

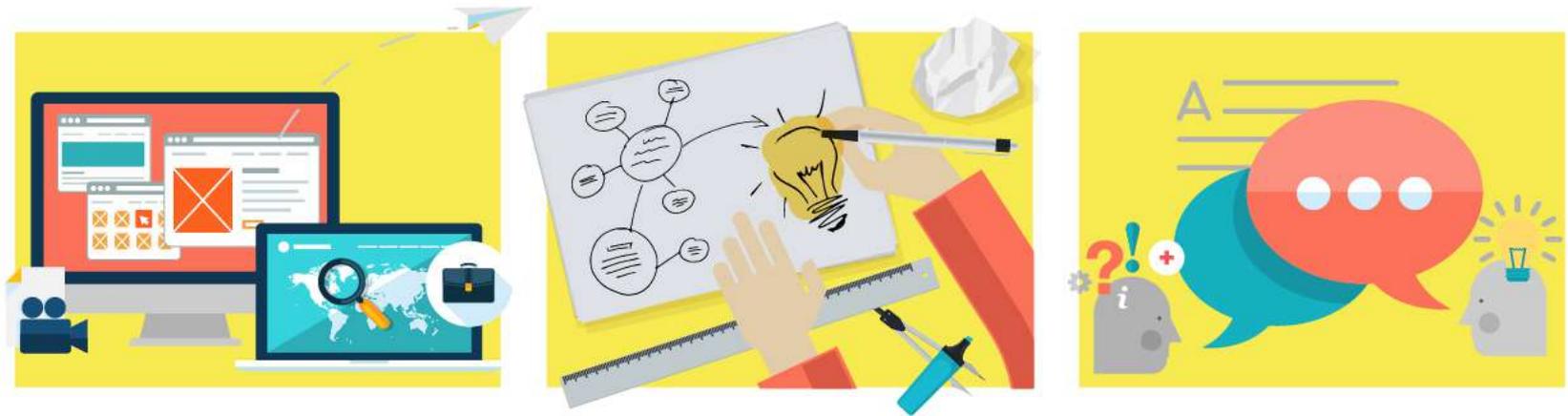


# hello

DODLE

#doodlecreative  
#doodledxb

What we Doo  
And  
How we Doo it



## What We Doo

Total package of online and offline marketing, communications and mobile services, focusing on creative ideas and media placement at a competitive cost. In short:

**Committed, Fast-acting, Added-value**

# How We Doo It

# Our Mission

To contribute to the growth and success of our clients by developing a full range of creative and effective marketing solutions tailored to their needs.



# Our Core Values

- Creativity
- Curiosity
- Competency
- Fun
- Happiness
- Honesty
- Loyalty
- Openness
- Optimism
- Growth

