

**GLOBAL** Edge  
A D V E R T I S E M E N T S

# Global Edge Advertisements LLC:

## Company Overview (2025)

Founded in 2010, Global Edge Advertisements LLC continues to redefine the advertising landscape as a smart, results-driven, full-service integrated agency. With over a decade of experience, we leverage innovative strategies that extend budgets and deliver exceptional ROI, enabling us to connect with even the most elusive consumers swiftly and effectively. Our partnerships with a diverse range of leading advertisers and publishers position us as one of the most powerful and experienced media platforms in the UAE. We pride ourselves on offering the most comprehensive, flexible, and precise targeting media solutions available, ensuring that our clients achieve outstanding results from their advertising efforts. Our strong relationships with nearly all media publications in the UAE and the wider GCC region empower us to provide expert guidance on optimal advertising strategies, timing, and placements.

### Key Highlights

- **Established Expertise :** Over 15 years of industry experience.
- **Innovative Solutions :** Continuously evolving strategies to maximise ROI.
- **Comprehensive Services :** Media planning, buying, and targeted advertising.
- **Strategic Partnerships :** Collaborations with top-tier advertisers and publishers.
- **Advanced Targeting :** Unmatched flexibility and accuracy in media targeting.

### Future Vision

As we move forward, we remain committed to pushing boundaries, embracing new technologies, and adapting to the ever-changing media landscape to deliver unparalleled advertising solutions.

Proudly partnering with these exceptional brands to bring their visions to life.

**wasi**

**Aster**

We'll Treat You Well



جامعة الشارقة  
UNIVERSITY OF SHARJAH

**FAKHRUDDIN**

PROPERTIES



منطقة عجمان الحرة  
Ajman Free Zone



# As the exclusive advertising partner of Sharjah International Airport,

We command an unrivalled presence in one of the UAE's most strategic transport hubs. Our premium advertising spaces capture the attention of millions of international travellers, offering brands unprecedented exposure in this vital gateway between East and West. Our extensive network of advertising displays spans every key touchpoint throughout the passenger journey. From spectacular digital screens at check-in to innovative brand experiences in baggage claim, we transform the airport environment into powerful marketing opportunities. With access to prime locations across terminals, departure gates, arrival halls, and exclusive VIP areas, we deliver maximum visibility to a diverse, affluent audience.

Our expertise in airport advertising goes beyond just space provision. We understand the unique dynamics of airport environments and passenger behaviours, enabling us to create impactful advertising solutions that resonate with traveling consumers. Our strategic placement ensures your brand message reaches decision-makers, business travellers, and luxury consumers at key moments throughout their journey. With state-of-the-art digital displays, large-format premium sites, and innovative advertising solutions, we offer unparalleled opportunities for brands to make lasting impressions. Our end-to-end service ensures seamless campaign execution, from creative adaptation to installation and maintenance, making airport advertising both impactful and effortless for our clients.



مطار الشارقة  
**Sharjah Airport**

# CORE ADVERTISING SERVICES

## OUTDOOR MEDIA

- Premium Hoarding
- Premium Billboards
- Digital LED Screens
- Lamppost
- Bridge Banners
- Building Wraps
- Magacom
- Construction Sites
- Transit Media

## INDOOR ADVERTISING

- Hotel and restaurant
- Mall Displays
- Hospital and Clinic
- Office Buildings
- Retail Spaces
- Shopping Canters
- Exhibition Spaces
- Corporate Buildings

## AIRPORT ADVERTISING (SHARJAH)

- Terminal Displays
- Check-in Areas
- Baggage Claims
- Duty Free Zone
- Walkways
- Digital Screens

## PRODUCTION SERVICES

- Design & Artwork
- Large Format Printing
- Installation
- Maintenance
- Material Selection
- Quality Control

## CREATIVE SERVICES

- Campaign Design
- Visual Concepts
- Graphic Design
- Brand Identity
- Content Creation
- Artwork Development

## MEDIA PLANNING & BUYING

- Strategic Media Selection
- Rate Negotiation
- Bulk Space Booking
- Campaign Scheduling
- Budget Optimisation

DESIGN

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# OUTDOOR ADVERTISING

Outdoor advertising, also known as out-of-home (OOH) advertising, refers to any advertising that reaches the consumer while they are outside of their home. This form of advertising is designed to capture the attention of pedestrians and drivers in various environments, making it an effective way to promote products, services, or brands.

