boomerang's

Company Profile

Last Updated
December 2025

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Research

Industry - Best practices in your space
Competition - What others are doing
Your Brand - Identity, offers, positioning
Audience - Demographics, interests
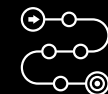
Strategy

Objectives - Your measurable goals
Action Plan - Phases & timelines
Content - Benchmarks, formats, theme
KPI's - Success metrics & quality control

Influencer Suggestions

Authentic - No fake followers
Full Insights - Data that proves they fit
Affordable - Fit within your budget
Available - No contracts with other brands

About
boomerang

Where strategy meets influence

We specialize in crafting dynamic influencer marketing campaigns that bring brands full circle, driving awareness, engagement, and measurable results.

Based in the heart of the UAE, Boomerang connects ambitious brands with influential voices that resonate across digital platforms and cultures.

With a deep understanding of regional markets and global trends, our team curates meaningful collaborations between brands and content creators to tell authentic stories that inspire action.

From strategy and influencer sourcing to execution and analytics, Boomerang delivers end to end campaign management with precision, creativity, and purpose.

With a results driven team operating since 2021, we do not just broadcast your message. We make sure it comes back with impact.

boomerang's
Clients

OUNASS

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trendyol.com

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YANGO

Saudi German Hospital

SPEEDIANCE

NL MEDICAL CENTER

AMERICAN EXPRESS

tabby

BYD

PEPSI

FIREFLY BURGER

Pizza Hut

Carrefour

MARKS & SPENCER

ARMAF

Why
boomerang

Content
Production Support

Other Agencies:
No content team. They just broker influencers for you and you handle the rest.

Our Method:
We have a full content team that help with writing scripts.
Your content needs to feel natural, not commercial.
We achieve this by writing scripts tailored to each influencer's style.

Transparent
Pricing Model

Other Agencies:
First they see the size of the project, then they define their price.

Our Method:
Our model is clear and agency fees are defined from the start. You know exactly where your investment is going.

Influencer
Selection Strategy

Other Agencies:
Proposals focus on influencer lists only.

Our Method:
We research your brand identity, your industry and audience behaviour to determine what kind of content will perform well for you. Then we suggest influencers that are able to create such content.

Our proposals include a study of your:
Industry - Best practices in your space
Competition - What others are doing
Your Brand - Identity, offers, positioning
Audience - Demographics, interests

Influencer
Relationships

Other Agencies:
Send you influencers without confirming if they are even available.

Our Method:
Every influencer we suggest has been contacted, their price is verified and we make sure they are willing to promote your brand.

When selecting creators we ensure:

Authentic - No fake followers
Full Insights - Data that proves they fit
Affordable - Fit within your budget
Available - No contracts with other brands
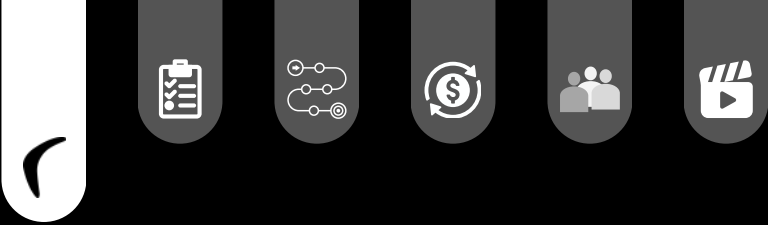
Our
Regional Presence

GCC Experts

We execute influencer campaigns across the GCC with a strong understanding of local culture, audience behavior, and market dynamics.

Influencer Database

Our influencer database includes over 10,000 creators across the Middle East and selected global markets, with a strong GCC audience base.

Team Presence

We manage campaigns remotely or on ground, depending on campaign needs.

