

**Bandariyah International/MATCO  
(Maham Al-Khaleej Co. Ltd.)**

**PARKER : HAYDEN**  
advertising + design

## AGENCY OVERVIEW

### Our Firm

Parker:Hayden is a full-service marketing firm that integrates advertising, public relations, graphic design, Web and new media to achieve specific results. Our clients include every size company from small start-ups to large Fortune 500 corporations. They work with us because we combine marketing acumen, branding prowess and graphic design experience with compelling creative and a true passion for wanting our clients to succeed.

Founded in October 2004, we currently have ten full-time employees with three part-time employees. We were built from the ground up on four basic pillars that make effective marketing communications: 1) advertising, 2) graphic design, 3) public relations and 4) new media/Web. Marketing strategy ties these four disciplines together enabling us to fit the right discipline to your specific needs. We're not "a hammer looking for a nail," but, rather, marketing experts who apply the right tool to our clients' specific problems.

## AGENCY OVERVIEW

### Key Personnel

Guy Parker has established himself as one of the Southwest's leading creative directors and graphic designers. Since 1982, he has created and contributed to the growth of hundreds of brands in both the B2B and B2C markets. His philosophy is simple: Visually connect with the audience and communicate the client's message quickly and effectively. He is a student of color theory and an advocate of "form follows function." Guy's specialty lies in Brand Identity and utilizing these concepts to effectively enhance a client's brand image and increase their market share. Guy holds a B.F.A. degree in Graphic Design/Fine Arts from Texas State University, San Marcos. He is an Eagle Scout and continues his active involvement with the local Boy Scouts of America as a volunteer Scoutmaster and member of the Sam Houston Area Council Marketing Committee. He is a member of AIGA, AMA, and also serves as Vice-Chairman of the Fine Arts and Communications College Advisory Board at Texas State University.

Mark Hayden has been on both the agency and client side of marketing. Before co-founding ParkerHayden, he was director of marketing for eRealty.com, a national real estate firm. Prior to that, he was director of strategic services and award-winning senior writer for The Adcetera Group. He held various positions with SYSCO Corporation including product information specialist and product manager. Mark was also a copywriter for Anderson Marketing in San Antonio as well as Winius-Brandon Advertising. Mark currently serves on the board of the MIT Enterprise Forum of Texas and the Public Relations Society of America, Houston Chapter; and is a Charter Advisory Board Member for the eMarketing Association. He is a member of the American Marketing Association as well as the Houston Advertising Federation. Mark holds a B.A. in Advertising from Texas Tech University.

Sean Cafferky has recently returned to Houston after a 2-year in-depth excursion throughout Transylvania culture, Romanian life, and surrounding environs in the pursuit of writing a non-fiction travel book. Before embarking to Europe, Cafferky was Vice President of Marketing and Technology for Westport International, a privately held financial services firm in the Seattle area. Cafferky has also served 3 years as Director of Content for eRealty.com in Houston, after leading initial IT development efforts as an outside consultant during the company's incubation. All told, Cafferky has been involved in Internet marketing, social networking, web application development, user experience and search engine optimization (SEO) since 1995.

## AGENCY OVERVIEW

### Services

Marketing Research  
Graphic Design  
Advertising (all media)  
Web Design  
Public Relations  
Search Engine Optimization  
Social Networking Strategy

Marketing Planning  
Brand Identity  
Broadcast Production  
Web Development  
Media Planning and Buying  
PPC Web Marketing  
Performance Analytics

## EXECUTIVE SUMMARY

### Assessment

Bandariyah International Company (BIC) was established more than twenty years ago to provide engineering, procurement and other related services to the oil, petrochemical, power and other major industries in Saudi Arabia. Its customers include Saudi Aramco, the different SABIC companies, SEC and the international and local engineering and construction contractors that undertake projects in the country. BIC exclusively represents many international manufacturers of quality industrial products and services in Saudi Arabia. The Company's services include the installation, commissioning, and maintenance of many products and systems that it sells as well as training its customers on the operations and maintenance of such systems.

BIC is staffed with sales and service engineers that regularly call on its many customers across the Kingdom out of its headoffices in Al Khobar and its branch office in Riyadh.

The Company's Operations Department undertakes the handling and shipping of various materials and equipment from manufacturing facilities around the world to the different customers' sites in Saudi Arabia. It also manages the Company's warehouses and its stocks of different products and spare parts.

BIC has offices in Houston, Texas and Beijing, China that provide design and engineering support as well as procurement and research services to its Saudi operations. The Houston staff also coordinate with overseas offices of international contractors performing projects in Saudi Arabia.

Bandariyah International prides itself in the quality of the services it provides and in the dedication of its staff which has resulted in excellent recognition by its customers and steady growth over the years.

## EXECUTIVE SUMMARY

### About MATCO

Maham Al-Khaleej Co. Ltd (MATCO) is a Saudi-owned company established in 1998 to fill an identified gap in the Information & Communication Technology (ICT) marketplace through architected solutions, packaged professional services and total turnkey projects execution.