## CONCLUSION

Outdoor advertising remains a powerful tool for marketers looking to reach consumers in their daily environments. By leveraging various formats and strategic placements, brands can effectively engage with their target audience and enhance their visibility in the marketplace. If you have specific questions or need more detailed information about outdoor advertising, feel free to ask!

## Advantages of Outdoor Advertising

1. **High Visibility:** Outdoor ads are often placed in high-traffic areas, ensuring maximum exposure to a large audience.
2. **Targeted Reach:** Advertisers can choose locations that align with their target demographics.
3. **Cost-Effective:** Compared to other advertising mediums, outdoor advertising can be more affordable, especially for reaching a broad audience.
4. **Brand Recall:** Repeated exposure to outdoor ads can enhance brand recognition and recall.
5. **24/7 Presence:** Outdoor ads are visible at all hours, providing continuous visibility.

## Considerations for Outdoor Advertising

1. **Location:** The effectiveness of outdoor advertising is heavily dependent on strategic placement.
2. **Design:** Simple, bold designs with clear messages work best to capture attention quickly.
3. **Regulations:** Advertisers must be aware of local laws and regulations regarding outdoor advertising, including size restrictions and permits.
4. **Seasonality:** Certain campaigns may be more effective during specific times of the year, so planning is essential.



# INDOOR ADVERTISING

Indoor advertising refers to promotional messages displayed within indoor environments, such as shopping malls, airports, offices, gyms, and public transportation systems. This form of advertising targets consumers in a controlled environment where they are more likely to engage with the content. Below is an overview of indoor advertising, its benefits, types, and effective strategies.

## CONCLUSION

Indoor advertising presents a unique opportunity for brands to engage with consumers in a focused and controlled environment. By leveraging various formats and strategies, businesses can effectively capture attention, enhance brand recall, and drive conversions. As consumer behavior continues to evolve, indoor advertising remains a vital component of a comprehensive marketing strate

