



**7 YEARS**



## BRAND STORY

When you hear **MAD** what's the first thought to hit your mind? That's right **MADNESS**.  
Going Beyond The Ordinary...

**MAD** was established in January 2018. Its main aim is to provide different marketing solutions according to your brand needs as you're dealing with a full-fledged agency.

**MAD** is a **Marketing, Advertising and Digital Service** provider with an experienced team that has extensive years of experience in Egypt, the Gulf, and the Middle East.

That's why we say  
**RELY ON US!**

# WE DELIVER THROUGH



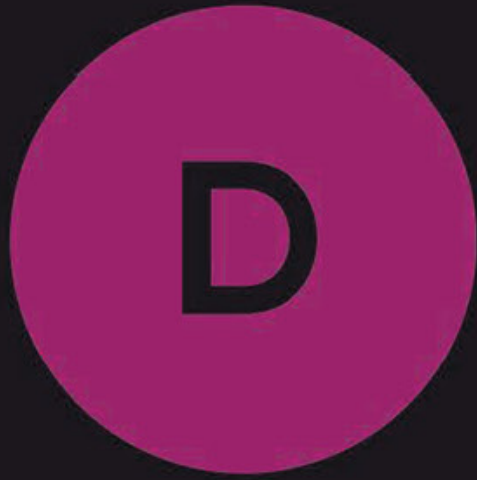
## MARKETING

- Marketing strategies
- Marketing research
- Communication plans
- Go to market plans
- Building Brands (Identity, Naming, Personality)
- Marketing Consultation



## ADVERTISING

- On-ground activations
- Media Planning & Buying
- Websites (UX, UI)
- BTL Designs (brochure, Flyers...)
- BTL Production
- Event Management
- ATL Creative ADV
- Packaging



## DIGITAL

- Digital Strategy
- Media Buying (Digital Ads)
- Digital Videos & ADs
- Content Creation
- Community Management
- Measuring & Reporting
- Social Media Designs

### OUR TRUSTED CLIENTS INCLUDE





MARKETING

# MARKETING STRATEGY

CONSUMER INSIGHTS

CONSUMER TESTING &

## SELECT THE WINNING FORMULA

MAD managing director has worked on the project to select the best winning recipe for Oreo in Egypt and did the Consumer testing and select the winning formula (Usage & Likeability).

Also, He have done the prices research models and helped the brand to penetrate the Egyptian market.



# POSITIONING STRATEGY

MAD managing director created a strong brand strategy to position the brand in Egypt; through managing the communication campaigns online/ offline; in Egypt and KSA with strong creative development and production.

- He managed the campaign creative with in house team and handled 2 big mega campaigns in Egypt to occupy the (leader) positioning for the brand in Egypt.
- (NO.1 in Alexandria) (13 years Anniversary).
- Achieved + 49% new patients in the first quarter in 2017 VS Q1 in 2016.



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# MARKETING STRATEGY

## COMMUNICATION STRATEGY

FUNDRAISING UP TO **140 M**  
IN 2015 VS. 75 MILLION IN 2014

MAD managing director positioned the brand with a strong communication plan in 2015; He managed the creative development and production of 3 TVC copies for 500500.

- Liaised with the campaign launch including ATL and BTL  
أكبر مستشفى في العالم لعلاج السرطان... لكل الاعمار... مجاناً
- Increased the fund and collected more than 140 million L.E in 2015 VS. 75 million in 2014.



# CREATIVE CAMPAIGN

New Design + New Slogan

**G7**  
COMMERCIAL  
COMPLEX

G7 identity is inspired by Mercon as it's the mother company. For the designs it is mainly focused on the real pictures of the project to represent their authenticity





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# BROCHURE DESIGN



Creating G7 Brochure was a part of representing "it's own identity & story" Exceptional Experience.



# SOCIAL MEDIA CAMPAIGN



MAD created the social media campaign for the project G7 by Mercon Developments! The creative design direction represents its contemporary style and vibrant atmosphere.



# MARKETING CONSULTATION



Whatever your business is we got your back!

Because we've the key to your business dilemma constructed by an experienced Marketing Consultant!

We provide your business/brand with a full analysis of the market to promote a new perspective on customers or marketing strategies/plans that your brand lacks.

We simply provide an external viewpoint to internal challenges to help the business to focus on development and overall operations.



# MARKETING CONSULTATION



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MAD latest partnership with AAST Entrepreneurship Center in supporting supply chain startups by providing marketing consultation sessions to identify their business needs and focus area to build a strong business



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ADVERTISING

# CORPORATE IDENTITY



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# MARGINS CREATIVE CAMPAIGN

New Design + New Slogan

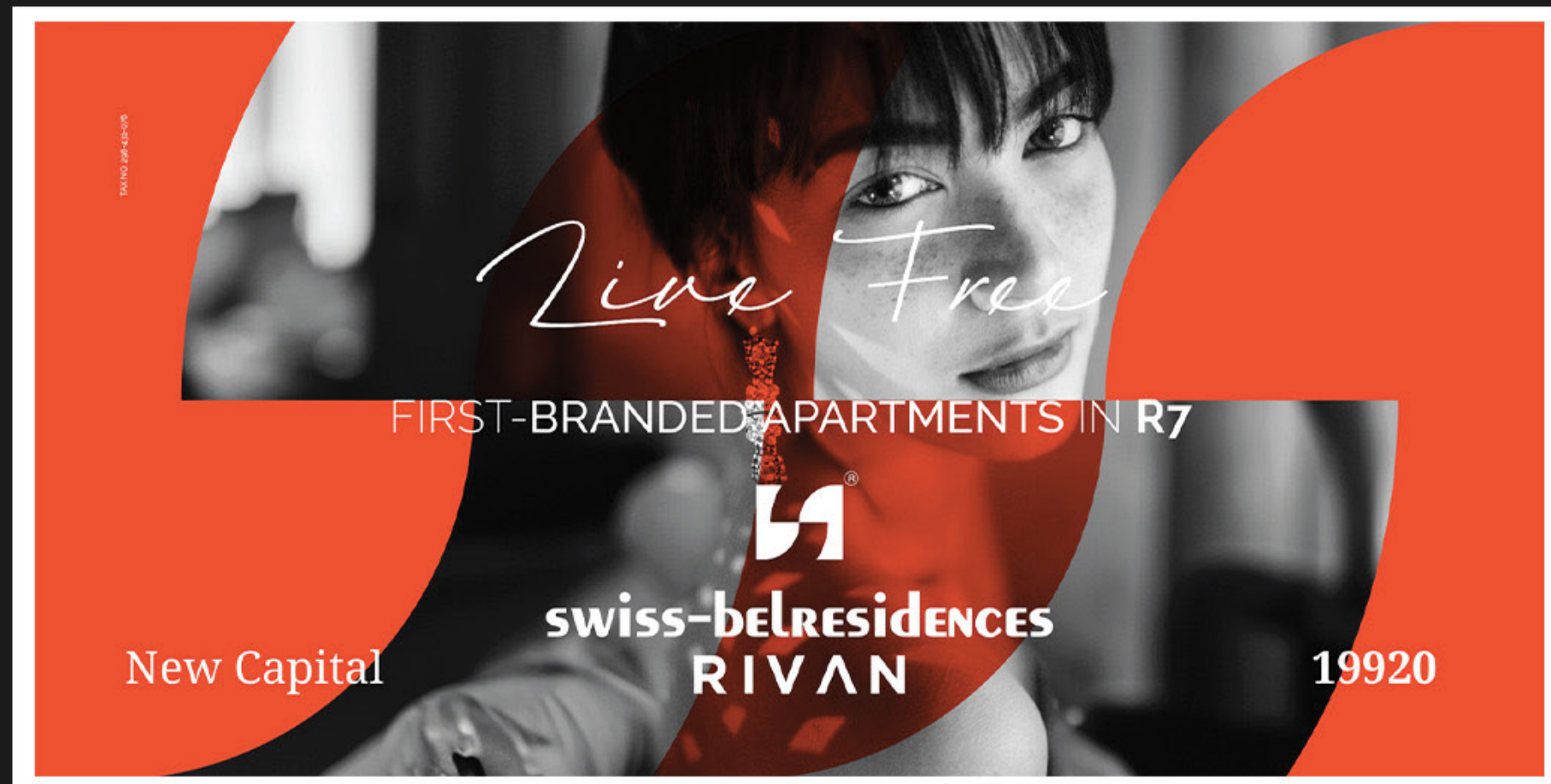
# MARGINS DEVELOPMENTS



We paved the far and wide with Margins Developments, a tycoon in the real estate market with ambition that exceeds the limits. MAD scratched a new concept, slogan, and art direction that identifies the corporate ambitious vision and strategy. In addition, MAD revamped the Corporate Logo, Corporate Identity, and Company Profile. Also, MAD created the online communication strategy based on the new persona.

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# Swiss-Belresidences CREATIVE CAMPAIGN



MAD is proud to create the international brand positioning campaign in only 3 days for Swiss-Belresidences from conceptualization, slogan creation, and art direction, to the full implementation of the campaign.



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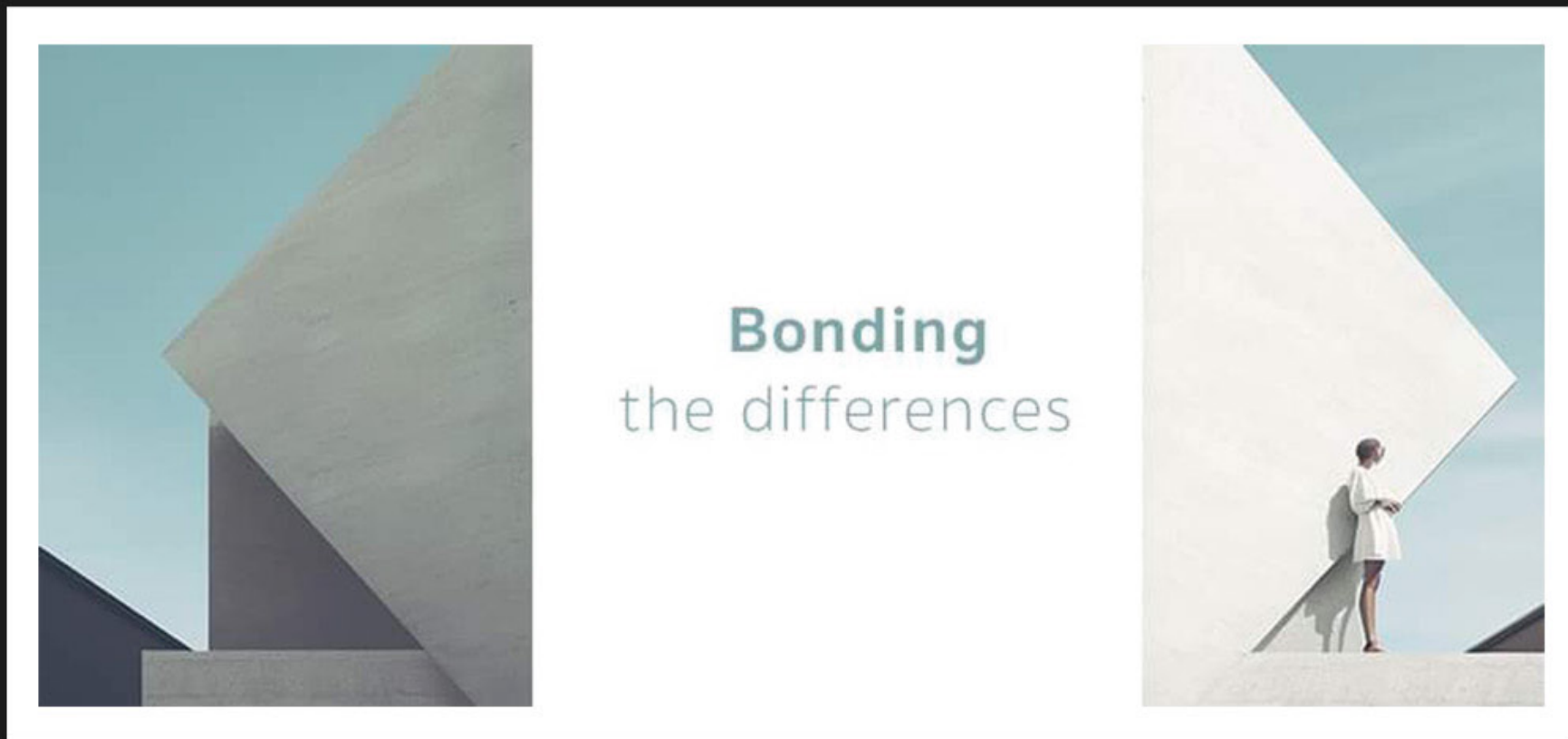
# MARGINS CREATIVE CAMPAIGN

## RIVAN EXCELLENCE



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# CAPITAL HILLS CREATIVE CAMPAIGN



MAD successfully created a brand positioning strategy for Capital Hills Developments to bond their projects, whether in the West or East in One Capital, Capital Hills Developments. MAD revamped the corporate logo and scratched a new concept, creative slogan, and art direction to match the expanding vision of the corporation.

