

Blue Waves Media

INNOVATION I RELIABILITY I COMMUNICATION

We make **BRANDS** impossible to miss



Hi!

Blue Waves Media brings media, creativity, technology and execution together to help brands get noticed and drive action.

From high-impact media placements and performance campaigns to influencer collaborations, messaging solutions and digital builds, we create connected brand experiences across every relevant touchpoint.

Media that connects. Ideas that perform.



Why Us?

01.
Platform-Agnostic Planning

We recommend channels based on the audience and objective, not predetermined media packages.

02.
Media + Creative + Technology

One integrated team connecting planning, execution, content, communication and digital development.

03.
End-to-End Execution

From audience strategy and media negotiation to campaign deployment, optimisation and reporting.

04.
Regional Intelligence, National Capability

Local market understanding combined with access to leading digital, commerce, outdoor and content platforms.

Our Services

01.
Platform & Ecosystem Advertising

02.
OTT & CTV Advertising

03.
Search, Social & Performance Marketing

04.
DOOH, OOH & Transit Media

05.
Messaging Solutions

06.
Influencer Marketing

07.
Digital Products & Technology

Platform & Ecosystem Advertising

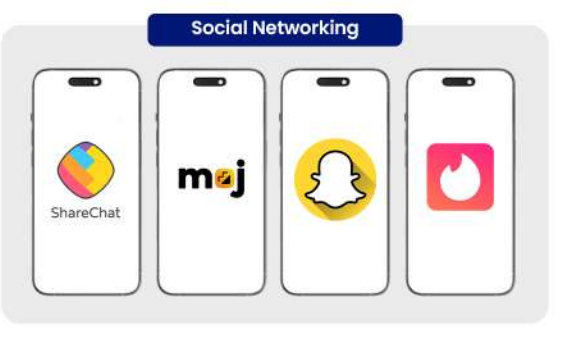
Reach people where decisions happen.

Connect with high-intent audiences across the platforms they use to travel, transact and engage with their communities.



Show up where culture, conversations and experiences begin.

Connect with audiences across social, short-video, discovery, cinema and entertainment platforms where they explore content, discover experiences and decide what to do next.





Show up where culture, conversations and experiences begin.

Reach high-intent consumers across food-delivery and quick-commerce platforms through location-led media, in-app visibility and on-order brand inserts.



02 OTT & CTV Advertising

Own the screen when attention is at its highest.

Reach audiences across premium streaming platforms with targeted video campaigns designed to build reach, completed views and brand recall.



Search, Social & Performance Marketing

Turn searches, scrolls and clicks into measurable growth.

Plan, launch and optimise performance campaigns across Google, Meta and LinkedIn - supported by strategic content, community engagement and ongoing social media management.

Performance Marketing & Lead Generation



Social Media Management



04 DOOH, OOH & Transit Media

Make the city your canvas.

Build high-impact visibility across strategically selected outdoor, digital and transit media environments.

DOOH





OOH





Bus & Transit Media





Own the journey, from entry to arrival.

Reach high-volume audiences across airports, metro networks and railway stations through high-visibility and high-dwell-time media placements.

Airport





Railway Station





Metro Station



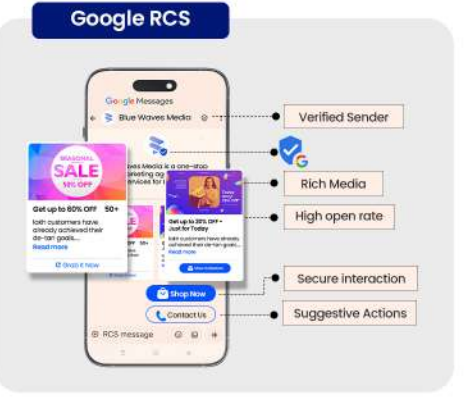


Messaging Solution

Turn every message into measurable action.

Plan and execute compliant WhatsApp Business, Google RCS and SMS campaigns for customer engagement, lead nurturing, offers, reminders and service communication.





Influencer Marketing

Find the right voices—not just the biggest followings.

From creator discovery and campaign strategy to content production, amplification and reporting, we manage influencer campaigns from start to finish.

We pair you with:

- Nano Influencers
- Micro Influencers
- Macro Influencers

Influencer marketing platforms:



Influencer marketing platforms:

- Live Takeovers
- Discount Codes
- Event Coverage
- Product Seeding & Reviews
- Sponsored Posts

Blue Waves Media

07

Digital Products & Technology

Build digital experiences that work as hard as your marketing.

Design and develop responsive websites, applications and CRM solutions that improve customer experiences, streamline operations and support business growth.



Website & Landing Pages



Application Development



CRM & Workflow Solutions

Let's Discuss!

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