



PPM

advertising

WHO WE ARE

We could go on a long-winded tirade about who we are, what we stand for, and the key to effective marketing, but instead, we're just going to talk about what we do.

We are phi, a team of highly curious and motivated people dedicated to highlighting what others don't see, and then using them at the service of innovative marketing and advertising campaigns.

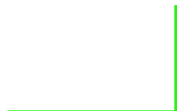
We combine

**Powerful insights with
unique human behaviors**

then add a dash of our own signature creativity to go above and beyond the call of duty and deliver maximum results.



ESTABLISHED IN 2007





400+

HAPPY CLIENTS

We have a diversified expertise in different industries like Telecom, Banking, Investment, Financial, FMCG, Automotive, Real Estate, and Government.

400+

COMPLETED PROJECT

We have delivered more than 100 branding projects from developing the brand essence to the final brand design and more than 300 integrated communication campaigns across traditional, social, digital and activation.

37 TEAM MEMBERS

We believe in a multicultural environment that ignites creativity and inspiration. Thus, our team comes from different backgrounds and nationalities to create a unique blend and culture that ignites our creative edge.



OUR MOTO

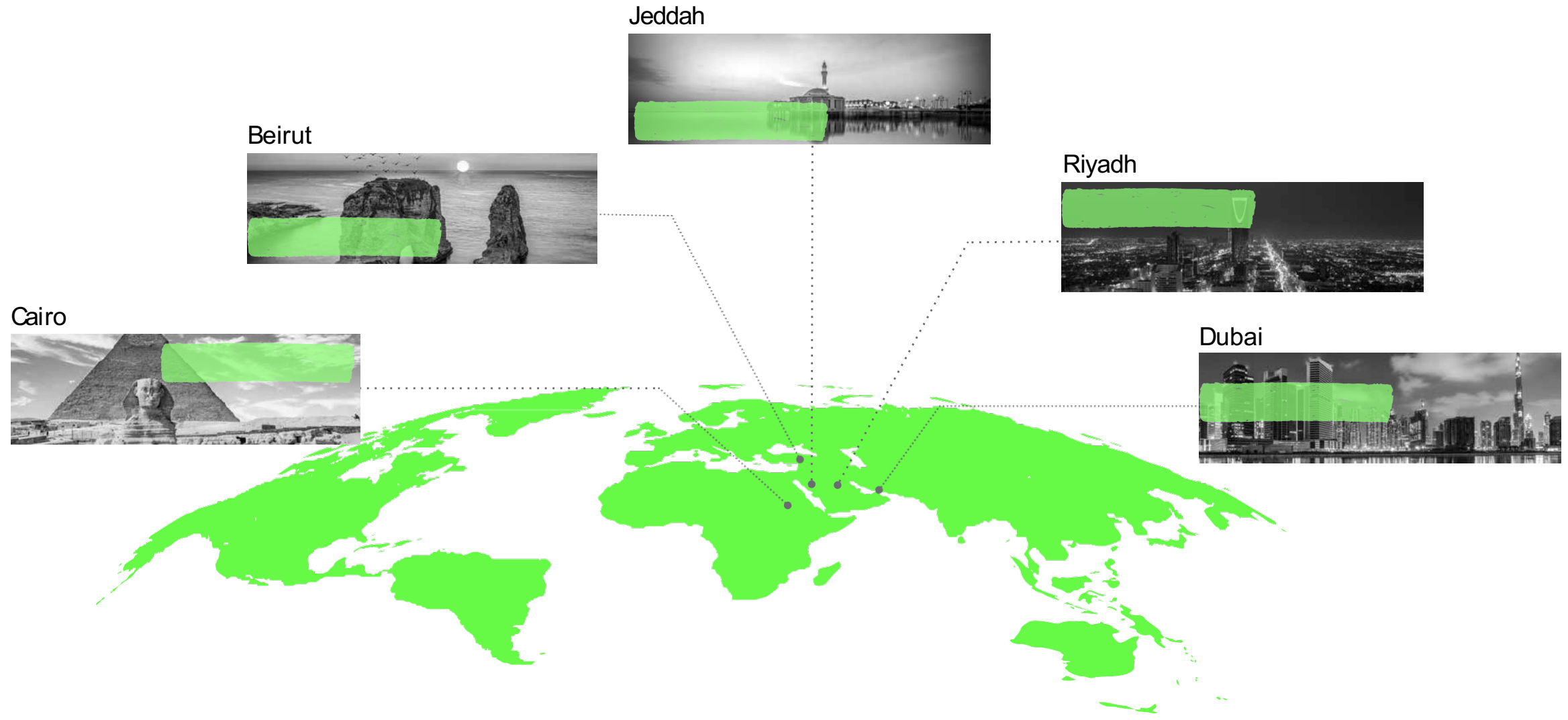
If we have a motto that drives everything we do, it's this:

