

Clapp

MEMBERSHIP CLUB

- Influencer collaboration
- Exclusive membership club

BUSINESS SUITE

- Reservation & table management tool
- Digital mystery shopper
- Guest satisfaction tool

THE AGENCY

- Branding
- Press releases
- Event management and production
- Online presence management
- Giveaway campaign management
- Website & mobile app development
- Social media marketing and management
- Videography & photography
- Opening/ Launch campaigns



INTRODUCING CLAPP

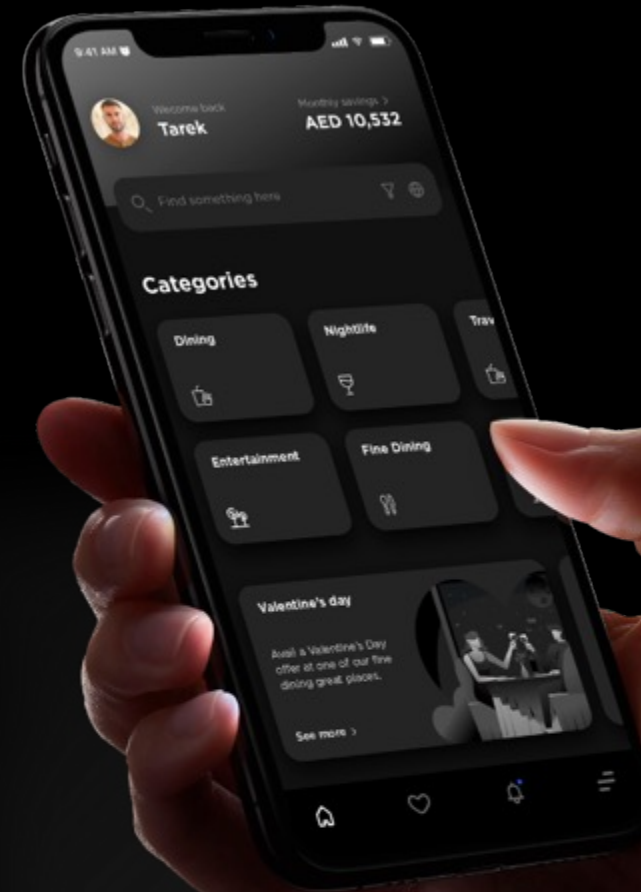
A FIRST OF ITS KIND EXCLUSIVE & DIGITAL MEMBERSHIP CLUB

MEMBERS

Clapp members will have access to exclusive and premium **perks & benefits** offered by brands from a vast array of industries.

BUSINESS PARTNERS

Brands can **seamlessly** access a **wide range** of cost-effective yet **ROI-heavy** PR & marketing tools.



A RE-IMAGINED MEMBERSHIP CLUB



EXCLUSIVE MEMBERSHIP MODEL

Populated only with elite, vetted, and pre-approved members



MULTI-INDUSTRY BRAND MIX

Handpicked partners form an unrestricted set of industries



LESS SPENDING, HIGHER ROI

More exposure, more traffic, more footfall, more revenue, for much less.



SEAMLESS AND IMMEDIATE

On-demand and absolutely hassle-free solutions and services



FULLY DIGITAL

User friendly and completely app-based

MULTI-INDUSTRY BUSINESS PARTNERS

Leisure
& Attractions

Dining & Cafes



Fine Dining & Nightlife



Healthcare



Fitness & Spas



Hotels



Travel



Leisure & Attractions



HIGHLY-DESIRABLE,
AND IN HIGH-DEMAND

RECOGNIZABLE
& REPUTABLE

STRONG EMPHASIS
ON AESTHETIC

Retail

Beauty & Grooming



Retail



Convenience



Fine Dining

HIGHLIGHTED
PARTNERS

BOSS

FF
FARFETCH

^
ADDRESS
FOUNTAIN VIEWS

Jumeirah™

L'OCCITANE

FILA

bb
SOCIAL
DINING

MAISON
DES
FLEURS

FAUCHON
FAUCHON
FAUCHON
FAUCHON

Villeroy & Boch
1748

m

MOLTON
BROWN
LONDON

Le MERIDIEN

TUMI

ZADEA

CLAPP MEMBERS

PLATINUM & IMPACT

PRE-VETTED
MEMBERS ONLY

NOTABLE DIGITAL
FOLLOWING

HIGHLY
INFLUENTIAL

COMPLIMENTARY
MEMBERSHIP

BENEFITS IN EXCHANGE
FOR COVERAGE

GOLD

BUSINESS OWNERS
AND SENIOR EXECUTIVES

HIGH PROFILE
INDIVIDUALS

MID AND HIGH INCOME
INDIVIDUALS

PAID
MEMBERSHIP

AED1,188 PER YEAR



PR AND MARKETING CHALLENGES



HIGH SPENDING

Existing PR & marketing agencies offer budget-heavy solutions & services



Low ROI

Coming in at high-costs already, return-on-investment is typically low and/or immeasurable

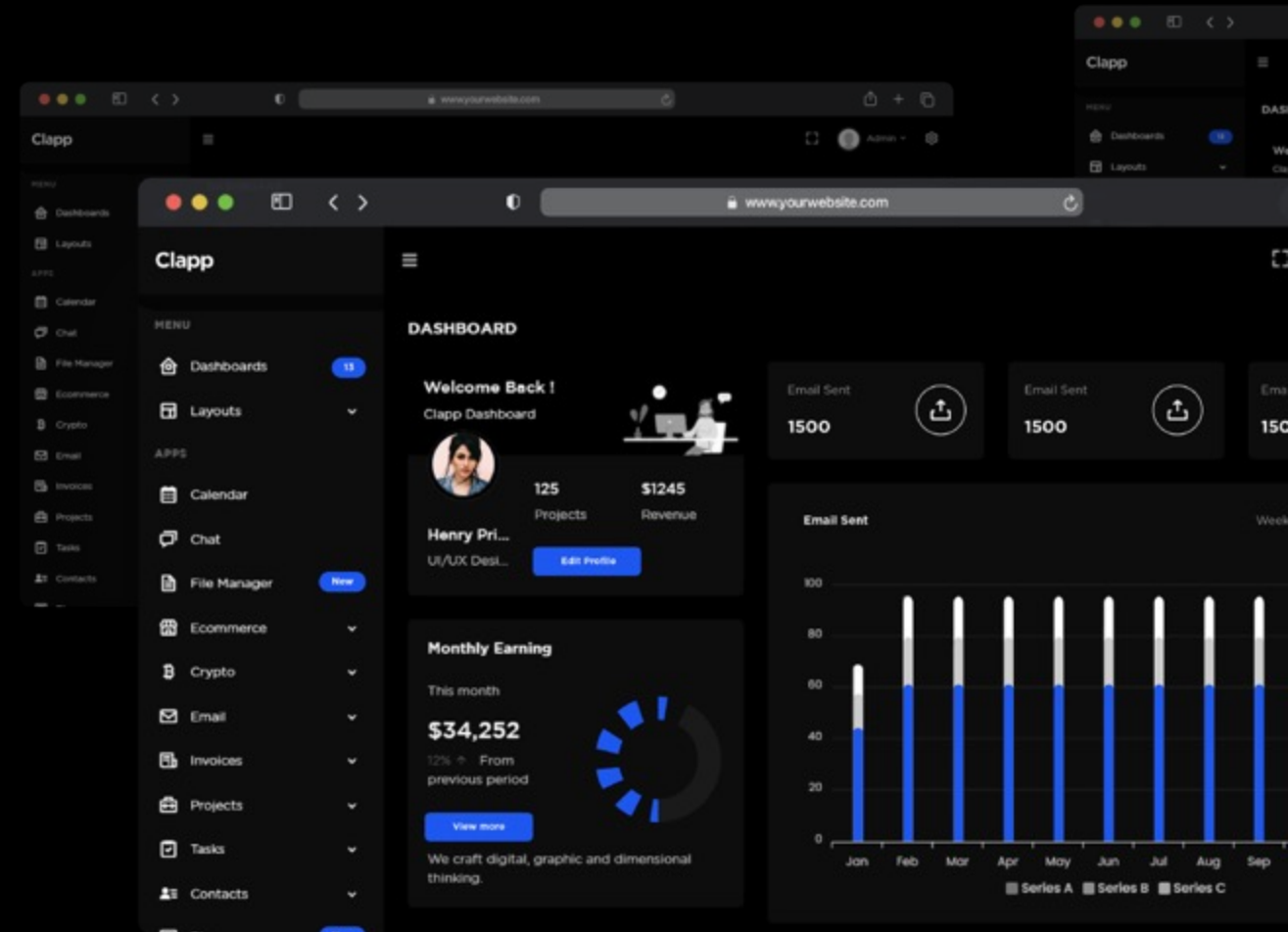


LENGTHY PROCESS

Conventional approaches are often slow in terms of planning, execution, and results