# Ongoing clients we Doo



Diversified portfolio across many sectors and countries

Recognized for our expertise in the Banking industry

Etisalat channel partner for Smiles & swyp programs



**USA**

**TRIANA**  
THE TRIANA GROUP, INC.

**Europe**

**tmi**

**FIPRA**  
Professional Public Affairs  
in more than 50 countries

**ebn**  
innovation network

**Retis**  
Universitas an-akasa

**The 50 UK-based Business Councils**  
ambassadorsforuk.com

**Russia**

**The Moscow Times** **NR**  
NEWS SERVICE

**RUSO-BRITISH**  
CHAMBER OF COMMERCE

**China**

**Triumph Asia** **fff**  
The people network

**India**

**EMDI INSTITUTE OF**  
**MEDIA & COMMUNICATION**

**Utechappz**  
Atara (Utechappz) Pvt. Ltd.

**Philippines**

**XS**  
MULTIMEDIA

**CONVEY**

**Australia**

**50+ COMMUNICATORS**  
www.50plus.com.au

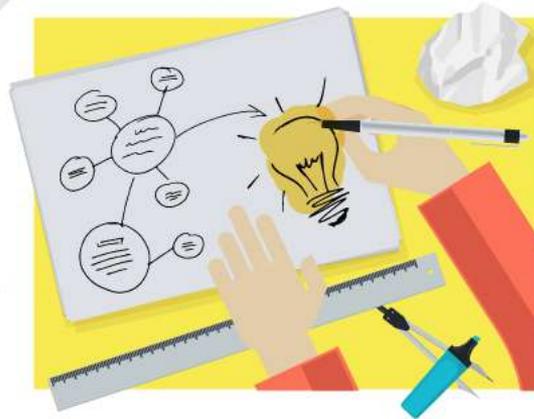
# Our Global Network of Associates

# Services we Doo



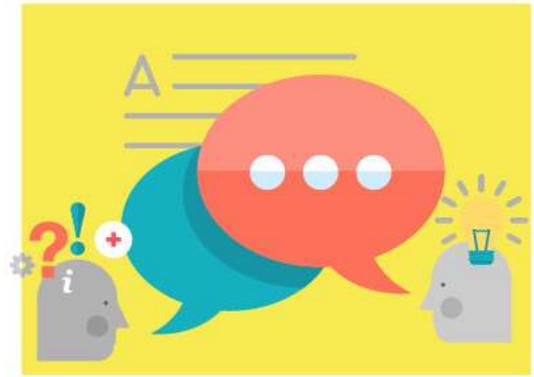
## Online

- ↳ Loyalty Program Development and Management
- ↳ Lead Generation Campaigns
- ↳ Website & App Development
- ↳ E-Commerce Platforms
- ↳ Digital Marketing
- ↳ SEO/SEM
- ↳ Social Media Management



## Offline

- ↳ Brand Development
- ↳ Events Management
- ↳ Marketing Collaterals
- ↳ Video & Animation Production



## Languages

- ↳ English
- ↳ Arabic
- ↳ French
- ↳ Russian
- ↳ Hindi
- ↳ Urdu

// Only our Clients'  
results matter //

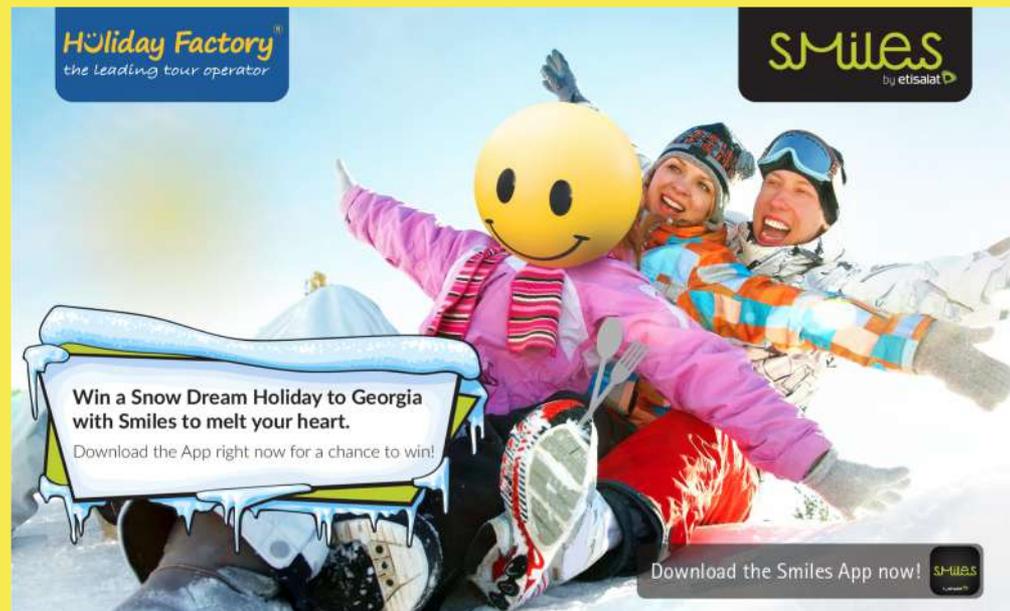
**To Doo list**

## Smiles by Etisalat

Smiles by Etisalat is the lifestyle App packed full of amazing deals and offers exclusive to Etisalat customers

As exclusive channel partner for Smiles, Doodle nurtures a portfolio of Smiles partner brands and negotiates deals to enrich the platform

Actively participates in marketing campaigns to boost App download and usage via activation, referral programs, weekly newsletters, and social media





