





## WHO WE ARE

**We're the Capital's Agency.**

**Your local experts with international expertise.**

In the cacophony of today's world with information overload, every brand wants to be seen and heard, and wishes to create its own space and identity. That's where we come in! **9Yards Media, Marketing, and Events** is a 360° creative powerhouse of global talents developing future-led, integrated media, marketing and events solutions to grow the region's best brands from a single point-of-contact. We have been serving in Abu Dhabi with over 150 talented professionals under its wing and their collective industry experience of over 200 years, and we have a deep understanding of the culture, language, and consumer habits that make this region unique. We empower the region's brands to break clutter globally. Since 2017, we've crafted and curated the UAE's new age of communications from our state-of-the-art creative production studios and office in the capital city, Abu Dhabi. Quality is just where we begin. And then we go the whole nine yards.



## What makes us exceptional?

### Flexibility sets us apart from the rest.

An agency born, grown, and flourishing in the capital is the obvious choice. We know the ropes of the Abu Dhabi market, and with us, it's smooth sailing!

The unique factor that sets us apart from the rest is flexible working hours. Due to our extensive experience in the market, we know that marketing a brand transcends beyond the normative working hours. Marketing woes don't follow a 9-5, and we are prepared for that! At 9Yards, we understand that building a brand is a never-ending job. Almost like parenting, we acknowledge that the main test begins after you give birth to your child. Hence, we provide a dedicated team who will not only efficiently market your brand but will be an extension of it. We appoint exclusive relationship managers who will provide personalized support to your brand's needs with the help of our in-house industry experts. Quality is just where we begin. And then we go the whole nine yards.



## Sustainability Policy Statement

9Yards Media & Marketing's approach to sustainability is not a seasonal trend or a one-time initiative, but an ongoing process of continuous improvement and innovation. Being the Capital's Agency, we recognize our responsibility to take solid steps toward creating a more sustainable future for our community and the planet at large.

### **Social Sustainability:**

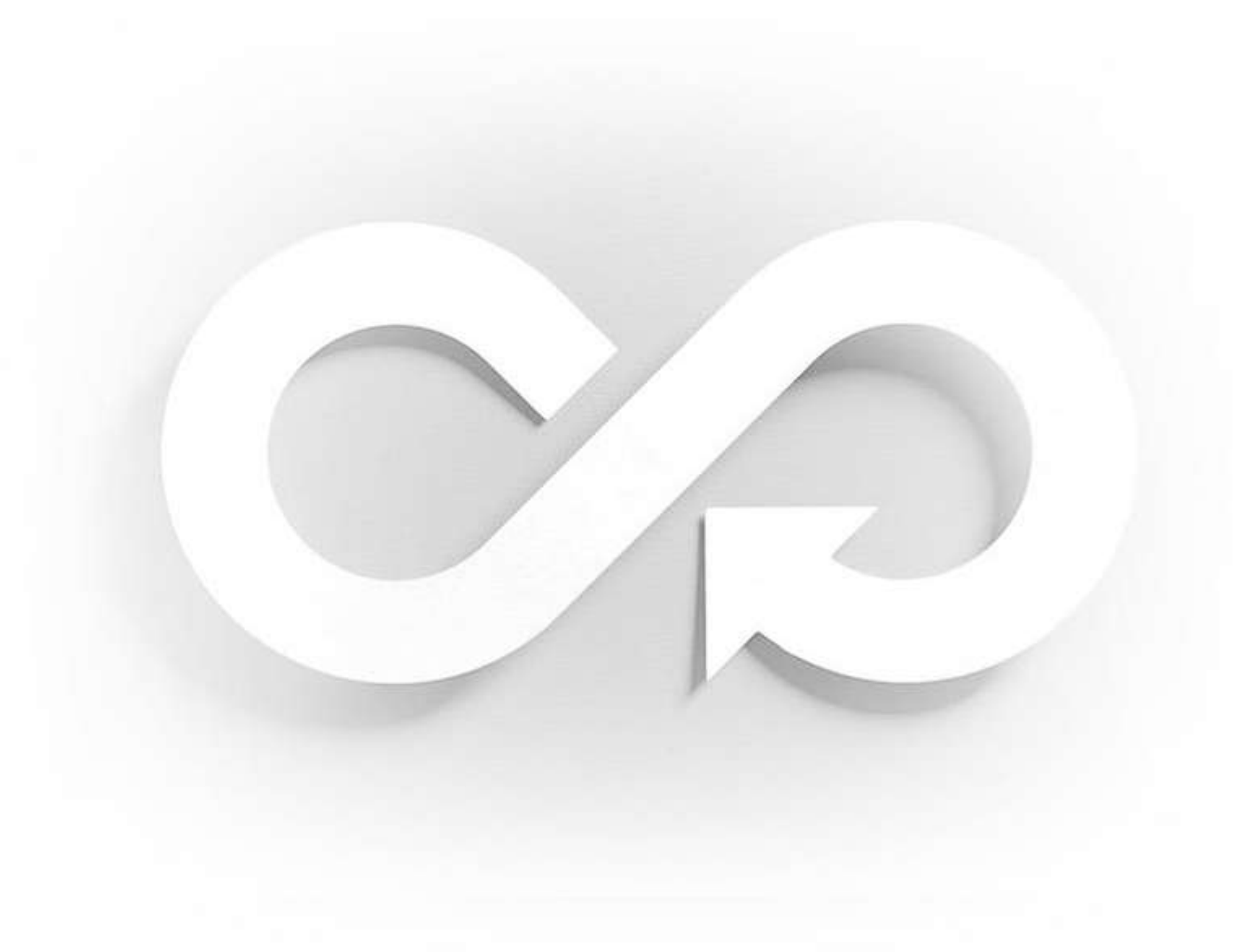
We believe that social sustainability is essential to creating a more just and equitable society. At our agency, we prioritize the well-being and development of our employees, clients, and communities. We provide a safe and inclusive workplace that promotes diversity, equality, and responsible ethics.

