

SADDA

صدي للتسويق وحلول الأعمال
Marketing and Business Solutions



**SADDA is a marketing,
branding, graphic, and online
business solutions studio. We
love what we do; we can do it
for your company, too. Say
marhaban@sadda.jo**

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PUBLICATIONS

Jordan Travel and Tourism Guide

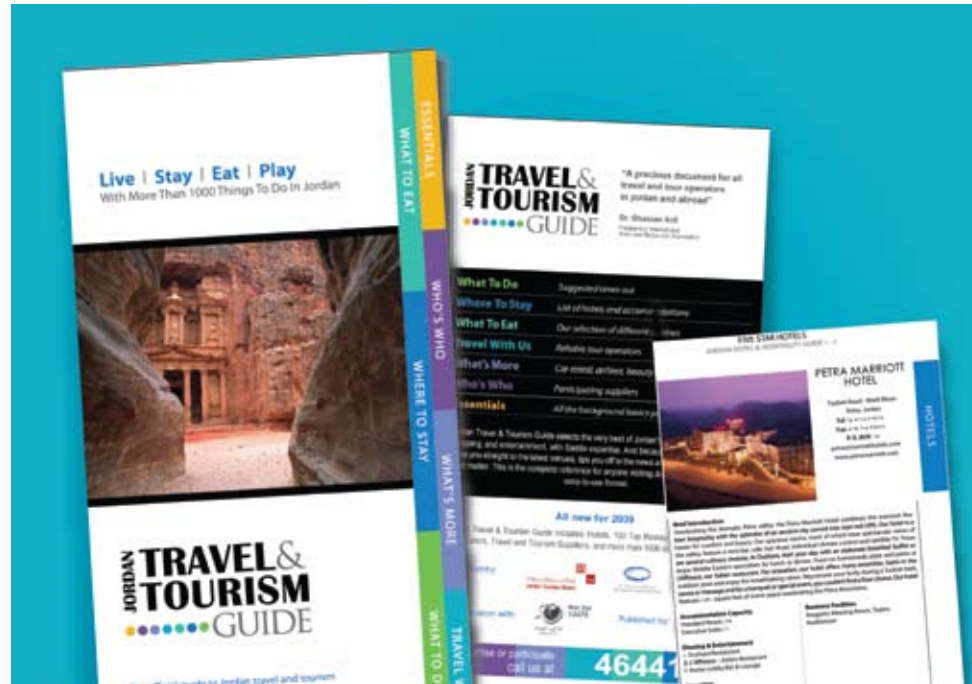
Jordan Hotel and Hospitality Guide

Jordan Building and Construction Guide

Pedestrian Road Safety Guide

Jordan Travel and Tourism Guide

November 18, 2009



[View Jordan Travel and Tourism Guide Online](#)

Jordan Travel and Tourism Guide selects the very best of Jordan's sightseeing, restaurants, shopping, and entertainment, with SADDA expertise. And because it's semiannual, it also takes you straight to the latest venues, tips, you off to the news and fashions and gives you what matter. This is the complete reference for anyone visiting Jordan, in a handy size and easy-to-use format.

