

Sky Advertising Profile



About Sky Advertising

Simply, 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). We are further glad to be an affiliated member and exclusive representative of Asda'a; one of the largest public relations companies in the region. Moreover, 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.

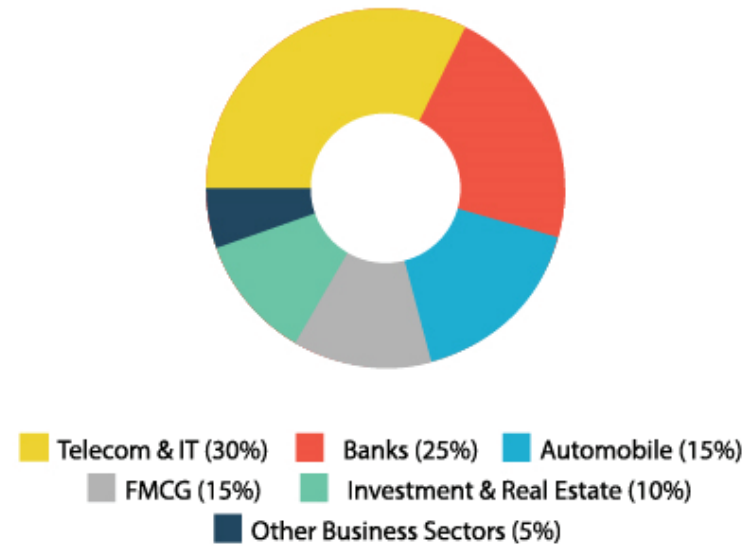


Happy Clients



😊 Profit organization 😊 Non- Profit organization
😊 Governmental Organizations

Sectors we serve



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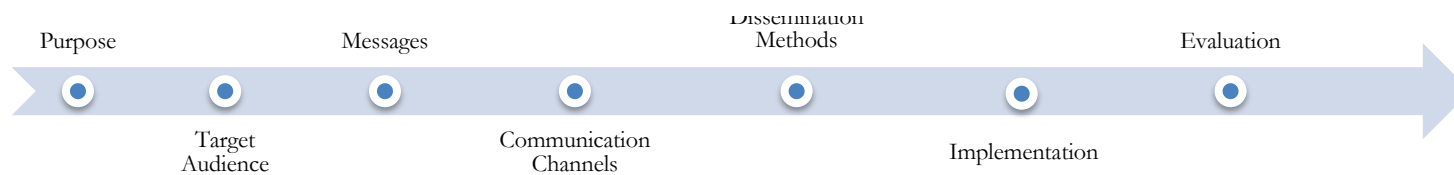
At Sky Advertising, five generic services are provided:

- Research and Concept Development
- Planning and Strategy Development
- Brand Development, Merchandizing and Identity Management
- Coordination and Execution
- Monitoring and Evaluation.

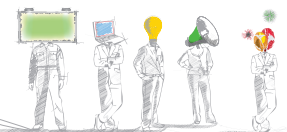
Sky's Working Methodology

When organizing marketing campaigns, Sky follows a structured strategy, making sure all activities are being carried out as requested and approved by client. Organizing all logistical matters, booking the appropriate venues and media channels, and setting up the necessary visibility materials will all result in successful execution of these activities.

The following chart demonstrates the steps we go through to develop successful strategies:



