



AL  ROWD

Media & Marketing Communication



TO LEAD A WORLD OF EXCELLENCE

ALROWD

AI ROWAD

Media & Marketing Communication

We Create Brands. We Build Businesses. We Establish Legacies.

We are strategic. We are creative. We are tactical.

We are the point where insight meets execution and we bridge the divide between what a brand is now and what it could be in the future.

We do what traditional advertising, marketing, public relations and digital agencies cannot, enhance brand resonance, catalyze brand engagement and optimize brand advocacy.

We are AI Rowad Media & Marketing Communications



WHAT WE DO

We Build Brand Business by Creating Brand Passion.

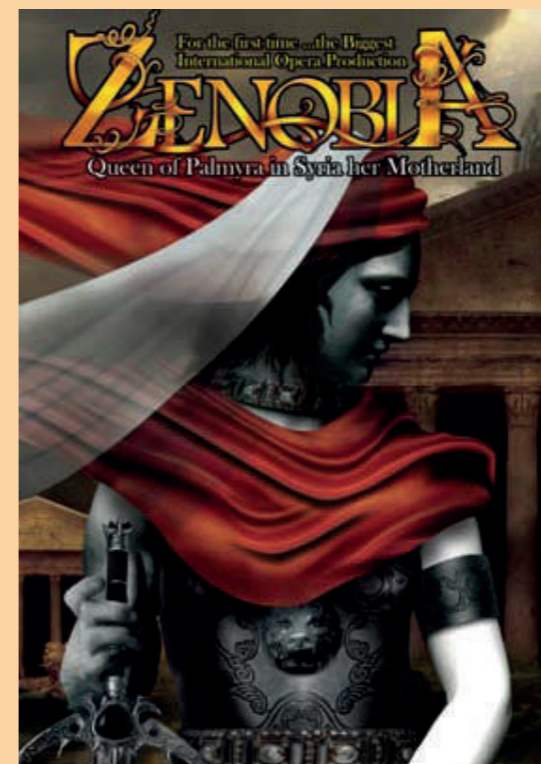
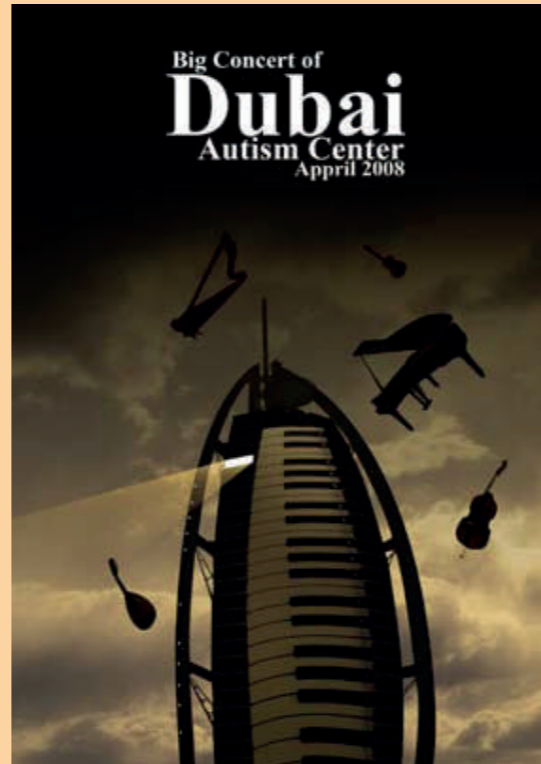
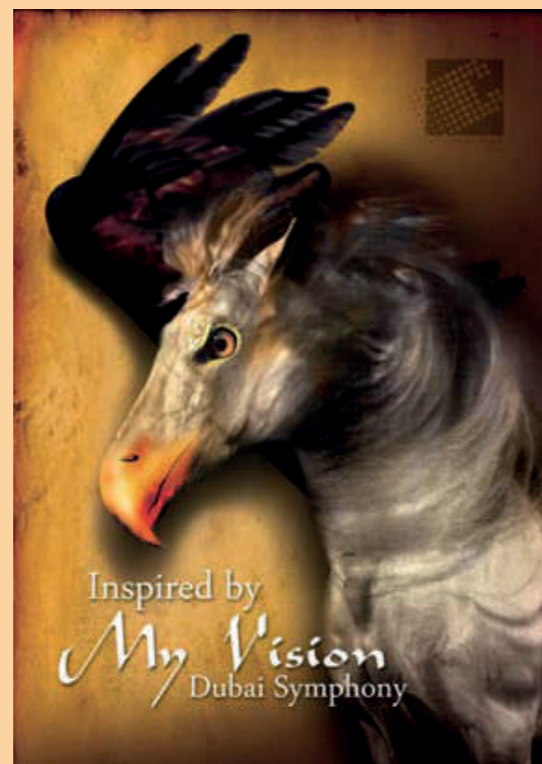
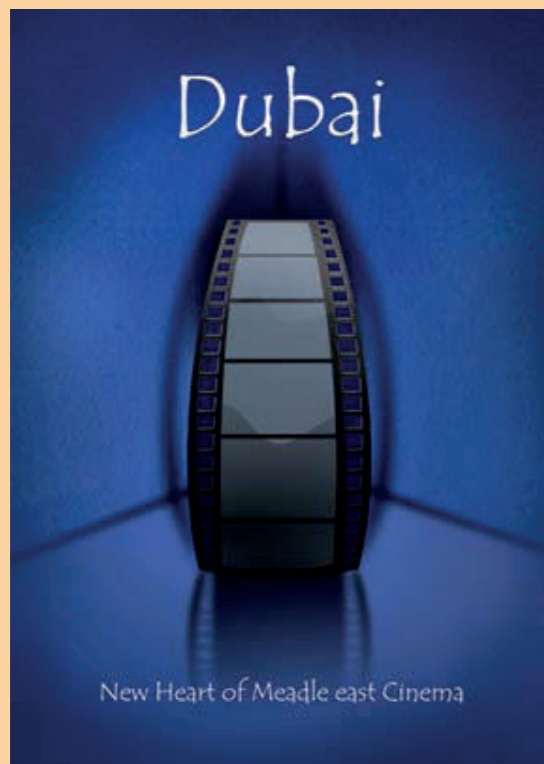
We Catalyze Brand Engagement and Foster Brand Evangelism.

We Transform Brand Mind-Share into Brand Market-Share.