Discover the Hidden,
Create a Connection.

We find what others don't see and work to make that connection that our clients need for their brands to stay ahead of the game, with those brands' consumers showing more affinity and loyalty.

In essence, we exist to drive businesses forward.

Where to [phi]nd us

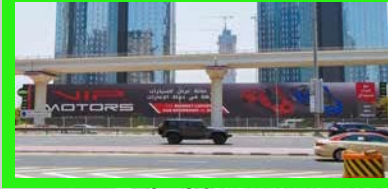


Established in 2019 in Dubai to shake the out of home communication landscape through innovative, bold and creative propositions.



PHI Locations

[1] SZR Hoarding



[3] SZR Bridge



[4] SMBZ Hoarding



[7] SZR Corner LED



[2] Digital Screen



[6] TECOM Hoarding



[5] Gateway Hoarding



prime locations in Dubai.

15

[1] SZR Hoarding
TECOM



Located on Sheikh Zayed
Road main highway Tecom
area

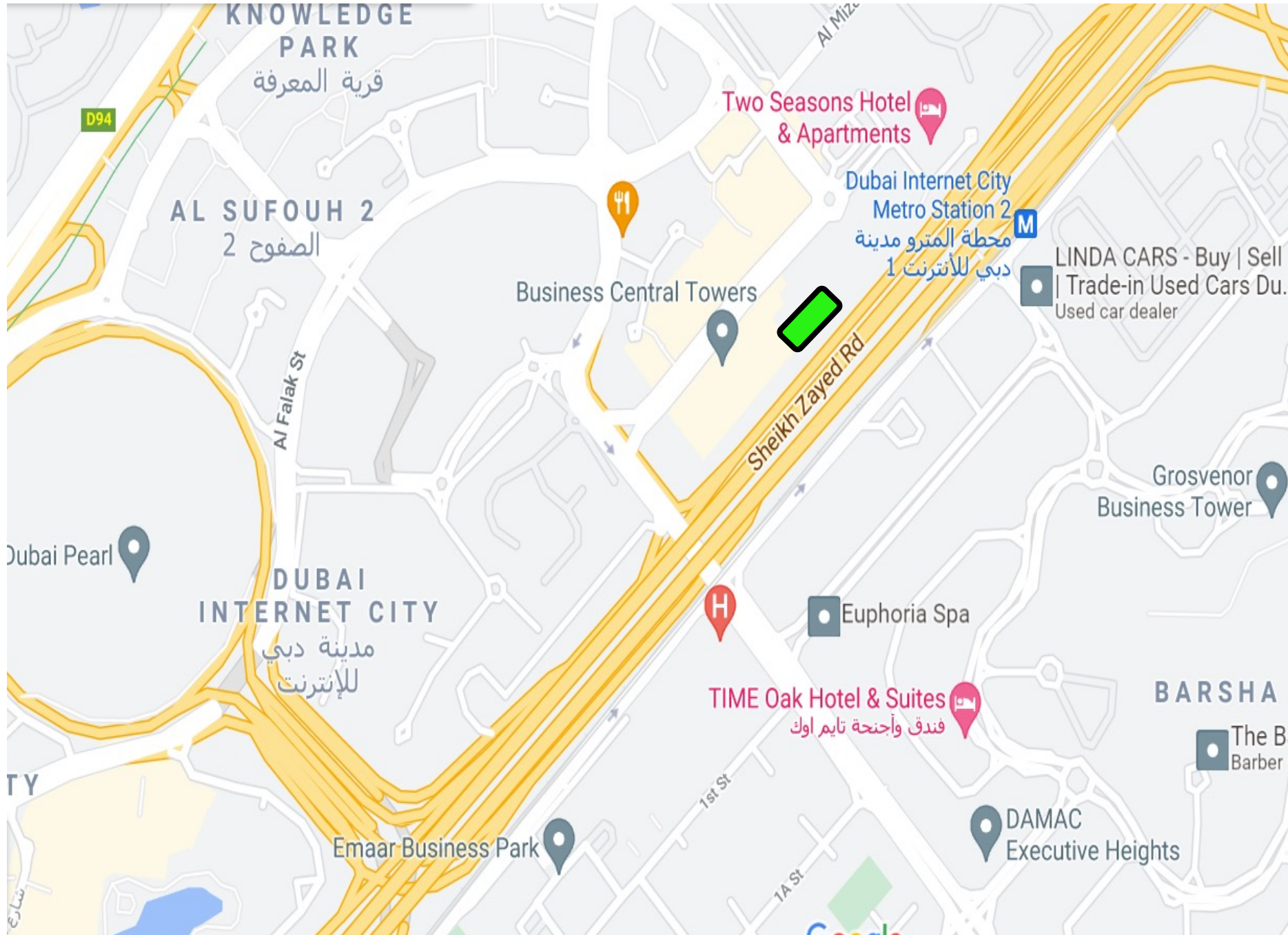
90x13m/ unit
Frontlit Media

Standalone Hoarding

1 face
Static

Gross AED 900,000

[1] SZR Hoarding TECOM



COVERING TRAFFIC

Heading to ; Media city, Palm Jumeirah, Internet City, Sufouh, Marina, JLT, TECOM

750,000

Average cars per day



[2] SZR Hoarding 1st Interchange



Located on Sheikh Zayed
Road main highway before 1st
interchange

100m x 15m
Frontlit Media

Standalone Hoarding

1 face
Static

Gross AED 800,000

[2] SZR Hoarding 1st Interchange



COVERING TRAFFIC

Heading to ; City walk, Burj Khalifa, Dubai Mall, Trade Center, Hotels, Jumeirah, Deira , Airport, Difc

