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TRIFID
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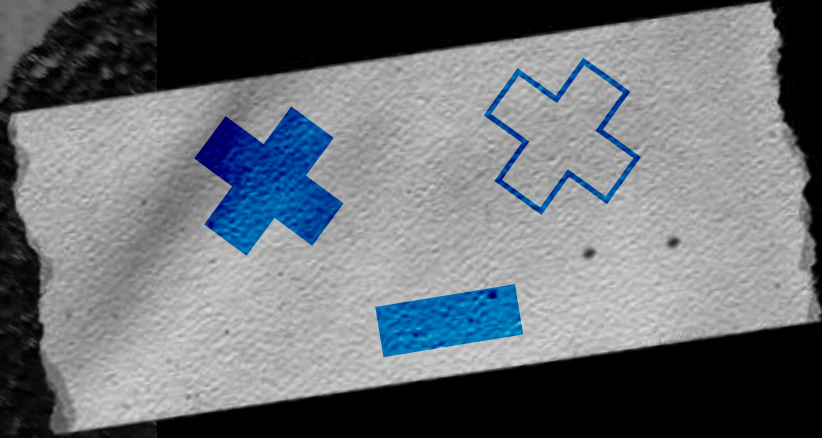


PROPRIETARY AND CONFIDENTIAL INFORMATION OF TRIFID MEDIA LLC

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2021

CONTENT

- ▮ Who are we?
- ✦ Our values
- ▮ Vision & Mission
- ✦ Team structure
- ▮ Services
- ✦ Clients
- ▮ Portfolio



**'WE BRING YOUR BRAND TO THE PEOPLE
AND THE PEOPLE TO YOUR BRAND'**



OUR VALUES

PASSION

LOVE YOUR FAMILY, WORK SUPER HARD,
LIVE YOUR PASSION - **GARY VAYNERCHUK**

CREATIVITY

CREATIVITY IS INVENTING, EXPERIMENTING,
GROWING, TAKING RISKS, BREAKING RULES,
MAKING MISTAKES, AND HAVING FUN
- **MARY LOU COOK**

INNOVATION

INNOVATION IS SEEING WHAT EVERYBODY
HAS SEEN AND THINKING WHAT NOBODY
HAS THOUGHT - **OPRAH WINFREY**

UNIQUE

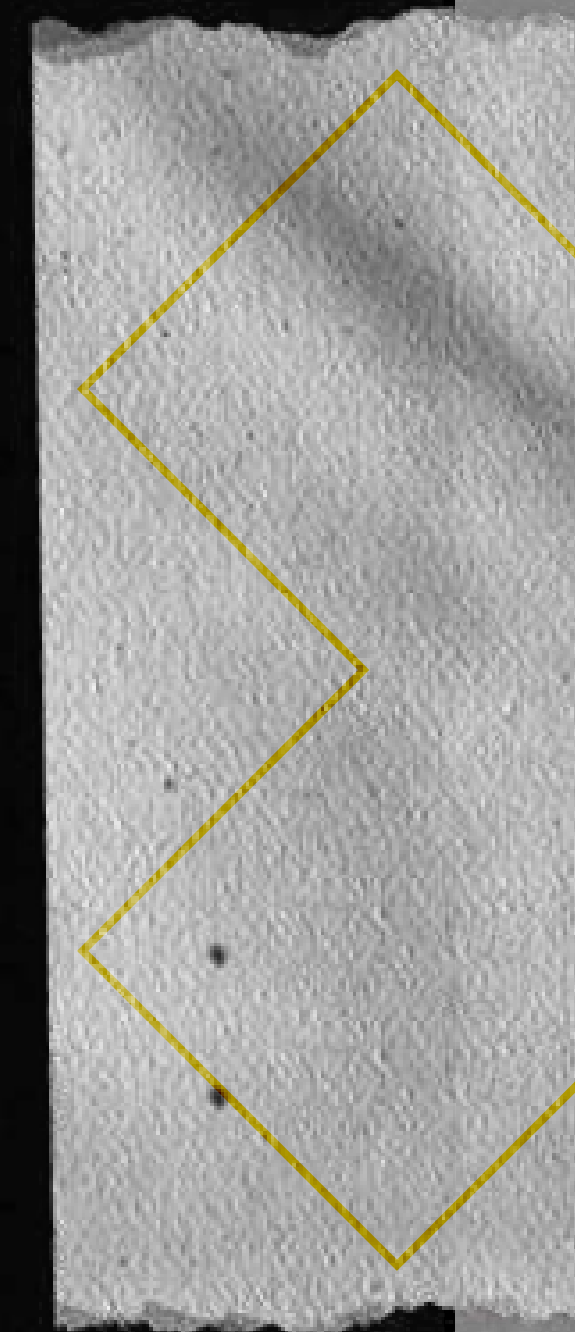
IN ORDER TO BE IRREPLACEABLE ONE
MUST ALWAYS BE DIFFERENT - **COCO CHANEL**

INTEGRITY

INTEGRITY, THE CHOICE BETWEEN WHAT
IS CONVENIENT AND WHAT IS RIGHT
- **TONY DUNGY**

ETHICS

MEDIA DOES PLAY A VITAL ROLE IN OUR DEMOCRACY,
AND IF WE CANNOT DEPEND ON JOURNALISTIC
ETHICS, THE NATION'S IN TROUBLE - **DAVE BRAT**





