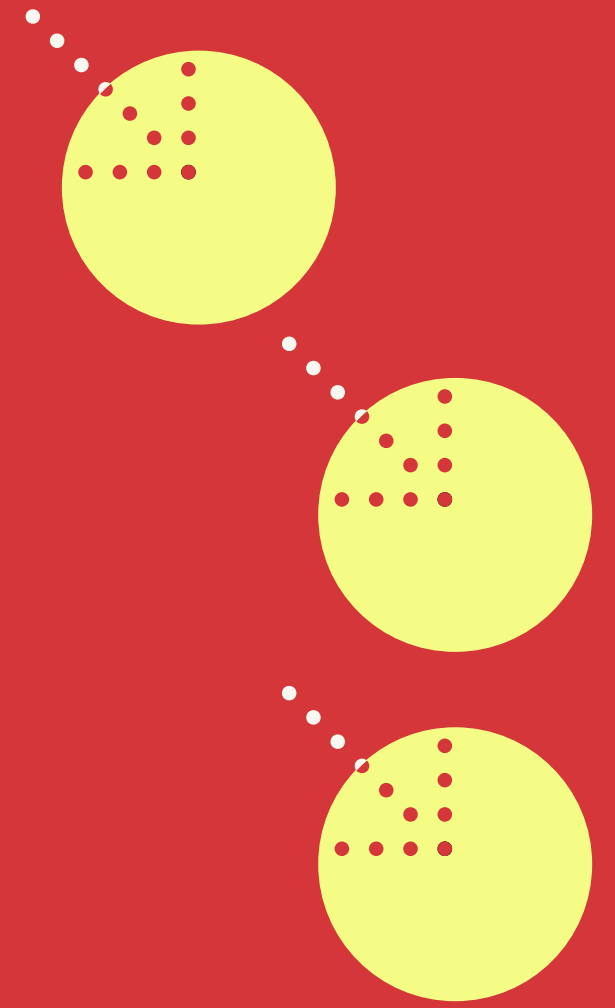
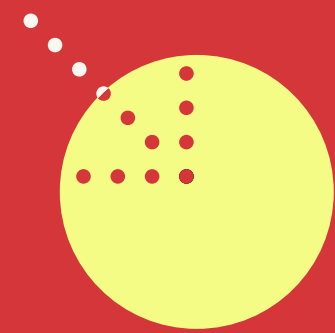


COMPANY PROFILE





The Characters
argos

le résolveur de problèmes

le socialisateur le sérieux le penseur

 A blue graphic with the text "The Characters argos" at the top. Below it are three stylized bird icons. The first is white with a yellow sunburst behind it, labeled "le résolveur de problèmes". The second is white with a yellow circle behind it, labeled "le socialisateur". The third is white with a yellow circle behind it, labeled "le sérieux".

DIGITAL
WEB
DESIGN
STRATEGY
BRANDING
ART
DIRECTION



Our Core Value;

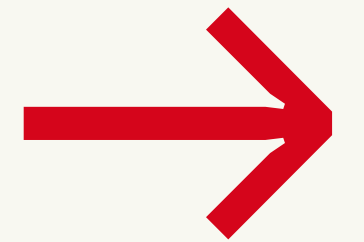
Finding the
(story) behind *every*
challenge, &
turning it into

**meaning and
impact.**

WE DESIGN



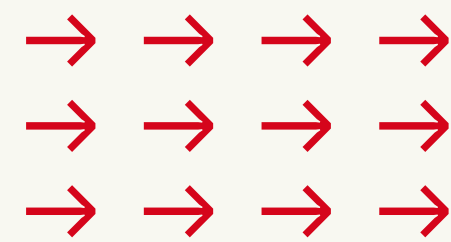
BRANDING
COMMUNICATION
STRATEGY



•  HOW STORIES

ARE TOLD, HOW

IMPACT IS SEEN

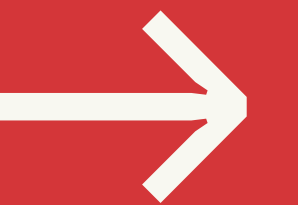


AND HOW

INSIGHTS ARE SHAPED

WHO WE ARE

- MULTI-DISCIPLINARY
- STORYTELLERS & INNOVATIVE
- STRATEGIC & CREATIVE



ADinB is a multidisciplinary,
communication, events,
& creative agency, based
in Abu Dhabi

Known for its integrated approach — We bring together strategic thinking, storytelling, and design to deliver impactful communication and experiential solutions.

Founded In^{*(©2012)} ADinB^{*} Began With a Belief in Meaningful Storytelling Rooted in People, Culture, and Purpose

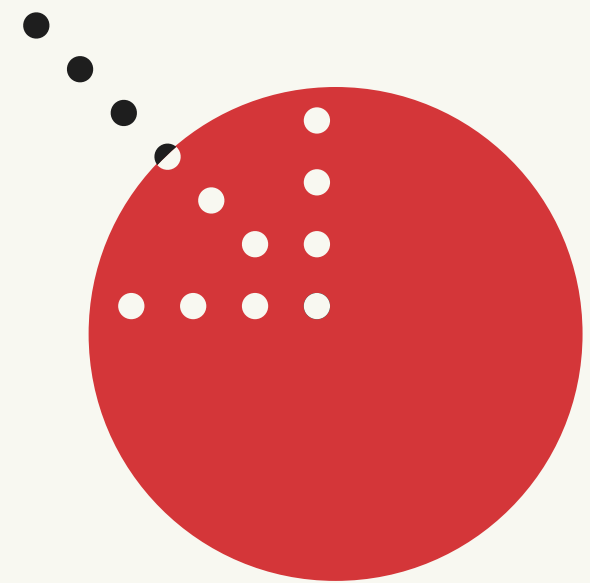
human-
centered

Over the years, AdinB has greatly expanded in the UAE market, evolving its services, creative scope, and integrated approaches. A key turning point came in **2017**, as ADinB began delivering large-scale projects in collaboration with government entities across education and social development sectors. By **2020**, this journey was recognized, positioning ADinB as an **award-winning** creative partner trusted to deliver impact-driven work.



**“STRENGTHENS
COMMUNITIES AND
CREATES LASTING,
POSITIVE IMPACT.”**

OUR PURPOSE

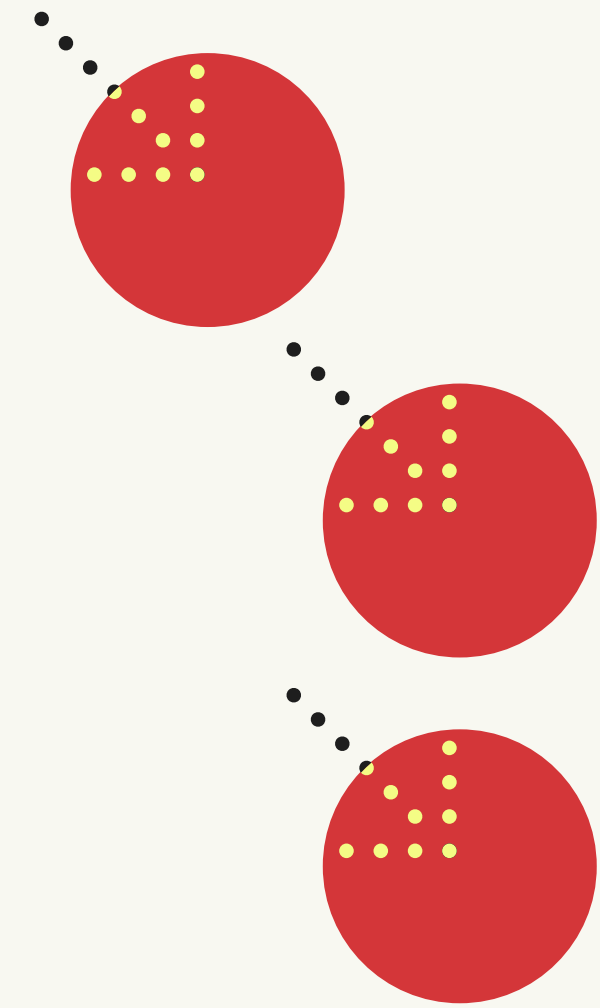


Our Vision

To shape communication that strengthens communities and creates lasting, positive impact.

Our Mission

To help organizations communicate with clarity, empathy, and purpose, through stories, strategies, and experiences that move people and inspire action.



OUR INTEGRATED PROECSS

The ADinB Process Begins With
Understanding People, Culture, & Purpose

We Kick Off With a Workshop to Creatively Onboard the Project

In a fast-paced communication landscape, it is easy to move quickly—launching ideas, content, or creative directions without full alignment.

We focus on outcomes:

every idea, every visual, and every campaign is designed to feel authentic, relevant, and meaningful.

**These Sessions Align Us With
The Client's Language, Vision, And
Purpose, While Building Shared
Ownership From Day One.**

From **insight** to idea, and **idea** to impact, we **seamlessly** connect strategy, creativity, and execution for meaningful, impactful outcomes and **tailored** to deliver successful results.



→ → → → →
→ → → → →
→ → → → →

OUR PORTFOLIO

Our Services are Strategically Crafted to Help
You Activate a Holistic Humanized Brand



OUR EXPERIENCES

With extensive
collaboration across
leading government
entities and
organizations,

we helped shape meaningful narratives,
address social priorities, and create experiences
that connect institutions with people.

Our work spans sectors
including:

^{01/}Government and
Semi-government

^{02/}Education

^{03/}Social
Development

^{04/}Community and
Culture

**Each project reflects our
commitment to responsibility,
relevance, and long-term value.**

WE CREATE WORK THAT IS INTENTIONAL,

thoughtful, and rooted in strategy — ensuring every story we tell serves a clear purpose and drives real impact.



Strategy &
BRAND LEADERSHIP

Branding & Creative
DEVELOPMENT

Production & Digital
EXPERIENCE

Events, Activation &
EXPERIENTIAL

Social Media, Media Planning
& PUBLIC RELATIONS



OUR WORK

Strategy & Brand Leadership

Where insight meets direction.

→ **Services include:**

Brand Strategy & Positioning

Brand Architecture

Brand Naming

Integrated Marketing

Communication Strategy

Social & Digital Strategy

Brand Cultivation & Content Development

OUR WORK

Branding & Creative Development

Building brands that are distinctive, consistent, and meaningful.

→ **Services include:**

Branding & Rebranding

Brand Identity Development

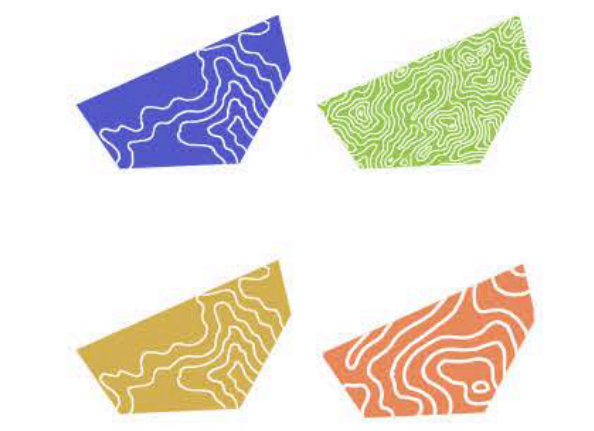
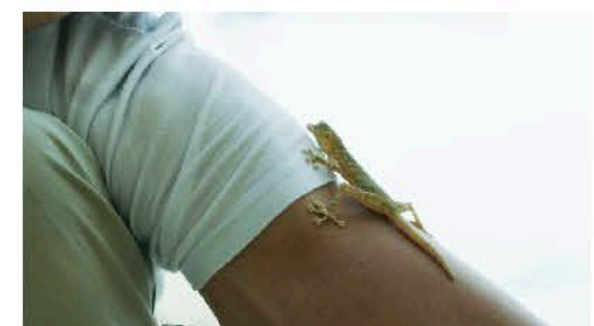
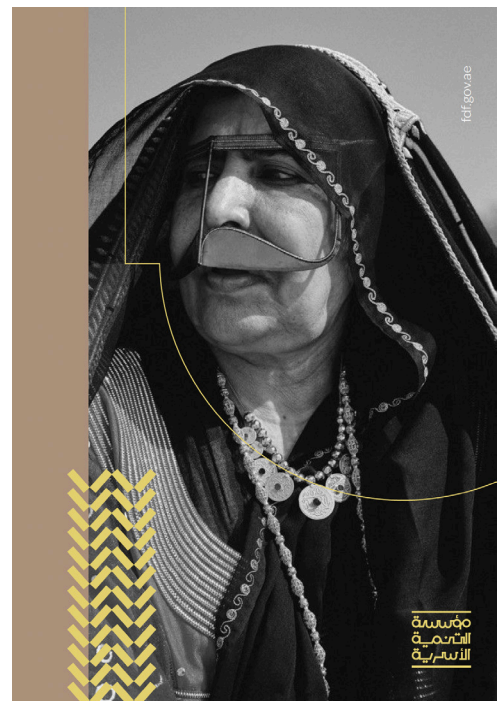
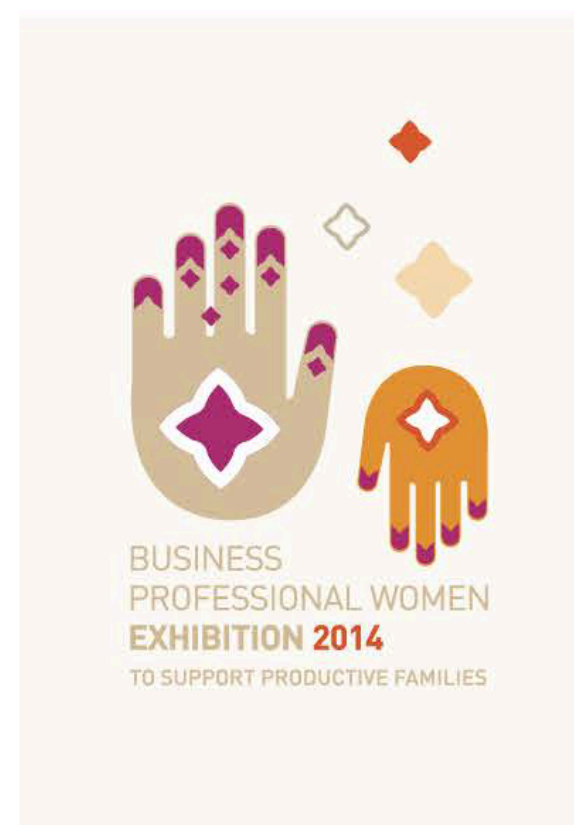
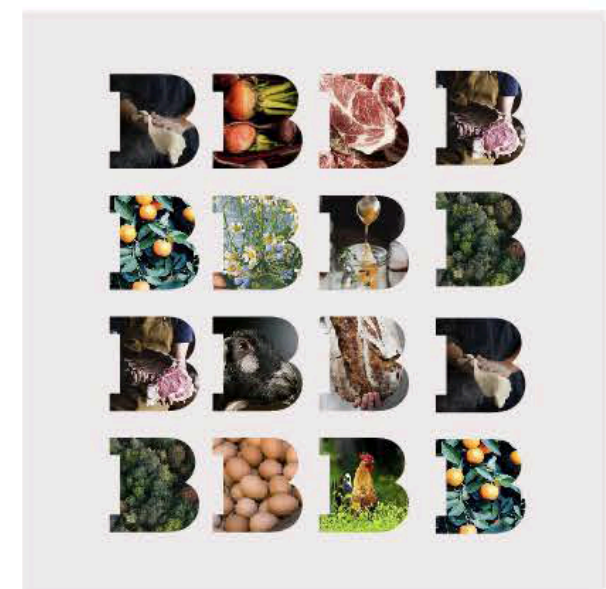
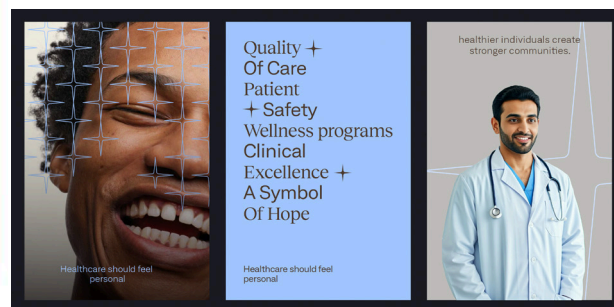
Visual Identity Systems

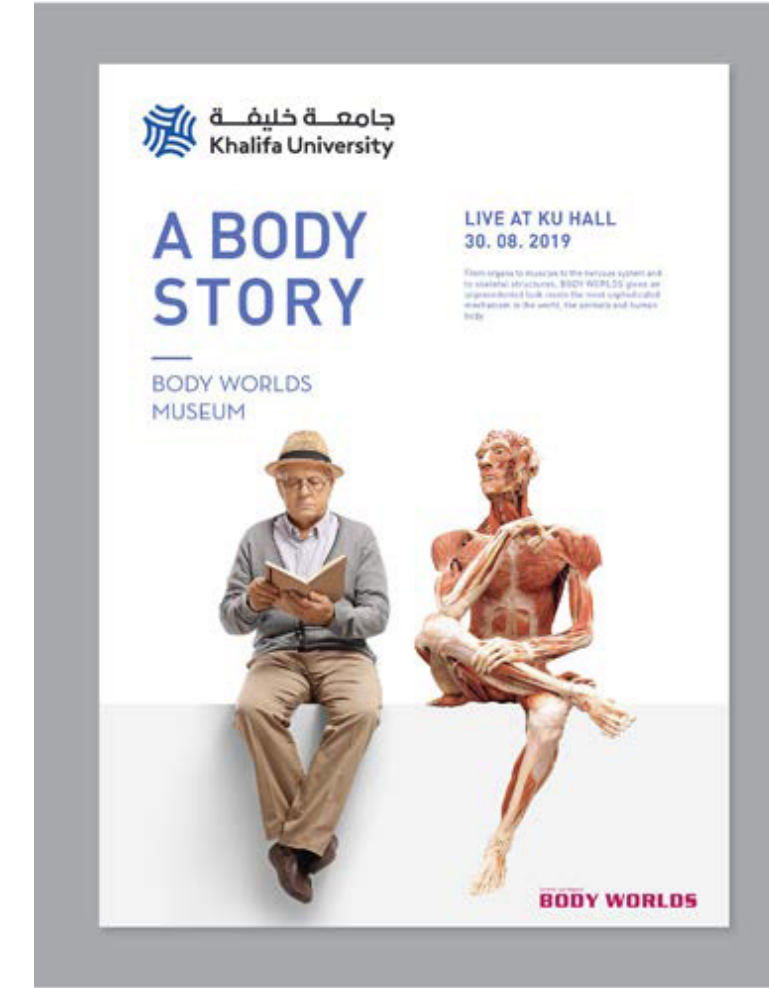
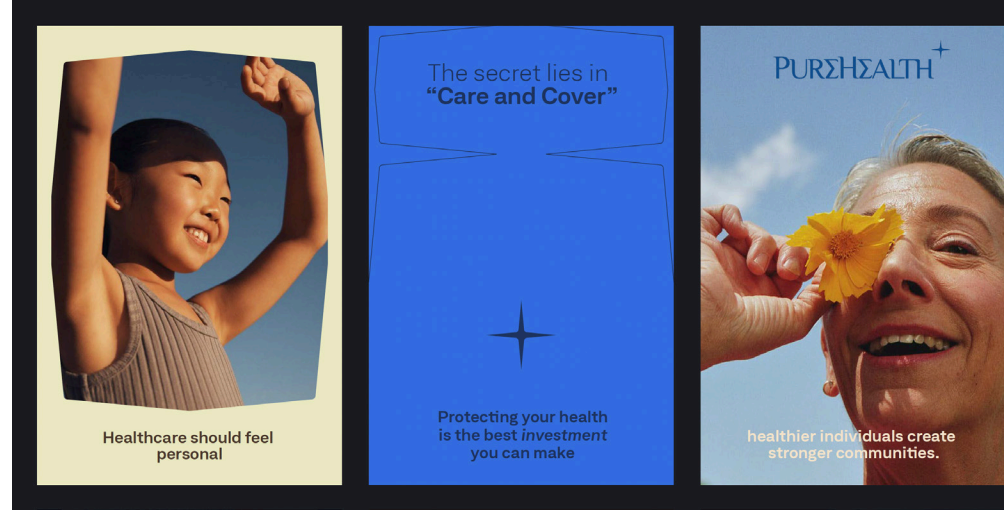
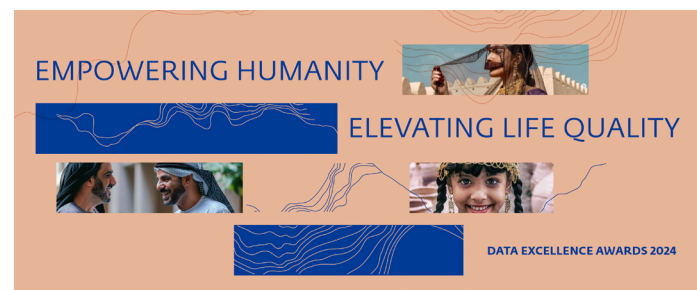
Brand Guidelines Development

Product & Packaging Branding

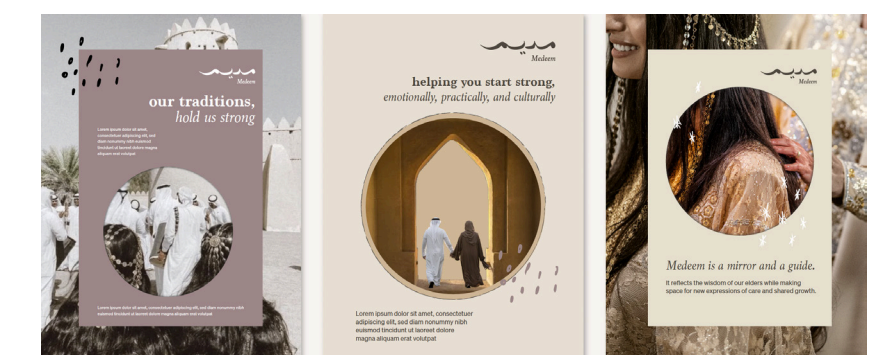
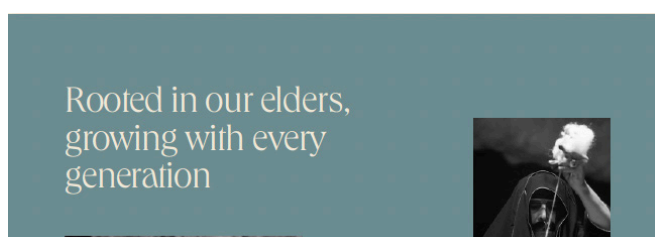
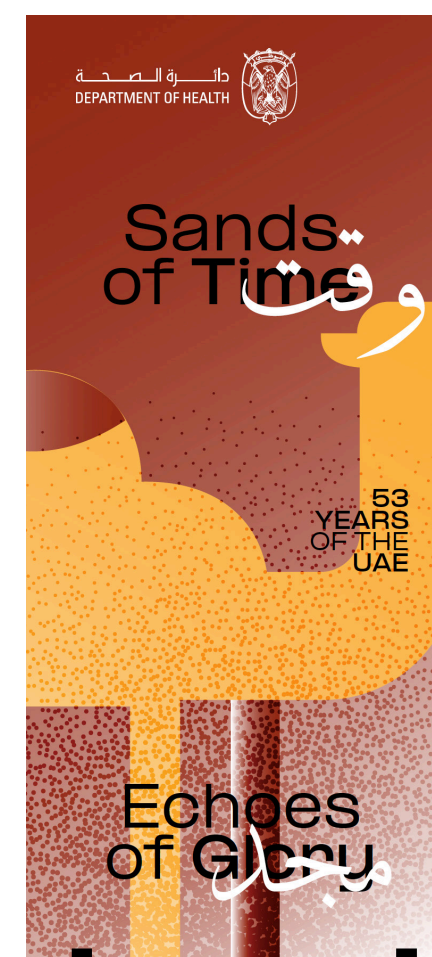
Brand Collaterals & Editorial Design

Interior & Environmental Branding





Linear Illustrations and Compositions



OUR WORK

Social Media, Media Planning & Public Relations

Building conversations,
credibility, and community.

