



MEDIA AXIS
MEDIA BUYING UNIT



Media Axis Credentials

OUTLINE



- ❑ Who We Are
- ❑ Our Vision
- ❑ Our Role
- ❑ Our Services / Working Process
- ❑ Our Clients

WHO WE ARE



- ❑ After 22 years of experience in the advertising industry and part of the top 10 advertising agencies in Lebanon such as DDB, BBDO and EURO RSCG, Media Axis was created...
- ❑ Media Axis is a media buying unit with the aim of providing the best communication services by allocating the most appropriate advertising tools and media vehicles.

WHO WE ARE



- ❑ Media Axis gathers a team of experts in the field mainly in Media and Client servicing.
- ❑ Excellent personal contacts.
- ❑ Strong relationship with the media.
- ❑ Solid sense of teamwork.

WHO WE ARE



Our People:

- ❑ A dedicated team with one objective: to provide insights that lead to a full integrated communication plan.

Our Values:

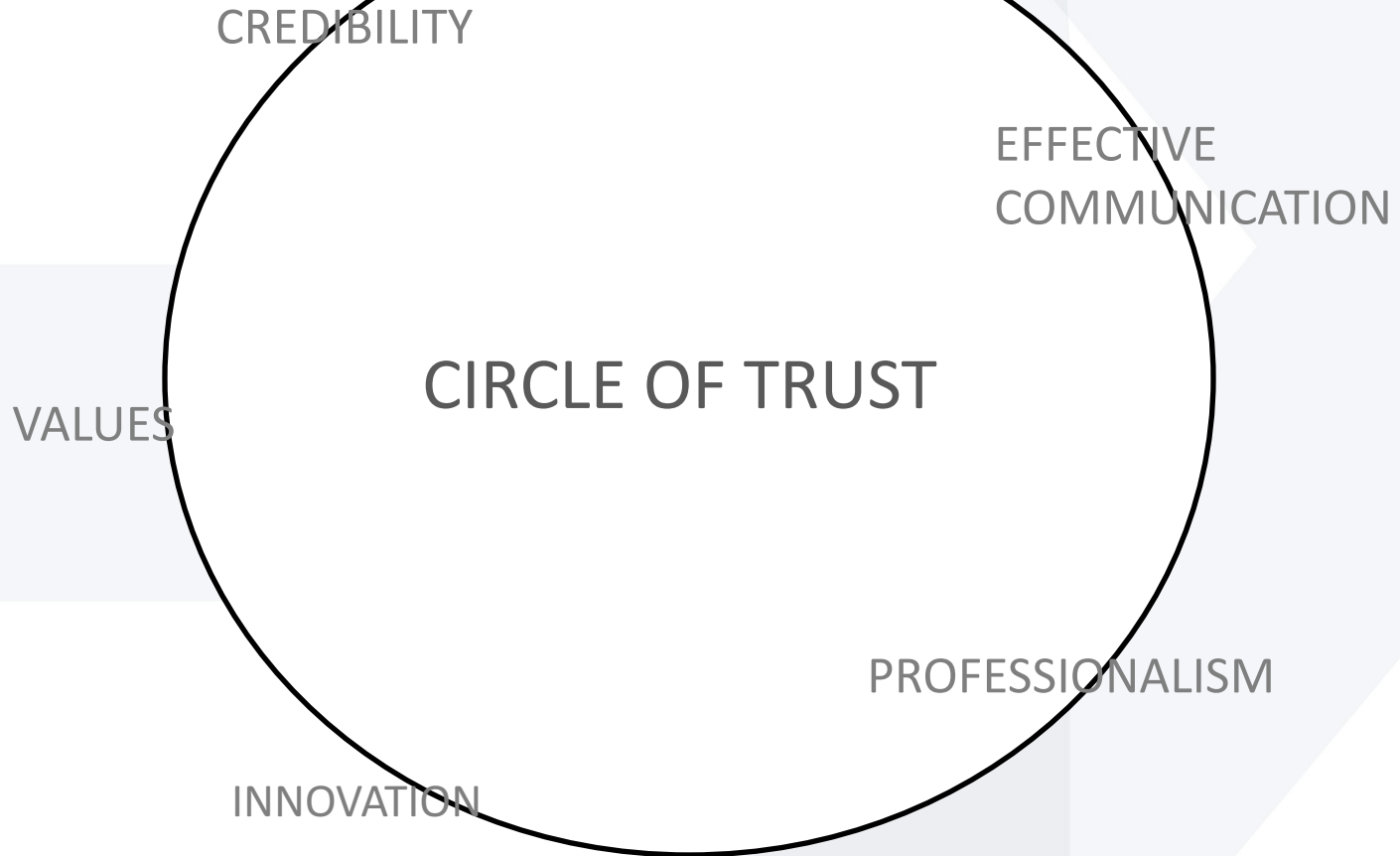
- ❑ Rising to the challenge
- ❑ Professionalism
- ❑ Innovation
- ❑ Brand Building
- ❑ Effective Communication



