



Strategic  
Memorable  
Hyper-personalized

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# COMPANY PROFILE

2026

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ART MEETS  
EXPERIENCE



WE ARE

# THE ARCHITECTS OF AGILE EXPERIENCES

## Engineering Intelligent Storytelling

AI-driven narratives that go beyond words, creating interactive, data-powered brand experiences. Every story is designed for engagement, optimized for impact, and built to connect across digital, social, and real-world platforms.

01

## Presenting Your Identity Through Tech

Showcasing your culture, heritage, and vision using cutting-edge digital innovation. From immersive storytelling to AI-powered content, we blend tradition with future tech to create impactful, globally relevant brand experiences.

02

## Crafting Seamless Brand Experiences

Blending digital, physical, and immersive interactions to create frictionless user journeys. Whether through smart platforms, hyper-personalized campaigns, or interactive media, every touchpoint is designed for maximum engagement, efficiency, and brand growth.

03



# OUR SERVICES

## ENGINEERING INTELLIGENT STORYTELLING

 Content Creation & Strategy

 Brand Research & Audience Profiling

 Interactive Media & Storytelling

 Branding & Creative Design

 Motion Graphics & Video Production

 AI-Powered Media Production

## PRESENTING YOUR IDENTITY THROUGH TECH

 AR/VR Experiences

 Heritage & Tourism Digital Content

 Games & Digital Experiences

 PR & Media

 Smart Exhibition & Event Technologies

 Immersive Brand Activations

 Pop-ups & Experiential Marketing

 Corporate & Mega Events

## CRAFTING SEAMLESS BRAND EXPERIENCES

 PWA & Smart Apps Development

 UX/UI Design

 Social Media Management

 Social Filters & Interactivity

