

## **AGENCY CREDENTIALS**

#### **IMPORTANT:**

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# 7 Established in 2007





Over 17 years of specialised and highly successful branding, creative and marketing campaigns since 2007



Key sectors serviced: Hospitality, Real Estate, Banking & Finance, Technology, Exhibitions





Over the years, we've cultivated enduring connections with iconic brands, from Emaar Hospitality Group and Emirates NBD Bank to Armani Hotel Dubai and Tahaluf.

We undertake branding, creative and marketing initiatives of an extensive breadth and scope for such organisations, from innovative and creative digital campaigns to large scale out-of-home projects and all the touchpoints in between.

Through a longstanding association with Emaar over the past 17 years, we've orchestrated extensive marketing and branding projects, infusing new vitality into flagship entities like Address Hotels + Resorts, Palace Hotels and Resorts, and other key brands within the Emaar portfolio. We were responsible for the entire brand update for Address Hotels + Resorts and Palace Hotels & Resorts. For each, we conducted an extensive exercise across over 300 brand touchpoints from the ground-up, forging a modern aesthetic, blending flexibility with adaptability, reimagining logos, creating a brand architecture, identity toolkit, positioning documents, style application toolkits and more. Each guidelines

document totalled over 1,200 pages. Similarly, we have undertaken large branding projects for various other renowned brands over the years.

Since 2021, we have been instrumental in the creative and brand efforts of shows like LEAP, Black Hat, Cityscape Global, InFlavour and others to help diversify Saudi Arabia's economy. In a short span of three years, LEAP is the world's pre-eminent technology event, with the highest attendance of any tech event internationally.

The digital creatives for Cityscape Global, one of the world's largest real estate trade shows, plus newspaper design for each exhibition day and Arabic adaptations of print signage at the event, were conceptualised and deployed to a very receptive audience. Due to our experience with prominent exhibition brands such as Messe Frankfurt Middle East and Tahaluf, we are well aware of best practices, how to create valuable and believable differentiators, and how to establish the personality of an exhibition.

## Copywriting

Accuracy. Eloquence. Persuasiveness. Relevance. We believe all of these to be equally important, when it comes to developing key messaging documents, sales collateral, blog posts, social media content and any communication that requires the magic of the written word. And we're proud to be seen as truly accomplished in this regard by the world renowned brands we work with.

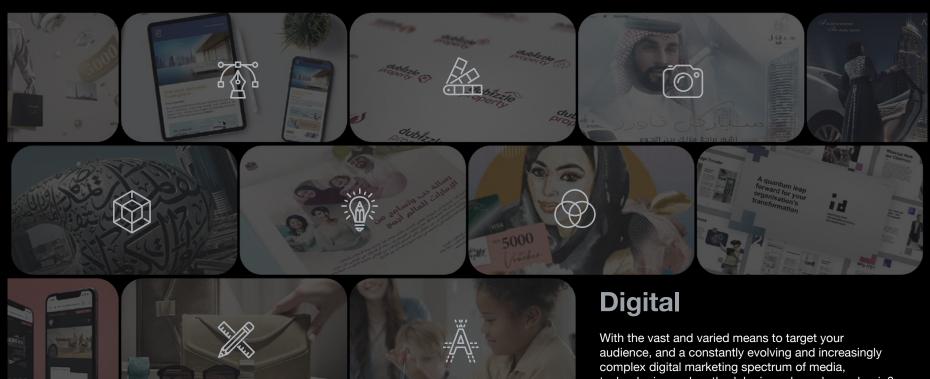


## Design

Whether elegant key visuals based on complex Photoshop composites, directional signage or 200-metre long illustrated billboards, our art directors and designers blend flair and finesse with incredible technical skill to deliver design that turns heads.

## **Identity**

From avant-garde restaurants and cloud-based software services to starry-eyed startups and multi-million dollar hotel developments, we've been involved in the entire brand development cycle, starting at sketches on a Wacom and ending with intricately detailed brand manuals. We help articulate the positioning, key messaging, overarching identity and the visual expressions for every individual touch-point of your brand.



With the vast and varied means to target your audience, and a constantly evolving and increasingly complex digital marketing spectrum of media, technologies and methodologies, where do you begin? With design, copy and creative that tell a powerful story and cut through the clutter of thousands of brands and projects vying for your audience's attention. We keep our ears to the ground (and eyes on our screens!), and develop hard-working creative that really works.



Worked with over 600 regional and international brands and organisations since incorporation. From Emirates NBD, The Ritz-Carlton, Armani Hotel Dubai and the Emaar Group to Louis Vuitton, Tahaluf, Messe Frankfurt, 3M Gulf and several other prominent names, we serve a distinguished roster of clients by consistently staying true to our "why": to develop intelligent, meaningful and evocative design and communication that captures hearts and engages minds.

The industries we serve span a wide spectrum – from exhibitions, hospitality, retail and fashion to technology, medicine, real estate, subsea engineering and beyond.

We've been Messe Frankfurt Middle East's creative agency for the last 16 years (and

counting), during which we have produced quite literally tens of thousands of creative executions from key visuals and onsite signage to all sorts of marketing collateral, videos, social media content and more.

We were instrumental in helping develop the positioning and creating/evolving the design language, tone of voice and creative content for shows like Intersect, Automechanika Dubai, Beautyworld Middle East and others. These shows helped shape their respective industries in the region, and also made a powerful global impact.

More recently, since 2021, we have worked very closely with Tahaluf (we were responsible for the Tahaluf branding and brand guidelines as well), to help deliver every edition of date of shows such

as LEAP, DeepFest, Black Hat and InFlavour, as well as the 2023 edition of Cityscape Global. Our involvement includes branding and brand guidelines (DeepFest, Inflavour), brand evolution, design, key visuals, social media executions, website design input, key messaging, copywriting, onsite branding, opening ceremony videos, stage videos and animations, and several other executions across these shows.

We believe we have been instrumental in pushing the boundaries of what the positioning, personality and visual identity for exhibitions can be – and that even B2B exhibitions can and must be engaging, memorable and catalytic in their impact.

# clients









































































# Team, Resources and Processes



We have a GSD attitude: Get Stuff Done. We believe it's crucial to our success and is a vital part of our company culture.

Over 60% of our staff have been with us between 5 and 17 years, and are intimately familiar with the processes we have honed over that time to be able to deliver projects in a manner that is efficient, flexible and timely.

The team would typically comprise of: Chief Strategist + Assoc. Creative Director + Account Director + Project Manager / Account Manager + Art Director + Copywriter + Graphic Designer(s) [with the addition of digital resources as necessary For larger projects (such as Event and Exhibition production, yearly deliverables, etc..), we take a project management approach that involves a project manager/account manager overseeing the entire operational and creative process on the agency side.

For ad hoc projects, this team would include: Assoc. Creative Director + Account + Account Manager + Art Director + Copywriter + Graphic Designer(s) [with the addition of digital resources as necessary]

Designer

Account liaison

Copywriter

Associate creative director

Project manager

## **Testimonials**

"

Thank you Leonard, Manoj and team for the amazingly creative work as always.

#### Poornima Mehta

Business Marketing Emirates NBD





Leonard is articulate and gets the job done. A true communication wizard with an edgy business sense. In all probability will make your brand a "brand".

#### **Kunal Ross**

MD and Founder theindianbean.com





Eleven777 has successfully relaunched PEXI's brand image, creating our new logo in English as well as Arabic. At the same time, they designed and implemented our website. The quality and efficiency in the supply of advertisement and design services by Eleven777 guarantee the ongoing support of PEXI in the future.

John Ide

PEXI





We had a very successful business pitch in 2008, and I would like to attribute a lot of the success to the fantastic product delivered by Eleven777, all within a week's time of a brief. I would recommend them to deliver on deadlines and quality service. I would rate Eleven777 as one of the best agencies in Dubai.

**Peasant Manuel Vales** 

CEO, Vales Group



## **Testimonials**

"

The team at Eleven777 Advertising delivered results for me which were of the highest quality, and ensured at all times that even the smallest detail is taken care of. I kept being surprised at their attention to the 'little things'. Leonard is highly creative and at the same time has a great depth of technical knowledge – which gave me reassurance in all that he suggested – and was always focused on getting the best results for me.

**Graham Moore** 

Moore Success





Give Eleven 777 a good enough brief, and they will return with a superbly creative product. Their professionalism and integrity are second to none. They are genuine about providing maximum value for a brand, and they do it through a big-picture, long-term, holistic approach.

#### Andjelka Pavlovic



Marketing Manager
Food Quest Restaurants Management



Hey E777 Team, thank you so much for your support over the last few days, weeks, months. The effort has been immense, and very much recognised and appreciated is safe travels back to Dubai

#### Richard McKeon

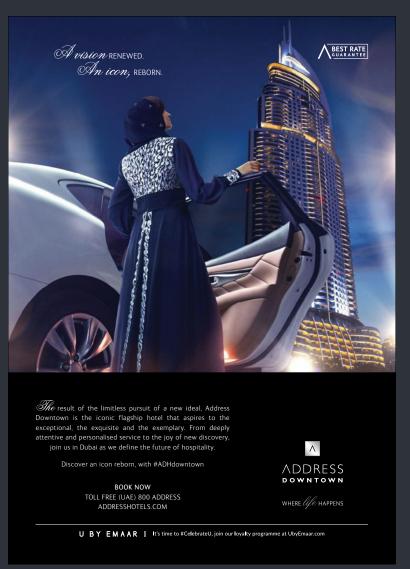
Group Marketing Director Tahaluf



#### Address Downtown - Advert

#### **Client** – Address Downtown





#### Address Downtown - Advert

**Client** – Address Downtown



## **NEOS Campaign**

**Client** – Address Downtown



## Palace – Brand Positioning Manual

**Client** – Palace Hotel and Resorts







### Palace – Brand Identity Toolkit

**Client** – Palace Hotel and Resorts









### Palace Brand Guidelines

**Client** – Palace Hotel and Resorts





## **Brand Identity Toolkit**

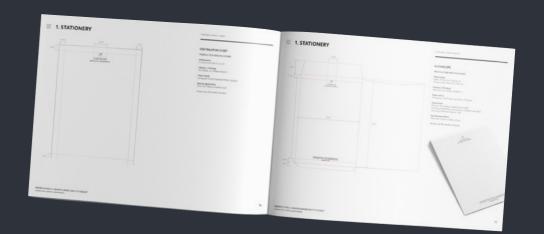








## **Brand Style Toolkit**









## **Brand Positioning Manual**







## Jeddah Economic City – Sales Collateral



برج جدة

#### Jeddah Tower

موم يعانق السماء

بارلقاعة القراسي الذي يمثل إلى أطار من أقد منذ سيقاه، بن جما في اعتدائيها في مانداً بوشالة تصميمه خالفول البنية المشيدة قدي العالم ليعكس فيوح المباحثة الذي 3 خدوات في قد تجتميم الراحين على إذ المجتب الإساقية إلى المجتب الراحية المراحية إلى اسميت ويوزين الباءاً المجتبرة للإساقية على المراحية المجتبرة المحتبرة المجتبرة المجتبر

وا تتحمد ومه هذا البناء بند ارتفاعه السلندي بل تتماه للشمل تناصيله المسمولة الذي يتدار بالفريد من الانكرات المعلولية والمواكميات، خاستدام الدين أطبطة السامة والأساق وشيدات الاصاداح، والشياب الذيك خوا راميم الدين المساملة البينة العالمات والسندام الأسفة والأمدرة لتدن تعمل على الحفاظ علين الطاقة في مختلف أحلة.

#### An icon rising

Standing tall at more than 1 kilometer high, and taking center stage in Jeddah Economic Clifty, Jeddah Tower will be the word's tallest men-made structure pop completion and a visually sturning reflection of the Kingdom's sywerd embloors.

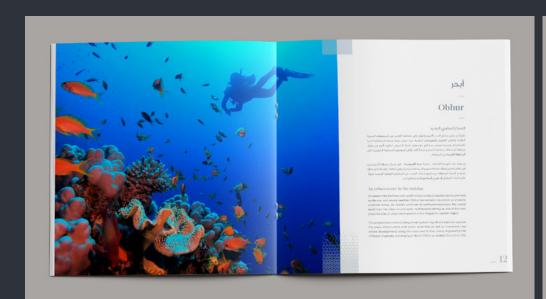
This architectural masterpiece, designed by world-leading designers of super high rise buildings Adrian Smith + Gordon Gill, is both distinctly elegant, and keenly atturned to its environment.

In addition to its record breaking height, the Tower's also an impressive feet of engineering, with many exchentual and mechanical innovations to a small feature state-of-the-at stage yellows and selection-microtion and utility networks incorporating the latest small sechoologies. A high regard for submitted processing or submitted to the processing of the state of the process the environmental/feeturing energy efficient systems and epigeneric an used throughout the building

Container can do



## Jeddah Economic City – Sales Collateral









### Caesars Palace – The Villa





#### Caesars Palace – The Villa



## Spaces that take you places

Take in the refreshing night air and savour delectable culinary fare across three outdoor dining areas, surrounded by verdant gardens that are also home to a 16-metre temperature-controlled infinity pool and a bonfire pit with sunken seating. Dine on succulent grills from a barbeque station by the pool, paired with a beverage crafted to your liking at the bar. Through it all, stay seamlessly connected to your own private beach, complete with cabanas, daybeds and a dining deck with captivating vistas of the Arabian Gulf.

- Temperature-regulated infinity pool
- · Fully equipped personal gymnasium
- Outdoor yoga pad
- · Bonfire pit with recessed seating
- Barbeque station
- Bar
- · Private terrace



#### Caesars Palace – The Villa



Made-tomeasure experiences

Our hand-picked Crew, headed by the First Mate, promises service that is truly individualised. The Crew is on hand to pamper you or leave you to unwind, as they specialise in catering to all guests, from couples to multigenerational groups, with consummate expertise and finesse. With every nod and every smile, their dedication to authentic service shines through. Personalised touches of genuine warmth colour every aspect of your stay for instance, your young ones can even relish a picnic basket prepared specially for them.

It's all part of what makes The Villa your home.

- First Mate
- · Personal chef, on call
- \* Sommelier to serve a personalised vintage selection
- Expert mixologist
- Private security
- Limousine pick-up service



