



Conception
Advertising solutions

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About us

An artistic advertising agency, based in Cairo; having what it takes to pave your road of success and foster your brand.

Vision

Being on the leading edge when it comes to branding in the MENA region.

Mission

To be MENA's premier advertising agency we offer our clientele an innovative range of marketing services using advanced technology. Unleashing our employees' creativity and enriching them is our first priority to originate extravagant schemes and sketches beyond people's expectations.

Our services

Branding: It's not about a logo or a slogan it's about how a customer feel towards your product

Rebranding: Reviving your brand in your customer's mind

Packaging: High value added packaging for your products

Campaigns and events: Initiating and organizing your on ground campaigns and events and supplying you with all the logistical needs including (floor display, booths, flyers)



Conception
Advertising solutions

Introducing some of our clients



HERSHEY'S
KISSES



Toacker



Stührk
ELIKATESSEN



WESTLAND
SINDS 1936

KraftHeinz

Mazola



Kellogg's

moussy mentos



Old Amsterdam

TWININGS
OF LONDON





Branding

Branding: It is not about a logo or a slogan it's about how a customer feel towards your product, we offer you logo design, significant packaging for your products, creating new character for your brand.

Rebranding: Reviving your brand in your customer's mind

Packaging: High value added packaging for your products

Task : Identify Panda's brand to capture broader range of consumers with a clear connection to children. Secondly, we wanted to revive the old pack with an appealing character and focus on the nutritional facts.

Solution : Initiating an amusing bright packaging that appeal to children with a new logo character that resembles infancy and giving attention to the nutritional facts with bright different colors and clarifying the milk splash.



Task: Introducing an artistic attractive package and creating a captivating character appealing to kids.

Solution: Adopting a childish theme to catch children's eyes using warm colors that demonstrates energy and excitement besides, creating a new friendly character (Super Panda) instead of the basic logo.





Task : Dairy is a dairy products line widely spread in the gulf countries, we were challenged to renovate Dairy to widen the consumer base with respect to the current loyal consumer and by keeping in mind that mothers are the primary audience.

Solution: Freshening Dairy to be able to compete in the fast growing market with modern technology, we worked on creating a new artistic logo with brighter colors and increasing the packaging warmth to be more attractive with a modest design to match the primary audience desires.





Task: Carrying out Ramadan's Campaign for Heinz ketchup.

Solution: Adopting Ramadan theme in our designs with respect to the market guidelines.





Task: A package for the limited edition product.

Solution: Using green colors and illustrated food shots that represent the product.





Task: Creating and producing a promotional pack for pringles suitable for two cans.

Solution: A box with a die cut that illustrates the flavor of the cans.





Task: A promotional display box for the products.

Solution: A display box that holds the three Euro pack products.





Task: Introducing the new premium tuna to the market with a distinctive packaging.

Solution: A plastic container with tuna shots..



Task: New packaging with simple design that identify the products.

Solution: We used real food shots to build tempting packaging to be easy for the consumer to identify the product.





Task: Reviving "Dairy Plus" range in Egypt

Solution: Using brighter colors to catch the eyes and different typography.





Task: Introducing mozzarella sticks pack to the market.

Solution: Our objective was to convey Panda's essence through their new product, giving the product its name "Stretchy Sketch" and creating a consistent design with appetizing product shot.



Task: Wizzo is a B2B company specialized in food catering they approached us to introduce them directly to the consumers as they wanted to shift to B2C category.

Solution: Introducing wizzo directly to the market wasn't easy due to the market saturation with specific brands, our strategy was to efficiently use Wizzo's reputation as a recognizable caterer and introduce it to consumers in appealing packages.





Task: Repackaging the tuna to be more appealing.

Solution: A different captivate tuna can to reposition "Catchy" in the market.





Task: Introduce Sweet Life Mayonnaise to market and position it among other brands.

Solution: After conducting competitor analysis we managed to identify the Sweet Life, the main challenge was to build a new consumer base and acquire market share. We introduced in distinctive bottles with appetizing real food shots to catch the eyes.





