



WHITE SQUARE



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.



WHITE SQUARE

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.

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

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.

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.

MISSION STATEMENT

TO GUIDE OUR CLIENTS THROUGH THIS ERA OF
MARKETING CHANGES. THROUGH
MARKETING/ADVERTISING/COMMUNICATION.

ACTIVITIES AND SERVICES OFFERED BY
SHEPHERD ADVERTISING AGENCY , ENSURING
TO DELIVER THE BEST QUALITY ON AN EFFICIENT
AND EFFECTIVE WAY, TO WHAT BEST SUITS AND
FULFILL THE CLIENTS' NEEDS.

CORPORATE OBJECTIVES

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.

MARKETING AND ADVERTISING DEVELOPMENT

WHITE SQUARE IS FOCUSED ON SERVING 4 MAIN ELEMENTS:

CUSTOMERS, EMPLOYEES, OWNERS, AND OUR COMMUNITY.

EVERY DECISION WE TAKE AND EVERY ACTION WE MAKE IS AIMED TO SERVE THESE ELEMENTS.

WE COMBINE OUR EXPERTISE IN MARKETING, SALES AND TECHNOLOGY TO BECOME LEADERS IN OUR FIELD.

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

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.



WHITE SQUARE

OUR PORTFOLIO



WHITE SQUARE

MARKETING & PROMOTIONS



WHITE SQUARE

MARS





WHITE SQUARE

NESTLE





WHITE SQUARE

NESTLE





WHITE SQUARE

ROAD SHOW & ACTIVATION





WHITE SQUARE

LIPTON





WHITE SQUARE

CAREEM





WHITE SQUARE

JUMIA





WHITE SQUARE

OLX





WHITE SQUARE

VODAFONE





WHITE SQUARE

OPPO





WHITE SQUARE

BRANDING & PRINTING WIDE FORMAT





WHITE SQUARE

BRANDING & PRINTING WIDE FORMAT





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BRANDING & PRINTING WIDE FORMAT





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EVENTS



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WHITE SQUARE

UN DAY





WHITE SQUARE

MONDELEZ





WHITE SQUARE

EXXONMOBIL





WHITE SQUARE

MANYAL PALACE REOPENING





WHITE SQUARE

BOOTHS





WHITE SQUARE

SODIC





WHITE SQUARE

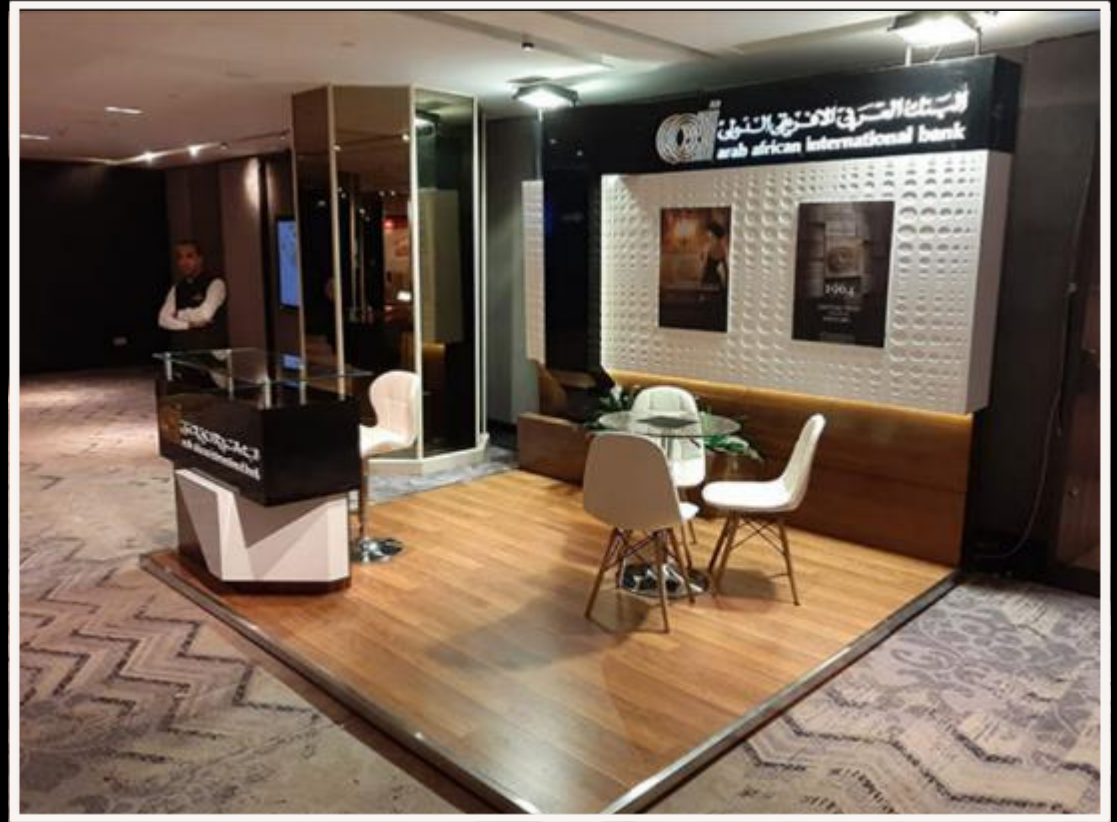
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WHITE SQUARE

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MONDELEZ





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WHITE SQUARE

ABU AUF





WHITE SQUARE

ABU AUF





WHITE SQUARE

EVA COSMETICS





WHITE SQUARE

EVA COSMETICS





WHITE SQUARE

MICROSOFT





WHITE SQUARE

WADI DEGLA





WHITE SQUARE

WADI DEGLA CLUB





WHITE SQUARE

WADI DEGLA CLUB



Wadi
Degla



Wadi
Degla



WHITE SQUARE

WADI DEGLA CLUB





WHITE SQUARE

NESTLE ICE CREAM





WHITE SQUARE

IT SYNERGY





WHITE SQUARE

SAMCRETE





WHITE SQUARE

Kandil Glass





WHITE SQUARE

EGYPT GOLD





WHITE SQUARE

NESTLE GUC





WHITE SQUARE

CAIRO ICT EGYPTIAN GOVERNMENT





WHITE SQUARE

CAIRO ICT EGYPTIAN GOVERNMENT





WHITE SQUARE

ALCO BOND SIGN & STAINLESS SIGN





WHITE SQUARE

LIGHT BOXES





WHITE SQUARE

GIVEAWAYS





WHITE SQUARE





WHITE SQUARE



OUR CLIENTS



MARS



United Nations



وزارة التحويلة للخدمة الإدارية



CITYSTARS[®]
HELIOPOLIS



Mondelēz
International





WHITE SQUARE

THANK YOU

