



STREET

WE NEED TO PLAY



WHO WE ARE



STREET, our creative solutions agency specializes in offbeat BTL on-ground and digital activations, with tailor-made campaigns based on social and psychological insights, designed to stir.



We have complete in-house capabilities to execute 360° campaigns. This includes:

MARKET RESEARCH

**BRANDED CONTENT
[TEXT AND VIDEO PRODUCTION]**

SITE-SPECIFIC ACTIVATIONS

PROMOTERS

& SO MUCH MORE



We began operations in 2014 to create memorable brand relationships that add value to the lives of your consumers.

**EMPTY ADS AND
PROMISES WORK
WELL A DAY.**

**WE ASK:
HOW ABOUT THE
OTHER 364?**

WHAT WE VALUE



WE BELIEVE: in throwing ideas away; if they're not based on research and strategy. Human truths always triumph; that's why we concentrate all our efforts in finding the core of your brand, the values of the audience and reflect the connection in both ideation and action.



Every campaign needs to leave a measurable mark in their lives; whether it's a memorable event, a life-changing workshop or an outlandish one-on-one.



CALL US FOR:

**HASSLE-FREE AND
EFFECTIVE EXECUTION.**

We'll go miles to make your campaign work
– with you and without.

**WE ARE-
OFFBEAT,
REAL,
PLAYFUL**



WHAT WE HAVE



An in-house research, creative, strategy, copy, videography, and design team.



A RAPIDLY GROWING NETWORK OF FOLLOWERS, INCLUDING STUDENT BODIES AND CLUBS WITH NO-HOLDS-BARRED ACCESS TO A POOL OF TRAINED STUDENT INTERNS.



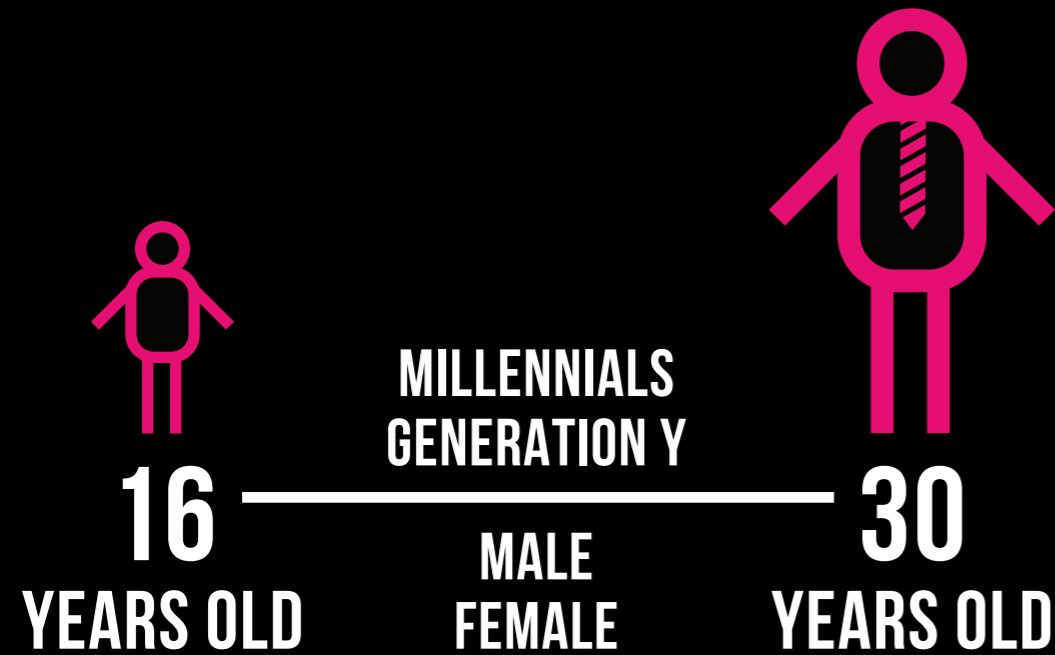
A dedicated and driven communications team to liaise with you throughout the campaign.




Long-standing partnerships with schools/universities across the U.A.E.

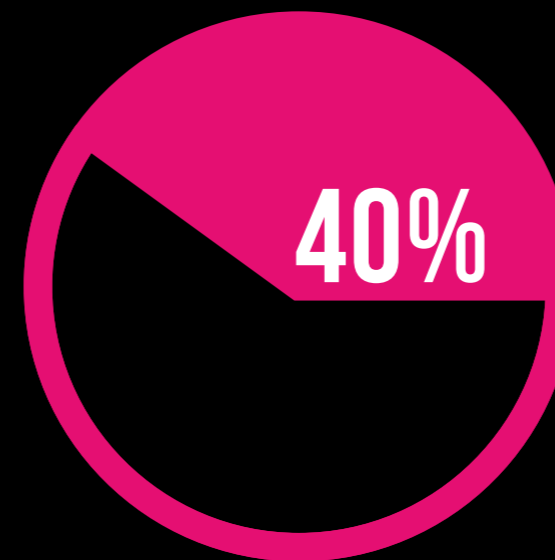
Expertise and direct access to reach your niche target intimately.

OUR AUDIENCE



 **ARAB, ASIAN, EUROPEAN AND EVERY NEW-AGE THIRD CULTURE KID IN BETWEEN!**

 **AFFLUENT AND EDUCATED [WITH ONE OF THE HIGHEST DISPOSABLE INCOMES IN THE MARKET].**



3.7384 MILLION RESIDENTS WHO ARE 15 - 34 YEAR OLDS

OVER 40% OF THE UAE'S POPULATION IS COMPOSED OF YOUNG PEOPLE.

