

KB

KHALID
ALBARQ

in



PORTFOLIO 2022

Summary

High achieving and outcome-driven leader with a comprehensive skill set spanning graphic design, creative art direction, branding & communications, and advertising. Progressive, high-energy individual with remarkable technical abilities and business performance influence through twelve years of experience in advertising in the Saudi market. Proven ability to apply social media, SEO, and cultural insights to create meaningful stories to large Saudi brands, including Thiqah, MOF, MCI, MoMRA, Kacst, Gaca, Moi, Saso, Misk, MOH, Mada, Neom, Pif, Mep, Sagia, CGC, Alfaco, Maaden. and many more. Bilingual: Arabic, English

- 2022 Clio awards Print & Out of Home Jury
- 14+ years of generating success in the advertising space in Saudi Arabia across different sectors.
- Change Agent, who does not hesitate to take the initiative to implement changes and proposing effective innovative solutions that generate results.
- Co-Founder of Ubrand, a dynamic high-growth media and advertising company in Saudi Arabia.



Unique Value Proposition and Notable Highlights :::::

A lifelong learner, eager to keep abreast of the fast-changing and dynamic media & advertising industry. Expertise in creative direction, graphic design, integrated marketing, art direction, concept development, among others.



- Experienced in working across a range of clients from varying industries from Education, Financial Institutions, Information Technology, Government agencies to Telecommunications.
- Launched UBRAND, a Saudi creative agency that provides a modern approach to content. Since inception, the company has generated 40+ clients, 50+ Saudi & International Vendors with more than 35 projects monthly.
- Self-starter with innovative ideas and an entrepreneurial spirit that helps companies create a frictionless and enjoyable experience for the user by evaluating the expectations and needs of the clients.
- Strong ability to quickly grasp the lay of the land and creatively remove barriers to business success through the use of advanced business development, strategy and people management abilities to devise great, holistic, advertising solutions.
- Ability to multitask effectively, capable of managing multiple cross-functional projects simultaneously, and proactively diagnosing and resolving issues using a practical approach and implementing innovative ideas.

CAREER ::::: CHRONOLOGY



2009-2013

Art Director

Accountable for the overall visual aspects of the advertising and media campaigns while coordinating the work of the design team. Directed the interactive design artwork while contributing with new ideas to the overall brief. Worked with a wide range of media, including photography and computer-aided design.

- Successfully redefined a complex design brief within the constraints of cost and time.
- Presented new, out-of-the-box ideas and concepts to clients or account managers.
- Proofread any deliverable to guarantee accurate and high-quality work.
- Implemented an initial planning process with the client and the account manager to discuss the scope of each new project

AD

2013-2015

Art Director

Championed the digital agenda while implementing new conceptual advertising campaigns for clients and suggesting ideas for potential awards. Managed a variety of design & branding projects such as logo and identity, collaterals, and below the line media. Created a detailed storyboard for TVC or online media campaigns.

- Proactively integrated innovative tools in advertising campaigns and social media (Facebook, Youtube, Twitter).
- Delivered quality solutions on a tight schedule and budget for multiple projects.
- Led a team of copywriters, directing artists and photographers to work collaboratively in agreeing with the look and feel of campaigns.
- Ensured the quality of the visual detail of the artworks through the entire process from concepts to finalization.

UBRAND

2016-2022

Creative Director

Co-founded and currently lead UBRAND, a Saudi creative agency that helps brands find uniqueness in themselves through effective brand strategies and artistic branding and creative campaigns. Built and mentor a Saudi creative team that meets today's new media demands.

Company's main clients are Thiqah, MOF, MCI, MoMRA, Kacst, Gaca, Moi, Saso, Misk, MOH, Mada, Neom, Pif, Mep, Sagia, CGC, Alfaco, Maaden. among others.

Other functions include working alongside the management team to establish the long-term strategic planning process of the company, prepare budgets and forecasts, and develop the company's culture and overall company vision.

- Successfully launched 50+ campaigns involving new services and promotions.
- Delivered new concepts and creative ideas for advertising campaigns that exceeded clients' expectations.
- Envisioned new angles of creative advertising to form the Saudi Marketing style that fits the local culture.

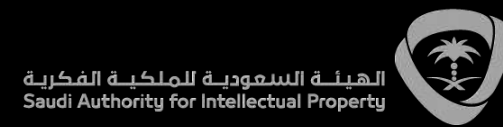
GOVERNMENT

SEMI-GOVERNMENT

PRIVATE

TECH

CSR



BRANDING



THE MISSION

The high-performing company that desire to lead change through impactful business solutions, smart services, and data services. This is what THIQAH are known in the market; our mission was to build and elevate a creative communication brand to make the change they desired.

THE OUTCOME

We designed the brand from scratch and created a series of successful campaigns for THIQAH and its products, from the logo to the guidelines, each time we deliver a highly-effective message to support the brand.

THE IMPACT

We worked with THIQAH for three years, and during this time, we were able to create a bigger impact and make THIQAH known in the market as a trusted partner led by young and innovative Saudi professionals that can create long-lasting value and achieve a positive impact.





مركز التدريب
السعودي الأولمبي
SAUDI OLYMPIC TRAINING CENTER

THE MISSION

SOTC is all about unveiling the new face of Saudi Olympic
a chance to reach for more golds than anyone else

SOTC aims to create a new generation of athletes by training
them and providing tools and ways to reach the sky

THE OUTCOME

starting with the name, we created SOTC to be simple and
memorable and mirrors the style of mega sport institutions
while keeping the essence of the Saudi culture

the brand takes the main elements of our Saudi heritage and
reflects them to the goals and strategy of SOTC



اعتماد
Etimad



THE MISSION

Finance is one of the most complicated filed in the world.

Enter: Etimad, a platform with one aim, to make the complicated easier with the paperless transaction to help the world grow faster, we were asked to create the name "Etimad" with many successful campaigns

THE OUTCOME

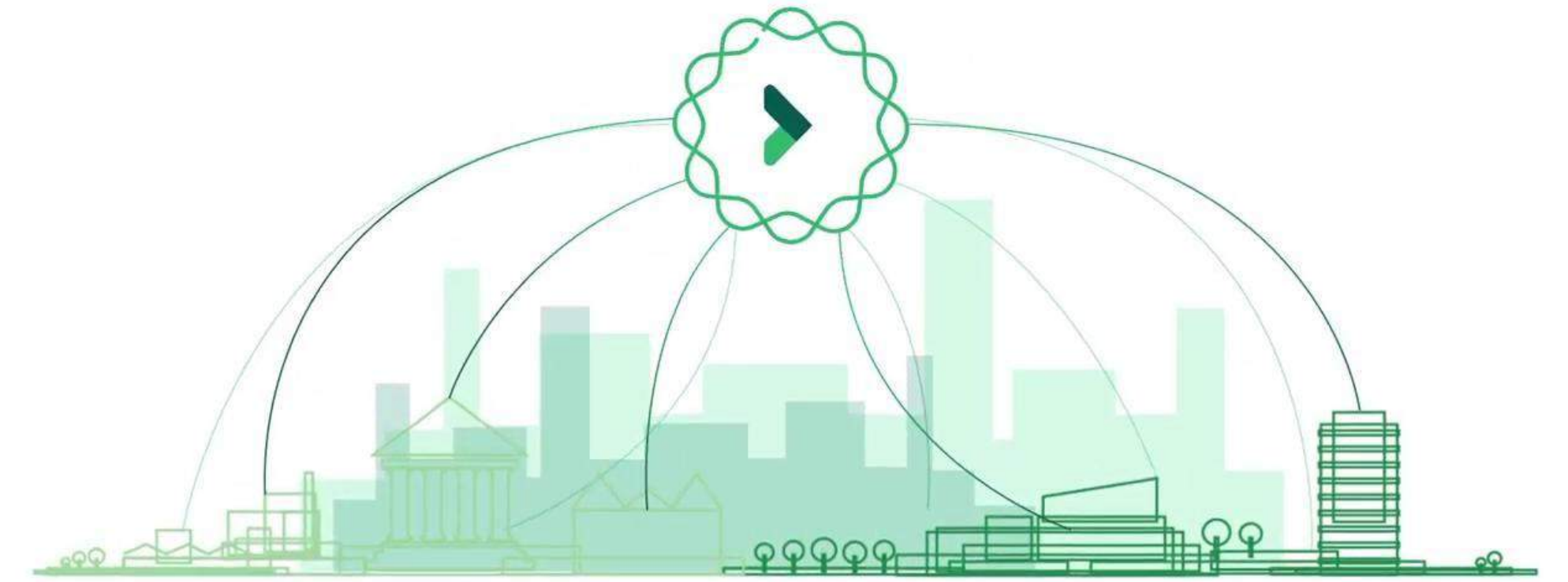
starting with the name, we build the communication to infuse the name estimated to the market and to give the people the awareness for a smooth transition for paperless finance

THE IMPACT

people know Etimad, With **ETIMAD**, we launched the first awareness campaign with the concept "financial transactions without paper" "تعاملات بلا ورق"

We participated in one of the most significant technology exhibitions, "***GITEX**", where world-famous industry names head to this exhibition in anticipation of great partnerships and thriving success.

The estimated reach became 1 million reaches every year



معروف
MAROOF

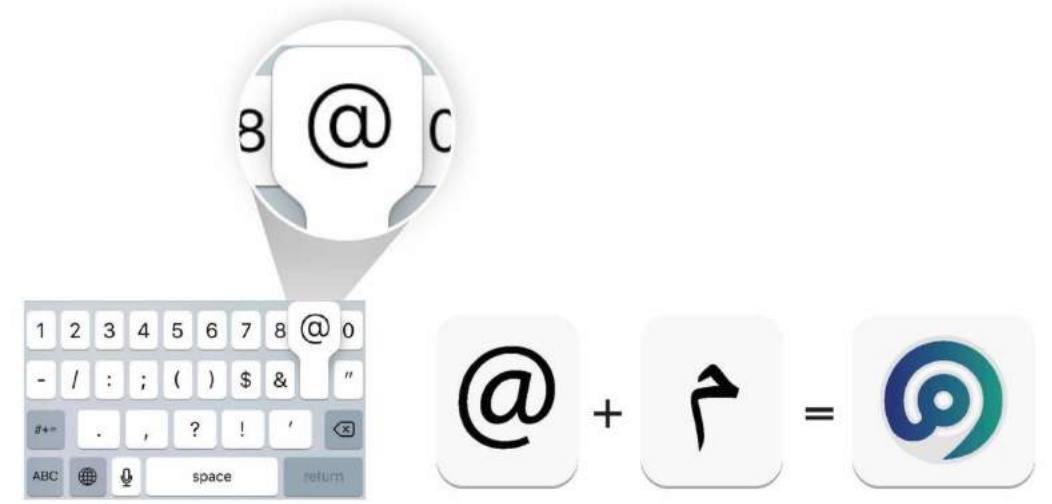
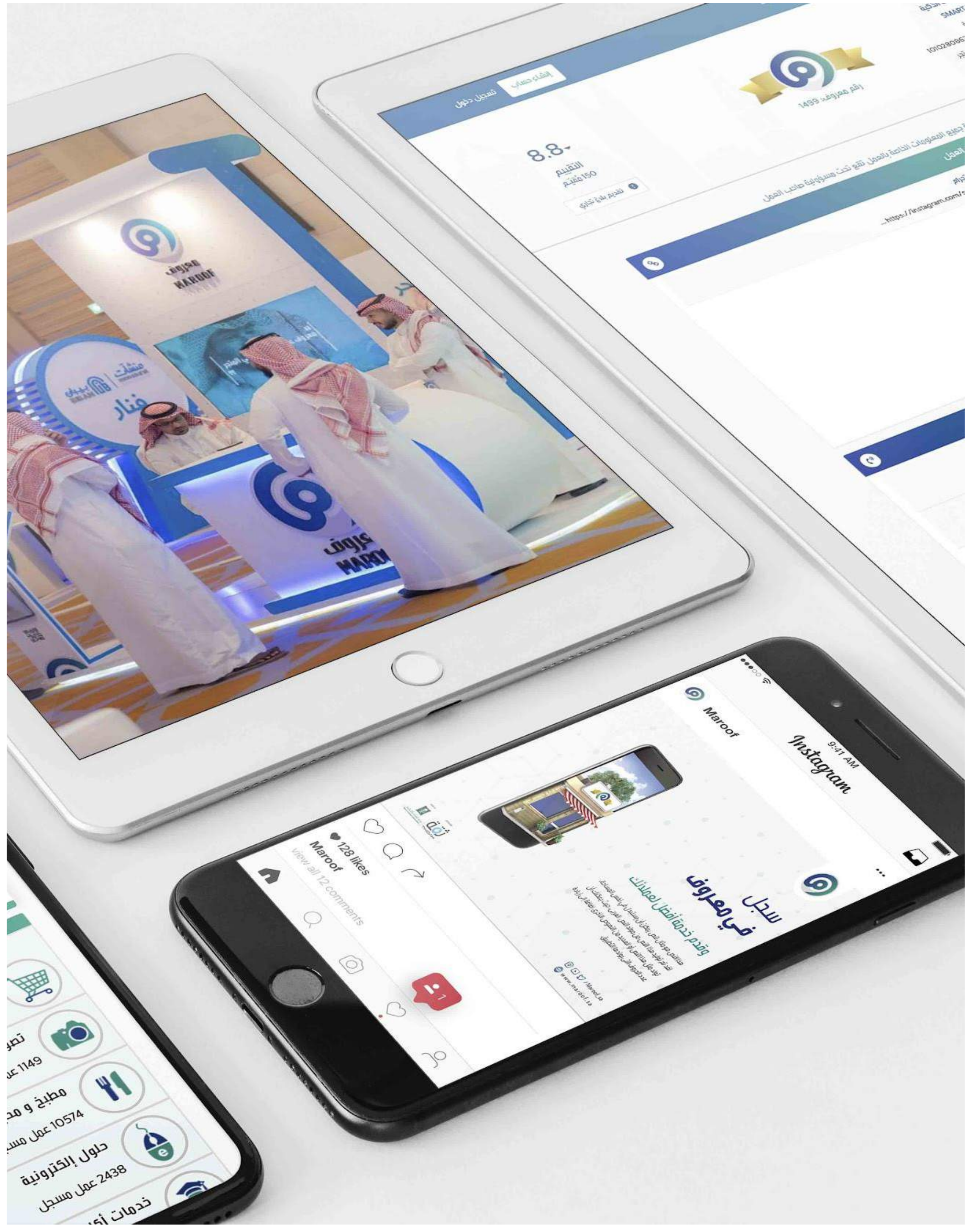
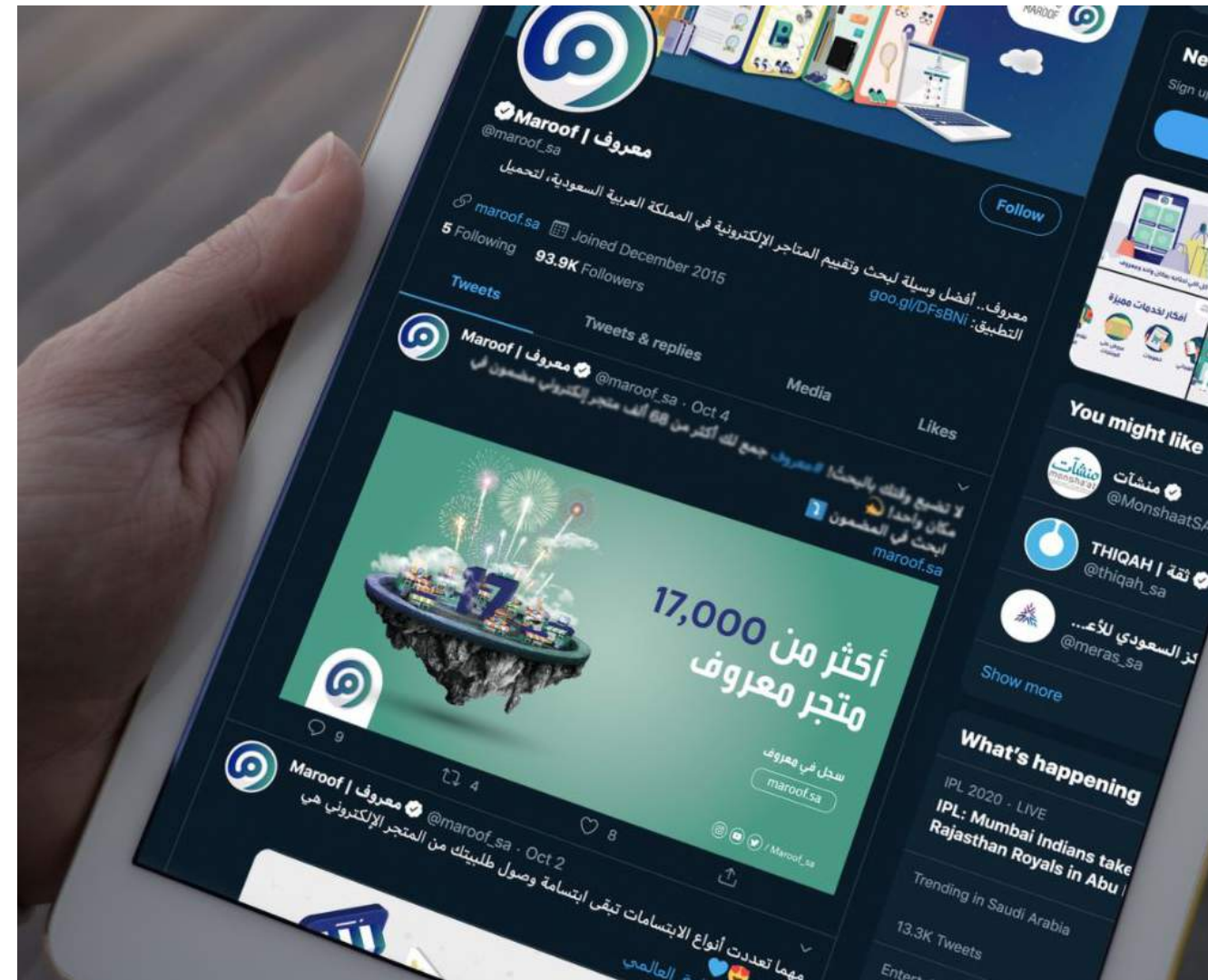


THE MISSION

Trust is an important thing in the market, Maroof had the right idea to create trust between the seller and the costumer, so the first thing we needed to do is to create a name to represent this trust with a full brand to support it "Maroof"

THE IMPACT

Nowadays with more than 90k stores and a search engine that changes every 10s and a reach with 171% during 2020 , Maroof is known more than ever as the trusted mark for online shopping.





THE MISSION

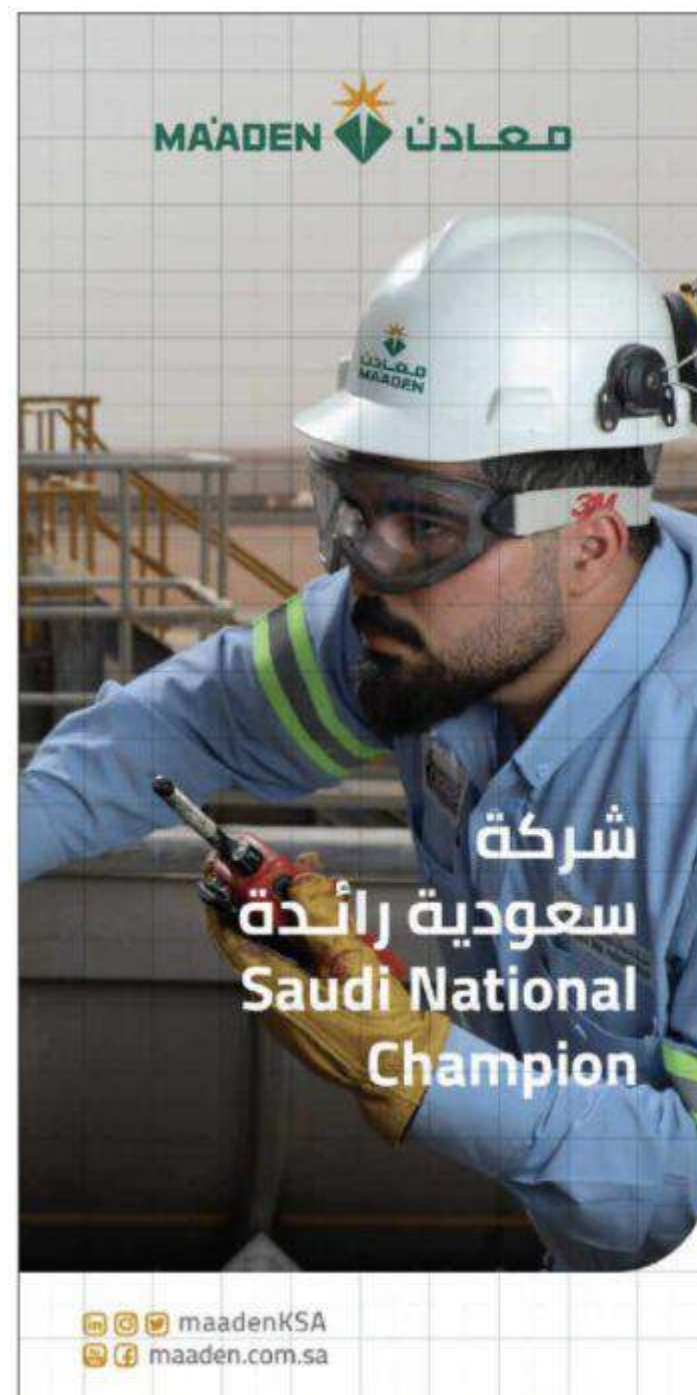
Ma'aden was ready to uplift and improve the branding and they had an issue with their sub-brand as they were different and matching the new identity to be fixed around all of the sub-brands

THE OUTCOME

we uplifted the brand to be more modern and clean, a flexible brand to fit all the sub-brands and make the brand governance much easier

THE IMPACT

the unified branding helped Ma'aden to be more updated in terms of brand governance and much easier to the eye as we made it more modern and flexible to communicate



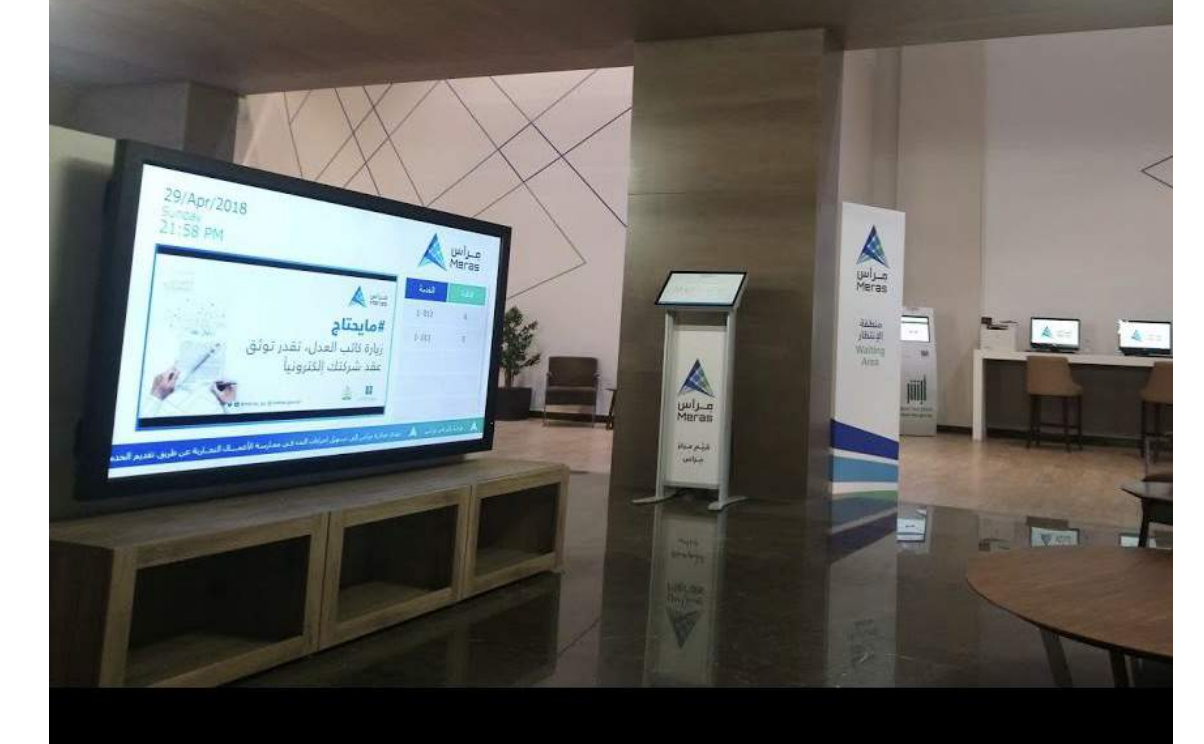
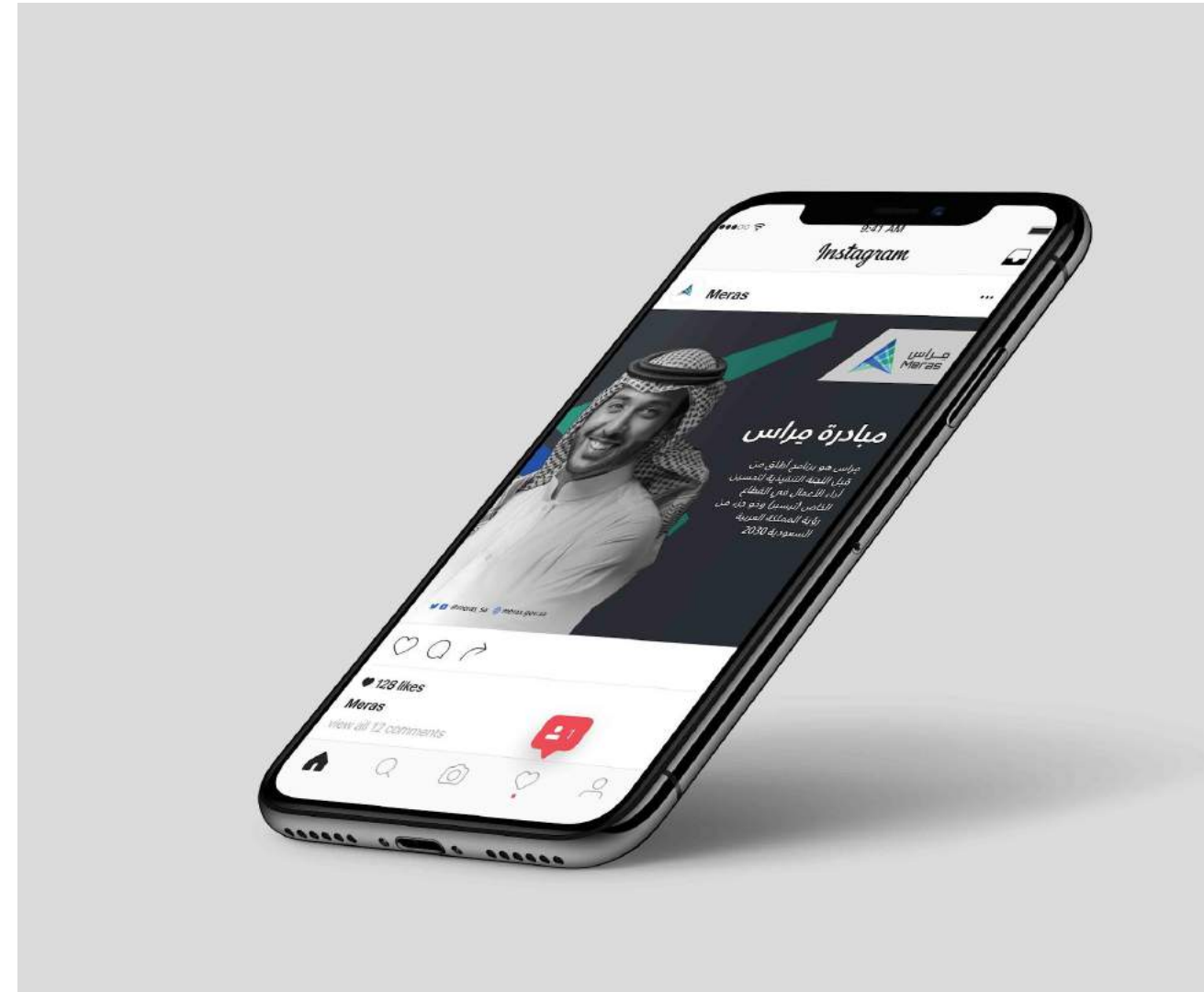


