



CREATIVITY **CONNECTED**

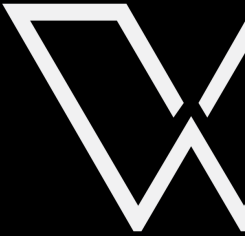


# NON DISCLOSURE AGREEMENT

To assure the protection and preservation of confidential and/or proprietary information made available in this presentation, and since, we are disclosing to the receiving party information that is considered Confidential and/or Proprietary Information by us for the purpose of evaluating the Project; The proposal along with its contents are provided on the understanding that if the proposal ahead without our involvement, the ideas, solutions, and concepts are and remain the intellectual property of WHITE ADVERTISING.

They should not be used without the involvement of WHITE ADVERTISING nor without their consent to use them in their absence. Unauthorized use of intellectual property will be followed by our copyrights lawyers.

**BY CONTINUING TO READ THIS PROPOSAL YOU AGREE TO  
THE ABOVE AND ABIDE BY IT.**







Creativity takes pride of place at WHITE ADVERTISING. Since 2013, White has evolved into multi-functional teams generating novel and original ideas, in a framework inspired by the concept of harmony in jazz improvisation. As professionals and young talents, we work collectively with an in-house production team, that places great value on time and new technology in an effort to change how things are done in brand communication.

“Creativity is connecting things”

At White, we connect everything – people, ideas, services – to form a painterly bravura of perfect harmony, for a flawless delivery and a magnificent impression.

we are **CREATIVITY CONNECTED !**

WHITEADVERTISINGAGENCY







## Mission

Our core strategy is the foundation of every project. Our Creative department invents, designs and builds experiences with an equal focus on concept and execution.

## Vision

We strive to develop integrated campaigns covering a wide range of brands and delivery methods through our experience of the market.

## Values

- Client Value Creation
- Entrepreneurial Spirit “Be Bold”
- Challenge the Status Quo
- Encourage Curiosity
- Less Fear, More Curiosity
- Move Fast, Focus on Impact and Growth
- Client-Agency relationship is a ‘Partnership’
- Integrity and ethical conduct
- Pay it Forward



# WE OFFER



Events & Exhibition  
Management



Marketing Consultancy  
& Advertising



Video Production &  
Content Development



Corporate Communication



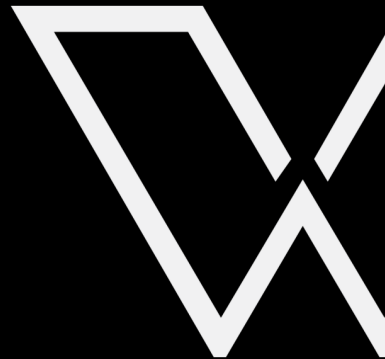
Gift Items & Digital Solutions



Production & Fabrication



Outdoor Communication





# PORTFOLIO



WHITE ADVERTISING





**Events**  
Management  
& **PRODUCTION**



We work hand-in-hand with you for the full event journey, from planning through to execution. We offer a number of different services to ensure that you cross the stream where it's shallowest.

- Event Consultancy & Concept Creation
- Event Management & Production
- Exhibition Management & Production
- Indoor & Outdoor Brand Activation
- Reward & Recognition Ceremonies
- Venue & Entertainment Hire
- Team Building & Activations
- Incentive Travel
- National & International Artist Booking





# Scene7 by AKAM Launch Event

[Watch on YouTube](#)



Akam seeks to be the leading company that contributes to the success of the real estate sector and to be one of the fastest growing real estate developer in Egypt.



# Scene7 by AKAM Launch Event



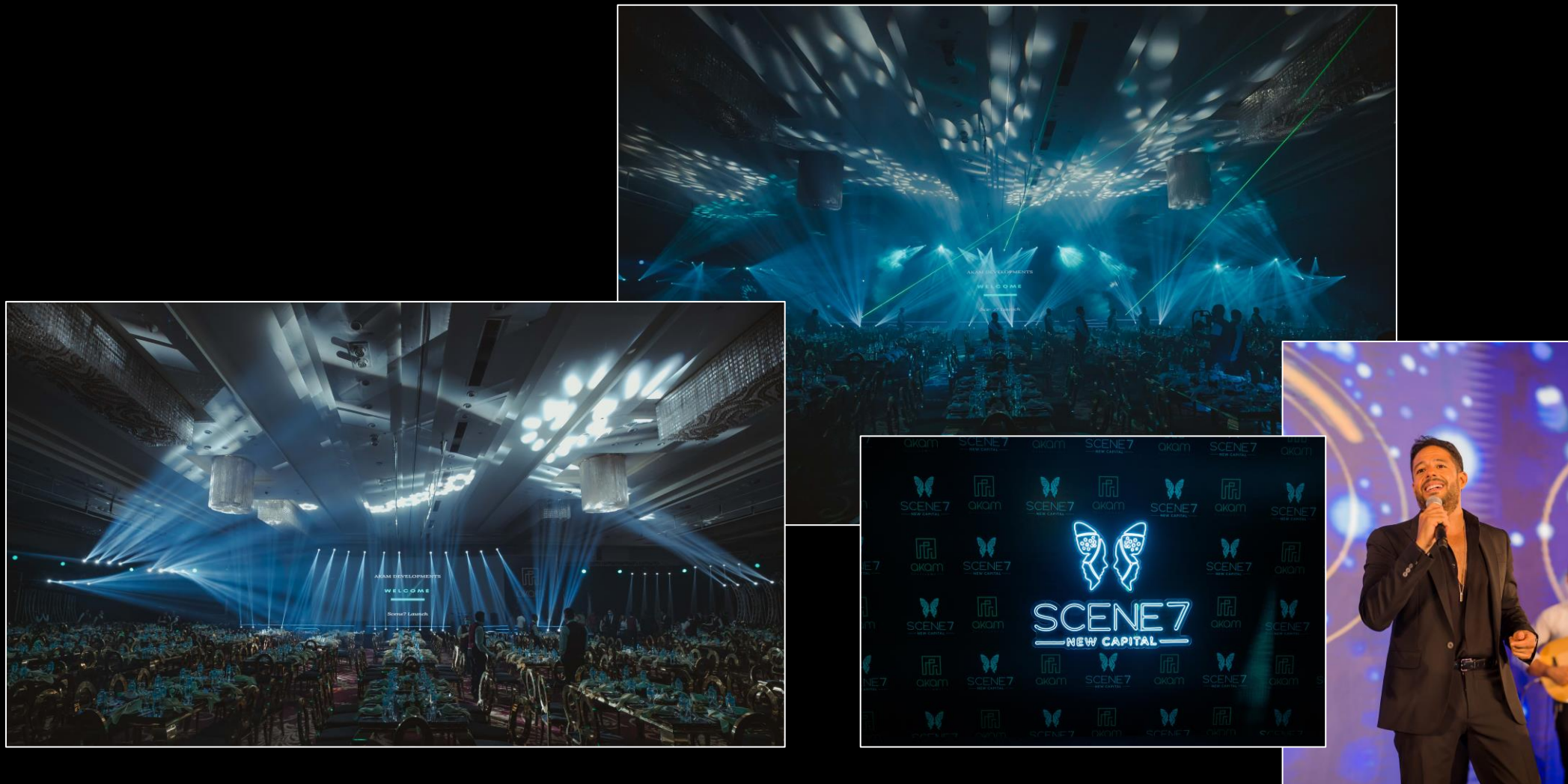


# Scene7 by AKAM Launch Event






# Scene7 by AKAM Launch Event





# vivo V17 Launch Event

 Watch on YouTube



Over the past 9 years vivo has dared to pursue true perfection, they unveiled the world's first Half-Screen In-Display Fingerprint Scanning Technology on vivo APEX™, along with Screen Sound Casting Technology and an Elevating Front Camera.



