



# BrandMoxie Launches Unique Marketing Service

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*Leading independent advertising agency introduces 10 day marketing plan preparation package to aid in quick business roll-out for UAE companies and foreign investors.*

PR9.NET January 30, 2007 - Abu Dhabi, UAE — BrandMoxie, a leading independent advertising agency in the UAE, has launched Marketing Plan Direct (MPD) a marketing initiative that delivers full scale marketing plans to clients in less than 10 days.

A full service agency based in Abu Dhabi, BrandMoxie has created a special research task force capable of putting together complete and integrated marketing plans for companies in a period of 10 days to enable them to launch businesses on solid commercial ground, and do so quickly and capably.

"We're proud to launch this service; and after months of ground preparation we are confident that we will deliver quality marketing strategic planning for companies," said Sana Bagersh, CEO of BrandMoxie. "We have managed to meet the challenge, which was basically to ensure quality of product and speed of service. We recognize speed as an essential performance parameter to serve today's dynamic marketing environment of constant change, rapid product roll-out and shrunken product life cycles."

'Marketing Plan Direct' was developed in response to agency client requests and considerable need among foreign companies planning a foray into the emirates. Bagersh stressed that it is also in response to the agency's frustration with clients who want 'big campaigns' but have no 'business map'—no clear vision on goals, long term commercial sustainability and brand asset development. "You would be surprised to learn that there are even very high profile companies that continue to launch costly campaigns without proper strategic direction.'

Bagersh explained that many companies require a rapid deployment but want to ensure a robust strategic infrastructure. She said that BrandMoxie will ensure that the process is not compromised by speed. "We would put together the plan within 10 days after all data is collected and evaluated, and present this to the client in a manner that is clear, concise and 'executable'."

The Marketing Plan Direct integrates sales plan, strategic marketing plan, implementation plan, financial plan as well as advertising and PR plans. Besides Marketing Plan Direct, the agency also offers Business Plan Direct, customer research, brand audits, customized research and industry-specific reports. The agency's advertising services comprise creative development, media buying, PR and specialty consulting.

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## About BrandMoxie

BrandMoxie is a leading advertising agency in Abu Dhabi, UAE. It is a full service agency that specialises in branding, strategy and marketing consulting.

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