

PIXITON

www.pixitoo.com



Who we are

Pixitoon is specialized regional player in creative content production and distribution, media building and management, and technology innovation of creative educational and entertainment content.

PIXITOON

Pixitoon is the umbrella of three sub entities covering three major areas of expertise and operations working together to achieve the vision and mission of each:

The logo for Pixitoon Media, featuring the word "PIXITOON" in a colorful, 3D-style font (blue, yellow, red, teal, red, blue) with a teal rectangular box containing the word "Media" in white text below it. The entire logo is centered within a large teal circle.

PIXITOON
Media

The logo for Pixitoon Productions, featuring the word "PIXITOON" in a colorful, 3D-style font (blue, yellow, red, teal, red, blue) with a blue rectangular box containing the word "Productions" in white text below it. The entire logo is centered within a large blue circle.

PIXITOON
Productions

The logo for Pixitoon Apps, featuring the word "PIXITOON" in a colorful, 3D-style font (blue, yellow, red, teal, red, blue) with a red rectangular box containing the word "Apps" in white text below it. The entire logo is centered within a large orange circle.

PIXITOON
Apps



PIXITON
Media





Specialized in the establishment and management of media and social media channels publishing and distributing creative content to achieve the maximum level of world-wide reach.

- Managing the Marah brand dominating the world of children in MENA and beyond
- YouTube channels management
- Advertising and marketing campaign management utilizing its massive reach
- Publishing creative content via an extensive network of partners.

3 Different YouTube Channels



Extraordinary Reach

7+
Million
Views a day

2.1+
Billion
Views lifetime

5.4+
Million
Subscribers



Channels with Almost 5.5M+ Subscribers



Marah TV

A YouTube channel offering Arabic edutainment songs targeting children of various age groups

4M+

Views a day

3.8M+

Subscribers

اضغط لزيارة القناة



Marah KG

A YouTube channel offering Arabic edutainment songs targeting pre-school children

2M+

Views a day

1.4M+

Subscribers

اضغط لزيارة القناة



HudHud

A YouTube channel offering Arabic edutainment Islamic-themed songs targeting children of various ages

250K+

Views a day

215K+











Subscribers

اضغط لزيارة القناة



YouTube Reach

Top 10 viewership countries (%)

									
Syria	Lebanon	Morocco	Palestine	Jordan	Turkey	Algeria	Egypt	Iraq	Saudi
%3	%3	%3	%4	%5	%5	%8	%15	%15	%18

Average daily views

210K	210K	210K	280K	350K	350K	560K	1.05M	1.05M	1.26M
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Services



YouTube Children Channels Management

- Establishment of new channels
- Content creation and publishing strategy
- Follow up, reporting and accounting



Commercial marketing campaigns targeting children

- Sponsorship of YouTube channels
- Product placement marketing and native advertising targeting children

The background of the image is a composite of two grayscale photographs. On the left, a person's hand is shown using a stylus on a digital tablet, with a laptop keyboard visible below. On the right, a hand is drawing a cartoon character on a piece of paper. The character is a girl with pigtails, wearing a polka-dot dress and holding a basket. The entire scene is framed by a large white circle in the center, which contains the company logo. The logo consists of the word 'PIXITOOON' in large, colorful, 3D block letters, with 'Productions' in a smaller, white font inside a blue rectangular box below it.

