

C O M P A N Y

strADegy

PRODUCTION

P R O F I L E

WHO ARE WE?

WE ARE A COMPREHENSIVE, FULL-SERVICE
**MARKETING, ADVERTISING, BRANDING
AND PRODUCTION AGENCY.**



We provide fast turnaround time starting from order submission to execution until the final delivery, ensuring customer satisfaction which is our main concern. Your business is our priority.

We blend performance with exceptional customer service. We assure a very good partnership with our clients, providing after sales support and other consulting and counseling needs for production, from price quotation up to the point of delivery.

We help you identify your goals and we take responsibility for providing strategic approach to accomplish them.

We elevate your business to represent your brand in the best way.

OUR SERVICES

WE OFFER THE FOLLOWING SERVICES TO HELP YOU BOOST YOUR BRAND

We strive to help your brand reach its full potential through our professional services. Through these services, your brand's reach and target market will grow and expand more.



PRODUCTION

is the oversight of the delivery of your printed and produced materials from the creative design and layout we produce according to your marketing and communication needs.

We use the highest quality of materials to ensure that we produce top notch results to help your brand deliver its message.



SMS MARKETING

is sending promotional campaigns or transactional messages for marketing purposes using text messages (SMS).

These messages are mostly meant to communicate time-sensitive offers, updates, and alerts to people who have consented to receive these messages from your business.



GIFT ITEMS

are out of the box, unique and exceptional items with your branding given as compliments to your clients and potential market.

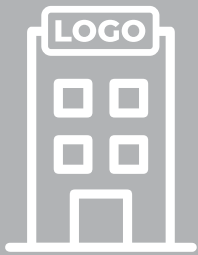
These gift items help your brand to make its mark by being memorable, recognizable and accessible while being useful and handy.

PRODUCTION



PRODUCTION

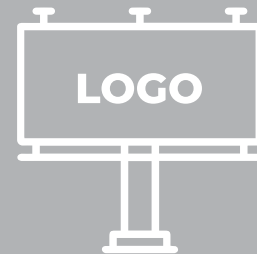
Choosing the right method of introducing or promoting your brand in the market will be a huge impact on your brand's success. At Strategy, we offer the most in-demand production services that will highlight your brand and make it stand out among others.



SIGNAGES



STANDS



**LARGE FORMAT
PRINTING**



**SMALL FORMAT
PRINTING**



**MARKETING
MATERIALS**



PROMOTERS



OUTDOOR SIGNAGES





INDOOR SIGNAGES





ACRYLIC SIGNAGES





EXHIBITION STANDS





POP UP STANDS





BOOTH STANDS





MEGACOM





M U P I





LIGHTBOX





STICKER PRINTS





VEHICLE PRINTS





ROLL UP BANNERS





CUT OUT STANDS





DESK STANDS





D A N G L E R S





PACKAGING





BROCHURES





FLYERS





STATIONARIES





PROMOTERS



SMS

M A R K E T I N G



SMS VS OTHER MEDIA



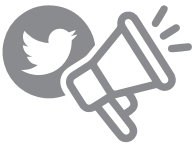
98%

OF **SMS MESSAGES**
ARE READ



29%

OF **TWEETS** ARE READ



20%

OF **EMAILS** ARE READ



12%

OF **FACBOOK POSTS**
ARE READ

WHY SMS?

BENEFITS OF SMS MARKETING:



EFFICIENT AND EFFECTIVE

- offers a maximum reach at an affordable low-cost.
- targeting existing and potential customers.
- 70 characters (Arabic) & 160 characters (English) per credit ensures message is clear, concise, and straight to the point, with the ability to increase the length if needed.



INSTANT DELIVERY AND RESPONSE

- is a very effective tool for time sensitive messages.
- response rates exceeds most digital media benchmarks in the market.
- stay connected with your audience – Eid greetings, Promotions, service reminders, loyalty program updates, etc.



VERY ACCESSIBLE

- the opportunity of reach is 71% of the population. Mobile is always on.
- perfectly fit to complement and maximize digital & social media campaigns.
- targets city, region, telecom operator, bill value/class, pre-paid/post-paid, Saudis/ Expats,college students, decision makers, VIPs.