THE MISSION

Meras is an E-Platform with a purpose to make a difference, by accelerating the business development wheel in our country taking it one step ahead in the world's top 20 economies

THE OUTCOME

Our challenge revolves around supporting Meras to build this community through unique Branding and an effective marketing strategy





THE MISSION

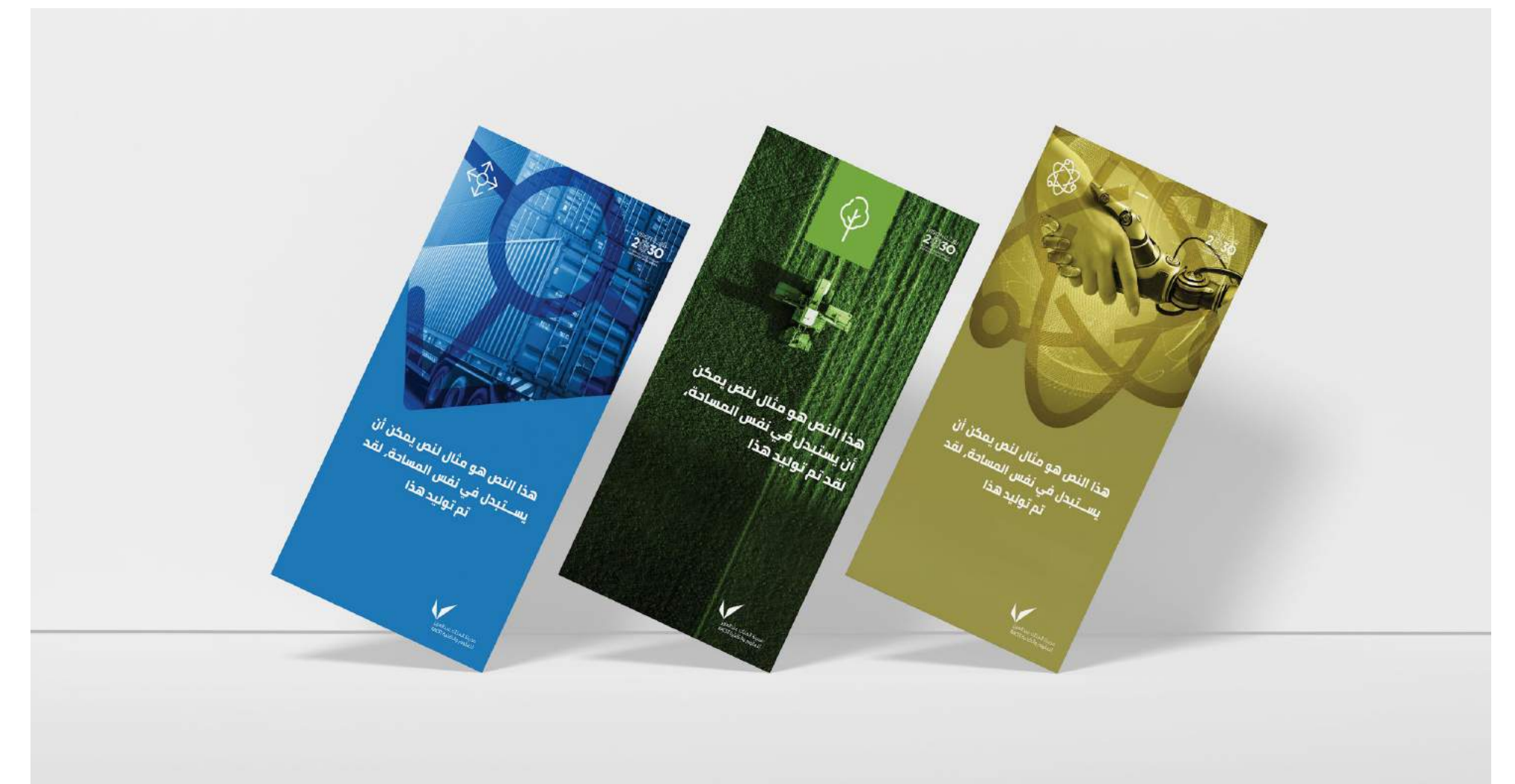
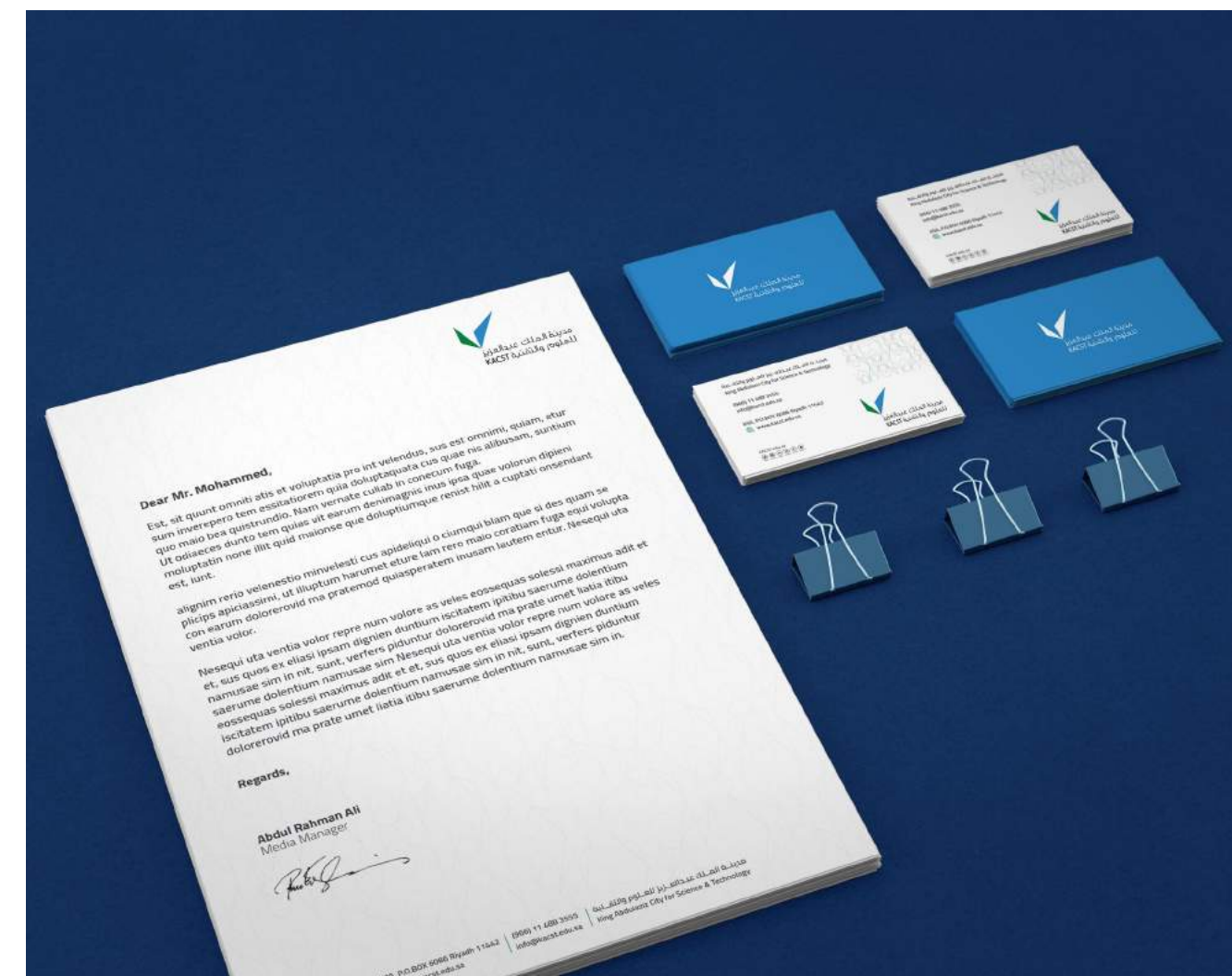
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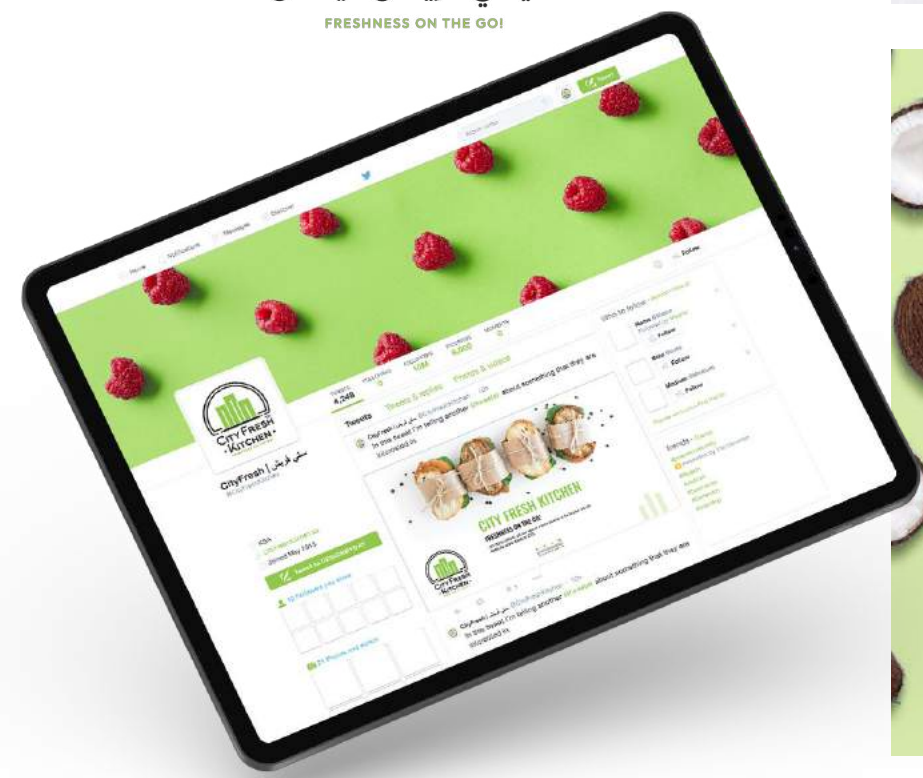


THE MISSION

CFK is one of the FRESHEST restaurants in Saudi, with a strong path to make everything about them fresh, so they needed to boost the brand up by doing a facelift that reflects the essence of the original logo and make it modern and more relatable to the market

THE OUTCOME

Details are the key for everything; we needed to simplify the brand's logo into a satisfying fresh appearance. The key is in the details that we delivered in the guidelines; we even created the communication visionary guideline to help sustain the feel of the brand in and outside the restaurant.





THE MISSION

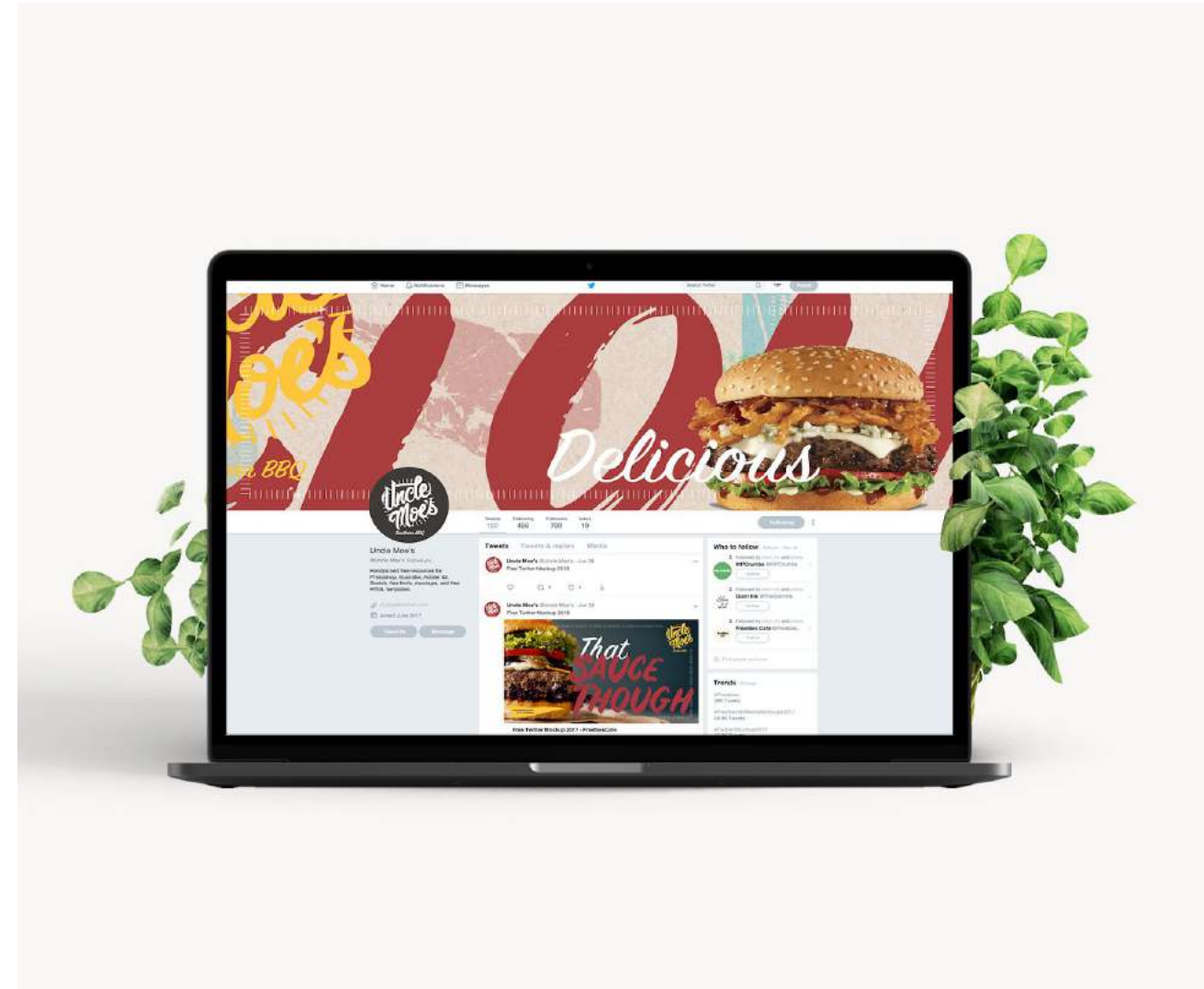
Steak House is one of the most known brands in Saudi Arabia, and recently they created a sub-brand for a burger Steak House, yet this decision was followed by an interesting approach with the virtual world we live in today, and being in the web, it's a rule of thumb to stand out with a killer brand

THE OUTCOME

spreading the message of a new burger place is not new, yet we had to be extra creative when it comes to showing off a good brand; we know SHB uses a signature blend of premium beef, so we played on these elements to create a fun standing out the brand to get the attention of beef lovers

THE IMPACT

A star in southern food is traveling to Saudi, so we needed to make just the right impact. The brand speaks to our target audience and shifts the language of modern advertising of clear and home tonality.



Curve font: Resembles a welcoming attitude



Typography: Indicates fast delivery



Apostrophe: Is the sauce drop



lines: Resembles the grill

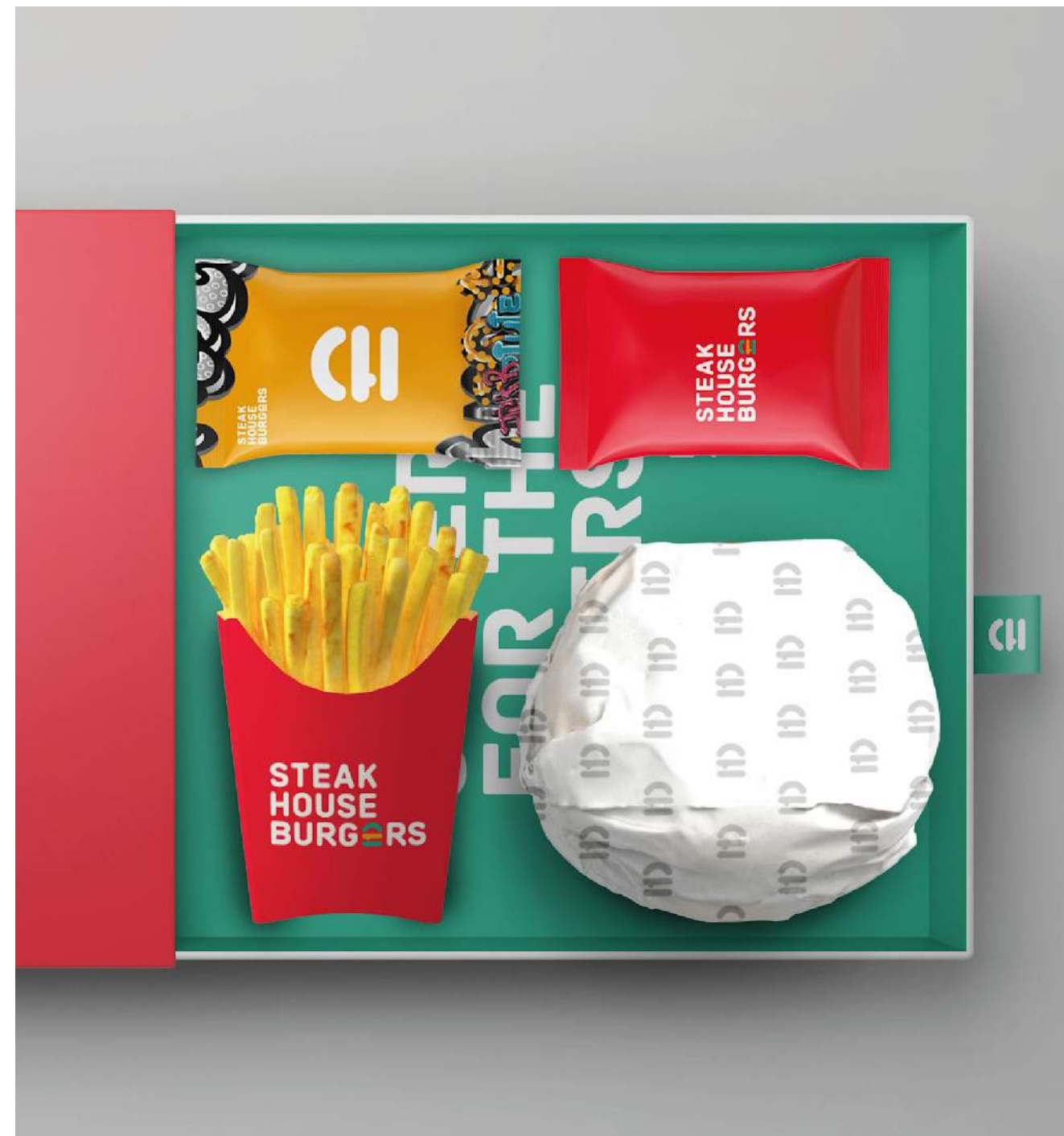
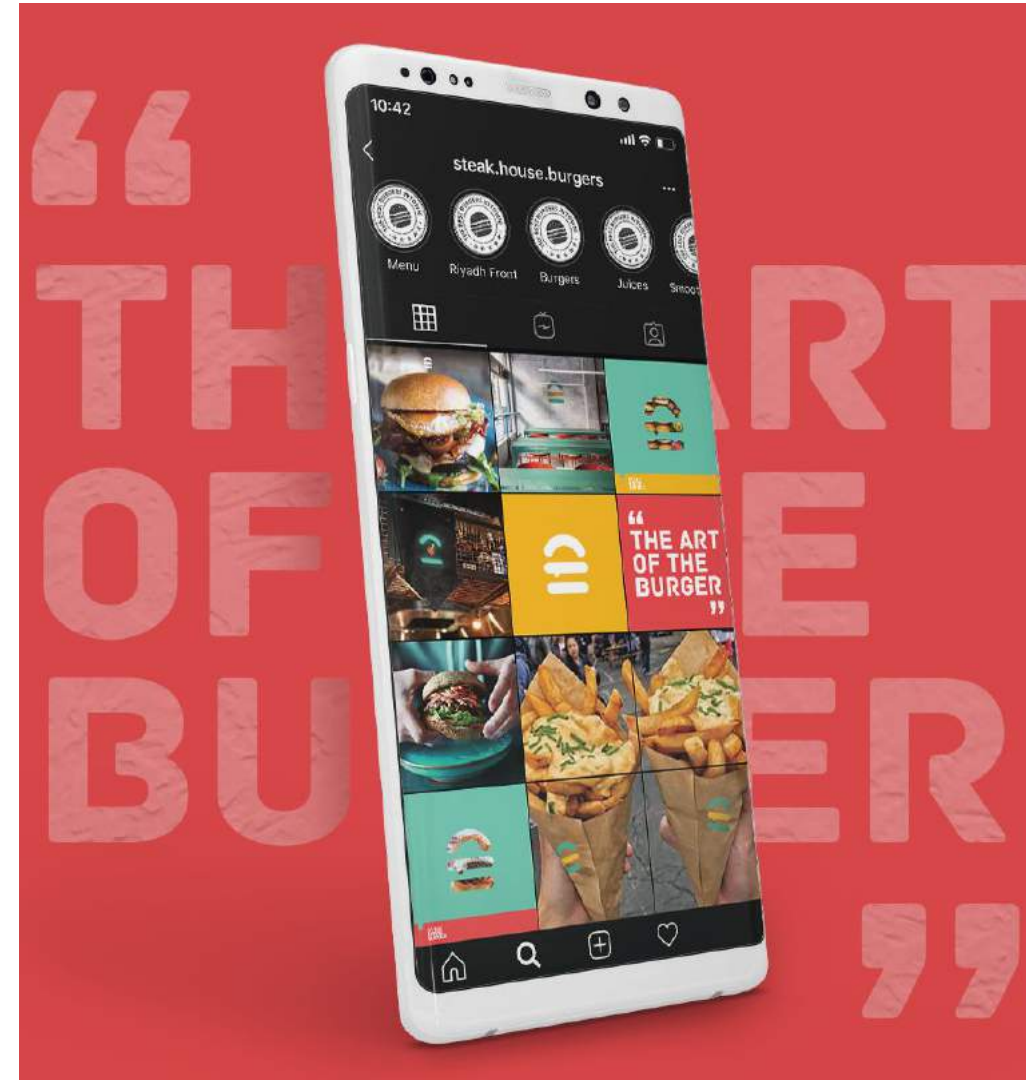
STEAK HOUSE BURGERS

THE MISSION

Alfaco came to us with a brand new virtual restaurant that reflects the southern feel of American BBQ; uncle Moe came from the American culture and brought to Saudi Arabia; our mission was to build a story formed around a reliable brand to communicate to the Saudi culture.

