



PROBLEM

Bugles started being made in Saudi — but local production doesn't equal cultural acceptance.

To truly belong, Bugles needed Saudis to define what Saudi Bugles means in their own language, humor, style, and flavor.

INSIGHT

When Saudis love something, they don't just eat it.

They remix it.
They meme it.
They own it.

IDEA

We challenged Saudis to remix the Bugles crunch — turning our sound into their playground... And they went all in!

From recipes and music, to memes, finger hats, Kabsa toppings, and even salads (don't ask), the sound became a cultural remix.

That's when Bugles stopped belonging to us, and started belonging to them.

#HOW I CRUNCH IT

FROM SAUDI-MADE TO SAUDI-OWNED.!!

EXECUTION

1. Sound-First: Launched an original Arabic jingle built around the Bugles crunch.
2. Creator Wave: Comedy, lifestyle, and food creators kicked off the trend with wild remixes.
3. Community Chaos: Bugles turned into Kabsa toppings, Areeka crunches... even salads (don't ask).
4. As the jingle spread and recipes flooded in, we built the Bugles Recipe Archive — a digital home for every new crunchy creation that followed.

THE CRUNCH YOU LOVE IS NOW MADE IN SAUDI ARABIA



RESULTS

44M views
(30% organic)

688K+ engagements

91.6% positive sentiment
(7% neutral)

240 UGC videos using our track

27,949 recipes saved

65% growth in eCommerce in-market sales (IMS)