

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
LAU AETA

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**



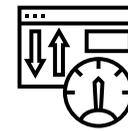
**Sales And Marketing
Alignment**

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

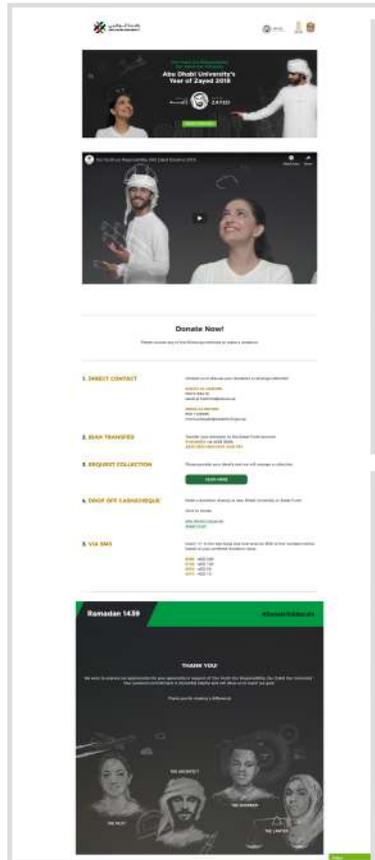
Ubrik helped re-position ADU's online advertising goals from brand awareness to lead generation via quality traffic.

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



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.



الجامعة الكندية دبي
CANADIAN UNIVERSITY DUBAI

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 "APPLY NOW" button. A section titled "WHY CHOOSE CUD?" lists 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?" provides information about the program and its relevance in the UAE. At the bottom, there is a social media bar with icons for Twitter, Facebook, LinkedIn, and WhatsApp, and an "APPLY NOW" button.

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 38 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!

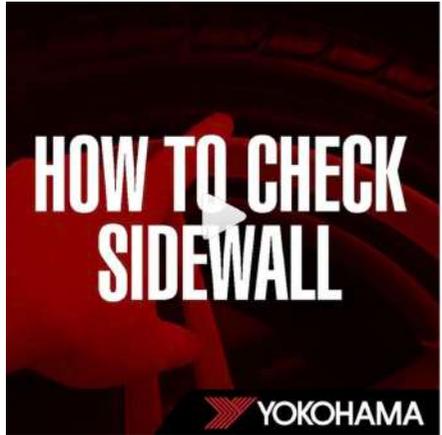
#Yokohama #tires #tyres #uae #dubai #mydubai #performance #racing #rally #vwor #volkswagen #cars #carslove #supercar #hypercar #r1chcars #PoweredByYokohama #chelsea #premierleague #epi #championsleague #uci #football #theblues

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 أين ما يأتي ما المعنى هنا؟
شاهد مقطع الفيديو هنا 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

7 days ago

Liked by safaidyakoob and 132 others

Add a comment...



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United Arab Emirates

loveilfeinuae "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

7 days ago

Liked by azadinday and 2,168 others

Add a comment...

DAMAC PROPERTIES - DIGITAL MEDIA PLANNING AND BUYING

2500+

Leads per month

21+

Countries

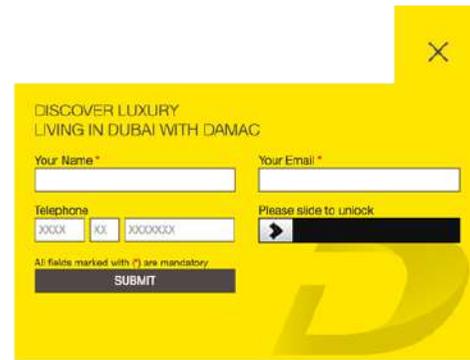
The Idea: Damac Properties wanted to promote Dubai as a safe investment choice in European and African countries with many high net-worth (HNI) individuals.

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

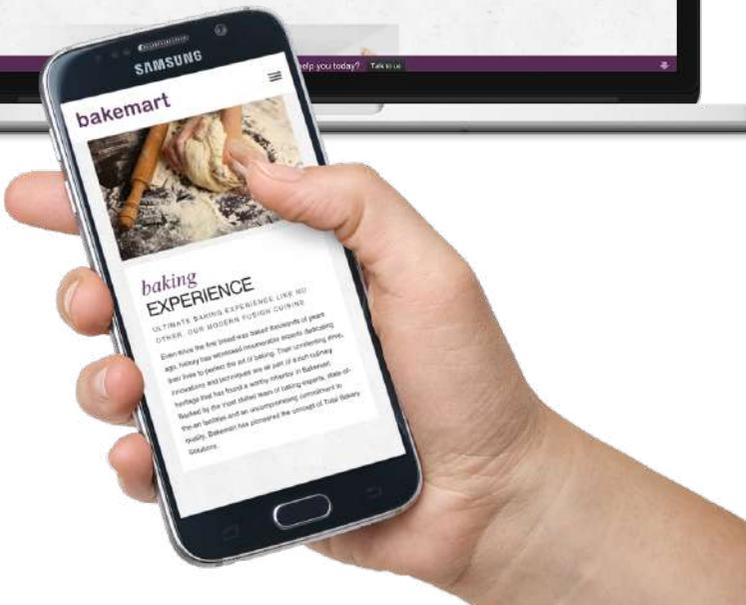
LIFE IS LIKE
A BOX OF...

