



**IMPACT**  
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# Impact Management

**Integrated Digital Marketing and Public Relations Solutions**

We Don't Just Market, We Create Impact.



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# Crafting Digital Impact



We are a leading company specializing in enhancing brand presence through innovative digital marketing strategies and public relations excellence. Our expertise spans traditional and digital media, creating comprehensive solutions for modern businesses.

## Vision

To achieve radical transformation in brand representation and create lasting connections with audiences across the Arab region.



# Our Comprehensive Service Portfolio

## Digital Marketing

- Social media management
- Search engine optimization
- Targeted advertising campaigns
- Analytics and performance tracking

## Influencer Marketing

- Local and global network management
- Campaign strategy and execution
- Content collaboration oversight
- Performance measurement



# Our Comprehensive Service Portfolio

## Creative Production

- Professional photography and videography
- Content creation and storytelling
- Brand asset development
- Multi-platform content adaptation

## Public Relations & Events

- Brand image development
- Media relations management
- Corporate event planning
- Crisis communication support



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# Premier Influencer Network Access

## Prominent Arab Influencers



Twitch Buffy



Dana Halabi



Saly Saeed



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# Our Strategic Ally “G&K”



A leading management consulting firm since 2008.



Builds partnerships that support continuous and rapid growth for clients.



Work as partners with clients to enable them to thrive in global markets.



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# Our Strategic Content Partner “Arabize”

## Content Development

Create original Arabic content designed to resonate, from websites to marketing materials.

## Modern Media & Tech

Handle all modern content needs, including AV translation (subtitling, voice-over), AI integration, and machine translation post-editing.

## Cultural intelligence

Adapts content's tone, imagery, and humor for the Middle East, ensuring brand is received positively.



