

BIOGRAPHY & PORTFOLIO

ABDULRAHIM NUKTA

WORK Achievements

Brands Managed



Total Budget Handled



Lead Generation



Marketing Campaigns Executed



Corporate Tenders Secured



Scan Me



Eng / Abdulrahim Nukta

BRANDING

02 Visual Language

03

2.6

Brand-Mark Construction

Shown aspects is the information on the construction of Eban's brand mark using a strict and balanced method to create a strong visual impact.

BRAND STRATEGY

01

2.9

Logo Icon

The most version of the Eban's logo is reserved for use in extremely small sizes, such as social signatures. Please consider the legibility and minimum size gaps when using the logo.

03

2.1

Brand-Mark Concept

Eban's is an Arabic word that means starting. This key concept was translated into a visual creative metaphor using the idea of connected segments as shown opposite.

3.2

Primary Colour Palette

Eban's primary colours combined object a sense of precision, clarity and technology in print, use only the colours shown here. Please follow the guidelines demonstrated in this document to understand when to use each colour.

Turquoise	Soft Blue	Very Dark Blue
HEX: #00BFC4	HEX: #4A86E8	HEX: #002060
CMYK: 80, 100, 50, 5	CMYK: 42, 88, 50, 5	CMYK: 100, 88, 50, 5
PANTONE: 3355-C	PANTONE: 2865-B	PANTONE: 2865-B

2.2

We Are Happy You Are Here!

These concepts and guidelines are to help create visual and brand consistency across all our communications. We ask you to read closely all the conceptual guidelines and visual grammar laid out in this document to create the right look and feel of the brand.

3.15

Visual Language

2.7

Overview

Designed for investment's clarity. Privileged for high-technology. Celebrated for comprehension. Welcome to your home!

3.7

English Typeface

Nekst is the official typeface for headlines. It is modern, distinctive, and technological.

Aa

Regular Medium Semibold

3.4

Colours Priority

Eban's visual system includes light and dark color applications, enabling more dynamics and variety. Use the right look for each media, visual, website, and mobile user interface. In printed events and communications, opt for the dark mode. Please take care of the percentage and proportion of the colours on defined aspects.

1.3

Brand Strategy

Expressive
Inspiring
Visionary
Creative

2.7

Logo Variations

We prefer to use the bright formats of the logo for digital presence, while in physical applications, we recommend the dark mode.

3.6

Arabic Typeface

Cairo is the official typeface for Arabic content. It is modern, clean, and clear.

أ ب

Regular Semibold Bold

3.13

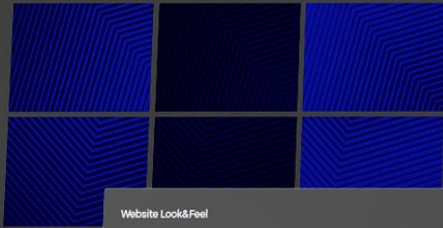
Icons Colouring

Detailed here is the essential colouring of Eban's ID icons. Please don't try other combinations apart from the shown when opposite.





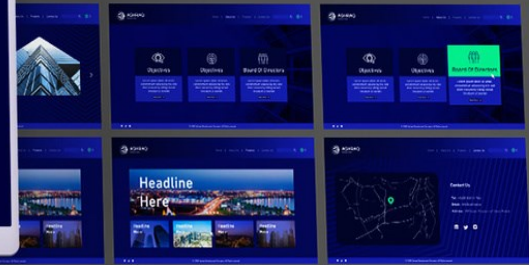
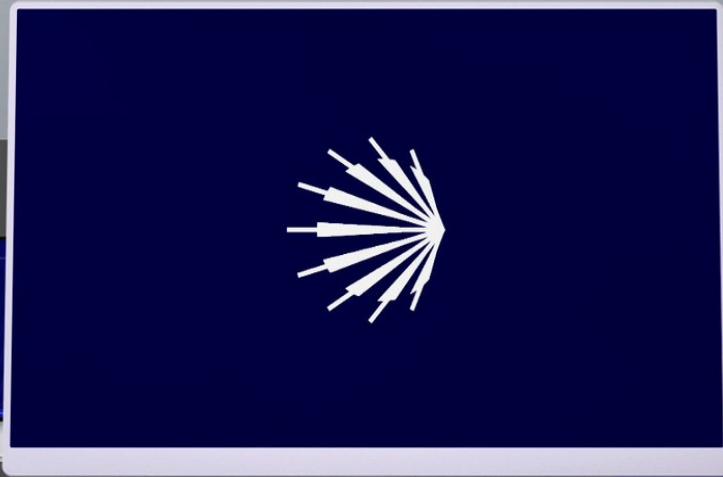
Graphic Element

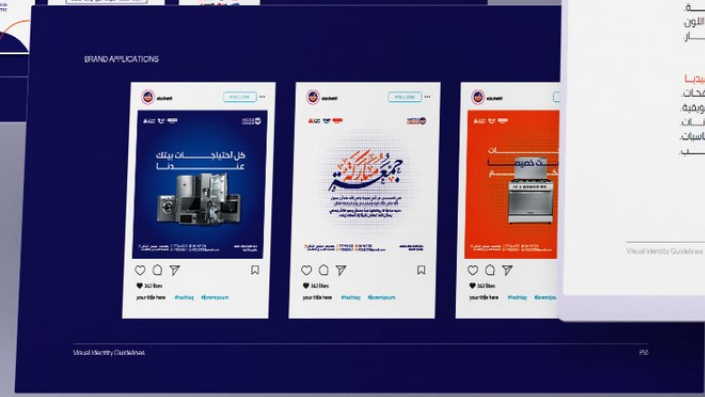
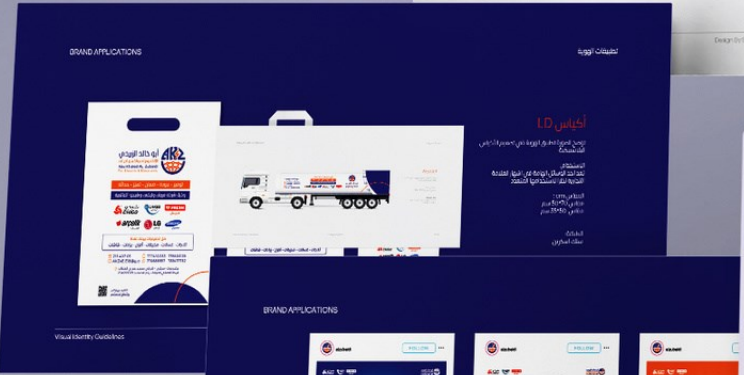


Color Palette



Website Look&Feel







EBDE e-learning Platform
Social Media Strategy

Our business objectives

Business Objective	Social Media Goals	Metrics
Grow brand	Awareness <i>(Illuminate our current and potential audience)</i>	Followers, Shares, etc.
Turn Customers into advocates	Engagement <i>(Show how audiences are interacting with our contents)</i>	Comments, Likes, @mentions, etc.
Drive Leads and Sales	Conversions <i>(Demonstrate the effectiveness of our social engagement)</i>	Website click, mail signup, etc.
Improve customer retention	Consumer <i>(Reflect how active customers think and feel about our brand)</i>	Testimonial, social media sentiment, average response time, etc.



EBDE e-learning Platform

Certificates

Certificate Sample



Symbols & Meanings



coat of arms, the principal part of a system of hereditary symbols dating back to early medieval Europe, used primarily to establish identity in battle. Arms evolved to denote family descent, adoption, alliance, property ownership, and, eventually, profession. IN THIS LOGO THE SHIELD ALSO POINTS UP REPRESENTING DEVELOPMENT AND EVOLVING METHODS and the circle bricks on top illustrating the comfort and safety of a home and that our project is uplifting



stars of the european union



THE CROWN REPRESENTS
The Three Crowns (in Swedish known as the Tre Kronor) is a national emblem of Sweden.



the book represents and illustrates
education and publishing house



EUROPEAN BOARD FOR DEVELOPMENT AND EDUCATION



the yellow cross in the E of europ on the blue background
represents the swedish flag where our project was founded



The blue is symbolic of truth, vigilance, perseverance, loyalty and justice
while the yellow is representative of generosity



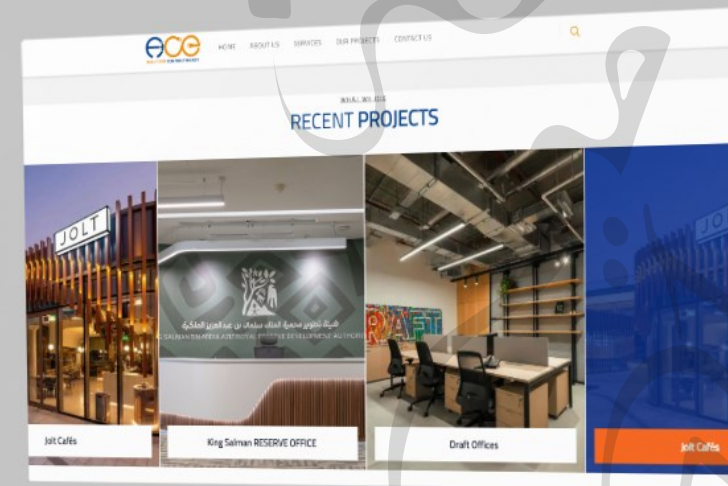
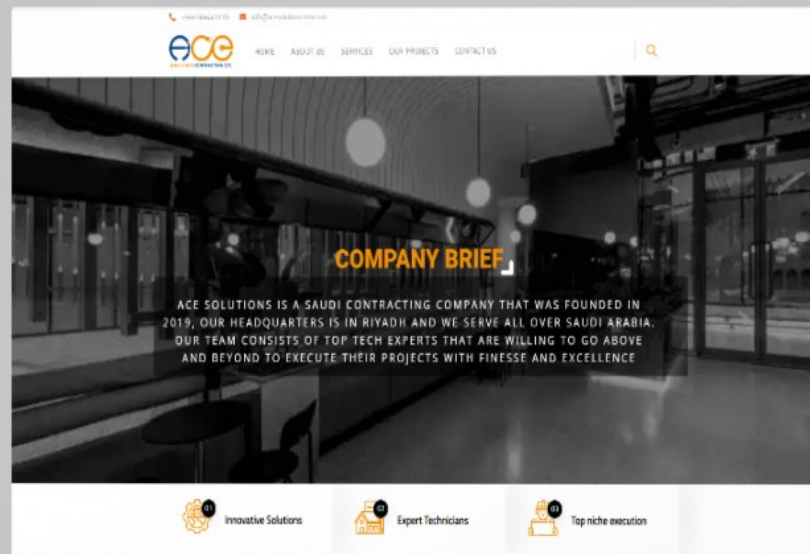
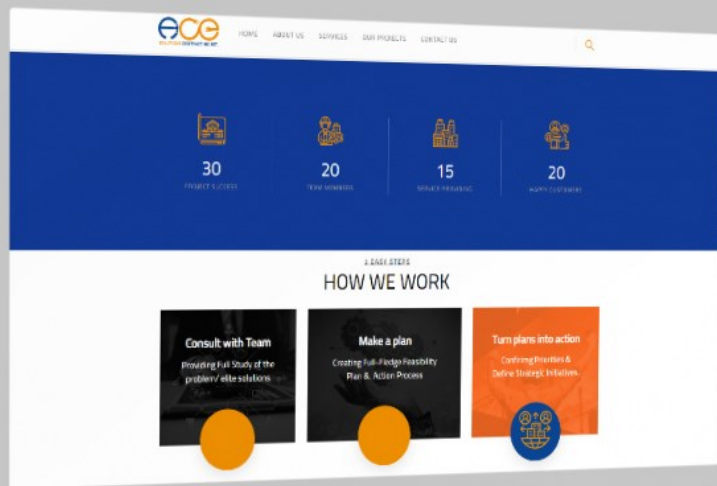
EBDE

