



MEDIA BUYING

Local knowledge, international recognition



Our Media Planning and Buying team is campaign architects who translate insights into strategic media plans. Our team has deep expertise across all facets of paid media: from print and broadcast (at the national and International levels) to digital, out-of-home, mobile, social and search marketing. We understand how paid, earned and owned media are interacting - and converging. That's why we take a media-neutral approach to each plan we craft.

We invest your Money in the right time and place to reach your targeted audience



OOH

Street furniture and large formats for creating hype and buzz of the campaign. Utilized to reinforce brand positioning and sustain Top of Mind across the main streets.



Qatar Museum - HIA

**Qatar
Tribune**

The Peninsula

GULF TIMES

العرب **الوطن** **لوسيل** **الشرق** **الراية**

PRINT

NEWSPAPERS AND
MAGAZINES ARE STILL A
REACH BUILDER IN QATAR





RADIO & TV

USED TACTICALLY TO TARGET
MOTORISTS THROUGHOUT
THEIR JOURNEY FROM/TO WORK
AND THEIR CHILLING TIME
WATCHING TV

CINEMAS

Cinemas in Qatar are very well maintained and offer a great entertainment experience, and it's one of the favorite activities for youth in Qatar

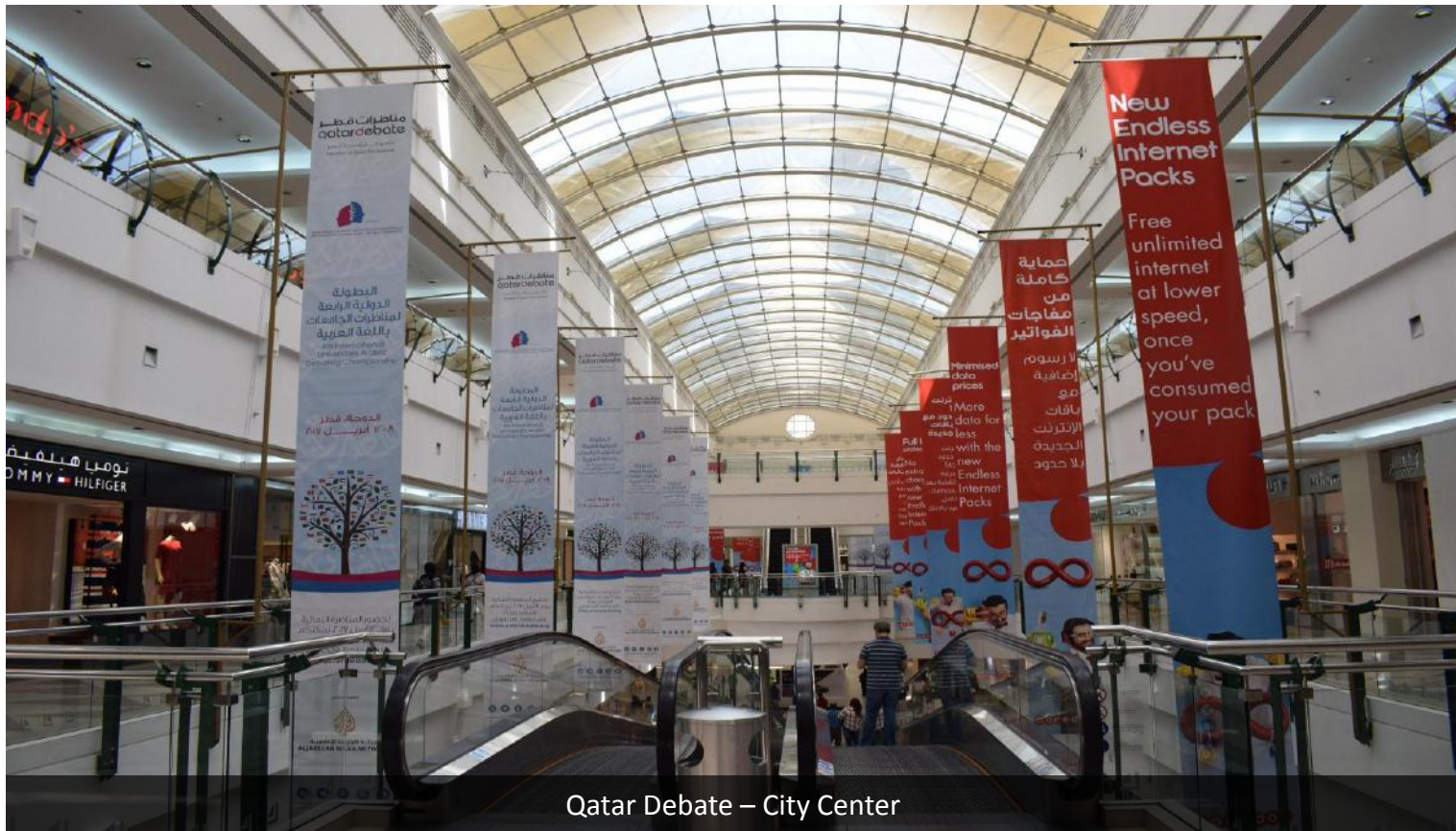




SHOPPING

Mass audience flocks to the malls to shop, eat, spend time and entertain their families and children.





Qatar Debate – City Center