WHAT ARE THEY LIKE?



**ALMOST 9 IN 10 BELIEVE EVENTS
CAN INSPIRE YOUNG PEOPLE ***



**7 IN 10 FEEL EVENTS CAN FOSTER COMMUNITY
SPIRIT AND CULTURAL UNDERSTANDING ***

* [YouGov Report, Host Cities, 2015: <http://host-cities.com/Resources.html>]



**THEY LEAD HECTIC LIVES. THEY
ARE AMBITIOUS AND INVOLVED.**



DIGITALLY-INCLINED MULTI-TASKERS.



**SOCIALLY ACTIVE, PREFERRING ACTIVITIES
WHERE INTERESTS MEET INTERACTION.**



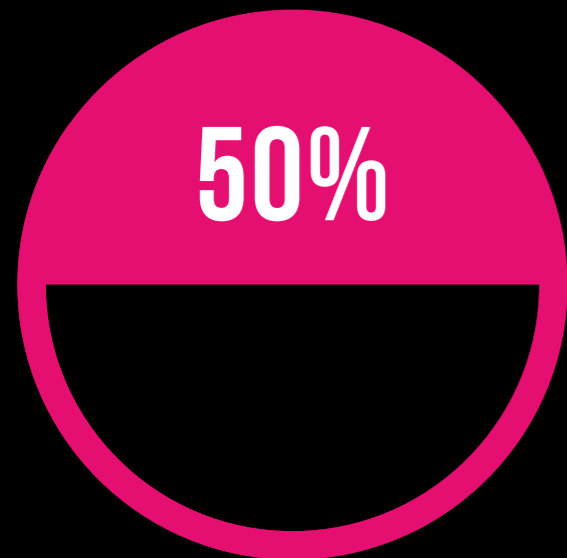
**ARE SELF-CONSCIOUS AND
HIGHLY AWARE OF THEIR OWN
IDENTITY AND SELECTIVE
ABOUT WHAT THEY 'LIKE.'**



**HAVE A HIGH DISPOABLE INCOME
AND ARE HIGHLY INFLUENTIAL INDIVIDUALS
IN THEIR FAMILIES.**



WHAT ARE THEIR MAJOR CONCERNS [2015] ?



THEY THINK THEIR IDENTITY IS DEFINED BY THEIR JOB [50%] — MORE THAN CLOTHES, THEIR NATIONALITY AND THEIR POLITICAL VIEWS. *



VALUE-DRIVEN: THEY BELIEVE THAT SUCCESS CAN BE DEFINED BY MAKING THE WORLD A BETTER PLACE. *

Arab Youth Survey, Burson-Marsteller, 2015.

WHAT CAN WE DO FOR YOU?



Start meaningful conversations among niche audiences through an efficient and far-reaching peer network.



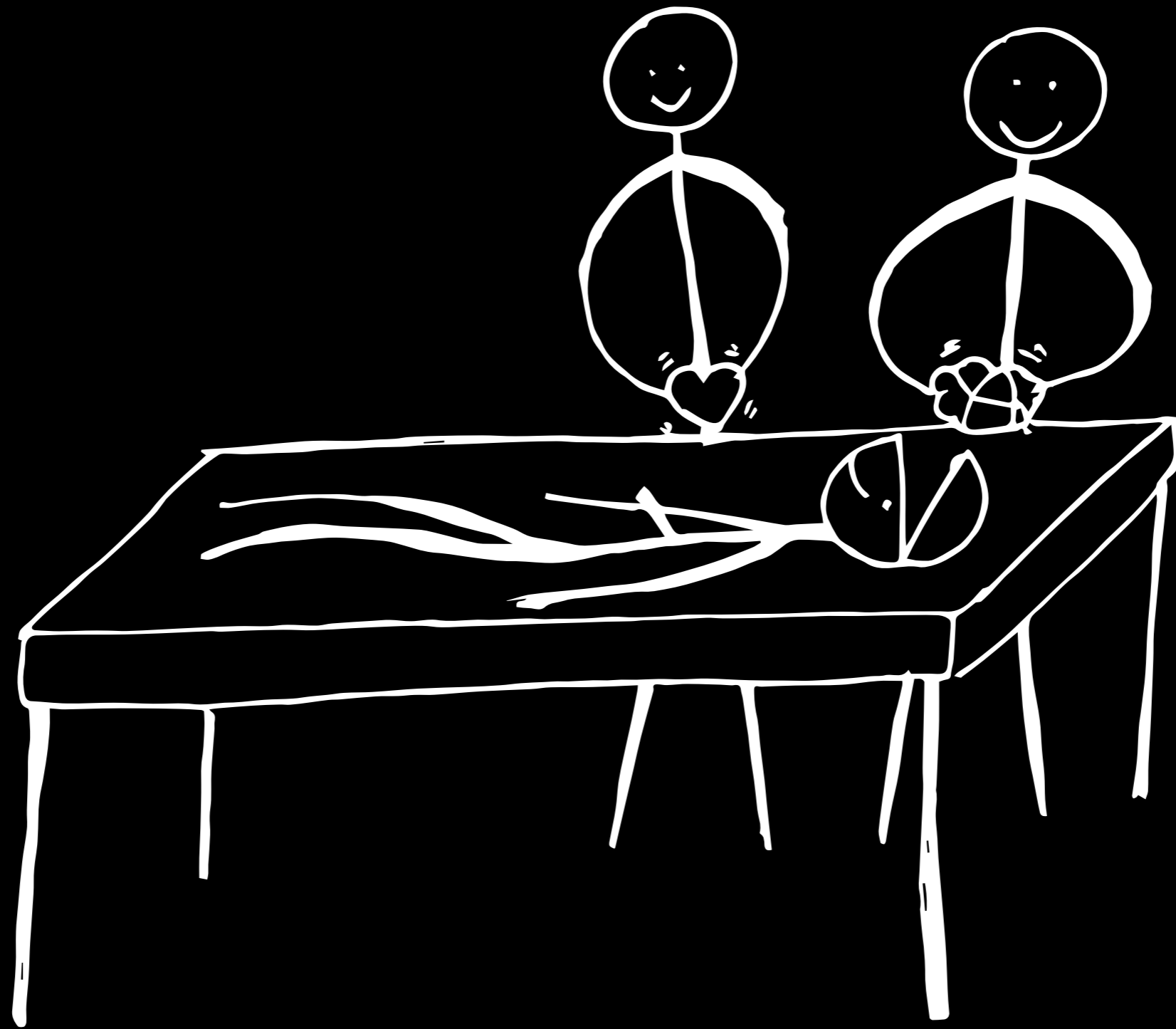
**LOCK IN A DIFFICULT
TARGET GROUP, PHYSICALLY,
EMOTIONALLY AND
PSYCHOLOGICALLY.**