Social Media Platforms Plan

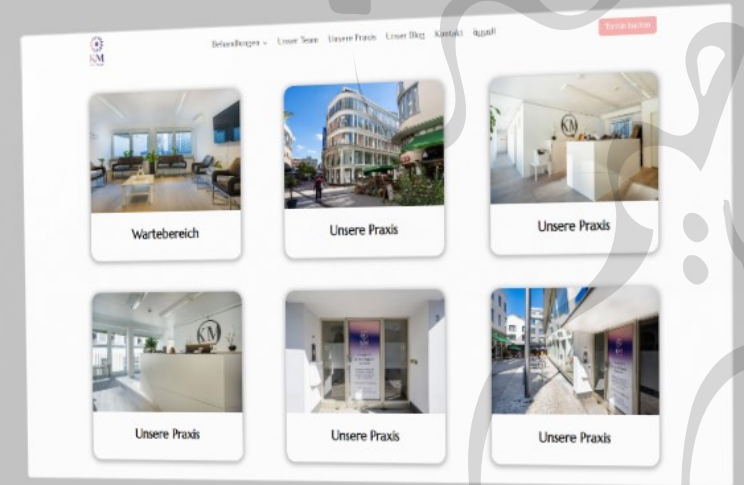
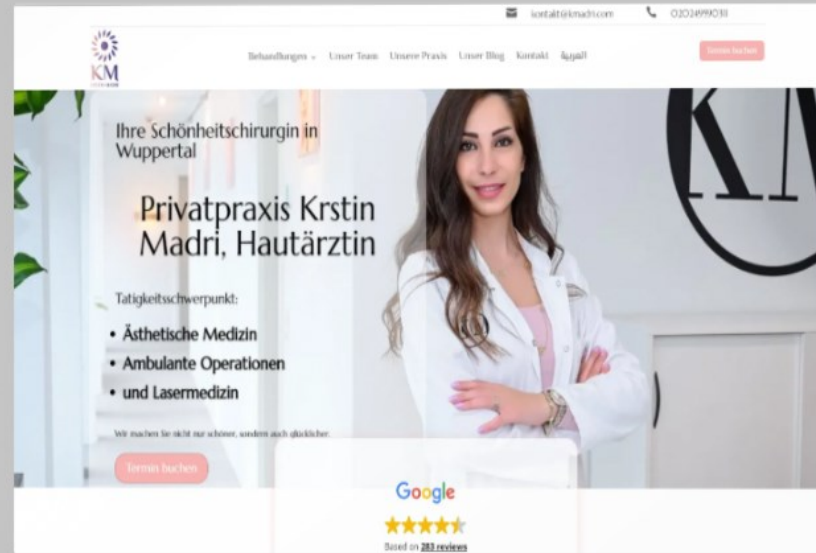
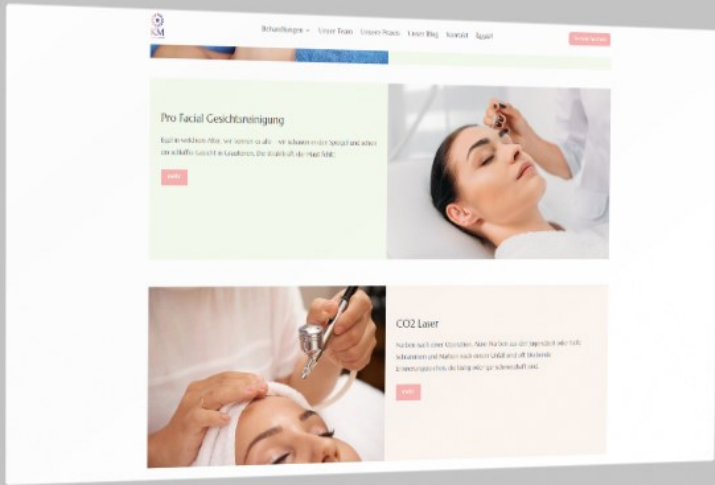


Brand Strategy & Identity: Defining Mystro's market position and visual identity.

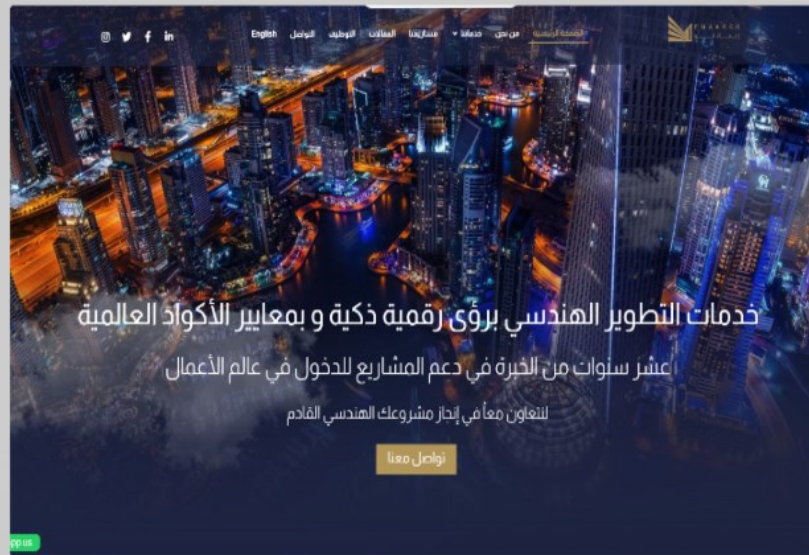
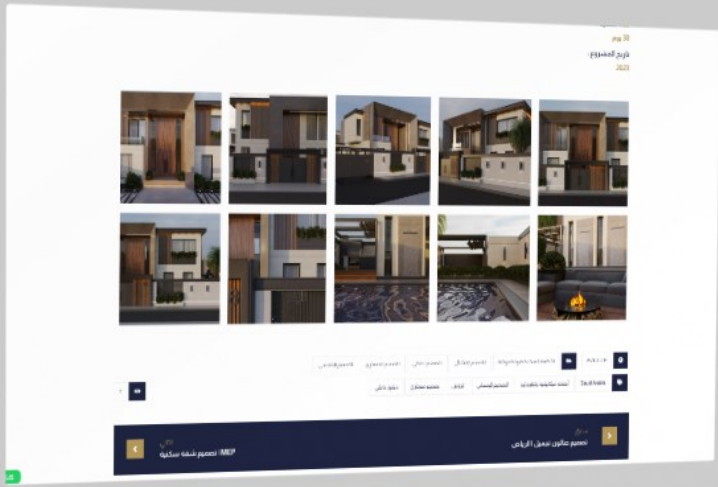
WEBSITES DEVELOPMENT



Design and development of a website for Ace Solutions, an engineering company in Saudi Arabia.



Design and development of a website for Karisma Clinic.



Design and development of a website for Emaarco Brand.

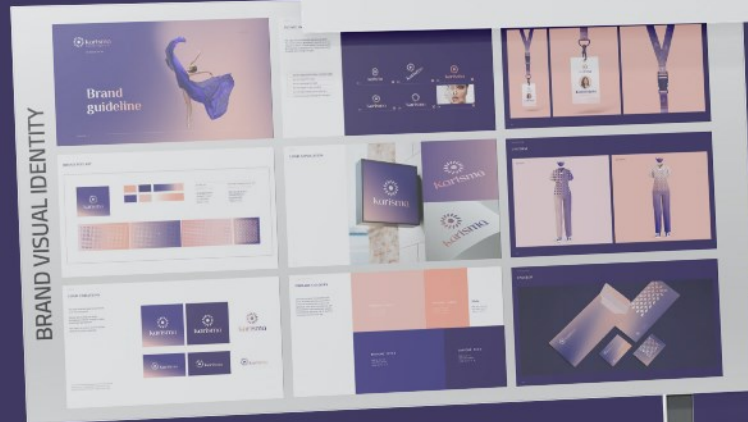
DIGITAL MARKETING

VISUAL PRESENCE



Overview

Category	Details
Email Marketing	Budget: €30,000
	Open Rate: 35%
	Click-Through Rate: 15%
Patient Referral Program	Outcome: Increased patient retention by 28%
	Budget: €50,000
	Participants: 1,000 patients referred new clients
Public Relations and Media	Outcome: Achieved a 35% increase in consultations and bookings
	Budget: €100,000
	Coverage: Featured in 10 major publications, reaching an audience of 1 million
	Outcome: Enhanced brand credibility, 20% new patient inquiries



Case Study: Analyzing Karisma's successful strategies and key insights

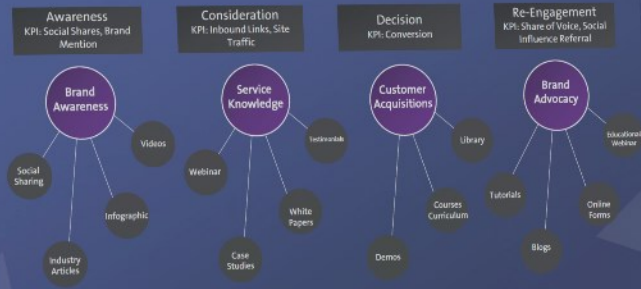
TACTICAL PLAN

YOUR *Printable* PLAN FOR KILLING IT WITH CONTENT MARKETING ONLINE

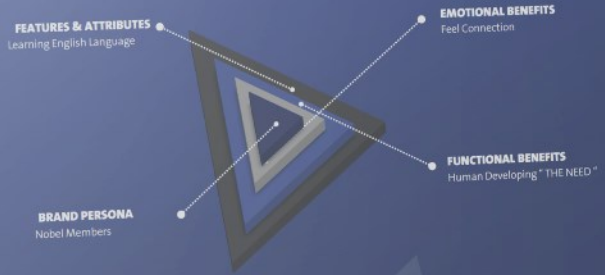
	GOAL	TARGET	KEY METRICS	PROTOCOL	COMMUNITY DEALING	CONTENT CATEGORY	VOICE/TONE	ACTION ITEMS	PLATFORM FEATURE	PUBLISHING FREQUENCY	DURATION
SEO	Increase Website Traffic, SEO Priority	Developing High Quality Content, Content Calendar, Content Strategy, SEO Update	Traffic, Clicks, SERP Ranking	SEO Keyword Research	Industry Blog	How-to, List, Why, Us, Services, Service Menu, Decision, etc.	Authoritative	Blog, Content Calendar	Posting on all active blogs, Max a Calendar, Content	Article 1x/Week, Update 1x/Week, Update 1x/Week	3-6 Months
F	Increase Brand Awareness, Increase Brand Engagement	Multi-Platform Social Media Integration	Views, Comments, Shares	40-50 Characters	WhatsApp, Facebook, YouTube, Instagram, LinkedIn, etc.	Brand News, Service Menu, Decision, etc.	Authoritative	Facebook, Instagram, YouTube, etc.	Posting on all active social media, Max a Calendar, Content	Post 1x/Week, Update 1x/Week, Update 1x/Week	3-6 Months
IG	Increase Followers, Promoting Website	Grid Posts, Stories, Reels, Highlights, Direct DMs	Followers, Likes, Comments, Shares, Engagement	All content must have a consistent theme, use basic 1/3rd - 2/3rd rule, etc.	WhatsApp, Facebook, YouTube, Instagram, LinkedIn, etc.	Brand News, Service Menu, Decision, etc.	Authoritative	Instagram, YouTube, etc.	Posting on all active social media, Max a Calendar, Content	Post 1x/Week, Update 1x/Week, Update 1x/Week	3-6 Months
LI	Increase Brand Awareness, Promoting Website	Articles, News, Updates, Company News	Views, Comments, Shares, Engagement	40-50 Characters	WhatsApp, Facebook, YouTube, Instagram, LinkedIn, etc.	Brand News, Service Menu, Decision, etc.	Authoritative	LinkedIn, YouTube, etc.	Posting on all active social media, Max a Calendar, Content	Post 1x/Week, Update 1x/Week, Update 1x/Week	3-6 Months
TI	Promoting Website, Content Marketing	Articles, News, Updates, Company News	Views, Comments, Shares, Engagement	40-50 Characters	WhatsApp, Facebook, YouTube, Instagram, LinkedIn, etc.	Brand News, Service Menu, Decision, etc.	Authoritative	Twitter, YouTube, etc.	Posting on all active social media, Max a Calendar, Content	Post 1x/Week, Update 1x/Week, Update 1x/Week	3-6 Months
Y	Increase Brand Awareness, Video Collaborations	How-to, List, Why, Us, Services, Service Menu, Decision, etc.	Views, Comments, Shares, Engagement	40-50 Characters	WhatsApp, Facebook, YouTube, Instagram, LinkedIn, etc.	Brand News, Service Menu, Decision, etc.	Authoritative	YouTube, etc.	Posting on all active social media, Max a Calendar, Content	Post 1x/Week, Update 1x/Week, Update 1x/Week	3-6 Months
FB	Increase Brand Engagement, Increase Reviews	How-to, List, Why, Us, Services, Service Menu, Decision, etc.	Views, Comments, Shares, Engagement	40-50 Characters	WhatsApp, Facebook, YouTube, Instagram, LinkedIn, etc.	Brand News, Service Menu, Decision, etc.	Authoritative	Facebook, etc.	Posting on all active social media, Max a Calendar, Content	Post 1x/Week, Update 1x/Week, Update 1x/Week	3-6 Months

