

Berwyn Moog

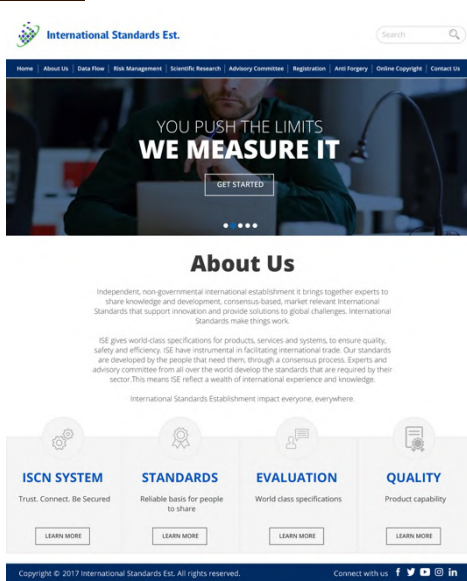
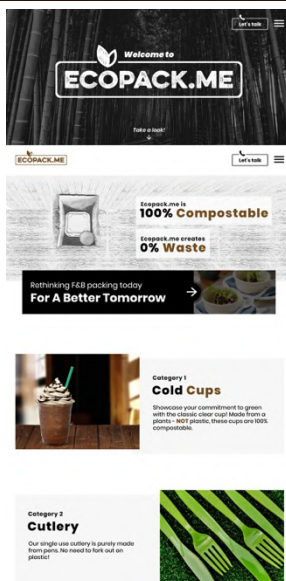
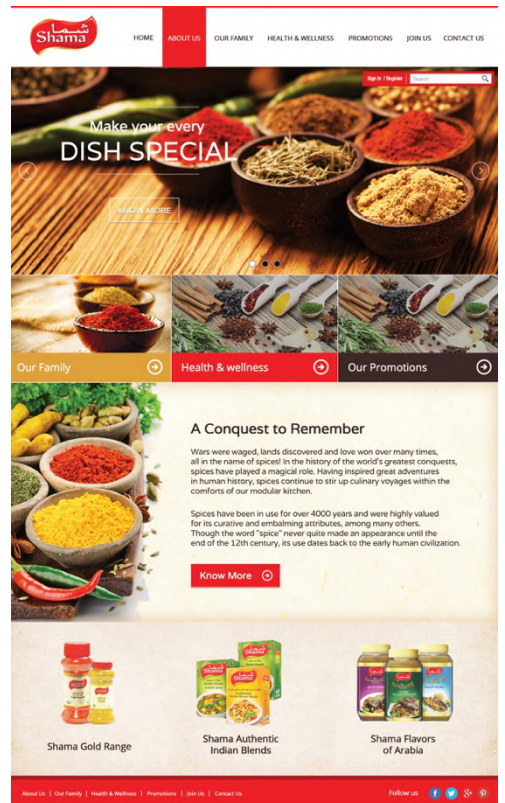
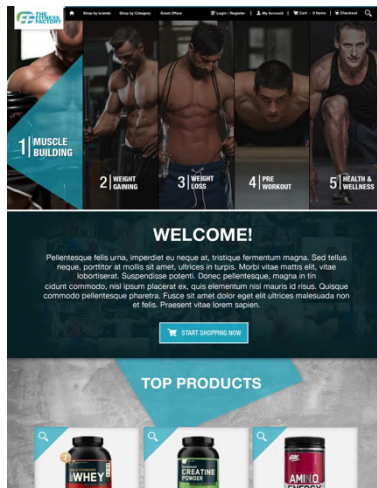
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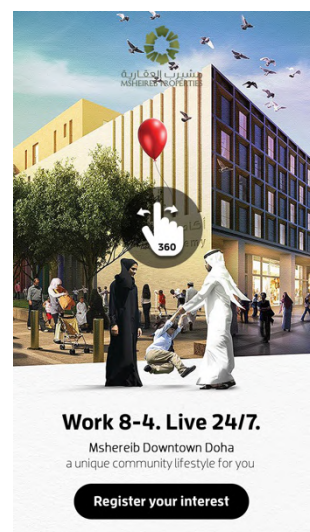
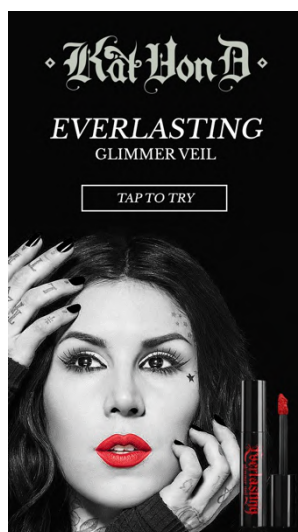
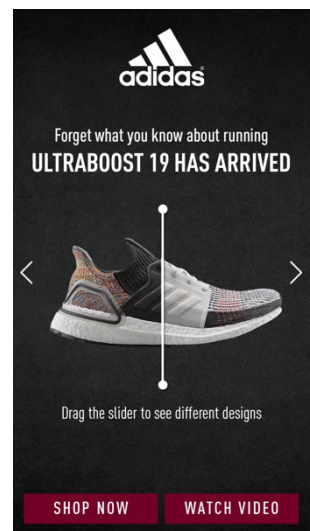
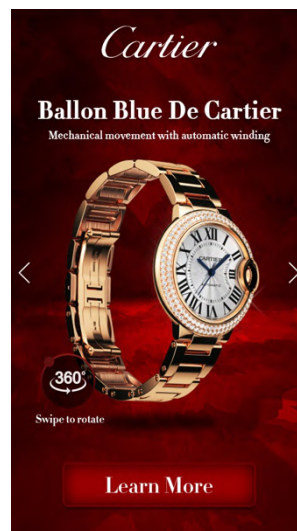
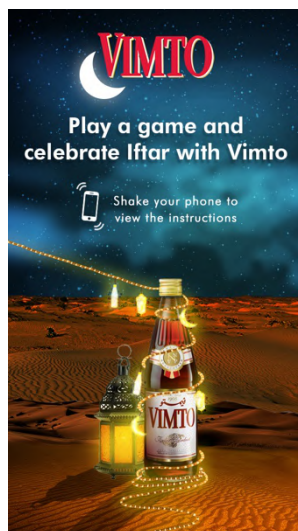
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MOBILE BANNER DESIGN



