

All great ideas begin as a doodle!

DODLE

Company Credentials



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## About Us

We're here to help you put a little pep in your step. We've been in the game since 2009 and have grown to become a specialized provider of digital marketing, customer engagement, and loyalty solutions. We've built our reputation as a go-to source for incredible service and great work at a fair price.

# 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

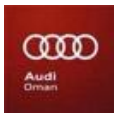
To be like a Swiss Army knife for your brand & Doo everything. Our aim is to leave no stone unturned when it comes to finding the most effective marketing solutions for our clients' needs.



## 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 by e&  
channel partner  
for Smiles and  
Swyp programs





## Our Global Network of Associates

//

**Only our Clients'  
results matter!** //

**To Doo list**

# Loyalty Program Management







# Loyalty Program Management

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

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



**3.8 Million+**  
app users



**25 Million+**  
purchases



**4,000+**  
outlets



**1,300+**  
partners



**4.6 – 4.8**  
app rating



**255,000+**  
daily users



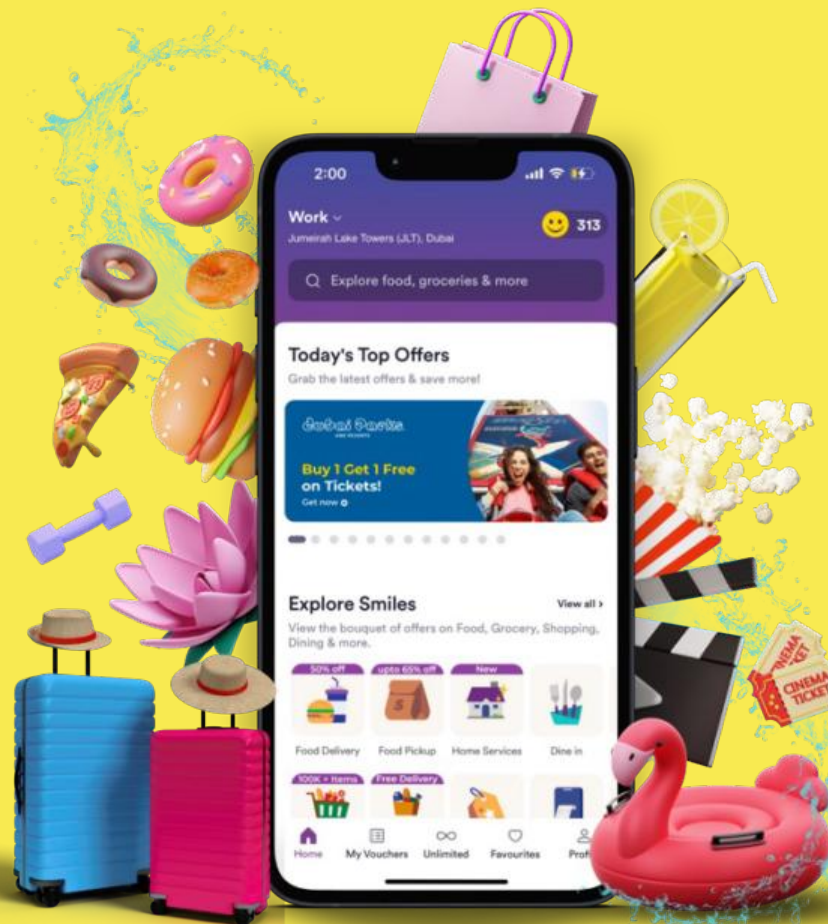
**2 Billion+**  
AED in savings



**1.5 Million+**  
social sharing



**WINNER**  
Best Discount  
Programme in Dubai



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In 7 years, we have seen a strong uptake in high customer satisfaction & engagement.

