

WHITE
SQUARE

WS

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

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

IN EGYPT, 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 AGENCY 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.

OUR COLLABORATION WITH MEDIA LIFE

WHITE SQUARE ADVERTISING AGENCY IS A FULL-SERVICE CREATIVE AND PRODUCTION AGENCY SPECIALIZING IN BRAND-BUILDING THROUGH STRATEGIC MARKETING, HIGH-IMPACT EVENTS, AND ON-GROUND ACTIVATIONS. IN COLLABORATION WITH **MEDIA LIFE**, WE HAVE EXPANDED OUR CAPABILITIES BY LAUNCHING A DEDICATED PRODUCTION HOUSE THAT ALLOWS US TO DELIVER END-TO-END SOLUTIONS WITH FULL CONTROL OVER QUALITY, TIMELINES, AND EXECUTION.

OUR STRENGTH LIES IN COMBINING CREATIVITY, STRATEGY, AND EXECUTION UNDER ONE ROOF. FROM CONCEPT DEVELOPMENT TO FINAL DELIVERY, WE PARTNER WITH BRANDS TO CREATE MEMORABLE EXPERIENCES THAT DRIVE VISIBILITY, ENGAGEMENT, AND RESULTS.

OUR PORTFOLIO





EVENTS



LAND ROVER



MERCEDES



MERCEDES



EVENTS



MERCEDES









VODAFONE



EVENTS





INTERNATIONAL EQUESTRIAN CHAMPIONSHIP



