

Leap⁷

Company

Profile

About us



We are a Dubai-based 360 PR & Digital Marketing agency with a mission to drive long-term positive impact. Through a diverse spectrum of strategic solutions supported by expertise and enthusiasm, Leap aims to support game changers, innovators, and campaigners whether they are individuals, organizations or brands to reach their goals.

**Utilizing communication &
digital marketing's soft power
to effect genuine change that
results in true positive impact**

Our Objectives

- **Make client success be a measurement of our success.**
- **Push boundaries with innovative solutions and develop future leaders for the industry.**
- **Nurture a workplace where everyone is valued and provide equal opportunity.**
- **Bring digital marketing & environment/social together to incorporate sustainability into business plans.**



Our Values

Innovation **Equality**
Sustainability *Diversity*
Thought leadership
Transparency
Commitment **Futurism**

We are experts at



**Digital
Marketing**

**Consultation
& Strategy**

**Campaign
Management**

**PR & Influencers
Management**

**Production
& Content**

**Data Analysis
& Reporting**

**ESG
Practices**

**Green
Communication**

Sectors

- LIFESTYLE
- HEALTH
- MEDIA
- EDUCATION
- HOSPITALITY
- CHARITY
- AWARENESS
- GOVERNMENT

Environment Social Sectors



**Sustainable Tourism
Eco-Tourism**



Agriculture



**Land &
Water**



Workers



Transport



Food



**Climate
Change**



Energy



Hospitality

Specialized ESG Services

Leap Profile | ESG Services



Regenerative

Business models



Strategic

Communications



Greenwash

Mitigation



Behavioral

Change



Stakeholder

Engagement



Reputation

crisis management



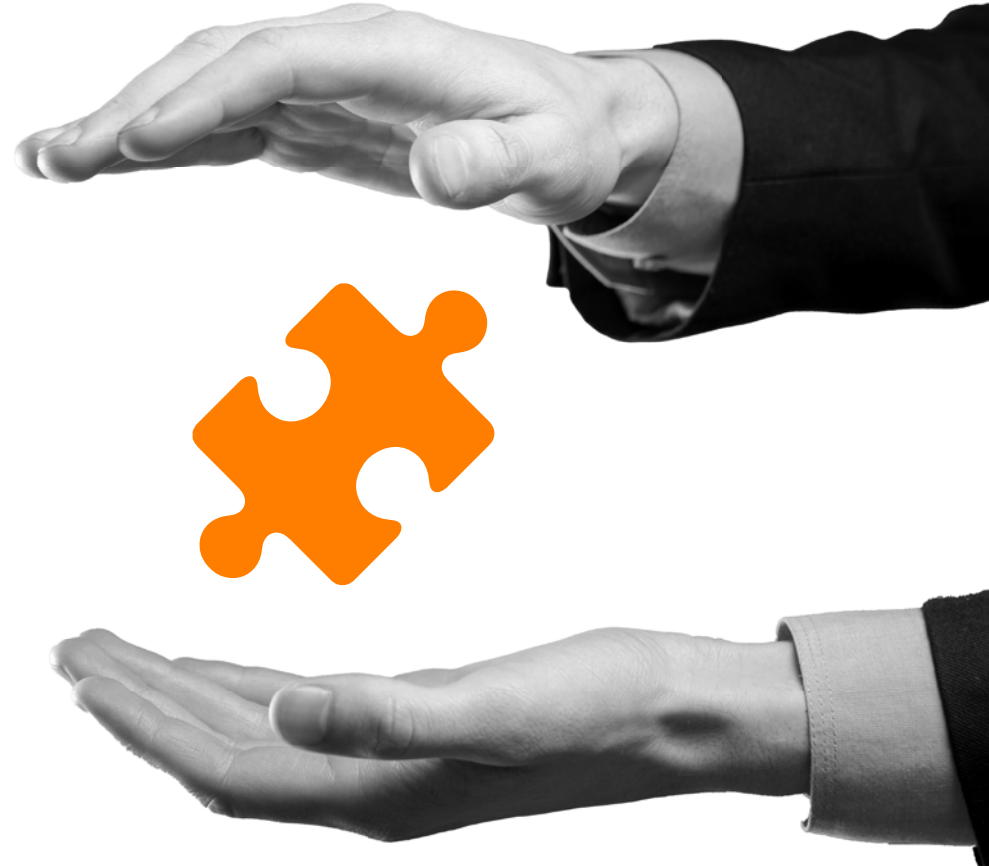
Trainings

