

the power to build

WE EXIST BECAUSE WE BELIEVE IN BEING THE CATALYSTS FOR POSITIVE CHANGE, SUPPORTING BRANDS WITH PURPOSEFUL STRATEGY AND EFFECTIVE, INTEGRATED PLAN FOR IMPLEMENTATION. YES, WE TELL STORIES, BUT WE DO IT BY UNDERSTANDING THE BUSINESS, THE INDUSTRY AND THE PEOPLE WE ARE TALKING TO.

intuition

CHAPTER/ 01

WHO WE ARE

We exist because we believe in being the catalysts for positive change, supporting brands with purposeful strategy and an effective plan for implementation. Yes, we tell stories, but we do it by understanding the business, the industry and the people we are talking to.

We see the human on the other side of data. We are constantly behind that meaningful connection, chasing and optimizing analytics through a strong narrative stemming from humanized creative and digital experiences.

**WE ARE
AFTER
IMPACT,
NOT GLORY,**

**WE ARE
AFTER SCALE,
NOT ONE OFF
HITS.**

01. We create human-centered, end-to-end marketing and communications experiences that resonate with your audience, building lasting connections and fostering brand loyalty.

02 Our brand strategy approach is proven and refined through years of successful partnerships, ensuring your brand's foundation is built for long-term impact.

03 We uncover actionable insights to design a brand strategy that differentiates your brand and drives meaningful results.

04 We possess a nuanced understanding of diverse global markets, recognizing the cultural subtleties and unique consumer behaviors that shape brand perception and drive effectiveness.

05 Our team's collective experience spans a broad range of industries, from fast-moving consumer goods to impact-driven brands, both in the private and public sectors.

06 Our leading creative studio, powered by world-class talent, delivers visual solutions that not only captivate but also drive measurable results for your brand.

BUILDING A BEHAVIOR BRAND THAT DOES, THEN SAYS.

The National Training Academy
Communications and Brand Strategy



Value Proposition						
We do that, by clearly articulating our brand promise that meaningfully connects stakeholders with our value proposition, and coupling it with a strategy that is performance based - mirroring the delivery of excellence within the National Training Academy.						
Programs	Executive Programs	Academic Programs	Academic Programs	Academic Programs	Academic Programs	Academic Programs
Objectives	Enhance the quality of education and training, and improve the standards of the National Training Academy.	Enhance the quality of education and training, and improve the standards of the National Training Academy.	Enhance the quality of education and training, and improve the standards of the National Training Academy.	Enhance the quality of education and training, and improve the standards of the National Training Academy.	Enhance the quality of education and training, and improve the standards of the National Training Academy.	Enhance the quality of education and training, and improve the standards of the National Training Academy.
Audience	Students, Faculty, Staff, and the wider community.	Students, Faculty, Staff, and the wider community.	Students, Faculty, Staff, and the wider community.	Students, Faculty, Staff, and the wider community.	Students, Faculty, Staff, and the wider community.	Students, Faculty, Staff, and the wider community.
Message	We are committed to providing the highest quality education and training, and to improving the standards of the National Training Academy.	We are committed to providing the highest quality education and training, and to improving the standards of the National Training Academy.	We are committed to providing the highest quality education and training, and to improving the standards of the National Training Academy.	We are committed to providing the highest quality education and training, and to improving the standards of the National Training Academy.	We are committed to providing the highest quality education and training, and to improving the standards of the National Training Academy.	We are committed to providing the highest quality education and training, and to improving the standards of the National Training Academy.
Brand Platform & Design						

SUPPORTING REGIONAL BRANDS TO EXPAND.

4Sale - Corporate Communications & Employer Branding Strategic & Creative Framework

intuition x **4sale**

creating a powerful unified brand.



Our corporate brand is what we share, not what we sell.



with a very specific thing that makes us stand out.

a regional brand, operating from egypt.



our bhag.

TOOK THE LARGEST ONLINE MARKET PLACE FOR EVERYONE IN THE MIDDLE EAST AND AFRICA WITH A GLOBAL FOOTPRINT IN 2005.



solving for our value proposition

problem: To become a leading e-commerce platform in the region.

insight: The market is fragmented and lacks a unified platform.

advantage: 4sale offers a unified platform for everyone in the region.

strategy: To become the leading e-commerce platform in the region.

Our Strategic Creation Ladder



what is an employer brand?

is a perception of a company's employees and its reputation. It is a perception of a company's employees and its reputation. It is a perception of a company's employees and its reputation.



1 People-Centred Programs 2 Better Balance Programs 3 Life-Long Learning 4 Recognition 5 Life@4sale

with an Employer Value Proposition (EVP) serving as our true north.

What we would like to learn most from you.



Good content isn't about good storytelling, it is about telling a true story well.



if we want to be in the news, create the news.



UNCOVERING ACTIONABLE INSIGHTS WITH YOU, FOR YOU.

Amini Brand Strategy Workshop
in partnership with Beyond Representation

DEFINING OUR CONTEXT

Communication Challenges

What are the challenges you face in communicating your brand story? (e.g., lack of clarity, inconsistent messaging, limited reach, etc.)

What are the challenges you face in communicating your brand story? (e.g., lack of clarity, inconsistent messaging, limited reach, etc.)

OUR STRATEGIC FRAMEWORK

Meaning Attitude Promise

OUR PURPOSE

What is the purpose of your brand? (e.g., to create a better world, to empower people, etc.)

OUR BRAND ARCHITECTURE

What is the structure of your brand? (e.g., how many sub-brands, how they relate to each other, etc.)

So, where are we today?

What are the current challenges you face in communicating your brand story? (e.g., lack of clarity, inconsistent messaging, limited reach, etc.)

OUR BRAND ESSENCE

Functional Benefits: (e.g., reliability, durability, etc.)

Emotional Benefits: (e.g., joy, pride, etc.)

OUR BRAND ARCHETYPE

What is the structure of your brand? (e.g., how many sub-brands, how they relate to each other, etc.)

COMMUNICATION PILLARS

FOOD SECURITY TECH INNOVATION

CLIMATE RESILIENCE SUSTAINABILITY & BIODIVERSITY

FINANCIAL INCLUSION SUPPLY CHAIN & MARKET ACCESS

GENDER EQUALITY DIGITAL DIVIDE

itii

SUPPORTING HOMEGROWN BRANDS TO EXPAND

Kashier - Marketing & Communications Strategic & Creative Framework

DREAM WEAVING
Bringing our brand to life

Kashier

OUR BHAG TO BE THE LEADING DIGITAL FINANCIAL SERVICES HUB FOR BUSINESSES IN THE MIDDLE EAST AND AFRICA WITH A GLOWING LOGO IN THE INDUSTRY

PERFORMANCE STORYTELLING

FUTURE DEMAND

SCALE BY SPEAKING TO CUSTOMERS THAT ARE ACTIVELY LOOKING FOR PAYMENT SOLUTIONS AND THOSE THAT MAY DO SO IN THE FUTURE.

	MARKETPLACE CURRENT CUSTOMERS	NOT MARKETING TO NEW CUSTOMERS
2020	Performance marketing	Brand marketing
2021	Targeted display ads	Top of funnel display ads
2022	Search engine optimization	Content driven marketing
2023	Personalized email marketing	Customer engagement with personalized content
2024	AI driven display ads	AI driven display ads

20% CAGR 2020-2025

Growth in Payments & Wallets

KEY COUNTRIES AT THE CORE OF THE EVOLUTION

20% of the continent's GDP

Profound impact on growth

MOST OF OUR 35,000 QAM AREN'T READY FOR KASHIER NOW.

VIRGIN CATEGORY Since the payments industry is relatively new, communication and brand building will allow us to establish a foothold in a new market.

PRODUCT DIFFERENTIATION A key differentiator within the payments industry is the user experience. We are focused on building a seamless, intuitive, and secure user experience.

ACROSS THE FUNNEL Since brands are successful in thought leadership efforts in the payments industry, we are focused on building a strong brand identity across the funnel.

REGIONAL IS NOT RELEVANT Regional display ads are not relevant in the payments industry. We are focused on building a strong brand identity across the funnel.

WHO MAKES UP OUR CUP OF TEA?

Segment 1: High Budget

Segment 2: Medium Budget

Segment 3: Low Budget

Segment 4: High Budget

Segment 5: Low Budget

OUR BRAND IS ONE OF THE MOST VALUABLE ASSETS THAT WE CAN HOLD.

PEOPLE PURPOSE POSITIONING PERSONALITY PLANNING

Brand Strategy: Purpose, Personality, and Positioning

Brand Strategy: Purpose, Personality, and Positioning

Brand Strategy: Purpose, Personality, and Positioning

DAVID TO GOLIATH WE ARE A CHALLENGER BRAND

WORKING ACROSS THE FUNNEL

Brand Strategy: Purpose, Personality, and Positioning

Brand Strategy: Purpose, Personality, and Positioning

BUILDING A GLOBAL DESTINATION WITH REAL ESTATE

Mountain View Project Nile Strategy Development



through this document we will structure our communications strategically to

- create
- connect
- convert

- salience & resonance
- promise to purpose
- uninformed into believers

Category Deep Dive

7.1% GDP
\$9.1 Billion
H1 2022/2023
+70% Sales since 2022

1% \$60.2M Public Sector
99% \$8 Billion Private Sector

246,100 Total Residential Units
FY 2022/2023
19,400 units implemented by the Private Sector with 14,200 under license housing and 5,200 upper middle-income housing.

64% IN EGP Sales
Top 10 Developers in FY 2022/23 FY% Revenue over last year's FY

Top Developer: M&P, 10% share
New Year City, City edge and central New Cairo, central, New Cairo

Q1 2023 Avg. Price

Developer	Price
One Bedroom	1,400,000
Two Bedroom	1,800,000
Three Bedroom	2,200,000
Four Bedroom	2,600,000
Five Bedroom	3,000,000

MORE & MORE PEOPLE ARE REALIZING LOST OPPORTUNITIES IN Real Estate, GOLF, Currency.

INVESTING IN EVEN 1/8th OF A "SHARE"

The fee of Co-Ownership.

a model that makes luxury living, accessible but also inclusive and efficient.

*while ownership is a very strong aspiration, the rental market is also accelerated, particularly among younger demographics and expats.

Consumer Truth

but a key insight that cuts through all stakeholders.

THE PARADOX OF FAMILIARITY
The comfort of the familiar is needed, yet there's also a yearning to stand out, to be unique, to try the new.

the tales of the Nile.

Company Deep Dive

OUR TRUTHWORTHY & DELIVERABLE
20 Years of Experience & Knowledge
Delivered in 100+ Countries
10,000+ Projects
10,000+ Clients

OUR INNOVATIVE & PROMISING
Concepts & Design Thinking
Market Research
Architectural Design
Interior Design
Landscape Design
Construction Management

OUR ELEVATED LIVING STANDARDS
High-end, premium quality and luxurious living standards
Sustainable, eco-friendly, and healthy living environments
Community building initiatives

OUR GREEN SPACE & NATURAL LIVING
75-85% dedicated to green landscaping
Natural connection to nature and well-being

OUR PRISTINE LOCATION
Strategic location, prime location, and great connectivity
Offering premium access to prime beach, amenities, and services

OUR DIVERSE OFFERING
Providing a range of lifestyle options to suit different budgets and preferences

The Design & Delivery

SMOOTHLY POSITIVE Customer Experience

The Hardware & Software

The Familiar & The New.

Conscious Inclusion

The Nile Project delivers on all Mountain View's functional and emotional benefits, but it also delivers on a mutual interest with our stakeholders.

Mountain View Legacy

Brand Promise

Meaningful Happiness

Stakeholder Need

Legacy to build the familiar name but with a differentiated value proposition.

CRAFTING CHANGE IN A LOST CATEGORY

Technical Education 2.0 - Dual System Marketing & Communications Strategy & Implementation Plan



استمداً إلى هدف الاستراتيجية لخدمة التعليم الفني الجديد وتلحيزه التكنولوجية، يتناول هدف الاتصال التسويقي الاستراتيجي في "خلق الوعي بشأن الخدمة التعليم الفني الجديد من ككل التعليم المزدوج المُختلج". ويضعهم لتأهيله بشكل واضح، واستهداف أعداد أكبر من المهنيين، من خلال تغيير طريقة التفكير في النظام، وتقديم وصف شامل وتحديد رسائل تسويقية للتوعية والتأثير المنتجات التي تملح المهنيين...

من خلال دعم وتعزيز وتوسيع نطاق الدعوة، يمكن استراتيجية طرق الاتصال التسويقي صاعدتنا في وضع شبكات في جميع دول الأعمال الصناعي، بما يتناسب ويصنعهم إلى المشاركة.

إعادة تشكيل المهارات: أفضل وظائف أفضل تعليم أفضل

من خلال إتاحة التعليم لكل الأطفال، وضمان اكتسابهم للمهارات المطلوبة، المشاركة كاملة ومفصلة في المجتمع، يمكن زيادة إجمالي الناتج المحلي في البلدان منخفضة الدخل بمعدل 128 سنوياً، ونسبة 116 سنوياً في البلدان مرتفعة الدخل، على مدى العامين 1800 عامًا المقبلة.

تهدف إلى إعداد قوى عاملة مصرية مؤهلة بالمهارات المطلوبة للمهن التي نواهي متطلبات المستقبل، وخلق تحولات صناعية تحقق الاستفادة.

تتعلق رؤية إعادة تشكيل المهارات برؤية مصر 2030، من حيث ثلاث ركائز: تحسين جودة التعليم الجامعي، تطوير سوق العمل، وتعزيز القدرة التنافسية في الخدمة التعليمية ومخرجاتها.

20/30
VISION OF EGYPT

4
4
10
17

أنظمة التعليم الفني الجديد

برنامج عمل وخطط استراتيجية التسويقي لخدمة التعليم الفني على التدريب 10 أغسطس 2023

giz

خطة الاتصال التسويقي

وضع برنامج إيدك... مستقبلك " باعتباره أجمل برنامج مساهم في مصر يركز تعليمًا مهنيًا عالي الجودة، وإشراكه إلى خدمات التوظيف، وهي نهاية المطاف، يقدم البرنامج شمس مصر يركز على القدرة على التكيف والتحول على وظائف الشبكات.

الأهداف الشاملة

أهداف الاتصال التسويقي

مهام الاتصال التسويقي

قنوات/ أساليب الاتصال التسويقي

1. نشر الوعي

2. حملة إعلامية قوية

3. تحديد الموقع

4. القصص وأقارب

الأنشطة المباشرة

المهنية والكيفية

إطار الاتصال التسويقي الاستراتيجي

إيدك... مستقبلك استراتيجية الاتصال التسويقي

الأنشطة المباشرة

المهنية والكيفية

1. استراتيجية التسويق

2. استراتيجية التسويق

3. استراتيجية التسويق

4. استراتيجية التسويق

إيدك.. مستقبلك

منصة موحدة

إيدك... مستقبلك

تعليم فني جديد

مراكز التميز

مدارس التكنولوجيا التطبيقية

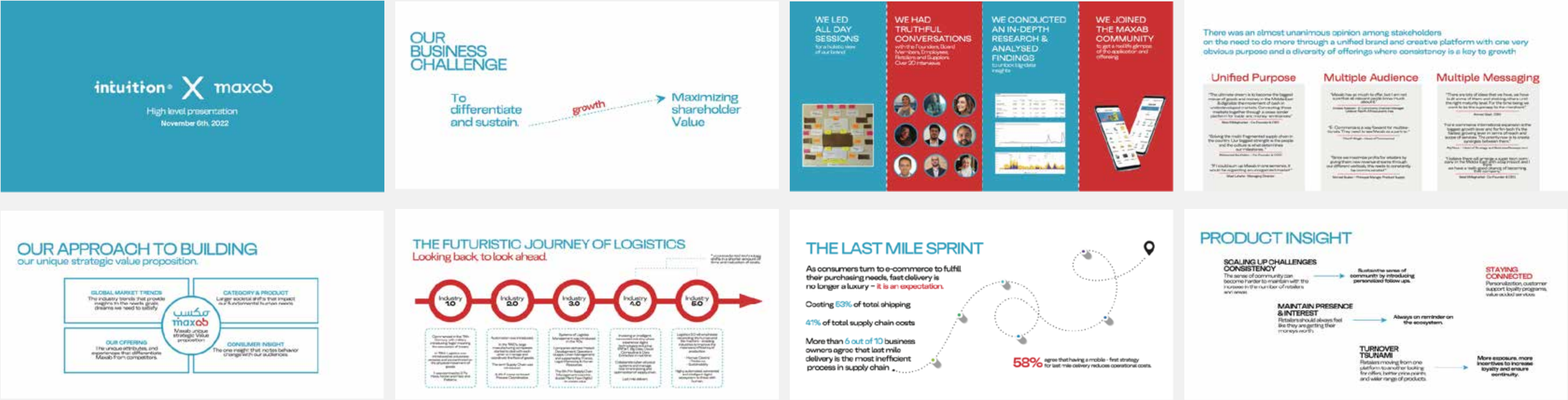
مدارس التعليم المزدوج

التعليم المزدوج

التعليم الفني والتدريب المهني

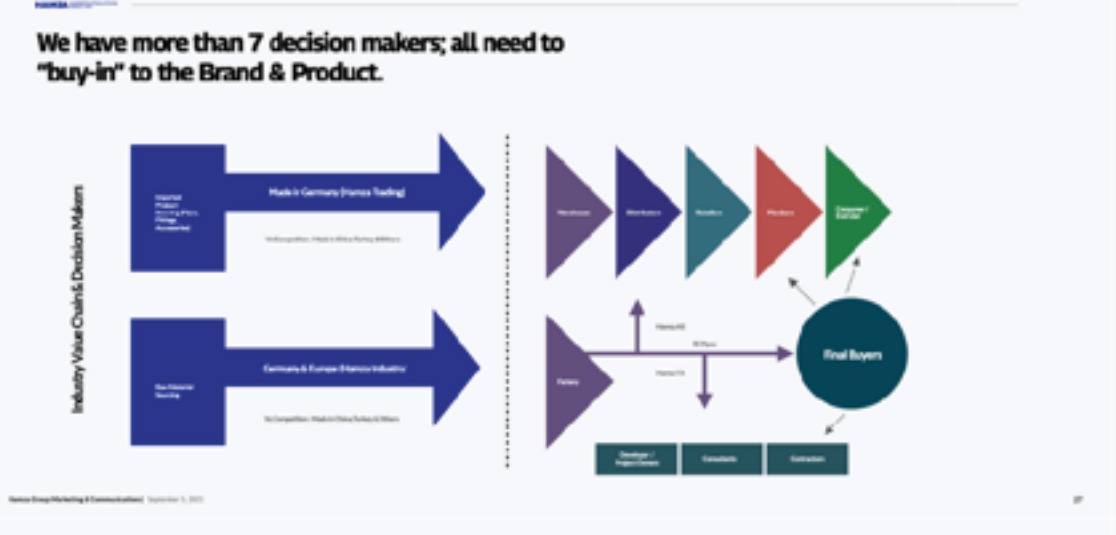
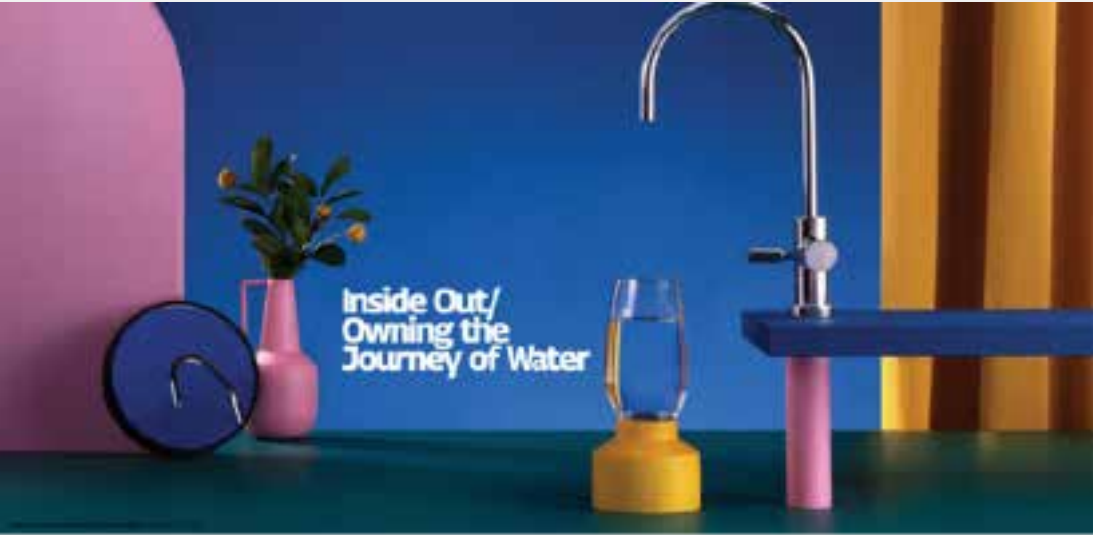
SETTING BUSINESSES UP ON A GROWTH TRAJECTORY

