



# 2007



## Launch

Launched in 2008 as a boutique PR & Events agency with focus on startup businesses and lifestyle brands.

# 2009



## Expand

Introduced Digital Media Services as a support unit to PR activities. Relocated offices to double office space and workforce.

# 2011



## Adapt

Adapting to shift in marketing trends, Digital Media Buying was added as a 3rd service. Tie-Up with New York office for global brands.

# 2015



## Talk

Welcomed Digital Influencers into our management sphere by offering opportunities for clients with regional rising digital personalities.

# 2023



## Create

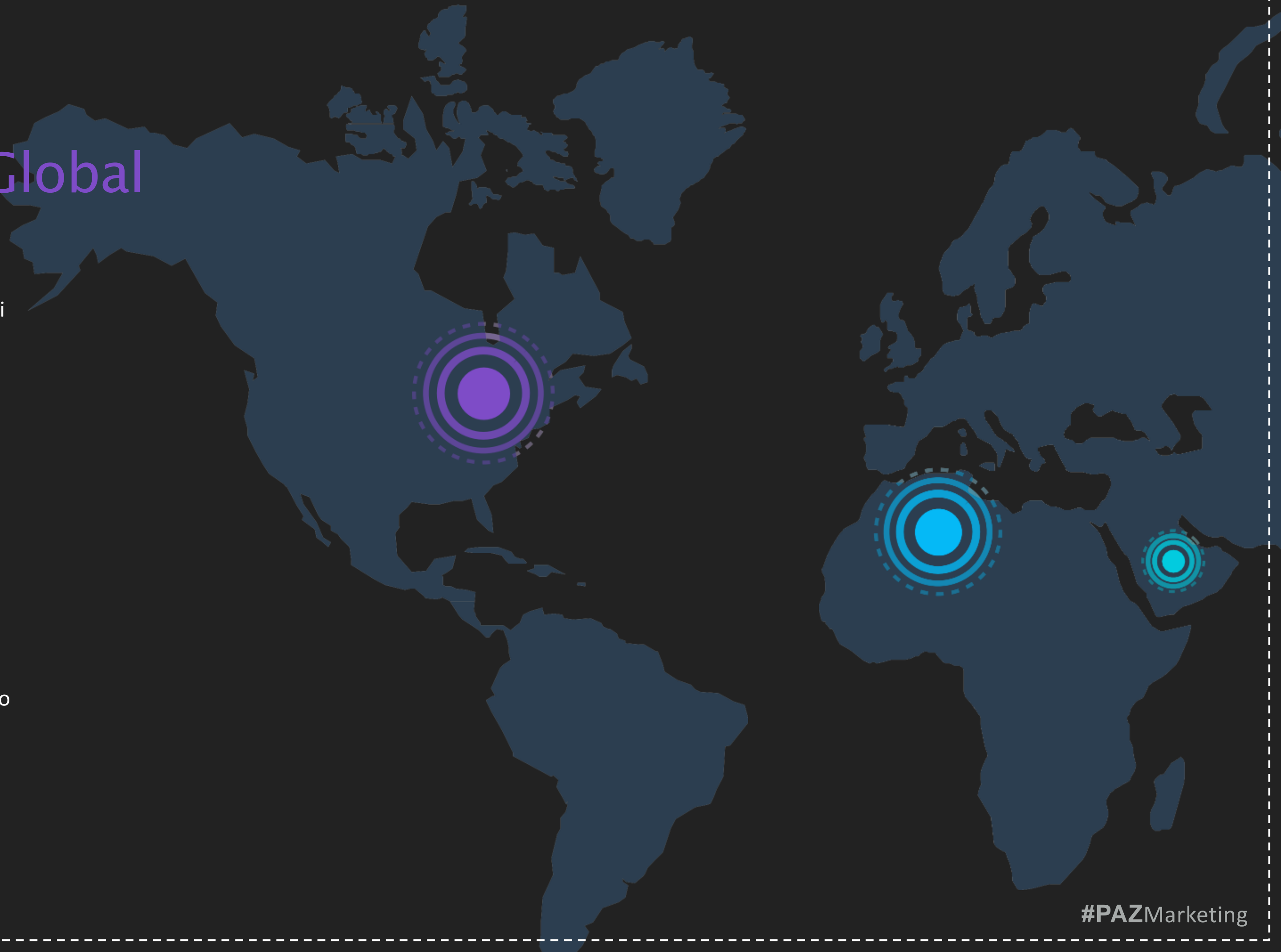
Full support for companies on Marketing, Reputation Management, Trainings, and Affiliates in the region with brands

# Service Reach

## Local Experience. Global Reach.

PAZ Marketing's offices are based out of Dubai in the United Arab Emirates. From our main office, we cover the GCC & Levant with an on-ground activation team available in Saudi Arabia.

