

Leveraging sales, maximising returns and profitability

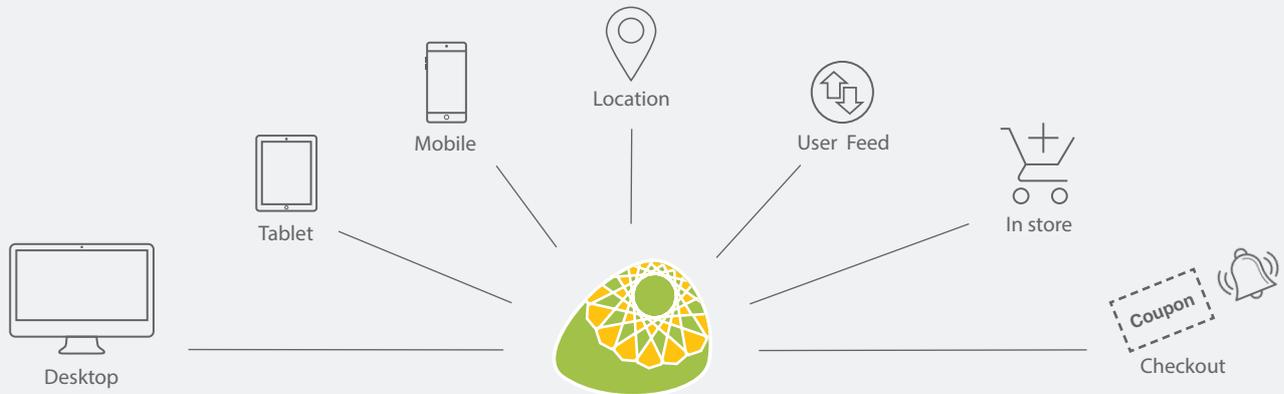
Digital advertising formats and rate card for the DailyBaraka platform



DailyBaraka

Connecting brands
and the Muslim consumer

An interactive service that connects brands with the Muslim consumer in real-time in the retail space, at home and on the go...



DailyBaraka is an online interactive platform for brands and retailers. Designed to help you engage and develop insights about your customers so that you know where to invest and how to deliver more of what your customers want.

Customer insight, operations and merchandising teams benefit from this, as it facilitates a direct route to the affluent and loyal Muslim consumer market on a 1-2-1 basis delivered through our app and web services.

It is medium that provides a high level of impact for all accredited Halal and Shariah compliant products and services across multiple sectors on one platform.

DailyBaraka identifies and promotes Halal certified products on supermarket shelves giving the Muslim consumer a greater breadth of choice and increasing your sales to this loyal market.



What we offer...

- Customer engagement connects and improves every interaction your customers have with your brands
- Delivers highly relevant communications to retain and grow customer value
- Identifies and quantifies the best opportunities to build loyalty
- Identifies shopping trends and patterns
- Focuses on delivering experiences that customers identify as essential in their relationship with your brand

DailyBaraka, delivering a valuable customer experience...

Creating an effective customer experience is about more than just ensuring your customers receive the products and services they desire in a timely and efficient manner.

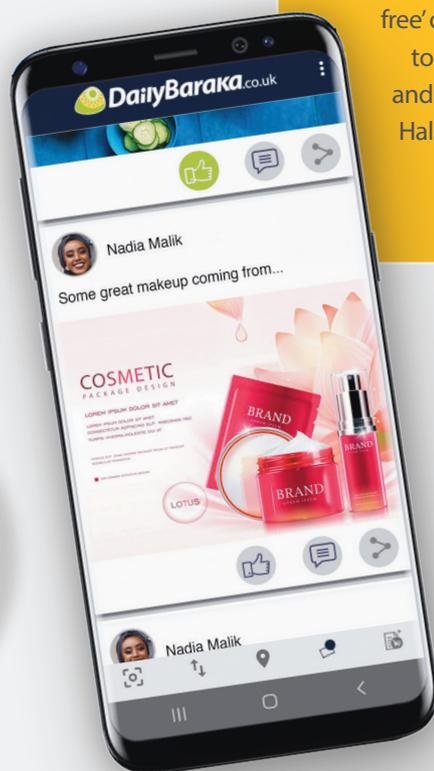
It's also about understanding core values and creating touchpoints with real people who can organically grow your brand through their social media and offline interactions with friends and family.

DailyBaraka is designed to help companies understand and capture the value of effective customer experiences to gain competitive advantage and differentiate themselves from competitors.

DailyBaraka, an integrated 'User Feed' for brand marketing...