THE OUTCOME

Shaping brands can be challenging, this challenge we had the vision to set the tone for a strong logo with a clever communication what they need; our content strategy focused on making sure the Saudi culture can understand what does BBQ yards really means through uncle Moe.



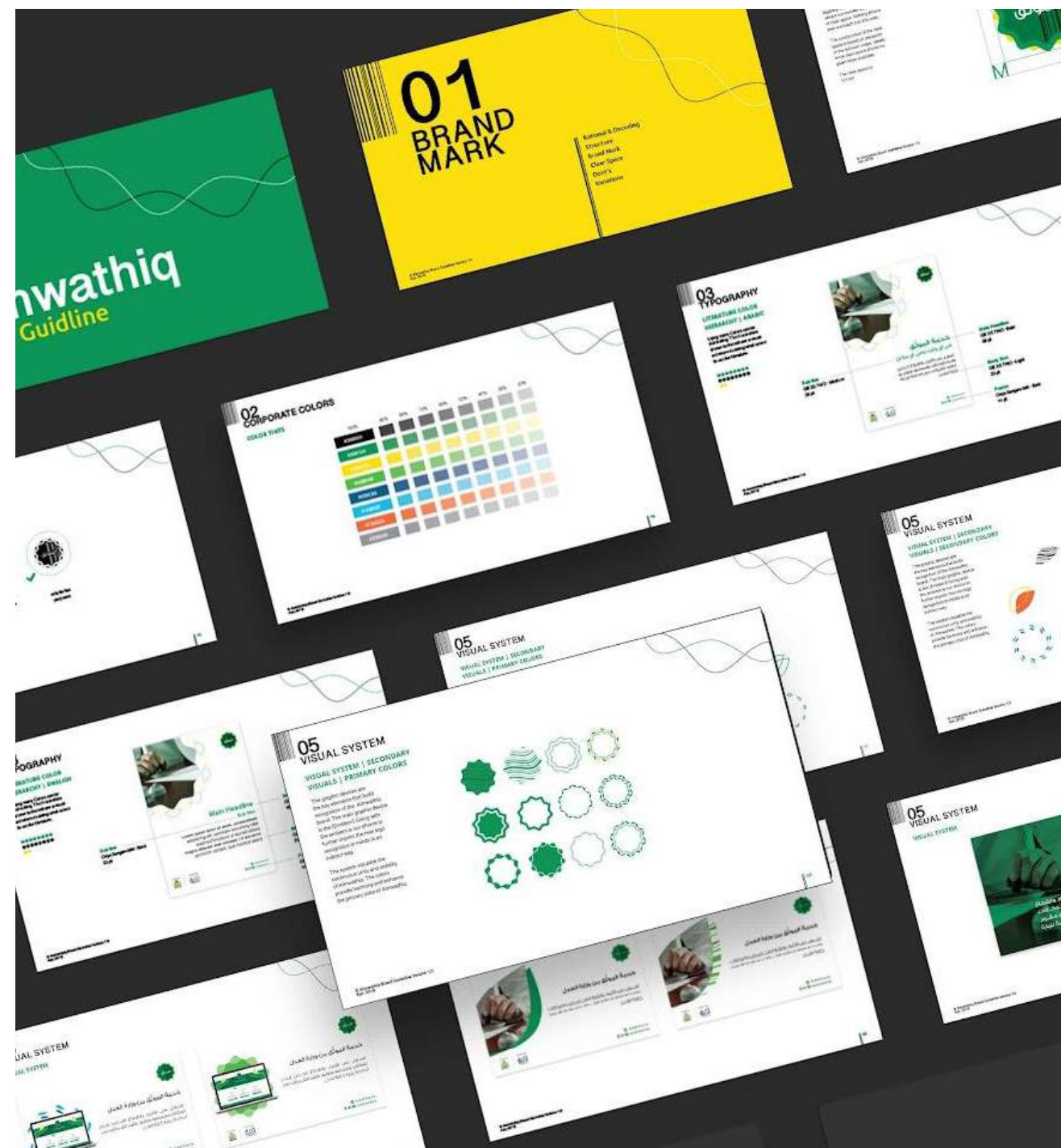


THE MISSION

ALMWATHIQ is a platform that allows individuals, institutions and companies to issue legal documents, company contracts, as well as real estate documents at any time, during working hours and non-working hours, through Ministry of Justice-licensed ALMWATHIQ agents located throughout the Kingdom.

THE IMPACT

Our work resolved in making the brand formal yet vibes with trust, a key element of that was the shape of the brand, inspired by a stamp of approval gave us the bush we need to make it governmental yet unique



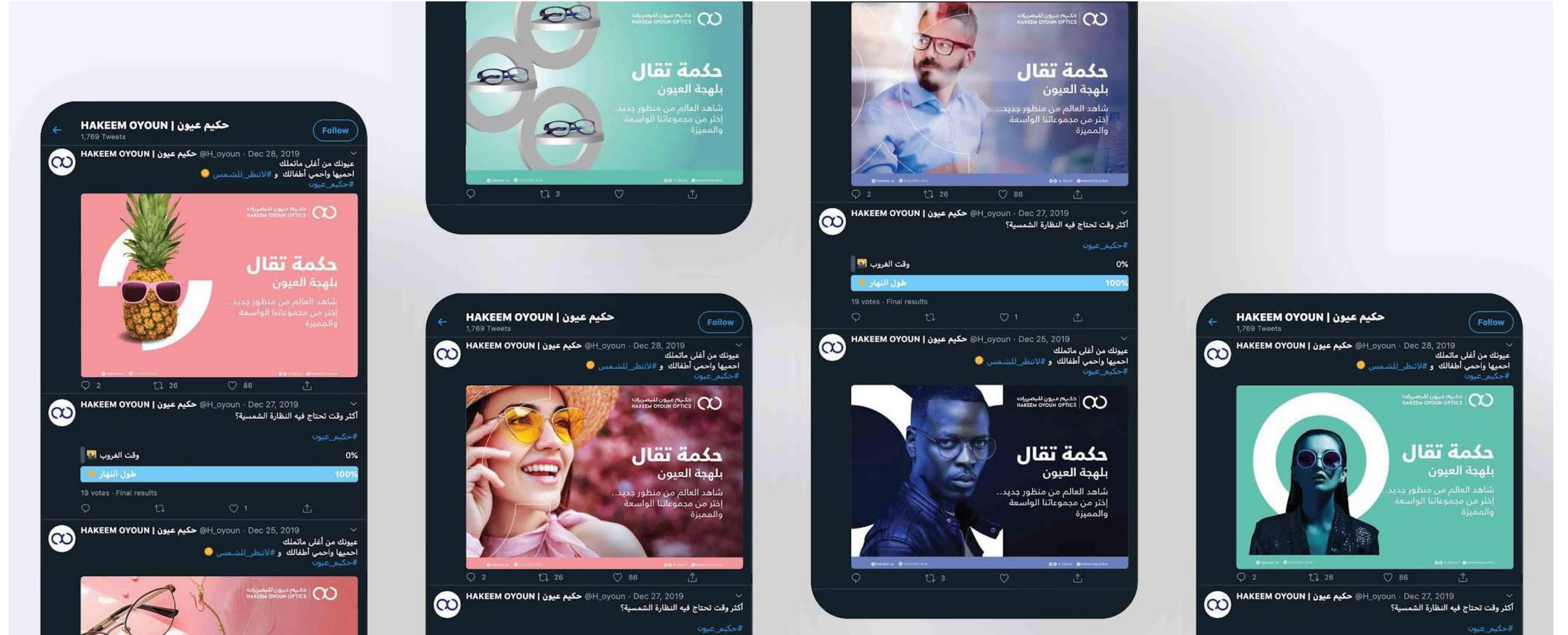


THE MISSION

Take a look at the market and see how competitive it is, Hakeem Oyoun was one of the first Saudi eyewear, so they needed to step up their game by creating a dynamic brand that serves it value and stand out among all.

THE IMPACT

With Hakeem Oyoun, we had to tell a story, people trust the experts, and that was one of the key factors in building the brand; people see the brand as the guide for the best eye wares.



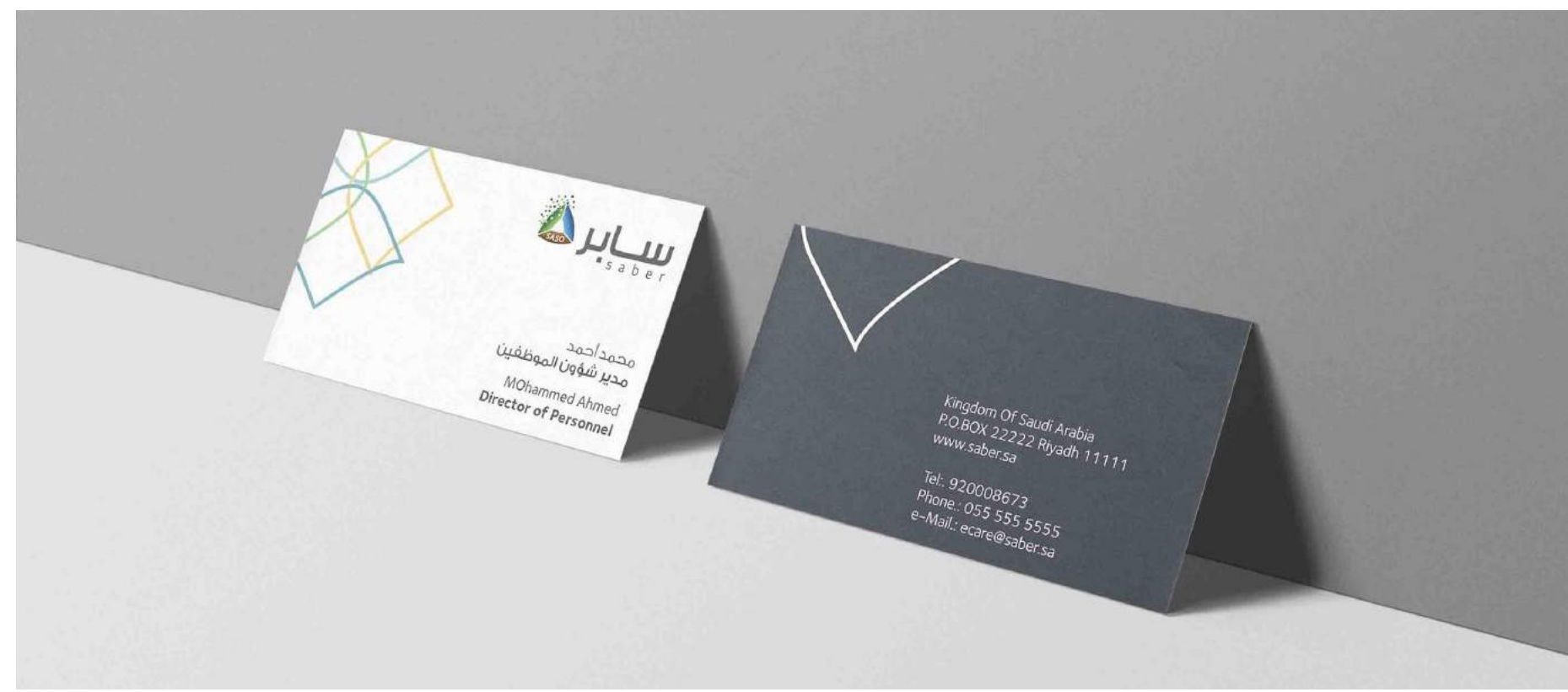


THE MISSION

Quality is the most important aspect, Saber's main goal is to make sure the products are matching the right quality, which means we needed to have a high-quality brand along with quality campaigns to meet the goal.

THE IMPACT

with product checking we have a path and we focused on the idea of the forced path as an inspiration for our logo and brand, each color represent an aspect of SABER to make it visible to the audience



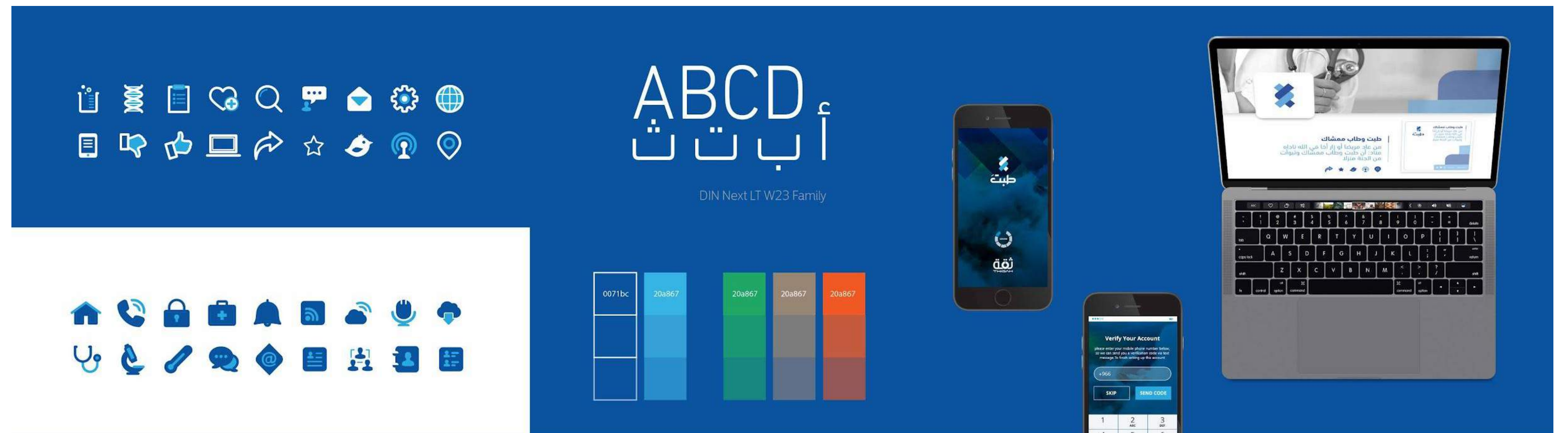


THE MISSION

Being sick is not the best time for anyone, and sometimes it gets lonely around healthy people, especially for challenging diseases like cancer or worse. so how can we bring those who understand you, those who went through the same thing as you

THE IMPACT

Tebt is an app that connects those who understand you and get what you feel because they went through the same thing, a platform to raise health awareness that your mindset is as important as your treatment. With the branding, we went for soothing colors and a calm look and feel.



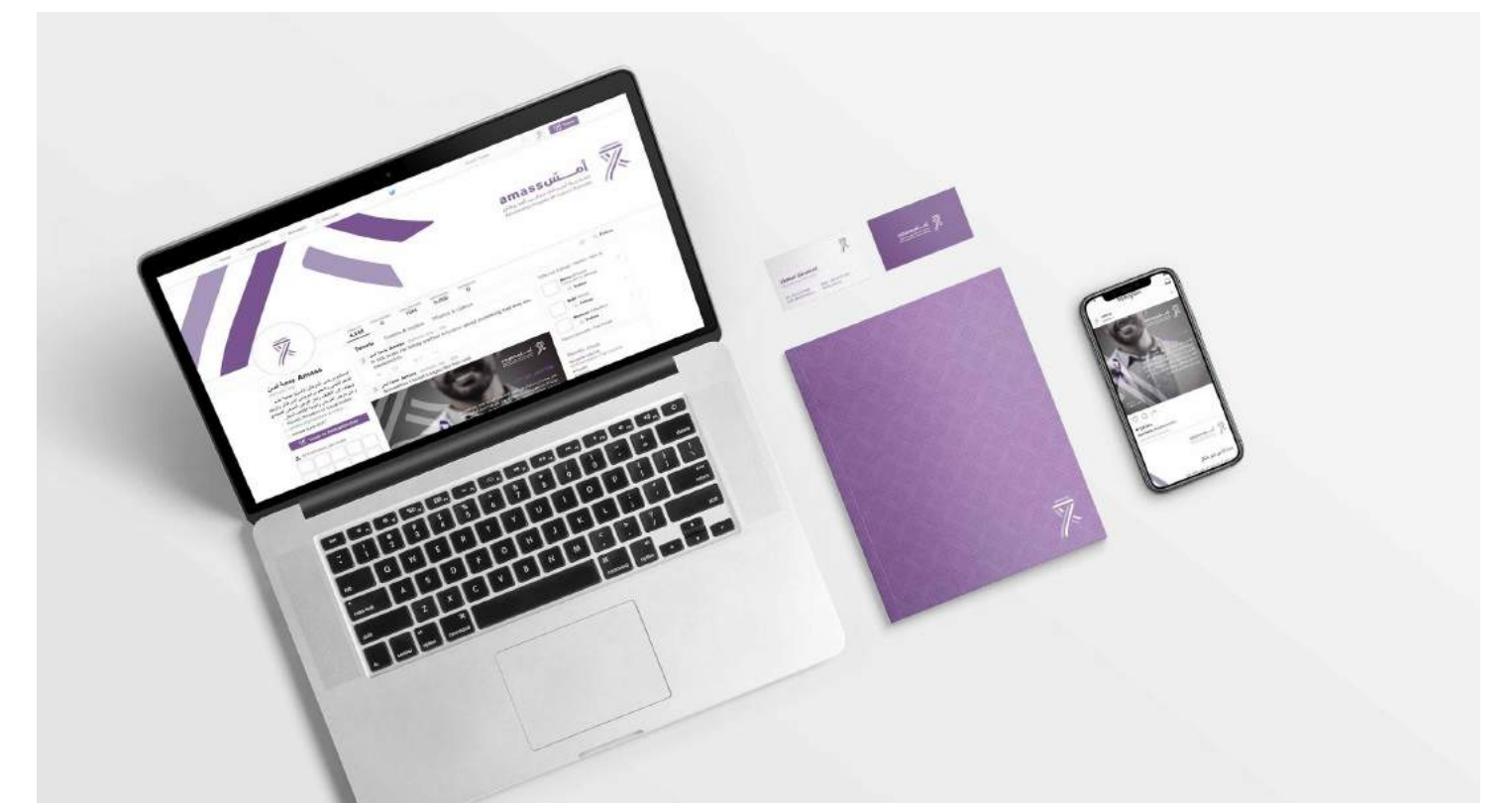
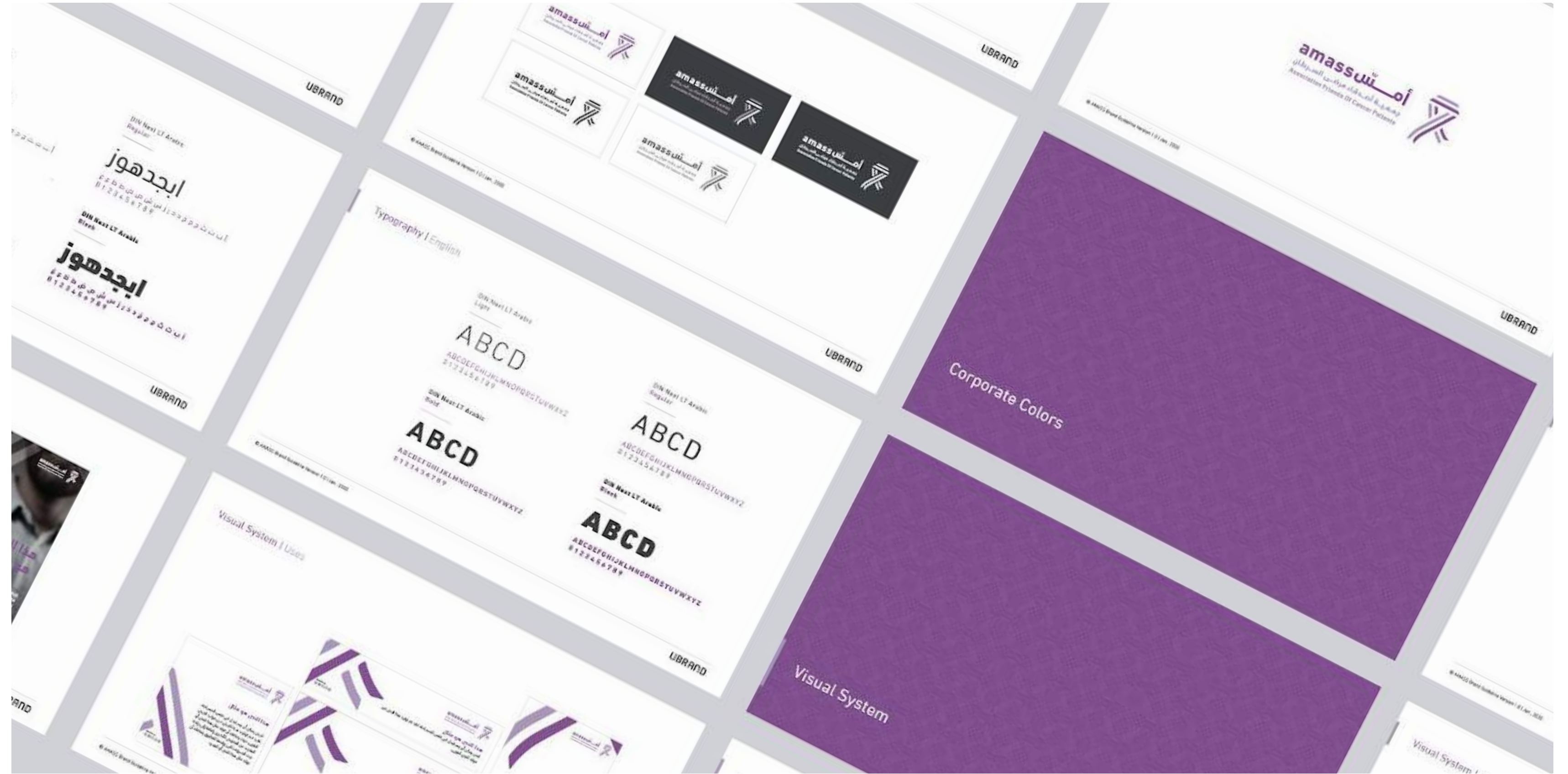


THE MISSION

Cancer is a very touching subject in the world and AMASS was always here to support them and be with them, we had to put our creative thinking to come up with a brand that celebrates their passion to help.

THE IMPACT

with this Brand we focused on the branding aspect and how it will appeal among others, enhancing the colors and how to communicate the brand was the top of our priority, because with such a noble brand it's always how you communicate it to reach for a bigger impact





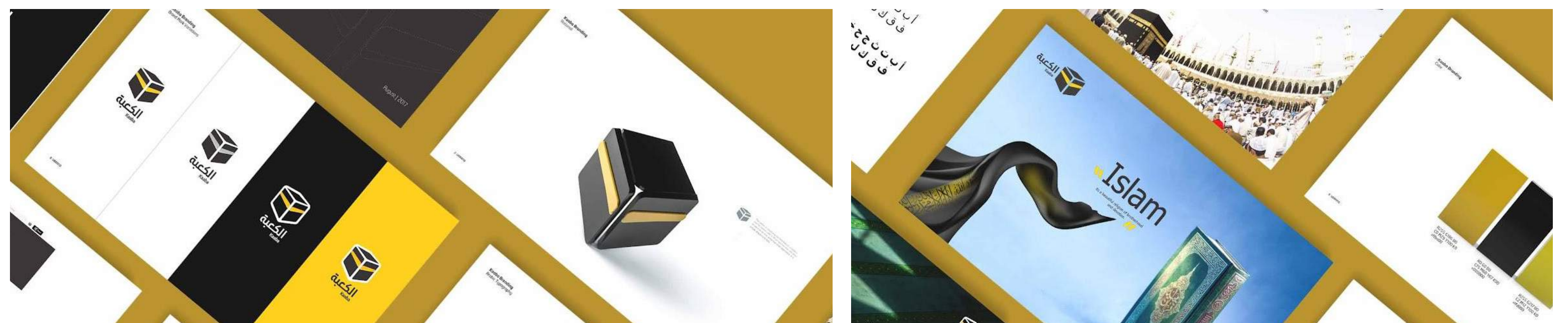
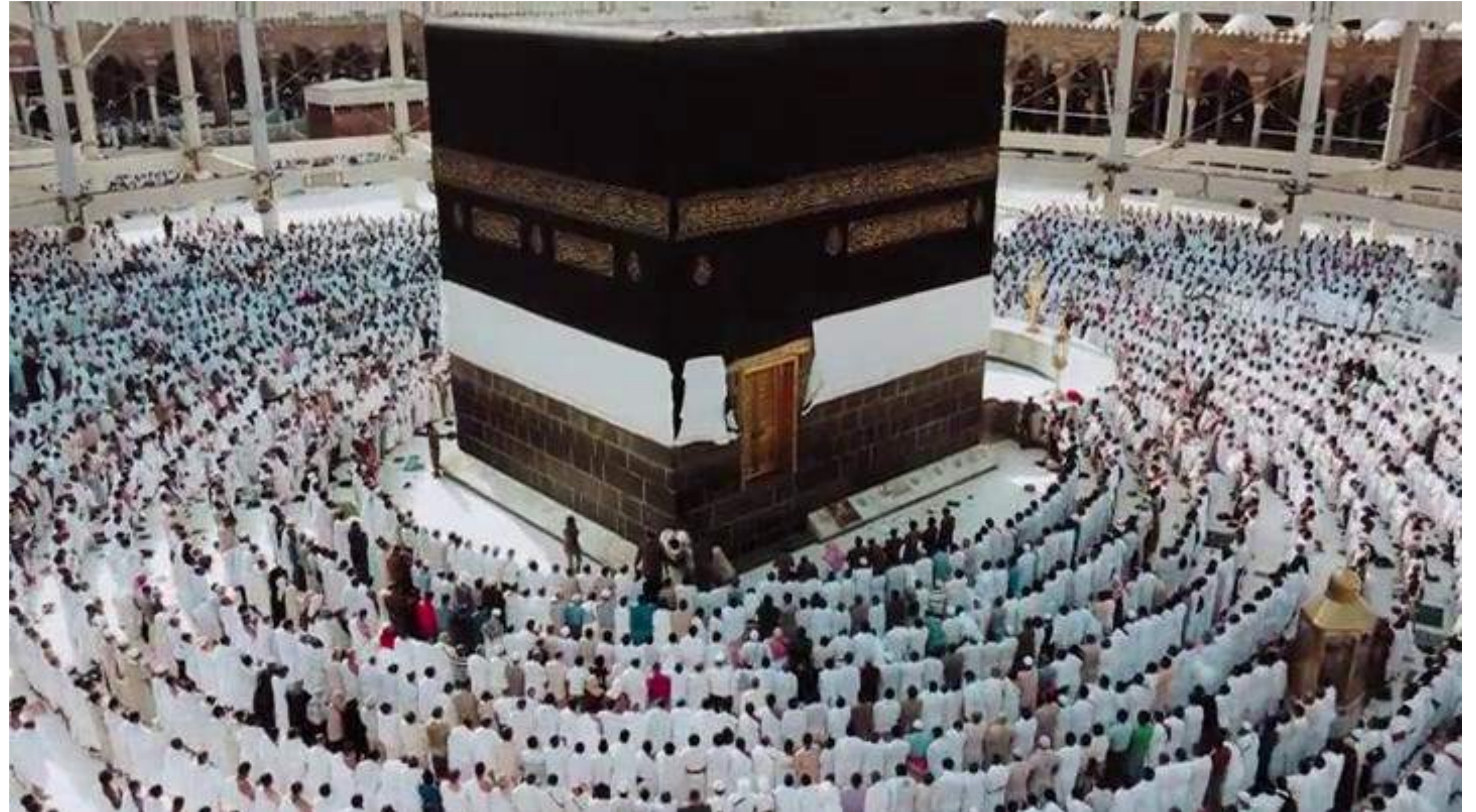
THE MISSION

Spreading peace, love, and valuable messages, Kaaba is here to talk to the world, and a strong brand is highly needed to deliver this message

This is a sensitive subject, you don't want to do it wrong, Kabba is one of the holy places in Saudi and to all Muslims, so we had to make it right and to the point only to its main messages to the whole world.