# vivo V17 Launch Event



They have over 200,000,000 users and are one of the preferred brands of young people around the world.





# Palm Parks Social Gathering | Cairo

[Watch on YouTube](#)



Palm Parks is designed to match the young, cool and hip... designed to match your need for pleasure and serenity, Palm Hills Developments brings you Palm Parks. A residential community running over 475,000 sqm of breathtaking nature, with lagoons and lavish homes.



# Palm Parks Social Gathering | Cairo






# Palm Parks Social Gathering | Cairo





# The Loft Plaza Launch | Cairo

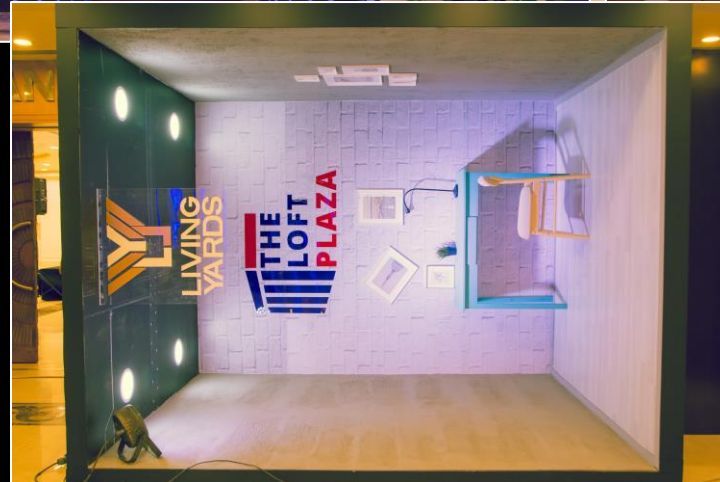
 Watch on YouTube



Living Yards Developments -owned by two mega economic establishments; AM Group and Egyptian Swiss Group- entering the market with a new inspiring vision. Introducing a unique concept to the real estate market. 'Practical Luxury' is the mix of value for money with lavishness and diversity with luxury.



# The Loft Plaza Launch | Cairo



Living Yards is a grand addition to the world of real estate that subscribes to the mantra of thinking the unthinkable, with the sole purpose of satisfying the unmet needs of our customers, through applying a novel methodology in delivering all of its projects.




# The Loft Plaza Launch | Cairo







# Menassat Developments | Ramadan Sohour 2021

 Watch on YouTube

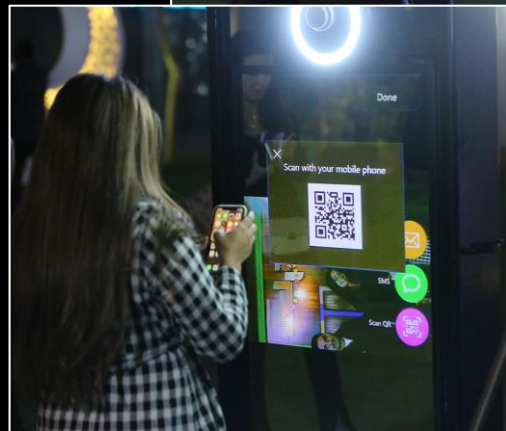
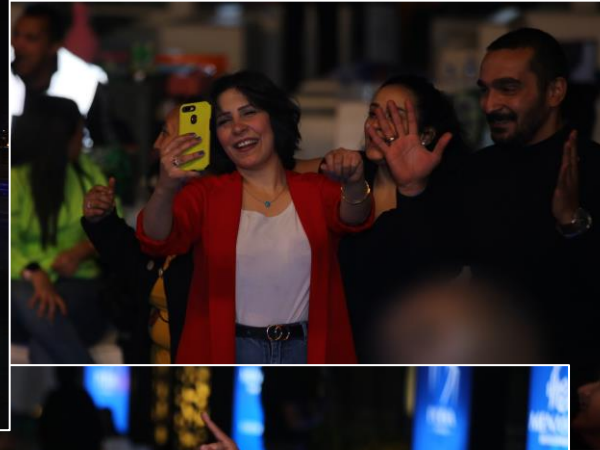
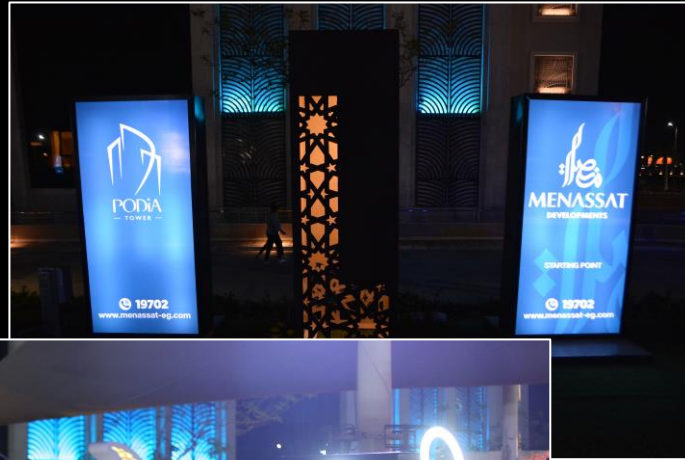


Menassat is an innovative concept of real estate development, aimed at transforming the face of integrated living in Egypt while enriching every aspect of its community's life. By combining the well-rounded expertise of eight individual companies into one pioneering investment hub.





# Menassat Developments | Ramadan Sohour 2021





# W Realme 5 & 5 Pro Launch Event




realme is a technology brand officially established on May 4, 2018 by Sky Li.

The 6.3-inch(16.0cm) FHD+ display on realme 5 Pro, whose high-precision dispensing process has narrowed the black edge and increased the screen-to-body ratio to 90.6%, offers a wider and clearer view.



