognisable look.

WHAT WE DO NEXT

Vertical-first cuts, designed Highlight covers, cleaner event overlays.

03

OPPORTUNITY

COPYWRITING

How do we sound, and in which language?

WHAT WE SEE

English leads the bio and visible posts. French appears on selected visuals.

WHAT WE DO NEXT

Arabic and French written for each audience, with question-led first lines.

04

OPPORTUNITY

COMMUNITY

How does SUAD talk with students, families and prospects?

WHAT WE SEE

1.71% Instagram engagement against NYU Abu Dhabi's 3.53%, on a 31.1K audience [HypeAuditor, Oct 2026].

WHAT WE DO NEXT

Written replies to every comment and message, and a DM Q&A series.

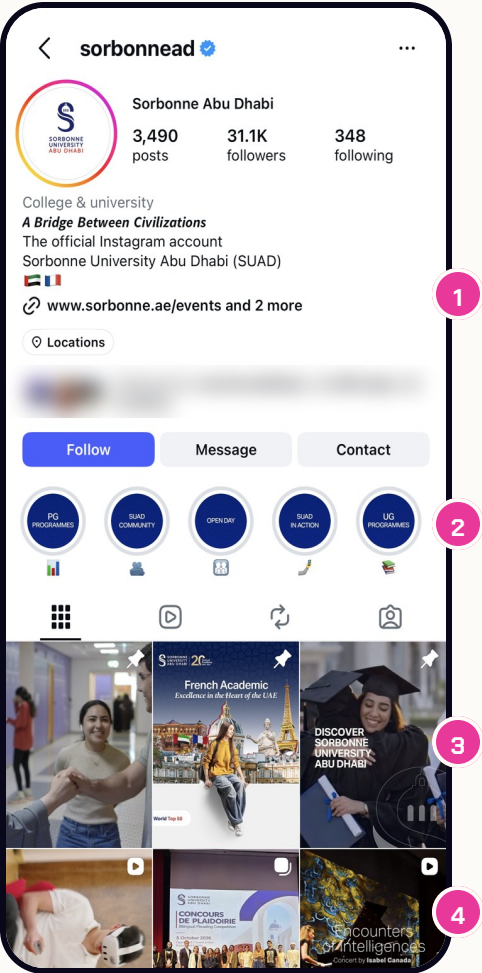
EVIDENCE REVIEWED

Live @sorbonnead profile, pinned posts, Highlights and grid, October 2026 · HypeAuditor Instagram data, October 2026 · uniRank Facebook, X and YouTube data · sorbonne.ae, October 2026 · NYU Abu Dhabi and AUS profiles, benchmarked in this chapter.

TikTok, LinkedIn, Snapchat and RedNote follower and post data are measured in the onboarding audit and reported to SUAD in the first 30 days.

02.4 / INSTAGRAM AUDIT · THE LIVE PROFILE

Instagram today: what we see, what we do.



@sorbionead · October 2026

1 BIO AND LINK

WHAT WE SEE

The motto, two flags and a first link to the events page. Apply and programmes sit behind "and 2 more".

WHAT WE DO

Order the link list by decision: Programmes, Apply, Open Day. Keep the motto.

2 HIGHLIGHTS

WHAT WE SEE

Five in view: PG Programmes, SUAD Community, Open Day, SUAD in Action, UG Programmes. All share one plain navy cover with an emoji label.

WHAT WE DO

Design a cover set in the 20-years system, order it by the decision journey and refresh it every intake.

3 PINNED POSTS

WHAT WE SEE

Three pins: a student moment, French Academic Excellence with World Top 50, and the Discover SUAD graduation film.

WHAT WE DO

Keep the proof pin. Swap one pin each intake for the live Open Day or application moment.

4 THE GRID

WHAT WE SEE

Designed key visuals, Reels and event photography in one feed. Some event tiles carry small overlay text, and some Reel thumbnails are raw video frames.

WHAT WE DO

Keep the key-visual system. Move detail into carousels and captions, and give every Reel a designed cover.

02.4 / SUAD SOCIAL AUDIT · SUMMARY

Start. Stop. Continue.

01

CONTENT



START

Student-hosted Reels and Lives. A weekly question-led format. A subscribe prompt on every long film. ▲



STOP

Featuring students only as subjects. Ending 16.45M YouTube views without inviting a subscribe. ▲



CONTINUE

Academic and cultural depth, partner programmes and the Year of AI storyline. ♦

02

CREATIVE



A designed Highlight cover set. Vertical-first cuts. A cover frame for every Reel. ♦

Small overlay text on event photos and raw video frames as thumbnails. ♦

The 20-years badge, the key-visual system, World Top 50 proof and the dome imagery. ♦

03

COPYWRITING



Arabic and French written for each audience. Question-led first lines. Keywords in captions. ▲

Direct translation of English posts. Long captions that bury the action. ▲

Bilingual touches, such as English and French on the pleading-competition visual. ♦

04

COMMUNITY



Written replies to every comment and message, a live Q&A sheet, student ambassadors. ▲

Settling for 1.71% engagement while NYU Abu Dhabi reaches 3.53%. ▲

Event moments, Open Day sessions and partner collaborations. ♦

♦ Observed on the live @sorbonnead profile, October 2026 ▲ Drawn from peer benchmarks in this chapter and the RFP requirements

02.4 / PLATFORM PLAYBOOK

Eight platforms. One first change each.

Views per subscriber is total views divided by subscribers.



Instagram

EXPERIENCE

HOW IT WORKS

Reels earn reach. Saves and shares signal value. Stories keep warm audiences close.

TODAY

ENGAGEMENT RATE

SUAD	1.71%
NYUAD	3.53%
AUS	1.42%

FIRST CHANGE

Student-hosted Reels with designed covers, and Highlights in decision order.



TikTok

DISCOVERY

HOW IT WORKS

The first two seconds decide reach. Search and sound drive discovery.

TODAY

Account active. NYU Abu Dhabi lists none, so the lane is open.

FIRST CHANGE

Student-creator diaries and myth-busting, 2 to 3 a week, with native audio.



Snapchat

DISCOVERY

HOW IT WORKS

Short vertical Stories, lenses and Spotlight reach UAE 16 to 24 year olds.

TODAY

Audience and activity measured in the onboarding audit.

FIRST CHANGE

Open Day countdown Stories and a campus lens, Arabic-first.



YouTube

AUTHORITY

HOW IT WORKS

Search and suggested video reward depth, chapters and subscribers.

TODAY

VIEWS PER SUBSCRIBER

SUAD	3,826
AUS	1,222
NYUAD	167

FIRST CHANGE

Chapters explainers, Shorts cut from them, a subscribe prompt on every film.



LinkedIn

AUTHORITY

HOW IT WORKS

Document carousels and expert voices earn professional reach.

TODAY

School page active. Followers measured in the onboarding audit.

FIRST CHANGE

Faculty insight carousels and alumni outcomes for Master's and CEC.



Facebook

FAMILIES

HOW IT WORKS

Events, Lives and group-style replies reach parents and families.

TODAY

FOLLOWERS (K)

AUS	150.1
SUAD	84.8
NYUAD	40.0

FIRST CHANGE

Arabic-first family Q&A Lives and event pages with reminders.



X

TIMELY VOICE

HOW IT WORKS

Real-time threads and live coverage. Reach follows timeliness.

TODAY

FOLLOWERS (K)

AUS	22.5
NYUAD	20.3
SUAD	10.2

FIRST CHANGE

Live-coverage threads for events and quote posts of partners.



RedNote

DISCOVERY

HOW IT WORKS

Note-style posts are found through search. Saves and keywords drive discovery.

TODAY

Account status confirmed in the onboarding audit.

FIRST CHANGE

Campus guide notes for Chinese-speaking families, via a specialist language partner.

02.4 / BRAND POSITIONING

Three universities, three different promises.

SUAD	NYU Abu Dhabi	AUS
BRAND PROMISE French academic excellence in Abu Dhabi PROOF USED Sorbonne degree, French and English teaching, 90+ nationalities, Year of AI TONE Intellectual, cultural, institutional SIGNATURE FORMATS Theme years, faculty podcast, short film competition	BRAND PROMISE A global, community-driven liberal arts and research university PROOF USED 120+ countries, research stories, student life TONE Warm, student-first, global SIGNATURE FORMATS Student Chats, My Student Life, virtual admissions journey	BRAND PROMISE American-style education with Sharjah pride PROOF USED 90 nationalities, 28 majors, outcomes and scholarships TONE Proud, energetic, community SIGNATURE FORMATS Faces of AUS, FYE Chats, mascot stickers

SUAD's white space: the only French academic brand in the set and the only one with a trilingual website. Owning “critical thinking across cultures” separates SUAD from NYU Abu Dhabi’s community story and AUS’s pride story.

02.4 / SUAD BRAND · WHAT IS WORKING AND WHERE TO GROW

Strong foundations. Clear opportunities.

WHAT IS WORKING FOR SUAD

- ✓ **Theme-led storytelling**
The Year of AI joins a podcast, a film competition, research and programmes under one line: “Choose AI, Choose Critical Thinking.”
- ✓ **A French identity no peer has**
French taster sessions, a French website and the Paris research link through SCAI.
- ✓ **High-quality, consistent content**
Premium art direction with the 20-years badge, a clear French excellence line and about 8.5 Instagram posts a week.
- ✓ **Video reach**
16.45M YouTube views, the most in the set, and a 10-category SUAD Live hub.
- ✓ **An Open Day built for three audiences**
Families in the morning, professionals in the evening.
- ✓ **Audience Highlights in place**
PG and UG Programmes, Open Day, Community and SUAD in Action.

AREAS OF OPPORTUNITY

- **From likes to conversation**
Strong content, 1.71% engagement against NYU Abu Dhabi’s 3.53%: more student voices, questions and Lives.
- **Complete trilingual journeys**
Bring key Arabic and French pages, such as Year of AI and podcasts, fully into their language.
- **Student voice at the front**
An ambassador programme and student creators, as NYU Abu Dhabi and Exeter show.
- **Named series on top of Highlights**
Highlights for programmes, Open Day and community are in place; add recurring named series like peers’ portrait formats.
- **Use the twentieth anniversary**
The milestone is barely visible beyond the film competition: a year-long story waiting to be told.
- **Subscribers, not only views**
Convert YouTube viewers into subscribers and enquirers.

03

Platform-specific strategy

Eight platforms, eight distinct roles. Each with its audience, content mix, cadence, language and measure.

INSTAGRAM

TIKTOK

SNAPCHAT

YOUTUBE

LINKEDIN

FACEBOOK

X

REDNOTE



Watch the
dynamic proposal
Scan or tap

03 / PLATFORM ECOSYSTEM

Eight platforms. Eight distinct jobs.

All eight platforms in the RFP are in scope. Each one routes into SUAD-owned journeys: programme pages, application information, event registration and the blog.



EXPERIENCE

Instagram

Visual identity + student proximity



DISCOVERY

TikTok

Useful, human short-form discovery



DISCOVERY

Snapchat

In-the-moment campus access



AUTHORITY

YouTube

Searchable depth + proof



AUTHORITY

LinkedIn

Authority, partners + outcomes



CONSIDERATION

Facebook

Family utility + event reach



AUTHORITY

X

Timely institutional voice + listening



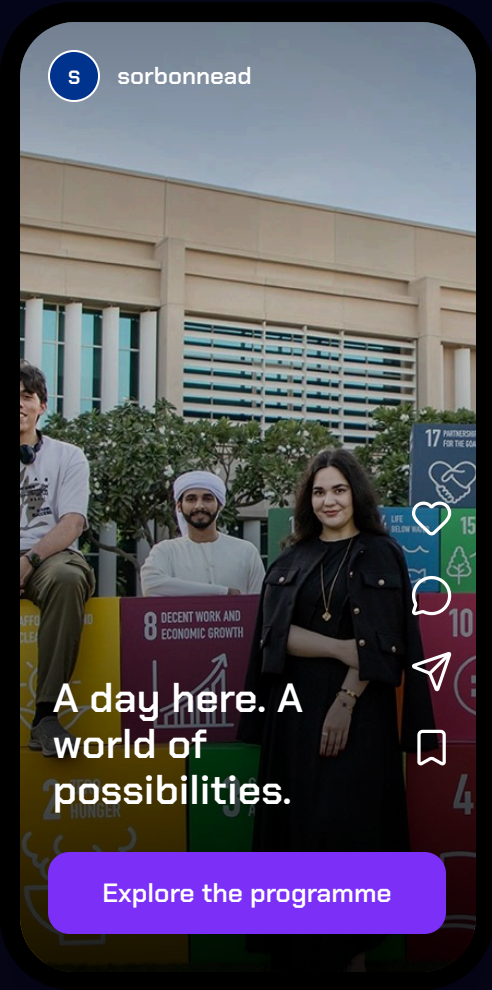
DISCOVERY

RedNote

Chinese discovery + cultural context

SUAD-OWNED JOURNEYS Programme pages · application information · event registration · approved blog content · enquiry forms

CONCEPT



03 / PLATFORM STRATEGY

Instagram

EXPERIENCE + CONSIDERATION

The campus, in the first person.
SUAD's visual home.

PRIMARY AUDIENCE

Prospective undergraduates, current students,
families

PROPOSED CONTENT MIX



FORMATS

Reels, carousels, Stories, Lives, collaborative posts with student creators

PROPOSED CADENCE

3–4 feed posts a week (2 Reels) · Stories 4–5 days a week · Highlights by programme

LANGUAGE

EN, AR and FR by audience; captions on every video

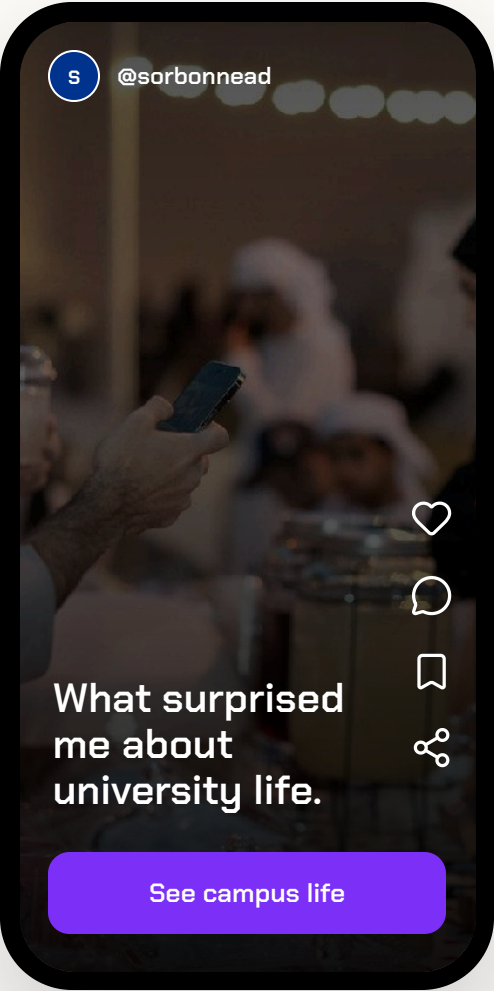
PAID ROLE

Reels reach, Stories retargeting, Instant Forms for open days

KPIS

Engagement rate · saves · profile visits · programme clicks

CONCEPT



03 / PLATFORM STRATEGY

TikTok

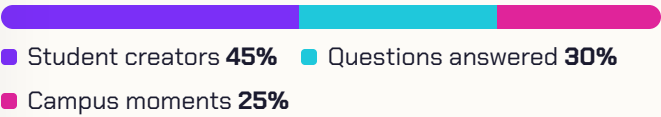
DISCOVERY

Useful, human short-form answers before the shortlist forms.

PRIMARY AUDIENCE

16–24 prospective undergraduates in the UAE and priority markets

PROPOSED CONTENT MIX



FORMATS

Creator diaries, “what surprised me”, myth-busting, trend-native edits

PROPOSED CADENCE

2–3 videos a week

LANGUAGE

The creator’s natural language with approved captions; Arabic and English

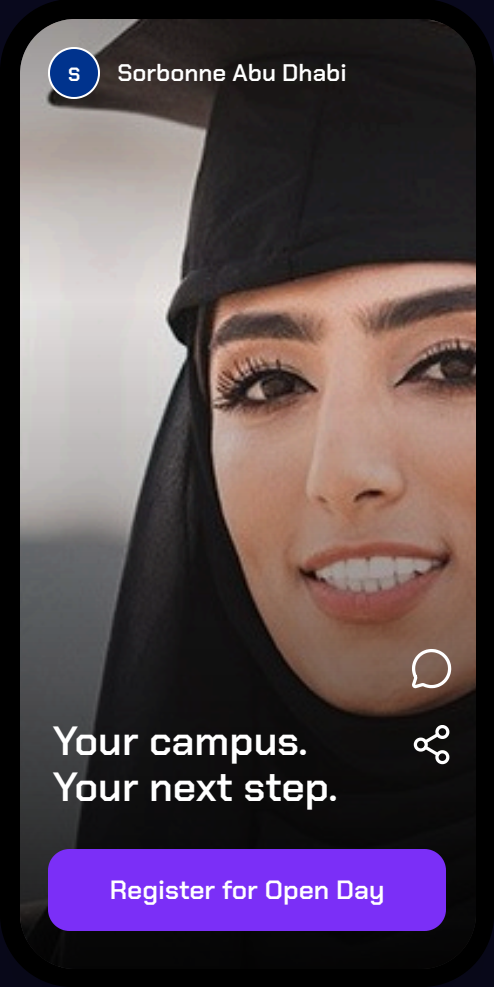
PAID ROLE

Spark Ads on best organic videos; lead generation tests

KPIS

Watch-through · shares · follows · qualified visits

CONCEPT



03 / PLATFORM STRATEGY

Snapchat

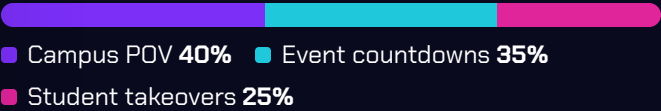
DISCOVERY + EXPERIENCE

Present in the daily moments of UAE youth.