#### Rove Home Downtown – Sales Collateral

**Client** – Rove Hotels



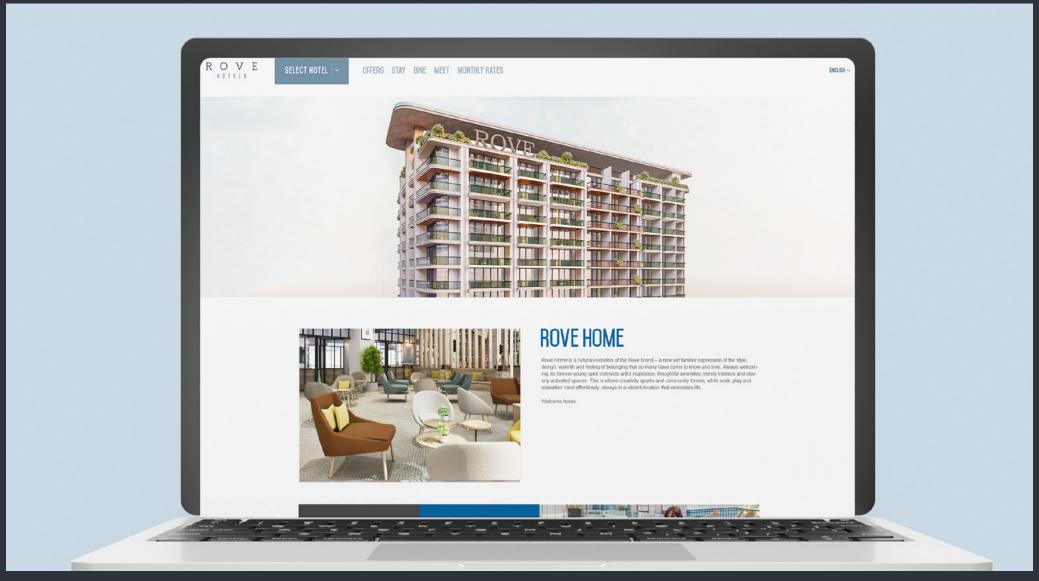


GROUND LEVEL





#### Rove Home – Website



#### Rove Home – Brand Guidelines

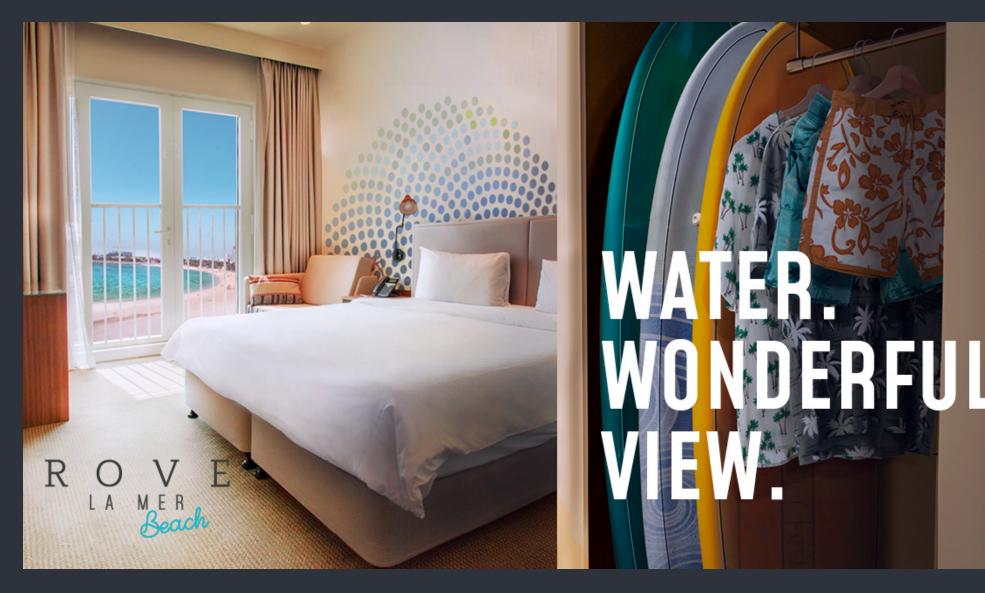


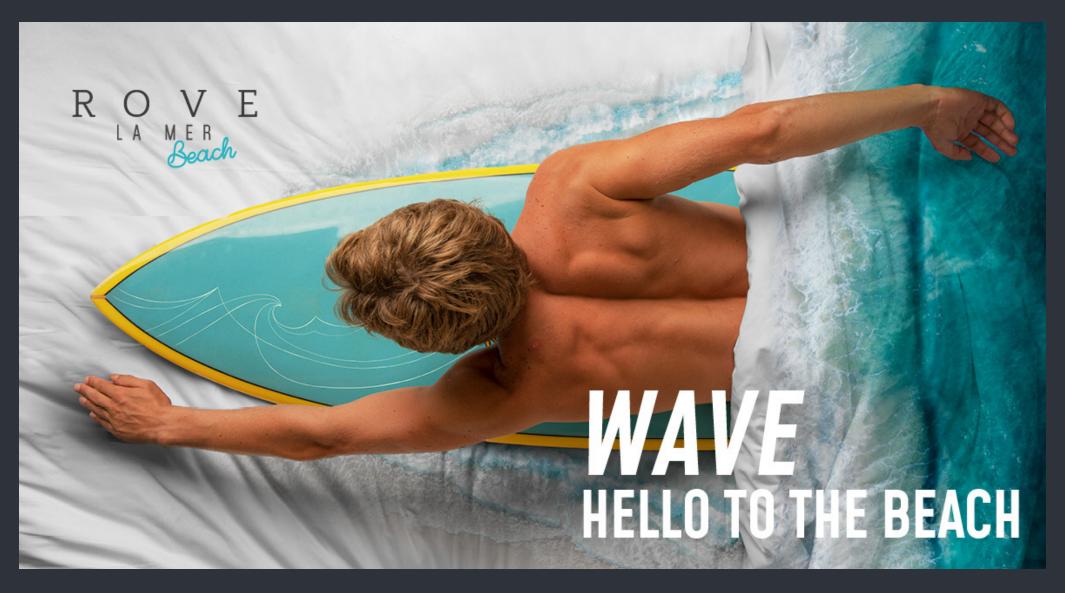
**Client** – Rove Hotels

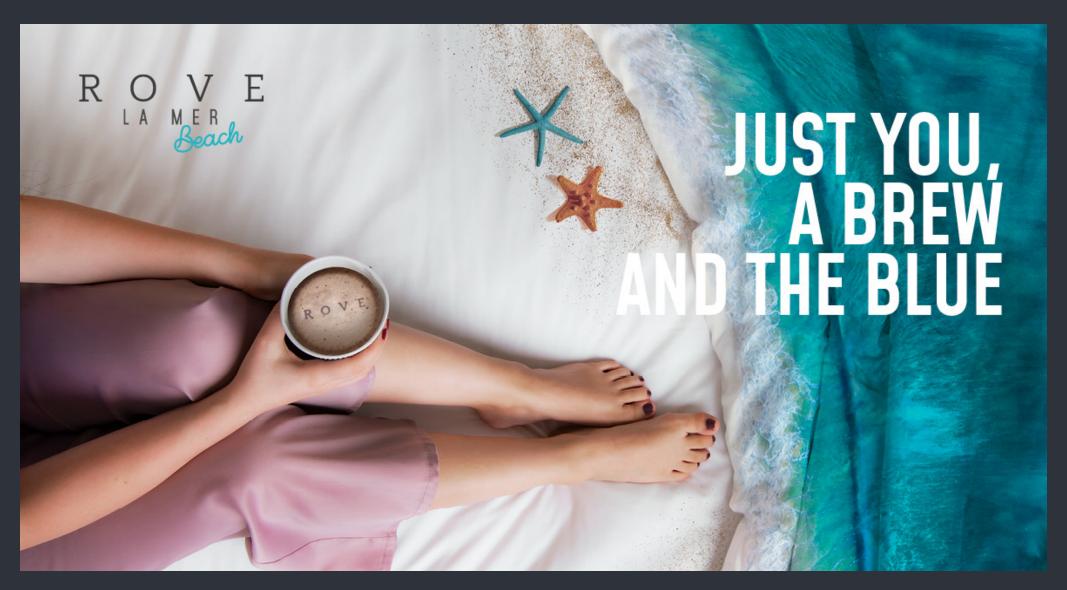
Rove La Mer Beach is one of the newest within the Rove chain of hotels.

**The Challenge:** This campaign was challenging to work on since we were tasked to build and execute on the campaign while the hotel was being constructed, which meant no real footage or images from the property were available other than a single mockup room.

The Approach: Our promotional image incorporating the hotel room with a sea view and surfboard was artificially created using the room from another Rove property. This campaign exhibits our resourcefulness – if something isn't with us, we create it, digitally through Photoshop, or otherwise, and this is something that mainly differentiates us from other agencies. In looking at the promotional images for these campaign, a few of them were created entirely digitally, while some were developed conceptually from sketches. In keeping with the image and requirements of the Rove brand, this was primarily an online campaign, with social media, web banners and other digital media being the main avenues of expression.









#### **Address Downtown**

**Client** – Address

## Digital media:

- Email shots
- E-newsletters
- YouTube mastheads
- Facebook Canvas
- Instagram Carousel
- Launch videos
- Web banners
- Social media

#### Traditional media:

- Print adverts
- Multi-fold flyers

### Outdoor media:

- Bridge banners
- Lampposts



#### **Address Downtown**

Client - Address

- Launch campaign, June 2018
- Latest addition to the Address
   Hotels + Resorts hospitality portfolio
- Three months prior to launch, Eleven777 conducted indepth discovery into various differentiators and USPs, during hotel construction phase
- In the absence of being able to shoot at underconstruction property, Eleven777 researched floor plans, 3D renders, operating criteria documents etc. to develop a set of four elegant key visuals as complex Photoshop composites



## Packaging





# Packaging

**Client** – Address Hotels + Resorts





# National Festival of Tolerance Campaign – Website



# National Festival of Tolerance Campaign – Newspaper



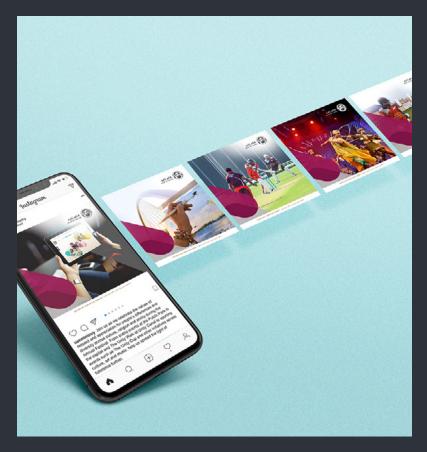
# National Festival of Tolerance Campaign – Brochure



# Ministry of Tolerance Campaign – Key Visual



# National Festival of Tolerance Campaign – Social Media







# National Festival of Tolerance – Social Media Coverage Video

**Client** – Ministry of Tolerance

Watch the video



National Festival of Tolerance – Social Media Promotional Video

**Client** – Ministry of Tolerance

Watch the video



# Burj Al Arab – Bab Al Yam Restaurant Logo + Visual Identity

Client – Bab Al Yam







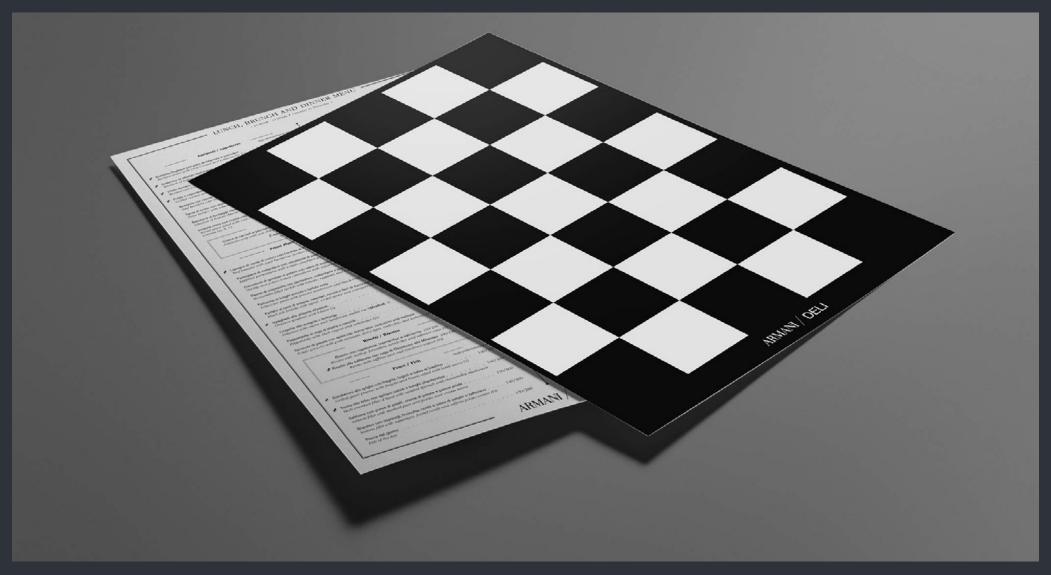
## **Brunch at Armani**

Client – Armani Hotel Dubai



# Armani/Deli – Collateral Design

**Client** – Armani Hotel Dubai



# Weekly Events – Digital Flyers

Client – Armani/Privé





# CUT Restaurant – Launch Campaign

**Client** – CUT Restaurant + The Address Downtown Dubai





# Ramadan Campaign

**Client** – The Ritz-Carlton Dubai





### Ramadan Emailer

Client – La Serre

# La Serre



#### A Parisian iftar

French, fresh and full of flavour, iftar at La Serre is the new taste of tradition. Dine with us all through Ramadan on a selection of shared starters and tantalising main courses, while groups of six or more have the a

AED 295 per person every day except Wednesdays, all through Ramadan. Regular à l carte menu also available.



#### La Parisienne – Chic mystique every Wednesday

It's the closest you'll get to an authentic Parisian experience in Dubai – fun, frivolity and food that transports you to the magical streets of Montmartre. Sway to the tunes of DJ Maxime B, while you indulge in dishes and beverages that make a lingening impression.

7:00pm to 2:00am, every Wednesda

# La Serre



#### A Parisian iftar

French, fresh and full of flavour, iftar at La Serre is the new taste of tradition. Dine with us all through Ramadan on a selection of shared starters and tantalising main courses, while groups of six or more have the additional choice of a full lamb when available.

> ED 295 per person every day except Wednesdays, all through Ramada Regular à I carte menu also available.



#### La Parisienne – Chic mystique every Wednesday

It's the closest you'll get to an authentic Parisian experience in Dubai – fun, frivolty and food that transports you to the magical streets of Montmartre. Sway to the tunes of DJ Maxime B, while you indulge in dishes and beverages that make a lincering impression.

7:00pm to 2:00am, eve

#### Business Lunch – A generous helping of value

We have the recipe for a legendary lunchtime: a leisurely

AED 130 for two courses, AED 160 for three courses, per person 12:00pm to 3:15pm, Sunday to Thursday, all through Ramadan Discounts for U By Emaar and Emaar Associate cardholders.





#### Sunday Escape – Get the week off to a good start

Have dinner with us and get 25% off the total bill for food and beverages. What a way to start the week!

Dinner, every Sund

#### La Mademoiselle – Where the ladies who know, go

Few things in life are better than the unlimited free-flow of select house beverages, where we pick up the tab for the ladies.

7:00pm to 9:00pm, every Saturday





# Property Brochures – Residences

Client – Address Residences Boulevard

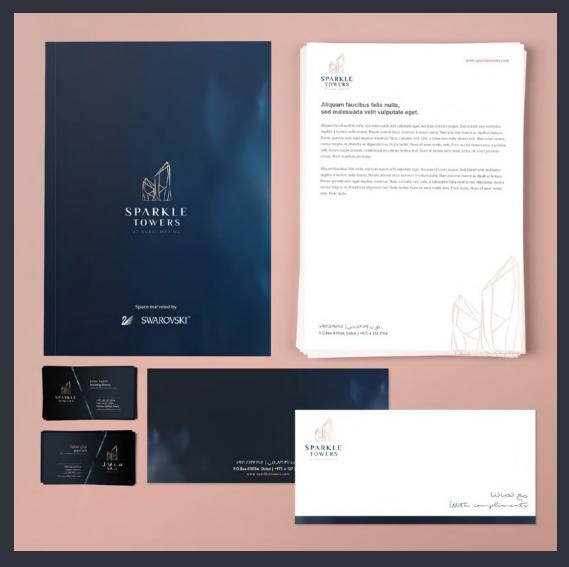


# Sparkle Towers – Identity and Branding

**Client** – Tebyan Real Estate Development







# The Daily – Restaurant Identity + Branding Project for Rove Hotels

- From initial design research and identity development to positioning manual and full-fledged brand documents
- Eleven777 articulated visual language, brand's personality and tone for The Daily
- Balanced aesthetic appeal with practical applicability we delivered branding system that works in the real world

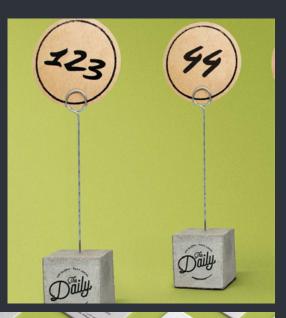
#### **OTHER DELIVERABLES:**

- Signage
- Menus
- Table number-card holders
- Wall-mounted daily 'specials' boards
- Designs accents, typography, colours, icons and patterns









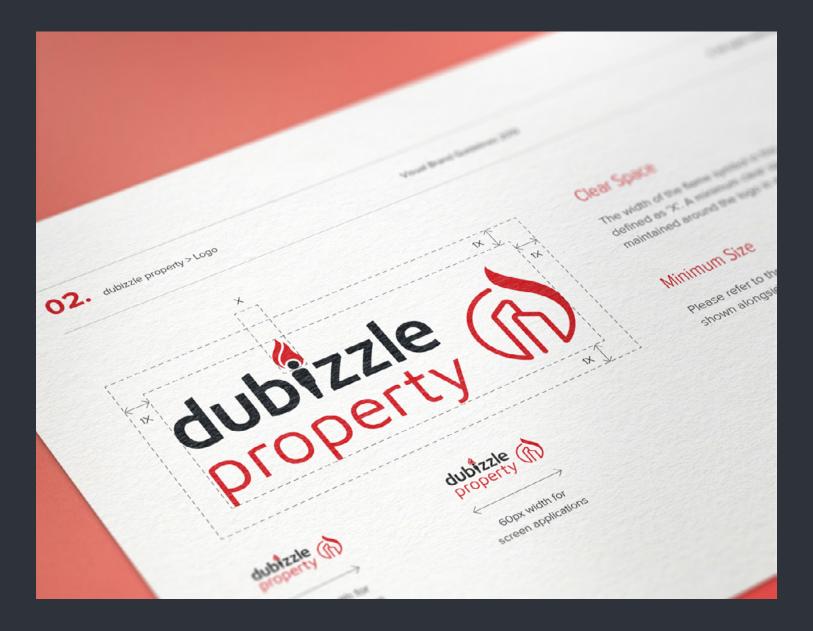




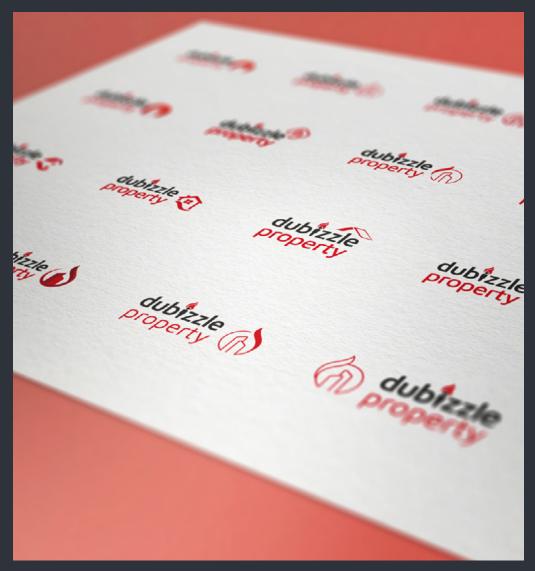
Client – dubizzle



Visual brand guideline



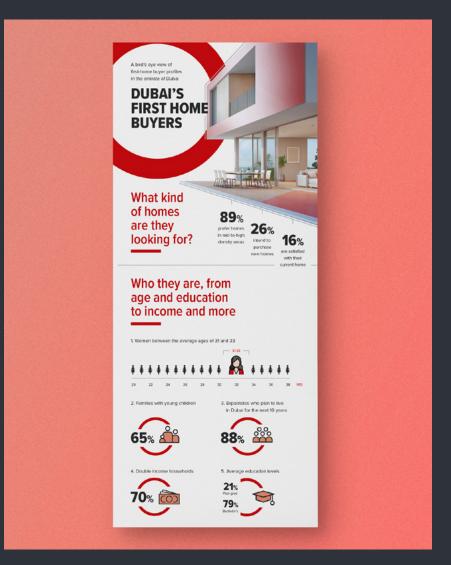
**Client** – dubizzle





Digital map style, infographic, etc.





