

MMS

FUELING AMBITIONS,
IGNITING BRANDS.

SINCE 2006

IMPACT BRANDS.

IGNITING BRAND JOURNEY

Crafting communication that goes beyond conventional media, we elevate the entire brand experience by offering tailored, next-level marketing solutions.



IMPACT EXPERIENCE.

FROM CONCEPT TO LIVE.

MIS began by offering high-end marketing solutions, enhancing brand experiences through unique and innovative platforms and activations. With remarkable success and a vast client portfolio, MIS has expanded its creative communication services to support a holistic approach.

IMPACT STORIES.

BEYOND JUST A PRODUCT

MIS is all about crafting compelling stories that resonate authentically, turning each project into an emotional journey that engages and inspires. We only create what captures attention, leaves a lasting impression, fosters meaningful connections, and builds genuine loyalty between our clients and customers

IMPACT PERCEPTUAL SHIFTS.

SHAPING PERSPECTIVES WITH PURPOSE

MIS always takes on the mission of sparking conversations, provoking thought, and ultimately influencing how individuals and communities perceive the world around them. Our philosophy is rooted in challenging norms and inspiring change through innovative strategies and compelling narratives, fostering meaningful connections between brands and their audiences.

WE ARE REGIONAL

ROOTED IN LOCAL CONNECTIONS

Our approach extends beyond our offices in three cities across two countries. It's rooted in cultivating deep understanding and genuine connections with every community we serve, enabling us to deliver personalized solutions informed by our nuanced insights into local trends, cultural nuances, and human motivations as an advertising agency.

RIYADH

DUBAI

JEDDAH

AND THIS IS WHAT WE DO

THIS IS OUR PHILOSOPHY AND APPROACH



OUR SERVICES

Competitive Edge: Our unique methodology and client-focused approach give us a market-leading advantage.

Competitive Pricing: We offer competitive pricing strategies tailored to deliver tangible KPIs and ROI.

In-House Production / Carpentry / Workshop: Our dedicated in-house capabilities ensure quality control and timely delivery.

Network of Prospective Clients: We leverage a wide network of potential clients to drive business growth.

Strong & Positive Reputation: Our solid reputation is built on delivering exceptional results and fostering trust with our clients.

BRAND STRATEGY

- Brand Development
- Brand Audit & Consumer Perception Analysis
- Brand Positioning
- Data Analysis and feedback
- Competitive Analysis
- Brand Narrative Development

CREATIVE COMMUNICATIONS

- Integrated Communications Campaigns
- Content Creation and Management
- Digital Innovation and Technology integration
- Advertising Campaigns
- Graphic Design
- Crisis Communication Planning
- Content Strategy

EVENTS & EXPERIENCE

- Project Operations Planning & Management
- Brand/Product Launches
- High-End Customer Events
- Mega Launches and Exhibitions
- Public Relations
- Mall Displays & Activations
- Audience Engagement
- Digital Innovation and Technology Integrated Experiences
- Audience Engagement and Data Measurement

DIGITAL MARKETING

- Digital Performance Marketing
- Data-Driven Digital Strategy
- Digital Campaigns
- Social Media Performance Optimization
- Media Planning & Buying
- Programmatic Marketing
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEM)
- Influencers Campaigns

BRANDING & DESIGN

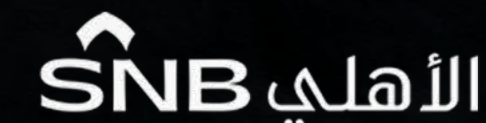
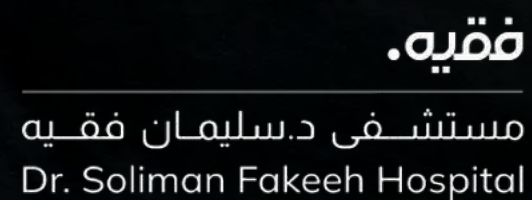
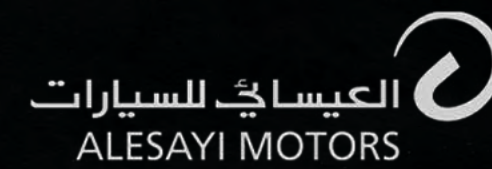
- Corporate Identity Development
- User Experience Design & Creative Visual communication
- Creative Strategy
- Brand Revamp

GLOBAL MARKETING CONSULTING

- Strategic Planning
- Culture relevant marketing research
- Market Analysis
- Financial Planning
- Organizational Development
- Brand / Product Launch Management

PARTNERS & CLIENTS

Over the past 18 years, we have successfully grown and managed to onboard leading partners. As regional experts in Automotive Brand Experiences and Events Management, MIS has been achieving year-on-year growth, acquiring clients from some of the most renowned brands in the world



SUCCESS STORIES

18 YEARS OF OPERATIONAL EXCELLENCE

MIS has established itself as a leading agency in Saudi Arabia by serving world-renowned brands across diverse industries. Recognized with prestigious awards for our impact on performance and quality delivery, we aim to replicate this success in every new market we enter.



RECENT SUCCESS STORIES

360° CASE STUDIES

Serving world-renowned brands and clients across diverse industries has enabled MIS to earn a reputation and achieve year-on-year growth, establishing itself as one of Saudi Arabia's leading agencies. We have been honored with awards recognizing our positive impact on performance and quality delivery.

HONGQI OUSADO LAUNCH CAMPAIGN

Brand: Hongqi
Market: Saudi Arabia
Context: Launch of an all-new mid-sized Sedan and
a new Product Category

Brief:

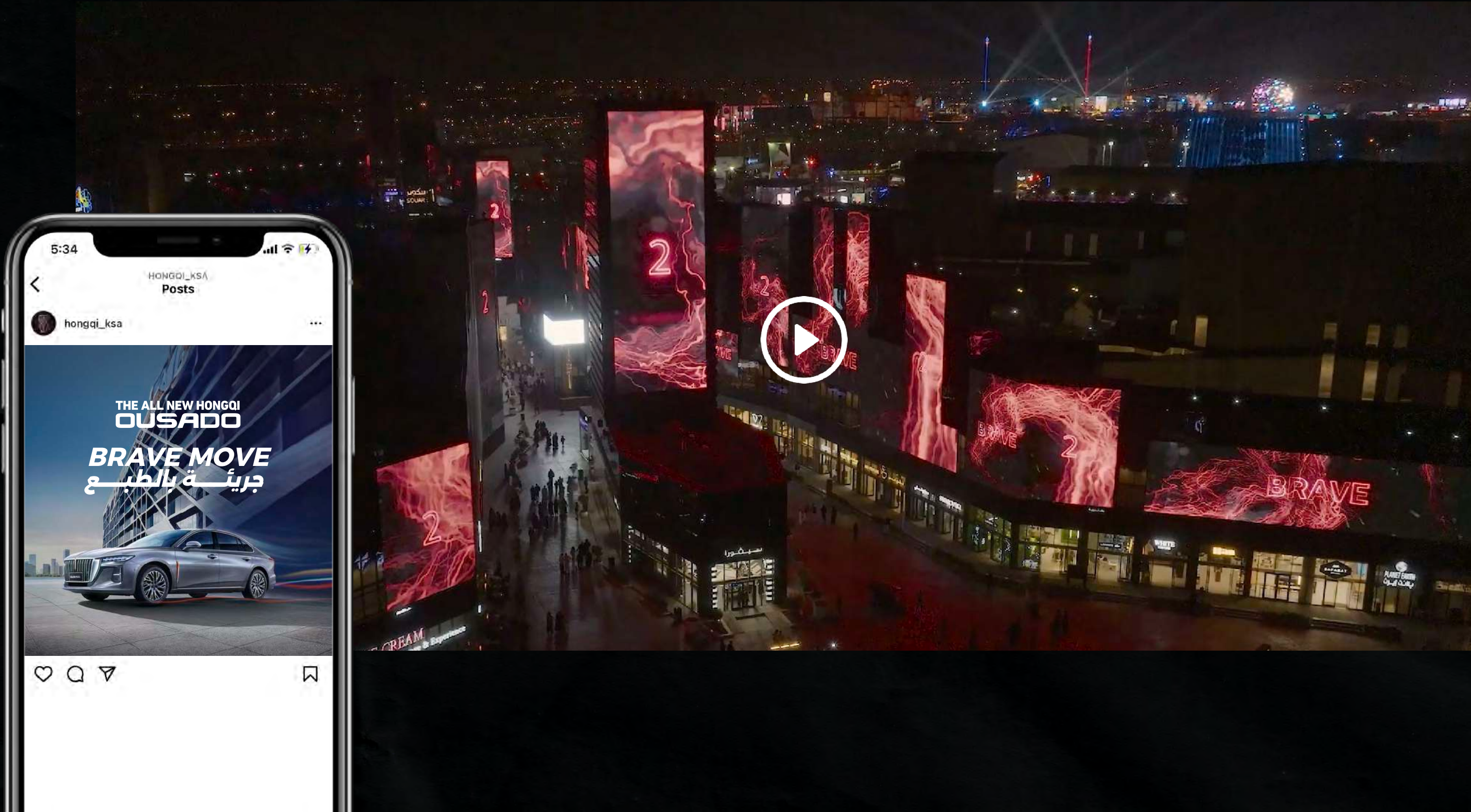
Develop a key positioning platform, character, and identity for the newest model to join the Hongqi model range in an entirely new product category: mid-sized luxury sedan – that effectively differentiates the model from competitors and occupies a clear product value proposition in Saudi Arabia to ensure Launch success and mid-to-long term sustainability in sales.