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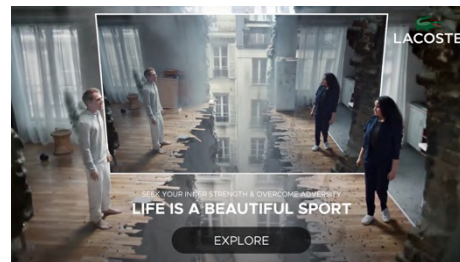
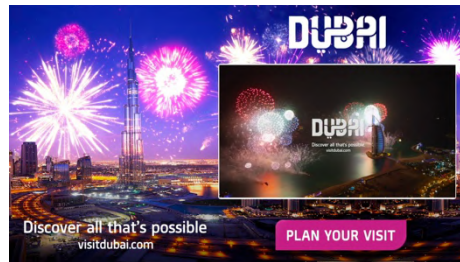
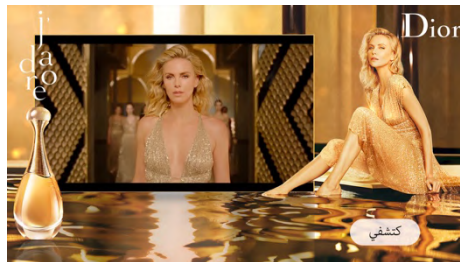
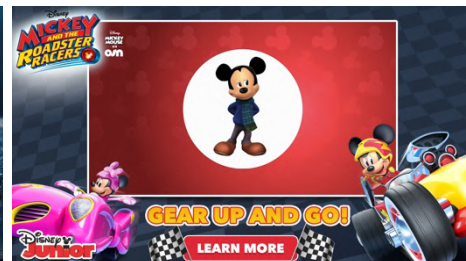
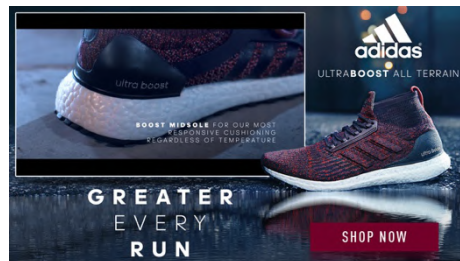
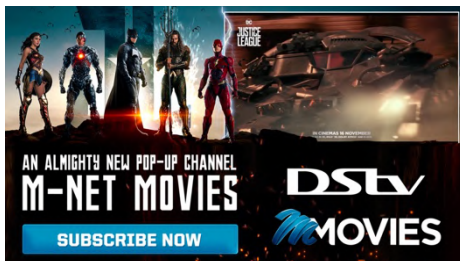
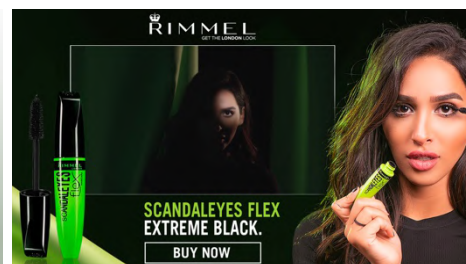
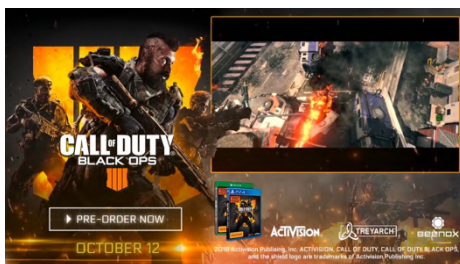
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INTERACTIVE VIDEO MOCKUPS