PIXITOOON

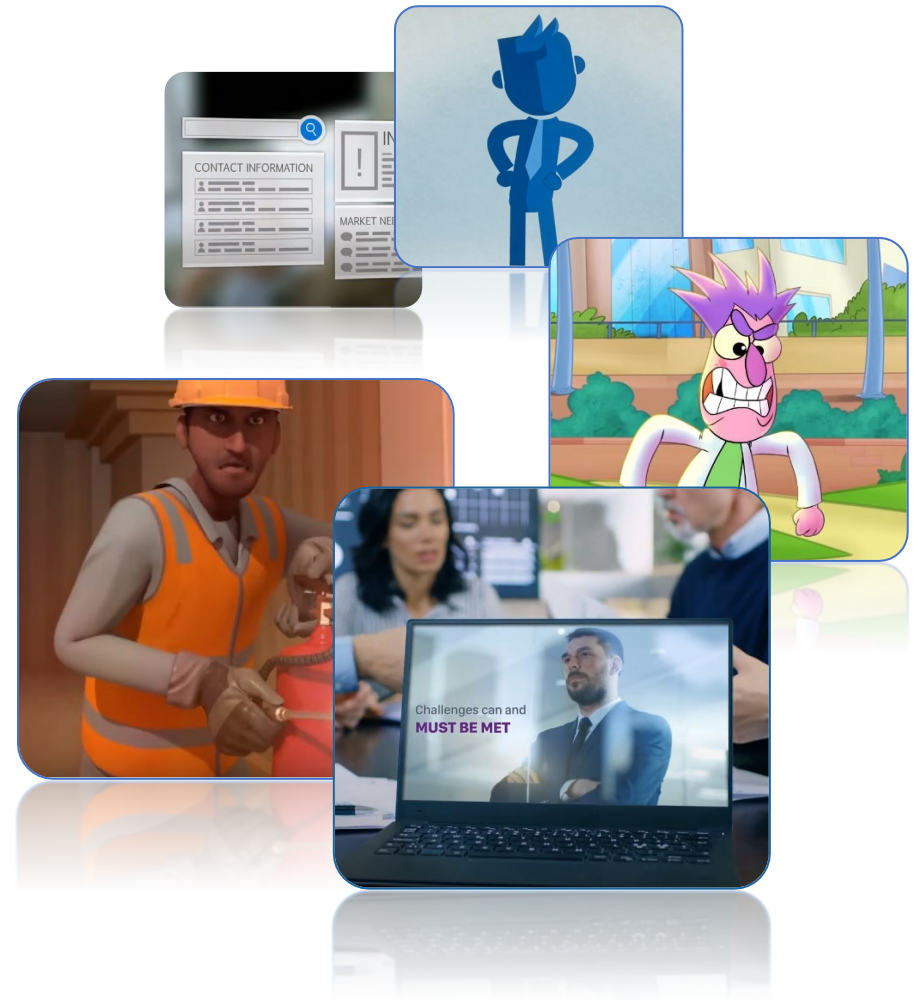
Productions

PIXITOOON

Productions

Producing highly creative and interactive animated content offering exceptional educational and entertainment experiences.

- More than 15 years of expertise in animation production
- High quality and effective animated productions
- A library of more than 300 audio and visual productions.
- Specialization in children songs and edutainment content.
- A huge variety of corporate creative animated productions.





Services



Children Content

Children's Songs and Video Clips

Children Cartoon Series



Marketing Content

Marketing videos

Motion graphic and explainer video



E-Learning Content

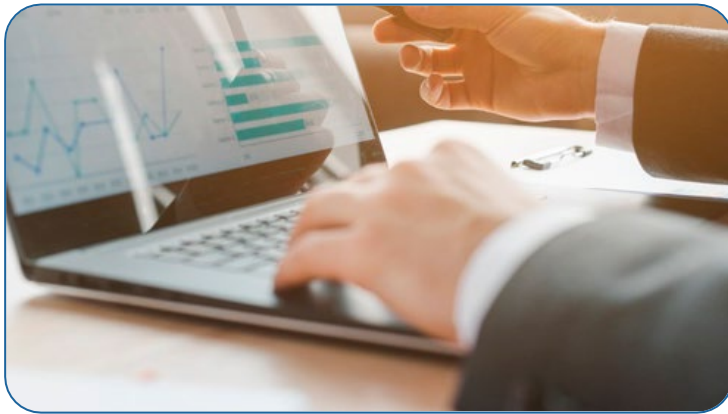
E-learning cartoon series

E-learning motion graphic



Marketing Content (Options)

Offering two styles for corporate video



Footage with Motion

[Watch a sample](#)

(Piotech Corporate Video)



Motion Graphic

[Watch a sample](#)

(A2A Chatbot Explainer)

