

The background of the entire page is a photograph of a mechanical assembly. It features several large, dark grey metal gears of different sizes. Some of these gears have smaller, bright yellow gears meshed with them. A black, curved metal plate with a textured, dimpled surface is positioned across the center. On this plate, the 'Garage366' logo is displayed in a stylized font, with the '366' in yellow and 'eje' in black. Below the logo, the words 'Marketing & Communication' are written in a smaller, white, sans-serif font. The entire scene is set against a bright yellow background, which is slightly out of focus. The lighting creates strong highlights and shadows, emphasizing the metallic textures and the mechanical nature of the scene.

**366eje6**  
Garage366 Marketing & Communication

**GARAGE366**  
MARKETING & COMMUNICATIONS  
AGENCYCREDENTIALS

Version 2.1

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# STEP IN

Garage 366, is a unique integrated solutions agency, which blends innovative design, unrivalled craftsmanship and technological acumen to create impactful emotional experiences. We specialize in creating solutions and delivering optimized media opportunities for our partners.

At the beginning of our formation, we noticed there to be a significant gap in the market, with larger scale agencies providing services to global accounts and smaller agencies adhering to the needs of local clients. There seemed to be few, if any, medium-sized agencies hailing international standards, local gravitas and offering a broad spectrum of solutions in one integrated package.

Garage 366 was created to bridge the gap in the market. By offering our professional know-how and experience, we aim to raise the bar in the industry and present a professional experience that embodies the values of a lasting partnership: trust, mutual respect, transparency and passion.





# GARAGE

Garage 366, stands for the core values our customers live and work by. Our interconnectedness and dedication to the cause of our partnerships is what drives our business. The name Garage defines our integrated solutions. We provide alternative solutions and an equal, well-rounded service to each and every client, irrespective of the budget, size or nature of the project.

Garage represents the qualitative element of our endeavor, defining ourselves by the nature of our delivery. We are what we do, and what we do, provides optimal media services conducted with decorum and efficiency.

We show an optimized 360 approach in our daily work ritual. The team, consist of experienced professionals who have trained in a multitude of specialty areas. The dynamic of our creativity, team spirit, and work ethic, converge as one harmonious entity. Our shared common interest in delivering outstanding results for the brands we represent, is what drives our ongoing progress and development. Garage creates innovative, relevant opportunities and provides the solution necessary to action, to ensure your brand reaches it fullest potential.



# OUR PHILOSOPHY “WHY NOT”

We take pride in considering ourselves to be a “Why Not” agency in a “Why” industry.

The meaning behind our corporate motto alludes to the endless possibilities of new ideas, fresh perspectives and surpassing the boundaries of the limiting nature of the industry.

The brand philosophy reframes the questioning process and allows for us to see the creative potential in every challenge. This multifaceted meaning reflects our belief that there lies a “why not” in any given endeavor.

“Why not” sets conventionality free and offers clients a chance to have fun and feel liberated.

It only requires the client’s willingness and trust in us to align goals and conceptualize one shared vision.



# LOGO

Symbolizing both the quantitative and qualitative aspects of the agency, the logo presents a form that aligns itself with our vision: providing outstanding integrated creative solutions to our clients.

The gears within the logo show a succinct work culture, one that drives our ambitions and delivery to new heights of excellence. We are one entity compromising of a select group of highly skilled and experienced professionals. Each person within our team is a player but an innovator who brings something unique to the table. Teamwork is in our DNA and we allow for each project to be an opportunity to utilize our skills with optimal diligence.