Dubai, UAE

Whatsapp: +971582794878

Riyadh, KSA

Whatsapp: +966590701822
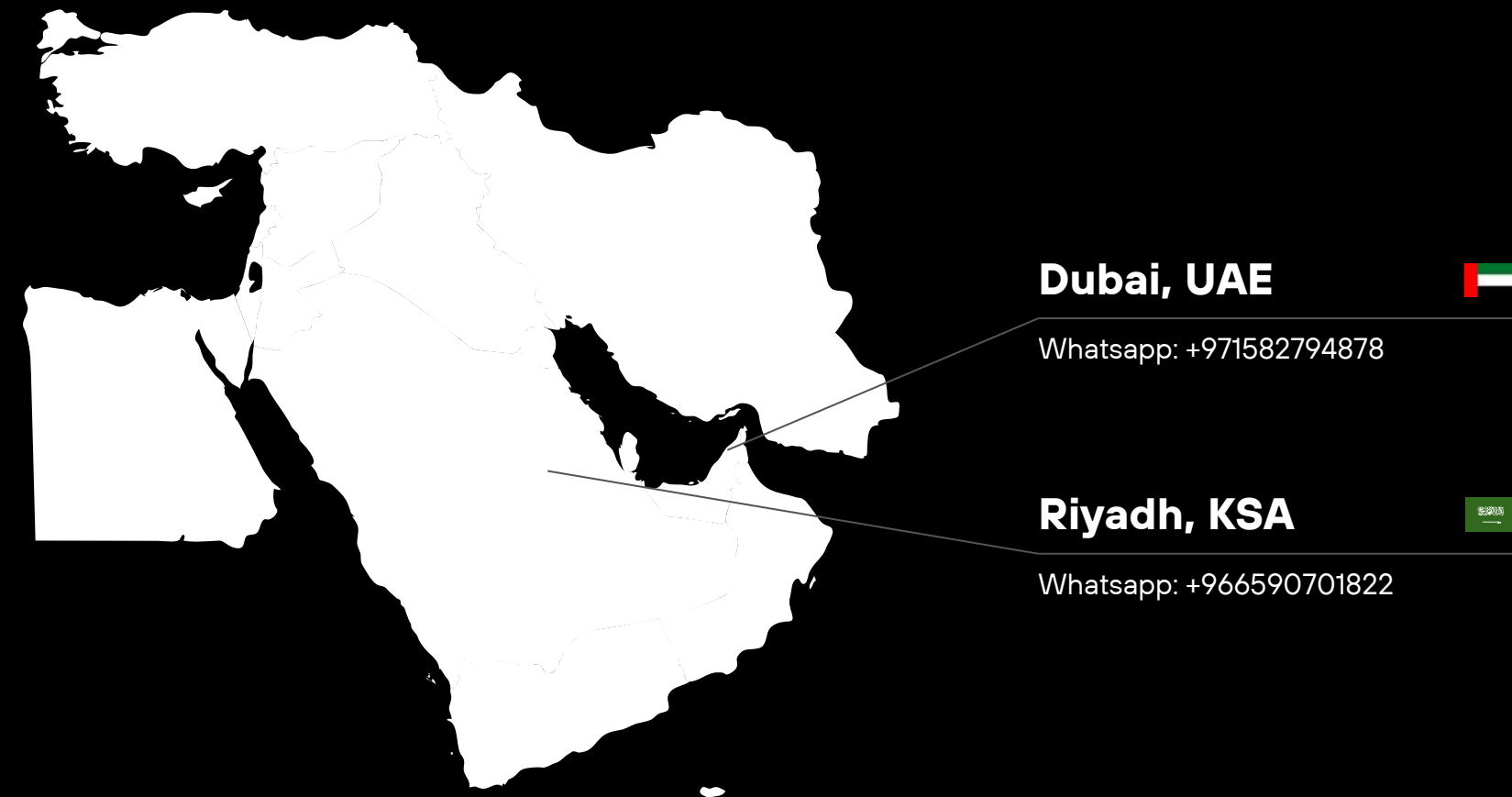
Our
Portfolio

Campaigns Executed — 200+

Influencer campaigns across fashion, lifestyle, automotive, tech, and retail.

Brand Collaborations — 30+

Regional and international brands across the GCC.

Influencer Network — 10,000+

Vetted creators across multiple categories and audience sizes.

Customer Retention — 95%

Long-term partnerships driven by performance and trust.

Our
Core Services

Influencer **Marketing**

For Brands

Campaign Management

Influencer Sourcing

Performance Reporting

More details

Talent **Management**

For Creators

Brand Deals

Content Support

Career Management

More details

Agency **Partnerships**

For Agencies

Influencer Access

Whitelabeled Execution

Campaign Outsourcing

More details

Our
Influencer Network

Nano   <10K

Best for:
- Community trust
- High engagement
- Niche audiences

Examples:

Abdelqader Alsaqqaf

Tala Alsabi

Deena Salloum

Maryam Elzeiny

Fernando Andrade

Kristin Lopena

Micro/Mid   10K-500K

Best for:
- Engagement + reach balance
- Authentic storytelling
- Conversion-focused campaigns

Examples:

Ghaith Alfalasi

Ajwa Aljoudi

Ahmad Blaibleh

Mohamed Khaled

Sara Gazioglu

Anncy Twinkle

Macro   500K - 1M

Best for:
- Brand awareness
- Regional launches
- Hero content

Examples:

Latifa Alshamsi

Nojoud Alrumaihi

Shawn Chidiac

Dounia Bomba

Tuesday Le Roux

Deeksha Khurana

Mega   >1M

Best for:
- Mass publicity
- Brand positioning
- Cultural impact

Examples:

Khalid Al Ameri

Lojain Omran

Ghaith Marwan

Noor Stars

Supercar Blondie

Farhana Bodi

Our
Process

01

Select your **Plan**

Choose a plan that fits your campaign needs and engagement level.
This helps us align on scope, timelines, and level of support before building your strategy.

02

Get a full
Strategy Proposal

Once your plan is confirmed, we develop a full strategy proposal tailored to your brand.
This includes content direction, influencer shortlists, timelines, and clear KPIs.

Our
Process

03   Campaign **Execution**

We manage the full execution of the campaign.
This includes creator coordination, content approvals, posting schedules, and on-ground or remote support when needed.

Reporting & **Optimization**

04

After the campaign goes live, we track performance and compile clear reports.
Insights are used to optimize ongoing campaigns and improve future activations.

