mint stalk

A Fresh Way To Grow Digital

OUR *offices*

Mint Stalk has a presence in the UAE, UK and USA, with each servicing clients strictly in their respective countries.

The teams are divided based on industry, and employees are specialized in their roles:

- Creative Designers
- Content Writers
- Community Managers
- Digital Campaign Managers
- Social Media Managers
- Client Servicing Directors
- Photographers
- Videographers

& More!

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ABOUT us

Mint Stalk Digital Marketing Agency is based in the UAE, UK and USA.

Services range from high quality Digital Content Production, E-commerce Development, Photography, Graphics, Video Content, Copy Writing, Campaigns and Social Media Management.

The Agency has 30 staff in total, each specialized in their role; from their Arabic Content Writers to their Animators, each employee has been hand-picked from top global institutions such as Oxford university.

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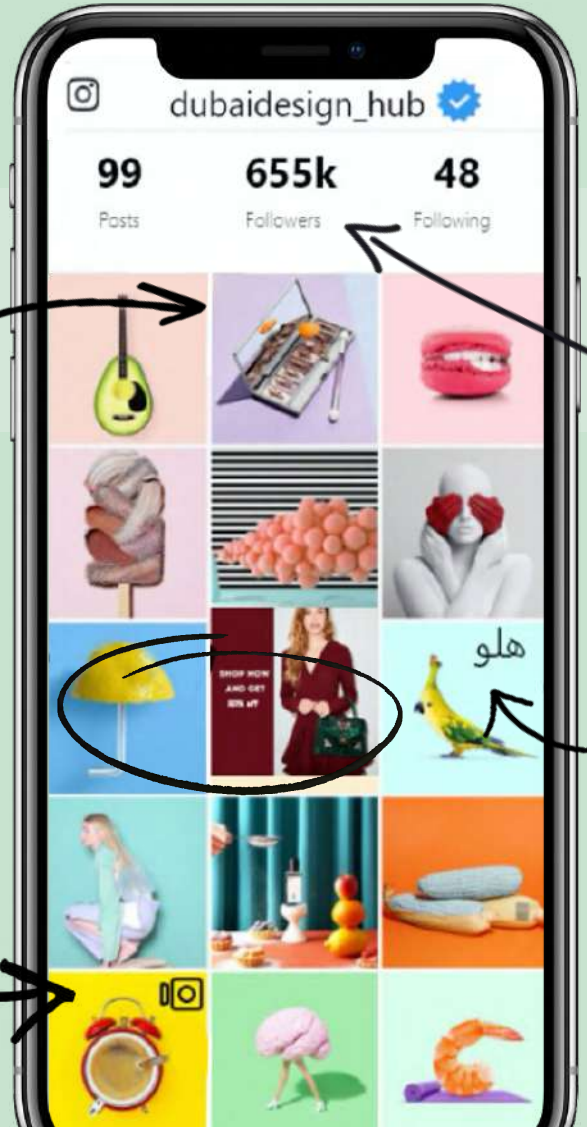

Shopper
Marketing

Targeted
Awareness

Sales
Campaigns

Arabic
Content

Videos

Why Partner With Mint Stalk?

Mint Stalk handles all work in-house. The nature of Digital Marketing and designing creatives is demanding, and the public's expectation of collateral, response rate and up-to- date news is too fast for the Agency to rely on outsourcing.

The major skill-set that Mint Stalk as an Agency offers:

Adaptability
Dependability
Timeliness.

We are not just an agency; we aim to support you as your marketing partner!

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OUR clients

ZARA COLLECTION 19
BOSS HUGO BOSS
NESPRESSO
GUCCI
JASHANMAL
L'ORÉAL PARIS
SEPHORA
ANANTARA HOTELS · RESORTS · SPAS
جمعية الإتحاد UNION COOP
babyshop
Messe Frankfurt
Boots Since 1849
هيئة أبوظبي الرقمية ABU DHABI DIGITAL AUTHORITY
DP WORLD
RAKBANK Simply Better
شروق SHUROOQ
صيدليات الدواء al dawaa pharmacies Unlimited Care | رعاية بلا حدود
PRESSED JUICERY GET BACK TO YOUR ROOTS
pwc
Canon
LIWA
مجموعة الشارقة SHARJAH COLLECTION by mysk
USRA
THE CHEDI AL BAIT, SHARJAH, UAE
THE RESIDENCE COLLECTION

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Campaign Samples

Lead Generation and Awareness Ads

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REAL ESTATE

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Launch Campaign’

CAMPAIGN BACKGROUND

Promote new flagship properties in Ajman generate visits and sales.
Campaign covers a wide variety of luxury properties in Ajman & Sharjah to appeal to a variety if audiences / interests
Targeted social media campaigns and promos - catering to various audience profiles and generating more website traffic, leading to increased visits / inquiries

Reach out to new audience markets through targeted social media campaigns, including ads, and relevant social media feed content.

TARGET AUDIENCE

Property Enthusiasts, Families and Investors

OBJECTIVE

- Increase in social media engagement
- Increase in website traffic, maintained consistently each month
- Increase in visits & sales

CONSUMER MESSAGE

Engineered for the modern tastes of the urban population

ADVERTISING TONE

Informative ,Enthusiastic, Reliable, Trustworthy

MEDIUM

Social Media Ad Campaigns

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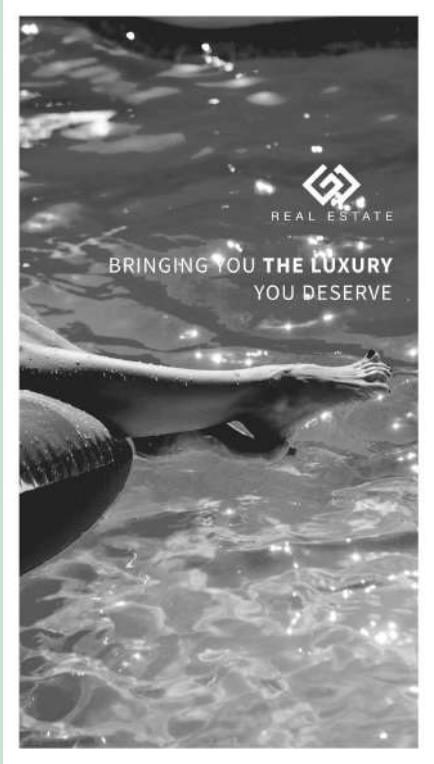

Launch Campaign

Reshaping Ajman's most renowned and iconic destinations.

