



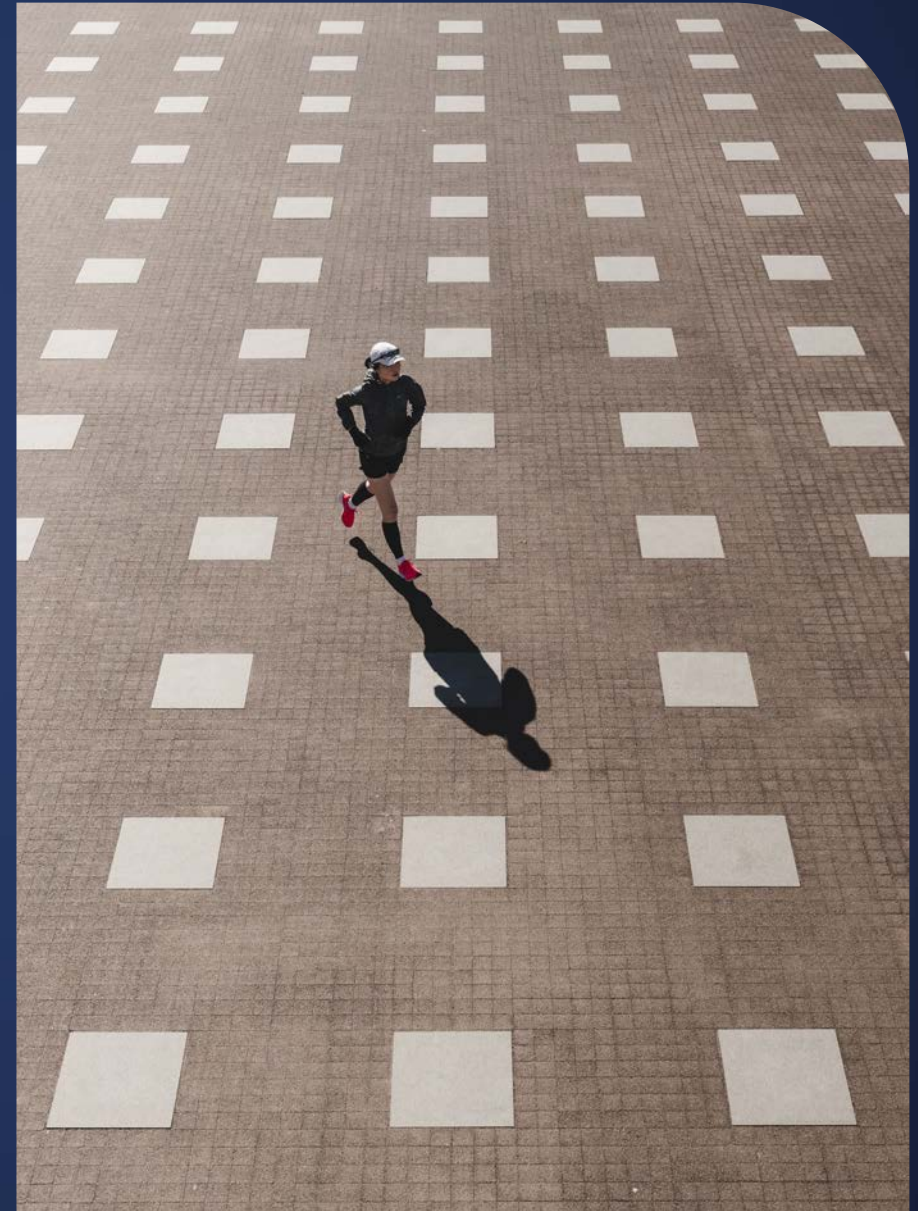
A **Growth** Marketing Agency

 **EMBARK**

The world is young, and the younger generation has grown up with digital and mobile.

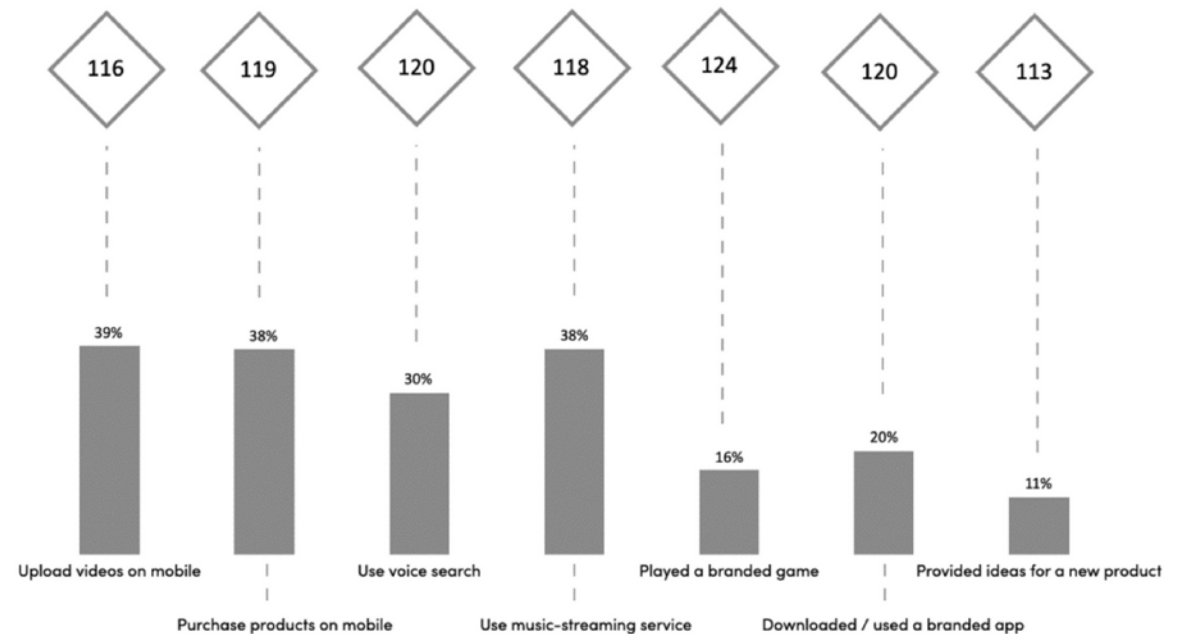
They are the main driving force of our current and future audience landscape.

