



# **COMPANY OVERVIEW AND PORTFOLIO**

## ABOUT US

We are all about 'Upscale'-ing your brand to new heights and levels! We pride ourselves with the outstanding results we've seen after innumerable collaborations with some of the most distinguishable media companies in the MENA region.

Turning into a media hub across Dubai & Lebanon – and soon in Saudi Arabia! – providing all essential marketing services stands as a proof of our robust & comprehensive marketing strategies that distinguishably meet all brands' needs.





## WHY US

At Upscale Digital, we blend creativity with technology to elevate your brand. Our team of experts is committed to delivering tailored digital solutions that drive measurable growth.

Whether it's innovative web development, impactful marketing strategies, or engaging content, we prioritize your success with every project.

Trust us to help you stay ahead in the digital landscape.



## OUR STORY

Upscale was built on the image of climbing a ladder of success; after working for years with some of the most distinguished media companies in the Mena region and reaching ultimate results, Upscale Digital assembled a media hub encompassing the necessary services.

Upscale Digital analyses your business to develop a comprehensive marketing strategy that covers all your marketing needs.



## MISSION STATEMENT

Our Mission? **Boost your business's exposure.**  
How? By using the latest advancements and creations in social media and online marketing. If you're looking for the creation of content that resonates with your target audience while also driving success and higher revenue streams, then Upscale Digital effortlessly exceeds your expectations with a mind-blowing network of influencers and opinion leaders that boost your reach and impact your targeted audience.



**CORE  
VALUES**

**Integrity & Respect**

We believe that transparency in communication and in practice are at the heart of our ethical business practices.

**Passion & Commitment**

We are driven by our dedication to delivering customized, exceptional, and customer-focused experiences.

**Innovation & Creativity**

We always come to you with fresh ideas and cutting-edge solutions!

# OUR SERVICES

## ● MARKET STUDY

At Upscale Digital, our “Market Study” service is tailored to empower businesses with actionable insights and a competitive edge in the digital realm.



Social &  
Digital Listening



Audience Analysis



Benchmarking

## ● MARKETING & BRAND STRATEGY

In our “Marketing and Brand Strategy” service at Upscale Digital, we blend innovative thinking with analytical rigor to craft strategies that resonate and endure. By aligning these strategies, Upscale Digital empowers your brand to not just compete but set new industry standards.



Brand Strategy



Marketing Strategy



Market Research

## ● DATA ANALYTICS

At Upscale Digital, we empower businesses to harness the full potential of their data through our comprehensive “Data Analytics” services



Empowering businesses  
through data analytics



Driving growth with  
strategic insights



Maximizing the value  
of your data

## ● BRANDING

In today's competitive market, Upscale Digital creates an emotional connection beyond simply making your brand presentable, authentic, and innovative brands that connect with your customers.



Brand and Guideline  
Design



Brand messaging, audit  
& naming



Brand research, launch  
& management

## ● SOCIAL MEDIA MANAGEMENT

Upscale Digital utilizes content calendars and collaborates with influencers to keep your social media pages active and engaging.



Engage with  
your audience



Show off your products



Find potential customers

## ● CONTENT CREATION

Using effective content creation Upscale Digital attracts new followers and creates sales through your social audiences while also helping you monitor your social media pages and to deliver meaningful and compelling content.



SEO-driven content  
for visibility



Tailored content for  
diverse platforms



Creative and clear  
communication



Engaging storytelling  
that connects



## ● DIGITAL MARKETING SERVICES

Upscale Digital specialists have experience running ads on the following social platforms: Instagram, Facebook, Snapchat, TikTok, Pinterest, YouTube, Twitter, and LinkedIn. Upscale Digital designs a customized plan that puts you where your intended users spend most of their time.



An appropriate  
target audience



Search Engine  
Optimization (SEO)



Data-Driven  
Paid Advertising

## ● E-COMMERCE SERVICES

Elevate your business and embrace the evolution of online shopping! In today's digital landscape, having a robust e-commerce platform is essential for staying competitive.



Customized  
website development



Strategic marketing  
campaigns



Streamlined packaging  
and delivery logistics



Secure payment  
gateways

## ● WEBSITE CREATIONS & DEVELOPMENT

Upscale Digital ensures that your website design is practical and meets the needs of your audience while being mobile-friendly. A team of expert web designers turns your vision into a website showcasing your brand, story, team, and products.



Practical and  
Mobile-Friendly Design



Expert Team  
Collaboration



Comprehensive  
Web Design Process

## ● MOBILE APP DEVELOPMENT

Upscale Digital utilizes content calendars and collaborates with influencers to keep your social media pages active and engaging.