WHY CLAPP

- Monthly guaranteed influencer visits & coverages
- Optional PR & marketing add-ons on a “pay-per-order” basis
- Business suite to track redemptions, visits, investment, and ROI
- Complimentary Gold Memberships
- Assured rebate policy guaranteeing the continuity of promised benefits until fulfillment



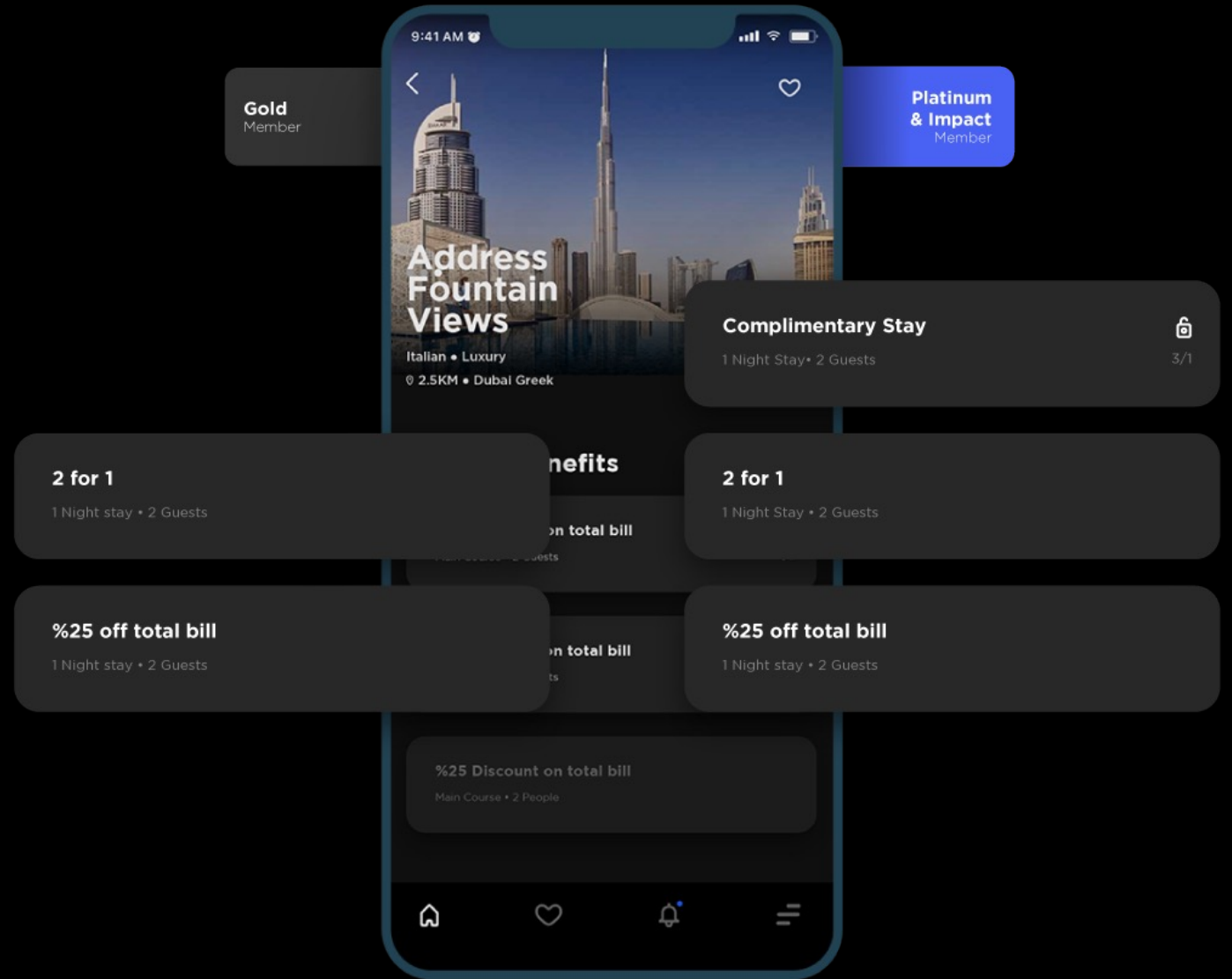
HOW IT WORKS

All Clapp Members have access to a wide range of privileges

PLATINUM AND IMPACT MEMBERS

Members have access to exclusive benefits in exchange for social media coverage that includes:

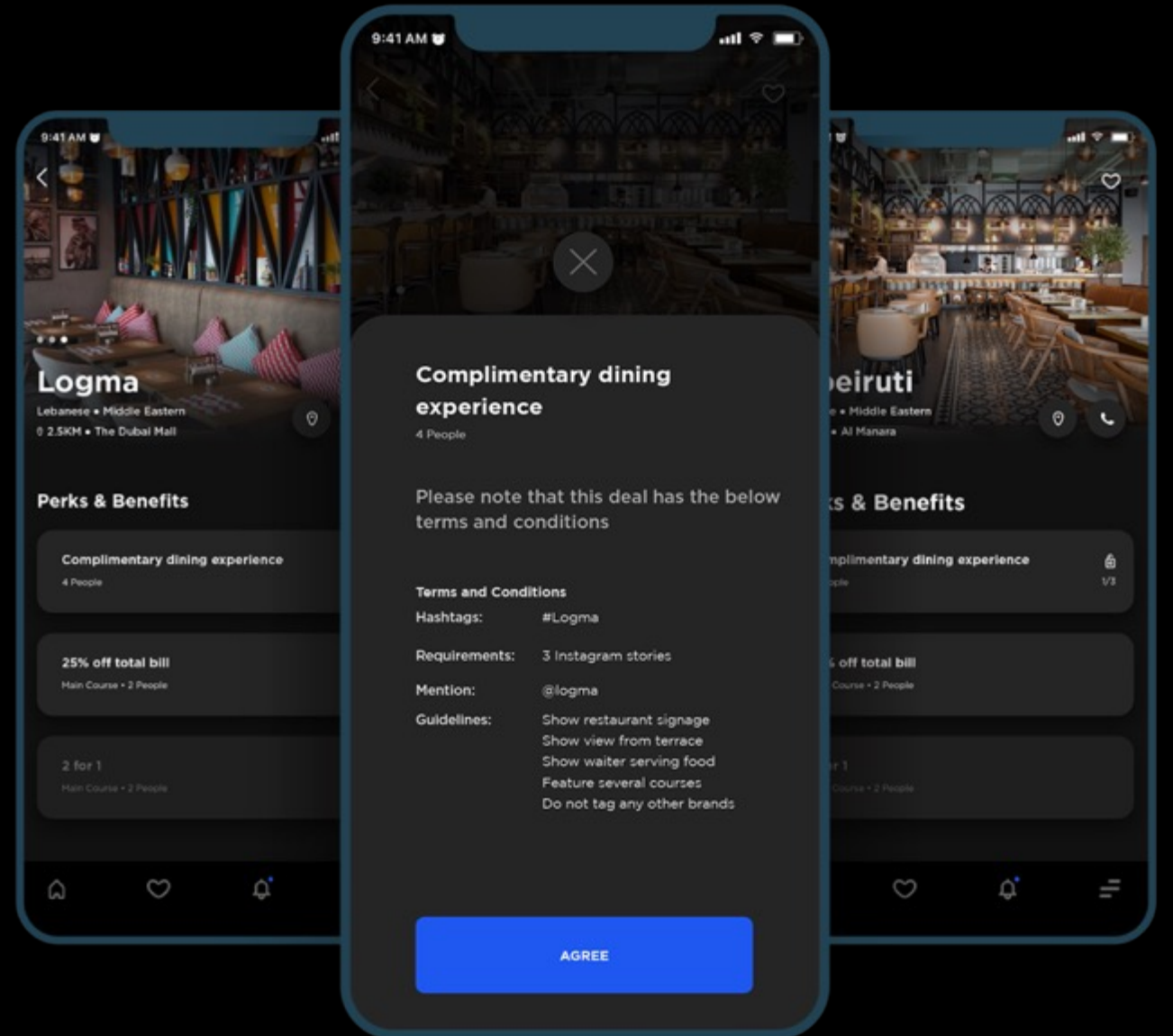
- Instagram Stories
- Instagram Post
- Instagram Reels



