



CREATIVE
AGENCY

CREDENTIALS

“

Good Advertising is a
dialog with

People ...

Lee Clow

”



WHO WE ARE & WHAT WE DO

We are a formidable team of accomplished, experienced, young and passionate creative minds to help you elevate your brand and realize your marketing objectives through our strategies and marketing expertise.

We are dynamic and flexible enough to adjust and adapt strategies based on the performance feedback and emerging trends in your industry.

Brilliant marketing strategy paired with outstanding creative Ideas lead to optimal performance.





WHY WE STAND APART IN THE INDUSTRY

We are a fully integrated agency with a systematic approach and proprietary tools.

We invest immensely in careful planning, research and insights to deliver at par with international standards.

We describe ourselves as a full-fledged agency but with a start-up mentality. We constantly challenge the status-quo and push all creative boundaries.





OUR THINKING PROCESS

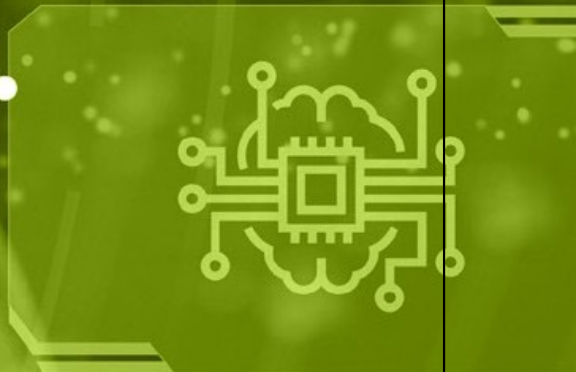
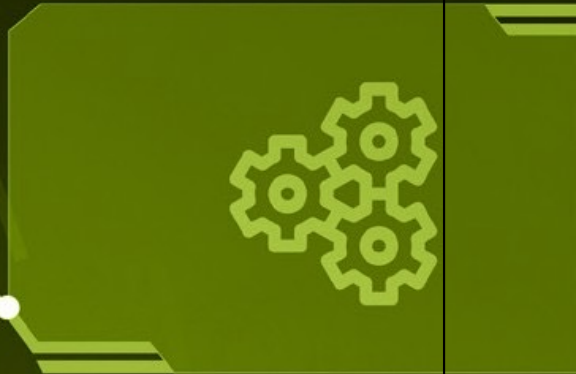
Approach & Processes Elaboration of
Marketing Communication Platforms

IMAGINE
INSPIRE
INFLUENCE

The Power To Move People To
Move Them Emotionally To
Move Them Culturally To
Move Them Forward

This is **INFLUENCE**

INFLUENCE MARKETING





LEADING BRANDS WE WORKED WITH

				
		 Fresh meet	 Frozen meet	
				
 				

OUR INTEGRATION PROCESS

We work closely with our sister company to create impactful 360 integrated campaigns.

ATL & BTL, Events, Activations, Digital Marketing, and Public Relations.



