



TRAX
MARKETING CONSULTANCY

“FUELING SUCCESS THROUGH INNOVATION, INTEGRITY, AND CREATIVITY”

**COMPANY
PROFILE**

WHO WE ARE

Trax Marketing Consultancy was established in 2001 specializing in Field Marketing Services. Our key strength is our ability to detect, scrutinize, and react to market developments as they happen. We deliver real-time factual information to support our clients' growth objectives. We have been delivering insightful and resourceful marketing solutions in the Technology, Mobile Communications and Luxury Goods sectors since our launch. We're also busy reassigning our expertise to include FMCG, Apparel, Electronics and more.

WHAT WE DO

- We service clients in the highly competitive Retail, IT, Mobile Communications and Luxury Goods sectors.
- Creative vision is driven by in-depth product knowledge, competitive analysis, and well-defined marketing data to ensure that individual project and overall promotional objectives are met.
- We invest in our client partnerships by gaining a comprehensive understanding of our clients' products, competitive advantages, and sales channels.
- Whether we are retained on a per-project or annual contract basis, we are committed to maintaining long-term, mutually beneficial partnerships.
- We work alongside our clients to provide customized Retail Training and business development solutions to support the achievement of specific goals and objectives.
- In conjunction with our clients we deliver core retail skills training, enabling staff to have an immediate impact on the performance of the organization.



Trax Marketing Consultancy is working with clients' in the United Arab Emirates, Saudi Arabia, Qatar, Kuwait, Jordan and Lebanon.

OUR APPROACH

Increasing sales and awareness through professional outsourcing. Our approach is based on the philosophy that our team is an extension of our client's sales & marketing team. Our experienced teams come from a variety of backgrounds but one common denominator is the sense of true dedication in providing a value added service at all times, whatever it takes.

MISSION

Our goal is to provide services that help our clients get ahead in their business. Whether you have a specific challenge which needs close attention, or you are in need of additional resources, we can help. Trax Marketing Consultancy are specialists in providing value-added & innovative field marketing services.



VISION

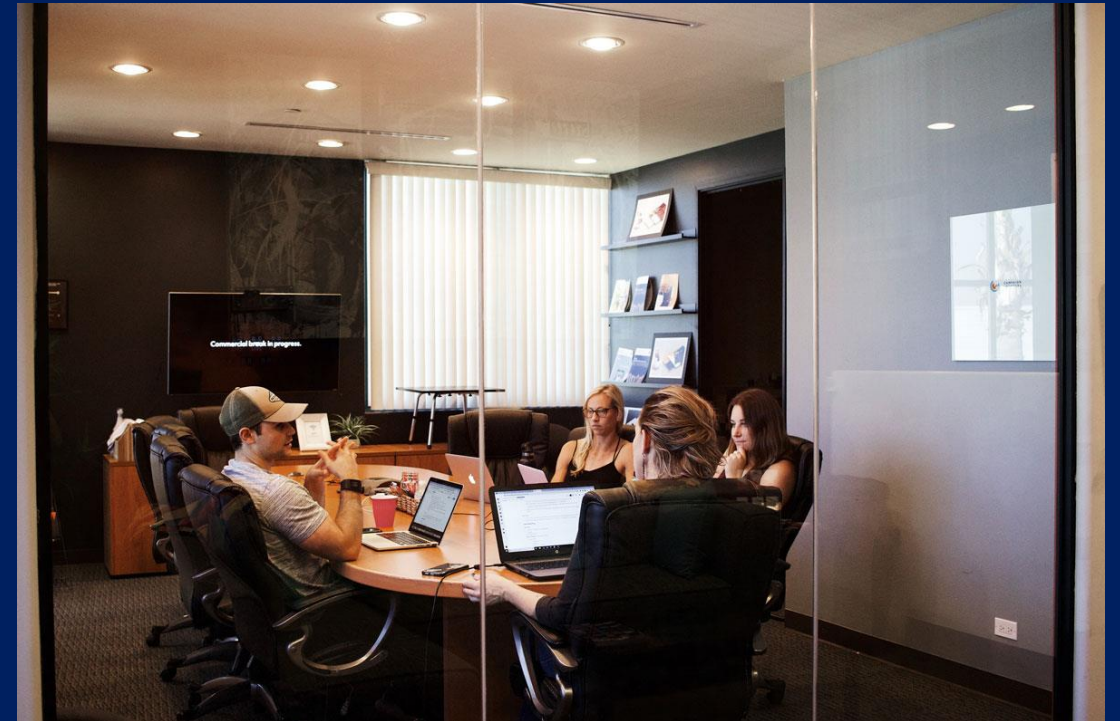
Our Vision is providing and delivering a quality and value-added service with quantifiable Return-On-Investment (ROI).

