



**Aim high.** | Growth is unending.  
Higher aims always reveal more...



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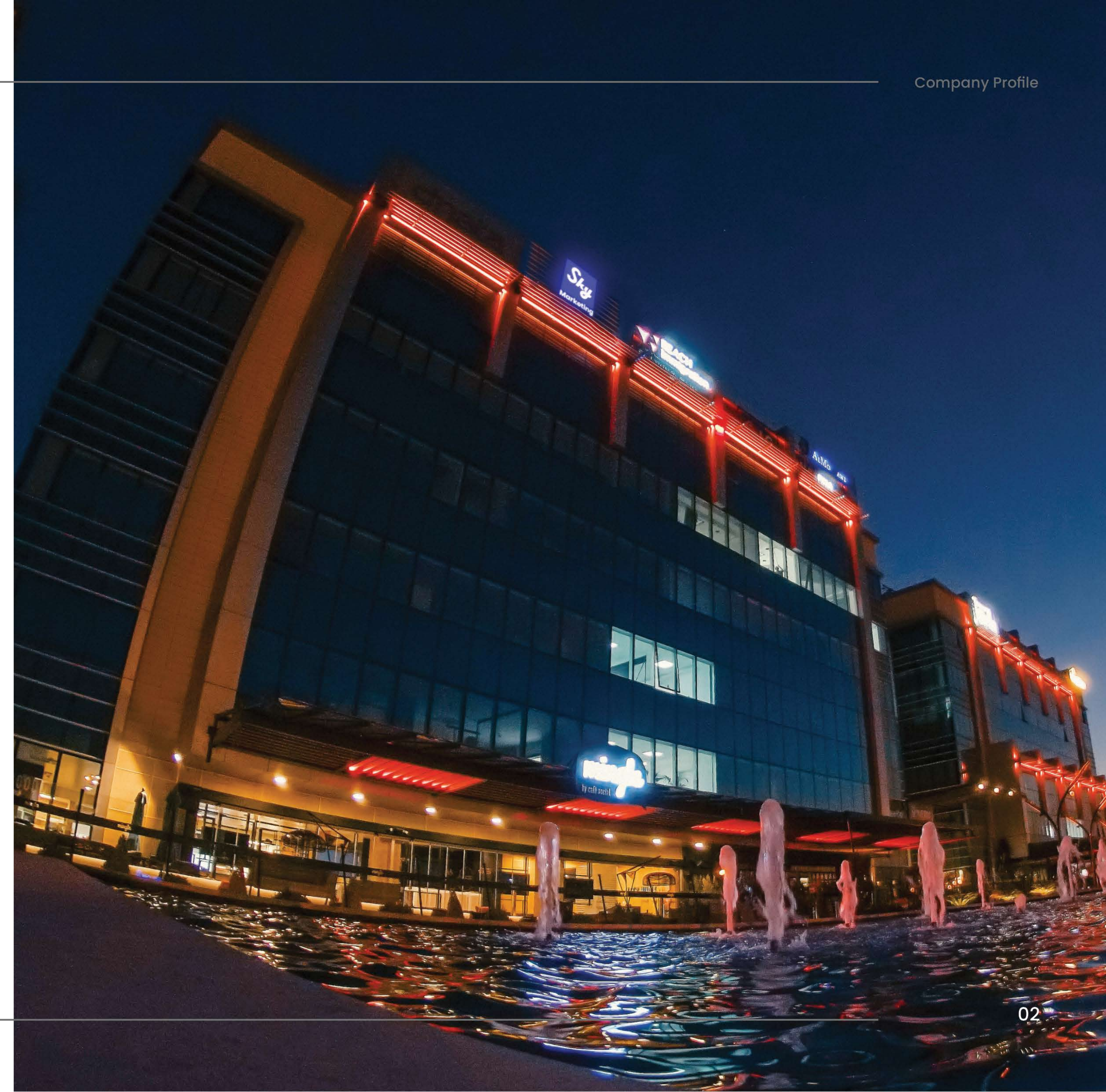


# Who We Are

————— Profound Difference  
Through Meaningful Change.