Through our network of Tie-Ups, we can offer reach into North Africa and the American Market with the help of business partners who are available on demand for PR and Digital Support.





# Client Management

ALL THE NAMES WE MADE FAMOUS

20000

Hours Invested  
Since Launch

100+

Clients serviced  
in multiple industries

400+

Completed independent  
Projects

*What makes PAZ Marketing successful is that they treat clients and their business as their own and that is what makes the whole difference. I love their passion for the work they do.*

~ Elsa Abi Nader (Marketing Director @ Harley-Davidson MENA)





# What Makes Us Different

- ▶ Positioning ourselves as an extension of a client's marketing team as opposed to a 3<sup>rd</sup> party supplier
- ▶ Specialized in all types of business and industries for 15 years
- ▶ Active members of society as celebrity hosts, TV anchors and newspapers columnists
- ▶ Experience on local and multinational brands
- ▶ Strong marketing professionals in all areas; many with 2-3 deep and strong foundation experience in different fields
- ▶ Kings of launching startups having launched 6 of the region's biggest online e-commerce platforms
- ▶ Branding and Profiling people in Business Offline & Online
- ▶ Providing a full 360 communication experience combining traditional PR, events management and social media consultancy



# Zeina Akkawi

Entrepreneur



- Founder of PAZ Marketing Management with office in Dubai and representation office in Saudi Arabia
- Partner at Seamless Renovations; a full-fledged event production company based in Dubai catering to all events in the region
- Board Member at the Arab Fashion Council
- Committee Member at MUREX D'OR awards
- The Woman behind all the main digital techs/.com's launches
- Trainer introducing "Humanizing PR" program for Leaders and Entrepreneurs
- Moderator and Speaker at events and Media outlets
- 22 years of experience working with tourism government bodies luxury brands and channels
- Lead the "Rebuilding Iraq" PR effort for 2 years
- A Dubai socialite participating in local social activities
- Owns and Hosts an Arabic Podcast / Youtube Show نص ساعة
- Social Media trainers and guider for the public under "EntaPreneurship" segment in Arabic





**Specialties**



# Marketing & PR Management

THE RIGHT MESSAGE. THE RIGHT PLACE. THE RIGHT TIME





Galeries  
Lafayette

MADI  
international  
Since 1991

She's  
Mercedes



HONDA

babyshop

ALCATEL  
onetouch®

my world in one touch



ARAB  
FASHION  
WEEK



bassam fattouh.  
COSMETICS

GIANFRANCO LOTTI  
FIRENZE

DAMAC  
Hotels & Resorts

SKECHERS

SOUQ  
an amazon company

ASUS

Roberto's

RAFFLES  
HOTELS & RESORTS

SHEIN

mezza  
HOUSE  
Levant Cuisine  
مأكولات بلاد الشام



SellAnyCar.com

medica  
Total Aesthetic and Medical Solutions

ST REGIS  
ABU DHABI

Lenovo

GOURMET  
BURGER  
KITCHEN

MCM

CIRCLE  
SIMPLE GOOD FOOD



THAMEEN  
LONDON



HABTOOR PALACE  
DUBAI

# Digital Video Content

ADAPTING TO THE CHANGING LANDSCAPE



**A Change is Coming:** Moving  
from Classical Marketing to  
Owned Digital Content.

PAZ Marketing's new service will shift and focus on working with clients to develop their own digital content. Lead by consumption of video in the region, we believe this change will be in the center of the battle to remain relevant in the consumer space while using our marketing network to drive this new service.



# Digital Management

TAKING YOUR MESSAGE TO THE CONSUMER

**73%** is the estimated number  
of regional mobile  
penetration in the region

With the Middle East's internet scene being one of the world's fastest growing sectors, it is imperative for clients to focus on develop a digital strategy to compliment their marketing efforts.