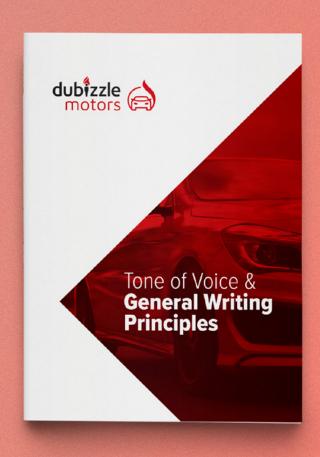
#### Brochure

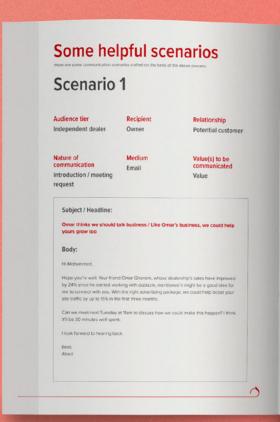




# dubizzle Motor – Branding

Client - dubizzle





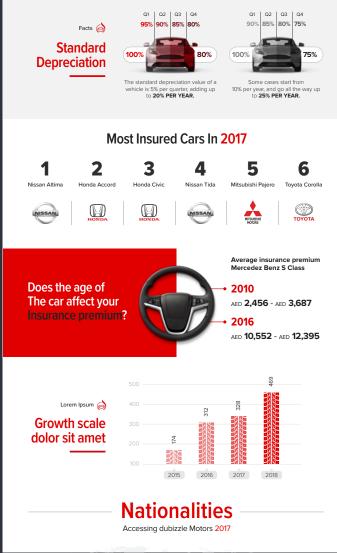


## dubizzle Motor – Branding

An infographic by dubizzle motors

Client - dubizzle







# xNARA – Logo





## **xNARA** – Brand Guidelines





### xNARA - Brand Guidelines



### xNARA - Brand Guidelines

#### Client – xNARA



eleven777.com

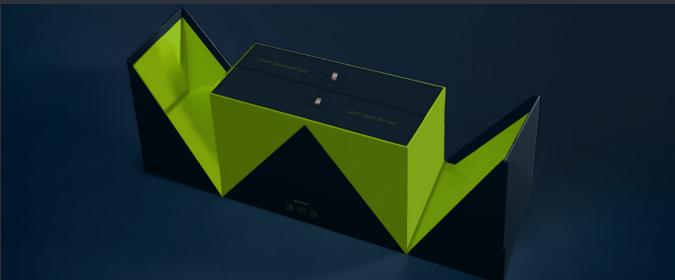
### **xNARA** – Brand Guidelines



# xNARA – Package Design





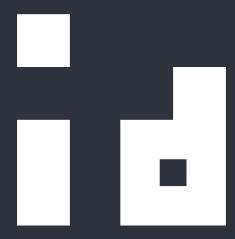


# xNARA – Presentation Deck



### ITD - Logo

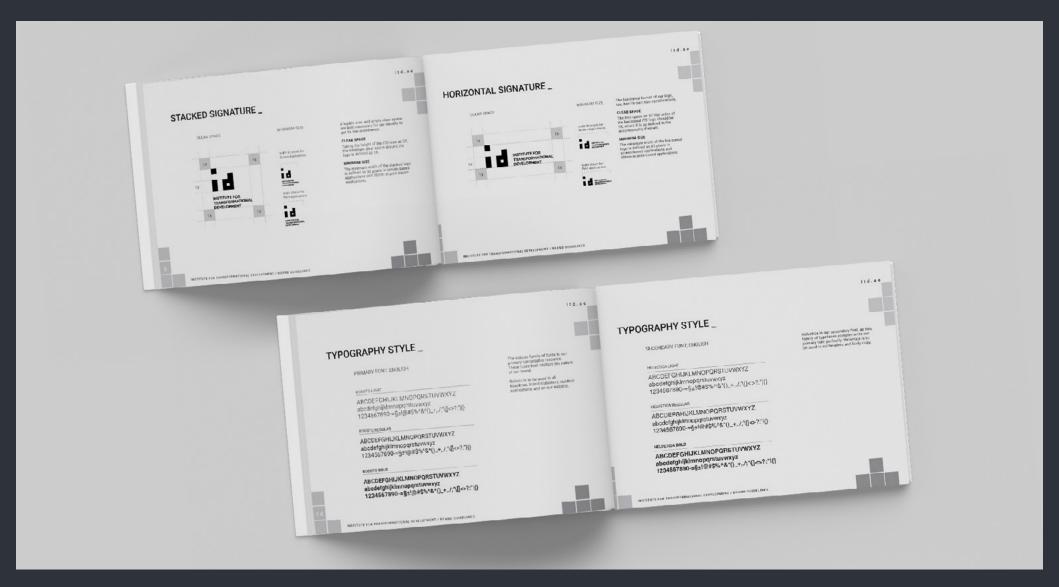
Client – ITD – Institute for Transformational Development



INSTITUTE FOR TRANSFORMATIONAL DEVELOPMENT

## ITD - Brand Guideline

Client – ITD – Institute for Transformational Development



# ITD – Website Development

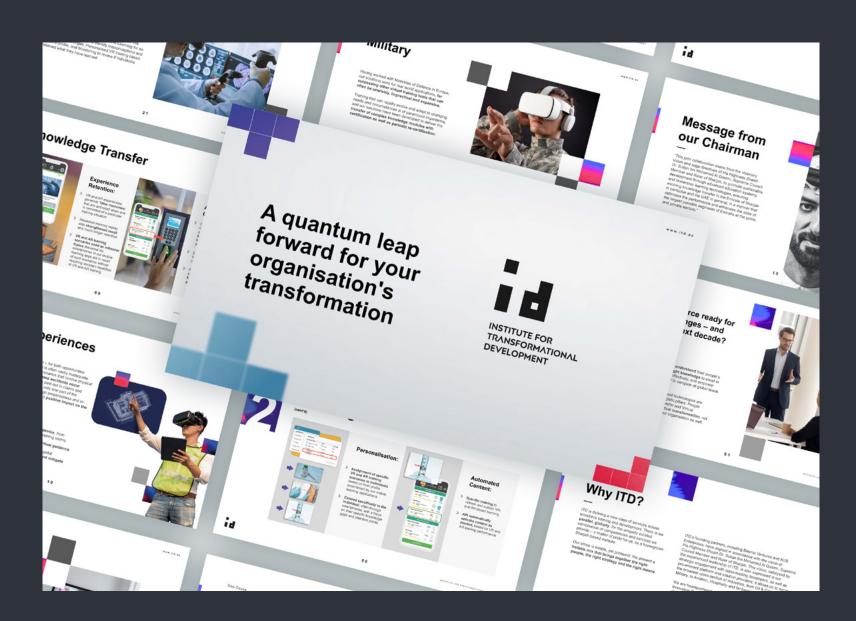
**Client** – ITD – Institute for Transformational Development

Link to the website



### ITD - Pitch Deck

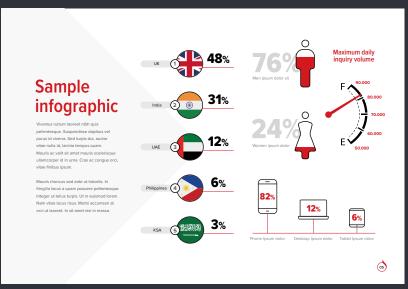
**Client** – ITD – Institute for Transformational Development

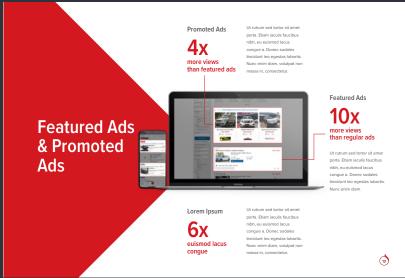


### dubizzle Motor - Branding

### Client - dubizzle



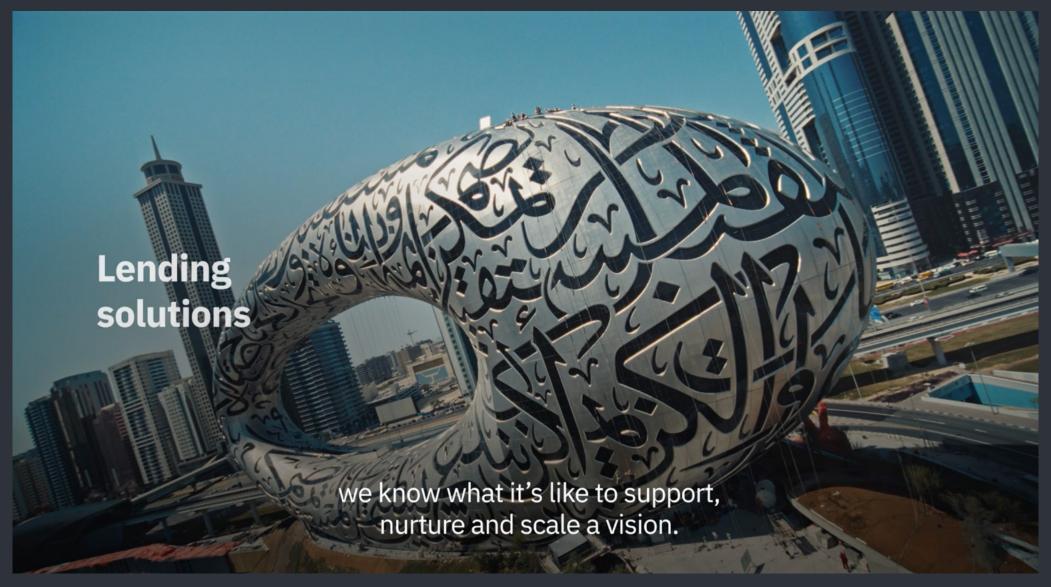






### **Emirates NBD Private Banking – Campden Event Video**

**Client** – Emirates NBD



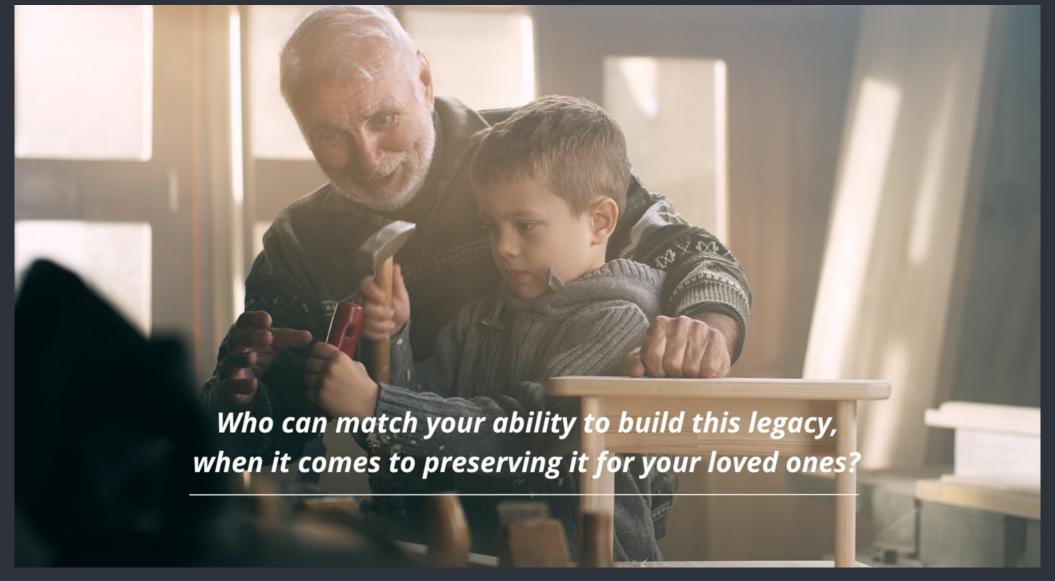
### Emirates NBD Private Banking – Universal Life Insurance Video

**Client** – Emirates NBD



### Emirates NBD Private Banking – Trust & Estate Planning Video

**Client** – Emirates NBD



### Emirates NBD Private Banking – City Walk Screen Video

**Client** – Emirates NBD

Watch the video

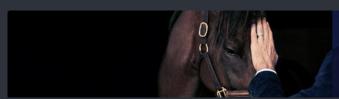






إلى حلول الإقراض المخصصة





YOUR NEXT CAN BE AS BIG AS YOU BELIEVE IT TO BE



### **Emirates NBD Private Banking – Branding for PB Centres**



# Emirates NBD Private Banking – Branding for PB Centres

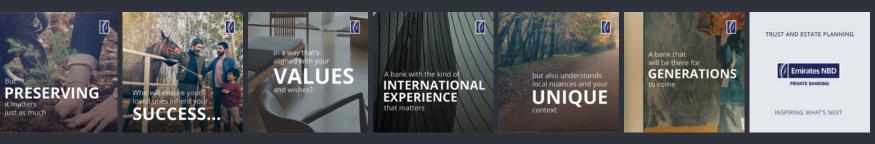


# Emirates NBD Private Banking – Pitch Book



### Emirates NBD Private Banking – Trust & Estate Planning – Carousel





### Emirates NBD Private Banking – Trust & Estate Planning – Carousel

















### Emirates NBD Private Banking – Investment Advisory Services – Carousel

















### Emirates NBD Private Banking – Real Estate Solutions – Carousel























### **Emirates NBD Private Banking – London Capabilities Carousel**





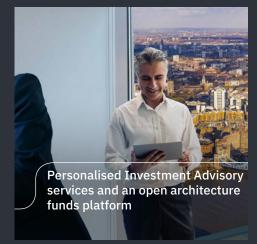








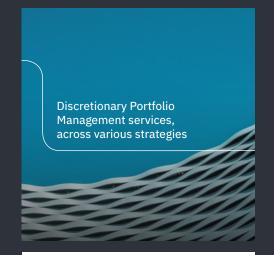


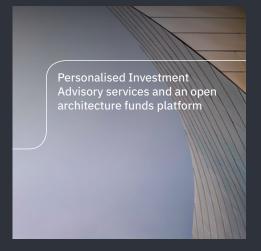


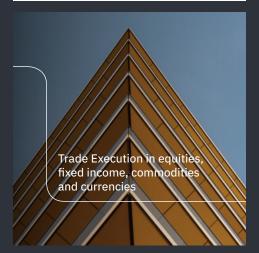
### **Emirates NBD Private Banking – London Capabilities Carousel**













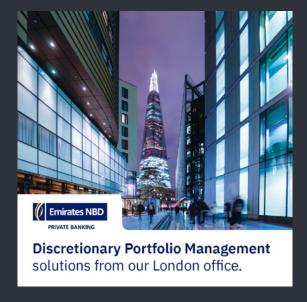


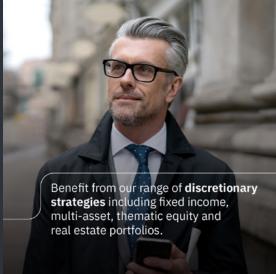
### **Emirates NBD Private Banking – External Asset Management Carousel**

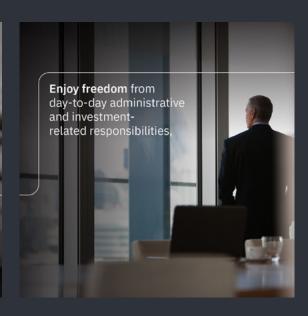




### **Emirates NBD Private Banking – DPM Carousel**











# Emirates NBD Private Banking – Trust & Estate Planning Advert



### **Emirates NBD Private Banking – ONE CARD eDM**

**Client** – Emirates NBD



### Embrace your **ONE Card Privileges**

Dear Esteemed ONE Cardholder.

