



Strategic
Memorable
Hyper-personalized

COMPANY PROFILE

2026



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



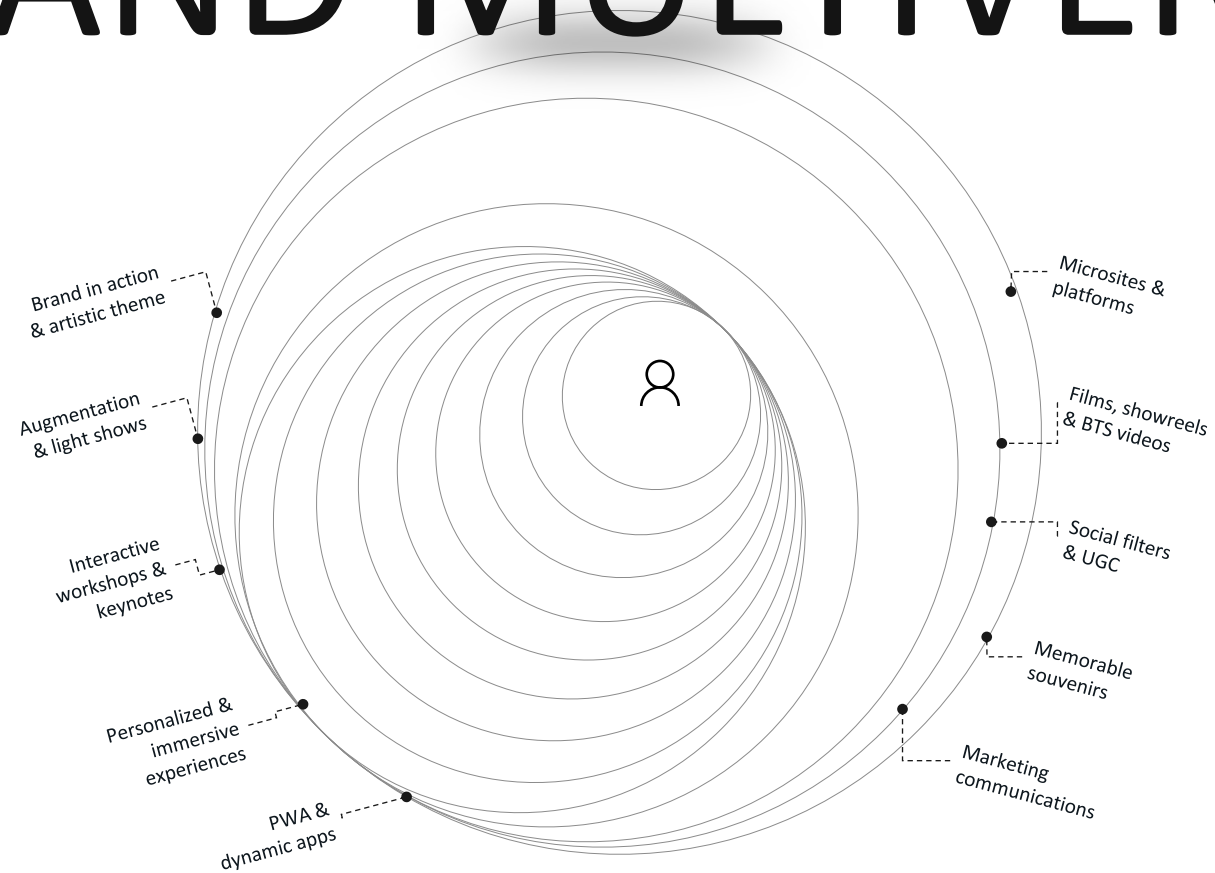
Microsites & Websites
Development

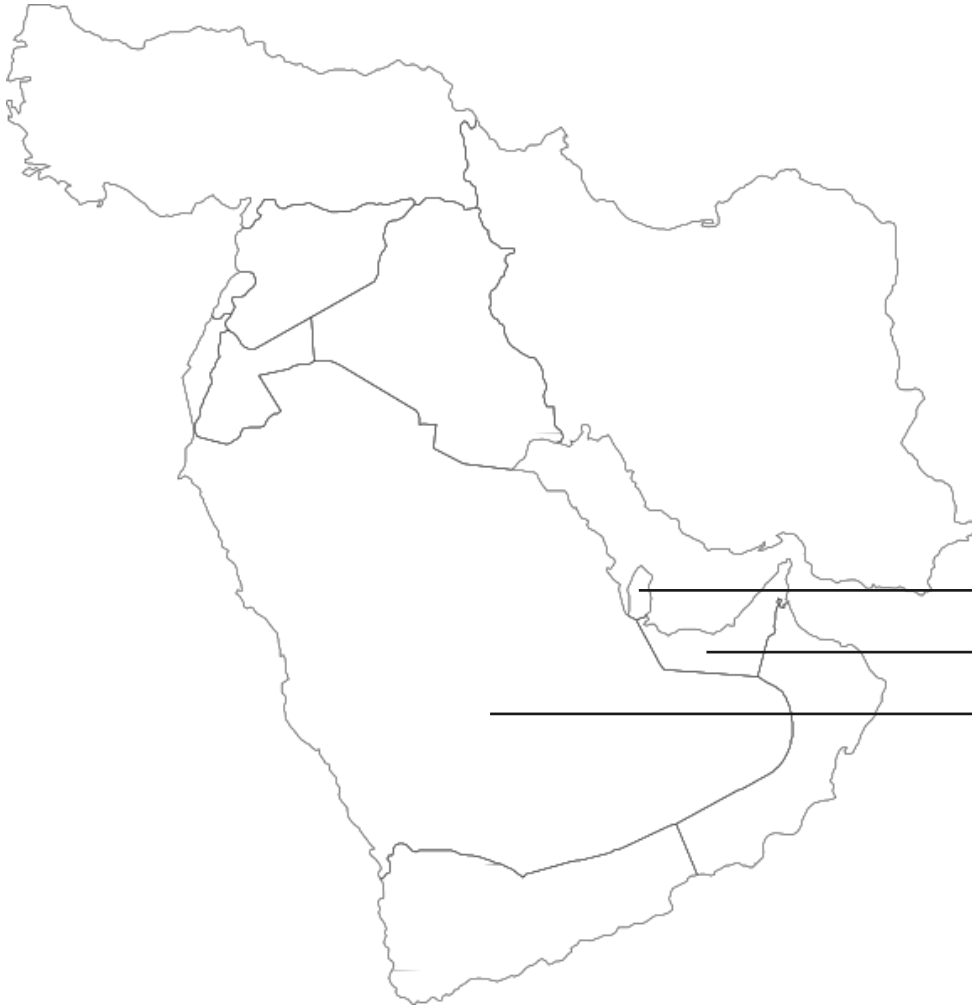


SEO
& SEM



CREATING A BRAND MULTIVERSE





OUR TERRITORY

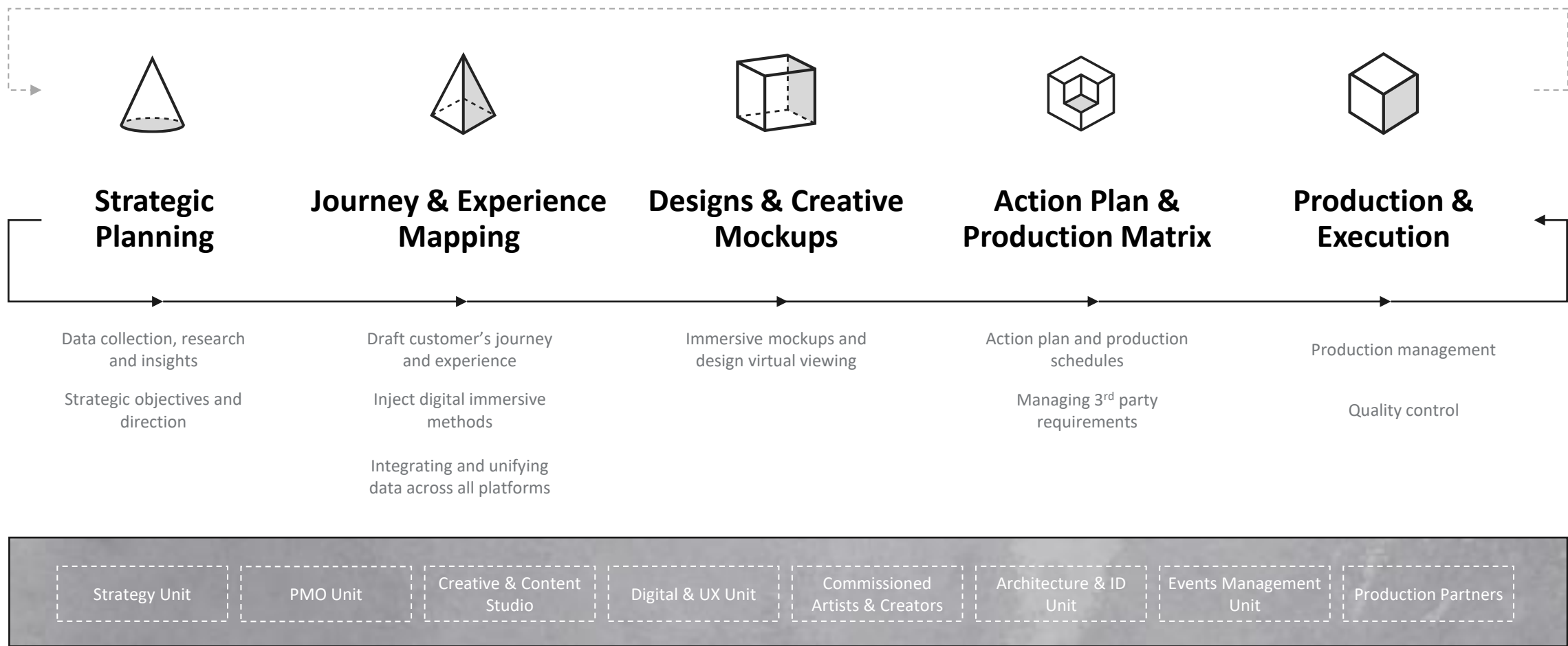
Qatar

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

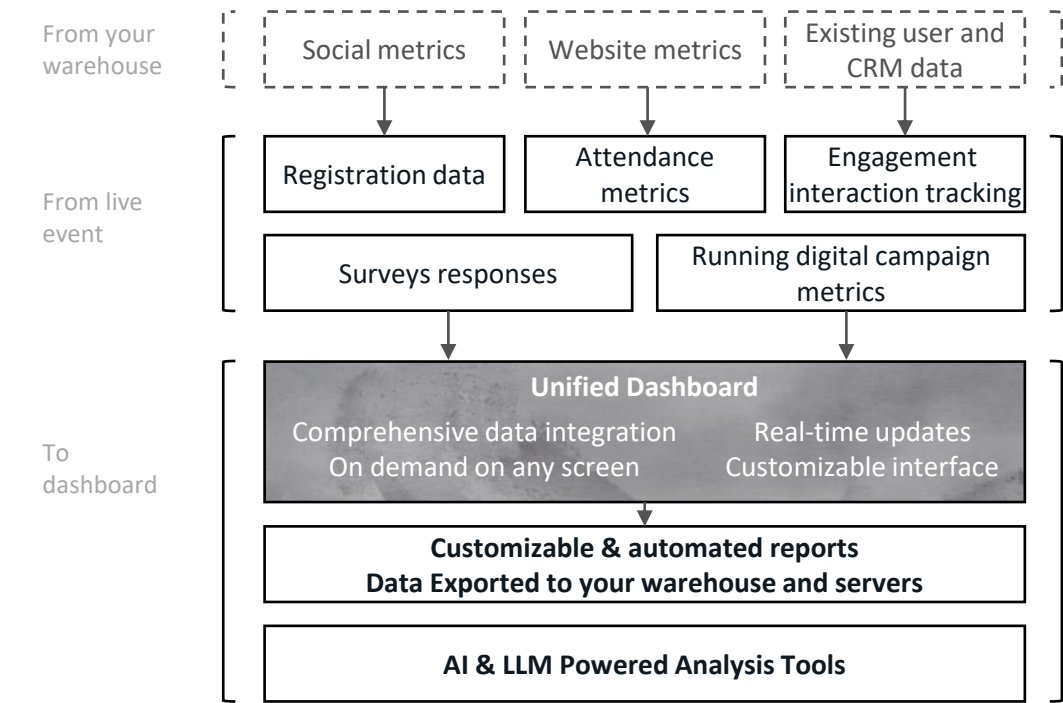


PMO monitoring and reporting

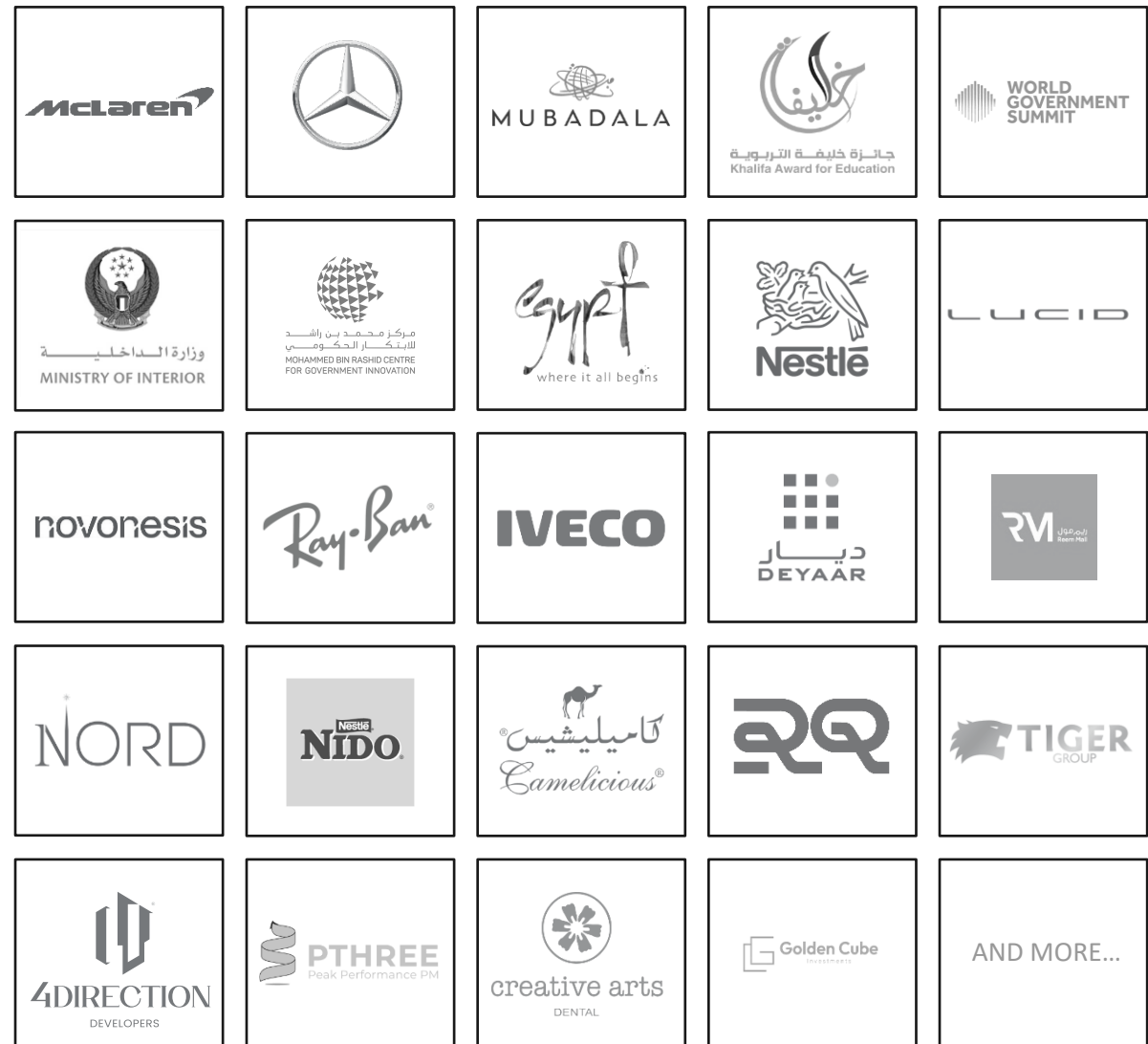
Extensive network of partners

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





