

A cosmic background featuring a deep blue and black space filled with numerous stars, some with prominent blue and white diffraction spikes. A vibrant, multi-colored nebula (purple, blue, and yellow) stretches diagonally across the upper half. In the lower-left corner, a large, dark, spherical planet is visible, with a smaller, similar sphere partially behind it. Another planet is seen in the upper-right corner.

UBRAND

Portfolio

UBRAND is an **award winning** creative agency in the heart of Riyadh

UBRAND's remarkable evolution is a testament to our relentless pursuit of greatness. From our humble beginnings in 2015 with a team of five, we have skyrocketed into a dynamic and widely recognized agency, fueled by over 50 brilliant professionals.

As a Saudi agency, we look to reflect a desire to spark and empower a dialogue between people and brands through various communication channels without sacrificing the authenticity of the local culture.

Ubrand works to reinvent and enhance companies to stand out in their industry. Through our brand strategies, fun artistic branding, and creative campaigns, you will make an aspirational impact on a large scale. Our unwavering dedication to pushing boundaries and exceeding expectations has set us apart, and we thrive on crafting cutting-edge communication solutions that ignite conversations, seamlessly bridging the gap between people and brands while preserving the essence of local culture.





UBRANDERS

We elevate the Saudi advertising industry by uplifting UBRAND's standards to be an internationally recognized agency led by the mind of local talents, while creating the right environment to attract local and international caliber in a mixed creative culture.



Agency of the Year
BRONZE (2020)



Creative Agency of the
Year 2020 - Saudi Arabia



Agency of the Year
BRONZE (2021)





Communication can inspire people

Our SERVICES



CONTENT

- ▶ Strategic Content
- ▶ Brand Strategy and Naming
- ▶ Advertising Taglines
- ▶ Brand Narratives
- ▶ Campaign Platforms
- ▶ Landing Page Content
- ▶ Scripts
- ▶ Speeches
- ▶ Website Copy
- ▶ Blog Posts
- ▶ Annual Report
- ▶ Guidelines
- ▶ Company Profile

ART & DESIGN

Design Campaigns

- ▶ Marketing Collateral
- ▶ Key Visuals
- ▶ Infographics
- ▶ Social Media Campaign

Design Campaigns

- ▶ Logos
- ▶ Illustration
- ▶ Websites
- ▶ Annual Reports
- ▶ Presentations
- ▶ Newsletters
- ▶ Print and Production

MOTION

- ▶ Branded Motion Graphics
- ▶ Awareness Motion Graphics
- ▶ 3D Animations
- ▶ 2D Motion Graphics
- ▶ Service Tours
- ▶ Brand Animation Guidelines
- ▶ Video Edit
- ▶ Corporate Documentaries
- ▶ TVC Production

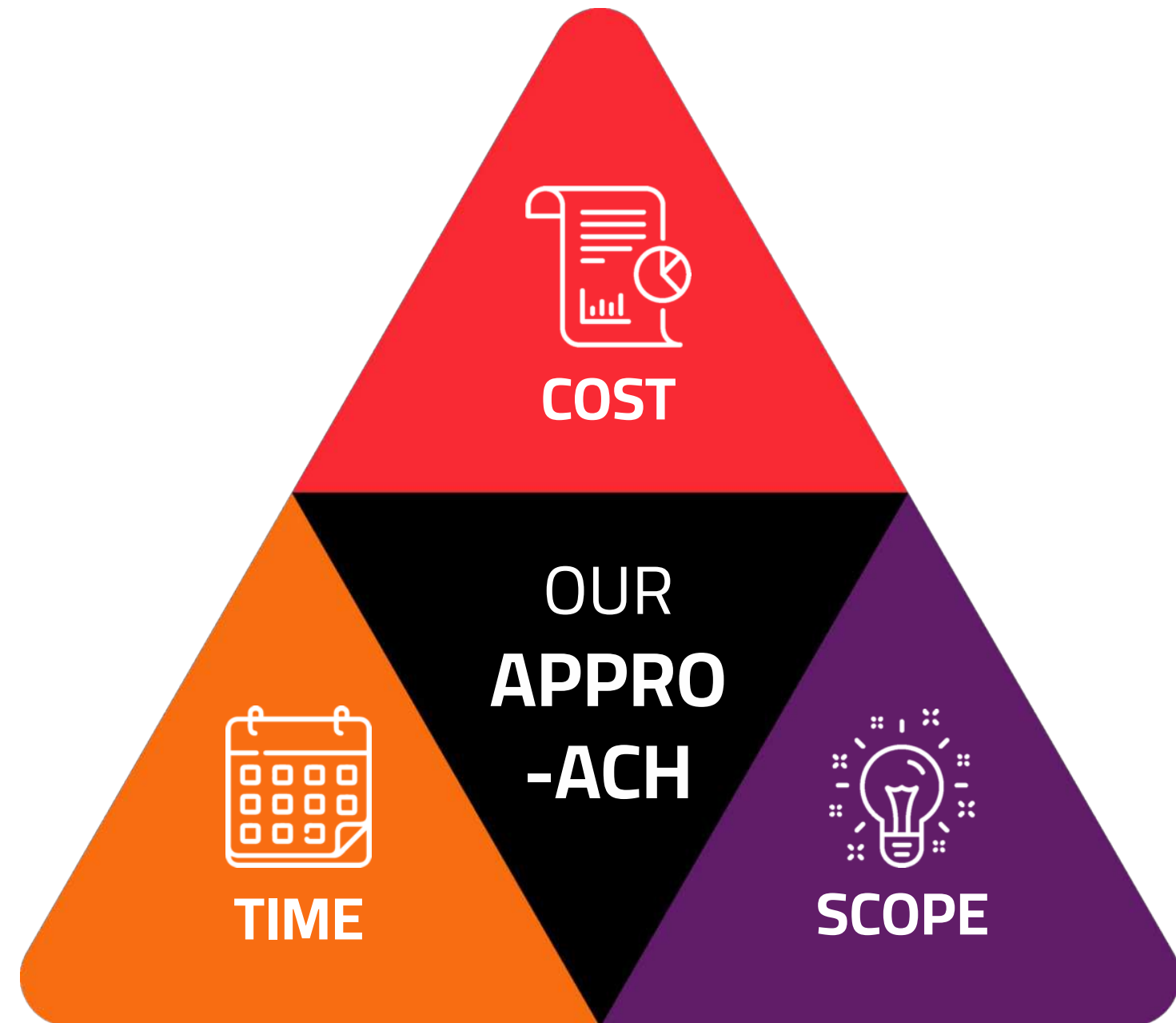
OUR APPROACH

UBRAND has invested heavily in people, tools and processes to create stronger, robust planning and media communication solutions that meet the demands of the modern-day marketing arena.

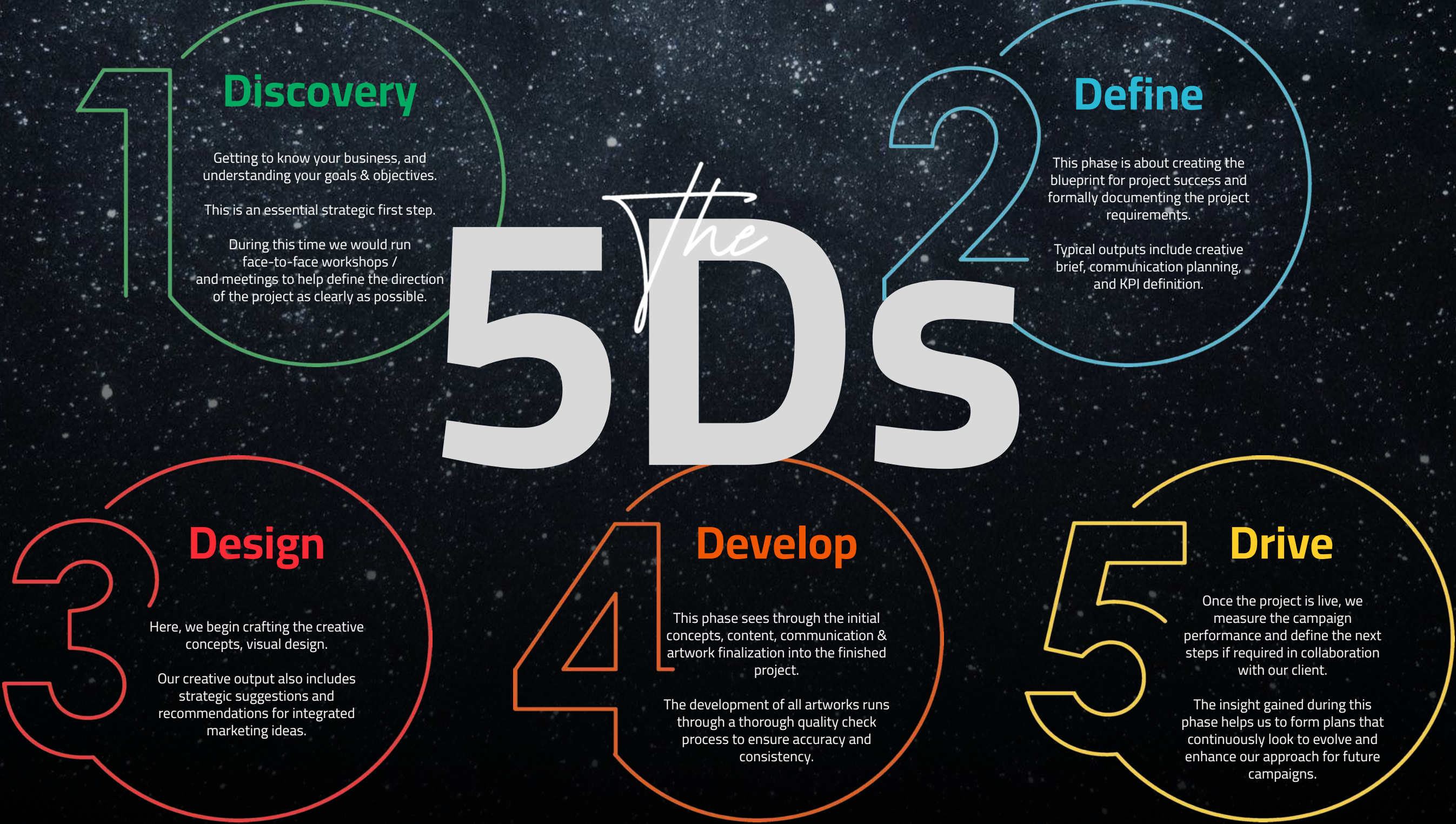
At UBRAND, We are fresh and full of energy, and in the new digital world that we live in, old laborious systems will not suffice. We need new ways of working that are agile, collaborative, creative, fast-paced and cost-effective.

This results in faster concepts, greater creativity, and more cost-effective and efficient ways of working, ensuring that each client gets greater value and increased activity.

Finally, while we are a local group we always think 'Glocal' for brands wanting cultural differentiation through a strategic, centralized framework with international standards of work and process.



HOW IT WORKS







Our INSPIRATIONAL PARTNERS

OUR CLIENTS

Government



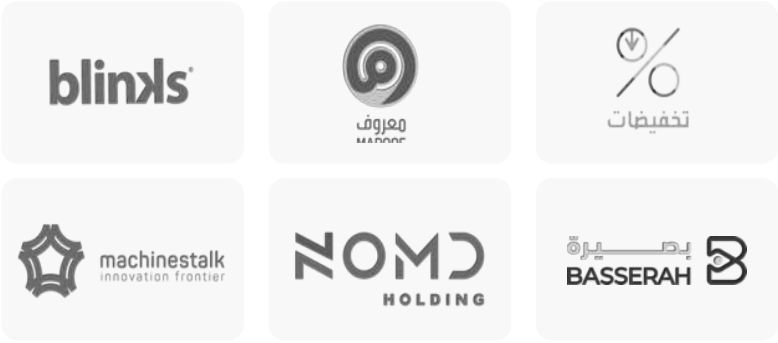
Semi-Government



Private



Tech



CSR



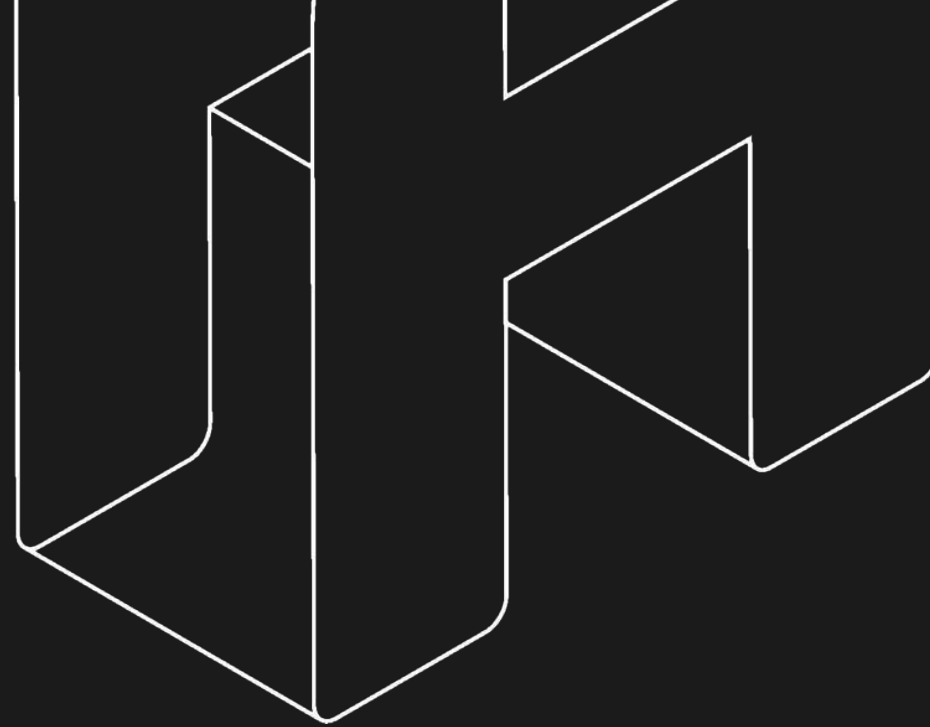




Our CREATIONS







Campaign and Creative Projects



THE DELIVERABLES:

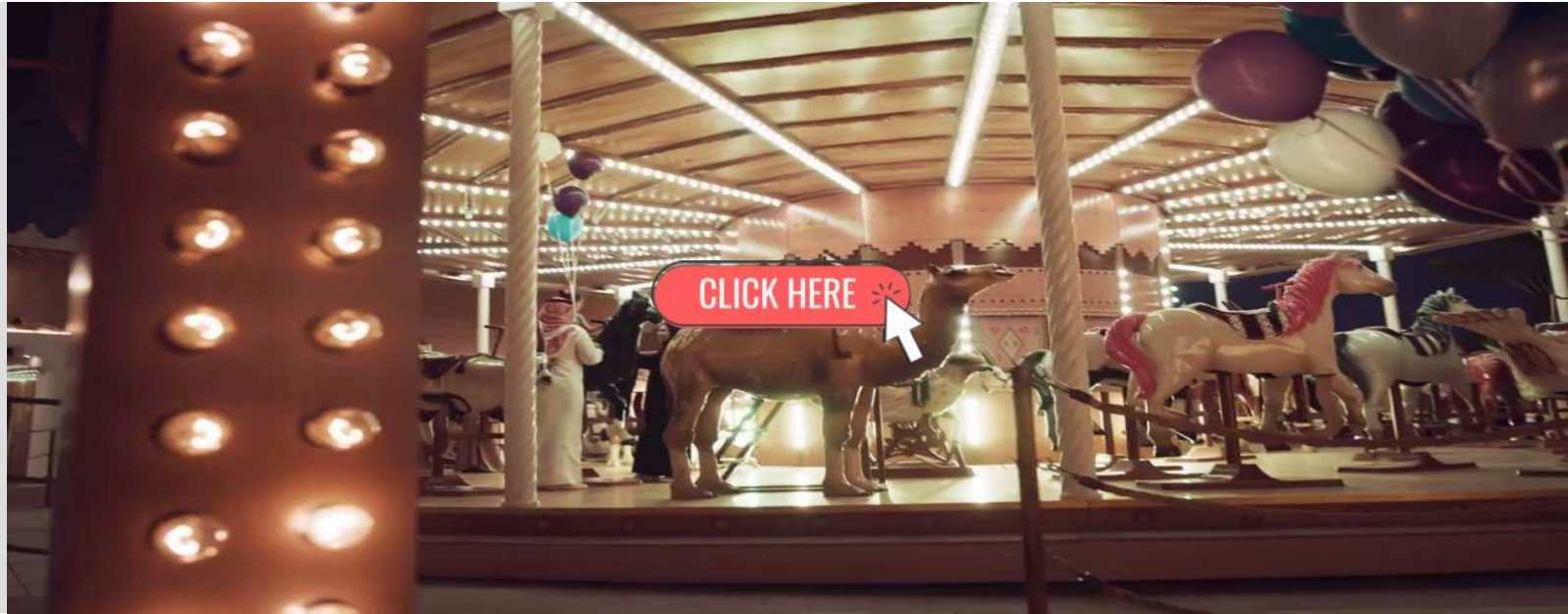
- Creative Concept
- Creative Key Messages
- TVC Script
- TVC Production
- Visuals Photography
- Visuals Direction and Design
- Tactical Designs
- Marketing Collaterals
- Social Media Finalizing
- Outdoor Resizing
- Riyadh Boulevard Video

THE MISSION:

Riyad Bank has proudly flourished for 66 years. To honor this milestone, they were looking to celebrate this achievement with a full campaign to highlight their diverse customer base and to give further depth on what “MyBank” really means.

THE OUTCOME:

We embarked on a journey to honor this milestone with a heartwarming campaign, complete with a touching commercial and cohesive tactical designs, all aimed at spreading awareness of 66 years of Riyad Bank. We intended to highlight how Riyad Bank has successfully preserved customer satisfaction throughout the years.



Banque Saudi Fransi | Speak up we are here

Creative Campaign



THE DELIVERABLES:

- Creative Concept
- Creative Key Messages
- Visuals Direction and Design
- Tacticals Designs
- Internal Activation Ideas

ABOUT:

Nothing is more untouchable than the essence of a brand, except for sexual harassment, and any infringement on the Code of Conduct. Therefore, it is important to make a statement by deforming that as a result of such actions inside of Banque Saudi Fransi.

THE MISSION:

Sometimes you can build the brand just right, and some habits can ruin your hard work. Harassment is a serious issue in our environment, and to prevent it from growing, we wanted to create a statement.

THE OUTCOME:

Speak up. A phrase to wrap every message we try to convey to our employees, featured by the red line. We communicated harassment as a redline, honest is a red line. We ensured to focus on reducing harassments and raising awareness among employees.



REGULATORY SIGNS



Banque Saudi Fransi | Home Loan Campaign

Creative Campaign



THE DELIVERABLES:

- Creative Concept
- TVC Production
- Visuals Direction and Design
- Social Media Finalizing
- Outdoors Resizing

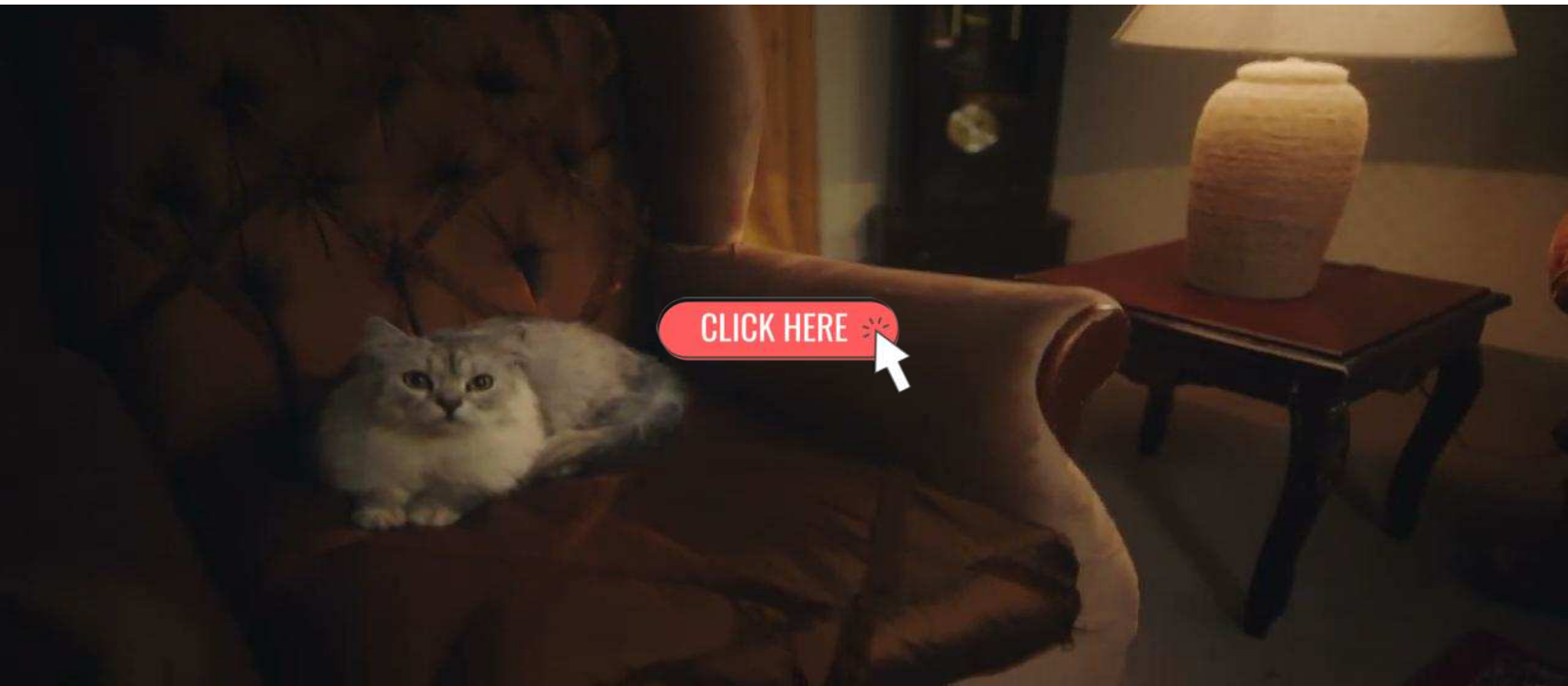
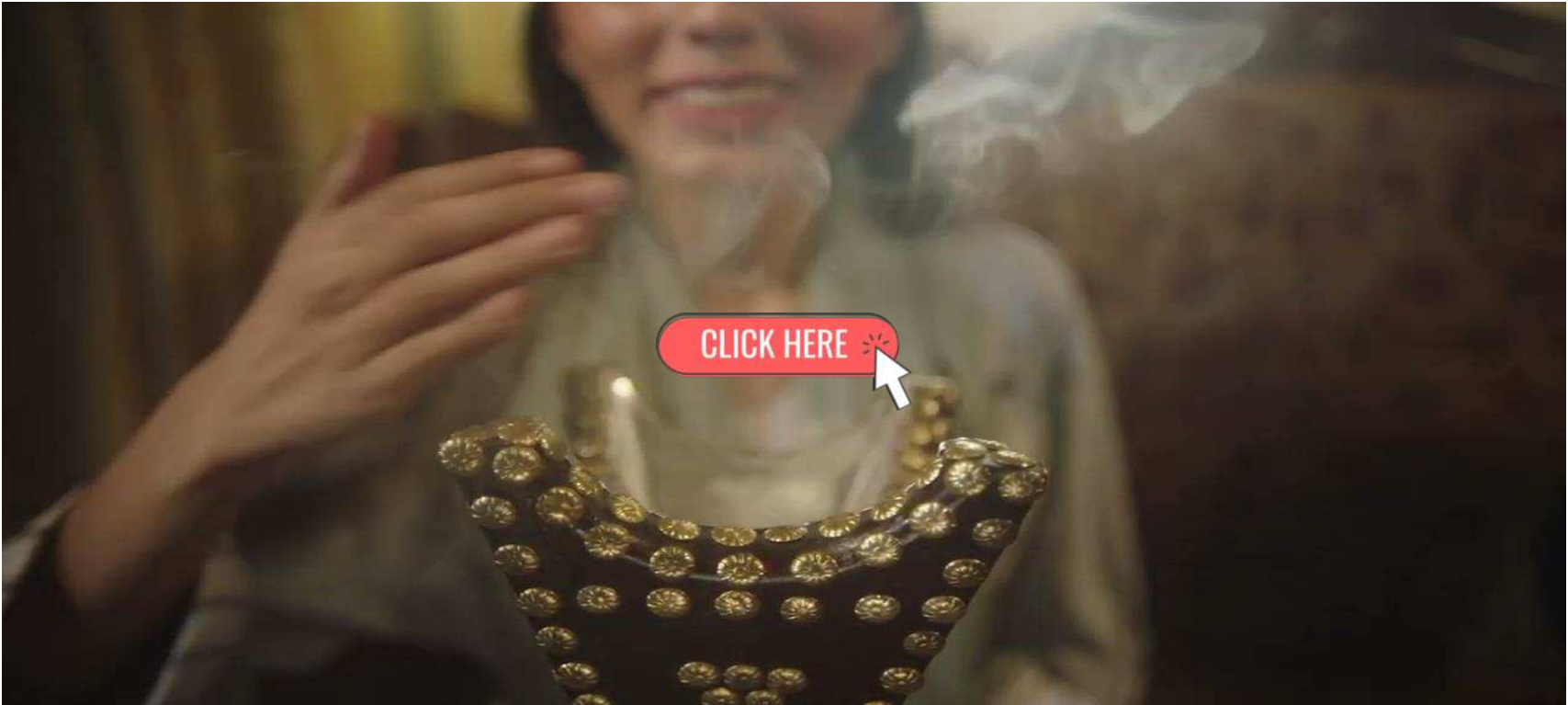
THE MISSION:

Behind every house there are many stories to share, the same idea applies to new houses. When you buy a house, you buy a new story with it. Banque Saudi Fransi wanted to create a campaign for home loans that is surrounded by various objects that convey the tales we aim to tell.

