

PERCEPT GULF Fz LLC

Incorporated in 1998, Percept Gulf Fz LLC is a Company of Percept Limited. Percept Gulf was one of the first agencies to enter the Middle East region and is today one of the fastest growing agencies in the UAE with a staff strength of over 30 people across 10 nationalities, with capitalised billings in excess of US\$ 20 Million across a 60 plus client base.

Percept Gulf Fz LLC offers a diverse range of Advertising, Digital, PR and Media services. Key services include:

- Strategic Brand Planning
- Brand Management & Consulting
- Creative Services, Communication Strategy & Development
- Media Strategy, Planning, Buying & Analytics
- Public Relations Strategy, Management & Reporting
- ATL and BTL Event Management
- Social Media Advertising, Strategy & Management
- Digital Advertising, Strategy & Training
- Website & Mobile Apps
- Experiential AR & VR
- Influencer Management

Media Capabilities

- Media buying across network in excess of US \$ 200 million
- Excellent relationships with media owners across all media vehicles, demonstrating tangible value benefits
- Thorough knowledge of regional media landscape and sensitivities
- Intricate knowledge of media as well as cultural sensitivities
- State-of-the-art media tools for planning and analysis
- Access to industry data and media research across the network
- Dedicated teams for planning, buying and operations

Key Relations Developed

- **Lal's Group** (Arabian Centre, Homes r' Us, Bossini, G2000, Lamcy Plaza, Daiso, Carter's, Mr. Price, Thomas Scott)
- **Apparel Group** (Kenneth Cole, Tommy Hilfiger, Aldo, Nine West, Skechers, Bench, Strandbags, Books Plus, Basler, Dune, Bally, Athletes Foot, Shoe Studio, Spring, Naturalizer, Birkenstock, Moreschi)
- **Galadari Automobiles** (Mazda 3, Mazda 6, MazdaMX5, Mazda CX9, Mazda BT50)
- Emami (Fair & Handsome, Fair & Ageless, Fair & Teen, Navratna Oil), ADD (Arab Digital Distribution – Pehla & Firstnet), Country Club Hotels, Western Auto, Gargash Motors, Sanali Group(Real Estate), Al Barakah (Real Estate), Kensington Global (Real Estate), Alokozay Tea, Esse Cigarettes, Pine Cigarettes, Zest Cigarettes Creative Technologies, Digitech, Nando's, Isostar, Big Yellow Storage,

Pegasus Realty, AI Electronics (LG), Vista Real Estate, Bavaria Gulf Real Estate, Citadel, Careertunity.com (Recruitment portal)

Awards & Accolades

- Best Agency Partner 2012-13 – Dabur
- 4th Dubai Lynx Awards 2010 – Silver Award in the Outdoor category
- Asia Brand Congress 2007 – Brand Excellence Award for Percept's IMC initiative
- Khartoum International Fair 2006 – 'Best Stall Design' Award

Percept Gulf Corporate Office

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Media Contacts

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For more information, please visit www.perceptme.com

About Percept Limited

Founded in 1984, Percept Limited, an Entertainment, Media and Communications company, is at an enviable leadership position today, with a team of over 400 people and 32 offices in India and the Middle East and a capitalized billings of INR 17.26 billion (FY'16).

Percept companies construct tailor-made content, assets and solutions that deliver in both local and international markets and services millions of clients and consumers across the globe.

Percept operates in 2 core business domains:

- **Percept One – Marketing Communication Services** – this encompasses 3 Strategic Business Units:
 - **Creative Services** – Advertising, Brand Marketing Consultancy & Communications, Corporate Identity, Strategy, Creative, Design & Packaging, and Integrated Marketing Communication Consultancy services

- **Media Services** – Media Planning & Buying; Out-of-Home Media; Retail Media; Rural Media; and Digital Media
- **Other Marcom Services** – Brand Activations & Promotions; Incentives, Conferences & Exhibitions Management; Event Management & Marketing; Public & Media Relations, and Social Media Marketing
- **Content and Intellectual Properties** – this comprises 2 Strategic Business Units:
 - **Filmed Content** – Ad Films; Television and Movie Content Production, Aggregation, Distribution & Marketing
 - **Live Entertainment** – Intellectual Properties in the Entertainment, Sports and Media domain

For more information, please visit www.perceptindia.in