Advertising & Marketing

Brand Activation



360



OUR BRAND ACCELERATION TOOLS

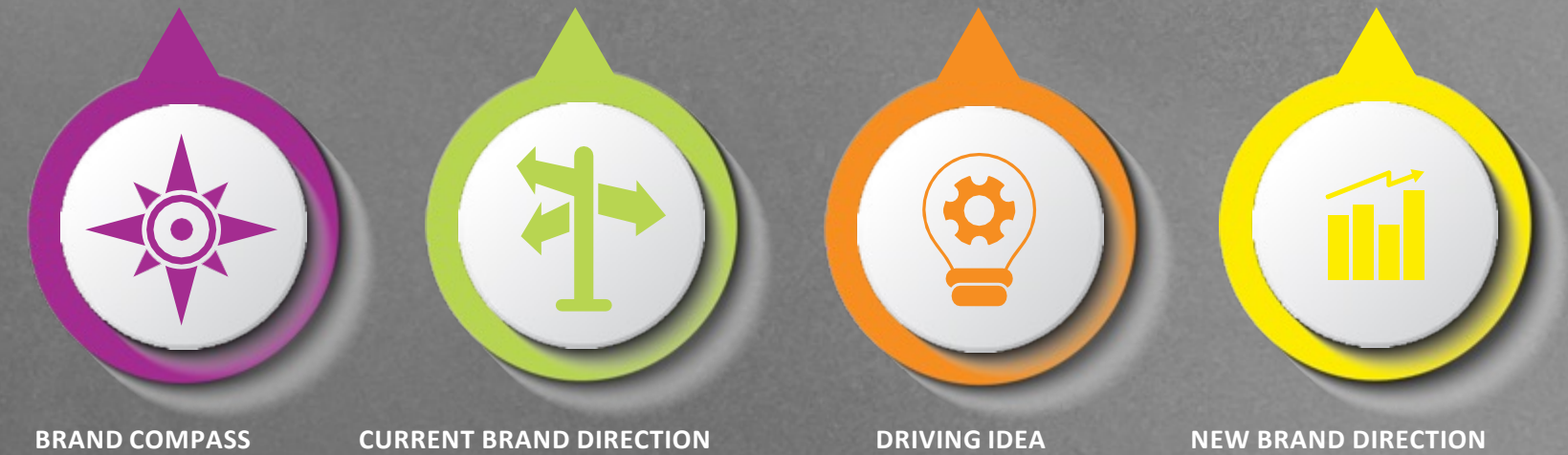




WHAT IS BRAND ACCELERATION APPROACH?

Brand Acceleration is a proprietary “Brandcode Strategic Tool” placed into effect to map the brand strategy to be precisely followed and executed.

Brand Acceleration is a **four-step process**:



OUR BRAND ACCELERATION TOOLS



BRAND COMPASS

To identify the Brand's Audience, Categories,
Touchpoints, and Characteristics



BRAND COMPASS



CURRENT BRAND DIRECTION



DRIVING IDEA



NEW BRAND DIRECTION





CURRENT BRAND DIRECTION

To define the current Brand Value in the market

OUR BRAND ACCELERATION TOOLS



BRAND COMPASS



CURRENT BRAND DIRECTION

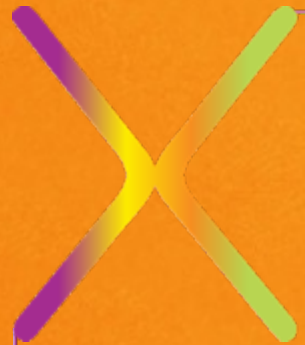


DRIVING IDEA



NEW BRAND DIRECTION





DRIVING IDEA

To define the Brand Proposition and pave way for its future direction.

OUR BRAND ACCELERATION TOOLS



BRAND COMPASS



CURRENT BRAND DIRECTION



DRIVING IDEA



NEW BRAND DIRECTION





NEW BRAND DIRECTION

To suggest and determine the ultimate Brand's Future Direction

OUR BRAND ACCELERATION TOOLS



BRAND COMPASS



CURRENT BRAND DIRECTION



DRIVING IDEA



NEW BRAND DIRECTION





CREATIVE GALLERY



SAL.

HANDLING the most
VALUABLE horses

SAL .. Your trusted handler




**SAUDI
CUP**
الكأس
السعودية

SAL.

