



**THE CONSUMER HAS CHANGED**



# The Year of Change!

2017 was the year when Digital spend finally beat Television spend worldwide!



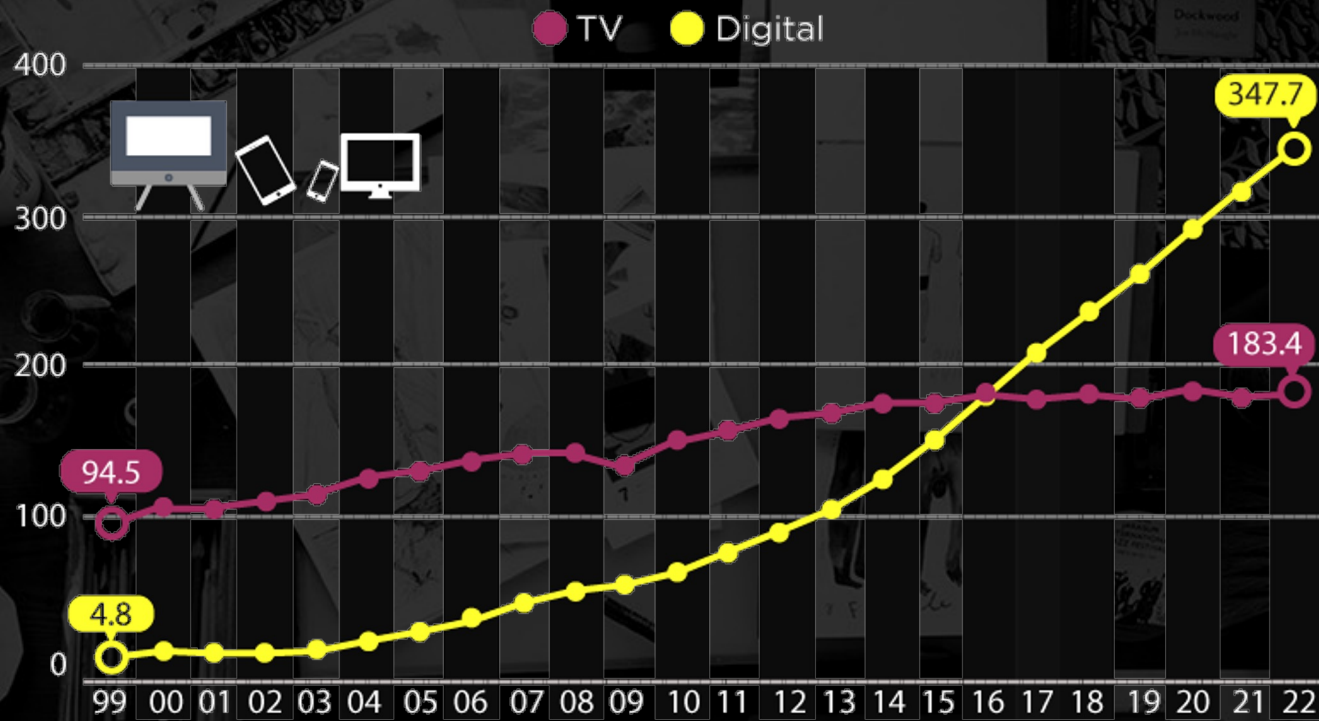
**\$209b**  
**(41%)**

**Vs.**

**\$178b**  
**(35%)**



Digital spend has increased by 12.2 % year over year in 2020, despite Covid-19



And it will only be going up.

Source: [www.statista.com/chart/12136/worldwide-digital-and-tv-ad-spending](https://www.statista.com/chart/12136/worldwide-digital-and-tv-ad-spending)

# the consumer that influenced this change

Consumer Heart Beat

Online

Offline





Consumer connects  
Need to be  
Omni present



Communication needs  
To be fast paced  
& new age



Innovative business  
Models to  
Strengthen/develop  
relationships

The New Age Consumer  
Demands

A New Age Agency

- introduction

# hello.

“We are a digital agency with roots in the activations world, delivering purposeful marketing, branding, insights and public relations focused on moving companies toward universal growth.”

**4M+**

**Digital Community**

**50M+**

**Media Spent**

**7**

**YEARS OF  
EXPERIENCE**

**SINCE 2014**

**50+**

**Brands Managed**

**500+**

**Campaigns Executed**

**KSA UAE PK**



# Why Choose Us?

We are a **data-driven** agency!  
We gather new insights and push conventional boundaries  
in collaboration with our clients to **design experiences**.





