

COMPANY PROFILE

VYRAL  
MEDIA

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# We make you Visible

We craft bold brands and magnetic stories  
that turn presence into influence.



# WHO WE ARE

Vyral Media is a results-driven digital marketing agency inspired by creativity, innovation, and the modern Dubai spirit. We're focused on scaling brands and personal identities through strategic storytelling, bold visuals, and campaign precision. With expertise rooted in experience across the UAE and international creative sectors, Vyral Media helps brands capture attention, build communities.

# OUR VALUES



## CREATIVITY

Relentless pursuit of fresh, bold, and memorable ideas that inspire audiences and drive action.



## UNIQUE

In order to be irreplaceable one must always be different



## INTEGRITY

Building trust through transparent, ethical communication and results-based delivery for every partner.



## PASSION

Love your family, work super hard live your passion



## ETHICS

Media always play a vital role in our democracy. and if we cannot depend on journalistic ethics.



## INNOVATION

Marrying the latest digital technologies with industry-leading strategy.

# VISION

TO ESTABLISH OURSELVES AS  
THE TOP TWO AGENCY IN MEDIA  
AND A MARKETING ONE-STOP-SHOP  
IN THE GCC REGION BY 2026



# MISSION

TO EMPOWER THE YOUTH  
THROUGH THE POWER OF  
MEDIA AND INNOVATION



# FUELED BY THE YOUTH

**VYRAL IS A POWERFUL COLLECTIVE OF SOME OF THE YOUNGEST AND MOST INNOVATIVE MINDS IN THE UAE**

**WE CREATE POWERFUL, INNOVATIVE, FUN, AND MEMORABLE CONTENT. OUR COMPANY IS CENTERED ON THE IDEA THAT EVERYTHING THAT YOU COULD POSSIBLY NEED IS AVAILABLE UNDER ONE ROOF. FROM CREATIVE CONCEPTUALISATION TO PRODUCTION AND EXECUTION  
- WE MAKE YOU VISIBLE**

**VYRAL IS MORE THAN JUST YOUR REGULAR MEDIA AGENCY IT IS THE SPACE FOR CREATORS, COLLABORATORS, AND EVERYTHING IN BETWEEN.**

# OUR SERVICES



## STRATEGY & CONSULTING

In-depth competitor analysis, positioning workshops, rapid-fire content ideation, and ongoing performance audits.



## PERSONAL BRANDING

Strategic identity development for entrepreneurs, creators, and executives including content positioning, bio creation, and visual storytelling for robust digital profiles.



## SOCIAL MEDIA MANAGEMENT

Comprehensive management for Instagram, TikTok, and more covering content calendars, posts, captions, community management, and influencer collaborations.

# OUR SERVICES



## CONTENT PRODUCTION

High-impact photography, videography, and Reels/TikTok creation tailored to platform trends—ideal for founder profiles or brand storytelling.



## PAID MEDIA & CAMPAIGNS

ROI-focused ad campaigns, from concept to execution, including campaign analytics and agile adjustments for maximum reach.



## INFLUENCER & AFFILIATE MARKETING

Connecting brands and personalities with influential networks across the UAE for amplified visibility and authentic engagement.



# INDUSTRIES WE TARGET



- **AUTOMOTIVE**
- **HEALTH & WELLNESS**
- **EVENTS**
- **BANKING & FINANCE**
- **TELECOMMUNICATION**
- **TECHNOLOGY**
- **CONSTRUCTION**

- **GYM & FITNESS**
- **MODEL INDUSTRY**
- **GAMING SECTOR**
- **JEWELLERY**
- **CINEMA & ENTERTAINMENT**
- **SKINCARE**
- **RENOVATION**



# INDUSTRIES WE TARGET

- LIFESTYLE PRODUCTS
- CLINICS & HEALTH CARE
- FOOD & BEVERAGES
- IN-HOME ENTERTAINMENT
- E-COMMERCE
- GOVERNMENT
- LOGISTICAL SERVICES
- CONVENIENCE STORE
- FOOD DELIVERY SERVICES
- ONLINE LEARNING & COURSES
- FASHION & RETAIL
- BEAUTY & COSMETICS



# INFLUENCER MARKETING

Technology has become integral to the world. That's why VYRAL Media has invested time and skill to stay one step ahead of these progressive times.

Beliefs, ideas, awareness, communities and even purchasing decisions are made because of digital content and the influencers behind them.

