

Marketing Strategy

By Hla Safwat

The Photo

Posts on Instagram & Tiktok - the official film page and the actors' personal accounts

Description:

A still image of each couple from the film caught in a dramatic or awkward moment during a wedding scene, for example, the bride holding a mic and exposing a secret, the groom looking shocked, a mother crying dramatically in the background, or a couple fighting in front of the wedding stage.

Caption:

"If you were in their shoes... would you stay or run away?"

#WhoWillSayIDo

#RealWeddingStories

Coming to cinemas - July 2025."

The Video

TikTok & Instagram Reels

Description:

A 20–30 second clip featuring one of the couples speaking in a semi-scripted, in-character scene, but in a casual, behind-the-scenes tone.

Examples:

- One asks, "If your mother-in-law hated your partner, would you still get married?"
- Or each character saying, "Why did I marry them?" with funny, unexpected responses.

Format:

The videos would be introduced as part of a "Meet the Couples" campaign and could be used as a sound trend that fans can reuse in their own videos.

Pre-release

- Social media is one of the fastest and most effective ways to build hype, and using it before the film's release is a smart move. We've seen it work brilliantly before, like when Ahmed Malek started posting TikToks as his new character from *ولاد الشمس*. Those videos went viral, and by the time the project dropped, people were already invested in the role and excited to see more. For this film, the same approach can be used with the actors who already have an active social media presence. If they start posting short, catchy videos in character, even without giving away too much, it grabs attention early on. It creates curiosity, sparks conversation, and builds a connection between the audience and the character before they even step into the cinema. That way, when the film is finally out, the audience already feels like they know the characters and can't wait to see how the full story plays out on screen.
- A unique and engaging way to spark early conversation around the film is to have each on-screen couple appear together on a popular podcast, like *ABtalks* or a similar Arabic-language platform, in the weeks leading up to the release. Instead of doing the usual promo, the actors could speak in a semi-in-character tone, exploring the social themes their storyline touches on: love, trust, class differences, marriage pressure, or the realities of modern relationships in the Arab world. This approach gives each couple a voice before audiences even meet them on screen, building emotional connection and anticipation. In Egypt and across the Arab world, audiences are deeply influenced by relatability; the more they see their own experiences reflected in these conversations, the more likely they are to engage, share, and get excited. To heighten curiosity, we could release only a trailer or the first half of the talk, leaving the rest to drop closer to the premiere, or even after, as a follow-up conversation. If edited into short, powerful clips and shared widely on TikTok, Instagram Reels, and Twitter, these moments can go viral, especially if they highlight bold, emotional, or thought-provoking lines. People won't just be waiting to watch a movie; they'll be waiting to see how these stories unfold on screen.
- Another unconventional yet powerful idea would be to design a series of minimalist billboards that feature bold, unexpected questions, not about the film directly, but about the social themes it tackles. Instead of showing typical movie posters with release dates and actor names, these billboards would grab attention by confronting people with personal, emotionally loaded questions like

Billboard Campaign - Description

"Would you let your wife go through your phone if she didn't trust you?"

"Can love survive without money?"

"Would you marry someone your parents don't approve of?"

These kinds of questions are arresting, direct, controversial, and almost *too* personal for a public space, which is exactly what makes them impossible to ignore. Anyone walking or driving by would instinctively pause, even if just for a second, to process the question. Whether they agree, get offended, laugh, or reflect, they are thinking, and that's the goal. It's a subtle psychological hook: even without mentioning anything about the movie, people begin engaging with the film's themes, and as the campaign unfolds, they'll start connecting the dots. It plants the idea that this film isn't just about romance; it's about *us*, our values, and our relationships. Once the connection is revealed through follow-up ads, trailers, or social media content, it creates a powerful "aha" moment that drives curiosity and conversations.

After Release

- After the film's release, keeping the buzz alive is about making sure people keep talking about it, and more importantly, enjoying it. Platforms like TikTok and Instagram are perfect for that. When fans start lip-syncing to the film's funniest or most emotional lines, or recreating scenes in their own way, it creates a ripple effect. We've seen how *إش إش* became a hit after Ramadan; people continued posting their own takes on the scenes, and that helped the buzz for the show stay alive long after it was released. One smart idea is to involve the lead actors. Imagine the main actor showing up at random places like a downtown café or a public park and filming short scene recreations with fans. A great example is Maged El Masry, who did TikTok videos with fans using sounds from his TV show. It feels fun, real, and personal, and it makes people feel connected to the world of the film. These kinds of videos aren't just entertaining; they make people want to go see the film again, or even for the first time, just to be part of the moment. To take it further, we could start a hashtag challenge, get local influencers involved, or post behind-the-scenes clips from the scenes people are recreating. It's all about keeping the energy going and turning the film into something people continue to interact with even after they've seen it.
- After the release, the full podcast episodes can be launched as a continuation of the conversation, allowing the actors to now reflect openly, in or out of character, on how

their storylines resolved and what message their characters left behind. These follow-up episodes not only deepen the audience's emotional investment but also encourage those who haven't seen the film yet to catch up, just to fully grasp the context of the discussions. It becomes a layered viewing experience, one that keeps the film alive in people's minds and feeds a cycle of discussion, discovery, and rewatching.

Social Media Campaign (Pre-Release)

Metric	Projection	Justification
Total Estimated Reach	4–6 million	Based on follower counts of 3–4 lead actors with strong social media presence, and average virality of local TikTok campaigns.
Engagement Rate	8–12%	TikTok campaigns using in-character skits tend to outperform traditional promos.
Anticipated Hashtag Use	#BehindTheScenesLove, #مين_هيتجوز_مين	15k–50k mentions expected across Arabic TikTok & Instagram during peak 2 weeks before release.
Expected TikTok Saves & Shares	500k+	High relatability and comedic tones often drive sharing behavior.

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Podcast Pre- and After Release

Metric	Projection	Justification
Pre-Release Podcast Trailer Views	1M+ (across platforms)	Short 30–60 sec clips boosted on Instagram, TikTok, and YouTube Shorts.
Podcast Episode Engagement	60–70% retention	Listeners tend to complete emotionally engaging interviews, especially with viral soundbites.
Post-Release Episode Bump	+35% increase	Interest rises once viewers have seen the characters and can relate retroactively.

Billboard Campaign (Pre-Release)

Metric	Projection	Justification
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Estimated Daily Impressions (Cairo only, 10 boards)	500k–700k	Based on urban traffic analytics.
Social Media Mentions of Billboard Quotes	20k+	Triggered by shock value + user-generated memes and reposts.
Conversion to Trailer Views	+12–18% boost	Curiosity from billboard - online searches -trailer views.

Post-Release Engagement

Metric	Projection	Justification
Fan-Made Scene Recreations	8k–12k videos	TikTok duets and memes using popular lines or emotional moments.
Influencer Participation	30–50 creators	Budget permitting, these micro and mid-level influencers can boost organic visibility.
Hashtag Challenge Reach	3M+	If paired with a small prize or repost incentive, especially effective among Gen Z and university crowds.

Psychological & Cultural Impact

Metric	Projection	Justification
Theme Recognition	75% of viewers will identify with at least one social dilemma	Topics like marriage pressure, class differences, and trust are widely relatable in Arab societies.
Word of Mouth Spread	Strong	Direct result of character familiarity and audience emotional investment pre-release.
Discussion Rate on Twitter/X (Post-Podcast)	10k–20k Arabic tweets	Especially around bold or controversial statements made during the couple interviews.