# How do we enhance your **presence in the digital** realm?

## Distinguished **Content**

Content is the king and we treat it like one

## **Creative** Capabilities

**Video** traffic accounts for 80% of all consumer internet traffic – with our in-house production capability, we strive to create visual content that hits the right note

## **Consistent** Media Spend

Businesses make an average of \$2 in revenue for every \$1 they spend on Google Ads – based on the data, we help you create more customers for your business

## Asset Development

## Content for Digital

## ROI Based Media Push



Web Development



Social Media



App Development



E-commerce Setup



Blogs



AR/VR Software Development



Video Production



2D/3D Video Animation



Web content



Social Media Calendars



Creative Designing



UI/UX



Social Media Advertising



SEM



Lead Generation



Funnel Setup



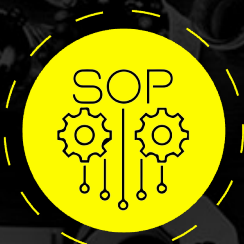
Automation



Analytics

## 5 Step Process

Step 1



Understanding your needs

Step 2



Aligned goals and priorities

Step 3



Monitoring Trends and  
market dynamics

Step 4

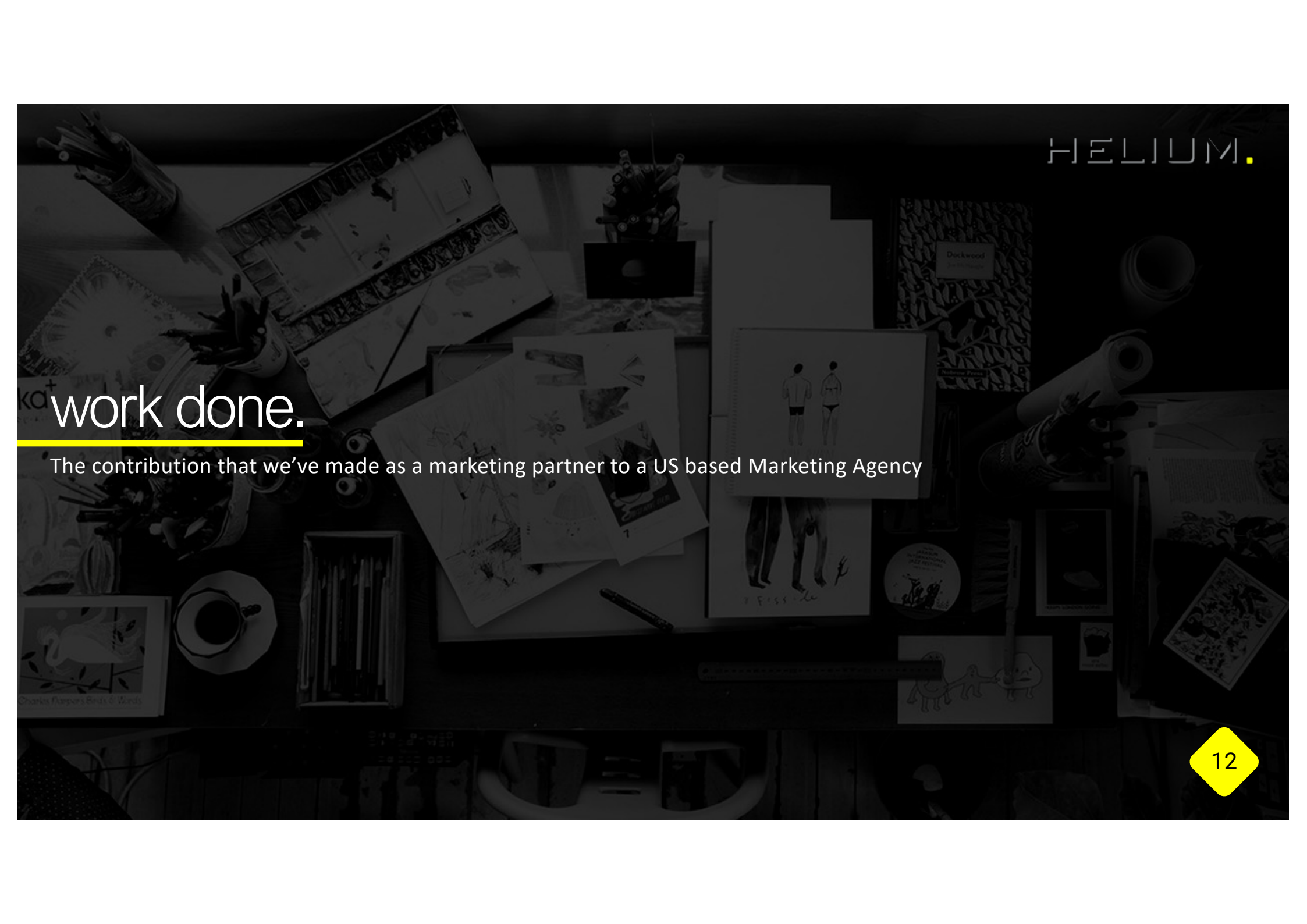


Aligning team & close monitoring  
of the process

Step 5



Reporting and incorporating  
Feedback



HELIUM.

work done.