INTERNATIONAL HOUSE POLO CHAMPIONSHIP









MOSTADAM





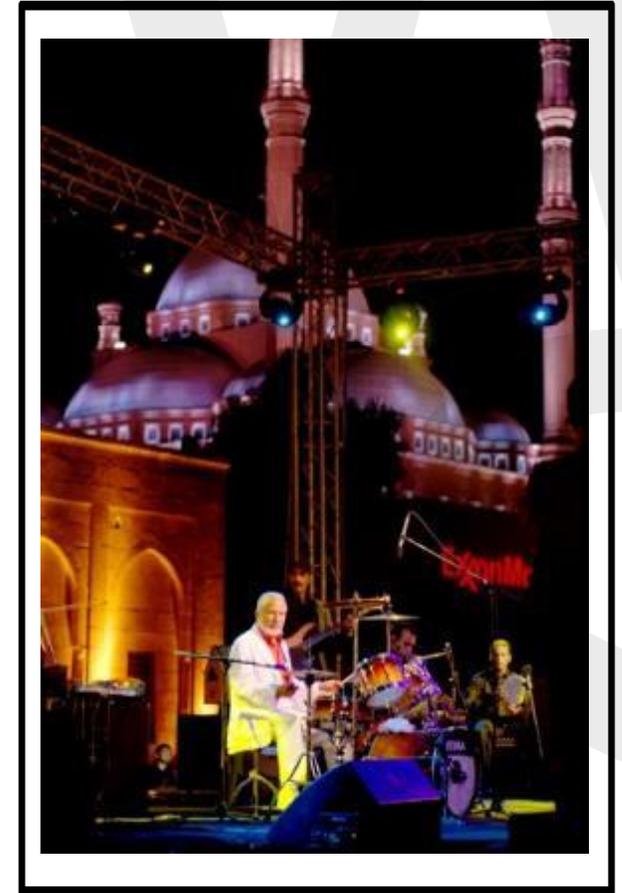




SODIC



EXXONMOBIL



MANYAL PALACE REOPENING

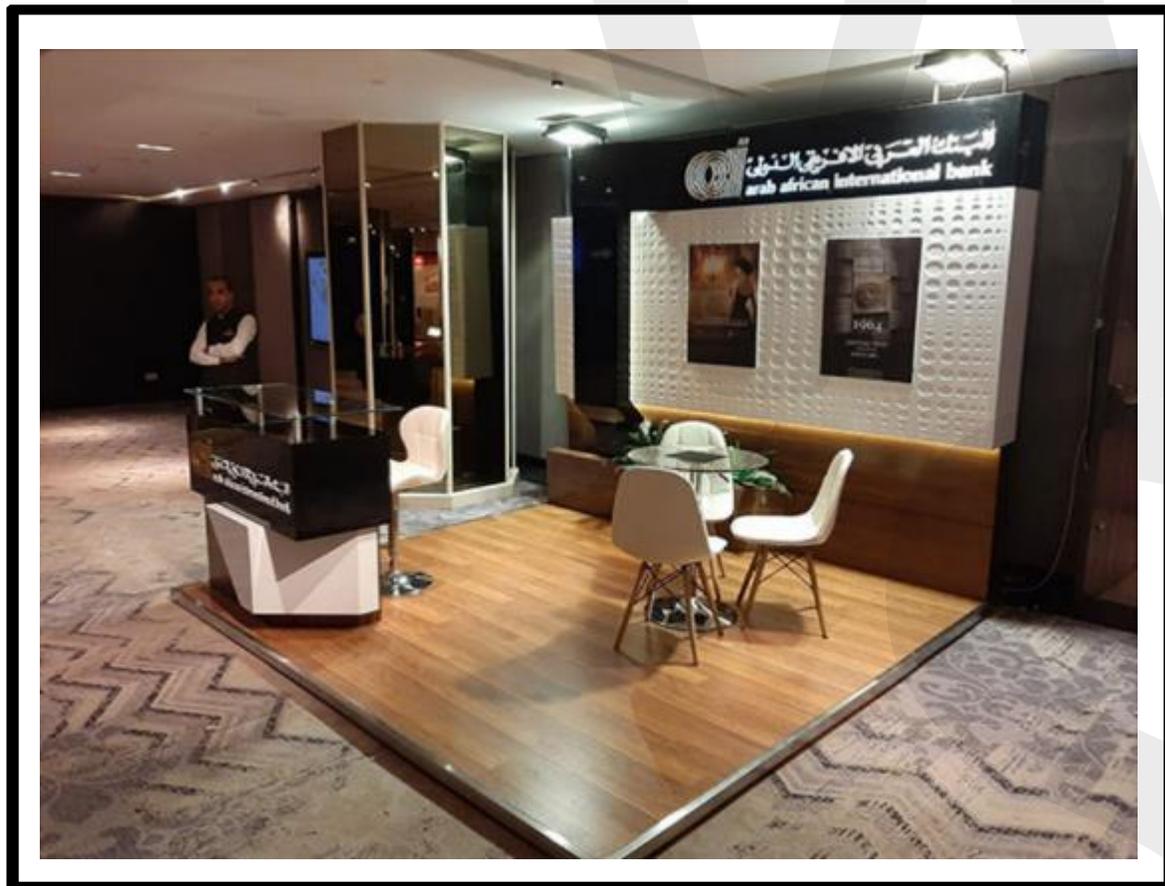


BOOTHS

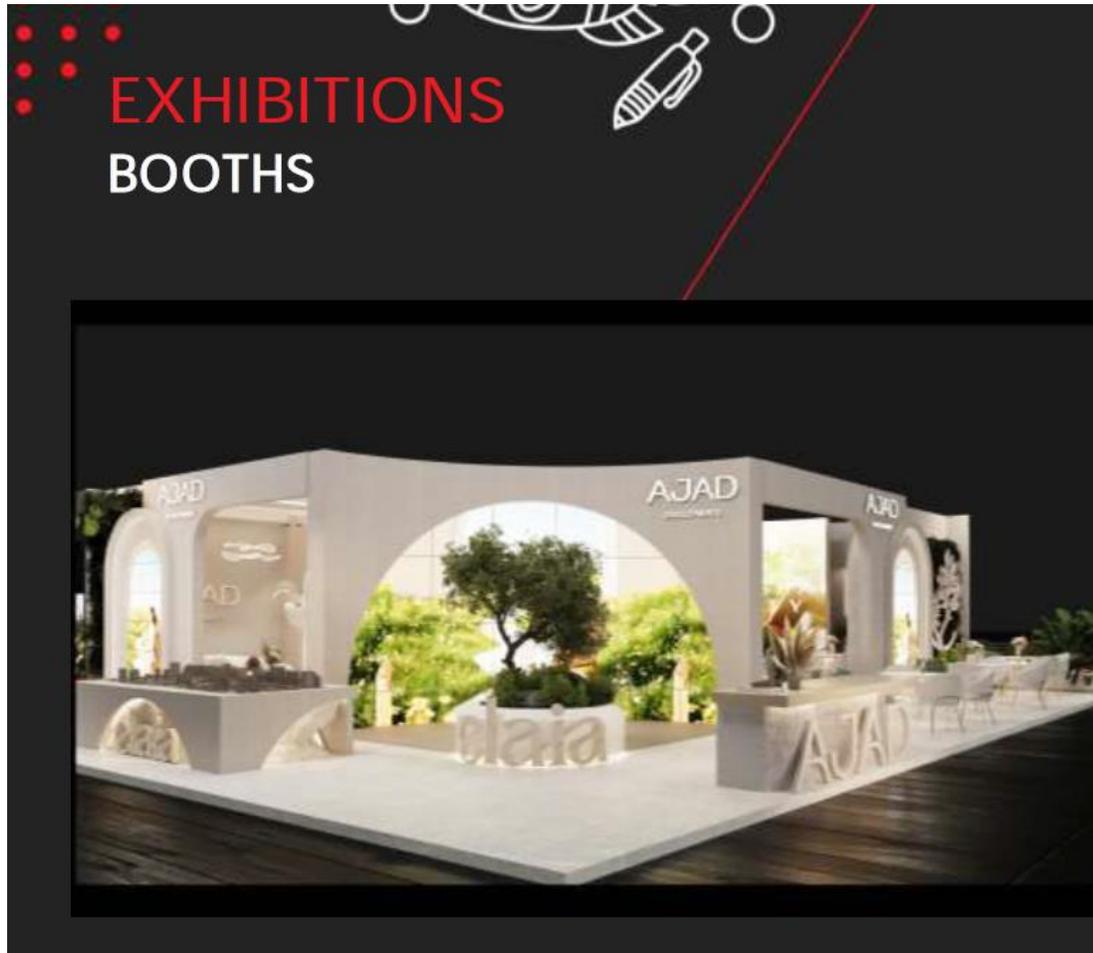




AAIB



AJAD



MG DEVELOPMENTS

EXHIBITIONS
BOOTHS



ADCB

EXHIBITIONS BOOTHS



ENERGEAN

EXHIBITIONS
BOOTHS



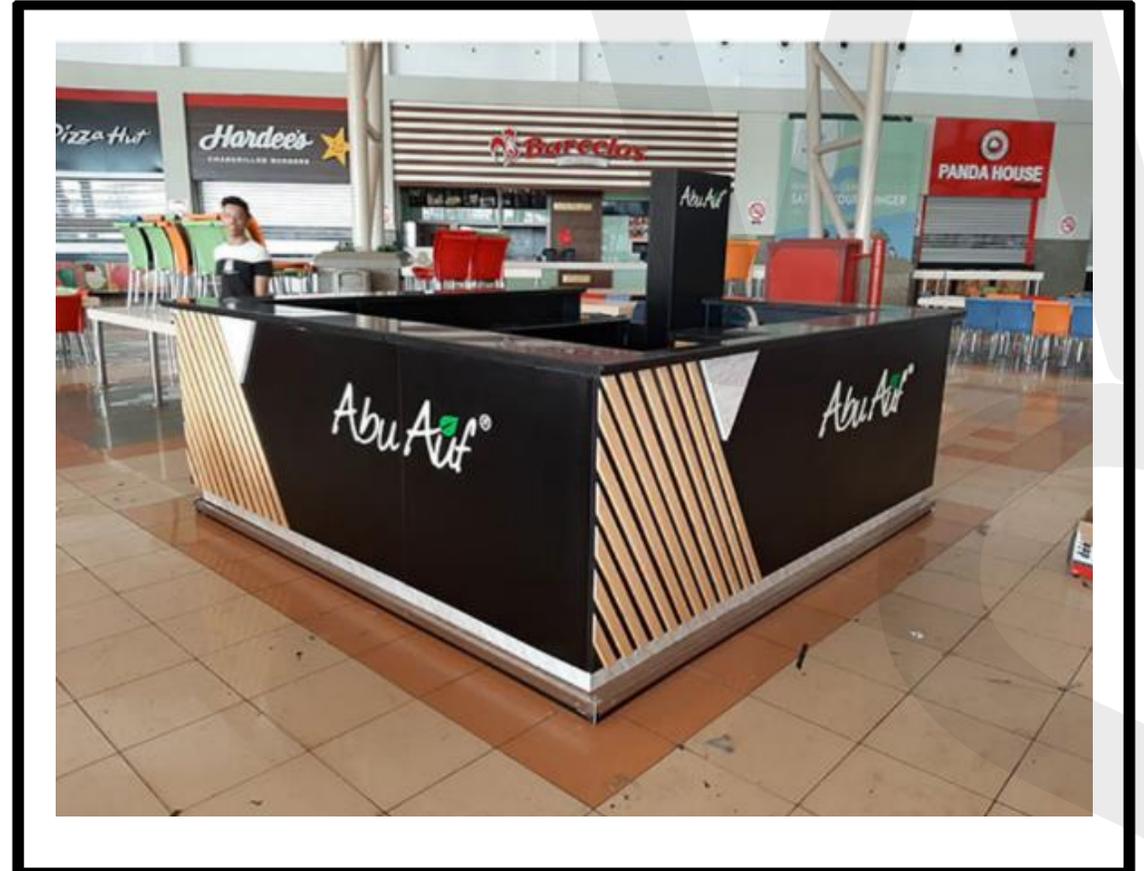
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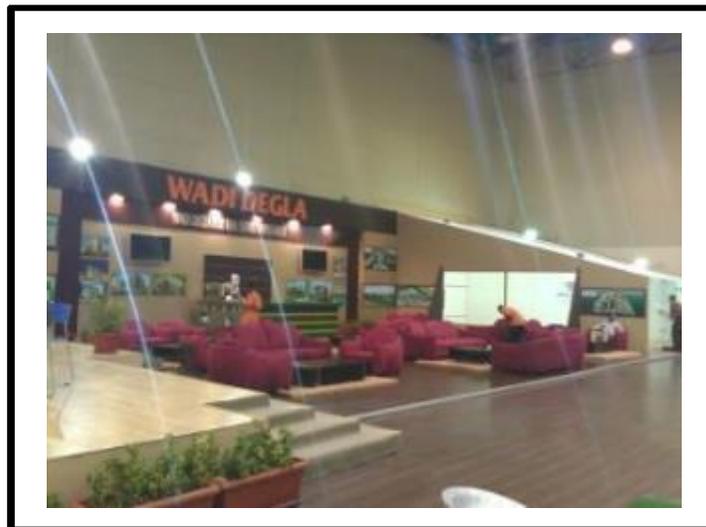
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MICROSOFT



