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PREPARED BY
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OUR WORK

Automechanika Dubai 2019 On-site Signage

Client

Messe Frankfurt Middle East



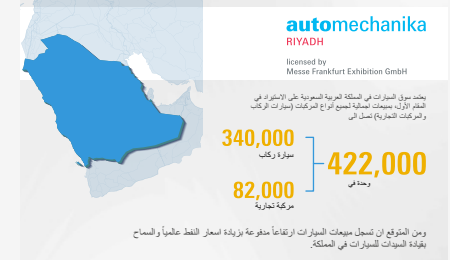
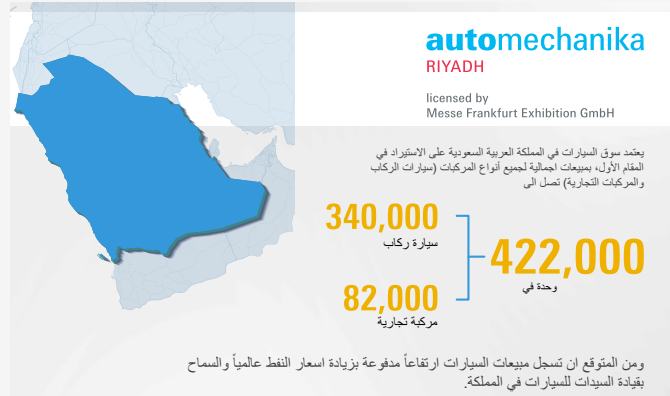
Automechanika Dubai 2019 On-site Signage



Automechanika Riyadh 2020 Aranca Whitepaper

Client

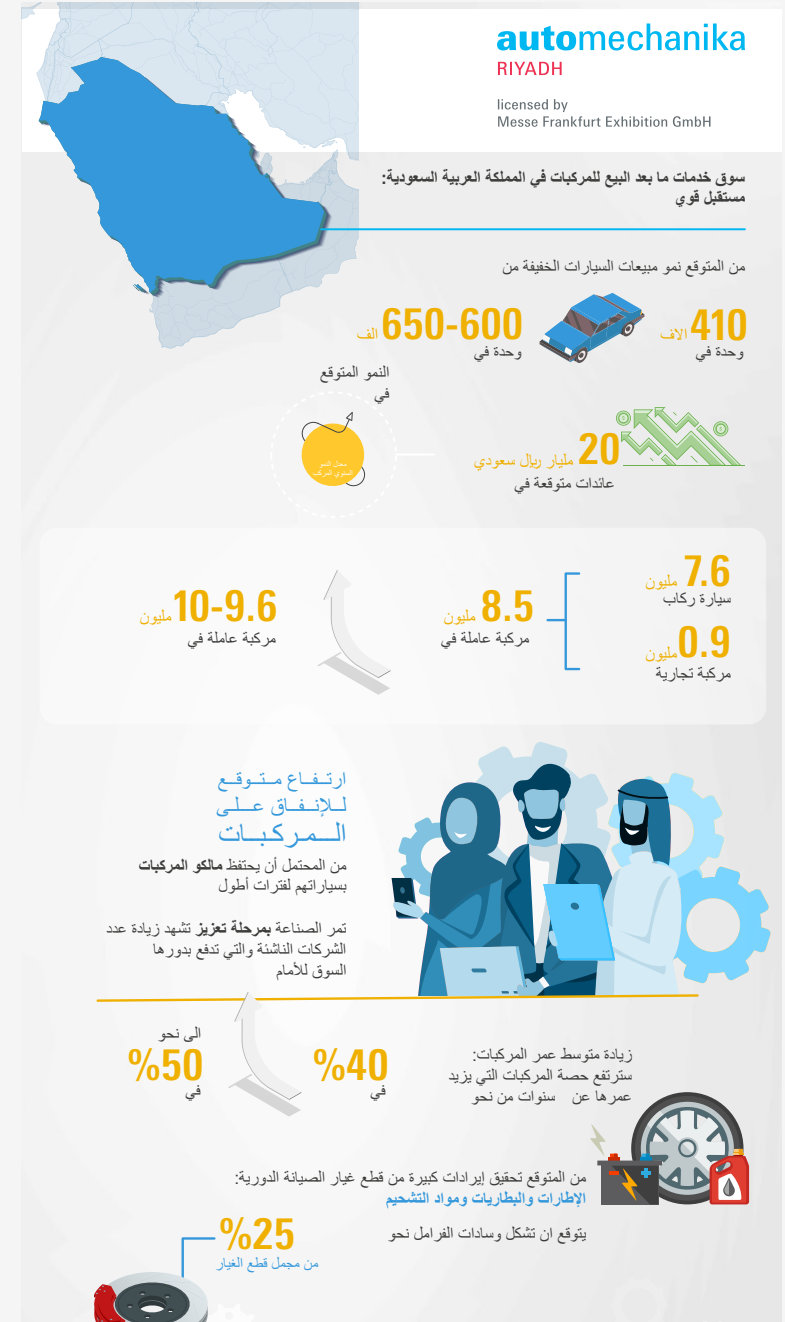
Automechanika Riyadh



Automechanika Riyadh 2020 Frost & Sullivan Whitepaper

Client

Automechanika Riyadh



Automechanika Riyadh 2024 (Sales Brochure)

automechanika RIVADH
Organized by TRABIA
30 April – 02 May 2024

Saudi Arabia's leading regional trade show for the automotive service industry

www.amriyadh.com

Pick up the pace in **the region's largest automotive aftermarket**

Saudi Arabia's automotive aftermarket Projected to reach an industry valuation of **US\$ 9.44 billion** by 2027 at a **CAGR of 6.43%**

Automechanika Riyadh returns after four years, at the Riyadh International Convention and Exhibition Center (RICEC) for its sixth Saudi Arabian edition from 30 April – 02 May 2024. As Saudi Arabia's leading regional trade show for the automotive aftermarket industry, Automechanika Riyadh provides an unmatched platform for global brands and suppliers to showcase their offerings at the region's largest market.

Strategically located at the heart of The Kingdom, this is the ideal destination to meet trade buyers from across the country, all under a single roof. The show is an unmissable opportunity to forge partnerships, establish distributors and gain critical insights into local and regional market trends.

Visitor profile
Visitor breakdown

77% of visitors represent top management
59% visited to initiate new business relationships
33% visited to propose and purchase

Opportunities in the Saudi Arabian automotive aftermarket

The automotive aftermarket in Saudi Arabia shows significant growth and promising potential

- Government Support**
The Saudi Arabian government has implemented policies and initiatives to support the automotive sector, including the development of local manufacturing capabilities.
- Expanding Vehicle Ownership**
Saudi Arabia has a large and growing population with a strong demand for automobiles. The increasing vehicle ownership rate creates a significant market for automotive aftermarket products and services.
- Market Size**
According to reports, the Saudi Arabian automotive aftermarket is expected to reach approximately USD 14.4 billion by 2027. Also, as per estimates, up until 2025, there were 13 million registered vehicles in Saudi Arabia, including passenger cars, commercial vehicles and heavy duty trucks.
- Consumer Preference for Customisation**
Saudi Arabian consumers, like many others globally, have a growing interest in customising and personalising their vehicles. This trend creates opportunities for the aftermarket industry to provide wide range of accessories, performance parts, and aesthetic enhancements.
- Economic Development**
Saudi Arabia's current focus on economic diversification – including the Vision 2030 initiative – has positively impacted various sectors, including the automotive sector. This has led to increased infrastructure development, construction projects, and transportation, thereby creating a strong demand for aftermarket products and services.
- Growing Vehicle Age**
The average age of vehicles in Saudi Arabia has been increasing, leading to a rise in the demand for maintenance, repair, and replacement parts. As vehicles age, there is a greater need for aftermarket components and services, contributing to the growth of the industry.
- GIGA Projects within Saudi Arabia**
Large-scale infrastructure and economic development projects are underway, such as the Kingdom of Saudi Arabia Motor Vehicle Industry Development Centre (MVIC) project in Jeddah. These projects are expected to drive growth in the automotive aftermarket sector.
- Establishment of Key Government Entities**
Establishment of key government entities, including Ministry of Economic and Planning, Ministry of Industry, Ministry of Transport, and the Saudi Investment Authority (SIA), are expected to drive growth in the automotive aftermarket sector.

What to expect at Automechanika Riyadh 2024

180+ exhibitors
15+ countries
5,000+ trade visitors
11,200+ gross sqm
5+ country pavilions

Some of the brands you will meet at the show

As a leading automotive aftermarket company in KSA, we're celebrating 20 years of success as our exclusive agent for innovative international products for vehicle care, and we're gearing up to introduce our ground-breaking products and services at Automechanika Riyadh 2024. This premier platform will provide us with an unparalleled opportunity to connect with potential customers, unveil our latest innovations, and solidify our position as an industry player. We're committed to leveraging this event to drive growth and expansion within the Saudi Arabian market, further cementing our legacy as a trusted provider of exceptional automotive solutions.

O2Performance

How to participate

Exhibit Pricing Structure

ONE SIDE OPEN US\$ 470/sqm	TWO SIDES OPEN US\$ 480/sqm	THREE SIDES OPEN US\$ 490/sqm	FOUR SIDES OPEN US\$ 500/sqm	SHELL SCHEME US\$ 95/sqm	FAIRSMART US\$ 185/sqm
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Maximise your reach Marketing Toolbox

We are pleased to offer our exhibitors a number of FREE tools to promote their presence at Automechanika Riyadh 2024 and maximize their impact at the show through the Marketing Toolbox.

- Promotion via E-Newsletters
- New Product Launches
- Printed Invites
- Email Signatures
- E-Cards & Web Banners

Get in touch: faizah.mahdi@messefrankfurt.com

PR

Get the word out about your latest achievements and company news through our in-house PR campaign, which runs all year long. Send us your pressworthy stories to include as our next press release, e-newsletter or even as a feature on the show website (based on relevance of the shared content).

Get in touch: kate.mcgrath@messefrankfurt.com

Book your stand today

For pricing and other information, contact our team:

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Automechanika Riyadh 2024 (Field Marketing Flyer)



OUR WORK

Automechanika Riyadh Ramadan E-card

Client

Automechanika Riyadh



Automechanika Riyadh 2020 – Field Marketing Flyer

Client

Automechanika Riyadh



Automechanika Riyadh 2020 E-shots

Client

Automechanika Riyadh



MFME Exhibitor Guide

Client
Messe Frankfurt Middle East

Exhibitor Health & Safety at Messe Frankfurt Middle East Events

Your safety is at the heart of our events

Messe Frankfurt Middle East exhibitions are organised in compliance with the Dubai World Trade Centre's 'Venue Safe' standards ensuring strict adherence to all safety and hygiene measures. Dubai World Trade Centre is certified with the Bureau Veritas (a world leader in testing, inspection and certification services) SafeGuard Label, which is awarded to a venue only when all requirements of a detailed audit are met.

Below you will find complete details of all measures taken to help ensure your safety along each step of your journey at our shows.

We look forward to welcoming you to your second home in Dubai.

Arriving at the Venue

Avail of Exhibition Street Parking with direct access to the venue or Taxi, Uber and Careem drop-off points at both Exhibition and Convention gates. The World Trade Centre Metro Station is a mere 5-minute walk away.



Contactless temperature checks are conducted at all entry points.

Online pre-registration for all events is mandatory, for contact tracing purposes.

Thorough sanitisation of frequently touched parking areas (payment machines, booths) along with social distancing stickers in elevators and walkways are carried out.

If you have a fever, cough, shortness of breath, are feeling unwell or suspect to have symptoms of COVID-19, please seek medical attention and do not attend the event. Temperature checks are required prior to entry.

At the Venue

Automated ticket badge dispensers with contactless payments are implemented where applicable.	Rigorous sanitisation of the halls pre- and post-event, with periodic disinfection of common areas including all frequently touched surfaces (lift buttons, handrails, etc.) and fumigation by a professionally trained team are carried out.
Sanitisers are provided across the venue.	Wearing a face mask is compulsory at all times including inside the halls.
When queuing, please stand on floor stickers to ensure social distance. Event seating capacities are adjusted to accommodate this as well.	Designated bins are located throughout to ensure that used Personal Protective Equipment (PPE) is disposed safely.
All food outlets onsite also follow social distancing requirements, with dedicated staff to clean and sanitise tables and chairs after every use. We recommend contactless payments at all the venue's outlets and catering purchases.	Barcodes / QR codes are digitally scanned to allow entry where applicable.
	Prayer rooms are partially open during prayer times with precautionary measures to keep worshippers safe.
	Restrooms (floors, mirrors, wash basins and amenities) are cleaned and disinfected hourly.

Recommendations for Exhibitors

We recommend exhibitors design their stands to factor in physical distancing requirements while also maximising customer flow throughout the duration of an exhibition. Our Operations Team is also on hand to assist you throughout this process. Below are a few points and guidelines to help you manage your stand design and construction as seamlessly as possible.

Stand Capacity, Social Distancing, and Hygiene Requirements

- Assigned Exhibition Stand and Meeting Rooms Capacity: Minimum 2m Social Distancing or 1 Person per 4sqm gross.
- Clear signage of "No of People Allowed" at entrance of Exhibition Stand.
- Avoid physical contact and promote alternative ways to welcome business partners.
- Exchange of printed materials is discouraged; digital alternatives recommended.
- Live demos / presentations at the stand are not encouraged; virtual approach is ideal. Stand parties are not possible.
- Exhibition stand giveaways allowed only if individually wrapped / packaged.
- Brochures, if physically handed, should be individually wrapped / packaged.
- Physical touch points, physical products and shared equipment to be minimised.
- Presentations at stand edges should be avoided to prevent people gathering in aisles.

Stand Design Concept

- Stand design should ensure minimum 80% of total space is open, after accounting for product displays, models, walls and furniture, etc.
- Smaller exhibits should be presented behind glass (e.g. display cases) wherever possible to prevent contact with non-sanitised surfaces of samples/displays (making it necessary to regularly disinfect these surfaces).
- Exhibits, display cases, counters, displays, screens etc. to be located at least 1m from the stand edge so visitors can leave aisles to view.
- Double-decker stands only permitted up to 6m depending on stand location, when area beneath maintains adequate ventilation.
- Stair width for double-decker stands must be minimum 4m for two-way direction, else access control from ground to mezzanine must be applied to ensure single person usage at a time.
- Meeting space on the stand needs to be large enough for social distancing regulations (1 person per 4sqm or minimum of 2 vacant seats equivalent per person).
- No enclosed meeting rooms allowed.
- Stands must have clearly marked and separate entry and exit points.
- Stand materials should be prefabricated to reduce onsite activities, and stand layouts must satisfy hygiene, physical distancing and protection requirements.

Stand Catering

- If food and beverages are provided, please provide closed containers. Individual prepackaged items to be served only with disposable cutlery.
- Buffet may be allowed subject to minimum social distancing guidelines of 2m for queuing, and/or only if served by wait staff or at the guest table. Self-service not allowed.
- Water dispensers are not permitted.

General Exhibitor Information

- Distancing and hygiene rules may delay set-up and dismantling; we therefore ask that you utilise the entire period offered for set-up and dismantling.
- All your personnel must be instructed regarding occupational health and safety.
- The exhibitor must instruct all companies (exhibitors, stand contractors, service partners) participating in a stand to comply with protection and hygiene regulations.
- Make sure you contact your stand contractor well in advance regarding implementation of protection and hygiene regulations.

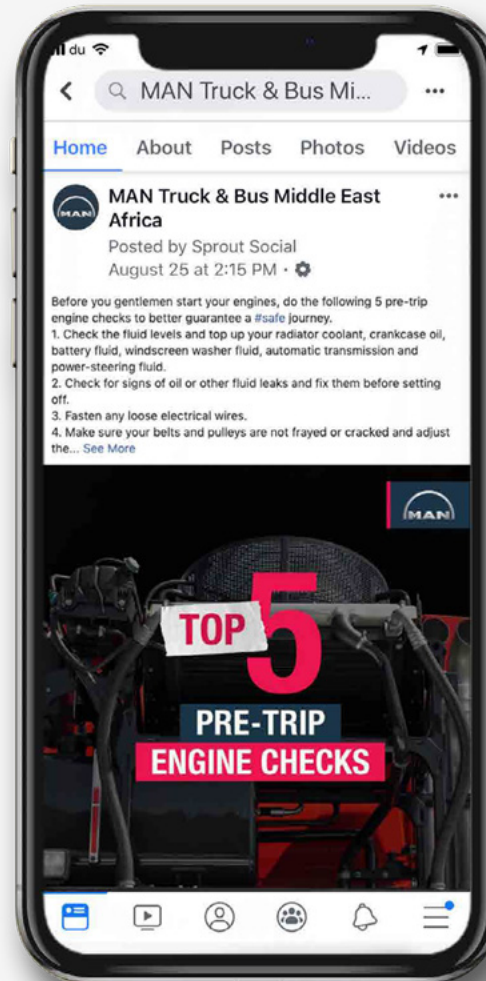
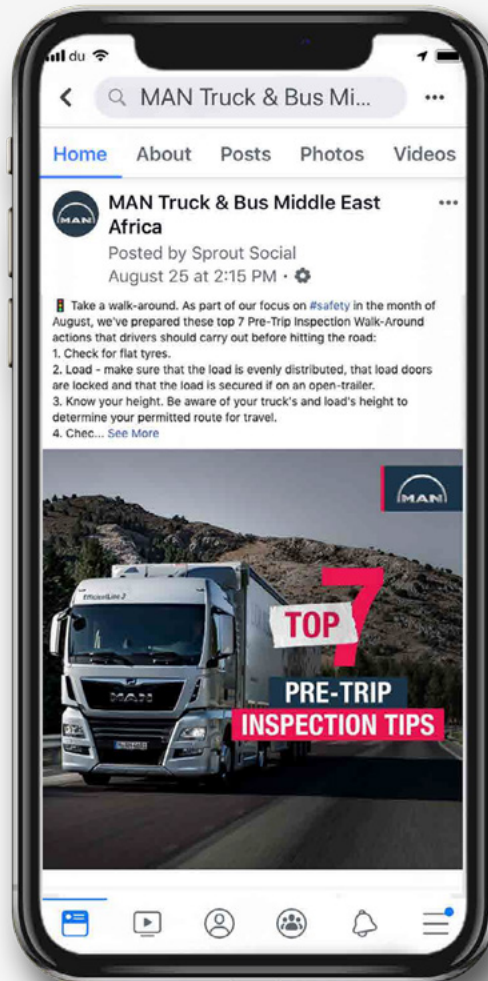
These guidelines have been released by Dubai World Trade Centre in September 2020 in accordance with the DWTM Resumption of Economic Events Circular issued on 20th August 2020 and are subject to change without prior notice.



MAN Social Media

Client

MAN Truck & Bus Middle East Africa



MAN Social Media



MAN Truck & Bus Middle East Africa

Let's be clear, driving in foggy weather requires you to be extra careful when driving your heavy vehicle. Here are our top 5 tips for driving in fog:

1. Never speed, and when you slow down, do so gradually
2. To increase visibility, use your fog lights in addition to your low beam headlights
3. Avoid changing lanes
4. Avoid distractions, as your full attention is required on the road
5. There is such a thing as too much fog. If the visibility is very poor, get off the road. Position your truck away from other vehicles and turn on your emergency lights



MAN Truck & Bus Middle East Africa

لنكن واضحين، القيادة في طقس ضبابي تتطلب منك توخي الحذر عند قيادة مركبتك الثقيلة. إليك أفضل 5 نصائح للقيادة في الضباب:

- 1- لا تُسرّع، وعندما تبطئ قم بذلك تدريجياً
 - 2- لرؤية أفضل، استخدم مصابيح الضباب الخاصة بك بالإضافة إلى المصابيح الأمامية ذات الشعاع المنخفض.
 - 3- تجنب تغيير الممرات
 - 4- تجنب السهو والإنشغال عن القيادة، فمطلوب منك انتباهك الكامل على الطريق.
 - 5- في حالات الضباب الشديد جداً إذا كانت الرؤية رديئة للغاية، فعليك الابتعاد عن الطريق. ضع شاحنتك بعيداً عن المركبات الأخرى وقم بتشغيل مصابيح الطوارئ الخاصة بك.
- نتمنى لكم رحلات آمنة



صور اليوميات ٢٨/١١/٢٠١٩



OUR WORK

Hypermotion Advertisement

Client

Messe Frankfurt Middle East / Hypermotion

hypermotion
DUBAI

2 - 4 NOVEMBER, 2021
Dubai Exhibition Centre at Expo 2020

Under the Patronage of
H.H. Sheikh Ahmed Bin Saeed Al Maktoum
President, Dubai Civil Aviation Authority;
Chairman and CEO, Emirates Group and Chairman, Dubai Airports



Join global innovators in discovering all aspects of the future of intelligent transport systems at the region's only event for the disruption, decarbonisation and digital transformation of transport, logistics and mobility.



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messe frankfurt

OUR WORK

3M – Automotive Division

Client
3M



OUR WORK

3M – Automotive Division

Client
3M



2010 **3M™ Multi-Touch display**
The 3M™ computer display allows 10 simultaneous touches. As the world's leading touch screen manufacturer, 3M strives to remain innovative with the display allowing professionals to work together on a single screen.

