Global Brand & Communications in partnership with The Office of the Provost

FACULTY IN FOCUS

FALL 2022

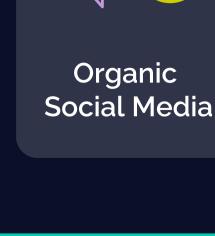


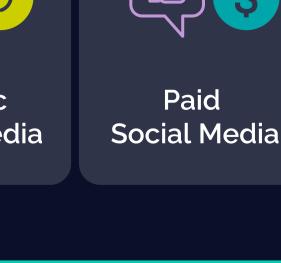
Celebrate our Faculty Showcase their work on a global stage

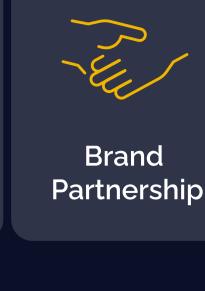
Campaign Goals

- Help attract new talent to KAUST
- Campaign Scope

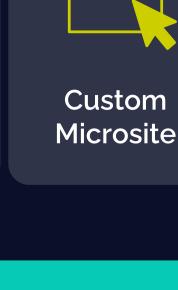








Campaign Reach



•••



جامعة الملك عبدالله

King Abdullah University of

Science and Technology

للعلوم والتقنية

OVERALL REACH 2,246,270 % **SAUDI ARABIA KAUST Official**







TOTAL VIDEO VIEWS





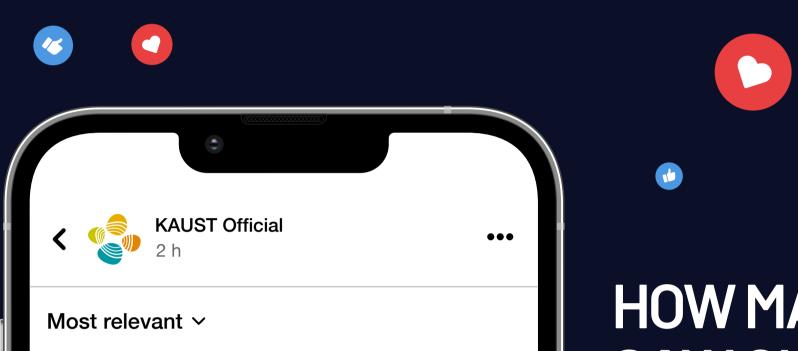


That is 4X the average video views of Princeton





TOTAL ENGAGEMENTS That's a higher 4,520,902 average engagement rate than Harvard, Oxford



Awesome interview, what an inspiring

professor and scientist 🙏

1.79% ORGANIC ENGAGEMENT RATE

HOW MANY PEOPLE SAW OUR POSTS

and Cambridge

COMBINED



THE Website Display Ads THE Social Media Ads

SUBSCRIBERS

KAUST **FACULTY**

IN FOCUS

KAUST

LATEST NEWS >

plummets post-Covid iii By Tom Williams 9 june

What cancel culture?

Most students happy

By Tom Williams 9 June

AND DIGITALLY AVAILABLE TO

HUNDREDS OF THOUSANDS

OF DIGITAL SUBSCRIBERS

with freedom of speech

FIF BRANDED EMAILS

PROFESSIONAL

Spotlight

Times Higher Education's academic holiday guide

The Covid pandemic severely limited travel options during the past

years. But with restrictions finally lifting and with summer beginning

THECampus

TOP STORIES >

2022 @

8-Page Print Supplement inserted in THE Magazine

OUR CONTENT WAS SEEN OVER Meet pioneering faculty at one of the world's leading STEM universities tackling global challenges.

OVER A 1 MONTH PERIOD

THE Email Sponsored Contents



TIMES ON THE THE WEBSITE

OUR THE ADS WERE SEEN

8 PAGE SUPPLEMENT

DISTRIBUTED PHYSICALLY

Bringing together the best minds

from around

Established in 2009, King Abdullah University of Science and Technology (KAUST) is a graduate research university devoted to finding solutions for some of the most ing scientific and technological challenges in the world as well as Saudi Arabia in the areas of food and health, water.

energy, environment and the digital domain.

KALIST is a curiosity-driven, interdisciplinary problem-

solving environment, with state-of-the-art labs.

distinguished faculty and talented students

the world

KAUST Stats

69%

Ph.D. only

Khaled Salama

Patience & Perseverance: Paving the Path to Discovery Area of research: At the heart of Salama's research is the study Area of research: At the heart or squames research is the study and development of biosensors which can be used to test lany amounts of blood. sweat, or even trans for markers of disease. amounts of blood_sweat, or even tears to markers of disease in the human body. A recent knowation by his department allows for a handheld device to detect COVID-49 from a simple seab.

down to the exact strain, with greater than 90% accuracy. Drive behind his work: Solama has a genuine passion for science

and is molivated by the positive impact this technology could

pie have started to in addition Salama is devoted to his

netics. This is writing some exciting things are. Sulama is a great believer in the importance.

some executing trungs are supporting and people are now looking into it proud to be working at KALST where it is

research is happening at the interface between affection. He cares about their fulled and their success at KAUS

have on the global healthcare industry.

"I call shorn the loss," he says with great

not just about their success at KAUST.

