



media**links**
AGENCY CREDENTIALS

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PRO

FILE





Driven by market dynamics, we are a full service integrated marketing agency, with a strong focus on client growth and evolution. We continue to consolidate our creative presence by delivering meaningful and result-oriented work, that impact our client's ROI

For over two decades, we have managed to successfully form a trusted and solid reputation for providing innovative means of creative communications and effective marketing solutions.



WHO WE ARE



MEDIA LINKS

OVER
20
YEARS
OF INNOVATION



34
CHALLENGE
HUNGRY TEAM

OVER
50
SUCCESSFUL
PARTNERSHIPS



GREW MORE THAN

30

ORGANIZATIONS



100⁺
SUCCESSFUL
PROJECTS

ADAPTED TO
TIME ACROSS
2 DEC-
ADES



**LOCAL
KNOWLEDGE**



**ARABIC
OUTLOOK**

**SPECIALIZED IN
PRODUCT
/SERVICE
COMMUNICATION**



OUR FOOT- PRINT

• KINGDOM OF BAHRAIN • SAUDI ARABIA • OMAN • KUWAIT • U.A.E. • LONDON • QATAR • SPAIN

SERV- ICES



BRANDING

- Concept Creation
- Naming
- Research
- Feasibility Study
- Design
- Work Book

CAMPAIGN

- Product / Service Analysis
- Concept Development
- Communication Idea
- Research
(Internal + External)
- Design & Layout
- Motion & Animation
- TVC & Radio

MEDIA & PR

- Strategy Development
- Planning
- Buying
- Report & Assessment
- Press Release
- Story Development
- Press Conference

PRINT

- Annual Report
- Brochures
- PPM
- Leaflets
- Calendars

SOCIAL MEDIA

- Market Study
- Channel Analysis
- Strategic Planning
- Calendar Mapping
- Content Creation
- Management

PHOTOGRAPHY & VIDEOGRAPHY

- Studio Photography
- Commercial Photography
- Animation
- TVC
- Content Creation
- Motion Graphics



THE

FAM

ILY

media links



A serial entrepreneur with vast experience in the marketing and advertising industry , leads our agency since its inception and is the founder of five other interesting successful companies which serve the region from Bahrain.

THE VISION-ARY



FAISAL ISMAIL

MANAGING DIRECTOR

YEARS OF EXPERIENCE: **22 YEARS**

QUALIFICATION: **BA IN BUSINESS ADMINISTRATION & MARKETING**

PEOPLE PER- SONS



SYED KASHIF
ACTING GENERAL MANAGER
HEAD OF CLIENT SERVICING



ZEINA AL ASWAD
ACCOUNT MANAGER



NIAL BUMTAIA
ACCOUNT EXECUTIVE



HAMAD AL HADDAD
ACCOUNT EXECUTIVE

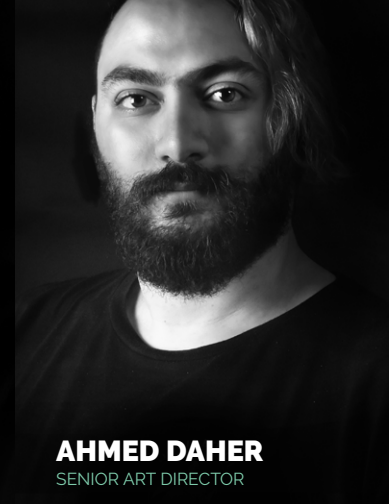
VISUAL BRAIN- IACS



MARIO EL ATRACH
CREATIVE DIRECTOR



BERNARD MANSOUR
SENIOR ART DIRECTOR



AHMED DAHER
SENIOR ART DIRECTOR



M.D. AHSAN ANWAR
SENIOR GRAPHIC DESIGNER



DAS VISWATHAN
SENIOR GRAPHIC DESIGNER



MARIAM ALMALOOD
GRAPHIC DESIGNER



MARIAM ALWARDI
GRAPHIC DESIGNER

THE SUP- PORT



SAKEENA ALI
CREATIVE COPYWRITER



SONORITA CHAUHAN
CREATIVE COPYWRITER



SASEENDRAN V.V.
ANIMATOR/EDITOR/ WEB DESIGNER



MARIA Z. PEREIRA
MEDIA

SUCCESS STORIES



CREATING A SUPER BRAND

A brand that started from zero and is now the number one leather goods luxury brand in the Gulf because of aggressive marketing and extraordinary determination.