Sky Marketing is a full-service marketing agency based in Iraq. Since 2013, we have been adding value to Iraqi businesses by understanding Iraqi consumers and effectively communicating with them.

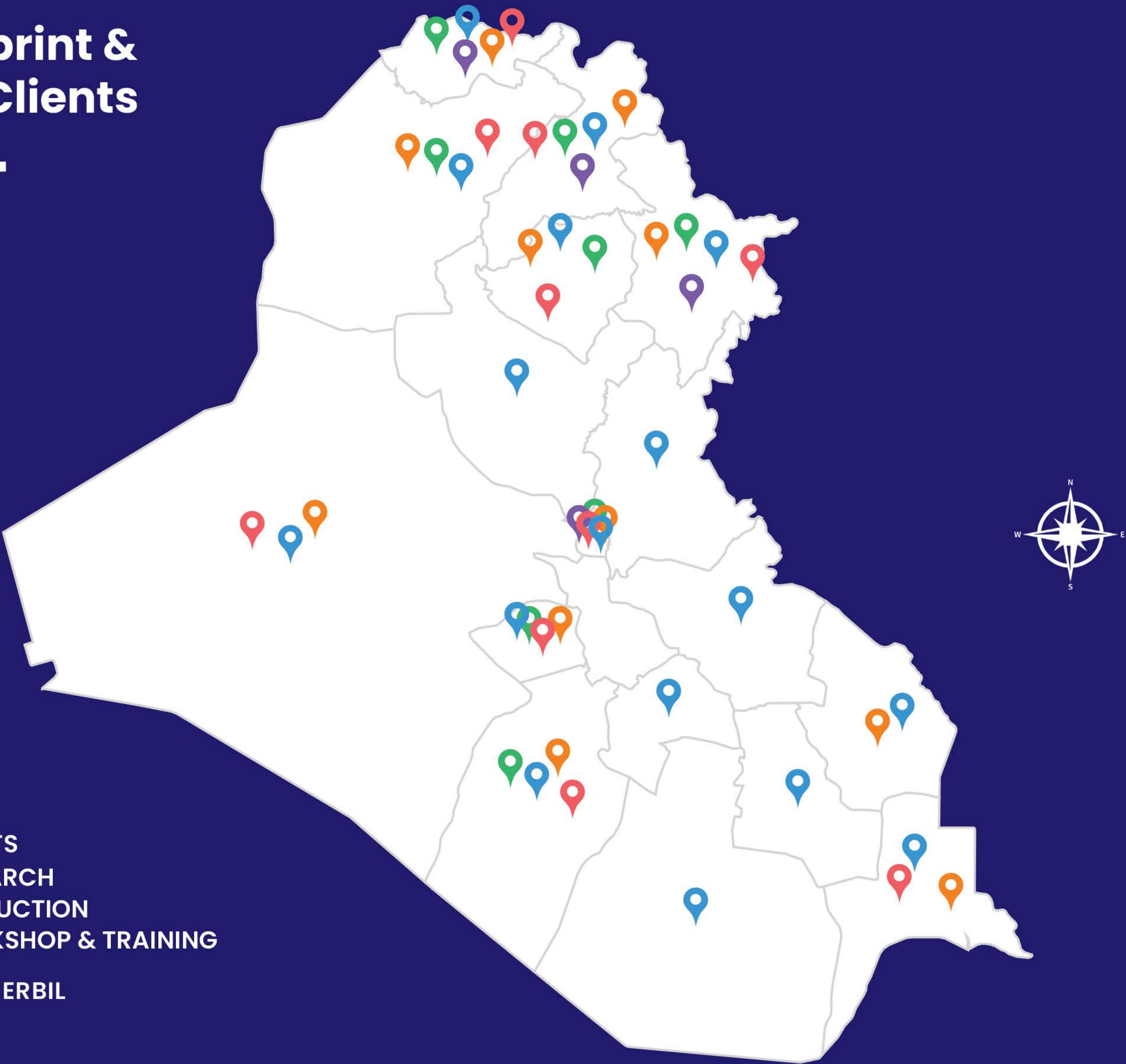
Headquartered in Erbil with 33 full-time employees and a capacity that exceeds 100 project-based team members, our touch is evident all over the country. We have helped over 50 brands in reaching the right customer, increasing exposure, surpassing competitors and driving sales their way.