THE IMPACT

Kaaba has a familiar shape, so we took that in our favor, simple black and gold just like the real thing, it faces every corner in the world so we made sure it can give the same feeling to send the messages that are known for.



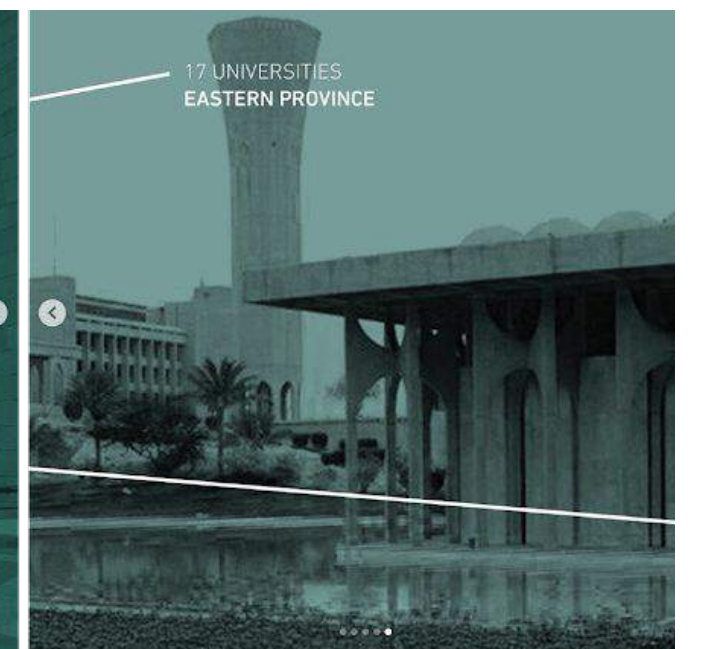
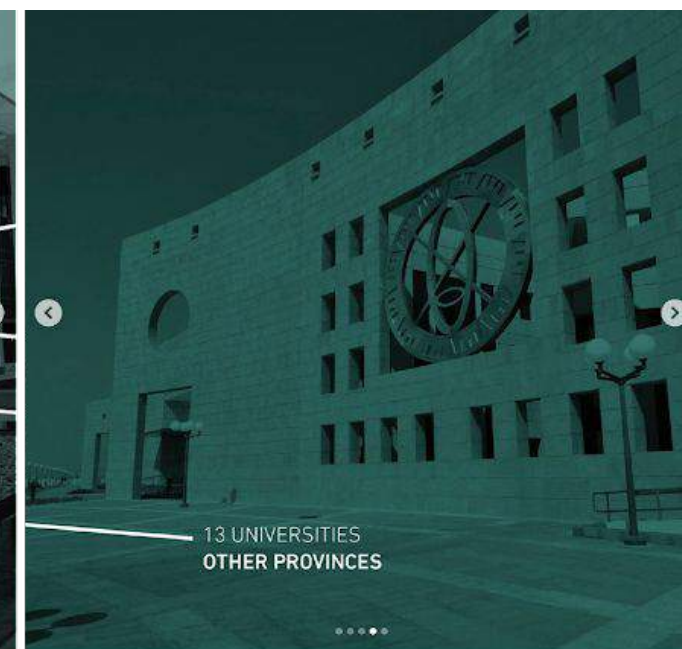
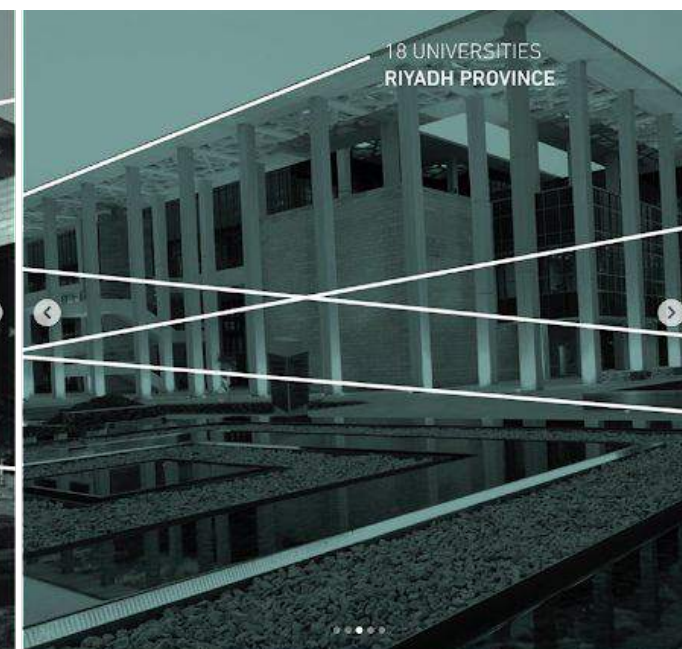
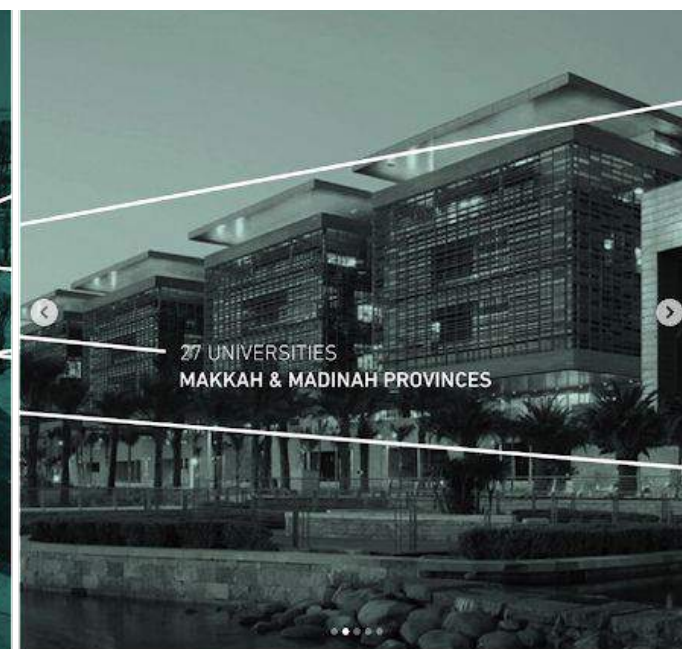
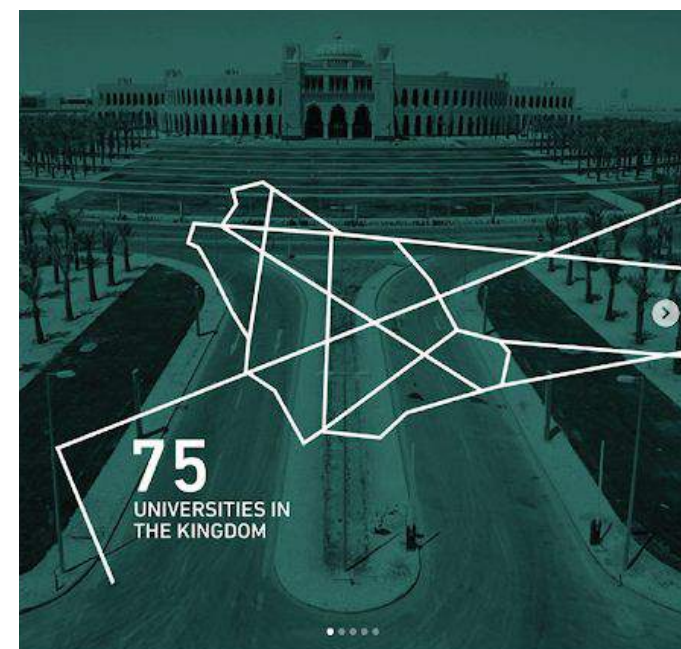
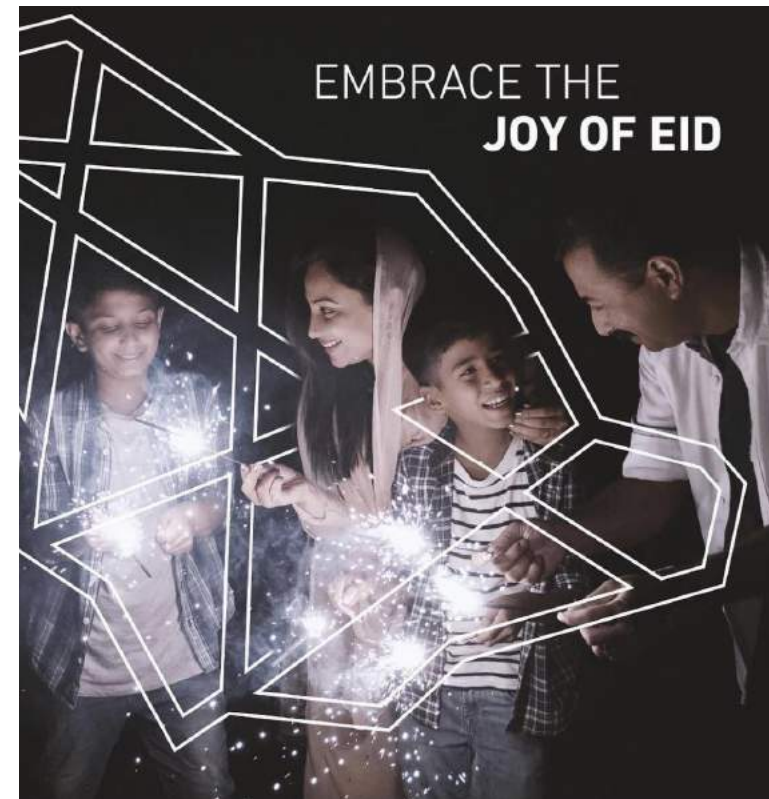


THE MISSION

Saudi Arabia is moving forward as one of the major countries in the world, a celebrated country meets high-quality brand to showcase the cities and collect the aspect of them.

THE IMPACT

for Saudi Arabia. connectivity and awareness were key in our work, we created a simple element to capture the true essence of our culture; we are all connected



سعوديون
@saudis



The Mission

Saudi Arabia is connecting to the world every day, and connecting with peace, love. One of the channels is Saudis, a platform from Saudi to the world.

To craft a meaningful brand, you need to fully understand the people, space, and traditions, and we had that covered.

the main challenge was to make sure we cover Saudi with a full perspective.

The main shape of the logo came from the key messages we ended the Saudi to spread, LOVE. We took the Saudi map shaped it into a love symbol to help raise what we need to deliver.



الهيئة السعودية للملكية الفكرية
Saudi Authority for Intellectual Property



THE MISSION

Have you had a big idea to share with the world SIAP was put in the map to make it real and to safe your rights once you launch it, that why we greeted an eye-appealing branding to help meet this goal.

THE IMPACT

when a brand appear they always trademark, making it exclusive and save. same idea was interpreted into our brand here, making it as if it will contain every idea to make people feel trust, safe and creative



BRANDING

For Corporate Solutions



THE MISSION

making a high-performance annual report required a strong brand

we were required to make the brand more appealing and make a strong flexible showcase of informa

THE IMPACT

we aimed with Thiqah to highlight the brand, and we took the opportunity to make flexible designs to showcase all types of information while keeping it fresh and clean



التقرير السنوي شركة ثقة لخدمات الأعمال

2018



- رسالة رئيس مجلس الإدارة
- رسالة الرئيس التنفيذي
- أعضاء مجلس الإدارة
- الإطار الاستراتيجي
- مبادرات أعمال ثقة
- القيم
- رحلة ثقة
- المشاريع الاستراتيجية
- شركاء ثقة الاستراتيجيين

1.0



- 01 المنظمة المعايير العالمية ISO: تهدف المنظمة الى معال الجودة والسفوية والموثوقية اعتماداً على الكفاءة وفترة تبادل منتجات وخدمات شركة ثقة
- 02 الهيكل التنظيمي: إعادة ترتيب الهيكل التنظيمي ثقة حتى تستجيب في زيادة السوق
- 03 إدارة الأداء: عملية مبنية لرفع النتائج والوقائق المهج الأداء من أجل صون نسبة الأهداف الاستراتيجية
- 04 الاستجابة بمصادر خارجية: مستوى الاستجابة بمصادر خارجية إلى نقل التكيف وزيادة الإيرادات تحسب الانتشار على نطاق واسع
- 05 العمليات والإجراءات الداخلية: مرحلة التحسين الإجراءات والعمليات الداخلية بدأ بتطوير نظام تخطيط مورد المشاريع وإعادة الهيكلة النظرية وتهدد سياسة DOA
- 06 رفع كفاءة الجودة: التخطيط الجديد يضمن كفاءة الإنتاج حيث بلغ ذلك من خلال تحديد مؤثر الإنتاج والتخصيص المورد بطريقة فعالة على حسب الوقت المتوفر ورفع رضى العميل ورفع جودة المنتجات
- 07 مركزية العملاء: من ناحية توجاهة الأعمال الخارجية بطريقة نظيفة تبرزه للعملاء هل وبعد عملية البيع من أجل حسب أداء العملاء وتحقق الأرباح





مدينة الملك عبدالعزيز
للعلم والتقنية KACST



مدينة الملك عبدالعزيز
للعلم والتقنية KACST



THE MISSION

KACST is one of the known names in the world and they needed an annual report to capture the essence of knowledge, authenticity while keeping a pleasant visual aspect to meet the eye

THE IMPACT

We aimed big and we aimed to reflect the brand essence in the visuals and in the art direction of the annual report while showcasing the human element in the pages to show how real and authentic KACST is

التقرير السنوي 2018

١٤٣٩ - ١٤٤٠ هـ



5.1 توثيق وحماية الملكية الفكرية

5.1

التقرير السنوي 2018

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3.1 برنامج دعم البحوث التطبيقية

3.1

التقرير السنوي 2018

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THE MISSION

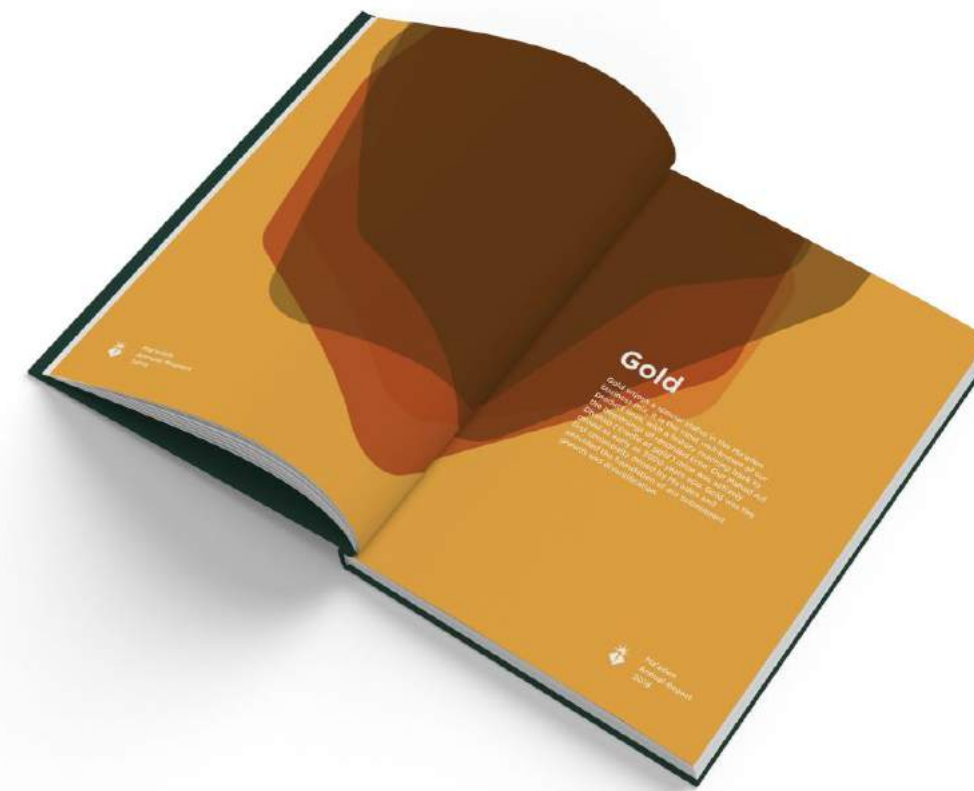
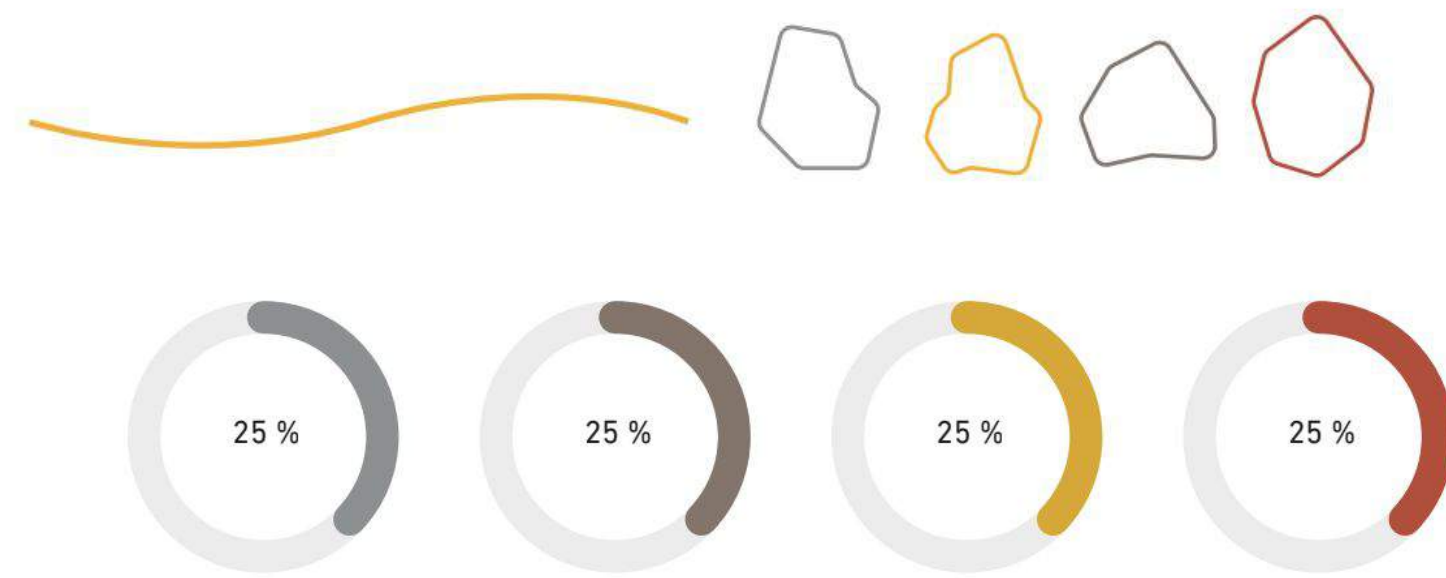
Ma'aden is a world leader in mining and they needed to present the best of their work in the annual report to unveil a new face of what mining should be in the world

THE IMPACT

We saw this as a chance to go big, so we went bigger, we viewed Ma'aden essence as the element X, strong, adaptable, and always unpredictable

so we took it from this concept to show the best art elements to present each sector of Ma'aden and treat them as equal under one big name; Ma'aden

GETTING STRONGER in the DOWNTURN 11th Anniversary



1290

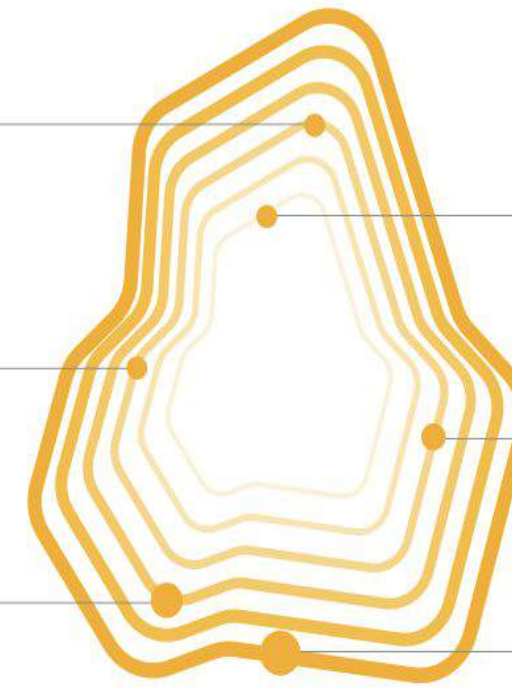
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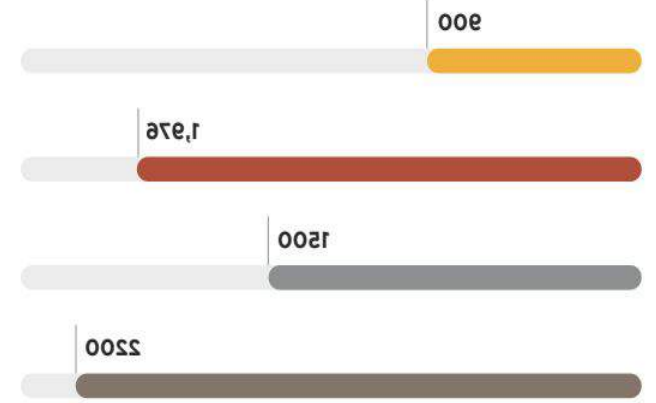
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CAMPAIGN



SPEAK UP WE ARE HERE

About

Nothing is more untouchable than the essence of a brand, except for sexual harassment, and any infringement on the Code of Conduct. Therefore, we're making a statement by deforming that as a result of such actions inside of Banque Saudi Fransi.

The mission

Sometimes you can build the brand just right, and some habits can ruin your hard work. Harassment is a serious issue in our environment, and to prevent it from growing, we wanted to create a statement.

The insight

People hide harassment behind a joke or a laugh, but over time silence can affect your mental health and make your work environment very toxic, so we believe it's time to Speak Up.