THE OUTCOME:

We made the idea around nostalgia and the memories of the old houses that we carry with us in life to make the objects come to life.

We created strength from stereotypes in the saudi family and created stories that every family lived through with these objects. We aimed to raise awareness about the product and change the prospective about BSF as a bank.



Steak House | Unbelievable Burger

Creative Campaign



THE DELIVERABLES:

- Creative Concept
- Creative Key Messages
- Advertisement Content
- TVC Script
- TVC Production
- Visuals Direction and Design
- Tacticals Design
- Social Media Finalizing
- Outdoor Resizing
- Activation Ideas

THE MISSION:

When you have a vegan friend, it's hard to pick a restaurant that pleases everyone. Steakhouse couldn't accept that answer and believed that everyone has a seat at their table. They launched a vegan burger that tastes just like real meat, except it's not meat. That is why they came to us to make that vision come to life and spread the awareness.

THE OUTCOME:

For this approach, we took a look at our local food names. The unbelievable burger is a take on our culture and heritage, a link that catches the audience attention and deliver the message we want.





THE DELIVERABLES:

- Creative Concept
- Creative Key Messages
- Advertisement Content
- TVC Production
- Visuals Photography
- Visuals Direction and Design
- Tacticals Designs
- Social Media Finalizing

THE MISSION:

To reposition Steakhouse as the No. 1 authority on steaks, creating a fine dining experience and promoting it as the place to be. The focus is to raise premium etiquette and highlight staff dedication.

THE OUTCOME:

An exceptional ad campaign showcasing our strengths and conquering weaknesses. Reflects excellence, emphasizes staff preparation, and reclaims the top position.

THE IMPACT:

Heightened sales as Steakhouse became the go-to destination for steak enthusiasts. Promoting refined dining, attracting discerning customers, and reinforce our authority in the industry.





THE DELIVERABLES:

- Creative Concept
- Logo Design
- Media Plan
- TVC Production
- Social Media Finalizing

THE MISSION:

To create a massive archive for the most amazing cities in Saudi and showcasing the best ways to make them the next hot place.

THE OUTCOME:

A full team of Saudi talents have covered most of Saudi to showcase the beauty of Saudi Arabia and create a series of absolute art for various saudi cities.





THE DELIVERABLES:

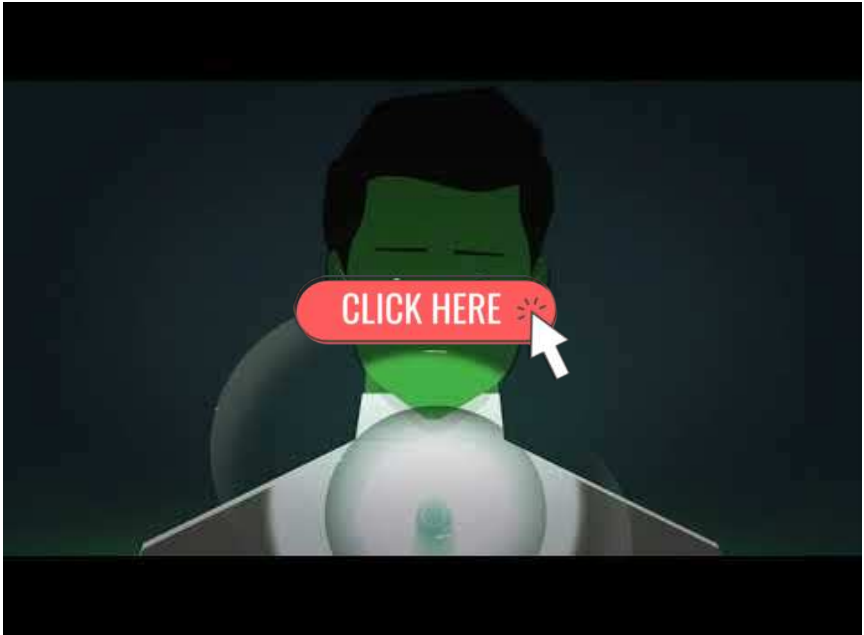
- Creative Concept
- Creative Key Messages
- TVC Script Concept
- TVC Production
- Motion Video
- Visuals Direction and Design
- Tacticals Designs
- Social Media Finalizing

THE MISSION:

On Saudi national day, Machinestalk aimed to highlight the efforts and power of studies in the development of the country.

THE OUTCOME:

The Power of Studies: we aimed to show the best value of Machinestalk. We created the concept to show how empowering that can be to any industry in Saudi Arabia.





THE DELIVERABLES:

- Product Profile Design and Content
- Motion Video
- Video Script

THE MISSION:

Machinestalk is a leading IoT company in Saudi Arabia, and their vision is to continue make strides towards a smarter future. With this, Machinestalk looks to bring further awareness of their different products.

THE OUTCOME:

In a successful partnership with Machinestalk, we were dedicated to enhance the clarity and precision of their products. This was achieved through a comprehensive redesign of their product profile, employing an innovative blend of design and content. We also looked to create a captivating motion video, accompanied by a well crafted script to aid potential partners in the different products. To provide a comprehensive overview, we also developed a video that effectively captures the essence of their products.





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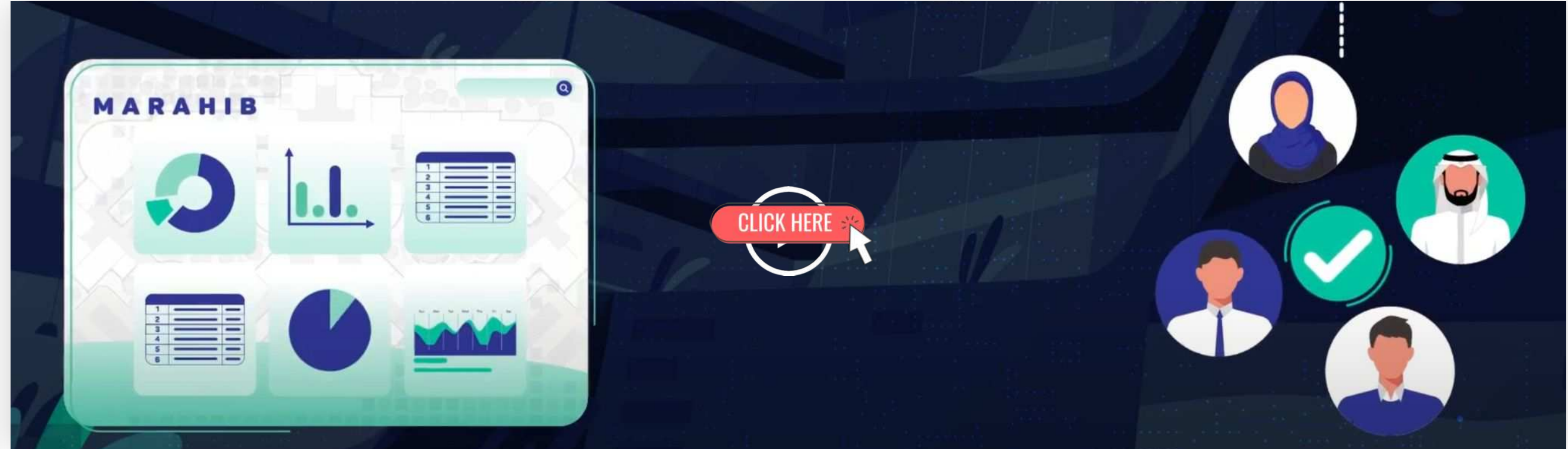
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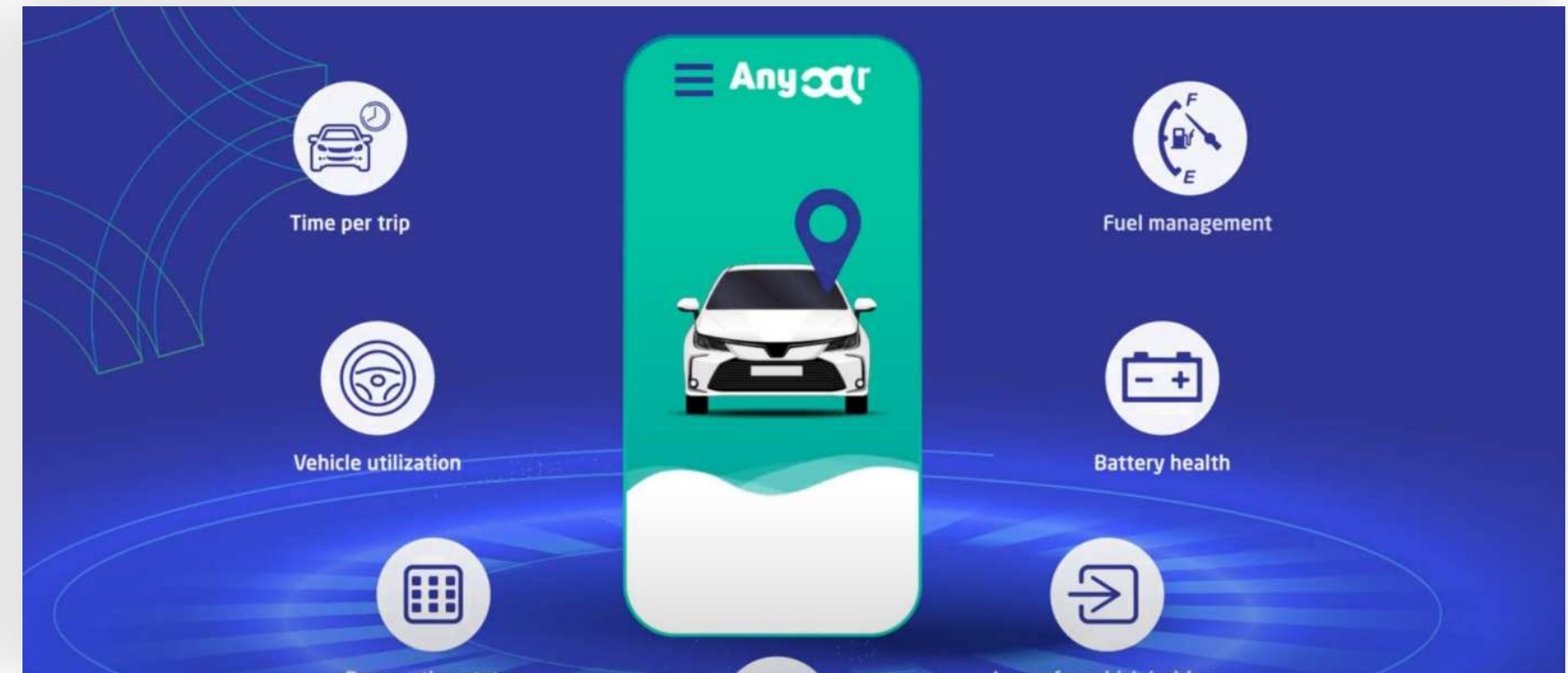
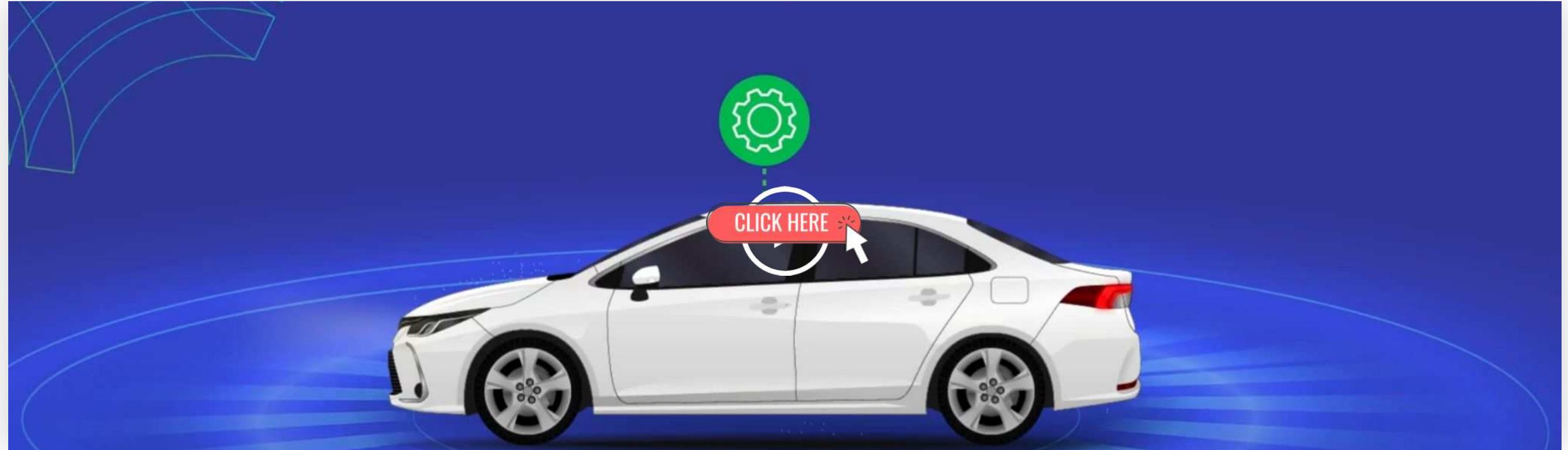
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THE DELIVERABLES:

- Creative Concept
- Creative Key Messages
- TVC Song
- Visual Direction and Design
- Social Media Finalizing

THE MISSION:

The 2030 vision’s 5th anniversary is here! and Banque Saudi Fransi wanted to celebrate in a unique way that speaks of how proud we are and how passionate we are about the vision 2030 and what we achieved in just 5 years.

THE OUTCOME:

People remember stories, but if they hear a story in a form of a song, they will sing it forever. Instead of showing facts that people know, we came up with a song to reflect what we feel, a song to reflect the dream we are about to reach "تونا يا حلم" or "dream we reached"

The song aired on social media, YouTube, and on national Saudi TV. With over 5 million views, we reached our audience and shared the pride of these 5 years of achievements





THE DELIVERABLES:

- Internal Campaign Launch
- Creative Concept
- Branding Design
- App Design
- Video Script
- Photoshoot and Production
- Video Editing

THE MISSION:

Ma'aden also had a goal to develop an internal campaign for their iam system, along with an informative video and script. Our objective is to effectively communicate how the system works to their employees through captivating content and script, and creative designs and production.

THE OUTCOME:

In response to Ma'aden's introduction of their new internal system, we took on various tasks to support its successful development. This included crafting an appealing app design, creating an informative video that involved developing the script, and executing a photoshoot. Our overall objective was to simplify the services offered by the system, thereby facilitating a better understanding among users.





THE DELIVERABLES:

- Branding
- Campaigns
- Ad Hocks
- Social Media Posts
- Motion Videos
- Illustration Motion Videos
- Events and Booth Designs
- TVCs

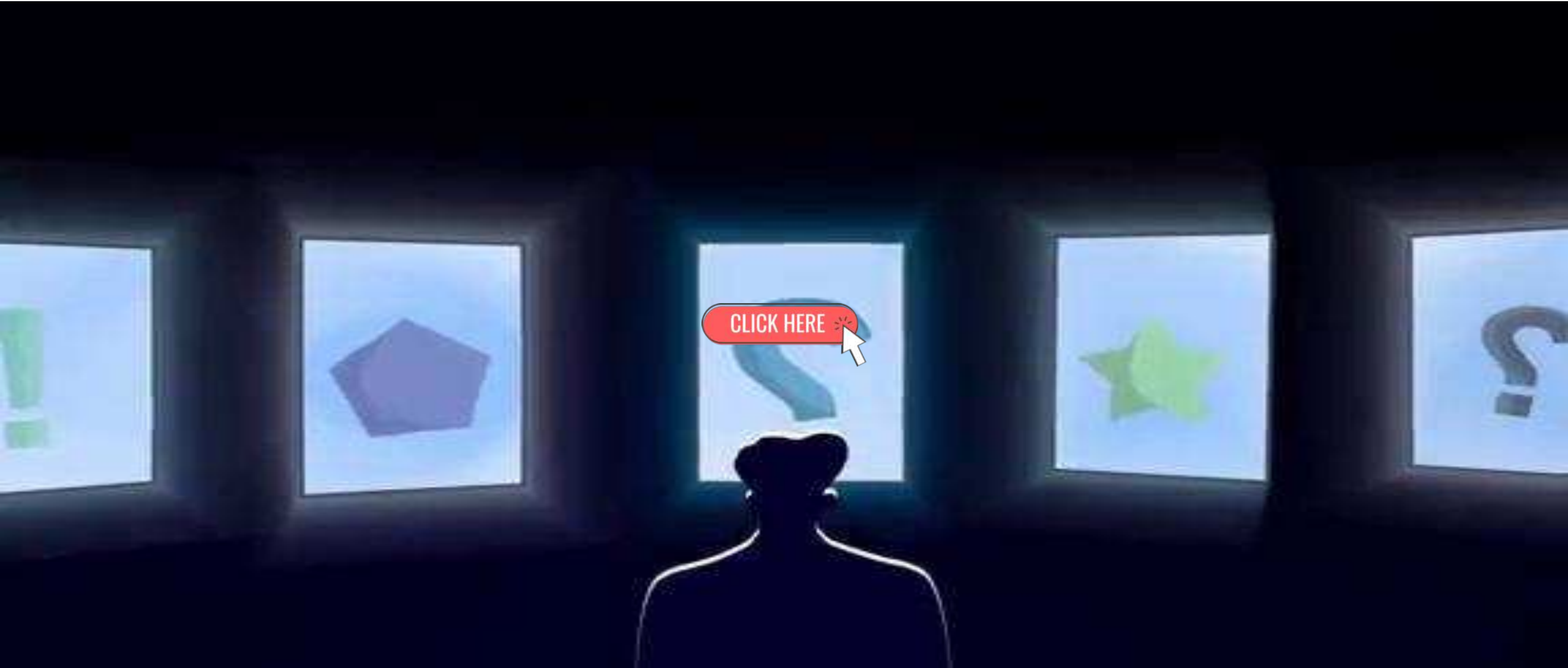
THE MISSION:

A high-performing company that desires to lead change through impactful business solutions, smart services, and data services. This is what THIQAH are known for in the market; our mission was to build and elevate a creative communication brand to reflect the change they desired.

THE OUTCOME:

We designed the brand from scratch and created a series of successful campaigns for THIQAH and its products. From the logo to the guidelines, each time we deliver a highly-effective message to support the brand.

We worked with THIQAH for three years, and during this time, we were able to create a bigger impact. Making THIQAH known in the market as a trusted partner led by young and innovative Saudi professionals, by created long-lasting value and achieve a positive impact.





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- Ad Hocks
- Social Media Posts
- Motion Videos
- Illustration Motion Videos
- Events and Booth Designs
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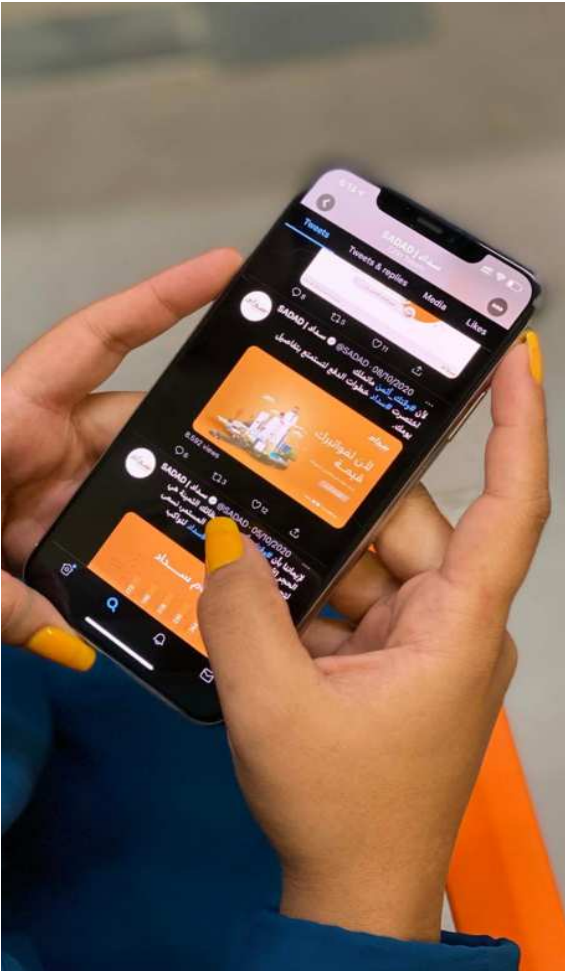
- Creative Concept
- Creative Key Messages
- TVC Script Concept
- TVC Production
- Visuals Direction and Design
- Tacticals Designs
- Marketing Collaterals
- Social media Finalizing
- Outdoor Resizing

THE MISSION:

Take a second to reflect on your memories as a child. The amount of development in the past is extraordinary, SADAD was part of this development and made sure to catch up to make our lives easier.

THE OUTCOME:

We played on the memories of when we used to live a simpler life, and today we celebrate technology with the best opportunities. Its advantage results in making memories and spending quality time with the people you love, enter: Sadad.





THE DELIVERABLES:

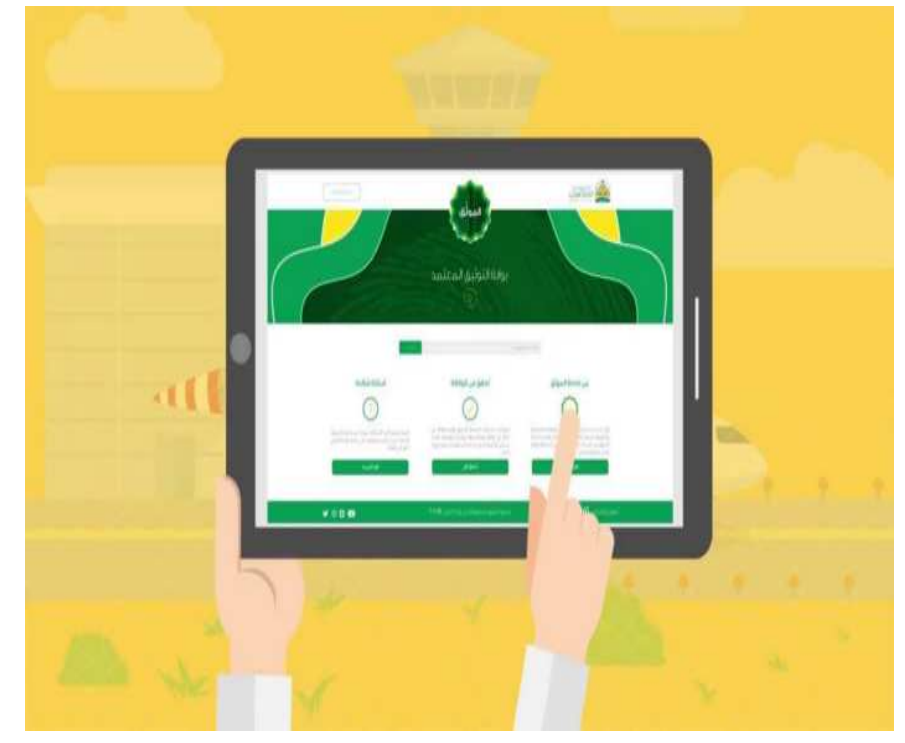
- Creative Concept
- Creative Key Messages
- Campaign Tagline
- Motion Script Concept
- Illustration Motion Design
- Motion Animation
- Visuals Direction and Design
- Tacticals Designs
- Marketing Collaterals
- Social Media Finalizing
- Outdoor Resizing

THE MISSION:

ALMWATHIQ is a platform that allows individuals, institutions and companies to issue legal documents, company contracts, as well as real estate documents at any time. During working hours and non-working hours through Ministry of Justice-licensed ALMWATHIQ agents are located throughout the Kingdom.

THE OUTCOME:

Communicating the brand was exciting. The name inspires trust when it hits the ear, and the communication aims to attract attention and raise awareness of the brand's objective.



**THE DELIVERABLES:**

- Creative Concept
- Creative Key Messages
- Content Creation
- Campaign Tagline
- Visuals Direction and Design
- Tacticals Designs
- Marketing Collaterals
- Social Media Finalizing

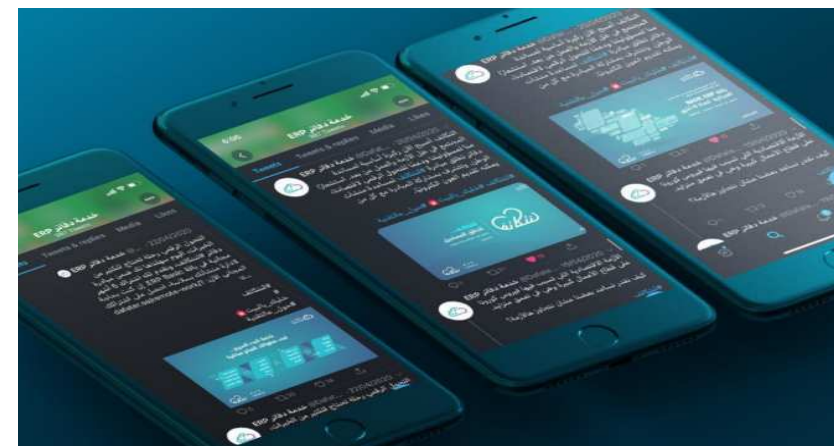
THE MISSION:

IT solutions make a great part of the world. Dafater needed us to provide the strength and awareness we have to lead with a vision to impress and achieve.

