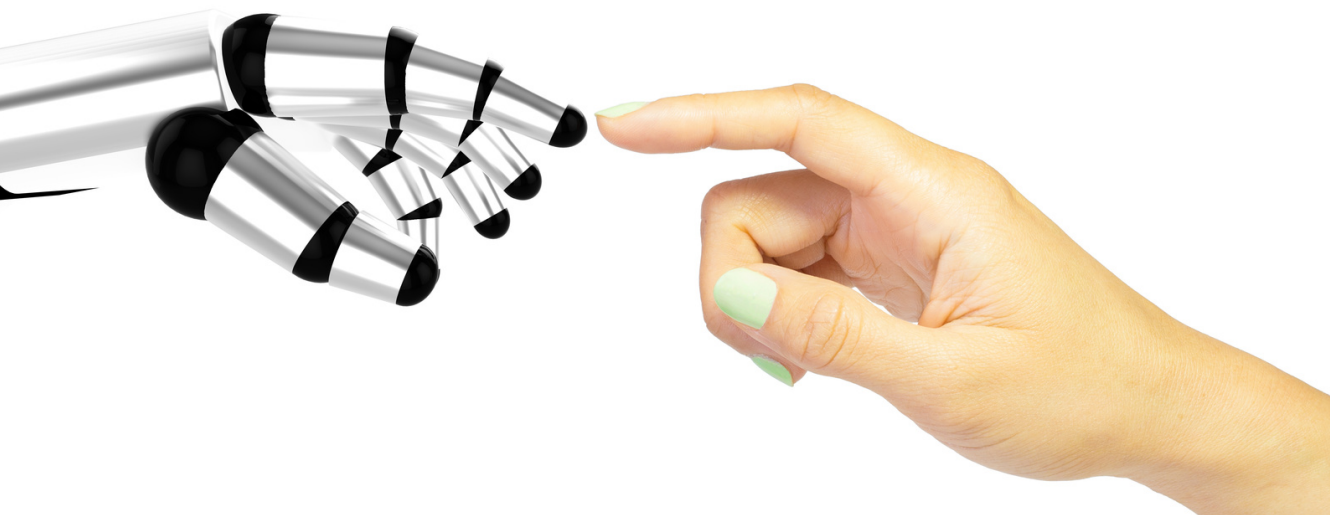




Credentials





A direct marketing solutions agency. We help our clients reach/communicate with their target audience through a variety of direct communication channels (Roadshows, Fashion Shows, Corporate Events, In-store activations, school & universities sampling, and Workshops).

Over the years we have partnered with some of the market-leading brands to help them deliver best-in-class marketing and communication campaigns.

We aimed to pioneer across all direct marketing touch points from production, logistics, and activation to generating insights to help inform future activity. As we continue to grow and develop our proposition, we are able to complement our offline services with digital media services (content development, design, and platform management).

With over 20 years of experience in the 1-2-1 consumer marketing and entertainment field, we are best poised to overcome the challenges imposed on the Direct Marketing industry during the COVID-19 era.

What We Love To Do ?

- Corporate Events
- Direct Marketing (Roadshows in: Store, Malls, schools, clubs, streets, Door to door)
- Catering Services
- Production Services
- Websites & Applications
- Robots
- Augmented Reality



Our Clients



Google



GSK



Johnson & Johnson

Careem





Why did they choose us ?

Experience: Hired a well-trained team with not less than 10 years of experience.

Flexibility: 24/7 available and fast.

Competitive pricing: Tailored budgets

Creative Responsive

Dedicated Team



Kamel Karamak

Brief: Gathering people on the longest connected table in history for Iftar in Ramadan to break a Guinness record.



Achievement: With the corporation food bank we have gathered up to 3500 people at the same table for Iftar one of the most remarkable venues in Egypt the citadel.



التقل صنة

Brief: to create a conversion for the target audience from the dust tea to the tea bags as they perceived the tea bag as a light tea.

Creative: **التقل صنة** - A forklift with a heavy tea bag game with a parade distributing a cup of tea among all governorates

Achievement: Lipton took the challenge to change PPL's behavior to drink a cup of tea bag in a hot tea shop by convincing

Amal Azhari

Fashion Show

Brief: the creation of her first fashion show for coverups in a historic venue to grab the attention of the 50 most elite ladies in Egypt.

Creative: Hosting the show in the el Minsterly Palace



Lifebuoy

School of Five

Brief: Educate students on the importance of hand washing 5 times a day.

Creative: 5 characters were introduced to students each character has been initiated with a hand washing occasion

Achievements



Number of Schools

—

5000 schools



Number of Students

—

5,000,000 child



Number of years

—

5

Rexona

Miss Confidence

Brief: Educating the target segment about the importance of using the deodorant

Creative: visiting universities and reaching the young generation motivating them on how to be confident in their life.