Create effective on-ground engagement campaigns based on insight and thoughtful strategy.



Provide offbeat BTL solutions for your brand to be 'in' intimately.



INTIMATE ACCESS

HOW?

STREET'S OFFBEAT 360° CAMPAIGNS



**DEEP CONSUMER
INSIGHTS & RESEARCH**

**TAILOR-MADE CREATIVE
SOLUTIONS FOR YOUR BRAND**

**BRAND IMAGE MANAGEMENT
THROUGH CONSULTATION**

GIVE THEM A REASON TO LOVE YOU



You know that feeling you get when you meet someone you know intimately? There's mutual warmth and even a simple coffee is magical.



These are relationships built over time.



WE AIM TO INFUSE PLAYFUL, PERSONALLY MEANINGFUL, MEMORABLE INTERACTIONS IN ALL OUR CAMPAIGNS.



First, give them a reason to love you by finding common ground. Then give them a reason to stay.

WHY US?



We know your audience: We do our research thoroughly. We know where they are, what they like to eat, what days they hate going to work, what ticks them off and what inspires them.

WE'RE LEGAL STALKERS.



They are also a massive part of our team at the B-Change publication [front-end].



Our qualitative reach through our network of designers, writers, and featured artists.



We have the inside track at universities through catalysts [influencers] and official channels.



WHY YOU?



We don't pitch to everyone. Our clients are those that embody a passionate & forward-looking brand.



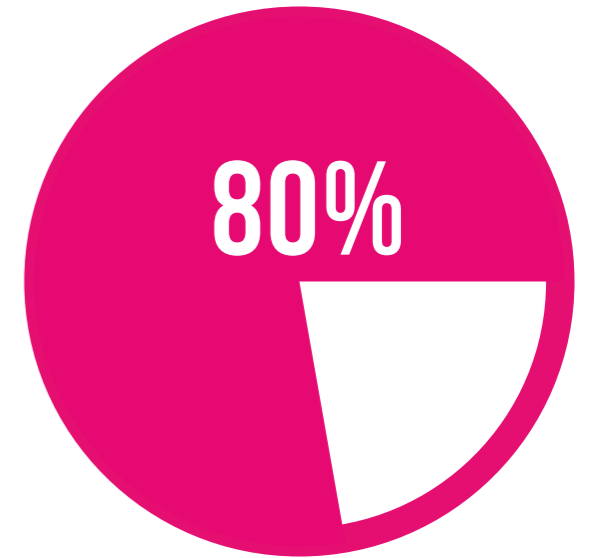
We represent clients we believe in – that means we never sell something we wouldn't buy ourselves.