### **Economic Sustainability:**

We recognize that economic sustainability is critical to our long-term success as a business and our ability to contribute to society. Hence, we prioritize sustainable procurement policies and responsible sourcing practices that promote ethical and environmentally friendly products and services.

### **Ecological Sustainability:**

We acknowledge the urgent need to address climate change and environmental degradation and are committed to reducing our ecological footprint. We have a strict policy on waste generation and management which eliminated single-use plastic and paper products in our offices and encourage our employees to use reusable containers and utensils.





## FULL 360 INTEGRATION

### CREATIVE



Every brand has a unique and distinct voice. Branding helps in setting that tone and communicate the brand's vision to the world.

### EVENTS



Effective Event Management has one primary ambition: to make the fleeting euphoric moments memorable.

### DIGITAL MEDIA



Digital media is a fast and efficient tool of effective message dissemination of a brand via digital mediums.

### PR & COMMUNICATIONS



A brand's goodwill is its biggest asset. Public Relations helps safeguard that asset, while controlling the brand narrative.

### MEDIA BUYING



Media buying purchases online and offline spaces to ensure that the time, place and audience of your strategies are optimally curated to yield best results.

### VIDEO PRODUCTION



Visual aids elevate every brand's marketing strategy by exponentially, ranging from beautiful photography, videography to animations and much more.



## Brutal Creative Disruption

## METHODOLOGY

### Campaigns are seasonal, brands ensure the test of time.

In order to create unique branding that does in fact stand the test of time, we follow a four-step methodology that is strongly based in research and key branding and design experience.

The first step is Discovery, where we start with an open conversation about the brand and its unique story. The next step is additional research and analysis of similar or competitor brands in the market to gain insights about the market. The next step is Foundation, where the basis of the brand and its strongest markers are laid. The main communication objectives of the brand and its primary platform are decided. This sets the base for the next step - Creation.

Creation involves the design of the brand identity- this includes colors, fonts, look and feel and general theme. The colors chosen are based in color theory and the fonts are chosen to reflect the image the brand wishes to portray.