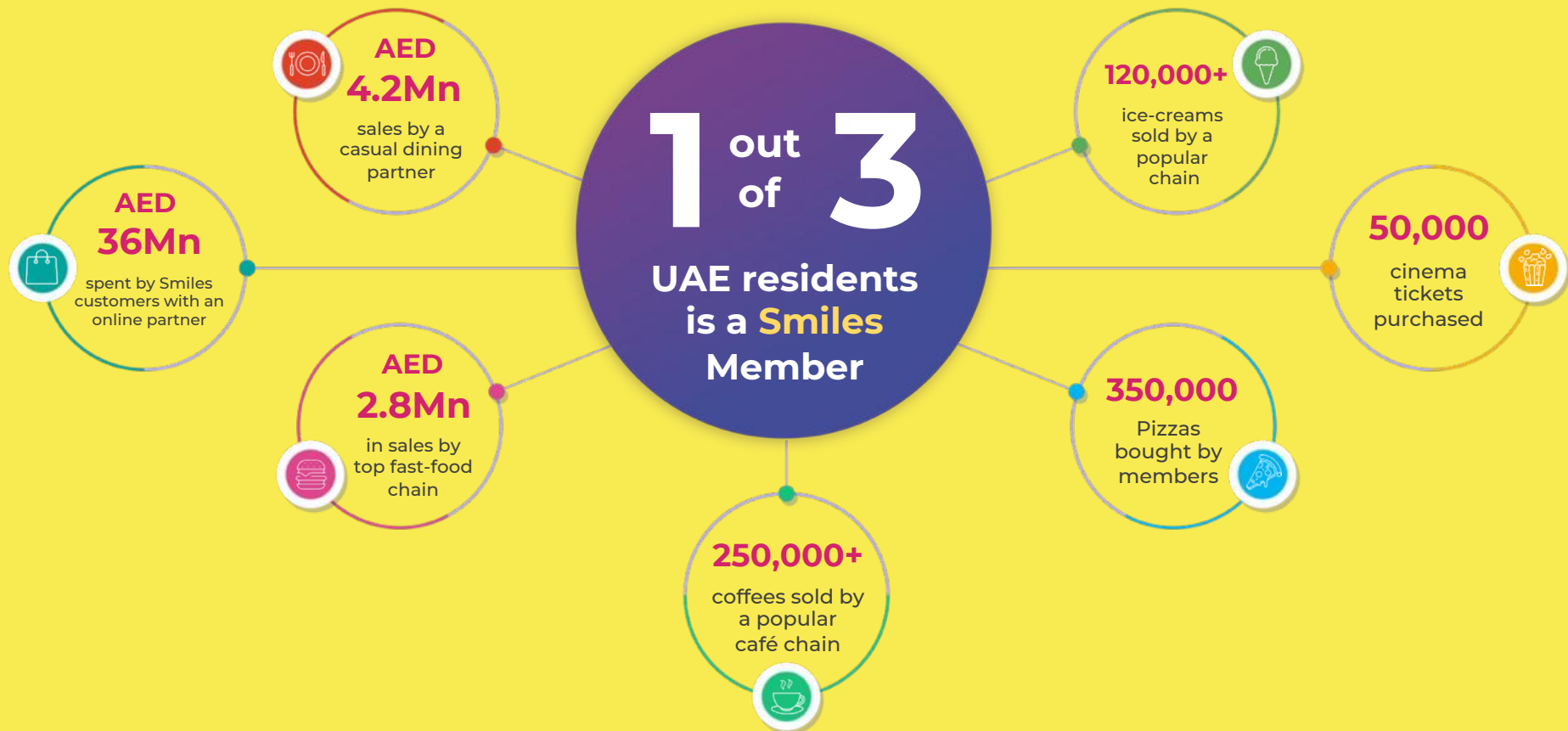
# Brand Partnerships

1,300+  
Merchant Partners

4,000+  
Outlets



# ★ Partner Success Stories ★



\* Annual Data

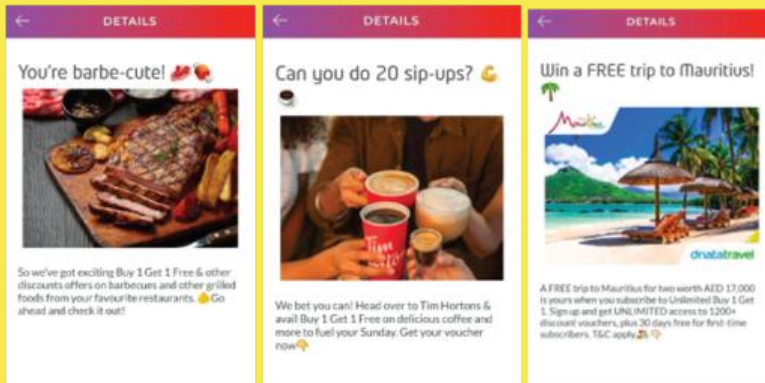




# Loyalty Program Management

## Smiles by Etisalat - Marcom

### Push Notifications



### App Banners



### Emailers

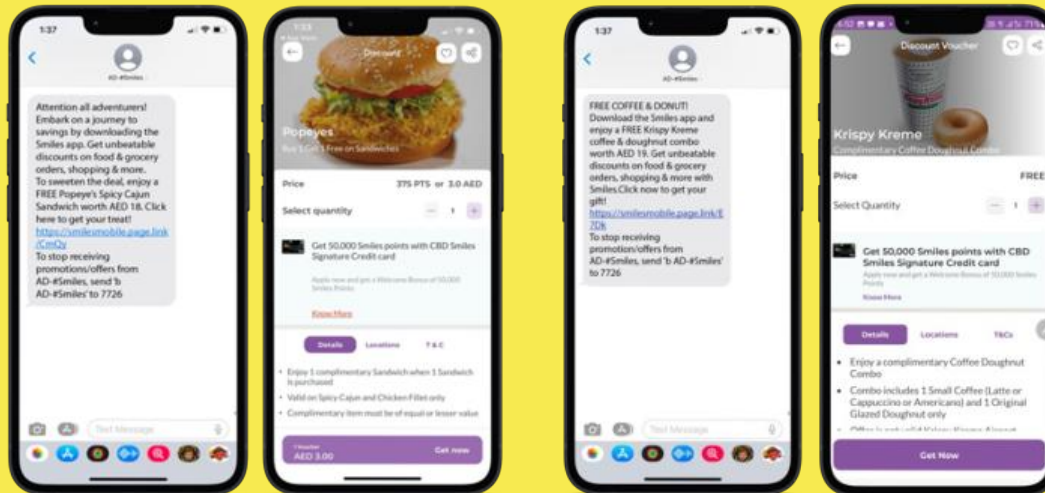




## Customer Engagement Initiatives

Our customer engagement initiatives include a win-back campaign inviting users to sign up on the Smiles app and enjoy exclusive welcome vouchers from Krispy Kreme and Popeyes. Additionally, the spin the wheel activity offers interactive and gamified experiences. These endeavors are specifically designed to increase customer involvement and create interactions, all of which contribute to enhancing the overall customer experience.

### Tactical Campaign

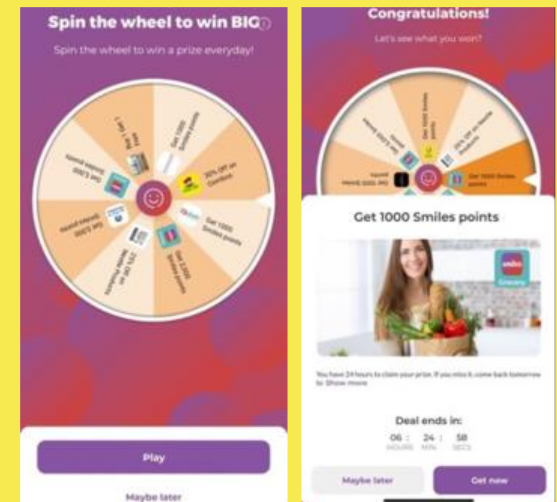


**Popeyes**

**Krispy Kreme**

**125K+** in downloads | **60K+** in redemptions

### Spin The Wheel



**30K+** in downloads



## Content Management

# Sharaf DG

## Sharaf DG

We supported Sharaf DG's Spend & Win customer engagement campaigns (Summer, Ramadan & Eid Al-Fitr) by providing compelling offers from renowned brands like Popeyes, Tony Roma's, Haagen Dazs, Wingstop, Adventureland, Smash Room, and many more.

