

افكار

AFKAR CO

*TELEVISION, MEDIA, ADVERTISING
& EVENTS*



AFKAR CO.

Is a company that has worked in Gulf and Middle Eastern markets since 2014 through our Main company in Bahrain (impression co. for Marketing & promoting W.L.L)

Since 2018, Afkar Co. has been working through our new company in Emirates through with our branch in Egypt since 2005, managed by a great group of specialists in the direct & indirect marketing field who are experts in the Middle Eastern market and its requirements working in the direction of the marketing process success.





The company has a great ability to deal with market studies in addition to the required marketing researches, and also the social & economic factors that effect in all available markets. Moreover, we refer to having a great amount of client database in all the Arab countries including the Gulf Area.

Furthermore, we refer to the company's absolute efficiency to achieve all the suitable factors to succeed and complete the marketing process efficiently and effectively.

Afkar Co. and MBH Music TV produce high-quality, engaging content that resonates with your targeted demographics.

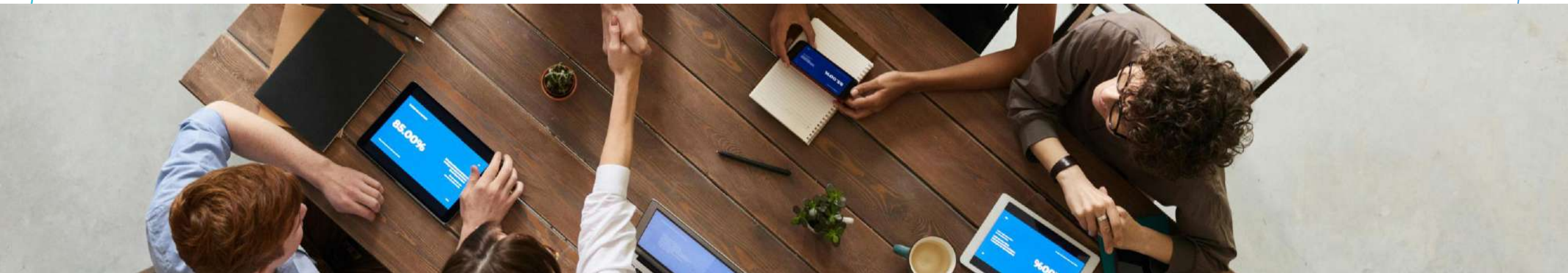
OUR MISSION :

TO INSPIRE AND EMPOWER BRANDS/ENTITIES TO REACH THEIR FULL POTENTIAL THROUGH IMAGINATIVE AND IMPACTFUL ADVERTISING SOLUTIONS THAT DRIVES MEASURABLE RESULTS.

CORE VALUES

CREATIVITY: WE BELIEVE IN PUSHING THE BOUNDARIES OF CREATIVITY TO DELIVER GROUNDBREAKING CAMPAIGNS THAT LEAVE A LASTING IMPRESSION.

INTEGRITY: WE UPHOLD THE HIGHEST STANDARDS OF INTEGRITY, TRANSPARENCY AND ETHICAL CONDUCT IN ALL OUR INTERACTIONS





COLLABORATION: WE FOSTER A CULTURE OF COLLABORATION, TEAMWORK, AND OPEN COMMUNICATION TO ACHIEVE COLLECTIVE SUCCESS.

INNOVATION: WE EMBRACE INNOVATION AND EMBRACE EMERGING TECHNOLOGIES TO STAY AHEAD OF INDUSTRY TRENDS AND DELIVER CUTTING-EDGE SOLUTIONS.

CLIENT-CENTRICITY: WE PRIORITIZE CLIENT SATISFACTION, LISTENING ATTENTIVELY TO THEIR NEEDS AND DELIVERING TAILORED SOLUTIONS THAT EXCEED EXPECTATIONS.



WHY CHOOSE AFKAR CO.?

- UNPARALLELED EXPERIENCE:

With over a decade of experience in the industry, Afkar in collaboration with MBH Music TV brings unparalleled expertise to every project. Our team consists of seasoned professionals and experts in their respective fields in the hospitality and entertainment industry, ensuring first-class service and exceptional results by previewing your establishment on our TV channel and all social media platforms.

We have the power to boost your marketing and sales team through our training courses which are introduced by professional academics highly evaluated in both direct and indirect marketing and sales ways.

Excellence is not just a goal for us, it's a commitment. We strive for excellence in everything we do, from the quality of our work to the level of service we provide and the high resolution of our TV Channel. Our dedication to excellence ensures that our clients receive nothing but the best.

Our ultimate goal is to deliver results that exceed our clients' expectations. Whether it's increasing brand awareness, driving sales, or generating leads, we are laser-focused on achieving measurable outcomes and helping our clients succeed





SERVICES AND EXPERTISE

- **MARKET RESEARCH:**

Through our trained and experienced team, we can give your product a real evaluation and enhance the brand image which will lead you to stay ahead of your competitors.

all this can be in your hands with real statistics through studying your competition from all sides

- **SHORT, MEDIUM AND LONG MARKETING PLANS:**

Through the expertise and knowledge of our team, we can customize a specific plan for your product or your establishment according to the market demand and competition, obstacles and challenges will be handled with clear instructions and details which can provide you with a successful and permanent place in the market.



TRAINING AND IMPROVING:

We have the power to improve your marketing and sales team through our training courses which are introduced by professional academics highly evaluated in both direct and indirect marketing and sales ways.

EFFECTIVE DELIVERY TECHNIQUES

Our company enhances your message, making it more impactful and memorable.

- Direct contact with the public
- Maintain an excellent position in the market
- Powerful advertisements

This is a powerful tool in marketing, Explore new technologies and innovation,

- Integrated marketing plans
- Certified TV channel
- Advertisements on different social media platforms
- Create your websites
- Implementing the marketing plan

ADVANTAGES OF ADVERTISING ON TELEVISION CHANNELS

- **A- Cost:** The cost of advertising on TV channels is one of the most direct and widespread types of advertising compared to other types of advertising, such as advertisements in different newspapers, where the same value of advertising in any newspaper from the lowest level will be the same price the value of buying a full hour of advertising ads with the difference as the announcement in the newspaper will be only one time while the one paid hour on any TV channel will be displayed 60 times on any number of days of your choice.
- **B- In terms of proliferation:** All means of advertising are local, targeting the customers within the country of origin, except the means of advertising on the network, which requires a lot of time to reach the largest number of audience and requires a long-term/expensive advertising plans, however, on television ads, the number of audience and the reach will be broader in a shorter amount of time because TV's exists in each house addressing all types of customers according to their interests and ages, and also outside the local to international framework and spread to a group of Arab and European countries, which makes you the first choice in the case of these customers in need for the service or product you specialize in.
- **C- In terms of control:** Only through our programs and TV advertising plans and offers, you will be able to control the times of your Video broadcast, number of times a day and the type of television channel in terms of specialization (Movies - Sports - Series - Health - etc). This method will guarantee you reach your targeted audience based on your specialty.



EVENTS

OUR EVENTS GO ABOVE & BEYOND

Afkar Co Organizes International Exhibitions. Concerts and Conferences.

Events and Exhibitions provide a platform to showcase products, services, artwork, or ideas to a target audience.


Ideas to provide opportunities for communication, building connections, brand promotion, exposure, sales, and engagement with attendees through its concerts and exhibitions.



Event Production Service



Providing the finest services in the field of designing exhibition stands and platforms for exhibitions, conferences, workshops, forums, and events.



Last but not least **Afkar co** can guarantee your project in all ways and methods to reach your targets and we promise to exceed it

Thank you very much for your precious time

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