→ **Services include:**

Social Media Strategy & Planning

Social Media Content Creation

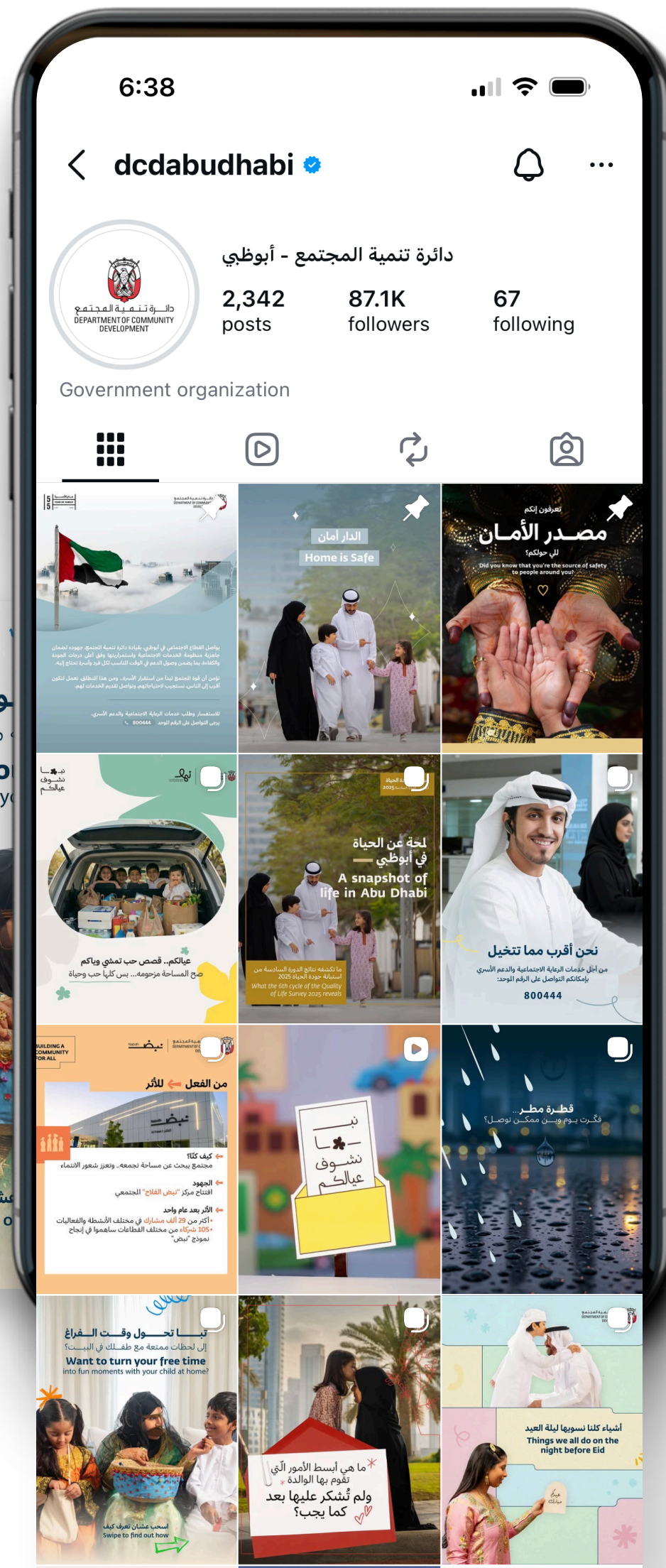
Community Management

Social Media Advertising & Media Buying

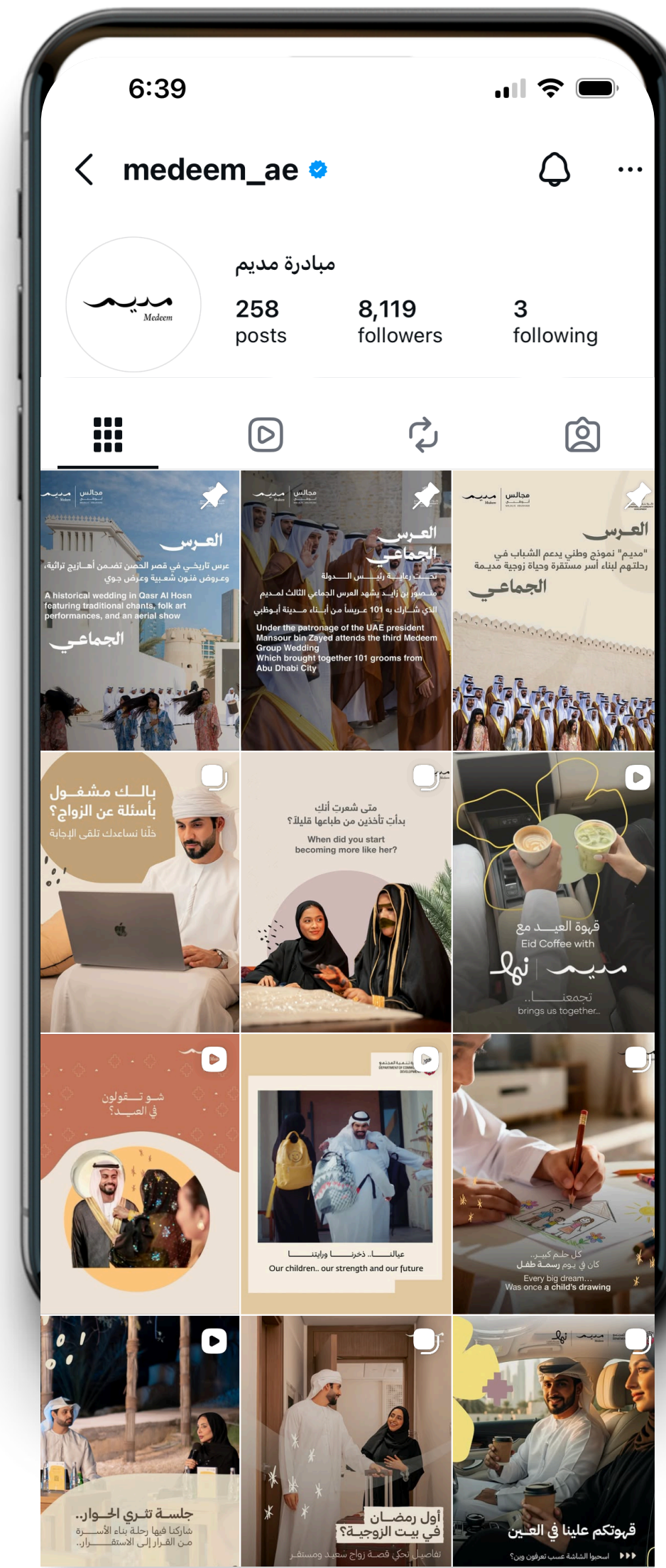
Monitoring, Reporting & Analytics

Public Relations

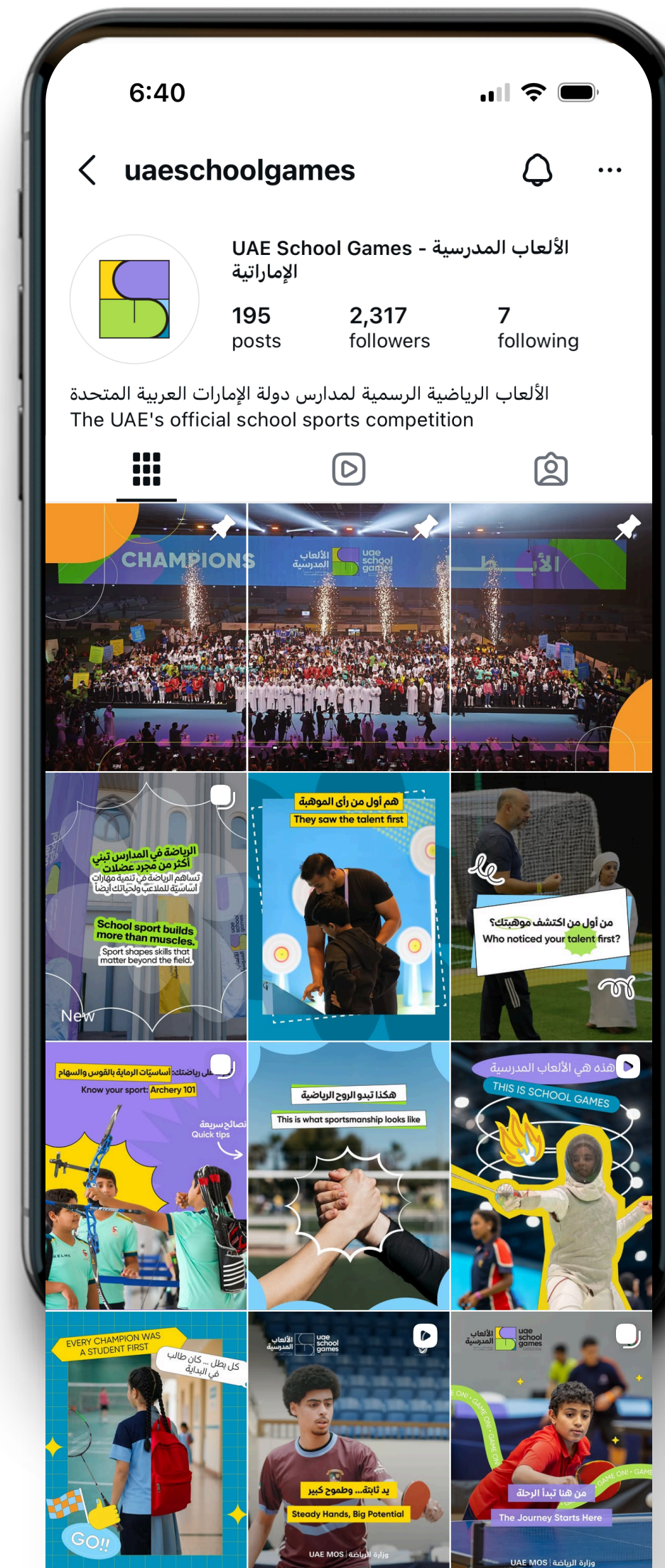
Reputation Management & Advocacy



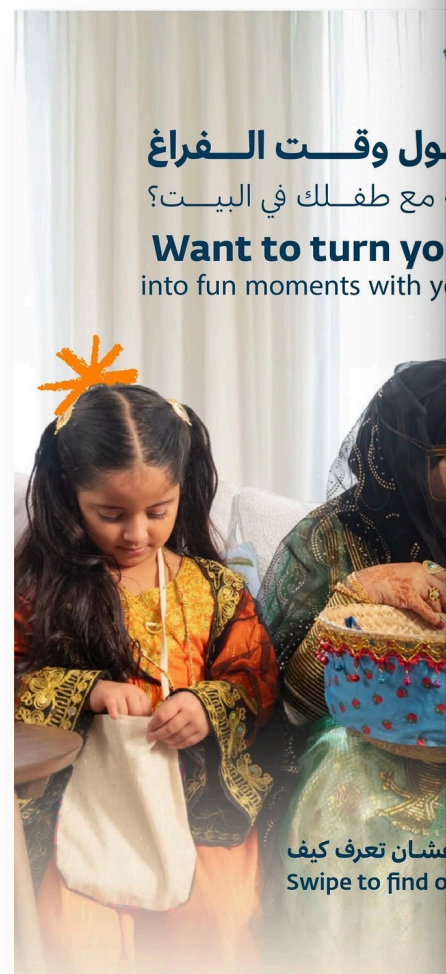
dcdabudhabi



medeem_ae



uaeschoolgames





nabdh.abudhabi



damjaward



zoud.ae

OUR WORK

Events, Activation & Experiential

Designing experiences
people remember.

→ **Services include:**

Brand Activation & Experiential Campaigns

Event Conceptualization, Production & Management

Product Launches

Exhibitions & Pavilion Management

Sponsorship Activation

3D Visualization for Event & Experience Design





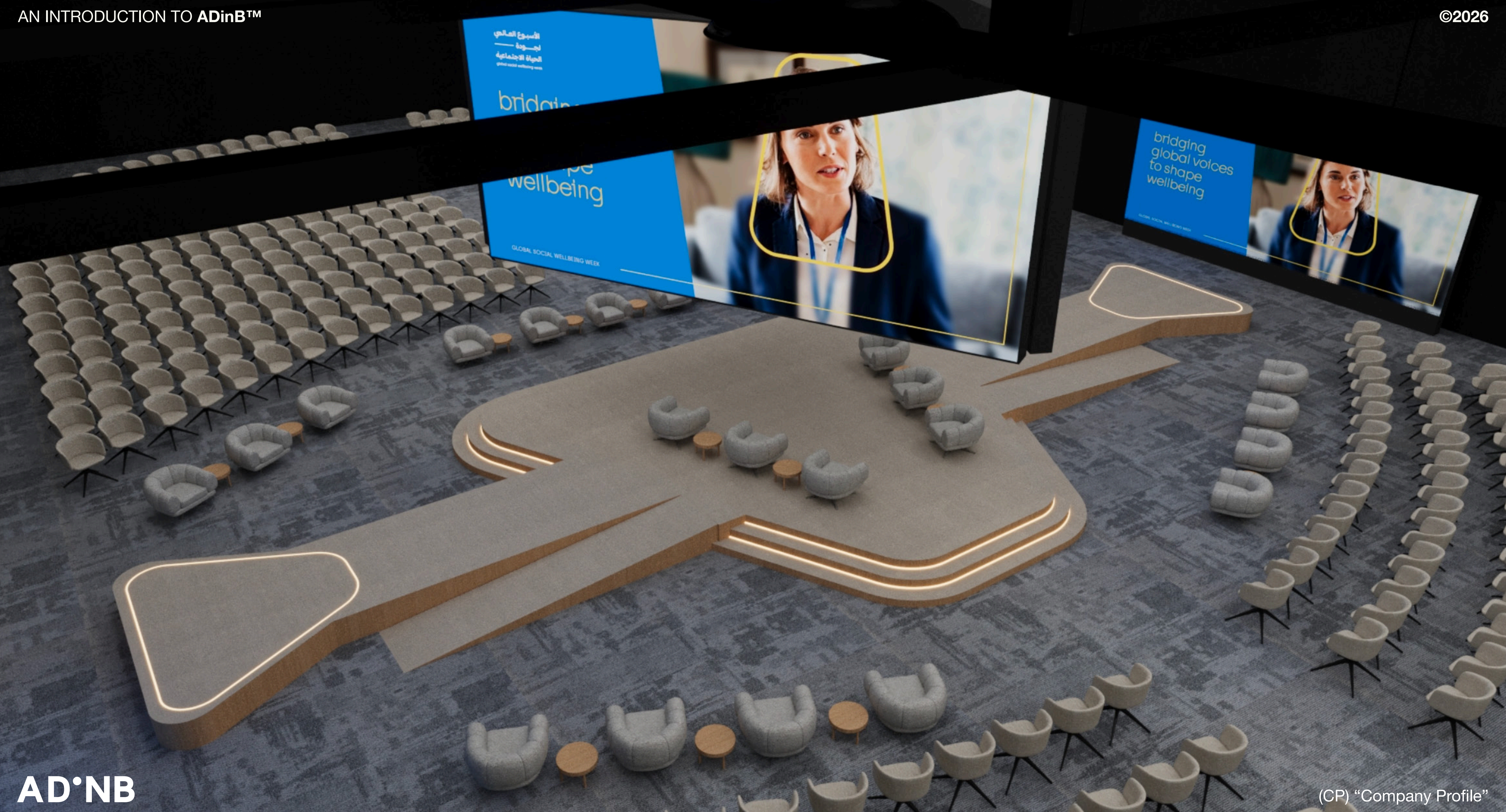
FAITH

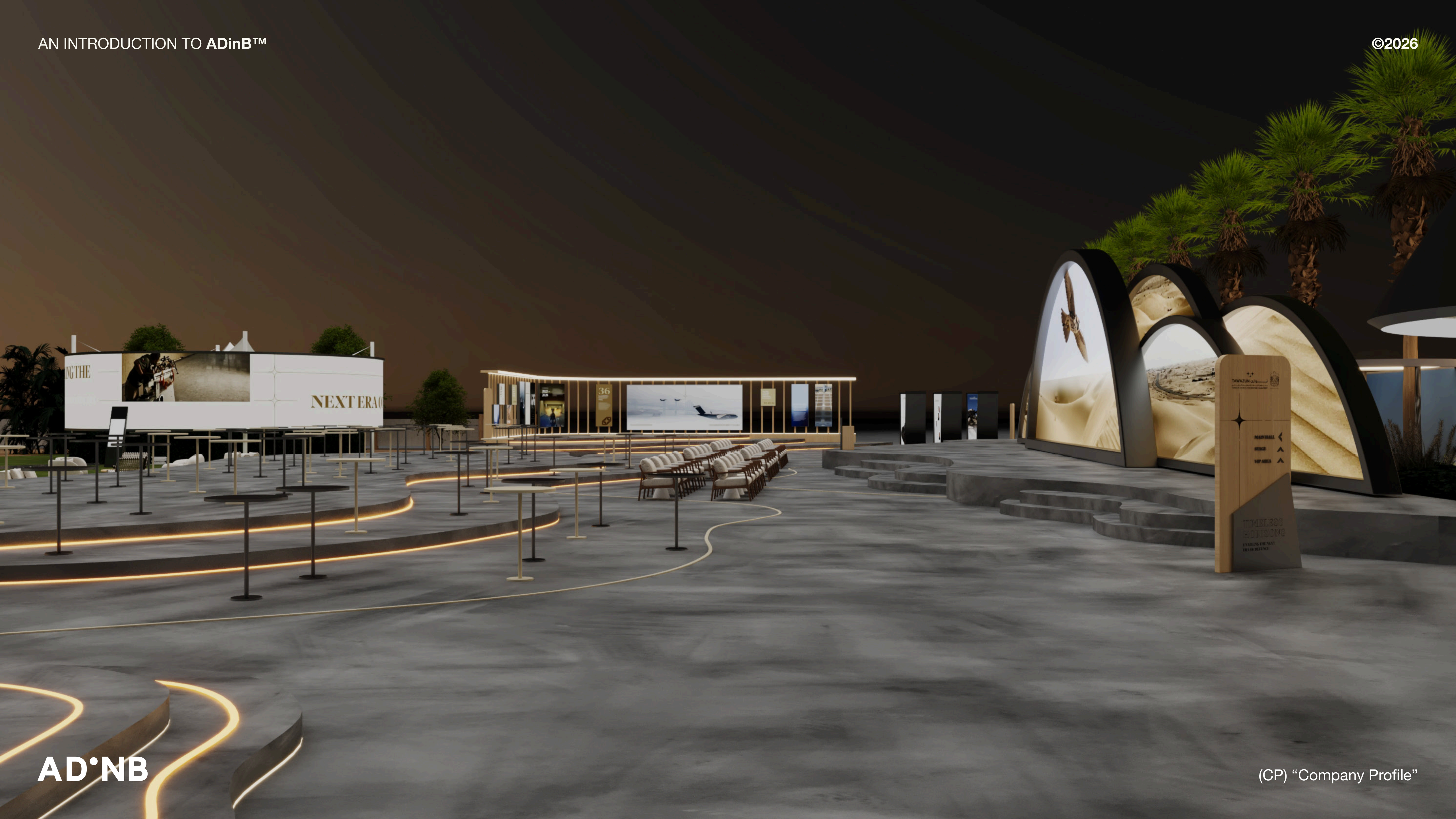
CO

The 2026
Global Faith
Leaders Summit
Abu Dhabi, UAE

المجلس الإسلامي
الإماراتي
COP
UAE UN
Uniting Faith Leaders for
Planetary Resurgence







ING THE
 NEXT ERA

36

TAWAZUN
 TIMELESS ECONOMY
 CHANGING THE NEXT
 YEAR DANCE





OUR WORK

Production & Digital Experience

Crafting compelling stories through powerful visuals and content.

→ **Services include:**

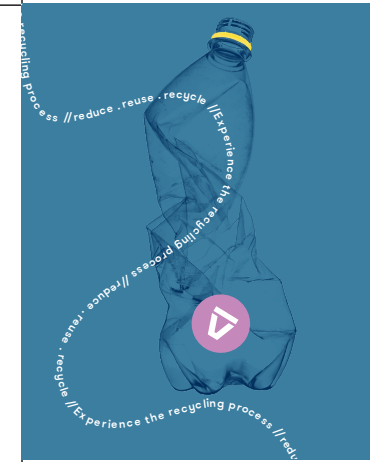
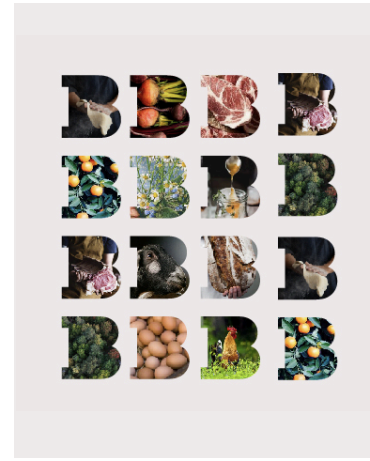
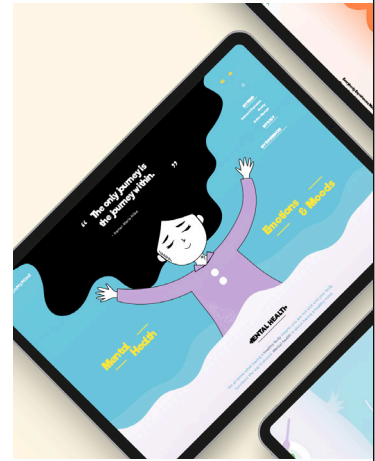
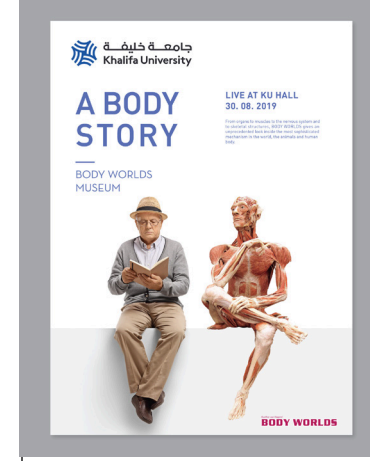
Script Writing

Photography & Videography

Animation & Motion Design

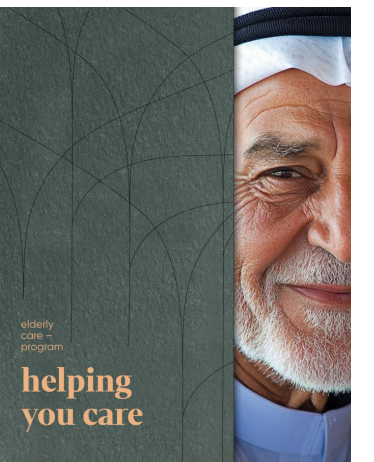
3D visualization

Digital & Campaign Content Production



↓
CLICK HERE "To View"

OUR CASE (→)STUDIES



NUMOU

Department of Community Development (DCD)

Project Numou Emirati Family Growth Program

Industry Government

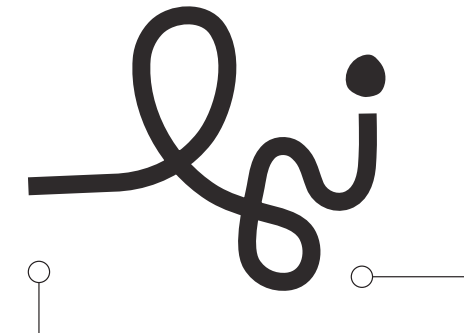
Scope Branding, Events, Social Media, PR

About the project

The Numou Emirati Family Growth Program, launched by the Department of Community Development, is designed to support family growth and stability in alignment with the Abu Dhabi Family Wellbeing Strategy.

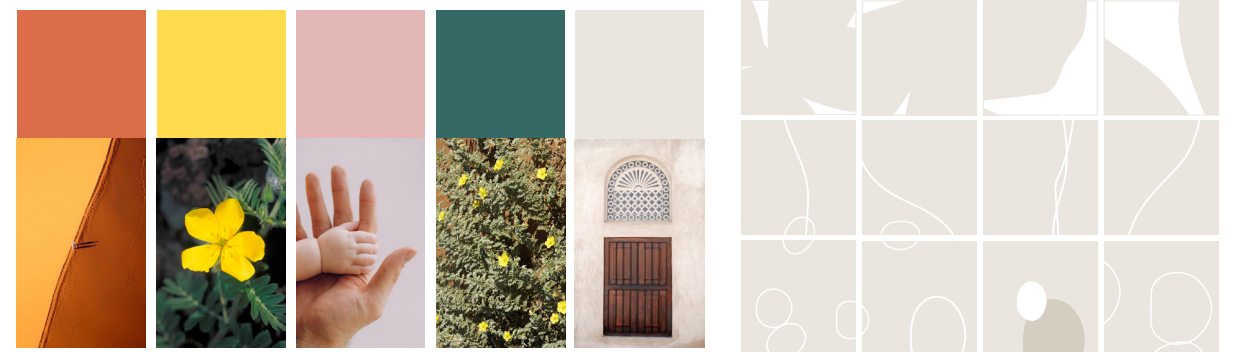
The program provides comprehensive support to young Emiratis preparing for marriage, as well as newly established families, reflecting DCD's commitment to strengthening family cohesion and enhancing overall quality of life.

THE LOGO & RATIONALE



the key to a prosperous future
and continuous growth

different family paths and stories,
coming together, forming a strong
interconnected cohesive community



the visual language



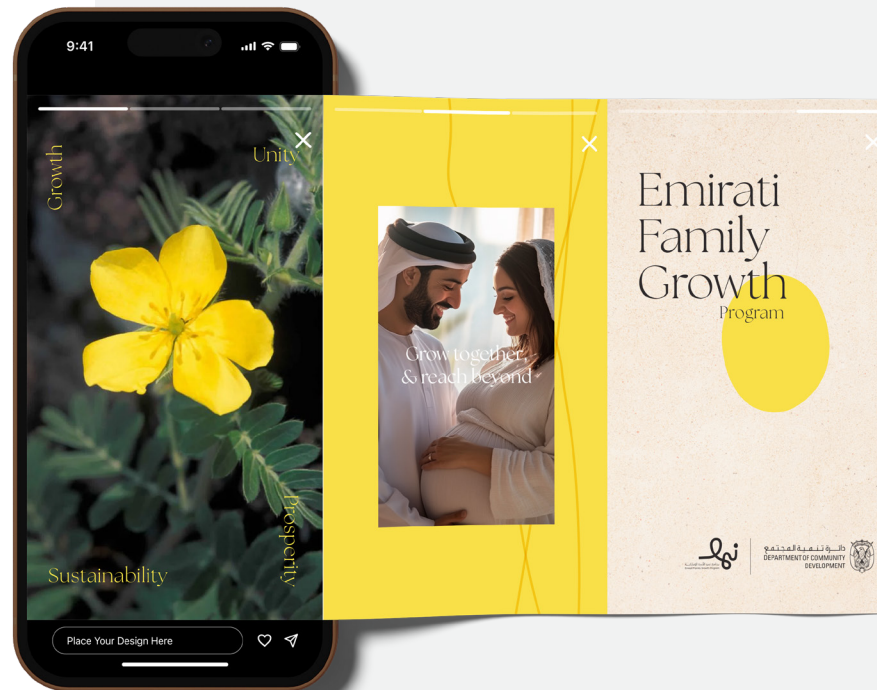
BRANDING | CAMPAIGN

THE CREATIVE NARRATIVE



Inspired by the UAE's national flower, Tribulus Omanense, this story reflects growth, new beginnings, and enduring prosperity.

Resilient enough to bloom in the desert, the flower mirrors family life— weathering challenges and blossoming with strength and beauty. Its delicate form symbolizes the nurturing spirit within a family, while its ability to thrive reflects the shared commitment and companionship that men and women bring to building a life together.



BRANDING | CAMPAIGN



برنامج نمو الأسرة الإماراتية
Emirati Family Growth Program

دائرة تنمية المجتمع
DEPARTMENT OF COMMUNITY
DEVELOPMENT



Brand Tone of Voice

- Empathetic**
Shows understanding and empathy towards the challenges, while effectively responding to them.
- Inclusive**
Ensures that the tone is inclusive, effectively communicating to people at different life stages.
- Encouraging**
Provide positive reinforcement and motivation for embracing the values of family growth.
- Empowering**
Offers resources and support through different programs that empower families to welcome more children within their household.

brand strategy

Backdrops

Includes backdrops used in brand promotional material.

Flyers

Includes flyers used in brand promotional material.

Posts Look & Feel

The brand's social media posts should be vibrant and joyful. Your content should be relatable and inspiring. Use warm colors and high-quality images of families to create a sense of community and belonging.

brand guideline

Grow together, reach beyond

The key to growth & prosperity

Grow together, reach beyond

happy family

family growth support

flyers & stickers

Emirati Family Growth Program

BRANDING | CAMPAIGN



برنامج نمو الأسرة الإماراتية
Emirati Family Growth Program

دائرة تنمية المجتمع
DEPARTMENT OF COMMUNITY
DEVELOPMENT



outdoor advertising



events



NABDH

Department of Community Development (DCD)

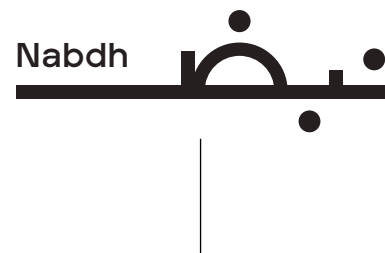
Project Medeem

Industry Government

Scope xxxxxxxx

📌 About the project

DCD launched a pioneering initiative focused on fostering well-being and social connection: Nabd—a vibrant space that embodies community spirit, empowerment, and collaboration. Nabdh offers a welcoming environment where individuals can cultivate new skills, prioritize their well-being, and forge meaningful relationships.



Inspired from the Emirati coffee cup's top view reflecting unity, community, and togetherness.

The logo showcases a custom typeface that seamlessly blends straight lines and circular shapes, symbolizing the intricate points of connections and interactions fostered within Nabdh.

THE VISUAL INSPIRATION

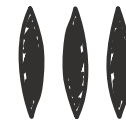


THE EMIRATI COFFEE CUP

For the Emirati, coffee aka gahwa, is more than a drink, it's a pulse of gathering and connections that radiates a feeling of welcoming and positive energy its a symbol that embodies the spirit of unity & the feeling of home a symbol people gather around forming a circle that represents community and togetherness.



A visual language has been crafted, drawing inspiration from Emirati cultural buildings, traditions, and ancient architecture.