Not only that, MAD is the marketing arm for Capital Hills Developments handling their BTL and ATL from A to Z as well as the online communication.



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# CORPORATE IDENTITY



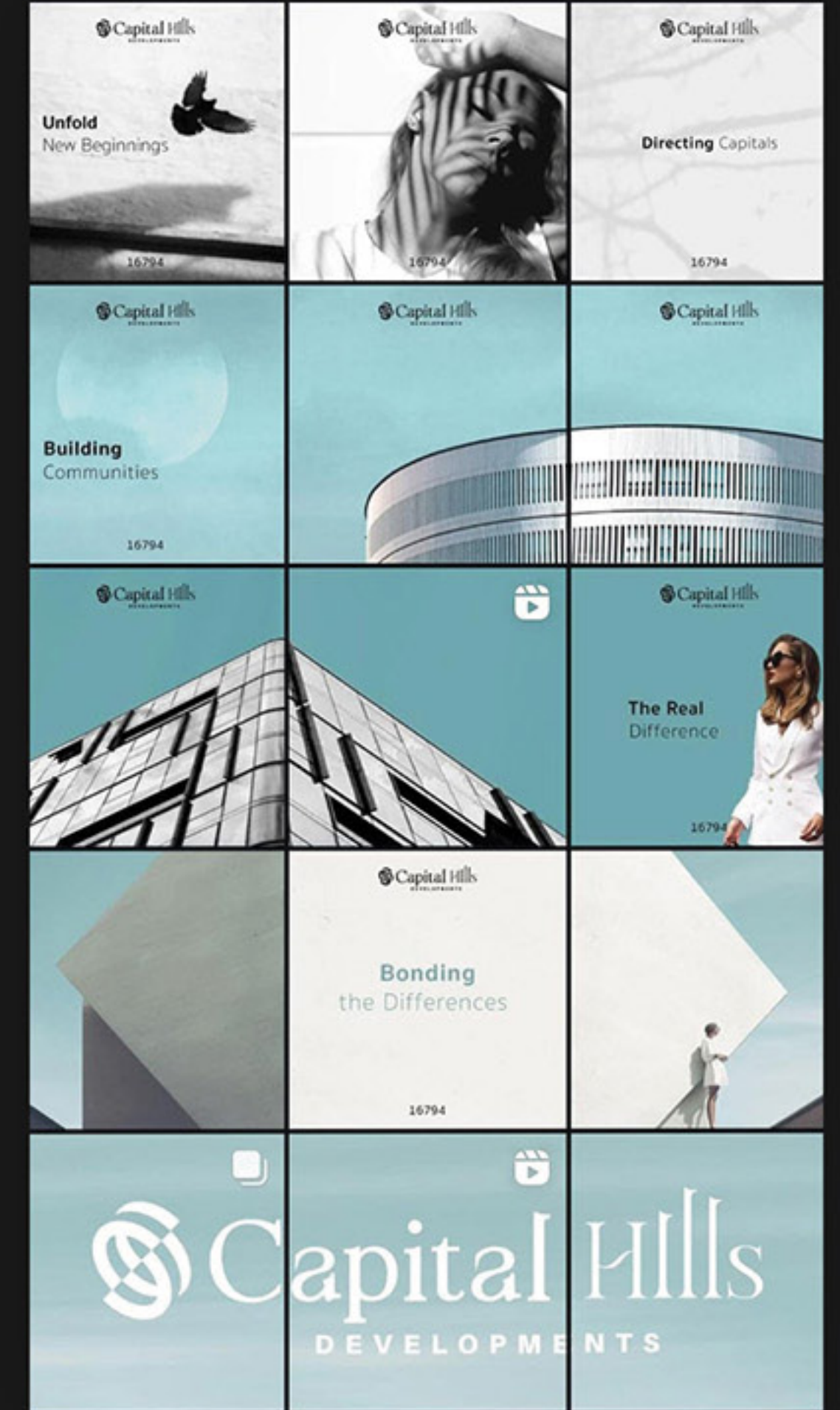
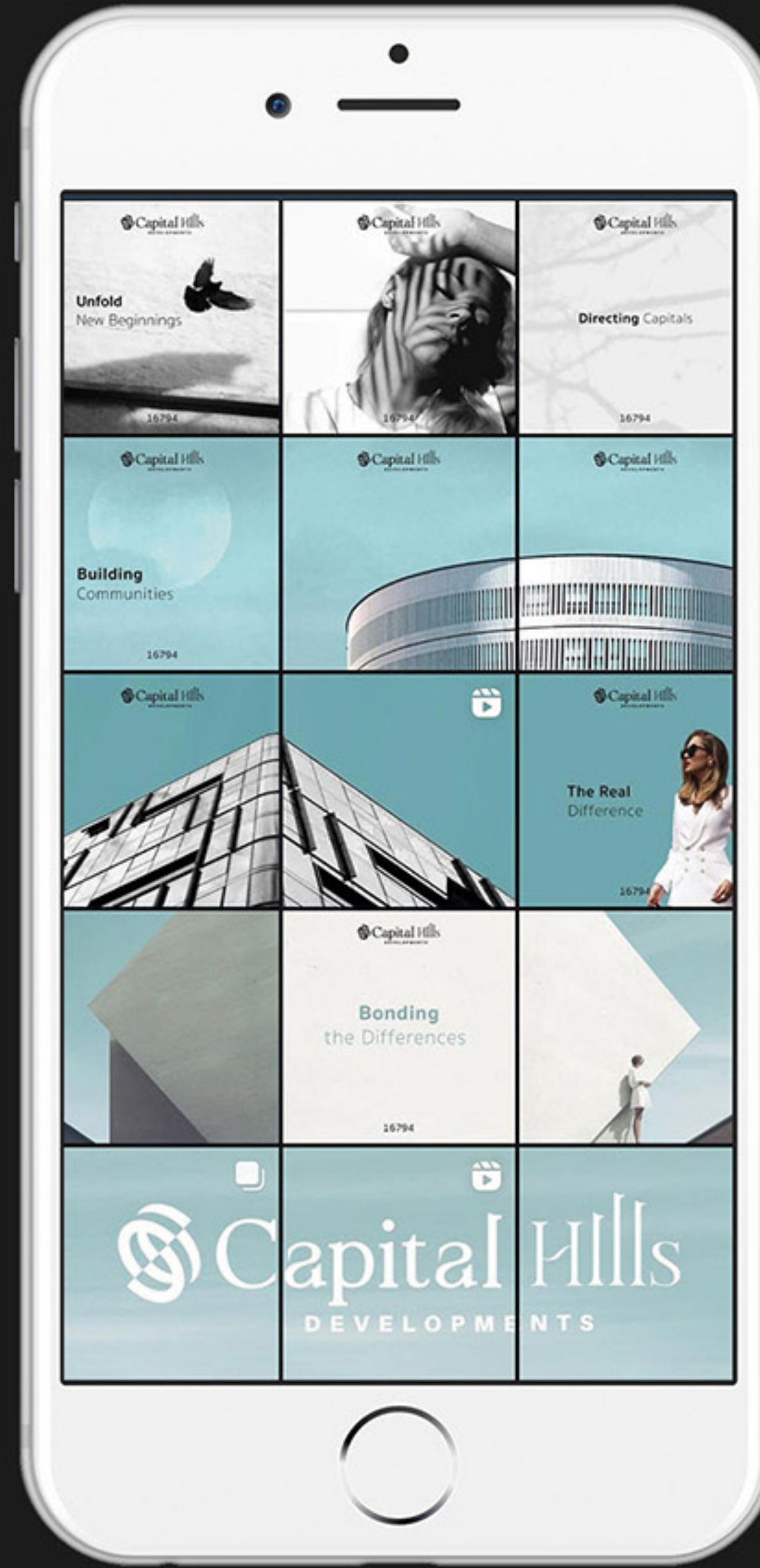
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# COMPANY PROFILE DESIGN



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# SOCIAL MEDIA CAMPAIGN



# COMMUNICATION STRATEGY

360 Campaign

**giz**

MAD through its collaboration with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), successfully developed a creative communication strategy to promote good agricultural practices for efficient water use to change the behavior and mindset through spreading knowledge to small-scale farmers.

By developing awareness and educational material (Booklets, Documentaries with farmers, Posters, Flyers, Social Media Posts) to have a 360 campaign.



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# COMMUNICATION STRATEGY

360 Campaign

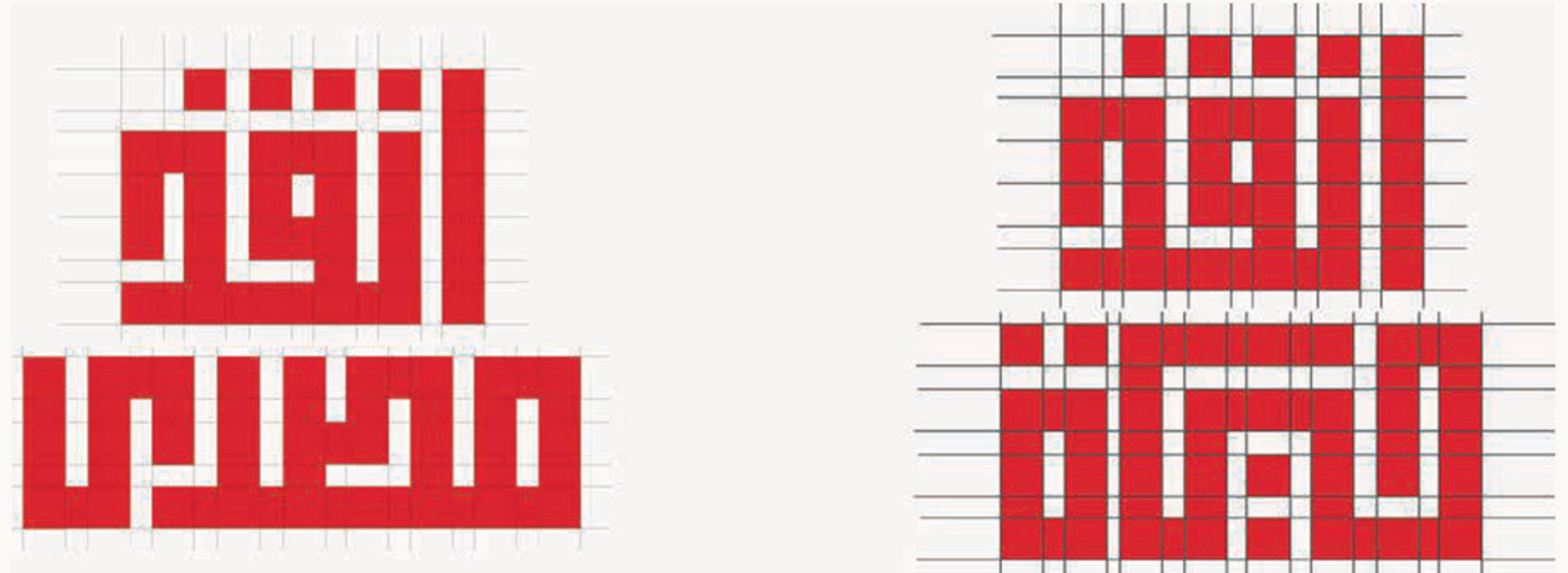


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# CSR CREATIVE CAMPAIGN



We're always support the community because we believe that it's a main part of what we do.  
MAD latest donated campaign supporting the Egyptian Red Crescent





# COMMUNICATION STRATEGY

Naming + Logo Creation



il Bayou, a naming concept that tells a story!  
A story that takes you Above All Blues!  
MAD created the logo from scratch, starting from the naming and story, till sketching the logo and visualizing it!