COLLABORATION FUNCTIONALITY

HOW IT WORKS

- Platinum and impact members app interface shows benefits requirements and guidelines set by you
- Clapp members will have to go through and agree to your terms & conditions
- Clapp Members will redeem your offered benefits on the app after completing their visit
- Clapp community manager will then manage provided coverage and make sure it's following your guidelines.
- Detailed reports will be added to Clapp's customized business suite



Platinum Members Average Media Value Tiers

<500 Followers

AED9,000

Per Campaign

500K-1M Followers

AED12,000

Per Campaign

1M-1.5M Followers

AED15,000

Per Campaign

>1.5M Followers

AED18,000

Per Campaign

PRICING PLANS

Impact

2 Guaranteed impact member collaborations per month

AED1,400 / Month

Platinum

2 guaranteed platinum member collaborations per month

AED2,800 / Month

Diamond

2 guaranteed impact influencer collaborations per month
2 guaranteed platinum influencer collaborations per month

AED3,600 / Month

Best Value

REMARKS

- Membership fee valid for up to 3 locations.
- In the case of more than 3 locations, a AED500 surcharge is applicable.

Clapp

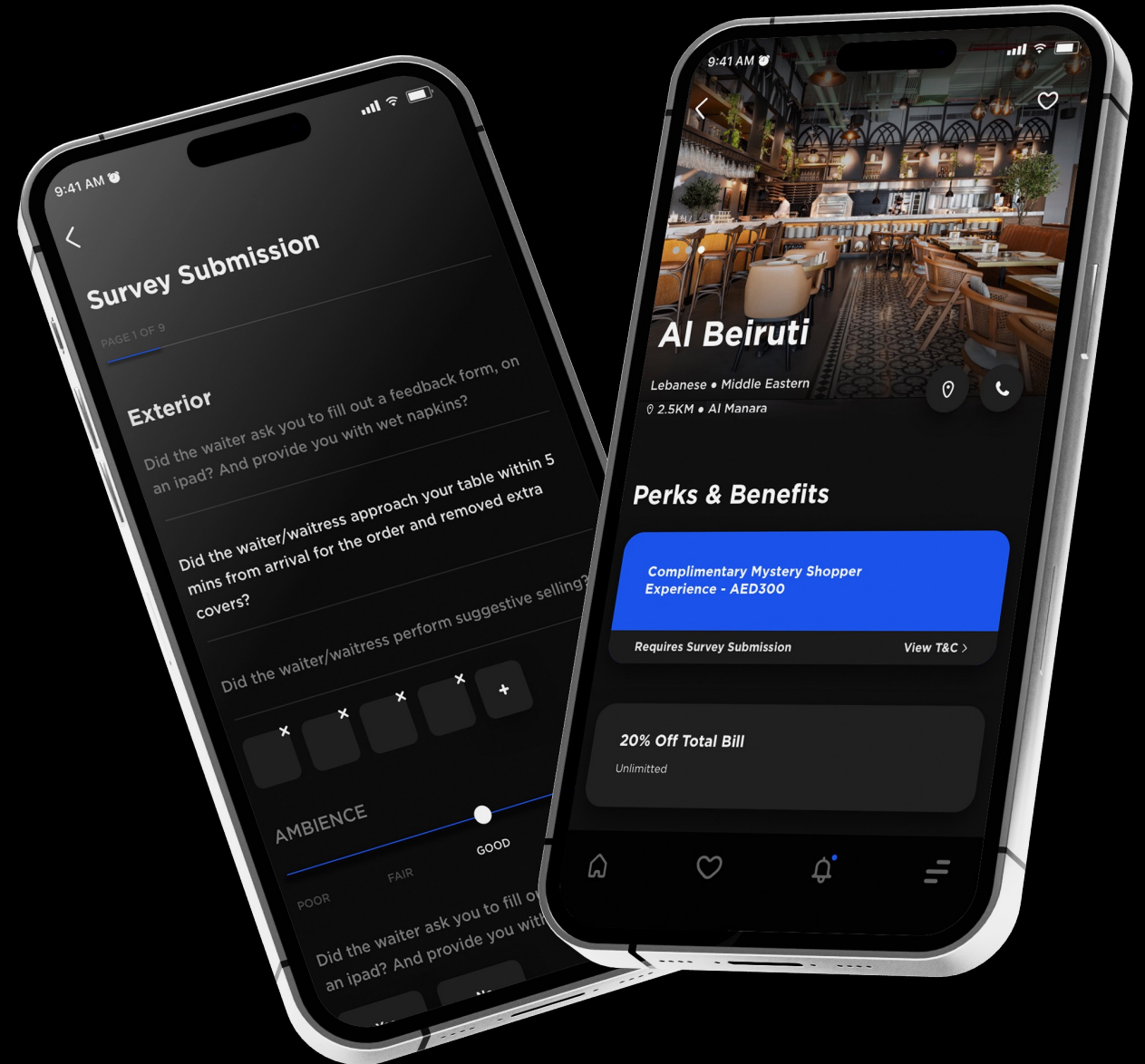
BUSINESS SUITE

MYSTERY SHOPPER

Professional & experienced mystery shoppers visit your business **incognito** to evaluate various aspects of your customer service, SOPs, and sales process

Clapp digital mystery shopping service provides your business with:

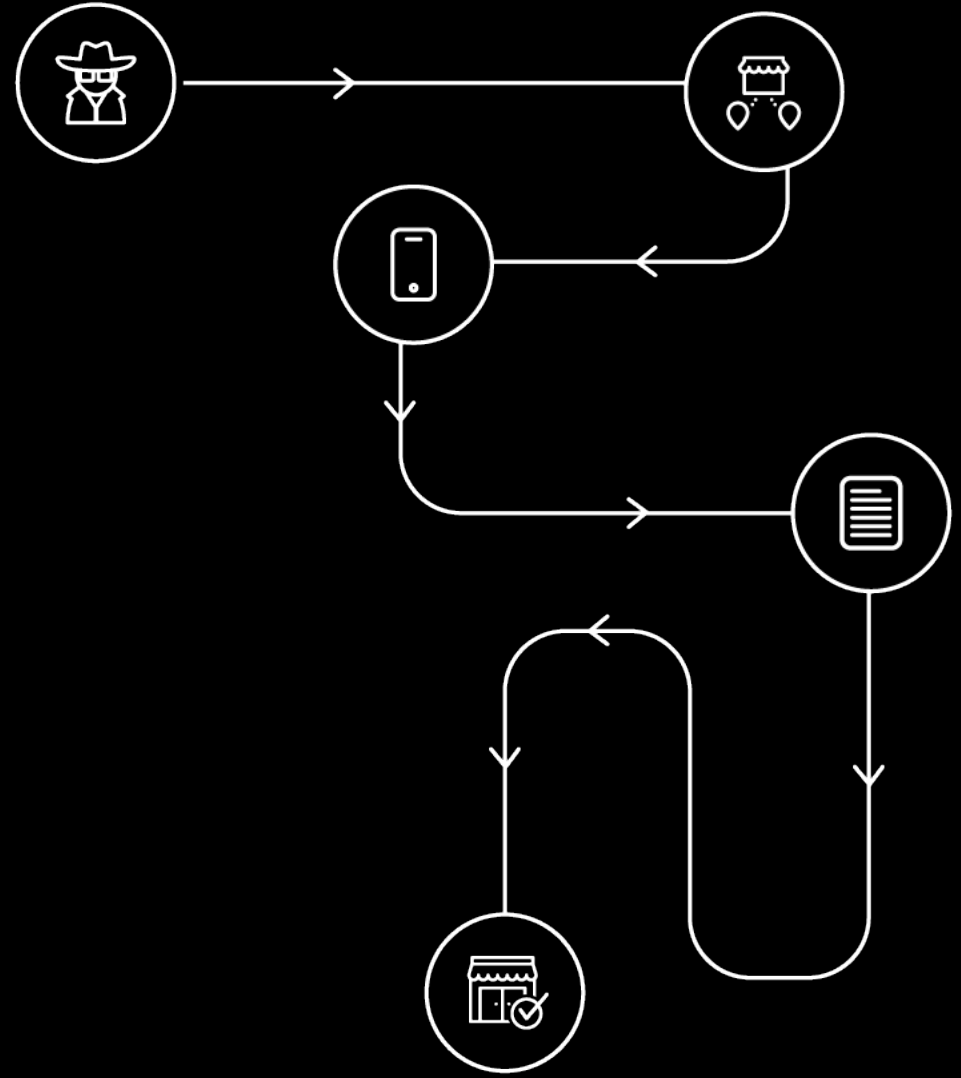
- A tool to gather unbiased and accurate information
- A better visibility over your sales and customer service decisions
- An accurate scoring algorithm after every visit
- A digital report including attached images
- Admin access to the dashboard



