



UP
MEDIA
INFINITY CORP

**FIND OUT HOW
UP MEDIA CAN
HELP A BUSINESS
WITH PROACTIVE
PR & MARKETING**



What is **UP Media** and Why is it Important ?

UP media or earned media , are non-paid mentions of brands from third-party sources that boost awareness of your organization. Whether this is in the form of a blog, article, or online review, earned content is critical in gaining public trust.





WHAT WE DO ?

Public relations guidance & strategic PR planning to grow and protect brands

UP Media is PR and media relations team provides the insights and strategies to build and evolve your brand, position you as a thought leader in your industry and foster relationships with key media influencers and stakeholders.

UP Media being a staunch advocate of Digital PR solutions and online PR only understands this too well and keeps the audience engaged .

They know that any story or pitch will have a long lasting impact only if it has a compelling narrative to engage your audiences. Hence storytelling is an important aspect of PR and Communications



OUR SERVICES

- ▶ Article
- ▶ Content creation
- ▶ Communication
- ▶ Crisis Management
- ▶ Broadcast "TV &Radio
- ▶ Advertising
- ▶ Influencer Management
- ▶ CO-Branding and Events

ARTICAL TYPE OF MENTION

Is the content negative, positive or neutral?

Which outlet was the article first published in?

Does your target audience read this publication?

If so, will it have an effect on your brand image?

Share-of-Voice Over Time

Are you keeping up with competitor coverage?

Article Amplification

Who is reading your earned media content?

Did any industry influencers share the article?

What was the reach of the article?

SEO Impact

Is your brand benefitting from organic searches?

Are you using keywords in your brand messaging?





CONTENT CREATION

UP Media develops white papers, byline articles and original content that support our PR initiatives on behalf of our clients, especially as we position them as thought leaders.

SEO

Search Engines Optimization is an organic tool that increases the visibility of your business on any platform in search engine results. Your business will go viral in no time and with no cost, Up media for E-marketing solutions will put you on the right track.





STRATEGY & INVESTOR COMMUNICATIONS

Through the implementation of thoughtful reputation management and media relations strategies, we will help the media, and subsequently your stakeholders, better understand your evolving legal matters.

This can include:

Content creation and branded design of quarterly and annual earnings announcements
Strategic communications via media statements and press releases around active litigation.





CRISIS MANAGEMENT

Public Relations is built on the premise of collaborating with influencers, which eventually results in goodwill over a period of time. Journalists play a crucial role as influencers in the media domain.

Broadcast & Advertising

The media plays a big role in communication and one way we see this is through advertising such as TV & Radio .

Broadcast

any material which is published or broadcast using any Medium or any activity which is undertaken by, or on behalf of an advertiser or marketer, over which the advertiser or marketer has a reasonable degree of control

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Advertising

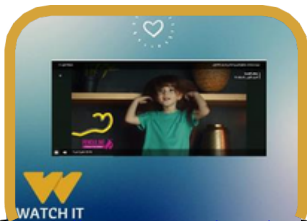
You don't need a massive production to tell a compelling story. We've picked out a few ads to prove just how powerful production-free advertising can be.

Example

1. Nike | Never Too Far Down <https://youtu.be/9Go8eHkJWbk>
2. CVS Health | ...CVS Health is Ready <https://youtu.be/Ki6YSPxoofg>



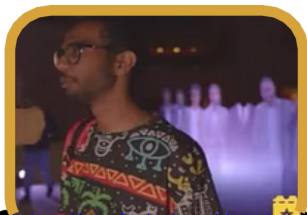
Advertising



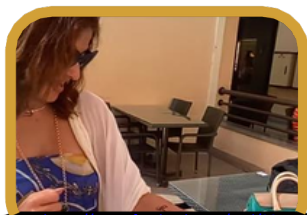
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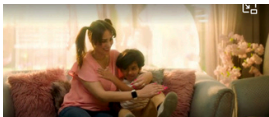


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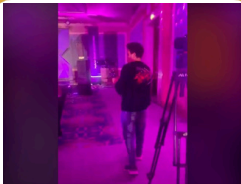
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INFLUENCER MANAGEMENT

Choose from the expansive list of leading social media influencers and tell your brand story effectively to the relevant audience.

- ▶ Influencer Analysis
- ▶ Brand control
- ▶ Campaign Reporting
- ▶ Secure Payments





CO-BRANDING

Everyone has loyalties to their favorite brands, but there's a good chance your favorite products result from two separate brands working together.

Co-branding is a strategic marketing and advertising partnership between two brands wherein the success of one brand brings success to its partner brand, too.

Co-branding can be an effective way to build business, boost awareness, and break into new markets, and for a partnership to truly work, it has to be a win-win for all players in the game.

Co-Branding Partnership Business Examples:

~Burger King & McDonald's

Co-branding Campaign: A Day Without a Whopper

Yes. You read that right: Burger King and McDonald's two of the fiercest fast-food industry opponents joined together for a co-marketing campaign in 2019. And, while we don't encourage competing brands to do this the campaign was for an amazing cause.

