

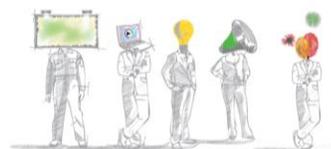


Who we are

A cohesive team of marketing and PR experts who devote their time and expertise to fulfill your needs and support your values. For us, marketing communication has never been just a profession, but a lifestyle and fondness for creativity. Sky Advertising is your gateway to the Palestinian market and has the full capacity to manage your campaigns throughout Palestine and the region. We promise a partnership in which each campaign is specifically adapted to your advertising and PR needs.

Our clients enjoy one-on-one attention from an insight-driven team who possess the needed expertise, value innovation and pay acute attention to details. Our Advertising Company garners the necessary information to thoroughly understand both our clients and the target market. A research team, which advises on each client's account, is constantly aware of worldwide trends and knowledgeable of the best tools to comply with the Palestinian and Regional markets. Results-oriented departments at Sky Advertising unite to understand your objectives and provide you with a unique marketing piece that is strategically in line with your needs and market demands.

Sky Advertising is the key to giving your products a well-known identity, reviving your market and enabling you to reach your business goals. SKY employs a holistic team that is utterly dedicated and committed to your





success from the time your product is a mere concept to the time your product is a common household name and beyond.

Established in 1996, Sky Advertising is proud to be one of the eight companies operating under the umbrella of the [Arab Palestinian Investment Company \(APIC\)](#). Furthermore, Sky Advertising is a strategic partner of [M&C Saatchi MENA](#) and maintains long-term relationships with some other companies and service providers in the region.

From day one, Sky Advertising has been designed to provide consolidated public relations and advertising services to its clients. The goal has always been to create a complete-solution advertising company that would meet and even exceed the exponential marketing goals of your organizations. We are adept in not only understanding the client, but also understanding the market and accessing valuable information.



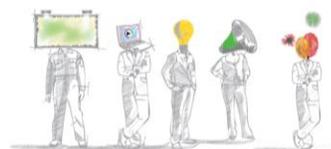


What we do

An account executive supported by specialized professionals will be assigned to conceptualize, execute and evaluate all your marketing and PR activities. The account executive will thoroughly understand your profile in order to provide ad-hoc consultancy and outstanding delivery of services. A whole team of well-experienced professionals in the client service department is responsible for conducting researches, providing needed services and reporting all activities.

Sky Advertising is happy to serve you on two operational levels; Consultancy and Execution. We believe in the power of combining both aspects to deliver targeted advertising campaigns, compelling content, outstanding events, branding services and artwork.

Marketing and PR activities are all handled from A to Z at one place, in which account executives do the coordination and quality assurance, while marketing and communication specialists set strategies and build concepts. When stopping at our door, all you need is to trust us developing your idea, growing your business, designing your identity, refining your image, widening your outreach and boosting your revenues. In exchange for your trust, we offer you passion, creativity, sincerity and global thinking.

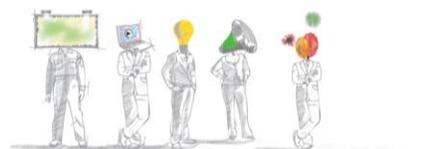




The above is our equation to succeed, in which consultancy and execution together will provide you with an outright doable solution. We do not merely design your itinerary; however, we escort you through the journey and lead you to success by targeting the right audience in the right place at the right time.

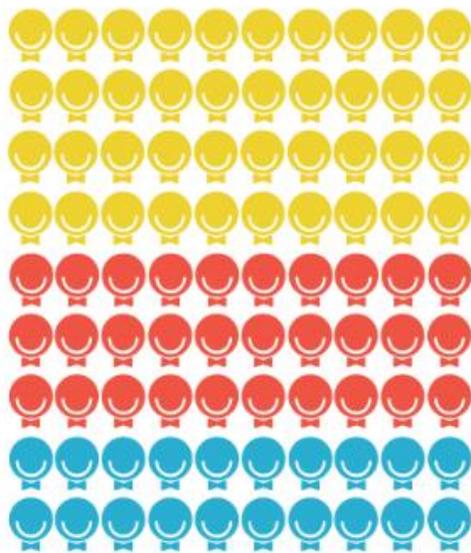
Operational levels can always be extended further to fulfill your needs and keep you delighted at all times. At Sky Advertising, five generic services are provided:

1. Research and Concept Development
2. Planning and Strategy Development
3. Brand Development, Merchandizing and Identity Management
4. Coordination and Execution
5. Monitoring and Evaluation



These services are subtly implemented by each of our specialized departments, which will later be manifested.