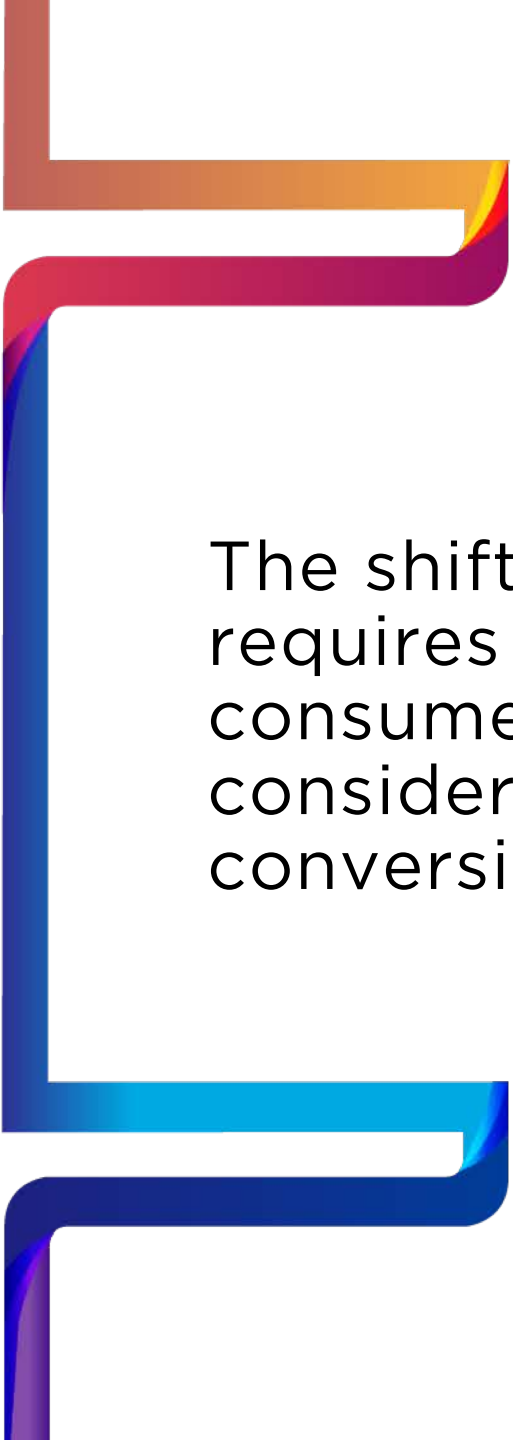
50% of the population are younger than **31** in the MENA, the median age is even lower.



The drastic difference in upbringing of young digital natives have shaped their distinct behaviors and preferences.

Compared to all internet users, young digital natives over-index on certain behaviors.





The shift in macro dynamics requires a new approach to consumer demand creation, consideration and sales conversion.





We have a proven track record in delivering meaningful impact in this new-age of platform-led marketing.

01

Industry Experts

02

Market Leading Innovation

03

Transformational Solutions



Our positioning is driven by enabling you across forward- looking areas of the industry.

CONSULTING

Our Consulting division delivers strategic structure, consumer strategy, data enablement, technology implementation & in-housing expertise to accelerate digital journey of our clients.

Building an accountable GTM approach

COMMERCE

Our Commerce heritage enables us to future-proof our clients' eCommerce roadmap and capabilities by harnessing the power of technology, data and marketplace opportunities.

Focused on bottom line incrementally.

MEDIA

Our full-service media offering including traditional media and performance marketing is fuelled by insight-driven strategy and grounded in delivering value through transparency.

Committed to optimal media productivity

MEDIA OPS

Ad-Ops practice gives our clients a plug & play opportunity to outsource their campaign operations. Our team conducts inventory hygiene checks against fraud and brand safety and optimizes ad productivity.

Delivering interconnected ecosystems

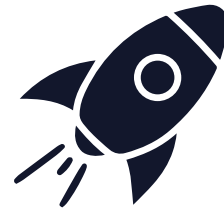
How We Do It?



