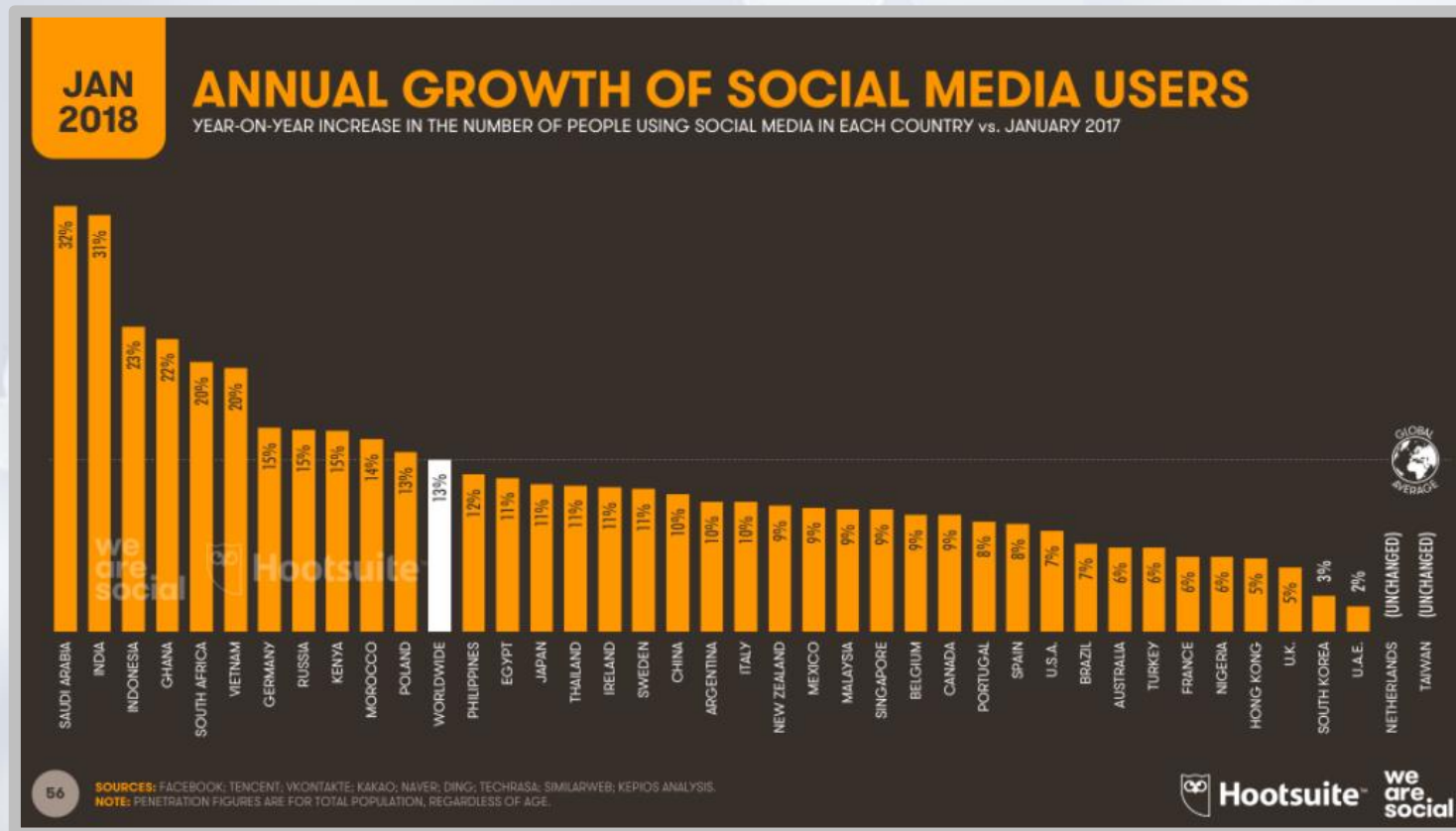




Ramadan Offering 2018

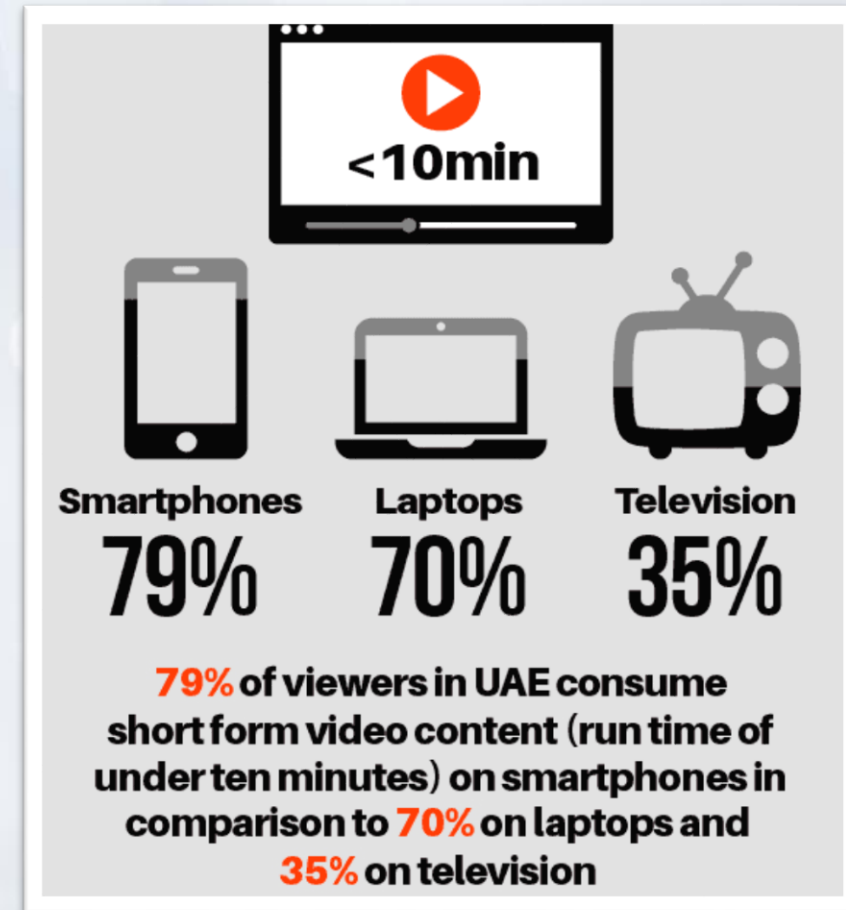
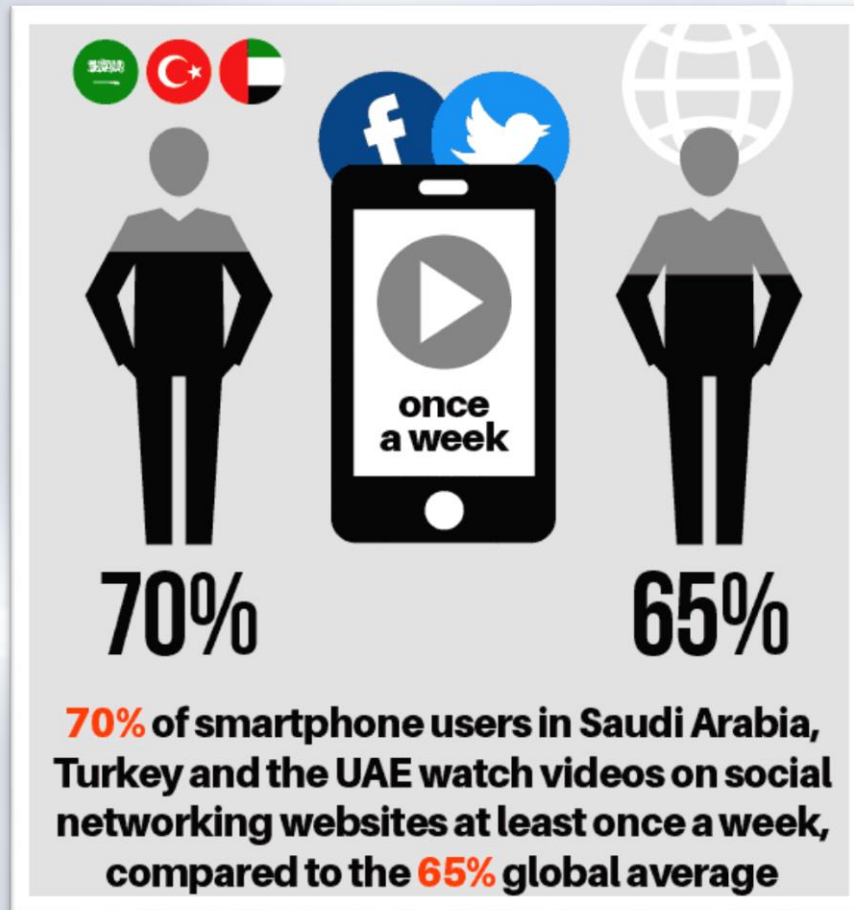
MENA Insights