Platform Creation



Expanded Sales  
Channels



Exceptional Digital  
Experiences

## ● PR SERVICES

Upscale-digital's commitment allows for the assembling of growth and the protection of each client's brand. A public relations team helps you build relationships with the media, establish brand credibility, and build SEO traffic.



PR consultancy



Reputation & crisis  
management



Media relations and  
services in MENA

## ● PHOTOGRAPHY & VIDEOGRAPHY SERVICES

At Upscale Digital, we specialize in capturing the essence of your brand through professional photography and videography services. Our talented team is dedicated to delivering high-quality visuals that tell compelling stories and engage your audience.



Design and Produce  
videos and Audio



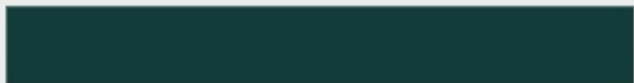
Professional  
Photography



Motion Graphics &  
Animation

**PROJECTS**  
BRANDING







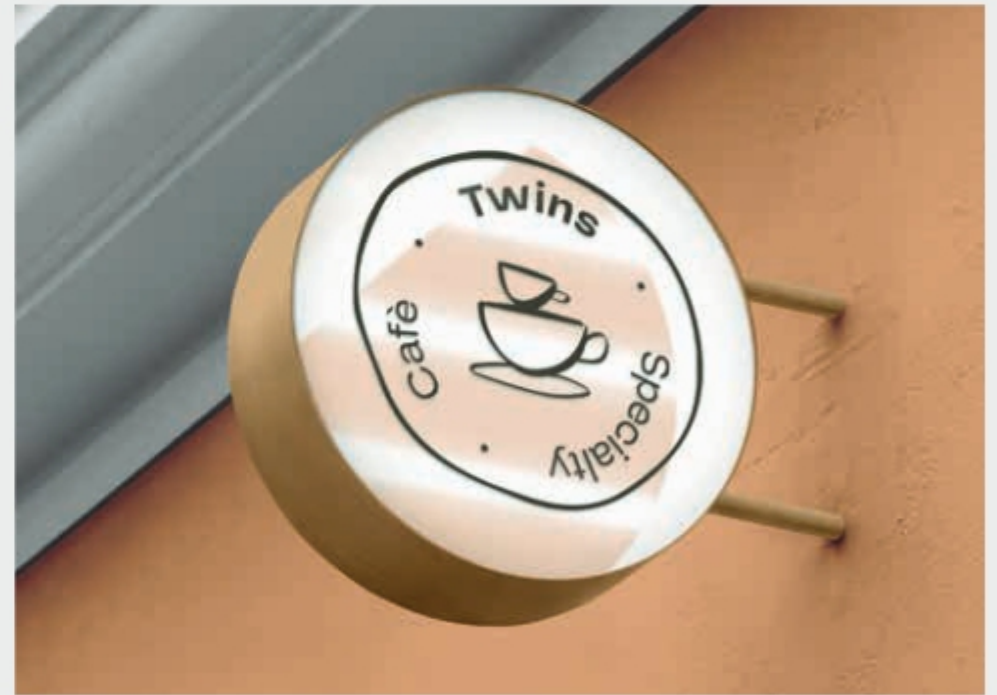
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RO**



