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REMARK YOUR SPACE

REMARK SOLUTIONS COMPANY PROFILE

DISCOVER REMARK, THE AGENCY WHICH STRIVES TO CREATE THE FIRM OF THE FUTURE. TECHNOLOGY AND BUSINESS IS THE WAY FORWARD. EVERY DAY WE POWER SUSTAINABLE PROGRESS FOR OUR CLIENTS AND PARTNERS, THE WIDER COMMUNITY AND OURSELVES. IT IS OUR UNIQUE APPROACH AS BUSINESS TECHNOLOGISTS THAT MAKES THIS POSSIBLE

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A GALAXY FAR FAR FAR AWAY

WE **REDEFINE** THE VALUE OF OUR CLIENT IN THE MARKET THROUGH TAKING THEM BEYOND ALL LIMITS. YOU ARE DIFFERENT, UNIQUE AND LEADER AND EVERYONE LOOKS AT WHAT YOU HAVE TO OFFER. THAT IS THE CORE OF WHAT WE DO IN OUR ROCKET SHIP.

HUSTON IT'S TIME TO LAUNCH

RELAUNCHING OUR WAY
TOWARDS NEW IDEAS TO
LAND WITH CLIENTS ON
PLANETS OF NEW
POTENTIAL.



OUR SPACE MISSION

TO REDISCOVER NEW POTENTIALS FOR OUR CLIENTS .

WE ASPIRE TO FIND MORE EFFECTIVE WAYS AND CREATIVE SOLUTIONS
IN REACHING THE DESTINATION OUR CLIENTS ARE TRYING TO REACH.

WE HELP THEM REGROW INTO THE LEADERS OF THE MARKET
THEY ARE MEANT TO BE.

WE REDEFINE THE MEANING OF MARKETING BY INTEGRATING THE
MARKETING TECHNIQUES ALONG WITH CREATIVE SOLUTIONS
TO FIT THE VISION OF OUR CLIENTS.



GIVING YOUR BUSINESS ALL THE VISUAL
AND CONCEPTUAL ELEMENTS IT NEEDS
TO BECOME REAL-LIFE VERSION OF
EVERYTHING YOU KNOW IT SHOULD BE.

BRANDING SERVICES



DIGITAL STRATEGY

CONDUCTING RESEARCH, ESTABLISHING YOUR DIGITAL STRATEGY, AND DEVELOPING THE FULL PHASES OF YOUR SOCIAL MEDIA CAMPAIGN.

CONTENT CREATION. DEVELOPING THE CREATIVE CONCEPT OF YOUR CAMPAIGN AND TRANSFORMING YOUR DIGITAL PRESENCE, WORD AND DESIGN.

DIGITAL MANAGEMENT. MAINTAINING YOUR DIGITAL PRESENCE BY MANAGING ALL THE DIGITAL ENGAGEMENT YOUR BRAND RECEIVES FROM YOUR TARGET AUDIENCE. GIVING YOUR BRAND A VOICE TO INTERACT WITH THE WORLD.



MEDIA PRODUCTION

DEVELOPING CREATIVE CONCEPTS,
AND FOLLOWING THROUGH WITH AN
ALL-ROUND EXECUTION.

OUR WRITERS, DIRECTORS AND
CINEMATOGRAPHERS WILL BRING YOUR
VISION TO LIFE.



WEB DEVELOPMENT AND MAINTENANCE

OUR **WEB DEVELOPMENT AND MAINTENANCE** SERVICES INSURE MAXIMUM EFFICIENCY, GIVING YOUR BRAND THE PERFECT PLATFORM TO INTRODUCE YOUR PRODUCT OR SERVICE.





VIRTUAL & AUGMENTED REALITY

VIRTUAL REALITY (VR) IS A VIRTUAL ENVIRONMENT WITH SCENES AND OBJECTS THAT APPEAR TO BE REAL, ALLOWING THE USER TO FEEL IMMERSUED IN THEIR SURROUNDINGS THROUGH EXPERIENCING THE ENVIRONMENT AS IF IT WERE THE REAL WORLD.

AUGMENTED REALITY (AR) ACTS AS THE BRIDGE BETWEEN THE ILLUSORY AND REAL WORLD. IT AMPLIFIES THE REAL OBJECT FEATURES THROUGH CONVERTING IT TO REAL TIME INTERACTIVE 3D MODEL WITH MANY VIRTUAL ENHANCEMENTS AS TEXT, GRAPHICS, AND AUDIO.

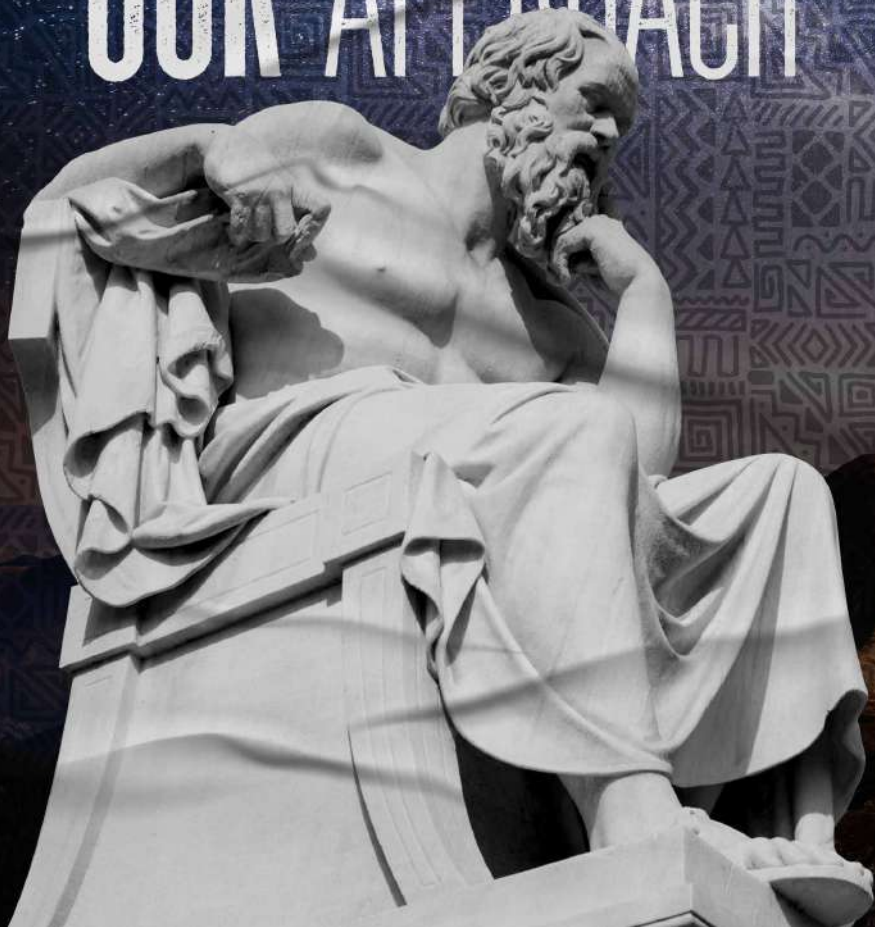
OUR ALIENS CASE STUDIES

our clients · our clients · our clients · our clients · our clients · our clients · our clients · our clients · our clients · our clients



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OUR APPROACH



INNOVATION AND CREATIVITY

AT THE HEART OF EVERYTHING WE DO

SMALL, INTERDISCIPLINARY TEAMS WORK IN TRUE COLLABORATION WITH CLIENTS, HELPING TO FIND NEW OPPORTUNITIES AND SOLVE EXISTING BUSINESS PROBLEMS.

OUR APPROACH FOSTERS A MORE ENJOYABLE WORKING RELATIONSHIP, BETTER COMMUNICATION AND TRANSPARENCY, A MORE EFFICIENT USE OF PROJECT RESOURCES AND ULTIMATELY ALLOWS US TO ADD MAXIMUM VALUE TO YOUR BUSINESS.

EVAPHARMA



CHALLENGE

STOPADOL IS A NEW RANGE HOSTING PARACETAMOL AS THE MAIN ACTIVE INGREDIENT. WE HAVE THE MISSION OF COMING UP WITH THE SIMPLEST YET CATCHY CREATIVE CONCEPT THAT ACTS AS A MASTER VISUAL FOR EVERY SKU TRANSLATING ITS RESPECTIVE INDICATIONS AND SELLING POINTS INTO A VISUAL TARGETED FOR PHARMACISTS AND END USERS.



SHELL EGYPT



ABOUT

AL-MANSOUR AUTOMOTIVE—OFFICIAL DISTRIBUTOR OF CHEVROLET AND OPEL VEHICLES IN EGYPT—SIGNED A PARTNERSHIP CONTRACT WITH SHELL EGYPT TO BE THE EXCLUSIVE ENGINE OILS AND LUBRICANTS SUPPLIER OF THE COMPANY'S SERVICE CENTRES. SHELL'S PARTNERSHIP WITH AL-MANSOUR WAS AN IMPORTANT STEP IN THE COMPANY'S SUCCESSFUL JOURNEY IN THE EGYPTIAN MARKET.

CHALLENGE

SHELL EGYPT NEEDED TO LOUDLY ANNOUNCE SUCH AN IMPORTANT COLLABORATION, FOR WHICH WE CREATED BILLBOARDS, DANGLERS, STANDS, ROLL-UPS AND CENTERPIECES.



GLC PAINTS



ABOUT

GLC IS CONSIDERED THE LARGEST PAINT MANUFACTURERS IN MIDDLE EAST AND AFRICA REGION, AND THEIR EMPLOYEE BASE IS OVER 1,500 HIGHLY QUALIFIED PROFESSIONALS.

CHALLENGE

WE WANTED TO CREATE A BOND BETWEEN THAT HUGE BASE OF PROFESSIONAL PAINTERS. IN DOING SO, WE ESTABLISHED CUSTOMER LOYALTY AND A DIRECT, EMOTIONAL CONNECTION BETWEEN THE BRAND AND ITS USERS, POSITIONING GLC AS A FRIENDLY, YET EFFICIENT PAINT SUPPLIER. TO DO SO, WE CREATED اسطوانات جي ال سي A FB GROUP WITH ITS OWN UNIQUE LOGO, IDENTITY AND PERSONALITY, AND AN ILLUSTRATED CHARACTER THAT REFLECTS THE GLC SPIRIT. GATHERING OVER 1,000 PAINTERS AND OFFERING THEM A SPECIALIZED PLATFORM WHERE THEY CAN SHARE STORIES, EXPERIENCES, AND TIPS OR INQUIRES ABOUT LATEST GLC PRODUCTS AND ANNOUNCEMENTS, REACHING MORE THAN 200 DAILY COMMENTS.



SAMSUNG

SAMSUNG

ABOUT

SOUTH KOREAN COMPANY THAT IS ONE OF THE WORLD'S LARGEST PRODUCERS OF ELECTRONIC DEVICES. SAMSUNG SPECIALIZES IN THE PRODUCTION OF A WIDE VARIETY OF CONSUMER AND INDUSTRY ELECTRONICS, INCLUDING APPLIANCES, DIGITAL MEDIA DEVICES, SEMICONDUCTORS, MEMORY CHIPS, AND INTEGRATED SYSTEMS. IT HAS BECOME ONE OF THE MOST-RECOGNIZABLE NAMES IN TECHNOLOGY AND PRODUCES ABOUT A FIFTH OF SOUTH KOREA'S TOTAL EXPORTS.

CHALLENGE

WE WERE ONE OF THE COMPANIES SHORTLISTED TO PURSUE THEIR NEW CAMPAIGNS AND MATCHED TO GET WHAT THE CLIENT WANTS IN HIS MIND AND PERFECTLY EXECUTE IT THROUGH CREATIVE CONTENT AND APPEALING DESIGNS WHEN INTRODUCING THEIR NEW PHONE AND CONNECTING IT TO VARIOUS OCCASIONS.



ECOLITE



ABOUT

EIG WHICH STANDS FOR ELSEWEDY INDUSTRIAL GROUP HAS INVESTED INTO RESEARCH AND DEVELOPMENT TO COME UP WITH A NEW PRODUCT LINE IN THE SECTOR OF LIGHT BULBS SEEKING TO PAVE THE WAY FOR OFFERING RANGE OF BULBS QUALIFIED WITH HIGH QUALITY ALONG WITH REASONABLE PRICES.

CHALLENGE

ESTABLISHING NOT ONLY A PRODUCT BUT A BRAND IS THE PRIORITY OF EIG SO THEY SOUGHT A COLLABORATION WITH A MARKETING AGENCY THAT COULD ENCOMPASS THAT JOURNEY WITH THEM AND REMARK WAS THE SELECTED ONE. WE ARE NOT DELEGATED PART OF THE MARKETING ACTIVITIES NEEDED BUT THE WHOLE OF IT INCLUDING BRANDING, WEBSITE DEVELOPMENT, PRODUCTS AND FACTORY PHOTOSHOOT, SOCIAL MEDIA MANAGEMENT AS WELL AS OFFLINE DESIGNS ALONG WITH MEETINGS ENTAILING MARKETING CONSULTATION TO GET THEIR BACK EVERY STEP OF THE WAY WITH ENLIGHTENED IDEAS IN HONOR OF PRODUCTIVE LAUNCH AND PLAN.



