



WE BUILD BOLD BRANDS AND SMART MARKETING STRATEGIES THAT CONNECT WITH AUDIENCES, SPARK ENGAGEMENT, AND DRIVE GROWTH.

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IDEA NETWORK©

COMPANY PROFILE

Let's
Connect →



ABOUT US

DRIVING GROWTH WITH DATA-DRIVEN
STRATEGIES & CREATIVITY

FULL- SERVICE MARKETING
STRATEGY AND BRANDING AGENCY

ESTABLISHED **IN 2015,**

IDEA NETWORK IS A CREATIVE AND MARKETING AGENCY SPECIALIZED IN BUILDING POWERFUL BRANDS AND DRIVING MEASURABLE GROWTH ACROSS EGYPT AND THE GCC. WITH A DIVERSE PORTFOLIO OF INDUSTRIES SERVED — FROM REAL ESTATE AND HOSPITALITY TO F&B, RETAIL, AND TECHNOLOGY — WE PROVIDE INTEGRATED SOLUTIONS THAT MERGE CREATIVITY WITH STRATEGY.

OUR HEADQUARTERS IS IN CAIRO, EGYPT, WITH OPERATIONS EXPANDING TO SAUDI ARABIA AND THE UAE. OVER THE YEARS, WE HAVE BUILT AND MANAGED 160+ SOCIAL MEDIA ACCOUNTS AND DELIVERED 140+ BRAND IDENTITIES.

OUR
VISION



TO EMPOWER BUSINESSES WITH INNOVATIVE
MARKETING AND CREATIVE STRATEGIES THAT
POSITION THEM AT THE FOREFRONT OF THEIR
INDUSTRIES.

OUR MISSION



TO CRAFT IMPACTFUL BRAND STORIES, BUILD MEANINGFUL CUSTOMER ENGAGEMENT, AND DELIVER MEASURABLE RESULTS THROUGH A HOLISTIC APPROACH THAT COMBINES CREATIVITY, STRATEGY, AND TECHNOLOGY.



CORE SERVICES

1. BRANDING & CONCEPT CREATION

Our branding and concept creation process **transforms business ideas into powerful, memorable identities** that connect emotionally and stand out in competitive markets.

OUR SERVICES INCLUDE

- **Brand Strategy & Positioning**
Crafting the brand purpose, personality, tone of voice, and market differentiation.
- **Concept Development**
Building the creative direction and storytelling framework that drives the brand experience.
- **Visual Identity Design**
Logo creation, color palettes, typography systems, graphic elements & patterns.
- **Brand Guidelines & Corporate Stationery**
Comprehensive brand manuals and full stationery systems (**business cards, letterheads, packaging, uniforms, etc.**).



2. DIGITAL MARKETING & SOCIAL MEDIA

We manage digital presence from end to end, **creating content that resonates and drives engagement.**

- FULL SOCIAL MEDIA MANAGEMENT
(CONTENT CREATION, PUBLISHING & MODERATION)
- COMMUNITY ENGAGEMENT & GROWTH STRATEGY
- PAID CAMPAIGNS & RETARGETING
- INFLUENCER MARKETING

