

## Emrah Kaya

YOUTHOLDING



youthHOLDING

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

<b>COUNTRY</b>	Turkey
<b>INDUSTRY</b>	Business/Professional Services
<b>EMPLOYEES</b>	227
<b>YEAR SELECTED</b>	2010
<b>PARTNER</b>	Asli? Caner
<b>WEBSITE</b>	<a href="http://www.youthholding.com">http://www.youthholding.com</a>

### COMPANY SNAPSHOT

Emrah is a born guerrilla marketer. Over the last decade, he has built three industry-leading companies and implemented hundreds of customized, creative projects targeted at Turkey's under-30 demographic — a market that makes up over 50% of the country's population.

With the support of his COO Asli, Emrah now oversees 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, Emrah and Asli are well positioned to become leaders of a burgeoning media conglomerate and, just as importantly, creative role models for Turkey's youth.