HOW IT WORKS

1. Questionnaire Preparation
2. Incognito Mystery shopper visit the outlet
3. Document related assigned task
4. Pay and leave like a normal guest
5. Provide feedback & upload pictures on Clapp app

Clapp powerful reporting tool will automatically generate a detailed report, including a score, and sends it to you to take corrective actions



DIGITAL MYSTERY SHOPPER

Clapp mystery shopper service includes:

- In-person evaluations of sales and customer service interactions
- Online evaluations of your website and e-commerce platform
- Customized questionnaire
- Customized evaluation forms tailored to your specific business needs
- Automated mystery shopper surveys with pictures on Clapp's business suite
- Mystery shopper surveys will be scored automatically
- Detailed reports on Clapp's customized business suite
- Real-time data collection and analysis

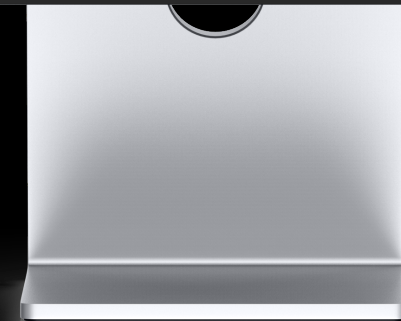
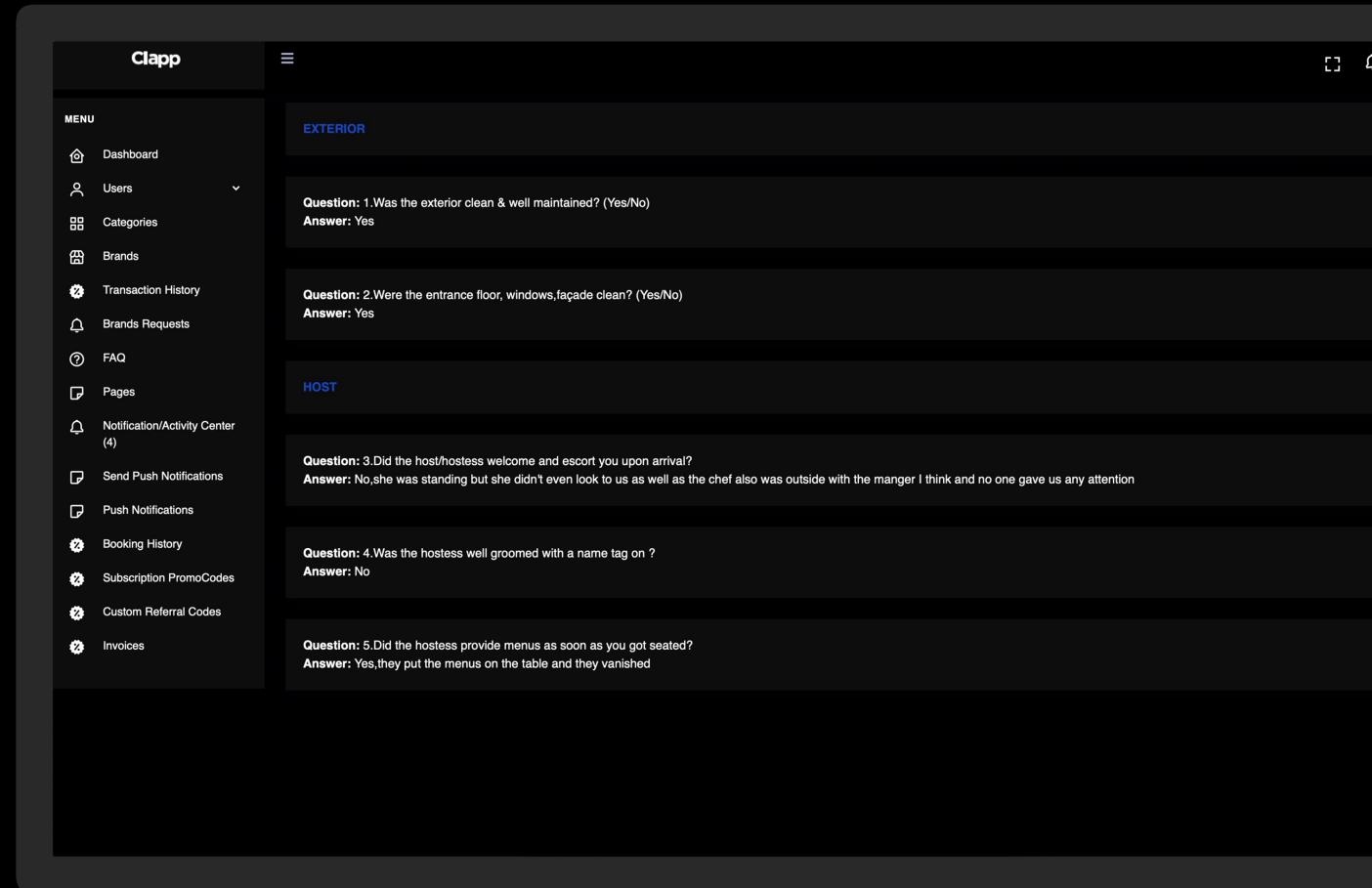
Pricing