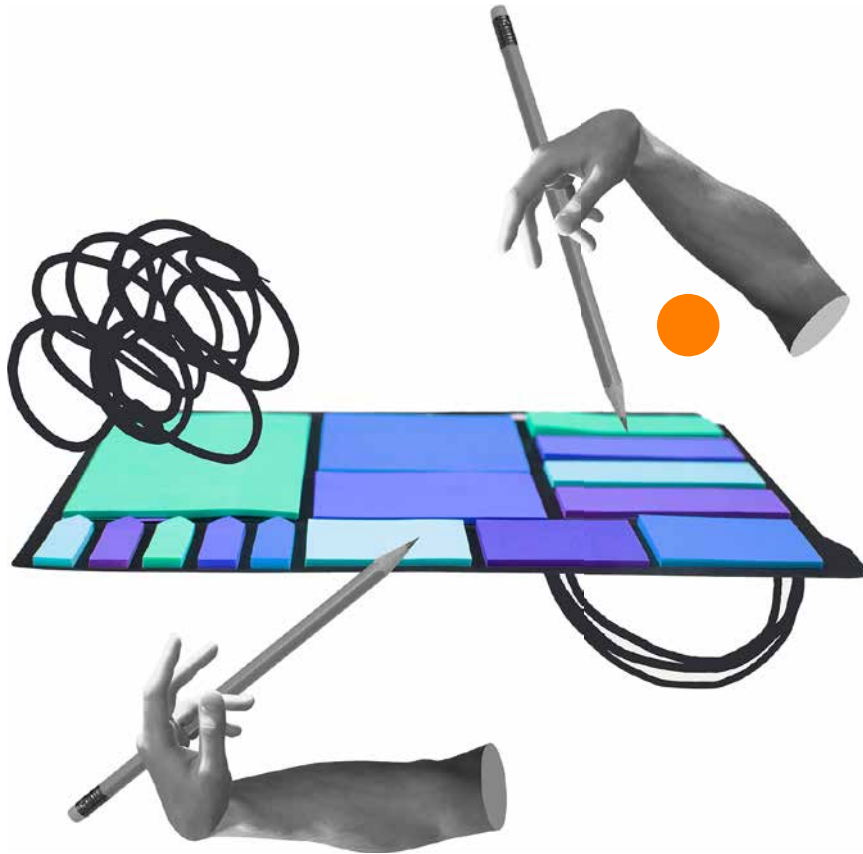
content writing
story-telling
ESG practices

Our Services

Integrated Communications Strategy

Our strategists help companies and organizations across multiple sectors articulate business objectives to develop data-driven strategies that push boundaries to achieve measurable goals across traditional and digital platforms.





Creative & Branding

Our creative team embraces a diverse range of highly specialized talents from designers, artists, animators and idea crafters that develop and execute ideas that earn recognition and drive impact

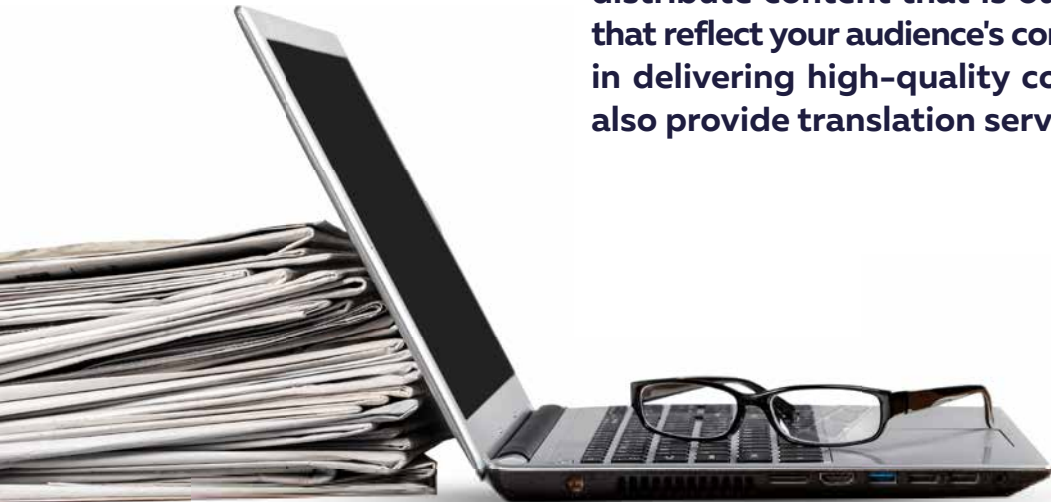
Media Relations

We have a unique insight into the ever-shifting media landscape in the MENA region and the necessary relationships to generate visibility for the stories our clients want to tell across print and digital.



Editorial & Content Production

Our content creators help companies and organizations produce and distribute content that is outcome-oriented across multiple formats that reflect your audience's consumption behavior. Our team is specialized in delivering high-quality content in English, Arabic and French. We also provide translation services in most spoken languages.





Social Media Management

Social media is an essential component of communications. Our expertise across the entire social media marketing spectrum – from strategy and planning to content creation and community management, we have a team that can help scale where you need it.



360 Campaigns

We are a storytelling engine that leans on the power of all our creative ideas to determine the best short-term campaigns that have a long-term measurable impact. We provide timely and intelligent work that aids in shifting perceptions, regardless of who your audience is.

