



Y - FACTOR

MARKETING



SERVICES



OUR SERVICES



Marketing Services

- Multi-Channel Strategy
- 360 Degree Marketing Campaigns
- Social Media & PPC
- Website & SEO
- Strategic Partnerships & Co-branding Campaigns

Branding Services

- Brand Strategy & Creation (concept, logo, brand applications)
- Rebranding
- Content Development & Creative Direction
- Photography & Videography
- Brand Localization (Adaptation to GCC market)

Events, Activations & Influencer Marketing

- Event Concept, planning and production
- Brand Activations
- Influencer Marketing

WHY US



WHY US

For Small to Medium-Sized Businesses

We specialize in understanding your needs and delivering impactful solutions that fit your size and budget. Our team works with you to craft lean, efficient strategies that drive measurable results without breaking the bank.

For Established Brands and Marketing Experts

With a diverse team of specialists in every marketing discipline, we provide the scale, knowledge, and reliability of a full-service agency. You can trust us to execute your vision with precision, from strategy development to flawless execution.



CLIENTS



SOME OF OUR CLIENTS

Across the GCC & Europe

BRANDART

LOUIS VUITTON



LVMH



SHEIN

SHEGLAM



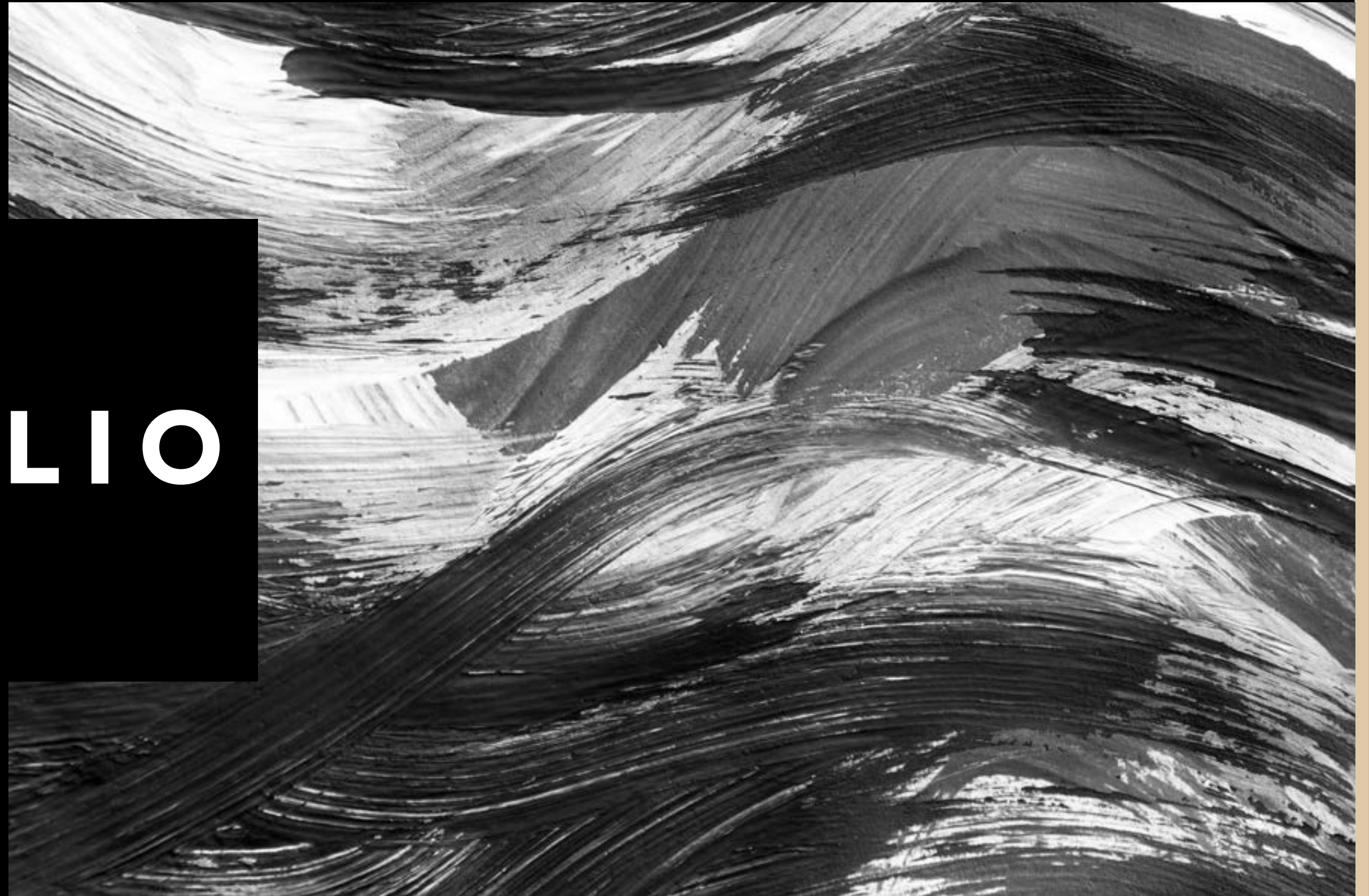
JUVENTUS



realme



PORTFOLIO



360 DEGREE
MARKETING CAMPAIGN
& COBRANDING



#ArabStyleFusion

التراث يلتقي بالأناقة

متوفرة الآن!!!

x SHEIN

مريم العبيدي بيان ياسين هبة إسماعيل



Cultural Fusion: A Co-Branding
Strategy for SHEIN

SHEIN sought to create a fashion collection that embraces Arab culture, reflecting the importance of understanding, respecting, and celebrating heritage. To bring this vision to life, SHEIN partnered with Yanina to develop a compelling co-branding strategy and identify talented artists who could infuse unique cultural designs into the collection.