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## THE EMBLEM

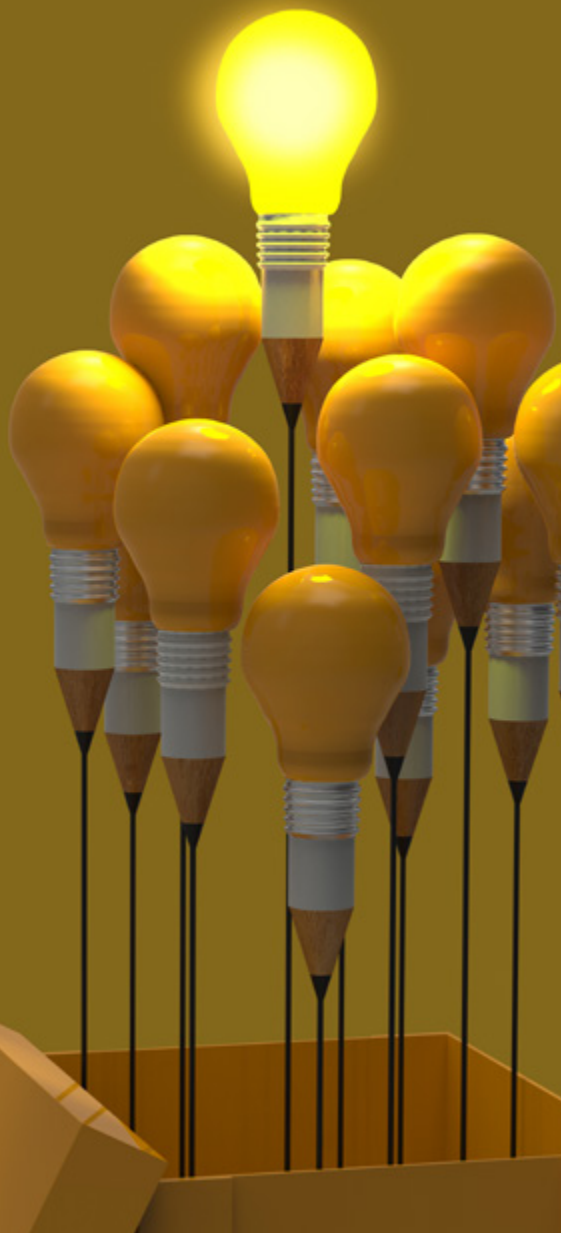
Our corporate gear emblem symbolises the interconnectedness of our many disciplines across one unified work hub. The emblem, which welcomes those who enter our agency, represents a collective work structure, one that optimizes our use of tools and facilities. We represent many disciplines through one integrated experience. We see our business as a chain - each part, representing a crucial link in achieving our end result. At Garage 366, our objectives are only ever achieved by working together.



# WHY366

Our agency make a promise to provide exceptional standards and services 366, which represents 366 days in a leap year, superseding the conventional 365 day “promise,” which many agencies fail to deliver. Our vision lies beyond tomorrow and so our services support our ongoing efforts to deliver consistently and for the long-term.

The name Garage defines quality solutions and 366, denotes the creative element of our business. Here lies the concept behind our brainstorming and creative flow. Each idea represents a building block that strengthens the structure of our branding solutions. 366, is about ideas and creativity which go far beyond the market promise. Creativity, for us, lies at the very heart of our execution.





## OUR TEAM

Remains our biggest asset and as such we invest in continual training and development to ensure our talent remains 'Passionate'.

Our "Go-Getters" ensure a spirit of curiosity, youthfulness, creativity and eagerness to provide pioneering and effective campaigns that connect businesses, brands and consumers.

Team work is our DNA and we have a diversity in skills and talent and an attitude of collaboration producing outstanding results for our client.

All this backed up by our "Why Not" philosophy...



# OUR PEOPLE EXPERIENCE



# FULL SERVICE



## COMMUNICATION

- Strategic Planning
- Optimization
- Trade Buying
- Ideation
- ROI ( Return On Interest )



## CREATIVE SOLUTION

- Concept Development
- Video Production
- Web & App Development
- Photo Shooting
- Branding



## DIGITAL

- Search Engine Marketing
- Search Engine Optimization
- Real Time Bidding
- Display Advertising
- Mobile
- Analytics



## SOCIAL

- Content Management
- Creative Development
- Content Creation
- Product Integration



# TOOLS

## **Statex**

Syndicated research and monitoring database providing competitive intelligence.

## **Z Plan**

Syndicated research tool that enable planners to optimize and evaluate TV media.

## **X Plan**

Syndicated research tool that enables planners to evaluate TV, Radio, Print & Outdoor media.

## **Effective Measure**

Identifies/analyzes digital audience data on each website.

## **OOX Monitor**

A web-based service that provides competitive online advertising monitoring and alerts across a multitude of websites, categories, brands and campaigns.

## **Media Mind**

A centralized ad serving solution for all online campaigns.

## **CST**

A unique and highly sophisticated channel planning tool that identifies the most powerful blend of channels against specific marketing objectives.

## **TGI**

Syndicated research tool that enables planners to explore in depth target groups, trends, segmentations, behavior, lifestyles/attitudes, habits, product & brand consumption.



# SHAKEHANDS

The handshake is one of the highest forms of symbolic currency with the power to unite, seal deals, and broker peace. It is a simple gesture that can be more informative to people than a whole host of written proposals and grand speeches. Garage 366, believes in the integrity and meaning of a handshake and so we carry no predetermined contract with our suppliers. Once we shake hands, the deal is made official.