VISION

TO ESTABLISH OURSELVES AS THE TOP TWO AGENCY IN MEDIA AND A MARKETING ONE-STOP-SHOP IN THE GCC REGION BY 2022

MISSION

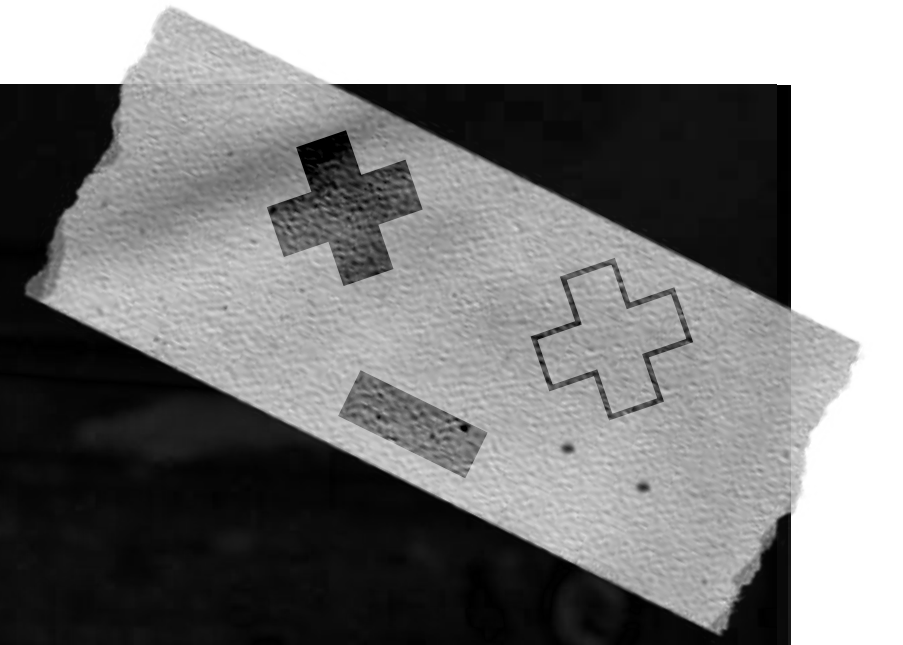
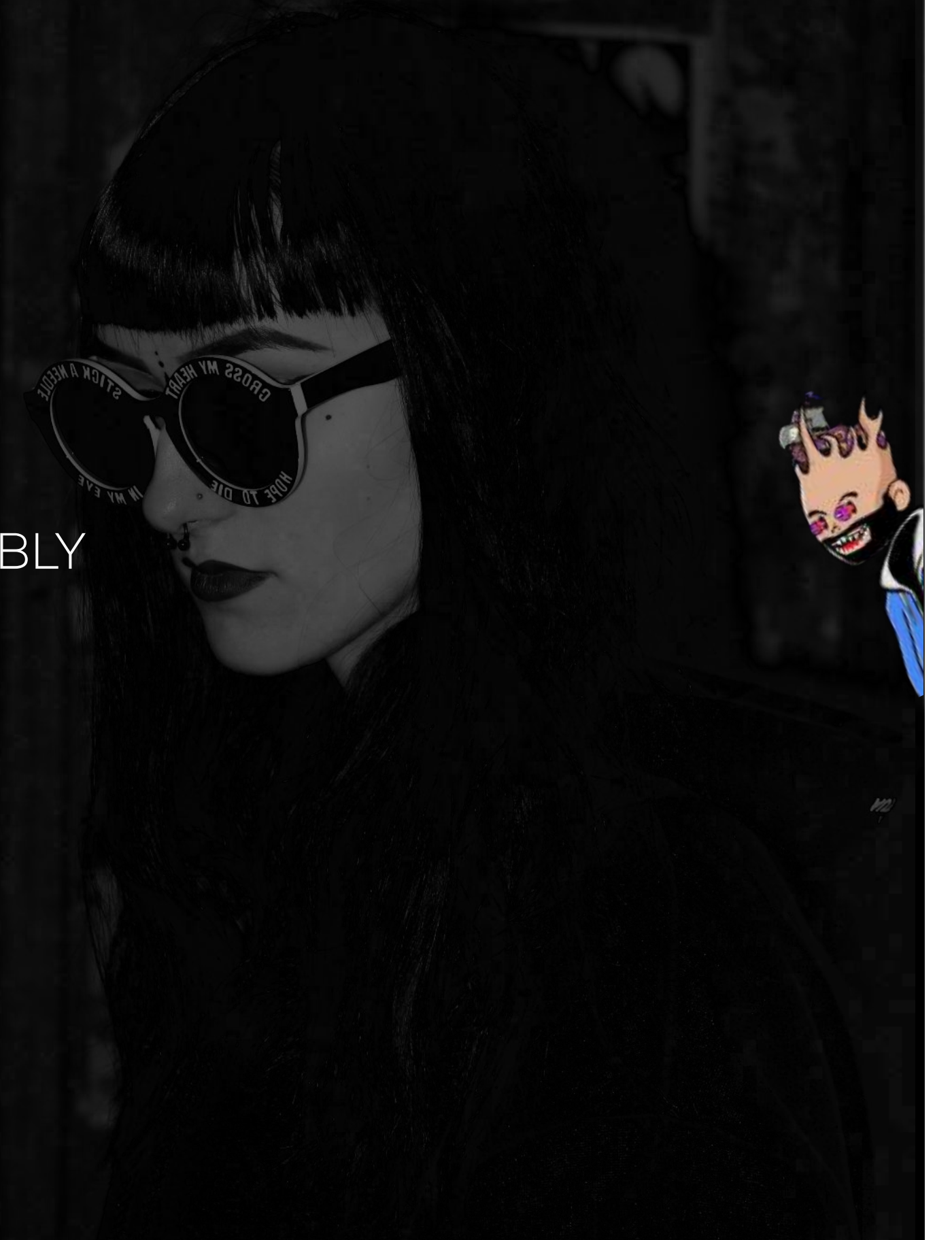
TO EMPOWER THE YOUTH THROUGH THE POWER OF MEDIA AND INNOVATION

FUELED BY THE YOUTH

TRIFID IS A POWERFUL COLLECTIVE OF SOME OF THE YOUNGEST AND MOST INNOVATIVE MINDS IN THE UAE.

WE CREATE POWERFUL, INNOVATIVE, FUN, AND MEMORABLE CONTENT. OUR COMPANY IS CENTERED ON THE IDEA THAT EVERYTHING THAT YOU COULD POSSIBLY NEED IS AVAILABLE UNDER ONE ROOF. FROM CREATIVE CONCEPTUALISATION TO PRODUCTION AND EXECUTION - WE DO IT ALL.

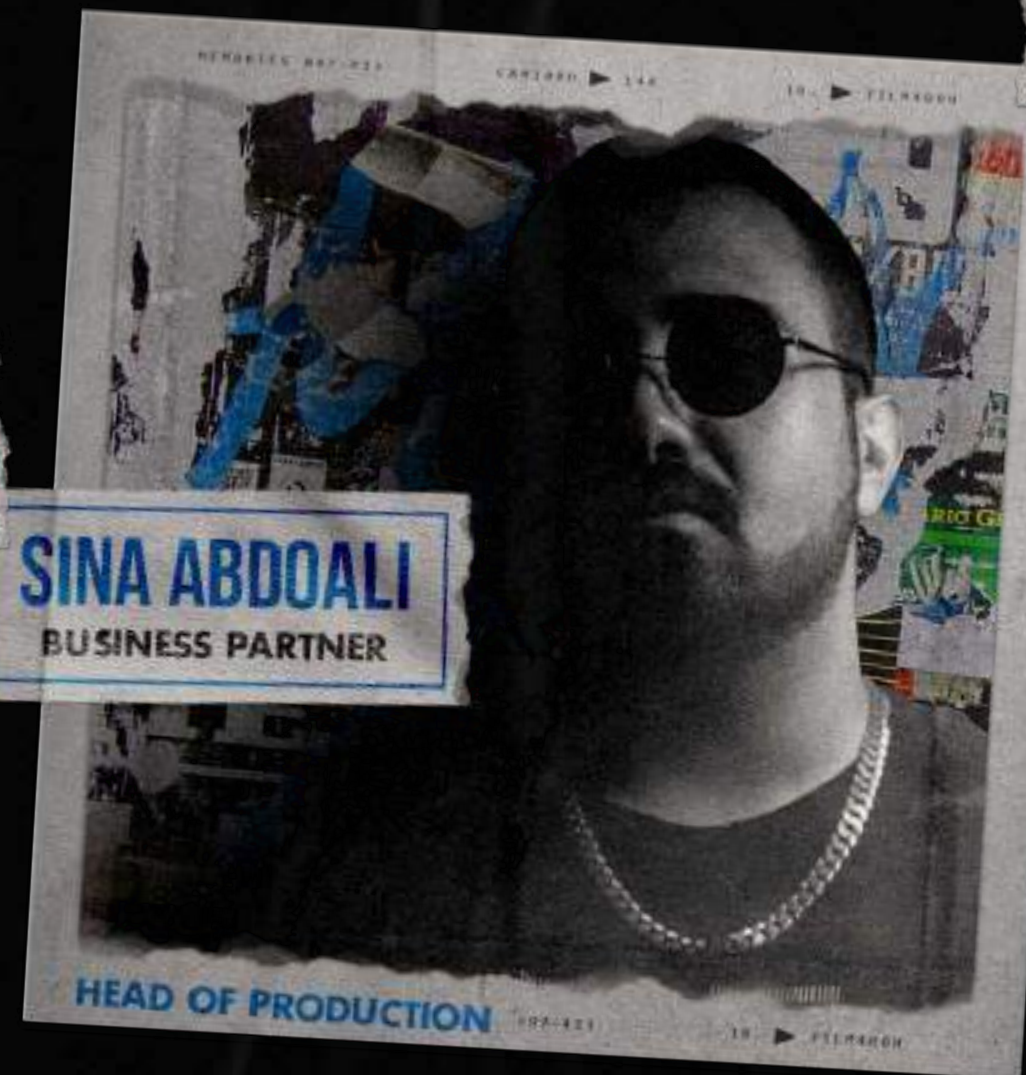
TRIFID IS MORE THAN JUST YOUR REGULAR MEDIA AGENCY IT IS THE SPACE FOR CREATORS, COLLABORATORS, AND EVERYTHING IN BETWEEN.