MAXAB - Marketing & Communications Strategic & Creative Roadmap + Brand Corporate Identity



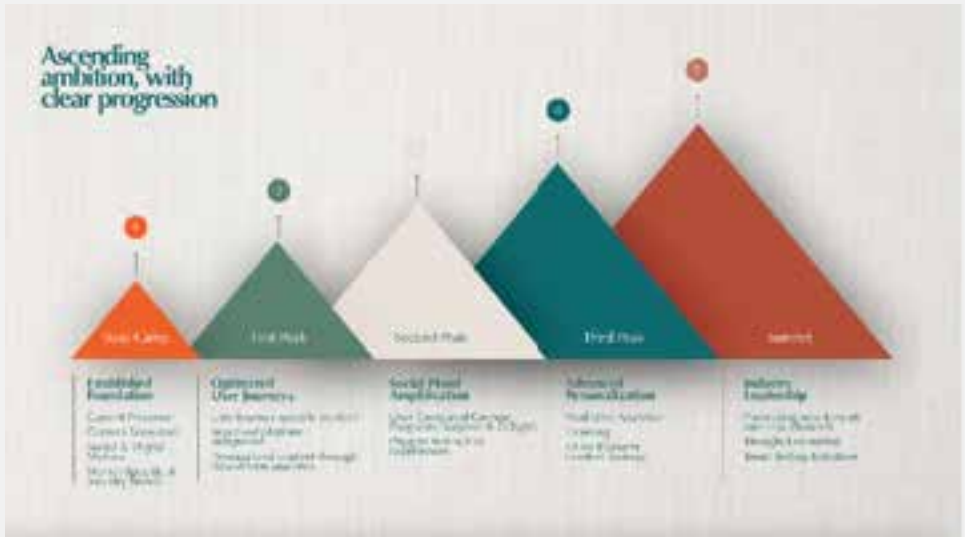
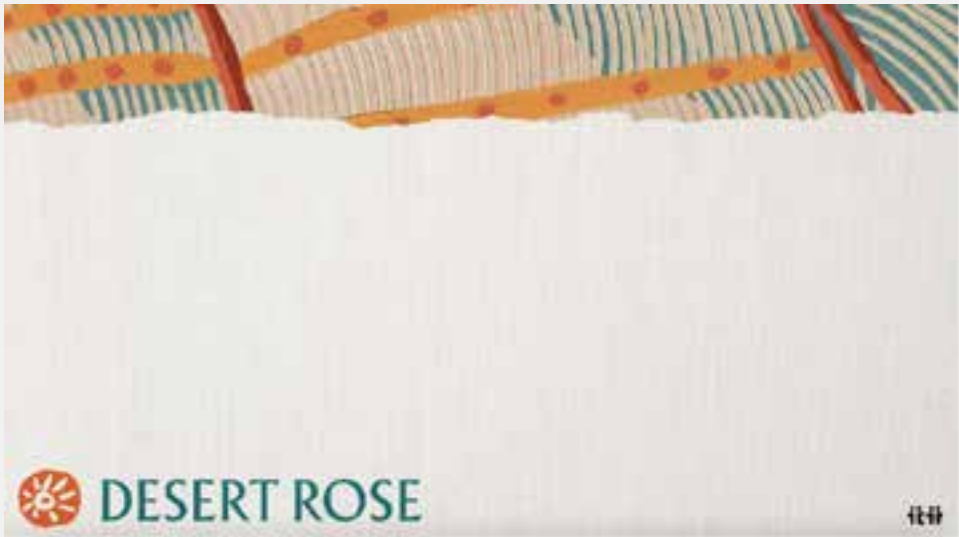
A SECOND CHANCE FOR A LEGACY FAMILY BUSINESS

HAMZA Group - Marketing & Communications Strategic & Creative Framework & Implementation



A COMPLETE REBRANDING FOR A DESTINATION

Desert Rose Hurghada
Destination Communications
Strategy



HUMAN TO HUMAN CORPORATE STRATEGIES

e& Egypt and subsidiaries
including e& Global Services

LEADING THE NEXT DECADE

Customer Experience

REIMAGINE

TRANSFORMATIVE PARTNERSHIP FOR TOMORROW

Where strategic vision meets operational excellence to create exceptional customer experiences

Future Ready for Tomorrow

PUSHING BEYOND TRADITIONAL CUSTOMER EXPERIENCE

Pushing Beyond Traditional CX Strategies

In today's digital-first world, successful customer engagement demands more than just service delivery - it requires seamless integration of technology, data, and human touch. We empower organizations to transform traditional customer interactions into intelligent, personalized experiences that drive lasting value and loyalty across every touchpoint.

Strategic Vision

Market Impact

Technological Edge

Global Reach

WELSH OPEN OPPORTUNITY

Strategic Expansion

Our strategic expansion into GCC and Europe represents a calculated move to leverage our proven digital capabilities in markets experiencing rapid digital transformation. By combining our operational excellence with local market expertise, we're positioned to capture high-value opportunities in regions where customer experience transformation is becoming a critical business imperative.

EVOLVING TO PROACTIVE CARE

The Future of Customer Care

Reshaping customer experience through predictive insights and proactive engagement, powered by advanced analytics and AI.

Traditional Approach

Our Innovation

Future State

Key Enablers

Digital Care

Process Enhancement

Measurable Impact

+86% Sustained CSAT Performance

+75% IVR Utilization Rate

+4% Reduction in Avg. Handling Time

YOUR VOICE

Transforming Voice into Value

Turning Customer Voice into Business Value represents our bold commitment to transformative growth through customer-driven innovation. By elevating every customer interaction into actionable insight, we create a powerful engine for continuous improvement that drives both profitable growth and meaningful impact. This systematic approach to customer-led transformation places us among the select companies that achieve sustainable business success while deepening customer relationships - proving that when you superannually listen, consistently deliver value, and boldly reinvent, exceptional business outcomes naturally follow.

DATA-DRIVEN INTELLIGENCE FOR

Intelligence-Driven Customer Experience

Transforming raw data into actionable insights through advanced analytics and machine learning, enabling proactive customer experience enhancement.

Call Flow Analytics

Customer Lifetime Analytics

Experience Alerts

Predictive Insights

TRANSFORMATIVE PARTNERSHIP FOR TOMORROW

Let's create extraordinary customer experiences together

BRAND STRATEGY WORKSHOPS

Our strategically designed workshops uncover key insights to inspire, align, and equip your team with the tools to build a differentiated and impactful brand.

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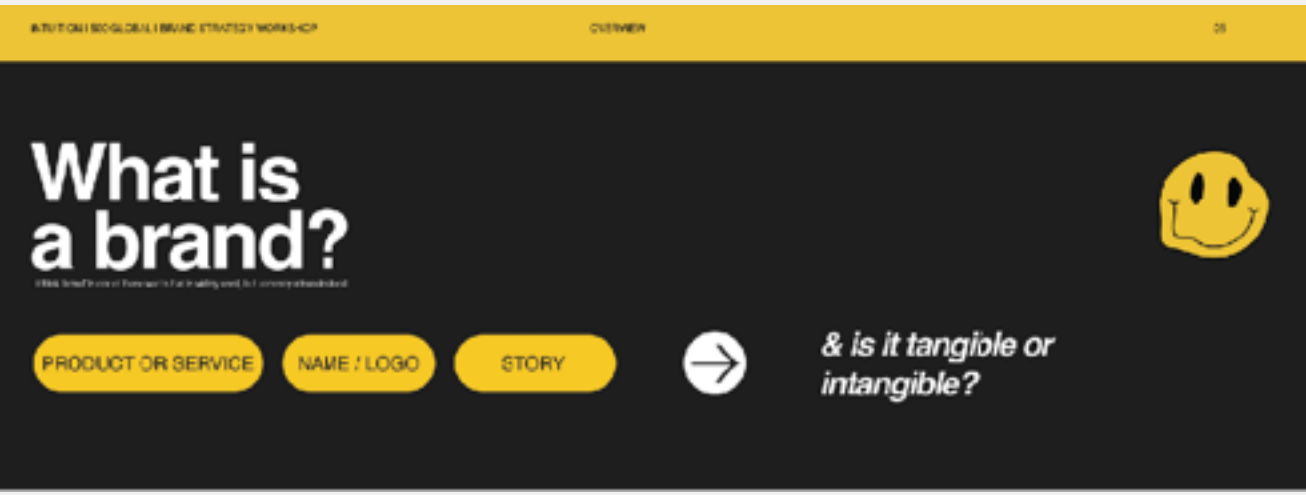
We analyze, refine, and align your brand elements for maximum impact.

//

We empower you to reimagine your brand's foundation – purpose, values, and competitive advantage – creating a powerful and authentic brand story that resonates with your audience.

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We take a holistic approach, distilling your brand's essence and then weaving it into a comprehensive roadmap that guides the evolution of your brand across all touch-points.



DEEP UNDERSTANDING OF DIVERSE MARKETS

We partner with our clients to uncover their brand's full potential, gaining a thorough understanding of their challenges and empowering them to leverage their brand as a strategic asset for achieving business goals.



وزارة التخطيط والتنمية الاقتصادية
Ministry of Planning and Economic Development



Kashier
Payment Solutions



Unilever



mōko



KAHHAL
1871

Desert Rose



European Bank
for Reconstruction and Development

e& global services

EGYTRANS
NOSCO



ASWAN FORUM

giz

Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

مكسب
maxab

HAMZA

WATERTIGHTSOLUTIONS
SINCE 1949



World Food Programme

aydi

mobica.

enLIGHTEN

spot on

BARQ
SYSTEMS

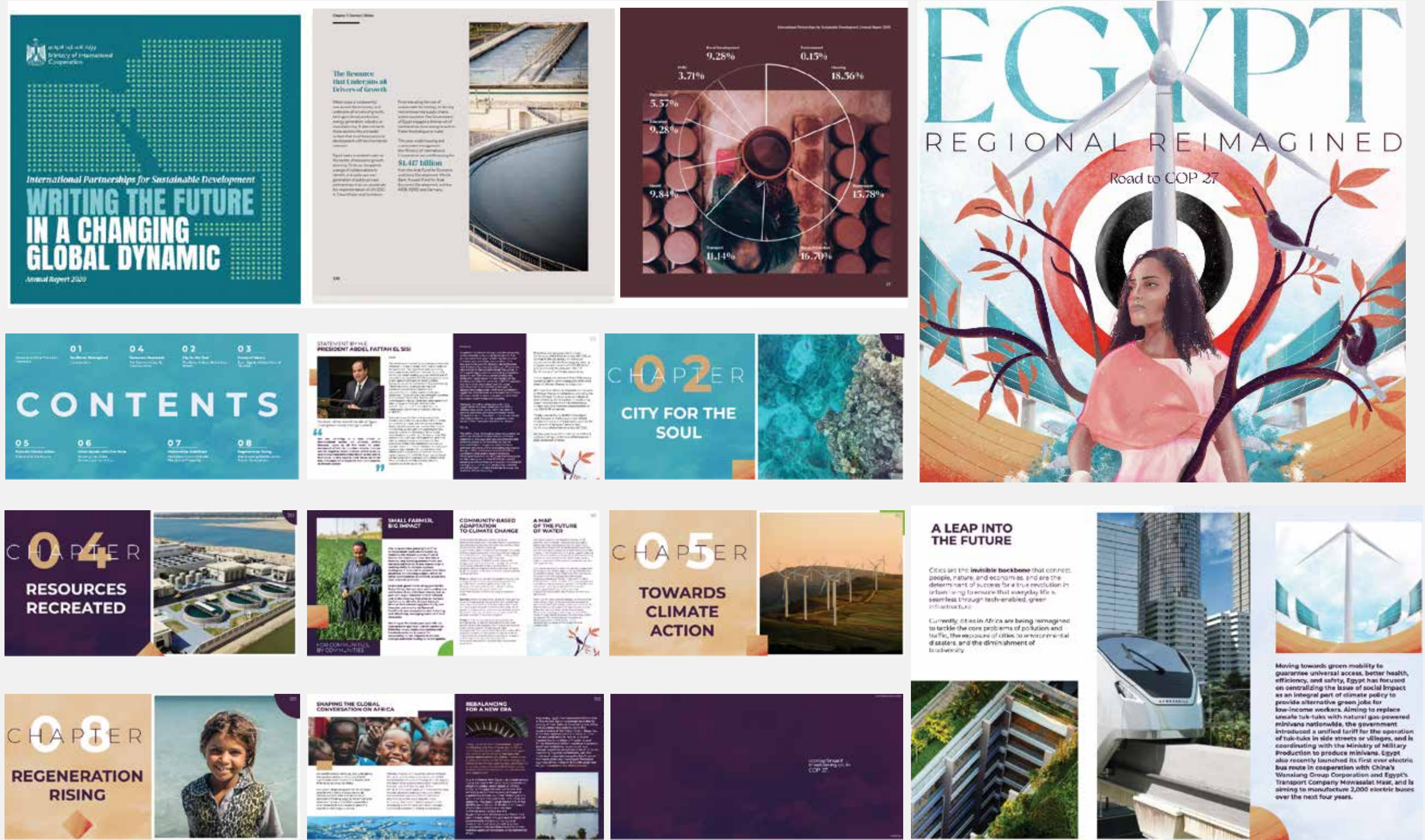
COLLECTIVE STRATEGIC + DESIGN SOLUTIONS

Our creative studio, powered by world-class talent, delivers visual solutions that not only captivate but also drive measurable results for your brand.

IMAGINE THE
GOVERNMENT OF
EGYPT WINNING
A GLOBAL WEBBY
AWARD.



RESHAPING THE WAY THE PUBLIC SECTOR SPEAKS.





Forging the
Future Forward//
Live.
Learn.
Belong

nta.eg

Seventennial Report // 2017-2023



Bringing the World into One Classroom

The classroom is a crucible for building the leaders of tomorrow.

NTA application undergoes a rigorous selection process that includes multiple stages of interviews and assessments. These assessments are designed to evaluate candidates' logical and Arabic proficiency, cultural knowledge, general competency and personality fit.

The goal of NTA's comprehensive evaluation is to ensure that only the most qualified and well-motivated individuals are selected for our programs. In addition to these assessments, NTA requires participants to complete mandatory pre-NTA requirements from various departments, as well as members of our Board of Directors. These activities provide a deeper understanding of our institution's values, objectives and vision, ensuring that all students are aligned with our mission and vision.

NTA's commitment to excellence is reflected in its rigorous selection process, which ensures that only the most qualified and well-motivated individuals are selected for our programs. In addition to these assessments, NTA requires participants to complete mandatory pre-NTA requirements from various departments, as well as members of our Board of Directors. These activities provide a deeper understanding of our institution's values, objectives and vision, ensuring that all students are aligned with our mission and vision.

Category	Value
Training Hours	101600
Trainees	32137
Training Programs	187
Training Boys	7384

Seventennial Report // 2017-2023

BUILDING A NATION BRAND WITH TOUCH- POINTS ACROSS THE JOURNEY.