### Summer Deals



### Ramadan Deals



### Eid Al-Fitr Deals



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## Swyp

Swyp is a mobile application that caters to millennials, offering a plethora of social data, discount vouchers, and unlimited free WiFi at their favourite hangouts.

We handle the negotiation and management of offers to enhance the perks section of the program, featuring top brands such as Krispy Kreme, PizzaExpress, Royal Cinemas, Dreamland Aqua Park, and many others.





## Content Management

**GoWell**  
By Etisalat

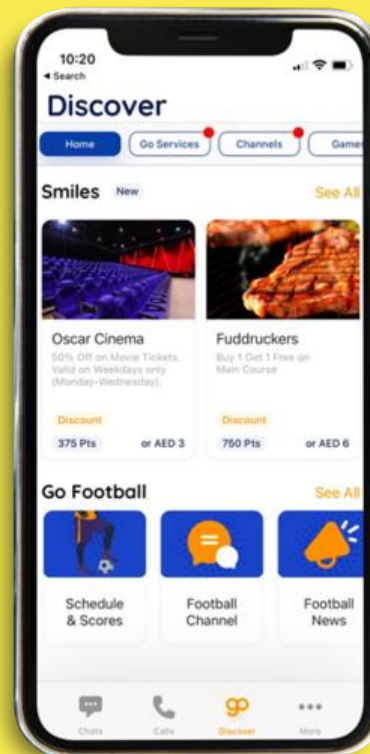
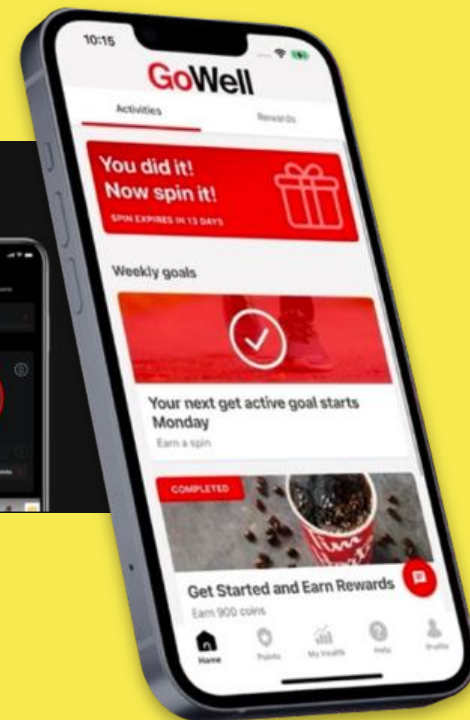
**go**chat

## GoWell & GoChat

GoWell is a mobile app launched by Etisalat dedicated to encourage users to achieve their fitness goals with incentives and rewards.

GoChat messenger is a communications app with voice calls, video calls & chats.

We source and manage offers from global and local brands while also overseeing the content published on both applications.



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# Digital Marketing





## Mauritius Tourism

We manage the digital marketing of Mauritius Tourism in the UAE. We create and execute various campaigns to promote the destination and drive bookings to Mauritius through multiple channels.





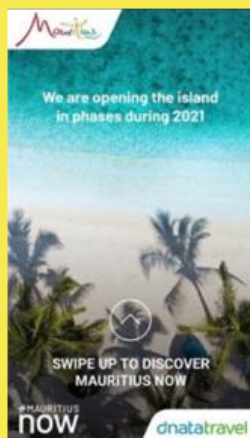
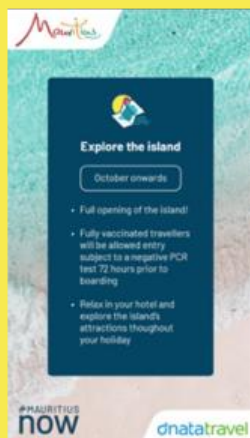


## Mauritius | dnata Travel Co-branded Campaign

✓ **10650% Increase in Bookings (YOY)**

✓ **Overall KPI's exceeded by 300%**

✓ **YouTube KPI of Video Views exceeded by 219%**





# Search Engine Optimization



## Grand Millennium

Grand Millennium, a renowned hospitality brand, encompasses Toshi and Belgium Beer Cafe, two distinguished restaurants. Our SEO strategies focused on boosting online visibility, increasing organic traffic, and improving search engine rankings for these restaurants, ensuring maximum exposure and attracting a wider audience.

We have successfully established a strong online presence, with most of their branded keywords now ranking on **the first page of Google Search Engine results.**







Social Media  
Management

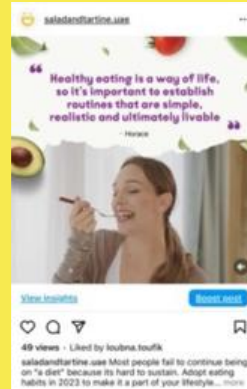
# SALA & TARTINE

## Salad & Tartine

Salad & Tartine, a health-focused cloud kitchen, prioritizes promoting positive eating habits through their delicious and nutritious meal offerings with targeted food delivery.

We successfully established their strong online presence, utilizing social media to expand their reach and connect with a broader audience.

