



WHITE SQUARE

ADVERTISING AGENCY

Creativity That Performs

W
W
S

Presentation Agenda

Who we are.

What we do.

CSF (Critical Success Factors).

Our Mission Statement.

Corporate objectives.

Why we are successful.

Our Location, Branches and production units.

Short list of our clients.

The background is a black and white photograph of several people in business attire. A person in a light-colored blazer has their arms crossed in the center. To the left, a person in a dark suit is partially visible. To the right, a person in a striped shirt is visible. Large, white, stylized letters "W", "S", and "Q" are overlaid on the right side of the image.

Who we are



We Are Brand Architects.

We Create Brands.

We Build Businesses.

We Establish Legacies.

We do what traditional advertising , marketing,
public relations and digital.agencies cannot;
enhance brand resonance, catalyze brand
engagement and optimize brand advocacy.

WWS



We are the point where insight meets execution and we bridge the divide between what a brand is now and what it could be in the future.

We are strategic.

We are creative.

We are tactical.

We are white square.



WHAT WE DO

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Marketing Activities:

Marketing Consultancy.

Market Researches and Analysis.

Strategic and Tactical Marketing Plans.

Marketing plan implementation.

Advertising/Media Activities:

Media Plan.

Media Buying.

Media Plan implementation.

Media Production.

Media Application.

Events :

Events management and organizing

Communication tools:

Clients' below-the-line needs.

Clients' above-the-line needs.

WS



CRITICAL SUCCESS FACTOR

Clients connectivity and continuity.

Productivity and Quality control.

Implementation of High Technology and high Performance.

Dimensional growth.

Time / job accuracy and proficiency.

WWS

Mission Statement

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To guide our clients through this era of marketing changes in Egypt, through marketing/advertising/communication.

activities and services offered by WHITE SQUARE advertising Agency , ensuring to deliver the best quality on an efficient and effective way, to what best suits and fulfill the clients' needs.

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CORPORATE OBJECTIVES

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Best service quality:

By quality control and auditing, we can reach the best service quality goal, through pre-designed quality assurance programs and procedures.

Clients Needs:

To fulfill our client's needs, we collect data making surveys and research, finding solutions, using opportunities and creating concepts. This guarantees our clients satisfaction taking into consideration time and cost constraints.

WWS



Marketing and Advertising Development.

White Square Agency is focused on serving 4 main elements:

customers, employees, owners, and our community.

Every decision we take and every action.

we makes aimed to serve these Elements.

We combine our expertise in marketing, sales and technology to become leaders in our field.

WWS

Our plans go far beyond simply expanding in the Egyptian market.

We are developing plans and making studies that offer Marketing and Advertising solutions.

These solutions will enhance and expand our existing clients' relationship and enable us to acquire new accounts.



Why Successful

VS



The reasons of success to any company are many.
But in our case, we can say that our
success comes
from our clients satisfaction.

Clients:

Monitoring our clients' needs and deliver their expectations.

Time:

We say "Time is Money", as we believe in this: we respect our
delivery system, to meet our deadlines.

Quality:

We ensure quality by maintaining an auditing program for
quality control and production accuracy.



Development and Progress:

We work around-the-clock to create new Ideas and explore new market segments, analyze available data for the market and come up with solutions that guide us in developing new business opportunities.

Flexibility:

With a young spirit and a high technology-oriented team, talent and the creative ability to develop ideas, we achieve the needed flexibility.

Our Portfolio

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EVENTS

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LAND ROVER



MERCEDES



MERCEDES



MERCEDES





INERTIA



INTERNATIONAL EQUESTRIAN CHAMPIONSHIP



INTERNATIONAL EQUESTRIAN CHAMPIONSHIP



INTERNATIONAL HOURSE POLO CHAMPIONSHIP



INRJ FM



MOSTADAM



MOSTADAM



MOSTADAM





EMAAR



SODIC



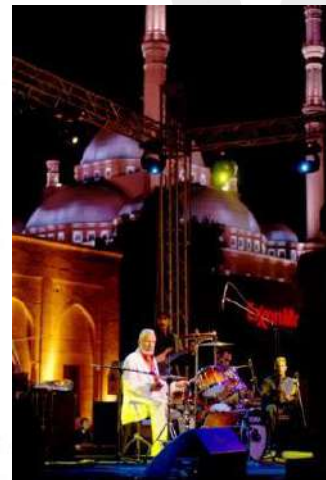
REDBULL



SODIC



ExxonMobil



Manyal Palace REOpening



Booths

WS

AAIB



AAIB



Sodic



ABU AUF



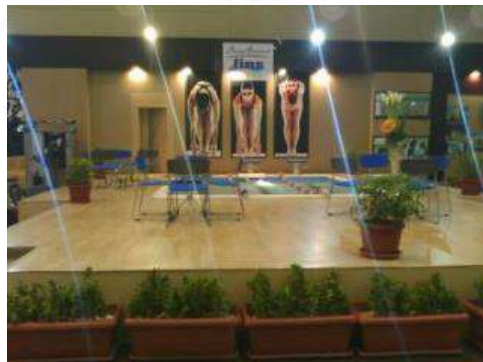
ABU AUF



Microsoft



Wadi Degla



Nestle Ice Cream



IT Synergy



Samcrete



Kandil Glass



Egypt Gold



Nestle GUC



Cairo ICT Egyptian Government



Cairo ICT Egyptian Government



Road Show & Activation

WS

LIPTON



Careem



JUMIA



OLX



DECORATIONS

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DECORATIONS













Branding

WS

















Stands & Gondolas

WS

Mars



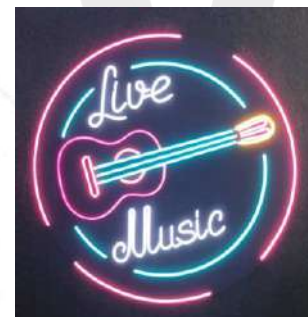
Nestle



SIGNAGES

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Giveaways

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Our Clients

بنك أبوظبي التجاري
ADCB

Abu Araf

البنك المصرفي الأفريقي الدولي
arab african international bank



JUMIA

Maserati



Unilever

vodafone

Corp

MARS



United Nations

oppo



EGYPTIAN
STEEL



Nestlé



SAMCRETE

CITYSTARS[®]
HELIOPOLIS



Egypt Gold

CHERY

SODIC



ماجد الفطيم
MAJID AL FUTTAIM

THANK YOU

WS