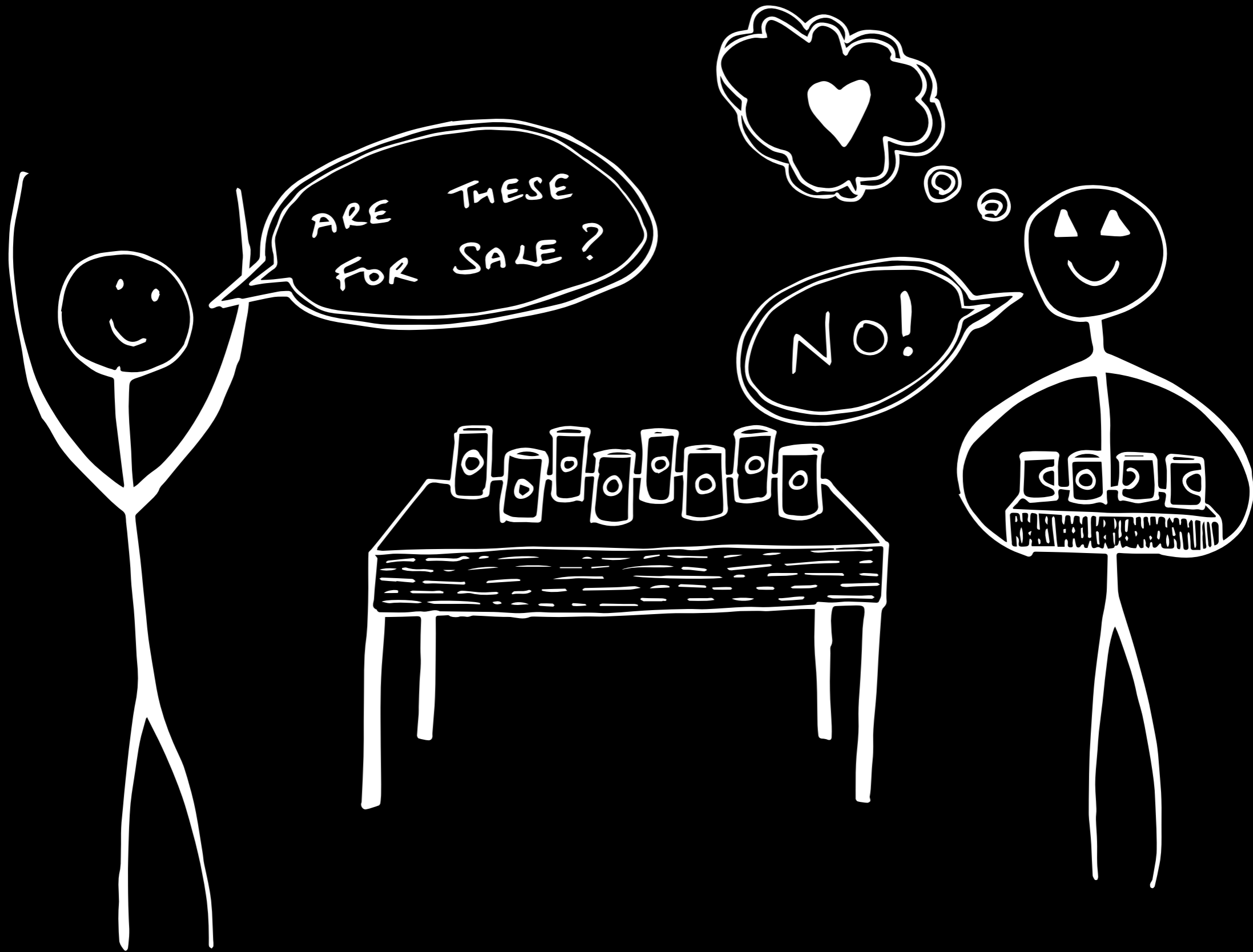


We have the conviction that comes with ardent fandom.



RESEARCH SHOWS THAT 80% OF ANY BRAND'S FOLLOWERS COME FROM THE 20% LOYALTY. THAT'S WHAT WE ARE — THE 20% LOYALTY [WITH RESEARCH, SKILL AND EXPERIENCE].





WHAT WE OFFER

MARKET RESEARCH



First, we'll talk to people from your team to get to the core of your brand's beliefs, personality, speak and walk – like having a long conversation overnight.

BY DAWN, WE'LL BE READY TO REPRESENT YOU.



Our in-house research and analysis team can go straight to the source and get in on what the audience is saying about your brand on the street.



Many brands launch campaigns without an intimate and overall emotional measurement of how their perception has changed on-ground.

WE LET YOU EAVESDROP ON THOSE CONVERSATIONS.



This, along with information on hand regarding their

BEHAVIORAL PATTERNS

[SPENDING HABITS

POPULAR HANGOUT SPOTS

EXISTING TRENDS

PERCEPTIONS

AND ATTITUDES],

concluding creative concepts suited to you become an easy task.

CREATIVE CONCEPTS & STRATEGY



Our concepts are put through a rigorous process of focus groups, surveys and in-house tests to ensure their emotional effectiveness and 'pull'.



Staying away from clichés, unintended puns and weak call to actions,

WE WEED OUT THE UN-COOL ASPECTS OF ANY IDEA TO MAKE IT AERODYNAMIC.



While based on logic and research, the attraction is intuitive and sometimes emotional. Research shows that emotional strategies build stronger brands.



This undertaking is always with your brand identity and values at the core.

EXECUTION

ON-CAMPUS ACTIVATIONS



WHAT IT IS: With partnerships and resources to find inexpensive spot placements, pop-up booths, lounge activations, guerilla reach through student networks and more,

WE CAN FIND A PLACE FOR YOUR BRAND IN YOUR AUDIENCE'S NATIVE ENVIRONMENT: SCHOOL/ UNIVERSITY/OFFICE.



The type of ambient or interactive set-up will be determined by the core creative.



WHY IT WORKS: For an intensely busy target audience that don't look at billboards twice, it's important to tap in and

REACH THEM WHERE THEY ARE MOST COMFORTABLE AND ATTENTIVE.



ON-GROUND CATALYSTS



WHAT IT IS: We identify and **SELECT HIGHLY INFLUENTIAL INDIVIDUALS WITH A REPUTATION FOR BEING CREATIVE** in their specialization, with quality reach, to have positive conversations about Moto within multiple social circles on a weekly basis.