2009 **3M™ Ultrasound™ Electronic Stethoscope**
Used by the physician, this technology captures waves of sound from hands-on use can be difficult. To avoid infection, expensive ultrasound probes are provided with very small areas. With Ultrasound™ technology, an ultrasound is complete. The electronic stethoscope and connected to a computer, the electronic stethoscope is used by a software. It can detect a graphical representation with any frequency registered for precise diagnosis.

2006 **3M™ Ultra™ Ultra Air Purifier**
Ultra™ Ultra Air Purifier captures and removes 99.97% of airborne particles, including bacteria and viruses.

2003 **3M™ Crystalline Automotive Window Film**
The heat rejection of our new window film is up to 99%. With our new 3M™ Crystalline Automotive Window Film, you can enjoy a clear view from the road without reducing visibility.

2000 **3M™ Visi™ Display Enhancement Films**
One of the most innovative of computer display enhancements is to deliver a brighter screen without impacting on the safety of the user. With a 3M™ Visi™ film, the light output of a screen is precisely controlled. The screen glare is reduced, and the screen is protected from light damage. The screen is protected with the technology. LED screens are up to 100 times brighter.

1992 **3M™ ESPE Lava™**
3M™ ESPE Lava™ is a high-strength, high-temperature resin used in the production of dental crowns and bridges.

1991 **3M™ Electrode Graphite Station**
The 3M™ Electrode Graphite Station is a high-strength, high-temperature resin used in the production of dental crowns and bridges.

2012 **3M™ Solar Mirror Film**
This film is light reflecting, and offers higher efficiency and better mechanical properties than traditional solar mirrors. These features can increase the output and design flexibility of CSP systems.

2008 **3M ESPE Lava™**
3M ESPE Lava™ is a high-strength, high-temperature resin used in the production of dental crowns and bridges.

2002 **3M™ Fire™ Fire Protection Film**
Through the technology for fighting fires in highly effective for its purpose. It can damage structures. As such, it is difficult to use in situations. As such, it is difficult to use in situations. As such, it is difficult to use in situations.

1996 **3M™ Scotch™ Gold Fabric™**
3M™ Scotch™ Gold Fabric™ is a high-strength, high-temperature resin used in the production of dental crowns and bridges.

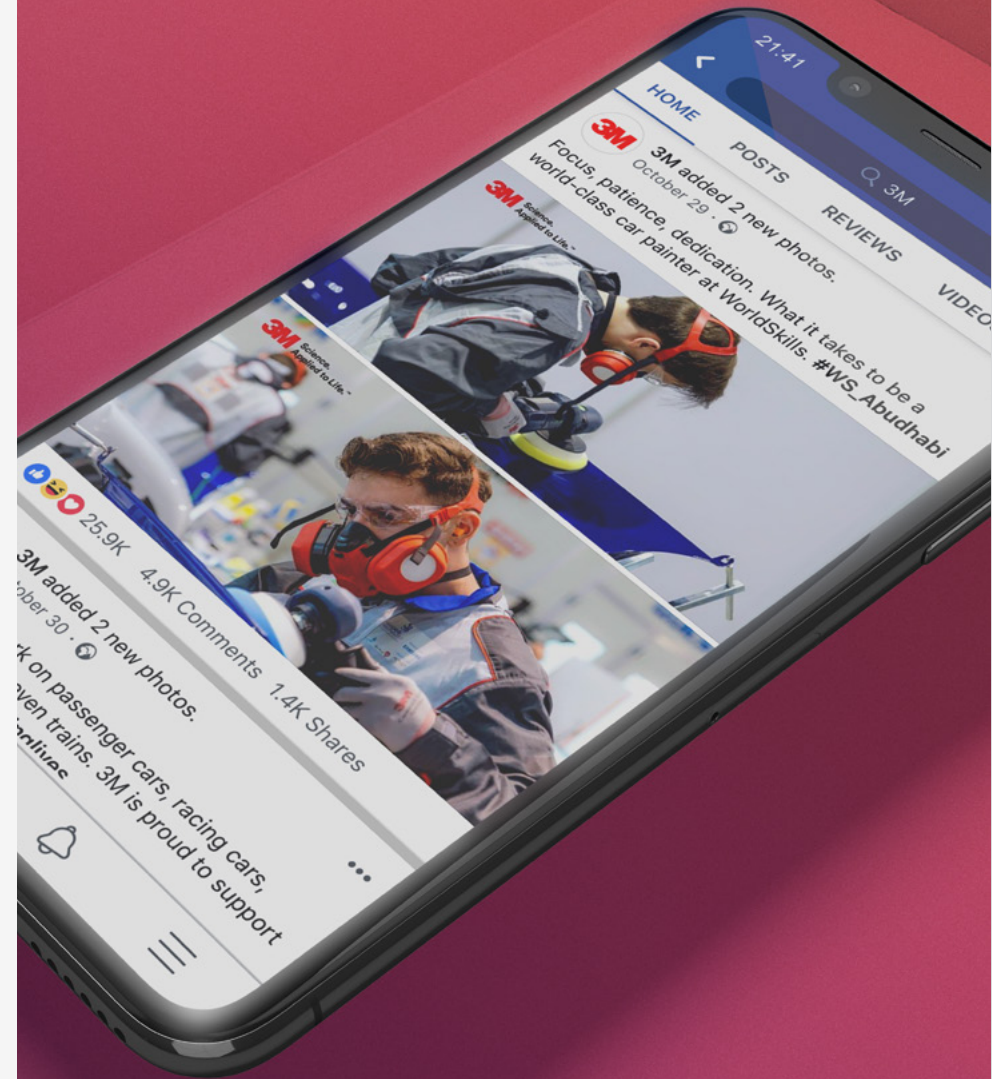
1995 **3M™ Medical™ Blue Breaker™**
3M™ Medical™ Blue Breaker™ is a high-strength, high-temperature resin used in the production of dental crowns and bridges.

3M World Skills 2017

Client

3M Middle East

World Skill was an exhibition conducted by 3M for youth from all over the world to compete at tasks related to electronics, welding, mechanics, etc. Our scope included a comprehensive social media campaign as well as event coverage through videography and photography.

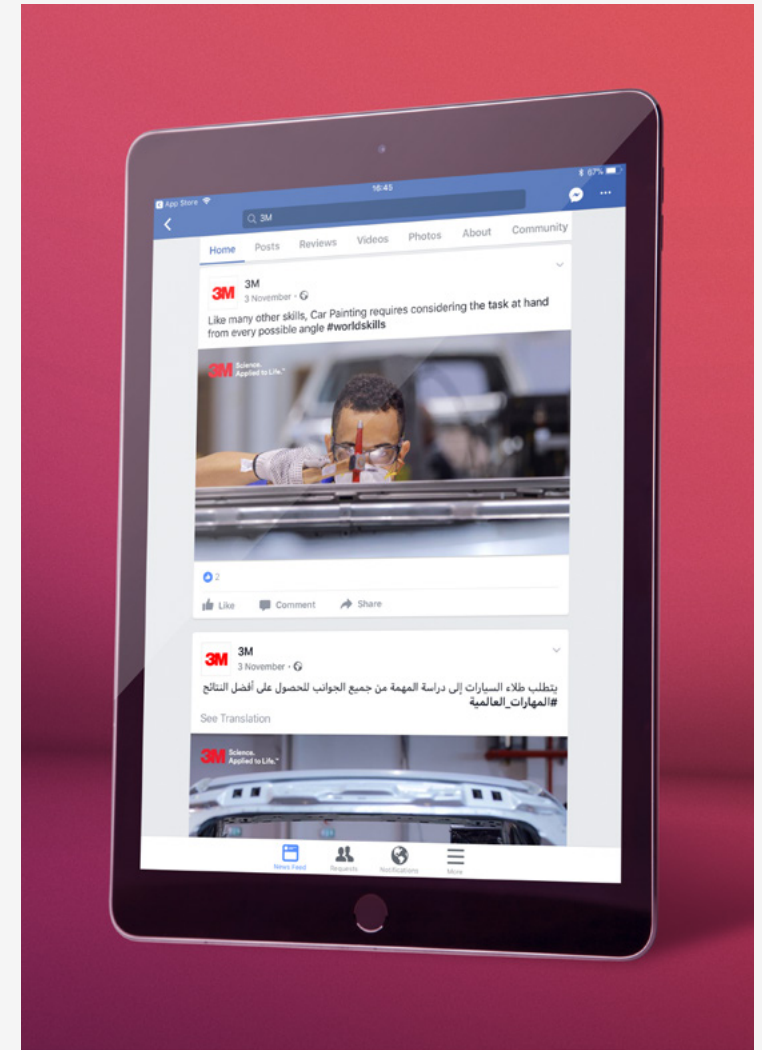


3M World Skills 2017

Client

3M Middle East

facebook.com/3MMiddleEast/



OUR WORK

3M World Skills 2017

Client

3M Middle East

[Watch the video](#)

Why is WorldSkills
important to
3M Middle East?

*WorldSkills is really important to the Middle East
and African countries.*



OUR WORK

LEAP 2023

Client
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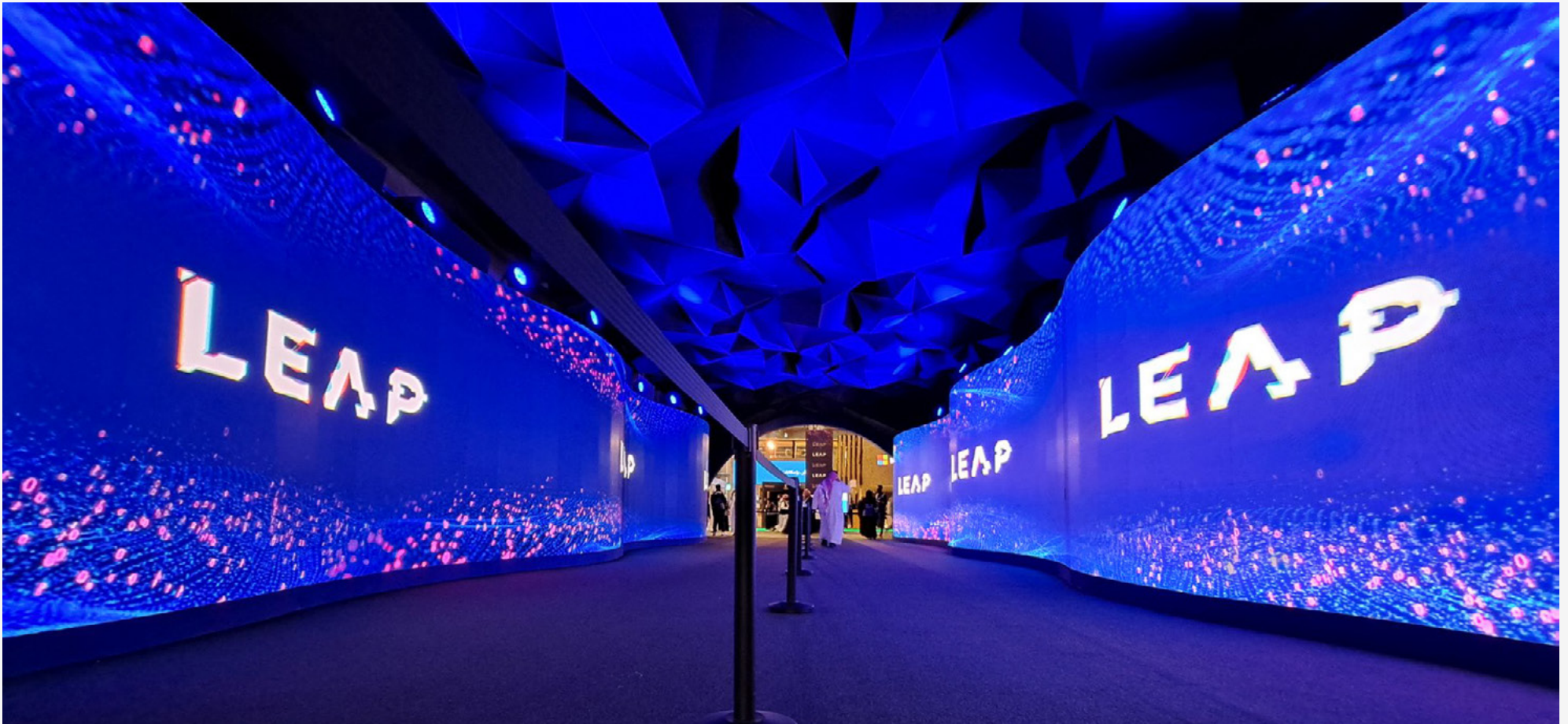
[Watch the video](#)



OUR WORK

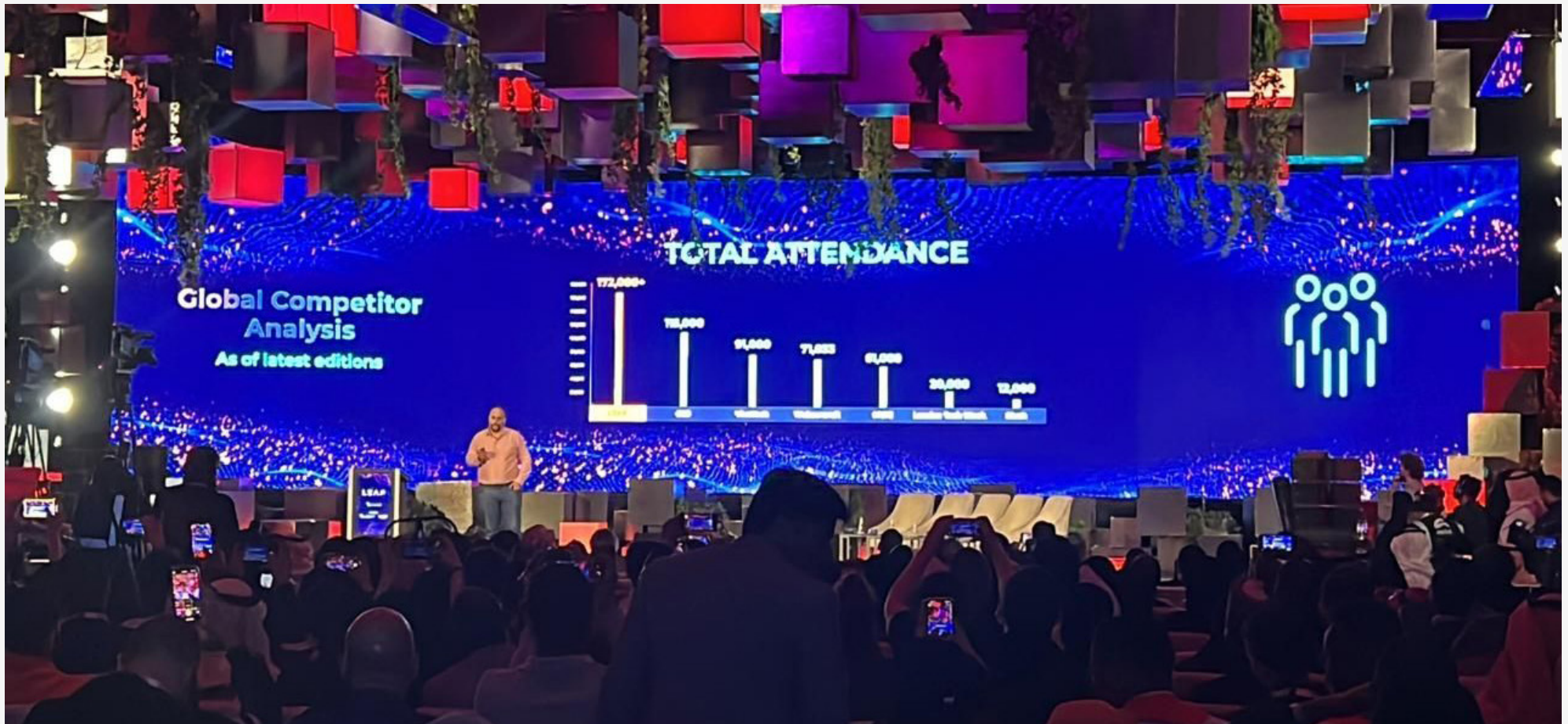
LEAP 2023

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LEAP 2023

Client
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OUR WORK

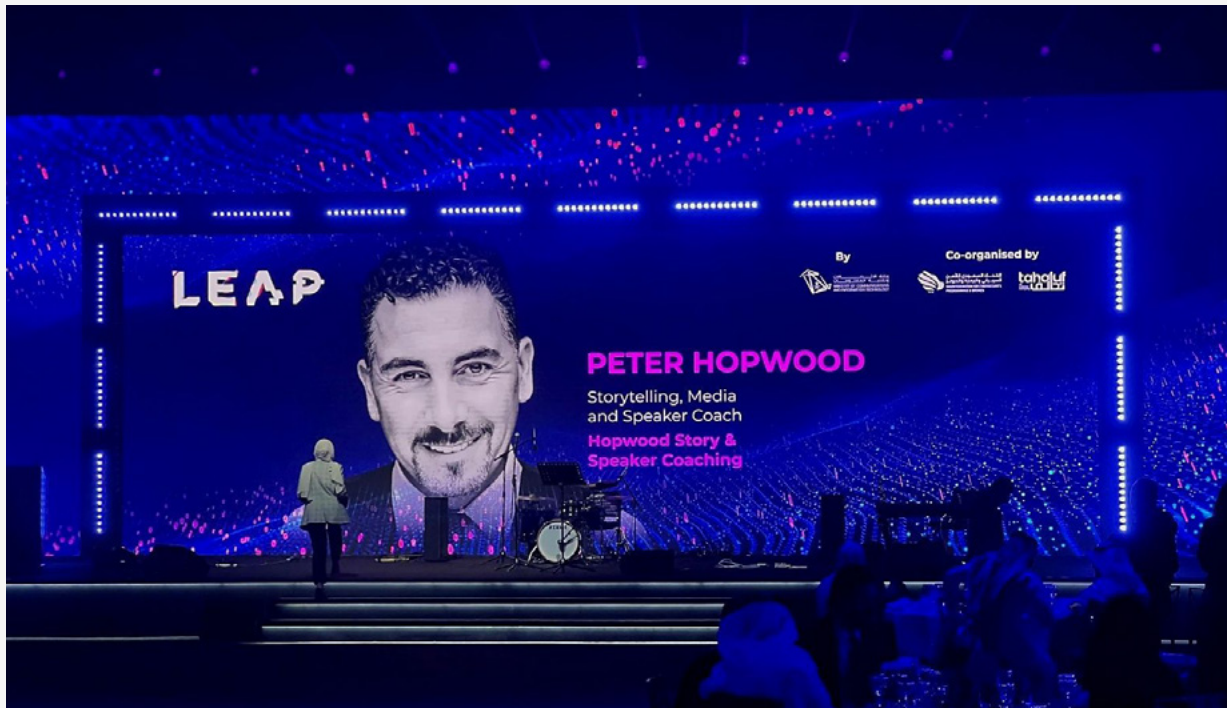
LEAP 2023

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LEAP 2023

Client
Informa



OUR WORK

LEAP 2023

Client
Informa



DeepFest 2023 – Logo

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DeepFest

DeepFest

AI BEYOND IMAGINATION

DeepFest
by LEAP

DeepFest

Powered by SDAIA

OUR WORK

DeepFest 2023 – Key Visual

Client
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OUR WORK

DeepFest 2023 – Key Visual

Client
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OUR WORK

DeepFest 2023 – Brochure

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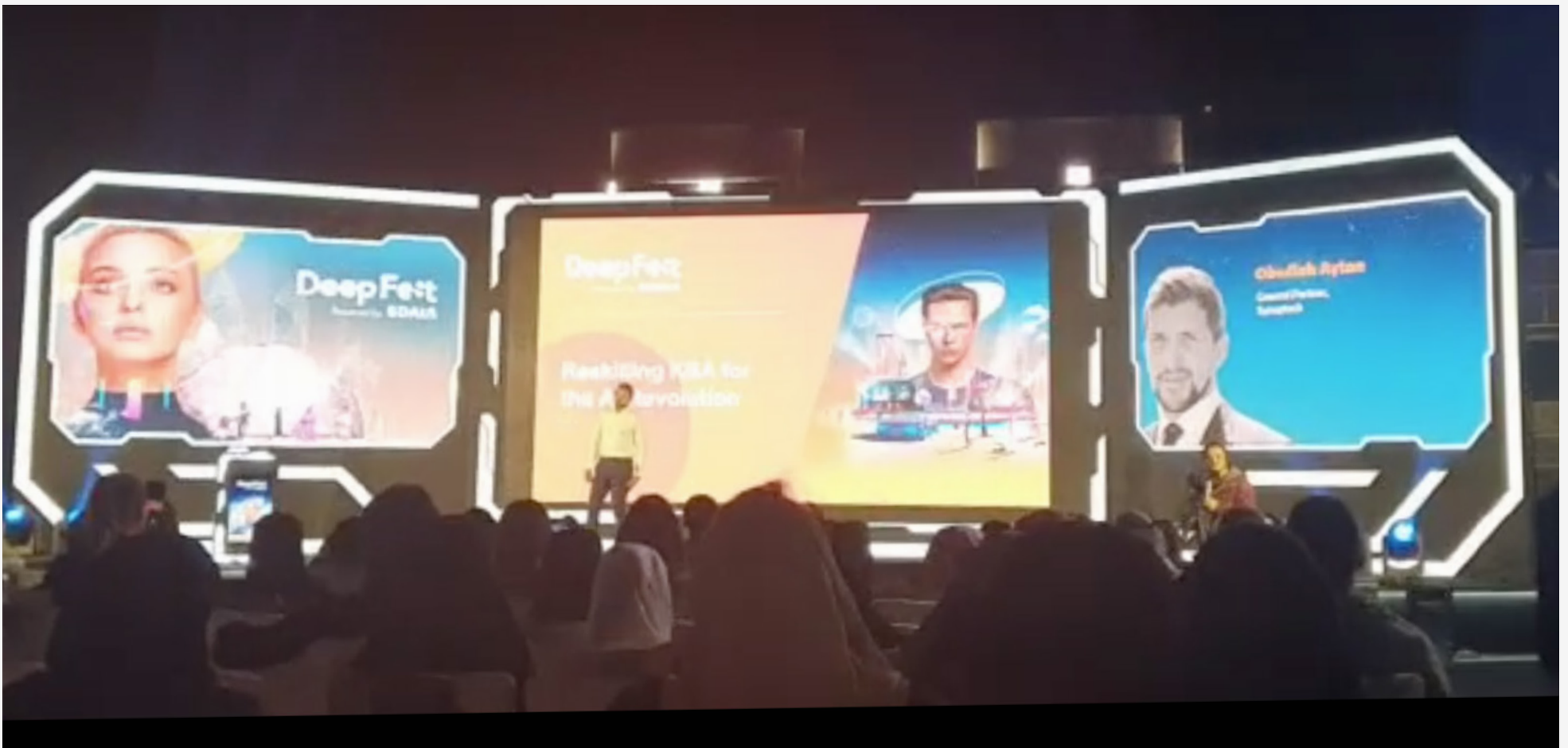


