

All great ideas begin as a doodle!

DODLE

Company Profile



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## About Us

Founded in 2009, Doodle is a digital marketing, customer engagement and loyalty solutions provider. We have built a reputation for great work and exceptional service with our clients, associates and partners.

# What We Doo



## LOYALTY

Brand Partnerships |  
Trainings | Content  
Management |  
Marketing  
Communications



## DIGITAL MARKETING

Lead Generation  
Campaigns |  
Performance Marketing  
| SEO/SEM  
| Social Media  
Management



## DEVELOPMENT & TECHNOLOGY

Loyalty App  
Development, &  
Integration | Web & App  
Development | E-  
Commerce Platforms



## B2B EVENTS

Road shows |  
Business Matchmaking  
Events

## How We Doo It

## Our Mission

To contribute to the growth and success of our clients by developing a full range of innovative and effective marketing solutions tailored to their needs.



## Our Core Values

Creativity  
Curiosity  
Competency  
Fun  
Happiness  
Honesty  
Loyalty  
Openness  
Optimism  
Growth

# Our Clients



Diversified  
portfolio across  
many sectors and  
countries

Known for our  
expertise in Loyalty  
& Customer  
engagement

Etisalat channel  
partner for Smiles  
and Swyp  
programs





USA  
TRIANA  
THE TRIANA GROUP, INC.

Europe  
tmi  
FIPRA  
Professional Public Affairs  
in more than  
50 countries  
ebn  
innovation network  
Retis  
Innovation in Retail  
THE EU TRAINING BUSINESS COUNCIL  
www.eutbc.eu

Russia  
The Moscow Times  
IMGR  
International Marketing  
Government Relations  
Russo-British  
Councils of Commerce

India  
MAXDIGI  
SOLUTIONS

China  
Triumph Asia  
The people network

# Our Global Network of Associates

**Only our Clients'  
results matter!**

**To Doo list**

# ☆☆☆ Loyalty Program Management

**Smiles** is a unique customer engagement platform offering a range of exciting deals and discounts to everyone in UAE.

As an exclusive channel partner, we manage a portfolio global & local brands, content management and drive multi-channel marketing campaigns to boost app downloads, transactions, subscriptions and customer engagement.



**3 Million+**  
*app users*



**80 Million+**  
*purchases*



**7,000+**  
*outlets*



**3,500+**  
*partners*



**4.4 – 4.6**  
*app rating*



**250,000+**  
*daily users*

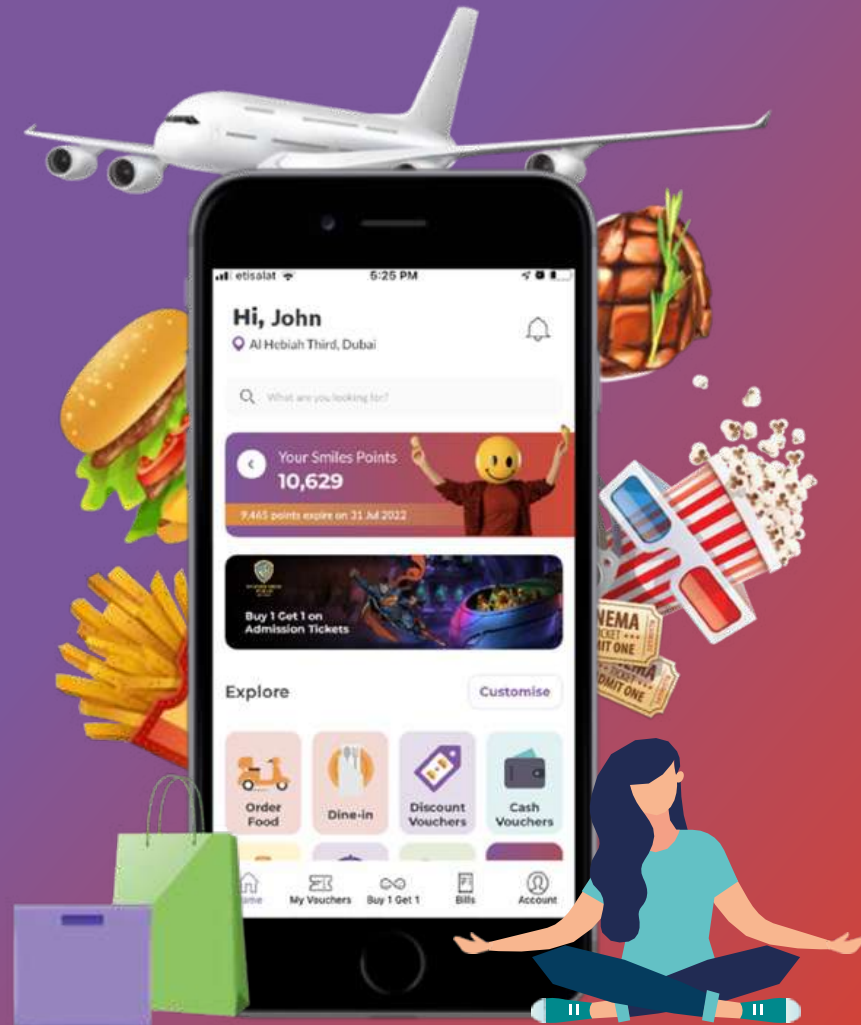


**1.3 Billion+**  
*AED in savings*



**1 Million+**  
*social sharing*

In 5 years, we have seen a strong uptake. high customer satisfaction & engagement.



