



KETABAh



KETABAh. A Writing House

Even if you don't know us, you've probably read our words.
Our words are a canvas of imagination, emotions and untold tales...

Who are we?

Born in the heart of Riyadh in 2019, our agency thrives on innovation, we merge the brilliance of Saudi talent with a flair to redefine the world of content.

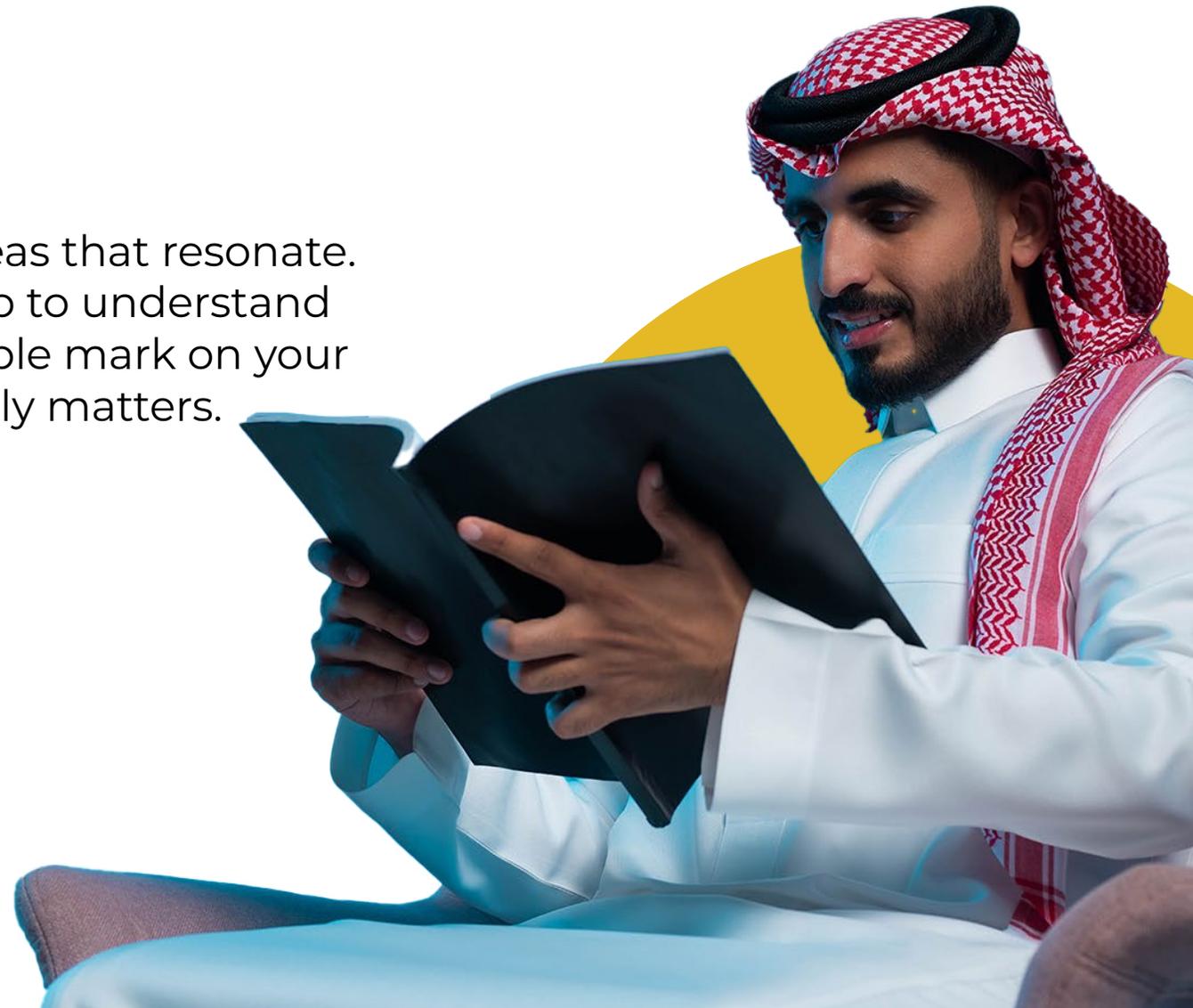
Simply, we spin words into stories that surpass the targets.