Rediscover the benefits of your Emirates NBD ONE Visa Infinite Privilege **Card**, which opens doors to experiences that are truly exceptional.



#### **Embrace your ONE Card Privileges**

Dear Esteemed ONE Cardholder,

Rediscover the benefits of your Emirates NBD ONE Visa Infinite Privilege Card, which opens doors to experiences that are truly exceptional.



#### Global ONE Concierge club

Enjoy ultimate convenience with a 24/7 global Enjoy ultimate convenience with a 24/7 global concierge service—from personalised travel arrangements and securing reservations at the world's most distinguished destinations to experiential shopping services, access to pre-release tickets, and so much more.



#### International Associate Club

A unique membership that grants access to the choicest venues worldwide, from over 150 illustrious private clubs and more than 60 golf clubs across 40 countries worldwide.



#### Airport Meet and Assist

VIP reception at over 400 airports globally, including dedicated assistance to or from the air-bridge, fast-tracked immigration, and more.



#### Global Airport Lounge Access

Access for yourself and a guest to over 1,000 premium airport lounges in more than 300 cities around the world.



#### International Hotels Programme

Elite benefits at some of the world's finest hotels



#### Jumeirah One Gold Tier Membership

Benefits and discounts at Jumeirah hotels as well as for stays across multiple cities around the world









If you wish to stop receiving marketing communications

• via electronic channels (Email & SMS), send us an SMS with NOOFFERS to 4456.

• via calls, send us an SMS with NOCALLS to 4456.

Please ensure to send the SMS from your registered mobile number

If you choose to opt out now and later decide to opt in to receive mark please visit emiratesnbd.com/commspreference



#### تمتع **بامتیازات بطاقة** 'ون'

عميلنا العزيز حامل بطاقة "ون".

اكتشف مزايا **بطاقة "ون فيزا إنفينيت بريفيلدج" من بنك الإمارات دبي الوطني،** 

امتىازاتك الحصرية:

#### نادي "جلوبال ون كونسيرج"

تمتع بأقص درجات الراحة مع خدمة المساعد الشخص العالمية على مدار الساعة طوال أيام الأسبوء من ترتيبات السفر المخصصة وتأمين الحجوزات في أخذر الوجهات العالمية تميزاً إلى خدمات التسوق الاستثنائية، والحصول على التذاخر قبل طرحها، وغيرها الكثير،



#### نادي "إنترناشونال أسوسييت"

اشتراك مميز يتبح لك ارتباد عدد من أرقى المواقع حول العالم، بما في ذلك أكثر من 150 نادٍ خاص وما يزيد على 60 نادي للجولف متواجدين ضمن 40 دولة حول العالم.



### الاستقبال والمساعدة في المطار

أنعم بخدمة استقبال كبار الشخصيات في أكثر من 400 مطار عالمي. بما في ذلك المساعدة المُخصصة من أو إلى جسر الركاب، والإجراءات الميسرة عبر مكاتب الهجرة، وغيرها الكثير.



### الوصول إلى صالات المطارات العالمية

تمتع بالدخول إلى ما يزيد عن 1,000 صالة من صالات المطارات الاستثنائية بصحبة أحد ضيوفك في أكثر من 300 مدينة حول العالم.



#### برنامج الفنادق العالمية

ميزات استثنائية في عدد من أفخم الفنادق العالمية. والتن تقدم عليتها وجية فطور مجانية لشخصين. ترقية لدرجة القرنقة الفندقية، وسيد فتضي بقيمة 100 دوبار أمريكي بمكن إنقاقة في مراقق السيا وأو المظاعم، تسجيل الوصول الميكر/ المقادرة المتأخرة اتصل FW وخدمة استقبال كيار الشخصيات وغيرها.



اشتراك في برنامج "جميرا ون جولد تير" استمتع بالمزايا والخصومات ضمن سلسلة فنادق جميرا فضلاً عن إقامات فندقية في مدن





مرايا بطاقة "ون فيزا أنفينيت بريفيلدج" من بنك الإمارات دبي الوطني اليوم.

حمل تطبيق الخدمات العالم المتحرك العالم المتعانق الرئيسية f v o o h o o o

 عبر الفتوات الإلكترونية (البريد الإلكتروني والرسائل القصيرة). أرسل لنا رسالة نصية قصيرة تحتوي عبارة NOOFFER على الرقم 4456. عبر المكالمات. أرسل لنا رسالة نصية قصيرة تُحتَوي عبارة NOCALLS على الرقم 4456.

يرجى التأكد من إرسال الرسائل النصية القصيرة من رقم هاتفك المحمول المسجل.

إذا اخترت حالياً إلغاء الاشتراك. ولاحقاً قررت الاشتراك لتلقي الاتصالات التسويقية؛ يرجى زيارة. emiratesnbd.com/ar/commspreference

### Emirates NBD Private Banking – City Walk Gold Branch Video

**Client** – Emirates NBD



Watch the video

Navigate challenging waters





تخطى التحديات



### Emirates NBD Private Banking – City Walk Gold Branch Video

**Client** – Emirates NBD





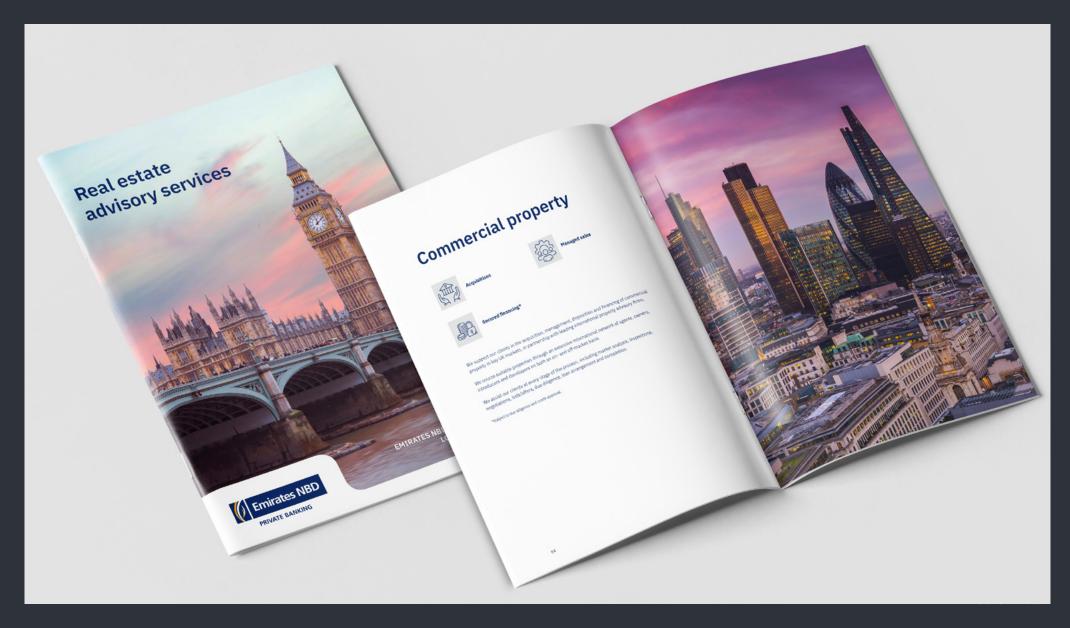
# Emirates NBD Private Banking – DPM Brochure



# **Emirates NBD Private Banking – CIO Booklet**



# Emirates NBD Private Banking – Real Estate Advisory Brochure

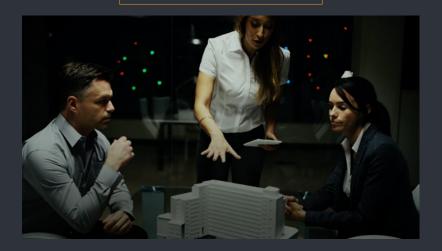


### **Emirates NBD Private Banking – Services Videos**

Watch the video



Watch the video



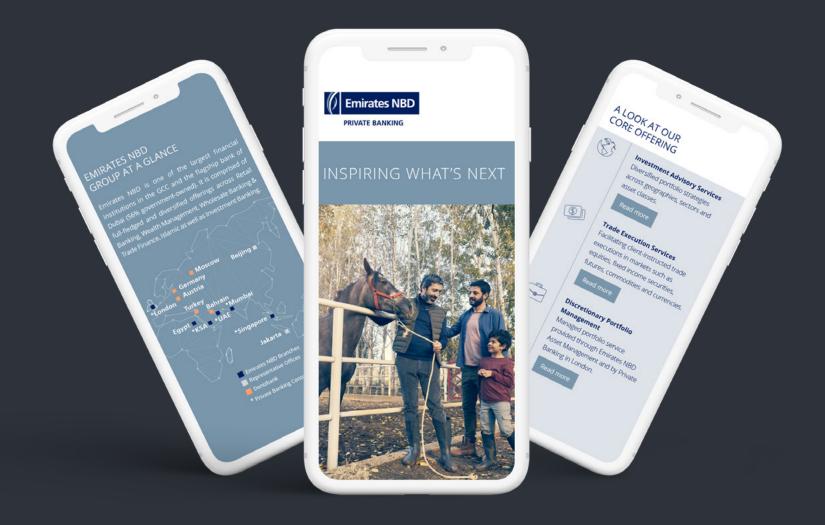
Watch the video



Watch the video

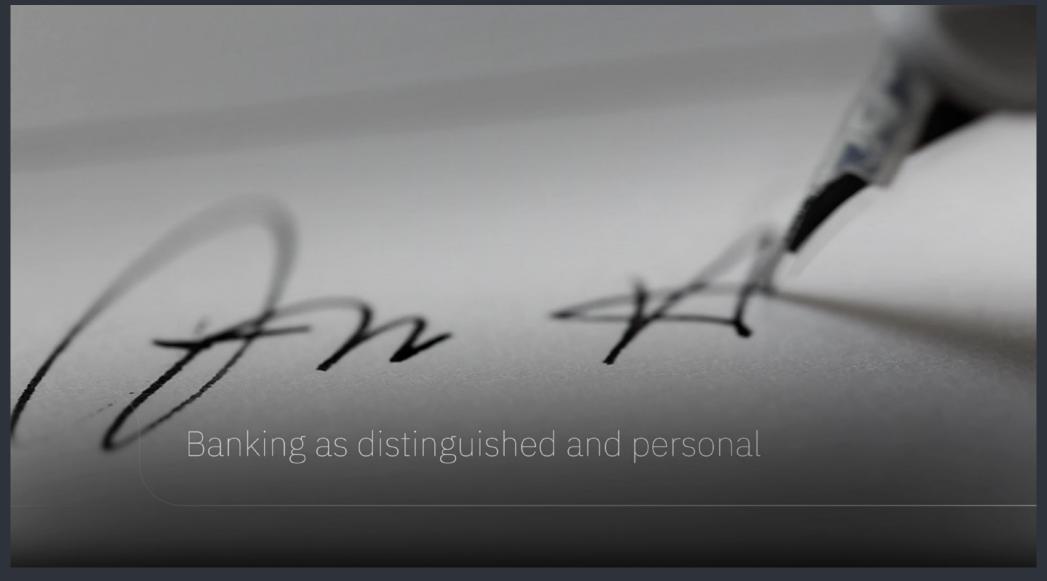


### Emirates NBD Private Banking – Pitch Deck



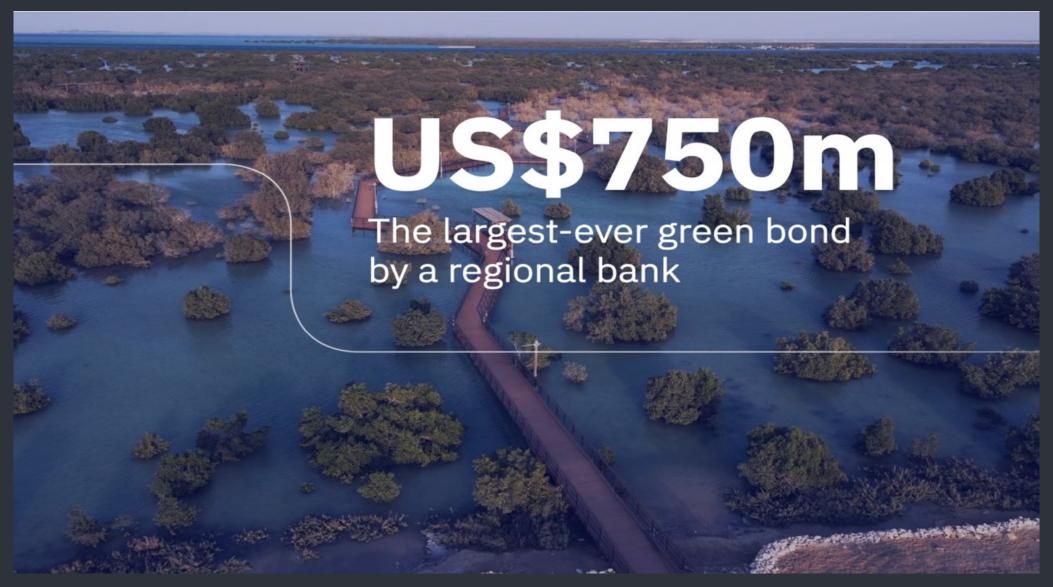
# **Emirates NBD Priority Banking Signature Video**

**Client** – Emirates NBD



### **Emirates NBD ESG Video for COP28**

**Client** – Emirates NBD



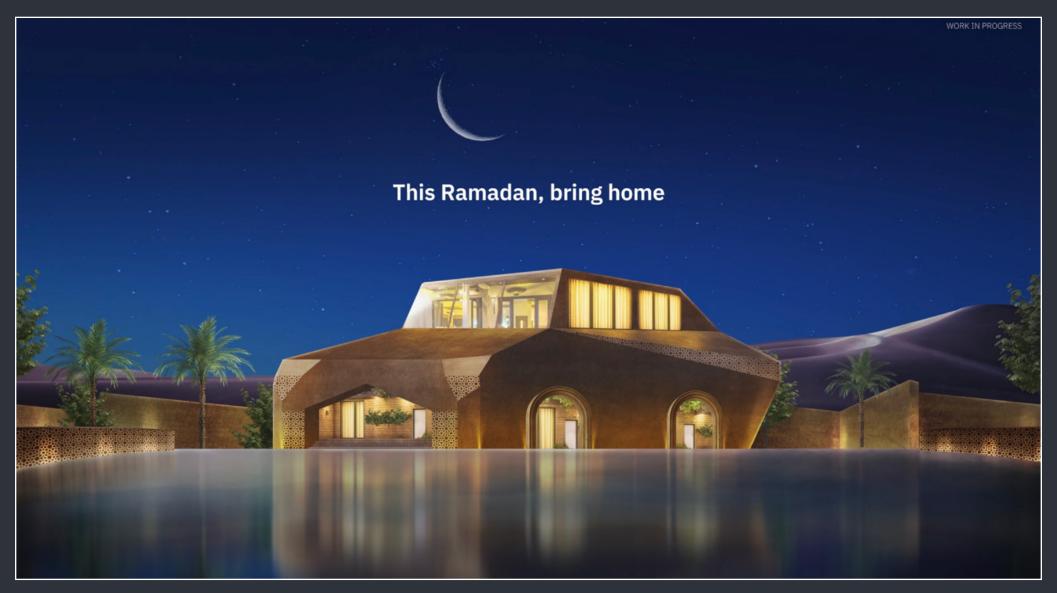
### Emirates NBD Personal Banking – Green Auto Loan Video

**Client** – Emirates NBD



### Emirates NBD Personal Banking – Ramadan Auto Loan Video

**Client** – Emirates NBD



### Emirates NBD Personal Banking – Travel Fest Campaign – IG Story

**Client** – Emirates NBD



### Emirates NBD Personal Banking – Travel Fest Campaign – eDMs

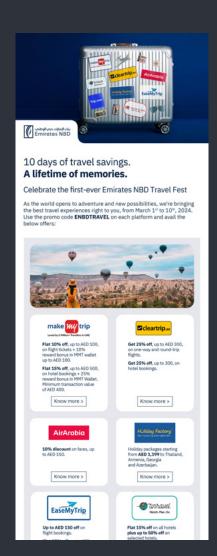
**Client** – Emirates NBD



10 days of travel savings.

A lifetime of memories.