The next step is Activation, where the identity is taken off its basic form and rendered into real-life application. This steps includes the creation of branding guidelines and mockups of the branding's application in various marketing articles.





SERVICES



Brand Identity

We'll help you set your business apart in any market. From name development to color psychology, design language, logos and beyond.



Brand Guidelines

Consistency is key. We'll help you develop and establish branding rules for your business, across all platforms to lay out your brand voice, messaging, design principles and more in precise detail.



Brand Positioning

Define what you stand for and what makes customers choose your brand every time. We will drill down into what makes your business unique, and find an effective way to showcase those strengths.



Brand Architecture

Define your brand landscape. Let us help define the way brands within your company's portfolio are related to and differentiated from one another and the market.



Brand Strategy

Effective branding strategy is all about matching your capabilities with your customers' expectations and desires. As Marketers, we're always thinking long term



Research

Define your brand landscape. Let us help define the way brands within your company's portfolio are related to and differentiated from, one another and the market.





**Our Practice Rises Above the Digital Chatter**



## METHODOLOGY

### The changing media landscape

With the unwavering advancements in the digital world, interactivity plays a huge role especially when traditional communication methods represented by push marketing have been shifted to pull marketing. Our aim is to cover the bigger spectrum of the media planning and buying chain and to be able to offer the services in other areas as well under one roof, one kitchen and most importantly one brief - from data mining and processing to strategic planning and buying and the in-house integrated services.

### Our planning thinktank

Business planning as a backbone of high-level strategy thinking provides our clients with analytics, econometric modeling, insights and tailor-made research. The aim of business planning is to understand your competition, your business, consumers and their interaction with each media and communicated messages.

### Our modelling

Modelling is the base of our creative ideas. Modelling combines communication in traditional media with new approach based on content delivery to the consumers. Modelling brings together experts across disciplines with a view of full marketing solutions for the client.

### Our synthesis

Our buying department with the extensive area of activities. Covers the whole trading- media buying- both online and offline, investment distribution management, campaign management, evaluation. Synthesis translates communication into actionable plans.





## SERVICES



### Content Creation

At 9Yards, we house a talented team of strategists, writers and designers who collaborate on producing creative and engaging content, that tells your brand's distinctive story, through traditional above-the-line (ATL) channels like TV and billboards.



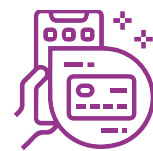
### Social Media Management

We at 9Yards understand that social media is imperative for cementing the digital footprint of your brand. Our team of experts is dedicated to developing and executing social media strategies that drive engagement and increase brand recognition.



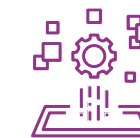
### Media Buying

The other side of successful content creation is targeted and effective content communication. Our plans will help you inch closer to your marketing goals, be it an increase in reach, brand recognition, sales, or a healthy mix of them all.



### Advertising Activations (Online & Offline)

Advertising is a highly visual medium; hence we specialize in creating immersive experiences – both online and offline - that bring your brands to life. Our talented team will help you leave a lasting impression with the target audience.



### Digital and Innovation

Our digital marketing team at 9Yards is dedicated in creating an effective digital footprint for your brand. Our experts usually adopt a data-driven approach to analyze the performance of the digital strategies and succeed in the digital space.



### Digital PR

Our expert PR team elevates your online presence, fosters meaningful connections, and drives measurable growth. With a meticulously crafted, data-driven Digital PR campaigns from 9Yards, your brand takes center stage in the digital arena.





Your Brand, Your Narrative



## METHODOLOGY

Our team of PR and marketing experts come together to create strategic, yet creative communications that render meaningful impact on your business goals.

Our process begins with your brand. We put your story first and focus on the message. We focus our strategy on your story, before stepping into the creative narrative. At this stage, we conduct research into existing messages in the market, in order to brainstorm a new approach. The second step is disruption. We find the balance between your business objectives and cutting-edge creativity to deliver results that are eye-catching, memorable and shareable. We provide hands-on involvement backed by deep expertise on every project, no matter the scale.