Results*:

8 Million+ Impressions and Reach in the Launch Month alone...
#1 most sold Hongqi model within the Campaign Period with a 2-month waiting list on orders

*Due to confidentiality, the 'Results' above are the non-confidential information that may be shared in a public presentation.

Prepare a 360° Launch Plan covering a 6-month scope from conception and planning to execution that covers all 6 Marketing Channels of: Digital Campaign, Launch & Activation Events, OOH, Influencer Marketing, PR, and Social Media.



CHERY ARRIZO 8 LAUNCH CAMPAIGN

Brand: Chery

Market: Saudi Arabia

Context:

**Launch of the all-new Arrizo 8 Sedan
which includes the new design-language
and innovations from the Chery brand**

Brief:

Develop a launch strategy with a key positioning launch platform for the all-new Arrizo 8 in Saudi Arabia differentiating it from competitors on the foundation of communicating and highlighting the Unique Selling Points, Key Features and Key Differentiators of the model. To include the 3 key phases of launch: Pre-Heating, Launch, and Post-Launch.

Prepare a 360° Launch Plan covering a 6-month scope from conception and planning to execution that covers all of the Marketing Channels of: Digital Campaign, Launch Event, Mall Display, Roadshow across the Kingdom, Authorised Sales, Agents Display, OOH, Influencer Marketing, Local Asset Development, TVC Film production, and Social Media.