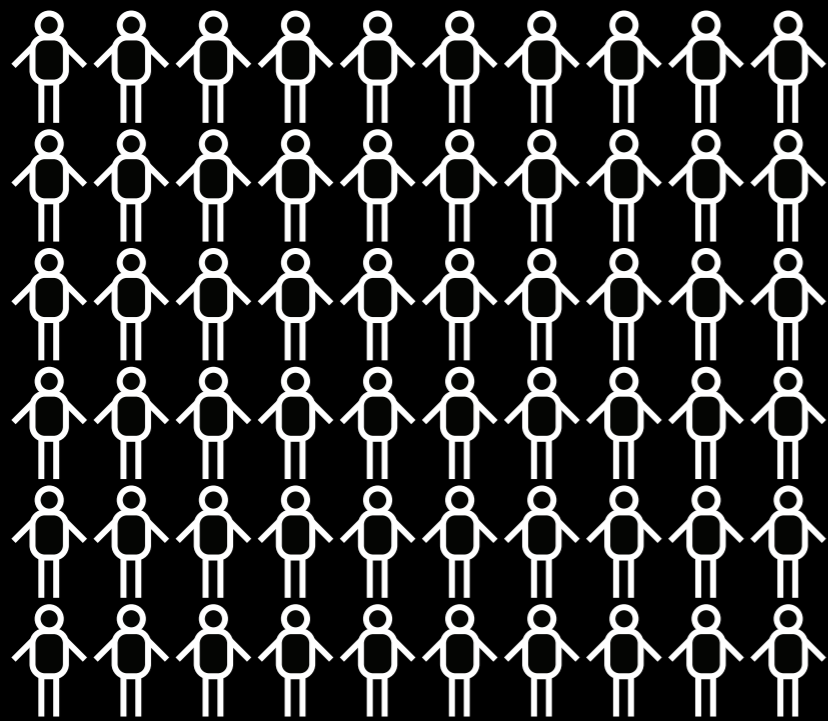
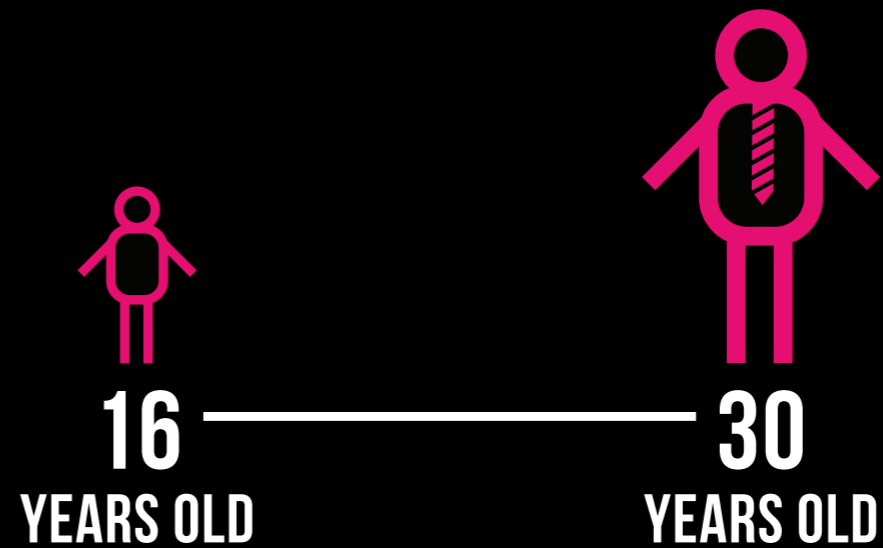


WHY IT WORKS: Locally, word of mouth works like a charm. Social influence is a powerful motivating factor. When coming from a peer, advice/recommendations are taken at face value.



Number of conversations and number of catalysts to be agreed upon. Typically, each catalyst is activated 5 working days.

SELECTION CRITERIA FOR CATALYSTS



THEY HAVE AN AVERAGE OF 1000 FRIENDS ON FB AND OVER A 100 FOLLOWERS ON SNAPCHAT.



MAGNETIC PERSONALITIES THAT CAN INFLUENCE A LARGE NUMBER OF PEOPLE IN THEIR RESPECTIVE SOCIAL CIRCLES.



THEY ARE THE KIND OF PEOPLE THAT EVERYONE EITHER KNOWS OR KNOWS ABOUT.



NATURAL CONTENT CREATORS [MICRO-BLOGGING, SNAPCHAT, INSTAGRAM].



THEY HAVE DEVELOPED THEIR OWN BRAND IMAGE IN THEIR AREA OF EXISTENCE.



THEIR OPINION ALWAYS COUNTS.

WHAT CATALYSTS ARE TRAINED TO DO



CREATE LOCALLY ENGAGING CONTENT ABOUT YOUR BRAND ON SNAPCHAT AT LEAST THRICE A DAY (WITH A MINIMUM OF 100 FOLLOWERS).



WEAR BRANDED GEAR IN AREAS WITH HIGH OTS.