Description

2 mystery shopper visits per month
4 mystery shopper visits per month

Fees

AED499
AED799



RESERVATION & TABLE MANAGEMENT TOOL

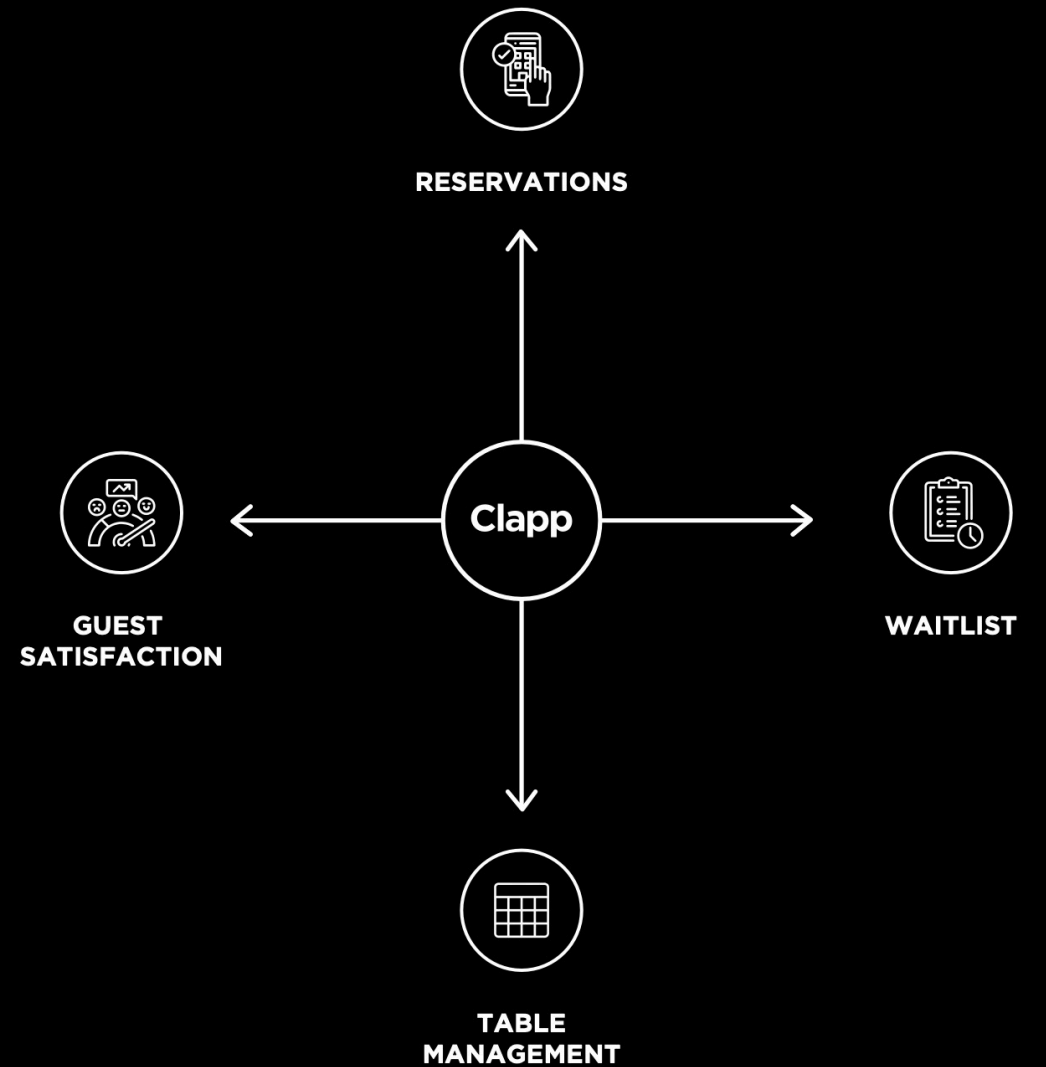


Seamlessly blend technology and hospitality with Clapp Reservation Tool, a powerful guest management platform that seamlessly integrates data insights to amplify revenue, foster brand loyalty, and curate memorable guest experience.

RESERVATION & TABLE MANAGEMENT TOOL

Clapp reservation and table management tool allows you to manage, measure and enhance your customer experience and offers you:

- Table management
- Waitlist management
- Guest satisfaction
- Automated personalized communications
- Integration with multiple platforms (social media, google and website) all managed through one online portal



RESERVATION & TABLE MANAGEMENT TOOL

ONLINE RESERVATIONS

9:41 AM

Al Beiruti Seaside

The Pointe, Palm Jumeirah

Date

THURSDAY 20 OCT

TODAY 15 SEP

TOMORROW 16 SEP

Time

12:00PM

01:00PM

02:00PM

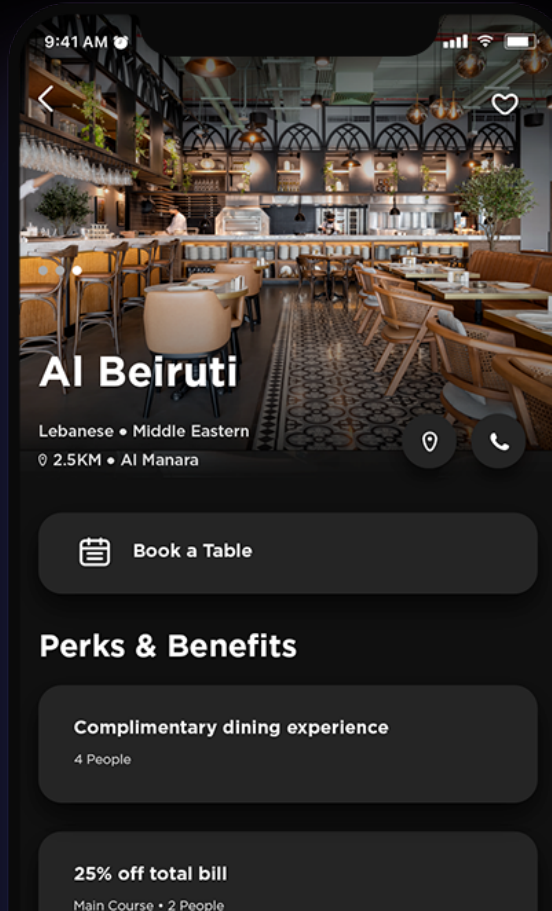
Number of Guests

2 3 4 5 6

Section

SMOKING NON-SMOKING

EXPOSURE TO THOUSAND MEMBERS ON CLAPP



GUEST SATISFACTION

Tell us about experience

Appearance

Food Quality & Taste

Cleanliness

Atmosphere

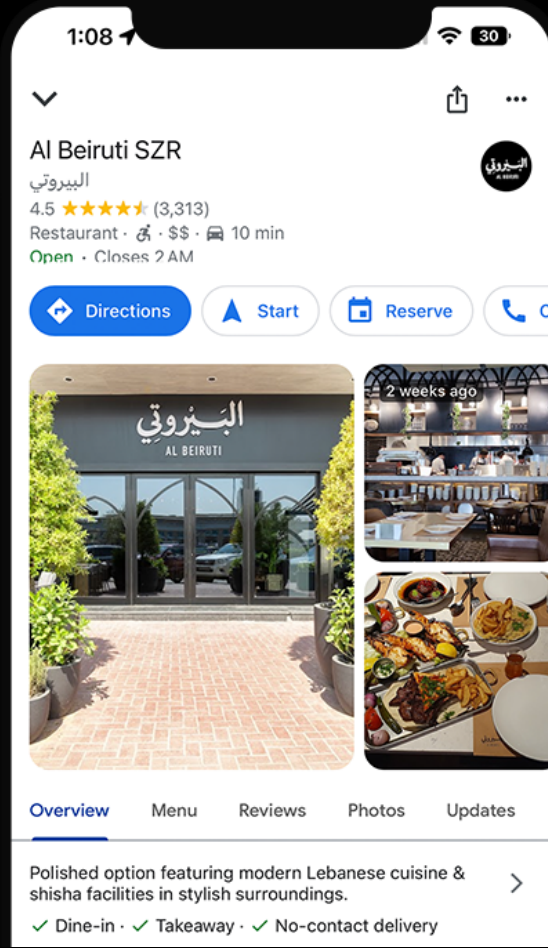
Quality of Service

Timing

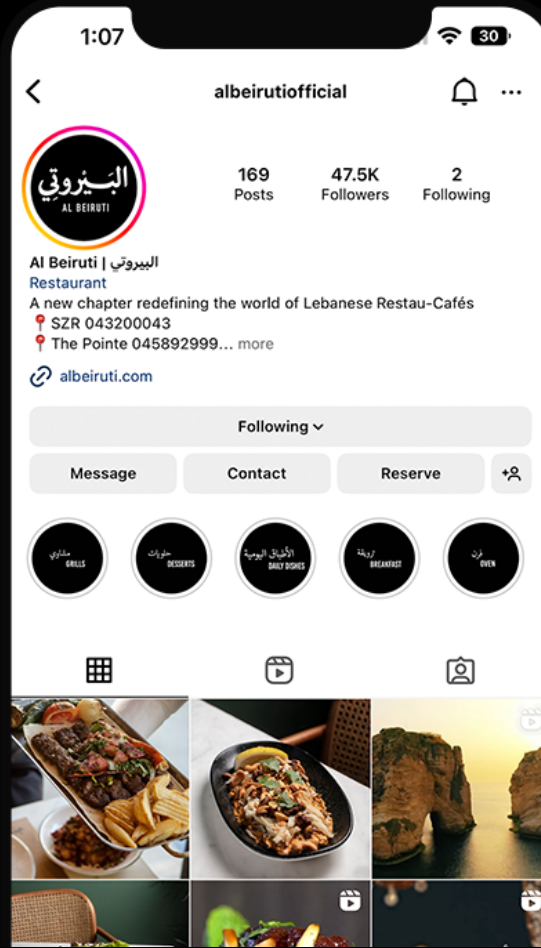
RESERVATION & TABLE MANAGEMENT TOOL

Connect with your target audience and deliver a streamlined experience across multiple digital platforms.

