



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

OUR TEAM

MANGMENT



Haitham Mohmed
Partner & Manging Director



Hossam Ahmed
Partner & Creative Director

BRANDING TEAM

- Art Director
- 3 Senior Graphic Designers
- Graphic Designer
- 2 Account Manager

SOCIAL MEDIA TEAM

- Content Creator
- Art Director
- 2 Senior Graphic Designers
- 2 Account Manager

3D TEAM

- 3D Senior Designer
- 3D Designer
- Account Manager

Introducing some of our clients



HERSHEY'S
KISSES

*Chupa
Chups*

امريكانا
الجسود

Loacker

Sölen

Pringles

**POWER
HORSE**
ENERGY DRINK

HARIBO

Stührk
ELIKATESSEN

حافولا
SAVOLA

WESTLAND
SINCE 1936

KraftHeinz

Mazola

Kavli

Kellogg's

moussy mentos

Bahlsen

Old Amsterdam

TWININGS
OF LONDON





Logo & Characters

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















Al-Tayir Al-Zahabi
الطائر الذهبي



Al Amir for Real State Investment
AZIZE SHENODA





FROOBA
— M A L T —
CLASSIC

فرووبا
شعير
كلاسيك



Frooba فرووبا



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

Solution: A plastic container with tuna shots..











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 : 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: 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 : A new range of salad dressings.

Solution : Squeezable bottles with appealing food shots.







Task: New packaging for Americana juice range.

Solution: New glass bottles with appetizing fruit shots.











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

Solution: A new box with product shots.





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

Solution: A new pack focusing on the customized ingredients





Task: Reviving “Dairy Plus” range in Egypt

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







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

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





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

Solution: Plastic squeezable bottle with appetizing food shots.





Task: Repackaging the tuna to be more appealing.

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





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



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





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

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





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: 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 .



Visuals

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



Task: creating a master visual for Davidoff coffee worldwide.



Task: Creating a master visual for pringles worldwide.





Task: Creating a master visual for pringles campaign 2020





Indulge in
moments of goodness



Biscuit spread



Indulge in
moments of goodness



NEW
جديد





Task: Creating a master visual for Fisherman worldwide.





Task: Creating a master visual for Boboo campaign 2020



فيتراك
Vitrac

الطعم البيتي
في ثواني





Task : Creating a master visual for la classe worldwide

www.conception-eg.com





Task : Creating a master visual for la classe worldwide

www.conception-eg.com





Hand Crafted Candy



TAIBA
SAVOURER LA NATURE







Task: Creating a master visual for NOUR worldwide.



Task: Creating a master visual for FROOBA worldwide.





الطعم البيتى الاطلى فى ثوانى



تتسكل جديد

بطعم وريحة
الزبدة
الصفراء



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: Creating a master visual for FROOBA worldwide.



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



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



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





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









Task: : A poster to introduce the new raspberry yogurt flavor and other that shows the old basic range.



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

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 والعوت دوج
مازولا مايونيز حار .. ينصح به مع سلطة التونة
مازولا مايونيز سادة .. ينصح به مع كافة أنواع الأطعمة



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





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



الطعم البيتى الأصيل في ثوانى



بكمي تعمل
٣ لتر

طعم حلو ... اوقاتنا احلى





Task: Posters for Tchibo.





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.