PRIMARY AUDIENCE

UAE nationals and residents aged 16–24

PROPOSED CONTENT MIX



FORMATS

Vertical Stories, AR lenses and filters for Open Day and graduation, Spotlight

PROPOSED CADENCE

3 Stories a week, plus bursts around Open Day and intakes

LANGUAGE

Arabic-first, English variants

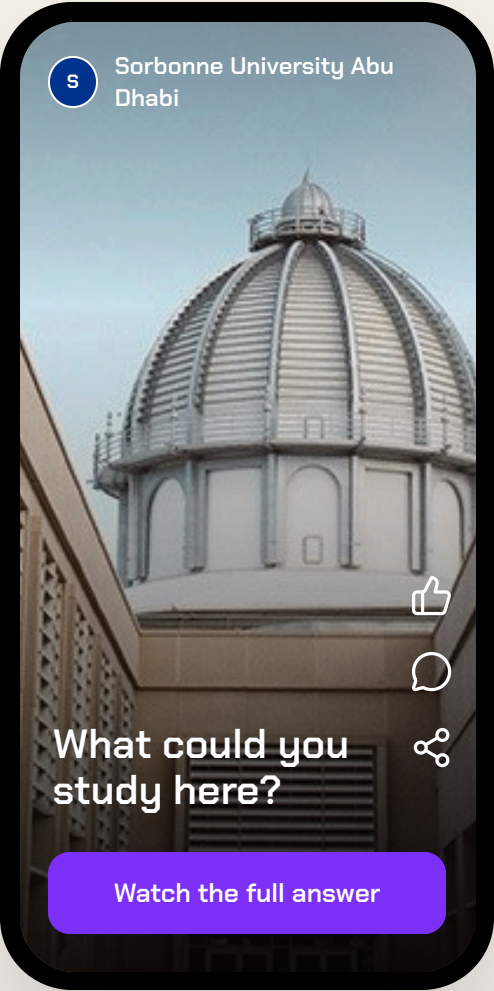
PAID ROLE

Snap Ads and Story Ads around recruitment moments; Lead Gen ads

KPIS

Swipe-ups · lens uses · registrations

CONCEPT



03 / PLATFORM STRATEGY

YouTube

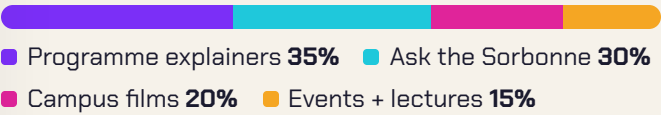
AUTHORITY + SEARCH

The full answer, searchable for years.

PRIMARY AUDIENCE

Applicants, parents and professionals researching in depth

PROPOSED CONTENT MIX



FORMATS

Long-form explainers with chapters, Shorts, event recordings, podcast episodes

PROPOSED CADENCE

2 long-form videos and 4 Shorts a month

LANGUAGE

Language playlists in EN, AR and FR; reviewed subtitles and transcripts

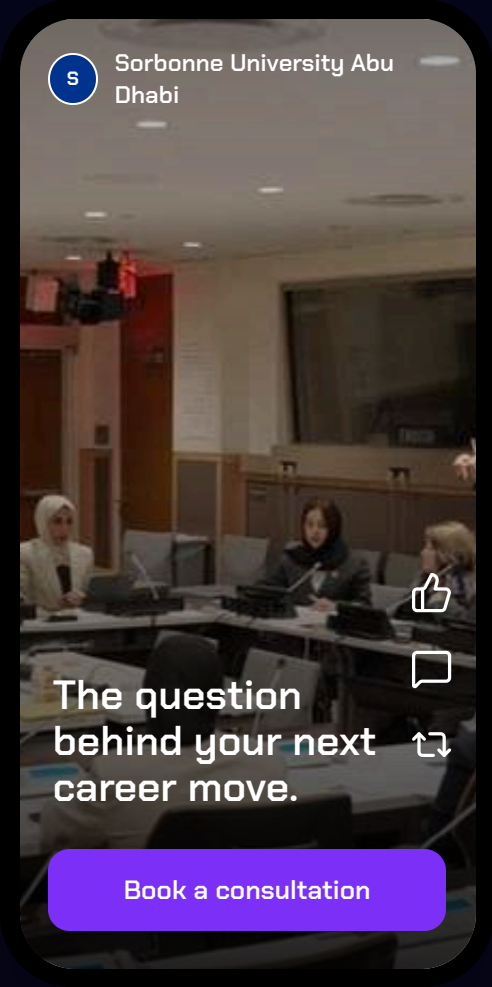
PAID ROLE

In-stream and in-feed video; Demand Gen retargeting

KPIS

Watch time · retention · subscribers · onward visits

CONCEPT



03 / PLATFORM STRATEGY

LinkedIn

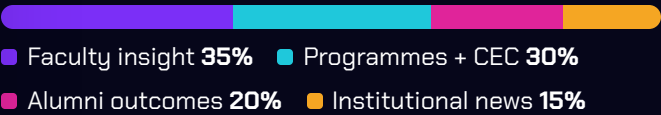
AUTHORITY + CONVERSION

Academic expertise, translated into career relevance.

PRIMARY AUDIENCE

Master's and CEC prospects, employers, partners, alumni

PROPOSED CONTENT MIX



FORMATS

Document carousels, faculty thought leadership, alumni spotlights, event posts

PROPOSED CADENCE

2–3 posts a week

LANGUAGE

English-led with Arabic and French adaptations

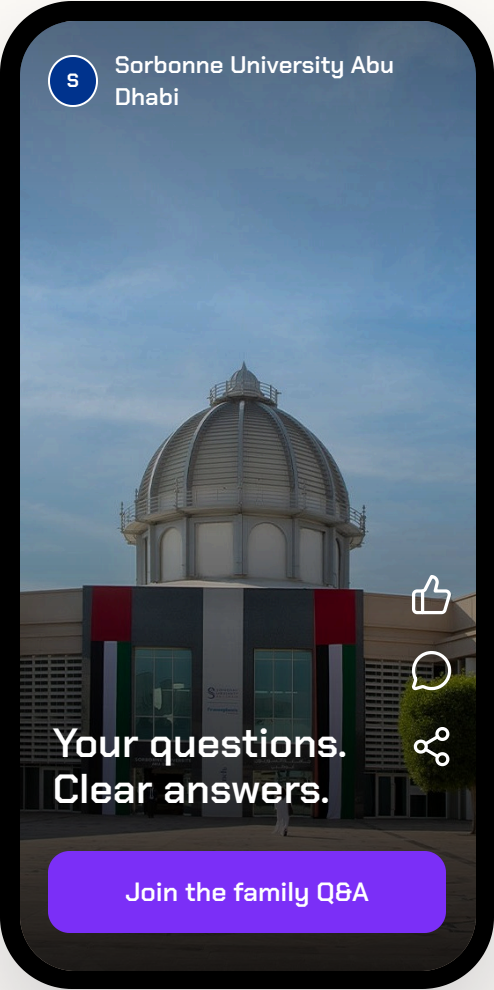
PAID ROLE

Sponsored content and Lead Gen Forms for Master's and CEC

KPIS

Engagement rate · follower quality · lead-form completion

CONCEPT



03 / PLATFORM STRATEGY

Facebook

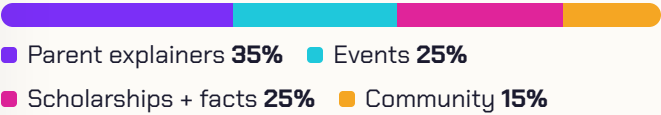
CONSIDERATION + FAMILIES

Clear answers for the people who shape the decision.

PRIMARY AUDIENCE

Parents, UAE families, alumni and the wider community

PROPOSED CONTENT MIX



FORMATS

Explainer posts, events, Lives with admissions, family Q&A

PROPOSED CADENCE

3 posts a week plus event pages

LANGUAGE

Arabic-first; English and French segments

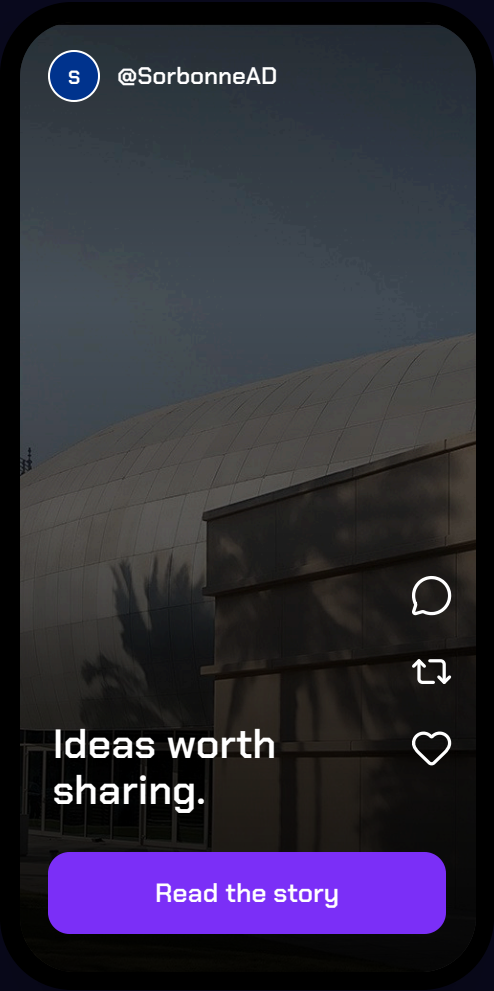
PAID ROLE

Event promotion, Instant Forms, family audiences

KPIS

Event responses · form completion · response time

CONCEPT



03 / PLATFORM STRATEGY



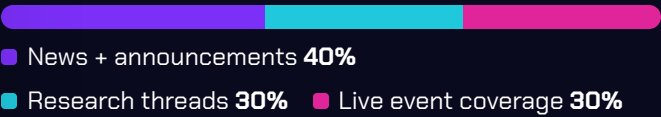
AUTHORITY + NEWS

Timely institutional voice and listening post.

PRIMARY AUDIENCE

Media, academics, policymakers, institutional peers

PROPOSED CONTENT MIX



FORMATS

Threads, live coverage, short video, quote posts of partners

PROPOSED CADENCE

4–5 posts a week, live during major events

LANGUAGE

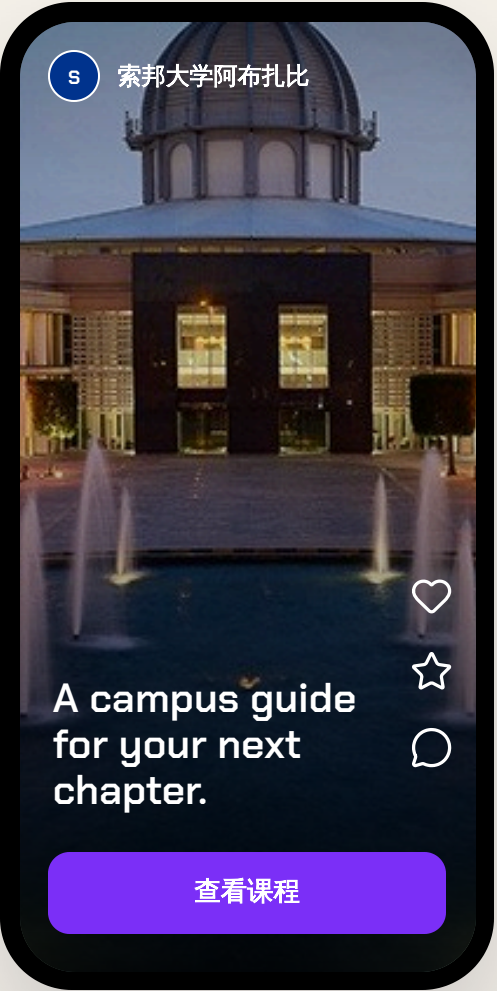
Arabic and English; French for partner news

PAID ROLE

Selective promotion of flagship announcements

KPIS

Relevant mentions · referral visits · sentiment

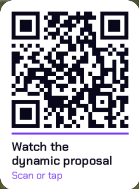
CONCEPT S 索邦大学阿布扎比  A campus guide for your next chapter. 查看课程	03 / PLATFORM STRATEGY RedNote DISCOVERY FOR CHINA Searchable campus guides for Chinese-speaking families. PRIMARY AUDIENCE Chinese-speaking students and parents PROPOSED CONTENT MIX ■ Campus guides 40% ■ Study + life notes 35% ■ Admissions FAQs 25%	FORMATS Note-style image posts, short video guides, Q&A PROPOSED CADENCE 1–2 notes a week LANGUAGE Chinese versions produced with a specialist language partner and reviewed before release PAID ROLE Validated for account and ad eligibility before any paid use KPIS Saves · search discovery · qualified enquiries
---	---	--

04

Digital strategy

One connected digital system: objectives, owned, earned, paid and shared channels, Stellar Omnipresence and search.

FRAMEWORK ECOSYSTEM OMNIPRESENCE PILLARS LANGUAGES SEO · AEO · GEO



Watch the
dynamic proposal
[Scan or tap](#)

04 / DIGITAL STRATEGY FRAMEWORK

One goal. Four objectives. One connected system.

INSTITUTIONAL GOAL

A stronger, better-qualified recruitment pipeline for every SUAD programme

Reputation

Make SUAD's academic distinction visible and accurately represented

Reach · share of voice · search and AI visibility

Consideration

Help each audience understand programmes, language and recognition

Engaged visits · video completion · saves

Conversion

Turn intent into qualified enquiries and applications

Qualified leads · accepted enquiries · cost per qualified lead

Advocacy

Turn students, alumni and families into the brand's voice

Creator content · referrals · sentiment

Insight

Research, listening, admissions feedback

Content

Pillars, series, three languages

Distribution

Eight platforms, paid media, search

Conversion

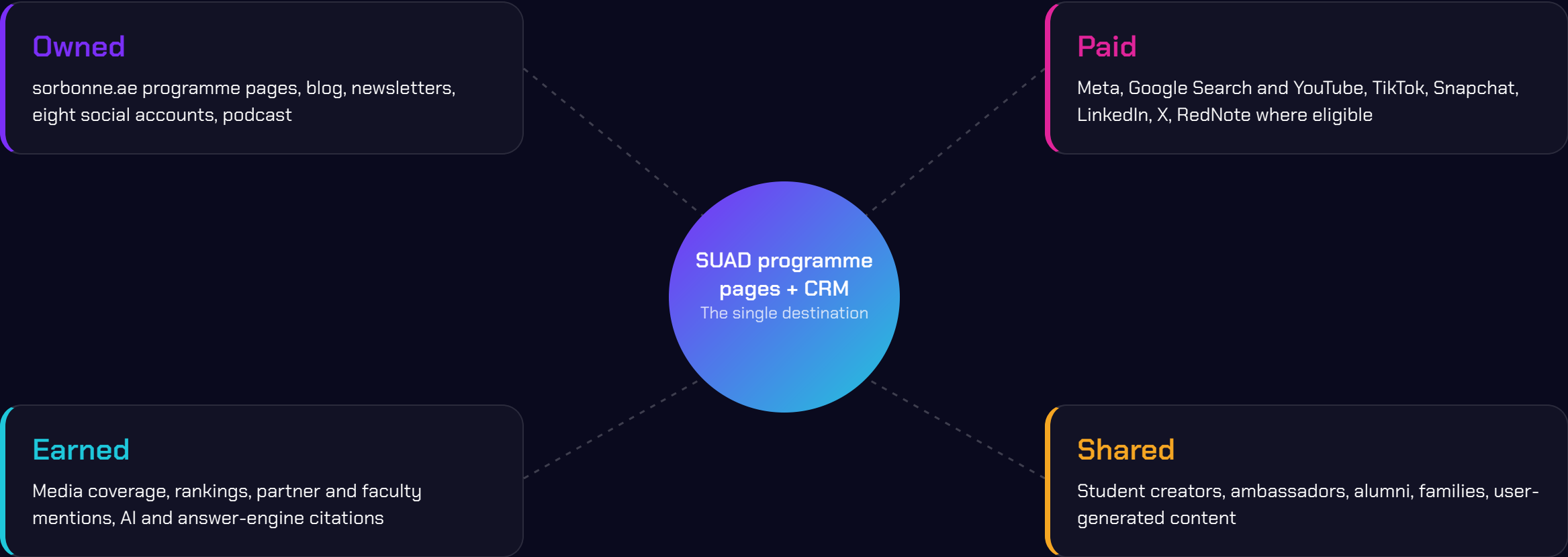
Landing journeys, lead quality, CRM

Optimisation

Tests, dashboards, quarterly resets

04 / DIGITAL ECOSYSTEM

Owned, paid, earned, shared: one destination.



04 / EDITORIAL ARCHITECTURE

Five reasons to choose SUAD.

A repeatable editorial system connects recruitment utility with the intellectual, cultural and community value of a Sorbonne education in Abu Dhabi.