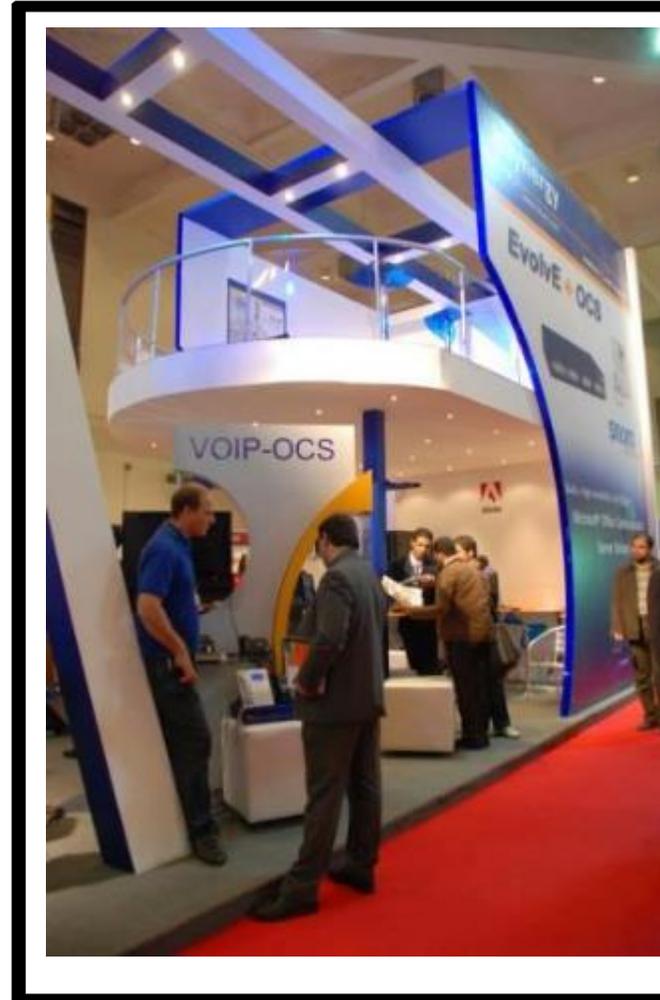
WADI DEGLA



NESTLE ICE CREAM



IT SYNERGY



SAMCRETE



KANDIL GLASS



EGYPT GOLD



NESTLE GUC



CAIRO ICT EGYPTIAN GOVERNMENT



