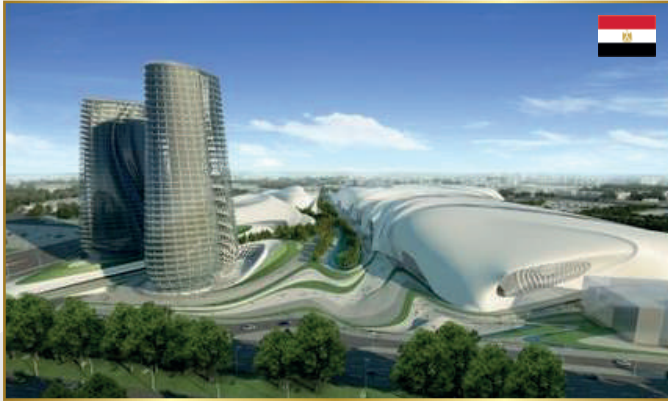




**ARCHITECTURE  
INTERIOR DESIGN  
LIFE STYLE  
ART & FURNITURES**

**#mediakit 2021**

# A DIFFERENT WAY TO PRESENT ARCHITECTURE AND DESIGN THEMES

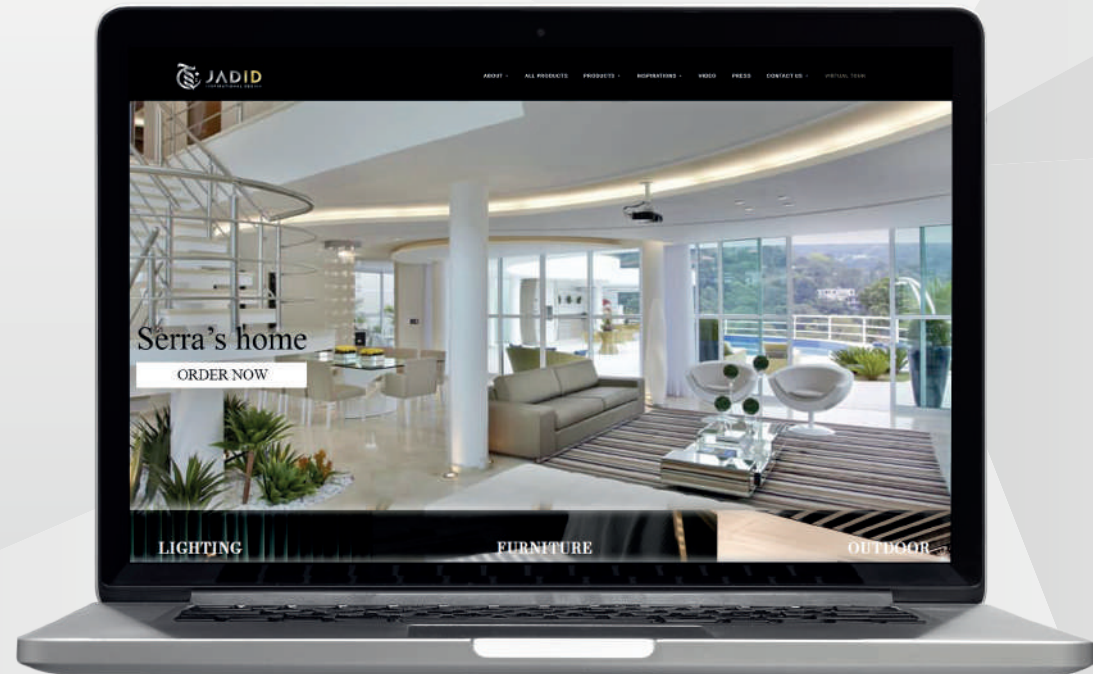
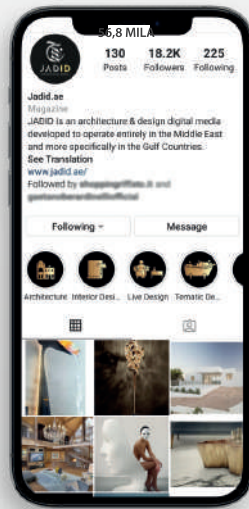
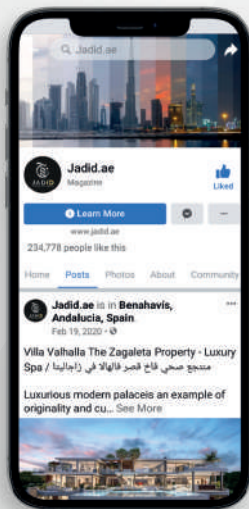


**JADID Inspirational Design** is an architecture and design digital channel. The social and web platform was built on the historical experience of **MediaWare**, a Dubai-based media company. **JADID** generates digital content focused on Middle East and North Africa countries.