Egypt × 
BEAUTIFUL
DESTINATIONS

EXPERIENCE EGYPT
WITH

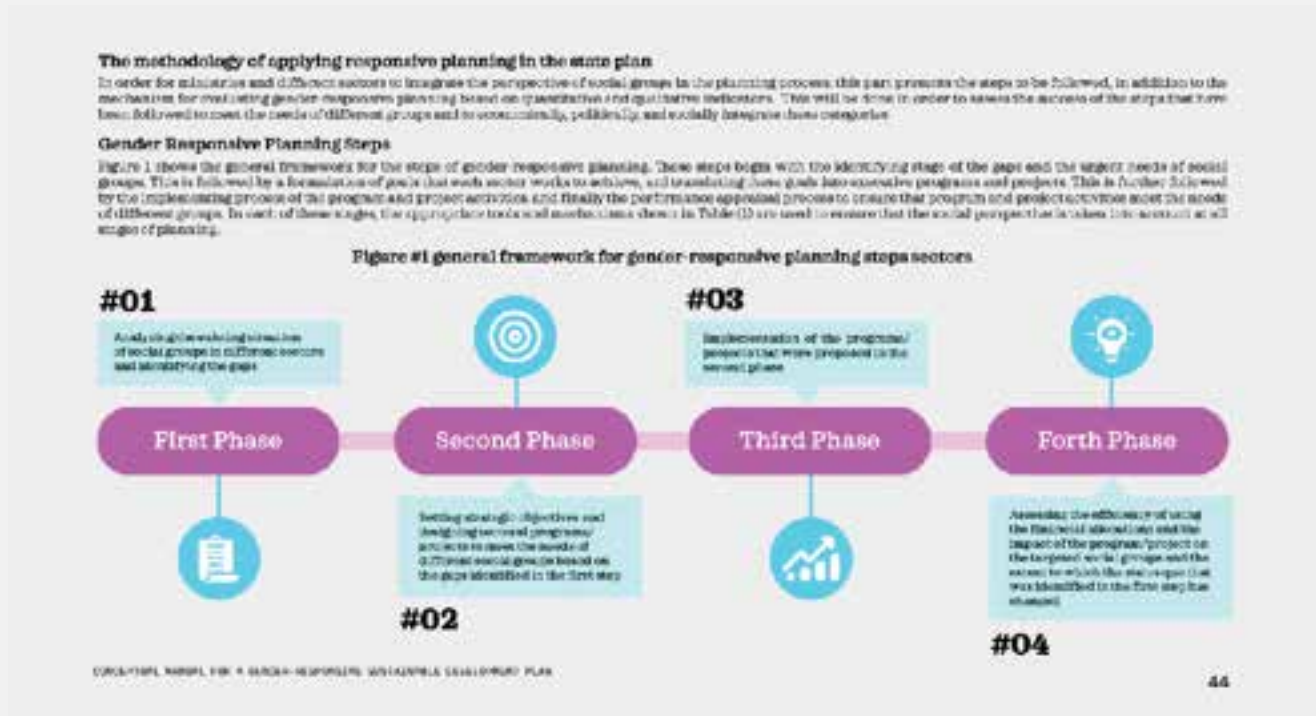
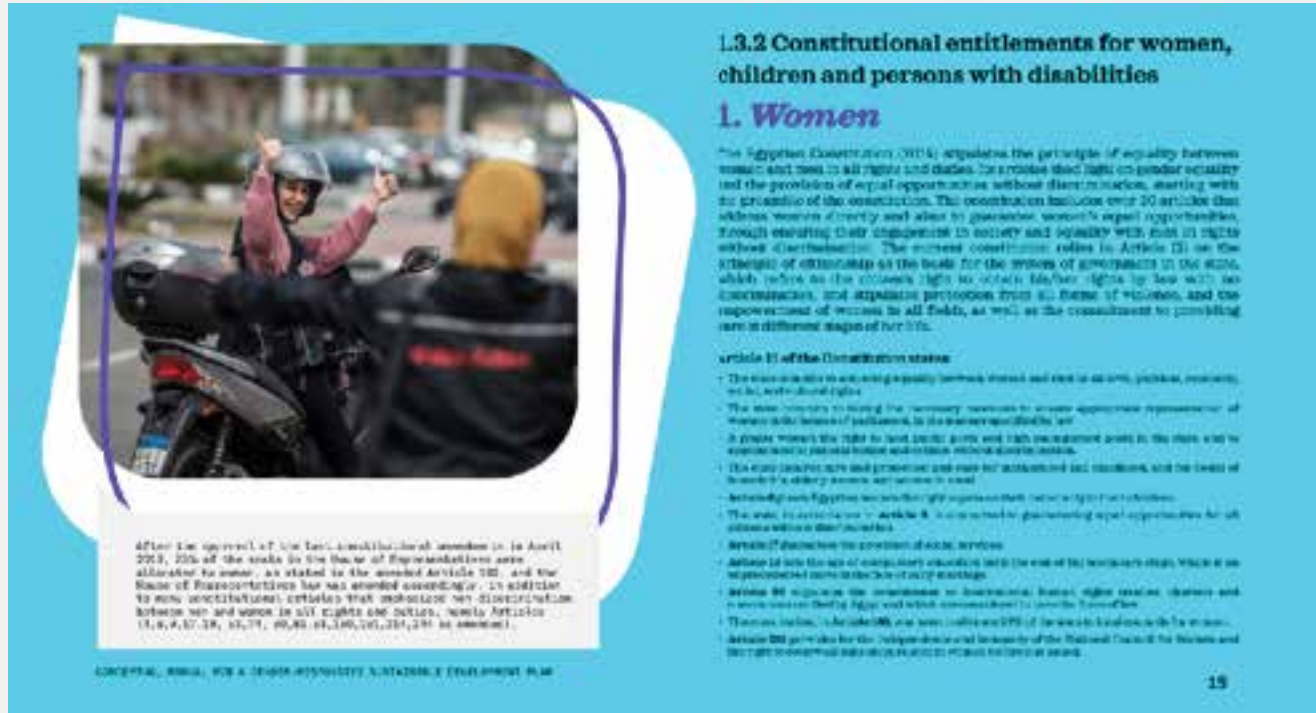
James Asquith

#PEOPLE to PEOPLE

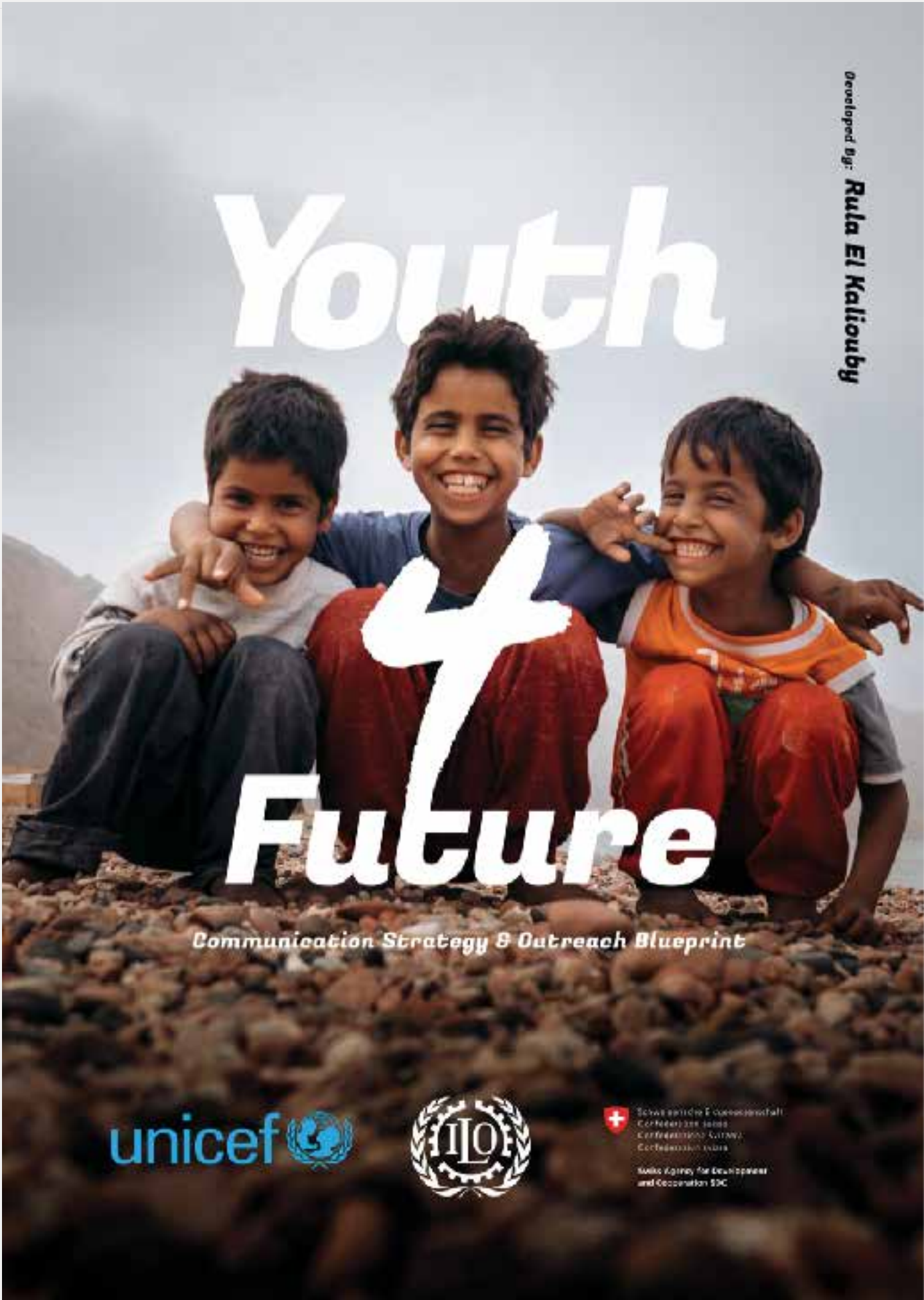
EXPERIENCE EGYPT WITH

Calvin Justus

ADOPTING A BROAD VIEW THAT ALLOWS BRAND TO ADAPT.



**WE BELIEVE
IN BUILDING
BRANDS
THAT ARE
DIVERSE
AND
INSIGHTFUL.**



WE OWNED COP27, WITHOUT SPONSORING COP27.

NATURE NEEDS A LITTLE NURTURE

It's a small world.
We have a big responsibility
to look after it.

etisalat by e2
#makepossible



MOVING FORWARD OR MOVING UPWARDS?

Smart cities start with people. Together, we
reimagine partnerships that speed up the
development of the future.

etisalat by e2
#makepossible



DEAR WORLD, IT IS (Y)OUR JOB TO TAKE ACTION

1.8 million tons of CO2eq saved per year.
Together, we can race to zero.

etisalat by e2
#makepossible



SUSTAINABLE SOLUTIONS DON'T GROW ON TREES

But almost everything we need does.
Welcoming future agents to Sharm El-Sheikh.
Change starts here.

etisalat by e2
#makepossible



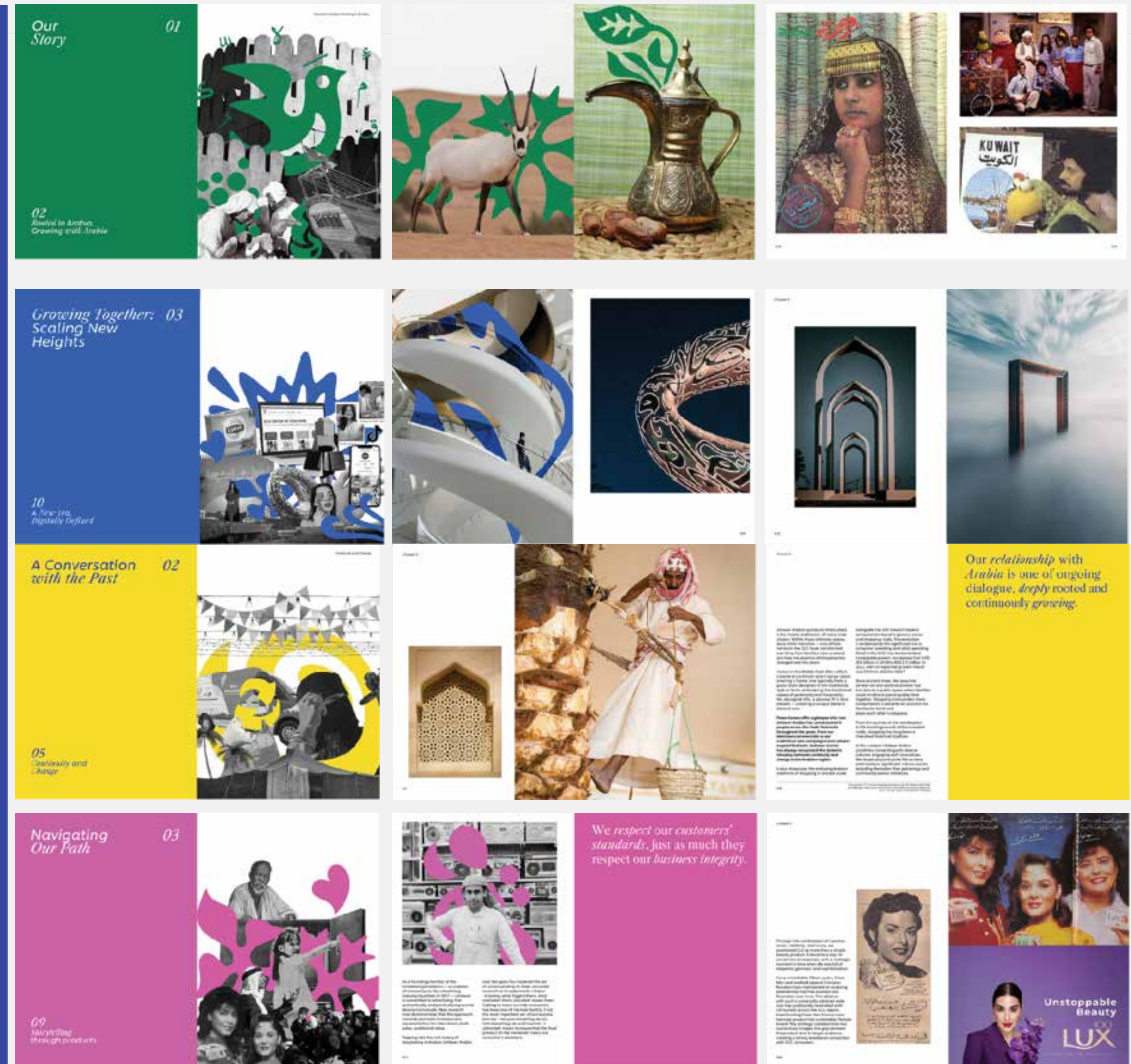
TAKE A LOOK AT THE PAST

Let's say hello to tomorrow. For 15 years,
we've connected and acted together to
imagine a future where people and
planet thrive.