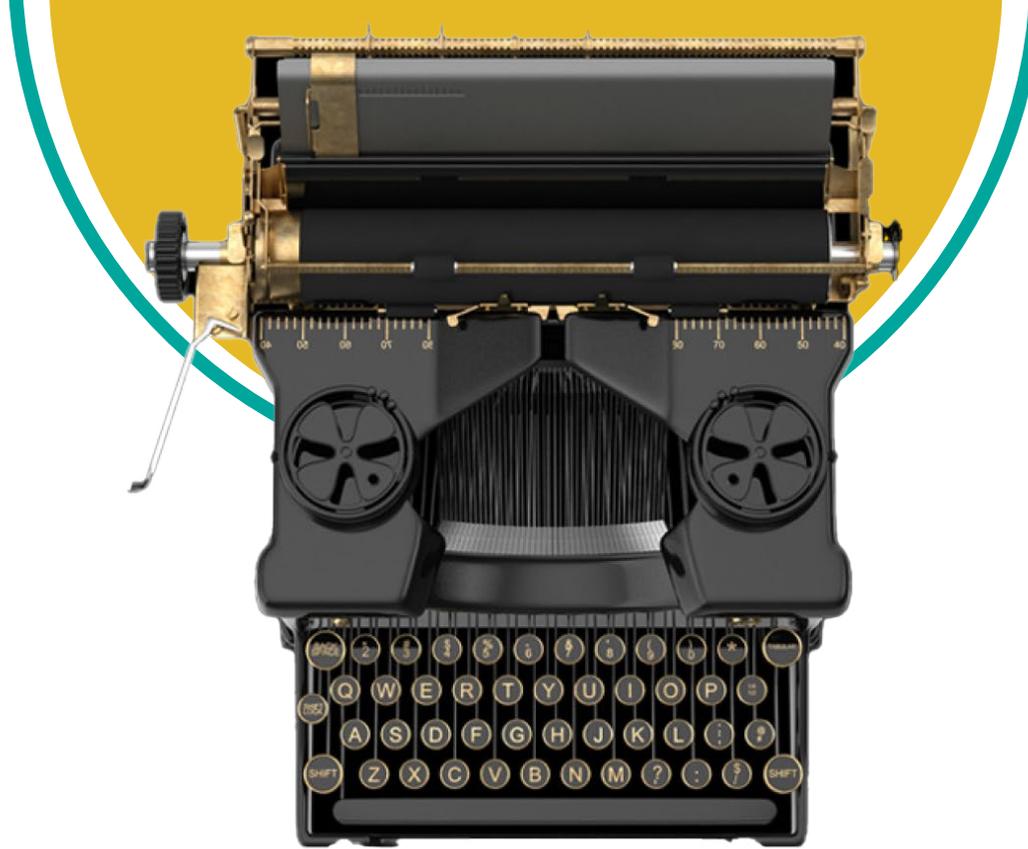


Why us?

Your story begins here.

Together, we craft powerful ideas that resonate. Our dedicated team dives deep to understand your needs, leaving a memorable mark on your audience with content that truly matters.





What do we bring to the table?



Creating compelling content that tells your story



Innovative campaigns



Developing content for insightful reports.



Crafting digital content to drive audience engagement.

KETABAh: translation that speaks your language

Not just translation. Transcreation.

Your words aren't just converted—they're transformed. We take your message and recreate it with meaning, culture, and impact. Imagine a joke that still makes them laugh in another language. A tagline that still gives chills. A brand story that feels just as powerful across borders. That's what we do. We don't just translate. We make it make sense. KETABAh – where words travel well.



**Brilliant Ideas
Deserve Brilliant Words**





Our writing methodology

Deep thought. Flawless execution.

Every project is a journey of discovery, fueled by thorough research and boundless creativity. Our writers craft narratives that captivate, inspire, and move audiences.

**Stories with
impact**





اجتماع الطاولة المستديرة السعودي-البرازيلي
SAUDI-BRAZILIAN ROUNDTABLE MEETING

Saudi-Brazilian Round Table

KVs



Social Media



Report



Press Releases

118 Published Articles
9 Media Coverages
6.8 Million Total Reach

In collaboration with the Ministry of Investment, we transformed the Saudi-Brazilian Round Table into a pivotal platform driving economic synergy between the two nations. Spanning 11,000 kilometers, our efforts united Saudi Arabia and Brazil by crafting a compelling investment narrative anchored in shared interests across culture, sports, and economic opportunities.