# Footprint & Key Clients

- OOH
- EVENTS
- RESEARCH
- PRODUCTION
- WORKSHOP & TRAINING
- HQ IN ERBIL



A Success Story From Every Industry.





## An Agency On A Mission

———— Distinguished service through  
concrete values.

Our mission is to offer a distinguished marketing service for businesses within the Iraqi market. We believe that knowledge, integrity and honesty make the core of this distinction. These qualities are manifested through the composition of our team and its culture.

## An Agency With A Vision

———— A leader through knowledge,  
technology and culture.

Our vision is to become the best marketing agency in the region through knowledge, technology and exemplary corporate culture. We aspire that our methodology will influence businesses on so many levels that we become a synonym for Ideal Marketing Partner.



## Why Choose Us?

### We Are Deep-Rooted

With its international and local experts, our team makes a powerful mixture of strategists and pragmatists with an extensive network across all regions of Iraq. Amongst our crew are former executives in the telecom, security and advertising industries. As a result, we leverage exclusive privileges, connections and resources to offer our clients unique services and unmatched quality.

### We Are A to Z

We are a full-service agency, providing Market Research, Event Management, Media Buying, Media Production, Digital Marketing, Brand Development and Management, as well as Out-of-Home Advertising: One point of contact to cater to your marketing needs whether assessment, ideation, strategizing, execution, monitoring or evaluation.

### We Invest In Knowing

We put in the effort to know before we act to guaranty you the most value for your investment. For each task, we perform a thoughtful assessment, do sufficient research and rely on solid insights, without compromising agility.



# How We Do It

— The Sky Marketing way is honesty in delivering assessments, setting goals, executing tasks, monitoring performance, evaluating progress and learning from experience.

## Research & Knowledge Base

We analyze past experiences and extract the learned lesson. Therefore, our clients benefit from a knowledge base perfected over the years. We always study before we tackle the task. We know where to look and what to look for. We save our clients the headache of trial and error.

## Plans, Timeframes & Measurables

Whether single requests or year-long campaigns, our clients are presented with clear action plans. They'll have solid timeframes and measurables to track the progress.

## Quality Control

Our internal auditing mechanism ensures several filtration layers. This way, the result amounts to delivering only the crème de la crème to the client.

## Involvement & Follow-up

Our clients are involved in every step along the way. Because we are wired for long-term contracts and retained customers, we assign an Account Manager to cater to our clients' needs. In addition, they will receive regular status reports, supported by figures and visuals.



# Our Services

Sky Marketing features nearly a decade of consultation, strategies, tools and solutions that enabled numerous businesses to achieve goals and exceed expectations.



# Out-of-Home Advertisement

— The sole owner of prime OOH locations across Iraq.

Sky Marketing helps you advertise in public spaces in an optimized way. We have a variety of options, whether buildings, streets, malls or vehicles. Even better, we have ownerships and exclusivities of numerous mediums in key locations across Iraqi cities.

- We advise regarding the geographic locations most suitable for your goals.
- We design captivating visuals with powerful messages.
- We offer strategic locations with high exposure and traffic.
- We guarantee engineered placement so your ads can't possibly be missed.





## Billboards

Quality print. Weather-resistant.  
Regularly maintained.

From roads, squares and bridges to traffic signs, building facades, malls and bazaars, your next billboard is ready to host your ad.



**Duhok Bazaar Billboards:** Only available through Sky Marketing.



## Digital Displays

Large. HD. Images & Videos.

We offer indoor and outdoor digital displays in prime locations across Iraq. Amongst our locations are malls, university campuses, main roads and facades.