**588%** increase in followers in 3 months



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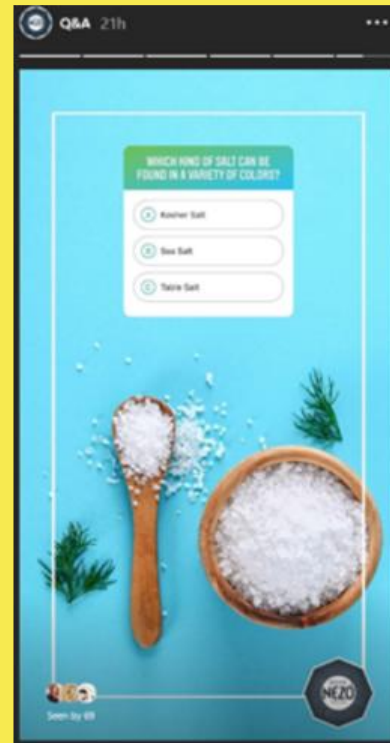
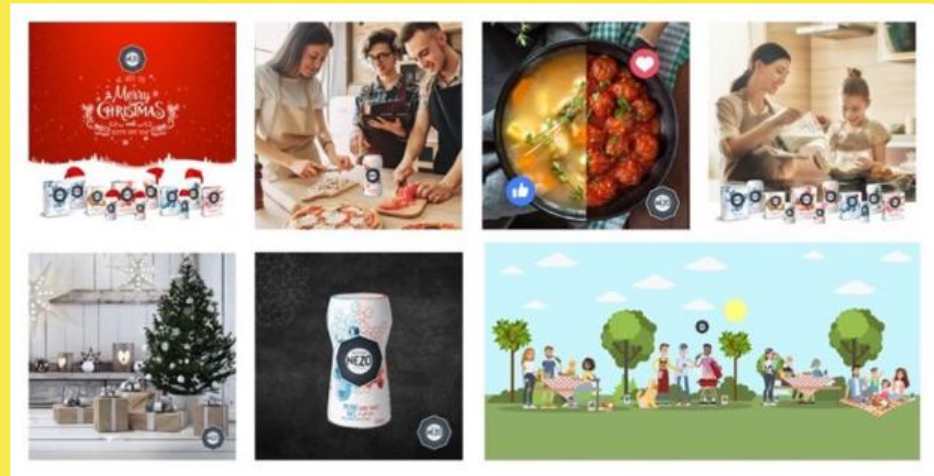
## Social Media Management



## NEZO Salt

NEZO is a well-established and leading salt brand in the GCC region. We were responsible for creating engaging and high-quality content for NEZO's social media pages to build a loyal following and strengthen their position in the market.

**108%** increase in followers in 1 month





Social Media Management  
& Community Outreach

**MAFF** MOSCOW  
ANIMATION  
FILM FESTIVAL  
DUBAI 2021

## Moscow Animation Film Festival

The Moscow Animation Film Festival, a prestigious global event showcasing artistic and creative animated films, witnessed substantial attendance due to our strategic community and influencer outreach efforts for both B2B and B2C events held in Dubai (UAE). Additionally, our management of the event's Social Media page effectively generated buzz and excitement in anticipation of the festival.

**209%** increase in followers in 1 month



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بنك مسقط  
bank muscat

## Bank Muscat

Bank Muscat is the foremost provider of financial services in Oman. We promoted their FIFA World Cup campaign to generate awareness and leads.





## Social Media Management



## Prime Minister's Office of Dubai

We created a unique and engaging internal social media campaign for the Prime Minister's office.





# Social Media Management



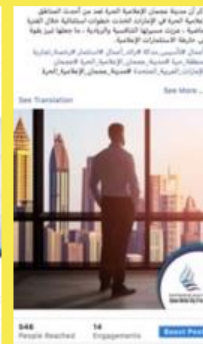
مدينة عجمان الإعلامية الحرة  
Ajman Media City Free Zone

## Ajman Media City Free Zone

We executed a comprehensive social media strategy for AMCFZ, utilizing Facebook, Instagram, Twitter, LinkedIn, Snapchat, Google My Business, and YouTube.

Our interactive content and lead generation campaigns successfully built their brand and converted customers.

**120% increase** in followers month- on-month.



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# Performance Marketing & Lead Generation





# Performance Marketing & Lead Generation

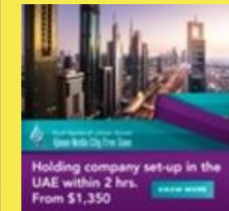
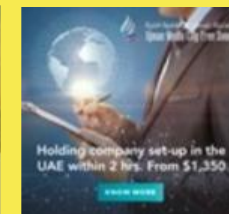
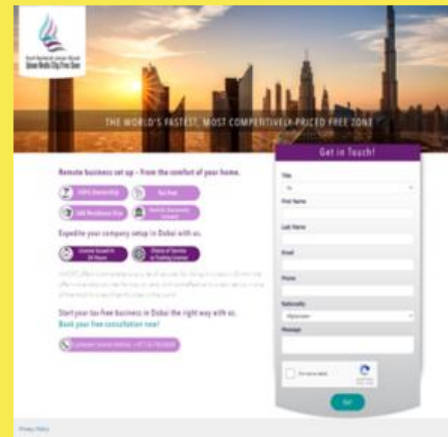


مدينة عجمان الإعلامية الحرة  
Ajman Media City Free Zone

## Ajman Media City Free Zone

We manage performance marketing campaigns for Ajman Media City Free Zone across multiple countries in different languages

(English/Arabic/Russian)



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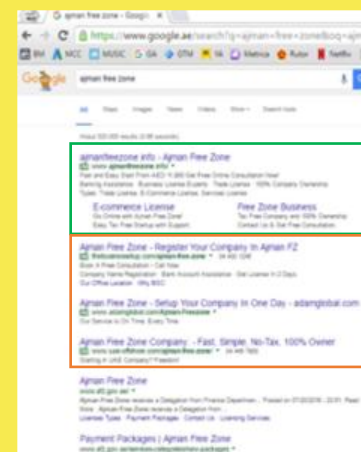
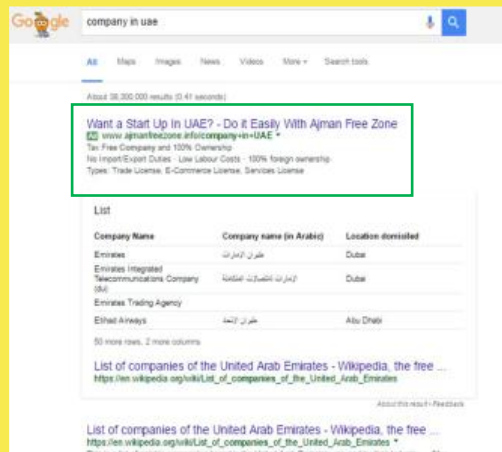
# Performance Marketing & Lead Generation



منطقة عجمان الحرة  
Ajman Free Zone

## Ajman Free Zone

We executed multilingual lead generation campaigns across various countries to promote Ajman Free Zone's company formation offerings.