Service include content development, social listening, competition monitoring and analytics to help clients transition their business to the online space and remain in-line with their overall marketing strategy.

# Influencer Management

USING DIGITAL PERSONALITIES TO REACH CRITICAL MASS

## Identification

Identify the correct digital personalities to work with.

## Management

Funneling client work and managing the time/space to develop content.

## Conceptualize

Work with client and influencer to develop the best content in-line with marketing goals.

## Distribute

Make sure correct channels are deployed to deliver the message.





# INFLUENCER'S Management

SOCIAL MEDIA AND INFLUENCER'S TACTICS

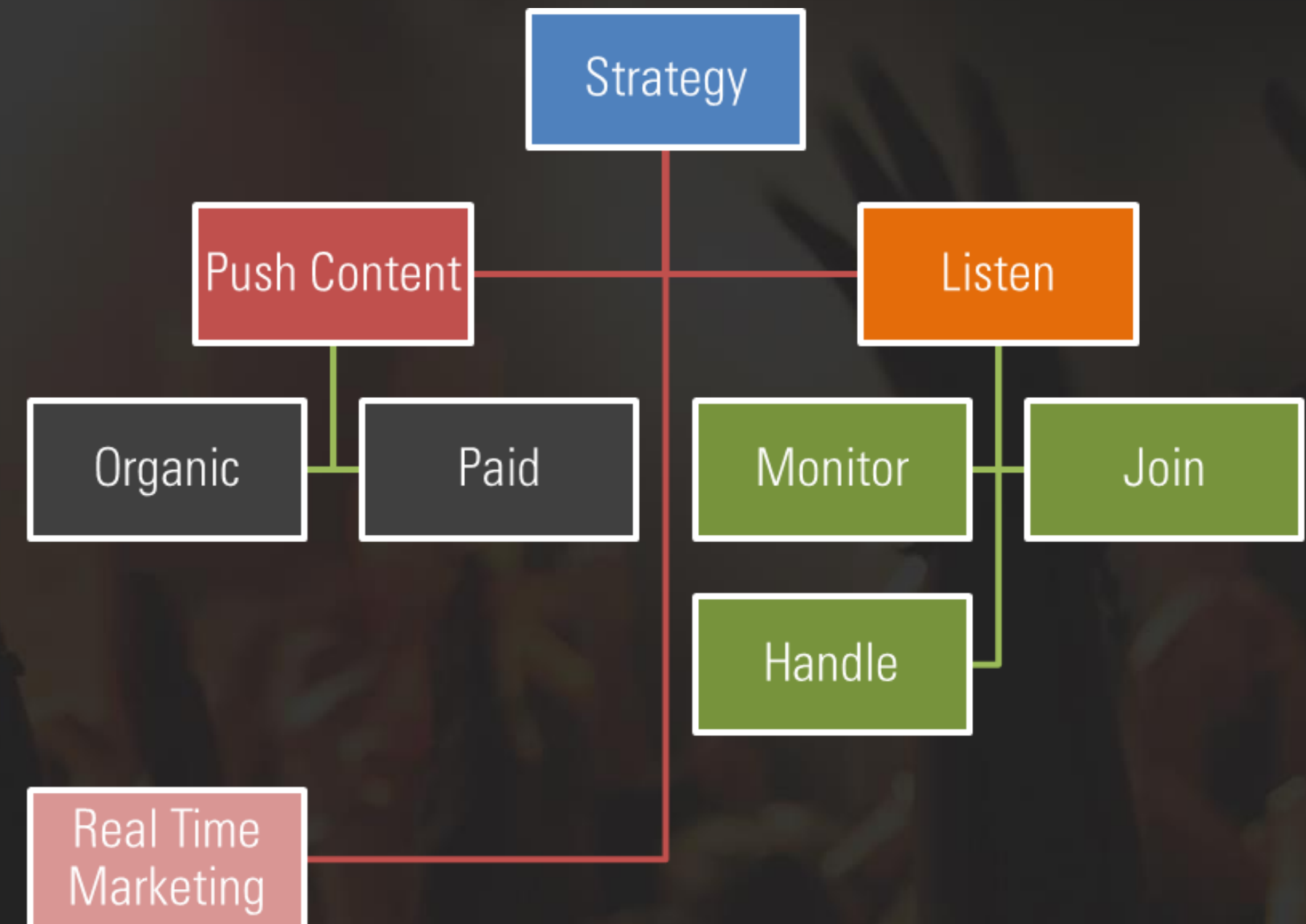


# CONTENT STRATEGY

## LOCATION REVIEWS AND CONTENT CREATION

### ► Goals:

- Set Growth KPI (Fan Target)
- Select the right targeted influencer (Nano, Micro, Macro)
- Plan the messaging in ENG – ARA via documents
- Define Demographic Target and relevant usable hashtags
- Define Boosting Budgets to compliment all of the above
- Build Database through tactical activation and competitions





# CONTENT TYPES

## LOCATION REVIEWS AND CONTENT CREATION

### Product Focus

Content: Planning visual content ranging from existing to new products, location or services

### Video Content

Content: Promotional material used to promote a location or content + behind the scenes

### Announcements & Launches

Content: New arrivals, Tips, Offers, Events, CSR and Useful Information

### Historical Content

Content: Focus on promoting work and content

### Entertainment & Seasonal

Content: Location Visits or Review, Inspirational Messages, Humor, Music & Seasonal Greetings

### Data Collection

Content: Lead and Data generation using digital activations (e.g: Competitions, offers, etc...)

# DIGITAL PORTFOLIO



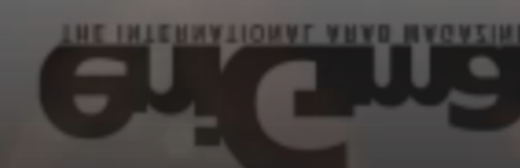
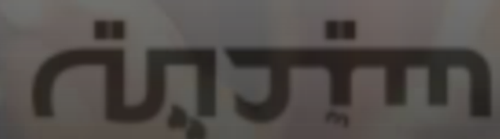


# IN A NUTSHELL

- ▶ A revenue transformation company
- ▶ Helps brands and publishers build and rebuild their digital presence and ads infrastructure
- ▶ Provides several advertising solutions including:
  - ▶ Programmatic
  - ▶ SEM
  - ▶ OOH Advertising
  - ▶ Affiliation
  - ▶ Native Ads
  - ▶ Display & Video Ads



