

Zafer Younis

The Online Project



MODERN MEDIA

“ I saw an opportunity to pioneer social media management in Arabic. ”

COUNTRY	Jordan
INDUSTRY	Business/Professional Services
EMPLOYEES	75
YEAR SELECTED	2010
PARTNER	Ramzi Halaby
WEBSITE	www.play.jo

COMPANY SNAPSHOT

In 2004, Zafer and Ramzi founded Modern Media and started Jordan's first independent English-language radio broadcast – Play 99.6 FM. While Play grew to be Jordan's most listened-to English-language radio station, the entrepreneurs dreamed bigger. Recently their experience in advertising led to the development of a new business line called “The Online Project” (TOP), the only service in the region to offer comprehensive social media management in Arabic. Clients who hire The Online Project increase their ROI, improve their management of customer service issues, and gain access to an engaged online community capable of providing valuable demographic and preference information. The entrepreneurs' excellent reputation, deep knowledge of brand management and promotion, and dynamic ability to execute make Modern Media a business to bet on in the Middle East.