Our **mission** is to connect amateurs, professionals and relevant companies of the world of architecture and design. Our **vision** is to proactively inspire and train a new generation of architecture and design amateurs and professionals. **JADID** is the innovative way to dynamically present in the middle east architecture and design themes.



**JADID** is operating on Instagram, Facebook, Pinterest, Website and soon in APP. Our editorial team is connected with middle east target by exploiting the potential, engagements and functionality of every digital channel. In the starting phase we already reach **60K** followers on Instagram and **240K** followers on Facebook. The content is made in English and Arabic languages to reach the largest population.



jadidinspirationaldesign



jadidinspirationaldesign



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coming soon



ARCHITECTURE



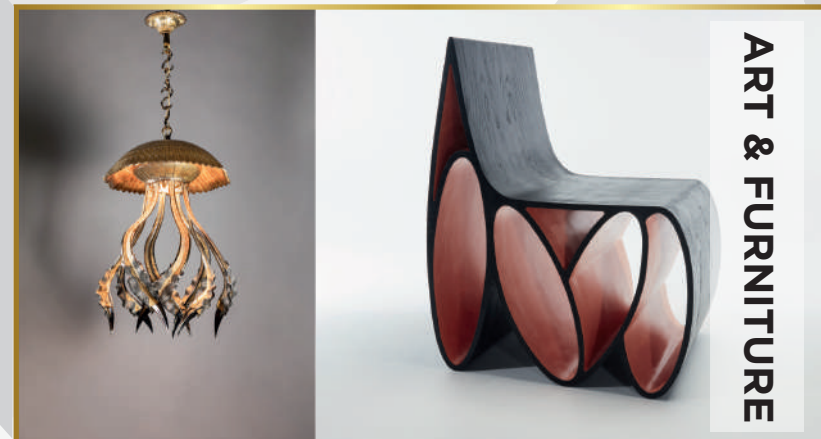
INTERIOR DESIGN

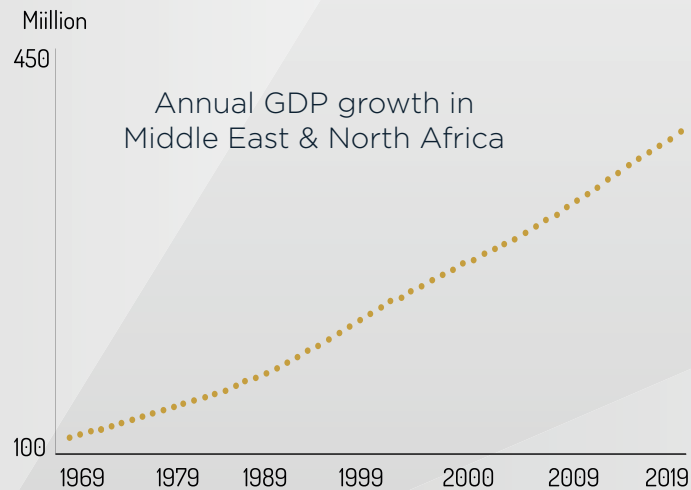
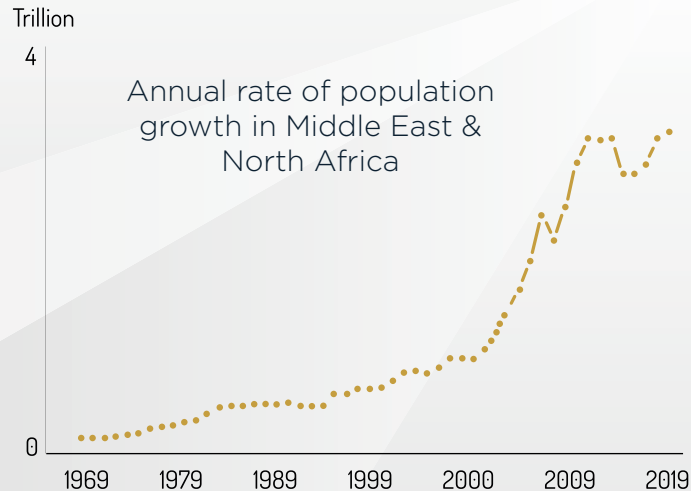