DREAM TEAM



MAHDI SHAFEI
TRIFID'S CEO



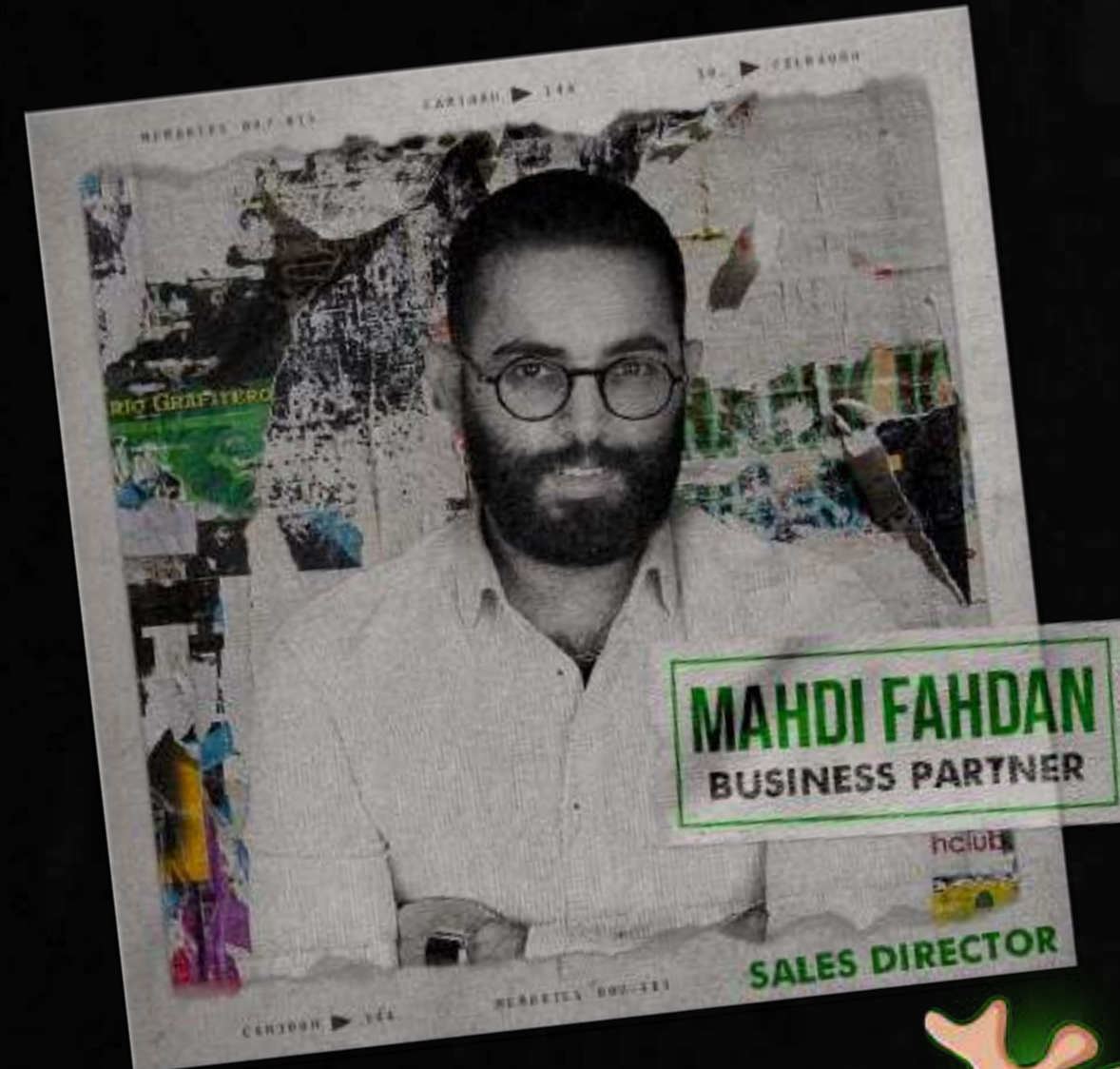
SINA ABDOALI
BUSINESS PARTNER

HEAD OF PRODUCTION



ELVT IBRAHMI
BUSINESS PARTNER

SALES DIRECTOR



MAHDI FAHDAN
BUSINESS PARTNER

SALES DIRECTOR



INDUSTRIES WE TARGET



AUTOMOTIVE



HEALTH & WELLNESS



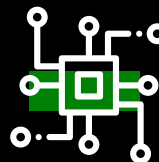
EVENTS



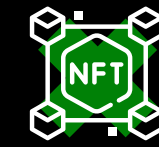
BANKING & FINANCE



TELECOMMUNICATION



TECHNOLOGY



WEB 3.0 & NFT's



MODEL INDUSTRY



GAMING SECTOR



JEWELLERY



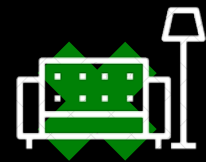
CINEMA & ENTERTAINMENT



SKINCARE



INDUSTRIES WE TARGET



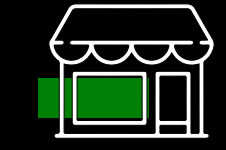
LIFESTYLE PRODUCTS & SERVICES



LOGISTICAL SERVICES



CLINICS & HEALTH CARE



CONVENIENCE STORE



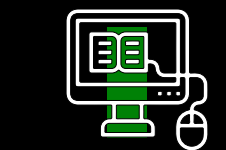
FOOD & BEVERAGES



FOOD DELIVERY SERVICES



IN-HOME ENTERTAINMENT



ONLINE LEARNING & COURSES



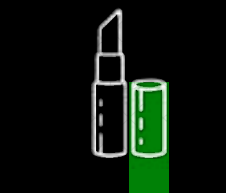
E-COMMERCE



FASHION & RETAIL



GOVERNMENT



BEAUTY & COSMETICS





TIKTOK

Our substantially successful formula of marketing your product, campaign, or company to the world of social media all begins within the drawing boards of our Content Creation team. From planning, creating, and perfecting; our TikTok team works to fulfill your vision in every aspect. Whatever you intend on presenting to the market will radiate unparalleled to anything imaginable.



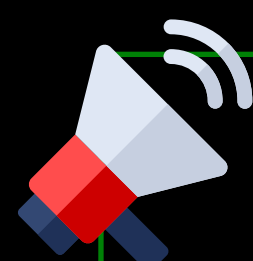
WEB 3.0

With Web 3.0 still at its early stage, Trifid 3.0 was founded in order to cater to the fairly new industry. Our team of in-field specialists liaise with our designers and developers to ensure the success of any project within the space.



NFT MARKETING & DEVELOPMENT

Our subsidiary "Trifid 3.0", has creative NFT marketing services specializing in building customized NFT marketing campaigns to build value & community for your NFTs. We also help project build their NFT collections from the ground up.



PR SERVICES

As a media house, we specialize in public relations, overall business consulting, digital PR, and more to promote an accurate and honest view of your business.



MODELLING SERVICES

Powered by Trifid Media, Tri-models was started to fill the gap in the industry where we identified that there was a lack in diversity in models and inability to find models in the region. With our diverse selection of fashion models, fitness models and actors, there is no limit to possibilities. Bringing your visions to reality.



PACKAGING & DESIGN

A brand is only as good as its packaging and design. It helps the audience identify with company products and content. Trifid Media combines creativity and digital advancement to depict the perfect brand identity. We thrive in upholding a brand's reputation and overall tone.



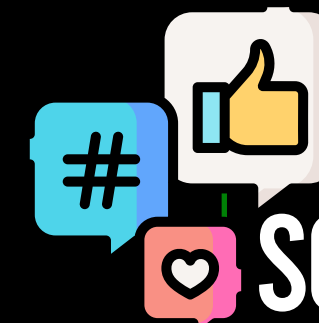
INFLUENCER MARKETING

We create captivating & ROI focused influencer campaigns, working with & exclusively managing top social content creators across all platforms in the UAE and GCC, with interests in beauty, fashion, lifestyle, fitness, family, travel, and our family is constantly growing.