**Family Mall Screens:** Only available through Sky Marketing.



# Transit Advertising

———— Taxis. Small Buses.  
Large Buses.

They might miss their ride, but they won't miss your ad. Turn your ad into a giant on wheels and release it in the streets.



**Baghdad Public Buses:** Only available through Sky Marketing.



# Event Management

— Each event is a whole new story.

We were frequently described as the most active and effective event planning and management provider in Iraq. We have conducted over 100 events for international and regional brands within the scope of brand activation, product launch and sampling, grand openings, conferences, entertainment and promotions.

No matter the type or size of your aspired event, either we have done it before, or we have a good idea of how to do it.





# Media Production

Make them see  
the world the way you do.

From light social media videos to large-scale tv and radio commercials, we blend photography, videography and sound design using next-gen tools and artistic viewpoints. The result is charming communication that inspires, persuades and converts.

Korek 4G Launch TVC 2021



## Motion & Graphic Design

— One-stop creator of all the visuals your business needs.

Sky Marketing combines art and science to elevate graphic design to the next level. The importance of visuals in communication is skyrocketing. Colors, shapes and techniques are major influencers on how convincing your business looks to buyers, investors and stakeholders.

Entrust your business visuals to the communication veterans at Sky Marketing. From identity themes and still images to edited and animated videos, we create unique, professional and consistent graphics. Need designs of collaterals and stationery? Want to capture social media's attention with stunning panoramas, aerial views, time-lapses and slo-mos? You can count on us.