LIFE STYLE

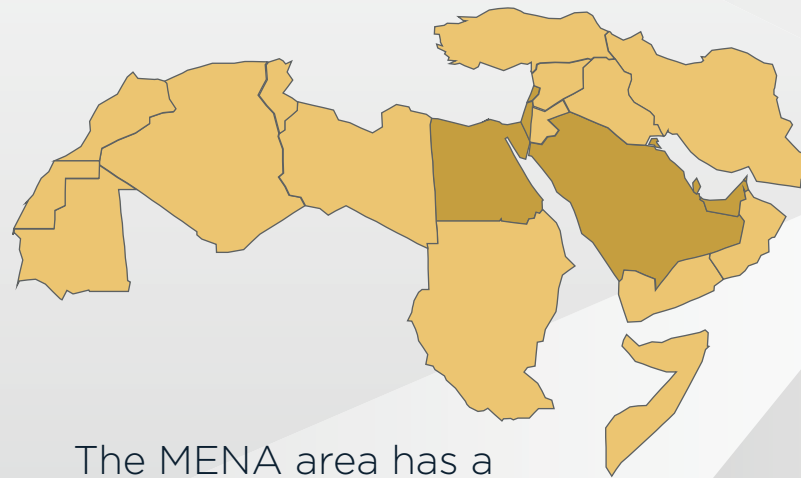


ART & FURNITURE



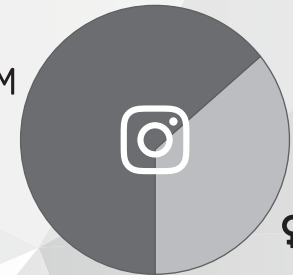


In the last decades, the countries of the Middle East and North Africa have strengthened their own identities and economies. This broadening of horizons has created an opportunity for local and global investors to venture further into the region.



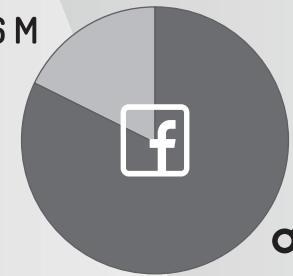
The MENA area has a new economic development in common, but each country has different approaches to online channels.

♂ 17,6 M



♀ 11,2 M

♀ 2,66 M

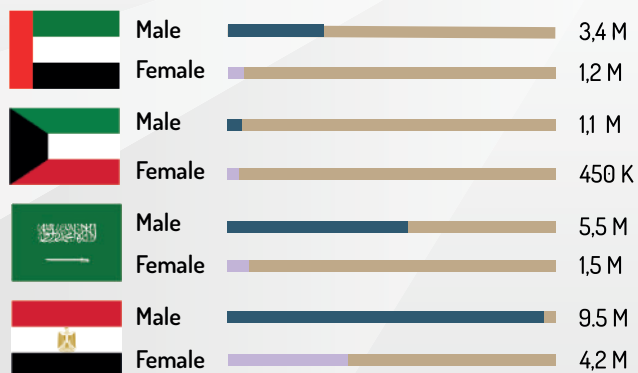


♂ 8 M

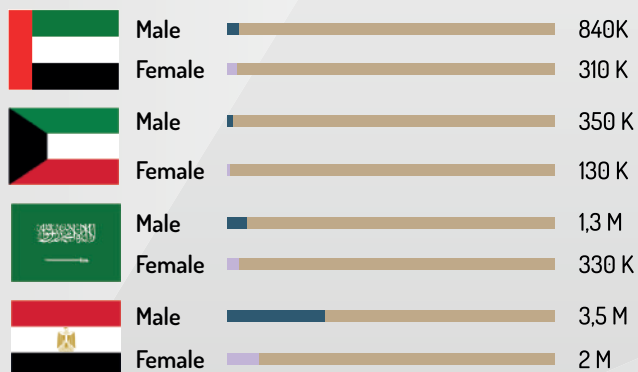
**JADID's** challenge is to communicate in an appropriate and respectful manner based on various fundamental factors, such as the socio-economic, cultural and social background.