Saudi Arabia is the highest country representing YOY growth in social media usage!



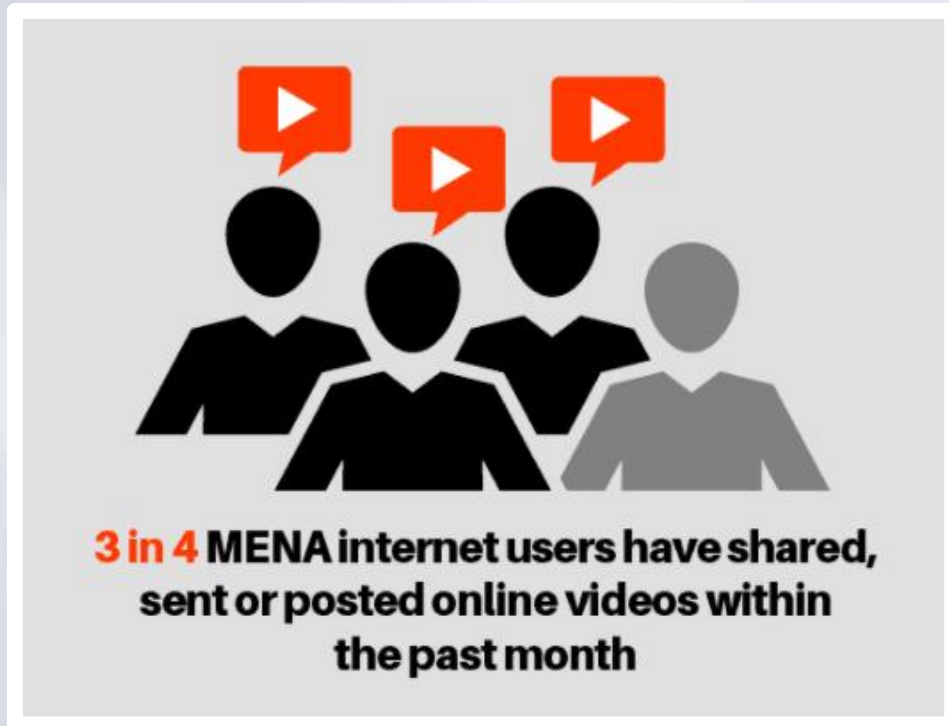
MENA Insights

Not a laptop, not a TV but a smartphone!



MENA Insights

Video is not the future anymore it's the present!



During Ramadan...

- ✓ In MENA region **mobile** serves as the biggest screen during Ramadan. People spend more time online than any other period, **sharing** Ramadan experiences via **images** and **videos**.
- ✓ Users across MENA region spend an extra 57.6 million hours on **Facebook**.
- ✓ Internet engagement is high, with **recipe** searches spiking by **50%**.

Our Numbers Speak!

46.7 Million Page Views

ليالينا

18.2 Million Social Media Fans

القيادي

90% Mobile

سائح
sa2eh.com

70% returning visitors

الماايط
حلك بسيط

14.7 Million Visits

3 **SOUD**
www.3oud.com

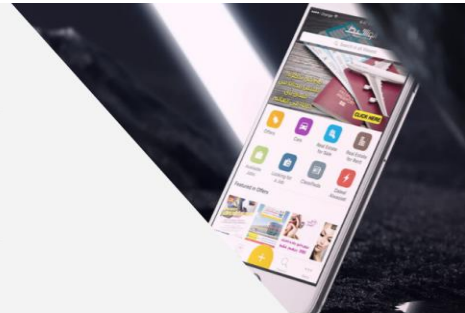
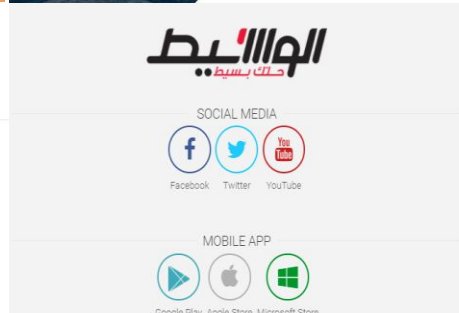
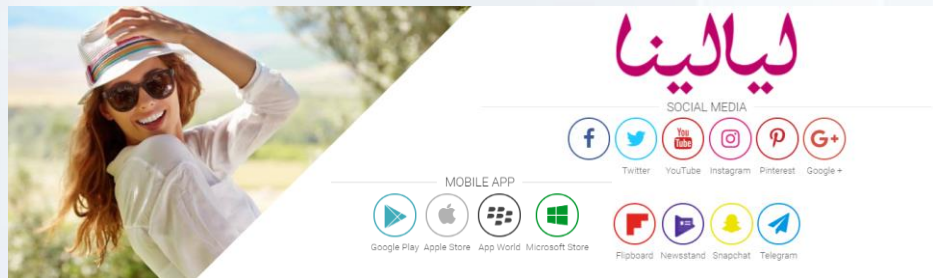
8.3 Million Unique Users

لنجرى
العرب



0:03:00
Avg. Visit
Duration

Our Social Presence Speaks!