# More Of Our Partnerships



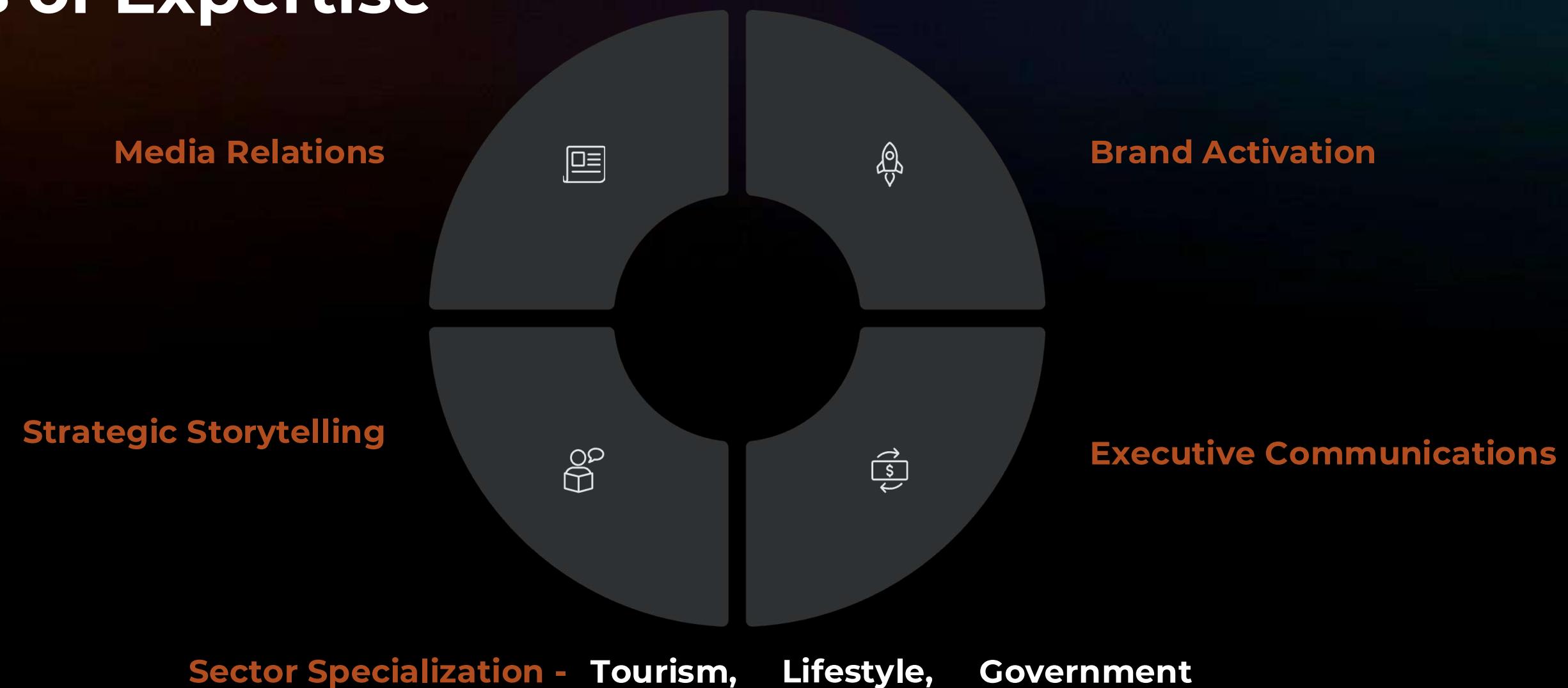
## Elite Planners Events

- Specialized in organizing and managing events, weddings, and various occasions.
- Provides hospitality, entertainment, and photography services with the support of a professional team.
- Through its partnerships, it seeks to provide distinguished experiences and innovative solutions for its clients.



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# Areas of Expertise





# Our Impact

50+

## Successful Events

Executed across various industries and markets

100+

## Media Appearances

Secured for clients across traditional and digital platforms



## Influencer Partnerships

Curated for brand-specific campaigns



## Client Retention Rate

Long-term partnerships leading brands

These metrics reflect our commitment to delivering measurable results that drive business growth and brand recognition.



# Why Choose Impact Management?

## Integrated Solutions

Seamlessly combining traditional and digital maximum reach and engagement across all

## Strategic Long-term Planning

Comprehensive roadmaps designed to achieve business objectives through measured, growth strategies.

## Deep Cultural Understanding

Profound knowledge of Gulf region dynamics, ensuring ensuring culturally relevant and locally resonant brand brand communications.