*Always on top with the target audience trend*

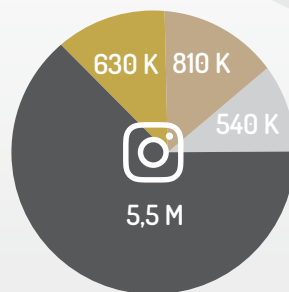
## Gen Y or Millennials 26 - 40



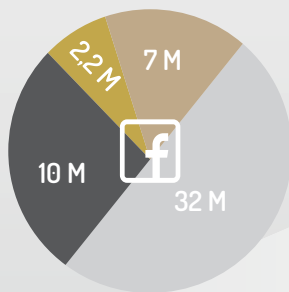
## Gen X 41 - 55



## Architecture & Design rate of interest on social

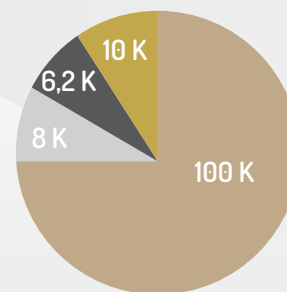


INSTAGRAM

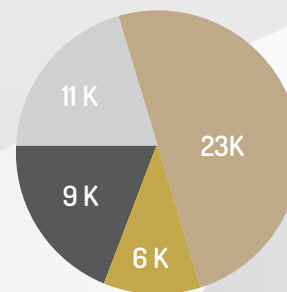


FACEBOOK

## Rate of professionals online



ARCHITECTURE & DESIGN



REAL ESTATE

**JADID** focuses its editorial production in reference to Generation **Y** (26-40 years) and Generation **X** (41-55 years).

Our staff constantly analyzes target evolution in order to keep the pace and be appealing for architecture and design amateurs and professionals.

UAE



KUWAIT



SAUDI ARABIA



EGYPT



**JADID** offers ultimate digital communication services to expand the network and connect amateurs, professionals and brands. Readers can find inspiration in the realization of their projects, get in touch with professionals with required skills and discover new product and brands.

## DATA ANALYSIS

Each activity is monitored and analyzed. Our team carries out data analysis DATA ANALYSIS on new trends and users' online habits to maximize advertising operations.

### TARGET: ANALYSIS



**Standard Analysis for any package**



## HERO SLIDE

DESKTOP

MOBILE

The Hero Slide extends the idea of a branded image, displaying one or more branded images in sequence, using captions, transitions and animations. The Hero Slide can be scrolled, sitted back or watched during autoplay to generate interest and stimulate action by learning more by clicking on it.

**TARGET: ENGAGEMENT**



1080x1800 - 1920x1080 pixel  
resolution 300 dpi  
image file type: JPG or PNG

## BANNER ADS

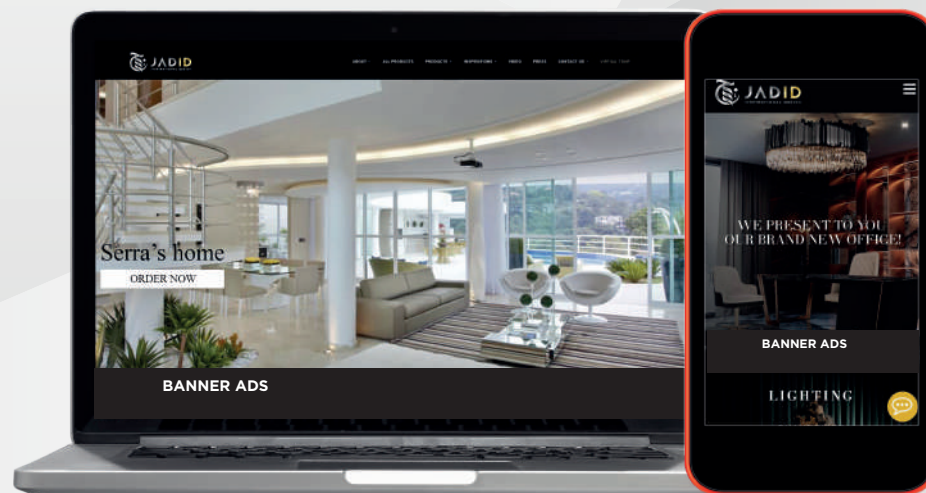
DESKTOP

MOBILE

Banner ADS refers to the use of a rectangular or square graphic display that stretches across the top, bottom, or sides of a website or online media property.