THE OUTCOME:

The Result of our collaboration included developing a creative concept that effectively captured their brand essence. We also crafted compelling key messages that resonated with their target audience.

By creating a cohesive and memorable campaign, Dafater experienced a strengthened brand image, increased awareness, and overall success in their IT solutions endeavors.





THE DELIVERABLES:

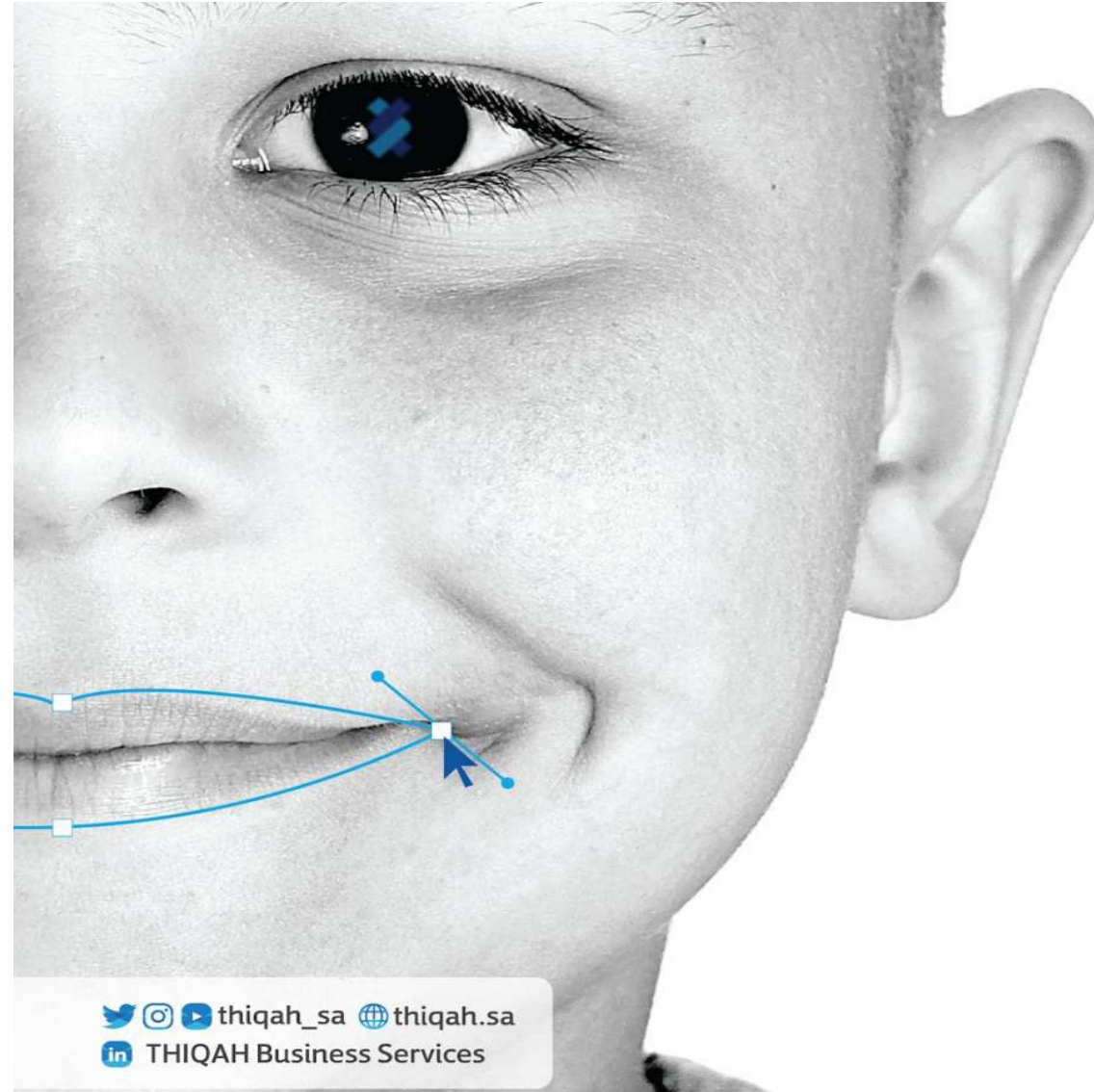
- Creative Concept
- Creative Key Messages
- Visuals Direction and Design
- Tacticals Design

THE MISSION:

TEBT, the app that encapsulates one of humanity's finest traits, empathy, is a platform that connects people in need. This concept inspired a creative approach, bringing together individuals through a shared understanding and support.

THE OUTCOME:

The Result of our efforts was a captivating brand identity that conveyed hope and simplicity. By incorporating the blue color scheme, we aimed to evoke a sense of optimism. This was complemented by minimal designs and a clean aesthetic, reflecting the app's user-friendly and sweet nature.



thiqah_sa thiqah.sa
THIQAH Business Services



لرسمها قد لا تحتاج
إلا لضغطة زر

حمل التطبيق الآن



#طبّت_وطاب_ممشاك

ثقة
THIQAH



الناس اللي مروا بنفوس الألم
هم أكثر ناس يشاركونا الإحساس فيه

حمل التطبيق الآن



#طبّت_وطاب_ممشاك

ثقة
THIQAH



وزارة التجارة والصناعة
Ministry of Commerce and Industry

THE DELIVERABLES:

- Creative Concept
- Creative Key Messages
- Motion Script Concept
- Illustration Motion Design
- Motion Animation
- Visuals Direction and Design
- Tacticals Design

THE MISSION:


Alsharqiya season provided many great deals to be shown separately, that's why we stepped in to do what we do best and communicate our messages to the audience.

THE OUTCOME:

We made a celebratory theme to match the theme of the season and stand out on social media by creating a clean design and simple messaging.



البنك
السعودي
الفرنسي
Banque
Saudi
Fransi



THE DELIVERABLES:

- Creative Concept
- Creative Key Messages
- Advertisement Content
- TVC song
- Motion Concept
- TVC Production
- Illustration Motion Design
- Motion Animation
- Visuals Photography
- Visuals Direction and Design
- Tacticals Designs
- Social Media Finalizing

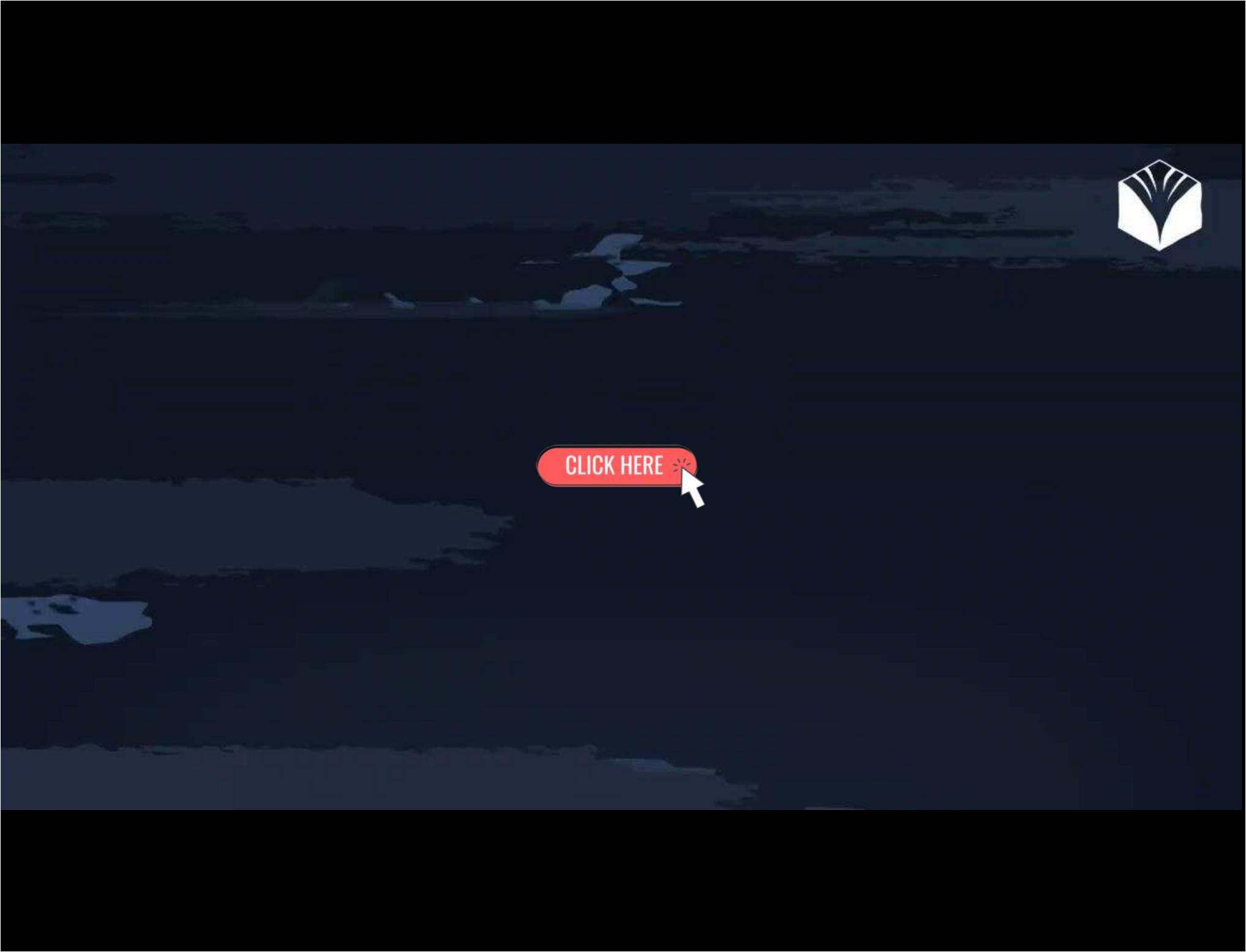
THE MISSION:

The First Saudi State was founded by Imam Muhammad bin Saud, and this day is celebrated annually. Promoting national unity and pride in Saudi Arabia's cultural legacy, raising awareness of BSF, and setting BSF apart from other financial institutions are all goals of this campaign, which takes an innovative approach to exhibiting the cultural and social past of the Kingdom.

THE OUTCOME:

All campaign goals were met with this multi-layered video, which includes a layer of spoken word poetry as a homage to our ancient melodies, and an abstract motion art piece that illustrates a tale that occurred on founding day. We established and encouraged national unity and pride in Saudi Arabia's cultural tradition, and distinguishing BSF from other financial institutions.

We are ecstatic to have created a tale that will be remembered for future Founding Days, due to the confidence and assistance of our cherished partners.





THE DELIVERABLES:

- Creative Concept
- Creative Key Messages
- Advertisement Content
- Visuals Direction and Design
- Tacticals Designs
- Social Media Finalizing

THE MISSION:

Many individuals postpone their travel plans due to financial constraints. Our mission is to inspire and encourage people to embark on the trips they've been dreaming about.

We want them to confidently pursue their desired destinations, knowing that BSF has their back.

THE OUTCOME:

"خذها ولا تأخرها" (Take it now, don't delay it)

An unforgettable slogan for an enjoyable pastime. When we possess a powerful product like Alfursan Credit Card, we must aim for greatness.

Our goal was to create a sense of urgency and motivate every consumer who has been postponing their dream vacations.

Why wait when BSF has made it so effortless?





THE DELIVERABLES:

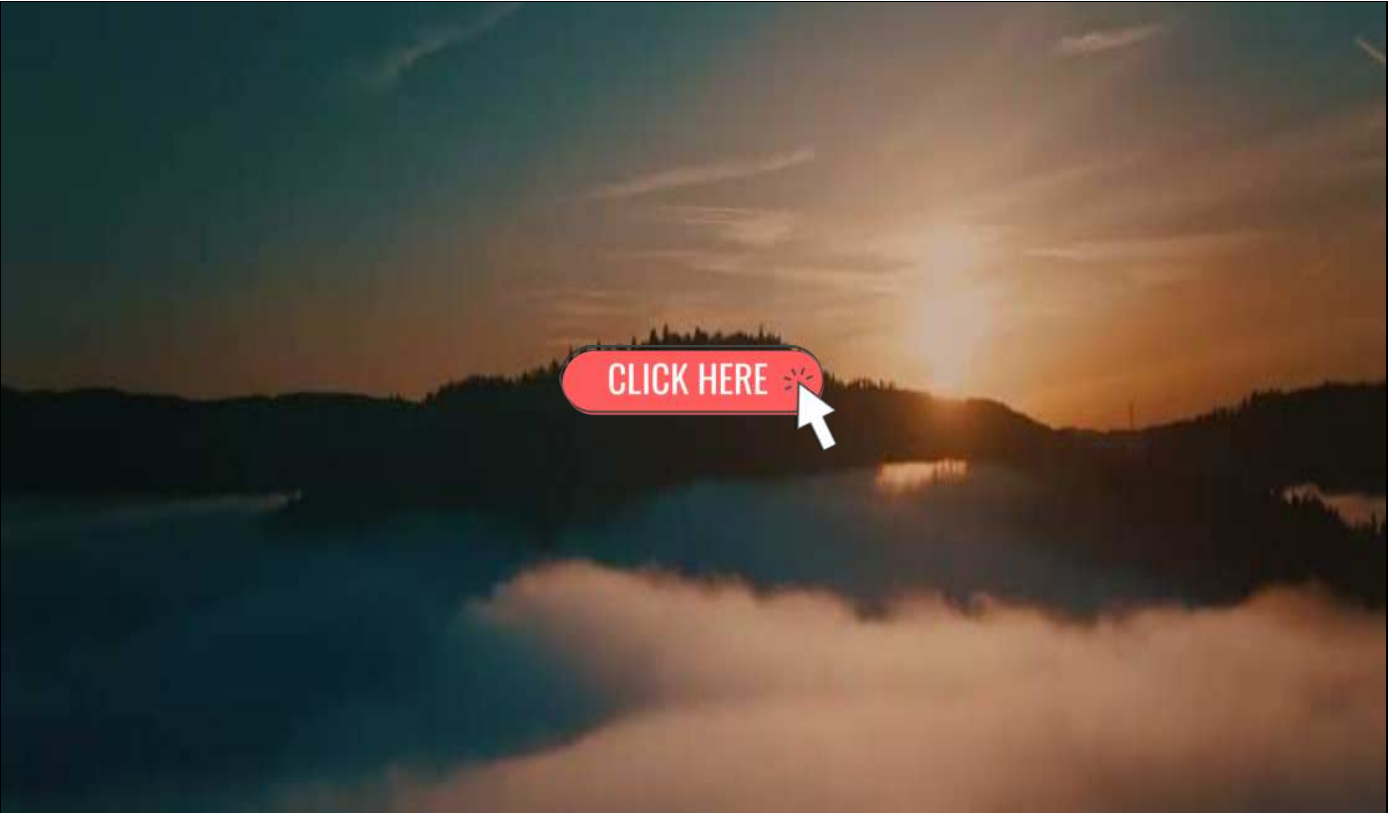
- Creative Concept
- Creative Key Messages
- Advertisement Content
- TVC Song
- Motion Concept
- TVC Production
- Illustration Motion Design
- Motion Animation

THE MISSION:

The Healthcare Sector Transformation is a new program that is revolutionizing the healthcare system in the Kingdom. This sector emphasizes innovation and disease prevention, enhancing healthcare access. It also emphasizes expanding e-health services and digital solutions, elevating care quality, and complying with international standards. The sector aimed to capture all of this in a video to showcase their vision, and a video at the launching event of the program.

THE OUTCOME:

We developed two unique concepts for each video that would highlight the innovative advancements resulting from the healthcare sector transformation program. By crafting a script that is easily understandable and encompasses all aspects of the sector, we aimed to raise awareness and visibility, perfectly timed for their program launch event.





THE DELIVERABLES:

- Creative Concept
- Creative Key Messages
- TVC Script Concept
- TVC Production
- Visuals Photography
- Visuals Direction and Design
- Tacticals Designs
- Marketing Collaterals
- Social Media Finalizing
- Outdoors Resizing

THE MISSION:

Creating an awareness campaign is challenging, and needs a strong understanding of the brand to deliver the right messages to the right audience. That is why Saber approached us to make the world know how they operate.

THE OUTCOME:

Quality is the most important aspect. Saber's main goal is to make sure products match the quality, which means we needed to have a high-quality brand along with quality campaigns to meet the brand's objective.





THE DELIVERABLES:

- Creative Concept
- Creative Key Messages
- Campaign Tagline
- TVC Music Script
- TVC Production
- Motion Design
- Visuals Direction and Design
- Tacticals Designs
- Marketing Collaterals
- Social Media Finalizing
- Outdoor Resizing

THE MISSION:

As part of Saudi Seasons, AlSoudah Season started to unveil AlSoudah as the go-to place in Saudi during the summer. Our objective is to highlight the beauty of the place during summertime.

THE OUTCOME:

for its geographical features and location, we wanted to put a spotlight on the beauty of AlSoudah, the higher you go, the higher the weather gets better.





THE DELIVERABLES:

- Creative Concept
- Creative Key Messages
- TVC Music Script
- TVC Production
- Visuals Photography
- Visuals Direction and Design
- Tacticals Design
- Marketing Collaterals
- Social media Finalizing
- Outdoor Resizing

THE MISSION:

Sharing smiles has a ring to it, just as sharing food. Piatto's new brand is all about the smile you share with others; and having a big launch for their creative campaign, we were able to utilize the smile effect to spread the brand awareness.

THE OUTCOME:

A smile can fit anywhere, and that's the message we aimed to spread. Highlighting the best qualities about the brand and making them stand out, whether its an event or an ad miking " a smile fits anywhere" a flexible concept fit for Piatto.





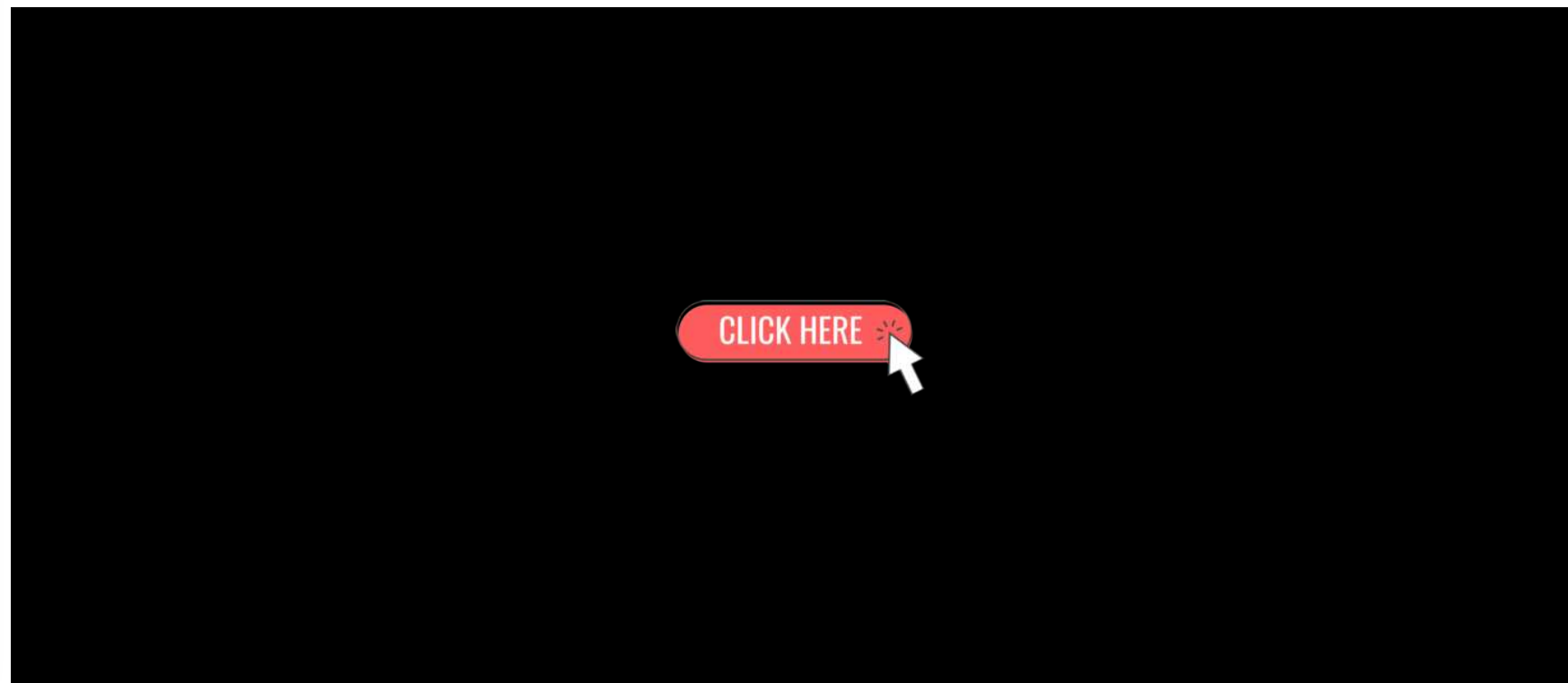
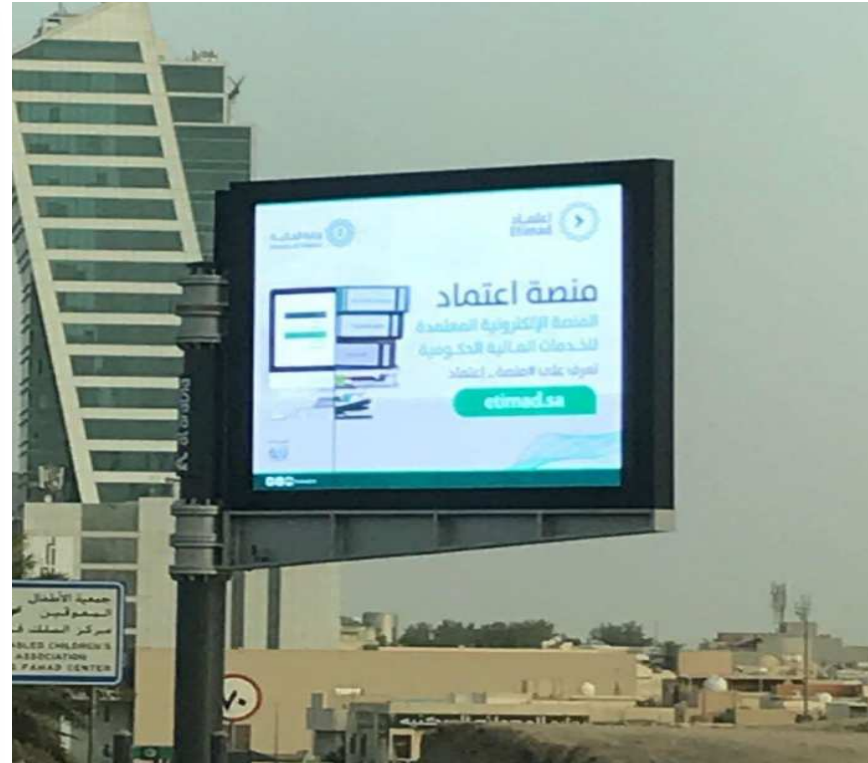
THE MISSION:

Finance is one of the most complicated fields in the world. Enter Etimad: a platform with one aim, to make the complex easy with paperless transactions to help the world grow faster. We were asked to create the name "Etimad" with many successful campaigns to follow.

THE OUTCOME:

Starting with the name, we built the communication to infuse the name estimated to the market, and to provide awareness for the targeted audience of a smooth transition for paperless finance.

People know Etimad, With ETIMAD, we launched the first awareness campaign with the concept "financial transactions without paper" تعاملات بلا ورق. We participated in one of the most significant technology exhibitions, "GITEX", where world-famous industry names head to the exhibition in anticipation of great partnerships and thriving success.





