

**UBRIK**

# HELLO WORLD.

We are a digital marketing agency in Dubai. We help businesses improve their marketing and sales through leveraging media, social media, web design, and content marketing.

That being said, we expertize in digital media planning and buying, social media management, content marketing and inbound marketing for large B2B companies in the region, and we have been doing it for almost a decade!



# OUR CLIENTS

DAMAC

HYUNDAI

Aster  
We'll Treat You Best

هيئة الشارقة للكتاب  
Sharjah Book Authority

Abbott

YOKOHAMA

Juma Al Majid Est.  
Office Equipment Division

جامعة أبوظبي  
ABU DHABI UNIVERSITY

ISUZU

CANADIAN  
UNIVERSITY DUBAI  
Your portal to Canadian education



AL YOUSUF

مدينة الشارقة للنشر  
Sharjah Publishing City

GENESIS

KIA

جامعة العين  
ALGHURAIR  
UNIVERSITY

ICCA  
World Class Embassy

THUMBAY

KASPERSKY

الزاهية  
al zahia

UNIVERSITY  
OF WOLLONGONG  
IN DUBAI

SHAZA



غرفة دبي  
DUBAI CHAMBER

EY  
Building a better  
working world

Bm  
bakemart



مركز اكسبو الشارقة  
Expo Centre Sharjah

NINE WEST

Espression  
L'Oréal

airport  
show

BRITISH  
COUNCIL

جامعة خليفة  
Khalifa University

WFES

rōla wala  
- TWISTED INDIAN STREET FOOD -



www.ubrik.com



facebook.com/ubrik



instagram.com/ubrikmedia

# OUR EDUCATION CLIENTELE



OUR **SERVICES**

# DEMAND GENERATION **DIGITAL MEDIA**



## Get in Front of Your Ideal Prospects

A well-researched target and the use of trusted ad platforms mean your content shows up where your personas are already looking.



## Launch Holistic Campaigns

With excellent landing page experience, clear calls to action and a full promotional strategy, you can start every campaign with confidence.



## Drive Customer Acquisition Cost Down

Your ads are instantly served to a larger audience, but you only pay for instances that solicit a click-through. And bid optimization is just part of the package.



Leads Power Your Business...  
**We Give You Rocket Fuel**

OUR **SERVICES**

# CONTENT & **INBOUND** **MARKETING**



## Strategic Content Direction

Build a plan that leverages valuable content to organically attract visitors and empathically nurture leads toward conversion.



## Turn Traffic into Leads

Fresh, thought leadership pieces help generate pipeline by guiding prospects through their buying journeys.



## Nurture Through Lifecycle Stages

Provide highly-specific, helpful content to every lifecycle segment and move them through the funnel.



OUR **SERVICES**

# SALES & MARKETING **AUTOMATION**



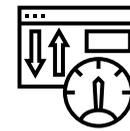
**Sales And Marketing  
Alignment**

Integrating operations and alignment between sales and marketing teams with the shared goal of increased revenue generation.



**CRM + Automation =  
Increased Efficiency**

When your content is both highly tailored and highly accessible, your team spend less time nurturing and more time selling.



**Centralized Business  
Dashboard**

Bring all of your marketing & Sales data together in one place. Quickly pinpoint exactly what works and what doesn't. Make insightful decisions on what to do next.



# CASE STUDIES



**UBRIK**



Brief: Abu Dhabi University (ADU) boasts a well established offline presence in the emirate of Abu Dhabi. Despite this, they required to boost online presence to position themselves as a forerunner in the higher education segment amidst stiff competition. Besides this, they needed to target specific audiences for newer courses and promote their Dubai campus.

