

AGENCY CREDENTIALS

May 2020

# **QUICK FACTS**

Year of establishment:

EGYWEB
Indigo KSA
Indigo Egypt

Head Count:

50 Talents





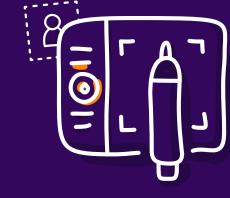
# SERVICES





### DIGITAL AND SOCIAL MEDIA MANAGEMENT

Digital strategy development Social media profiles management Digital research Digital media planning & booking Social listening and analytics



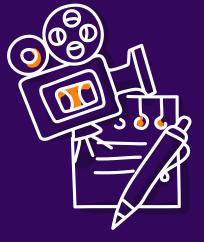
### BTL (BELOW THE LINE)

Branding PR & events Creative concepts & execution Creative content creation



### WEB AND MOBILE SOLUTION

Web design and development Mobile application development



VIDEO PRODUCTION Concept development Production





### **Creative studio**

A talented, multi-cultured, and experienced creative team.

We like what we do and we do it right. Our brainstorming sessions are always enjoyable and sometimes held in places you won't expect. The outcome is always genius.

The team includes talent in various areas: creatives, copywriters, visual artists, web designers, UI/UX designers, illustrators, and video editors.

### **Content team**

#### Creatives at work!

Our content studio produces 1500+ social media post or article per month. This involves contribution from various team members, setting up photo sessions, video sessions, brainstorming, attending events and blogging live updates, sharing resources, using image banks and creating genuine visuals.

### **Development studio**

Expertise in a wide range of technologies.

Our expertise varies from developing microsites to corporate and brand websites. We have developed over 500+ projects over a period of 10 years, including hundreds of corporate websites and e-commerce portals.

### Listen & Response team

24/7 attention to your digital presence

Our social listening team tracks your brand mentions across the internet, so that you are informed of who says what about your brand and your competition. Analysis of such listening reports brings valuable information on consumer behavior and brand favorability.

# PARTNERSHIPS

# Google Partner

### Professional Media buying with Google

Our expertise covers professional media buying capacities with Google ad platforms, including display (GDN), YouTube, and Google Search.

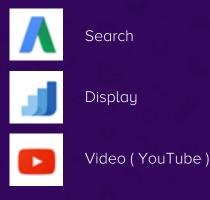


### World-class Social Media Analytics

We partner with socialbakers to provide quality analytics and reporting to our clients. We track your performance and compare to benchmarks, competition and draw learning points to help optimize digital and campaign performance.



### Specialization:



# **CURRENT CLIENTS**





# JAGUAR



- Social Media Management ٠
- **Creative Content** ٠
- Digital Activations ٠
- Media Buying ٠









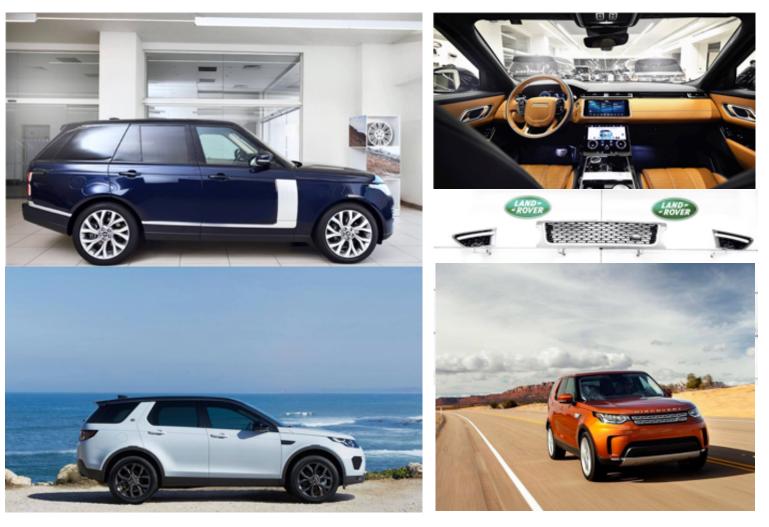


https://www.facebook.com/MTIJaguarEgypt/

# LANDROVER



- Social Media Management
- Creative Content
- Digital Activations
- Media Buying