The result? A fusion of tradition and modern style that empowers the new generation to wear their heritage

EVENT CONCEPT,
EVENT MANAGEMENT
& CONTENT CREATION



“We Are Her Support System” –
A Philanthropic Campaign by
DFWAC



The Dubai Foundation for Women and Children (DFWAC) entrusted us with bringing their philanthropic vision to life—raising awareness and support for women facing domestic violence. Our mission: to create an empowering event that would unite people in a meaningful cause. From event concept and branding to full event production and management, we meticulously crafted an impactful two-day padel event that welcomed hundreds of children, teenagers, and adults. We are proud to have played a role in championing this vital cause and turning awareness into meaningful support.

EVENT CONCEPT &
EVENT MANAGEMENT
VIP GUEST INVITATION & ON SITE
HANDLING



Louis Vuitton & Brandart – VIP
Yearly Team Building

Louis Vuitton and Brandart set out on a mission: to celebrate their successful partnership with an unforgettable VIP experience. They entrusted us with curating a high-end event that combined seamless guest management, engaging team-building activities, and top-tier sustainable event production. From conceptualizing immersive experiences to designing stunning product displays and bespoke brand stands, we ensured every detail reflected the prestige of both brands. The result? A flawlessly executed event that strengthened partnerships, left a lasting impression, and set a new standard for corporate celebrations.