## ABU DHABI UNIVERSITY - LEAD GENERATION FOR HIGHER EDUCATION

**45M**

Ad Impressions Per Campaign

**200K+**

Web Visits Per Campaign

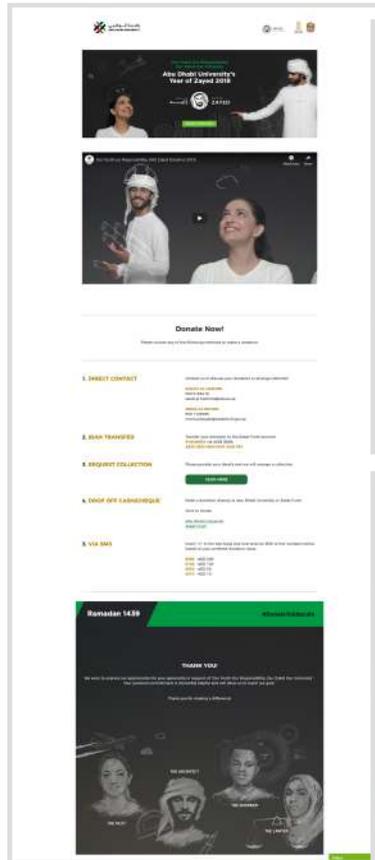
**10000+**

Leads Per Intake

Ubrik helped re-position ADU's online advertising goals from brand awareness to lead generation via quality traffic.

We started with the basics, prioritizing Arabic messaging in Abu Dhabi and Al Ain. When the universities Dubai campus opened, we ran two campaigns. One brand-building campaign to highlight the university's potential, and the other focused at pure lead generation.

ADU's ad accounts had built up audience data over a number of years. So progressive audience nurturing, cross-platform retargeting and CRM targeting played a big role in putting the brand in front of people who previously engaged with them.



Multiple Landing Pages



Social Media Ads & Banners



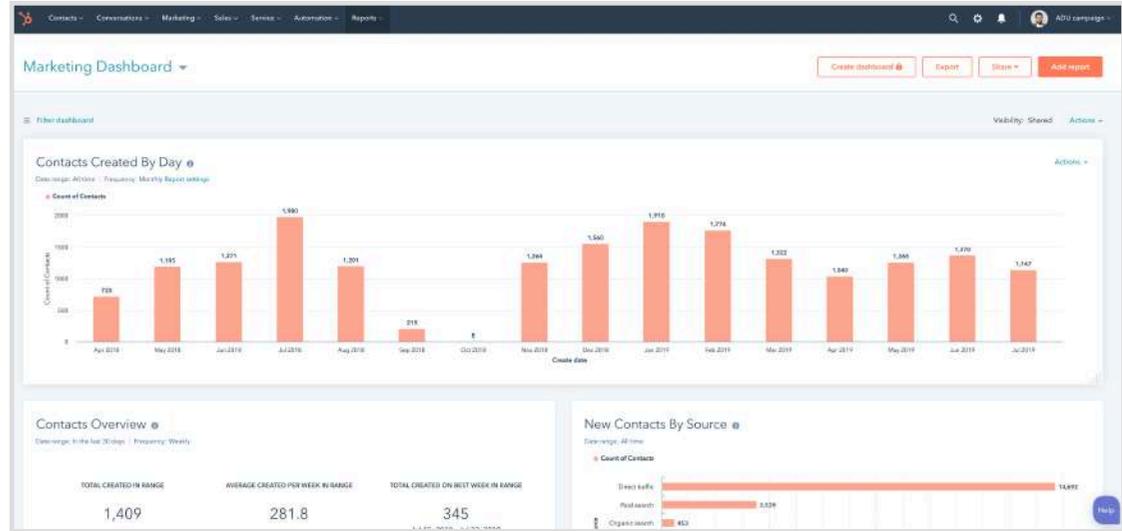
**WHY ADU IS THE RIGHT CHOICE FOR YOU?**  
 Ranked among the world's best institutions, ADU offers students unrivaled opportunities to study career-focused WASC accredited programs within a multicultural student body from over 67 nationalities. We offer a wide range of scholarships and financial services to our students. Our student-focused learning environment, state-of-the-art facilities and labs ensure students' success and help them excel in the real world. We have an exceptional reputation in the job market with over 90% of our graduates finding exciting career paths within a year of graduation.

