Nawafith Al-Madina

OOH ADVERTISING SOLUTIONS

About Us:

Nawafith Al-Madinah Advertising is a forward-thinking company revolutionizing the advertising industry with innovative on-car advertising solutions. We transform vehicles into dynamic, eye-catching marketing platforms that bring brands closer to their audience. With a commitment to **creativity**, **technology**, and **impact**, Nawafith Al-Madinah Advertising provides businesses with unique opportunities to enhance their visibility and connect with customers in real-time all things data tracked real time data

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Our Mission:

Our mission is to revolutionize advertising by providing businesses with:

- **Unparalleled urban visibility**

- **Precise audience engagement tracking**

- **Dynamic, adaptable marketing solutions**

- **Transparent, data-driven performance reporting**

We don't just move advertisements. We move brands forward.

Founded on the principles of creativity, technology, and data-driven impact, Nawafith Al-Madinah Advertising is reshaping how brands connect with urban audiences – one ride at a time.

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Case Study On Major Automotive Brand

Key Data Points

1. Significant Sales Uplift

- 24% increase in overall vehicle sales during a campaign for a major auto brand.
- 51% increase in sales for the specific model promoted.

2. Enhanced Brand Metrics

- 43% increase in brand awareness.
- 85% increase in purchase intent.
- 44% boost in brand recall.
- 46%increase in brand favorability.

3. Increased Website Traffic

- 90% increase in web traffic achieved during a campaign for a fintech company.

4. Elevated Brand Awareness and Recall

- 40% lift in aided brand awareness.
- 42% lift in brand recall during a campaign for a digital banking platform.

5. Effective Foot Traffic Generation

- 9.31% behavioral lift and 227,000 incremental visits to a convenience store.

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Key Benefits on Case Study

1. **Drive Sales:** Proven ability to boost product sales and market reach.

2. **Boost Awareness:** Increase visibility and memorability of your brand.

3. **Achieve Measurable ROI**: Tangible results in both online and offline metrics.

4. **Flexible and Dynamic**: Update your campaigns in real time for maximum impact.

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Our Focus:

At the intersection of innovation and intelligence, we turn every vehicle into a strategic marketing asset:

- **Advanced Technology**: High-resolution LED displays that capture attention

- **Real-Time Data Tracking**: Comprehensive analytics that measure every impression

- **Precision Targeting**: GPS-enabled route optimization for maximum brand exposure

- **Intelligent Insights**: Detailed performance metrics that drive marketing decisions

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TaxiTop Pricing Packages

Flexible Pricing Options: Tailored to suit campaigns of all sizes.

- We provide flexible rates that adapt to your needs, with discounts available based on the number of screens booked and campaign duration.

Number of Screens	Rate per Screen (SAR)	Discount
1-10	100	0%
11-20	90	10%
21-30	80	20%
31-40	70	30%
41-50	60	40%

Introductory Offers: Ask about our special discounts for first-time advertisers! We're here to help new clients explore this exciting advertising medium with reduced introductory rates.
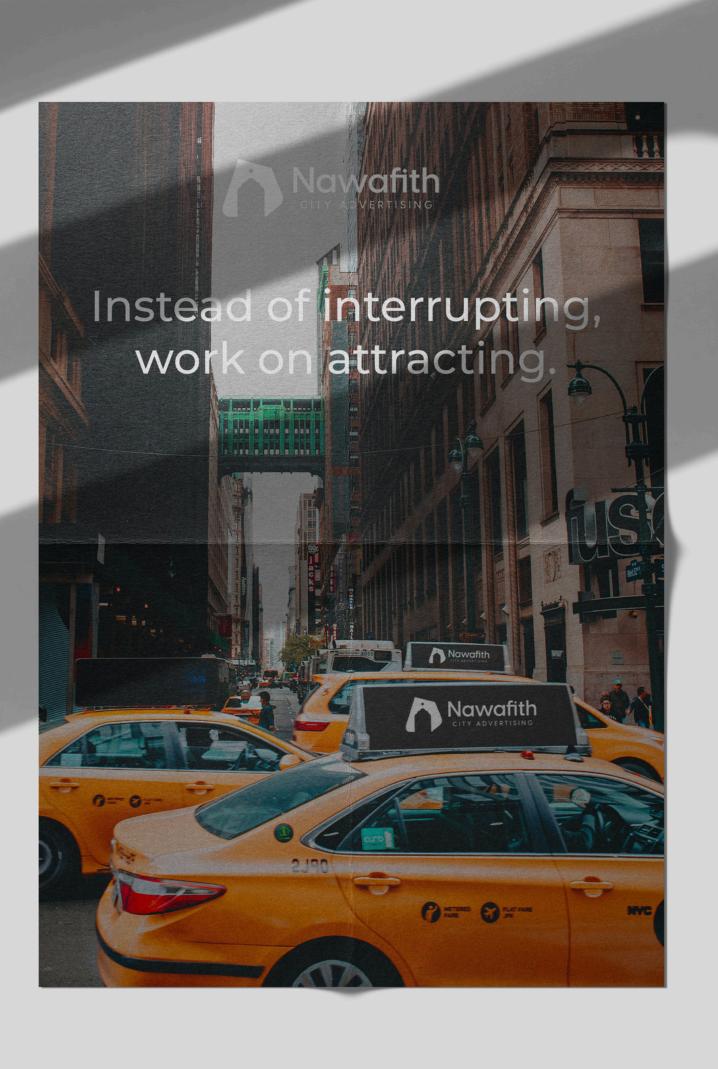
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SCREEN SPECS

Specification	Details
Color Model	RGB
Dimension	Width: 384 px × Height: 128 px
Resolution	72 ppi
Display Technology	Digital LED

- **Dynamic LED Advertising:** Capture attention with high-resolution screens that make your brand stand out on city streets.

- **Geo-Targeted Campaigns:** Reach specific areas and audiences with location-based ads.

- **Flexible Time Slots:** Choose from 15-second, 30-second, and full-minute ad slots to fit your campaign goals.

- **Real-Time Updates:** Change ads instantly based on time, location, and events for maximum relevance.

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