**BRAND ACTIVATION,
EVENT MANAGEMENT &
INFLUENCER MARKETING**



**SHEGLAM & Lifestyle at
Centrepont – 1st Anniversary
Celebration**

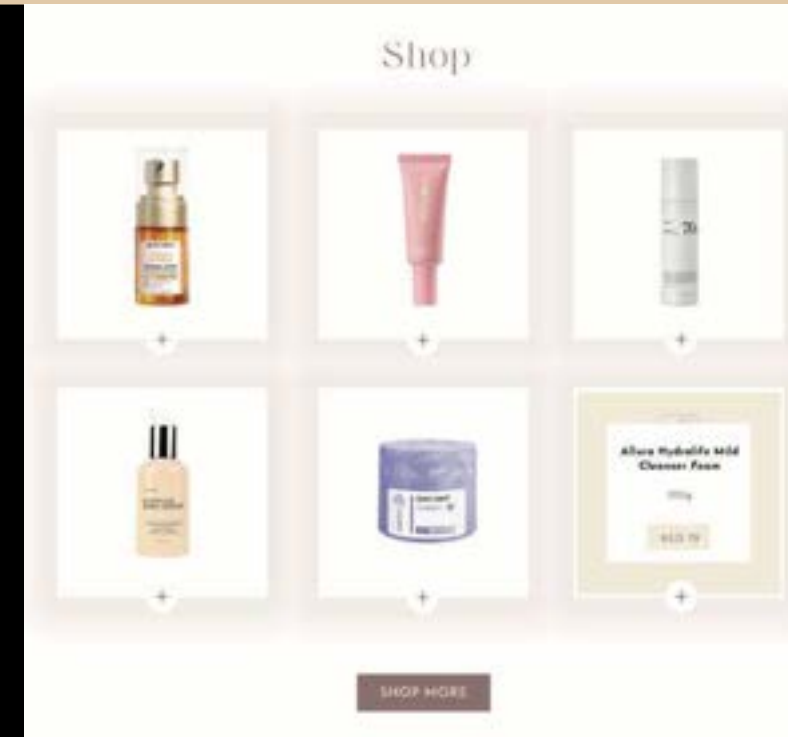
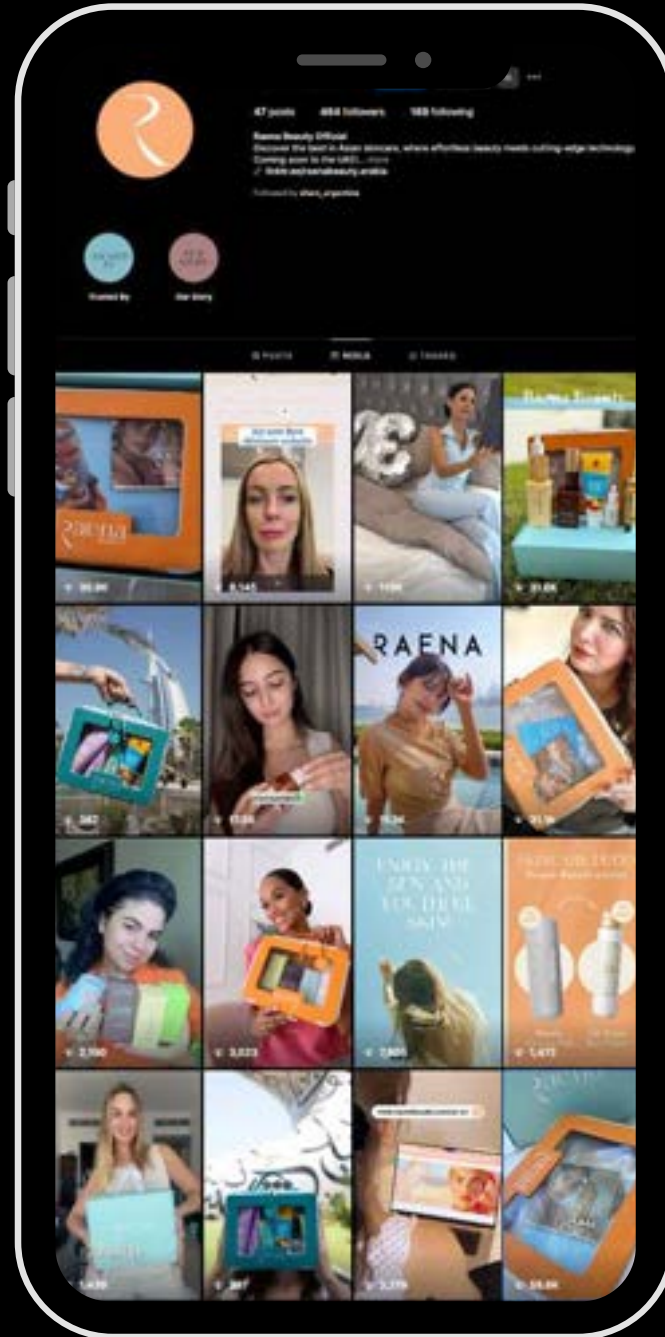


SHEGLAM & Centrepont approached us with a mission: to create a captivating concept that would not only celebrate 1 year of loyal customers but also wow beauty lovers across the GCC. From concept development to full-scale production, event management, and influencer collaboration, we took charge of bringing this vision to life. The result? Over 12 million views across TikTok and Instagram, thrilled customers, and an unforgettable experience for every visitor.