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**UNDERGRADUATE & POSTGRADUATE PROGRAMS**  
 WASC Accredited  
 AACSB Accredited  
 ABET Accredited  
 COLLEGE OF ARTS AND SCIENCES  
 COLLEGE OF BUSINESS ADMINISTRATION  
 COLLEGE OF ENGINEERING

**برامج البكالوريوس والدراسات العليا في كلية إدارة الأعمال**  
 برامج البكالوريوس  
 الدراسات العليا  
 الماجستير  
**زاهة الحادي**  
 جزء من تجربة

Multiple Landing Pages



Centralized Lead Management system

**مجتمع طلابي متعدد الثقافات من أكثر من 67 دولة**  
**بادر بالتقديم الآن**

Ad Banners

## CANADIAN UNIVERSITY - LEAD GENERATION FOR HIGHER EDUCATION

# 6 Years

Of Continuous Digital Marketing

# 30+

Online Campaigns Per Year

Being one of the forerunners in the region's higher education space, UBRIK has leveraged CUD's on-ground and social media influence to amplify lead-gen efforts through performance marketing and content development. Our marketing game has progressed to stay on par alongside the rapid pace of innovation in digital marketing.

As CUD needs to attract a varied target persona base, team Ubrik has devised purpose-built campaigns throughout the marketing calendar in order to reap off all opportunities available online. Indicated by constant increase in brand search volumes, and accompanied by an amazing conversion rate, campaign optimization has brought down overall Cost Per Lead to as low as \$11.



CANADIAN  
UNIVERSITY DUBAI  
Your portal to Canadian education

Canadian University Dubai (CUD) is one of the very few universities that provide an opportunity to begin studies in the UAE, and then graduate in Canada itself. Team Ubrik has been the digital performance wing of CUD, taking care of their lead generation requirements. Using extensive data acquired from past campaigns, our efforts have evolved into multiple micro-campaigns that work hand-in-hand to move prospects towards the ultimate objective.

Facebook post for Canadian University Dubai. The post features a video titled "A BUZZING STUDENT LIFE" showing students on stage. The text of the post reads: "Starting University This Year? Let us help You make the decision. Join our Open House on Wednesday, 29th August & 5th September, 4 - 8PM. Take a tour - Meet our students - Talk to faculty members - Find out how you can start in Dubai and graduate from Canada." The post includes a "Learn More" button and engagement statistics: 262 likes, 2 comments, 8 shares, and 19K views.

Get Your MBA In Dubai in 1 Year | Studying Evenings And Weekends  
[Ad cud.ac.ae/MBA/Canada](http://cud.ac.ae/MBA/Canada)  
 Attend our Open House on JAN 17 | Classes Starts JAN 21, 2018 | Scholarships

Advertisement for Canadian University Dubai featuring a photo of the university entrance. The text reads: "Start at CUD Graduate from Canada".

Advertisement for Canadian University Dubai featuring a photo of students sitting on a bench. The text reads: "Starting your Undergraduate or Graduate degree? Why wait for September 2018 when you can start as soon as next January?"

Canadian University Dubai | Your Portal to Canadian Edu.  
[Ad cud.ac.ae](http://cud.ac.ae)  
 Canada Is Closer Than You Think. Enroll Now For our 2019 Intake. Find Out More.

Advertisement for Canadian University Dubai's International Degree in Psychology. The page features a header with the university logo and navigation icons. The main heading is "Earn an International Degree in Psychology". Below this is a form with fields for "Full Name", "Email", "Phone Number", and "Country", along with an "ENQUIRE NOW" button. A section titled "WHY CHOOSE CUD?" displays statistics: 5% of graduates in the Arab World, 23% of graduates in the Arab World, 84% of graduates in the Arab World, 50% of graduates in the Arab World, and 30+ of graduates in the Arab World. Below this is a photo of graduates in red and black gowns. A section titled "WHY PSYCHOLOGY?" contains text about the demand for psychologists in the UAE and the benefits of the program. At the bottom, there is an "APPLY NOW" button and social media icons for Twitter, Facebook, LinkedIn, and WhatsApp.