# W OPPO Reno Launch Event | Dubai

 Watch on YouTube

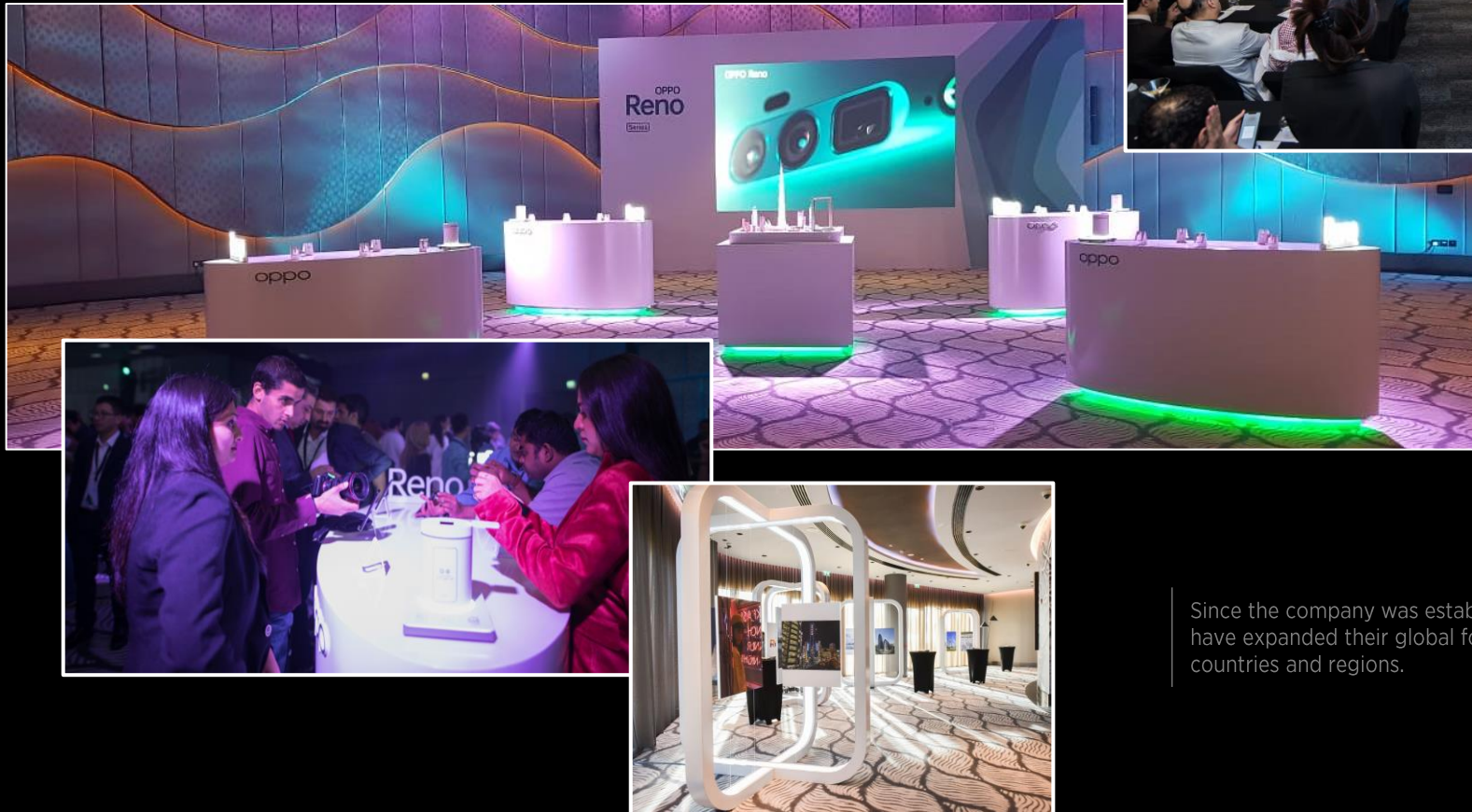


The world's leading smart device manufacturers and innovators.





# W OPPO Reno Launch Event | Dubai



Since the company was established in 2004, they have expanded their global footprint to over 40 countries and regions.





# Lenovo Channel Awards Dinner 2020

[Watch on YouTube](#)



Every year Lenovo appreciates their distributors over a luxurious gala dinner to recognize and award their achievements throughout the year.





# Lenovo Channel Awards Dinner 2020






# W Concept Developments | Ramadan Sohour 2021



Concept Developments has a selection of the best engineers of Egypt and the Arab world. It selects the best geographical locations. It targeted North Coast because it is an upscale area, providing superior property for its customers. The company aims to expand, invest and develop in the North Coast and other areas in order to reach the largest number of customers and provide them with modern property.



# TikTok Event

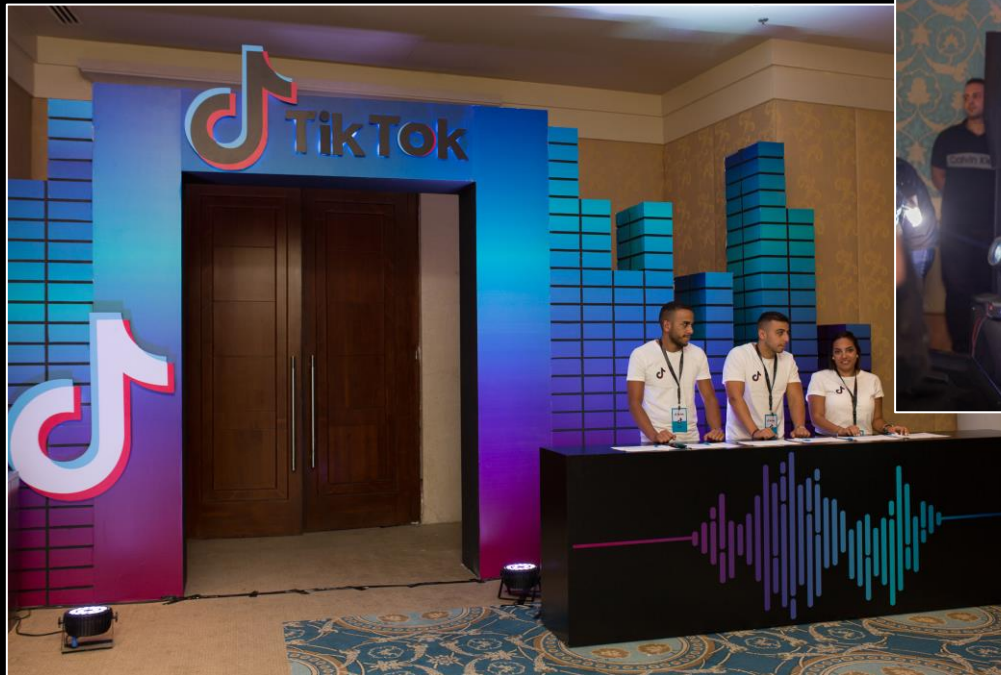
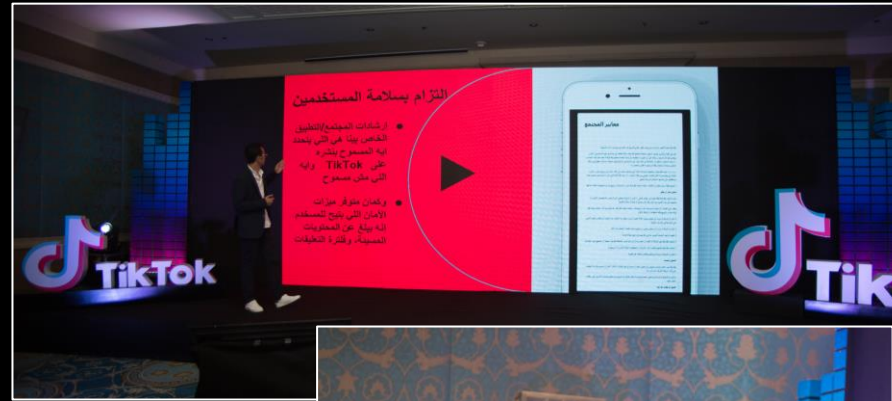
 Watch on YouTube