Through strategic messaging and creative design, we amplified the event's significance, producing 118 impactful articles that reached over 6.8 million people, including key investors and decision-makers across South America and beyond. This initiative not only expanded global awareness but also positioned the forum as a catalyst for redefining future investment opportunities between these regions.



Future Minerals Forum

KVs



Social Media



Report



Press Releases

108

Published Articles

21

Media Coverages

60.2

Million Total Reach

We partnered with the Ministry of Investment to seize that opportunity to shape the story of mining in Saudi Arabia at the Future Minerals Forum. Confronting the challenge of untapped yet promising mining potential, we delivered a compelling narrative that positioned the Kingdom as a central player in global investment and supply chains.

Through strategic social media management, precise report preparation, engaging press releases, and dynamic post designs, we crafted a vision of Saudi Arabia as the next global mining hub. This effort led to the publication of 108 articles, garnering an extraordinary reach of 60.2 million people.

With coverage in 21 key media outlets, the forum's influence extended across investment markets worldwide, turning untapped potential into a powerful call for global investors. The results not only amplified the event's impact but solidified Saudi Arabia's role in the future of mining and international supply chains.

LEAP

DIGITAL SAUDI

السعودية الرقمية
Digital Saudi

LEAP 2022

Success Story

106

Scripts
(Bilingual)

102

Translated
Documents

200

Social Media Posts
Content Creation

300

Infographics
(Bilingual)

Press Releases

97

Published
Articles

18

Media
Coverages

19.3

Million
Total Reach

At LEAP 2022, we orchestrated a narrative of innovation and transformation that redefined global perceptions of Saudi Arabia's tech ambitions. Tasked with managing the Digital Saudi initiative, we coordinated the efforts of 76 participating entities, ensuring seamless project execution and alignment.

Our contributions spanned press releases, bilingual documents, translations, and vibrant infographics, all crafted to amplify the event's global resonance. With 106 scripts, 102 translated documents, 200 social media posts, and 300 bilingual infographics, we brought the initiative to life.

The results were transformative: 97 articles published and an extraordinary reach of 19.3 million viewers cemented LEAP 2022's place as a flagship event in the global tech arena.



LEAP 2023

KVs



Social Media



Success Story



Press Releases

117
Published
Articles

24
Media
Coverages

43.8
Million
Total Reach

LEAP 2023 emerged as a transformative platform, epitomizing Saudi Arabia's journey toward digitalization with the theme, "Our Innovative Nation for an Ambitious Future." Tasked with managing 123 participating government entities, we ensured seamless collaboration and alignment, cementing the event's reputation as a global tech phenomenon.

Our work centered on creating a compelling event brand image that symbolized the Kingdom's aspirations and advanced its narrative on the global stage. Through the publication of 117 meticulously crafted articles, we amplified Saudi Arabia's story, showcasing its technological evolution and placing it at the forefront of global innovation.

This strategic campaign elevated LEAP 2023 to a milestone event, reinforcing the nation's ambition and innovation while resonating across international audiences.

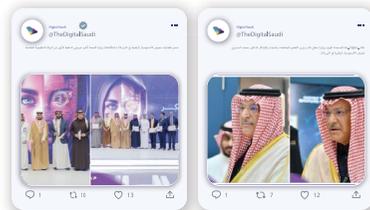


LEAP 2024

KVs



Social Media



Media Report



Press Releases

134
Published
Articles

18
Media
Coverages

23.5
Million
Total Reach

LEAP 2024 became a landmark exhibition of innovation and collaboration, and we ensured its narrative resonated far and wide. By shaping the event's visual identity, managing strategic press releases, and driving impactful social media engagement, we set the stage for success.

Detailed event reports captured key moments, including the Ministry of Health's recognition of regulatory ecosystem members and the visit of His Excellency Dr. Mohammed Al-Sudairi, Deputy Minister of Education. This holistic approach amplified LEAP 2024's vision, positioning it as a global platform showcasing Saudi Arabia's leadership in technological advancement and strategic innovation.



