digital advertising solutions

portfolio

2019

DAS 360 New Way New Value

about us

Our Belief

Strategy & Creativity

- We believe in **balance.**
- We deliver work that brings together strategic thinking, and creative crafting seamlessly.

about us

We Mine

Data.Insights.Needs

- We examine **Brand Assets** thoroughly to find ideas that are relevant, Persuasive and attractive to consumers.

about us

We Craft

Design.Copy.Experience

- We do effective brand **communications** in many shapes and forms.
- We strive to magnify brand presence in every **consumer space.**

about us

We Create

Awareness.Relevance.Influence

- We **develop** integrated solutions that encourage dialogue and build relationships between **brand and consumer.**

about us
Our Vision
DAS 360

- HOW is just as important as

WHAT

We focus on having great ideas,
but we know that implementation
makes the difference.

about us

Our Mission

DAS 360

- To deliver usable, high-end creative, rich & engaging enterprise of **Digital & Offline Marketing** to name brands, corporate, government agencies & organizations across MENA Region.

about us
Approach
DAS 360

- **We keep it simple**.We listen to all stakeholders.
  We talk to the actual users.
  We leverage from our combined experience and work collaboratively as a team.

about us

Values

DAS 360

- **Trustworthy:**

"Trust is a must-have value of every **DASer**".

- **Enjoyable:**

"DASers don't work, DASers enjoy it".

- **Beyond Borders:**

"Jump out of the box, Go beyond borders".

what we do

Creative
Ideas
inside

what we do

- DAS 360 team had an extensive design experience and it is this in-depth creative knowledge coupled with our advertising, PR and marketing expertise that enables us to deliver thoroughly considered design for our clients.
- We sell the result, not the process.
- We build processes to guarantee result and quality.
- Client servicing is the prime target for us.
- Clients know how the project is evolving and control next steps.
- Weekly reports for clients.
- We understand that quality is usually the result of evolution, so trying to plan steps Schedule at the beginning of the project is mandatory.

what we do

Strtaegy & Consultancy

We are marketing strategists who help in developing an overall and specific marketing strategies, roadmaps and consultancies to our valued clients. Our expertise is manifested in:

- Brand Strategy.
- Strategic Planning.
- Media Planning & Buying.
- Crisis Passing and management.
- Social Media Communication Strategy.
- Online reputation management

what we do

Research & insights

Research & Insights are invaluable & mandatory assets in our agency.
We mainly concentrate on two kinds of research:

Applied vs. Basic research: Applied research is research designed to solve a particular problem in a particular circumstance, such as determining the cause of low sales of a given product in the client's organization.

Quantitative vs. Qualitative: Quantitative studies measure variables with some precision using numeric scales. For example, we measure the performance result of marketing budgetover the achieved sales in a given period of time.

what we do

Community & Mangement

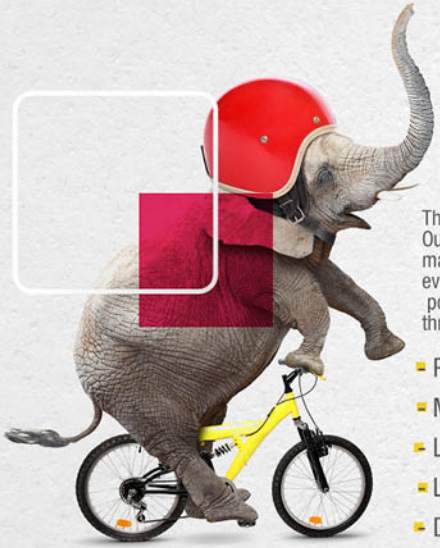
We help our clients engage in social media by having insightful and meaningful conversations with their targeted customers, ans and communities.

- Community Building & management.
- Viral (Video/Audio).
- Influencer Campaigns.
- Interactive media buying.
- Social Media optimization:

We link all organizational properties with you social media mixed with interactive choices for your clients.

what we do

Marketing & Creative



There isn't anything DAS 360 hasn't done over the years with offline & online marketing. Our creativity comes alive with the challenges of designing newsletters, annual reports, marketing collateral, brochures and visual and special projects such as exhibition and event displays. From direct mail campaigns to loyalty card launches, photography to poster campaigns, we are well-versed at managing international brands through to growing businesses.

- Pop-up displays.
- Multi-media display.
- Lighting and sound.
- Large Format Banners.
- Display marketing material.
- Promotional gifts.
- Brochure design.
- Annual report creation.
- Direct mail campaigns.
- Poster campaigns.
- Photography.
- Copywriting.
- Corporate stationary.
- Newsletter creation.

what we do

Production & Effective

We build Creative and effective tools to help brands communicate and interact with the community.

- Social Tabs.
- Social Games.
- Graphics
- Flash Banners
- Video/Audio Productions.

what we do

Development & Application

Web Development

- Web Applications
- Web Server Management

Customized CMS

- Installation and support.
- Technical support.
- Hosting.
- Training.

Mobile Applications development:

- IOS.
- Android OS.
- Blackberry OS.
- Windows OS.
- Web OS

agency structure

Prouduction

Web Development

- **Art Director.**
- **Creative Director:**
  - Web Designer.
  - Flash Designer.
  - Graphics Designer.
- **Head of Technology.**
  - Web Developer.
  - Application Developer.

Our Clients

and we are proud

Our Clients

and we are proud

Our Clients

and we are proud

KSA - Jeddah | Lebanon - Tripoli | Turkey - Istanbul
UAE - Sharjah | KSA - Riyadh | Kuwait / Bahrain Soon

DAS 360 New Way New Value

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