This brand was built from scratch; we handled it all from design and sketch to the finished products.



GAIA



MOTHER EARTH

GAIA IS THE GREEK NAME FOR MOTHER EARTH.



'G' THE INTIAL FOR GAIA

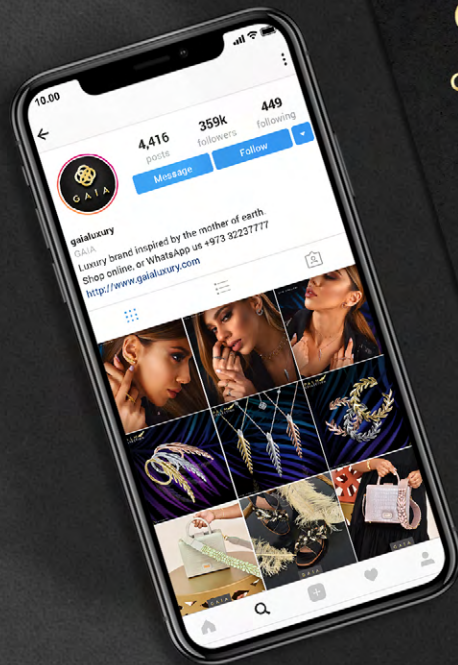
BY TAKING THE LETTER 'G' AND APPLYING THE ROTATING OF THE EARTH'S AXIS WE DEVELOP THIS ELEGANT AND POWERFUL SHAPE