THE DELIVERABLES:

- Creative Concept
- Event Name
- Creative Key Messages
- Ad Content
- TVC Script Concept
- Historical Motion Script Concept
- TVC Production
- Event Brand Motion Design
- Logo Animation Guideline
- Visuals Photography
- Visuals Direction and Design
- Tacticals Design
- Marketing Collaterals and Templates
- Social Media Finalizing
- Outdoor Resizing
- Activation Ideas
- Social Media Activation Idea
- Riyadh Boulevard Video



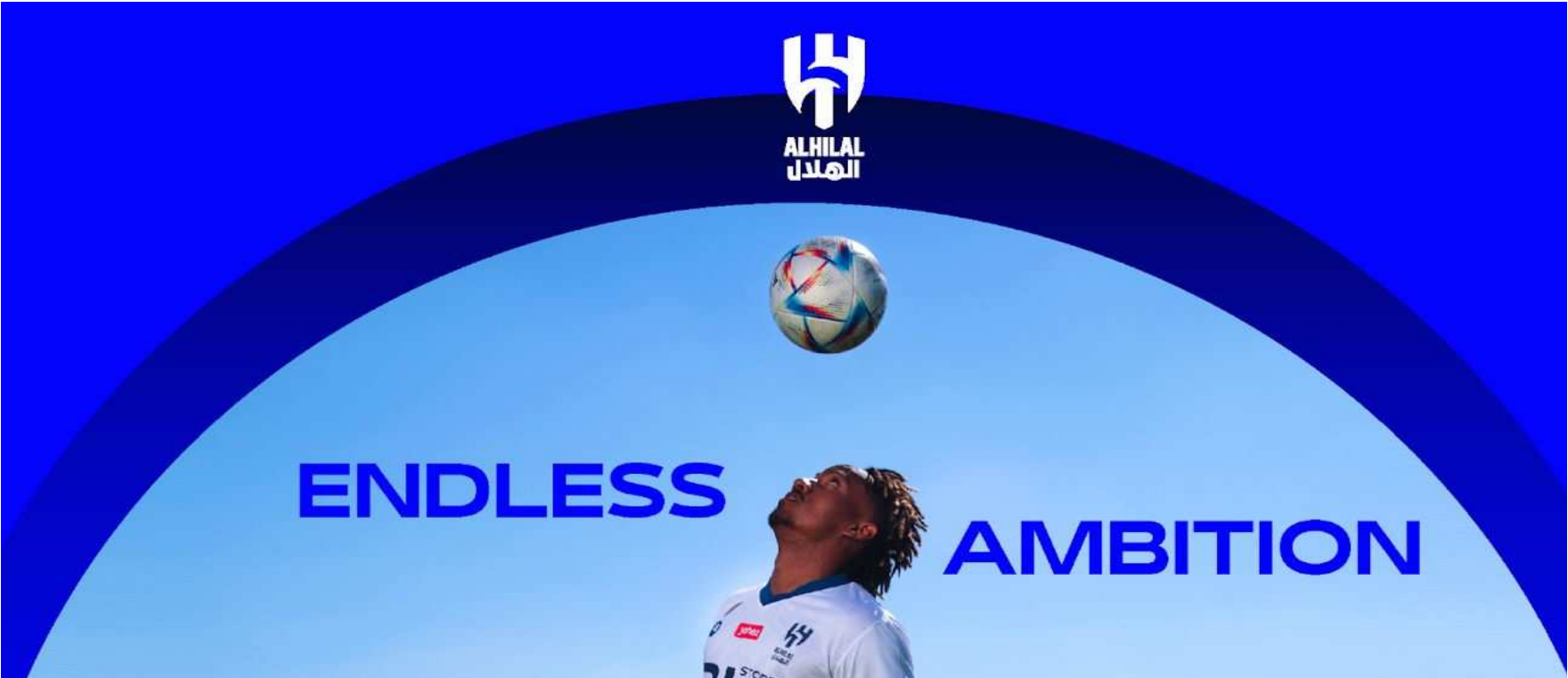


THE SOLUTION:

Producing content that will evoke feelings of proud and nostalgia for the audience we are looking to reach. This will put them in the optimal mental state for the unveiling of Alhilal's logo and encourage a great response from them.

THE RESULTS:

We worked to develop a full-scale campaign that is characterized by feelings of pride and passion for Al Hilal's loyal fanbase. By having teasers, we intrigued more fans and had them anticipating the campaign.



Blu STORE

THE MISSION:

The launch of Blu Store was a significant milestone in creating awareness of their app. We had to be mindful of our communication strategy, taking into account the timing of the World Cup and the global exposure it will bring to our brand. It was important to highlight the new release of the Blu application, emphasizing that it offers more than just AlHilal products. We needed to ensure widespread awareness of the app and the wide range of diverse products it offers. Above all, we need to showcase the standout feature of Blu Store: delivery within 30 minutes to an hour.

THE OUTCOME:

To introduce Blu Store, we utilized digital platforms by creating motion videos and posts on social media. This comprehensive campaign aimed to highlight various sectors of the store.

As part of our strategy, we collaborated with influencers from the Al Hilal team to tease the brand through a dedicated teaser on social media. Additionally, we leveraged the excitement surrounding the World Cup by organizing engaging competitions on social media, further increasing audience participation and interaction.





THE MISSION:

To promote the global reach of Blu Store, particularly for Al Hilal fans, we needed to implement a digital campaign social media posts. We also put the World Cup into consideration when coming up with ideas for this campaign.

THE OUTCOME:

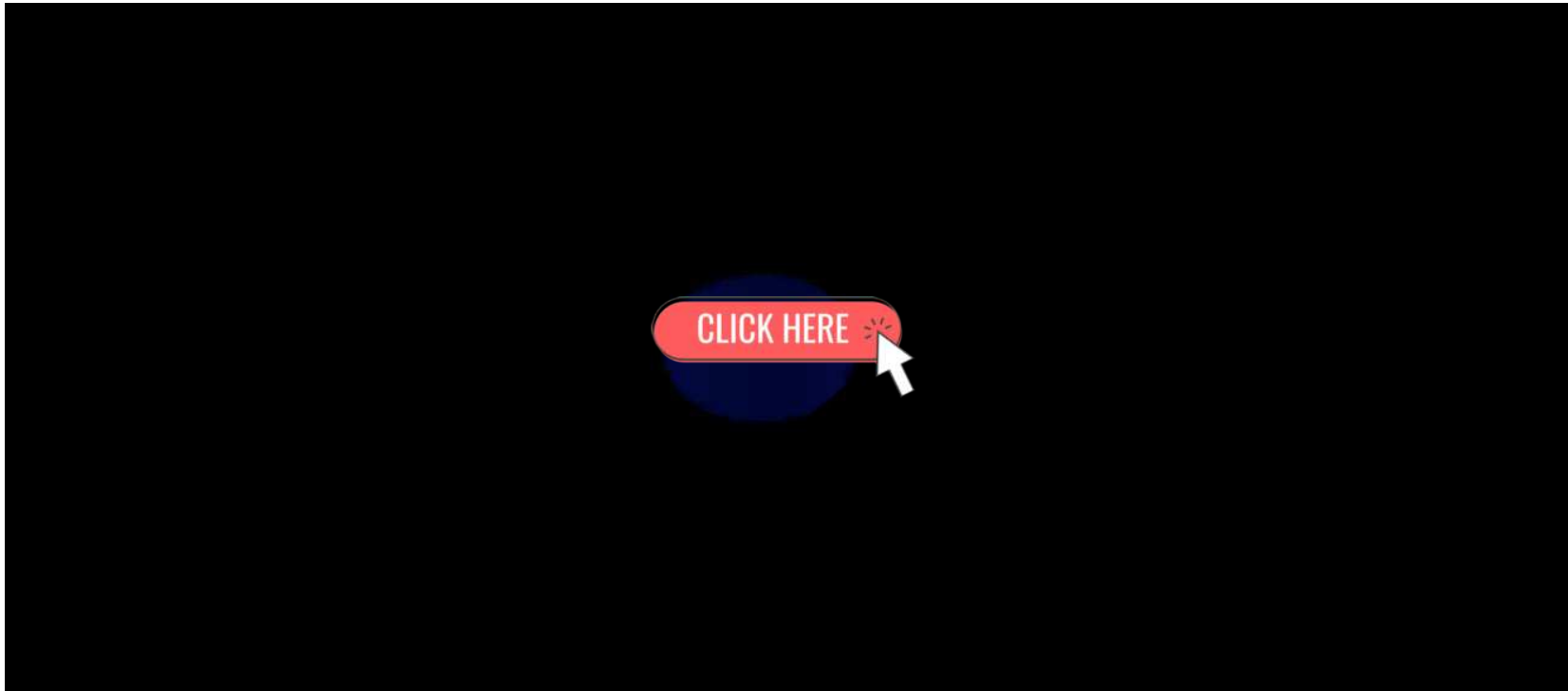
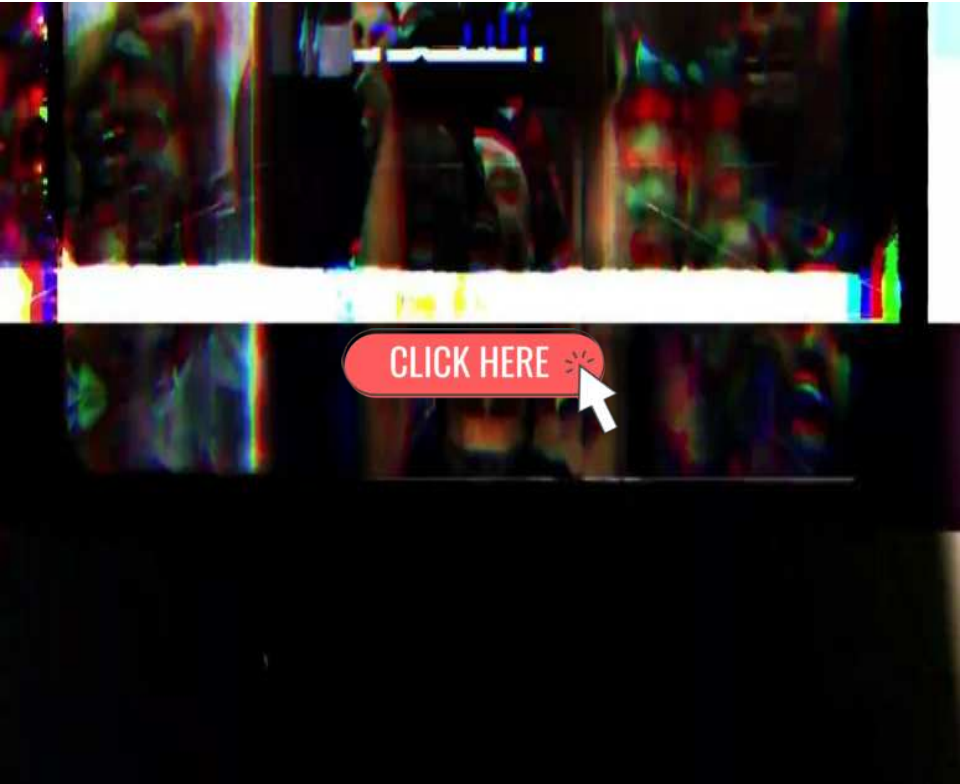
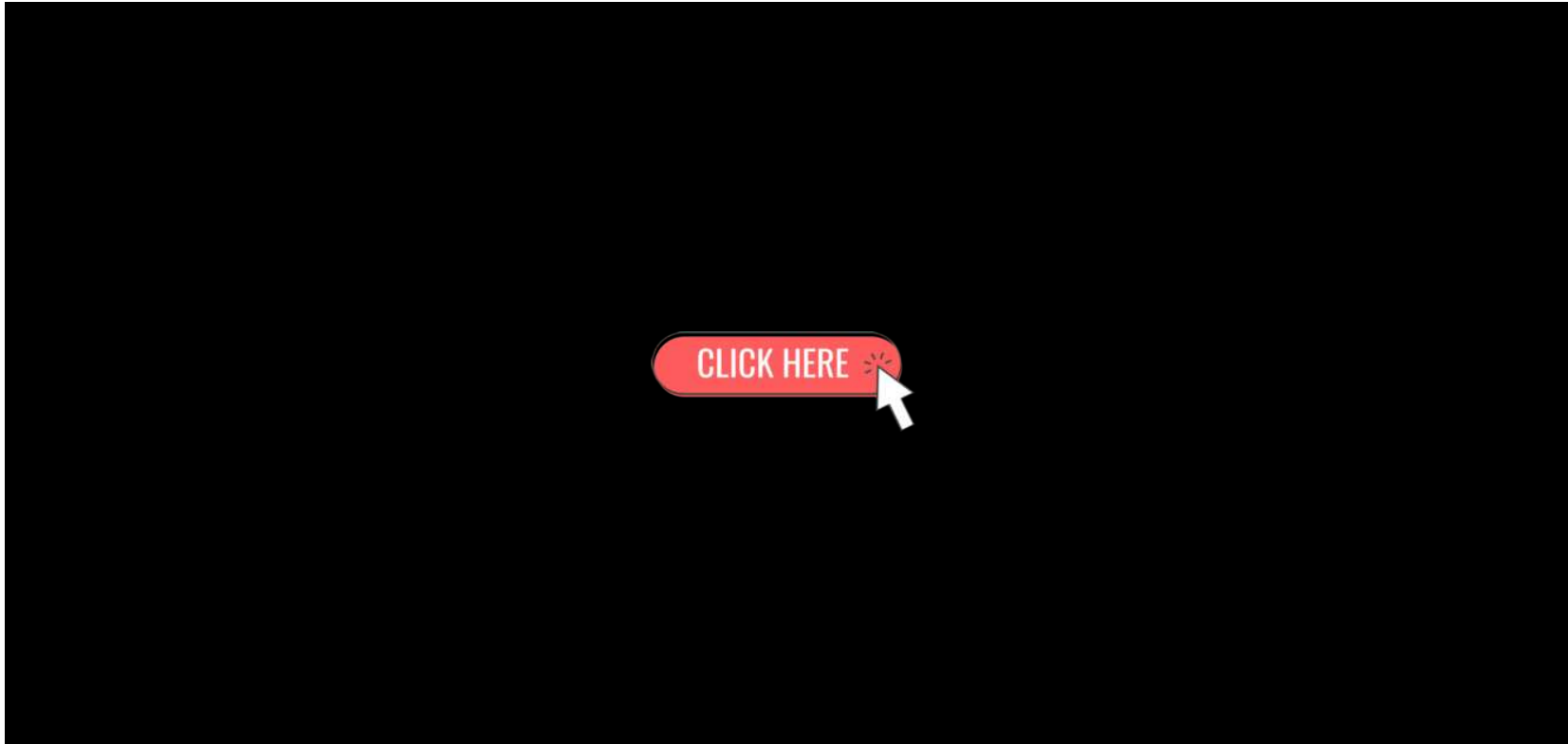
We utilized the excitement of the World Cup to create eye-catching designs and engaging motion videos for social media. Each design and video showcased different countries to highlight Blu Store's global reach. By emphasizing these diverse elements, we effectively communicated that Blu Store delivers worldwide. Our creative yet professional approach captured the attention of audiences and reinforced the brand's global reach.





The insight :
One word sums up this story of aspiration, success, and development: PRIDE. As far as Saudi sports teams go, Al Hilal has the most significant legacy.

All of Alhilal's club and other entities under one logo, one brand, and one voice to make it stronger and bolder; THIS is progress!





مدينة الملك عبدالعزيز
للعلم والتكنولوجيا KACST

THE DELIVERABLES:

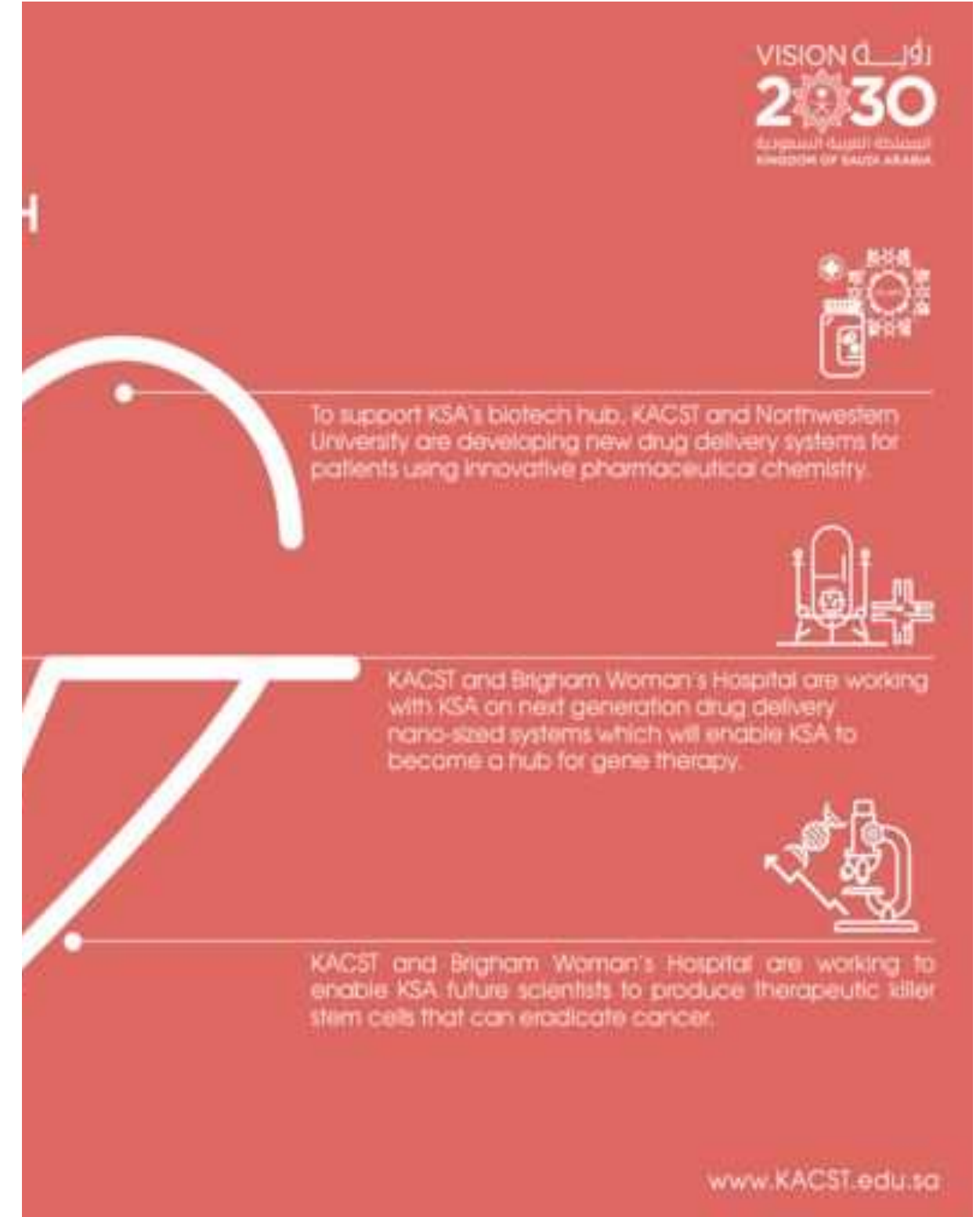
- Creative Concept
- Strategic Content
- Creative Key Messages
- Advertisement Content
- Visuals direction and Design
- Tacticals Designs
- Marketing Collaterals
- Social Media Finalizing

THE MISSION:

King Abdulaziz City for Science and Technology (KACST) is a scientific government institution that supports and enhances scientific applied research. With state of the art facilities such as laboratories to libraries, KACST looks to further economic growth and national development in the country.

THE OUTCOME:

for KACST, we aimed bigger, it more than a city for science and technology, we believe in the effect of KACST and changed the perception of the traditional to something appealing and attractive. KACST is now considered a trusted place for knowledge and for those who want to learn more, achieve, and make use of the resources they have in a creative and fun way.





THE DELIVERABLES:

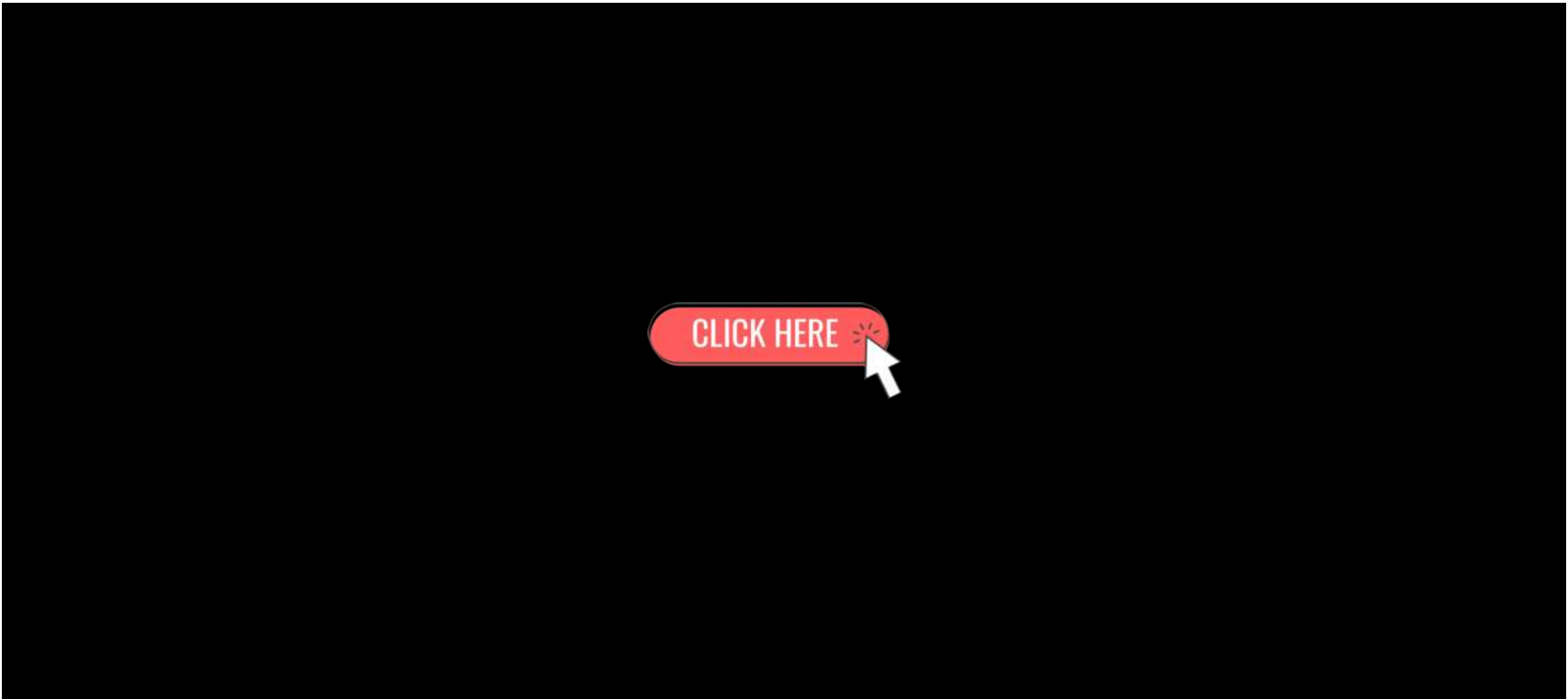
- Creative Concept
- Strategic Content
- Creative Key Messages
- Advertisement Content
- Visuals Direction and Design
- Tacticals Designs
- Marketing Collaterals
- Social Media Finalizing

THE MISSION:

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THE DELIVERABLES:

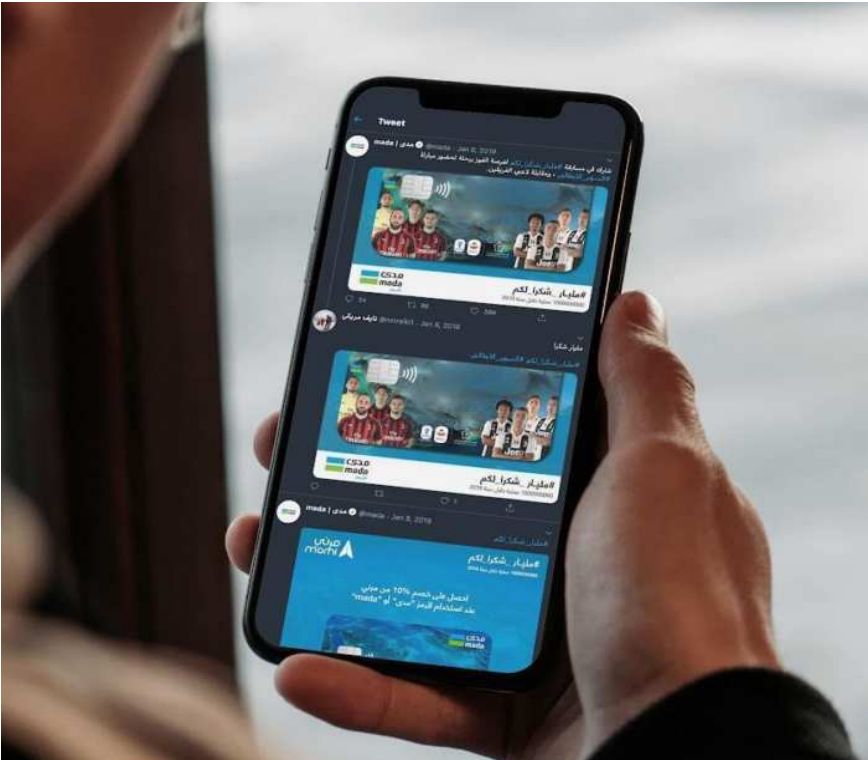
- Creative Concept
- Creative Key Messages
- Advertisement Tagline
- TVC Script Concept
- TVC Production
- Visuals Direction and Design
- Tacticals Designs
- Marketing Collaterals
- Social Media Finalizing
- Outdoor Resizing

THE MISSION:

MADA: a balance between earth and sky. That is what the brand is for, and they reach for the beyond. After such great work, they finally reached 1 Billion transactions. And with that, a big celebration is needed through a campaign.

THE OUTCOME:

The hero of our work was the 1 billion thank you to MADA's customers, we made sure that our outcome reflected the brand values, and more importantly, the origin of it. As a Saudi Brand, we wanted to highlight the landmarks of the country, and empower the Saudi culture through the brand. With a bunch of online engagement and a substantial reach for the campaign, we were able to spread the message across the kingdom and gain a great positive response from MADA users.





THE DELIVERABLES:

- Creative Concept
- Creative Key Messages
- Motion Design
- Illustration Motion Design
- Motion Animation
- Visuals Direction and Design
- Tacticals Designs

THE MISSION:

Recognizing the significant impact Ma'aden has as the 3rd pillar of the economy in Saudi Arabia, we seized a remarkable opportunity to collaborate with them. By tailoring our approach to resonate with their unique language and brand identity, we aimed to elevate their presence and reputation to match their esteemed name.

THE OUTCOME:

Our focus was to create a compelling visual design and incorporate attractive messaging that simplifies complex concepts about mining. To further enhance engagement, we incorporated modern and captivating artwork that effectively grabs attention on social media. We ensured that the content not only stands out but also remains impactful whether it is viewed in digital spaces or physical office environments.