We engage in the full experience of partnership with our suppliers, every step of the way, ensuring that we produce the highest quality of work together, for our clients.



# TRUST*US*

Trust, lies at the heart of our business. Our clients are more to us than paying customers; they are partners, bound by trust, open communication and transparency. Attaining confidence from our partners is our primary objective, which is the driving force behind our development, success and aspiring to be the best that we can be. When a partner shows us they are fully invested in our capabilities, we regard this to be the ultimate achievement.





## INTERNATIONAL CLIENTS



VANS



## REGIONAL CLIENT

Sun&Sand Sports 

## LOCAL CLIENTS



SPORTS MARKET

Super-Care PHARMACY



SUNC&AST

ENGINE HEALTH + FITNESS

Toy Magic!

TITAN SECURITY

Jumeirah CENTRE



img WORLDS OF ADVENTURE

وزارة حمدان بن راشد آل مكتوم  
للمعالي التعليمية  
Hamdan Bin Rashid Al Maktoum Award  
For Outstanding Academic Performance



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# OUR DISCIPLINES

*From Reach And Frequency To Creating Meaningful Experiences*

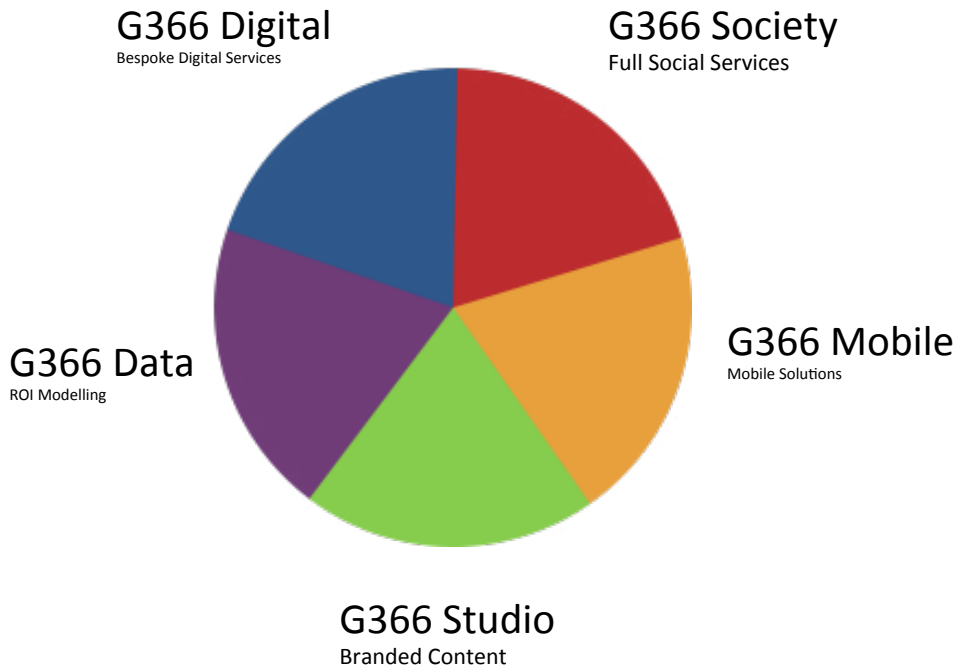


# *MANY DISCIPLINES ONE* **INTEGRATED EXPERIENCE**

The one statement that drives the development of our product is “media is changing. From something that we see, read or listen to something that we experience”

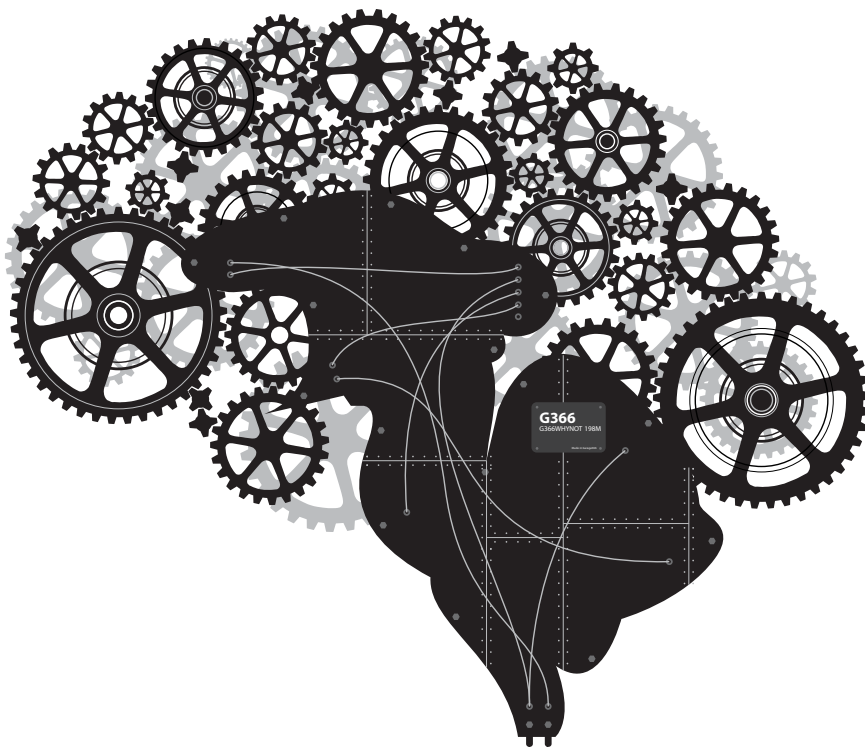
An experience that we build through a diversified set of skills and expertise across many disciplines. Research, Strategy, Search, Display, Trading, Analytics ...