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Launch Campaign Results

Impressions	Reach
1.1m ↗ 480%	973,867 ↗ 444%

Engaged Users	Post Impressions
13,241 ↗ 205%	12,406
Page & Post Engagements	**Link Clicks**
13,947 ↗ 146%	7,656 ↗ 325%

- **205%** increase in overall engaged users and **146%** increase in post and page engagements
- **480%** increase in impressions and **444%** increase in reach
- **325%** increase in link clicks to relevant web pages

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MLEIHA

مليحة

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‘Time Machine Campaign’

CAMPAIGN BACKGROUND

Campaign discovering the wonders of the past and explore the remains of a 70 million year old sea bed. Promoting adventure for young ones, or a memorable educational experience for students

Reach out to new audience markets through targeted social media campaigns, including ads, and new content By increasing presence and brand awareness in the digital space, we anticipate generating more website traffic, leading to increased sales

TARGET AUDIENCE

Families - Children ages 5 and above with accompanying adults, students - who have an interest in history, nature and culture, natural history sites and traditional Emirati life

OBJECTIVE

- Increase in social media engagement
- Increase in website traffic, maintained consistently each month
- Increase in visits & sales

CONSUMER MESSAGE

Uncover the secrets of the region’s ancient Bedouin culture

ADVERTISING TONE

Cultural, Informative,Enthusiastic, Friendly

MEDIUM

Social Media Ad Campaigns,

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استكشاف العالم المفقود (الباقة العادية)
قم ببناء الأحفورة الخاصة بك واحتفظ بها!
50 درهم (1 شخص بالغ + 1 طفل)

Fossil Fun Standard
Build your own fossil & take it home with you!
AED 50 (1 Adult + 1 Child)

استكشاف العالم المفقود (الباقة المميزة)
كن عالم حفريات اليوم وقم بملاحقة الأحفوريات في مليحة.
100 درهم (1 شخص بالغ + 1 طفل)

Fossil Fun Premium
Be a paleontologist for the day and hunt the fossils around Mleiha.
AED 100 (1 Adult + 1 Child)

كن خبيرًا في الحياة البرية مع
ورشة النباتات والحيوانات
25 درهم (1 شخص بالغ + 1 طفل)

Become a wildlife expert with our exciting
Flora & Fauna workshop
AED 25 (1 Adult + 1 Child)

'Time Machine Campaign'

Immersive wildlife and ecological activities at Mleiha - for families and kids

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Campaign Results

Engaged Users	Post Impressions	Reactions	Post Reach
19,615 ↗ 1,560%	20,775 ↗ 467%	389 ↗ 2,332%	7,427 ↗ 815%
Page & Post Engagements	**Link Clicks**	**New Fans**	**Posts**
27,515 ↗ 1,939%	11,390 ↗ 1.14m%	298 ↗ 164%	84 ↗ 4,100%

- Increase in social media followers
- **1.14m %** increase in link clicks to web ticket pages
- **467%** increase in post impressions
- **1,560%** Increase in engagement **815%** post reach

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‘Night in the Stars’

CAMPAIGN BACKGROUND

Increase social media engagement and internet sales for summer activities as part of the “Summer Your Way” initiatives

Promote launch of new on-the-move sky watching experience that allows people to organise and enjoy exclusive stargazing sessions at their preferred location. Through targeted social media campaigns, including ads, and new content to generate more website traffic, leading to increased sales

TARGET AUDIENCE

Families and Children - looking to enjoy the mesmerising experience of camping under the sparkling stars.

OBJECTIVE

- Increase in social media engagement
- Increase in website traffic, maintained consistently each month
- Increase in visits & sales

CONSUMER MESSAGE

Escape the stress of the city with this ultimate family weekend getaway. Spend a magical night camping under the star-filled skies on an overnight camp adventure.

ADVERTISING TONE

Relaxing, Calm, Tranquil

MEDIUM

Social Media Ad Campaigns, Social Media Platform Posts

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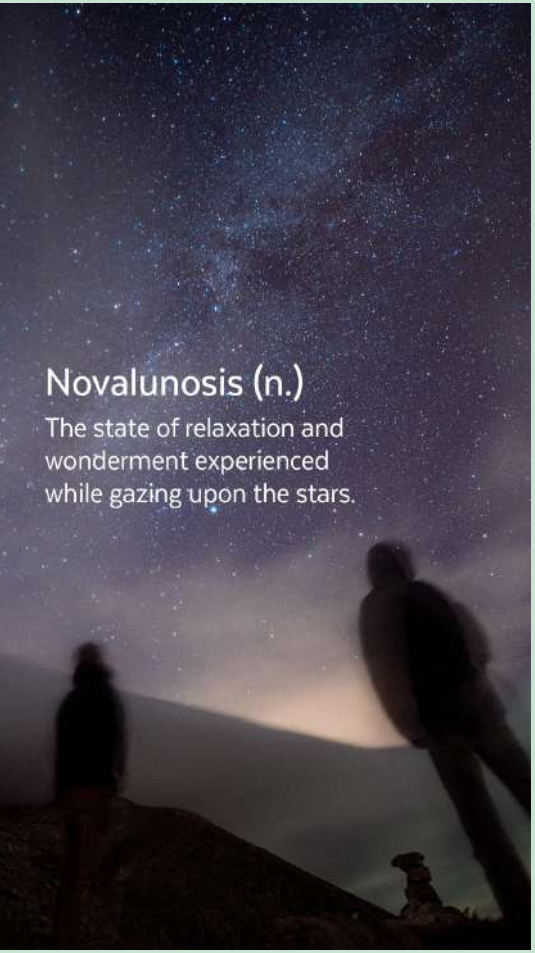