Ideas

Academic authority

PROOF SOURCE
Faculty, research, lectures, disciplines

STORY FORM
Expert perspective

CONVERSION CUE
Explore a discipline



People

Culture + connection

PROOF SOURCE
Arts, languages, public ideas, Abu Dhabi

STORY FORM
Cultural conversation

CONVERSION CUE
Join an event



Place

Campus made tangible

PROOF SOURCE
Students, clubs, library, sport, services

STORY FORM
Day-in-the-life

CONVERSION CUE
See campus life



Possibility

Decision support

PROOF SOURCE
Programmes, admissions, explainers

STORY FORM
Programme journey

CONVERSION CUE
Discover and apply



Guidance

Momentum + learning

PROOF SOURCE
Alumni, employers, partners, CEC

STORY FORM
Outcome story

CONVERSION CUE
Ask about CEC

Responsive programme spotlight · A flexible overlay for any Bachelor's, Master's or CEC programme that needs support, triggered by campaign and lead-quality evidence, without displacing the core system.

04 / TRILINGUAL COPY SYSTEM

Adapt the meaning, not just the words.

One verified message. Three language routes. English governs approval; Modern Standard Arabic is written in house for meaning and audience; French is produced with a specialist language partner. Every version is checked against programme facts.



ENGLISH · SOURCE

Build your future where cultures, languages and disciplines meet. Discover Sorbonne University Abu Dhabi's programmes and how to apply.

العربية · ARABIC

ابنِ مستقبلك حيث تلتقي الثقافات واللغات والتخصصات. اكتشف برامج جامعة السوربون أبوظبي وخطوات التقديم.

FRANÇAIS · FRENCH

Construisez votre avenir à la croisée des cultures, des langues et des disciplines. Découvrez les programmes de Sorbonne Université Abu Dhabi et les étapes de candidature.

Approved English
brief

Language
adaptation

Terminology QA

Fact check

Brand-voice QA

Approve → publish

Be findable. Be answerable. Be accurately represented.

SEO

Crawlability, indexation, relevance and organic visibility for every priority programme.

AEO

Concise, attributable answers for direct-answer and voice experiences.

GEO

Consistent, recent, sourced facts that generative engines can cite correctly.

WHY IT MATTERS · US GOOGLE SEARCHES

Without an AI summary



With an AI summary



Share of visits with a click on a traditional result.
Pew Research Center, July 2025.

Our response: clear expert answers, one governed programme fact set and useful social search content, with citations and factual accuracy tracked monthly on a fixed prompt set in English, Arabic and French.

DIAGNOSE → PRIORITISE → APPROVE → IMPLEMENT → VALIDATE → BENCHMARK



04 / SEARCH DELIVERY

The first 30 days create an approved fix list.

**Audit**

Crawl, indexation, canonicals, hreflang, speed, analytics

**Reconcile**

Programme names, awards and facts with named owners

**Prioritise**

Impact, severity, owner, dependency

**Validate**

Approved release, re-crawl, before / after evidence

INTENT	STUDENT QUESTION (EN / AR / FR)	DESTINATION	ANSWER + PROOF	SIGNAL
Discovery	Which programme fits my career direction? أي برنامج يناسب مساري المهني؟	Programme page + discipline route	Explainer with approved award and curriculum	Organic demand, landing visibility
Decision	What are the admission requirements? Quelles sont les conditions d'admission ?	Admissions requirements page	Direct Q&A and eligibility checklist	Answer visibility, action path
Experience	What is campus life in Abu Dhabi like? كيف هي الحياة الجامعية في أبوظبي؟	Campus experience hub	Evidence-led guide with source links	Coverage, organic engagement

Technical, on-page and off-page scope. Structured data matches visible content; backlink outreach and external corrections proceed only with SUAD approval. Existing URLs change only when a migration need is proven.

05

Media buying, campaign structure and omnipresence

How media is bought, how campaigns are built and how one story follows the audience across every platform.

MEDIA BUYING

CAMPAIGN STRUCTURE

ANNUAL PLAN

OMNIPRESENCE

RETARGETING

LEAD QUALITY



Watch the
dynamic proposal
Scan or tap

05 / MEDIA BUYING STRATEGY

Buy outcomes, not impressions.

Platform algorithms optimise to the signal we feed them. We feed them qualified-lead events, not cheap clicks, and we buy each stage on the metric that matters at that stage.

FUNNEL STAGE	AUDIENCE	OPTIMISATION EVENT	BUYING KPI	LEAD PLATFORMS	SUGGESTED SPLIT
Awareness	Cold audiences	Reach · ThruPlay	CPM · cost per completed view	Meta, TikTok, Snapchat, YouTube	25%
Consideration	Warm audiences	Landing-page views · engagement	Cost per engaged visit	Meta, YouTube, LinkedIn, Search	35%
Conversion	Hot audiences + search	Leads · conversions	Cost per qualified lead	Google Search, Meta, LinkedIn, Snapchat	30%
Test + learn	Reserved	New audiences, formats, platforms	Learning value	RedNote, new placements, creators	10%

BIDDING

Lowest cost while learning; cost caps once cost per qualified lead stabilises

SIGNALS

Meta Conversions API and offline qualified-lead events from admissions, with consent

FREQUENCY

Cold 2–3 a week · warm 4–6 · hot capped to avoid fatigue

BRAND SAFETY

Placement exclusions, approved inventory, Arabic and English blocklists

Suggested starting split, indicative only. Final allocation is set with SUAD after onboarding, baseline audit and intake priorities, and is reallocated monthly on evidence.

Every channel earns a job. Every job has a signal.

CHANNEL	JOB	FORMAT	DESTINATION + MEASURE	STOP / SCALE TRIGGER
Search	Capture declared programme, admissions and CEC intent	Keyword clusters, responsive ads, extensions	Programme page; qualified action, not clicks	Scale on qualified-action efficiency; fix query or page mismatch first
Paid social	Discover and retarget consideration	Short video, carousels, student proof, lead units	Event or form; engaged views, leads, quality	Exclude saturation; scale the message-audience pair that earns action
Video + YouTube	Make campus, faculty and programme value visible	Hero cut, vertical cut, explainers, chapters	Proof page; completion, assisted action	Refresh creative when completion or action decays
Professional	Master's and CEC demand, employers, alumni	LinkedIn, faculty and partner posts, events	Consultation or CEC page; role, intent, consent	Scale with evidence of qualified response
Owned + community	Trust and nurture	Website, replies, FAQ, blog, email	Next-step route; response time, resolution	Update the approved Q&A when questions repeat

Every plan line records objective, audience, message, format, platform, destination, budget line, tracking tag, owner and approval.

05 / CAMPAIGN STRUCTURE

Four layers. One measurable architecture.

Always-on

12 months

Search, programme pages, community, evergreen explainers, retargeting

Programme campaigns

Per intake window

Bachelor's, Master's and CEC campaigns with their own KPI cards

Flagship campaigns

2–3 a year

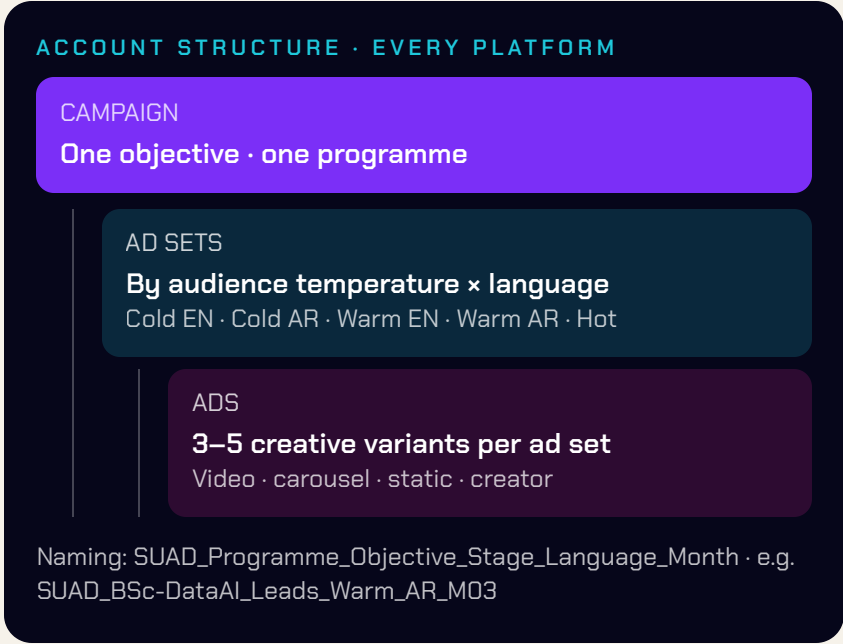
Where Worlds Meet · Ask the Sorbonne · Your Next Chapter

Tactical bursts

As needed

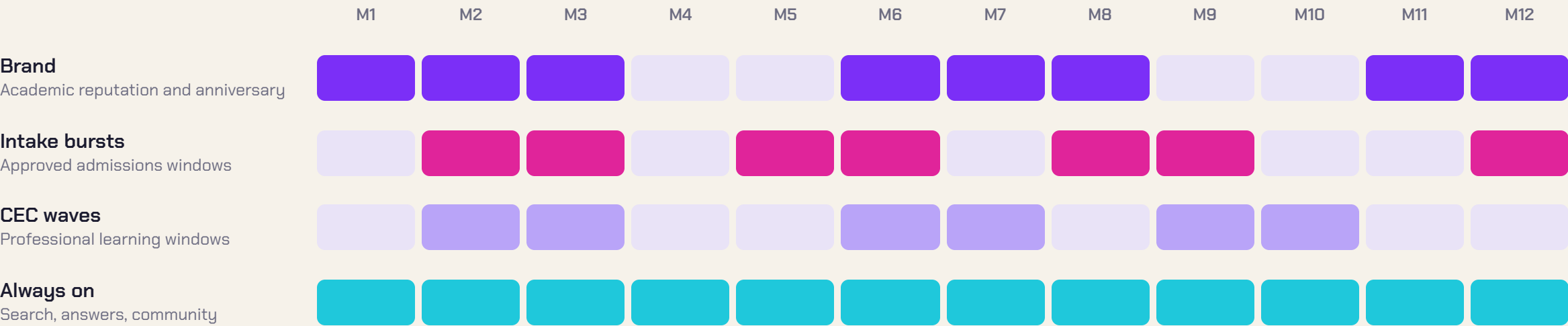
Open Day, deadlines, events, recovery sprints within 3 working days

Every campaign carries one objective, one programme, one primary audience and one approved destination, so results are attributable and comparable.



05 / CAMPAIGN ARCHITECTURE

One system. Three speeds.



Retargeting and admissions feedback connect every layer. Months are contract months, aligned to SUAD's academic calendar at mobilisation.

Q1 · DISCOVER

Evidence baseline, comparators, measurement, territory tests

Q2 · CONSIDER

Programme proof and high-intent journeys, scaled on lead quality

Q3 · CONVERT

Admissions windows, decision content, recovery sprints

Q4 · LEARN + RESET

Learning register, refreshed keywords and answers, next-year plan

05 / THE BIG IDEA

One story. Every screen that matters.

Omnipresence is not the same post everywhere. It is one approved narrative that becomes a native expression on each platform, so a prospective student meets SUAD consistently from first curiosity to first enquiry.

- DISCOVERABLE
- CREDIBLE
- USEFUL
- MEASURABLE



05 / OMNIPRESENCE ECOSYSTEM

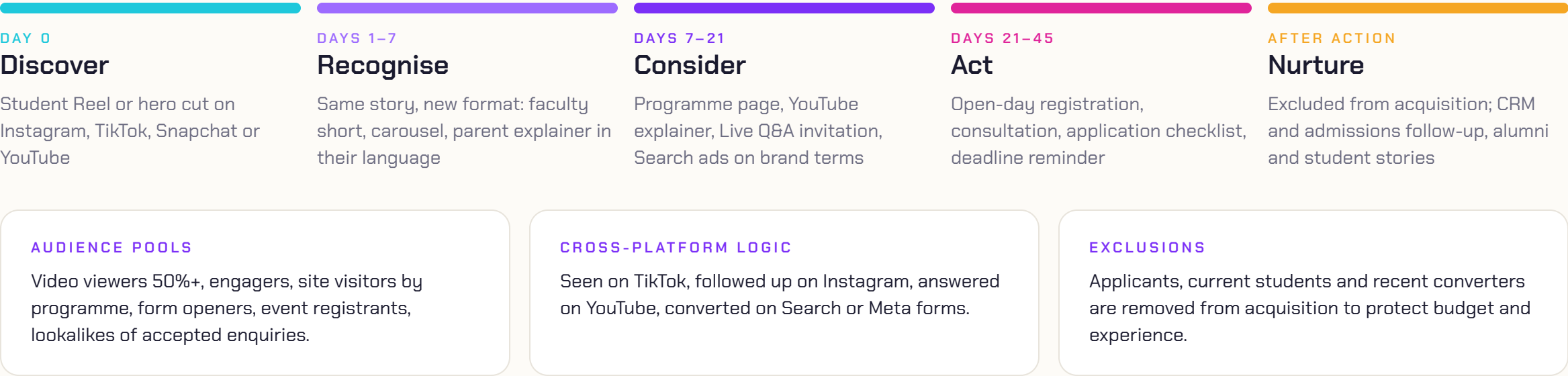
Every layer earns a measurable role.

LAYER / AUDIENCE	CHANNELS AND CONTENT	DECISION SIGNAL
Discovery Prospects	Search, TikTok, Snapchat: useful answers to real student questions	Qualified programme visits
Authority Applicants, partners	LinkedIn, YouTube, X: faculty insight, research and institutional news	Engaged expert views
Experience Students, families	Instagram, YouTube: campus life and student films	Event registrations
Consideration Applicants, parents	Website, Facebook: programme pages and parent FAQs	Returning programme visits
Conversion Prospects, CEC learners	Search, retargeting, lead forms and CRM enquiry routes	Enquiries accepted by admissions
Advocacy Community	Student ambassadors, alumni stories, RedNote and X	Consented stories and referrals

05 / OMNIPRESENCE IN MEDIA

Be there at every step, never twice the same way.

One person, one story, five touchpoints across platforms. Each exposure adds new proof instead of repeating the same ad.



05 / CONVERSION DESIGN

Useful information comes before the form.

**Promise**

The page matches the campaign message that brought the visitor.

**Proof**

Curriculum, teaching language, recognition and verified dates.

**Action**

One primary next step, with consented tracking.

Bachelor's

Can I see my future here?

Master's

Is this specialisation right?

CEC

Can this fit my work?

WIREFRAME CONCEPT



EN AR FR

BACHELOR'S PROGRAMME

Mathematics and Data Science for AI

Teaching language, award and intake from the approved programme record

Explore the programme



Curriculum and academic proof	Faculty, modules, outcomes
Requirements and verified dates	Eligibility, intake, deadlines
Scholarships	Approved scholarship facts
FAQ and consented enquiry	Short form, clear next step

05 / LEAD QUALITY

A submitted form is not a qualified lead.

We report the whole chain, so media is optimised to the leads admissions actually accept, not to cheap form fills.

EVERY LEAD CARRIES

- Programme · source and campaign · language · intended start · consent record · deduplication status · attribution window

Admissions owns eligibility and enrolment decisions; we close the loop with their feedback each month.

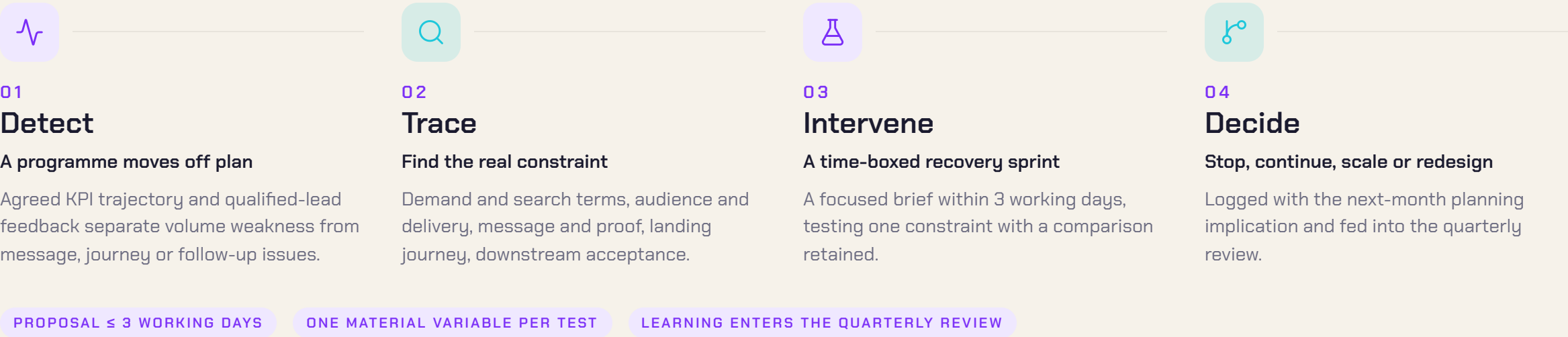


Illustrative stage widths. Definitions and thresholds agreed with SUAD admissions and CEC at mobilisation.