Achievements: A 7 year 360° Campaign delivering an educational message to raise the deodorants' usage reaching 10 million pax





Chipsy Buses

Brief: Creation of an activity that does good for the community while pushing sales

Creative: Introducing 25 buses in the Delta region that takes Chipsy buyers from & to locations that they go to in their daily routes.

Achievements: 450,000 passengers in 30 days, 18,000 trips.

Knorr

سيدة المطبخ المصري

Brief: make sure that Egyptian ladies understand the benefits of using the product, inducing product trials, and helping ladies get creative with their dishes.

Creative: the creation of a nationwide competition for ladies as a teaser to the most thing that they master

Achievements



Number of Governorates

—

24



Number of Participants

—

1 million every year



Number of years

—

7



Google

Employees Launch

Brief: inviting employees to their new workspace.

Creative: Creating real spaces of different corners in their workspace that they can engage in by taking photos as if they are inside their new workspace.

Mansour

Long Service Award

Brief: Meeting with employees with the longest years of service to the organization to inform them about the strategic objective of the year 2022.



Creative: creating a memorable experience in one of Cairo's most luxurious hotels to reward employees. Live meeting with YASSIN MANSOUR the CEO of Mansour whereby he gave a motivational speech to all employees.

Vitabiotics

Golden Jubilee

Brief: The celebration of 50 years in the British market the world leading vitamins provider.

Creative: The event venue was carefully selected "the house of the British Ambassadors





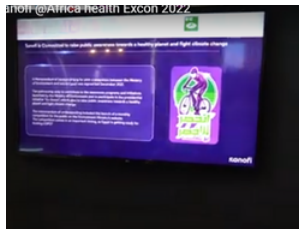
ZED Winter Wonderland

Brief: Zed Park Winter Wonderland is an amusement park that takes the concept of amusement and fun, as the park includes many diverse facilities, including a 50-meter ferry wheel, and an ice rink, which is the largest in the city.

Smart Solutions

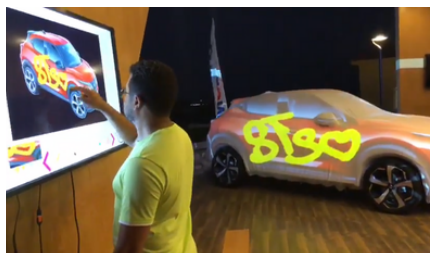
Brief: Creating awareness for clients' services in a digital form.

Ideas



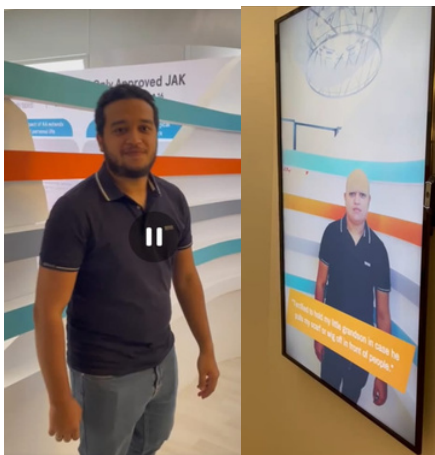
Sanofi African Health Excon

—
Smart touch table



Nissan Activation

—
Car Projection



Cancer Awareness – Lilly

—
Camera App

Smart Solutions

Brief: Creating awareness for clients' services in a digital form.

Ideas



Gazan Governorate

Movable LED Screen



Lilly Activation

E-Book



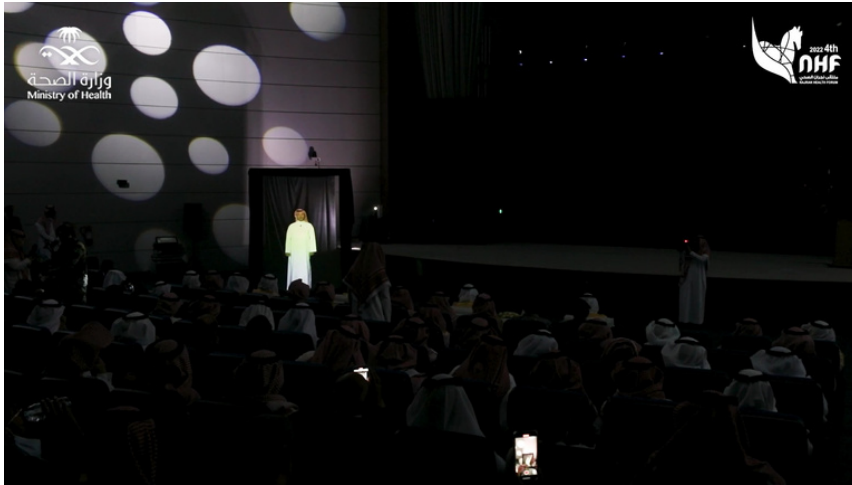
Gazan Governorate

Z Hologram

Smart Solutions

Brief: Creating awareness for clients' services in a digital form.

Ideas



Ministry of Health (Saudi Arabia)

—
Stage Hologram – Najran

Thank You!