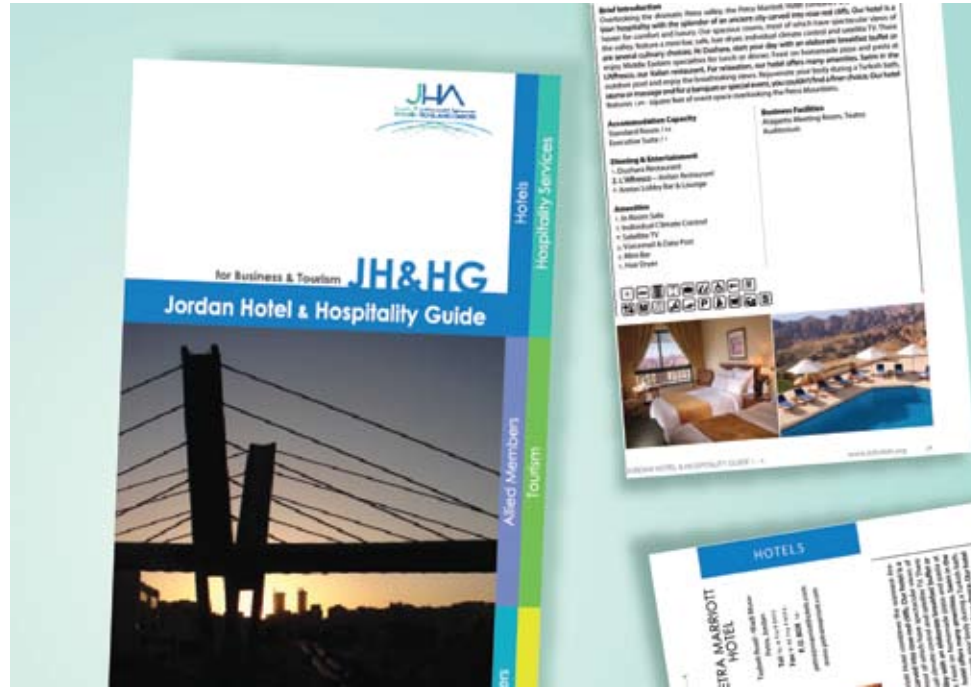
Jordan Building and Construction Guide

November 18, 2009



Jordan Hotel and Hospitality Guide

November 18, 2009



View Jordan Hotel and Hospitality Online

Jordan Hotel and Hospitality Guide is the official guide to Jordan hotel and hospitality services, the most comprehensive, accurate and up-to-date guide on Jordan's fast-growing range of hotels and hospitality. This guide has been designed as an industry guide for daily use by travel agents, travel planners, event's organizers and ordinary travelers. It has listings for 180 hotels in all the cities, and more than 300 allied members. All entries are indexed in a number of different ways to allow for fast access. Special sections provide information on business and leisure facilities. Jordan Hotel and Hospitality Guide is published by Jordan Hotel Association and Marketed by SADDA marketing & business solutions. Jordan Hotel and Hospitality Guide is proudly endorsed by International Hotel and Restaurant associations www.ih-ra.com

Ahlan wa Sahlan (Welcome to Jordan)

