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Dubai is one of the seven emirates of United Arab Emirates which lies on south of Persian Gulf on the Arabian Peninsula. The economy of Dubai is believed to be greatly dependent on the trade of oil. The average amount of oil produced by Dubai is approximately equal to 50,000 to 70,000 barrels each day and the around the same amount of gas is produced as well. Though the major part of economy of Dubai is based on the oil industry, a great part of the economy is also dependent on the tourism and trading of goods. The new developments and the new businesses being established in Dubai have given a great boost to the economy of Dubai as well as have reduced the dependency of the economy on oil industry.

The companies are multinational as well as other small to medium sized companies. The growing amount of companies being established in Dubai has increased the amount of competition between the companies of a single industry. This increased competition has made each of the companyâ€™s aim to have the maximum market share and sales revenue in the industry. This increased need requires more investment to be made in the advertising which is already a huge area of advertising. Also there is a huge trend of branding in Dubai which increases the need of advertising for companies so as to increase the awareness of their brand among the people ultimately increasing their market share and the sales revenue earned by sales of these products.

There are various ways that can be used for the advertising of a product that includes the use of advertising agencies and outsourcing the advertising function to these agencies, advertising through the high way sign boards, signs on bridges, ads and banners on a building, ads on bus stands and the bus. Use of Dubai media companies is also a popular method of advertising a product. The advertising through Dubai media companies includes magazines, newspapers and ads on radio and television. Fliers and brochures may also be used. Every method has its cost, associated benefits and drawbacks mostly due to the cost incurred so there is no perfect or preferred method for advertising. The effectiveness of the overall advertising process depends on the quality and frequency of advertising as well as the ways used to make the advertisement attractive to the consumers.

Advertising agencies can be used for the promotion of a product saving the business the need to actually have an advertising department as well as the need to have people with enough expertise and skills to actually make effective advertisements. It is then the job of these advertising agencies to promote a product for the client. There is a huge list of advertising agency that operates in UAE. The benefit of using the advertising agency depends on its effectiveness as well as their success in actually increasing the market share of their clientâ€™s product. 2Digital Production, ACE Worldwide, Acumen Advertising, Arrow Advertising, Broadcast Media Zone, C & D Advertising LLC, Mat Advertising and Sahara Company are included in the list of advertising agency.

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