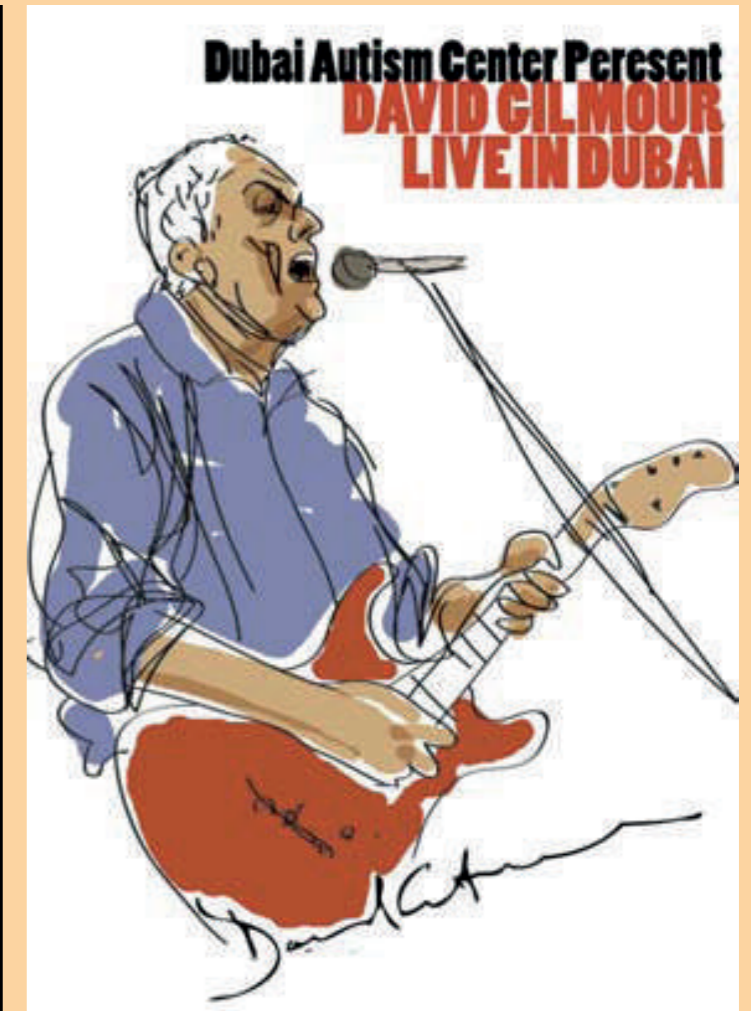
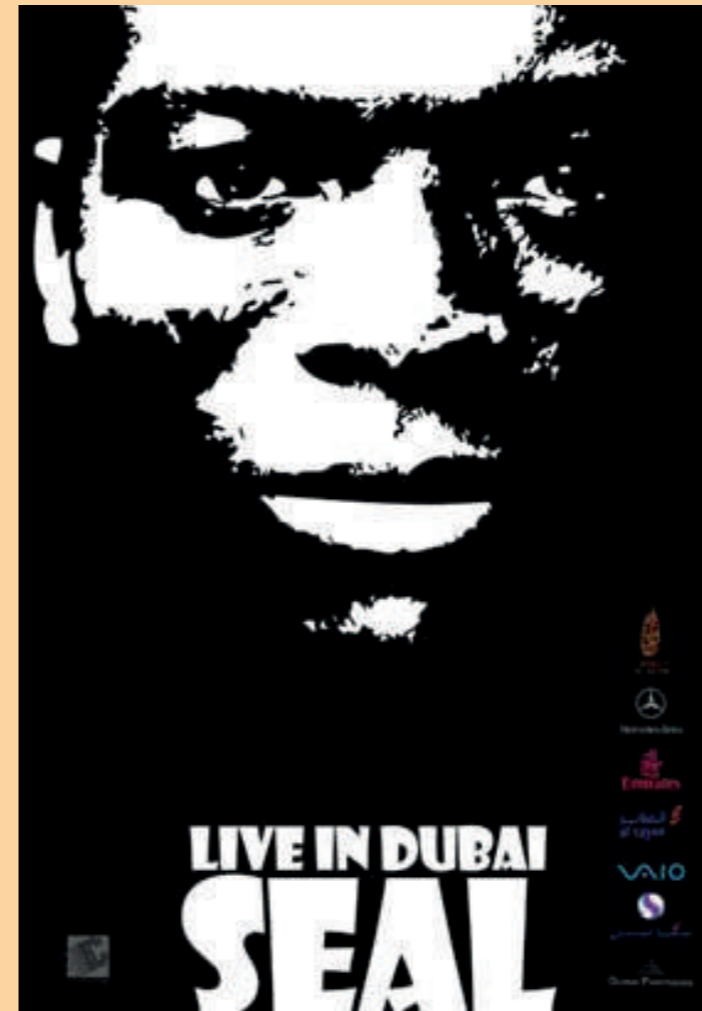
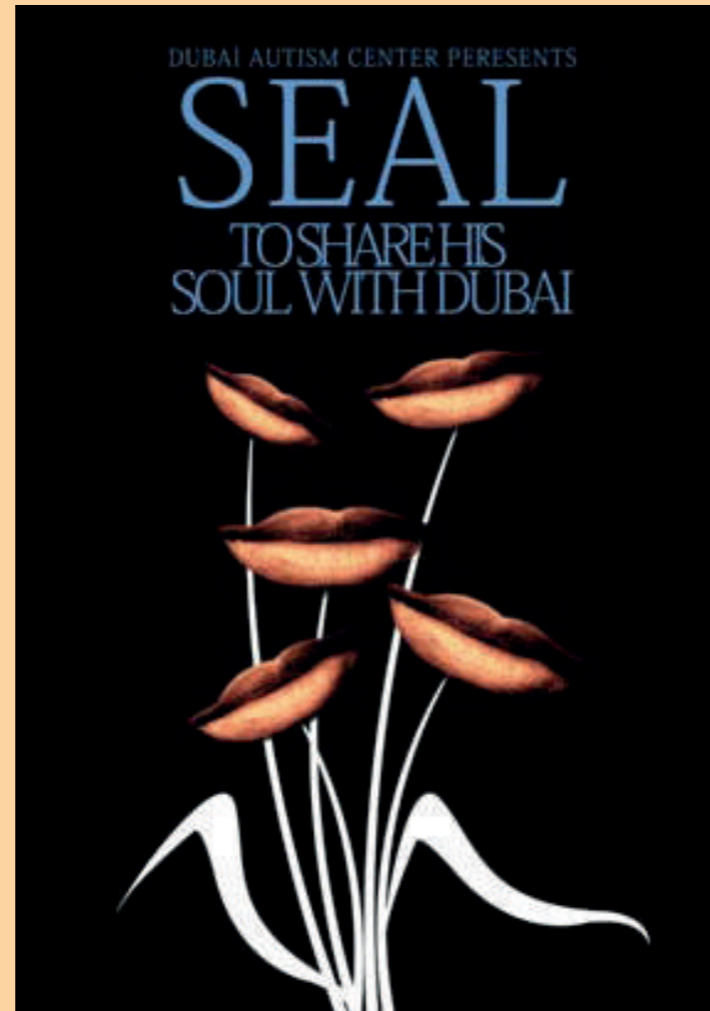
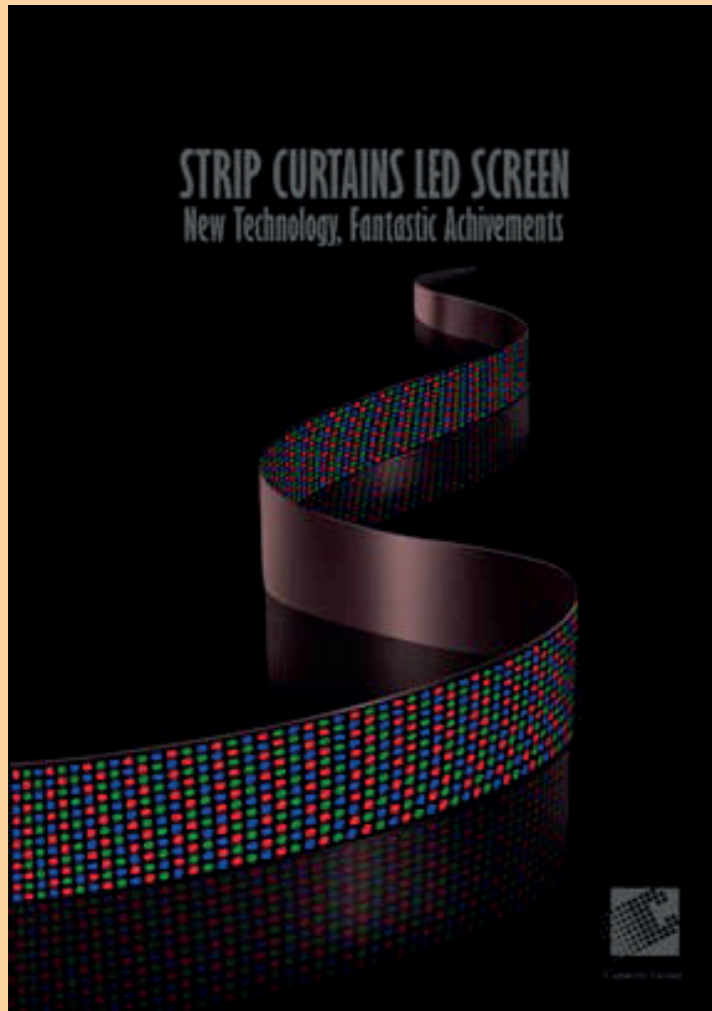
We evolve companies into businesses, businesses into brands, and brands into market leaders and legacies.