Project Brief

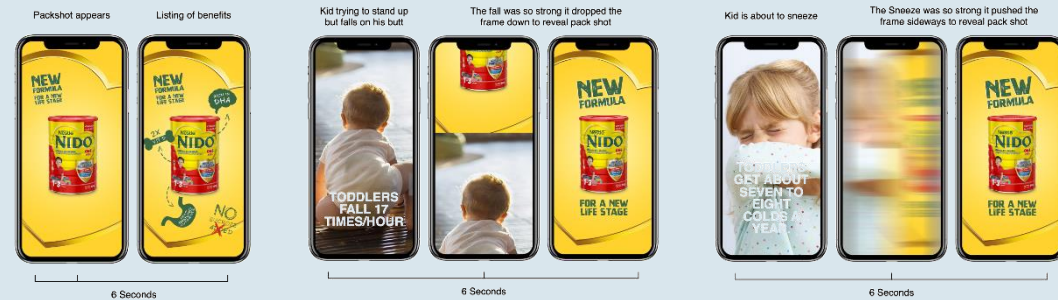
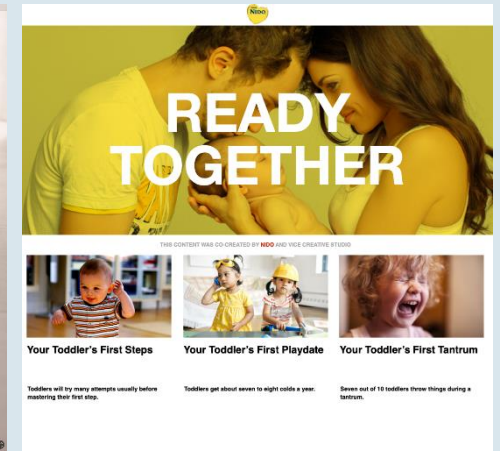
Launch and announce a New Formula and Establish NIDO as the True Expert in Toddlerhood within Millennials.

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

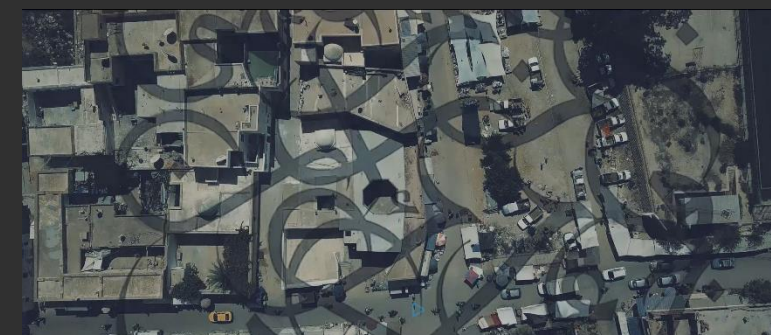
Find out the best way to enforce and strengthen Ray-ban's brand values of self-expression and authenticity

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	BANANI ALAWNEH	MOM FLOW
@elseed Advantage: The first creative in the region with a unique style to transform cities.	