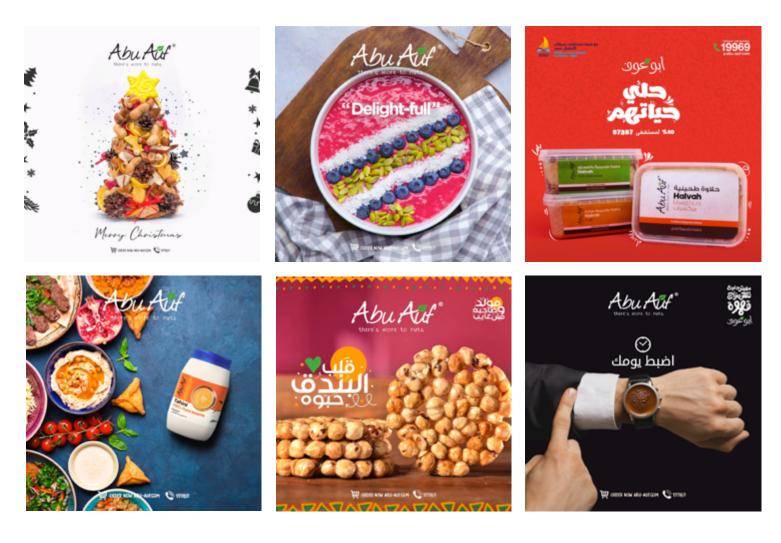


https://www.facebook.com/MTILandRoverEgypt/

# **ABU AUF**



- Social Media Management
- Creative Content
- Digital Activations
- Media Buying



# LA POIRE



- Social Media Management
- Creative Content
- Digital Activations
- Media Buying





https://www.facebook.com/LaPoireEgypt/

# LA POIRE ECOMMERCE



- E-Commerce Platform
  Development
- Media Buying



#### FEATURED PRODUCTS



http://lapoire.me/

# EGX EGYPTIAN STOCK EXCHANGE



- Social Media Management
- Creative Content
- Digital Activations
- Media Buying





https://www.facebook.com/EgyptianExchangeEGX/

# **MASHREQ BANK**



- Social Media Management
- Creative Content
- Digital Activations
- Media Buying



# TETRAPAK



- Social Media Management
- Creative Content
- Digital Activations
- Media Buying

# PROTECTS WHAT'S GOOD











https://www.facebook.com/tetrapakeg/

# NIKE



- Digital PR Management
- Influencer Management
- Media Buying





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# SHWARZKOPF



- Social Media Management
- Creative Content
- Digital Activations
- Media Buying



# **EL MARAI**



- Creative Content
- Video Production





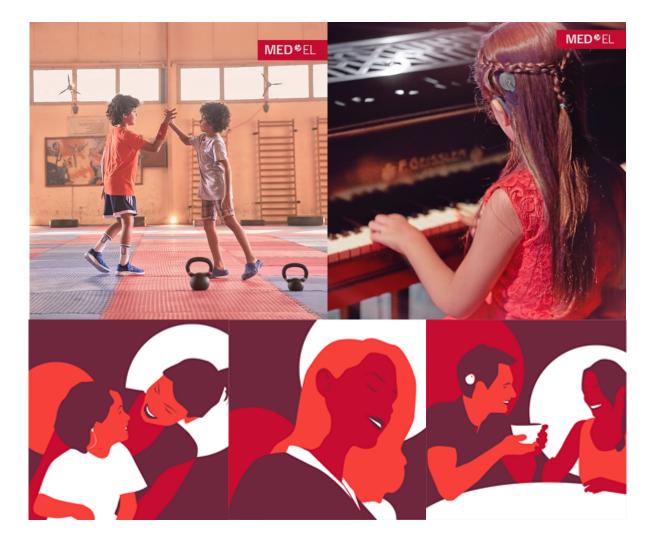


https://www.facebook.com/799537876767688/videos/1369460313108772/

# MEDEL

- Creative Content Development
- Localization across Middle East
- Media Buying
- SEO and SEM







# WHITE SWAN



- Social Media Management
- Creative Content
- Digital Activations
- Media Buying





https://www.facebook.com/whiteswanrice/

## **SAVANNAH**



- Social Media Management
- Creative Content
- Digital Activations
- Media Buying









https://www.facebook.com/SavannahArabia/

# SOCIAL MEDIA MANAGEMENT RETAINER PACKAGES



### What is In-Scope?

Retainer packages include services listed within the package description, such as content development, moderation hours, types of content produced and reports developed.

It is possible to create a tailored package based on your specific needs.

### **Studio Priority**

We strive to serve our clients and cater to their needs. However we like to work on a planned queue of creative tasks, well planned and well thought, properly assigned and given enough time to get the best output. We understand that sometimes ad-hoc jobs show up and last-minute changes may be necessary. However we advise our customers to help us plan our workload and avoid going into an always-on firefighting style, which may affect quality of output.

Studio priority allows customers to understand how we manage their tasks in our design studio : Priority A, B or C determines how your task may move up the design queue, or not.

### Additional Services (Out of scope)

Your monthly retainer package includes all the services you regularly get on monthly basis. However some services are only done during campaigns, seasons, or specific occasions. Therefore the following services can be ordered separately on top of a retainer package :

- Video content, video production projects
- On-ground production and events
- Additional reports
- Media buying campaigns (digital and ATL)
- Photography sessions and digital coverage
- Additional content design pieces
- Websites, landing pages, and microsites

## **Response Time**

Response time stated in packages is the maximum response time allowed during moderation hours. Otherwise we push to maintain a conversational approach to managing your social profiles, and most responses will be done within minutes.