Happy Clients



■ Profit Organizations
 ■ Non-Profit Organizations
■ Governmental Organizations

Happy Team

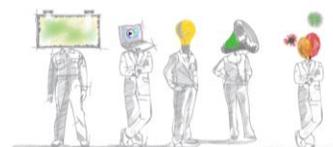


■ Client Services
 ■ Artwork and Graphic Design
■ Print and Broadcast Media
 ■ Digital and Social Media
■ Outdoor and Ambient Media
 ■ Events Management
■ Public Relations
■ Business Development & Strategic Consultancy

Sectors we serve



■ Telecom & IT (30%)
 ■ Banks (25%)
 ■ Automobile (15%)
■ FMCG (15%)
 ■ Investment & Real Estate (10%)
■ Other Business Sectors (5%)





Artwork

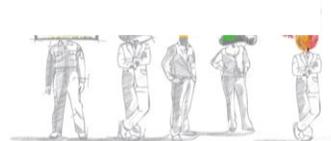
Here is where all the art is created; a manufactory of design where creativity is combined with a taste of beauty to deliver a delightful piece of art. Originative graphic, interior, flash and animation designs are professionally created by those who have been mastering the art for years. The advanced tools and out-of-the-box mindset are well-utilized to portray and beautify the ideas generated by you and other specialized departments at Sky Advertising.

The artwork department is also specialized in planning, conceptualizing, and designing brands' visual identities. This includes the design of all merchandizing and point-of-sale promotional items like posters, brochures, packages, and special booths. All produced designs are checked at different phases for quality assurance, which includes copywriting, re-sizing, resolution, and formats as required by print houses.

A Word from the Creative Manager

"We make sure all our clients are satisfied by offering them various options to choose from. Each idea or concept is portrayed using different themes and layouts. When the general theme is not yet developed at the client's side, we brainstorm as one team to provide new ideas, creative thoughts, concrete concepts and buzz-generating designs"

Hazem Al Ghouf



حفل افتتاح المعرض و توزيع الجوائز
UNRWA Competitions for young Palestinian refugees

مسابقة التصوير الفوتوغرافي
photography competition

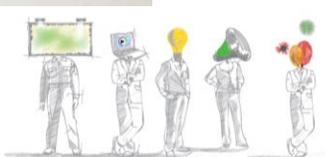
المرتبة الأولى: بلال خالد التلاوي، مخيم خان يونس - قطاع غزة
المرتبة الثانية: معتر إبراهيم الاعرج، مخيم رفح - قطاع غزة
المرتبة الثالثة: نجد عماد عبد العال، مخيم البداوي - لبنان

