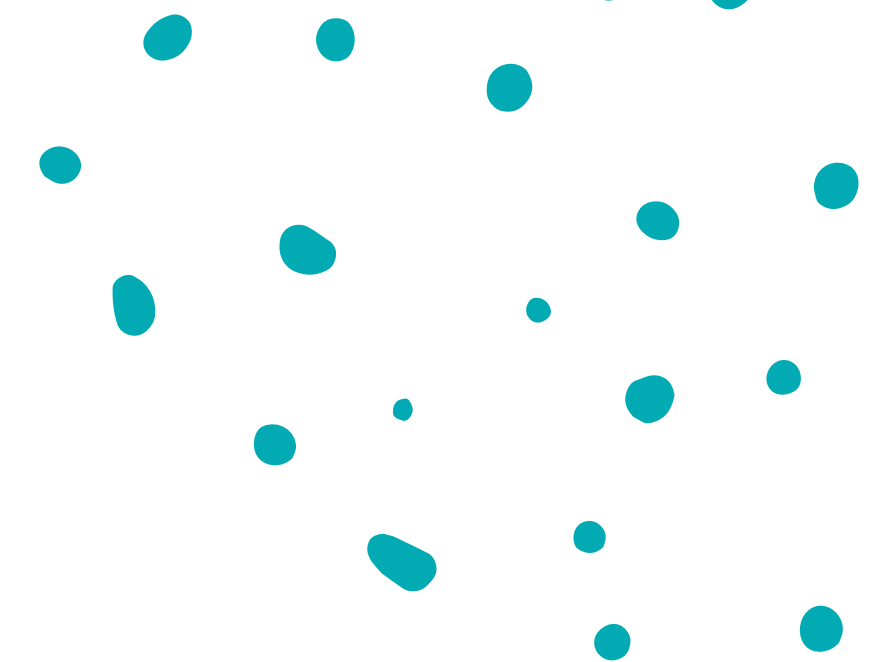




dozan creative
brand
communications

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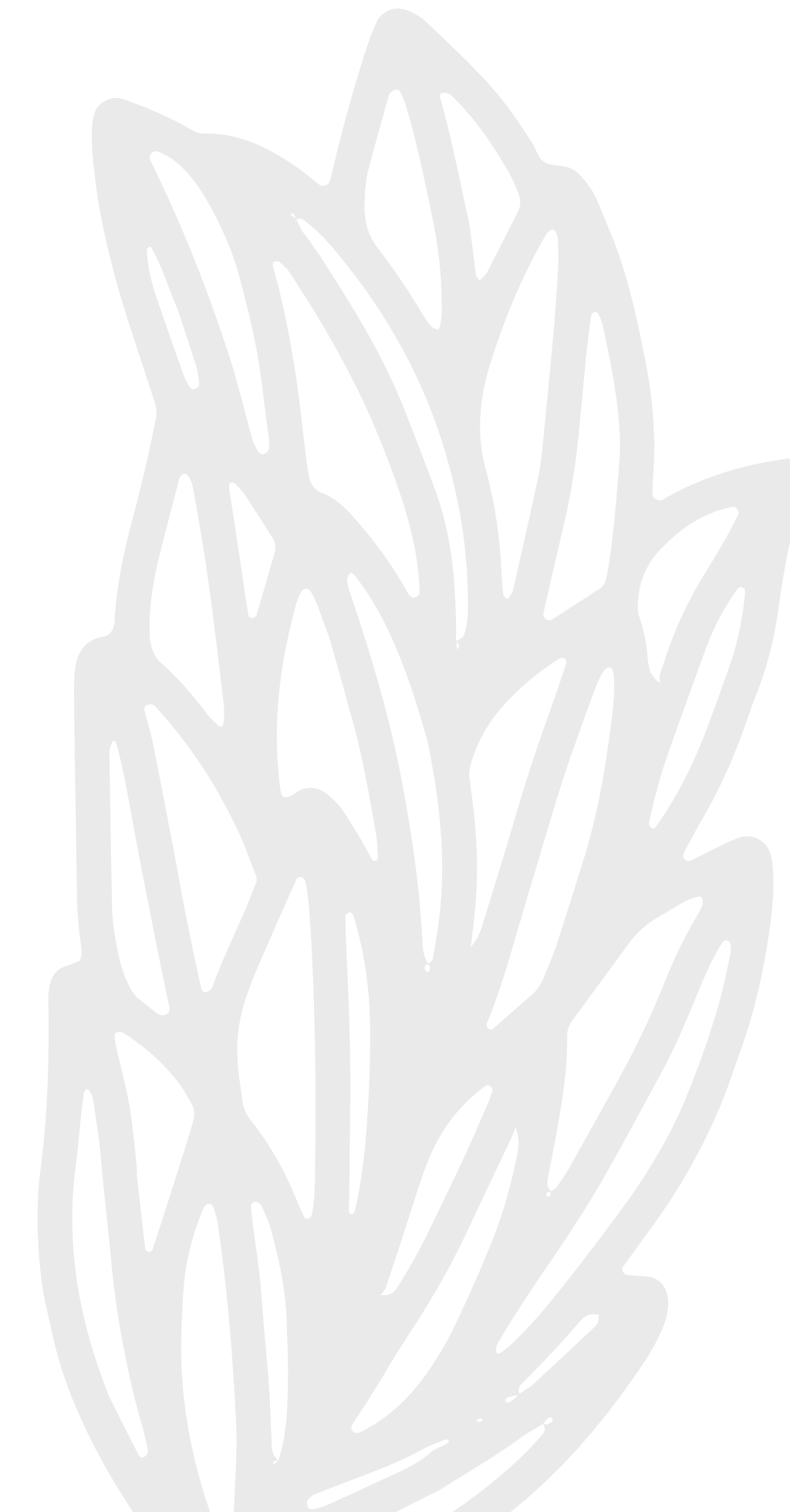