CONTENT PRODUCTION & 3D

Our team of technical and creative experts specialize in the creation of visual assets across multiple media formats including creating a complete visual experience using 3D/VFX to match your digital marketing objectives. Ranging from commercial videos, lifestyle photos, and product shots, we will tell your story through our camera lenses.



SOCIAL MEDIA MARKETING/ MANAGEMENT AND SET UP

Our goal is to deliver creative and effective content & communication strategies to connect & grow your brand's online community. We unlock and leverage the power of digital media to maximize your reach, impact, online presence, and business outcome.



AFFILIATE MARKETING

Drive sales and generate significant online revenue through performance-based marketing. We're constantly finding ways to improve affiliate programs that drive revenue while providing the customer service your brand deserves. Affiliate is the new push towards less traditional marketing.



BRANDING & GRAPHICS

We believe it is essential to create an emotional bond with your audience. We do this with a distinctive design that speaks to deep-rooted, fundamental human values – In this way, we shape the perfect eye-catching designs for your brand.



WEBSITE DEVELOPMENT

We provide cost-competitive website design and development solutions to startups & SME's across the UAE. We create a house for your business online.



INFLUENCER MARKETING

Technology has become integral to the world. That's why Trifid Media has invested time and skill to stay one step ahead of these progressive times.

Beliefs, ideas, awareness, communities and even purchasing decisions are made because of digital content and the influencers behind them.

Our biggest mission is to bring the brands to the people and the people to the brands. Our goal is to represent your brand in an influential fashion via some of the GCC's biggest personalities.

Contact us to align your goals with the quintessential direction to elevate your brand



WHY INFLUENCER MARKETING?

FOR CLIENTS



Build trust & expand reach into influencer followers



Strengthen brand messaging through authentic endorsements



Influencer consumer buying decisions



Reach more engaged and better qualified audiences



Reach higher ROI

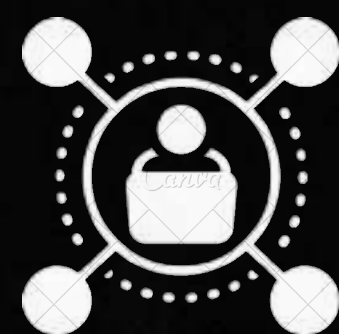


WHY TRIFID? FOR CLIENTS



INFLUENCER DISCOVERY & VETTING

A part of our core function is ensuring that the influencers our clients work with are reputable, a good fit and have valuable engagement rates and that they'll be effective in creating quality content that meets the brand standard.



CREATIVE CAMPAIGN STRUCTURING

It's important that campaigns are targeted and that they're reaching their intended audiences in the best way possible. We aid brands in determining the ideal audience and in selecting which social channels it should use to get a campaign message to the intended audience. We also establish publishing schedules, making sure that influencer assets are used effectively in order to maximize returns.



CAMPAIGN BRIEFS

Briefs help influencers become a part of the collaborative process that's essential to influencer marketing by giving creative guidance and outlining key messaging, talking point and goals for the campaign.

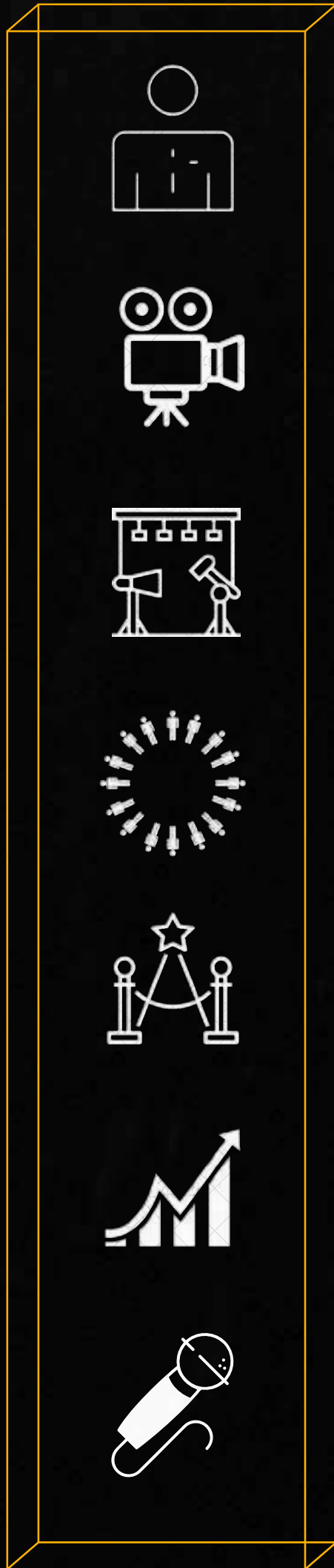


OPTIMIZATION, DOCUMENTATION, AND REVIEW

A critical part of our work is making sure that the details are handled well. Rate negotiations, contracts, content review (for quality and compliance with brand regulations) and campaign reporting & optimization are indispensable to the overall success of a campaign, providing value and insight to a brand even after it's completed.