We provide consummate strategic counsel, inspired ingenuity and a steadfast commitment to excellence.

We forge dynamic and long-term partnerships with clients. We do whatever is necessary to make a consequential contribution to our clients' businesses.







OUR PHILOSOPHY

We Are Strategic. We Are Creative. We Are Tactical.

We foster brand preference by creating programs which engender brand curiosity, interest and inquiry.

We drive brand trial, experience, engagement and advocacy.

We believe in pull vs. push and adoption over incursion.

We translate brand mindshare into market share.

OUR PHILOSOPHY

Enlighten & Inspire vs. Educate & Inform

Surprise and Delight vs. Shock & Awe

Pull Marketing vs. Push Marketing

Peer Advocacy vs. Paid Advocacy

Subliminal vs. Sensational

Adoption vs. Incursion

Covert vs. Overt

Earn vs. Buy

Experience



ALROWAD STRATEGY

Strategy is the foundation of our approach. It's the lens we use to identify what your brand stands for, to whom it should speak, what it should say and where it should say it. Our Strategy platform is expressed through the following tenets:

Brand Connectivity: Identify business opportunities, core audiences, motivating factors, hero brand attributes and key channels of conversation for your brand.

Brand Engagement: Create and curate brand programming which interacts with your audiences in a unique and compelling way.

Brand Commercialization: Optimize existing channels for revenue growth, as well as design and synthesize new avenues that enhance your brand's value.



ALROWAD CREATIVITY

Creativity is the platform through which we achieve resonance and elevate brand conversations. It is the inspiration that connects and engages your audiences and communicates your brand messages.

Brand Storytelling: We create the stories that become folklore. The very stories that your audiences will want to share, and share often.

Brand Conversation: Only brands with inspired messengers will take hold on the farthest shores. We ignite conversations that get noticed and shared, while providing the tools necessary to amplify the message to build brand evangelism.

Brand Programming: We activate your brand amongst key audiences where they live, play and buy. We establish third-party endorsements and strategic partnerships that provide powerful allies in communicating your brand message and broadening your brand reach.





EVENTS

Events are expensive and require careful strategic planning to your marketing and business objectives, but with Our experience which includes pre and post event management, handpicked list of quality suppliers and partners capable of catering to even the most daunting demands, gulf planet | PR & Marketing Services Agency can handle from small to large events such as :

Fairs

Public Activities

Special Occasion

Seminars

Entertainment Activities



Qatar Foundation
Presents

For the first time,
**THE BIGGEST
INTERNATIONAL
OPERA
PRODUCTION**

Avicenna

Doha - Qatar 2003



Arabic Version
12 Oct. 03

English Version
19 Oct. 03


By **Mizalat**
USA Inc.



Ibn Sina...







Opera Aida...





G. VERDI
AIDA
 IN EGYPT WHERE SHE BELONGS

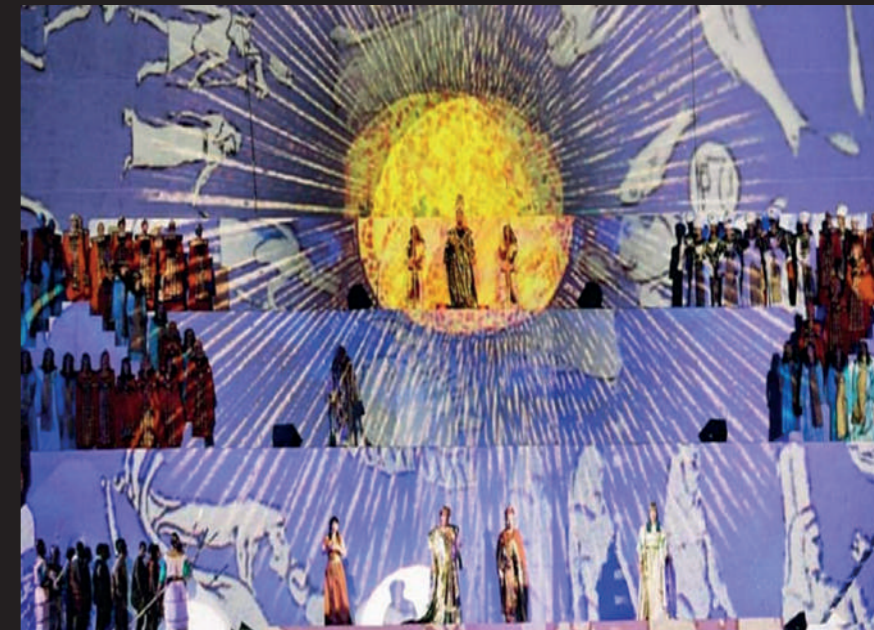
 Cairo Opera House
 Presents
 A Production by
 Mizalat for Arts