The challenge

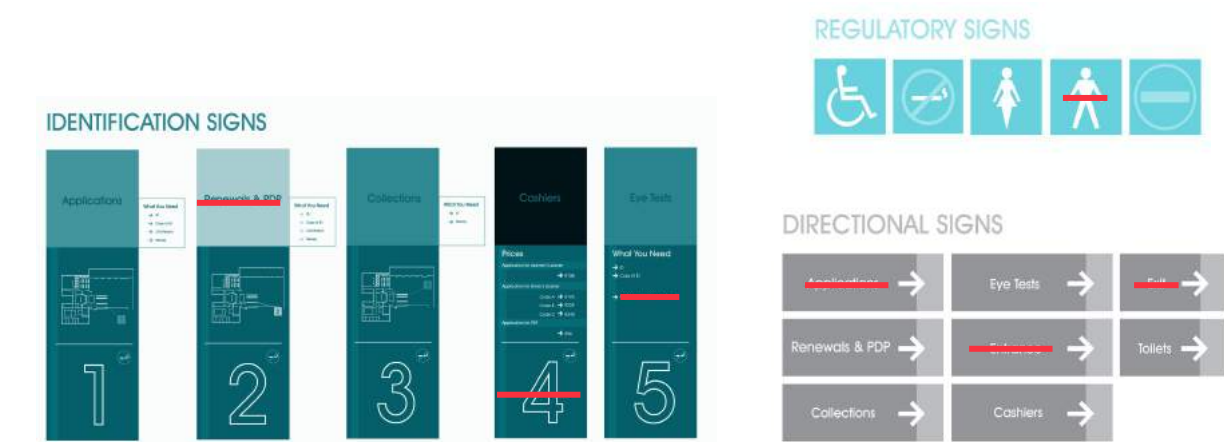
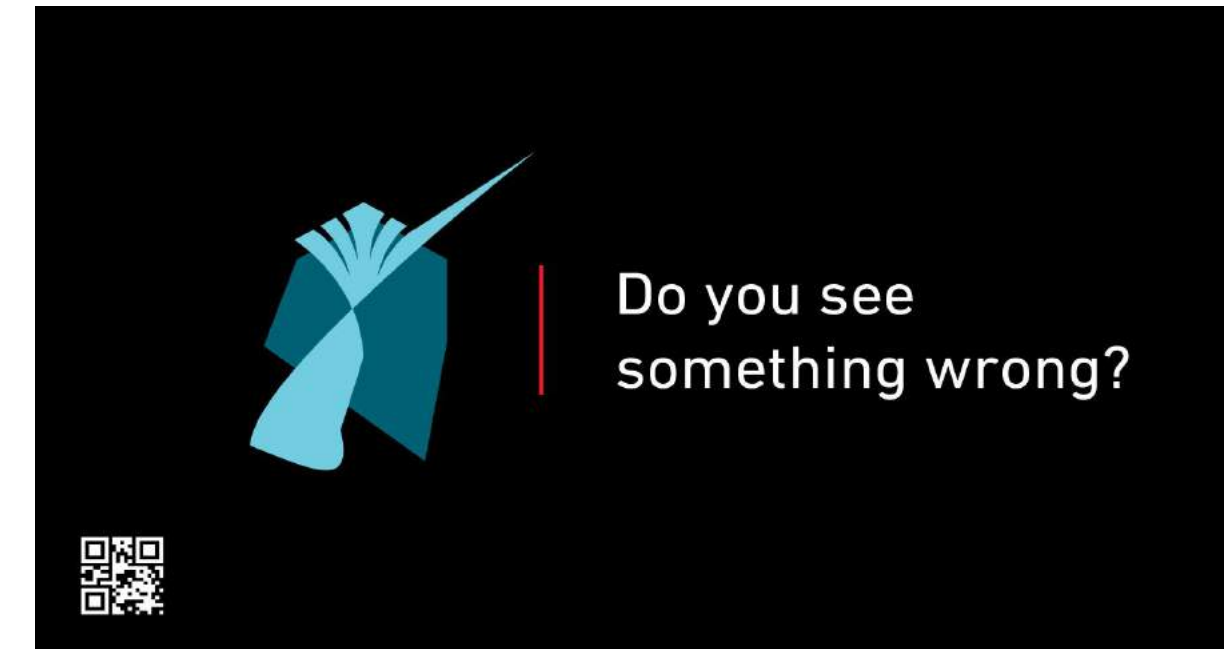
People are afraid; we get it! So we had to make a smart move to assure discreet and encourage them to take action no matter who is the person or the poison he or she occupies

The solution

Speak up, a phrase to wrap every message we try to convey to our employees, featured by the red line, we communicated harassment as a redline, honest is a red line

The outcome

reducing harassments and raising awareness among employees





Own your home and start your story

About

culture is a reflection of who er are so we believe that strong storytelling is divven from culture and nostalgia where people relate the most

The mission

behind every house there are tons of stories to share, the same idea applies on new houses when you buy a house you buy a new story with it

banque saudi fransi wanted to create a campaign for home loans that surrounds objects

The insight

We made the idea around nostalgia and the memories of the old houses that we carry with us in life to make the objects come to life

The challenge

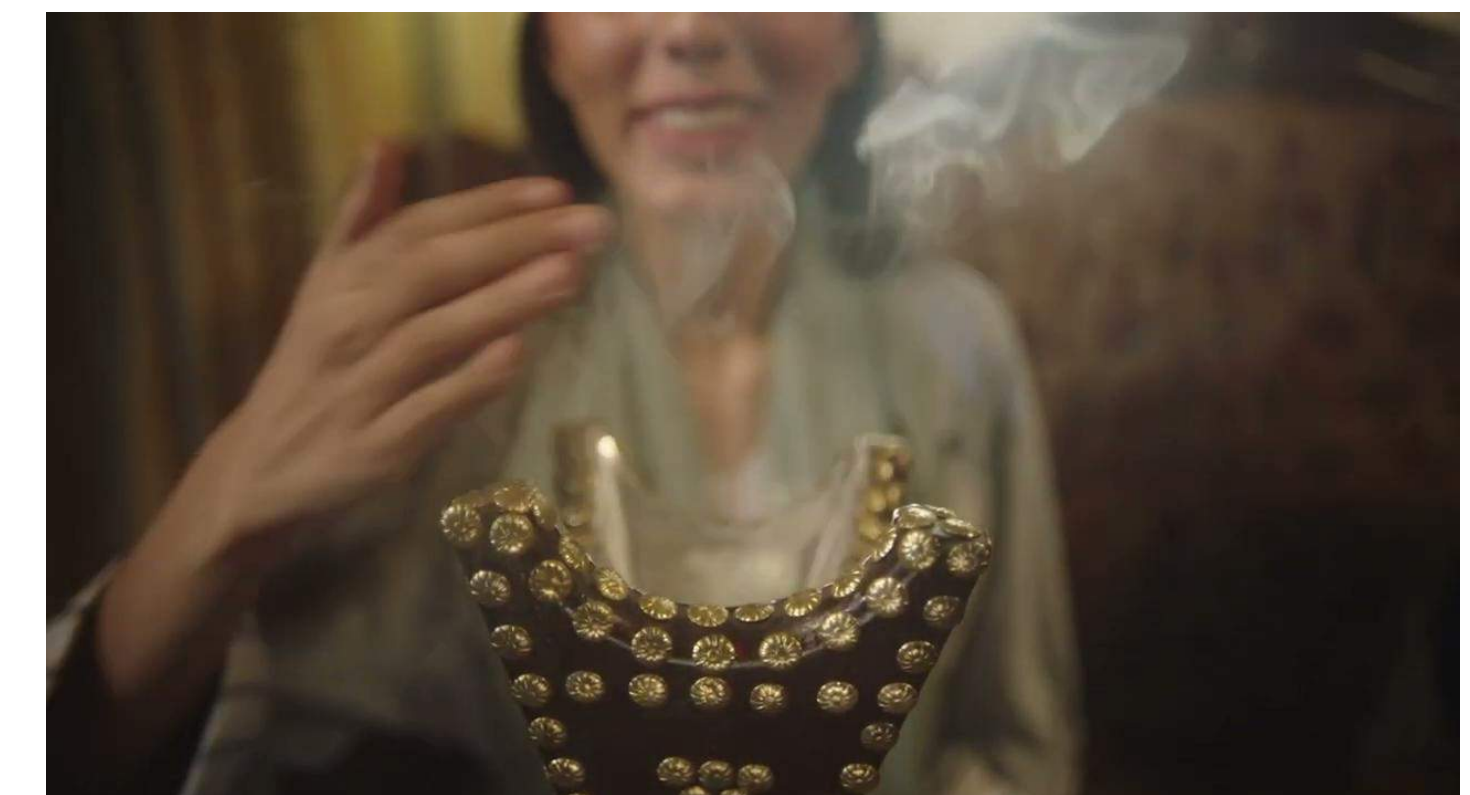
making the objects emotional rather animated or cartoon character and show them not only as parts of the house but a reminder what they felt during our parents youth

The solution

we created strength from stereotypes in the saudi family and created stories that every family lived through their live with these objects

The outcome

raising awareness about the product and changing the prospective about BSF as a bank





Saudi National Day 91

THE MISSION

The Saudi national day is the biggest and busiest season in Saudi Arabia, so it's a challenge to make a noise and make the work stand out. And it is our job to make that happen, BSF wanted a big hit in and to be one of the most memorable ads in Saudi.

THE OUTCOME

As we made this year's concept about the king's heart, we made an outstanding song supported by an amazing visual story to reflect our deep love and loyalty to our king.

Making this song one of the best trends in social media and famous song apps.





Lifestyle BSF

THE MISSION

To create a bold campaign for a strong credit card.

We wanted to create a massive campaign that was worthy of the importance that this card carries! The largest cashback card in the Middle East simply challenged us to think outside of the box and push the boundaries to a whole new level of creativity.

THE OUTCOME

"رصيدك ما يخلص"

A comprehensive campaign that went above and beyond implementing our message with an upbeat and trendy song

The impact:

We were able to raise awareness of the brand and increase customer loyalty as a result of our strategic content creation and songwriting process. We also helped spread the word about the many benefits of this card to our target audience, broke records, and introduced a new way of marketing to the banking industry





THE MISSION

In the Saudi national day, the one thing that is highlighted is the efforts and power of studies in the development of the country, so that's what machine talks focused on this year, the power of studies

THE OUTCOME

in the aims of showing the best value of Machinetalks, the studies

so we created the concept to show how empowering that can be to any industry



وإلى السماء نعيده





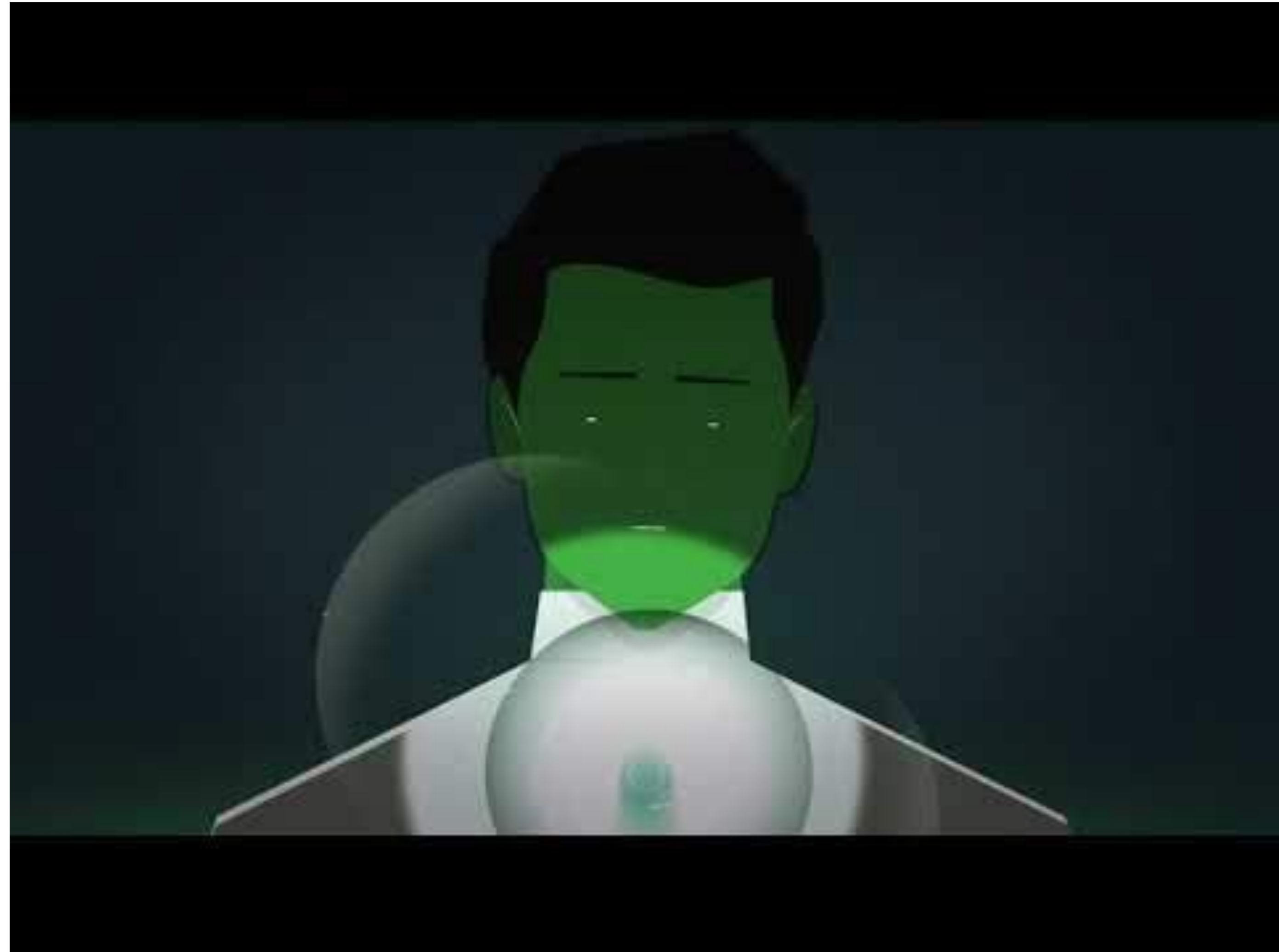
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البنك
السعودي
الفرنسي
Banque
Saudi
Fransi



THE MISSION

The 2030 vision 5th anniversary is here! and Banque Saudi Fransi wanted to celebrate in a unique way, a way that speaks how proud we are and how passionate we are about the vision 2030 and what we achieved in just 5 years

THE OUTCOME

people remember stories, but if they hear a story in a form of a song, they will sing it forever, so instead of showing facts that people know, we came up with a song to reflect what they feel, a song to reflect the dream we're about to reach "تونا يحلم" or "dream we reached"

the song aired on social media, YouTube, and the national Saudi TV, with over 5 million views we reached our audience and shared the pride of these 5 years of achievements



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800 124 0006 | alfransi.com.sa

بمناسبة مرور 5 سنوات من بداية رؤية 2030

البنك السعودي الفرنسي خاضع لإشراف ورقابة البنك المركزي السعودي



800 124 0006 | alfransi.com.sa

بنك السعودية الفرنسي خاضع لإشراف ورقابة البنك المركزي السعودي



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products campaign

Total impression
649802

Organic impression
96069

About

every year we keep discovering new trousers in our earth and the amount of effort that Ma'aden puts in mining deserves a bigger credite

The mission

showcasing Ma'aden products in a clear down to earth tonality that is for the mass to understand and know what Ma'aden does in real life

The insight

We live in a land of great trousers and we keep discovering new opportunities every year

The challenge

simplifying complicated information to fit the mass in terms of content and visual appealing approach

The solution

we divided the products into sectors under one umbrella to allow us to generate content and designs for the whole year

The outcome

with over 600k impression and over 100k in organic impressions per campaign



اكتشف منافع الذهب في الطب

Discover the benefits of Gold in medicine



- 03 الجفون Eyelids**
استخدمه الأطباء في حل مشاكل العين اليربانية
Used by doctors to treat Lagophthalmos
- 02 الأسنان الذهبية Gold Teeth**
بظلالها كان الذهب عنصراً أساسياً في صناعة الأسنان
Gold has always been an essential ingredient in the manufacture of gold teeth
- 01 العلاجات السرطانية Cancer Treatments**
يتم حقن الخلايا الذهبية للحد من انتشار السرطان
Golden cells are injected to reduce the spread of cancer

maadenKSA maaden.com.sa

KEEP ON DISCOVERING GOLD



Maaden mining locations:

- منجم البعثية Al Ba'itha
- منجم رأس الخير Ras AlKhair
- Ras Al-Khair Industrial City
- Dammam
- Riyadh
- Al Amar
- Ad Duwayhi
- As Suq
- Taif
- Jeddah
- Mahd Ad Dahab
- Bulghah
- Sukhaybarat
- Az Zabirah
- Al-Jalamid
- Wa'ad Al-Shamal

maadenKSA maaden.com.sa

KEEP ON DISCOVERING Aluminum



يعد **الفوسفات** من منتجات معادن الأكثر أهمية للحياة. فهو يتشكل طبيعياً من عنصر الفوسفور، الذي يعد أحد ثلاث عناصر غذائية رئيسية في عملية التركيب الضوئي للنبات ونمو المحاصيل الزراعية.

Phosphates are a naturally occurring form of the element Phosphorus, one of the three primary nutrients, Ma'aden mine Phosphate Rock and process it into diversified ammonium Phosphate Fertilizers

maaden.com.sa

KEEP ON DISCOVERING PHOSPHATES

MAADEN

إنتاج الذهب في

Gold production in

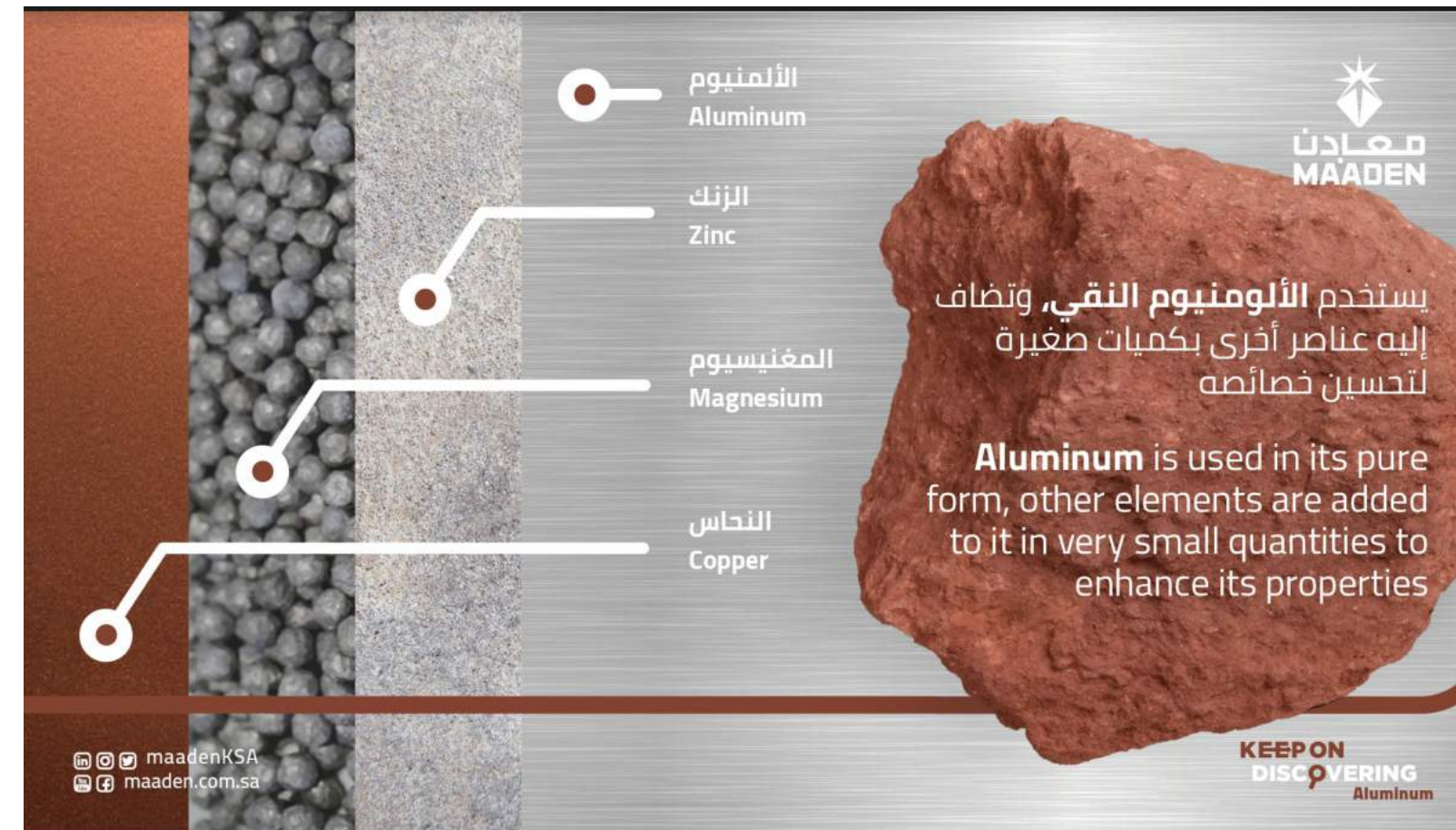
2019

399,232 أوقية

هدفنا لسنة 2020 أن نستمر بالتقدم في إنتاج الذهب ونصل إلى ما يقارب 430 ألف أوقية
We will reach 430K oz by the end of this year

maadenKSA maaden.com.sa

KEEP ON DISCOVERING GOLD



الألمنيوم Aluminum

الزنك Zinc

المغنيسيوم Magnesium

النحاس Copper

يستخدم **الألمنيوم النقي**، وتضاف إليه عناصر أخرى بكميات صغيرة لتحسين خصائصه

Aluminum is used in its pure form, other elements are added to it in very small quantities to enhance its properties

maadenKSA maaden.com.sa

KEEP ON DISCOVERING Aluminum

ثروات رأس الخير

Ras Al Khair Assets

3 طن متري Metric Ton

3 **Phosphoric acid plant**
نبات حمض الفسفور

1 طن متري Metric Ton

1 **Ammonia plant**
نبات الامونيا

maaden.com.sa

KEEP ON DISCOVERING PHOSPHATES

MAADEN



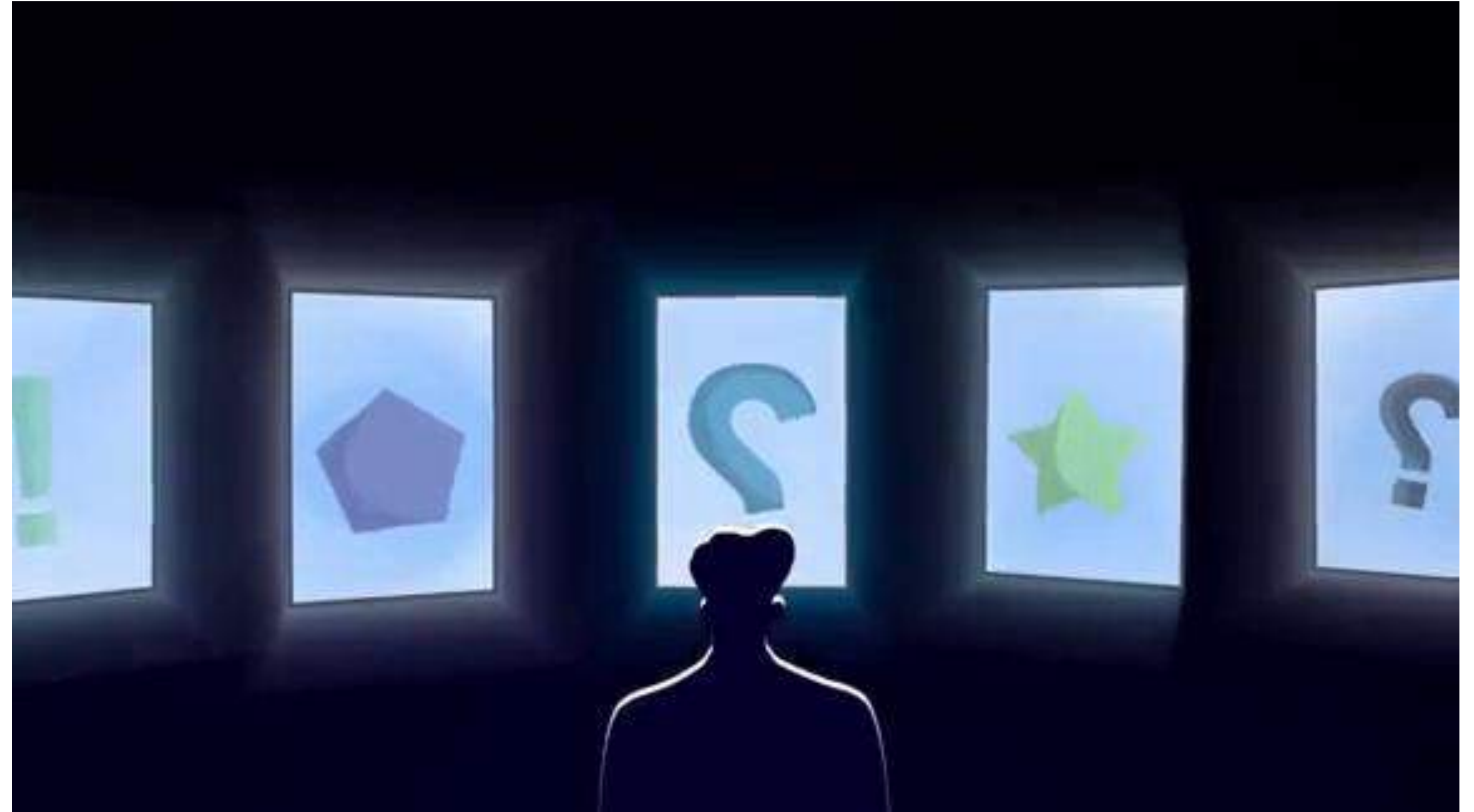
THE MISSION

The high-performing company that desire to lead change through impactful business solutions, smart services, and data services. This is what THIQAH are known in the market; our mission was to build and elevate a creative communication brand to make the change they desired.

THE OUTCOME

We designed the brand from scratch and created a series of successful campaigns for THIQAH and its products, from the logo to the guidelines, each time we deliver a highly-effective message to support the brand.

We worked with THIQAH for three years, and during this time, we were able to create a bigger impact and make THIQAH known in the market as a trusted partner led by young and innovative Saudi professionals that can create long-lasting value and achieve a positive impact.









THE MISSION

With a great goal to share the love of flying, His royal highness Prince Sultan bin Salman Al Saud made sure that he will present the best of the best to share their stories and experiences for young Saudis to learn and fly through this path, and since brand storytelling is something we are good at we took it to the net level.

