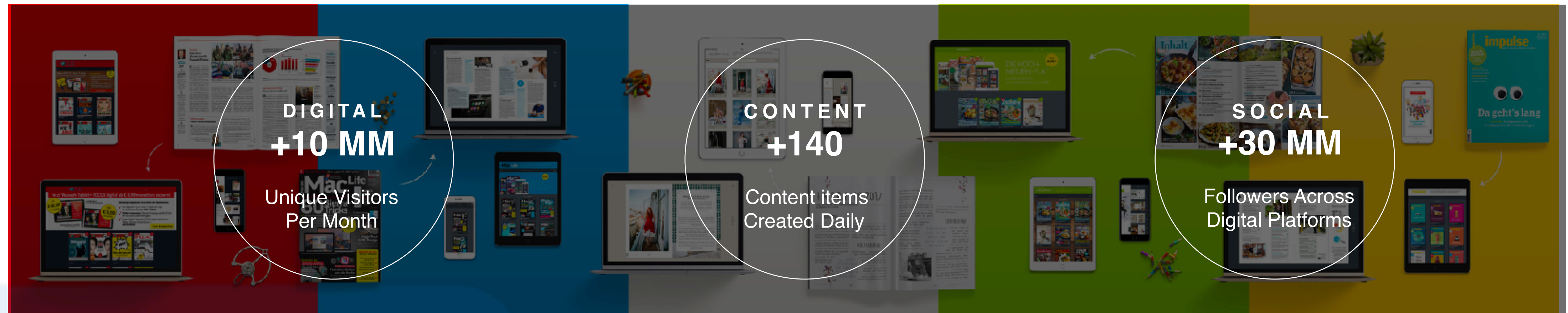


# ARAB youth





# OUR NUMBERS & REACH



ليالينا

SOUD

نجرلو  
السرب

رائج

القيادي

سائح  
sa2eh.com

الهاا'اليط  
حالك بسيط

استنياني

ي summي

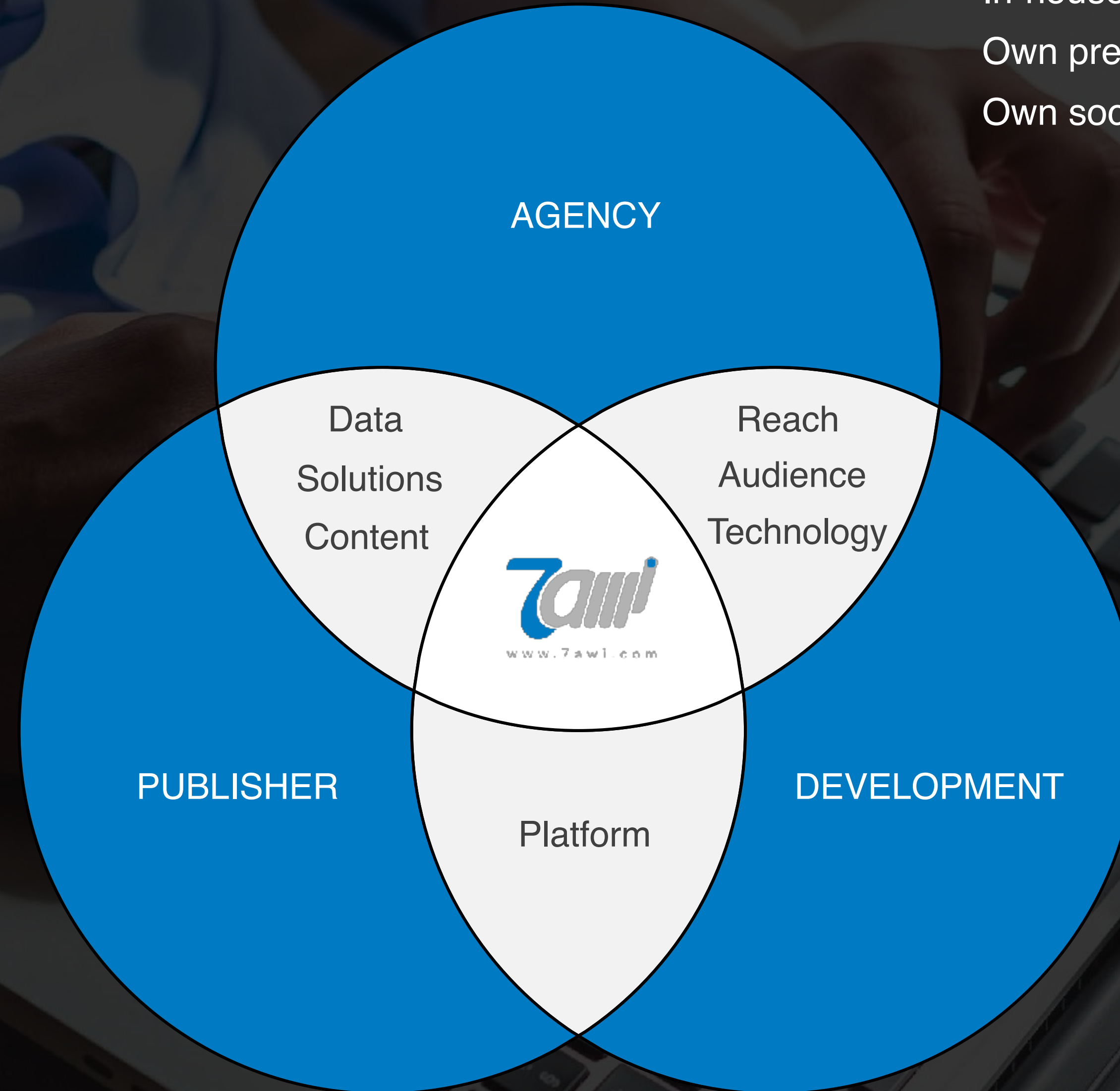
الهاا'اليط  
حالك بسيط دليل



# USPs

In-house creative multi-media solutions  
Own premium inventory  
Own social channels to support campaign KPIs

Own and operate premium  
diversified content  
Own and manage own social  
channels



In-house developed Content  
Management System  
Custom development  
UX/UI strength for best output  
Skilled(inhouse) in all top-line  
technology



# DIGITAL SERVICES & TECH

Consulting & Solutions offerings (B2B)



Arabic  
Content



Research &  
Analytics



Digital Marketing /  
Audience / Reach



Responsive  
Websites



Mobile  
Applications



UI UX / Audit /  
DesignThinking

# A FEW HAPPY CUSTOMERS

Some Brands and partner firms in GCC who have utilized the strength of Casper, Content creation and attained great value retuned.