GIZA PYRAMIDS 10 - 13 OCTOBER 2002
 TICKETING ON-LINE : www.opera-aida.com - www.operaaida.com

QATAR PREMIERE
AIDA
 THE OPERAMA SPECTACULAR

GIUSEPPE VERDI

DOHA - QATAR
 MARCH 31 2002

 Doha Cultural Festival
 مهرجان الدوحة الثقافي والفنون والحرف
 Doha Cultural Festival
 مهرجان الدوحة الثقافي والفنون والحرف
 **MIZALAT**
 **WWE**
 WORLDWIDE ENTERTAINMENT INC.









Public Relation

Alrowad firmly believe that Public Relation can deliver the best return on Investment for your Spend.

Public Relations provide every client with a focused-plan to reach the right media and the right target audience.





Community Relation

Alrowad Media & Marketing Communication | is a Modern agency with vast network of Relationship , this allows us to identify the right talent for your particular Marketing Challenge without Requiring Extensive Overhead that Drives up budgets .

We take a 360° view of clients' business to build powerful communications and ensure that all communications are integrated with the same message targeted at your key audiences

فصل اهلهم الآية لعنوا القصبه مع ابان موضع وكره كما حاه ابن حن عن سيبويه لا لعن
 كما توهمه الجوهر يدعي **ان** ابن ابراه من بكر بن ايل ام قيس بن ضرر وجعل **الان** كما لا تينه الجماعة
 واثاته بسميم ربيته به صا ذكره ابو عبيد والنعاني في ت واوهم الجوهر يدكره في ثا واصبح مؤنثا اي لا يستر
 الطعام اجاز جبل لطي وبريته وعمر ويوث فيها ويجعل ههه وكساية لبدر بن عقال فيه بوث ومنارا
اراء الغم كنع اشعها وعن الحاحه حين ونكص من كسحاب صغار الخلق قال ابن القطاع ههه اصله عند سيبويه
 فهد موضعه لا كما توهم الجوهر **الاء** كالعلاء ويقصر بحر واديم ما لودبع به وذكره الجوهر في لعن وهم وهما **الاء**



ورجع عوده على يدية وفي عوده وبديه وفي عودته وبديته وهو اوند في اي في لطف الذي جانه وما يند واما يند
 ما يتكلم ببادية ولا عائدة والبدا السيد والشاب العاقل والنصيب من الجور كما لبدا **ابداء** وبد ووكا
 المخلوق والامر المندع والبر لا سلامية والاول كالبدا وبدي بالضم بدا جدر او حسب بالخصبة وبدا كلشان
 جماعة والبداء بالضم بنت وكان ذلك في بدت ما مثلته الباء في بدت ما حركه وفي مبدنا ومبدنا ومبدنا ومبدنا كذا في الكا
سد لا كمنعه راي منه حال كرمها واحقره وذمه والارض ذم مرعاها وكبتدع الرجل الفاحش وقد بدأ
سداء وبداء والكان لا سرعي والمباذاة المفاخشة كالبداء **سرا** الله الخلق كعكرا او بروا خلقه والكر
 يبروا يبروا بالضم وبراء وبروء كبرود فرح براء وبراء وبراء لله فهو ساري وبري



MARKETING SERVICES

Marketing services is absolutely essential for any business that needs marketing help. We offer a full services that will help grow your business.



1st



International Animation Films Celebration in Dubai 28 January - 2 February 2005

South Madinat Jumeirah
"amphitheater"
10am - 4pm
7pm - 11pm

Wild wadi water Park
11 am - 6pm



SHOWTIME
Brings you the Best in entertainment

مهرجانات دبي للتسويق
DUBAI SHOPPING FESTIVAL
12 يناير - 12 فبراير 2005



BRANDINGS





BRANDINGS

Creative Graphic Design

Our creative team will work with you to find out about your business and your project, as discuss the results your require, then we'll put together a plan and a quote that is bespoke to you. We tailor make each project plan to meet your needs and our high standards. If you're happy, then we'll go ahead, making sure that the job is brought in on time and on budget.

We design whatever you need – Logos, advertisements, posters, newsletters, leaflets, catalogues, stationery, brochures and more. We know that no two businesses are the same, so we don't have a standard format or system that we follow.

We know that great design doesn't just make things look better; it makes things function better, too. Our designs look great, but are practical, functional and appropriate for your business, too

the philosophy

I BELIEVE IN DESIGN.
GOOD DESIGN.
DESIGN THAT MAKES YOU HAPPY.
DESIGN THAT PUSHES THINGS FORWARD.
DESIGN THAT IS SIMPLE, MODERN AND EYE-CATCHING.
DESIGN THAT SELLS.
I BELIEVE IN MY DESIGN.





PHOTOGRAPHY

LA PHOTOGRAPHE DE MODE
HIND CHAOUAT
 vous invite au cocktail d'inauguration de son exposition
MELTING TOPS