Task: Reviving Panda's mozzarella packaging and reintroducing it.

Solution: Using brighter colors to the packaging and adding the new logo.





Task: Packaging for chocolate coated peanuts candies to introduce it to the consumers.

Solution: A new box with product shots.





Task: Introducing Panda's new squared cheese to the market.

Solution: Presenting the new product with a design that represent Panda's attributes





Task : A new range of salad dressings.

Solution : Squeezable bottles with appealing food shots.





Task: Introducing catchy ketchup to the market targeting the B class.

Solution: Plastic squeezable bottle with appetizing food shots.





Task: Packaging for a special ordered feta cheese with extra butter.

Solution: A new pack focusing on the customized ingredients





Task : A packaging for the new product "Cheddar Slices"

Solution: A design that represent Americana's attributes and position the new product among other brands



Task: New packaging for Americana juice range.

Solution: New glass bottles with appetizing fruit shots.



Task: Creating and producing a promotional pack

Solution: A box with a die cut that shows it's content.



Task: A promotional box for panda cheese jars.



Task: A promotional box for Americana juice .



Campaign

It's not about a logo or a slogan it's about how
a customer feel towards your product



Task: Conducting a full promotional campaign including: Outdoors, Visuals and supermarkets' stands and gondolas





Logo & Characters

It's not about a logo or a slogan it's about how
a customer feel towards your product





Organization Change & Development
Consultancy Services



ذواقته
Zawaka



Instadesserts





Osmason
Complex

The Industrial & Agricultural
Investment Complex Co. (OSMASON)

STRETCHY
STICKS



SOLARG.P.