OUR TEAM

At TRAX, we believe our people are our most valuable resource, they make the difference! That's why we're dedicated to recruiting, training and retaining the best field teams in the industry.

TRAX provides different levels of talents to meet each client's unique needs:

- Promoters
- Field Marketing Executive
- Field Marketing Manager
- Brand Ambassador
- Market Development Manager



OUR FACILITIES

WAREHOUSE & LOGISTICS

- Facilitate and manage logistical operations
- Shipment of field related material and furniture to the region
- Distribution of POS material
- Order Fulfillment
- Storage

OFFICE

- Equipped and designed to support all field activities
- Training rooms (KHDA affiliate)
- Light material storage



GEOGRAPHICAL COVERAGES



CURRENT STATUS:

- UAE
- SAUDI ARABIA
- OMAN
- KUWAIT
- BAHRAIN

PARTNERS IN OTHER COUNTRIES:

- LEBANON
- JORDAN
- SYRIA
- EGYPT
- IRAQ
- IRAN

WE HAVE WORKED WITH



SONY

GoPro

Electrolux
PROFESSIONAL

Canon

احمد صديقي اولاده
AHMED (SEDDIQI & SONS)

البوم مارين
AL BOOM MARINE

SAMSUNG

alcatel

Dior



Ford



GUERLAIN

Bebelac®

eCCO

yogourmet®

الطائر
للسيارات
al tayer
motors

TAG
HEUER
TAGHeuer

OUR SERVICES

FIELD MARKETING

EVENTS & PROMOTIONS

DIGITAL MARKETING

TRAINING

PRINTING & FABRICATIONS

LOGISTICS & WAREHOUSING





Field marketing is an essential part of the consumer courtship model and it is the one pre-sales opportunity that you have to connect your brand with new, loyal consumers. Our dedicated teams are charged with the task of delivering you ROI in everything they do :

- Continuously driving goals and monitoring results.
- Auditing event execution and making last-minute deployments where necessary.
- Trouble-shooting issues which arise in-store & in the field.
- Monitoring performance and providing field & in-house coaching development and incentive programs.

“ WE ARE DEDICATED TO YOUR SUCCESS ”

FIELD MARKETING

WHAT THE FIELD TEAM DO

“ WE ARE THE EARS AND EYES OF THE MARKETPLACE ”

At TRAX, we believe our people are our most valuable resource, they make the difference! That's why we're dedicated to recruiting, training and retaining the best field teams in the industry. Our team of collaborative retail marketing experts understands the challenges facing today's retail marketers from the inside out. We will help you save hassle of recruiting, training and employing individuals to represent your brand. If outsourcing your Field Marketing requirements sounds appealing then this is the solution for you.

- **Merchandising services**
- **Demonstration & Sampling**
- **Data Collection / Market Survey**
- **Mystery shopping**
- **Training (KHDA Affiliated)**

MERCHANDISING

TRAX Marketing Consultancy have hands-on experience in offering a comprehensive range of display solutions and promotional material for POP/POS suppliers and buyers, with fast production and delivery.

Create an attractive atmosphere and strong manner for presenting your sales message in your retail outlets, trade shows, events, and exhibitions. Get the finest and best value merchandising service from TRAX Marketing Consultancy.

“ WE STRIVE TO CREATE A POSITIVE IMPACT ON YOUR CUSTOMERS AND INCREASE YOUR SALES ”



DEMONSTRATION & SAMPLING

TRAX Marketing Consultancy has achieved outstanding results for our clients' through sampling and demonstration activities. We are happy to help you to determine the potential growth this type of activity could create for your brand.

- Achieve trial with potential customers
- Build brand awareness
- Activate brand switching
- Generate first-time buyers
- Drive sales
- Influence repeat purchases
- Assess customer reaction (to product and promotion)
- Reward customer loyalty



POP & POS PLACEMENT

We're proud of our unique proposition: the ability to develop and introduce original POP/ POS concepts right through to in-store brand activation. Our integrated process ensures that our clients are thrilled by the results achieved at point of sale (POS).

The TRAX team are constantly engaged in-store seeking new ways to enhance activity at the Point of Sale. Effective, targeted creative is proven to increase both value and volume and ongoing research into understanding consumers' behaviors enables our team to successfully deliver on a client's brief.

We have a long-term vision to remain at the forefront of retail communications, increasing our clients' sales revenues and providing a measurable return on investment (ROI).



TRADE AUDIT & REPORTING

Auditing & Reporting can prove to be a very cost effective tool in your marketing strategy.

