



L A K S H Y A

Lakshya is the word drawn from the Sanskrit language in India.
Which mean Aim, Goal & Target. Lakshya also Signifies the joy of triumph through Achievement.

We help to Achieve



About Us

We are an independently owned full-service advertising agency situated in Dubai. Lakshya Media & Advertising FZE, established in 2011, currently handles diverse clients from multinationals to local based companies. Whatever your needs, be it developing a single flyer or a brochure or an integrated advertising campaign or Digital & large format printing with in house offset printing division, we pride ourselves on our ability to provide all this in the most cost effective manner possible.

We offer a full range of media communication services that are strategically sound and creatively infused – ensuring that your brand is always at the forefront of the consumer's mind.



Media Buying

We're geared to deliver the best rates for the media space that your brand needs to reach the target audience.

Digital Strategy & Integration

We don't look at digital in isolation, because digital is part of every day life and can no longer be viewed (as is often done in this region) as a 'by-the-way channel'. We provide strategic consulting and execution on how best to leverage digital for your brand's communication; how to optimize digital touch points, develop strategic engagement plans across all media, look at new areas like social networking, search, viral, mobile and web 3.0 for true integration. Our solutions include a 360° approach where we provide our clients with knowhow, expertise and final product including the development, design, programming and full content.



Philosophy

Creativity

The Agency has creative staff whose talents include logo designing, Packaging, Corporate Branding and product Branding / Identity, print ad designs, outdoor Designs, collateral designs and other forms of business Communication.

Practicality

The Creative staff is driven by strategy and practicality, not only we create Brand that meets our our clients goals and needs, but we make sure they get the most for their money, emphasizing clients return on the advertising investment.



Versatility

The Agency represent a variety of business categories including FMCG, Medical, Automotive, Real Estate , Fitness, Cosmetic, Lifestyle, Electronics, IT, food & Beverages and fine dining restaurants clients.

we consider advertising and marketing social sciences in short, we know why people buy products.



Designing

Creative Campaign Development
Creative Artwork Designing (Print Ads)
POS Materials
Offset Printing
Digital & Large Format Printing
Packaging
Corporate Product Branding

Above The Line Media Solution

Media Buying & Planning
(Radio, Television, Newspaper & Magazines)
Media Production (Radio & Television)
Concept Writing (Radio & Television)

Below The Line Media Solutions

Promotional Activities Events & Exhibitions
Corporate Gifts & Promotion items
Cinema & Mall Branding

Out of Home Activities

Unipoles, Lamppost & Bridge banners in UAE
Bus Shelters
Bus & Taxi Branding
Metro Branding



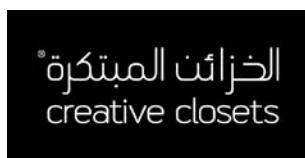
L A K S H Y A
M e d i a & A d v e r t i s i n g F Z E

Clientele



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Clientele



Timberland



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