The purpose of banner advertising is to promote a brand and/or to get visitors from the host website to go to the advertiser's website.

**TARGET: ENGAGEMENT**



1080x450 - 1080x1080 - 1920x350 pixel  
resolution 300 dpi  
image file type: JPG or PNG



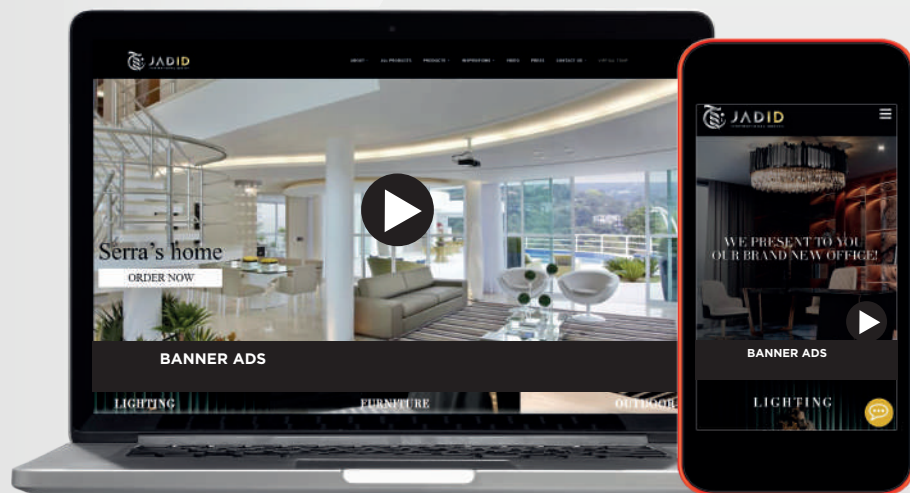
## VIDEO BANNER ADS

DESKTOP

MOBILE

Banner ADS refers to the use of a rectangular or square video display that stretches across the top, bottom, or sides of a website or online media property. Video banners can help brands to bridge the gap, with all the added benefits of responsive HTML5 display advertising.

**TARGET: ENGAGEMENT**



1080x450 - 1080x1080 - 1920x350 pixel  
resolution HD  
file type: MP4, MOV or GIF

## BRANDED ARTICLE

DESKTOP

MOBILE

FACEBOOK

Stories, information, advices where the brand comes from contextualized as inspiration and solution.

**TARGET: AWARENESS**



## BRANDED TALE

DESKTOP

MOBILE

FACEBOOK

Mixed text and illustrations tailored to draw the customer's attention to the inspirational brand.

**TARGET: AWARENESS**



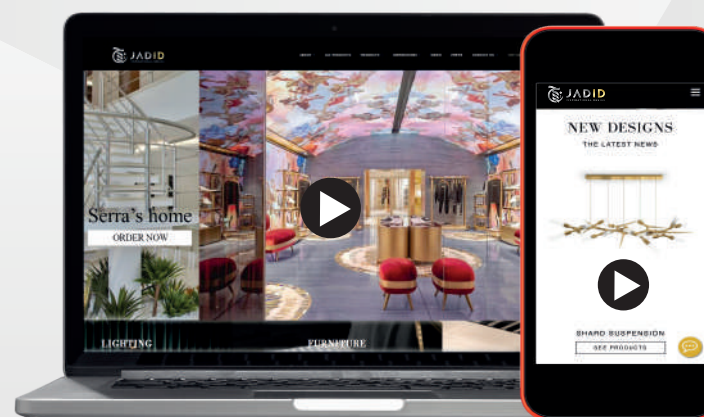
## PREROLL ADS

DESKTOP

MOBILE

Preroll ads are video advertisement that automatically plays directly before a featured video on both mobile and desktop. These ads are commonly 15, 30, or 60 seconds long.

**TARGET: VIDEO STRATEGY**



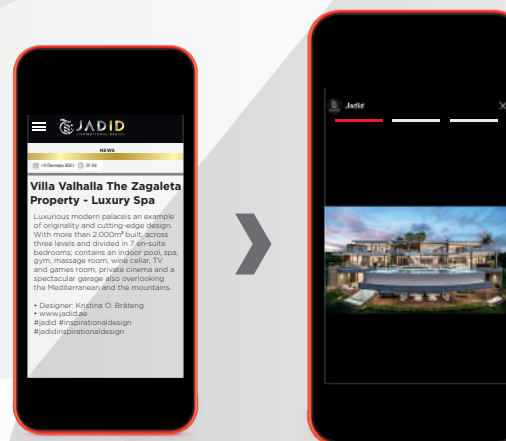
## J-STORY

DESKTOP

MOBILE

J-Story is a mobile interstitial inspired by Instagram stories that stimulates the user to react with the ad. The user performs the same usual actions of the social network. J-Story is full-page vertical content and is displayed while the user is browsing.