OUR DATABASE

SMS DISTRIBUTION

CITY	QUANTITY	CATEGORIES			AGE			GENDER	
		A	B	C	40+	25-40	18-25	FEMALE	MALE
RIYADH	5,850,000	1,260,000	1,940,000	2,650,000	880,000	3,920,000	1,050,000	2,700,000	3,150,000
QASSIM	333,000	-	330,000	-	43,000	195,000	105,000	121,000	212,000
HAFR ALBATIN	141,000	-	141,000	-	19,000	86,000	36,000	36,000	105,000
TOTAL CENTRAL	6,324,000	1,260,000	2,411,000	2,650,000	942,000	4,201,000	1,191,000	2,857,000	3,467,000
JEDDAH	1,620,000	325,000	300,000	995,000	254,000	982,000	384,000	638,000	982,000
MAKKAH	446,000	-	446,000	-	73,000	291,000	82,000	131,000	315,000
MADINA	282,000	-	282,000	-	27,000	176,000	79,000	87,000	195,000
TAEF	87,000	-	87,000	-	11,000	54,000	22,000	23,000	54,000
YANBU	55,000	-	55,000	-	7,000	35,000	13,000	17,000	38,000
TOTAL WESTERN	2,490,000	325,000	1,170,000	995,000	372,000	1,538,000	580,000	896,000	1,584,000
DAMMAM/KHOBAR	1,185,000	400,000	600,000	185,000	185,000	710,000	290,000	375,000	810,000
JUBAIL	158,000	-	158,000	-	21,000	104,000	33,000	65,000	93,000
EHSA	223,000	-	223,000	-	36,000	139,000	48,000	77,000	146,000
TOTAL EASTERN	1,566,000	400,000	981,000	185,000	242,000	953,000	371,000	517,000	1,049,000
TABUK	136,000	-	136,000	-	17,000	84,000	35,000	52,000	84,000
HAIL	109,000	-	109,000	-	13,000	76,000	20,000	30,000	79,000
JOUF	64,000	-	64,000	-	6,000	45,000	13,000	16,000	48,000
TOTAL NORTHERN	309,000	-	309,000	-	36,000	205,000	68,000	98,000	211,000
ASSER	317,000	-	317,000	-	32,000	227,000	58,000	74,000	243,000
ABHA	75,000	-	75,000	-	12,000	43,000	20,000	24,000	51,000
JAZAN	117,000	-	117,000	-	13,500	78,000	25,500	37,000	80,000
NAJHRAN	68,000	-	68,000	-	10,000	41,000	17,000	22,000	46,000
BAHA	75,000	-	75,000	-	10,500	46,000	18,500	20,000	55,000
TOTAL SOUTHERN	652,000	-	652,000	-	78,000	435,000	139,000	177,000	475,000

GIFT ITEMS



GIFT ITEMS

FIRST IMPRESSIONS, LASTS...

Ordinary brand promotion is not enough. It's all about being intentional, strategic, and personal.

When done right, corporate gifts leave an impression on clients, or prospects that can drive a response. Whether that's brand identity, increased engagement, making a purchase, or a referral, the best corporate gift ideas will help lead to business growth and company success.



GIFT COLLECTIONS

Want an amazing gift brand that stands out from the competition? Do you want to broaden your reach to your target market? Or do you just want to give a compliment to your existing and potential clients? Then we got the right gift collections for you to choose from.



METAL PENS



PLASTIC PENS



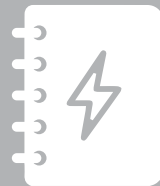
CLOTHING



SUN SHADES



NOTEBOOKS



**NOTEBOOK
AND POWERBANKS**



POWER BANKS



MUGS



FLASH DRIVES



KEYCHAINS



BAGS



**DESK
ORGANIZERS**



METAL PENS





PLASTIC PENS





CLOTHING





SUN SHADES





NOTEBOOKS





NOTEBOOKS AND POWERBANKS





POWERBANKS





MUGS





FLASH DRIVES





KEYCHAINS





B A G S





DESK ORGANIZERS

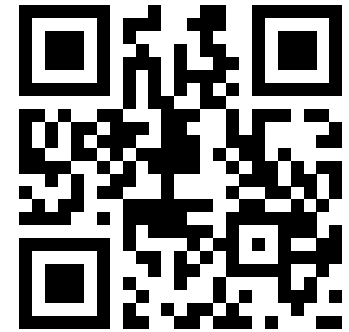



OUR CLIENTS



CONTACT US

WE ARE MORE THAN HAPPY TO
HEAR FROM YOU!



 011 225 1941

 \stradegy

 \stradegy

 \stradegy



www.stradegy-ag.com

info@stradegy-ag.com