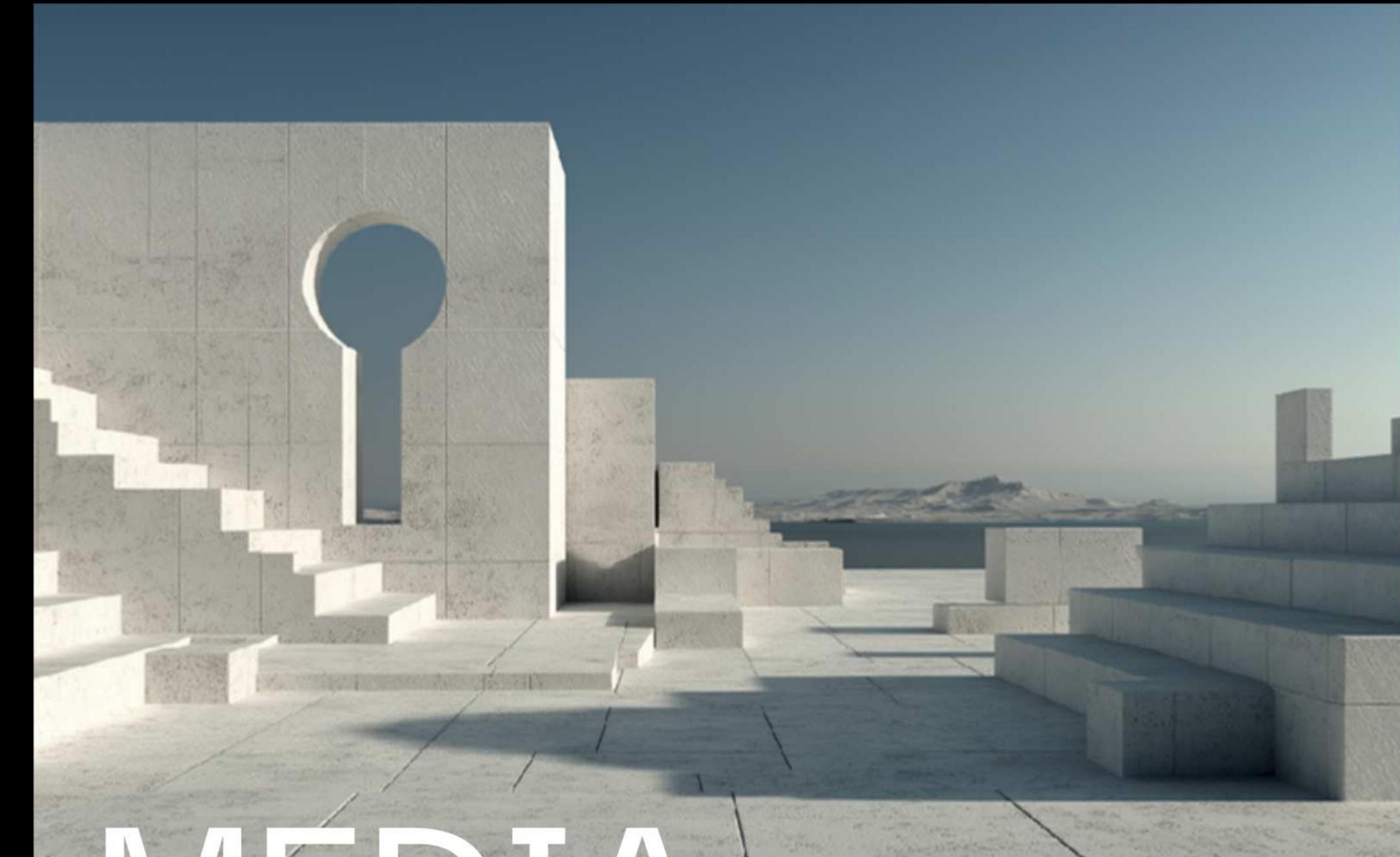


42

Flat42 Global (HOUTA GROUP)
Consultancy & Marketing



SOCIAL MEDIA — SHOWREEL



HOUTA GROUP

ABOUT — US



Flat42 Global (HOUTA GROUP) Consultancy & Marketing

Established in 2018, Flat42 Global is a strategy consultancy and marketing firm, based both in Cairo and London, which specialises in establishing and growing brands sustainably and ensuring we provide them with the tools to stand out.

Our attention to detail, high quality output and professional team, in addition to our heavy focus on strategic planning has enabled us to differentiate ourselves from other agencies operating in the field.

Vision:

To push the world towards its potential one idea at a time by being the leading strategy consultancy & branding company in the Middle-east and Europe when it comes to business development, strategic planning, and identity creation.

Mission:

To provide ambitious entities with thorough business strategy planning and the full digital marketing support required to help communicate the entity's Why to the target audience, reflect the desired brand image, ensure optimal business performance and ensure steady profit maximization.

MISSION — VISION



OUR — SERVICES



- Visual Branding & Brand Strategy
- Marketing and Business Strategy Consultancy
- 360 Digital Marketing Services
- Content Creation (Photography + Videography + AR/VR)
- International and Domestic PR services
- Celebrity & Public figure management
- Architectural & Product Design Services
- Production and events planning & management