**Lezzoo Market**



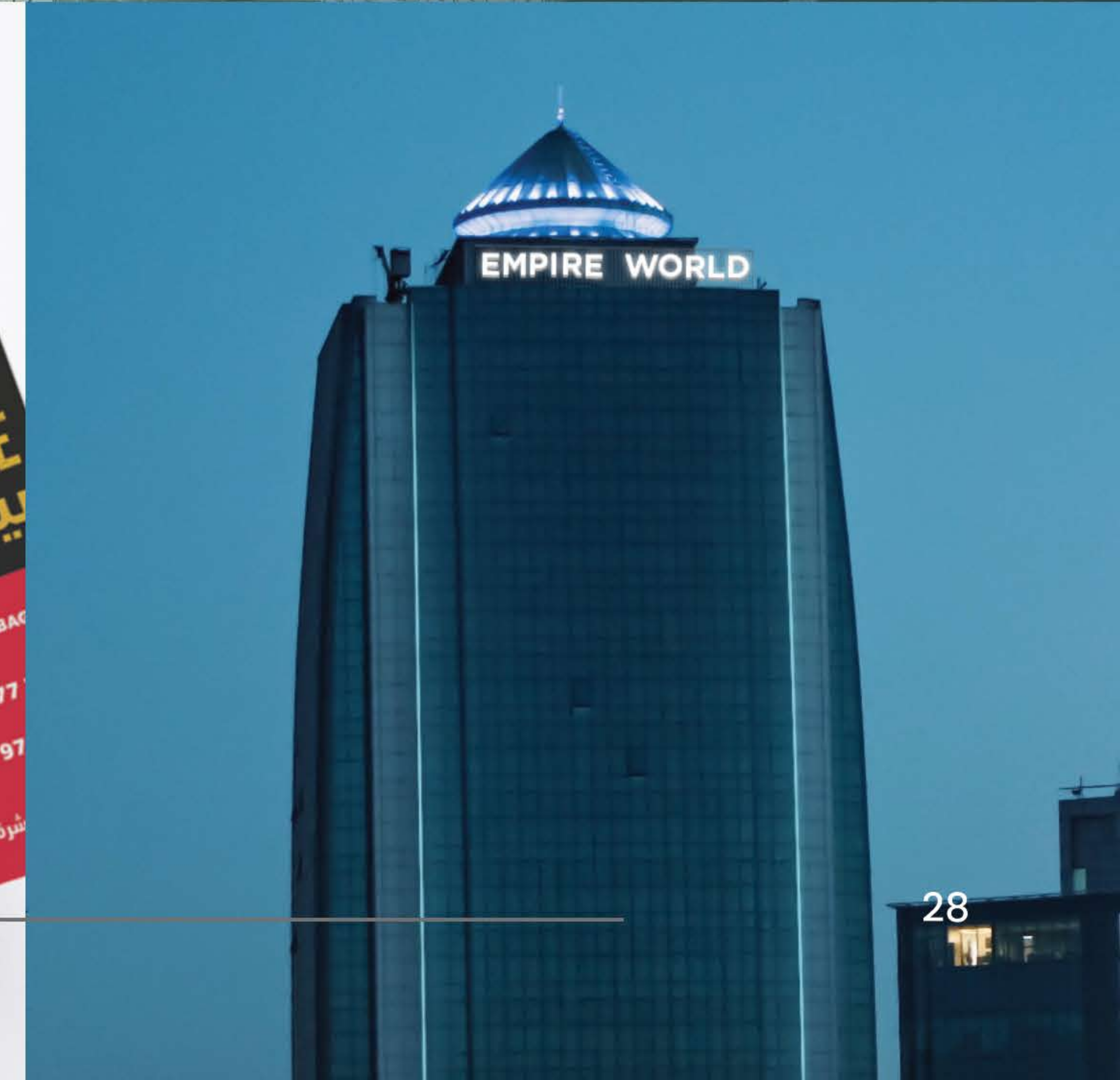
A Treasure For **cookie** Pirates



# Print & Manufacture

— Your scene, your rules.

We have privileges and partnerships with a refined network of reliable print houses and manufacturers both in Iraq and abroad. From booklets, collaterals, stationery, and packaging to BTL and ATL, we deliver superior prints. In addition, we exhibit a track record of supreme interior decorations, signages, event accessories, and multipurpose props and assemblies.





## Copywriting

Words that resonate and influence.

A strong content should be adaptable to the context, while preserving a unified corporate voice. Moreover, the text should be tailored to persuade, attract, inspire, command or empathize, depending on the situation.

Sky Marketing distinguishes itself via its deep understanding of the Iraqi market and culture. We write, translate and proofread to deliver a powerful text that resonates within this market. Our inhouse experts cover English, Kurdish and Arabic, across several sublanguages and dialects.

## Media Buying

Fine-tune your mediums.

Whether the medium is TV, Radio, Print, OOH or Online, we handle all aspects of Media Buying. From target definitions and all the way to research, sourcing, implementing and monitoring, we will do it on your behalf and keep you updated via status reports.



# Research Services

— A decade of supporting informed decision-making.

## Market Analysis

- Market size & share
- Competitive analysis
- Customer analysis
- Dynamics & growth drivers
- PESTEL analysis
- SWOT analysis

## Brand Audit

- Customer Satisfaction
- Net Promoter Score
- Brand Awareness

## Retail Audit

- Shelf efficiency
- Mystery shopping
- Merchandising

## Customer Behavior

- Communication appeal
- Behavior analysis
- Satisfaction & loyalty drivers
- Buying & consuming journey analysis

## Product Development

- Needs assessment
- Blind test
- A/B testing
- User experience

## Monitoring & Evaluation

## Media Consumption



# Digital Marketing

Sky Marketing helps you create, grow and maintain your business's online persona.

# Influencer Marketing

They are popular. Followed and trusted by tens of millions. Through our network of both micro and macro influencers, we make sure the right person is promoting your brand based on your communication strategy.

# Social Media Marketing

We manage your social media accounts on your behalf. We create rich content calendars crafted to influence, promote and sell. We handle community engagement, ad campaigns and data analysis across numerous social media platforms.





# Website & App Development

Your website is your own kingdom. Not only does it make your business available to millions of internet users, but also gives it personality, charisma and authority. Add to that a mobile application with useful features, and everyone will be walking around with your brand in their pockets.



