



Advertising and Publishing



COMPANY PROFILE



## What makes First Media the best publishing and advertising company?

Started in 2009, we set a clear and definitive goal, to never compromise on anything. Even before we kicked off our operations we had an in-depth knowledge of the market and we knew since day one what it takes to be a successful firm.

Throughout the last 10 years of experience, we worked with prestigious companies and helped them success in rigorous markets, and with their growth and success our knowledge grew and our standards went higher and higher.

We learned and proved to our customers that our combination of experience and passion is the secret recipe for sustainable success.

Our goals, vision, and code can be told with 4 simple points.

- Never compromising**
- Passionate and Experienced**
- Ethical and Transparent**
- Partners of Success**





A grayscale profile of a person's face, looking to the left. The image is high-contrast and minimalist. Overlaid on the face is the text 'BRAND ING' in a bold, sans-serif font. 'BR' and 'AND' are in orange, while 'ING' is in dark gray.

**BR  
AND  
ING**



# Branding

A brand name and logo is what all any company revolves on. Identify and empower your business, marketing, and advertising with an innovative brand identity.

- Brand naming
- Logo design
- Branding strategies and campaigns
- Graphical innovation
- Business cards
- Innovative slogans

Why should you always associate your business with a brand?

- Legal and copyrights
  - Protect your innovations with an associated brand
- Business Authority
  - Customers always have loyalty towards a brand with good services
- Message association
  - Send a message with your brand logo
- Innovative Identity
  - Associate your name with an innovative logo to be easily remembered





**PHOTOGRAPHY**



# Photography

We take photos that are worth thousand words as we catch the important details with an artistic approach at each photo shot.

- Products photography sessions
- Meetings & Events photography
- Portrait photography
- Models photo sessions
- Corporate photography
- Jewelry photography
- Real Estates photography
- Fashions photography

Why is Photography essential for any growing business?

- Visually thrilling
  - Visually beautiful pictures to connect with your audience
- Professional Looks
  - Professional looking pictures that boosts your business authority
- Crossplatform
  - Flexible content that can be used across any type of marketing
- Share a story
  - Convey a message to your audience with visually beautiful picture





ARTISTIC

**GRAPHIC** DESIGN



## Artistic graphic designs

Modern and innovative graphic designs that drives customers attention.

Our creative designs are meant to provide your business with the best types of uniqueness.

- Logo design
- Stationery design
- Web design
- User experience design
- Brochures design
- Labels design
- Book design
- Magazine design
- Newsletters design
- Advertising designs
- Catalogues design
- Packaging designs

Why should you spend on creative graphic designs?

- Visual Identity
  - Empower your identity familiarity with a constant message
- Rich message
  - Convey your message with one creative design
- Proven results
  - The real meaning of "One Picture Worth Ten Thousand Words"
- Crossplatform
  - Useable content across all social media platforms and traditional marketing



**ADVE  
RTISING  
AND  
PUBL  
ISHING**





# Advertising and Publishing

Innovation based comprehensive set of services and solutions to help any company build their advertising effort from scratch into worldwide standards.

- Design creative
- Magazine Publishing
- Newsletter Publishing
- TV publishing
- Video montage
- Photography Services
- Organize Exhibitions
- Brand identity publishing
- Business cards printing
- Brochure printing
- Restaurants menus printing
- Digital advertising
- Roads advertising

Why should you initiate a comprehensive advertising campaign?

- Familiarity and attention
  - Get your customers and potential customers familiar with your brand everywhere
- Traditional and Digital
  - Leverage best of both the traditional and digital marketing and advertising
- Promote Authority
  - Highly professional work that drives people attention and builds brand authority
- Strategic advertising
  - Build campaigns to achieve certain goal within a specific time period



# WEBSITES DESIGN

and

`</development>`





## Websites design and development

Empower your brand and enrich your user's experience with a highly interactive and innovative website built to offer the best user experience.

- Content creation
- Websites design
- Websites development
- SEO optimized
- Domain registration
- Advanced hosting
- Technical support

Why should every company have a unique website design?

- Brand identity
  - Build your website to revolve around your brand identity
- Highly interactive
  - Deliver interactive messages to your customers on your own website
- Centralized efforts
  - Streamline all your marketing efforts to your website for higher conversion rate
- Customizeable
  - Customize and personalize to your own business goals





MacBook Air

# Search Engine Optimization

Prove your brand name and stand out from the competition on the search engine's first page for the most important search queries.