**TARGET: ENGAGEMENT**



### BRANDED VIDEO

DESKTOP

MOBILE

FACEBOOK

Become the protagonist of a story told in a video completely focused on your brand.

**TARGET: AWARENESS**



Aspect Ratio: 1:1 (for computer or mobile) or 4:5 (for mobile only)  
resolution HD  
file type: MP4, MOV or GIF

### SOCIAL VIDEOSTORY

FACEBOOK

1 minute video with a photos, picture and descriptions storytelling.

**TARGET: AWARENESS**



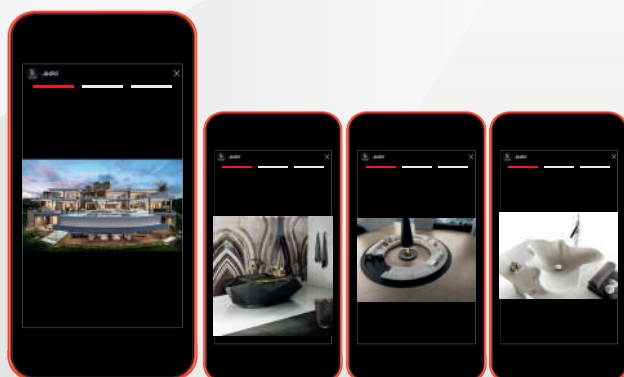
Aspect Ratio: 1:1 (for computer or mobile) or 4:5 (for mobile only)  
resolution HD  
file type: MP4, MOV or GIF

### IG EDUSTORIES

INSTAGRAM

5 IG Stories sequenced to inform on the topic of the Brand by stimulating interaction.

**TARGET: ENGAGEMENT**



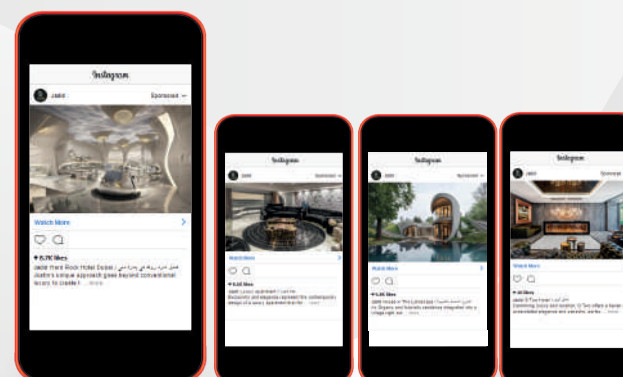
Square - 1080 x 1080 pixel  
Horizontal - 1080 x 566 pixel  
Portrait - 1080 x 1350 pixel  
Stories - 1080 x 1920 pixel  
resolution 300 dpi  
image file type: JPG or PNG

### IG FOTOGALLERY

INSTAGRAM

The brand's topic is explained in a post with a sequence of sliding photos (max. 10) with graphic descriptions

**TARGET: ENGAGEMENT**

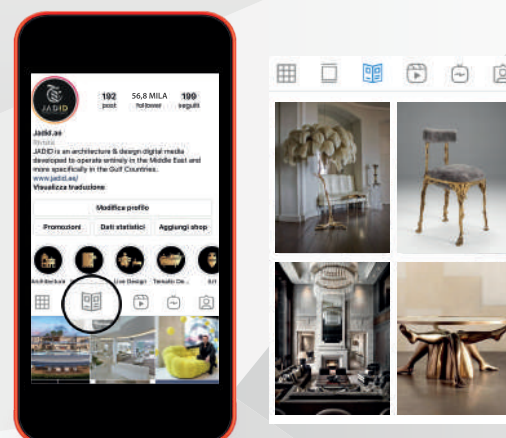


### IG GUIDE

INSTAGRAM

The branded contents collected in a personalized space to make them more easily usable.