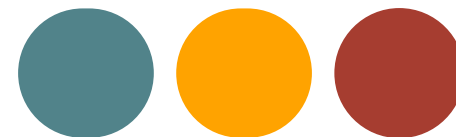


the patterns —————●

Primary



Secondary



Complimentary



Prayer Room



First Aid



Main Hall



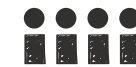
Female



Male



Family



Children



Positive Energy



Connection



Co-working space



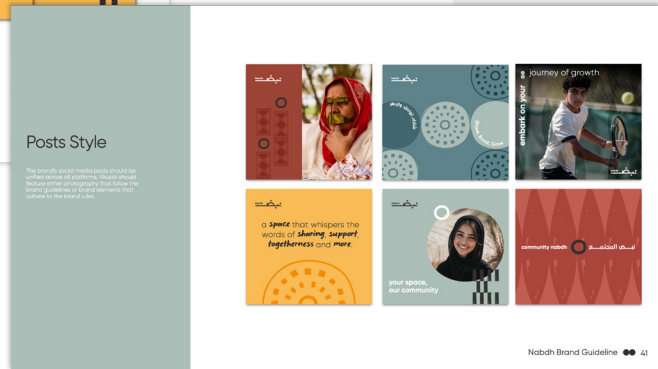
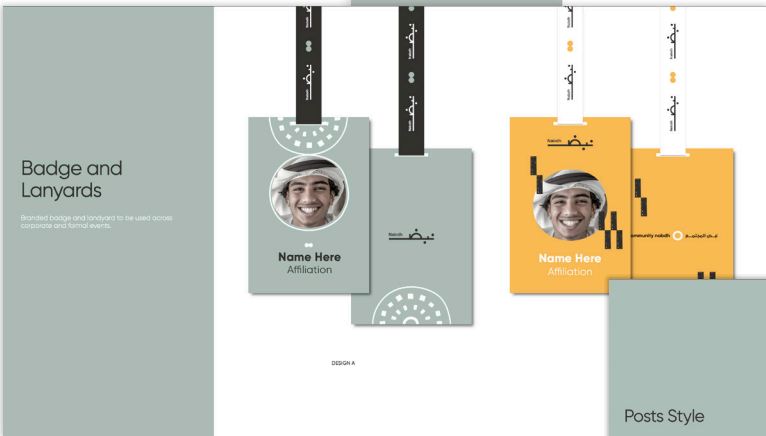
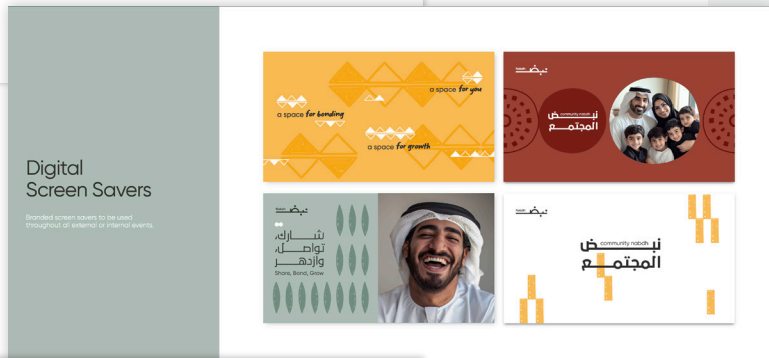
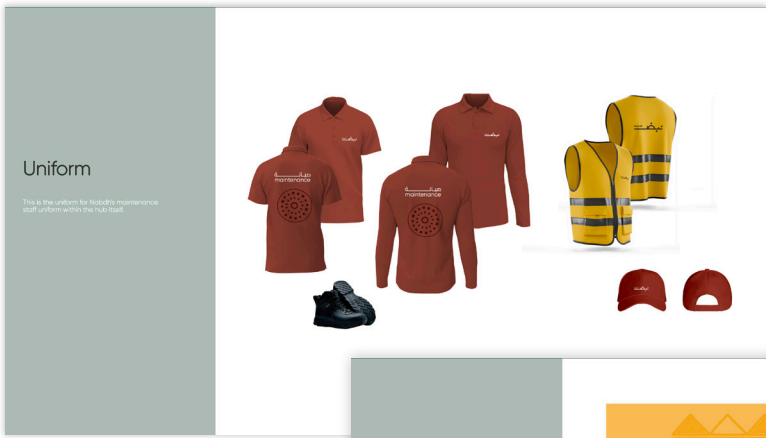
Library



Reception

the iconography —————●

REBRANDING | CAMPAIGN | EVENTS



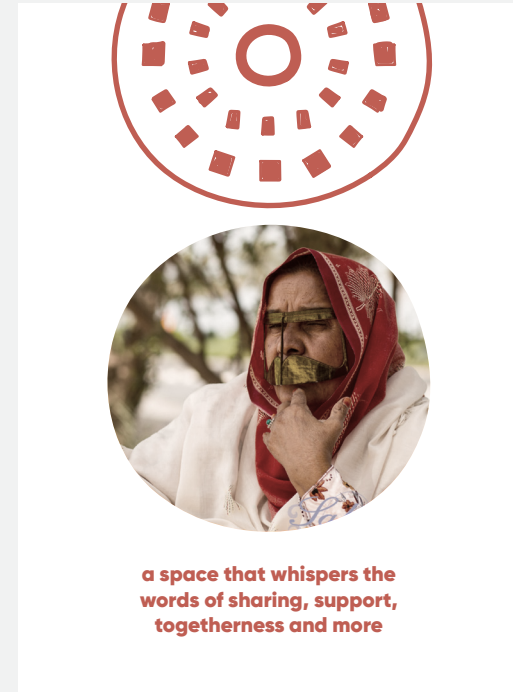
brand guideline

AD NB

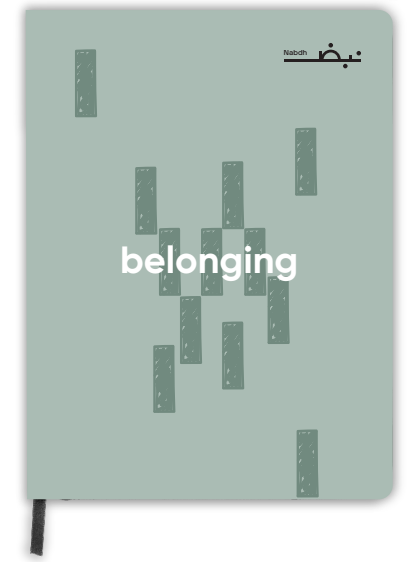
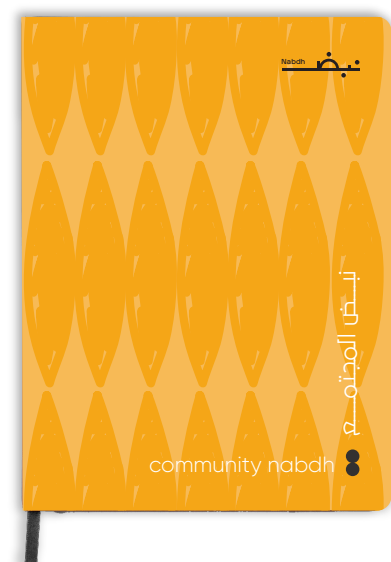
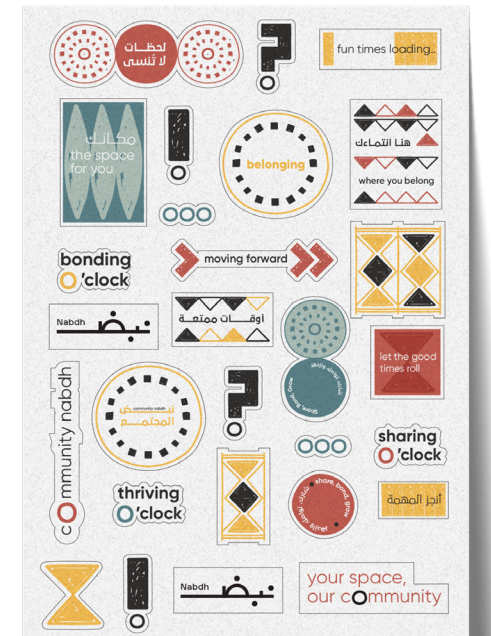
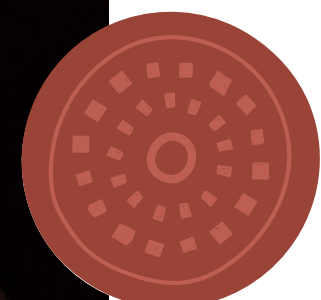


Nabdh

دائرة تنمية المجتمع
DEPARTMENT OF COMMUNITY DEVELOPMENT



posters



flyers, stickers, pins, & notepads

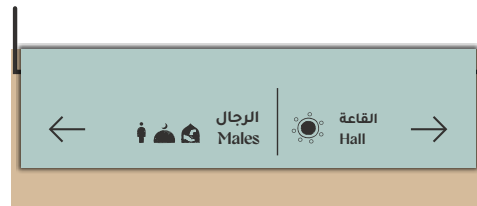
REBRANDING | CAMPAIGN | EVENTS



outdoor building signage



outdoor hashtag



door signages



glass door signages



corridor door signages



MEDEEM

Department of Community Development (DCD)

Project Medeem

Industry Government

Scope Events, Social Media, PR

About the project

A visual uplift for the “Medeem” initiative, launched by the Department of Community Development – Abu Dhabi (DCD). Medeem encourages young Emiratis to embrace authentic cultural values, opt for simpler and more affordable weddings, and plan thoughtfully for married life — supporting the goals of the Abu Dhabi Family Wellbeing Strategy.

The uplift introduced a refreshed visual language, including new patterns, collages, and graphic elements, applied across digital platforms and social media, as well as on-ground event activations, ensuring a cohesive and engaging brand presence.

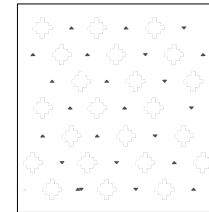


THE VISUAL STYLE

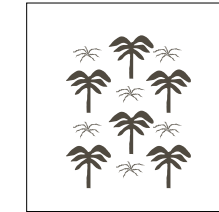


To nurture strong, lasting marriages that honor both tradition and transformation

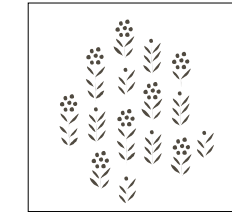
UAE architecture



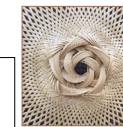
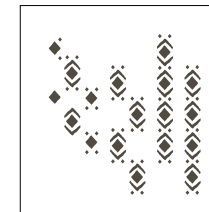
date palm trees



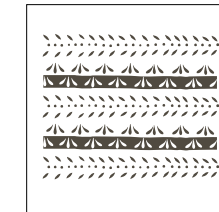
misk bottle



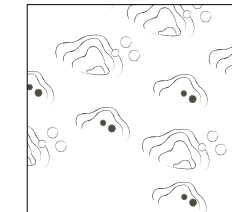
sadu patterns



attire embroidery



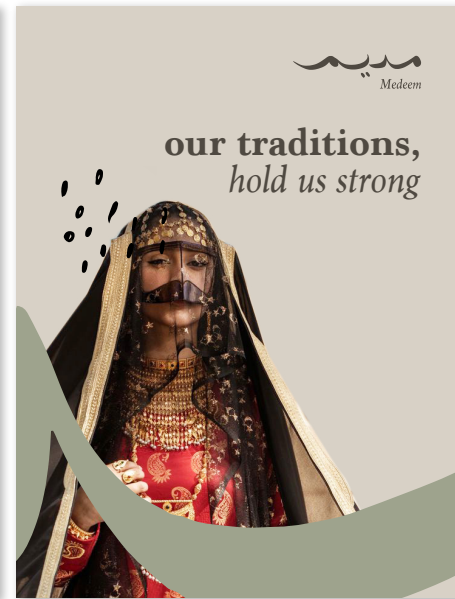
pearls



the patterns —————●

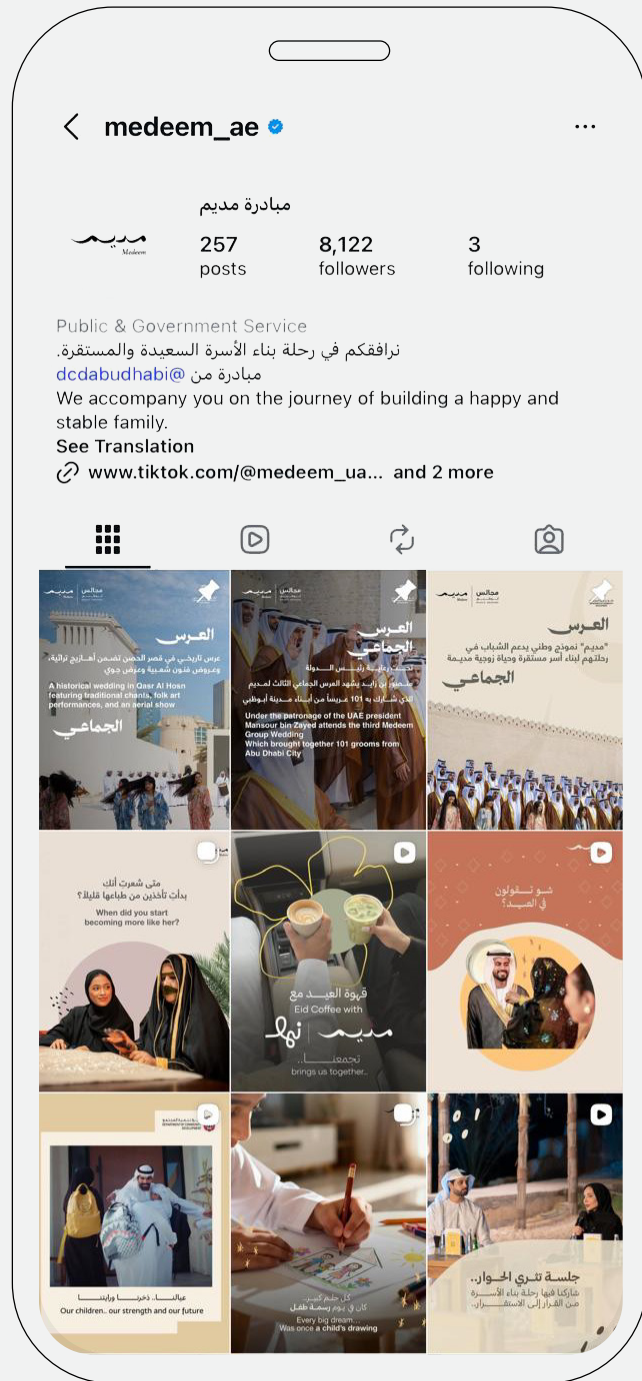
SM | EVENTS

brand illustration



brand collages







events —————

- [▶ CHECK FULL VIDEO](#)
- [▶ CHECK FULL VIDEO](#)
- [▶ CHECK FULL VIDEO](#)



ECD FAIR

Client Abu Dhabi Early Childhood Authority

Project Early Childhood Development Fair

Industry Government - Educational

Scope Concept, Branding, Marketing & communication, SM
Event management, Production, Video & Photo Shoot

About the project

A SPACE FOR FUN, GROWTH & LEARNING

The ECD fair is a platform focused on providing families a chance to explore out-of-school early childhood offerings in a fun, innovative, and interactive space for children.

Its goal is to increase the attractiveness of Abu-Dhabi as a child-friendly city, as well as promote collaboration with the different partner entities that act as champions of the different offerings.



عرض
تنمية الطفولة
المبكرة

EARLY CHILDHOOD
DEVELOPMENT
FAIR — 2023

the story

THE RATIONALE



PLAY

ENGAGE IN FUN ACTIVITIES
MEET OTHER CHILDREN & FRIENDS



LEARN

LEARN NEW SKILLS,
DISCOVER NEW INTERESTS



GROW

NURTURE THE MIND & BODY

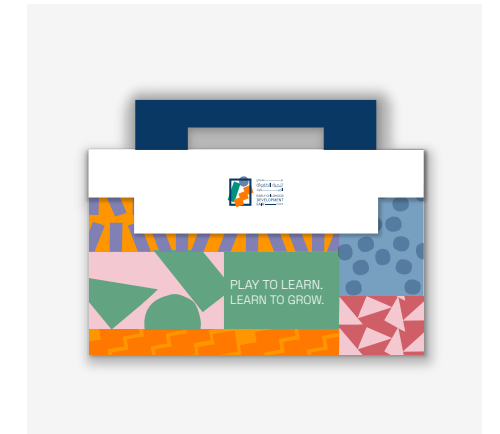
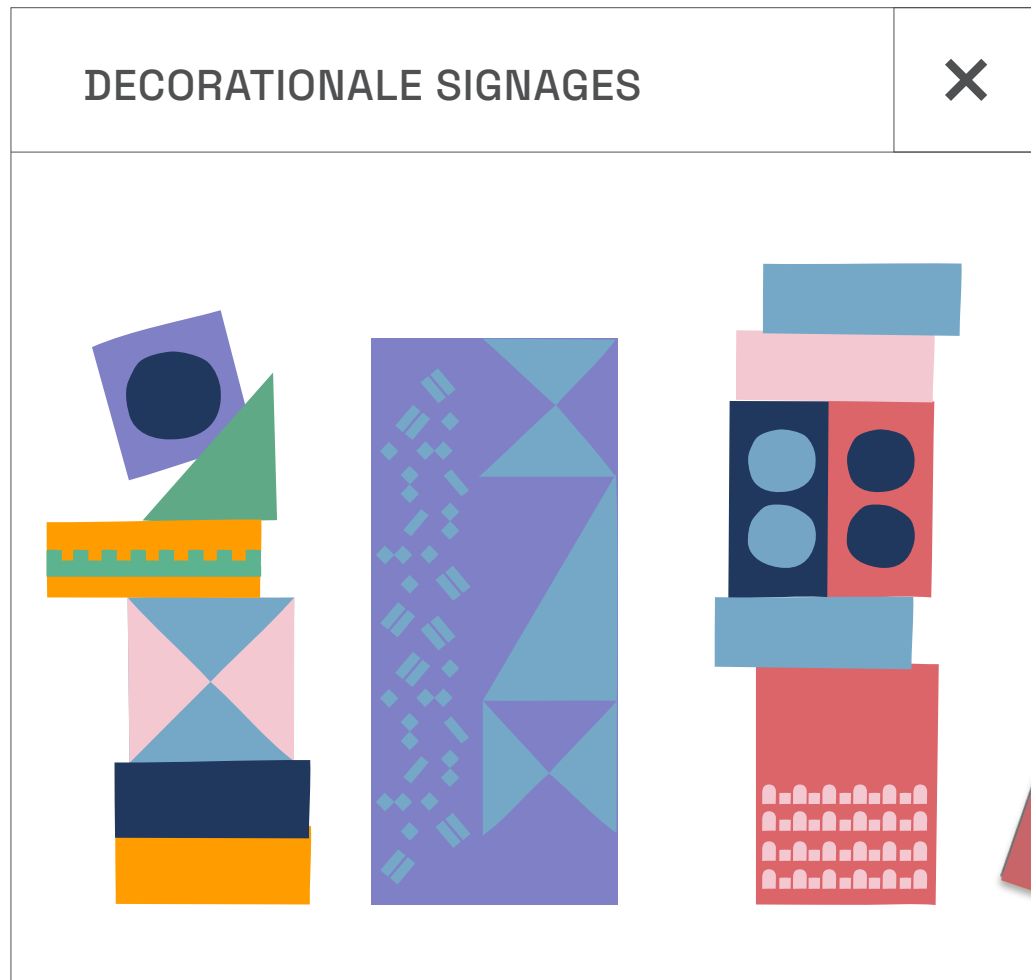
The logo mirrors the unique, creative, and engaging space the Childhood Fair aims to provide, broadening the horizons of our loved ones.

The composition reflects a dynamic energy that resembles the fair's experience – one where our children's physical health and cognitive development is nurtured, where professionals meet diverse opportunities, and where the greatest investment is towards our children's wellbeing.

EVENT | BRANDING

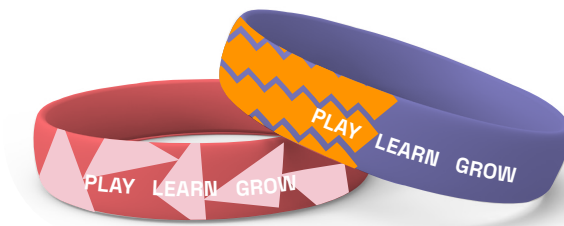
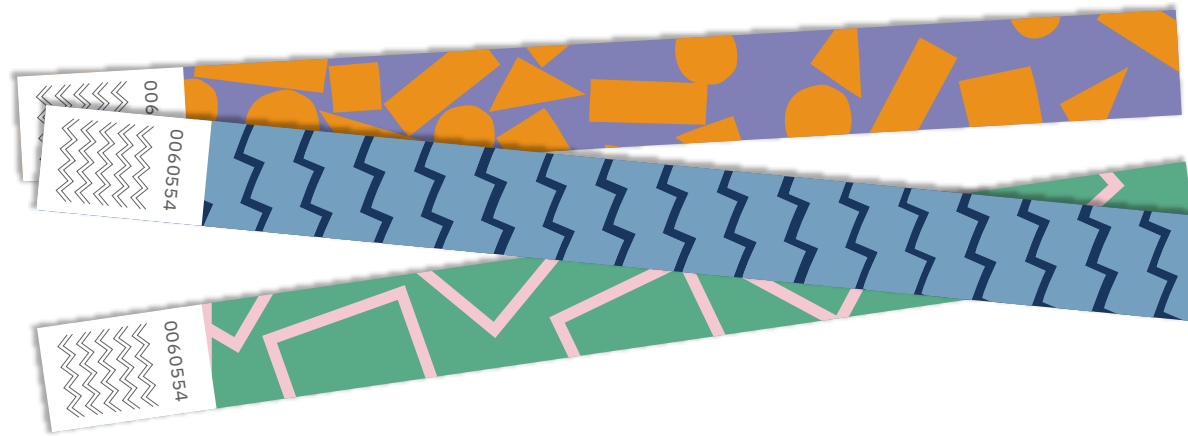


the theme —————



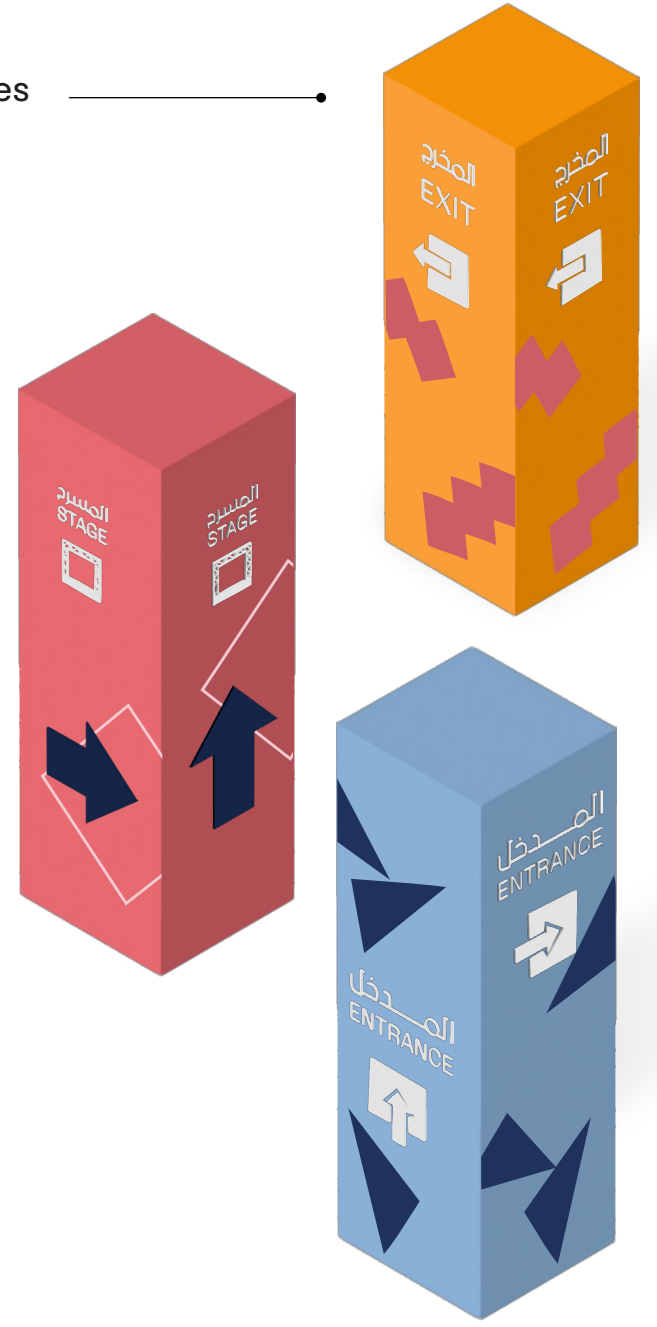
giveaways kit —————

EVENT | BRANDING

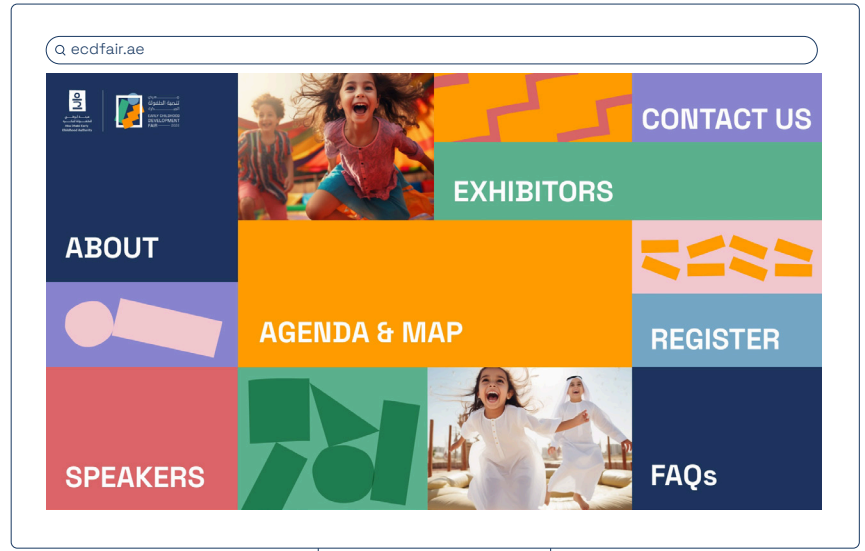




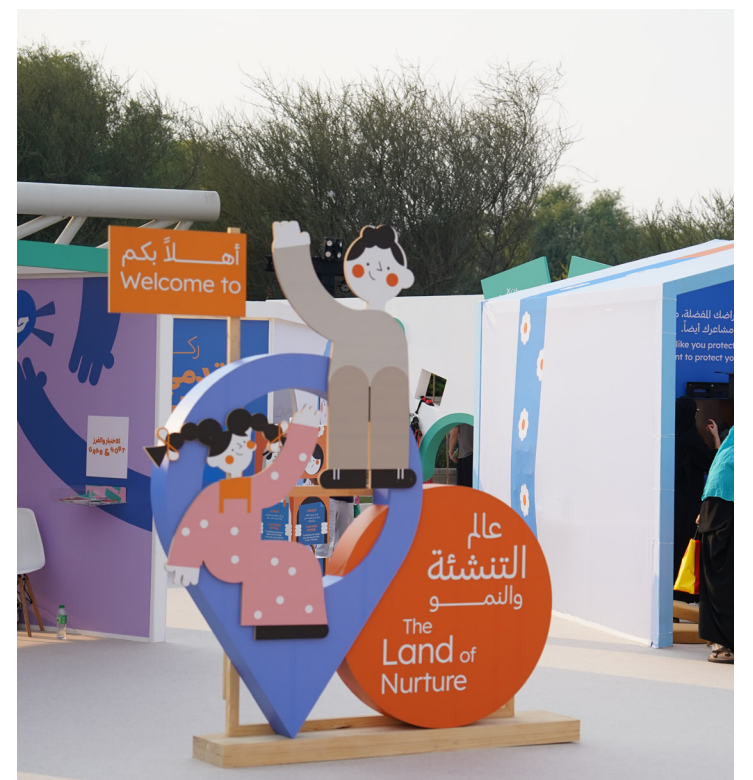
signages



website



EVENT | BRANDING



GLOBAL FAITH LEADERS SUMMIT

Client Muslim Council of Elderly & COP28
Project Concepts and Event
Industry Government
Scope Concept, Branding, Event management, Production, Video & Photo Shoot

About the project

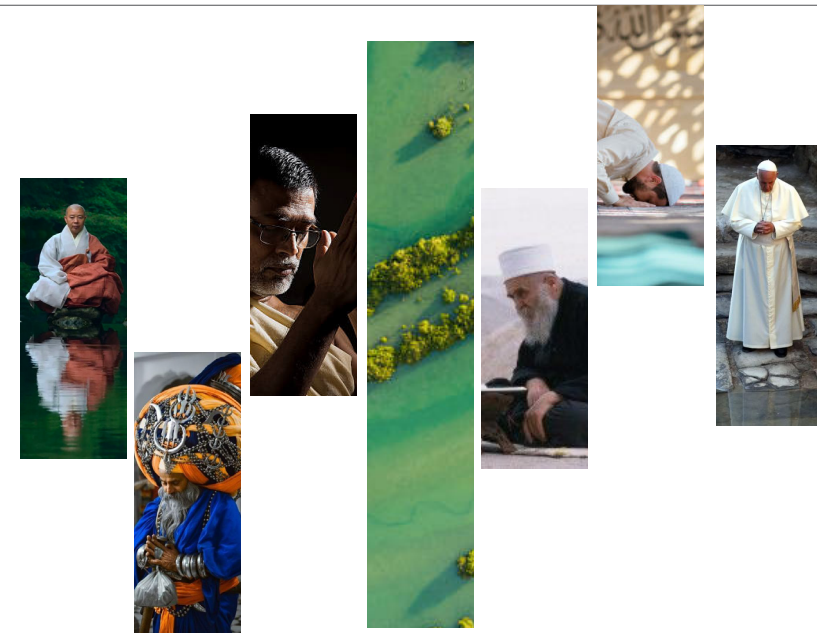
The Muslim Council of Elders, in partnership with COP28, hosted an event where religious leaders from around the world, each offering unique perspectives, united by blending diverse approaches to pursue a common goal: promoting sustainable growth for a healthier planet. Hand in hand, as they enrich one another's beliefs, we progress harmoniously toward sustainable development and flourishing.



Global Faith
Leaders Summit
Abu Dhabi 2023

the story

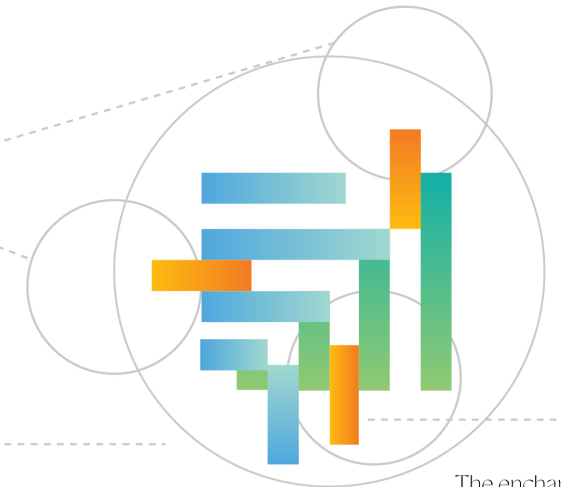
THE RATIONALE



Diverse paths
& beliefs,
all converging towards
one common goal.