## Benefits of Indoor Advertising

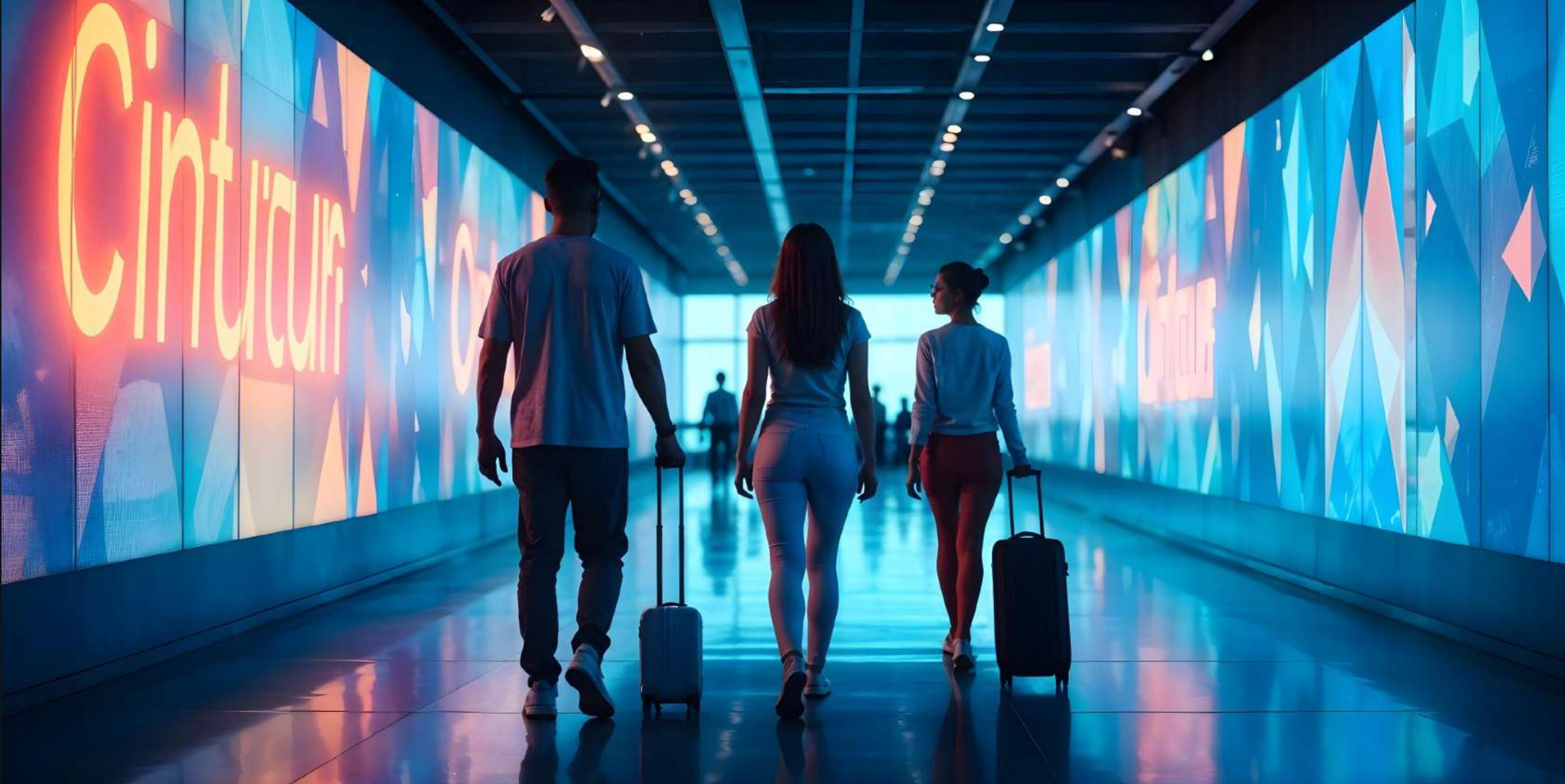
- Targeted Audience:
- High Engagement Rates:
- Longer Exposure Time:
- Variety of Formats:
- Enhanced Brand Recall:

## Types of Indoor Advertising

- Digital Signage:
- Posters and Banners:
- Point-of-Sale Displays:
- Interactive Kiosks:
- Floor Graphics:
- Wall Murals and Installations:
- Event Sponsorships:

## Effective Strategies for Indoor Advertising

- Location Selection:
- Clear Messaging:
- Leverage Technology:
- Create a Cohesive Brand Experience:
- Engage the Senses:
- Monitor and Adapt:



## AIRPORT ADVERTISING IN THE SHARJAH

Airport advertising refers to the practice of promoting products or services within airports, targeting travelers and airport visitors. This form of advertising leverages the unique environment of airports to reach a captive audience, often characterized by longer dwell times and high foot traffic.

### CONCLUSION

Indoor advertising presents a unique opportunity for brands to engage with consumers in a focused and controlled environment. By leveraging various formats and strategies, businesses can effectively capture attention, enhance brand recall, and drive conversions. As consumer behavior continues to evolve, indoor advertising remains a vital component of a comprehensive marketing strategy.