OUR WORK

DeepFest 2023

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[Watch the video](#)



OUR WORK

Black Hat MEA 2022

Client
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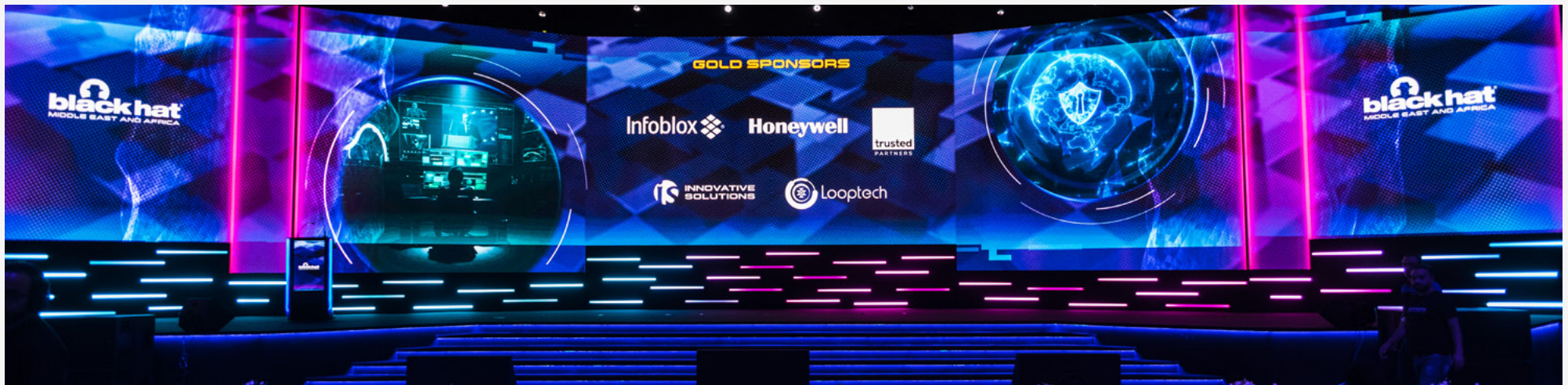
Watch the video



OUR WORK

Black Hat MEA 2022

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OUR WORK

Black Hat MEA 2022

Client
Informa



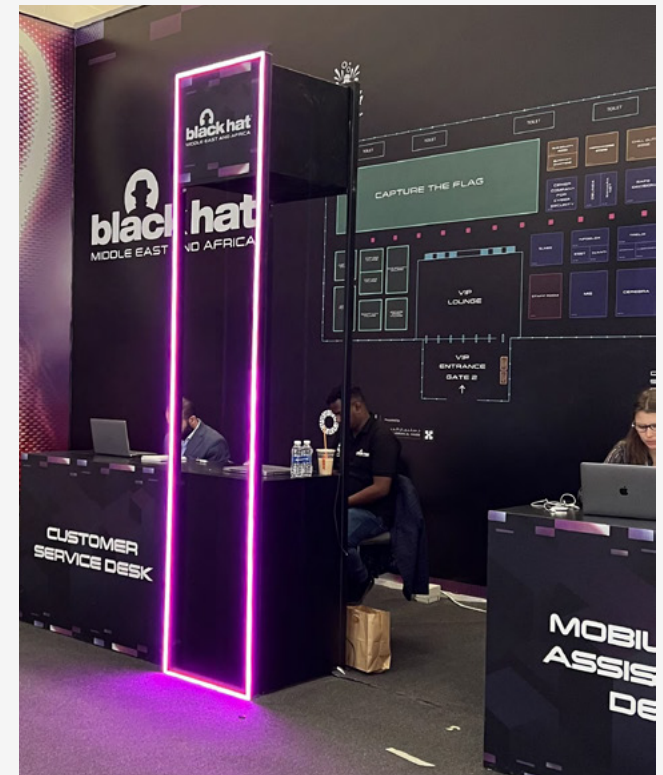
Black Hat MEA 2022 – Onsite Signage

Client
Informa



Black Hat MEA 2022 – Onsite Signage

Client
Informa



Black Hat MEA 2022 – Onsite Signage

Client
Informa



OUR WORK

LEAP 2022 – Event Opening Ceremony Video

Client
Informa

[Watch the video](#)



WHAT DOES IT
TAKE TO LEAP?

OUR WORK

LEAP 2022 – Investor Spotlight Opener Video

Client
Informa

Watch the video



OUR WORK

LEAP 2022 – Speaker Intro Video

Client
Informa

Watch the video



LEAP

BÖRJE EKHOLM
President and Chief Executive Officer
ERICSSON GROUP

IMAGINE THE POSSIBILITIES OF A SUSTAINABLE DIGITAL FUTURE

Co-organised by

Logo of the Ministry of Economic Planning and Economic Development of the Kingdom of Saudi Arabia

Logo of the Ministry of Communications and Information Technology of the Kingdom of Saudi Arabia

informa tech

LEAP 2022

Client
Informa



LEAP 2022

Client
Informa



13:50 PANEL
14:35 Can we achieve a sustainable future for all?
Luc Remont, Executive Vice President,
International Operations, and member of the
Executive Committee, Schneider Electric
Abdulla Alkanhi, Chief Corporate Affairs
Officer, etc
Naif Shesha, Assistant Deputy Governor for
Strategy Development, Communications and
Information Technology Commission (CITC)
Will Thompson, Chief Strategy Officer at
Forbes Ignite (Moderator)
14:35 VIRTUAL SESSION
14:40 Make the LEAP take the LEAD
Guo Ping, Deputy Chairman, Rotating
Chairman, Huawei
14:40 PANEL
15:20 Tech to the Rescue – Putting a definitive end
to world hunger
Marcio Barradas, Founder and CEO,
Moodbytes
Sky Kurtz, Founder and CEO, Pureharvest
Derya Baran, Chief Engineer, Co-Founder,
Red Sea Farms
Mohammed Ashour, Co-Founder and CEO,
Aspire Food Group
Bina Khan, Founder, Summit Partners
(Moderator)
15:20 CELEBRITY FIRESIDE CHAT
15:50 The future of tech in sports
Luis Figo, Retired Footballers & Celebrity
Investors
Nadim Badran, Managing Partner, Final
Whistle Sports (Moderator)
15:50 KEYNOTE
16:10 Healthcare isn't broken, it just wasn't
designed for everyone: How technology can
expand access to all
Ali Parsa, Founder & CEO, Babylon Health

14:00 SESSION
14:30 Blockchain Technology in Cross-Borders
Transactions
John Lill, Investor & Product Development,
Polygon
14:30 PANEL
14:35 Fintech & Innovation
Ahmed Alanaazi, CEO, etc Pay
Ali Bailon, General Manager, Visa
Jean Claude Farah, EVP - President, EMEA/
APAC Region, Western Union
Shadab Tayyabi, President, Singapore Fintech
Association (Moderator)
15:00 SESSION
15:30 Refinancing: Mobilizing Forces in
Drive Financial Inclusion
Noha Shaker, President, Fintech A
Egypt

14:20 Build Smarter, Safer Spaces with AI and
OmniVerse
Carlo Ruiz, Director AI Data Center Solutions,
Services and Operations, NVIDIA
14:20 SESSION
14:45 Digital Transformation in Smart Cities
Marc Noll, Director of Digital
Transformation, Director Strategic Initiatives,
SAP
14:45 SESSION
15:10 How to Create Tech-Cities of the Future
Through E-Governance: E-Prispora
Ott Vitter, Managing Director e-Prispora,
ex-MD, e-Residency, Government of Estonia,
Founder vertikal.digital
15:10 SESSION
15:30 The Future of Digital Banking
Chimwa Baradh, Chief Information Officer,
Middle East North Africa & Turkey (MENAT),
HSBC

13:50 Disability Inclusion, EMEA, Google
14:30 Building an ethical competitive advantage
for data-driven Industries
Hubert Etienne, AI ethics researcher, Ecole
Normale Supérieure
14:30 SESSION
14:25 Data Analytics and AI in Business
Sehad at Tashiri, VP of Business Solutions,
etc
14:30 SESSION
14:45 The ethical implications of tech on humanity
Tareq Jajaj, AI Expert, Tech Evangelist,
Futurist, Author & Expert Technology
Contributor, Forbes
14:45 PANEL
15:20 Global Digital Cooperation, the United
Nations and the Fourth Industrial Revo
Data Sharing perspectives
Adhale Tsai, Digital Transformation Adve
for Data Exchange, Cybernetics
Ayman Elsherbiny, Chief of ICT Policies
section, UN ESCWA
15:30 Head of Digital Identity
15:30 Founder, CIPQ
15:40 SESSION
16:00 Achieving ROI with blockchain
and bias and back to the
Aly Madhaji, Managing Partner,
Consultant, Loyal VC & Senior Blockchain
Fellow, Blockchain Founders Fund, United
Nations, Draper Green Helm & INGEAD

13:50 How digital transformation in the cloud is
shaping the future of energy
Benjamin Bohren, Head of the Oil and Gas
and Energy Industry SAP
14:45 Title TBC
14:50 Only 5 Stars in 40 and Beyond
Open Data, Co-Founder, Only 40

OUR WORK

@Hack 2021 – Event Opening Ceremony Video

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@Hack 2021 – Panelist and Speaker Screen Intro

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Watch the video

@HACK
INFOSEC ON THE EDGE
IN ASSOCIATION WITH **blackhat**

CO-ORGANISED BY
الاتحاد السعودي للأمن السيبراني والبرمجة والدرونز
PROGRAMMING & DRONES
informa tech

BIG DATA = PRIVACY / REGULATIONS 2

Moderated by
SAMER OMAR
MENA Cyber Competency & Cyber GPS Leader - Senior Principle, EY

YAZAN AL MASRI
Chief Information Security Officer, Aramex

FAHAD ALJUTALI
CEO Sirar by STC

DR ERDAL OZKAYA
Chief Information Security Officer, Comodo

SUNIL VARKEY
VP Global Financial Services & EMEA CTO, Forescout Technologies Inc

OUR WORK

@Hack 2021

Client
Informa



@Hack 2021

Client
Informa



Digital Next Summit 2019 – Key Visual

Client

Messe Frankfurt Middle East



Digital Next Summit 2019



OUR WORK

Digital Next Summit 2019

Client

Messe Frankfurt Middle East

[Watch the video](#)



Digital Next Summit 2019 - Gitex Video

Client

Messe Frankfurt Middle East

[Watch the video](#)



OUR WORK

Digital Next Summit 2019

Client

Messe Frankfurt Middle East

[Watch the video](#)



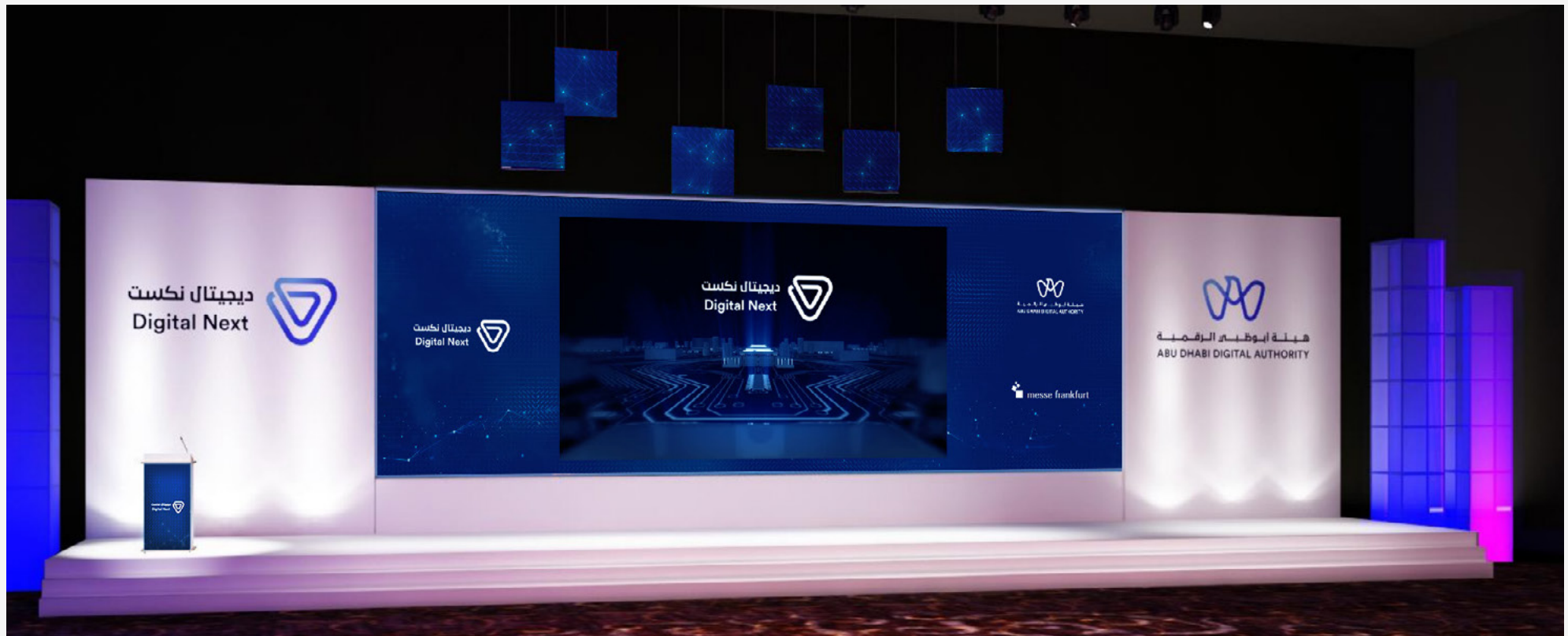
We are experiencing a period of disruption and transformation in response to new challenges.

OUR WORK

Digital Next Summit 2019

Client

Messe Frankfurt Middle East



OUR WORK

Digital Next Summit 2019 – Intro Video

Client

Messe Frankfurt Middle East

[Watch the video](#)



OUR WORK

Digital Next, Gitex Video

Client

Messe Frankfurt Middle East

[Watch the video](#)



National Festival of Tolerance Campaign

Client

Ministry of Tolerance

In less than 2 months, we created an entire campaign for the Festival of Tolerance. This effort to promote tolerance involved extensive dealing with the Ministry of Tolerance, and involved outdoor, social media and digital aspects. The challenge in creating this widespread campaign was to come up with something that was coherent with government messaging, yet appealed across languages and cultures to everyone. The final campaign ran in four languages: Arabic, English, Urdu and Hindi. This campaign included covering the event through video footage, which required extreme dedication. For this, one of our team was permanently stationed at the event.

National Festival of Tolerance Campaign



National Festival of Tolerance Campaign



National Festival of Tolerance Campaign



OUR WORK

Ministry of Tolerance Campaign

Client

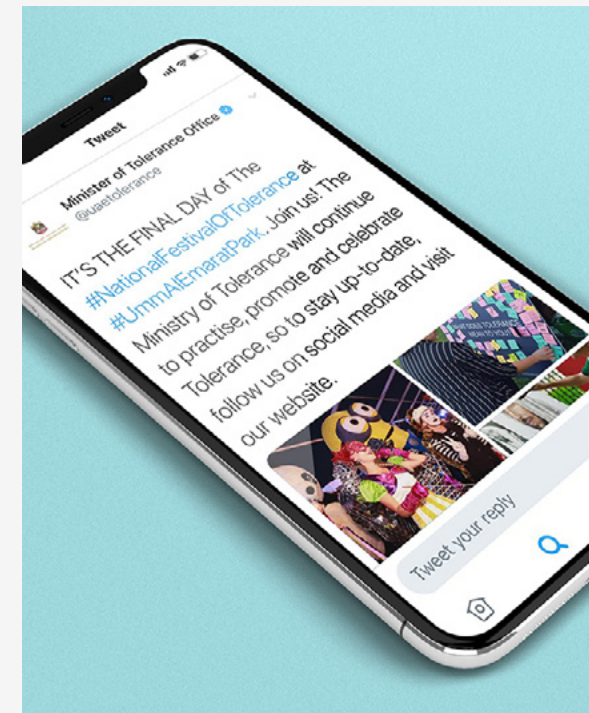
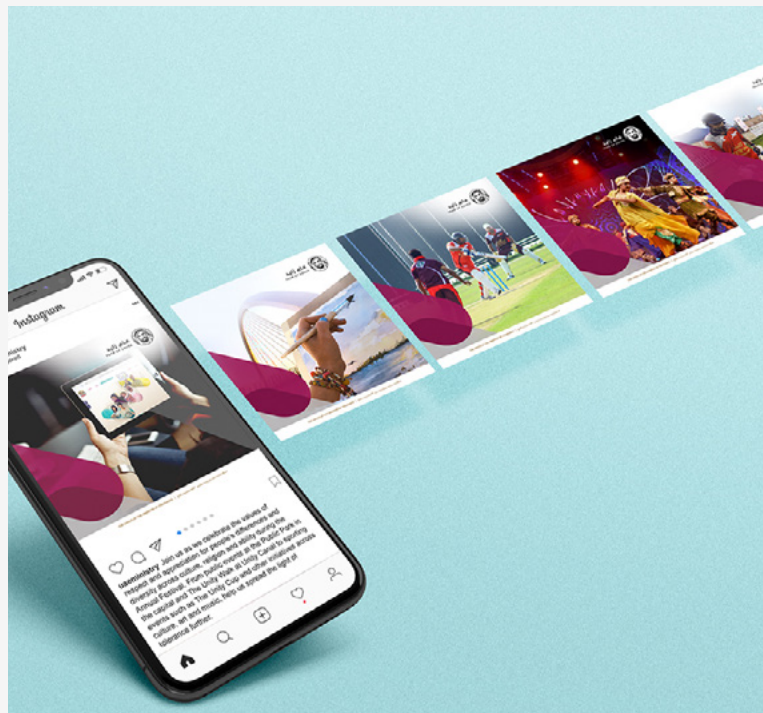
Ministry of Tolerance



National Festival of Tolerance Campaign

Client

Ministry of Tolerance



OUR WORK

National Festival of Tolerance Social Media Promotional Video

[Watch the video](#)

المهرجان الوطني
التسامح
TOLERANCE
NATIONAL FESTIVAL

OUR WORK

National Festival of Tolerance Social Media Coverage Video

[Watch the video](#)



OUR WORK

Beautyworld Key Visual Development – Dubai, Tokyo, Osaka, Fukuoka



Beautyworld Middle East 2021 E-Shot

Client

Beautyworld Middle East



Beautyworld Riyadh 2019 Exhibitor Invite

Client

Beautyworld Riyadh

beautyworld
SAUDI ARABIA

أكتوبر،
مركز جدة للمنتديات والفعاليات،
المملكة العربية السعودية
ص - ٣٠

مصلحة رقمه:

LOGO

حلق بأعمالك
إلى أفاق رغبة
مع فرص رائعة

بيوتي وورلد، إحدى العلامات التجارية الرائدة في قطاع الجمال
والرفاهية في العالم، يحظ بإمكانياته الهائلة وجاذبيته المبهرة في
المملكة العربية السعودية.

