

## ELITE PARTNERS

### Yahoo!



Yahoo was founded in 1994 by Stanford Ph.D. students David Filo and Jerry Yang. It has since evolved into a major internet brand with search, content verticals, and other web services.

Yahoo! Inc. (Yahoo!), incorporated in 1995, is a global Internet brand. To users, the Company provides owned and operated online properties and services (Yahoo! Properties, Offerings, or Owned and Operated sites). Yahoo! also extends its marketing platform and access to Internet users beyond Yahoo! Properties through its distribution network of third-party entities (referred to as Affiliates) who have integrated its advertising offerings into their Websites (referred to as Affiliate sites) or their other offerings. To advertisers and publishers, it provides a range of marketing solutions and tools that enable businesses to reach users who visit Yahoo! Properties and its Affiliate sites. To developers, the Company provides an array of Web services and application programming interfaces (APIs), technical resources, tools, and channels to market.

The Company's offerings to users fall into five categories: Front Doors; Search; Communications and Communities; Media, and Connected Life. The majority of its offerings are available in more than 20 languages. Yahoo! generates revenues by providing marketing services to advertisers across a majority of Yahoo! Properties and Affiliate sites. Additionally, although many of its user services are free, Yahoo! does charge for a range of premium services that it offers.

# PARTNERS

## Google



Google provides search and advertising services, which together aim to organize the world's information. In addition to its famous search engine, it offers a plethora of online tools and platforms including: Gmail, Maps and YouTube. Most of its Web-based products are free, funded by Google's highly integrated online advertising platforms AdWords and AdSense. Google promotes the idea that advertising should be highly targeted and relevant to users thus providing them with a rich source of information.

Founders Larry Page and Sergey Brin named the search engine they built "Google," a play on the word "googol," the mathematical term for a 1 followed by 100 zeros. The name reflects the immense volume of information that exists, and the scope of Google's mission: to organize the world's information and make it universally accessible and useful.

Search is how Google began, and it's at the heart of what we do today. We devote more engineering time to search than to any other product at Google, because we believe that search can always be improved. We are constantly working to provide you with more relevant results so that you find what you're looking for faster.

As a business, Google generates the majority of its revenue by offering advertisers measurable, cost-effective and highly relevant advertising, so that the ads are useful to the people who see them as well as to the hundreds of thousands of advertisers worldwide use our Google AdWords program to promote their products and services on the web. A lot has changed since the first Google search engine appeared. We have grown and expanded our offerings from a single service to dozens, often in as many languages. We now have thousands of employees and offices around the world. But some things haven't changed: our dedication to our users and our belief in the possibilities of the Internet itself.

**ikoo**



ikoo is the largest advertising network in the MENA (Middle East and North Africa) region, covering more than 120 leading publishers' websites in the fields of sports, women's interest, news, business, entertainment, automotives, and more.

Founded in 2005, ikoo succeeded over the years to build the largest online advertising platform in the region, with an extensive portfolio of publishers that offers advertisers an unparalleled reach and a segmented network that enables them to target and engage their audience.

The ikoo network attracts more than 35 million monthly unique visitors, and serves more than 1.4 billion monthly pageviews. The network is backed by the world-class campaign management system DoubleClick as the backbone for all operations, in addition to the contextual advertising platform Kalimat.

ikoo was acquired by the Jabbar Internet Group in 2009.

## **TBWA\RAAD Middle East**



TBWA\RAAD was established in Dubai in 2000. We are a totally integrated, full service creative agency providing creative marketing solutions across the complete communications spectrum from advertising, PR, sales promotion through CRM, interactive and design.

In the UAE, we have offices in Dubai and Abu Dhabi, plus a further 12 offices across the MENA region: Saudi Arabia (Jeddah and Riyadh), Egypt, Kuwait, Bahrain, Qatar, Oman, Lebanon, Morocco, Algeria, Jordan and Tunisia.

TBWA\RAAD is part of TBWA Worldwide, ([www.tbwa.com](http://www.tbwa.com)), which consists of 291 agencies across 77 countries and over 12,000 employees. TBWA Worldwide was recognized by both Advertising Age and Adweek as the Global Agency of the Year 2008.