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# CORPORATE IDENTITY

**il BAYOU**  
SAHL HASHEESH



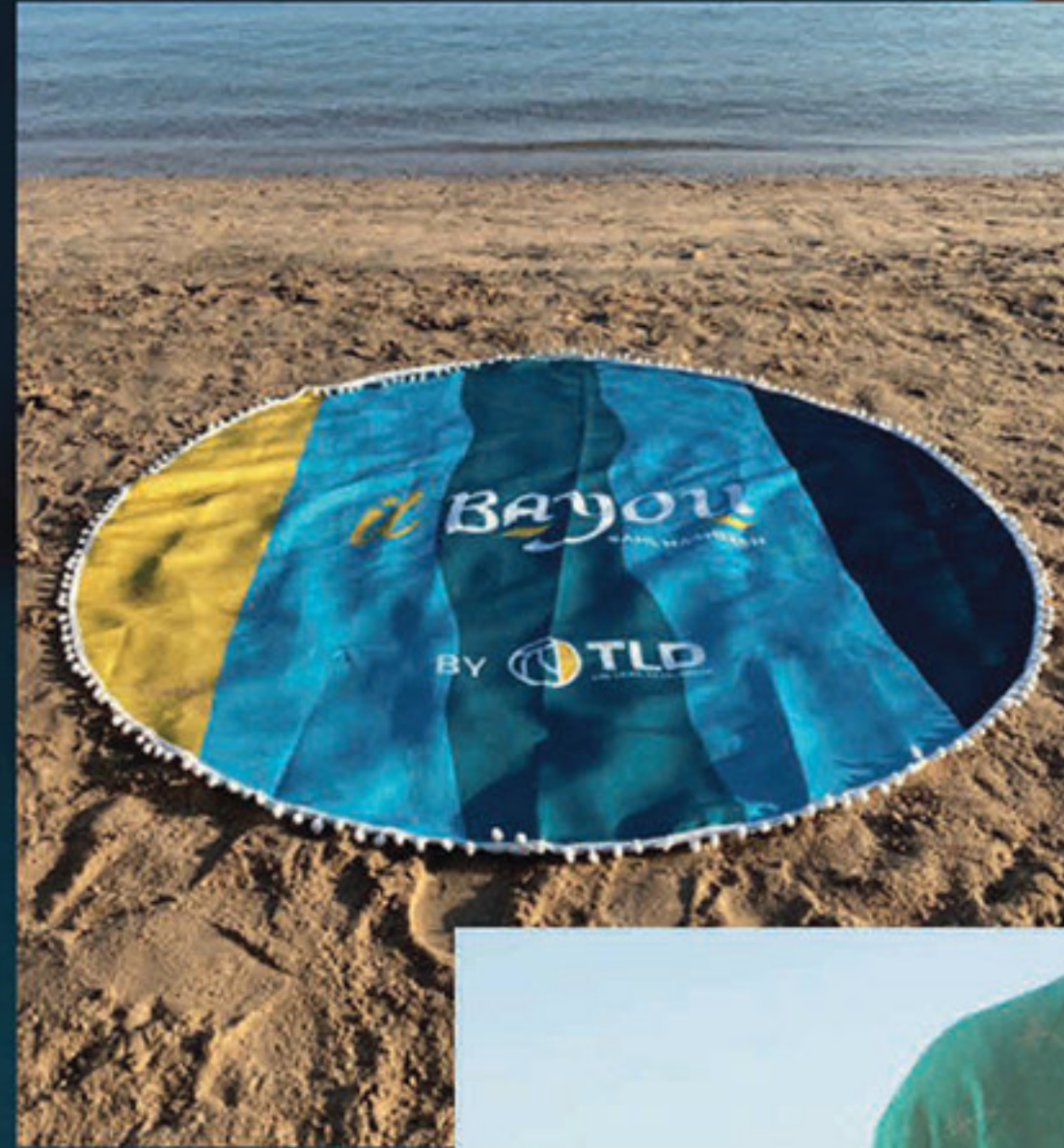
MAD scratched il Bayou brochure from content to creative visuals and layout to highlight its unique persona!

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# CORPORATE IDENTITY

*il* BAYOU  
SAHL HASHEESH

MAD created the corporate giveaways design for the launching event for il Bayou in Sahl Hasheesh to represent its identity.

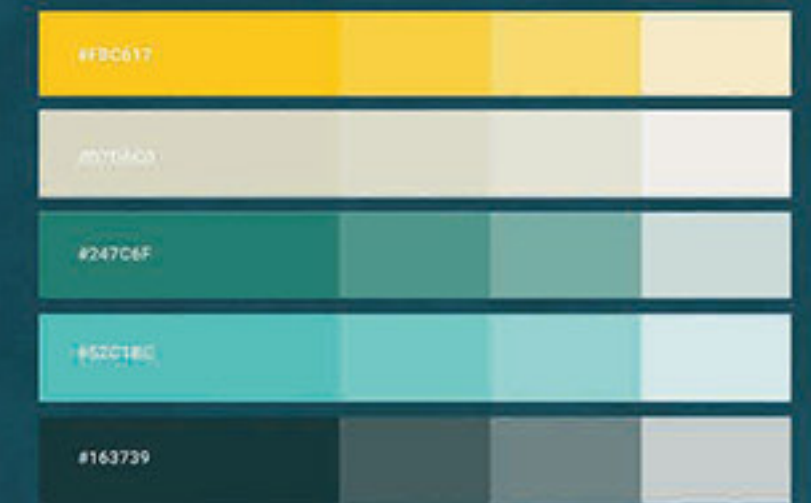


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# CORPORATE IDENTITY



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# GLOBAL MEDICAL CITY CAMPAIGNS

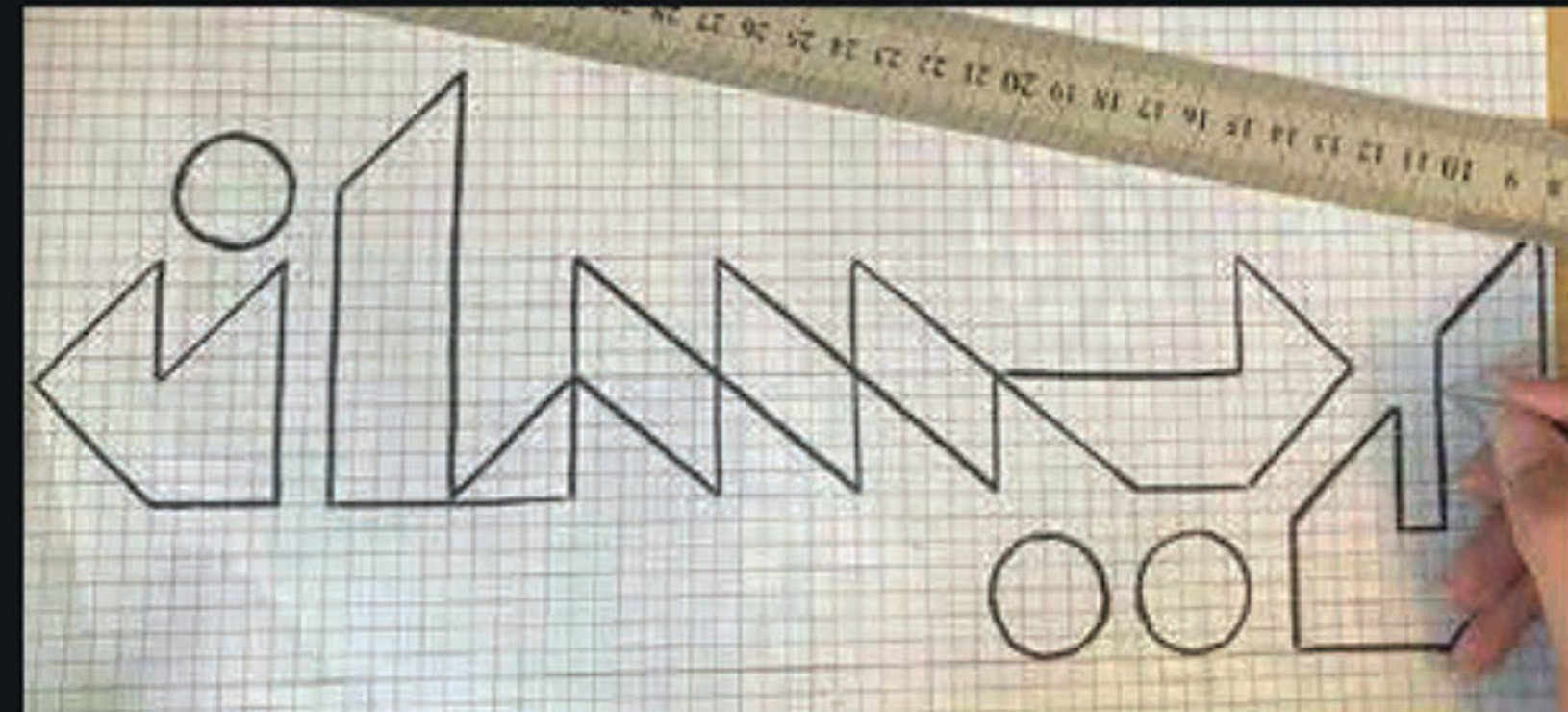
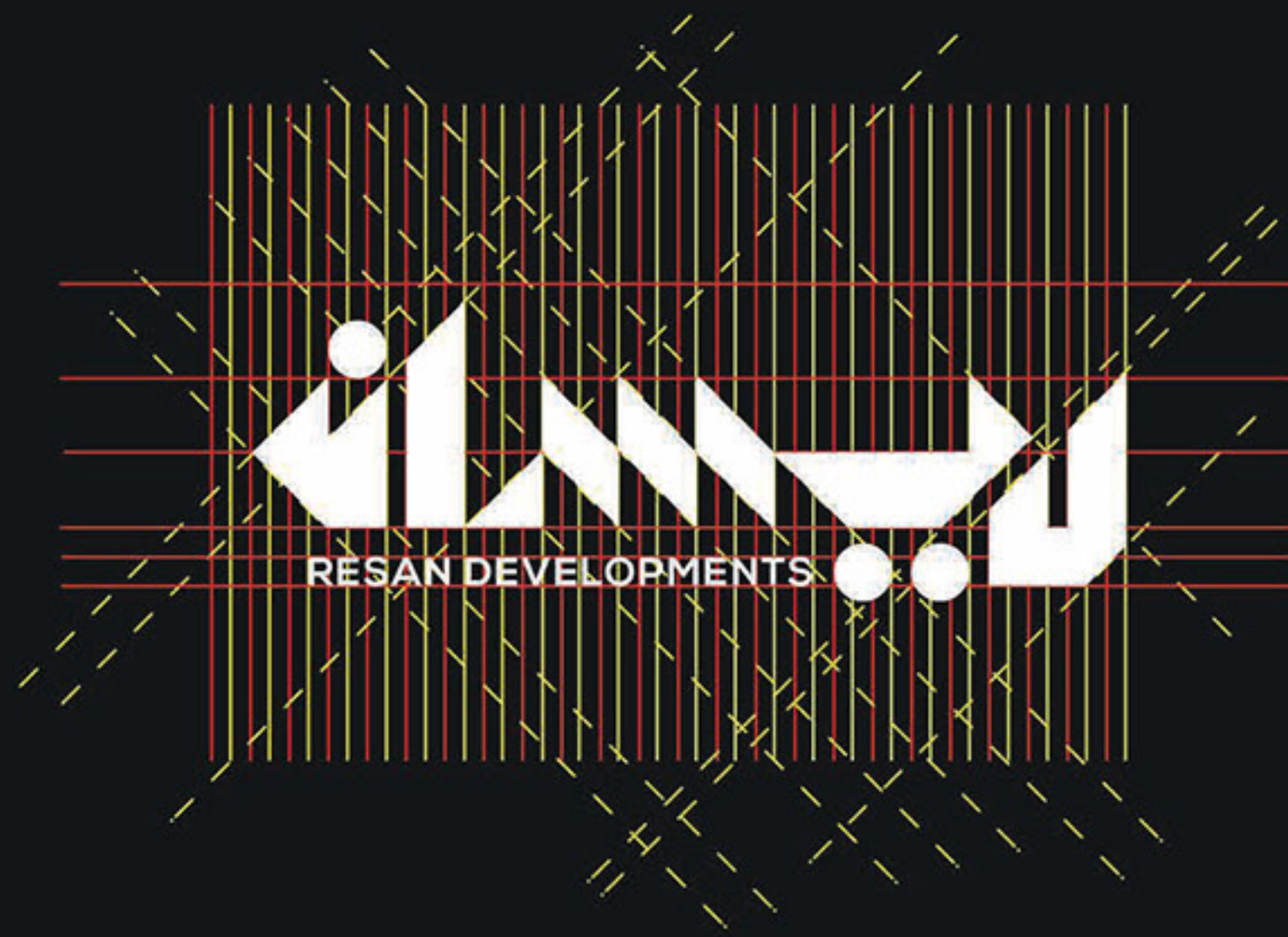
جلوبال  
ميديكال سيتي  
نهتم لشفاكم | الأزهر



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# CORPORATE IDENTITY

Logo Creation



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# CORPORATE IDENTITY

MAD created an artistic representation for RESAN Developments corporate identity! Sketching the logo using sharp edges and shapes with Arabic calligraphy was a main part of the creative process, to highlight the unique identity in the logo design!