1X2 Football Game App



Shoxan Marketplace



# SEM, SEO, Email & SMS

Sky Marketing not only puts you online. We put you there first.

We help you make the most of search engines. Our Search Engine Marketing (SEM) service promotes your website to the sponsored part of Google search results. Our Search Engine Optimization (SEO) service guarantees advanced placement among these search results. In addition, we help you blast-share your services, offers or announcements via bulk email and SMS campaigns.



# Brand Development

———— The small details that paint the bigger picture.

Brand identity determines how your business will appear and function both internally and to the outside world. How will it look and feel? What will it tell? What will the first impression be? Will it stick to memory? Entrust Sky Marketing with shaping your business Identity.

The identity package starts with business naming, logo design and slogans creation, extending all the way to business cards, letterheads, signatures, collaterals, stationery, uniforms and decorations. These are the small details that paint the bigger picture, and it's important that they are consistent and professional.

# Brand Management

———— Maximizing the brand's value through smart management.

From start-up and all the way to scaling and mergers, any brand has a lifecycle. During each of these phases, professional brand management is needed to deliver the right message, make the most effective communication and keep consistent goals.

We strategize, implement and evaluate brand management. We have had the pleasure of helping key brands through agile actions and valuable insights. From launchings to monitoring reputation, augmenting corporate spirit, creating activity calendars, analyzing past performance and many more.