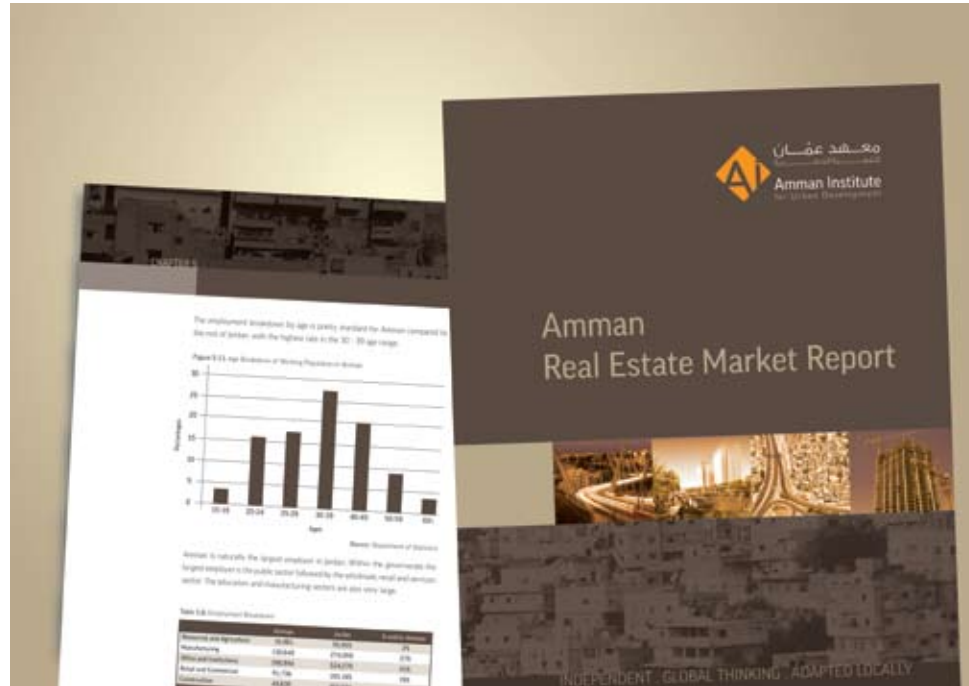
November 18, 2009



SADDA Studios is proud to work with Jordan Inbound Tour Operators Association on launching Ahlan Wa Sahlan brochure. Ahlan wa Sahlan brochure is a very useful kit for travelers in Jordan. Distributed to over 1,000,000 tourists, Ahlan wa Sahlan brochure includes cultural tips of: Eating Well, Appropriate attire, Getting around, Invitations, Medical emergencies, Money in Jordan, Ramadan, Safety, Shopping, Tipping, Help and more.

Amman Real Estate Market Report

November 18, 2009



The Amman Real Estate Market Report is the result of a comprehensive database the Amman Institute has established in collaboration with the Greater Amman Municipality using sophisticated technologies. Amman Institute is established by Greater Amman Municipality in 2008. SADD Studios works with Amman Institute to market the report to the local and international real estate market.

MARKETING

Market Research

Market Study

Dynamic Marketing

Internet Marketing

Media Planning

Social Media marketing

Al Baraka Mall

November 18, 2009



The suggested annual strategic marketing plan we developed for Al-Baraka Mall focused on:

- Ensure that the different floors of the mall are occupied, so that the public who visit the Mall have more opportunities for shopping, and entertaining.
- Converting the mall into a centre of attention, integrating commercial and entertainment activities by benchmarking the developments that occur in everyday life of the city.
- Develop a sustainable corporate image and strong presence in consumer behavior.

Aqaba Gateway – Marketing Study

November 18, 2009



Gateway - Market Study and Plan

by: sadda Marketing and Business Solution

This 45 pages study came as an important step towards studying the existing situation and identifying the possible actions that needs to be taken for improving the performance of the Gateway and the possibility of rebranding its image. The main objective of this research is to study the opportunities of creating a new image to inject life into The Gateway, place the center within the top in the market, and create a destination to both the investors, and the visitors.

Road Safety Center of Excellence - RSCOE

November 18, 2009



The RSCOE certify road safety officers, and to publish standards. Our scope was to support the RSCOE in achieving its goals to rehabilitate & qualify specialized staff in the road safety ,study & understanding the vital issues in addition to set appropriate solutions for the road problems and to develop them through circulating of standards & best practices, which in turn affect positively on the practical & applied aspects. The center will provide a various activities which will be the creation of professional diploma program in road safety, duration of 9 months to qualify specialists in road safety to begin in 2009-2010 as well as holding a short duration training courses ranging between 2-4 weeks to be started in the summer of 2008. The center will also hold other specialized workshops in road safety.

BRANDING

Visual Identity

Creative advertising

Web Development

Interior design

Branding

Green Businesses

November 18, 2009



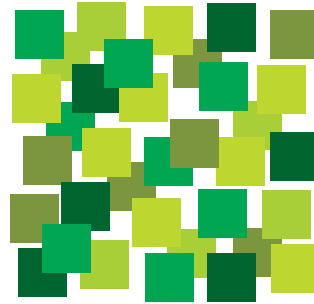
GREENBUSINESSES

Sustainability as a Business Strategy

Branding

Jordan Green Building Council

November 18, 2009



Jordan Green Building Council

المجلس الاردني للابنية الخضراء

Since its establishment SADDA is proud to support Jordan Green Building Council. SADDA designed Jordan Green Building Council Logo after winning a competition of more than 80 submitted designs.