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# RESAN OLD CAMPAIGNS

Before





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# RESAN CREATIVE CAMPAIGN

After



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# BROCHURE DESIGN



MAD Created ONE SEVEN brochure based on the main essence of the brand to represent it's identity

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# CREATIVE CAMPAIGN

New Design + New Slogan

# MERCON DEVELOPMENTS



MAD worked on positioning Mercon as a top notch developer in the Egyptian market by creating an identity that differentiates it from its competitors. For the designs we were inspired by the geometrical minimalist style as the sharp edges of the architecture represents the sharpness, eliteness & selectiveness of our client.

**MAD**  
MARKETING CREATIVE SOLUTIONS



# MERCON OLD CAMPAIGNS

Before

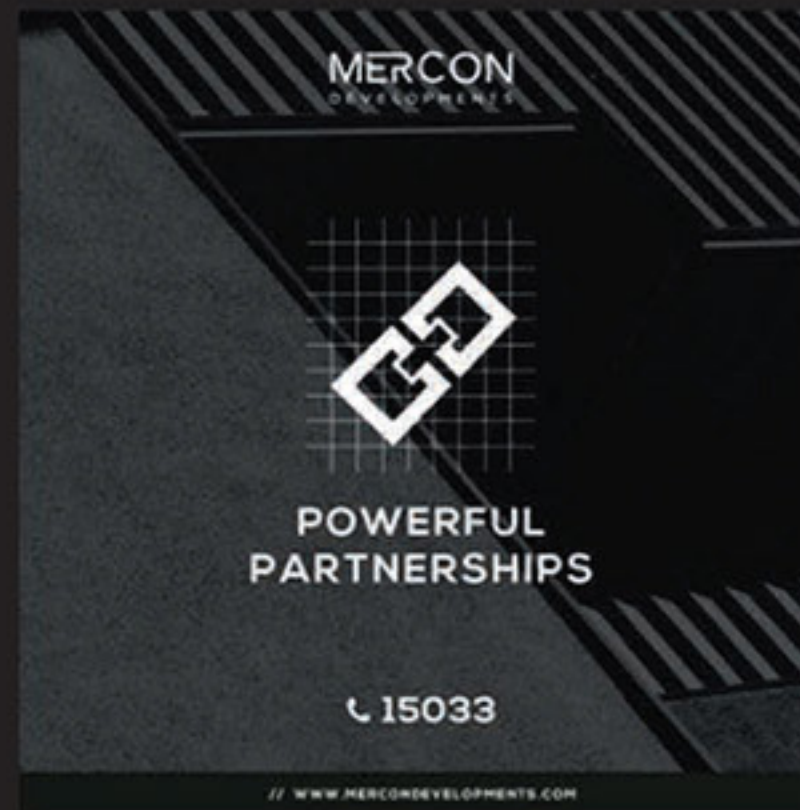


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# SOCIAL MEDIA CAMPAIGN

## MERCON DEVELOPMENTS

MAD created the social media campaign for Mercon Developments! The creative design direction represents its geometric and elegant persona.



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MARKETING.CREATIVE.SOLUTIONS

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# COMPANY PROFILE DESIGN

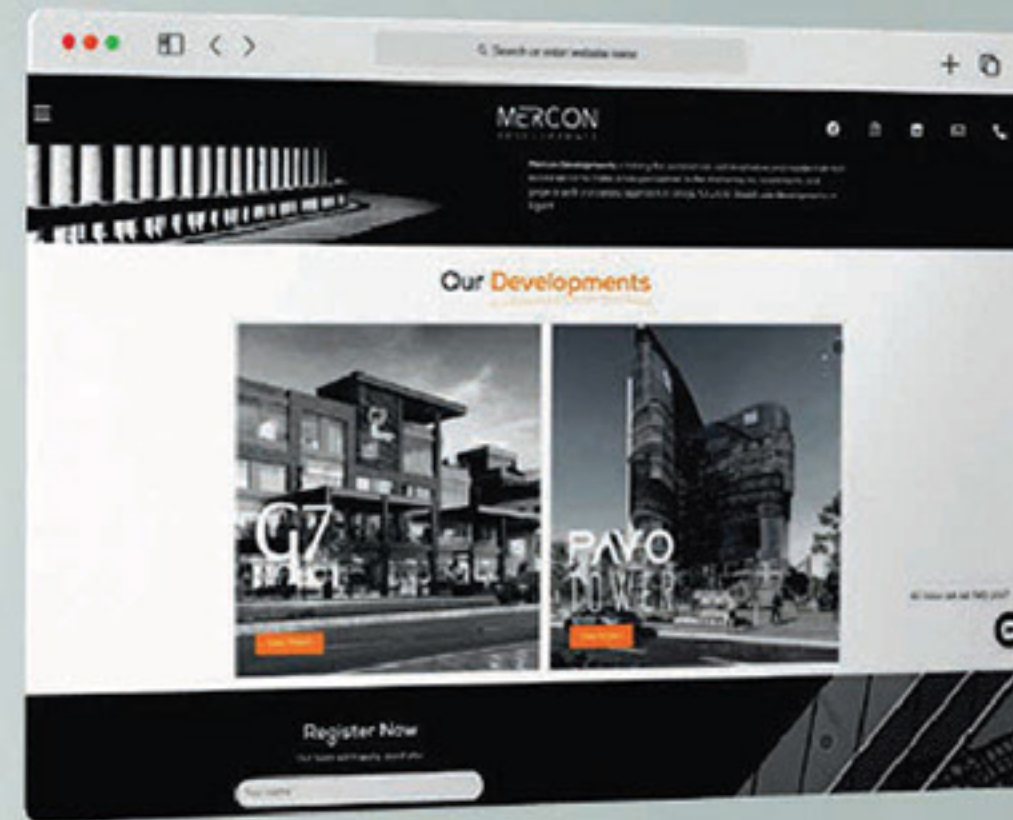
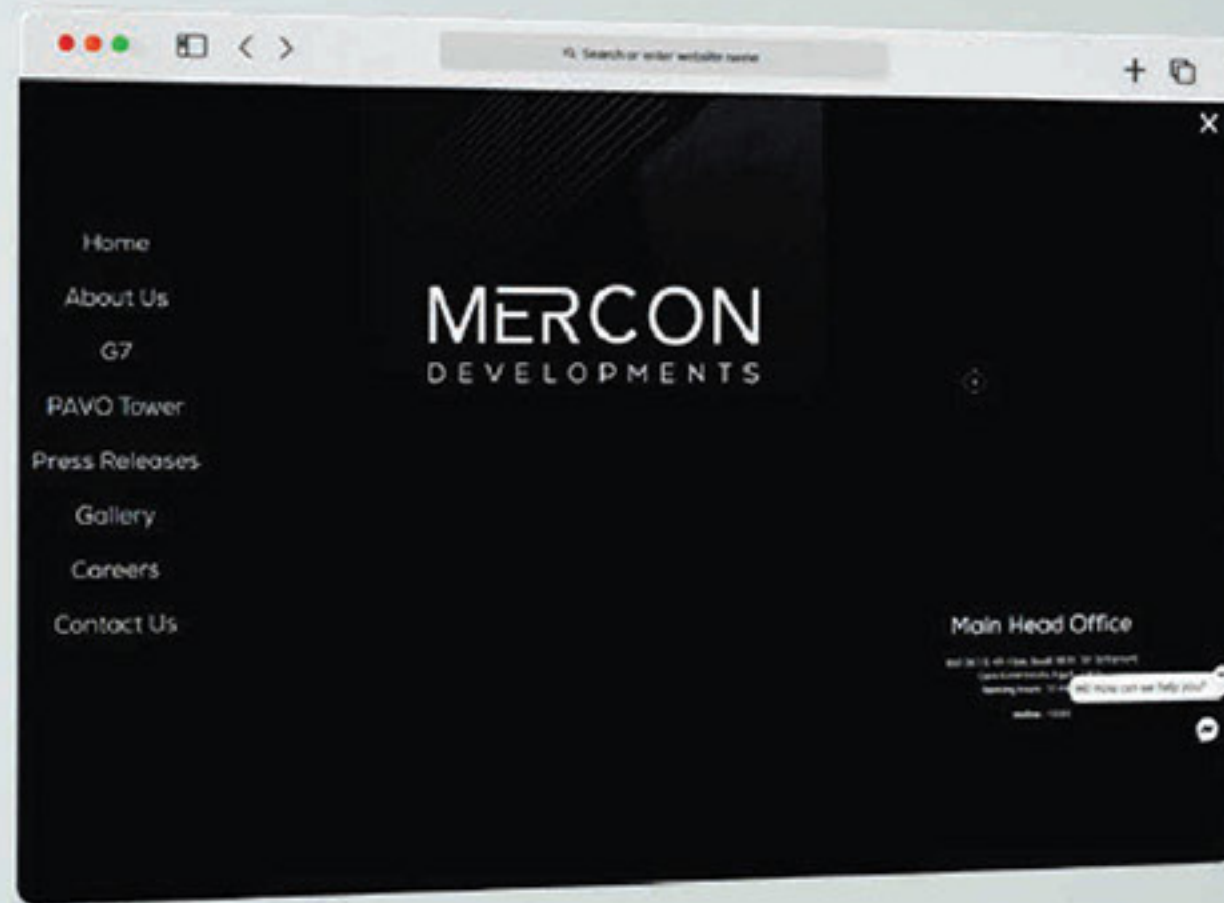
# MERCON DEVELOPMENTS

**MAD** visualized the creative design of the company profile according to the brand persona by applying minimal geometric shapes as the main artwork that represents the company's values and essence.



# WEBSITE DESIGN

<https://mercondevelopments.com/>



MAD created Website design for MERCON DEVELOPMENTS.

# MERCON DEVELOPMENTS

**MAD**  
MARKETING CREATIVE SOLUTIONS

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# GOOGLE ADS



Clicks

162,536



Impressions

4,618,587

# MERCON DEVELOPMENTS

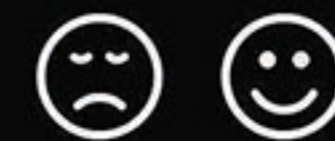


Impressions  
4,303,427



Clicks  
6,707

**Mercon Developments**  
Mercon Developments is launching its second project "PAVO Tower" in CBD - New Capital



Impressions  
20,964,782



Clicks  
26,343

**Powerful Partnerships**  
Mercon Developments, a new level of first-class developments in the market!



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# SOCIAL MEDIA ADS

# MERCON DEVELOPMENTS



0:10 / 0:28

Coming very soon in the New Capital!

Send Message




Reach

1,248,790



Engagement

48,429



0:23 / 0:30

Mercon Developments is hitting the New Capital soon!