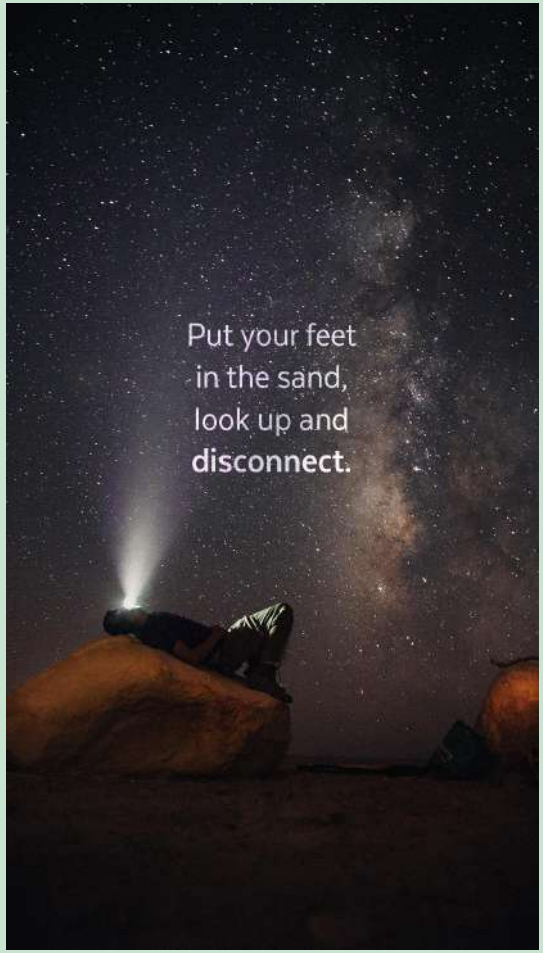

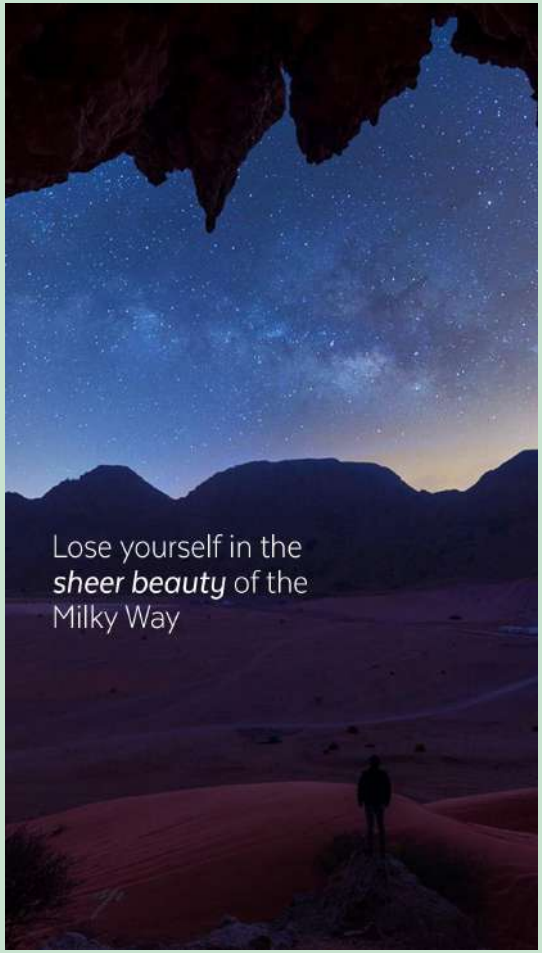

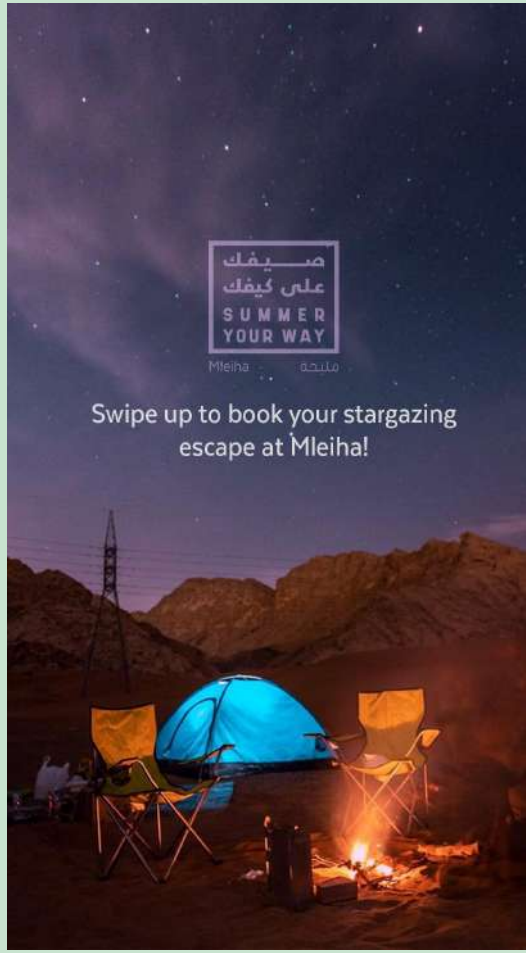

Summer Your Way – 'Night in the Stars'

Experiencing Mleiha's magical overnight camping adventure, with guided stargazing

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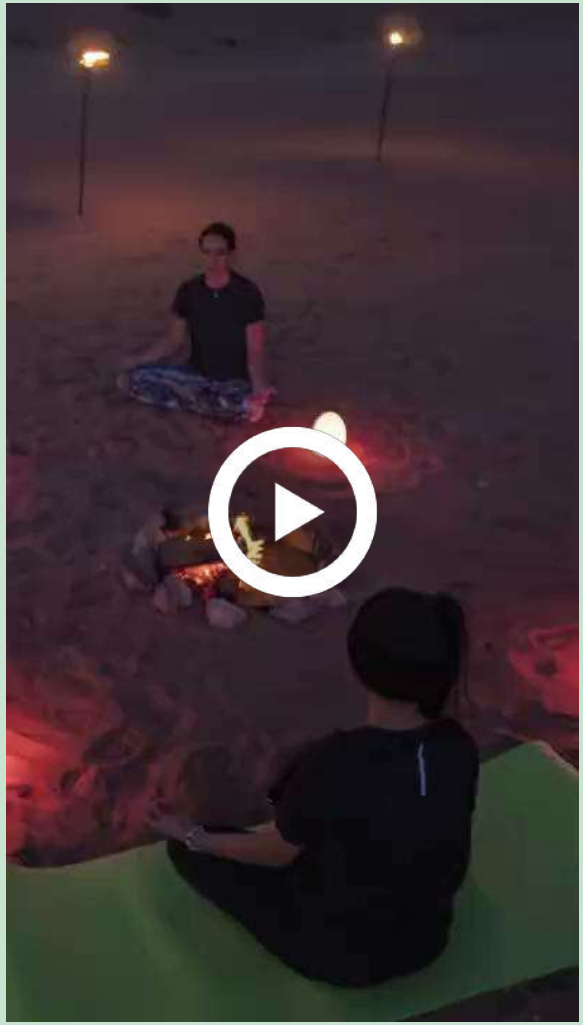

Summer Your Way

Promo Reels

*click to link

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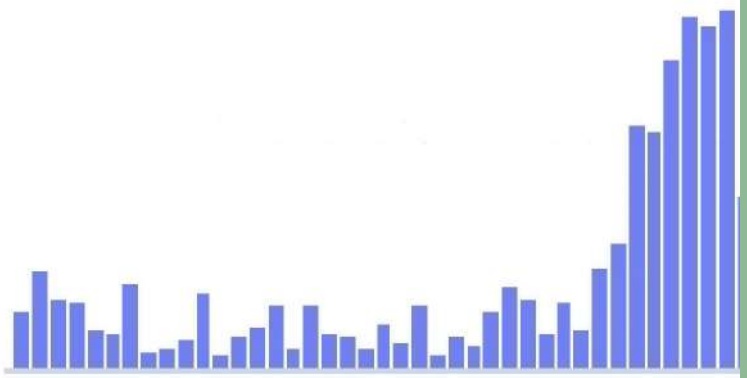
Campaign Results

Posts
86 ↗ 4,200%

Impressions
1.01m ↗ 1,987%

Likes
10,138 ↗ 3,119%

Comments
106 ↗ 716%



Daily average impressions
4,964

Reach
332,550 ↗ 3,383%

New Followers
4,678 ↗ 461%

- **3,383%** increase in overall reach
- Increase in average daily and total impressions
- **1,987%** increase in impressions

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Eid Campaigns

CAMPAIGN BACKGROUND

Campaign promoting events during festive season. Luxurious dinner accompanied by fireworks at a historical destination where they can reconnect with nature with a vast selection of carefully-crafted packages on ecotourism experiences

Use of targeted social media campaigns to generate more engagement, for increased sales

TARGET AUDIENCE

Families celebrating Eid - targeted event campaigns for the Muslim population

OBJECTIVE

- Increase in social media engagement
- Increase in website traffic, maintained consistently each month
- Increase in visits & sales

CONSUMER MESSAGE

Embark on a journey back through time and experience the history of traditional Emirati life, with fireworks and dinner by the bay