ELSEWEDY

ABOUT

EL SEWEDY GROUP IS ONE OF THE MARKET LEADERS IN MULTIPLE COMPETITIVE INDUSTRIES ACROSS EGYPT AND THE MIDDLE EAST.

CHALLENGE

YOUR NAME IS A BIG PART OF YOUR IDENTITY THAT DISTINGUISH YOU AMONG OTHER AND THAT WAS THE CHALLENGE!
ELSEWEDY GROUP SHARE THE SAME NAME WITH DIFFERENT INDUSTRIES, WE CAME UP WITH A DIFFERENT BRAND NAME TO SUPPORT THEIR NEW IDENTITY AND BRANDING! OUR NEW BRANDING CONCEPT CHANGED THE NAME FROM SD TO EIG TO DISTINGUISH ELSEWEDY INDUSTRIAL GROUP AMONG OTHER SEWEDY GROUPS. IN ADDITION TO KEEPING THE HEART AND SOUL OF THE BRAND.

EIG® ELSEWEDY
INDUSTRIAL
GROUP



SADKO



ABOUT

SADKO'S SUCCESS STORY BEGAN IN 1986 BY ENG. SADIQ HANNA GHABBOUR, FOUNDER OF THE GHABBOUR BROTHERS COMPANY IN 1961, WHICH SPECIALIZED IN TRADING MACHINES, AGRICULTURAL TRACTORS, CARS, APPLIANCES, HOUSEHOLD AND ELECTRICAL APPLIANCES.

SADIQ HANNA GHABBOUR, UPON ESTABLISHING SADKO, TARGETED THE COMPANY TO BE THE MAIN DISTRIBUTOR FOR EGYPTIAN LOCAL INDUSTRIES, AND BASED ON THAT, SADKO BECAME THE SOLE DISTRIBUTOR FOR THE PRODUCTS OF THE KIRIAZI BRAND, WHICH IS ONE OF THE LEADING MANUFACTURERS OF HIGH-QUALITY DURABLE DEVICES IN THE EGYPTIAN MARKET IN ADDITION TO ITS DISTINGUISHED AFTER-SALES SERVICE THAT IS UNIQUE TO IT.

CHALLENGE

A BRAND THAT IS A PART OF ALMOST EVERY HOUSEHOLD IN EGYPT AND A STAPLE IN MANY GENERATIONS OVER THE YEARS, WE TOOK AN INTERACTIVE INITIATIVE ON SOCIAL MEDIA WITH CREATIVE ENGAGING CONTENT, COMPETITIONS, TRIVIAS AND MORE!
CREATING RELEVANT FUN CONTENT FOR FAMILIES, AND HAVING FUN OURSELVES.

EDARA PROPERTY

ABOUT

EDARA PROPERTY MANAGEMENT IS ONE OF THE LARGEST COMPANIES WHO IS FULLY OWNED BY SODIC AS A LEADING COMPANY IN PROVIDING A FULLY INTEGRATED FACILITY MANAGEMENT SERVICES FOR CITIES AND RESORTS AS WELL AS ADMINISTRATIVE BUILDINGS. EDARA PROVIDES THE LATEST FACILITIES, TECHNICAL AND TECHNOLOGICAL SERVICES THAT MEET THE NEEDS OF COMMERCIAL, RESIDENTIAL AND ADMINISTRATIVE SOCIETIES WITH THE HIGHEST INTERNATIONAL STANDARDS.

CHALLENGE

EDARA NEEDED TO ESTABLISH THE BRAND BY HAVING A FULL BRANDING FROM SCRATCH. THAT'S EXACTLY WHEN REMARK MAGICALLY CREATED AN ENTIRE BRANDING FOR THE COMPANY FROM THE FIRST VISUALIZATION ALL THE WAY TO THE EXECUTION.

EDARA

property management



AFRICA FM CONFERENCE

DESCRIPTION

WITHOUT SUSTAINABILITY, WE'RE AT RISK OF LOSING OUR EARTH. LIVING ON EARTH REVOLVES AROUND KEEPING THE ENVIRONMENT CLEAN; KEEPING LIFE ON EARTH IS ONLY ACCESSIBLE BY LIVING SUSTAINABLY. THEREFORE, WE WANTED TO USE THE WORD "LIFE" IN ALL THE AFRICAN LANGUAGES TO TRIGGER CRITICAL THINKING ABOUT THE IMPORTANCE OF SUSTAINABILITY.

THIS PROFESSIONAL CAMPAIGN TITLED 'SUSTAINABILITY IS LIFE' WAS PUBLISHED IN EGYPT IN NOVEMBER, 2022. IT WAS CREATED FOR THE BRAND: AFRICA FM, BY AD AGENCY: REMARK. THIS PRINT MEDIUM CAMPAIGN IS RELATED TO THE EDUCATION INDUSTRY AND CONTAINS 4 MEDIA ASSETS. IT WAS SUBMITTED 26 DAYS AGO BY GRAPHIC DESIGNER: ZIAD OSAMA OF REMARK ADVERTISING AGENCY EGYPT.



AUC



NACITA LOGISTICS

ABOUT

NACITA LOGISTICS PROVIDES END-TO-END LOGISTICS SOLUTIONS THAT START WITH IMPORT AND CUSTOMS CLEARANCE AND INCLUDE PACKING, TRANSPORTATION, WAREHOUSING/STORAGE, AND INSTALLATION/DELIVERY AS WELL AS REVERSE LOGISTICS AND AFTERMARKET CARE FOR A VARIETY OF INDUSTRIES.

CHALLENGE

NACITA LOGISTICS CRAVED A WEBSITE THAT PERFECTLY ADVERTISES THEIR BRAND IN AN ENTICING WAY THAT CAN GRAB THE ATTENTION OF THEIR CLIENTS. KNOWING THAT, REMARK DEVELOPED A FULL WEBSITE FOR THE WELL-KNOWN BRAND INCLUDING THE UI/UX DESIGN, WEBSITE CONTENT AND WEBSITE DEVELOPMENT.





USAID
FROM THE AMERICAN PEOPLE

USAID

ABOUT

TRADE REFORM AND DEVELOPMENT EGYPT (TRADE) IS A PROJECT IMPLEMENTED BY PALLADIUM INTERNATIONAL LLC AND FUNDED BY THE USAID IN COLLABORATION WITH THE MINISTRY OF TRADE AND INDUSTRY. THIS MASSIVE PROJECT'S MAIN OBJECTIVE WAS TO BOOST EGYPT'S INTERNATIONAL TRADE BY INCREASING EXPORTS FROM EGYPTIAN SMALL AND MEDIUM ENTERPRISES (SMES), AND NEW AND EXPANDING EXPORT-READY ENTERPRISES (NEERES).

CHALLENGE

THIS PROJECT REQUIRED CATALOGUE DESIGNS FOR MULTIPLE COMPANIES. REMARK WAS THE ONE WHO LEAD THE CATALOGUE STRUCTURE, DESIGNING, LAYOUT, CONTENT, MOCK-UPS AND PROFESSIONAL PHOTOGRAPHY FOR MORE THAN 6 COMPANIES IN THAT HUGE PROJECT.



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TREEGAS

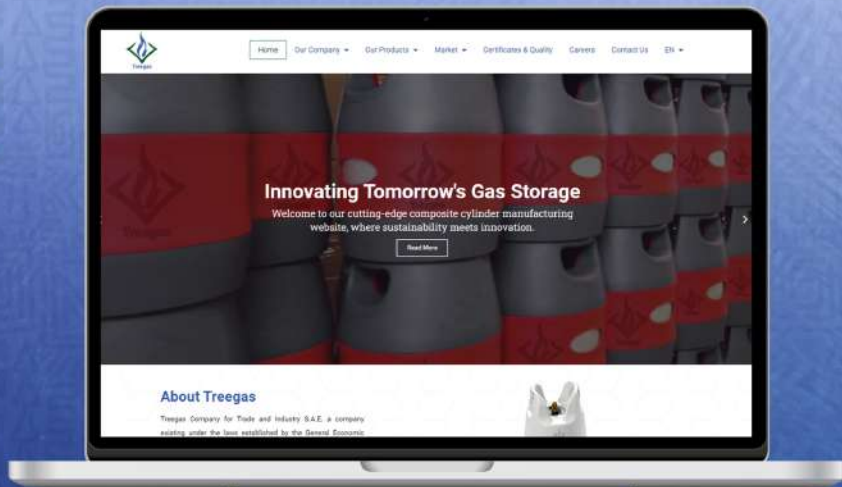


ABOUT

TREEGAS COMPANY FOR TRADE AND INDUSTRY S.A.E. IS A VISIONARY ENTITY, ESTABLISHED UNDER THE LEGAL FRAMEWORK SET BY THE GENERAL ECONOMIC AUTHORITY OF THE SUEZ CANAL. THE COMPANY WAS OFFICIALLY REGISTERED ON DECEMBER 2020, 16 AND IS NESTLED WITHIN THE ECONOMIC ZONE OF THE SUEZ CANAL, TREEGAS CREATED SMART CYLINDERS THAT ARE SAFER AND BETTER.

CHALLENGE

REMARK PLAYED A PIVOTAL ROLE IN AMPLIFYING TREEGAS COMPANY'S ONLINE PRESENCE THROUGH THE DEVELOPMENT OF THEIR WEBSITE. WITH A FOCUS ON SHOWCASING THEIR UNIQUE POSITIONING WITHIN THE ECONOMIC ZONE OF THE SUEZ CANAL, REMARK'S STRATEGIC APPROACH AIMED TO CREATE A DIGITAL PLATFORM THAT REFLECTS TREEGAS'S COMMITMENT TO TRADE AND INDUSTRY. THE WEBSITE NOT ONLY SERVES AS AN INFORMATIVE HUB BUT ALSO POSITIONS TREEGAS AS A KEY PLAYER IN THE REGION'S ECONOMIC LANDSCAPE, FOSTERING A STRONG FOUNDATION FOR THEIR CONTINUED GROWTH AND SUCCESS.



DE LUCA



ABOUT

DE LUCA IS A NEW DESTINATION FOR A DELIGHTFUL COFFEE AND BREAKFAST EXPERIENCE. SITUATED IN THE HEART OF THE 90 STREET, ITS COZY ESTABLISHMENT WITH A DIVERSE MENU CURATED TO SATISFY VARIOUS PALATES. FROM RICH COFFEE AROMAS TO THE TEMPTING ARRAY OF BREAKFAST OPTIONS, DE LUCA IS MORE THAN A COFFEE SHOP—IT'S A WELCOMING SPACE DESIGNED TO CATER TO THE DIVERSE TASTES OF OUR PATRONS

CHALLENGE

AT REMARK, WE TAKE PRIDE IN SPEARHEADING THE SOCIAL MEDIA INTRODUCTION FOR DE LUCA, YOUR GO-TO COFFEE SHOP AND BREAKFAST PLACE. FROM THE OUTSET, WE METICULOUSLY CRAFTED AN ENGAGING ONLINE PRESENCE THAT MIRRORS THE INVITING AMBIANCE AND DIVERSE OFFERINGS OF DE LUCA. WE CONTINUE TO BE THE CREATIVE FORCE BEHIND THEIR SOCIAL MEDIA, CURATING CONTENT THAT CAPTURES THE ESSENCE OF THIS VIBRANT ESTABLISHMENT. OUR ONGOING COMMITMENT IS TO SEAMLESSLY BLEND SIMPLICITY WITH SOPHISTICATION, ENSURING THAT EVERY POST REFLECTS THE UNIQUE TAPESTRY OF EXPERIENCES AWAITING PATRONS AT DE LUCA.



BIANCO ROSSO



BIANCO ROSSO
Pizza & Pasta

ABOUT

BIANCO ROSSO IS AN ITALIAN FOOD TRUCK DEDICATED TO CRAFTING EXCEPTIONAL PASTA AND PIZZA EXPERIENCES. SPECIALIZING IN THE ART OF THESE ITALIAN CLASSICS, THEIR MENU IS A SYMPHONY OF FLAVORS, WITH EACH DISH AVAILABLE IN LUSCIOUS RED OR CREAMY WHITE SAUCE. THE NAME "BIANCO ROSSO" ITSELF, MEANING "WHITE RED" IN ITALIAN, PERFECTLY ENCAPSULATES OUR COMMITMENT TO OFFERING A DIVERSE PALETTE OF TASTES.

CHALLENGE

AT REMARK, WE TAKE PRIDE IN CURATING THE SOCIAL MEDIA PRESENCE OF BIANCO ROSSO, FROM THE INITIAL INTRODUCTION TO THE ONGOING JOURNEY. OUR DEDICATED TEAM CAPTURES THE ESSENCE OF MOUTHWATERING MOMENTS, TURNING THEM INTO REELS AND PHOTOS THAT TELL THE DELICIOUS STORY OF BIANCO ROSSO. FROM CRAFTING CREATIVE CAPTIONS TO HIGHLIGHTING THE UNIQUE FLAVORS, WE'RE HERE TO ENSURE THAT EVERY POST REFLECTS THE PASSION AND AUTHENTICITY THAT DEFINES THIS ITALIAN CULINARY HAVEN.