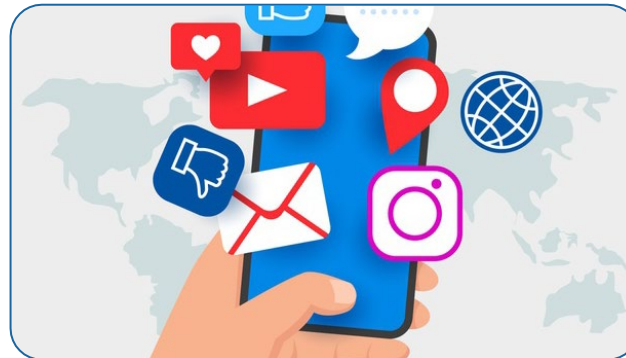


Marketing Content

High-end corporate videos for different purposes



Corporate videos and brand awareness



Social media campaigns videos



Product and services explainers and tutorials



Marketing Content (Approach)

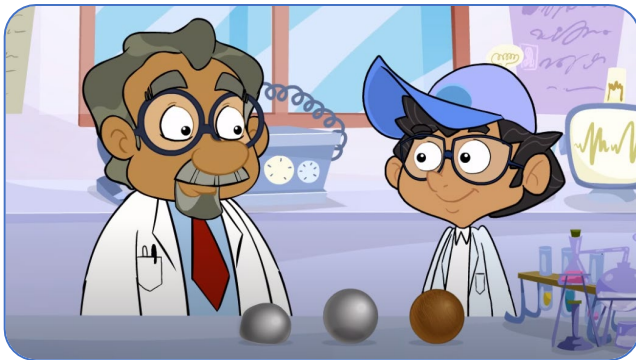
Designing videos for corporate usage needs special treatment to be creative, strait to the point, and with clear call for action.





E-Learning Content (Options)

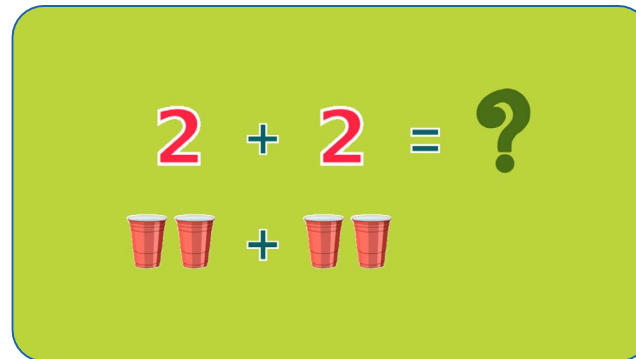
Offering three styles for E-Learning content



Through Storytelling

[Watch a sample](#)

(Fahd & the Prof)