Our Social Presence Speaks!

Ranked #1 in the region on Layalina Snapchat Discover



**10.5M
Fan**



**+872K
Followers**



**11M
Monthly Active
Users**

**OVER
18 MILLION**
Social Followers

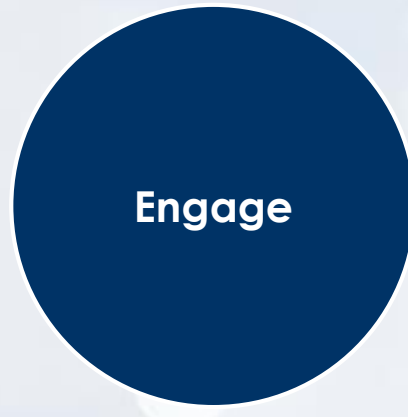
Fashion, Lifestyle, Celebrities, Autos, Entertainment, Videos, Technology...

How can we help you?

We help brands reach their target audience in the most effective and efficient way.



Reach your target
Audience



Engage and know
more about your
customers



Build a long term
relationship lasting after
Ramadan

Reach your goals through leveraging our multiple, innovative media solutions!

Regardless of your campaign's objectives, whether you want to:

- ✓ Drive Brand Awareness.
- ✓ Increase Trials and Signups.
- ✓ Launch New Products.
- ✓ Increase Sales Online.
- ✓ Change Brand Perception.
- ✓ Increase Brand/User Engagement.



A decorative banner with a repeating geometric pattern of triangles and stars, rendered in a light blue/teal color. The banner is draped across the top of the image. Below the banner, there are two large, stylized crescent moons and two large, stylized stars, all featuring intricate geometric patterns. The background is a solid light blue/teal color.

What can we offer you?

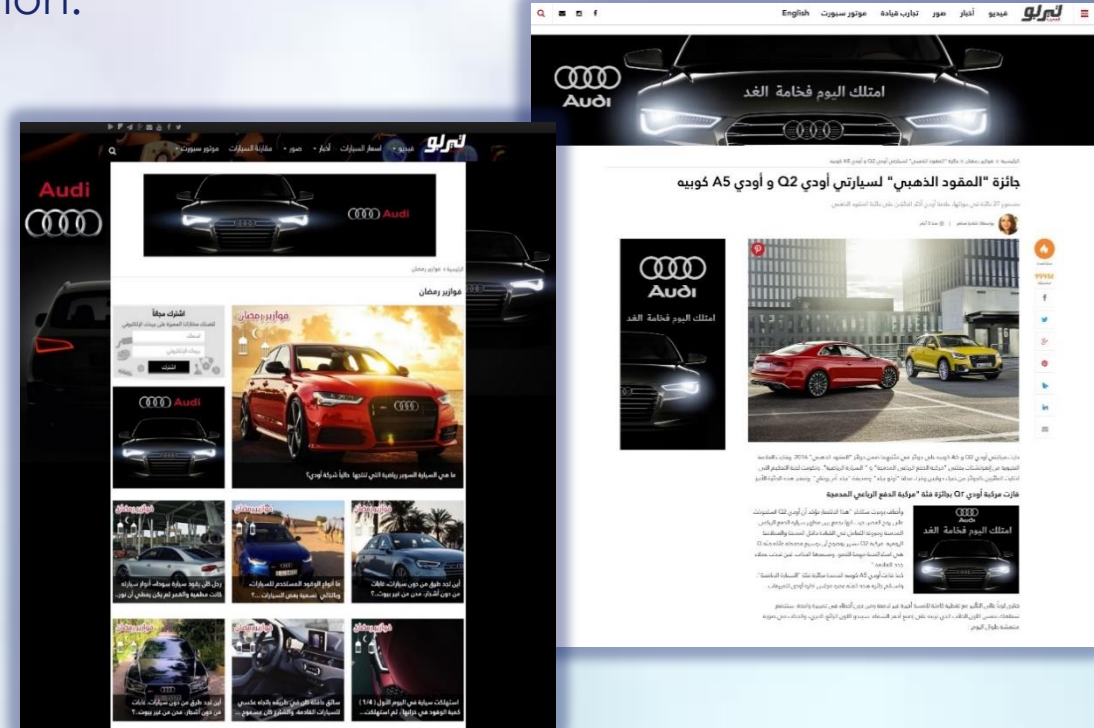
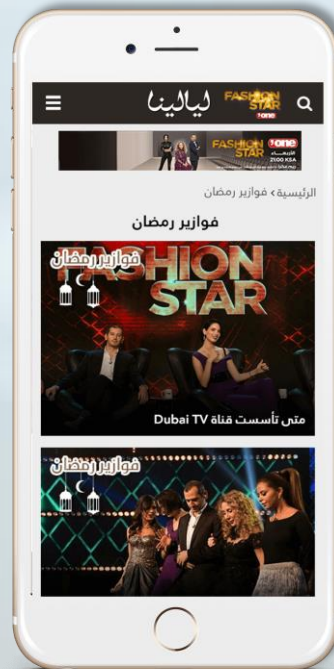
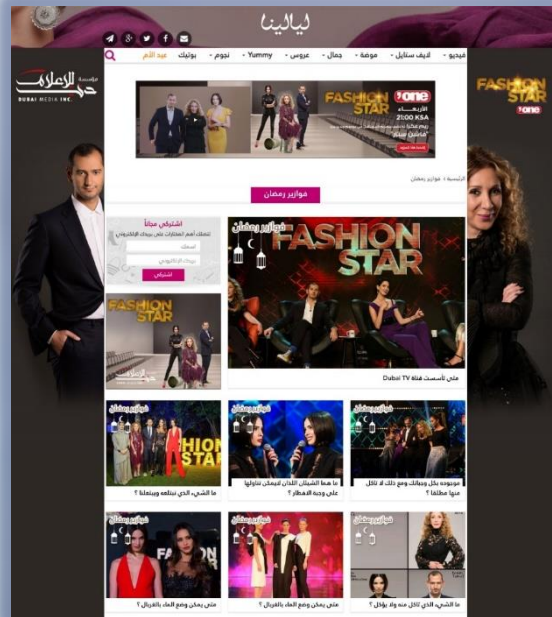
A decorative banner with a repeating geometric pattern of triangles and stars, rendered in a light, sketchy style. The banner is draped across the top of the image. Below the banner, there are two large, stylized crescent moons and two large, stylized stars, also in the same light, sketchy style. The background is a soft, out-of-focus bokeh of light purple and blue circles.