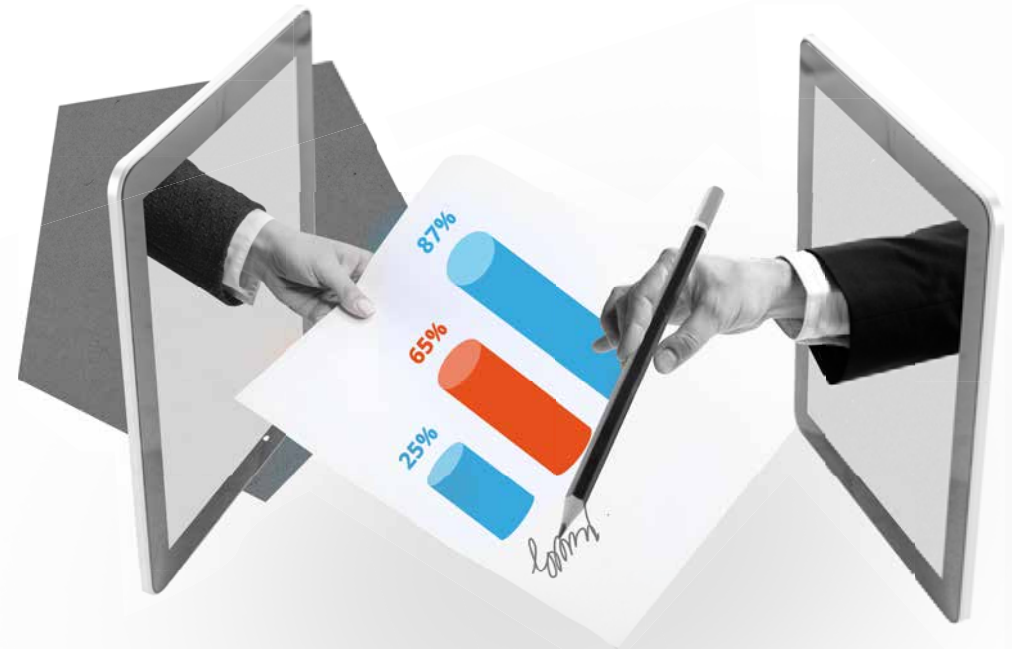
Government Communications

Our Government Communications service is an ongoing effort to highlight and raise awareness of the local government's actions and initiatives across various institutions and sectors and engaging with the intended target audience.



Digital Insights & Advertising

The success of any strategy or campaign depends on vital insights and a robust digital advertising approach to reach audiences in the right place at the right time. Our team of data analysts and media buyers work hand in hand to leverage performance data, social conversations and data modelling to map the way of continuous improvement and optimization to measure and generate business impact and value for our clients.





Video Production

The power of video is undeniable. Our team of editors, producers, and videographers create unique stories that complement the client's brand strategy.

Influencer Marketing

Working with influencers goes far beyond generic messages from celebrities with the most followers. We identify the culture-shapers and advocates that genuinely connect with key audiences and work with them to ensure their content drives measurable results.



Our Clients



Our Work



Advisory & Strategy

Our agency offers expert advisory and strategy services that help brands and organizations navigate the ever-changing digital landscape. Our team provides data-driven insights and customized strategies that align with your business goals and values. From market research and competitive analysis to branding and messaging, we can help you make informed decisions and achieve success in today's fast-paced business environment.

- Communication advisory & support
- Competitor & landscape analysis
- AI-power analysis & recommendations
- Brand reputation analysis
- Social media advertising strategy
- Social media account audit



How We Responded To Key Moments in 2021

Some of the most recent campaigns emphasized on the key moments through the year. Due to the relevance of these campaigns, Waseya was the ideal platform for conversations related to Covid-19 vaccination campaign, newsworthy measures, guidelines and safety measures, etc.



Reputation Management

Online reputation management (ORM) is the process of managing the online information about a person, company or brand. The primary goal of ORM is to establish an accurate, sustainable, and controllable search landscape that represents the full arc of an organization or personality.

98% of searchers spent less than the first page of search results for any query.

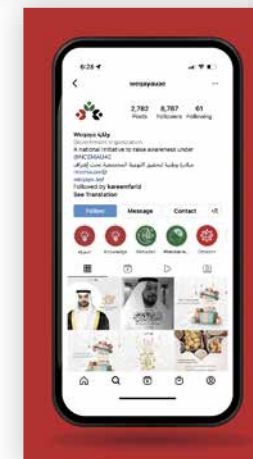
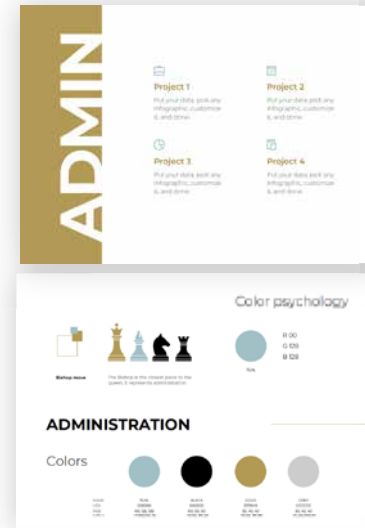
31% of the results were generated by a page that ranked number one.



Creative & Branding

Our team of creatives consists of a variety of individuals with distinct and exceptional skills, such as designers, artists, animators, and idea developers. Together, they collaborate to create and implement innovative ideas that garner recognition and have a significant impact.