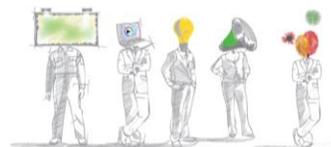
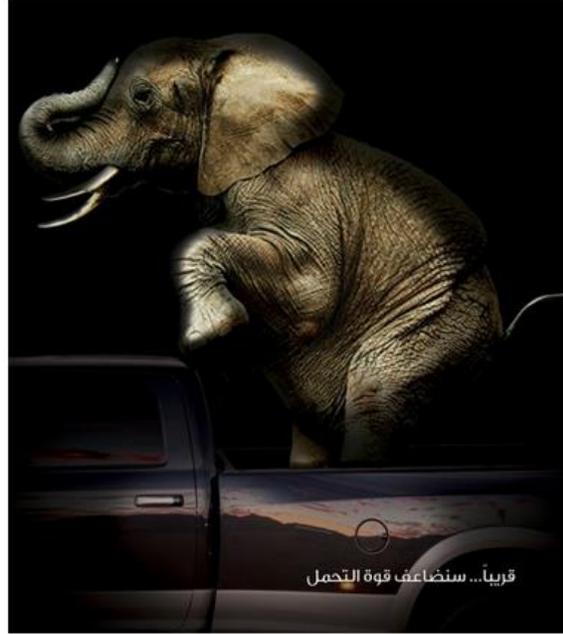
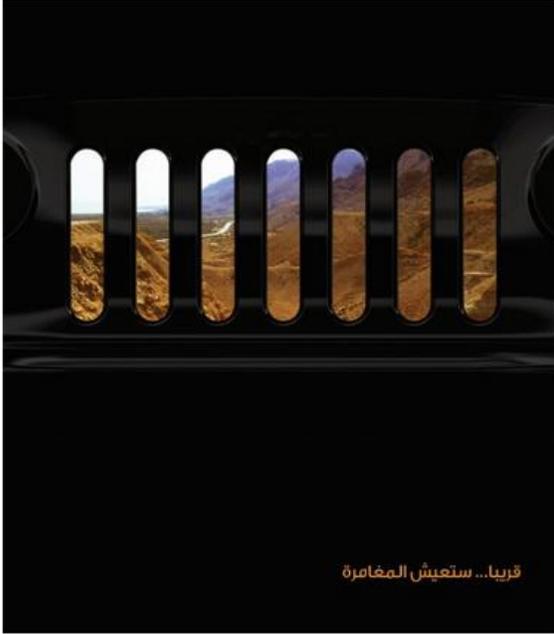
first prize: bilal khaled telawi, khan younis camp - gaza
second prize: mo'taz ibrahim al-a'araj, rafah camp - gaza
third prize: najd imad abd al-al, beddawi camp - lebanon

since 1920 **سنيورة** منذ 1920

عشرة عمّر

سنيورة تعتني بك







الجمهورية العربية الفلسطينية
Jerusalem
Nablus St., AlBireh, P.O. BOX 1919, Ramallah, Palestine
تلفون: 02 24 14 363 | فاكس: 02 24 14 367 | إيميل: info@sky-adv.com
www.facebook.com/Jeep.Palestine

مزايا السلامة والأمان

يستخدم جيسب رانجلر جيندا رانجلر على الشاسيه من خلال الصب السليم العنبر الى أي مكان يصل أي شيء، وقد تم تصميم مكونات الهيكل الخارجية لتوفير تلك النوعية

وإعادة قدرة رانجلر على تحقيق منا الجور قد تم منحها معاً من تجهيزات السلامة الضرورية التي تجعل القيادة أكثر متعة وأماناً، فهي سبيل لتقليل التسرع رانجلر يمدك موافقة أممية متقدمة وبمعدلة مواسم الانتعاش توفر حماية قوية لفرعك وذلك من خلال مواسم الإنتاجية تبس الهواء مع شدة التضاريس، فضلاً عن وجود النظم الإلكترونية لتتحم بالثبات وتقدم المساعدة على سئو التلال. إضافة إلى ذلك فإن يشترك حماية جيب رانجلر الخاص بك من العربة بواسطة نظام ستر في المعد المتحرك.

Jeep WRANGLER

المسقط الصلب (فريدوم توب)

القيادة قوية وأمنة - استمتع بأفضل ما في عالم الأضيق الصلبة عندما تكتفك سقف فريدوم توب جيب رانجلر بأحد الجانب على رانجلر سبورت (ماتيس) ورانجلر أرميه (أربعة أبواب)، هذه الأضيق تفتك من الأضيق نحو الخارج وتضيق جيبك الطبيعية وأنت داخل سبورت!

المحركات

محرك بنتاستارب 6 اسطوانات سعة 3.6 لتر مع النظم التغير التوقيت عمل الصمامات، يوفر القوة اللازمة تقاضاة أسطورة رانجلر إن هنا الفارد الأخرى على الطريق، يتماشى بامتيازته من 285 من القوة الحصانية مع 347 نيوتن من العزم.

