

# BIG BOX DIGITAL

Company Profile

July 2019



# BBD in a nutshell

BBD was established in Jan 2019 aiming at creating a **digital services provider** with a **unique proposition**.

The proposition was divided into 5 main pillars:

1. **Premium Publisher Representation**, where by BBD covers the gap between good or potential publishers and the digital media agencies. Mastering the common lingo and capable of streamlining the communication between them will help boost the business at both sides.
2. Providing the market with the **best in class SMS services**, be it bulk campaigns or targeted ones, building at the vast experience of the company members who already established this business in Egypt and were always on top of its performance keys.
3. Empowering clients who do not have the premium advertising budgets to be present on **non premium platforms** like GDN, Facebook, Instagram and other Social Media platforms, be it for branding purposes or for convergence objectives.
4. Revenue sharing and partnering with potential businesses that lack a **robust commercial arm**. Using its sales, marketing and advertising skills, BBD would lead the commercial front aiming at developing the business and creating a sustainable and healthy growth rate.
5. On a lower profile, creating their **own digital service** that would cover a potential market need.

# Vision & Values

## The Vision

A unique digital services provider

Boosting Sales of Premium Publishers

Helping Agencies & Brands get better ROI

Creating and executing new advertising ideas

Better positioning for SMS advertising

Empowering small budgets clients on digital platforms  
Expanding and developing the digital eco system in Egypt;  
awareness, penetration, budget allocation, spend & reach

Empowering potential business by proper digital marketing

Becoming the next Careem of the MENA region

## The Values

Knowledge

Honesty

Transparency

Integrity

Dedication

Customer Oriented

Continuous Development



# Our Team



**Shady Sabry**  
Managing Director



**Aly Moemen**  
Sales Director



**Doaa Ghalib**  
Head of Sales Support



**Mohamed El Gazzar**  
Head of Innovation



**Ahmed Youssef**  
Head of Indirect Sales



**Alaa Darwish**  
Head of Direct Sales

# Our Products

# 1. Premium Publisher Representation



Aiming at maintaining the 3<sup>rd</sup> rank in Egypt for football traffic, Btolat is providing premium written and visual football content.

Also Btolat is dominant by far when it comes to video highlights content & traffic.

Superior at SEO optimization that brings it first in in search results.



Lahloba is a rising star in the female content space.

Currently building its traffic with high quality content.

Together with a long term sponsor, a success story will be built for both.



An educational service offering videos that explain the school curriculum in a simple and free way.

Curriculums included: Egypt, KSA, Syria & Kuwait.

## 2. SMS Advertising



### Segmented Profiles

Location, Handset Type, Average Monthly Spend, Mobile Internet, International & Roaming.. etc

### Bulk SMS

Using mobile numbers of own customers

### Location Based Advertising | LBA

Real-time broadcast across major attractions.

# 3. Advertising Creative

[Click here](#)



# 4.A. Google Display Network | GDN

BE SEEN ACROSS THE WEB



## Display Ads

With text and banner ads across Gmail and a network of over two million websites and apps, your ad can show up where your customers are.



## Video Ads

Your business comes to life in front of new customers on YouTube. It's a unique way to share your story.



## Search Ads

Your ad appears next to search results on Google. Talk about good timing.



## App Ads

Promote your app by running ads across the entire Google network – no design experience required.



## 4.B. Social Advertising



### Advertising on platforms like

- Facebook
- Instagram
- Pinterest
- LinkedIn
- Twitter
- Snapchat
- YouTube

### With the benefits of

- Grow your sales and your fan base.
- Use customer generated content for ads (which perform better, too!)
- Better target new and returning customers (so you waste less money)
- A/B test on the fly, using platform analytics to determine winners.

# Notable Clients



MINDSHARE



INGREDIENTS®



pepsi®



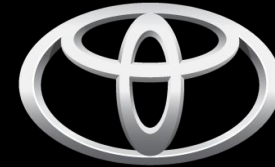
EGYGAB DEVELOPMENTS



ALMARASEM

OPPO

NOKIA



TOYOTA



النساجون الشرقيون  
Oriental Weavers

GALLERIA<sup>40</sup>

smart<sup>®</sup>  
FURNITURE



ALEXBANK | بنك الإسكندرية



“

Gladly empowering your digital presence

”

All yours,  
**BBD Team**