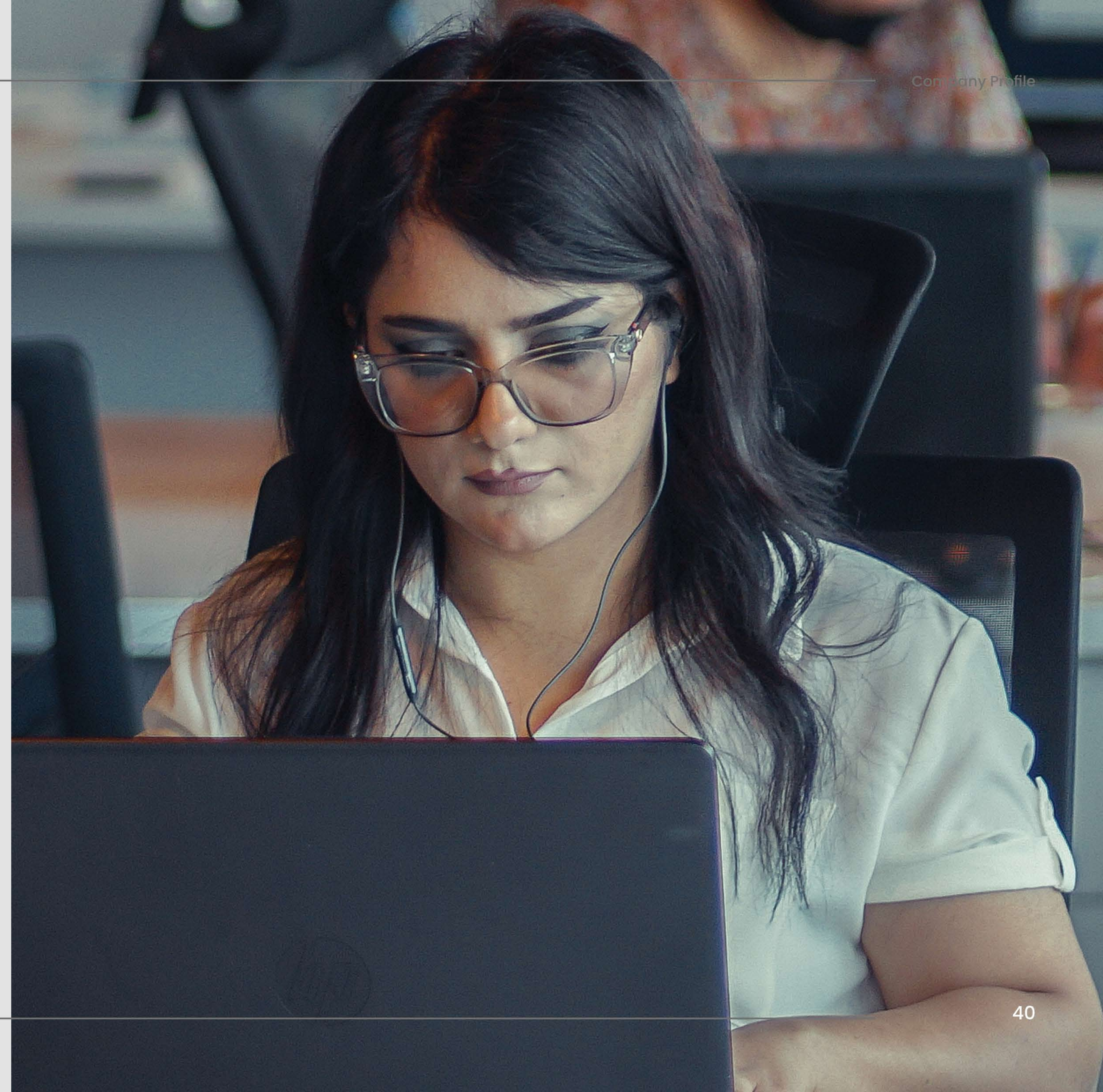


# Customer Care Solutions

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Outsourcing your customer care needs is a great way to cut expenses. Save on staff members, office space and expensive gear by entrusting your customer care services to Sky Marketing.

From small to large volumes, and whether inbound or outbound, we have a 24h call center ready to accommodate your needs right here. Furthermore, we handle the customer care required through your website, social media pages and email accounts.





# Testimonials

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**Sarmad Yousif**  
**Korek Telecom – Chief Marketing Officer**

Sky Marketing is the only full-marketing agency we have worked with locally. The value that Sky Marketing brings is equally in the project it delivers and the professional reporting we get.

The best events we have had have been managed by Sky Marketing. Moreover, we called upon them for urgent tasks that had to be done within a very tight schedule and they have delivered every single time.