CAIRO ICT EGYPTIAN GOVERNMENT



ROAD SHOW & ACTIVATION



LIPTON



ACTIVATIONS
SUMMER ACTIVATION



CAREEM



JUMIA

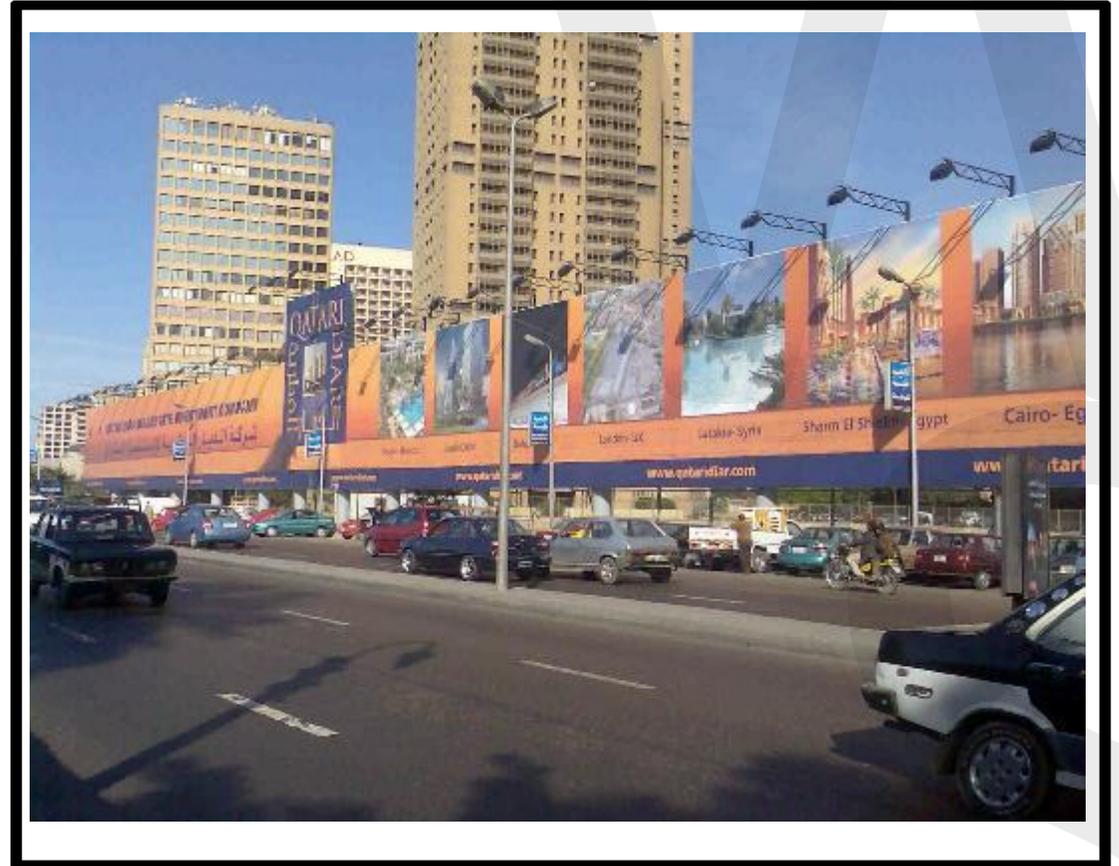
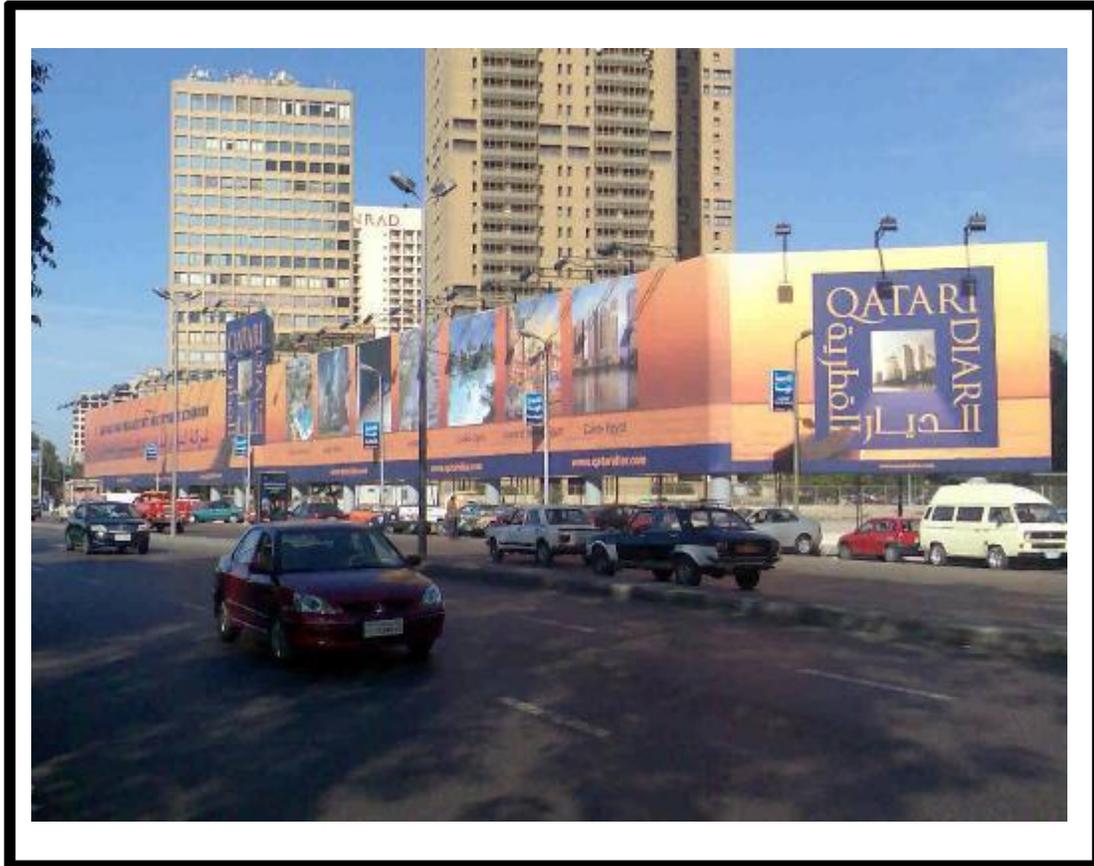