WHO WE'VE WORKED WITH



- Travel & Tourism
- Food & Beverage
- Furniture & Interiors

TRAVEL & TOURISM



STEIGENBERGER
HOTELS & RESORTS
GMBH



FOOD & — BEVERAGE



FURNITURE & — INTERIORS



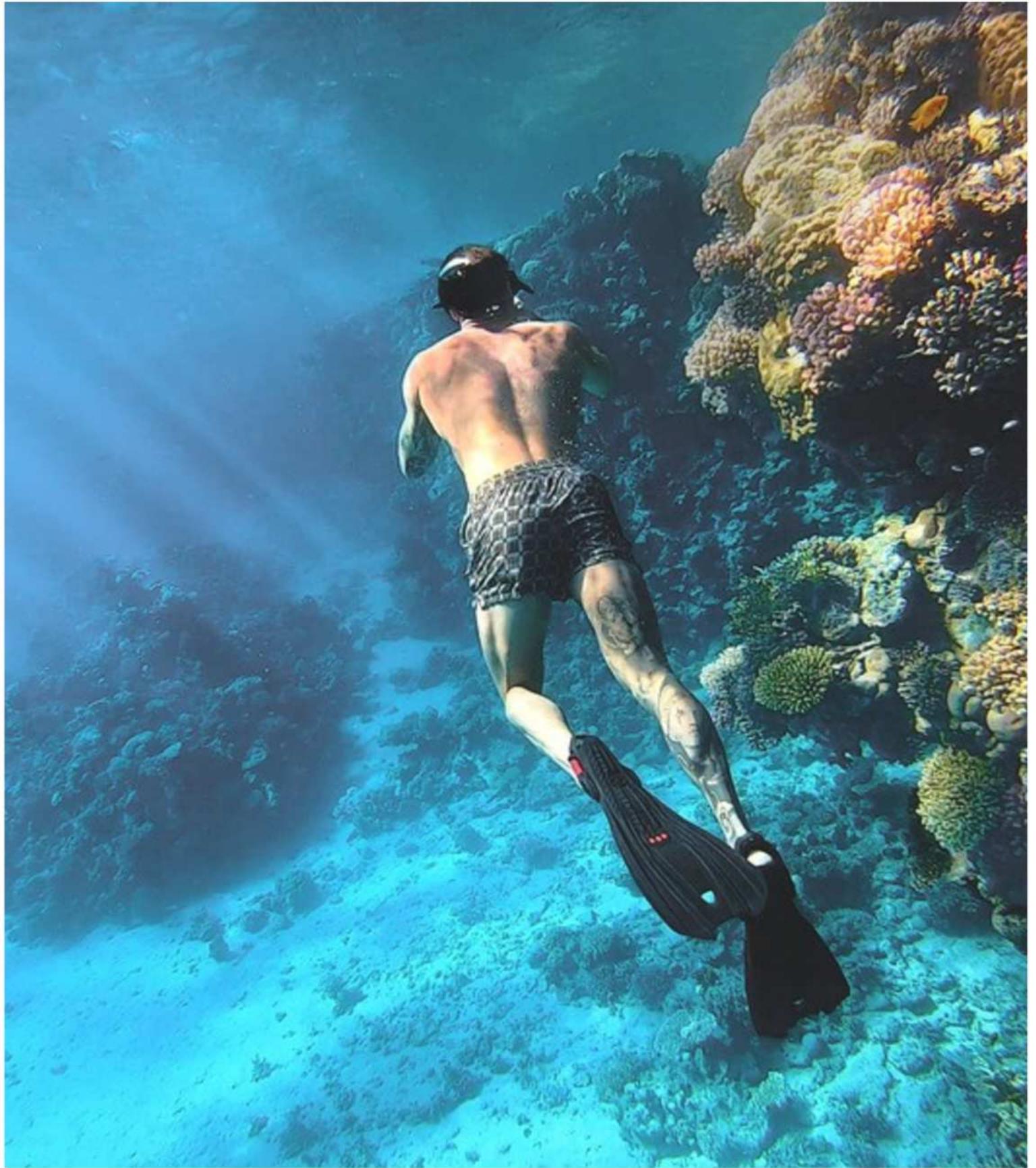
SOCIAL MEDIA — PORTFOLIO

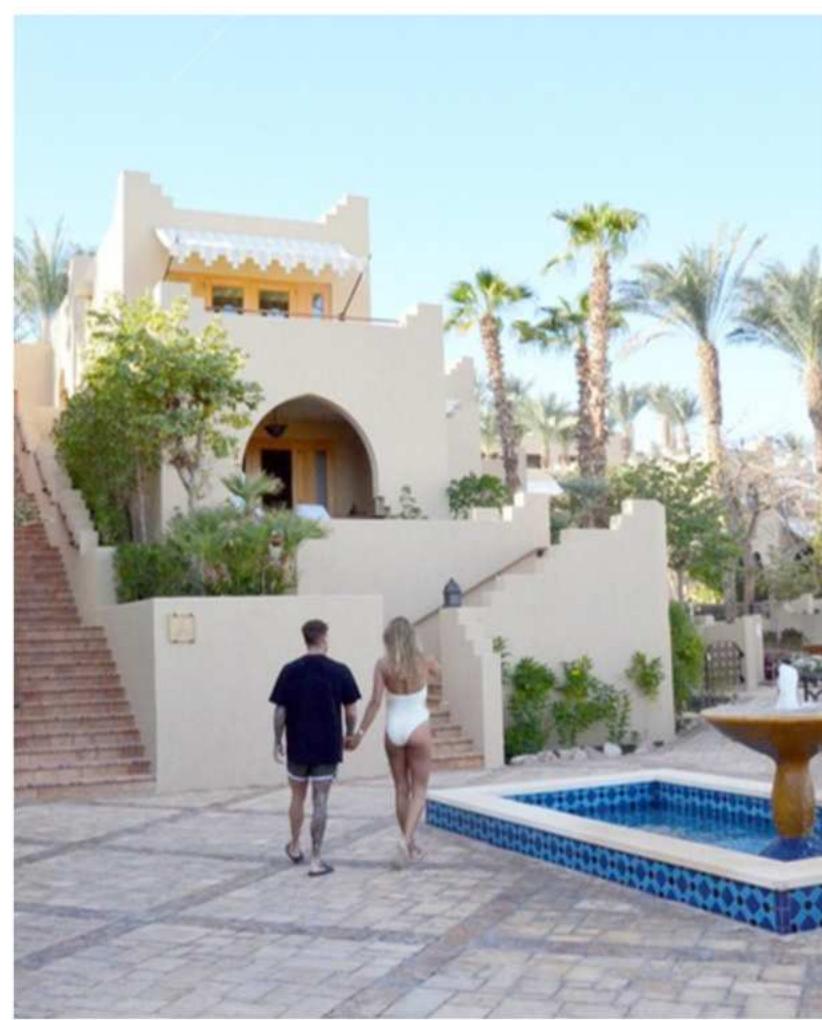
PROJECT

01

FOUR SEASONS

Our project for Four Seasons Sharm El Sheikh involved influencer procurement from the United Kingdom in addition to doing a content shoot for the hotel showcasing the activities as well as the hotel itself.