Project
Timelines

WEEKS	01	02	03	04	05	06
// 01 — **Paperwork** Confirmation & Agreements	�					
// 02 — **Production** Activation & Filming		▬				
// 03 — **Content Go-Live** Approval & Posting			▬			
// 04 — **Reporting**					▬	
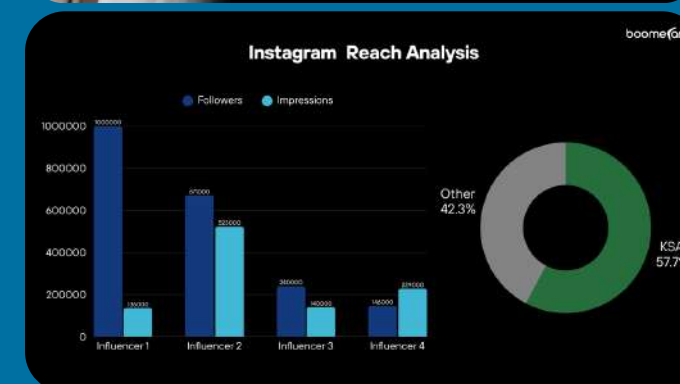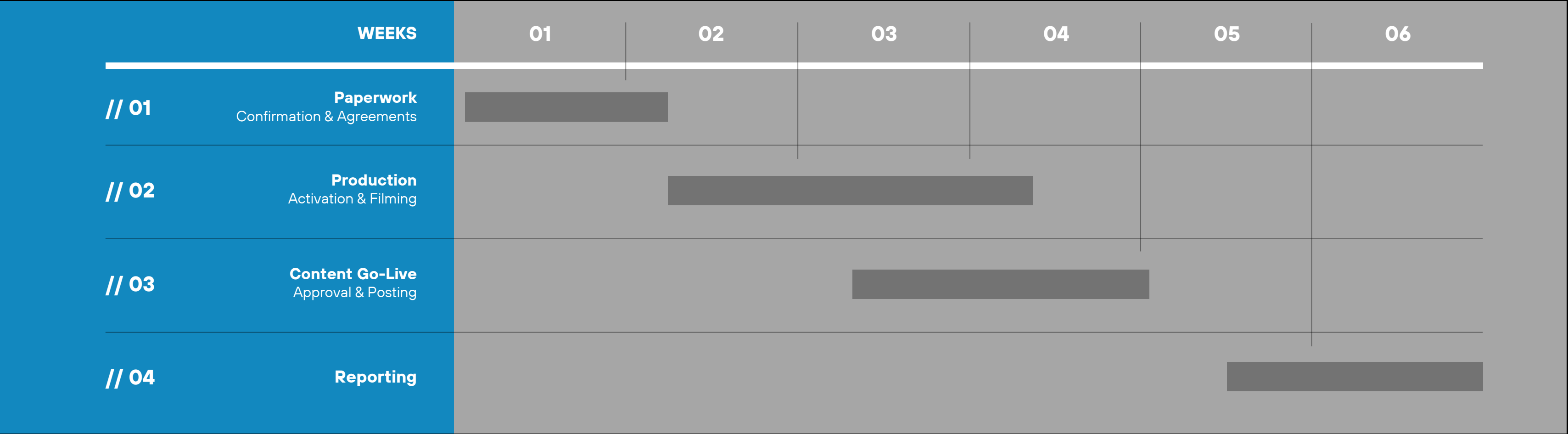
Step 01 // Paperwork
(Typically 1-2 weeks)

Brand
- Confirm final budget
- Approve influencers
- Sign project agreement
- Settle initial deposit

Boomerang
- Confirm influencers
- Sign inflcr agreements
- Issue client invoice
- Pay influencers

Step 02 // Production
(Typically 2 weeks)

Brand
- Provide talking points
- Shre brand assets
- Arrange permits/venue
- Deliver products

Boomerang
- Write Scripts
- Supervise filming
- Ensure adherence
- Submit first draft

Step 03 // Content Go-Live
(Typically 1.5 weeks)

Brand
- Review content
- Provide final approval
- Finalize posting dates
- Provide tracking links

Boomerang
- Adhere to schedule
- Ensure proper tags
- Gather data
- Submit deliverables

Step 04 // Reporting
(Typically 1 week)

Brand
- Provide tracked metrics

Boomerang
- Submit full report

Our
Pricing Model

We work with a transparent, scalable pricing structure designed to fit different campaign sizes and objectives.

Management Fee %

Percentage

A fee that scales with the size of the campaign. This is paid during campaign execution and is a percentage of the influencer budget.

This covers:
- Campaign execution
- Influencer coordination
- Live tracking
- Content production & revision
- Performance reporting and insights

Retainer $

Fixed Rate

The retainer covers all the upfront work needed to design campaign strategy. This is a subscription paid in advance to ensure our clients are committed to working with us.

This covers:
- Onboarding you with a Boomerang Account Manager
- Brand and market analysis
- Campaign strategy and planning
- Content direction and scripting
- Influencer sourcing and shortlisting
- Rate negotiation and deal management

Our
Pricing Model

Influencer Payments

All influencer payments are managed directly through Boomerang to ensure smooth coordination, accurate delivery, and timely execution. We handle contracts, invoicing, and communication to maintain consistency and protect both brand and influencer interests.