750,000

Average cars per day



[3] Hoarding A Hessa Street



Located on main Hessa street before Al Khail exit

90x13m / unit

Frontlit Media

Standalone Hoarding

1 face

Static

Gross AED 550,000

[3] Hoarding B Hessa Street



Located on main Hessa street before Al Khail exit

90x13m / unit

Frontlit Media

Standalone Hoarding

1 face

Static

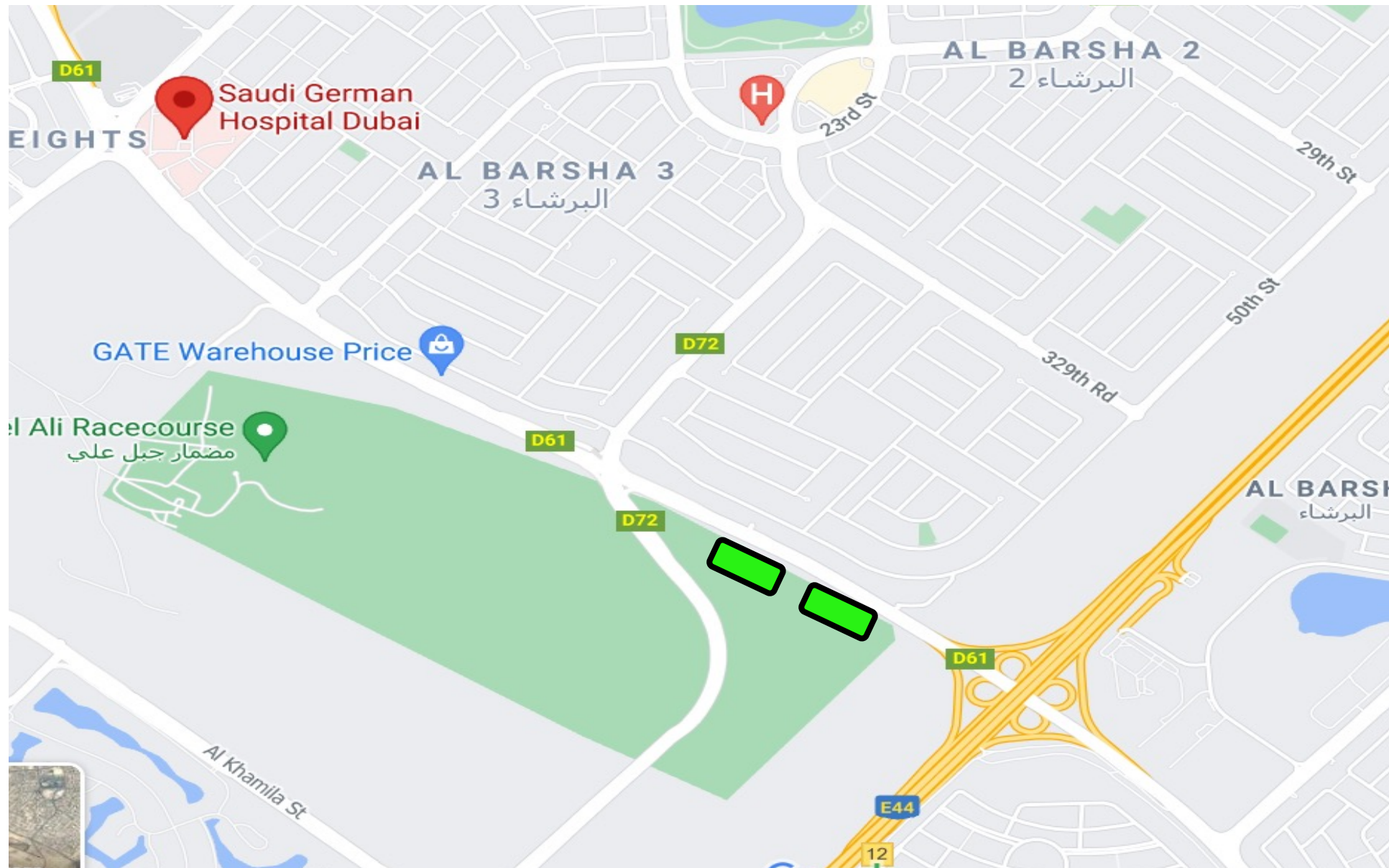
Gross AED 550,000

[3] Expo Hoarding Hessa Street



COVERING TRAFFIC

Heading to ; Barsha , Motor&Sport city,
JVT & JVC , Tecom , Hospitals ,Dubai
Hills, Arabian Ranches EXPO2020