@bananialawneh Advantage: Modern and contrary style that fits with Ray-Ban brand.	@momflowmusic Advantage: Appeal to 2 large markets, UAE and KSA. His relationship with his producer brother is perfect to highlight 2 product editions.

More Than Just a Destination

Success might look easy for some people, but in fact, success is a journey, not just a destination.

This journey usually takes us through ups and downs, pushing us to take decisions that require compromise and taking risks or making our goals.

These decisions and moves are small steps up, nothing our personalities and passion through life.





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



Flavorful Variants



Cheese Vegetables Smoked

Perfect For



Busy Bees Families Desk Warriors Body Builders

Included in cup



Potatoes Spoon Flavor

Product availability



UAE Owned



Distributed By

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 be a part of the UAE, most notably in the UAE's rich history.	Present the origin of the brand in all communications to be a part of the UAE, most notably in the UAE's rich history.
Value	Associate brand with health and be present the brand as the first choice in healthy drinks.	Present the origin of the brand in all communications to be a part of the UAE, most notably in the UAE's rich history.
Innovation	Use as much innovation as possible when communicating with consumers, this includes approach and technology.	Present the origin of the brand in all communications to be a part of the UAE, most notably in the UAE's rich history.
Authenticity	Camelicious is not the newest kid on the block, it's one of the UAE's top most brands.	Present the origin of the brand in all communications to be a part of the UAE, most notably in the UAE's rich history.