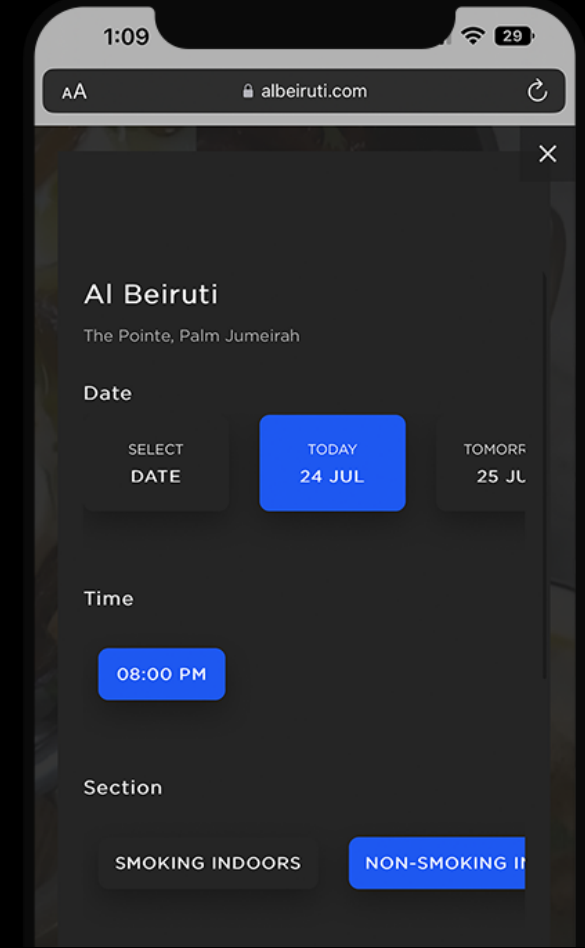
GOOGLE



SOCIAL MEDIA



WEBSITES



RESERVATION & TABLE MANAGEMENT TOOL

TABLE MANAGEMENT

Seamlessly organize and oversee your guests using Clapp comprehensive reservation and table management tool.

The screenshot displays the Clapp web application interface for managing reservations. The browser address bar shows the URL www.theclappapp.com. The interface includes a sidebar menu with options like Dashboard, Brands, Reporting, and Customers. The main content area is titled "BRANCH RESERVATIONS" and features a search bar, filters for date (07/15/2023), status, section, type, and cancellation, and buttons for "Make Reservation", "Back To Branches", and "Export to Excel". A table lists 19 reservation entries with columns for Reference Number, Full Name, phone code, phone Number, Email, Number Of Guests, Date, Time, Section, Source, Table Number, Remarks, ReceiptValue, Status, and Remain. The status column uses color-coded labels: "Seated" in blue and "Missed" in red.

Reference Number	Full Name	phone code	phone Number	Email	Number Of Guests	Date	Time	Section	Source	Table Number	Remarks	ReceiptValue	Status	Remain
IEPCSY9	Hayck	971	0521379349		5	2023-07-15	13:00	Non Smoking Indoors	In House	4			Seated	
V29Y1OK	Naidr	971	502827179	nadir0507@icloud.com	3	2023-07-15	13:00	Non Smoking Indoors	Online	1			Seated	
CIR875J	Jad	971	0527532824		4	2023-07-15	13:00	Smoking Indoors	In House	30			Seated	
DNPCB0T	Afra	971	0522266662		8	2023-07-15	13:00	Mall Area	In House	307			Missed	
AO2EFU0	Mina	971	0558259061		8	2023-07-15	13:00	Non Smoking Indoors	In House	9			Missed	
ZHUKS4V	Arwa	971	0554956813		6	2023-07-15	20:00	Non Smoking Indoors	In House	11			Missed	
PY6VUV5	Arwa	971	0554956813		6	2023-07-15	13:00	Non Smoking Indoors	In House	2			Seated	
4EY1AR6	Khalifa	971	506257744		3	2023-07-15	10:30	Non Smoking Indoors	In House	15			Seated	
RHGI78T	Susan	971	508171916		4	2023-07-15	13:00	Smoking Indoors	In House	31			Seated	
GM64KZY	Alja	971	555691111		4	2023-07-15	10:45	Non Smoking Indoors	In House	13			Seated	
4AXHQ79	Said	971	529002545		4	2023-07-15	11:00	Mall Area	In House	300			Seated	
YXS8ENY	Nathali	971	561030663		4	2023-07-15	11:00	Mall Area	In House	311			Seated	
3C6I0CU	Man	971	0585124880		2	2023-07-15	12:00	Non Smoking Indoors	In House	12			Seated	

RESERVATION & TABLE MANAGEMENT TOOL

GUEST SATISFACTION TOOL

- Measure and improve guests' satisfaction with your brand's products and services.
- Develop a winning guest experience that drives continuous business growth.