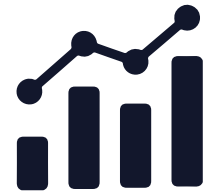
Establish your baseline through 360 Audit and “Maturity” Readiness framework analysis at a category level



We conduct Bespoke consumer research and category as well as market intelligence

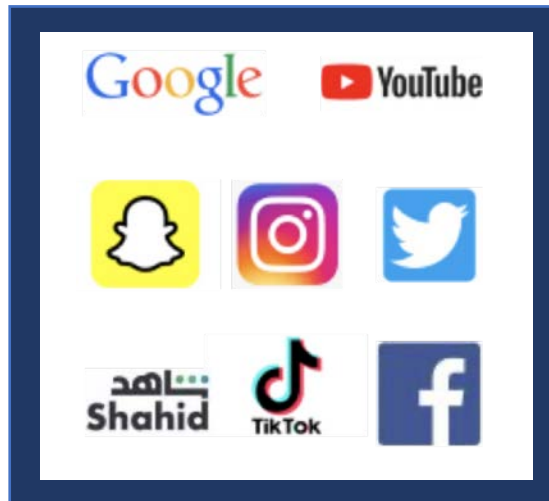


We are platform-agnostic, meaning we deploy budgets wherever they achieve the best results



We leverage our partnerships with market-makers to drive innovation for your brands

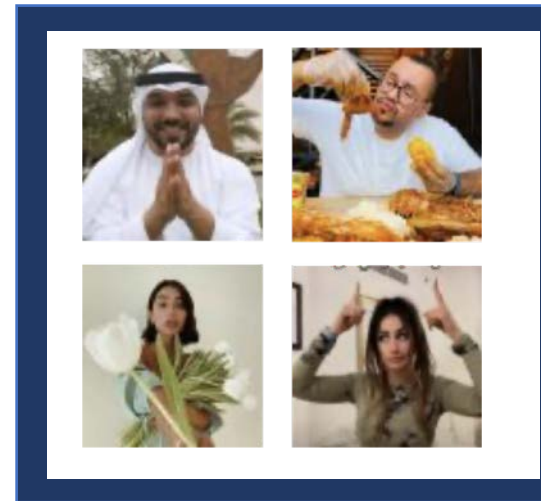
We have built partnerships with key market makers of the industry



Consumer engagement & Brand consideration



Commerce Fulfilment via Marketplace partnerships



Content Co-creation With Influencers



Cross-channel Customer Experience

We have won the trust of leading brands

F&B



eCommerce



CPG



Media & Event



Fintech/Startups



Pharma/Healthcare



Real Estate





Our Services Across Industry Verticals

These advertisers are leveraging our full-stack proposition

- **Media Planning & Buying
(Offline + Digital)**
- **Social Media Marketing**
- **Influencer Marketing**
- **SEO**
- **Performance Marketing**
- **Affiliate Marketing**



E-Commerce



Crypto and Fintech



F&B

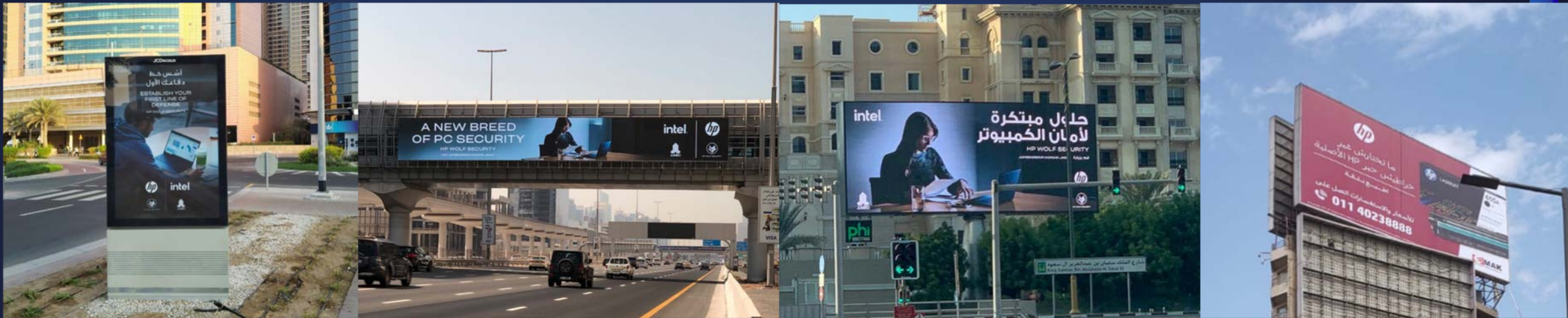


Real Estate

Our Work, Works



Media Planning and Buying



01. Media Planning Strategy

Media planning is the process by which marketers decide when, where, and how to display a particular advertising message. We at Embark analyze your ads and plan the most logical way to reach your target audience.

02. Media Buying Strategy

Media buying is the part of taking the strategy off the page and putting it into action. In this way, you could call a media buyer “The Executor” [in the best kind of way] because they’re responsible for seeing the plan through.

Control
Group



Did not pass by OOH

Exposed
Group 1



Passed by OOH

Exposed
Group 2



Exposed to mobile ad

Super
Exposed



Passed by OOH, and also
exposed to mobile ad

Driving top-of-mind awareness for Papa John's, whilst attributing the impact of OOH on Restaurant Footfall

CHALLENGE

We have limited knowledge of the Initial Consideration set of our Target Audience, and thus our traditional approach would be to secure our base while poaching from competitors. However, a consumer's thinking & journey is not linear, as he/she might be considering Pizza/fast food from other Quick Service Restaurants. We also wanted to attribute the effect of OOH on PJ's restaurant Footfall

ACTIVATION

Defining the Audience Personas

Targeting: Persona + Passed by OOH No online ad exposure

Persona + Visited a Competitor restaurant Mobile ad exposure

Persona + Passed by OOH + Visited a Competitor Restaurant Mobile ad exposure

RESULTS

2X More likelihood of Restaurant visit if the user passed by our OOH locations

23X More likelihood of Restaurant visit if the user passed by our OOH locations AND was exposed to our Mobile Ads

20X More likelihood of Restaurant visit if a user, who previously visited a competitor's Restaurant, was targeted with a Papa John's ad