TOTAL IMPRESSION

649,802

ORGANIC IMPRESSION

96,069

THE DELIVERABLES:

- Creative Concept
- Strategic Content
- Content Creation
- Motion Design
- Visuals Photography
- Visuals Direction and Design
- Social Media Finalizing
- Social Media Activations

ABOUT:

Year after year, we reveal many hidden treasures in our earth. And the extensive effort put forth by Ma'aden in the mining field deserves recognition.

THE MISSION:

Presenting Ma'aden's products in a clear and accessible way, ensuring that the mass public understands and appreciates the work carried out by Ma'aden.

THE INSIGHT:

Residing in a land abundant with treasures, we continuously come across new opportunities throughout the year.

THE CHALLENGE:

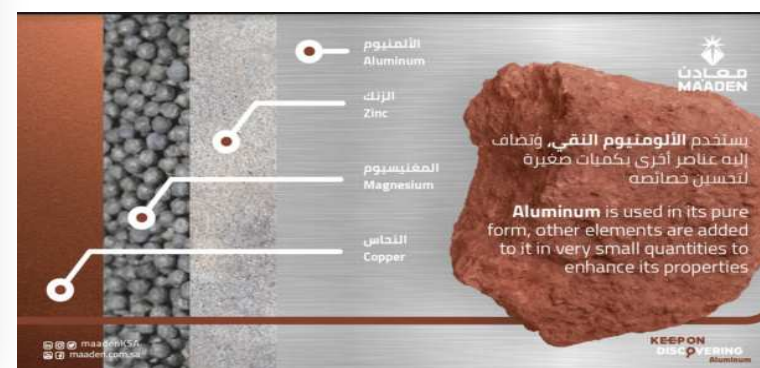
Simplifying complex information to fit the mass in terms of content and visuals to appeal to a wide audience..

THE SOLUTION:

We divided the products into sectors, operating under one umbrella. This allowed us to generate engaging content and designs throughout the year..

THE OUTCOME:

With over 600k impressions and over 100k impressions per campaign, we were able to contribute to enhancing Ma'aden's brand visibility and impact.





THE DELIVERABLES:

- Creative Concept
- Creative Key Messages
- Advertisement Content
- TVC Music Script
- Motion Concept
- TVC Production
- Illustration Motion Design
- Motion Animation
- Visuals Photography
- Visuals Direction and Design
- Tacticals Designs
- Social Media Finalizing
- Outdoor Resizing
- Riyadh Boulevard Video

THE MISSION:

To create a bold campaign for a strong credit card, we wanted to create a massive campaign that was worthy of the importance that this card carries! The largest cashback card in the Middle East challenged us to think outside of the box and push the boundaries to a whole new level of creativity.

THE OUTCOME:

"رصيدك ما يخلص" A comprehensive campaign that went above and beyond implementing our message with an upbeat and trendy song fit to attract the targeted audience.

THE IMPACT:

We were able to raise awareness of the brand and increase customer loyalty as a result of our strategic content creation and songwriting. We also helped spread the word about the many benefits of this card to our target audience, broke records, and introduced a new way of marketing to the banking industry.





الرياض عاصمة
الإعلام العربي
2019 | 2018

THE DELIVERABLES:

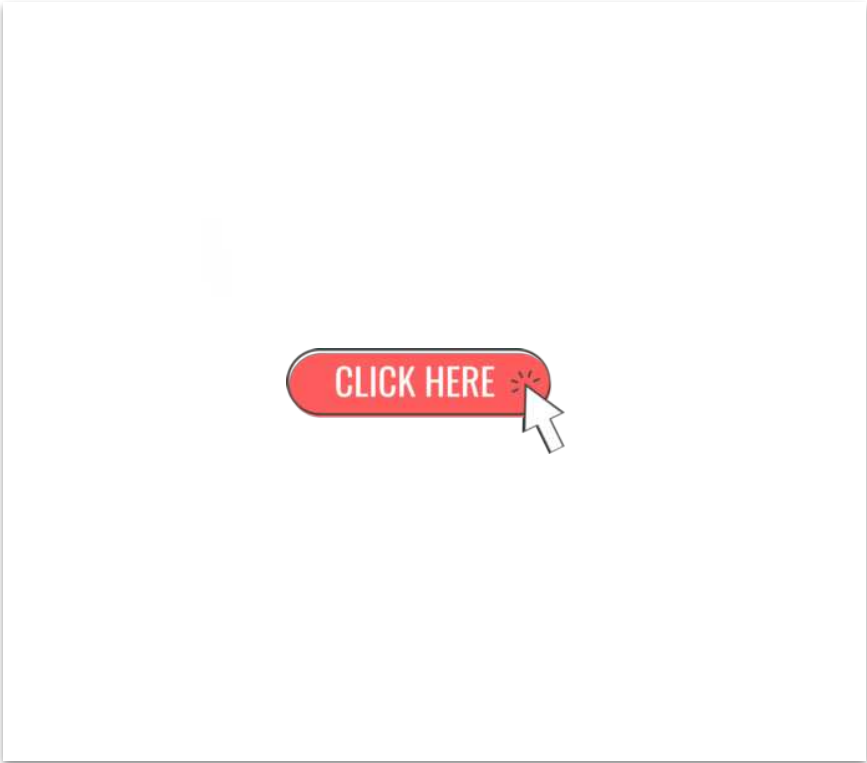
- Creative Concept
- Content Creation
- Motion Script Concept
- TVC Production
- Motion Video

THE MISSION:

History speakers were coming to this great event that took place in Saudi, celebrating Riyadh as the capital of Arab media. We worked to ensure the campaign lives up to the title.

THE OUTCOME:

For a good story to be told, research must be even better. And after spending days studying the research, we aimed to showcase the best era of our Saudi media throughout history and make sure the audience is able to comprehend and understand it in a clear and concise manner.





THE DELIVERABLES:

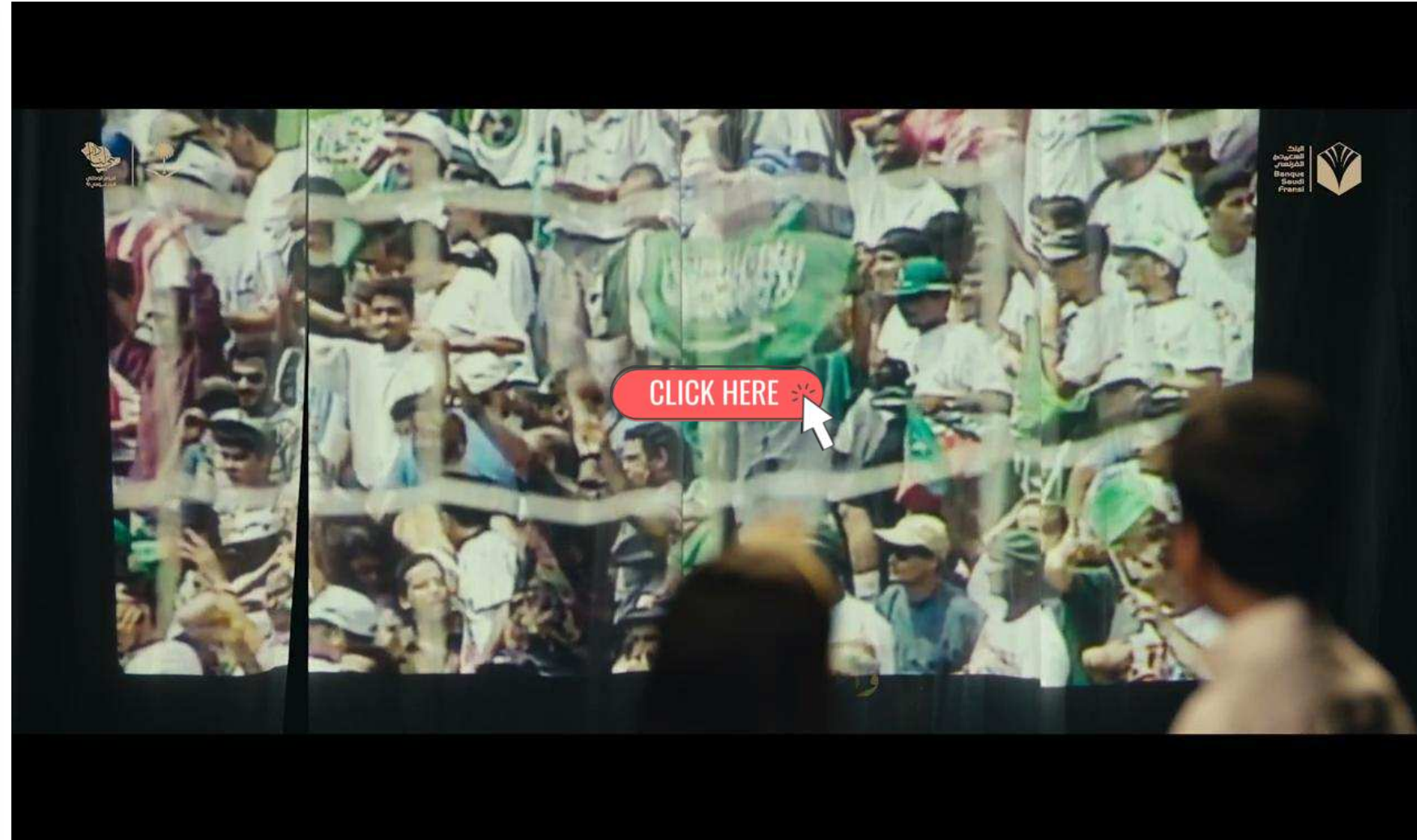
- Creative Concept
- Creative Key Messages
- Song Script
- TVC Production
- Visuals Direction and Design
- Tacticals Design
- Social Media Finalizing
- Social Media Activation Ideas

THE MISSION:

Saudi national day anniversary is here! and Banque Saudi Fransi wanted to celebrate in a unique way, a way that speaks how proud and passionate we are about our country.

THE OUTCOME:

We wanted to celebrate this anniversary with a memorable song, for it to be convey to the audience the pride and passion we are celebrating. Rather than simply presenting facts, we decided to create a song that captures people's emotions and illustrates the dreams we are achieving: "قلب الملك". By broadcasting the song on social media platforms, YouTube, and national Saudi TV, we successfully reached our audience and shared our sense of pride, as evidenced by the song's 8 million views.





THE DELIVERABLES:

- Creative Concept
- Creative Key Messages
- Motion Script Concept
- Illustration Motion Design
- Motion Animation
- Visuals Direction and Design
- Social Media Finalizing
- Outdoor Resizing

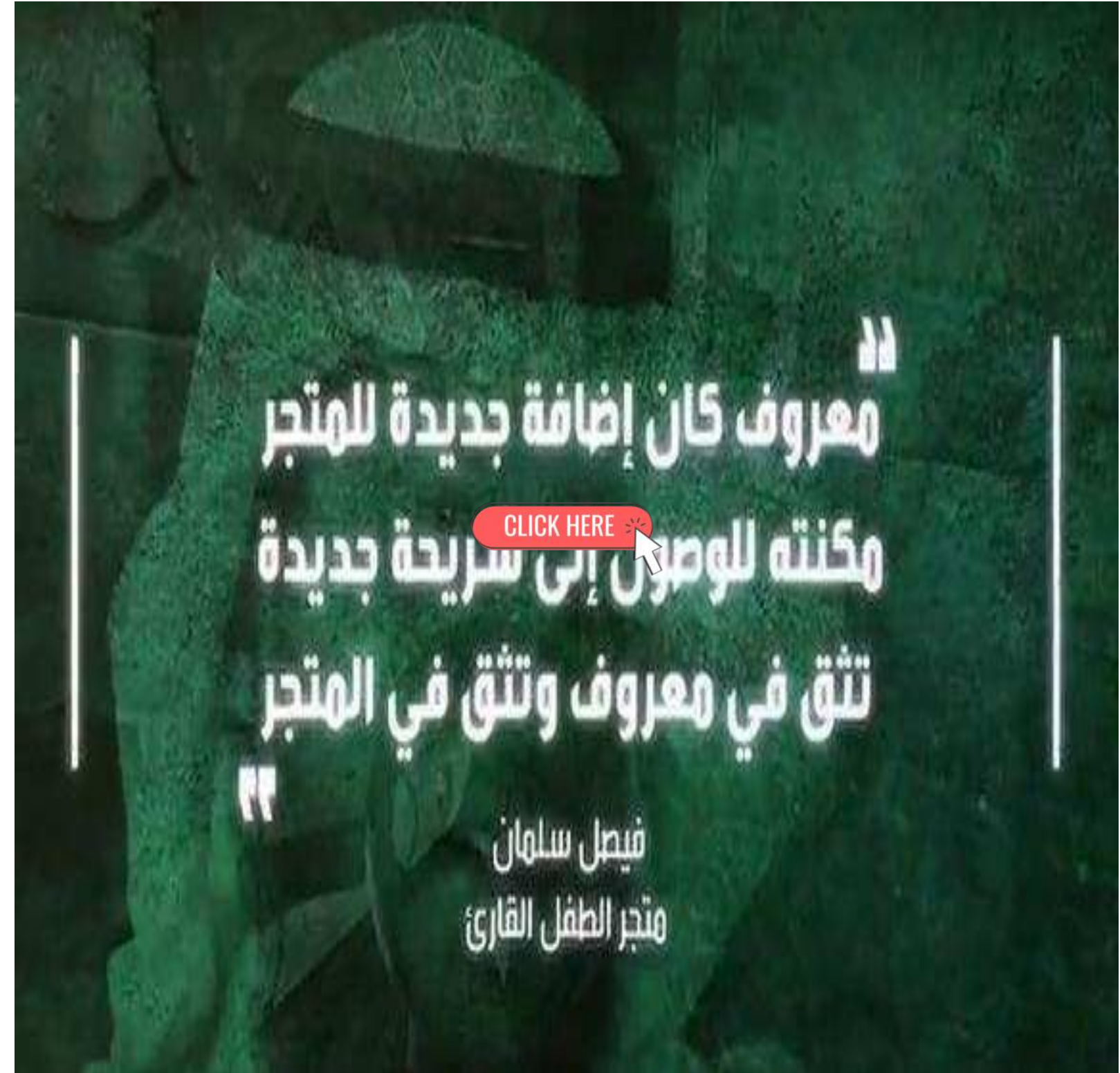
THE MISSION:

Trust is an important thing in the market, Maroof had the right idea to create trust between the seller and its customers. The first thing we needed to do is to create a name to represent this trust with a full brand to support it "Maroof"

THE OUTCOME:

Changing consumer behavior is something we excel at. As we started the launch campaign with many motion videos to support the brand awareness.

Now, Maroof has more than 90k stores and a search engine that changes every 10s and a reach of 171%. And during 2020, MAROOF is known more than ever as the trusted mark for online shopping.





THE DELIVERABLES:

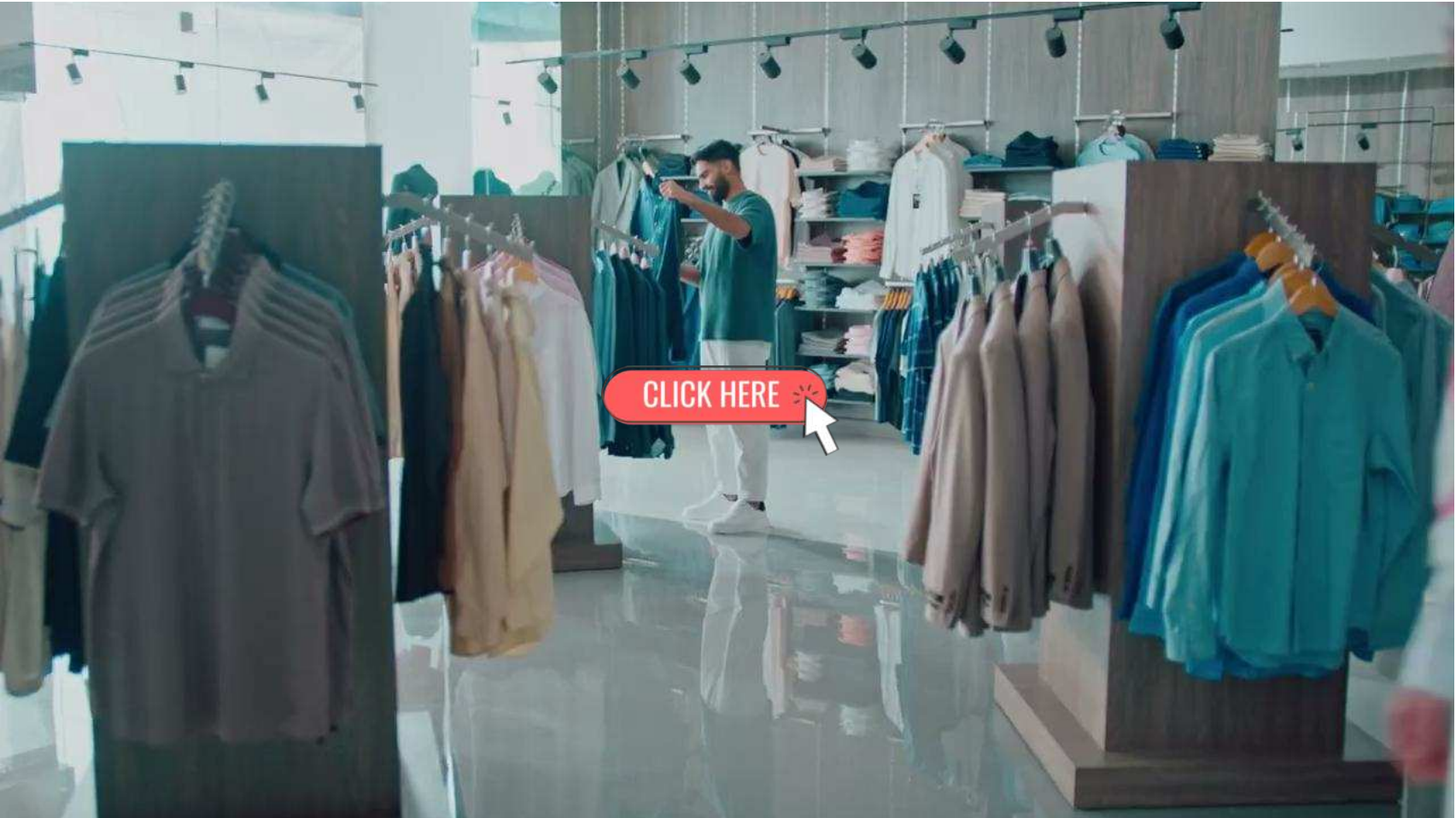
- Creative Concept
- Creative Key Messages
- Advertisement Content
- TVC Production
- Visuals Photography
- Visuals Direction and Design
- Tacticals Designs
- Social Media Finalizing

THE MISSION:

Bank Saudi Fransi’s JANA Rewards is not a new product. The goal of this campaign is to increase the number of customers who are either already BSF customers or attract new customers as a result of the fantastic deals that Jana offers. The primary focus here is on the various methods for informing the general public about this incredible service.

THE OUTCOME:

“خلها على جنى” or “Leave it to Jana” JANA is not only your reward program, but it provides far more benefits for the customer to know. We want people to see more of JANA. For our campaign, we created a JANA world for the customer to exist in and to reflect that in the campaign. This is a way for the audience to feel and be informed of the benefits that JANA rewards provides. We created a creative concept and key messages to follow. Along with a commercial, “Leave it to Jana” showcases the joy and wonder that customers will experience using this special rewards program.



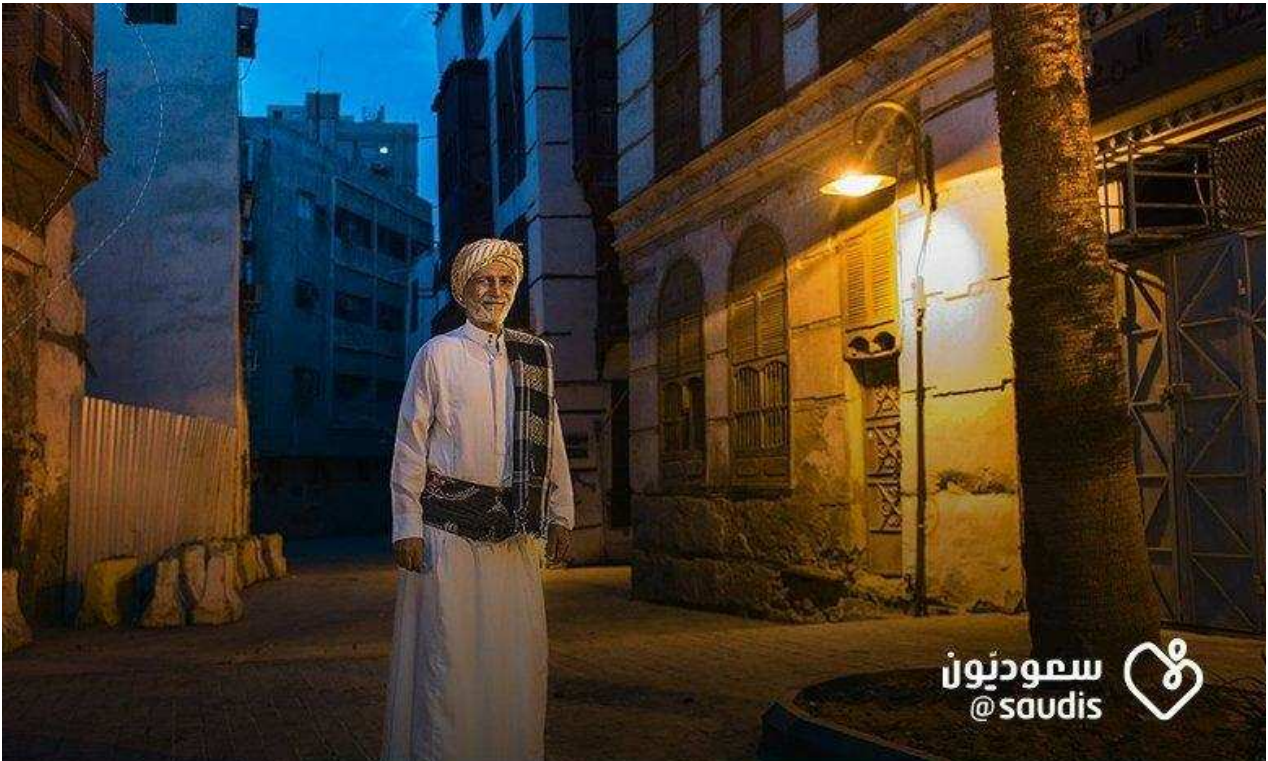
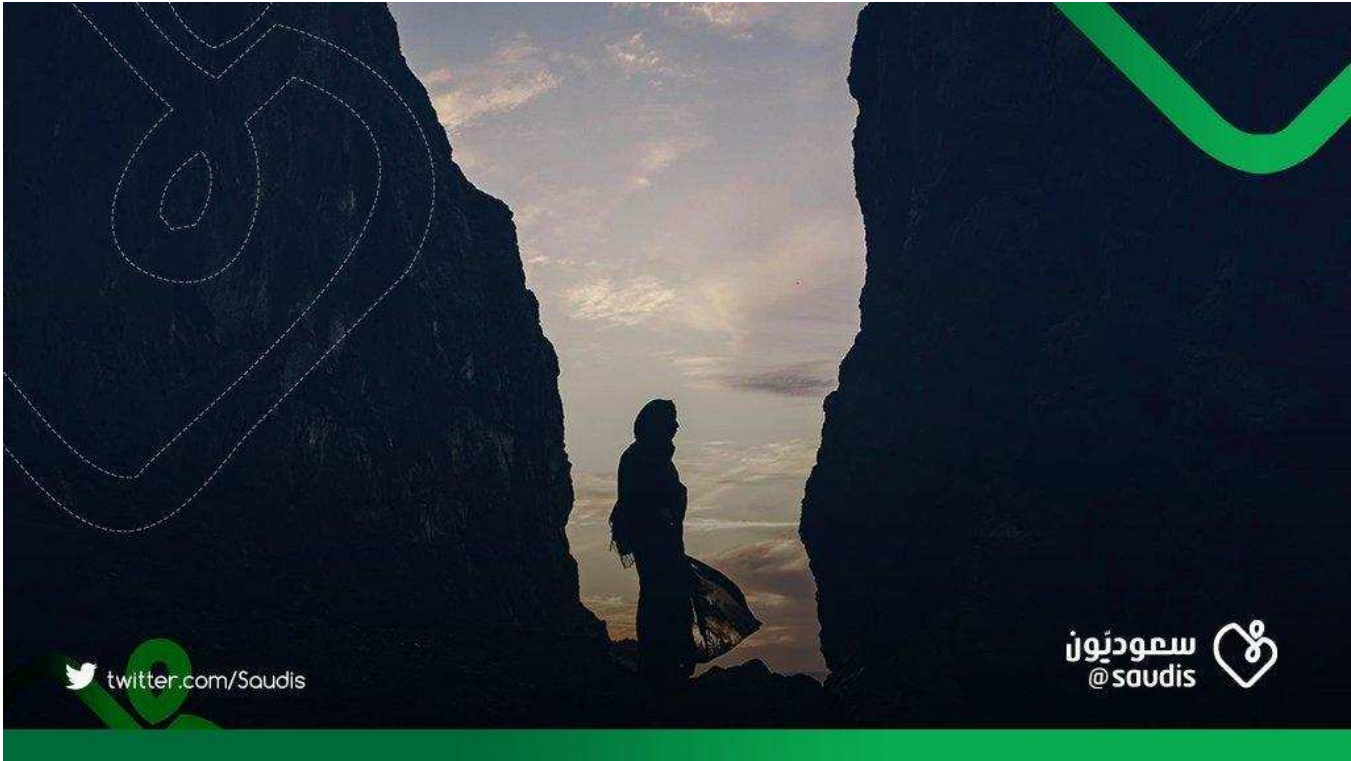


THE MISSION:
Saudi Arabia is connecting to the world every day, and connecting with peace and love. One of the channels is Saudis, a platform from Saudi to the world.