# OUR NETWORK





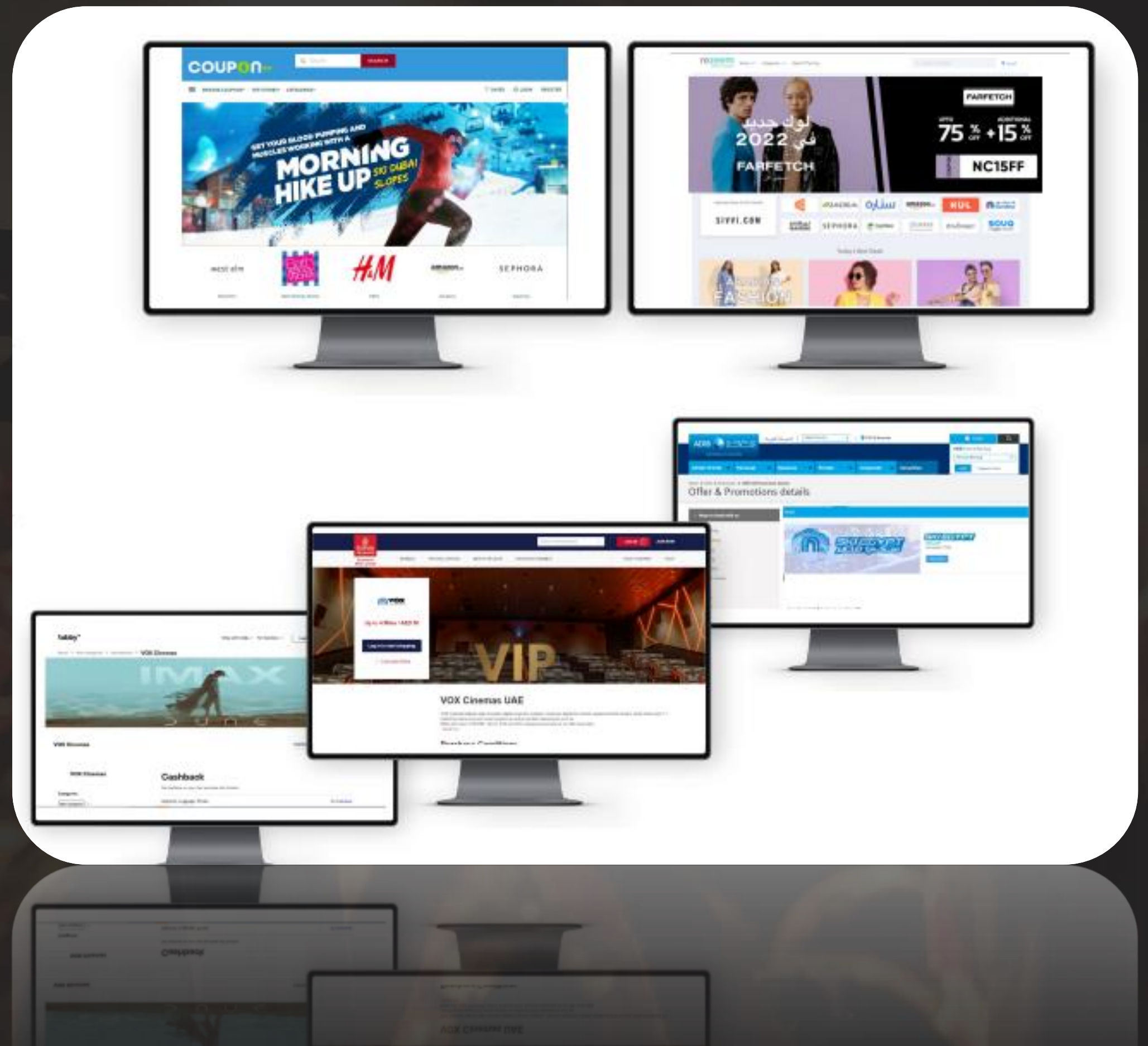
# PROGRAMMATIC ADS

- ▶ Based on our proprietary ad formats, contextual ads and display, and video filters the user's intent via relevant search keywords, resulting in finely targeted ads and much higher engaged traders



# AFFILIATION

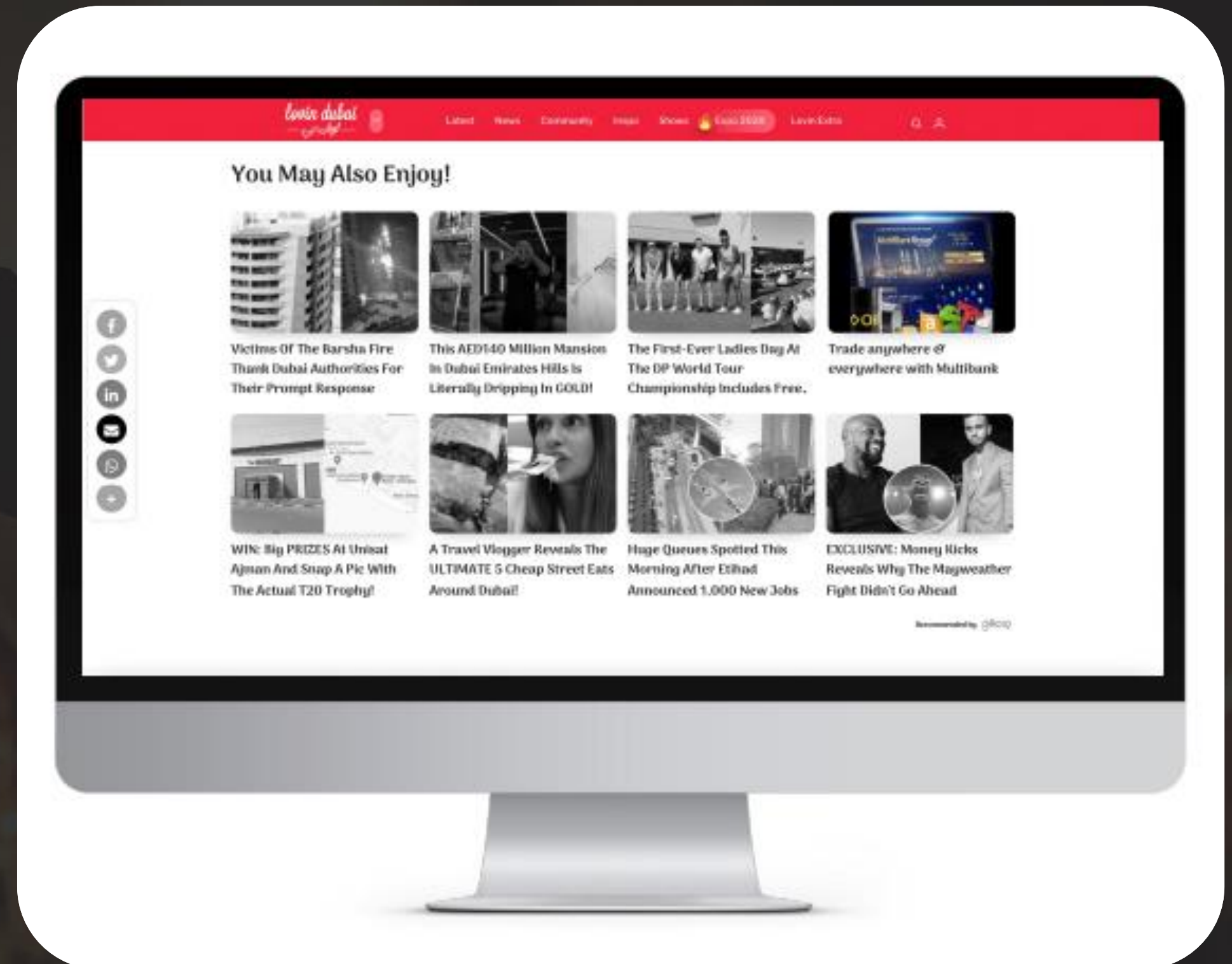
- ▶ Our focus is to generate sales and achieve our partner's targets. Through planning, implementing and monitoring both influencer and affiliate campaigns, ink has a track record of creating ROI positive campaigns across the board. Partners like Farfetch, Expo2022, Namshi, Noon and Adidas have counted on us to sell their products through our platforms with ongoing affiliate marketing activities