L'ORÉAL



SAMSUNG



Exclusive digital  
PARTNERS with



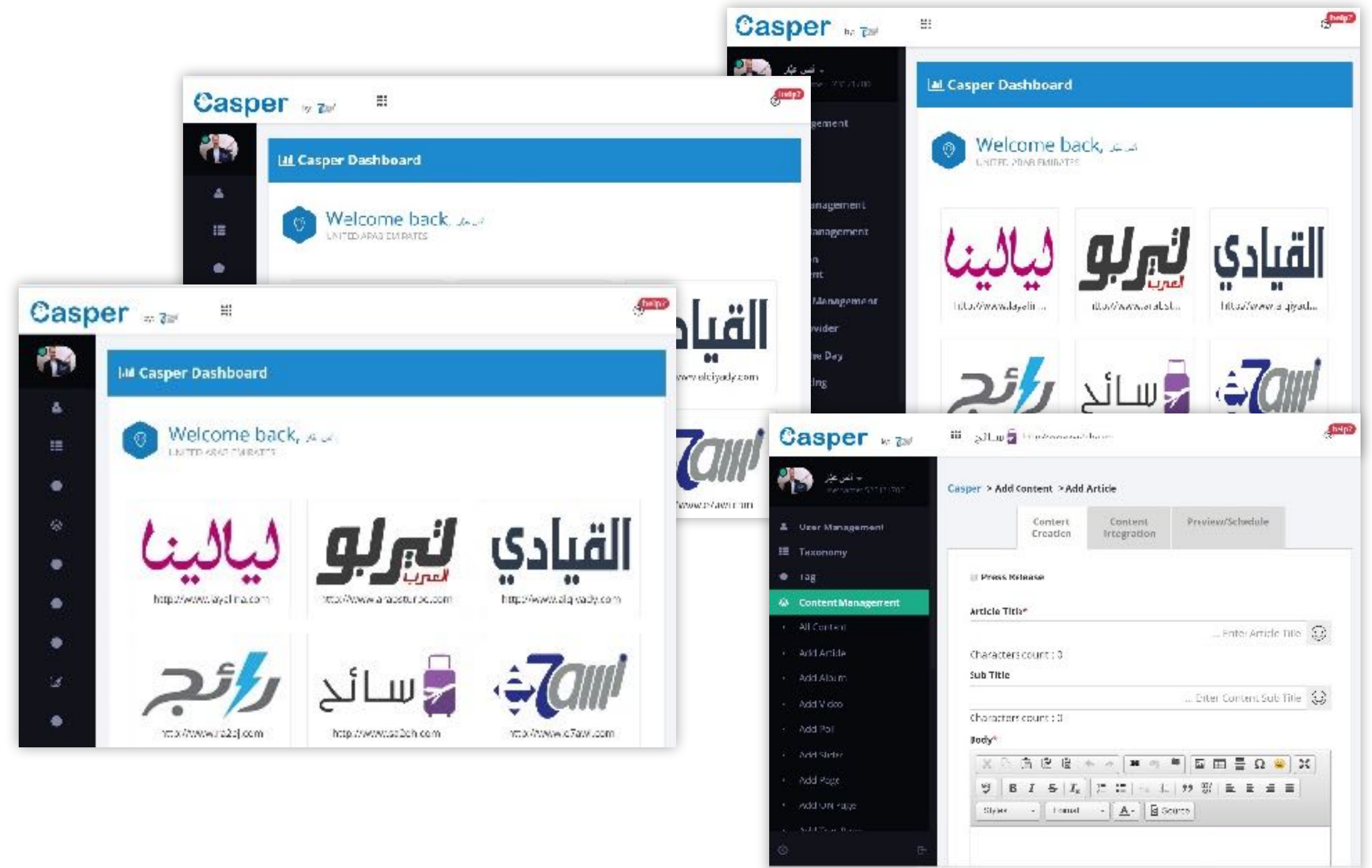
www.zawi.com





# CONTENT MANAGEMENT SYSTEM

- **Proven!** Complete CMS powers all of 7awi's digital media products. Millions of monthly active users and support a large team of editors and contributors.
- **Scale & Security!** Casper built with scale and security. Suitable for small, medium and large websites and is truly powerful for big teams working on multiple websites with strong integration between different properties.
- **Rich Content!** Casper supports various content types which include normal articles, videos, photo galleries, interviews, events, polls and **most importantly ability to provide content circulation**. Casper provides a customizable front end that supports, desktop, tablet and mobile devices, it also comes with a comprehensive reporting system that tracks performance of each editors and produces reports for the management team that can be exported in an excel format.
- Casper supports aggregating content from external feeds, menu management and URL alias changes dynamically from the CMS.
- A rich roadmap of ongoing features including integration of Analytics, Social, Editorial Calendar...



# CHALLENGES



- ✦ CONSUMER **RESENTMENT** OF INTRUSIVE MARKETING
- ✦ **QUANTITY** CONTENT ABOVE **QUALITY**
- ✦ **WRONG** STRATEGIES WITHOUT DATA FOCUS



- ✦ TOUCHPOINTS, **NOT UTILIZED** EFFICIENTLY
- ✦ **MULTIPLE** TECH **STACKS** & **HARDER** LEARNING CURVE
- ✦ **TOUGH** TIME KEEPING UP WITH TRENDS AND UPDATES