The company focuses on system integration, managed enterprise solutions, consulting and training and represents many international providers of quality Telecommunication & Information Technology products, solutions, and services in the Kingdom of Saudi Arabia.

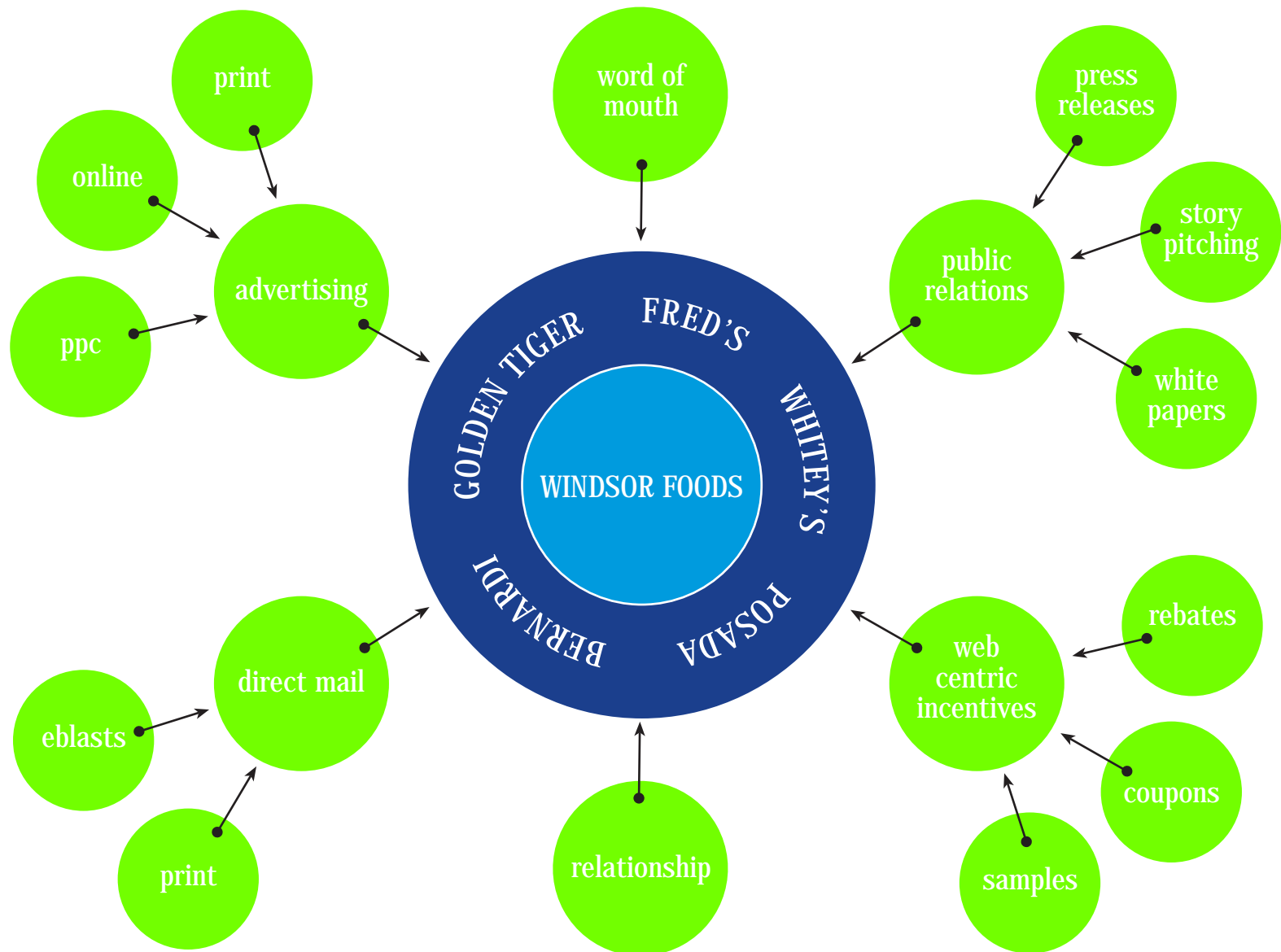
The image of Saudi Arabia is mixed among American companies depending upon those who have done business there and those who have not. Considering the recent unfavorable news coverage, Saudi Arabia provides an excellent environment for Westerners to conduct business. And with companies like BIC and MATCO to serve as a cultural and transactional buffer, doing business is easier than ever.

