

R.K Advertising Sales Consultancy

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- Independent advertising sales consultant
- Sponsored by Trident Communications Dubai

Services offered

- Create advertising sales brief
- Analyse business objectives, target profiles and advertiser profiles
- Set sales targets based on client objectives, circulation data and market

information

- Set booking and mechanical deadlines
- Produce media sales kits
- Sample distribution
- Mail shots, sales calls and follow up
- Manage political and brand association sensitivities
- Deliver confirmed order forms and material
- Manage advertiser interface
- Assist with collection of payment and outstanding invoices

Experience

- Based in Dubai for 20 years
- Established contacts and relationships with media directors, planners and

placement

...houses in the UAE & GCC

- Large database including marketing managers and general managers of

international

...and local brands

Motivate Publishing

- Trade show catalogues - The Boat Show, Commercial Vehicle & Plant Exhibition, ...ME Environmental Exhibition
- Contract Titles - Emirates In-flight, Emirates TV Times,
- British Business Group Magazine & Newsletter, Focus on Dubai, Holiday, Great

Hospitality

- IIR Exhibitions
- Project Manager - Arab Bank, Motexha, The Leather Show & Ambiente Arabia
- Al Futtaim Arabian Publishing
- Launched the 1st Walt Disney children's publication in the Middle East

Projects

- Council Caucus (American Business Council members magazine)
- Human Assets (The only human resources publication in the GCC)
- Emirates Holidays/Arabian Adventures sales collateral
- Dubai Air Show – Flight Dubai
- XL Magazine
- Arabian Adventures consumer collateral
- Safar & GroupWorld – Emirates & Dnata staff newsletter and intranet
- Dubai Air Show Exhibitors Manual
- Flight Dubai – Official Air Show Guide
- ATM Show Dailies
- INDEX Show Dailies

Marketing Approach

- Highly targeted approach
 - Quality media sales kits in digital format
 - Understanding of client objectives
 - Sensitive to political and brand association issues
- For more Info please contact me

on below email: rghouse@emirates.net.ae

Contact Person: Mr. Rudi Kolkman (050 4591109)

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