We offer our clients one curious solution, one experience and then we come back to tell them how and why it worked.



# LEARN *WITH US*

Our team remains our biggest asset, and as such, we invest in continual training and development to ensure our talent is channeled with proficiency and relevance. In a vast and complex media landscape, the team at Garage 366 is constantly learning and it is important for us to broaden our knowledge and share our insight and information with others. The digital world is ever-evolving, and remaining up-to-date is a crucial way of adapting to the changes and successfully adhering to the needs of our clients and their consumers.





# OUR BUYING PHILOSOPHY ...

## **Media Partners NOT Suppliers**

We inspire our media partners to think and act like owners.

Owners are more likely to see our brands adding to the consumer experience when given the flexibility.

## **BEYOND the rate card**

Rate cards limits our ability to deploy our creative negotiation and generate saving.

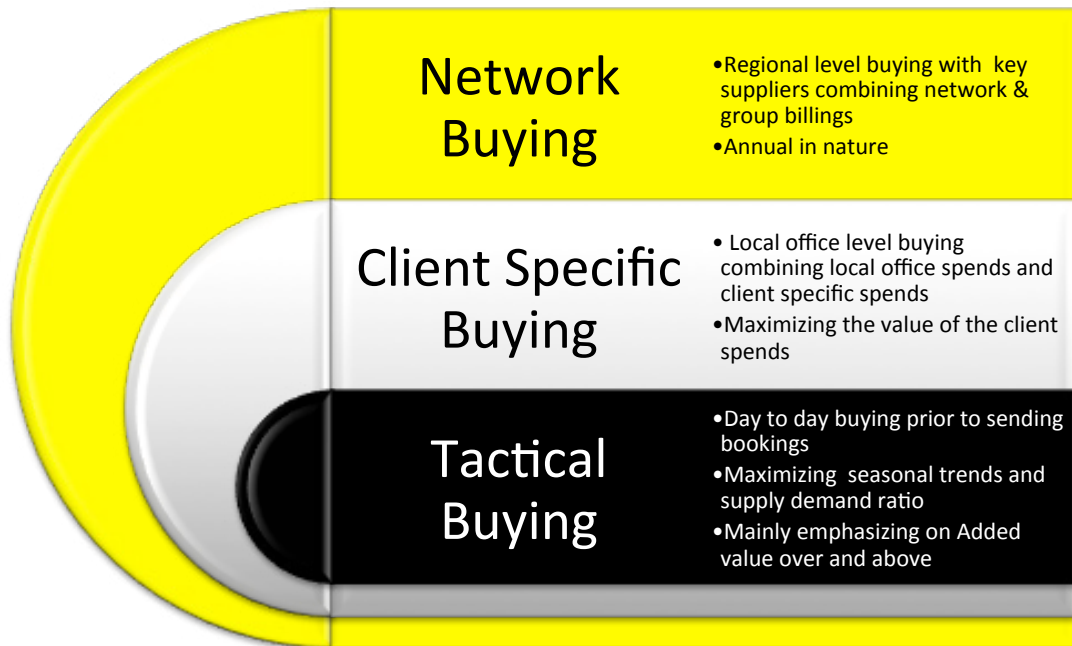
## **Everyone is planner**

In a complex media landscape, enhancing productivity is a dynamic mix of planning and negotiation techniques. That is the reason we push our trading team to think like planners and act like negotiators.