At the time, McDonald's was donating \$2 to childhood cancer charities for every Big Mac purchased. So, Burger King worked with the competing fast-food chain to host "A Day Without a Whopper."

Why the McDonald's Co-branding Campaign Works

Although there were some criticisms of the campaign, because it confused Burger King customers, it was an amazing example of two competing brands that worked together to help a charity. Because of how they partnered up for a good cause, audiences loved the campaign and buzzed about it all over the web.

- ▶ Apple & Mastercard
- ▶ Spotify & Uber
- ▶ Spotify & Starbucks
- ▶ Amazon & American Express
- ▶ UNICEF & Target "kid power "
- ▶ KFC & chipсы



EVENTS

Discover UP media events the best things to do events in Egypt & Middle East we organization and managing events from A to Z explore concerts, meetups, open mics, art shows, music events and a lot more.

Up media works with different organizations of all shapes and model sizes and locations in all industries to give our clients an unmatched experience that stands out.









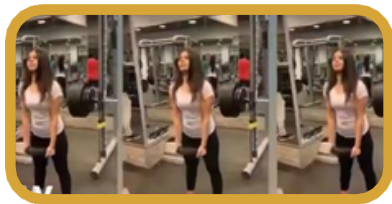
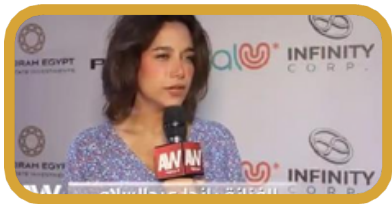


















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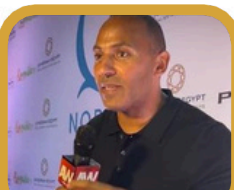
The Marketers league



<https://fb.watch/IRPOgB9B6A/?mibextid=qC1gEa>



Women's Sports Summit

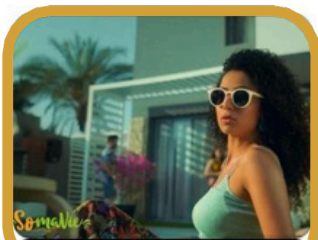


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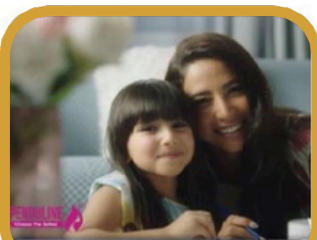


Bazaar HUB

THE PRODUCTION UNIT / MONITORING CONSULTANT



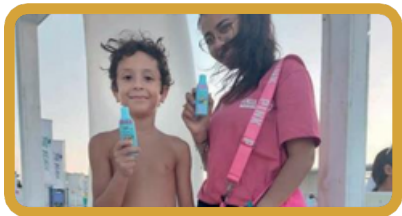
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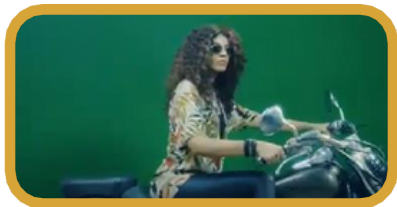
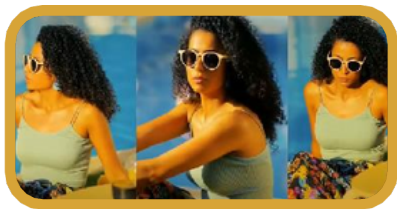
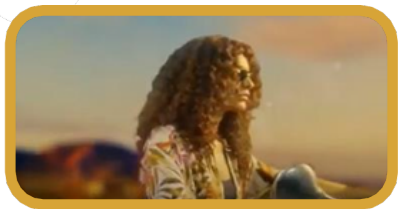
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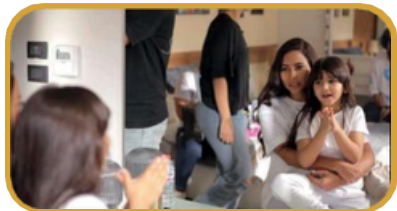


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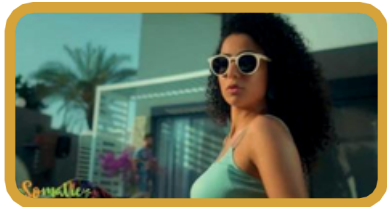






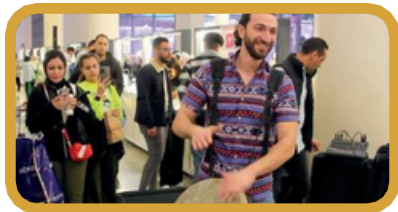
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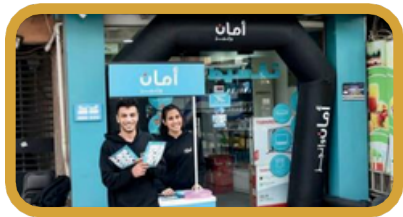












Poster and production Consultant (Film Production)



AMMAR MOVIE
شاهد "عمار علي"
NETFLIX

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PRESS HERE


SUCCESS STORY OF OUR PARTNERS & CLIENTS




THANK YOU!

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