Governed by a client-first media investments philosophy

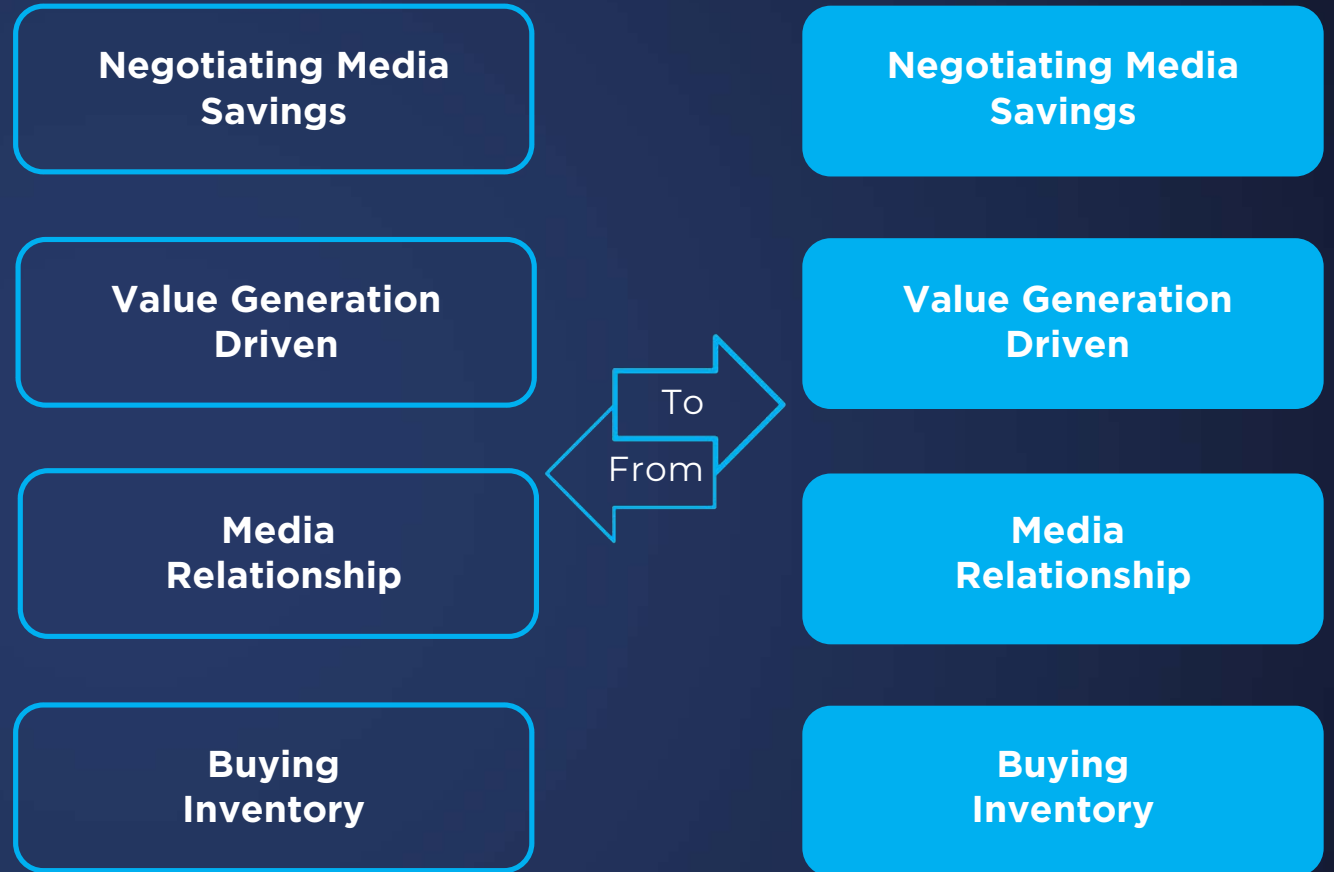
Our investments strategy is governed by a 'client first approach'. We start with the needs for each individual client to drive ultimate success in negotiations, whilst developing smarter value driven levers.

Embarks growing clout enables our clients to unlock strategic cost and non cost benefits, varying from preferential rates to off-rate card opportunities and 'industry firsts'.





Media investments
geared for driving
results





Performance Marketing

Our full-stack proposition

01

Digital & Ecomm Strategy

- Digital Transformation
- Go-To market Strategy
- Direct to consumer & Marketplace

02

Data & Tech Consulting

- Data-led structures
- Mar-tech Strategy
- Measurement & Attribution

03

Emerging Innovation

- Customer Data Platform
- Retail AI
- Location and Footfall mapping

04

Business Operations

- Social Media Management
- Ad-operations & campaign Management
- Website/App Development & Management

05

Customer Experience

- Dynamic Creative Optimization
- UX/UI Design
- Conversion Rate Optimization
- CRM solutions

06

Media Services

- Paid Media Strategy
- Media Planning & Buying (Offline + Digital)
- Affiliate Marketing
- Performance Marketing
- Search Engine Optimization (SEO)
- Influencer Marketing

Affiliate Marketing is a performance marketing channel that helps drive incremental business revenues.