# NATIVE ADS

- Based on our native widgets spread across key publications



# NATIVE ADS

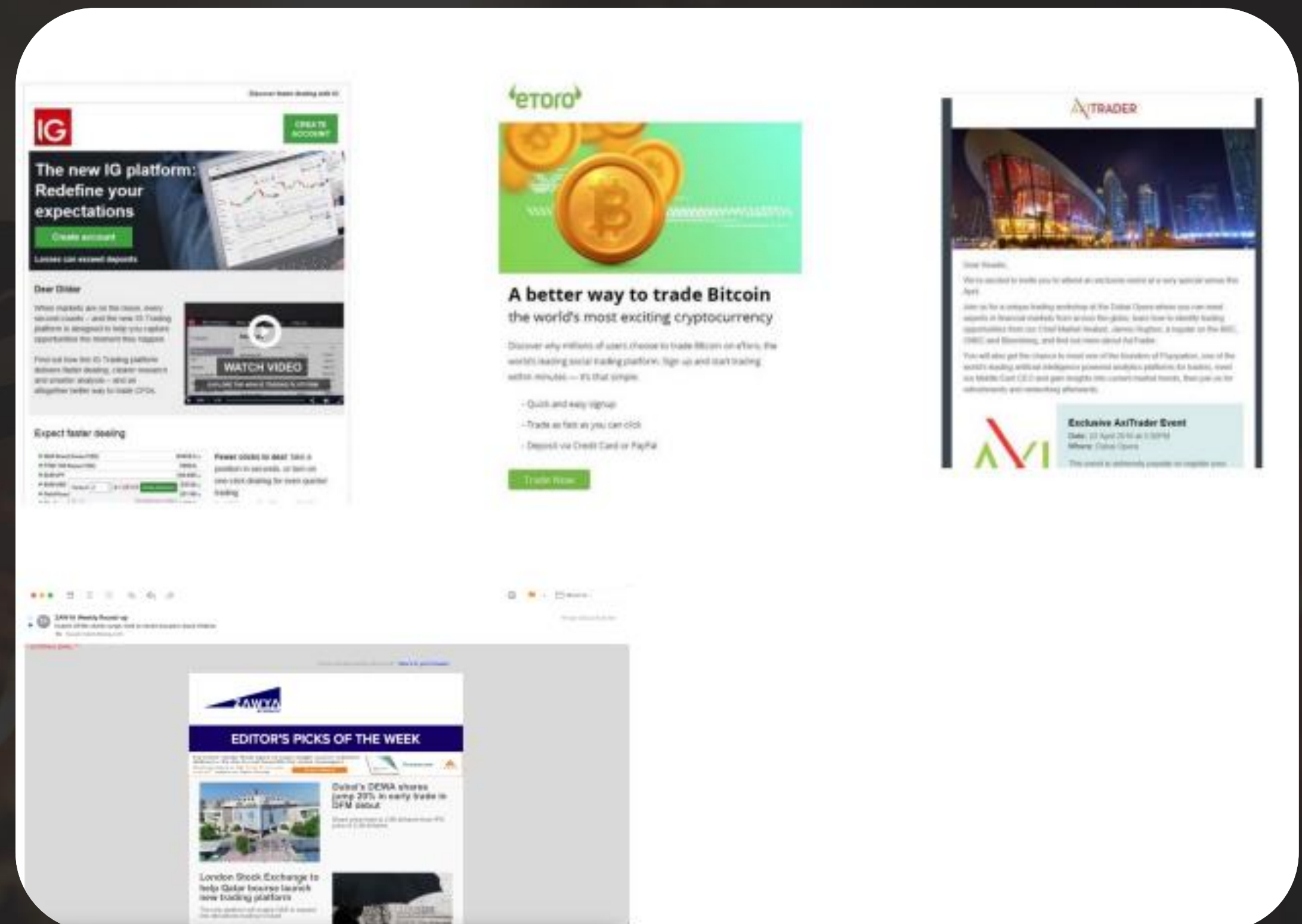
- Based on our native widgets spread across key publications