 Digital and Traditional Advertising

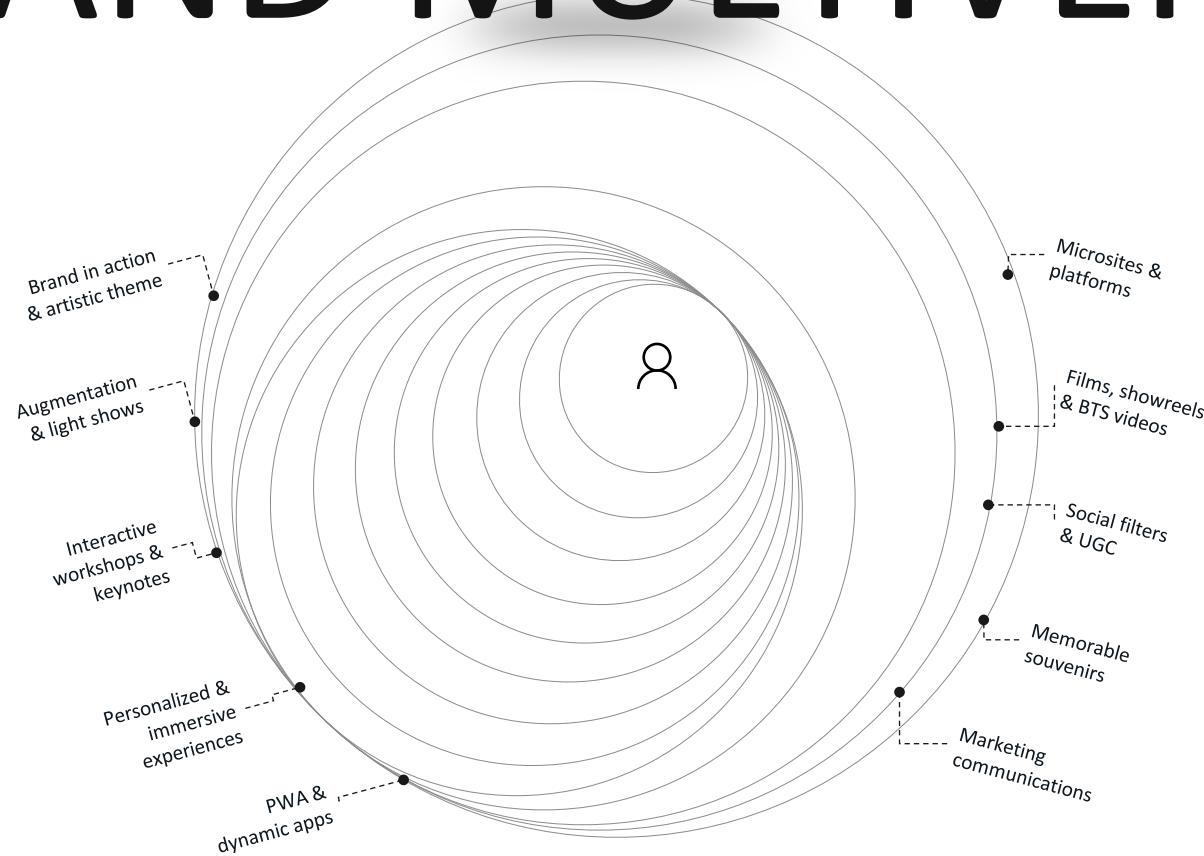
 CRM & CMS Development

 Microsites & Websites Development

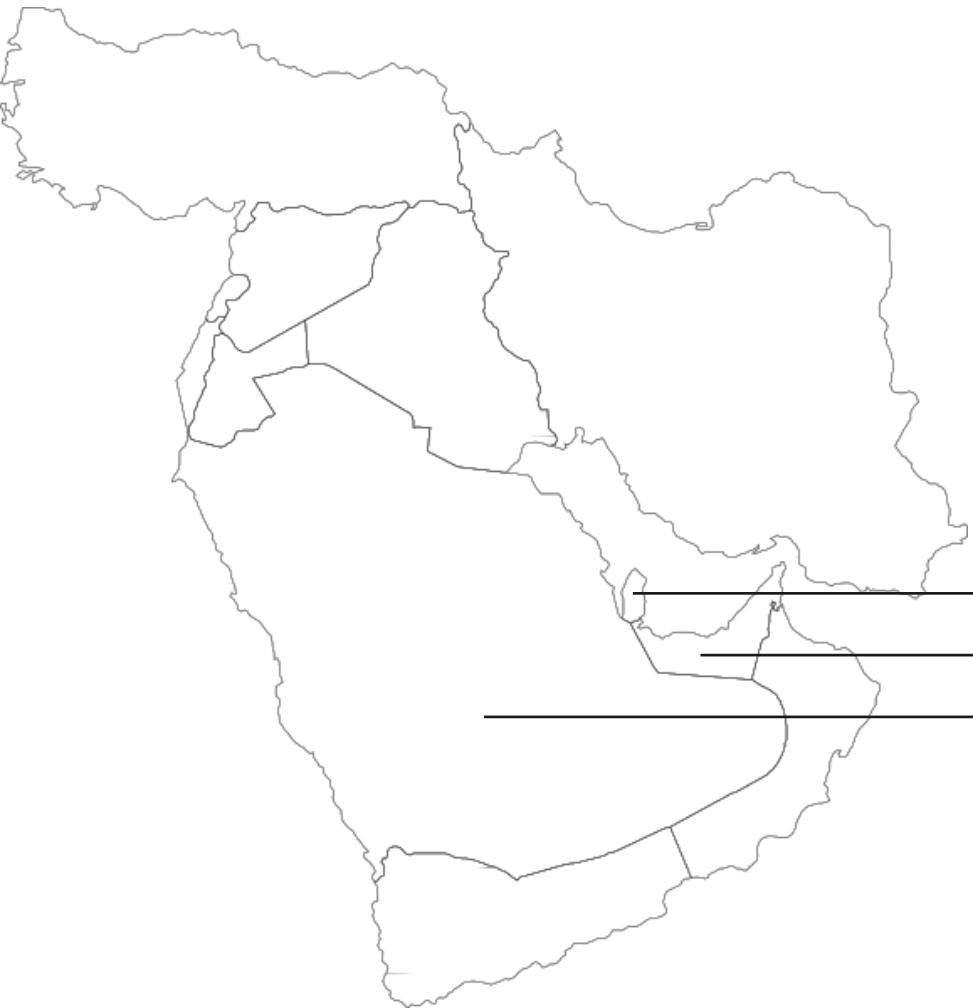
 SEO & SEM



# CREATING A BRAND MULTIVERSE



# OUR TERRITORY



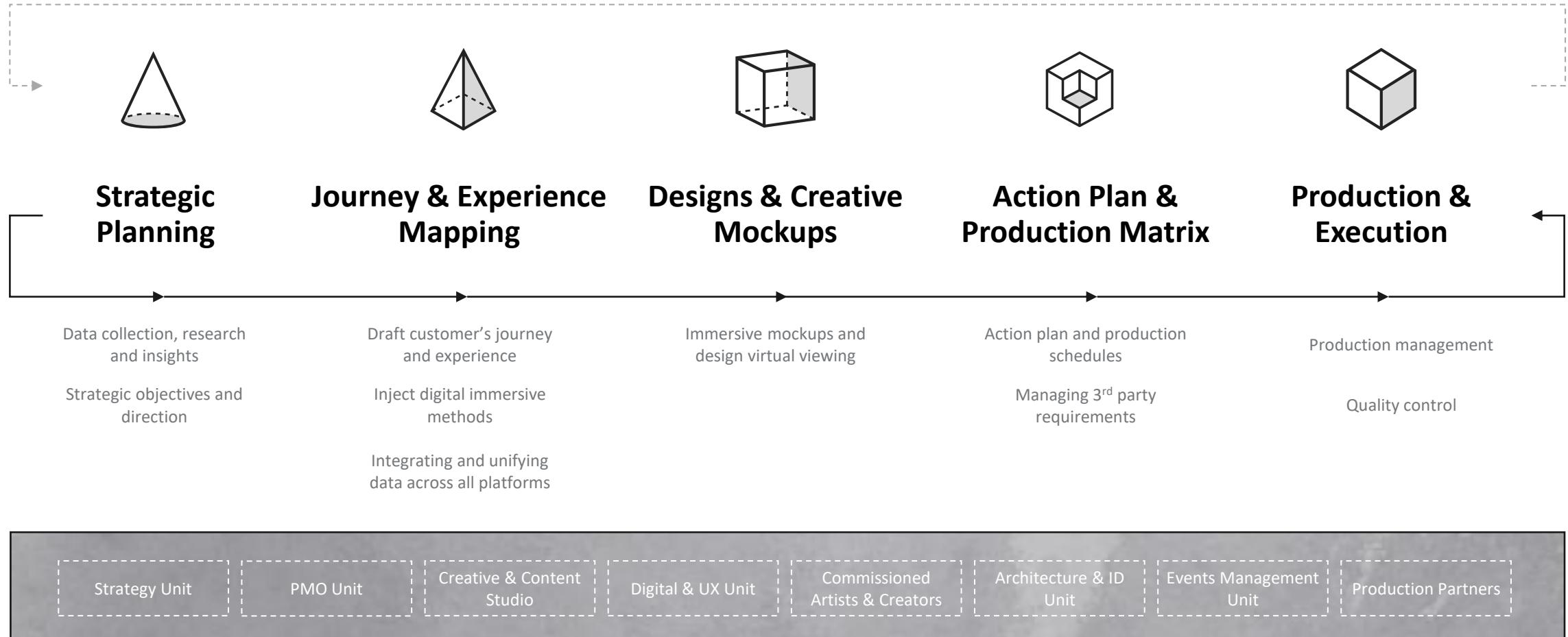
Qatar

UAE

KSA



# OPERATING MODULE



# UNIQUE FACTORS



See the journey first in realistic mockups, CGI animations or VR walkthroughs

Live dashboard to monitor performance

Data integration with any platform

Sustainability in production and process

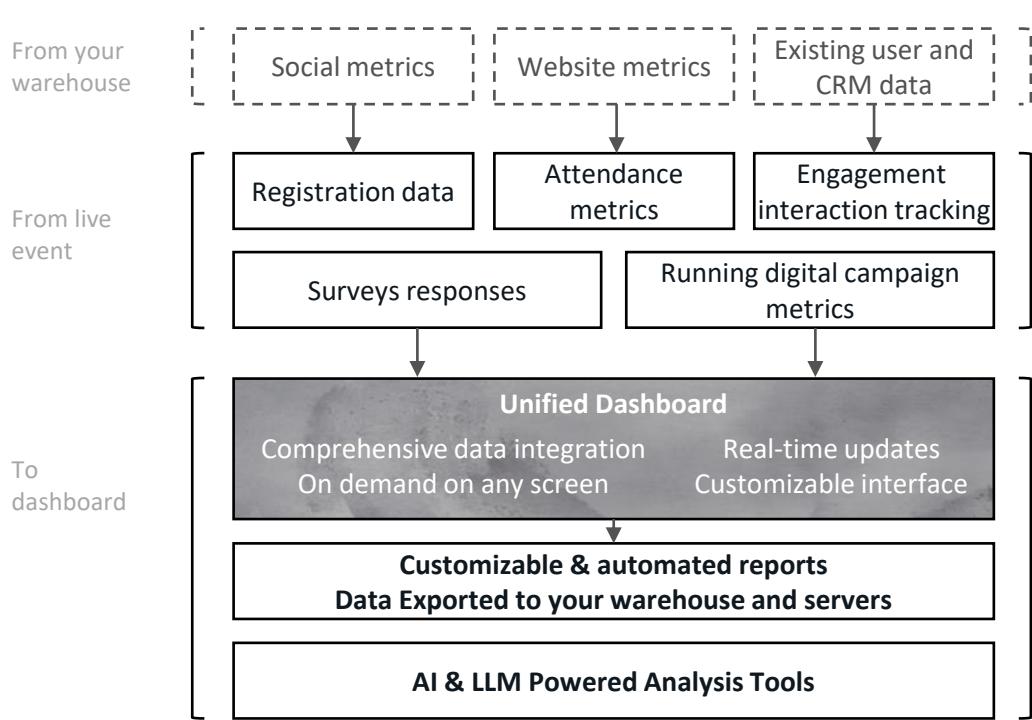
PMO monitoring and reporting

Extensive network of partners

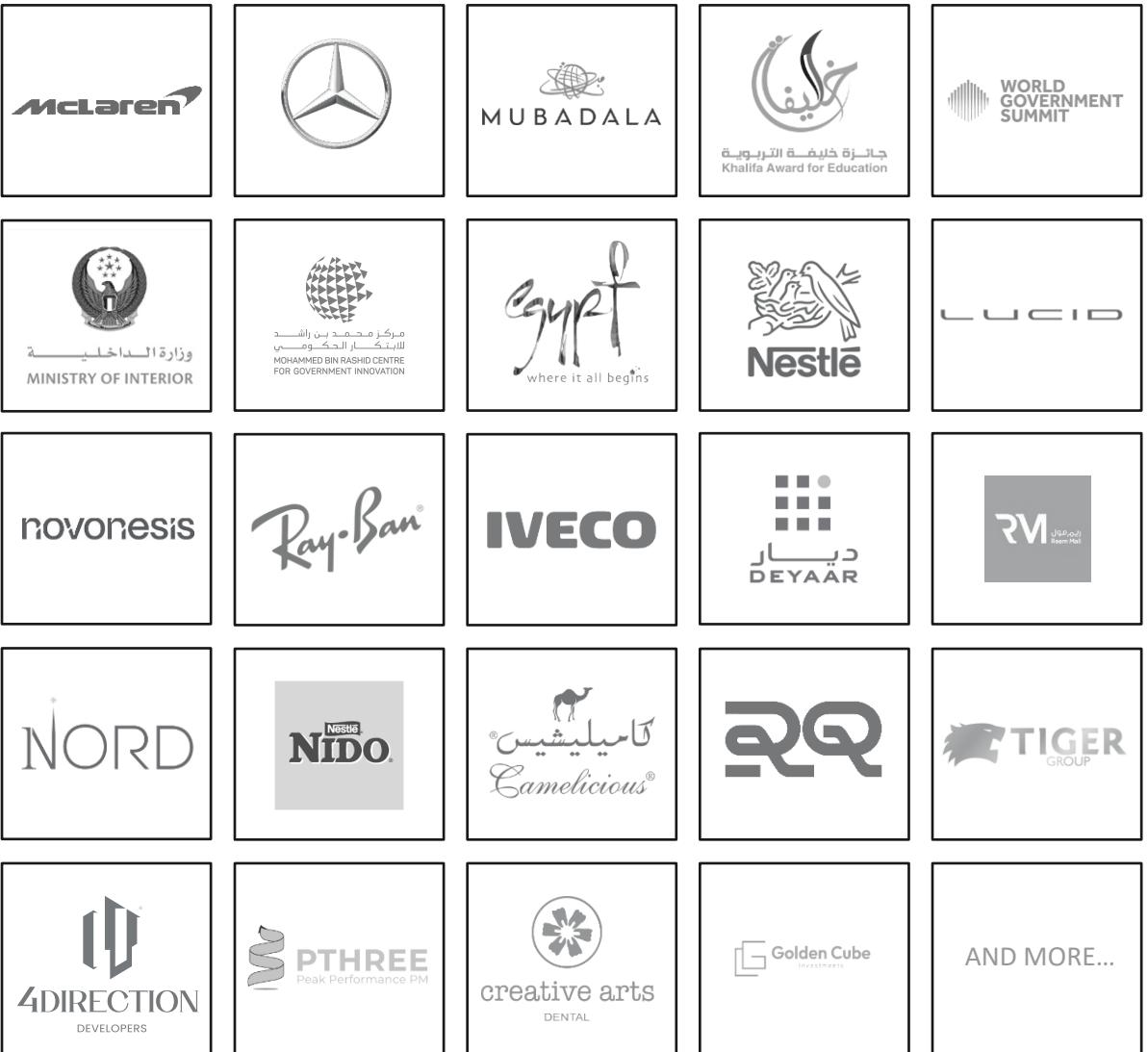


# A UNIFIED DASHBOARD

Comprehensive and customizable dashboards designed to consolidate attendance statistics and participant feedback, ensuring a holistic view of event performance.