The Power of Branded Content

Fawazeer Ramadan Full Section Sponsorship – 100%SOV

Interact with your consumers, through a time where they are looking for something to entertain them online!

- Available on any site under 7awi network.
- Minimum sponsorship period is one week.
- Daily quizzes to be posted by 7awi team.
- Final winner will be announced at the end of the competition.
- Social Media buzz included.
- Innovative Advertising solution is available too.

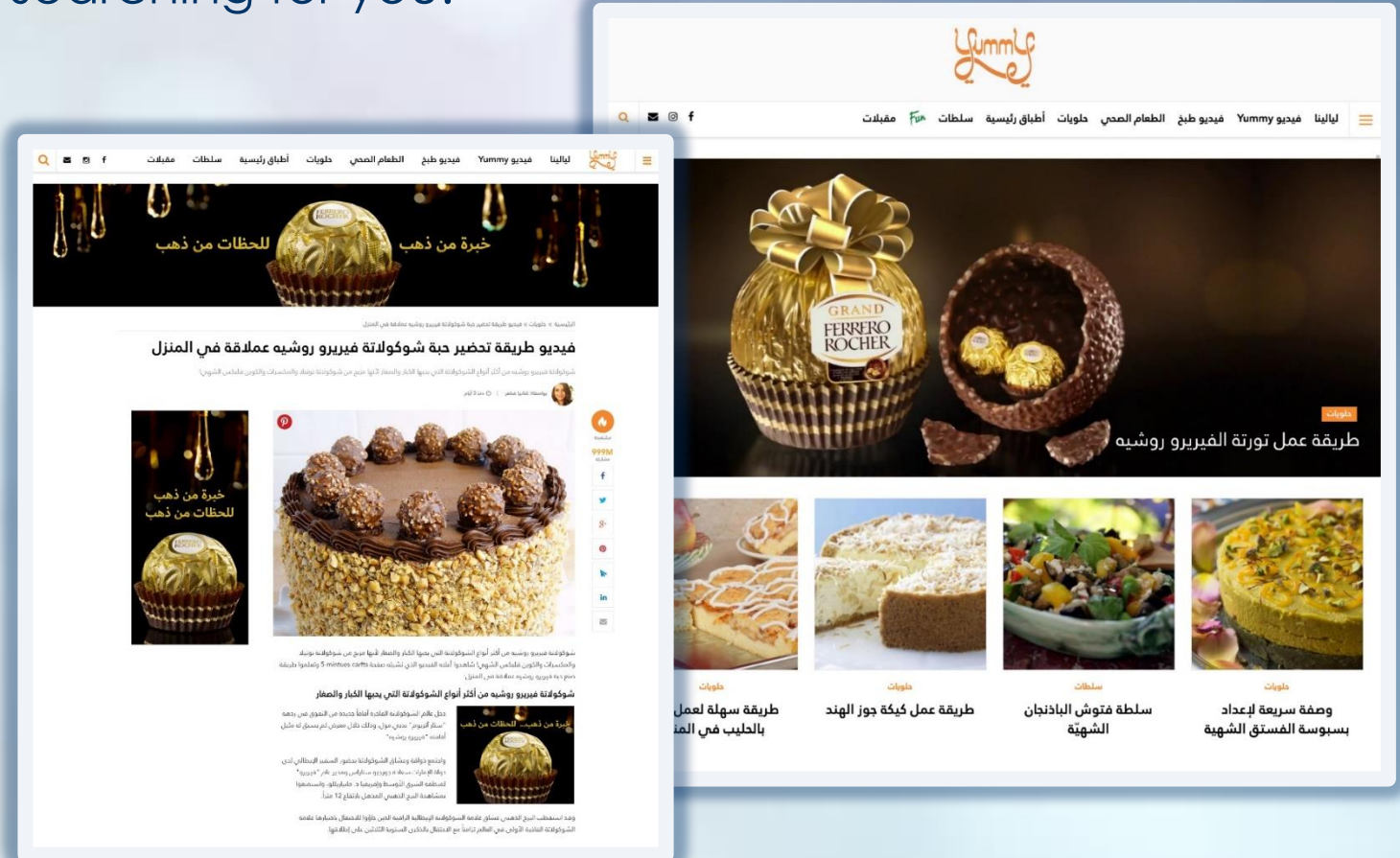




Your ultimate food destination in Ramadan.

Engage with your consumers, they are searching for you!

- ✓ Native Video Sponsorship, Yummy Homepage.
- ✓ Full section sponsorship 100% SOV (Articles, albums, Videos plus Innovative Advertising Solutions).

