



EDGE CREATIVE

Pushing Creativity Just Beyond The Edge





AN AGENCY THAT FOCUSES ON GENERATING NEW BUSINESS

We can assist you in realizing the full potential of your brand, whether you are a business-to-business or a business-to-consumer company.

The Edge Advertising, founded in 2017, is a marketing and advertising firm focused on innovation and big creative ideas. We employ a business-based strategy with all customers, which means we focus on our clients' bottom line growth. We begin and complete each project with the awareness that there is a measurable business goal to reach and that our communication methods must coincide with our customers' business objectives.

SERVICES

The utmost creative services we provide



ADVERTISING



We design the best inventory mix and budget allocations for each channel, and then precisely assess reach, frequency, and effect. You can find the folks you're looking for in a variety of areas. We plan your ad strategy from a consumer centric perspective to optimize your advertising budget.

We bring you in front of your customers through a variety of mediums, including TV,

desktop, mobile, billboards, and out-of-home.

- Digital Ads (YouTube, Online Display & Retargeting, PPC, and Socials)
- Traditional Ads (TV, Radio, Outdoor, Print, Direct Mail)
- Mobile Ads (Geo-fencing, Geo-targeting)



CREATIVE

The Edge Advertising's creative team use a data-driven research-based design methodology to get to the heart of what makes your business special.

From idea to execution, we can enhance your existing creativity or create something entirely new. Our creative team understands how to outfit your brand to help with sales and achieve long-term marketing success.

- Sales-Boosting Digital Creative Videos
- Print



Positive PR Team

A team with great experience in the local market and users, we don't only offer the idea, but the idea that suits the target audience taking into account all surrounding factors.

The first to provide advanced techniques in digital media & we are proudly the only ones who have worked on Snapchat Augmented Reality Lenses in the Sultanate and we have an Official Lens Creator in the team. Plus, we are the only ones who offer Augmented Reality promotions in Instagram as well.





BRANDING



Market research based on data is essential for effective marketing. Because consumer purchasing habits are continuously changing, it is critical that your brand be directed by clear, succinct market research. Brand research assists in focusing on essential messages that are meaningful to your consumer.

We identify behavioral patterns that influence your clients' purchasing decisions. Our distinct approach to marketing and branding research converts data into advantages for your company. We handle all the following branding aspects:

- Research
- Strategy
- Design

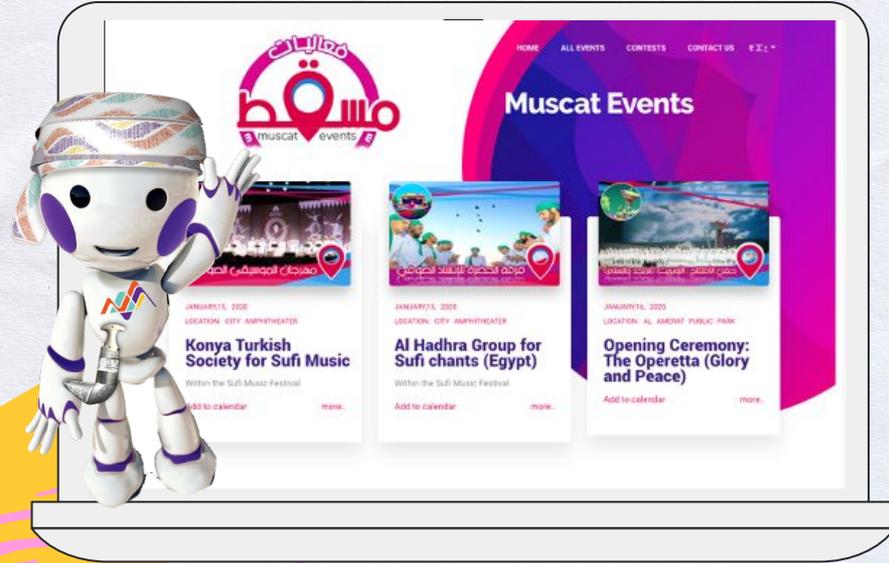




SPECIALISATION: DIGITAL

We assist you in taking charge of the discussion, converting generic prospects into highly qualified sales leads, and analyzing the return on your investment:

- DIGITAL STRATEGY
- SEO & PPC
- EMAIL MARKETING
- WEBSITE
- CONTENT CREATION
- SOCIAL MEDIA



CUTTING EDGE Augmented Reality



Normal methods like a static ads or video-based campaigns aren't effective as before, users have hundreds of contents to consume, thousands of photos to like. The new way to get the user attention, is making them part of the ad.

By offering an augmented reality experience through supported Social Media (Snapchat & Instagram), user can use the Augmented reality themselves and share it with their friends giving you additional reach for free!





Video Production

Whether a short or a full-length, we are here to produce outstanding videos with a quality that matches and exceeds the biggest production houses with the right script and execution, thanks to our team's long exposure to the local market needs.



EVENT MANAGEMENT

Our crew has worked on almost every form of event conceivable, from modest networking breakfasts to events with celebrities and presidents. We created the concept for several incredibly successful events from the ground up and saw them through to completion. In addition, we arrived late in the game to provide on-site assistance and logistics. If anything has anything to do with the art of event planning, chances are we've done it. And it was done nicely.





HAVE A LOOK



At our previous EDGE work:





Remarkable Events...



موسم Muscat Events

فعاليات مسقط

- مارس 2020 - 19 مارس 2020
اللقاء الموسيقي
جمعية فونية الزربية للموسيقى الحكومية
مركز عمان الثقافي الثاني
- مارس 2020 - 20 مارس 2020
اللقاء الموسيقي الثاني
فرقة الحفلة لانتشار الموسيقى (موسى)
مركز عمان الثقافي الثاني
- مارس 2020 - 20 مارس 2020
اللقاء الموسيقي الثالث
معرض مسقط للفنون
مركز عمان الثقافي الثاني
- مارس 2020 - 20 مارس 2020
اللقاء الموسيقي الرابع
معرض مسقط للفنون
مركز عمان الثقافي الثاني
- مارس 2020 - 20 مارس 2020
اللقاء الموسيقي الخامس
معرض مسقط للفنون
مركز عمان الثقافي الثاني

جميع الفئات العمرية
معرضة للإصابة بكوفيد-19

عُمان الخير

حجرات واقف المركبات
استخدم تصريح وقوف للمركبات
أحدث التصاريح
دفع المخالفات أو الاستعلام عنها

تطبيق بلديتي

ابقى في المنزل...
...تبقى «سالمًا»
وينهم؟

دسر رقمي لأهم مناطق الفعاليات
«حديقة القرم الطبيعية»

لسلا متكم

ابقى في المنزل...
تبقى «سالمًا»
وينهم؟





OUR CLIENTS



And more!

OUR CLIENTS

عمانتل
Omantel

مواصلات
MWASALAT
وجهتك وجهتنا
Your destination is ours

مطارات عُمان
Oman Airports

بيئة
be'ah

دياسم
Diam

بلدية
مستط
MUSCAT MUNICIPALITY

التواصل
الحكومي

بنك العز الإسلامي
alizz islamic bank



ooredoo



وزارة النقل و الاتصالات
المديرية العامة للشؤون البحرية
Ministry of Transport and Communications
Directorate General Of Maritime Affairs

دهبي
DAHABI

And more!



MEET THE TEAM



Sakhar Al Rahbi

Comms



Mazin Al Rahbi

Execution



Mohamad Al Asmar

Development

THANKS



DOES ANYONE HAVE ANY QUESTIONS?

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