Methods



SMS



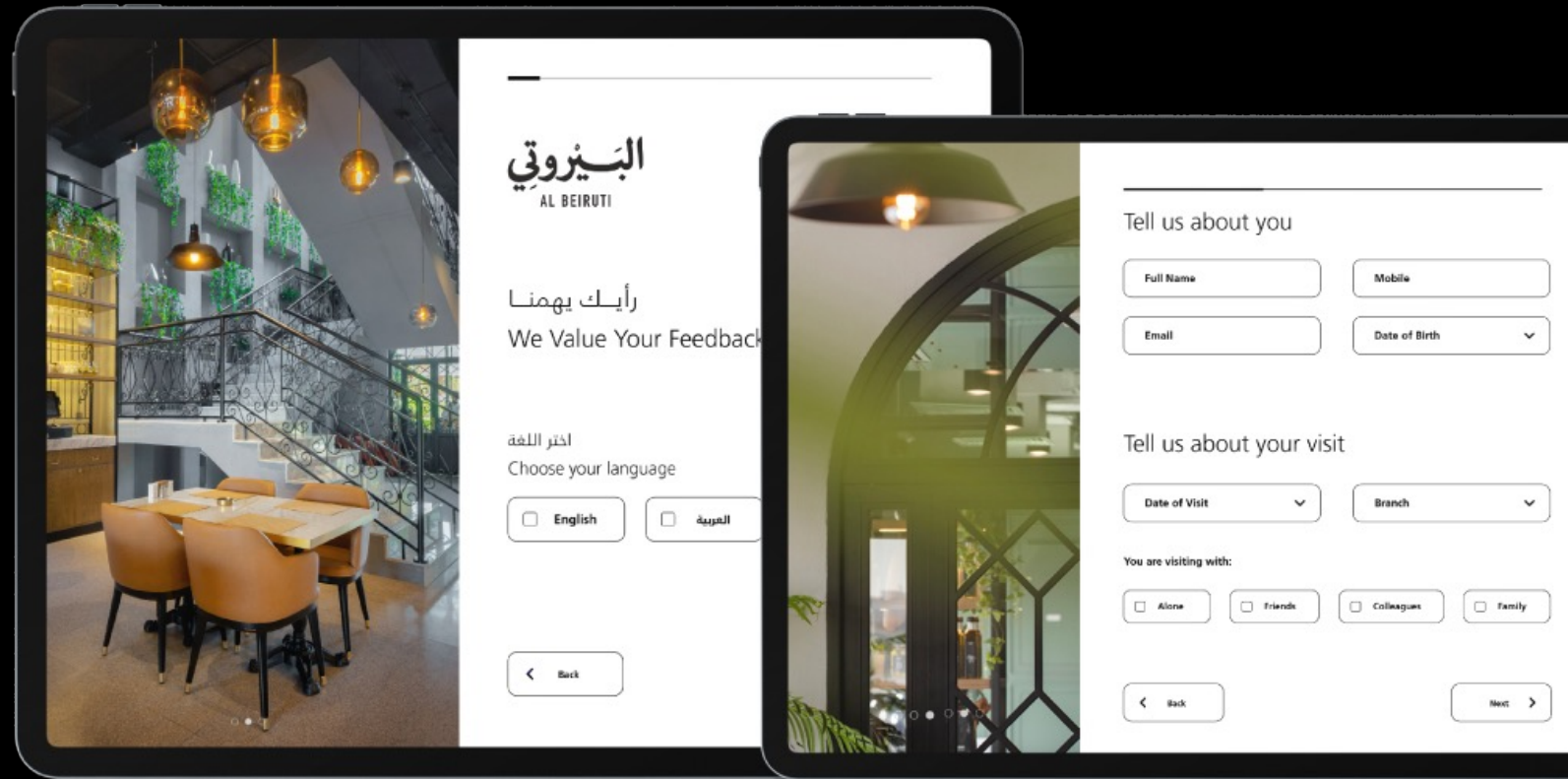
LINK



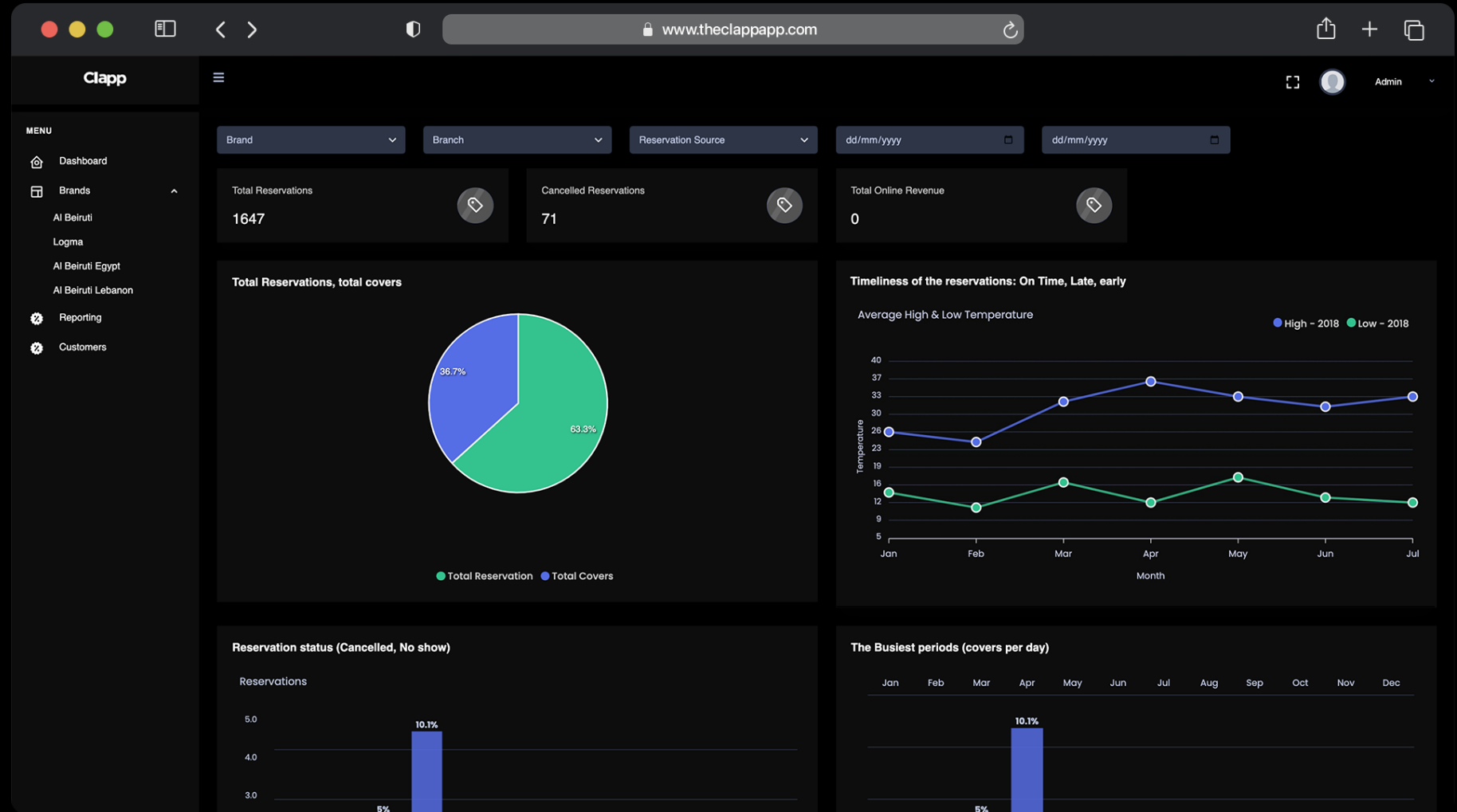
Tablet



QR Code



RESERVATION & TABLE MANAGEMENT TOOL



ADVANCED REPORTING SYSTEM

Gain valuable insights through our state-of-the-art real-time reporting system and analyze your guests behavior and spending patterns