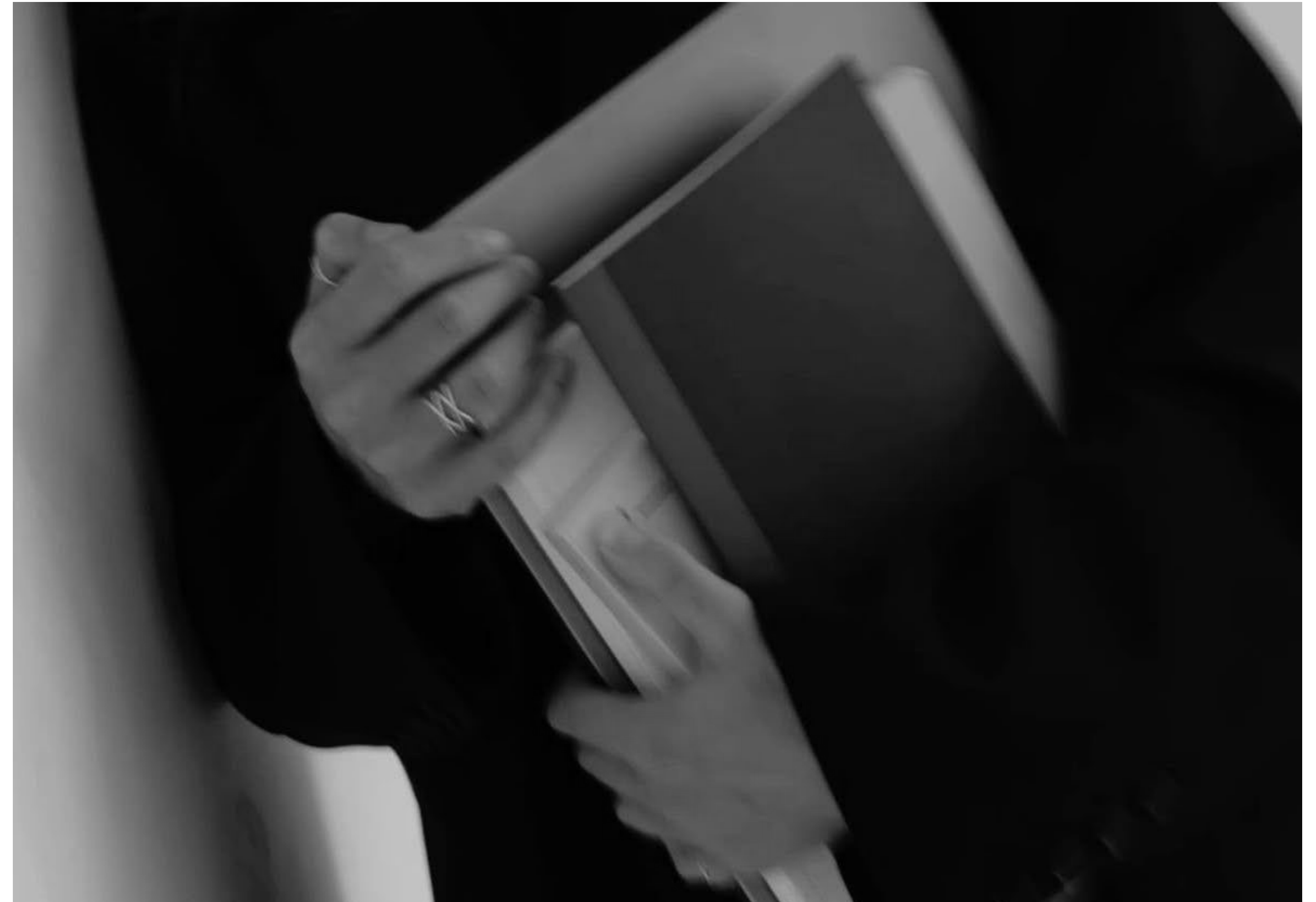


3. MEDIA BUYING

We don't just run ads – **we build performance engines.** Our media buying approach is fully data-driven, using strategic planning, audience segmentation, and continuous optimization to maximize roi.

WHAT WE DO

- STRATEGIC MEDIA PLANNING & FUNNEL-BASED STRUCTURING
- PROGRAMMATIC & AI-POWERED ADVERTISING
- PERFORMANCE MARKETING WITH LIVE TRACKING (CPC, CPM, CTR & ROAS)
- META BUSINESS PARTNER WITH VERIFIED BEST PRACTICES
- GOOGLE ADS CERTIFIED PARTNER FOR MULTI-CHANNEL AD SCALING



4. CONTENT CREATION

We specialize in producing **high-quality visual content** that captures attention, builds **brand connection**, and drives **measurable growth**.

From concept to execution, our creative team crafts **compelling content** that brings **brands to life** and engages

OUR CONTENT CREATION SERVICES INCLUDE

- **PHOTOGRAPHY**
Product, Food, Lifestyle & Corporate
- **VIDEOGRAPHY & PRODUCTION**
Promotional Videos, Ads, Reels & Motion Graphics
- **CREATIVE DIRECTION & STORYTELLING**
Concept ideation, scriptwriting and visual storytelling aligned with brand strategy



5. WEB & DIGITAL SOLUTION

We provide end-to-end website development services – from concept and structure to full design, coding, and deployment.

Our team builds responsive, user-friendly, and visually appealing websites tailored to each client's goals and brand identity.



6. CONSULTING & GROWTH HACKING

We partner with brands to **unlock new revenue streams, scale faster**, and enter new markets with confidence. Our consulting team builds customized **go-to-market strategies** backed by proven frameworks.

HOW WE HELP BRANDS GROW

- FRANCHISE & EXPANSION MARKETING CONSULTING
- MARKET ENTRY & LOCALIZATION STRATEGIES
- CAMPAIGN PLANNING, EXECUTION & LAUNCH ROADMAPS
- MARKETING MIX OPTIMIZATION TO BOOST PROFITABILITY





FULL- SERVICE MARKETING
STRATEGY AND BRANDING AGENCY

DRIVING GROWTH WITH DATA-DRIVEN
STRATEGIES & CREATIVITY

WHY CHOOSE IDEA NETWORK

- 360° MARKETING & CREATIVE SOLUTIONS UNDER ONE ROOF
- PROVEN TRACK RECORD WITH REGIONAL CLIENTS IN EGYPT, SAUDI ARABIA & UAE
- CERTIFIED EXPERTS: META BUSINESS PARTNER & GOOGLE ADS CERTIFIED
- INDUSTRY-DIVERSE EXPERTISE (REAL ESTATE, HOSPITALITY, F&B, RETAIL, TECHNOLOGY, HEALTHCARE...)
- DEDICATED ACCOUNT MANAGERS ENSURING SEAMLESS CLIENT COMMUNICATION

WE HAVE
WORKED IN



SOME OF OUR CLIENTS

WITH OVER 260+ ACCOUNTS MANAGED ACROSS DIVERSE INDUSTRIES, THIS SECTION IS ONLY A HIGHLIGHT OF OUR WORK.



LET’S SCALE SUCCESS ➔

LOCATIONS:

- Head Office – Mivida, Business Park, Fifth Settlement, New Cairo, Egypt
- Saudi Arabia
- UAE

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