Content Marketing Mix

CONTENT STAGES



BRAND ESSENCE MODEL



INSTAGRAM

ISSUE	RECOMMENDED	NOT RECOMMENDED	NOTE
Bio		X	Not Official
Random Highlights Cover		X	
Brand Color		X	Need more Audit
Publishing Rhythm	<input checked="" type="checkbox"/>		
Grid Theme	<input checked="" type="checkbox"/>		
Occasion	<input checked="" type="checkbox"/>		
Repeated Designs Template		X	
Business Core	<input checked="" type="checkbox"/>		
Stories	<input checked="" type="checkbox"/>		NEED
UGC	<input checked="" type="checkbox"/>		NEED

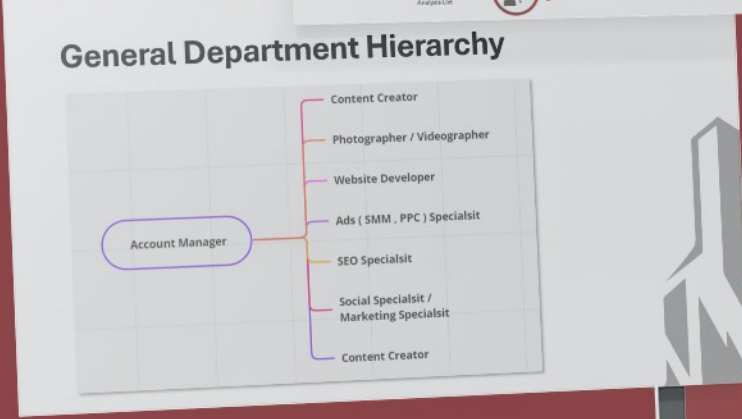
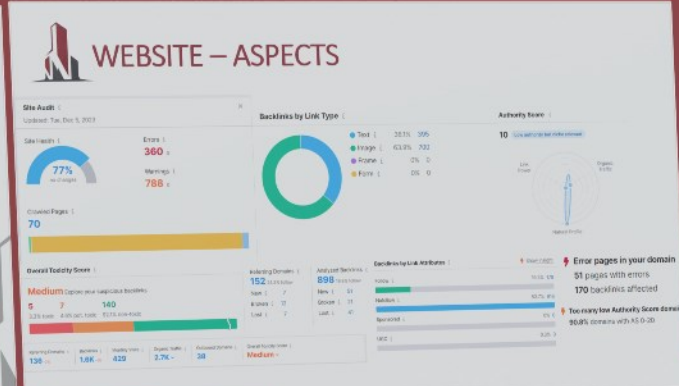


DIGITAL MARKETING PLAN

Profiled by: **ABDULRAHIM NUKTA** || Marketing Specialist
 is created exclusively to use by **Utopians**
 Dedicated to: **RAWAN BAKOUR** || Executive Manager, Utopians

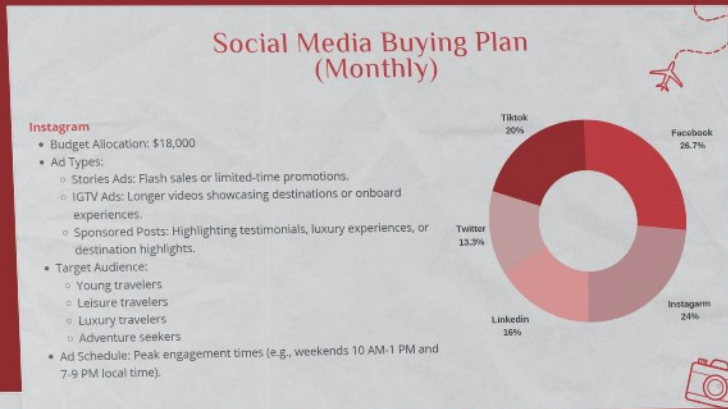
Version 1.0.1 | Date: 2023/07/20

Digital Marketing Strategy: Elevating Utopian's brand through targeted online campaigns.



- ### Work Scenario Tips
- Starting from the Marketing Year-Plan, Every Quarter have estimated for selected aspects.
 - According to Every Marketing Activity there is Daily, Monthly , Yearly Responsibilities
 - Create One & Only Communication Internal Community for Technical Conformation
 - Awareness Content Strategy in general (Topics-Interested)
 - Engagement Content Strategy
 - Internal Promotion (Gifts , Giveaways ...)
 - External Promotion (Influencers, Outsource





Campaign Title

*Sky's Embrace
Bringing Worlds Together*



Below The Line (BTL)

- Experiential Zones in Airports:** Set up Emirates Sky's Embrace experiential zones at various airports. These zones can host cultural exchange activities, interactive displays about destinations Emirates flies to, and photo booths with the campaign branding.
- Community Events:** Host cultural appreciation events in different cities, promoting the idea of global unity and exploration, sponsored by Emirates.





Product Framework: Structuring and optimizing Ok Menu's offerings for success.

Campaign Objectives

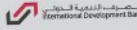
- Increase brand awareness among UAE businesses.
- Generate qualified leads for EDB financial services.
- Directing traffic to IDB's website for further information.

Campaign Strategy

- Developing segmented email lists based on industry, company size, and potential needs (e.g. trade finance, investment solutions).
- Creating high-quality, informative content tailored to each segment's interests and challenges.
- Utilize A/B testing to optimize email subject lines, email copy, and calls-to-action (CTAs).
- Implementing marketing automation to personalize emails and trigger automated email sequences based on user behavior.

A/B Testing

- Testing different subject lines and email copy variations to see which ones generate the highest open rates and click-through rates (CTR).
- Testing different CTA button designs and placements to see which ones drive the most conversions.
- Testing different sending times and frequencies to see when your audience is most engaged.


مصرف التنمية الدولي
International Development Bank

Benefits of Utilizing External Resources in the UAE for IDB:

- 1. Market Research & Insights:**
Gaining valuable data and analysis on the UAE's business landscape, economic trends, and specific industry sectors (construction, tourism, etc.) relevant to IDB's target audience.
- 2. Regulatory Compliance:**
Staying updated on the latest financial regulations and requirements set by the Central Bank of the UAE (CSUAE) and other regulatory bodies.
- 3. Networking Opportunities:**
Connecting with potential partners, industry experts, and business communities through online platforms and industry publications.
- 4. Client Acquisition & Lead Generation:**
Utilizing online directories of business listings to enhance IDB's visibility and attract potential clients searching for financial services.


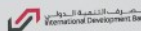

مصرف التنمية الدولي
International Development Bank

SITUATION ANALYSIS

2- Competition analysis

1: Emirates NBD (ENBD)

- **Social Media Presence:** ENBD has a strong social media presence across platforms like Facebook, Twitter, LinkedIn, and Instagram. They actively engage with followers, share informative content, and run targeted ad campaigns.
- **Online Presence:** ENBD has a user-friendly website in Arabic and English that provides detailed information about their services, online banking options, and contact details. They also have a strong presence on business directories and financial news websites.
- **Target Audience:** ENBD targets a broad audience, including corporates, SMEs, startups, and individual entrepreneurs. They offer a wide range of products and services to cater to diverse financial needs.
- **Marketing Strategy:** ENBD focuses on a comprehensive marketing strategy that includes traditional media, digital marketing, and sponsorships. They highlight their innovative products, financial expertise, and commitment to supporting businesses of all sizes.



مصرف التنمية الدولي
International Development Bank

DIGITAL MARKETING STRATEGY


مصرف التنمية الدولي
International Development Bank

Comprehensive Marketing Plan for IDB Bank

A mix of Below-The-Line (BTL), Through-The-Line (TTL), Above-The-Line (ATL), and Digital Marketing strategies, to effectively market IDB Bank and increase its value.

BTL STRATEGIES:

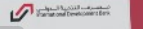
- ✓ **Direct Mail:** Personalized letters to target businessmen in UAE.
- ✓ **Email Marketing:** Targeted emails with tailored content.
- ✓ **Events/Sponsorships:** Hosting/participating in relevant business events.
- ✓ **Sales Promotions:** Exclusive offers for new customers.

TTL STRATEGIES:

- ✓ **SEM:** SEO and paid ads for visibility.
- ✓ **Content Marketing:** Valuable content across platforms.
- ✓ **Social Media:** Engaging campaigns on LinkedIn and Twitter.

ATL STRATEGIES:

- ✓ **TV/Radio Ads:** Commercials on popular channels.
- ✓ **Print Media:** Ads in business magazines/newspapers.
- ✓ **Outdoor Advertising:** Billboards in business districts and airports.


مصرف التنمية الدولي
International Development Bank

CONTENT IDEA #2
MOBILE APP_ DON'T WASTE TIME IN QUEUES (GIF VIDEO)

Objective: With MBME mobile App solutions, paying bills through MBME is fabulously simplified, so you don't waste your time in queues or on individual utility websites.

Visual Method:
Short Video: As per reference video.
The video will display main page and payment page on MBME pay App.

Text to be displayed on video
* Say goodbye to the hassle of carrying cash
* MBME Pay App
* The digital wallet that simplifies your life in the UAE

End frame showcasing that MBME Pay App is available on **Google play** and **App store**.



INSIGHTS ABOUT DIGITAL NUMBERS

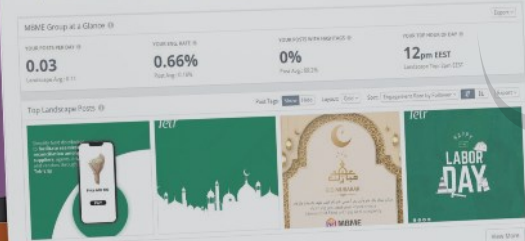
Engagement rate



2024 POSTS LIST : JUNE

JUNE	CONTENT TYPE	JUNE	CONTENT TYPE
Services	Still Image	Amazon gift card Eid al adha	Still Image
Mobile app	GIF	Du Bill Payment and Topup	GIF
MBME Kiosks numbers	Still Image	Salik Topup Toll Gate	VIDEO
PYYPL	VIDEO	International Mobile Recharge	Still Image
PlayStation Plus	GIF	Ajman Pay, Govt Service	GIF
VIP Shahid & Netflix	GIF	DubaiPolice Fine Payment	Still Image
Mobile Legends	Still Image	SEWA Pay your Sewa Bills	Still Image
Xbox	Still Image	Beit Al Khair- Donations	Still Image

MBME GROUP AT A GLANCE WITH COMPETITORS
Apr. 4, 2024 -May 3, 2024 EEST



SOCIAL MEDIA MARKETING



Yearly Marketing Calendar: Strategic plan for Union Coop's annual promotions

ENGAGEMENT

Designed to **shock & inspire** followers and ends up going **viral**. It aims to raise **AWARNESS** by reaching wider audience

• Polls and questions

Sharing SAH ALNOM related content including questions or polls that encourage the followers to engage with us

• Activities & News

Spot light about every new activity or event at Sah Al nom. Promote new items in the Menu

• Trends

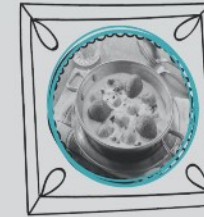
Follow the latest trends that is going viral on Social Media platforms

BRANDING

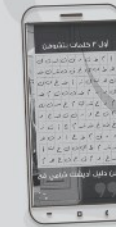
Branding posts and videos to show what makes SAH ALNOM different and distinguished from the other similar places in Dubai in terms (MENU - SERVICES - VIBES AND ATMOSPHERE - QUALITY)

This content focuses on the menu and its variety with related simple posts using some shamenistic terms in the captions.

The point of keeping it simple is that the main focus has to be on attracting followers to crave what they see



STORY'S GAMES



CAPTION

الله يحمي... كثير طيب و كثير غلوج هالبيتجان



SAH ELNOM

Social Media Content Proposal

Content Strategy: Engaging storytelling to elevate Sah Elnom Restaurant's brand

Implementation Preview



novomed



Website Analysis

SEO Situation - Preview Insight

novomed



Brand Services

Service Category	Specific Services
Plastic Surgery	Cosmetic surgery (breastlift, rhinoplasty, liposuction) Reconstructive surgery
Dermatology	Skin treatments (acne, eczema, psoriasis) Cosmetic dermatology (Botox, fillers, laser treatments)
Urology	Treatment of urinary tract issues Prostate health
Gynecology	Women's health services Reproductive health
Mental Health	Counseling and therapy
Functional Medicine	Psychiatric services Holistic and preventive healthcare
Longevity Treatments	Antiaging treatments Wellness programs

novomed

Approach

To address these issues, Novomed implemented the following strategies:

- Digital Transformation:** Enhanced their website and launched a mobile app to improve patient engagement and offer exclusive discounts.
- Quality Assurance:** Maintained high standards by not incentivizing unnecessary procedures and adhering to European guidelines.
- Patient-Centric Marketing:** Leveraged social media to share patient stories, educational content, and promotions, building a trustworthy brand image.