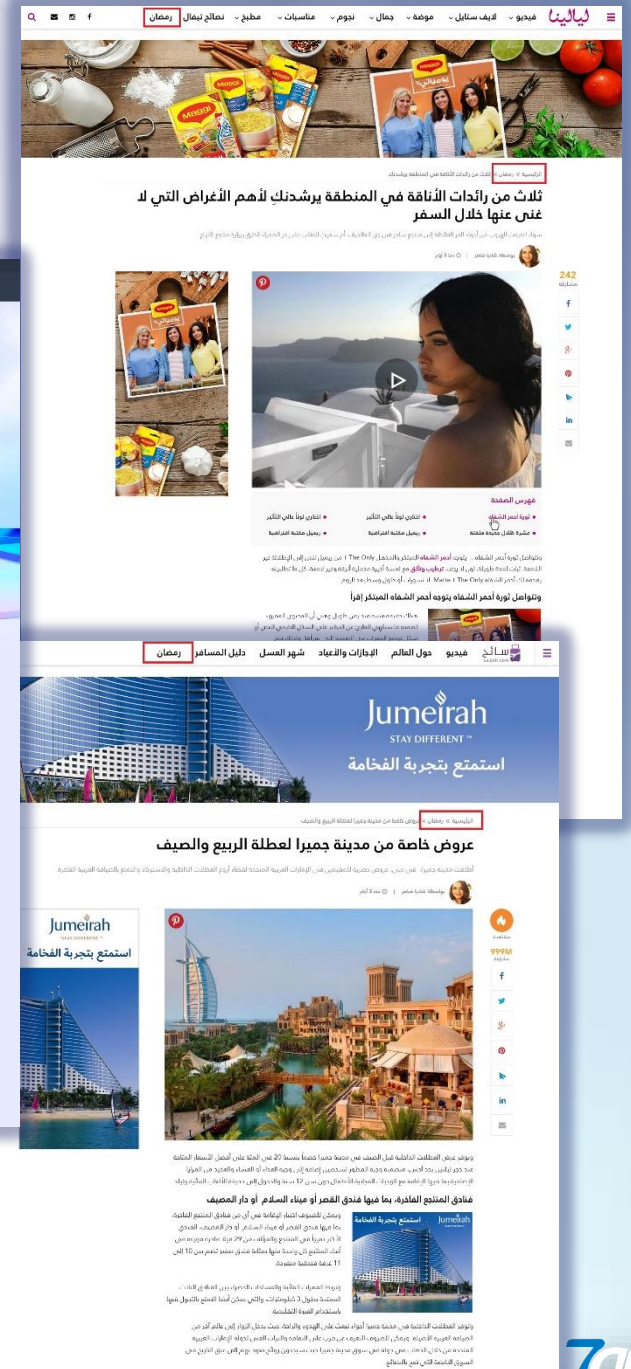
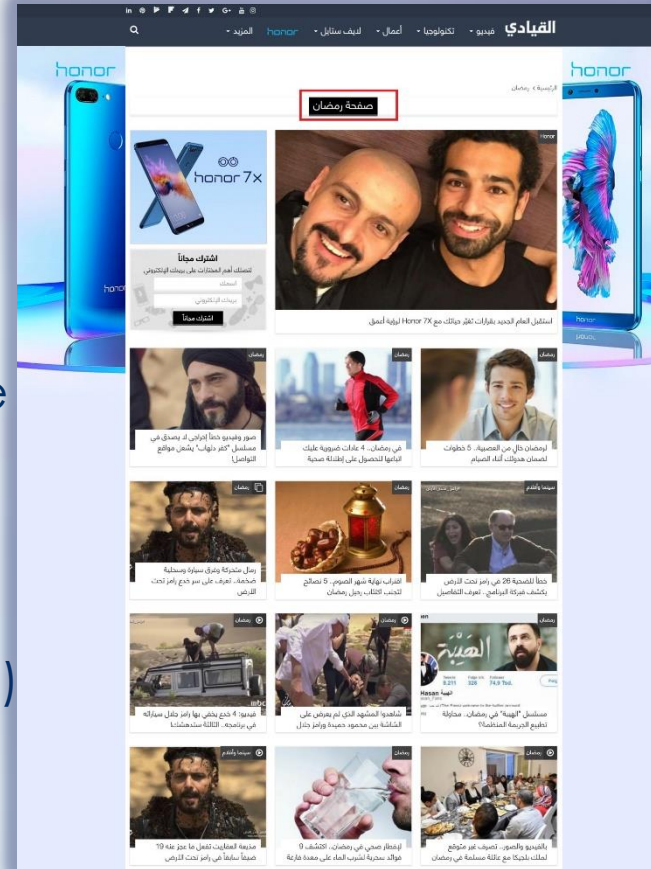


كلام رمضان

Yalah Ramadan! Engage with your customers where they are!

Section Sponsorship – 100% SOV

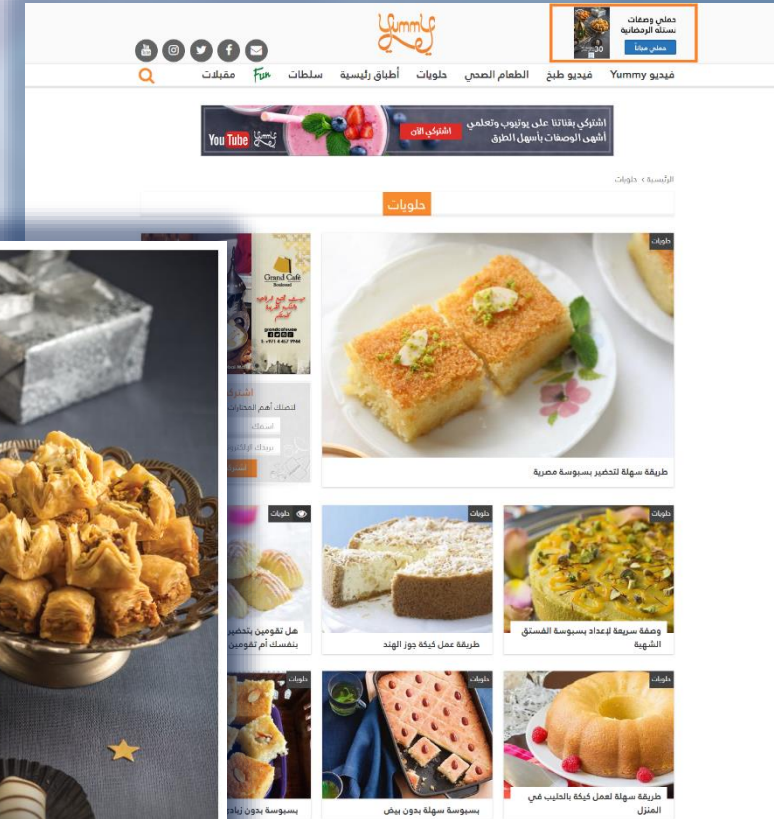
- ✓ Dedicated section for Ramadan, covering all the Arabic Muslim audience needs throughout the month, lifestyle, health, entertainment...
- ✓ Available on every site under 7awi network (ArabsTurbo, Alqiyady, Ra2ej, Sa2eh, Layalina, 3oud)
- ✓ Sponsorship option includes (Articles, albums, Videos plus Innovative Advertising Solutions).



Ramadan PDF, Recipes Guide Book Full Sponsorship

Through 7awi branded content, create value and build trust with your target audience!

- ✓ Provide your customers with 30 days recipes guide book available for download throughout the month.