To craft a meaningful brand, you need to fully understand the people, space, and traditions, and we had that covered.

The main challenge was to make sure we cover Saudi with a full perspective.

THE OUTCOME:
The main shape of the logo came from the key messages we aimed for Saudis to spread: LOVE. We took the Saudi map and shaped it into a love symbol to help raise the awareness and emotions of what we aimed deliver.

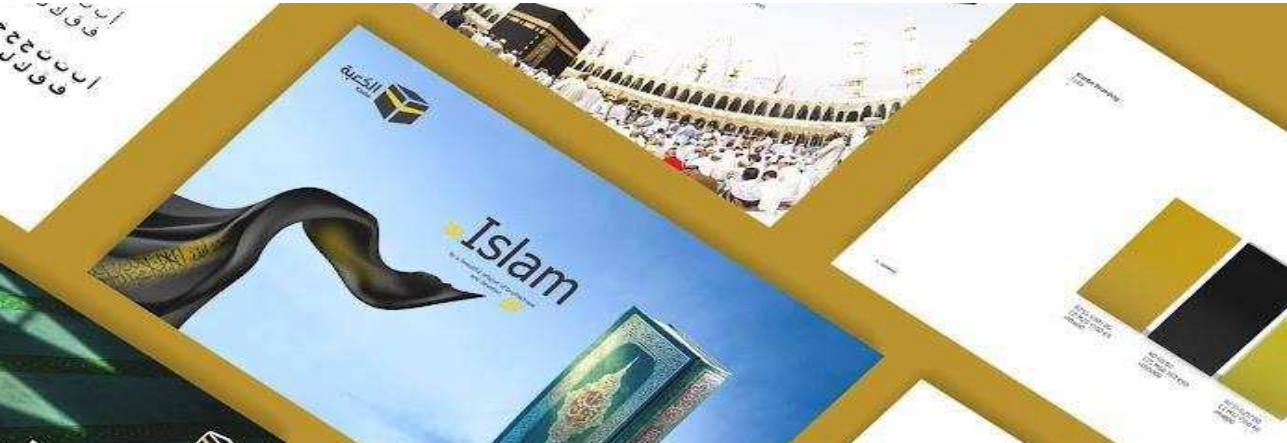




THE MISSION:
To develop a new marketing platform that aims to improve the public perception of the Muslim community and change the misconception that Islam is a religion of violence.

THE OUTCOME:
Kaaba has a familiar shape, so we took that in our favor, simple black and gold just like the real thing, it faces every corner in the world so we made sure it can give the same feeling to send the messages that are known for.

Taking inspiration from the shape of the Kaaba, we used its iconic image in our favor. Employing a simple color palette of black and gold, similar to the real structure, we looked to create a visual experience that allowed us to effectively convey the messages that align with the brand.



UBRAND

THE DELIVERABLES:

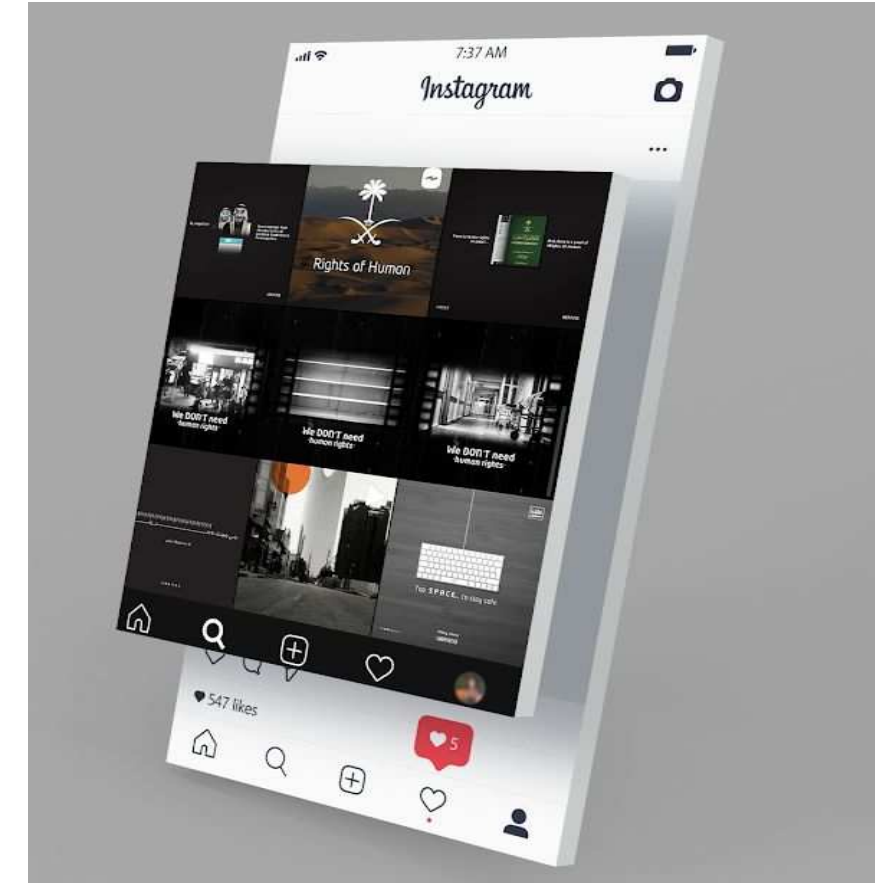
- Creative Concept
- Strategic Content
- Creative Key Messages
- Advertisement Content
- TVC Script Concept
- Motion Design
- Visuals Direction and Design
- Tacticals Design
- Social Media Finalizing

THE MISSION:

As the pandemic persisted, we recognized the need to amplify our message and make a more significant impact regarding Saudi Arabia's global reputation. Our goal was to convey the truth about the reality we experience in Saudi Arabia and to communicate what is commonly understood within our country.

THE OUTCOME:

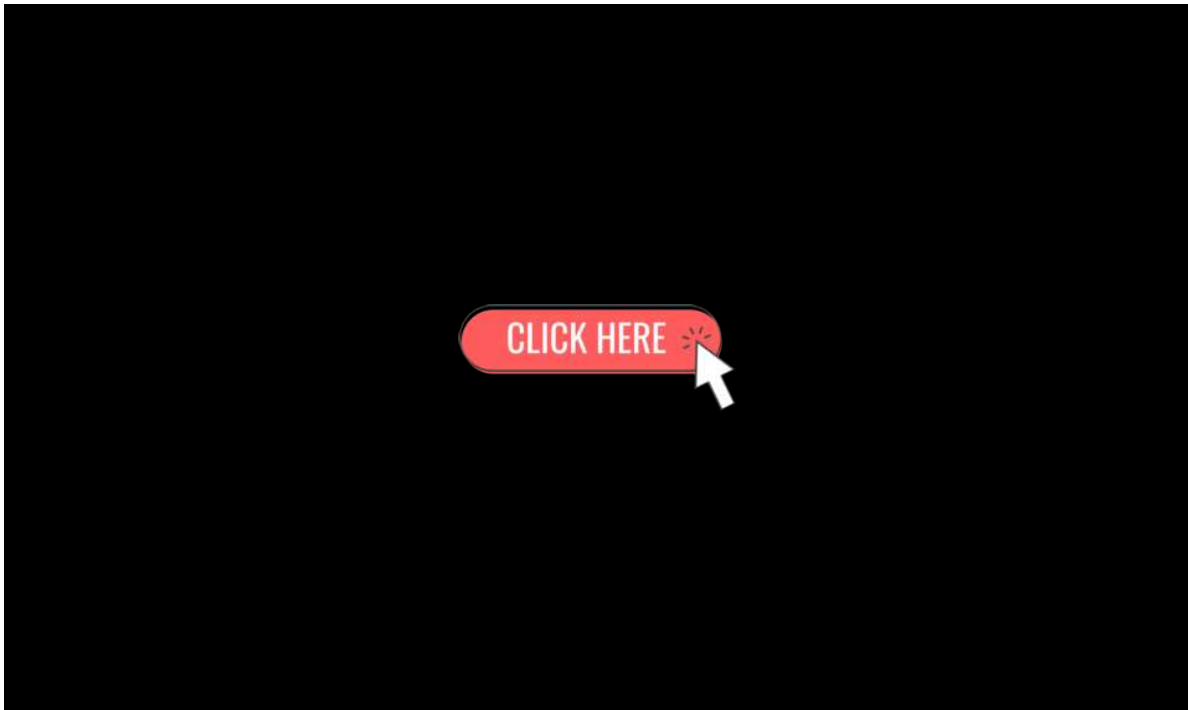
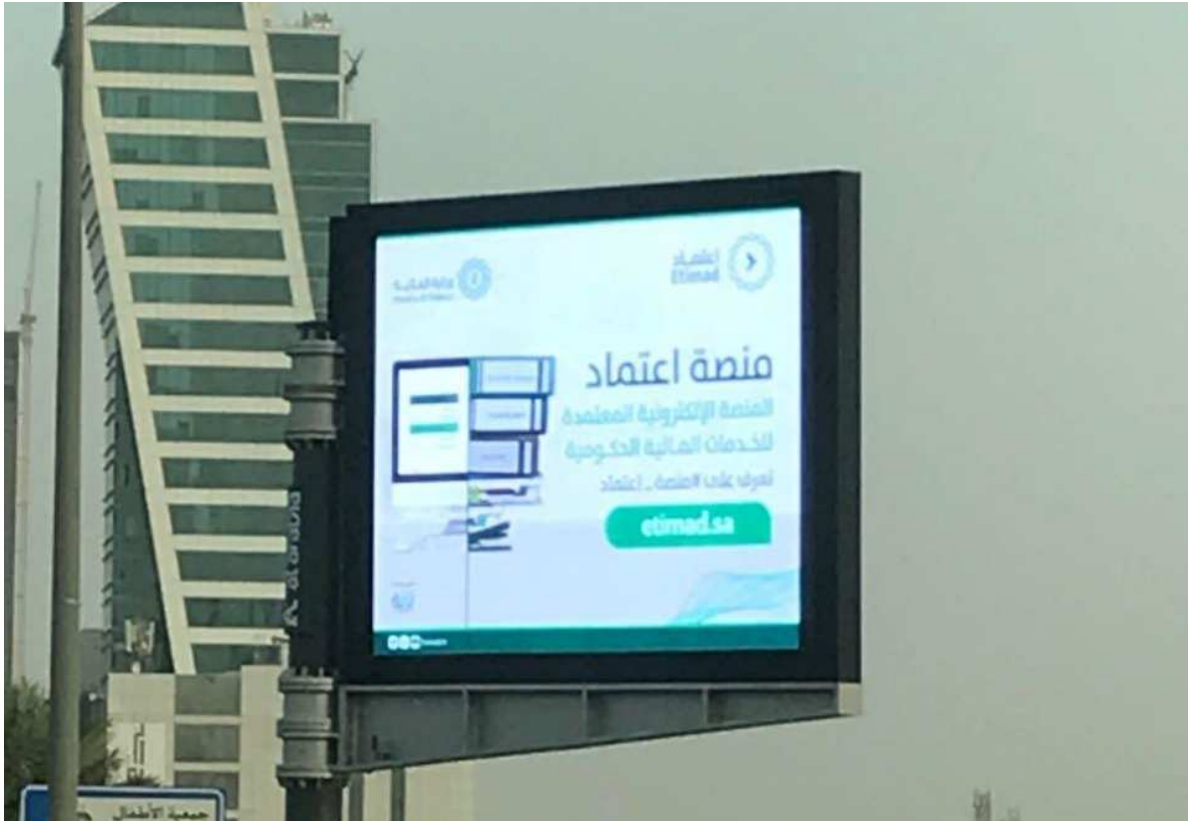
We embarked on a unique storytelling journey, sharing our perspective with the world. Through our efforts, people heard Saudi's authentic voice and saw its vibrant colors unfold. Step by step we changed the perspective from human rights, to the rights of human.





THE MISSION:
Finance is one of the most complicated filed in the world. Enter: Etimad, a platform with one aim, to make the complicated easier with the paperless transaction to help the world grow faster, we were asked to create the name "Etimad" with many successful campaigns.

THE OUTCOME:
Starting with the name, we build the communication to infuse the name estimated to the market and to give the people the awareness for a smooth transition for paperless finance.
People know Etimad, With ETIMAD, we launched the first awareness campaign with the concept "financial transactions without paper" تعاملات بلا ورق
We participated in one of the most significant technology exhibitions, "GITEX", where world-famous industry names head to this exhibition in anticipation of great partnerships and thriving success.





THE DELIVERABLES:

- Creative Concept
- Creative Key Messages
- Campaign Tagline
- Motion Script Concept
- Motion Animation
- Visuals Direction and Design
- Tacticals Design

THE MISSION:

Taking a look to the future, you'll see Machinetalk, and you'll see us right there with them, celebrating the innovation of tomorrow.

THE OUTCOME:

In harnessing the power of Machinetalk, we have unlocked a means to project ourselves into the distant future. By aligning our creative endeavors with the advancements made by Machinetalk, we have cultivated a high-tech artistic design and a compelling voice that truly vocalizes the concept of Machinetalk. We have successfully elevated the brand's reputation as a Saudi company in the market. And by crafting a compelling vision that resonates in every event and resonates through social media channels, we have created a lasting impact that reaches far and wide.





THE DELIVERABLES:

- Creative Concept
- Creative Key messages
- Motion Script Concept
- Illustration Motion Design
- Motion Animation
- Visuals Direction & Design
- Social media Finalizing
- Outdoors Resizing

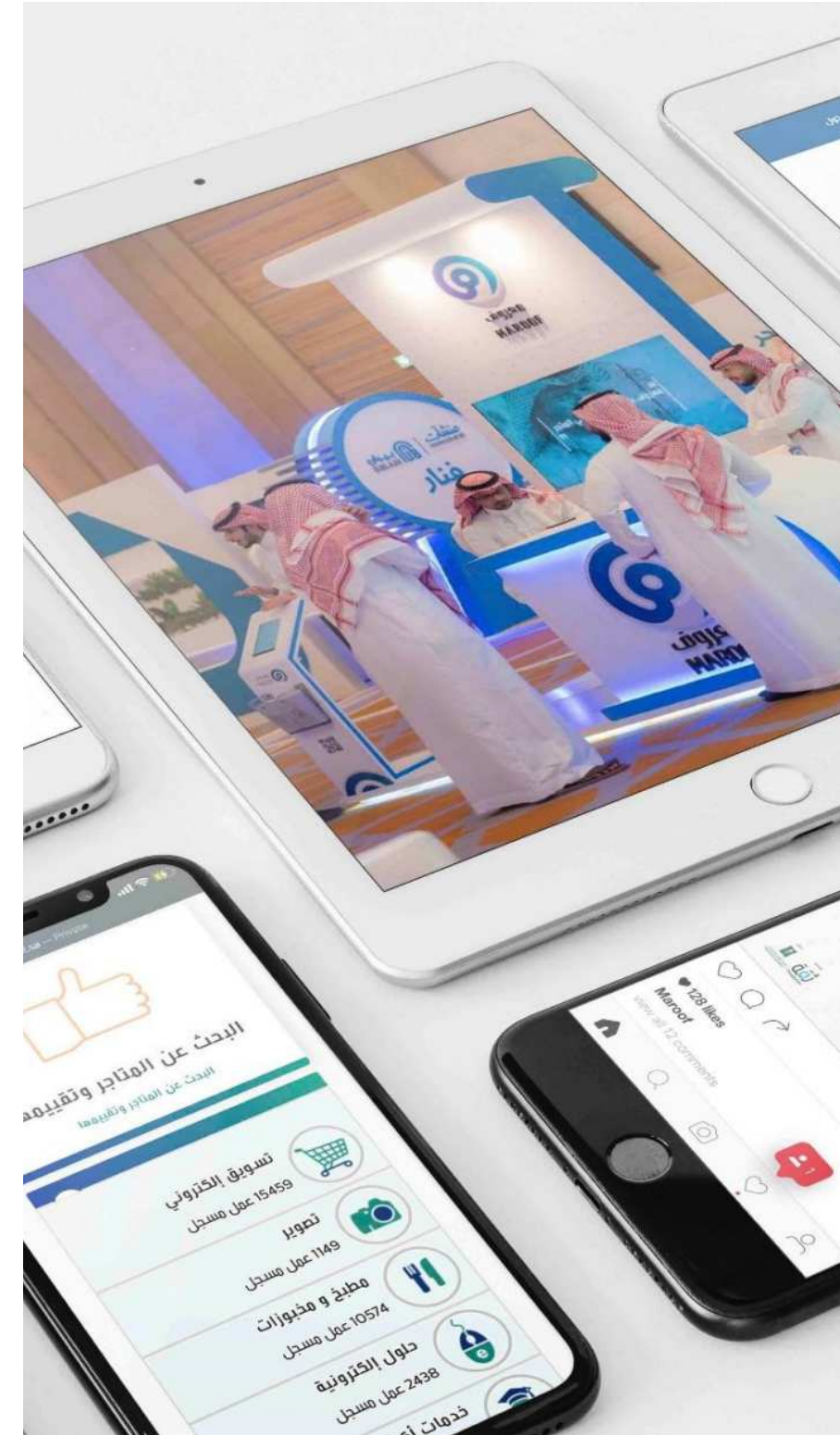
THE MISSION:

Trust is an important thing in the market, Maroof had the right idea to create trust between the seller and the customer, so the first thing we needed to do is to create a name to represent this trust with a full brand to support it "Maroof"

THE OUTCOME:

Change consumer behavior is something we enjoy doing, as we started with the launching campaign with many motion videos to support the brand awareness.

Nowadays with more than 90k stores and a search engine that changes every 10s and a reach of 171% during 2020, MAROOF is known more than ever as the trusted mark for online shopping.



UBRAND

THE DELIVERABLES:

- Creative Concept
- Advertisement Content
- Visuals Photography
- Visuals Direction and Design
- Tacticals Design
- Social Media Finalizing

THE MISSION:

The Saudi National Day is a chance to honor the past and to appreciate the present. As a Saudi agency, we went back to our roots, making the campaign full of meaning and full messages to who we are as the sons and daughters of the desert to make our identity stronger.

THE OUTCOME:

To lead by example, we took the step to present ourselves in the campaign. UBRAND is a Saudi agency and who is better than our own people to be in it and show how proud we are of our heritage.





THE DELIVERABLES:

- Creative Concept
- Creative Key Messages
- Advertisement Content
- Visuals Direction and Design
- Tacticals Designs
- Social Media Finalizing

THE MISSION:

Empower Business Owners with BSF Payment Service. Our mission is to raise awareness, provide information, and create interest among business owners. Particularly small and medium enterprises (Food and Beverage, Hospitality, Tourism, and E-Retail), who want to sell online using the fast and agile BSF Payment Service.

THE OUTCOME:

By highlighting the service speed, agility, and unique benefits, business owners can now apply for the payment service within one day, regulating their own rules with BSF support, and benefit from features like e-catalogs, increased visibility, and support for all in-house developed websites and mobile apps.

THE IMPACT:

With increase awareness, the drive of applications through the BSF website, positioned BSF as a trusted partner for online business. We ensured to capture the interest of small and medium enterprises and empower them to expand their online presence.



THE DELIVERABLES:

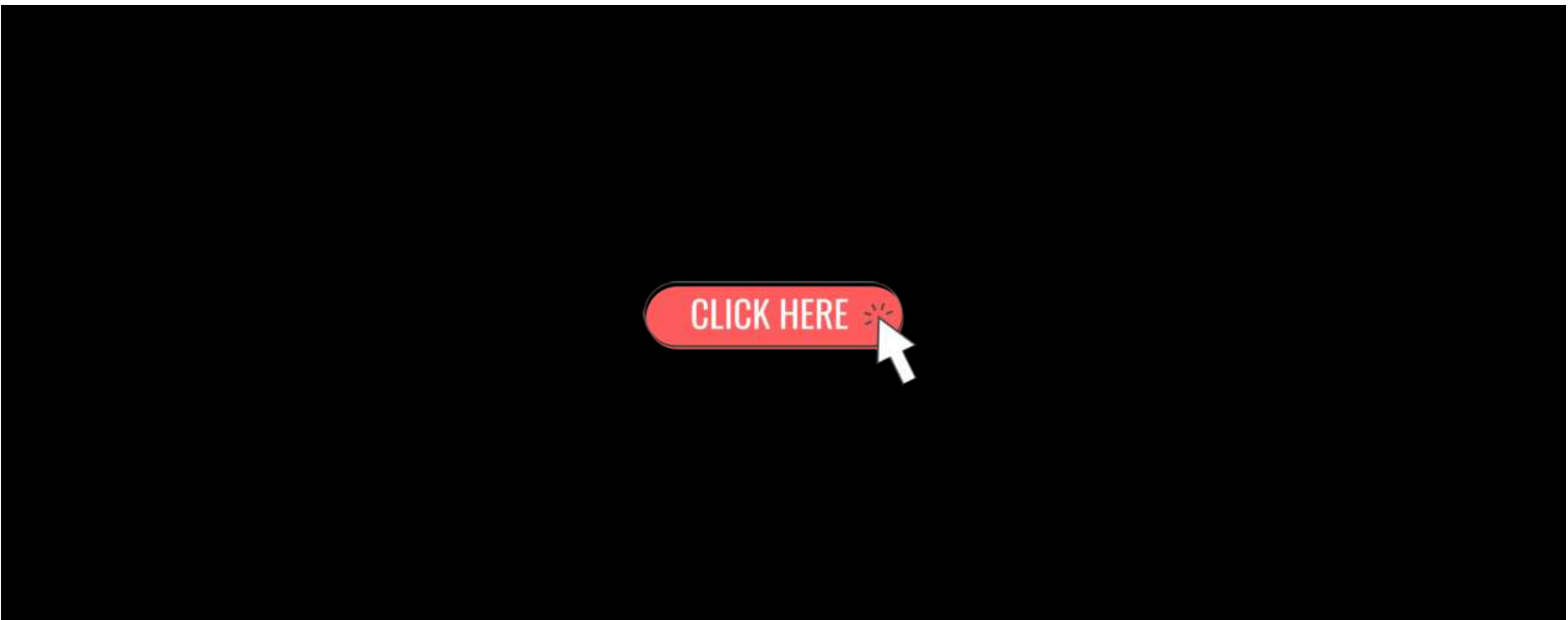
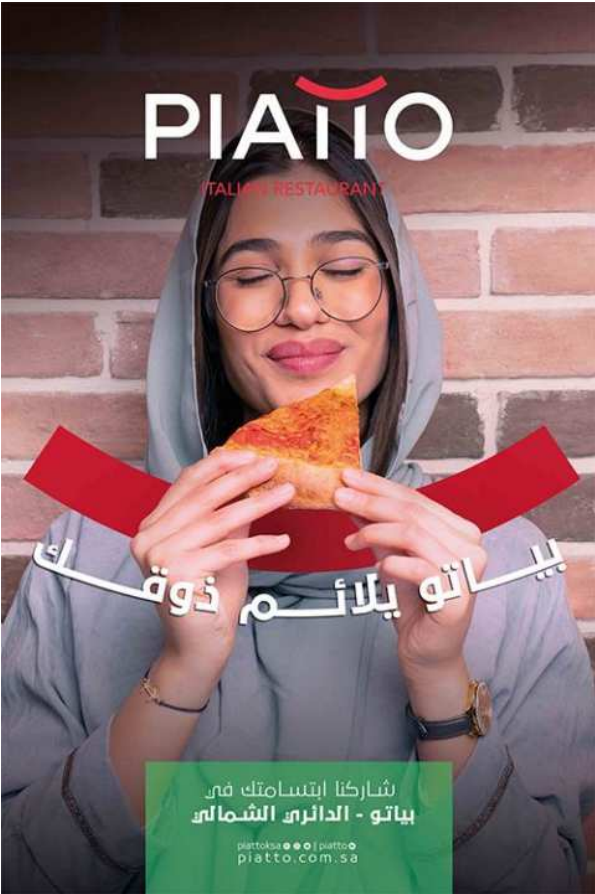
- Creative Concept
- Creative Key messages
- TVC Music Script
- TVC Production
- Visuals Photography
- Visuals Direction & Design
- Tacticals Designs
- Marketing Collaterals
- Social media Finalizing
- Outdoors Resizing

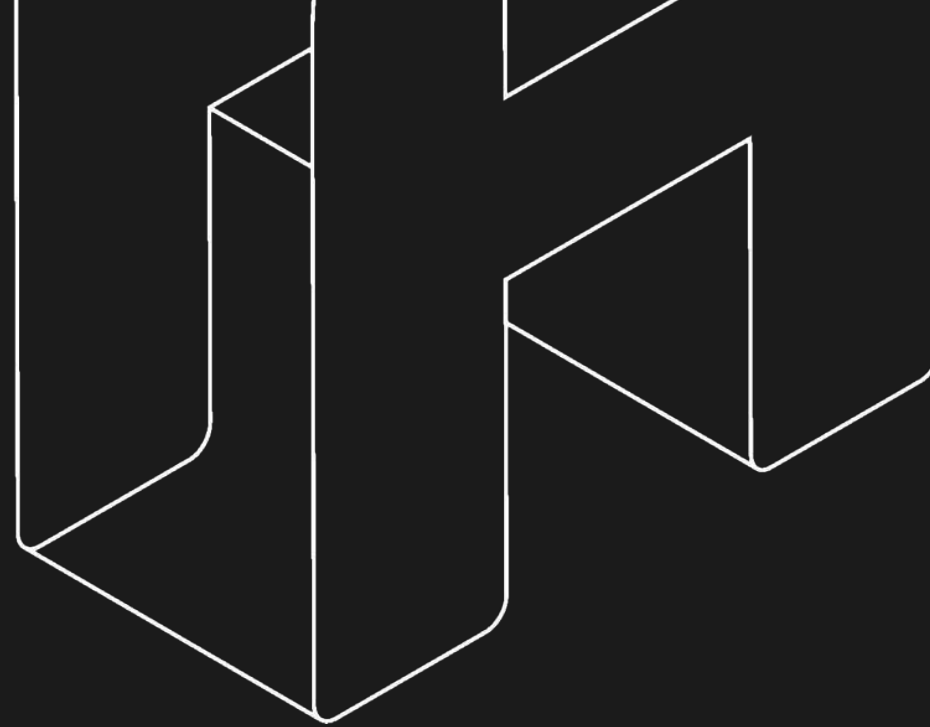
THE MISSION:

Sharing smiles has a ring just as sharing food; Piatto's new brand is all about the smile you share with others and food; taking a big launch for their creative campaign, we were able to utilize the smile effect to spread the brand awareness.