Send Message



Reach

1,027,295



Engagement

33,938

# CAMPAIGN DESIGN

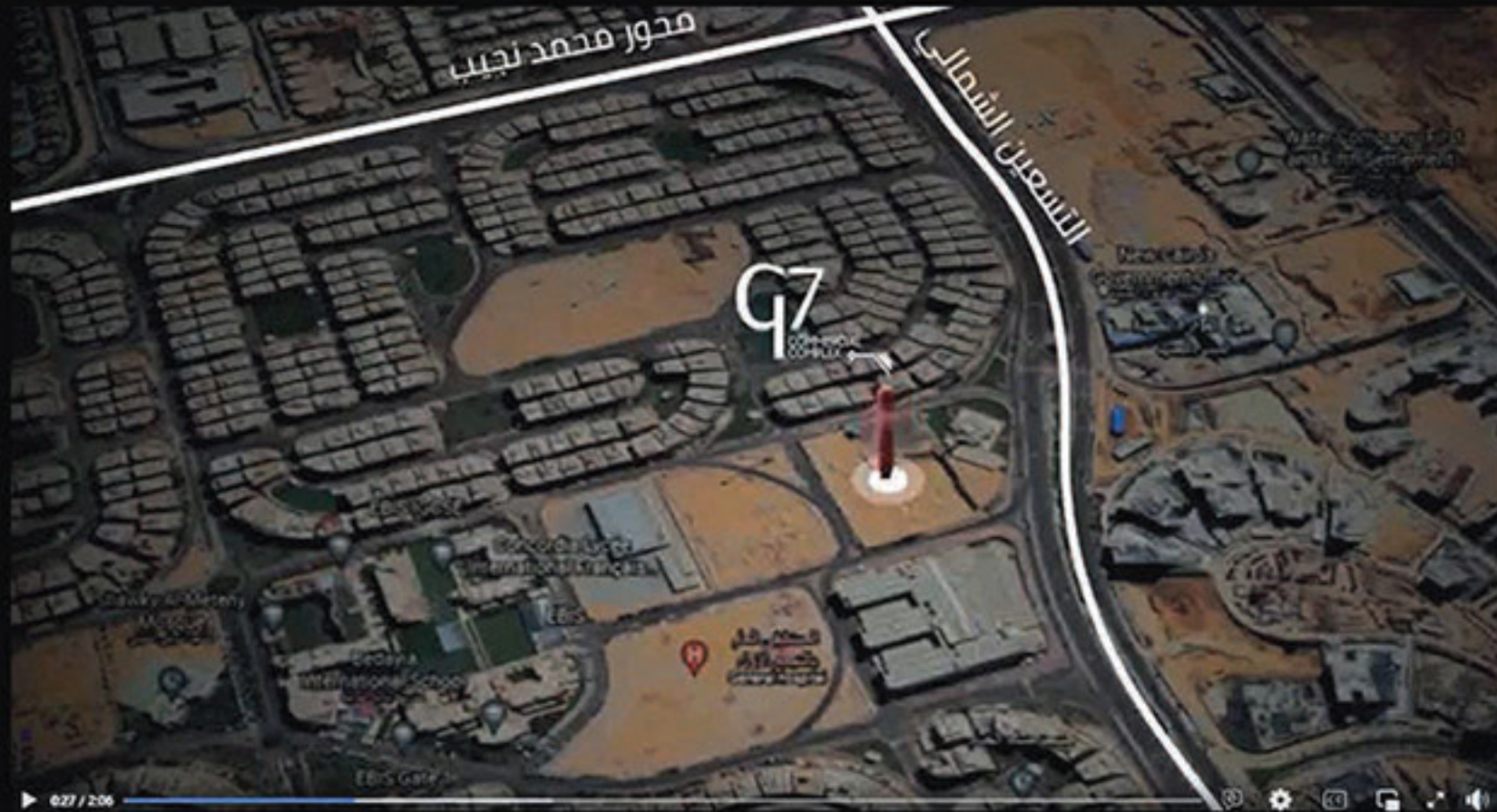


# PRODUCTION VIDEOS

MERCON DEVELOPMENTS

# MERCON DEVELOPMENTS

<https://www.facebook.com/MadMarketingEg/videos/1266969644122978>



<https://www.facebook.com/MadMarketingEg/videos/454350049953949>



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# TLD CREATIVE CAMPAIGN

New Design + New Slogan



MAD successfully created the communication concept for TLD-The Land Developers to represent the corporate core vision and persona in the real estate market through a strong creative slogan concept and visual.



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# CORPORATE IDENTITY

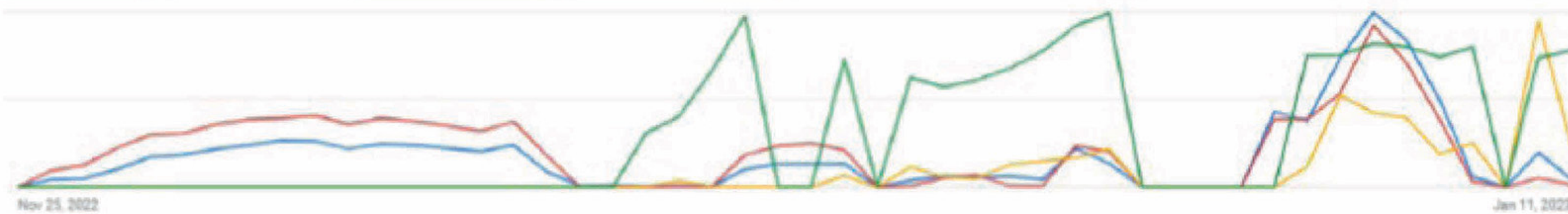
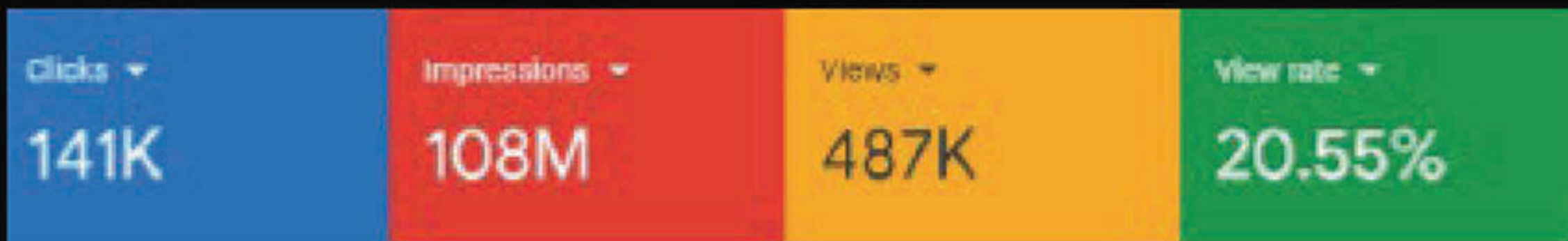
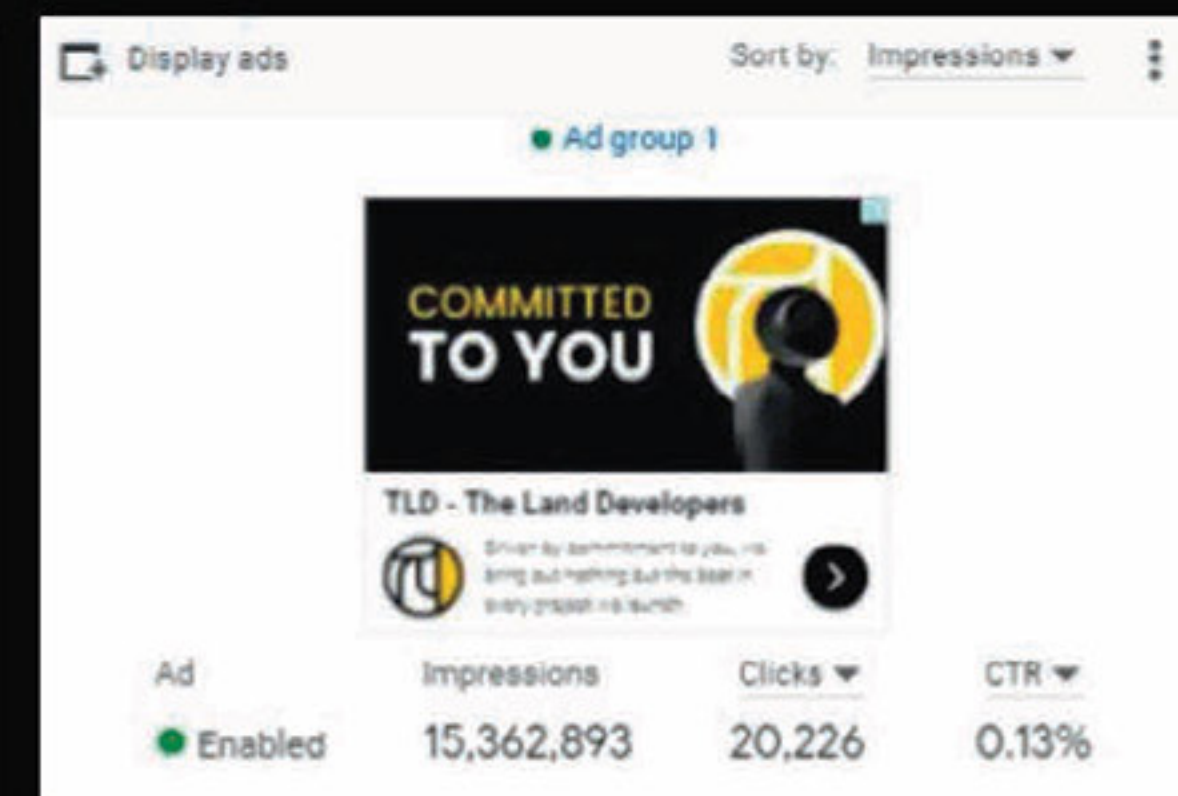
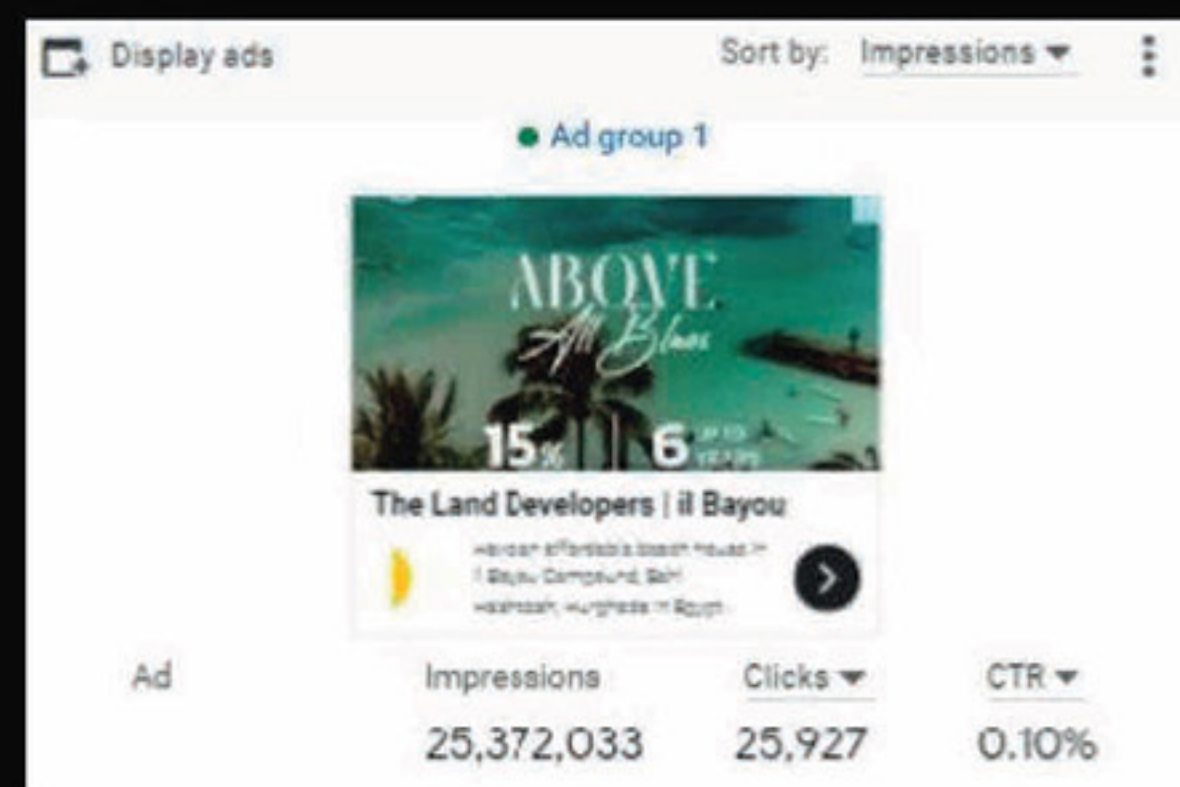
Brochure Design



MAD visualized the creative design of the company profile according to the brand persona and main essence.

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# SOCIAL MEDIA ADS



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# PRODUCTION VIDEOS

TLD - THE LAND DEVELOPERS



<https://www.facebook.com/TheLandDevelopers/videos/2052808841775642>

<https://www.youtube.com/watch?v=Q-tC03EergE>

<https://www.facebook.com/TheLandDevelopers/videos/531260298744987>



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# CREATIVE CAMPAIGN

New Design + New Slogan



دُبَيِّ فِي الْعَاصِمَةِ

In only 3 days, MAD team created the most controversial yet successful outdoor campaign from scratch!  
MAD is your next partner who will help you to build your brand and position it in the market!





# SOCIAL MEDIA CAMPAIGN

**CAPITAL  
DUBAI  
MALL**

دبي في العاصمت

MAD creative social media direction for  
Capital Dubai Mall based on the brand DNA!