etisalat by e2
#makepossible



ROOTED
IN *Arabia*
GROWING
WITH
Arabia

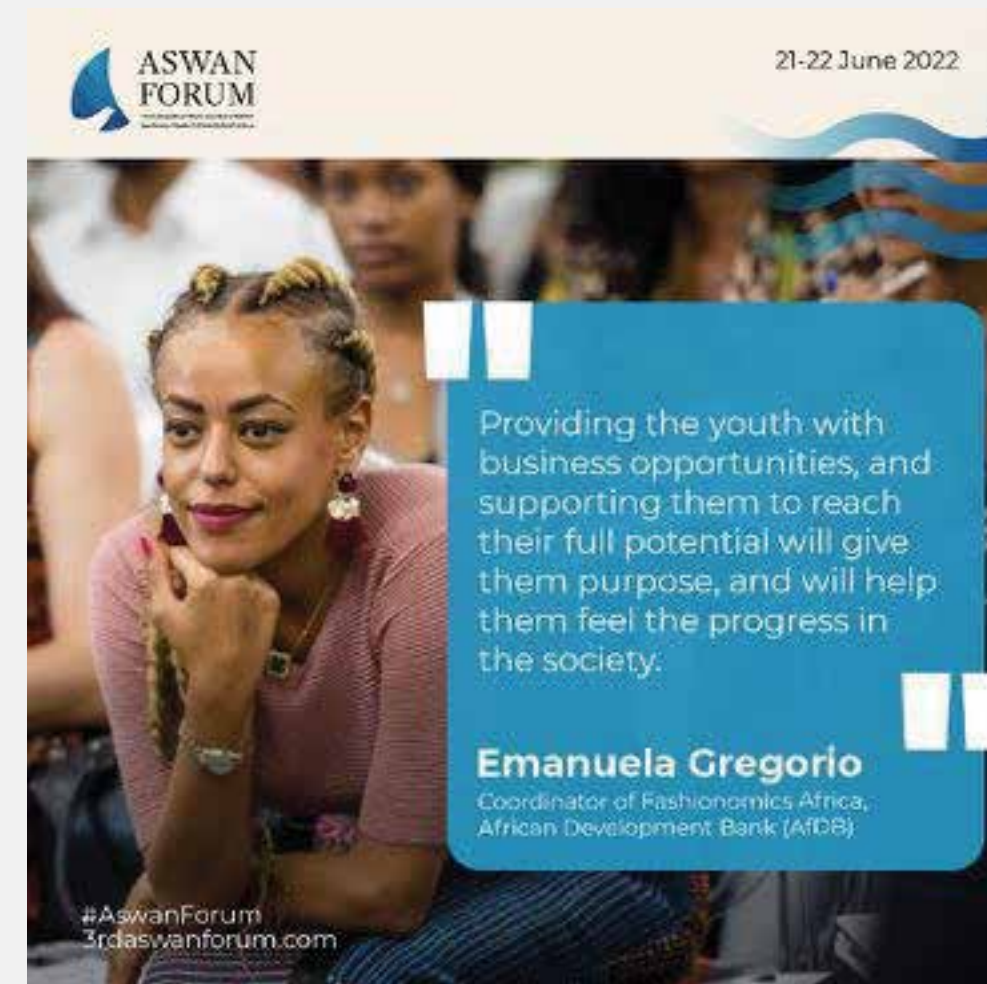
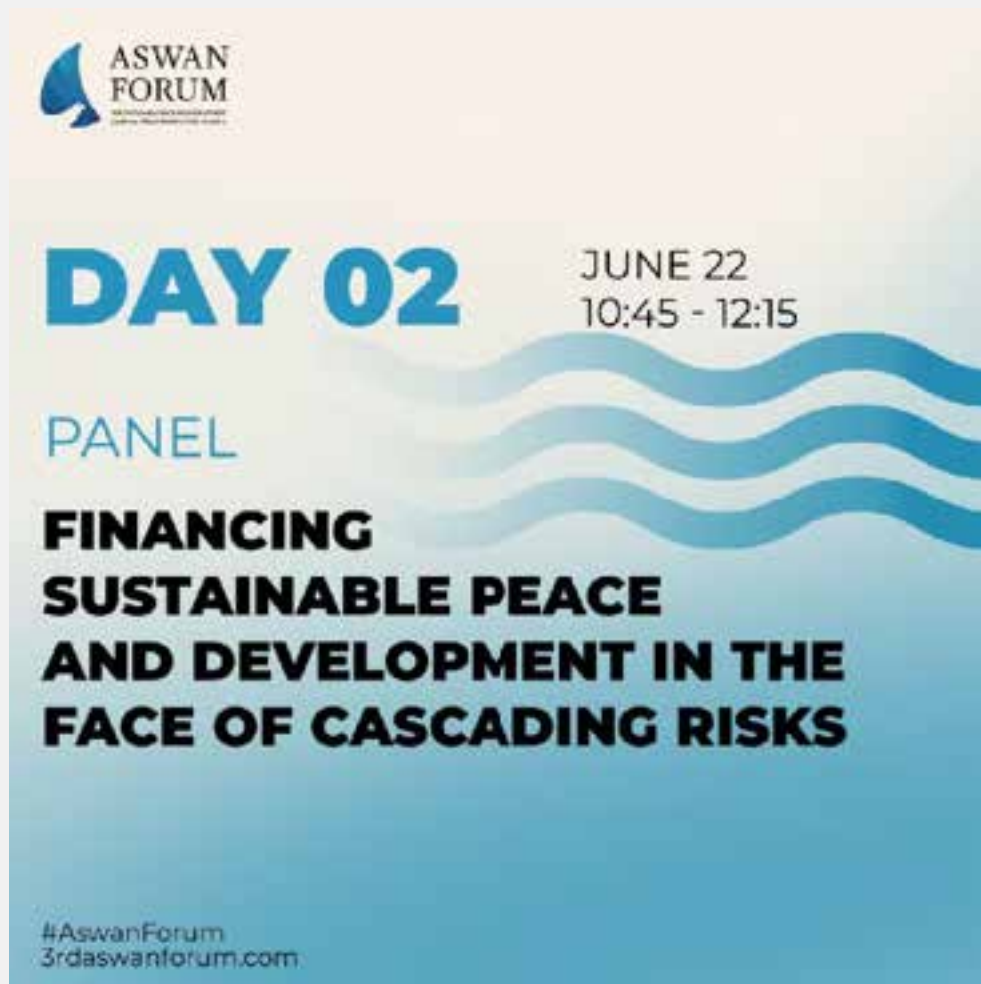
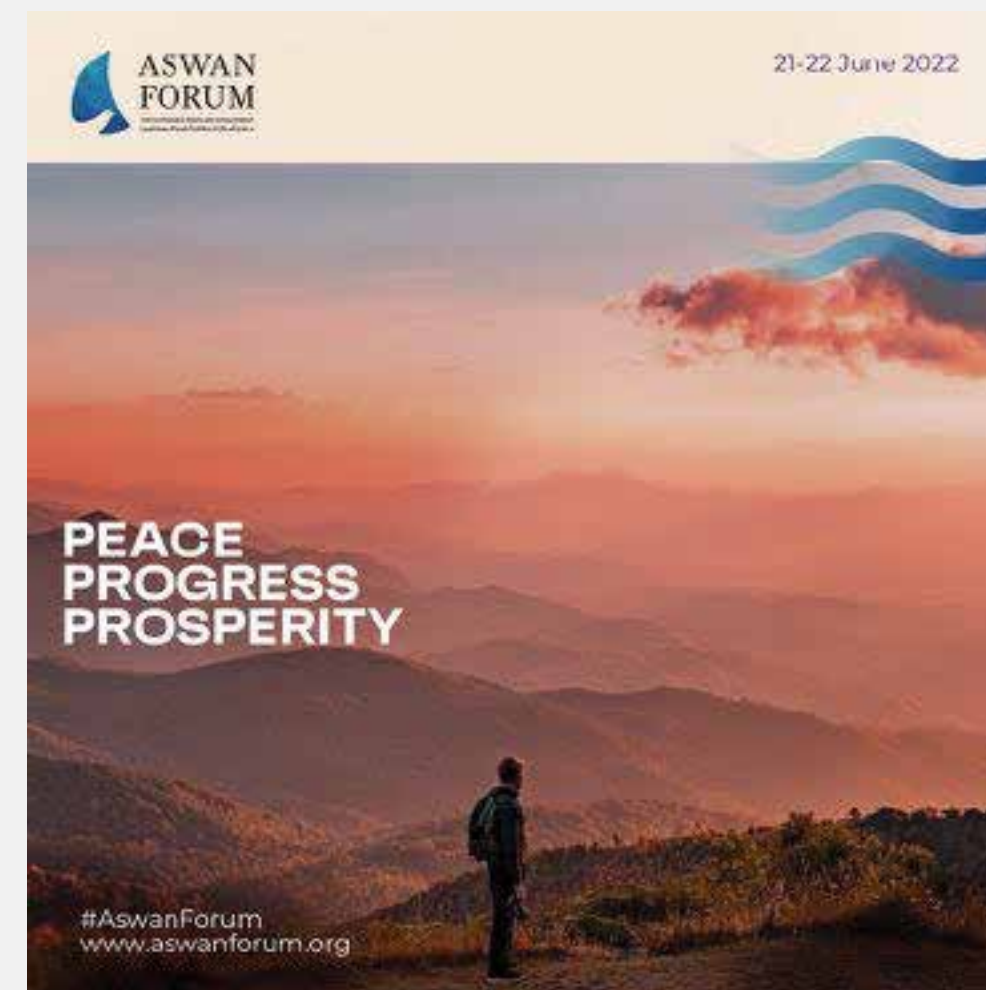
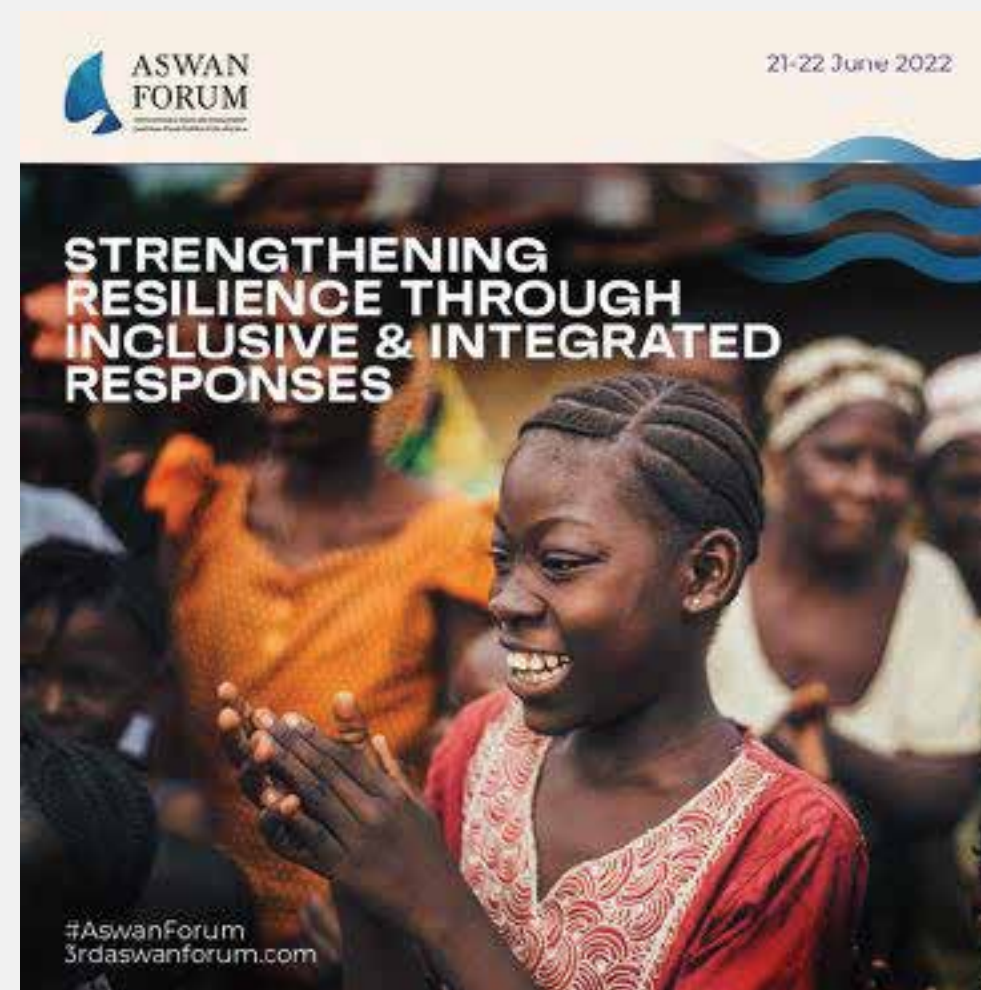
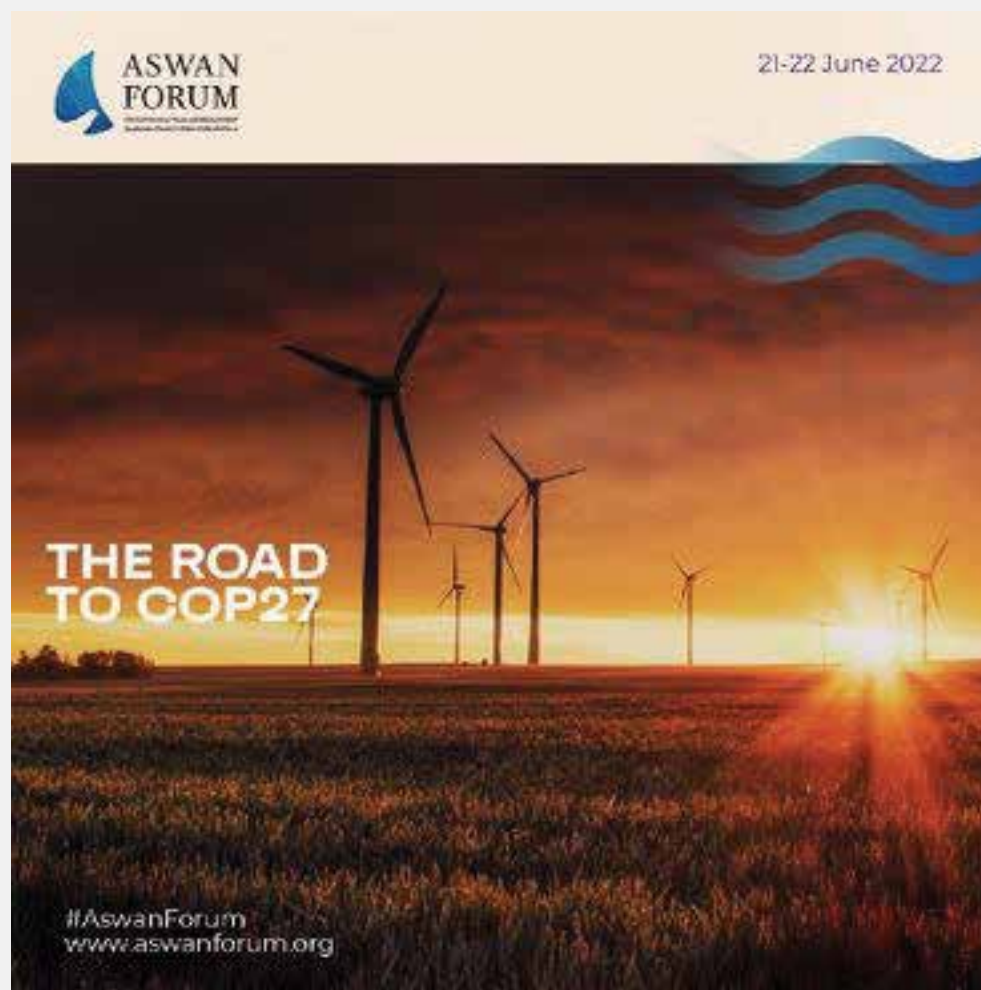
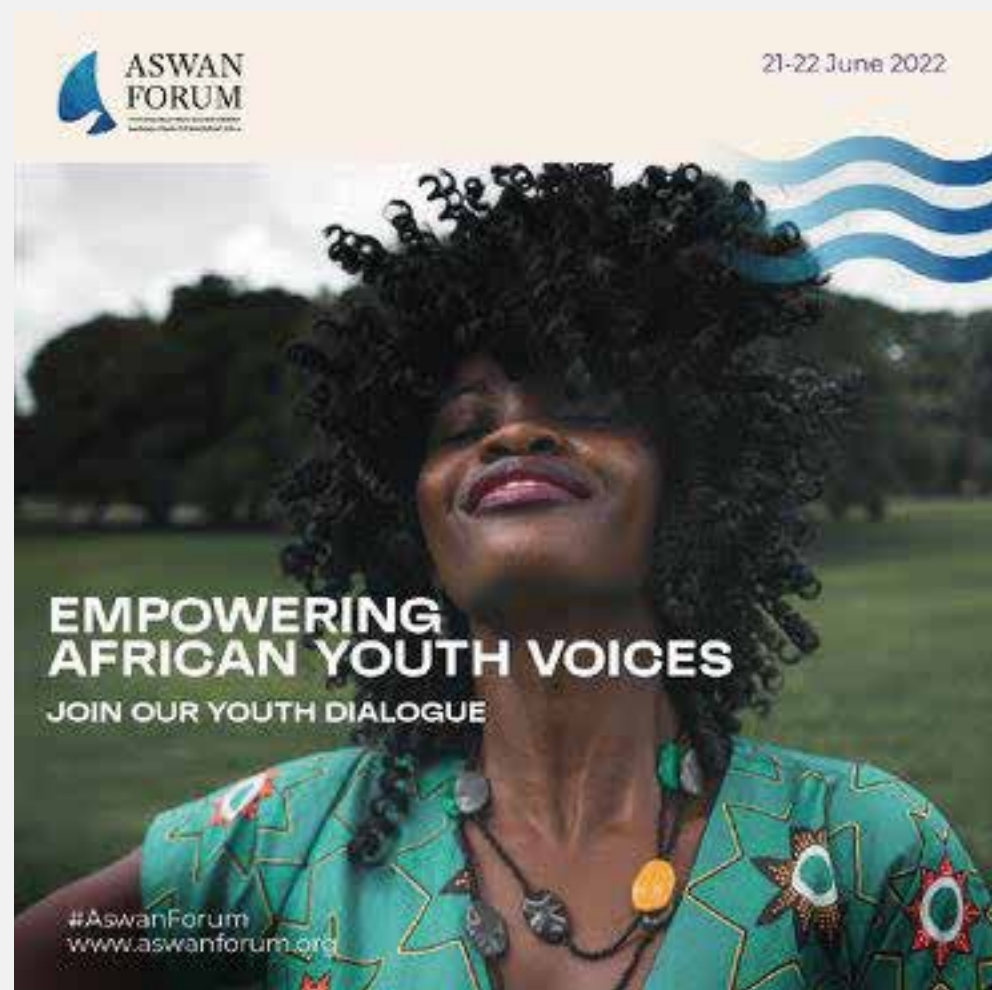
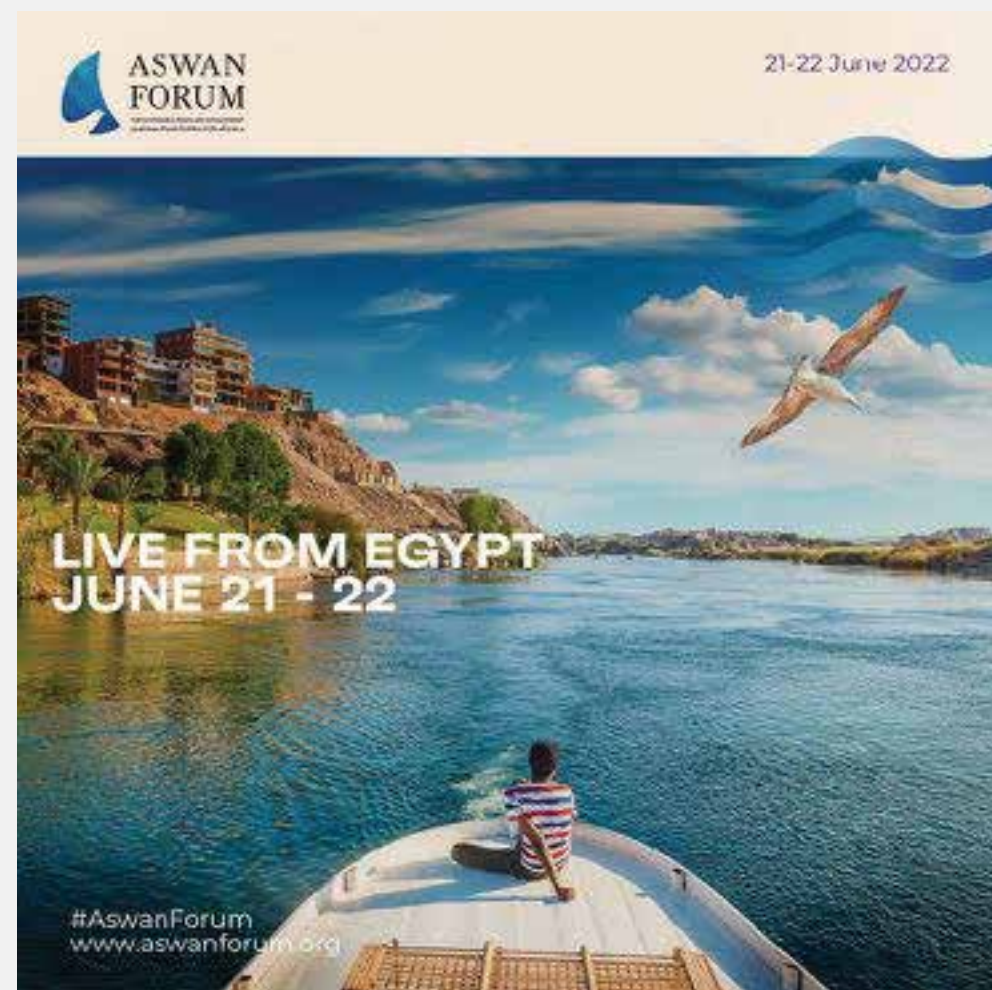


CREATING GROWTH THROUGH RELEVANCE.

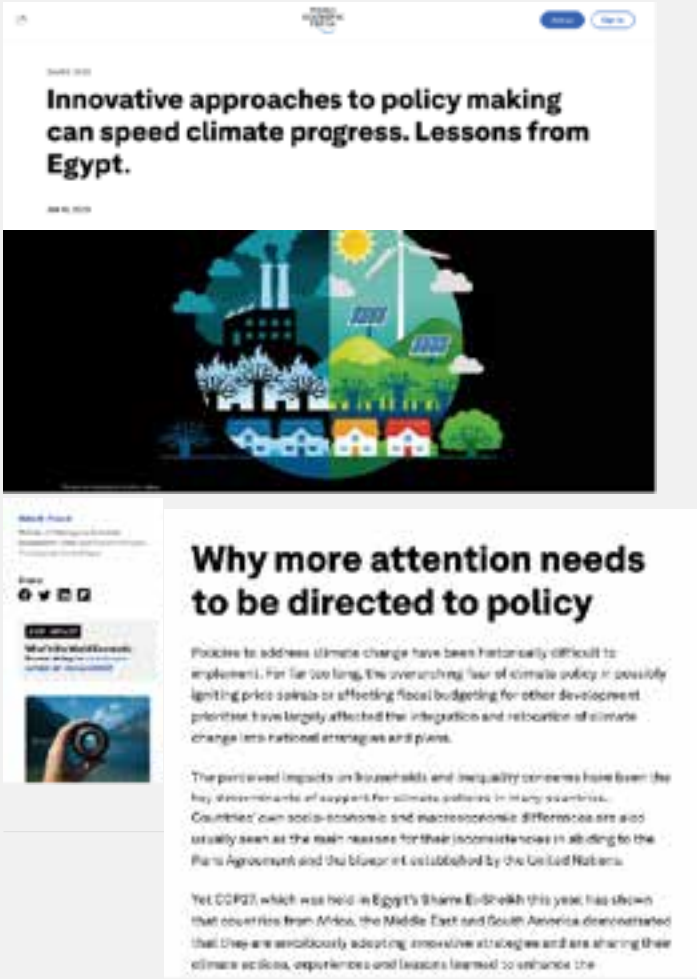
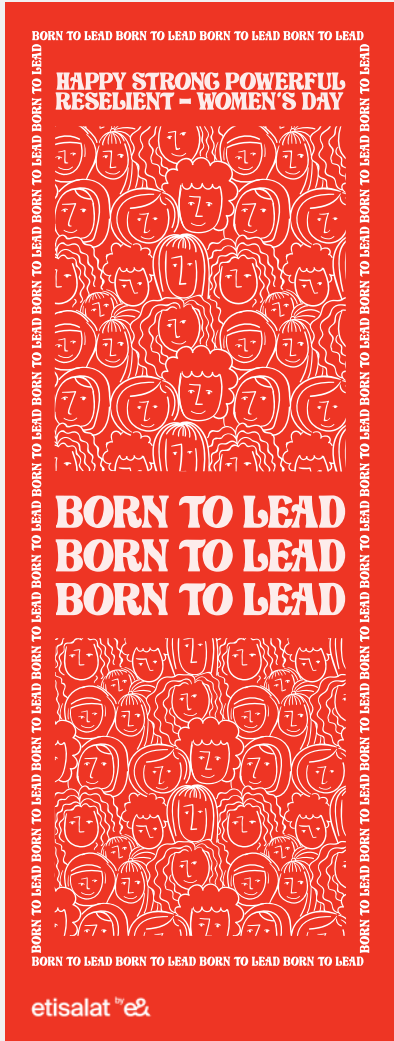