يسرنا أن ندعوكم لزيارة منصتنا في نسخة جدة من المعرض التجاري
العالمي الشهير للطالعة على أحدث عروضنا ومناقشة
فرص جديدة مثيرة لننمو معا في قطاع الجمال المحلي والإقليمي.

سيكون فريقنا متواجداً في موقع المعرض للترتيب بكم والإجابة
على أي أسئلة لديكم.

سجل إلكترونيا عبر:

بتنظيم من
بتنظيم من

ACE
EXHIBITIONS
التجاري للمعارض

messe frankfurt

beautyworld
SAUDI ARABIA

27 – 29 October, 2019
Jeddah Center for Forums and Events,
Saudi Arabia
11am – 7pm

Stand no :

LOGO

licensed by
Messe Frankfurt Exhibition GmbH

Brighten your
business prospects
with brilliant
opportunities

Beautyworld, one of the world's leading beauty and wellness trade show brands,
brings its massive potential and appeal to the Saudi Arabian market.

It is our pleasure to invite you to our stand at the Jeddah edition
of this globally renowned trade fair to see our latest offerings and discuss
exciting new opportunities to grow together in the local and regional industry.

Our team will be on-site to welcome you and answer any
questions you may have.

Register online at

Organised by
ACE
EXHIBITIONS
التجاري للمعارض

Licensed by
messe frankfurt

Beautyworld Jeddah 2020 Sales Brochure

Client

Beautyworld Jeddah

beautyworld
SAUDI ARABIA

licensed by
Messe Frankfurt Exhibition GmbH

المعرض التجاري الإقليمي الأبرز في المملكة العربية
السعودية لمنتجات الجمال والشعر والحظوظ والرفاهية

موقع
جديد في
الرياض

يونيو
الرياض، المملكة العربية السعودية

بتنظيم من
ACE
EXHIBITIONS
التجارة للمعارض

بترخيص من
messe frankfurt

One show, endless possibilities

As the only trade fair of its kind in the Kingdom, Beautyworld Saudi Arabia provides a rare opportunity to both domestic and global players to establish and grow their footprint in one of the most promising regional markets. Every year, the show attracts established brands and rising innovators from various countries and industry segments who find the platform valuable in achieving several business objectives.

Regional breakdowns of exhibitors

- 32% Saudi Arabia
- 68% International

Exhibitors' primary objective for participating

- 84% Presentation of own company / brand
- 59% Presenting innovations, new developments
- 57% Obtaining an overall impression of the market situation
- 54% Showing, discussing product variants
- 44% Comparing competitors
- 41% Passing on specialist knowledge
- 56% Preparing sales deals
- 56% Attaining sales deals
- 74% Initiating new business relations
- 59% Networking
- 58% Cultivating existing business relations

Information: 87% | Sale: 69% | Contact: 79%

Beautyworld Jeddah 2020 Sales Brochure



عزز تواجدك

يقدر فريق بيوتي وورلد السعودية تواجدكم في المعرض، لذلك يعمل بجد لضمان أن تكون مشاركتكم ناجحة.

العلاقات العامة

عرف العالم بشركتكم ومشاركتها في معرض بيوتي وورلد السعودية 2021! إذا كان لديك أي شيء يستحق النشر، نود أن نطلعنا عنه. قد تتمكن من تضمين أخبارك في بيانتنا الصحفي القادم.

مجموعة أدوات التسويق

تقدم مجموعة أدوات التسويق للعارضين عدداً من الأدوات المجانية للترويج لمشاركتهم في المعرض:

- بطاقات إلكترونية مخصصة
- لافتات المواقع الإلكترونية
- توقيعات البريد الإلكتروني الشخصية
- خطابات دعوة / دعوات عبر الفاكس

تواجد في النشرة الإخبارية الإلكترونية

زد الوعي بأعمالك وتواصل مع الأشخاص المناسبين عن طريق نشر أخبار شركتكم للمسجلين في قاعدة بياناتنا من خلال نشراتنا الإخبارية الإلكترونية.

فرص الرعاية:

كن متواجداً في المكان الصحيح وفي الوقت الصحيح.

عزز شبكة تواصل شركتكم وعرف للملكة العربية السعودية ومنطقة الشرق الأوسط الكبير بنشاطها من خلال فرص الرعاية واستفد من إمكانات التسويق المختلفة قبل وأثناء المعرض.

يمكنك رعاية مناطق معينة من موقع المعرض أو الاستفادة من حملتنا التسويقية التي تشمل مجموعة واسعة من القنوات الديناميكية المتكاملة والتي يمكنها خدمتك من خلال التعريف بعلاماتك التجارية.

توفر فرص الرعاية والاعلان المنتظمة بعناية للعارضين الذين يؤكدون مشاركتهم.

للتميز بين المنافسين والعارضين المشاركين، اتصل بفريق الرعاية الآن:

البريد الإلكتروني: arthur.tolentino@uae.messefrankfurt.com
أو ravi.ramchandni@uae.messefrankfurt.com

الرجاء كتابة الآي في سطر الموضوع: بيوتي وورلد السعودية

احجز منصتك الآن!

للشركات الدولية بما في ذلك الإمارات العربية المتحدة

زيد نوروز
مدير مشروع
zaid.nourouz@uae.messefrankfurt.com

للشركات السعودية
محمد الحيدري
مدير المعرض
mohammed@acepos.com

منا الجبرتي
مدير المعرض
manna@acepos.com

Intersec Saudi Arabia 2019 – DM

Client

Intersec Saudi Arabia



OUR WORK

Beautyworld Middle East

Client

Messe Frankfurt Middle East



OUR WORK

Hardware+tools ME Direct Mailer

Client

Messe Frankfurt Middle East



OUR WORK

Intersec 2020 Whitepaper

Client

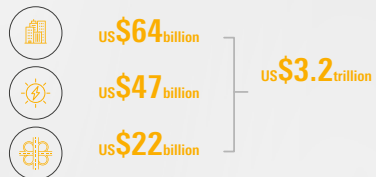
Messe Frankfurt Middle East

intersec

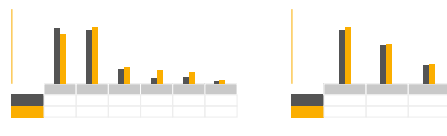


GCC CONSTRUCTION MARKET

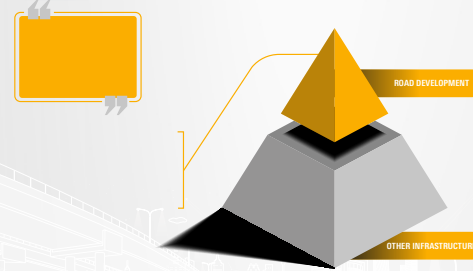
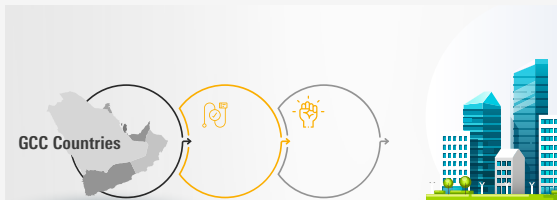
\$134 \$140



TOP 3 MARKETS



US\$16 Billion 2% US\$17 Billion 6%-10%



EC Harris's Global Infrastructure Investment Index ranks

1st UAE 2nd Qatar 11th KSA

Attractiveness for infrastructure investment

\$22.4 \$23.1

Contractor Awards 2019

US\$8.3 billion

US\$5.3 billion

US\$5.2 billion

intersec

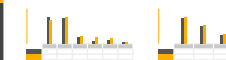


GCC CONSTRUCTION MARKET

\$134 \$140



TOP 3 MARKETS



US\$16 Billion 2% US\$17 Billion 6%-10%

GCC BUILDING CONSTRUCTION MARKET OUTLOOK

\$64 \$69



The UAE is RANKED No. 1 in the Arab world and region and third in the world, in terms of the number of building permits, as per the World Bank's Doing Business 2019 report.

GCC INFRASTRUCTURE CONSTRUCTION MARKET OUTLOOK



EC Harris's Global Infrastructure Investment Index ranks

1st UAE 2nd Qatar 11th KSA

Attractiveness for infrastructure investment

\$22.4 \$23.1

Contractor Awards 2019

US\$8.3 billion

US\$5.3 billion

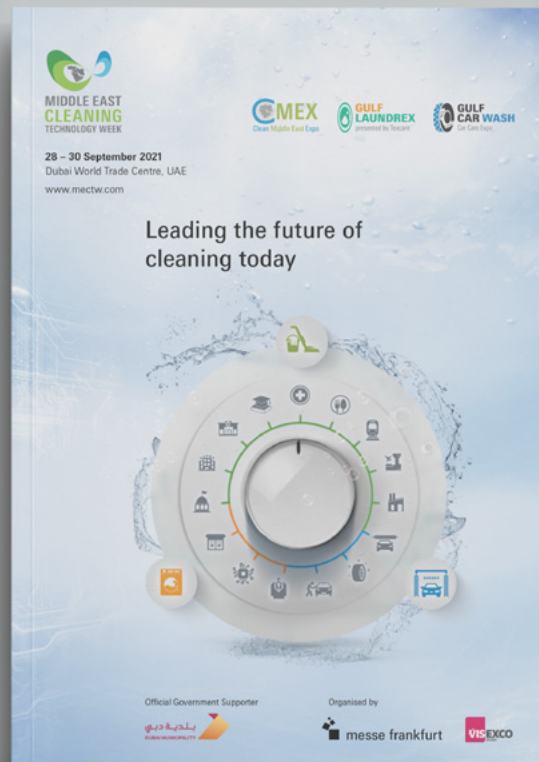
US\$5.2 billion

OUR WORK

Middle East Cleaning Technology Week Key Visual and Brochure

Client

Messe Frankfurt Middle East



Brochure Layout

Client

Messe Frankfurt Middle East /
Prolight + Sound Middle East

A superb trilogy of shows.
A broad spectrum of opportunities.

prolight+sound
MIDDLE EAST

intersec

light | intelligent building
MIDDLE EAST | MIDDLE EAST

Key Benefits of colocation

- 1 Meet 3,000+ system integrators and 2,300+ installers who visit Intersec every year
- 2 As the one-stop platform for Building Technology and Live Events, the collocated shows attract a larger visitor base from key sectors such as Hospitality, Government, Education, Live Events
- 3 Access a wider, diverse audience from the region and across the world (over 82% of more than 10,000 Intersec visitors come from outside the UAE, especially Africa and the wider Middle East)

What to expect in 2021

- 1,600 exhibitors
- 45,000 visitors
- 71,500 sqm
- 15 halls

Exhibitor overview

Regional breakdown of exhibitors in 2019

- 2% Americas
- 2% Wider Middle East
- 28% GCC
- 30% Europe
- 30% Asia

58 Exhibitors from 14 Countries

36% first time exhibitors

70% exhibitors were extremely satisfied with business opportunities at the trade show

90% exhibitors intend to return in 2021

"We believe that participating in Prolight + Sound Middle East is important because being here gives us the opportunity to talk to a lot of different people - not only distributors but also system integrators and users. This has been a very good show and we're looking forward to the next one."

Roberto Malabon
Export Manager, FBI

OUR WORK

Brochure Layout

Client

Messe Frankfurt Middle East / Light Middle East

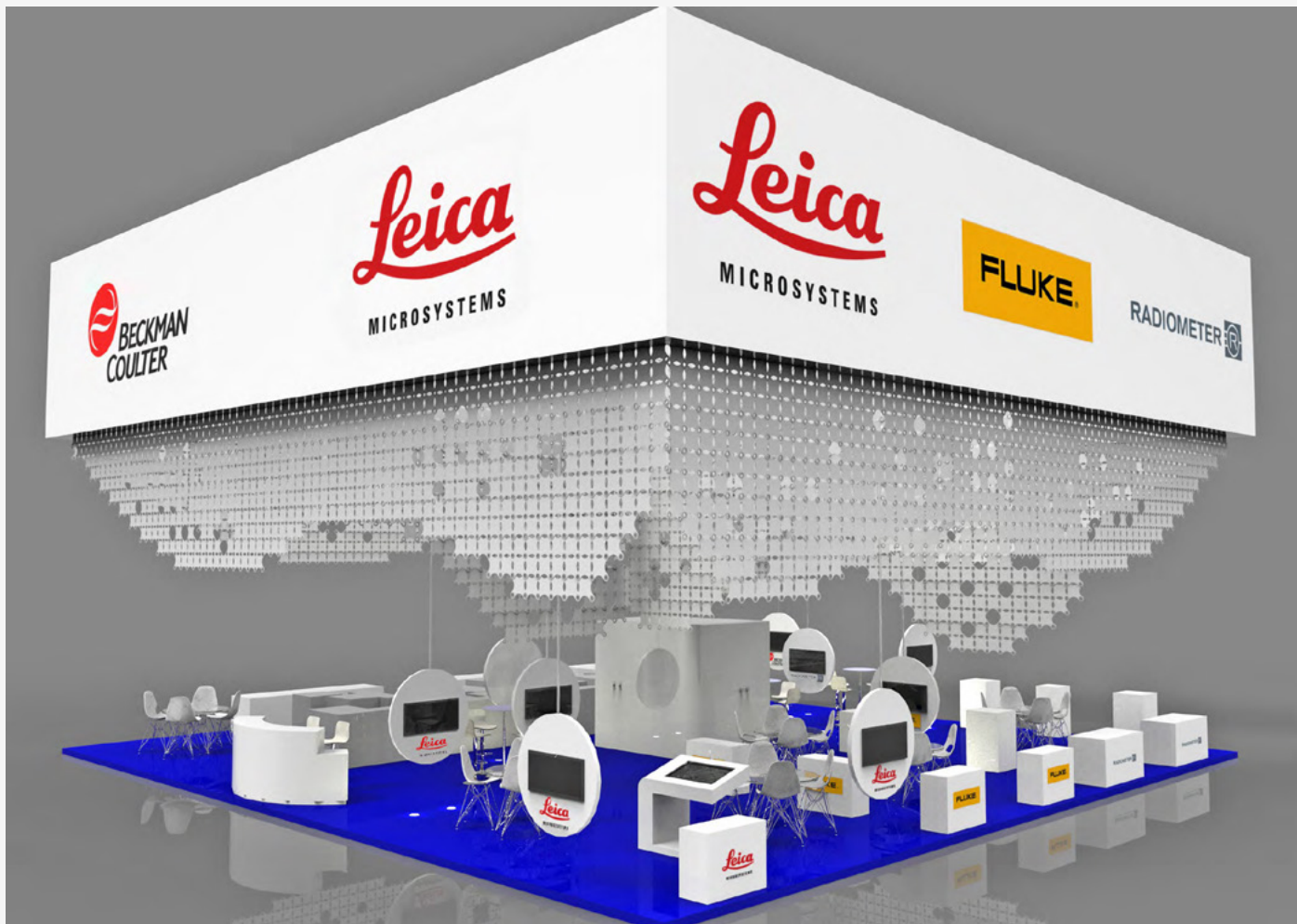


OUR WORK

Exhibition Stand Design

Client

Beckman Coulter



OUR WORK

Exhibition Stand Design

Client

Samsung – Gitex Shopper



OUR WORK

Burj Al Arab - Bab Al Yam Restaurant Logo + Visual Identity

The iconic sea-facing Bab Al Yam restaurant was in need of an identity refresh to complement its new, modern avatar. Eleven777 reviewed the existing identity and decided on a radical overhaul. Referencing the gentle waves that lap the Jumeirah shoreline for inspiration, Bab Al Yam's new logo was born – a gentle turquoise-hued wave-form that morphs into the 'B' in Bab Al Yam, underscored by fluid running-hand typography in Arabic and English. Menus, a print advert and other brand expressions soon followed suit.

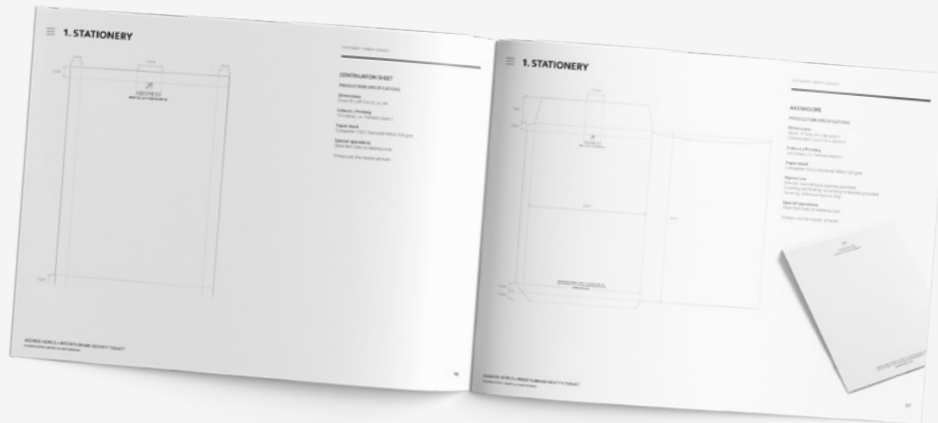


Brand Identity Toolkit



OUR WORK

Brand Style Toolkit



OUR WORK

Brand Positioning Manual



OUR WORK

xNARA - Branding

Client
xNARA



xNARA - Brand Guidelines

Client
xNARA



xNARA - Brand Guidelines

BUSINESS CARD



BUSINESS CARD

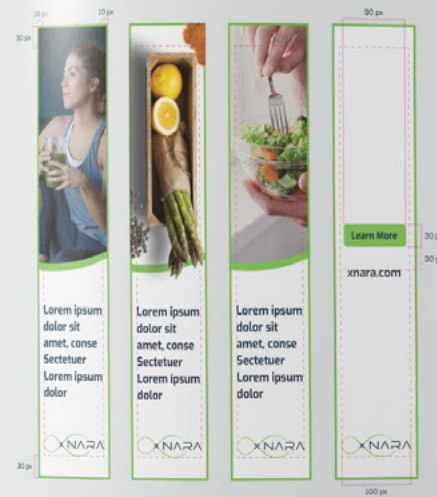
Dimensions
8.5cm W x 5cm H

Colors / Printing
2x2 color printing
i.e. Pantone 7546 C and Pantone 7488 C

Paper stock
Conqueror CX22 Diamond white 350 gsm

Operations
No lamination

DIGITAL BANNERS



SKYSCRAPER BANNER

DESIGN SPECIFICATIONS

Dimensions
120px W x 800px H

Margins
10px on the left and right sides, 30px top and bottom

Frame
Green border, 3pt thickness

Images
The visual must be placed in the top half, above the curved green line. The image may be cut out as well, according to the creative direction desired.

Body copy font and size: Exo bold, 16pt
Button font and size: Exo bold, 13pt
URL font and size: Exo bold, 16pt

Final frame
Logo 100px W

Call-to-action
Please use artwork featuring call-to-action text on green button (90px W x 30px H)

xNARA - Brand Guidelines

SOCIAL MEDIA



INSTAGRAM ANIMATED STORIES (VARIATION 2)

These variations are applications of the same route, using the curved green line from the logo against different visuals.

Frame 1: The logo and website begin to appear against the background visual.

Frame 2: The logo and website are clear, accent lines start to form on the top and bottom and the CTA ('Learn More' in this case) begins to appear.

Frame 3: The CTA is present, as the accent lines continue to extend. The title sentence starts to appear against an opacity gradient in the background.

Frame 4: The accent lines are completely formed and the title sentence is clear.

Frame 5: The image is replaced from the bottom as a white background slides upwards.

Frame 6: Shows the final screen, including the logo, website and the CTA.

SOCIAL MEDIA



INSTAGRAM ANIMATED STORIES (VARIATION 1)

These variations are applications of the same route, using the curved green line from the logo against different visuals.

Frame 1: The logo and website begin to appear against the background visual.

Frame 2: The logo and website are clear, an accent line starts to form and the CTA ('Learn More' in this case) begins to appear.

Frame 3: The CTA is present, as the accent line continues to extend. The title sentence starts to appear against an opacity gradient in the background.

Frame 4: The accent line is completely formed and the title sentence is clear.

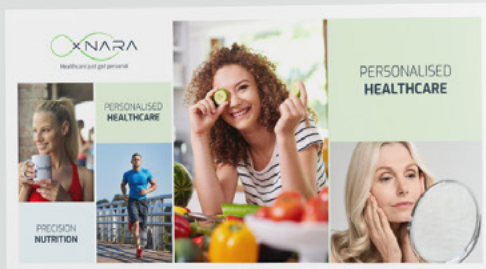
Frame 5: The image is replaced from the bottom as a white background slides upwards.

Frame 6: Shows the final screen, including the logo, website and the CTA.

xNARA - Brand Guidelines

AMBIENT BRANDING

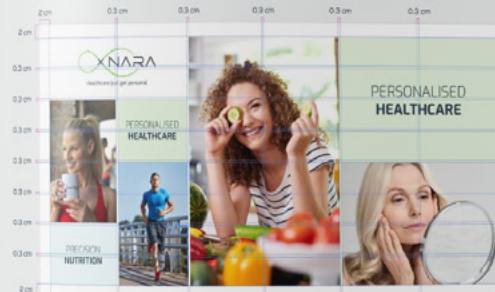
WALL BRANDING



Wall branding is an excellent way to leverage your physical environment to strengthen the xNARA brand. Shown alongside is an application example of our wall branding.