BRANDING & PRINTING WIDE FORMAT



BRANDING & PRINTING WIDE FORMAT



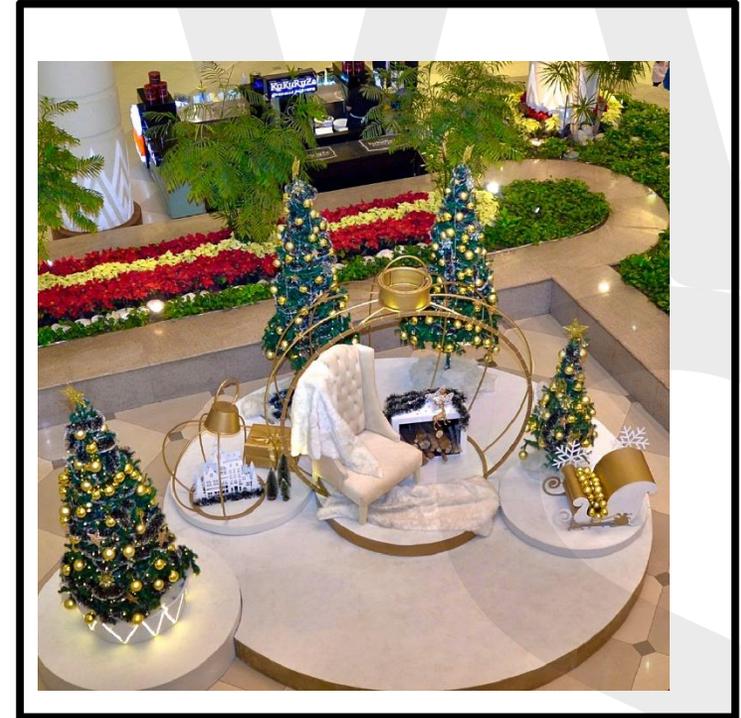
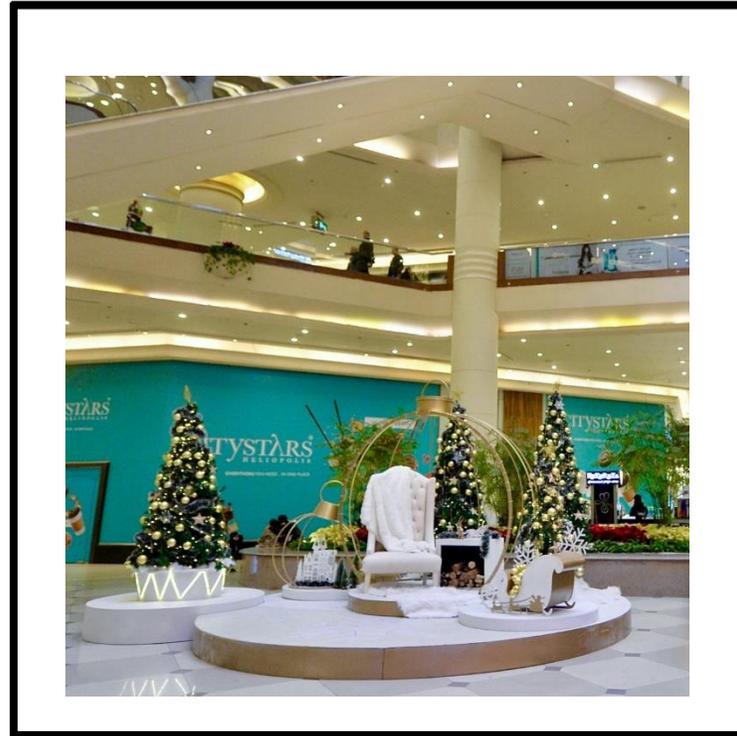
BRANDING & PRINTING WIDE FORMAT