- Technical SEO
- Local SEO
- Blog's SEO
- E-Commerce SEO
- In-depth Analysis
- White-hat practices

Why should you implement an SEO strategy?

- Increased Traffic
  - Leverage billions of search queries conducted daily on search engines
- Higher rankings
  - Higher ranking on search engines means higher visibility that drives brand familiarity
- Better User-experience
  - The latest standards for search engines promotes the need to provide the best UX
- Cost effective
  - Highly relevant traffic from search engines brings a very high ROI



# MARKETING STRATEGY



Jan Feb Mar Apr May Jun Jul



Success  
Solution  
Business Strategy  
Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management

Innovation  
Branding  
Solution  
Marketing  
Analysis  
Ideas  
Success  
Management

○ SOCIAL NETWORK





# Marketing Strategy

The most effective marketing campaigns are always built on a robust and data driven strategy. With our carefully planned approach we provide effective, sustainable, and market-oriented marketing strategies.

- Environment recognition
- Market Analysis
- Predict Risks and opportunities
- Empower strengths and eliminate weaknesses
- Competitive Analysis
- Integrate marketing tools
- Measure results accurately

Why should you define a marketing strategy?

- Cost Control
  - Never waste expenses on an already doomed to fail channels
- High effectiveness
  - Leverage the power of data driven strategies made for success
- Top Competition
  - Explore opportunities and excel where competitors fail
- Data driven
  - Make all decisions based on aggregated accurate data



# SOCIAL MEDIA MARKETING





# Social Media Marketing

Gain website traffic, gather attention, and promote your marketing effort through the technologies of social media websites targeting and audience reach.

- Profiles creation
- Social media management
- Paid advertising
- Engagement monitoring
- Performance reportings
- Design creative
- Cross-channel promotions

Why should you leverage the power of social media?

- Customers loyalty
  - Build customer loyalty through direct engagement on social media
- Global Audiences
  - Reach anyone around the globe with zero physical limitations
- Robust targeting
  - Empower strategies with robust targeting tools developed by social media websites
- Brand building
  - Promote your branding efforts where it matters most



# VIDEOS & ANIMATION



## Videos and Animation

Convey a rich message and catch your audience's attention with an eye-catching videos and animation to stand out from your competition.

- Scripting
- Ideas Brainstorming
- Live shots
- 2D Animation
- 3D animation
- Montage
- 30 seconds videos
- 60 seconds videos

Why should you enhance your efforts with Videos?

- Rich message
  - Wrap your story within a simple yet eye catching video
- Attracts attention
  - Effectively connect with your audience visually
- Time-effective
  - Tell your story within 1 minute or less
- On-The-Go
  - Reach your audience wherever, whenever on their mobile phones





# EMAIL MARKETING



# Email marketing

Carry out your digital promotions and marketing campaigns through highly personalized emails.