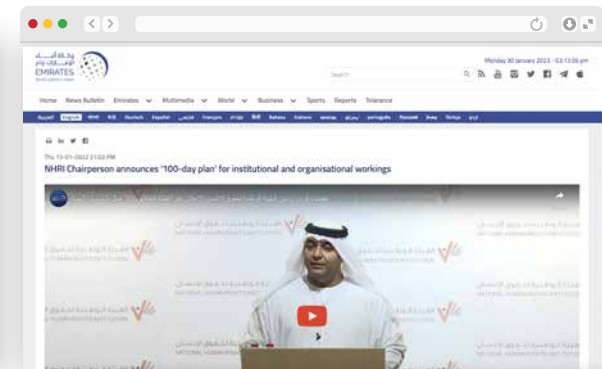
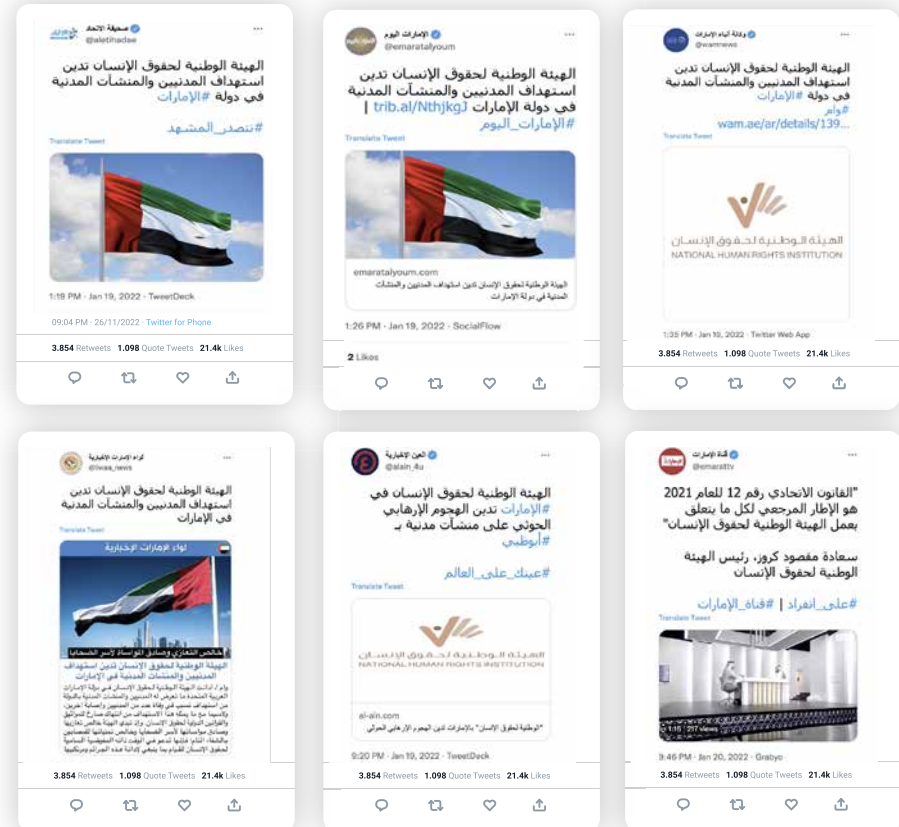
- Brand Identity
- Business Stationery
- Brochure Design
- Exhibition Materials
- Photography
- Branding consultancy
- Information design



Media Relations

We have a unique understanding of the MENA media landscape and the relationships required to generate visibility for the stories our clients want to tell across print and digital.

- PR Strategy
- Press Conferences
- Press Releases
- Digital & Social PR
- Media Relations



Our agency provides professional editorial and content production services that help brands create high-quality, engaging content that resonates with their target audience. From blog posts and articles to social media content and video production, our team has the expertise and creativity to deliver top-notch content that drives results. Let us help you tell your brand's story through compelling content.

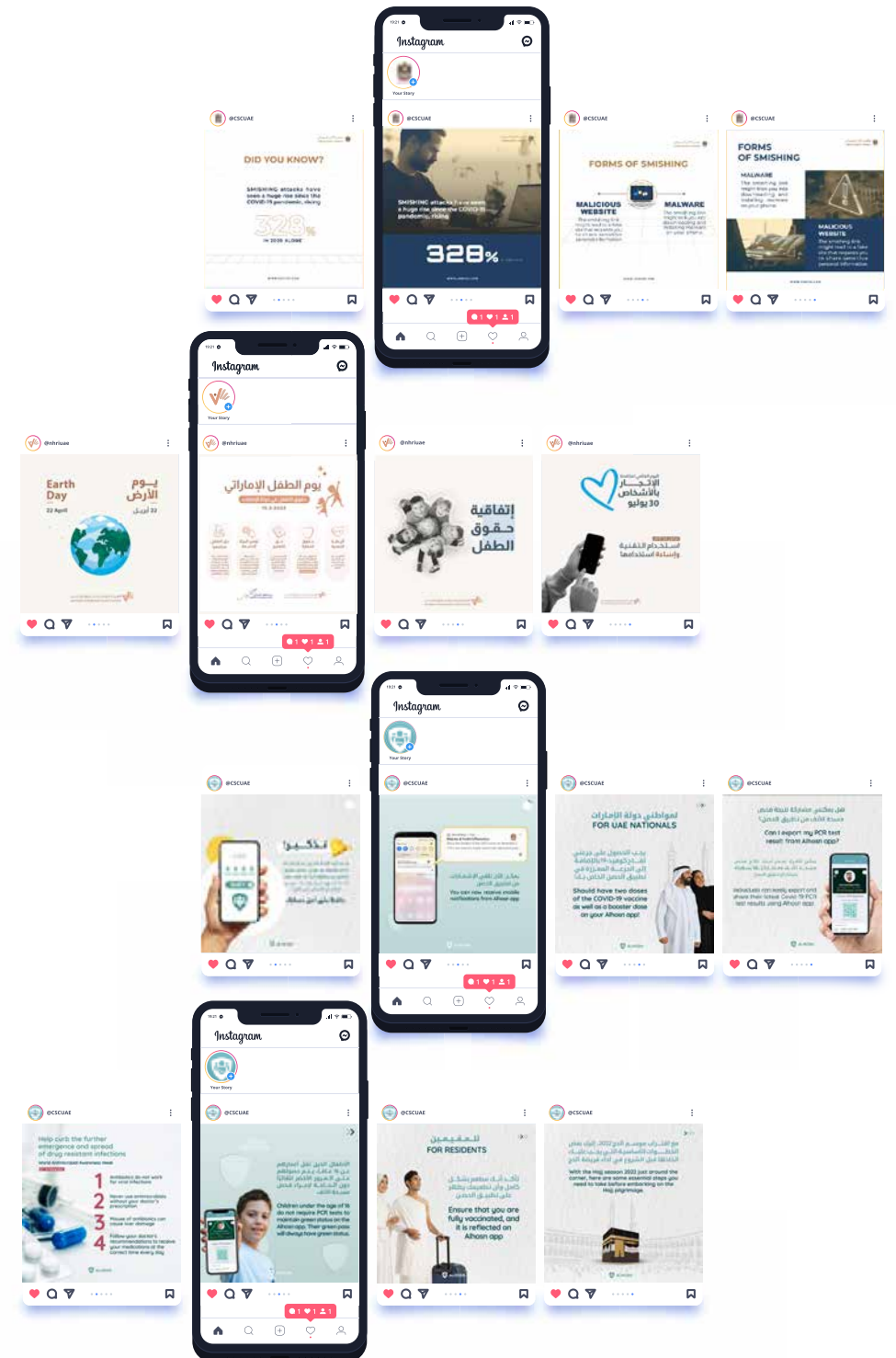
- **Articles**
- **E-books**
- **White papers**
- **Case studies**
- **Interviews**
- **Guides**
- **Quality blog posts**
- **Landing pages**