Our biggest mission is to bring the brands to the people and the people to the brands. Our goal is to represent your brand in an influential fashion via some of the GCC's biggest personalities. Contact us to align your goals with the quintessential direction to elevate your brand



# WHY INFLUENCER MARKETING? FOR CLIENTS

- 🤝 Build trust & expand reach into influencer followers
- 🎯 Strengthen brand messaging through authentic endorsements
- 💡 Influencer consumer buying decisions
- 🔍 Reach more engaged and better qualified audiences
- 💰 Reach higher ROI



# WHY VYRAL?

## FOR CLIENTS

VYRAL

### 1 INFLUENCER DISCOVERY & VETTING

We ensure influencers are reputable, the right fit, and deliver quality content with real engagement that meets brand standards.

### 2 CREATIVE CAMPAIGN STRUCTURING

We help brands identify the right audience, choose the best social channels, and create publishing schedules that maximize the impact of influencer content.

### 3 CAMPAIGN BRIEFS

Briefs help influencers become a part of the collaborative process that's essential to influencer marketing by giving creative guidance and outlining key messaging, talking point and goals for the campaign.

### 4 OPTIMIZATION AND REVIEW

A critical part of our work is managing the details rate negotiations, contracts, content quality checks, and campaign reporting. These ensure compliance, optimization, and lasting value for brands even after the campaign ends.

# WHY VYRAL?

## FOR EXCLUSIVE INFLUENCER

-  Dedicated account manager
-  Free content production
-  Use of studio & facilities
-  Being a part of the VYRAL community
-  Opportunity to collab with other exclusives
-  Opportunity to grow & develop
-  Access to workshops & events





# AFFILIATE MARKETING

Affiliate marketing is the process of earning a commission by promoting a company's products. Influencers find a product they like, promote it to others and earn a piece of the profit for each sale that they make.





AFFILIATE PUTS YOUR  
AD ON THEIR WEBSITE

HOW DOES  
**AFFILIATE**  
MARKETING  
WORKS?



CUSTOMER CLICKS  
AND CONVERTS



CONVERSIONS ARE TRACKED



AFFILIATE GETS A  
COMMISSION, YOU  
GET A SALE!



# WHY AFFILIATE MARKETING

Passive income for influencers. While any “regular” job requires you to be at work to make money, affiliate marketing offers you the ability to make money while you sleep. By investing an initial amount of time into a campaign, you will see continuous returns on that time as consumers purchase the product over the following period. You receive money for your work long after you’ve finished it.

No customer support. The entire job of the affiliate marketer is to link the seller with the consumer. The seller deals with any consumer complaints after the affiliate & network receive a commission from the sale.

No direct cost, convenient and flexible. Affiliate marketing is done at no direct cost, meaning we can get started quickly and without much hassle. There are no upfront fees to worry about and shortens the lengthy approval cycle.



# SOCIAL MEDIA MARKETING & MANAGEMENT

VYRAL

We are ambassadors of the future that are dedicated to rejuvenating the idea of an online social media campaign. We bring you state of the art content and results, driven by the mastery of the new generation.

With the use of analytical data and market research, VYRAL Media can help implement specific strategies and campaigns to amplify our clients' position in the online market.

We establish brand values, sincerity, and zealousness throughout our cooperation to assure the desired objective is met to your gratification.



The background features a dark brown, textured surface. In the center, there is a large, glowing blue square containing the orange TikTok logo. To its left and right are smaller, glowing orange squares, each containing a faint, stylized version of the TikTok logo. The overall aesthetic is modern and digital.

# TIKTOK MARKETING

TikTok Marketing entails creating content revolving around the latest trends and curating it for the client in order to maximize exposure and brand awareness.



## SOME STATISTICS

- TikTok has over 1.5 billion app downloads so far.
- More than 1 billion videos get viewed each day on TikTok.
- Over 50% of US TikTok users are aged 18 to 34.
- TikTok is the second most downloaded app globally.
- TikTok users span across 155 countries worldwide.
- TikTok has 800 million monthly active users.

# CONTENT PRODUCTION

A team of young and excited professionals is fully devoted to making your vision become a reality. In a fast-paced digital world, what better way to showcase your brand than through visuals.

Location scouting | Permits | Casting | Storyboards | Scripts | Stylists | Talents: (actors + models)



WE MAKE YOU VISIBLE.

☎ +971 54 520 6506

🌐 [www.vyral.ae](http://www.vyral.ae)

✉ [Projects@vyral.ae](mailto:Projects@vyral.ae)

📍 Business Bay, Dubai, United Arab Emirates