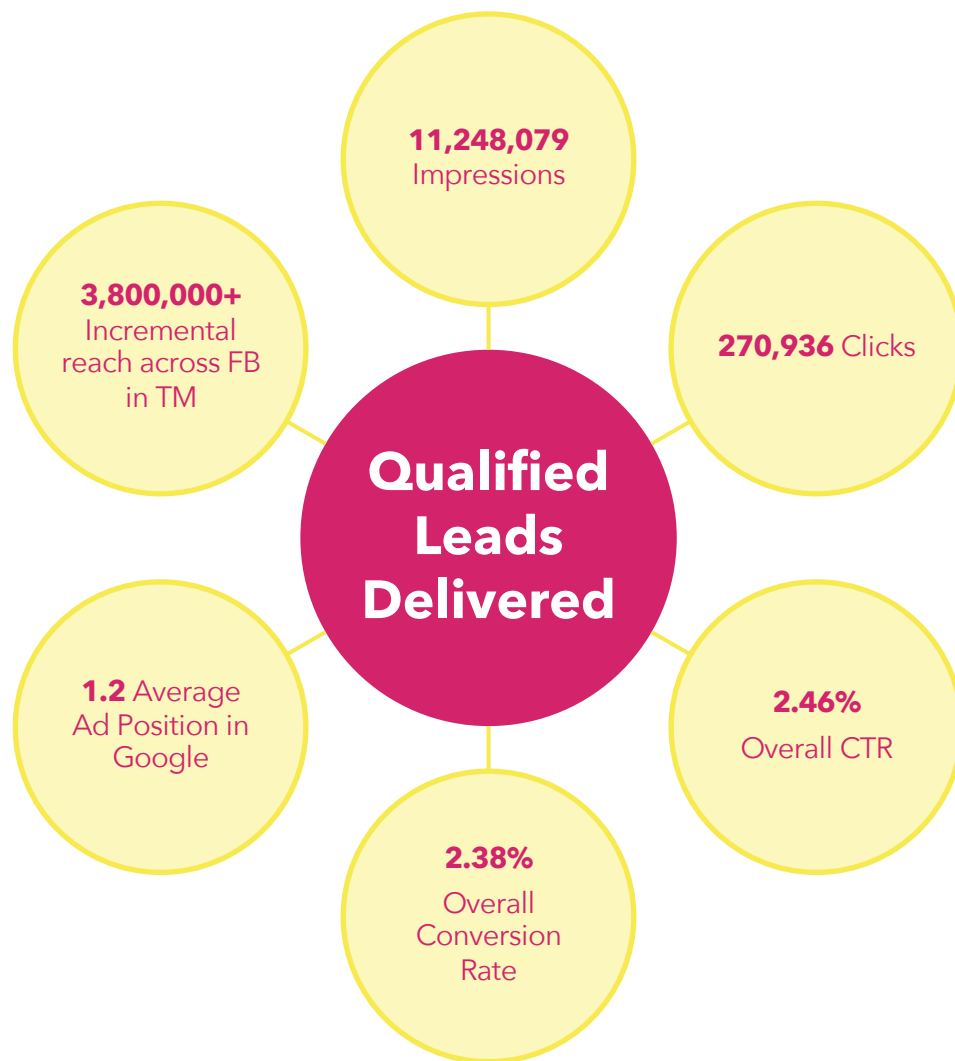


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## Results Delivered

- 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



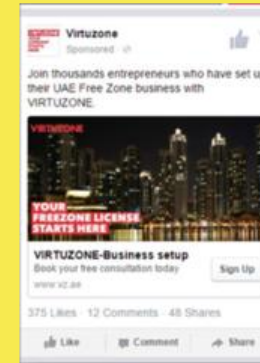


# Performance Marketing & Lead Generation



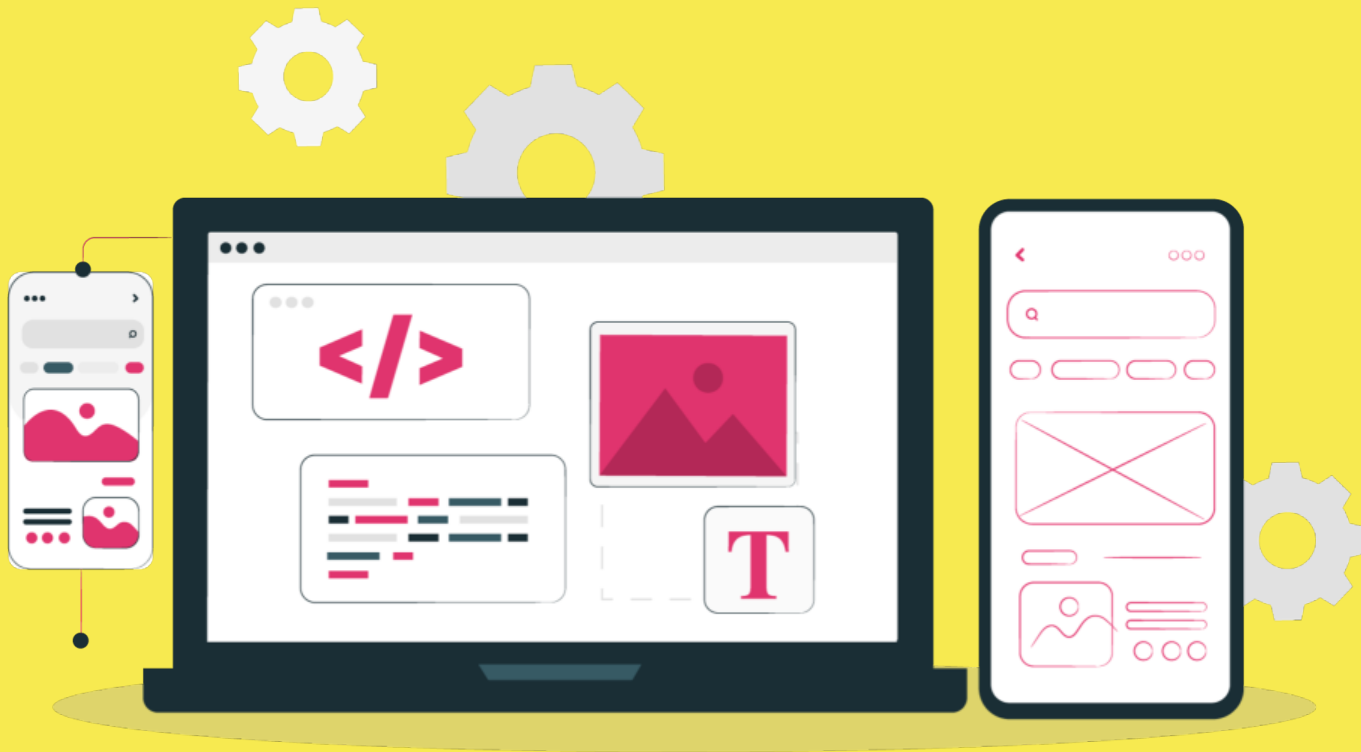
## Virtuzone

We conducted successful lead generation campaigns for Virtuzone's company formation services.