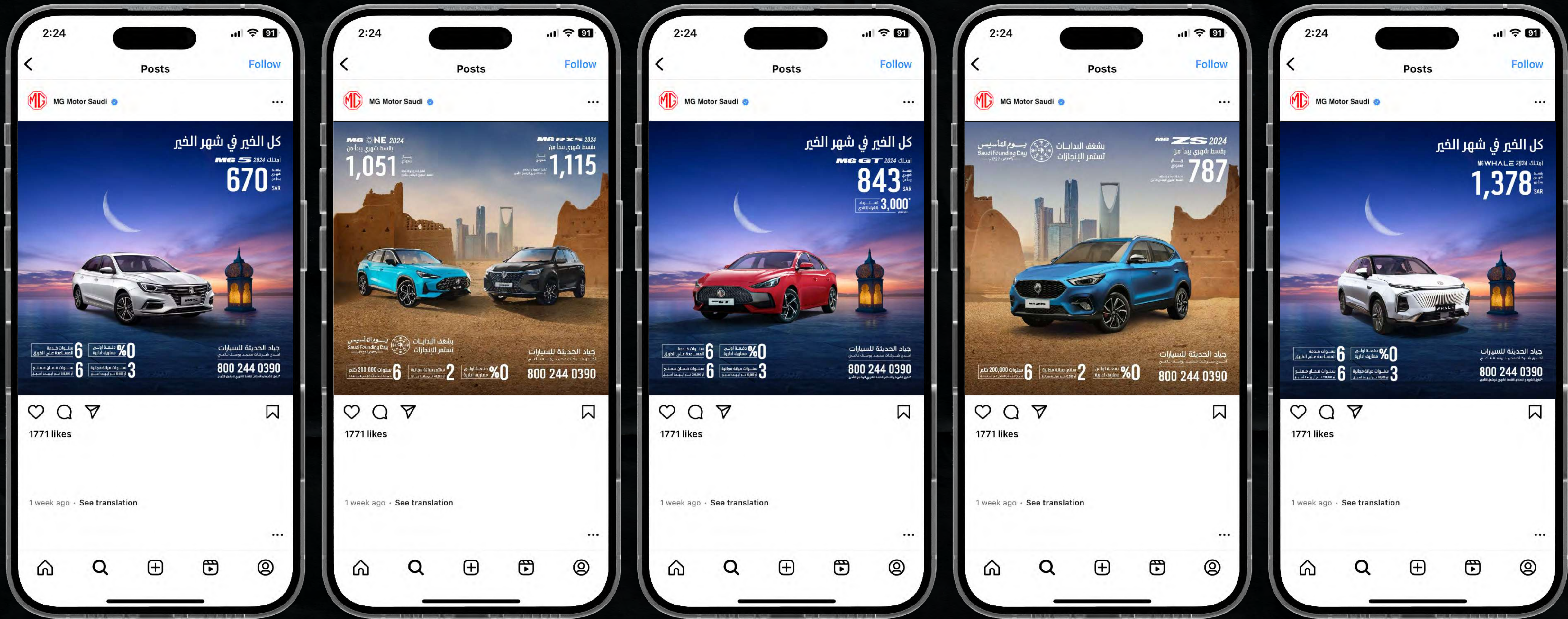


RECENT SUCCESS STORIES

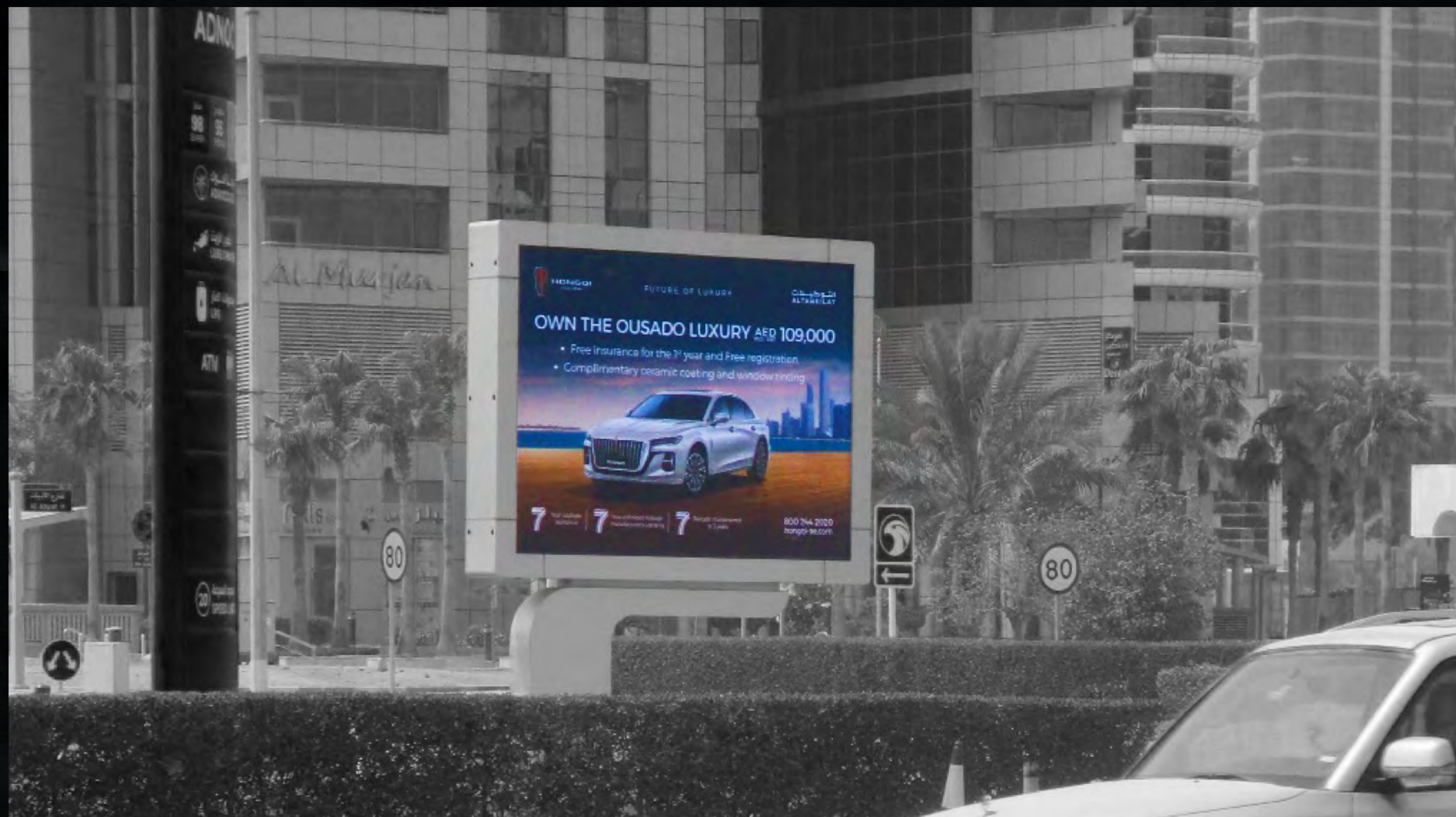
COMMS & DIGITAL

MIS prides itself on crafting impactful communications through visually stunning and compelling copy assets. Guided by our in-house creative team, we strategically deploy these assets across traditional and digital media channels to maximize engagement and resonance.