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# Brand Partnerships

**1000+**  
Merchant Partners

**4000+**  
Outlets





# Loyalty Program Management

## Smiles by Etisalat - Marcom

### Push Notifications



### App Banners



### Emailers





# Customer Engagement Initiatives

Treasure chest offers are a fun way to improve the customer experience and reward users. Doodle manages Smiles Birthday Program involved in delighting users with personalised greetings and customised gifts on their birthday.

## Treasure Chest

**smiles**

Play the Treasure Chest game for a chance to win a complimentary 1-night stay in a 2 Bedroom Apartment

**holidayme**

Visit the Smiles app every day and play the Treasure Chest game to Win a Trip for 2 to Armenia from holidayme.com

**RETAIL ABU DHABI**

Play the Treasure Chest game every day for the chance to Win a Luxury Watch worth AED 32,000!

**Everyone wins with Smiles!**

Visit the Smiles app every day and play the Treasure Chest game to win Buy 1 Get 1 offers, Cashback deals, Smiles points & more.

Keep playing for a chance to win the big treasure from Ruda Amwal Suites!

Complimentary 1 night stay in a 2 Bedroom Apartment

With 100+ prizes available, the odds are in your favour!

**Partners:** Ruda Amwal Suites, DineBest, Al Jazeera, and others.

Visit the app now

Privacy Policy - Terms & Conditions - Unsubscribe

This email was sent to you as you are an existing smiles customer

© 2020 smiles. All Rights Reserved

## Birthday Program

**smiles**

**Etisalat Birthday Surprise!**

Delight loyal customers on their birthday with a personalized greeting and surprise gift.

Customer clicks on the birthday notification

Birthday gifts page opens in the app

Customer chooses their gift selection

Customer receives within 7 days to claim the gift

**Etisalat Birthday Surprise!**

Delight loyal customers on their birthday with a personalized greeting and surprise gift.

Birthday promotions lead to:

- 481% Transaction rates
- 342% Revenue
- 179% Click rates

All customers receive a personalized birthday notification and an exciting selection of gifts to choose from:

**Value Proposition**

- Boost your brand awareness by reaching 2.5+ mil new customers
- Win the hearts of all types of customers, from Emiratis to Expats
- Create sell your brand to qualified loyalty customers with high spending potential

What do we want from you?

Give us the best birthday offer your brand can provide. It should stand out from existing offers, to make customers feel special.

Leave this red to us!

**HAPPY BIRTHDAY RAJESH**

It's your special day, and we want to be part of your birthday celebrations! Celebrate your happy day with special birthday gifts from Smiles. Choose from a range of gifts that you'll enjoy the most! Best wishes from us, to you!

**PICK YOUR OWN GIFT!**

Just choose up to 5 gifts you'll enjoy the most.

**Gifts:** LA MARIELLA Buy 1 get 1 on all Menu Items, EMIRATES Buy 1 get 1 on Main Course, DINEBEST Buy 1 get 1 on Main Course, AL MARIELLA Buy 1 get 1 on Main Course, PEARL COAST Buy 1 get 1 on Breakfast.



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**swyp**

Swyp is a mobile app dedicated to millennials providing heaps of social data, discount vouchers, unlimited free WiFi at the places they hang out.

We negotiate and manage offers to enrich the perks section of the program.





## Mauritius Tourism

As the Digital Marketing Partner of Mauritius Tourism in the UAE, we develop and manage multiple campaigns across the UAE to promote the destination and increase bookings to Mauritius.