Celebrate the first-ever Emirates NBD Travel Fest





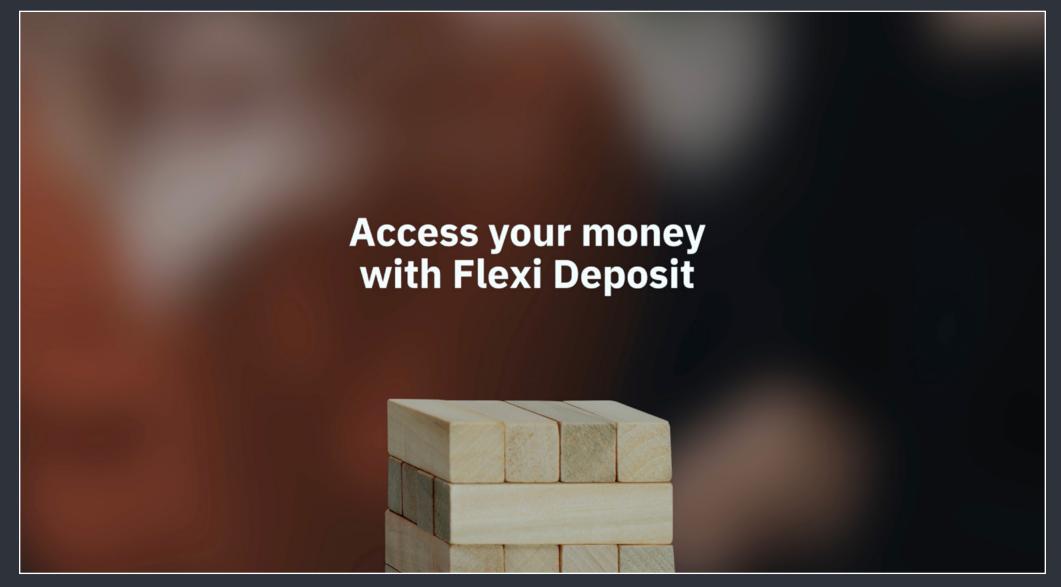
### Emirates NBD Personal Banking – NRI Promo Video

**Client** – Emirates NBD



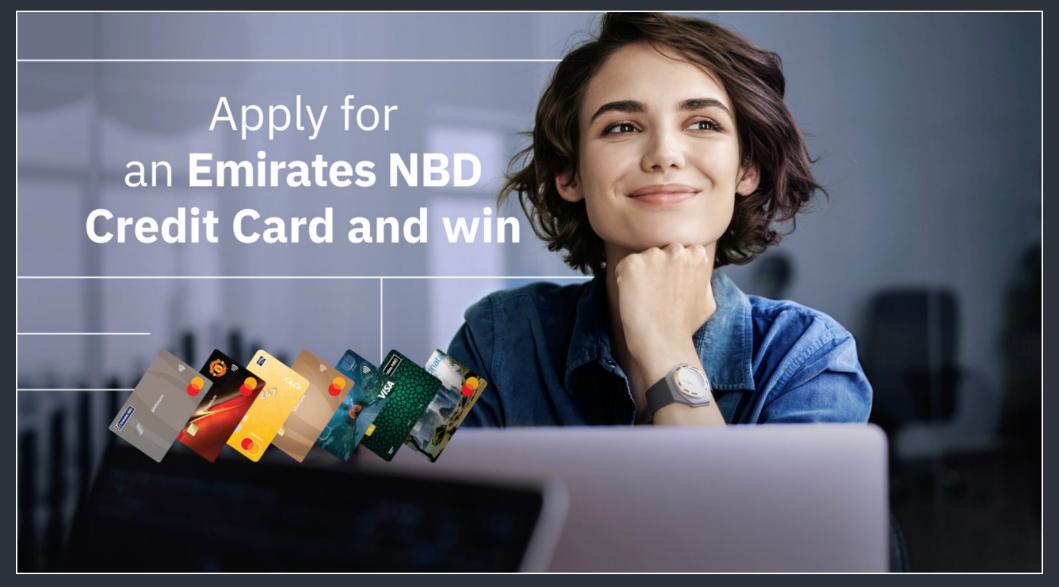
### **Emirates NBD Personal Banking – Flexi Deposit Video**

**Client** – Emirates NBD

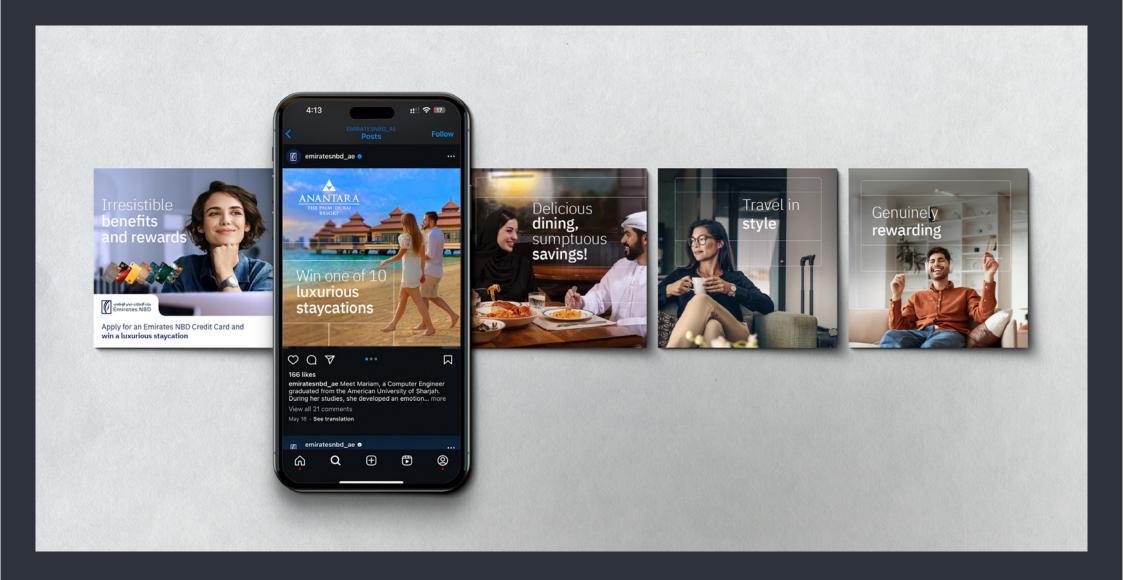


**Emirates NBD Personal Banking – Credit Cards Contextual Offer Video** 

**Client** – Emirates NBD



### **Emirates NBD Personal Banking – Credit Cards Contextual Offer Carousel**



### **Emirates NBD Personal Banking – Credit Cards Contextual Offer Carousel**

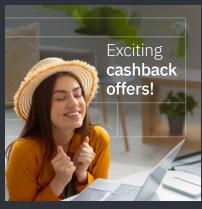


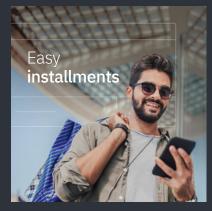


















### Emirates NBD Personal Banking – Al Khwaneej Walk UAE Nationals Activation

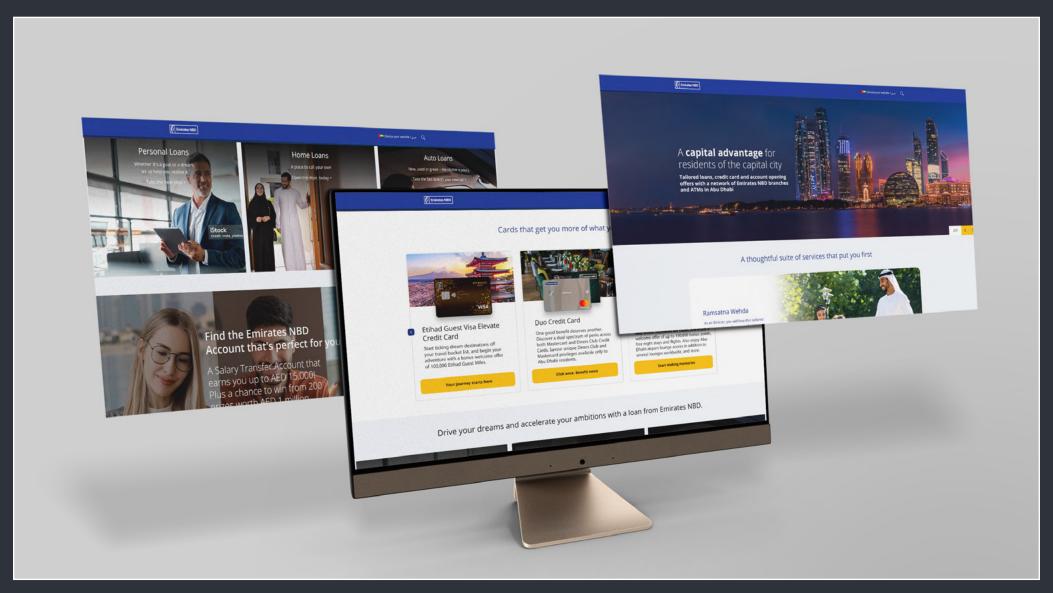




### Emirates NBD Personal Banking – Al Khwaneej Walk UAE Nationals Activation



### Emirates NBD - Abu Dhabi Microsite



### **Emirates NBD COP28 Outdoor Pod Back Wall Design**



### **Emirates NBD Islamic Banking Advert**

**Client** – Emirates NBD



### Emirates NBD Capital: A leading provider of Shari'ah compliant financing solutions.

Regulated by Dubai Financial Services Authority.

Learn more at emiratesnbd.com





### Emirates NBD DIFC Branding – Gate Village Video

**Client** – Emirates NBD



Watch the video



Watch the video



Watch the video

Watch the video



ينك الإمارات دبي الوطني

Bespoke solutions to inspire your aspirations

حلول مخصّصة تلهم **تطلعاتك** 

### **Emirates NBD DIFC Branding – Ticker Video**

**Client** – Emirates NBD



Watch the video

() Emirates NBD	Bespoke solutions to inspire your aspirations	Emirates NBD
Emirates NBD PRINCIPLE BANKING	Bespoke solutions to inspire your ambitions	(/ Emirates NBO
// Emirates NBD	Bespoke solutions to inspire <b>your passions</b>	( Emirates NBD
( Emirates NBD	Bespoke solutions to inspire your legacy	( Emirates NBD
(/ Emirates NBD	Private Banking from Emirates NBD. Inspiring What's Next.	Emirates NBD
		Watch the video
(/ Emirates NBD	Bespoke suite of Investment and Wealth Management Solutions	Watch the video
(/ Emirates NBD resert sammé  (/ Emirates NBD resert stocket	Bespoke suite of Investment and Wealth Management Solutions  Regional Insights. Global Expertise.	

### Emirates NBD Bloomingdale's 150th Anniversary – eDM

**Client** – Emirates NBD

Watch the GIF

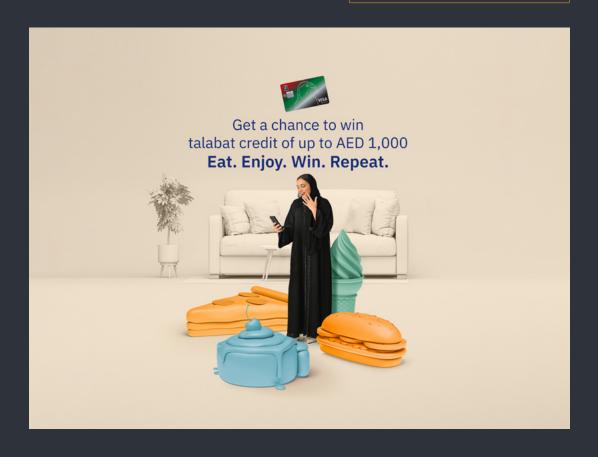
150 chances to win a shopping spree. **Emirates NBD celebrates** Bloomingdale's 150th anniversary blomingdalés



### Emirates NBD talabat Cashback Promo for UAE Nationals – eDM

**Client** – Emirates NBD

Watch the video



Get a chance to win talabat credit worth AED 1,000 with your Emirati Visa Signature Debit Card



#### Dear (First Name) (Last Name),

Use your Emirati Visa Signature Debit Card at your favourite restaurant or food app to get a chance to win talabat credit worth AED 1,000.



Validity: Until October 31st, 2022. Terms and conditions apply.

If you wish to stop receiving marketing communications

- · via electronic channels (Email & SMS), send us an SMS with NOOFFERS to 4456.
- · via calls, send us an SMS with NOCALLS to 4456.

Please ensure to send the SMS from your registered mobile number.

If you choose to opt out now and later decide to opt in to receive marketing communications, please visit <a href="mailto:em/rcommspreference">em/ratesnbd.com/rcommspreference</a>.

### Emirates NBD Emirati Acquisition Campaign – Bloomingdale's Offer for UAEN – eDM

**Client** – Emirates NBD

### Watch IG story video





### قسيمة بقيمة 1,000 درهم من بلومینغدیلز بتکون من نصیبك

إذا انتوا من محبين محل بلومينغديلز. صممنا هذا العرض عشانكم!

عشان تربح قسيمة بقيمة 1,000 درهم, ما عليك غير انك تفتح حساب إماراتي مع بنك الإمارات دبي الوطني، وتفعّل البطاقة، وتستخدمها خلّال الفترة بين 15 سبتمبر لين 15 ديسمبر 2023. أول 25 عميل بيفتحون الحساب وبيشترون بالبطاقة بيربحون القسيمة.

يمكن تكون واحد من 75 عميل الى بيربحون ويانا!



با<mark>قة إماراتي</mark> رمستنا وحدة





- إذا كنت ترغب في التوقف عن تلقي الاتصالات التسويقية عبر القنوات الإلكترونية (البريد الإلكتروني والريسائل القصيرة). ارسل لنا ريسالة نصية قصيرة تحتوي عبارة **NOOFFERS** علي الرقم **4456.** 
  - · عبر المكالمات. أرسل لنا رسالة نصية قصيرة تحتوي عبارة NOCALLS على الرقم 4456.

يرجى التأكد من إرسال الرسائل النصية القصيرة من رقم هائفك المحمول المسجل.

إذا اخترت حالياً إلغاء الاشتراك، ولاحقاً قررت الاشتراك لتلقى الاتصالات التسويقية؛

### Emirates NBD Personal Loan – Back to School – eDM

**Client** – Emirates NBD

### Watch IG story video





### Emirates NBD Personal Banking – Hag Al Laila Campaign - IG Story





### Emirates NBD Private Banking – Emirati Women's Day for UAE Nationals – eDM

**Client** – Emirates NBD





Indulge in exquisite shopping to your heart's content using your **Emirates NBD Debit or Credit Card**, for one month starting August 28th, 2023. We'll reward the **ten Emirati** women having the highest number of transactions with an **AED 5,000 Emaar Gift Card**, each!

#### Emirati package Ramsatna Wehda



Terms and conditions apply.



Get mobile banking



f v 0 m in \$

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- via calls, send us an SMS with NOCALLS to 4456.

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If you choose to opt out now and later decide to opt in to receive marketing communications, please visit **emiratesnbd.com/commspreference** 

### Emirates NBD Personal Loans – Emirati Women's Day – eDM

**Client** – Emirates NBD

Watch IG story video





### دعينا نكون شريكك المالي في كل رحلة.

هناك الكثير من الأمور التي ترغبين بتحقيقها، ونحن نستطيع أن نساعدك كي تصل لأَبْعد من ذُلْك. أُدعْمي طموحاتك مع **القروض الشخصية** من بنك الإمارات دبى الوطنى.

إحتفالاً بإنجازات المرأة الإماراتية. ستحصل خمس فائزات محظوظات على 5,000 درهم لكل واحدة منهن، عند الاستفادة من قرض شخصي من بنك الإمارات دبي الوطني قبل27 سبتمبر 2023.

أنت لديك احتياجاتك الشخصية. ونحن لدينا القرض الذي سيلبي جميع احتياجاتك.

أنا مهتمة بالعرض >

**اضغطي هنا** للإطلاع على الشروط والأحكام.

حمل تطبيق الخدمات المصرفية عبر الهاتف المتحرك ظالماتف المتحرك طالعة المتحرك المتحرك

- إذا كنت ترغب في التوقف عن تلقي الاتصالات التسويقية عبر القنوات الإنكترونية (البريد الإنكتروني والرسائل القصيرة). أرسل لنا رسالة نصية قصيرة تحتوي عبارة NOOFFERS على الرقم 4456.

  - عبر المكالمات. أربسل لنا رسالة نصية قصيرة تحتوي عبارة NOCALLS على الرقم 4456.

يرجى التأكد من إرسال الرسائل النصية القصيرة من رقم هاتفك المحمول المسجل.

إذا اخترت حالياً إلغاء الاشتراك. ولاحقاً قررت الاشتراك لتلقي الاتصالات التسويقية؛ يرجى زيارة؛

### Emirates NBD Emirati Spend Campaign for UAE Nationals – eDM

**Client** – Emirates NBD





# Spend to win an **AED 1,000 Bloomingdale's voucher!**

Use your Emirati Visa Signature Debit Card for all your purchases before October 31st, 2023 and get a chance to win an AED 1,000 Bloomingdale's gift voucher. The first 100 customers who spend a minimum of AED 6,000 will win.

### Emirati package

Ramsatna Wehda







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- · via calls, send us an SMS with NOCALLS to 4456.

Please ensure to send the SMS from your registered mobile number.

