



## Contact Us...



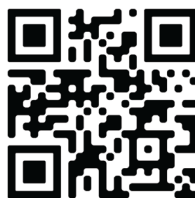
DMEXCO 2025 Booth A-023 / Hall 6



Maher Ghazal, Chief Growth Officer  
maher.ghazal@reachmena.com

Vans Huang | PR & Marketing Lead  
vans.huang@reachmena.com

LinkedIn



TRUE REACH  
CHINA

End-to-end  
Marketing Agency Targeting  
Affluent Chinese Travelers

**Simplifying access to  
China's affluent travelers**  
through complete & integrated marketing services



**Fliggy**

**Eliminate media wastage  
by leveraging Alibaba's ecosystem**  
for full funnel targeting & measurement



## Strategy

Research, Competitive Benchmarking, Social Listening, Trend Tracking, Data & Insights, Campaign Measurement & Reporting



## Creative

Brand & Campaign, Creative Strategy, Concept Development, Content Creation, Localization and Cultural Adaptation for the Chinese Market



## Media

TA-Driven Media Strategy & Planning, Digital & Offline Media Buying & Execution, Performance Optimization & Reporting



## Social

Social And Ecommerce Setup & Management, Content Planning & Community Management, Social Commerce Integration & Campaign Activation



## PR

Influencer, KOL/KOC/KOS Management, Media Relations, Online & Offline Event Planning & Activation

**Fliggy**

Travel Behavior,  
Destination, Date...

**Taobao**

Purchase Behavior,  
Product Categories



**User Profile**

**Social and other platforms**



Douyin



Rednote



WeChat



Weibo

**Alibaba**

Fliggy



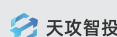
YOUKU



AMAP



天攻智投



天攻智投



Awareness

Interest

Purchase

Loyalty