The contribution that we've made as a marketing partner to a US based Marketing Agency





MPE is a global and fully integrated marketing services provider,  
with expertise in providing modern marketing solutions to travel,  
tourism, hospitality and other industries.

As partner with MPE, We lived up to our name, understood the  
Caribbean marketplace intimately and delivered solutions with  
excellence



***“The agency that revamped tourism economy of USVI”***

Scope of work:

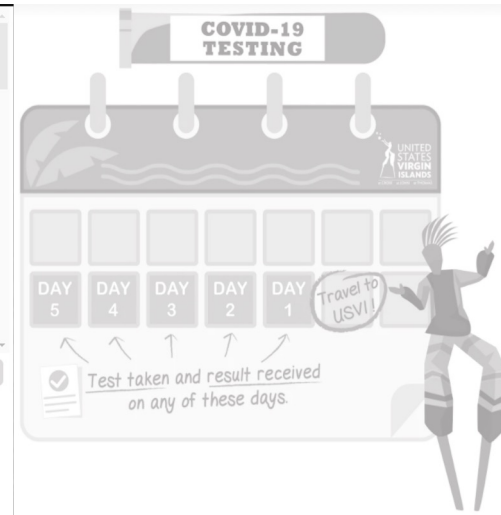
**Public Relations, Media Hospitality, Social Media, Creative And Production, AR/VR, Crisis Communication For Covid-19**





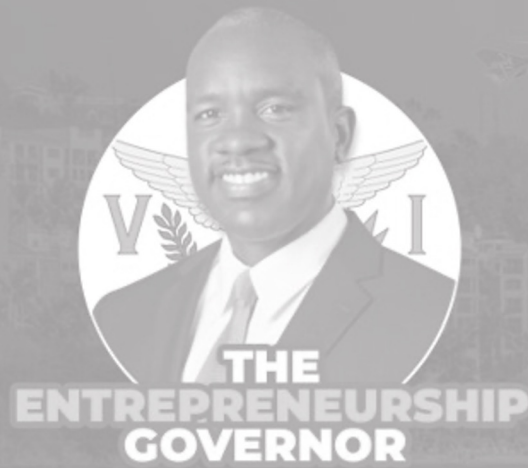
# NO MASK, NO SERVICE

PLEASE WEAR YOUR MASK AS WE COVID-PROOF OUR ISLANDS



***“The agency that responded with a timely solution to public health concerns.”***

Since its summer launch, the USVI Travel Screening Portal has processed 25,000+ travelers.



HELIUM.



*“The agency that offered expertise to USVI government agencies”*

Services: Digital Audits, Digital Communication, Crisis Management,  
Creative Production and PR



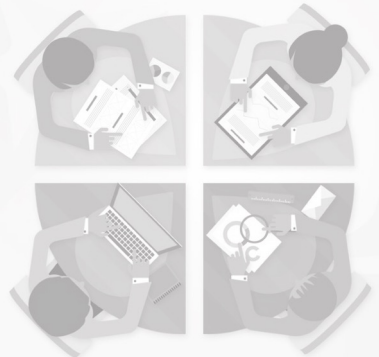


CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

Thank you Patricia!



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION



CARIBBEAN HOTEL & TOURISM ASSOCIATION  
**YOUNG LEADERS FORUM**  
CLASS OF 2019-2020

**THANK YOU**



CARIBBEAN  
HOTEL & TOURISM  
ASSOCIATION

***“The agency that revitalized digital identity of CHTA to revive Caribbean economy”***

Services: Brand Identities, Creative and Production, PR and Social Media



# work done as digital agency.

The spell we've created

- **Clients** we've worked on locally and internationally

## SOCIAL MEDIA MANAGEMENT

## WEB PORTALS

## APPLICATIONS







*“The agency that Launched Bayer CropScience division on digital”*

Managing **360 degree digital advertising platforms** for  
the CropScience portfolio – Atlantis, Nativo and Movento, as well as  
**management of social media profiles**



PRESENTING  
**PRAH WALI**



**MAMA SARRU**



**INFINITO®**

*“The agency that created a campaign that shook the agri-world with a storm”*

Executed **360 degree digital campaign** for **Infito** –  
fungicide for Potato Crops. Including a DVC that crossed **500k Views**

Check DVC's here:

<https://fb.watch/dodG6mAztQ/>

<https://fb.watch/dodHBHfQPb/>

<https://fb.watch/dodlCgF3yX/>



***“Increased number of installs for the Pill Reminder app”***

We increased awareness of the app on **Social Media** and did  
**App Store Optimization**



*“Agency that Designed and developed interactive game app for the nation’s oil company”*

Designed and developed **DigiCash App** in order to collect **User Data** in KLI cities.