Payment Terms

The retainer is paid upfront prior to onboarding. Management fees and influencer payments are invoiced once the proposal is approved. In most cases, influencer payments are required upfront to allow for timely payouts and smooth campaign execution. For larger or long-term campaigns, payment terms can be discussed and adjusted accordingly.

Additional Services

Boomerang offers optional add-on services such as videography, content editing, on-site supervision and creator usage rights. These services are designed to enhance creative quality and ensure execution excellence. Add-ons are available on request and invoiced separately.

Want to know the total project budget?

Access the boomerang campaign calculator.

Calculate ⬀

// 01   Select your plan

Choose a plan that aligns with your campaign frequency and growth goals. Whether you're testing influencer marketing for a single campaign or building a year-long partnership, our retainer options are designed for flexibility and impact.

// 02   Design your campaign

Once onboarded, our team conducts in-depth research to understand your brand, audience, and objectives. We create a full campaign blueprint including content strategy, influencer selection, deliverables, and KPIs.

// 03   Campaign Execution

We manage the campaign end-to-end — from influencer coordination and approvals to posting, tracking, and reporting. Our focus is on authentic creators, real data, and transparent results.

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single project

15%
Management Fee

Ideal for:
Brands who just want influencers to attend an event, store launch etc.

- 1 campaign
- redeemable

Refundable deposit
$350

3 months

12%
Management Fee

Ideal for:
Brands who want to use influencer marketing to grow their sales.

- full growth strategy
- account manager
- post-campaign reporting
- curated influencer list

Subscribe for
$250 /month

12 months

9%
Management Fee

Ideal for:
Brands/agencies who expect to run influencer campaigns on a monthly basis.

- committed partnership
- full team access
- content production support
- multiple campaigns / month
- full reporting capabilities
- influencer list on-demand

Subscribe for
$199 /month

Frequently
Asked Questions

Clients

Why do you charge a retainer?

Our proposals go far beyond sending a list of influencers. We invest time and expertise into studying your brand identity, target audience, and industry to design a tailored campaign that drives measurable results.

Each proposal includes strategy, influencer vetting, and content direction. It's not just names, it's a full marketing plan This process requires a dedicated team, data tools, and an experienced project manager.

We expect to partner with brands who value our expertise and commit to meaningful, results-driven campaigns. The retainer ensures that our time and intellectual effort are respected and that brands are committed to working with us.

Other influencer agencies don't charge retainers.

That's true, and that's also why their work is often random and unstrategic. Many agencies simply send influencer lists without understanding the brand or its objectives, leaving clients with no idea who to select.

We remove that guesswork. Our approach is rooted in strategy, ensuring every influencer recommendation aligns with your brand goals, audience, and content direction.

How do you select suitable influencers?

We combine data and intuition. We dont't work with influencers that buy fake followers.

First we look at the numbers. We analyze engagement, demographics, authenticity, and audience match to ensure influencers reach the right people.

Secondly we assess their brand fit — the tone of their content, brand partnerships, and how their audience trusts them. We make sure that whoever is representing your brand is fully qualified to do so. authentically and professionally.

Can you guarantee results?

We guarantee you'll see measurable traffic and engagement from the right audiences. Conversions depend on factors like product appeal, website experience, and promotional strength.

Instead of promising sales figures, we focus on continuous optimization: test, measure, and scale what works until it becomes profitable.

How can influencer marketing boost my sales?

Just like any other marketing channel, influencer marketing can drive sales, but it needs 2 things: strategy & consistency.

Strategy comes from working with an expert (like us!) who knows how to design successful campaigns.
Consistency means it's not a one-off campaign — it's an iterative process.

Just like digital ads, influencer campaigns need A/B testing, refinement, and data-driven scaling.
We help you identify which influencers convert best and build long-term collaborations that continuously improve your ROI.

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Saudi German Hospital

SPEEDIANCE

N MEDICAL CENTER

AMERICAN EXPRESS

tabby

BYD

PEPSI

FIREFLY BURGER

Pizza Hut

Carrefour

MARKS & SPENCER

ARMAF

Company
Leadership

Youssef El Kamash

Co-founder & Head of Business Development

Expertise

Leads commercial strategy, partnerships, and client growth.
Oversees sales, proposals, and long-term brand relationships across the Middle East.

Reach me here:

⬡ ykamash

✉ kamash@boomerang.ae

Ahmad Jabbour

Co-founder & Head of Services

Expertise

Oversees influencer strategy, creator relationships, and campaign execution.
Ensures content quality, creator alignment, and smooth delivery across all campaigns.