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INFOGRAPHICS

BACK TO SCHOOL Middle East

After a long summer vacation full of fun and joy, it's time for the little ones to return to school. As the school year begins, parents start packing their bags and preparing for the first day of school. Here are some interesting facts and statistics about the back-to-school season in the Middle East.

Fast Facts

According to recent survey conducted by a group of experts, different countries have different start dates across UAE. The majority of schools start in August.

Where do consumers usually shop?

Online retailers have jumped to the head of the class with mass merchants and traditional stores have taken a back seat.

52%	people buying online
28%	people to all mass merchants
10%	people to all traditional stores
10%	unclassified shops

Back to School SALE 40%

Shoppers are likely to shop before August and spend more on electronics and toys.

Shopping includes:

44%	schoolbags
26%	clothing
18%	stationery
12%	school supplies for lunch boxes, water bottles, stationery, etc.

Services used:

68%	Home
26%	Desktop/Laptop
6%	Tablet

UAE NATIONAL DAY INFOGRAPHIC

Apart from commemorating the UAE's unification and opening over the long weekend, National Day celebrations involve a host of events, discounts, promotions, activities and events that people can experience and enjoy.

FAST FACTS

- 1 People feel a sense of patriotism on UAE National Day and are often seen waving the flag either outside their door, on their vehicles or even on themselves as a mark of respect. Many people purchase merchandise that displays the colors of the flag, especially for National Day.
- 2 Indulge in family activities: Owing to the long weekend, people spend time with family and friends and indulge in various group activities, be it watching the famous fireworks, stepping out for a movie, shopping or doing out. 65% choose to indulge in some or the other above-mentioned activity. 35% choose to stay in and relax during the long weekend.
- 3 Online Consumption increases during the National Day weekends: 45% spend time on the internet, including social media. People enjoy browsing through the internet to look for things to do, events, offers and promotions. 35% spend time on social media. National Day is one of the most 'socially' celebrated events in the UAE as people take to social media to share pictures and videos of their National Day celebrations with friends and family. The #UAENationalDay hashtag is used by lakhs of people.
- 4 Key Searches: Shopping: Considering the long weekend and various offers and promotions, people are more excited to shop during this time. Sales increase by approximately 12-18%. Online retailers see an increase in sales by almost 30% since more people are driven towards online shopping these days. We Recommend: Promotional Video Ads with personalized CTAs that create top-of-mind awareness. This ensures your brand comes first in the minds of customers while browsing about the industry your brand belongs to.

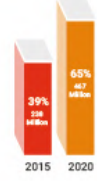
The State Of Mobile In The MIDDLE EAST

additivemobility MOBILE ADVERTISING SOLUTIONS



Mobile Subscriptions in Middle East

As of January 2017, mobile subscriptions (312 million) were 127% of the population (246 million) in the Middle East.



Smartphone Adoption

Smartphone adoption will increase from 238 million (39% in 2015) to 467 million (65% in 2020).



Daily Internet Use

The average daily Internet use via a mobile phone is 3 hours and 37 minutes.



Internet Users Across Middle East Countries

93% of internet users across the UAE, Lebanon, Qatar, Saudi Arabia, Tunisia and Egypt were online via their mobile phone.



Most Popular App Category in Middle East

Gaming app is most popular within MENA (60%), followed by Social Media (37%), Music (28%), Sports (27%), Education (21%)



84% of people under the age of 25 in Saudi Arabia researched a recent purchase using a smartphone.

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