05 / PROGRAMME RECOVERY

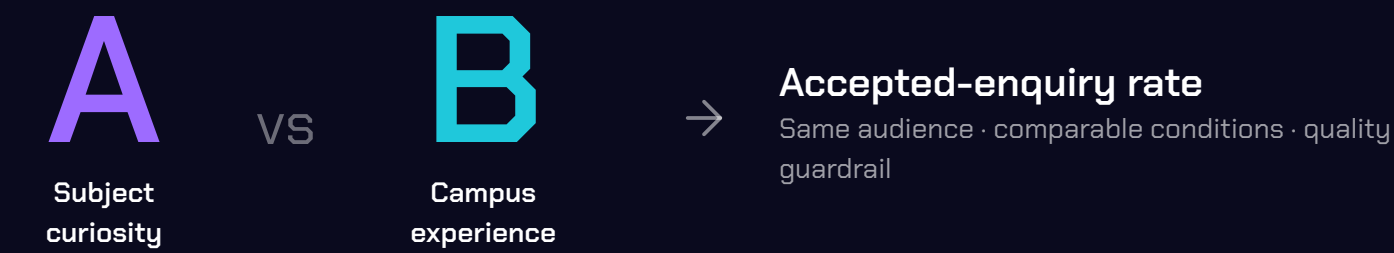
A weak pipeline needs a diagnosis, not more spend.

When a Bachelor's, Master's or CEC target falls behind, we run a controlled recovery sprint that tests the true constraint before changing budget or creative.



05 / OPTIMISATION

A test should answer a decision.



HYPOTHESIS	VARIABLE	QUALITY SIGNAL	DECISION
Programme proof improves relevance	Opening message	Qualified-lead progression	Scale / redesign
Lower-friction capture improves quality	Value exchange	Accepted-enquiry ratio	Stop / continue

Language route improves clarity	Adaptation	Consented follow-up	Revalidate by season
---------------------------------	------------	---------------------	----------------------

MEDIA BUDGET GOVERNANCE

Funding follows priorities and evidence.

- 01

Set priorities

Intake, audience, programme capacity
- 02

Fund essentials

Proven demand and core always-on activity
- 03

Test deliberately

A reserved, agreed learning budget
- 04

Reallocate

On lead quality and marginal efficiency, with approval

Annual envelope → quarterly allocation → monthly flights → weekly pacing. Every change is logged with reason and authorisation.

06

Audience strategy

Who we target, how we segment them, and how we warm each audience from first curiosity to a qualified enquiry.

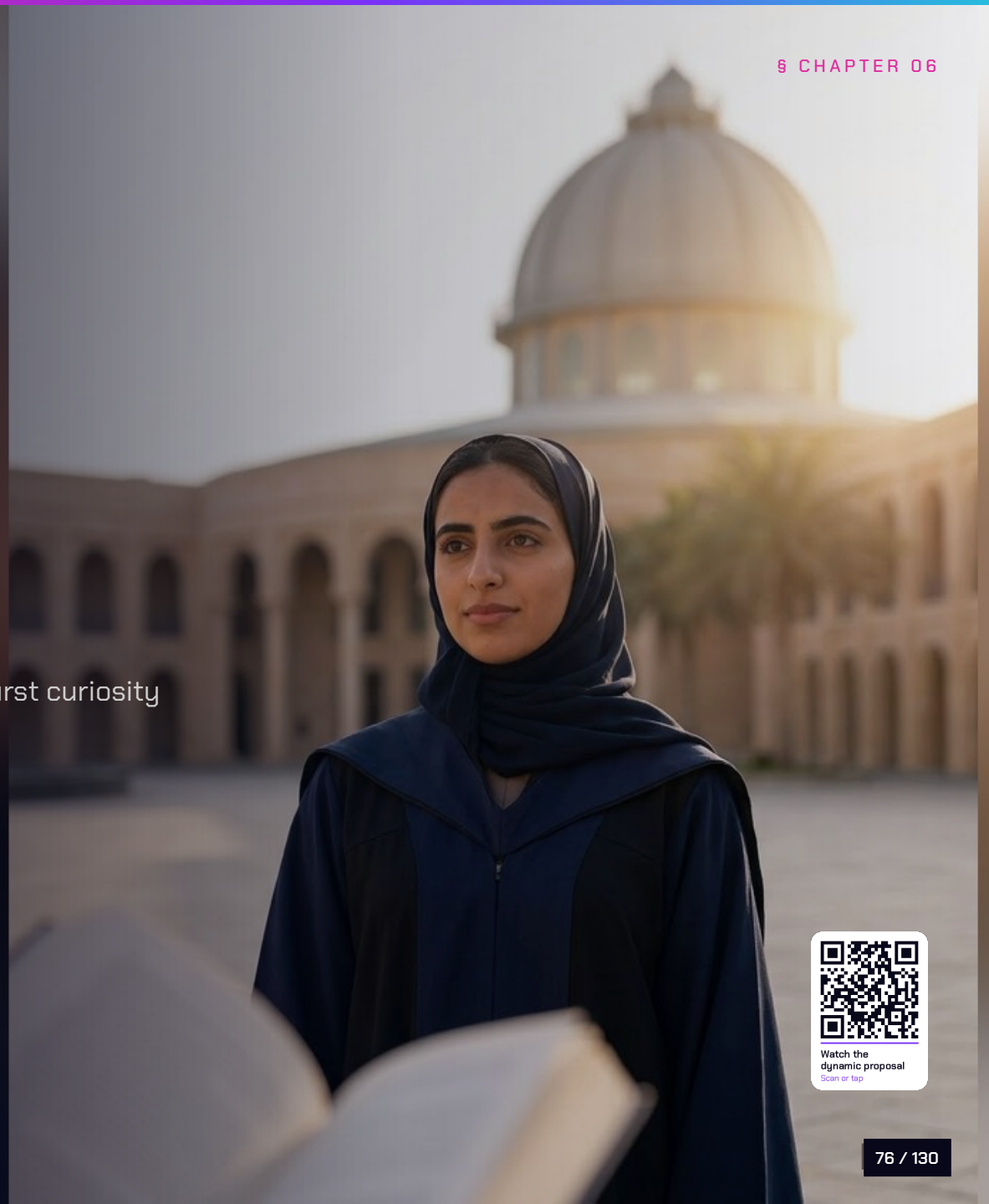
TARGET AUDIENCES

SEGMENTATION

PERSONAS

WARMING

JOURNEYS



Watch the
dynamic proposal
Scan or tap

06 / THE RECRUITMENT CHALLENGE

Make the university **easier to choose.**

Every applicant arrives with four questions. Our content system answers each one in the right place, in the right language.

01 Will I belong?

Student-led campus stories

02 Can I study this?

Programme and teaching-language guidance

03 Where could it lead?

Faculty insight and verified alumni journeys

04 What do I do next?

One clear, approved action per audience



06 / AUDIENCES

One institution. Different decisions.

BACHELOR'S

Subject fit + belonging

UAE nationals, UAE residents and selected international students choosing a first degree.

MASTER'S

Expertise + relevance

Graduates and professionals choosing a specialisation and a format.

FAMILIES

Clarity + reassurance

Parents and guardians who shape the shortlist and the final choice.

CEC + EMPLOYERS

Skills + practical learning

Individual learners and L&D teams investing in short, focused courses.



06 / SEGMENTATION

One university. Three recruitment logics.

Segments combine life stage, decision role, programme fit, geography, language and readiness. A segment earns separate creative or budget only when it changes the next action.

	BACHELOR'S Choice is rarely solo.	MASTER'S Advancement must feel specific.	CONTINUING EDUCATION The barrier is often time.
Influencers	Parents, guardians, school counsellors, peers	Colleagues, managers, academic mentors	Line managers, HR and L&D teams, professional networks
Proof needed	Academic identity, campus belonging, degree recognition, scholarships	Specialisation, rigour, schedule, international credibility	Focused skill, certificate, time commitment and format
Next action	Explore programme → open day → enquiry or application	Curriculum proof → consultation → application	Course relevance → eligibility → registration or corporate enquiry
Signals we read	Programme curiosity, study timing, language, campus engagement	Subject affinity, intent horizon, depth of content consumed	Role, industry, skills topic, schedule and start intent
Lead platforms	Instagram, TikTok, Snapchat, YouTube, Search	LinkedIn, Search, YouTube, retargeting	LinkedIn, Search, email, partner routes

06 / PERSONAS

Four people we write for every day.

Proposed archetypes, refined with SUAD admissions data and interviews during onboarding.



BACHELOR'S

The Emirati school leaver

17–18 · Abu Dhabi · Arabic and English

Wants a respected degree close to home and a campus where she belongs.

Platforms · Instagram, Snapchat, TikTok, YouTube

Needs to see · Scholarship clarity, student voices, parent approval



BACHELOR'S

The international or resident student

17–19 · UAE resident or abroad · English or French

Compares global universities; wants a recognised degree and an international community.

Platforms · Instagram, TikTok, YouTube, RedNote

Needs to see · Degree recognition, teaching language, campus life



MASTER'S

The ambitious graduate professional

24–35 · working in the UAE · English and French

Wants specialist depth that fits around work and advances a career.

Platforms · LinkedIn, Search, YouTube

Needs to see · Faculty expertise, schedule, career relevance



FAMILIES

The deciding parent

40–55 · UAE · Arabic first

Shapes the shortlist; needs reassurance on quality, recognition, safety and cost support.

Platforms · Facebook, Instagram, WhatsApp routes, Search

Needs to see · Verified facts, scholarships, Arabic Q&A

06 / THE FAMILY DECISION

Parents belong in the recruitment journey.

71%

of Emirati upper-secondary students reported parental influence on their university choice.

Al Qasimi Foundation, Policy Paper 43 [2020], survey of 405 students in 19 schools across three emirates.

HOW FAMILIES ENTER OUR PLAN

- **Reassure**
Degree recognition, teaching language, student support and campus safety.
- **Explain**
Verified scholarships, pathways and admissions steps, in Arabic first.
- **Invite**
Family Q&A sessions and a dedicated open-day route.

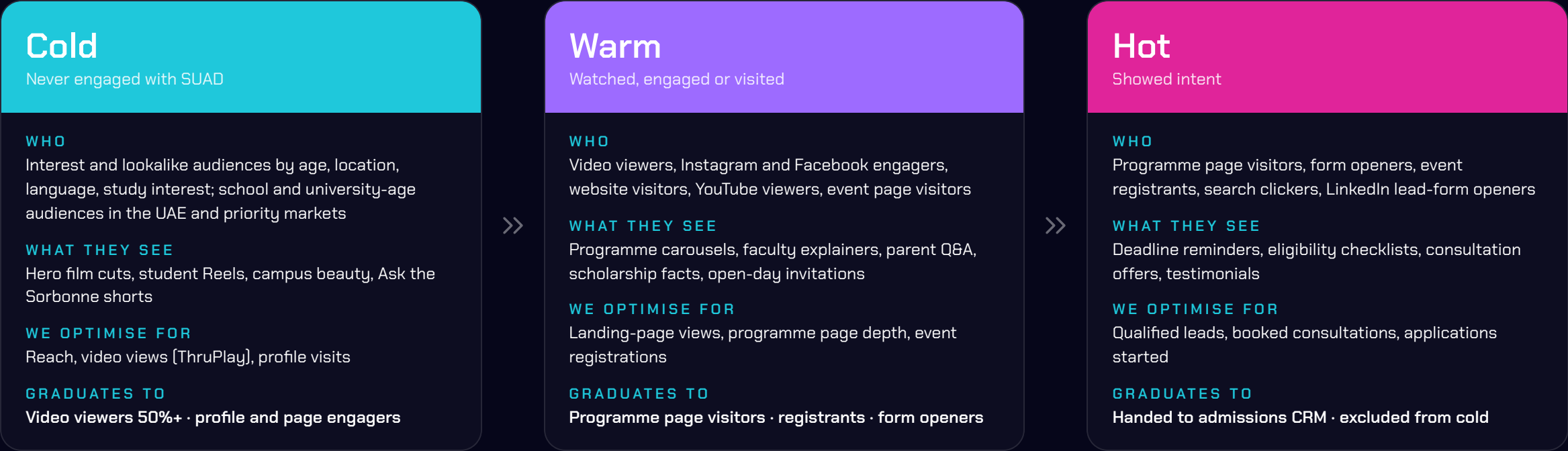
لكلّ سؤالٍ لديكم إجابة واضحة.

Arabic-first parent content line, Facebook and Instagram family explainers

06 / WARMING THE AUDIENCE

From cold to hot, one signal at a time.

Every audience is warmed in sequence. Each interaction moves a person into a smaller, more relevant pool, so the next message is more specific and paid media gets cheaper per qualified lead.



06 / BACHELOR'S

A future students can picture.

Belonging first, then subject fit, then a single next step. Student voices open the door; programme facts keep it open.

DISCOVER

Student Reels, TikTok and Snapchat, plus high-intent Search.

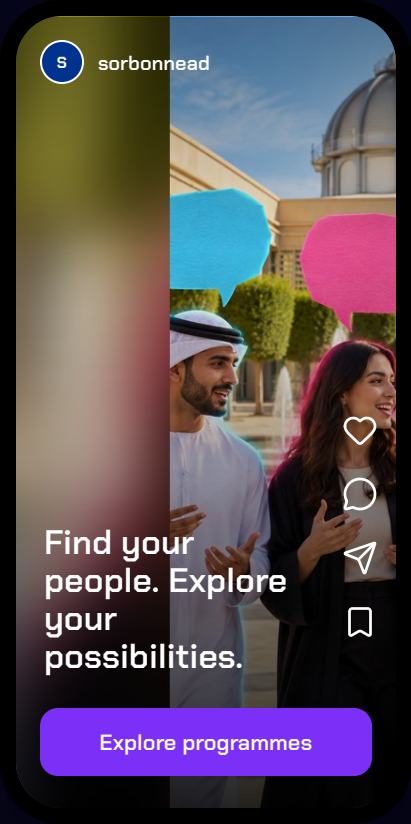
REASSURE

Programme explainers and Arabic-first parent answers.

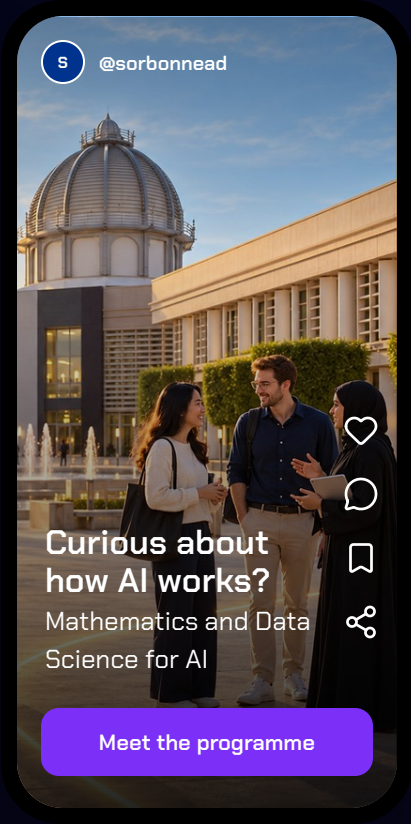
ACT

Open-day registration → enquiry → application guidance.

CONCEPT



CONCEPT



THE CONTENT LOGIC

A student question.
A faculty answer.
A useful next step.

MEASURED BY

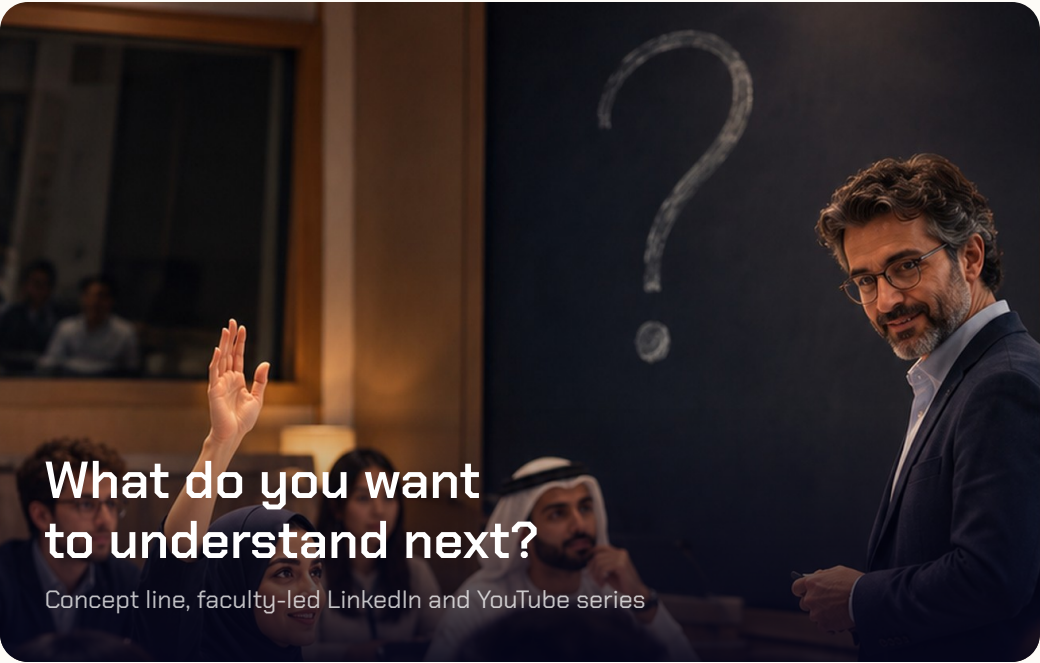
Engaged programme visits, open-day registrations, accepted enquiries, application progression.

LANGUAGES

Segmented by programme and teaching language across English, Arabic and French.