## EXECUTIVE SUMMARY

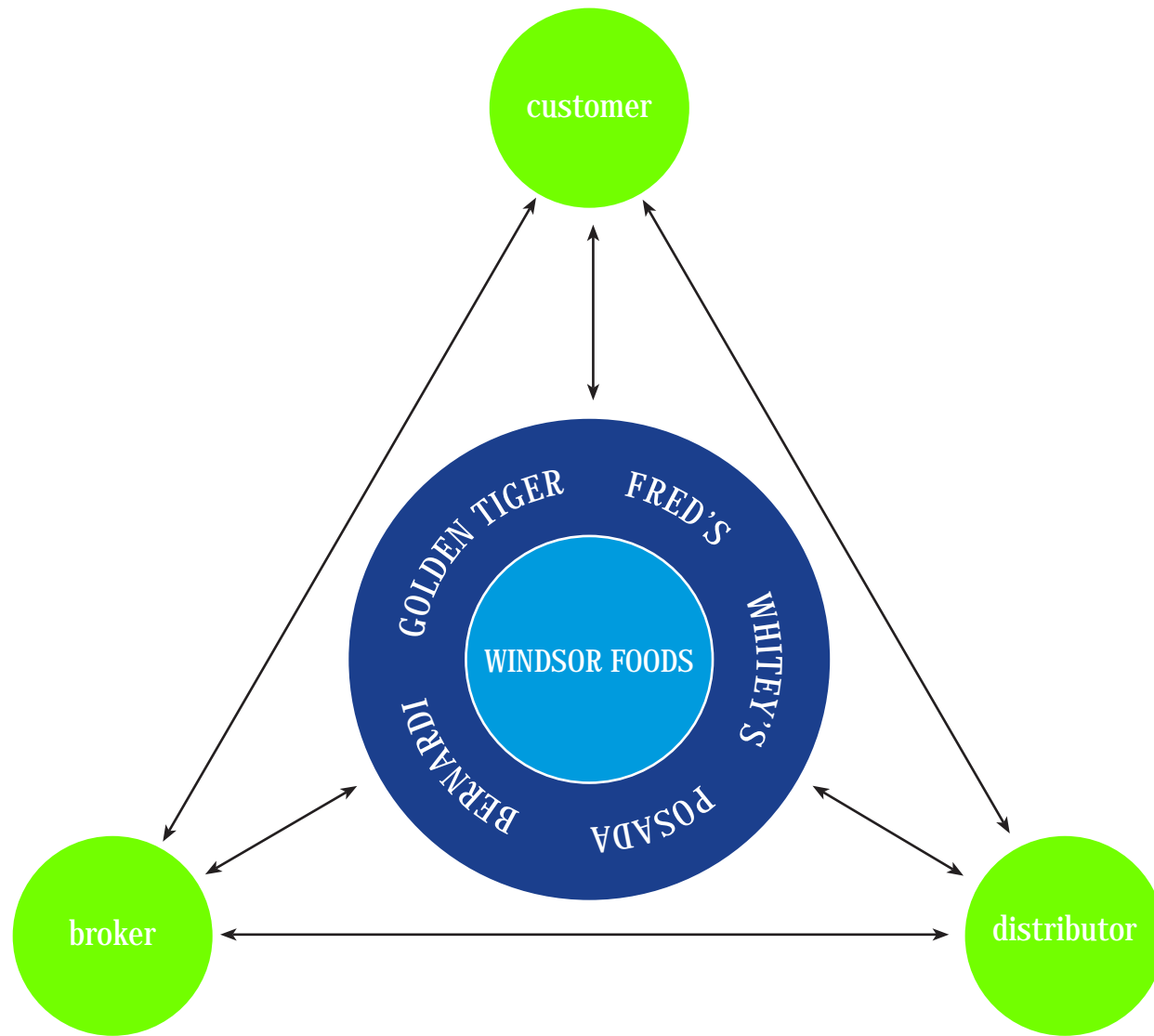
- Objectives
- To position Bandariyah as resource for American companies to do profitable business in Saudi Arabia.
  - To create a more updated and current brand image for both Bandariyah and MATCO that will appeal to key decision-makers in America.
  - To market Saudi Arabia as a viable, vibrant place to do business.
- Strategy
- Establish a friendlier, more progressive image with a new BIC and MATCO identity, corporate brochures and Web presence.
  - Tout the opportunities and benefits in Saudi Arabia that await potential businesses through printed and Web content.
  - Inform and enlighten prospects of the ease and eagerness of Saudi Arabians to do business with Western companies.
- Tactics
- ParkerHayden proposes a new, friendlier, more progressive image for BIC and MATCO first through new brand identity, then through its corporate brochure and Websites. The new image will position Saudi Arabia and BIC and MATCO as progressive and business-friendly.



### BANDARIYAH/MATCO CUSTOMER AWARENESS MODEL



### BANDARIYAH/MATCO CUSTOMER TOUCH MODEL




## ESTIMATES

Identity	Logo Identity Package (Bandariyah)	\$xx, xxx.xx
	Logo Identity Package (MATCO)	\$xx, xxx.xx
	Corporate Brochure (Bandariyah)	\$28, 187.50
Marketing/Communications	Power Point template (Bandariyah)	\$xx, xxx.xx
	Power Point template (MATCO)	\$xx, xxx.xx
Website development	Corporate website (Bandariyah)	\$58, 600.00
	Corporate website (MATCO)	\$53, 475.00
	U.S. Operations website (Bandariyah)	\$58, 600.00

# THANK YOU FROM PARKER : HAYDEN

We appreciate the invitation to present our agency to Bandariyah International/Maham Al-Khaleej Co. Ltd. and look forward to working with you soon.



Guy Parker



Mark Hayden

**PARKER : HAYDEN**  
advertising + design