If you choose to opt out now and later decide to opt in to receive marketing communications, please visit <a href="mailto:emlratesnbd.com/commspreference">emlratesnbd.com/commspreference</a>

### **Emirates NBD Hala Taxi Ramadan Campaign**

**Client** – Emirates NBD

Watch the GIF





### Ramadan Auto Loan – Video

**Client** – Emirates NBD

Watch the video

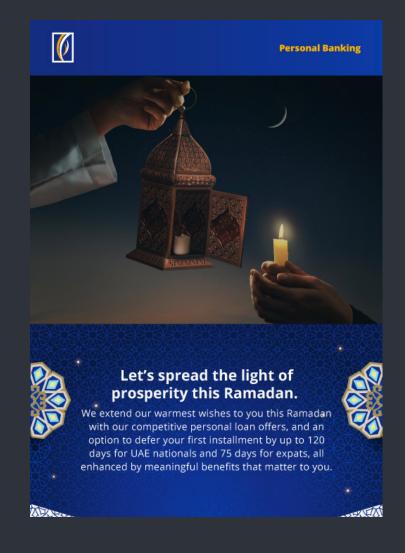


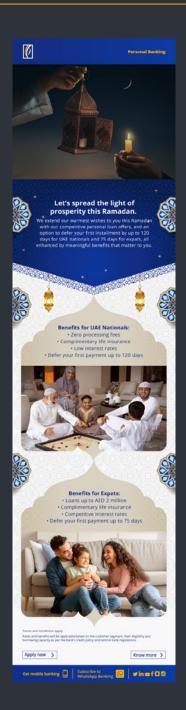
### Ramadan Auto Loan – eDM





### Ramadan Personal Loan – eDM





#### smartscf - eDM

**Client** – Emirates NBD



### **SMART SUPPLY CHAIN FINANCE**

When it comes to supply chain finance, it pays to be smart. smartSCF helps corporate buyers optimise their working capital through extended credit periods, while simultaneously helping suppliers with their cash flow via early payments that they can avail at preferential rates.





#### SMART SUPPLY CHAIN FINANCE

When it comes to supply chain finance, it pays to be smart. smartSCF helps corporate buyers optimise their working capital through extended credit periods, while simultaneously helping suppliers with their cash flow via early payments that they can avail at preferential rates.

Our easy-to-use cloud based digital platform, with its powerful dashboard and intuitive interface, offers full visibility to both buyers and suppliers while reducing inquiry traffic. Suppliers can self-onboard easily, and seamless ERP integration with smartSCF allows automated supplier payments. As always, you can count on Emirates NBD's exceptional product expertise and exclusive service, ensuring you make the most of this solution.

#### FEATURE



ased Cor



ontactless Supplier



Automated Payable Process



Complete Transparency and



Mutual Platform Access

# Dynamic Discounting – an intelligent innovation, for the first time in the region

As a corporate buyer, you can now choose to either self-fund early supplier payments or do so through the bank, while utilising your surplus investable cash to generate attractive, risk-free returns. Suppliers can optimise their own cash flow, by receiving payments early at preferential financing rates.

The proposition gets even smarter – through smartSCP's web-based platform, you can solitic discounts from specific suppliers against an offer of early payment. Optionally, you can accept bids from suppliers who are willing to offer higher discounts in exchange for earlier payments, or payments on the basis of a decreasing discount percentage based on the proximity to the due date.

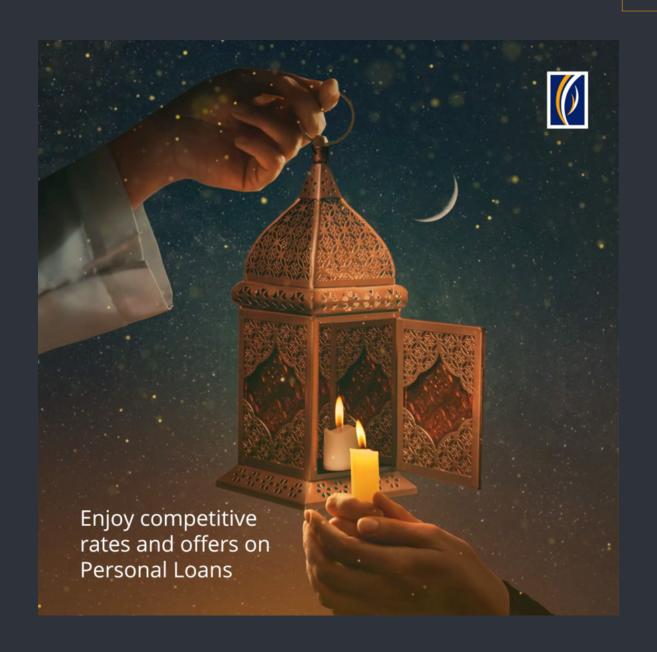
Intelligence, flexibility, simplicity. It's the smartSCF advantage.

To get started, contact your Relationship Manager.

### Ramadan Personal Loan – Video

**Client** – Emirates NBD

Watch the video



### BusinessONLINE - eDM

**Client** – Emirates NBD



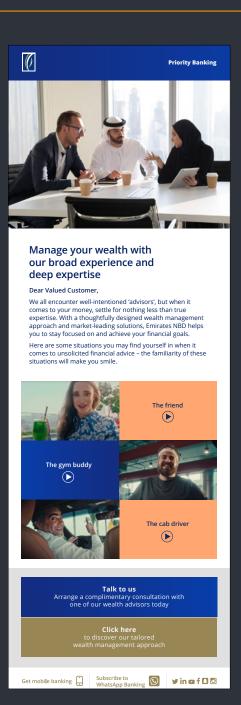
One online platform that lets you take control of business like never before

Dear XXXXX,



### Wealth Management – eDM





### **Emirates NBD Trust & Estate Planning eDM**

**Client** – Emirates NBD



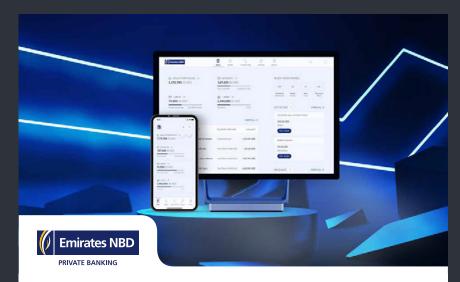
Who would you trust to safeguard something as precious as your legacy?

To help preserve and grow your legacy for the ones who matter most in your life, trust a bank that already works for you with your best interests at heart.



### **Emirates NBD X eDM - New Clients**

**Client** – Emirates NBD

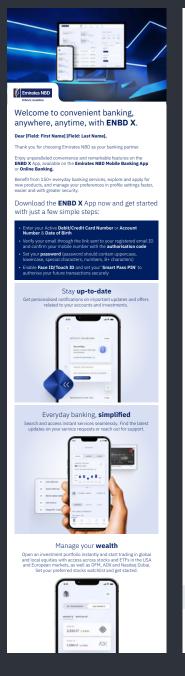


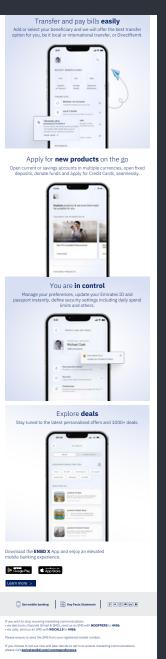
Welcome to convenient banking, anywhere, anytime, with **ENBD X**.

Dear [Field: First Name] [Field: Last Name],

Thank you for choosing Emirates NBD as your banking partner.

Enjoy unparalleled convenience and remarkable features on the **ENBD X** App, available on the **Emirates NBD Mobile Banking App** or **Online Banking.** 





**Emirates NBD Private Banking – Offshore Booking Centres Video** 

**Client** – Emirates NBD

Watch the video



### Emirates NBD Private Banking Services – Videos for Social Media

Watch the video



Trust and estate planning

Watch the video



Lending solutions

Watch the video



Real estate advisory

Watch the video



**Chief Investment Office** 

Watch the video



Offshore booking centres

Watch the video



**External asset management** 

Watch the video



Investment advisory services

### Emirates NBD – Corporate & Institutional Banking Videos

Watch the video



Watch the video



Watch the video



Watch the video



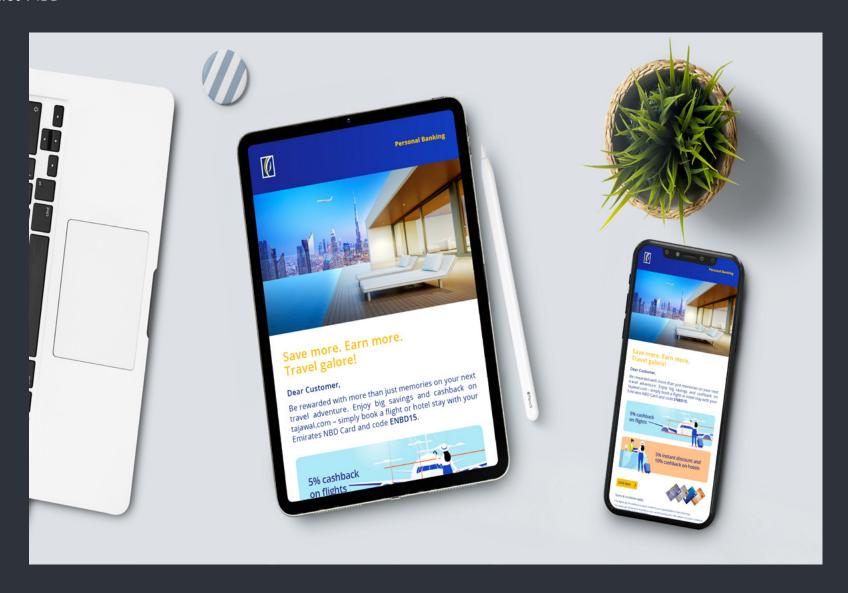
Watch the video



Watch the video



### Emirates NBD Private Banking – Tajawal Offer



### Ferns & Petals promo video

**Client** – Emirates NBD

Watch the video

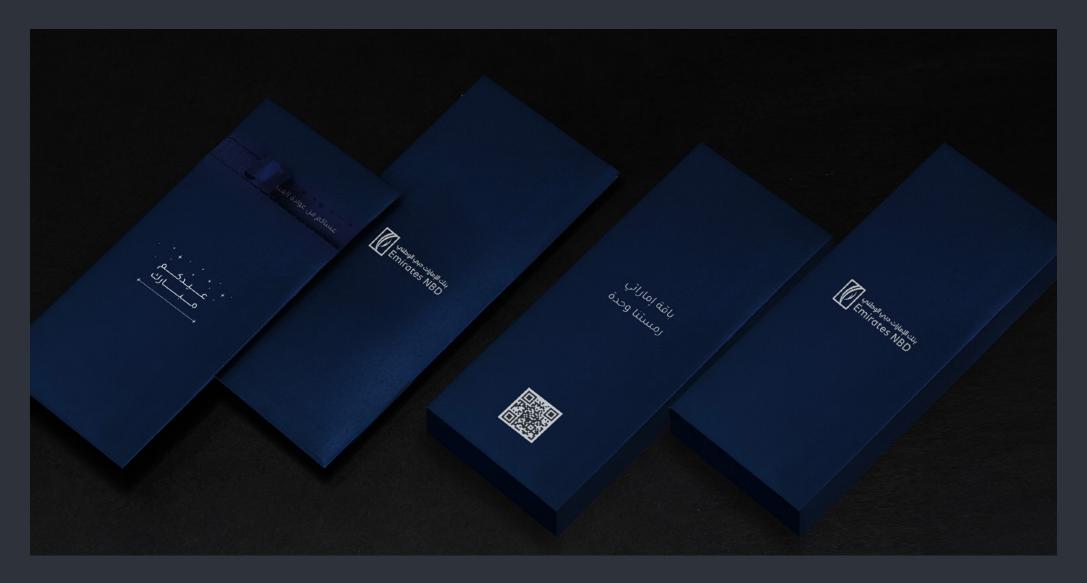








### Eid Al Adha Envelope + Box Designs



### Emirati Package Awareness Campaign – English

Client - Emirates NBD



# Discover what we offer **especially for you,** in the exclusive Emirati package for our Emirati family

Because **you are important to us,** we are always on the lookout for a way to help make your life better. Then we design the products and services that make a real difference to your life, with **advantages only you enjoy.** 



#### **Debit Cards**

Enjoy zero charges on cash withdrawals at any ATM in the UAE and internationally when you use your Emirates NBD Debit Card



#### A Call Centre to Address Your Needs

Let us know how we can help you – contact our UAE call centre dedicated to Emirati nationals



#### **Financing Solutions**

Whether for your new car or to meet your personal expenses, **we are** here for you, every step of the way.



### **Emirati Package Awareness Campaign - Arabic**

**Client** - Emirates NBD



### تعرف على ما نقدمه خصيصا لك في باقة إماراتي الحصرية للعائلة الإماراتية

لأنك من أولوياتنا نحن دايما في رحلة اكتشاف مستمرة لمتطلباتك، ولذلك نقوم بتصميم المنتجات والخدمات الى نقدمها لك مع المزايا المصممة لك فقط والى تلبي احتياجاتك.



#### مركز اتصال خاص باحتياجاتك

خبرنا كيف ممكن نساعدك، وتواصل مع مركز الاتصال الخاص والمخصص فقط باحتياجات عملاءنا الاماراتيين.



#### بطاقة الخصم

استخدم بطاقة الخصم الخاصة بك من بنك الإمارات دبي الوطني **بدون** رسوم في عمليات السحب النقدي من أي جهّاز صراف آلي في دولة الإمارات أو في أي مكان على مستوى العالم.



#### حلول التمويل

إذا كنت تبا تشتري سيارة يديدة، أو تغطى نفقاتك الشخصية، فنحنا نسعى لمساعدتك في هاي الخطوة.



#### تعرف على ما نقدمه خصيصا لك في باقة إماراتي الحصرية للعائلة الإماراتية

لأنك من أولويائنا تجن دايما في رحلة اكتشاف مستمرة لمتطلباتك. ولذلك تقوم يتصميم المنتجات والخدمات الى تقدمها لك مع المزايا المصممة لك فقط والى تتين اختياجاتك.



#### مركز اتصال خاص باحتياجاتك

خيرنا كيف ممكن نساعدك حيرة خيف فلنطن فللطفات. وتواصل مع مركز الاتصال الخاص والمخصص فقط باحتياجات عملاءنا الاماراتيين.

#### بطاقة الخصم

استخدم بطاقة الخصم الخاصة بك الشخدم يطاقة الحصم الخاصة إنك من بنك الإمارات دبي الوطني **بدون** من أي جهاز صراف ألي في دونة الإمارات أو في أي مكان على مستوى العالم

#### حلول التمويل







## مكافأت متميزة للسفر والتسوق وغيرها الكثير

نحن معتمون دائماً بإيجاد الحلول الي تخلي حياتك أفضل. قدم طلبك الآن ليتصل بك ممثل البنك.



طبق الشروط والأحكام, يرحى الضغط على لائحة الحقائق الرئيسية لمراجعة الرسوم واللققات ذات الصلة الأحكام والشروط الإضافية والإعتاث الأحديرية



- اكنت ترغب في التوقف عن تنقي افتصافت التسويقية غير القبوت أثر الكرومية التيرير الإنكرزوني والرسائل القصيرة؛ أرسل ثنا رسالة نصية لتص ASS الرفيم ASS الرفيم ASS الترضيع الترفيم عدادة NCALLS على الرفيم ASS على الرفيم ASS على الرفيم ASS عبران المكالمات. أرسل ثنا رسالة نصية فضيرة تحتوي عبران ASS على الرفيم VCALLS
  - رحى التأكد من إرسال الرساق النصية القصيرة من رقم هاتفت المتحرك المسحل.