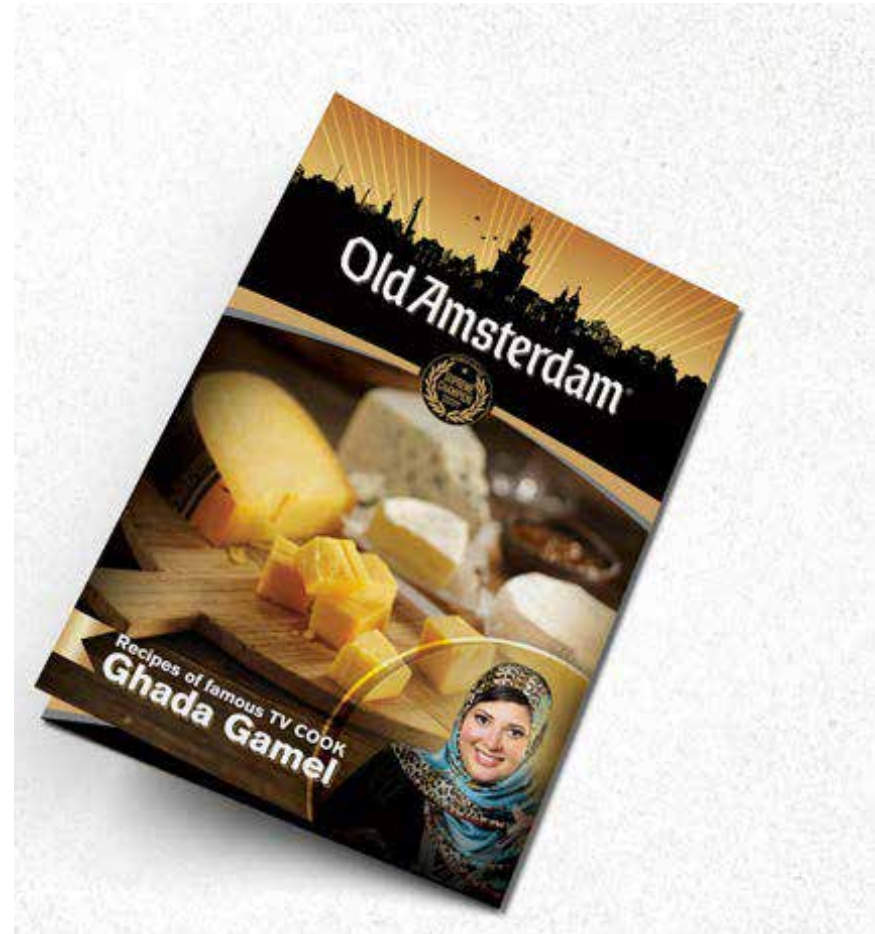
Task : A folded brochure to illustrate the company's plan, values and product .



Task: Folded brochure for food recipes that contain labbneh.



Task: A booklet of TV cooking recipes.

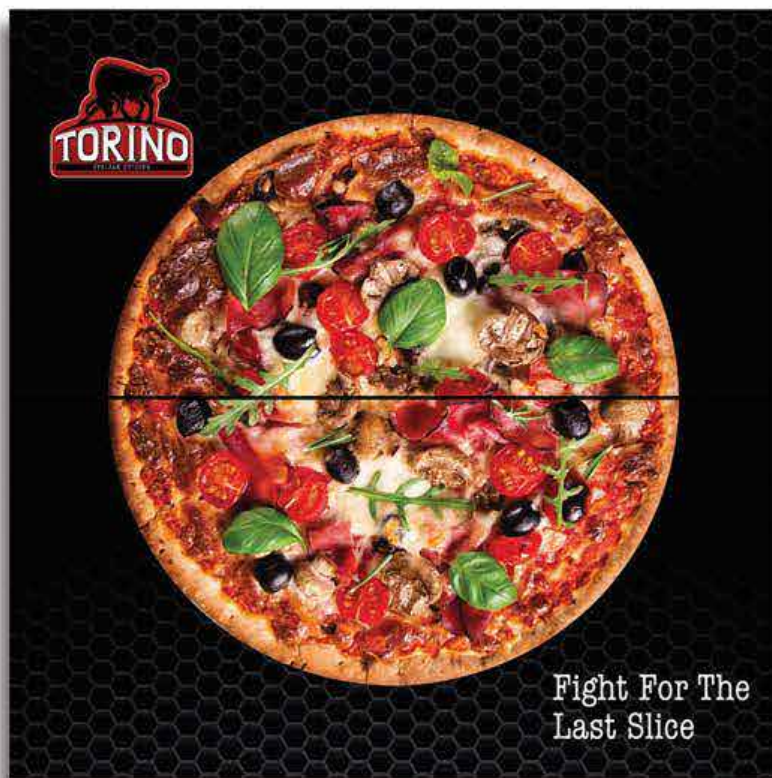




Task: A booklet that shows Panda's products and nutrition facts.