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# Web/App Development





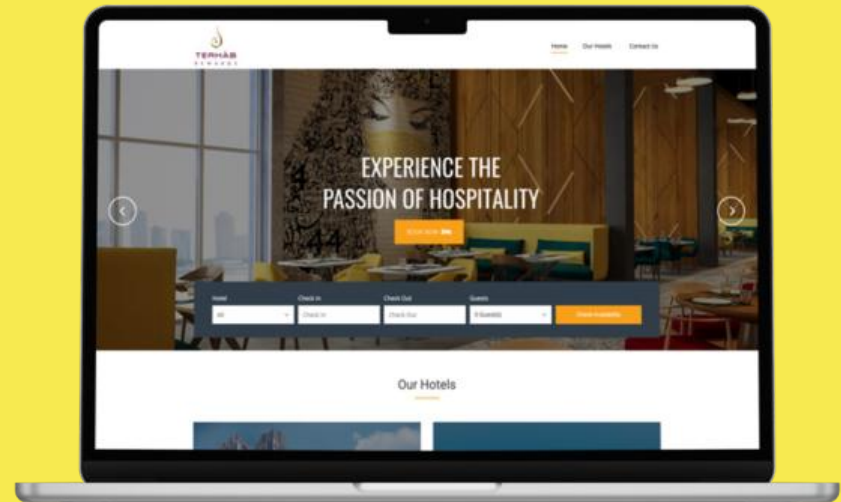
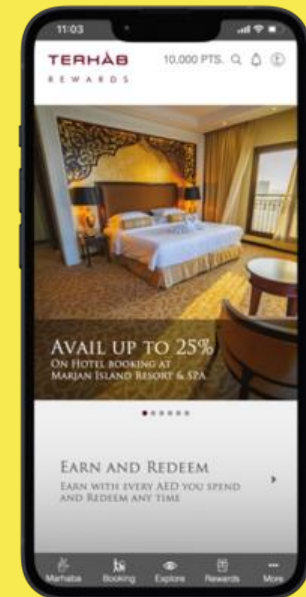


## Web/App Development



## Manazil Real Estate

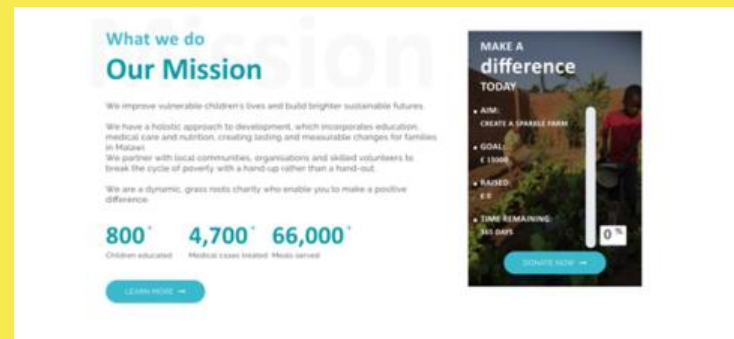
Manazil Group, renowned for its diverse real estate portfolio, stands as a prominent organization. Through our collaboration, we designed the Terhab loyalty program app, enabling users to access exclusive rewards and deals across Manazil's array of hotels, hospitals, and real estate properties. To further enhance convenience, we also developed a user-friendly hotel booking website, ensuring effortless access to their properties.





## Sparkle Malawi

We designed and developed Sparkle Malawi's website, supporting the non-profit organization's mission to provide vulnerable children in Malawi with sustainable futures through education, healthcare, and empowerment.





## Mauritius Tourism

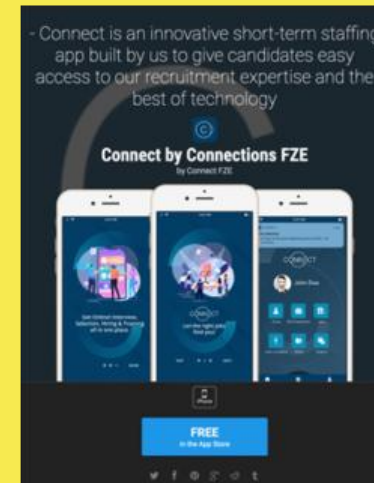
We designed and developed a microsite dedicated to showcasing special promotions from Mauritian hotels to visitors attending Expo 2020 Dubai.