Since 1978

*The City School*

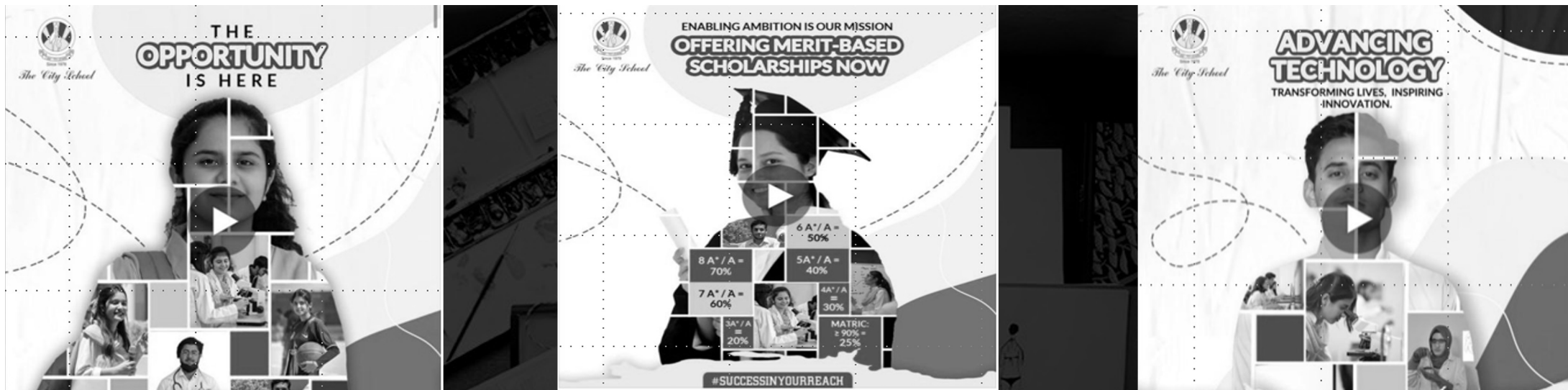
***“The agency that managed A-levels admission campaign on Facebook for The City School during pandemic”***

Generated **1200+** leads within 3 months

Services that we provided to TCS included:

**Communication strategy, DVC Concept & Production, Community Management, Content Management, Media Planning and Buying**



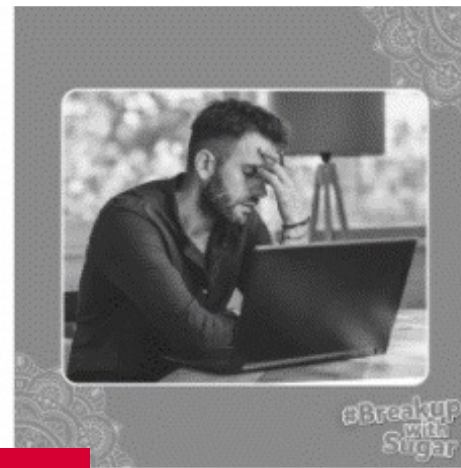


*“The agency that pushed it’s story telling potential by conceptualizing & launching a DVC for The City School that propelled our campaign forward by decreasing cost per lead by 50%”*

Check our DVC: <https://www.youtube.com/watch?v=hrDI5i6PZD8>



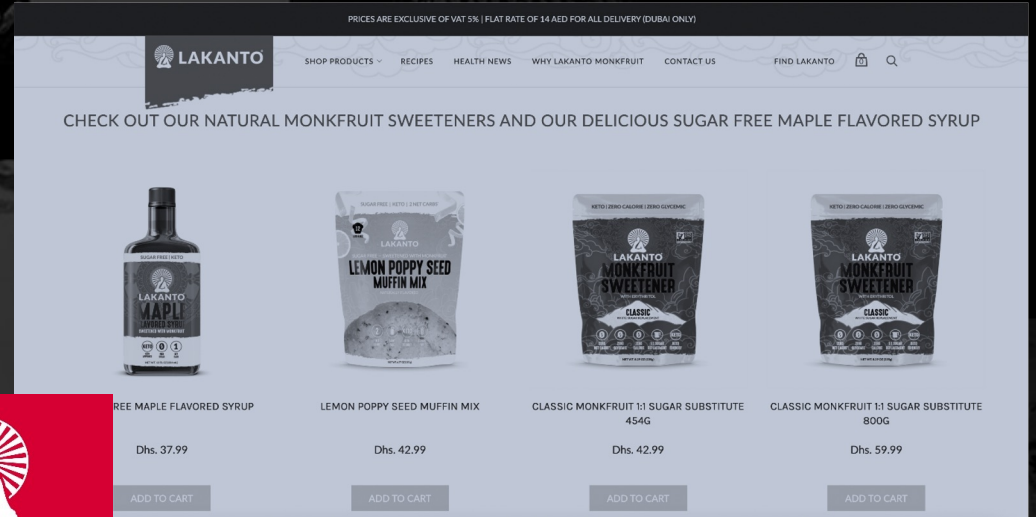
*The City School*



***"The agency that successfully launched Lakanto on Digital in the UAE market"***

Services to Lakanto include:

**Strategy Building, Content Development,  
Community Management, Media, Website  
Development and Creative Designing**



*"The agency that successfully created Custom Shopify Website Development Services for Lakanto on Digital in the UAE market"*

Our top Shopify developers and design experts offer full spectrum **Shopify eCommerce development** services and solutions to clients across the world, covering a wide range of industries.