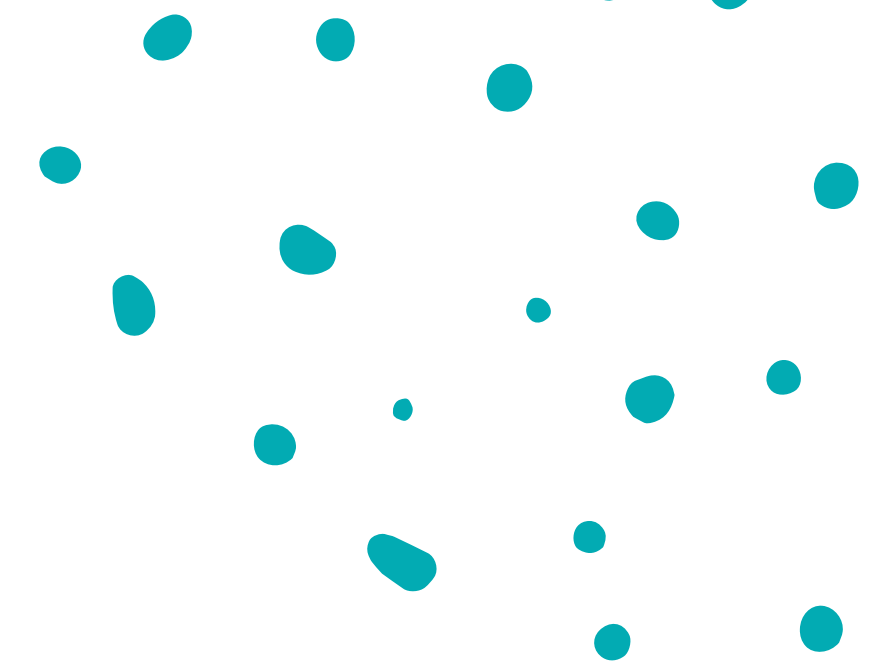
about ,dozan

Our creative support and fast turnarounds will ensure you find space for bigger possibilities.