**Yadgar Merani**  
**Lezzoo – Chief Executive Officer**

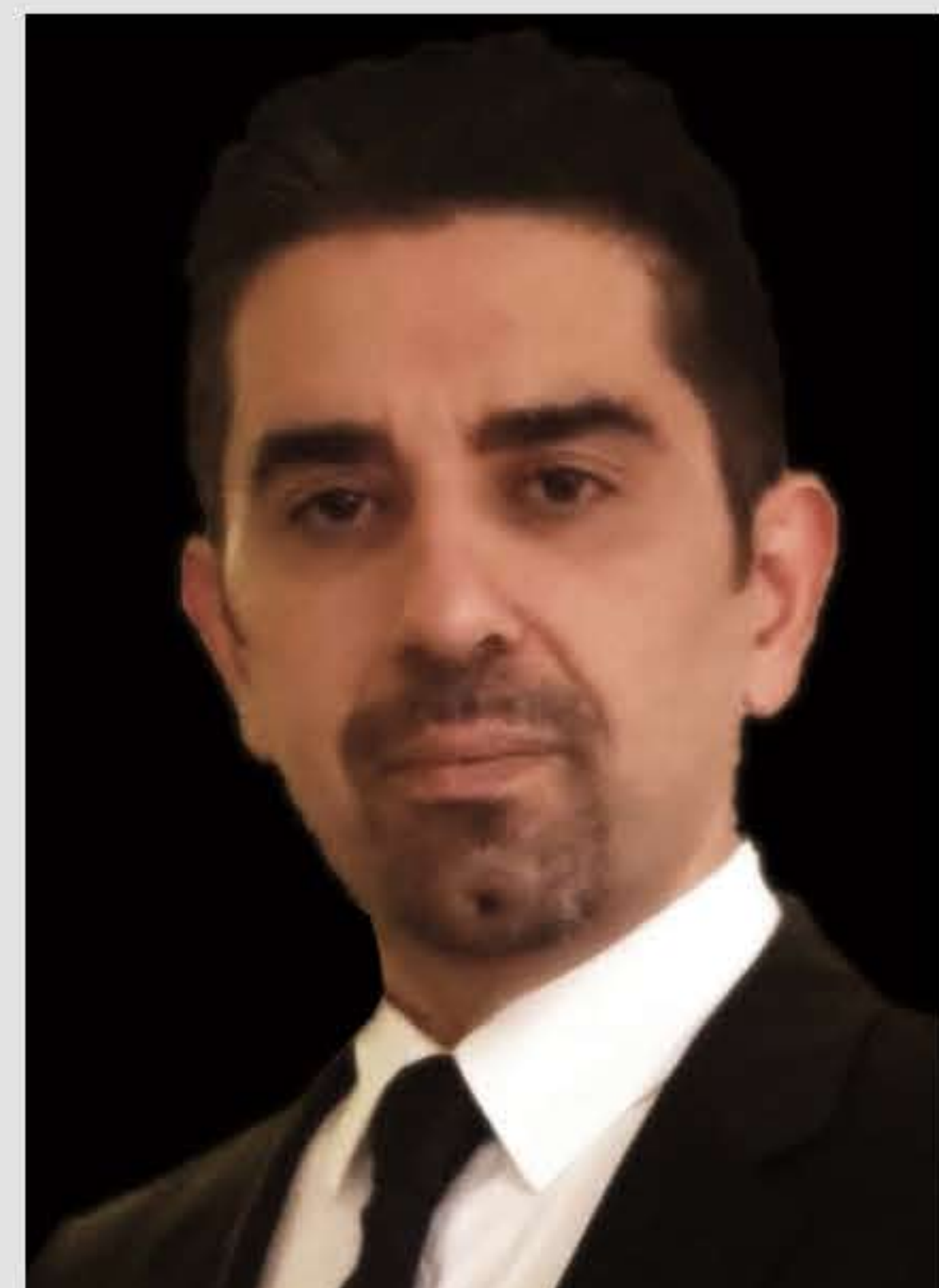
Working with sky marketing has really changed our perspective on marketing. Since our partnership we have captured 20% month-over-month growth in revenue, as well as, our user base has at least doubled monthly.

Sky Marketing not only fills the gap of marketing management but also uses effective marketing strategies that lead to a positive result.



# Testimonials

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**Amer Salih**  
**Toyota – General Manager**

During my period as General Manager for Toyota Iraq, I had the pleasure of working with Sky Marketing. They provided us with both large market research services and close to a hundred smaller and several high profile larger event management services.

What I liked about Sky Marketing was the feeling of ownership, the professionalism and the extra effort they put to make all the project a successful story to tell.



**Sarhang Sabir**  
**Sardar Group – Group Marketing Manager**

Marketing Managers always struggle to find marketing agencies who can get it right from the start. It used to take a lot of trial and error. When it came to Sky Marketing, they showed an ideal understanding of the Iraqi markets and the marketing discipline.

Therefore, it was like we have known them for years. Since the very first day, they became a valuable marketing partner, providing a-z services to Sardar Group and numerous sub-brands.



# Testimonials

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**Nizar Alsaffar**  
**Harun Group – Marketing Director**

In the retail business, marketing is critical. Being the merchandiser of a prominent multinational brand, our agencies had to do a lot, fast and first-rate. Only the A-list will do. That's how we met Sky Marketing, and that's why they became our full-service agency for over seven years. Be it research, BTL, OOH and online, they were our eyes, ears and hands in the Iraqi markets.



**Mohammed Dokmak**  
**Hardee's Kuwait, Qatar & Iraq – Senior Marketing Manager**

We have had Sky Marketing as our agency of choice for three years now. As Hardee's Senior Regional Marketing Manager, I closely experienced how their remarkable marketing services manifested into tangible field benefits, whether in brand recognition, product awareness or customer service. They have been by our side as we journeyed into new products and branches, and we always recommend having such a reliable and responsible journey companion.



## Contacts

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