- Brand Image in Market
- New Product Performance
- Consumer Preferences & Feedback
- Retail Availability
- Share of Shelves
- Stock Inventory
- POS Distribution
- Branding & Displays
- Product Placement
- Competitor Activity





Trax Marketing can provide all of the required tools and aspects to ensure that your events and promotions are smooth and memorable experience. Successful Event Execution is an Art... Our event planners are gifted and detail-oriented, with a talent for multi-tasking and thriving under pressure. When launching an event or running a promotion we consider the intricacies of the brand, the target audience, the event concept, logistics planning and coordination of the technical aspects.

We formulate an activity plan based on :

- Client's requirements
- Budget
- Expected outcome

EVENTS & PROMOTIONS

HOW DOES IT WORK?

“ WE FORMULATE AN EVENT PLAN BASED ON THE CLIENT’S REQUIREMENTS, BUDGET AND EXPECTED OUTCOME. ”

INNOVATIVE IDEAS – We bring a fresh and creative approach to your event whatever your brand message. Our diverse experience means that we never grow stale. We strive to deliver a service that will delight you.

EXPERTISE – TRAX has developed strategic partnerships with quality suppliers to custom tailor your event to meet your budget and your expectations, while ensuring smooth execution.

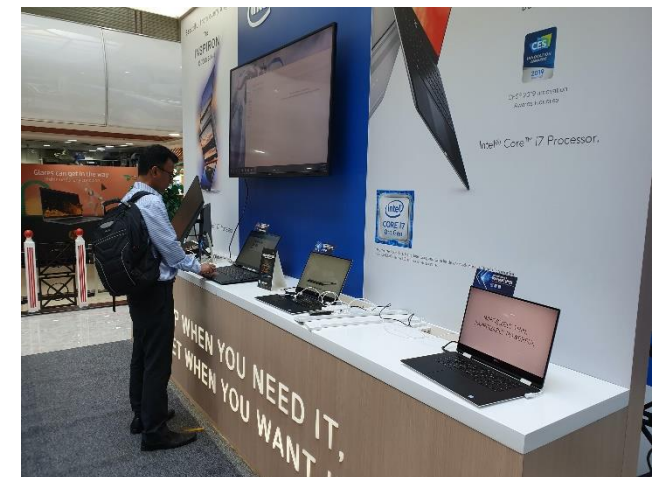
STRATEGIC PARTNETSHIP – TRAX will oversee every aspect of your event from the initial planning stage through to execution and management. Our goal is to develop an ongoing business relationship with our client, not a one-off

EFFECTIVE MESSAGING- Whether your goal is to educate, inspire, persuade, motivate or recognize, we will develop and convey a strong message to meet your objectives.

BRAND ACTIVATION

TRAX Marketing Consultancy champion long-term experiential marketing strategies in order to establish and secure brand loyalty. ROI can be measured by how far the live brand experiences succeed in moving the consumer through the buying cycle over the course of several campaigns.

- Live brand experiences create impact and are therefore memorable.
- Participants have an enjoyable experience which creates an emotional connection.
- Product trials encourage purchases and generate recommendations.
- Brand experiences trigger word- of -mouth advertising.
- Creative concepts used for the live event cultivate good PR content.



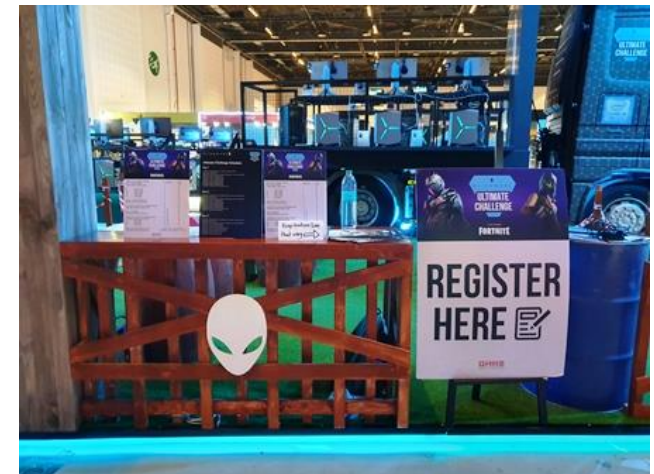
EVENT MANAGEMENT

Our professional team is assigned to organize the event through:

- Continuous liaison with the venue and production team to ensure the smooth and successful execution of the event.
- Professionally manage the event with a hands-on approach enabling our client to relax and leave the details to us.

OUR EVENTS EXPERTISE:

- Creative Concepts
- Project Management
- Budgeting
- Design
- Entertainment
- Presenters
- Promoters
- Logistics
- Stage, light and sound coordination
- Audio Visual Support



ROADSHOWS

Whether you're looking to hold an event for a business promotion, new product launch or roadshows. TRAX provides innovative and cost-effective solutions to meet your ROI objectives.