THE CORE

SYMBOLIZING THE CORE OF THE EARTH BY FOLLOWING THE CENTER OF THE EMBLEM

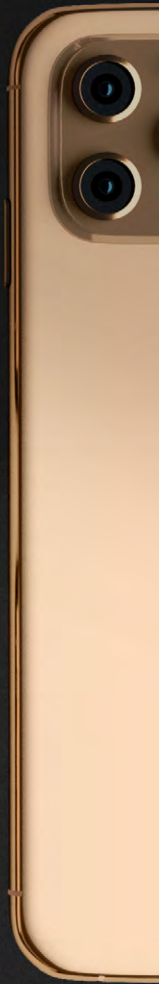
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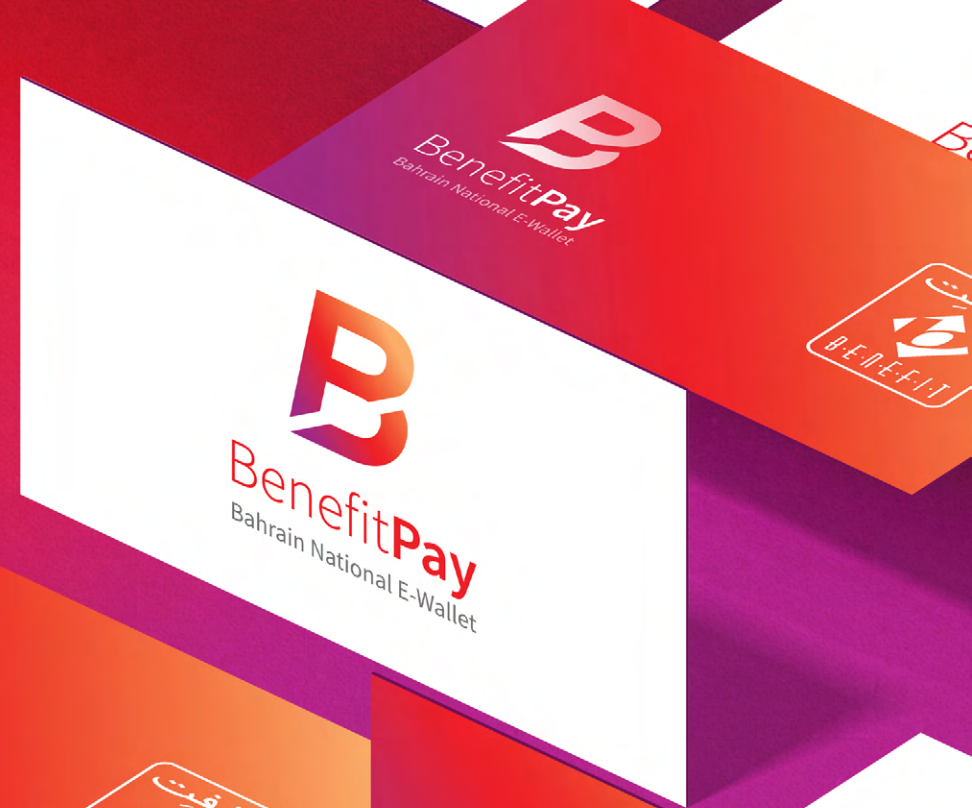
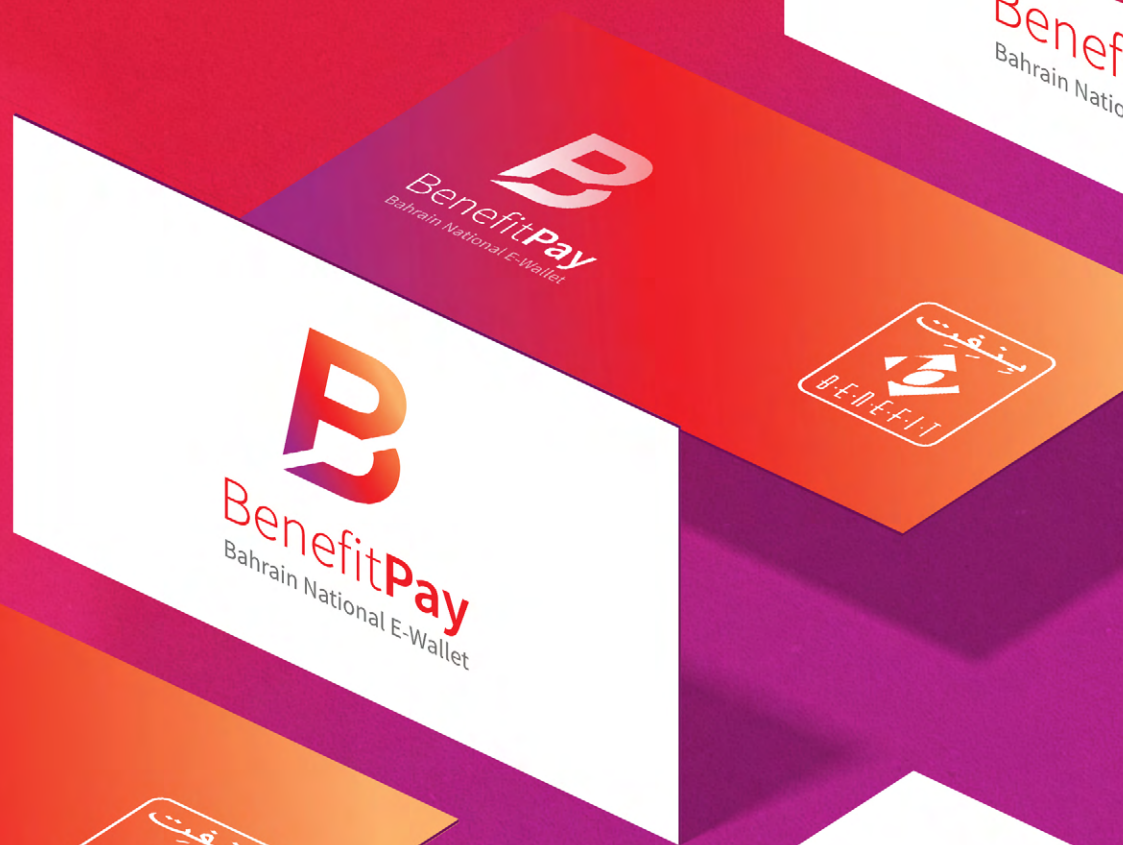