*“The digital agency that gave Berocca a boost of online engagements”*

Services that we provide to Berocca Pakistan include:

Communication strategy, Digital Designs, Live Coverage  
Online, Community Management and Content  
Management



*“The digital agency that leveraged the trend of AR filters during PSL 2021 to enhance brand association”*



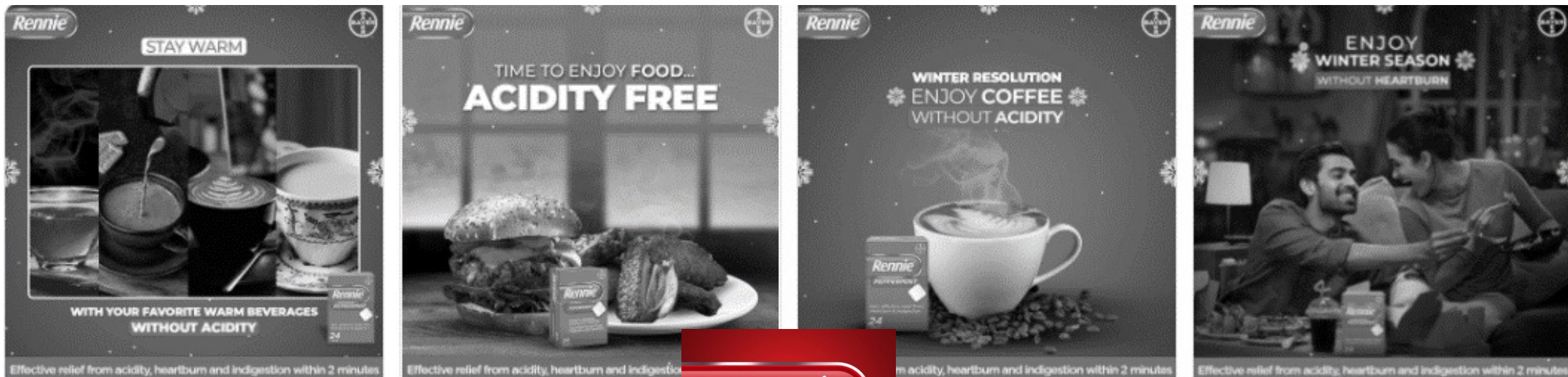


*“The agency that established MM as a Beauty brand on digital”*

Our services to MM include:

Media Planning & Buying, Public  
Relations, Creative Designing, Social  
Media Management, Product  
Photography & Online Shop Management





**Rennie**

*“The agency that strengthened Rennie’s brand positioning on digital”*

Services to Rennie include:

Strategy Building, Content Development,  
Community Management, Media and Creative  
Designing



**DIAMOND**  
Aluminum Foil

*“The agency that launched Diamond Foil Arabia on Social Media”*

What did we achieve?  
Above market standard, Engagement rate of

**20%+**

In just 4 months our conversion rate of people starting and  
completing the videos switched from