the **WORLD'S** most
VALUABLE horse race

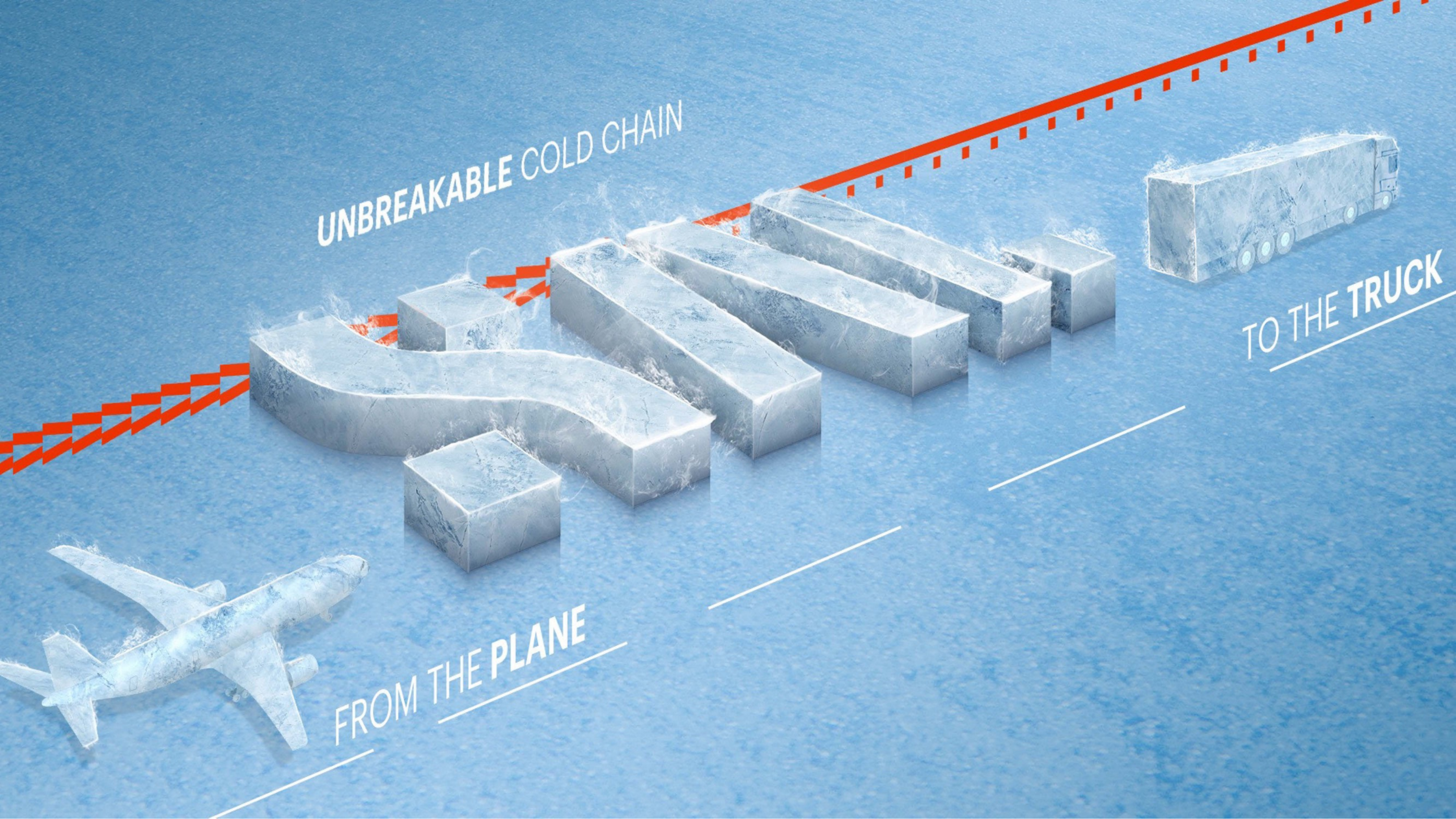


SAUDI
CUP
السعودية
السعودية

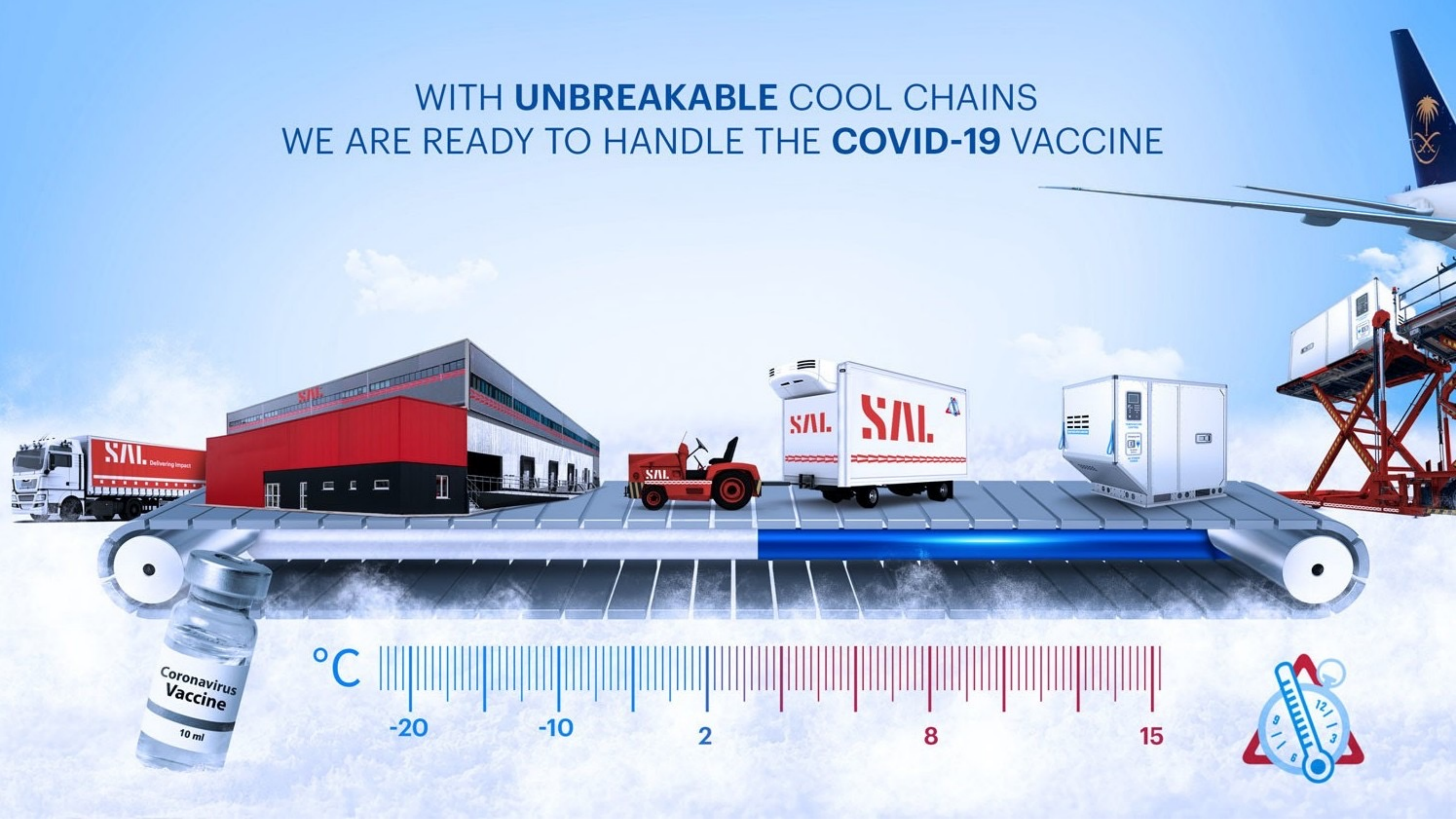
UNBREAKABLE COLD CHAIN

TO THE TRUCK

FROM THE PLANE



WITH **UNBREAKABLE** COOL CHAINS
WE ARE READY TO HANDLE THE **COVID-19** VACCINE



SAI.



GREAT OFFER for a special occasion

Ship **20** kilos for **30** Riyals only

To any destination inside the Kingdom
and pay 1 Riyal for each additional kilo
up to 89 Kilos,

Ground handling service for Free!