JHA Branding

November 18, 2009



Our target was to up scale the marketing effort resources of the hotels in Jordan by challenging the Hotel industry methodologies and approaches, and improve the service/product distribution systems. After studying the clients' needs we developed the new brand identity strategies to help in positioning and maximizing the value of its brand equity, and translating the strategy into visual brand identity, communicating the new desired messages through all the marketing and communication materials with a comprehensive design for the new brand identity communication tools.

Sollitech Branding

November 18, 2009



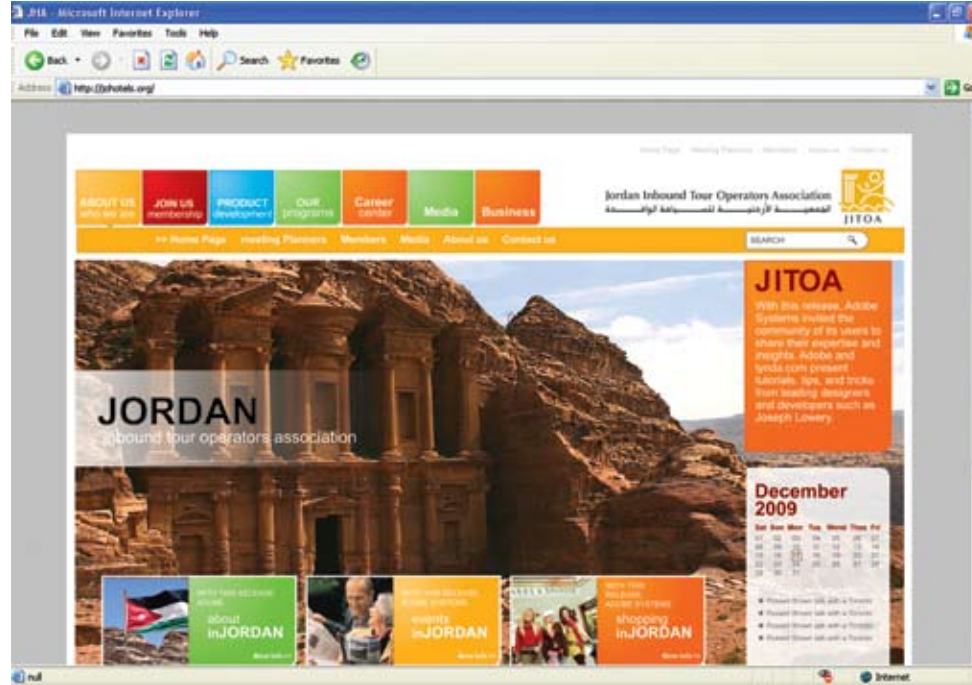
Intema

November 18, 2009



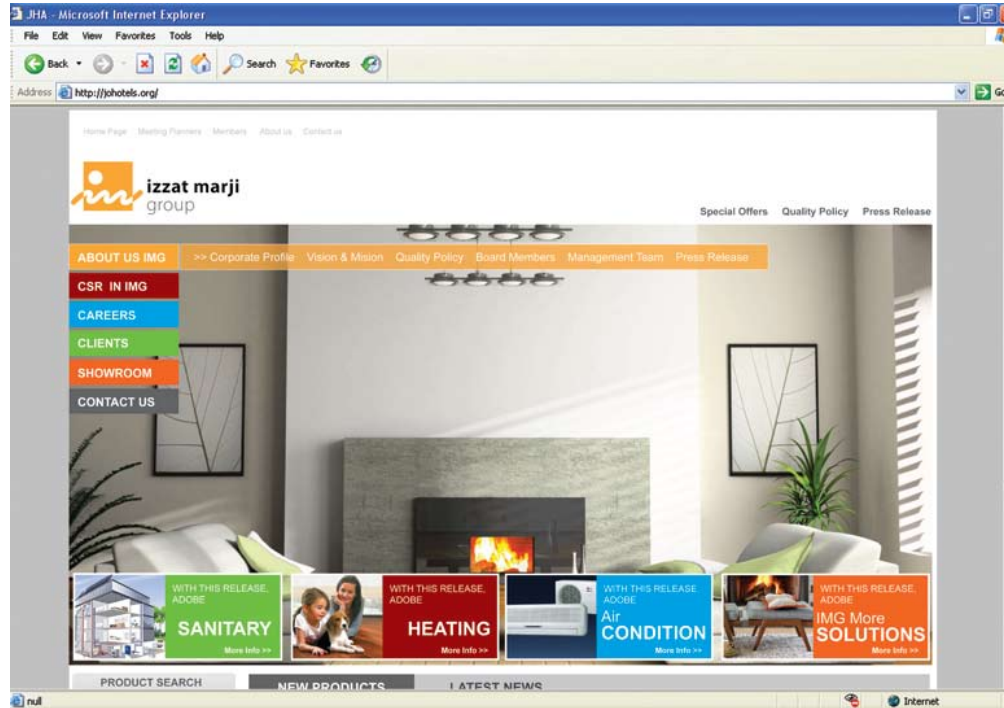
JITOA

November 18, 2009



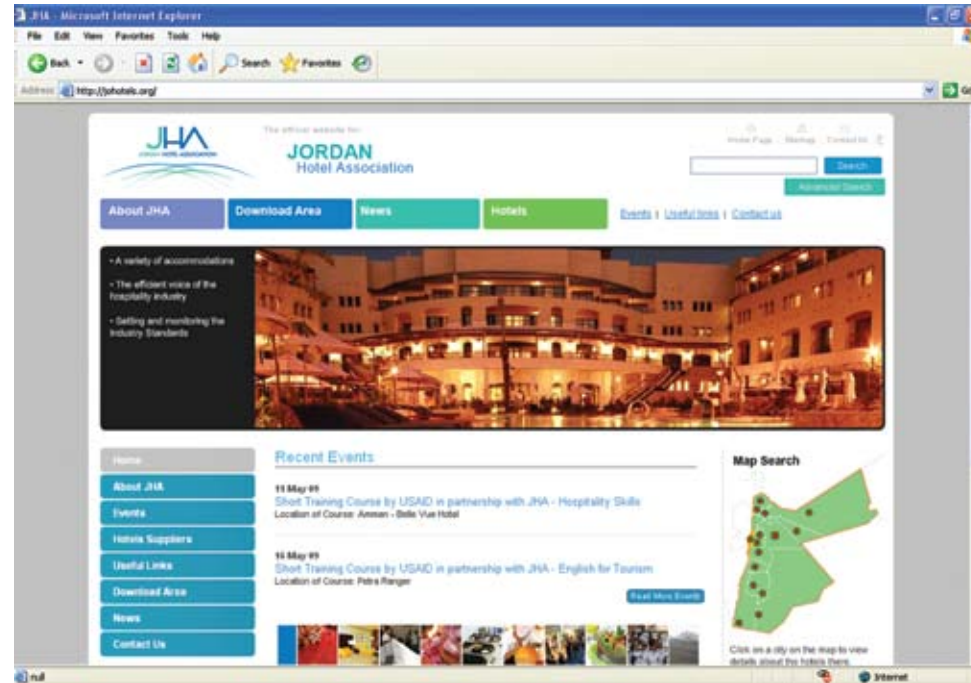
Izzat Marji

December 30, 2009



Jordan Hotel Association Website

November 18, 2009



Visit Jordan Hotel Association Website
SADDA Studios is proud to launch the new Jordan Hotel Association website.