### Emirati Package Awareness Campaign – IG Stories – English



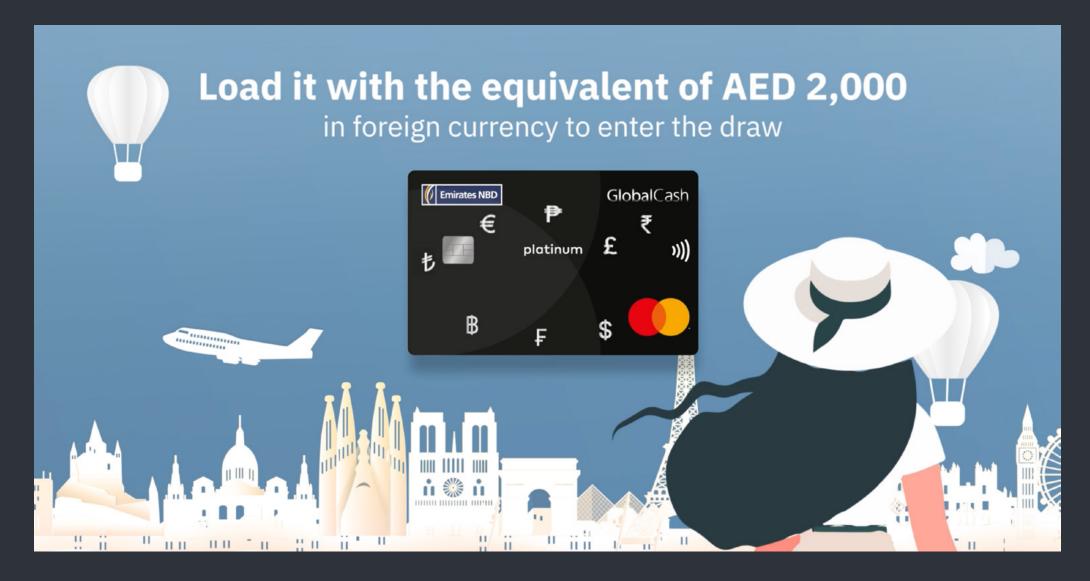
#### Emirati Package Awareness Campaign – IG Stories – Arabic

**Client** – Emirates NBD



ENBD GlobalCash Card - Launch Video - English

**Client** - Emirates NBD



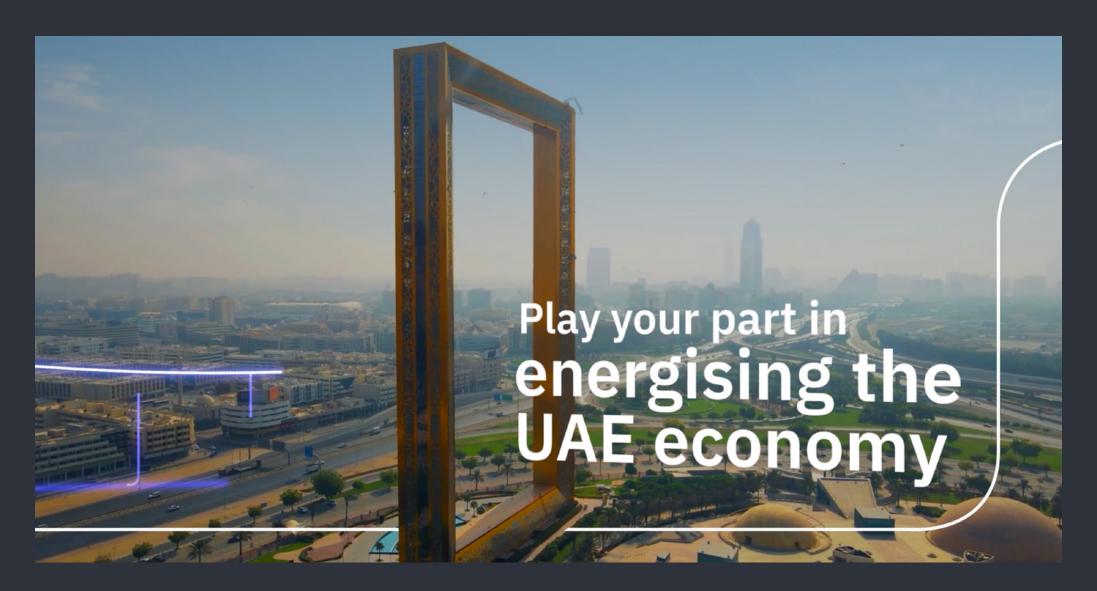
#### ENBD GlobalCash Card - Launch Video - Arabic

Client - Emirates NBD



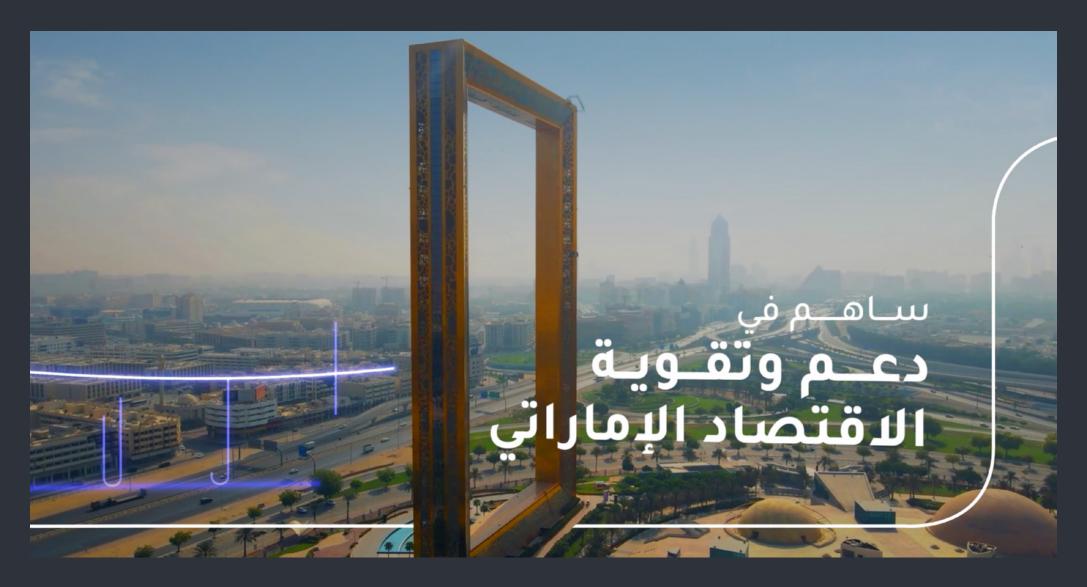
ENBD Business Banking - Local Equities Video - English

**Client** - Emirates NBD



# ENBD Business Banking - Local Equities Video – Arabic

**Client** – Emirates NBD



DeepFest 2023 - Logo

**Client** – Tahaluf

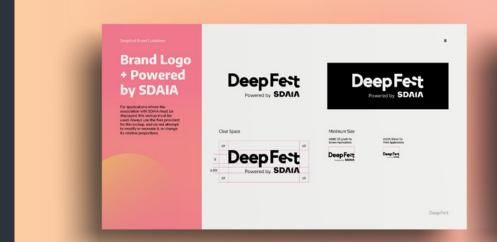
DeepFest

Deep Fest

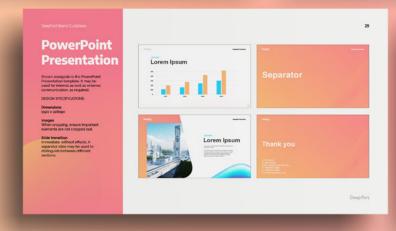
Deep Fest by LEAP

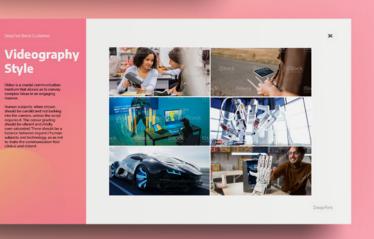
Deep Fest
Powered by SDAIA

## DeepFest – Brand Guidelines









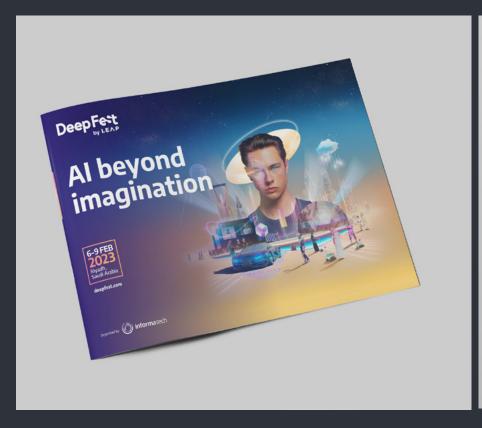
# DeepFest 2023 – Key Visual



# DeepFest 2023 – Key Visual



### DeepFest 2023 - Brochure





# DeepFest 2023 - Event

**Client** – Tahaluf



#### Black Hat MEA 2022 – Event Production

**Client** – Tahaluf





## Black Hat MEA 2022 – Sponsor Video





# **LEAP 2022 – Event Opening Ceremony Video**

**Client** – Tahaluf



#### **LEAP 2022 – Investor Spotlight Opener Video**

**Client** – Tahaluf



LEAP 2022 – Speaker Intro Video

**Client** – Tahaluf



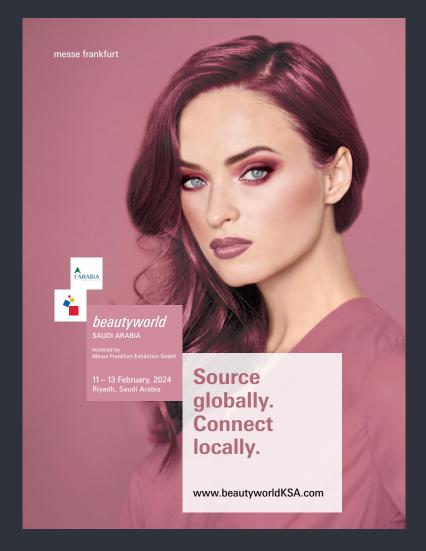
# @Hack 2021 – Event Opening Ceremony Video