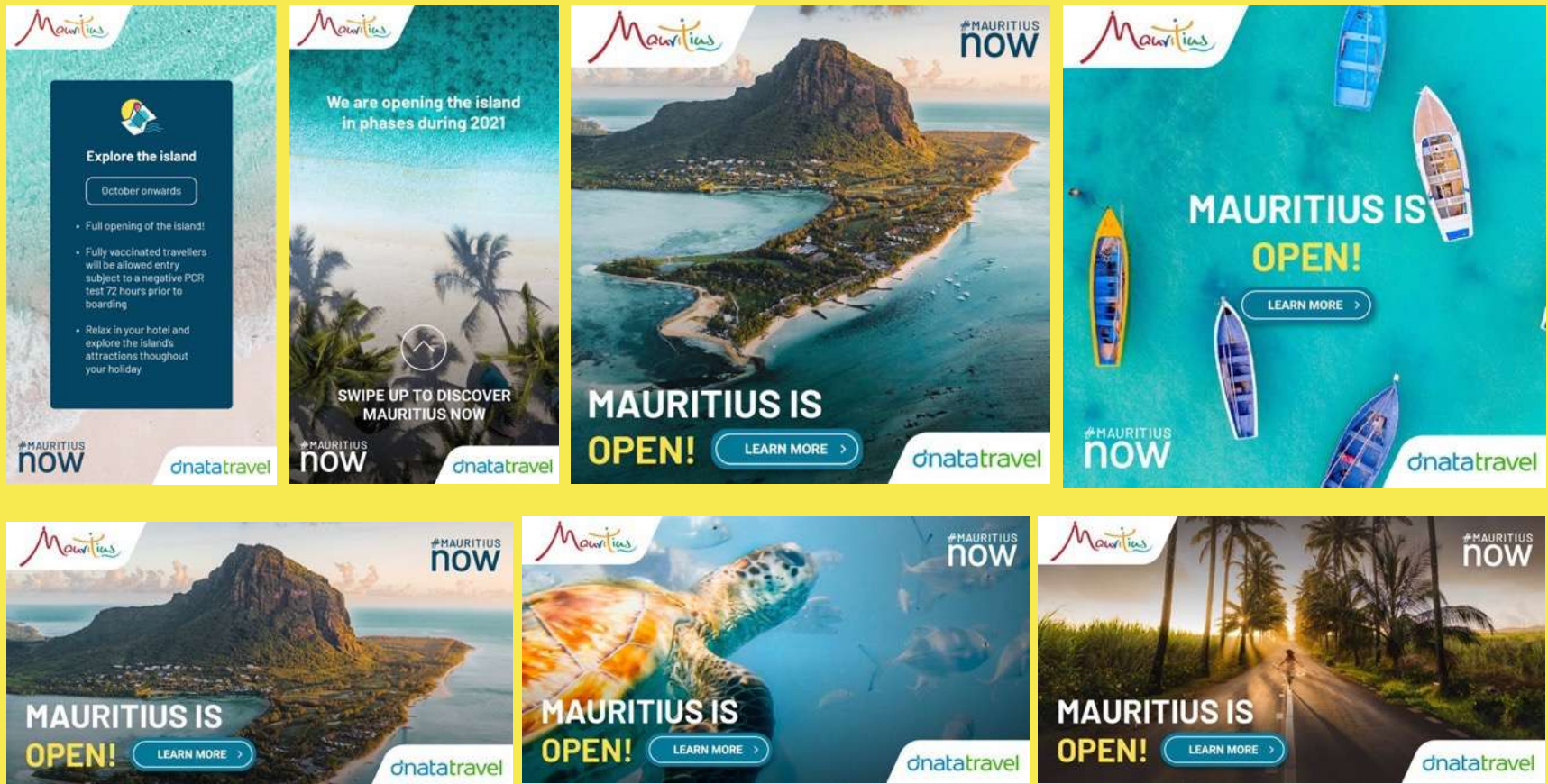
## Mauritius | Smiles | Emirates Holidays Co-branded Campaign





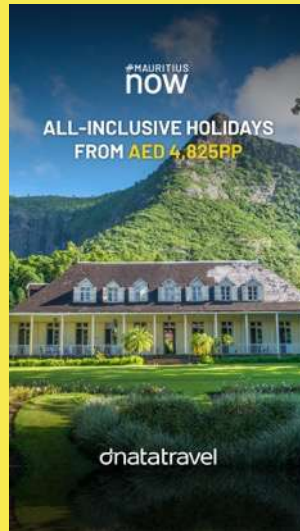


## Mauritius | dnata Travel Co-branded Campaign





## Mauritius | dnata Travel Co-branded Campaign







# Mauritius

## Mauritius Tourism

Doodle conceptualized and created a comprehensive brochure to showcase the best of Mauritius as a tourism destination to Expo 2020 Dubai visitors.





## Mauritius Tourism

We created a microsite for Mauritius showcasing exclusive offers from hotels in Mauritius for Expo 2020 Dubai visitors.

<http://www.traveltomauritius.net/>





# Performance Marketing & Lead Generation

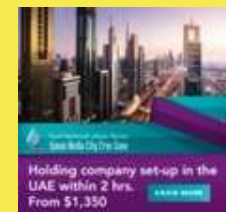
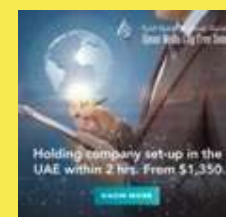


مدينة عجمان الإعلامية الحرة  
Ajman Media City Free Zone

## Ajman Media City Free Zone

Ajman Media City Free Zone is the latest free zone company formation offering in the United Arab Emirates.

Doodle manages performance marketing campaigns for Ajman Media City Free Zone across multiple countries in different languages (English/Arabic/Russian)



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# Social Media Management



مدينة عجمان الإعلامية الحرة  
Ajman Media City Free Zone

## Ajman Media City Free Zone

Doodle managed their Facebook, Instagram, Twitter, LinkedIn, Snapchat, Google My Business and YouTube Channels. We designed interactive content while running lead generation campaigns to build their brand image.