Project Brief

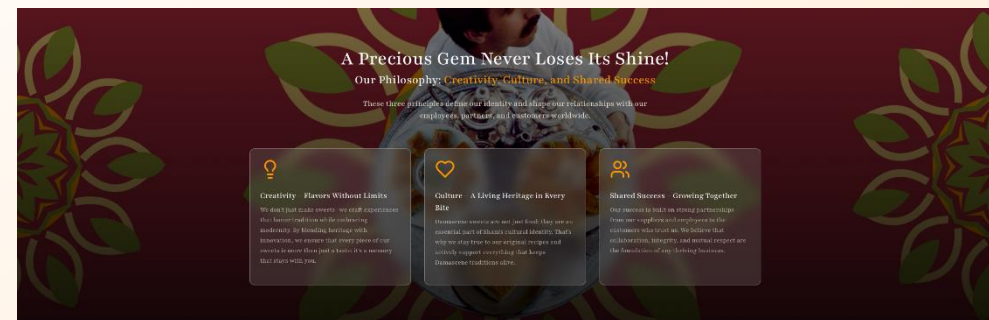
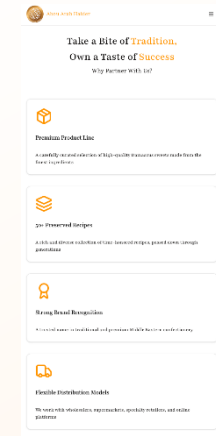
Expand the heritage-rich brand Abou Arab Haider beyond its local roots and position it as a trusted global name across the UAE, Europe, and Asia, while modernizing its operations and digital presence.

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





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

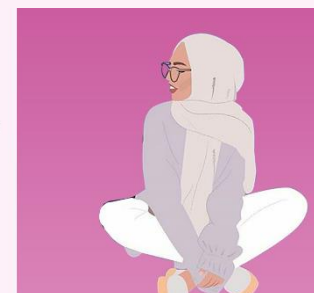
Our Work

- 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 1

The First In her family

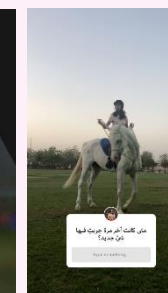
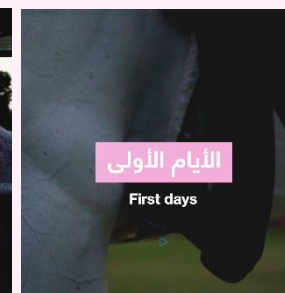
The stories of young girls challenging their traditions, families and society are rapidly growing more than ever locally and regionally. Some stories are getting attention from the public and others that are still in the dark. We will bring forth those stories in short series.



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 menstruation a good opportunity to feature a product within the content,