350,000
Average cars per day



[4] MBZ Hoarding A Main Highway



Located on MBZ main
highway after Mirdiff City
Centre

100x15m / unit
Frontlit Media

Standalone Hoarding

1 face
Static

Gross AED 650,000

[4] MBZ Hoarding B Main Highway



Located on MBZ main
highway after Mirdiff City
Centre

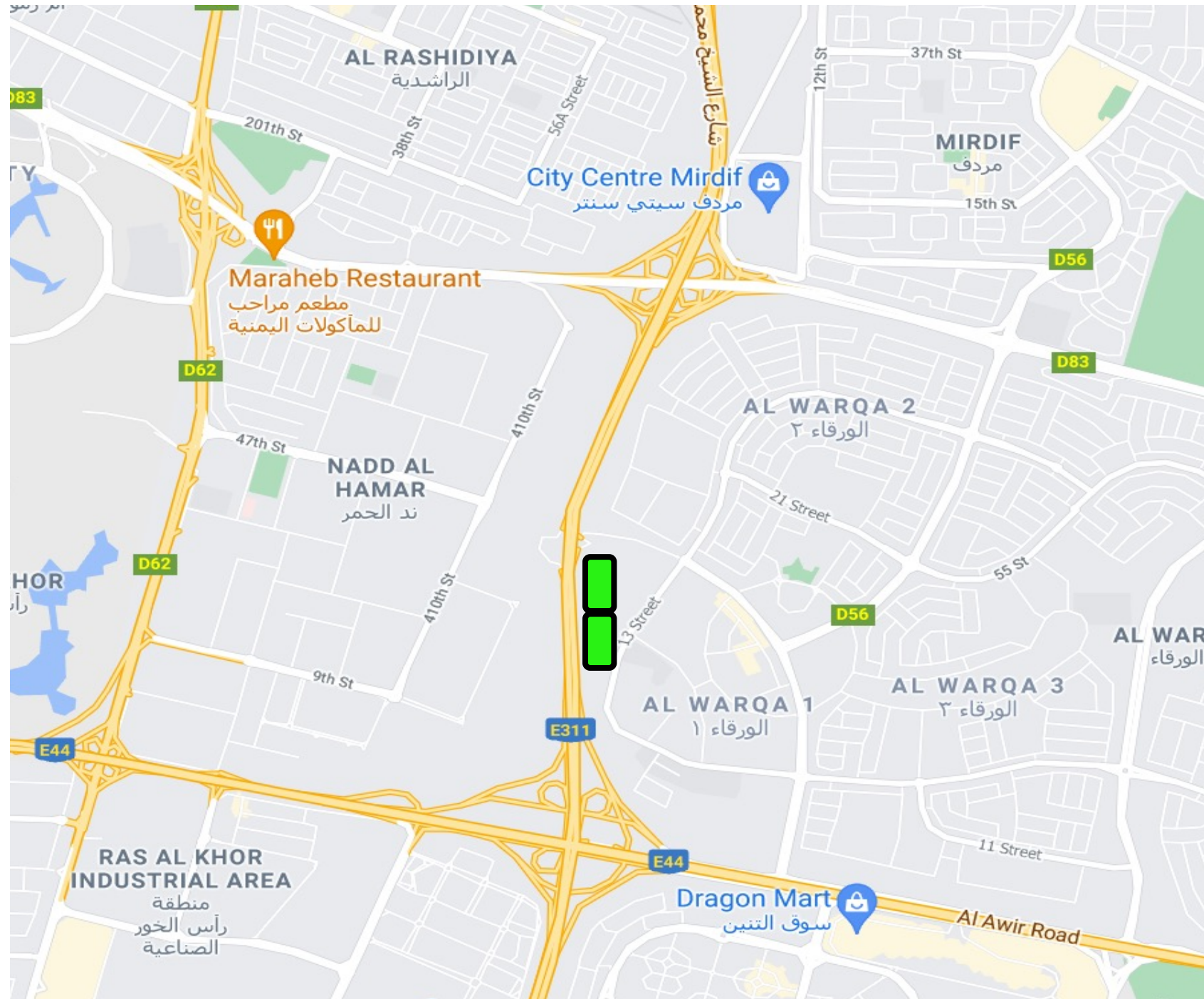
100x15m / unit
Frontlit Media

Standalone Hoarding

1 face
Static

Gross AED 650,000

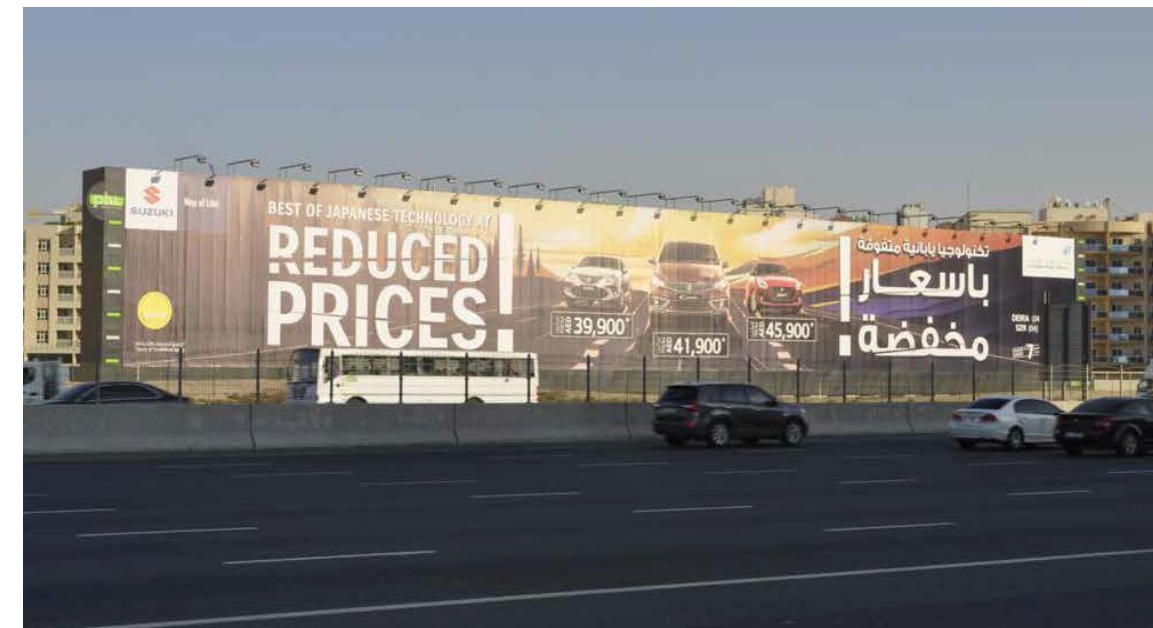
[4] MBZ Hoarding Main Highway



COVERING TRAFFIC

Heading to ; Sharjah, MCC, Al Khor, Mushref, Dragon, Global Village , IMG world, Al Maktoum Airport