# ELECTRONIC DIRECT MAIL

- ▶ Over 150,000 business and finance readers across the middle east.
- ▶ Sending targeted email campaigns to this database can maximize your lead conversions through the funnel and also comes with re-targeting options.
- ▶ This mass marketing is a great low-cost way to send your offers directly to customers and comes with no minimum spend or time contract



# CONTENT SOLUTIONS

- ▶ Interviews with your customers sharing best practices and success stories
- ▶ Content written in story style for inspiration to new and existing customers
- ▶ Content available to publish on Zawya, sohati, Ounousa with back links to your website for SEO
- ▶ Helps recognize VIP customers and improves overall retention
- ▶ Available in English and Arabic.

SPONSORED CONTENT 13 OCTOBER, 2019

## Copy trading is the future of financial investments

Trading has become social and the practice is taking off. eToro trader Olivier Danvel talks about his investment strategy and why a long position makes good financial sense.

PEOPLE / FRANCE / OLIVIERDANVEL



**OlivierDanvel** ★  
Olivier Jean Andre Danvel

eToro

SPONSORED CONTENT BY **eToro**

Social trading has democratized the world of investing and transformed the way people think about their investment options, according to a veteran investor.

Also known as copy trading, social trading has been influenced by the social networking phenomenon. It allows investors to interact with one another, as well as learn about each other's trading behaviours and strategies. But more importantly, it gives novice investors the choice to "copy" the position of more experienced traders.

بورصات عالمية: 13 أكتوبر 2019

## فهد الناييف المتداول على العملات الأكثر نجاحاً في الكويت انطلقاً من منصة Etoro

منذ إنطلاقها في عام 2007، انطلقت منصة eToro مركز الصدارة في مجال التداول عبر الإنترنت عالمياً، وعززت مكانتها باعتبارها منصة التداول والاستثمار الاجتماعي التي يتداول عليها الملايين من المستخدمين



eToro

محتوى دعائي من **eToro**

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فهد الناييف يعد أحد المتداولين الكويتيين الأكثر نجاحاً وشهرة على منصة eToro، تخصص في تداول العملات، حيث لم يكن لديه خبرة في مجال التداول على منصات الإنترنت قبل انضمامه إلى eToro. وقد بلغ عدد متابعيه 41.8 ألف متابع على المنصة، وينسخ تداولاته 3580 متداول، بغلاف يتجاوز المليون دولار.





# GET IN TOUCH!