**Turning  
Dreams  
into Reality.**





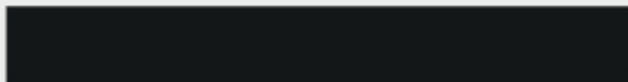






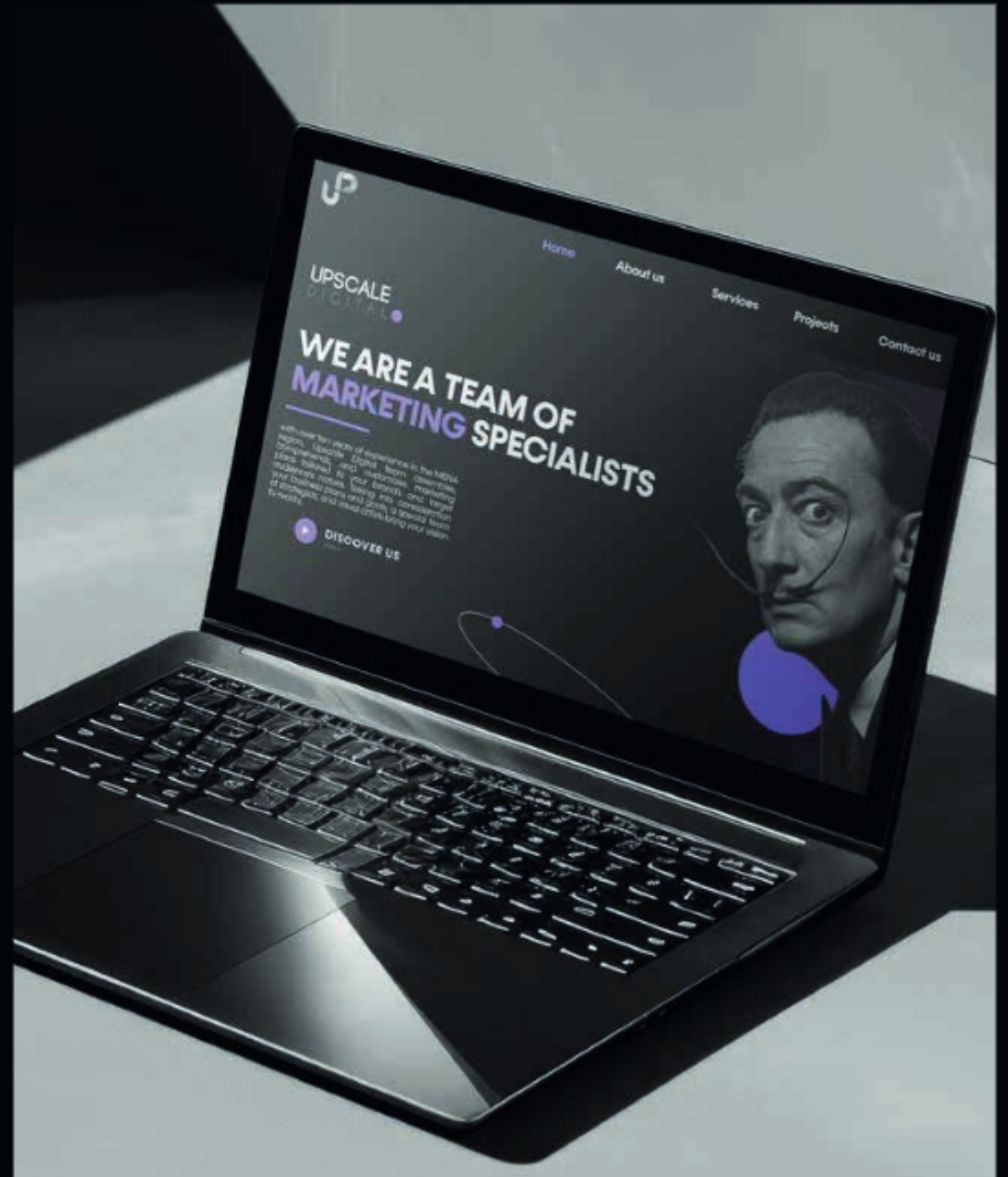








**PROJECTS**  
WEBSITE DESIGN  
& DEVELOPMENT

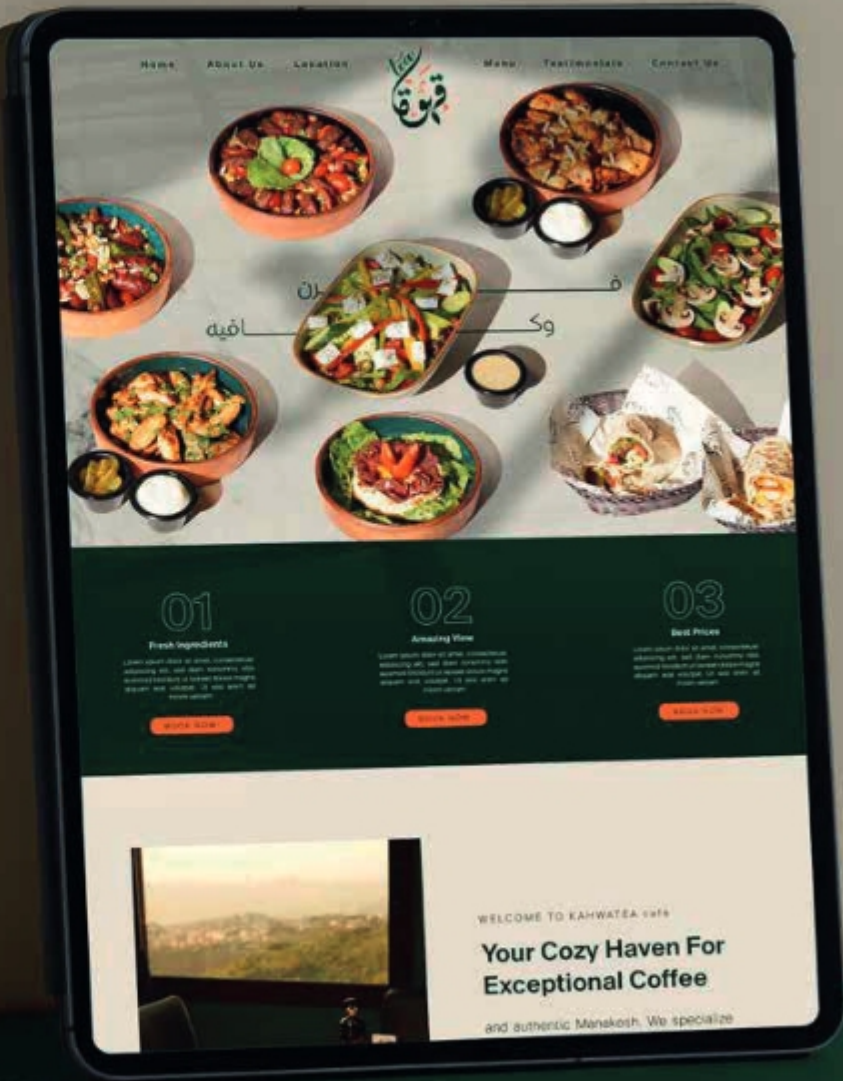