Our priority is our clients, and we make sure to navigate them through a rapidly changing PR and marketing landscape. Above all, we believe that People make PR. We continuously invest in our people and place value in creating long-term relationships with our clients.



SERVICES







Transcending the Moments

# METHODOLOGY

At 9Yards our expertise lies in bridging the gap between traditional project management methodologies and event management. We have an internal **5** pillar method, which is the foundation of our approach to event management.

## 1. Initiation

The Initiating Process defines a new project or a phase of an existing project by obtaining authorization to start the project or phase.

## 2. Event Planning

During the planning stage we develop the schedule of the event, detail what it will take to coordinate a successful execution and map out attendee experience and how we keep key stakeholders updated on the planning and execution progress.

## 3. Execution

The Execution Process consists of those steps that you move through until you complete each deliverable leading up to and during the event. This is where our teams combined experience comes into play.

## 4. Monitoring and Control

The Monitoring and Controlling Process are those processes required to track, review and regulate the progress and performance of the project; identify any areas in which changes to the plan are required; and initiate the corresponding changes.

## 5. Closing

The Closing Process consists of those processes performed to finalize all activities across all the Process Groups to formally close the project or phase and report back to the concerned teams.





## SERVICES



### Festivals

Our impeccable festival management service involves seamless coordination of thematic concepts, interactive workshops, roadshows, efficient ticketing and visitor management systems, as well as meticulous traffic management.



### Opening Ceremonies and Product Launches

Launch ceremonies are key in creating a first and lasting impression. From innovative themes development and concept creation, to meticulous VVIP management and protocol services, effective press coverage, we provide it all.



### Exhibitions

For memorable exhibition events, we offer custom stand design with concept development, visitors' engagement strategies, production and logistic services, furniture fit-out, comprehensive permits support and HSE documentation.



### Sports Events

We have extensive experience in managing international football matches and endurance events, efficient manpower coordination, traffic management, crisis response protocols, and insightful guest data capture and analysis.



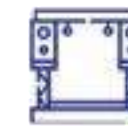
### Summits and Conferences

Under summit management, we offer registration and management delegation, professional translation services, venue management, creative event theme and branding, as well as effective internal and external communications.



### Gala dinners & Award ceremonies

We specialize in the meticulous management of stage design and production, seating plan arrangement, design and production of VIP customized trophies, and exceptional catering services.



### Event Staging, Audio-visual, Lighting & Power

Our comprehensive event staging services include everything from seamless integration of cutting-edge audio and visual systems, lighting system design, to immersive LED screens, 3D mapping and dynamic lasers.



### Activations

Activations are crucial to create a unique brand experience that resonates with the target audience. From conceptualizing innovative ideas to coordinating logistics, staffing, and seamless on-site management, we ensure that every activation is a success.





Bringing Vision to Life



## METHODOLOGY

We take every single job very seriously. There is no task too small, too big, or too difficult for us. We always put all our efforts into making the best of every task given to us and ensure they are executed to perfection.

Every new project presents a unique opportunity to develop new ideas, concepts, and different visions. We believe in always putting our best foot forward to ensure the smoothest production process that happens at the right place and the right time.

After the production phase is completed, each project enters the post-production phase. This is the perfect moment to put the magic finishing touches on your work to create impressive results.

It is at this stage that our expert editors, audio and music specialists, and graphic artists come together to create clutter-breaking work, that our clients will cherish forever.





## SERVICES



### Advertising Films

Our team can help you effectively create creative, engaging video and still commercials that stand out in a saturated market.



### Event Coverage

Our experienced team will ensure every important moment of your event is captured and presented well, without ever disrupting it.



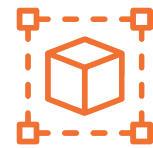
### Promotional Videos

Bring your brand story to life with powerful and unique visuals that represent the essence of the brand.



### Drone Filming

Need a bird's eye view? Our state-of-the-art drone filming brings you the big picture of your subject. Great for events, travel videos and for capturing your best moments.