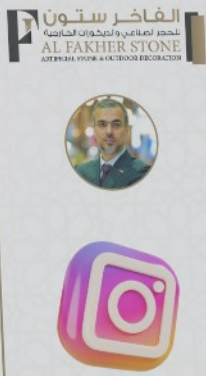
novomed



MARKETING CASE STUDY



Marketing Case Study: Analyzing Novomed's strategies and their impact.



DIGITAL PROMOTION

Instagram وSnapchat

عدد المنشورات	المتابعين
1	1000
3	3200
5	4900
10	8000

Twitter

عدد المنشورات	المتابعين
1	550
5	2300

القوانين والأحكام

AL FAKHER STONE
ARTIFICIAL STONE & OUTDOOR DECORATION

عميد الإمارات

2 مليون متابع

480 ألف متابع

الطلب المتوقعة

19% 25% 37% 16% 12% 9% 7%

EXECUTIVE SUMMARY

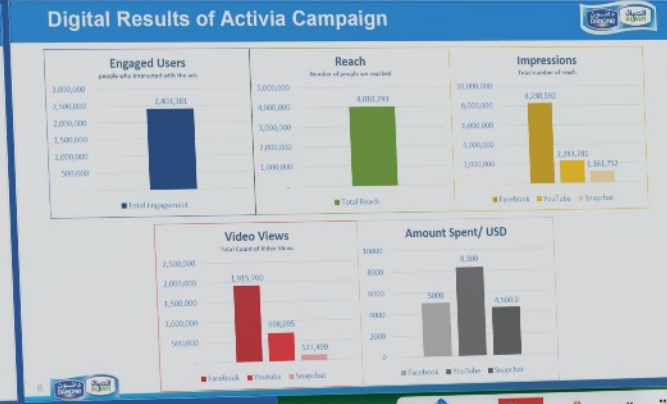
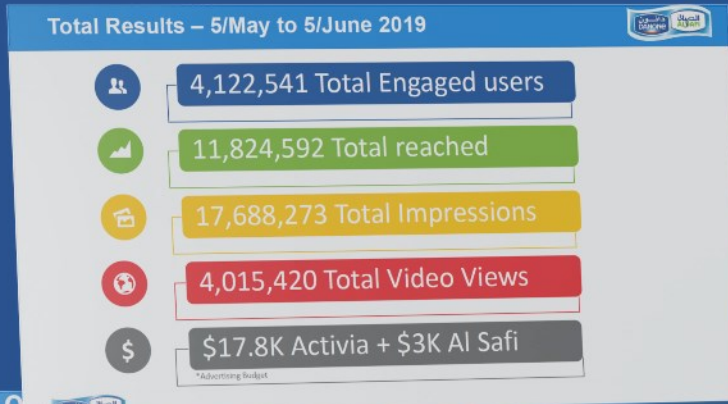
AL FAKHER STONE
ARTIFICIAL STONE & OUTDOOR DECORATION

Aspect	Description
Campaign Cycle	Teasing, Awareness, Sales
Product	New Level of Artificial Stone Industry
Unique Selling Positioning USP	Patented Technology: The product boasts innovative characteristics protected by patent rights, enhancing its market value and uniqueness. Natural Stone-like Appearance: Advanced technology allows the product to emulate the look and feel of natural stone, adding aesthetics and authenticity.
Campaign Objectives	Generating Excitement: Employing multimedia to present the product in an attractive and innovative manner. Market Education: Focusing on educating customers about the product's unique features and how it meets their needs. Sales Stimulation: Converting interest into sales through promotional offers and effective sales strategies.
Marketing Strategies	Digital and Traditional Advertising: Utilizing a mix of digital and traditional media channels to reach a broad audience. Influencer Marketing: Collaborating with influencers in real estate and interior design to increase product awareness. Demonstrations and Exhibitions: Organizing events to showcase and directly experience the product.
Measurement and Evaluation	Monitoring performance metrics such as brand awareness, customer engagement, and sales increase. Periodically evaluating the campaign to ensure objectives are met and adjusting strategies as needed.



CONTENT PLAN

1. فكرة فيديو داخل الصالة: المحتوى الموجه لعائلتي يظهر شخصاً متحدثاً في مجال الديكور أو البناء يتحدث عن مزايا استخدام الحجر الصناعي في الأماكن الخارجية مقارنة بالحجر الطبيعي، يمكن تصوير المضمون داخل صالة عرض تحتوي على نماذج مختلفة من الحجر الصناعي مع التركيز على السوق التي تستهدفها الشركة في الحجر الطبيعي.
2. تصاميم توعوية عن المنتج: المحتوى سلسلة من المنشورات والقصص التوعوية التي تشرح خصائص الحجر الصناعي، مثل مدى تحمله للظروف الجوية، سهولة تركيبه ومقاومته لبيئه ومن الحجر الطبيعي، يمكن أيضاً تقديم نماذج حول كيفية اختيار الحجر المناسب لمختلف الاستخدامات الخارجية.
3. توثيق دورة حياة العميل: المحتوى سلسلة من الفيديوهات و المنشورات التي توثق تجربة العملاء من لحظة اهتمامهم بالمنتج حتى توكيدهم في مشاريعهم، يمكن أن تشمل هذه السلسلة تقييمات زبائن، المصنف، وكذلك دراسات حالة لمشروع ناجحة.



Campaign Idea: O

The Idea

Create Cooking videos for Ramadan as it is one of the most engaging content to our target audience during Ramadan.

Target

To engage with top cooking lovers during the holy month of Ramadan.

Videos

Attractive food/cooking videos like facts/Videos style. We had experience before and ready-to-do better.

Budget

\$4000 for advertising + Production fees for all videos \$58 to \$12K based on supplier

<https://www.facebook.com/pg/AlSafiDanoneIraq/videos>

محطات التلفزيون

الإفraq | الشرفية | السومرية

الاعلانات الطرفية

84 Baghdad, 6 Najaf, 5 Mousel, 5 Karbala, 9 Basra, 6 Erbil, 1 Sulimani, 1 Dewanya

الاعلانات الرقمية

Digital: Facebook, Snapchat, YouTube, Instagram

مواد نقاط البيع POSM



Ramadan Campaign: Enhancing Danon’s brand presence during the festive season.

Event Format and Features

Open House Events: Host regular open house events where potential buyers can tour the apartments, ask questions, and envision themselves living in the space. Offer incentives such as refreshments or exclusive discounts for attendees who make a purchase during the event organize by sales Team.

Follow-Up Packages

Send attendees a beautifully designed package containing detailed brochures, a personalized thank you note, and a small luxury gift.

Exclusive Offers

Provide special purchasing terms or discounts available only to event attendees for a limited time.

Feedback Loop

Implement a feedback system to gather insights on the event experience and any further interest in the property.

SUGGESTED INFLUENCER

75% **Engagement**

75% **Engagement**

75% **Engagement**

Defining Key Messaging

Investment Opportunity:

Share the great investment potential of properties listed by Fam Properties, including upcoming projects like the highest residential tower in Business Bay.

Highlight the expected increase in property value, rental income, and returns on investment (ROI), making these properties attractive choices for smart investors looking to earn more money.

Reference: An animated clip: https://www.instagram.com/reel/C2je9GtdsZ2/vkm_source=ig_web_copy_link

Elevate Your Lifestyle: Exclusive Showcase

Target Audience:

- VIP Clients from Fam Properties' database
- High-net-worth individuals interested in luxury real estate
- Real estate buyers
- Industry professionals and influencers in the real estate sector





OUR SUGGESTED SLOGAN



CAMPAIGN MARKETING FUNNEL



	SOCIAL MEDIA	PARTNERSHIP	SMS	INTERNAL COMMUNICATION	TV	PROMOTION PRINTABLES	RADIO	EVENTS	BILLBOARD	LED SCREEN
FEB W1										
FEB W2										
FEB W3										
FEB W4										
MAR W1										
MAR W2										
MAR W3										
MAR W4										
APR W1										
APR W2										
APR W3										
APR W4										

■ FULL CAMPAIGN ■ TESTING ■ COMBINED CAB AND HOUSE
■ INCENTIVE ■ CALL TO ACTION ■ BANNING SPOT
■ SALES PUSH PUSH ■ TESTING ■ LED SPOT



نحن معك بكل خبرة كادر الأطباء، لتصير
صحتك أقوى وأحسن وتشعر بأنه حياتك
كلها تجددت
اتصل على الرقم..... أو زور مركزنا
#معنا_تجدد_الحياة
Bloom_Again#



Daffodil Medical Center
المشفى الأحدث لعلاج أورام السرطان

معنا تتجدد الحياة

دمشق - شارع بغداد جانب سجاد صيدا
9999



AWARENESS



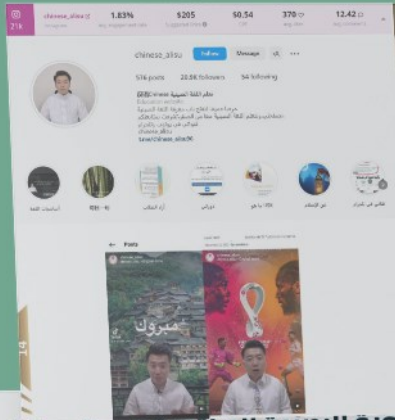
SMS



DMC88

360 MARKETING CAMPAIGN

Brand Launch Campaign: Introducing DMC88 with impactful and strategic messaging.

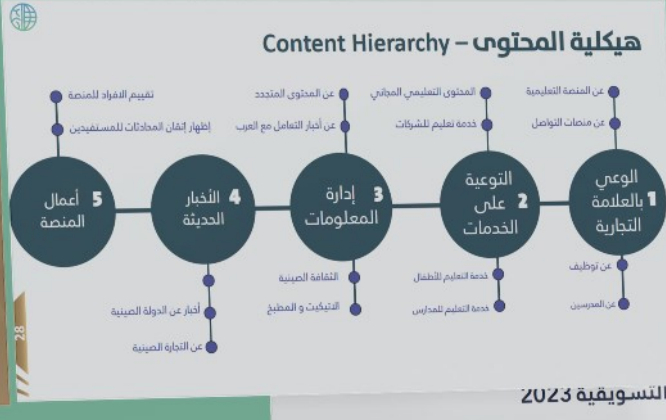


Chinese_alisa

موضوع	غاية المحتوى
<input checked="" type="checkbox"/>	اسم الصفحة / وجود صورة شخصية / غلاف الصفحة
<input checked="" type="checkbox"/>	من نحن / أرقام التواصل / الموقع الإلكتروني
<input checked="" type="checkbox"/>	توليد التوقع / الدقة العالية للصور
<input checked="" type="checkbox"/>	هشاشات / إيموجي
<input checked="" type="checkbox"/>	التحبات وهيمية
<input checked="" type="checkbox"/>	المساعدة من صفحات ترويجية
<input checked="" type="checkbox"/>	تغطية المساهمين / أرقام الصفحة
<input checked="" type="checkbox"/>	الهوية التوضيحية
<input checked="" type="checkbox"/>	استراتيجية قصص
<input checked="" type="checkbox"/>	محتوى فيديو مصغر
<input checked="" type="checkbox"/>	محتوى فيديو مستطيل

ملاحظات

الهشاشات المستخدمة محددة لا تغير التفاعل والرد على التعليقات ليموجي - دونه محتوى بشكل منتظم والاعتماد على اليزر يوجد محتوى تعليمي وتربوي بالشراكة الصينية الاعتماد على الترتيبات والقياسات



الهوية البصرية المختصرة Brand One Sheet

تتضمن الهوية البصرية المختصرة:

- الشعار الرئيسي
- تغيرات تموضع الشعار
- مسطرة الألوان
- الخطوط باللغتين
- الرئيسية، الفرعية

الخطة الزمنية العامة للخطة التسويقية 2023

مسار الخطة التسويقية

الربع الأول	January	February	March
الربع الثاني	April	May <td>June</td>	June
الربع الثالث	July	August	September
الربع الرابع	October	November	December





Let's Talk SWOT

Strengths

- Highly skilled instructor
- Educational partner for Unreal Engine
- Many resources and rich content

Weaknesses

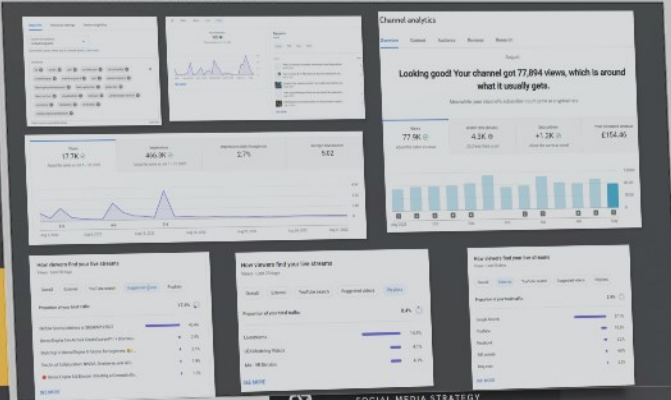
- No consistent posting
- Not reaching enough target audience on all channels
- Not posting the suitable type of content for all platforms

Opportunities

- The competition isn't very strong and only few are certified
- The VR market is flourishing
- More people are searching for ways to learn more about what we provide

Threats

- Unclear messages could lead to loss of potentials
- People are learning more towards quick and short educational content



Moving to Instagram

Profiles Overview

VR Division
1,386 Followers 273 Posts

dviz 3d I Unreal Engine
11.5k Followers 143 Posts

M6 by Mohab Bedeir
41k Followers 427 Posts

Brick Visual Solutions
7k Followers 361 Posts

Social Media Strategy

Social Media Actions & Controls

Actions:

- Posting frequency of 2-3 posts per week for Facebook, Instagram, and LinkedIn. And Posting daily on Twitter.
- Real time marketing and news jacking concepts will be applied.
- Better moderation in a professional yet friendly way.
- Handling all what concerns the YouTube channel.
- Adjusting posting times along the way to make sure we're reaching our target audience.
- Applying hashtag strategies.
- Investing in engaging and relatable posts.
- Using a mix of photos, videos, and carousel types of content.
- Posting user generated content to increase loyalty.
- Creating conversations with audience to increase loyalty.