TRANSACTIONAL OBJECTIVES



BRAND OBJECTIVES



Customer Acquisition

Massively increase your customer base in targeted regions

Increase Transactions & Revenue

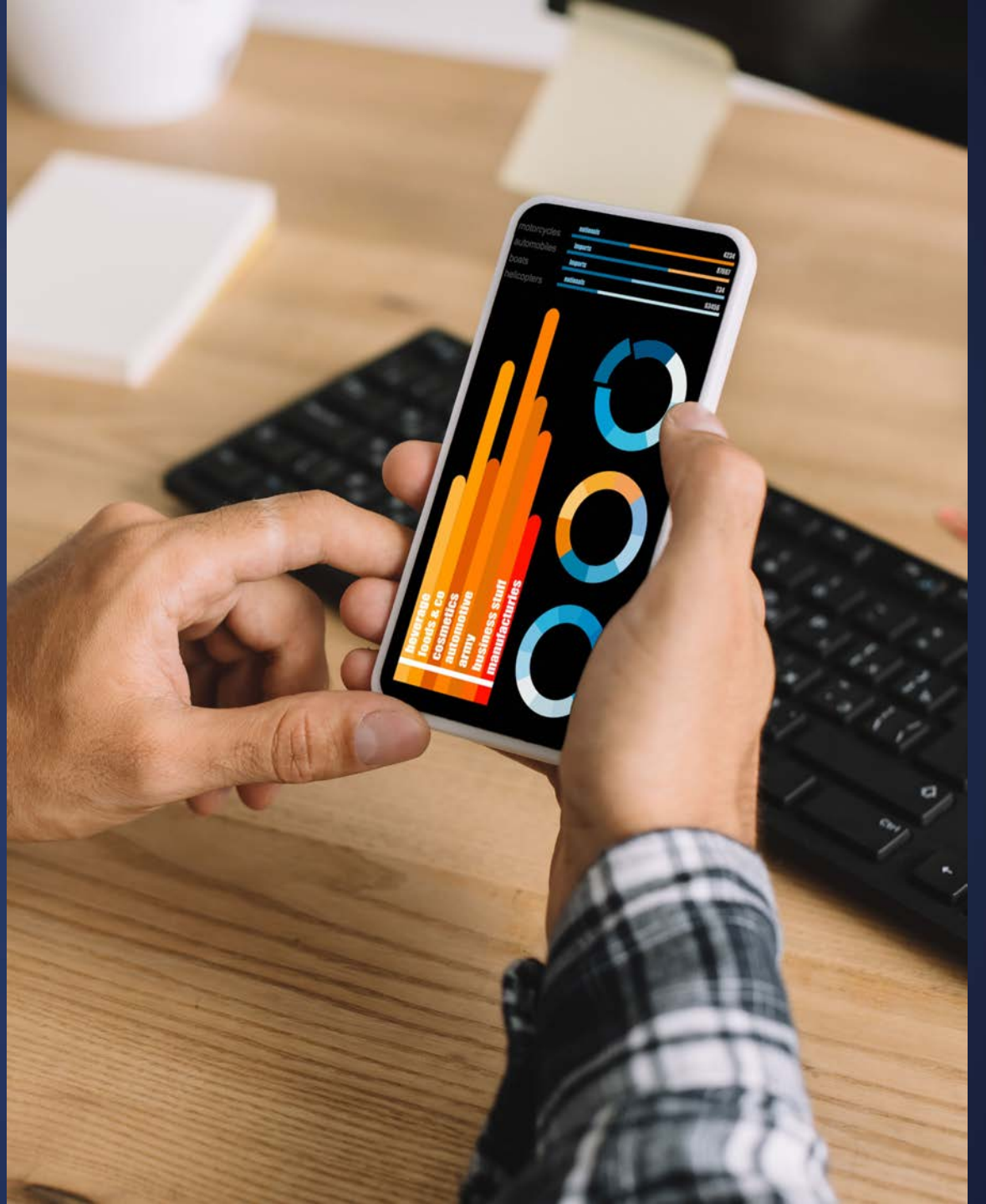
A proven track record in scaling online transactions and revenue