### Top Tweet earned 238 impressions

Ajman Media City is the newest media free zone in the United Arab Emirates that has elaborated marketing plans to establish an environment that stimulates creativity and innovation  
Ajman Media City Free Zone. Your Gateway to success  
#AMCFZ #Ajman #UAE  
#ajman\_media\_city\_free\_zone  
pic.twitter.com/a2zyflyb9



### Top media Tweet earned 224 impressions

Ajman Media City Free Zone is the latest free zone offering in the United Arab Emirates, in the city of Ajman. It has been formed with an aspiration to create a dependable, harmonious and a professional environment for businesses and individuals alike  
#ajman\_media\_city\_free\_zone  
pic.twitter.com/9MG2YSPT50



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## Video Production



مدينة عجمان الإعلامية الحرة  
Ajman Media City Free Zone

## Ajman Media City Free Zone

Doodle conceptualized and produced promotional videos to market Ajman Media City Free Zone's business packages.



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# Ajman Media City Free Zone

B2B Global Investor Events & Business  
Matchmaking (India)



مدينة عجمان الإعلامية الحرة  
Ajman Media City Free Zone

## Results Delivered

- **250+** Companies Opened
- **45+** B2B representative agreements signed
- Achieved **5x ROI** from company registrations





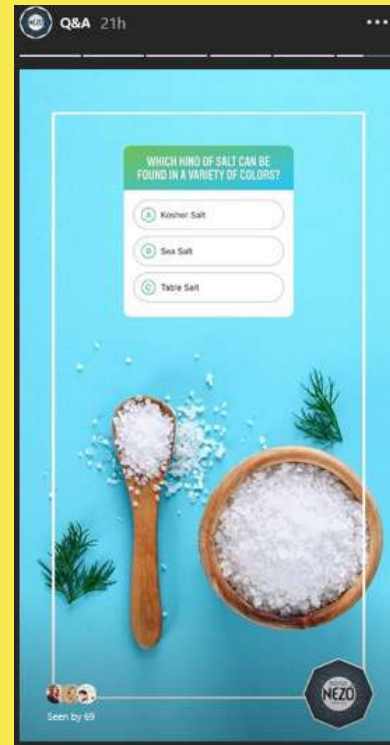
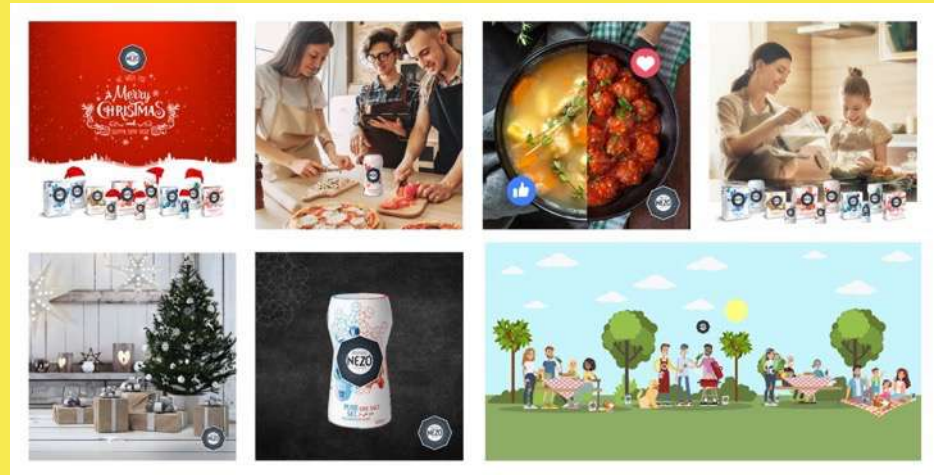
## Social Media Management



## NEZO Salt

NEZO is the leading salt brand in the GCC.

Doodle managed their Facebook and Instagram accounts, creating engaging content to enforce their brand image.





## Branding



## Ofisi

Doodle created the logo and brand guidelines for Ofisi; a modern workspace and network building company based in Africa.







# Digital Marketing



رؤية جديدة / للتأمين  
redefining / insurance

## AXA Gulf

AXA Gulf is the largest insurer in the GCC region. It offers a wide range of insurance products and services for corporations, SMEs and individual customers.

We adapted and executed several online display collaterals to drive traffic.

Flight delayed?

Get covered for any travel inconvenience with AXA

Travel insurance starting from 2 AED/day  
Buy now!  
T&Cs apply.

Lost Luggage?

Get covered for any travel inconvenience with AXA

Travel insurance starting from 2 AED/day  
Buy now!  
T&Cs apply.

LOOKING TO BUY

CAR INSURANCE?

PAY ONLINE & GET 10% OFF!

BUY NOW  
or search for AXA Online  
T&C apply



## Bank Muscat

Bank Muscat is the leading financial services provider in Oman with a strong presence in Corporate Banking, Retail Banking, Investment Banking, Islamic Banking, Treasury, Private Banking and Asset Management.

Doodle promoted their FIFA World Cup campaign to generate awareness and leads.







## Social Media Management



United Arab Emirates

## Prime Minister's Office of Dubai

Doodle was assigned to create a unique and engaging internal social media campaign for the Prime Minister's office.