Social Media

Social media is a crucial part of communication. We have a team of experts who possess skills in all areas of social media marketing, including strategy and planning, content creation, and community management. We can help you scale and expand your social media presence in the areas where you need it most.

- Social Media Strategy
- Content Planning
- Content Creation
- Social Media Management



360 Campaigns

Our company serves as a powerful storytelling engine, utilizing the collective strengths of our creative team to develop effective short-term campaigns with long-term, measurable impact. We deliver intelligent and timely work that helps to alter people's perceptions.

- Ideation
- Story-telling
- Creative direction
- Influencer outreach
- Paid media & optimisation
- Campaign management
- Reporting & analysis

Travel Pass Campaign

2022
MAR.

Campaign launched to bring awareness to the Travel pass.



REACH

66.3K

ENGAGEMENT

2.1K

Impression

120K

#ProtectOthers

2022
JAN.

Campaign launched to combat the sudden spike in covid-19 cases. It aimed to bring awareness to the covid-19 regulation guidelines and urge people to follow the green pass protocol.



REACH

9.1K

ENGAGEMENT

630

Impression

20K

Expo Pass (Collaboration with Expo2020dubai, Sarah Fahmi and Fatima Khalid)

2022
MAR.

Campaign launched to commemorate over 20 million visitors who have safely and seamlessly entered #Expo2020 using #Alhosn app.



REACH

201K

ENGAGEMENT

7.1K

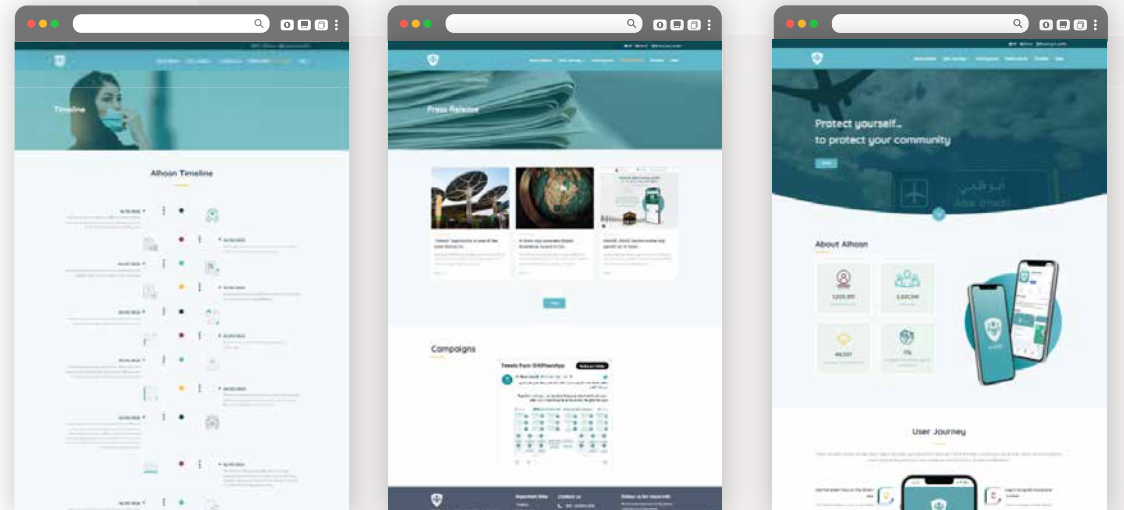
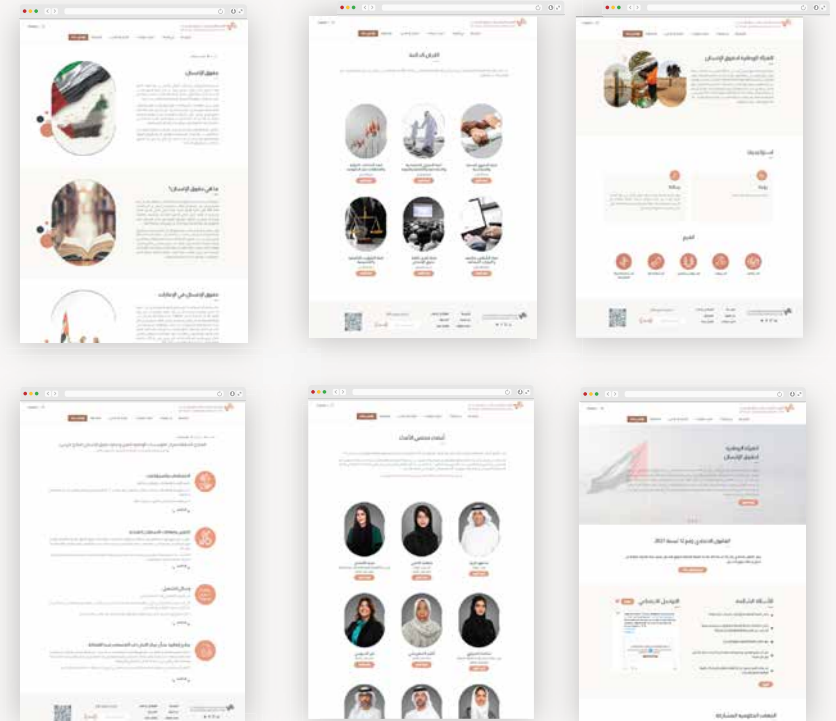
Impression

193K

Website Services

We use the programming language you prefer to build websites from the ground up with outstanding UX/UI design. We can host the website on either local or international servers, depending on your needs. Our team of developers are highly experienced and capable of fulfilling all of your requirements.