ADVERTISING TONE

Cheerful, Enthusiastic, Celebratory

MEDIUM

Social Media Ad Campaigns, Social Media Platform Posts

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Campaign Results

Engaged Users
9,980 ↗ 339%

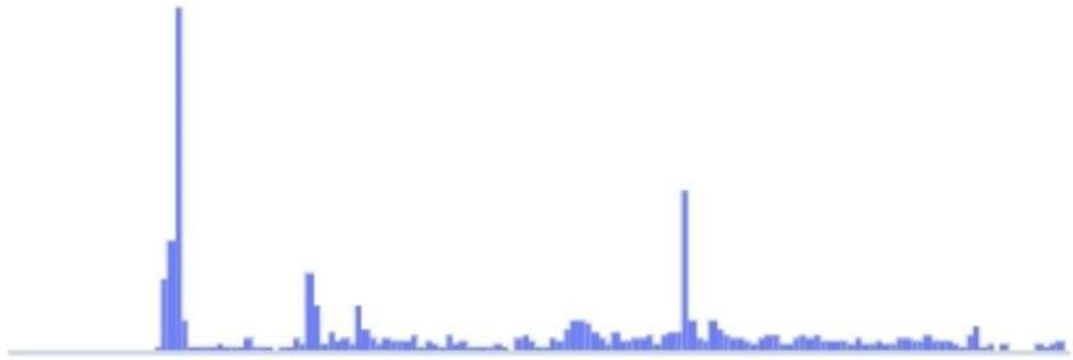
Post Impressions
4,202

Page & Post Engagements
13,189 ↗ 379%

Link Clicks
4,750 ↗ 237k%

Impressions
302,794

Reach
186,760 ↗ 49%



Daily average impressions
6,692 ↗ 1,985%

- **339%** increase in overall engaged users and **379%** in post engagements
- **237k%** increase in link clicks to booking web pages
- **1,985%** increase in average daily impressions

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Eid Campaigns 2021

Photography and Seasonal Campaign Promotions for Eid

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جزيرة النور

at noor island

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Summer Campaigns

CAMPAIGN BACKGROUND

Promote engagement and sales during summer season

This campaign will use a multifaceted approach to reach out to a variety of audience through targeted social media campaigns.
Yoga - Meditate and revitalise - reconnect with nature at Al Noor's sunrise yoga sessions held monthly
Birthday Packages - Celebrating your child's special day at the beautiful and cool indoor space of the Butterfly House

TARGET AUDIENCE

- Yoga campaigns targeting ladies interested in yoga ages 25 to 40
- Birthday Packages targeted to children and families

OBJECTIVE

- Increase in social media engagement
- Increase in website traffic, maintained consistently each month
- Increase in visit & sales

CONSUMER MESSAGE

Relax, celebrate, reconnect.
A summer for all at Al Noor's palatial eco venue.

ADVERTISING TONE

Cheerful, Lively, Friendly

MEDIUM

Social Media Ad Campaigns, Social Media Platform Posts

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Summer Campaigns

Summer Your Way - 'Yoga at Sunrise'

Relax, rejuvenate and reconnect with nature while learning and practicing yoga as a discipline and as a healing practice

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Summer Campaigns

Summer Your Way - Birthday Packages

Promotional Summer Campaigns for Art & Craft Activities,
Children's Games and Face painting

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Campaign Results

Engaged Users	Post Impressions	Reactions	Post Reach
19,685 ↗ 193%	20,111 ↗ 82%	1,063 ↗ 2,162%	3,472 ↗ 74%
Page & Post Engagements	**Link Clicks**	**New Fans**	**Posts**
23,339 ↗ 171%	6,319 ↗ 316k%	127	28 ↗ 116%

Content Interactions

2,221 interactions

+12% vs Feb 17 - Mar 18

Post Interactions 1,961

+9.7% vs Feb 17 - Mar 18

Accounts Reached

10,101 accounts

+3.2% vs Feb 17 - Mar 18

- **193%** increase in overall engaged users, **171%** increase in post engagements and **74%** increase in reach
- **316k%** increase in link clicks to booking web pages

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Eid Campaign

CAMPAIGN BACKGROUND

Promote engagement and sales during festive season

This campaign will use a multifaceted approach to reach out to various target markets through targeted social media campaigns. -offering discounted rates on a variety of activities and tickets for families and kids. Catering to various audience profiles and generating more website traffic, leading to increased sales

TARGET AUDIENCE

Families celebrating Eid - targeted event campaigns for the Muslim population

OBJECTIVE

- Increase in social media engagement
- Increase in website traffic, maintained consistently each month
- Increase in visits & sales

CONSUMER MESSAGE

Step foot into Noor Island this festive season, and be transported to a magical world that lures you with its unique attractions

ADVERTISING TONE

Cheerful, Enthusiastic, Celebratory

MEDIUM

Social Media Ad Campaigns, Social Media Platform Posts

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Eid Campaigns 2021

Promotional Eid Campaigns for offers and events at Al Noor Island

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Campaign Results

Engaged Users	Post Impressions	Reactions	Post Reach
38,698	33,902 ↗ 53%	669 ↗ 41%	6,975 ↗ 158%
Page & Post Engagements	**Link Clicks**	**New Fans**	**Posts**
56,615 ↗ 11%	18,085	363 ↗ 57%	36 ↗ 620%

23,300
Accounts Reached
+118% vs Apr 2 - May 1

11,463
Followers
+3.1%

- **11%** increase in overall page and post engagements
- **158%** increase in post reach
- **118%** increase in new accounts reached

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CREATIVE
collaterals ------>

Social Media Management, Photography, Videography, Brochures

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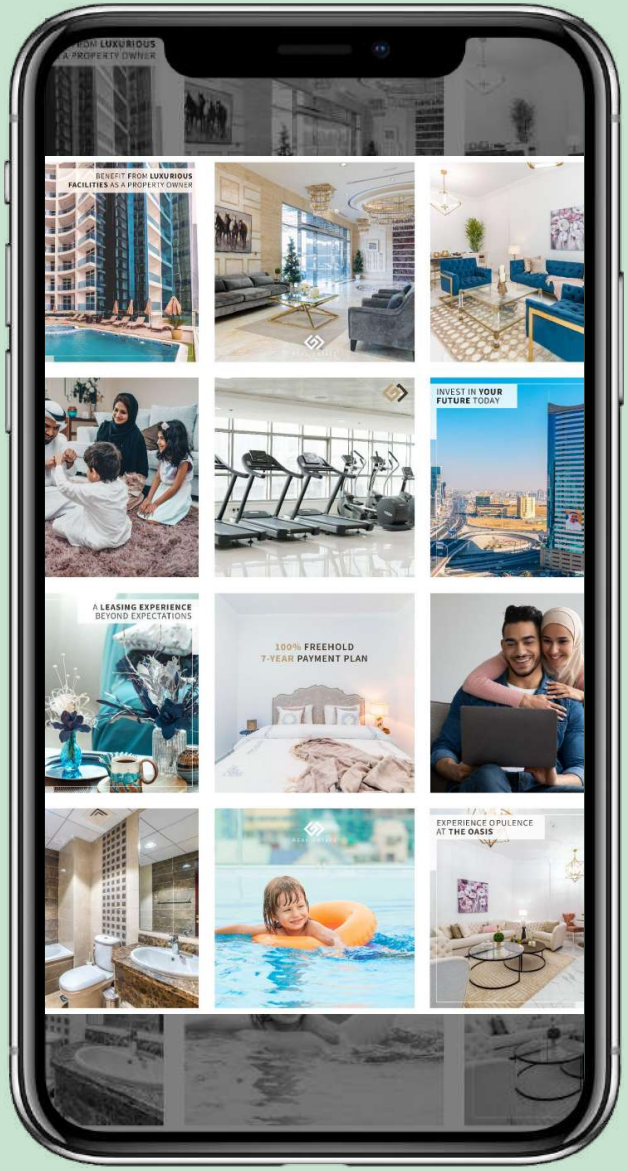
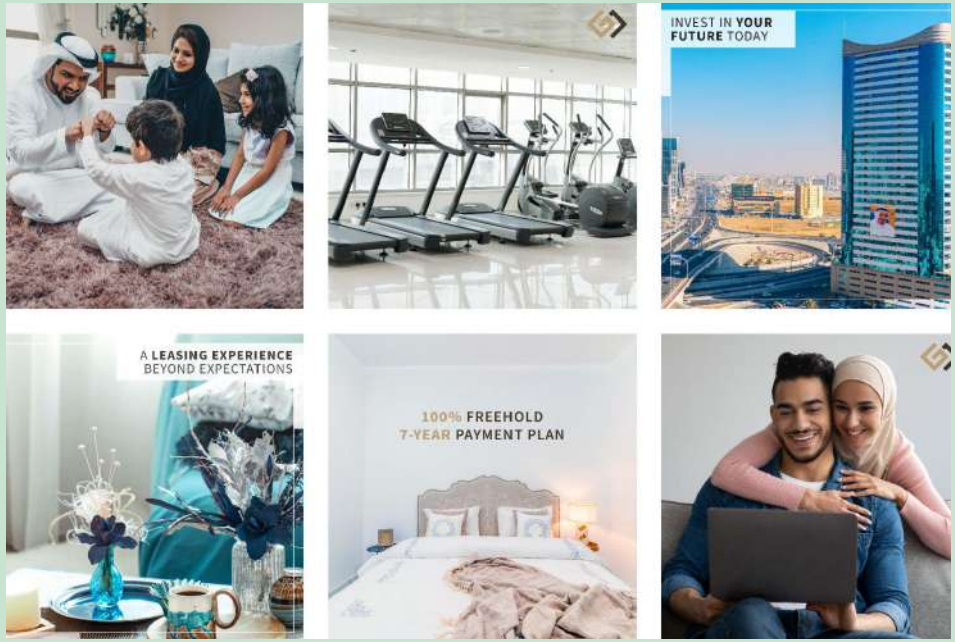