---

## swyp

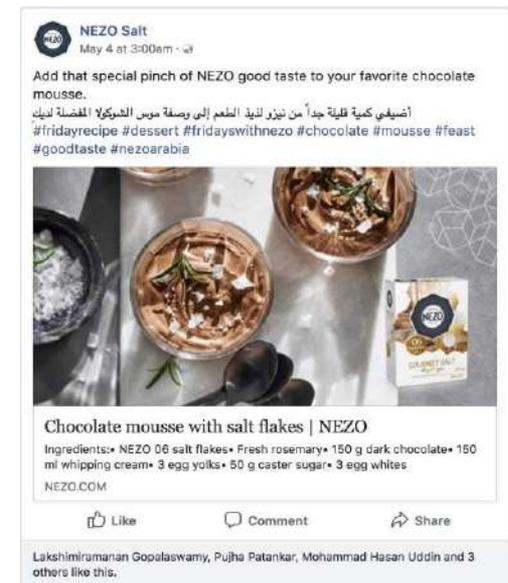
swyp is a new App dedicated to young Etisalat customers, offering unrivaled prices on data packages, plus a selection of exclusive deals on the most sought-after 'happening' brands in the UAE

As a strategic channel partner of Etisalat, Doodle nurtures a portfolio of swyp brands, and negotiates offers to enrich the Perks section of the program



## NEZO Salt

NEZO is the leading salt brand in the GCC. Doodle was chosen to manage their Facebook and Instagram accounts, generating engaging content to enforce their brand image.



# Internal Social Media Campaign



## Prime Minister's Office of Dubai

Doodle was assigned to create a unique and engaging internal social media campaign for the Prime Minister's office.



**Flight  
delayed?**



رؤية جديدة / للتأمين  
redefining / insurance AXA

**Get covered  
for any travel  
inconvenience  
with AXA**

رؤية جديدة / للتأمين  
redefining / insurance AXA

**Travel insurance  
starting from  
2 AED/day**

**Buy now!**

T&Cs apply.

**Lost  
Luggage?**



رؤية جديدة / للتأمين  
redefining / insurance AXA

**Get covered  
for any travel  
inconvenience  
with AXA**

رؤية جديدة / للتأمين  
redefining / insurance AXA

**Travel insurance  
starting from  
2 AED/day**

**Buy now!**

T&Cs apply.

## AXA Gulf

AXA Gulf is the largest insurer in the GCC. Present in the region for more than 65 years, AXA in the Gulf offers a wide range of insurance products and services for corporate, SME and individual customers. Doodle was asked to create various online display collaterals through Google and Facebook.