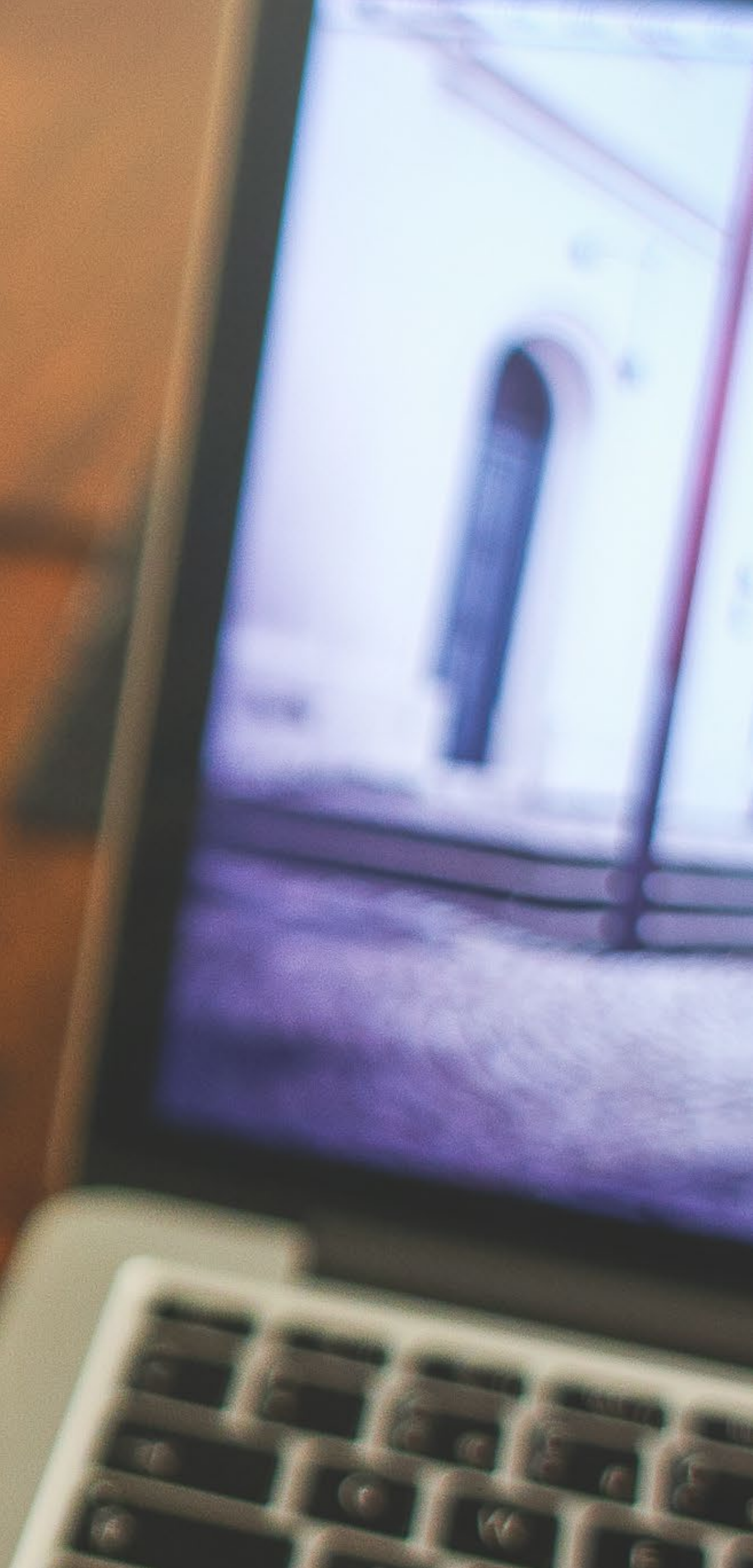
send ads, business request, solicit sales, donations, promote business loyalty, and more.

- Build email database
- Business requests
- Ads creation
- Loyalty emails
- Personalized messages

## Email marketing advantages

- Environment friendly
  - Reduce bad effects on the environment by eliminating paper usage
- Broad audience
  - The ability to reach over 1.3 Billion email users
- Time effective
  - Instant delivery of advertising messages to the inbox of your customers
- B2B
  - Reach out to the decision makers at any company with a personalized email







## SMS marketing

Reach out to your customers, potential customers, or any other contact on their mobile phones with our highly effective SMS marketing solutions.

- Time sensitive SMS messages
- Unlimited contacts
- Mass SMS sending
- Database signup
- MMS/picture messages
- Other channels integration
- Scheduled Newsletters

### Why to leverage SMS marketing opportunities?

- Broad Audience
  - Messages that can potentially reach every person with a mobile phone
- Universally available
  - Leverage the mobile phone technologies around the world
- Instant delivery
  - Delivery your message to the mobile of your audience instantly
- Personalized promotions
  - Send out highly personalized SMS messages for defined audiences