Renewable energy

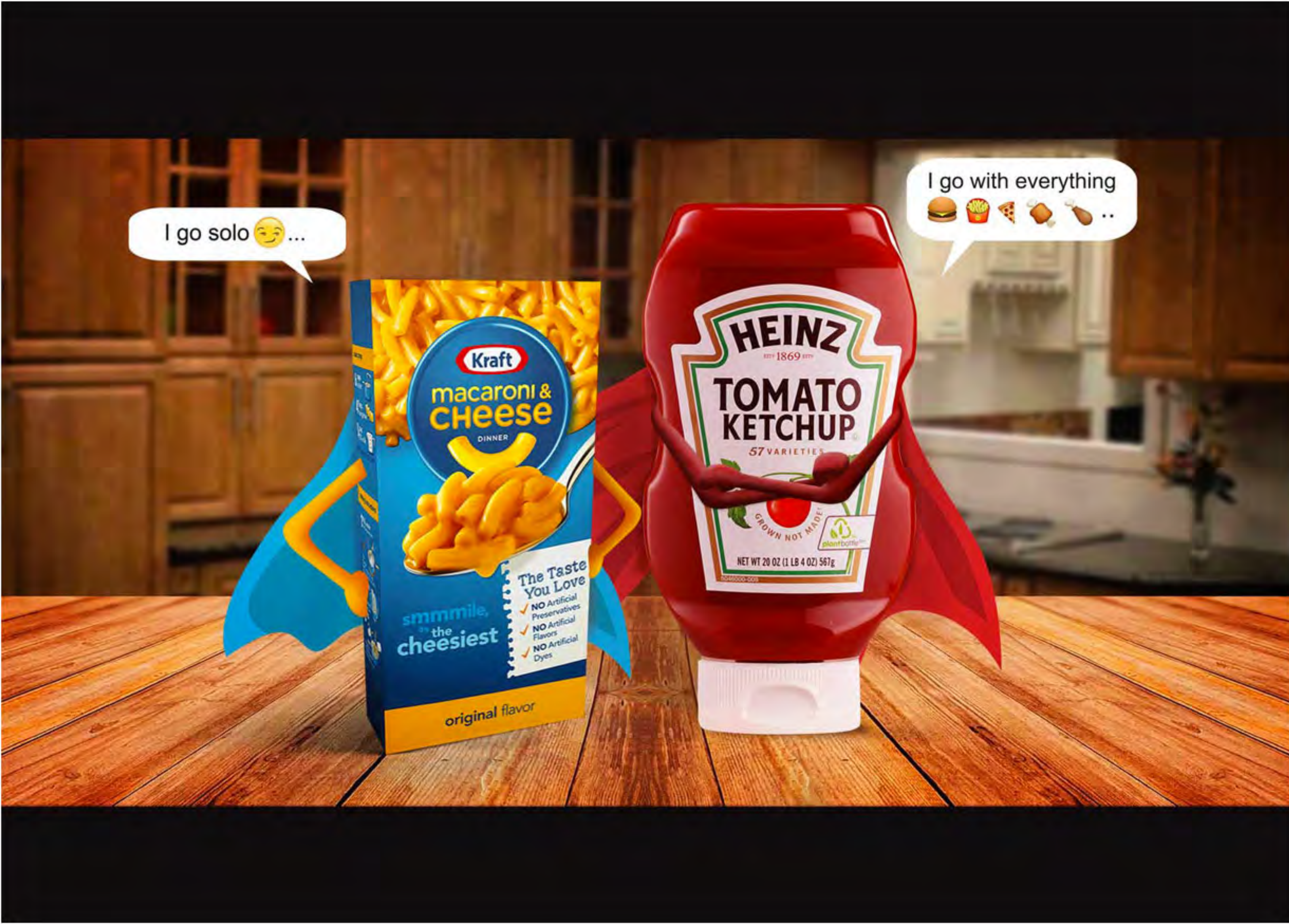
Catchy

كاتشى



Visuals

It's not about a logo or a slogan it's about how a customer feel towards your product



I go solo 😊 ...

I go with everything
🍔 🍟 🍕 🍗 🍗 ..





Task: creating a master visual for Davidoff coffee worldwide.



Task: Creating a master visual for pringles worldwide.



Task: Advertising poster for pick up biscuit that shed light on its components.



Task: Creating and producing a poster that shows the detergent's origin.



Task: A poster for Mentos gum that illustrate the pack's components and the gums' ingredients.





Task: A poster for Kavali's caviar cream tube with a food shot.



Task: A poster for the German Stürk caviar jars, demonstrating the country of origin and the different types.



Spend the best moments
with caviar *Stürk*

www.conception-eg.com



Task: A poster for Panda new mozzarella cheese complementing to the packaging design .



مازولا

مايونيز

مايونيز مازولا ..
لمذاق لا يقاوم

مصنوع من البيض الكامل
و بزيت ذرة مازولا الصافي



مازولا مايونيز بالثوم .. ينصح به مع سلطة الخضروات
مازولا مايونيز بالليمون .. ينصح به مع المأكولات البحرية
مازولا مايونيز بالكاتشب .. ينصح به مع البرجر والهموت دوج
مازولا مايونيز حار .. ينصح به مع سلطة التونة
مازولا مايونيز سادة .. ينصح به مع كافة أنواع الأطعمة



Task: A Poster that represent Mazola mayonnaise full range in shots and writings.



Task: Posters for Panda's cheese range after rebranding.





Task: Posters for Panda's cheese range after rebranding.





Task: A poster for the juice full range and another poster for the milk with Ramadan theme.



امريكانا
الجودة

رمضان كريم

عرض التوفير
٤ لتر لبن كريمي (بالقشطة)
و كيلو بلح شامية فاخر هدية

عرض ٣ فقط ٢٧ جنيه وقر ٧ جنيه

هدية

عرض التوفير
٤ لتر عصير أمريكانا

عرض ٤ فقط ٢٠ جنيه وقر ٥ جنيه

امريكانا
الجودة

رمضان
بقي طعمه أحلى

Task: A poster for the juice full range and another poster for the milk with Ramadan theme.



Task: : A folded brochure to illustrate the company's plan, values and product .