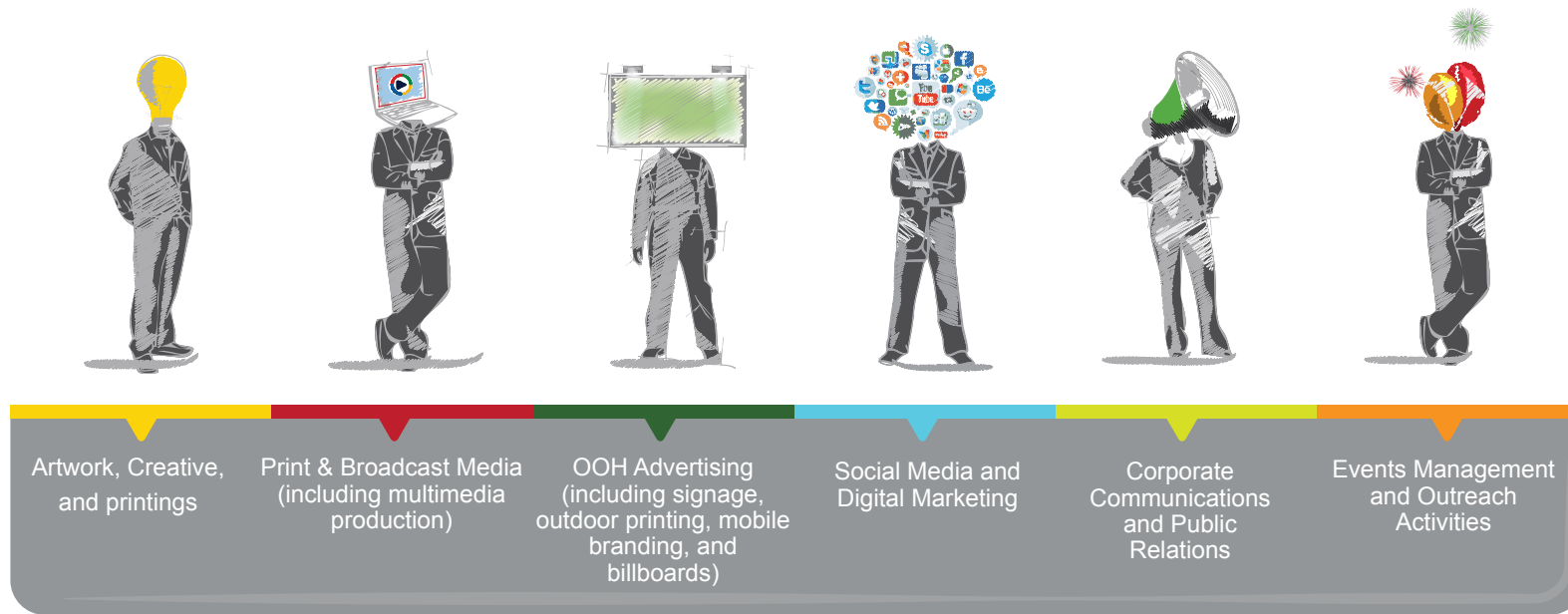
- **Purpose:** Why are we setting this campaign?
- **Target audience:** Who do we want to reach?
- **Messages:** What do we want to communicate?
- **Communication Channels:** How do we want to communicate the messages and reach our audience?
- **Dissemination Methods:** What should we do in order to use those channels?
- **Implementation of action plan:** Design messages and distribute them to the target audience
- **Evaluation:** Did we reach our desired outcome?
- **Adjust** plans if necessary.



As part of our approach, Sky Advertising implements a rigorous evaluation methodology to assess the effectiveness of our media campaigns and communication strategies. We focus on key performance indicators (KPIs) such as levels of awareness, audience engagement, positive media coverage, and market penetration. By monitoring the reach and visibility of our billboard and LED screen campaigns, evaluating engagement with our video content, and tracking media coverage and public sentiment, we ensure our messaging resonates with the target audience and achieves the desired impact. This continuous evaluation allows us to refine our strategies, optimize campaign effectiveness, and deliver exceptional results for our clients.

These services are subtly implemented by each of our specialized departments.

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Creative Design

Our professional graphic design artists are ready to deploy the latest in design techniques and technologies to provide high-concept artwork for your needs. We've been professionally creating graphic, interior, flash and animation designs for years.



Print and 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 targeted SMS messages. A well-seasoned staff of media advertising professionals will design your media plan, buy your media space and monitor your media activity.



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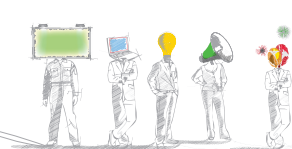
Digital and Social Media

Sky Advertising offers a wide range of social media and inbound marketing services based on client needs and market assessment. These services are expertly 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 the various channels of social media in designing customized campaigns.



Outdoor and Ambient media

That's us you watch day and night installing billboards, Mupis and signs. It's our outdoor team that you may find painting the streets, decorating parks and prettifying public places to keep your brand prominent and visible at all times. Our outdoor services range from billboard advertising and ambient media to mobile branding. The team works hand-in-hand with our Events Management Department to handle logistics and install branding material. Our signs include digital LED screens, uni-poles, T-poles, tri-vision, Mupis, wall units and indoor signs.



Public Relation

We're a keen and prolific team of content writers who help you establish and promote a positive image of your business or organization. At this department, content is collated, drafted, audited, published and monitored. We seek to introduce your brand and maintain its integrity, message and exposure. We are experienced in content writing, copywriting, photography, video interviews and script and storyboard development.

PR services that Sky provides (including but not limited to):

- Preparing, writing and publishing press releases and media materials accompanying the promotional campaigns as needed.
- Preparing the PR communication strategy and the annual plan.
- Managing all media relations, including increasing media appearances for the targeted products, and coordinating radio and TV interviews and video reports.
- Propose and implement various activities and events targeting many media platforms.
- Submit suggestions for activating and implementing programs related to social responsibility as another advantage over competitors in this field.
- Media coverage for all main activities.
- Preparing a report to monitor competitors or related campaigns periodically, or whenever required, with recommendations and advices.
- Contribute to developing content for promotional campaigns and social media platforms.
- Provide any consultations and suggestions throughout the period, follow-up campaigns, monitor and evaluate interaction at the media level.

Event Management

The Sky team provides exciting and innovative event management for clients seeking to promote their unique brands, ideas or activities. We conduct all arrangements and logistics related to exhibitions, conferences, ceremonies, seminars, workshops, receptions, consumer engagement, and public awareness activities.

Our event management consultancy services cover concept creation, attendee 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, which enables us to provide you with the best quality at the lowest cost available.



SKY PORTFOLIO