MARKETING & BRANDING STRATEGY
WEBSITE & E-COMMERCE
360 MARKETING CAMPAIGNS
MEDIA BUYING
INFLUENCER MARKETING



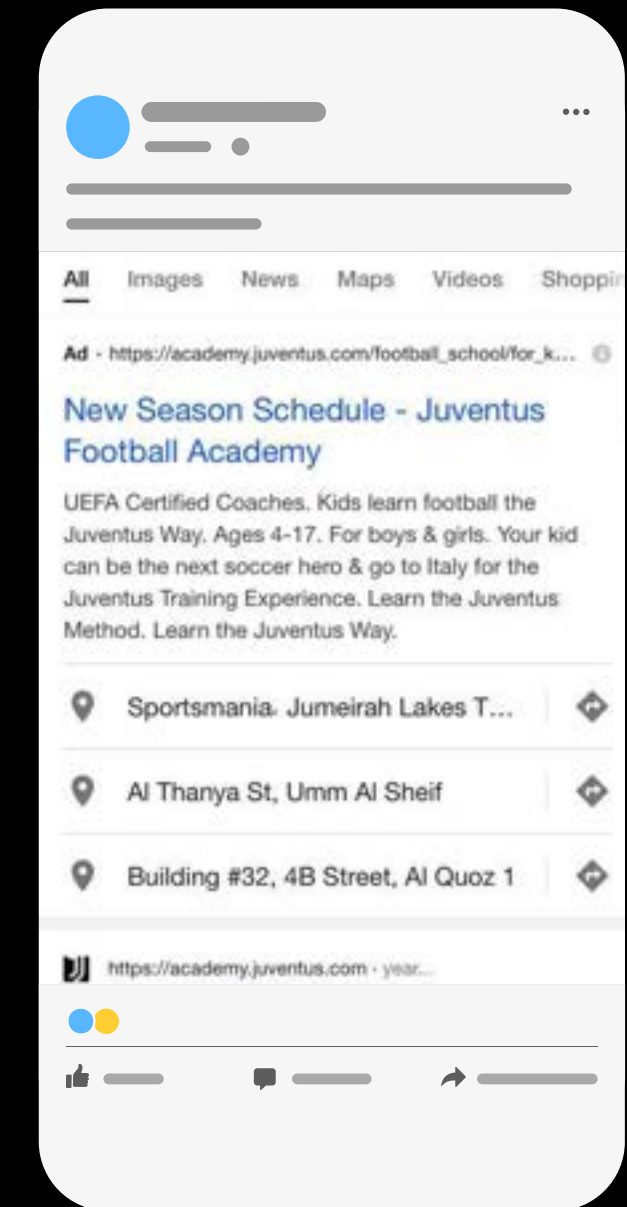
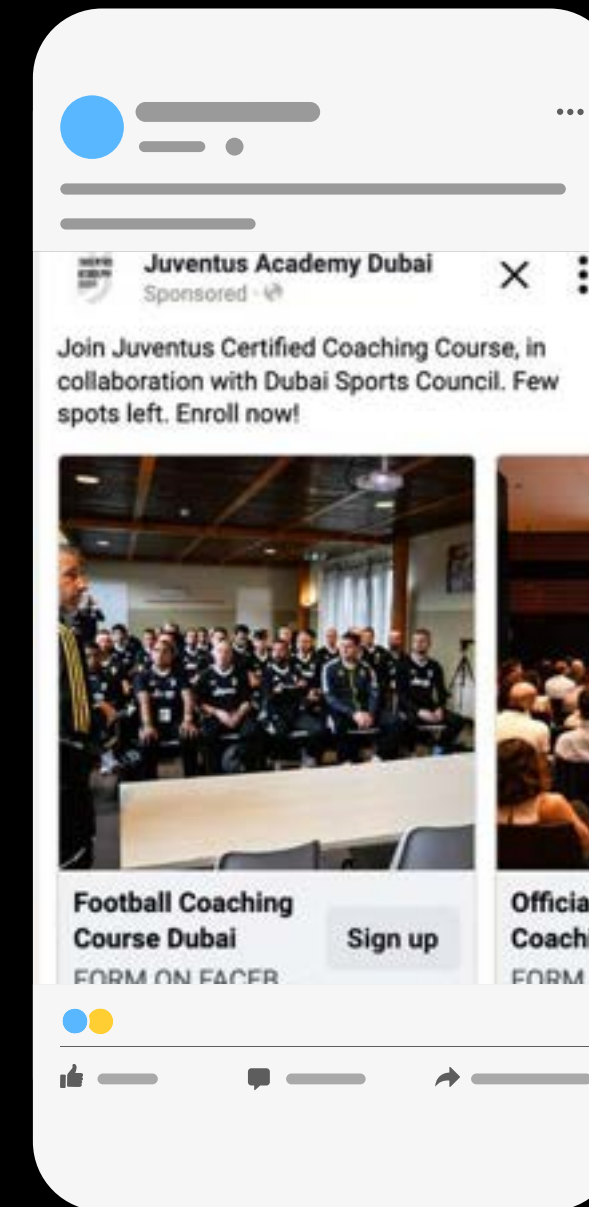
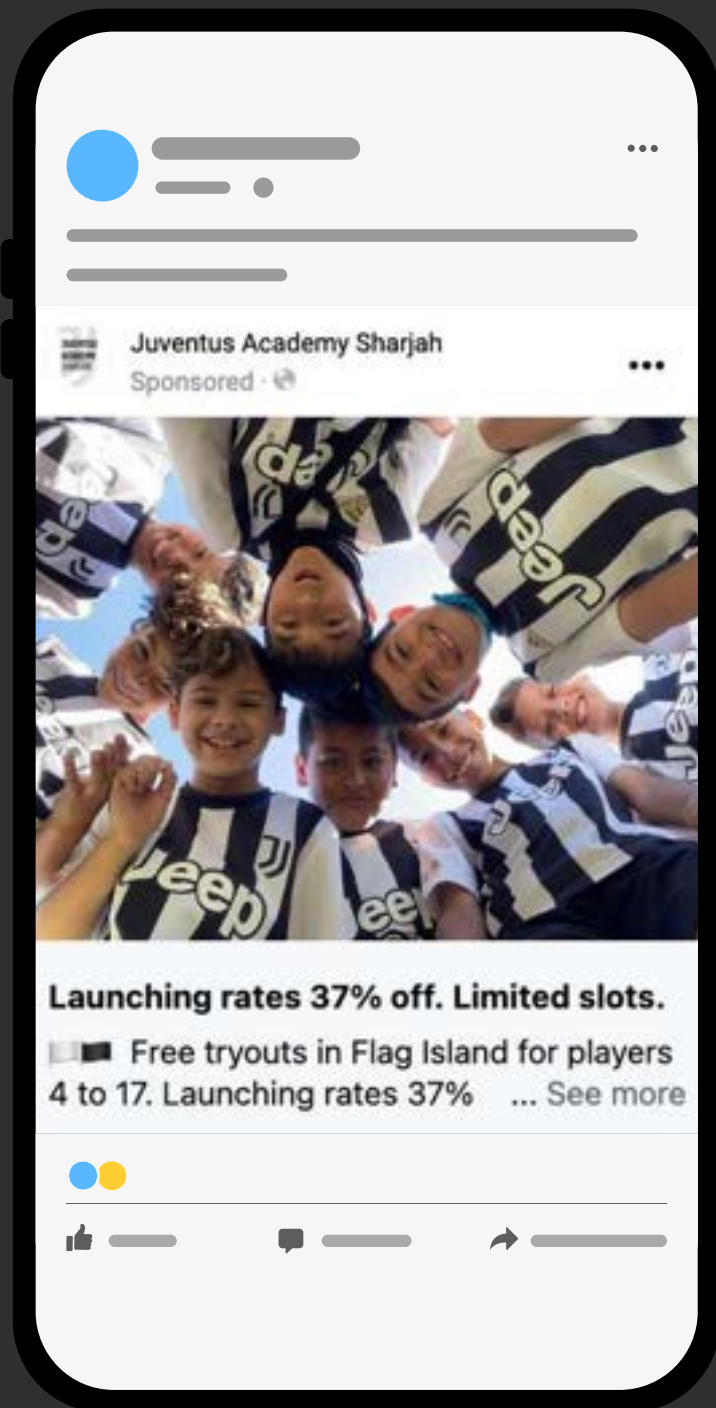
raena
BEAUTY