PUBLIC RELATIONS

Copyrighting

PR planning and pitching

Press Release Conferencing

Media Monitoring

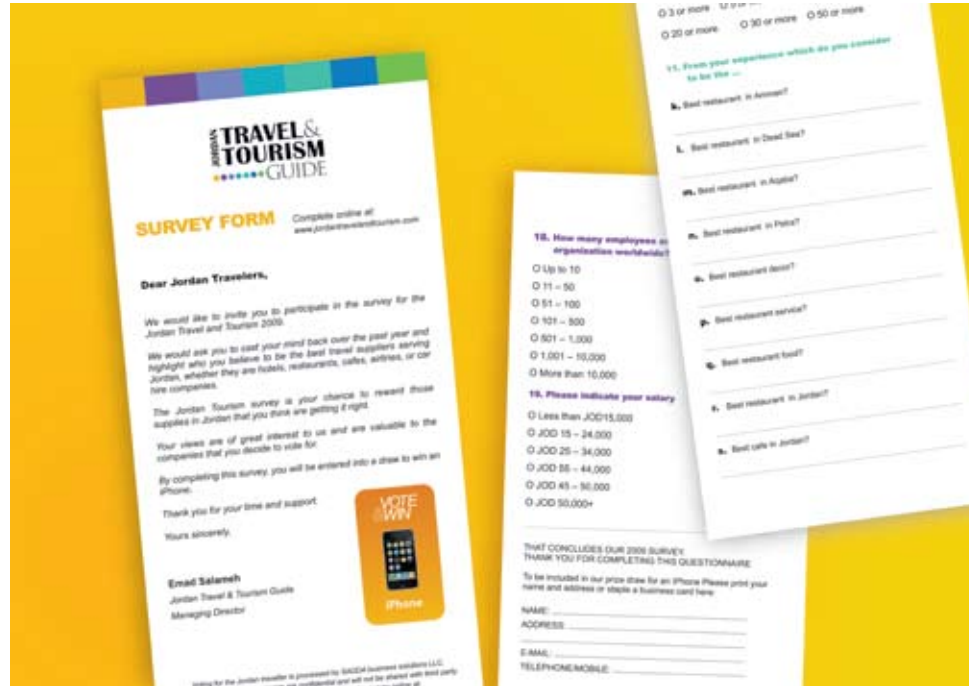
GreenTech Sustainable Environment

November 18, 2009



Jordan Travel and Tourism Survey

November 18, 2009



Public Relations / Media sponsor

Think Green Conference

November 18, 2009



Public Relations / Organizer

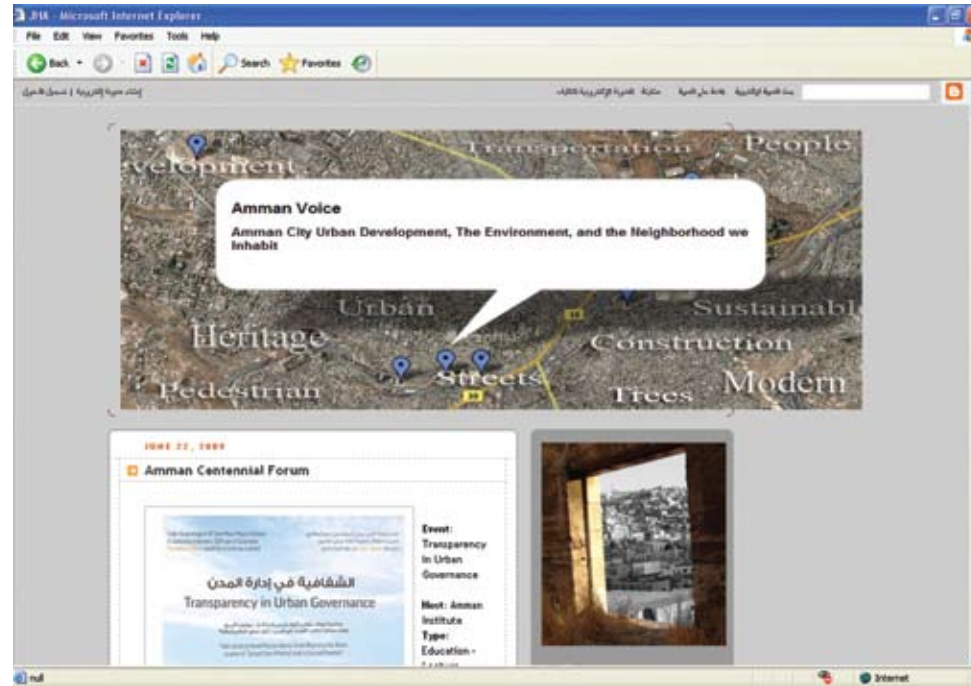
Canam Asia Launching

November 18, 2009



Amman Voice Blog

November 18, 2009



Amman Voice is SADDA founder's personal blog. Amman Voice blog about Amman city urban development, the environment, and the neighborhood we inhabit. www.ammanvoice.blogspot.com