We take an editorial approach to influencers, working alongside creative bloggers to co-create branded content that brings credibility to owned channels as well as extending reach into the influencers' own networks.

**BUY 2
GET 1 FREE**
Special offers can be saved
in user's coupon bank to
be redeemed at
checkout



Muslim consumers will be able to use DailyBaraka's services in the confident knowledge that all products presented to them will be certified as Halal by a legitimate certification organisation and services will be qualified as Shariah compliant by prestigious Shariah boards.

Advertising and promotional

DailyBaraka is set to become THE single source of qualified and trusted information on all things Halal and Shariah compliant to the benefit of the Muslim consumer. And these Muslim consumers will gain benefits currently enjoyed by mainstream consumer groups... promotional offers such as money off coupons and 'Buy 1 get 1 free' offers targeted directly to the Muslim consumer and offered specifically on Halal products and Sharia compliant services.

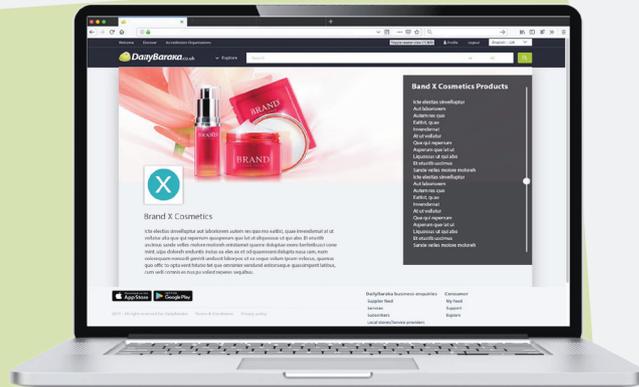
marketing opportunities will enable subscribers, 'you' to communicate directly with your Muslim consumer audience in order to build brand awareness, create loyalty and gain extra sales.

Registered users will be able to access an array of services... from following branded contents via our 'User Feed' and push marketing

features to saving coupons and consumer offers in their 'User Profile' to be redeemed at checkout thereby actively promoting trial and repeat purchase.

These services will provide support for the products in store and meet listing obligations made to retail stockists and distributors.

Take advantage of our pre-launch promotion offer, for a limited time we are offering a subscription free trial period, with no obligation*.



Click here to create an account

Click here for an example corporate page

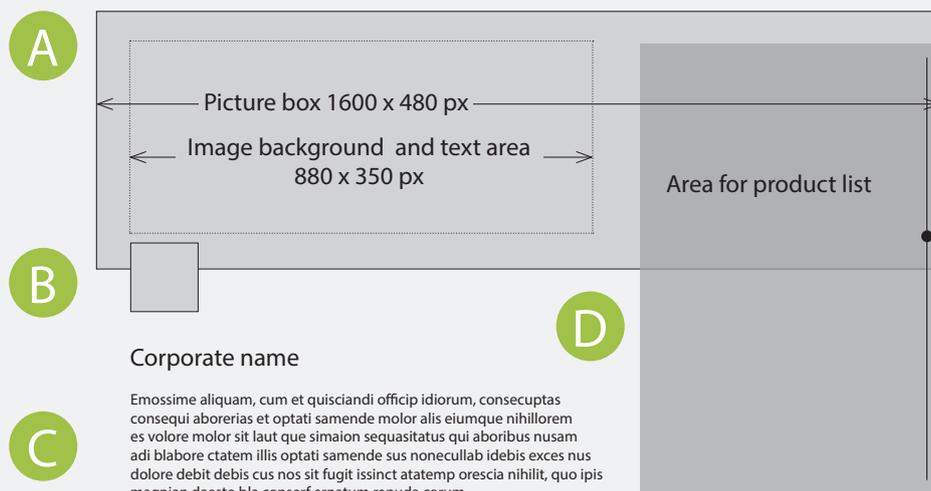
Click here for an example product page

Annual Subscription Rate

1 x Corporate page	£3,500 pa	Get £1,000 in advertising credit on the DailyBaraka platform*
1st Product/range page		
App page		
Subsequent product/brand page rate £100 pa		
<p>Special Offers If you are a new business or under 2 years old we may have a package deal for you, please call to discuss.</p>		
<p>As a registered Subscriber you will be opted in to receive free market research data and will also be able to purchase the biannual 'Market Trends# – Halal and the Muslim Consumer' report based on the DailyBaraka 'Muslim Consumer Panels Research Programme.</p>		

Once an account has been approved access will be given to upload and showcase corporate and product pages and will be automatically entered into our app services for in store retail marketing and User Feed. Upon validation with the appropriate Halal accreditation organisation your pages will be published on the DailyBaraka platform. For uploading artwork please read and follow the instruction in the panels carefully to avoid artwork being rejected.

