

BLUEBOOK

Advertising Publishing & Distribution

company **profile**



Who we are

BLUEBOOK is a media company offering strong marketing solutions and strategic advertising mediums. Managed by a team of professional and dedicated individuals, BLUEBOOK operation is driven by work ethics, efficiency and creativity. Our fifteen years' experience in the Kuwaiti's market allows us to partnership with companies and brands by offering an added value to their image and marketing strategies.

Philosophy



Specialized in traditional media, we, at BLUEBOOK, believe print and outdoor advertising are indispensable medium to reaching and influencing the consumer, and for many undeniable reasons:

- * Not everyone has migrated to the World Wide Web, and even people virtually come after active look for businesses, lifestyle and products' related news and information through more physical & tangible experiences the world of print media offers.
- * Even in a digital age, traditional media offers variety, and helps increasing awareness by reaching the targeted audience at their door steps and outside their homes through strategic media channels.
- * We understand the importance of digital media, and we believe traditional media helps reinforcing the message & brand awareness. After all, plenty of consumers still get information from print media such as newspapers and magazines.
- * Strategically located or distributed, print media helps generating exposure and creates attention for the consumer to find you or your product: the effect a message has on the consumer driving, shopping, or sitting at a coffee shop is obviously not the same as if the consumer was in his living room or behind his desk.



Mission

We are in the business to help you reach your target audience
by offering you valuable and effective media solutions.



Motto

Where there is a will, there is a way



Services

We reach the consumer by engaging him in enriched experiences through valuable contents and a variety of channels:

BLUEBOOK **PHOTOGRAPHY DIVISION**

BLUEBOOK **CREATIVE & PRODUCTION DIVISION**

BLUEBOOK **MAGAZINE MEDIA (BMM)**
THE EXECUTIVE WOMEN
THE BUSINESS ISLAMICA

BLUEBOOK **DISTRIBUTION MEDIA (BDM)**

BLUEBOOK **OUT-OF-HOME ADVERTISING**
BLUEBOOK ROOFTOPS MEDIA (**BRM**)
BLUEBOOK COOPS MEDIA (**BCM**)



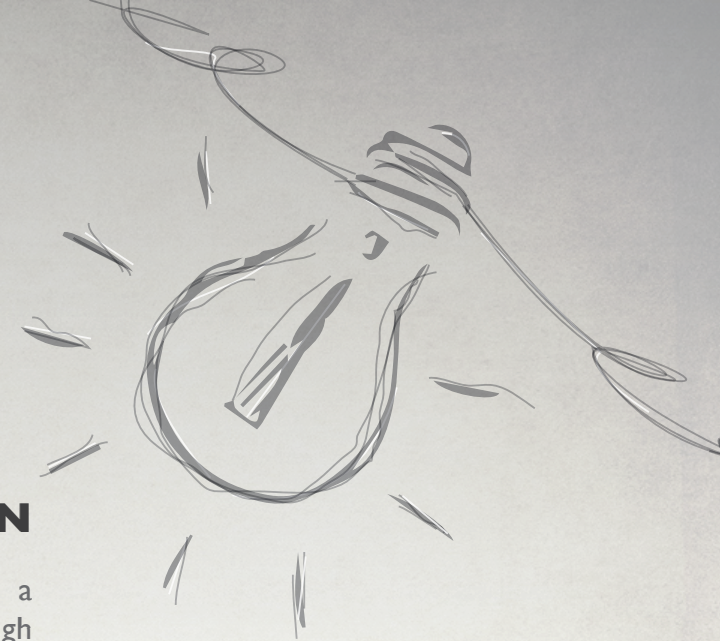
BLUEBOOK **PHOTOGRAPHY DIVISION**

The realm of photography is a place of nonverbal communication and BLUEBOOK professional photography team travels and carries the world that exists outside the written and spoken word through time and space. Add to that creativity and quality, and you will find great satisfaction contemplating your portrait, scenery, events or product photos.