## HYUNDAI UAE - SOCIAL MEDIA MANAGEMENT

**27,000+**

Video view on social media

**2x**

Increase in engagement

**75%**

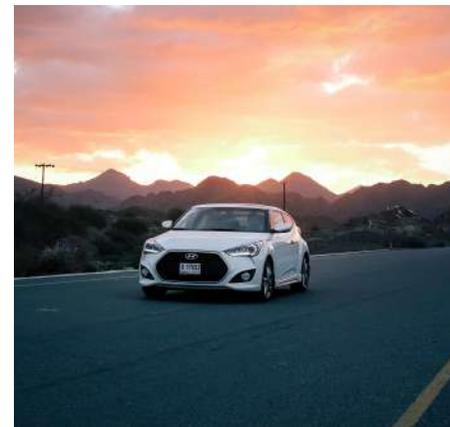
increase in total page views

**The Idea:** For the coverage of Hyundai at DIMS, we knew that we wanted to take advantage of Facebook Live to give our target audience a realistic, unfiltered preview of what Hyundai had to offer. Yet, we had a pressing question: was that most effective way to cover the event? To find a conclusive answer, we decided to carry out a brave experiment: throughout the duration of the DIMS, we will not launch any kind of advertising on the Hyundai Facebook page, counting only on daily coverage of the Hyundai pavilion through Facebook Live to create awareness and Engagement.



Brief: For the 14th edition of the Dubai International Motor Show, Hyundai wanted to create buzz on social media about their DIMS presence; showcasing the new models they had on show for the very first in the UAE and driving digital traffic to their social media channels and foot traffic to their wing at DIMS.





Curious about our cars & offers?

Join us live on **facebook**.  
September 6, 10-11 AM



## YOKOHAMA TIRES - SOCIAL MEDIA MANAGEMENT

**33.81%**

Engagement rate

**300+**

Enquiries per month

**The Idea:** We created a competition that takes place exclusively on the Yokohama Instagram account. We published a post on the highly populated Facebook page of Yokohama Tires announcing the competition and directing our fans to the Instagram profile. For two weeks, we asked the our followers a question related to Chelsea FC, and everyday picked two random winners from all the people that answered correctly.



Brief: Being the main sponsor of the English Premier League champions Chelsea Football Club, Yokohama Tires wanted to take advantage of this in order to both raise awareness of their link to the club and increase their overall engagement, particularly on Instagram- a channel they did not have much activity or large following on.





**yokohama\_uae** • Follow

yokohama\_uae Today's competition question! How many times did a Chelsea player win the PFA Players' Player of the Year award? Give us your answer in a comment and we will pick 2 random correct answers to get a Chelsea goodies bag. Don't miss the chance! Competition valid only for UAE residents.

#Yokohama #tires #tyres #uae #dubai #mydubai #performance #racing #rally #vwor #volkswagen #cars #carslove #supercar #hypercar #r1chcars #PoweredByYokohama #chelsea #premierleague #epi #championsleague #uci #football #theblues

mohd\_rash\_3 @johnerry26 @hazardeden\_10 & @ngikante dorinf21 Ans: 3 players. @valerian75c

44 likes  
MAY 13

Log in to like or comment.



**yokohama\_uae** • Follow

yokohama\_uae Answer today's question to win a Chelsea goodies bag and show off your support! Chelsea broke the record for most goals scored in a Premier League season in the 2009-2010 season. How many goals did they score in that season? Competition valid only for UAE residents.

#Yokohama #tires #tyres #uae #dubai #mydubai #performance #racing #rally #vwor #volkswagen #cars #carslove #supercar #hypercar #r1chcars #PoweredByYokohama #chelsea #premierleague #epi #championsleague #uci #football #theblues

View all 35 comments

mahshookiam 103 goals

51 likes  
MAY 12

Log in to like or comment.