THE OUTCOME:

A smile can fit anywhere, and that's the message we aimed to spread, highlighting the best qualities about the brand and making them stand out whether its an event or an ad miking " a smile fits anywhere." a flexible concept





Branding



THE MISSION:
Finance is one of the most complicated fields in the world. Enter Etimad: a platform with one aim, to make the complex easy with paperless transactions to help the world grow faster. We were asked to create the name "Etimad" with many successful campaigns to follow.

THE OUTCOME:
Starting with the name, we built the communication to infuse the name estimated to the market, and to provide awareness for the targeted audience of a smooth transition for paperless finance.



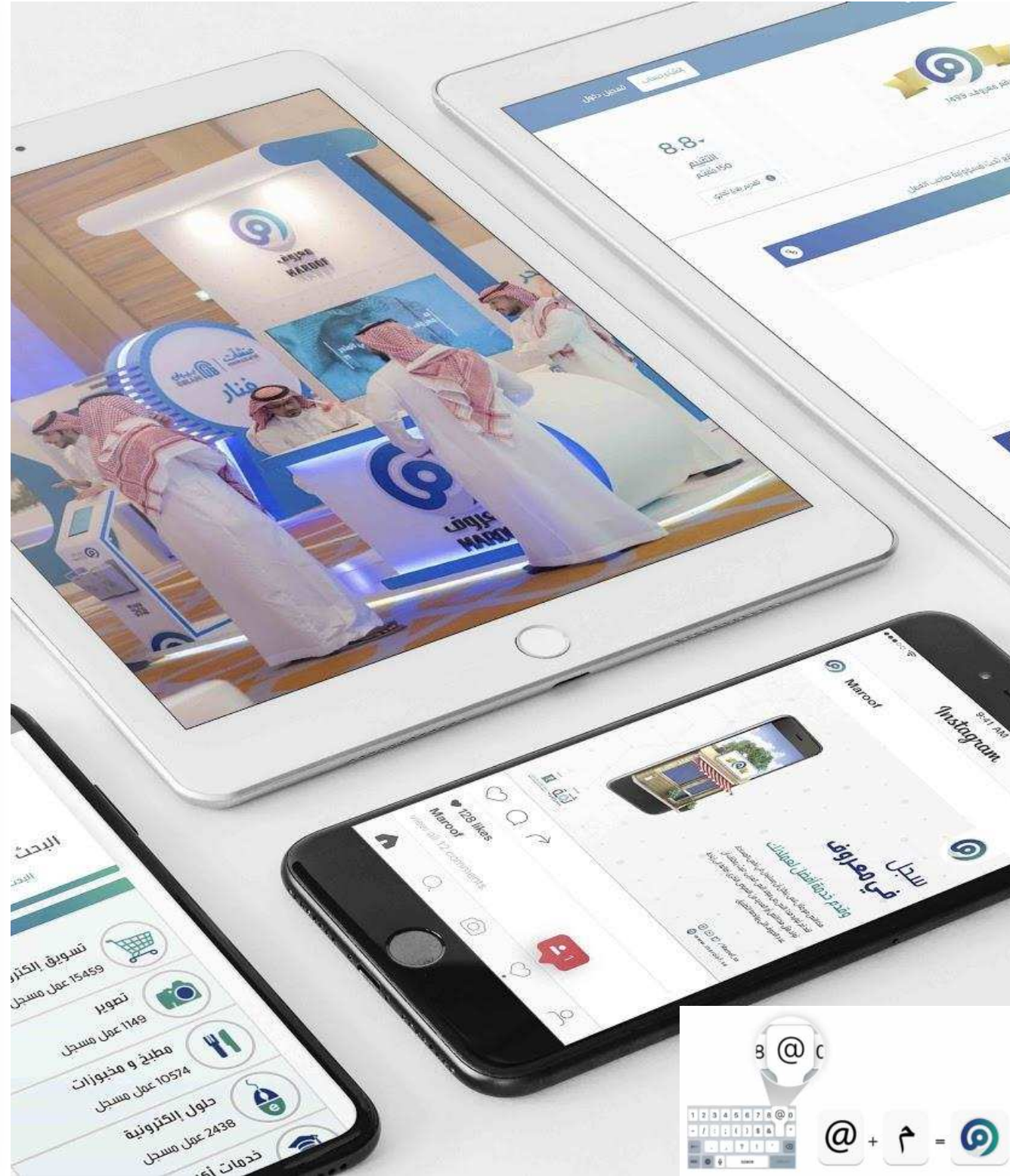


THE MISSION:

Trust is an important thing in the market, Maroof had the right idea to create trust between the seller and the customer, so the first thing we needed to do is to create a name to represent this trust with a full brand to support it "Maroof"

THE OUTCOME:

Taking inspiration from the universal symbol of "@", commonly associated with online platforms, we incorporated it into our design to highlight trust and transparency on online platforms. The choice of green and blue in the logo symbolize safety and trust, aligning with our intention to convey these qualities. Throughout our collaboration, we also worked to ensure a brand guideline to keep the brand identity consistent.





THE MISSION:
The high-performing company that desire to lead change through impactful business solutions, smart services, and data services. This is what THIQAH are known in the market; our mission was to build and elevate a creative communication brand to make the change they desired.

THE OUTCOME:
We designed the brand to effectively communicate THIQAH's unwavering commitment to innovation and providing cutting-edge technology solutions. Every aspect of the brand was carefully crafted to reflect these aspects of the brand, ensuring a cohesive and impactful representation.

THE IMPACT:
We worked with THIQAH for three years, and during this time, we were able to create a bigger impact and make THIQAH known in the market as a trusted partner led by young and innovative Saudi professionals that can create long-lasting value and achieve a positive impact.

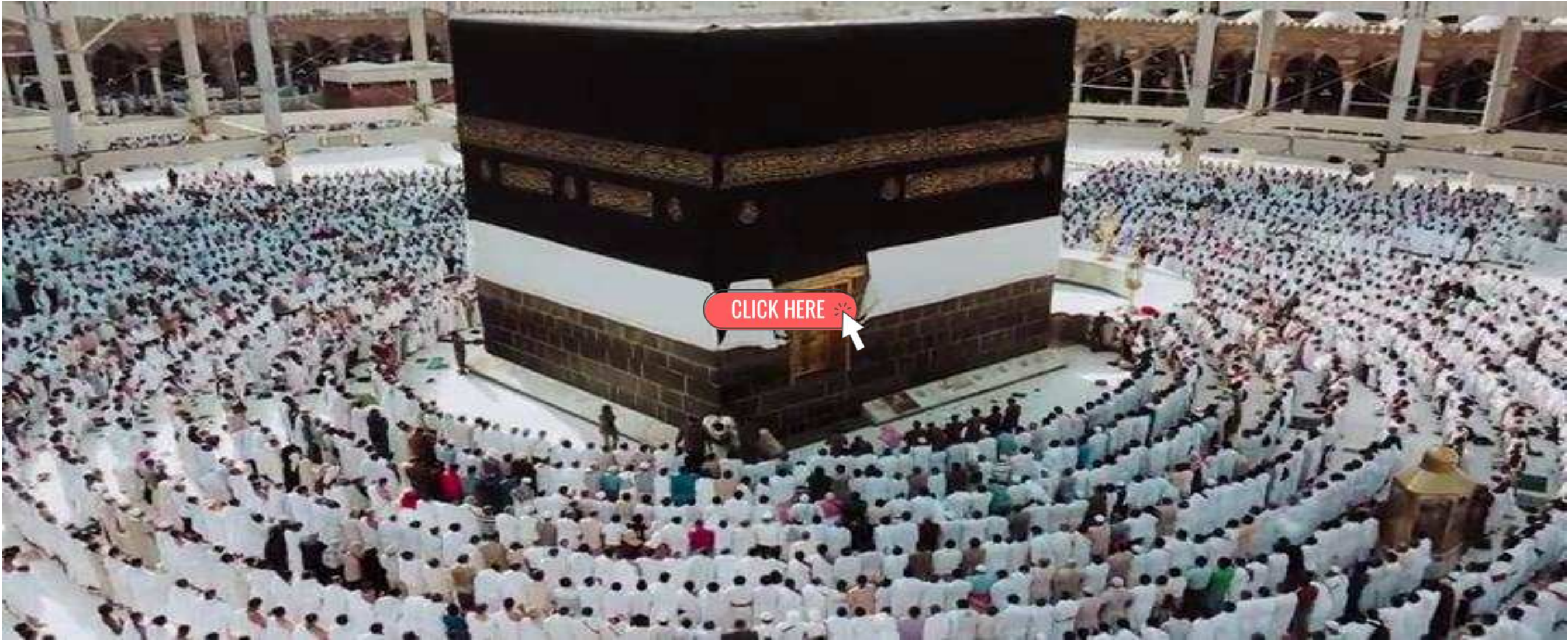




THE MISSION:
To develop a new marketing platform that aims to improve the public perception of the Muslim community and change the misconception that Islam is a religion of violence.

THE OUTCOME:
Kaaba has a familiar shape, so we took that in our favor, simple black and gold just like the real thing, it faces every corner in the world so we made sure it can give the same feeling to send the messages that are known for.

Taking inspiration from the shape of the Kaaba, we used its iconic image in our favor. Employing a simple color palette of black and gold, similar to the real structure, we looked to create a visual experience that allowed us to effectively convey the messages that align with the brand.



Saudi Olympic Training Center

Branding



THE MISSION:
SOTC is all about unveiling the new face of Saudi Olympic Training Center.
A chance to reach for more golds than anyone else, SOTC aims to create a new generation of athletes by training them and providing tools and different ways to reach new heights.

THE OUTCOME:
Starting with the name, we created SOTC to be simple and memorable. This also mirrors the style of mega sport institutions while keeping the essence of the Saudi culture.
The brand takes the main elements of our Saudi heritage and translates them to goals and strategy of SOTC.





THE MISSION:
With a forward-thinking mindset, Ma'aden was ready to elevate and enhance their branding, seeking seamless consistency across their sub-brands by aligning them with the new overarching identity.

THE OUTCOME:
we uplifted the brand to be more modern and clean, a flexible brand to fit all the sub-brands and make the brand governance much easier.

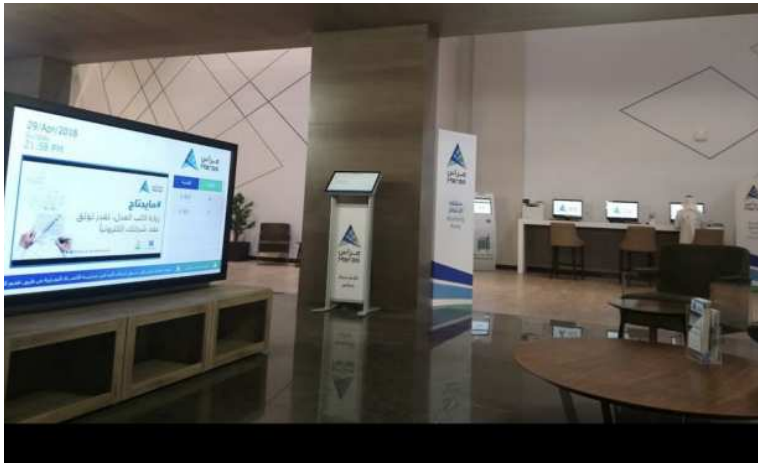
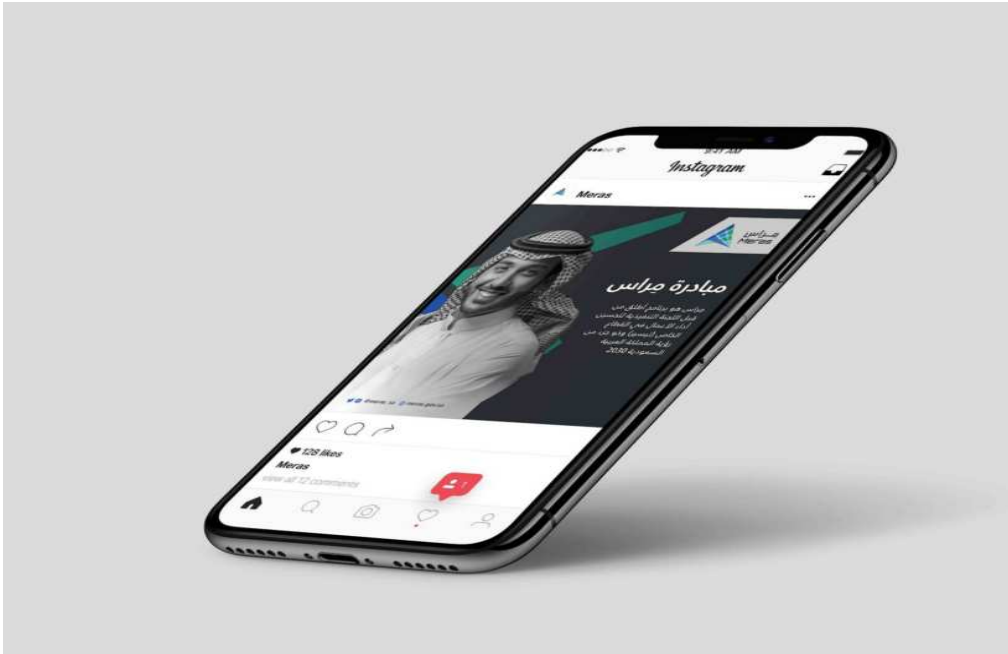
THE IMPACT
the unified branding helped Ma'aden to be more updated in terms of brand governance and easy on the eye as we made it more modern and flexible to communicate.





THE MISSION:
Meras is an E-Platform with a purpose to make a difference, by accelerating the business development wheel in our country taking it one step ahead in the world's top 20 economies.

THE OUTCOME:
Our solution revolved around supporting Meras to build this community through unique branding and an effective marketing strategy.





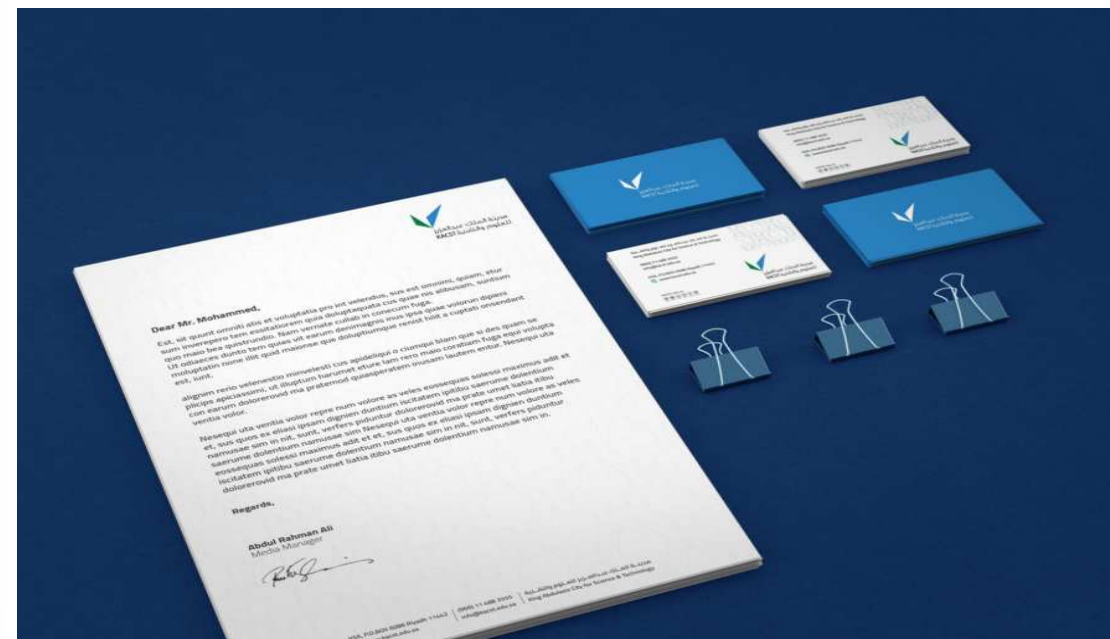
مدينة الملك عبدالعزيز
للعلم والتكنولوجيا KACST

THE MISSION:

King Abdulaziz City for Science and Technology (KACST) is a scientific government institution that supports and enhances scientific applied research. With state of the art facilities such as laboratories to libraries, KACST looks to further economic growth and national development in the country.

THE OUTCOME:

for KACST, we aimed bigger, it more than a city for science and technology, we believe in the effect of KACST and changed the perception of the traditional to something appealing and attractive. KACST is now considered a trusted place for knowledge and for those who want to learn more, achieve, and make use of the resources they have in a creative and fun way.





THE MISSION:
CFK is one of the FRESHEST restaurants in Saudi. With a strong path to make everything about them fresh, they needed to boost the brand up by doing a facelift that reflects the essence of the original logo and make it modern and more relatable to the market.

THE OUTCOME:
We needed to simplify the brand’s logo into a satisfying fresh appearance to reflect their value as a brand. The key is in the details that we delivered in the guideline; we created a communication visionary guideline to help sustain the feel of the brand in and outside the restaurant.





THE MISSION:
Alfacó came to us with a brand new virtual restaurant that reflects the southern feel of American BBQ; uncle Moe came from the American culture and brought to Saudi Arabia; our mission was to build a story formed around a reliable brand to communicate to the Saudi culture.

THE OUTCOME:
Shaping brands can be challenging, this challenge we had the vision to set the tone for a strong logo with a clever communication what they need; our content strategy focused on making sure the Saudi culture can understand what does BBQ yards really means through uncle Moe.

THE IMPACT
A star in southern food is traveling to Saudi, and we needed to make just the right impact. The brand speaks to our target audience and shifts the language of modern advertising of clear and home tonality.



Steak House Burgers

Branding

STEAK
HOUSE
BURGERS

THE MISSION:
Steak House is one of the most known brands in Saudi Arabia, and recently they created a sub-brand for a burger Steak House. Yet this decision was followed by an interesting approach with the virtual world we live in today, and being on the web, it's a rule of thumb to stand out with a killer brand.

THE OUTCOME:
Spreading the message of a new burger place is not new, yet we had to be extra creative when it comes to showcasing an exciting brand; we know SHB uses a signature blend of premium beef, so we played on these elements to create a fun brand that stand out to get the attention of all beef lovers.





THE MISSION:

ALMWATHIQ is a platform that allows individuals, institutions and companies to issue legal documents, company contracts, as well as real estate documents at any time, during working hours and non-working hours, through Ministry of Justice-licensed ALMWATHIQ agents located throughout the Kingdom.

THE OUTCOME:

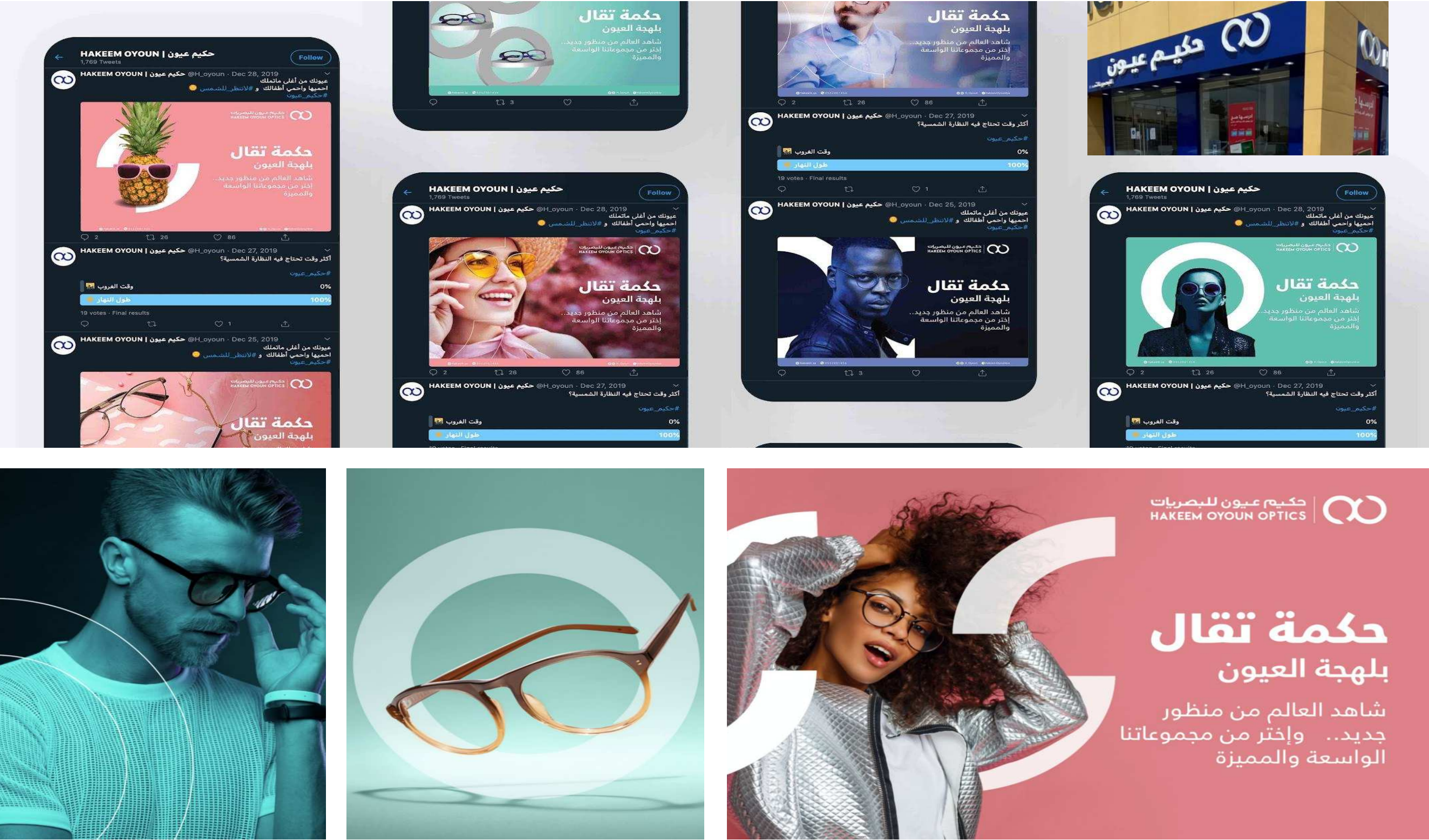
Our work resolved in making the brand formal yet conveys with trust, a key element of that was the shape of the brand, inspired by a stamp of approval gave us the bush we need to make it governmental yet unique.





THE MISSION:
In assessing the current market landscape, its apparent how competitive it has become. As one of the pioneering Saudi eyewear brands, Hakeem Oyoun recognized that and wanted to elevate their offerings to establish a distinct and compelling brand identity that not only encapsulates their unique take but also sets them apart from others.

THE OUTCOME:
With Hakeem Oyoun, we wanted to tell a story. People trust the experts, and that was one of the key factors in building the brand; people see the brand as the best guide for the eyewear.





THE MISSION:

Quality is the most important aspect, Saber's main goal is to make sure the products match the quality, which means we needed to provide a high-quality brand along with quality campaigns to meet the goal.

THE OUTCOME:

with product checking we have a path and we focused on the idea of the forced path as an inspiration for our logo and brand, each color represent an aspect of SABER to make it visible to the audience.

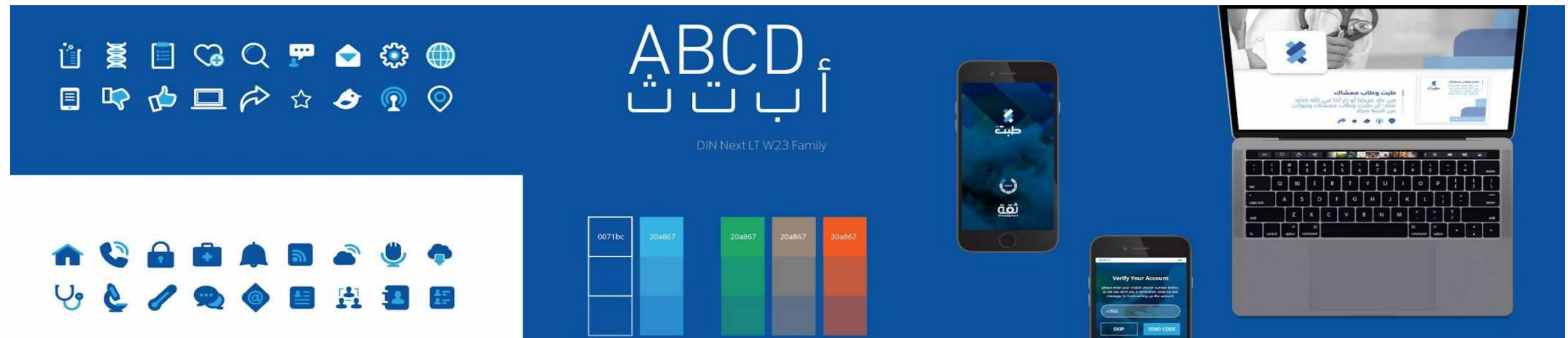


**THE MISSION:**

Dealing with illness is an lonely journey that can significantly impact one's well-being. Amidst these challenging times, individuals undergoing treatment for serious illnesses such as cancer often feel a sense of isolation in the presence of those who are healthy. Therefore, the question arises: how can we foster connections with others who truly comprehend the unique struggles and experiences that come with these afflictions?

