



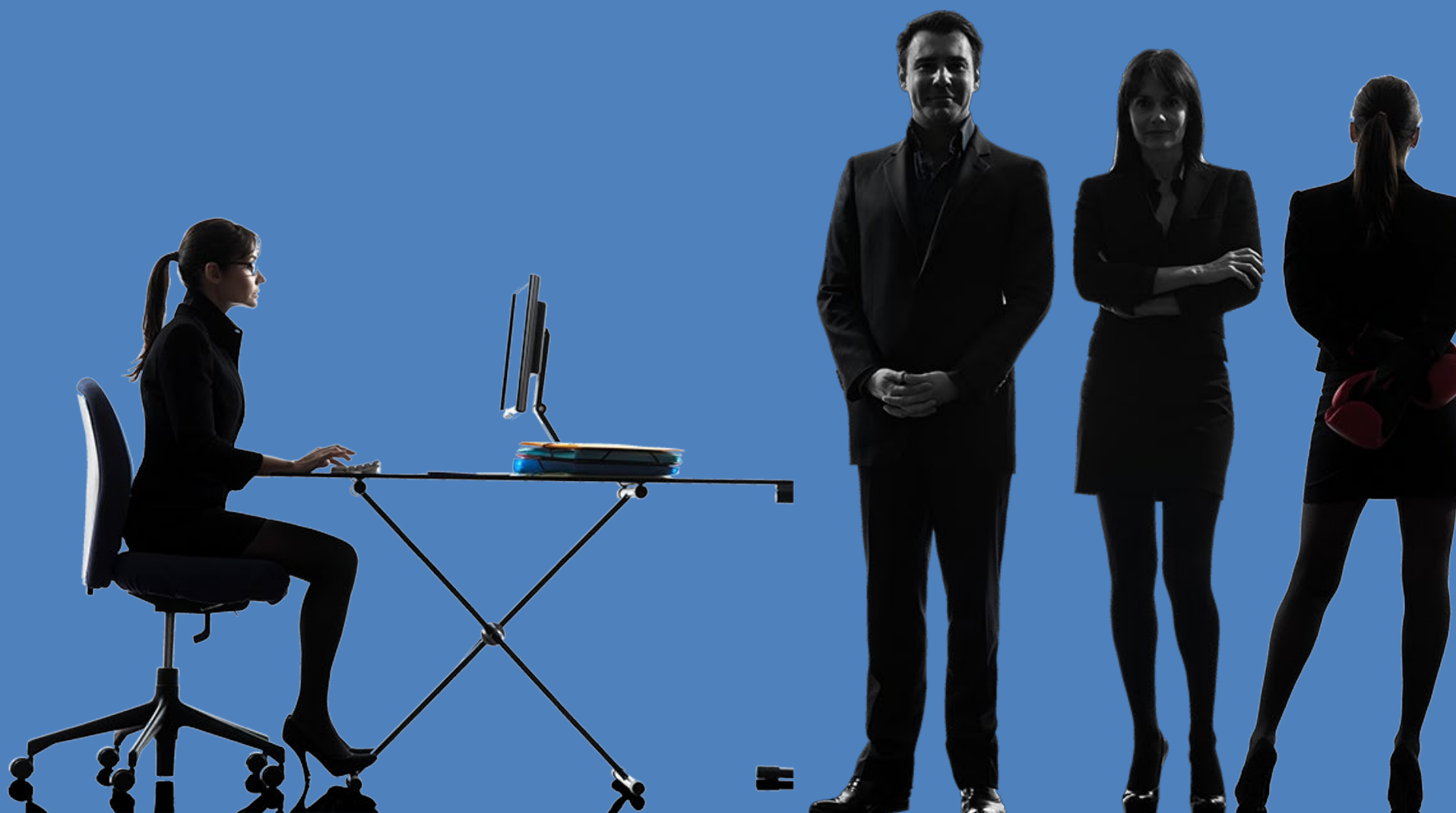
**HANGING
GARDENS**
AGENCY



WHO
ARE
WE ?



HG/PSM IS ONE ENTITY OF COMMUNICATIONS VETERANS WITH HIGH KNOWLEDGE IN CONSUMERS' BEHAVIOR





**WE CONNECT BRANDS
AND CONSUMERS THROUGH
CREATIVE CONTENT**



SIMPLY BY ENSURING
BRANDS' ENVIRONMENTS ARE
SET IN ONE COHESIVE
COMMUNICATION STRATEGY
DELIVERING THE RIGHT
CONTENT TO THE RIGHT
PEOPLE IN THE RIGHT
PLACE AT THE RIGHT
TIME



CONSUMERS ARE THE FIRST AND LAST FOCUS TOUCHPOINT WHILE WE CRAFT OUR RECOMMENDED STRATEGIES

WE OFFER CUTTING EDGE INTELLIGENCE TOOLS FOR AUDIENCE PROFILING, TGI, LISTENING & MONITORING, AUDIENCE MEASUREMENT & MEDIA MONITORING





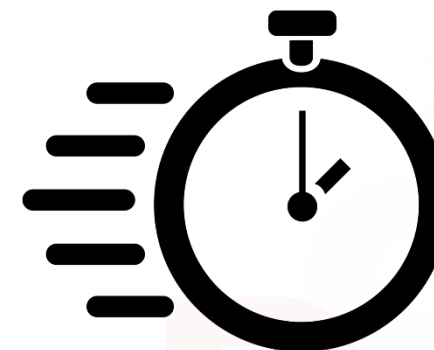
STRATEGIC CONCEPTUALIZATION

Years in building this invaluable asset for HG/PSM, Strategic Conceptualization of all marketing, creative and media to be integrated with the brand experience