Dozan understands that many ambitious businesses are overwhelmed by their creative demands and find themselves losing sight of their core vision. This slows growth, harms partnerships and leaves teams uninspired.

Partnering with Dozan means you'll experience our full support, clear creative direction and fast turnarounds.

We're a group of thinkers, designers, writers and problem solvers who take product and marketing ideas from zero to one and beyond. What makes us different is our experience in the ad space, results-driven approach and uncompromising creative process.



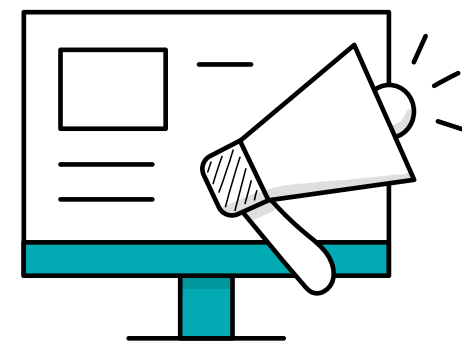
solutions

We help brands connect with their core values and build them towards bigger possibilities.



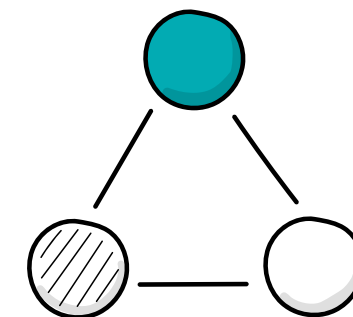
Creative Consultancy

We help brands connect with their core values and build them towards bigger possibilities. As a creative agency that believes in transparency, slick creative and elevating the stories that matter, we will build you an effective strategy, optimise your impact and make it seem easy.



Digital Marketing Strategy

We make great digital in all its forms: websites, emails, socials, producing banner ads, videos and even animation. Dozan will optimize your impact and support every step with valuable and relevant research.



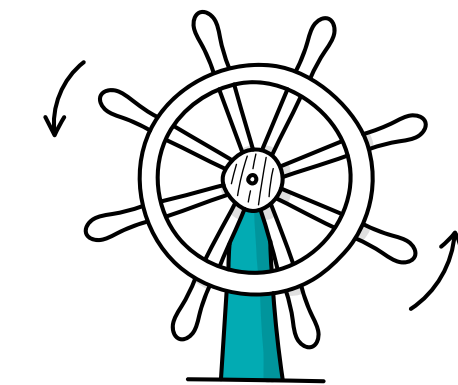
End-to-End Campaign Management

We are a full service creative agency, meaning we can handle all the necessary elements of your campaign requirements. We pride ourselves on our agility and multi-tasking abilities, we like to make it all seem easy.



Full Service Design Support

We will create bold and creative visual communications whether it is an online ad, website development or for a presentation or event. Even if you're unsure what services you need, we are here to help you start.



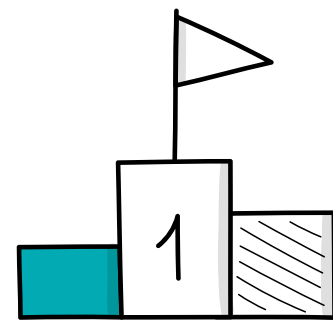
Project Management

We know that client requirements change throughout a project and that while a business grows and changes so does its needs. Our approach to dedicated project management is based on being adaptable and amenable.

services

We can manage all your marketing and communication needs

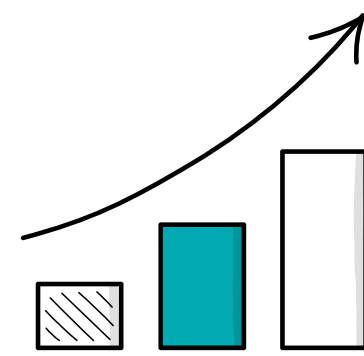
From logo design and branding to creating stunning printed assets, concepting digital campaigns and building striking website designs, we offer a full and varied range of impactful creative services. We have the energy of an in-house team and can supply everything you could need to achieve effective, striking marketing campaigns.