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# Performance Marketing & Lead Generation

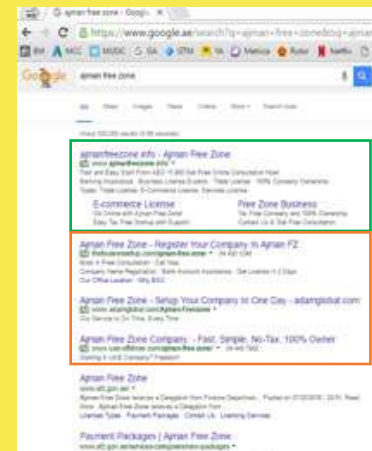
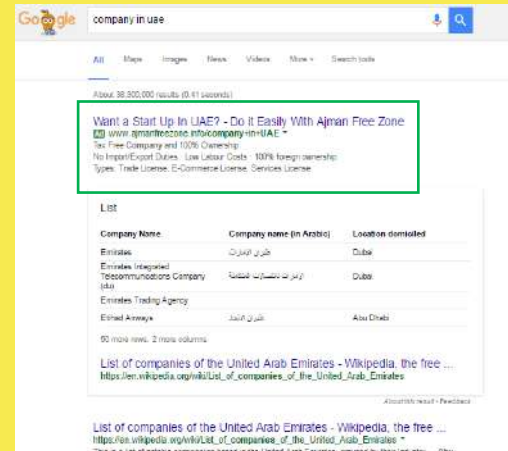


منطقة عجمان الحرة  
AJMAN FREE ZONE

## Ajman Free Zone

Doodle ran lead generation campaigns for company formation offering by Ajman Free Zone.

These campaigns ran across multiple countries in different languages (English/Arabic/Russian/Chinese)



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## Ajman Free Zone

B2B Global Investor Events & Business Matchmaking  
(Russia/Kazakhstan/Ukraine/Brussels/Cyprus/India)



منطقة عجمان الحرة  
AJMAN FREE ZONE





# Performance Marketing & Lead Generation



—  
**IIA**

The Institute of Internal Auditors (IIA) is the most widely recognized advocate and educator, as well as a provider of standards, guidance, and certifications for the internal audit profession.

Doodle generated qualified leads to register for their 2018 conference in Dubai.



The Institute of Internal Auditors

Under the Patronage of H.H. Sheikh Mohammed bin Rashid Al Maktoum, Dubai will host the Institute of Internal Auditors (IIA) Conference for an historic first time in the MENA Region. Themed as 'Connecting The World Through Innovation'....see more



**The 2018 IIA International Conference**  
Dubai, UAE | 6-9 May 2018  
Connecting the World through Innovation

**Join the greatest training and networking event in the auditing profession!**



The Institute of Internal Auditors

Like Page

Under the Patronage of H.H. Sheikh Mohammed bin Rashid Al Maktoum, Dubai will host the Institute of Internal Auditors (IIA) Conference for an historic first time in the MENA Region. Themed as 'Connecting The World Through Innovation', more than 100 leaders and pioneers from the international world of internal auditing will take part in a dynamic 3 day combination of conferences and educational streams, workshops and networking events. The IIA conference is expected to attract 2500+ global delegates.

IIA Pre-Conference Workshop May 6th - Full conference May 7th - 9th, Dubai World Trade Centre, Dubai, UAE. Register now for the opportunity to accrue 18 CPÉs.



**The 2018 IIA International Conference**  
Dubai, UAE | 6-9 May 2018  
Connecting the World through Innovation

**Join the greatest training and networking event in the auditing profession!**

Apply Now

12

562 Comments 311 Shares

Like Comment Share

DODLE





# Performance Marketing & Lead Generation



**FILL IN YOUR DETAILS**

First Name

Last Name

Your Email

Your Telephone +905 0000 00000

Select Business Activity

What type of company would you like to set up?

**CALL ME NOW!**

NO UAE NATIONAL SPONSOR REQUIRED

**RESIDENCE VISA FOR YOU & YOUR FAMILY**

**CLICK HERE FOR LIVE CHAT**



## Virtuzone

Doodle generated leads for company set up offering from Virtuzone.



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## Results Delivered

- Delivered **105%** of lead KPIs (average of 473 leads/month)
- KPIs exceeded regional benchmarks, CTR: 2.46% vs 2% Regional Benchmark
- Ranked **1<sup>st</sup>** position in Google Search for Brand and Generic keywords and covered 95% of all related searches
- Ads reached more than **6.7 Million** times







## Emirates NBD

Emirates NBD focuses on strengthening relations with customers and employees.

Doodle worked on the development of a comprehensive CSR program through internal events and impactful marketing collaterals.



Passion for RACING

**Truth:** It's a sport that celebrates pedigree and passion

**Reality:** Success comes to those who take the lead

There's nothing like this in the world. Impeccable pedigree. Heart-stopping action. Unmatched prize money. Iconic fashion. And above all, the extraordinary passion for horseracing and winning. Priority Banking from Emirates NBD is proud to be associated with Dubai World Cup 2012 – the richest, most successful racing event in the world.