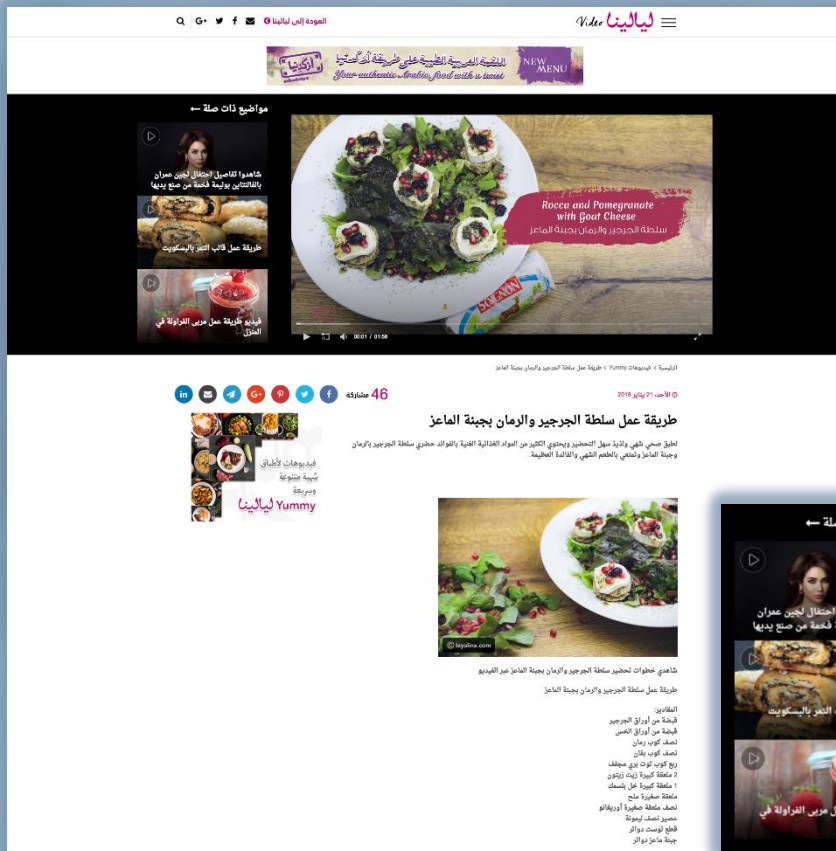


Download Now

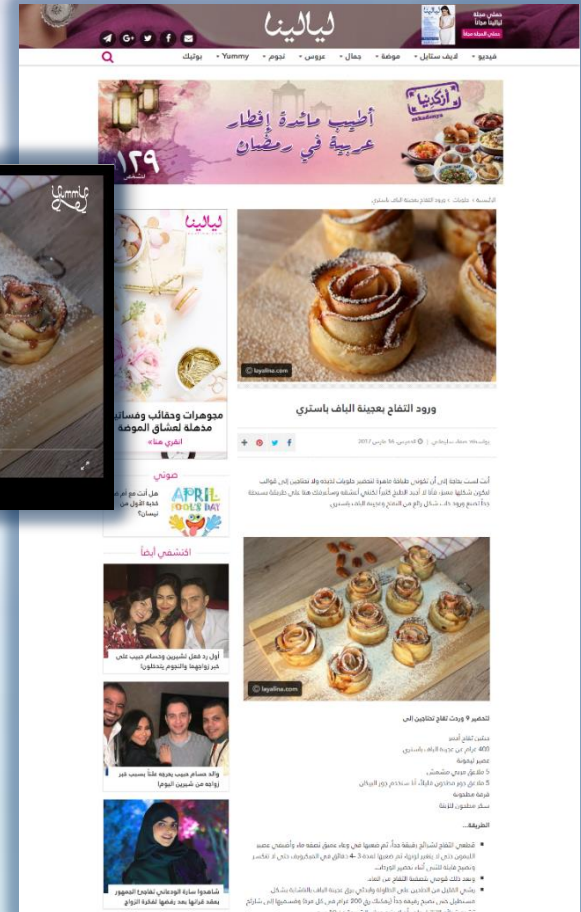


Short Cooking Videos

Through 7awi professional content and video production team, brands can connect with their audience in a very smart and digestible way.



Live Link



Live Link

Push Notifications

Great branded content, published at the right time, directed to the right audience helps influence conversions!

- ✓ **500K+** Subscribers across the network.
- ✓ Regardless of your campaign's objectives, push notification can improve your brand visibility and drive effective results.
- ✓ According to your target audience, this is available on any site under 7awi network.



Social Media

It's time for brands to benefit from the highest users' interactions across all 7awi social media platforms during Ramadan!

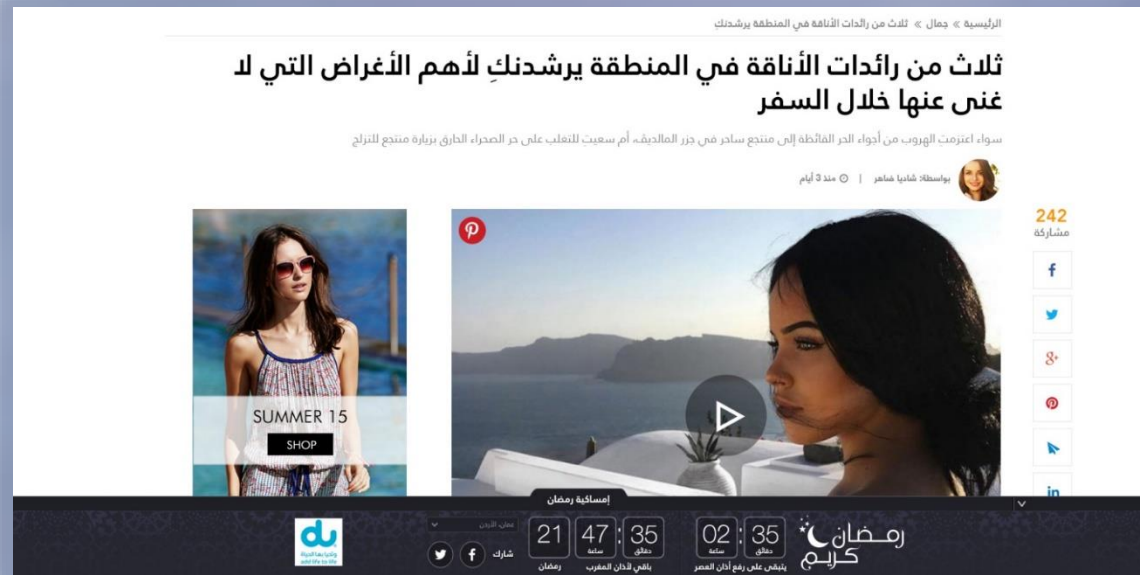


Ramadan Imsakieh

Exclusive Sponsorship for Ramadan Imsakieh, can be customized per each brand.