We Travel the World to get the Latest Fashion



We designed our trips to get you the latest online shopping





DEPARTURE TO & FROM MALPENSA MILANO





mazda

DRIVING ELEGANCE

zoom-zoom

SPREAD YOUR WINGS AND **DRIVE**





ZOOM-ZOOM



DRIVING STORIES ON ROADS

صنعت في اليابان
فقط في اليابان





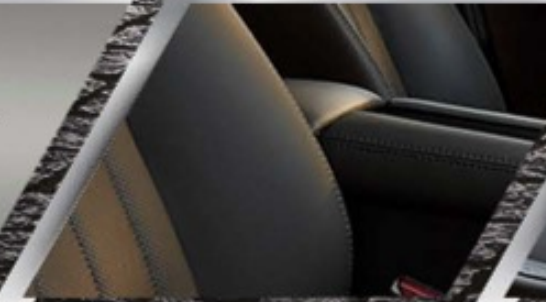
BRINGING TOGETHER
POWER OF ELEGANCE



SKYACTIV-G 2.5L



Nappa leather



360° View Monitor



صنعت في اليابان
فقط في اليابان





mazda

ZOOM-ZOOM



FULL SERVICES WITHIN
2 HOURS





ZOOM-ZOOM



IF YOU DON'T BUY **GENUINE** PARTS YOU NEED



EAR PLUGS



مؤهل
مسار

SHARPEN YOUR SKILLS



مسار



New
PACKAGING
DESIGN

بدون
مواد
حافظة



بدون سكر مضاف

مدح جديد

بنكتار الفواكه المشكّلة

بدون إضافة سكر
بنكتار الفواكه المشكّلة

70% عصير طبيعي

بدون سكر مضاف

مدح جديد

بنكتار العنب، البرتقال والخوخ

بدون إضافة سكر
بنكتار العنب، البرتقال والخوخ

70% عصير طبيعي

بيوتي
لذيذ الحياه



ابدأ يومك بابتسامة



خبز البطاطس
POTATO BUN

فوائد فيتامين سي



يوم الشاي العالمي
International Tea Day



بيوتي
لذيذ الحياه

WORLD BAKING DAY
يوم المخبوزات العالمي



استمتع





EXPERIENCE THE AUTHENTIC
TURKISH TASTE..!

استمتع بالطعم
التركي الأصلي..!



أضلاع لحم بقرى مدخن
SMOKED BEEF RIBS

سجق لحم بقرى
BEEF SOUJOUK

سجق لحم بقرى حار
SPICY BEEF SOUJOUK

بسطرمة بقرى مجفف
DRIED BEEF PASTIRAMI

لحم بقرى مجفف ومدخن
SMOKED DRIED BEEF

Polonez

المذاق التركي الأصلي منذ عام ١٩٨٦م
AUTHENTIC TURKISH TASTE SINCE 1986



Polonez

بولونيز أقربك
POLONEZ IS CLOSER



جربها مشوية وعيش الفرق
TRY IT GRILLED AND
KNOW THE DIFFERENCE





الماسة ALMASA

جرب أذ مرتديلا مع الفلفل الأسود الجريء،
TRY THE TASTIEST MORTADELLA WITH BOLD BLACK PEPPER

MADE IN UAE
صنع في الإمارات

الماسة ALMASA

شهية لآخر لقمة
ENJOYMENT TO THE LAST BITE

MADE IN UAE
صنع في الإمارات

الماسة ALMASA

استمتع بكل قزمة
ENJOY EVERY BITE

MADE IN UAE
صنع في الإمارات

البيتزا ناقصها فوم



البرغر ناقصه فوم



كل خبزة تروي قصة



كل خبزة تروي قصة



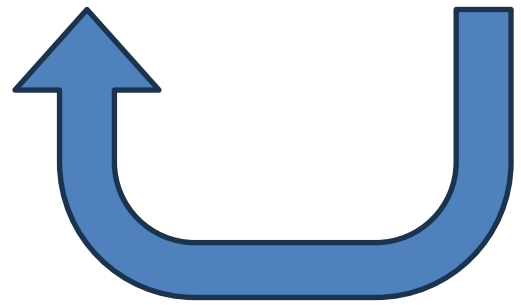
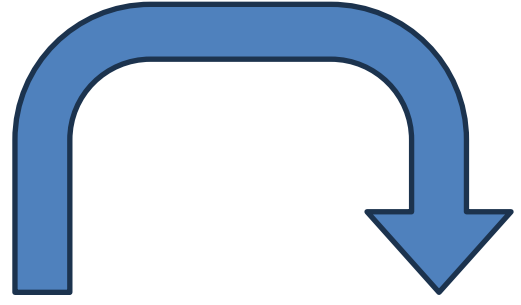
وين ما كنتِ



وين ما كنتِ

سنة
— S A N & A —







من انتاج مزارعنا
لحوم طازجة من نادك وبأعلى جودة



امريكانا
الجودة

شارك والربح 60

ستون عاماً ذكريات تجمعنا عبر الأجيال
قطعة ذهبية



تطبيق الشروط والأحكام



رمضان كريم



تصريح إجراء مسابقة تجارية رقم: 2028099353

AMERICANA
QUALITY

PARTICIPATE & WIN



3000
AIR FRYER

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2. Enter your info

3. Upload Receipt Picture

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www.americanaairfryer.com

كوبلا سن



#تحدي_سنكولا



The Golden Formula



As you like it!



x4
with and go

Our Products!



THE

LOOK





CREATIVE

A G E N C Y

T H A N K
Y O U !