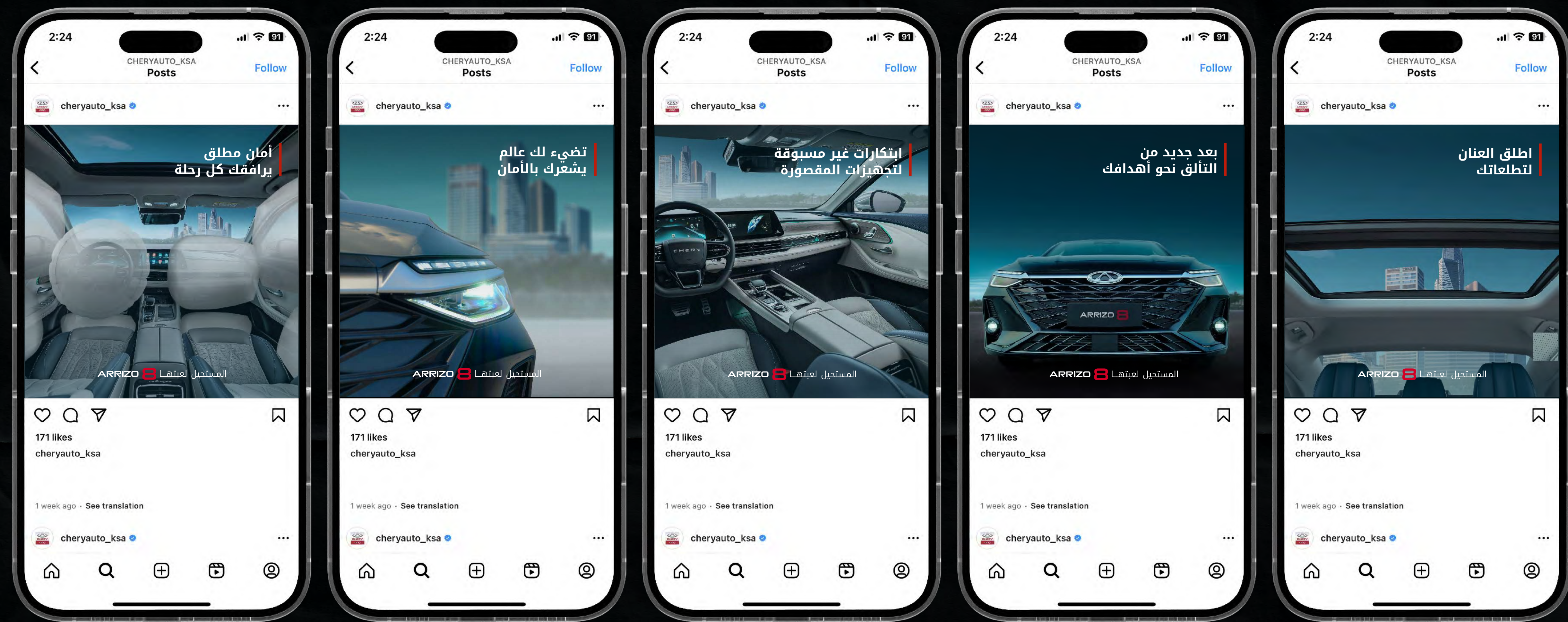
MG - FULL FLEDGED CAMPAIGN



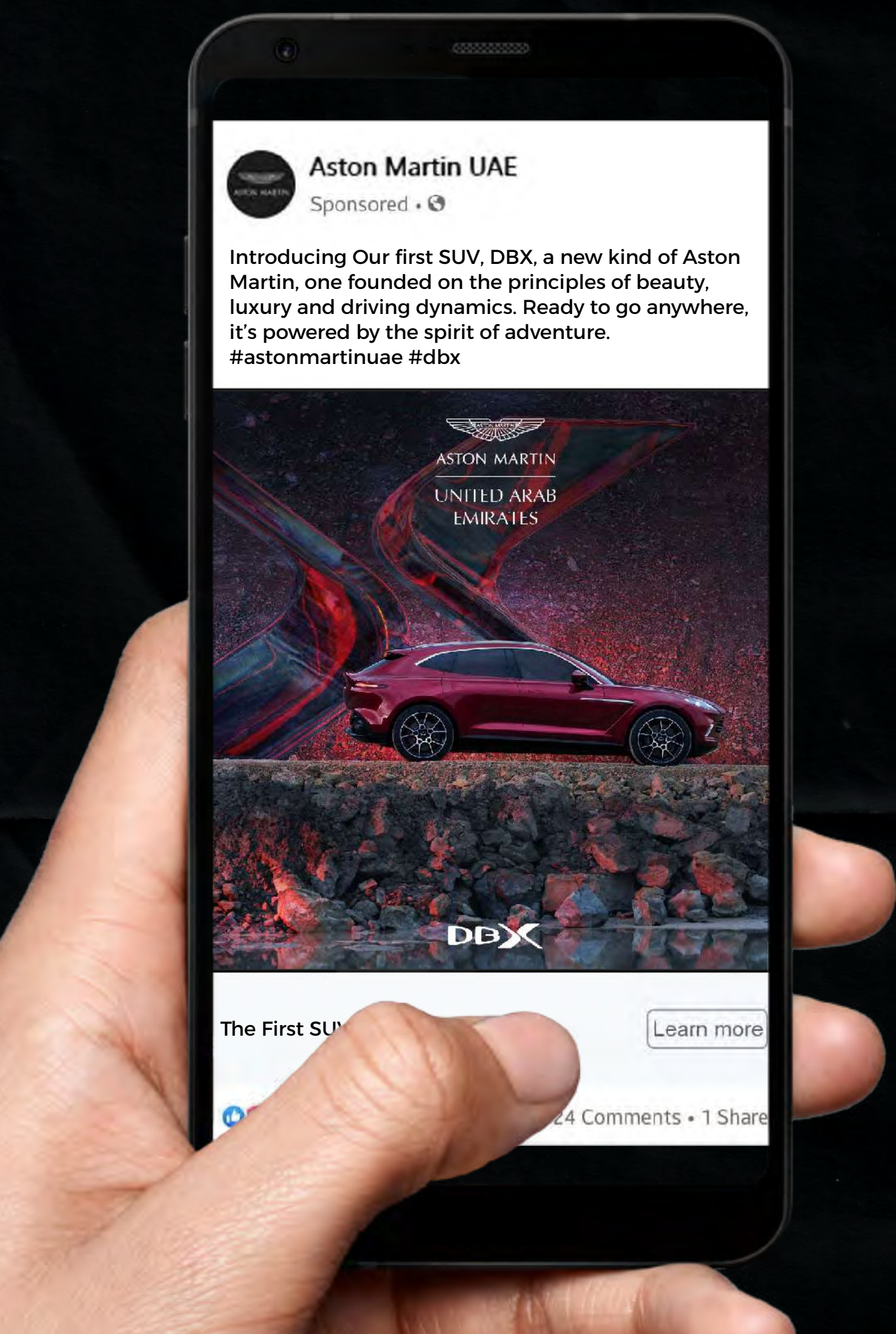




ARRIZO 8 - USP DIGITAL CAMPAIGN



DBX - DIGITAL CAMPAIGN



**Aston Martin UAE**
Sponsored • 

Introducing Our first SUV, DBX, a new kind of Aston Martin, one founded on the principles of beauty, luxury and driving dynamics. Ready to go anywhere, it's powered by the spirit of adventure.
#astonmartinuae #dbx



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UNITED ARAB
EMIRATES

DBX

Beautiful is Relentless [Learn more](#)