Gartner 2023 - Spain

KVs



Social Media



Report



Press Releases

64 Published Articles
8 Media Coverages
6.9 Million Total Reach

At Gartner 2023 in Spain, we redefined event storytelling with a compelling visual identity that resonated with global audiences. Our meticulous strategy included managing dynamic social media interactions, producing insightful press releases, and delivering comprehensive reports that highlighted the event's milestones.

This integrated approach led to the publication of 64 influential articles, reaching an impressive 6.9 million viewers.

By seamlessly blending creativity and precision, we amplified the event's message, showcasing its role as a hub of innovation and strategic thought leadership, leaving an enduring mark on the global stage.



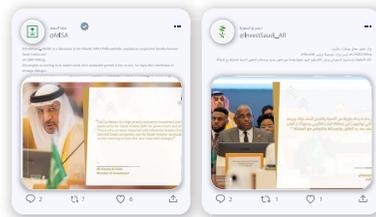
Saudi Caricom Roundtable

KVs

Social Media

Report

Press Releases



69
Published
Articles

8
Media
Coverages

3.4
Million
Total Reach

The Saudi-Caribbean Forum emerged as a dynamic platform, uniting global leaders under a vibrant visual identity crafted by our team. Collaborating closely with the Ministry of Investment, we ensured the forum's narrative resonated across diverse audiences. With proper content creation, especially the 69 powerful articles, we established its relevance and had a stellar media reach of 3.4 million viewers. Through visions and creativity, we presented 23 ministers. We translated the event from different languages to Arabic and English, and our team consistently created content for social media and articles.

This multi-pronged approach emphasized Saudi Arabia's dedication to enhancing international partnerships, making the forum a means of cross-regional collaboration. Saudi Caricom round table. We proudly turned the event into a sensation that united nations and propelled development.



Gartner 2024 - Spain

KVs

Social Media

Report

Press Releases



34
Published
Articles

8
Media
Coverages

5.7
Million
Total Reach

At Gartner 2024 in Spain, we seamlessly blended strategy with creativity to amplify the event's global impact. Our team developed a compelling visual identity that encapsulated the event's essence, while precision-driven social media management kept audiences engaged.

Comprehensive reports and expertly crafted press releases further solidified the narrative. This cohesive approach led to the publication of 34 impactful articles, earning widespread media coverage and reaching an impressive 5.7 million people.

By delivering innovation and meticulous execution, we positioned the event as a pivotal moment in the global technology landscape, reinforcing its significance in shaping the future.



World Economic Forum - Switzerland

KVs



Social Media



Report



Press Releases

37

Published
Articles

6

Media
Coverages

3.3

Million
Total Reach

We had a successful experience performing at the 2024 World Economic Forum in Switzerland and captured the event's striking visual identity among global audiences.

Our team crafted detailed reports and press releases, ensuring impactful storytelling that aligned with the forum's objectives. By managing social media channels with precision, we maximized engagement and reach. These efforts culminated in the publication of 37 influential articles, achieving extensive media coverage that connected with 3.3 million viewers worldwide.

Through innovative execution and seamless coordination, we amplified the forum's significance, positioning it as a cornerstone of global dialogue and economic progress.

Digital Government Authority

Social Media



Weekly Media Reports



Internal Communication



Press Releases



Magazine



Report



In collaboration with the Digital Government Authority, we orchestrated a dynamic blend of creative and strategic solutions. Our expertise spanned social media management, insightful weekly media reports, and internal communications that fostered engagement within the organization. From crafting compelling press releases to designing the Authority's exclusive magazine, we highlighted its relentless pursuit of digital transformation across the Kingdom.

Each element of our work seamlessly reflected the Authority's vision and milestones, positioning it as a leader in innovation. This comprehensive approach not only amplified its message but also solidified its role in shaping Saudi Arabia's digital future.



Digital Government Forum 2023

KVs



Social Media



Report



Press Releases

89
Scripts
(Bilingual)

245
Posts
(Bilingual)

146
Translated
Documents

108
Published
Articles

12
Media
Coverages

37.3
Million
Total Reach

At the Digital Government Forum 2023, our collaboration with the Digital Government Authority set a benchmark for creativity and precision. We crafted a compelling visual identity that resonated with the event's vision and strategically managed its social media presence.