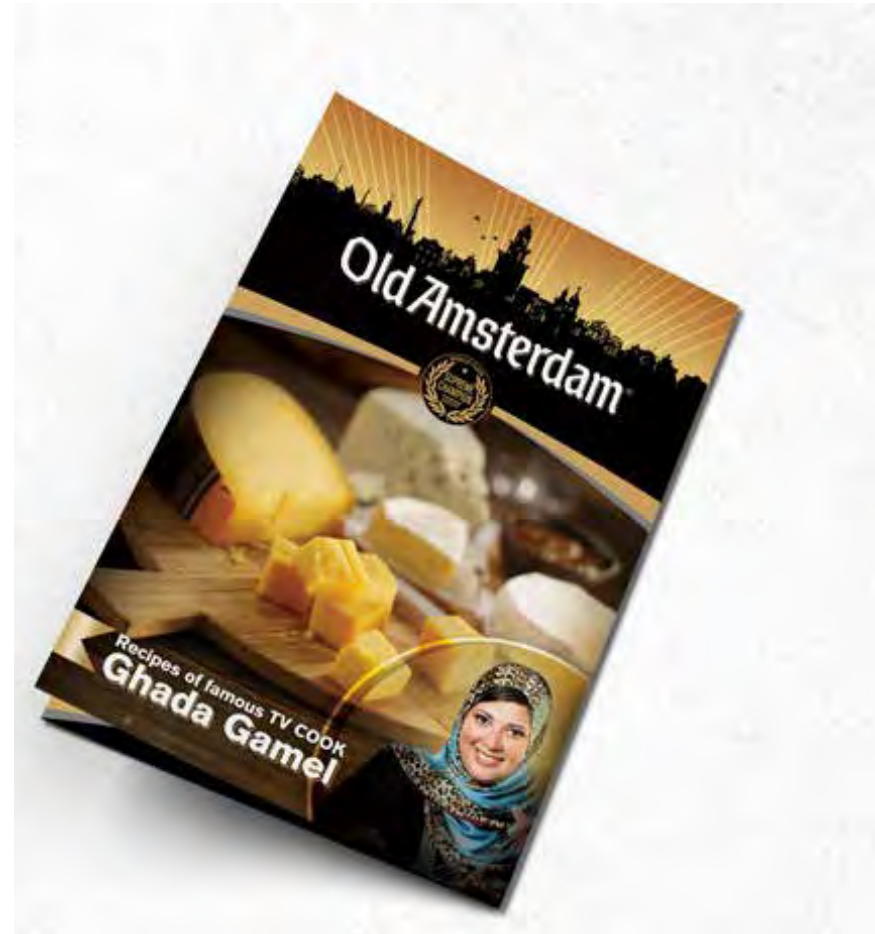




Task: Folded brochure for food recipes that contain labbnah.



Task: A booklet of TV cooking recipes.





Task: A booklet that shows Panda's products and nutrition facts.



Booths

Designing your booth (3D) and production



Heinz: A display booth with posters and shelves.





Americana: A product visualized display booth..





Panda : A display booth with posters and commercial display fridges.





Food Lovers: A display booth with posters and commercial display fridges.





One dental: A 3D display booth that demonstrate One dental's brand.





Loacker: A 3D booth with childish theme with respect to loacker's branding.





Panda and Dairy: A product display booth with shelves, stands and posters





Panda and Dairy: A product display booth with shelves, stands and posters



Stand & Floor Display

Supermarkets: For displaying your product within a supermarket we can offer you; POS materials, gondola, floor display, stands, sampling ushers.

















































Events

Planning and organizing your event from A-Z, venue reservation, supplying you with all the logistical needs including (floor display, booths, printings, stands, samplings) with different materials, providing the ushers with their uniform and accountable for full event management.





Production

Carrying out the fabrication of C-thru, vehicle branding, bill boards











Restaurant & Cafes

Starting your new restaurant or cafe requires various of elements that we can help you with starting from your branding till production. Our package includes designing all elements (Logo, menus, walls, banners, 3D materials)







Mobile Applications

Designing your mobile app and getting you the needed developer.



DO:

An event planning app that help you to organize your daily activities and plan for your events with your friends.

We were responsible for generating the app's creative concept and developing it.





Thank You