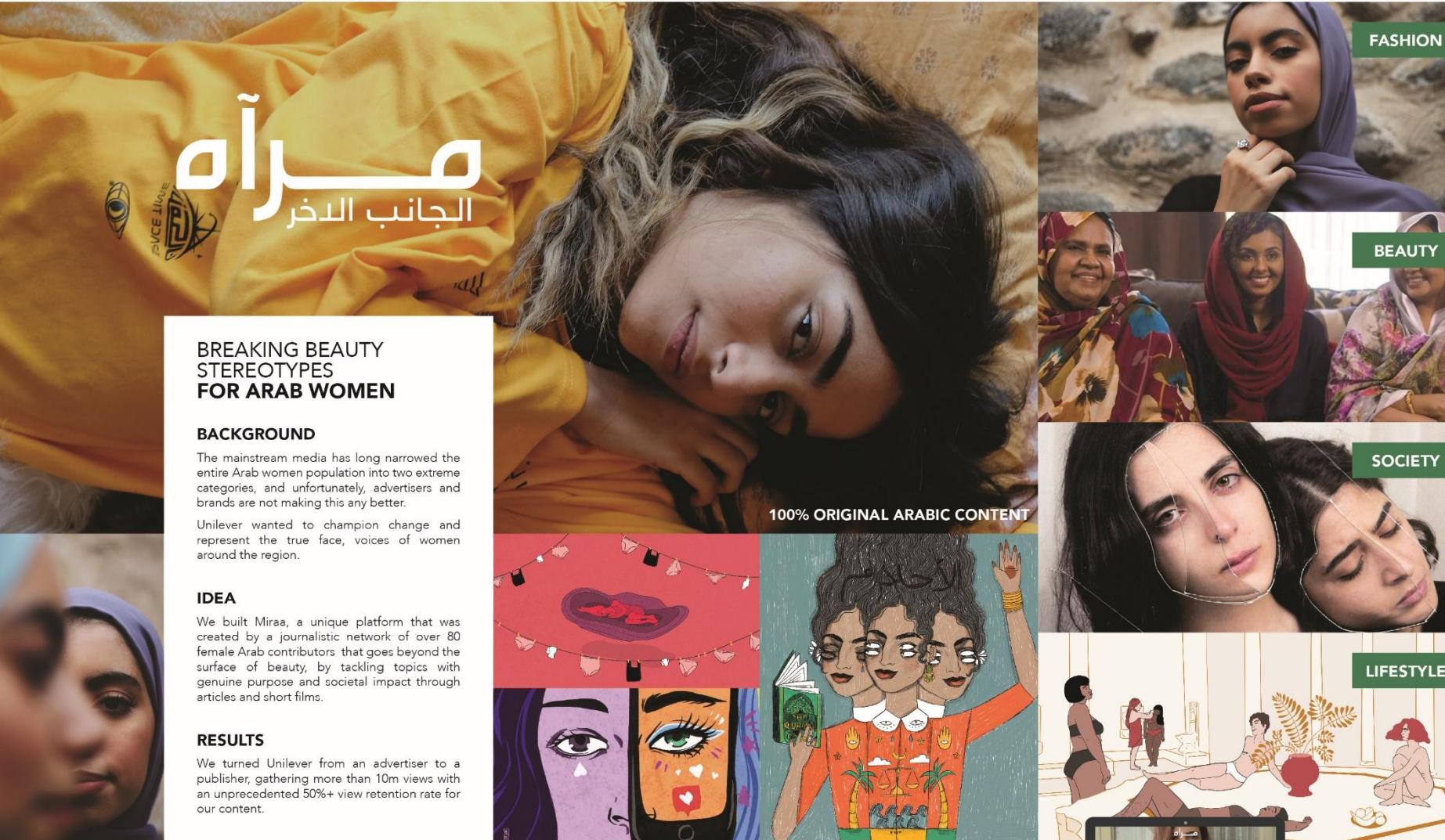
# OUR PORTFOLIO





FROM  
OUR TEAM





**MIRAA.ME**



Market Navigator  
Company Profile



## Project Brief

**Launch and announce a New Formula and Establish NIDO as the True Expert in Toddlerhood within Millennials.**

## Background

- No more astronauts, dragon slayers, and world champions, we delivered a holistic approach to parents in a language they understand
- Showcase the hardships, the reality, and the beautiful truths of toddlerhood across different stages through the lens of parenting

## Our Work

- Hero film to introduce the new formula to parents who are also entering a new life stage of their toddler
- 30' and 60' channel and social specific ads
- BLT materials, including instore materials and activations
- Animated info series to inform new mothers about the science behind the benefits





## Project Brief

**Find out the best way to enforce and strengthen Ray-ban's brand values of self-expression and authenticity**

## Background

- The brand has fallen outside of its natural cultural relevance by relying too heavily on international celebrities and influencers who are out of touch of this region, which should be toned down by representing young, and locally relevant personalities
- Partner with 4 creative influencers that reflect each of the four product's spirits and tell their inspirational stories of how they achieved their dreams through risk taking, representing a symbolic road trip

## Our Work

- Holistic analysis over 'Creative Millennials' in UAE and KSA
- Specialized analyses on customer habits and content consumption trends
- Research best creative influencers that embodies the brand
- 4x hero with 4 different creative influencers across 3 regions
- Landing page with additional editorial inspirational stories
- Social specific ads



**Success Journey Influencers**  
We're going to focus on 3 influencers in the creative, design and music categories.

EL SEED	BANAN ALAWNEH	MOM FLOW
@elseed	@bananalawneh	@mhfloremusic
Advantage: The first creative in the region with a unique style to transform cities.	Advantage: Modern and contrary style that fits the Ray-Ban brand.	Advantage: Appeals to 2 large fan bases in the region. His relationship with his producer brother is perfect to highlight 2 produce editions.

**More Than Just a Destination**

Success is not just a step for some people, but in fact, success is a journey, not just a destination. That journey usually takes us through ups and downs, pushing us to take decisions that require compromise and take risks to achieve our goals.

These stories and influencers are great tools at telling our personalities and passion through life.