Clapp

THE AGENCY

SERVICES



**BRANDING
& BRAND-BUILDING**



**PRESS RELEASE
CAMPAIGNS**



**EVENT MANAGEMENT
AND PRODUCTION**



**ONLINE PRESENCE
MANAGEMENT & DIGITAL
RATING BOOSTER
CAMPAIGNS**



**GIVEAWAY CAMPAIGN
MANAGEMENT**



**WEBSITE & APP
DEVELOPMENT**



**SOCIAL MEDIA
MANAGEMENT**



**CONTENT CREATION,
PHOTOGRAPHY &
VIDEOGRAPHY**



**OPENING/LAUNCH
CAMPAIGNS**

HIGHLIGHTED PROJECTS

BRANDING

AL BEIRUTI

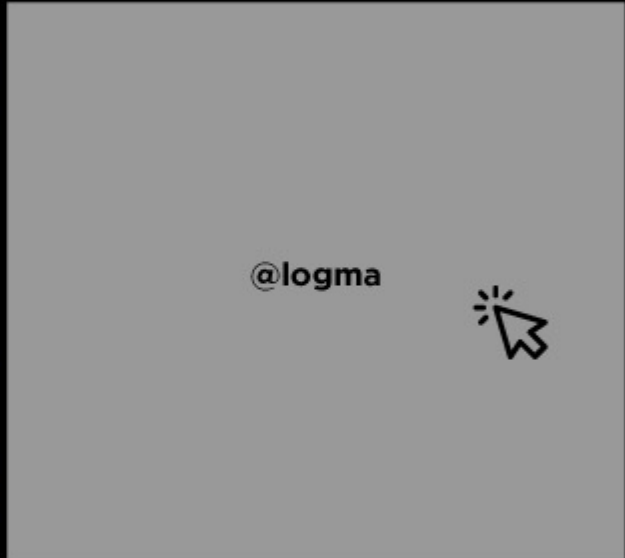
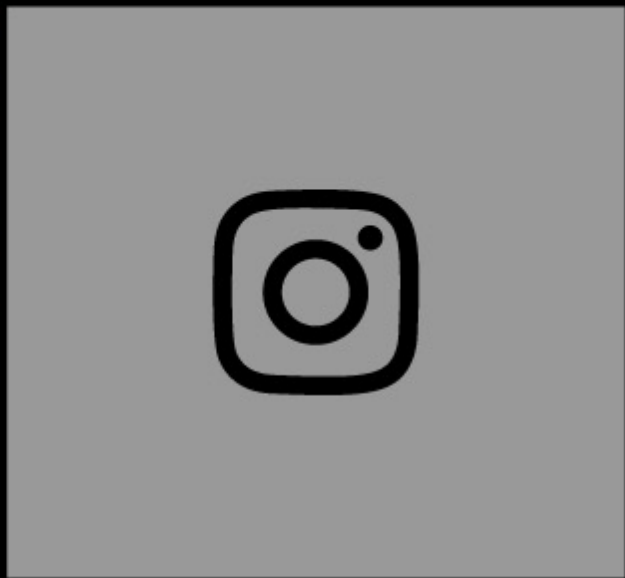
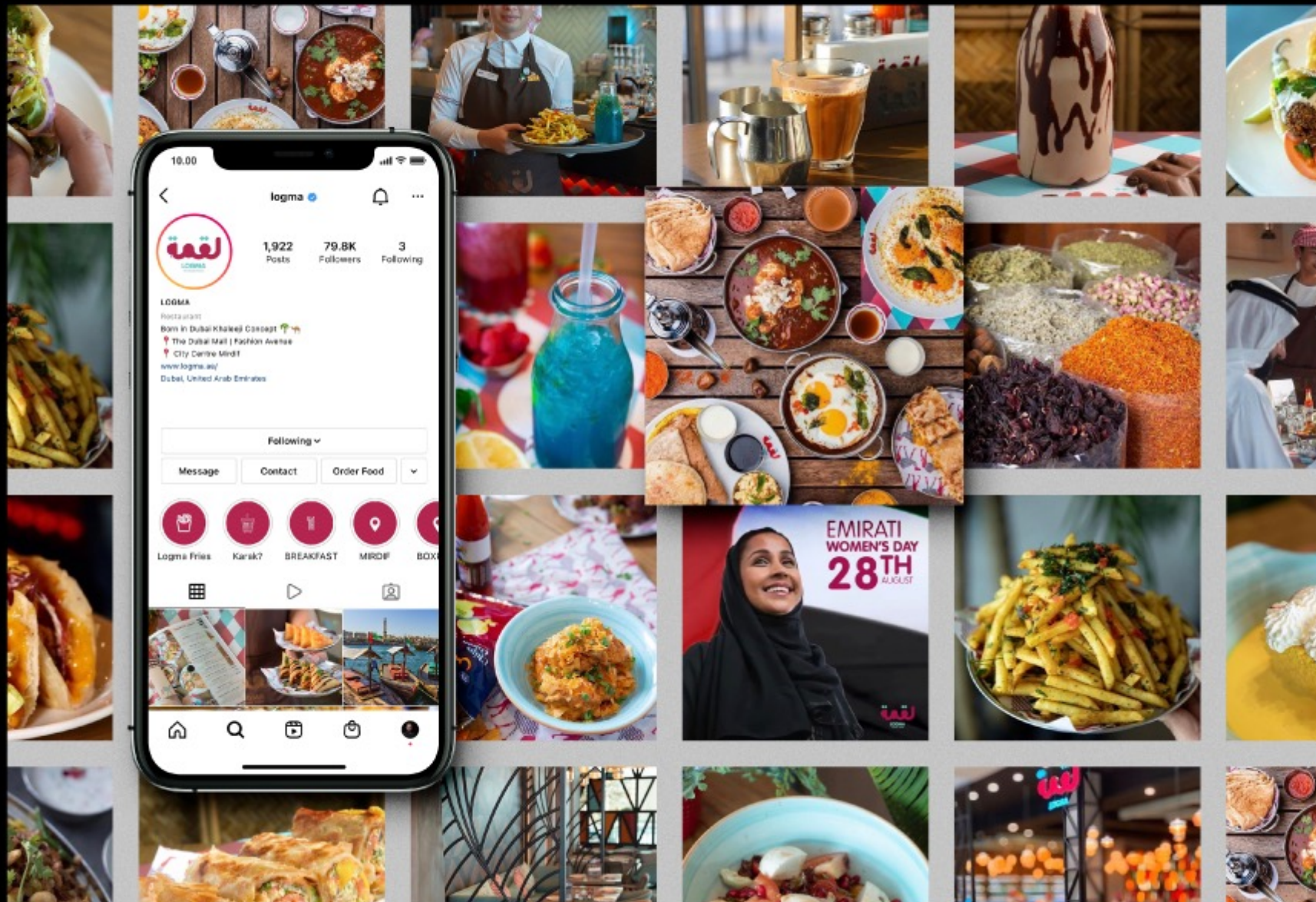


LOGMA

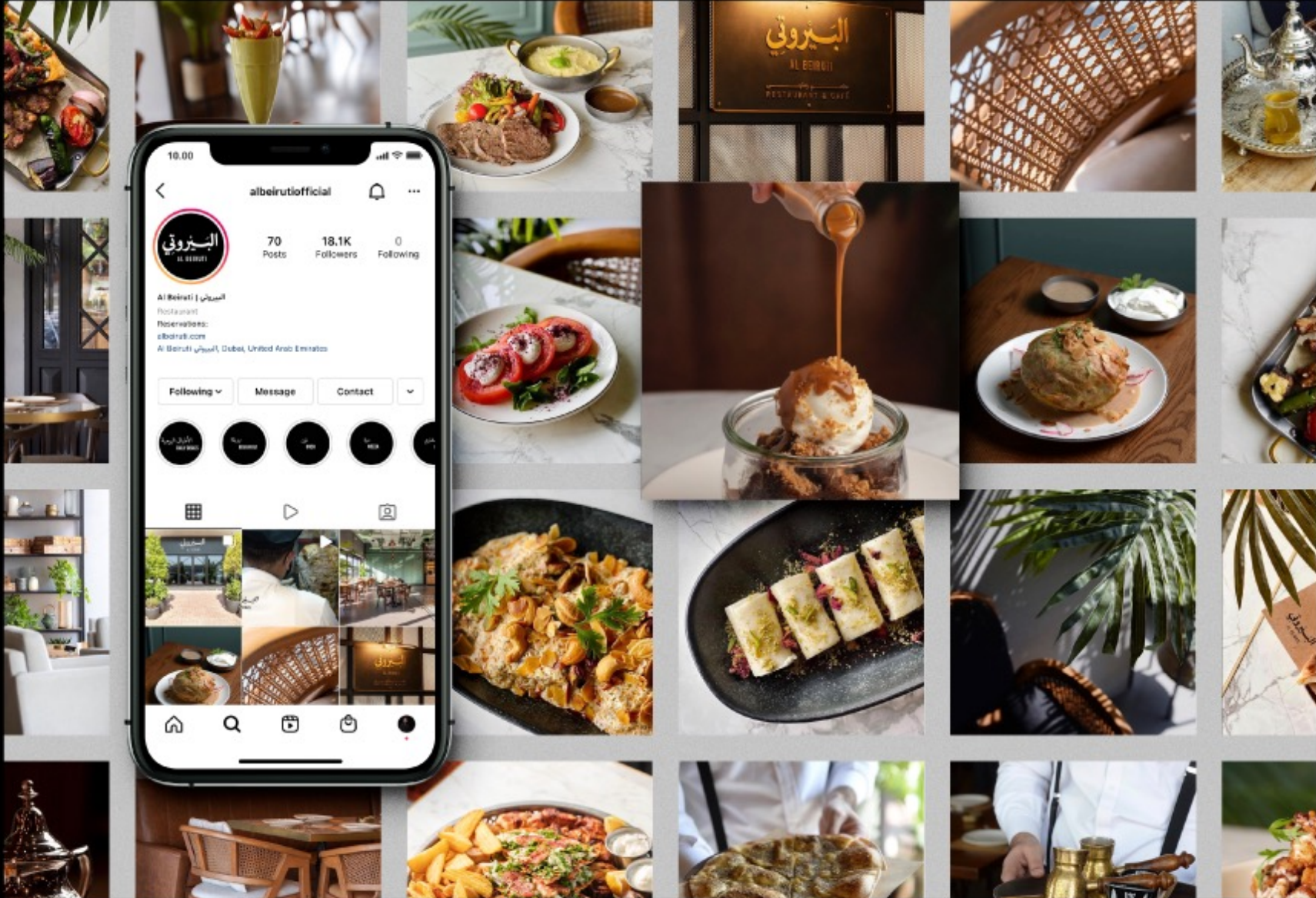


HIGHLIGHTED PROJECTS

SOCIAL MEDIA



AL BEIRUTI



@albeirutiofficial



HIGHLIGHTED PROJECTS

PR, MARKETING & EVENTS

CLAPP LAUNCH EVENT



AL BEIRUTI SEASIDE LAUNCH EVENT



CLIENTS

HIGHLIGHTED PROJECTS

PHOTOGRAPHY

AL BEIRUTI



AL BEIRUTI



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