Our Experience:

- ❑ Extended experience in the MENA region in terms of market indicators and evolving media patterns, media leverage and exceptional negotiations.
- ❑ With local and regional media partnerships, we deliver excellent media rates, quick response, efficiency and delivery.

OUR VISION



OUR ROLE

- ❑ We believe in building strong relationships with our clients and their brands, the kind that inspire and create true valuable emotional connections.
- ❑ Through a blend of insights and research, we develop the best communication plan in order to create brand awareness and a solid image.



OUR SERVICES / WORKING PROCESS



Our Services:

- ☐ Media Recommendations
- ☐ Media Planning and Booking
- ☐ Creative Media Buy executions
- ☐ Media Research and Analysis (Pre and Post-Analysis)
- ☐ Social Media Engagement
- ☐ Competitive Activity Reporting



Business
Services

Working Process:

- ❑ Understanding the brand and objectives
- ❑ Defining the category / market
- ❑ Analyzing the target consumers / insights
- ❑ Developing and implementing the communication plan

OUR SERVICES / WORKING PROCESS



Our business tools are designed to dig deeply into consumers insights and brand categories in order to provide our clients with the right planning and perfect suggested budget allocation.



Tools:



- ❑ **STATEX, Ad View** and alerts from IPSOS STAT, monitoring data, covering TV, print, radio and outdoor.

- ❑ **NRS** (National Readership Survey).

The study covers the publication areas of the media (dailies, weeklies, monthlies, ...etc), and evaluate the press campaign by providing the readership percentage and profile by category.

- ❑ **BES Study**, The Business Elite Study which helps us indicate the percentage of business people across the target market and determine their main interests in terms of media.
- ❑ **Radiometry**, is conducted in 5 countries, KSA, UAE, Lebanon, Egypt and Kuwait. The research tracks Radio Listening Habits among mass population in these countries and is conducted using the Telephone Interview Approach.

❑ **Telemetry**, is one of the largest research studies conducted by Ipsos MediaCT to track viewership of television in Lebanon and the region. Telemetry provides a quarterly update on the viewership patterns and provides a continuous monthly update.

❑ **On-line research** is the latest venture of Ipsos MediaCT to monitor the internet consumption and to track the consumption of internet and surfing habits of individuals.

OUR SERVICES / WORKING PROCESS



Media research in the region



- Marketing research solutions across the Middle East and selected North African countries.
- Online monitoring data covering KSA and UAE.
- Measures internet usage and online habits; creates user segmentation across the Middle East.

OUR CLIENTS



❑ Building strong relationships:

Media Axis insures communication and media services in Lebanon and the MENA region.

for multinational as well as local corporations, catering to various industries from electronics to consumer goods, automotive, banking and fashion ...etc.



OUR CLIENTS



RENAULT

SAMSUNG



Canon



Spinneys



INJAZ
HOLDING





CHOPSTICKS
FRESH CHINESE CUISINE



SMINT®
& GUM
Freshness explosion



Gerlinéa
mincir comme je veux



ABEDTAHAN
since 1930

TIFFANY & Co.



Thank you for your trust !

...and
we would love an opportunity to
Activate your Target!



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