ADVERTISING

Maani Metalform

January 01, 2010



The Art Of Metalform
YOUR SHEET METAL EXPERTS

METALFORM provides a variety of services:
Hollow metal doors and frames, Five panel UL certified doors and frames,
Sheet metal perforations, Sheet metal forming and bending, Metal
laboratories and furniture, Internal building cladding and facades, Steel filing
cabinets, Locker room cabinets.

metalform | a member of **AI Qadryah Engineering Industries Co.**
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www.metalform.jo

Advertising

Maani Steel

January 01, 2010



a member of
maan VENTURES

Pre-engineered Buildings Solutions
Warehouses Steel Aircraft Hangars Multi Story building Sports Halls Canopies Agricultural Steel Building

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Jordan Green Building Council

January 01, 2010



Jordan Green Building Council
المجلس الأردني للأبنية الخضراء

Make your voice heard.
Join us now!

Mission
The Jordan GBC is a non-profit non-governmental organization with a mission to promote and advocate for the adoption of Green Building Practices in phases of the building process leading towards creating Green Buildings & sustainable cities in Jordan.

Vision (2010-2012)
To evolve and expand into a recognized regional leader in developing and implementing innovative green building practices.

Our Committees
1) Legal, Operational and Membership Committee
2) Technical Committee
3) Educational Committee

Jordan Green Building Council
المجلس الأردني للأبنية الخضراء

NOVA
Specialized Furniture

Chairs - Sofa - Partition walls - Office Desks
Auditorium

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Specialized Furniture

Chairs - Sofa - Partition walls - Office Desks
Auditorium

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Chairs - Sofa - Partition walls - Office Desks
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Show Room 2
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Fax : +962 6 4036779

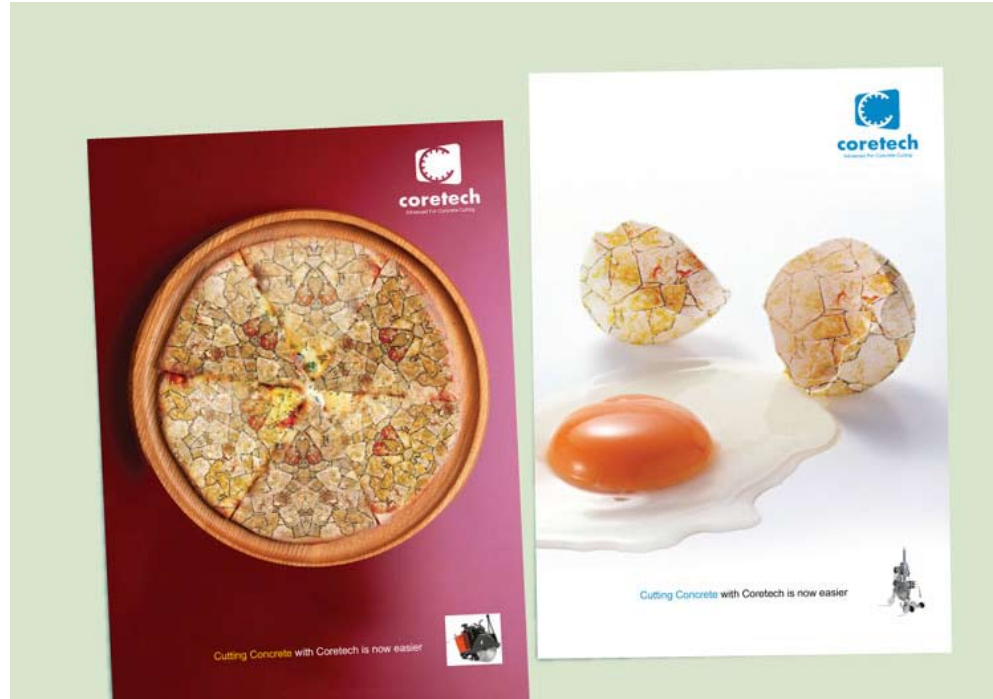
Factory
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Show Room 2
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Fax : +962 6 4036779