Logo Design & Branding

Incorporating your entire brand identity into a logo, set of colors and one style can be an overwhelming ask. We are here to help you build your original identity or reposition your existing brand in a way that satisfies both your audience and your business needs.

- Brand strategy
- Logo Design
- Sonic branding
- Brand Architecture and Guidelines
- Brand Collateral

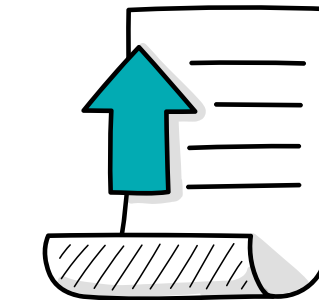


Marketing

We believe in committing to your brand narrative.

Dozan's approach to marketing incorporates your social, email strategy and content to build a presence that tackles each one of your distinctive business aims.

- Strategy
- Content
- Email
- Social Media



Content and Copy

We understand the huge importance of your brand's tone of voice and messaging, and building that across different channels and sometimes different global locations. From multilingual content creation and video scripts to campaign Localisation and editing, we know we can help you create fluent and valuable content.

- Multi-lingual content creation
- Translation
- Campaign Localisation
- Copy Editing

services

We can manage all your marketing and communication needs

From logo design and branding to creating stunning printed assets, conceptualizing digital campaigns and building striking website designs, we offer a full and varied range of impactful creative services. We have the energy of an in-house team and can supply everything you could need to achieve effective, striking marketing campaigns.



Web & Digital Design

Digital design is at the heart of our offering.

From user experience, website design and social posts to infographics and presentation decks, we are well versed in translating your unique narratives to effective online marketing campaigns.

- Web / UX
- Digital Branding
- Infographics
- Social Posts

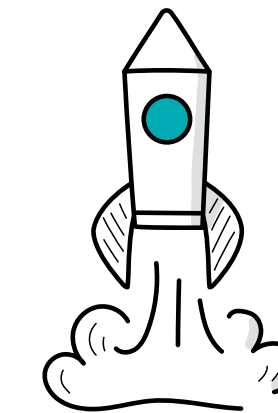


Print Design

We create stunning print communications that aim to convey your business message and achieve your specific project goals.

We understand the importance of dynamic and professional print assets which is why we commit our design focus to the entire experience, from selecting paper to delivering the perfect finish.

- Printed Ads
- Annual Reports
- Packaging



Video

Film is an incredible way of conveying an important moment or message and we can easily guide you from conceptualizing initial storyboards to booking your final voice overs. We are happy to create bespoke animations and motion graphics and bring needed movement into your business persona.

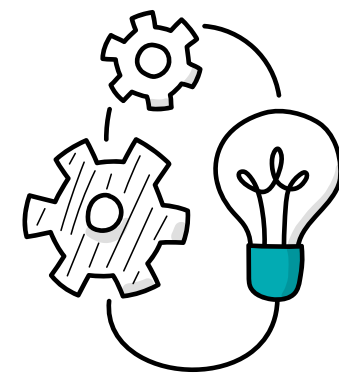
- Filming
- Video Editing / Post-production
- Motion Graphics
- Animation

our approach



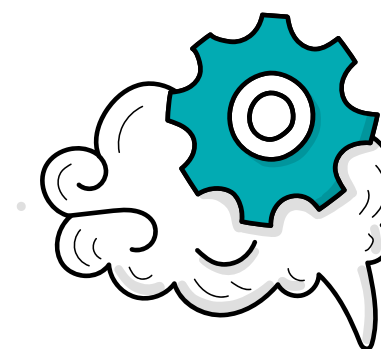
We connect

We believe communication is a powerful tool and we highly value connection across all areas of our work. This means that we communicate well internally, that we are honest, transparent and efficient with our clients and we will always aim to create lasting, inspiring partnerships.