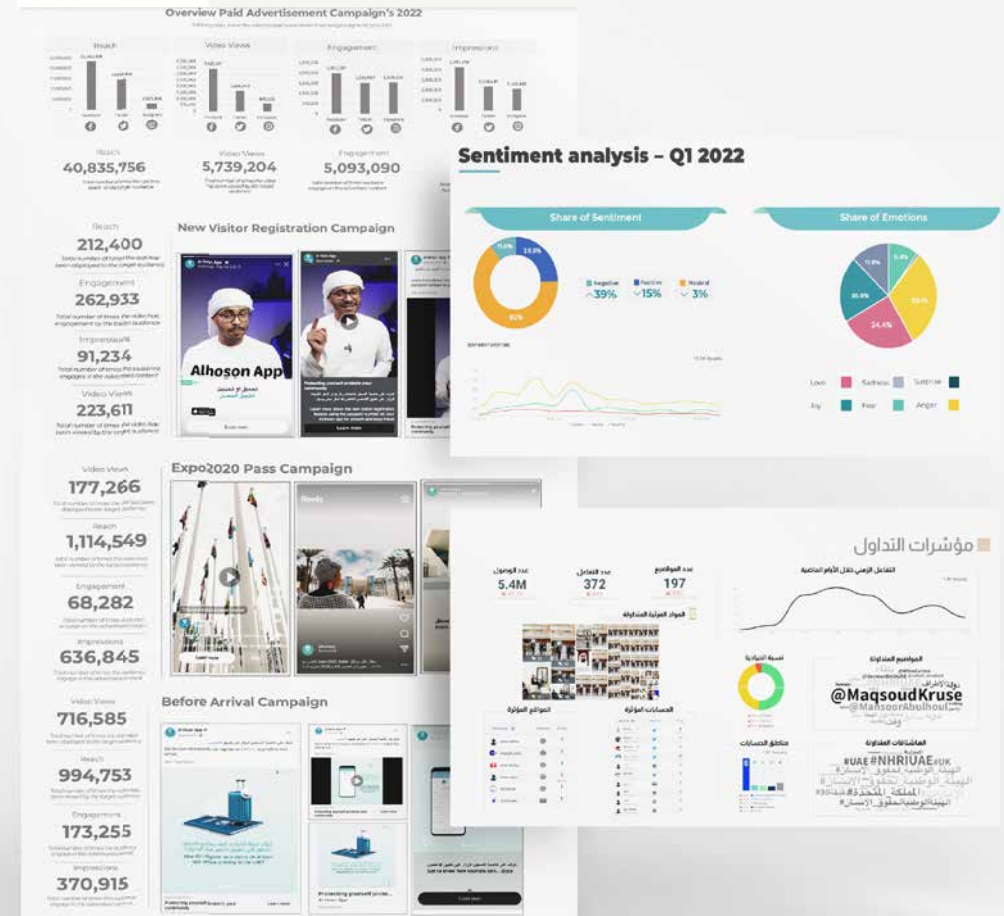
- Website Development
- eCommerce Solutions Development
- Management System Development
- Project Management UI/UX Design Coding & QA Testing
- Web Application Development
- Dedicated Content
- Ideation Market Research Wireframing Prototyping
- Cybersecurity Consulting Publishing Maintenance Support



Digital Insights & Advertising

The success of a campaign or strategy relies heavily on important insights and a strong digital advertising approach that enables the target audience to be reached at the optimal time and location. Our team of data analysts and media buyers collaborate closely to capitalize on performance data, social conversations, and data modeling. This helps to create a continuous cycle of improvement and optimization to measure business impact and generate value for our clients.

- Native Ads
- PPC
- Email marketing
- SEO management
- Google Ads
- Web analytics
- Growth hacking
- Reporting & Analysis
- Social Media Buying



Video, Audio & Animation

Our agency specializes in video, audio, and animation services that elevate your digital content. Our team is experienced in creating engaging and memorable content that resonates with your audience. Whether you need a product demo, social media content, or e-learning videos, we can help bring your vision to life.

