
Media Strategy

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Qatar **2011**

Selection

- Rationale -
 - ▶ Used tactically to increase the awareness amongst professionals and total audience as well
- Selection rationale
 - ▶ Selecting the top 3 Arabic and 1 English title
- Approach
 - ▶ Phase 1: Half page colored on the front page of business section to tackle the professionals
 - ▶ Phase 2: pages 5 or 7 of the main section targeting total audience

Selection

- Rationale
 - ▶ Magazines enjoy long time shelf life. Generally used to strategically tackle total audience.
- Selection
 - ▶ General Social/Events magazines
 - ▶ **Qatar Happening:** Qatar's first event magazine discussing the upcoming events and activities, and providing readers with timely, up-to-the minute entertainment, arts and culture, sports and restaurant news.
 - ▶ **Abode:** Lifestyle magazine, discussing personalities, arts, education, technology, wellbeing, style, leisure, nightlife, travel and other matters of social importance with class and care.
 - ▶ **Isola:** A high-end, luxury lifestyle publication targeting the affluent readers from both genders

Magazine

Selection

- ▶ **Layalina:** A vibrant mix of fashion and beauty magazine, covering all kinds of events and exhibitions.
- ▶ **Qatariat:** A publication that addresses businesswomen in particular, covering all related local and Arab news including, achievements, social contributions, business impediments, as well as future projects and perspectives.
- ▶ **Oryx:** Qatar Airlines' official in-flight magazine, enjoying more than 1.4million readers from all around the world. **Qatar Today- Qatar Al Youm- Woman Today**
- ▶ **Beity Qatar**
- ▶ **Lamast /Touch Décor**
- ▶ **Arab Women & Business**
- ▶ **Jamila**
- ▶ **Economy & Commerce**
- ▶ **ADM Magazine**
- ▶ **CompoArredo Mag/ Italian Lighting Mag**
- ▶ **Alam Al-Iktissad Wal A'mal/ Ruwad**
- ▶ **Furnitureglobal.com**
- ▶ **Asia Media line**
- ▶ **ME Interiors- In process**
- ▶ **Al-Ufuq Magazine**
- ▶ **Al-Maskan**

Radio

- Rationale
 - ▶ Used as a complementary media to boost the campaign and increase the awareness amongst the general public
- Selection
 - ▶ The leading Arabic and English radio stations.
 - ▶ Scheduling the spots during the peak hours.

Outdoor

- Rationale
 - ▶ Used to create rapid awareness amongst the general public
- Selection
 - ▶ Ambient media at Virgin Megastores: Displaying living rooms/dining room/any other furniture at the **window screen of Virgin in both Landmark and Villaggio.**
 - ▶ Pole flags a week in prior to the exhibition facing **Qatar Exhibition center, on Waab road and from City Center to the Rainbow roundabout.**



- ▶ Taxis to boost the outdoor campaign.

Villagio Branding:

An audience highly sensitive to Brands and quality products



Gender
52% males
48% females



Young audience
73% are under 40



Expat audience
56% are expats



Upper-class
64% belong to medium
and upper-class



Highly sensitive to
product quality
69% are ready to pay
extra for quality products



Highly sensitive to
Advertising
52% feel safer with brands
they've seen advertised
than with others

- The 3rd most frequented location after home and work
- Up to 50,000 visitors per working day per mall, twice as much on week-ends and holidays
- As much of a social function as a commercial role

Face to Face showcase: All gates (22 gates)



Interior offer



Through your Brand - One Way Vision



- Rationale
 - ▶ Provides a platform for awareness/interaction and direct visitor to website or microsite.
- Selection:
 - ▶ **Qatar is Booming:** An online platform for decision-makers with vested interest in the development of Qatar, delivering comprehensive news coverage about all matters related to the county.
 - ▶ **Qatar Happening**
 - ▶ **Qatar Living:** Online classified website. It is the ultimate Qatari one-stop information portal and makes the lives of everyone in Qatar a lot easier.
90% of the visitors are Qatar residents and the rest comes from around the world
 - ▶ **Facebook:** The leading social network website