**GLOBE**  
"LIVE WITH THE RHYTHM & SPONTENITY."

**PRESENTING**  
**ON MY OWN**  
Success is a journey without a destination





#### Project Brief

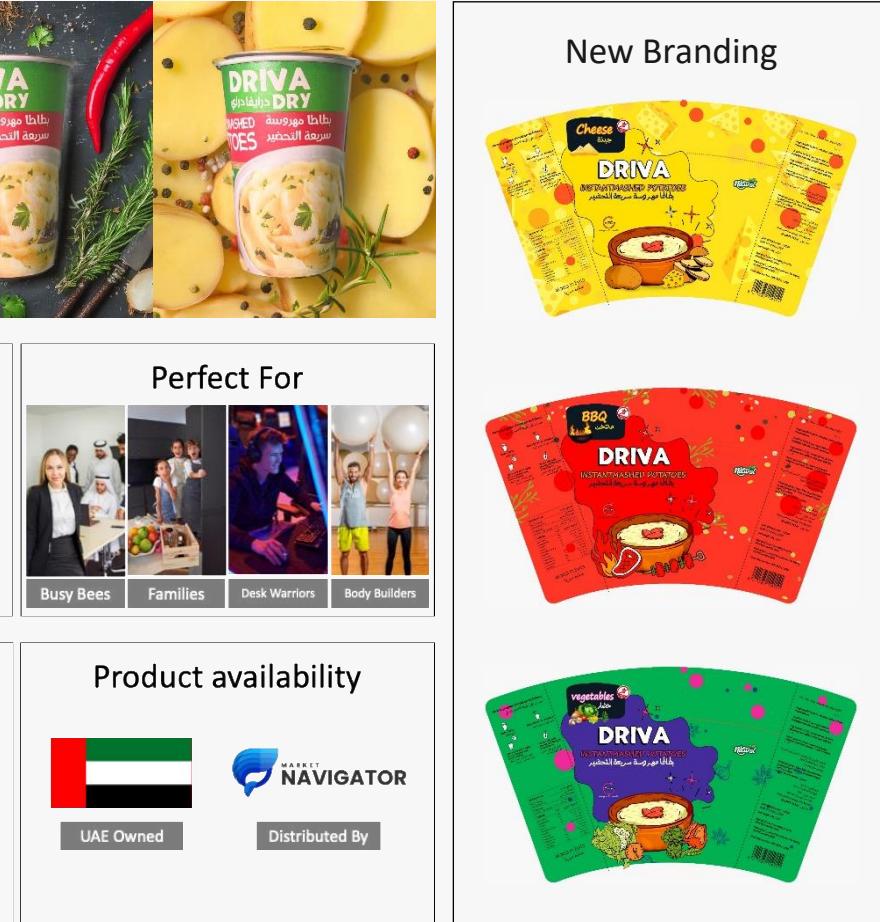
**Identify and serve a niche of health-conscious consumers who enjoy instant meals like Indomie but seek cleaner, more nutritious options. This led us to source and introduce Driva Dry Instant Mashed Potatoes to the region.**

#### Background

- We discovered a gap in the instant food market—consumers who value convenience but are actively seeking healthier alternatives. Instant noodles dominate the category, but there's growing demand for easy-to-prepare foods made with real ingredients and no additives. Driva Dry, with its clean label and high-quality taste, was the perfect fit
- Drive Dry Instant Mashed Potato range embodies the perfect balance of taste, health, and speed, catering to modern lifestyles without compromising on flavor or nutrition - 100% Natural Ingredients, Gluten-Free, No Preservatives or Hydrogenated Oils

#### Our Work

- Sourced and secured exclusive rights to Driva Dry
- Completed compliance, registration, and food safety approvals
- Rebranded packaging to match regional tastes and regulations
- Built import/export logistics and distribution partnerships
- Created launch visuals and snackable social content for awareness



New Branding





## Project Brief

**Gain insights into the cultural significance of milk in the region and how these perceptions could influence marketing strategies, and tactics.**

## Background

- Detail the historical importance of camels and camel milk in the UAE and the Middle East
- Explore cultural attitudes towards camel milk, including health beliefs, traditional uses, and its status as a luxury or everyday product.
- How camel milk impacts various social groups, such as UAE local communities or urban consumers

## Our Work

- Handled the brand under a multi-year retainer, managing all social media, content creation, creative direction, and promotional activities
- Capitalized on traditional beliefs in the health benefits of camel milk, aligning them with modern health trends
- Generated marketing campaigns with local festivals and cultural events to increase relevance
- Created compelling brand stories that intertwines with the UAE's cultural heritage

**The following pillars will define brand positioning and strategic direction**

consumer behavior    brand essence    product feel

Made in the UAE	Present the origin of the brand in all communications to become part of the UAE proud moments while helping the brand to associate itself with heritage and be present as the first choice in health links
Authentic	Use as much information as possible when communicating with consumers, this includes authentic and technology
Innovation	Camelicious is not the newest kid on the block, it's one of the UAE's top milk brands
Heritage	





## Project Brief

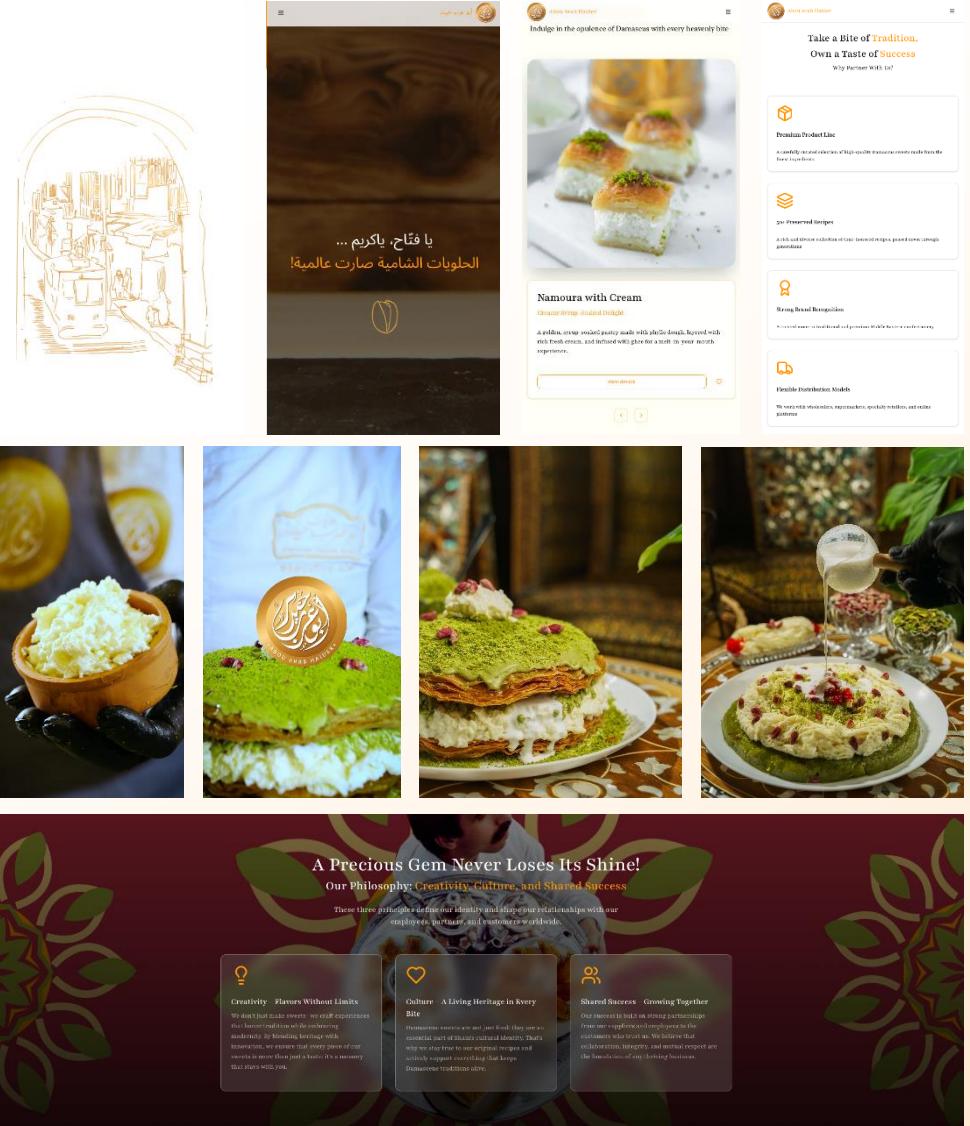
**Expand the heritage-rich brand Abou Arab Haider beyond its local roots and position it as a trusted global name across the UAE, Europe, and Asia, while modernizing its operations and digital presence.**