## Connections FZE

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







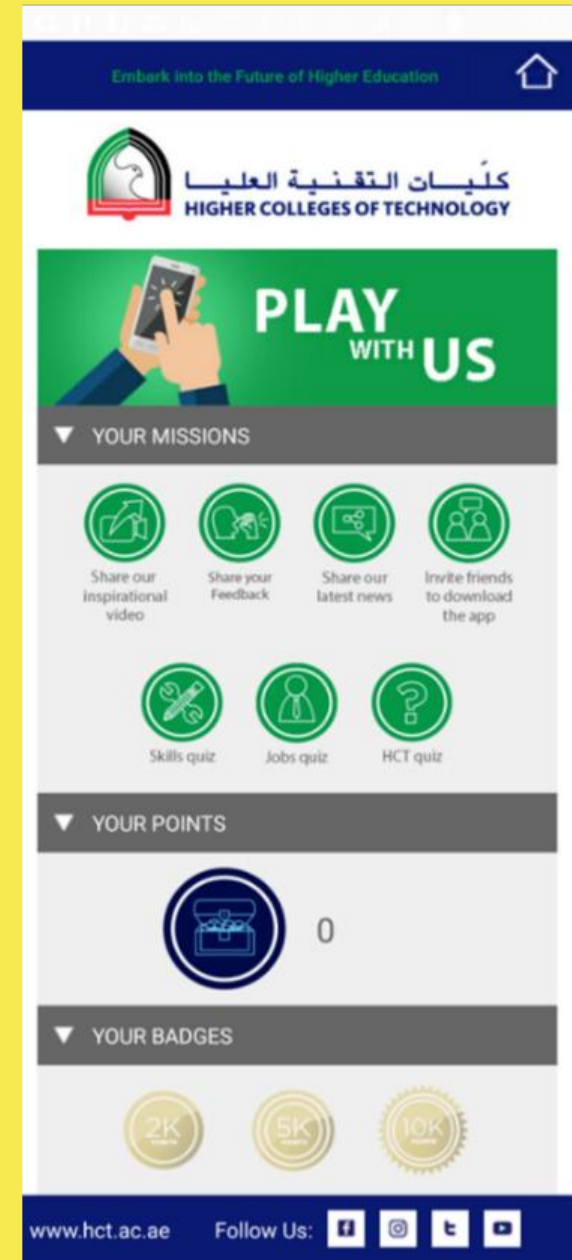
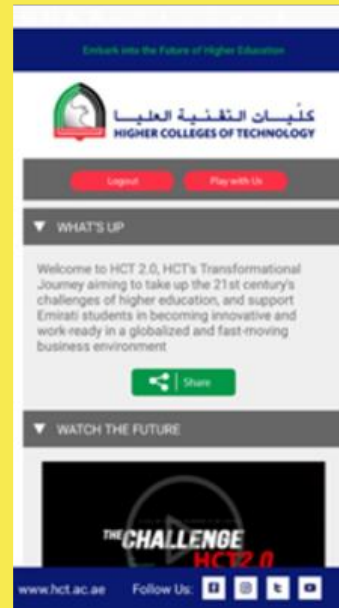
# Web/App Development



كليات التقنية العليا  
HIGHER COLLEGES OF TECHNOLOGY

## HCT

We developed the HCT 2.0 mobile application, which effectively informs and engages students, teachers, alumni, and sponsors, through interactive quizzes and point-based games.



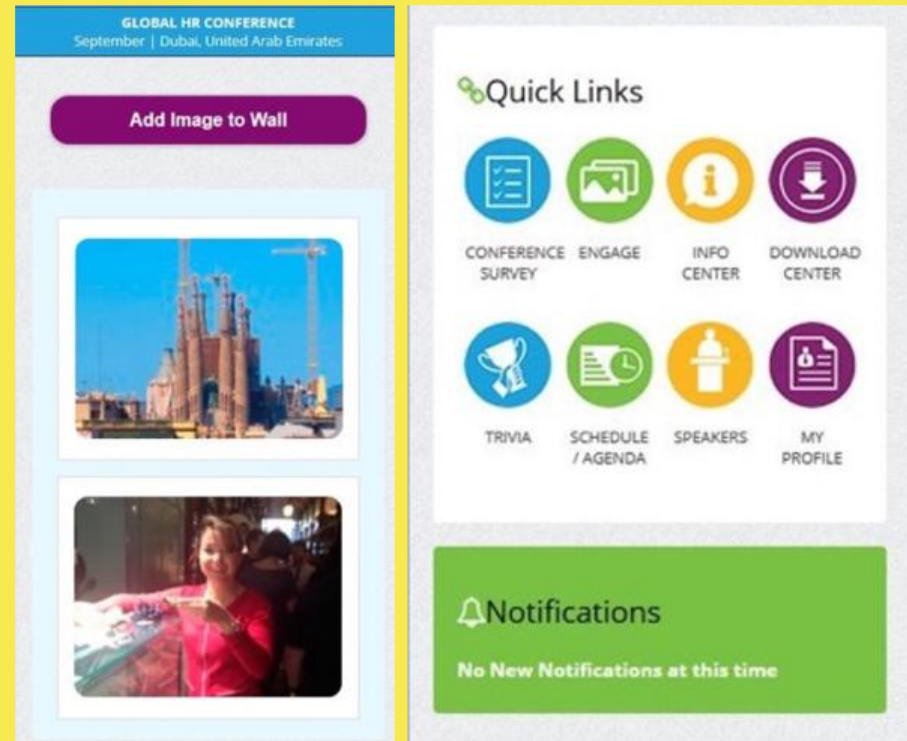


# Web/App Development



## Pepsico

We created a mobile app for PepsiCo's events that can be customized to provide information about the venue, attendees, spokespeople, and agenda, among other details. Additionally, the app includes interactive features to collect real-time feedback from users.



# Video Production



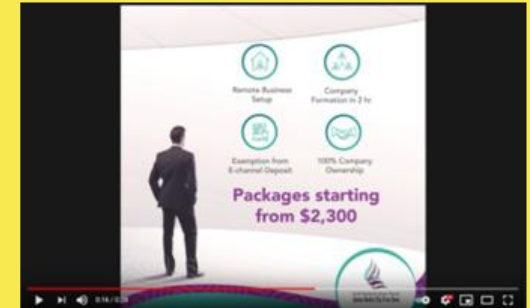


## Video Production



## Ajman Media City Free Zone

We conceptualized and created promotional and lead generation videos showcasing the business packages of Ajman Media City Free Zone.