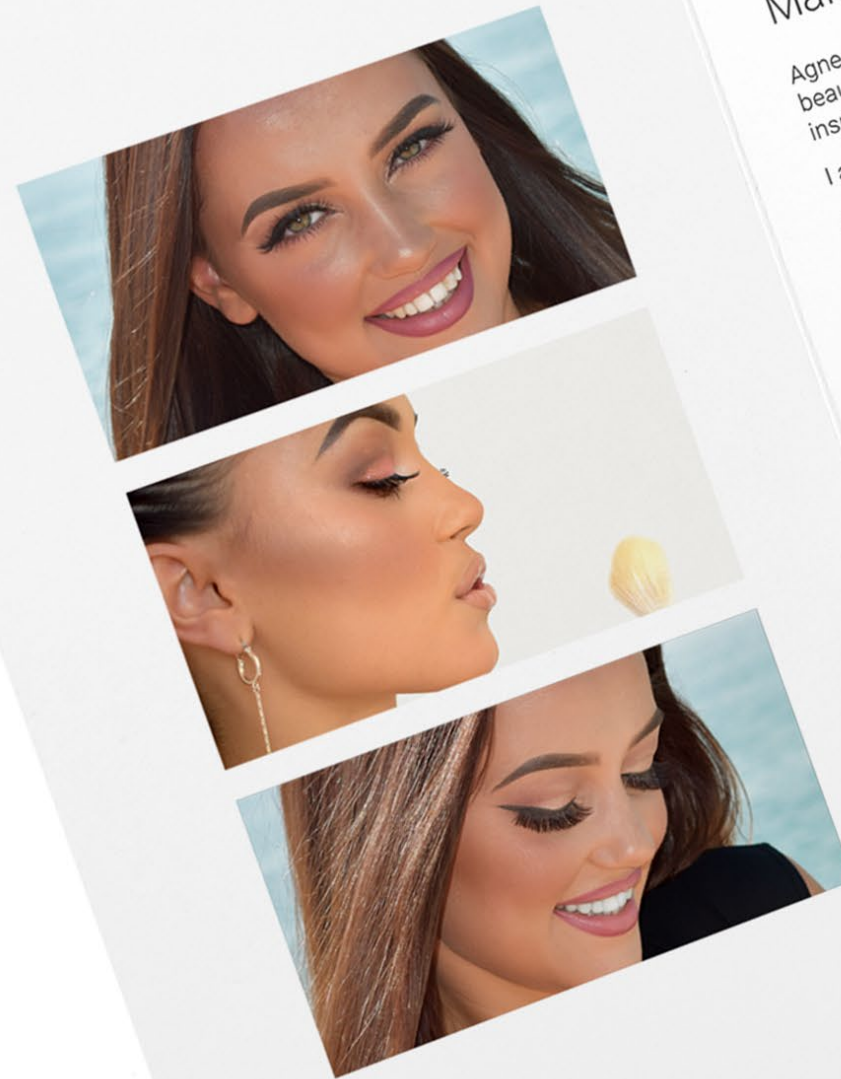
AGNE BRUNETTE







**AB**  
AGNE BRUNETTE



### Agne Brunette Make-Up Artist & Beauty Influencer

Agne Brunette is a Make-Up Artist and Beauty Influencer, offering beauty advice, makeup reviews, sharing her tips and techniques to inspire women from all over the world.

I am based in Dubai where my following has growth at a rapid rate.

A collaboration with Agne Brunette will ensure your brand receives professional representation in a creative manner, on your chosen social media platform.

#### Services Provided

- Products Review
- Sponsored Social Media Posts
- Event Planning/ Hosting
- Banner Advertising
- Sidebar Advertising
- Freelance writing
- Sponsored Giveaways

#### Rates

One promotional Instagram post

Basic product review including social media promotion

In-depth products review includes full blog post, including professional pictures and some social media promotions



Instagram icon  
12.3 K









WEFT  
cotton underwear















## OUR CLIENTS





## Team



**Assem Fares**  
CEO and Founder

With more than 10 years of solid experience in the field and the MEA market, as the company's CEO, Assem has always looked for providing the highest quality services for each and every customer. simply, he never accepted unsatisfied customers and that's the secret for First Media huge success.



**Samer Kilani**  
Business Developer

An experienced individual that supervises and plans success. As the company's developer, Samer ensures that each and every procedure we follow is thoroughly planned, up to the latest standards, and is being implemented correctly.



**Anas Al Hindi**  
Creative Director

Anas has the mind of an artist and more than 17 years of working experience in all kinds of media design and creative solutions. With his great ideas, he is able to create innovative brands identities, logos, and more.



**Ayham Al Hindi**  
Web Department

with more than 10 years of working experience in the field of building and designing websites from scratch. Ayham is able to design a state-of-art websites that are highly responsive and meets the newest web standards.



**Ghaith Olabi**  
Online Marketing Dept.

Having gained Google Analytics Individual Qualification and Google AdWords certification backed up with his working experience in the field of Digital Marketing, Ghaith provides top notch data driven marketing campaigns.



Don't accept the Second

**BE THE 1<sup>st</sup>**

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