## Background

- With a legacy spanning over 135 years, Abou Arab Haider was the highest-selling and trading brand in the region
- Despite its longstanding success, the brand had operated entirely through manual processes, from production to sales and logistics
- As demand grew beyond local borders, the need to modernize and scale became urgent. The challenge was to take this heritage brand global—without losing its soul

## Our Work

- Handled all aspects of importing, customs clearance, and storage across multiple regions
- Built compliant export/import infrastructure across UAE, Europe, and Asia
- Secured regional distribution partners and retail placements
- Digitally transformed the brand's internal systems (manufacturing, inventory, CRM)
- Developed a full ecommerce platform with global shipping capabilities
- Produced social media content tailored to each region
- Directed product photography for digital and print campaigns
- Created and aired TV commercials in targeted markets



# always

## Project Brief

**Reconnect Always with the newer generation by identifying real, emotionally authentic topics—and create a content series that builds trust, empowerment, and relevance through storytelling.**

## Background

- To stay meaningful in the lives of today's girls, Always needed to move beyond traditional product messaging and speak to the real challenges and emotions faced by the newer generation
- The goal was to spark genuine connection by addressing personal fears, self-doubt, and growth in a way that inspires and uplifts

## Our Work

- Identified unique and highly-achieving girls and asked them to share their biggest fears in open, honest conversations
- Developed a content series where each episode focused on helping a girl confront and overcome her fear—such as horse riding or public speaking
- Produced emotionally driven short films showcasing these transformations
- Rolled out the series across digital and social platforms to maximize reach and engagement
- Supported the films with behind-the-scenes stories and interactive content to foster dialogue and participation
- Additional series included tips videos, how-to guides, myth-busting cultural facts and inspirational stories

SHORT FILM x 1 | EPISODE TEASER x 2

## The First In her family

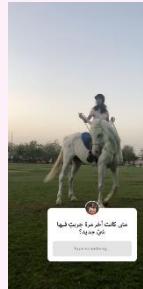
The stories of young girls challenging their traditions, families and society are rapidly growing more than ever locally and regionally. Some stories are getting attention from the public and others that are still in the dark. We will bring forth those stories in short series.



PRODUCT FEATURE IN STATIC POSTS AND GIFS

## Hello! Cycle

This is a post is an educational post product centric post on how to deal/enjoy/make use of the first days of period, ovulation and fertility and other informative topics related to mensuration a good opportunity to feature a product within the content,



## Episode Teaser





# MUBADALA

## Project Brief

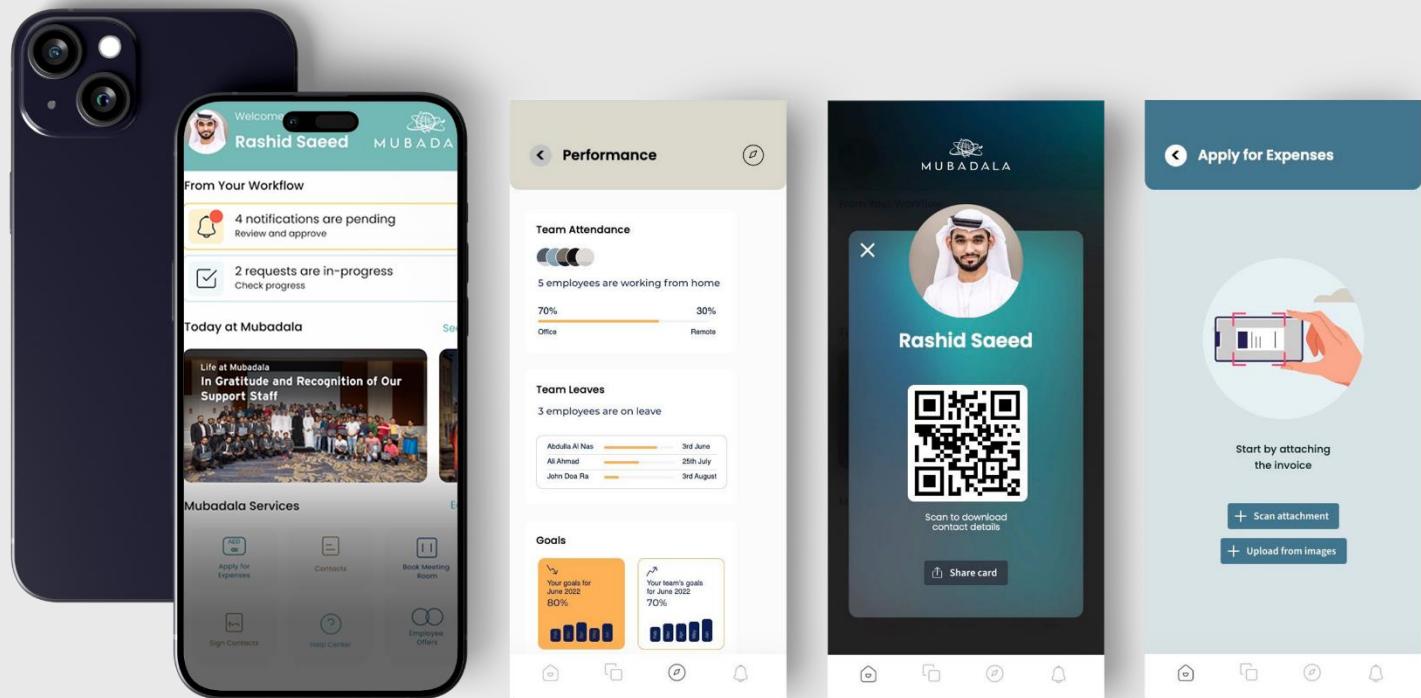
**Mubadala Investment Company (MIC) required a unified mobile app that streamlined access to critical services.**