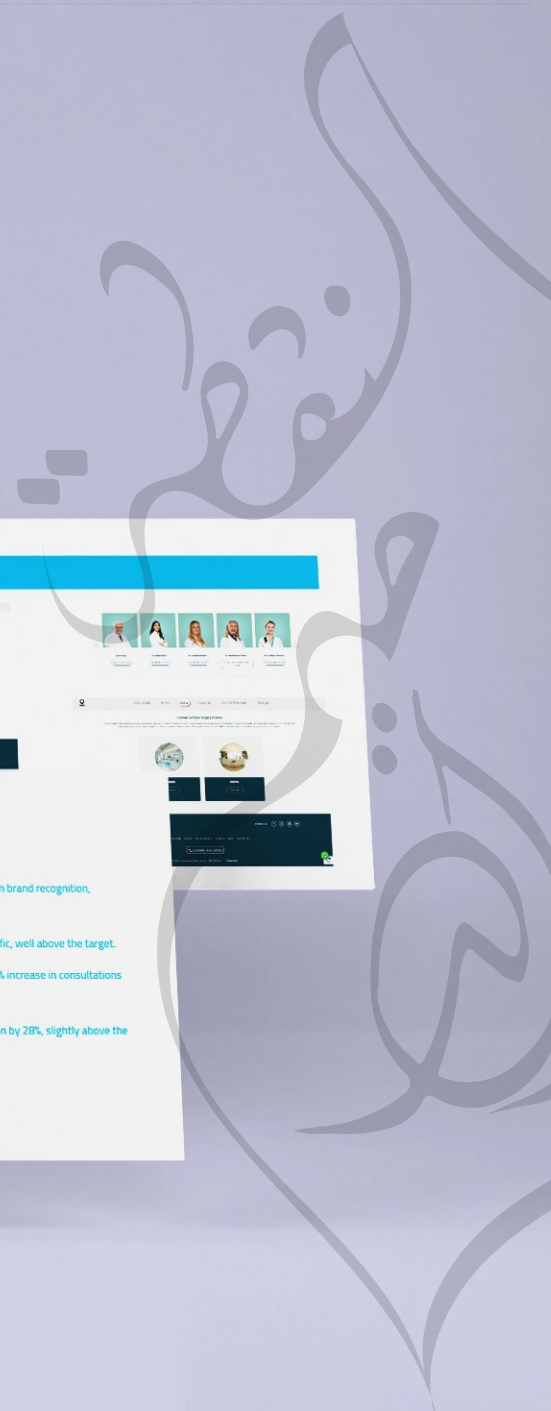
Controls:

- Monthly report will measure the digital media performance.

*Please note that these are just fundamental procedures and to be further discussed.

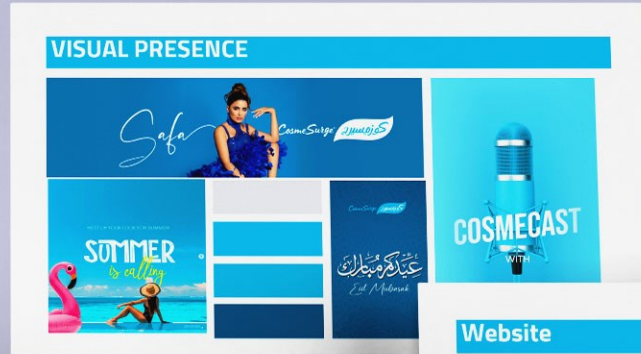


Social Media Plan: Elevating VR Division Studio & Academy's online presence



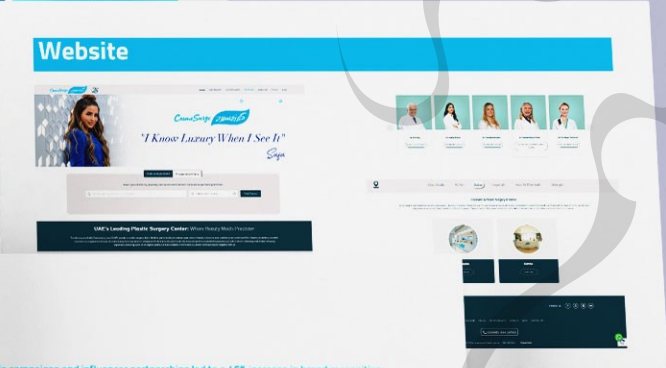
Digital SMM KPI's

Platform	Reach	Engagement	Conversion Rate	ROI
Instagram	120,000	5,000	2.5%	150%
Facebook	80,000	3,500	1.8%	120%
LinkedIn	50,000	2,000	1.2%	90%
Twitter	30,000	1,500	0.8%	70%
YouTube	150,000	8,000	3.5%	180%
Total	330,000	20,000	2.2%	130%



Approach

Strategy	Actions
Digital Marketing Campaigns	Utilized targeted ads on Instagram, Facebook, and LinkedIn. Showcased before- and after transformations, patient testimonials, and clinic behind-the-scenes. Optimized website for relevant keywords. Regularly updated the blog with content on cosmetic procedures, health tips, and success stories.
Influencer Partnerships	Collaborated with local influencers and beauty bloggers. Promoted services through sponsored posts, reviews, and giveaways. Organized exclusive events for influencers to experience and share their CosmeSurge journey.
Patient Referral Program	Implemented a referral program offering discounts and complimentary services to patients who referred new clients. Created a loyalty program.
Public Relations and Media	Conducted press releases. Featured in top health magazines.
Email Marketing	Designed personalized content. Used segmentation for targeted messaging.



Case Study

UAC's Leading Plastic Surgery Center: Where Beauty Meets Precision

Transform yourself with Cosmesurge, one of UAE's premier cosmetic surgery clinics. Whether you're looking to enhance your natural beauty or improve your confidence, we understand that choosing to undergo cosmetic procedures is a significant decision. As a discerning client, you deserve nothing but the best in safety and results.

Overview

Category	Details
Location	Abu Dhabi Al Ain Dubai Fujairah RAK Sharjah
Industry	Cosmetic Surgery and Healthcare
Target Market	Middle to high-income individuals, women aged 25-50
Services	Cosmetic surgery, dermatology, dental care, wellness programs
Marketing Objectives	<ul style="list-style-type: none"> 1. Increase brand awareness by 40% within one year 2. Boost website traffic by 50% in six months 3. Achieve a 30% increase in consultations and bookings within one year 4. Enhance patient retention by 25% in the next year
Digital Marketing Campaigns	<ul style="list-style-type: none"> Reach: 2 million impressions Outcome: Increased brand awareness by 45% Budget: 400,000 AED
Influencer Partnerships	<ul style="list-style-type: none"> Engagement: Collaborations with 25 influencers, generating 500,000+ interactions Outcome: Boosted website traffic by 50% Budget: 250,000 AED

The social media campaigns and influencer partnerships led to a 45% increase in brand recognition, well above the goal.

Targeted SEO and content marketing efforts resulted in a 60% increase in website traffic, well above the target.

Bookings: The patient referral program and public relations efforts drove a 35% increase in consultations, exceeding expectations.

Personalized email marketing and loyalty programs improved patient retention by 28%, slightly above the target.

Marketing Case Study: Evaluating CosmeSurge's strategies and market impact.

MARKETING Strategies

Marketing Aspect	Strategy	Tactics	KPIs	Expected Outcome
Brand Awareness	Establish Titan as a synonymous brand with luxury and prime real estate in Dubai.	- PR campaigns showcasing exclusive property listings. - Collaborative webinars with industry experts. - High-quality property showcasing events.	Media Impressions, Event Attendance, Social Media Mentions	Increased brand recognition and top-of-mind awareness among the target audience.
Lead Generation	Utilize online and offline channels to generate high-quality leads.	- SEO and SEM to drive traffic to Titan's website. - High-end property expos and seminars. - Referral programs with existing clients.	Website Traffic, Leads Generated, Referral Rate	Acquire a pool of qualified leads, increase premium real estate offerings.
Customer Engagement	Foster strong relationships with prospective and existing clients.	- Personalized communication and follow-ups. - Interactive webinars on real estate investment. - VIP events for loyal customers.	Customer Satisfaction Score (CSAT), Repeat Business Rate, Webinar Attendance	Enhanced customer retention and loyalty, leading to repeat business and referrals.
Digital Presence	Enhance online visibility and engagement.	- Regular social media updates showcasing property listings and happy client testimonials. - Email newsletters providing market insights and company updates. - Influencer blog posts on real estate investment in Dubai.	Social Media Engagement Rate, Email Open Rate, Website Bounce Rate	Increased digital engagement leading to more inquiries and client interactions.
Community Building	Create a community of real estate enthusiasts and potential investors.	- Hosting monthly real estate investment seminars. - Creating a space on Titan's website for discussion on real estate topics. - Collaborating with local real estate influencers.	Community Members, Forum Activity, Seminar Attendance	Attracting community contributions to boost loyalty and a positive reputation in the market.
Content	Provide valuable content that addresses the interests and concerns of the target audience.	- Developing buyer guides for Dubai's real estate market. - Creating a series of video content on market trends and property maintenance. - Client reviews: A/B testing of online ad campaigns for content optimization.	Content Engagement Rate, Download Rate, Video Views, Conversion Rate, CTR, Cost Per Acquisition, Customer Feedback Score	Establish Titan as a thought leader in the real estate sector, providing more value and increasing sales and referrals.

MARKET OVERVIEW

The Dubai real estate market is a dynamic and competitive landscape, characterized by a mix of luxurious residential, commercial, and mixed-use properties. It's a market influenced by global economic trends, government regulations, and the influx of expatriates looking for investment or residential opportunities. The demand for sustainable and tech-integrated properties is on the rise, aligning with the global shift towards eco-friendliness and smart homes.