TikTok is a Chinese video-sharing social networking service owned by Byte Dance, a Beijing-based Internet technology company founded in 2012 by Zhang Yiming. It is used to create short music, lip-sync, dance, comedy and talent videos of 3 to 15 seconds, and short looping videos of 3 to 60 seconds.



# TikTok Event



TikTok has global offices including Los Angeles, New York, London, Paris, Berlin, Dubai, Mumbai, Singapore, Jakarta, Seoul, and Tokyo.





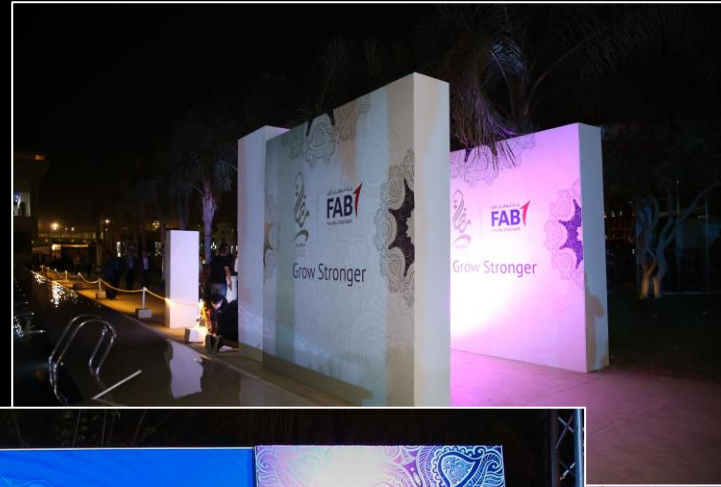
As one of the world's largest financial institutions, FAB offers an extensive range of tailor-made solutions, and products and services, to provide a truly customized experience.





# FAB Bank | Ramadan 2019 Iftar

Headquartered in Abu Dhabi in Khalifa Business Park, the bank's international network spans five continents, providing the global relationships, expertise and financial strength to support local, regional and international businesses seeking to do business at home and abroad.





# W FAB Bank | Ramadan 2019 Iftar



In line with its commitment to put customers first, to Grow Stronger, FAB will continually invest in people and technology to create the most customer-friendly banking experience, and will support the growth ambitions of its stakeholders across countries in which the bank operates.









# Realme 3 Pro Launch Event

[Watch on YouTube](#)



The aspiration of realme is to provide products with a comprehensive superior experience for the young, and realme is committed to be a trendsetting technology brand.



# W Realme 3 Pro Launch Event








EGBANK provides business support every step of the way by offering a wide range of smart solutions and products that will help you solve your everyday business challenges.






# Merck Cycle Meeting | Sharm El Sheikh

 Watch on YouTube





# Galderma GAIN 3 Event | Luxor

 Watch on YouTube



Galderma S.A. is a Swiss pharmaceutical company specializing in dermatological treatments and skin care products. Formerly a subsidiary of L'Oréal and then of Nestlé, it has been held by a consortium of private institutional investors since 2019.







# Lenovo Event

[Watch on YouTube](#)




Lenovo is a Hong Kong-based multinational technology company headquartered in Quarry Bay, and with operational headquarters in Morrisville, North Carolina and Beijing.