IMPACT



A SUCCESS STORY

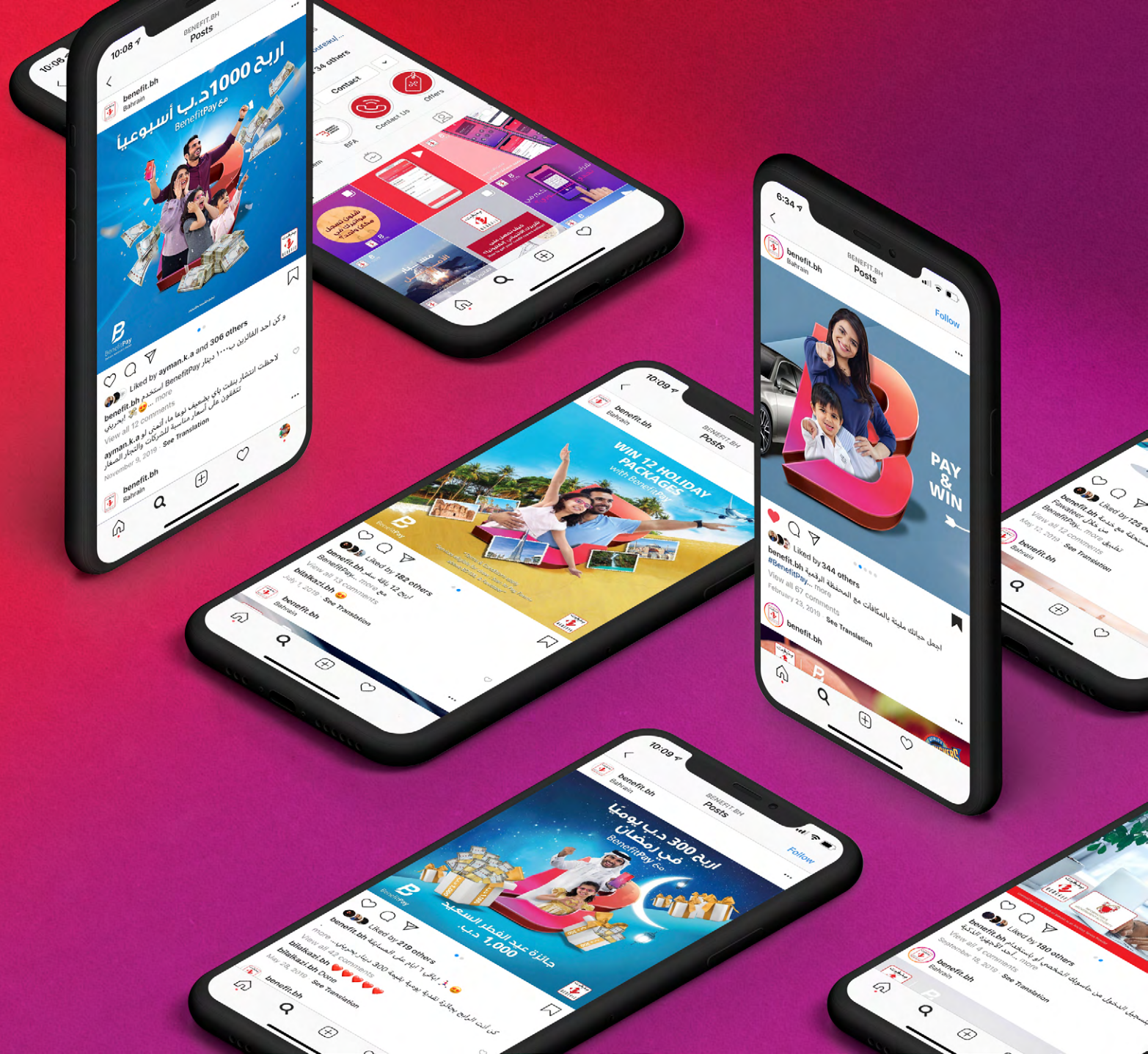
Medialinks was invited to pitch for marketing the account with set objectives of increase in downloads, utilisation, and overall brand awareness



INPUT:

Upon review of the RFP, we knew that just advertising TBCs features and benefits would not do justice to both the brand and its offerings. Thereby we began with differentiating the payment app i.e. BenefitPay from its other products. This reduced the confusion between TBC the company, and BenefitPay the app

We also devised a yearlong marketing strategy of rewards and prizes for utilising the app, with the help of 'through the line' marketing campaigns



WIN A LEXUS WITH BENEFITPAY

Now is your chance of winning The Lexus. Simply utilise the safest and most secure of Bahrain and enter into draw. You'll only once, and pay at over 700 merchants leading up to BHD10 earn you a tick. Download Benefitpay now and see.