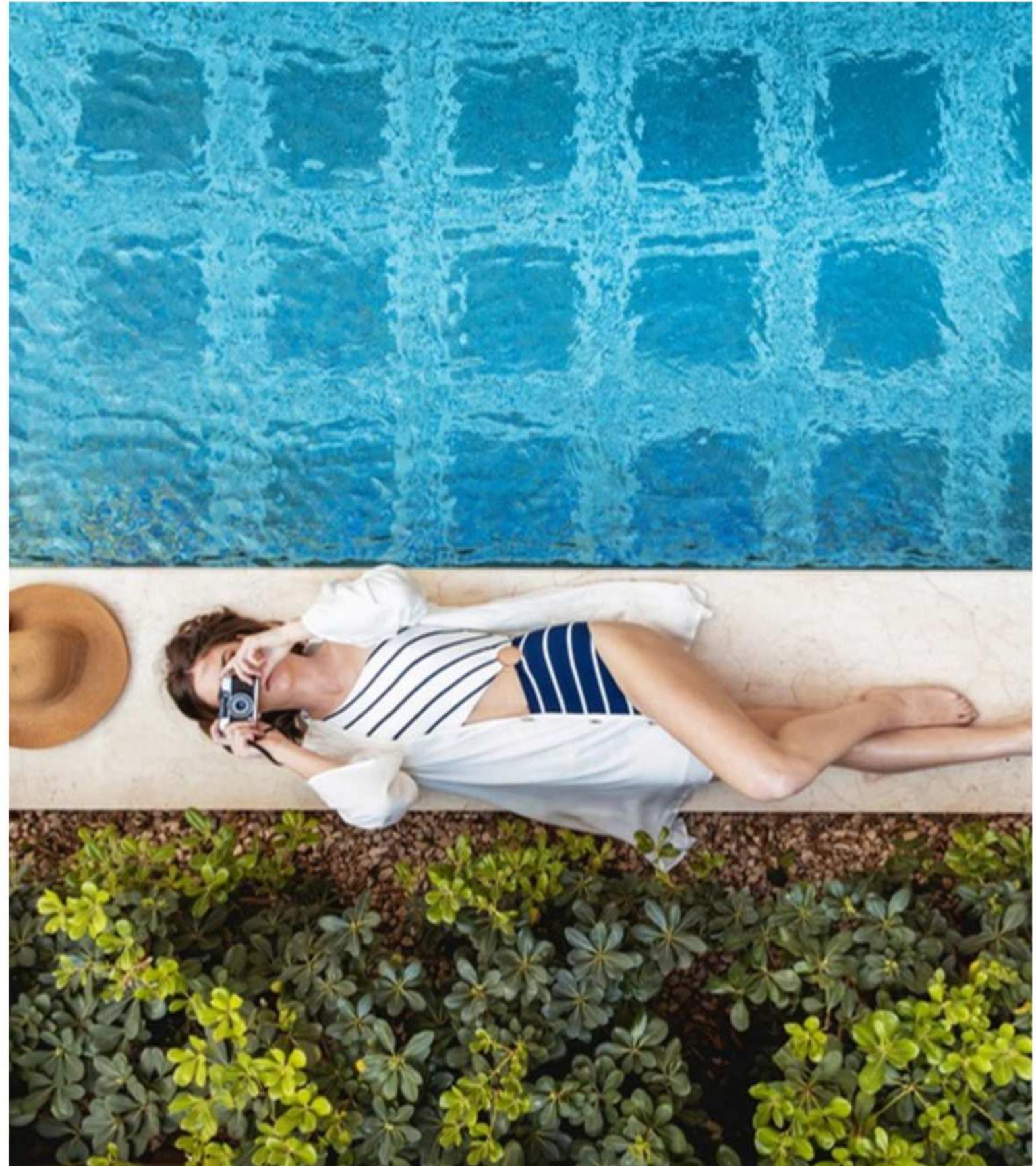
PROJECT

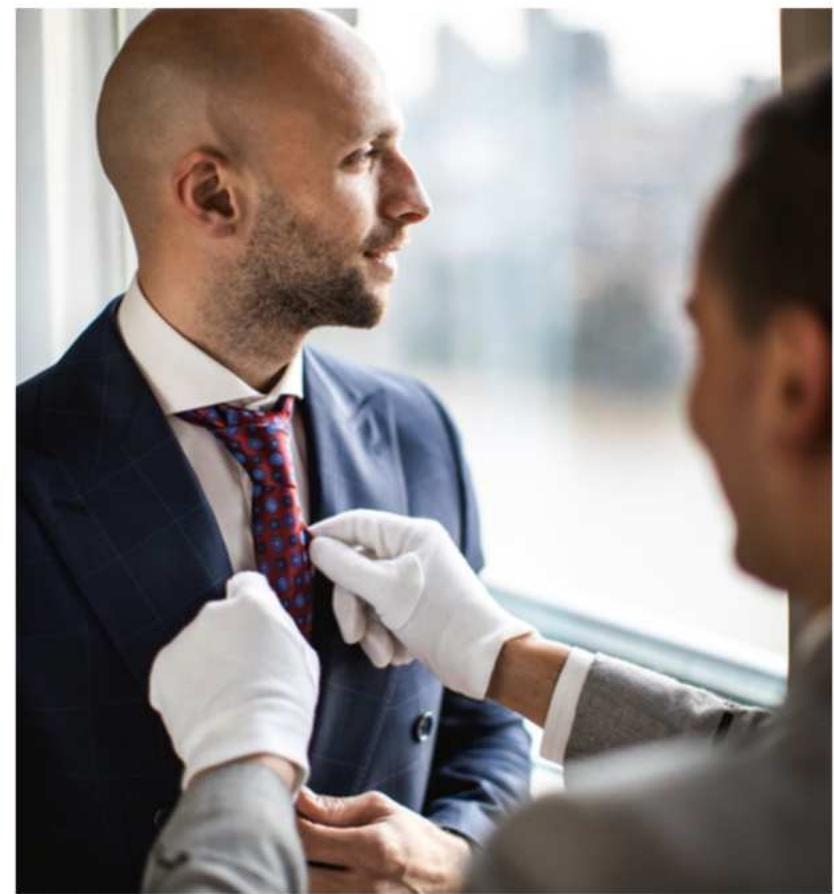
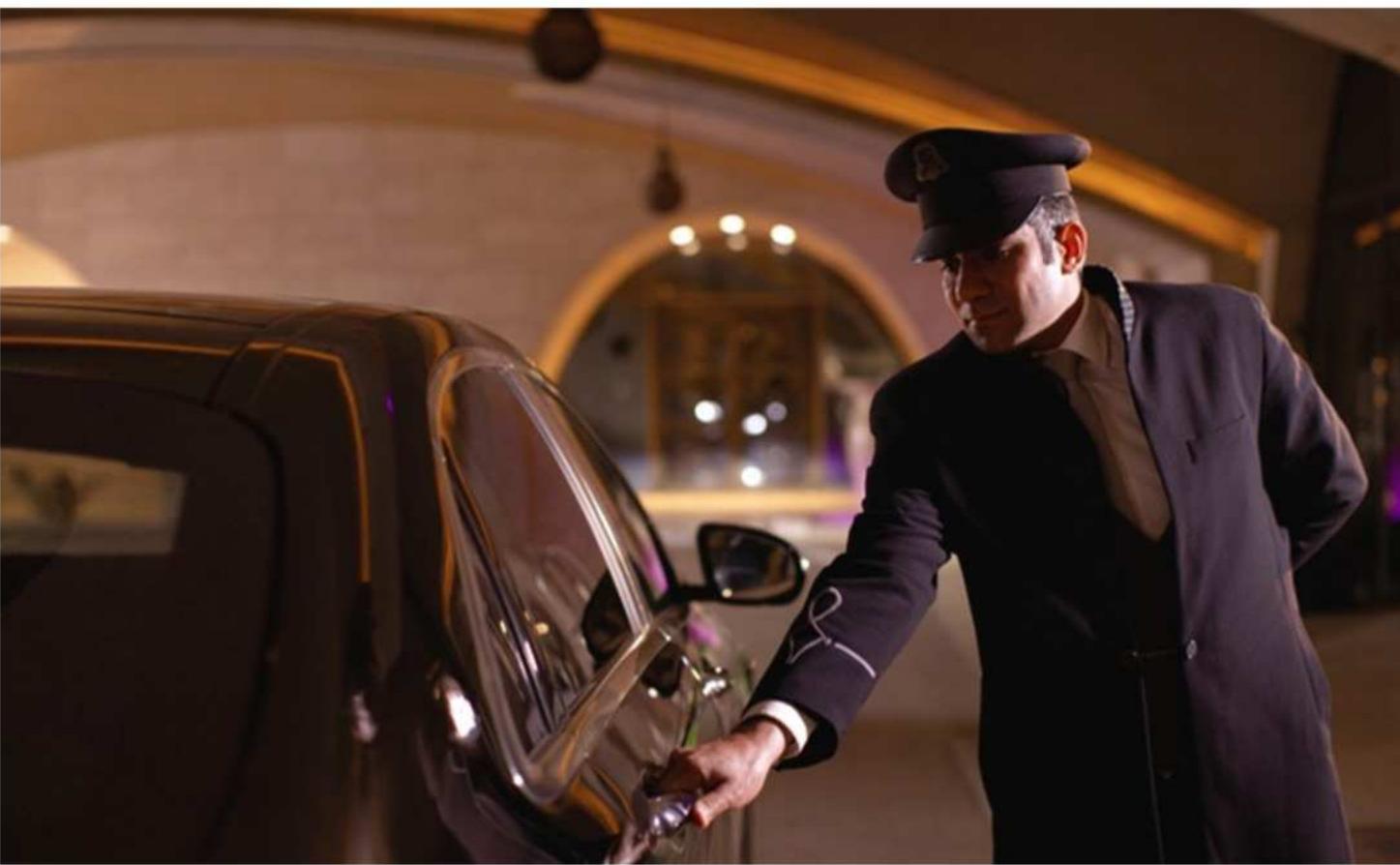
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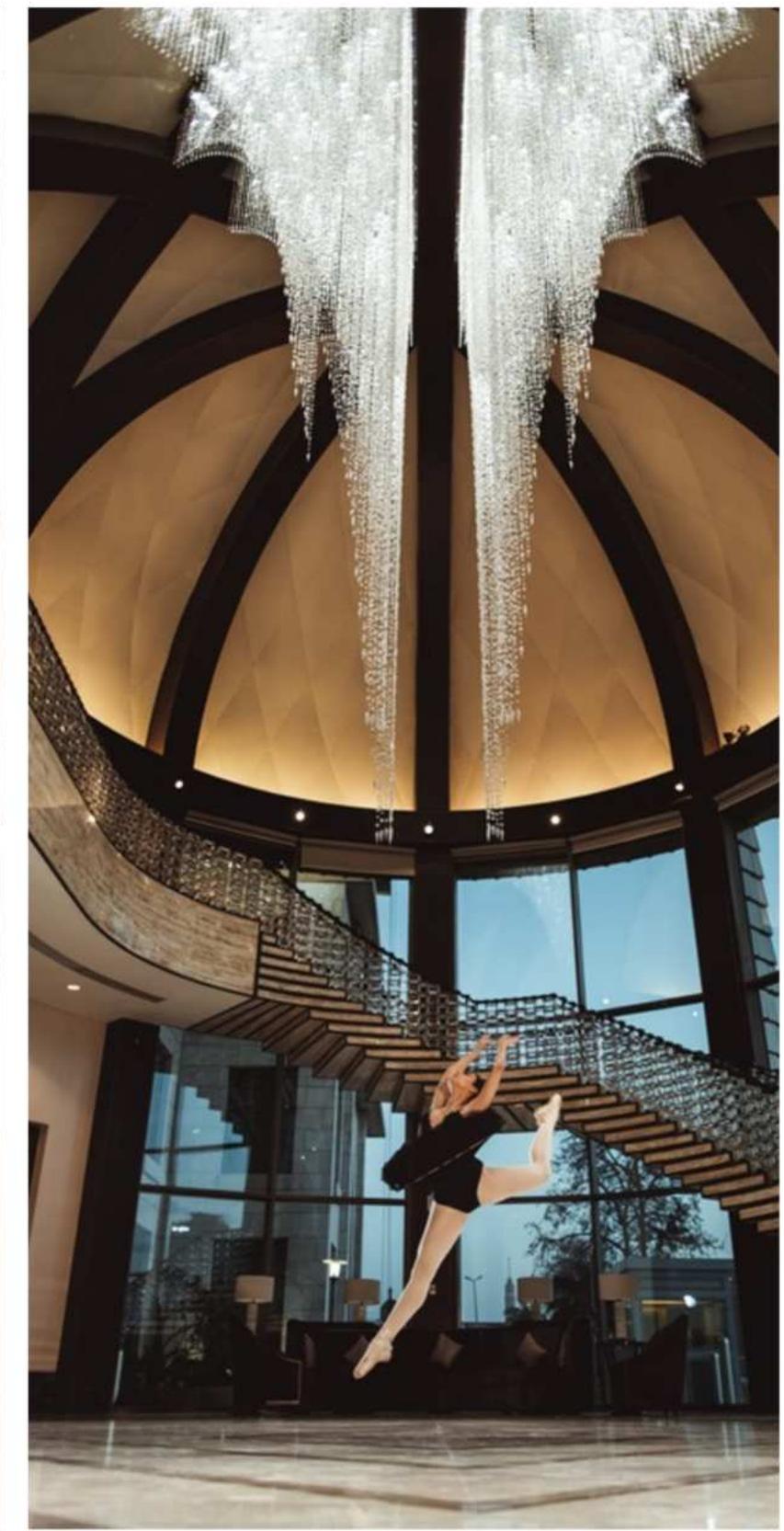
ST. REGIS CAIRO

Our project for St. Regis Cairo involved a full content Photo & Video shoot to launch the hotel. We were tasked with highlighting all aspects of the hotel, staff & guest experiences.

The project involved full styling, scouting, lighting and sound engineering.







PROJECT

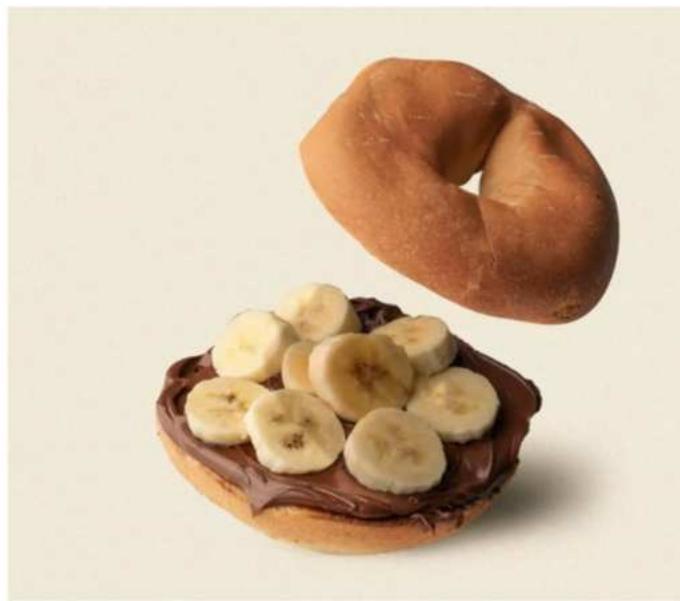
03

NOXY BROTHERS

Noxy Brothers is a London-based coffee and casual dining brand known for its approachable, quality-driven offering. Founded in 2016, the brand combines specialty coffee with a focused menu of bagels, pastries, and shakes, all served in compact, high-footfall locations. With an emphasis on friendly service, consistency, and efficient execution, Noxy Brothers has established itself as a reliable player in the city's fast-casual coffee scene.