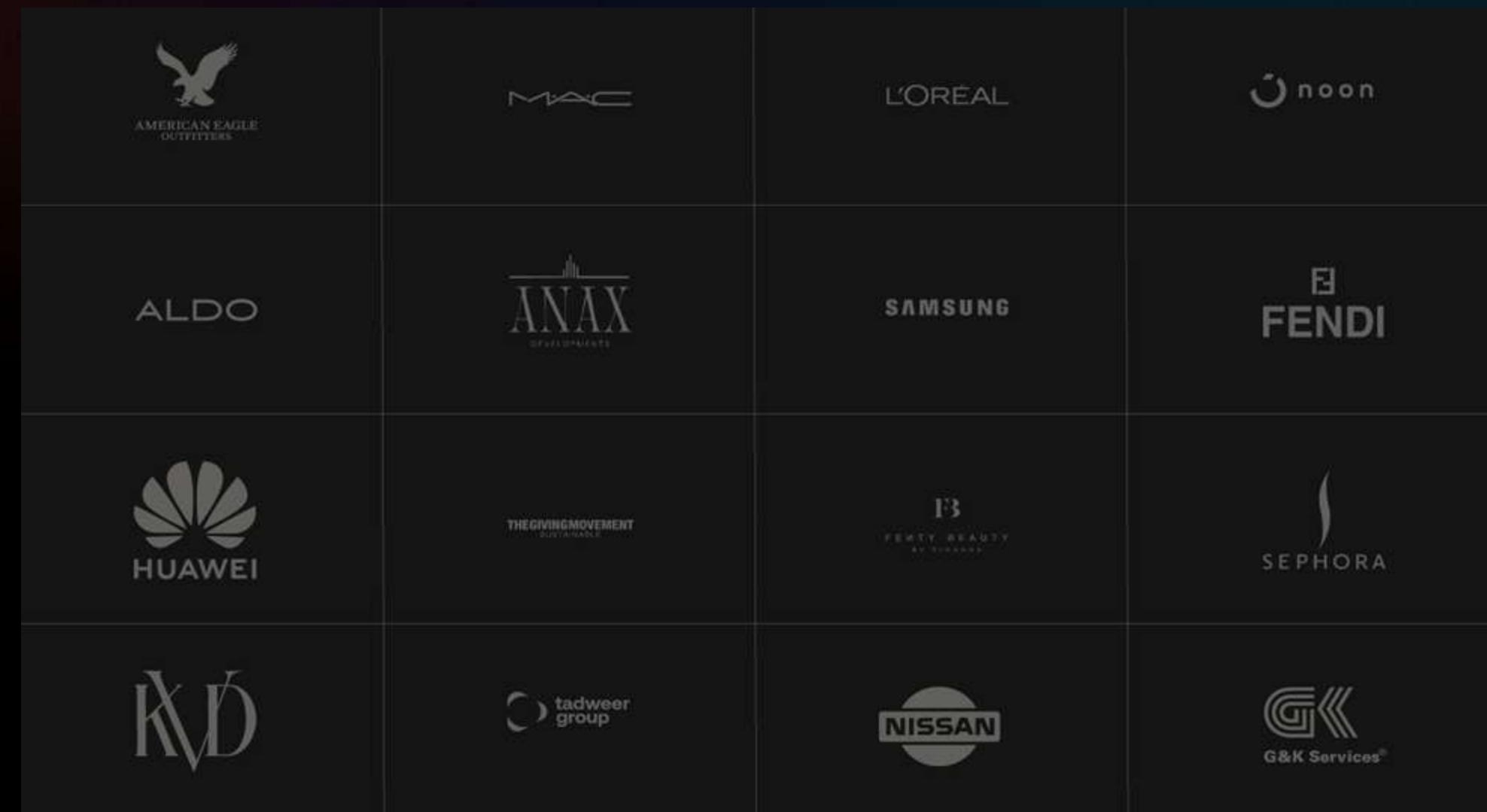
## Strategic Partnership Power

Exclusive collaboration with G& K Management Consulting, amplifying our capabilities with business expertise.



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# Partners in Success





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# Unlocking Year-Round Impact: The Power of Annual Agreements

At Impact Management, alongside our curated network of partners, we offer a unique, integrated approach that aligns time, resources, and marketing outcomes through a single agreement. This model ensures your brand receives proactive, continuous support—delivering results that are both immediate and sustainable.



# Why Choose An Annual Agreement?

## Advance Mobilization of Specialized Resources

By planning your communications and campaigns far ahead, Impact can schedule the right talent and tools for each initiative, guaranteeing smoother execution without bottlenecks.

## A Unified and Evolving Brand Story

Annual planning enables us to craft a coherent, purposeful narrative for your brand, ensuring every activity builds toward a bigger strategic goal and maintains a consistent voice across channels.



# Why Choose An Annual Agreement?

## Enhanced Efficiency: Elimination of Duplicate Efforts

Working in partnership all year lets us leverage knowledge, templates, and proven solutions, minimizing repetitive work and enabling your team to focus on tasks.

## Significant Cost Savings

Assets, props, and content created for one campaign can be re-used or adapted for others, saving both time and money. Annual contracts lock in preferential pricing and protect you from the fluctuation of ad hoc project rates.



# Key Client Advantages

## Priority Access to Senior Expertise and Creative Network

Annual agreements mean your business is always at the top of our priority list, ensuring access to our most experienced professionals and immediate support for urgent needs.

## Continuous Data- driven Optimization

With ongoing access to campaign data and analytics, we continuously review and refine strategies to drive better results, rather than relying on isolated, project-based lessons.

## Administrative Simplicity and Speed

Managing one annual contract is far less time-consuming for your legal and purchasing teams—no need for repeated paperwork, approvals, or negotiations for each new project. This accelerates project starts and reduces internal friction.



# Key Client Advantages

## Flexibility and Rapid Adaptation

When markets or internal priorities shift, we can pivot quickly—adapting the annual plan to seize new opportunities or respond to challenges, without the delays of renegotiating individual contracts.

## Hassle-Free Access to Specialized Partners

As your aggregator, Impact takes responsibility for finding, managing, and coordinating any third-party experts required to fill knowledge or service gaps, so you don't have to waste time and resources searching for and vetting vendors.



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# Your **Strategic Advantage**



With Impact and our partners as your long-term strategic ally, you gain the peace of mind to focus on what matters most: your core business and growth objectives.

Let us handle the orchestration, creativity, and complex coordination—ensuring your brand stays relevant, visible, and impactful all year long.

# Let's Begin Our Journey Together

## Ready to Create Impact?

Contact us today to discover how we can transform your brand presence presence and drive meaningful business results.

General Inquiries: [info@impactmanagement.ae](mailto:info@impactmanagement.ae)

Phone: +971 50 421 8818



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# Additional Slides



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# GCAA CAAF 2023





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# FIREFIGHTING CHALLENGE





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# CHINESE NEW YEAR





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# BIKE FESTIVAL





# CAMPAIGN MANAGEMENT



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## TADBEER RAK





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## EMIRATES MACARONI ME





STAND DESIGN



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MRO Dubai | Germany | MRO USA  
| MRO Singapore | Amsterdam





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الإتحاد  
**ETIHAD**  
ENGINEERING

MRO Dubai | Germany | Dublin  
| Cologne | Amsterdam





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# DIGITAL MARKETING

## DIGITAL MARKETING

Digital design services are a subset of the creative services offered by Platinum to its customers. By applying advertising ideas that assist customers reach their business goals, these creatives attempt to develop aesthetically appealing, easy-to-use solutions that satisfy clients' demands.





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# CORPORATE GIFTS DESK ACCESSORIES