AMBIENT BRANDING

WALL BRANDING



Our wall branding is laid out according to a grid that allows the design to be dynamic and moderately asymmetrical, as shown alongside. Clear space must be maintained on all borders. Images may be expanded or shrunk within the grid lines.

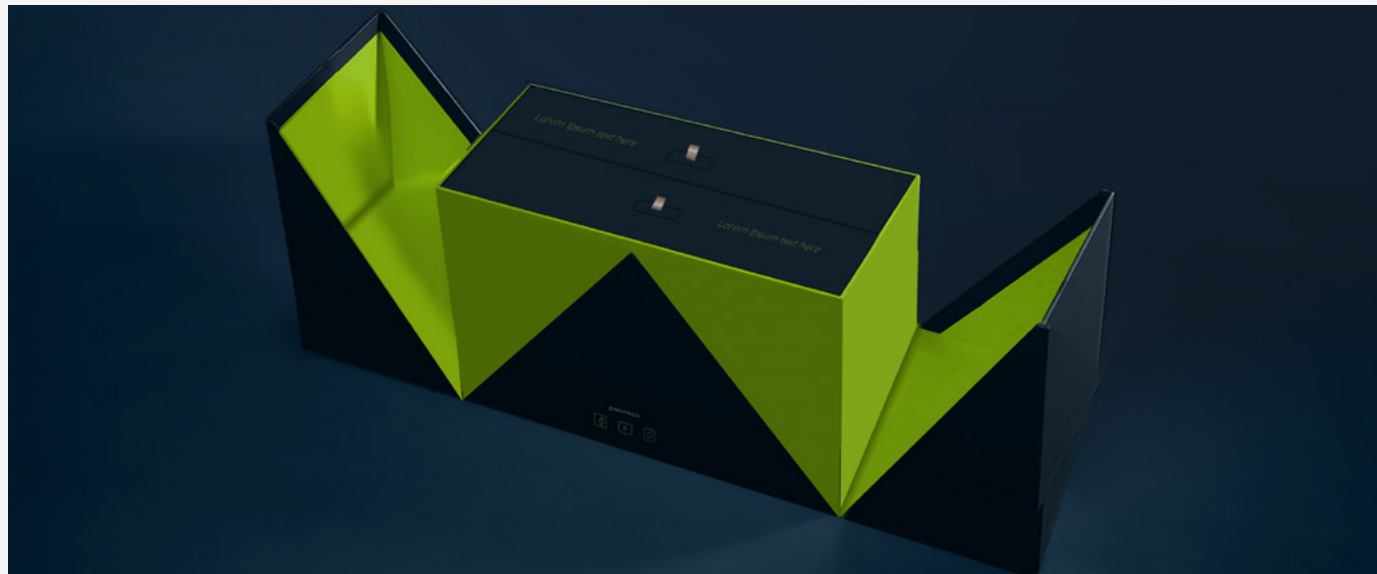
Please note that the spacing and margins shown alongside, denoted in cm, are intended for a regular canvas size in design software. When enlarged, the spaces and margins will increase proportionately.

Specifications:

Font: Exo, Bold and Regular

OUR WORK

xNARA – Package Design



xNARA – Presentation Deck



OUR WORK

ITD - Branding

Client

ITD – Institute for Transformational Development



INSTITUTE FOR
TRANSFORMATIONAL
DEVELOPMENT

ITD - Branding

Client

ITD – Institute for Transformational Development



ITD - Website Development

Client

ITD – Institute for Transformational Development

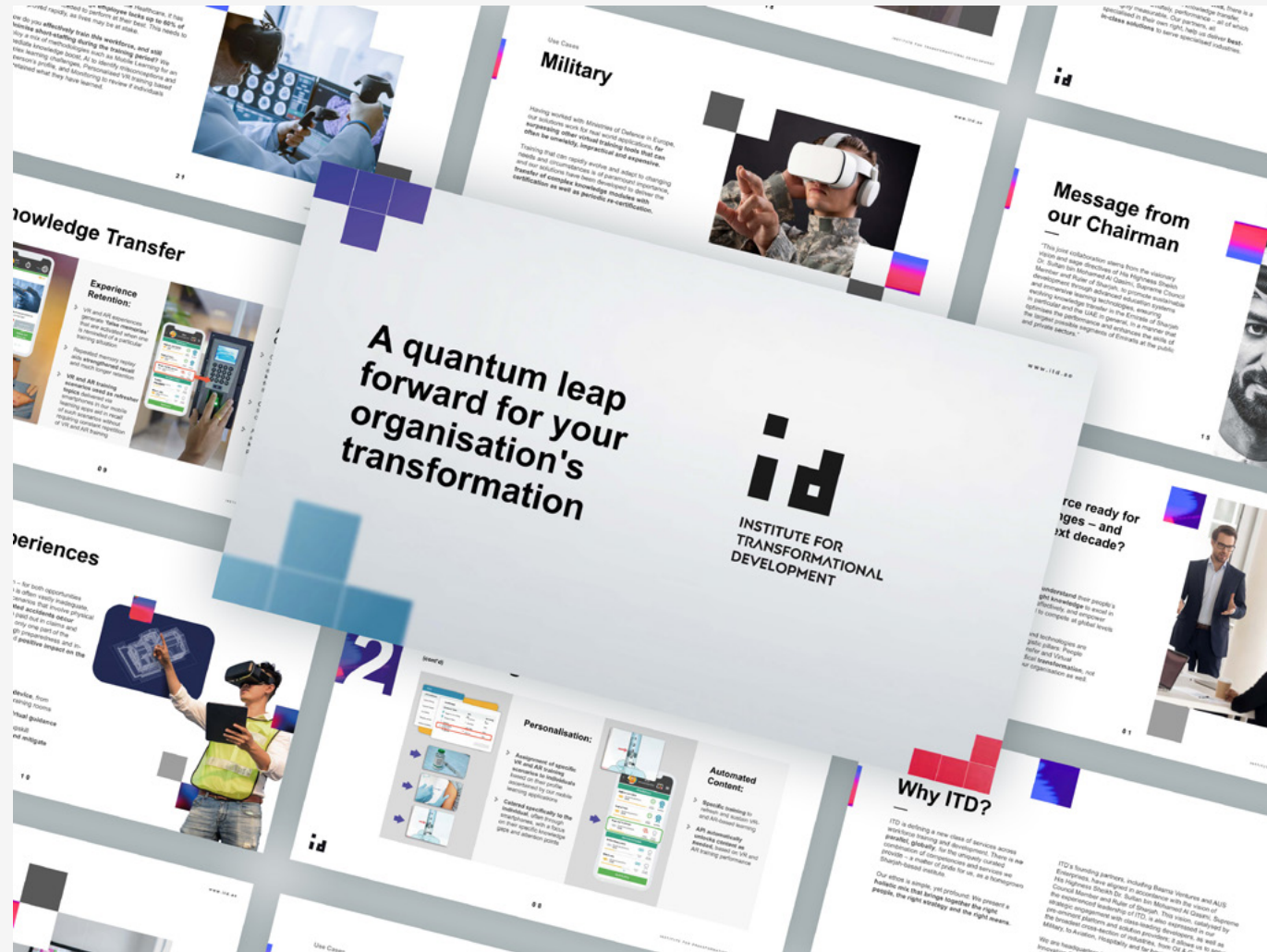
[Link to the website](#)



ITD - Pitch Deck

Client

ITD – Institute for Transformational Development

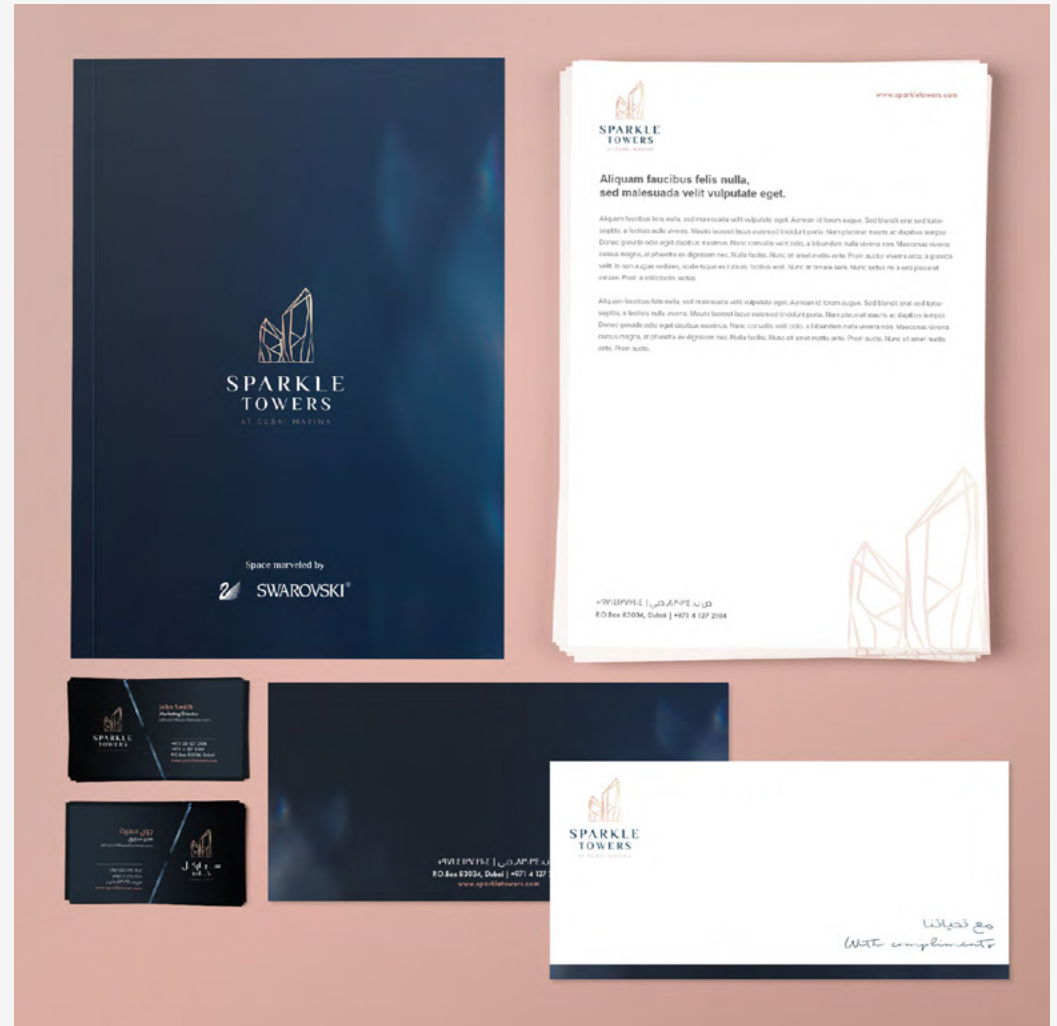
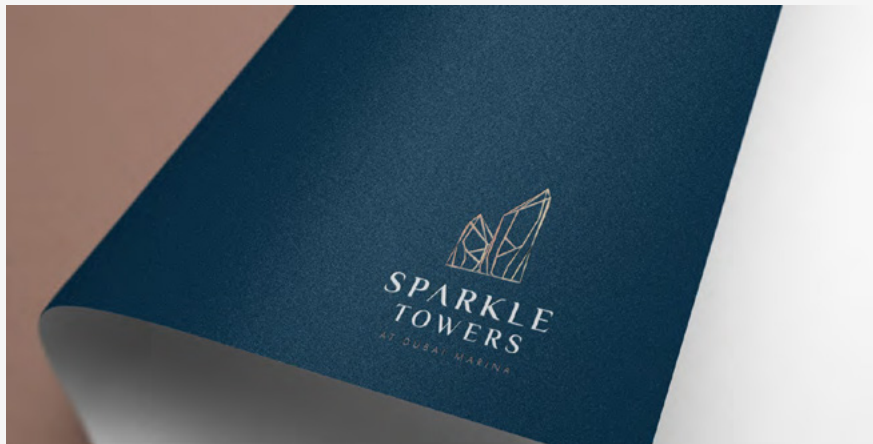


OUR WORK

Sparkle Towers Identity and Branding

Client

Tebyan Real Estate Development



OUR WORK

The Daily – Restaurant Identity + Branding Project for Rove Hotels

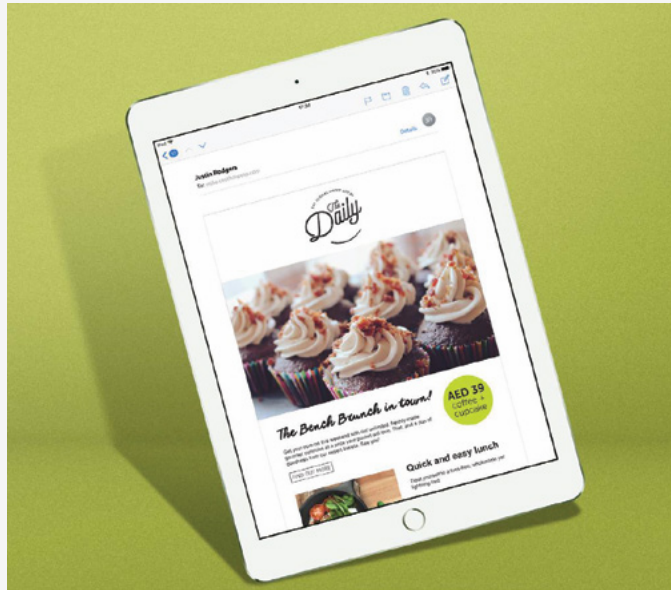
- From initial design research and identity development to positioning manual and full-fledged brand documents
- Eleven777 articulated visual language, brand's personality and tone for The Daily.
- Balanced aesthetic appeal with practical applicability we delivered branding system that works in the real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

OTHER DELIVERABLES:

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



OUR WORK



dubizzle Property Branding

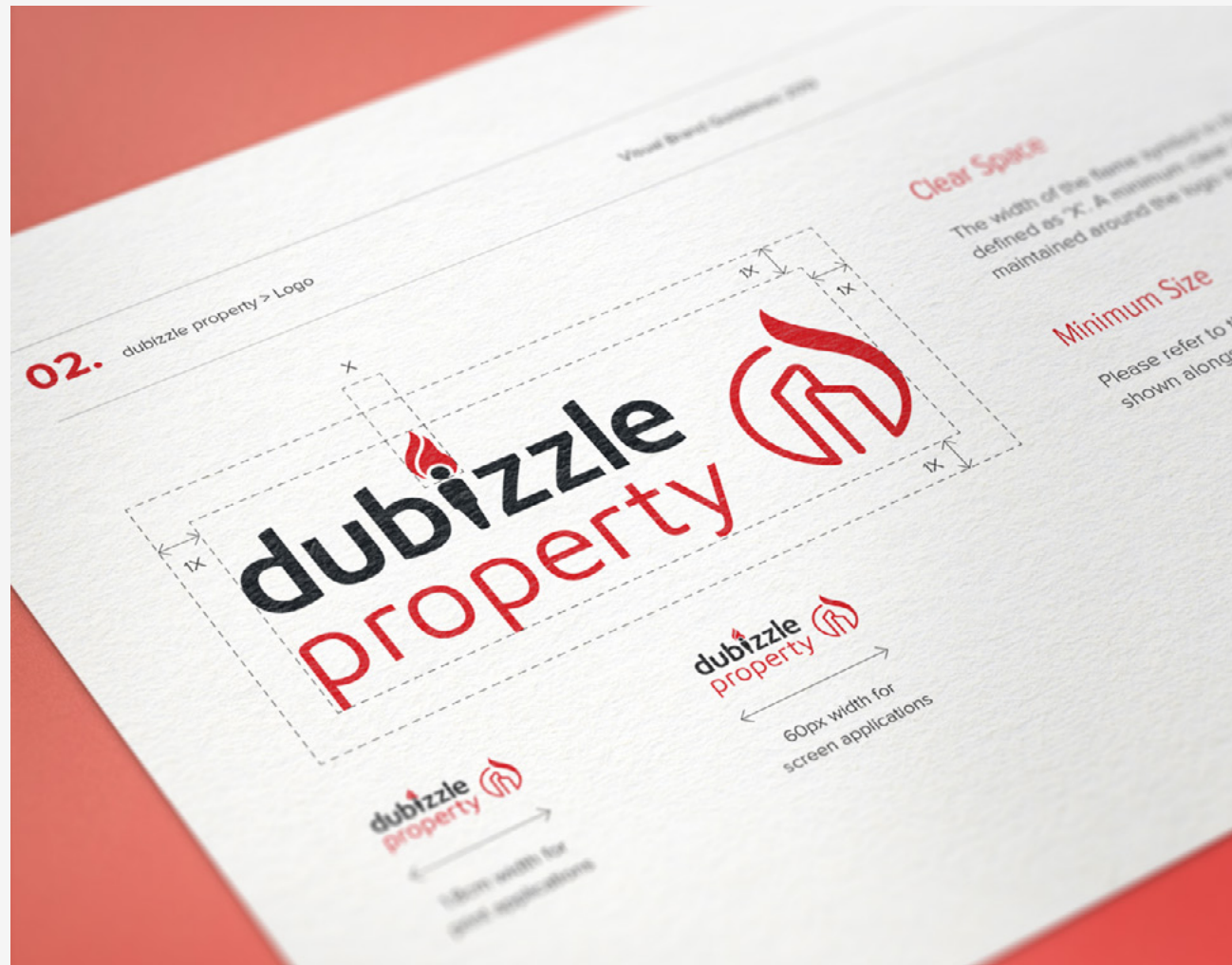
Key deliverables:

- Overarching brand development
- B2b brand strategy
- Master distinguishing elements: e.g. Logo variation for vertical; subtle typographic variation, vertical-specific custom iconography, vertical-specific new colour accents.. Etc.
- Vertical specific brand lexicon and B2B scenario-based copy plan
- Master brochure english template
- Infographic style and components
- Brand guideline



dubizzle Property Branding

Visual brand guideline



dubizzle Property Branding

Digital map style, infographic, .. etc.



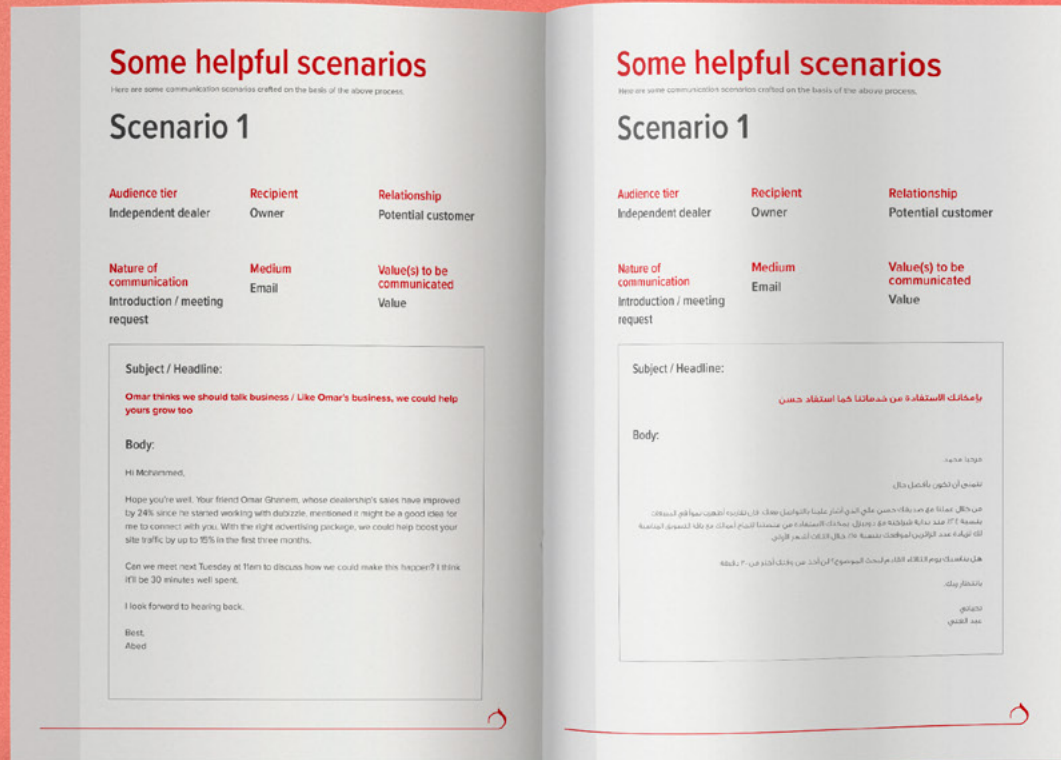
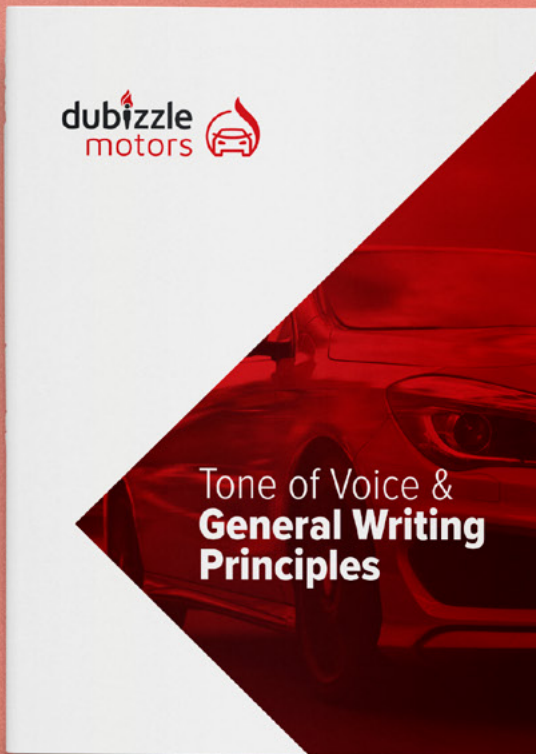
dubizzle Property Branding

Brochure



dubizzle Motor Branding

Client
dubizzle



dubizzle Motor Branding

May 2017 - May 2018

An infographic by **dubizzle motors**

CAR INSURANCE GUIDE & FACTSHEET IN THE UAE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent scelerisque elit.