Brand Awareness

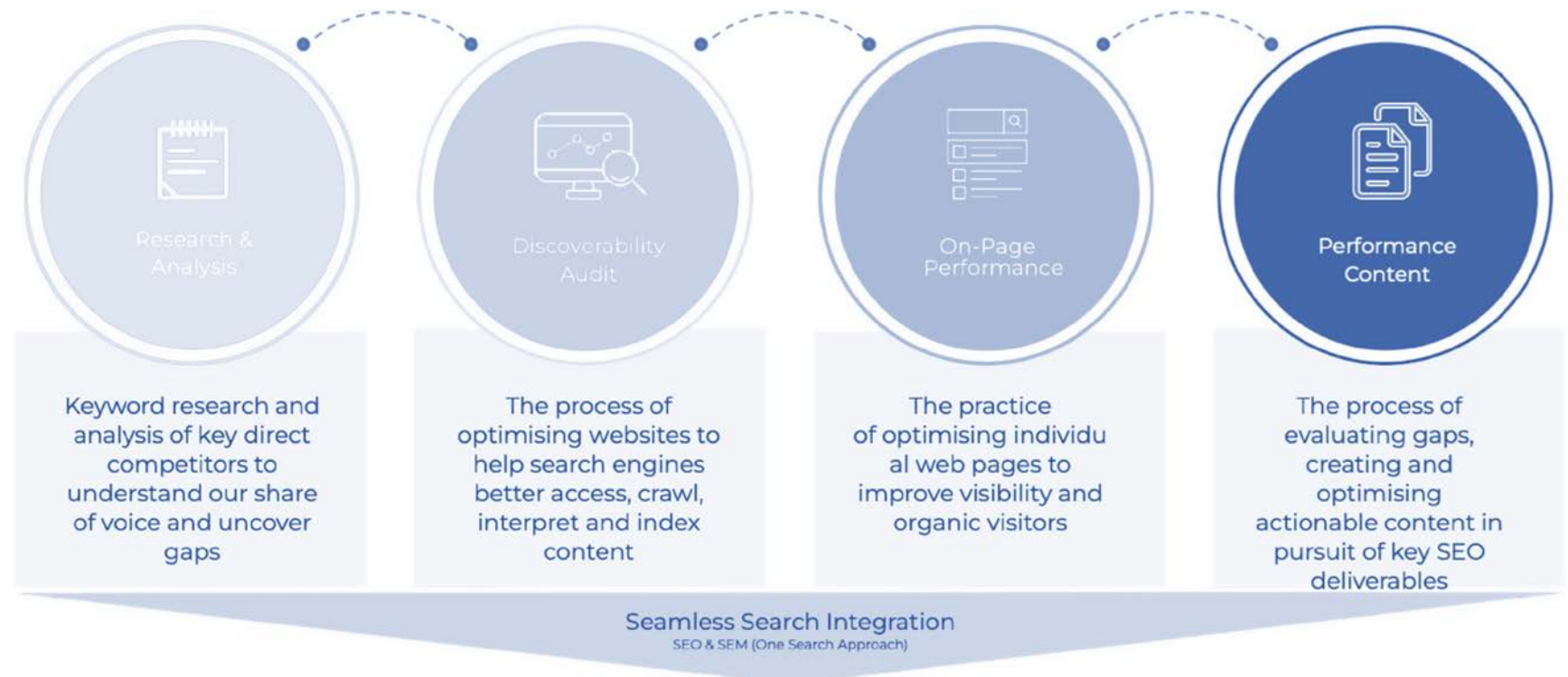
Increase your reach in new target locations



SEO



Affiliate Marketing is a performance marketing channel that helps drive incremental business revenues.



For Google SEO services the approach will be to cover all essential elements in cyclical phases



Social Media Marketing



In today's internet-driven society, social media channels have become a key source of news and information. That's not all, though. In search rankings and digital marketing, having a strong social media presence is equally important.

Our Social Media Process



Examine

We do an in-depth audit on your brand.



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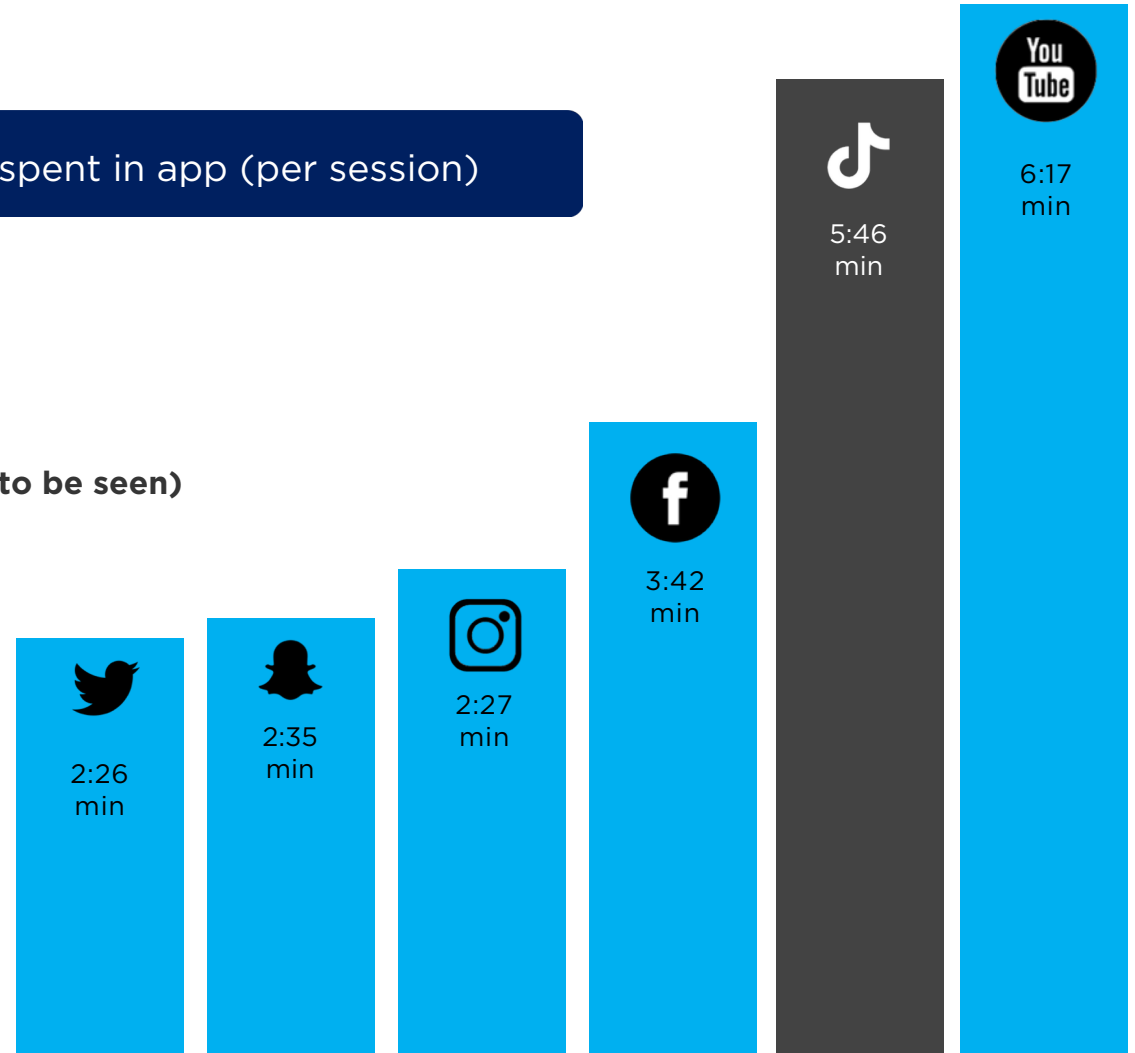
This has resulted into driving customers to spend more time on the platform