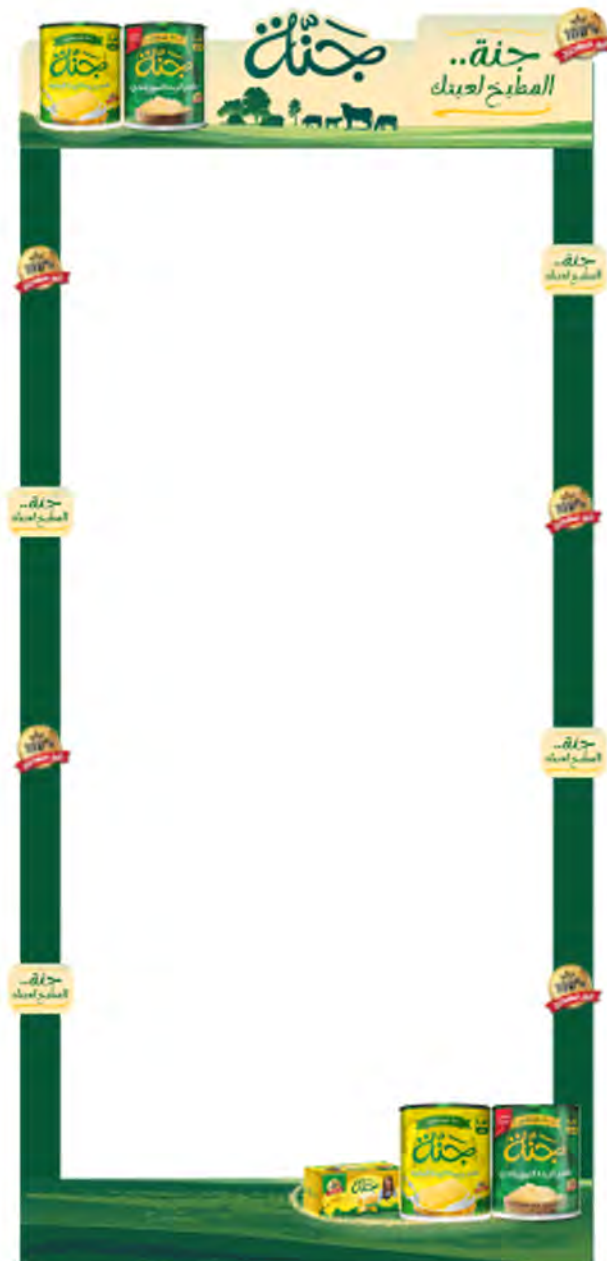














Golden
Goodness
With Pure
Corn Oil



Booths

Designing your booth (3D) and production



Heinz: A display booth with posters and shelves.