Nissan Altima

Average car price on dubizzle
AED **51,572**

Average car price on dubizzle
AED **25,460**

Average value by insurance
AED **18,989**

Average value by insurance
AED **88,650**

Standard Depreciation

Q1 Q2 Q3 Q4
95% 90% 85% 80%

Q1 Q2 Q3 Q4
90% 85% 80% 75%

The standard depreciation value of a vehicle is 5% per quarter, adding up to **20% PER YEAR.**

Some cases start from 10% per year, and go all the way up to **25% PER YEAR.**

Most Insured Cars In 2017

1	2	3	4	5	6
Nissan Altima	Honda Accord	Honda Civic	Nissan Tida	Mitsubishi Pajero	Toyota Corolla

Does the age of The car affect your Insurance premium?

Average insurance premium Mercedes Benz S Class

2010
AED 2,456 - AED 3,687

2016
AED 10,552 - AED 12,395

Growth scale dolor sit amet

2015: 174
2016: 312
2017: 328
2018: 469

Nationalities

Accessing dubizzle Motors 2017

Nationalities

Accessing dubizzle Motors 2017

1	2	3	4	5
UK	India	UAE	Philippines	KSA
48%	31%	12%	6%	3%

Top 5 Features in Listed Cars

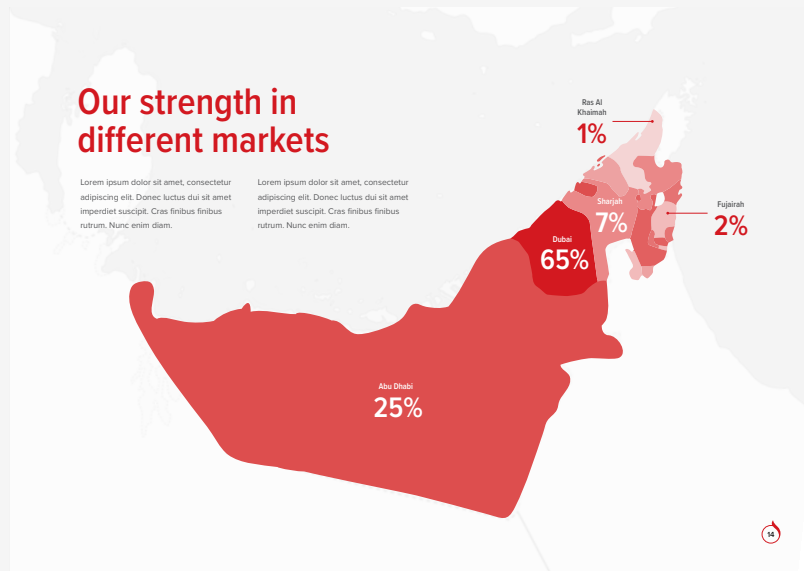
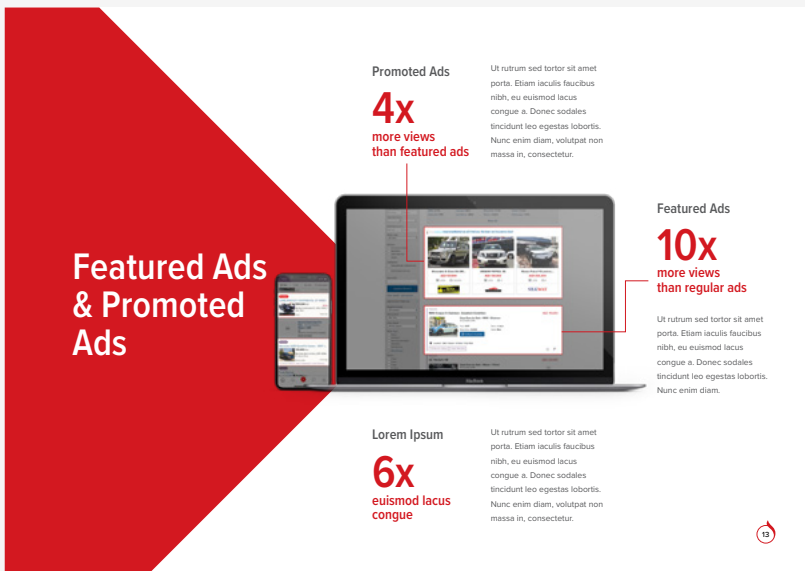
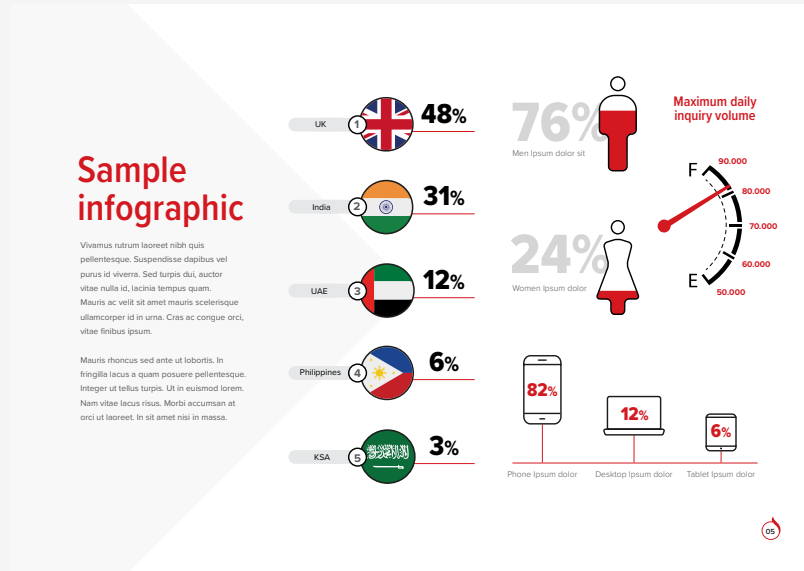
dubizzle Motors 2017

- 48% Keyless Start
- 40% Leather Seats
- 35% Parking Sensors
- 16% Cooled Seats
- 49% Bluetooth System

dubizzle motors

We believe all figures are correct at the time of publication but are subject to change.

dubizzle Motor Branding



OUR WORK

Corporate Identity Proposal & Collateral Design

Client

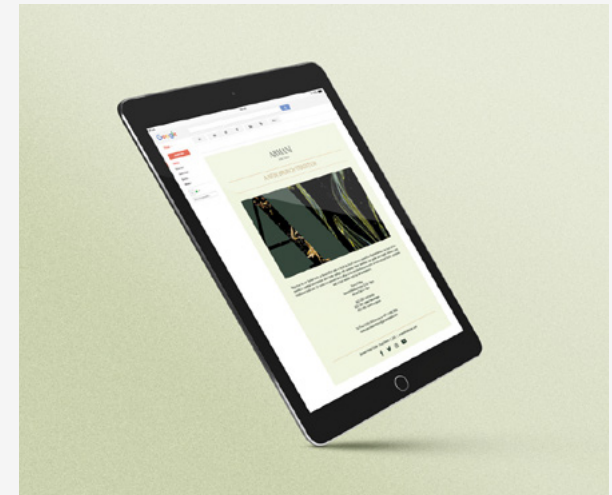
Steigenberger Hotel Dubai - Bayside Restaurant & Terrace



Brunch at Armani

Client

Armani Hotel Dubai



OUR WORK

Armani/Deli Collateral Design

Client

Armani Hotel



Weekly Events - Digital Flyers

Client

Armani/Privé



OUR WORK

Masquerade Party Collateral

Client

Louis Vuitton



CUT Restaurant Launch Campaign

Client

CUT Restaurant + The Address Downtown Dubai

CUT
WOLFGANG PUCK

OPENING SOON

Elevating the classic American steakhouse concept to new levels of culinary finesse, CUT by celebrity chef Wolfgang Puck will make its Dubai debut at The Address Downtown Dubai.



It promises to be an experience that's a cut above.

For more information, call +9714 888 3444 or email cut@theaddress.com

كوت
بانشراف وولف جانج بك

الافتتاح قريب

انتظروا افتتاح المطعم الجديد كوت بانشراف الشيف وولف جانج بك لأول مرة في دبي. فيما يرتقي بمفهوم الستيك هاوس الأميركي الكلاسيكي إلى مستويات جديدة من الجودة الطهيّة. في فندق العنوان وسط مدينة دبي.



استعدّوا لأرضى التجارب على الإطلاق.

للزيد من المعلومات، اتلوا على +9714 888 3444 أو راسلونا على cut@theaddress.com

Ramadan Campaign

Client

The Ritz-Carlton Dubai



Ramadan campaign

Client
La Serre




La Serre
BISTRO & BOULANGERIE

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.

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




La Serre
BISTRO & BOULANGERIE

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.


AED 295 per person every day except Wednesdays, all through Ramadan.
Regular à la 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, lively and food that transports you to the magical streets of Montmartre. Stay to the tones of DJ Moume B, while you indulge in dishes and beverages that make a lingering impression.


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



Business Lunch – A generous helping of value

We have the recipe for a legendary lunchtime – a leisurely hour spent lunching on some of our favourites, at a value that's simply irresistible.


AED 130 for two courses, AED 150 for three courses, per person 12:00pm to 3:15pm, Sunday to Thursday, all through Ramadan. Discounts for U by Emser and Emser 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 Sunday



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

f t i g y

Address Downtown

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

- Launch campaign, June 2018
- Latest addition to the Address Hotels + Resorts hospitality portfolio
- Three months prior to launch, Eleven777 conducted in-depth 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.



Address Downtown Advert

Client

Address Downtown



BEST RATE GUARANTEE

LIFT YOUR EYES
TO AN *icon on the rise*

What lies beyond the extraordinary? It's where no benchmarks exist, except the ones we boldly define. Where luxury in hospitality rises to levels few can hope to achieve, from progressive dining and sublime wellness to making guests the absolute centre of attention, in a location that has no parallel.

Follow the rise of an icon with #ANewAddress

ADDRESS DOWNTOWN
WHERE *life* HAPPENS

BOOK NOW
TOLL FREE (UAE) 800 ADDRESS
ADDRESSHOTELS.COM

U BY EMAAR | It's time to #CelebrateU, join our loyalty programme at UbyEmaar.com



BEST RATE GUARANTEE

A vision RENEWED.
An icon, REBORN.

What lies beyond the extraordinary? It's where no benchmarks exist, except the ones we boldly define. Where luxury in hospitality rises to levels few can hope to achieve, from progressive dining and sublime wellness to making guests the absolute centre of attention, in a location that has no parallel.

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OUR WORK

Address Downtown Advert

Client

Address Downtown



BEST RATE GUARANTEE

A vision RENEWED.
An icon, REBORN.

The result of the limitless pursuit of a new ideal, Address Downtown is the iconic flagship hotel that aspires to the exceptional, the exquisite and the exemplary. From deeply attentive and personalised service to the joy of new discovery, join us as we define the future of hospitality.

Discover an icon reborn, with #ADHdowntown

ADDRESS DOWNTOWN

BOOK NOW
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ADDRESSHOTELS.COM

WHERE *life* HAPPENS

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Discover an icon reborn, with #ADHdowntown

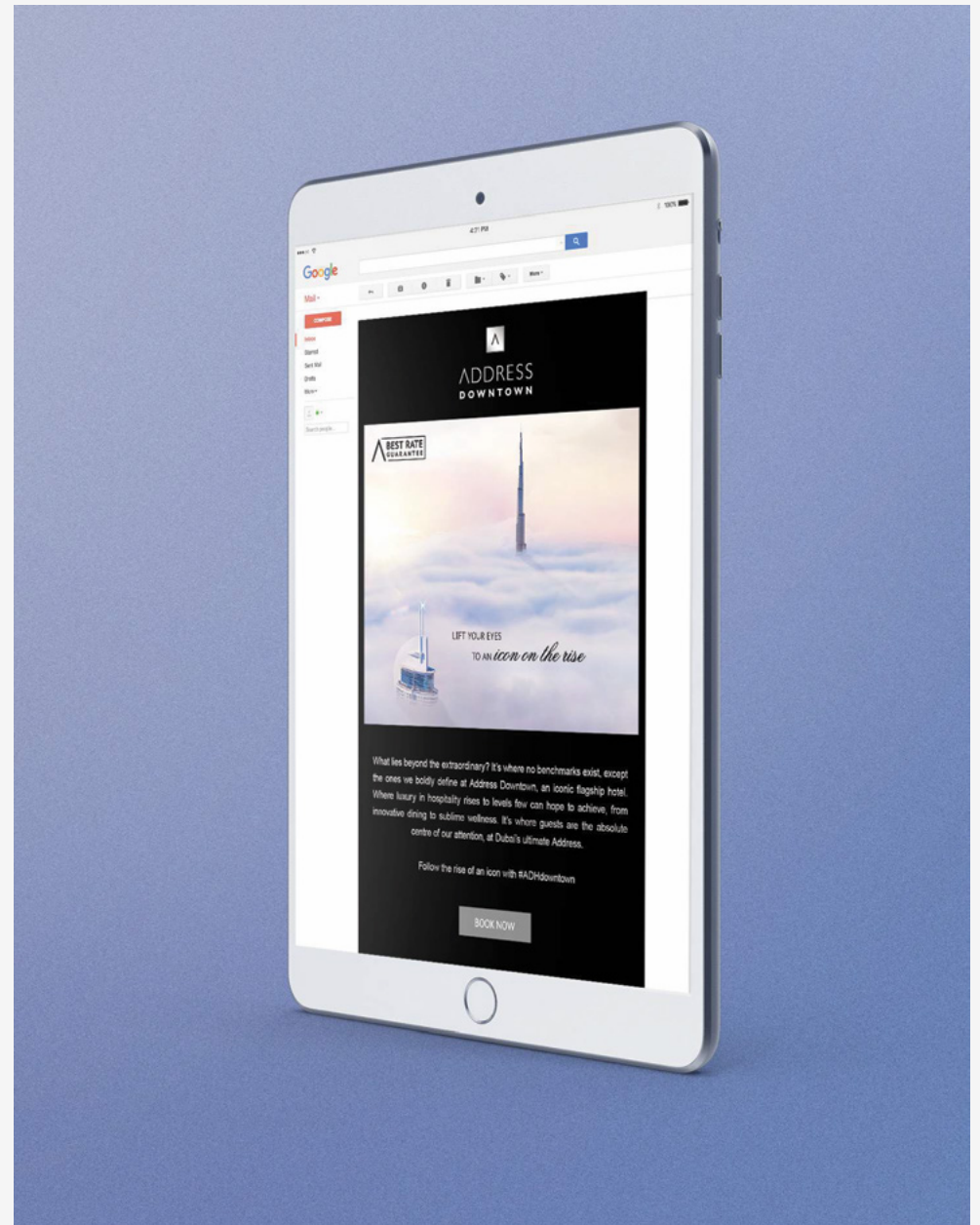
ADDRESS DOWNTOWN

BOOK NOW
TOLL FREE (UAE) 800 ADDRESS
ADDRESSHOTELS.COM

WHERE *life* HAPPENS

U BY EMAAR | It's time to #CelebrateU, join our loyalty programme at UbyEmaar.com

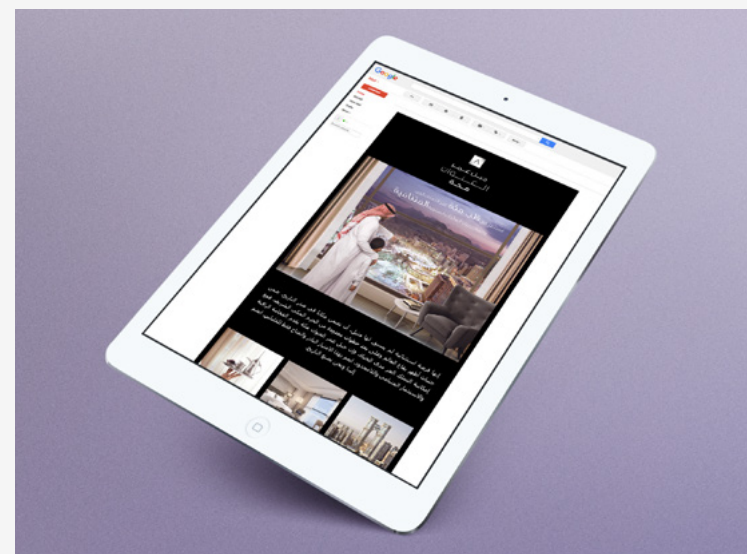
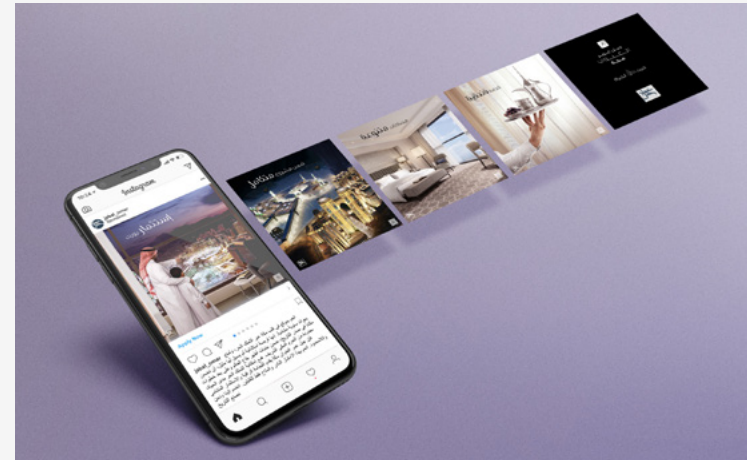
OUR WORK



Jabal Omar Address Makkah - Residences

Client
Jabal Omar

Watch the video



OUR WORK

Address Hotels and Resorts



ADDRESSHOTELS.COM

CELEBRATE YOUR *true* NATURE
IN AN *icon* OF LEISURE AND LUXURY



Address Boulevard completely reimagines every notion of hospitality, and presents a refreshing approach to resort living in the heart of the city. Our signature dining concept The Restaurant at Address Boulevard, expansive spa facilities, engaging Qix club for children, effortless access to The Dubai Mall and our serviced residences are a unique mosaic of taste and experience. It's where expectations aren't merely met. It's where they are set.

Discover more with #ADHboulevard



ADDRESS
BOULEVARD

WHERE *life* HAPPENS

T +971 4 561 8888 STAY@ADDRESSHOTELS.COM



ADDRESSHOTELS.COM

احتفل بذاتك
في المعلم الاستثنائي للراحة والفخامة



أعاد العنوان بوليفارد تصويره للضيافة بمعنى جديد، ليقدم منبهجاً مميّزاً وممتعاً لصحة المنتجع في قلب المدينة. انعموا بتجربة سبارة في رحاب الفندق بدءاً من مفهوم تناول الطعام المبتكر في ذي رستورانت لدى العنوان بوليفارد، مروراً بمراق المنتجع الصحي الفاخرة ونادي كيكس الشيق للأطفال، وطرق الوصول السهلة لذي مول، وخلي شققنا المفروشة والمخومة باستثنائية. في العنوان بوليفارد نحن لا نلبّي توقعاتكم فقط، بل نترقي بمبناها أيضاً.