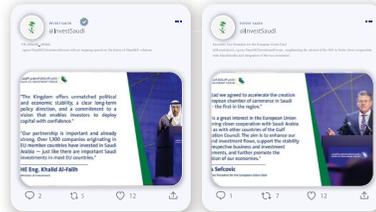
Our efforts encompassed preparing detailed reports, press releases, and translating 146 documents into bilingual formats. Additionally, 245 bilingual posts were published, ensuring inclusivity and reach. The outcome was phenomenal—108 articles across media platforms garnered exceptional coverage, reaching an impressive audience of 37.3 million viewers. This comprehensive strategy not only reinforced its message but also solidified its position in determining Saudi Arabia's digital future.

Saudi-EU Investment Forum

KVs



Social Media



Report



Press Releases

144
Published
Articles

12
Media
Coverages

37.7
Million
Total Reach

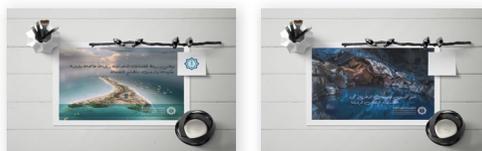
At the heart of fostering cross-continental ties, Ketabh partnered with the Ministry of Investment to establish a striking visual identity for the Saudi-European Investment Forum.

This identity captured the forum's essence, emphasizing its pivotal themes. We effortlessly managed social networks and shared interesting posts that would capture the crowd's attention. Our endeavors resulted in the release of 144 strong articles, garnering an overall media impact of over 37.7 million viewers.

The forum's influence was amplified across platforms, sparking extensive dialogue and engagement. This strategic collaboration underscored Saudi Arabia's commitment to driving global investment partnerships and strengthening international economic alliances.

Empowering Vision Realization Office for Saudi Vision 2030

Internal Communication



Social Media



Magazine



Press Releases

64

Posts
(Bilingual)

68

Translated
Documents

4

Magazines

39

Infographics

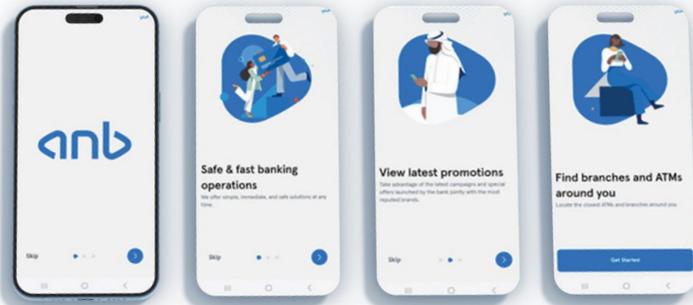
Ketabh, in collaboration with the Vision Realization Office, played a vital role in driving the narrative of Saudi Vision 2030. By expertly managing internal and social media communications, crafting compelling press releases, and producing premium magazines, we amplified their message. Our contributions included 64 bilingual posts, 68 document translations, and 39 meticulously designed infographics, each tailored to highlight the Office's initiatives. These efforts not only communicated their ambitious goals but also inspired action and engagement. Together, we advanced the vision's transformative agenda, fostering awareness and support for one of the Kingdom's most ambitious development strategies.



Transforming the Banking Experience for Arab National Bank

Application UX/UI User Experience

Forms & Reports (Bilingual)



In partnership with Arab National Bank, Ketabh spearheaded the design of an intuitive user experience (UX) and user interface (UI) for their banking application. We focused on creating bilingual prototypes and comprehensive reports, ensuring that the app met the diverse needs of its customers.

Through thoughtful design and cutting-edge technology, we helped streamline their digital services, offering users a seamless and efficient banking experience. Our contributions reflected the Bank's commitment to innovation, elevating its presence in the competitive financial landscape while making banking more accessible to all.