Direct Informative

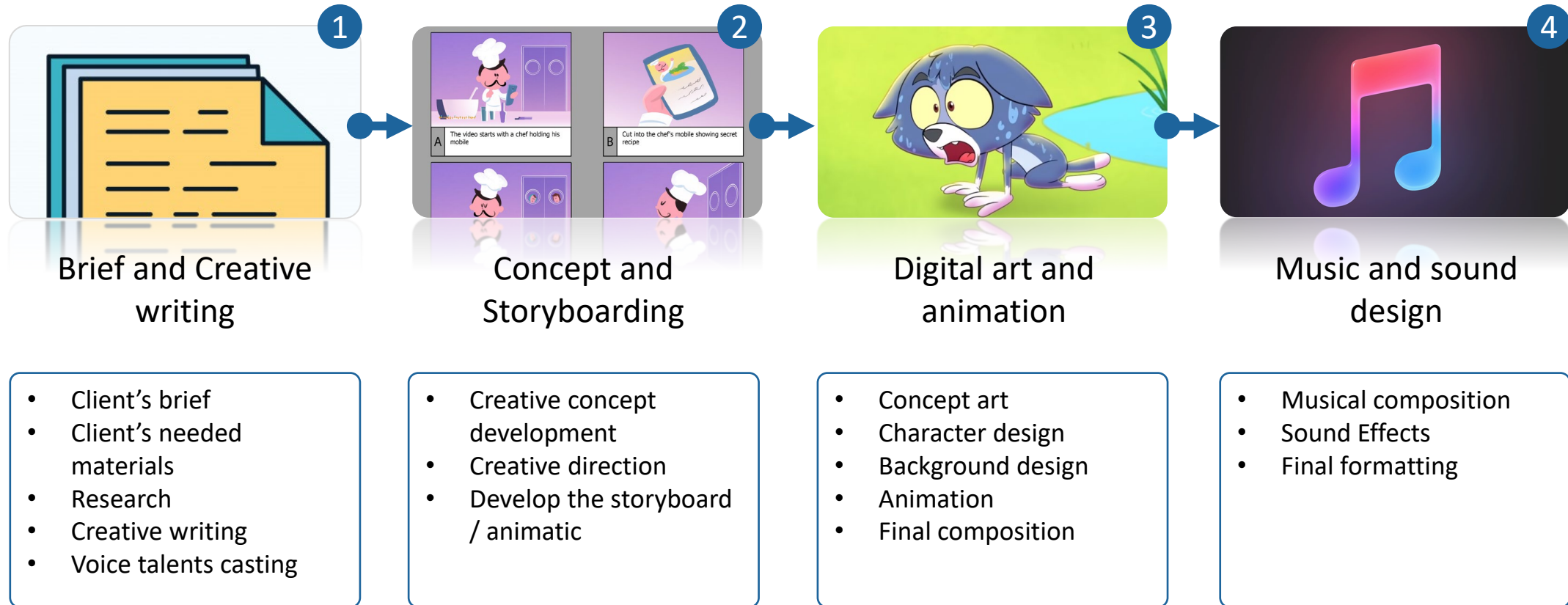


Presenter with Motion

[Watch a sample](#)

(Riyadh Bank)

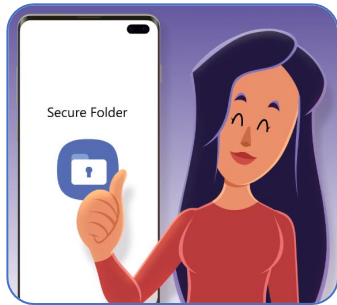
Production Approach



* In some cases we produce the music in earlier stages.



Sample work



Samsung
Secure Folder

[Click to watch](#)



Luminus
Introduction Video

[Click to watch](#)



Access To Arabia
Introduction Video

[Click to watch](#)



Dubai Expo 2020
Safety Introduction

[Click to watch](#)



Marah TV Channel
Baba Baba

[Click to watch](#)



Saudi Electricity Company
Healthy Office Setup

[Click to watch](#)



Cash Basha
Promo Video

[Click to watch](#)



Pio Tech
Solutions Video

[Click to watch](#)



Marah KG Channel
Lahai

[Click to watch](#)



Kasih Food Productions
Candy

[Click to watch](#)