**Client: Upscale Digital**  
Website design & development

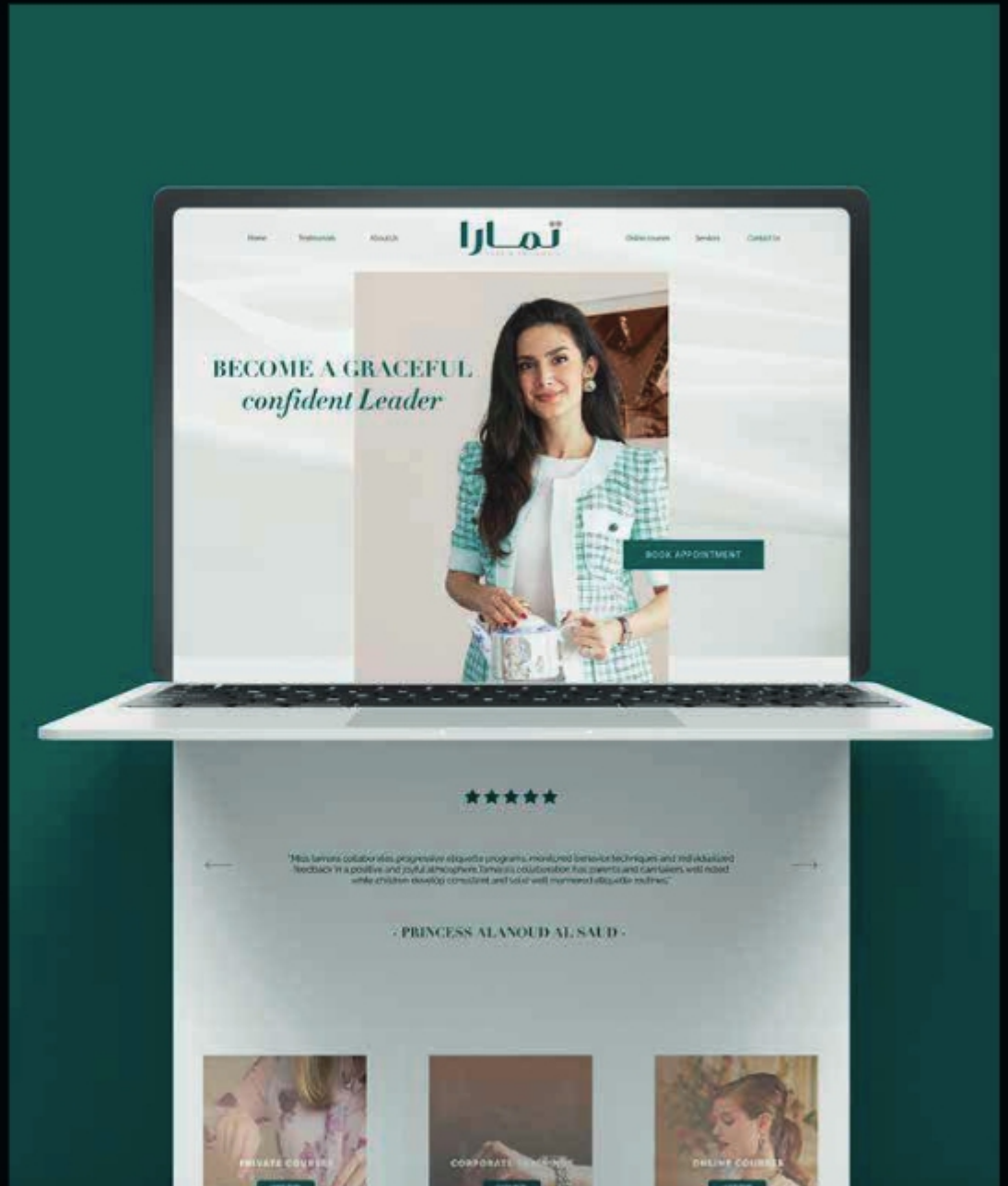


**Client: Mustale Digital**  
Website design & development

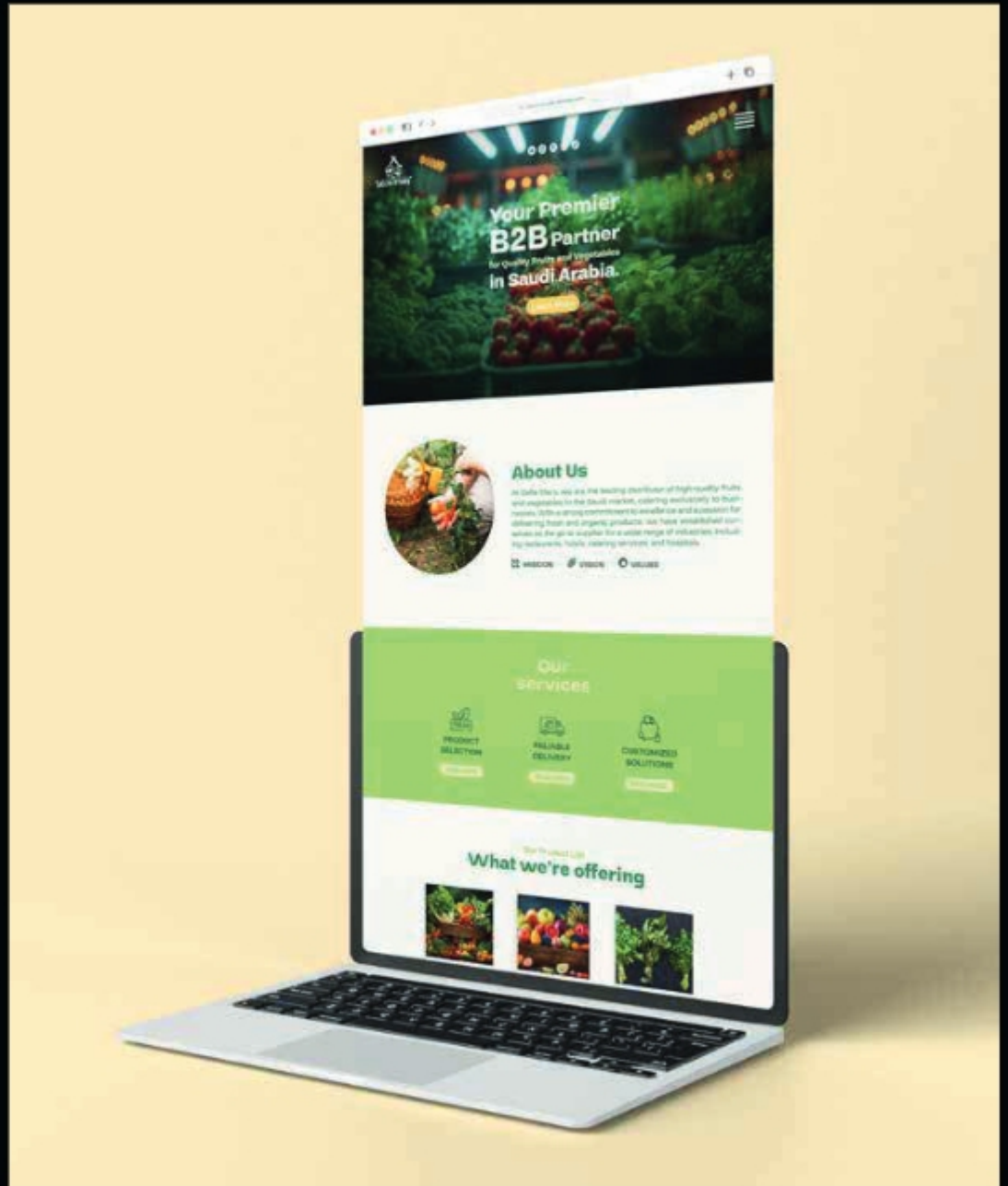




**Client:**  
Website design & development



**Client: Tamara**  
Website design & development



**Client:**  
Website design & development

Reventon

What are you looking for?

*lets have a party!*  
**WE CREATE,  
 YOU CELEBRATE !**

CONTACT US

*lets cheer!*  
 We'll make your next celebration  
 very special !