المجالات

مجلات من الأوفروم الملعب يتماشى رانجلر سواء على الطريق أو على أي عتس حجري أو بوجل، فإن رانجلر تتلف على كل التضاريس والصعاب التي تمنعها الطبيعة أمانك.

المقاعد

تقدم لك جيب رانجلر مقاعد ممتدة بخامات فاخرة من الأفضة، التي تعطي على منظره رانجلر لمة راقية مروح راقية لا تتكرر

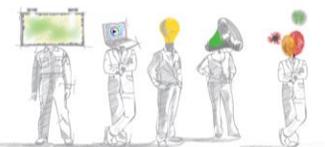
Jeep رانجلر

نظام يوكونكت

إن نظام يوكونكت يثري رانجلر بمجموعة من خدمات التواصل والترفيه، فمن خلاله تستطيع من توصيل هاتفك الذي وإجراء مكالماتك دون الحاجة إلى رفع يديك من حدة القيادة، فضلاً عن ذلك فإن نظام يوكونكت يعطك من استخدام صوتك في تنفيذ الأوامر.

نظام الدفع الرباعي كوماتله تراك

نظام الدفع الرباعي كوماتله تراك يجعل من السهل عليك التحكم بالقيادة الأربعة أركانك من حوض غيرك على التضاريس والبيئات التي تمنعها الطبيعة في وجهك



NEW

تمتعي بشعر حتى **10X** مرات أقوى
* ضد الضرر الناتج عن التصفيف

[natureFUSION]

PANTENE
PRO-V

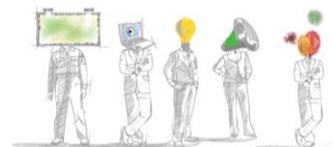
BIC

حلاقة ع الأخر...

3 Spring-mounted blades

الوشيل والموزع الوحيد، الشركة العالمية لما وراء البحار - علبتاوي

BIC gives you more !



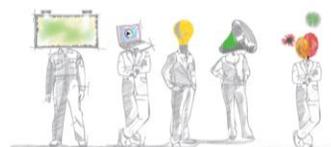
Print & Broadcast Media



We provide you with complete access to local and regional media including both audiovisual and print. Sky Advertising will help you reach your target audience at the best time and place by broadcasting a commercial, airing a jingle, publishing an advertisement, printing a leaflet or sending SMS targeted messages. A well-seasoned staff of media advertising professionals will design your media plan, buy your media space and monitor your media activity.

We enjoy robust relationships with dozens of media channels in Palestine and the region. This simply, provides us with wide economies of scale to lead the market and leave an impact. Numerous types of media suppliers that we work with are shown below:

1. Newspapers
2. Magazines
3. Radio Channels
4. TV Stations (Local and Satellite)
5. Indoor Print Houses
6. SMS providers





Furthermore, audio and video production is managed by our media department. This is usually implemented in cooperation with the artwork team, the PR team and other producers in Palestine and the region. Production of multimedia material includes jingles, commercials, video interviews, animation, infographics and others.



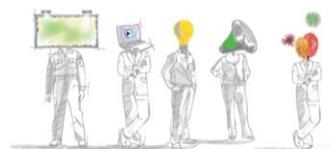
Digital & Social Media



Sky Advertising offers a wide range of social media and inbound marketing services according to clients' needs and market assessment. These services are adeptly focused on the advertising and PR aspects of social media, website content, search engines, video sharing sites, wikis, micro blogs and blogs. We believe in the power of research and social media listening in designing the most customized social media campaigns. When it comes to building an E-Marketing and Social Media Strategy, the first step is always planning, and which aims to maintain the consistency between business objectives and communication objectives.

The essence of our social media expertise lies in our passion to engage and network with the online community, where no traditional messages shall be pushed. The inbound marketing team at Sky Advertising is adept, social, fun, detail-oriented and creative. Moreover, it is comprised of professionals with different backgrounds, experiences and skills in marketing and PR.

As part of our efforts in advancing our clients' marketing activities, we believe organic promotion is the most effective, low-cost and credible tactic in building awareness and humanizing brands. However, paid advertising on social media and search engines is mostly the best tool in gathering leads and boosting sales.