- ✦ **LOW** CONTENT STRATEGY (EVERGREEN)
- ✦ **LITTLE** ENGAGEMENT OR WRONG TARGET OF USERS  
REAL TIME KNOWLEDGE REQUIRED
- ✦ **DIMINISHED** RETURNS FOR ORGANIC REACH MARKETING

 **casper** **SOLVES IT ALL**



- ✓ **SIMPLE** TO SETUP AND EASIEST TO USE.
- ✓ **INTEGRATED** WITH ALL TRENDS & PLATFORMS
- ✓ **POWER** TO KEEP ALL CHANNELS IN ONE INSTANCE
- ✓ **CONTENT** & ENGAGEMENT FOCUSED,  
**ENHANCE** ORGANIC GROWTH & OTHER GOALS

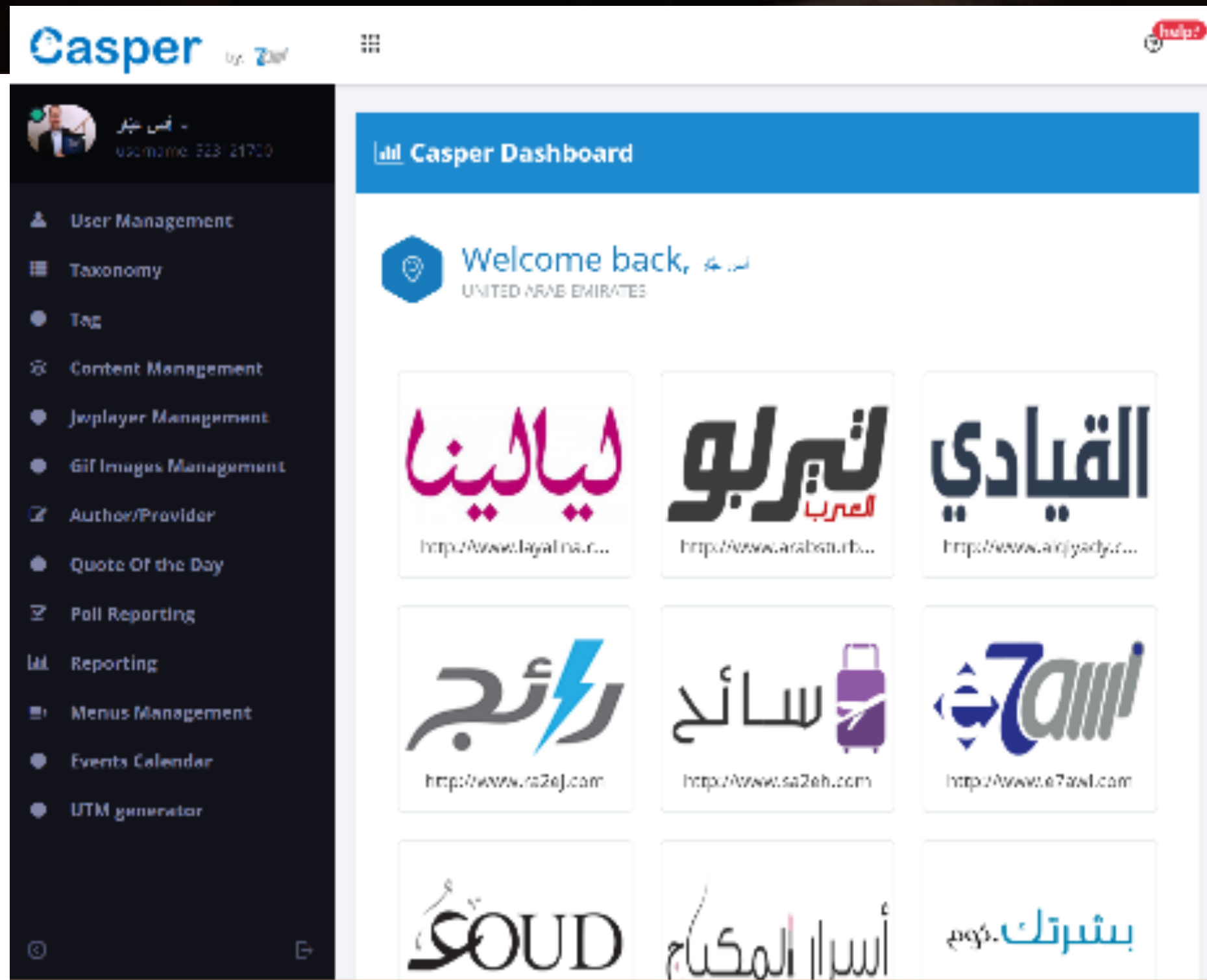


- ✓ **TOP NOTCH** DESIGNS, **GREAT UX**, & **HIGH** USABILITY
- ✓ **CLOUD** HOSTED SOLUTION. HASSLE FREE SAAS MODEL
- ✓ **LONG TERM** MAINTENANCE THUS  
ALWAYS FREE ENHANCEMENTS & UPDATES
- ✓ **RESPONSIVE**, BILINGUAL & MULTIPLE  
SITES / PLATFORMS IN ONE PLACE





# OUR PLATFORMS



1 Custom Developed “Casper” Content Management System (House and 3rd party)



2 CONTENT articles + videos + social



3 Research & Insights “Istibyani” Platform



# AUDIENCE & INDUSTRY



## Retail, Fashion & Lifestyle

*Estee Lauder, Rivoli, Souq, Noon, Chanel, AlTayer, M&S, AKI, Lui O Lei, Etoilegroup, YNAP, almadanigroup, Al Ghurair etc*



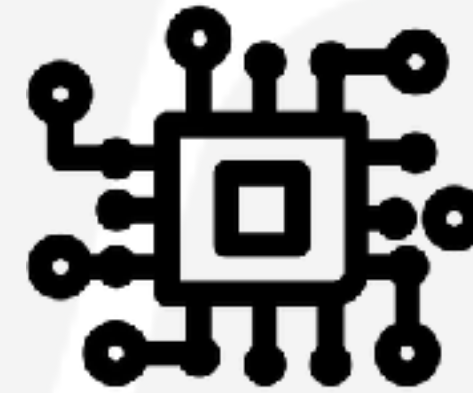