**TARGET: ENGAGEMENT**





DESKTOP

MOBILE

FACEBOOK

INSTAGRAM

PINTEREST

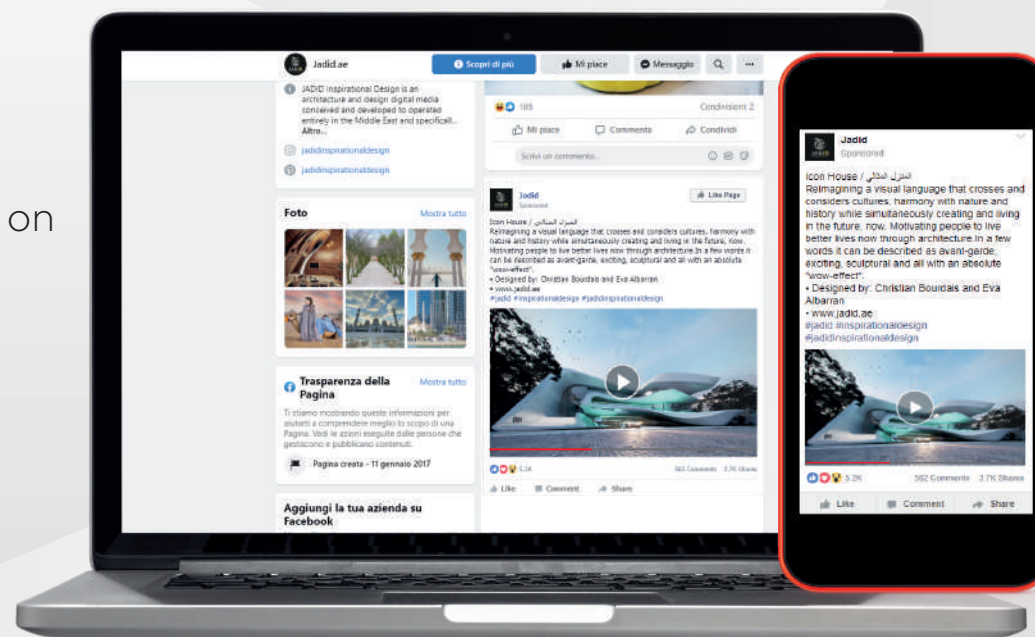
# Share it Live!

## TARGET: AWARENESS

Live Events are hosted on a dedicated landing page on Jadid.ae created to promote and support the event.

The live streaming of the event takes place simultaneously on Facebook and Instagram.

Jadid manages all stages of the event, to best amplify the Brand message.



## NEWSLETTER

E-MAIL

Our newsletter service (periodic or extraordinary) is focused and each message easily reaches a profiled target.

**TARGET: AWARENESS**



## E-SHOT

E-MAIL

The E-shot service increases the strength of the message by focusing the client target within our database of 500,000 profiled individuals.

**TARGET: ENGAGEMENT**



## PRESS OFFICE

Jadid's staff is able to create and manage a press campaign, taking care of every detail of the process.

**TARGET: AWARENESS**





## EVENT CONNECTED

**JADID** is connected with the main events of architecture and design of the Region. We amplify the effect of our channel by developing synergies with selected well known events.

**1 October 2021  
31 March 2022**



Dubai - UAE  
Expo 2020

**22th - 23th  
February 2022**



Dubai - UAE  
World Trade Center

**2th - 4th  
March 2022**



Sweimeh - Jordan  
Kempinski Hotel  
Ishtar Dead Sea

**8th - 12th  
March 2022**



Dubai - UAE  
Harbour

**28th - 31st  
March 2022**



Riyadh - Saudi  
Arabia  
RICEC

**24th - 26th  
May 2022**



Dubai - UAE  
World Trade Center

**6th - 9th  
June 2022**



Dubai - UAE  
DECC

**25th - 27th  
June 2022**



Cairo - Egypt  
Int. Convention CTR

**6th - 8th  
September  
2022**



Riyadh - Saudi  
Arabia  
RICEC

**9th - 13th  
October  
2022**



Dubai - UAE  
World Trade Center

**November  
2022**



Dubai - UAE  
Design District

**November  
2022**



Dubai - UAE  
DECC

**21th - 23th  
November  
2022**



Dubai - UAE  
World Trade Center

**5th - 8th  
December  
2022**



Dubai - UAE  
World Trade Center

#SAVETHEDATE



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**JADID**  
INSPIRATIONAL DESIGN