# Internal Social Media Campaign



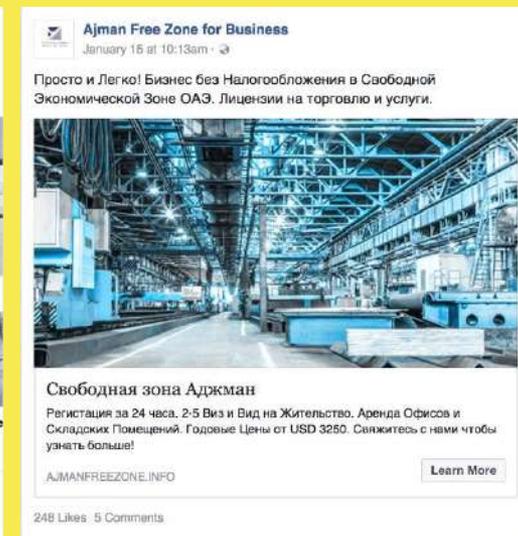
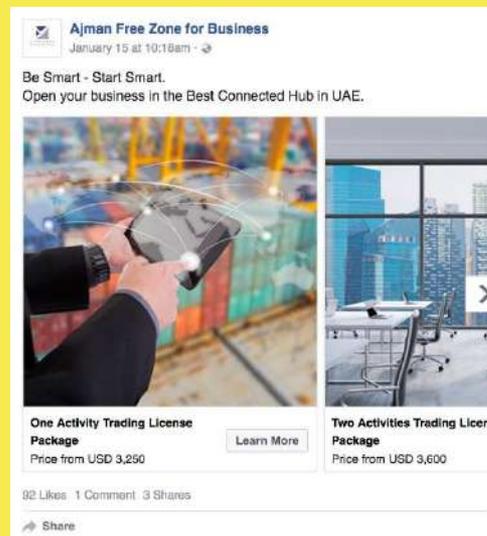
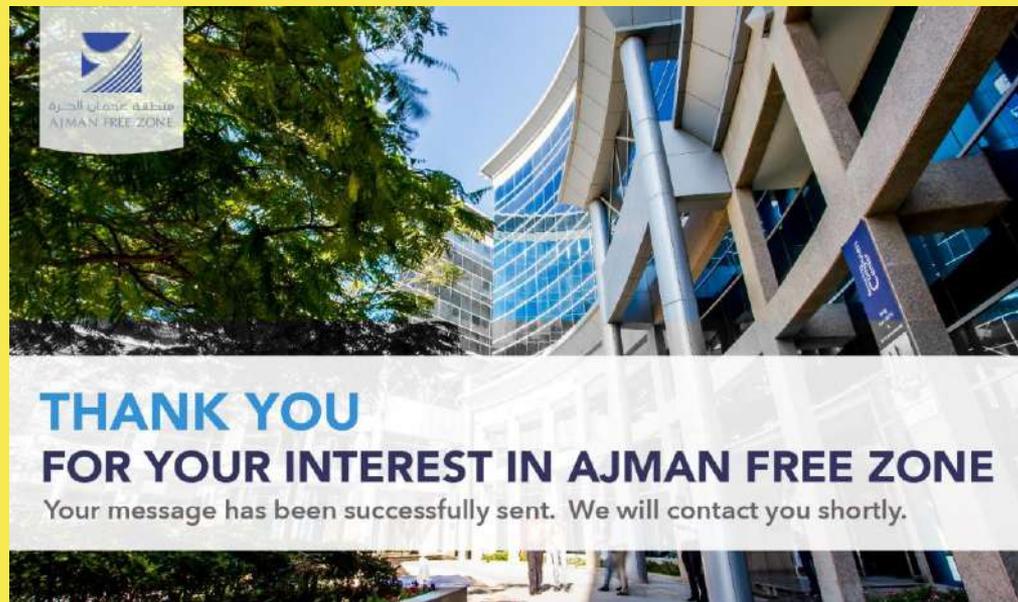
## Prime Minister's Office of Dubai

Doodle was assigned to create a unique and engaging internal social media campaign for the Prime Minister's office.

## Ajman Free Zone

Developed and managed  
Online/Mobile focused campaigns  
to an international audience of  
investors and entrepreneurs

Success of the campaign resulted  
in the set-up of many global  
companies



# Lead Generation



Ajman Media City Free Zone  
Sponsored

المنطقة الحرة الوحيدة توفر لك المستندات والدعم الكامل وكذلك شبكة دولية يمكنك من بدأ مشروعك رقمياً خلال 24 ساعة فقط.



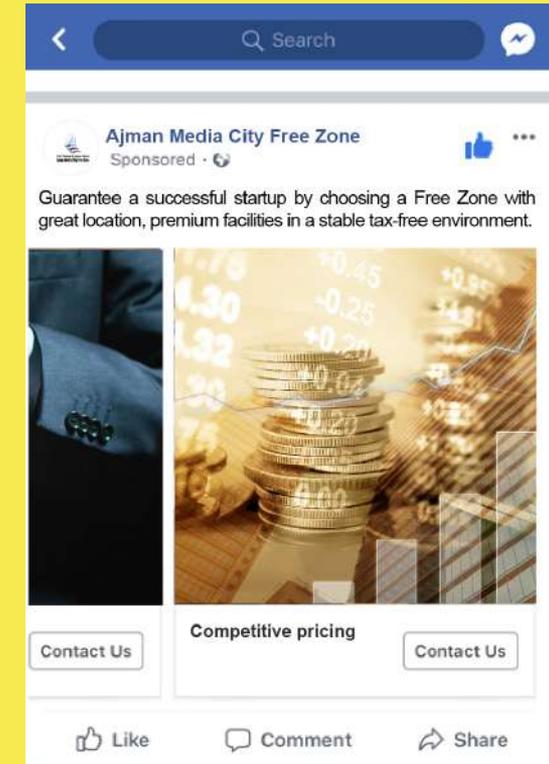
كل مشروع ناجح يحتاج لبداية الناجحة / مدينة عجمان الإعلامية الحرة