We adapt

We accept that client requirements can often change, that no day is the same and that we too as a business are growing and changing. The key to our dedicated approach is the ability to constantly adapt and always remaining agile in both our approach to projects and how we work with each other.



We Create

At our most simplistic level we are a creative business, but we also are creative in our approach to problem solving and creating an energetic working environment. Creativity should be instilled in everything we take on as a team and as partners.

our process



Research and planning

We begin by questioning everything.

We want to know you, the brand and your objectives.

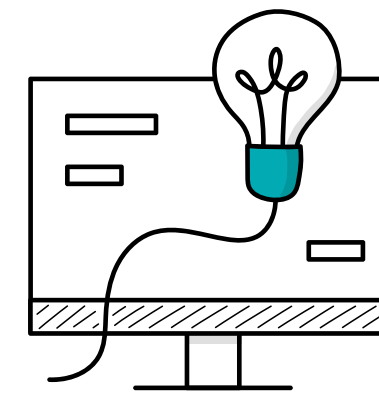
We research your target audience and your competitors to ensure we create a strategy that directly matches your needs.



Development

We then start to address your design needs by developing key initial ideas and creative concepts.

We will build on these concepts until they evolve and into the succinct and impactful designs you'll end up with.



Implementation

The next stage is all about strategy.

We add textual and visual details to the designs, making every element work for your brand story.

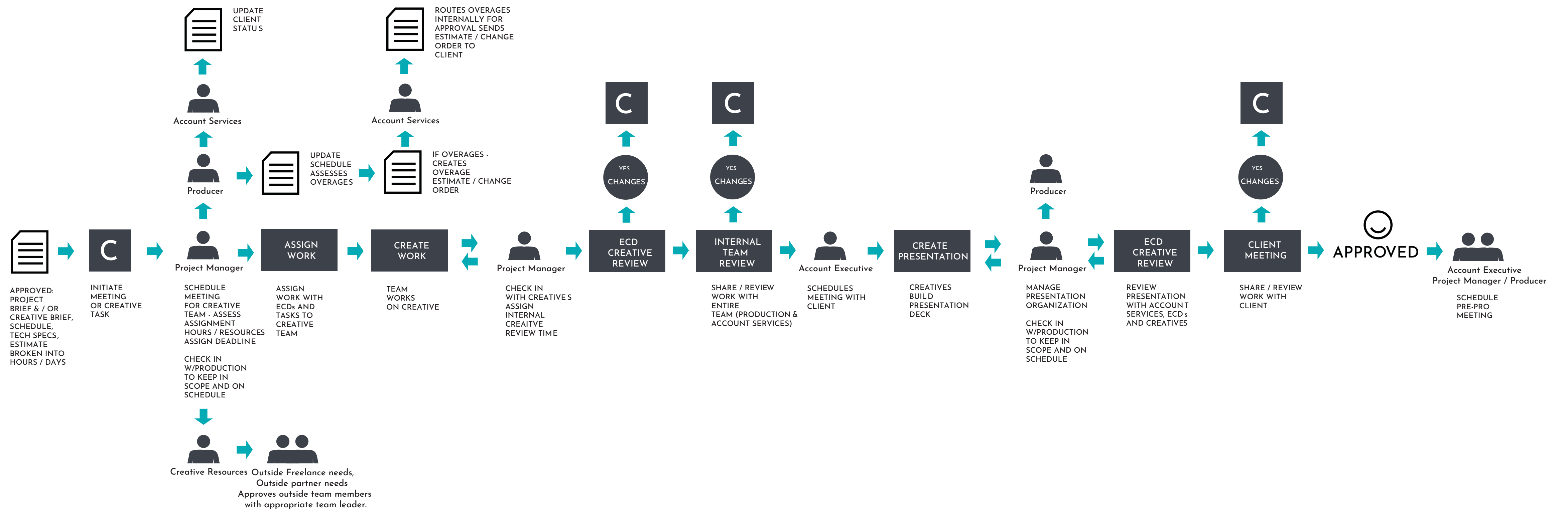


Finalisation

Finally we have a complete design that ticks every box.