CAPITAL DUBAI MALL ORGANIZED BY MAD



نانسي مجدي | محمود العسيلي | علي قنديل

LAUNCHING CAPITAL DUBAI MALL

الأربعاء، 10 سبتمبر - الساعة 6 مساءً - للجمعة الخامس

DUBAI DEVELOPMENTS TRIUMPH LUXURY HOTEL 15892

CAPITAL DUBAI MALL

نسبة إنجاز تصل  
لأكثر من ٤٥%  
من الإنشاءات  
على أرض الواقع

دبي في العاصمت

15892



CAPITAL DUBAI MALL

أكبر مول تجاري  
بمنطقة R7  
على مساحة  
٣٥٠٠ متر

دبي في العاصمت

15892



CAPITAL DUBAI MALL

تسليم بعد  
١٨ شهر

دبي في العاصمت

15892



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# EVENTS ORGANIZATION



دبي في العاصمته

when it comes to events execution, MAD team is here to manage! Because MAD is your event organizing company!



# BRAND RENOVATION

BEFORE



AFTER



The creative concept of the logo renovation was established from understanding the brand essence in the market.

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# CAMPAIGN DESIGN



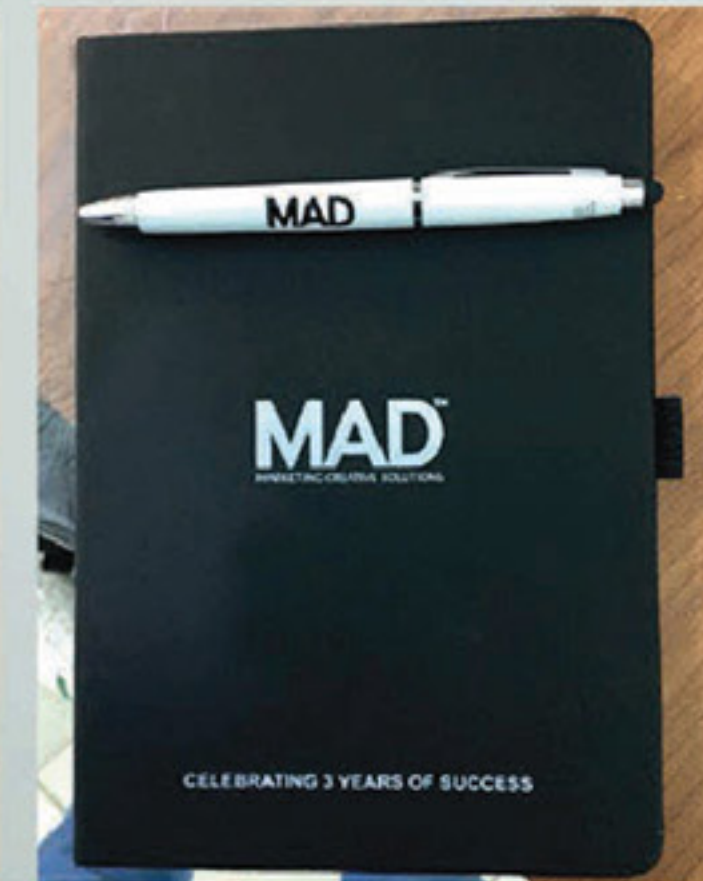
MAD managed all campaigns and communication offline and online in Egypt with strong creative development, with an implementation of strong website, new designs, and social media videos.



# EVENTS ORGANIZATION



# CORPORATE GIVEAWAYS

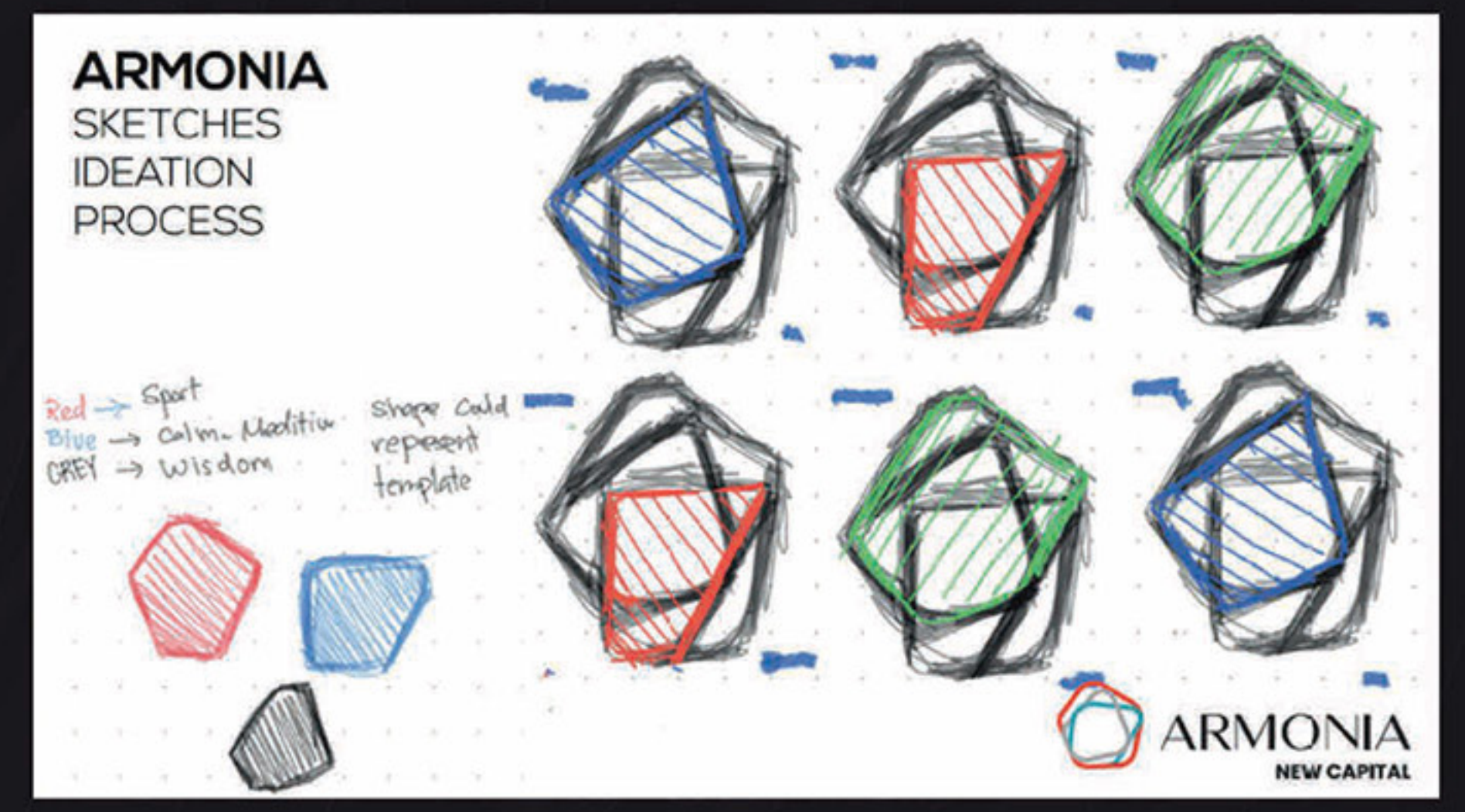
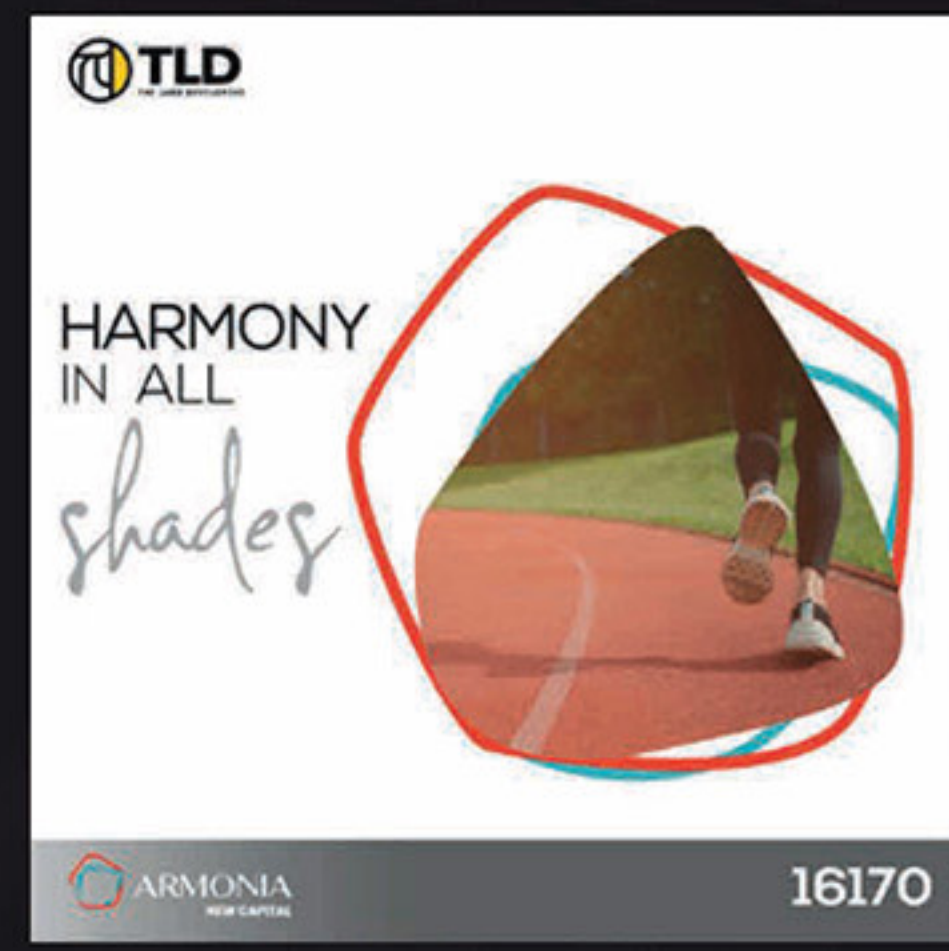


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# SOCIAL MEDIA CAMPAIGN



Inspired by its unique identity, MAD successfully scratched the digital creative concept for the project "Armonia" to portray its persona in communication.



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# CAMPAIGN DESIGN



It's MAD and Sheraton margined in Harmony!  
Effortlessly, brought the State of Harmony to life, by indulging the Sheer scale of a boundless living of Sheraton Residences into the blues through creating exquisite designs for Sheraton Residences all over Social Media for Margins Developments.



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# SOCIAL MEDIA CAMPAIGN

# PAVO TOWER

MAD created the creative direction for PAVO Tower through the identifying its unique identity and reflecting it into a real piece of Art!