Reach me here:

⬡ 1jabbour1

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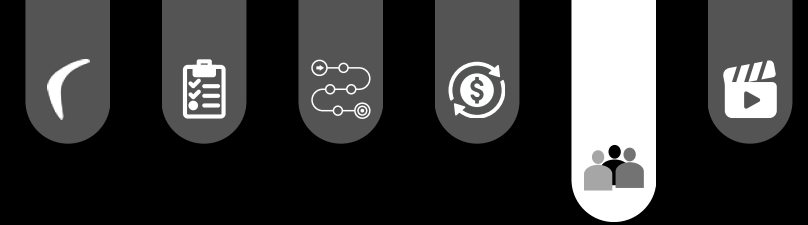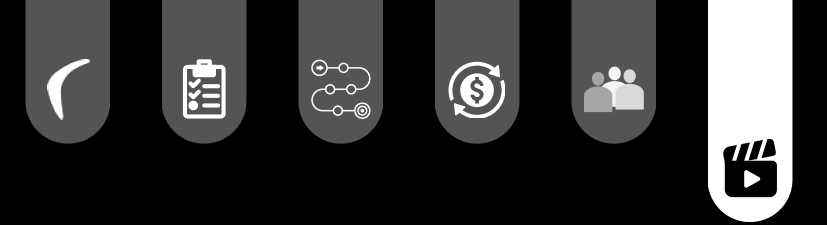
Case
Studies
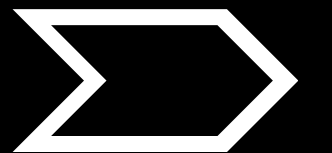
Case 01 // Ounass

Monthly since 2021

OUNASS
أناس

Project
Overview

Industry
- Retail
- E-commerce
- Luxury Fashion

Type
- Sales conversions
- Fixed payment

Size
20 - 30 influencers per month
50+ assets per month

Categories
- Macro (500K - 1M)
- Mega (1M+)

Platforms
- Instagram
- Snapchat

Locations
- United Arab Emirates
- Saudi Arabia

Key Achievements
- Established a long-term influencer performance engine running monthly since 2021
- Maintained premium brand positioning across frequent, conversion-focused campaigns
- Enabled repeat collaborations through strong ROI per influencer
- Supported sales growth across multiple product categories and seasons

See the full content drive here

Case 01 // Ounass

Monthly since 2021

OUNASS
أنــاس

Project Details

Goals

Brand Awareness
Position Ounass as the go-to destination for premium fashion and lifestyle essentials.

Sales
Increasing online sales across the UAE and KSA.

Challenges

Maintaining a premium brand perception

Running frequent performance-driven campaigns across multiple categories and audiences.

Ensuring strong ROI per influencer to enable long-term, repeat collaborations

Our Strategy

We focused on long-term creator relationships and authentic storytelling rather than one-off promotions.

Influencers were positioned as trusted curators, integrating Ounass naturally into everyday lifestyle content.

Seasonal promotions and discount codes were introduced strategically to maximize sales during key seasons.

Target Audience

- Emiratis & Arab Expats
- 25 to 50 year olds
- Interests - Lifestyle, fashion & accessories

Deliverables

- 3-5 Instagram Stories per influencer
- 5+ Snapchat Stories per influencer

Measured KPI's

- Sales Uplift - Higher sales volume
- Traffic on the app
- Links & promo codes conversion
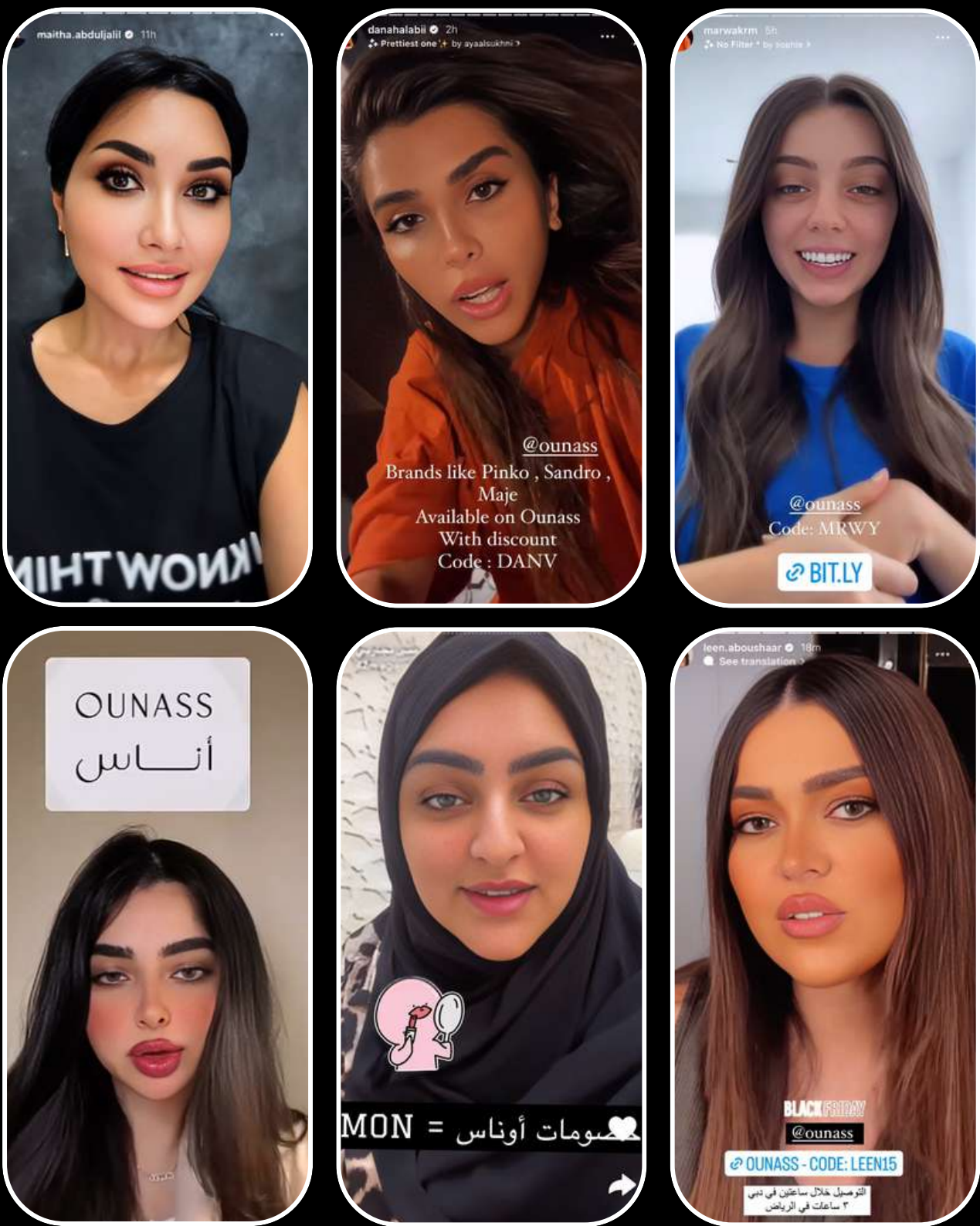
Case **02** // **AMEX**