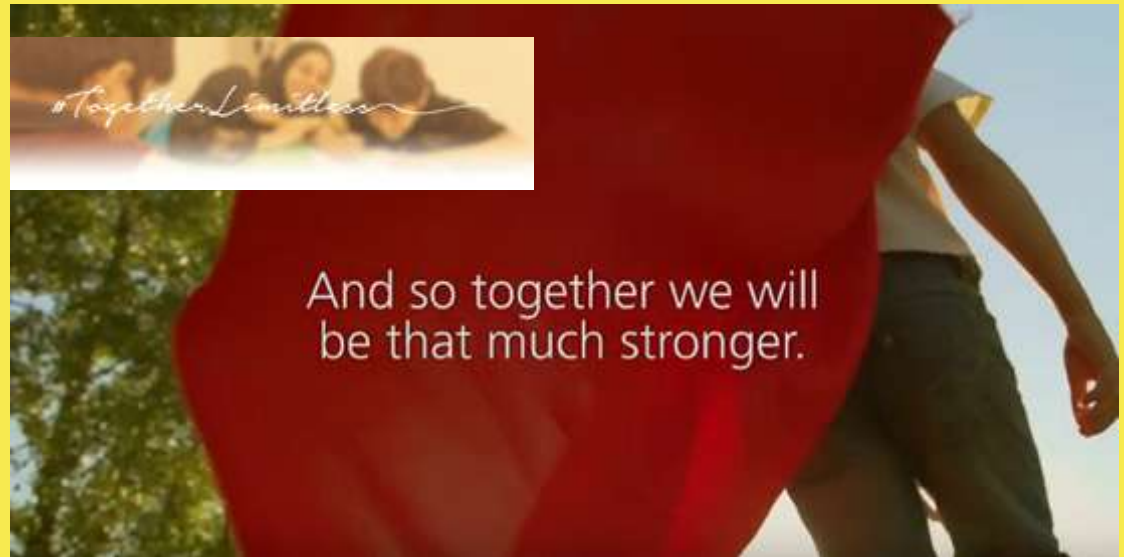
For details, visit [www.emiratesnbd.com/en/sponsorshipandevents/dubaiWorldCup.cfm](http://www.emiratesnbd.com/en/sponsorshipandevents/dubaiWorldCup.cfm)  
SMS "DWC" to 4452

PRIORITY BANKING from  Emirates NBD



## Emirates NBD

Doodle adapted the visual identity across multiple offline and online channels to promote Emirates NBD's CSR policy.





# Branding



## Emirates Islamic

Doodle adapted the visual identity across multiple offline and online channels to create the visual identity of Emirates Islamic - one of the most iconic Islamic Financing institutions in the GCC region.

Before



After



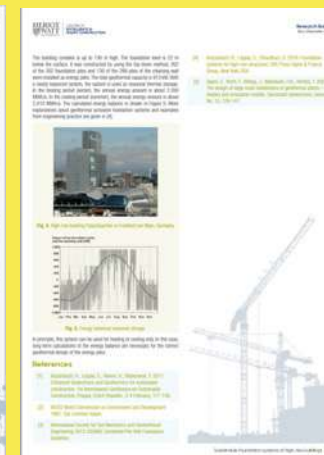
DODLE



# Heriot Watt University

Doodle created an interactive research bulletin template used for current and future research bulletin for Heriot Watt University's Centre of Excellence in Smart Construction.

Research Bulletin:  
<https://bit.ly/3LBZXGK>





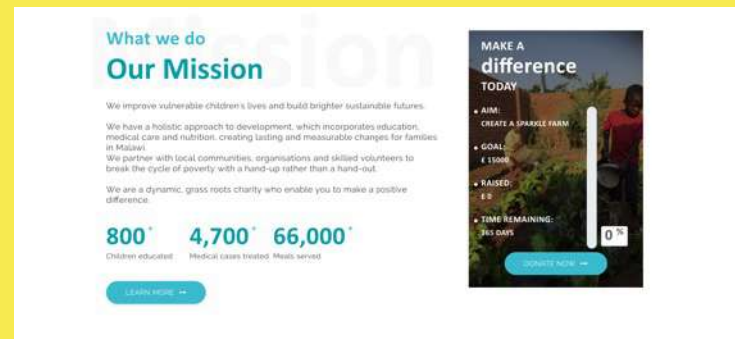
# Web/App Development



## Sparkle Malawi

Sparkle Malawi is a UK based charity set up to create brighter, sustainable futures for vulnerable children in Malawi through education, healthcare and empowerment.

Doodle designed and developed a website for Sparkle Malawi.





