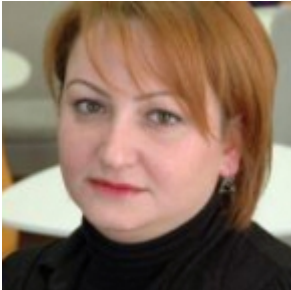

Asli Caner

Youtholding



YOUTHOLDING

“ I saw an opportunity to create novel, youth-centered marketing campaigns. ”

COUNTRY	Turkey
INDUSTRY	Prof. Services
EMPLOYEES	227
YEAR SELECTED	2010
PARTNER	Emrah Kaya
WEBSITE	http://www.youtholding.com

COMPANY SNAPSHOT

With Youtholding, Asli and Emrah oversee three youth-specialized agencies: The Uniclub (PR and marketing), Egitism (skills training and campus recruiting), and Youth Media (digital marketing and market research). These three businesses have impressive sales by catering to blue chip multinationals like Unilever, Coca-Cola, and Apple.

With social media on the rise in Turkey, Asli, a trained journalist, is poised to become a leading role model for Turkey's youth.