بالسعر تبدأ من 2400 دولار أمريكي. التوثيق الرقمي. إنشاء مشروع في 24 ساعة فقط في قلب الإمارات العربية المتحدة. تأسيس شركتك عن بعد

AMCFZ.AE [Sign Up](#)

20 562 Comments 311 Shares

Like Comment Share



Ajman Media City Free Zone  
Sponsored

Guarantee a successful startup by choosing a Free Zone with great location, premium facilities in a stable tax-free environment.



Competitive pricing

Contact Us Contact Us

Like Comment Share



 مدينة عجمان الإعلامية الحرة  
Ajman Media City Free Zone

Ajman Business Setup in 24hrs  
From \$2400

[KNOW MORE](#)

## Ajman Media City Free Zone

Developed and managed Online/Mobile focused campaigns to an international audience of investors and entrepreneurs as well as Business Matchmaking for Ajman's Newest Free Zone

# Lead Generation

**EMDI UAE**  
Sponsored

With over 14 years of experience, EMDI provides a mix of training skills for an exciting course in Events Management here in the UAE!



**Start Your Events Management Career Here!**

Enroll for an internationally recognized EMDI Events Management Course

- Pearson UK assured & KHDA certified
- 1-year Student Visa
- Industry Faculty
- 100+ Live Events

EMDIWORLD.AE [Sign Up](#)

20 562 Comments 311 Shares

Like Comment Share

## EMDI

Developed and managed Digital focused campaigns for EMDI, an educational institute to generate leads for their event management and wedding courses.

**EMDI UAE**  
Sponsored

With over 14 years of experience, EMDI provides a mix of training skills for an exciting course in Events Management here in the UAE!



**Passion for an Events Management career?**

Enroll for an internationally recognized EMDI Events Management Course

- Pearson UK assured & KHDA certified
- 1-year Student Visa
- Industry Faculty
- 100+ Live Events

EMDIWORLD.AE [Sign Up](#)

20 562 Comments 311 Shares

Like Comment Share

# Lead generation Campaign



The Institute of Internal Auditors

Under the Patronage of H.H. Sheikh Mohammed bin Rashid Al Maktoum, Dubai will host the Institute of Internal Auditors (IIA) Conference for an historic first time in the MENA Region. Themed as 'Connecting The World Through Innovation'....see more



**The 2018 IIA International Conference**  
Dubai, UAE | 6-9 May 2018  
Connecting the World through Innovation

**Join the greatest training and networking event in the auditing profession!**

24 Likes

Like Comment Share

## IIA

The Institute of Internal Auditors (IIA) is the internal audit profession's most widely recognized advocate, educator, and provider of standards, guidance, and certifications. Established in 1941, The IIA today serves more than 190,000 members from more than 170 countries and territories. Doodle was bought on-board to help generate qualified leads to register for their 2018 conference in Dubai.



The Institute of Internal Auditors  
Sponsored

Like Page

Under the Patronage of H.H. Sheikh Mohammed bin Rashid Al Maktoum, Dubai will host the Institute of Internal Auditors (IIA) Conference for an historic first time in the MENA Region. Themed as 'Connecting The World Through Innovation', more than 100 leaders and pioneers from the international world of internal auditing will take part in a dynamic 3 day combination of conferences and educational streams, workshops and networking events. The IIA conference is expected to attract 2500+ global delegates.

IIA Pre-Conference Workshop May 6th . Full conference May 7th – 9th. Dubai World Trade Centre, Dubai, UAE. Register now for the opportunity to accrue 18 CPEs.



**The 2018 IIA International Conference**  
Dubai, UAE | 6-9 May 2018  
Connecting the World through Innovation

**Join the greatest training and networking event in the auditing profession!**

Apply Now

32 562 Comments 311 Shares

Like Comment Share

# Digital Marketing Campaign



## Bank Muscat

With assets worth over USD 27 billion, Bank Muscat is the leading financial services provider in Oman with a strong presence in Corporate Banking, Retail Banking, Investment Banking, Islamic Banking, Treasury, Private Banking and Asset Management. Doodle was bought on-board to promote their FIFA World Cup campaign and generate awareness and leads for the same.