# THREE-TIER BUYING TO MAXIMIZE EFFICIENCIES

Combining the three levels ensure maximum efficiencies to clients in terms of ....  
Reductions, discounts, bonuses, incentives, commissions, allowances, rebates, free space,  
added values, pre-payment discounts position upgrades , free PR etc

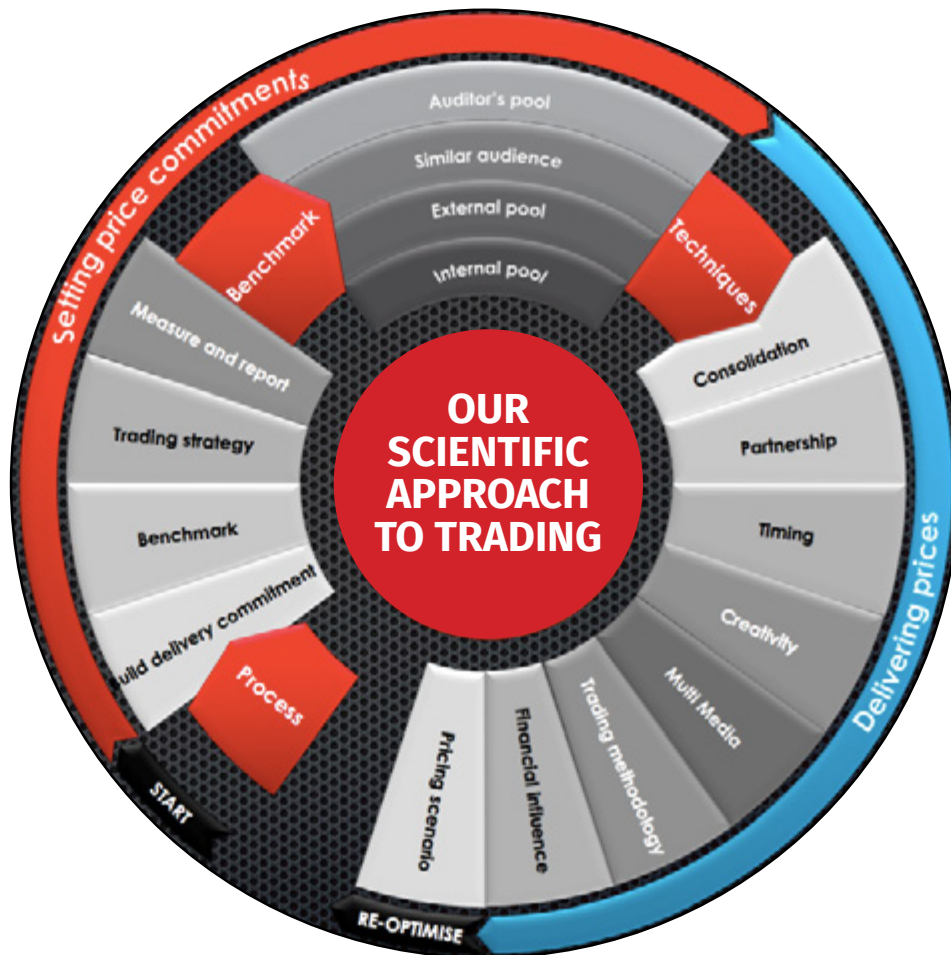


# OUR EDGE IN BUYING STEMS FROM OUR CURIOUS APPROACH

Our Planning-led buying approach



# STRATEGICALLY SETTING OUR PRICING TARGET





# OUR COMMITMENT...



# CLIENTS AWARDS

## SPORTS INDUSTRY AWARDS 2016

**SPORT  
360**

2016 EDITION  
**SPIA**  
SPORTS INDUSTRY AWARDS



Sun&Sand Sports **GGG**

**BEST SPORT  
RETAIL EXPERIENCE**  
REWARDED



Sun&Sand Sports **GGG**

**PRODUCT ACTIVATION  
OF THE YEAR**  
REWARDED



Sun&Sand Sports **GGG**

**BEST USE OF PR  
IN SPORT**  
REWARDED



UNDER ARMOUR.

**BEST BRAND**  
SHORTLISTED



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# **GARAGE366 AWARDS**

**MENA DIGITAL AWARDS 2016**



**BEST INTEGRATED  
DIGITAL CAMPAIGN**



**BEST INTEGRATED  
MEDIA CAMPAIGN**



**BEST PERFORMANCE  
CAMPAIGN**



**DIGITAL  
ACTIVATION**



Thank  
You



*For more information please visit our website*  
**[www.garage366.com](http://www.garage366.com)**