06 / MASTER'S

A deeper question. A next step.



AUDIENCE

Graduates and professionals, segmented by subject and study readiness.

ARCHITECTURE

Faculty insight → programme detail → live Q&A → qualified consultation.

CHANNELS

LinkedIn expertise, Search intent, YouTube depth and consented retargeting.

EXAMPLE ROUTE

Marketing, Communication and Media: “How do ideas earn attention and trust?” as a faculty carousel, a full YouTube explainer and a programme page with an enquiry route.

MEASURED BY

Qualified programme visits, booked consultations, accepted enquiries.

06 / CONTINUING EDUCATION CENTER

Useful knowledge. A clear commitment.



INDIVIDUAL LEARNER

For your next professional move.

Search + LinkedIn → course facts → registration



EMPLOYER / L&D

For your team's next challenge.

Sector insight → needs enquiry → SUAD handoff

THE PROFESSIONAL ASKS

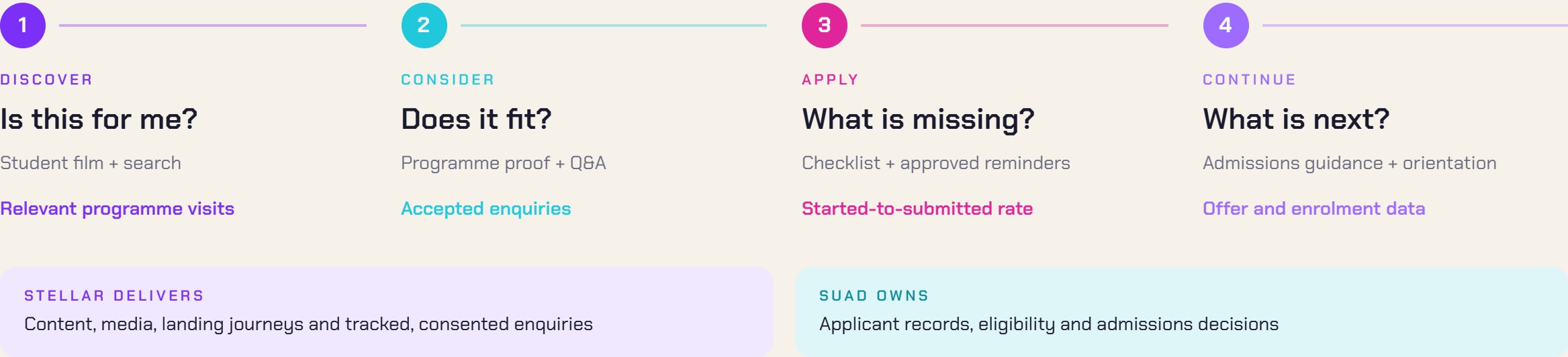
- What will I learn?
- Can I fit it around work?
- What is the next step?

We answer with course dates, duration, format and credential taken from approved CEC facts, then measure qualified course enquiries, registrations and corporate consultations.

06 / STUDENT JOURNEY

The marketing-to-admissions handoff.

Recruitment marketing ends where admissions begins. We design the handoff so every lead arrives with source, programme and intent attached.



07

Campaign ideas

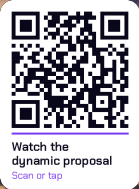
Three creative territories, one university, and the twentieth-anniversary moment.

WHERE WORLDS MEET

ASK THE SORBONNE

YOUR NEXT CHAPTER

20 YEARS



CAMPAIGN 01 · EXPERIENCE · WHERE WORLDS MEET

A place to learn. A world to meet.

An authentic student day makes academic life tangible, from the first question in class to the last conversation on campus.

مكانٌ للتعلّم، وعالمٌ للقاء.

ENGAGED VIEWING

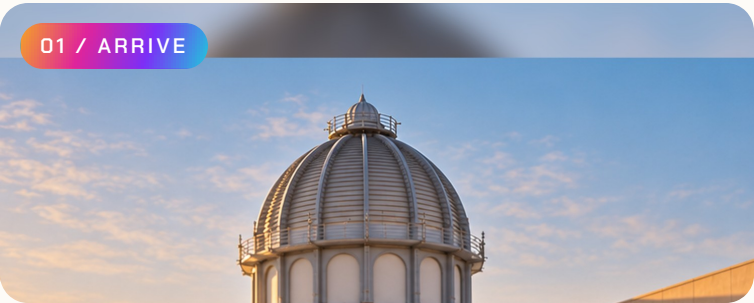
PROGRAMME EXPLORATION

OPEN-DAY REGISTRATIONS

CAMPAIGN 01 / HERO FILM

One day. Six moments of possibility.

60-second hero film with 15s and 6s vertical cut-downs, captioned in English, Arabic and French. Storyboard shown with campus reference imagery.



A student walks through the main gate as the dome catches the morning light.
On screen: "8:00. Al Reem Island."



A lecture opens with a question that changes how she sees the subject.
VO: "Every day starts with a question."



Students from different countries compare perspectives over coffee.
On screen: "90+ nationalities. One conversation."



Learning continues in the library, labs and walkways between classes.
VO: "In French. In English. In between."



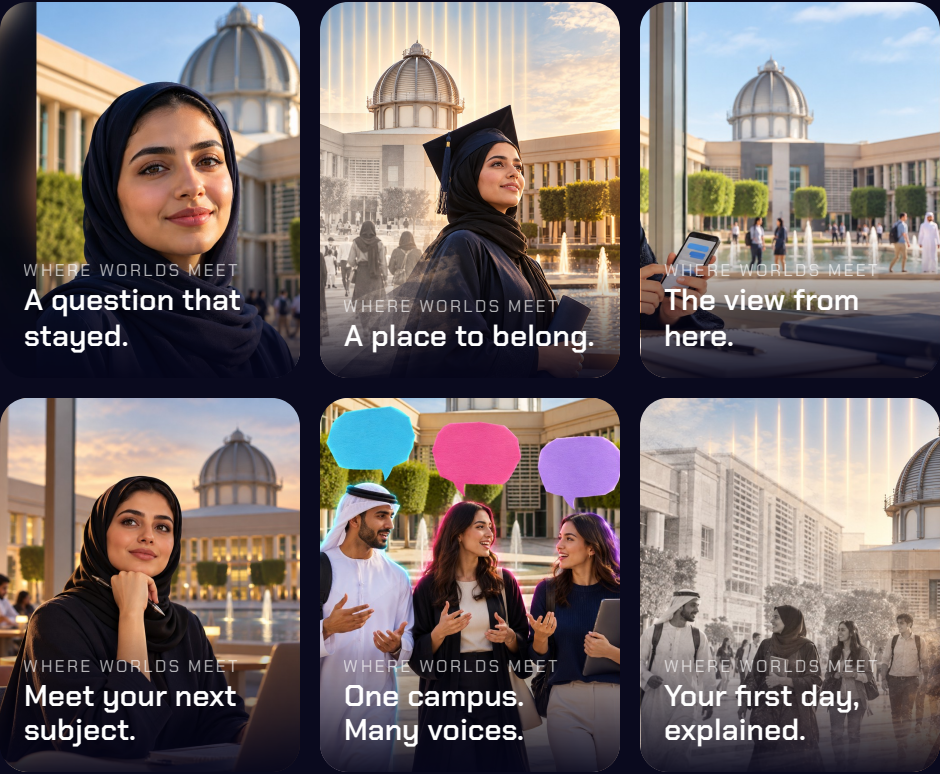
Friends gather on the lawn; the community becomes real.
On screen: "Find your people."



A graduate turns to camera: the end of one chapter, the start of the next.
End card: "Explore programmes · Open Day"

CAMPAIGN 01 / SOCIAL SYSTEM

A recognisable series, **never a repeated post.**



DISCOVER

Student-led Reels and TikToks

First-person moments, 15 to 30 seconds, filmed by briefed student creators.

CONSIDER

Programme carousels

“Meet your next subject”: what you learn, who teaches it, where it leads.

ACT

Open-day Stories and countdowns

One tap to register, with reminders through Snapchat and Instagram Stories.

CAMPAIGN 02 · AUTHORITY · ASK THE SORBONNE

Knowledge begins with a question.

Faculty expertise becomes a short film, a full answer and a path to deeper study.
Season one rides SUAD's Year of AI 2026.

المعرفة تبدأ بسؤال.

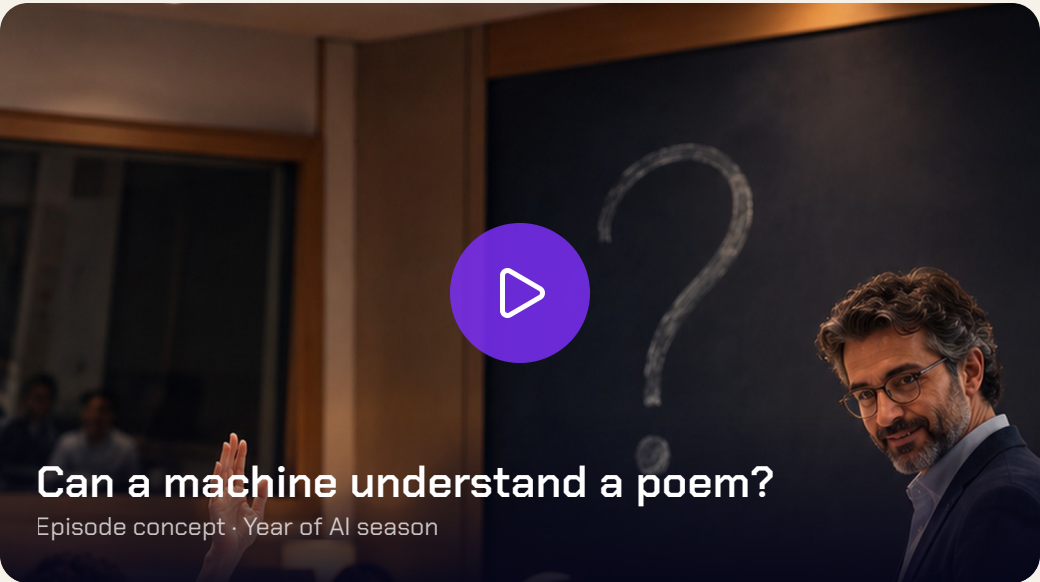
COMPLETION

SAVES AND SHARES

PROGRAMME VISITS

CAMPAIGN 02 / EPISODE DESIGN

Ask. Explain. Explore. One question, four useful formats.



00–05s

Ask

A real question, asked by a student or prospective applicant.

05–40s

Explain

One faculty idea, shown with a concrete example on campus.

40–60s

Explore

A link to the relevant programme and the full answer.

One filmed interview session yields the short answers, the long explainer, the transcript and a podcast segment.

INSTAGRAM / TIKTOK

The 45-second answer

Measure · Completion rate

LINKEDIN

The idea and the evidence, as a carousel

Measure · Saves, programme visits

YOUTUBE

The full explanation, with chapters

Measure · Watch time

WEBSITE / BLOG

The sourced answer and transcript

Measure · Search visibility, qualified enquiries

CAMPAIGN 03 · ACTION · YOUR NEXT CHAPTER

Your next chapter starts with a clear choice.

Different ambitions. Programme-specific answers. One useful next action for each audience.

فصلك القادم يبدأ باختيار واضح.

ACCEPTED ENQUIRIES

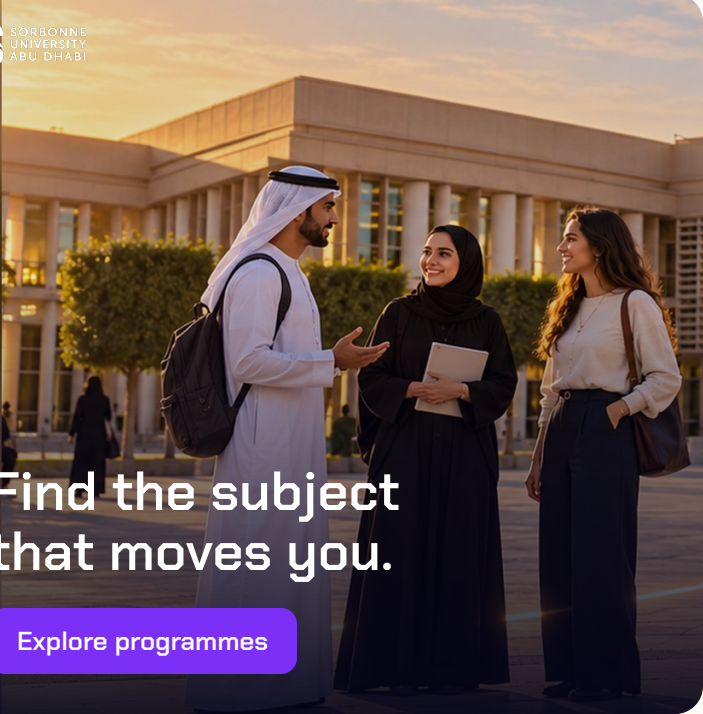
APPLICATION PROGRESSION

CAMPAIGN 03 / THREE AUDIENCES

The same idea, expressed for each decision.

Arabic and French adaptations, programme-specific eligibility and dates in every live version.

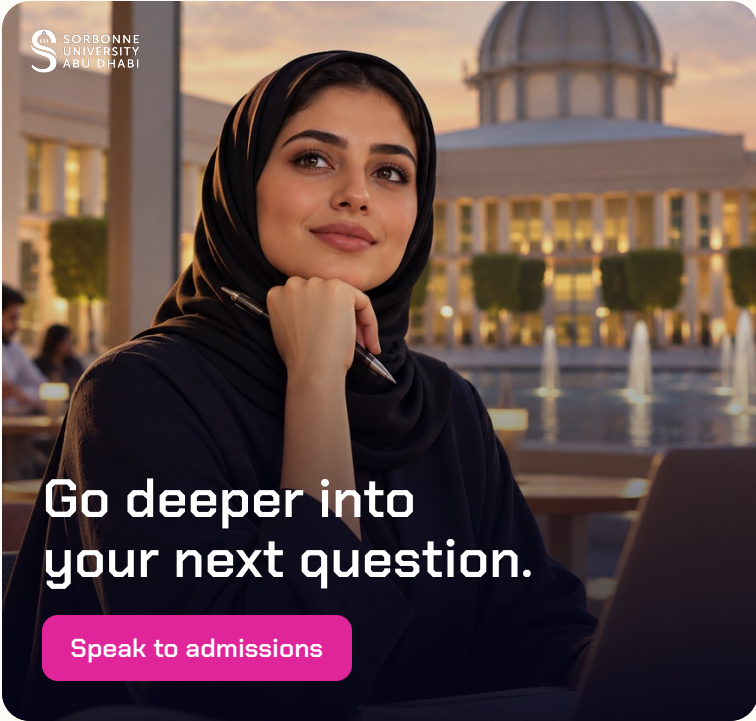
BACHELOR'S



Find the subject that moves you.

Explore programmes

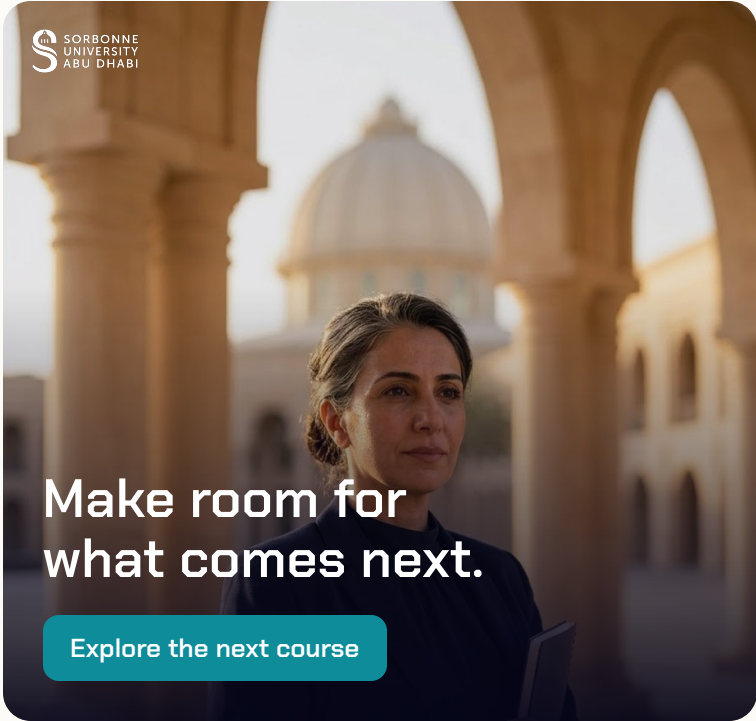
MASTER'S



Go deeper into your next question.

Speak to admissions

CONTINUING EDUCATION



Make room for what comes next.

Explore the next course

07 / THE ANNIVERSARY MOMENT

Extend an existing university moment.

20 YEARS
2006 → 2026

SUAD already marks its twentieth year with “20 Years, 20 Visions”. We build on that programme and its archive rather than creating a parallel campaign.

-  **Then / now**
Rights-cleared archive paired with present-day stories.
-  **Alumni voices**
Specific learning and career journeys from 3,200+ alumni.
-  **Next generation**
Every story routes interest to the next confirmed intake.



CAMPAIGN SERIES · THREE NEW FORMATS

Three series, built to be remembered.



Bridge Stories

قصص الجسور

One student or alumnus, one crossing: the language, city or idea they bridged to get here. Voices from 90+ nationalities, in their own words.