BLUEBOOK **CREATIVE & PRODUCTION DIVISION**

BLUEBOOK talented team understands the connection between the consumer and a company, a product or a service. We deliver engaging design & communication tools through creative thinking, expertise and insight. The brand we create becomes a part of us. We live it, we breathe it. We find it extremely rewarding to deliver a successful brand which value increases in market share, receives recognition and, above all, equity. We are specialized in brand development and possess a proven track record of delivering user-friendly and future oriented solutions. We partnership with a wide range of clients from various industries, and help them adapt and harness growth. We offer: Design Logos, Packaging, Exhibition booths, Signage, Print Brochures, Magazines & Catalogues, Point Of Sale, Posters, Graphic Design services, Corporate Identity & Website Design.





BLUEBOOK MAGAZINE MEDIA (BMM)

BMM is a full service publishing house. We produce magazines and printed medium, right from the starting point of developing the initial idea, all the way through to the printing and distribution process. Our talented team of editors, journalists, photographers and illustrators creates stylish and rich magazines that set us apart and gives us recognition within the publishing industry.

BMM is the media representative and Kuwait's publishing base of two monthly publications: The Executive Women and The Business Islamica.

THE EXECUTIVE WOMEN

The Executive Women is a publication especially dedicated to the business women of today, who focus on their self-development, achieve their own goals, grow their community, and adopt a unique glamorous, cultural, and chic lifestyle. This specialists' periodical is dedicated to dreamers and achievers, and adopted by those who moved through time from being feminine, to feminist, and at last became simply 'women.' The Executive Women Magazine is a memories' portraying, inspiring and flourishing women entrepreneurs, who changed the face of business and giving an added value to the society, as daring to pursue their educational dreams and reach career horizon. The Executive Women Kuwait is more than a magazine; with a distribution of 8000 copies.

THE BUSINESS ISLAMICA

The Business Islamica's objectives are to spread awareness about Shari'ah based finance, to promote knowledge of its core principles and practices, and to inform about its latest developments in the industry. Islamic finance, which was once viewed as an interesting aspect of mainstream finance periphery, has emerged as a major global force, developing and fast growing in comparison to its conventional counterparts. In addition to covering interviews with key industry leaders and case studies, this English business publication features topics such as Islamic Banking, wealth management, Takaful (Islamic Insurance), and Islamic Investment, in addition to marketing & branding of Shari'ah's related products, regulatory issues, Islamic financial markets, Sukuk, Islamic evolution and global Islamic developments. The Business Islamica 8,000 copies reach all decision makers and are distributed to our VIP database such as the Chairmans' club, the stock market, Al Jarida Newspaper VIP list, airlines companies, embassies, high-end health clubs, real estate companies, banks, financial, investment & governmental institutions, Diwan al Amiri, the oil sector and more.



BLUEBOOK DISTRIBUTION MEDIA (BDM)

Created in 2008, BDM has established a reputation for good value and excellence in our core media services, offering the complete range of general to door-to-door distribution services. Our Distribution division team ensures your circulation is as targeted, fast and effective as possible. We use Database Management, Profiling and Response Analyses, while our Direct Mail division is available for arranging postal coverage of the local & regional areas hard to reach by any other distribution service. We also offer a comprehensive range of marketing support services. At BDM, we assure your message is delivered to the right audience, at their door steps or to a specific area. Our team is trained and monitored by greatly experienced and professional individuals, guarantying the best quality of distribution possible. We provide you with the distribution plan and quantity of the items to be distributed in each area, block and street, along with the list of areas in Kuwait that suits best your campaign.

Direct Distribution (DTD)

The best way to reaching your audience is by using direct, Door to Door distribution. BDM covers Kuwait's residential areas and insures massive distribution. On request, we provide distribution reports and photographs of Door to Door distribution as delivery proof.