## Background

- MIC employees struggled with multiple disconnected applications, leading to inefficiencies in approvals, leave requests, and internal communications
- Limited access to corporate tools while traveling or working remotely made decision-making slower
- The new app aimed to enhance user experience, improve accessibility, and integrate all essential functions into one seamless platform

## Our Work

- Designed a one-stop mobile hub through a consolidated platform for approvals, leave management, HR services, and company-wide communications
- Developed a seamless user experience with improved navigation, clean UI, and push notifications for real-time updates
- Integrated essential business functions, including contract approvals, travel management, performance tracking, and helpdesk access
- Optimized for security & accessibility with multi-layered authentication, and a scalable, API-driven infrastructure to ensure future expansion
- Led user training & change management with internal workshops to drive adoption and optimize usage across departments



Market Navigator  
Company Profile



# WORLD GOVERNMENT SUMMIT

## Project Brief

Reduce registration queue times and streamline visitor experience.

## Background

- Long queues stretching outside the event venue
- Attendees waiting for hours to register, pay, and receive badges
- Delays in the start of sessions due to inefficient processes

## Our Work

- Team Formation: 40 professionals managing invitations, registration, and customer service
- Automation: Automated system for invitations, registration forms, payment handling, and badge printing
- Decentralized Badge Distribution: Multiple pop-up locations throughout Dubai for convenient badge pickup
- Improved Registration Flow: Efficient filtration of requests, membership management, and nomination approvals
- Wave system for handling late or additional registrations

**98%**  
Reduction in registration queues

**1-2 HOURS**  
Admission process time decreased

**5,000**  
Managed attendees registration





مركز محمد بن راشد  
للابتكار الحكومي وريادة  
MOHAMMED BIN RASHID CENTRE  
FOR GOVERNMENT INNOVATION

## Project Brief

Create an immersive, interactive experience to inspire innovative thinking among visitors.

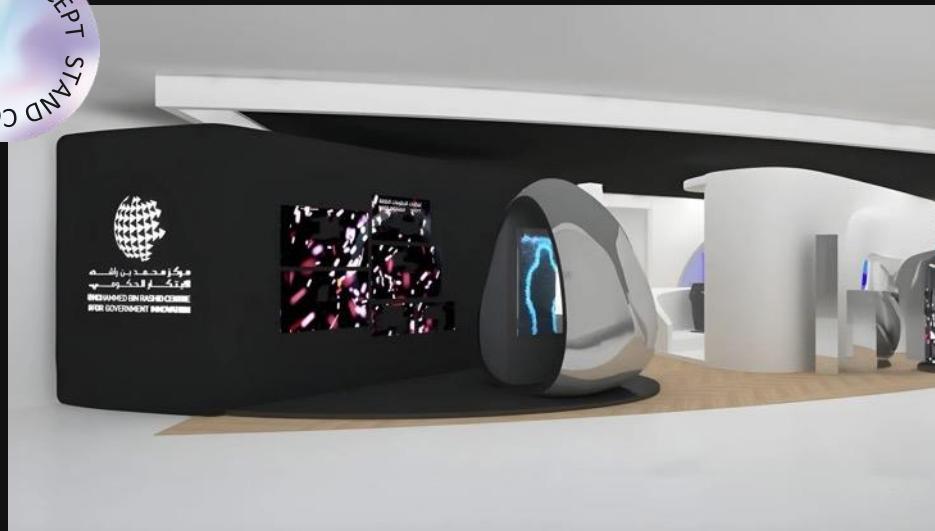
## Background

- Need for an engaging exhibit to challenge conventional thinking
- Desire to use technology to enhance visitor interaction

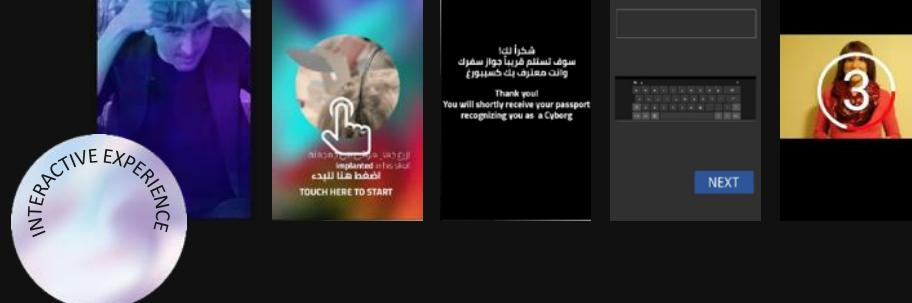
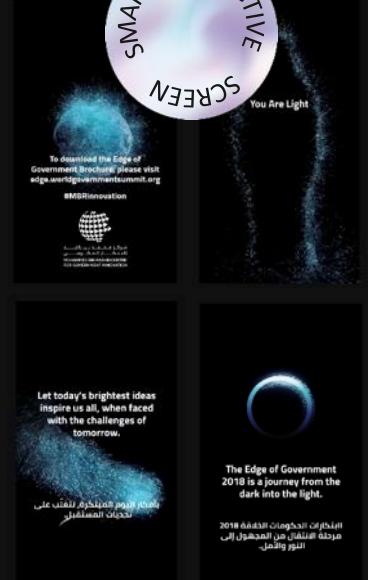
## Our Work