WHY TRIFID? FOR EXCLUSIVE INFLUENCERS



Dedicated account manager

Free content production

Use of studio & facilities

Being a part of the Trifid community

Opportunity to collab with other exclusives

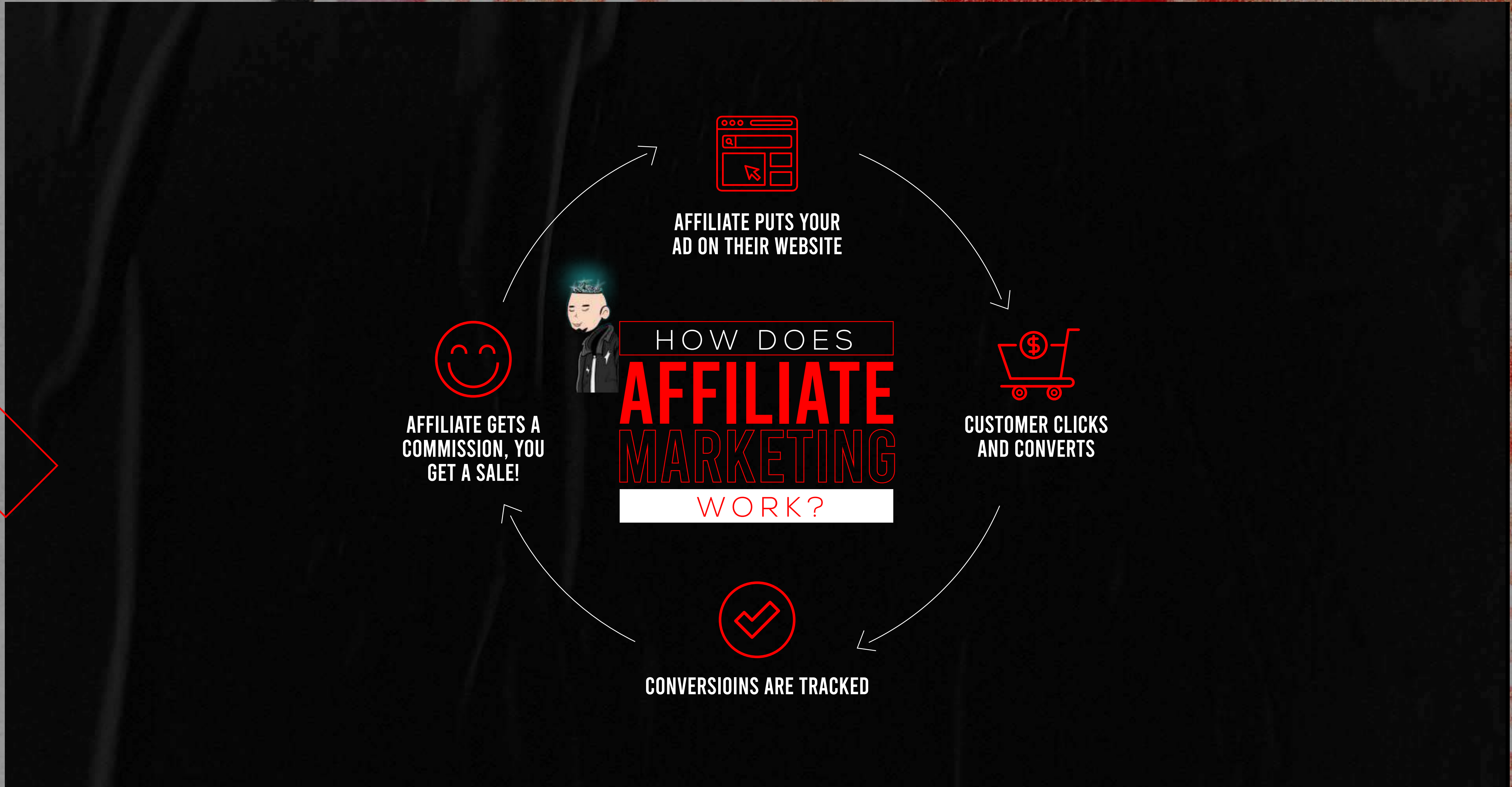
Opportunity to grow & develop

Access to workshops & events

AFFILIATE MARKETING

Affiliate marketing is the process of earning a commission by promoting a company's products. Influencers find a product they like, promote it to others and earn a piece of the profit for each sale that they make.





WHY AFFILIATE MARKETING?

- ❑ Passive income for influencers. While any “regular” job requires you to be at work to make money, affiliate marketing offers you the ability to make money while you sleep. By investing an initial amount of time into a campaign, you will see continuous returns on that time as consumers purchase the product over the following period. You receive money for your work long after you’ve finished it.
- ❑ No customer support. The entire job of the affiliate marketer is to link the seller with the consumer. The seller deals with any consumer complaints after the affiliate & network receive a commission from the sale.
- ❑ No direct cost, convenient and flexible. Affiliate marketing is done at no direct cost, meaning we can get started quickly and without much hassle. There are no upfront fees to worry about and shortens the lengthy approval cycle. It provides ultimate independence for influencers to post as much as they want.





SOCIAL MEDIA MARKETING & MANAGEMENT

We are ambassadors of the future that are dedicated to rejuvenating the idea of an online social media campaign. We bring you state of the art content and results, driven by the mastery of the new generation.

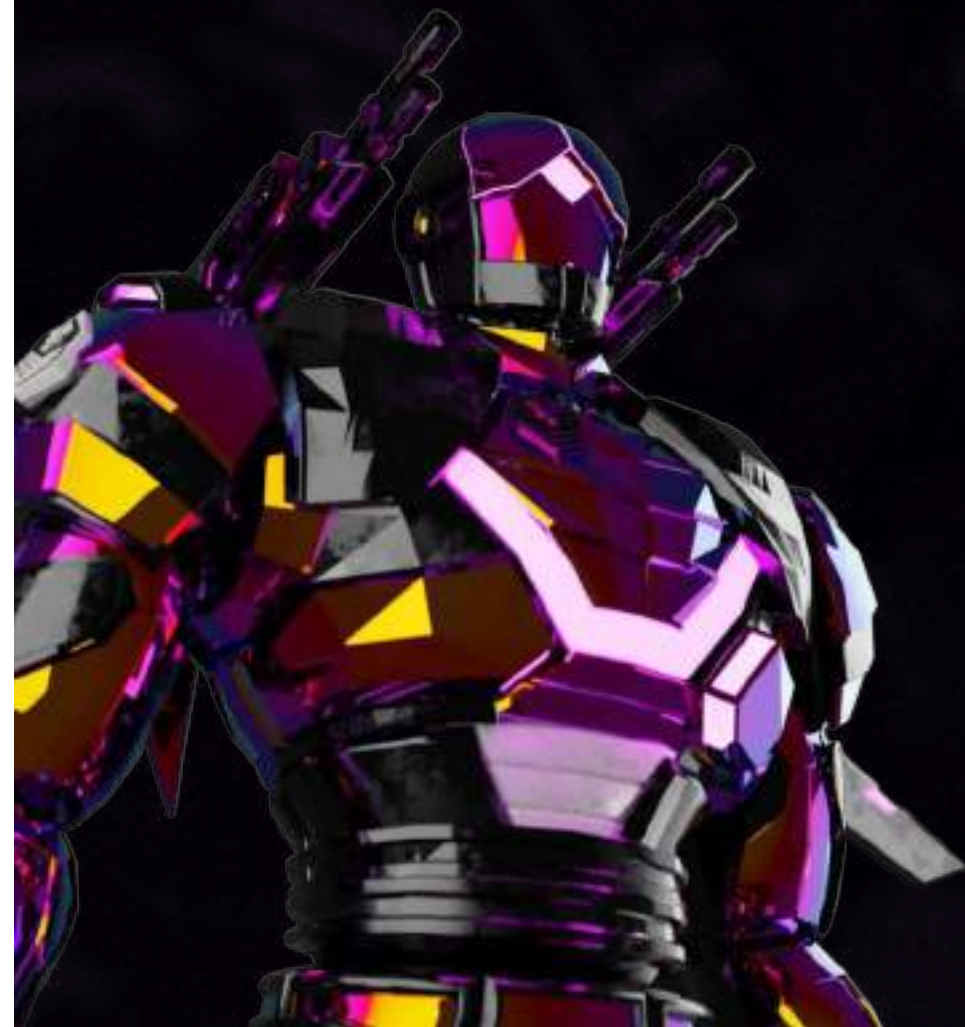
With the use of analytical data and market research, Trifid Media can help implement specific strategies and campaigns to amplify our clients' position in the online market.

We establish brand values, sincerity, and zealousness throughout our cooperation to assure the desired objective is met to your gratification.



TIKTOK MARKETING

TikTok Marketing entails creating content revolving around the latest trends and curating it for the client in order to maximize exposure and brand awareness.



SOME STATISTICS.

- TikTok has over 1.5 billion app downloads so far.
- More than 1 billion videos get viewed each day on TikTok.
- Over 50% of US TikTok users are aged 18 to 34.
- TikTok is the second most downloaded app globally.
- TikTok users span across 155 countries worldwide.
- TikTok has 800 million monthly active users.



WHY TIKTOK? FOR CLIENTS

TIKTOK IS THE DISRUPTOR.



BUILDING COMMUNITIES

TikTok is providing the kinship users desire while avoiding the potential toxicity on other platforms.

ANTI-MARKETING MARKETING

Generation Z doesn't like advertising. TikTok is an ideal platform for this. Brands are now building their own channels on the platform, with content adapted to suit the TikTok audience. Which is already paying off.

USER-GENERATED CONTENT

Due to the increase of fake news, consumers trust in social media has declined over the last few years. Although each platform is working hard to fight this issue, TikTok has the advantage due to its newness. It drives authentic content as part of its design.

INSTANT, RAW TRENDJACKING

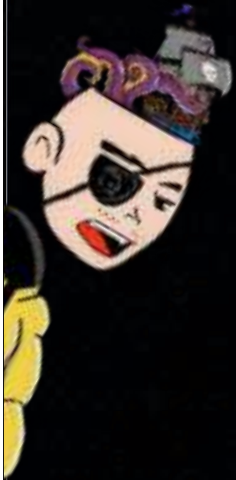
TikTok has nurtured a platform of raw, unfiltered content that you can create with minimal effort and time.

CONTENT PRODUCTION

A team of young and excited professionals is fully devoted to making your vision become a reality. In a fast-paced digital world, what better way to showcase your brand than through visuals.

WHAT WE PROVIDE?

- | Location scouting
- | Permits
- | Casting
- | Storyboards
- | Scripts
- | Hair & make-up
- | Stylists
- | Talents: (actors + models)





PACKAGING & PRODUCT DESIGN

A brand is only as good as its packaging and design. It helps the audience identify with company products and content. Trifid Media combines creativity and digital advancement to depict the perfect brand identity. We thrive in upholding a brand's reputation and overall tone.