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The Adventurer [Learn more](#)

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UNITED ARAB
EMIRATES

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DBX

The Style [Learn more](#)

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www.astonmartin.com/en/Dealers/aston-martin-dubai [Learn more](#)

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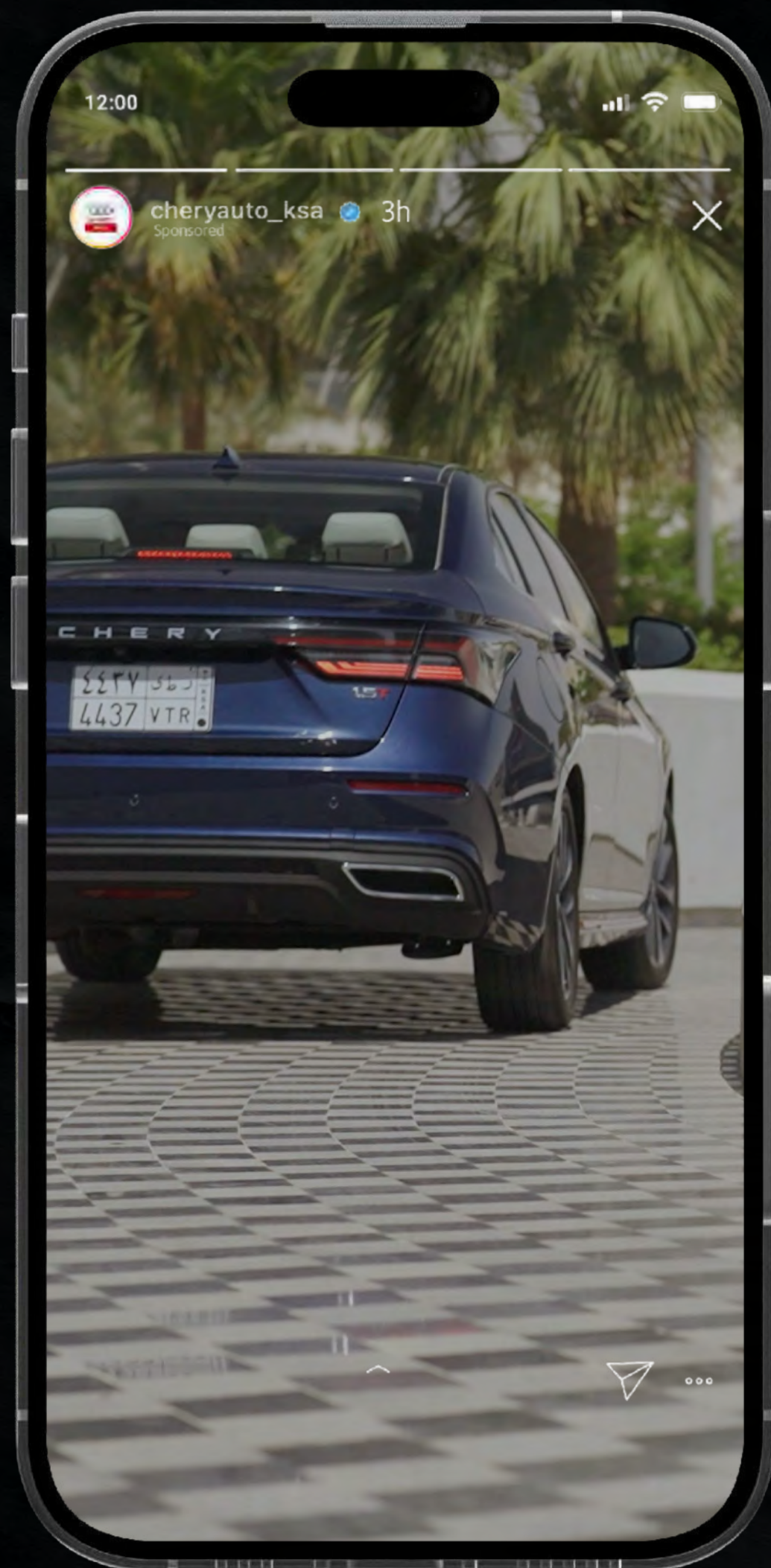
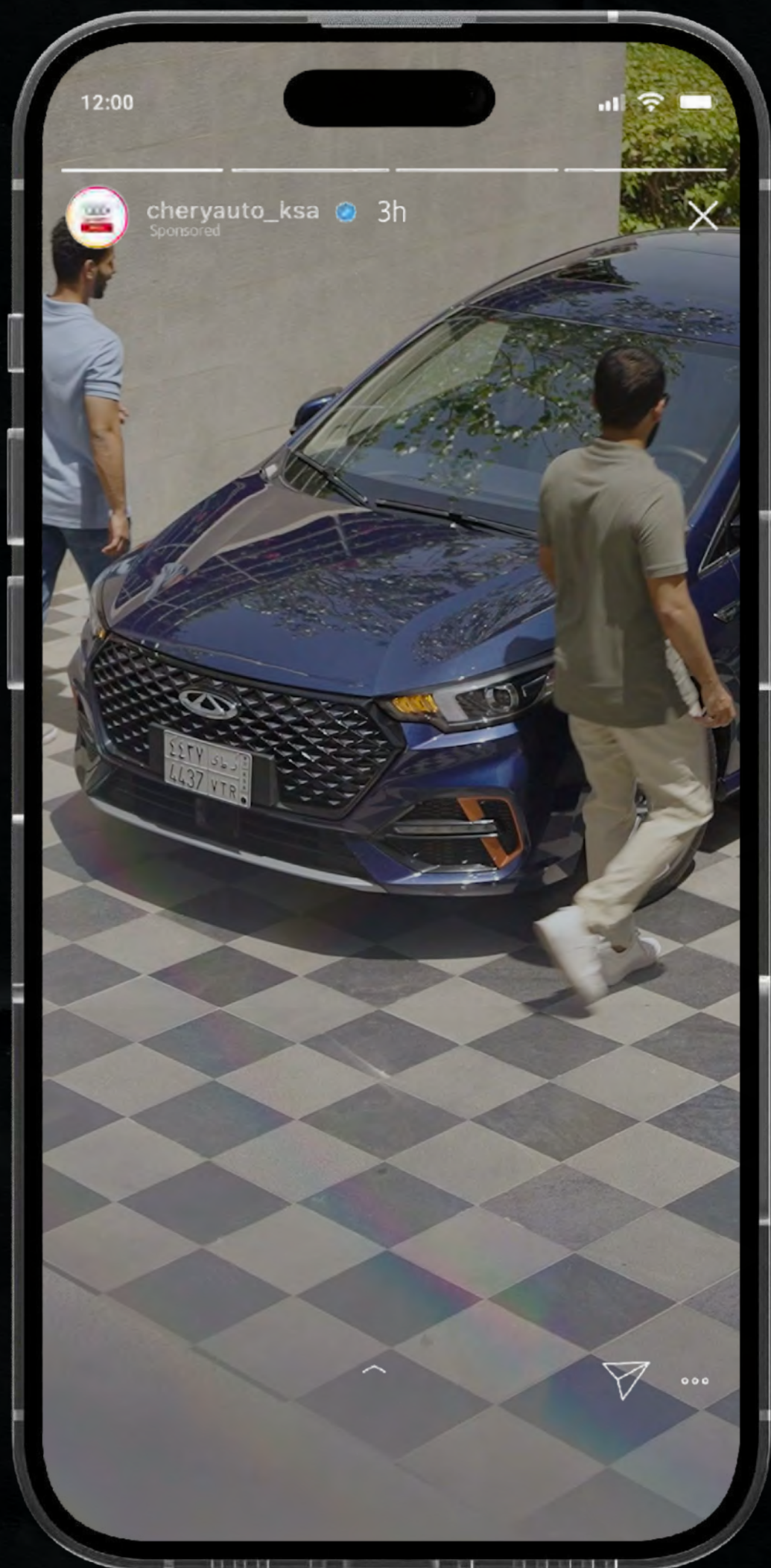
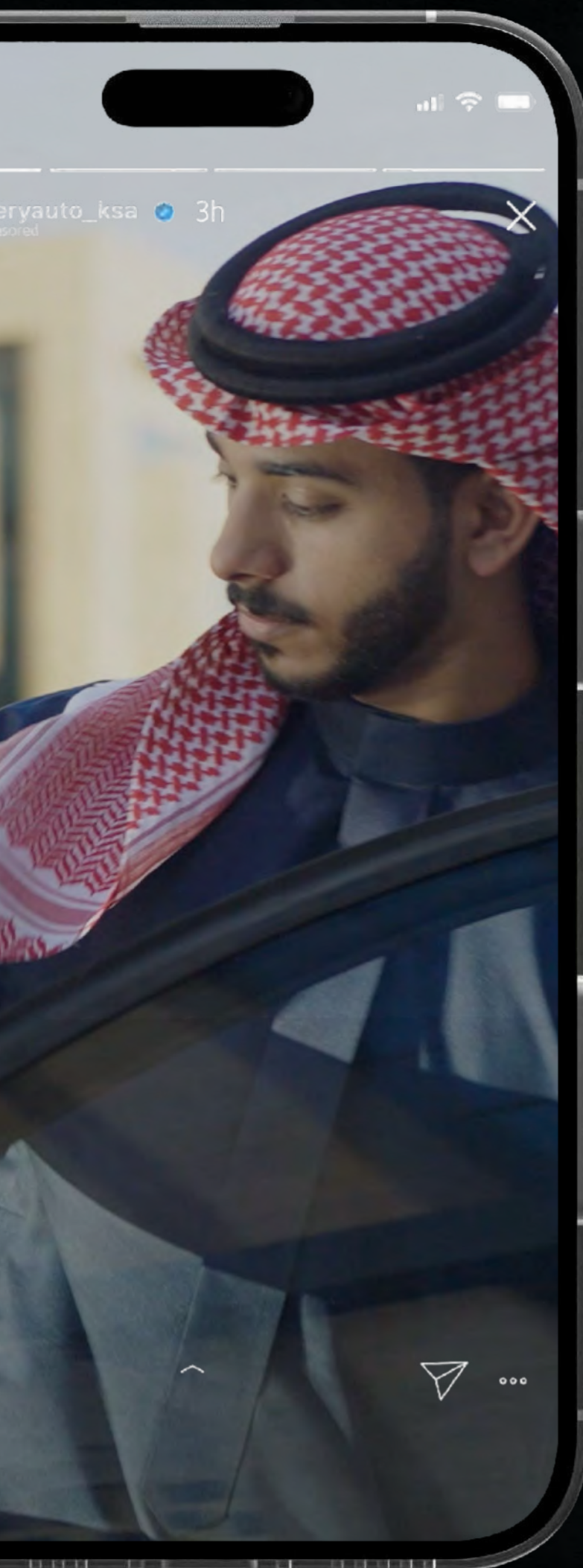
HONGQI - RAMADAN CAMPAIGN