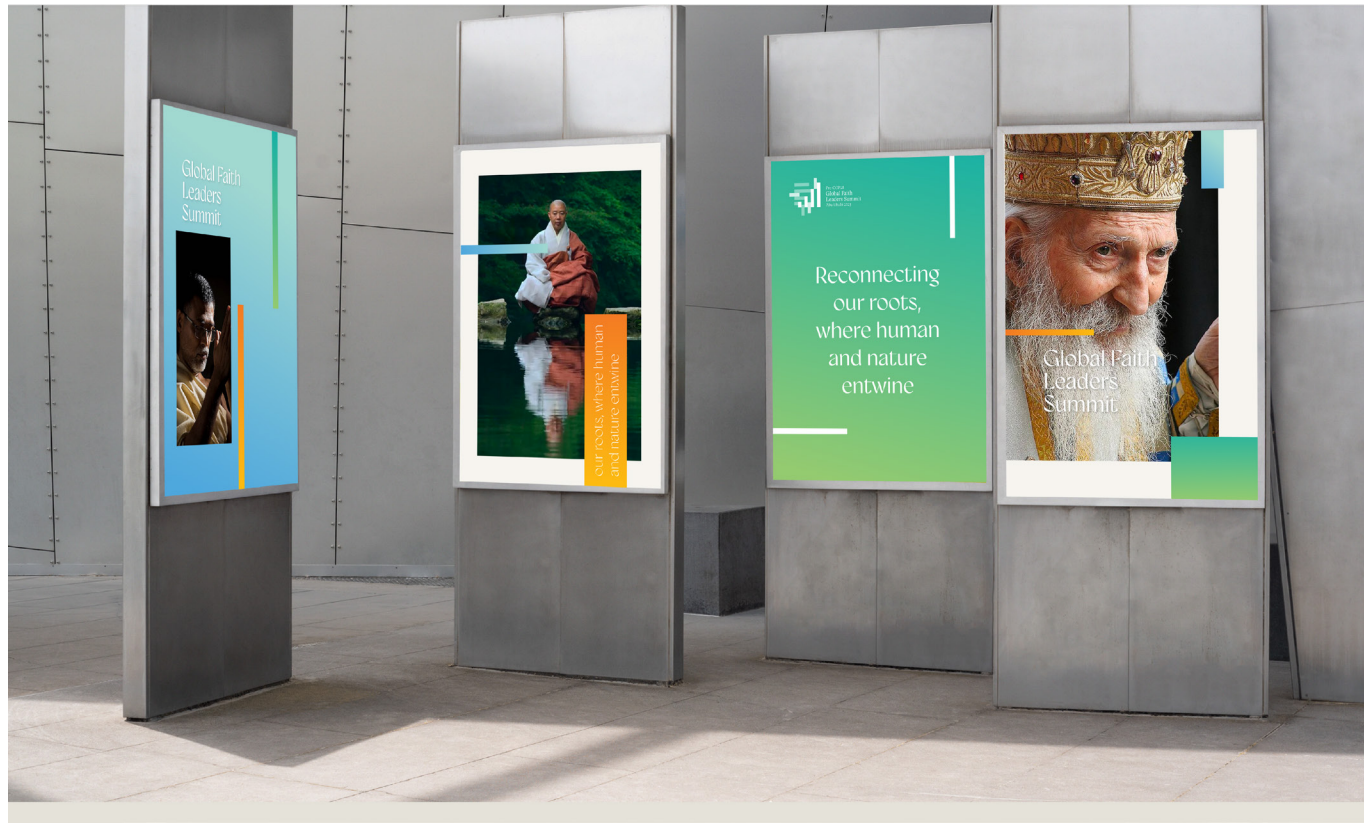
different paths/
different beliefs
and religions

preachers of various
faiths come together to
complete the picture on
one platform.

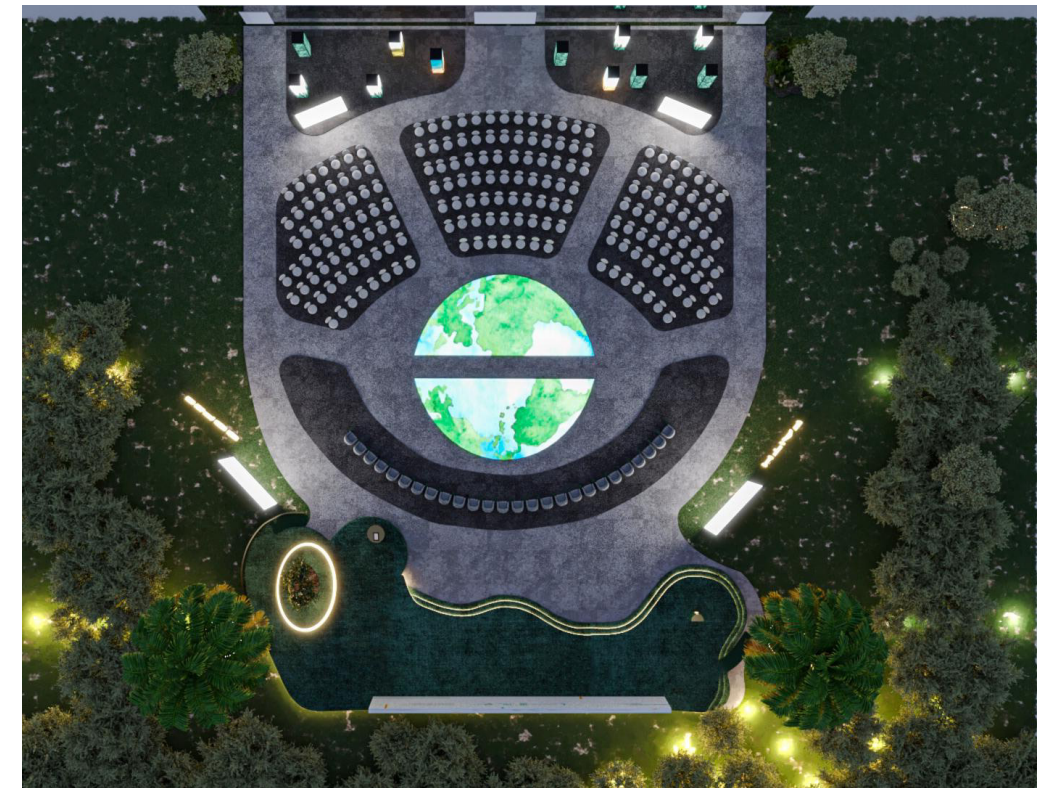


The enchanting blend of
colors embodies a profound
message of sustainability,
igniting the flames of hope,
positivity, and a brighter
future.

EVENT | BRANDING



EVENT



SOCIAL CARE FORUM

Department of Community Development (DCD)

Project Social Care Forum

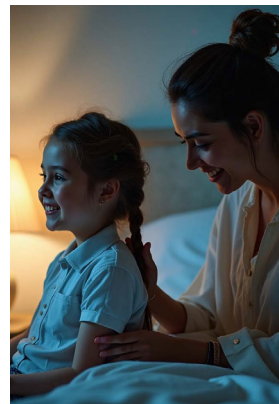
Industry Government

Scope Branding, Events, Social Media, PR

About the project

IT'S THE EVERYDAY ACTS, THAT HOLD OUR COMMUNITIES TOGETHER

Social Care Forum Abu Dhabi is an event with a mission to empower, protect, and uplift individuals and families through integrated, high-quality social care solutions, fostering cohesive, inclusive, and resilient communities across Abu Dhabi – with dignity at its heart.

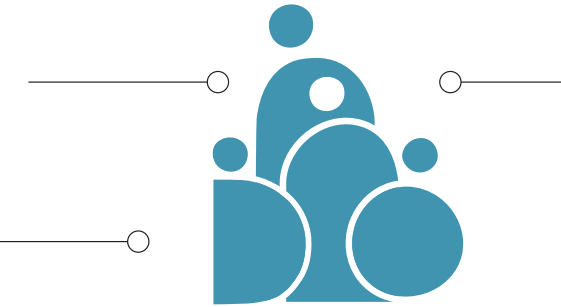


THE LOGO & RATIONALE



The overlaps reflect how the forum acts as a unifying platform for knowledge exchange and collaborative efforts targetted towards the wholesome wellbeing of all community members.

The negative space formed by the overlapping of figures reflect the innovative efforts integrated within social care practices.



The bold figures, varying in height and form, reflect the diverse community members whom social care and support are provided for including: men, women, children, the elderly, young people, and adults.

The figures are illustrated in an organic manner reflecting the human nature of social care, and how it is tailored to unique needs.

a magnetic pull of collaboration, care, and social progress within the hearts and minds of policymakers, practitioners, innovaters, stakeholders, and thought leaders, devoted to the overall wellbeing of our community.



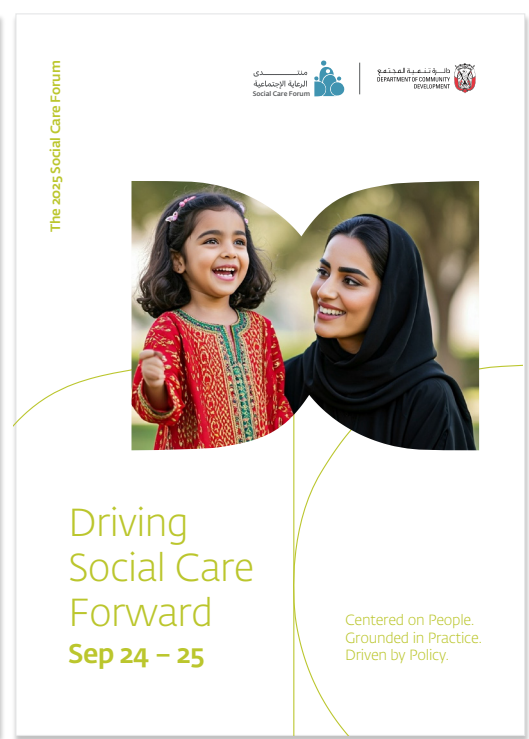
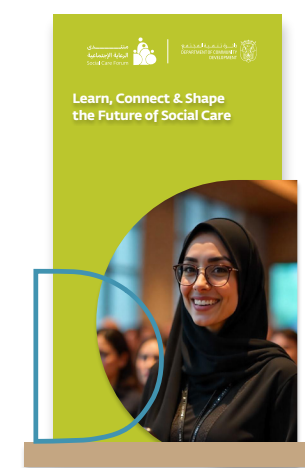
BRANDING | EVENT



AD NB

منتدى
الرعاية الإجتماعية
Social Care Forum

دائرة تنمية المجتمع
DEPARTMENT OF COMMUNITY
DEVELOPMENT





BRANDING | EVENT

منتدى
الرعاية الإجتماعية
Social Care Forum

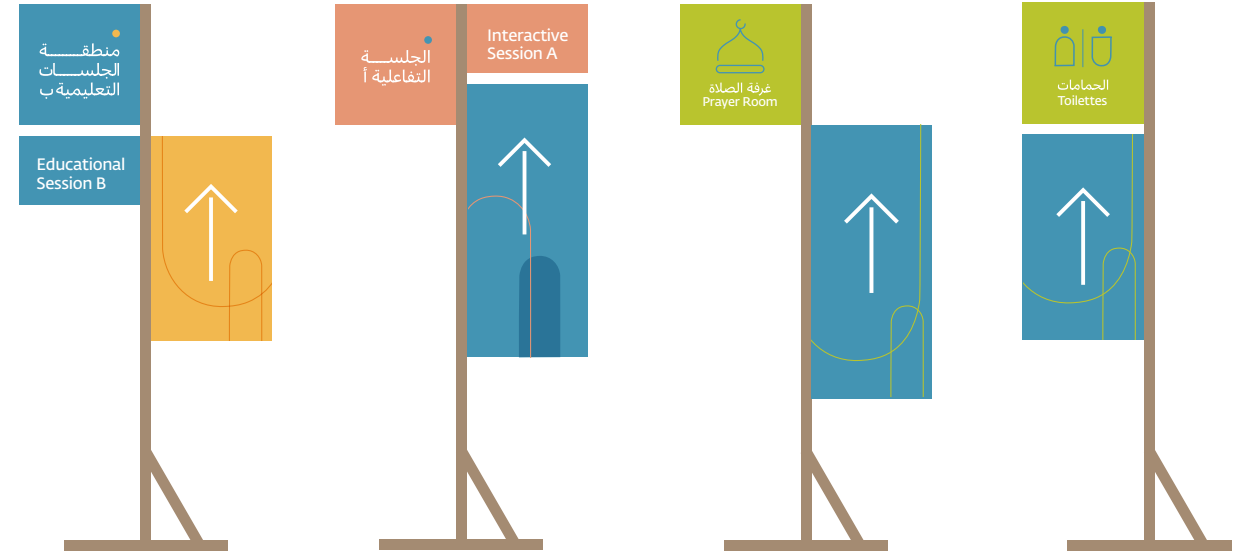
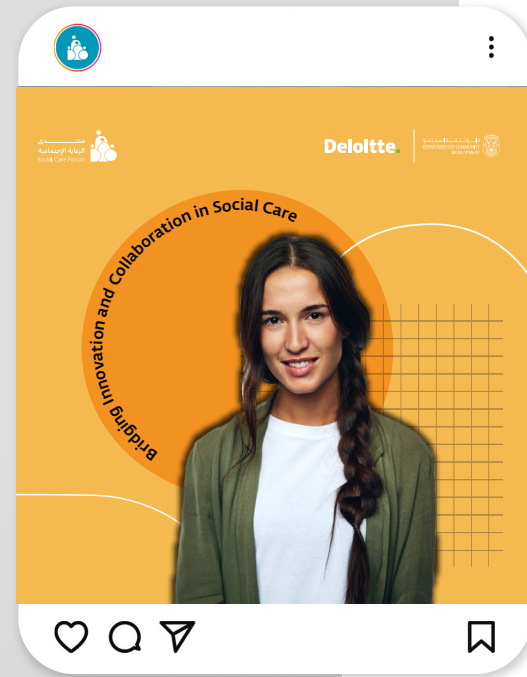


دائرة تنمية المجتمع
DEPARTMENT OF COMMUNITY
DEVELOPMENT



event 3D renders

event collaterals





[▶ CHECK FULL EVENT VIDEO](#)

DCD

Client Department of Community Development - DCD

Project Retreat / workshops

Industry Government - Social

Scope Concept, Branding, Space design
Event management, Production

📌 About the project



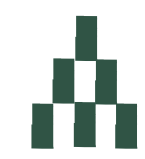
connection



bonding



empowerment



cohesion

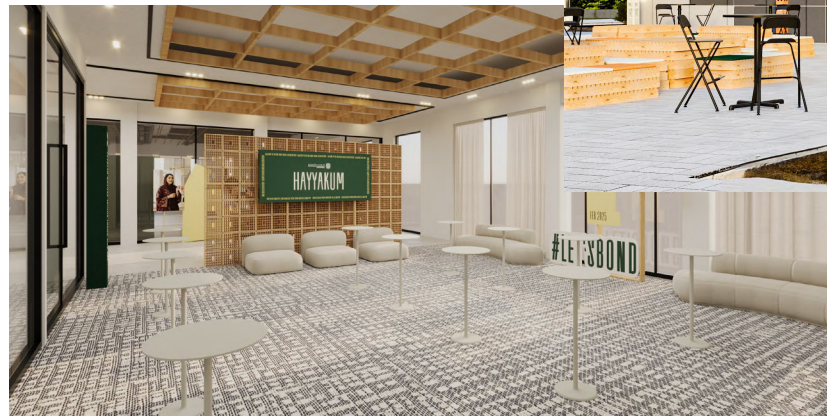


THE RATIONALE



“
let's bond over stories,
actions and possibilities
connections that make us community
”

EVENT | BRANDING



[▶ CHECK FULL EVENT VIDEO](#)

AFH

Client Abrahamic Family House - AFH
Project Ramadan Activation
Industry Government - Cultural
Scope Concept, Branding, Sapce design
Event management, Production

About the project

Gathered in the Spirit of Ramadan

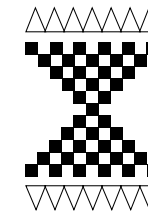
Heritage that brings us closer



the story



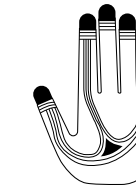
THE RATIONALE



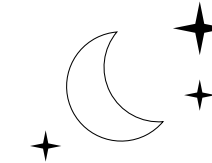
SADU



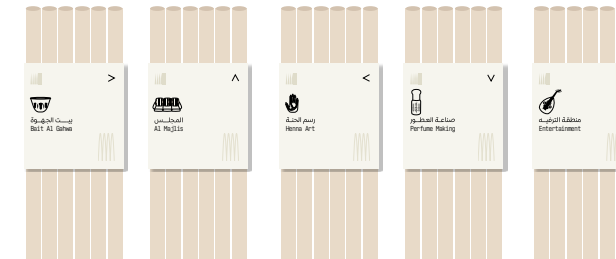
GAHWA



HENNA



RAMADAN



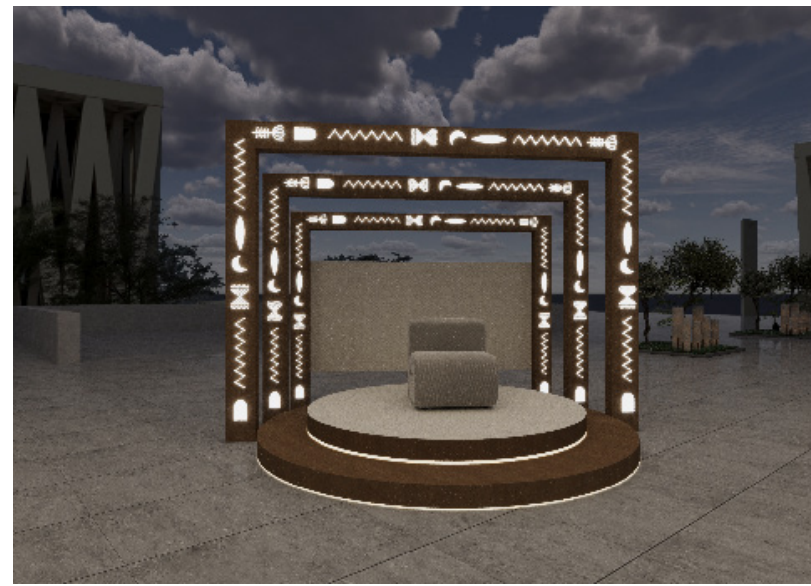
Ramadan has always been one of those quiet forces. It changes the rhythm of daily life; evenings slow down, homes fill up, conversations stretch longer, and people make a little more room for one another. Even in busy cities, the month has a way of making life feel more shared. This event is built around that feeling.

It's designed as a space built on Emirati tradition and heritage, that welcomes people to reflect on the way Ramadan is actually experienced: through small rituals, familiar traditions, food, stories, crafts, and time spent side by side.

At its heart, the event reflects a simple truth: Ramadan days are better when shared.



EVENT | BRANDING





peak

pura
ECO RETREATS

منتزه
جبل حفيت
الصحراوي
JEBEL HAFIT
DESERT PARK

PEAK BY PURA

Client Pura Eco Retreats

Project Concepts and Event

Industry Tourism

Scope Concept, Branding, Event management, Production, Video & Photo Shoot

About the project

PEAK is a one-day event set against the breathtaking backdrop of Jebel Hafit Desert Park, hosted at Pura Eco Retreat. Designed for those seeking both adventure and relaxation, it brings together high-energy outdoor activities with moments of calm and wellness in nature.

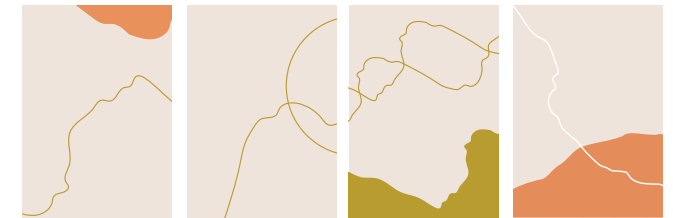
From exploring the desert landscape to unwinding in a serene setting, PEAK offers a balanced escape that invites you to recharge, connect, and experience something different, all in a single, unforgettable day.



peak

the visual language

THE RATIONALE



PATTERNS INSPIRED FROM JEBEL HAFIT ELEVATION AND LANDSCAPE

 **adrenaline rush**

 **soul & serenity**

 **creativity & connection**



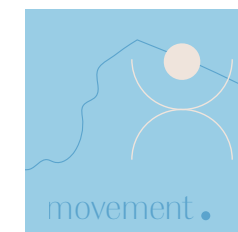
wellness •



mindfulness •



activity •



movement •



the body •



growth •

EVENT | BRANDING



social media templates



event agenda

sat 8 feb

ACTIVITY	SLOT TIMING	avg. duration
Trail Run By Peloton	7.00 am – 8.30 am	1.5 hrs
Biking By Peloton	7.00 am – 5.00 pm	
Skateboarding By Evolve	7.00 am – 5.00 pm	10 - 15 min
Zumba By Soma	11.30 am – 12.30 pm 3.00 pm – 3.45 pm	
Glow in the Trampoline By Fitness First	6.00 pm – 6.45 pm 7.00 pm – 7.45 pm	
Trampoline By Fitness First	10.00 am – 10.45 am 11.00 am – 11.45 am	

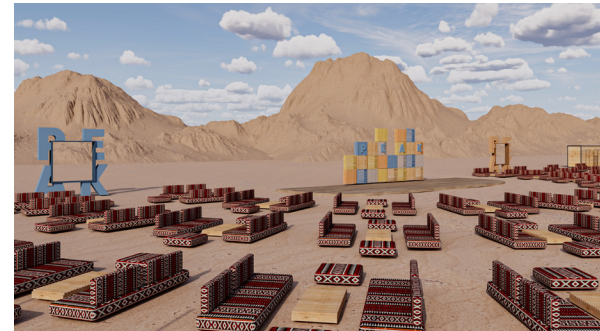
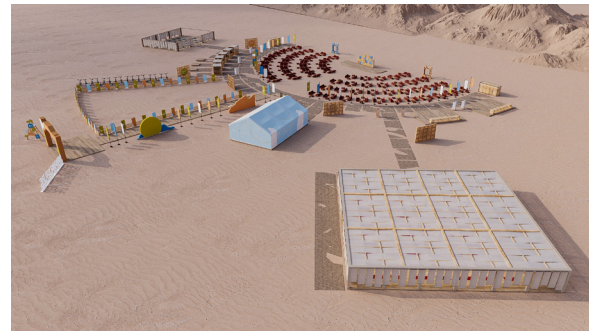
ACTIVITY	SLOT TIMING	avg. duration
Hiking By Peloton	7.00 am – 9.00 am	
Morning Yoga By Joelle	8.00 am – 9.00 am	
Yin Yoga By Joelle	9.15 am – 10.15 am	
Animal Flow By Joelle	10.30 am – 11.15 am	
Power Yoga By BodyTree	4.00 pm – 4.45 pm	
Creating a Life of Happiness Talk by Joelle	4.00 pm – 4.45 pm	
Sunset Yoga By BodyTree	5.00 pm – 6.00 pm	

ACTIVITY	SLOT TIMING	avg. duration
Orienteering By Soma	8.00 am – 12.00 pm 9.00 am – 12.00 pm 10.00 am – 12.00 pm	1 - 1.5 hrs
Family Workshop	10.30 am – 12.00 pm	
Jesmonite By RFLCT	12.30 pm – 2.00 pm	
Therapy with Sound By BodyTree	2.30 pm – 3.30 pm	
Clay Meditation By RFLCT	4.30 pm – 6.00 pm	
Kids Activities Workshop	6.30 pm – 9.00 pm	

event agenda

EVENT | BRANDING

EVENT 3DS



FDF NEIGHBORS FOR ALL

Client Family Development Foundation
Project Neighbors for All Campaign
Industry Government - Community
Scope 360 Campaign, Name Coining, Brand Identity & Visual System, Event management, Production, Video & Photo Shoot, Social Media, On-Ground Activations

About the project

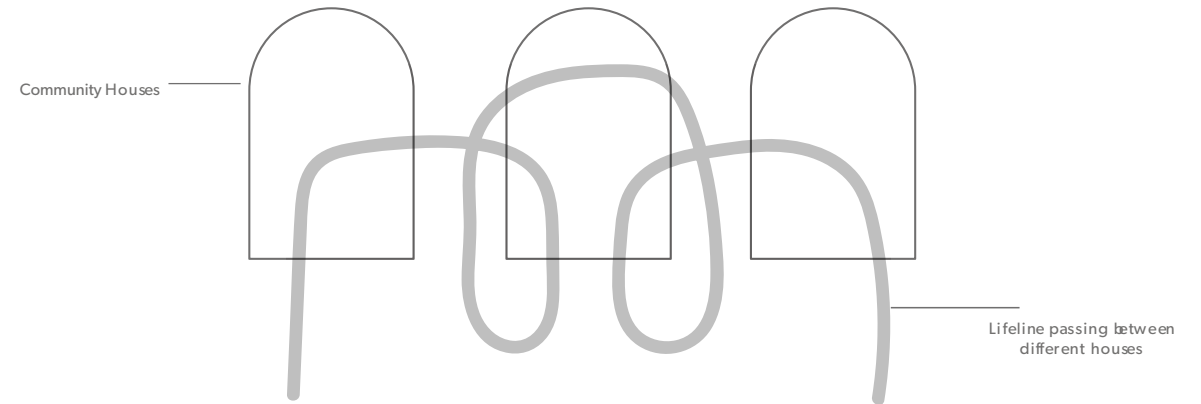
The Family Development Foundation initiated a year-long campaign road show campaign aimed at showcasing and emphasizing its role, continual availability, and accessibility to all community members throughout various life stages. They launched the “Neighbors For All” campaign with the main tagline” Follow This Neighbor.”

”award-winning project”

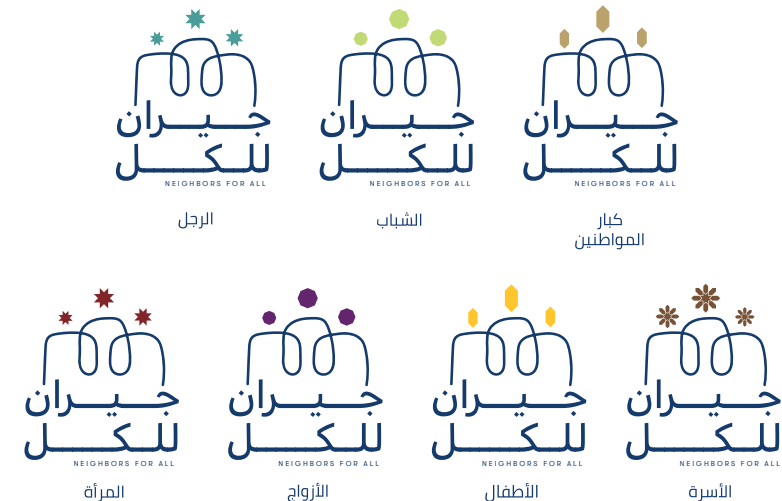


the story

THE RATIONALE



This line symbolizes the lifeline connecting diverse community members, weaving through different homes just like the Family Development Foundation (FDF), offering continuous support and being a constant presence, much like a dependable neighbor.

