

Email Campaign

- **Champaka® Essential oil**
- **Five email Campaign promoting Champaka® Essential Oils**

1. **Email One: Ever wondered if you can instantly transform your mood?**

Elaborate briefly on the special neural connection between smell and mood, and how Champaka can tap into that characteristic by introducing essential oil blends that lift the mood, alleviate depression, enhance tranquility and induce sleep.

2. **Email Two: How would healthier skin make you feel?** (Healthy skin doesn't only look good, but also make you feel good. That title brings the reader subliminally back to the first email)

Provide evidence on the physical effect of essential oils on skin glow, reducing wrinkles and acne, boosting collagen and anti-aging elements. Emphasize the physical aspect and, importantly, its effect on the mood.

3. **Email three: Free Champaka essential oil consultation with 20% blend discount**

Welcome to the world of Champaka

The home of aromatherapy

When is the perfect time to improve the Quality of your life?

When should you be in a happy mood?

When is it best to have healthy skin?

Learn how you can change your reply from "Now" into a life-altering "Now & Forever".

How?

A complimentary consultation session with Champaka will introduce you to the healing and rejuvenating power of essential oils. Not only that—we'll enhance your aromatic experience with a custom-curated blend tailored to your personality, skin type, and unique needs. Moreover, you'll benefit from a lucrative 20% discount on your upcoming individual blend.

Join us on a memorable fragrant journey, during which you will learn how aromatic oils can:

- Relieve stress and lift the mood
- Improve sleep
- Reduce pain
- Enhance concentration
- Improve hair and skin health
- Activate anti-aging characteristics

And much more!

When you amplify those characteristics by curating a blend that suits you, just you, you can:

Enjoy being with yourself, again!

Free Consultation session CTA: [Book Now!](#)

Places Limited.

4. Email four: Three extra days to benefit from a 20% discount on your essential oil blend!

Plus, address individual psychological inhibitions in specific clients that prevented immediate order.

5. Email five: Welcome to Champaka family. Tell us more about your aromatic experience

(after few days of receiving their order):

Learn more about their experience, follow back with further blend inquiries/suggestions, and invite them to write a review.

Speech

- **Bridgestone®**
- **Seventy Years of Partnership between Al-Talayi and Bridgestone®**

Ladies and Gentlemen,

Dear Dignitaries, Executives, Stakeholders, and Employees,

A warm welcome to each and every one of you. I am overjoyed to be present among you on this special day in the life of Al-Talayi Co. Ltd. and Bridgestone, as we celebrate 70 years of excellence and exceptional teamwork in the Saudi tire market. Together, we form a formidable team, leading us into the next era of expansion and growth throughout the Kingdom. On behalf of Al-Talayi and Bridgestone, I express my deep gratitude for your hard work and congratulate you on this remarkable milestone.

I joined Saudi Bugshan Company as CEO of Al-Talayi Co. more than a year ago, bringing over 20 years of international experience with renowned multinational companies. In my first meeting with our Chairman, His Highness Sheikh Khalid Bugshan, he passionately shared how the partnership between the Bugshan and Ishibashi families began 70 years ago and how it grew exponentially to dominate the local market, becoming one of the longest-lasting international partnerships in the Kingdom. I was deeply impressed by his loyalty to this partnership, his vision for the future, and his caring attitude toward both employees and customers.

When two companies share the same culture and vision for the future, along with a relentless pursuit of perfection and innovation, 70 years of collaboration is considered youthful. Like a thoroughbred Arabian horse, known for its superior stamina in endurance racing, the renowned partnership between Al-Talayi Co. Ltd., the sole distributor of Bridgestone tires in the Kingdom of Saudi Arabia, and Bridgestone, the world's number one tire manufacturer, flourishes as decades pass. For over 70 years, we have endured the rigors of competition and harsh climates, catering to the evolving mobility needs of Saudi motorists in an ingenious and professional manner, enabling us to truly dominate the Saudi tire market.

Many people believe that a Japanese product will sell instantly, and I am sure many of the honored guests in attendance share that view. However, without proper customer service and an intricate marketing strategy based on a deep understanding of the market, the product will simply struggle to realize its full potential—much like a purebred sports car with worn-out tires. It will slide left and right on the track, losing valuable time, regardless of its engineering excellence. This is where Al-Talayi Co. steps in, with deep knowledge of the local market, to guide a perfect product across an intricate and vast country like Saudi Arabia.

Speaking of tires, many people fail to realize that every single drivetrain and powertrain component and technology in any car is transmitted to the road through tires and tires only. They are the sole points of contact between the vehicle and the road. This is where Bridgestone proves its supreme status as the number one tire manufacturer across the globe, by providing an abundance of safety and control while promoting motoring enjoyment to the fullest. No wonder we see hundreds of thousands of Bridgestone-equipped cars roaming the streets of Saudi Arabia, whether for leisure or business-related activities.

Rather than resting on our laurels, Bridgestone continues to develop its tires at a relentless pace, and Al-Talayi is currently transforming its business by developing its marketing, distribution, and sales strategies, while investing heavily in upgrading its facilities and training its workforce to accommodate the evolving needs of clients, especially female customers. Coupled with our loyal suppliers, talented Saudi workforce, and the Kingdom's Vision 2030, I am confident in a prosperous future for Bridgestone and Al-Talayi in the country, based on cutting-edge products and a customer-centric approach.

Thank you for listening.