اكتشفوا المزيد عبر #ADHboulevard



العنوان
بوليفارد

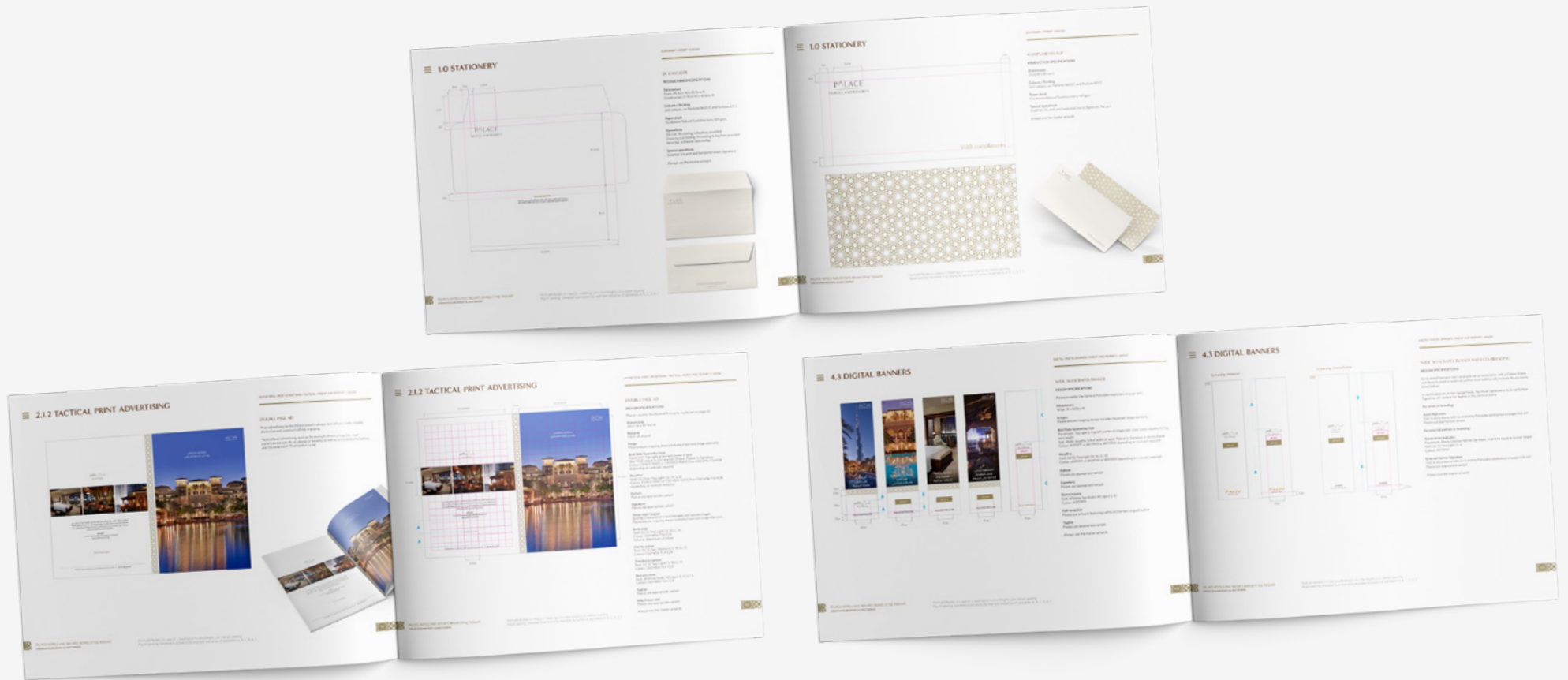
حيث تنأق الحياة

T +971 4 561 8888 STAY@ADDRESSHOTELS.COM

Property Brochures – Residences



Palace brand guidelines



Palace – Brand Positioning Manual



OUR WORK

Palace – Brand Identity Toolkit



OUR WORK

Address Dubai Mall Re-opening Campaign

Client

Address Dubai Mall



Address Dubai Mall Re-opening Campaign

Client

Address Dubai Mall



OUR WORK

NEOS Campaign

Client

Address Downtown



63 STOREYS UP IN THE SKIES,

A CITY THAT SPARKLES *captivates* THE EYES

Let the music be your muse and the stars light up your eyes as you experience a symphony of sights, tastes and sounds that, quite simply, make you feel on top of the world. It's new. It's now. It's Neos.

BOOK NOW
TOLL FREE (UAE) 800 DINING
ADDRESSHOTELS.COM

NEOS



ADDRESS
DOWNTOWN

WHERE *life* HAPPENS

U BY EMAAR | It's time to #CelebrateU, join our loyalty programme at UbyEmaar.com

Wedding Brochure + Photoshoot (5 Hotels)

Client

The Address Hotels + Resorts



OUR WORK

Wedding Brochure + Photoshoot (5 Hotels)

Client

The Address Hotels + Resorts



OUR WORK

At.mosphere Brochure Concept + Photography

Client

At.mosphere Burj Khalifa



3M SAP - Implementation Campaign

Client

3M Middle East



Evolved individuals don't just survive. They thrive.

The new Business Transformation initiative at 3M aims not just to transform our business, but to help each of us to progress and evolve through the implementation of better systems and processes.

It's our future. It's *your* future.

Business Transformation = SAP + Business Services + Center of Excellence



You can choose to see a challenge

or massive potential

Our new Business Transformation initiative calls for an open attitude and the ability to look beneath the surface to discover great potential for progress. With the implementation of better systems and processes, we aim to move to the next level – not just for our business but for every one of us as well.

Business Transformation = SAP + Business Services + Center of Excellence



OUR WORK



OUR WORK

Burj Al Arab Brochures

Client

Burj Al Arab



تذكارات استثنائية
EXQUISITE SOUVENIRS



الدلال اللامتناهي
ULTIMATE INDULGENCES



تجارب الأجنحة الخاصة
IN-SUITE EXPERIENCES

Emirates NBD Private Banking Videos

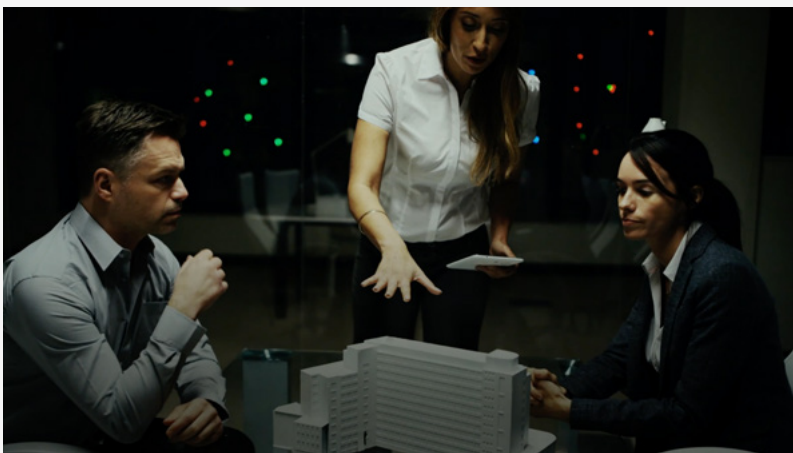
Watch the video



Watch the video



Watch the video



Watch the video



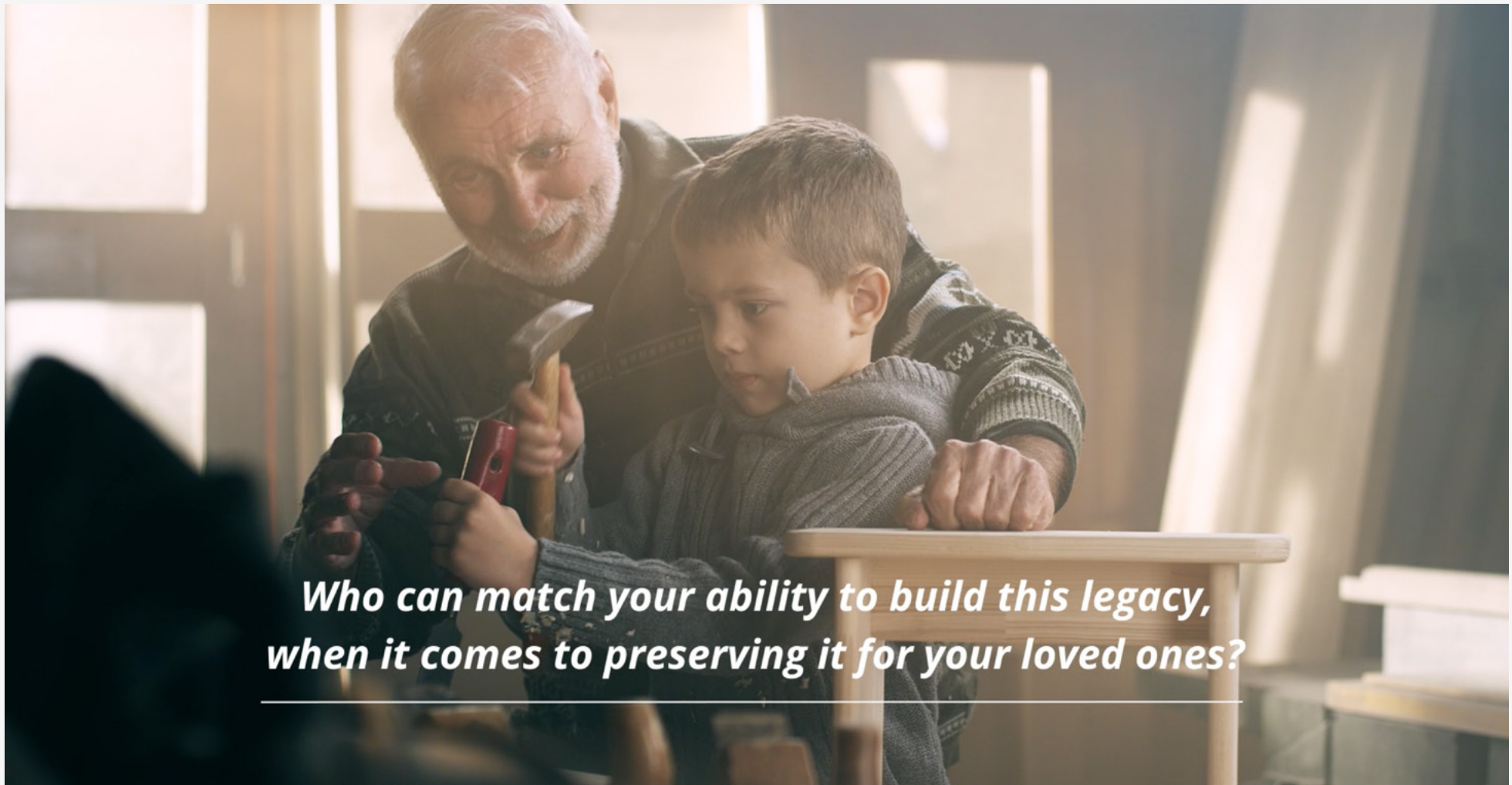
OUR WORK

Emirates NBD Trust and Estate Planning Video

Client

Emirates NBD

[Watch the video](#)



Emirates NBD Trust & Estate Planning Carousel

Client

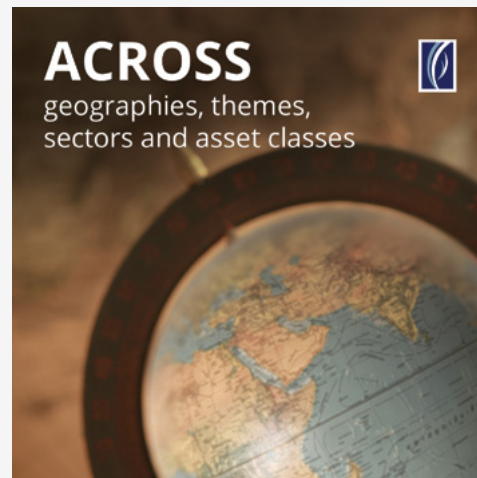
Emirates NBD



Emirates NBD Investment Advisory Services – Carousel

Client

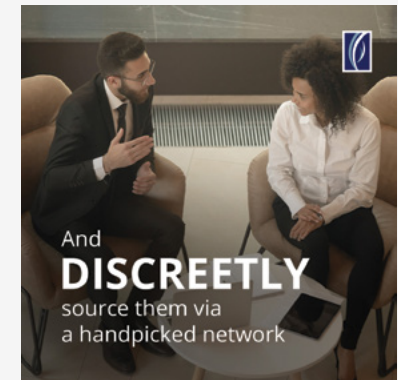
Emirates NBD



Emirates NBD Real Estate – Carousel

Client

Emirates NBD



OUR WORK

Ramadan Auto Loan – Video

Client

Emirates NBD

[Watch the video](#)



Ramadan Auto Loan – eDM

Client
Emirates NBD

The main eDM banner features a dark blue header with the Emirates NBD logo and 'Personal Banking' text. The background is a night desert scene with sand dunes and a crescent moon. A decorative gold Islamic pattern separates the top image from the text. The headline reads 'There's a car in your stars this Ramadan'. Below it, a sub-headline says 'Take the fast lane to your new or pre-owned dream car with a Ramadan Auto Loan from Emirates NBD and a host of benefits along the way.' At the bottom, a person is shown holding a tablet displaying a '2' in a blue box, representing a 2-minute eligibility check.

A vertical eDM strip with a blue header containing the Emirates NBD logo and 'Personal Banking'. It features a night desert background at the top. The main headline is 'There's a car in your stars this Ramadan', followed by the sub-headline: 'Take the fast lane to your new or pre-owned dream car with a Ramadan Auto Loan from Emirates NBD and a host of benefits along the way.' The strip is divided into sections by decorative gold Islamic patterns. The first section shows a person holding a tablet with a '2' and lists: 'Instant eligibility check in 2 minutes', 'Find out your loan amount and EMI', 'Get your pre-qualification letter', and 'Book your car'. The second section shows a woman at a counter and lists: 'Simple, minimal documentation', 'No salary certificate required', 'No driving license required', and 'Same day approval'. The third section shows a man in a car and lists: 'Convenient trade-in', 'Trade in your existing car*', 'Pre-book your new car', and 'Financing of up to 12-year-old cars'. Below these are three icons with text: 'Enjoy 0% Instalment Payment Plan on Emirates NBD Credit Cards', 'Defer your first payment by up to 120 days', and 'Attractive interest rates starting from 1.99%** flat per annum'. A blue button at the bottom says 'Your ride is waiting. Start your journey now.' At the very bottom, there are 'Apply now' and 'Know more' buttons, and a footer with social media icons and the text 'Get mobile banking | Register to MukuApp Banking | @emiratesnbd'.

OUR WORK

Ramadan Personal Loan – Video

Client

Emirates NBD

[Watch the video](#)



Ramadan Personal Loan – eDM

Client
Emirates NBD



Personal Banking



Let's spread the light of prosperity this Ramadan.

We extend our warmest wishes to you this Ramadan with our competitive personal loan offers, and an option to defer your first installment by up to 120 days for UAE nationals and 75 days for expats, all enhanced by meaningful benefits that matter to you.



Personal Banking



Let's spread the light of prosperity this Ramadan.

We extend our warmest wishes to you this Ramadan with our competitive personal loan offers, and an option to defer your first installment by up to 120 days for UAE nationals and 75 days for expats, all enhanced by meaningful benefits that matter to you.

Benefits for UAE Nationals:

- Zero processing fees
- Complimentary life insurance
- Low interest rates
- Defer your first payment up to 120 days



Benefits for Expats:

- Loans up to AED 2 million
- Complimentary life insurance
- Competitive interest rates
- Defer your first payment up to 75 days



Terms and conditions apply.
Rates and benefits will be applicable based on the customer segment, their eligibility and borrowing capacity as per the bank's credit policy and central bank regulations.

[Apply now >](#) [Know more >](#)

Get mobile banking Subscribe to WhatsApp Banking

OUR WORK

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.

FEATURES



Web Based Platform



Contactless Supplier Onboarding



Automated Payable Process



Complete Transparency and Visibility



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 smartSCF's web-based platform, you can solicit 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.

OUR WORK

Packaging

Client

Address Hotels + Resorts



OUR WORK

Packaging

Client

Address Hotels + Resorts



OUR WORK

Spices Packaging

Client

Spice brand



GorgeousAF Packaging Design (WIP)

Client

GorgeousAF



Package Design – Bennor Milk

Client

Maggadit For Food and Beverages

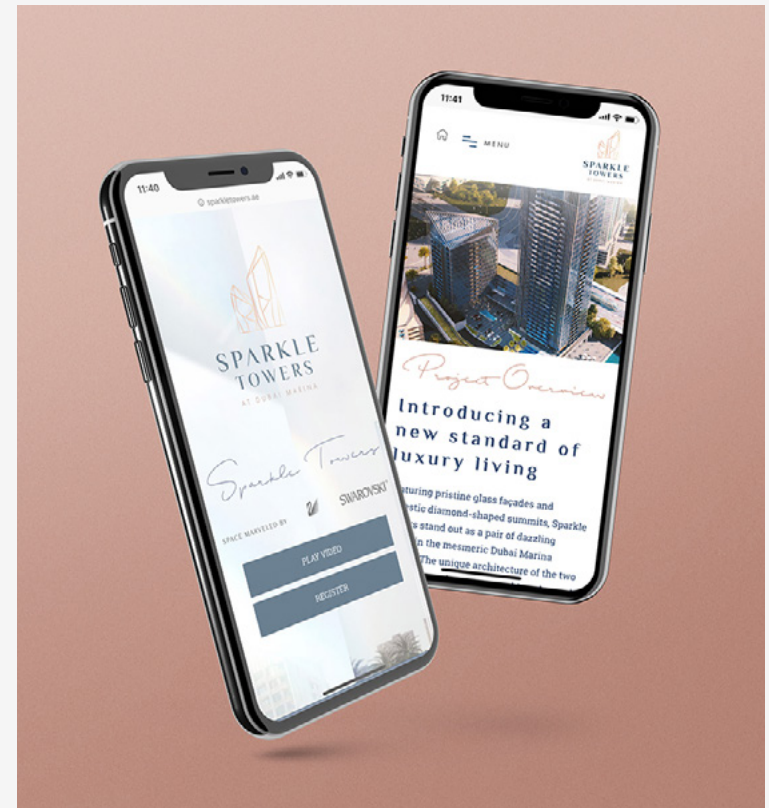


OUR WORK

Sparkle Towers Website

Client
Sparkle Towers

www.sparkletowers.ae



OUR WORK

Trustworthy Website

Client
Trustworthy

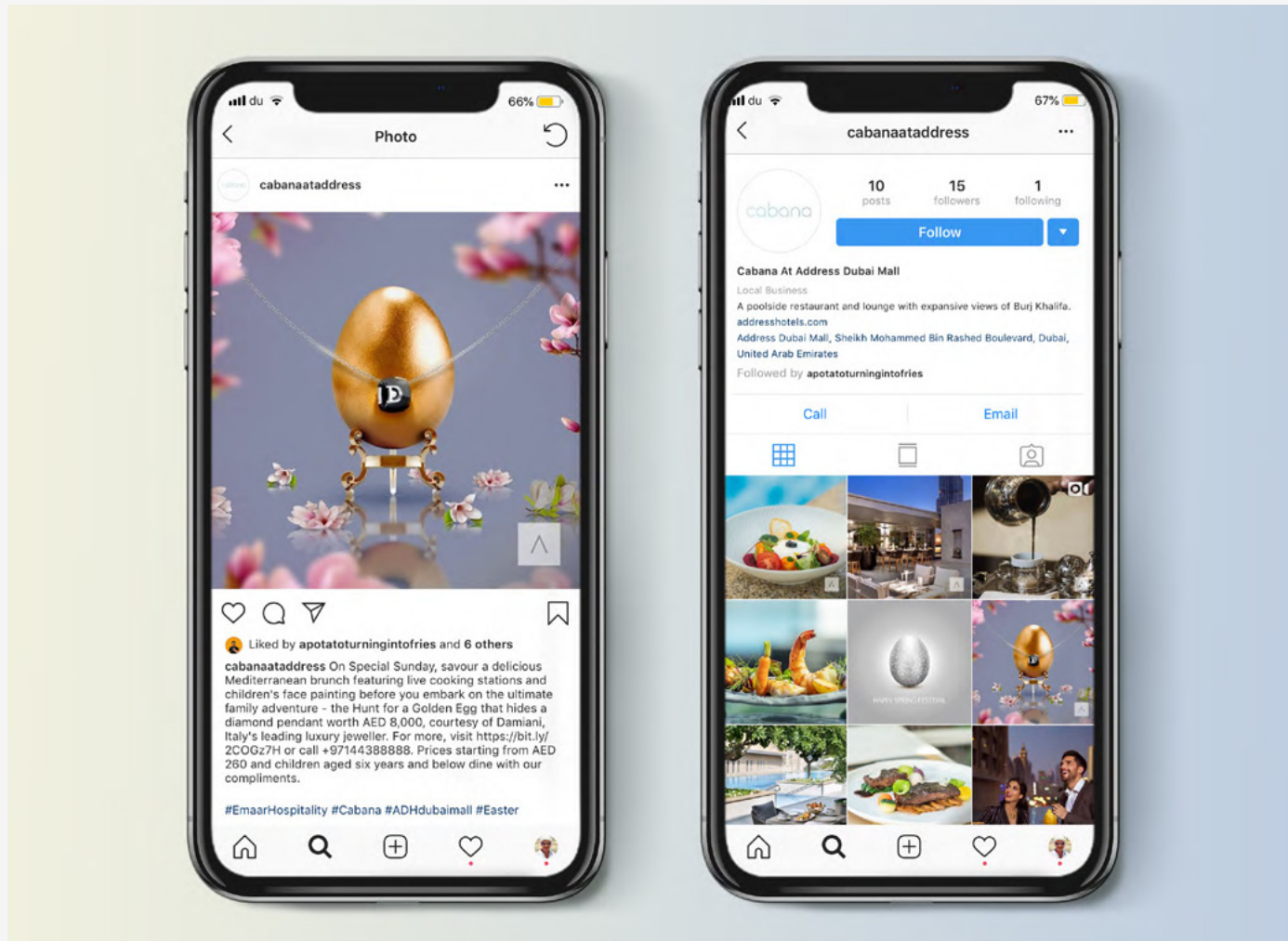
www.trustworthy.ae



Cabana Restaurant Social Media

Client

Address Dubai Mall



Proposed Ramadan Campaign

Client
Almarai



Iced Beverages Regional Summer Campaign

Client

Coffee Planet

PEACH
WITH A HEART OF **COLD**

coffee planet
mycoffeeplanet.com

Try our
'Peachy Keen'
ICED TEA
right here, right now!