We offer resources that help curate logos, color schemes, typography, graphics, packaging and other design components.

We maintain good relationships with our clients, enabling us to fulfill their requirements with the help of our wide range of suppliers. Trifid Media ultimately uncovers the prime potential within your brand.

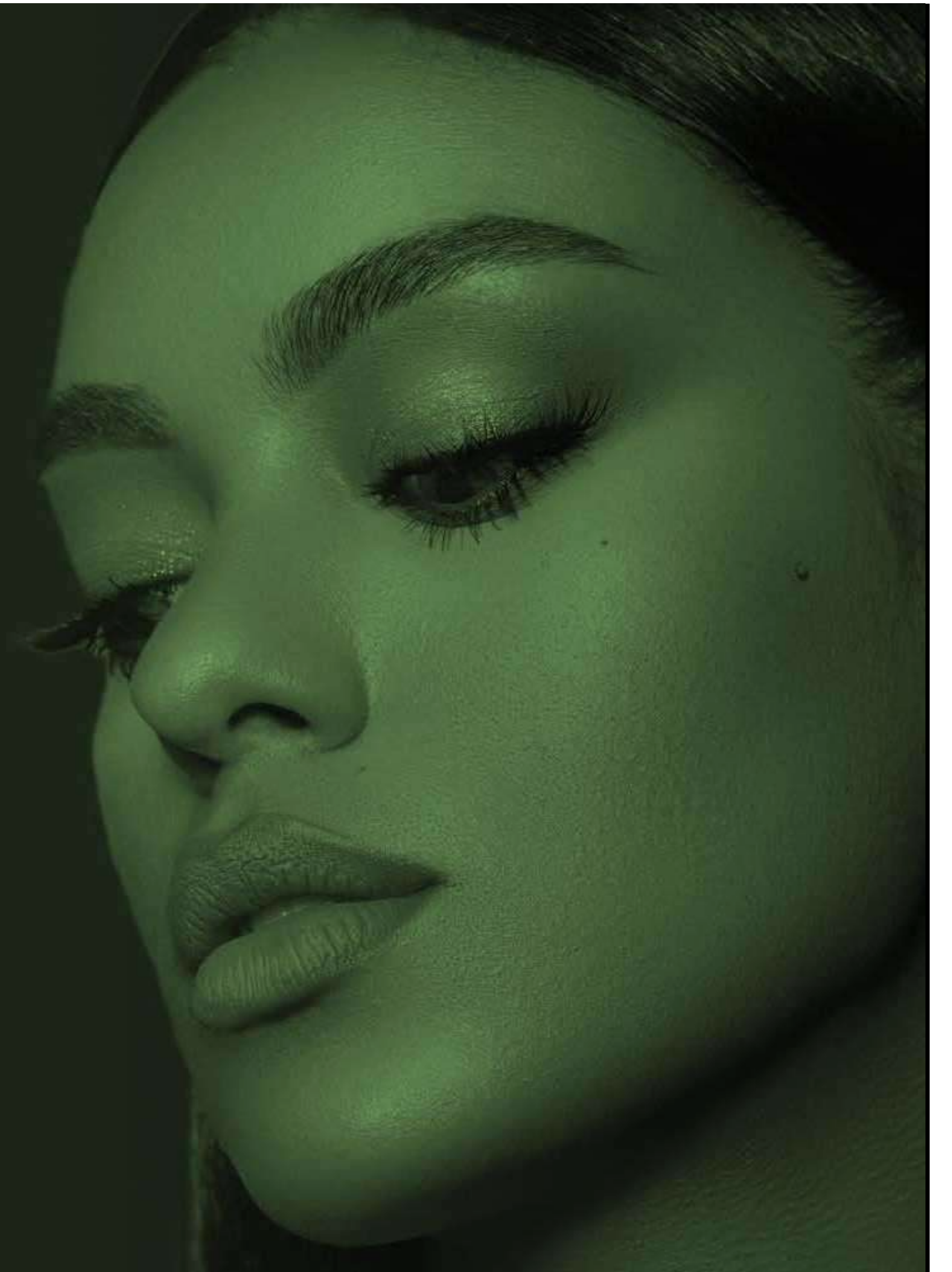


* *
TRI-MODELS
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TRIMODELS

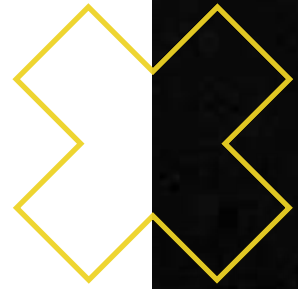


Trifid Media's TriModels is an ensemble housing the most unique and bold talents here in the GCC. The models we represent will take on any brand and campaign elevating it to the next level. With their expertise ranging from fashion and beauty to acting, they will surely give you the flair you're looking for.



WEBSITE DEVELOPMENT

Web development is the work involved in developing a website for brands, businesses & individuals. Web development can range from developing a simple single static page of plain text to complex web-based internet applications & e-businesses.



TRIFID UX LAB

USER EXPERIENCE DESIGN

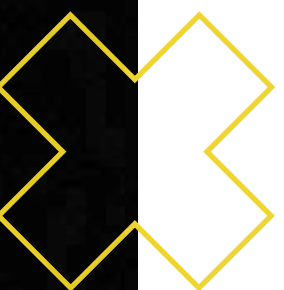
- Researching relevant information
- Wireframing
- Prototyping