**40% to 85%**





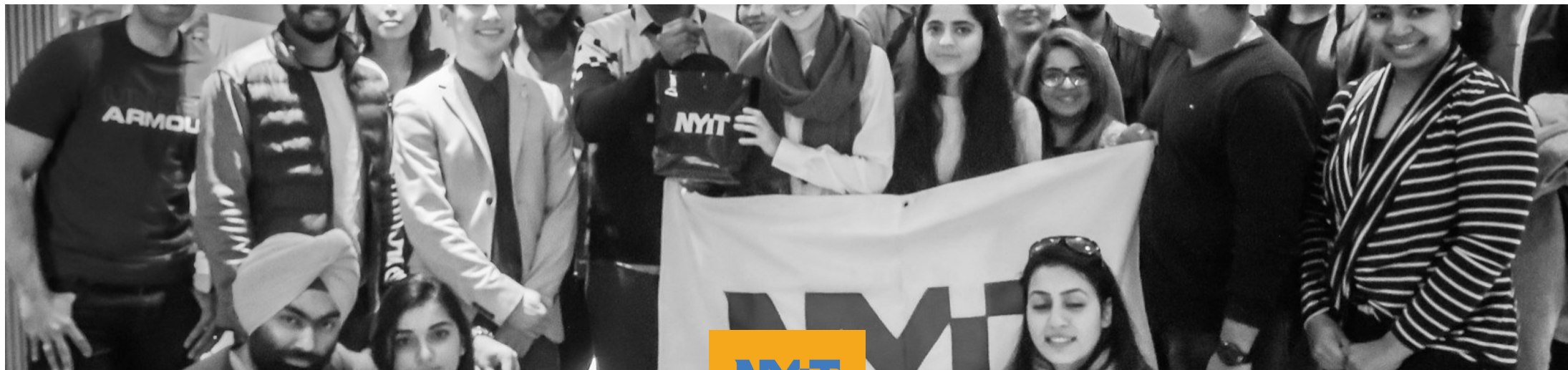
**TAPAL**

***“The agency that launched ONE SIP CHALLENGE APP”***

We proposed integral idea for BTL which was complimenting Tapal's on ground sales in different LMTs via a digital activity.

The app made Tapal stand out from the clutter.

**“ONE SIP CHALLENGE”**



## ***“The agency that increased NYIT University’s admissions by 20%”***

We proposed Facebook app to NYIT to smoothen the recruitment process, called

### **“Recruitment Drive”**

The app turned out to be a success and increased admissions by

### **20%**





## ***“Ran Media and Digital PR campaign for Annual Art Exhibition”***

Created hype and awareness generating

**500+ event attendance**

through media spend and influencer marketing





*“The agency that escalated MMDC’s appointment in a month”*

With a minimal ad spend we generated

**150+**

appointment leads within a month!



**Dalda**

***“The agency that creates Home Convenience Tricks (HTC) App for Dalda ”***

We proposed Dalda a newsfeed application **“Home Convenience Tricks (HTC)”** that took place in the digital world as one of the most innovative apps and supported all smart phone devices along with desktop computers.





**meat  
one**

***“The agency that ran a campaign to digitally amplify the presence of meat one in Karachi Eat 2017”***

We have been managing Meat One on digital for more than 2 years now, designed and developed their **e-commerce website** and executed **15+ Campaigns**





## ***“The agency that launched Rainbow Choco Milk with AR”***

To engage audience with the brand in an on-ground activity, Helium Digital developed an AR engagement that transformed kids (holding Choco milk pack) into the famous character of

**“Ben10”** virtually.

The activity went viral in KSA and engaged

**2000+** kids in **5 different malls.**



**HERSHEY**  
THE HERSHEY COMPANY  
**POSM**

## ***“Connecting POSM with the staff in real-time”***

We developed **POSM APP** for Hershey's to connect the in-store staff with supply staff in real-time. The app enabled them to place orders and update their stock.



BETADINE™

BETADINE™

*“Launched the leading brand by Mundi Pharma in Pakistan”*

We have launched the feminine wash brand Betadine on **Social Media**,  
ran its **Digital Influencer Program** and set up its **E-store**





## ***"From Research to Restaurant"***

Launched the brand and have been their marketing consultant. Our services to Baituti includes **Media Planning** and **Buying, Branding, Social Media Management** and **PR**.



*Sh*  
SAIRA HABIB

*Sh*  
SAIRA HABIB

*“The agency that managed digital presence of the brand”*

Services to Saira Habib brand included:

Strategy Building, Content Development,  
Community Management, Lead Generation





***“The agency that launched Castello on digital”***

Services that we provide for Castello include:

**Communication strategy, Digital PR, Digital Designs, DVC,  
Community Management and Content Management**





DELIVERING QUALITY  
DIAGNOSTIC SERVICES  
SINCE 1978



*“The agency that revamped Sindlab’s website”*

Work for the website included:

Design, Development, Content Writing, Location Map  
Integration and Login Panel Integration



English

First Name \*

First Name

Upload Receipt \*

Choose the File

Browse

Terms & Condition

1. The offer is valid from 17th November 2021 to 16th December 2021.
2. The Raffle will take place on 19th December 2021.
3. Prizes are non-transferrable, and no cash alternative will be offered.
4. There will be 3 winners of Iphone 13 and 100 winners of OMR 50.00 Lulu Vouchers.
5. This promotion is open to all excluding the employees of Al Reef LLC or their respective family, subsidiaries or attributed companies or any other person connected with the competition including the employees of the outlets.
6. Retain and present the winning coupon and proof of purchase along with a valid emirates ID or passport with valid visa page.