TRY THEM ALL!

- Peachy Keen
- Pom Pom Pomegranate
- Sheer Appiness

Facebook, Twitter, Pinterest icons

This advertisement features a large peach sliced vertically, revealing its pit and flesh, with a glass of iced tea and ice cubes placed inside the peach. A peachy straw is inserted into the drink. A whole peach is shown next to the glass. The text is bold and colorful, with 'PEACH' in red and 'WITH A HEART OF COLD' in blue. The Coffee Planet logo and website are in the top right. A 'TRY THEM ALL!' section in the bottom left lists the three beverage options with small images. Social media icons for Facebook, Twitter, and Pinterest are in the bottom right.

POMEGRANATE
WITH A HEART OF **COLD**

Try our
'Pom Pom Pomegranate'
ICED TEA
right here, right now!

TRY THEM ALL!

- Peachy Keen
- Pom Pom Pomegranate
- Sheer Appiness

Facebook, Twitter, Pinterest icons

coffee planet
mycoffeeplanet.com

This advertisement features a glass of iced tea filled with pomegranate seeds, with a pomegranate half cut open to show its seeds. A pomegranate straw is inserted into the drink. A whole pomegranate is shown next to the glass. The text is bold and colorful, with 'POMEGRANATE' in red and 'WITH A HEART OF COLD' in blue. The Coffee Planet logo and website are in the top right. A 'TRY THEM ALL!' section in the bottom left lists the three beverage options with small images. Social media icons for Facebook, Twitter, and Pinterest are in the bottom left.

OUR WORK

ReFuel Campaign

Client
Coffee Planet

WE'D RATHER SHOOT OURSELVES THAN SERVE BAD COFFEE
ADNOC. ENOC. EPPCO.

coffee planet
mycoffeeplanet.com

refuel with a delicious cup at a petrol station near you!

facebook.com/MyCoffeePlanet
twitter.com/MyCoffeePlanet
pinterest.com/MyCoffeePlanet

A white coffee cup with a fuel nozzle attached to its side. The cup has the Coffee Planet logo and the text 'Coffee Planet' on it. Coffee beans are scattered at the base of the cup. The background is dark grey.

REFUEL WITH PREMIUM COFFEE!

coffee planet
mycoffeeplanet.com

fresh beans & fresh milk, at a PETROL STATION near you!
ADNOC. ENOC. EPPCO.

facebook.com/MyCoffeePlanet
twitter.com/MyCoffeePlanet
pinterest.com/MyCoffeePlanet

A white coffee cup with two fuel nozzles (one red, one green) pouring coffee into it. The cup has the Coffee Planet logo and the text 'Coffee Planet' on it. Coffee beans are scattered at the base of the cup. The background is dark grey.

REFUEL WITH AWARD WINNING COFFEE @ THE NEAREST PETROL STATION
ADNOC. ENOC. EPPCO.

coffee planet
mycoffeeplanet.com

fresh beans, fresh milk, so good!

facebook.com/MyCoffeePlanet
twitter.com/MyCoffeePlanet
pinterest.com/MyCoffeePlanet

A white coffee cup with two fuel nozzles (one green, one red) attached to its sides. The cup has the Coffee Planet logo and the text 'Coffee Planet' on it. Coffee beans are scattered at the base of the cup. The background is dark grey.

Bennor Milk Key Visual

Client

Maggadit For Food and Beverages



OUR WORK

Bennor Ramadan Key Visual

Client

Maggadit For Food and Beverages



OUR WORK

Bennor Cheese Promotion Key Visual

Client

Maggadit For Food and Beverages



OUR WORK

Bennor Products Key Visual

Client

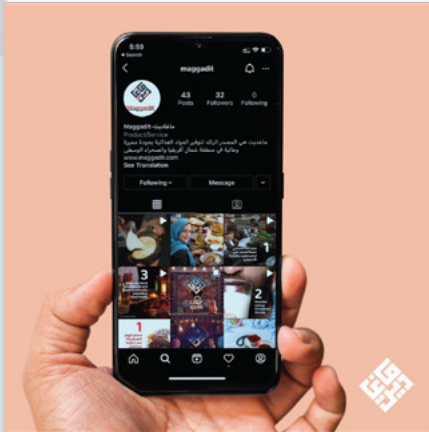
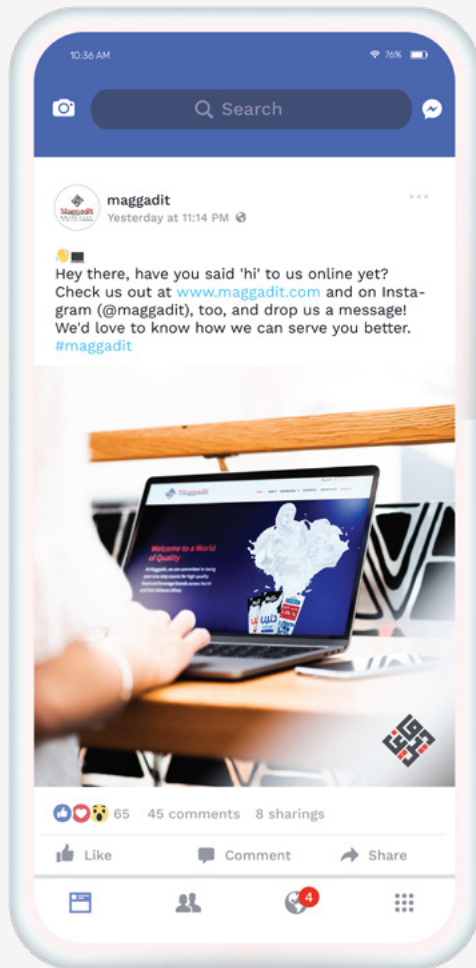
Maggadit For Food and Beverages



Social Media

Client

Maggadit For Food and Beverages



Ramadan Kareem - Carousel

Client

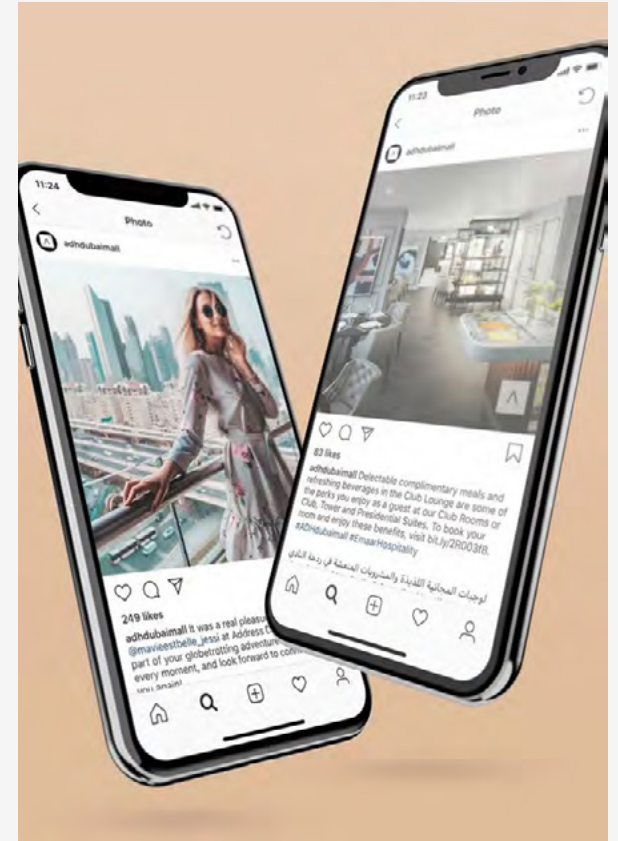
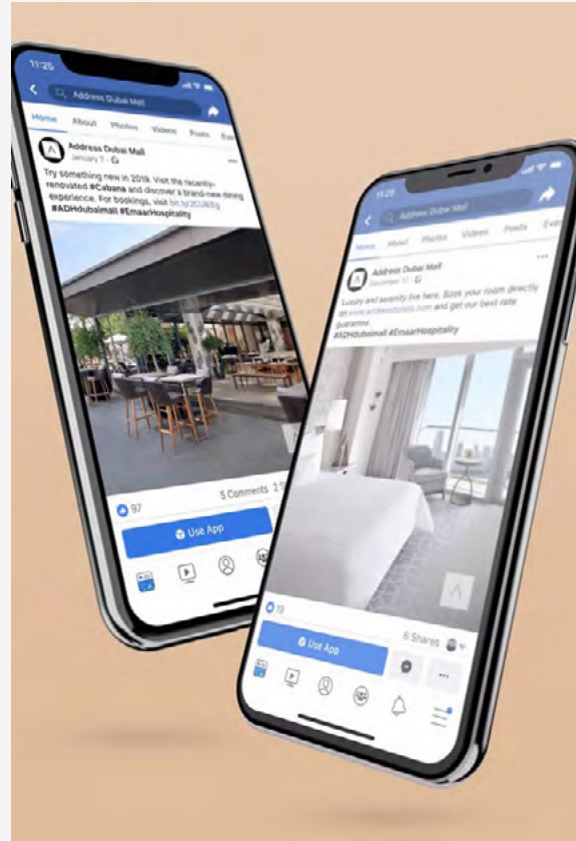
Maggadit For Food and Beverages



Address Dubai Mall Social Media

Client

Address Dubai Mall



OUR WORK

Alshaya Enterprises – Product Brochure

Client
Alshaya



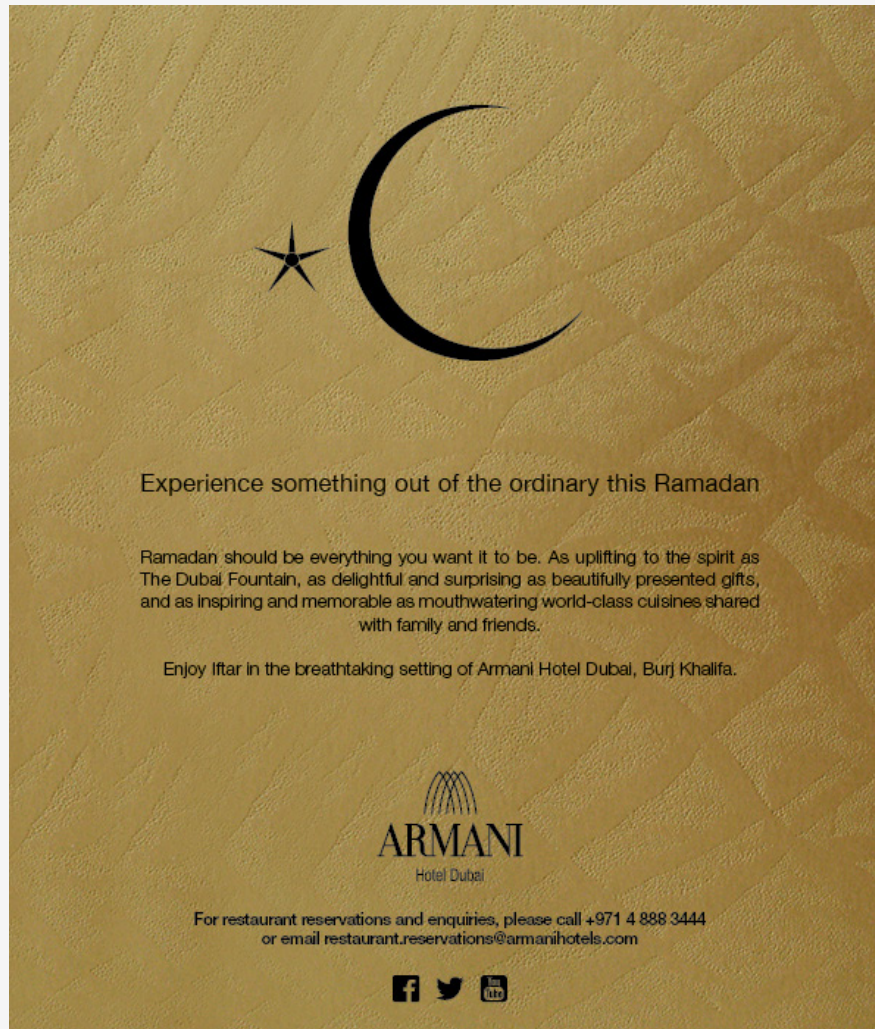
Alshaya Enterprises – Product Brochure



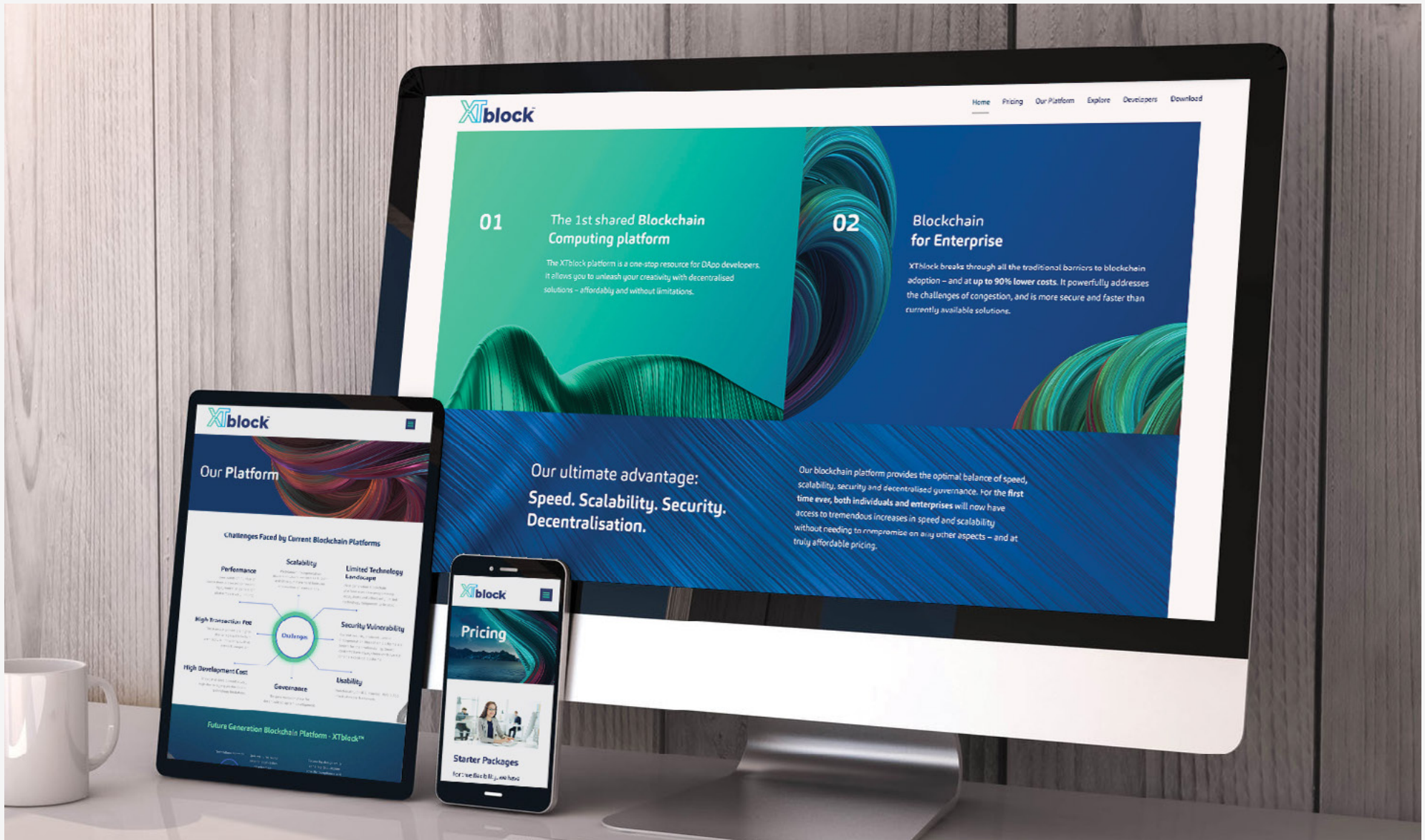
Ramadan 2013 Campaign

Client

Armani Hotel Dubai



XTblock Blockchain & AI Website



OUR WORK

XTblock Blockchain & AI Website

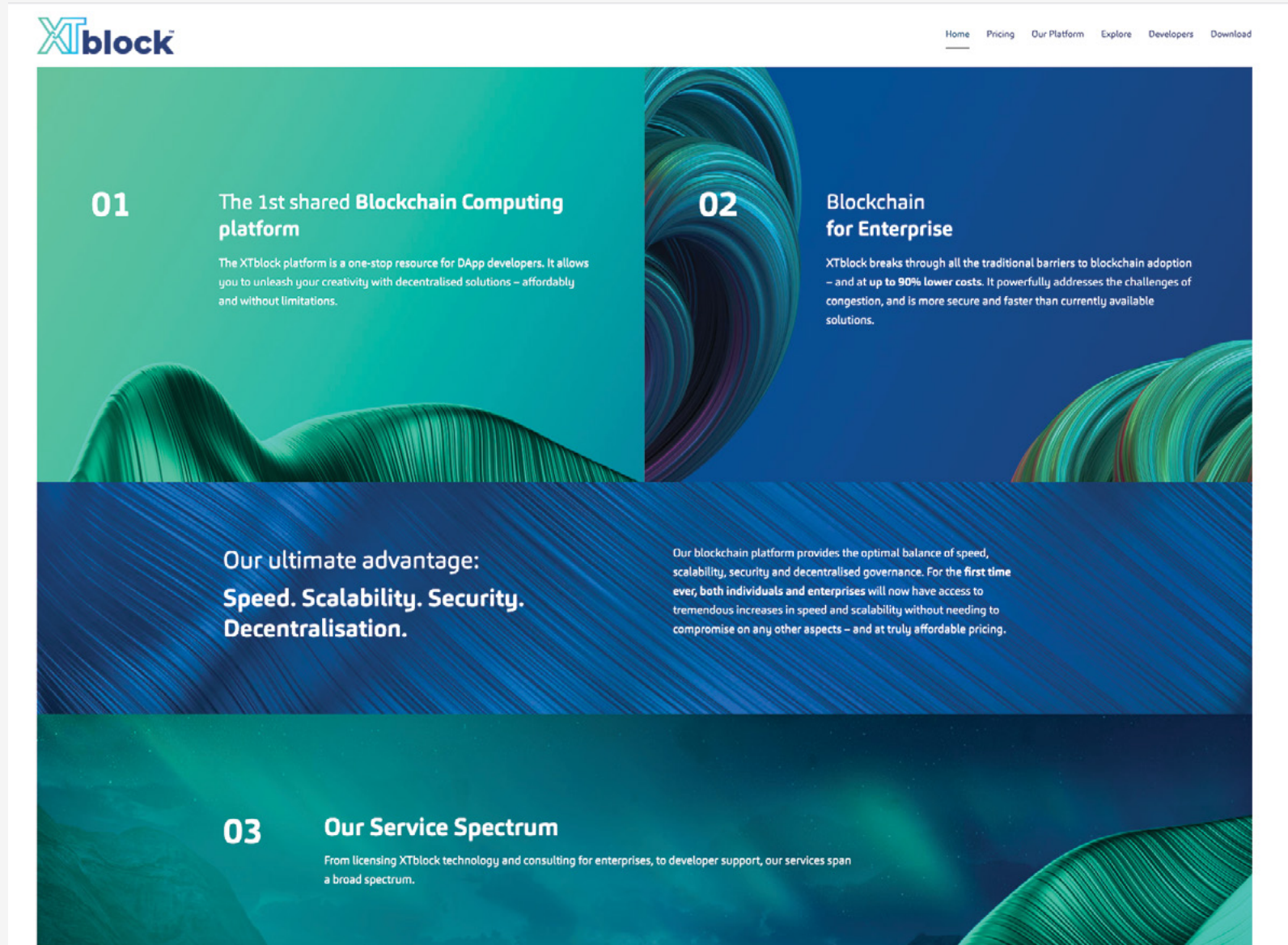


[Home](#) [Testnet 1.0](#) [White Paper](#) [Contact Us](#)

**Time Sharding:
One giant leap
for mankind**



XTblock Blockchain & AI Website



Thank you.



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F: +9714 4537298
E: info@eleven777.com
www.eleven777.com

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