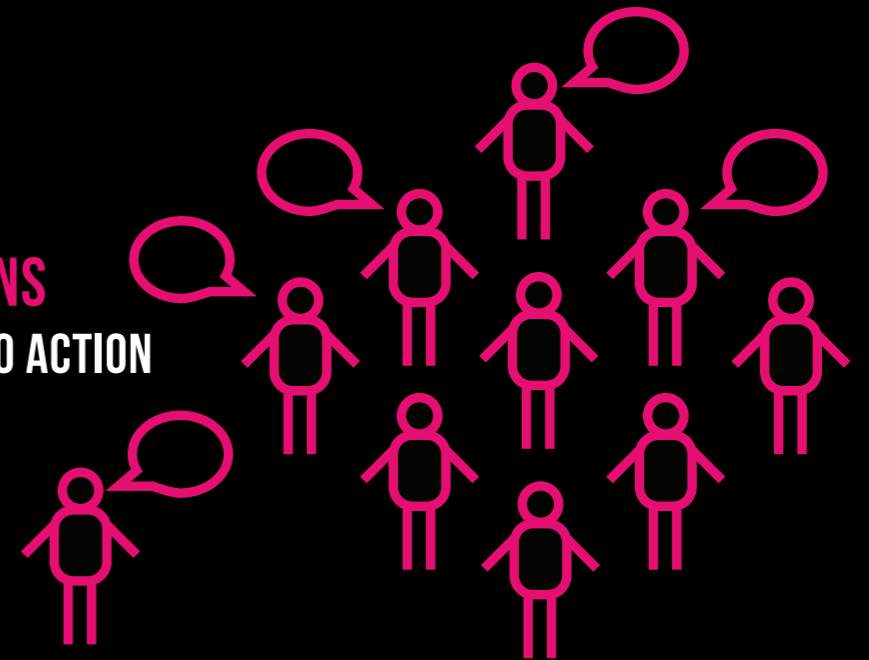


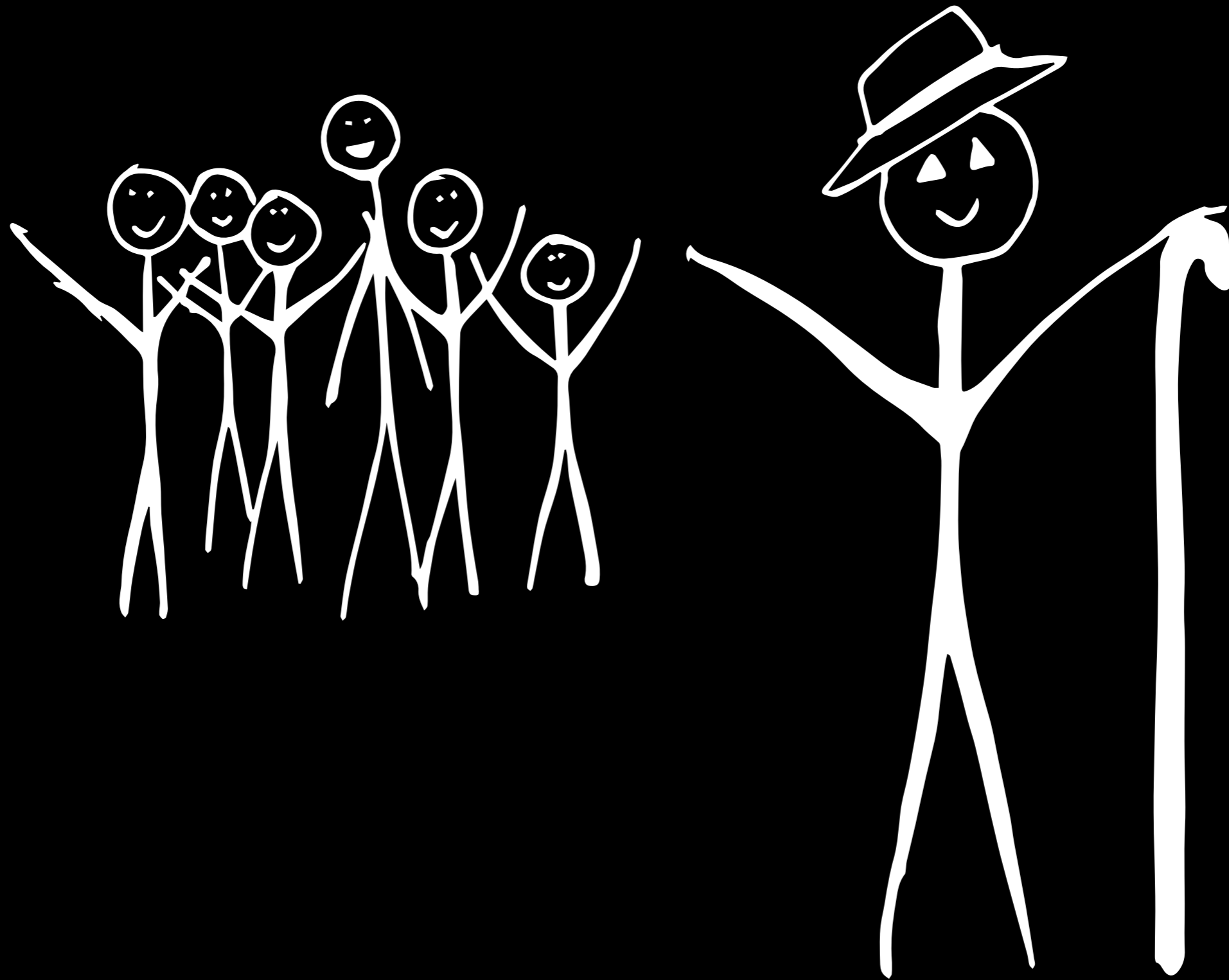
DO ENGAGING SOCIAL MEDIA POSTS ON FACEBOOK & INSTAGRAM, MOBILISING THEIR LARGE FOLLOWING.

HAVE

45 - 70

UNIQUE CONVERSATIONS WITH YOUR CHOSEN CALL TO ACTION [TBD].





DIGITAL CATALYSTS



WHAT IT IS: This will include selecting influential individuals in Schools/Universities

TO INITIATE CONVERSATIONS SURROUNDING YOUR BRAND.



PLATFORMS ACTIVATED:

FACEBOOK

INSTAGRAM

SNAPCHAT

TWITTER

WHATSAPP



HOW IT WORKS: Catalysts will do at least 4 engaging/conversational posts online across mediums daily for the duration of a week.