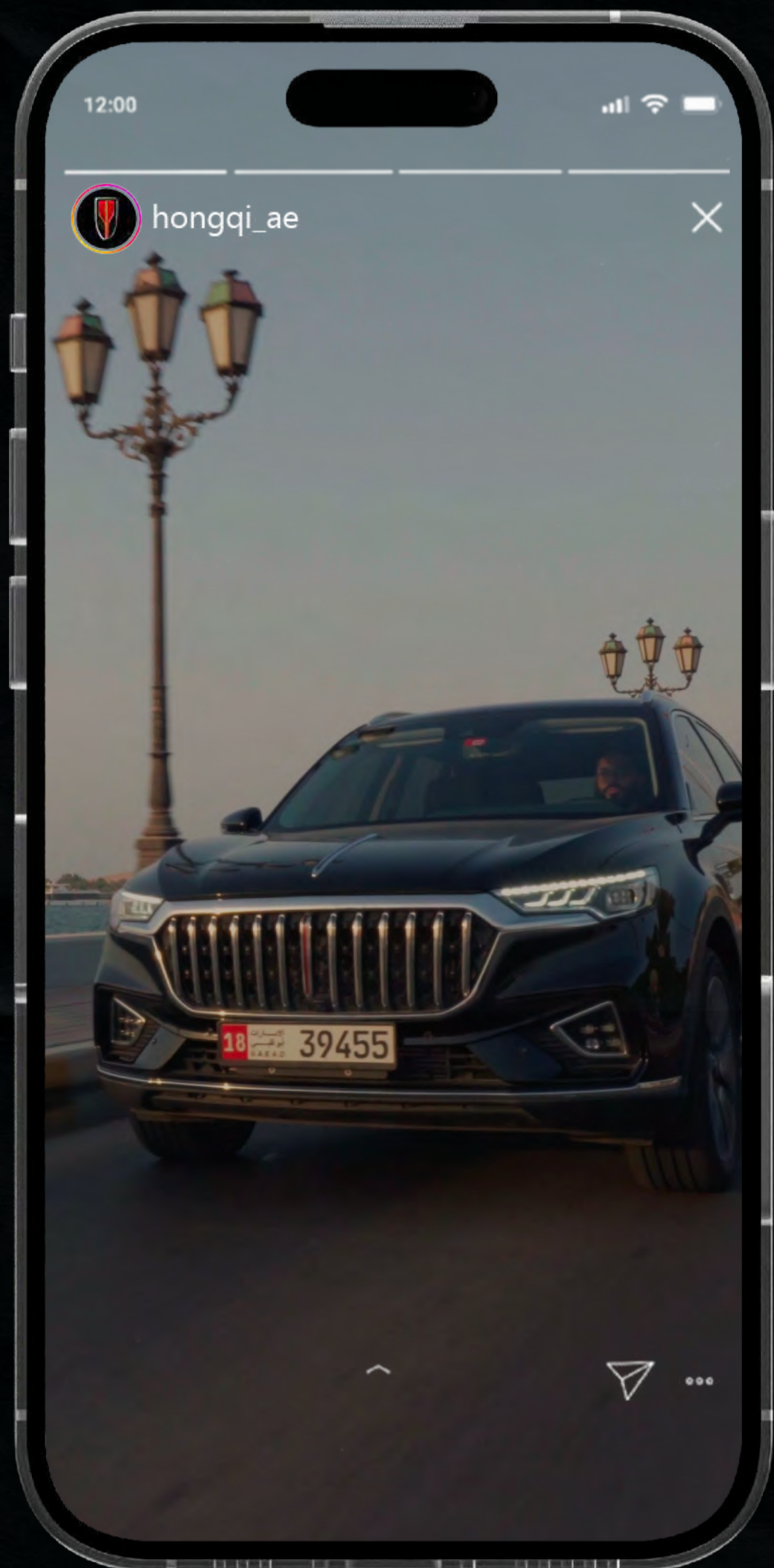
DFM - RAMADAN CAMPAIGN



CHERY - REELS CONTENT CREATION



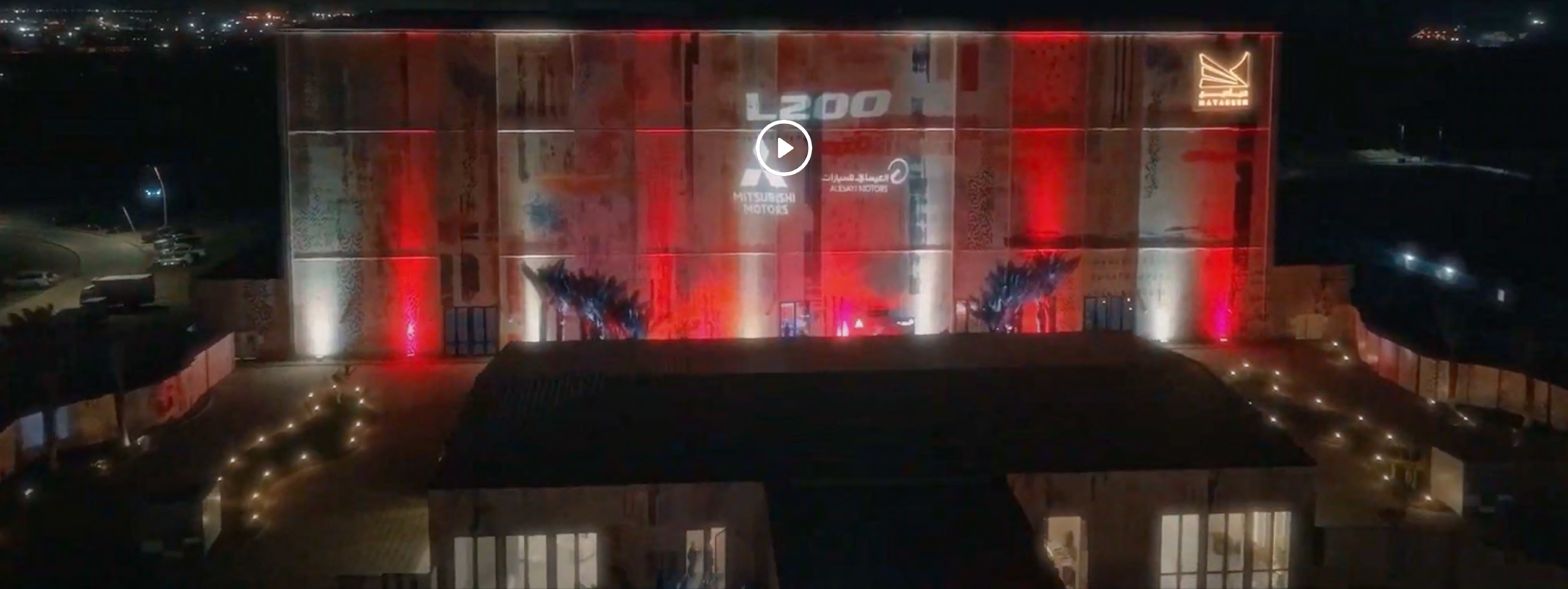
HONGQI - REELS CONTENT CREATION

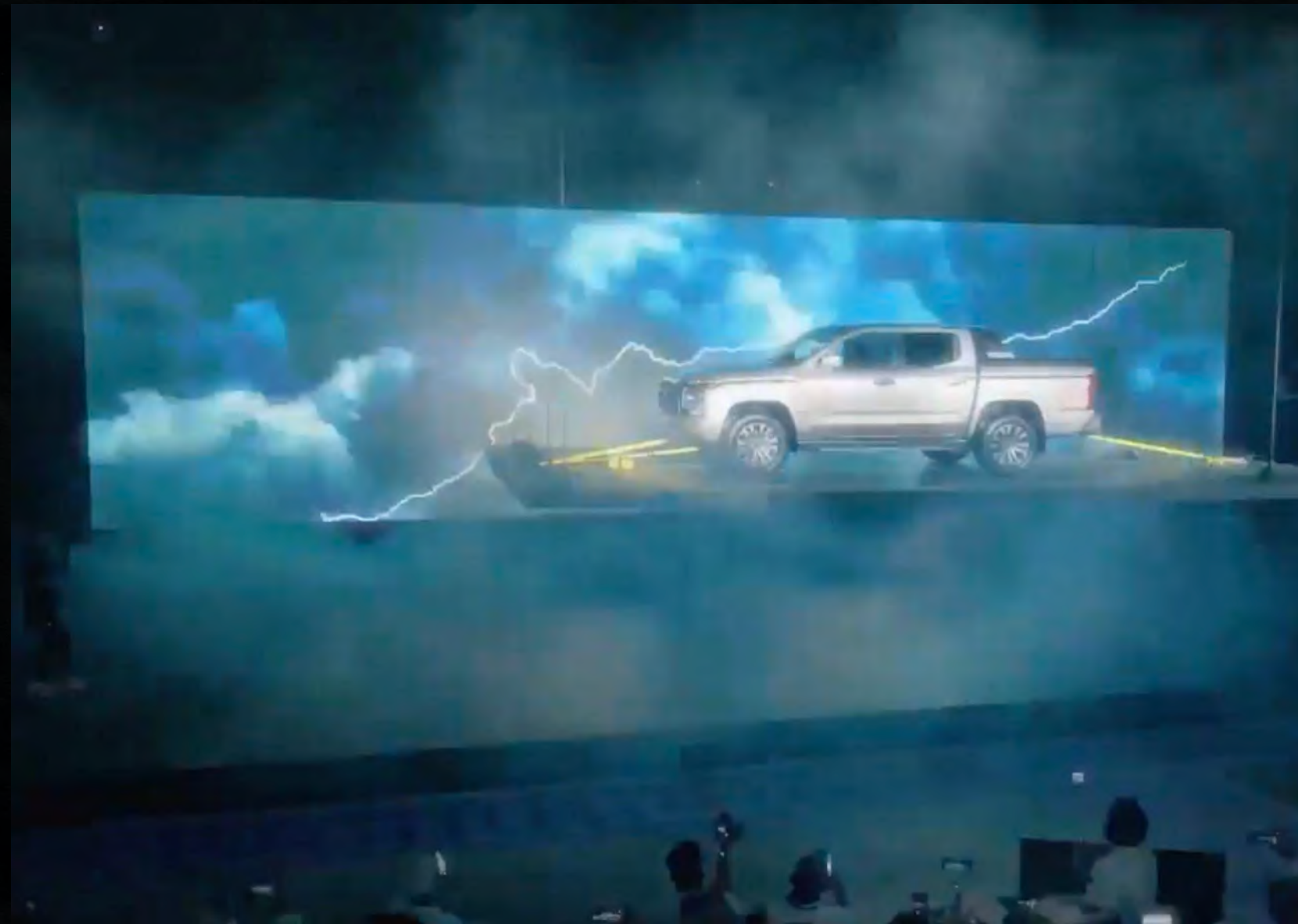


RECENT SUCCESS STORIES

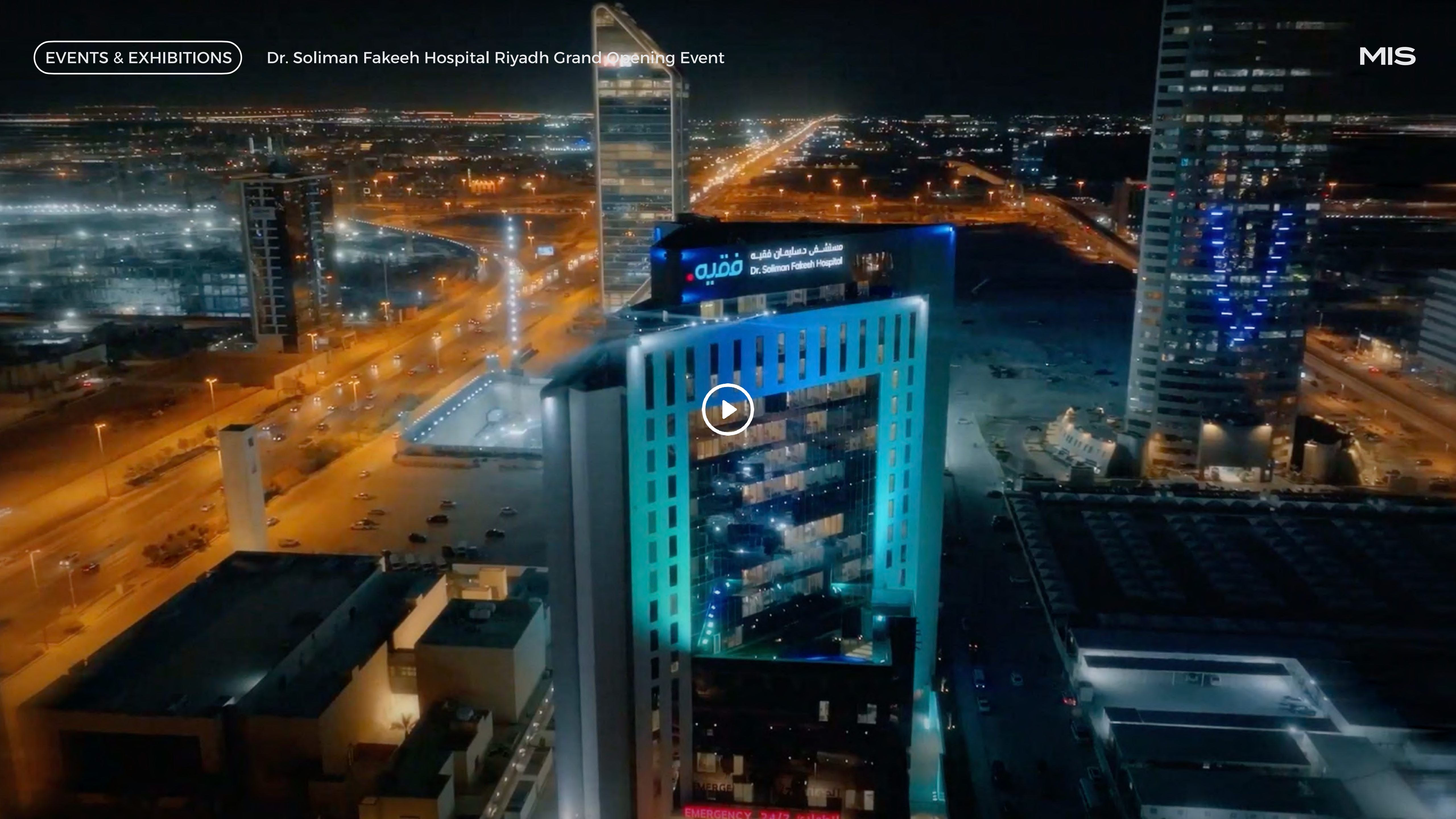
EVENTS & EXHIBITIONS

With a dedicated team and unwavering commitment to excellence, we specialize in transforming creative concepts into unforgettable experiences. From meticulous planning to flawless execution, we orchestrate