April 2025

Project
Overview

Industry
Finance/Banking

Type
- Event Attendance
- Fixed Payment

Size
5 influencers
100+ assets

Categories
- Macro (500K - 1M)
- Mega (1M+)

Platforms
- Instagram
- Snapchat

Locations
- Saudi Arabia

Key Achievements
- Successfully executed a fast-paced, on-ground luxury event with real-time coordination
- Delivered all influencer assets on time despite tight timelines
- Generated over 7 million views across the campaign
- Drove strong engagement, visibility, and positive inquiries around the Platinum Card launch
- Supported measurable traffic and sign-ups through influencer-specific tracking links

See the full content drive here

Case **02** // **AMEX**

April 2025

Project
Details

Goals

Brand Awareness
Position the Platinum Card as the ultimate premium lifestyle card through an exclusive, experiential launch.

Product Launch
Drive awareness, traffic, and sign-ups for the newly accessible Platinum Card.

Challenges

- Extremely fast-paced timelines with continuous content requirements

- High expectations for content quality and storytelling

- Complex on-ground coordination across multiple activities and locations

Our Strategy

We curated a small group of influencers capable of delivering high-quality, story-driven content.

The focus was on immersive storytelling, documenting the full Platinum Card experience through travel, hospitality & dining.

To ensure smooth execution we provided full on-ground coordination, working closely with both influencers and the client in real time.

Target Audience

- High-net-worth individuals
- Premium lifestyle and travel enthusiasts
- Prospective Platinum Card applicants in Saudi Arabia

Deliverables

- 20+ Stories per influencer
- 1 high quality Instagram Reel

Measured KPI's

- Content quality and brand alignment
- Reach and engagement rates
- Traffic and sign-ups on the Platinum Card landing page

Case **03** // **Pizza Hut**

October 2025

Project
Overview

Industry

Food & Bev

Type

- Product launch
- Fixed payment

Size

2 influencers
10+ assets

Categories

- Macro (500K - 1M)
- Mega (1M+)

Platforms

- Instagram

Locations

- United Arab Emirates

Key Achievements

- Successfully launched a co-branded offer with Vinicius Jr. in the UAE market
- Delivered culturally relevant, creator-led storytelling that resonated with local audiences
- Achieved strong engagement and positive audience reactions
- Smooth campaign execution with all assets delivered on time
- Positive client feedback on creative direction and influencer selection

See the full content drive here

Case **03** // **Pizza Hut**

October 2025

Project **Details**

Goals

Brand Awareness
Launch and promote the Vinicius Jr.–branded Pizza Hut meal in the UAE.

App Adoption
Encourage users to download the Pizza Hut app to access the exclusive offer.

Challenges

Selecting culturally relevant influencers who resonate with the local UAE audience

Delivering a price-led promotional message without sounding overly commercial

Ensuring the campaign felt organic while promoting a sponsored, limited-time offer

Our Strategy

We selected influencers who naturally align with local culture and communicate in familiar dialects.

The offer was integrated into each creator's everyday routine and creative style, allowing the collab to feel natural rather than scripted.

Story-driven content was used to introduce the meal in an entertaining way, leading seamlessly into the app download call to action.