USER INTERFACE DESIGN

- Interaction design
- Visual design
- Information placement and layout design

USER RESEARCH AND TESTING

Observation techniques and analysis of user needs and behaviours

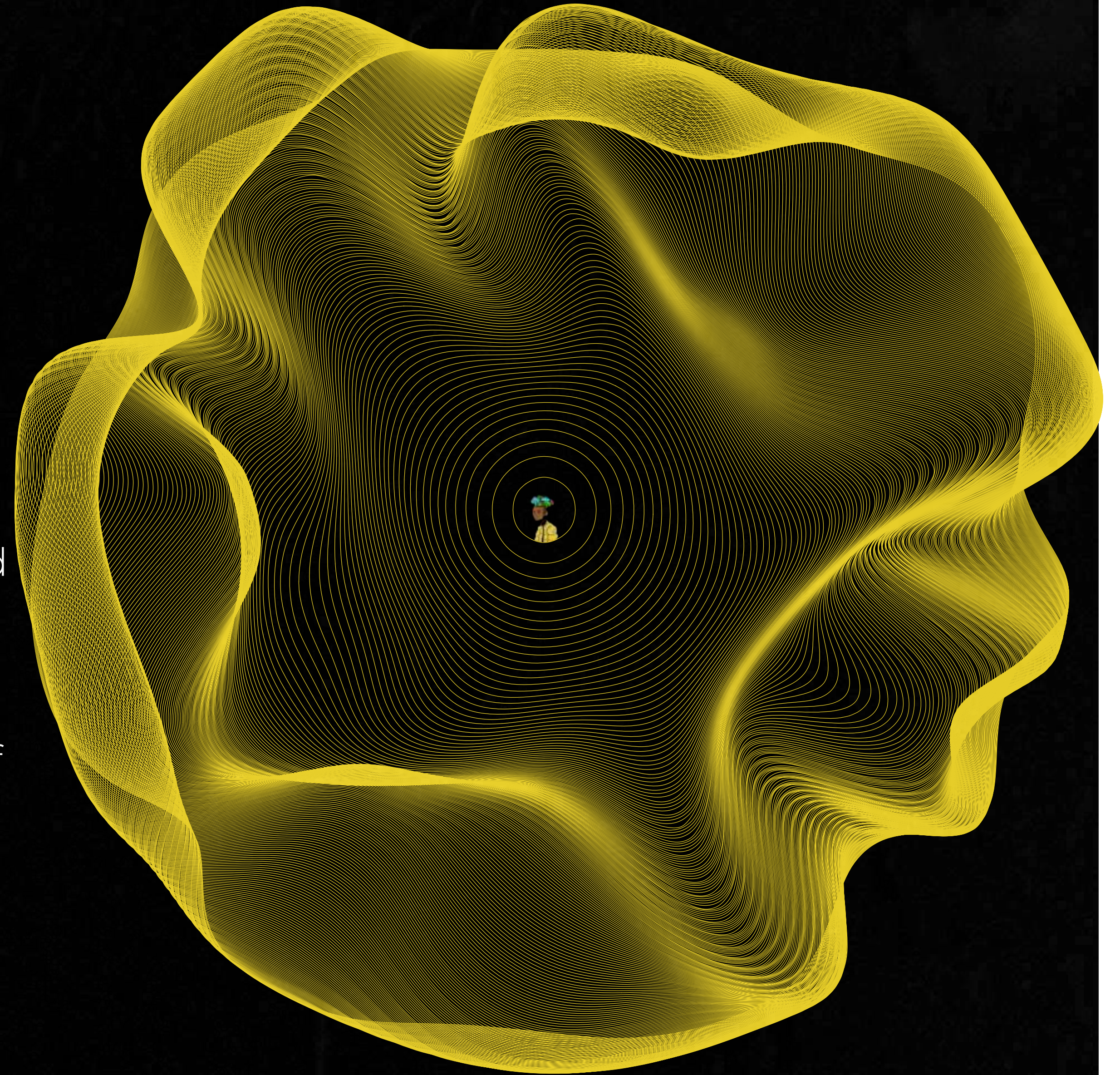


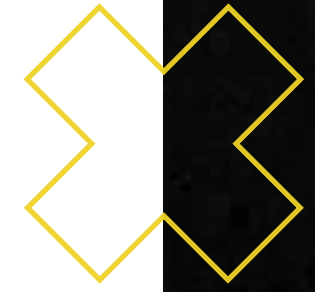


WEB DEVELOPMENT

& SEO 

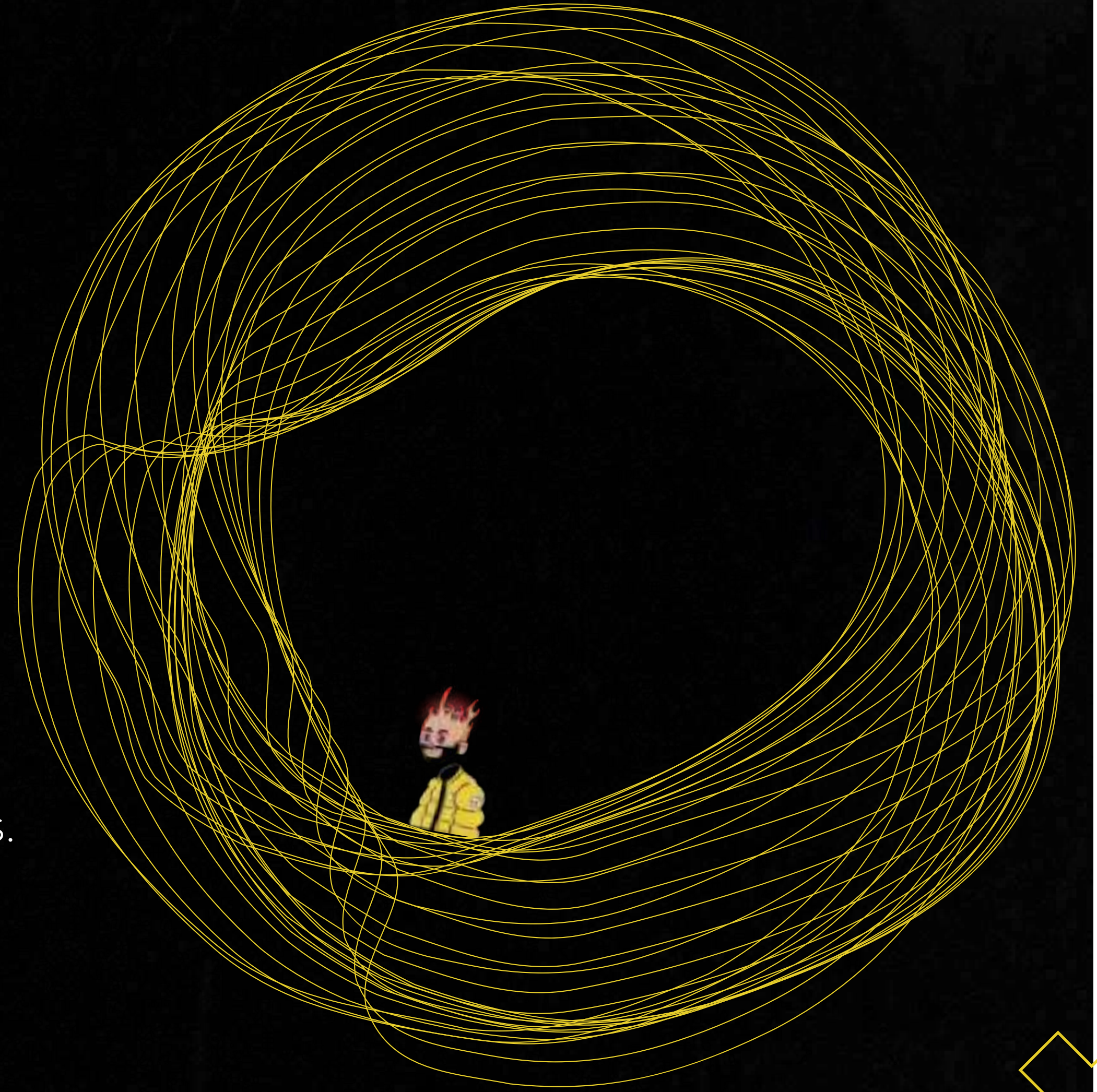
At Trifid Media we have expert developers focused on Wordpress and SEO services that drive higher search engine rankings, website traffic and online sales. Our team of Wordpress, SEO experts and web designers will study the "insides-and-outs" of your website and develop a search marketing plan tailored to your business growth goals.





UX DESIGN

Our UX designers focus on all aspects of a product's development including design, usability, function, branding and marketing. The teams work touches entire end to end journey of a users interaction with a product and includes identifying new oppourtunities that can be explored using the products digital assets.