# Realme XT Launch Event

 Watch on YouTube





# **Exhibition** Stands





# Living Yards Developments |

The Real Gate Expo 2021







# DAIKIN AIR CONDITIONING

Telal North Coast





# Exhibition Stands



PRIME





# Exhibition Stands



AKAM Developments ▲



EGYGAB Developments ▲



# W Exhibition Stands



▲ Al Ahly Bank



▲ Emirates NBD Bank





# Exhibition Stands



◀ ADS Securities



◀ Al Ahly Bank



FAB Bank ▶



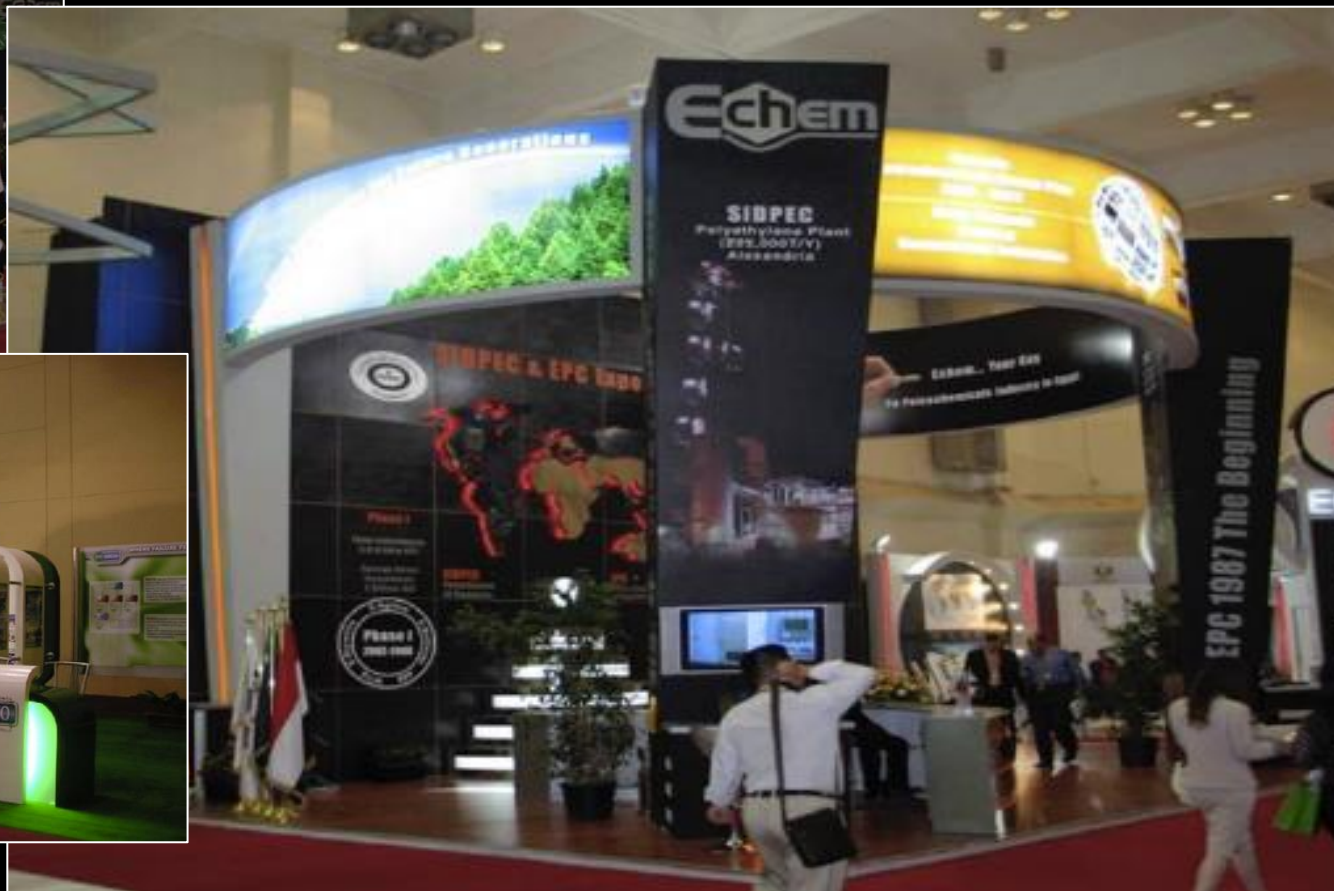
# Exhibition Stands



▲ EGAS



▲ GASCO



▲ EChem



# Exhibition Stands



Bee Technologies ▲



El Masria for Carton ►



# Exhibition Stands



realme ▲



EGPC ▲





# **Activations** & Roadshow





# Activations / Roadshow

[▶ Watch on YouTube](#)



## POINT90 CHRISTMAS ACTIVATION 2020

Point 90 Mall located in front of the American University at the heart of New Cairo, hosts modern contemporary retail resort which is the focal point of the entire community. The mall features more than 25 restaurants & cafes, several anchor fashion stores and flag ship stores. Ten-Screens cinema complex with over 1500 seat capacity, Billy Beez theme park for kids and Air-Zone trampoline area for all ages.



# W Activations / Roadshow







# Activations / Roadshow



## DUNHILL DESTINATION LOUNGE & ACTIVATION

Dunhill is a British brand of cigarettes, currently owned and manufactured by British American Tobacco. The brand is named after the English tobacconist and inventor Alfred Dunhill.






# Activations / Roadshow







# Activations / Roadshow

 Watch on YouTube




## DAIKIN SUMMER BREEZE 2020

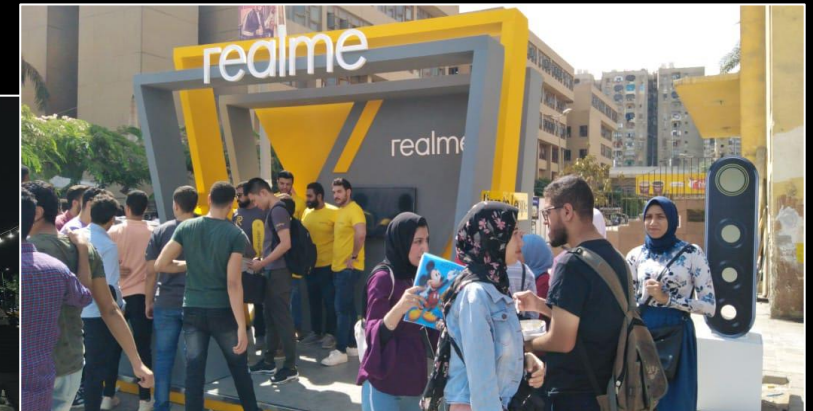
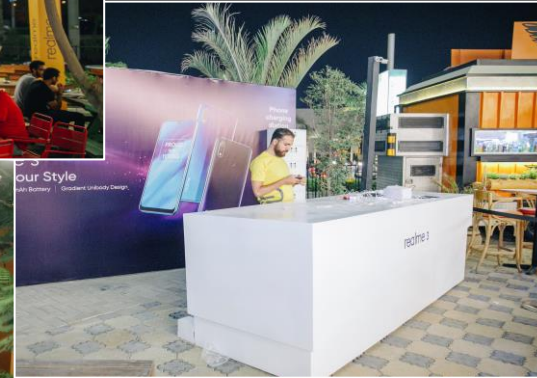
Daikin Egypt began operations in August 2016. Daikin is poised to substantially expand business in Egypt. The success it achieves in the Egyptian market will be used as a springboard to future development in the Middle East and Africa.