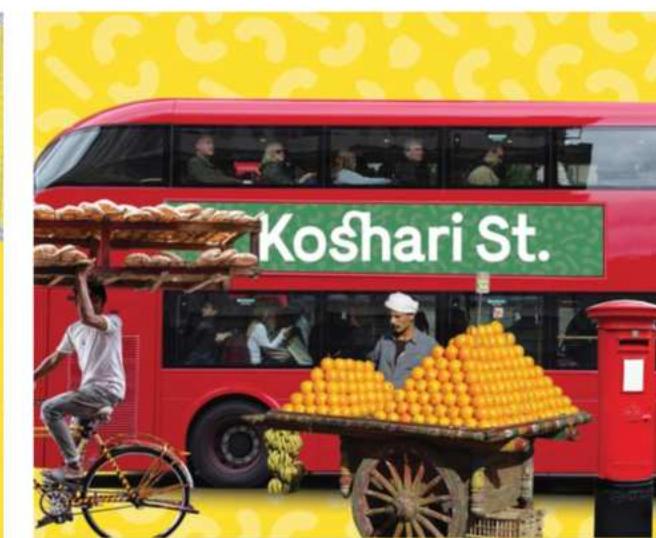
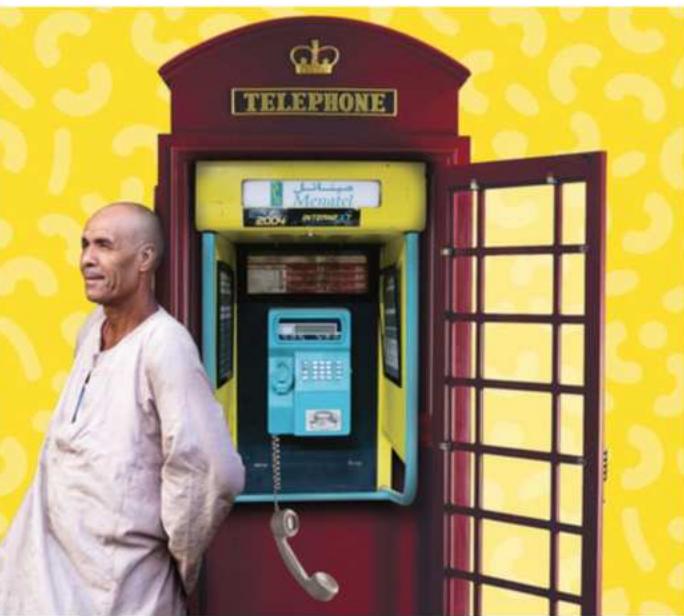
PROJECT

04

KOSHARI STREET

Koshari Street brings a bold, modern twist to one of Egypt's most iconic street foods. Known for its vibrant, all-in-one bowls packed with lentils, rice, pasta, chickpeas, and spicy tomato sauce, the brand serves up flavour that hits hard and fast. It's plant-based, punchy, and proudly messy, just like real street food should be. With a fun, fast-paced vibe, Koshari Street stands out as a fresh, flavour-packed player in London's grab-and-go scene.







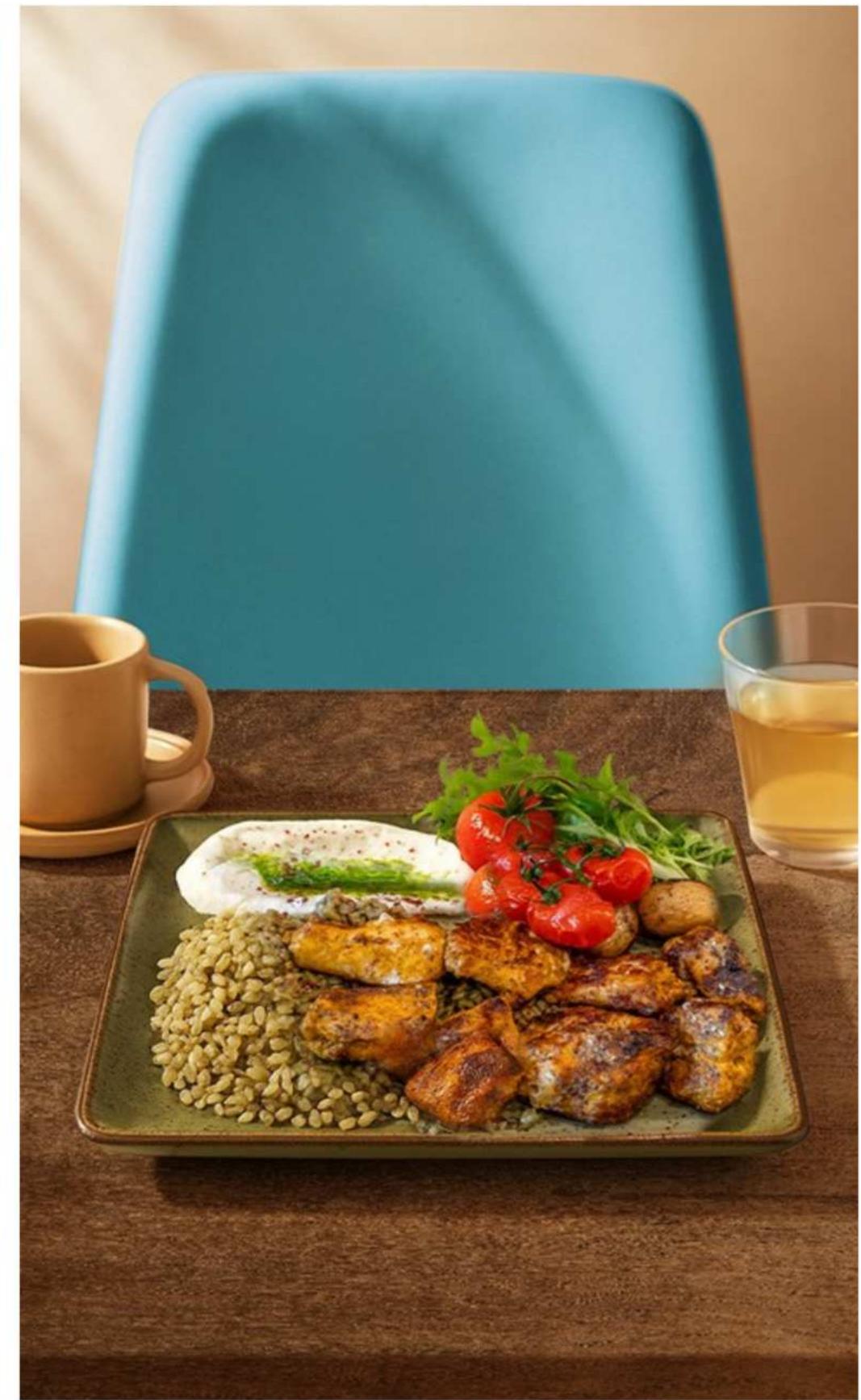
PROJECT

05

AFANDENA

Afandena is an Egyptian Lebanese Restaurant in London offering a fine dining experience for tourists and locals in the area. Our social media content portrays the exquisite presentation of the plates and entices the customers to come try the food.







PROJECT

06

HONEY 45

Honey 45 is a natural honey brand from Egypt that began as a family tradition, sharing high-quality honey with loved ones. Born from that same care and commitment, the brand continues to offer pure, uncompromised honey made with the same standards they trust for their own family.