# Web/App Development

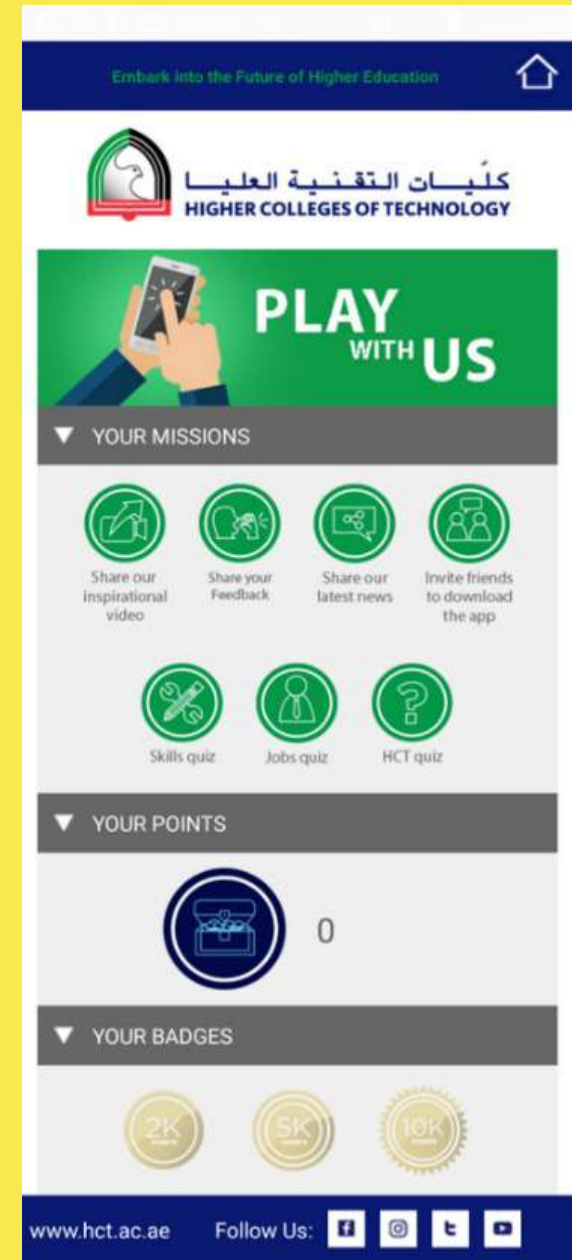


كليات التقنية العليا  
HIGHER COLLEGES OF TECHNOLOGY

## HCT

Higher Colleges of Technology is a leading education institution in the UAE, with a transformational plan to meet the educational challenges of the 21st century.

Doodle developed the HCT 2.0 mobile app to inform and engage all stakeholders (students, teachers, alumni, sponsors) through quizzes and point-based games.





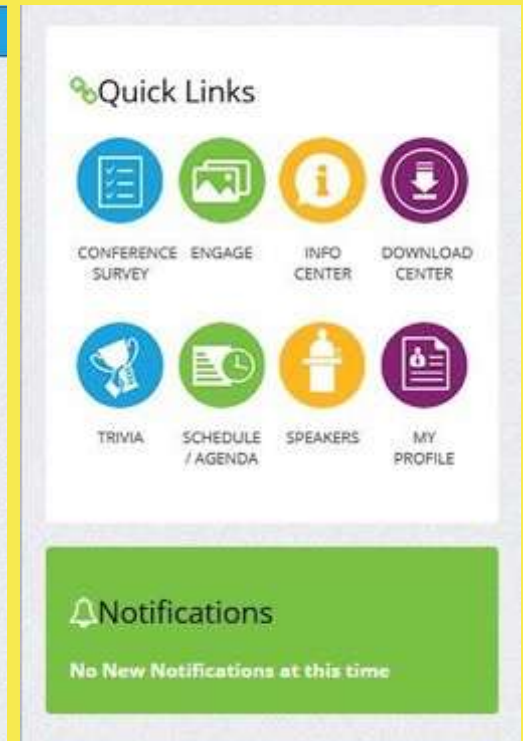
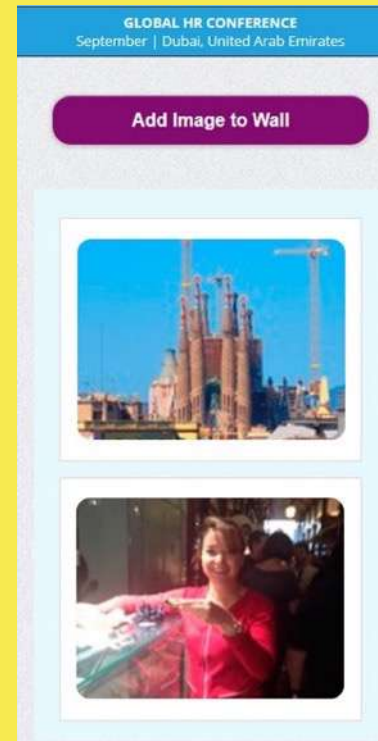
# Web/App Development



## Pepsico

Doodle provided Pepsico with a mobile app solution for events.

The customizable app provides useful and accessible information about the venue, attendees, spokespeople, agenda, etc. while including interactive features to collect real time feedback.

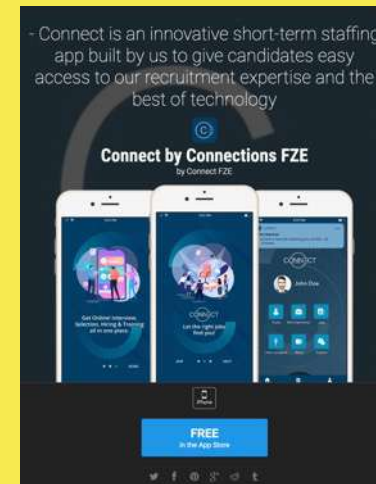






## Connections FZE

The Connect app is a one stop solution for companies and candidates looking for or providing temporary or short term employment.