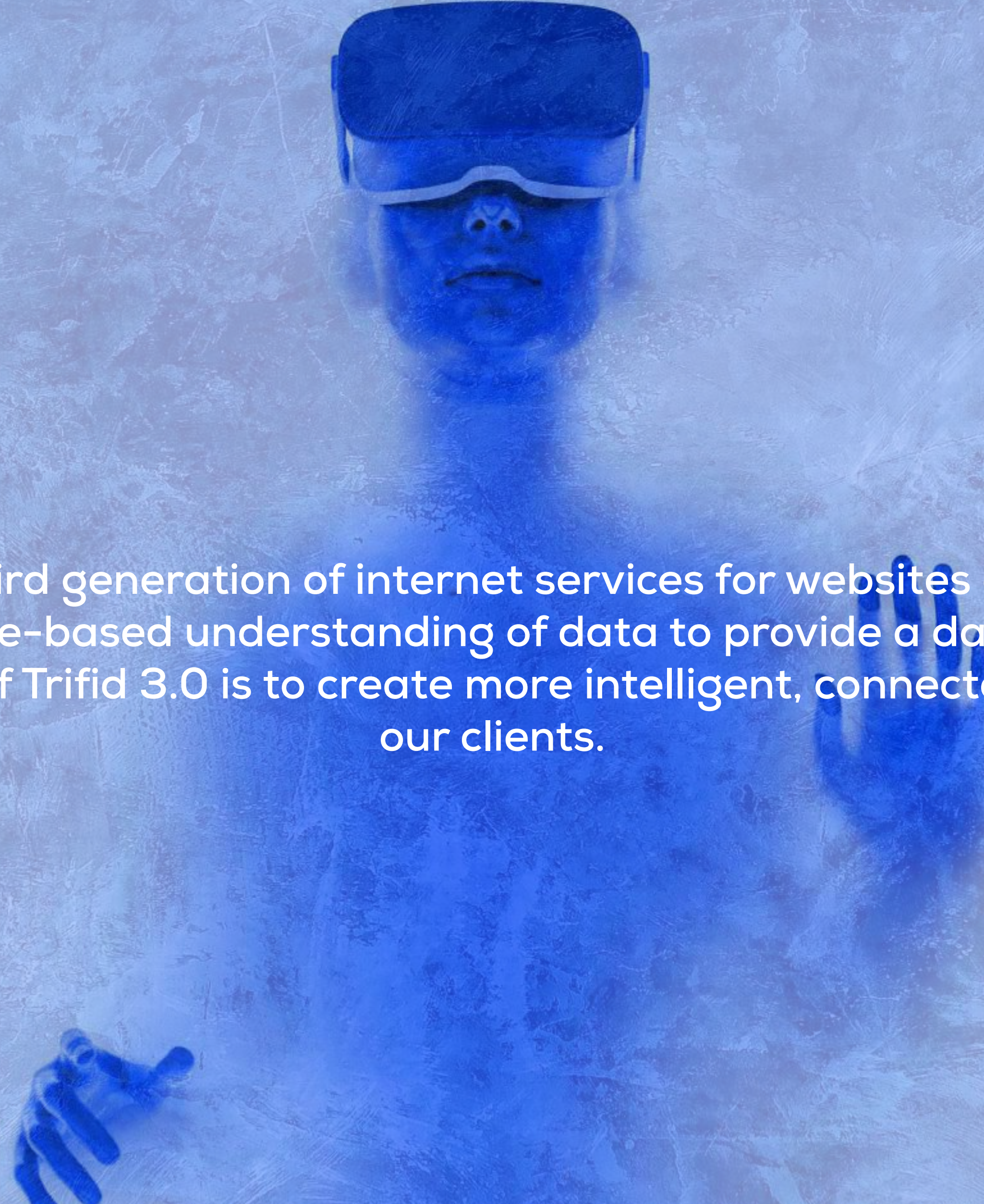
UI DESIGN

We bring together concepts from interactive design, visual design and information architecture to anticipate what your users might need to do and ensuring that the look and feel of your product has elements that are easy to access, understand and use.



TRIFID 3.0

MEDIA

A person wearing a VR headset, rendered in a blue, painterly style. The person is centered in the frame, with their hands visible at the bottom. The background is a textured, blue-toned surface.

Trifid 3.0 caters to the third generation of internet services for websites and applications that will focus on using a machine-based understanding of data to provide a data-driven and Semantic Web. The ultimate goal of Trifid 3.0 is to create more intelligent, connected and open websites for our clients.

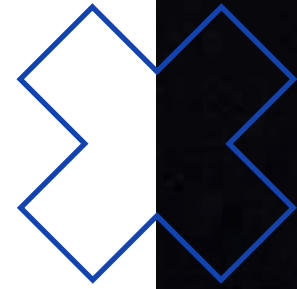
3D MARKETING

3D Marketing adds a three-dimensional, interactive layer to a regular 2D advertisement. 3D Marketing fixes this problem, providing advertisers the ability to promote their products using a three-dimensional layer which allows customers to engage with the product interface.

3D SERVICES

Global brands have adopted 3D advertising as part of their ongoing strategy to create interactive and memorable consumer experiences. Our 3D advertising assets can be directly integrated into your client's workflow, providing them with stunning 3D advertising assets that can be printed and implemented anywhere (digitally + in-store).





PRODUCT MODELING

ANIMATION

SCENE MODELING

VFX

ASSETS CREATION

ENVIRONMENT BUILDING

3D RENDERS

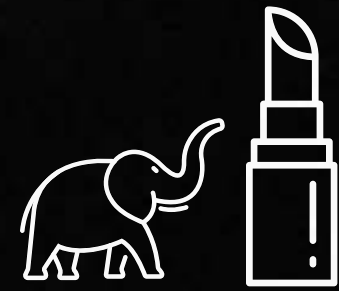
GAME ASSETS

AR/VR DEVELOPMENT

CHARACTER DESIGN

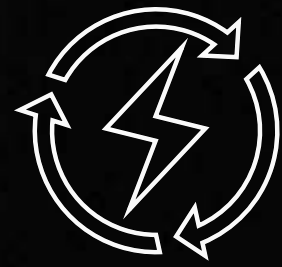
WHY 3D? FOR CLIENTS

MOTION IS THE BEST WAY TO COMMUNICATE COMPLEX IDEAS.



NOTHING IS TOO BIG OR TOO SMALL

3D animation allows you to bring the viewer up close with your brand's product and provide accurate, clear, step-by-step instructions for how to use it or how it operates.



IT'S RENEWABLE

You're able to refine or recycle your animations if the idea changes or you realize you can use an abandoned one for a new project.



IT'S APPLICABLE TO ANYTHING

Any company, industry, sector, or product can make use of 3D because the possibilities of what it can visualize are endless.

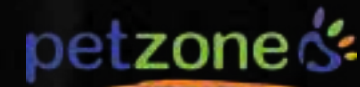
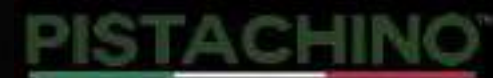
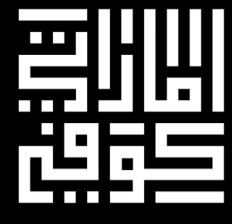


WILL IT ACTUALLY INCREASE MY SALES ?

The answer is a big fat YES!
All of these things and more lead to increased customer conversions.



OUR CLIENTS.



OUR CLIENTS.

ESTÉE LAUDER

FOREO

Eucerin®

INSTITUT
ESTHEDERM
PARIS

innisfree

DILLY DILLY


Elizabeth Arden
NEW YORK

VLCC

Siella
— beauty —

KIKO
MILANO

moremo

BEDASHING
BEAUTY LOUNGE

essence

Aquae Jewels


EAGLE FILMS

SUNFYRE

ZOO

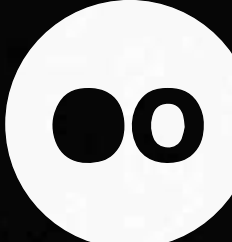


STARZPLAY

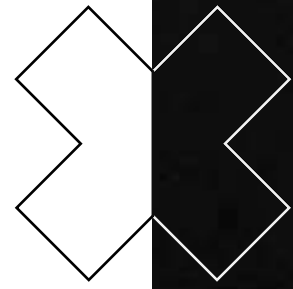



VERTUX


EAGLE
FILMS




contiguous



OUR CLIENTS.

THE DUBAI MALL

مجموعة الفطيم
Al-Futtaim group

VIDA
HOTELS AND RESORTS

MANAGEMENT

DAMAC

EMAAR

amazon

noon



spotii

uc Urban Company

Brands For Less

HOMES FOR LESS

centrepoint
سنتر بوينت

babyshop

SHOEMART

dropkick



liv.

Electrolux

SSS



HOME BOX



SWISS ARABIAN
SINCE 1974

ZEN
diamond

BIJOUQ
FINE JEWELLERY

LIALI

Aquae Jewels

THE LUXURY CLOSET

A D A S A T

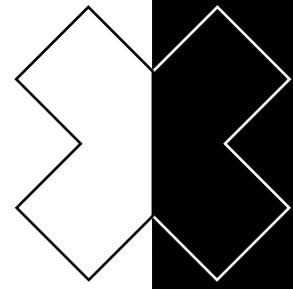
CasaMilano

ZENNOX

DHL



BinSina
HARMACY



OUR CLIENTS.





TRIFID