Platform	Available Format	Content Category	Ideas	Frequency	Voice Tone	Platform Feature	KPI
Website	Blog posts, Listings, Virtual tours	Property listings, Market insights, Customer testimonials	Property spotlight blog posts, Neighborhood guides	Weekly	Professional, Informative	SEO optimization, Chat support	Page Views, Lead Generation
Facebook	Posts, Stories, Live videos	Property showcases, Event announcements, Customer reviews	Live property viewing events, Customer testimonials videos	Daily	Engaging, Reliable	Paid advertising, Live video	Engagement Rate, Ad Performance
Instagram	Posts, Stories, Reels, KTV	Property photos, Team intros, Customer testimonials	Behind-the-scenes stories, Property photo carousel posts	Daily	Engaging, Visual	Hashtags, KTV for longer videos	Followers Growth, Engagement Rate
Twitter	Tweets, Retweets, Polls	Market updates, Company announcements, Industry news	Live tweeting property events, Polls on property preferences	Daily	Informative, Conversational	Hashtags, Polls	Followers Growth, Engagement Rate
TikTok	Short videos	Property tours, Fun team videos	Quick property tours, Fun teaming the videos	2-3 times per week	Fun, Engaging	Hashtags, Trending sounds	Video Views, Follower Growth
Snapshot	Snaps, Stories	Behind-the-scenes, Event highlights	Snaps from property viewings, Team day in the life stories	Daily	Casual, Engaging	Geotags, Story Ads	Views, Engagement Rate
Pinterest	Pins, Boards	Property photos, Home decor ideas	Boards for different property styles, Decor inspiration pins	Weekly	Inspiration, Visual	Rich Pins, Boards	Pin Engagement, Traffic to Website
WhatsApp	Status Messages	New listings					
YouTube	Videos, Live streams	Property tours, Client Education					
Threads	Posts, Replies	Property update					

MARKETING PLAN

REAL ESTATE BROKER

Version 21

2023

STP THEORY

Targeting Criteria	Description
Attractiveness	- Market Growth: Steady - Market Size: Large - Competitive Position: Strong standing due to association with reputable developers
Objective and Resources	- Goal: Establish Titan as a go-to broker for high-end properties in Dubai - Resources: Adequate resources for marketing, sales, and customer engagement
Positioning Criteria	Description
Unique Value Proposition	- Offering exclusive access to premium properties with a seamless and personalized buying experience

Category	Metric	Method of Evaluation	Frequency of Evaluation
Lead Generation	- Number of leads generated - Conversion rate	- CRM data analysis - Sales reports	Monthly
Client Satisfaction	- Customer Satisfaction Score (CSAT) - Net Promoter Score (NPS)	- Customer surveys - Online reviews analysis	Monthly
Website Traffic	- Monthly website visits - Bounce rate - Average session duration	- Google Analytics - Website backend analytics	Monthly
Social Media Performance	- Engagement rate - Follower growth - Share of voice	- Social media analytics platforms - Social listening tools	Monthly
Advertising Performance	- Click-through rate (CTR) - Cost per acquisition (CPA) - Return on ad spend (ROAS)	- Ad platform analytics - ROI analysis	Monthly
Sales Metrics	- Monthly sales volume - Average deal size - Sales cycle length	- Sales data analysis - CRM reports	Monthly
Customer Retention	- Retention rate - Lifetime value (LTV)	- CRM data analysis - Customer feedback	Quarterly
Market Share	- Market share percentage - Industry reports - Competitor analysis	- Industry reports - Competitor analysis	Quarterly
Event Performance	- Attendance rate - Engagement - Leads generated	- Event analytics - Post-event surveys	Post-event
Content Performance	- Engagement rate - Shares - Traffic generated	- Content analytics platforms - Website traffic analysis	Monthly
Continuous Improvement	- Training effectiveness - Optimization results - Innovation adoption	- Training evaluations - Performance analysis - Innovation tracking	Quarterly

REAL CASE STUDIES

Every GTM plan requires a thorough understanding of the market, the brand's capabilities, and the target audience. This is an imaginative GTM action plan for a fictional brand named "Titan Brand":

Description	Metrics/Goals	Tactics	Timeline
Market research, competitor analysis, and opportunities in the target market.	Identify top 5 market opportunities and 3 major competitors.	Market research, competitor analysis, SWOT analysis.	Month 1-2
Target audience demographics, psychographics, and behavioral traits of the target audience.	Create detailed buyer personas.	Surveys, focus groups, and industry reports.	Month 1-3
Positioning as a premium, innovative solution in the market.	Establish a unique value proposition.	USP definition, competitor benchmarking.	Month 3
Identify key channels and optimize for different segments.	Define pricing tiers and bundles.	Market research, cost analysis, competitive pricing analysis.	Month 4-5
Develop and utilize channels for product distribution.	Establish partnerships with 3 major retail outlets and setup online store.	Partnership negotiations, online store setup.	Month 6-8
Launch marketing campaigns to create awareness and generate leads.	Achieve 100,000 impressions and generate 10,000 leads in first 3 months.	SEO, SEM, Social Media Marketing, PR releases, events.	Month 5-6
Develop a sales plan to convert leads into customers.	Achieve a conversion rate of 3%.	Sales training, script development, CRM setup.	Month 6-7
Implement support channels for pre and post-sales queries.	Achieve a customer satisfaction score of 85%.	Support channel setup, training, FAQ creation.	Month 7-8
Collect feedback for continuous product and service improvement.	Collect feedback from 500 customers.	Surveys, feedback forms, customer interviews.	Month 8-12
Evaluate the performance of the GTM plan against set objectives.	Review ROI, market share, and customer satisfaction.	Analytics, surveys, sales data analysis.	Month 9-12
Adjust budget for next cycle in the GTM plan.	Stay within the allocated budget with a positive ROI.	Budget planning, re-evaluating, and adjustments.	Throughout the Plan

Marketing Plan: Driving Titan's brand growth and market penetration.

تعريف برامج الولاء والمكافآت



- 07 برنامج الولاء
- 06 برنامج الولاء
- 05 برنامج الولاء
- 04 برنامج الولاء
- 03 برنامج الولاء
- 02 برنامج الولاء
- 01 برنامج الولاء

التحديات

مع الولاء المتميز، هناك حاجة إلى الخبرة المتخصصة في بناء البرامج وإدارته وتحسينه. أمثلة مثل الفورية والمخاسنة وخدمة العملاء وتجربة موظفي متجر البيع بالتجزئة، وكما أمور مختلفة كثيرًا وأكثر تعقيدًا من الولاء التقليدي.

فبعد كل شيء، يدفع أفضل عملائك مقابل الصلوة، لذلك يجب أن تكون هذه التجربة هي الأفضل!

تأتي المشكلة هنا أن معظم الشركات قد لا تمتلك الإمكانيات المناسبة لإدارة هذا النوع من البرامج بشكل فعال، ولا يوجد العديد من البائعين المتخصصين في برامج الولاء المتقدمة. من اكتساب العملاء والاحتفاظ بهم إلى المزيد من المزايا المعززة إلى التوافر وخدمة العملاء المتخصصة وغيرها.



برامج الولاء القائمة على القيمة

يتطلب هذا النوع من البرامج فهم عملائك بدرجة كبيرة من أجل تحديد قيم وزيات جمهورك المستهدف عند القيام بذلك، إذ يمكنك تشجيع ولاء العملاء من خلال استهداف تلك الخصائص.

يمكن لأي شركة تقديم فاسم ترويجية أو برنامج الولاء القابل من الشركات التي تستطيع تحقيق أرباح من جمهورها المستهدف من خلال تقديم بطرق لا علاقة لها بالمال، وهذا يمكن فريدا مع العملاء، ويعزز الثقة والولاء.

كيف يمكن الاستفادة من برنامج ولاء العملاء هذا لمتجر الإلكتروني؟

متجر أوليانج، يمكنك استخدام أداة كمكافآت على الأسعار، أي كلما ل شيء ما، يستطيع لعب لعبة لمنحه بديواتر قيمة مثل فاسم خصومات تحتاج عالية الثمن.

برامج الولاء القائمة على اللعب Game-Based

التحالف (ة)

ت صلة بصم وتتجاوز ما هم لهم بشكل حصري، حقا احتياجاتهم وتهم.

شركات الاستراتيجية لولاء فيما يتعلق بالاحتفاظ م المزيد من الفرص في الوقت نفسه، يمكن أن تساعد في نمو عمك من خلال بناء علاقات تجارية جديدة مع الملائمات التجارية الأخرى.



2021 Beauty Insider Benefits			
All member earn 1 point per \$1 spent.			
Savings	INSIDER	VIB	ROUGE
	100x	100x	100x
Beauty Insider Cash	+	+	+
Standard Shipping Events	10% off	15% off	20% off
Free Standard Shipping	\$50 min.	\$100 min.	No min.
Online Services Offer	\$15 off	\$20 off	\$25 off
Points for Discount Events	+	+	+
Beauty Rewards	+	+	+

بعد برنامج Beauty Insider من Sephora مثال رابعا على هذا النوع من برامج الولاء، وأسبب وجبه جميعها التخطا ويقبلون عليها بسبب النسخ المتعددة، ولكن لته يوفر مكافآت تجريبية، على عكس برامج النقاط البديلة.

تجد هنا أن التخطا الذين يتفوقون 350 دولارًا يدخلون فئة VIB حيث يحصلون على صديا مجانية وتجديد واحد سنويًا. أما المائت 100 دولار فقط فيحصلون على وضع Rouge من خلال خط ساجن خاص والوصول إلى العروض الحصرية.

ACTIVATIONS PLANNING

CARDHOLDERS TICKET OFFICE

We will have an on-ground ticket offices at high traffic locations to pick up game tickets against cash prizes for ADIB card users.

There will also be a digital window either through the bank app or website.

This will act as an exclusive ticket office for ADIB customers, providing an accessible and convenient tool to buy tickets; creating added value for existing customers.



ADIB PROLEAGUE CREDIT CARD

A unique offering that combines sports enthusiasm with financial benefits.

1.Branding and Design:

- 1.The card features the ProLeague logo alongside ADIB branding, emphasizing the partnership.
- 2.A sleek design reflects the excitement of sports and the prestige of ADIB.

2.Benefits:

- 1.VIP Seating: Cardholders gain exclusive access to VIP seating at ProLeague matches.
- 2.Discounts: Beyond VIP seating, cardholders enjoy discounts on merchandise, concessions, and ProLeague-related events.
- 3.Priority Access: Skip the queues with priority entry to stadiums and events.
- 4.Complimentary Lounges: Relax before the match in airport lounges across the GCC/MENA region.

3.Rewards Program:

- 1.Exceed Rewards: Earn points for every AED spent within the UAE and internationally. Redeem these points for shopping vouchers, flights, or ProLeague merchandise.
- 2.Specific Merchant Rewards: Extra rewards for spending at supermarkets, government services, utilities, and more.

4.Financial Features:

- 1.Balance Transfer: Transfer balances from other cards to the ADIB ProLeague Credit Card.
- 2.Easy Installment Plan: Shop at select merchants and pay back in convenient installments with no processing fees.

5.Digital Experience:

- 1.ADIB Mobile App: Manage your card, track transactions, and redeem rewards seamlessly.
- 2.E-statements: Receive eco-friendly statements via email.
- 3.SMS Alerts: Stay informed about transactions and account updates.



ADIB OUTLINE & TRAFFIC FOOT



WELLBEING WORKSHOPS

FOOTBALL FOR HEALTH

Time	Day 1: Physical Health and Fitness	Day 2: Skill Development and Team Building
09:00 - 09:30	Welcome and Introduction - Introduction to workshop objectives and agenda	Recap of Day 1 and Overview of Day 2 - Overview of Day 2 topics
	Part 1	
09:30 - 10:30	The Importance of Fitness through Football - Speaker: Fitness Trainer - Topics: Benefits of staying fit, integrating football into fitness routines - Interactive Q&A session	Basic Football Skills - Speaker: Football Coach - Topics: Dribbling, passing, shooting techniques - Practical session with skill drills
	Part 2	
10:45 - 12:00	Football-Based Fitness Exercises - Speaker: Fitness Trainer - Topics: Football drills for cardio, strength, and agility - Hands-on training session with drills	Advanced Football Skills - Speaker: Football Coach - Topics: Tactical awareness, positioning, game strategies - Practical session with advanced drills
	Lunch Break / Part 3	
12:00 - 2:30	Nutrition for Active Individuals - Speaker: Professional Nutritionist - Topics: Healthy eating, hydration, pre- and post-game nutrition - Interactive Q&A session	Team Play and Communication - Speaker: Team Building Expert - Topics: Importance of teamwork, effective communication on the field - Practical session with team-building activities
	Part 4	
2:45 - 4:00	Small-Sided Games and Fun Activities - Speaker: Football Coach - Topics: Engaging in small-sided games, incorporating fun into practice - Practical session with small-sided games and activities	Workshop Conclusion and Certificates - Summary of key takeaways - Distribution of certificates of participation - Final Q&A and feedback session

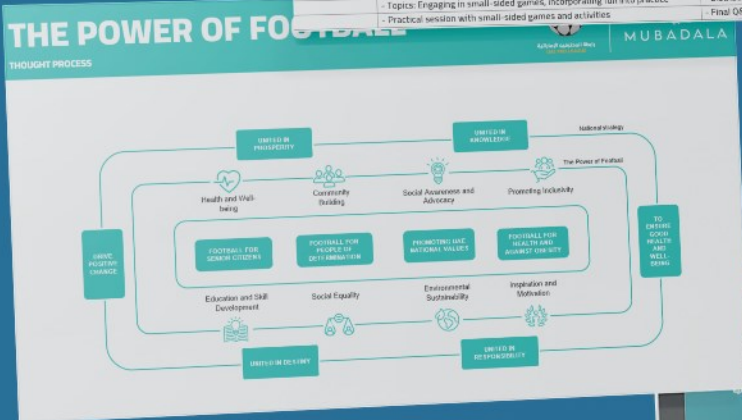
WALKING FOOTBALL

On Ground Branding

Various branding elements will be placed on the pitch to provide Mubadala with maximum exposure, including flag poles, backdrops, mesh banners, and other promotional items.