BenefitPay
Bahrain National E-Wallet

Terms & Conditions apply
Licensed by Central Bank of Bahrain as Auxiliary Service Provider

جائزة كبرى سيارة لكزس بانتظارك

BenefitPay
Bahrain National E-Wallet

Terms & Conditions apply
Licensed by Central Bank of Bahrain as Auxiliary Service Provider

WIN BD300 DAILY THIS RAMADAN with BenefitPay

BD 1,000
BD 1,000
BD 300
BD 300

BD1,000 WINNER ON EID

Here is your opportunity to win again with BenefitPay! Each transaction of BHD10 entitles you to win BD300 everyday during Ramadan. In addition to this, one lucky winner would get BD1,000 on Eid. Utilise BenefitPay Now and Start Winning!

BenefitPay
Bahrain National E-Wallet

Terms & Conditions apply
Licensed by Central Bank of Bahrain as Auxiliary Service Provider

WIN 12 HOLIDAY PACKAGES with BenefitPay

BenefitPay
Bahrain National E-Wallet

Terms & Conditions apply
Licensed by Central Bank of Bahrain as Auxiliary Service Provider

Summer is here and its time to travel! Utilise BenefitPay and win a unique holiday package to one of 12 destinations. BenefitPay is now accepted at more than 1,600 outlets. You can also pay all your bills and transfer money to your loved ones in mere seconds. Life becomes easier with BenefitPay – Utilise the App now and win!

Valid until August 31, 2019. Terms & Conditions apply

[@benefit_bh](#)
Licensed by Central Bank of Bahrain as Auxiliary Service Provider



IMPACT



#1
DOWNLOADED APP
IN BAHRAIN

THE MASTER- CARD AWARD

Right after it's re-branding, the bank pitched the launch of its credit cards designing. It wanted its cards to stand out from the crowd, and demand attention, whilst maintaining the new corporate guidelines



alBaraka

INPUT:

We knew that just a good card design would not do justice to the aspirations of the bank. Thereby we looked beyond the card design and delved into production possibilities prior to designing. This system gave our team the knowledge of building designs that were focused on the end product, rather than a flat design





30%
**INCREASE IN
CARDHOLDERS**



IMPACT



**BEST REGIONAL BANK
CREDIT CARD
DESIGN
BY MASTERCARD**

MAKING PERSONAL FINANCE PERSONAL

Personal Finance is one of the most important and lead products of a bank. The challenge we were presented with, was to cater to the consumer psyche in terms of personal finance, and make it stand out of the crowd



INPUT:

An easy to the eye and mind communication was the need of the hour. A 'corporate' tone of communication would not solve the issue. We had to be warm, personal, and casual. We created 'Abood', your friendly finance guy!

التمويل الشخصي من بنك الإثمار

خذيت فلوسي اليوم و بادفع عقب ٩٠ يوم!

عرض العودة للمدارس

معدلات أرباح تنافسية

بنك الإثمار Ithmaar Bank

www.ithmaarbank.com

Ithmaar Personal Finance

"I took my money today & I will start paying in 90 Days"

APPROVAL WITHIN 2 DAYS ONLY

COMPETITIVE RATES

OPTIONAL 3 MONTHS GRACE PERIOD

Personal Finance from Ithmaar Bank

Make the most of this opportunity and avail financing that fulfills your various personal needs with up to optional three months grace period. With Ithmaar Bank, you could receive your Personal Finance today, and start paying your instalments in October with competitive profit rates and up to 84 months tenor.

* Terms & Conditions Apply.
** Additional charges are applied on grace periods.

Call 13 303030
www.ithmaarbank.com

Licensed as an Islamic retail bank by the Central Bank of Bahrain

Ithmaar Bank Your Islamic banking partner

Instagram, Twitter, Facebook icons



Abood



Trustworthy



Reliable



Friendly



Relateable

ABOOD WAS INVITED AGAIN
BY POPULAR DEMAND FOR
3 YEARS

IMPACT



SOME OF OUR

RECENT


WORK





ZAIN BAHRAIN

2023 & 2024

- Fiber & 5G Broadband Campaigns
 - Wiyana & Family Wiyana Plans Campaign
 - Mega Contest Campaign
 - Social Media Content Creation
- 



zain

فايبر يعطيك
كاشن*

د.ب.