←

Graduation

Birthday

Wedding

→

**CAKE TOPPERS**

Great quality items at great prices. We have a wide range of cake toppers to suit all occasions. Choose from our collection of customisable, personalised cake toppers.

Special 1st Birthday

11 Add to cart

Special 1st Birthday

12 Add to cart

Special 1st Birthday

13 Add to cart

**BEST SELLERS**

Special 1st Birthday

14 Add to cart

Special 1st Birthday

15 Add to cart

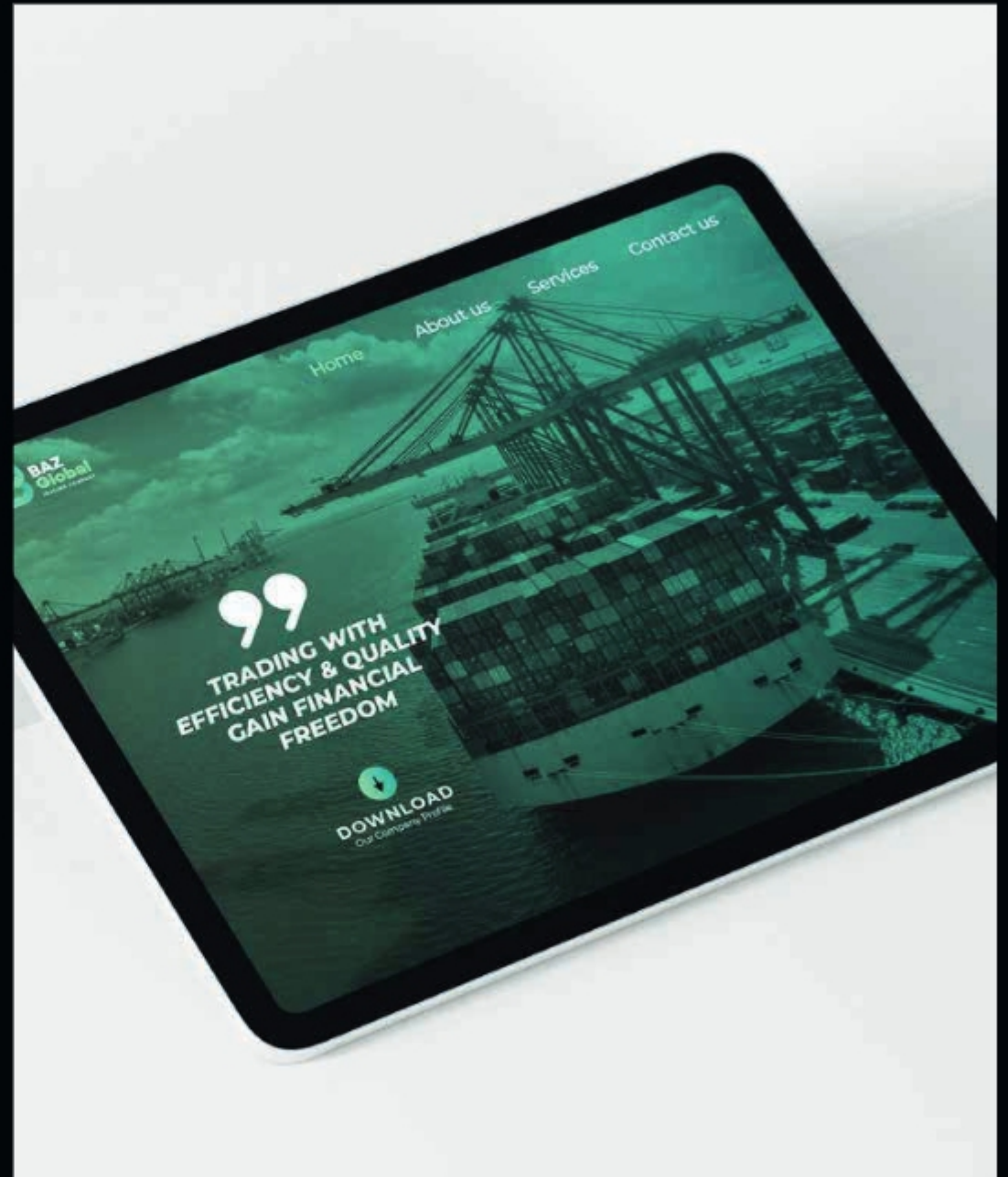
Special 1st Birthday

16 Add to cart

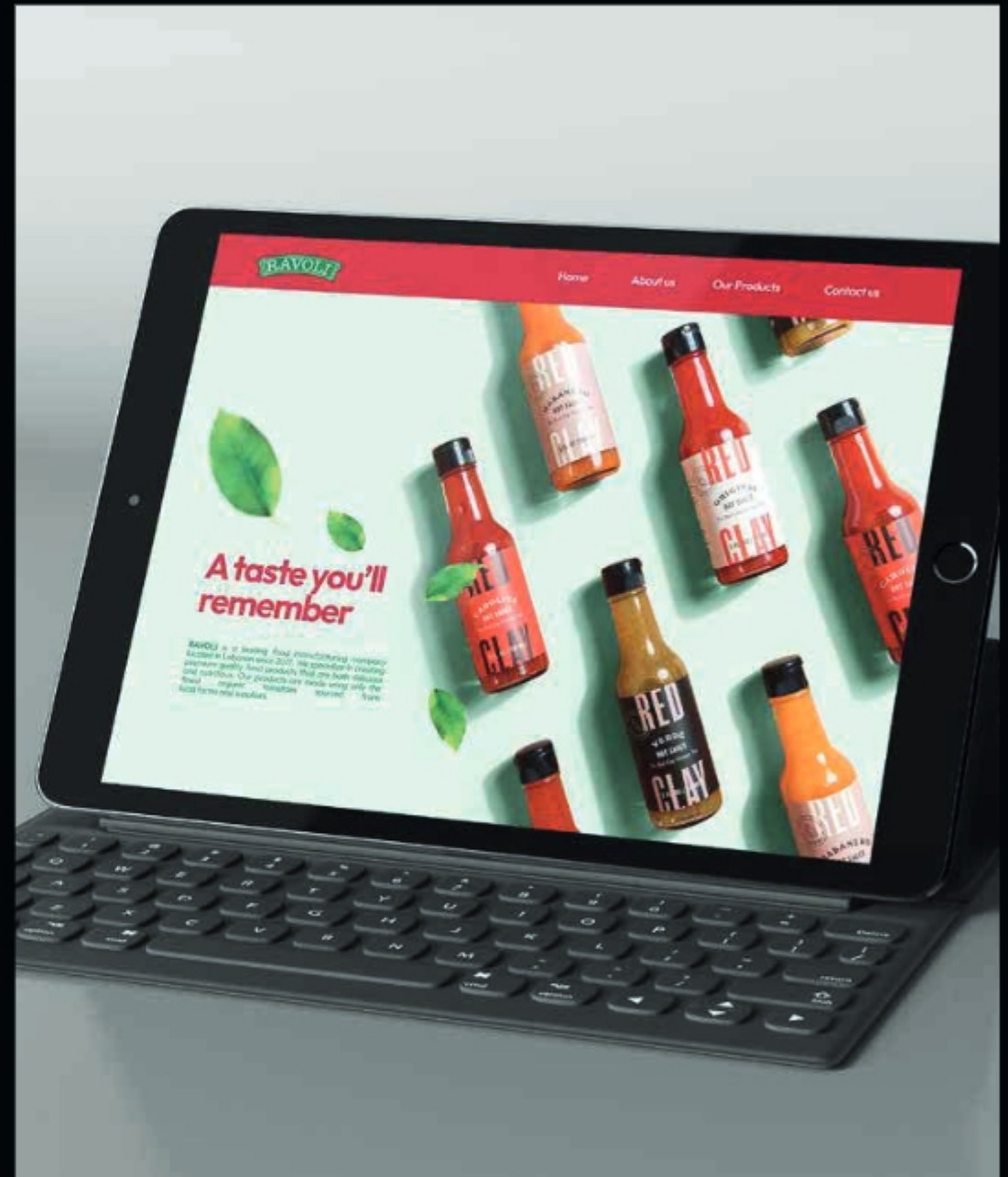
Special 1st Birthday

17 Add to cart

**Client: Reventon**  
 Website design & development



**Client: BAZ Global**  
Website design & development



**Client: Ravoli**  
Website design & development

**PROJECTS**  
CORPORATE IDENTITIES

## OVER VIEW

### UPSCALE IS A TEAM OF MARKETING SPECIALISTS

With over ten years of experience in the MENA region, Upscale Digital team consists of strategists, copywriters, and digital marketing professionals focused on your brand's and target audience's needs. Having full comprehension your business plans and goals, a special team of strategists and creatives bring your vision to reality.

### نبذة عن الشركة

بأكثر من عشر سنوات من الخبرة في منطقة الشرق الأوسط، فريق Upscale Digital يتكون من خبراء التسويق، كتابي، ومختصين في التسويق الرقمي، وجميعهم يركزون على احتياجات علامتك التجارية وجمهورك المستهدف. بفضل فهمنا العميق لخطط عملك وأهدافك، فريقنا من الاستراتيجيين والمبدعين يجلب رؤيتك إلى واقع ملموس.