Minutes spent in app (per session)

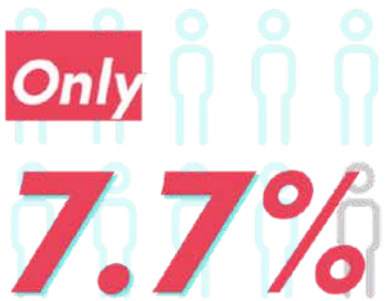
Increases Brand Favorability

Increases Brand Affinity

Provides OTS (a higher opportunity for the brand ads to be seen)

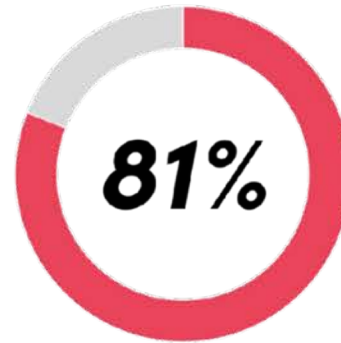


We are doubling-down in developing TikTok-first content, because TikTok has emerged as the new frontier of the media landscape.



*of TikTok users
have the TV on*

TikTok is the **Only Screen**
users immerse in



*users watched TikTok
videos with sound **ON**.*

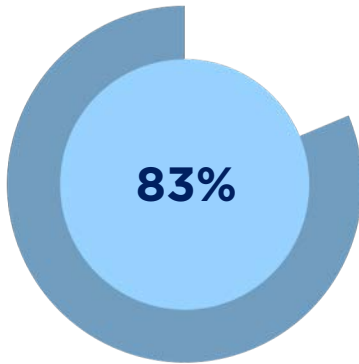
Sound ON
is key to the user experience



*An environment that allows
brands to tell more immersive
stories with **Full Screen***

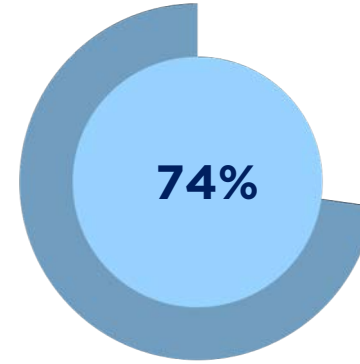
Consumers love the fact that TikTok is Authentic

Content is



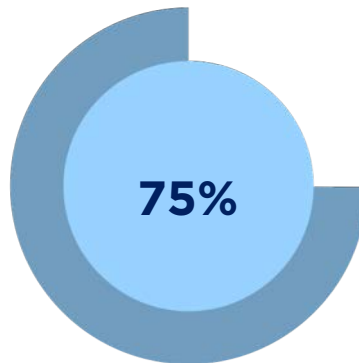
Trendsetting

Find content on TikTok unique and different from other platforms



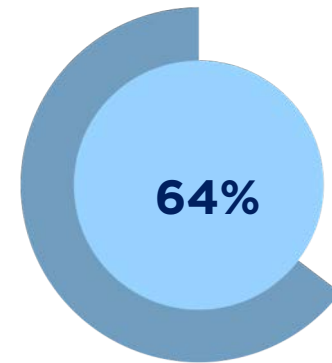
Positive

TikTokers never or rarely feel jealous, stressed(67%) or bored(59%) while browsing the app