# Activations / Roadshow

 Watch on YouTube

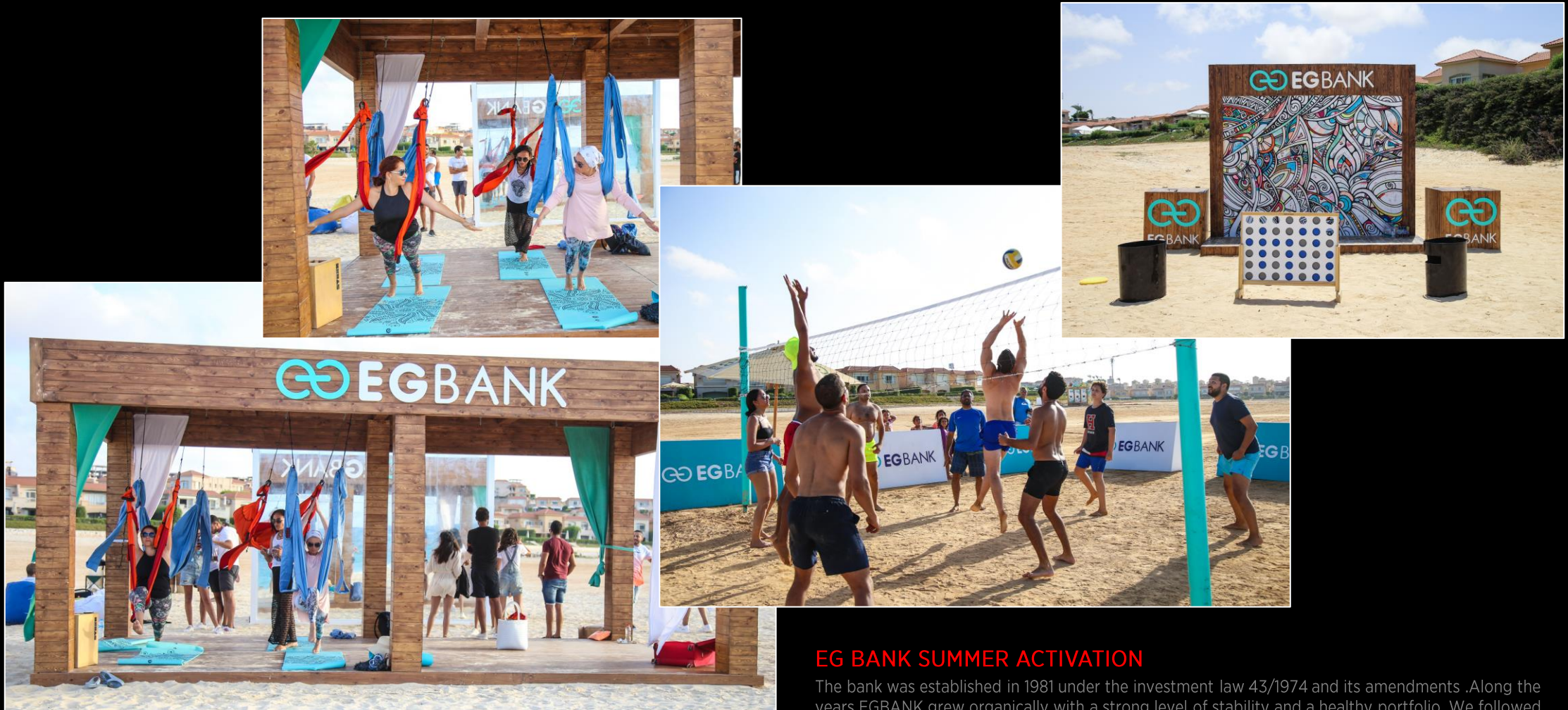


REALME





# Activations / Roadshow

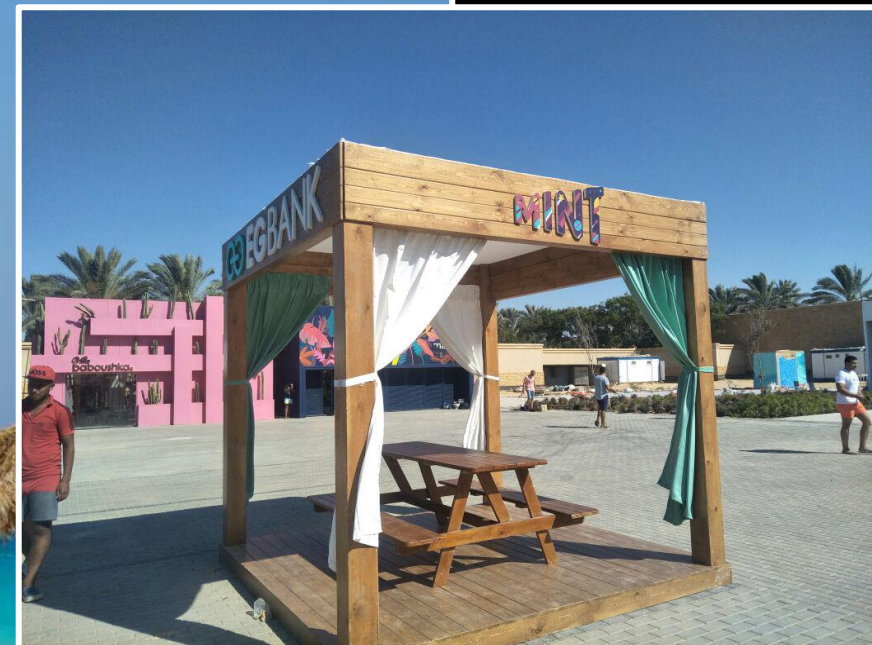


## EG BANK SUMMER ACTIVATION

The bank was established in 1981 under the investment law 43/1974 and its amendments .Along the years EGBANK grew organically with a strong level of stability and a healthy portfolio. We followed an expansion strategy of collaboration in projects with successful market leaders in different sectors. All of this reflected on adding value to the Egyptian market.

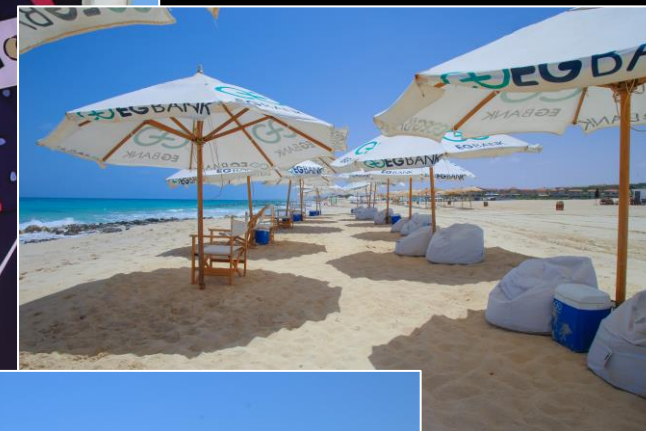


# Activations / Roadshow





# W Activations / Roadshow





# Activations / Roadshow





# Activations / Roadshow





# W Activations / Roadshow







# Activations / Roadshow



Credit Agricole



SWVL



Michelin



# Activations / Roadshow







# Activations / Roadshow







# Activations / Roadshow







# **Marketing** & Advertising



Marketing and PR are often demarcated within the extremely narrow contexts of advertisements and sales when, in fact, marketing is actually one of the key management disciplines that enable goal achievement, and the upkeep of sustainable business growth. You will need concepts that amplify your business presence and unique brand image. Let us handle the 'creative' part while you handle the business.

- Advertising Strategy Development
- Concept Creation & Designs
- Content & Creative Strategy
- Marketing Communications
- Digital Marketing
- Research Data & Analytics
- Public Relations
- Photography







# Marketing & Advertising

**PLATINUM CLUB**  
KATAMEYA

SOCIAL AND SPORTS CLUB

*"I'll be the next LeBron James"*

CERTIFIED BASKETBALL TRAINERS

TO BE A MEMBER  
**16033**

SABBOUR CONSULTING

الأهلي للتنمية العقارية

**PLATINUM CLUB**  
KATAMEYA

SPORTS & SOCIAL CLUB

*"I am the new Valentina Truppa"*

CERTIFIED EQUESTRIAN TRAINERS

TO BE A MEMBER  
**16033**

SABBOUR CONSULTING

EQUICARE

الأهلي للتنمية العقارية

**PLATINUM CLUB**  
KATAMEYA

SOCIAL AND SPORTS CLUB

*"I am the new Anna Pavlova"*

Gymnastics  
CERTIFIED BALLET CENTER

TO BE A MEMBER  
**16033**

SABBOUR CONSULTING

الأهلي للتنمية العقارية





# Marketing & Advertising

حول نقاطك  
لسفريات حول العالم

AL-AHLY Points  
VISA  
19623  
www.nbe.com.eg

بنك الأهلي المصري  
NATIONAL BANK OF EGYPT  
بنك أهل مصر

تطبيق كافة الشروط والأحكام

كن متميز.. بطاقة فيزا  
البنك الأهلي المصري الذهبية

VISA  
19623  
www.nbe.com.eg

بنك الأهلي المصري  
NATIONAL BANK OF EGYPT  
بنك أهل مصر

تطبيق كافة الشروط والأحكام

خدمة الأهلي للتسوق الإلكتروني عبر الإنترنت  
(AL-AHLY e-SHOPPING)