#AswanForum #African #Egypt

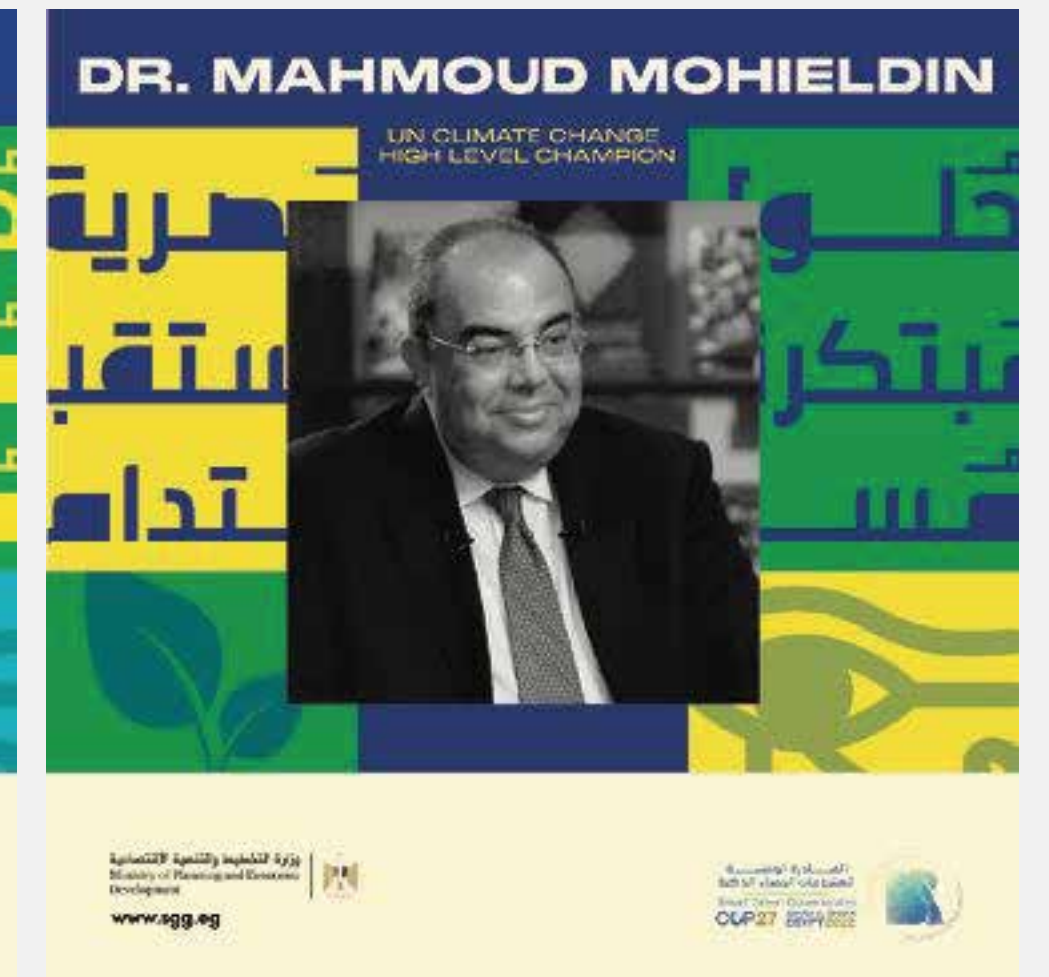
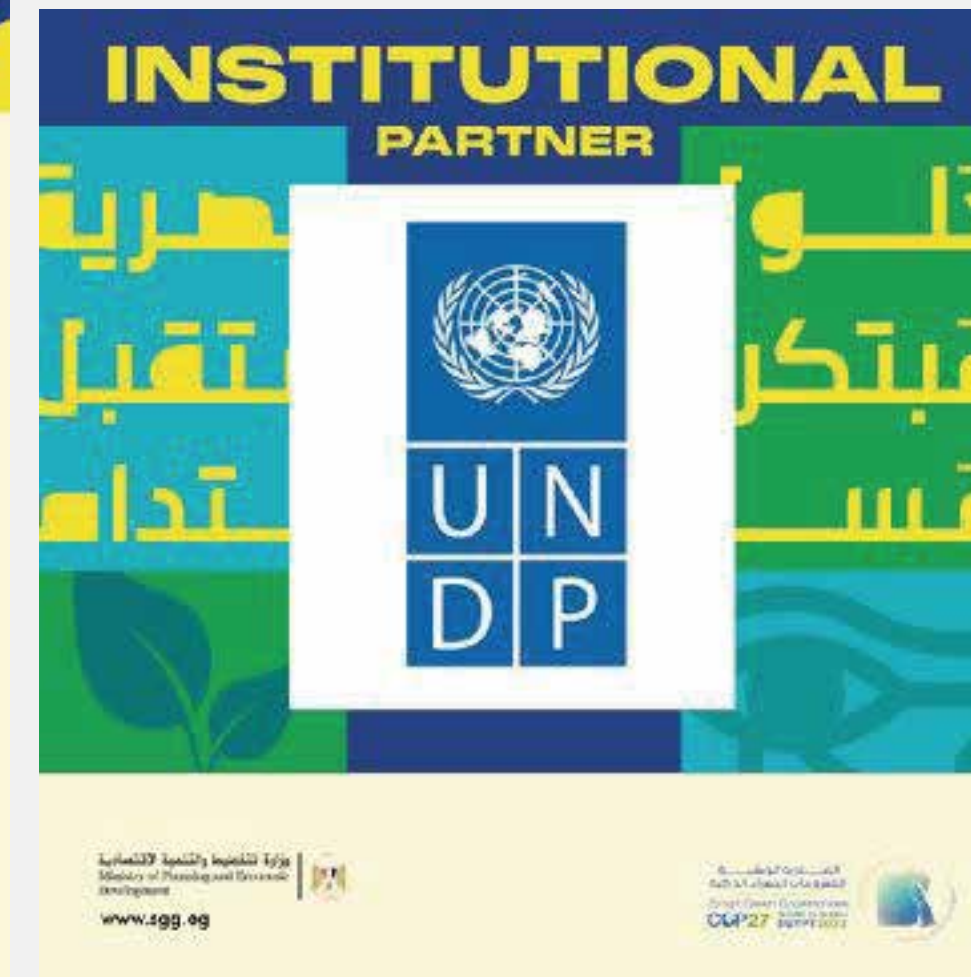
Building the Africa We Want: The 3rd Edition of the Aswan Forum For Sustainable Peace & Development



THOUGHT LEADERSHIP NOT REPUTATION LAUNDERING.

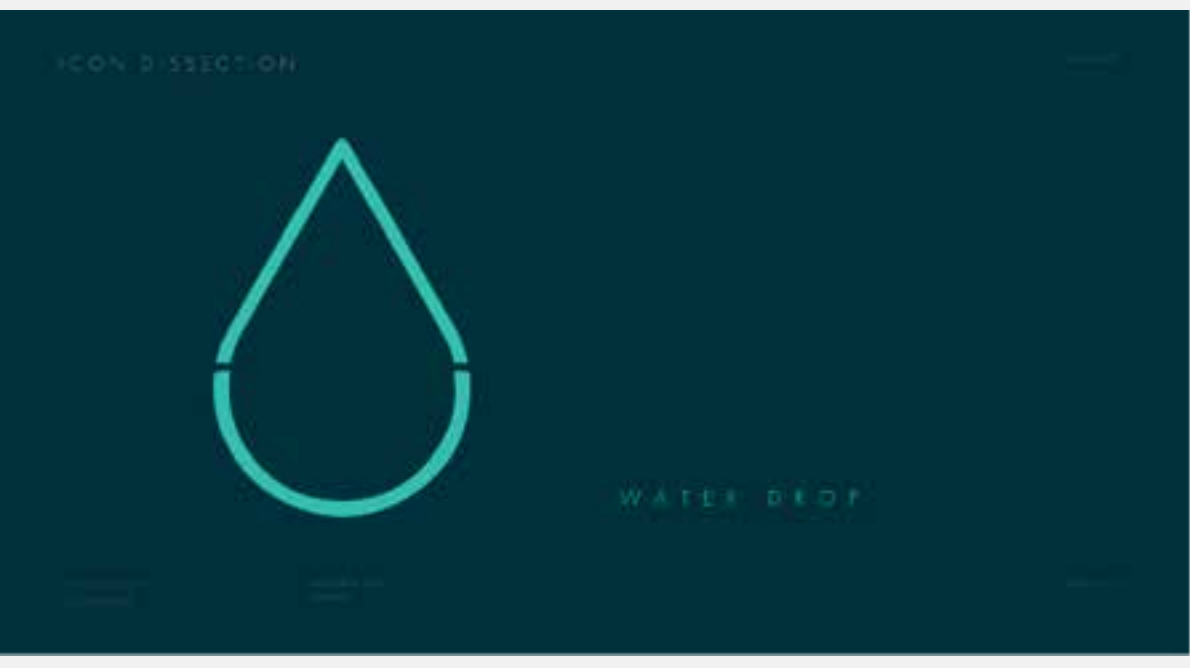
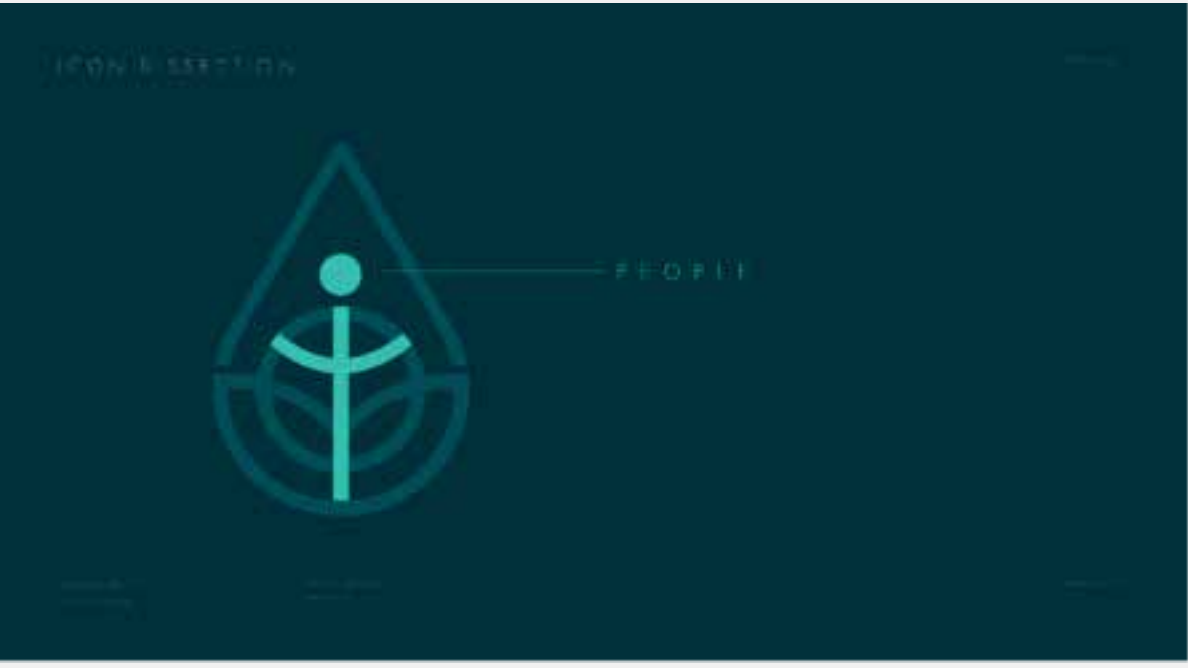


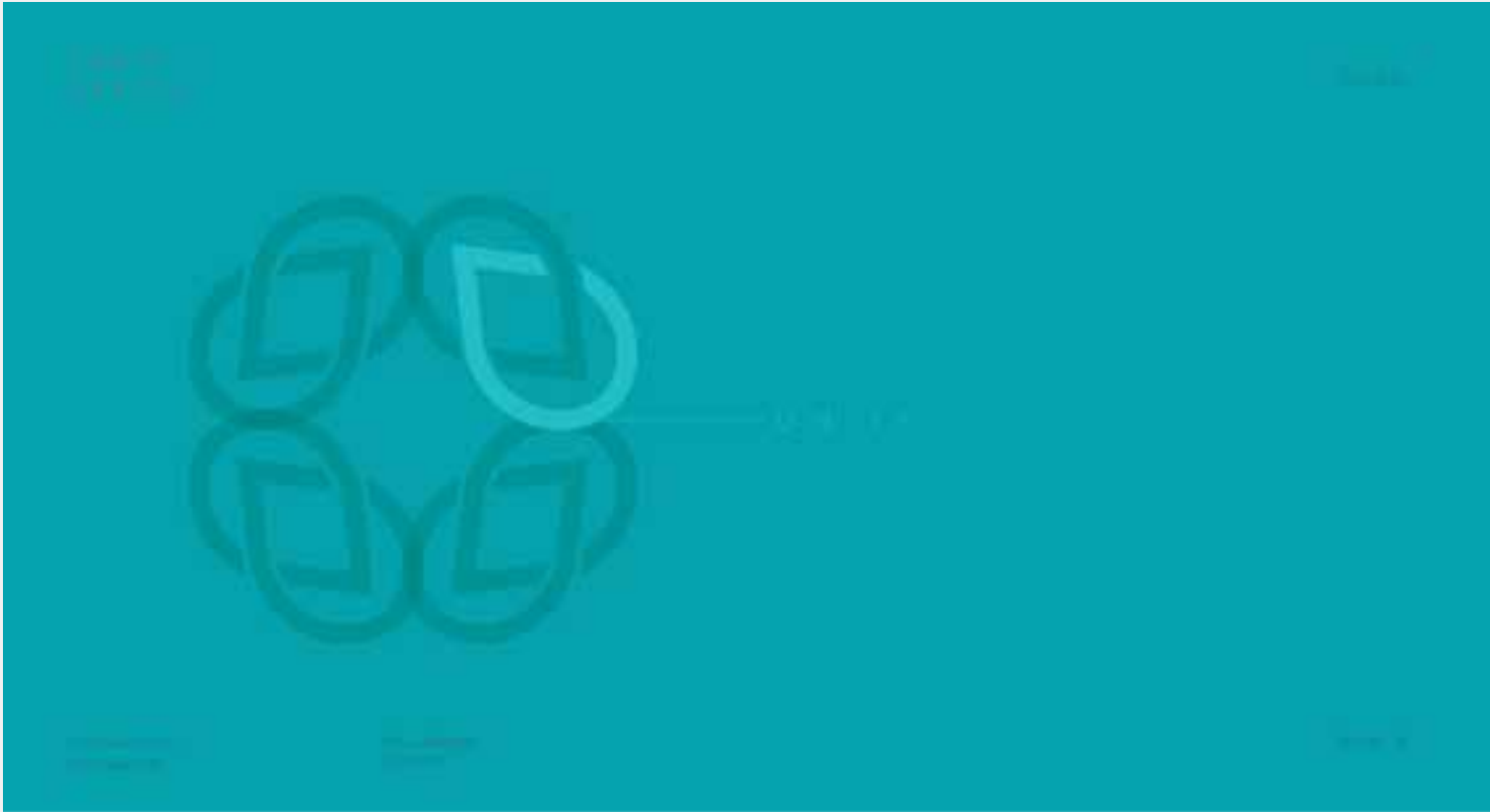
YOUTH-CENTRIC APPROACH FOR AN INITIATIVE BUILT FOR THEM.



A PHYGITAL LEAP FOR A BRAND ON AND OFF THE GROUND.







BUILDING
THE VISUAL &
VERBAL
IDENTITY OF
OUR BRANDS



**Delivering Pharmaceuticals,
Worldwide.**

Contact us for a custom quote.



EGtrans

**Experience
seamless logistics**

with our expertise in sea and air freight.



EGtrans

Simplify your Supply Chain

Your All-in-One Time-Saving Cargo Solution



EGtrans

**Destination:
Kingdom of Saudi Arabia**

From Egypt to the Region,
Unlocking Endless Possibilities.



EGtrans

Happy Earth Day!

Small Steps. Big Impact.



EGtrans

**Breaking Barriers,
Building the Future**

Happy International Women's Day



EGtrans

Ship Globally, Effortlessly.

Get your cargo anywhere, on time.



EGtrans

**FOR PEOPLE.
FOR THE PLANET.**

The International Day
of Clean Energy
26th of January



EGtrans

Your one-stop shop

For Transport and Logistics.



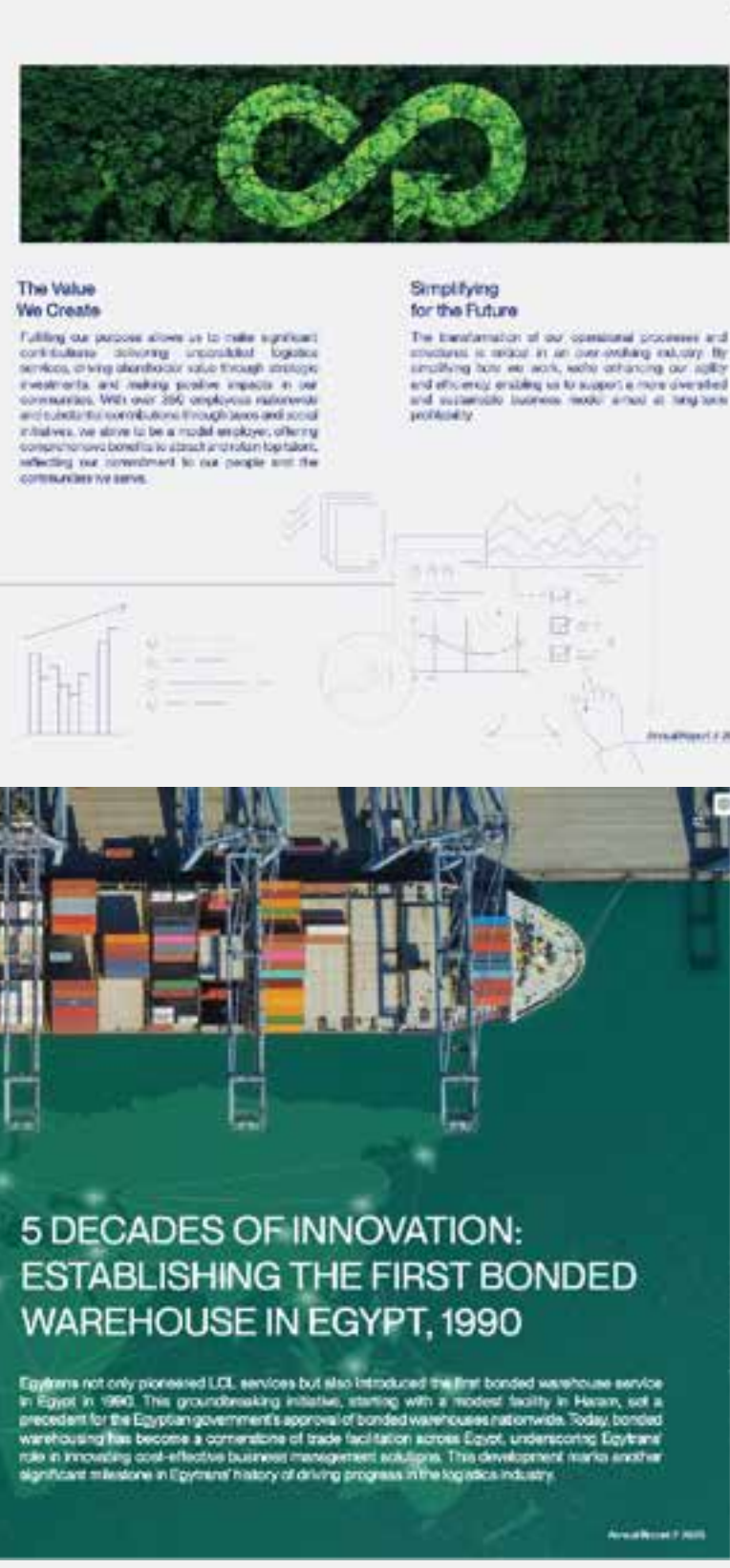
EGtrans

**Egytrans Wishes You
a Happy Eid Al-Fitr.**

May it fill your hearts with joy.



