

Journey to the Results

Gulf Bank Red AD

How I helped shape a youth-led campaign for Gulf Bank's Red Card, from concept and scripting to creative direction, styling, and campaign optimization.



▶ Campaign video — TikTok & YouTube



01

The brief

Gulf Bank needed Gen Z-focused content to promote the Red Card and connect with young audiences in Kuwait.



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Concept and idea development

Helped develop the campaign concept and shape one of the early ads created by youth for youth, with a tone designed to feel relevant, relatable, and current.



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Scriptwriting

Helped write the script and structure the message so the ad clearly communicated savings, card benefits, and smart everyday use.



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Creative direction

Led creative direction for the campaign, shaping the visual style, tone, pacing, and overall feel of the advertisement.



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Casting and styling

Helped with casting and served as the stylist for the full advertisement to make the campaign feel authentic and aligned with youth culture.



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Campaign management and optimization

Managed Meta and TikTok campaign activity, tracked views, engagement, and conversion signals, and used performance data to refine targeting. Also supported educational content to inform and empower youth.



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Results

Contributed to stronger customer trust, increased awareness of Gulf Bank's youth card offering, and growth in account openings.

What I worked on



- Concept development
- Scriptwriting
- Creative direction
- Casting
- Styling
- Youth card campaign support

Platforms and signals



- Meta Ads
- TikTok
- Views
- Engagement
- Conversions
- Audience insights

Outcome



- Built trust with Kuwaiti youth
- Supported youth card awareness
- Helped improve targeting through performance insights
- Contributed to account opening growth



Result: a youth-led campaign that made Gulf Bank's Red Card feel clearer, more relevant, and more trusted among young audiences.