Raena Beauty – Crafting an Asian Beauty Brand for the Middle East

Raena Beauty's founder entrusted us with a bold mission: to transform her Asian beauty brand into a powerhouse tailored for Middle Eastern audiences. We took this vision and reimagined the brand from the ground up—developing a new identity, designing a stunning website, and launching social profiles that truly resonate with the region. Beyond branding, we handled all marketing operations, leveraging influencer partnerships to amplify the brand's ethos and executing strategic media buying to effectively engage Gen Z.

PPC FOR LEAD GENERATION



Juventus Academy – Scouting & Lead Generation

Juventus Academy entrusts us with a crucial mission: to recruit talented young players across the UAE through highly effective digital lead generation campaigns.

Beyond player scouting, we also support the recruitment of top-tier coaches and help the academy engage its target audience with compelling content about tournaments and events. Through strategic digital marketing and audience nurturing, we ensure Juventus Academy continues to attract and develop the football stars of tomorrow.

THE TEAM



Y-FACTOR MARKETING FOUNDER

YANINA REARTE SEGURA



A Story of Empowerment, Purpose, and Impact...

With over 15 years of marketing leadership—12 in the Middle East—she honed her expertise across retail, fashion, beauty, leisure, entertainment, and hospitality, working in B2C, B2B, and government sectors.

Empowering Women, Empowering Team Diversity

At Y Factor Marketing, diversity is celebrated. The founder believes the best ideas emerge from varied backgrounds and perspectives. She has built a culture where individuals—regardless of gender, nationality, or expertise—feel empowered to contribute.

Her leadership proves women can lead with strength, empathy, and strategy. She fosters creativity and encourages teams to challenge norms. Whether crafting campaigns, developing data-driven media plans, or curating brand experiences, her approach ensures every voice matters and every idea has impact.

From Corporate Leadership to Founding Y Factor Marketing

Before launching Y Factor Marketing, she worked with influential brands like Emaar and LVMH, managing multimillion-dollar marketing budgets and leading high-impact campaigns. She collaborated with governmental and non-profit organizations to drive meaningful initiatives, including Ahlan Simsim (Arabic Sesame Street), Dubai Foundation for Women and Children, and Sharjah Chamber of Commerce.

Her deep expertise in retail, leisure, and entertainment helped her understand consumer behavior across all ages. Working with BOUNCE, Sesame Street, and Juventus Academy, she established herself as a leader in marketing for children and families, focusing on building connections and fostering loyalty. E-commerce, particularly in fashion and beauty, became another key focus. Her expertise led SHEIN and SHEGLAM to entrust her with crafting regional marketing strategies and leading major events. Her vision helped brands stay ahead in an evolving market.

A Legacy of Purpose

Now, three years into running Y Factor Marketing, she continues to push boundaries. Her agency is more than a service provider—it's a partner in growth, a curator of brand legacies, and a driver of authentic connections.

CREATIVE DIRECTOR

BARBARA

- 12+ years of Content Creation and Art Direction Experience
- Barbara is a highly acclaimed creative with a diverse background in content creation.
- Barbara's ability to adapt her creative skills to meet the needs of such a diverse client base is a testament to her versatility and professionalism.
- Her innovative and compelling work has earned her numerous awards and accolades, cementing her reputation in her field.
- Brands she worked for: Dubai Foundation, Dubai Culture, KHDA, Emirates, National Geographic, MAF, etc.

SOCIAL MEDIA MANAGER

SARAH

- Sarah's design philosophy is all about injecting fun and creativity into every project she works on. With a background in Graphic Design, she's always seeking out new ways to visually engage her audience while keeping people and the human experience at the forefront of her work. For Sarah, creating designs with a strong conceptual basis is key.

INFLUENCER MANAGERS

DALIA, RAZAN

- Known for their exceptional people skills and deep understanding of social media trends, Mays and Razan excel in building strong relationships with influencers across various platforms. Their ability to negotiate and manage collaborations ensures maximum engagement and brand visibility.
- Dalia's and Razan's expertise spans diverse industries, from fashion and beauty to tech and lifestyle, making them versatile and valuable partners in any marketing strategy. With an eye for detail and a passion for storytelling, they continue to drive successful influencer partnerships that resonate with target audiences and deliver tangible results.

HEAD OF MEDIA

VIPIN

- With 11+ years of experience, Vipin is a digital expert specializing in social media ads and Google advertising.
- He has successfully worked with renowned brands such as Lacoste, Swarovski, Hyundai, TUI Holidays, AXA Insurance, Deyaar, Damac, Aldar, Zayed Sustainability Prize, and Sharaf DG.
- Vipin's expertise in digital marketing strategies and his ability to drive results make him a valuable asset to any project.

EVENT MANAGERS

NADA, MIKE

- 13+ Years of Event Management and Planning Expertise
- Nada and Mike are seasoned event manager with a rich background in orchestrating diverse events across sectors such as fairs, government initiatives, retail, FMCG and entertainment.
- Their ability to seamlessly coordinate and execute events ranging from intimate gatherings of hundreds to large-scale spectacles hosting thousands highlights her exceptional organizational and leadership skills.

WEBSITE & SEO MANAGER

USMAN

- Usman is an SEO & Web Development expert with 8 years of experience in optimizing websites for better search engine rankings. His deep understanding of SEO techniques and his ability to adapt to the ever-changing digital landscape have helped numerous clients achieve their online visibility goals. Usman's strategic approach to SEO ensures that his clients not only rank higher but also attract quality traffic that converts.



CONTACT US

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