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





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

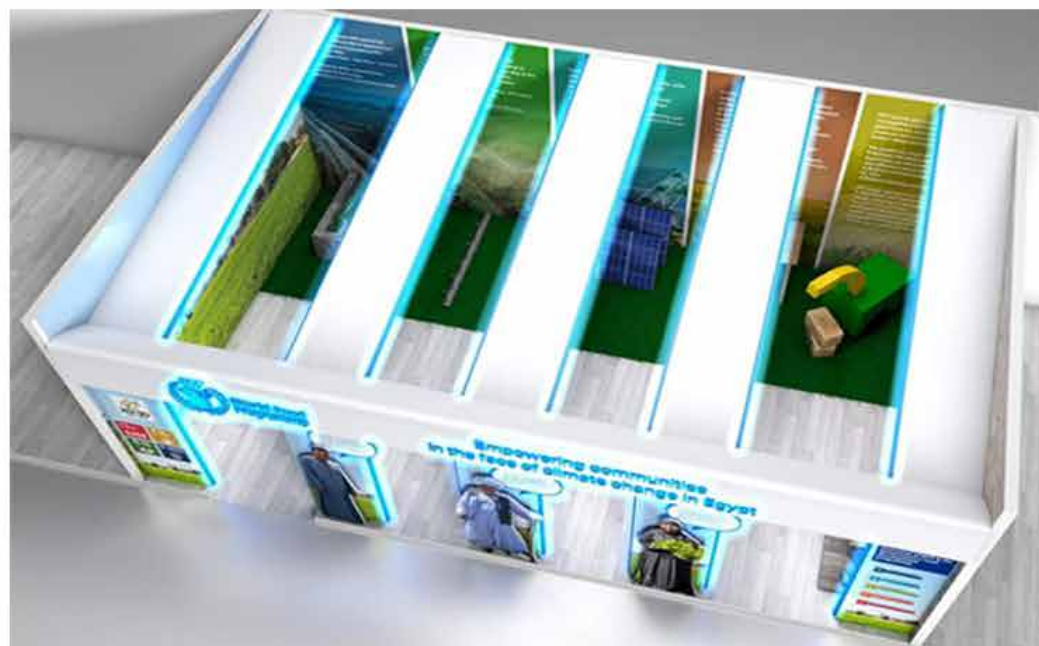




One dental: A 3D display booth that demonstrate One dental's brand.











Americana: A product visualized display booth..





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







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







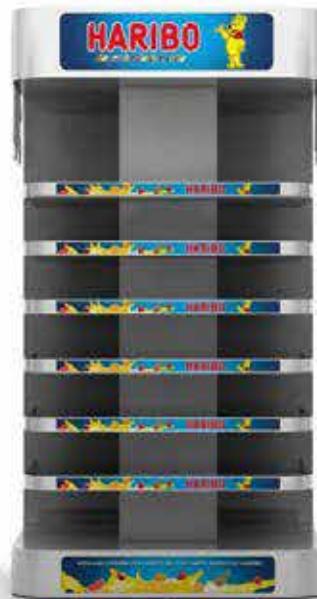


Stand & Floor Display

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















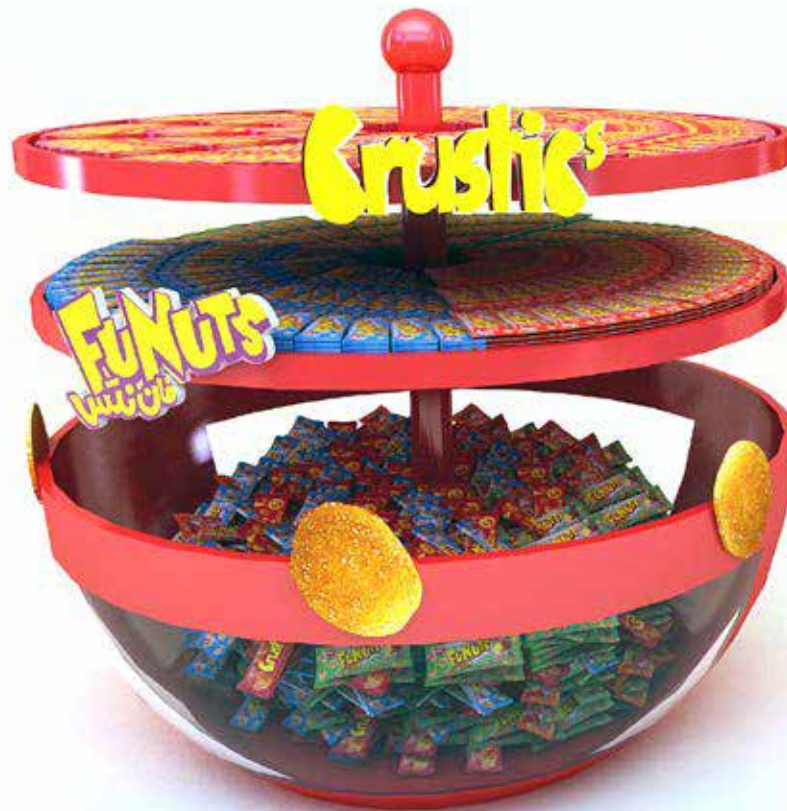






























































Events

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.