Coretech

January 01, 2010



SADDA

January 01, 2010

“at SADDA we specialize in working with the public and private sector to enable the positive redesign of our economy”

SADDA
شركة حلول الأعمال والتسويق
Marketing and Business Solutions

SADDA is a marketing, branding, public relations, and online business solutions studio. We love what we do; we can do it for your company, too. Say marhaban@sadda.jo

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Web: www.sadda.jo

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GreenTech

January 01, 2010



Informed by our experience with a diverse group of clients across various industries, SADDA Studios is able to bring a unique breadth of knowledge and expertise to each new project.

Jordan Tourism Board

Jordan Hotel Association

Jordan Restaurant Association

Jordan Inbound Tour Operators

Zain Telecom

Allord TV

Al-Daman Investment

Nuqul Group

The Royal Automobile Museum

Emad Bazzi Salon

RSCN's - Wild Jordan

Atico Group

Al-Samhouri Exchange Company

Le Royal Hotel

Thrifty Rent a Car

Radisson Sas Tala Bay Resort

Rama Swiss World

Holiday Inn

Sindbad for Marine Transportation

Inimex International Import and Export Co.

PST company ltd.

Dakkak Tours International

Trader Vic's

Abdin Industrial Est.

Allour Company

Blancsel Wedding

Deir El Qamar

Diwan Al-Sultan Ibrahim Restaurant

Golden Tulip Airport

Holiday Inn Resort Dead Sea

Intercontinental Aqaba Hotel

Imperial Palace Hotel

Kahaleh Est.

Kaylani Food Center

The Royal Marine Conservation Society

Brands Arabia Company

The Regency Palace Hotel

Travel Now

Sweifie Avenue

Marketing

[Market Research](#)

[Market Study](#)

[Dynamic Marketing](#)

[Internet Marketing](#)

[Media Planning](#)

[Social Media marketing](#)

Branding

[Visual Identity](#)

[Creative advertising](#)

[Web Development](#)

[Interior design](#)

Public Relations

[Copyrighting](#)

[PR planning and pitching](#)

[Press Release Conferencing](#)

[Media Monitoring](#)

The comprehensive range of services and products offered includes:

Publishing

[Jordan Travel and Tourism Guide](#)

[Jordan Hotel and Hospitality Guide](#)

[Jordan Building and Construction Guide](#)

[Pedestrian Road Safety Guide](#)

Advertising

Internet Marketing

How DO we do it?

Plan

Connect your audience to the message

A solid digital marketing strategy starts with a tactical plan. To connect your audience with your message, Sadda works with you to conceive the right plan to achieve your goals. We work diligently to understand your business, your customers and offer online marketing solutions that identify opportunities. We then select the plan that will deliver a singular purpose: REVENUE GROWTH FOR YOUR BUSINESS

Implement

Build and implement better online experiences.

Build and implement better online experiences. Sadda team collaborates to deliver the best combination of style and function. Our extensive experience with best in class advertising we create long-term impact and versatility. Whether you choose our basic offering or the full internet marketing plan, Sadda team will exceed your expectations.

Track

A proven track record

Tracking and measuring the success of your combined marketing efforts is just as crucial. That's why we believe in pairing your objectives with analytical tools to set campaign goals and then track achievements. By researching, testing and then defining our internet marketing initiatives, we gain a better understanding of which efforts generate the most leads, refining our plan and focusing our attention accordingly. By monitoring and applying these best practice solutions each month, we can better manage and maintain the strategic goals of your organization.