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3AM IDRIS

ABOUT

3AM IDRIS IS NO ORDINARY DESSERT TRUCK; IT'S A SWEET SURPRISE ON WHEELS! IMAGINE A VIBRANT TRUCK ROLLING THROUGH THE STREETS, OFFERING A TASTE OF UNCONVENTIONAL ORIENTAL DELIGHTS. FORGET THE USUAL, BECAUSE 3AM IDRIS IS HERE TO SHAKE THINGS UP

CHALLENGE

AT REMARK, WE TOOK THE REINS OF INTRODUCING 3AM IDRIS TO THE DIGITAL WORLD, AND WE CONTINUE TO STEER THE SHIP OF CREATIVITY FOR THIS UNIQUE VENTURE. FROM THE VERY BEGINNING, WE'VE CRAFTED A SOCIAL MEDIA PRESENCE THAT ECHOES THE DISTINCT CHARM OF 3AM IDRIS. OUR ONGOING WORK INVOLVES BLENDING OUR CREATIVE TOUCH WITH THEIR ALREADY INNOVATIVE MENU, ENSURING THAT EVERY POST, EVERY CAPTION, AND EVERY VISUAL TELLS THE STORY OF THIS UNCONVENTIONAL ORIENTAL DESSERT DESTINATION



IFIT



ABOUT

IFIT IS YOUR ULTIMATE DESTINATION FOR TOP-QUALITY SUPPLEMENTS AND VITAMINS. THEIR BRAND IS COMMITTED TO PROVIDING A DIVERSE RANGE OF HIGH-QUALITY PRODUCTS BACKED BY SCIENTIFIC RESEARCH. WHETHER YOU'RE AIMING TO BOOST ENERGY LEVELS, ENHANCE YOUR IMMUNE SYSTEM, OR ACHIEVE WEIGHT-RELATED GOALS, IFIT HAS YOU COVERED.

CHALLENGE

AT REMARK, WE EMBRACED THE CHALLENGE OF TRANSFORMING THE IFIT WEBSITE, TRANSITIONING IT SEAMLESSLY FROM SHOPIFY TO WOOCOMMERCE. OUR TEAM WORKED DILIGENTLY TO ENSURE A SMOOTH MIGRATION, FOCUSING ON PRESERVING THE INTEGRITY OF THE BRAND'S ONLINE PRESENCE. THE CONVERSION NOT ONLY STREAMLINED THE USER EXPERIENCE BUT ALSO ENHANCED THE WEBSITE'S FUNCTIONALITY.



KARMA CLINICS



KARMA CLINICS
عيادات الكرامة

ABOUT

KARMA DIABETES CLINICS (KDC) STANDS AS A GROUNDBREAKING INSTITUTION, PIONEERING THE WAY FOR FULLY INTEGRATED MEDICAL CENTERS OF EXCELLENCE IN DIABETES AND HYPERTENSION MANAGEMENT AND PREVENTION ACROSS EGYPT. THE CLINIC IS DRIVEN BY THE VISION TO PROVIDE STATE-OF-THE-ART MEDICAL SERVICES, SEAMLESSLY COMBINING CONSULTATIONS AND INVESTIGATIONS, ALL UNDER ONE ROOF.

CHALLENGE

FACED WITH THE AMBITIOUS GOAL OF ESTABLISHING KARMA DIABETES CLINICS AS A LEADER IN SPECIALIZED MEDICAL CARE, REMARK TOOK ON THE CHALLENGE OF AMPLIFYING THEIR BRAND PRESENCE. FROM CRAFTING A COMPELLING BRAND IDENTITY TO CURATING A ROBUST SOCIAL MEDIA STRATEGY AND DEVELOPING AN INFORMATIVE WEBSITE, REMARK'S MULTIFACETED APPROACH AIMED TO POSITION KDC AS THE GO-TO CENTER FOR DIABETES AND HYPERTENSION MANAGEMENT. BY SEAMLESSLY INTEGRATING BRANDING, SOCIAL MEDIA MANAGEMENT, AND WEBSITE DEVELOPMENT, REMARK PLAYED A PIVOTAL ROLE IN ENHANCING KDC'S VISIBILITY AND CREDIBILITY IN THE HEALTHCARE LANDSCAPE, ULTIMATELY CONTRIBUTING TO THEIR MISSION OF REVOLUTIONIZING DIABETES AND HYPERTENSION CARE IN EGYPT.



ROAST MAESTRO

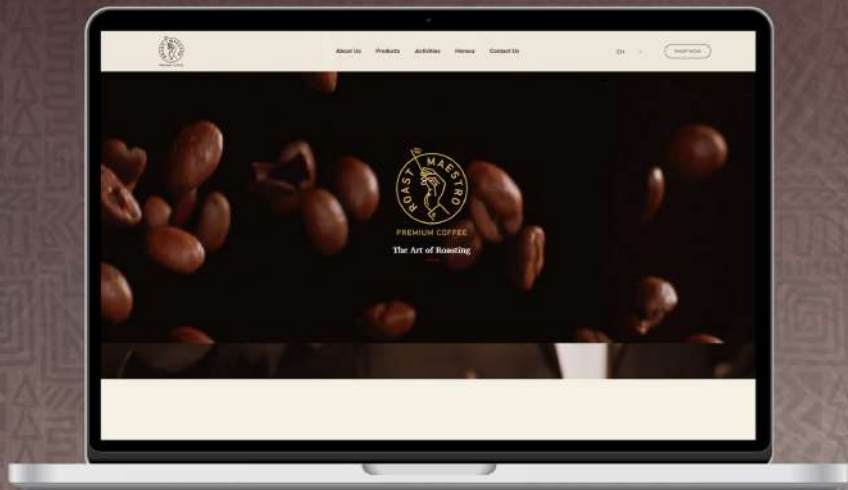


ABOUT

ROAST MAESTRO EMERGES AS THE COFFEE MAESTROS OF SAUDI ARABIA, A SPECIALIZED FACTORY DEDICATED TO THE ART OF CRAFTING EXCEPTIONAL COFFEE PRODUCTS. AS IMPORTERS AND ROASTERS OF GOURMET COFFEE, THEY ARE DISTINCTLY ONE OF THE LARGEST PRIVATELY HELD COFFEE FACTORIES IN THE MENA REGION. WITH A COMMITMENT TO REDEFINING THE COFFEE EXPERIENCE, OUR MULTICHANNEL DISTRIBUTION STRATEGY SEEKS TO TRANSFORM HOW MIDDLE EASTERNERS SAVOR THEIR COFFEE – BE IT AT HOME, IN THE WORKPLACE, OR THEIR FAVORITE COFFEE SHOP

CHALLENGE

IN THE REALM OF ONLINE PRESENCE, REMARK TOOK ON THE CHALLENGE OF ENCAPSULATING ROAST MAESTRO'S ESSENCE IN THE DIGITAL WORLD. BY CREATING A WEBSITE THAT MIRRORS THE RICH TAPESTRY OF THEIR COFFEE EXPERTISE AND AMBITION TO RESHAPE COFFEE RITUALS IN THE MIDDLE EAST, REMARK PLAYED A CRUCIAL ROLE IN ENHANCING THEIR BRAND VISIBILITY. THE CHALLENGE WAS NOT JUST ABOUT CRAFTING A WEBSITE BUT CAPTURING THE SPIRIT OF ROAST MAESTRO USING MOTION IN ALMOST EVERY DESIGN – A TASK UNDERTAKEN CREATIVELY AND WITH FINESSE BY REMARK.



ROTTÖ



DESCRIPTION

ROTTÖ COFFEE BEANS WAS A CHALLENGING BRANDING PROJECT FOR REMARK'S TEAM.

WE WANTED TO SHOWCASE THE QUALITY OF OUR CLIENT'S PRODUCT,

WE FOCUSED ON FINDING A SIMPLE YET INTERESTING WAY TO REPRESENT THEIR STORY.

ROTTÖ IS A FARMER THAT TAKES CARE OF THE BEANS. IT'S MEANT TO BE SIMPLE AND MEANINGFUL, WE USED LINE ART TO LINK THE ORIGIN OF THE BEANS (ROOTS) WITH THE ART OF COFFEE BREWING (POT).



NOE

ABOUT

AN ALL-INCLUSIVE BAKERY AND PASTRY EGYPTIAN SHOP OFFERING ALL TYPES OF HEAVENLY FRESH BAKED GOODS.

CHALLENGE

AS A NEW BAKERY BRAND INVADING THE CROWDED EGYPTIAN MARKETPLACE, NOE NEEDED TO STAND OUT FROM THE COMPETITORS IN THE FIELD. FOR THAT REASON, REMARK AIDED IN ACHIEVING NOE'S GOAL BY CREATING A FULL STUNNING BRAND IDENTITY FROM CHOOSING THE LOGO AND COLOR PALETTE ALL THE WAY TO THE FULL PACKAGING DESIGNS. CHERRY ON TOP WAS COMING UP WITH A SUPER CREATIVE ILLUSTRATED CHARACTER DESIGN FOR THE BRAND.

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NOÉ

pâtisserie



EL-KADESIA



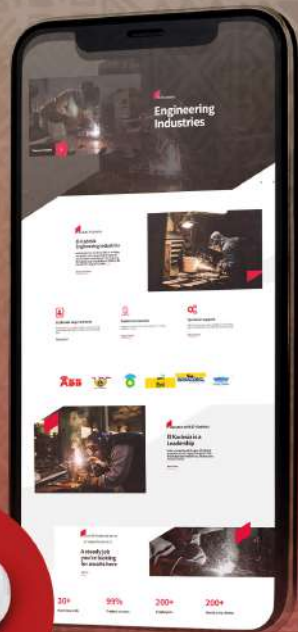
ELKADESIA ENGINEERING IND

ABOUT

EL-KADESIA WELDING, A LEADING FORCE IN THE WELDING INDUSTRY SINCE 1985, STANDS AS A TESTAMENT TO PRECISION AND EXCELLENCE. ORIGINALLY OPERATING UNDER BÖHLER WELDING AUSTRIA, OUR JOURNEY TOOK AN INDEPENDENT TURN IN 2011, FOCUSING ON OUR DISTINCT BRAND IDENTITY. TODAY, WITH A STATE-OF-THE-ART FACILITY IN EGYPT'S 10TH OF RAMADAN INDUSTRIAL CITY, THEY PRODUCE CUTTING-EDGE ELECTRODES ADHERING TO THE HIGHEST INDUSTRY STANDARDS. OUR EXPERTISE SPANS VARIOUS SECTORS, FROM OIL & GAS TO SHIPBUILDING, CONTRIBUTING TO THE STRUCTURAL INTEGRITY OF DIVERSE PROJECTS.

CHALLENGE

FACING THE CHALLENGE OF MODERNIZING A NEARLY 40-YEAR-OLD WELDING INDUSTRY STALWART, REMARK TOOK THE REINS FOR EL-KADESIA WELDING. OUR MISSION: TO ELEVATE THIS ESTABLISHED BRAND INTO THE DIGITAL AGE. WE CRAFTED A COMPREHENSIVE BRANDING STRATEGY, REDESIGNED THEIR WEBSITE FOR A CONTEMPORARY ONLINE PRESENCE, AND STRATEGICALLY MANAGED SOCIAL MEDIA PLATFORMS. THE CHALLENGE WAS TO SEAMLESSLY BLEND TRADITION WITH INNOVATION, ENSURING EL-KADESIA WELDING NOT ONLY SUSTAINED ITS LEGACY BUT THRIVED IN THE EVER-EVOLVING DIGITAL LANDSCAPE. THE RESULT IS A HARMONIOUS FUSION OF TIME-TESTED EXPERTISE AND A VIBRANT ONLINE IDENTITY THAT PROPELS THE BRAND CONFIDENTLY INTO THE FUTURE.



MOVE LOGIC


MOVE LOGIC
YOUR DATA AGENCY

ABOUT

MOVE LOGIC IS BORN FROM AN EXTRAORDINARY COLLABORATION BETWEEN ITS FOUNDERS, EMERGING FROM THEIR SHARED EXPERIENCES IN DATA PROJECTS. THIS DYNAMIC TEAM HAS HONED THEIR EXPERTISE IN DEPLOYING REAL-TIME DISTRIBUTED DATA SOLUTIONS, SHOWCASING A UNIQUE BLEND OF OPEN-SOURCE TECHNOLOGIES AND THE FORMIDABLE CAPABILITIES OF CLOUD SERVICES. WITH A KNACK FOR SEAMLESS COLLABORATION WITH BOTH LOCAL AND OFFSHORE TEAMS, MOVE LOGIC EPITOMIZES INNOVATION AND EFFICIENCY IN THE REALM OF DATA SOLUTIONS.

CHALLENGE

REMARK TOOK ON THE CHALLENGE OF ELEVATING MOVE LOGIC'S BRAND IDENTITY, DELVING INTO THE HEART OF THEIR EXCEPTIONAL DATA-DRIVEN EXPERTISE. FROM CRAFTING A COMPELLING NARRATIVE TO ESTABLISHING A ROBUST ONLINE PRESENCE, REMARK'S STRATEGIC APPROACH AIMED TO POSITION MOVE LOGIC AS A KEY PLAYER IN REAL-TIME DISTRIBUTED DATA SOLUTIONS THROUGH FOCUSED AND CREATIVE BRANDING EFFORTS AND ONLINE OPTIMIZATION AND A STATE OF THE ART WEBSITE THAT WE CREATED FOR THEM.