Target Audience

- UAE residents
- Young adults and families
- Football fans and fast-food consumers
- App-first food delivery users

Deliverables

- 3-5 Instagram Stories per influencer
- 1 high quality Instagram Reel

Measured KPI's

- Reach and impressions
- Engagement rate
- Awareness of the Vini Jr. collaboration
- App traffic driven by influencer content

Case **04** // **BYD**

Q1 2025

BYD

Project
Overview

Industry
Automotive

Type
- Brand awareness
- Fixed payment

Size
8 influencers in total
100+ assets

Categories
- Macro (500K - 1M)
- Mega (1M+)

Platforms
- Instagram
- TikTok

Locations
- United Arab Emirates
- Saudi Arabia
- Bahrain
- Kuwait
- Oman
- Qatar

Key Achievements
- Successfully launched two new BYD models across six GCC markets
- Exceeded campaign view targets by 50%, achieving over 3 million views
- Delivered high-quality, localized content while maintaining brand consistency
- Achieved strong engagement despite strict technical messaging requirements
- Smooth multi-country coordination with all assets delivered on time

See the full content drive here

Case 04 // BYD

Project
Details

Goals

Brand Awareness
Announce the launch of the BYD SEAL and SONG+ models across GCC markets.

Product Education
Educate audiences on vehicle performance, technology, battery life, and suitability for local driving conditions.

Challenges

Coordinating influencer activations across six different GCC markets

Maintaining engagement performance while delivering technically accurate content

Managing on-ground event coverage and multi-country content production

Our Strategy

We selected trusted automotive and lifestyle creators known for high-quality production and authentic storytelling.

Influencers attended the launch event in Dubai, followed by localized test drives in their home countries to demonstrate real-world use.

Content was adapted collaboratively to align brand messaging with each creator's natural style.

Target Audience

- GCC residents interested in auto & tech
- Potential electric vehicle buyers
- Premium and performance-focused drivers
- Lifestyle-driven consumers evaluating daily practicality

Deliverables

- 20+ Stories per influencer
- 1 high quality Instagram Reel
- Full launch event coverage

Measured KPI's

- Reach and impressions
- Engagement rate
- Brand awareness and model recall
- Content quality and message delivery
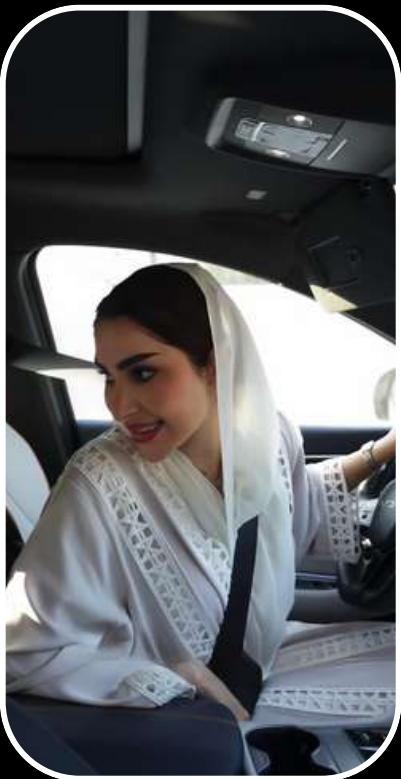
Case **05** // **Trendyol**

Weekly since 2023

trendyol.com

Project
Overview

Industry
- Retail
- E-commerce

Type
- Brand awareness
- Sales conversions
- Fixed payment
- Performance marketing

Size
600 influencers+
Assets: too many to count

Categories
- Micro (10K - 500K)
- Macro (500K - 1M)
- Mega (1M+)

Platforms
- Instagram
- Snapchat

Locations
- United Arab Emirates
- Saudi Arabia

Key Achievements
- Successfully supported Trendyol's market entry into the Middle East and GCC
- Maintained a long-term weekly partnership since 2023
- Onboarded and managed over 600 influencers across multiple tiers
- Delivered smooth, always-on campaign execution at scale
- Implemented accurate communication flows and live performance dashboards

See the full content drive here

Case 05 // Trendyol

Weekly since 2023

trendyol.com

Project Details

Goals

Brand Awareness
Introduce Trendyol to the Middle East and Gulf markets as a one-stop shopping destination.

Growth & Performance
Drive app installs, traffic, and sales through influencer-led campaigns and discount incentives.

Challenges

Managing a very large number of influencers on a daily and weekly basis

Ensuring smooth communication, approvals, and payments at scale

Balancing performance goals with authentic, creator-led storytelling

Our Strategy

We built an always-on influencer engine supported by a dedicated account manager.

Content was continuously analyzed and optimized, with creators guided on formats and messaging that converted best, while maintaining brand consistency at scale.

Target Audience

- UAE and KSA residents
- Online shoppers across fashion, electronics, and lifestyle
- Price-conscious and deal-driven consumers
- App-first e-commerce users

Deliverables

- Daily influencer content activations
- Discount code & affiliate link integrations
- Ongoing creator onboarding & content approvals
- Performance tracking through live dashboards

Measured KPI's

- Number of assets delivered per day
- Reach and impressions
- Click-through rates on links
- App installs
- Sales performance

Case 06 // ARMAF

July 2025

ARMAF

Project Overview

Industry
- Retail
- High-end Perfumes

Type
- Event attendance
- Brand awareness
- Fixed payment

Size
7 influencers
50+ assets

Categories
- Micro (10K - 500K)
- Macro (500K - 1M)
- Mega (1M+)

Platforms
- Instagram
- TikTok

Locations
- United Arab Emirates

Key Achievements
- Successfully launched multiple ARMAF fragrance collections through a premium influencer event
- Delivered a high volume of polished, on-brand content across all creators
- Maintained strong visual consistency while allowing creative expression
- Achieved positive audience engagement and brand sentiment
- Smooth execution with on-time asset delivery and strong client feedback

See the full content drive here

Case 06 // ARMAF

July 2025

Project
Details

Goals

Brand Awareness
Launch new ARMAF fragrance collections through an exclusive, premium influencer event.

