

ADVERTISING / MARKETING / EVENTS

Make the next connection count.

Creative campaigns, customer engagement, exhibitions, conferences and entertainment-event enquiries.

DAMMAM | SAUDI ARABIA

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Creative and event scenes are concept visualizations. They are not presented as completed MATRIX projects.

OUR APPROACH

Built around your business goal.

Start with the audience and the response you want to create, then shape the campaign or experience around it.



01

Attract

Introduce a business, product, venue or offer to a relevant audience.

02

Engage

Create participation, conversation, enquiries or a reason to visit.

03

Measure

Agree useful campaign indicators and review the response.

CREATE A CLEAR MESSAGE

Advertising & marketing services.

A practical plan connects the brief, creative direction, promotional message and the audience.



Campaign planning

Define the objective, audience, message, offer and campaign timetable.

Content coordination

Develop promotional concepts, visual direction and a practical publishing plan.

Brand promotion

Connect advertising and marketing activity to the business goal and customer response.

RESTAURANTS & RETAIL

Offers. Visits. Repeat business.

Customer engagement can connect a promotion with a visit, a purchase or a reason to return.



01

Introduce the offer

Use a clear product, venue or promotion message that people understand quickly.

02

Encourage participation

Plan customer quizzes, short-form content, promotions or voucher formats.

03

Review the response

Agree how visits, enquiries, redemptions or repeat activity will be assessed.

EXHIBITIONS & EVENTS

Experiences people remember.

A clear brief helps align the venue, programme, audience and the experience you want to deliver.





CONFERENCES & MEETINGS

Business conferences, meetings and trade-fair organization, with a coordinated programme and participant experience.

EXHIBITIONS & EVENTS

Exhibition and entertainment-event enquiries shaped around the venue, audience, creative brief and schedule.

TELL US ABOUT THE EVENT

Purpose, expected attendance, location, preferred date, programme and budget range.

DELIVERY APPROACH

From brief to activation.

A focused process keeps the commercial objective and the customer experience connected.

01 Discover

Understand the audience, venue, objective, scope and timetable.

02 Prepare

Develop the concept, message, delivery plan and required suppliers.

03 Coordinate

Align the people, materials, programme and agreed event or campaign activity.

04 Review

Capture the response and identify useful next steps for future activity.



Let's grow your next campaign.

Share your audience, business objective, event or promotion, location and target date.

MARKETING & EVENTS

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