Addressed Distribution

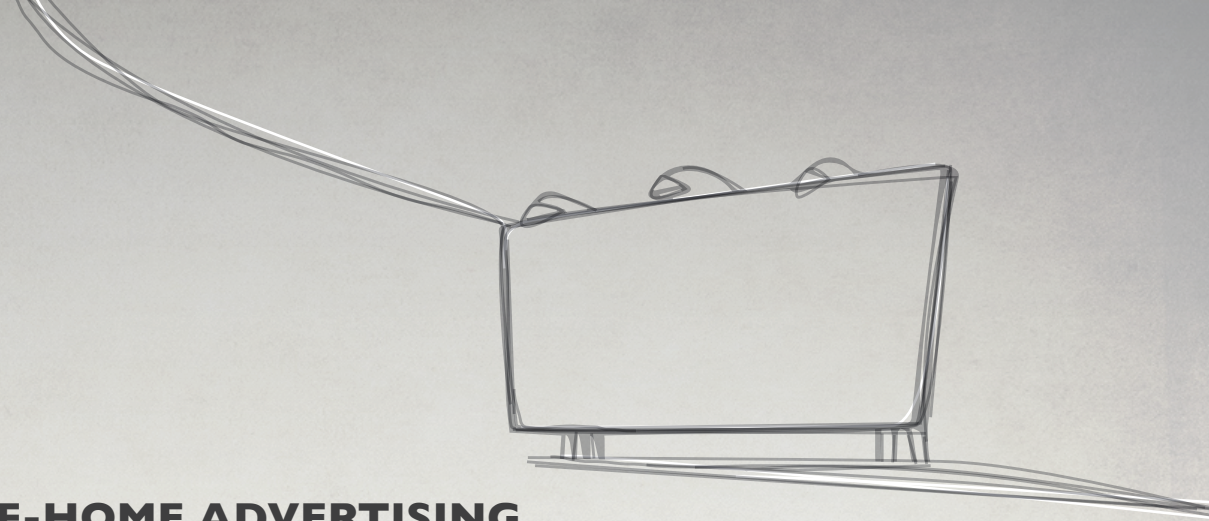
We deliver your invitation cards, gifts, magazines or samples at the specified address, and provide you with the Proof of Delivery.

VIP Distribution

Our impressive VIP database includes more than **6,000** contacts in Kuwait, from key people in major corporations to governmental organizations.

Diwaniyas Distribution

Diwaniyas are a fundamental part of Kuwaiti social & political life, and provides a mechanism of impressive information circulation. With our **4,000** Diwaniyas' list, we help you reach Kuwait's most powerful & influential people.



BLUEBOOK **OUT-OF-HOME** ADVERTISING

OOH medium offers bigger scale spaces for more creative thinking to help advertisers take their message one step further. OOH advertising reaches consumers where they spend 70 percent of their waking hours, and touches them no matter what their media consumption habits are.

BLUEBOOK OOH media is proud to present its new outdoor projects BRM & BCM:



BLUEBOOK ROOFTOPS MEDIA (**BRM**)

Scattered throughout Kuwait's main areas, our 15+ rooftops and wall signs cover the most strategic locations to maximize your image and message exposure. With a 24 hour visibility on new hardware equipped with backlit lightening and flex-face surfaces, BRM mediums are one of the most cost efficient way to reaching a broader audience range and potential customers.



BLUEBOOK COOPS MEDIA (**BCM**)

Shopping in Kuwait is a social activity and a family entertainment, and today, cooperative societies' shopping experience has taken another dimension due to massive renovation and facilities' implementation. In addition, the cooperative societies are, by legislation, exclusive retails and services' shopping complexes in Kuwait residential areas and it is estimated that 50% of Kuwaiti adult population are members and shareholders. These factors considerably influence traffic in and around the cooperative societies and, since September 2013, BCM has been offering to advertisers a strategic outdoor medium. We cover 6 governorates with 36 signs of 15m x 5m, visible 24h/day, and we are still growing. Actually, we've just started!

Clients





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