REAL ESTATE

Social Media Management



Social Media Grid Design & Monthly Calendars for GJ Real Estate

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REAL ESTATE

Photography

Bi-monthly Photography for GJ Real Estate for social platforms, promotions, and advertising

-Properties
Amenities
-Rooms
-Locations

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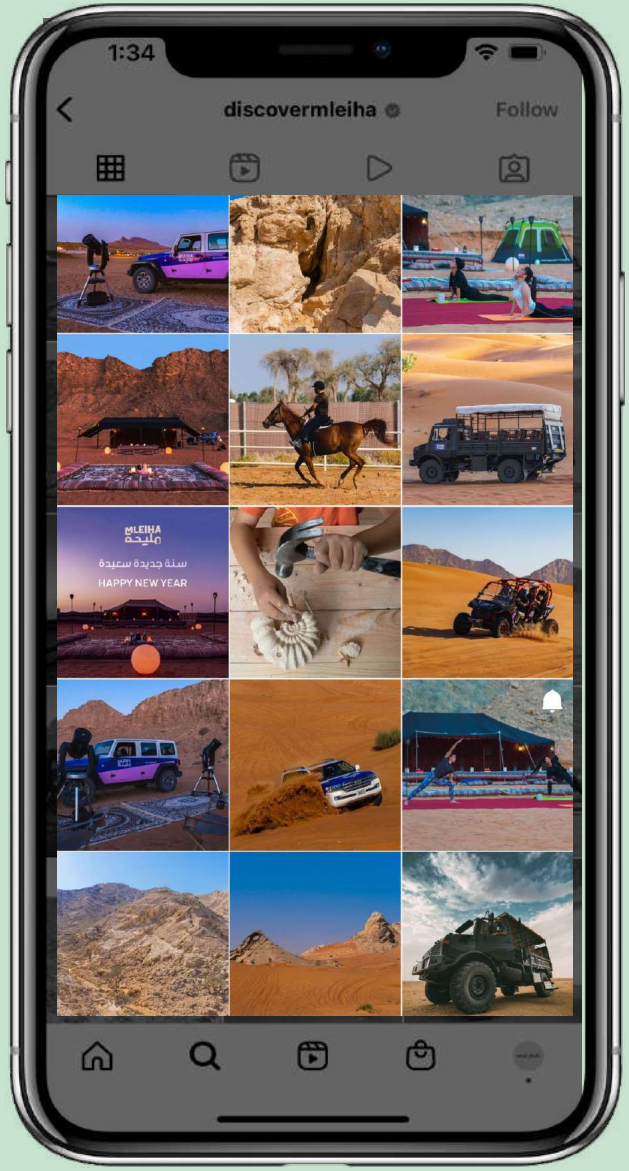

MLEIHA
مليحة

Social Media Management

Social Media Grid Design & Monthly Calendars for Mleiha

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Photography

MLEIHA
مليحه

Lifestyle, Nature, and Landscape
Bi-monthly Photography for Mleiha for social posts, seasonal events, upcoming activities, promotional, and advertising

-Archaeological Tours
-Trekking Tours
-Off-road Adventures
-Overnight Camping
-Desert Bike Tours
-Stargazing
-Horse Riding Adventures
-Sunset Lounge Escapes