Authentic

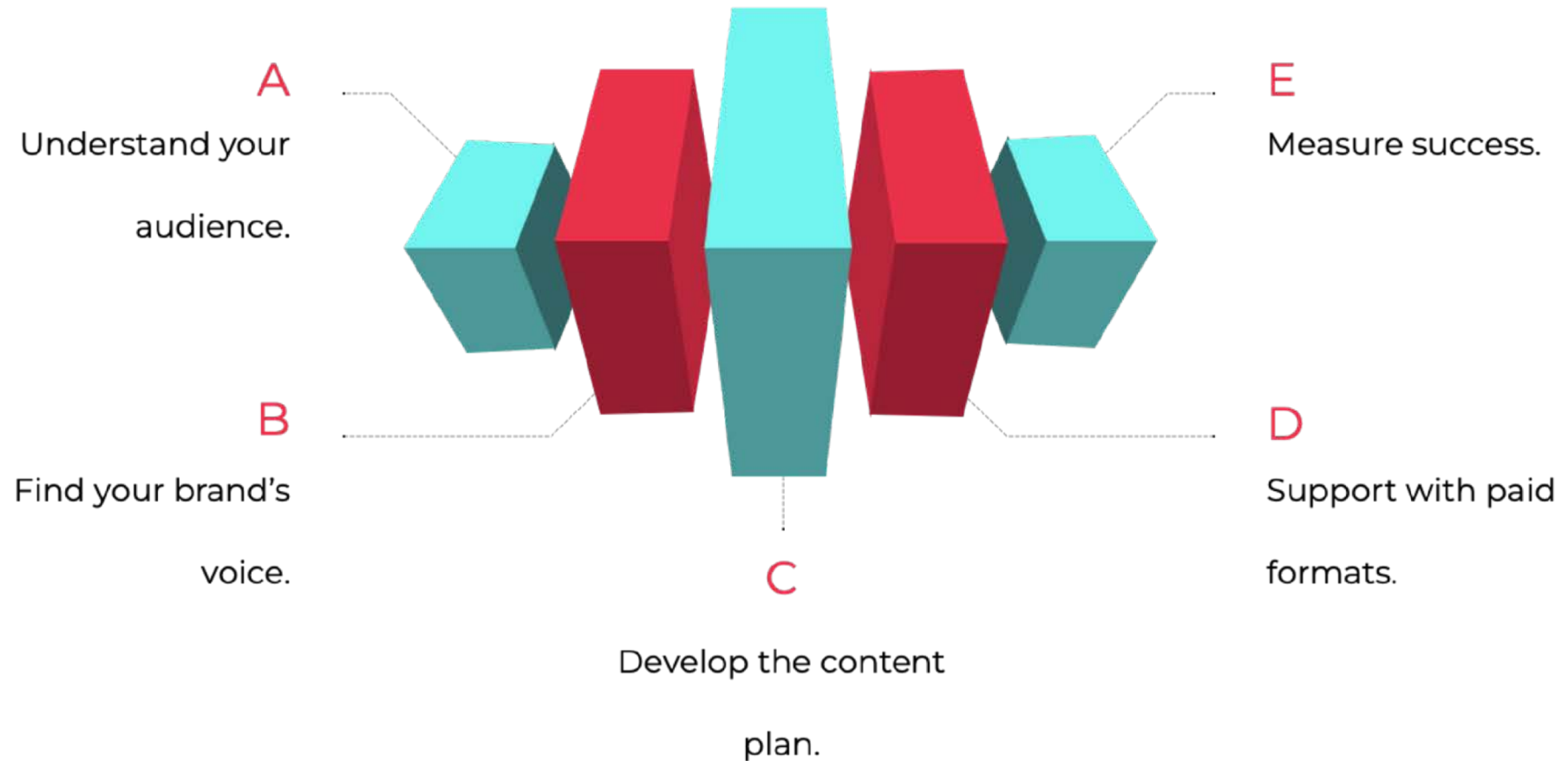
TikTokers say the app inspires them to be brave and feel free when sharing their experiences



Enjoyable

Find TikToks content more entertaining, fun(9%) and joyful(49%)

We partner with TikTok to find your brand its unique voice on the platform



Deliverables For Social Strategies

Mastering content on social media is essential. It allows the platform to favor your company's content and share it with more user's.



STRATEGY & CONCEPTS

COMPETITOR ANALYSIS

CONTENT DESIGN

COPYWRITING

CONTENT CALENDAR

THEME PHOTOGRAPHY



INFLUENCER MARKETING

Influencer marketing, in essence, is a modern spin on a content marketing strategy that employs relatable, well-known influencers as brand ambassadors. Because customers follow these influencers on platforms like Instagram, YouTube, Facebook TikTok, and Twitter on a regular basis, influencer marketing allows your company to connect with your audience on a more personal level.



THINK

We research, plan and strategize.



CREATE

We build beautiful and highly functional assets and content.



ENGAGE

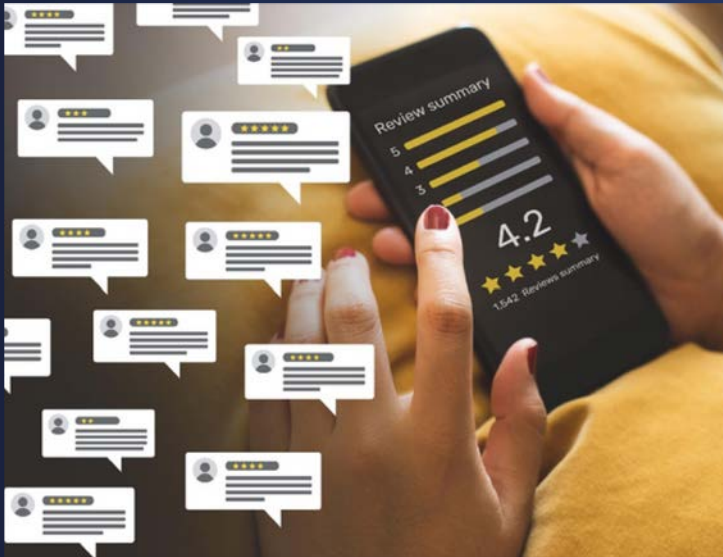
Utilizing social media channel and influencers to drive digital and physical traffic.



OPTIMIZE

We relentlessly use data and analysis to improve our marketing efforts

Understanding Influencer Marketing



PR Seeding

How it works: PR seeding can be defined as gifting to micro influencers who will provide story coverage which then helps increase brand awareness.



Campaign

How it works: Campaign goals and objectives are defined within this type of collaboration. Influencers provide content within their grid and story during a specific period of time.



Affiliate Marketing

How it works: Influencers will be provided a code for their followers out of which both the brand and influencers achieve monetary benefits.

Simple Steps To Unlocking Influencer For Your Brand

- 01** List your objectives and KPI
- 02** We shall develop the influencer strategy and ideas
- 03** We negotiate on bespoke deals with influencers for you
- 04** We scout for the most relevant influencers
- 05** We execute and report performance linked to your business KPI





Let's Embark

Thank You

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