PROJECT

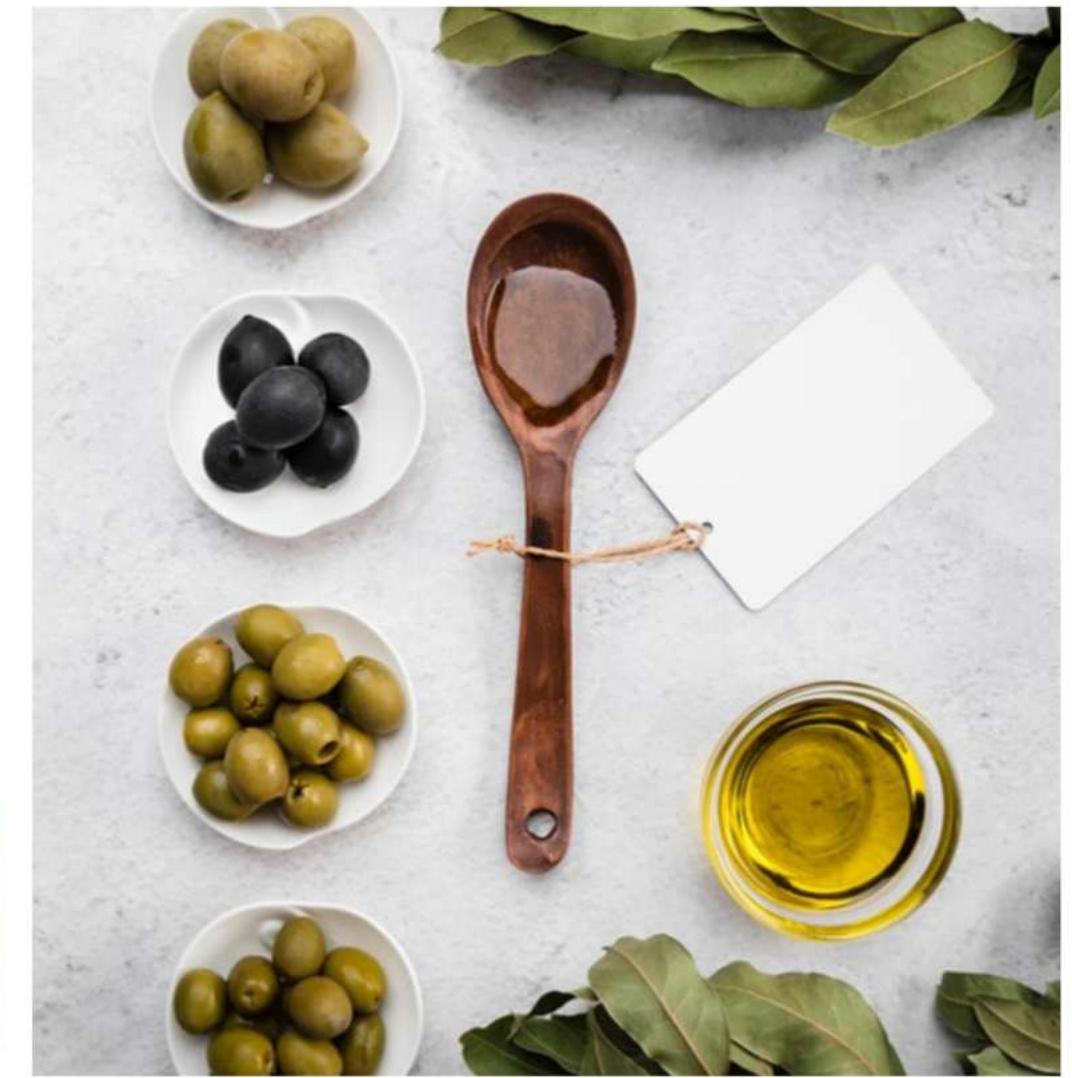
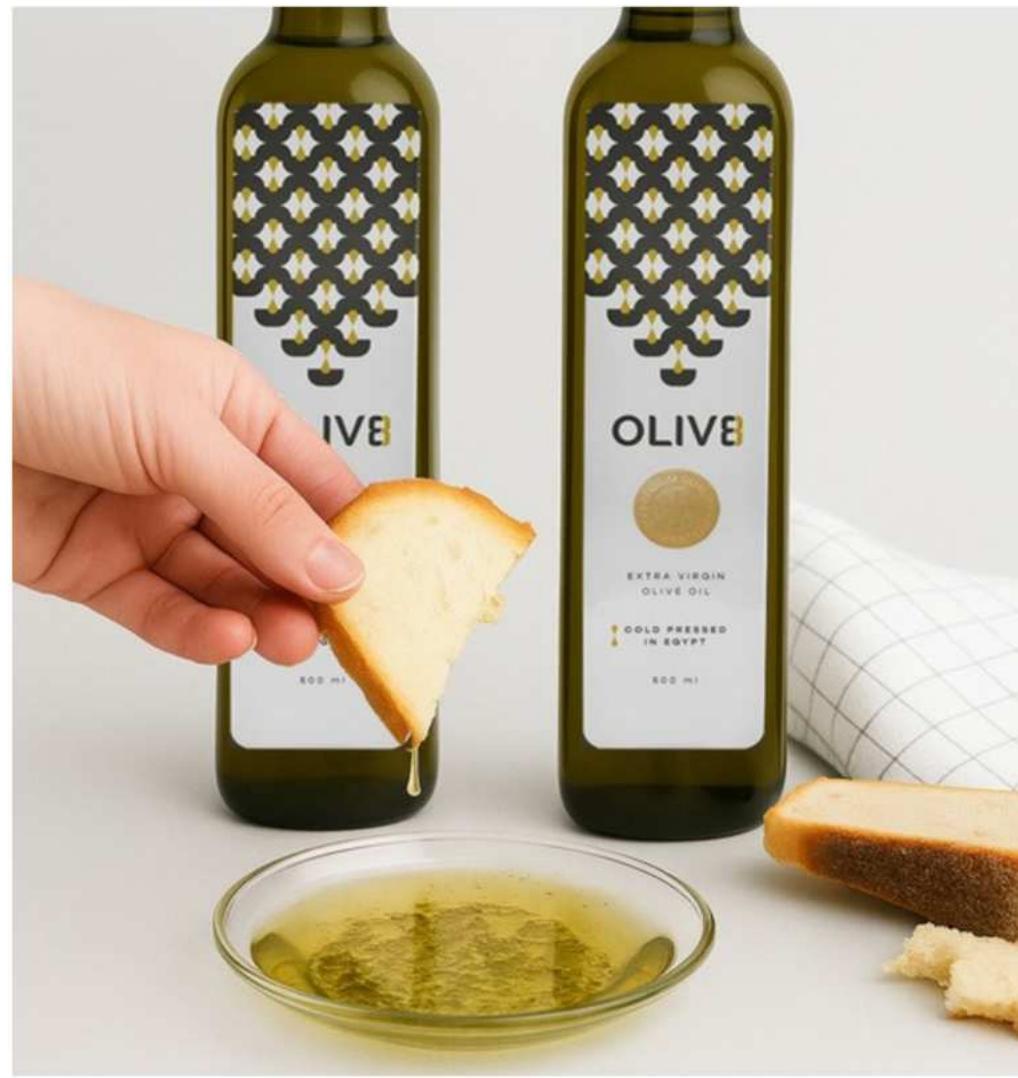
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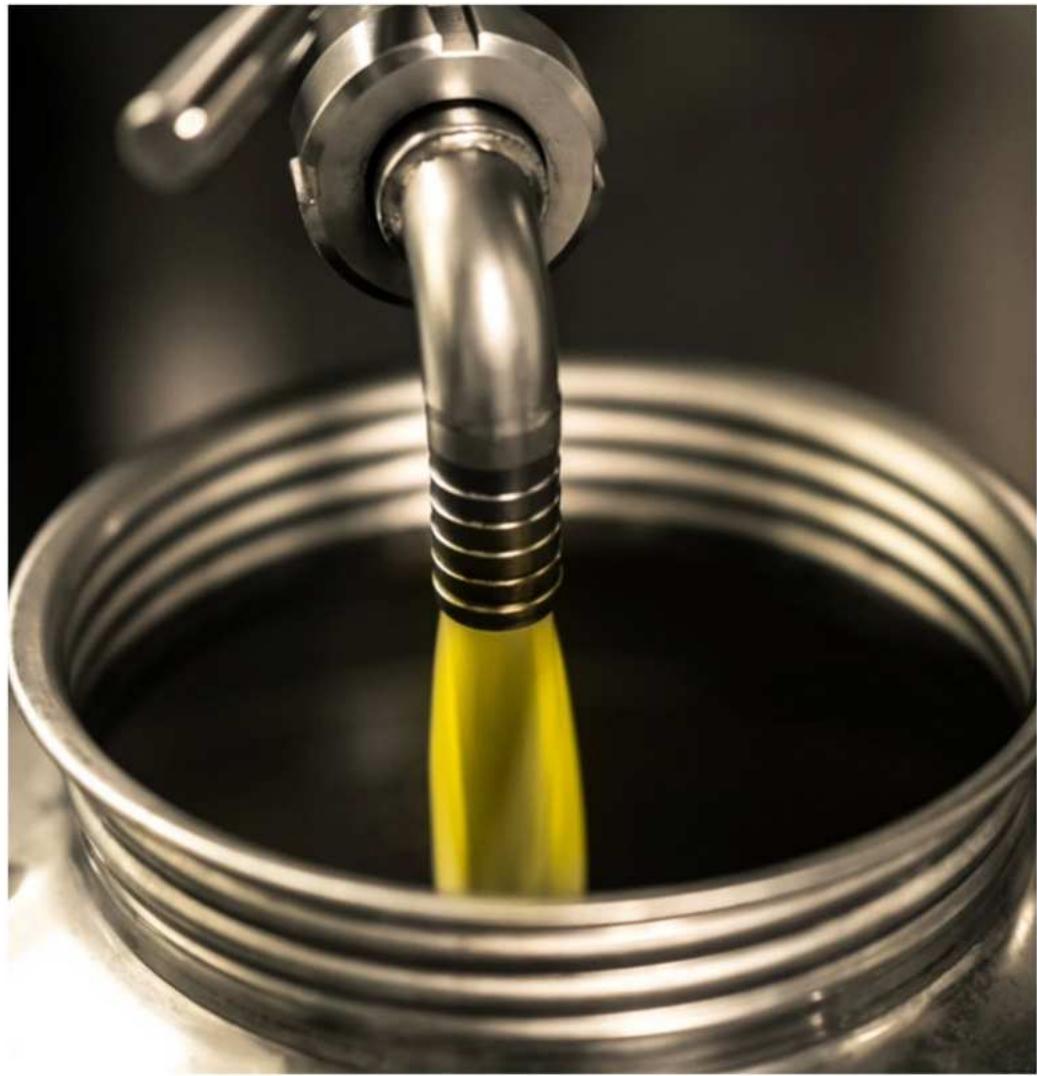
OLIVE 8

Olive 8 is a premium extra virgin olive oil brand, cold-pressed in Egypt with care and precision. The name comes from the eight-hour cold pressing process, considered the prime window for extracting the highest quality oil from the olives. Made from the finest local harvests, Olive 8 delivers rich flavor and uncompromised purity in every drop.