JEUDI
 18 MAI 2006

À PARTIR
 DE 22H30

AU MAN RAY
 MAI 2006

34 Rue Marbeuf
 75008 Paris, France
 01 56 88 36 36

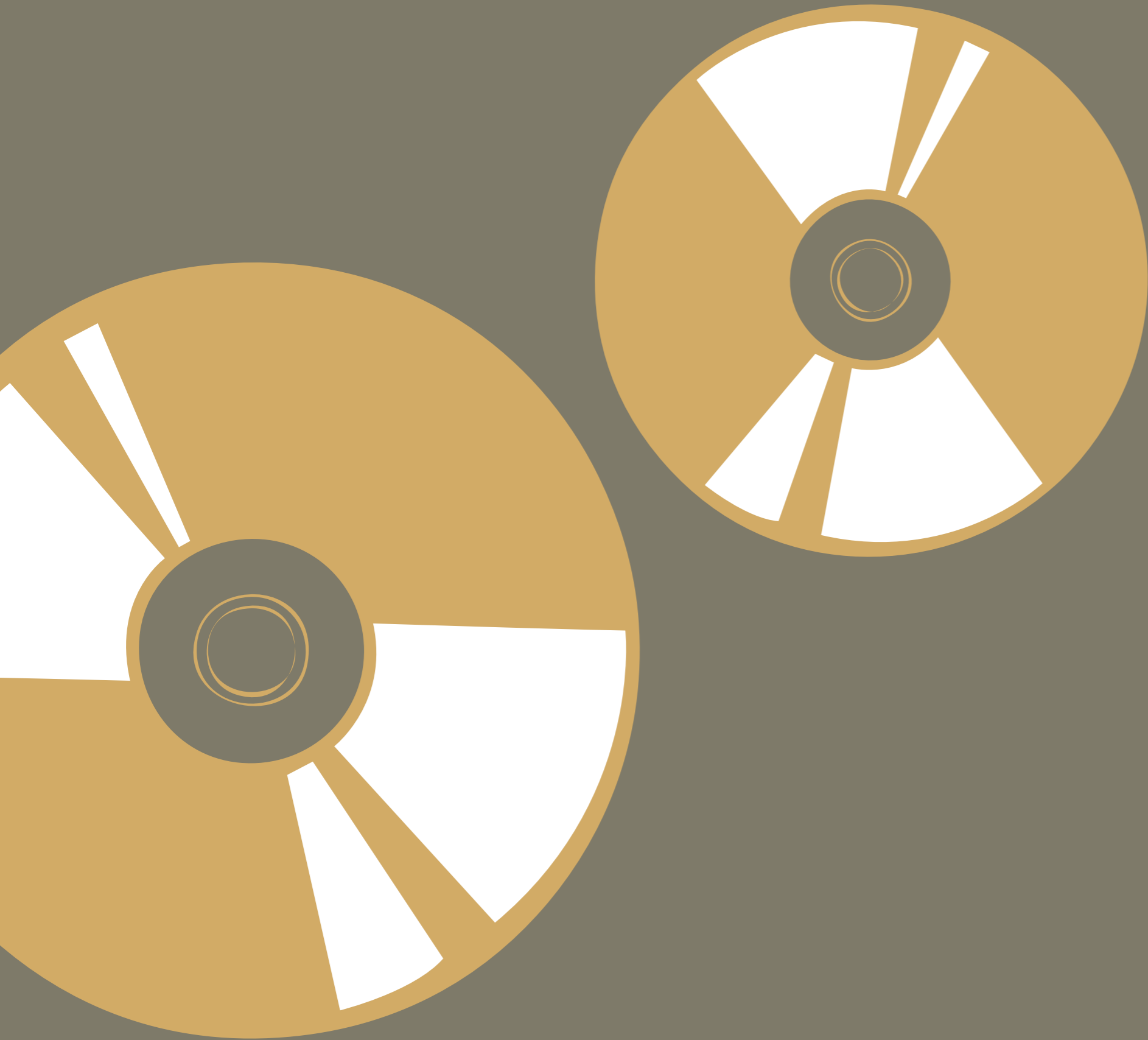


L'art de mettre
 en valeur la beauté
 intérieure.

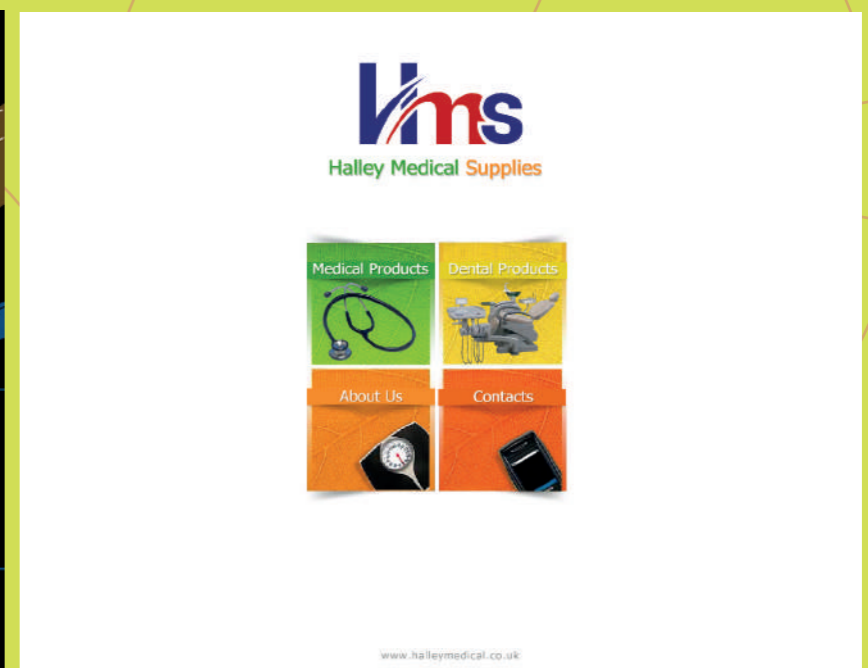
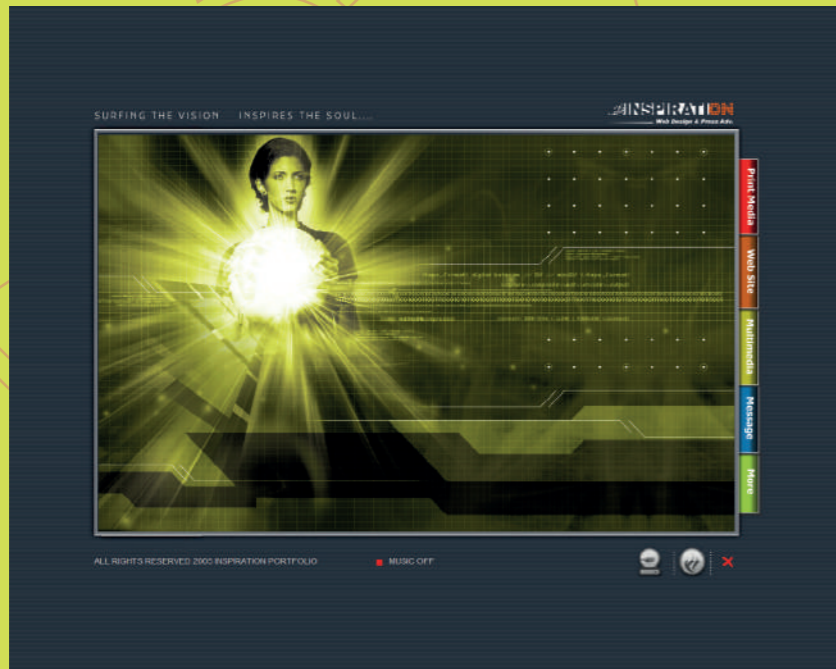
denaimi
 INTERIORS

Tissus . Mobilier . Tapis . Décoration

 A person is shown from the waist up, wearing a silver sequined dress and long black gloves. Their head is replaced by a large, inflated red lip-shaped balloon.