DECORATIONS



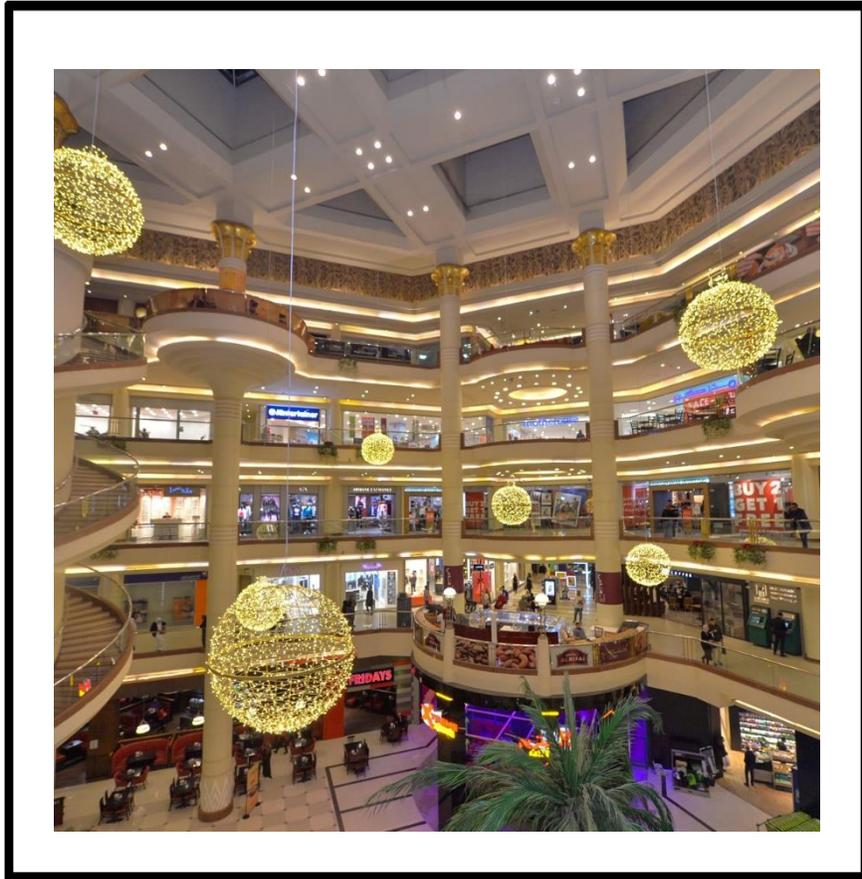
DECORATIONS



DECORATIONS



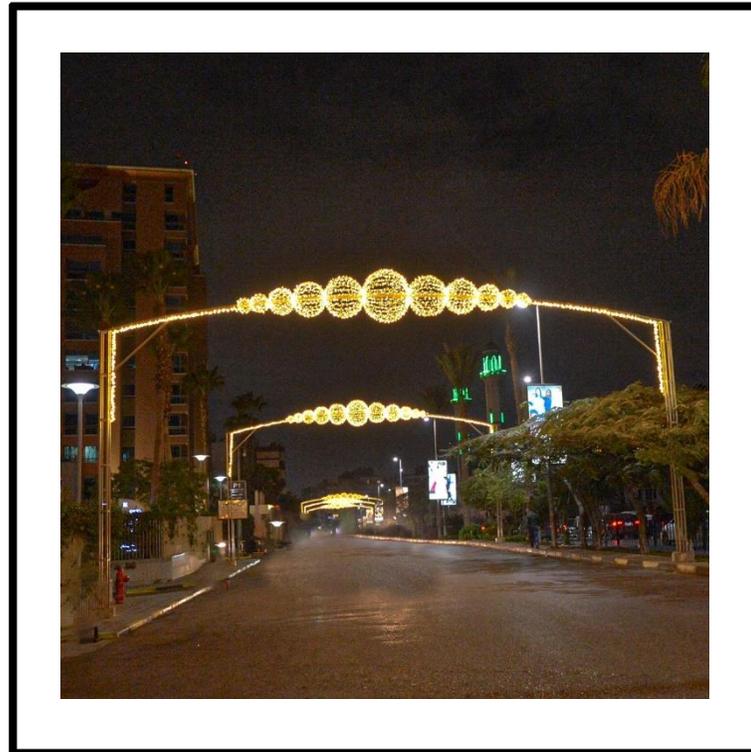
DECORATIONS



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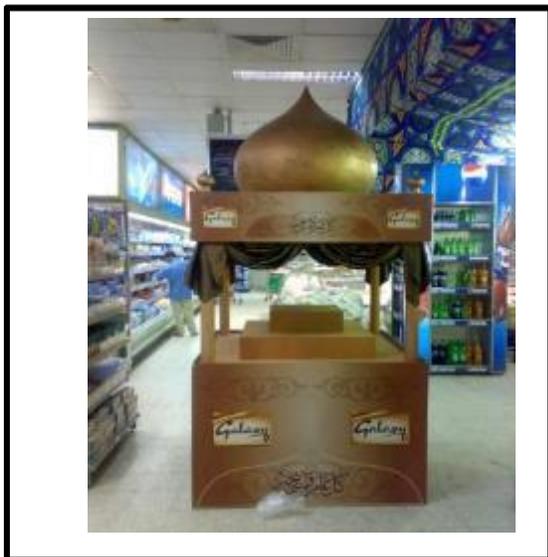
BRANDING & PRINTING WIDE FORMAT



STANDS & GONDOLAS



MARS



NESTLE



SIGNAGES