Episode Teaser





Project Brief

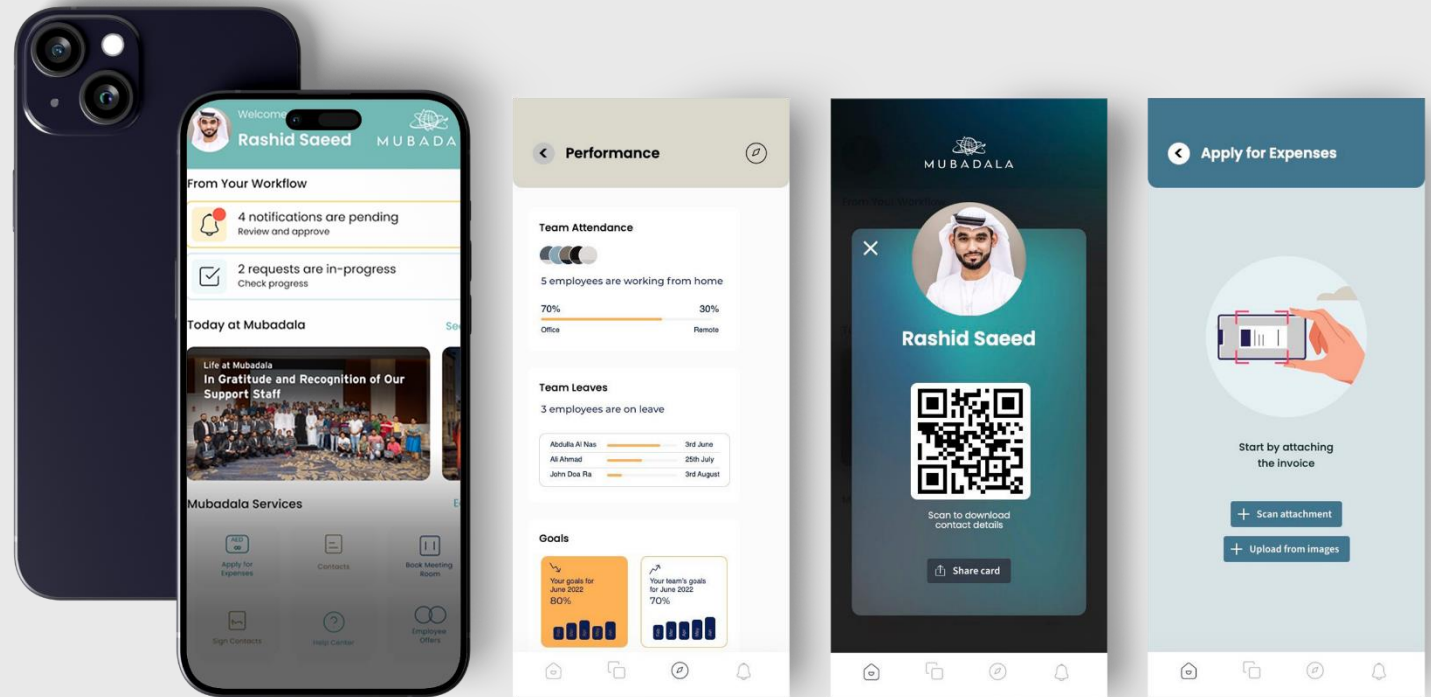
Mubadala Investment Company (MIC) required a unified mobile app that streamlined access to critical services.

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-atop 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



WORLD GOVERNMENT SUMMIT

Project Brief

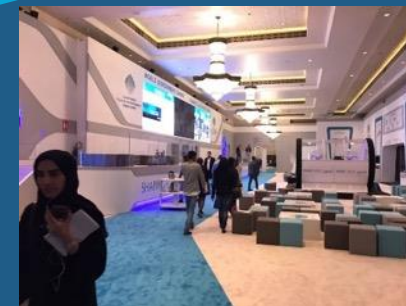
Reduce registration queue times and streamline visitor experience.

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
MOHAMMED BIN RASHID CENTRE
FOR GOVERNMENT INNOVATION

Project Brief

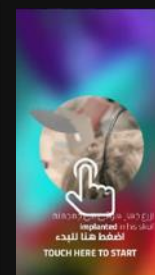
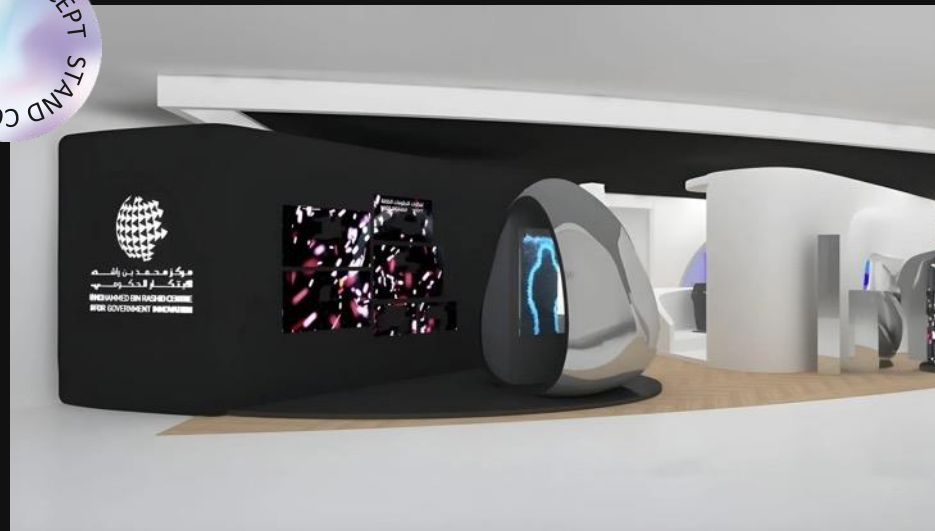
Create an immersive, interactive experience to inspire innovative thinking among visitors.