### Benefits of Airport Advertising in the UAE

#### Targeted Audience:

- High Engagement Rates:
- Longer Exposure Time:
- Variety of Formats:
- Enhanced Brand Recall:

#### Types of Indoor Advertising

- Digital Signage:
- Posters and Banners:
- Point-of-Sale Displays:
- Interactive Kiosks:
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#### Effective Strategies for Indoor Advertising

- Location Selection:
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## PRODUCTION SERVICES

Production services in the advertising sector encompass a variety of processes and resources aimed at creating compelling advertising content. These services are essential for brands looking to produce high-quality commercials, promotional videos, and other marketing materials that effectively communicate their message and engage their target audience.

### Benefits of Using Production Services for Advertising

- **Professional Quality:** Access to industry experts and advanced equipment ensures high production values.
- **Creative Expertise:** Collaboration with creative teams can lead to innovative and impactful advertising campaigns.
- **Time Efficiency:** Streamlined processes can help meet tight deadlines and deliver projects on time.
- **Brand Consistency:** Ensures that all advertising materials align with the brand's identity and messaging.

### CONCLUSION

Production services play a vital role in the advertising industry, helping brands create engaging and effective marketing content. By leveraging creative development, pre-production planning, high-quality production, and thorough post-production processes, businesses can enhance their advertising efforts and connect with their audience more effectively. Whether it's a television commercial, social media ad, or promotional video, professional production services are key to achieving impactful results.



## CREATIVE SERVICES

Creative services encompass a wide range of activities that focus on developing innovative ideas and concepts to effectively communicate a brand's message, engage its audience, and enhance its overall marketing efforts. These services are essential for businesses looking to build their brand identity, create compelling content, and drive customer engagement across various platforms.

### CONCLUSION

Creative services are essential for businesses aiming to communicate effectively, engage their audience, and build a strong brand identity. By leveraging the expertise of creative professionals in areas such as branding, content creation, digital marketing, and advertising, companies can develop innovative strategies that resonate with consumers and drive business success. Whether through eye-catching visuals, compelling narratives, or immersive experiences, creative services play a vital role in shaping a brand's presence in the marketplace.

### Key Components of Creative Services

1. Brand Development
2. Content Creation
3. Digital Marketing
4. Advertising Campaigns
5. User Experience (UX) and User Interface (UI) Design
6. Event and Experiential Marketing

### Benefits of Creative Services

- **Enhanced Brand Identity:** Creative services help establish a strong and memorable brand presence in the market.
- **Engagement and Connection:** Well-crafted content and campaigns foster deeper connections with the target audience.
- **Innovation and Differentiation:** Creative thinking leads to unique ideas that set a brand apart from competitors.
- **Increased ROI:** Effective creative strategies can drive higher engagement and conversion rates, ultimately leading to better returns on investment.



## MEDIA PLANNING & BUYING OVERVIEW

Media planning and buying are critical components of advertising that involve strategizing how to best reach a target audience through various media channels. The goal is to optimize the placement of advertisements to maximize exposure, engagement, and return on investment (ROI).

### CONCLUSION

Media planning and buying are essential for successful advertising campaigns. By strategically analyzing the target audience, selecting the right channels, negotiating favorable placements, and continuously optimizing performance, businesses can enhance their advertising effectiveness and achieve their marketing goals. Whether through traditional media or digital platforms, a well-executed media strategy can significantly impact brand visibility and overall success.

### Key Components of Media Planning & Buying

1. Media Planning
2. Media Buying
3. Performance Measurement

### Benefits of Media Planning & Buying

- Targeted Reach: Effective media planning ensures that ads reach the right audience, maximizing the chances of engagement and conversion.
- Cost Efficiency: Strategic buying can lead to better rates and placements, ensuring that budgets are used wisely.
- Increased Visibility: Well-planned campaigns enhance brand visibility across multiple channels, reinforcing messaging and brand recognition.
- Data-Driven Decisions: Continuous monitoring and analysis allow for adjustments based on real-time performance, leading to improved campaign outcomes.