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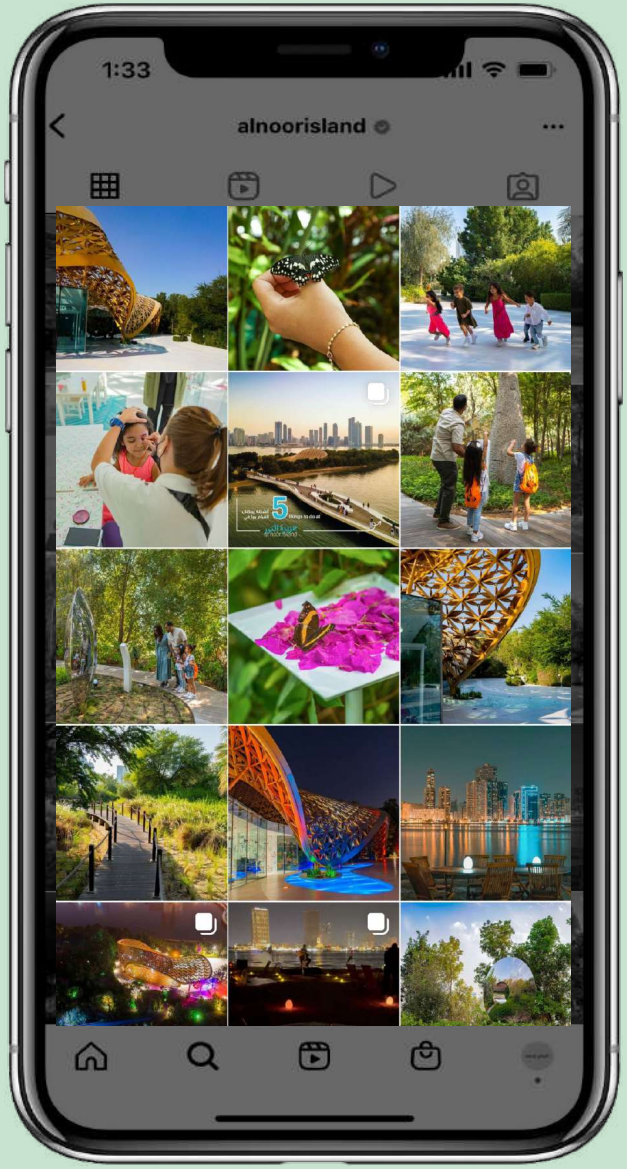
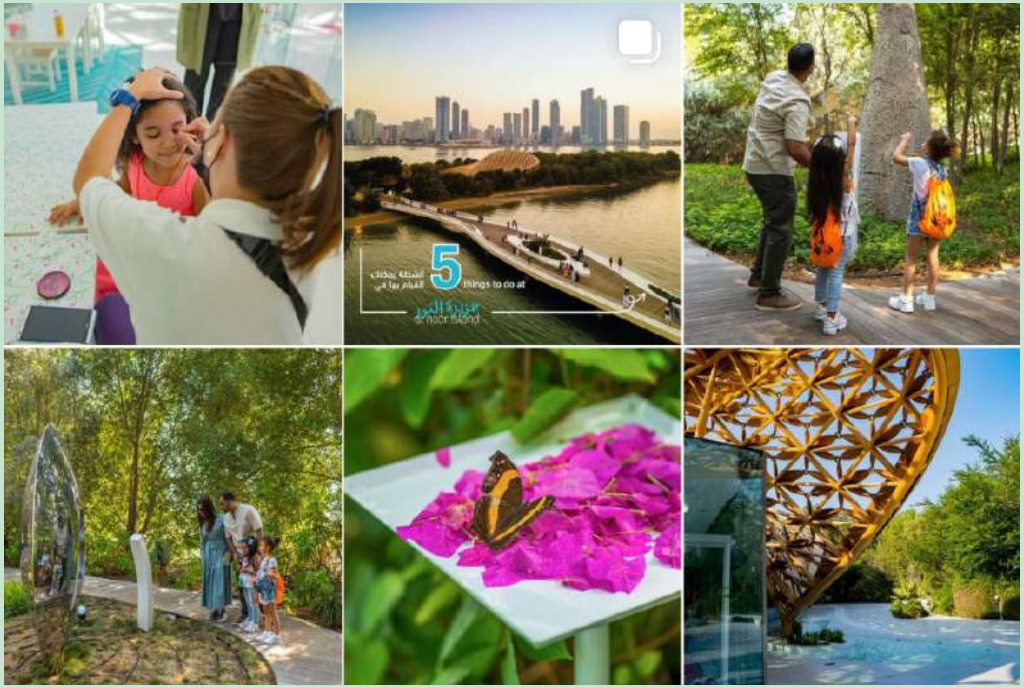


جزيرة النور
al noor island

Social Media Management



Social Media Grid Design & Monthly
Calendars for Al Noor Island

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جزيرة النور
al noor island

Photography

Bi-monthly Photography for Al Noor Island for social platforms, seasonal events, upcoming activities, promotions, and advertising

-Yoga at Sunrise
-Sky Watching
-Butterfly Garden
-Guided Tours
-Dining by the Bay

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*click to link

جزيرة النور
al noor island

Videography

Bi-monthly videography for Al Noor Island for social platforms, seasonal events, upcoming activities, promotions, and advertising

-Yoga at Sunrise
-Sky Watching
-Butterfly Garden
-Guided Tours
-Dining by the Bay

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THE CHEDI

AL BAIT, SHARJAH, UAE

Social Media Grid Design & Monthly Calendars for The Chedi

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THE CHEDI

AL BAIT, SHARJAH, UAE

Photography

Monthly Photography for The Chedi Al Bait's social platforms, seasonal events, upcoming activities, promotions, and advertising

-Courtyards
-Rooms
-Spas & Amenities
-Cafe & Restaurants
-Events
-Architecture

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ST REGIS

THE RESIDENCE
COLLECTION

Social Media Grid Design & Monthly
Calendars for The Collection At St Regis

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ST REGIS

Photography

Monthly Photography for The Collection At St Regis social platforms, seasonal events, upcoming activities, promotions, and advertising

-Rooms
-Spas & Amenities
-Cafe & Restaurants
-Architecture

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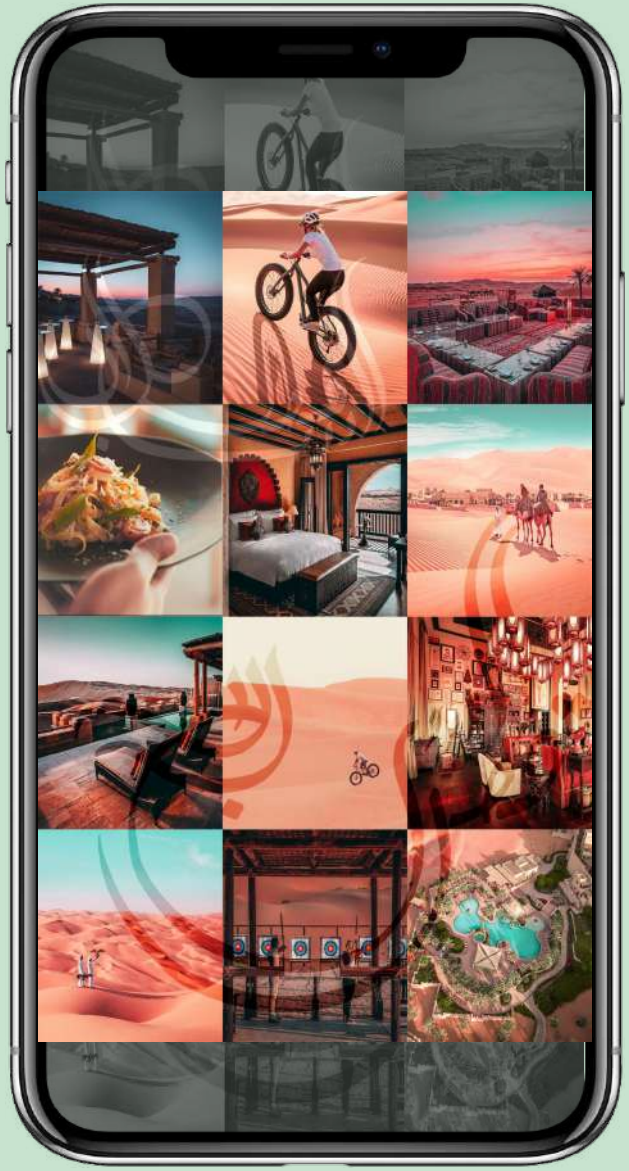

ANANTARA

HOTELS · RESORTS · SPAS

Social Media Grid Design & Monthly Calendars for Anantara Qasr al Sarab

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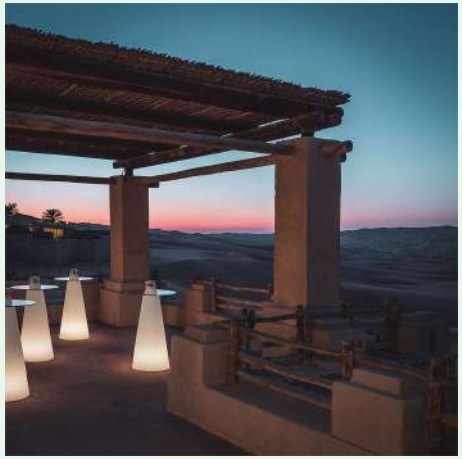
Photography



ANANTARA
HOTELS · RESORTS · SPAS

Photography

Monthly Photography for Anantara Qasr al Sarab for social platforms, seasonal events, upcoming activities, promotions, and advertising