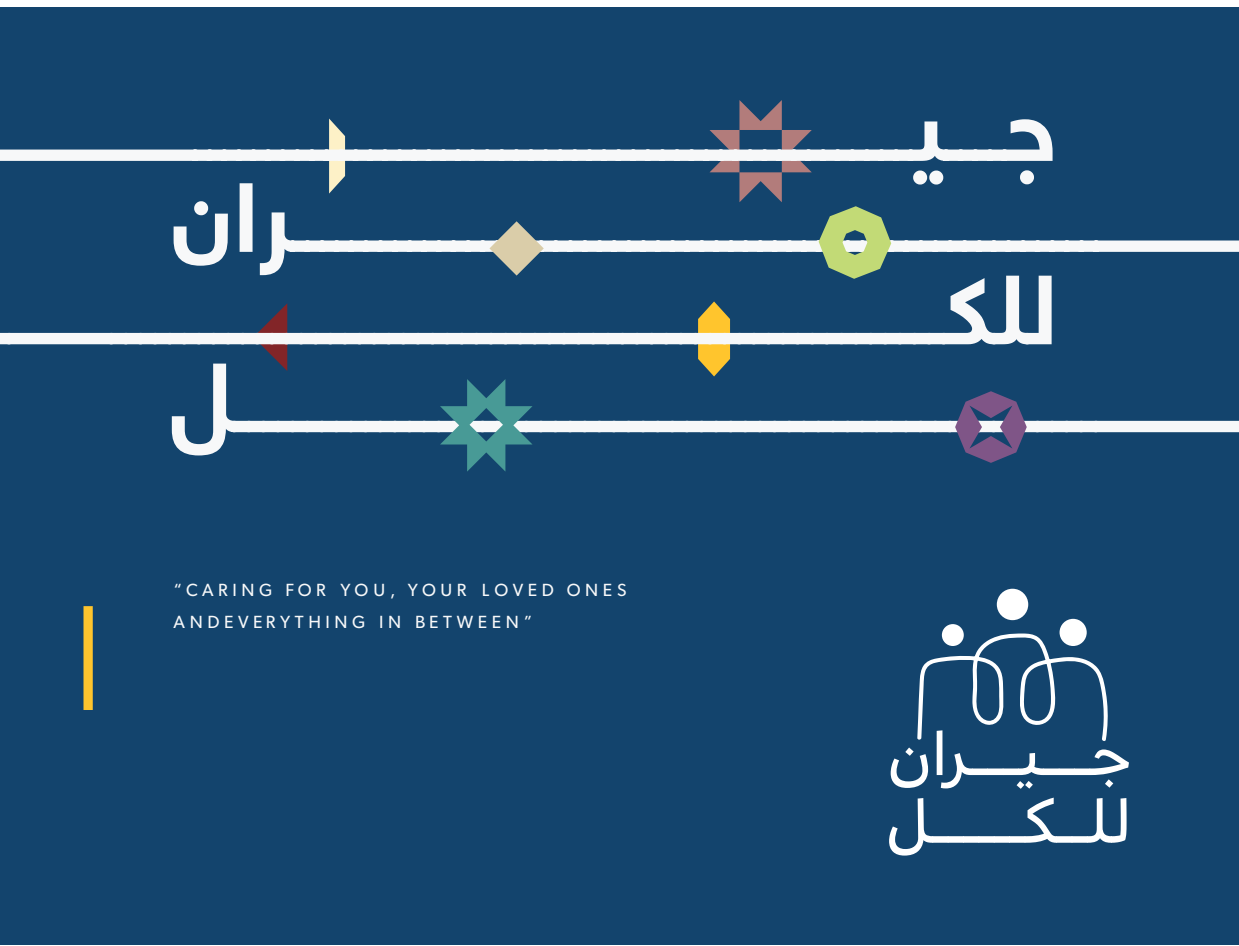
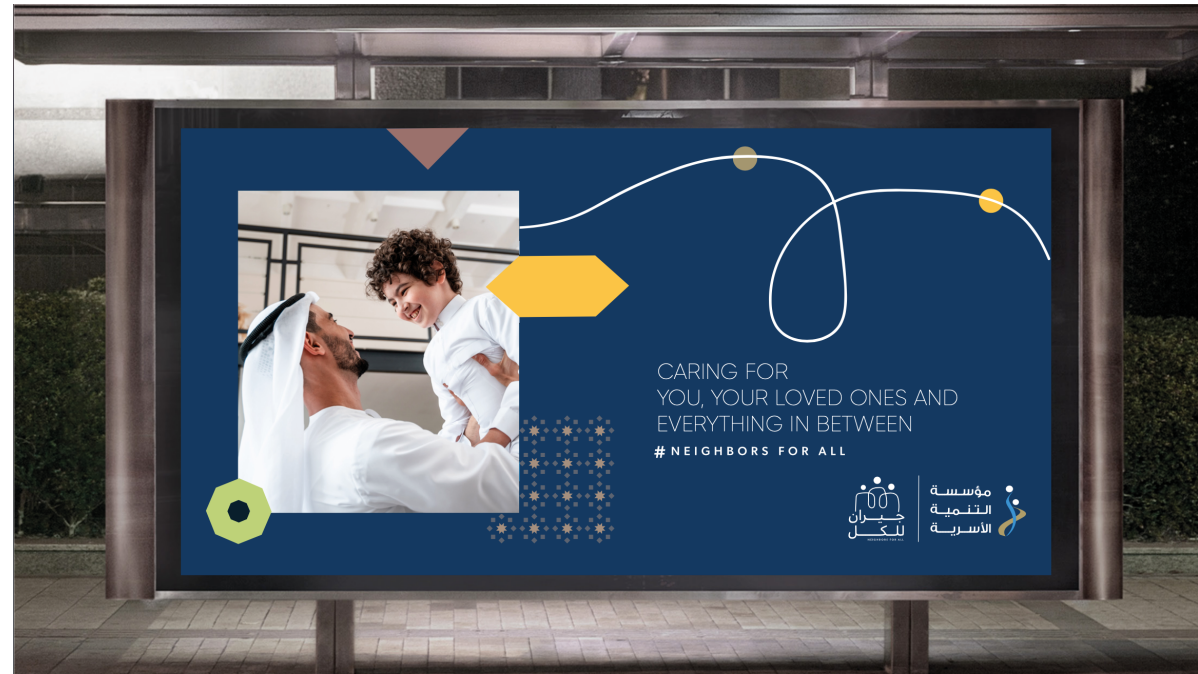


EVENT | BRANDING



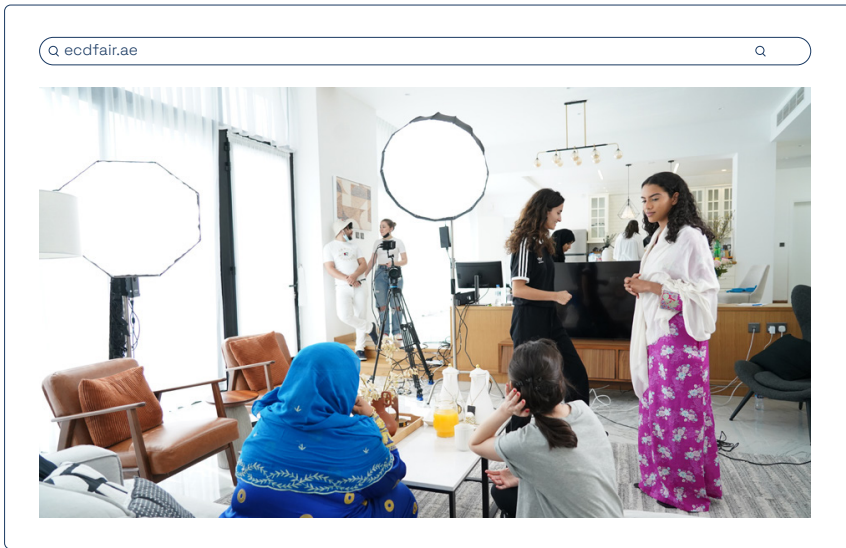
We meticulously brought the campaign to life, starting from conceptualizing the name to executing and implementing engaging activities. The campaign's narrative was built around a mobile bus journeying through Abu Dhabi, Al Ain, and Al Dhafra. Three gardens were carefully chosen as activation locations, symbolizing family hubs.

Complementing the initiative were a series of videos highlighting the significance of family quality time. The campaign kicked off during Ramadan, a month synonymous with fostering meaningful family moments.



the theme —————●

behind the scenes



4Humanity

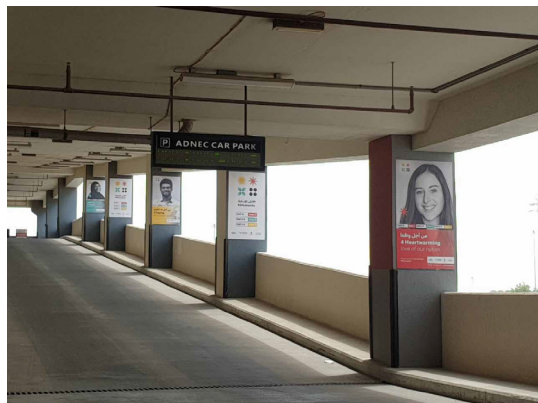
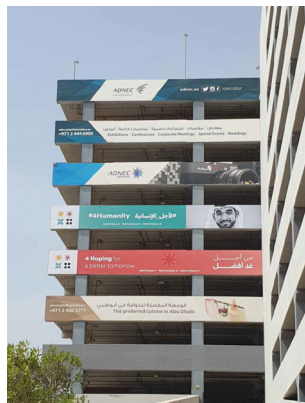
Client G42

Project Concepts and Event

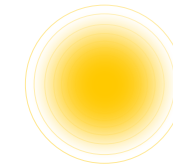
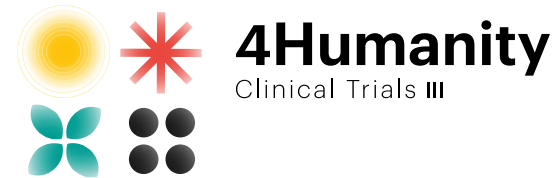
Scope Concept, Branding, Event, Production

About the project

The Phase III Clinical Trials of the COVID-19 Inactive Vaccine in Abu Dhabi marked a global milestone, being the first of its kind worldwide. This achievement adds to the UAE's numerous global accomplishments. It highlights not just an individual effort but the collective support of the UAE's leadership in advancing humanity. It represents a national collaboration aimed at making history and instilling hope worldwide.



THE RATIONALE



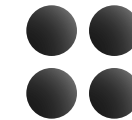
4Hope



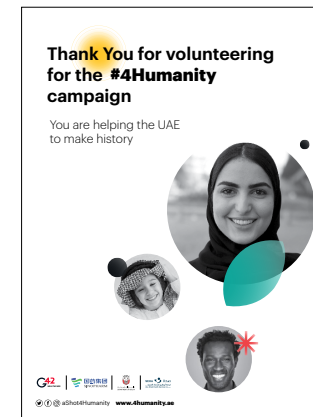
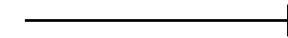
4Health



4Hard Work



#4Humanity



the look & feel

GULF COUNTRIES' POLICY DIALOGUE ON CHILDHOOD WELLBEING

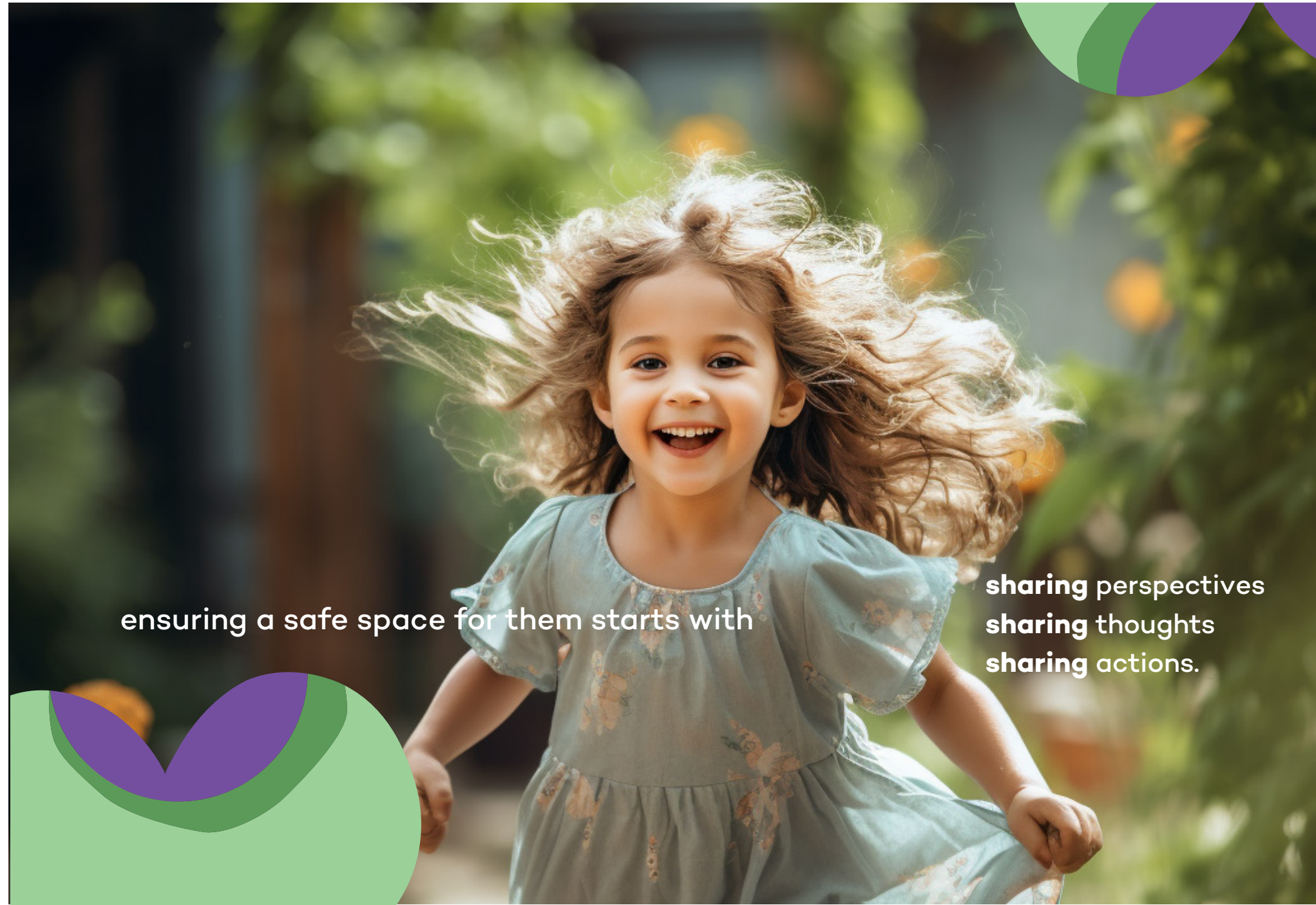
Client UNICEF | ECA | SCMS

Project Concepts and Event

Scope Concept, Branding, Event management,
Production, Video & Photo Shoot, SM

📌 About the project

The Gulf Countries' Policy Dialogues on Child Wellbeing conference brought together top officials, representatives, and children from UAE, Saudi Arabia, Bahrain, Kuwait, Oman, and Qatar. Organized by the Abu Dhabi Early Childhood Authority (ECA) in partnership with the Supreme Council for Motherhood and Childhood (SCMC) and UNICEF, it aimed to spotlight child protection systems, focusing on investing in protection models and enhancing coordination among these nations.



EVENT | BRANDING



UNDERSTANDING AUTISM

Client ECA | Mohammed bin Rashid Center for Special Education

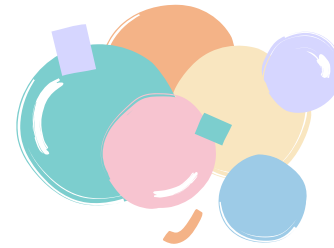
Project Concepts and Event

Scope Design, Event Management, Production



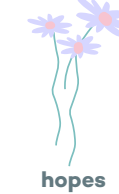
the stage

THE RATIONALE



understanding autism

The logo is a composition of multiple colored bubbles, each of which represents the diverse secret worlds of children with autism. Each of these worlds has its unique characteristics that make every child special and capable in their way. The range of colors utilized visually represents the concept of the autism spectrum, including the varying symptoms, unique abilities, and challenges.



EVENT | BRANDING



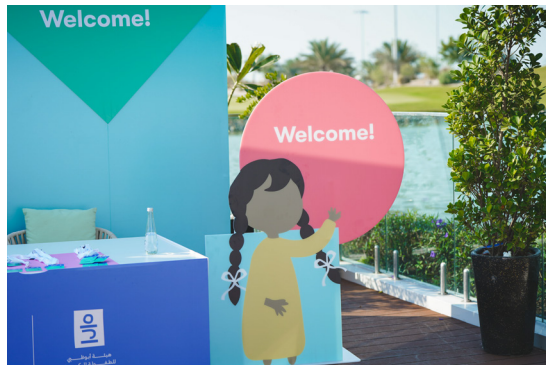
WED INNOVATION LAB WORKSHOP

Client Abu Dhabi Early Childhood Authority

Project Workshop - Discussion panel

Industry Government

Scope Concept, Branding, Event management, Production



RIZE

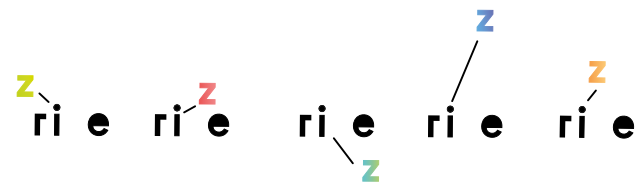
Client The Abu Dhabi Department of Education & Knowledge
Project Rize Enrichment Programs
Industry Government - Education
Scope 360 Campaign, Name Coining, Branding, Brand Strategy, Communication Plan, Photoshoot & Video shoot

About the project

Rize is an after-school program designed to introduce students to contemporary 21st-century subjects, with a particular emphasis on STEAM disciplines.

The overarching goal of Rize is to enhance the education system in Abu Dhabi. Their mission is to cultivate the next generation of learners while fostering a culture centered around creativity, sustainability, and excellence.

"award-winning project"



the theme

THE RATIONALE



BRANDING | CAMPAIGN

Challenges

- Dynamic Brand Creation:** Establish a brand that is adaptable, reliable, and enjoyable, drawing in a youthful audience with diverse ages and interests, as well as appealing to parents.
- Brand Awareness:** Increase awareness and garner recognition by highlighting the uniqueness of the program, making it stand out in a crowded educational landscape filled with various initiatives.
- Sustained Engagement:** Maintain a consistent level of engagement by presenting education as enjoyable and not dull, recognizing that students are inclined towards physical activities.

Bringing Breakthrough Concepts to Life

The chosen location splendidly mirrored the journey of the event. Strict protocols were meticulously adhered to, and the branding seamlessly integrated into the space, contributing to the overall success of the events.



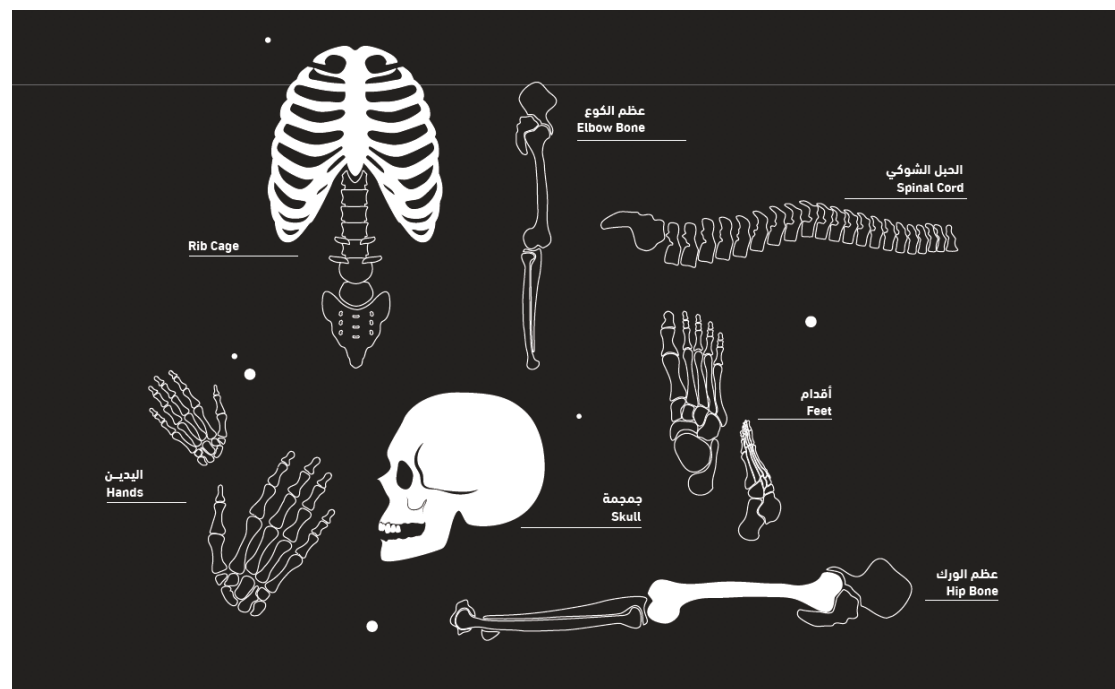
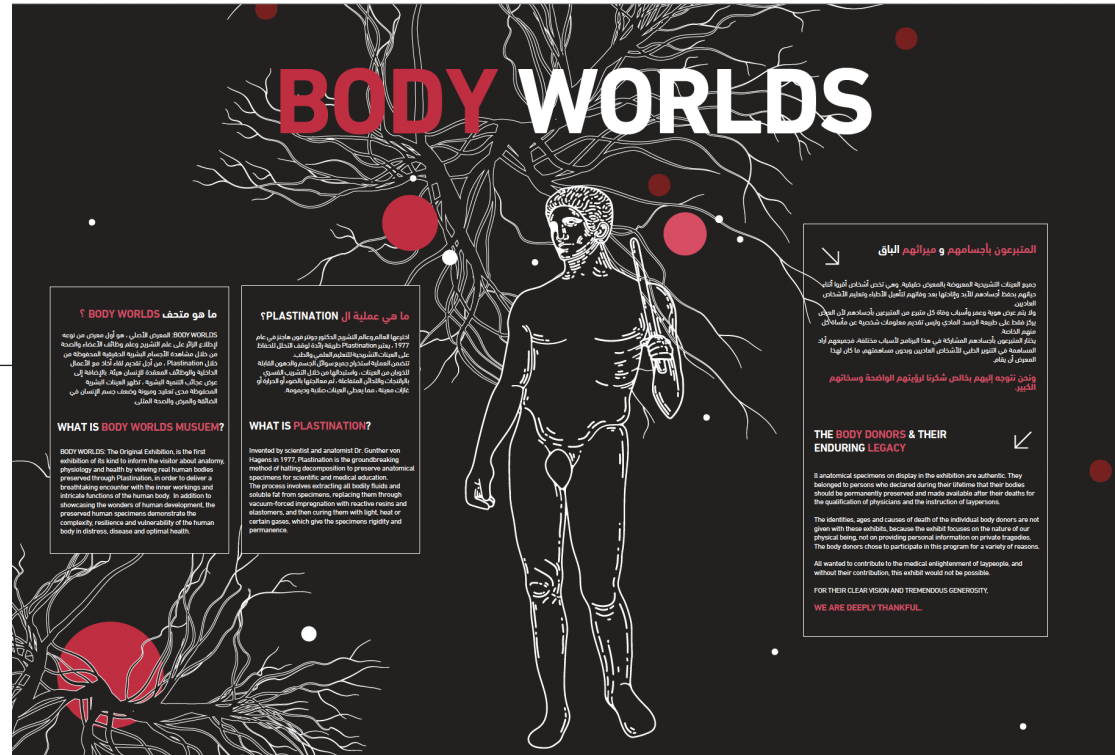


KU Body World Exhibition

Client Khalifa University
Project Body World Exhibition
Industry Government - Education
Scope Design, Experience Journey

About the project

Body World Exhibition aims to take visitors on an informative and compelling journey under the body, providing fascinating insights into the body's complex structure and explaining how functional systems and organs interact.



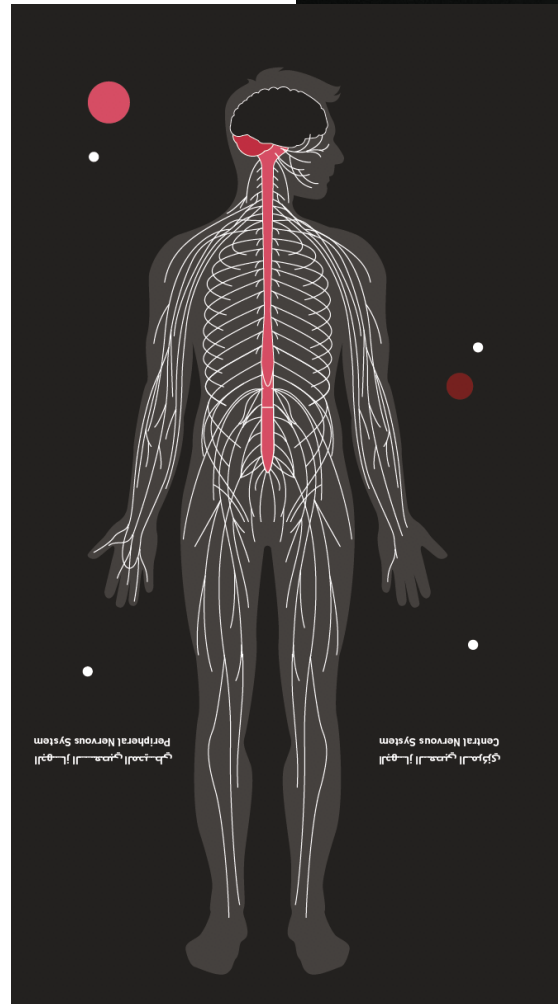
BRANDING | EXHIBITION

Challenges

- Intriguing Concept Development:** Formulate a concept that captivates and grabs the attention of the target audience.
- Engaging Presentation of Scientific Information:** Present scientific content in an engaging manner, acknowledging the complexity that often makes it challenging to comprehend.
- Sustained Engagement and Enjoyable Learning:** Ensure a continuous level of engagement by making science enjoyable and interesting, avoiding the perception of it being dull or uninteresting.

Bringing Breakthrough Concepts to Life

We created the entire exhibition journey, from branding to copywriting. The visual identity focuses on connecting lines, reflecting the journey of life inside out. The 100+ preserved body parts were displayed in a room filled with black walls, contrasting with the color palette used, which was inspired by the different layers below the skin, creating an immersive, authentic experience for visitors. The copywriting was built in a structured manner, balancing between fun and informative facts.



FATHERHOOD AS WE ASPIRE

Client Family Development Foundation (FDF)
Project Fatherhood As We Aspire Campaign
Industry Government - Education
Scope 360 Campaign, Name Coining, Branding, Communication Plan, Photoshoot & Video shoot

About the project

The Family Development Foundation aimed to initiate a year-long campaign in Abu Dhabi, focusing on fathers. The goal was to enhance awareness about fathers' shared responsibility and the significance of their role in family life. Additionally, the campaign aimed to reinforce positive attitudes among fathers towards spending quality time with their children. The overarching objective was to foster positive parental relationships, encouraging fathers to be actively present in their children's lives at all times.

"award-winning project"



iconography language

THE RATIONALE



home



support



stability



family



nurture



love



growth



connection



safety

BRANDING | CAMPAIGN

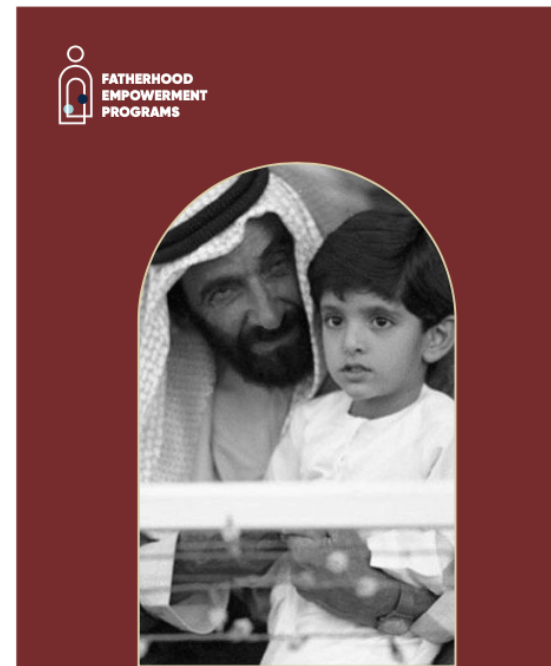
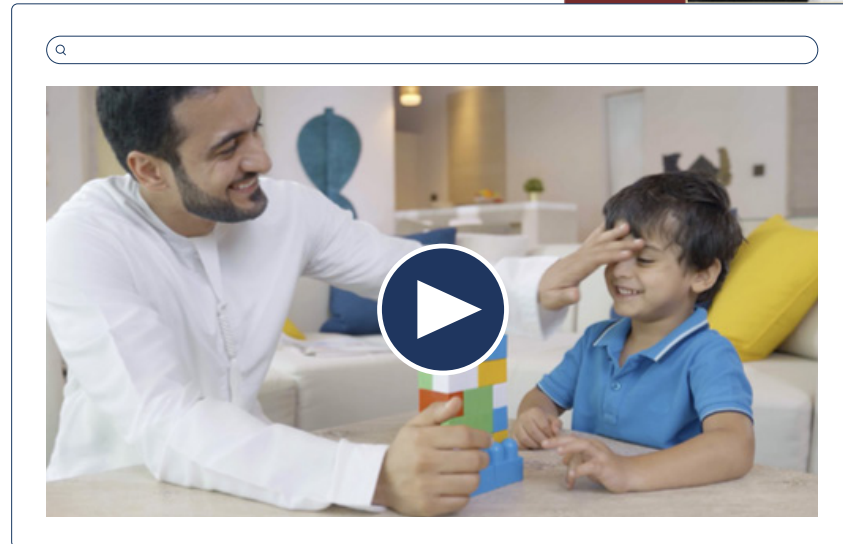
Challenges

- Emotionally Appealing Identity:** Formulate an identity with emotional appeal that resonates with fathers and families of diverse nationalities and age groups.
- Transformational and Educational Narrative:** Construct a narrative that is transformational, inspiring, and educational, presented in a light and simple manner.
- Communicative Video Series:** Effectively communicate the campaign's purpose through various video series. The video series should also unveil a creative signature move for the campaign.

Bringing Breakthrough Concepts to Life

We creatively brought the campaign to life by shaping its identity, including naming, tagline creation, and visual branding. Our approach was multidisciplinary, incorporating principles from storytelling, data mining, and social and historical linguistics. We translated the campaign's core into emotional video scripts and crafted engaging social media posts to effectively convey its essence.