Smart Village School event





WFP event





WFP event



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



Production

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





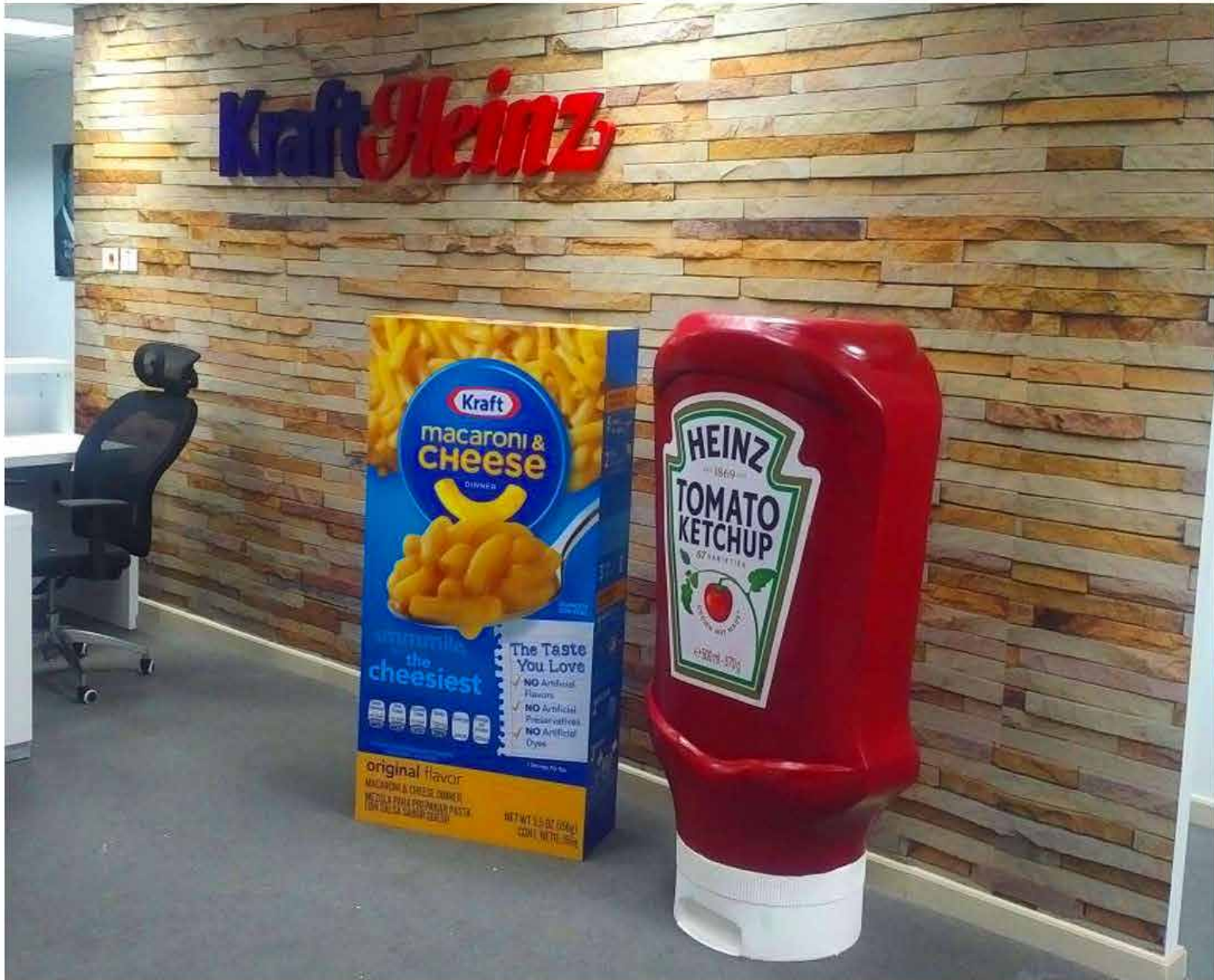






















UFC event

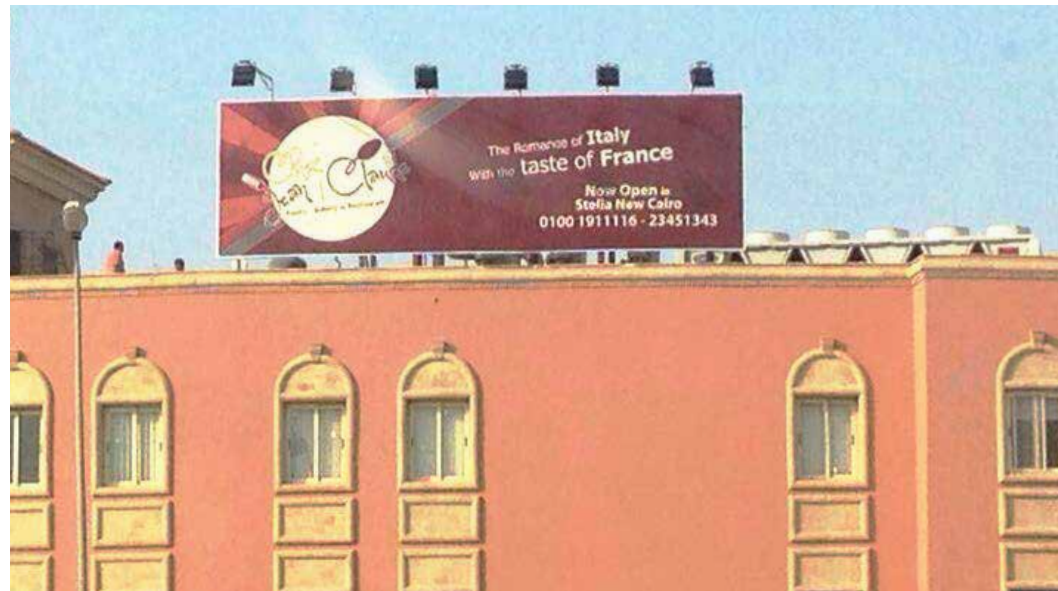












Social Media

Design Post jpg & gif











أسرع وألذ.. ساندوتش

رنجة - بطارخ - سالمون سردين - أنشوجة - مأكريل

Spread
معجون رنجة و طحينة
Herring & Tahini Spread

Fillets
رنجة قطع مدخنة
Herring bites

سردين فيليه مدخن

NOUR
Seafood

ORDER.NOUR-FOODS.COM
0100 00 54 543

NOUR

ENJOY
FREE DELIVERY
ABOVE 500 EGP

صورها وابعتها لنا

علبة رنجة فيليه ٣٤٠ جم

5
فائزين

500
جنية
VOUCHER
وادخل سحب على

NOUR

MERRY CHRISTMAS AND HAPPY NEW YEAR 2023



NOUR

HERRING BITES

Follow The True Taste

<https://www.nour-foods.com/store>

0100 00 54 543

NOUR

MACKEREL FILLET

Follow The True Taste

<https://www.nour-foods.com/store>

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NOUR

1 MINUTE SPREAD

سردين نور
وجبة سريعة و لذيذة

NOUR

YOUR HEALTHY CHOICE

OMEGA 3

NOUR

1 MINUTE SPREAD



CHOOSE YOUR FAVOURITE
SARDINES
choice from one place



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CHOOSE YOUR FAVOURITE
HERRING
choice from one place



Check our Products and place your order
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CHOOSE YOUR FAVOURITE
HERRING ROE
choice from one place



Check our Products and place your order
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سالمون نور
لذيذ و صحي..



رنجة نور
رنجة هولندية..



بطارخ نور
جودة عالية..