**Client** – Tahaluf



#### Beautyworld Saudi Arabia 2024 Sales Brochure – English

Client – Beautyworld Saudi Arabia





## Digital Next Summit 2019 – Event Video

Client – Messe Frankfurt Middle East



# Digital Next Summit 2019 – Intro Video

Client – Messe Frankfurt Middle East



# Digital Next – Gitex Video

Client – Messe Frankfurt Middle East



# Digital Next Summit 2019 – VIP Invitation

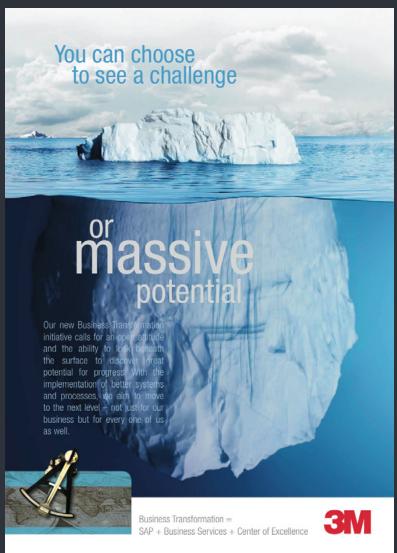
Client – Messe Frankfurt Middle East



#### 3M SAP – Implementation Campaign

Client – 3M Middle East

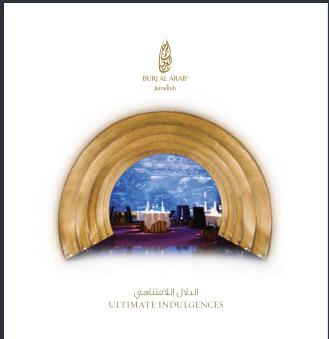


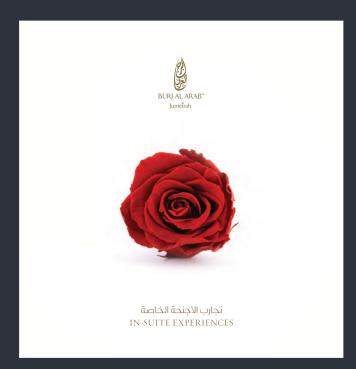


# Burj Al Arab – Brochures

**Client** – Burj Al Arab







### GorgeousAF – Packaging Design

**Client** – GorgeousAF



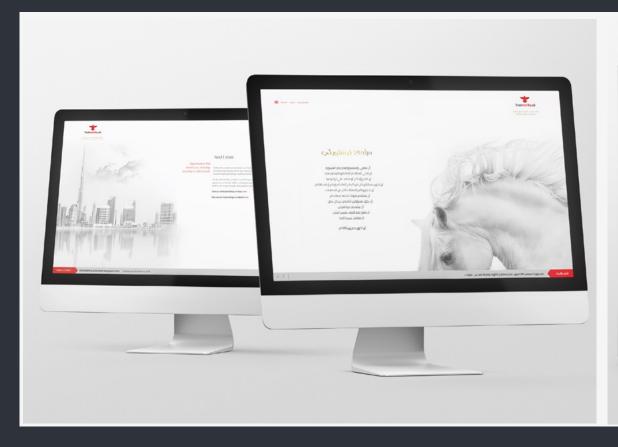
## Package Design – Bennor Milk

**Client** – Maggadit For Food and Beverages



## Trustworthy – Website

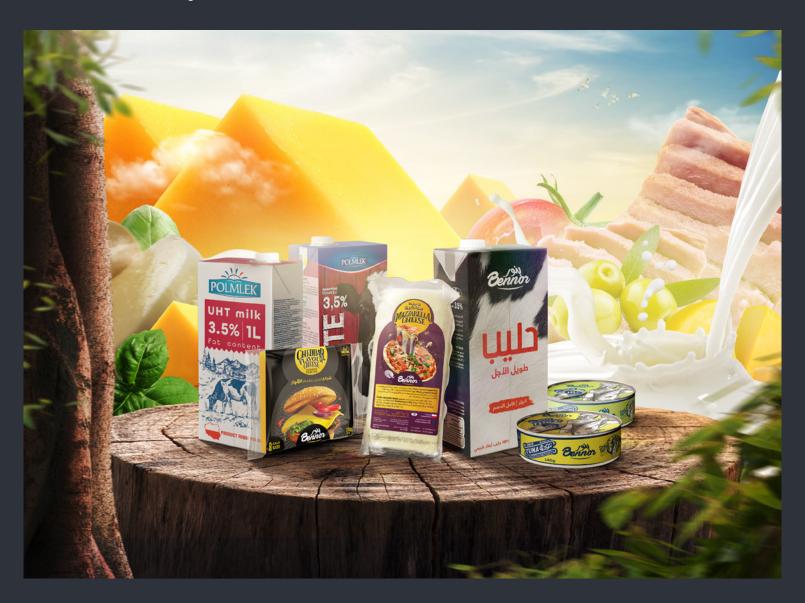
**Client** – Trustworthy





# Bennor Products – Key Visual

**Client** – Maggadit For Food and Beverages



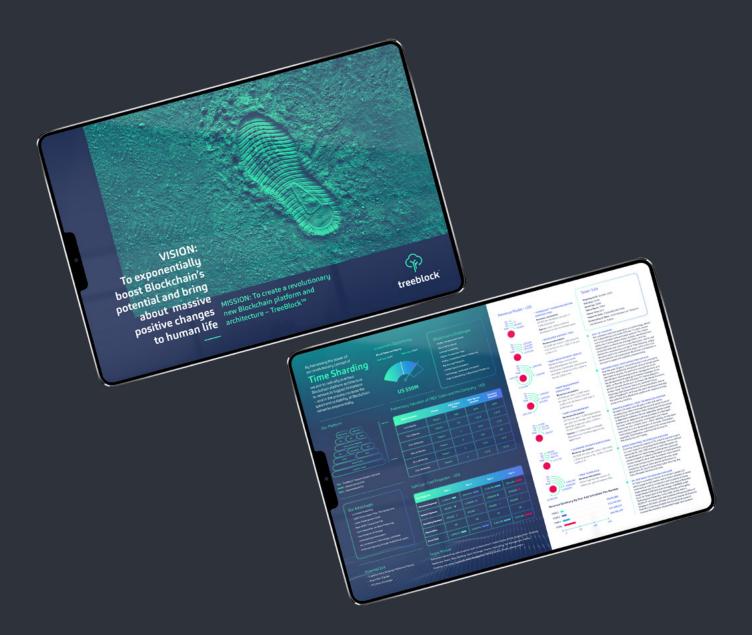
# Bennor Cheese Promotion – Key Visual

**Client** – Maggadit For Food and Beverages



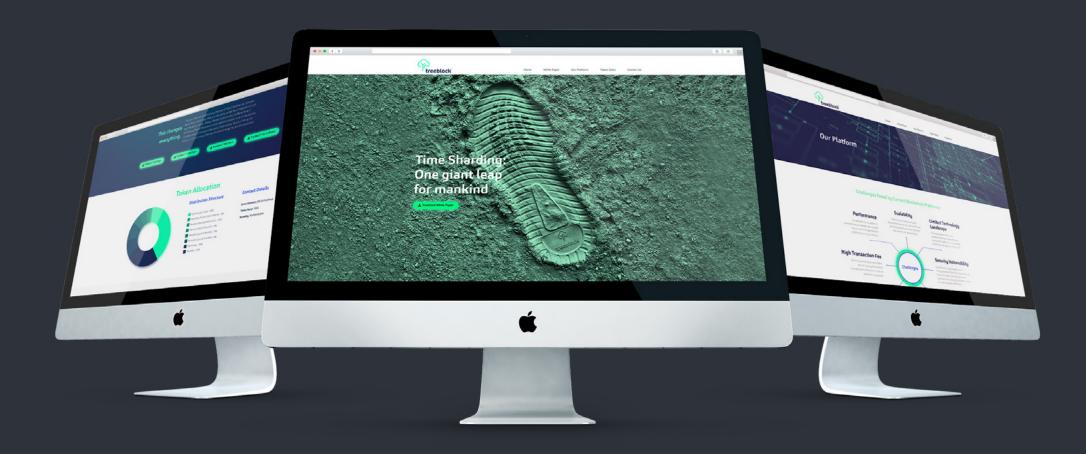
## One Pager

**Client** – Treeblock



### Website

**Client** – Treeblock



**LEAP 2024 – Event Production** 

**Client** – Tahaluf



#### **LEAP 2024 – Print Signage**



# LEAP 2024 – Print Signage



### LEAP 2024 - Videos for On-site Screens

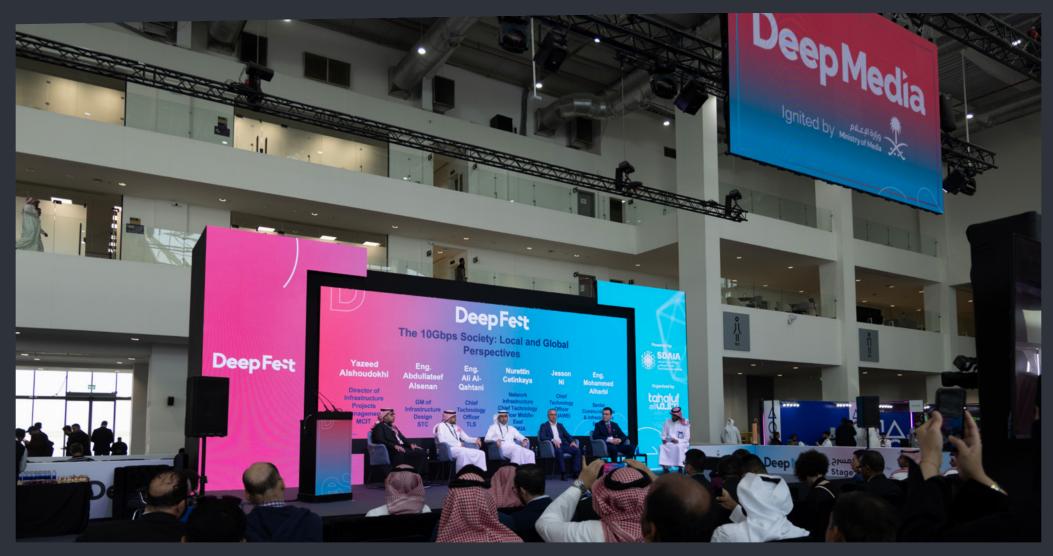




## **DeepFest 2024 – Event Production**



# DeepFest 2024 – Screens and Backdrops for Panel Discussions



#### Black Hat MEA 2023 - Event Production



Inflavour 2023 – Screens for Speaker Keynotes

**Client** – Tahaluf

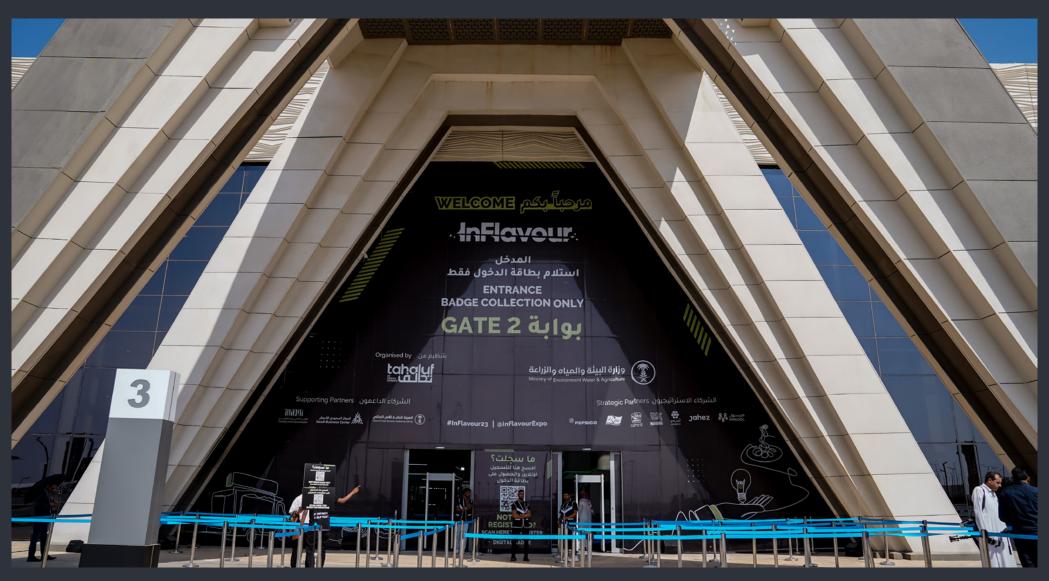
Watch the video



#### Inflavour 2023 – Event Production



# Inflavour 2023 – Entrance Arch Branding

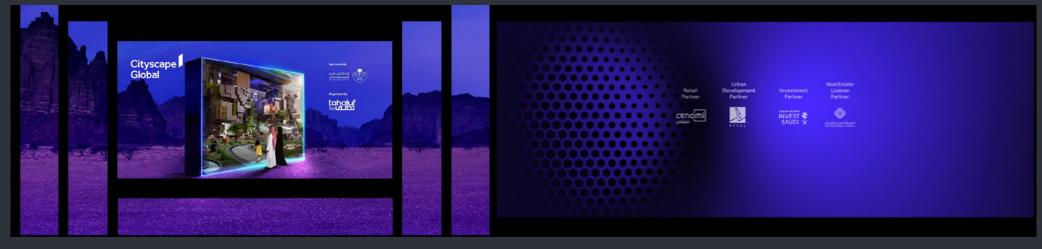


# Cityscape – Event Production

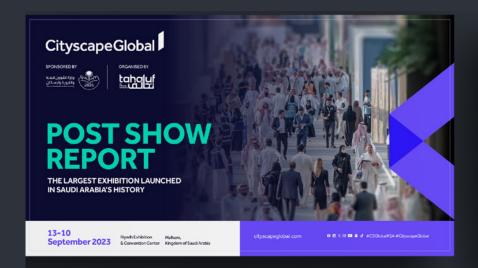
**Client** – Tahaluf

Watch the video

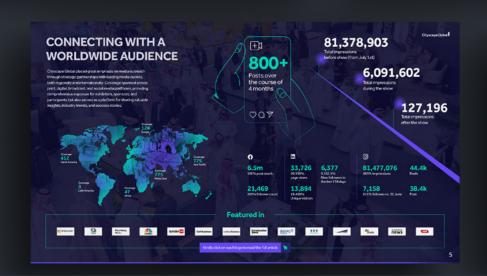




#### Cityscape – Post Show Report









#### **LEAP 2023 – Event Production**

**Client** — Tahaluf

Watch the video



#### **LEAP 2023 – Entrance Corridor Animations**



#### **LEAP 2023 – Chairman's Presentation**



# LEAP 2024 – Speaker Keynote Screens





# LEAP 2023 – On-site SIgnage and Branding





# Black Hat MEA 2022 – Sponsor Video





# Black Hat MEA 2022 – Speaker and Panel Discussion Screens

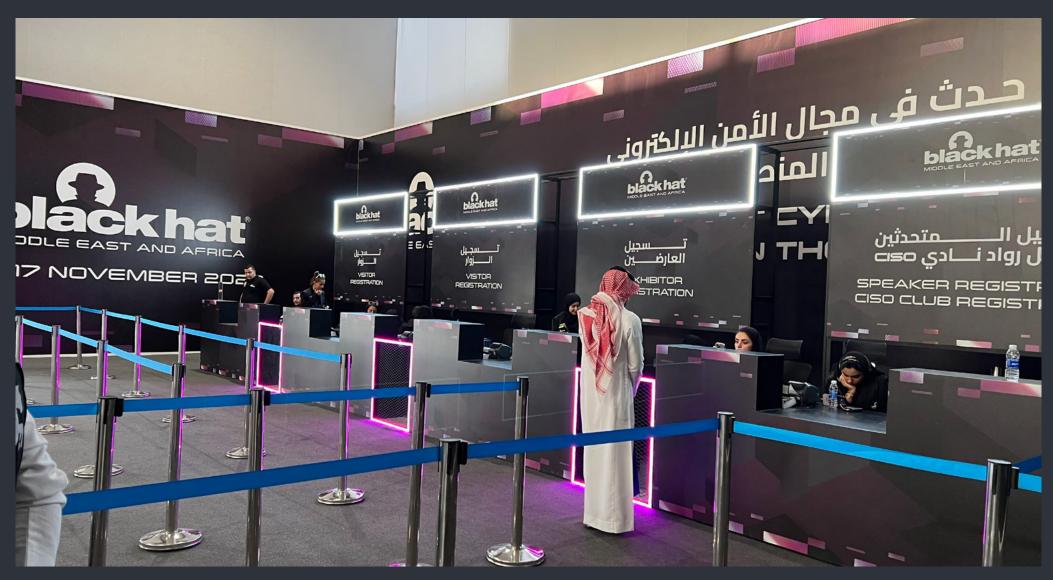








#### Black Hat MEA 2022 – On-site Signage



#### Black Hat MEA 2022 – On-site Signage



#### **LEAP 2022 – Panel Discussion Screens**





@Hack 2021 - Panelist and Speaker Screen Intro

**Client** – Tahaluf

Watch the video



# @Hack 2021 – Speaker Intro Videos





#### @Hack 2021 - Panel Discussions and Orbital Stage Screens

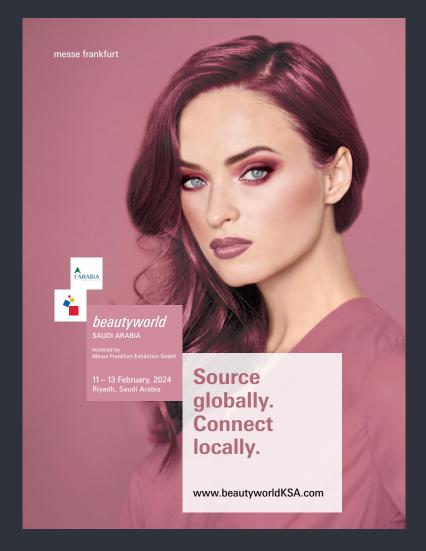






#### Beautyworld Saudi Arabia 2024 Sales Brochure – English

Client – Beautyworld Saudi Arabia





#### Beautyworld Saudi Arabia 2024 Sales Brochure – Arabic

Client – Beautyworld Saudi Arabia





#### Automechanika Riyadh 2024 Sales Brochure – English













# Automechanika Riyadh 2024 Sales Brochure – Arabic













# Automechanika Riyadh 2024 – Field Marketing Flyer



# Beautyworld Middle East 2021 e-Shot

**Client** – Beautyworld Middle East







# Digital Next Summit 2019 – Pillar Branding

Client – Messe Frankfurt Middle East

Watch the video



Digital Next Summit 2019 - Gitex Video

Client – Messe Frankfurt Middle East

Watch the video



# Digital Next Summit 2019 – Key Visual

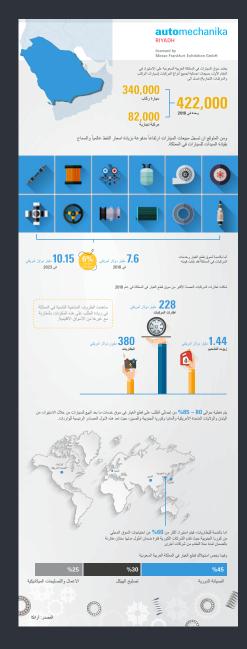
Client – Messe Frankfurt Middle East



#### Automechanika Riyadh 2020 – Aranca Whitepaper







# Intersec Saudi Arabia 2019 – DM

**Client** – Intersec Saudi Arabia





#### **MFME Exhibitor Guide**

Client – Messe Frankfurt Middle East







#### **Hypermotion – Advertisement**

Client – Messe Frankfurt Middle East / Hypermotion

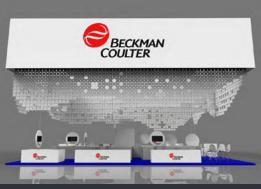


# A FEW WORK SAMPLES

# **Exhibition Stand Design**

**Client** – Beckman Coulter







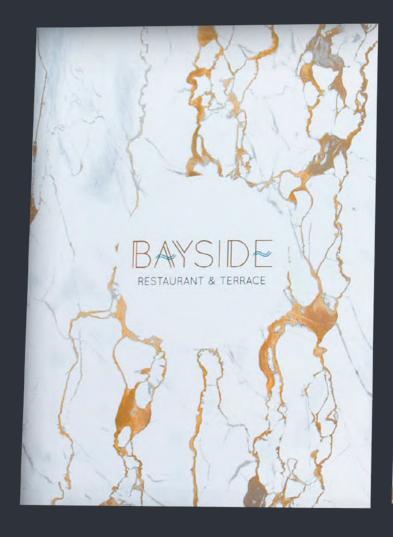
# **Exhibition Stand Design**

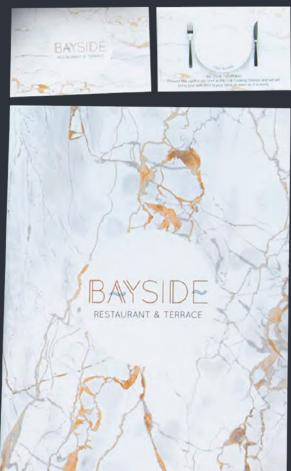
**Client** – Samsung – Gitex Shopper



# Corporate Identity Proposal & Collateral Design

**Client** – Steigenberger Hotel Dubai - Bayside Restaurant & Terrace



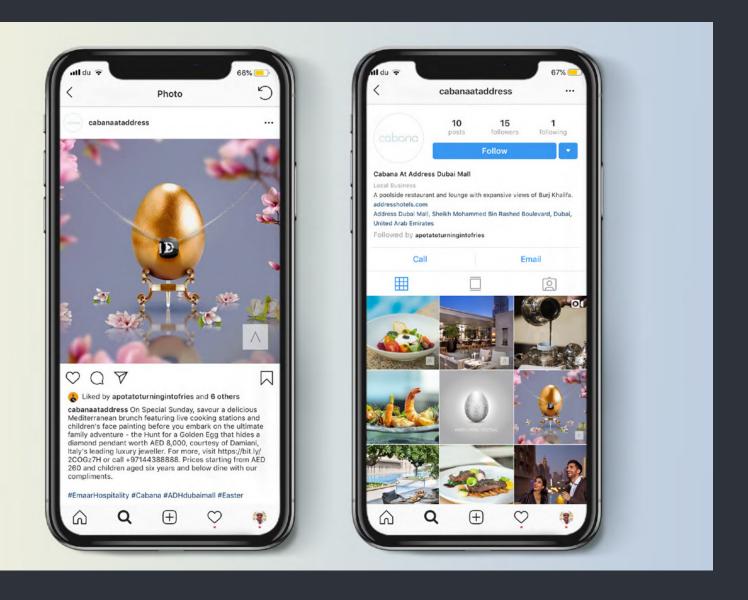






#### Cabana Restaurant – Social Media

Client – Address Dubai Mall



3M World Skills 2017

Client – 3M Middle East

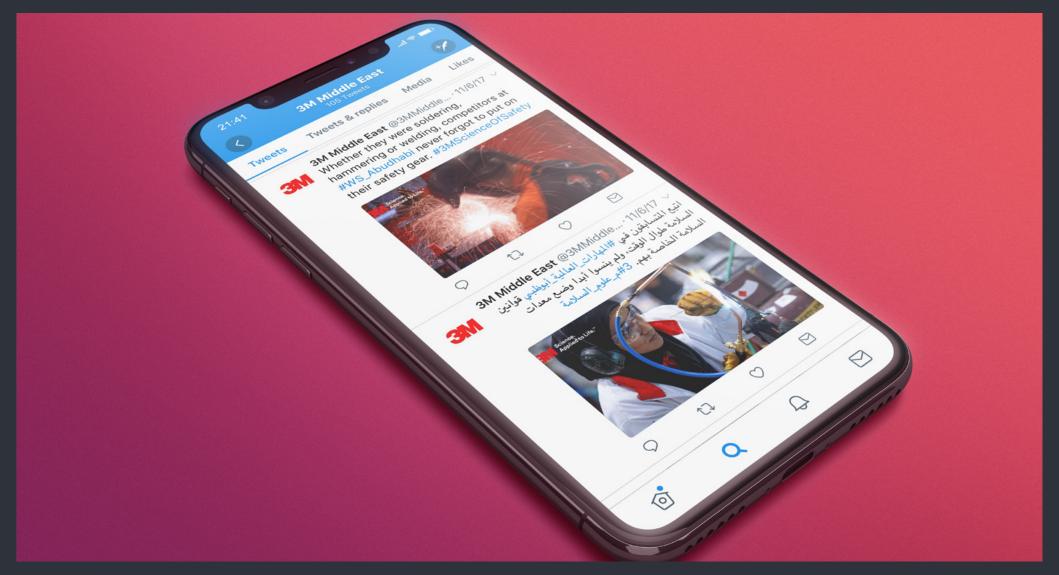
Watch the video



#### 3M World Skills 2017

Client – 3M Middle East

facebook.com/3MMiddleEast/





# Thank you

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