Video production



الحصن
الذي يحميك
و يحفظك

you are
their fort

their safety, their shield,
and ultimate go-to



UAE Reserves

Client Ministry of Climate Change & Environment

Project UAE Reserves

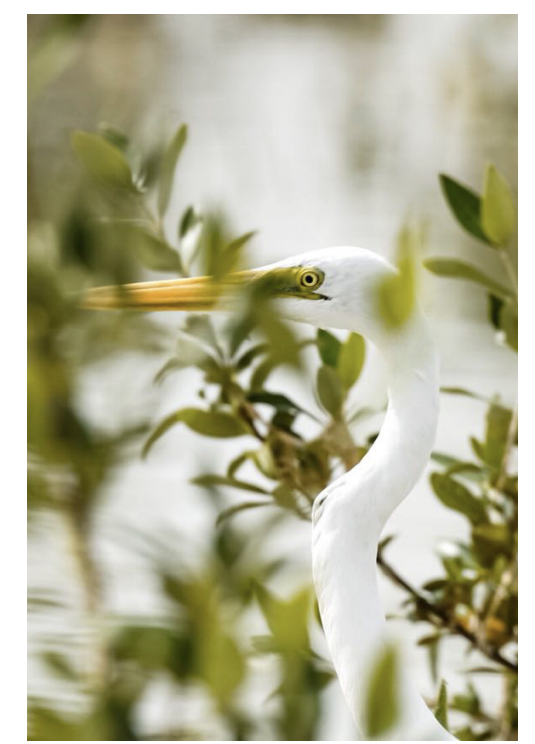
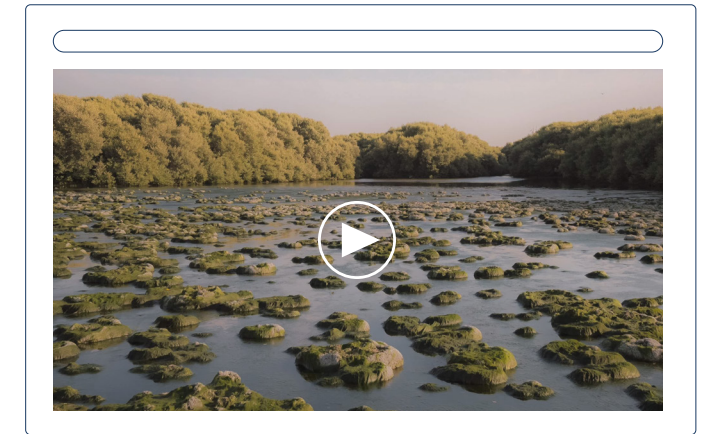
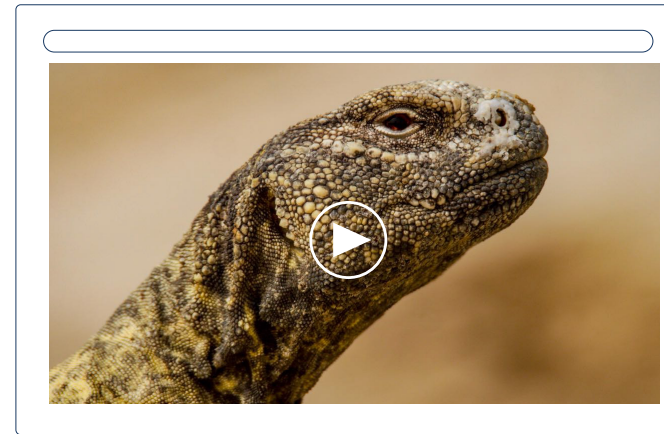
Industry Government - Tourism

Scope Photo & Video Shoot, Production, Mobile App Development

▾ About the project

The Ministry of Climate Change & Environment aimed to create a campaign highlighting ecotourism in the UAE. This initiative was part of broader efforts to diversify the economy and raise awareness about the critical importance of preserving the environment for present and future generations. The campaign utilized a series of cinematic beauty shot videos to showcase the natural beauty and ecological attractions of the UAE.

Teaser video



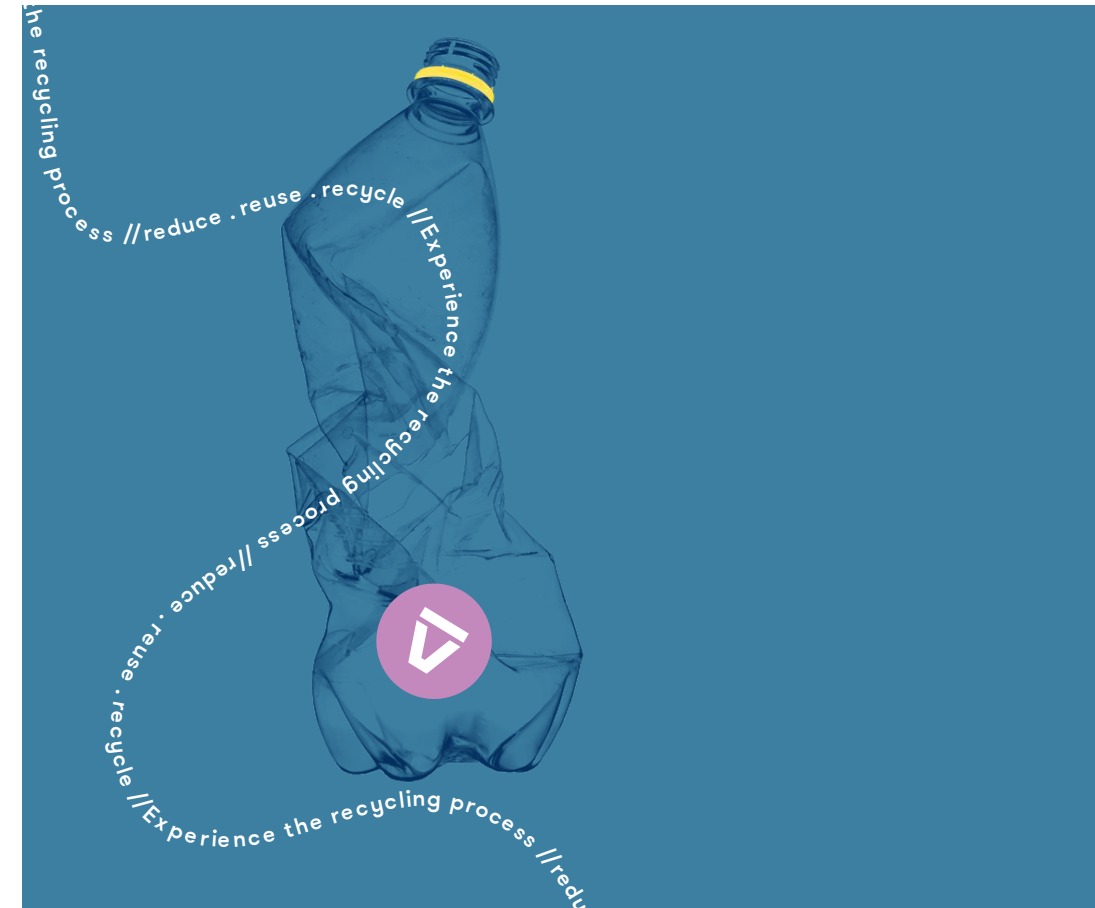
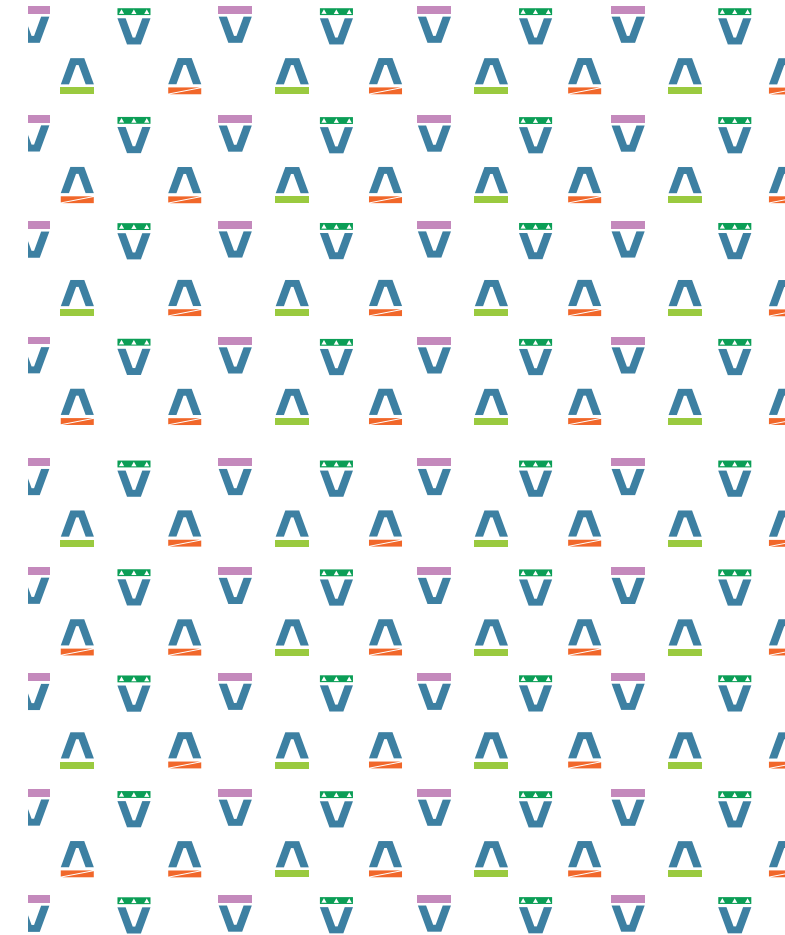
SOLV

Client SOLV

Industry Waste and facilities management

Scope Name Coining, Branding, Website, SM

"award-winning project"



COLLECTION & TRANSPORT



WASTE TREATMENT



REDUCE & RECYCLE



SAFE DISPOSAL



INTERNATIONAL CONGRESS OF "ARABIC PUBLISHING AND CREATIVE INDUSTRIES"

Client Department of Culture and Tourism (DCT)

Industry Culture & Education

Scope Branding

About the project

In alignment with ALC's vision, which encompasses leadership in Arabic language, publishing, digitization, and connections to creative Arabic content, the Congress is being held for the first time on an international scale. This event aims to bring together 300 local, regional, and international experts from the publishing and creative content industries. The objective is to engage in discussions on how the publishing sector can evolve to foster the growth of Arabic content.

"award-winning project"

المؤتمـر الدولـي
للنشر العـربي
والصناعات الإبداعية
International Congress of Arabic
Publishing and Creative Industries



the story

THE RATIONALE



Letter Die-Cuts



Crops are meant to illegible to a certain extent.

ADIBF Graphical Elements



Graphical Elements



Each letter must be sized up before taking a crop. This allows the viewer to explore the small details in each letter and understand it more.

The font chosen is **SAFWAT** as it is all made up from geometric shapes. The font is contemporary, hence giving a modern look and feel.

BRANDING



المؤتمر الدولي
للنشر الإبداعي
والمصناعات الإبداعية
International Congress of Arabic
Publishing and Creative Industries



Juergen Boos
Speaker

f | in | t | @



المؤتمر الدولي
للنشر الإبداعي
والمصناعات الإبداعية
International Congress of Arabic
Publishing and Creative Industries

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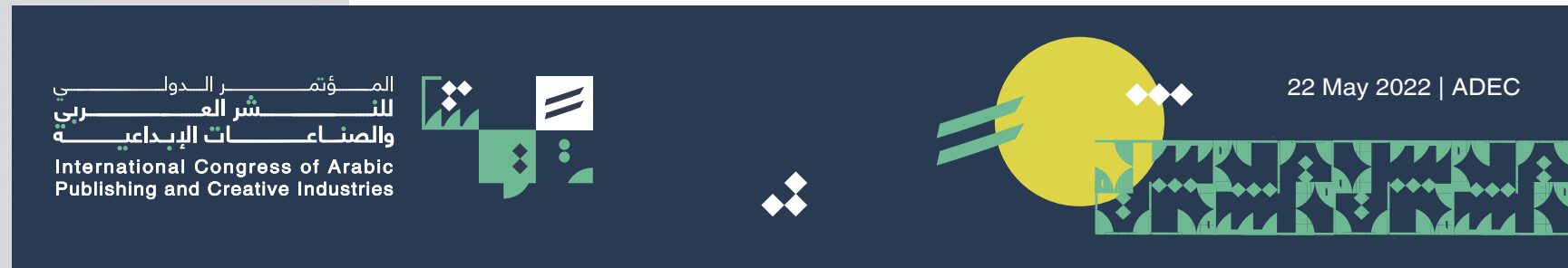
connecting minds.
exploring narratives.



المؤتمر الدولي
للنشر الإبداعي
والمصناعات الإبداعية
International Congress of Arabic
Publishing and Creative Industries

mapping the
route towards a
pioneering world

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المؤتمر الدولي
للنشر الإبداعي
والمصناعات الإبداعية
International Congress of Arabic
Publishing and Creative Industries

22 May 2022 | ADEC

ARGOS

Client Argos

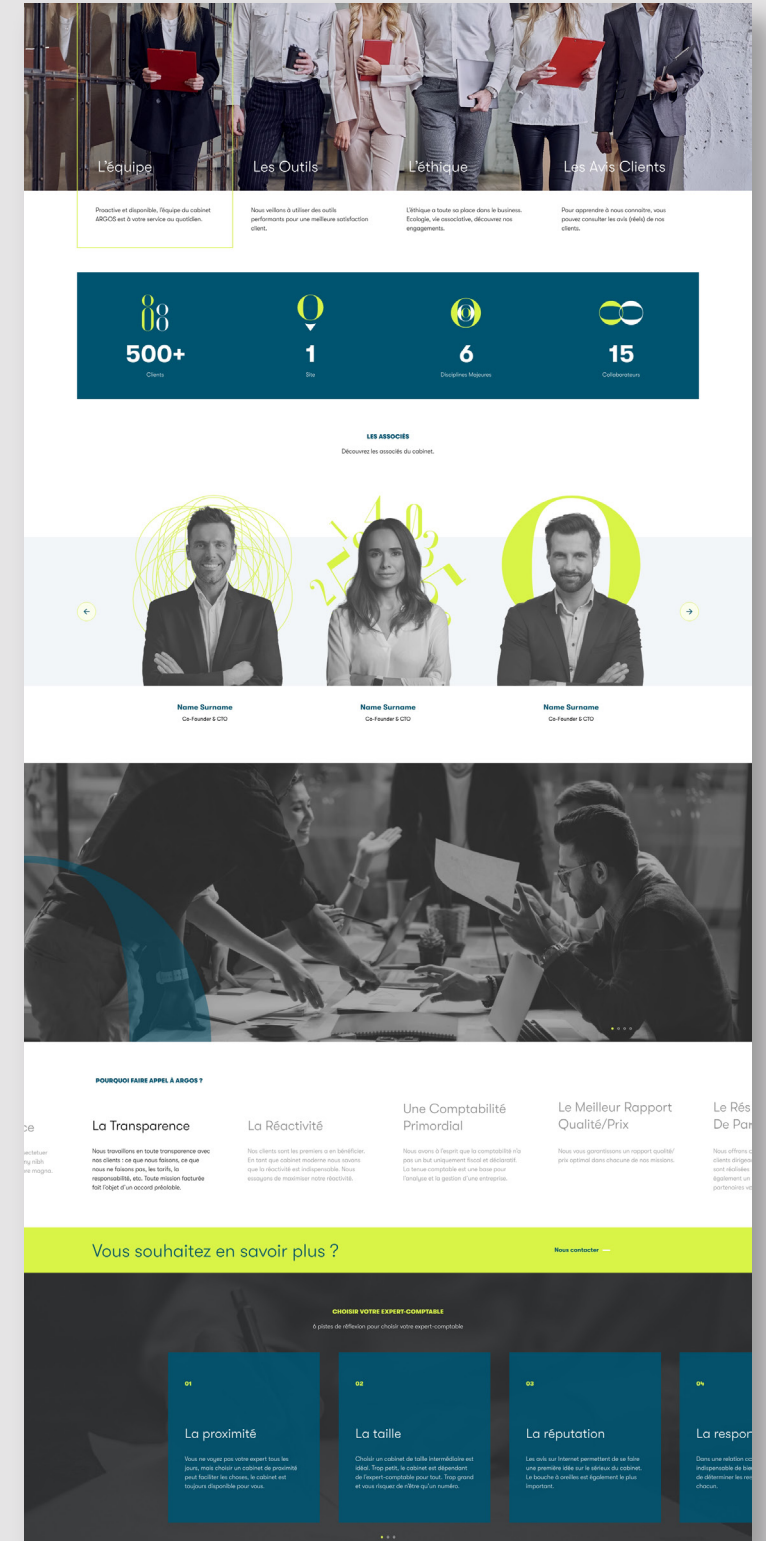
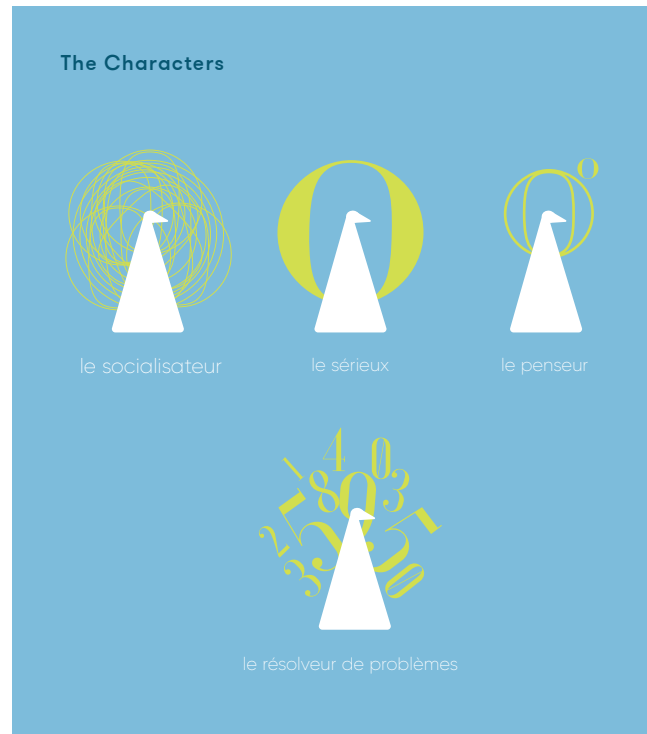
Industry Accounting

Scope Branding, Website

"award-winning project"



argos EXPERTISE COMPTABLE



EVENT

ECA EVENTS

Client Abu Dhabi Early Childhood Authority

Industry Government

Scope Concept, Branding, Event management, Production

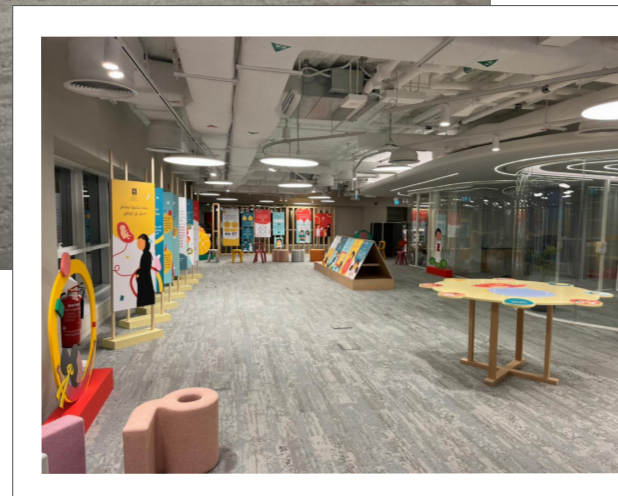
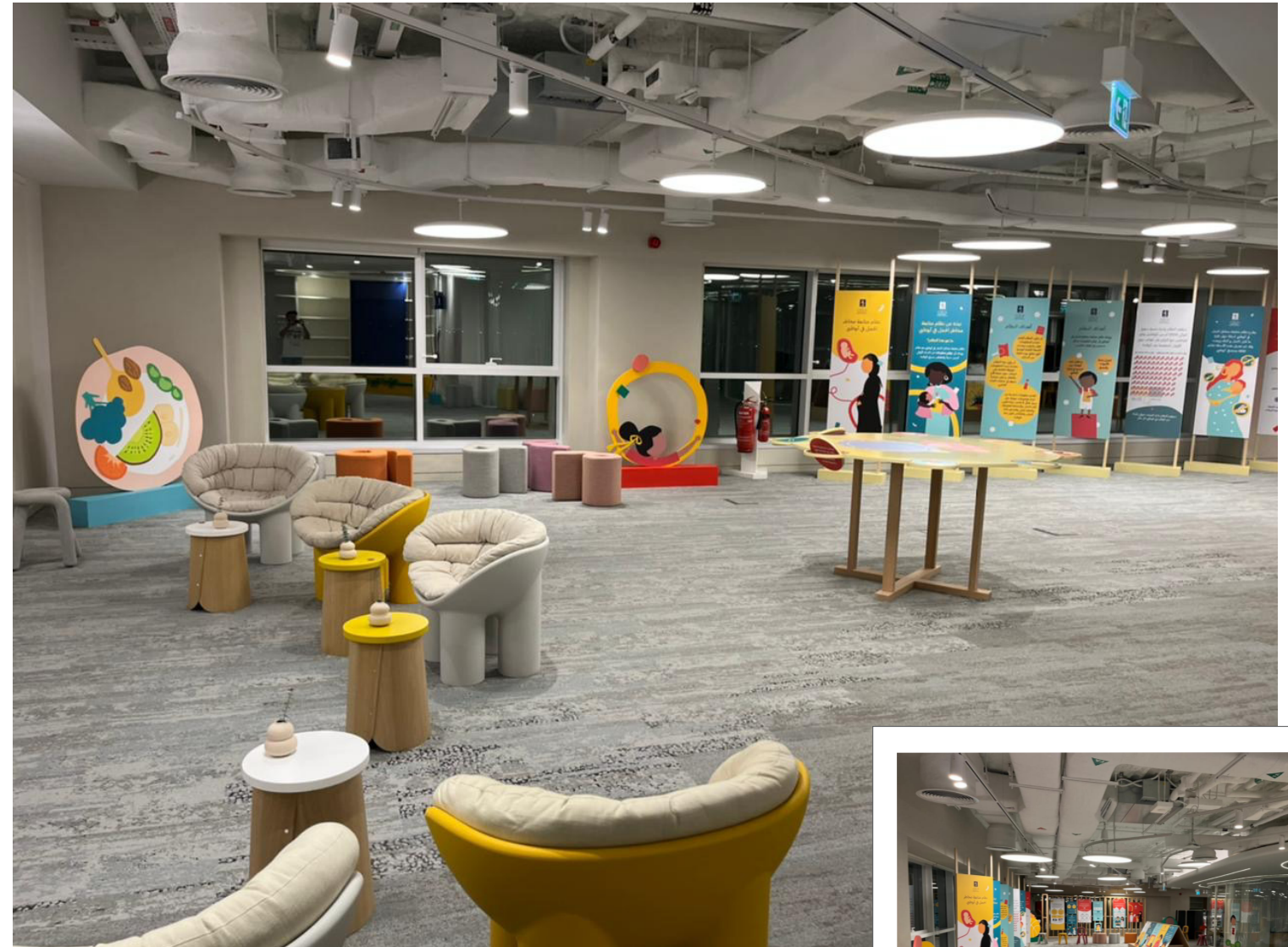
📌 About the projects

The Abu Dhabi Early Childhood Authority is a governmental entity aiming to promote optimal child development and well-being through four sectors.

Throughout the years, we have closely worked on several projects and concepts for a series of events targeting the management and partners, the end-users, and the employees.



هيئة أبوظبي
للطفولة المبكرة
Abu Dhabi Early
Childhood Authority



EVENT | BRANDING

↘ ECA VIP Events | Leaders of impact

Challenges

- **Professional Visual Identity:** Create a professional visual identity that resonates with leaders while maintaining the child-centric and illustrative style of the mother brand.
- **Adherence to Protocols:** Follow specific protocols due to the status of the attendees, ensuring a safe and respectful environment.
- **Sensitivity of Attendees:** Consider the sensitivity of the attendees when developing the event journey, recognizing the importance of addressing their unique needs.
- **Appropriate Activations:** Craft activations that are not only engaging but also suitable for the target audience, ensuring they align with the nature and purpose of the event.

Bringing Breakthrough Concepts to Life

The chosen location splendidly mirrored the journey of the event. Strict protocols were meticulously adhered to, and the branding seamlessly integrated into the space, contributing to the overall success of the events.

”award-winning project”

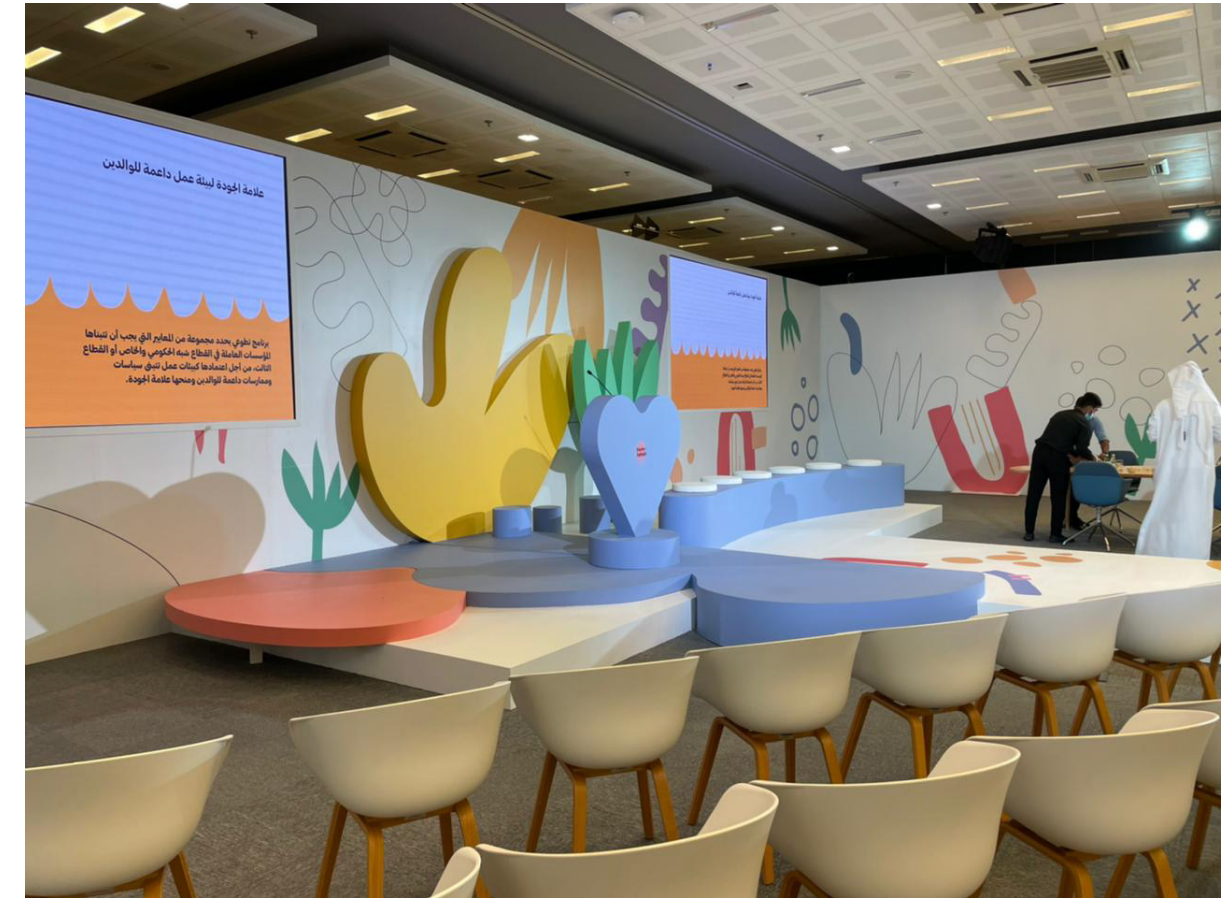


EVENT | BRANDING

↙ ECA End-User Events

Challenges

- **Safe and Sustainable Activations:** Develop activations that are not only suitable for the target audience but also safe, incorporating sustainable materials.
- **Inclusive Event Journeys:** Formulate event journeys that consider the needs of parents, children, and family members, ensuring inclusivity and a positive experience for all.
- **Aligning with Mission and Vision:** Analyze the brand's mission and vision and translate them into tangible elements, ensuring that the events effectively embody and bring to life the core values of the brand.