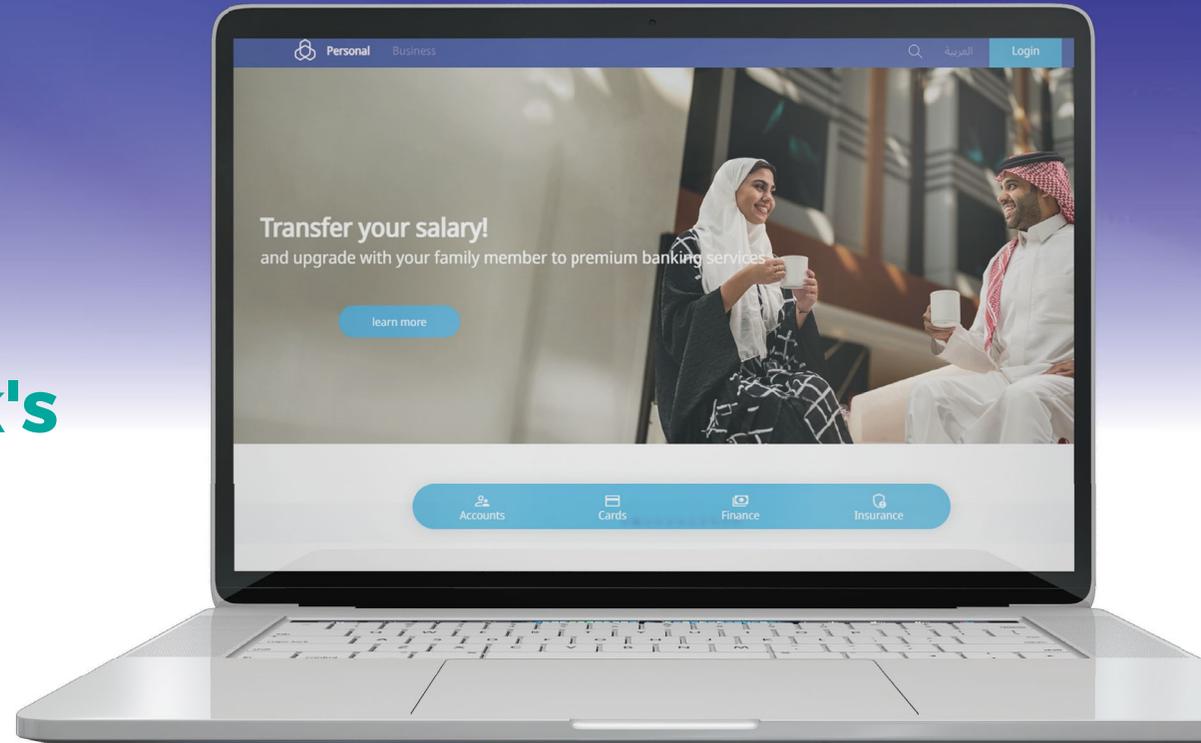


مصرف الراجحي
Al Rajhi Bank



Revamping Al Rajhi Bank's Digital Experience

Website Sitemap & Architecture/ Content



Working with Al Rajhi Bank, we aimed to redesign the website sitemap and content organization based on usability and accessibility principles.

Our efforts streamlined the navigation process, ensuring that information was organized in a clear, intuitive manner.

These changes enhanced the user experience since customers could easily access the services. Working on the aspect of digital touchpoint, we were instrumental in helping Al Rajhi Bank establish a more customer-friendly, easy-to-navigate online platform that is in tune with the bank's strategic focus of continuous improvement and customer satisfaction.

BAE SYSTEMS

BAE SYSTEMS

Social Media Content



49 Articles
39 Scripts
420 Translated Documents

For BAE Systems, we crafted a fully integrated content strategy for their social media platforms, focusing on creating compelling and engaging narratives. Our team authored insightful articles, developed engaging copy, and successfully translated 420 documents and 49 articles into bilingual formats.

This strategic approach enhanced audience interaction and fostered meaningful communication with their target demographic. By combining creative content with tailored translation efforts, we ensured that BAE Systems' message resonated globally, driving exceptional engagement and reinforcing their position as a leader in the defense sector.

Uber

UBER

Campaign Creative Content



5 Articles

76 Translated Documents

3 Scripts

In partnership with Uber, we pioneered an innovative campaign that seamlessly blended creative content with powerful messaging. Our team crafted compelling copy and authored five insightful articles while translating 76 essential documents to ensure accessibility and engagement across diverse audiences.

This campaign was meticulously designed to strengthen audience connections and communicate Uber's message in a fresh, impactful way.

By combining creativity with strategic messaging, we achieved a heightened level of audience interaction, reinforcing Uber's commitment to delivering value in an increasingly competitive market.