every detail with precision to leave a lasting impression on guests and stakeholders alike.













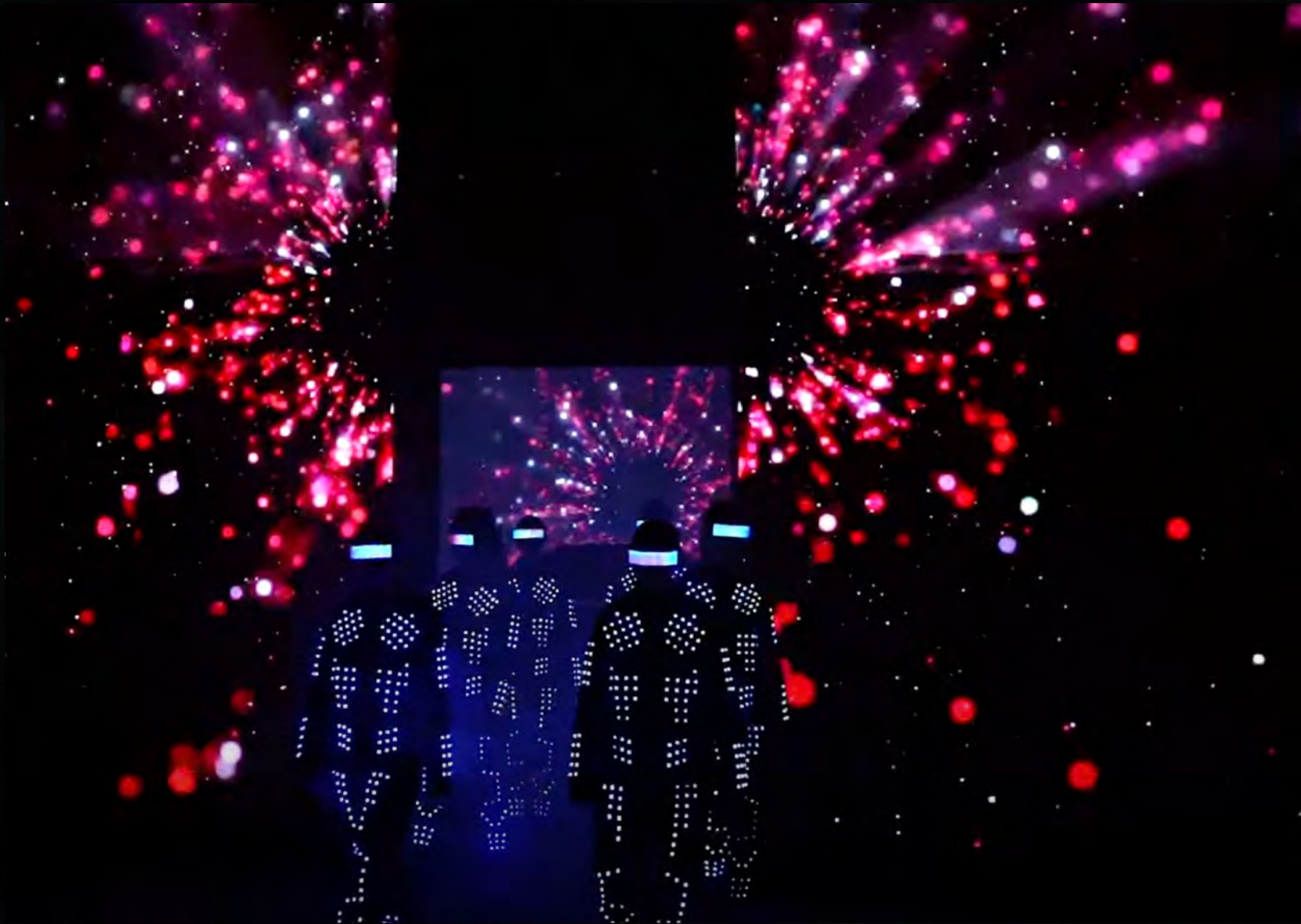












Tiger Sky Tower Launch event

Brand: Tiger
Market: UAE
Context: Launch of Tiger Sky Tower

Brief:

Launching the new real estate project with 4000 invites is to strategically engage key stakeholders and generate significant momentum in the market. Through targeted invitations to VIPs, brokers, PR professionals, press, and the general public.