M.S. and Ph.D.

1,530

2,545

M.S. only

1,627

IN THE'S MAGAZINE

120 Countries & territories represented KAUST brings together the best minds from around the world to advance research. More than 110 different nationalities use, work and study on campus KAUST is also a catalyst for innovation, occoomic development International and social prosperity, with research resulting in novel patents and products, enterprising startups, regional and Collaborations global initiatives, and collaboration with other academic institutions, industries and Saudi agencies. Over the following pages, hear how our faculty members are making leaps forward in exciting failes like men ecosystems, nanotechnology, early cane desort agriculture and sustained Find their full va-Red Sea Corals Dana Alsulaiman Meet the Effervescent Bloengineer, Tackling Cancer One Step at a Time development of bosensing technology that can emarce the ability of physicians and clinicians to detect cancer in its early stages, namely by detecting changes in biomarkers such Deive behind her work: White the science itself is more than peive bening tier work whose the spence itself is more than enough to propel her through each day. Alsulaiman doesn't hide the personal vendetta she has against cancer – a disease that One of the biggest global challenges that I'm trying to play a part in is making sure that I can get high-boularly healthcare Ph.D. at EPHE, France

high-quality healthcare accessible to people and personalized treatments to a wider range of people.

Journey to KALIST

Joined KALIST IN YORK

from all over the world.

Xiaohang Li

the Sky is the Limit

confined to Earth

or become a multi-

we're going to need smallet cheaper.

nore-powerful

werse as well as the Earth

Area of research: Lis research focuses on fourth-generation semiconductors, which have proporties that will be a minimum requirement when the time comes for humanity to explore the

fernity set on the future of humanity. And that's why has grateful for his position at the future that is the position at the future that is the f

KAUST Rather than being restricted to

projects that will have a practical impact.

projects that will have a practical impact. In the next couple of years, XAUST encourages exploring bose sky problems.

that may bear fruit in ten years or fifteen

years. This freedom is what allows Li and

outset cancer in its early stages and to choose the most effective

FACULTY IN FOCUS

Al-Sulaiman

GLOBAL SUSTAINABLE
DEVELOPMENT KAUST to host the Global Sustainable Development bit.ly/GSDCongress23 Congress 2023 A historic meeting of minds on the shores of the Red Sea The 2023 Times Higher Education (THE) Global Sustainable Francesca Benzoni na 2023. This will be the first THE congress hold in the Middle East. Into the Deep: Unlocking the Evolution of Area of research: Understanding the diversity and distribution of corals is the goal of tierson's research. Coral reefs are a critical feature of the marine ecosystem and the Red Sea is home to a number of species not found anywhere else in the world. Benzon is here to discover how and why that happened by determining their place in the evolutionary process. Drive behind her work: Benzon's passion for evolved from an interest in the natural world trial began when she was act a child. Understanding nature - absorbing all the knowledge she could about its resources and It's a weird, primordial its processes – was more than just curiosity lists a wester, present our to produce and being at soa with her students, positions and being at soa with her students, positions and the produce and the pro know how to explain

It. There's no better

It opens to explain the second of the seco Faculty in Focus way for students to ber job Her sean is assertate and scientific from a multitude of customs and scientific. Learn than to see a discovery unfold buffore their eyes. The see is where they make discoveries. Meet the pioneering faculty tackling global challenges before their eyes.

Faculty in Focus: Ikram Blilou

Faculty in Focus: Frédéric Laquai

The 'Accidental' Plant Biologist Making

Waves in Desert Agriculture



We found (as anticipated) this multi-faceted and comprehensive

approach was extremely successful,

exceeded our pre-determined targets.

that offers Arabic and English language.

Findings & Recommendations

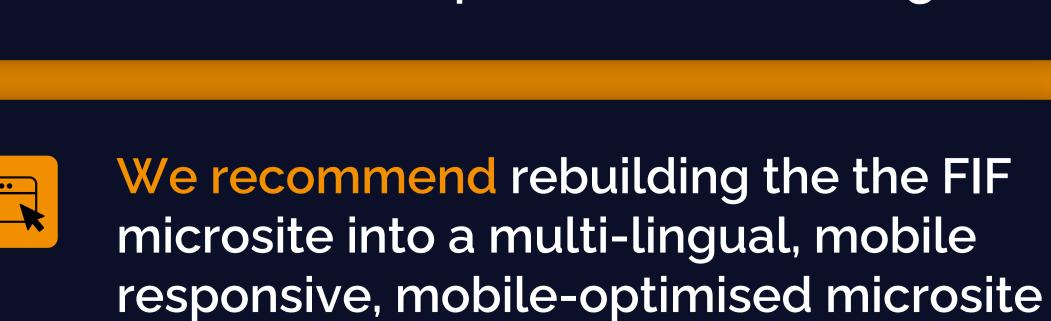
Into the Deep: Unlocking the **Evolution of Red Sea Corals.**

Associate Professor of Marine Science & Associate

Director of KAUST's Red Sea Research Conte

Patience and Perseverance - Paving

the Path to Discovery



with the data showing that we

We recommend expanding our our digital marketing targets to ensure we don't miss out on a larger percentage of our prospective audience.

www.kaust.edu.sa/facultyinfocus