PAVO TOWER

THE PERFECT BALANCE

10% DOWNPAYMENT | 15 UP TO YEARS INSTALLMENTS

MERCON DEVELOPMENTS ☎ 15033

PAVO TOWER

UNIQUE DESIGNS

10% DOWNPAYMENT | 15 UP TO YEARS INSTALLMENTS

MERCON DEVELOPMENTS ☎ 15033

PAVO TOWER

PERFECT COMMUNITY

10% DOWNPAYMENT | 15 UP TO YEARS INSTALLMENTS

MERCON DEVELOPMENTS ☎ 15033

PAVO TOWER

BUSINESS ENVIRONMENT

OFFICES STARTING FROM 30 METERS | STARTING PRICE PER METER 28,500 L.E

MERCON DEVELOPMENTS ☎ 15033

PAVO TOWER

COMMERCIAL SPACES

SPACES STARTING FROM 25 METERS | STARTING PRICE PER METER 62,500 L.E

MERCON DEVELOPMENTS ☎ 15033

PAVO TOWER

FLYING OFFICES

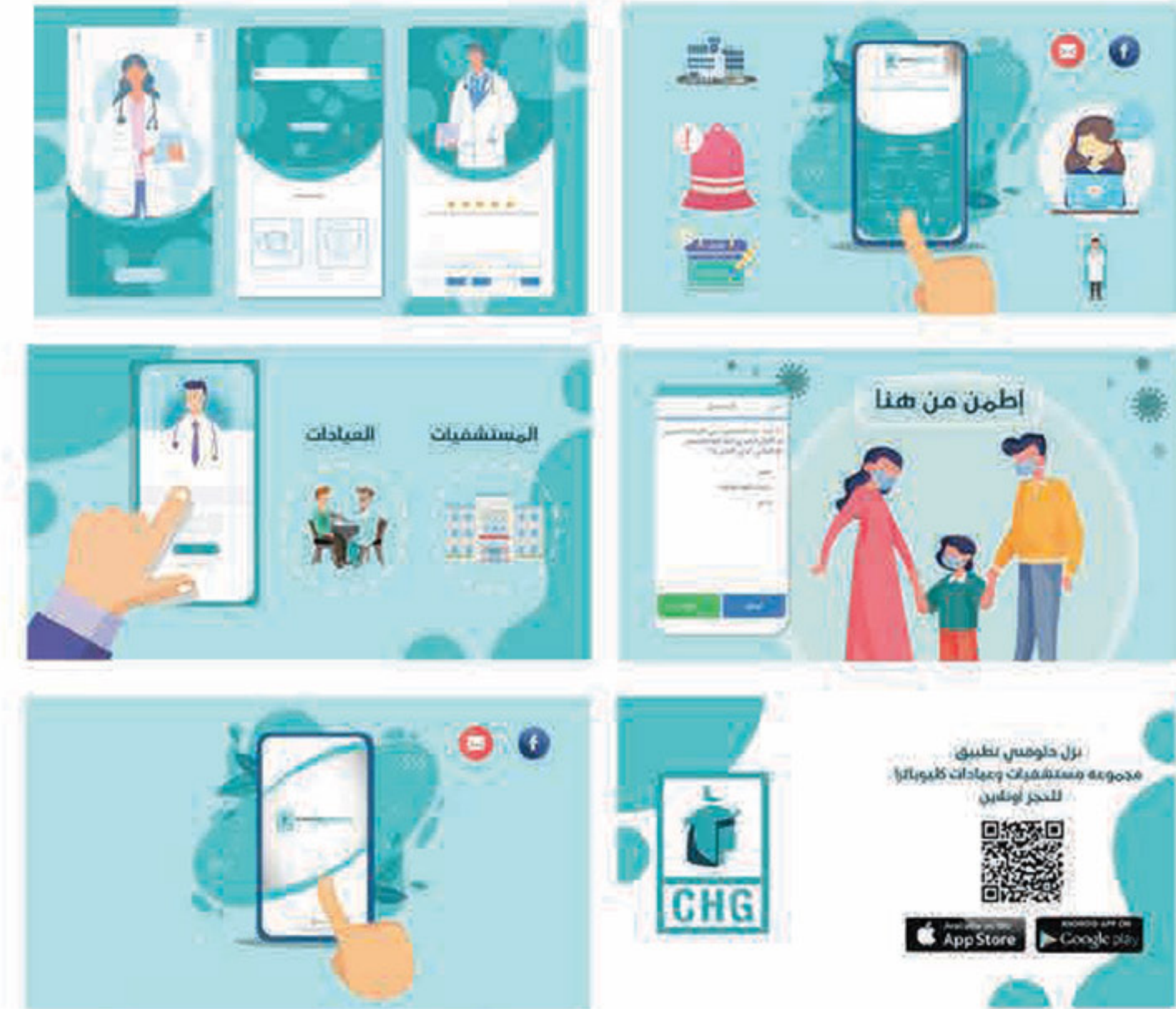
OFFICES STARTING FROM 30 METERS | 20% INSTANT DISCOUNT

MERCON DEVELOPMENTS ☎ 15033

# INFOGRAPHIC VIDEOS

FRAME 1

<https://www.facebook.com/CleopatraHospitalsGroup/videos/2374374876191857/>



# SOCIAL MEDIA CAMPAIGN



MAD developed the digital existence of CHG group through the implementation of strong social media campaigns after understanding the brand identity, values and essence.



# CAMPAIGN DESIGN



Outdoor designs for " Cleopatra Hospitals Group" reflecting its persona.



# SOCIAL MEDIA ADS



Clicks

18,474



Impressions

12,391,166

كليبواترا اجنبك!  
لحر التعافي من فيروس كورونا

CHG CLEOPATRA CLINICS 19668 CleopatraClinics CleopatraClinics

ده دور برد عادي ولا كورونا؟  
كليبواترا اجنبك

CHG CLEOPATRA CLINICS 19668 CleopatraClinics CleopatraClinics

# SOCIAL MEDIA ADS



Reach

522,372



Engagement

6,175



Reach

606,014



Engagement

19,140

MAD provides Full-services media research, planning, buying, and reporting: by creating a media buying strategy that addresses your brand needs.

- Digital campaigns through social media platforms.
- GDN (Google display network).
- Youtube campaigns.
- Dealing with third party websites.

# 3D DESIGNS

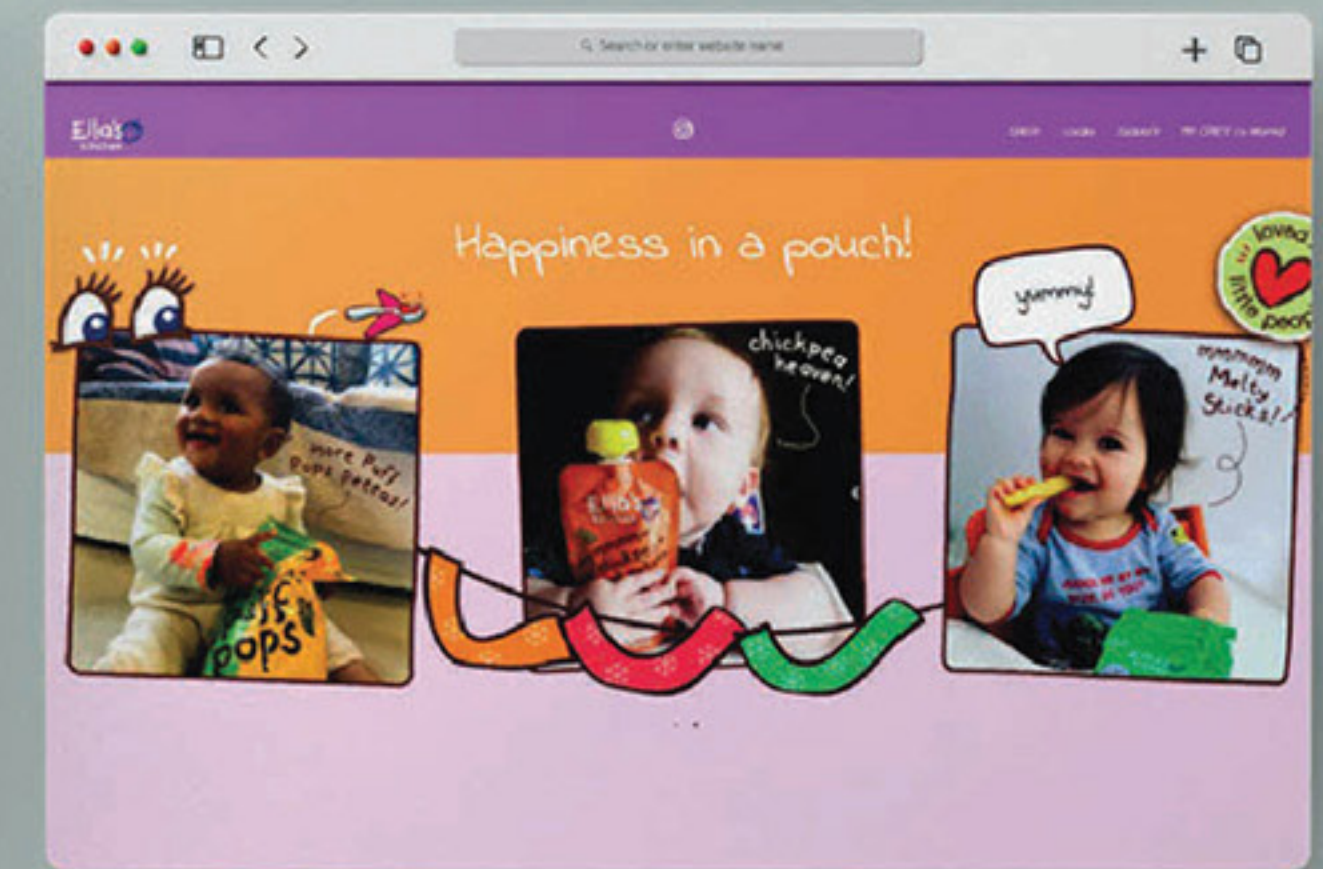
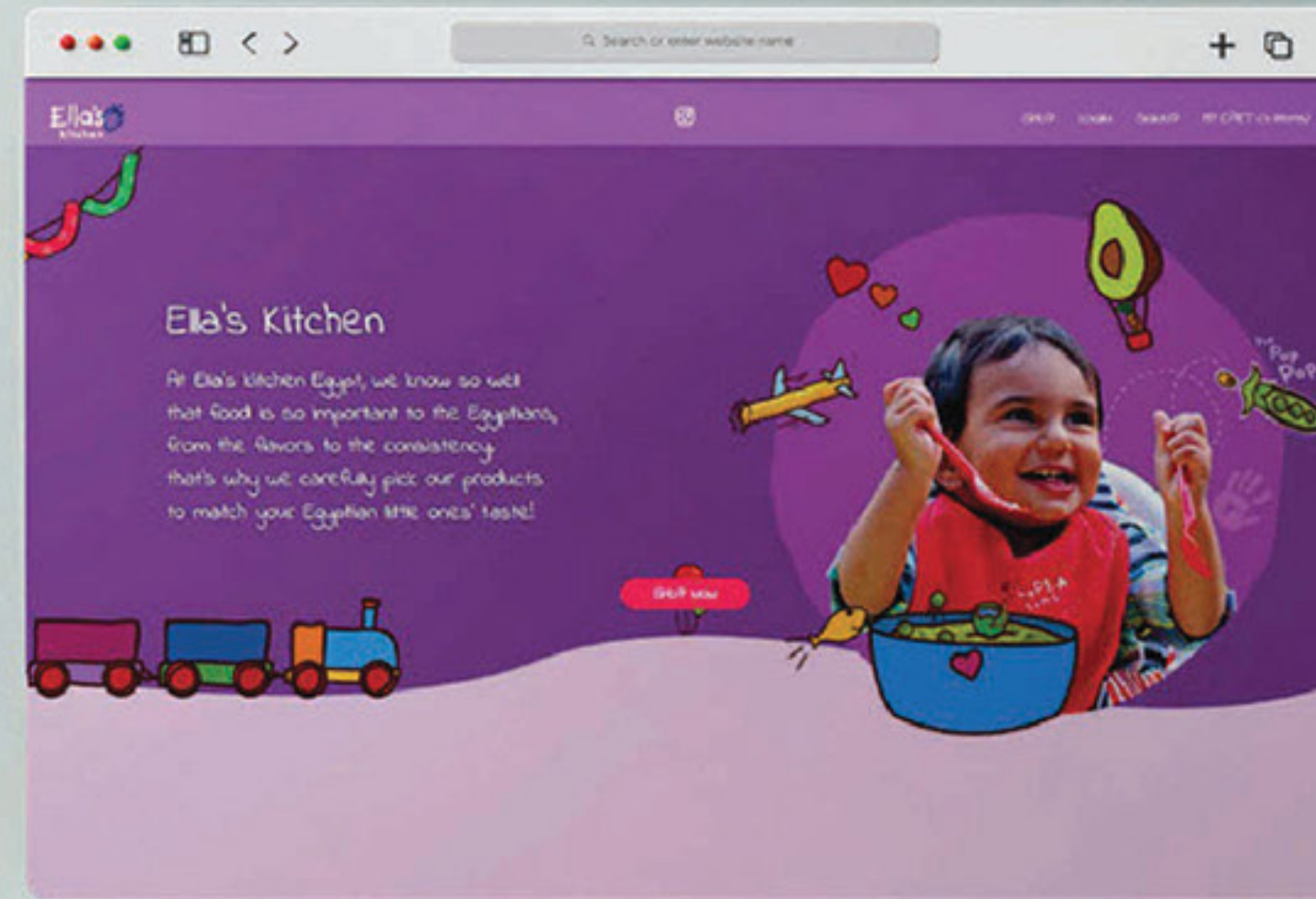
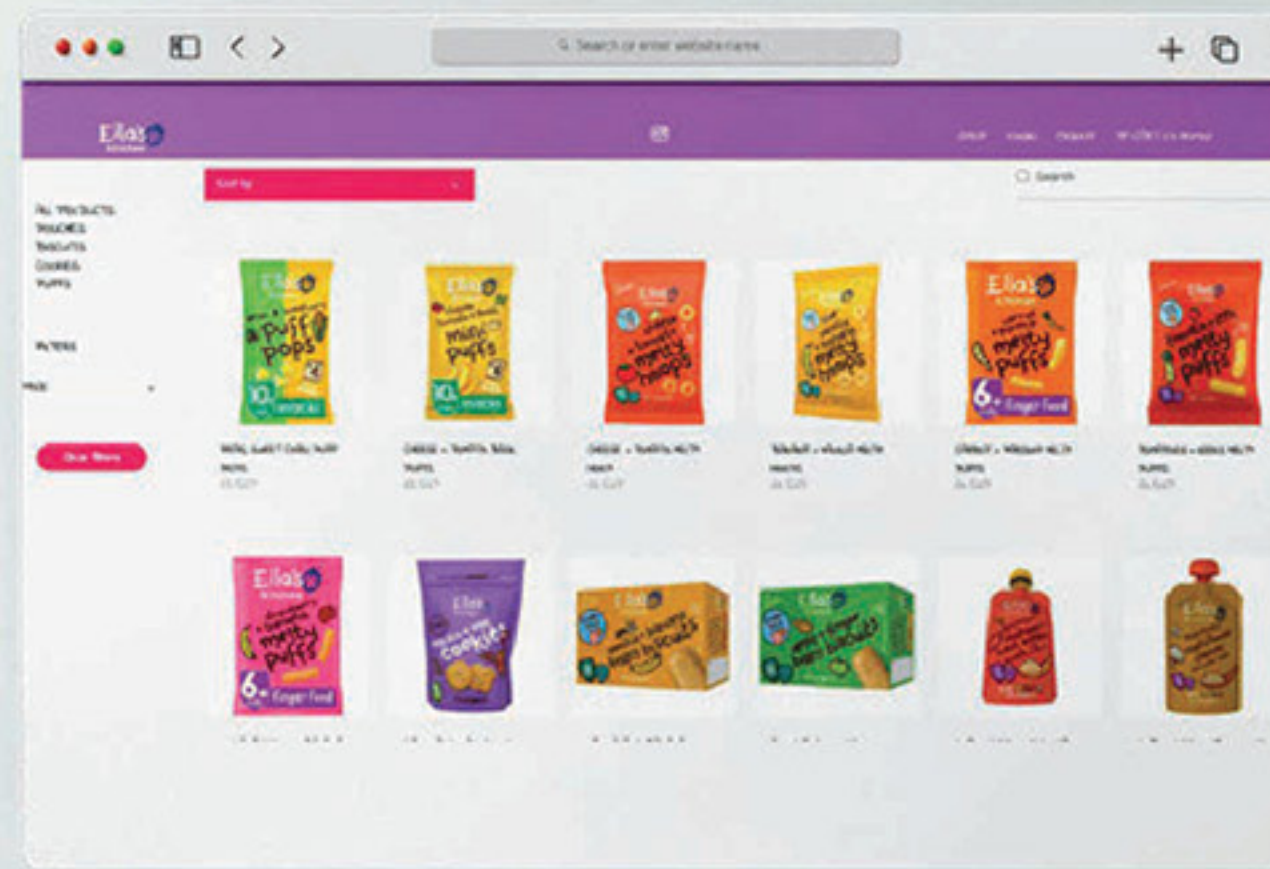