EGtrans



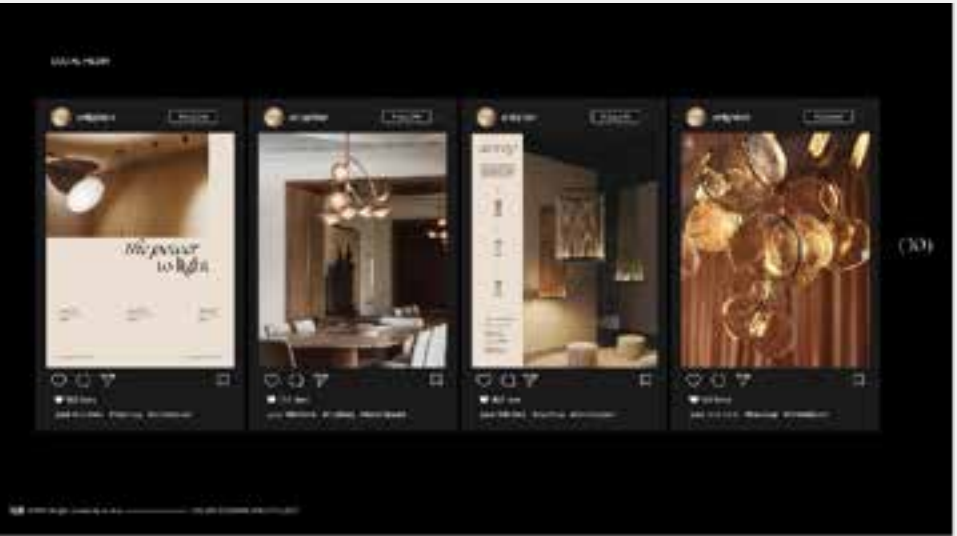
BUILDING
THE VISUAL &
VERBAL
IDENTITY OF
OUR BRANDS

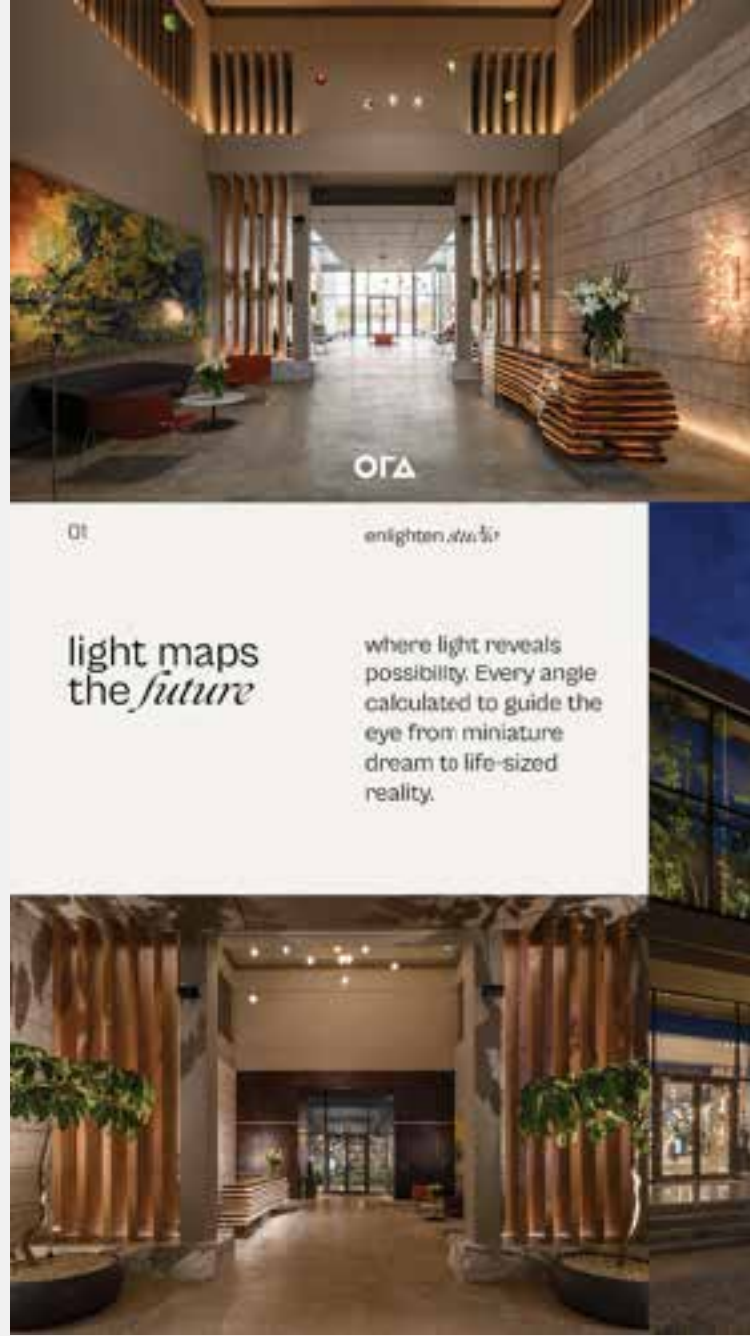


BUILDING
THE VISUAL &
VERBAL
IDENTITY OF
OUR BRANDS



BUILDING THE VISUAL & VERBAL IDENTITY OF OUR BRANDS





WE'RE ALSO
HAVING
ALOT OF FUN
PLAYING WITH
BRANDS.







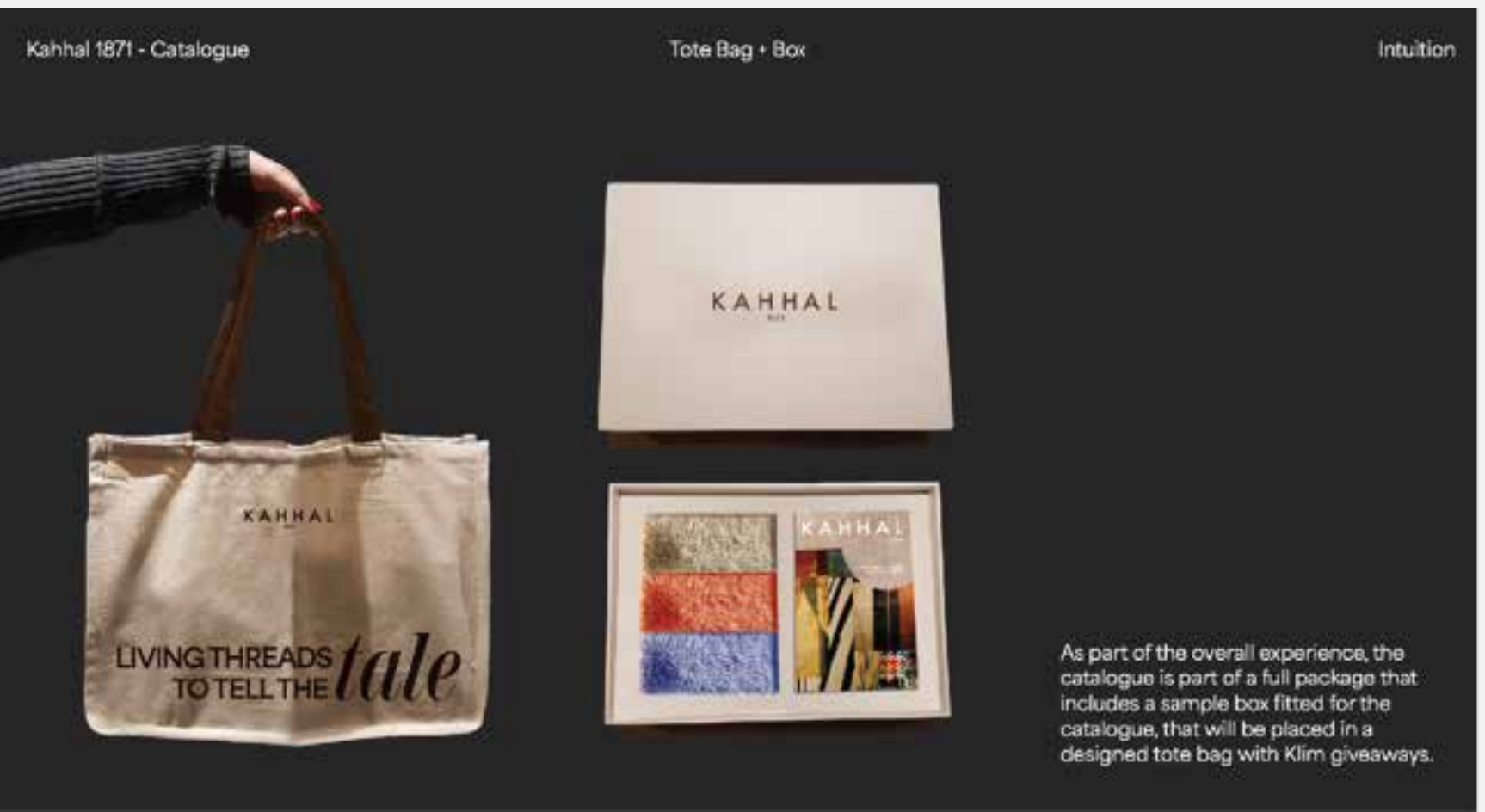




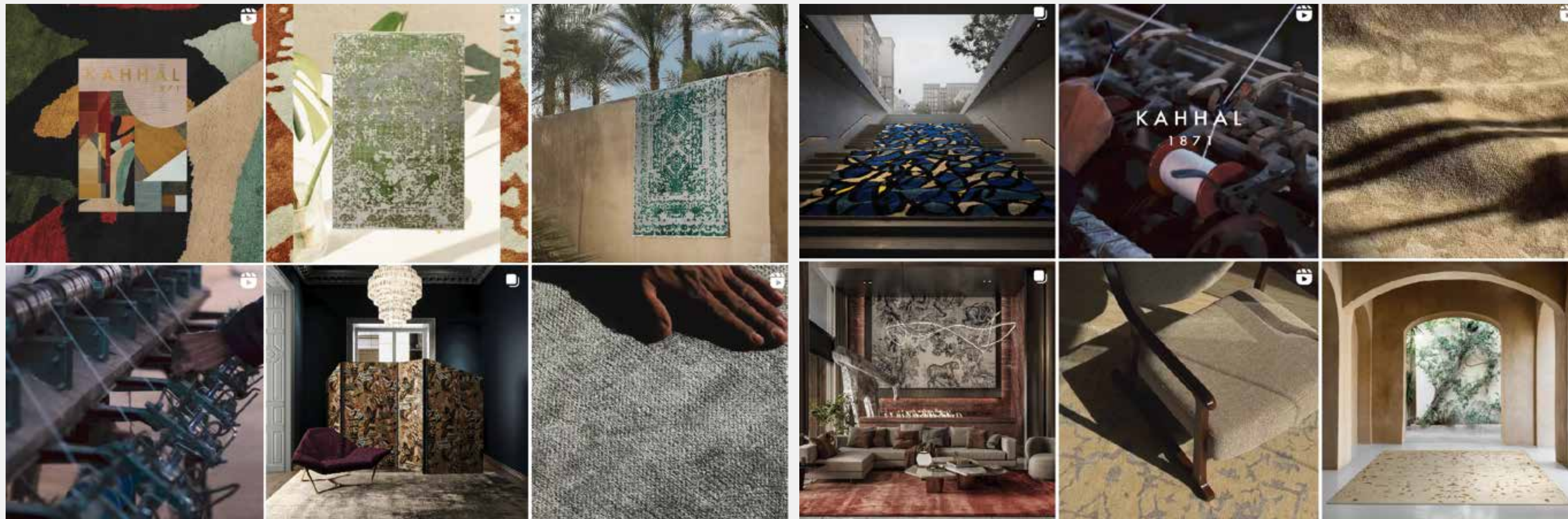




WE'RE ALSO
HAVING
ALOT OF FUN
PLAYING WITH
BRANDS.



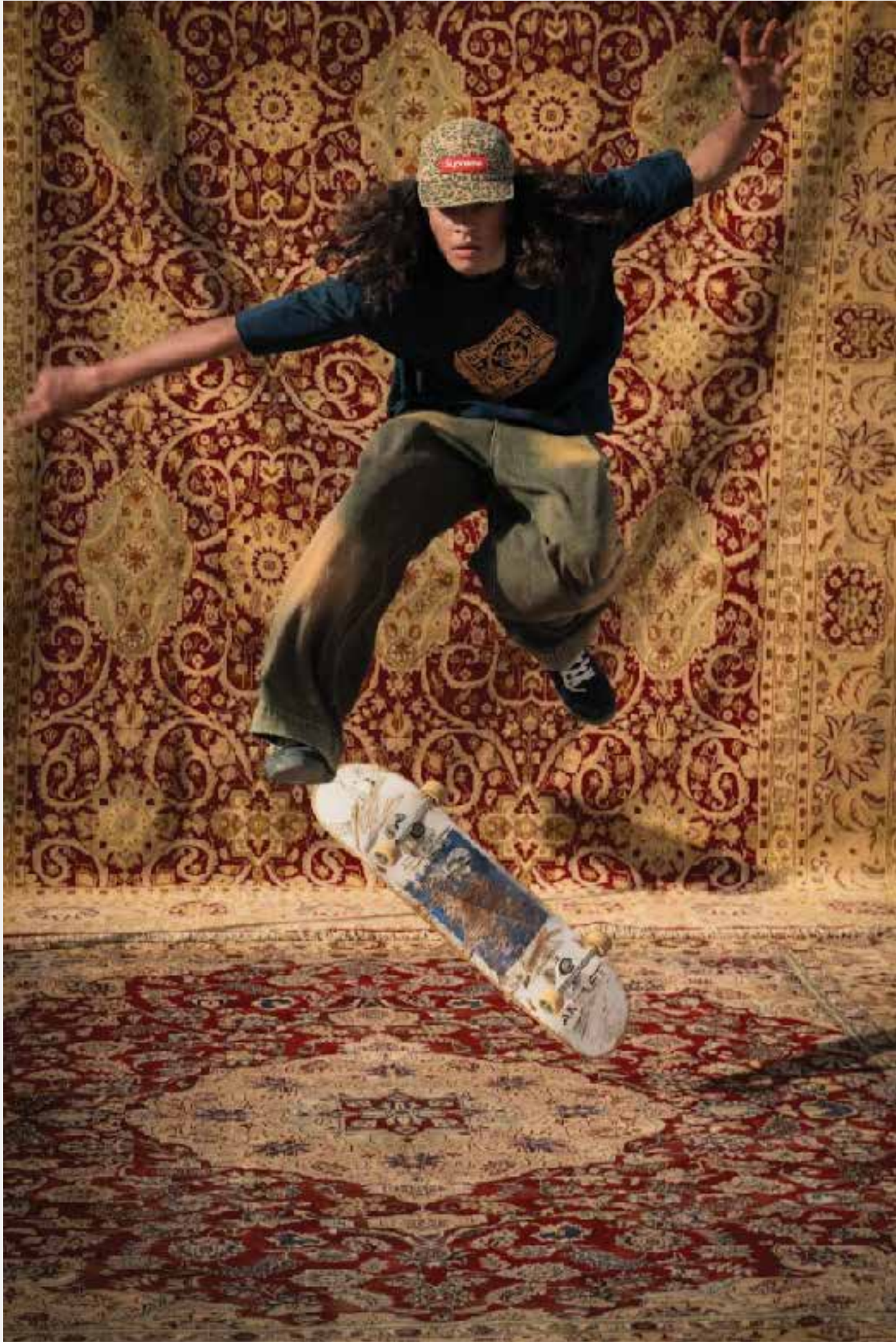
BUILDING ON LEGACY, BUT CURATING A YOUNGER, FRESHER TONE



BUILDING ON LEGACY, BUT CURATING A YOUNGER, FRESHER TONE



CREATING
BRANDS, THAT
LOVE TO
CONNECT



<https://vimeo.com/user13940890>



KHAMSA

Fashion

Life

Culture

Music

People

ARTS, BRAND NEWS, BUSINESS, CULTURE, HOMES

KAHHAL 1871 – 150 YEARS, STILL ROLLING

JULY 4, 2025



marie claire

Maison

DESIGN

150 Years Still Rolling



GG

Culture

How Egypt's Oldest Rug Company Is Rolling Into the Future

In its 150th year, Egypt's oldest rug company Kahhal 1871 drops hand-woven heirlooms into a skatepark

By Megan Tenen

September 12, 2025

"I realized that 'heritage' was becoming an overused word, especially in Egypt," says El Kahhal. "We have such an immense history from Ancient Egypt to endless cultural influences, but sometimes that becomes all we focus on. I started questioning how long we would keep celebrating the same stories without adding our own. As a new generation, I asked myself: how do we leave our mark, stay relevant, and keep evolving?"



Courtesy Kahhal

Middle East

campaign

Kahhal 1871, 150 Years Still Rolling campaign sparks dialogue

Hiba Faisal

Kahhal 1871's latest campaign places handcrafted rugs in skate parks, redefining heritage through youth culture and sparking global dialogue.

Impact across generations

Young Audiences (18-35) organic shared the campaign which exceeded projections by 250 per cent. Established audiences (35+) initially resisted the campaign, which later evolved into engagement. The controversy became a conversation starter, families debating tradition vs. evolution. This resulted into several clients specifically requesting the classic heritage rugs for their homes.

Beyond the target demographic, Gen Alpha (14-17) emerged as unexpected demographic from the campaign. TikTok analytics showed 65 per cent increase in organic shares came from users under 18, with a full view view rate of 57.5 per cent.

Post-launch, the campaign's also attracted unexpected platform partnerships. Mad About Rug, a popular digital platform for rug enthusiasts approached Kahhal 1871 to feature the film. This collaboration extended the campaign's reach into the global collector community.

15 per cent increase in showroom Traffic in visitors aged 25-35 within the first month. Time spent in showroom increased from average 25 minutes to 48 minutes, with younger visitors actively discussing craft processes.

20 per cent rise in sales inquiries and rug consultations. 2.3M impressions across platforms which was organic reach, with minimal media spend (1,500 USD) with the engagement rate being 8.7 per cent (industry average: 2.3 per cent for luxury brands)

With a production investment of \$6,000, the campaign generated high media value and influenced 15-20 per cent increase in sales within 90 days, proving that cultural relevance drives commercial success.