750,000
Average cars per day



[5] Mega LED Screen Marina District



Located on MBZ main highway
after Mirdif City Centre

20m x 8.1m / unit
LED Ultra HD

Standalone Digital Screen

1 face

Digital

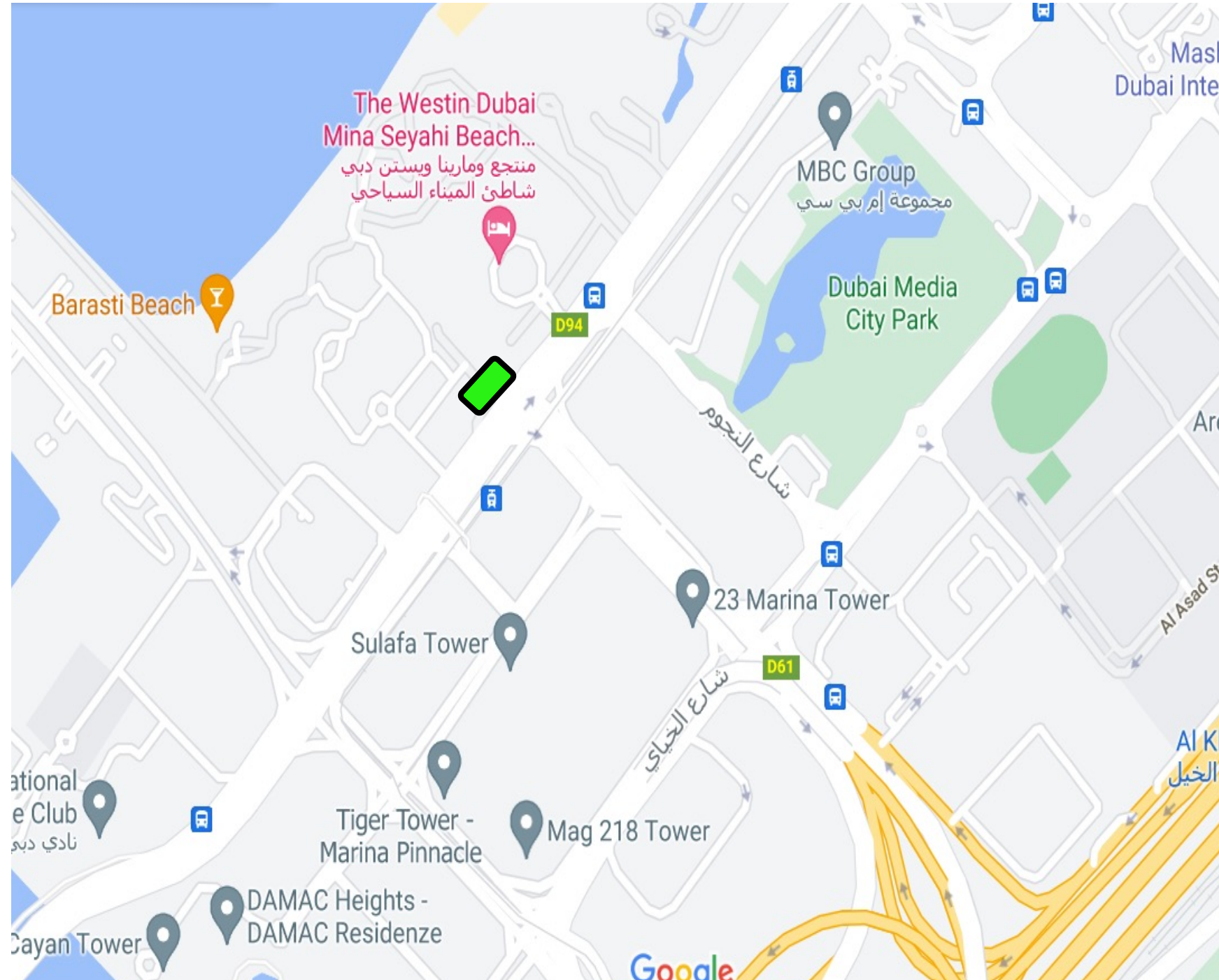
n/a

[5] Mega LED Screen Marina District



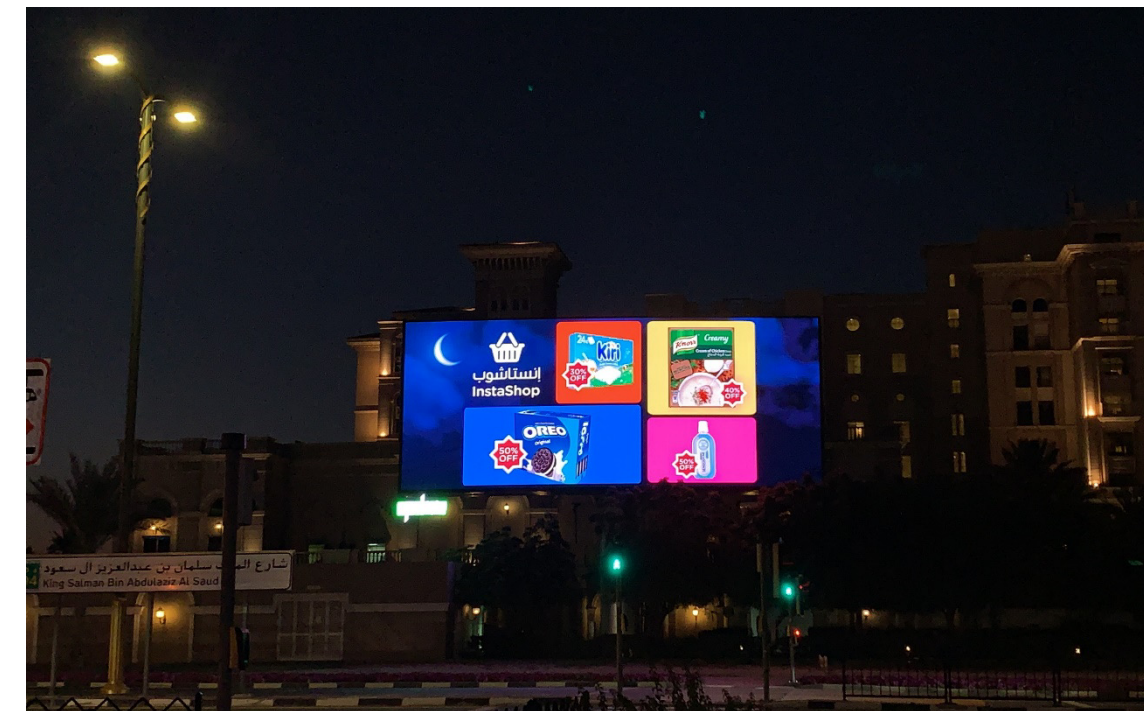
COVERING TRAFFIC

Heading to: JBR, Marina, Dubai Media City, Internet City, Jumeirah Palm, Burj Al Arab, Hotels, Beaches



250,000

Average cars per day



[6] Digital Screen SZR –3D Water Canal Gateway



Located on SZR main highway
facing DXB Canal

32m x 8.1m
LED Ultra HD

Standalone Digital Screen

1 face
Digital

Gross AED 575,000

[6] Digital Screen SZR – 3D Gateway



COVERING TRAFFIC

Located on Sheikh Zayed Road
between Burj Khalifa and Canal

It is visible to all Major business and household
road users.

Landmark: interchange 1 , Burj Khalifa , business
Bay, Downtown.