Fiber Gives You
Cash*

HOME
FIBER

zain

تطبيق الشروط والأحكام
* سيتم منح بطاقة هدايا بقيمة
100 دينار لكل مشترك.

Terms & Conditions apply
* A prepaid gift card worth
BD100 will be given to subscribers.

zain

فايبر يعطيك
كاشن*

د.ب.

شروط
الاستخدام

@zain
One Plan,
More
Benefits



FAMILIYANAY

@zain
Unlimited
Plans



FAMILIYANAY

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60+
Merchant
Offers



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Subscribe Now
eShop.bh.zain.com



FAMILIYANAY

zain

One Plan,
More Benefits

Unlimited
Plans

Zain Delights
Offers

Devices
Up to BD400*



FAMILY *Alfayansa*

باقة وحدة،
مميزات أكثر

جهاز يصل
إلى 400 د.ب.*

زین
العروض

بيانات غير
محدودة

zain

وَيَانَا أَكْثَرُ تَجَسُّوَال



- التجوال في أكثر من 180 دولة
- احصل على 100 دقيقة تجوال
- 2GB للتجوال حول مجلس التعاون الخليجي
- 1GB للتجوال العالمي

تطبيق الشروط والأحكام

اشترك عبر eShop.bh.zain.com

zain

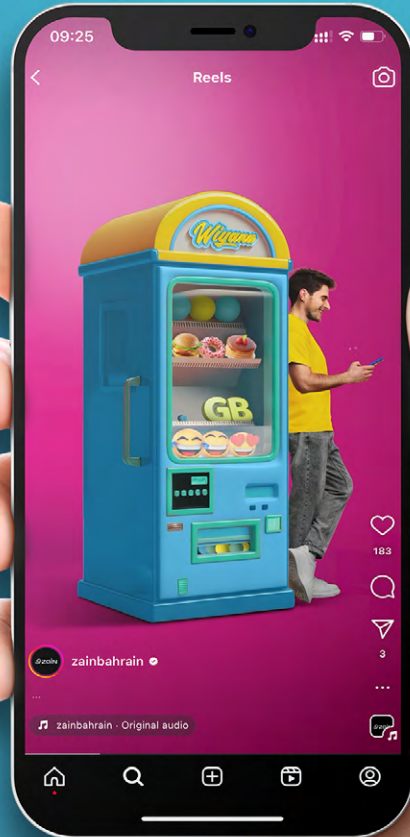


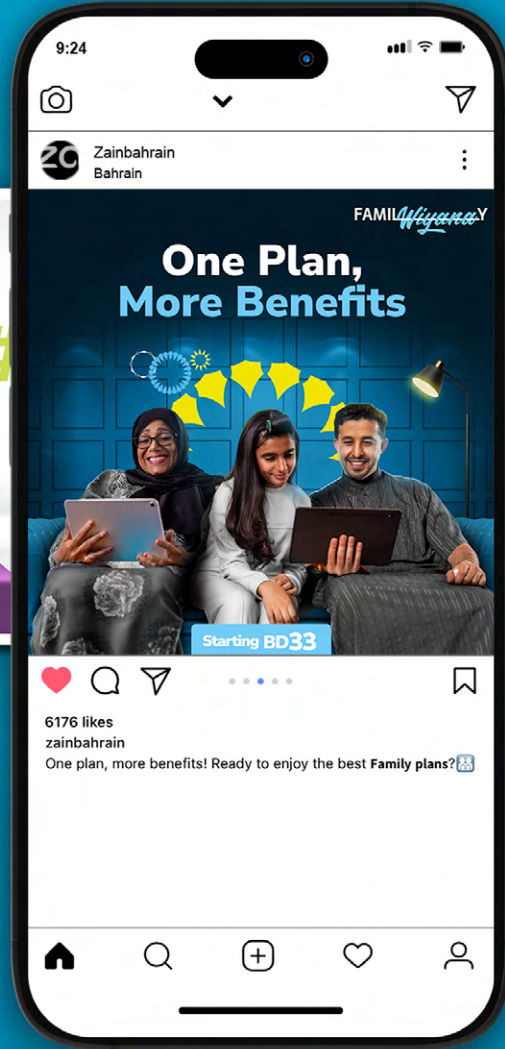
MORE DELIGHTS

- More than 90 Deals
- Buy 1 get 1 free Offers

Subscribe through eShop.bh.zain.com

Terms & Conditions Apply





KUWAIT FINANCE HOUSE

2023 & 2024

- Libshara Savings Account 2024 Edition
- Ma'ashi Salary Account 2023 Reinforcement
- Social Media Content Creation
- 2024 Calendar
- 2023 Annual Report