ALICO

ABOUT

ESTABLISHED IN 2000, ALICO EGYPT STANDS AS A PROMINENT SUBSIDIARY OF ORASCOM CONSTRUCTION, SOLIDIFYING ITS POSITION AS A LEADING FORCE IN THE MIDDLE EAST'S ALUMINUM & GLAZING INDUSTRY. THIS EGYPTIAN POWERHOUSE HAS CEMENTED ITS NAME BY PROVIDING EXCEPTIONAL EXPERTISE IN CRAFTING ARCHITECTURAL MASTERPIECES WITH ALUMINUM AND GLASS, OFFERING A COMPREHENSIVE RANGE OF PRODUCTS AND SERVICES ENCOMPASSING EVERYTHING FROM DOORS AND WINDOWS TO CURTAIN WALLS, SKYLIGHTS, AND INTRICATE METALWORK.

CHALLENGE

REMARK WERE THRILLED TO PARTNER WITH ALICO, A LEADING ALUMINUM AND GLASS FIRM, TO ELEVATE THEIR BRAND IMAGE. WE CRAFTED A COMPREHENSIVE COMPANY PROFILE THAT HIGHLIGHTED THEIR EXPERTISE, EXPERIENCE, AND COMMITMENT TO QUALITY. WE DESIGNED A DYNAMIC WEBSITE THAT SHOWCASED THEIR STUNNING WORK AND PROVIDED A SEAMLESS USER EXPERIENCE. TO FURTHER ENHANCE THEIR ONLINE PRESENCE, WE CREATED 3D VISUALIZATIONS THAT BROUGHT THEIR VISION TO LIFE, ALLOWING POTENTIAL CLIENTS TO EXPERIENCE THEIR CAPABILITIES IN A TRULY IMMERSIVE WAY. THIS COMPREHENSIVE APPROACH HAS TRANSFORMED ALICO'S ONLINE PRESENCE, ATTRACTING NEW CLIENTS AND SOLIDIFYING THEIR POSITION AS A LEADER IN THE INDUSTRY.



**INTEGRATED
FACADE**
SOLUTIONS



MOVE ON

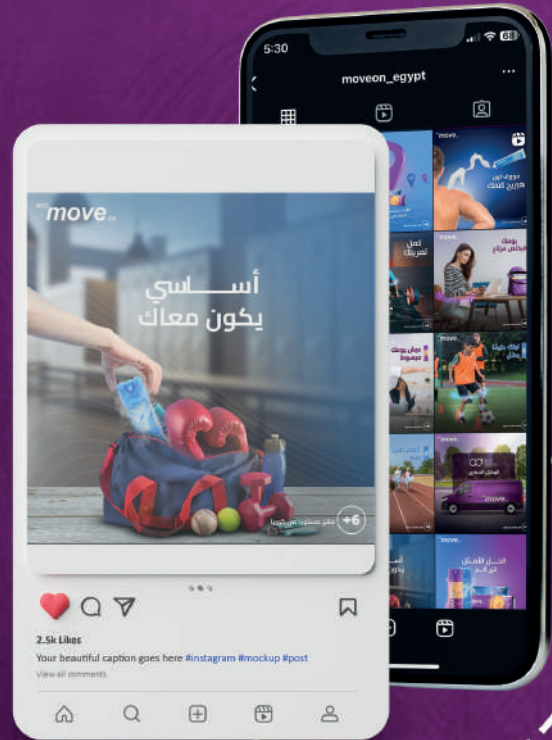
ABOUT

MOVE IS A COMPANY DEDICATED TO EMPOWERING INDIVIDUALS TO MOVE FREELY AND CONFIDENTLY. WE UNDERSTAND THE DEBILITATING EFFECTS OF MUSCLE CRAMPS AND PAIN, AND WE HAVE DEDICATED OURSELVES TO DEVELOPING INNOVATIVE, HIGH-QUALITY PRODUCTS THAT OFFER RELIEF AND PROMOTE RECOVERY. MOVE'S LINE OF CREAMS AND GELS IS FORMULATED WITH POTENT NATURAL INGREDIENTS THAT PENETRATE DEEP INTO MUSCLE TISSUE TO SOOTHE SORENESS, REDUCE INFLAMMATION, AND ALLEVIATE DISCOMFORT. WHETHER YOU'RE AN ATHLETE PUSHING YOUR LIMITS OR SIMPLY SEEKING RELIEF FROM EVERYDAY ACHES AND PAINS, MOVE OFFERS EFFECTIVE SOLUTIONS TO HELP YOU RECLAIM YOUR MOBILITY AND ENJOY AN ACTIVE LIFESTYLE.

CHALLENGE

REMARK BOLSTERED MOVE'S SOCIAL MEDIA, CREATING ENGAGING CONTENT AND COMMUNITIES. WE INCREASED BRAND AWARENESS AND PRODUCT SALES BY SHOWCASING MOVE'S EFFECTIVENESS IN RELIEVING MUSCLE PAIN AND PROMOTING ACTIVE LIFESTYLES.

NEO *move* on



DALIA WELLNESS

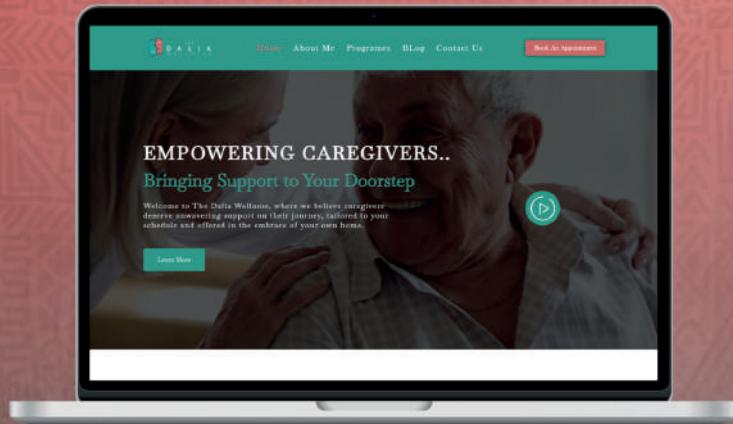


ABOUT

DALIA WELLNESS IS ALL ABOUT MAKING YOU A BETTER CARETAKER WHILE ALSO FOCUSING ON YOUR MENTAL HEALTH. THEIR GOAL IS TO SUPPORT YOUR OVERALL HEALTH – MIND, BODY, AND SPIRIT AND TO INSPIRE AND GUIDE YOU ON YOUR JOURNEY TO FEELING GREAT.

CHALLENGE

FOCUSING ON THE DALIA WELLNESS'S VISION, OUR CHALLENGE WAS TO ENCAPSULATE THEIR ETHOS IN THE DIGITAL SPHERE. FACED WITH THE TASK OF TRANSLATING THEIR BRAND IDENTITY, WE UNDERTOOK THE CREATION OF A COMPREHENSIVE DOCUMENTARY STYLE VIDEO, ENSURING EVERY VISUAL ELEMENT RESONATED WITH THEIR MISSION AND EXPLAINED WHAT THEY DO PROPERLY. WE ALSO WORKED ON THE INITIATION OF THEIR SOCIAL MEDIA ACCOUNTS IN ORDER FOR THEM TO GET CLIENTS.



SUNWAY

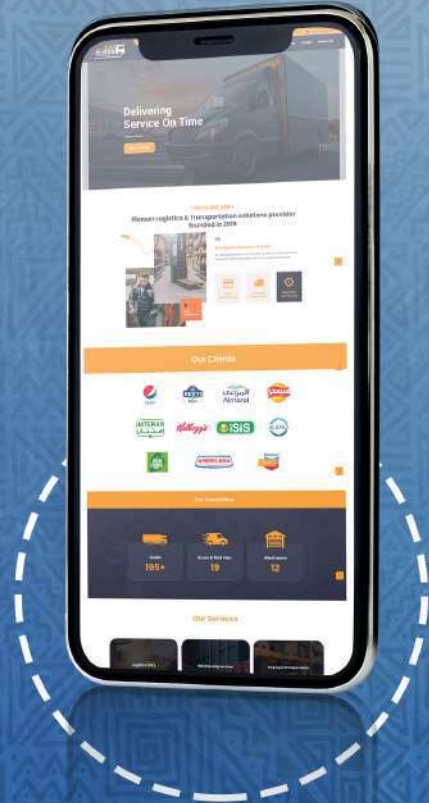


ABOUT

ONE OF THE BIGGEST LOGISTICS COMPANIES IN THE FIELD OF FOOD AND BEVERAGES.

CHALLENGE

HAVING A WEBSITE AND AN ONLINE PRESENCE FOR ANY BUSINESS IS CURRENTLY CRUCIAL TO GENERATE THE MAXIMUM NUMBER OF SALES AND TO REACH THE RIGHT AUDIENCE. HENCE, REMARK WAS THE ONE TO CREATE THE WHOLE WEBSITE FOR SUNWAY STARTING FROM THE UI/UX DESIGN ALL THE WAY TO THE EXECUTION.



remark your space.

ALORA

ABOUT

ALORA GRANOLA OFFERS 100% NATURAL AND HEALTHY SWEETENED FOODS THAT BRING PLEASURE TO EVERY HEALTH-LIVING SEEKER, ATHLETES AND PEOPLE WHO ARE CRAVING A HEALTHY LIFESTYLE.

CHALLENGE

DESIRING TO SHOW OFF THEIR HEALTHY SNACKS, ALORA GRANOLA WANTED TO HAVE THEIR OWN COMPANY PROFILE THAT SPEAKS OUT LOUD FOR THE BRAND AND TO REACH THE RIGHT PEOPLE SCROLLING ONLINE. HENCE, REMARK CREATED A FULL COMPANY PROFILE WITH AN APPEALING DESIGN AND SUPER ATTRACTIVE CONTENT AND SHOWED OFF THE BRAND'S PRODUCTS ON SOCIAL MEDIA THROUGH HIGHLY TARGETED CONTENT.



EDYOUHUB

ABOUT

EDYOUHUB IS ONE OF THE BEST EDUCATIVE HUBS, ALLOWING PARENTS TO INSTALL THE EDUCATION FEES ON 12 MONTHS WITH ZERO% INTEREST PARENTS TO SAVE THEIR TIME & PAY FEES BY ALL WAYS. MOREOVER, IT PREPARES ALL THE REQUIRED SUPPLIES LISTS BY THE SCHOOL PARENTS CAN CHOSE THEIR LISTS SIMPLY TO GET IT DELIVERED.

CHALLENGE

WANTING TO CREATE THE RIGHT AND MOST APPEALING BRAND POSITIONING AND BRAND AWARENESS WITH THE EXACT TARGET AUDIENCE, REMARK STARTED CREATING A SOCIAL MEDIA PRESENCE FOR EDYOUHUB ON LINKEDIN AND FACEBOOK. WITH ENGAGING AND ATTRACTIVE DESIGN AND CONTENT, EDYOUHUB WAS ABLE TO DELIVER THE MESSAGE THEY WANT TO THEIR AUDIENCE.

EDYOUHUB



LOTUS PHARMACIES

ABOUT

A CHAIN OF PHARMACIES SCATTERED ALL OVER EGYPT ALONGSIDE A SPECIALIZED MOBILE APPLICATION ESTABLISHED WITH THE GOAL OF ALTERING THE PHARMACEUTICAL INDUSTRY AND CHANGING THE PERCEPTION OF PEOPLE FOR MEDICINAL BUSINESSES.

CHALLENGE

ESTABLISHED WITH A GOAL IN MIND, LOTUS PHARMACIES WANTED TO REFLECT THEIR BRAND'S IDENTITY IN THEIR BRANDING. REMARK CREATED THE FULL CORPORATE IDENTITY THAT PERFECTLY REFLECTS THE BRAND'S OBJECTIVES USING A LOTUS FLOWER AS AN EMBLEM. THE BRANDING CREATED WAS USED ALL OVER THE BRANCHED AS WELL AS THE MOBILE APPLICATIONS.

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remark your space.



LOTUS
PHARMACIES
صيدليات لوتس



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PYO LAND

ABOUT

A SIMPLE ABBREVIATION STANDING FOR PICK YOUR OWN LAND. A BRAND THAT IS ALL ABOUT FRESHNESS AND NATURE. PYO IS A BUSINESS FOR EXPORTING FRESH NATURAL AGRICULTURAL PRODUCE AND CROPS GATHERED AND PACKED FROM THE BLESSED EGYPTIAN LANDS.

CHALLENGE

DESIRING TO REFLECT THE FRESHNESS AND ORGANIC NATURE OF THE PRODUCTS, REMARK CREATED THE FULL BRAND IDENTITY STARTING WITH A COOL LOGO THAT PERFECTLY REFLECTS THE BRAND, ALL THE WAY TO THE PACKAGING DESIGN.



LEAF



+

WATER



+

FRUIT



EL NASSER

ABOUT

ELNASSER GROUP IS A BRAND FOR PRODUCING ORGANIC AGRICULTURAL PRODUCE AND CROPS GATHERED AND PACKED IN EGYPT. ELNASSER GROUP OFFERS A DIVERSITY OF SERVICES AND HAS MULTIPLE SUB-COMPANIES UNDERNEATH THE MOTHER COMPANY IN THE FIELD OF AGRICULTURE AND INDUSTRY.

CHALLENGE

ELNASSER GROUP CRAVED A FULL BRANDING TO SHOW ITS MASSIVE WORK AND DETAILED PROFESSIONAL BUSINESS. REMARK CREATED AN ENTIRE BRANDING FROM VISUALIZING AN EXCEPTIONAL LOGO THAT REFLECTS THE COMPANY'S PROFESSIONALISM AND MULTIPLE SERVICES ALL THE WAY TO EXECUTING THE BRAND AND PRODUCT PACKAGING.

