

Branding & Visual Identity Dept.

Sections (A)

Copywriting & Commercial Translation

A- Brand (Copywriting)

1. Name generation
2. Website & Profile textual content
3. Event text
4. Marketing Pieces
5. Presentations
6. Press release
7. Products & services description text
8. Manuals content
9. Commercial translation
10. Movies and visual translation
11. Resume and Cover Letter Writing
12. Speechwriting
13. Script Writing
14. Article writing

B- Marketing (Copywriting)

1. Advertising textual content
2. SMS writing

Sections (B)

Graphic Design

A- Brand (Graphic design)

1. Logo Design
2. Theme & Color Pallet
3. Branding guidelines
4. Website design
5. Internal Prints (cards, letterhead...etc.)
6. External prints (Flyers, stickers...etc.)
7. Boxes and commercial products
8. All Bags
9. Corporate Profile
10. Internal & External Signage
11. Uniform designs
12. Wall Stickers
13. Wall Canvas
14. Email signature
15. Roll up & Banners
16. Branding items, Bottles, Boxes...etc.)

B- Marketing (Graphic design)

1. Electronic advertising posters (for social media and other online usage)

Sections (C)

Media Production (Photography - Video – Audio)

A- Photography

1. Indoor general photos
2. All Products photos (Food, clothes...etc.)
3. Fashion models photos
4. External photos

B- Videography

Marketing

1. Commercial ads
1. Corporate profile documentary
2. Interviews
3. Internal informative videos

C- Instructional videos

1. Animated videos (cartonized)

D- Educational videos

1. School and institutes lessons

E- Audio

1. Ads background music
2. Voice over
3. Original sound track
4. Lyrics composing
5. Music composing
6. Telephonic message recording recordings

Sections (D)

Printing

A- Office stationery prints

1. Envelop (ready Made)
2. Envelop (Custom made)
3. Letterhead
4. Business card
5. Invoice
6. Menus (All)
7. User manuals & catalogs

B- (marketing prints)

1. Company Profile
2. Bags
3. Flyers
4. Brochures
5. Rollups
6. Small Stickers
7. Wall and big stickers

C- Printing (Gifts and similar items prints)

1. All silkscreen printing)

Marketing & Communication Dept.

Sections

E-Marketing

A- SMS

- 1- Short Messages

B- Social Media Marketing

1. Facebook
2. Instagram
3. Snapchat
4. YouTube

C-SEO

1. (Google search engine optimization)

Sections

Telemarketing

A- Telephone Marketing B2B

1. Private Companies
2. Government organizations
3. Simi Government organizations

B- B2C

1. Individuals (All Nationalities and categories)

Sections

Distribution

A- Door 2 Door

1. Flyers (Door hanger)
2. Gifts

B- Hand 2 Hand

- 1- Signed delivery to specific persons or places)

Sections

Planning & Monitoring

A- Brand

1. Brand Planning
2. Brand development (Re-branding)
3. Brand elements review and reports

A- Marketing

1. Marketing plan creation
2. Marketing monitoring

B- Forms

1. E-forms
2. Survey E-forms
3. Automation E-forms
4. Automation E-Systems