FORMAT

45-second vertical film plus a LinkedIn portrait carousel

CADENCE

Every two weeks

PLATFORMS

Instagram Reels, LinkedIn, YouTube Shorts

OPENING LINE

“What did you cross to get here?”

WE MEASURE

Completion rate, saves, programme-page visits



One Word, Three Languages

كلمة واحدة بثلاث لغات

A student takes one idea that changes shape between Arabic, French and English and explains it in 15 seconds. SUAD's trilingual identity, made watchable.

FORMAT

15-second trend-native vertical, native audio

CADENCE

Weekly

PLATFORMS

TikTok, Reels, X, RedNote cut via language partner

OPENING LINE

“Some ideas don’t translate. Let’s try.”

WE MEASURE

Watch-through, shares, follows



Asked in the DMs

أسئلتكم، وإجاباتنا

Admissions answers the month's most common real questions from comments and messages, on camera, with the answer added to the programme page and Q&A sheet.

FORMAT

30 to 45-second Reel, carousel and FAQ update

CADENCE

Monthly season, weekly clips

PLATFORMS

Instagram, Facebook, YouTube, website FAQ

OPENING LINE

“You asked. Here is the straight answer.”

WE MEASURE

Qualified enquiries, reply time, FAQ visits

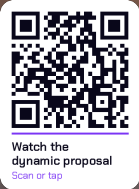
Proposed series, refined with SUAD at onboarding. Students and staff appear only with recorded consent. Images are AI-generated illustrations of fictional people.

08

KPI benchmarking

Where the sector stands, where SUAD stands, and the suggested targets year by year.

- BENCHMARKS
- YEAR-BY-YEAR TARGETS
- RFP SCORECARD



08 / KPI BENCHMARKS

Where the sector stands, and where SUAD stands.

ORGANIC ENGAGEMENT RATE PER POST

PLATFORM	HIGHER-ED MEDIAN	ALL INDUSTRIES	SUAD TODAY
Instagram	2.10%	0.36%	1.71%
TikTok	7.36%	1.73%	Baseline at onboarding
Facebook	0.126%	0.046%	Baseline at onboarding
X	0.036%	0.015%	Baseline at onboarding

Rival IQ Social Media Industry Benchmark Report 2025, Higher Education. SUAD Instagram: HypeAuditor, 4 October 2026. Local reference: NYU Abu Dhabi 3.53%.

PAID BENCHMARKS · EDUCATION SECTOR

CHANNEL	CTR	CONVERSION	COST PER LEAD
Meta lead ads	1.86%	10.08%	US\$28.22
Google Search	7.56%	13.14%	US\$77.48
LinkedIn Lead Gen Forms	n/a	13% avg.	n/a

WordStream 2025 [Meta, Education]; LocaliQ 2026 [Google, Education]; LinkedIn. International benchmarks, not UAE figures. UAE Meta CPM averaged about US\$15.8 [Superads, 2025–26].

Benchmarks orient the targets. SUAD’s own baseline, measured in the first 30 days, sets them.

08 / SUGGESTED KPI TARGETS

Year by year, conservative by design.

SUGGESTED · INDICATIVE

KPI	STARTING POINT	YEAR 1		YEAR 2		YEAR 3	
		CONSERVATIVE	SUGGESTED	CONSERVATIVE	SUGGESTED	CONSERVATIVE	SUGGESTED
Total reach	vs baseline	+20%	+35%	+15%	+25%	+10%	+20%
Total impressions	vs baseline	+25%	+40%	+15%	+25%	+10%	+20%
Instagram followers	31.1K today	+10%	+18%	+10%	+15%	+8%	+12%
Instagram engagement rate	1.71% today	1.9%	2.1%	2.1%	2.5%	2.3%	2.8%
Video completion (Reels, TikTok)	vs baseline	+10%	+20%	+10%	+15%	+5%	+10%
Qualified leads	vs baseline	+15%	+25%	+15%	+20%	+10%	+15%
Cost per qualified lead	vs baseline	-5%	-10%	-5%	-10%	-5%	-8%
Search and AI visibility	RFP KPI	≥10% QoQ	≥10% QoQ	≥10% QoQ	≥10% QoQ	≥10% QoQ	≥10% QoQ

These targets are **suggested and indicative**, set conservatively from sector benchmarks and SUAD’s public data. After the deep research, baseline audit and onboarding in the first 30 days, we will agree the final targets with SUAD, by programme and platform. Years 2 and 3 grow on the previous year’s actuals.

08 / RFP PERFORMANCE SCORECARD

Six KPIs. 100% of performance weight.

Reported exactly as issued, with no substituted targets or reweighting. Baselines and definitions are fixed in a shared KPI dictionary at mobilisation.

≥95%

WEIGHT 15%

Timely delivery of campaigns

Deliverables completed on time vs total planned

≤3

WEIGHT 10%

Proposal and response turnaround

Average working days from brief to proposal

≥90%

WEIGHT 25%

Campaign performance and lead quality

Actual leads, engagement and conversions vs plan

≥10%

WEIGHT 15%

SEO / AEO / GEO visibility growth

Rankings, organic traffic and AI visibility, QoQ

100%

WEIGHT 25%

Content and social media consistency

On schedule, brand-compliant, engagement tracked

100%

WEIGHT 10%

Reporting and insights

Reports on time with actionable insights

08 / CAMPAIGN MEASUREMENT

Every campaign has a decision-ready KPI card.

Agreed before launch, reviewed at close. Each card ties media and content to the enquiries admissions accepts.

EXAMPLE KPI CARD

Master’s open lecture series

DECISION CARD

Primary outcome	Enquiries accepted by admissions against agreed programme fit
Efficiency	Campaign spend ÷ accepted enquiries
Quality guardrail	Accepted ÷ valid enquiries, after deduplication
Attribution	UTM, source, programme, intake and attribution window
Decision rule	Scale, continue, revise or stop once evidence is sufficient

09

Content, community and crisis

Production engine, community management and a crisis approach built for an academic institution.

PRODUCTION

COMMUNITY

CRISIS

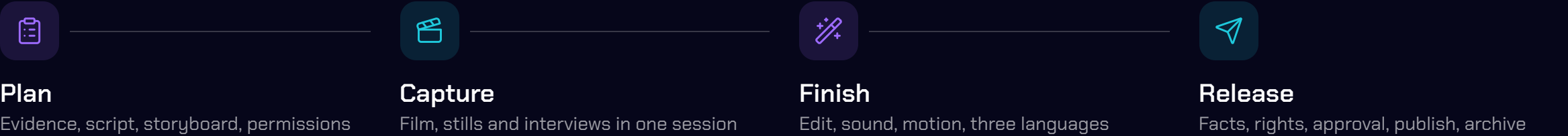
SAFE PRODUCTION



Watch the
dynamic proposal
Scan or tap

09 / PRODUCTION SYSTEM

A repeatable system, from brief to publication.



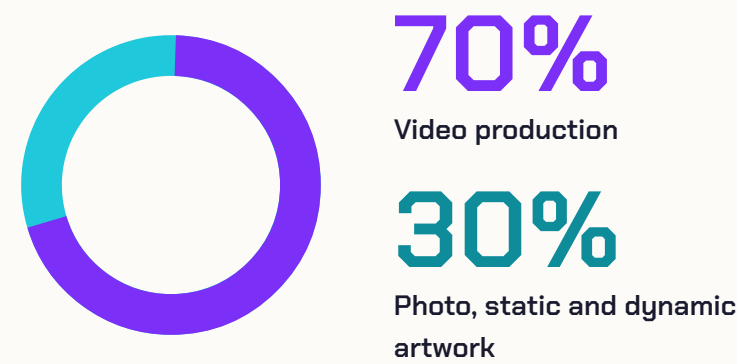
BECOMES A FULL CONTENT SET

- HERO VIDEO
- VERTICAL CUT-DOWNS
- PHOTO SELECTS
- DYNAMIC CARDS
- BLOG ARTICLE
- PODCAST CLIP
- TRANSCRIPT

Every master keeps its source, consent record and version history, so assets can be reused safely across platforms, languages and years.

09 / PRODUCTION ALLOCATION

Video leads the production investment.



The production budget split set by the RFP, applied to budget, not to post counts. Minimum one blog article each month; the monthly podcast activates when SUAD confirms it, building on SUAD’s existing “Year of AI, Decoded” series.

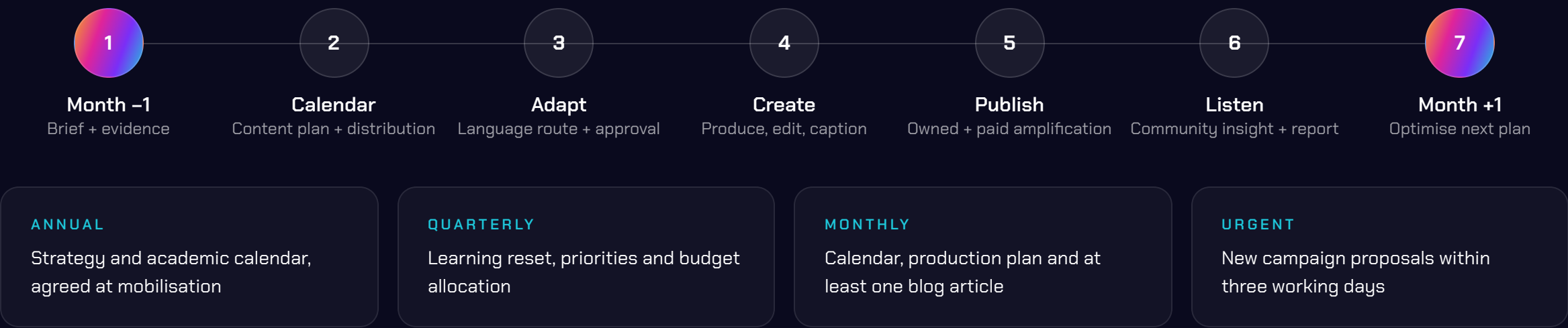
CAPACITY SCALES WITH THE SELECTED PACKAGE · ASSETS PER MONTH



Each band defines site visits and capture days, so production planning, permits and HSE preparation are fixed before the month begins.

The next month is ready before this one starts.

Always-on plans and content reach SUAD at least one month ahead, protecting approval and artwork time while keeping room for urgent briefs.



Every reply is part of the admissions experience.

For a prospective student or parent, the first answer in a comment or DM is often their first conversation with SUAD. We manage community as a service, not as moderation.



Voice

Warm, precise, academic without being distant. One voice in three languages.



Coverage

Monitoring 7 days a week; extended hours around Open Day, deadlines and results periods.



Response times

Acknowledge within 2 working hours; resolve routine questions the same day; escalate urgent risks immediately.



Moderation

Published house rules: no hate, spam, personal data or misinformation; hide, document, escalate.



Knowledge

A living, SUAD-approved Q&A library in English, Arabic and French.

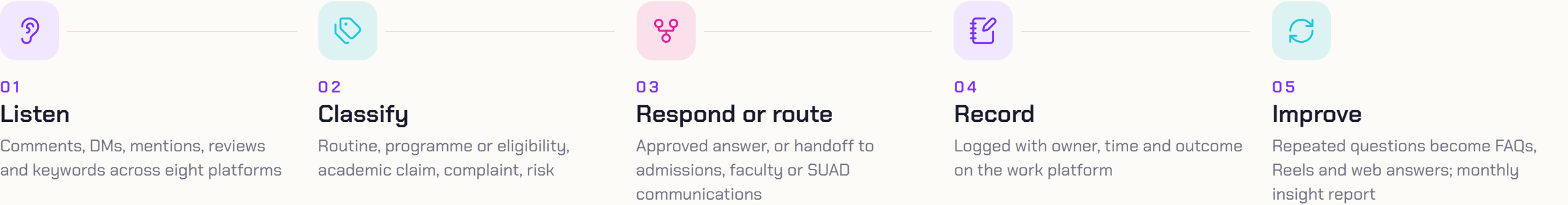


Advocacy

Reward good questions, feature students, invite alumni into conversations.

09 / COMMUNITY MANAGEMENT PROCESS

Listen. Classify. Respond. Record. Improve.



INCOMING MESSAGE	ROUTE	TARGET TIME	RECORD
Routine campus question	Stellar community team	Same working day	Approved answer, resolved
Programme or eligibility question	SUAD admissions	Acknowledge in 2 working hours	Handoff logged
Academic or research claim	Named faculty approver	Holding reply in 2 working hours	Verified before reply
Complaint or sensitive issue	Account manager + SUAD	Escalated immediately	Context preserved, response approved

Three severity levels. One clear chain of approval.

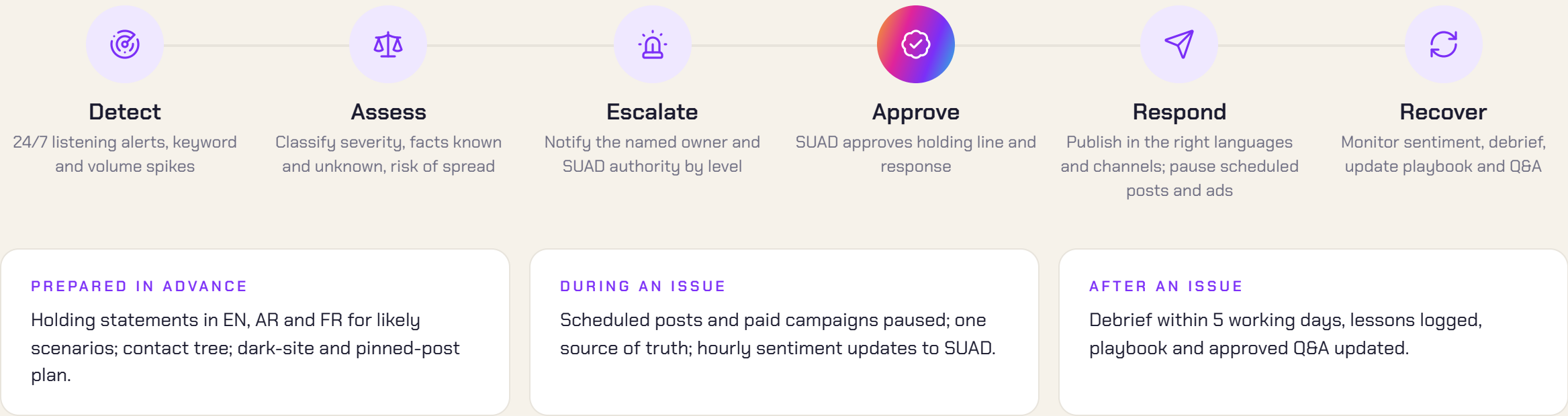
Prepared before it is needed: holding statements, escalation contacts and approval rights are agreed with SUAD at mobilisation and rehearsed once a year.

LEVEL 1 Routine EXAMPLES Individual complaint, minor factual error, negative comment HANDLED BY Community team with approved Q&A RESPONSE 2 working hours APPROVES PUBLIC STATEMENT Account manager	LEVEL 2 Sensitive EXAMPLES Viral criticism, misinformation about programmes or fees, student welfare concern, influencer complaint HANDLED BY Account manager + SUAD communications RESPONSE 1 hour APPROVES PUBLIC STATEMENT SUAD communications lead	LEVEL 3 Critical EXAMPLES Safety incident, legal or regulatory matter, national sensitivity, data breach, major media attention HANDLED BY Crisis cell: SUAD leadership, communications, legal RESPONSE Immediately; holding line within 30 minutes once SUAD approves APPROVES PUBLIC STATEMENT SUAD leadership
---	--	--

Response times and approvers are proposed and confirmed with SUAD at onboarding. SUAD approves every public crisis statement.

09 / CRISIS MANAGEMENT APPROACH

Detect early. Speak once, accurately.



Safe production starts before the camera rolls.



Assess
Location and activity risks



Prepare
Crew, equipment, permissions



Protect
Students, staff and visitors



Record
Incidents, evidence, review



Consent first
Participant consent recorded with purpose and channel scope before any image, video or testimonial is used. Parent or guardian authorisation for any minor.



HSE compliance
Applicable UAE HSE laws and ADOSH-SF requirements, risk assessments, method statements, trained crew and incident reporting to SUAD HSE.



Confidential by default
Least-privilege access, secure asset handling and a complete handover archive on request.



10

Project management and timeline

Governance, team, tools, response times, mobilisation and the twelve-month campaign timeline.

APPROACH

TEAM

PLATFORM

TIMELINE

REPORTING



Watch the
dynamic proposal
[Scan or tap](#)

10 / PROJECT MANAGEMENT APPROACH

Annual direction. Monthly sprints. Daily visibility.

A hybrid model: a fixed annual strategy and quarterly plans, delivered in monthly sprints, managed on one work platform with clear owners and approval gates.