EL Nasser

Group



JIT

JIT

JIT FOR TRADING AND DISTRIBUTING

جتي اي تي للتجارة والتوزيع

ABOUT

J.I.T. IS A FAST-GROWING EGYPTIAN AND EMIRATI TRADING AND DISTRIBUTION COMPANY IN THE FIELD OF ELECTRONIC TRADING AND DISTRIBUTION. J.I.T. IS CURRENTLY COLLABORATING WITH: HUAWEI; AS BEING ONE OF THE MAIN YET NON-EXCLUSIVE DISTRIBUTORS FOR THEIR PRODUCTS ONLINE AND OFFLINE. J.I.T. IS PLANNING TO BECOME ONE OF THE TOP LEADING EGYPTIAN/EMIRATI COMPANIES IN ELECTRONICS TRADING & DISTRIBUTION.

CHALLENGE

J.I.T. DESIRED TO POSITION ITSELF OUT THERE IN THE MARKETPLACE AS ONE OF THE MOST POWERFUL DEVELOPING TRADING AND DISTRIBUTION COMPANIES. TO DO THIS, REMARK USED ITS MAGIC TO DO THIS THROUGH CREATING J.I.T.'S BRAND IDENTITY GUIDELINES, COMPANY PROFILE ALONG WITH INNOVATIVE SOCIAL MEDIA CONTENT.



KIRIAZI



ABOUT

KIRIAZI GROUP IS CONSIDERED TO BE THE MOST IMPORTANT GROUP OF COMPANIES PRODUCING HOME APPLIANCES IN EGYPT AND IN THE ARAB WORLD, CONSTANTLY GROWING SINCE ESTABLISHING THEIR FIRST REFRIGERATOR FACTORY IN 1985.

CHALLENGE

A BRAND THAT IS A PART OF ALMOST EVERY HOUSEHOLD IN EGYPT AND A STAPLE IN MANY GENERATIONS OVER THE YEARS. WE TOOK AN INTERACTIVE INITIATIVE ON SOCIAL MEDIA WITH CREATIVE ENGAGING CONTENT, COMPETITIONS, TRIVIAS AND MORE! CREATING RELEVANT FUN CONTENT FOR FAMILIES, AND HAVING FUN OURSELVES.



remark your space.

ABC



ABOUT

ABC GROUP A LEADING COMPANY IN COMMERCIAL EQUIPMENTS, ENRICHING LOCATIONS WITH CUTTING EDGE DESIGN, AND PRACTICALITY, AT EXCELLENT VALUE FOR 25 YEARS.

SPECIALIZED IN STORE DISPLAYS, STORAGE SYSTEMS, HOTEL FURNISHING, COMMERCIAL FURNISHING, DISPLAY SYSTEMS, OFFICE FURNITURE, CLOTHING DISPLAYS, BAKERY DISPLAYS, JEWELLERY DISPLAYS AND MUCH MORE.

CHALLENGE

RECREATING THEIR LOGO TO BE MORE INNOVATIVE YET REFLECTING THE AUTHENTICITY OF THE BRAND. WE STARTED WORKING ON THIS PROVIDING THE BRAND THE INNOVATIVE LOGO THEY LOOK FOR TO REFLECT THEIR IDENTITY.



MINTRA



ABOUT

MINTRA HOME IS MINTRA'S BRAND FOR HOMEWARE AND GARDEN GOODS. MINTRA HOME PRODUCTS ARE KNOWN BY THEIR PRIME QUALITY, INNOVATIVE DESIGNS AND COLOURFULNESS.

CHALLENGE

THROUGH OUR DIGITAL CAMPAIGNS, WE BROUGHT OUT THE BRAND'S FUN PERSONALITY WHILE ALSO HIGHLIGHTING THE PRODUCTS' FUNCTIONAL SIDE AND SPECS. SHOWING CONSUMERS HOW MINTRA FITS INTO THEIR EVERYDAY LIVES AND THAT THEY WILL LIVE ON. IN DOING SO, WE INCREASED AWARENESS OF MINTRA'S PRODUCT LINES, GIVING THEM THE EXPOSURE THEY NEEDED TO INCREASE THEIR CONSUMER BASE.



SHINY WHITE



SHINY WHITE

ABOUT

ONE OF THE LEADING DENTAL CENTERS IN EGYPT, SPECIALIZING IN DENTISTRY IN EGYPT AND THE MIDDLE EAST, WITH THE LATEST ADVANCED TECHNOLOGY IN THE FIELD OF DENTAL CARE.

CHALLENGE

WORKING CLOSELY AS A TEAM TO REFLECT COMPLEX DENTAL PROCEDURES IN A SIMPLE CAPTION-DESIGN FORMAT, ALWAYS KEEPING OUR VISUALS AS BRIGHT, SIMPLE AND MINIMALISTIC AS POSSIBLE, ALONGSIDE CONTENT THAT IS MORE ON THE INFORMATIVE FRIENDLY SIDE.



DRY



ABOUT

DRY EGYPT OFFER FEMININE SANITARY PADS AND SINGLE USE UNDERWEAR FOR POSTPARTUM, HEAVY BLEEDING, AND INFECTION.

CHALLENGE

CREATING CONTENT FOR SUCH A NICHE MARKET IS TRICKY, BUT ALWAYS FUN! THE BRAND HAS SET FOOT IN THE EGYPTIAN MARKET FOR A WHILE, BUT AIMED TO GAIN MORE BRAND AWARENESS, SO WE CREATED CAMPAIGNS TO DISTINGUISH EACH PRODUCT LINE AND ITS USES, MATERIALS AND WENT ON TO EMOTIONALLY ENGAGING WITH WOMEN AND CREATING AN AFFECTIVE BOND WITH THE BRAND. OUR CAMPAIGN DESIGNS REFLECTED ON THEIR BRAND IMAGE AS WELL AS THE UNDERLYING EMOTIONAL NEED OF OUR TARGET AUDIENCE.



ONE PHARMA



ABOUT

IT IS A PHARMACEUTICAL COMPANY WHICH CONQUERED TO BE A MARKET LEADER IN THE FIELD OF ONCOLOGY. ONE PHARMA PLAYED AN EXTREMELY EFFECTIVE ROLE IN LEADING A MASSIVE AWARENESS CAMPAIGN FOR THE COST EFFECTIVENESS OF SHIFTING FROM HIGH PRICED BIOLOGICAL PRODUCTS TO AFFORDABLE FDA/EMA APPROVED BIOSIMILARS WHICH IN TURN HAD A GREAT IMPACT ON EGYPTIAN GOVERNMENTAL BUDGET EXPENDITURES IN FAVOR OF EGYPTIAN HEALTH SYSTEM ENABLING THE TREATMENT OF MORE PATIENTS AS WELL AS THE COVERAGE OF MORE THERAPEUTIC AREAS.

CHALLENGE

EXECUTING THE SHOOTING OF AN AWARENESS CAMPAIGN VIDEO THAT ENTAILED A WELL KNOWN DOCTOR WHO REPRESENTS A TRUSTED COMMUNICATOR CONCERNING THE TOPIC RAISED. WE WENT THE EXTRA MILE COMING UP WITH THE FINAL VIDEO AFTER SHOOTING AND SPENDING HOURS OF EDITING AND MONTAGE TO FIT THE REQUIRED DURATION ALONG WITH EMBEDDING A NEAT INTRO AND OUTRO.



SHINY PHARMA

SHINY
PHARMA

ABOUT

IT FALLS UNDER THE UMBRELLA OF SHINY WHITE GROUP. THE SCOPE OF WORK IS FOCUSED ON MANUFACTURING LOCALLY ORAL CARE PRODUCTS THAT MEETS DIFFERENT DENTAL NEEDS IN TERMS OF TREATING OR MAINTAINING A SHINY SMILE AND HEALTHY TEETH.

CHALLENGE

DESIGNING PACK SLEEVE DESIGNS THAT FITS THE FORMULA OF BEING CATCHING AND APPEALING YET DELIVERS THE CORE BEYOND EACH PRODUCT TO THE RIGHT TARGET AUDIENCE. EACH PRODUCT WAS PRESENTED WITH VARIOUS MOCKUPS THAT ENABLES THE CLIENT TO VISUALIZE HOW THE PACK WILL LOOK LIKE FROM DIFFERENT ANGLES AND PERSPECTIVES.



MEEM CREATIVE CIRCLE



ABOUT

ONE OF THE TOP PRODUCTION HOUSES IN EGYPT, FOUNDED BY THE EXCEPTIONALLY TALENTED DUO MOHAMED HEFZY AND AMR SALAMA, PRODUCING BIG IDEAS ON BIG SCREENS: RESPONSIBLE FOR THE PRODUCTION OF MANY FAN FAVORITES!

CHALLENGE

MEEM CAME TO US LOOKING FOR A LOGO THAT TRANSLATES THEIR BIG IDEAS. WE KNEW THAT BIG IDEAS NEED A LOGO THAT IS BOLD, DIRECT AND MAKES A STATEMENT, SO WE MADE IT HAPPEN! DESIGNING A LOGO THAT RELIES ON TYPOGRAPHY TO CLEARLY DELIVER THEIR BRAND NAME WHILE AT THE SAME TIME SHOWCASING THEIR CREATIVE AND BOLD BRAND CHARACTER. THE FINAL RESULT CAME TO SAY 3 WORDS: PROFESSIONAL, BOLD AND EXCITING!



WELLSPRING CAMPS



Explore—from the Inside Out

ABOUT

WELLSPRING IS A FUNDAMENTAL CORPORATION THAT AIMS TO DELIVER DIFFERENT VALUES TO YOUNG CHILDREN THROUGH CHALLENGING ACTIVITIES AND HANDS-ON LEARNING, ENCOURAGING CHILDREN TO LET THEIR NATURAL DESIRES SURFACE TO THE OUTSIDE. NOW WELLSPRING IS ABLE TO SERVE 200,000 INDIVIDUALS, INCLUDING OVERNIGHT, DAY CAMPS, FATHER/MOTHER AND CHILD CAMPS, GOVERNMENTAL AND LOCAL SCHOOL CAMPS AND INTERNATIONAL CAMPS HELD IN USA, POLAND, GREECE, ITALY AND UKRAINE. WELLSPRING IS PRESENT ALSO IN LEBANON AND MOROCCO.

CHALLENGE

WELLSPRING CAMPS AIM TO GIVE CHILDREN THE CREATIVE SPACE THEY NEED TO EXPLORE, DEVELOP AND DISCOVER THEMSELVES WHILE ENJOYING THE THRILL OF SUMMER CAMPS. WELLSPRING CAME TO US HOPING TO REFLECT THEIR YOUTHFUL SPIRIT AND NOBLE GOALS ON SOCIAL MEDIA, AND WE IMMEDIATELY WENT TO WORK, TURNING THEIR GOALS INTO DYNAMIC CONTENT.



OTE

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OSA TIM ELECTRIC

OTE

OSA TIM ELECTRIC

ABOUT

OTE WHICH STANDS FOR OSATIM ELECTRIC IS AN EVOLVED ENTITY IN THE ELECTRICAL FIELD COMING FROM THE OWNERS OF SANSHE WHICH HAS STEEL CORE PRESENCE IN THE ELECTRICAL MARKET. THEY MANAGED TO GET THEIR NAME ESTABLISHED WITH GOLDEN REPUTATION AND AIMS TO KEEP THE BAR HIGH THROUGH OTE PROVIDING QUALITY AND FEATURES THAT STANDS OUT ALONG WITH COMPETITIVE PRICES AND LIFETIME WARRANTY.

CHALLENGE

BRAINSTORMING THE BRAND NAME TO COME UP WITH ONE THAT FITS THE CRITERIA OF BEING SIMPLE, EASY TO PRONOUNCE AND STICKS TO THE MINDS OF ELECTRICIANS, WHO CONSTITUTE STRONG ARM OF SALES, UNTIL COMING UP WITH OTE. BASED ON IT, WE DESIGNED THE LOGO AND A FULL CORPORATE IDENTITY. THE JOURNEY IS UNSTOPPABLE SINCE WE ARE NOW WORKING ON DEVELOPING A REPRESENTABLE WEBSITE AS WELL AS BUILDING THE CORNERSTONES OF THEIR SOCIAL MEDIA PRESENCE WITH THE AIM OF RAISING AWARENESS AND ESTABLISHING THE BRAND IN CONSUMERS MINDS.



SEGA.M



ABOUT

SEGA-M IS AN ADVANCED ENGINEERING COMPANY FOR ELECTRICAL PRODUCTS AND LOW VOLTAGE SWITCHBOARDS ESTABLISHED BY EXPERIENCES OF ITS FOUNDERS THAT EXCEEDS 40 YEARS IN THE INDUSTRY FIELD.

CHALLENGE

OUR TASK WAS TO CREATE A WEBSITE THAT SHOWCASED THE VARIETY OF PRODUCTS PROVIDED BY SEGA-M IN THE CATEGORIES OF ELECTRICAL AND LIGHTING SOLUTIONS, AS WELL AS SHOWCASING THEIR PROJECTS, CLIENTS AND SHOWROOMS. AS WELL AS CREATING THEIR LOGO, CORPORATE IDENTITY AND BRAND GUIDELINES. DONE IN SYNC TO REFLECT THE BRAND IMAGE OF SUCH A PIONEER IN THE INDUSTRY WORLD.



