

- **Client:** [BAIT GEDI]
- **Advertising Agency:** [MEDIA ROCKET]

Recitals:

- The Client desires to increase brand awareness, generate leads, drive sales, and boost brand loyalty for its restaurant, "Beit Gedi."
- The Advertising Agency has the expertise and resources to provide comprehensive advertising services.

1. Scope of Services:

The Advertising Agency shall provide the following advertising services:

- **Print Advertising:** Design and production of 46 street ads.
- **Outdoor Advertising:**
 - 2 large billboard ads on Sokhna Road
 - 4 large billboard ads on Suez Road
 - 9 large billboard ads on the Ring Road
 - 3 large billboard ads on Alexandria Desert Road
 - 4 large billboard ads in Zamalek
 - 1 large digital screen ad in Zamalek
 - 1 small billboard ad in Zamalek
 - 5 large billboard ads in Tahrir
 - 1 large digital screen ad in Tahrir
 - 1 large digital screen ad in Salah Salem
 - 4 large billboard ads in Salah Salem
 - 4 large billboard ads in Maadi
 - 2 large digital screen ads in Maadi
 - 5 large billboard ads in Nasr City
 - 6 large billboard ads in El Tgam3 El5ams
- **Basic Brochures:**
 - 80000 copy of standard-sized brochures (A4 or A5) with basic paper quality,
- **High-Quality Brochures :**
 - 70000 copy of high quality paper, glossy finishes, and special designs,
- **Gifts**
 - 6000 unit of kids toy
- **Promotional Items:**
 - 9000 unit of keychains, mugs, or coasters.

2. Campaign Objectives:

The Advertising Agency shall develop and implement advertising campaigns aimed at achieving the following objectives:

- Increase brand awareness
- Generate leads
- Drive sales
- Boost brand loyalty
- Educate the market
- Create brand preference
- Encourage brand switching

- Promote the restaurant and attract new customers

3. Creative Strategy:

The Advertising Agency shall develop a creative strategy that aligns with the Client's brand identity and target audience. This strategy will include:

- Messaging
- Visuals
- Tone of voice
- Media selection

4. Budget:

The Client shall provide a total budget of [6645000] EGP for the advertising campaign.

The Advertising Agency will provide a detailed breakdown of costs, including:

Printing ads and distributing.

street ads:-

1. large billboard ads on Sokhna Road (cost of one ad is 100,000 EGP per month) .
2. large billboard ads on Suez Road (cost of one ad 110,000 EGP per month) .
3. large billboard ads on the Ring Road in different vital places (cost of one ad) 90,000 EGP per month .
- 4 large billboard ads on Alexandria Desert Road (cost of one ad 110,000 EGP per month) .
5. large billboard ads in Zamalek (cost of one ad 120,000 EGP per month) .
- 6 .Large digital screen ads in Zamalek 190,000 EGP per month .
- 7 .Small billboard ads in Zamalek 90,000 EGP per month .
- 8 .large billboard ads in Tahrir (cost of one ad is 110,000 EGP per month) .
- 9 .Large digital screen ad in Tahrir (cost of one ad is 180,000 EGP per month) .
- 10 .Large digital screen ad in Salah Salem (cost of one ad is 200,000 EGP per month) .
- 11 .large billboard ads in Salah Salem (cost of one ad is 130,000 EGP per month) .
- 12 .large billboard ads in Maadi (cost of one ad is 80,000 EGP per month) .
- 13 .Large digital screen ad in Maadi (cost of one ad is 170,000 EGP per month) .
- 14 .Large digital screen ad in Maadi 170,000 EGP per month .
- 15 .Large billboard advertisement in Nasr City (cost of one advertisement is 90,000 EGP per month.

16 .Large billboard advertisement in El tgam3 el5ams (cost of one advertisement is 100,000

EGP per month .

Total Estimated Cost every month 5,700,000 EGP

Basic Brochures

,standard-sized brochures (A4 or A5) with basic paper quality, the cost 1 EGP per unit

We will need a eighty thousand print

High-Quality Brochures :

For brochures with higher quality paper, glossy finishes, and special designs, the cost 6 EGP

per unit (We will need a seventy thousand print) .

Total Estimated Cost 500,000 EGP

Estimated Cost distribution Brochures: 100,000 EGP

Gifts :-

Kids' Toys: the cost 20 EGP per unit (We will need six thousand print) .

Promotional Items: the cost 25 EGP per unit (We will need nine thousand print) such as

keychains, mugs, or coasters .

Total Estimated Cost 345,000 EGP

5. Timeline:

The Advertising Agency shall provide a detailed timeline for the advertising campaign, including key milestones and deliverables.

6. Reporting:

The Advertising Agency shall provide regular reports on the performance of the advertising campaign, including metrics such as:

- Impressions
- Click-through rates
- Conversions
- Sales data

7. Intellectual Property:

All creative materials developed by the Advertising Agency shall remain the property of the Advertising Agency. However, the Client shall have a non-exclusive license to use these materials for the purposes of the advertising campaign.

8. Termination:

Either party may terminate this agreement with [100] days' written notice.

9. Governing Law:

This agreement shall be governed by and construed in accordance with the laws of Egypt.

10. Dispute Resolution:

Any disputes arising out of or in connection with this agreement shall be resolved through [mediation or arbitration].

11. Entire Agreement:

This agreement constitutes the entire agreement between the parties and supersedes all prior or contemporaneous communications, representations, or agreements, whether oral or written.

BAIT GEDI

MEDIA ROCET