Corporate page template layout...



A

Web Picture (Maximum volume 1024KB - image format)
Image size ratio should be in Dual Wide (e.g. 1600 x 480)
This image is used as the header of product in Website.
Corporate image and text should be constraint to the left of the picture box, within the measure of 880 x 350

B

Logo (Maximum volume 1024KB - image format)
Logo size ratio should be in 1:1 (e.g. 256 x 256)

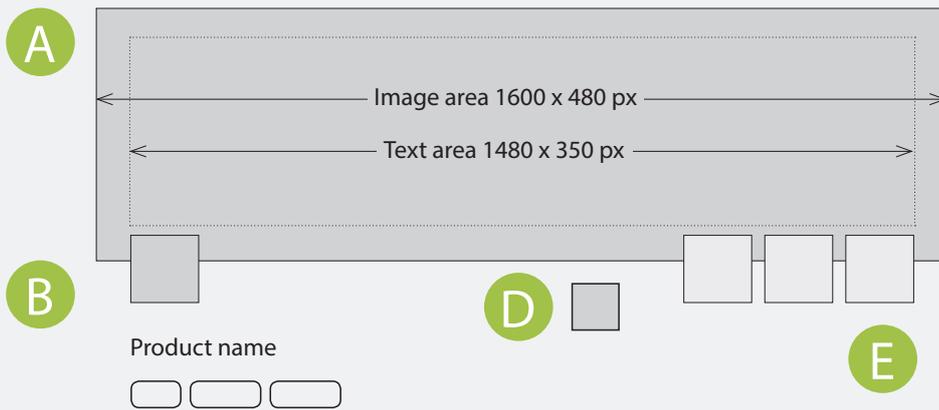
C

Letters and space count 400 characters

D

Product list

Product page template layout...



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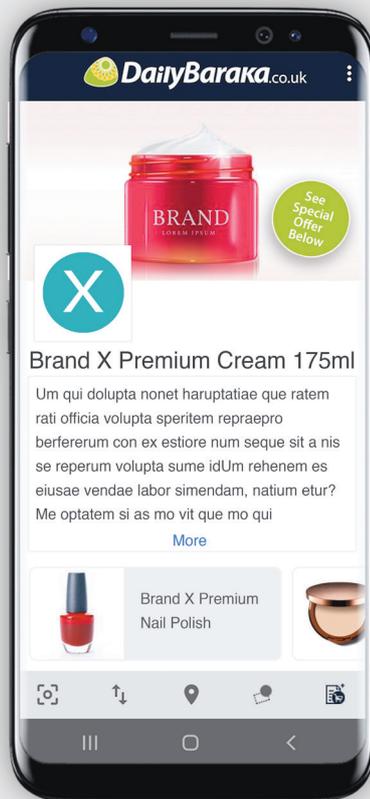
A
 Web Picture (Maximum volume 1024KB - image format)
 Image size ratio should be in Dual Wide (e.g. 1600 x 480)
 This image is used as the header of product in Website.

B
 Logo (Maximum volume 1024KB - image format)
 Logo size ratio should be in 1:1 (e.g. 256 x 256)

C
 Letters and space count 400 characters

D
 Logo Certifier(s) (Maximum volume 1024KB - image format)
 Logo size ratio should be in 1:1 (e.g. 256 x 256)

E
 Main Picture (related item) (Maximum volume 1024KB - image format)
MUST BE ON A WHITE BACKGROUND.
 Image size ratio should be in 1:1 (e.g. 1000 x 1000)

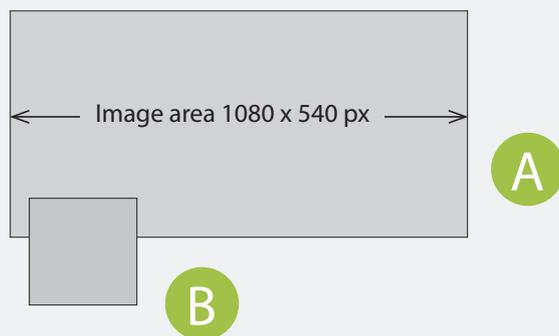


A
 Mobile Pictures (Maximum volume 1024KB - image format)
MUST BE ON A WHITE BACKGROUND.
 Image size ratio should be in 2:1 (e.g. 1080 x 540)

This image is used as the header of product in Application.