750,000

Average cars per day

[7] Backlit Bridge Banners SZR – Zabeel Area



Located on SZR main
highway

40m x 2.4m per face

Static

Standalone Bridge Banner

2faces
DXB & AUH Bounds

Gross AED 450,000

[7] Backlit Bridge Banners SZR – Zabeel Area

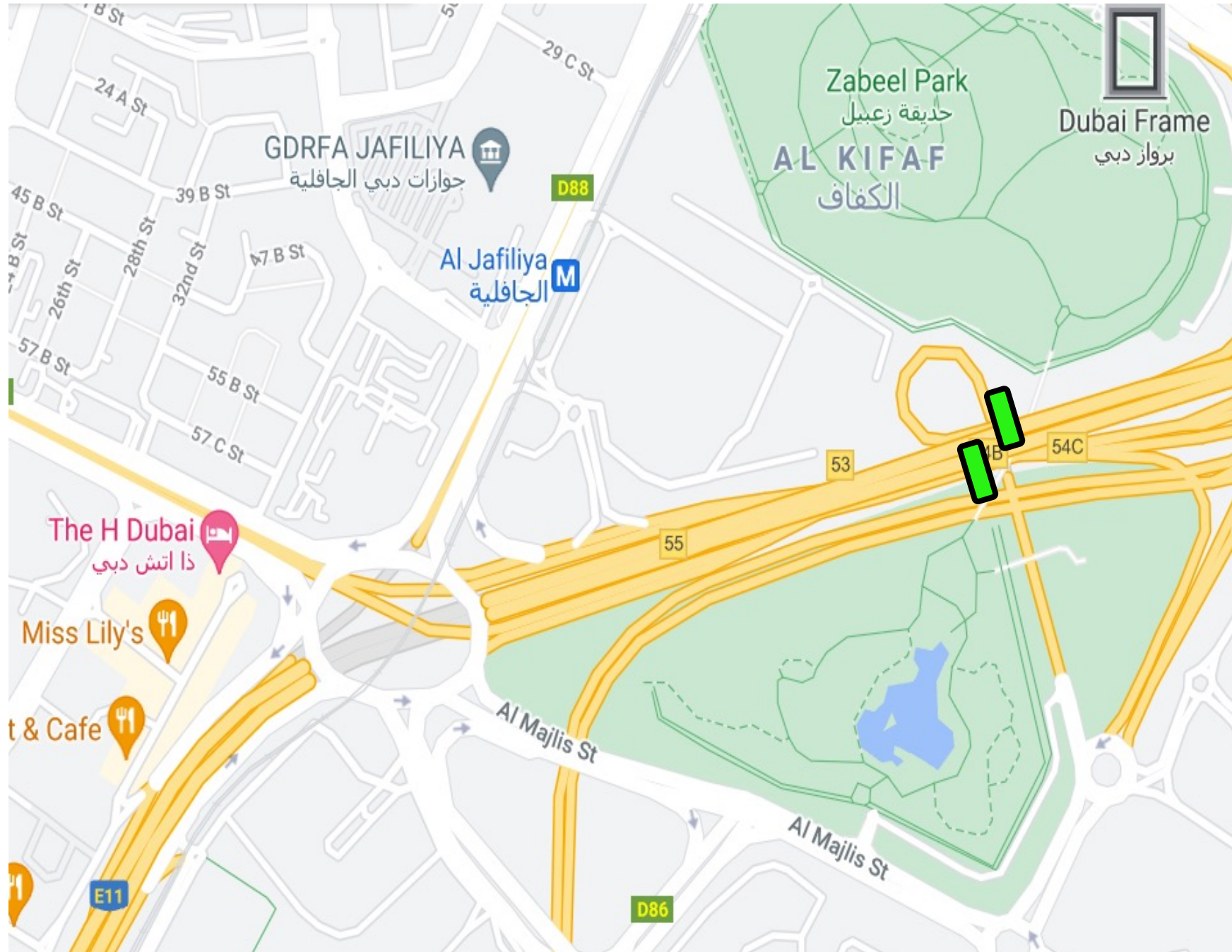


COVERING TRAFFIC

Heading to ; trade center, Dubai mall, Jumeirah, Beaches, Burj Khalifa, Dubai Canal, Deira, Sharjah, Wafi

750,000

Average cars per day





16 x 8 meters



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