بيت التمويل الكويتي
Kuwait Finance House

البحرين ش.م.ب (م) (B.S.C.(c)) Bahrain

معاشني
Ma'ashi

حوّل إلى حساب معاشني
ومعاشك يربحك جوائز

جوائز مجموعها
\$500,000



اتصل الآن
7777 7777

Call Now
7777 7777

بيت التمويل الكويتي
Kuwait Finance House
البيانات المرجعية: رقم ب (م) (ج) (د) (هـ)
Bahrain B.S.C. (C) (M) (G) (D) (H)

ابشر بالخير كله
مع لبشارة



\$1,000,000

افتح حسابك عبر تطبيق بيتك حزينل

الجائزة الكبرى

kfh.bh | 7777 7777

تطبق الشروط والأحكام
أكثر ذكاء... ببساطة

بيت التمويل الكويتي
Kuwait Finance House
البيانات المرجعية: رقم ب (م) (ج) (د) (هـ)
Bahrain B.S.C. (C) (M) (G) (D) (H)

Bigger Prizes
Lushara

*Terms & Conditions Apply
Simply Smarter

بيت التمويل الكويتي
Kuwait Finance House
البحرين س.ج.ع. (م) (B.S.C. (c))

ابشر بالخير كله مع لبشارة



مجموع الجوائز
\$2,600,000

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أكثر ذكاء... ببساطة
مركز من قبل مصرف البحرين المركزي كمصرف قطاع تجارة إلكتروني

MOIC/PC/2023/2560

بيت التمويل الكويتي
Kuwait Finance House
البحرين س.ج.ع. (م) (B.S.C. (c))

جائزة كبرى في ديسمبر \$1,000,000



استثمر اليوم

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أكثر ذكاء... ببساطة
مركز من قبل مصرف البحرين المركزي كمصرف قطاع تجارة إلكتروني

MOIC/PC/2023/2560

معاشي
Ma'ashi

بيت التمويل الكويتي
Kuwait Finance House
البحرين س.ج.ع. (م) (B.S.C. (c))

حوّل لجوائز مجموعها



أكثر ذكاء... ببساطة

تطبق الشروط والأحكام

مركز من قبل مصرف البحرين المركزي كمصرف قطاع تجارة إلكتروني

معاشي
Ma'ashi

بيت التمويل الكويتي
Kuwait Finance House
البحرين س.ج.ع. (م) (B.S.C. (c))

حوّل إلى حساب معاشي

ومعاشك
يربحك جوائز



اتصل الآن 7777 7777

أكثر ذكاء... ببساطة

تطبق الشروط والأحكام

مركز من قبل مصرف البحرين المركزي كمصرف قطاع تجارة إلكتروني

**ابشر بالخير كله
مع لبشارة**

\$1,000,000
الجائزة الكبرى

افتح حسابك عبر تطبيق بنك جزيل

9:24

KFH Bahrain
Bahrain

جوائز حساب لبشارة 2024

\$1,000,000 الجائزة الكبرى
في ديسمبر

\$500,000 جائزة كبرى
في يوليو

\$50,000 10 جوائز كبرى
في شهر

\$1,000 600 جائزة
في شهر

**استثمر واربح
مع لبشارة**

افتح حسابك عبر تطبيق بنك جزيل

**Prizes Totalling
\$500,000**

**معاشي
— Ma'ashi —**

**Transfer To
Ma'ashi Account**

Where Your Salary
Wins You Prizes

**Your Salary
in Advance**

**Top-up your card easily
from anywhere in the world
through KFH Jazeel App**

WorldPay

VISA

KFH Bahrain
Bahrain

AMAZING
— financing offers —
for a LIMITED time only

Simply Smarter

CEO & CEO's message

KFH-Bahrain marked a series of important milestones this year, not least of which was the 20th anniversary of our establishment in the Kingdom. The past two decades have seen us grow our presence from a single branch to a network of branches and ATMs across the Kingdom, and established a strong digital presence serving a growing number of customers. Looking at these proud achievements inspires us to reach greater heights in the future, and reinforces our commitment to excellence whilst serving our Kingdom.