- Meeting clients in person can help shorten the sales cycle.
- A road show provides valuable brand exposure, getting your name in front of clients in a variety of locations.
- It provides great public relations and integrated marketing opportunities.
- There's always the flexibility to arrange a return trip to a particular location.
- ROI is easier to measure because it can be defined by location therefore providing valuable market data.



INDOOR EVENTS





Digital marketing is a proactive strategy using online channels to connect with and engage target audiences. By utilizing platforms like social media, search engines, and email, businesses can enhance brand visibility, foster audience connections, and attain measurable outcomes in the digital landscape.

Our digital Marketing Team knows to leverage creative and off-channel broadcast media to drive digital commerce traffic.

Our Digital Division specializes in maximizing opportunities through organic and paid social advertising, display, retargeting, video, search, influencer marketing, google shopping, email marketing, SEO, web design, web development/ecommerce, and social media management.

DIGITAL MARKETING

SOCIAL MEDIA MANAGEMENT

Sharing your company's content on social media is a great way to increase site traffic and ultimately conversions. TRAX will help you optimizing your social media platforms through :

- Developing a 360° online campaigns.
- Managing and optimizing your social media pages.
- Designing static visuals and video animation.
- Paying close attention to industry trends to help gaining exposure with your target market.
- Turning followers into customers & Turning customers into advocates.
- Managing your online advertisement channels to drive traffic to the your website and social channels, which will be translated into awareness & conversions.
- SEO Services.
- Google Search & Google Ads.



WEBSITE DEVELOPMENT & DESIGN

WE will creates innovative, effective websites that capture your brand, improve your conversion rates, and maximize your revenue to help grow your business and achieve your goals.

- Interactive user friendly layout.
- Responsive layout compatible on all smart phones and tablets.
- Highly secured and advanced websites.
- Fast loading websites using advanced optimization techniques and professional use of multimedia content.
- Google analytics account with pages statistics.
- Submission of website to major Search Engine.





At Trax, we don't just deliver exceptional marketing solutions; we enhance your team's capabilities through specialized training programs. From empowering your in-house staff to refining the skills of your retail teams and client-facing professionals, our comprehensive training services complement our full suite of marketing offerings.

TRAINING



By looking after both the design and construction of your stand you can rest assured that Trax will only propose an exhibition stand design that is viable in all respects. Internationally experienced teams with advanced CAD skills will precision build any concept which our designers specify.

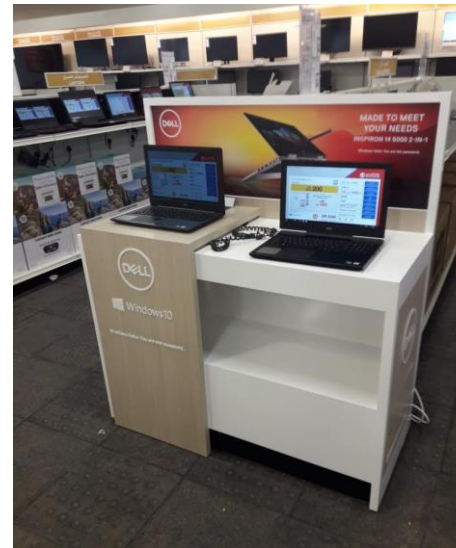
Our focus is not only in representing your brand but attracting a large amount of visitors to your stand enabling you to increase your sales

PRINTING & FABRICATION

EXHIBITION STAND BUILD & DESIGN

OUR GOALS

- Construct and produce an exhibition stand which is safe, secure and comfortable, utilizes space, and provides adequate seating and refreshment facilities.
- Make full use of your branding by developing an eye catching display.
- Prominent positioning of your company logo so it can be noticed at a reasonable distance.
- Ensure your stands lighting enhances your sales message and creates a pleasant environment for visitors.
- Help to attract visitors through modern photography displays, moving 3D images, videos, voiceovers etc.



GIFTS & GIVEAWAYS

From advertising gifts to trade show giveaways, we can fulfill your promotional advertising merchandise from your premium to your economical requirements.

Our promo specialists are problem solvers.

NEED A QUICK TURNAROUND?

TRAX will provide you with giveaway suggestions to match your theme. We also take care of printing and engraving and we deliver your products on time.





Trax has added support services to ensure that things run smoothly during your marketing campaigns. We facilitate and coordinate the logistical operations for our clients in the UAE & KSA.

LOGISTICS & WAREHOUSING

LOGISTICS & WAREHOUSING

We can handle all of your logistical issues in relation to POS materials for event, promotional, field and experiential marketing campaigns. We provide the drivers, the vehicles, the management, the planning and we ensure the whole project runs on schedule.

- Distribution of POS material
- Order Fulfillment
- Storage



CONNECT WITH US



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