INTER
ACTIVE
CD





ID& Graphic Design



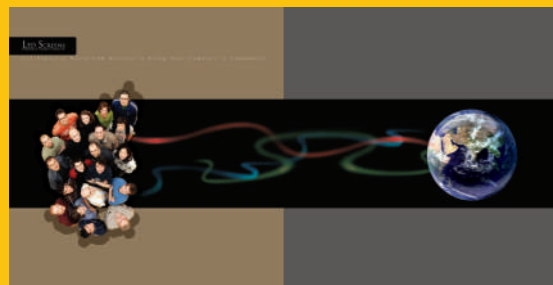
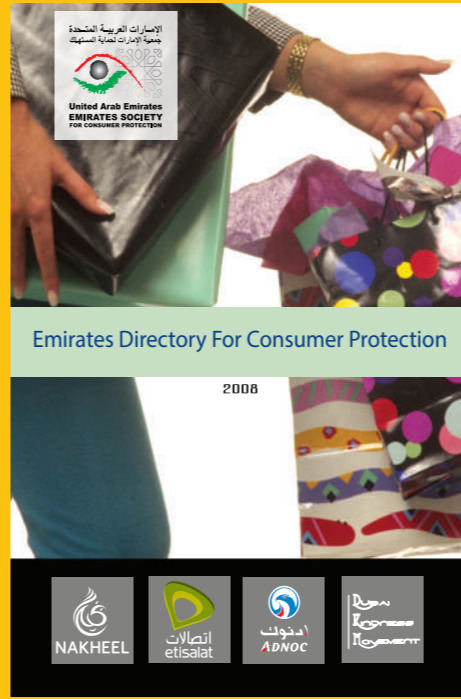
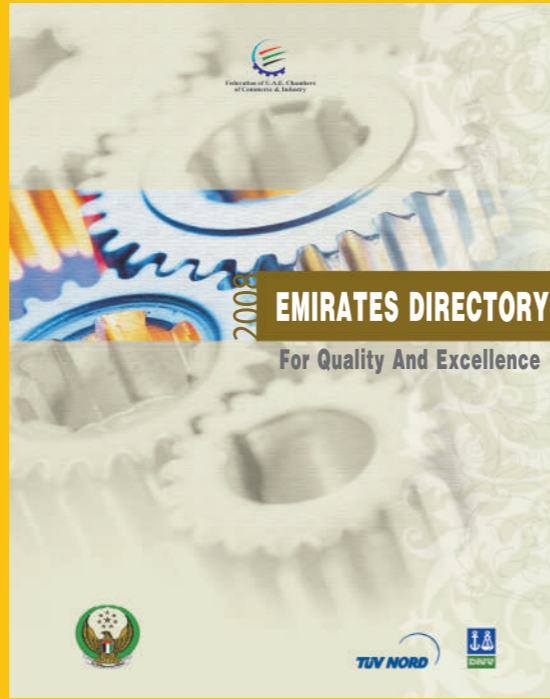


PAIN TING AND DRAWING





BOOKS



Advertising

When the right Advertisements are bought at the right price and the right place, they can be the difference between a failed or successful campaign.

Gulf planet | has access to the latest ways and advanced tools to help effectively target and reach your audience across:

Outdoor Panels.

Radio.

TV.

News paper

Magazines.

Printing Service (Flyer – Brochures – Poster – Flex – Cards).

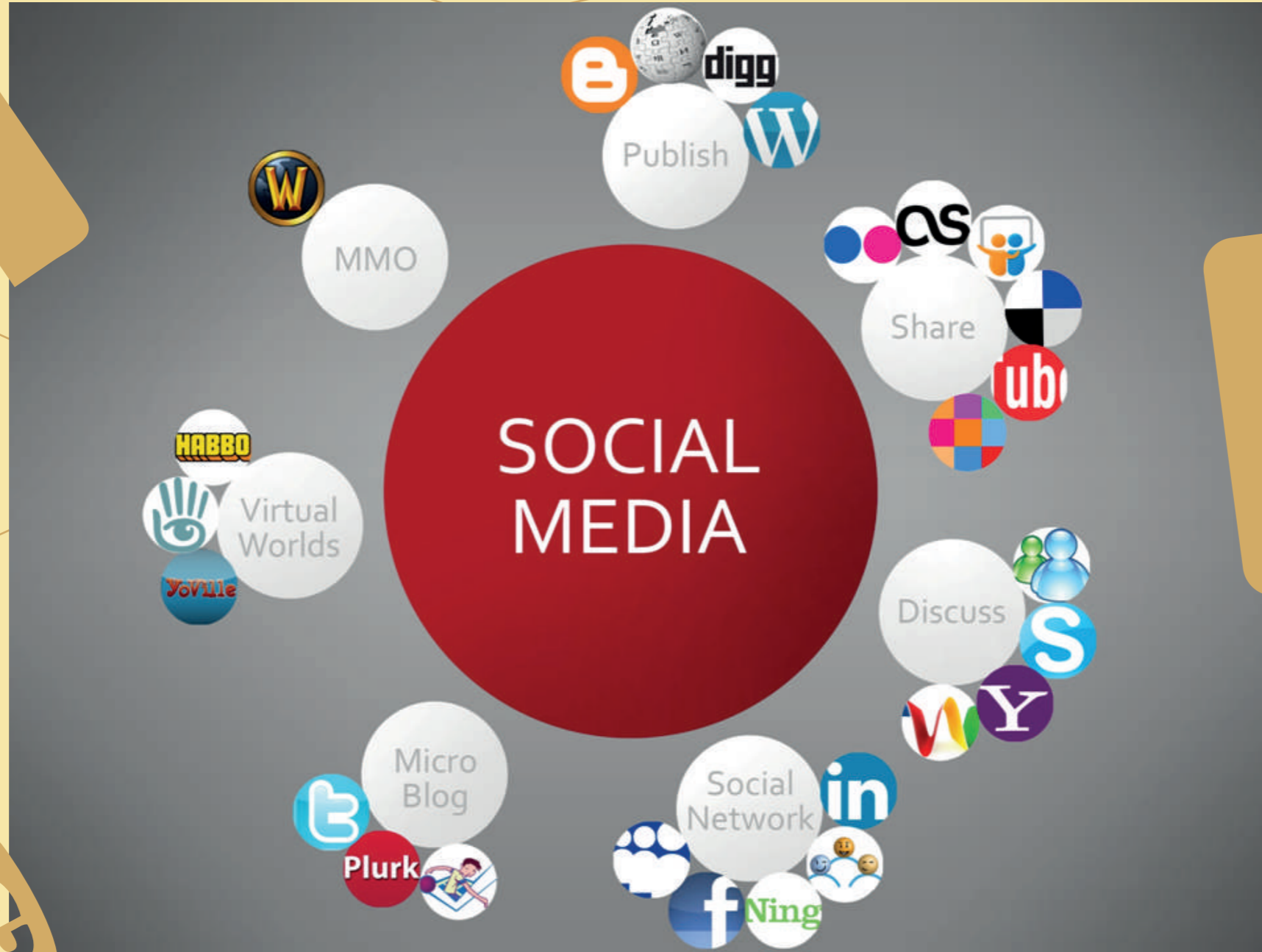
Promotional Items (Stands – T-shirt – Cap – Badges).