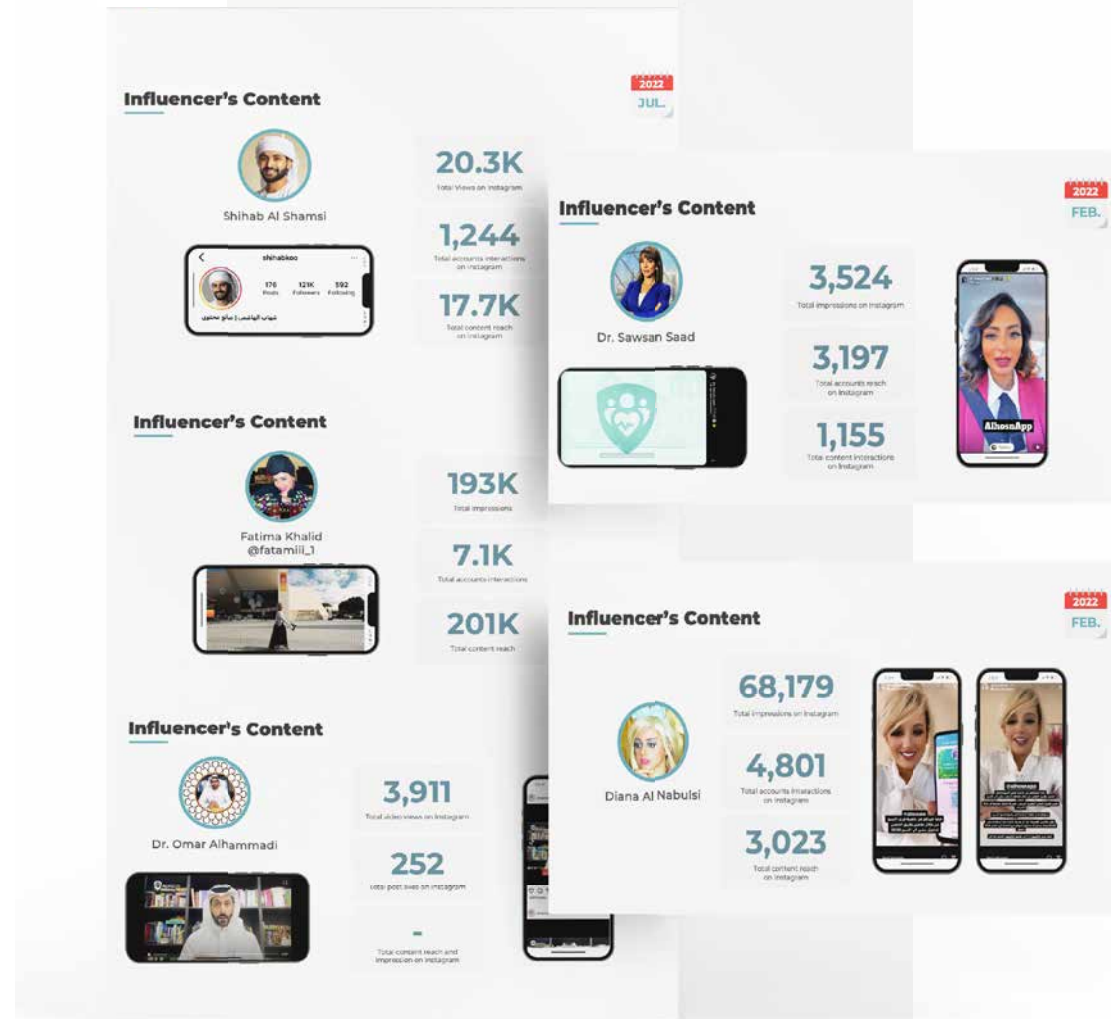
- Video Production
- Photography
- Videography
- 2D & 3D Animation
- Voice Over
- Event Coverage



Influencer Marketing

We offer a comprehensive influencer management service that saves clients time and resources while achieving high-quality results. Our team is experienced in identifying and securing the right influencers for your brand, negotiating contracts, and managing influencer relationships to ensure maximum ROI. Let us help elevate your brand's presence through influencer marketing.

- Briefing & contacting
- Creative direction support
- Messaging
- Full management
- Ongoing Communication
- Reporting & analysis



**Focus on
Our work**

Focus on Health

“Alhosn app”

THE CHALLENGE

During the pandemic in 2020, the Ministry of Health and Prevention introduced the Alhosn App to manage covid-19 cases, PCR tests, and vaccines. The challenge was to reduce negative sentiment on their social media platforms from users who were experiencing technical issues or whose PCR and vaccines were not being displayed, while also raising awareness about the app and managing community requests.

THE SOLUTION

Our team created content focused on resolving issues people had with the Alhosn app by sharing educational and informative visuals, videos, reels, and campaigns that explained how the app works, how app users can fix or rectify any issues they encounter with the app, and so on. Active community management also played a role in improving brand perception and reputation. We were also able to turn the negative sentiment into positive sentiment and raise awareness through influencers and collaborations with various organizations.

IMPACT

267K
Engagement

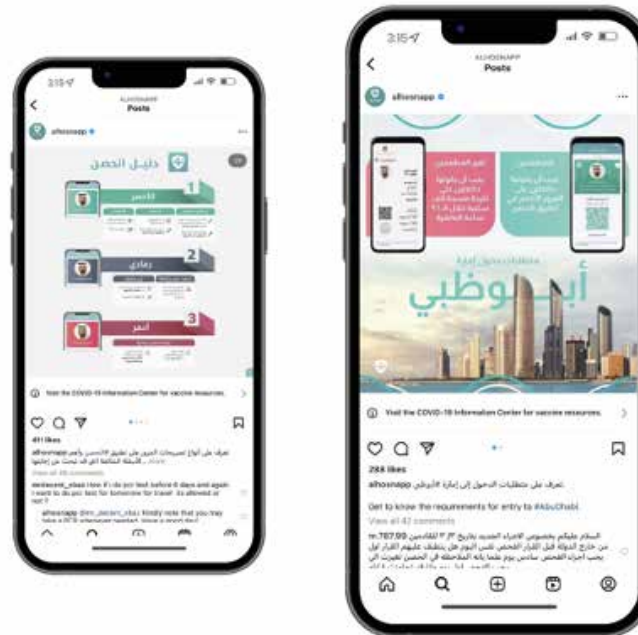
36.6K
Mentions

821.4B
Reach

We provided successfully the following services to Alhosn client:

- Strategic Advisory
- Awards Services
- Shooting and video production
- Reporting & Analytics
- Website development and Maintenance
- Strategic Documents Development
- Community Management
- Influencer management
- Crisis Support
- PR
- Social Media Management & content creation
- Campaigns
- Online Reputation Management
- Digital Marketing & paid media

Alhosn app Project



The community management team has received approximately 100 comments, 10920 Dms and 33000 emails in 2022. The team saw a 400% decline in the number of queries received after the removal of the green pass requirement by the UAE government.