THE OUTCOME

Using storytelling doesn't mean the old traditional way, there is more than one way to tell a good story; with a combination of real stories and selective art direction, we transformed the vision of his royal highness Prince Sultan bin Salman Al Saud to spread Hangar talks to the Saudi youth.

People from all over the world came to the event, Joe Clark - may he rest in peace - achieved a world record, as he flew his private jet from Florida to Riyadh non-stop in 13 hours 46 minutes, Saudis discovered the passion of flying with Hangar talks.

The sky witnessed so many adventures of great pilots throughout history, and in Saudi, we had our share of both the sky and space achievements.

With a great goal to share the love of flying, His royal highness Prince Sultan bin Salman Al Saud made sure that he will present the best of the best to share their stories and experiences for young Saudis to learn and fly through this path.

Saudi Space Commission came to us to create a strong identity to their new event, "Hangar talks " with the passion for hosting and presenting legendary pilots who had a great experience in the field, we were required to provide an identity with a strong guideline to reflect on the event theme.







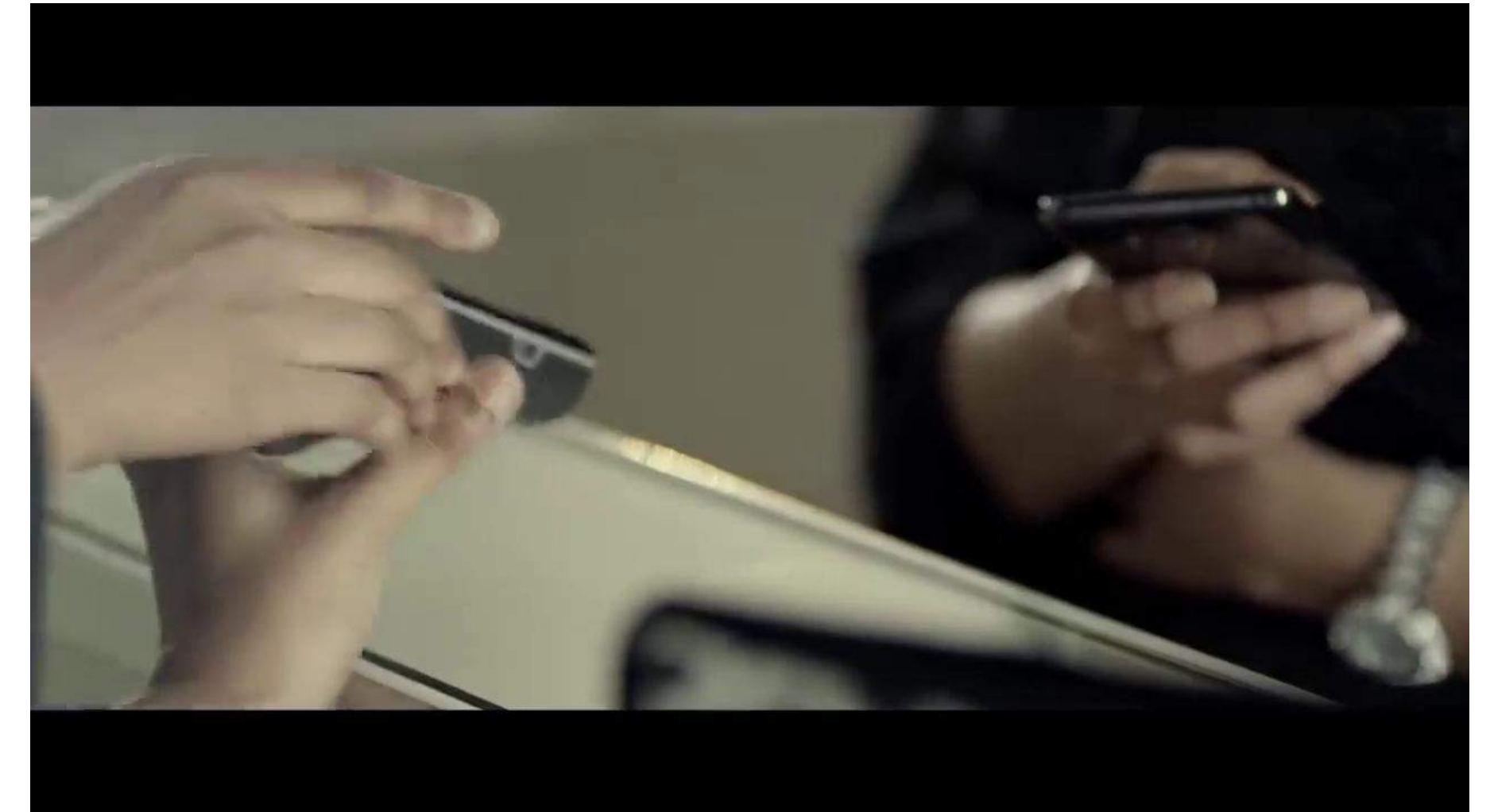
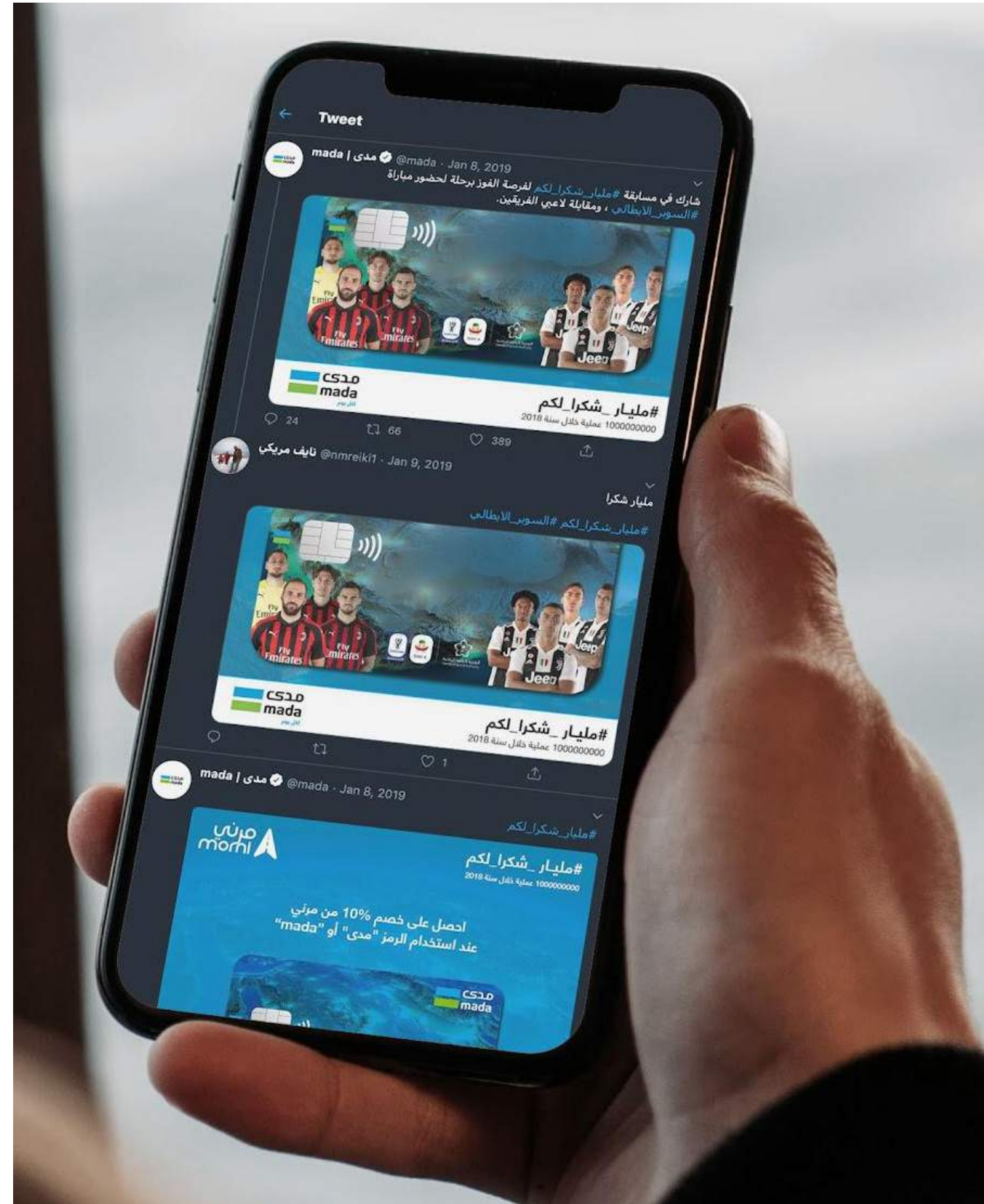
THE MISSION

MADA, a balance between earth and sky, that's what the brand is for, and they reach for beyond. after such great work, they finally reached 1 Billion transactions, with that a big camping is needed.

THE OUTCOME

The hero of our work was the 1 billion thank you to MADA's customers, we made sure that our outcome reflected the brand values, and more importantly, the origin of it, as a Saudi Brand, we wanted to highlight the landmarks of Saudi, and empower the Saudi culture through the brand.

With hundreds of retweets and a substantial reach for the campaign, we spread the message across the kingdom and gain many positive responses from MADA users.





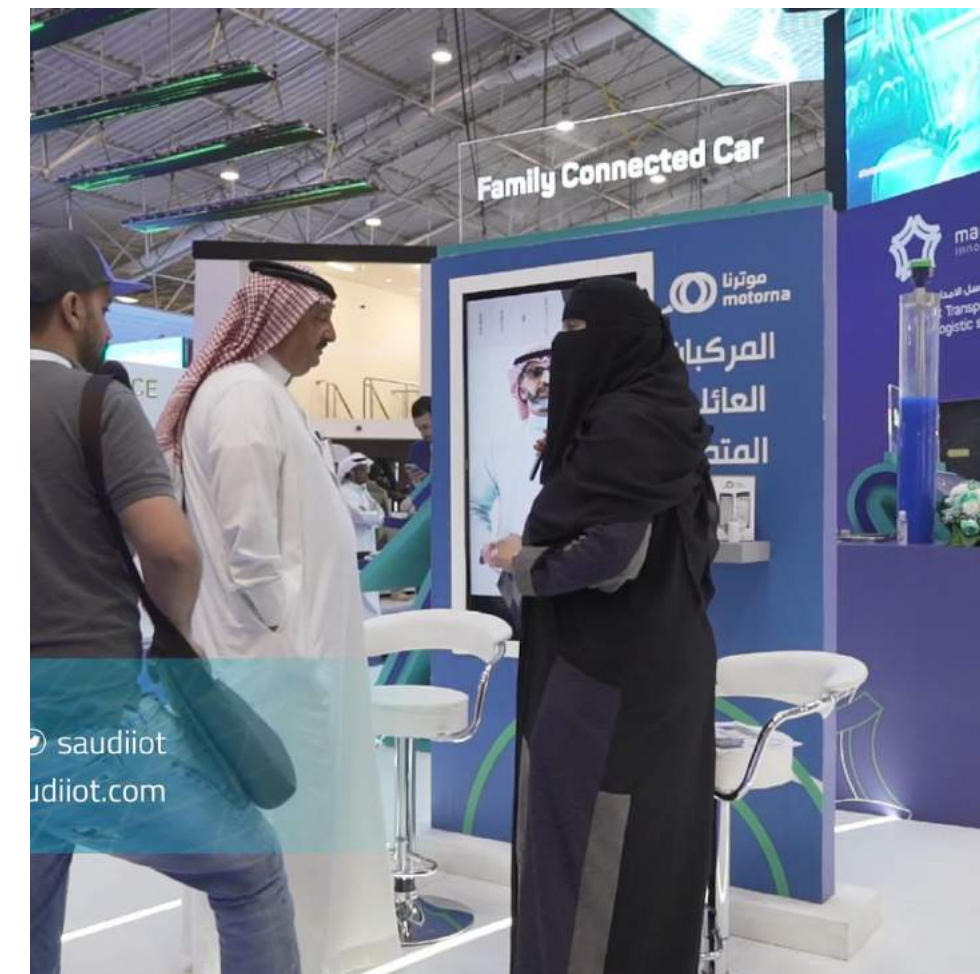
THE MISSION

Take a look to the future, you will see machines talk, and you will see us there with them, celebrating innovation of tomorrow was brought today by them and us.

THE OUTCOME

AS we live in a world of teaching it may not be clear how we can imagine the further future, but with machines talk we can, as they created the path for the future we made sure to follow up with our creativity, presenting a high tec artistic design and a tone of voice to make machines talk really speak

Raisin the brand name in the market as a Saudi company, and making an impactful vision in every event and on social media



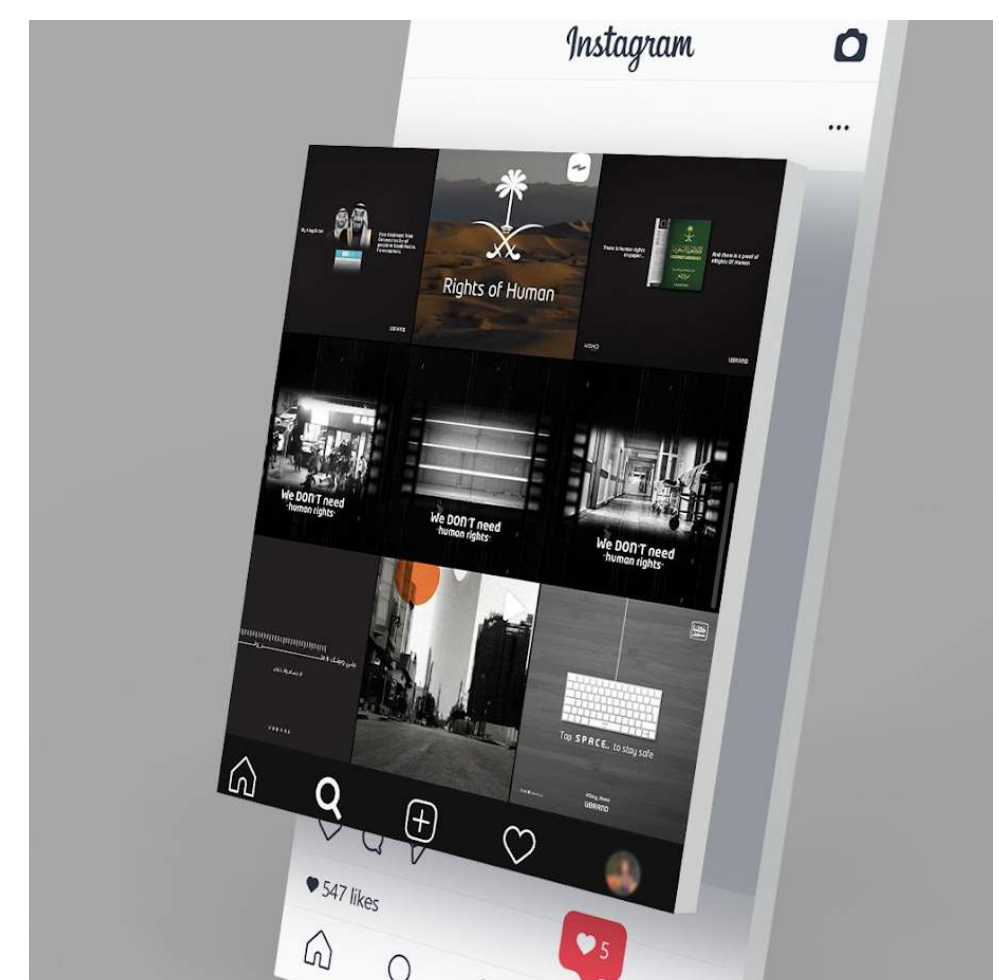
UBRAND

THE MISSION

We knew it was the time to speak louder in the pandemic to aim for a bigger impact regarding Saudi Arabia and how its known worldwide, so we did tell the story of the reality we live in and to transport what we share in Saudi as comment knowledge

THE OUTCOME

we started a story in our own way, and deliver it to the world, where they heard Saudi in its real voice, and saw it for its great colors, step by step we changed the perspective from human rights, to the rights of human



UBRAND

THE MISSION

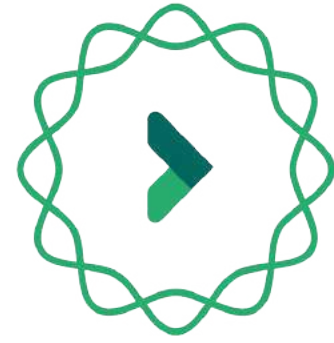
The Saudi National Day is a chance to honor the past to appreciate the present. As a Saudi agency, we went back to our roots, making the campaign full of meaning full messages to who we are as the sons and daughters of the desert to make that identity stronger

THE OUTCOME

To lead by example, we took the step to present ourselves in the camping. UBRAND is a Saudi agency and who is better than our own people to be in it and show how proud we are of our heritage



اعتماد
Etimad



THE MISSION

Finance is one of the most complicated filed in the world.

Enter: **Etimad**, a platform with one aim, to make the complicated easier with the paperless transaction to help the world grow faster, we were asked to create the name "Etimad" with many successful campaigns.

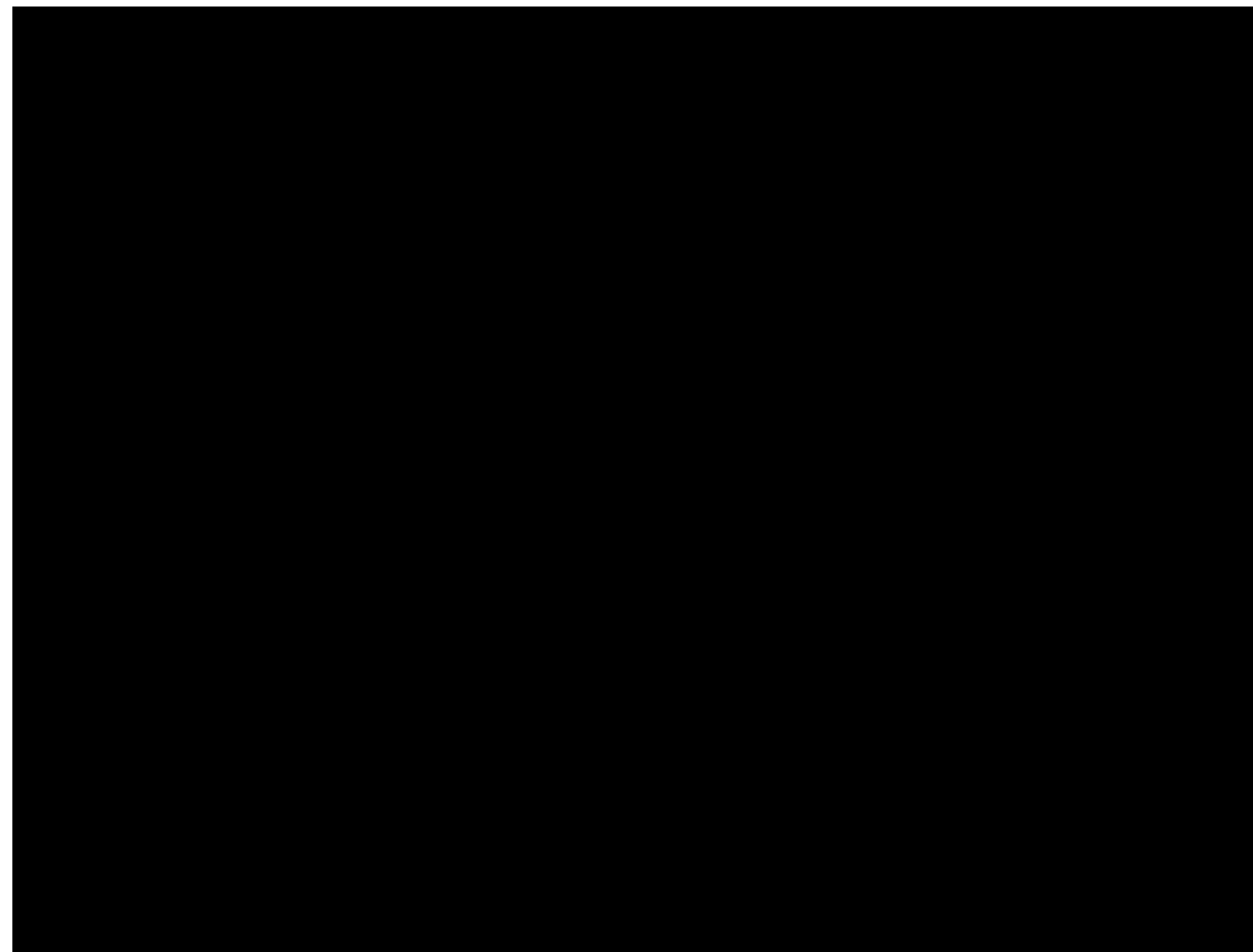
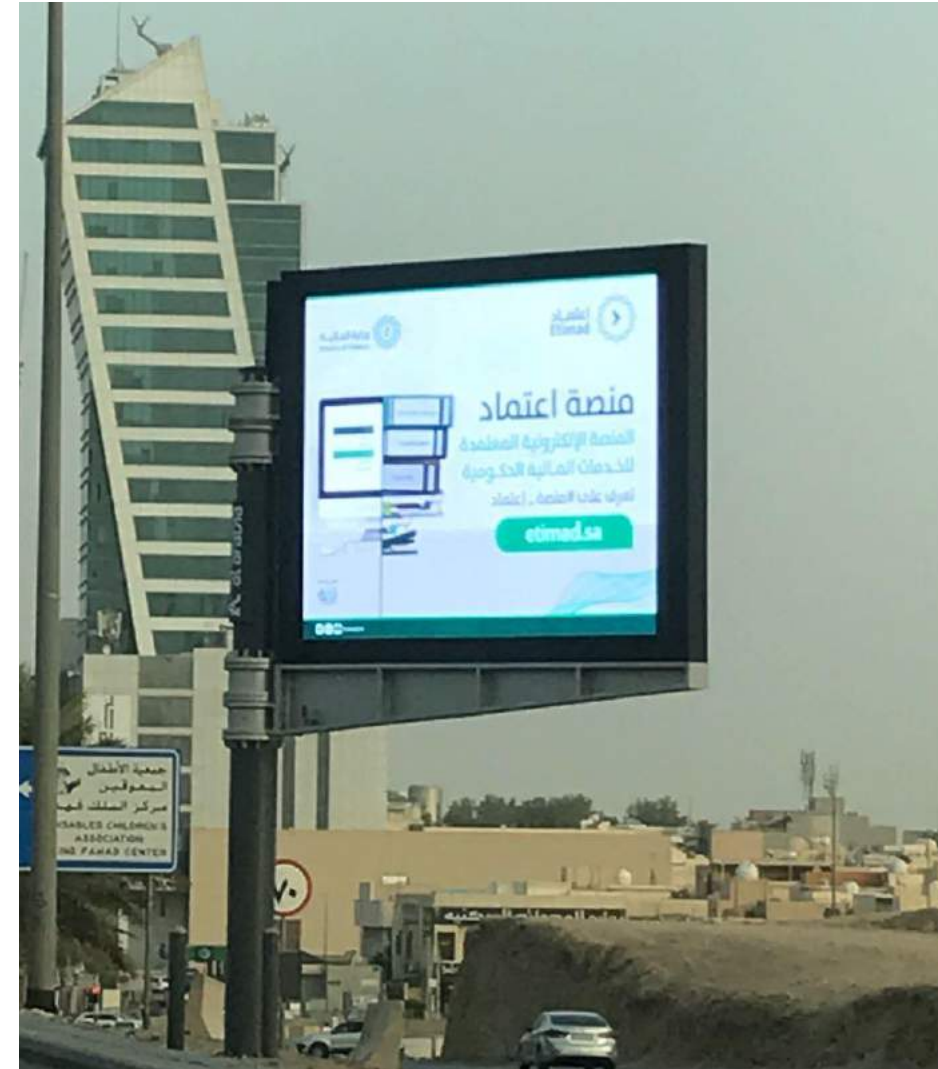
THE OUTCOME

Starting with the name, we build the communication to infuse the name estimated to the market and to give the people the awareness for a smooth transition for paperless finance.

People know Etimad, With **ETIMAD**, we launched the first awareness campaign with the concept "financial transactions without paper" "تعاملات بلا ورق"

We participated in one of the most significant technology exhibitions, "GITEX", where world-famous industry names head to this exhibition in anticipation of great partnerships and thriving success.

The estimated reach became 1 million reaches every year.



VISION رؤية 2030
Ministry of Finance
وزارة المالية

اعتماد
Etimad

منصة اعتماد

المنصة الإلكترونية المعتمدة للخدمات المالية الحكومية

تعرف على #منصة_اعتماد

etimad.sa

المناقصات والمشتريات
العقود والتعميدات
المدفوعات

تطوير وتشغيل
ثقة
THICAH

EtimadSA



معروف
MAROOF



THE MISSION

Trust is an important thing in the market, Maroof had the right idea to create trust between the seller and the customer, so the first thing we needed to do is to create a name to represent this trust with a full brand to support it "Maroof"

THE OUTCOME

Change consumer behavior is something we enjoy doing, as we started with the launching campaign with many motion videos to support the brand awareness.

Nowadays with more than 90k stores and a search engine that changes every 10s and a reach of 171% during 2020, MAROOF is known more than ever as the trusted mark for online shopping.