INSTAA



SNAP
SNAP

WEARABLES

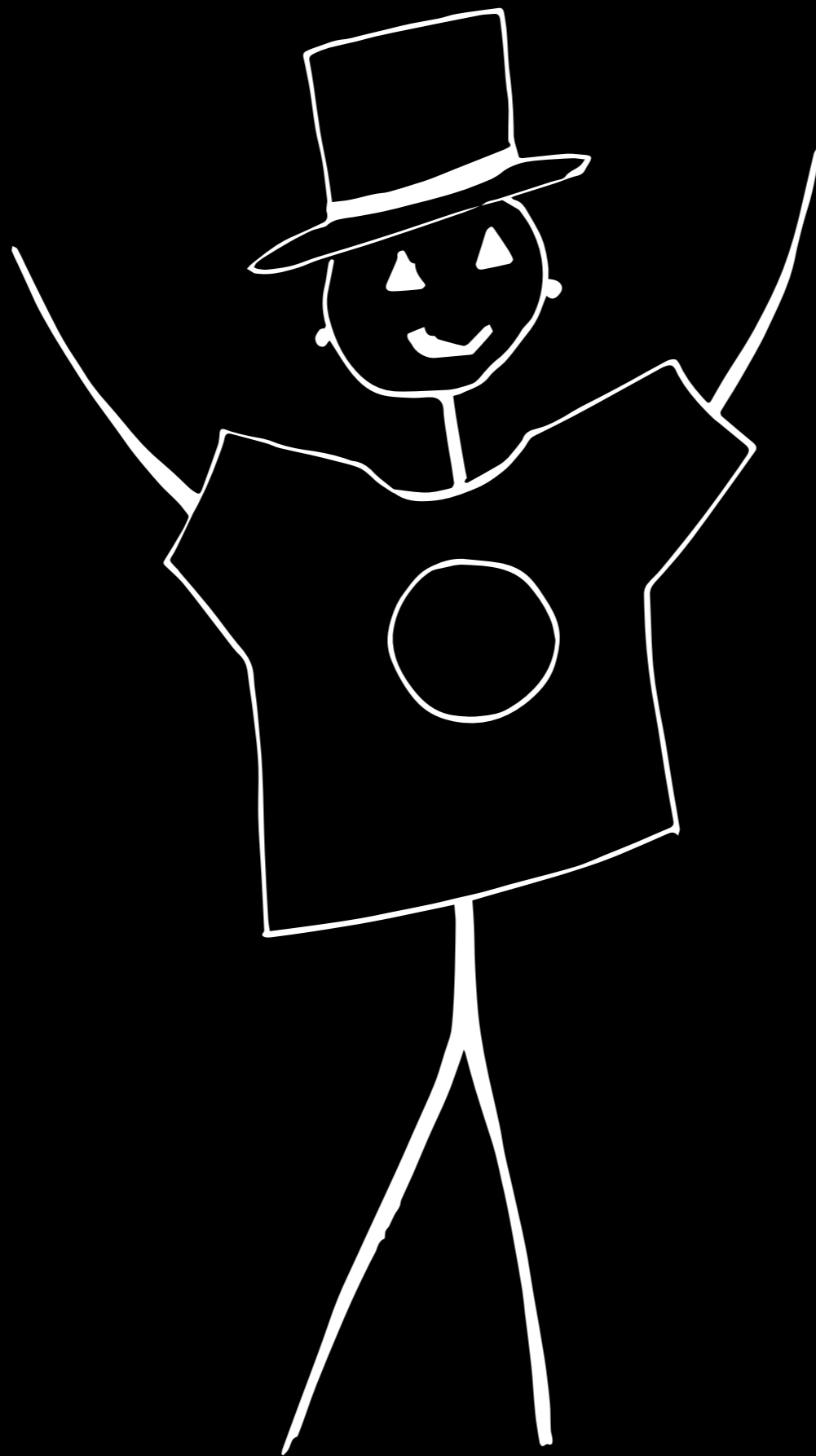


WHAT IT IS: We produce t-shirts, bands, head gear and any other wearables, which can be donned by Catalysts, promoters and everyone associated with the campaign to improve visibility.



WHY IT WORKS: : These will be
**A UNITING AND HIGHLY
RECOGNIZABLE FACTOR
ON-CAMPUS.**

It plays at the 'in-group'
mindset of the audience.



EVENT SPONSORSHIPS & PARTNERSHIPS



WHAT IT IS: It's no longer enough to claim you stand for something as a brand, you have to show them.

Sponsoring and partnering with relevant on-campus events ensures continued visibility as an enabler of the audience.



WHY IT WORKS: : In addition to banner placements, there's room for strategic product plug-ins and placements, so the audience can actively interact with the product/service you offer.



It lends itself to **INCREASE LONG-TERM LIKE-ABILITY** since on-campus events are highly valued for social bonding and memorable activities.



This can include workshops, cultural events, sporting events, academic training events and more.

FRINGE ADDITIONS

INFOGRAPHICS / GRAPHICS



WHAT IT IS: Our in-house design team, retaining your brand identity, can create fun and impressionable graphics and infographics [based on research],
FIT TO FLOAT ON SOCIAL MEDIA.



WHY IT WORKS: This especially works as a digital wing of an on-ground campaign, reinforcing the same message the audience has encountered in person.



Even messages with high intrinsic worth, to be effective with a highly selective and brand-aware audience, must be styled.

Number of monthly templates to be determined.