بنك الأهلي المصري  
NATIONAL BANK OF EGYPT  
بنك أهل مصر

تطبيق كافة الشروط والأحكام

مشروعك يهمنا  
مؤل مشروعك مع البنك الأهلي المصري  
في إطار مبادرة البنك المركزي المصري

بنك الأهلي المصري  
NATIONAL BANK OF EGYPT  
بنك أهل مصر

تطبيق كافة الشروط والأحكام

مع برامج تحويل المرتبات  
خدمة الراتب المقدم

بنك الأهلي المصري  
NATIONAL BANK OF EGYPT  
بنك أهل مصر

تطبيق كافة الشروط والأحكام



# **Corporate** Communication



Walk in doubtful. Leave with a plan.

Whether you're looking to develop & industrialize new propositions, define & build a strategy; or just to plan your response to a major RFP, we can help.

Our team brings together the right methodologies to help you collaborate, explore, & test new ideas in a confidential environment.

- Brand Identity & Guidelines
- Brand Strategy & Development
- Propositions & Messaging Development
- Internal Branding & Communication
- Environment Branding
- IP and GEO Targeting
- BTL Services







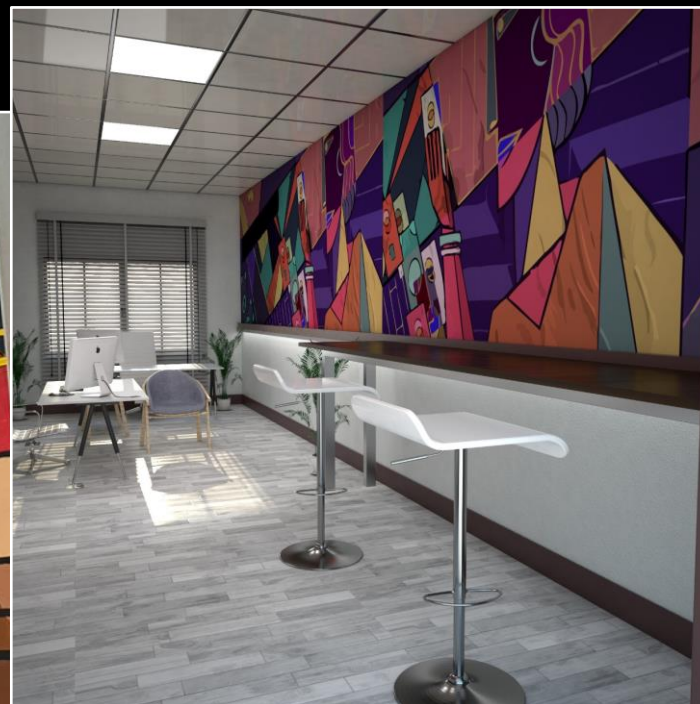


# Corporate Communication





# Corporate Communication



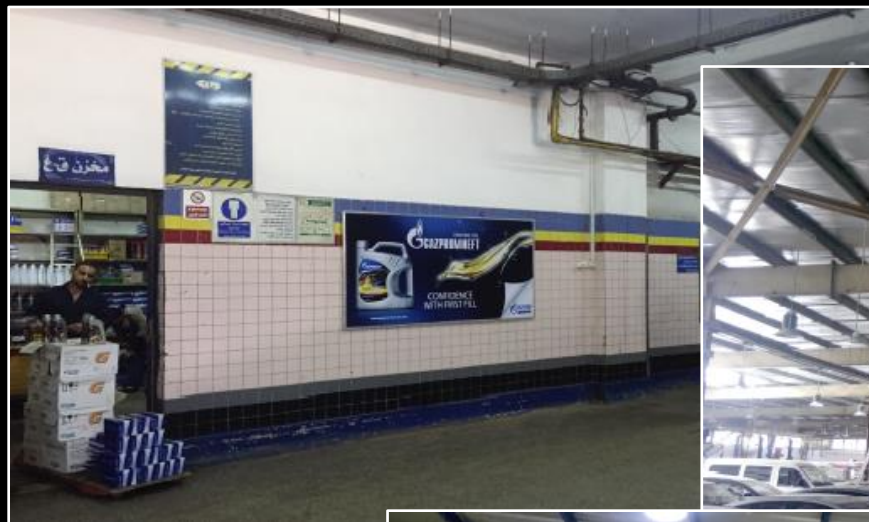


# Corporate Communication



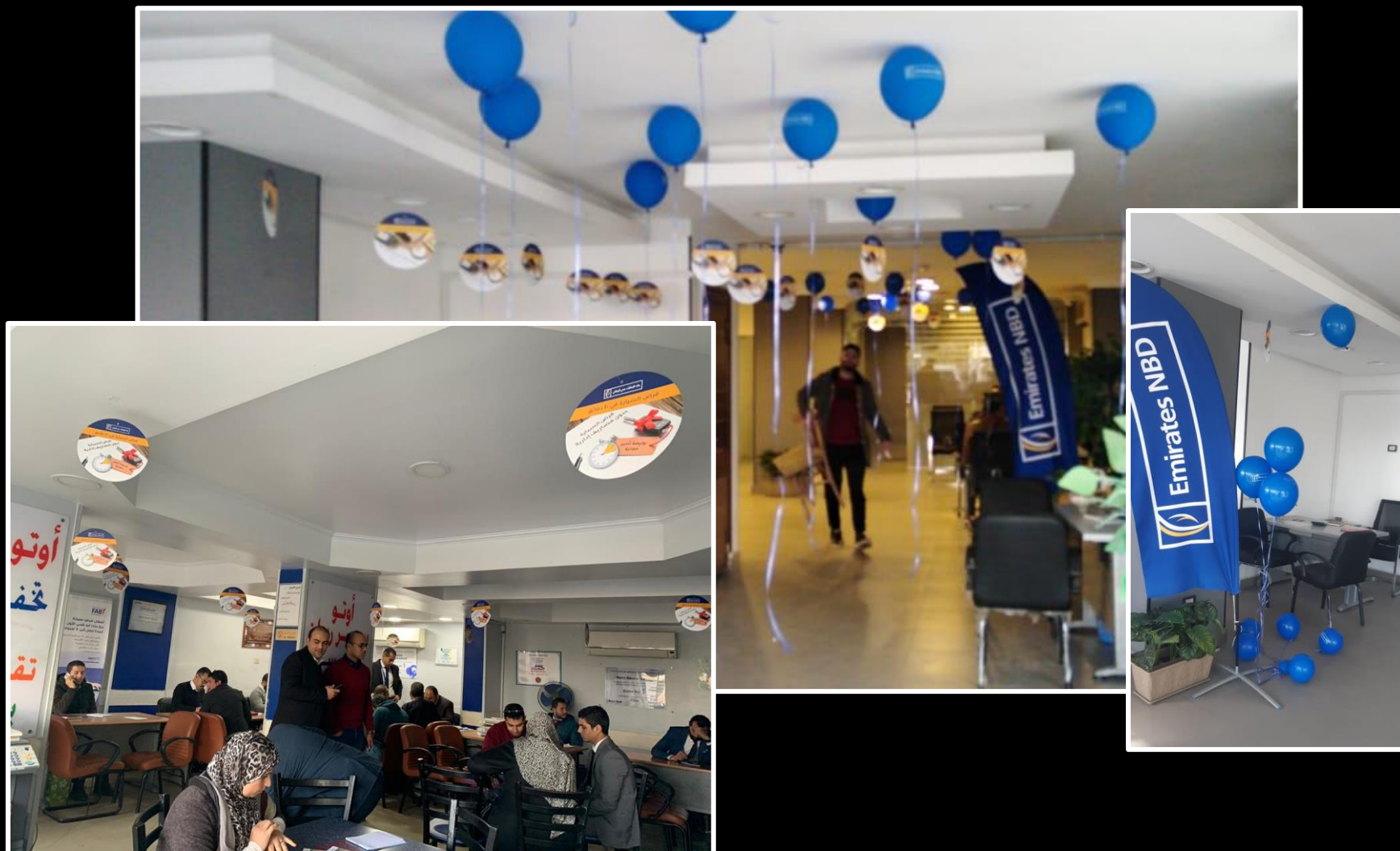


# Corporate Communication





# Corporate Communication





# **Production & Fabrication**



# Production & Fabrication







# Production & Fabrication





# Production & Fabrication





# Production & Fabrication





# W Production & Fabrication



Al Ahly Bank



EG Bank



# W Production & Fabrication



Emirates NBD Bank



ACE Hardware