F&B

Snack boxes will be distributed to all participants during the event.



FOOTBALL FOR SENIORS

Actions	W1	W2	W3	W4	W1	W2	W3	W4	W1
Official letters to clubs									
Check official media									
Coordinate registration and confirmation									
Develop landing page with registration link									
Finalize promotion of clubs									
Write and upload content building									
Content production									
Brand elements production									
Live streaming of matches WA									
Marketing campaign									
Match reports									
Spotify playlist									
Goal media campaign									
Email marketing									
Coordinate with local utilities									
Coordinate with sponsors									
Coordinate with media and influencers									
Final preparations including									
Transportation									
Post-event survey and feedback									





OFF THE PITCH

Limited Edition Meal


Concept: McDonald's will launch a limited-edition meal for the eUAEPL event in April/May 2025, featuring special eUAEPL-branded packaging and exclusive UAE Pro League freebies.

Unique Twists:

1. **Branded Packaging:** The meal will come in packaging with eUAEPL branding, including logos and event details, appealing to football and esports fans.
2. **UAE Pro League Freebies:** Each meal will include exclusive collectibles like player cards, mini footballs, or eUAEPL-branded keychains to encourage repeat purchases.

Measurement:

- Sales Impact: Analyze sales during the promotion period.
- Social Media: Track posts featuring the packaging and freebies.
- Customer Feedback: Collect feedback on packaging and collectibles.
- Repeat Purchases: Monitor the demand for freebies and repeat buys.



ADNOC Pro League
The FEVER
is only getting
hotter

CHICKEN McNUGGETS

PLAYERS ESCORT




Reactivate McDonald's Game in the Fan Zone

Concept: Bring back the McDonald's game in the fan zone, offering fun, interactive challenges where fans can win McDonald's prizes and engage with the brand.

Unique Twists:

- Football-Themed Challenges: Introduce penalty kick or dribbling competitions with McDonald's rewards.
- Digital Leaderboard: Live leaderboard displays top scorers, offering daily grand prizes.
- AR Integration: Add AR features, letting fans interact with virtual McDonald's mascots or avatars.

Measurement:
Track participation rates, prize redemption, social media engagement, and brand visibility.


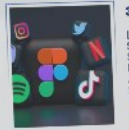



1. BRANDING:
UTILIZE SMART AND KEY AUDIENCE LOCATIONS TO CREATE BRAND VISIBILITY AND BRAND RECOGNITION AMONG A DIVERSE SET OF SEGMENTS.

2. ACTIVATION ZONES:
SET UP INTERACTIVE ZONES WITHIN THE STADIUM PREMISES, ENGAGING WITH MCDONALD'S HEALTHY MENU.

3. SOCIAL MEDIA CAMPAIGN:
LAUNCH A COMPREHENSIVE SOCIAL MEDIA CAMPAIGN THAT SHARES THE EXCITEMENT AND PASSION OF FOOTBALL WITH AUDIENCES, USING EVENT-SPECIFIC HASHTAGS, SHARE EXPERIENCES, AND INTERACT WITH PEOPLE DIGITALLY.

4. EXCLUSIVE OFFERS & BENEFITS:
UTILIZE THE GAME AND THE HIGH ATTENDANCE FLOW TO EMBARK ON A TASTING EXPERIENCE AND TO CREATE AWARENESS ON HEALTHY MENU OPTIONS.



Initiatives & Activations: Boosting engagement and excitement for McDonald's

TENDERS



OVERVIEW OF TRANSPIRATION

SUGGESTED



SIGNBOARD

EXPLANATION

We will provide Creative feather flags
According to brand strategy and
slogan that we will take decision on.



DRONE SHOW

SHOW

Approach art with an innovative mind and inspire the generations through Celestial's drone art, specifically designed to elevate your festival and bring people together.



HOSPITALITY

IDEAS

Approach art with an innovative mind and inspire the generations through Celestial's drone art, specifically designed to elevate your festival and bring people together.

- Hospitality Protocol
- Solo Music
- Food Truck
- Traditional Shows



24

EVENT Proposal

Comprehensive document outlining the details and plans for hosting an outdoor event. This proposal serves as a formal presentation of the event concept, providing a clear and structured overview to potential stakeholders, sponsors, or decision-makers.

EXPANDED RFI: MOE ANNUAL GATHERING

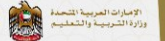
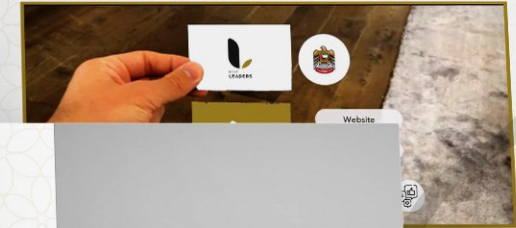
2023/11/2

24

AR INVITATION CARD

1ST OPTIONS

Programming this for a creative invite with AR-Technology



25

DAY GIFTS

SUGGESTED

Scented candles are not just the light of knowledge and that education spreads in our United Arab Emirates' homes. These candles are intended to focus associated with our homes.



1000

38



تزيين المكان بالأعمال الحرفية والتراثية



توفير فرقة عياله

عياله هي فرقة فنية تقدم أداءً تقليدياً يعكس جانباً من التراث الإماراتي، سيتم تأمينها لحضورها لإحياء الفعالية وإضافة روح البهجة والتراث.



إضافة بنظام البوفيه لعدد (300) شخص

توجع يكفي لإطعام 300 شخص، ينبغي أن يشمل البوفيه مجموعة متنوعة من الأطعمة تليق بأذواق عظماء توفير كميات كافية للجميع، تقديم مجموعة واسعة من المشروبات الباردة والساخنة بما في ذلك عائل "تراكات" تعني توفير فترات استراحة خلال الفعالية تشمل مرطبات ومشروبات للمشركين



البوفيهات لضيوفنا الكرام: بوفيه موعة مختارة من أشهر الأطباق عكس غنى المطبخ الشعبي مثل، المحجوس وغيرها من الأكلات تشمل تشكيلية واسعة من الأكلات تناسب جميع الأذواق

توزيع هدايا للفائزين بالمسابقات



توزيع الهدايا للفائزين بالمسابقات التي تُصفي الفرحة والمتعة على الفعالية

- توزيع الهدايا بطريقة مرتبة ومحتمل بها لضمان أن يكون للحظة تسليم الجائزة تأثير إيجابي على الفائزين والجمهور.
- التقاط صور تذكارية للفائزين مع هداياهم لخلق

توفير كراسي ومظلات شيفون مزينة بعلم الإمارات



يجب أن يتم تزيين الكراسي والمظلات المستخدمة في الحفل بأقمشة الشيفون وأن تحمل ألوان علم دولة الإمارات، لتعزيز الأجواء الوطنية للحدث

توفير المبخار وتلطيف الجو بالدخون

ينبغي توفير المبخار لاستخدام الدخون، نوع من البخور العربي التقليدي

الدراسة الفنية

لضيافة و تجهيز الاحتفال باليوم الوطني



NATIONAL DAY
اليوم الوطني
UNITED ARAB EMIRATES
إمارة دولة الإمارات العربية المتحدة

Speaker Selection & Topics Suggestions

Product Control:
Speaker: Sarah Ahmed, Quality Assurance Manager
Topic: "Ensuring Product Safety and Quality: Regulatory Compliance and Standards"

Environmental Health:
Speaker: Dr. Mohammed Ali, Environmental Health Specialist
Topic: "Addressing Environmental Health Challenges: Air Quality, Water Pollution, and Waste Management"

Labor Cities:
Speaker: Fatima Khalifa, Human Resources Director
Topic: "Promoting Worker Wellbeing: Best Practices in Labor Accommodation Management"

Play Area Safety:
Speaker: Dr. Ahmed Mahmoud, Pediatric Safety Specialist
Topic: "Designing Safe Play Environments: Best Practices for Playground Safety"



Entrance

The entrance design sets the tone for the conference, emphasizing sustainability, accessibility, and the importance of health and safety in a professional setting. It's a visual commitment to creating a welcoming and informative atmosphere for all participants.



SUGGESTED LOGO

LOGO EXPLANATION

The "Dubai Health and Safety Conference 2024" logo encapsulates sustainability in health and safety:

- **Central Green Circle:** Symbolizes the earth, highlighting a global commitment to sustainable health and safety.
- **Circular Green Arrows:** Represent the ongoing, regenerative cycle of sustainable practices.
- **Green Color:** Emphasizes the conference's focus on environmental stewardship.
- **Year 2024:** Signals a progressive, future-oriented approach to health and safety.

This design conveys a pledge to uphold health and safety sustainably, ensuring long-term planetary welfare.



Banners





مؤسسة محمد بن راشد آل مكتوم للمعرفة
MOHAMMED BIN RASHID AL MAKTOUM
KNOWLEDGE FOUNDATION

إدارة العلامة التجارية - Brand Management

الاتهام البصري و الصوتي لكل مبادرة من مبادرات مؤسسة محمد بن راشد آل مكتوم للمعرفة لكل علامة تجارية من مبادرة أو منتج أو خدمة إحساس بميزتها عن غيرها" ، التوجه العالمي للمؤسسة هو طابع مقعد ، الرؤية عن تعدد الثقافات و المعارف تحتاج لمسار أوضح الوعد الذي تقدمه العلامة التجارية من معلومات ونصائح ، الاستماع للجمهور هو عنصر أساسي والتحاور معه من خلال وسائل التواصل الاجتماعي (تقديم Brand Promise بشكل اجتماعي و رسمي)

4<<<

مؤسسة محمد بن راشد آل مكتوم للمعرفة
MOHAMMED BIN RASHID AL MAKTOUM
KNOWLEDGE FOUNDATION

إشراكات معلوماتية تعرض ما تتحور حوله المؤسسة بشكل سلسلة تعليمية وذلك بأسلوب كتابي خاص ووقت معين

عرض حملات تسويقية على منصة خاصة من أحد منصات التواصل الاجتماعي وذلك لريادة التفاعل عليها من تأثير مؤشرات الأداء على مفهوم المعرفة والتلقي

إظهار دور المؤسسة الريادي في دعم الأبحاث والتجارب التي تخص أزمة كورونا

تقديم حملة تسويقية بمدّة معينة لنصائح عن معايير الجودة البريطانية وذلك لتعريف الجمهور عن المعنى الحقيقي للمعايير

تأمين الاهتمام العالمي بريادة الأعمال ، التنمية المستدامة وإظهار دورها على الشاب العربي في تطوير الفكر

4<<<

مؤسسة محمد بن راشد آل مكتوم للمعرفة
MOHAMMED BIN RASHID AL MAKTOUM
KNOWLEDGE FOUNDATION

أعضاء مجلس الإدارة الأفاضل

تنظف العلامات التجارية كاختلاف بصمات الأيدي إلا أنها تشابه بكونها بصمات و نهاية الأمر وعليه ، فإننا نسعى دائما لتقديم حلول منضقة وفي الوقت ذاته مبنية على ما يوافق العلامة التجارية التي نقوم بالتسويق لها . وعند الحديث عن العلامات التجارية المبنية على أسماء لشخصيات مجتمعية مؤثرة مثل "صاحب السمو الشيخ محمد بن راشد" والتي تعتمد كلياً على اسم الشخص صاحب العلامة و شهرته فلا بد للتركيز على عدة عوامل لاتحاج الصلابة التسويقية

في هذا الملف مجموعة من الأفكار والحلول التسويقية المقترحة من قبل شركة 4k media بما يخص الخطة التسويقية لبادرة محمد بن راشد آل مكتوم للمعرفة والمفصلة من قبل (مؤسسة محمد بن راشد آل مكتوم للمعرفة)

4<<<

مؤسسة محمد بن راشد آل مكتوم للمعرفة
MOHAMMED BIN RASHID AL MAKTOUM
KNOWLEDGE FOUNDATION

قناة اليوتيوب YouTube Channel

اليوتيوب ثاني أقوى محرك بحث في العالم بعد غوغل وبعد أكثر منصة يفضي فيها البشر أوقاتهم حالياً

الانتفاع الأول للقناة هو فيديو المفصلة لإيضاح قوة المبادرات التي تنور حول مفاهيم المبادرات و رؤيتها ، ولكن لا يوجد توضيح للجمهور حول ما تقدمه القناة لهم

إضافة كورسات مجانية خاصة منطقة بإدارة المعرفة

4<<<



FANS ACTIVATIONS

FUEL YOUR ENERGY
FUEL YOUR MIND
FUEL YOUR PASSION




CAMPAIGN BRIEF

The aim of each campaign focuses growing the experience of football enthusiasts by highlighting on physical, mental and social growth.