EVENT | BRANDING

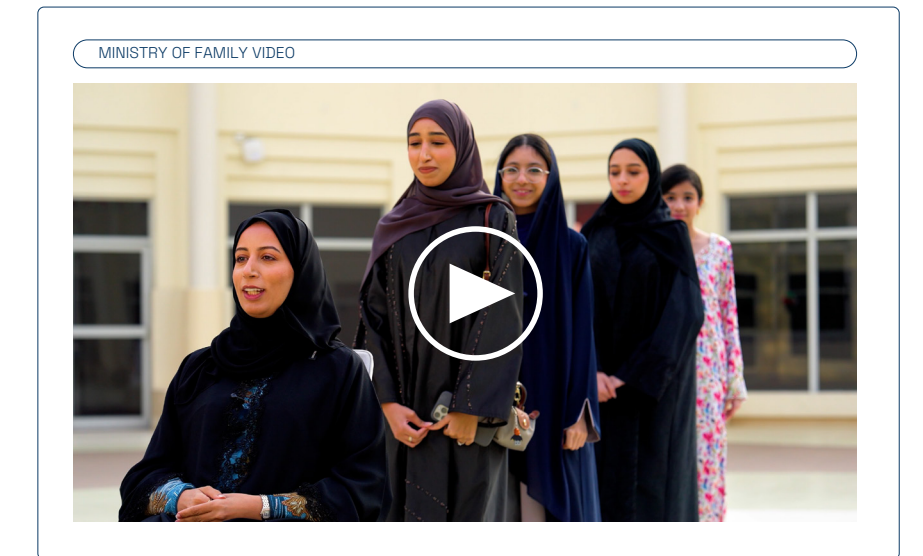
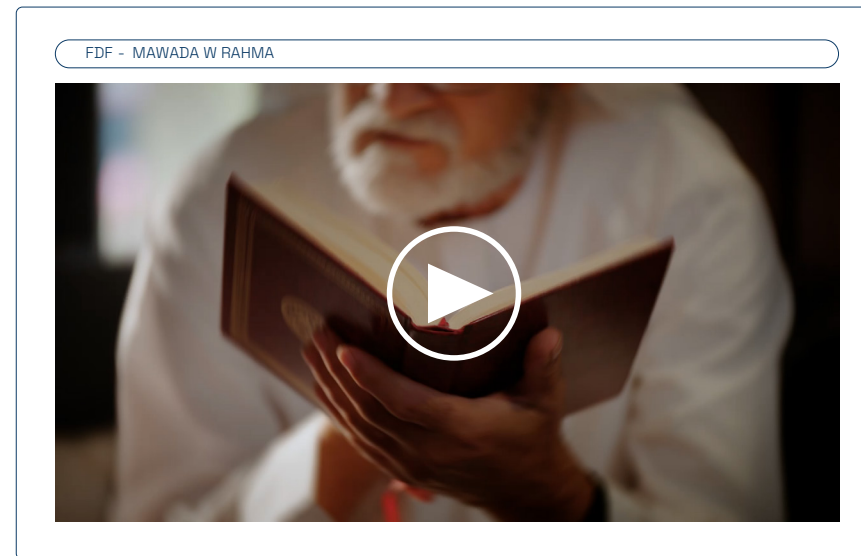
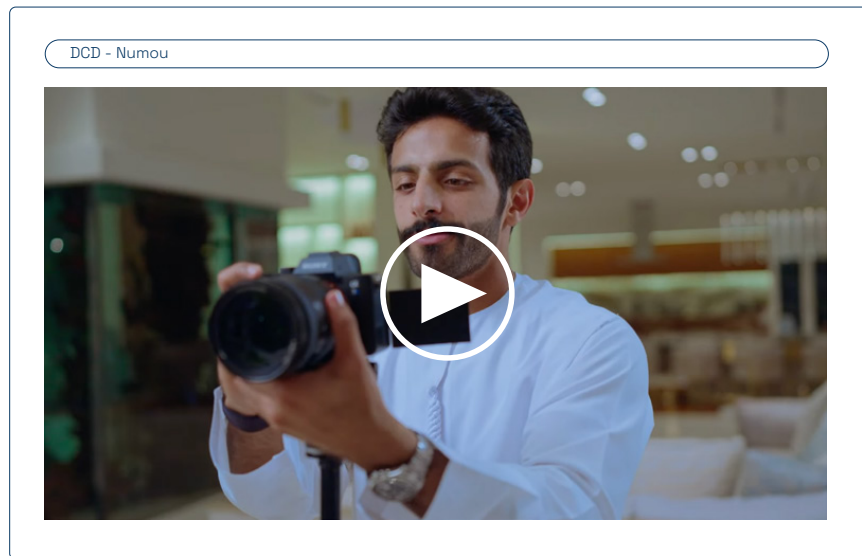
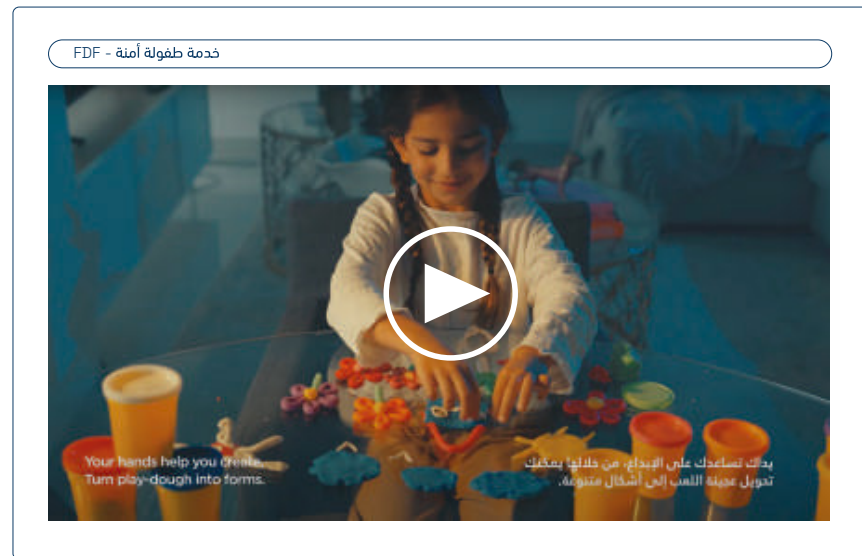
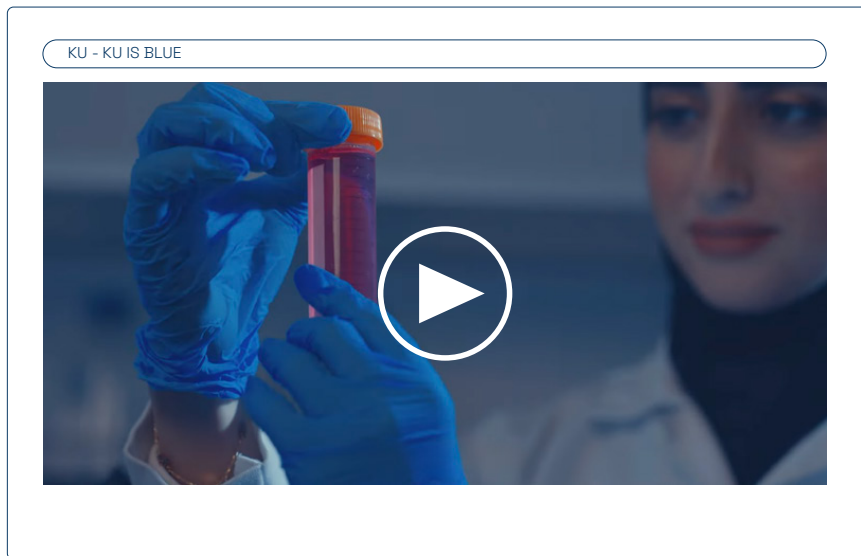
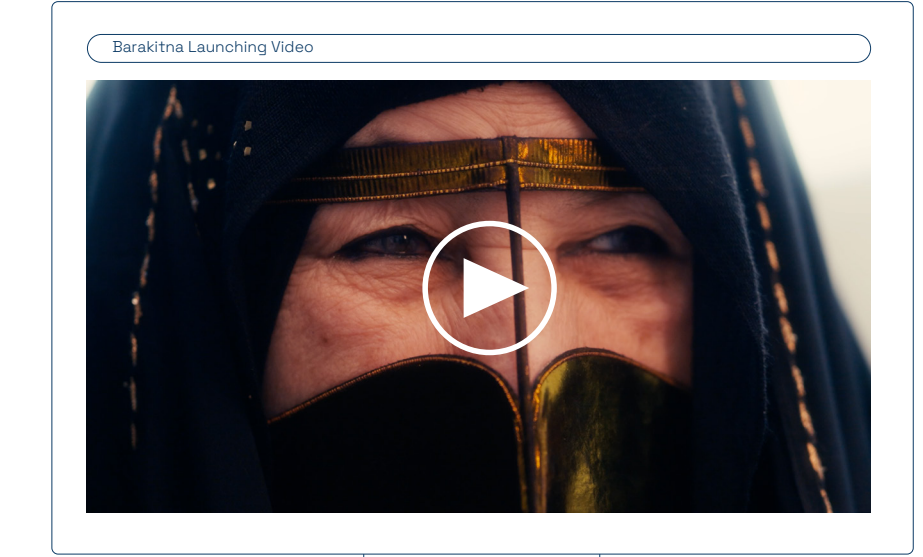
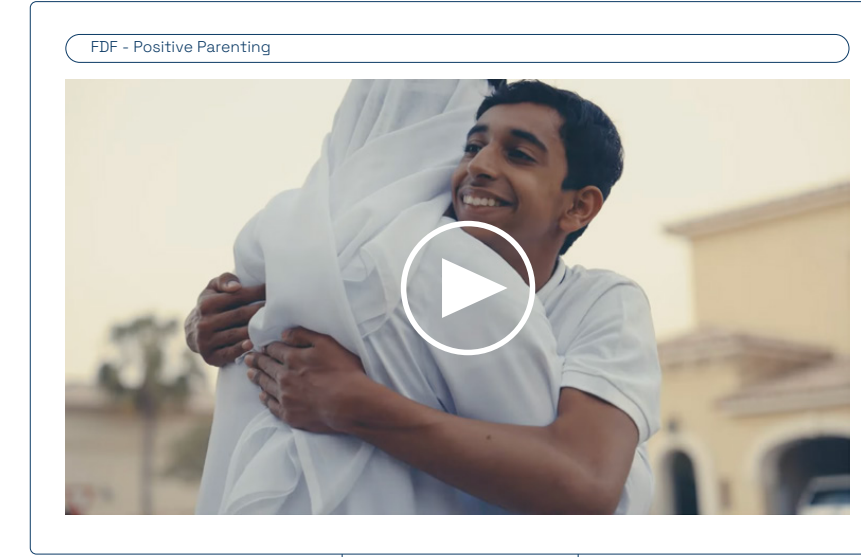
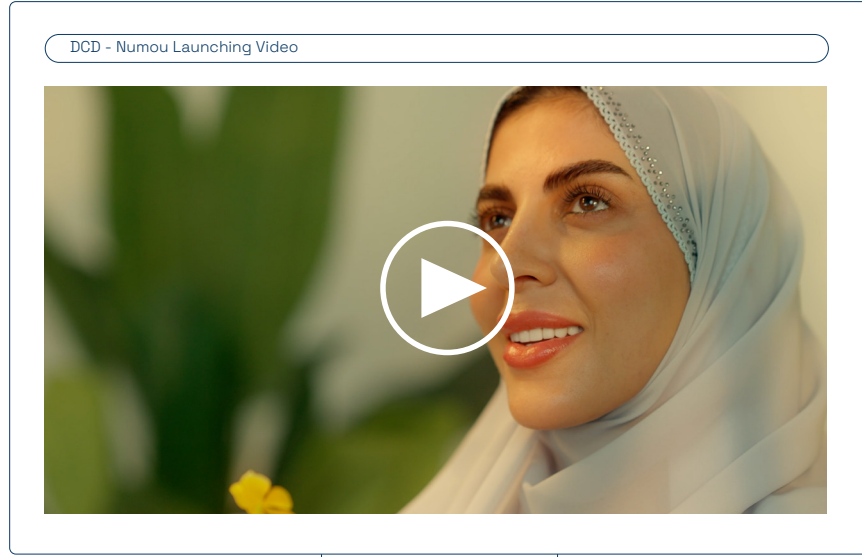
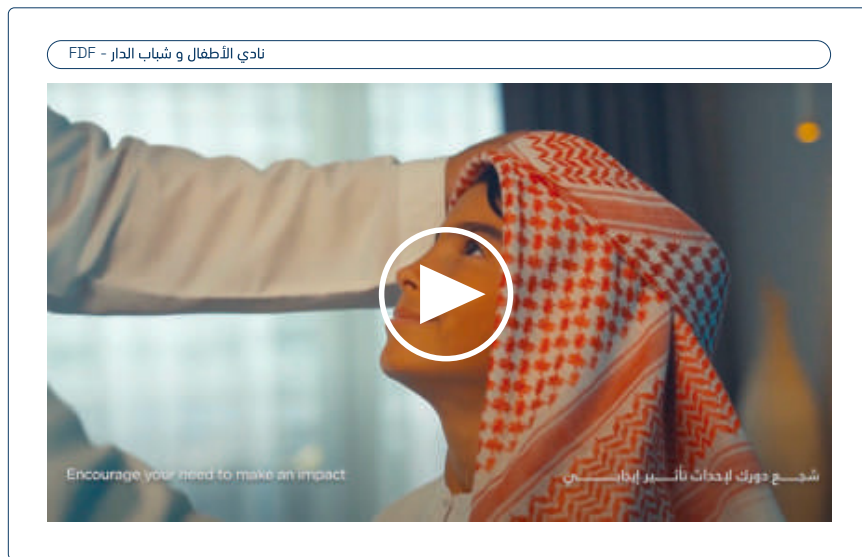
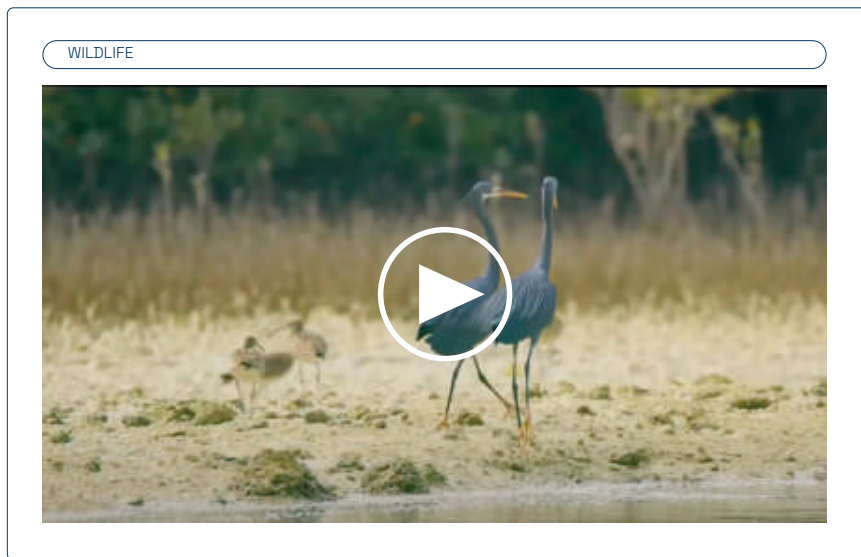
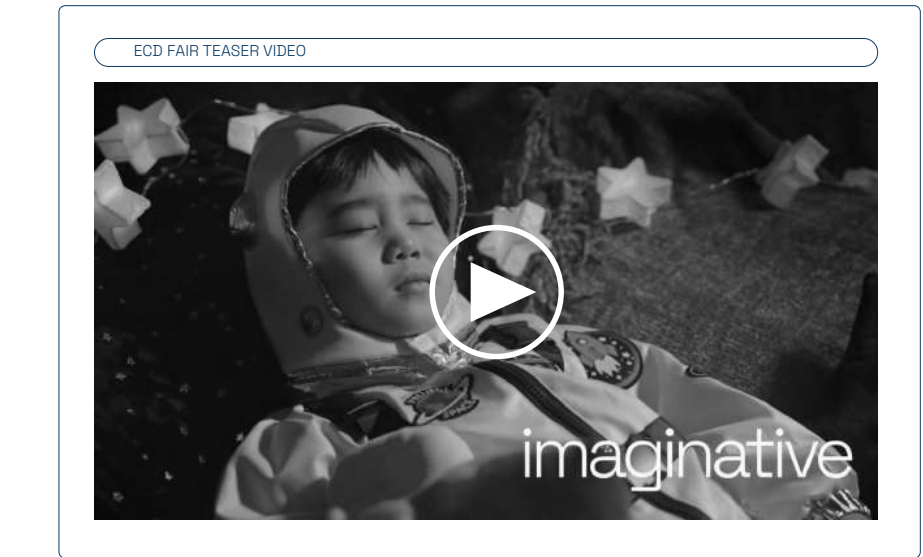
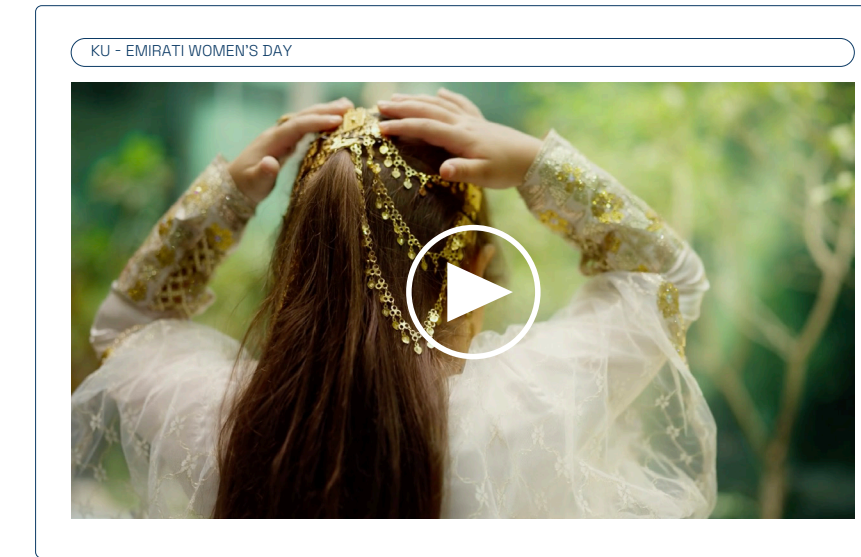
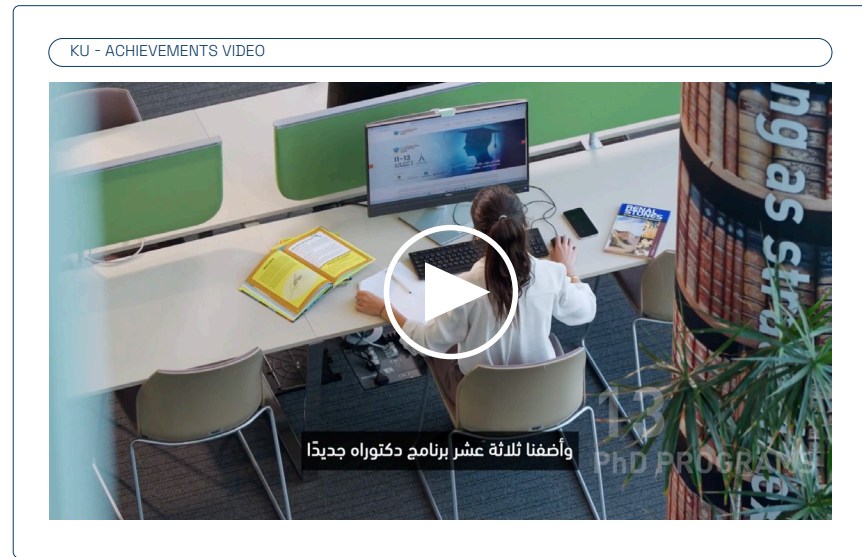
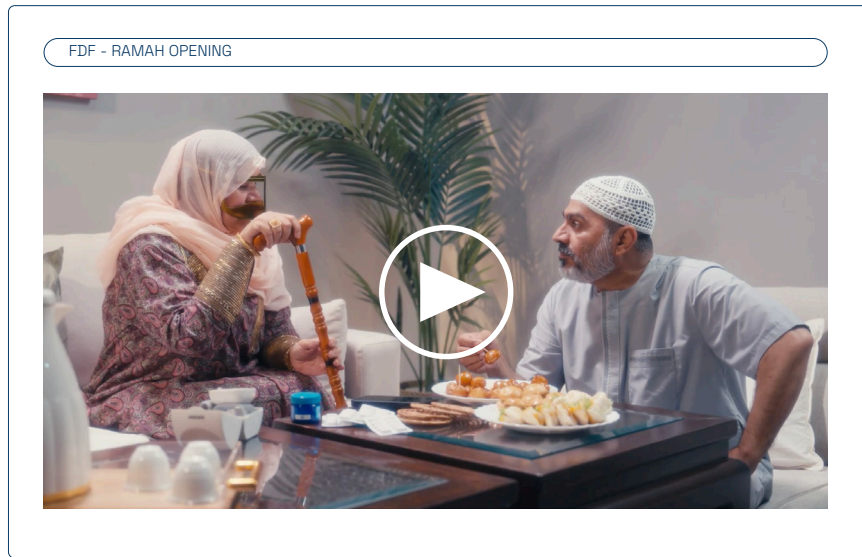
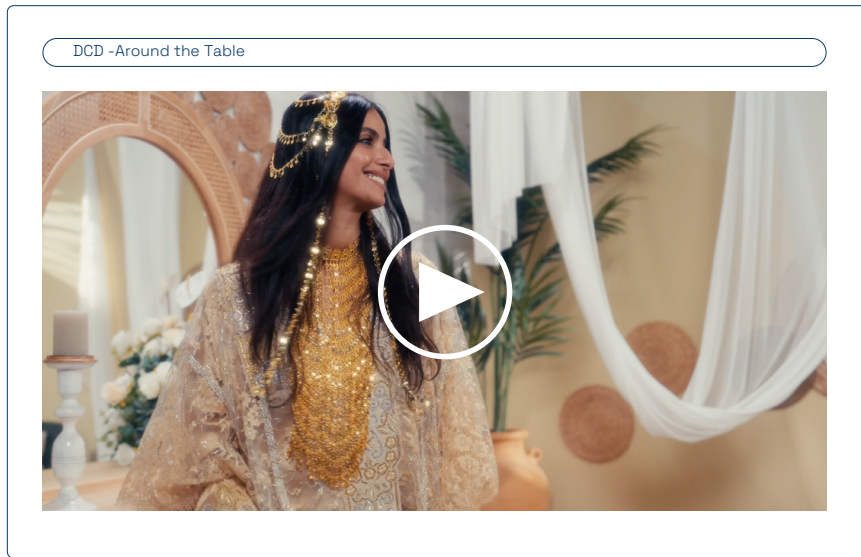
↘ ECA Corporate Events - The Annual Offsite

Challenges

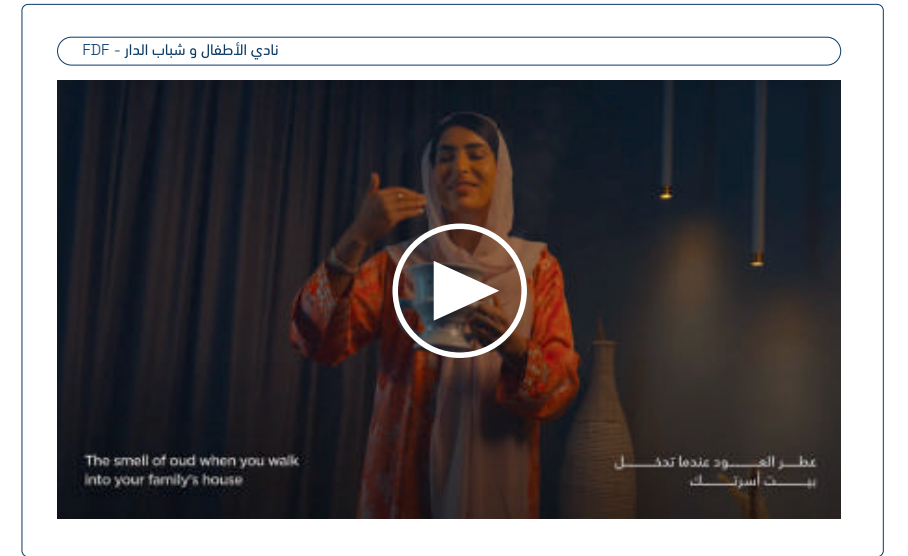
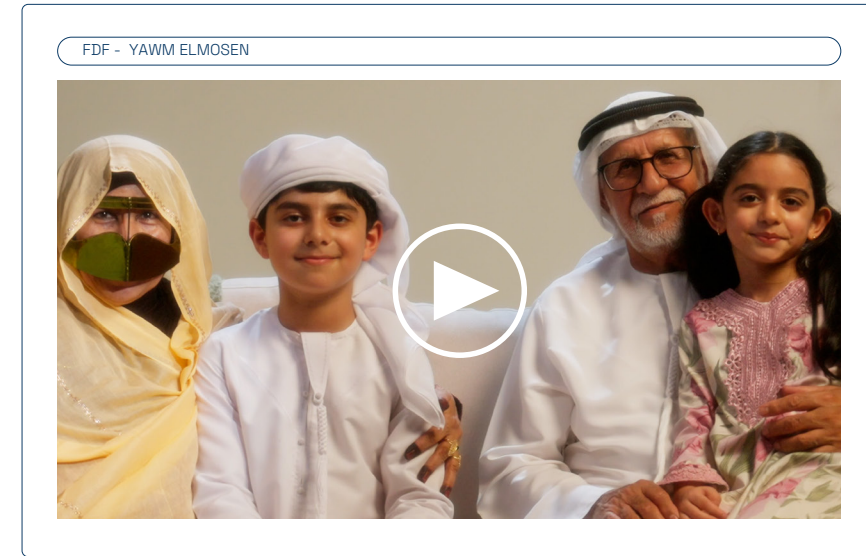
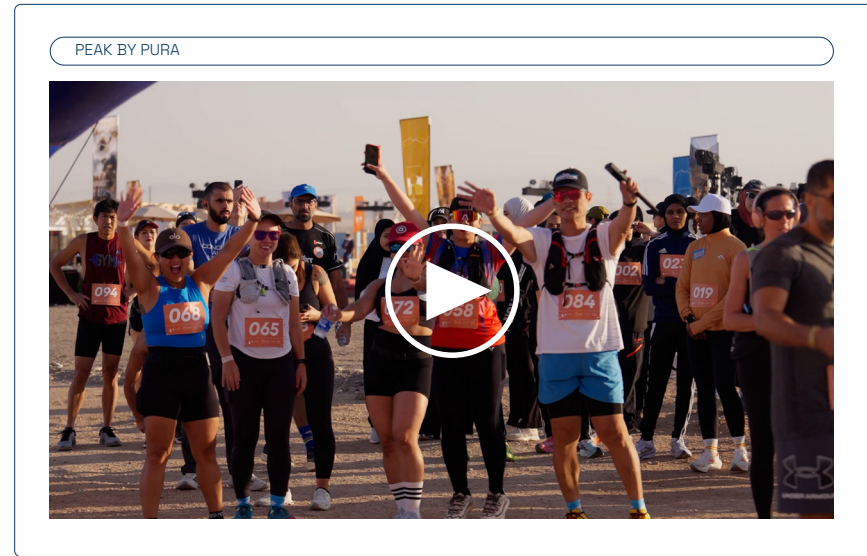
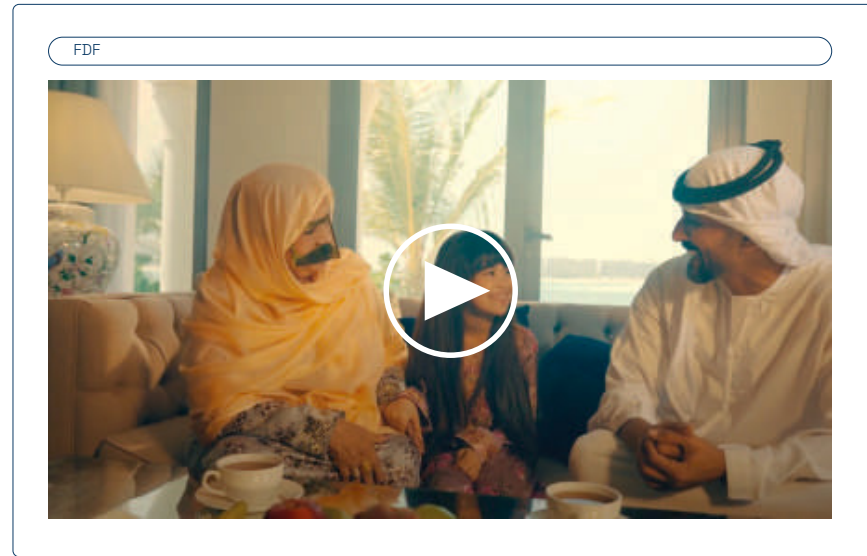
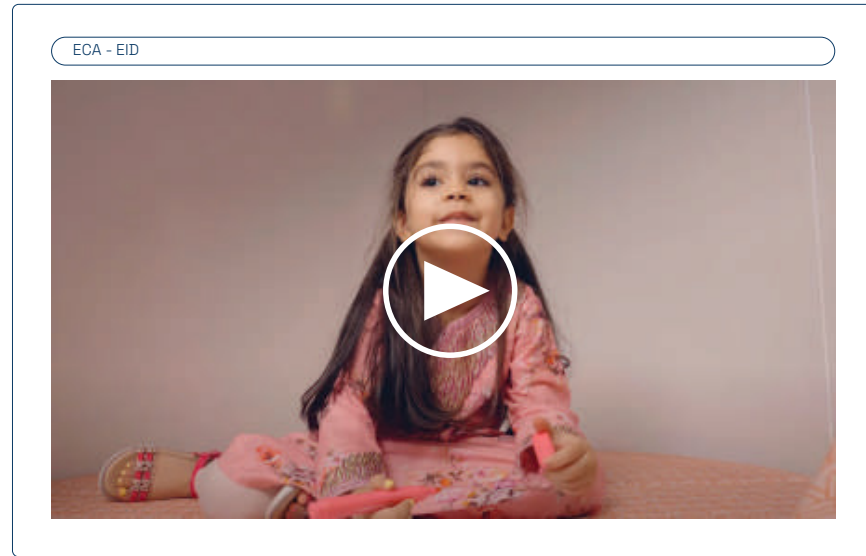
- **Team-Building Activities:** Develop engaging team-building activities.
- **Sustaining Attendee Interest:** Keep the attention of attendees throughout the event.
- **Establishing a Unique Brand:** Create a distinct and eye-catching brand that stands out from what attendees are accustomed to seeing.