## Cognizant

Created corporate videos for promoting their activities and development in the region, as well as supporting their recruitment road shows across GCC countries.





## Tanfeeth

Created a corporate video for promoting the mission, vision and core values of Tanfeeth, as well as the efforts deployed by the company in terms of CSR and employee wellbeing.





## Emirates NBD

Created numerous videos from scratch to promote Emirates NBD's CSR policy, and animate internal events and annual results presentations



## Emirates NBD

Emirates NBD focuses attention in strengthening relations with the customers and employees, and giving back to the community through its elaborate CSR programmes

Doodle has collaborated on the development of a comprehensive CSR program through premium internal events and impactful collaterals, including videos, EDM and collateral materials



Passion for RACING

**Truth:** It's a sport that celebrates pedigree and passion

**Reality:** Success comes to those who take the lead

There's nothing like this in the world. Impeccable pedigree. Heart-stopping action. Unmatched prize money. Iconic fashion. And above all, the extraordinary passion for horseracing and winning. Priority Banking from Emirates NBD is proud to be associated with Dubai World Cup 2012 – the richest, most successful racing event in the world.

For details, visit [www.emiratesnbd.com/en/sponsorshipandevents/dubaiWorldCup.cfm](http://www.emiratesnbd.com/en/sponsorshipandevents/dubaiWorldCup.cfm)  
> SMS: **DWC** to 4452

PRIORITY BANKING from Emirates NBD

# Branding Rollout

Before



After



## Emirates Islamic

Rolled out new visual identity of Emirates Islamic - one of the most iconic Islamic Financing institutions in the GCC

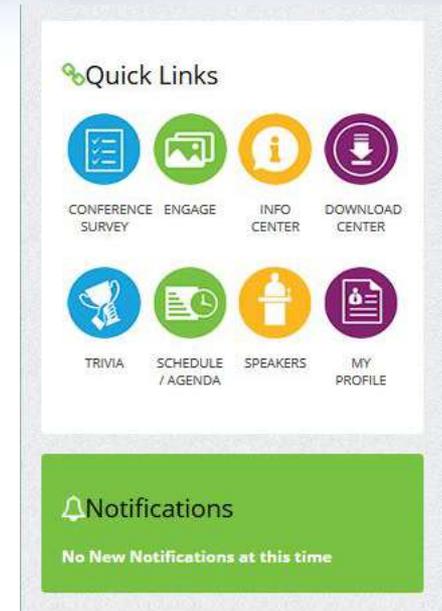
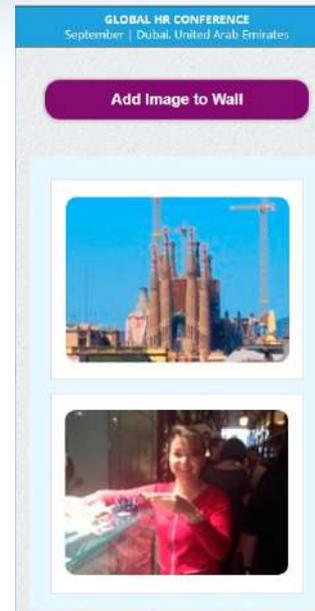




## Pepsico

Provided Pepsico with a powerful mobile App solution designed to offer the best-in-class event experience to attendees

Easily customizable for each internal event, the App provides useful and easily accessible information about the venue, attendees, spokespeople, agenda; plus interaction features to collect real time feedback



Thank  
you

“ Logic will get  
you from A to B.  
Imagination will  
take you  
everywhere ”

- Albert Einstein



DODLE

# Doodle us

DIGITAL

DESIGN

DISRUPTIVE

DISTINGUISHED

## DOODLE WORLDWIDE DMCC

1609, Tiffany Tower, Jumeirah Lakes Towers  
PO Box 283909, Dubai, UAE  
Tel: +9714 447 4939, Fax: +9714 447 4938  
info@doodleworldwide.com  
www.doodleworldwide.com



 @DoodleDXB

 Doodle Worldwide DMCC

 Doodleworldwidedmcc

 @DoodleWW