The campaigns additionally help in visualizing a live journey of a professional footballer by featuring their skills, routine, advices and lifestyle.

SEASON PROMO VIDEO

Campaign slogan: **دوينا بجمعنا**
Campaign concept: Believe in the unity that football brings everyone together with shared values and goals.

The video concept is designed to appeal to Emirati people of all ages and interests, it particularly focuses on how football is the sport of passion and how it's passed on to bring everyone together.

Media Distribution Channels: Broadcasts – TV Channels – Social media channels – ADNOC Stations

MEDIA PARTNERS

Dubai Sports
Abu Dhabi Sports
Sharjah Sports

Emarat Al Youm
Al-Bayan
Al-Ittihad

UAE BARQ
Sports 4 All International
kooora
Sport360Arabiya
3meed_news
lwa_news

TV Channels
الرياضية
الرياضية
الرياضة

DIGITAL Channels
الإمارات اليوم
al bayan
الاتحاد

Social Media Channels
UAE BARQ
الإمارات
SPORT
عميرت الإمارات
الإمارات



CHAMPIONS

ADNOC PRO LEAGUE 2021-2022
دوري أدنوك للمحترفين

ADNOC Pro League upcoming season

FANS LEAGUE

The concept revolves around increasing fans' active engagement and bringing awareness of their cardinal role as cheerleaders to motivate the players to bring their best.

The implementation of the Fans League campaign will use the involvement from:
Clubs Media and press Social media platforms Fans League





مقدمة عن الحملة

الحملة الصيفية "صيفنا سلامة" تعد مبادرة توعوية تركز على رفع الوعي المجتمعي حول مخاطر الإجهاد الحراري وأسفلة الحرارة على التسمم والسطور. فاجبة للأشخاص الذين يتعرضون بشكل مباشر لأشعة الشمس خلال وقت الظهيرة مثل العمال والجمهور الذي يتواجد الشواطئ

هدف الحملة

الحملة تهدف إلى الترفيع بالمعلومات الصاربية الشاطئة التي تشجع خلال فترة الصيف وتدعو إلى تجنب الحرارة جيون خضبة التعامل مع الإجهاد الحراري. هذا بالإضافة إلى استهدافها لجمهور أمتك في المنشآت التجارية والمواقع الإنسانية وعموم شرائح المجتمع لتوسيع نطاق الوعي والتكليف بشأن الإجراءات الوقائية والسلامة خلال الصيف

فترة الحملة

من يوليو إلى سبتمبر 2024. وهي مبادرة متكررة تجدد بشكل سنوي لتعريف الوعي المستمر والمتكامل لعرضيات الصحة والسلامة خلال أشهر الصيف الحارة

الفئة المستهدفة

العمال - خصوصاً أولئك الذين يعملون في الهواء الطلق ويتعرضون بشكل مباشر لأشعة الشمس
الجمهور العام الذي يقضي وقتاً في الأماكن المشمسة مثل الشواطئ
أصحاب المهنة فئة مستهدفة جديدة لضمان شمولية الحملة وصول المعلومات لجميع شرائح المجتمع

الفئة	التواجد
العمال في المنشآت الصناعية والمواقع الإنسانية	في المنشآت الصناعية والمواقع الإنسانية
زوار الشواطئ	على الشواطئ
الأفراد والعائلات في كل بيت	في المنزل
كل فرد في المجتمع	في كافة الأماكن العامة والخاصة
أصحاب المهنة	في المناسبات، الجمعيات



FEASIBILITY STUDY



مشاريعنا

تفتخر شركة صفوة العيد بإتمامها عدد من المشاريع الكبرى داخل وخارج المملكة

أكاديمية مسك للفروسية الرياض / ٢٠٢٢-٢٠٢٢

مركز الإمارات للفروسية دبي / ٢٠٢٠-٢٠٢١

منتجع نوفا للفروسية الرياض / ٢٠٢٠

مركز الكويت للفروسية الكويت / ٢٠١٩

تصميم مقترح أكاديمية المصمك للفروسية الرياض / ٢٠٢٣

الهيكل التنظيمي

التخطيط الإداري و التنفيذي

الراتب الشهري المتوقع	المسؤوليات الرئيسية	الخصم الوظيفي
20,000 - 25,000	إدارة التشغيل اليومي، التخطيط الاستراتيجي، التنسيق مع الجهات	المدير العام
15,000 - 20,000	إدارة برامج التدريب، تنظيم الفعاليات، المتابعة بالخيول	مديرة الفروسية
10,000 - 15,000	رعاية صحية الخيول، وصيانة الوثائق، الشؤون المالية والمحاسب	الطبيب البيطري
8,000 - 12,000	تدريب الخيول والشباب، تطوير برامج التدريب	مدرّب الفروسية
6,000 - 10,000	الترويج للأحداث، وتنظيم الفعاليات التسويقية	موظف التسويق والمبيعات
5,000 - 8,000	صيانة المرافق والمعدات، تنفيذ جداول الصيانة الدورية	مكثف الصيانة
4,000 - 7,000	دعم إداري، تنظيم المستندات، تسويق الخيول	مساعد إداري
4,000 - 6,000	المالية، الشؤون القانونية، المحاسبة، إدارة الموارد البشرية	عامل مكتبة
10,000 - 14,000	إدارة العلاقات الخارجية، العلاقات مع الجمهور وإعلام	مدير العلاقات العامة وإعلام
7,000 - 11,000	إدارة الشؤون المالية، إعداد التقارير المالية	مختص الحسابات المالية

بالية

ملاحظات	القيمة (ريال سعودي)	عدد (ريال)
	100	عند (ريال)
	50	عند (ريال)
بمعدل ١٢ حصّة	٣٠٠٠	للمدرسة
	١٠٠	للسهوي
	200	ومي
	20	للسهوية
	500,000	أحدة (ريال)
	200,000	أحدة (ريال)
	٢٢٠,٠٠٠	لأه الخيل
افتراض معدل إشغال ٦٠%	500	عائد الفنادق
متوسط الإيفاق للزائر الواحد	200	عائد المطاعم



شركة صفوة العيد الرياضية

قنوات التسويق الرقمي

التراسد التسويقية

المعيار	المتى	الهدف	Key Performance Indicators (KPIs)
الوصول للجمهور المستهدف	عدد المشاهدات، عدد التفاعلات، عدد المشاركات	توسيع قاعدة الجمهور، زيادة الوعي بالعلامة التجارية	Reach, Impressions, Engagement rate
زيادة التفاعل والمشاركة	عدد التعليقات، عدد المشاركات، عدد الإعجابات	بناء مجتمع متفاعل، تعزيز الولاء للعلامة التجارية	Comments, Shares, Likes
تحسين التحويلات	عدد التسجيلات، عدد المشتريات، عدد الطلبات	تحويل الجمهور من المتابعين إلى عملاء فعليين	Conversion rate, Sign-ups, Purchases
قياس العائد على الاستثمار	معدل التحويل، تكلفة اكتساب العميل، عائد العميل	تحديد القنوات الأكثر فعالية، تحسين الميزانية التسويقية	ROI, Cost per lead, Customer Lifetime Value

الواجهات

الواجهات المعمارية مصممة على الطراز النجدى ومستوحاه من قلعة المصمك .



STP SEGMENTATION

Audience Segment	Age Group	Interest	Marketing Tactics
Luxury car enthusiasts	25-45	Supercars, auto shows, car clubs	- Sponsor local supercar meets and events - Engage with enthusiast social media accounts
Affluent professionals	30-50	Business, investments, luxury brands	- Advertise in business magazines and airports - Host test drive events at office parks
Royalty and VIPs	All ages	Wealth, status, exclusivity	- Conduct personalized outreach and presentations - Offer exclusive model previews and customization
Youth/Young professionals	18-30	University culture, digital media, fashion	- Partner with university groups on competitions or events - Create social media content highlighting prestige and luxury lifestyle
Current Mercedes-Benz	35-60	Prestige, upgrades, new technologies	- Send direct mail with custom upgrade offers - Invite to exclusive new model previews

DIRECT & INDIRECT COMPETITORS

COMPANY NAME	STREET	CITY	WEBSITE	PHONE	EMAIL
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966 137345451	alshawarrah@adawood.com
Al-Mawakeel Group	King Fahd Road, Al-Mawakeel Area	N/A	www.al-mawakeel.com	+966 22472677	
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966 20229099	
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966 54519460	alshawarrah@adawood.com
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966 22002711	alshawarrah@adawood.com
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966 22001098	alshawarrah@adawood.com
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966 13451300	www.aldawood.com
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966 11451269	info@alshawarrah.com
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966 12451000	alshawarrah@adawood.com
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966 20000511	alshawarrah@adawood.com
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966 11231008	alshawarrah@adawood.com
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966 22511499	alshawarrah@adawood.com
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966 22001818	alshawarrah@adawood.com
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966 11644232	alshawarrah@adawood.com
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966 22562794	alshawarrah@adawood.com
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966 22228922	alshawarrah@adawood.com
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966	
Al-Dawood Brothers	11504 Al-Dawood Brothers Road, Al-Dawood District	N/A	www.aldawood.com	+966	

BRAND ROLES

BRAND POSITION	The pinnacle of customized luxury, designed for discerning Saudi tastes
BRAND STATEMENT	For Saudi elites seeking exclusive sophistication, Lorinser Motors delivers unmatched bespoke designs and premium performance befitting royalty.
BRAND PROMISE	Your aspirational automotive vision, exquisitely realized.
BRAND BENEFITS	- Reflect your regal status through custom styling - Indulge your passion for vehicles with premium enhancements - Stand out in utmost luxury made just for you - Experience German engineering excellence first
BRAND FUNCTIONS	- Customized body styling - Modify vehicle interior - Optimize drivability - Create one-of-a-kind cars

MARKETING KEY PILLARS

PLATFORM	GOAL	METRICS "KPI's"	CONTENT FORMAT	CONTENT STRATEGY
Digital Marketing				
Website	Generate leads and sales	Traffic, time on site, pages per visit, conversions	Product pages, blog posts, guides, visuals	Useful info for customers, SEO optimization
Email Marketing	Retain and engage customers	Open rate, CTR, conversions	Promotional emails, newsletters, announcements	Personalized content, special offers, new launches
Social Media (Facebook, Instagram, Twitter, LinkedIn)	Increase brand awareness and engagement	Followers, likes, shares, engagement rate	Images, videos, Stories, Reels	Behind-the-scenes, UGC, contests
Paid Ads (Google, Facebook, Instagram)	Acquire new customers	Impressions, CTR, conversions	Images, video, carousels	Target ideal customers, optimized for conversions
Classic Marketing				
			Offers	Target local markets
			Products	Personalized offers
			Services	Brand messaging, special offers

CHOSEN Study Headlines

•Executive Summary	•Brand Role	•Risks & Challenges
•Company Overview	•Operations Plan	•Appendices
•Industry Analysis	•Management Team	
•Market Research	•Financial Plan	
•Competitive Analysis	•Sales Forecasts	
•Target Market	•Funding Requirements	
•Marketing Plan	•Milestones and Metrics	



CUSTOMER SERVICE

DESCRIPTION
Welcome customer to dealership showroom. Offer refreshments. Build rapport.
Ask questions to understand what type of car customer is interested in and their budget. Discuss features and options.
Escort customer to see vehicles that match their needs and preferences. Highlight features and benefits. Offer test drives.
Work with customer on pricing, trade-in value, financing, etc. to come to a mutually agreeable deal.
Provide paperwork for customer to review and sign. Accept payment.
Review all features of new vehicle with customer. Ensure customer is comfortable with operating vehicle before final hand off.
Call or email customer after a few days to ensure satisfaction. Address any initial questions or concerns.
Contact customer when vehicle is due for routine maintenance or service. Schedule appointment.
Enroll customer in dealership loyalty program to provide ongoing incentives and personalized offers.
Send periodic customer satisfaction surveys and incentivize providing feedback.

Offers	Target local markets
Products	Personalized offers
Services	Brand messaging, special offers

Works Snaps





**IN ORDER TO BE EFFECTIVE,
BOTH LEADERSHIP AND
LEARNING MUST BE
UTILISED TOGETHER.**

@abduhrahimnukta

THANK YOU