With our methodical approach the creative process becomes hassle free, so you can focus on the things that matter the most to your business.

our creative process



CREATIVE PROCESS

our clients

These Brands Think We're Awesome

Some of the brands we've worked with.. both big and small



our experiences



Ministry of Culture *Publishers Conference*

Project: Dozan Team was the responsible of media coverage for publishing conference, which included Social media content, videos, and press articles. Through organized workflow using the best practices of media coverage to balance between time and publishing of content.

Scope: Social media content, Video production, coverage, publishing, PR.



Ministry of Culture *Riyadh International Book Fair*

Project: Dozan has taken the leadership role in media coverage for the cultural programme, including social media creative content, advertising campaign, strategic plan for communication and preparing the most frequently asked questions and comments through monitoring reports with the aid of effective technical tools to ensure the best and most accurate information.

Scope: Social media content, Creative Campaign, Communications plan, copywriting, social media listening.



Flyin *SEO Contents Management*

Project: Through unique writing, Dozan has provided Fly in website with 45 essays in the field of airlines and tourism, using specific words that are relevant to SEO to raise the traffic for the website to the first looking pages.

Scope: Social media content, SEO, promotional contents, copywriting, website contents.

our experiences



Tania Water Company

Brand Awareness Campaign

Project: Brand awareness campaigns (ATL) and specific targeted ones (BTL) have launched which eventually achieved its goals. Products description have been written to fit SEO. Moreover, providing continued customers service and social media management, by using conversational AI platforms.

Scope: Social media content, Video production, Full fledge campaign, PR, SEO, Community management.



Meshkati Company

Retainer

Project: Revamping the brand and providing detailed branding strategy, through deep searching about the lighting industry. Advertising campaigns were executed with insightful messages and have been supported with social media management . In addition, PR is strongly involved with our work, we have launched an IPO campaign and managed the brand appearance in the events.

Scope: Full advertising services, Social media content, Creative Campaign, Communications plan, copywriting, social media listening.



General authority for statistics

Digital campaigns

Project: Providing website content and translation from Arabic to English and vice versa, with ingenuity and eloquence, catching the tone of voice of government institutions. Digital campaigns were launched all over Saudi Arabia during the census, reaching millions of people.

Scope: SEO, promotional contents, copywriting, website contents, translation. digital campaign.

key team members

Talent wins games, but teamwork and intelligence win championships!



Khalid Alrasheed
Managing Director

Communication and branding expert which contributed in the directing of brands and easing the way of them to be heard and seen. Started to establish “Dozan” branding, communication and creative agency, to combine between art and knowledge . The art of creativity and the knowledge of marketing. Leading teams with harmonious rhythm to ensure well balanced melody.



Khalid Albarq
Creative Director

High achieving and outcome-driven leader with a comprehensive skill set spanning graphic design, creative art direction, branding & communications, and advertising. Progressive, high-energy individual with remarkable technical abilities and business performance influence through twelve years of experience in advertising in the Saudi market. Proven ability to apply social media, SEO, and cultural insights to create meaningful stories to large Saudi brands.



Ali Alnamlah
Business Development Director

Results oriented leader who focuses on finding solutions and developing services.

Self starting person to attain new opportunities, which resulted in experiencing different responsibilities starting from industrial engineering, production engineer, logistic and supply chain engineer and eventually business development director.



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