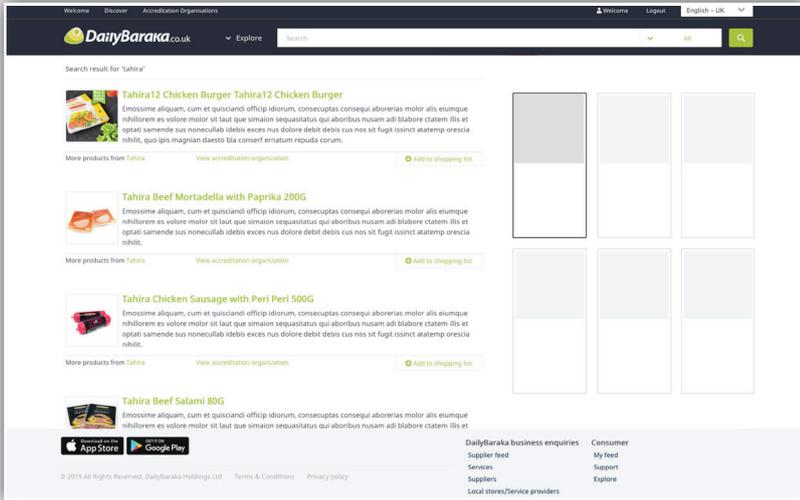
B
 Logo (Maximum volume 1024KB - image format)
 Logo size ratio should be in 1:1 (e.g. 256 x 256)

Mobile template layout...



Plan and buy digital advertising on the DailyBaraka platform across desktop, tablet and mobile...

Advertising formats for website...

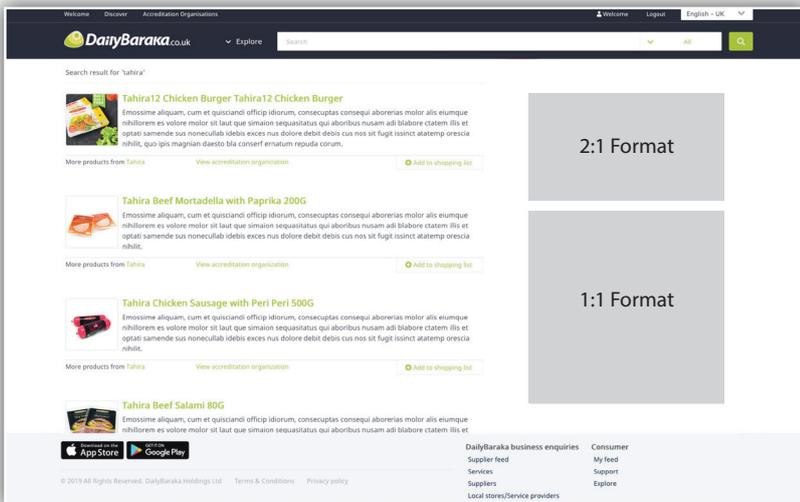


1:1 Format Mini

Web Picture

(Maximum volume 1024KB - image format)

Image size ratio should be in ratio 1:1 (e.g. 256 x 256)



2:1 Format

Web Picture

(Maximum volume 1024KB - image format)

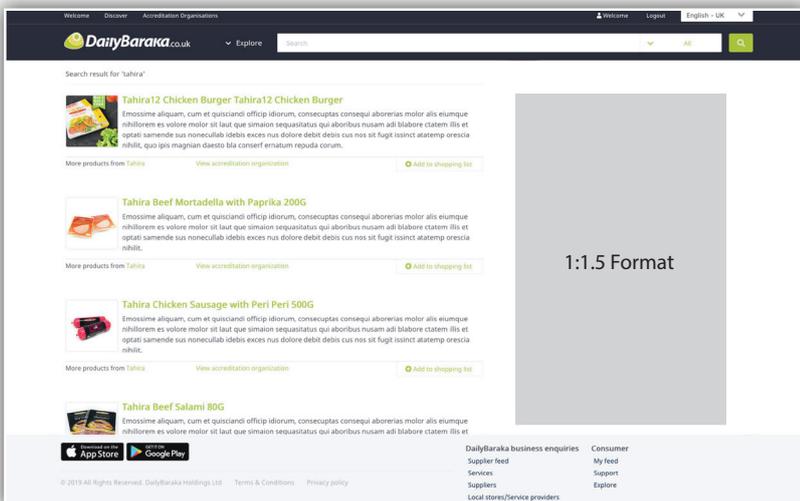
Image size ratio should be in ratio 2:1 (e.g. 390 x 195)

