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Contact

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Equipe

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Structure

Date de Création : Août 2005
Effectif : 12

Savoir-faire

The number one agency in Tunisia and this for the last 2 years (i.e. 2008 & 2009) based on the Open Sigma.

Références

Présentation

Universal Media is a full-service media communication agency, and is part of MCN - the Middle East Communication Networks (the biggest marketing communication holding company in the MENA region). We work closely with our sibling companies in an environment of interdependence - delivering strategic value and creative execution in everything we do.

Globally, we are part of the **Universal McCann Network** with 90 offices across 66 countries. In the Middle East and North Africa, Universal Media has 19 offices in 17 countries. Our HQ is in Dubai.

Principaux Clients

Our roster of clients in Tunisia includes some of the most successful local and global companies as : Coca-Cola, Unilever, Western Union, Orange, ART and Le Moteur.

Domaines d'intervention

We offer a full range of media communication services that are strategically sound and creatively infused, ensuring that your brand is always at the forefront of the consumer's mind.

- **Communications Planning** : We are builders of an overall consumer experience or touch point model - an architectural approach if you will. This plan of communication between consumer and brand is created to contact and engage consumers with ongoing brand experiences which essentially create demand and drive business success for the brand.
- **Media Buying** : We're geared to deliver the best rates for the media space that your brand needs to reach the target audience. Being part of the MCN buying pool (together with Initiative and Magna) and having a physical presence in markets gives us a tremendous buying muscle in the region.
- **Digital Strategy & Integration** : We don't look at digital in isolation, because digital is part of every day life and can no longer be viewed (as often done in this region) as a «by-the-way channel». We provide strategic consulting on how best to leverage digital for your brand's communication; how to optimize digital touch points, look at new areas like social networking, viral, mobile and web 3.0 for true integration.





Curiosity
UJM



curious minds for surprising results