Credits:

Brand: Kahhal 1871

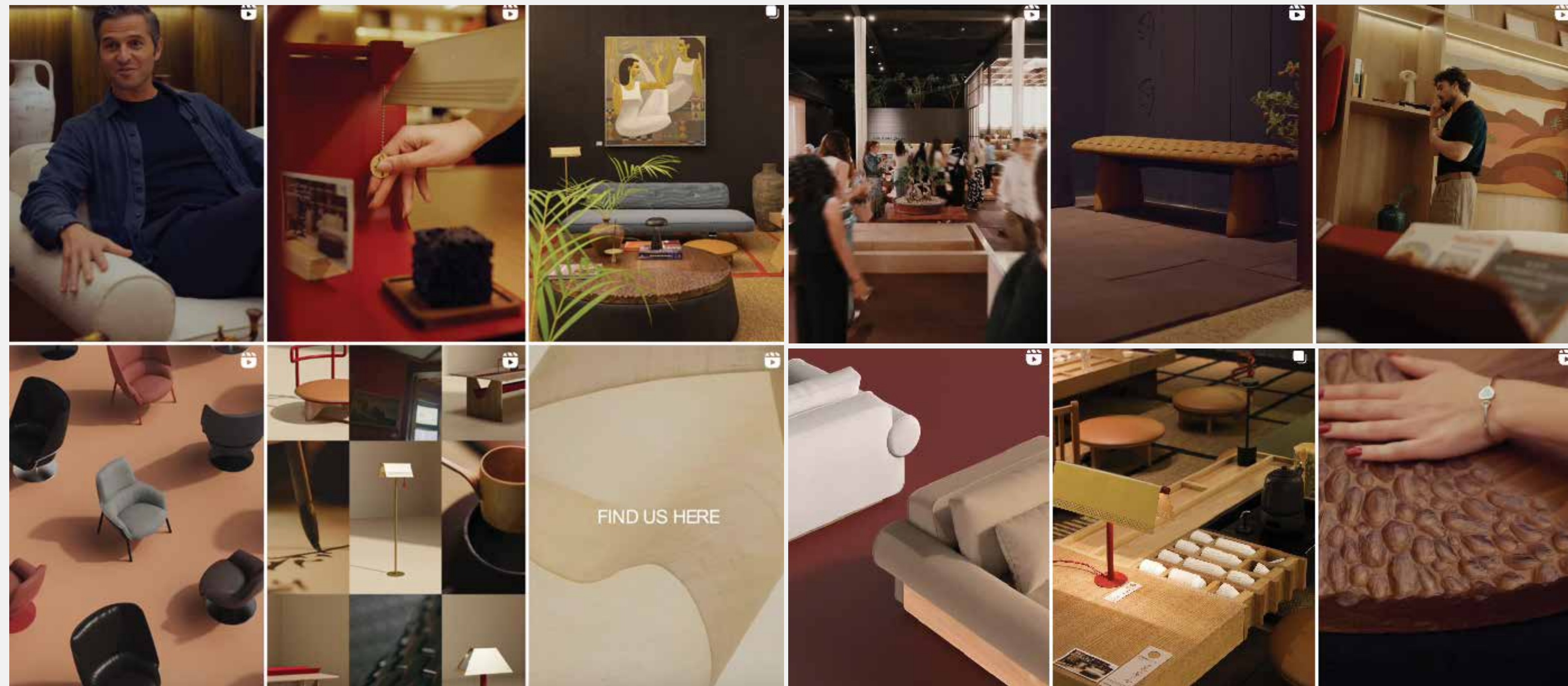
Brand Director: Mohamed El Kahhal

Head of Brand Development and Client Relations: Melouk Mekhtar

Advertising Agency: Intuition, Cairo, Egypt

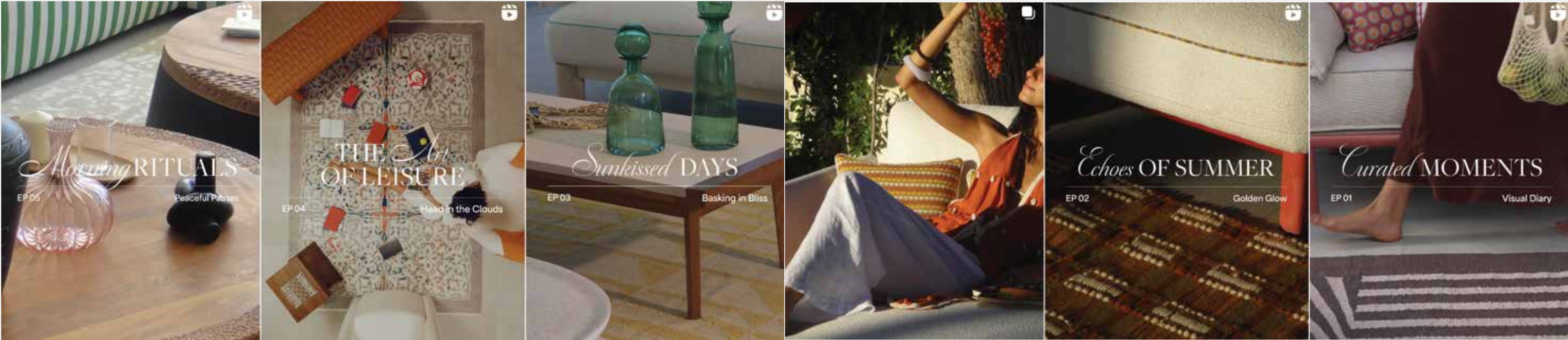
ELEVATING A BRANDS ONLINE PRESENCE

mobica.



TELLING
THE
STORIES OF
SPACE NOT
FURNITURE

mobica.



SPACES
FOR
LIFE

mobica.

SPACES FOR LIVING

LIVE

THE PERSONAL SANCTUARY

Residential and hospitality spaces demand furniture that adapts to the rhythms of daily life while maintaining aesthetic coherence. Our living solutions blur the boundaries between form and function, creating pieces that serve without sacrificing beauty. Each piece is designed to age gracefully, gaining character rather than showing wear.

THE ARCHITECTURE OF LIVING

Spaces.
Spaces.

Spaces that move,
spaces to live,
spaces to feel

Spaces that work harder

Spaces that restore

When Mohamed Farouk took the helm of his family's manufacturing empire in the 1990s, he promised to transform mobica into something unprecedented, an Egyptian manufacturer that would define how the Middle East experiences space. Today, we are the furniture infrastructure of an entire region. The extra production line, the unexpected partnership, the solution no one else will attempt.

MOBICA IS WILLFULLY AMBITIOUS.

We produce 87,000 units monthly because we can.

We partner with global manufacturers because excellence recognizes excellence.

We furnish homes, hotels, offices, schools and hospitals because we understand each environment's distinct language.

Our collection spans from precision-engineered medical equipment to hand-finished hospitality pieces, always delivered with the technical mastery that comes from 40 years of manufacturing leadership.

itii

REVAMPING A LEGACY HOSPITALITY BRAND FOR THE FUTURE





BUILDING
STORIES FOR
A CAUSE.

etisalat by e2

ONLY YOU CAN
HELP CHANGE THAT.
We are fully committed to providing a
bullying and harassment-free workplace.

“ I feel uncomfortable when I
receive personal texts after work
and when I receive constant
remarks and comments on my
appearance at the workplace . ”

SpeakUp@etisalat.com

etisalat by e2

ONLY YOU CAN
HELP CHANGE THAT.
We are fully committed to providing a
bullying and harassment-free workplace.

77% of people globally report
long hours as a major risk factor
leading to higher levels of stress,
anxiety and lower productivity.

etisalat

ONLY YOU CAN
HELP CHANGE THAT.
We are fully committed to providing a
bullying and harassment-free workplace.

“ My colleagues do work due to
pressure, but... stress and
up being picked on and
regularly criticised. ”

etisalat

etisalat by e2

WORKPLACE BULLYING
& HARASSMENT
DO'S & DON'TS

At Etisalat (Spcom) LLC, we always strive to create a diverse and
inclusive work environment, reinforce business and up the sense of
belonging, starting from within.

We are committed to creating a safe and harmonious workplace
where everyone respects each other and we encourage you to do the
same. We are committed to our company values and act in professional conduct.

We are certain that our bullying and harassment campaign has
been effective in creating a safe, secure and a more positive workplace
environment, if you can help change that.

ONLY YOU CAN
HELP CHANGE THAT.

SpeakUp@etisalat.com

etisalat by e2

ONLY YOU CAN
HELP CHANGE THAT.

Bathroom
['ba:θ ,ru:m]

A place to dispose everything *but* your feelings.

If you've experienced any bullying or harassment,
talk to us through **SpeakUp@etisalat.com**



Moments of Appreciation

e2 recognition week:
Thank You for Going Above and Beyond

#AppreciateEveryMilestone



Days of Appreciation

e2 recognition week:
Thank You for Going Above and Beyond

#AppreciateEveryMilestone



Hours of Appreciation

e2 recognition week:
Thank You for Going Above and Beyond

#AppreciateEveryMilestone

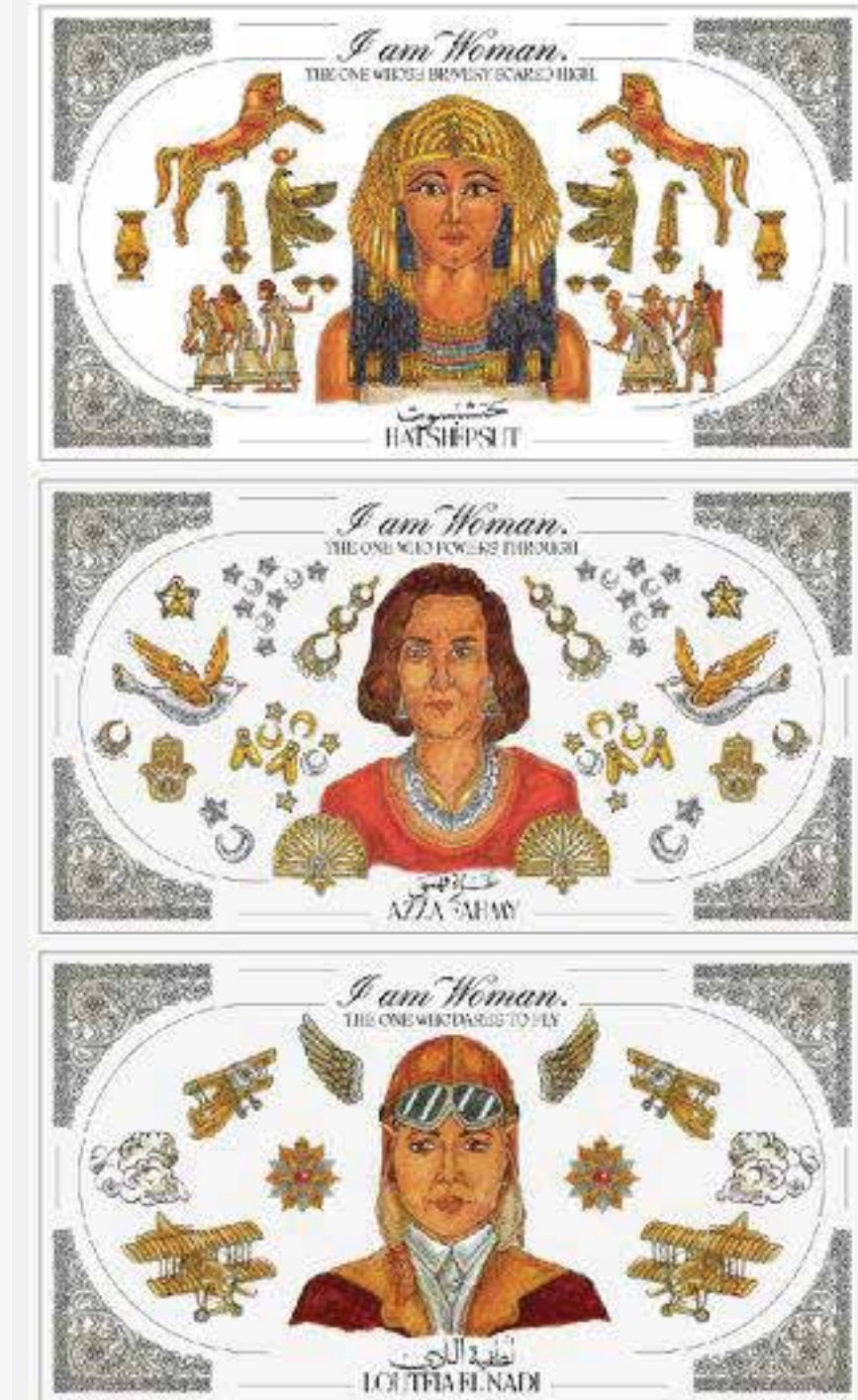
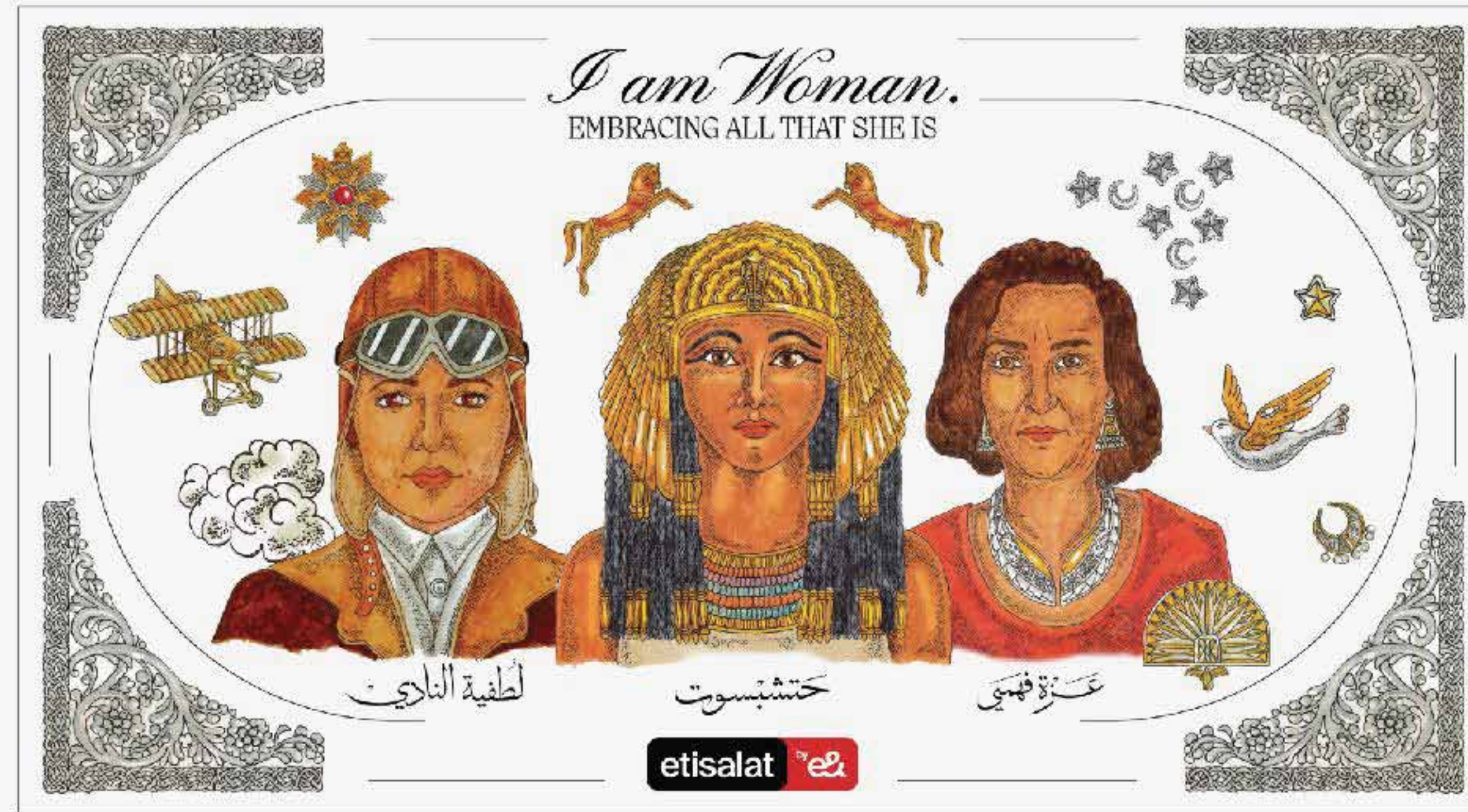


Be Part of Gen e2
Explore and Write Your Own Summer Story!



etisalat **e2**

SHEDDING LIGHT ON THE IMPORTANCE OF DIVERSITY & INCLUSION.



BRINGING
CORPORATE
CLOSER TO
HUMANS.

I AM CONFIDENT IN MY SKILLS AND ABILITIES

TO EXCEL IN MY WORK.

etisalat 

AGILITY COLLABORATION LEADERSHIP CUSTOMER CENTRICITY

CUSTOMER CENTRICITY

etisalat  OUR VALUES

AGILITY COLLABORATION LEADERSHIP CUSTOMER CENTRICITY

COLLABORATION

WE EXIST TO SERVE OUR CUSTOMERS.

etisalat  OUR VALUES

AGILITY COLLABORATION LEADERSHIP CUSTOMER CENTRICITY

AGILITY

WE WE ARE ALERT, FAST AND INNOVATIVE

etisalat  OUR VALUES

AGILITY COLLABORATION LEADERSHIP CUSTOMER CENTRICITY

CUSTOMER CENTRICITY

THE MOST IMPORTANT SINGLE THING IS TO FOCUS OBSESSIVELY ON THE CUSTOMER

etisalat  OUR VALUES

STAY STRESS FREE AND PROTECT YOUR ENERGY!

REMINDER: TAKE SOME "ME TIME"

SOAK UP THE SUNLIGHT

DATE WITH A PLANT

TALK TO A FRIEND

ENJOY SOME PINKUDDLES

WRITE YOUR HEART OUT

etisalat  MAINTAIN WORK LIFE BALANCE

I CHOOSE PEACE

OVER PERFECTION

etisalat 

AGILITY COLLABORATION LEADERSHIP CUSTOMER CENTRICITY

LEADERSHIP

LEADERS BECOME GREAT, NOT BECAUSE OF THEIR POWER BUT BECAUSE OF THEIR ABILITY TO EMPOWER

etisalat  OUR VALUES

AGILITY COLLABORATION LEADERSHIP CUSTOMER CENTRICITY

LEADERSHIP

WE ADMIT MISTAKES AND LEARN FROM THEM.

etisalat  OUR VALUES

AGILITY COLLABORATION LEADERSHIP CUSTOMER CENTRICITY

AGILITY

WE EMBRACE AGILITY AS ONE OF OUR CORE VALUES

etisalat  OUR VALUES

AGILITY COLLABORATION LEADERSHIP CUSTOMER CENTRICITY

COLLABORATION

WE EMBRACE COLLABORATION AS ONE OF OUR CORE VALUES

etisalat  OUR VALUES

5 STRESS-BUSTING TECHNIQUES FOR A HAPPIER YOU!

AND THE WINNER IS YOUR JOURNAL "YOUR CHOICES"

LISTEN TO "CALMING MUSIC"