Order now : 600 54 55 54

WEBSITES

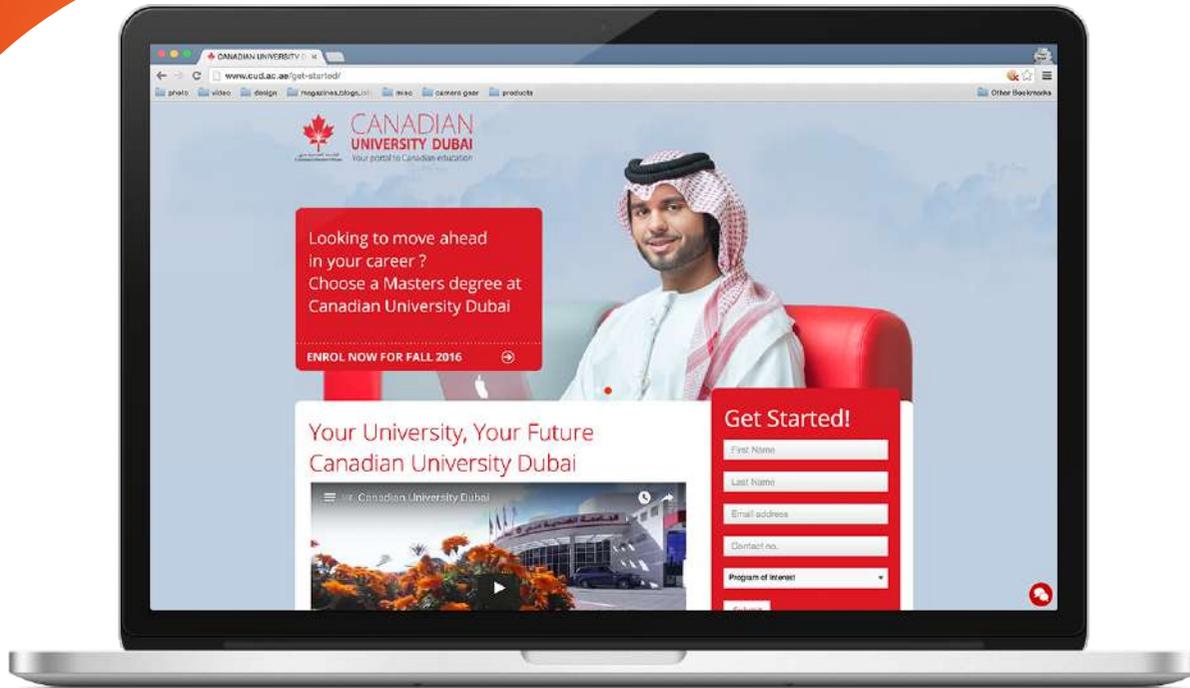


UBRIK



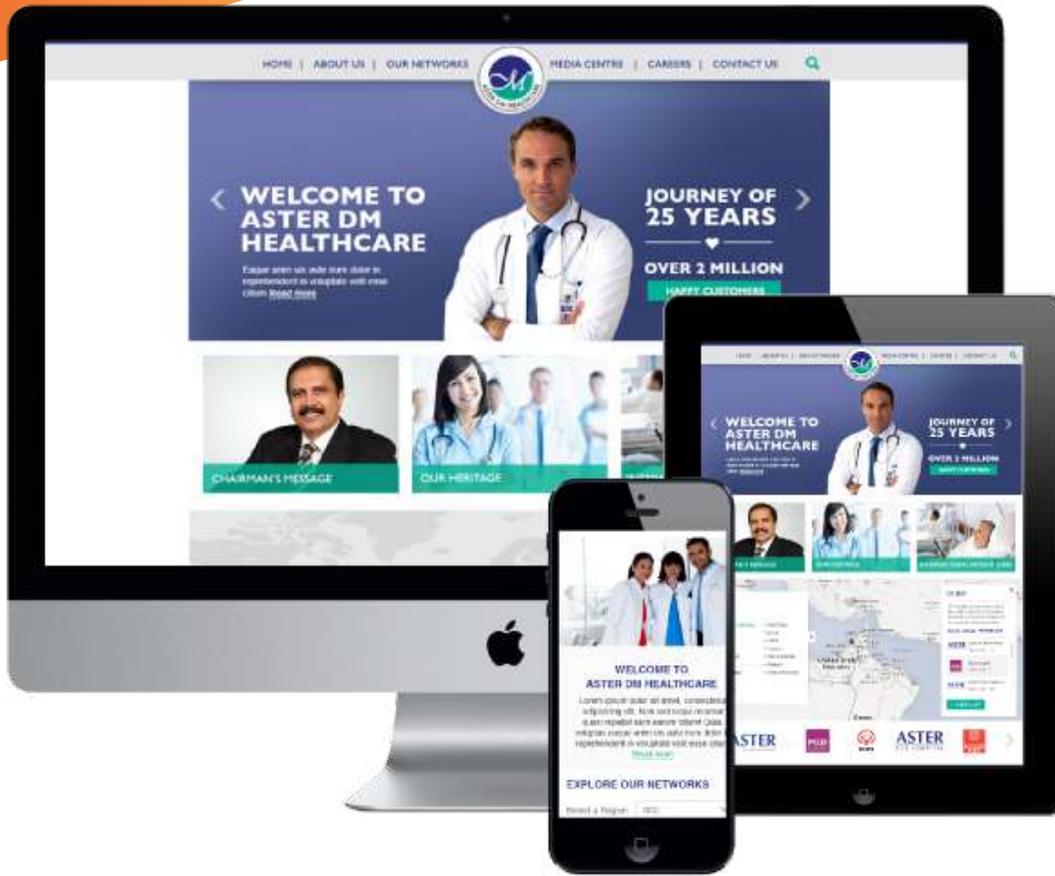
Brief: Redesign and develop a responsive website with CMS backend.

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.



www.ubrik.com



facebook.com/ubrik



instagram.com/ubrikmedia

UBRIK

113, DMC Building #10,
Dubai Media City, UAE

Tel - +971 4 435 6276
Mob - +971 568094992
info@ubrik.com
www.ubrik.com