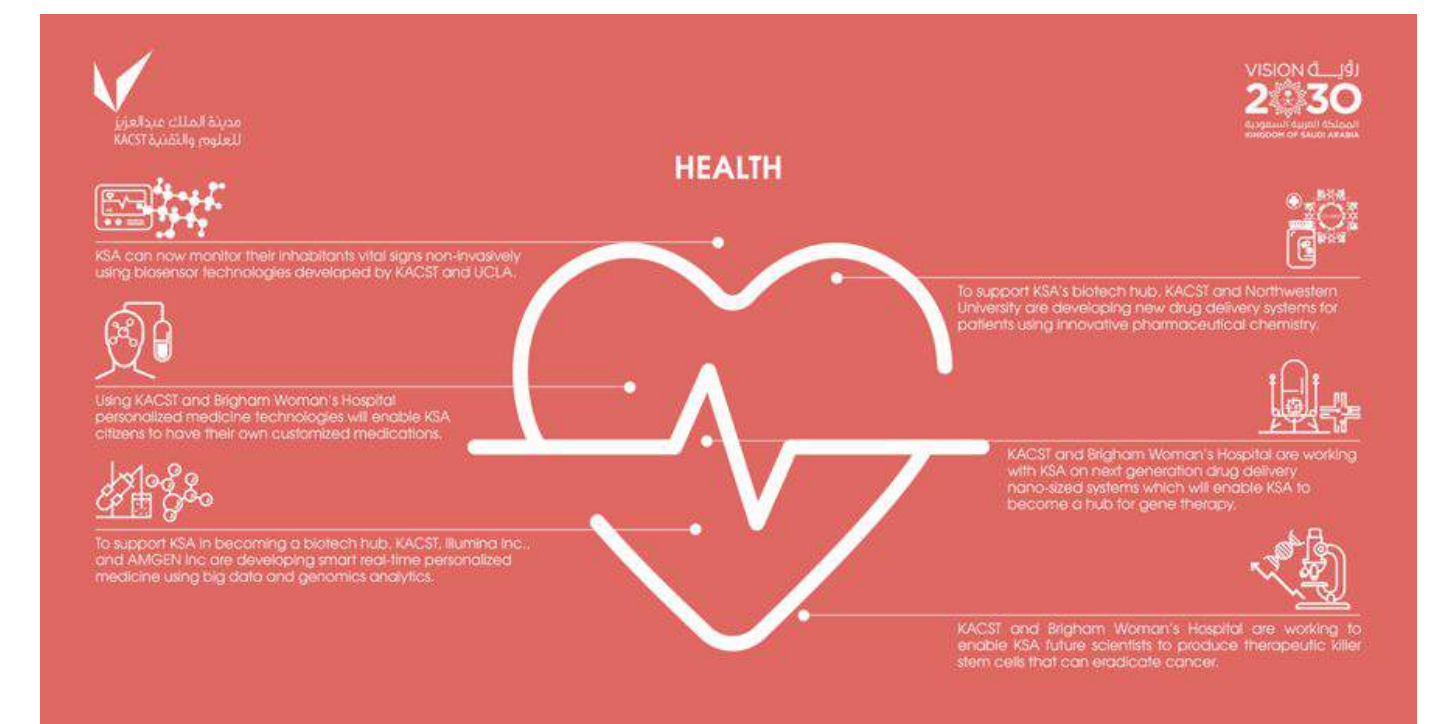
THE MISSION

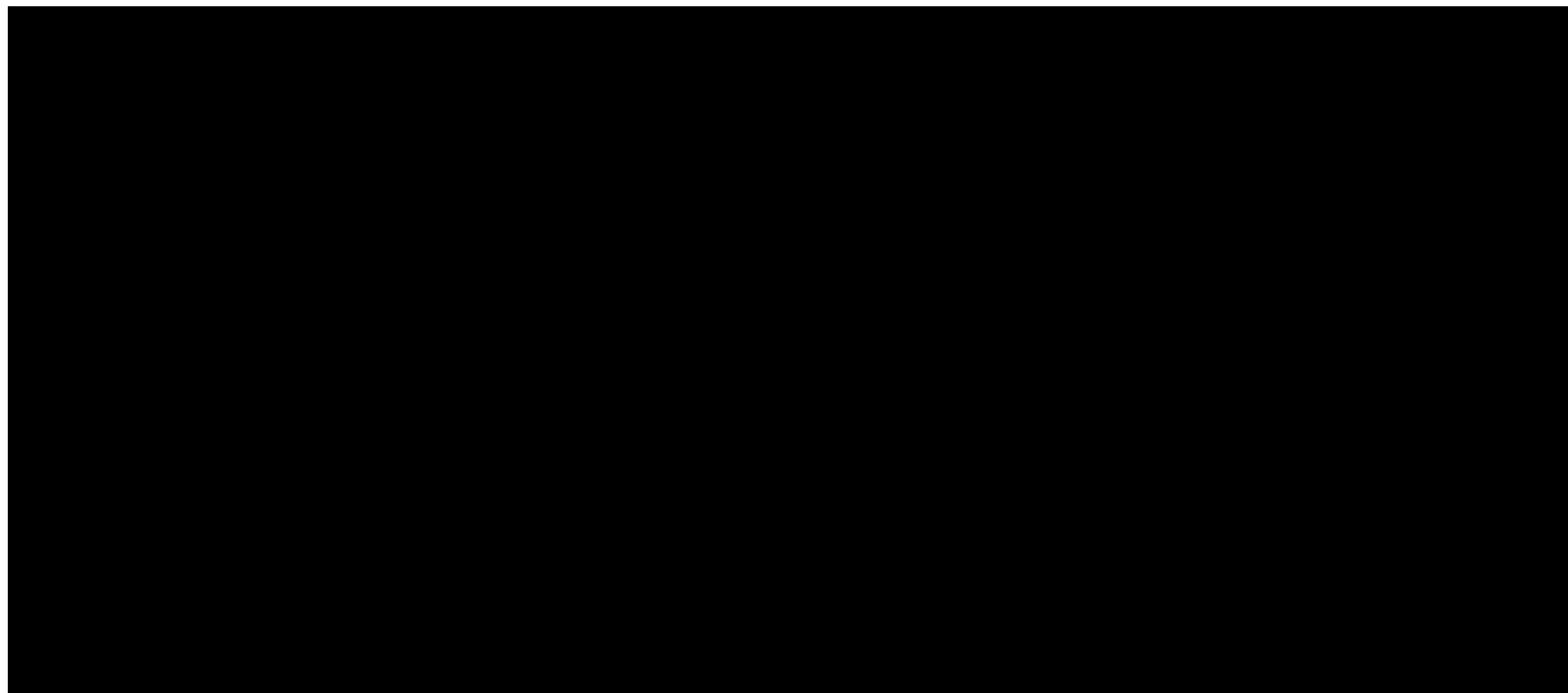
King Abdulaziz City for Science and Technology (KACST) is a scientific government institution that supports and enhances scientific applied research, with state of the art facilities such as laboratories to libraries.

THE OUTCOME

for KACST, we aimed bigger, it more than a City for Science and Technology, we believed in the effect of KACST and changed the behavior of the traditional boring since to something appealing and attractive even if you are not a since

nowadays, KACST is considered a place of knowledge, a trusted place for those who want to learn more, be aware, and make use of the resources they have in a creative and fun way







THE MISSION

When you have a vegan friend, it's hard to pick a restaurant that pleases you all; well, Steakhouse couldn't accept that answer and believed that EVERYONE deserves a sweet visit to them, so they launched a vegan burger that tastes just like real meat, except its not meat (so they came to us to make that dream come true in a magical way)

THE OUTCOME

For the approach, we took a look at our local food names, they are strange, catchy, and doesn't explain it self, but the unbelievable burger is a take on our culture and heritage, a link that catches the audience attention and deliver the message we want



PIATTO

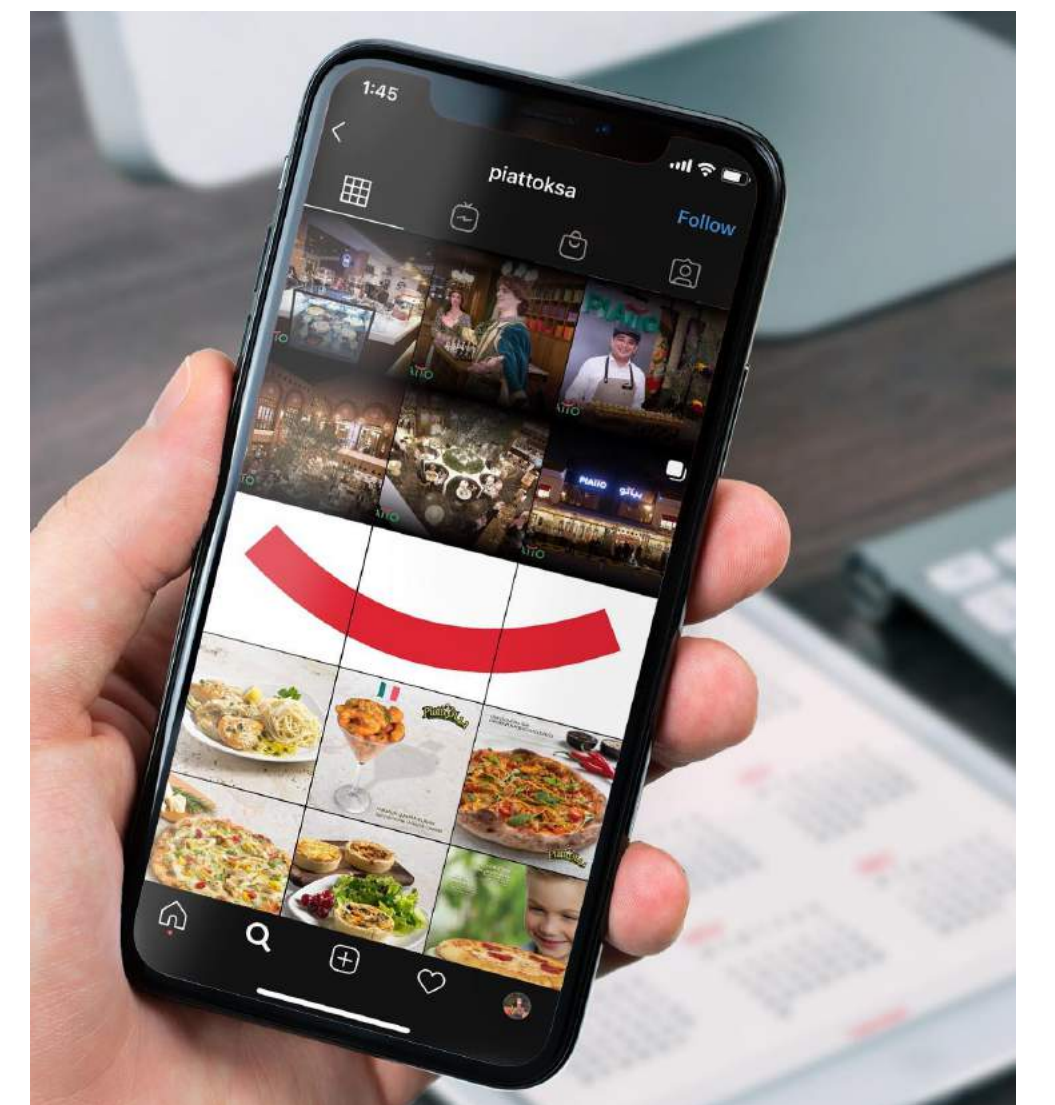
ITALIAN RESTAURANT

THE MISSION

Sharing smiles has a ring just as sharing food; Piatto's new brand is all about the smile you share with others and food; taking a big launch for their creative campaign, we were able to utilize the smile effect to spread the brand awareness.

THE OUTCOME

A smile can fit anywhere, and that's the message we aimed to spread, highlighting the best qualities about the brand and making them stand out whether its an event or an ad miking "a smile fits anywhere." a flexible concept





THE MISSION

As part of Saudi Seasons, ALSoudah Season started to unveil ALSoudah as the go-to place in Saudi during the summer by highlighting the beauty of the place during summertime,

THE OUTCOME

for its geographical features and location, we wanted to highlight what is the meaning to be in ALSoudah, the higher you go, the higher the weather gets better



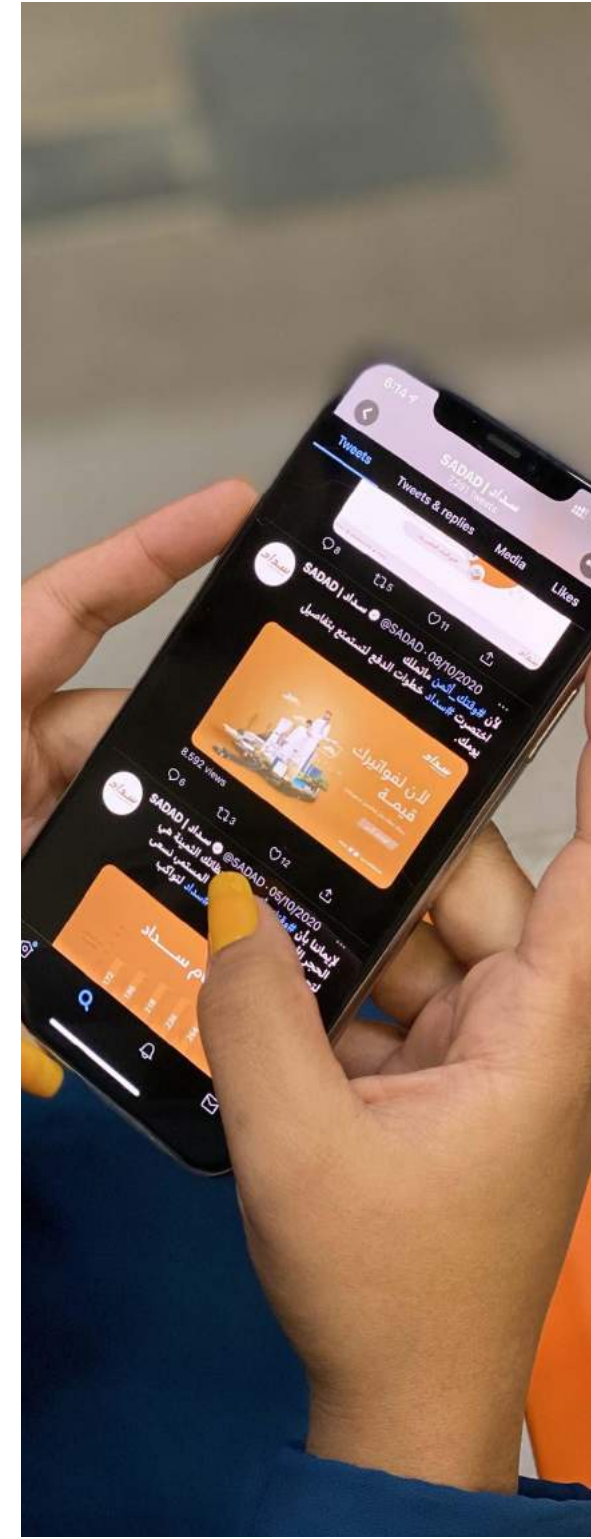


THE MISSION

Take a second to go to your memories as a child, the amount of development in the past is extraordinary, SADAD was part of this development and made sure to catch up to make our lives easier.

THE OUTCOME

We played on the memories part where we used to live a simpler life your longer, and today we celebrate technology with the best opportunities, it's advantage results in making memories and spending quality time with the people you love, enter: Sadad



الرياض

الرياض عاصمة
الإعلام العربي

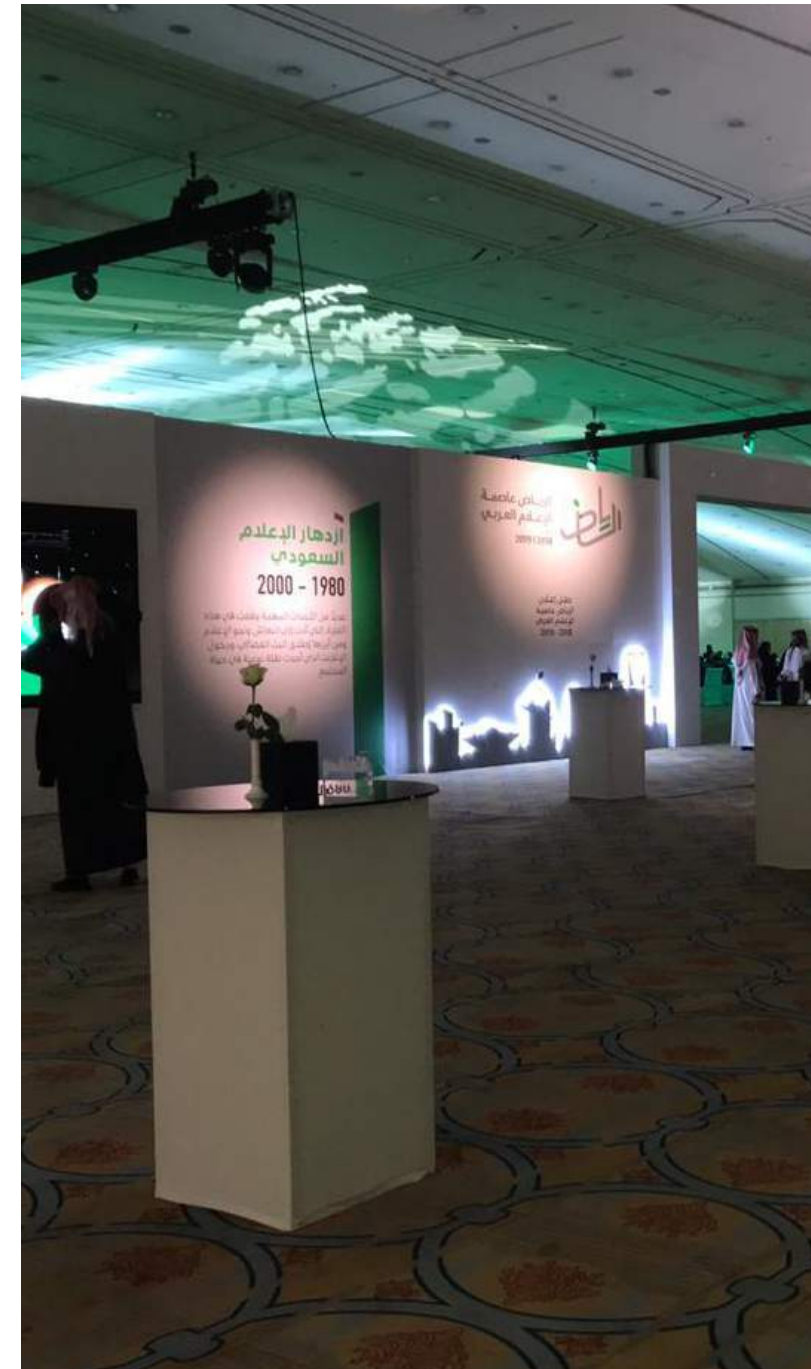
2019 | 2018

THE MISSION

History speakers of great events that took place in Saudi, celebrating Riyadh as the capital of Arab media, we worked to make sure the campaign level up to this title.

THE OUTCOME

For a good story to be completed, research must be even better, after spending days with the research we aimed to showcase the best era of our Saudi media throat the history and to make sure they are simple and clear for the audience to understand



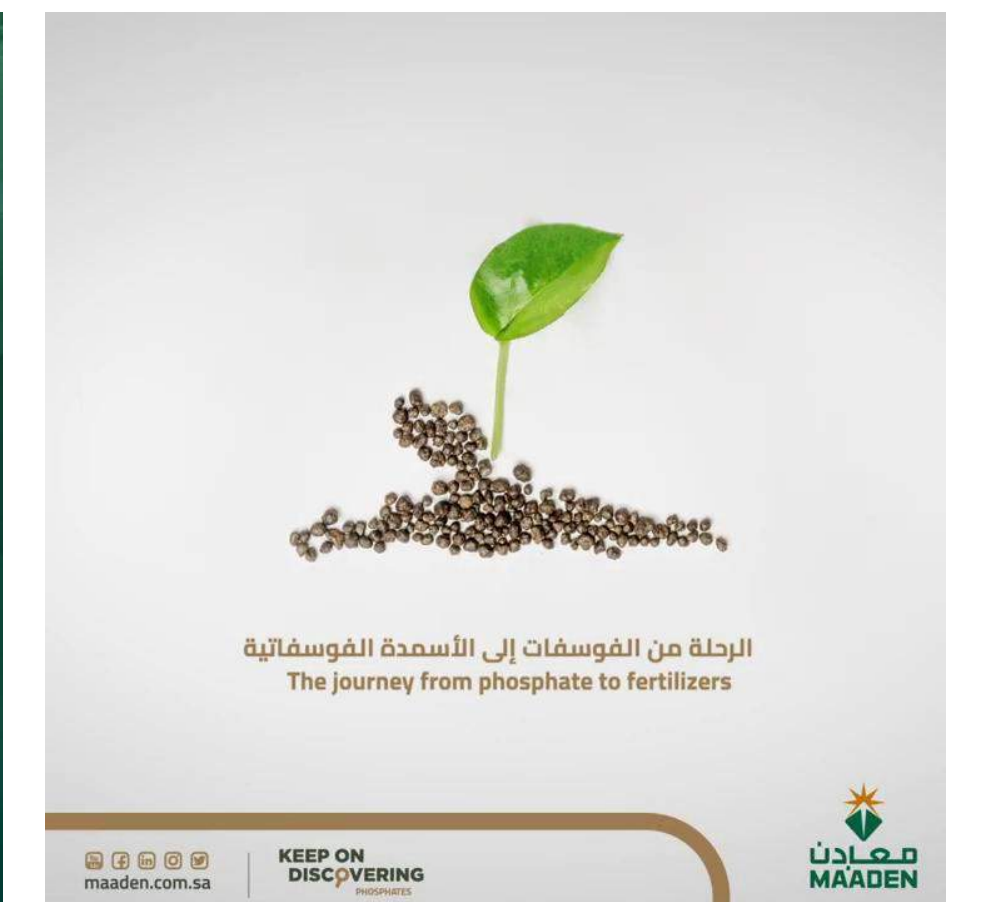


THE MISSION

As the 3rd pillar of the economy in Saudi, we saw a great opportunity to work with Ma'aden to make their work reach their target audience and employees by utilizing all the content and art to speak in their language and make it level up to the name.

THE OUTCOME

most people are clueless about mining, so we aimed to make it stand out with a clear design and attractive messages to simplify the complicated and support it with modern and catch artwork to make them stand out in social media or even in their offices





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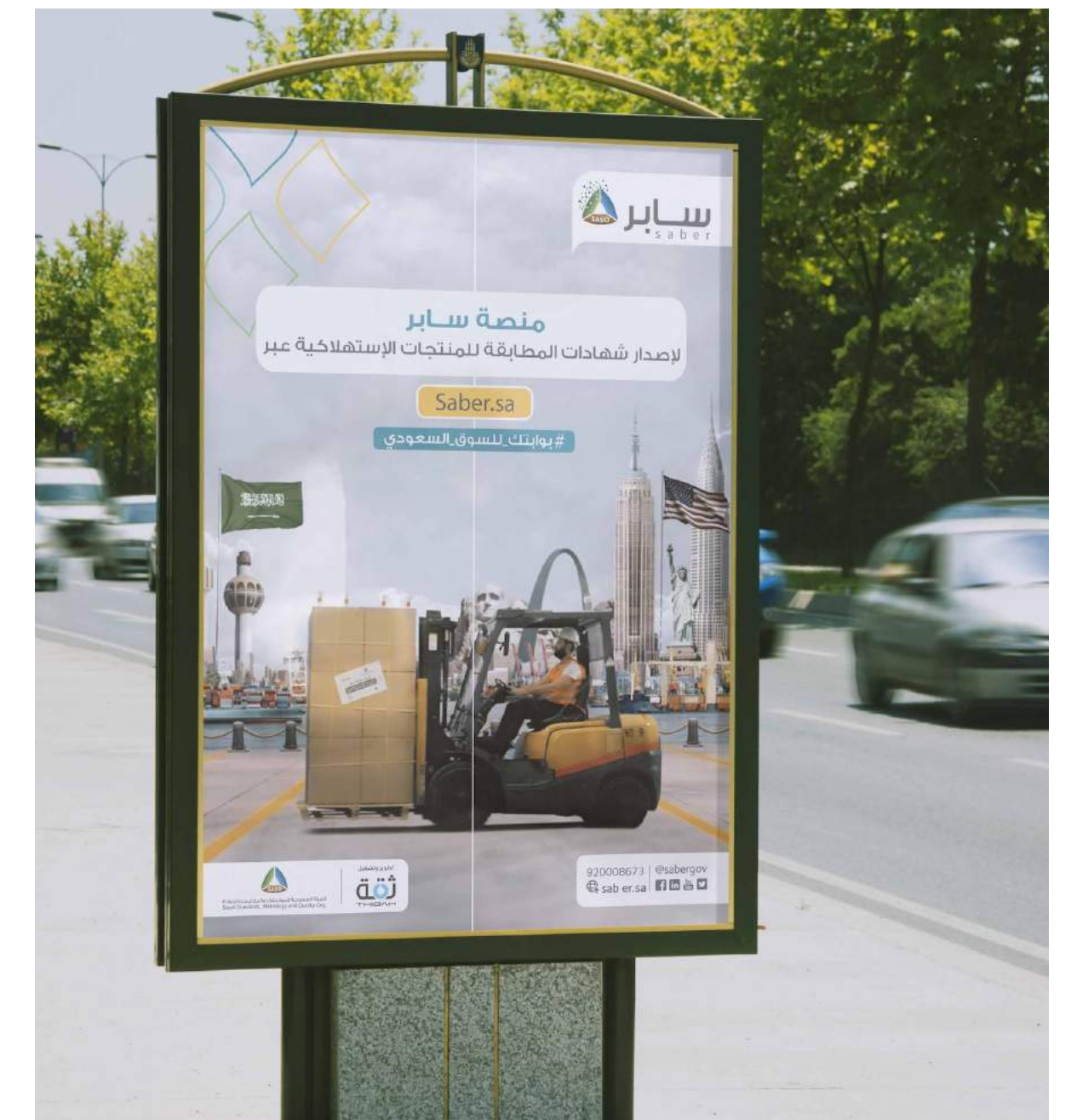


THE MISSION

Creating an awareness campaign is challenging, and needs a better understanding of the brand to hit the right messages to the right audience, saber approached us to make the world know how they operate

THE OUTCOME

Quality is the most important aspect, Saber's main goal is to make sure the products are matching the right quality, which means we needed to have a high-quality brand along with quality campaigns to meet the goal.



