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## About Us

**Marketing & Advertising Support Services (MASS)** is a talent pool of professionals from different disciplines of advertising. We use the talents and capabilities of this pool to ensure that you get the required support needed for your marketing activities.

The services of our talent pool are utilized depending on the project undertaken and thus we pass on the advantage of Low Cost to the customers. Our resource of advertising talent is our core strength.

This enables us to give you practical ideas and look at effective solutions for marketing activities.

Our promise to the customers is effective solutions at value for money prices.

MASS started operating from Dubai Media City in 2002 and expanded to Dubai Festival City in 2014.

## Services Offered

We offer a host of below-the-line services to support your marketing activities

- **Creative Services, Print & Production**
- **Distributor and Trade Sales Tool Kit**
- **Retail Merchandising**
- **Customised Gifts and Give Aways**
- **Trade & Customer Engaging Activities**
- **On-pack Promotions**
- **Innovative Retail Promotions**
- **On Ground Activation & Roadshows**
- **Events & Conferences, Product Launch**
- **Exhibitions**

**Creative Services**  
**Commercial Printing & Paper Engineering**



Producing Honda Car brochures for Middle East Region since 2004.



Acura - Luxury Car and SUV launched in Middle East in 2014.



**Consumer & Trade Sales  
Communication materials are  
designed and produced for  
various product brands.**

Internal communication and training materials are designed and produced for various brands.



Invitations for all occasions.





Design & production of Point of Sales Materials.

NEW LOOK



SAME CASTROL PROTECTION AND PERFORMANCE.

NEW LOOK




SAME CASTROL PROTECTION AND PERFORMANCE.




# Brand Communication Posters.

POWERED WITH  
**TITANIUM FST™**




**AUDI RECOMMENDS  
CASTROL EDGE  
OUR STRONGEST OIL**




[www.castroledge.com](http://www.castroledge.com)


IT'S MORE THAN JUST OIL.  
IT'S GOOD ENGINEERING.



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**TITANIUM FST™**




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**CASTROL EDGE  
THE ONLY OIL  
RECOMMENDED  
BY BMW**




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LAMBORGHINI  
IS BORN WITH  
CASTROL EDGE INSIDE**




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IT'S GOOD ENGINEERING.



# Brand Communication Posters.



bp

Your Hyundai deserves the best



Keep your engine cleaner for longer

BP Visco with CleanGuard Engine Protection Technology Keeps your engine cleaner for longer.

A JUMA AL MAJID GROUP

bp

KIA deserves BP Vicso  
And you deserve to win



Hyundai deserves BP Vicso And you deserve to win




Cleaner for Longer

bp

**سعر التجزئة الذي تنص به**  
BP Recommended Retail Price

**BP Visco 5000**

Advanced synthetic engine oil. 30% Cleaner.\*

It provides:

- Superior engine cleanliness.
- Comprehensive engine protection.
- Reduced harmful emissions
- Improved fuel economy

بي بي فيسكو 5000

زيت محرك تخليقي متطور فائق الجودة 30% أنظف.\*

وهو يوفر لك:

- نظافة فائقة للمحرك
- حماية شاملة للمحرك
- خفض مستوى انبعاثات الغازات الضارة
- الاقتصاد في استهلاك الوقود

**BP Visco 3000**

Thermal Guard Premium multigrade engine oil. 30% Cleaner.\*

It provides:

- Extra engine cleanliness
- Reliable engine protection for normal driving conditions
- Reduced oil burnoff
- Superior anti-wear performance

بي بي فيسكو 3000

الدرع الحراري. زيت محرك فائق الجودة متعدد الدرجات 30% أنظف.\*

وهو يوفر لك:

- نظافة إضافية للمحرك
- حماية موثوقة للمحرك في ظروف القيادة الطبيعية
- تقليل احتراق الزيت
- أداء ممتاز لمقاوم للتآكل

**BP Visco 2000**

High quality engine oil.

It provides:

- Proven engine cleanliness
- Reliable engine protection for normal driving conditions
- Reduced oil burnoff

بي بي فيسكو 2000

زيت محرك بمواصفات عالية الجودة. وهو يوفر لك:

- نظافة موثوقة للمحرك
- حماية أكيدة للمحرك في ظروف القيادة الطبيعية
- تقليل احتراق الزيت



Cleaner for Longer

\*As API SL requirements, piston cleanliness in ASTM Sequence III test limit. \*مطابق لمتطلبات اختبار التآكل في اختبار التآكل في ASTM Sequence III test limit.

Authorised BP Retailer
www.bp.com
موزعو BP المعتمدين

Customized luxury paper bags produced for various events.



# On-pack Promotions

On-pack promotions are beautifully designed and executed.



On-pack consumer promotion.



Consumer promotion.



Consumer promotion.



On-pack consumer promotion.



WATCH OUT, THERE COULD BE GOLD COIN INSIDE

# DRIVE FOR GOLD

**BUY CASTROL MAGNATEC 5W30 4 L PACK  
IT'S YOUR CHANCE TO WIN 5 GMS GOLD**

## CASTROL MAGNATEC

ENGINEERED WITH INTELLIGENT MOLECULES THAT CLING TO THE ENGINE.

Up to 75% of engine wear happens while your engine warms up. When the engine stops, oils drain off critical engine parts. That's why we created Castrol MAGNATEC, with intelligent molecules that cling like a magnet, dramatically reducing\* engine wear and providing an extra layer of protection. Castrol MAGNATEC's unique formulation protects from the moment you start, dramatically reducing\* engine wear.