### تشمل خدماتنا:

- استشارة واستراتيجية التسويق الرقمي
- إدارة الحملات
- إدارة المحتوى
- إدارة وسائل التواصل الاجتماعي
- إدارة العلاقات العامة
- إدارة السمعة
- إدارة الإعلانات

### SERVICES INCLUDED:

- Marketing Consultancy and Strategy
- Branding
- Social Media Management
- Content Creation
- Digital Marketing Services
- Website Acquisition Strategy
- E-commerce Services
- Website Creation and Development
- Public Relations Services

Client: Upscale Digital  
Company Profile





**Client: Must**  
Company Profile



جلب النضارة إلى عملك

# BRINGING FRESHNESS TO YOUR BUSINESS

## OUR MISSION

### مهمتنا

Our mission at Ooba Bites is to be the premier provider of premium fresh and refrigerated to businesses in Gulf States. We strive to deliver unmatched quality, reliability, and convenience, ensuring we always create outstanding culinary experiences for their customers. Through sustainable practices and a customer-centric approach, we aim to contribute to the success and growth of our valued partners.

في قلب كل مشروع في الشرق الأوسط، نلتزم بتقديم أفضل جودة من المنتجات الطازجة والمبردة للشركات في دول الخليج. نسعى لتقديم خدمة لا مثيل لها من حيث الجودة والموثوقية والراحة، لضمان أننا نخلق تجارب طعام استثنائية لعملائنا. من خلال الممارسات المستدامة والتركيز على العميل، نسعى للمساهمة في نجاح ونمو شركائنا المحترمين.

## OUR VISION

### رؤيتنا

Our vision envisions a future where businesses in the Gulf States enjoy access to the finest fresh and refrigerated, with high standards of excellence in the food industry. We aspire to be at the forefront of innovation, sustainability, and customer satisfaction, continuously expanding our reach and enhancing our product offerings to meet the evolving needs of our clients.

تخيلنا مستقبلًا حيث يمكن للشركات في دول الخليج الوصول إلى أفضل المنتجات الطازجة والمبردة، مع معايير عالية من التميز في صناعة الأغذية. نسعى لأن نكون في طليعة الابتكار والاستدامة ورضا العملاء، مع توسيع مداخمتنا وتحسين عروضنا باستمرار لتلبية الاحتياجات المتغيرة لعملائنا.

Client:  
Company Profile

COMPANY PROFILE

## WHAT WE DO

### ARCHITECTURE

Our team excels in creating beautiful and functional designs for diverse building types. With expertise in building design, engineering, and urban planning, we collaborate closely with clients to bring their vision to life.

### INTERIOR DESIGN

Interior design services

RAC ENGINEERING  
TRANSFORMING  
SPACES  
BEYOND  
EXPECTATIONS.

WHO WE ARE

## WHO WE ARE

RAC Engineering, LLC is a distinguished architectural and interior design firm based in Lebanon, founded in 2015. Our dedicated team specializes in both residential and commercial sectors, boasting a proven track record of creating spaces that uniquely cater to our clients' needs, reflecting their identity and personal style. With a commitment to exceptional service, we eagerly anticipate the opportunity to turn your next project into a reality.

رناك إنجنيئرنگ هي شركة معمارية ومصمم داخلي متميزة مقرها في لبنان. تأسست في عام ٢٠١٥، تضم فريقًا متخصص في كل من القطاعات السكنية والتجارية. افتخرون بسجل حافل بآثارهم معمارية في مشاريع مختلفة، الذي يعكس فهمهم الفريد لاحتياجات عملائهم مع التمسك بالالتزام والموثوقية الشخصية. نتطلع دائمًا إلى تقديم خدمة استثنائية، نتطلع دائمًا إلى الفرصة لتحويل مشاريعك القادمة إلى واقع.



**Client:**  
Company Profile

COMPANY PROFILE

## OUR CORE VALUES



### INTEGRITY

We uphold the highest ethical standards in all our business dealings.



### QUALITY

We are committed to delivering premium products and exceptional services.



### INNOVATION

We strive to continually improve our range of goods, services, and processes.



### RESPECT

We value our business relationships and treat all stakeholders with fairness and respect.



### ACCOUNTABILITY

We stand by our responsibilities and ensure transparency in all our actions.

## WHY BAZ GLOBAL

With a prime location in the Sharjah Publishing City Free Zone and a dedicated team of professionals, BAZ Global FZE is uniquely positioned to offer unparalleled distribution and trading solutions. We are committed to connecting customers with quality products and assisting businesses in expanding their reach through our comprehensive services.

Client: BAZ Global  
Company Profile



**Client: Ink N Pixel**  
Company Profile



# CONTACT US

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