SLEEK VIDEO STORIES



WHAT IT IS: OUR VISUAL NARRATIVES, RANGING FROM 10 SECOND VINES TO 5 MINUTE FEATURES,

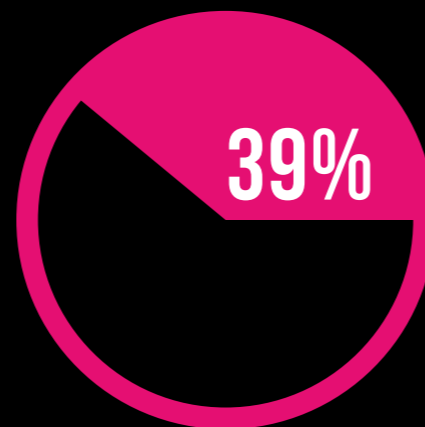
retain the authenticity of an engaging story while conveying your message through compelling art and copy.



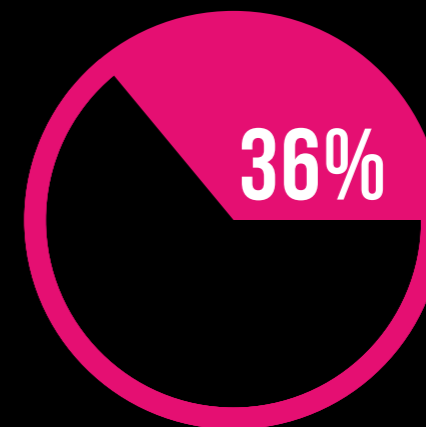
Behind-the-scenes of an event, interviews, inspiring ads, or telling your brand's story one bit at a time. These can then be edited and adapted to different platforms, including snack-able content for Snapchat, Vines, Instagram, YouTube, Facebook & Twitter.



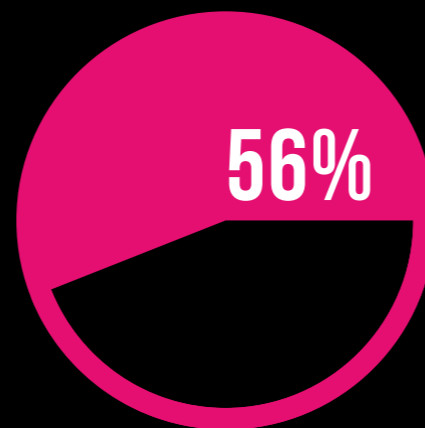
WHY IT WORKS: A study by Usurv in 2015 showed that "Consumers are



39% MORE LIKELY TO SHARE CONTENT IF IT'S DELIVERED VIA VIDEO

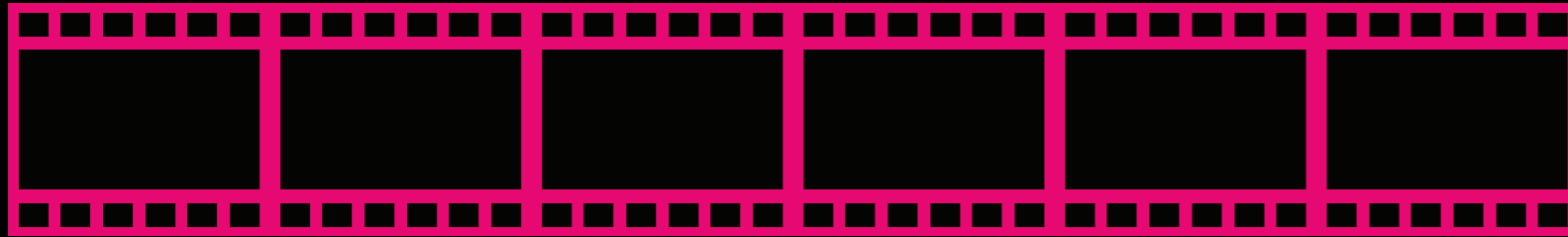


36% MORE LIKELY TO COMMENT



56% MORE LIKELY TO GIVE THAT VIDEO A COVETED "LIKE."

ANIMATION



3 TO 4 FRAME STATIC COMIC STRIPS OR 10-40 SECOND VIDEO ANIMATIONS



WHAT IT IS: Whether it's 3 to 4 frame static comic strips or 10-40 second video animations to create an impression, we've got it down for you. With an infusion of wit, humor and tact, we'll be able to tickle their fancy just enough to check you out.



WHY IT WORKS: Depending on the message, animation hits home with the 16-30 year old target [might remind them of the old Cartoon Network].



WITH A SATURATION IN SERIOUS VIDEOS, THIS UNIQUE, LIGHTEARTED APPROACH WILL SET YOUR BRAND APART.

THE STREET

ADDED ADVANTAGE



Once we're in, we're in it for the long haul. Just like your business, we're expanding every day, so we don't adhere to any limits.



This means that if your campaign requires

APP CREATION

INSTALLATION CONSTRUCTION

PHOTO BOOTHS

GIANT BUBBLES

**OR ANYTHING WACKY
/OUT OF BOUNDS**

we'll make it happen.



With a team serially committed to your success with connections in all the right places, whatever you need to complement your campaign – consider it done.

WHERE?

SCHOOLS AND UNIVERSITIES



WE REACH OVER

**40 MAJOR
SCHOOLS AND
UNIVERSITIES**

IN THE UAE VIA OUR NETWORK.

LIST CAN BE SHARED BASED ON
REQUIREMENTS, ON REQUEST.

SHALL WE PLAY?