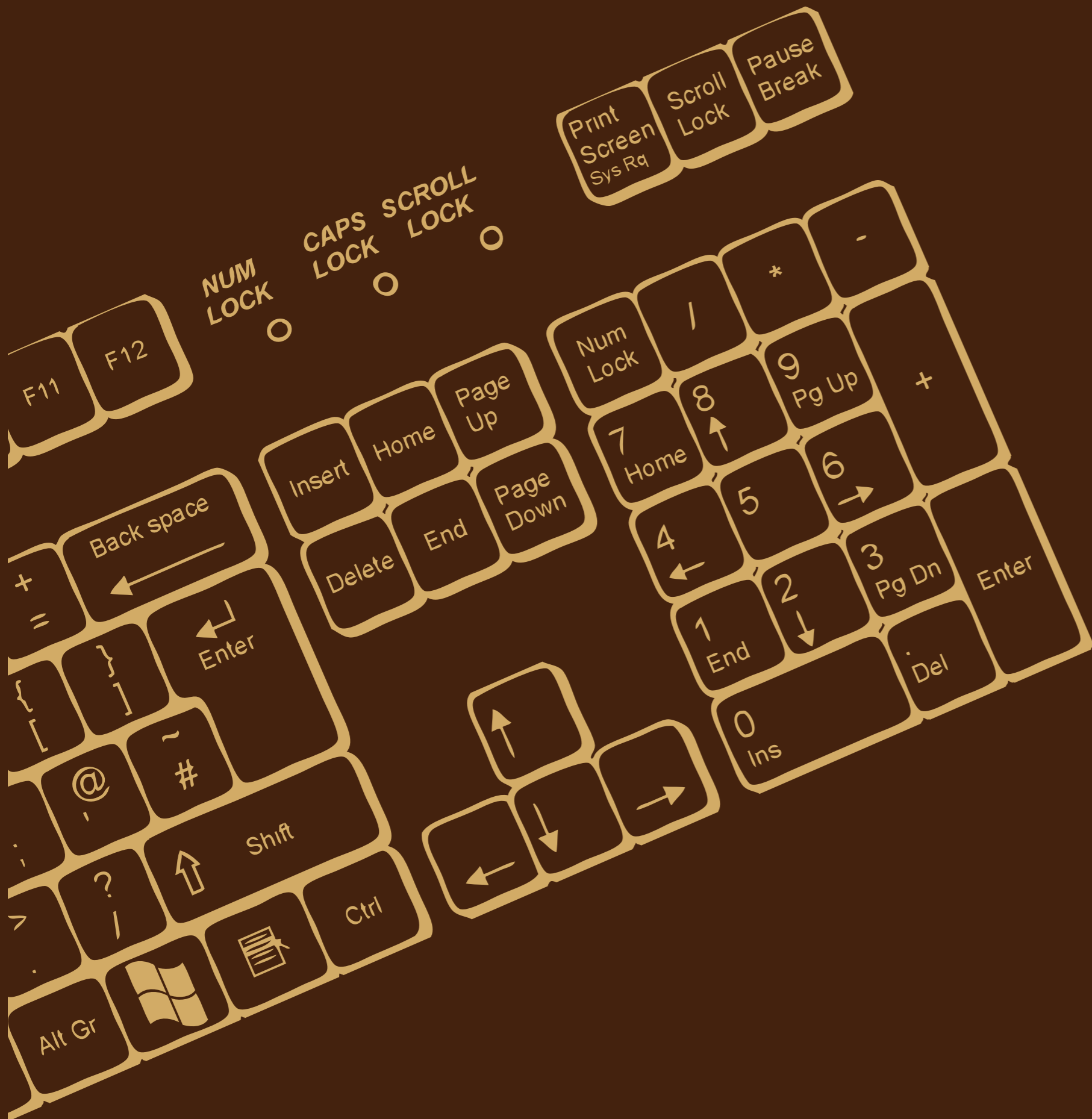
Web sites





SOCIAL
MEDIA



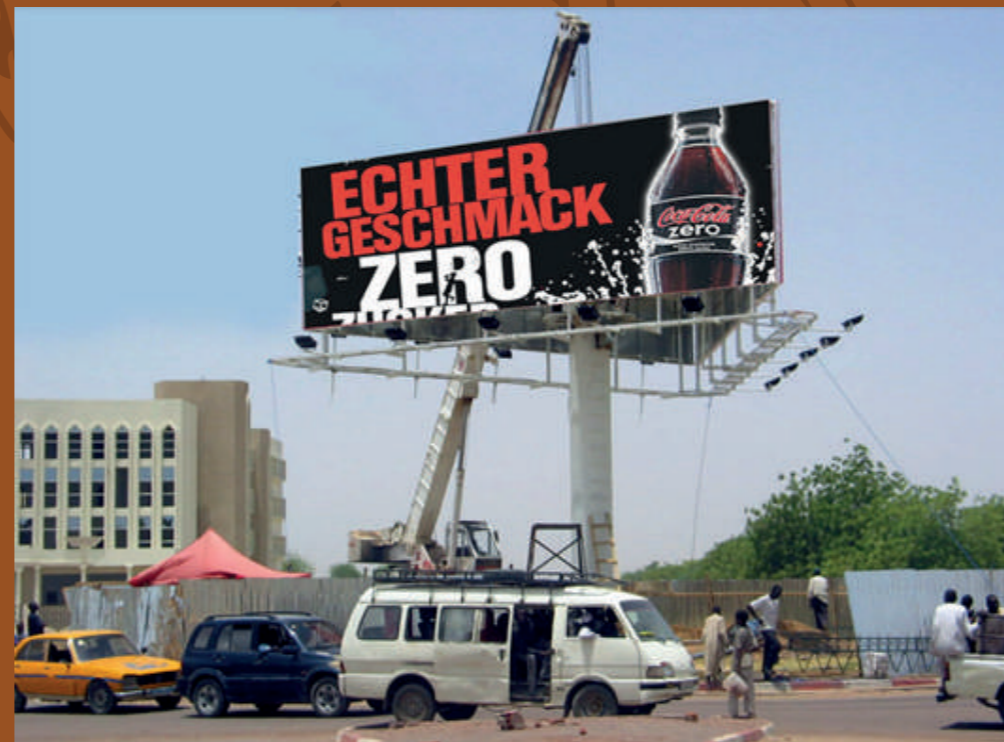
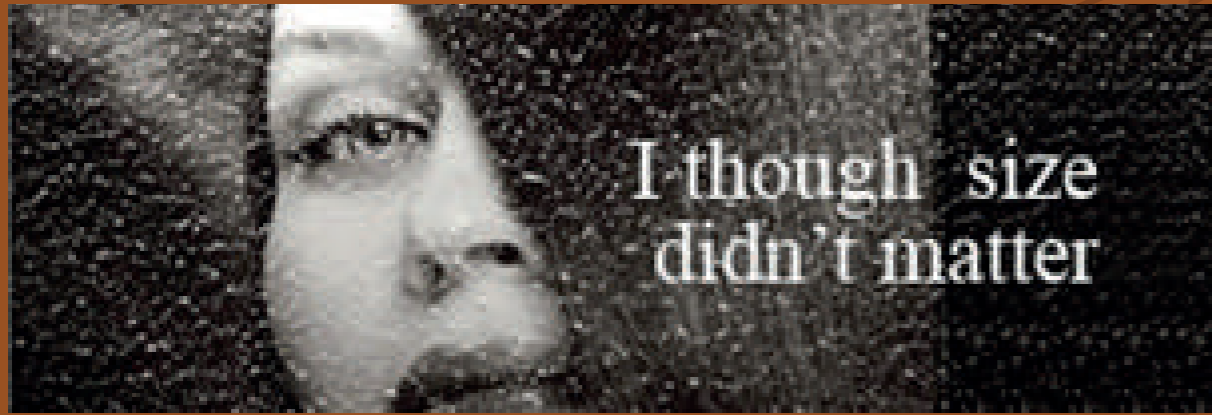


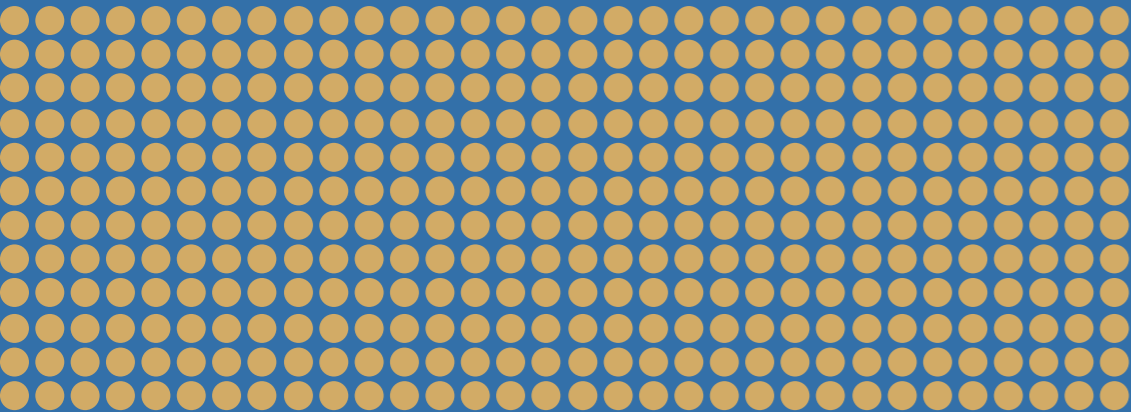