Sentiment analysis - Q1 2022



Paid Advertising Insights - 2/3

- This year paid advertisement reach increased by 76% with 5,596,162 from the month of July 1st December.
- Instagram page reach shows potential increase by 104% with 1,618,028 for year 2022.
- Following with Facebook page reach increased by 60% with 4,815,028 in year 2022.
- Most of the visits increase in September 2022 in Facebook and on Instagram it shows there has been potential visits during the month of September and December 2022.



Overview Paid Advertisement Campaign's 2022

Following data shows the collective paid advertisement campaign insights for year 2022



World Government Summit Pass campaign

Campaign launched in collaboration with the World Government Summit, to bring awareness to the World Government Summit pass.



#KeepItSafe

The #KeepItSafe campaign aims to spread awareness about the dangers of sharing sensitive information (OTP, information displayed in the Alhosn passes etc.) on social media



National Day Campaign

- During the month, the audience engaged on the posts 367,363 times and impressions gained by 745,686 during the period.
- The video uploaded on the platform has been viewed 447,527 times during the month. Twitter has the highest number of views followed by Facebook, Twitter, YouTube, & Instagram.
- The total number of times the ads has been displayed to the target audience during the month reached 1,262,033 times, where Facebook has the highest number of impressions, followed by YouTube, then Twitter.



Focus on Humanitarian “UAE AID”

THE CHALLENGE

The Ministry of Foreign Affairs in the UAE started a campaign called “UAE AID” that provides humanitarian and emergency relief assistance to numerous countries around the world. The Ministry needed assistance in raising global awareness about the campaign through their social media platforms.

THE SOLUTION

Leap approached the project from various perspectives, gathering the necessary materials to create tailored content in several languages that highlighted the campaign. We had one team on ground providing live coverage of the aid being carried, loaded, flown, and distributed across several countries, while the other team was creating, posting, and boosting content across all social media platforms to maximize the reach and spread awareness about all the efforts the UAE is making to help nations in need.

IMPACT

125k
Engagement

2.9m
Video Views

152m
Impressions

19k
Unique
conversation
online

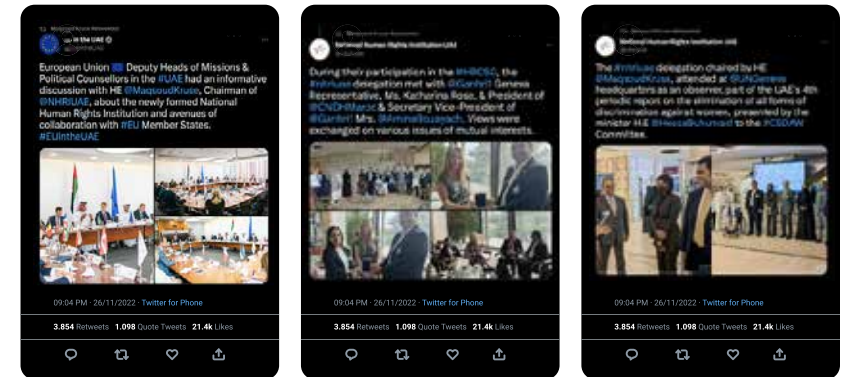
100
Videos
produced



Government Communications & Digital Diplomacy

Our agency offers expert government communications and digital diplomacy services that help governments effectively communicate with their audience. We use a data-driven approach to craft impactful messaging and engaging content that resonates with your audience.

- Public relations and media relations
- Strategic communications planning and implementation
- Crisis management and issues management & production
- Digital and social media strategy and implementation
- Content creation and management
- Analytics and performance tracking
- Event management



Tone of Voice - Dos

In general, the NHRI will use a simple, concise, and reasoning language in British English. Its tone of voice across will be:

Tone of Voice - Dos								
Informative	Authentic	Supportive	Global	Cultural	Transparent	Legal	Neutral	
Type of Content		Objective		Tone of Voice				
User Inquiry		<ul style="list-style-type: none"> To inform / empower To answer any issue or questions To guide the audience 		<ul style="list-style-type: none"> Informative Supportive Transparent Non-judgemental 				
Media Inquiry		<ul style="list-style-type: none"> To inform To raise awareness To educate 		<ul style="list-style-type: none"> Neutral/Impartial Transparent Informative 				
Social media content		<ul style="list-style-type: none"> To engage To inform/educate To build trust 		<ul style="list-style-type: none"> Authentic Informative Global Cultural 				
Social media live coverage		<ul style="list-style-type: none"> To inform To engage 		<ul style="list-style-type: none"> Informative Transparent Cultural 				
Social media campaign		<ul style="list-style-type: none"> To engage To build long lasting connections 		<ul style="list-style-type: none"> Informative Authentic Global Cultural 				
Emails / newsletter (TBC)		<ul style="list-style-type: none"> To inform To educate To promote 		<ul style="list-style-type: none"> Informative Authentic Transparent Cultural 				

THANK YOU



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