FOAM INDUSTRIES



ABOUT

A PIONEER MANUFACTURER OF POLYURETHANE FOAM IN EGYPT SINCE 1973. POLYURETHANE FOAM IS THE HEART OF MANY COMFORT, FUNCTIONALITY AND DURABLE PRODUCTS IN EGYPT, THINK CHAIRS, MATTRESSES, STUDIO ISOLATION, PACKAGING AND ALL ELSE!

CHALLENGE

HANDLING A BUSINESS THAT TARGET B2B AS WELL AS B2C AND CREATIVELY ADDRESSING BOTH TARGET AUDIENCE IN THE LANGUAGE THEY UNDERSTAND! SHOWING FOAM DEALER THAT WE HAVE TOP QUALITY WORLDWIDE STANDARDS, AND TELLING CONSUMERS HOW TO KNOW TOP QUALITY FOAM WHEN THEY SEE IT. WE ALSO TOOK THE LEAD ON DESIGNING AND COPYWRITING THEIR WEBSITE TO ANSWER ALL THE QUESTIONS BOTH TARGET AUDIENCE MAY HAVE, AS WELL AS REFLECTING THE MOST PROFESSIONAL BRAND IMAGE FOR SUCH A MARKET LEADER.



SMART ELECTRIC



ABOUT

SMART ELECTRIC IS A LEADING COMPANY SPECIALIZED IN LIGHTING FIELD. OFFERING A RANGE OF PRODUCTS FEATURED BY QUALITY, DURABILITY AND MODERNITY.

CHALLENGE

RECREATING THEIR LOGO AND BRANDING ELEMENTS INTO SOMETHING MORE PROMINENT AND PROFESSIONAL, WHICH WE GLADLY MADE HAPPEN. IN ADDITION TO CREATING A USER FRIENDLY WEBSITE FOR THEIR BRAND, HELPING THEM SHOWCASE THEIR SERVICES AND EXPERTISE.



FUN FACTORY



ABOUT

FUN FACTORY TOY STORE AIMS TO SPREAD HAPPINESS AMONG FAMILIES BY GATHERING CONSUMER INSIGHT AND CREATING FUN TOYS FOR KIDS, EXACTLY HOW THEY WANT THEM. THEIR FIRST BRANCH OPENED IN AL-MOKATTAM, AND THEY BEGAN TO EXPAND EXPEDITIOUSLY THROUGHOUT EGYPT EVER SINCE.

CHALLENGE

TO COPE WITH SUCH GREAT EXPANSION AND CONSUMER DEMAND, WE HAD TO TAKE CHARGE OF THEIR SOCIAL MEDIA PLATFORMS, FORMING THEIR DIGITAL STRATEGY AND CREATIVE EXECUTION THAT FIT BOTH PARENTS AND KIDS. DURING THE PERIOD OF 4 MONTHS, WE MANAGED TO REACH OVER 126K OF OUR TARGET AUDIENCE, EFFECTIVELY MANAGING AND ENGAGING WITH THEIR COMMENTS AND MESSAGES.



CHEMICAL PARTNERS



CHEMICAL PARTNERS

Balance Your Quality Equation

ABOUT

ESTABLISHED IN 1995, CHEMICAL PARTNERS IS THE LEADING INDEPENDENT AND DYNAMIC DISTRIBUTOR OF SPECIALTY CHEMICALS IN THE MIDDLE EAST AND AFRICA, COVERING THEIR MAIN SEGMENTS LIKE COATINGS, INKS, ADHESIVES, BUILDING AND CONSTRUCTION, PAPER, PERSONAL CARE, HOME AND FABRIC CARE, TECHNICAL PLASTICS AND COMPOUNDS.

CHALLENGE

WE STARTED OFF WITH BRANDING, ESTABLISHING A CORPORATE IDENTITY FROM LOGO TO LETTERHEAD, THAT CAPTURES THE ESSENCE AND PROFESSIONALISM OF THE BRAND. FOLLOWED BY AN INCLUSIVE COMPANY PROFILE TELLING THE STORY OF CHEMICAL PARTNERS AND THEIR JOURNEY WITH THEIR CLIENTS. TO COMPLETE THE PICTURE, WE CREATED A WEBSITE THAT COVERS ALL THEIR MAIN SEGMENTS AND PROVIDES ALL YOU NEED TO KNOW ABOUT THE BUSINESS.



KEVANO



ABOUT

KEVANO IS SPECIALIZED IN MANUFACTURING ACRYLIC BATHTUBS, BASED ON HARDWORK AND ADVANCED INDUSTRIAL TECHNOLOGY, TO PRODUCE UNIQUE PRODUCTS THAT ARE CHARACTERIZED BY SUPREME QUALITY AND MATERIALS THAT COMPLY WITH INTERNATIONAL STANDARDS.

CHALLENGE

TO MATCH THEIR UNIQUE PRODUCT LINES, KEVANO NEEDED A UNIQUE LOGO TO PORTRAY THEIR BRAND IDENTITY. KEVANO'S LOGO IS REPRESENTED BY A SEASHELL TO DEPICT HOW THE NATURE OF THE PRODUCT IS LINKED TO WATER. MOREOVER, THE SHELL PUTS AN EMPHASIS ON THE STURDINESS, DURABILITY AND LONG LIFE OF KEVANO BATHS.

APART FROM THE LOGO, WE CREATED THEIR CORPORATE BRAND GUIDELINES, PRODUCT CATALOGUES, AND WEBSITE, ALL FOLLOWING THE SAME IDENTITY AND CONCEPT.



DELTA EGYPT



ABOUT

DELTA EGYPT COATING CO. IS THE LEADING EGYPTIAN PAINT BRAND IN THE MARKET, WITH A RICH PORTFOLIO OF PRODUCTS AND SERVICES DESIGNED TO HELP YOU FIND THE BEST PAINTS THAT YOU WILL ADMIRE, AND PROVIDE YOU WITH THE EXPERT KNOWLEDGE YOU WILL NEED TO ACHIEVE FASCINATING RESULTS.

CHALLENGE

OUR CHALLENGE WAS TO CREATE A BRAND IDENTITY THAT IS INSPIRED BY THE LATEST TRENDS IN PAINTS. MOREOVER, THE PACKAGING DESIGN WAS IN HARMONY WITH THE CREATIVE LOGO WE MADE TO LAST FOR A LONG TIME IN THE MARKET WITH THE SAME INSPIRATIONAL EFFECT. IN ADDITION, WE MADE AN OFFICIAL WEBSITE TO BE A GREAT PLATFORM FOR SHOWING THEIR PRODUCTS. ALSO, WE CREATED A FANCY DESIGN FOR THEIR EXHIBITION BOOTH TO GO ALONG WITH THE IDENTITY OF THE CORPORATE.



UFM



ABOUT

A LEADER COMPANY IN THE FIELD OF ELECTROMECHANICAL CONSTRUCTION IN EGYPT, AFRICA AND THE GULF SINCE 2000.

CHALLENGE

UNITECH CAME TO REMARK LOOKING TO REBRAND THEMSELVES AND CREATE A FIRMER STAND IN THE EGYPTIAN MARKET. WITH THAT, WE BEGAN WORKING ON THEIR REBRANDING STRATEGY, WHICH BROUGHT ON THE MOST EFFECTIVE LOGO REVAMP.



UNITECH

ABOUT

A LEADER COMPANY IN THE FIELD OF ELECTROMECHANICAL CONSTRUCTION IN EGYPT, AFRICA AND THE GULF SINCE 2000.

CHALLENGE

UNITECH CAME TO REMARK LOOKING TO REBRAND THEMSELVES AND CREATE A FIRMER STAND IN THE EGYPTIAN MARKET. WITH THAT, WE BEGAN WORKING ON THEIR REBRANDING STRATEGY WHICH BROUGHT ON THE MOST EFFECTIVE LOGO REVAMP.



DOCTORY

DOCTORY
SPECIALIZED CLINICS

ABOUT

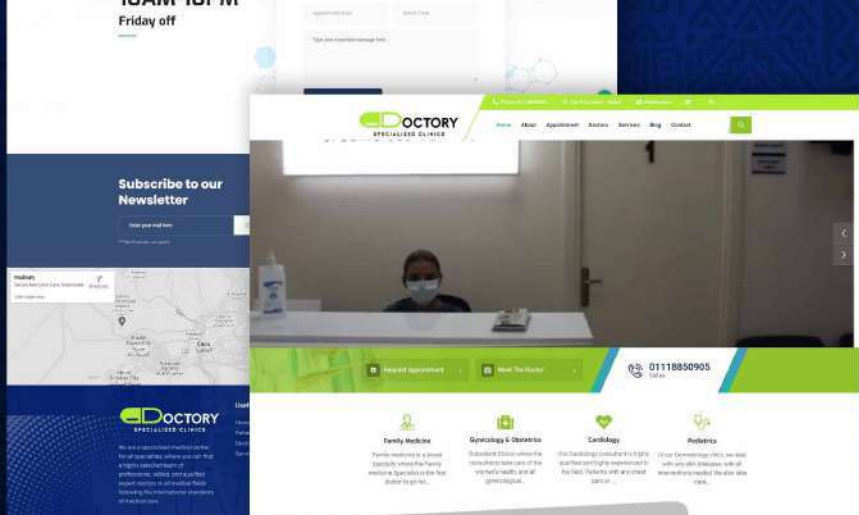
DOCTORY CLINICS WAS FOUNDED BY DR. AMEER AL SHEIKH AS A SPECIALIZED MEDICAL CENTER FOR ALL SPECIALITIES, WHERE PATIENTS CAN FIND A HIGHLY SELECTED TEAM OF PROFESSIONAL, SKILLED, AND QUALIFIED DOCTORS IN ALL MEDICAL FIELDS FOLLOWING THE INTERNATIONAL STANDARDS OF MEDICAL CARE.

CHALLENGE

DOCTORY CLINICS CAME TO US WITH THE NEED TO STAY CONNECTED, BOTH INTERNALLY AND EXTERNALLY. THE TASK AT HAND WAS TO CREATE A WEBSITE WHERE PEOPLE CAN VIEW DOCTORS, SERVICES, ASK QUESTIONS AND BOOK APPOINTMENTS ONLINE EASILY, AS WELL AS CREATING AN INTERNAL SYSTEM FOR ALL THE DOCTORS AND STAFF TO STAY CONNECTED AND FOR KEEPING RECORDS OF CLIENTS AND MANAGE APPOINTMENTS.

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ENSAN FILMS



ABOUT

ENSAN FILMS IS AN INTERNATIONAL PLATFORM DEDICATED TO PRODUCING DOCUMENTARY FILMS AND INVESTIGATIONS THAT PUT A FOCUS ON HUMANITARIAN, POLITICAL AND SOCIAL CAUSES AIMING TO BRIDGE THE GAP BETWEEN THE ARAB REGION AND THE WESTERN WORLD.

ENSAN FILMS WAS FOUNDED IN 2008 UNDER THE BELIEF THAT "AN OBJECTIVE IMAGE IS WORTH A THOUSAND WORDS".

CHALLENGE

WE TOOK IT UPON OUR CREATIVE MINDS TO CREATE A LOGO THAT FITS THE BRAND AND AIMS TO ILLUSTRATE THE IDEA BEHIND THEIR NAME, AND WE DID IT FLAWLESSLY. THE CONCEPT SHOWS A HUMAN FACE MERGED WITH A FILM TAPE, HITTING ON THE HUMAN SIDE BEHIND THEIR FILMMAKING.



SECO SALT



ABOUT

SAUDI EGYPTIAN COMPANY FOR SALTS AND MINERALS IS ONE OF THE TOP LEADER COMPANIES IN THE SALT AND MINERAL INDUSTRIES IN EGYPT. THEY ARE MAINLY EXTRACTING, PRODUCING AND PROVIDING QUALITY SALT IN EGYPT AND INTERNATIONAL MARKET.

CHALLENGE

OUR MAIN FOCUS WAS TO CREATE A UNIQUE PERSONA FOR EVERY PRODUCT TO GIVE A DIFFERENT LOOK AND FEEL WITH DESIGNS AND CONTENT THROUGH DIGITAL PLATFORMS CREATE AN ENGAGING MEDIUM FOR THE BRAND'S TARGET AUDIENCE ON PLATFORMS. IN ADDITION TO RAISING BRAND AWARENESS ABOUT THE BRAND'S NEW PRODUCTS.



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FLOW DENTAL CLINIC

Flow Dental
Clinic

ABOUT

FLOW COMES WITH 30 YEARS OF EXPERIENCE IN THE DENTAL FIELD, DEVOTED TO RESTORING AND ENHANCING THE NATURAL BEAUTY OF SMILES.

CHALLENGE

VISUALIZING FLOW'S VALUES, CONCEPT AND VOICE TURNING THEM TO LIFE THROUGH CREATING A COMPLETE BRAND IDENTITY, WITH SIMPLICITY AND MINIMALISM, AS OUR MAIN FOCUS IS BRINGING THE BRAND TO LIFE.



Flow Dental
Clinic

MOTORPART

ABOUT

MOTOPART IS AN INTERNATIONAL ONLINE MARKET FOR SELLING GENUINE AND AFTERMARKET SPARE PARTS FOR CARS, TRUCKS, HEAVY EQUIPMENT AND ENGINES.