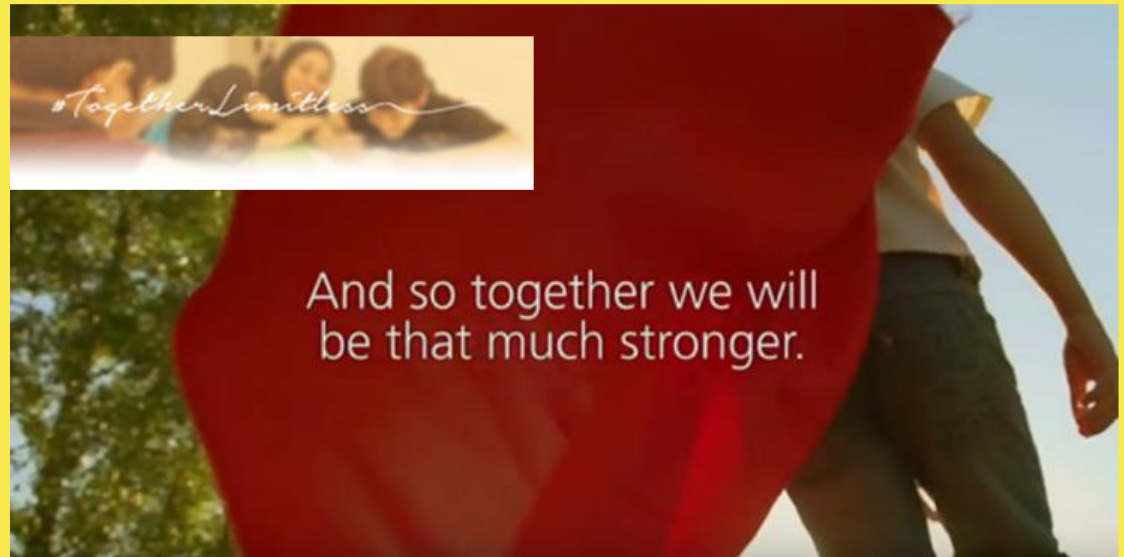




بنك الإمارات دبي الوطني  
Emirates NBD

## Emirates NBD

We created multiple offline and online videos to promote Emirates NBD's CSR policy.

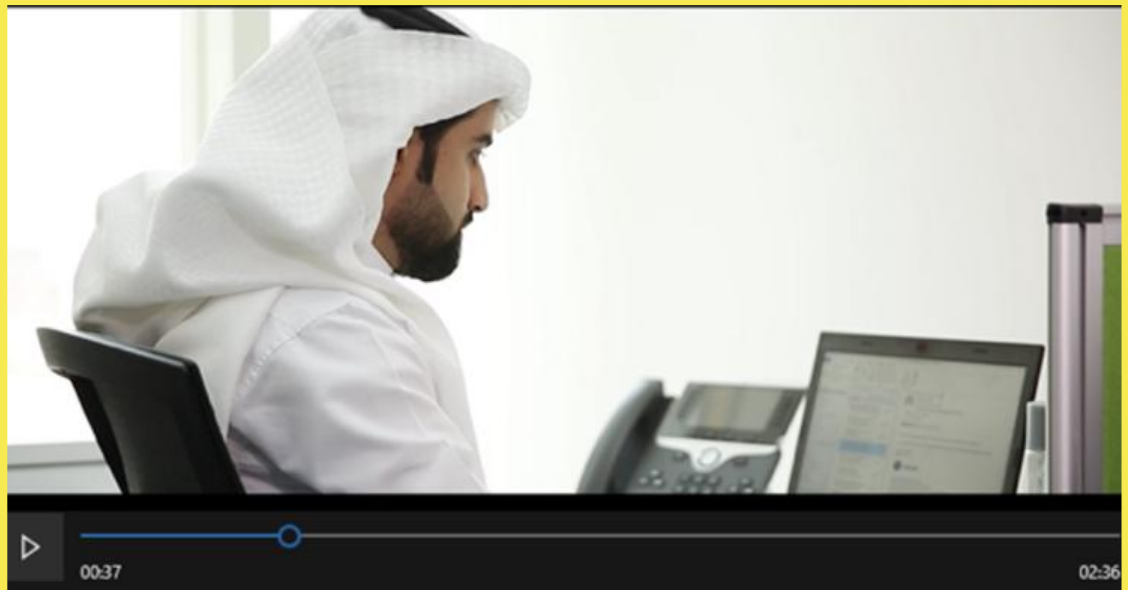




## Cognizant

## Cognizant

We conceptualized and produced corporate videos to promote Cognizant's regional activities and development. The videos were utilized to support their recruitment road shows across multiple GCC countries.





## Tanfeeth

We conceptualized and designed their corporate video showcasing company values, CSR initiatives, and employee well-being.



# Business Events







# 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





## Ajman Free Zone

B2B Global Investor Events & Business Matchmaking

(Russia/Kazakhstan/Ukraine/Brussels/Cyprus/India)

منطقة عجمان الحرة  
Ajman Free Zone



# Design & Branding





## Mauritius Tourism

We conceptualized and created a comprehensive brochure highlighting Mauritius as a tourism destination to Expo 2020 Dubai visitors.







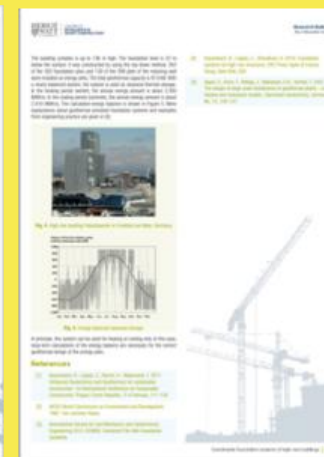
# Design & Branding



CENTRE OF  
EXCELLENCE IN  
SMART CONSTRUCTION

## Heriot Watt University

We developed an interactive and dynamic template for research bulletins, which was utilized for both current and upcoming bulletins for Heriot Watt University's Centre of Excellence in Smart Construction.





## Emirates NBD

Emirates NBD prioritizes building strong relationships with both their customers and employees.

We were involved with the development & execution of several initiatives by organizing internal events and creating 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)  
or SMS 'DWC' to 4452

PRIORITY BANKING from  Emirates NBD



# Design & Branding



## Emirates Islamic

We adapted design elements across multiple offline and online channels, to create a consistent visual identity for Emirates Islamic, solidifying its position as a leading Islamic Financing institution in the GCC region.

Before



After



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## Ofisi

We designed the logo and brand guidelines for Ofisi, a modern workspace and networking company operating in Africa.





DODLE

# Thank you

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

- Albert Einstein



# Doodle us

DIGITAL


DESIGN

DISRUPTIVE

DISTINGUISHED

## DOODLE WORLDWIDE DMCC

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 @DoodleDXB

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 Doodleworldwidedmcc

 @DoodleWW