## Manufacturing & Goods

*Pepsi, Emirates ind, Enpigroup, MARS, Aldahra, Agthia Group, Mondelez, IFFCO, AlMarai, FoodCo, Nestle, PG, Al Ahli Plastics*



## Automotive & Airlines

*Honda, VW, Air Arabia, Bosch, Pirelli, FlyDubai Jeep,*



## Technology & Media

*Abu Dhabi Media, DMi, Virgin, Jumbo DU, Etisalat, Mubadala, OPPO, Alpha, Dark Matter, ARAB MEDIA, VIVA, OSN, BOSE*



## Government Institutes

*Dubai Police, RTA, DP WORLD, EXPO2020, DHA, DXB Airport, Dubai Holding, Daman, EID, Abu Dhabi Tourism*



## Medical & Health Industry

*AXA, Rashid Hospital, Al Zahra, NMC, Dabur, Aster, Prime Hospitals, GulfDrugs,*



# MICROSOFT AZURE

LEVERAGING WITH AZURE STRENGTH, THE BEST ROBUST SOLUTION SHOULD BE DESIRED BY VALUED CUSTOMERS

- ✦ **DEPLOYED ON AZURE CLOUD**
- ✦ **SAAS MODEL BASED ON ANNUAL TERMS, FULLY MAINTAINED**
- ✦ **FAST, SCALABLE, ALWAYS UPTODATE**
- ✦ **GUARANTEED, SECURE, SAFE, HASSLE FREE, MAX UP-TIME**

AUDIENCE : COMPANIES LOOKING FOR FOLLOWING

SME'S, LOCAL AND MNC'S WITH DEEP INNOVATION FOCUS.

GCC OPERATIONS, FOCUSED ON ARABIC USERS

QUICK GOTO MARKET SOLUTION, UNIFIED TURNKEY SOLUTION IN ONE PLACE

UNDERSTAND IMPORTANCE OF ORGANIC GROWTH AND EVER GREEN CONTENT