



## MULTICULTURAL MARKETING & COMMUNICATION

Leader in the Multicultural Media Marketing for more than ten years



# ALLIED MEDIA PROVIDES ADVERTISERS TARGETED ACCESS TO ARAB MARKETS

## Who we are

Allied-Media is a professional communications company that focuses primarily on Arab American and other ethnic markets in the US. Our background is in Media, marketing and community relations. AMC's team of professionals have been instrumental in planning and executing campaigns on behalf of established corporations and organizations interested in the Arab American market.

## What Do we do?

- We develop multicultural media plans that best deliver our client's message to the Arab and Muslim American Market.
- We negotiate and buy multicultural media placement at the lowest available costs, with the best possible placement.
- We track and analyze results to optimize multicultural campaign activities and enhance **Return On Investment**.

## Why Us?

Our team has over two decades experience in multicultural media. We have developed and executed successful multicultural campaigns on behalf of various Fortune 500 companies and major Governmental Organizations such as **AT&T, Western Union, US Treasury Department, US Census Bureau and others**. Our clients include both public agencies and private corporations. We can work with various budget levels, whether it is a small regional campaign or a global effort. Through the years, we have established a strong relation with ethnic and multicultural media outlets, that, not only allows us to get low cost placement, but also to leverage premium positioning within advertising space. The deep knowledge of the culture is another strong point that gives us the competitive advantage to deliver your message accurately.



## Where do we do it?

We Plan and execute multicultural campaigns on a local, national and international levels. We can narrow cast multicultural campaigns based on particular needs, or expand them to reach as big of an ethnic audience as needed. As far as creating, developing and broadcasting your message, we produce our **prints, multimedia, audio-visuals and videos** locally at Allied Media's Studios. The deep knowledge of the cultures among our creative team helps produce effective communication campaigns for our clients.



## SERVICES



### Consulting Services

Allied Media consulting services provides answers that drive your business forward. Our job is to maximize your exposure through our grass roots understanding of local and regional communities.. Our goal is to provide you with unparalleled business tools that lead to optimal decisions, effective deployment of resources, and efficient processes.

### Public Relations

Allied Media ensures that the appropriate communication appears in key community media outlets, at the best time, to support client marketing goals.

We simplify the process of integrating communications through strategic positioning, creative branding and precise execution.

Allied Media's programs ensure that publicity, promotion or advertising is not the end result, but that each is part of an overall effort to better support sales and maximize client's goals.



### Media Placement

We negotiate and buy multicultural media placement at the lowest available costs, with the best possible placement. We track and analyze results so to optimize on multicultural campaign activities . We plan and execute multicultural campaigns on a local, national and international levels. we can narrowcast multicultural campaigns based on particular needs, or expand them to reach as big of an ethnic audience as needed. Our team has over two decades experience in multicultural media. Through the years, we have established a strong relation with ethnic and multicultural media outlets, that, not only allows us to get low cost placement, but also to leverage premium positioning within advertising space.



# MEDIA PRODUCTION



## Video, Multimedia and Print Production

Most firms today are using multiple and creative ways of reaching out to consumers. With a boom in multimedia and telecommunications the preferred ways of marketing are now through television, cable, dish and internet. They present a dynamic and interactive communication medium that is often more effective than the static version of print advertising. Most Ethnic consumers are tech savvy individuals with a high computer usage, and they are avid Television viewers with a high viewership of Ethnic programming, both broadcasted and cable.

We provide our clients a wide range of multimedia options. We offer our clients the production of professional television commercials, corporate and promotional videos, CD presentations and other digital media products with a range of functionality suited to your specific needs. Our services include research, artists, scripting, field and studio video shooting, sound recording, editing and final video production and presentation. We are agile and effective source of meeting your digital media marketing needs





# THE ARAB AMERICAN MARKET

## Introducing a niche market and the unique opportunity to tap its potential

Allied Media is the most compelling medium to reach one of the most affluent and fastest-growing segments of the US population. The Arab American population represents a loyal, young, educated and affluent market segment. The majority are American citizens who hold executive or sales positions or are entrepreneurs.



## Arab Americans

Arab Americans trace their roots to 22 countries in Africa and Asia that share a common language and heritage. Arab Americans are of many religions. The majority of Arab Americans are Christian -- Eastern Orthodox (e.g., Greek Catholic, Maronite, Coptic, Assyrian, and Chaldean), Roman Catholic, and Protestant but Muslims are the fastest growing segment of the community. The large majority of Arab Americans are native-born Americans, and 82% are U.S. citizens.

*Arab Americans have lower than average unemployment, higher income and education than their mainstream American counterparts, according to the most recent U.S. Census figures.*

The Arab American community has continued to grow, both in number and affluence through the 1990s, according to newly released figures from the U.S. Census taken in 2000.

The survey figures paint a picture of a population that continues to integrate itself into the national mosaic of American life. It is a vibrant community that is growing, well educated and relatively prosperous compared to the rest of Americans. At the same time, Arab Americans boast a higher entrepreneurial bent while reporting a lower unemployment rate, according to the Census.

## DIRECT MARKETING

Allied Media Corp has one of the largest and most current ethnic direct mailing database.

Allied Media Corp's mailing lists are compiled from subscribers, responders, census track data, and the application of a Proprietary "Ethnic Encoding System" to a nationwide household database. This data is then appended with additional data from National Credit Agencies to determine, Age, Income and Net Worth.

Our lists are periodically run against the NCOA (National Change of Address) file that is provided by the US Postal Service. The NCOA file is updated monthly. At AMC, we are in a constant state of update. We are always adding new names to our databases and purging out bad ones. The names that we purge are those that have moved and left no forwarding address, people that have passed away and other undeliverable addresses. All of our lists are guaranteed to be **90%** accurate in terms of information and **94%** deliverable.





# THE ARAB MEDIA MARKET

## ARABIC TELEVISION



Television for the Arab American market is varied and contains regional channels that cater to Arab Americans in areas like NY, Detroit and California. It also includes US feeds from major Middle East broadcasters such as LBC, Al-Jazeera, Egyptian, Lebanese TV networks and others. These broadcasters deliver programming that cater to their Arab American Audiences.

AMC has established strong relations with ARAB Broadcast Media that helps us deliver cost effective Media placement campaigns.

## ARABIC RADIO

Radio broadcasts cover some of the markets with the largest Arab American communities. Radio delivers localized and targeted news information for the community. Also included various small and niche programs that cater to various interests within the community.



# ARABIC NEWSPAPERS

Arab American publications are central to any effort to reach the community. Publications are present in the top ten cities with large community concentration. Publications cater to local community and reflect community diversity. AMC has acquired knowledge of community media and its relative effectiveness. AMC has built a track record in effective use of Arab American print media to deliver cost effective results to advertising clients.



## CLIENTS

Partial list of clients



FBI - TREASURY DEPARTMENT - DEPARTMENT OF STATE - JUSTICE DEPARTMENT - US ARMY



## CONCLUSION

Allied-Media is the leader in the Arab American marketplace communication. Our staff is not just familiar with the Arab American community we target, but they we are also part of it. We understand the Arab American marketplace, because we live in it and are familiar with its diversity and sections. We realize that talking to a Lebanese immigrant in Houston is different than reaching out to an Iraqi shop owner in Detroit.

We can help you communicate with this audience.