السكر مبيهر زرش
متفيعش مجهودك

Pure Blend Stevia
ZERO CALORIE
SUGAR FREE
50 SACHETS
SUITABLE FOR DIABETICS & FOR WEIGHT LOSS

CareVue

السكر مبيهر زرش
متفيعش مجهودك

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CareVue

معاك فيه
كل مكان
سكر داييت استيفيا
من الطبيعة

Pure Blend Stevia
ZERO CALORIE
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معاك فيه
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CareVue

معاك فيه كل مكان
سكر داييت استيفيا من الطبيعة

Pure Blend Stevia
ZERO CALORIE
SUGAR FREE
50 SACHETS
SUITABLE FOR DIABETICS & FOR WEIGHT LOSS

CareVue

YOU'LL BE NOTICED

WITH OUR ADVANCED SEO!



VEND

hello
DECEMBER



VEND

BE A VENDOR
AND EXPERIENCE THE VEND DIFFERENCE

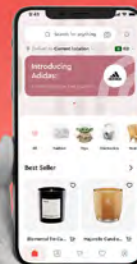


JOIN NOW

VEND

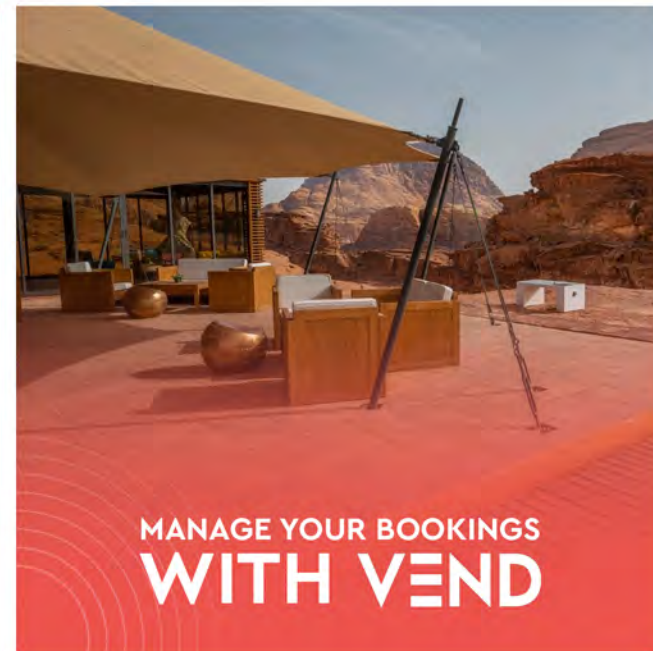
OUR PLATFORM IS YOUR GROWTH PARTNER

OFFERING TAILORED SERVICES FROM
CONTENT MANAGEMENT TO
MARKETING STRATEGIES



VEND IS MORE THAN
A PLATFORM

IT'S A COMMITMENT TO INNOVATION
AND YOUR SUCCESS



MANAGE YOUR BOOKINGS
WITH VEND



Hero Goodies

هدية
لوحة مع أقلام تلوين
مع كل أورد هيرو جوديز

Free

Hero Baby

احصل على
فوطه هدية مجانية لما تشتري
ب ٤٠٠ جنيهه أو أكثر من منتجات هيرو بيبى

Hero Baby
8 Cereals & Fennel Milk
Multi-Cereals
nutrasense
HMO
FREE

Hero
SINCE 1886

Spring Blossom Honey
Clover Honey
Citrus Honey

FREE APRON
WITH YOUR HONEY ORDER

Free

Vitrac

Free
Bubbles
microwave
plate
with order
value 400
or more

Free

Vitrac

NEW
NEW

FREE MUG WHEN YOU
ORDER 2 BOTTLES OF
NEW WINTER SYRUP

يُجهز بالماء الساخن
PREPARE WITH HOT WATER

Hero Baby

BLACK FRIDAY

2 Bubbles feeding spoon
when you order 5 jars from our
"First spoon family"

GIFT

x 5 jars

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