Brand Positioning
Reinforce ARMAF's image as a high-end fragrance brand with heritage, elegance, and modern appeal.

Challenges

Maintaining a premium brand image while keeping the experience engaging and dynamic

Coordinating a large group of influencers during a single event

Ensuring consistent, high-quality visuals across a high volume of required assets

Balancing structured brand messaging with natural creator expression

Our Strategy

We assigned a dedicated account manager to closely oversee creator coordination and content scripting.

Influencers were carefully guided to deliver premium visuals while showcasing the brand's personality.

Clear creative direction ensured visual consistency across all assets while allowing each creator to maintain their own style.

Target Audience

- Luxury fragrance consumers
- Fashion and lifestyle enthusiasts
- UAE-based premium shoppers
- Social media users interested in beauty and high-end brands

Deliverables

- 3-5 Stories per influencer
- 3 high quality Instagram Reels
- Full event coverage
- Professionally produced visual content aligned with brand guidelines

Measured KPI's

- Content quality and visual consistency
- Reach and impressions
- Engagement rate
- Brand sentiment
- Event visibility across social platforms

Case **07** // **Deepal**

Project
Overview

Industry
Automotive

Type
- Event attendance
- Brand awareness
- Fixed payment

Size
15 influencers
80+ assets

Categories
- Macro (500K - 1M)
- Mega (1M+)

### Platforms
- Instagram
- TikTok

Locations
- United Arab Emirates
- Saudi Arabia

Key Achievements
- Successfully launched Deepal as a premium electric vehicle brand in the UAE
- Achieved reach, engagement, and sentiment targets set by the client
- Delivered high-quality content from leading automotive influencers
- Smooth execution with strong on-ground coordination
- Positive feedback from both the client and participating creators
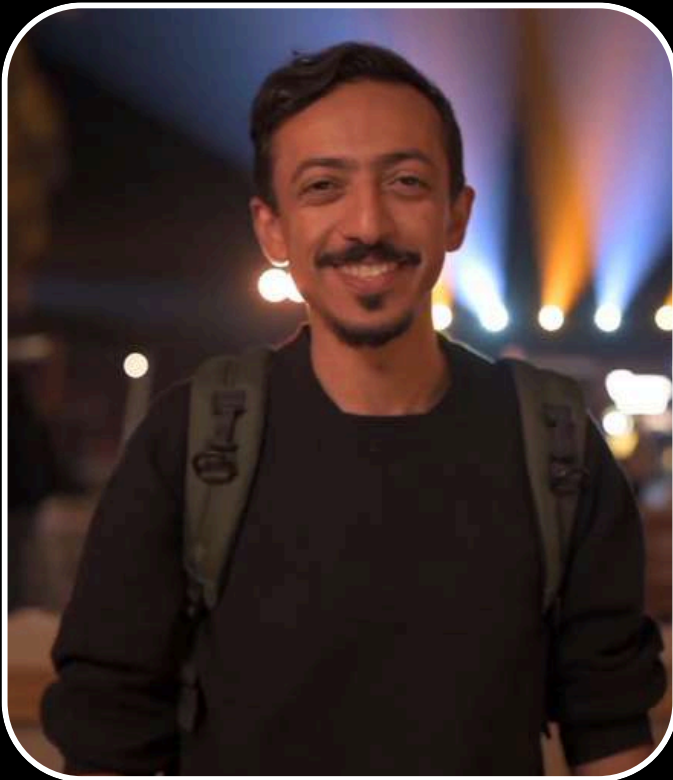
See the full content drive here

Case 07 // Deepal

November 2025

DEEPAL

Project Details

Goals

Brand Awareness
Launch Deepal in the UAE as a premium electric automotive brand.

Brand Positioning
Position Deepal as a reliable, tech-driven, and convenience-focused electric vehicle brand.

Challenges

Securing top automotive influencers in a highly competitive market

Balancing premium production quality with influencer authenticity

Ensuring consistent storytelling across a large-scale launch event

Maintaining strong engagement while communicating technical features

Our Strategy

We leveraged strong influencer relationships to secure leading automotive creators at competitive rates.

On-ground coordination ensured smooth event coverage and consistent content quality.

Influencers were guided to highlight vehicle innovation and features while staying aligned with their usual creative style.

Target Audience

- UAE automotive enthusiasts
- Tech-savvy and early EV adopters
- Premium vehicle buyers
- Lifestyle-driven consumers evaluating electric mobility

Deliverables

- 3-5 Instagram Stories per influencer
- 1 video for IG Reels and TikTok
- Full event attendance & coverage
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Measured KPI's

- Reach and impressions
- Engagement rate
- Brand sentiment
- Event visibility