Single point of contact
Dedicated account manager



Approval gates
Brief, concept, final, publish



RAID log
Risks, assumptions, issues, dependencies

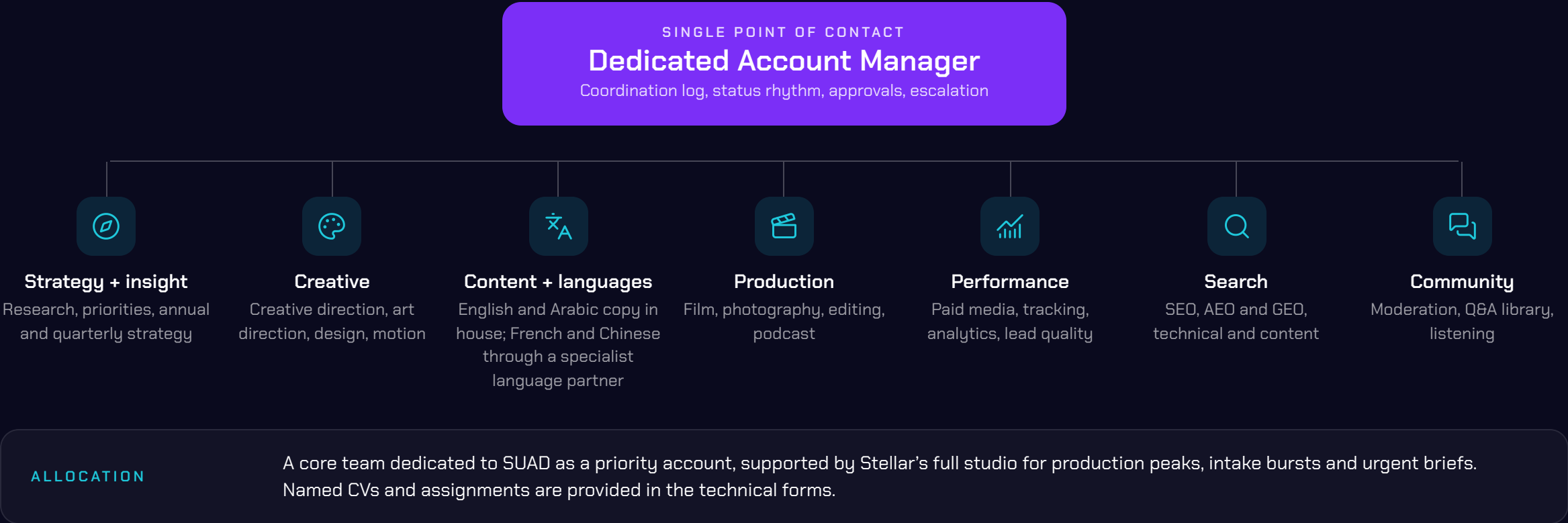


Change control
Impact on scope, time and KPI logged before rework

GOVERNANCE RHYTHM

QUARTERLY	Strategic review	SUAD leadership + Stellar account lead	Strategy, budget allocation, priorities, competitor review
MONTHLY	Performance and planning	SUAD communications + account manager	Results, next month's plan approval, risks
WEEKLY	Status meeting	SUAD team + account manager	Work in progress, approvals, blockers
DAILY	Work platform	All	Briefs, feedback, approvals, publishing log

One accountable contact. Connected specialists.



10 / RESPONSIBILITY

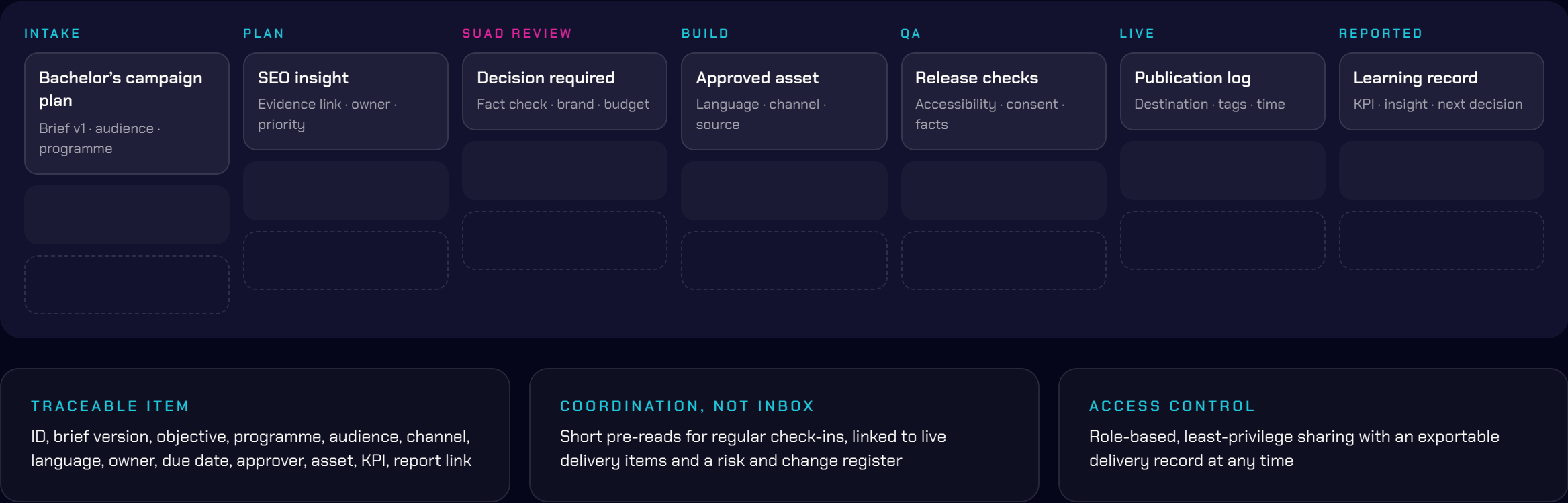
Clear ownership keeps the work moving.

ACTIVITY	SUAD	ACCOUNT MANAGER	SPECIALISTS	QUALITY ASSURANCE
Strategy and priorities	A	R	C	C
Campaign proposal in 3 working days	C	A	R	C
Academic and brand approval	A	C	R	R
Paid launch within approved budget	A	C	R	C
Routine community response	C	A	R	C
Website and search release	A	C	R	C
Monthly report and recommendations	C	A	R	R

R does the work · A accountable · C consulted. SUAD owns admissions decisions, budget approvals and crisis statements.

One platform. One auditable source of truth.

Every brief, approval, asset, campaign, report and risk sits with a visible owner and a time-stamped trail, on the platform SUAD approves, such as Monday, Notion or ClickUp.



10 / SERVICE RESPONSE

A decision-ready proposal in three working days.

3 WORKING DAYS
from receipt of the brief

- Day 1

Clarify + research

Objective, programme, audience, constraints, missing inputs
- Day 2

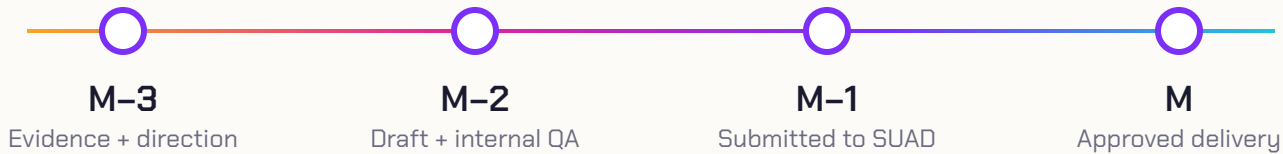
Concept + plan

Audience, channel, creative and measurement route
- Day 3

QA + submit

Scope, evidence and assumptions checked; proposal to SUAD

THE FORWARD PLANNING RHYTHM

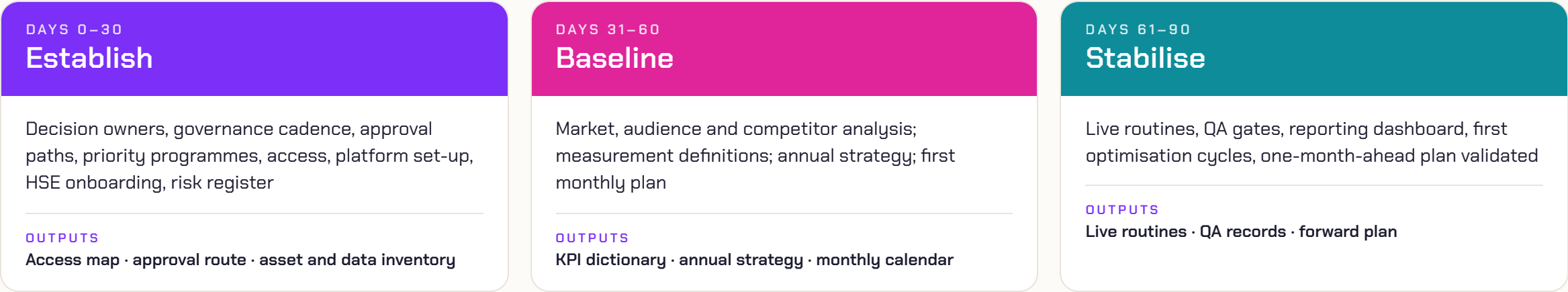


Weekly coordination · monthly decisions · campaign-close review · quarterly reset. Urgent briefs reconnect to the forward calendar, including production and language QA, with change control logged before rework.

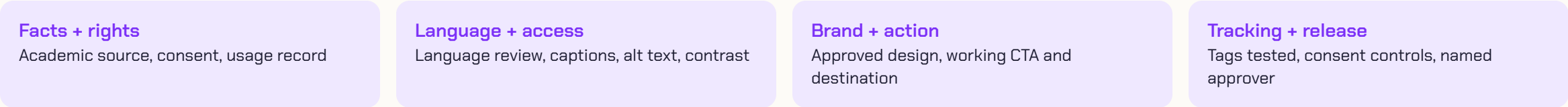
10 / MOBILISATION

Continuity from day one. Evidence by day thirty.

Existing SUAD activity continues through an agreed transition. Ninety days is an improvement cycle, not a waiting period.

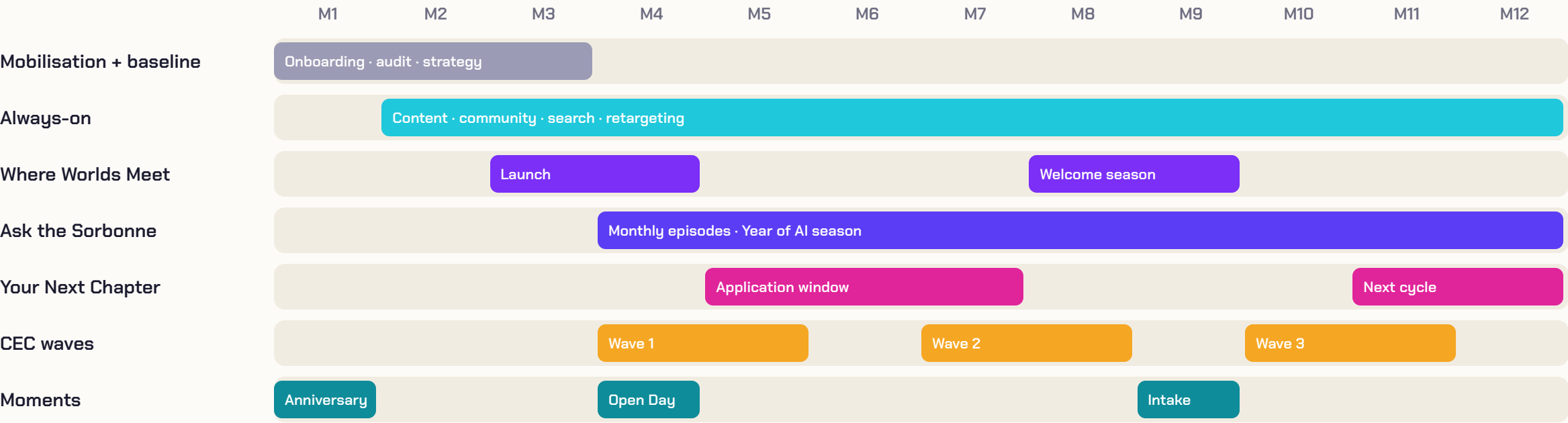


FOUR CHECKS BEFORE ANYTHING IS PUBLISHED



10 / CAMPAIGN TIMELINE

Twelve months, one connected plan.



Contract months shown. Indicative phasing, aligned at onboarding to SUAD's admissions calendar, Open Day date, intake windows, Year of AI events and the twentieth-anniversary programme.

10 / REPORTING AND GOVERNANCE

Every report ends with a decision, an owner and a next action.

CADENCE	DIGITAL ADVERTISING	CONTENT AND SOCIAL	SEO / AEO / GEO	DECISION
Weekly	Pacing and blockers	Calendar status, community issues	Release and validation status	Owner + due date
Monthly	Results against campaign KPIs	Engagement, content quality, listening	Rankings, organic traffic, visibility	Optimise + approve next plan
Campaign close	Actual vs planned, lead quality	What carried through	Search contribution	Repeat, revise or stop
Quarterly	Channel performance, allocation	Editorial learning, priorities	Trend and competitor benchmark	Reset allocations and tests
Yearly	Consolidated outcomes	Social and content review	Search review, next-cycle priorities	Agree next annual strategy
Exit / on request	Completed-work report, platform export, source assets with rights record, KPI archive, open risks, access transfer			Accept and transfer

Decision ribbon on every report: insight → recommendation → owner → due date → next plan

11

From media expertise to academic influence.

Editorial judgement. Interview craft. Institutional accuracy. Stories shaped for each channel, produced in house since 2018.



Watch the
dynamic proposal
Scan or tap

11 / STELLAR MEDIA

An AI-first, bilingual creative and government communications agency.

1B+

Paid impressions delivered

280M+

Unique reach

2018

Established in Abu Dhabi

22

Countries reached in a single campaign

Figures as reported in the Stellar Media company profile 2026; campaign reports available on request.

SELECTED CLIENTS AND CAMPAIGNS

- National Media Office
- Abu Dhabi Investment Office
- Department of Health Abu Dhabi
- Special Olympics UAE
- Etihad Arena
- Zayed Higher Organization
- National Search & Rescue Center
- Endowments and Minors' Funds Authority
- VOYAH UAE
- Success Resources

-  Documentary and film
-  Aerial and drone
-  Motion and animation
-  Performance marketing
-  Arabic and English editorial

11 / SELECTED CLIENTS

Trusted by national institutions and global brands.



Zayed Higher Organization
for People of Determination



UNITED ARAB EMIRATES
NATIONAL MEDIA OFFICE



الخدمات العلاجية الخارجية
Ambulatory Healthcare Services



الهيئة الوطنية للإعلام
NATIONAL MEDIA AUTHORITY



SEHA
شركة أبوظبي للخدمات الصحية
Abu Dhabi Health Services CO. PJSC



مؤسسة الرعاية الاجتماعية
وشؤون القصر
SOCIAL CARE & MINORS
AFFAIRS FOUNDATION



UNITED ARAB EMIRATES
NATIONAL GUARD COMMAND
NATIONAL SEARCH & RESCUE CENTER



الهيئة الاتحادية للهوية
والجنسية والجمارك وأمن المنافذ
FEDERAL AUTHORITY FOR IDENTITY,
CITIZENSHIP, CUSTOMS & PORT SECURITY



مصرف الإمارات العربية المتحدة المركزي
CENTRAL BANK OF THE U.A.E.



ETIHAD ARENA



VERSACE

SINCE 2018

1B+ paid impressions delivered
across government and brand
campaigns

- Government
- Health
- Security and emergency
- Culture and heritage
- Finance
- Events and sport
- Luxury brands

Selected clients across federal and emirate-level institutions and global brands.

11 / FILM CRAFT

Complex production. Real people.



THE CALL · AERIAL FEDERAL FILM

Helicopter and drone cinematography, an original score and a broadcast finish, delivered in house.

For SUAD: campus-scale aerial planning, sound and disciplined post-production.



UAE BOXING FEDERATION · OFFICIAL PROMO FILM, 2019

Concept, scripting, cinematography and broadcast edit for the Asian Youth Boxing Championships.

For SUAD: authentic behaviour, interview-led stories, editing for human connection.

11 / INSTITUTIONAL STORYTELLING

A visual language for public institutions.



Flag Day
Ceremony and institutional context



National Day
Community and shared achievement



SEHA · Behind the Mask
The people behind a public service

For SUAD: interview-led stories, event discipline and respect for institutional reputation, applied to convocation, open days, the Year of AI and the twentieth anniversary.

Universities and councils. Designed as systems.



Khalifa University

جامعة خليفة

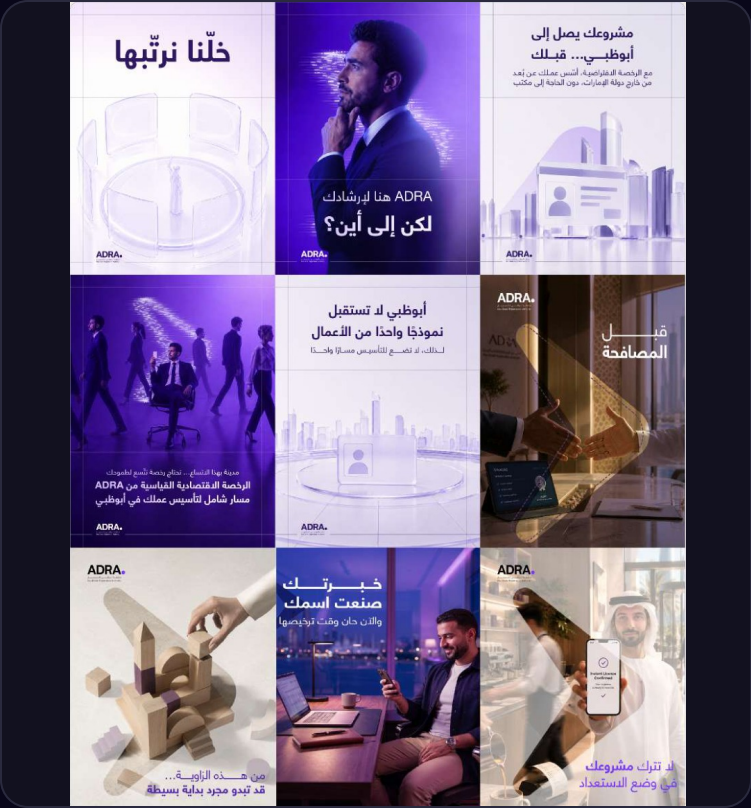
Where research creates change: recruitment and campus storytelling, from scholarships to graduation.