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



3D 5 mins

Mockups printing Average engagement time per session





Project Brief

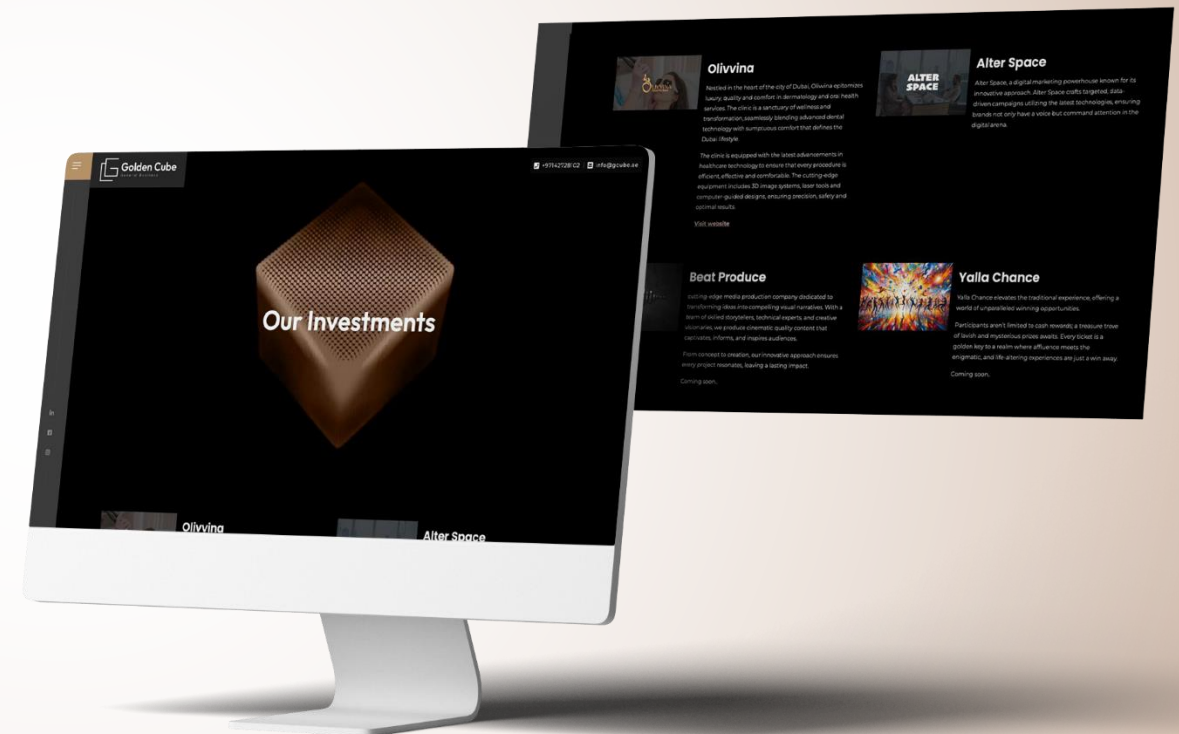
Create a modern, functional website that streamlined how visitors explore their investment portfolio. The goal was to create an interactive and intuitive experience while keeping the platform professional and easy to navigate.

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





جائزة خليفة التربوية Khalifa Award for Education

Project Brief

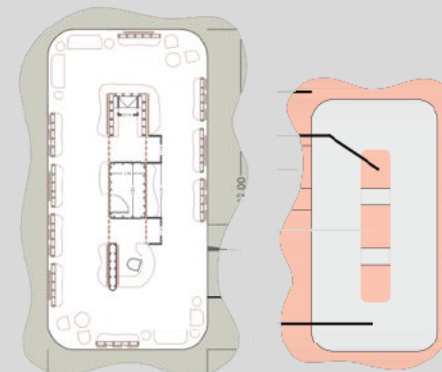
Design, manufacture, and installation of a booth that narrates the rich history and heritage of the UAE through architectural elements.

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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