WEB DESIGN



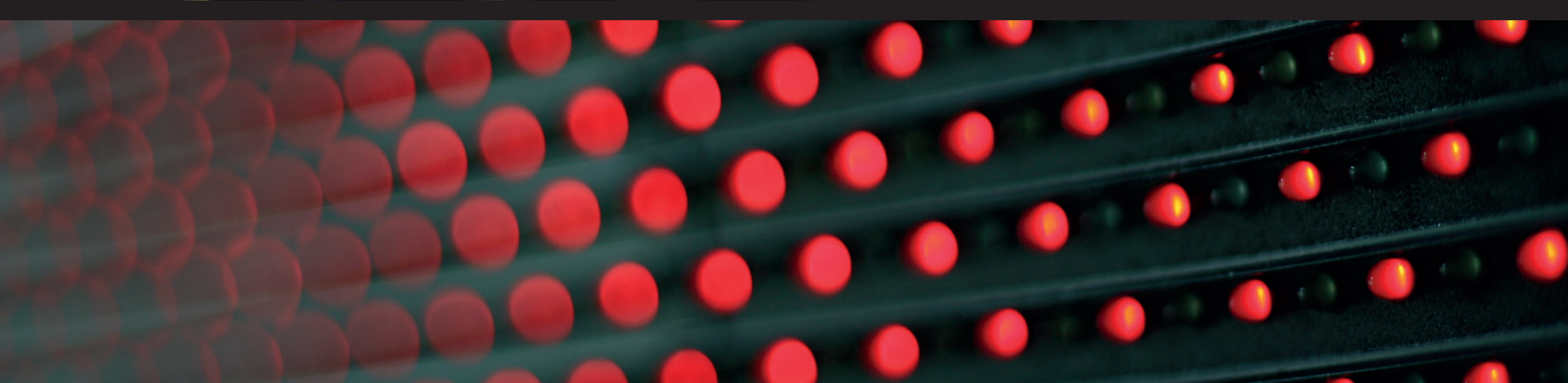
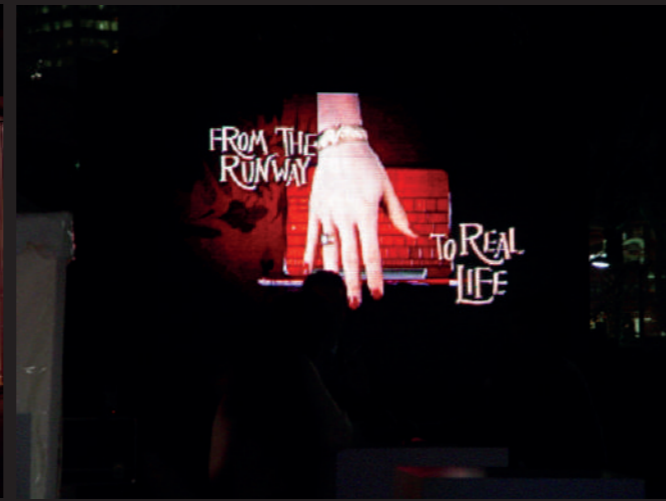


OUTDOOR





LED



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