LOCAL & REGIONAL EXPERIENCE

With years of collective learnings and experience serving regional and global clients/brands in the MENA region



FAST

We take care of our clients' requests while understanding and taking into consideration the fast pace & rhythm of the industry



COST EFFECTIVE

Brought by industry veterans, HG/PSM offer premium services at efficient & competitive rates due to its boutique nature as well as its media connections that access best inventory



OUR SERVICES




PUBLISCREEN
MEDIA



MARKETING BLUEPRINT
BRANDING & DESIGN
MEDIA OUTREACH
DIGITAL MEDIA
SOCIAL MEDIA
CONTENT CREATION
PRODUCTION
INFLUENCERS MARKETING
EVENTS MANAGEMENT
GAMIFICATION



MARKETING BLUEPRINT



CONSUMER BEHAVIOR ANALYSIS
STRATEGIC FRAMEWORK
BRAND LOYALTY ANALYTICS
COMMUNICATION STRATEGY
DATA & INSIGHTS



BRANDING & DESIGN

IN LINE WITH THE COMMUNICATION STRATEGY

CONCEPT CREATION
CONCEPT DEVELOPMENT
COMMUNICATION DIRECTION
CORPORATE IDENTITY
BRAND GUIDELINES
DESIGN & IMAGE CREATION
DIGITAL ARTWORKS



OFFLINE MEDIA OUTREACH

IN LINE WITH THE COMMUNICATION DIRECTION

MEDIA RESEARCH:

CONSUMER BEHAVIOR, USER CONSUMPTION PATTERNS

MEDIA STRATEGY

MEDIA PLANNING AND BUYING

OOH, RADIO, PAN ARAB/PAN ASIAN TV

MEDIA PRE AND POST ANALYTICS



DIGITAL MEDIA

WEBSITE AND APP DEVELOPMENT
DIGITAL PLANNING AND BUYING
PROGRAMMATIC BUYS
PERFORMANCE MARKETING
SEO / PPC
DIGITAL ACTIVATIONS & EXECUTIONS
REPORTING AND DATA ANALYTICS



SOCIAL MEDIA

IN LINE WITH THE COMMUNICATION DIRECTION

SM CHANNELS CREATION
CONTENT CREATION
CONTENT CALENDAR
COPYWRITING & TRANSLATION
MODERATION & COMMUNITY MANAGEMENT
MONITORING, LISTENING & REPORTING
BOOSTING POSTS
FULL SOCIAL MEDIA PAID CAMPAIGNS



CONTENT CREATION

IN LINE WITH THE COMMUNICATION DIRECTION

CONTENT STRATEGY
CONTENT DIRECTION
CONTENT ACTIVATION
STRATEGY ADAPTATION



PRODUCTION

IN LINE WITH THE COMMUNICATION DIRECTION

SOCIAL MEDIA CONTENT

ANIMATION

PHOTOGRAPHY

VIDEOGRAPHY

SHORT FILMS

FEATURE FILMS

DOCUMENTARIES



INFLUENCERS MARKETING



INFLUENCER RELATIONS
ACTIVATIONS
ENDORSEMENT
SPONSORSHIP
COLLABORATION AND COMPETITION
PRODUCT SEEDING
COVERAGE REPORTING



EVENT MANAGEMENT

EVENT CONCEPTUALIZATION
EVENT PLANNING AND BUDGETING
SCHEDULING AND EXECUTION



GAMIFICATION

BRANDED CONTENT
CROSS SELLING
GAMIFICATION ELEMENTS AND INTEGRATION



Our Clients

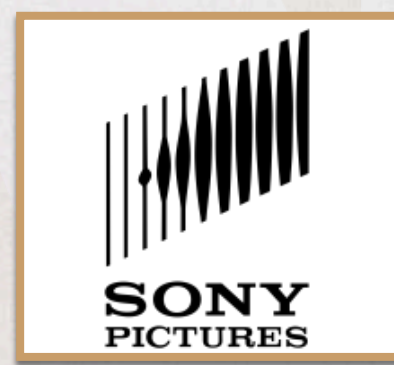
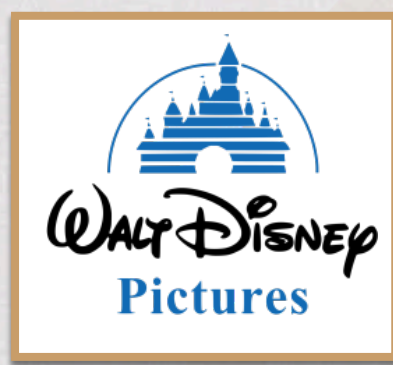
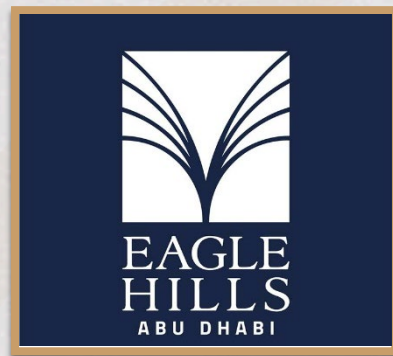


OUR CLIENTS





OUR CLIENTS

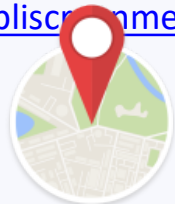




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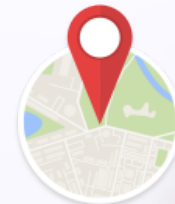
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