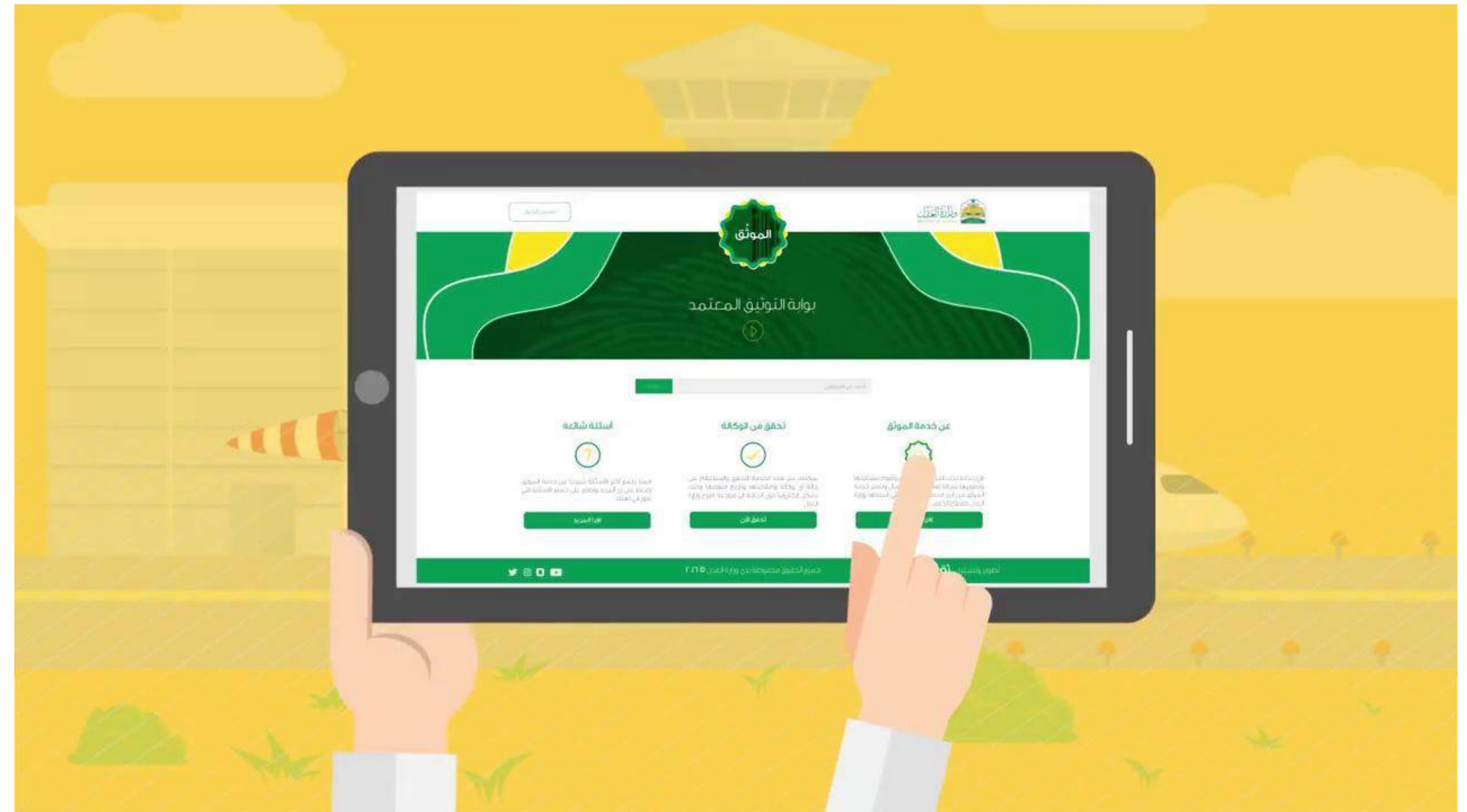


THE MISSION

ALMWATHIQ is a platform that allows individuals, institutions and companies to issue legal documents, company contracts, as well as real estate documents at any time, during working hours and non-working hours, through Ministry of Justice-licensed ALMWATHIQ agents located throughout the Kingdom.

THE OUTCOME

communicating the brand was exciting, the name inspires trust when it hits the ear, and the communication aimed to attract attention and raise awareness

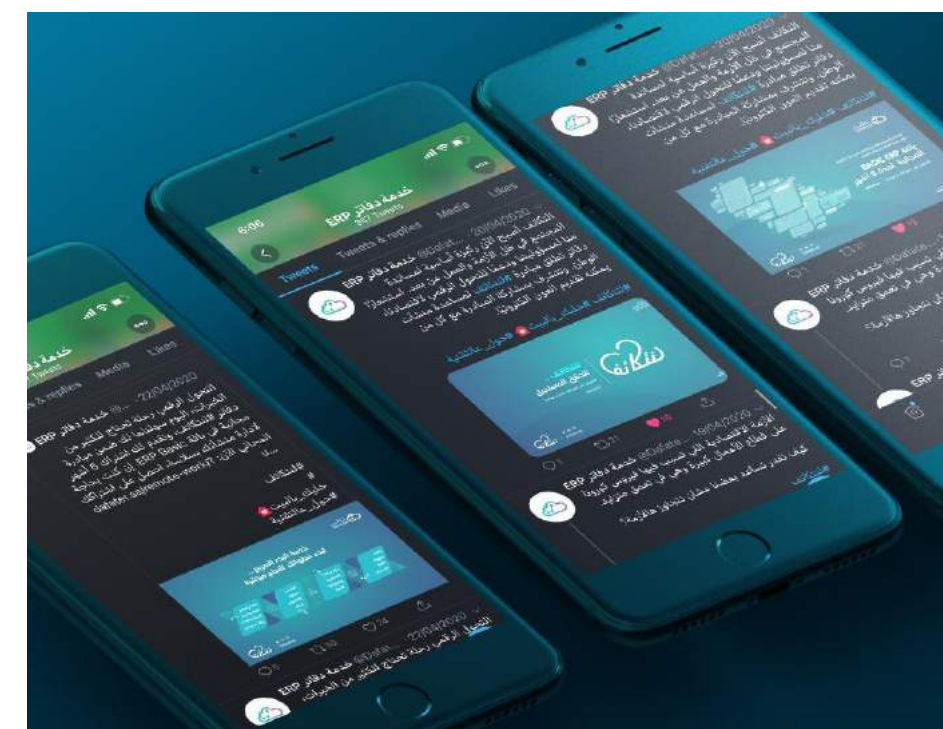
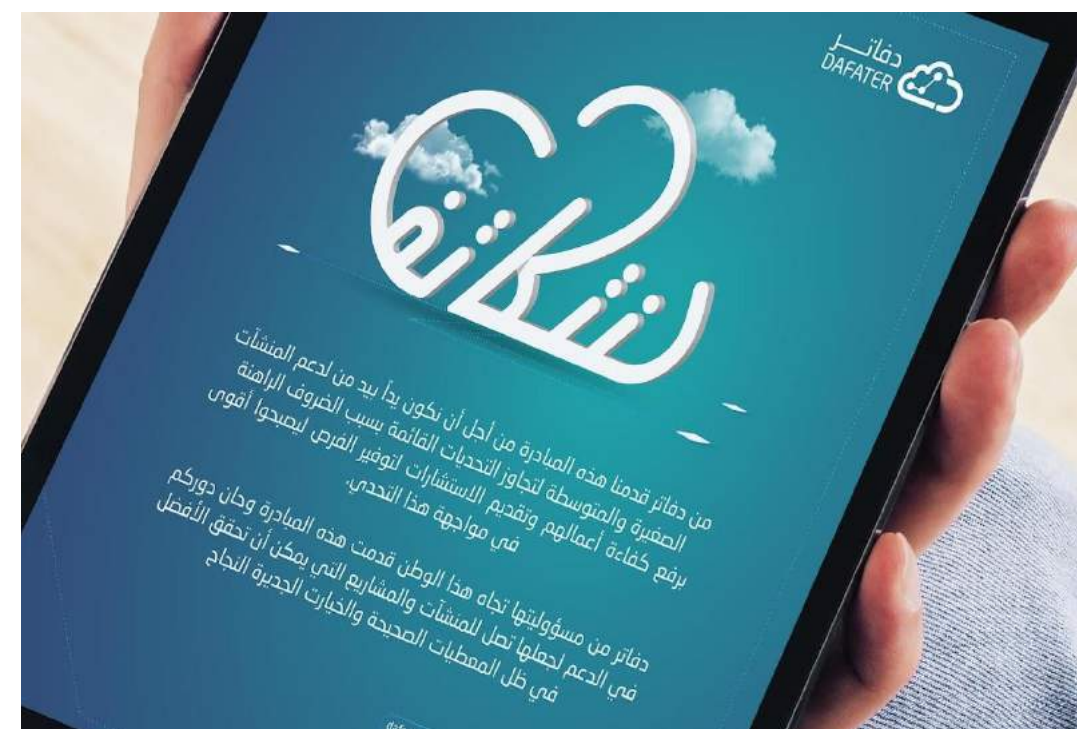




THE MISSION

IT solutions take a great part of the world, Dafater needed to us for an strength we have, Awareness, leading with a vision to impress we were able to make that happen.

THE OUTCOME



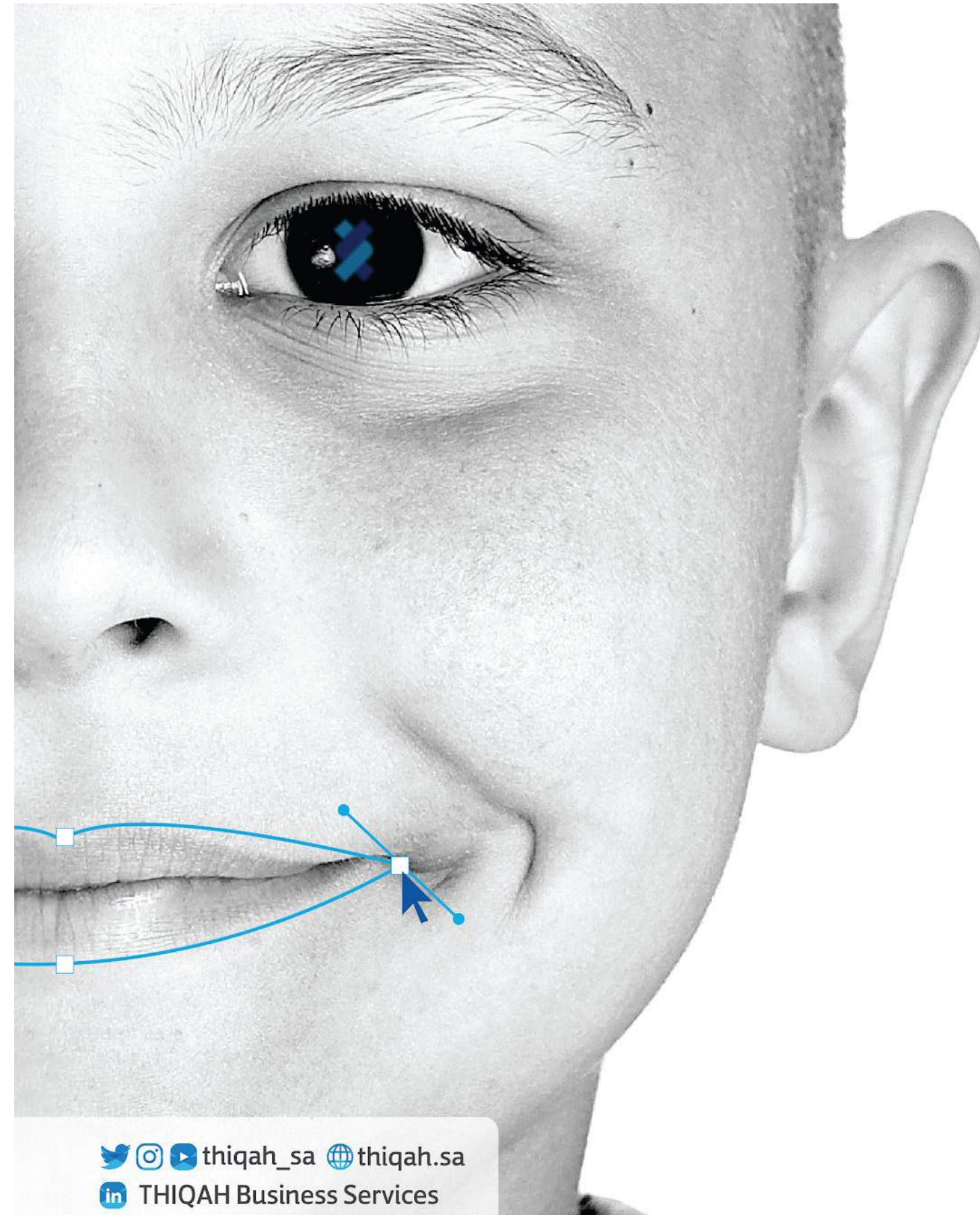


THE MISSION

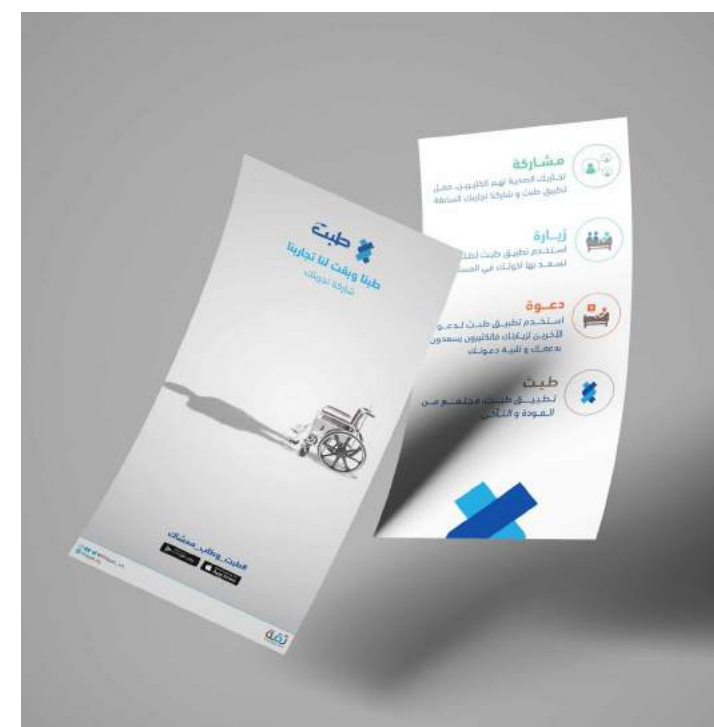
Empathy is one of the humans best qualities, and TEBT is the app that embodies this quality, a connection between patents that was translated into a creative branding.

THE OUTCOME

Leading with a blue to present hope and linked it with minimal designs and clean direction to show simplicity and sweetness



[thiqah_sa](https://twitter.com/thiqah_sa)
[thiqah_sa](https://www.instagram.com/thiqah_sa)
[thiqah_sa](https://www.facebook.com/thiqah_sa)
[thiqah.sa](https://www.youtube.com/channel/UCthiqah_sa)
[thiqah.sa](https://www.thiqah.sa)
 THIQAH Business Services



حمل التطبيق الآن



#طببت_وطاب_ممشاك

ثقة
THIQAH





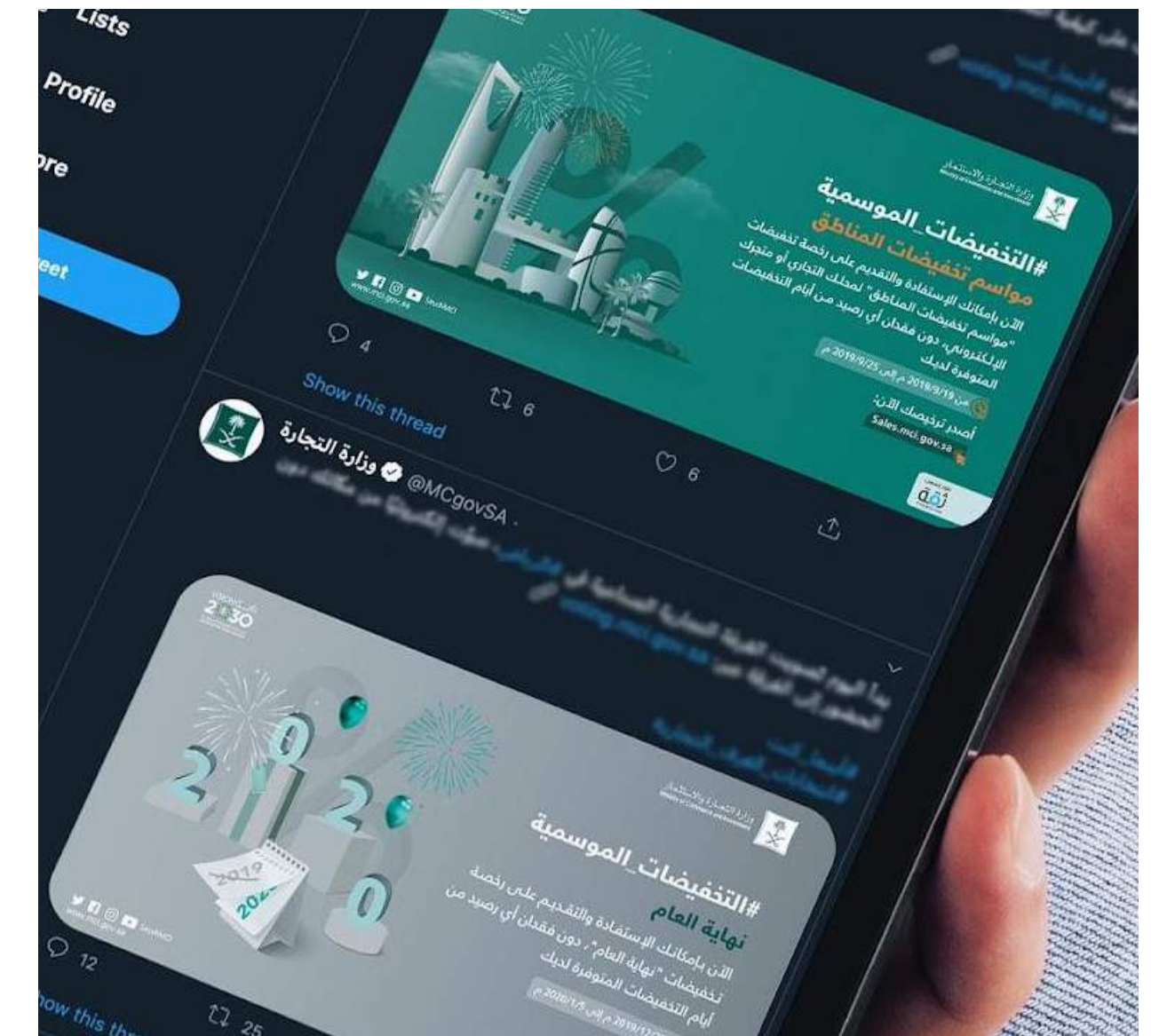
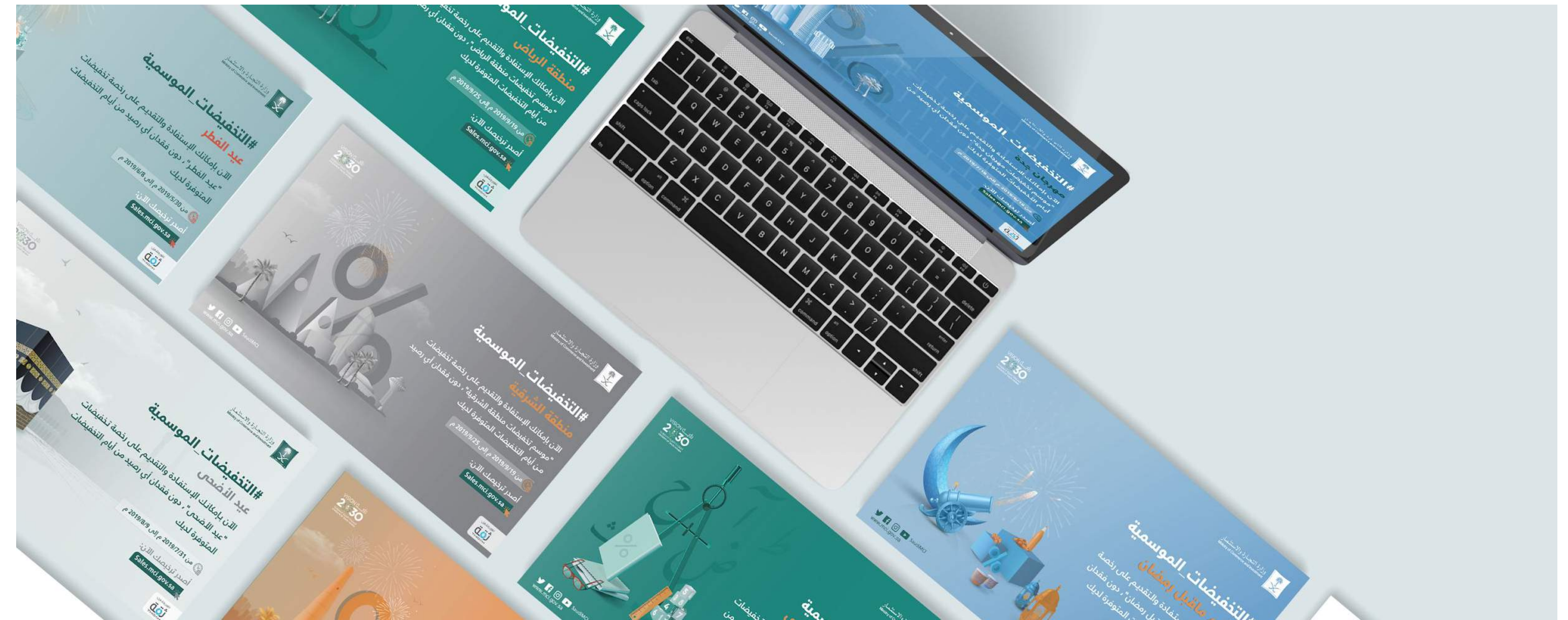
وزارة التجارة والصناعة
Ministry of Commerce and Industry

THE MISSION

Alsharqia season provided many great deals to be shown separately, that's why we step in to do what we do best and communicate our messages to the audience

THE OUTCOME

We made a celebratory theme to match the theme of the season and stand out on social media by creating a clean design and simple messaging



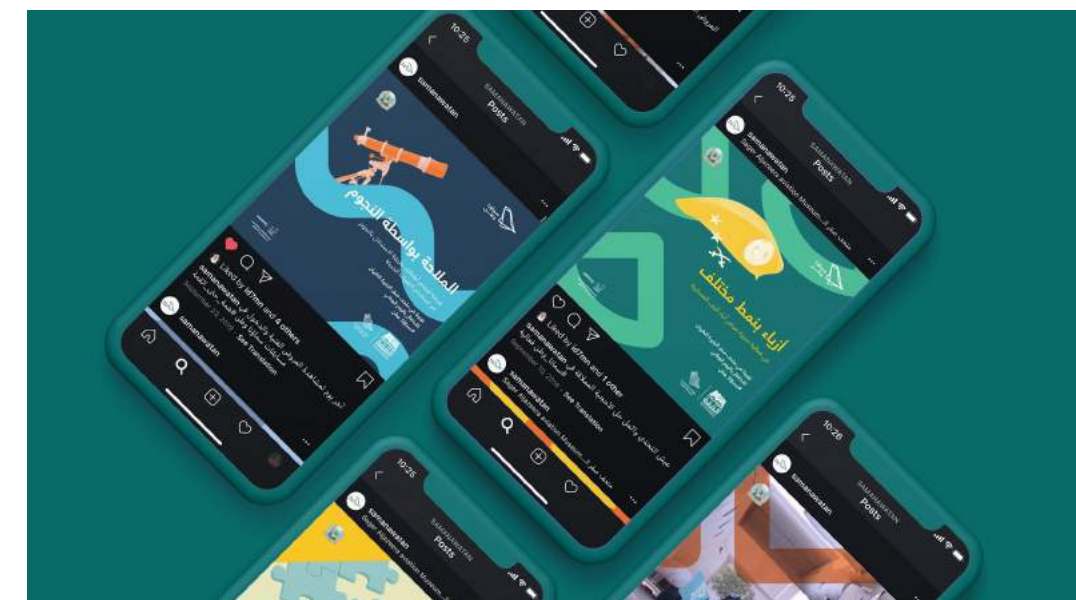


THE MISSION

SAQR ALJAZERA museum always celebrate the Saudi national day, however, this year they wanted to do something different and to attract more visitors to the Saudi air history

THE OUTCOME

the challenge was to recreate the historical messages and make it simpler to the mass and incorporate an art discretion that is catchy to the eye and memorable to the visitors





KB

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THANK YOU

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