

**GRADUATION PROJECT 2025**  
FINANCIAL LITERACY

GRADUATION DOCTORS

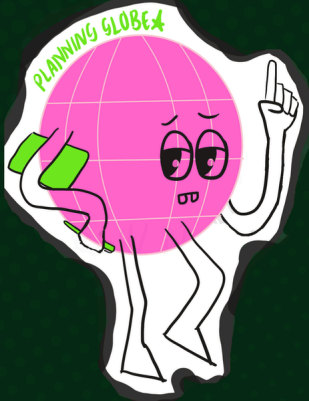
- Dr Halim Abou Seif
- Dr Sherine Zaklama
- Dr Hanan Ghaly
- Dr Heba Rashed
- Dr Nihal ElKharadly

UNDER THE SUPERVISION OF

- Dr. Nihal ElKharadly
- Salma El Samanoudy

# GAME RULES

(BACKGROUND INFORMATION)



- Increase financial knowledge and skills among Egyptian Youth
- Provide accessible and engaging financial education
- Equip GenZ to make informed financial decisions and achieve financial success

# OBJECTIVES



## QUESTS

(OBJECTIVES)

TO SPARK GEN Z'S INTEREST IN LEARNING MORE ABOUT FINANCIAL TOPICS AND MONEY MANAGEMENT.


SECONDARY

TO INCREASE GEN Z'S AWARENESS ABOUT THE IMPORTANCE OF FINANCIAL RESPONSIBILITY.

SECONDARY

TO INTRODUCE GEN Z TO PRACTICAL AND ACCESSIBLE OPTIONS FOR MANAGING THEIR MONEY EFFECTIVELY.

SECONDARY




## QUESTS

(OBJECTIVES)

TO EDUCATE AT LEAST 30% OF GEN Z ABOUT THE BASIC FINANCIAL SKILLS THEY NEED FOR EVERYDAY LIFE BEFORE THE CAMPAIGN ENDS.

PRIMARY






# TARGET AUDIENCE




## OUR PLAYERS

(TARGET AUDIENCE)

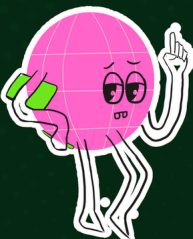
BROKE FIRE




INVESTING COIN




BUDGETING GLOBE




SAVING STAR



SHOPAHOLIC FISH





## BROKE FIRE

PRIMARY PLAYER (TARGET AUDIENCE)



Level 04

Age 16-24

Class A-B

Current Concern:

- Securing Financial Stability
- Have no guidelines for saving, budgeting and investing

Cancels on friends

Financial Literacy

Not having money left by the end of the month

Like engaging content




## PRIMARY MESSAGE



**FINANCIAL LITERACY WILL MAKE GENZ WALLET-SMART**







# Spotify Wrapped MENA Region

Publicist Inc. —  
AE Assignment



Contents

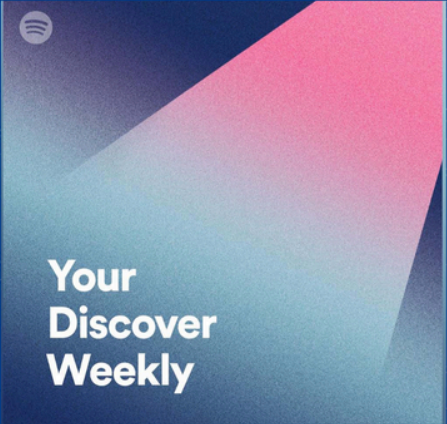
- ★ OBJECTIVES
- ★ MESSAGES
- ★ STRATEGY
- ★ EVENT PLAN
- ★ CONTENT
- ★ OUTLETS



## WHY



Spotify's constant curated recommendations and playlists make it one of the best platforms for new artists to spread their music.



Leaning on to this, Spotify is a platform that helps spread culture, voices and art across the world.



## OBJECTIVES

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Objectives

### OBJECTIVE

To position spotify as the leader for boosting new MENA artists.



Objectives

### OBJECTIVE

To change perception that newer music is just as meaningful as older ones.



## MESSAGE

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## MESSAGE

SPOTIFY CELEBRATES MENA

A فن, TALENT AND CULTURE.



## STRATEGY

استراتیجی