**yokohama\_uae** • Follow

yokohama\_uae Answer and win! Chelsea has had so many GREAT signings over the years, but who is the Blues' most expensive signing? Comment with the answer and we will pick 2 random correct answers to get a Chelsea goodies bag. Only a few days until our competition ends. Competition valid for UAE residents only. Don't miss your chance!

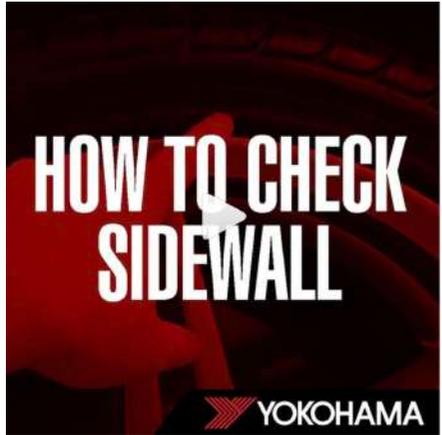
#Yokohama #tires #tyres #uae #dubai #mydubai #performance #racing #rally #vwor #volkswagen #cars #carslove #supercar #hypercar #r1chcars #PoweredByYokohama #chelsea #premierleague #epi #championsleague #uci #football #theblues

View all 26 comments

anasshrillah 21 @valerian75c

62 likes  
MAY 13

Log in to like or comment.



**yokohama\_uae** • Follow  
United Arab Emirates

on the side of your tires. What do they mean? Watch our video to find out 📺

225/45 R18 95W  
على جانب إطاراتك من إطارة 225/45 R18 95W  
ماذا تعني؟  
شاهد مقطع الفيديو هذا لمعرفة المزيد منها 📺

#Yokohama #drive #tires #xoticcar #dubai #cars #performance #suv #cars #sportscar #racing #hypercar #supercar #amazingcars #instaauto #chelseaFC #instacars #dubai #uae #mydubai #offroading #driving #howto #showtocheckyour sidewall #checkyours #watchourvideo

3w

277 views  
JUNE 23

Add a comment...



**yokohama\_uae** • Follow  
United Arab Emirates

#enternow

hussainkarran Done @yokohama\_uae  
1w 1 like Reply

azizatt110 Done @yokohama\_uae  
1w 1 like Reply

raks\_dxb Done  
1w 1 like Reply

saeedbinyoussif Done  
14h Reply

Liked by safaidyakoob and 132 others

JULY 8

Add a comment...



**yokohama\_uae** • Follow  
United Arab Emirates

loveilfeinuuae "FOLLOWED AND SHARED" 📺 @yokohama\_uae  
4h Reply

mylovedubai, Followed and Shared... much needed, thanks for the opportunity dear @yokohama\_uae 📺  
4h Reply

sam\_lq Followed and shared  
3h Reply

sam\_lq Followed and shared @yokohama\_uae  
3h Reply

Liked by azadinday and 2,168 others

7 DAYS AGO

Add a comment...