Mobile



Desktop

A decorative banner with a repeating geometric pattern of triangles and stars, rendered in a light blue/white color against a dark background. The banner is draped across the top of the image. The text "High Impact Custom Solutions" is centered below the banner.

High Impact Custom Solutions

High Impact Custom Solutions

Ramadan Exclusive and can be customized per brand!

Video Wall – Desktop

Gain higher view ability, engagement and video interaction rates!



Live Link



High Impact Custom Solutions

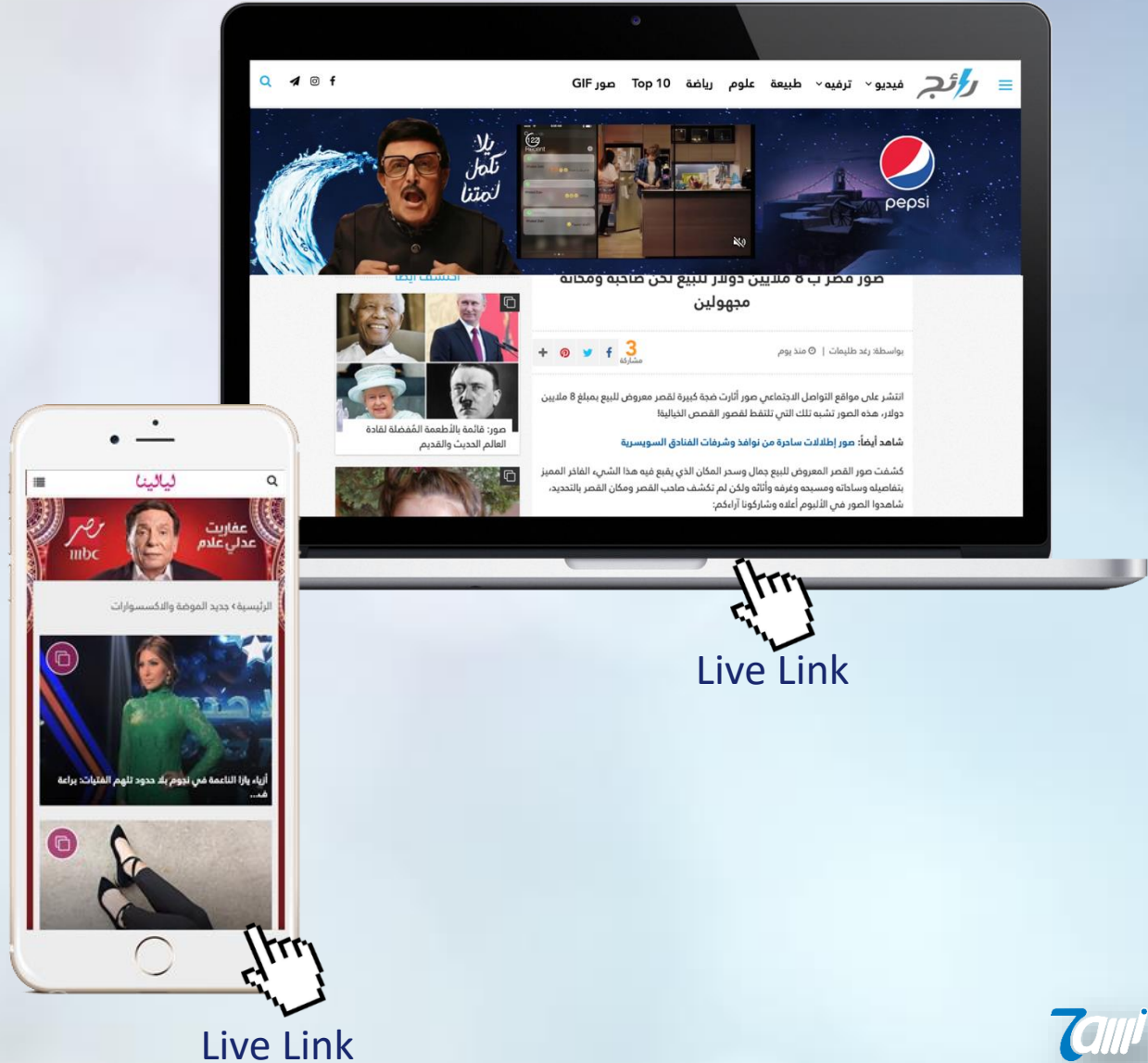
Ramadan Exclusive and can be customized per brand!

Desktop Arch

Attract your audience attention with a special fully branded experience on Desktop.

Mobile Arch

Attract your audience attention with a special fully branded experience on mobile.



High Impact Custom Solutions

Ramadan Exclusive and can be customized per brand!

Super Big Fat Event- Desktop

Share your brand strengths in a very smart, quick and innovative way



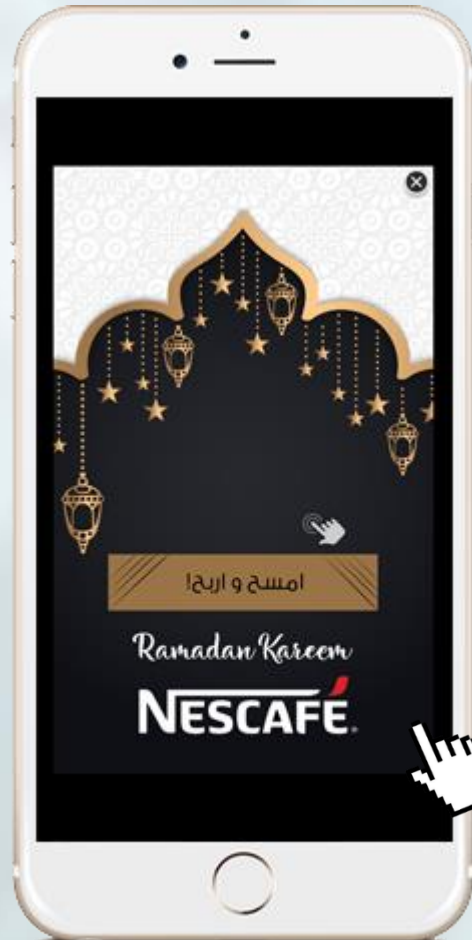
Live Link

High Impact Custom Solutions

Ramadan Exclusive and can be customized per brand!