### Animations: 2D & 3D

Create attractive and visually-rich animated assets by some of the region's foremost animators. From corporate videos to promotional content, we excel at a variety of styles and techniques to suit your brand.



### Social Media Videos

Social media moves at a fast pace but we're capable of staying ahead of the wave. Create viral videos for a range of formats with ease.



### Educational Videos

Video is a great learning tool. We'll help you create stellar educational videos that inspire and teach without ever being boring.



### VR Filming

The future is here and it's virtual. As media professionals, we find ourselves at the forefront of change and filming in Virtual Reality is among our specialties.

**OUR DEDICATED**  
**100+ IN-HOUSE TEAM**













## Our Clients



المجلس التنفيذي  
EXECUTIVE COUNCIL



وَزَارَةُ شُؤُونِ الرَّئَاسَةِ  
Ministry of Presidential Affairs



دائرة القضاء  
JUDICIAL DEPARTMENT



وزارة الداخلية  
MINISTRY OF INTERIOR



مركز الأنظمة الإلكترونية والمعلوماتية  
SYSTEMS & INFORMATION CENTER



دائرة النقل  
DEPARTMENT OF TRANSPORT



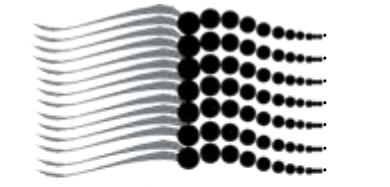
دائرة التنمية الاقتصادية  
DEPARTMENT OF ECONOMIC DEVELOPMENT



هيئة الصحة  
HEALTH AUTHORITY



دائرة التعليم والمعرفة  
DEPARTMENT OF EDUCATION  
AND KNOWLEDGE



الأرشيف الوطني  
NATIONAL ARCHIVES

مكتب  
أبوظبي  
للمقيمين



ABU DHABI  
RESIDENTS  
OFFICE



هيئة أبوظبي للإسكان  
ABU DHABI HOUSING AUTHORITY



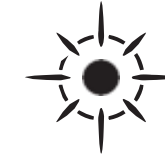
Abu Dhabi  
Sports Council  
مجلس أبوظبي الرياضي



جائزة فاطمة بنت مبارك  
لرياضة المرأة  
FATIMA BINT MUBARAK  
WOMEN SPORTS AWARD



أدنوك  
ADNOC



موانئ أبوظبي  
ABU DHABI PORTS



شركة أبوظبي للخدمات الصحية  
Abo Dhabi Health Services Co



مجلس أبوظبي للتعليم  
Abu Dhabi Education Council  
التعليم أولاً Education First



صندوق التكافل الاجتماعي  
للعاملين بوزارة الداخلية  
SOCIAL SECURITY FUND  
MINISTRY OF INTERIOR



مهرجان  
الشيخ زايد  
SHEIKH ZAYED FESTIVAL



صندوق خليفة لتطوير المشاريع  
Khalifa Fund for Enterprise Development



مركز أبوظبي الوطني للمعارض  
Abu Dhabi National Exhibition Centre

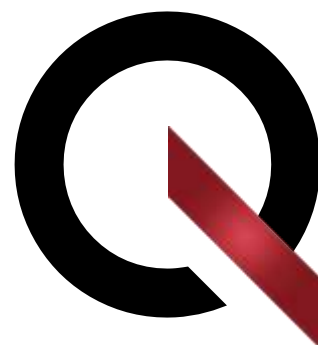
صندوق أبوظبي للتقاعد  
Abu Dhabi Pension Fund



مؤسسة الإمارات  
EMIRATES FOUNDATION



نعمة ne'ma



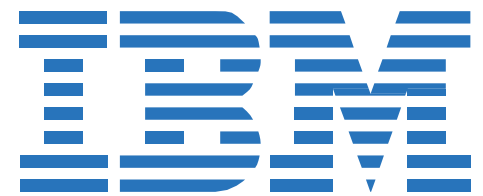












## Our Locations



**UAE**



**EGYPT**



**UK**

December 2023



Headquarter





**9Yards The Capital's Agency**



**THANK YOU**