## DAMAC PROPERTIES - DIGITAL MEDIA PLANNING AND BUYING

**2500+**

Leads per month

**21+**

Countries

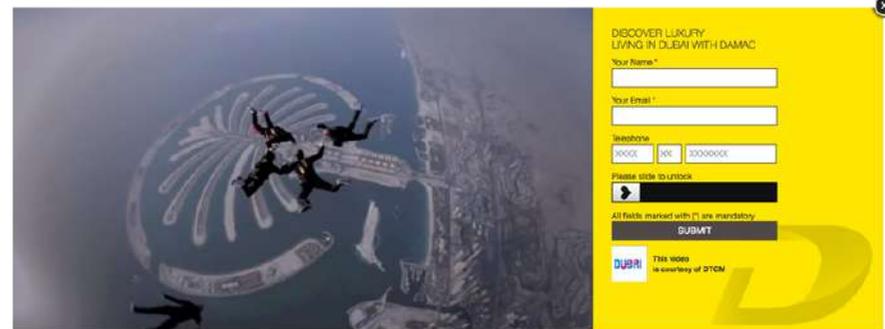
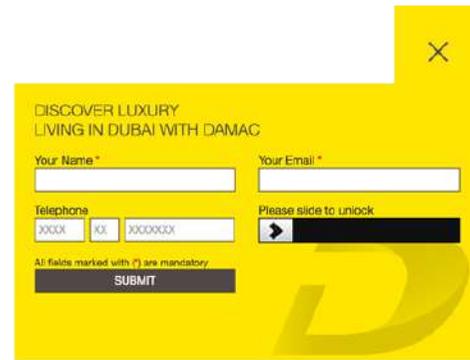
**The Idea:** Damac Properties wanted to promote Dubai as a safe investment choice in European and African countries with many high net-worth (HNI) individuals.

This was our first time working with Damac, so they gave us a small test budget. The results we got from them were so impressive, we ended up managing 20 million Dirhams in ad spend over 2 years.

**DAMAC**

Brief: Attract attention and build database of High Net worth Individuals (HNI) from Africa, Russia and other CIS countries who may be interested in investing in 'tax-free Dubai' and DAMAC's flagship projects in UAE





## JJ CHICKEN SOCIAL MEDIA RELAUNCH

**13,000+**

Monthly Social media interactions

**2x**

Increase in engagement

**The Idea:** tapping into the pop culture!

We decided to steer away from the “traditional” approach of F&B outlets on social media- posting highly polished pictures of their menu items- and pushing for branches visits and orders. Instead, we opted to highly creative and appealing social media content that is relevant to the target audience’s interests and activities, while subtly including the brand in the context of the messages.



Brief: for their social media activity relaunch in 2019, JJ Chicken wanted to create thumb-stopping social content that will stand out not only among the noise of their target audience’s feeds and timelines, but also within the highly competitive F&B industry and grow the overall brand awareness and affinity.



WINNER WINNER  
JJ DINNER

Order now : 600 54 55 54

NETFL\*X  
& CHICK  
(SORRY, WE HAD TO DO IT)

Order now : 600 54 55 54

"I'll Make HIM a CHICKEN  
He CAN'T Refuse"

A JJ CHICKEN PRODUCTION  
SERVED WITH POTATOES, GARLIC DIP, PICKLES, PARMESAN SALAD AND BREAD

its never too EARLY for  
chicken!

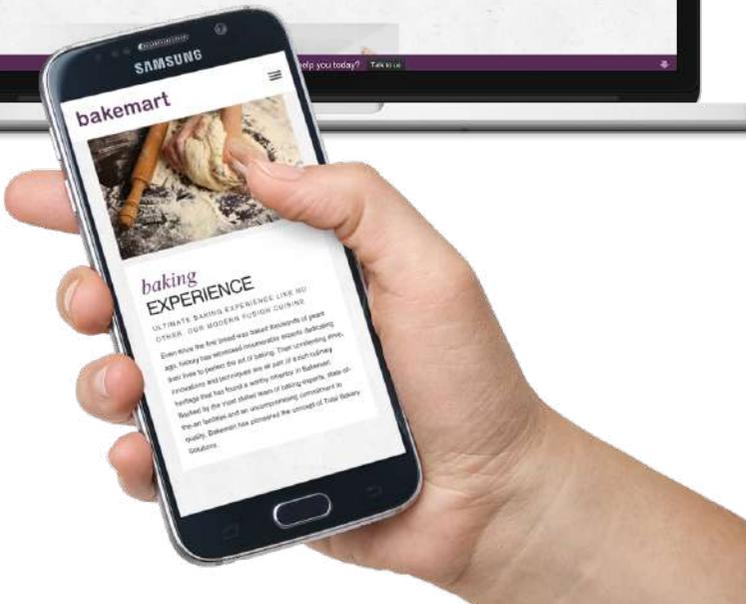
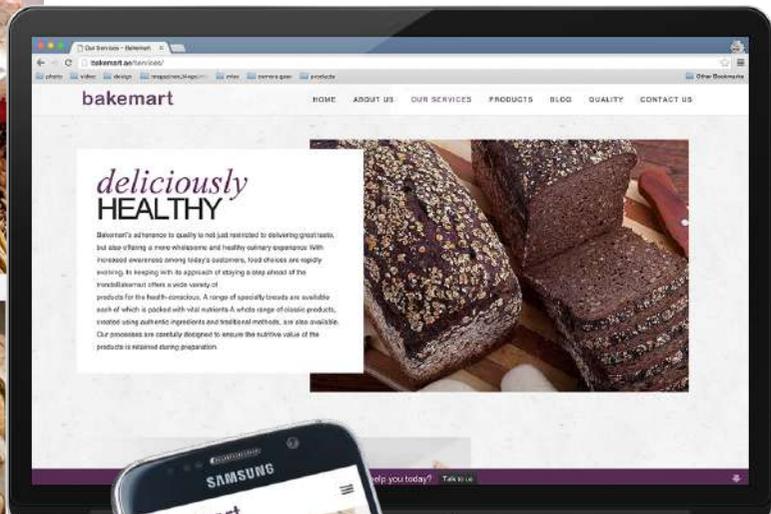
Order now : 600 54 55 54