# **Signage** Fabrication & Installation



# Signage Fabrication & Installation





# Signage Fabrication & Installation







# Signage Fabrication & Installation







# Signage Fabrication & Installation







# Signage Fabrication & Installation





# **Outdoor** Communication





# Outdoor Communication

Al Shahid Corridor







# Outdoor Communication

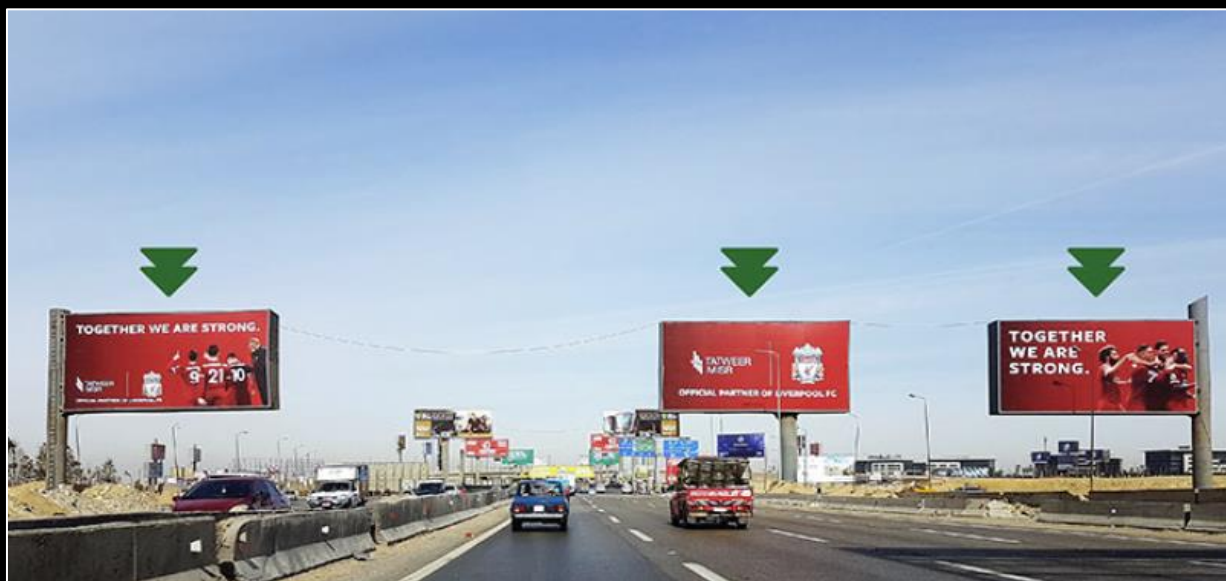
Ring Road





# W Outdoor Communication

Ring Road





# Outdoor Communication

Suez Road





# W Outdoor Communication

Heliopolis







# Outdoor Communication

6 October Bridge





# W Outdoor Communication

6 October Bridge





WE ARE CREATIVITY **CONNECTED** !

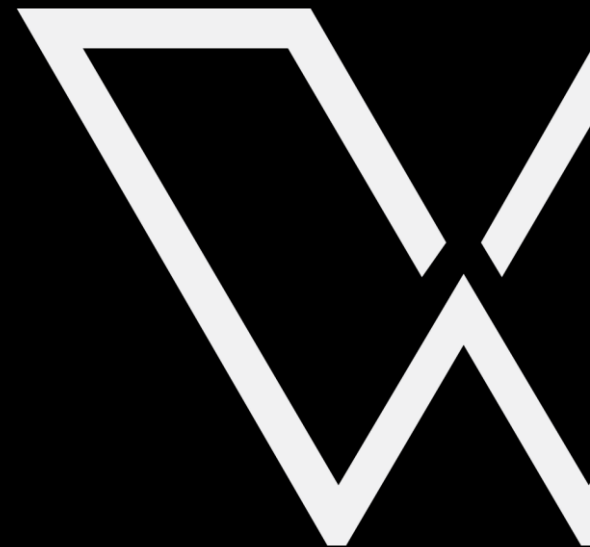






# DISCLAIMER

White Advertising reserves all rights in its Confidential Information and no rights or obligations other than those expressly granted are to be implied from this document. In particular, no license is granted directly or indirectly under any patent, invention, discovery, copyright or other intellectual property right now or in the future held, made or obtained by the Company prior to or after the date of sending this document whether or not contained in Confidential Information.





**DUBAI**  
Aspin Commercial Tower, Dubai, UAE  
TEL: +971 50 968 7868  
EMAIL: [sgamrini@white-adv.com](mailto:sgamrini@white-adv.com)



[www. WHITE-ADV.com](http://www.WHITE-ADV.com)

**CAIRO**  
20 EL Batrawy St., Nasr City, Cairo, Egypt  
TEL: +2 010 2200 6223  
EMAIL: [info@white-adv.com](mailto:info@white-adv.com)