**INSTANT PROTECTION FROM THE MOMENT YOU START.**

IT'S MORE THAN JUST OIL.  
IT'S LIQUID ENGINEERING.

**Castrol MAGNATEC**

## Congratulations

IT'S MORE THAN JUST OIL.  
IT'S LIQUID ENGINEERING.

**Castrol MAGNATEC**

**DRIVE FOR GOLD**

**Castrol MAGNATEC**

5W-30 SYNTHETIC

4L

**DRIVE FOR GOLD**

**BUY CASTROL MAGNATEC 5W-30 4L PACK  
IT'S YOUR CHANCE TO WIN GOLD**

On-pack consumer promotion.





On-pack brand communication.



**On-pack brand communication.**

**TALKING PACK - First in Lube industry.**  
Innovative sales promotion with customized sound module.  
When the cap is opened promotional audio message will play.



# **Design, Production and Build-up of Exhibition Stands**

**Stand Chartered Bank 'Carrier Fair' stand built in 400 square meter area in Abu Dhabi, Dubai and Sharjah.**



**Standard Chartered Back stand in 'Euro Money' Conference 2015.**



'Castrol Auto Service' replica was built for the CAS launch event Middle East.



Castrol displays their partnership with 'Bloodhound SSC'



Sales Counter Demo Units





Touch Screen Interactive Kiosks.



# Promotional Kiosks and Display Stands.



# Promotions, Gifts & Give Aways

Customized promotional gifts for various promotions and events.





Customized promotional gifts  
for various promotions and events.



Customized promotional gifts for various promotions and events.





Customized T-shirts for various promotions and events.





Customized T-shirts for various promotions and events.





# Awards

## Customized Awards and Mementos for various occasions.



# Events



**Masafi organised a fun filled evening in India club to promote their Basmati rice.**



**Castrol launched 'Castrol Auto Service' one of their Channel Marketing initiative in Middle East.**



**Standard Chartered Bank, UAE broke the Guinness World Record for the largest football mosaic flag on the 43rd UAE National day.  
Customized Football were provided in UAE Flag Colors.  
A Team of SCB Staff arranged the 280 Sq. meter mosaic flag on the roof of Standard Chartered Tower, EMMAR Square, Downtown, Dubai.**



**KOMATSU**



**BP & Komatsu: Celebrating 6 years of Partnership in Middle East.**



**Castrol CRB Lubricants re launched in October 2014. Two day event with product training, interactive sessions DSR engagement games, mementos.**





**BP celebrated 100 years of business globally.  
Celebrations were organized in all the Middle East Markets.**



**visco**  
Cleaner for Longer



**BP was the performance sponsor for ICC World T 20 in 2014.  
ICC World Cup Trophies were revealed in in ICC Head Quarters for Distributors.**



**Castrol was the Performances partner for FIFA 2014.**

**Their FWS customers were engaged with a electronic indoor football scoring game.**

**6 Countries • 25 locations • 1000 plus participants.**

# Sales Tool Kit

Product Sales Tool Kits are designed produced with various communication materials.



Sales tool kit carry box

Brochure

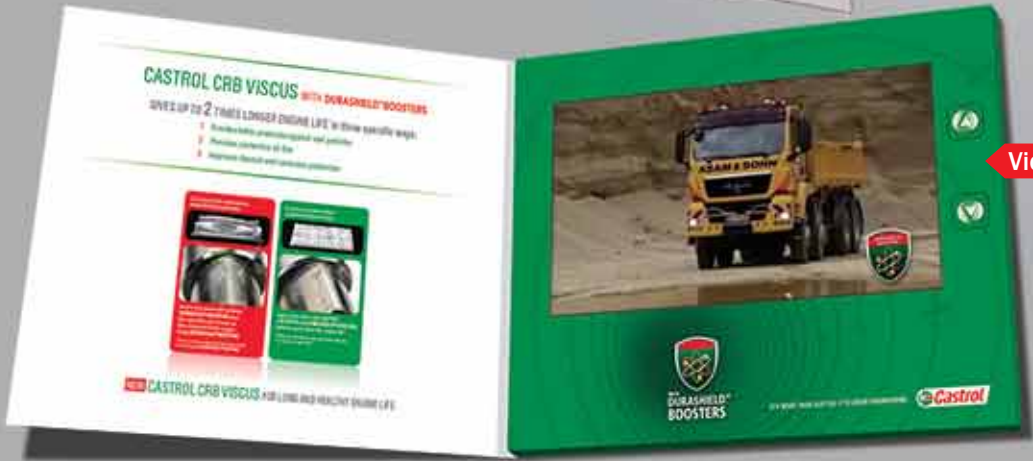


USB Drive

Puzzles



Video book



Product Sales Tool kits are designed produced with various communication materials.

Sales tool kit carry box



Brochure



LabCheck tool kit



Video book



# Branding



**A premium Automobile Workshop was designed and executed.**





**Instore branding with POS materials and various graphics media.**

# Mobile Training Unit

**Castrol introduced Mobile training unit as part of their micro marketing initiative.**

**Toyota Hiace van is completely modified  
to a Mobile Training Unit with luxury interiors and latest AV set up.**



Toyota Hiace Van is fully wrapped with Product branding.



**Customised luxury interiors and built in AV equipment for training.**



*Thank You*

