

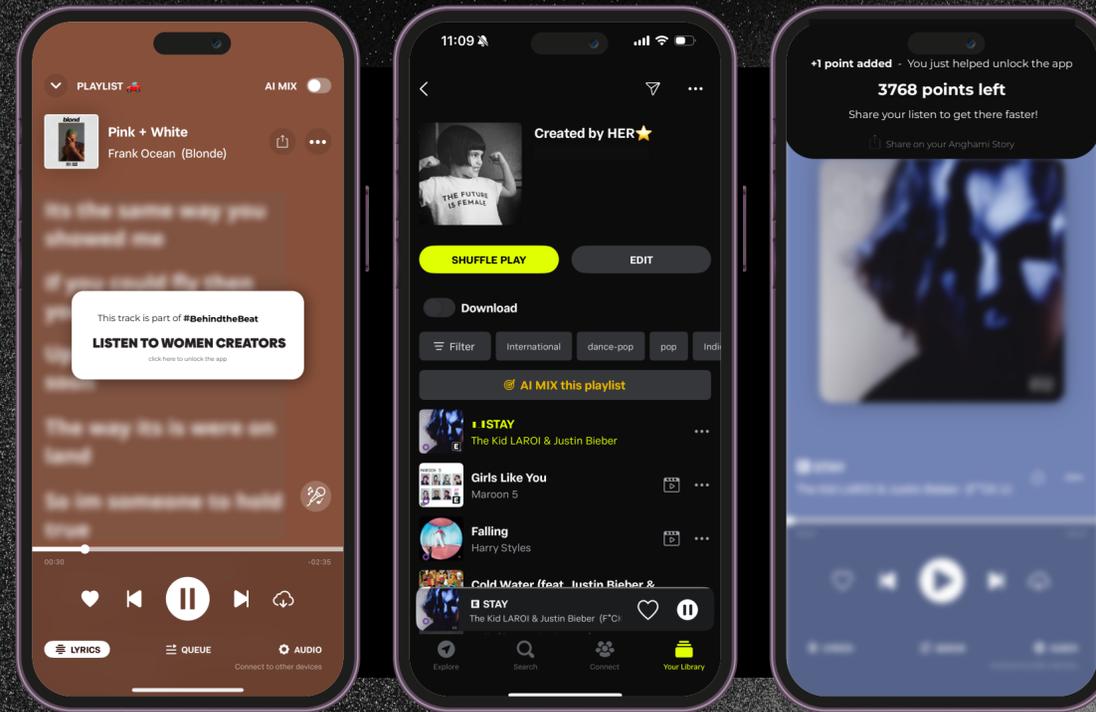
BEHIND THE BEAT

SOME BEATS ARE MADE IN SILENCE
 ANGHAMI X BALANCE THE MIX

Revealing women's invisible role in music through sound and silence



HOW DOES IT WORK? In App Activation



Users open the Anghami app and everything looks normal.

They play any song they want:

- If women worked behind the beat → song plays normally
- If no women worked behind the beat → song is muted and lyrics are blurred.

A pop-up message then appears, redirecting users to a playlist featuring songs with women contributors.

Each time a user listens to one of these songs, **1 point** is added toward a shared goal.

Once the goal is reached, the app unlocks fully: lyrics are no longer blurred and songs are no longer muted.

INSIGHT

When women work behind the scenes in music, their contributions often go unseen or uncredited.

Listeners enjoy the final song without ever knowing who helped shape the beat.

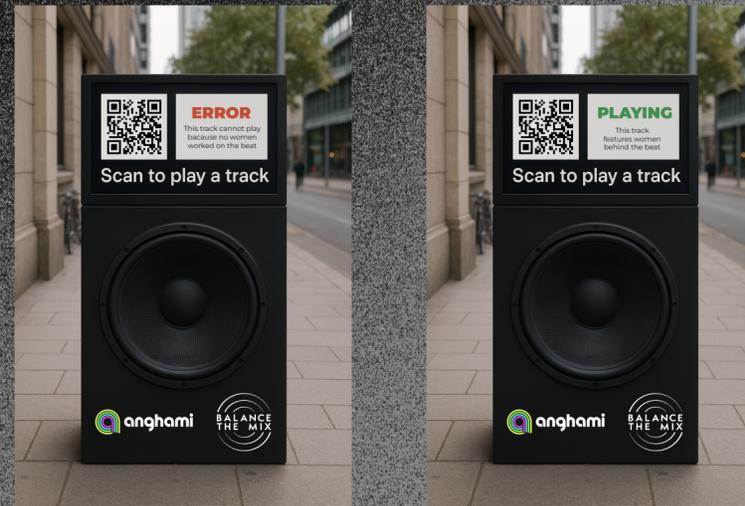
CAMPAIGN IDEA

Behind the Beat is a campaign that reveals something most people never think about. Many of the songs they listen to every day were created without knowing that women worked on them.

The idea highlights this by creating small moments where music is silent when women are missing behind the beat, and complete when they are included. The campaign encourages people to pay attention to who is shaping the sound they love and to support and celebrate women creators.

#BehindTheBeat

Street Activation



A speaker installation reacts differently depending on whether women were involved in the music. If women worked on the track, the music plays. If not, the speaker stays silent, turning the idea into a physical and shareable experience in the real world.

Paid Media

Social media

Owned Media

Anghami App

Shared Media

Social conversation driven by #BehindTheBeat

Earned Media

Press coverage around the street activation

Social Media Posts