Our goals are firmly aligned with the nation's Economic Recovery Plan, which outlines a path for the financial sector to contribute to post-COVID growth. Our focus on developing human capital is aimed at creating a workforce that is future-ready and equipped to adapt to the everlasting change that characterises the world of work today.

As one of the largest supporters of the government's social housing initiatives, we

Recognition



- 2023 Best Islamic Bank in Bahrain IFCI Awards
- 2022 Best Islamic Bank in Bahrain EMEA Finance Awards
- 2021 Best Islamic Bank in Bahrain EMEA Finance Awards
- 2020 Best Islamic Bank in Bahrain IFCI Awards
- 2020 The Best 100 Global Awards Global Finance
- 2020 The Best 100 Global Awards Best Islamic Bank Global Finance
- 2020 The Best 100 Global Awards Best Islamic Bank Global Finance
- 2020 The Best 100 Global Awards Best Islamic Bank Global Finance

Three Year Highlights

Net Income
BD Million



Customer Deposits
BD Million



Operating Income
BD Million



Total Assets
BD Million



Consolidated Statement of Financial Position

at 31 December 2022

| ASSETS | |
|------------------------------------------------------------------------------------|--|
| Other receivables with banks and Central Bank of Bahrain | |
| Due from banks | |
| Prepayment contracts | |
| Investments in equity | |
| Investments in debt | |
| Financial equipment and right of use assets | |
| Intangible assets | |
| Other assets | |
| TOTAL ASSETS | |
| LIABILITIES, EQUITY OF INVESTMENT ACCOUNT HOLDERS AND OWNERS' EQUITY | |
| LIABILITIES | |
| Customer deposit accounts | |
| Due to banks | |
| Due to non-banks | |
| Other liabilities | |
| TOTAL LIABILITIES | |
| EQUITY OF INVESTMENT ACCOUNT HOLDERS AND OWNERS' EQUITY | |
| Share | |
| Reserves and retained earnings | |
| TOTAL EQUITY OF INVESTMENT ACCOUNT HOLDERS AND OWNERS' EQUITY | |
| OWNERS' EQUITY | |
| Share attributable to shareholders of the Board | |
| Other reserves | |
| Reserve through equity reserve | |
| Other reserves | |
| TOTAL SHAREHOLDERS' EQUITY OF INVESTMENT ACCOUNT HOLDERS AND OWNERS' EQUITY | |
| OFF-BALANCE SHEET | |
| EQUITY OF UNRESTRICTED INVESTMENT ACCOUNT HOLDERS AND OWNERS' EQUITY | |
| ASSETS UNDER MANAGEMENT | |
| CONTRACT LIABILITIES AND COMMITMENTS | |

Hamad Abdulrahman
Chairman of the Board



P3 PLANET PEOPLE PROGRESS

OUR ESG COMMITMENTS:
PRESERVING VALUES THROUGH
SUSTAINABLE PRACTICES

2023 ANNUAL REPORT

kfh.bh

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Simply... Smarter



حافظ على المياه
م بإصلاح التسريبات، والاستخدام لفترة
قصيرة، وتركيب تركيبات موفرة للمياه،
جمع مياه الأمطار للنباتات أو
الاستخدام الخارجي.

Simply Smarter

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مركز من قبل مصرف البحرين المركزي كمتصرف فقط تحت إشراف
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بيئتنا
مستدامة
لأجيالنا
القادمة



Calendar
2024
تقويم ١٤٤٥ - ١٤٤٦هـ

أكثر ذكاء... ببساطة

بيت التمويل الكويتي
Kuwait Finance House
Bahrain B.S.C (C) م.م



**Reduce
Energy
Consumption**

Turn off lights & electronics
when not in use, use energy
efficient light bulbs, and
unplug chargers and
appliances when they're not
needed.



CLIENTS



LET'S COMMUNICATE

Tel: +973 17822225
I-One, Diyar Al Muharraq
Kingdom of Bahrain