- Interactive Installation: Featured Neil Harbisson with a 3D-printed head and a large touch screen
- Body Movement Detection: Sensors detected visitor movements, triggering synchronized video and text interactions
- Progressive Web App Technology: Ensured a seamless and engaging user experience
- Engaging Exhibits: Showcased innovative approaches to solving global challenges, such as using slime mold for urban planning and policy-making insights from elephants

STAND CONCEPT  
CONCEPT STAND



SMART INTERACTIVE  
SCREEN



INTERACTIVE EXPERIENCE

3D 5 mins

Mockups printing Average engagement time per session





# Golden Cube Investments

## Project Brief

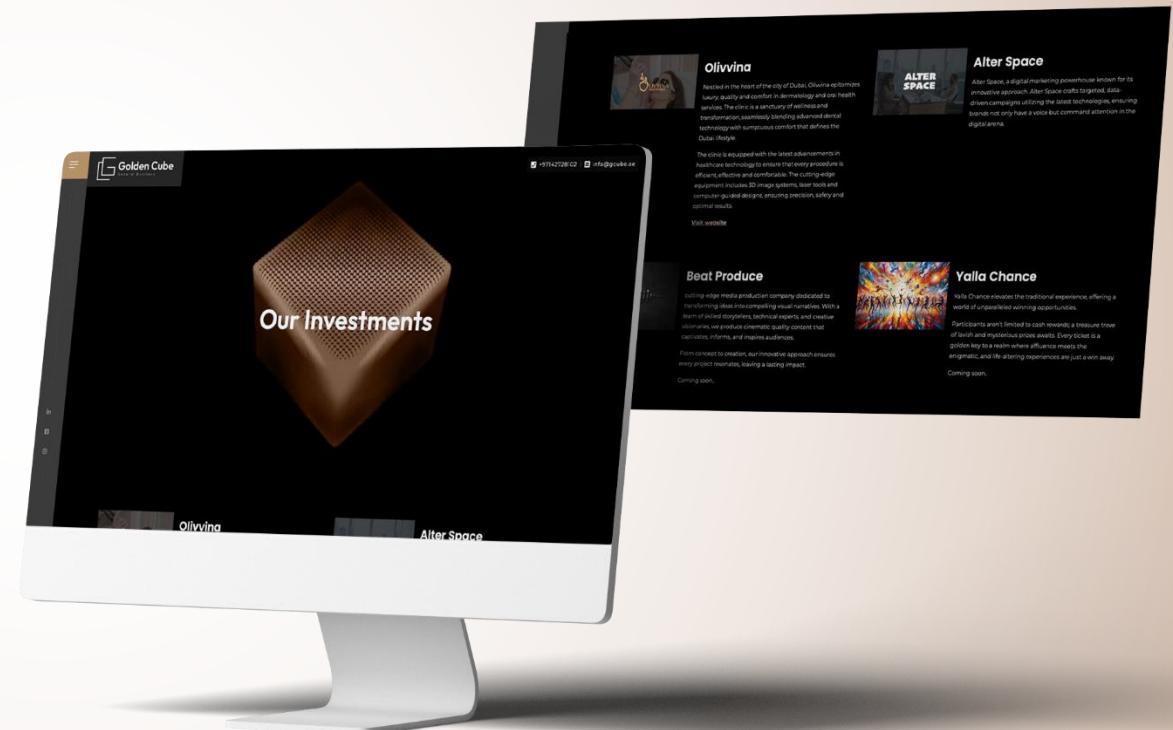
Create a modern, functional website that streamlined how visitors explore their investment portfolio. The goal was to create an interactive and intuitive experience while keeping the platform professional and easy to navigate.

## Background

- The previous website lacked interactivity and clear navigation, making it difficult to access investment insights
- Golden Cube wanted a responsive, action-driven platform that encouraged engagement
- Content had to be created and refined to align with their investment philosophy and communicate their value effectively

## Our Work

- An interactive Parallax Cube as a key visual element for subtle engagement
- Developed a streamlined megamenu for quick access to all sections
- Integrated video backgrounds to enhance storytelling without overwhelming users
- Redefined content structure to create a clear investment portfolio presentation
- Built action-driven page layouts, leading visitors towards direct interaction
- Enhanced usability with quick identifier icons and active contact/location links





## جائزه خليفة التربوية Khalifa Award for Education

### Project Brief

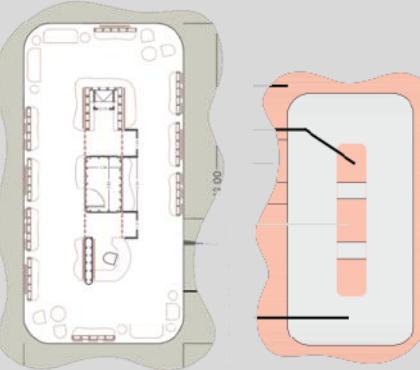
**Design, manufacture, and installation of a booth that narrates the rich history and heritage of the UAE through architectural elements.**

### Background

- Symbolize resilience and historical connection through palmwood and coral stone
- Need to create a space that reflects the natural resources and traditional ambiance of the UAE

### Our Work

- Design Direction: Initial phase focused on setting the design direction, inspired by the natural landscape of the UAE
- Design Concept: Development of a concept that incorporates the curves and textures reminiscent of the Emirati architectural legacy
- Detailed Drawings: Creation of detailed architectural drawings to ensure precision in the manufacturing process
- Manufacture: Construction of the booth using palmwood, crafted to highlight the cultural heritage
- Installation: Assembly and installation of the booth on-site, ensuring all elements align with the design vision



**90%**  
Recyclable booth



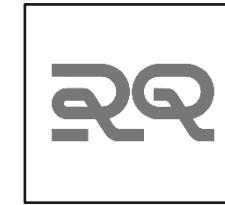
**10 Days**  
Construction lead time



# ADDITIONAL WORK



[LINK](#)



[LINK](#)



[LINK](#)



[LINK](#)



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