PROJECT

— 08

BONATA

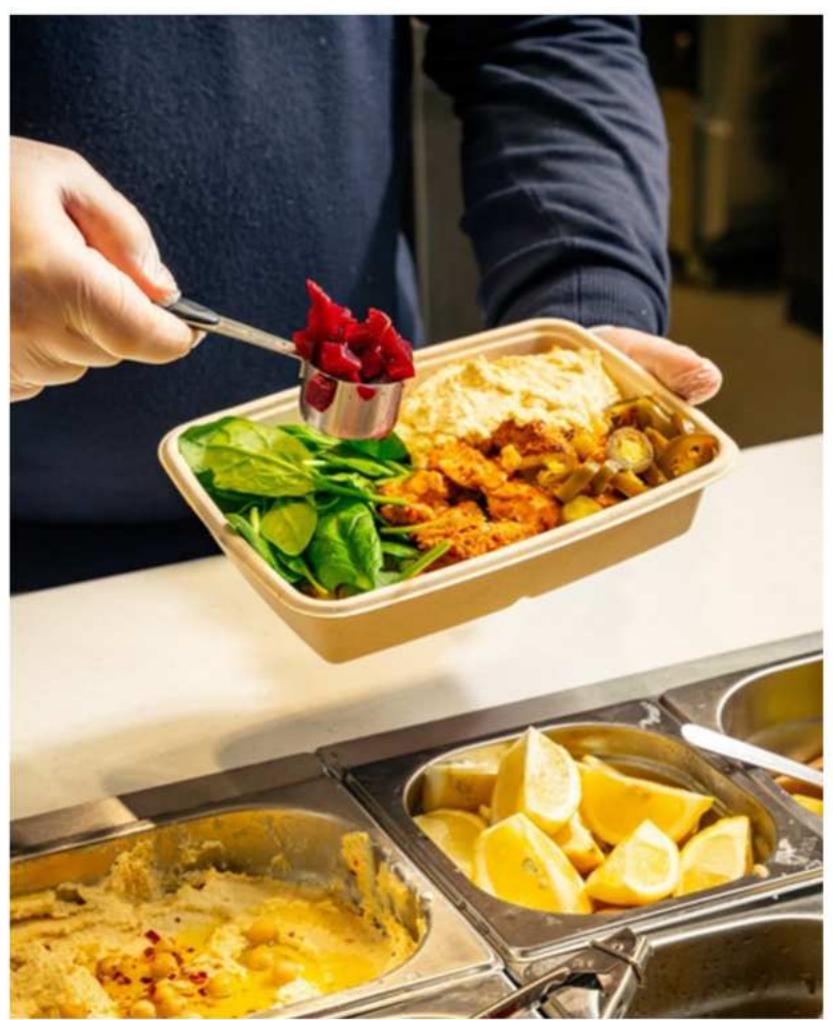
Bonata is a London-based Mediterranean grab-and-go food concept offering vibrant, fresh, and feel-good meals inspired by Middle Eastern and Mediterranean cuisine. With a focus on locally sourced ingredients, Bonata serves bold, flavourful dishes that cater to modern lifestyles, including vegan, vegetarian, and 100% halal options.

Designed for city life, Bonata blends convenience with authenticity, bringing a zestful twist to London's fast-casual dining scene.









PROJECT

— 09

TOMATA

Tomata brings the warmth of hearty Italian food to the fast pace of city life. Located in the heart of Central London, it serves bold, comforting pasta dishes designed for busy professionals who don't want to compromise on quality.









PROJECT

— 10

TABALI

Tabali is Egypt's current leading Egyptian breakfast restaurant.







PROJECT

11

NEW HEALTH ORDER

New Health Order is a modern health food brand serving low-calorie meals and nutrient-rich drinks made from real, fresh ingredients. It's about making clean eating easy, satisfying, and sustainable, without the diet culture pressure.

The logo for New Health Order is displayed on a solid black rectangular background. The text is in a bold, sans-serif font, with each word stacked vertically. The word 'NEW' is on the first line, 'HEALTH' is on the second line, and 'ORDER' is on the third line. The letters are white with a thin black outline.



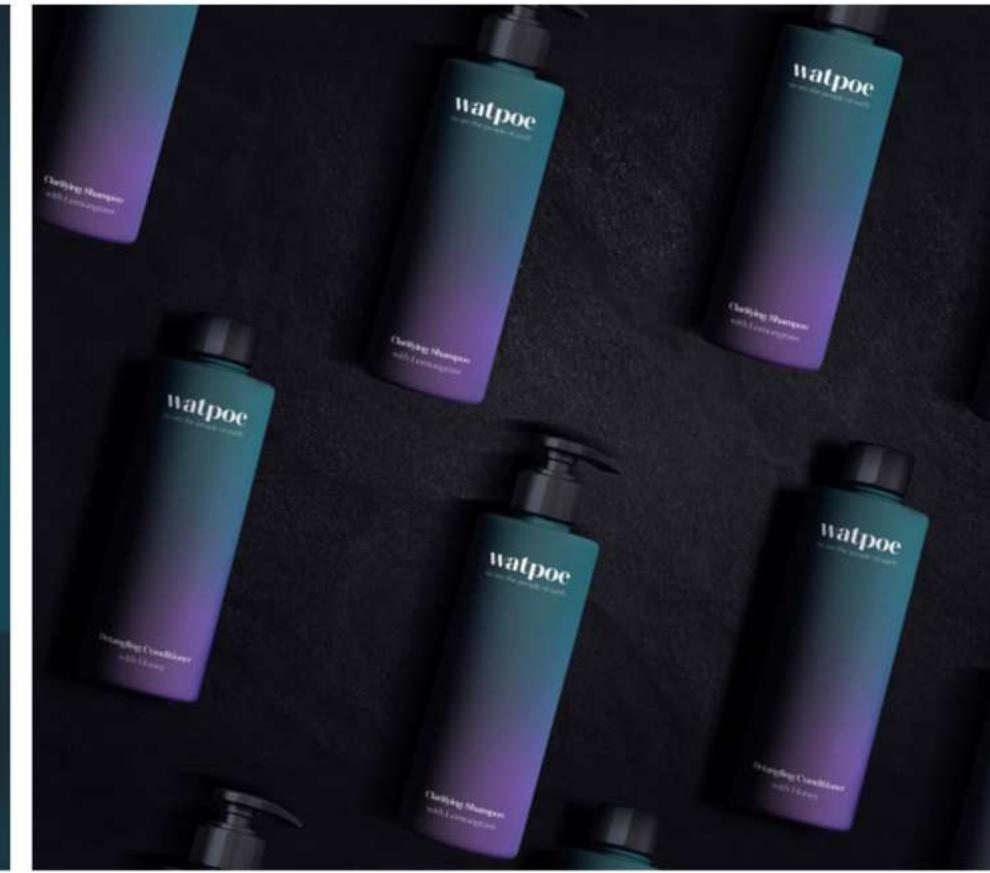
PROJECT

12

WATPOE

WE ARE THE PEOPLE OF EARTH is a disruptive hair care brand, aimed at providing high quality hair care solutions and a community driven approach to sustainability that is unparalleled in this industry. We wanted to reflect this forward-thinking nature through the identity of the brand but giving it a futuristic aesthetic, whilst establishing a 'cult-like' approach to the marketing material designs. The use of gradients and calm purple and blue hues also reflects the sense of calmness and tranquility one will feel about their hair when using WATPOE products.