THE OUTCOME:

With the branding, we went for soothing colors and a calm look and feel that showcases what this app is all about: connecting those who understand you and understand what you are going through because they went through the same thing, a platform to raise health awareness that your mindset is as important as your treatment.



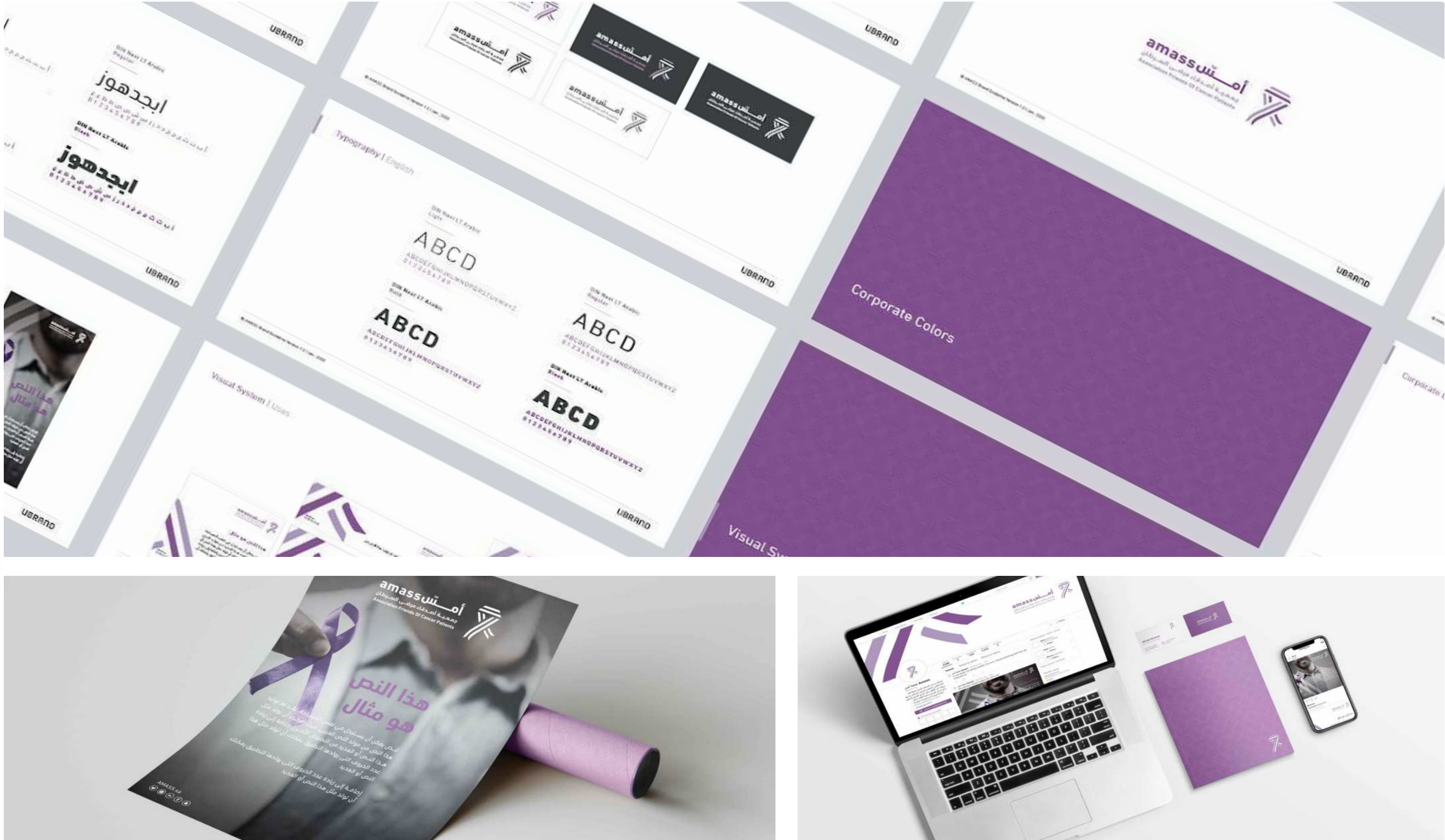
amassأمس

جمعية أصدقاء مرضى السرطان

Association Friends Of Cancer Patients

THE MISSION:
Cancer is a very touching subject in the world and AMASS is always here to support them, we had to put our creative thinking to come up with a brand that celebrates their passion to help.

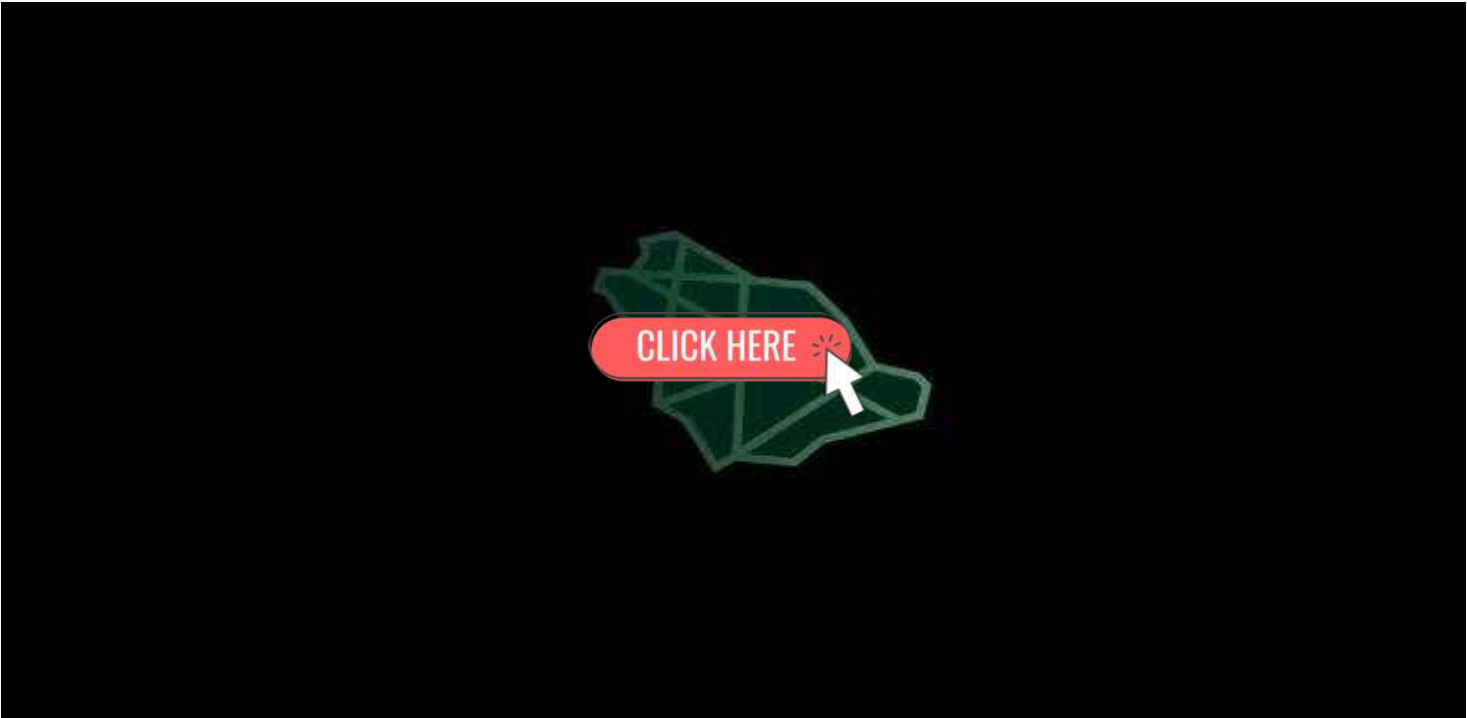
THE OUTCOME:
with this brand, we focused on the branding aspect and how it will appeal among others, enhancing the colors and how to communicate the brand was the top of our priority, because with such a noble brand it's always how you communicate it to reach for a bigger impact.





THE MISSION:
Saudi Arabia is moving forward as one of the major countries in the world, a celebrated country meets high-quality brand to showcase the drive and the many aspects of each city.

THE OUTCOME:
For Saudi Arabia, connectivity and awareness were key in our work. We created a simple element to capture the true essence of our culture; we are all connected.



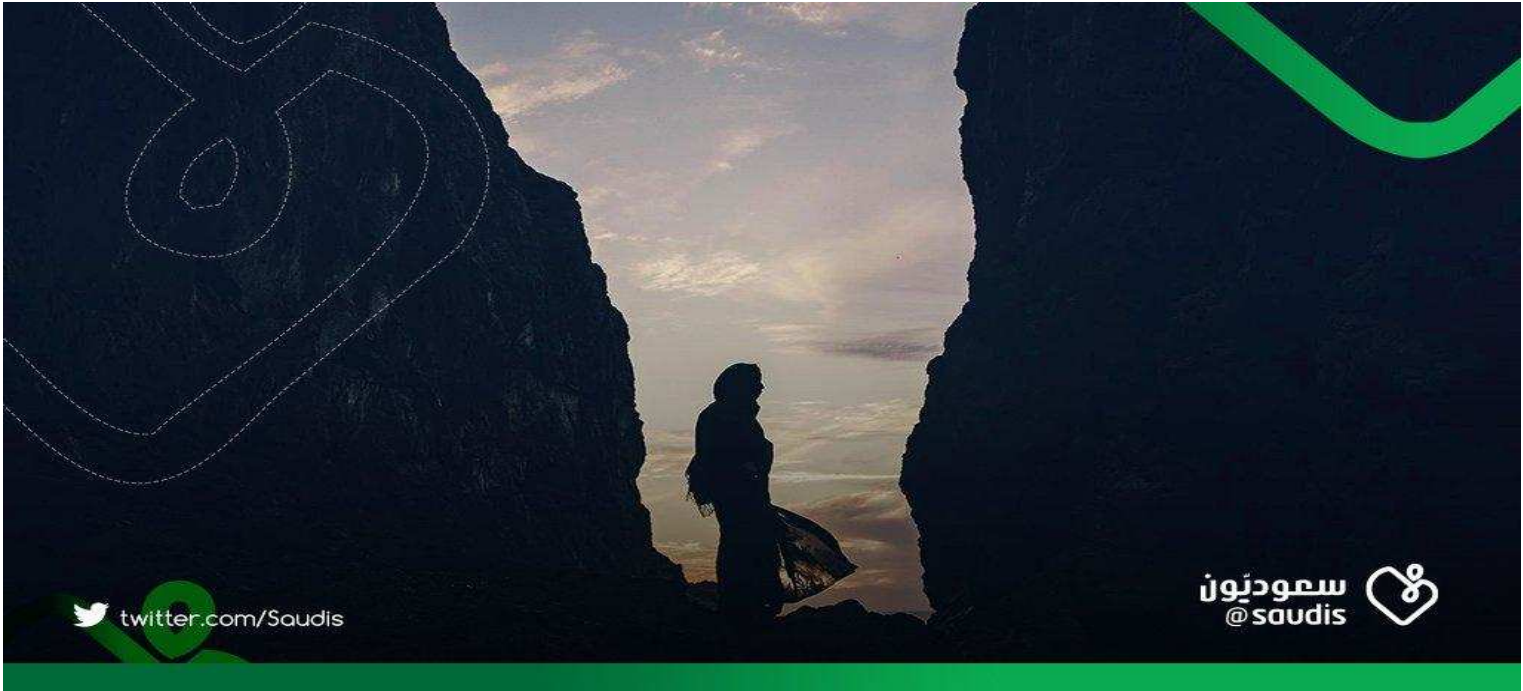


THE MISSION:
Saudi Arabia is connecting to the world every day, and connecting with peace and love. One of the channels is Saudis, a platform from Saudi to the world.

To craft a meaningful brand, you need to fully understand the people, space, and traditions, and we had that covered.

The main challenge was to make sure we cover Saudi with a full perspective.

THE OUTCOME:
The main shape of the logo came from the key messages we aimed for Saudis to spread: LOVE. We took the Saudi map and shaped it into a love symbol to help raise the awareness and emotions of what we aimed deliver.





الهيئة السعودية للملكية الفكرية
Saudi Authority for Intellectual Property

THE MISSION:
Have you ever had a significant idea that you wanted to share with the world? SIAP was established to bring your idea to life and protect your rights when you launch it. That's why we worked to develop an attractive branding strategy to assist in achieving this goal.

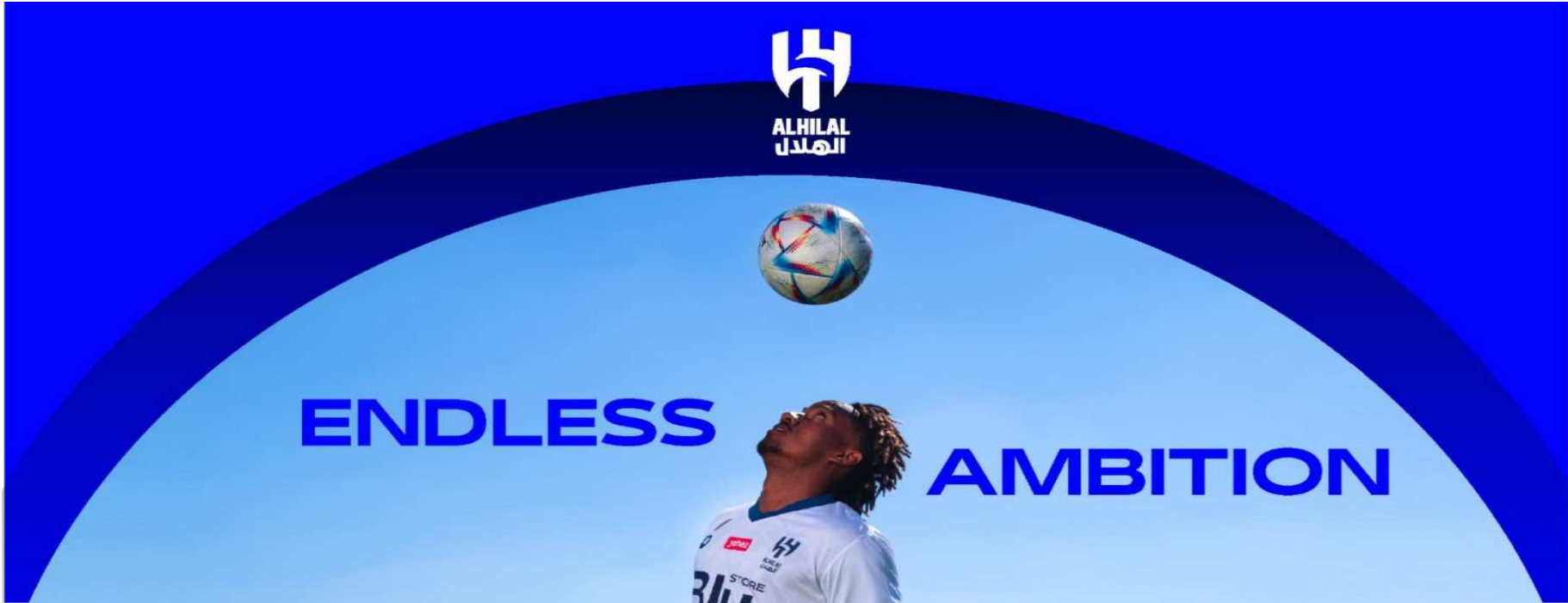
THE OUTCOME:
When a brand emerges, it is customary for it to be trademarked to ensure exclusivity and security. Similarly, our brand here embodies this concept, aiming to convey every idea and instill feelings of trust, safety, and creativity in people.





THE MISSION:
Following the rebranding process, it becomes crucial to establish cohesive identities for each of AlHilal's sub-brands in order to maintain a strong brand identity. This is what we aimed to reach when developing a set of guidelines for all nine sub-brands within AlHilal. Our goal was to maintain consistency with the primary AlHilal logo, while also granting each sub-brand a distinct and individual identity.

THE OUTCOME:
By following the main logo guidelines of AlHilal, we were able to maintain consistency while also providing each sub-brand with a distinct and recognizable identity. This approach allowed us to develop branding for all nine sub-brands, including a logo design, branding colors, creative concept, communication tonality, and a comprehensive guideline. we were delighted to incorporate the primary colors of AlHilal, as it not only enhanced the connection with fans but also fostered brand loyalty.





THE MISSION:
Thiqah works to provide their partners with smart solutions and business services. They also have sub-brands that Thiqah was looking to establish overall cohesion with the main brand while also providing a distinctive identity for each sub-brand:

- E-Mazad
- Tebt
- AHAD
- Wathq
- Nasher
- Nasher Plus

THE OUTCOME:
Our effective branding method allowed us to create a comprehensive strategy for Thiqah's sub-brands, with unique identities that still match the main brand. By using the main brand, we reinforced Thiqah's established image and built on their strong identity.





THE MISSION:
The primary objective for Kaden was to maintain a strong brand identity while providing each sub-brand with a distinct identity that distinguishes it from the others. We poured our efforts into developing a set of guidelines to achieve this vision.

THE OUTCOME:
With our well-established approach to branding, we successfully crafted a comprehensive branding strategy for all three sub-brands of Kaden, each with its own distinct identity. However, ensured that all sub-brands remained cohesive with one another and with the main brand. We developed new logos, branding colors, engaging creative concept, and established a communication tonality. By utilizing Kaden's main brand as a foundation, we were able to create a visually consistent identity that further reinforced the brand's image and strong identity.



شركة ريمات
الرياض للتنمية
Remat Al-Riyadh

THE MISSION:
REMAT Al-Riyadh is a company owned by the Riyadh Municipality that serves as an investment entity and facilitates private sector involvement in the municipal sector in the Riyadh Region. Their objective is to become a leading global company in municipal service investments. And with our help, they looked to elevate their branding.

THE OUTCOME:
We drew inspiration from a prominent element in the logo design: the oval shape. However, we gave it a unique style to represent more intricate details. The fluidity of the writing in the signature was captured, utilizing the lines and curves. By combining the inward and outward flow, we created dynamic and flexible movement, resulting in a vibrant and distinctive identity.





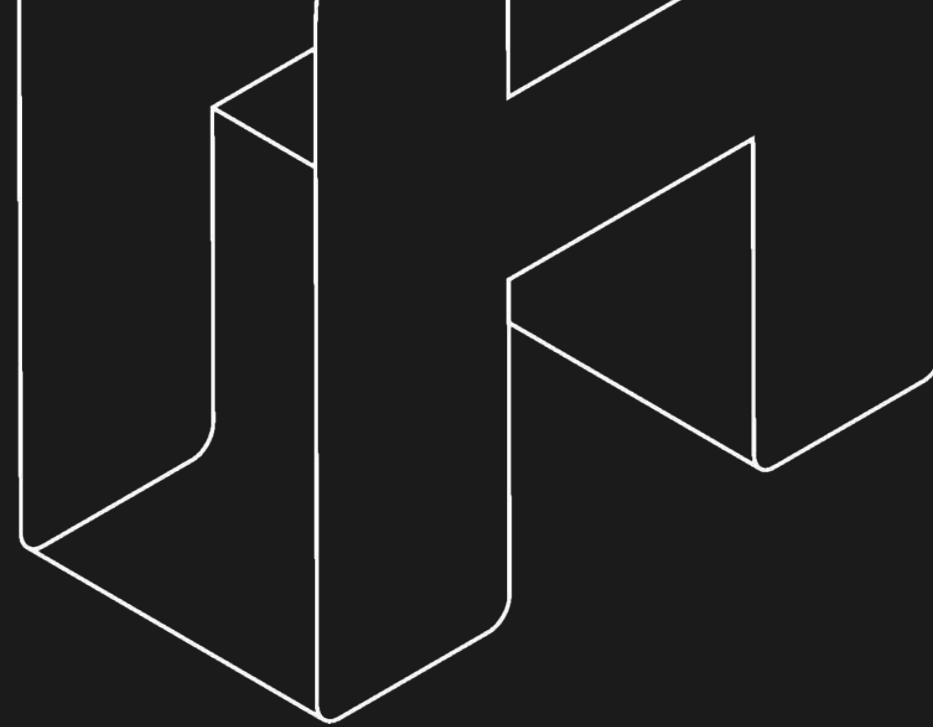
THE MISSION:

neotek is a Fintech company that specializes in offering an Open Banking platform and services through a universal API. Their goal is to empower the financial ecosystem with inclusive services, allowing them to concentrate on customer-centric offerings. To align their mission and vision with their target audience, neotek required a brand strategy and logo guideline.

THE OUTCOME:

We designed a logo to symbolize ongoing innovation, leadership, and security. Additionally, a comprehensive brand strategy was developed for neotek, aligning with its personality, communication style, and defining its brand attributes to be reflected in the brand guideline.





Events and Experience



THE MISSION

SAQR AL JAZERA museum is always looking to celebrate Saudi National Day by doing something different and to attract more visitors.

THE OUTCOME

We worked hard to reimagine the historical messages in a way that resonates with a broader audience. We also looked to incorporate an artistic flair that would capture attention and leave a lasting impression on visitors.



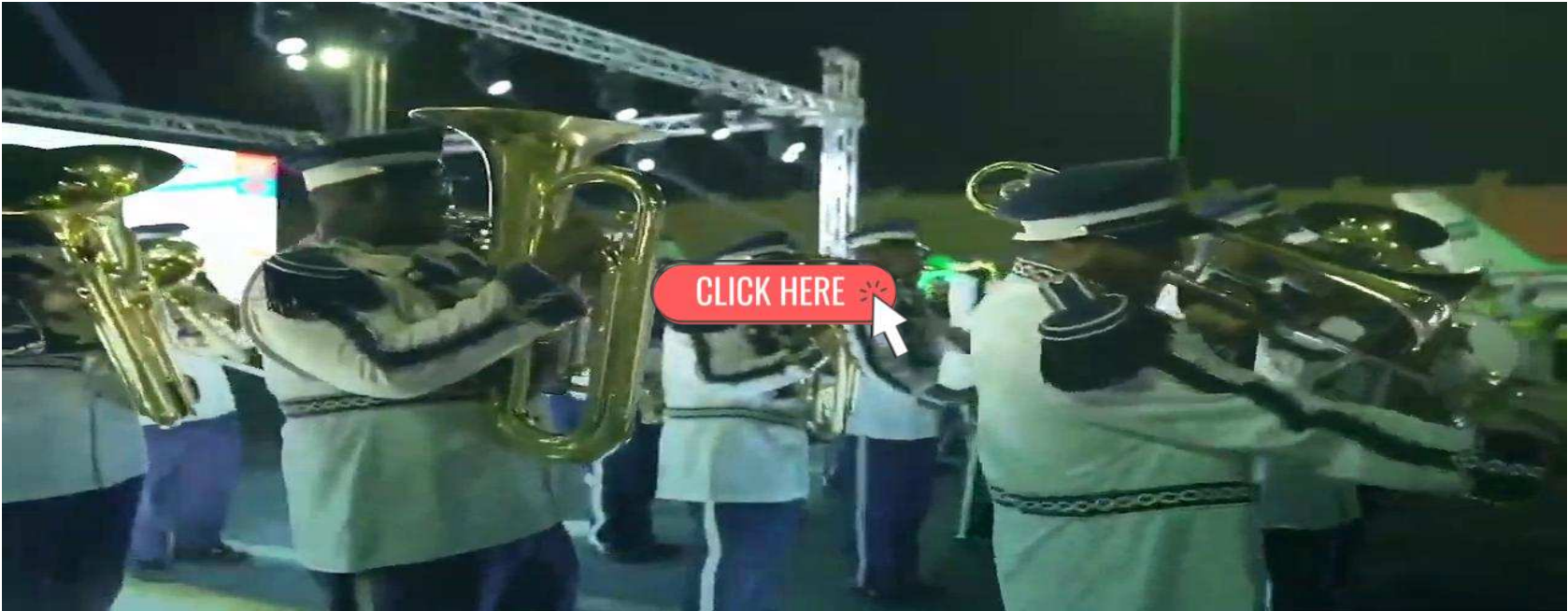


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THE MISSION

Driven by a powerful vision to inspire a passion for aviation, His Royal Highness Prince Sultan bin Salman Al Saud made a commitment to curate the finest stories and experiences, empowering young Saudis to embark on their own soaring journeys. Leveraging our expertise in brand storytelling, we elevated the initiative to new heights.

THE OUTCOME

With an innovative approach to storytelling, we breathed new life into Hangar Talks, an initiative envisioned by Royal Highness Prince Sultan bin Salman Al Saud to ignite the aviation passion among the Saudi youth. Through a seamless fusion of captivating narratives and artistic direction, we invited people from all corners of the world to witness remarkable moments, including the record-breaking flight of Joe Clark from Florida to Riyadh in a non-stop journey of just 13 hours and 46 minutes.

Our creation of a compelling identity for Hangar Talks, in partnership with the Saudi Space Commission, paid homage to the rich history of aviation and space achievements, while paving the way for young Saudis to embark on their own inspiring airborne adventures.



Thank you

UBRAND

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2022