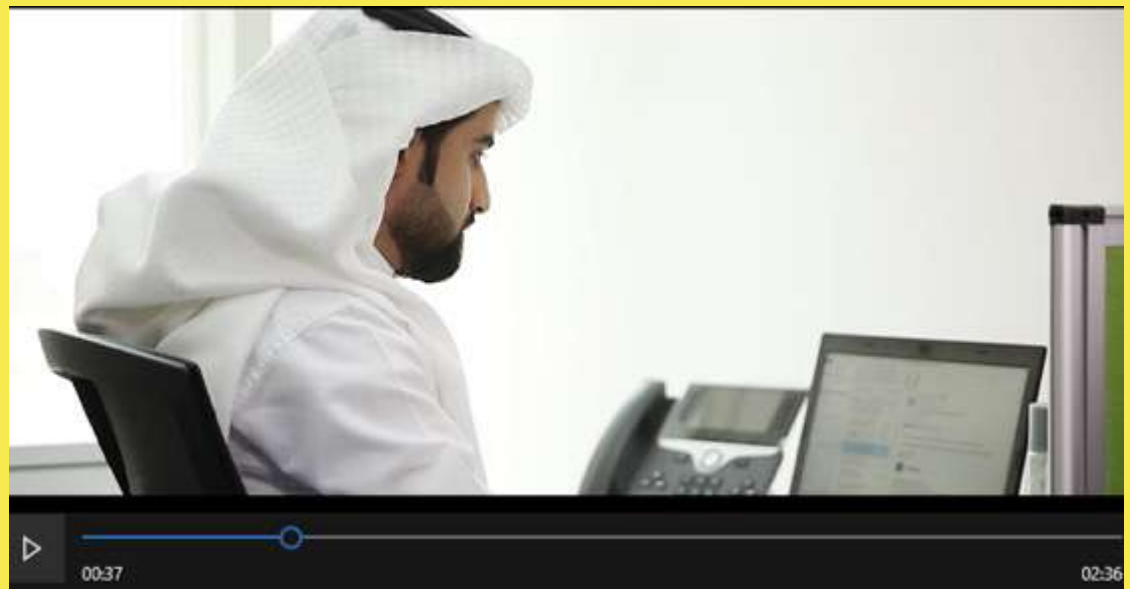




## Cognizant

### Cognizant

Conceptualization & production of corporate videos for promoting their activities and development in the region, as well as supporting their recruitment road shows across GCC countries.





## Tanfeeth

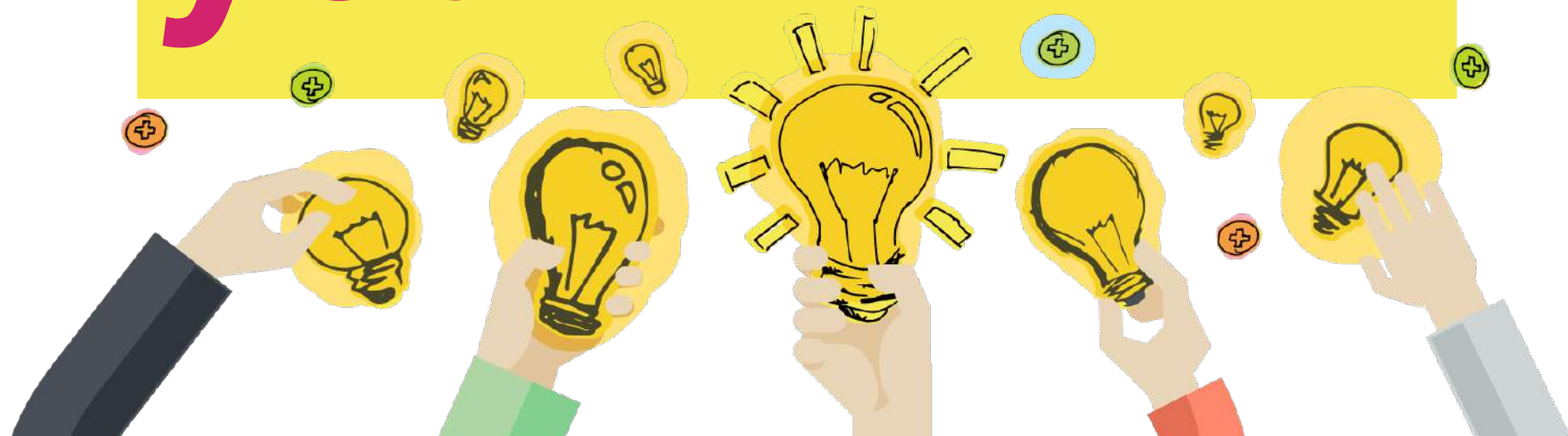
Doodle conceptualized and produced corporate videos to promote company values, CSR efforts and employee wellbeing.



# Thank you

“ Logic will get  
you from A to B.  
Imagination will  
take you  
everywhere ”

– Albert Einstein





DOODLE

# Doodle us

DIGITAL

DESIGN

DISRUPTIVE

DISTINGUISHED

## DOODLE WORLDWIDE DMCC

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@DoodleDXB



Doodle Worldwide DMCC



Doodleworldwidedmcc



@DoodleWW