CHALLENGE

THEY FACED DIFFICULTY PORTRAYING THEIR BUSINESS IN AN EASY, APPEALING WAY TO THEIR TARGET AUDIENCE. WE CREATED THEIR LOGO, IN A SERIES OF INFOGRAPHIC VIDEOS THAT SHOW THE BUSINESS IN A SIMPLE, FUN LIGHT. WE HANDLED ALL THE PRODUCTION ASPECTS OF THE VIDEO FROM THE STORYBOARD, ILLUSTRATIONS, VOICE OVER AND SCRIPT.

موتوبارت
motopart



BECAMI



BECAMI

Belle Époque Cairo Museums Itinerary
مسارات متاحف الزمن الجميل

ABOUT

BECAMI AIMS TO RE-INTRODUCE THE EGYPTIAN SOCIETY TO THE CULTURAL HERITAGE OF THE LIBERAL AGE (1922-1936) ALSO KNOWN AS THE BELLE ÉPOQUE. THIS IS ACHIEVED WITH THE CREATION OF PHYSICAL AND VIRTUAL ITINERARIES, LINKING GROUPS OF MUSEUMS, WHETHER BUILT IN THE SAME TIMEFRAME OR ESTABLISHED WITHIN A BUILDING CONSTRUCTED IN THE SAME ERA.

CHALLENGE

OUR CHALLENGE WAS TO CREATE A THEME THAT SERVES THE EGYPTIAN CULTURE. THE THEME INCLUDES DESIGNING OF THE LOGO, BOOKS, AND NOTEBOOKS, MAPS FOR THE ITINERARIES, CALENDARS AND BOOKMARKS. MOREOVER, WE DEVELOPED A WEBSITE THAT WOULD SERVE THE PROJECT AND FACILITATE IT FOR USERS. THE CHARACTERS OF THE PREVIOUS AGES AND THE MUSEUMS WERE CHOSEN AND INCORPORATED ON THE PRINTING MATERIALS.



ALTER



ABOUT

AN ACTIVEWEAR BRAND THAT REPRESENTS ALL ASPECTS OF A FIT LIFESTYLE, SYMBOLIZING CHANGE AND NEVER ENDING EVOLUTION. ALTER BELIEVES IN THE POWER AND COMMITMENT NEEDED TO CHANGE ONE'S LIFE BY CHOOSING A HEALTHY, ACTIVE LIFESTYLE. ASPIRING TO GIVE PEOPLE WHO MAKE THAT CHOICE THE PUSH AND INSPIRATION THEY NEED.

CHALLENGE

TO BRING ALTER'S BRAND TO LIFE, WE CREATED THEIR MOST ESSENTIAL ELEMENT; FULL CORPORATE IDENTITY AND BRAND GUIDELINES. INCLUDING THEIR LOGO, COLOR SYSTEMS, TYPOGRAPHY, STATIONARY DESIGN, GIVEAWAYS DESIGN, AND VARIATIONS.



ALJEBRINI

ABOUT

AL JEBRINI IS A TOP DAIRY PRODUCTS COMPANY IN PALESTINE. IT PLAYS A CONSIDERABLE ROLE IN DEVELOPING THE DAIRY AND FOOD SECTOR IN THE PALESTINIAN REGION.

CHALLENGE

AL-JEBRINI WAS LOOKING FOR A FUN CREATIVE CONCEPT TO RELAUNCH THEIR NEW AND IMPROVED FLAVORED MILK RANGE. WE CAME UP WITH A TAGLINE AND ART DIRECTION THAT SHOWED THAT THEY ARE FRESH, FLAVORFUL AND REFRESHING. OUR CREATIVE CONCEPT WENT HAND IN HAND WITH VARIOUS EXECUTIONS INCLUDING BILLBOARDS, BRINGING EGYPTIAN SWAG TO THE STREETS OF PALESTINE.



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CYCLOPEDIA



cyclopedia
Indoor Cycling

ABOUT

CYCLOPEDIA IS A WORLD CLASS FITNESS STUDIO THAT PROVIDES FOCUSED FITNESS SERVICES SUCH AS INDOOR CYCLING, TRX SUSPENSION TRAINING, YOGA, AND PILATES CLASSES.

CHALLENGE

DUE TO HIGH COMPETITION BETWEEN GYMS AND FITNESS STUDIOS IN CAIRO, CYCLOPEDIA WANTED TO STAND OUT USING PROFESSIONAL PHOTOGRAPHERS THAT WOULD DISPLAY THE MOVE OF EACH MEMBER WHILE PERFORMING THEIR EXERCISES, AND THEN LATER ON THIS PHOTO-SHOOT WOULD BE EXECUTED INTO EXPLICIT DESIGNS THAT DISPLAY THE THEME OF THE PLACE AND ITS SERVICES. EVERY MONTH A NEW THEME HAS TO BE DISPLAYED TO EMPHASIZE ON THE SERVICES THAT CYCLOPEDIA PRESENTS AND TO CREATE DIVERSITY FOR THE CLIENTS ON THE SOCIAL MEDIA PLATFORMS.



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INIOSE

INIOSE

TRAINING LAB WITH CYCLOPEDIA

ABOUT

INIOSE IS THE SPIN-OFF OF CYCLOPEDIA, BUT WITH A MORE BROAD RANGE OF FITNESS SERVICES DESIGNED TO GIVE YOU A FULL-ON EXPERIENCE.

CHALLENGE

WE AIMED TO CREATE AN ON-GROUND EXPERIENCE AND GUIDE THEIR TARGET AUDIENCE THROUGH THE INIOSE JOURNEY. SO WE DECIDED TO STEP FOOT ON GROUND AND CREATE AN IN-ACTION PHOTOSHOOT TO LATER BRING LIFE TO OUR SOCIAL MEDIA DESIGNS.

TO FURTHER PERFECT OUR PICTURE WE TOOK CHARGE OF CREATIVELY MANAGING AND HANDLING THEIR DIGITAL PLATFORMS, BECOMING THE CREATIVE VOICE OF THE BRAND.



Flyer design



after

before



PEKING PEKING

ABOUT

SERVING THE BEST FOOD QUALITY AND PROVIDING AN UNFORGETTABLE, CHILL AND CASUAL DINING EXPERIENCE IN ELEVEN BRANCHES ACROSS EGYPT.

CHALLENGE

OUR MAIN OBJECTIVE WAS TO HIJACK YOUR SENSES AND MAKE YOU SEE AND FEEL THE UNIQUE PEKING DINING EXPERIENCE, AS WELL AS WALKING THE CUSTOMER THROUGH THE MOST ICONIC CHINESE DISHES OFFERED. THE BRAND RELIES ON CREATIVE SOCIAL MEDIA AS A KEY ELEMENT TO DELIVER THE PHOTOSHOOT CONTENT CREATIVELY TO COMPLETE THE PICTURE, BOTH LITERALLY AND FIGURATIVELY.



REVIVE

ABOUT

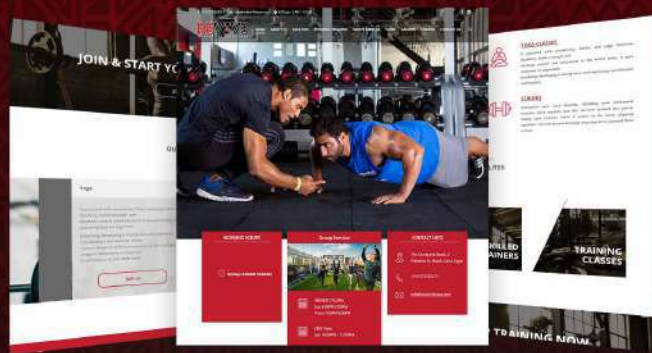
REVIVE FITNESS AND LIFESTYLE IS ONE OF THE FASTEST GROWING GYM NETWORKS IN EGYPT OFFERING A POSITIVE, NON-THREATENING HEALTH CLUB ENVIRONMENT WHERE THEIR STAFF GUIDES THE GYM MEMBERS ON THEIR FITNESS JOURNEY, HELPING THEM ACHIEVE THEIR GOALS.

CHALLENGE

REVIVE STAND FOR FITNESS AS A LIFESTYLE, NOT ONLY A TEMPORARY FIX. THAT IS WHY, WHEN WE CREATED THEIR LOGO WE INTEGRATED THE HEART-RATE INTO A DUMBBELL, STRESSING ON THEIR MOST IMPORTANT VALUE OF FITNESS BEING A PART OF YOUR LIFE AND EXISTENCE. IN ADDITION TO THE LOGO, WE DEVELOPED THEIR MOBILE APPLICATION AND WEBSITE.



REVIVE
FITNESS AND LIFESTYLE



DOUBLE DARE



Double
dare

ABOUT

A BEVERAGE COMPANY THAT STARTED WITH A GROUP OF FRIENDS WHOM HAD A DREAM OF PRODUCING A DRINK THAT WOULD HYPNOTIZE YOU AT THE FIRST SIP. THEY WERE ALL BORED OF THE MAINSTREAM, SO THE JOURNEY STARTED IN GERMAN LABS, BUT THE RESULTS CAME FROM HEAVEN.

CHALLENGE

TO KEEP UP WITH SUCH INNOVATION AND CREATIVITY, DOUBLE DARE NEEDED A LOGO THAT SPEAKS THEIR BOLD LANGUAGE. WE CREATED A BOLD-FONT LOGO WITH THEIR INITIALS, THEN WE PAIRED IT WITH A VIBRANT COLORFUL BOTTLE DESIGN, SHOWING THEIR TROPICAL FLAVORS.

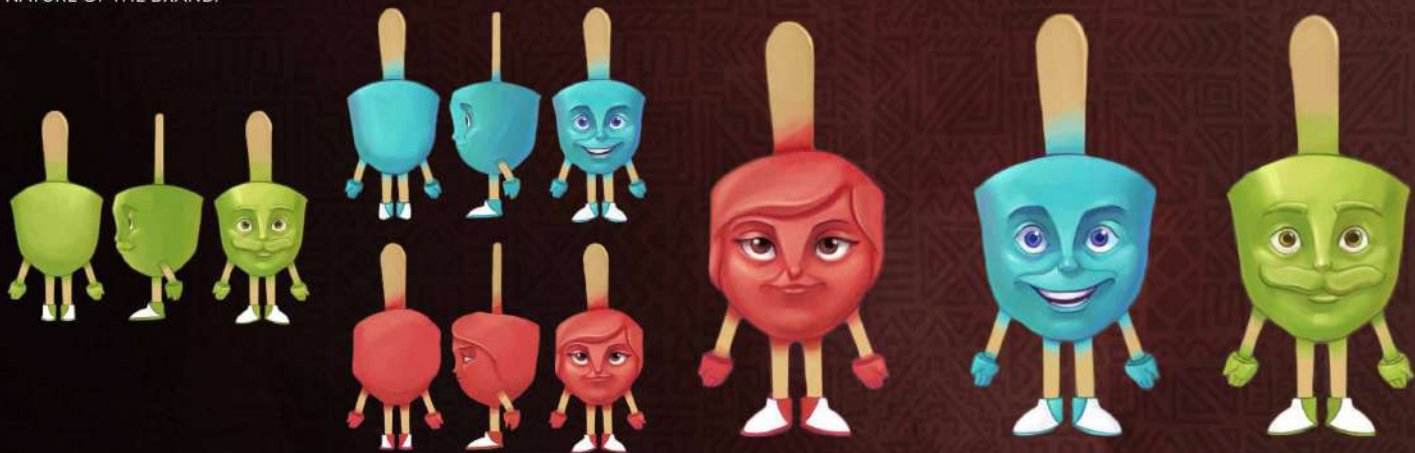


DOLATO

Dolato
GELATERIA

CHALLENGE

WE WERE INSPIRED BY ONE OF THEIR PRODUCT RANGE "THE MINIS" AND WORKED ON SKETCHING CHARACTERS AS DIFFERENT VERSIONS FOR DOLATO CHARACTER UNTIL IT CLICKED REACHING THAT ONE VERSION WHICH EXACTLY FITS HOW WE VISUALIZE IT TO BE THE MOST FIT AND EXECUTING IT IN 2 AND 3D. IT IS A JOURNEY WE SHARED WITH THE CLIENT IN HONOR OF DISPLAYING DOLATO'S BRAND VOICE THE TRENDIEST MATCHING THE OUTGOING NATURE OF THE BRAND.



BLU KOUZINA



ABOUT

BLU KOUZINA REACHED OUT TO US TO DEVELOP A MENU DESIGN. THE NEW DESIGN NEEDED TO REFLECT A FRESHER, HEALTHIER OVERALL LOOK AND FEEL IN ORDER TO ALIGN WITH BLU KOUZINA'S HEALTH-DRIVEN OFFERINGS. WE STRATEGICALLY PLACED MENU ITEMS AND EDITED DESCRIPTIONS BASED ON CONSUMER BEHAVIOR RESEARCH GEARED TOWARD MENU DESIGN. PHOTOGRAPHIC GUIDELINES WERE DEVELOPED TO DIRECT A CUSTOM PHOTOGRAPHY SHOOT THAT COMPLETED THE PROJECT.