The below list of services is by no means final, however, it includes the most important and trendiest inbound marketing tactics we provide:

- Website Design, Development and Content Management
- Blogs Management
- Social Media Content Management
- Social Media listening
- Social Media Monitoring and Measurement
- Social Media Profile and Applications' Development.
- Online Campaigning and Community Management
- Leads Generation and Paid Advertising on Social Media and Search Engines.
- Search Engine Optimization (SEO)
- Development of Internal Social Media Networks
- Social Media and E-Customer Support
- E-mail marketing
- YouTube and Video Marketing
- Online Reputation Management
- Production of creative online material (graphic designs, e-books, webinars etc.)





Outdoor and Ambient Media

That's exactly our team that you watch day and night installing billboards, muppies and signs. It is our Outdoor Team that you may find painting the streets, ornameting parks and prettifying public places to keep your brand eminent at all times. Our outdoor services range from billboard advertising and ambient media to mobile marketing. Moreover, the team works hand-in-hand with our Events Management Department to handle logistics and install branding material.



Billboard Advertising



Ambient Media



Muppies Advertising



Outdoor LED Screens Advertising

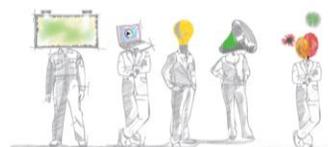


Mobile Branding

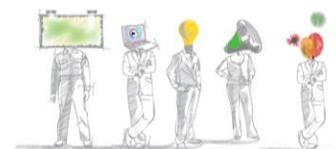
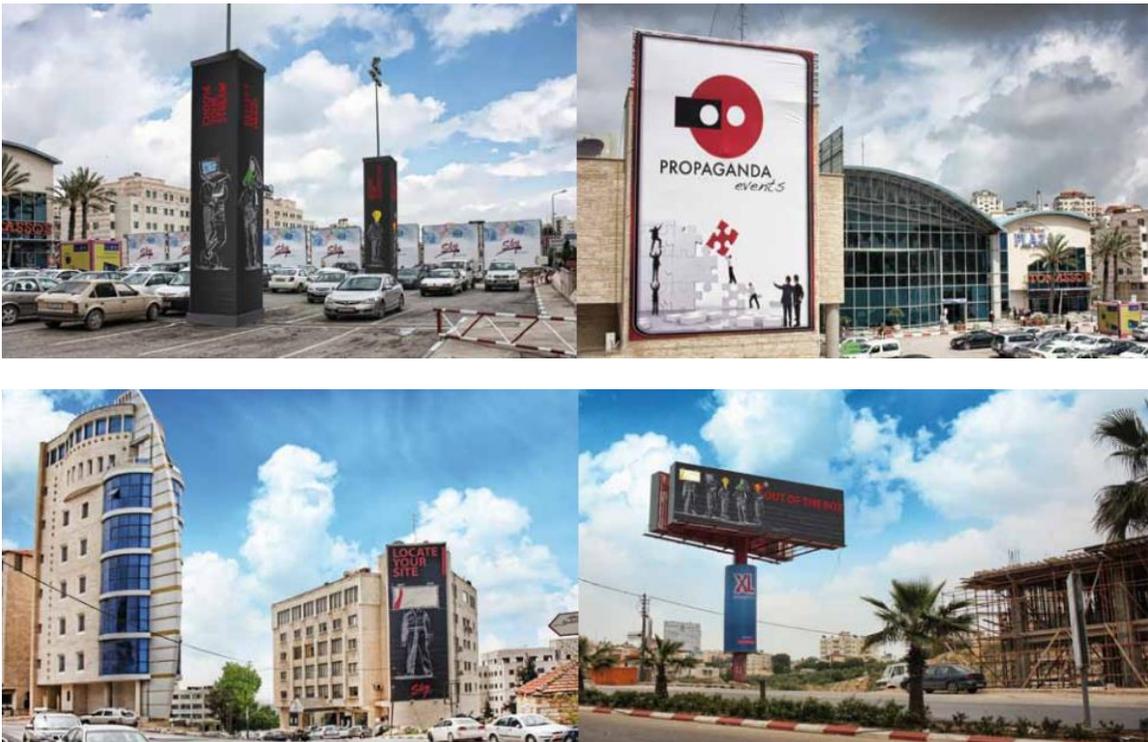
Our signs include digital LED screens, uni-poles, T-poles, trivision, muppies, wall units and indoor signs.