1:1 Format

Web Picture

(Maximum volume 1024KB - image format)

Image size ratio should be in ratio 1:1 (e.g. 390 x 390)

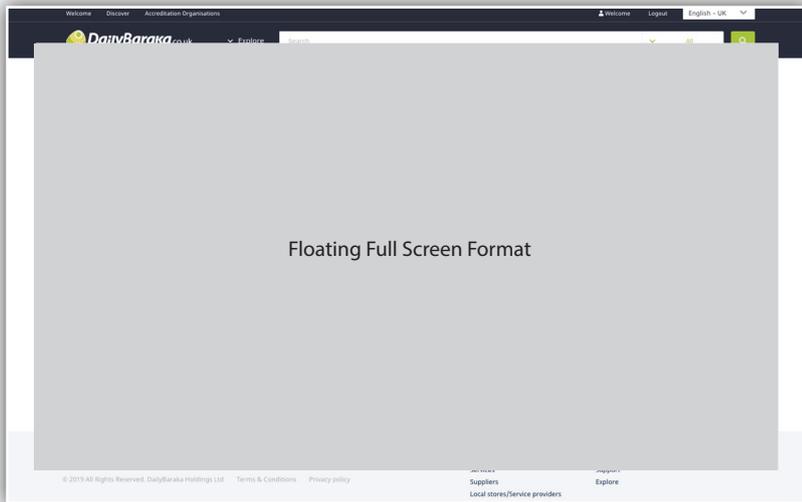


1:1.5 Format

Web Picture

(Maximum volume 1024KB - image format)

Image size ratio should be in ratio 1:1.5 (e.g. 390 x 585)



Floating Full Screen

Web Picture

(Maximum volume 1024KB - image format)

Advertising formats for App...



Splash Screen: Still

Mobile Picture

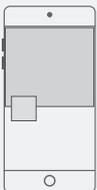
Splash Screen: Video

Mobile video



Floating

Creative floating on top of the app content



Coupon

(Maximum volume 1024KB - image format)
Image ratio 6:5 (e.g. 1080x900)

- Splash Screen marketing
- Postcode Marketing
- Email Marketing
- Push Marketing (alerts/coupons to user's app and email)
- Targeted User profiling
 - Gender
 - Age
 - Interests
- Share products/services with family and friends within the DailyBaraka platform as well as external services
- User Feed
 - Upload Marketing campaign
 - Video
 - Advertising
 - Content marketing
- Subscriber Feed
 - Analytics...
 - Insights/trends

Advertising for website...

	Format: JPeg	Ratio	Please call to discuss your campaign requirements
1:1 Format Mini	Maximum volume 1024KB	1:1 (e.g. 256 x 256)	
2:1 Format	Maximum volume 1024KB	2:1 (e.g. 390 x 195)	
1:1 Format	Maximum volume 1024KB	1:1 (e.g. 390 x 390)	
1:1.5 Format	Maximum volume 1024KB	1:1.5 (e.g. 390 x 585)	
Floating Full Screen		Please call	

Advertising for App...

			Please call to discuss your campaign requirements
Splash Screen: Still			
Splash Screen: Video			
Floating			
Coupon	Maximum volume 1024KB		



DailyBaraka

Connecting brands
and the Muslim consumer

"DailyBaraka is a 'game changer'. What they add to the Halal sector will change how brands interact with the Muslim consumer."

Nadeem Adam,
Operations Director:
Halal Monitoring Committee UK

"It is in common interest of us to serve the Muslim Community facilitating them with an easy method to make right and permissible choice whence choosing foods from the supermarket shelves... DailyBaraka is set to become an important facilitator."

Masood Khawaja
Halal Consultations Ltd.

"As a pan-European company Tahira Foods has commitments and obligations to the major retailers that stock our products. Shelf space is at a premium in the FMCG environment and DailyBaraka will give us the opportunity, for the first time, to engage and market our products directly to our core Muslim consumer in real-time in the retail space. This will benefit us the manufacturer, the retailer and most importantly the consumer."

Ghias El Yafi,
Managing Director:
Tahira Foods Ltd

"DailyBaraka solves a marketing need for us and other manufacturers and distributors. We recognise that the retail landscape is changing and the DailyBaraka platform will give us the digital presence to engage our consumers."

Mukhtar Ali,
Managing Director:
Eagle Foods Ltd.