LIFE IS LIKE  
A BOX OF...

Order now : 600 54 55 54

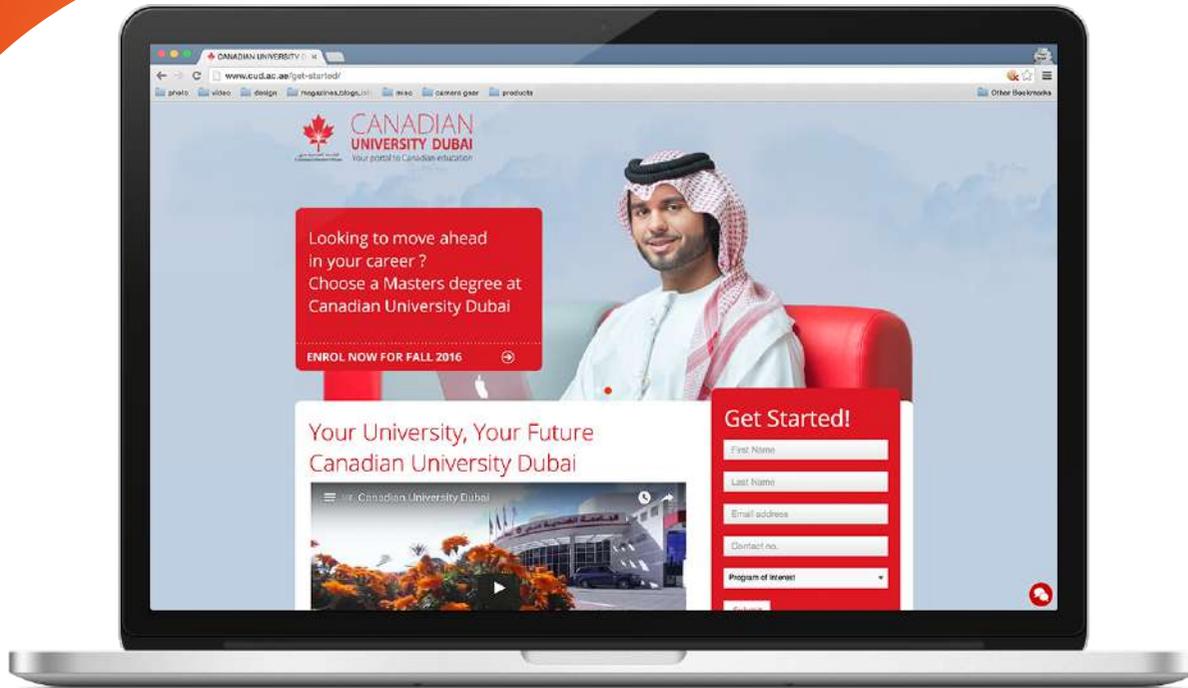
# WEBSITES





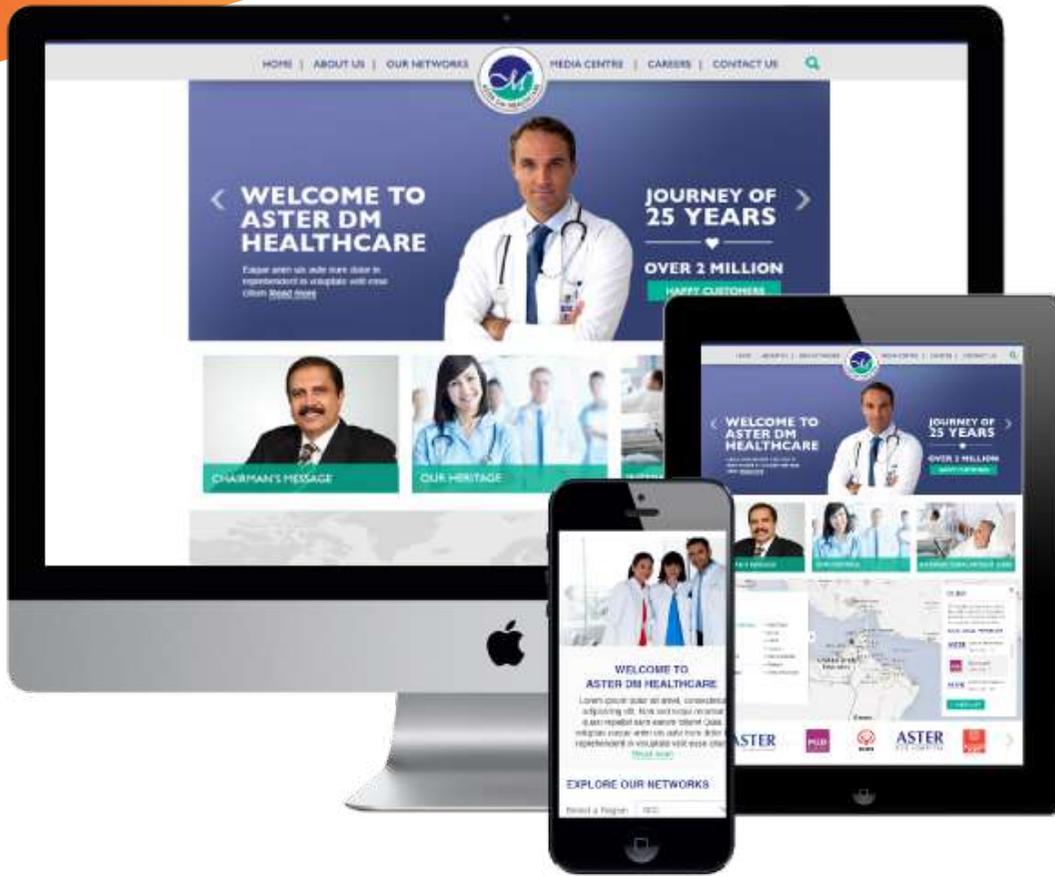
Brief: Redesign and develop a responsive website with CMS backend.

Execution: Conceptualized and implemented a complete new design and integrated the website with Word press CMS.



Brief: To bring in potential leads for University programs at specific intervals throughout the year.

Execution: We designed and executed responsive and result oriented landing pages and also implemented search and Facebook campaigns. This has resulted in achieving 100+ leads for every intake.



Brief: To effectively use the digital space to increase brand presence, recall and engagement.

Execution: Creating a Digital Brand guidelines for digital communication that would to maintain brand consistency across the Web, Mobile and Social media.

All websites and mobile apps are being revamped in the process. Ubrik Media developed 9 websites and 1 mobile application for Aster DM Healthcare.



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