



ADROX

CREATING CREATIVITY

Agency Profile 2016

Who

We are ?

Overview

Adrox is a creatively driven full service advertising & communication agency based in Dubai, we believe in creativity and effectiveness with expertise in creative concepts and implementation across an ever changing market. We offer the right combination from strategic skills to inspired solutions; you can be sure that we will connect you to your target audience and beyond.

We know that people are attached to brands. That's why we tailor everything we do to what you and your customers require. A brand that stands for something will last. We help you establish your brand by developing reliable and lasting strategies.

The Crew

Our team has creative vision and talented brains to serve the customer to the fullest. The ultimate in consultation, skills diversity and adaptability to meet client expectations are the very strengths. We are passionate about our work; The outcome of our effort is a positive impact on your bottom line as your success is our success!

Philosophy

Our philosophy is very simple – create an ethical, creative & highly successful advertising agency

Our working philosophy is even more simple – work hard, do great work, make clients happy. We feel we're doing this each and every day. We believe in the creative freedom provided by tightly defined strategies arrived at through a systematic process and based on comprehensive marketing communication plans, We also believe that great advertising results from imaginative thinking teamed with brilliant execution. We care for our values of Passion, Commitment, Excellence, Synergy, and Integrity not only as an agency but also in our daily lives

Our Vision

Creating Creativity is the motto we live by, We tailor such business experiences which are intriguing and very much attractive. We assist our clients in achieving their brand vision.

We are famous because we help our clients in applying enthusiasm and devotion to the projects. We help them in maintaining the balance between expression of design and business solutions that are functional.

What

We Do ?

“If your business is
not a **brand** it is a
commodity”

Donald Trump



Brand Management

Whether you're looking to create a new brand from scratch or redesign an existing brand, Adrox Media will build and manage your most valuable asset (your brand) so it rivals your competition and gets noticed by customers. And because branding is all about implementing a strategy, we take the time to carefully craft the blueprint to your success.

Like any valuable asset, your brand must be managed with care to ensure its consistency, relevancy and agility to respond to changing market dynamics. Our brand management services safeguard your investment in the brand, so that it will continue to provide lasting value



Media Management

We understand your business; we look at your industry and your competitors to understand their approach and analyze what generates the best results for you. We offers services for advertising in UAE, we research your target market's greatest media review, carefully building a strategy that will deliver the greatest return on your investments. Our Media Management cover the following aspects..

Media Research, Media Planning, Media Buying for Outdoor Media, Indoor Media, Magazines , Newspapers, Radio, Television, SMS Campaigns, Online Advertisements, Direct Marketing and Email Marketing.



Visual Identity Design

The visual id of your brand is a symbolic embodiment of all the information connected to the company, product or service's that you offer. This visual look and feel serves to create associations and expectations among products and services made by that organisation or producer.

A visual identity is about visibility and the connotations that come with it. It needs to be easily recognisable in its visual content so consumers or stakeholders can make instant connections as to understanding what it means to them in what they see.



Creative Marketing Collaterals

There are many forms of traditional printed items that are still common place in the digital age we live in today. Company brochures are essential for showroom's and a uniquely designed and printed item can be a key takeaway for potential consumers who visit to purchase at later date.

At Adrox Media we have a team of designers with years of experience in producing quality and unique printed items for clients small and big. Each project no matter it's size is given individual care and attention to ensure the finished article is worthy of representing your brand or company.



Corporate Giveaways

With an in-depth knowledge of the industry, regularly updated information to reflect latest trends, developments, manufacturing partners and prices, we are a reliable point of contact for all your promotional goods. Our clients include Multinational Corporations, Government Offices, Advertising and PR agencies, Hotels, Airlines etc.

In other words, we are catering to the requirements of a wide spectrum of organizations. Be it a conference, exhibition, product launch, employee awards, we offer the widest range of advertising gifts at all price levels with options for various kinds of branding. We design and make customized products of various types depending on the clients' requirement.

**“ Advertising is the
life blood of the
digital economy.”**

Nick Stringer



Website Development

Websites are now part of the business environment of an enterprise and absolute clarity is needed to ensure that a website design or redevelopment project meets its objectives and makes a return-on-investment.

Our development process starts with a Consultation Phase where we make a huge effort to understand your requirement and what your audience would expect from it. A Research Phase ensures that we understand the competitive environment and enables us to ensure our approach is creative and innovative.



Social Media Marketing

Like any other discipline, Social Media Marketing has developed methods that work. It is a dynamic approach with feedback loops so quick that tactics can be adopted and improved on the fly.

Adrox can either act as an outsourced creative content developer or manage your whole social media marketing programme. We have an encyclopaedic knowledge of social media platforms even outside the big four of Facebook, LinkedIn, Twitter and YouTube; blogging (WordPress and instant platforms like Posterous), aggregation sites, digital PR releases, video, podcasts, building custom dashboards to monitor results day-by-day.



Organic Search Engine Optimisation

This is the practice of optimising your website to be “Search engine friendly” to improve “search engine exposure” through organic processes whereby 3 specific areas; technical aspects, on page optimisation and off page optimisation are targeted for improvement to enhance your position in search engine results positions (SERPs). The majority of users on search engines do not look past the first two pages of results so ranking within these is paramount to attaining good levels of traffic.



PPC

Search Engine Optimisation

Pay Per Click provides immediate results through positioning your website in an advertisement area at the top and on the right hand side of search engine result pages. Utilising Google Adwords due to its status as the market leader for user search enquiries offers best ROI. The management of a PPC campaign will be undertaken by us where extensive keyword research to find the best words or phrases to pay for in terms of their ratio of competition against potential hits is the process followed. Then keeping on top of changing costs for phrases to ensure that you never pay for clicks which aren't returning hits which convert to enquiries.



E-Mail Marketing

Email marketing is a type of marketing that can be defined as achieving objectives through the use of electronic communications technology such as Internet, e-mail, Ebooks, database, and mobile phone. It is a more general term than online marketing which is limited to the use of internet technology to attain marketing objectives.

We can create e-newsletters, email marketing flyers (broadcast mailers) and provide tools for you to distribute and manage your own campaigns and subscriber lists.

“Businesses cannot be
successful when the
society around
them fails”



CSR Campaigns

Adrox works with companies and other organisations to develop CSR. We provide a package of services which can include; identifying and prioritising key CSR issues through stakeholder engagement, employee surveys, industry benchmarking, supply chain reviews, engaging with senior management, the production of sustainability reporting and the development of CSR strategies that can be embedded throughout the organisation.

We can organize and manage full fledge campaigns and events.

Why

Us?

We **love** what we do

We keep our **word**

We do the **right** thing

We give our **best**

We are always **learning**

Our

Clientele



هيئة كهرباء ومياه الشارقة
Sharjah Electricity & Water Authority



bsi.



THE
ABRAAJ
GROUP



How to

Reach us?



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Thank

You