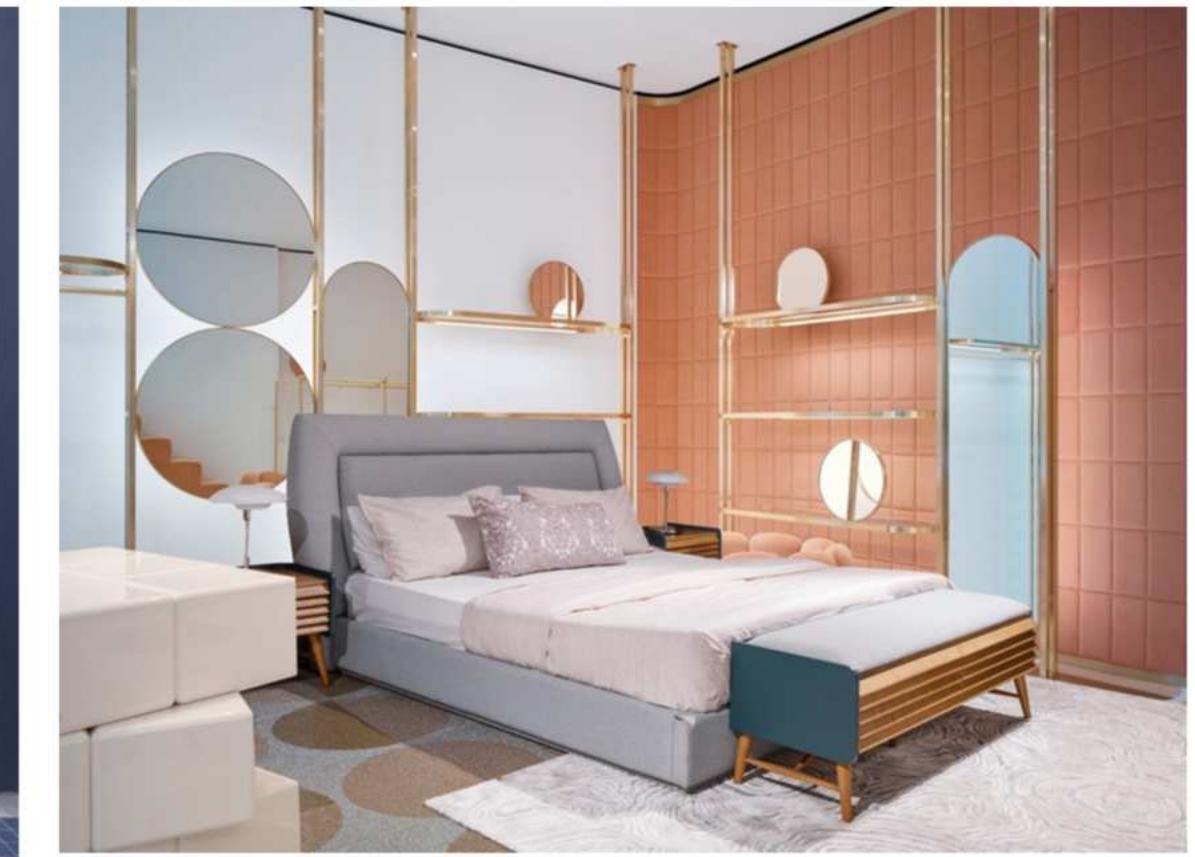
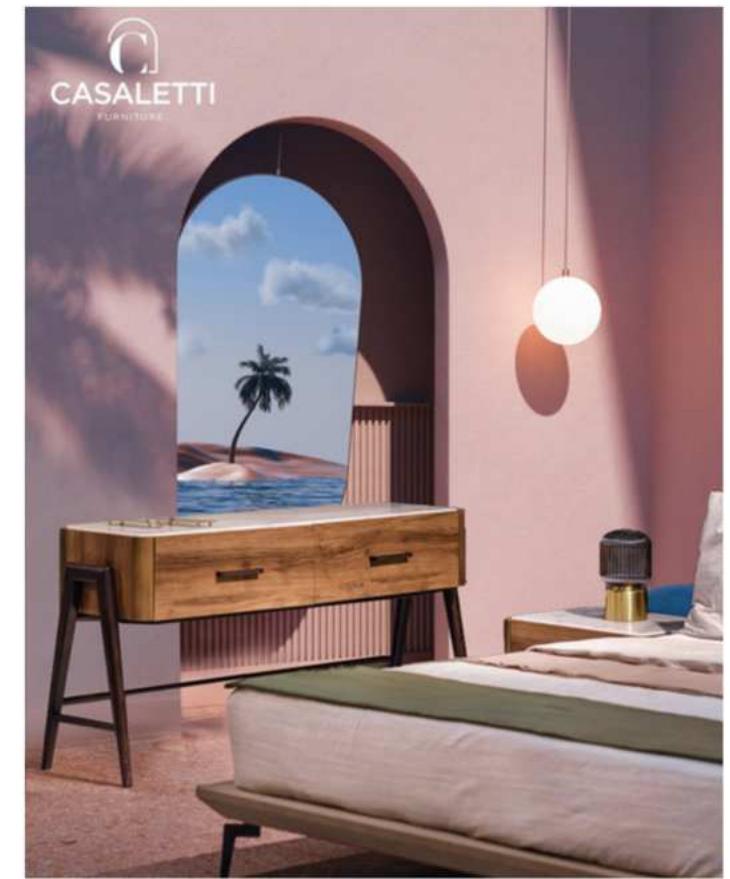
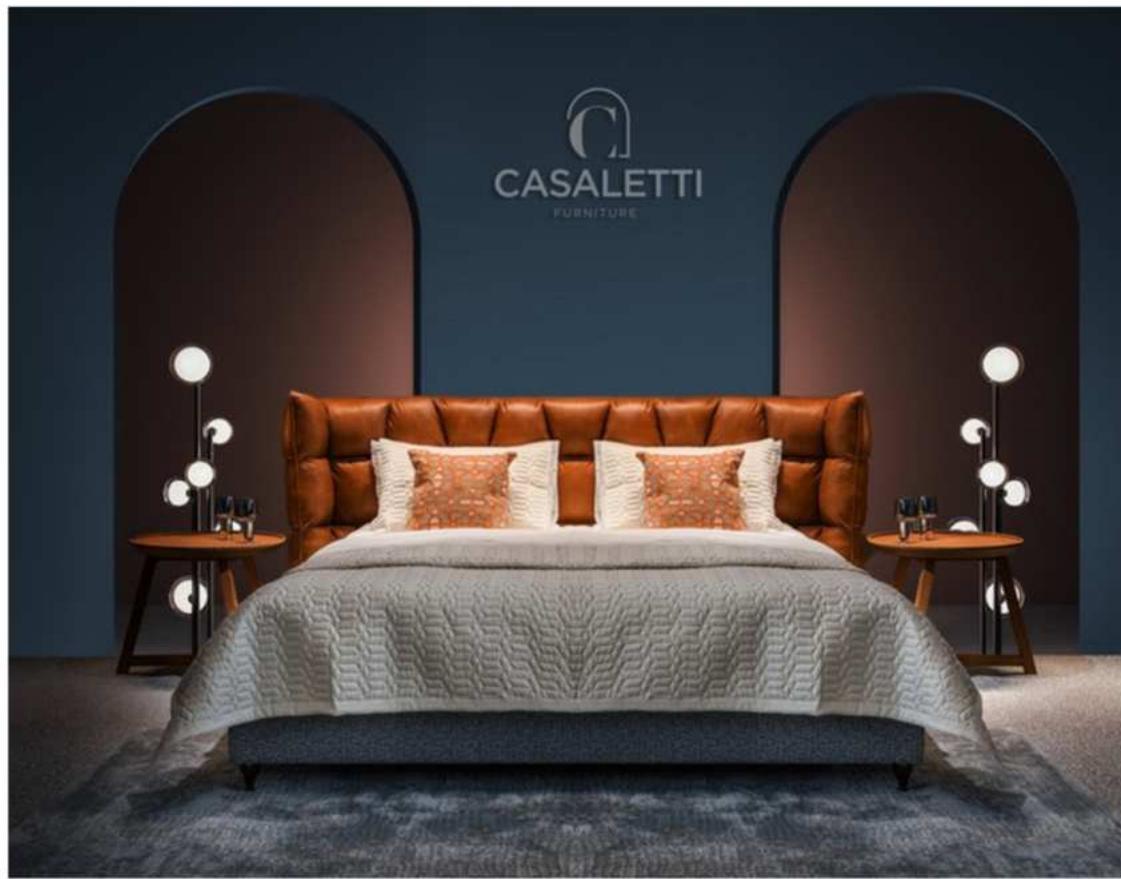


PROJECT — 13

CASALTTI FURNITURE

Egypt's now leading furniture brand.





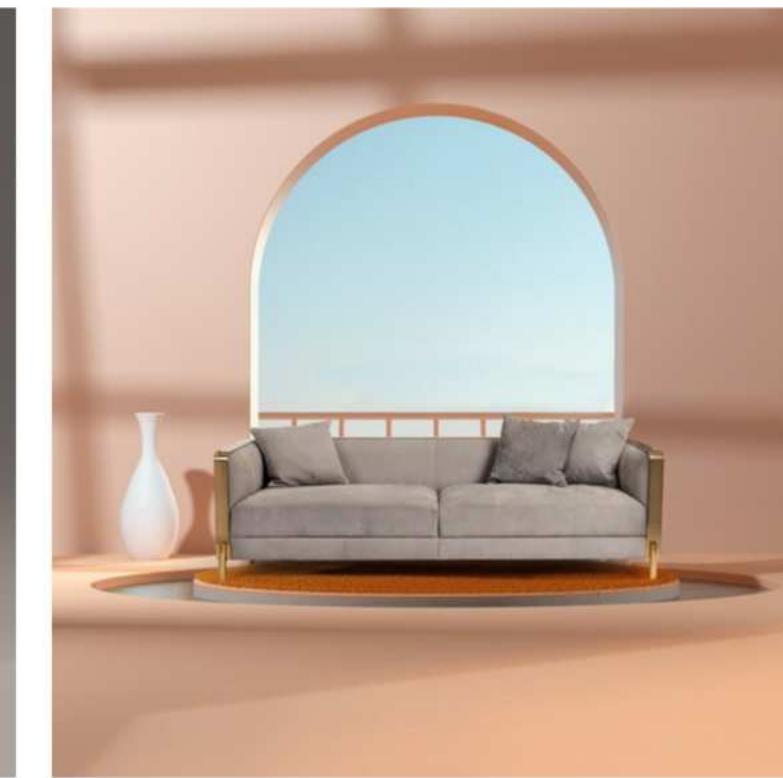
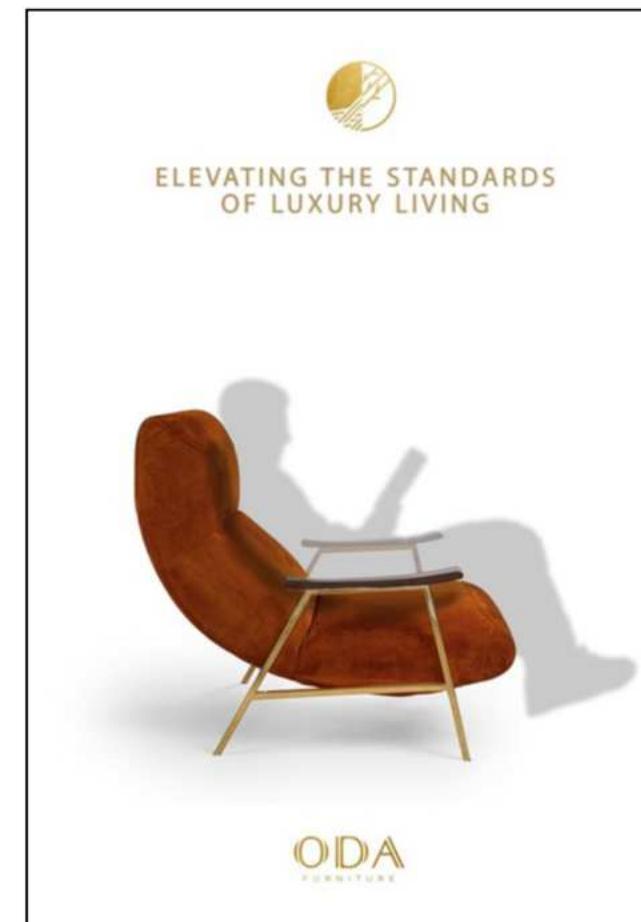
PROJECT

14

ODA FURNITURE

Egypt's now leading furniture brand.