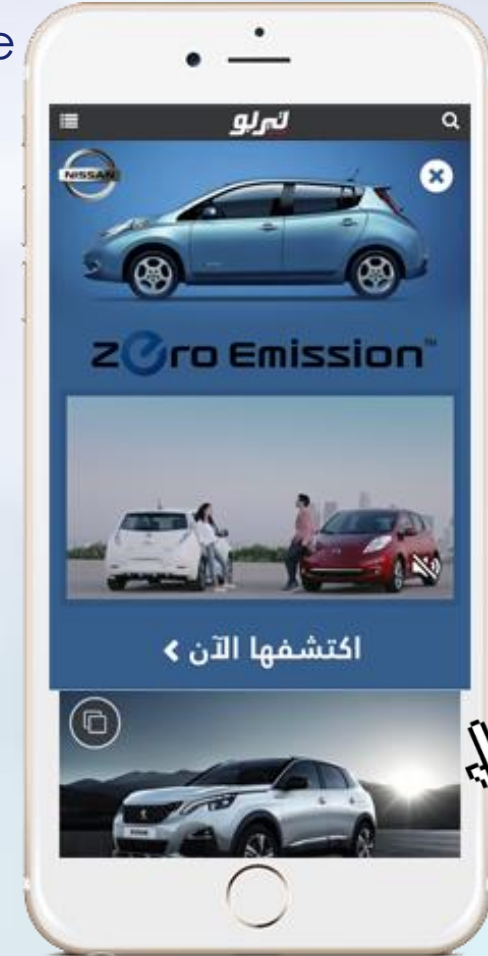
Mobile Interstitial

Scratch and Win!



Mobile Reveal

Allow your audience to live your brand's experience!



High Impact Custom Solutions

Ramadan Exclusive and can be customized per brand!

Shake your mobile and get the recipe of the day!

Shake your mobile and interact with our brand!



[Live Link](#)



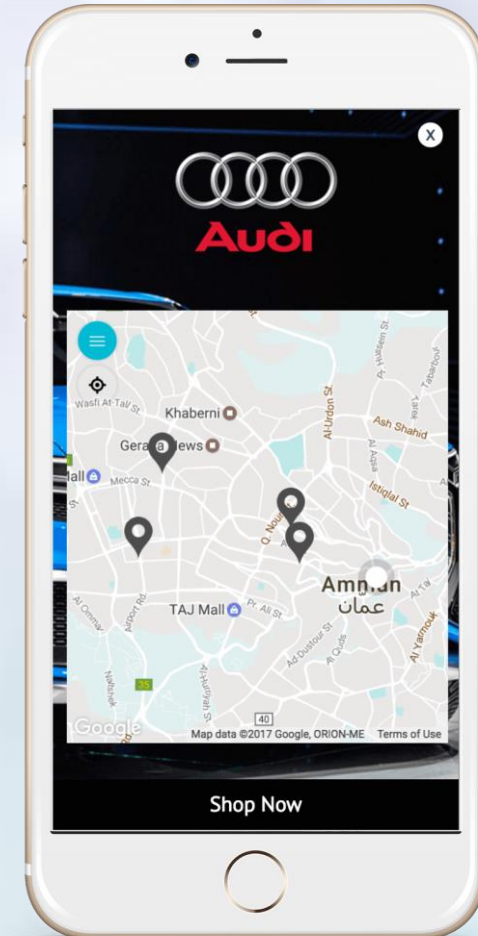
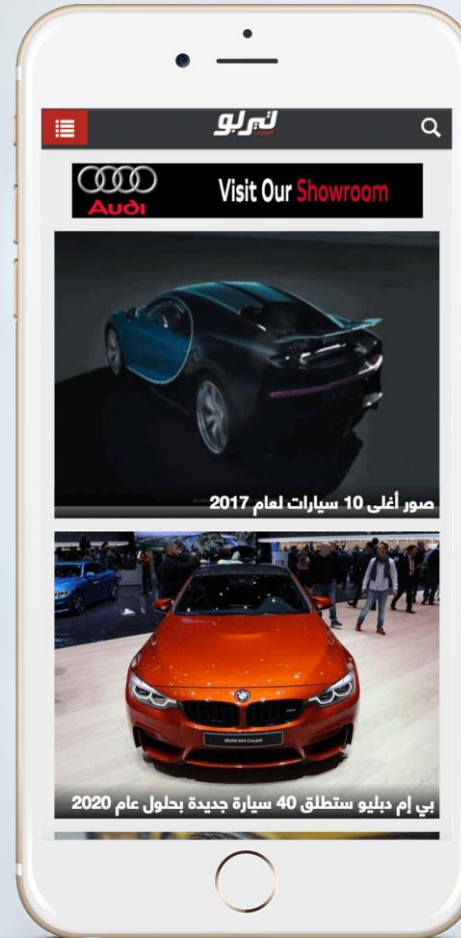
[Live Link](#)

High Impact Custom Solutions

Ramadan Exclusive and can be customized per brand!

Store Locator

Great creative solution for restaurants, automotive and fashion verticals during Ramadan and Eid.



[Live Link](#)



High Impact Custom Solutions

Ramadan Exclusive and can be customized per brand!

Customize Your Shows Calendar

An interactive banner that allows users to select their favorite Ramadan series, view their timings and on which channel they are showing instantly.



اختر مسلسلاتك المفضلة لتعرف
مواعيد عرضهم على شاشاتنا

اضغط هنا

DUBAI one DUBAI TELEVISION DUBAI



اضغط على مسلسلاتك المفضلة

THE CAESAR

تدور أحداث المسلسل حول شخص يمتلك قدرات غير عادية، يُدعى (القيصر) تابع لإحدى الجماعات الإسلامية التكفيرية المتطرفة، والتي تتبنى عمليات إرهابية، ومع قيام الجماعة بعملية إرهابية تفاجئ بحصار الشرطة لها في أحد أنفاق رفح، والتي تتولى الشرطة هدمها ويتم القضاء على جميع الموجودين بها، ولكن القيصر يصبح الناجي الوحيد ويتم سجنه في سجن يدعى المغارة و تتوالى الأحداث

GMT	1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24	

إعادة العرض

High Impact Custom Solutions

Ramadan Exclusive and can be customized per brand!

Mobile Interstitial

Mix Your Ramadan Cocktail!

- ✓ The user will be enticed to do a mix of juice by selecting the fruits, placing them in a mixer.
- ✓ This execution can be supported by a post on Facebook that would lead to this interactive banner.



[Live Link](#)



A decorative banner with a repeating geometric pattern of triangles and stars, rendered in a light blue/teal color. The banner is draped across the top of the image. Below the banner, there are two large, stylized crescent moons and two large, stylized stars, all featuring intricate geometric patterns. The background is a solid light blue/teal color.

Thank You!