-Rooms
-Activites
-Amenities
-Cafe & Restaurants
-Architecture

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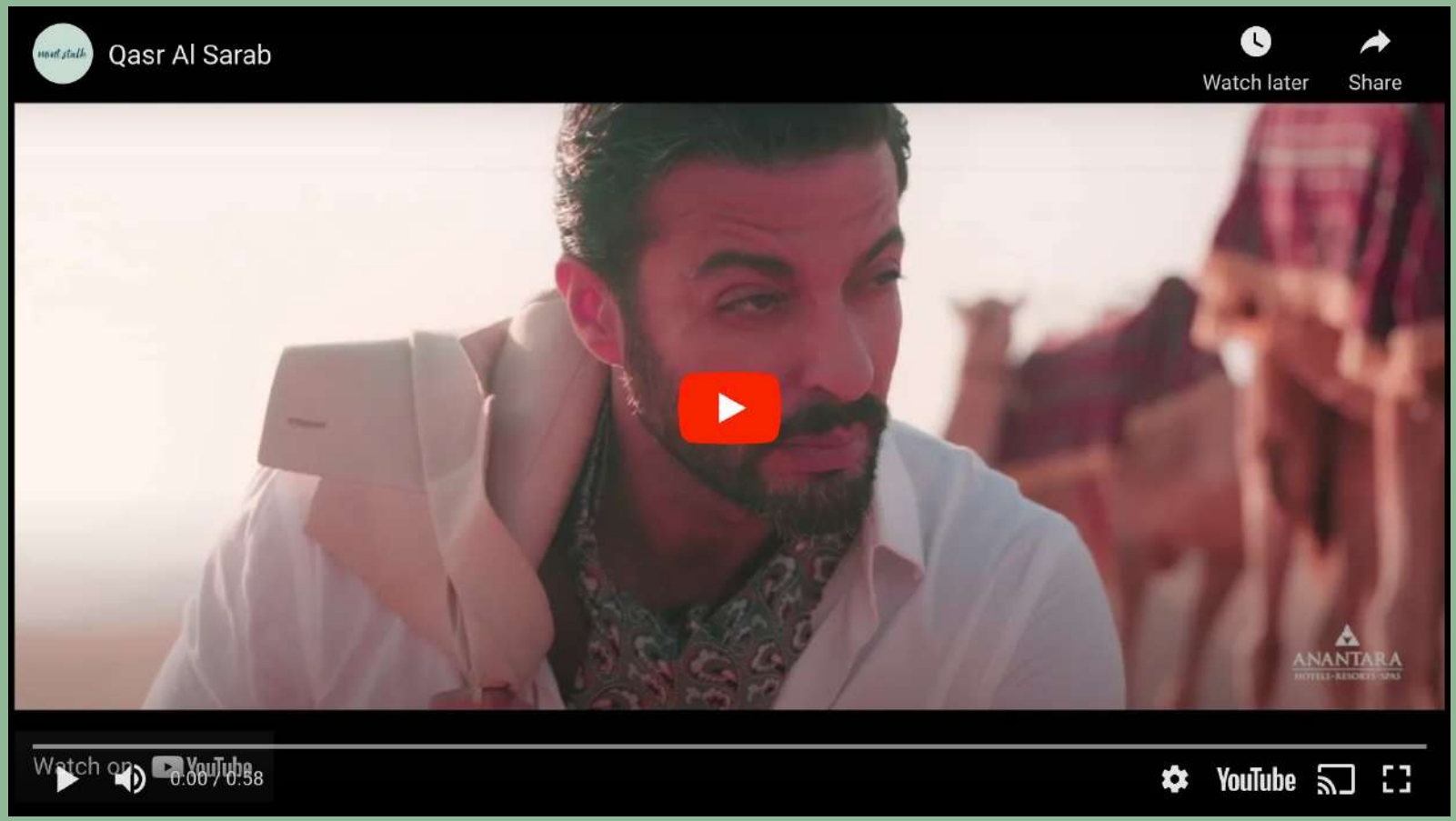
ANANTARA
HOTELS · RESORTS · SPAS



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VIDEOGRAPHY

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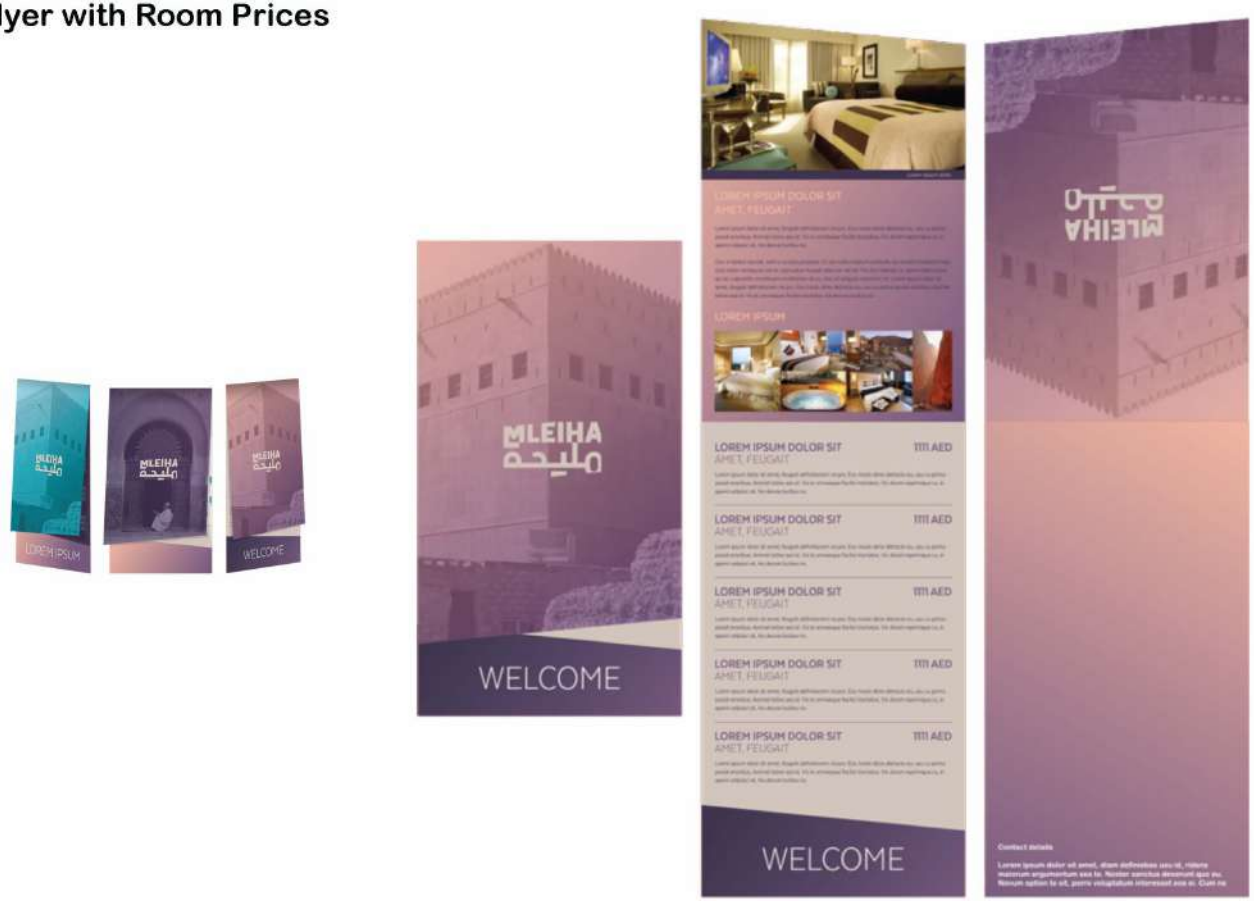
MLEIHA
مليحه