☐ Yes - I agree with Terms and Conditions

Submit

ADMIN

Dashboard

View Customers

Send Message

View Sent Messages

View Received Messages

Winner Draw

Auto Reply Message

Logout

Select Random Winner List

Range Datepicker

dd/mm/yyyy to dd/mm/yyyy

CLEAR LIST

Enter no. of random winners

DRAW RANDOM WINNER

All Winner List

Copy Excel PDF Print

Search:

#	FIRST NAME	MOBILE	RECEIPT	LEAD DATE	STATUS	STATUS UPDATED
No data available in table						

Showing 0 to 0 of 0 entries

Previous Next



*"The agency that creates Web Application Development (WhatsApp API) without any hassle."*

**400+**  
Customers

Developed a web application for multiple devices on platform of your choice to meet your unique needs. Using **time-proven technologies**, in building highly-interactive frontends and robust backends that are easily scalable.

**10+**  
Winners



First Name (الاسم الأول) \*

R First Name

Mobile (رقم الهاتف المحمول) \* (without + or any spaces)

971555414444

Upload Receipt \*

Choose the File Browse

☐ Yes, I confirm that I am at least 16 years old \*

**Terms & Condition**

1. The offer is valid from 15th February 2022 to 14th March 2022.
2. 30 lucky winners will be announced on 18th March 2022.
3. 10 Dyson Corrale, 15 Airpods and 5 Smart TVs to be won.
4. Participants must buy Lux products worth 30 AED to participate in the raffle.
5. Every participant will win a pouch from Lux.
6. Prizes are non-transferable, and no cash alternative will be offered.
7. This promotion is open to all excluding the employees of Unilever Al Gurg, Unilever Thani Murshid or their respective family, subsidiaries or attributed

☐ Yes - I agree with Terms and Conditions \*

Submit

**ADMIN**

Dashboard

View Customers

Send Message

View Sent Messages

Winner Draw

Auto Reply Message

Logout

**Customers List**

Copy Excel PDF Print Show 10 entries Search:

#	FIRST NAME	MOBILE	RECEIPT	LEAD DATE	STATUS	Status Update
29	Abbas Ahamed innihias	971555555555		Thursday 24th of February 2022 02:05:52 PM	Winner	UPDATE
21	Abdul Anzal	971555555555		Sunday 20th of February 2022 10:34:39 PM	Winner	UPDATE
47	Abu Yusuf	971555555555		Tuesday 8th of March 2022 02:19:50 PM	Winner	UPDATE
4	afzal	971555555555		Tuesday 15th of February 2022 09:17:36 AM	Not-Clear	UPDATE
38	Aliaa	971555555555		Tuesday 1st of March 2022 01:30:00 PM	Winner	UPDATE
31	Baha	971555555555		Friday 25th of February 2022 04:51:33 PM	Pending	UPDATE
32	Baha	971555555555		Friday 25th of February 2022 04:51:30 PM	Winner	UPDATE
33	Carol	971555555555		Saturday 26th of February 2022 09:21:40 PM	Winner	UPDATE
42	Development Test	971555555555		Thursday 3rd of March 2022 01:21:14 PM	Rejected	UPDATE

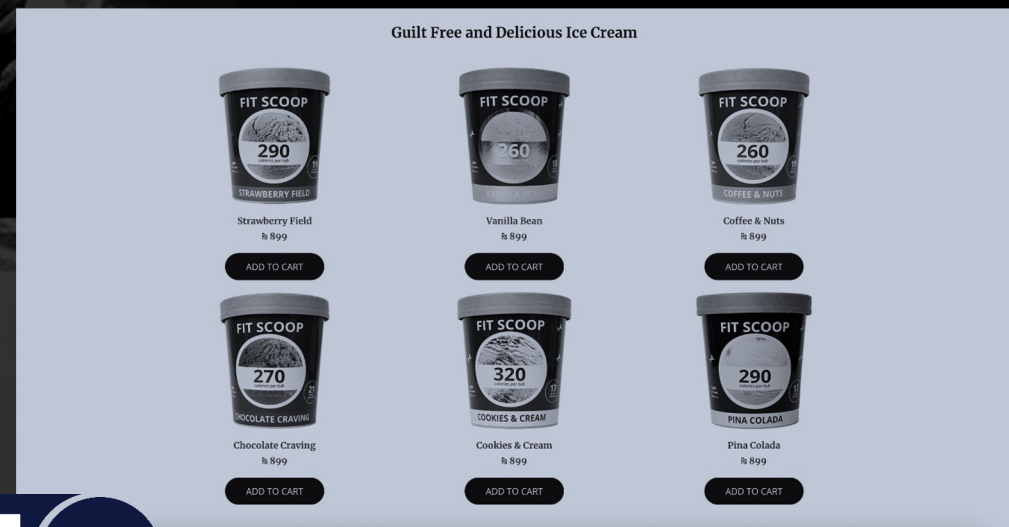


**“The agency that creates Web Application Development (SMS API) without any hassle.**

Services includes:

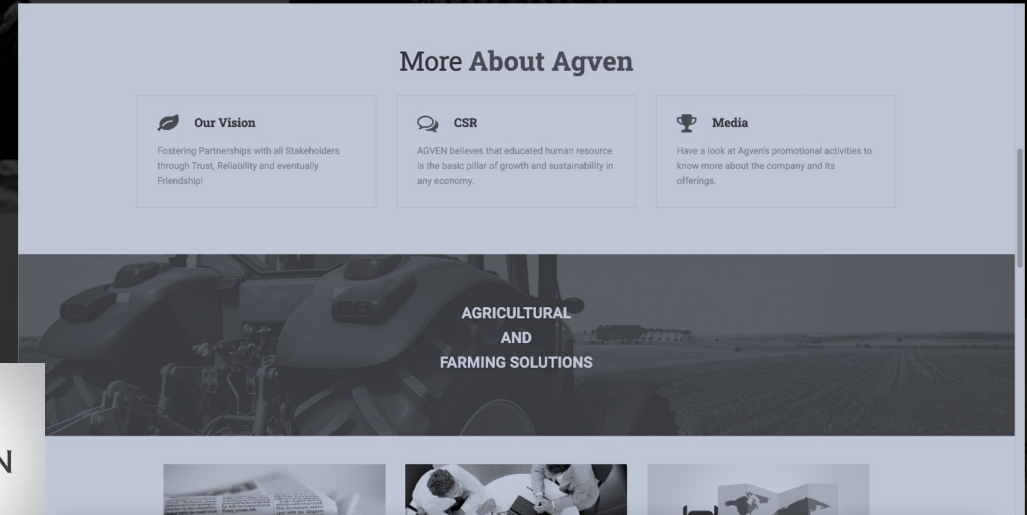
Send text messages with APIs, Delivers SMS to end users & Send custom SMS





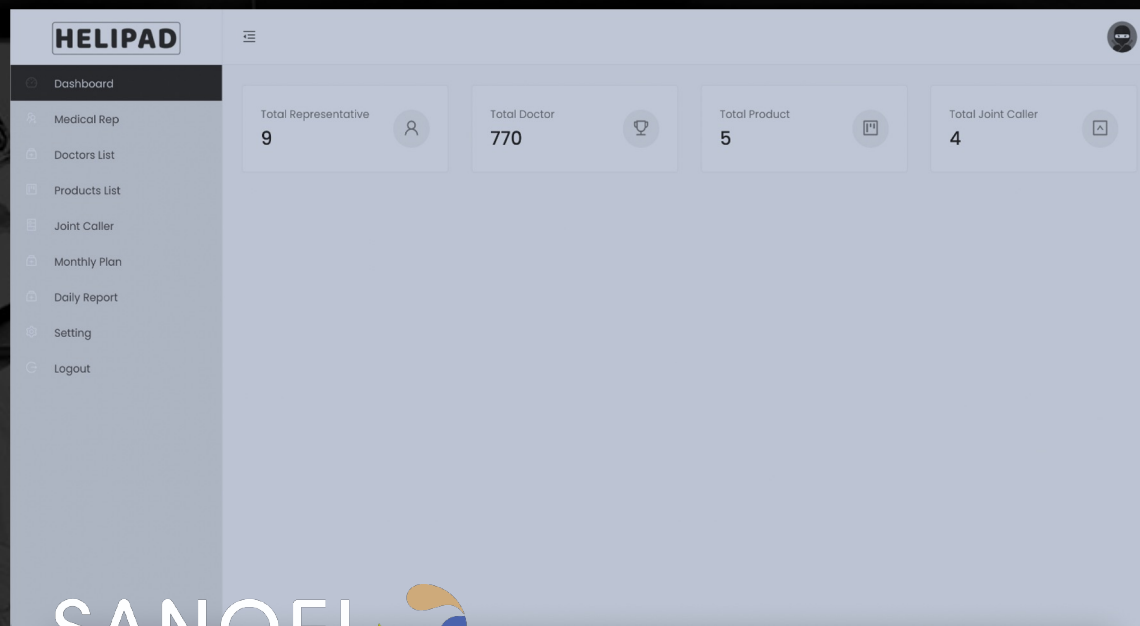
*"The agency that revamped Fitscoop's ecommerce store*

Provides high-quality **WordPress Development Solutions** to create engaging **digital experiences** that helps businesses grow.



***“The agency that revamped Agven’s company portfolio”***

Built a company portal on WordPress using **plugin and custom development** to allow employees and distributors to collaborate.



SANOFI 

*"The agency that successfully created a mobile app for Sanofi that changed the dynamic of pharma-industry"*

**9+**

**Medical Representative**

**770+**

**Doctors**

**5**

**Products**

**50**





*“The agency that changed the dynamic of web base games with Almarai health Challenge”*

These games are played on modern browsers such as Chrome and Firefox on desktop as well as on devices such as iPhone and Android.



# Thank You.

**Contact:**

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HELIUM.

[www.heliumm.com](http://www.heliumm.com)