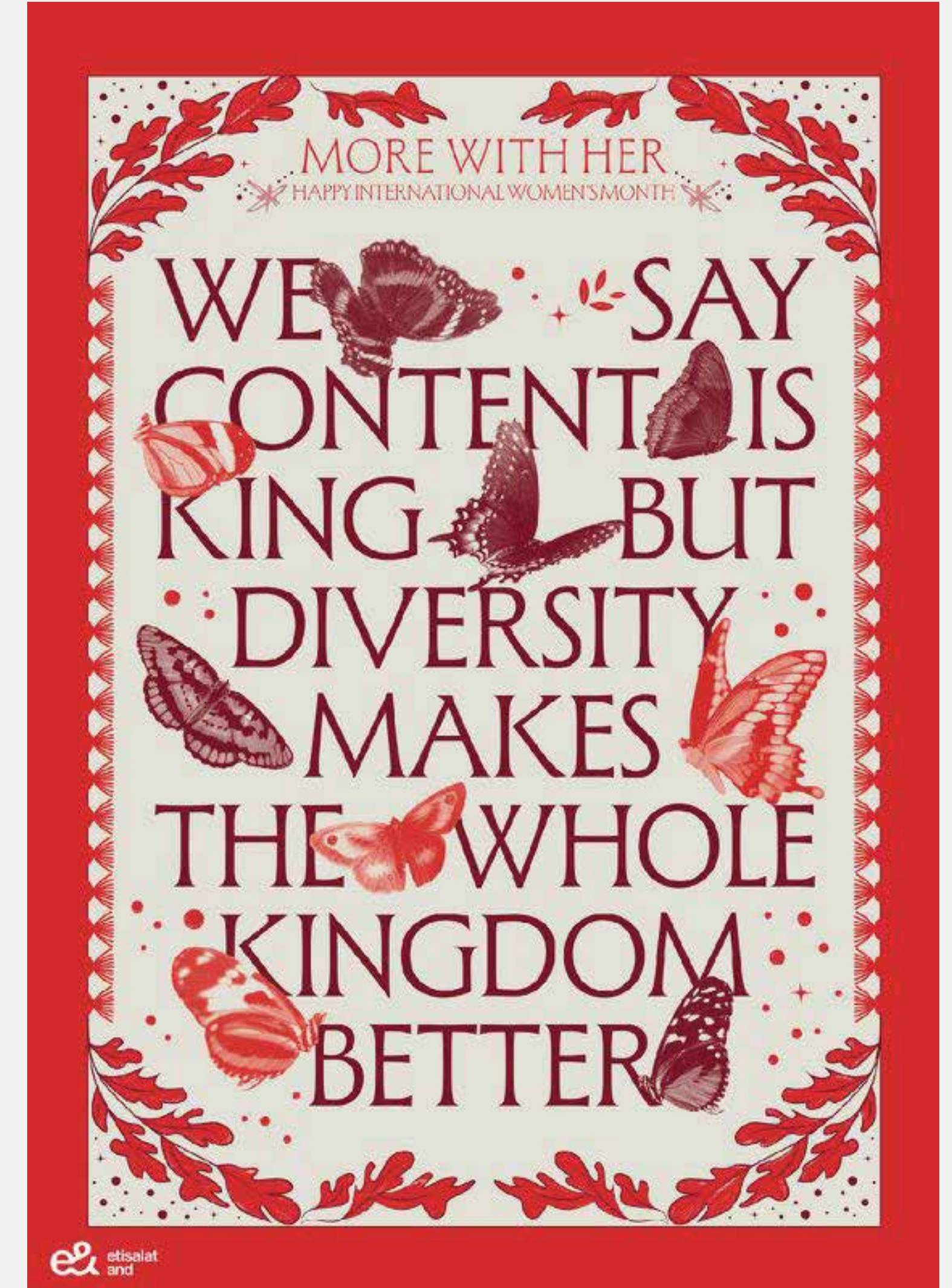
TAKE A DEEP BREATH

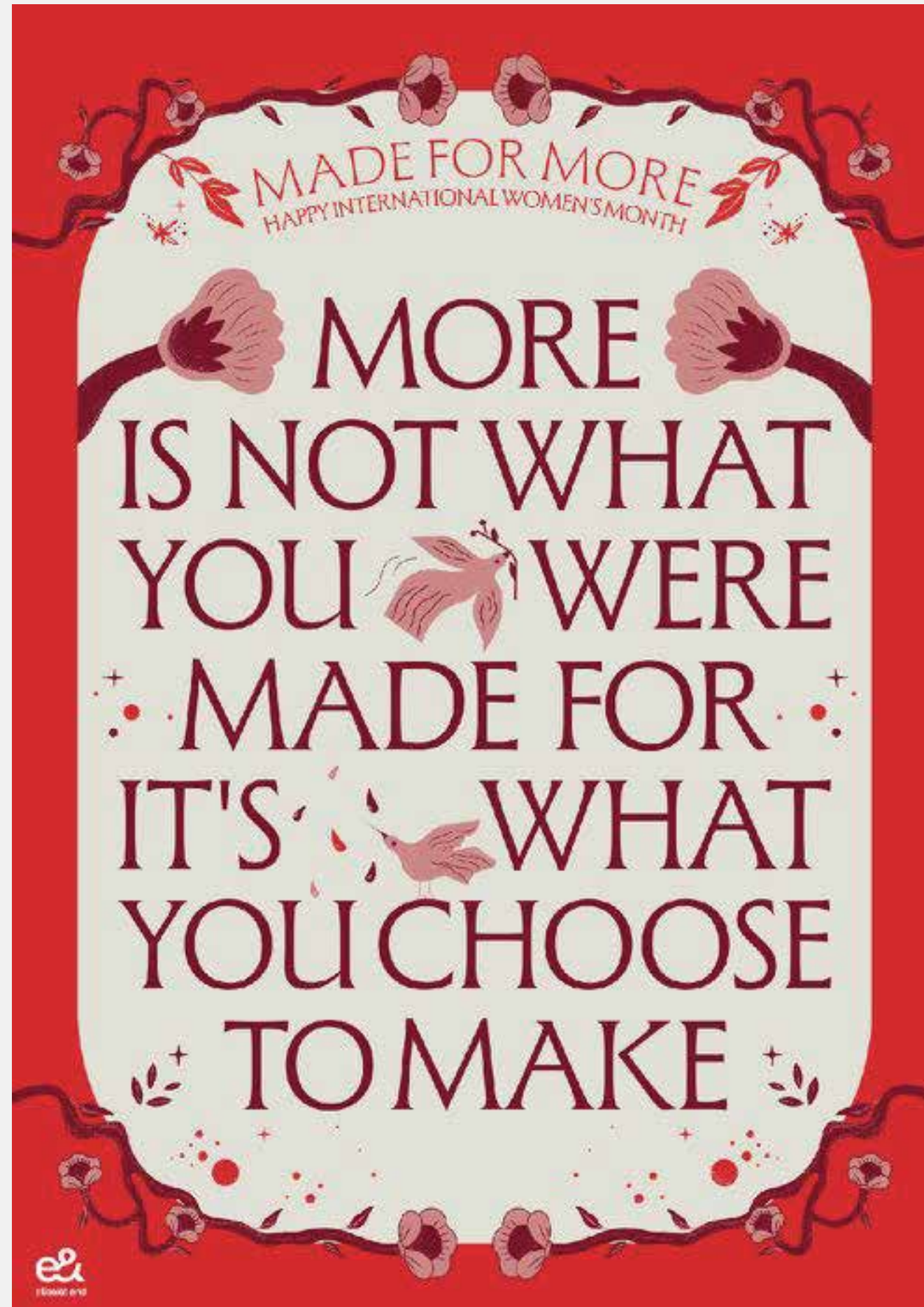
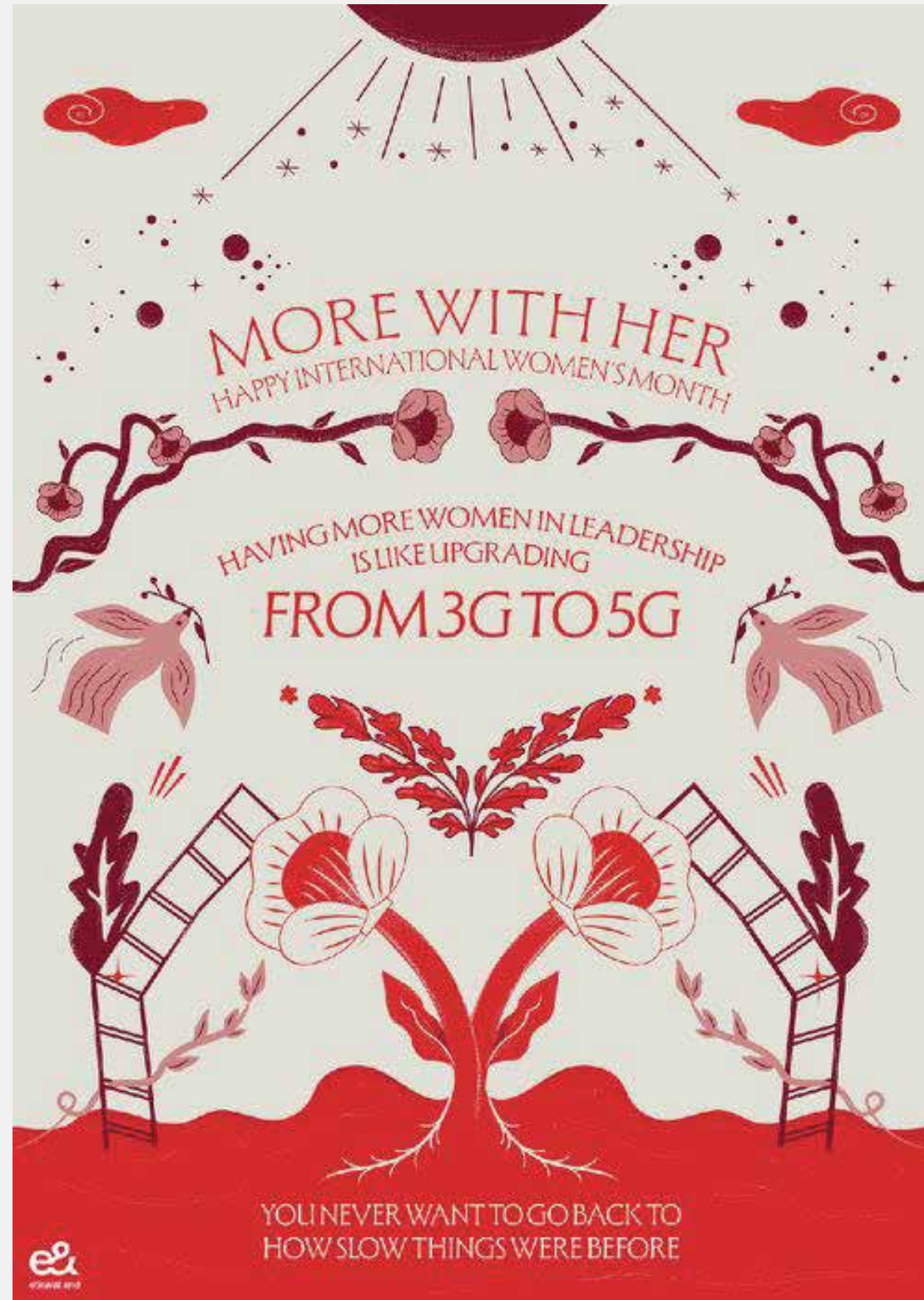
LET LOOSE & STRETCH A LITTLE

STRETCH & STRETCH

etisalat  MAINTAIN WORK LIFE BALANCE

**EVERY YEAR A
DIFFERENT CONCEPT,
DIFFERENT PURPOSE
TO CELEBRATE
WOMEN**





CHAPTER/ 02

OUR APPROACH

what our partnership aims to do...

**Investing in the entire
journey, from awareness to
authority and advocacy.**

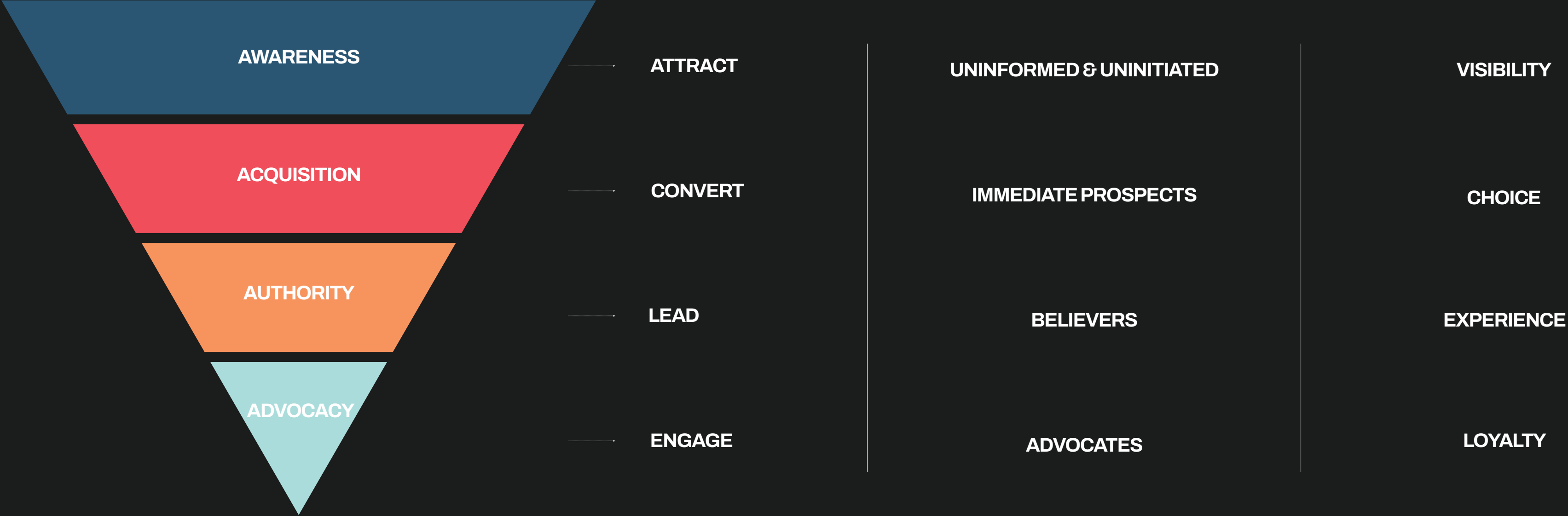
**With a
focus on**

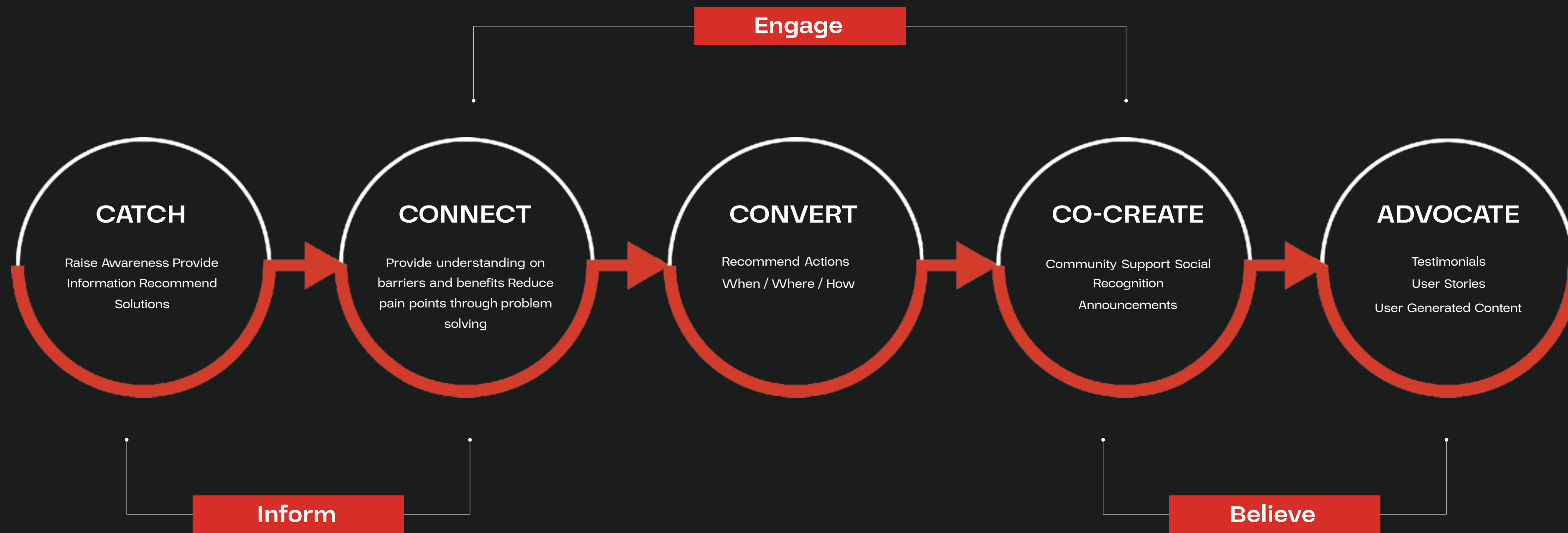
**Powerful
Storytelling** +

Community +
Building

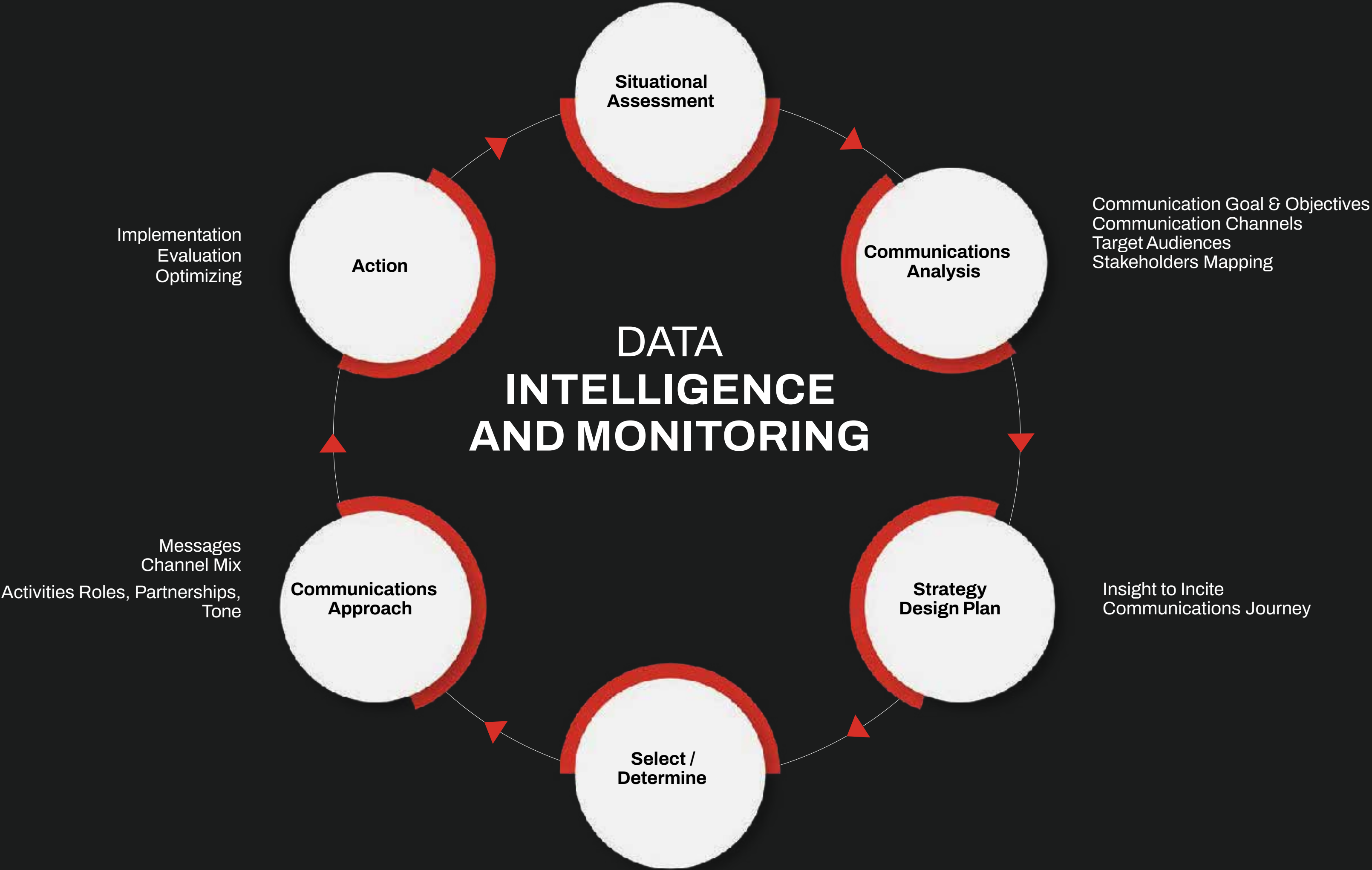
**Experiential
Branding**

**Working
across
the funnel.**





Through
the ACADA Model.



**NOW
LET US GET
OUR STORY
RIGHT.**

the power to build

WE EXIST BECAUSE WE BELIEVE IN BEING THE CATALYSTS FOR POSITIVE CHANGE, SUPPORTING BRANDS WITH PURPOSEFUL STRATEGY AND EFFECTIVE, INTEGRATED PLAN FOR IMPLEMENTATION. YES, WE TELL STORIES, BUT WE DO IT BY UNDERSTANDING THE BUSINESS, THE INDUSTRY AND THE PEOPLE WE ARE TALKING TO.

intuition