A photograph of two men in traditional Middle Eastern attire (white thobes and red and white patterned ghutras) shaking hands. They are positioned in front of a large window that looks out onto a cityscape. The window has Arabic calligraphy written on it in a light blue color. The text "Success partners" is overlaid in the center of the image in a bold, teal font. A yellow circular graphic element is partially visible behind the men's hands.

Success partners

Success Partners

 <p>الهدفوعات السعودية SAUDI PAYMENTS</p>	 <p>مهرجان الملك عبدالعزيز للإبل King Abdulaziz Camel Festival</p>	 <p>برنامج خدمة ضيوف الرحمن</p>	 <p>FUTURE INVESTMENT INITIATIVE Powered by the Future Investment Initiative Institute</p>	 <p>مهرجان الملك عبدالعزيز للإبل King Abdulaziz Camel Festival</p>
 <p>الهيئة العامة للترفيه General Entertainment Authority</p>	 <p>APD هيئة رعاية الأثر خاص ذوي الإعاقة</p>	 <p>الهيئة العامة للسياحة والتراث الوطني Saudi Commission for Tourism & National Heritage</p>	 <p>مؤسسة النقد العربي السعودي Saudi Arabian Monetary Authority</p>	 <p>مكتب تحقيق الرؤية Vision Realization Office منظومة الطاقة والصناعة والثروة المعدنية Energy, Industry & Mineral Resources</p>
 <p>الهيئة السعودية للفضاء SAUDI SPACE COMMISSION</p>	 <p>وزارة الاستثمار Ministry of Investment</p>	 <p>استثمر في السعودية INVEST SAUDI</p>	 <p>السعودية الرقمية Digital Saudi</p>	 <p>هيئة الحكومة الرقمية Digital Government Authority</p>
 <p>وزارة الاتصالات وتقنية المعلومات MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY</p>	 <p>موانئ MAWANI الهيئة العامة للموانئ SAUDI PORTS AUTHORITY</p>	 <p>مدرستي Madrasati</p>	 <p>بلدي balady</p>	 <p>اعتماد Etimad</p>
 <p>Human Resources and Social Development</p>	 <p>وزارة الثقافة Ministry of Culture</p>	 <p>وزارة الرياضة Ministry of Sport</p>		 <p>ملتقى الحكومة الرقمية Digital Government Forum</p>
 <p>قياس Qeyas</p>	 <p>هيئة الاتصالات والفضاء والتقنية Communications, Space & Technology Commission</p>	 <p>جائزة الحكومة الرقمية</p>	 <p>الهيئة العامة للترفيه General Entertainment Authority</p>	 <p>البرنامج الوطني لتنمية تقنية المعلومات National Technology Development Program</p>

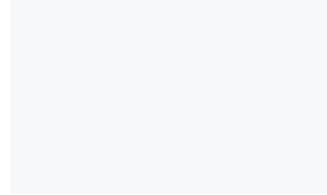
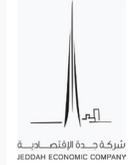
Success Partners



Success Partners



Success Partners



We Are Ready To Write For You

Brilliant Ideas Deserve Brilliant Words

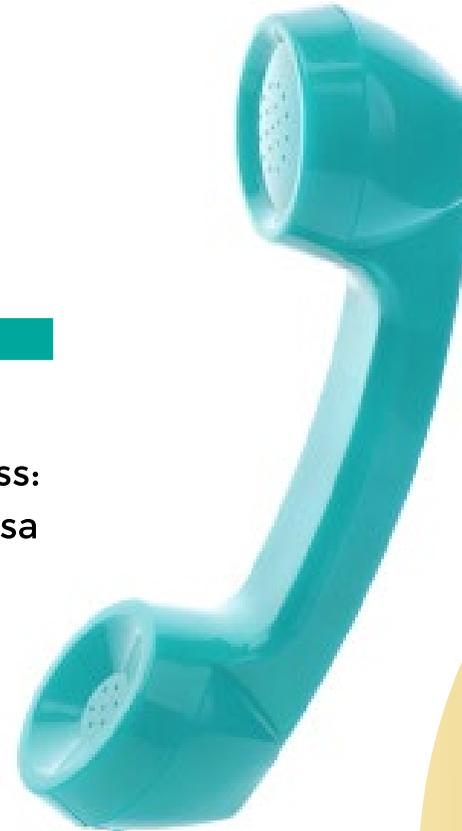
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