Our full range of capabilities consists of the following:

Strategic planning, Communication and Media Strategy, Advertising, PR, Media Planning and Buying, Direct and Interactive Marketing, Events and Promotions, Collateral design, Broadcast, Print and Production services.

Our clients include many blue-chip organizations from a variety of sectors, including: Nissan, Abu Dhabi Tourism Authority, VISA, Standard Chartered Bank, Qatar Foundation, du, Etihad, Mars, PepsiCo and NIVEA.

## Reality Digital



Reality Digital, Inc. is a provider of enterprise-scale, white-label social media solutions. The company's comprehensive family of products and strategic services enable global brands and agencies to socialize digital content and deliver more relevant and engaging community experiences across the wider social web. Reality Digital provides the building blocks needed for companies to manage, publish, distribute and monetise rich media across: Corporate sites, Micro Sites, Youtube, Facebook and Mobile.

Since 2003, the company has leveraged its core expertise in digital video and asset management to help leading brands in media, entertainment, sports, travel and retail drive brand recognition and deeper community involvement through social media. Reality Digital has offices in San Francisco and London. For more information, visit [www.realitydigital.com](http://www.realitydigital.com)

## Spot On Public Relations



Focusing on the Middle East and North Africa, Spot On Public Relations has been helping multinational firms communicate with audiences across the region for the past 15 years.

A longstanding Brodeur Partner, Spot On is an independent communications agency that helps build brands online and offline, integrating traditional PR and marketing with online programs and social media campaigns. The agency is also one of the most active Middle East companies in the social media space and services include social media strategy, training, workshops and research for companies taking their brands onto the social web.

Spot On PR has a long track record of helping to bring new market entries, market launches and new initiatives to the region. Current agency clients include IBM, Lenovo, Oki Printing, Social Eyez and Shopandship.com. Spot On PR is a founder member of the Middle East Public Relations Association (MEPRA).

## SocialEyez™



SocialEyez™ is the world's first true Arabic social media monitoring platform. Not just another automated content aggregator, SocialEyez™ enables you to better understand worldwide public opinion and consumer trends by using human experts to more effectively identify, monitor, archive, and analyze the most important and relevant social media content in virtually all languages, including Arabic – perhaps the most linguistically complex language in the world.

Combining the latest technology with the expertise of linguistic and social media experts, SocialEyez™ is the first comprehensive resource for monitoring and analyzing content from the MENA region and the growing international network of social media in the Middle East and beyond.

Unlike simple, automated Internet tools such as Google searches, RSS feeds, and conventional data aggregation services, SocialEyez™ uses powerful, sophisticated data-gathering technology and human know-how to effectively capture, analyze, and archive a wide range of content across all platforms and channels.

## SEKARI



SEKARI is an international digital search marketing agency based in the United Arab Emirates. The first of its kind in the region, we employ only the best of breed industry specialists from around the world to deliver a truly world class service.

SEKARI places digital search marketing at the very heart of our clients marketing strategies, facilitating the connection between your brand and potential consumers. SEKARI is the only digital search and social media marketing agency in the Middle East that deals exclusively in this space.

Our partnerships enable us to deliver localised search strategies from 26 offices around the world in any language. Our offices are staffed by some of the leading experts in international SEO and our localised approach to SEM means that each market is handled and approached differently. We provide truly local solutions to global campaigns.

SEKARI are the market leaders in this crucial brand-protective approach in the Middle East. The brands we work with rely on the fact we are unwaveringly 100% ethical, because not only does this protect their site online from the potential of being barred from Google, it also protects their brand reputation.

## Smart Thynking



Smart Thynking is an organization of rescued hospitality and travel professionals. Rescued from the frustration of emulators, bench markers and those idealizing 'more of the same'. We are 'people and customers' who want to change the course of hospitality and travel distribution. Thynkers in the newest sense. We value best practice but would rather deliver 'new' practice. With a respect for the obvious, we wish to explore the unexpected. 'Same' is to whisper. Smart Thynking is to ROAR.

Founded in September 2008 and based in Dubai, Smart Thynking is the region's leading distribution marketing and innovation consulting agency for hospitality and travel suppliers.

Smart thynking specializes in helping hoteliers and travel organisations build holistic distribution marketing strategies. Untethered from corporate thynking, our smart team of cross pollinators, experience architects and story tellers will consider the 'whole' product and service; rooms, restaurants, bars, spa, membership, marinas, retail and other amenity offerings.

