

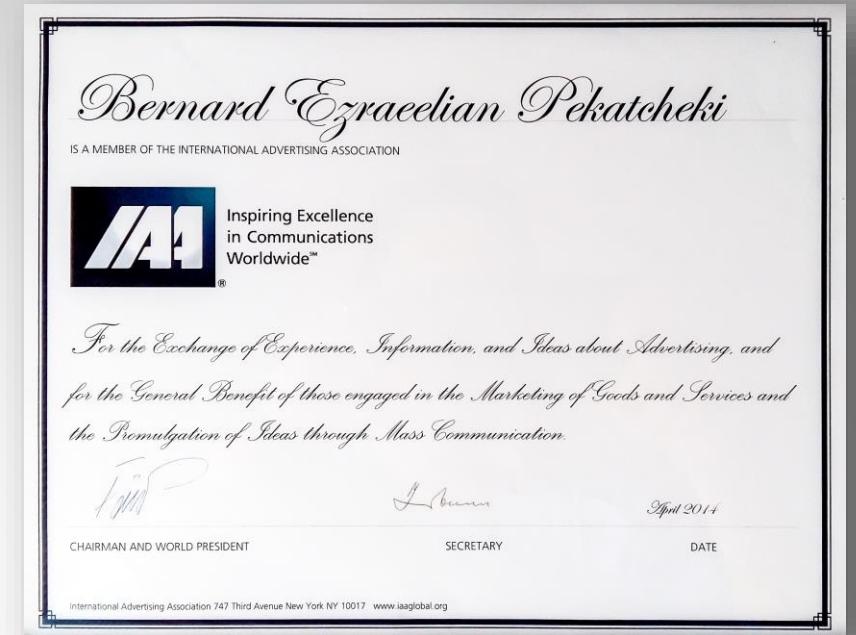
Higroupplus

**CONSULTING, MARKETING, ADVERTISING**



# Hi Group Plus

- MEMBER OF **IAA**
- 18 YEARS EXPERIENCE IN IRAN
- 2 OFFICES IN TEHRAN
- 15 EMPLOYEES IN HQ
- 20 EMPLOYEES IN OTHER DEPARTMENT
- 4 ACTIVE INTERNATIONAL OFFICES AS JOINT VENTURE PARTNERS
  1. Armenia
  2. UK
  3. UAE
  4. Opening soon in USA



# Hi Group Plus

- EXPERT IN HOME APPLIANCE MARKETING AND ADVERTISING
- RELATION WITH OVER 500 HOME APPLIANCE DEALERS ALL OVER IRAN
- HI GROUP PLUS HAS BEEN EXCLUSIVE AGENT OF ADVERTISING AND MARKETING OF KENWOOD, ZANUSSI, GORENJE, DESSINI AND LG FOR MANY YEARS.
- AS CEO OF THE COMPANY HAVING BEEN EDUCATED IN UK AND WORKED WITH PEPSI COLA AND VARIOUS INTERNATIONAL BRANDS, HAVE A GREAT UNDERSTANDING OF BRAND MANAGEMENT, BUDGET PLANNING AND EXECUTION, AND MAINTAINING INTERNATIONAL COMPANY STANDARDS.

# HIG+ DEPARTMENTS

Sponsoring & Event Organizing	Media Planning & Media Buying	Creative & Artwork	Outdoor
Exhibition & Shop Decoration	Home Entertainment Video Network	Web & Social Advertisement	Web Design & Development
Printing & Gifts	TV Commercial Production	TV Broadcasting & Monitoring	PR Activities
Sport Activities	Market Research	Sampling	CRM & Marketing
Financial Department	Legal Department	Distribution Channels	Logistic Services



# Events & seminars

Over 100 Events & seminars organized over the years for our different clients



Seminar for Kenwood Dealers



Kenwood Ceremony in 2008



Dessini Seminar in Tehran 2009



# Events & seminars





# Events & seminars





# Events & seminars



# Exhibitions

Ability to create exhibitions, within international standards is what we can promise on the shortest notice.



Tehran exhibition  
2010



Kenwood exhibition  
Urmia



Kenwood exhibition  
Tabriz



Dessini exhibition  
Tehran 2008



# Exhibitions





# End-user promotions



# Outdoor advertising



# Sponsoring



Charity Help  
Sponsored by Dessini



Charity Help  
Sponsored by Kenwood



Fashion Show  
Sponsored by Kenwood



# Sponsoring



Sport Sponsoring  
National Football



Sport Sponsoring  
Horse riding



Sport sponsoring  
Carting



Kish festival  
Sponsored by Kenwood

# Printing



# Printing





# Previous & Current clients



دسینی

قطره با ضمانت تاجه و پرتاب افزار

DESSINI®  
Enchanting Modern Life

Panasonic  
ideas for life



CHILLY  
AIR CONDITIONERS



BEKO SANYO

LEON  
Since 1960

KENWOOD  
CREATE MORE



gorenje ZANUSSI®

# ADVANTAGES OF WORKING WITH HIG+

- 18 years of experience in advertising
  - Deep understanding of Iranian market
  - Deep friendship with mega dealers for distribution
  - Creditability between the media owners
  - Creative and creativity specialist both in art work and media
  - High influence in governmental offices
  - Internationally well connected in case of export connections required
- 



Hi Group Plus Company is the exclusive commercial director  
of Shargh Daily Newspaper as joint venture since 2010



HI GROUP +

[www.higroupplus.com](http://www.higroupplus.com)

NOVEMBER 2015