SMS

- Rationale
 - ▶ Used to remind people about the event and increase the interest to visit INFDEX
- Selection:
 - ▶ 3 shots of SMS as follows:
 - > 1st shot: a day prior to the event
 - > 2nd shot to be sent during the event day, noon time
 - > 3rd shot will be used anytime during the event period as reminder

Media	Position / Location	Size / Duration	# Ins./ # of spots	Jun-11				Jul-11				Aug-11				Sep-11				Oct-11						
				W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W	W			
				1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4			
Newspaper																										
Al Sharq	Front, Business section	HPC	1	1																						
Al Sharq	Front, Business section	QPC	1		1																					
Al Raya	Front, Business section	HPC	1	1																						
Al Raya	Front, Business section	QPC	1		1																					
Al Watan	Front, Business section	QPC	1	1																						
Gulf Times	Front, Business section	QPC	1	1																						
Al Sharq	Inside Page, upgraded to 2,3, or 5 main section	QPC	2																	1	1					
Al Sharq	Inside Page, upgraded to 2,3, or 5 main section	HPC	1																		1					
Al Raya	Inside Page, upgraded to 2,3, or 5 main section	QPC	2																	1	1					
Al Raya	Inside Page, upgraded to 2,3, or 5 main section	HPC	1																		1					
Al Watan	Inside Page, upgraded to 2,3, or 5 main section	QPC	1																		1					
Gulf Times	Inside Page, upgraded to 2,3, or 5 main section	QPC	2																	1	1					
			15	0	4	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Radio																										
Qatar Radio Arabic	Morning Drive - 06:30 - 11:00	15"	30																	10	10	10				
	Evening Drive - 16:00 - 18:30	15"	15																	5	5	5				
	Family Time - 18:30 - 00:30	15"	30																	10	10	10				
Qatar Radio English	Morning Drive - 06:00 - 13:00	15"	15																	5	5	5				
	Noon Drive - 13:00 - 16:00	15"	15																	5	5	5				
	Evening Drive - 16:00 - 22:00	15"	30																	10	10	10				
Qatar Foundation Radio	Morning	15"	15																	5	5	5				
	Noon	15"	15																	5	5	5				
	Evening	15"	30																	10	10	10				

Outdoor				Jun-11	Jul-11	Aug-11	Sep-11	Oct-11
Virgin - Villaggio	Posters at cash counter	50x70	3					3
	Window branding	263x377	1					1
	Pillars - Main entrance & Electronics section	260x362	2					2
	Pillars - Main entrance & books section	390x362	2					2
Virgin - Landmark	Posters at cash counter	50x70	1					1
	1 Window branding	570x312	1					1
Virgin - Viral	www.virginmegastore.me	189x534 pixels	-					1
	e-mail shots	2000 e-mails	2000					2,000
	facebook post	1 video	1					1
	Flyer distribution	Unlimited (bags and stands)	-					X
Villaggio - Rental	Face-to-face Mupis	22 faces	22					22
Villaggio - Production	Face-to-face Mupis	22 faces	22					22
Flags - Rental	Intercon r/a to Arch r/a		35					X
Flags - Production	-		35					X
Flags - Rental	From City Center to Arch r/a		13					X
Flags - Production	-		13					X
Taxies	-	2 weeks	100					X

Online				Jun-11	Jul-11	Aug-11	Sep-11	Oct-11
Linkedin	Flyer Box	50x50	500	X				
Facebook	Flyer Box	110x80	6,000,000					X
Qatar Is Booming	Landing Page Skycraper	220x550	Full	X				X

e-mail shots				Jun-11	Jul-11	Aug-11	Sep-11	Oct-11
e-mail shots	2 shots, 85,000 e-mail each	1 week prior to the event	5	1		1	1	1 1
								
Arabic	69 characters	Timing TBD	75,000					3
English	160 characters	Timing TBD	75,000					3

Thank you!

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