# OUTDOOR MEDIA

PREMIUM HOARDING



PREMIUM BILLBOARDS



DIGITAL LED SCREENS



LAMPPOST



BRIDGE BANNERS



BUILDING WRAPS



MAGACOM



CONSTRUCTION SITES



TRANSIT MEDIA



DESIGN

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# INDOOR MEDIA

HOTEL AND RESTAURANT



MALL DISPLAYS



HOSPITAL AND CLINIC



OFFICE BUILDINGS



RETAIL SPACES



SHOPPING CENTRES



EXHIBITION SPACES



CORPORATE BUILDINGS



SCHOOLS



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# AIRPORT BRANDING SHARJAH

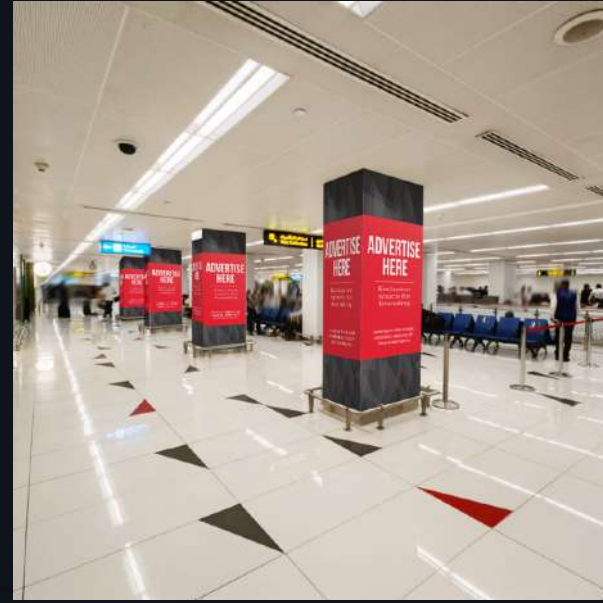
64 STATIC LIT LIGHT BOXES



STATIC UNLIT BOXES



3 PILLAS BRANDING



4 ESCALATOR BRANDING



8 HANGING BANNERS



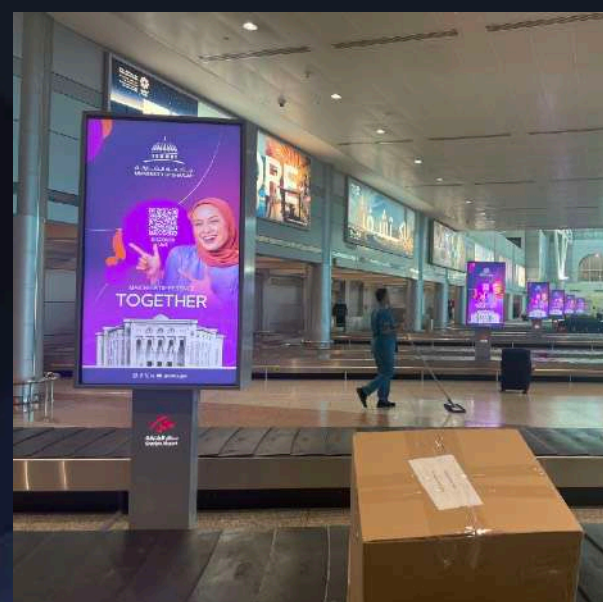
2 LIFT BRANDING



GLASS BRANDING



12 FACES DIGITAL SCREEN



74 APTV SCREEN



DESIGN

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# PRODUCTION SERVICES

DESIGN & ARTWORK



LARGE FORMAT PRINTING



INSTALLATION



MAINTENANCE



MATERIAL SELECTION



QUALITY CONTROL



DESIGN

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# CREATIVE SERVICES

GRAPHIC DESIGN



CONTENT CREATION



WEB DEVELOPMENT



BRAND STRATEGY



ADVERTISING AND MARKETING



ILLUSTRATION AND ANIMATION



EVENT DESIGN AND MANAGEMENT



CONSULTING SERVICES



DESIGN

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