Outdoor printing is as well one of the department's main tasks, in which banners, rollups, trusses, signs, tents and many other items are produced. All Outdoor Printing items are handled and managed in cooperation with a huge number of suppliers that Sky Advertising has been working with since 1996.

In terms of consultancy, our team helps you create interesting ideas that go beyond installing Billboards and advertising on LED Screens. These ideas will

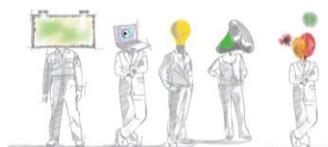
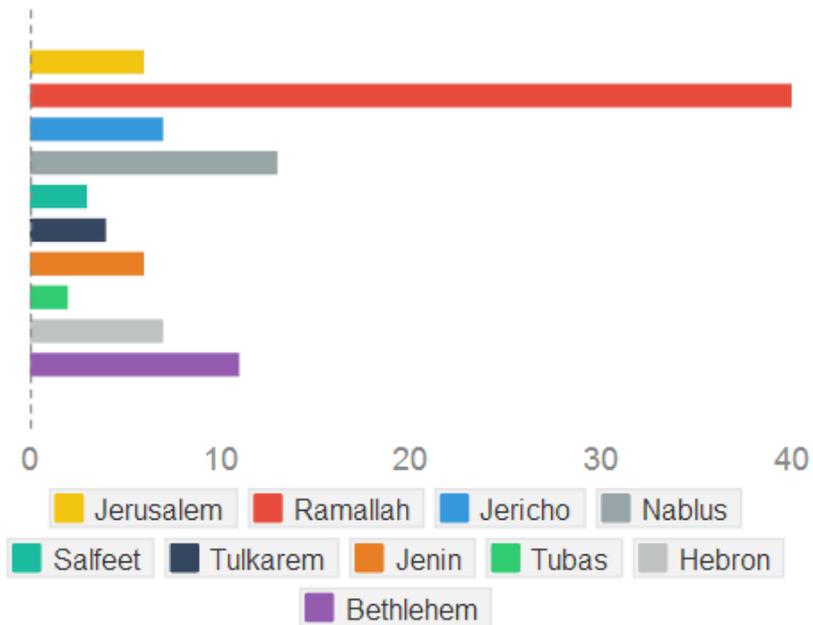


be supported with interior design, illustrations, plans and market research. Outdoor media at Sky Advertising can always be extended to include public activities, parks branding, automobile branding, building branding and point-of-sale branding.





Billboard Locations – 10,944 square meters





Public Relations

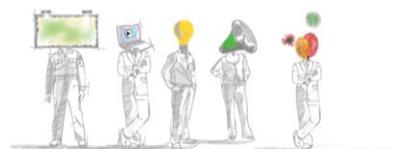
A keen and prolific team of content writers who help you establish and promote a positive image of your business/organization. At this department, content is collated, drafted, audited, published and monitored to create your image, enhance your reputation and change perceptions. Indeed, we are experienced in content writing, copywriting, photography, video interviews and script and storyboard development.

Furthermore, we offer you a wide range of consultancy services in Public Relations and Corporate Communications, which include the following:

- Corporate Social Responsibility and Sustainability Reporting
- Networking and B2B channels.
- Internal Communications
- Web Content and Social Messaging
- Crisis Communication and Issues Management
- Media Relations



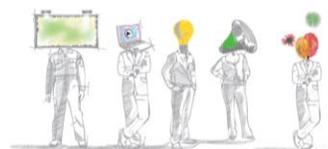
Our Public Relations team works in harmony with other departments to maintain consistency between advertising and PR efforts. At this department, we spend our time researching, writing, editing, networking and evaluating. It all starts by carrying out several sessions with you to understand your target



audience and determine your PR and business objectives. This eventually helps us build your key messages and find the best PR tools for your organization or campaign. The next step would always be researching, analyzing reports and adapting your objectives to market demands. Ultimately, we use the trendiest PR techniques to convey your message to the right people at the right time and place.