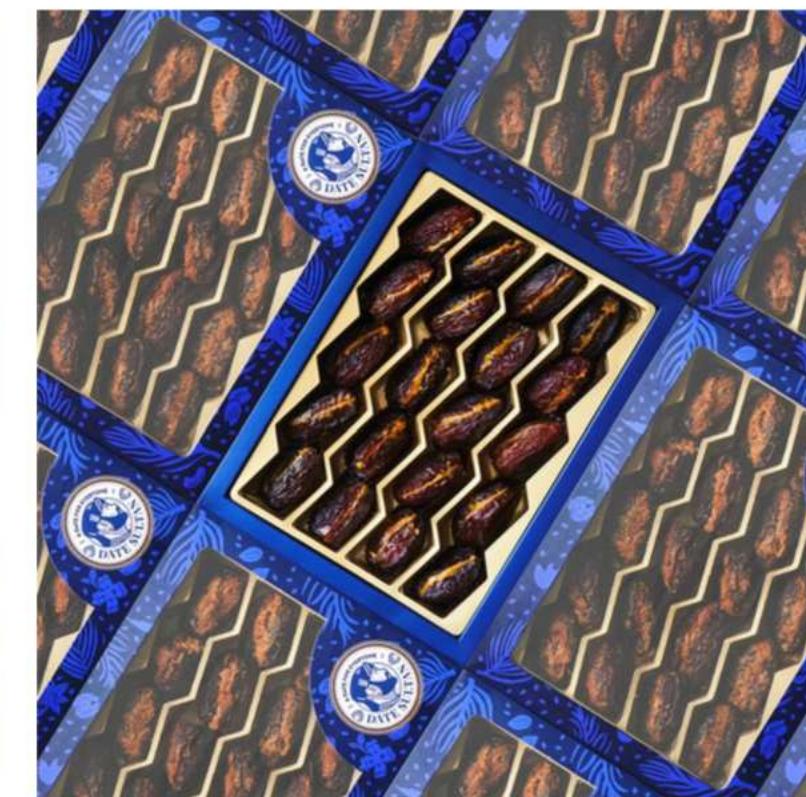
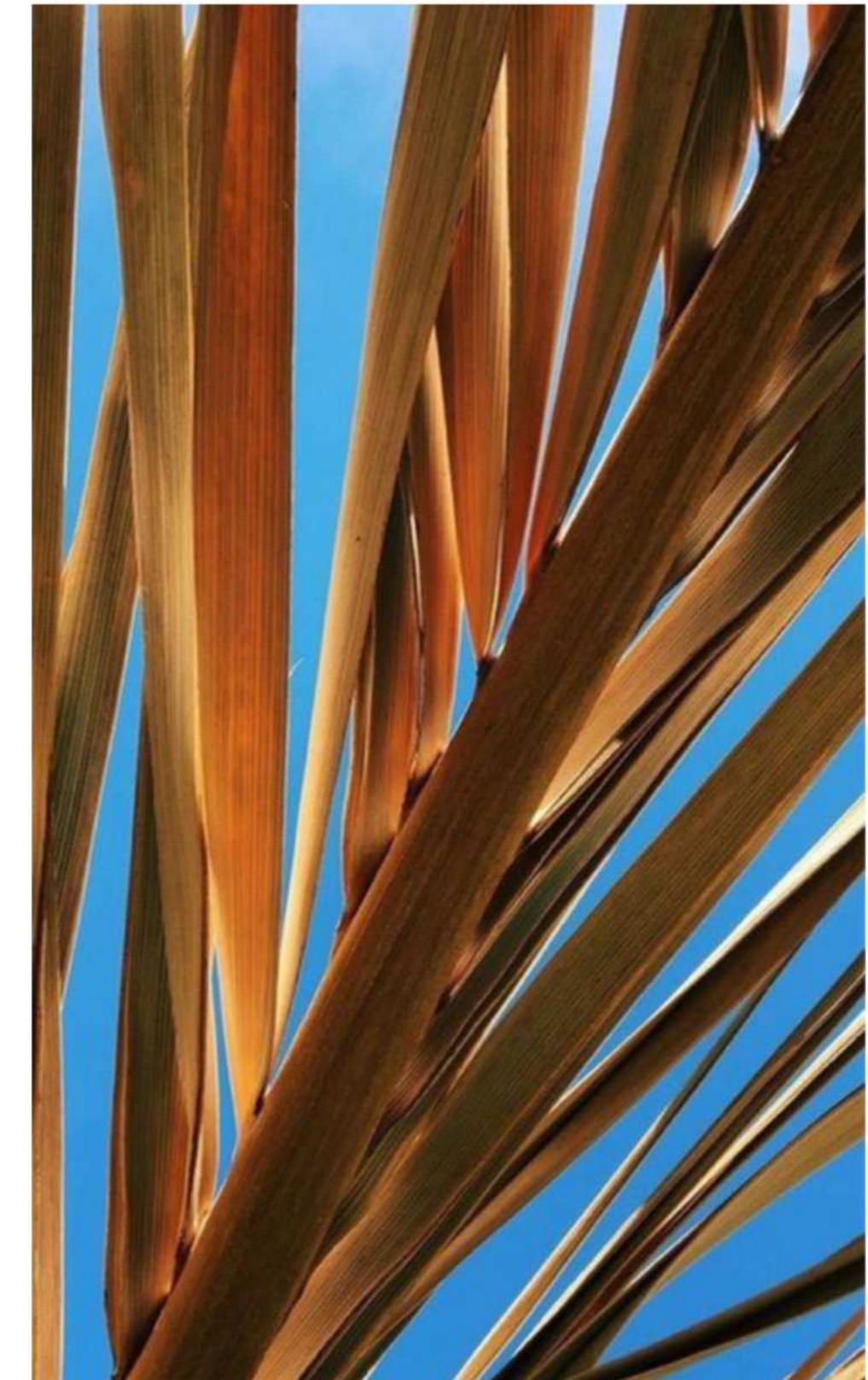


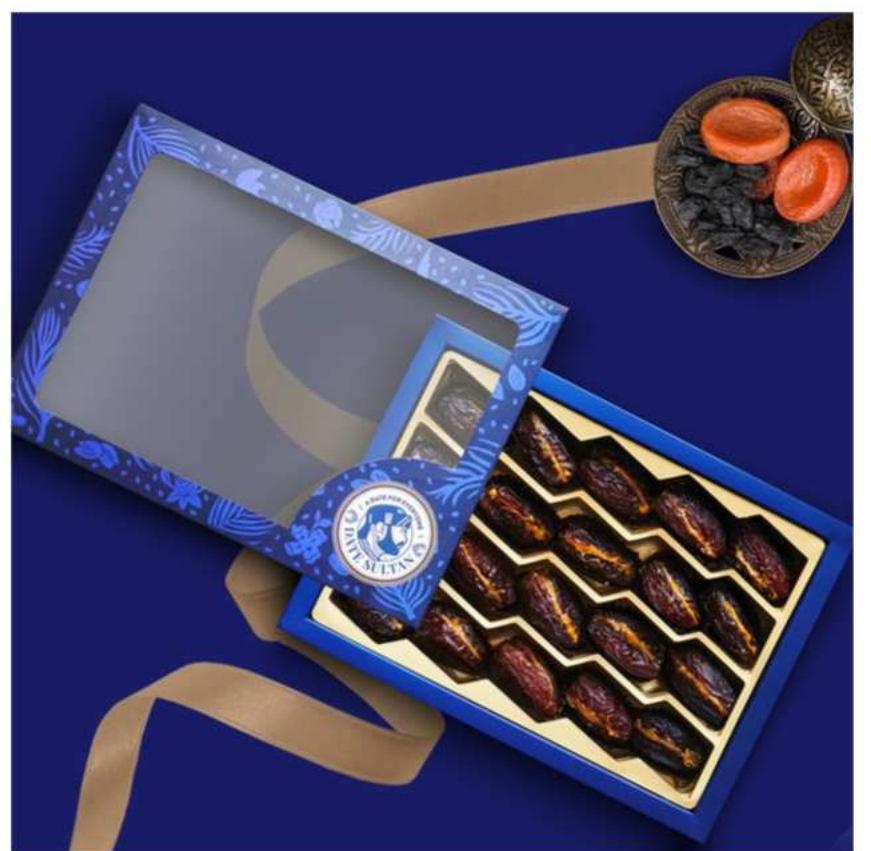
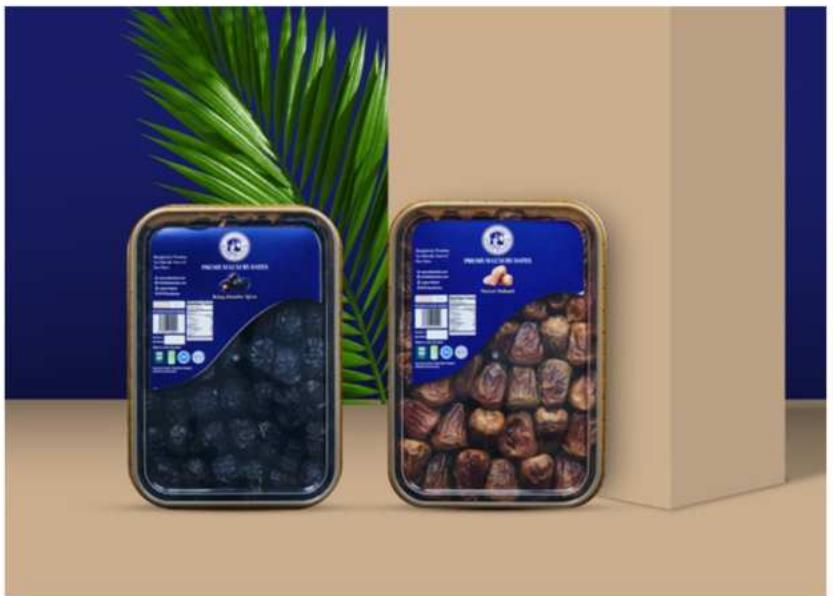
PROJECT — 15

DATE SULTAN

Premium & Ethical Luxury Dates







PROJECT

16

ENVIRO

Premium & Ethical Luxury Dates