PIXITOOON

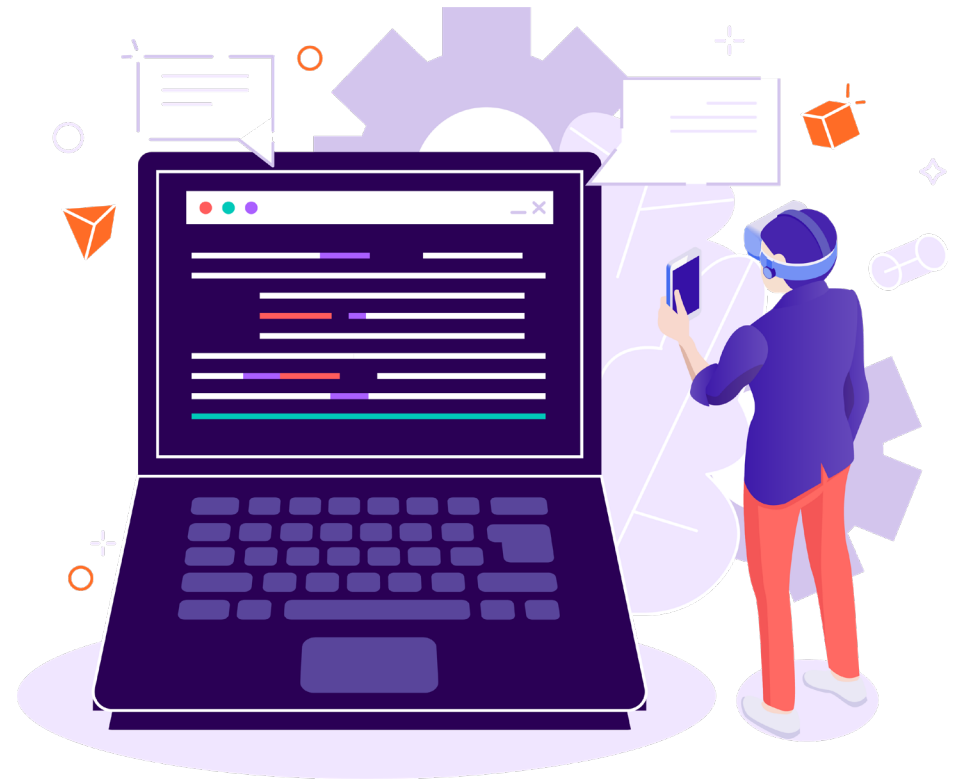
Apps

PIXITOOON

Apps

A unique vision that combines latest innovative technologies with interactive content to build children-targeted digital platforms and apps that offer exceptional edutainment experiences

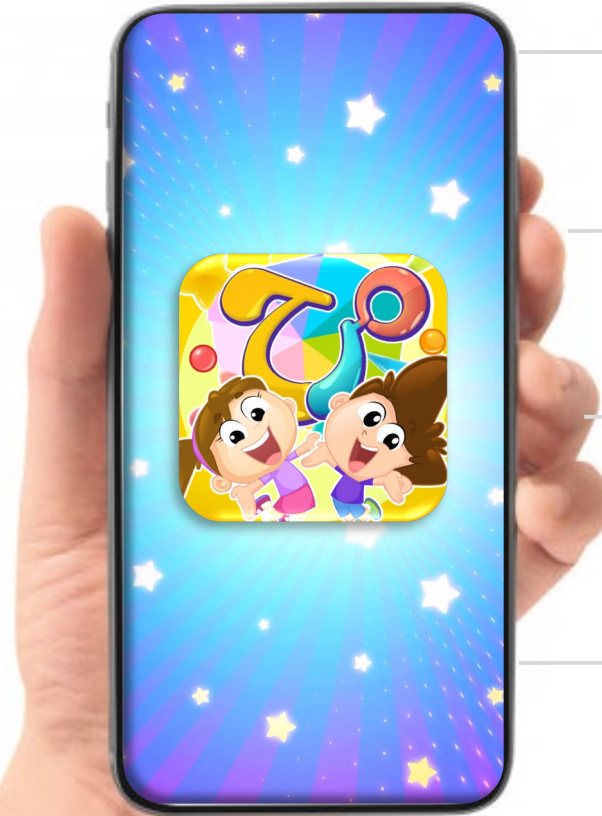
- The most advanced interactive technologies to be used in edutainment digital platforms and mobile applications
- Unique UX and UI approaches to attract targeted children audiences.
- Enriching content material created to cater to children edutainment.
- Outstanding marketing strategies and methodologies capitalizing on the massive reach on social media and the relationships with partners.





Marah World App

- A safe environment
- A unique customer experience designed for children
- Advanced edutainment techniques and methodologies
- Interactive and AR supported experiences
- Attractive content renewed constantly



300k+
Download

200+
Unique Content



Interactive Content

Available On



PIXITOON

Apps

Marah World App





Marah World App



Songs

- A huge library of popular children songs
- Advance control features



Games

- More than 10 games and many more under development
- Unique user experience
- Audio commands
- Attractive UI design



Educational Lessons

- Augmented Reality engagement
- Clear educational output
- Audio commands
- Attractive UI design



Interactive stories

- More than 10 stories and many more in the making
- Client's needed materials
- Read-along videos
- Audio narration



Coloring Books

- More than 10 books
- Attractive UI design

PIXITOON

Partners



Leo Burnett



SAMSUNG



PIXITOON

Founders



Shadi Nashwan

CEO
Co-Founder



Mohammad Al Darabe'

Creative Director
Co-Founder



Ezzdein Ka'nan

Art Director
Co-Founder



Hani Thalji

Partner



Thank you!

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