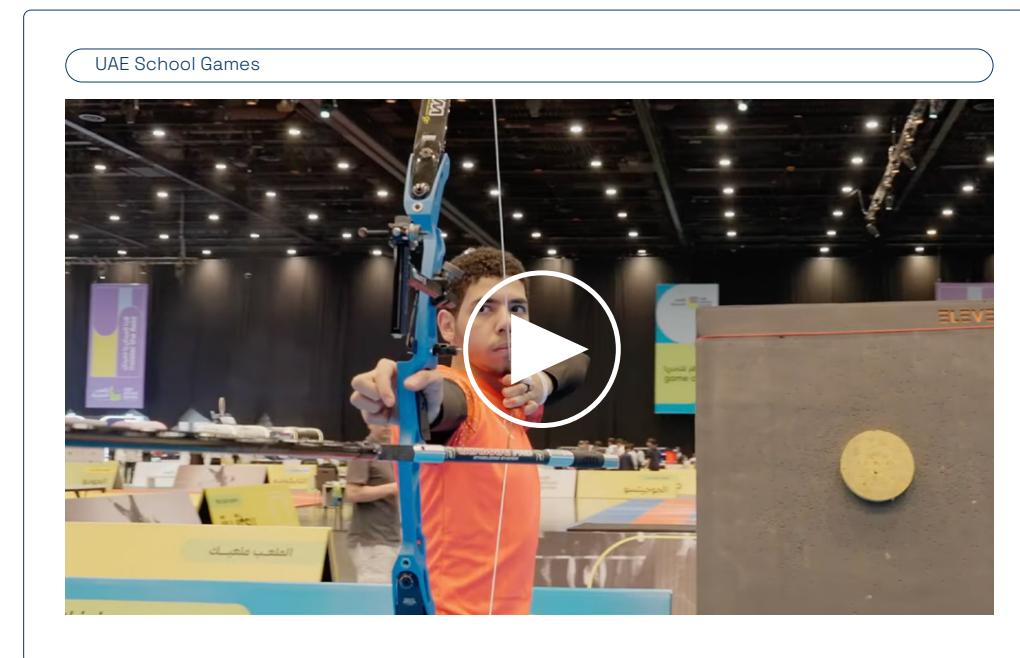
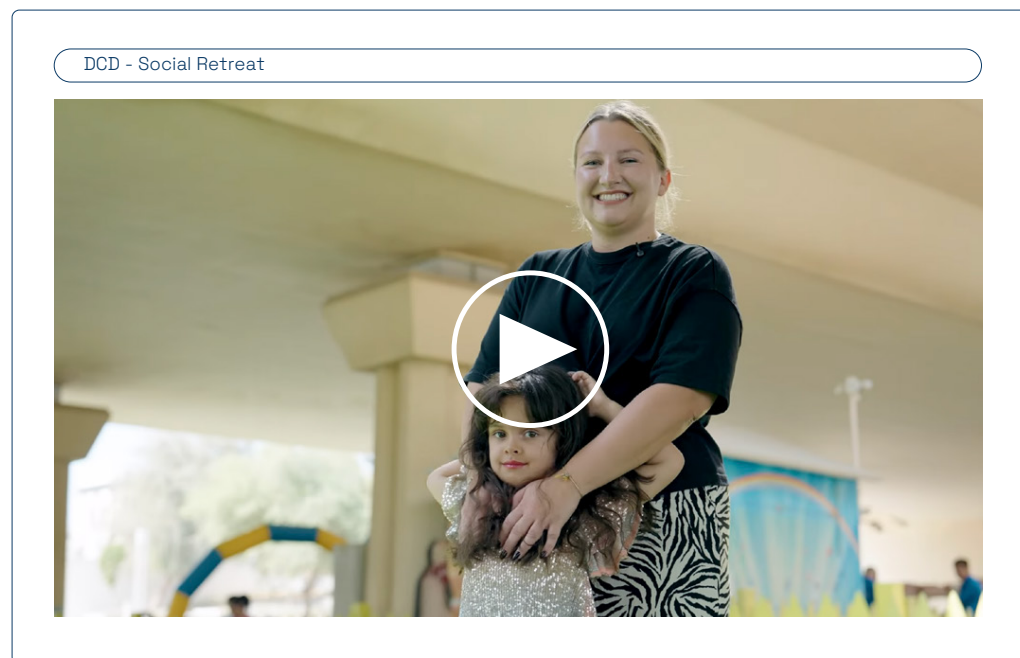
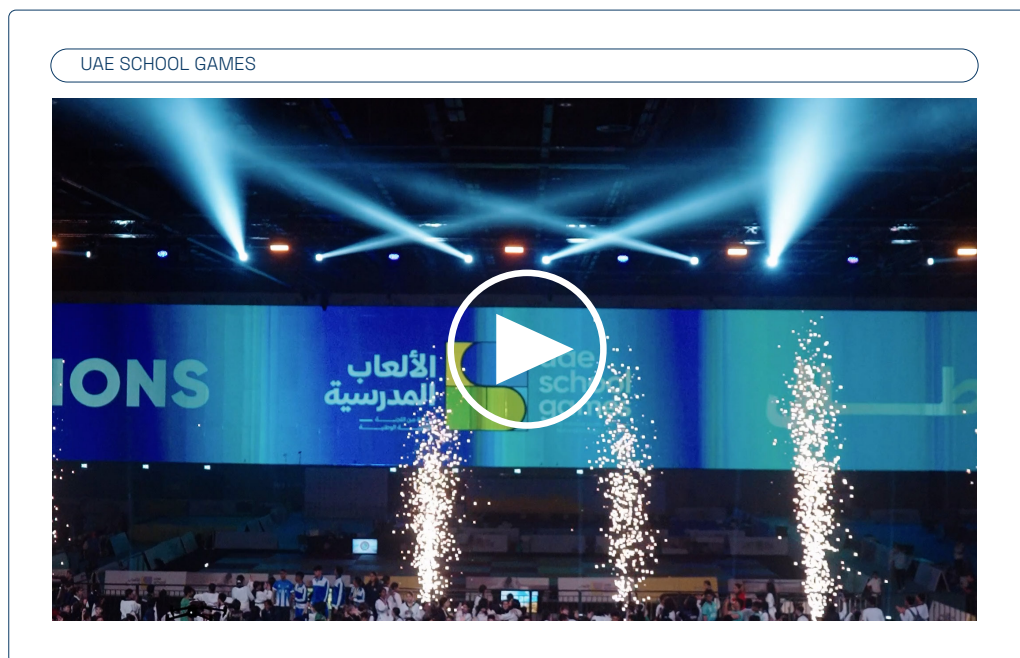
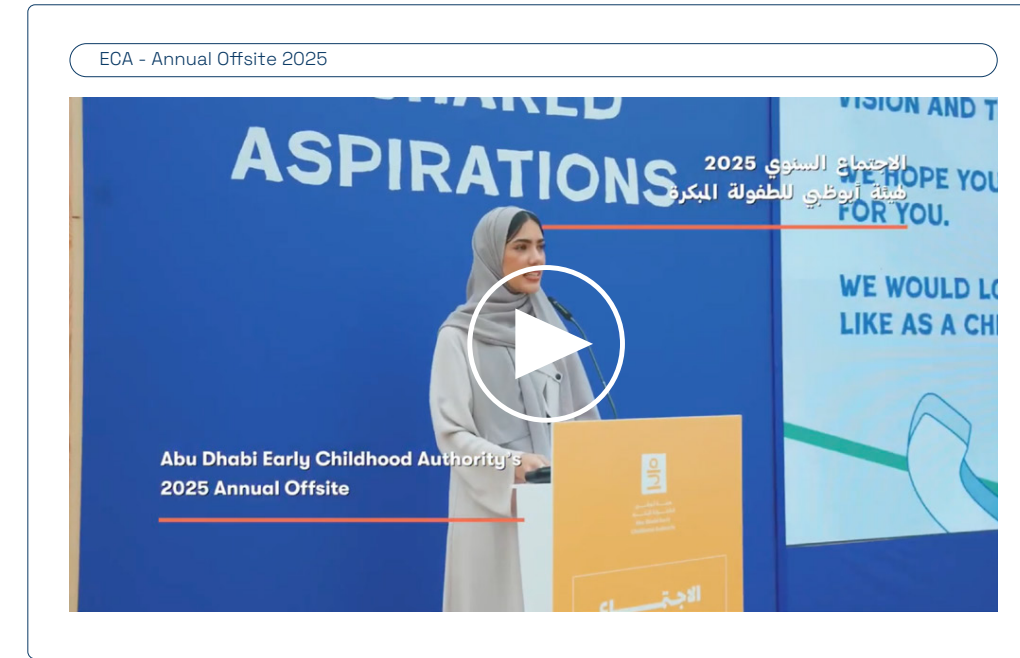
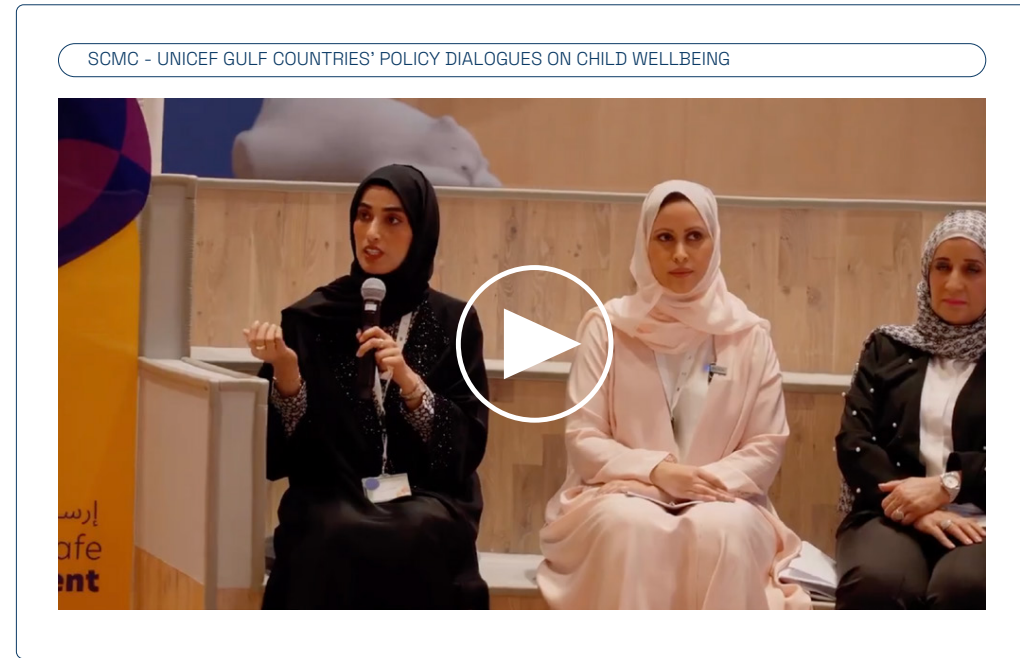
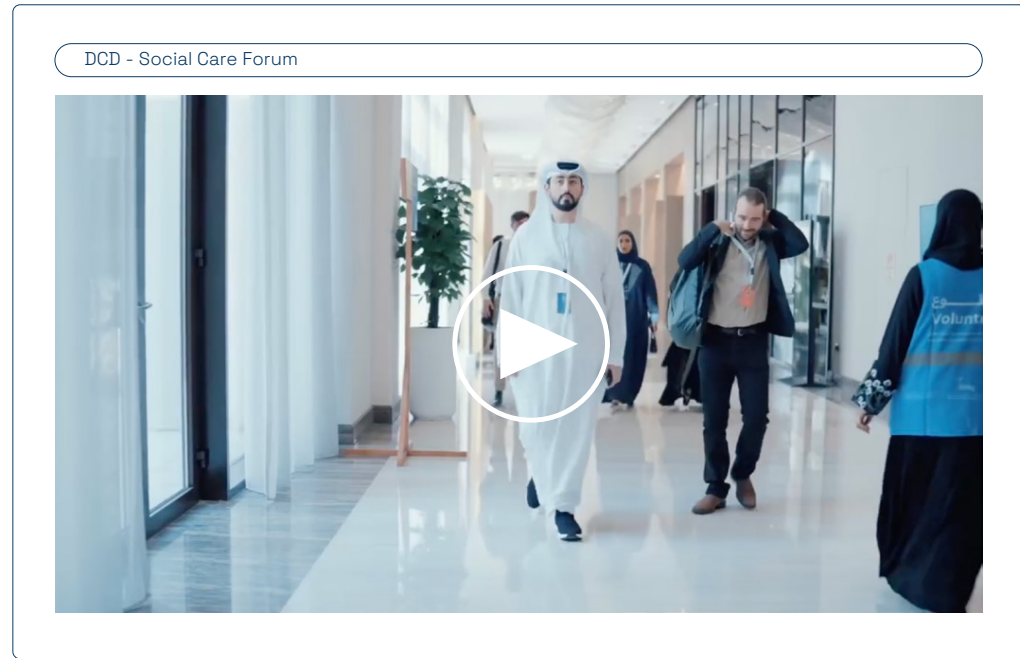
VIDEO PRODUCTION



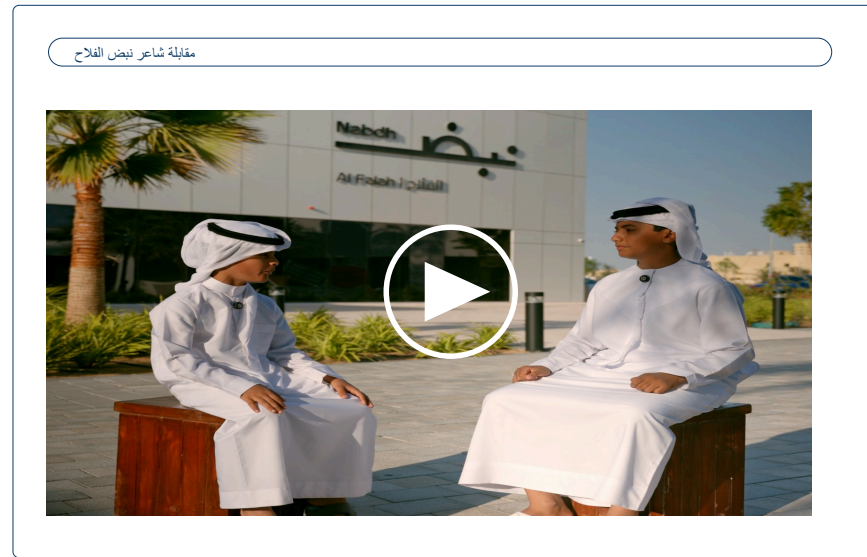
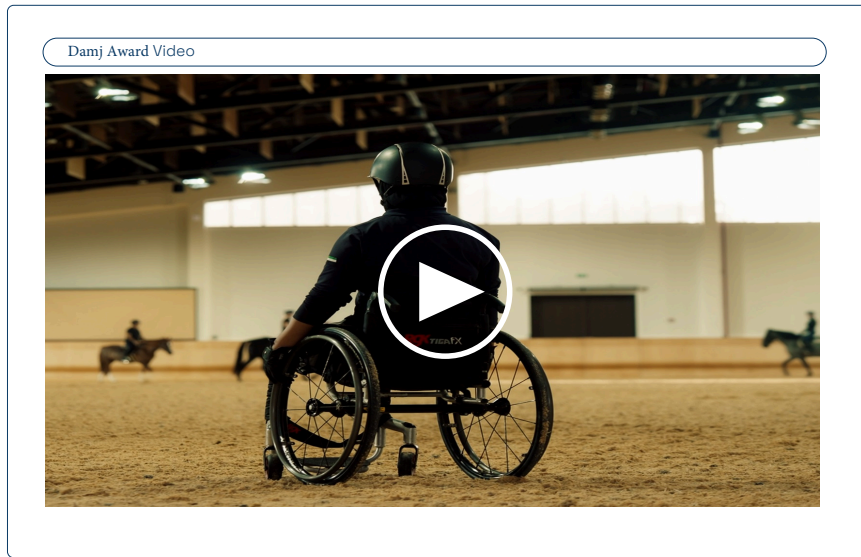
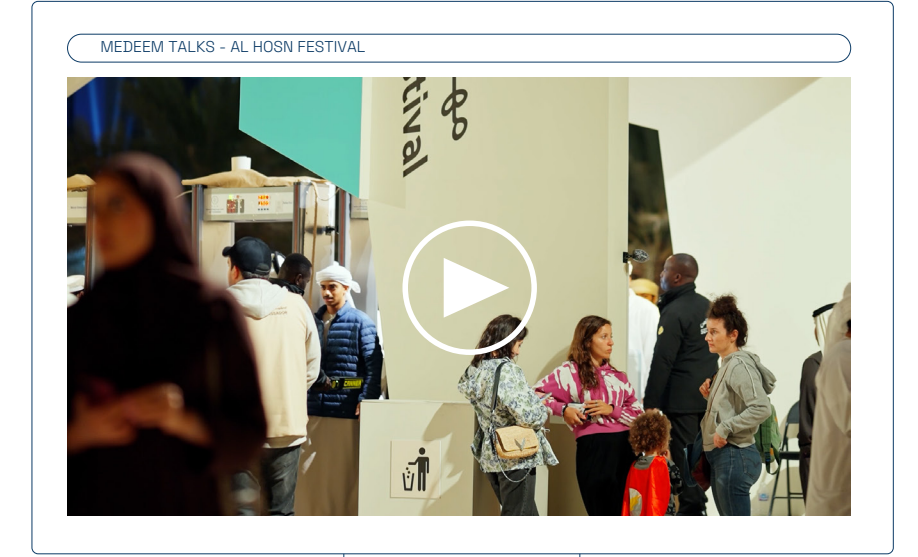
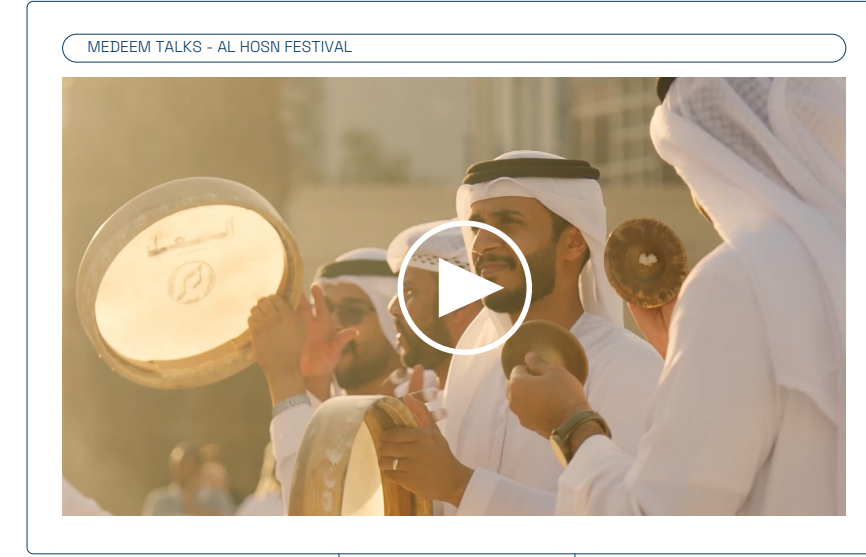
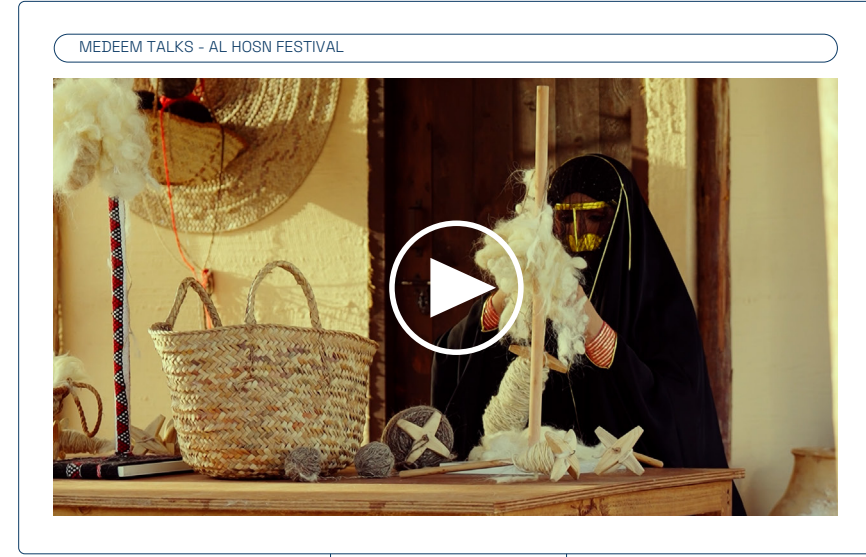
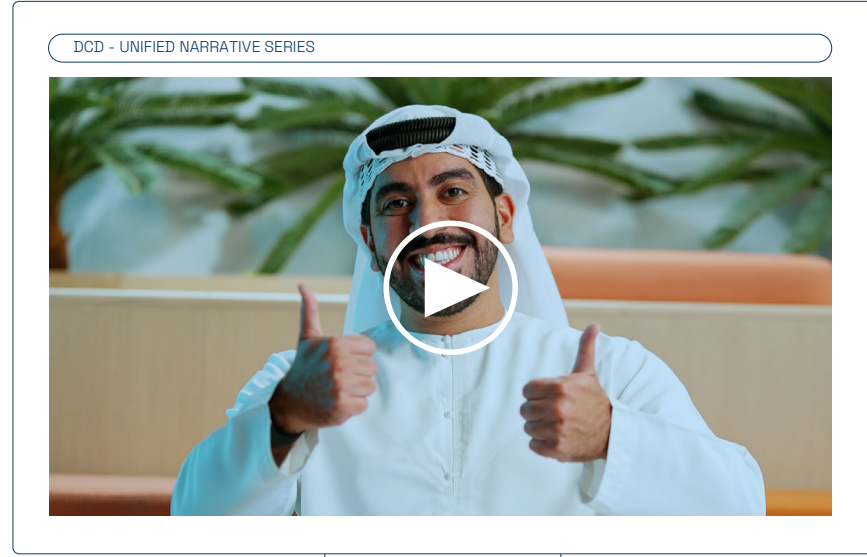
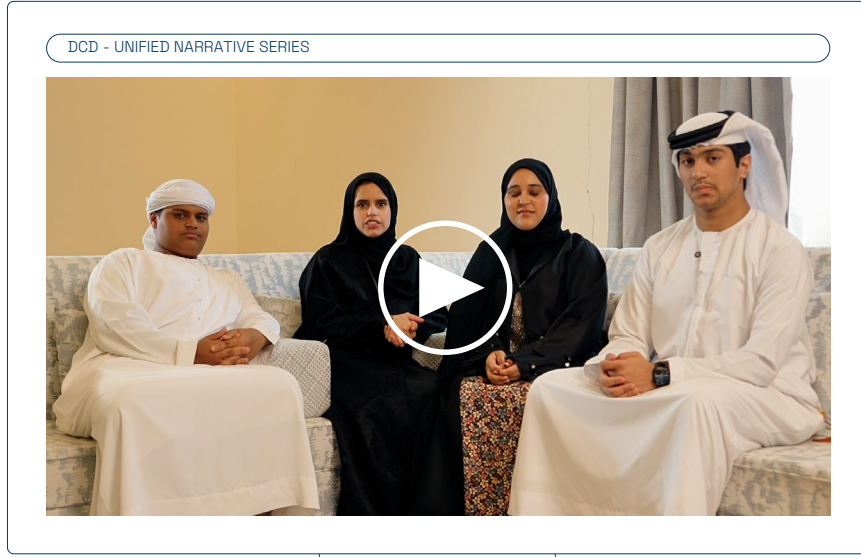
VIDEO PRODUCTION



EVENTS COVERAGE

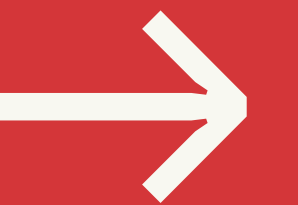


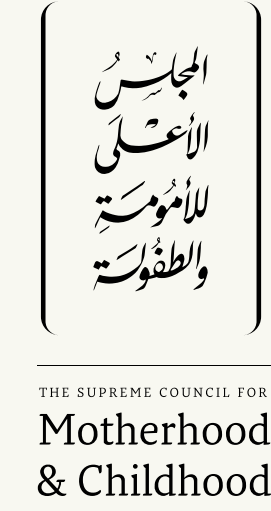
TALKS



OUR CLIENTS

- MULTI-DISCIPLINARY
- STORYTELLERS & INNOVATIVE
- STRATEGIC & CREATIVE



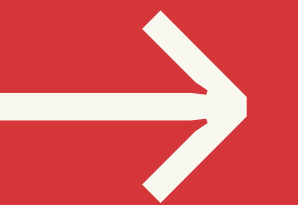


OUR **awards**



OUR TEAM

- MULTI-DISCIPLINARY
- STORYTELLERS & INNOVATIVE
- STRATEGIC & CREATIVE





Ahmad Al Saadi
MANAGING DIRECTOR



Hala Sabbagh
CREATIVE DIRECTOR



Hiba
SENIOR ACCOUNT MANAGER



Sally
ACCOUNT MANAGER



Lynn
ACCOUNT MANAGER



Fady
HEAD OF SM



Rami
PR ACCOUNT MANAGER



Aya
SM ACCOUNT MANAGER



Sandy
SM ACCOUNT MANAGER



Tariq
SM SPECIALIST



Michael
DIGITAL MARKETING MANAGER



Farah E.
SENIOR ART DIRECTOR



Nabila
ART DIRECTOR



Tasneem
SM ART DIRECTOR



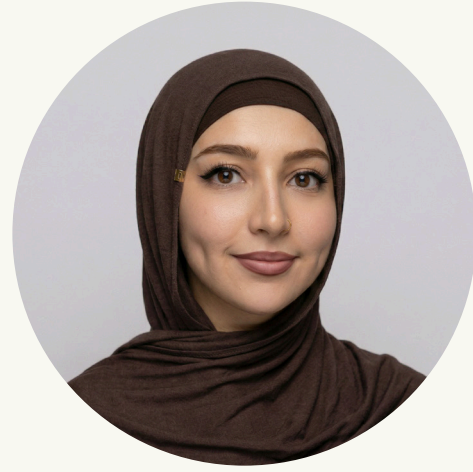
Roeida
CONTENT MANAGER



Yasmine
EVENTS ACCOUNT EXECUTIVE



Khaled
SM ACCOUNT EXECUTIVE



Yasmine
SM ACCOUNTS EXECUTIVE



Farida
SENIOR GRAPHIC DESIGNER



Ithar
SENIOR GRAPHIC DESIGNER
ILLUSTRATOR



Nada
SENIOR GRAPHIC DESIGNER



Hagar
SENIOR GRAPHIC DESIGNER



Madiha
GRAPHIC DESIGNER



Dania
GRAPHIC DESIGNER



Mariam
GRAPHIC DESIGNER



Farah K.
GRAPHIC DESIGNER



Norhan
GRAPHIC DESIGNER



Tasneem M.
GRAPHIC DESIGNER



Montaser
ILLUSTRATOR



Kareem
DESIGN ARCHITECT



Hashim
DESIGN ARCHITECT



Josee
AR / EN COPY WRITER



Mohamed K
ARABIC COPY WRITER



Asma
ARABIC COPY WRITER



Mahmoud
ARABIC COPY WRITER



Malak M.
ENGLISH COPY WRITER



Malak K.
ENGLISH COPY WRITER



Simo
VIDEOGRAPHER
& PHOTOGRAPHER



Soufiane
VIDEOGRAPHER
& PHOTOGRAPHER



Issa
SM VIDEOGRAPHER
& PHOTOGRAPHER



Sana
**SM VIDEOGRAPHER
& PHOTOGRAPHER**



Chami
**3D DESIGNER
& ANIMATOR**



Loay
ANIMATOR



Saeed
ANIMATOR



Hebah
ANIMATOR



Youssef
PROGRAMMER



Omar
PRODUCTION MANAGER



Mahdi
PRODUCTION ASSISTANT



Haytham
**WAREHOUSE & PRODUCTION
SUPERVISOR**



Angela
FINALIZER



Jhaivie
FINALIZER



Dina
HR & FINANCE



Arlene
ACCOUNTANT



Mirna
ADMINISTRATIVE COORDINATOR

THANK YOU

- MULTI-DISCIPLINARY
- STORYTELLERS & INNOVATIVE
- STRATEGIC & CREATIVE