## Fine-Tuned Copy



Shane Andersen is a freelance copywriter specialising in a range of writing styles across the digital realm. Whether it's corporate or wildly creative, it's always professional.

Her company, Fine-Tuned Copy, can help you whether you need compelling marketing copy for your website, persuasive content for email campaigns, SEO copy to drive traffic to your site, or copy that reaches out from a million Facebook pages and Twitter feeds. Fine-Tuned Copy provides affordable, rigorously researched content on time.

With a Rhodes University Bachelor of Journalism in her pocket, Shane kicked off her career at the Sunday Times Online, South Africa, writing film reviews among other things. After that, she ventured overseas, working as one of the founding members of a London-based publishing company's online division, and then joining the corporate world as Emirates Airline's Online Content Manager.

She has now gone full circle and has returned to running her own operation as a freelance content writer and copywriter based in Dubai, but caters to clients based pretty much anywhere in the world. Visit [finetunedcopy.com](http://finetunedcopy.com).

## bluebeet/e



We're a boutique "interactive studio" based in Dubai. Our ethos is simple: clear communication through excellent design and deployment.

We believe we are one of the most creative and effective web production teams in Dubai, partly because of our proven track record but also because we are passionate about what we do. You could say we've all found our Dharma and when you are doing what you were meant to do, you tend to be very good at it.

We are not a huge company. We don't want to be. We take enjoyment in being a small, nimble and productive Dubai web design studio that can give your project the attention it deserves from some of the best designers in the business.

There's also no bureaucracy here. When you work with bluebeet/e, there's just you and our elite team of website experts...who become *your* elite team of experts. We bring together different vantage points and areas of expertise to operate as a seamless unit. We strive to create lasting relationships with our clients through strong communication and hard work. When we start a new project, we throw ourselves into it 110% and do our best to make an early impact. That passion is what has driven some of our best work and we continue to hold ourselves to the highest level of service while delivering a great product and experience to our clients not only in Dubai and Abu Dhabi but right across the U.A.E. and Internationally.

So expect a very committed partnership that accomplishes your goals and more.

## The Tribe



Born out of the belief that there is a much fresher, inclusive and collaborative way of working, The Tribe unites people with unrivalled expertise in advertising, branding design and digital communication into one powerful team.

From the four founders who started working from sofas in a living room, The Tribe has become a leading inter-disciplinary agency of over 40 people across three locations in Dubai, Bangalore and Singapore, de-layering hierarchies and working without divisions. All to create loyal followings for our clients' brands.

At both the 2008 and 2009 Lynx Awards, The Tribe won more awards than any other independent agency in the region.

## Effective Measure



Effective Measure provides cutting edge digital audience measurement, website rankings, internet demographics and market intelligence for website publishers, media agencies and digital marketers. Using unique demographic technology, Effective Measure gives advertisers more representative, continually evolving demographic profiles. Effective Measure enables advertisers to gain unrivalled insight into web, mobile and console usage across all publishers and websites, including full support for IFABC and IAB metrics and their definitions as well as insight into the user journey amongst publishers and websites. Discover the trends that can give your clients an advantage.

## therightslawyers



therightslawyers is the first and only boutique intellectual property and TMT (Technology Media and Telecommunications) law firm set up in the Middle East to cater exclusively for the media industry including advertising & marketing, music & entertainment, event management, publishing & media (including multimedia & interactive), TV, radio & film and sport. The firm also provides legal services to businesses that are driven by or reliant on intellectual property rights (including brand and other IP rights owners, companies facing counterfeiting and IP infringement issues, franchise operations, pharmaceutical and biotech companies, companies using IP as a primary way of raising investor value, etc), and the technology, IT and telecommunications Industries.

We operate exclusively in the above areas as a full service law firm catering for all legal needs a company or individuals may have including:

- corporate set up, offshore holding vehicles, shareholder restructuring;
- joint ventures and other forms of collaboration;
- employment matters;
- licensing, agency and distribution arrangements, franchising, terms of trading and all other commercial contracts;
- the identification, protection, clearance and enforcement of intellectual property rights;
- all media contracts relating to the business; and
- dispute resolution and litigation including debt recovery.

## Media Partners