Flyer with Room Prices



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MLEIHA
مليحه

Flyer with In-room catering

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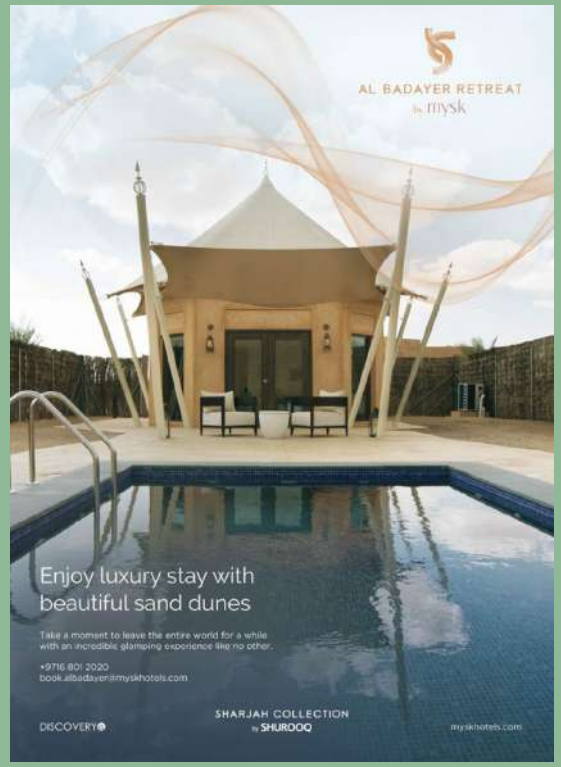
مجموعة الشارقة

SHARJAH COLLECTION

by mysk



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mysk by SHAZA

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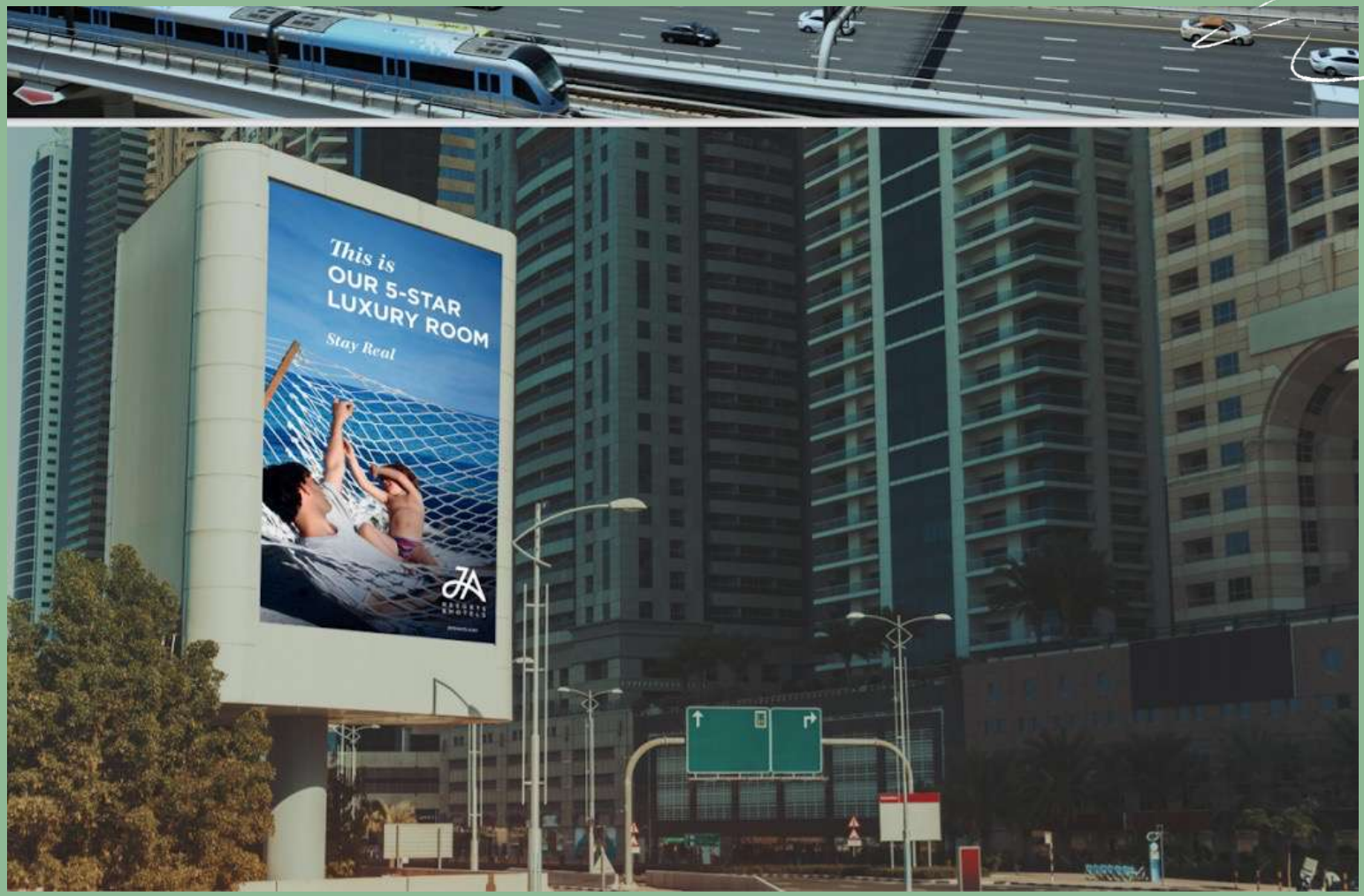

Creative Adaptation for OOH

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Creative Adaptation for OOH

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TESTIMONIALS

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Chris Vanahian,
Co-founder of Organic Pressed Juices

"Mint Stalk created our brand from the bottle design to the brand design ."

They produce outstanding creative work, always deliver on time. They have helped us grow to become the leading juice brand in the country"

Kathryn Moore
Managing & Executive Director of Spa Connectors & Professional Beauty GCC

" It's been a breath of fresh air to work with Mint Stalk; They manage our social media content on a daily basis, always deliver work on-time and have helped us grow organic followers and real business leads "

Luca Davis
Managing Director of Café Concertto

"Mint stalk were the only agency that were able to set and achieve clear monthly KPIs, due to their in-house technology.

We get a growing number of monthly followers, and real page engagement and business inquiries through their targeting strategy"

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DP World

"Mint Stalk have produced quality Arabic and English content for us through detailed market research, choice of language and branded visuals on Twitter and LinkedIn. Their designs are very professional, yet creative, and their reports are transparent and clear"

L'Oreal París

" The product demo videos made by Mint Stalk have been outstanding. The level of engagement we receive on our Twitter and LinkedIn pages are great; we will definitely continue to work with their passionate team"

Shell Oil and Gas Company

"Our online corporate profiles are handled with confidence and care. The team are very responsive, reliable and knowledgeable about how to utilize LinkedIn for both content and qualified leads."

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A Fresh Way To Grow Digital

www.mintstalk.com info@mintstalk.com