WHERE LUXURY MEETS NATURE

SPECIAL INVITATION KIT

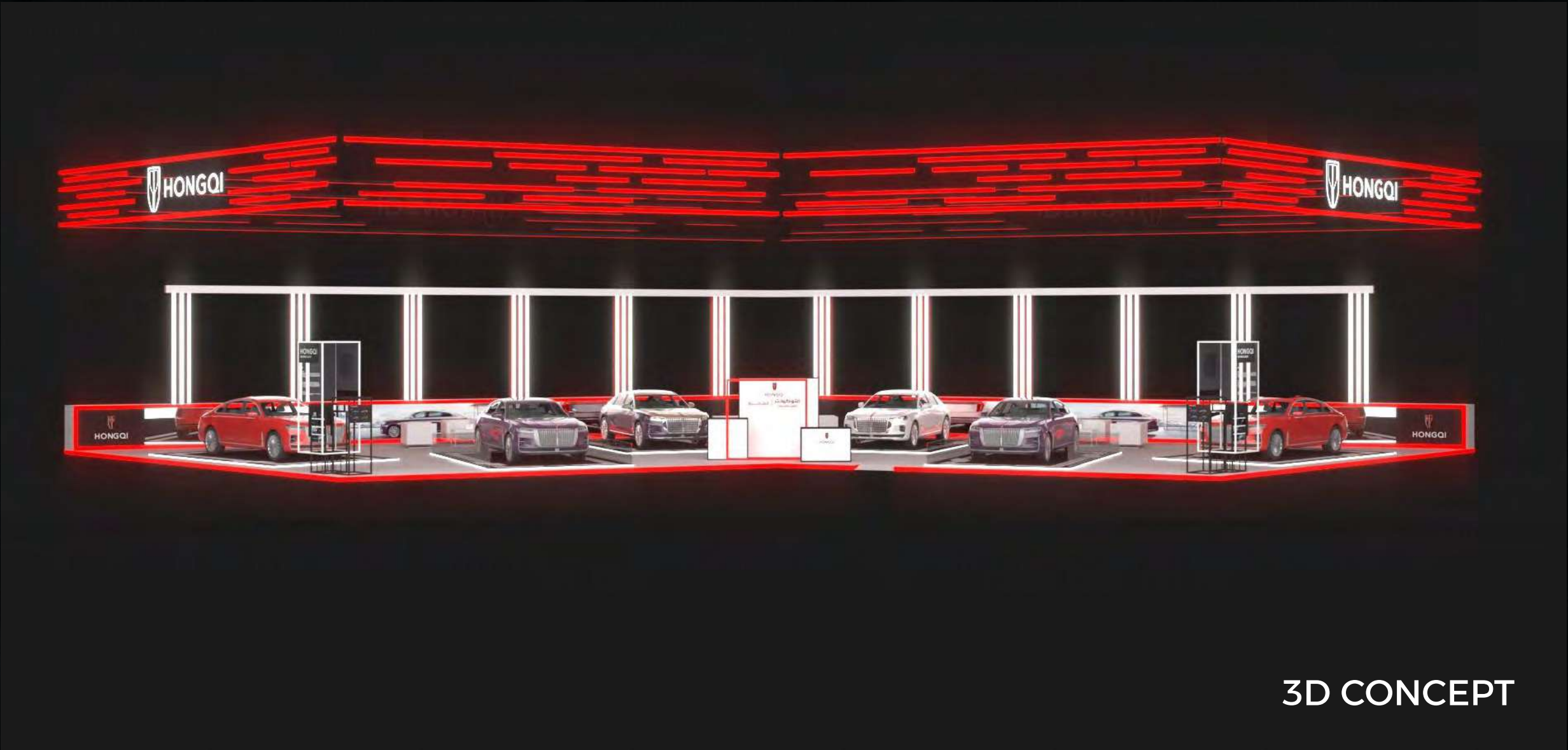


RECENT SUCCESS STORIES

3D CONCEPTS & PRODUCTION

Our in-house rendering team meticulously crafts 3D concept renders from scratch, complemented by our hands-on approach to physical production, delivering top-tier quality aligned with brand standards.









RECENT SUCCESS STORIES

FILM

MIS excels in crafting compelling films and commercials that blend creativity with precision. From captivating narratives to visually striking content, we use both traditional filmmaking techniques and modern digital strategies to deliver impactful messages across diverse media platforms.



FILM

CHERY ARRIZO 8

MIS



FILM

HONGQI H9 INSPECTOR

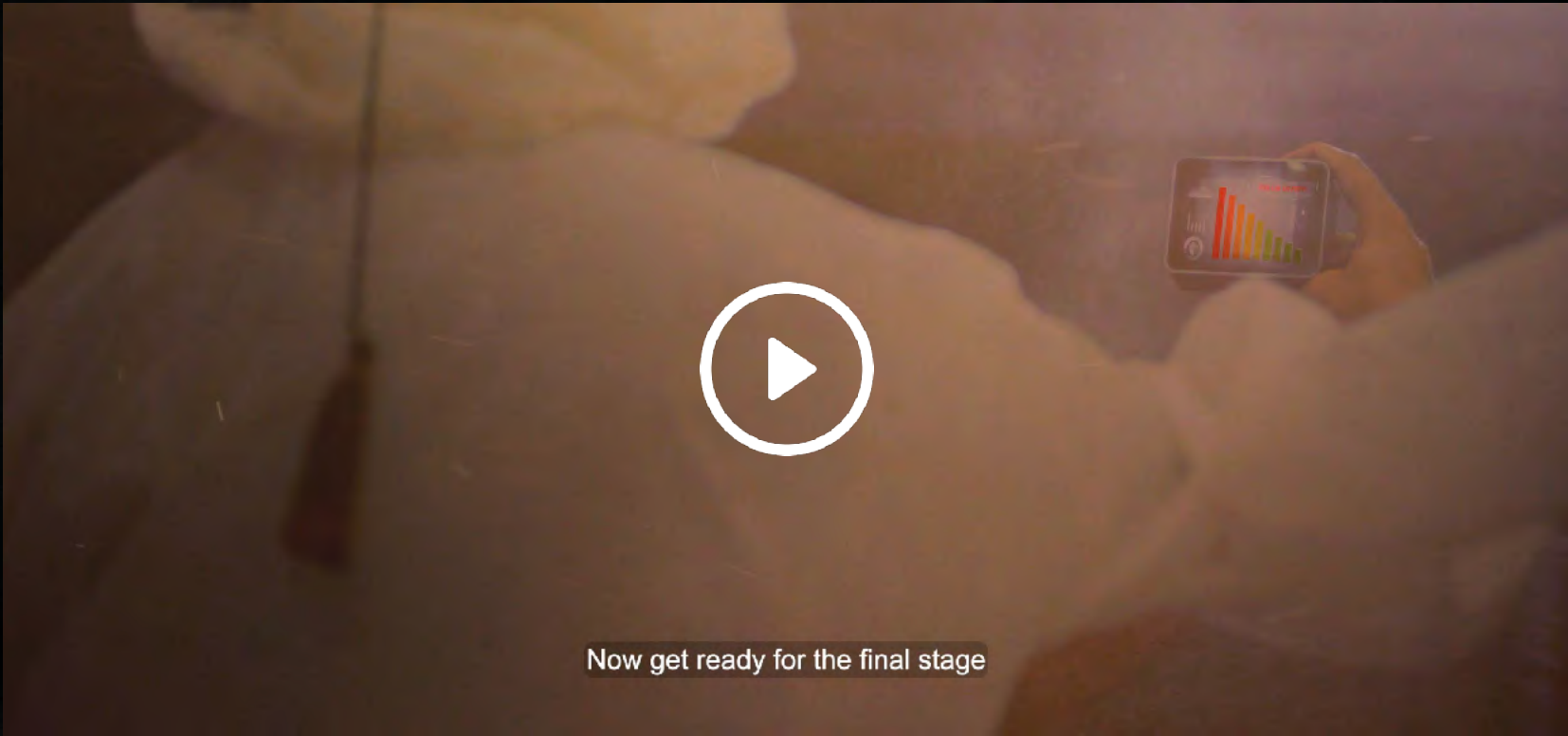
MIS



A well-chosen team of three has been assembled



Oud!



Now get ready for the final stage



H9 is ready to test it outside



HONGQI
since 1958

تجربة: فعالية تنقية الهواء داخل سيارة H9



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