Main Dishes

CAJUN PASTA CHICKEN & PRAWNS

Penne Pasta with homemade white sauce, chicken and prawns, bell pepper and Cajun spices

PENNE ALLA ARRABIATA

Penne with spicy tomato sauce and basil, parmesan cheese

TAGLIATELLE WITH SEAFOOD

Tagliatelle pasta with seafood and creamy tomato sauce, olive oil

LASAGNA FUNGO DI POLLO

Pan seared chicken and mushroom, pesto, thyme, fresh cream, covered with Parmesan and mozzarella cheese



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LAS VEGAN LAS VEGAN



ABOUT

A NEW VEGAN BRAND COMING TO EGYPT, INTRODUCING DIFFERENT VEGAN PRODUCTS TO THE EGYPTIAN MARKET WITH PREMIUM QUALITY.

CHALLENGE

LAS VEGAN CAME TO US LOOKING TO REVAMP THEIR PRODUCT PACKAGING SO THAT YOU CAN'T RESIST BUT GRAB IT FROM THE SUPERMARKET FREEZER, INTO YOUR HOME; SATISFYING YOUR CRAVINGS, LIGHTLY. WE GLADLY TOOK THE CHALLENGE AND GAVE THEIR PACKAGING A MOUTHWATERING UPGRADE THAT SCREAMS DELICIOUS!

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DALIDA RESTAURANT



REFLECTING ON THE ICONIC SUPERSTAR DALIDA; SHOWING DIVERSITY, DYNAMIC RANGE AND HIGH QUALITY. FOLLOWING AN INTERNATIONAL CUISINE RANGE WHILE STAYING IN TOUCH WITH THE EGYPTIAN CONSUMER'S NEEDS AND WANTS, GIVING AN UNPARALLELED DINING EXPERIENCE.

DRIVING INSPIRATION FROM THE FAMOUS DALIDA STATUE IN PARIS, WE DREW HER MOST PROMINENT FACIAL FEATURES COMBINED WITH A STRONG SET OF TYPOGRAPHY AND ELEMENTS THAT HELP THE BRAND STANDOUT AND ESTABLISHES ITS OWN IDENTITY WHILE STAYING TRUE TO THE ICONIC STAR.



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ASAYEL أَصَايِلْ

ABOUT

WE WORKED TO DEFINE AND EXPRESS THE BRAND PERSONALITY FOR ASAYEL, APPLYING IT TO THEIR RESTAURANT IN DOWNTOWN. THE VIBRANT BRAND LANGUAGE CREATED BY US HAS BEEN APPLIED TO ALL ASPECTS OF THE RESTAURANT INTERIORS, PRODUCT PACKAGING AND SUPER GRAPHICS GIVING ASAYEL ITS ICONIC LOOK. THE BRAND EXPERIENCE CAPTURES THE VERY ESSENCE OF UNCONVENTIONAL EGYPTIAN GLAMOUR.



KAZDOURA



ABOUT

"KAZDOURA" MEANS "OUTING" IN LEBANON. KAZDOURA RESTAURANT HAS ITS OWN LEBANESE MOUNTAIN TASTE NOW IN CAIRO. YOU WILL FEEL THE LEBANESE ENVIRONMENT BY THE FAMOUS TRADITIONAL RELAXATING MUSIC AND ATMOSPHERE. TASTE AND ENJOY A VARIETY OF THEIR TRADITIONAL FOOD. NOW, YOU CAN HAVE A LEBANESE KAZDOURA IN EGYPT.

CHALLENGE

THE RESTAURANT OPENED IN AN AREA THAT HAS LOW TRAFFIC. WE CONDUCTED A MARKETING PLAN THAT INCLUDED BRAND AWARENESS: LOGO, WEBSITE, DIGITAL AND HARD COPY MENU. KAZDOURA WAS ONE OF THE FIRST RESTAURANTS TO MAKE A MOBILE APPLICATION FOR ORDERING AND RESERVATION. MOREOVER, WE STARTED A DIGITAL CAMPAIGN ON SOCIAL MEDIA "صبحية نسوان" TO ATTRACT MORE CUSTOMERS AND INCREASE LOYALTY TO THE PLACE.



DARB SHAKAMBA

دارب شكمبة

من فات قديمه ناه

darb shakamba - darb shakamba - darb shakamba



ABOUT

DARB SHAKAMBA IS AN ORIENTAL RESTAURANT WITH THE THEME OF THE FAMOUS PLAY "EL LEILA EL KBEERA". THE NAMES OF THE PLATES AND THE ATMOSPHERE ARE DRIVEN FROM THE PLAY. THE RESTAURANT SERVE LOCAL FOOD, AND IS ONE OF THE FIRST RESTAURANTS TO COME UP WITH SERVING THE FOOD IN PANS DIRECTLY FROM THE OVEN TO THE CUSTOMER.

CHALLENGE

THEY NEEDED A STRONG STRATEGY TO SHOWCASE THEIR CONCEPT AND STAND OUT AMONG COMPETITIVE ORIENTAL RESTAURANTS IN EGYPT. TO DO SO, WE BROUGHT TOGETHER SEVERAL OF OUR EFFORTS TO PRODUCE THEIR FULL PICTURE. FIRST, WE PHOTOGRAPHED THEIR PLATES, THEN WE DESIGNED THEIR MENU AND SOCIAL MEDIA CONTENT TO PAIR THEIR PLATES WITH FAMOUS SCENES AND CHARACTERS FROM THE PLAY.



MIRAMAR



قهوة مرامار



ABOUT

MIRAMAR IS A CAFÉ AND A RESTAURANT THAT SERVES ORIENTAL FOOD. THE THEME OF THE PLACE IS VINTAGE AND INSPIRED FROM THE PAST; HENCE THE NAME IS TAKEN FROM THE FAMOUS MOVIE AND NOVEL WRITTEN BY NAGUIB MAHFOUZ "MIRAMAR".

CHALLENGE

OUR CHALLENGE WAS TO CREATE A VINTAGE THEME FROM SCRATCH THAT WOULD GO ALONG WITH THE IDENTITY OF THE PLACE. INSPIRED FROM THE NAME, WE FILTERED ACTORS FROM THE GOLDEN AGE THAT HAVE A LITTLE BIT OF ORIENTAL TASTE TO BE DIRECTED INTO THE THEME OF THE PLACE AND ON THE SOCIAL MEDIA PLATFORMS; BUT THE REAL CHALLENGE DOES NOT LAY ONLY HERE. THE PLACE IS LOCATED INSIDE A GAS STATION THAT DOESN'T HAVE MANY TRAFFIC. BY CREATING THE SUITABLE MARKETING AND SALES PLAN, THE TRAFFIC INCREASED IN A REMARKABLE PERIOD AFTER THE OPENING OF THE CAFÉ.



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WARDA

ورد

ABOUT

WARDA IS A BALADY CHIC THEMED RESTAURANT AND CAFE, SERVING EGYPTIAN AUTHENTIC FOOD. THEIR MAIN GOAL WAS TO STAND OUT AMONG THE HIGHLY COMPETITIVE BUSINESS OF ORIENTAL RESTAURANTS.

CHALLENGE

TO ACHIEVE THAT, WE CREATED A STRONG CREATIVE CONCEPT, MERGING BETWEEN THE PLATED SERVED AT WARDA AND FAMOUS EGYPTIAN ACTORS FROM THE GOLDEN AGE, LIKE ROSHDY ABAZA AND SOAD HOSNY, GIVING THEM THE AESTHETIC EDGE THEY NEED TO STAND OUT. THE CONCEPT DEVELOPED INTO A UNIQUE, CATCHY MENU DESIGN, AS WELL AS SOCIAL MEDIA CONTENT AND DESIGN.



MR. CHICKS

ABOUT

YOU CAN EASILY FEEL THEIR YOUTHFUL, MODERN AND DARING VIBES AS SOON AS YOU WALK THROUGH THE DOOR. LOCATED IN THE HEART OF ZAMALIK, THE BRAND NEEDED TO STAND OUT AND BE DIFFERENT FROM ALL OTHER FRIED CHICKEN JOINTS AROUND THEM.

CHALLENGE

A BOLD STRONG IDENTITY THAT YOU CAN'T OVERLOOK. SHOWING THE EDGY AND UNIQUE CORE OF THE BRAND AND ALLOW IT TO STAND OUT THROUGH LOGO, PACKAGING, EXTERIOR AND INTERIOR.



ZAHRET BEIRUT



ABOUT

ORIENTAL, SIMPLE AND ELEGANT ARE KEYWORDS THAT CAPTURE THE ESSENCE AND CONCEPT OF ZAHRET BEIRUT AS A BRAND, SERVING PREMIUM ORIENTAL FOOD THAT TAKES YOU DIRECTLY TO BEIRUT AND MAKES YOU FEEL LIKE HOME.

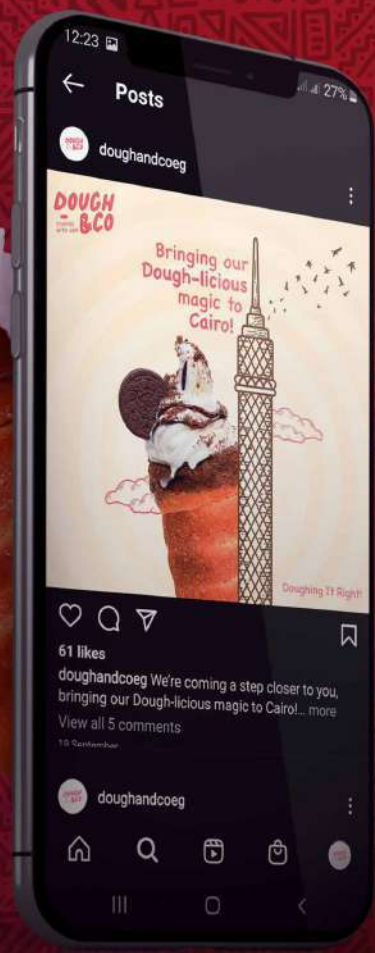
CHALLENGE

GIVING THE BRAND A MINIMALISTIC LOOK AND FEEL THAT EASILY REFLECTS ITS ESSENCE AND CONCEPT USING ELEMENTS AND SHAPES THAT GIVE THE DESIRED ELEGANCE, WHILE AVOIDING THE COMMON TRADITIONAL STREAM.



DOUGH & CO.

DOUGH
-
& CO
STUFFED
WITH LOVE



ABOUT

DOUGH AND CO. IS AN ABSOLUTE DELIGHT FOR YOUR EYES AND MOUTH, YOUR FAVOURITE PLACE TO GO GET SOME COOL CHIMNEY CAKES.

CHALLENGE

OUR TEAM WORKED CLOSELY WITH THE BRAND TO ENSURE A SMOOTH ENTRY FOR THE BRAND TO CAIRO AFTER A SUCCESSFUL SUMMER SEASON IN SAHEL. WE CREATED CONTENT THAT PERFECTLY CAPTURES THE PERSONALITY OF THE BRAND AND HELPS ELABORATE ON THEIR RANGE OF FLAVOURS AND DESSERT INNOVATION.



RED COPPER



ABOUT

A COFFEE SHOP WITH A BAR-LIKE INTERIOR AND ATMOSPHERE NEEDS CONTENT THAT REFLECTS THEIR VIBES AND INTRODUCES THEIR UNIQUE CONCEPT INTO A MARKET THAT IS ACTIVELY EVOLVING WITH CREATIVE COMPETITION.

CHALLENGE

OUR TEAM WORKED TO PROVIDE SLEEK CLEAN CONTENT THAT DELIVERED VARIOUS MESSAGES FROM MENU ITEMS TO OFFERS WITH LOTS OF PERSONALITY. IN ADDITION TO CREATING A WHOLE DIFFERENT WORLD THROUGH THE LENS OF OUR PHOTOGRAPHERS TO INTRODUCE THE BEST POSSIBLE PRESENTATION FOR THE PLACE AND FOOD.

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LEGAL UP

Legal^{Up}

YOU INNOVATE. WE PROTECT.

ABOUT

HELPING EGYPTIAN STARTUPS WITH ALL THE LEGAL WORK TO AVOID COMMON LEGAL OBSTACLES BY SHOWING THEM THE RIGHT PATH AND SIMPLIFYING ALL PROCESSES. LEGAL UP EXPERTS OFFER LEGAL ADVICE AND PROFESSIONAL SOLUTIONS WITH AFFORDABLE FEES.

CHALLENGE

LEGAL SERVICES ARE OFTEN COMPLICATED AND HARD FOR STARTUPS TO UNDERSTAND WHY AND WHEN THEY NEED THEM. THROUGH OUR DIGITAL STRATEGY WE OFFERED SIMPLE CONTENT AND DESIGN THAT BREAKS DOWN THE LEGAL UP PROCESSES, THEIR ADVANTAGES AND WHY THEY ARE ESSENTIAL FOR EVERY BUSINESS.



CHICKEN TWINS



تشیکن توینز
CHICKEN TWINS



ABOUT

SERVING TASTY MOUTH-WATERING FRIED CHICKEN ALL OVER THE CITY OF TANTA, WITH AN AMERICAN-STYLE DINING EXPERIENCE THAT OFFERS A FRESH TAKE ON TRADITIONAL FRIED CHICKEN.

CHALLENGE

PROVIDING CHICKEN TWINS WITH A NEW OUTLOOK ON THEIR VISUAL IDENTITY, UPDATING THEIR PACKAGING AND ELEMENTS, AS WELL AS BUILDING, PROGRAMMING AND DESIGNING A WEBSITE THAT ALLOWS FOR AN EASY USER FRIENDLY ONLINE ORDERING EXPERIENCE.



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