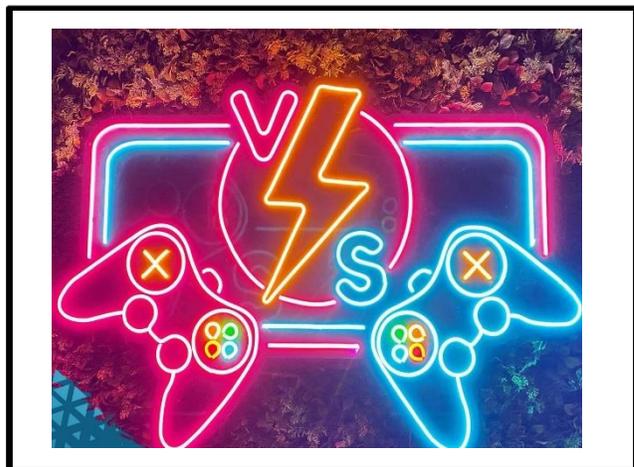
SIGNAGES



SIGNAGES



SIGNAGES



SIGNAGES



LIGHT BOXES



GIVEAWAYS





WHITE
SQUARE

OUR CLIENTS



MARS



United Nations

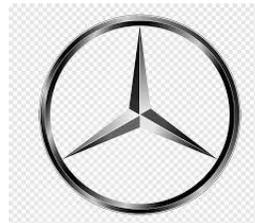


Nestle



Unilever

CITYSTARS[®]
HELIOPOLIS



SAMCRETE



THANK YOU

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