Education & Human Development Council

مجلس التعليم والتنمية البشرية

From classroom to career: skills-led storytelling that makes national policy personal.



Abu Dhabi Registration Authority

سلطة أبوظبي للتسجيل

Licensing made human: a purple launch world for founders, from virtual licence to instant approval.

Heritage and economy. One recognisable frame.



Abu Dhabi Department of Economic Development

دائرة التنمية الاقتصادية

The emirate's economic story, told feed-first and carried by one arrow through every post.



Cultural Foundation · Al Hosn

المجمع الثقافي

Abu Dhabi's home of culture in motion: the frame motif carries performances, exhibitions and workshops.



Qasr Al Hosn

قصر الحصن

250 years of memory: sand, stone and film stills let Abu Dhabi's oldest building tell its own story.

11 / PERFORMANCE RESULTS

Reach is not the finish. **Action is.**



The same discipline applies to SUAD: creative judged by the qualified action it earns, not by attention alone.

PREMIUM AUTOMOTIVE LAUNCH
VOYAH UAE

8M+ 4,000
impressions qualified leads

Cinematic launch content, platform-native cuts and full-funnel paid media optimised to purchase intent.

GLOBAL KNOWLEDGE EVENTS
Success Resources

15.9M 14,350
impressions purchases

Digital strategy, live coverage and conversion funnel for international learning events.

INTERNATIONAL AWARENESS
COSP18 · Zayed Higher Organization

5M+ 22
impressions countries

Inclusion and accessibility messaging with market-by-market creative and targeted media.

GOVERNMENT INSTITUTION
ADIO rebrand and launch

9M+ 2
impressions audiences

Brand strategy, bilingual creative and persona-led campaigns for global investors and a destination audience.

Figures as reported in the Stellar Media company profile 2026; campaign reports available on request.

11 / CLIENT VOICES

Trusted by government and global brands.

“

Stellar Media delivered exceptional coverage for our Ramadan activities. Their attention to detail and ability to capture the essence of the event were truly remarkable, and the content resonated deeply with our audience.

Khawla Tarish

Awqaf · Endowments & Minors' Funds Authority

“

Stellar Media consistently delivers high-quality content creation with precise execution. Their exceptional work and professionalism make them highly recommended for expert social media management and viral marketing.

Noura Al Tamimi

Senior Specialist · Threat Intelligence & Security Assessments

“

We were pleased with Stellar Media's work on our rebranding campaign. Their fast response, daily updates and live dashboard kept us informed throughout the project.

Mahra Al Mansoori

Abu Dhabi Investment Office (ADIO)

Client references and reference sites are provided in the prescribed technical forms, with contacts shared by agreement for SUAD's verification.

APPENDIX A / RESPONSE INDEX

Every requirement. Where to find it.

RFP	REQUIREMENT	PAGE	RFP	REQUIREMENT	PAGE
Doc 1 §2	Understanding of SUAD and objectives	11	Doc 2 §3.2 / 4.2	Defined production, 70/30, blog, podcast	103 · 104
Doc 2 §3.1(a)	Landscape analysis, audiences, segmentation	15 · 41 · 79	Doc 2 §3.2	Community, Q&A, listening, moderation	106 · 108
Doc 2 §3.1(b)	Annual and quarterly strategy, monthly plans	68	Doc 2 §3.3 / 4.3	SEO, AEO, GEO: technical, on-page, off-page	62 · 63
Doc 2 §3.1(b)	Per-campaign KPI framework and completion reports	101	Doc 2 §3.4	Monthly, quarterly, campaign and yearly reporting	119
Doc 2 §3.1(b)	Programme recovery; proposals within 3 working days	74 · 116	Doc 2 §4.2	Six KPIs with weights	100
Doc 2 §3.1 / 4.1	Media planning, budget control, optimisation	66 · 75	Doc 2 §4.4	Project management, team, work platform	112 · 113
Doc 2 §3.2	Eight platforms with distinct roles	48	Doc 3 HSE	Health, safety and consent in production	110
Doc 2 §3.2	English, Arabic and French content	61	Doc 1 §26	Experience, case studies and references	121 · 128

Prescribed forms, corporate records, CVs, references and HSE evidence are submitted with the technical forms in the order the tender requires. No commercial information appears in this technical proposal.

SORBONNE UNIVERSITY ABU DHABI × STELLAR MEDIA

Beyond the Stars.

لا تَقْنَعُ بِمَا دُونَ النُّجُومِ

Digital Stellar Media LLC

info@stellarmedia.ae

+971 55 988 8290

stellarmedia.ae · Abu Dhabi

▶ Watch the dynamic proposal SUAD.stellarmedia.ae



Watch the
dynamic proposal
Scan or tap

ANNEX A1 / SUBMISSION MAP

Article 20 order. Every item placed.

01	Table of contents	Page 02	IN THIS PROPOSAL
02	Declaration and Undertaking	Technical Form 1, on company letterhead	SUBMITTED WITH FORMS
03	Company profile, certifications, clients and testimonies	Pages 120 to 128	IN THIS PROPOSAL
04	Legal information: licence, power of attorney, bank letter, supplier registration, TRN	Corporate records and Technical Form 3	SUBMITTED WITH FORMS
05	Proposed services: methodology, risk assessment, staffing and CVs, timelines	Pages 47 to 119 · Risk p.132 · Team p. 133	IN THIS PROPOSAL
06	Samples of work, case studies, references, QA, tools, data protection	Pages 122 to 128 · QA p.135 · Tools p. 134 · Data p.136	IN THIS PROPOSAL
07	Deviations or statement of non-compliance	Statement p.137 · Technical Form 2	IN THIS PROPOSAL

Article 21: the technical file contains no prices. The commercial proposal and ICV are submitted separately on the same portal.



ANNEX A2 / PROJECT RISK ASSESSMENT

Eight risks. Each with an owner.

Ratings are proposed and reviewed with SUAD at onboarding.
Every risk lives in the risk and change register on the work platform [p.115].

01

Approval delays

IMPACT **HIGH** · LIKELIHOOD **MEDIUM**

Plans land one month ahead. Approval gates, owners and due dates sit on the work platform, with escalation to SUAD's named approver.

OWNER Account Manager

02

Language drift across EN, AR, FR and ZH

IMPACT **HIGH** · LIKELIHOOD **MEDIUM**

Approved English source, in-house Modern Standard Arabic, specialist partners for French and Chinese, then terminology, fact and brand-voice checks.

OWNER Head of Arabic

03

Volume without quality

IMPACT **HIGH** · LIKELIHOOD **MEDIUM**

Platforms optimise on qualified-lead events. Weekly diagnosis and a programme recovery plan when a target falls behind.

OWNER Head of Media and Performance

04

Platform or AI-search shifts

IMPACT **MEDIUM** · LIKELIHOOD **MEDIUM**

Monthly fixed-prompt visibility checks, a balanced channel mix and quarterly resets of the plan.

OWNER Head of Media and Performance

05

Reputation or misinformation incident

IMPACT **HIGH** · LIKELIHOOD **LOW**

24/7 listening alerts, three severity levels and SUAD-approved holding statements.

OWNER Account Manager

06

Production safety and consent

IMPACT **HIGH** · LIKELIHOOD **LOW**

HSE onboarding, risk assessments and method statements. Recorded consent before any image is used.

OWNER Operations Manager

07

Confidentiality or data breach

IMPACT **HIGH** · LIKELIHOOD **LOW**

Least-privilege access, secure asset handling, the RFP's NDA and a complete handover archive.

OWNER Managing Director

08

Capacity peaks or team change

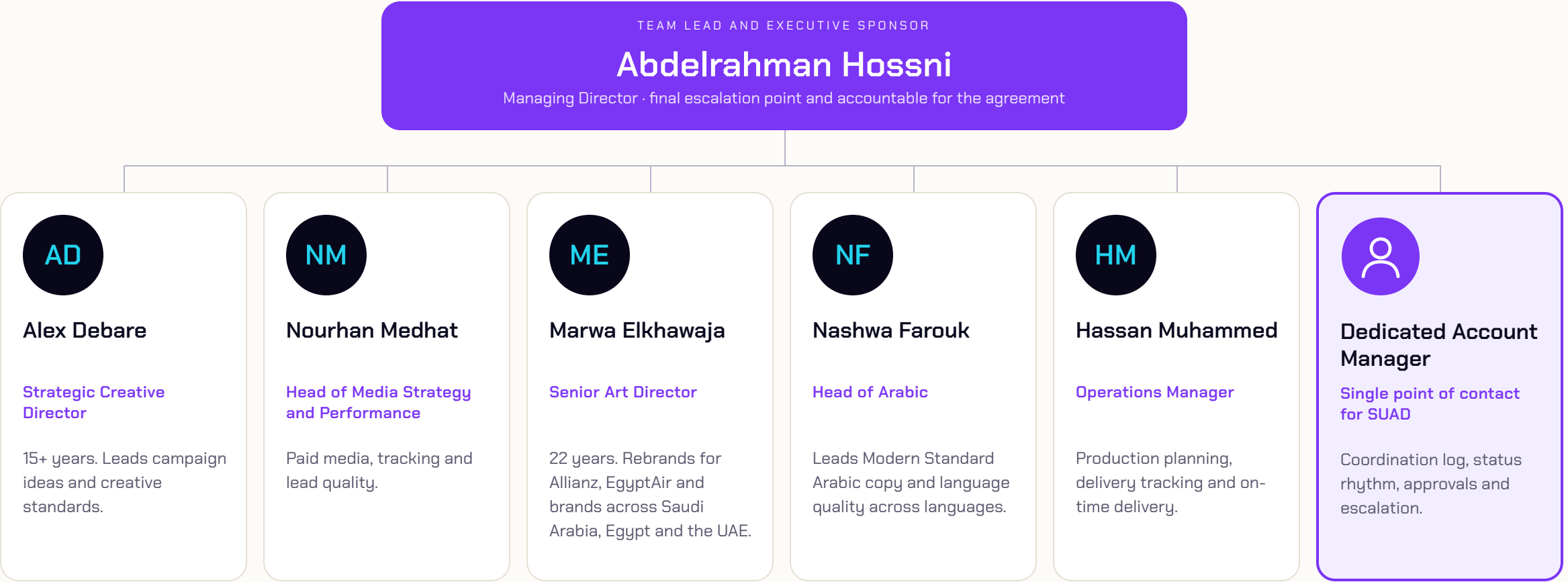
IMPACT **MEDIUM** · LIKELIHOOD **MEDIUM**

A core team backed by Stellar's full studio for peaks, with documented handovers.

OWNER Operations Manager

ANNEX A3 / PROPOSED TEAM AND CVs

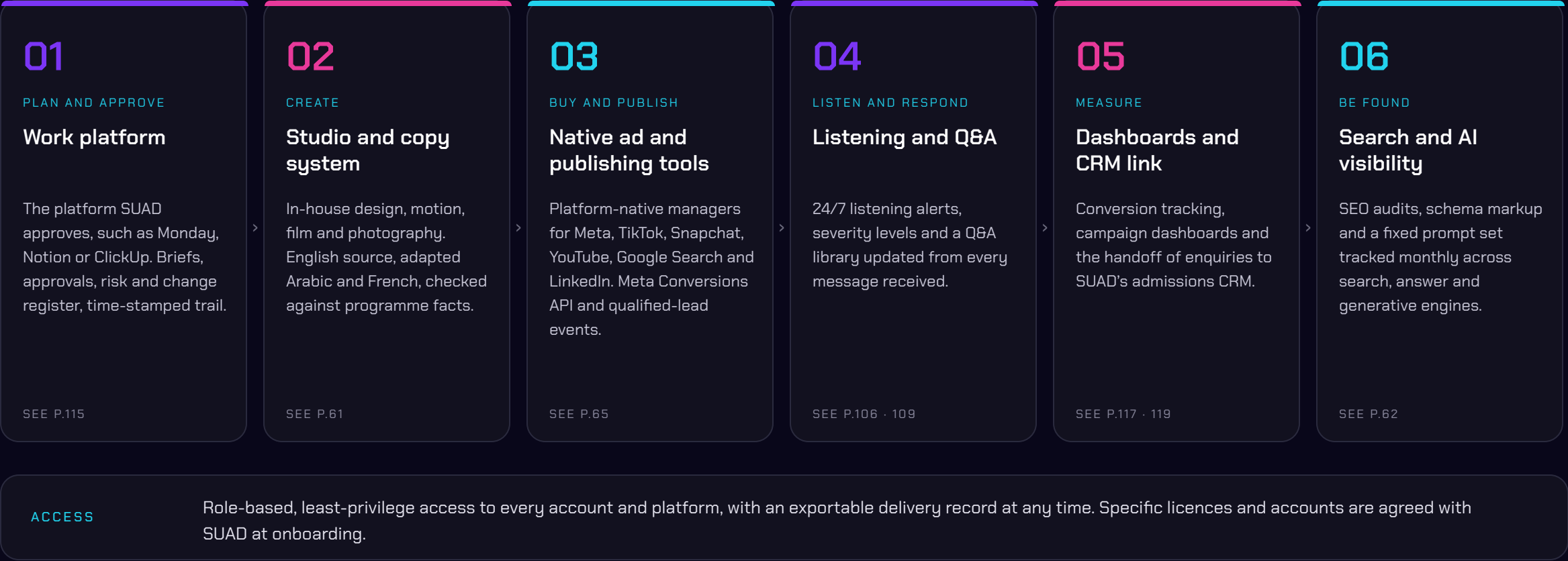
Led by the Managing Director. One team for SUAD.



Full CVs for the named team members are provided in the technical forms. French and Chinese content is produced with a specialist language partner, shown on A7.

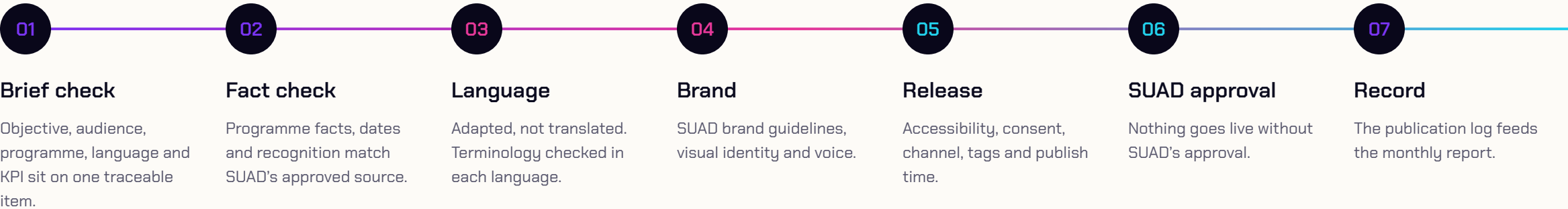
ANNEX A4 / TOOLS AND PLATFORMS

One workflow. Every tool has a job.



ANNEX A5 / QUALITY ASSURANCE

Quality is checked before it is seen.



RFP KPI 5 · CONTENT AND SOCIAL MEDIA CONSISTENCY

100%

Content on schedule and brand-compliant, because every item passes the same seven gates.

RFP KPI 1 · TIMELY DELIVERY

≥95%

Plans one month ahead and a fixed review step leave room to deliver on time.

ANNEX A6 / DATA PROTECTION AND CONFIDENTIALITY

Protect the people behind the content.

DEFAULT SETTING

Confidential by default.

SUAD's students, staff, leads and assets are handled as if they were our own most sensitive material.

Commitments are confirmed with SUAD's data owner at onboarding.

01 Confidentiality

Bound by the RFP's NDA and the agreement's confidentiality terms, during the contract and after it.

02 Consent first

Consent recorded with purpose and channel scope before any image, video or testimonial. Guardian authorisation for minors.

03 Lawful use

Personal data used only for SUAD's purposes and handled in line with UAE Federal Decree-Law No. 45 of 2021 on personal data protection.

04 Least access

Role-based, least-privilege access to ad accounts, analytics and the work platform. Access is removed when roles change.

05 Secure handling

Secure asset handling. Enquiries pass to SUAD's admissions CRM, which stays the system of record.

06 Clean handover

A complete handover archive and an exportable delivery record on request, including at the end of the agreement.

ANNEX A7 / STATEMENT OF COMPLIANCE

Terms accepted. Exceptions declared.

COMPLIANCE We confirm compliance with Documents 1 to 3. Any non-compliance is declared only on Technical Form 2. DOC 1 §16 · §24	VALIDITY 120 days from the tender due date, as stated in Technical Form 1. DOC 1 §19	LANGUAGE This proposal is written in English. Where Arabic or French appears, the English prevails. DOC 1 §4
SUB-CONTRACTING The specialist language partner for French and Chinese is named to SUAD, and written consent is sought before any work begins. DOC 3 §10	PRICES No prices appear in this file. The commercial proposal and ICV are submitted separately on the same portal. DOC 1 §21	INTERVIEW If SUAD calls an interview, it is led by the person who will manage the agreement. DOC 1 §27

The deviation form is submitted with this proposal. Where no point is listed on it, Stellar accepts the RFP requirements and agreement terms.