Media Relations is one of our competitive advantages in the market. Building rapport with numerous media channels, journalists and bloggers in the past 18 years has enabled Sky Advertising to grow its outreach and protect its clients' brand identities. Another advantage would be the media monitoring services we provide to keep you updated and in full control of your PR activities. Three media reports are published on daily basis including a general economic one.

The PR team also cooperates with the Social and Digital team to produce comprehensive reports that measures the client's online reach, number and quality of mentions and engagement rates. These reports are sent to you on daily/weekly basis or as soon as mentions take place. Reporting may include social mentions, web mentions in news sites and blogs as well as mentions published in traditional media tools (newspapers, magazines, etc.)



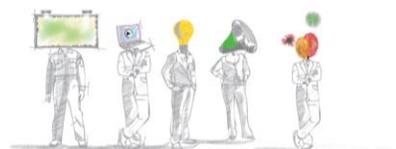


Events Management

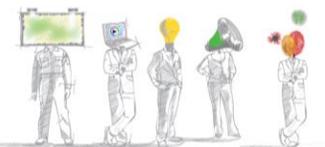
All arrangements and logistics related to exhibitions, conferences, ceremonies, seminars, workshops, receptions, promotions, and public awareness activities. Sky's team thinks out-of-the-box to provide clients with outstanding events through conceptualizing and executing numerous types of activities. Our event management consultancy services cover different aspects like concept creation, attendees' management and registration, invitations, budgeting, badging, logistical arrangements, booth design and branding material. We enjoy a robust relationship with a great number of media and logistics suppliers operating in different cities, and which enables us to provide you with the best quality at the lowest cost available.

Organizing a successful event lies in our creativity, keenness, artwork and commitment to deadlines. Moreover, all logistical arrangements will be carefully managed by installing all needed equipment and branding material, for example: sound systems, lighting tools, catering, transportation, banners and rollups, interactive screens, giveaway items and others.

Sky Advertising also helps you find multinational speakers and trainers in all sectors including and not limited to nonprofit organizations, governmental organizations, corporations and startup companies. Moreover, the Events



management department works closely with the PR team to prepare talking points and speeches for special guests as needed.



Some of our clients



Non-Profit Organizations, NGOs and Development Agencies

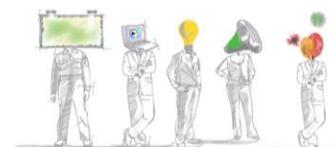


EU (40%)
 USAID (30%)
 JICA (15%)
 CHF (15%)

Public Sector and Governmental Bodies



Palestinian Monetary Authority (33%)
 Palestinian Ministry of Finance (67%)



Telecom & Information Technology



- Jawwal (10%)
- Wataniya Mobile (60%)
- BCI (30%)



Banks

- Quds Bank (35%)
- Cairo Amman Bank (25%)
- Bank of Palestine (25%)
- Housing Bank (10%)
- Palestine Commercial Bank (5%)

Automobile Brands



- Hyundai (22%)
- Jeep (17%)
- Chrysler (17%)
- Dodge (17%)
- Ram (10%)
- Mercedes (9%)
- Peugeot (8%)

Investment & Real Estate Companies



- PIF (Palestine Investment Fund) Companies (80%)
- Reach Holdings (20%)

FMCG

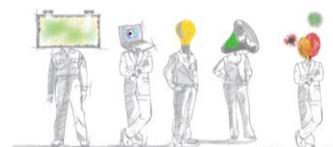


- XL energy drink (30%)
- Arial (20%)
- Head & Shoulders (15%)
- Gillete (10%)
- Pampers (8%)
- Fairy (5%)
- Pantene (5%)
- Lenor (5%)
- Duracell (2%)

Others



- Napco (National Aluminum and Profile Company) (20%)
- MSS (Medical Supplies and Services) (20%)
- Plaza - Store Chain (20%)
- KFC & Pizza Hut - Fast Food Chain (20%)
- Siniora - Fine Meats Producer (20%)





Thank You!