3D Design for "Cleopatra Hospitals Group" reflecting its persona.



# WEBSITE DESIGN

<https://babiesorganicfood.myzammit.shop/website?locale=en>



Website design for the UK home grown brand "Ellas kitchen" franchise in Egypt.

Ella's  
kitchen



# SOCIAL MEDIA CAMPAIGN



Social media designs for the UK home grown brand "Ellas kitchen" franchise in Egypt.



# PRODUCTION VIDEOS

ELLA'S KITCHEN



<https://www.instagram.com/reel/Cg17HNrsG0y/?igshid=OWEyOTRmYTI%3D>



<https://www.instagram.com/reel/CbkskAgrA6I/?igshid=YmMyMYA2M2y=>



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# CORPORATE IDENTITY



MAD created a strong brand key, and slogan:

(خبراء اللزق في مصر و الشرق الاوسط)

and online communication; highlighting the brand persona with an essence "Expert" depending on their history +33years. Also, developed new corporate identity material through detailed brief and direct supervision for the in-house creative designers. Besides, MAD developed the sales strategy plan for the retailer and change the sales structure with new effective margins to control the prices.



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# CAMPAIGN DESIGN



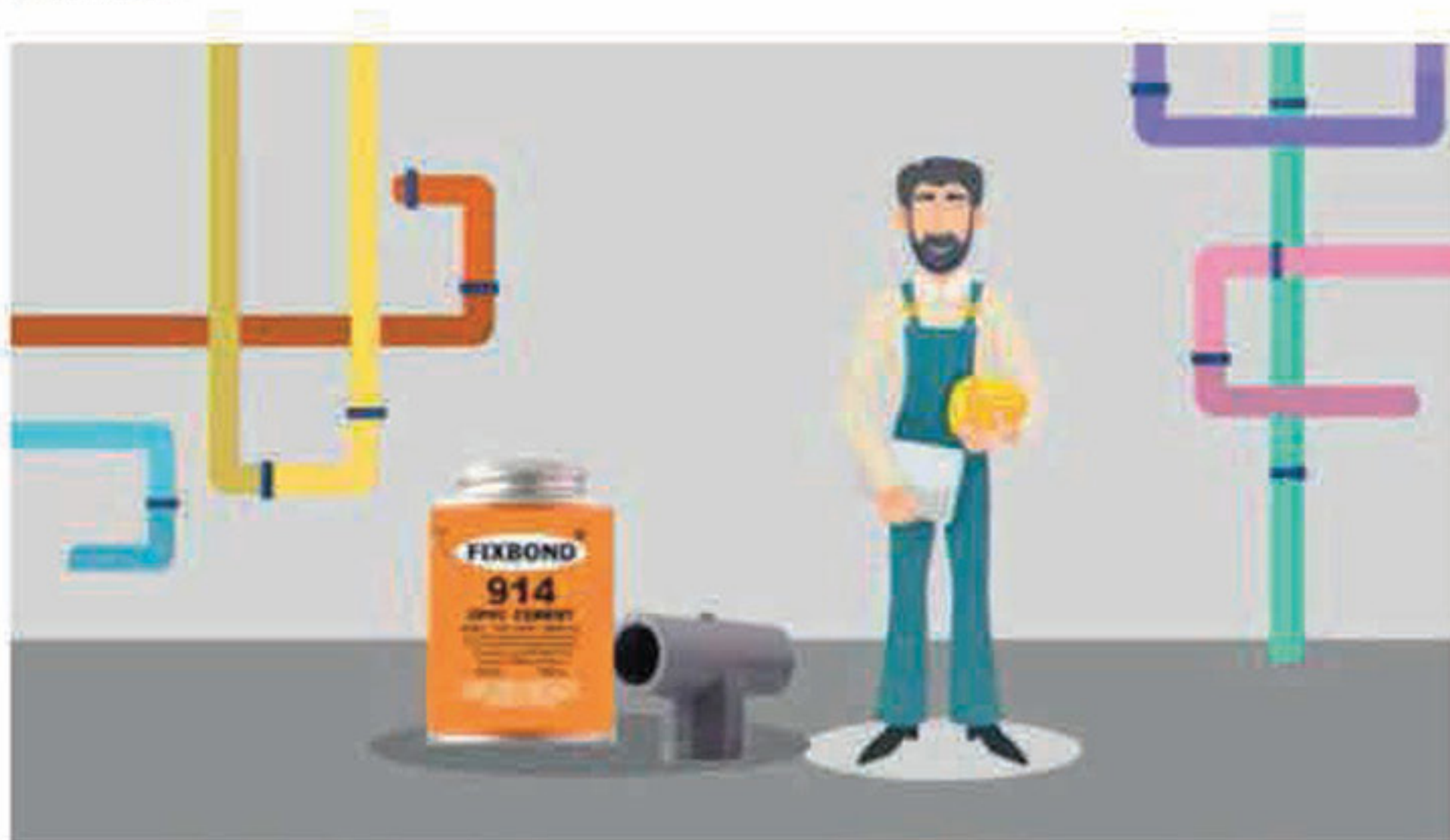
MAD managed all campaigns and communication online in Egypt with strong creative development with an implementation of strong website, new designs, and social media videos to position the brand in the market.



# INFOGRAPHIC VIDEOS

<https://www.facebook.com/Fixbond.cpv/videos/2360699550828768>

FRAME 1



# SOCIAL MEDIA ADS



Reach

1,260,969



Engagement

162,536

البيت

الشركة

المصنع

0:09 / 1:58

حكاية تكييف نسمة الصحراوي

Send Message

# SOCIAL MEDIA CAMPAIGN



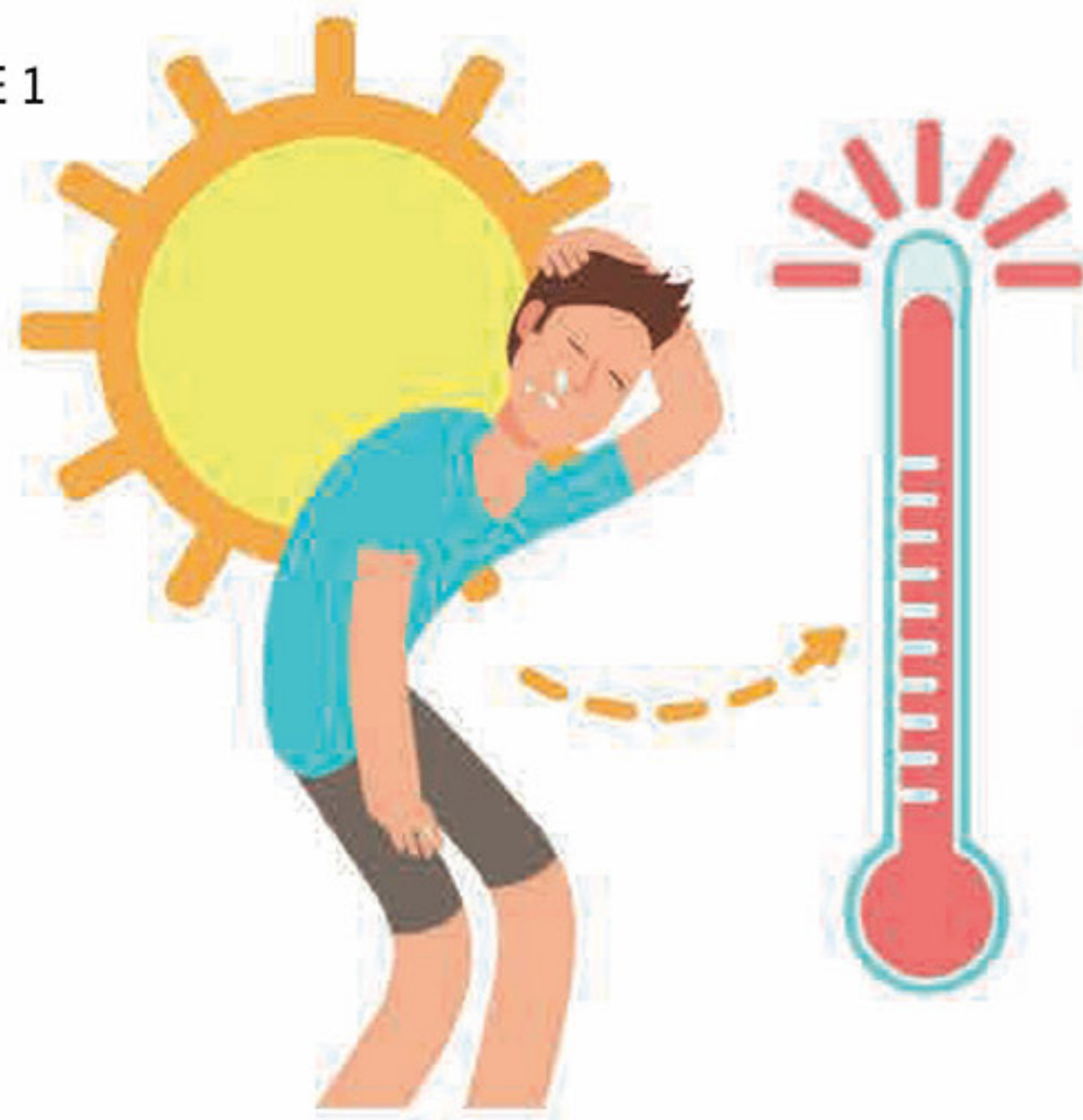
Nesma is specialized in the air coolers industry. Knowing this; we made sure to differentiate it from its competitors by making the designs unique by drawing each product and presenting it with one of a kind illustration style.



# INFOGRAPHIC VIDEOS

<https://www.facebook.com/107292767559265/posts/234513031503904/>

FRAME 1



البيت

الشركة

المصنع





# ON-GROUND Activation



On-ground activation Launching for "Tanami" app with local truck drivers.

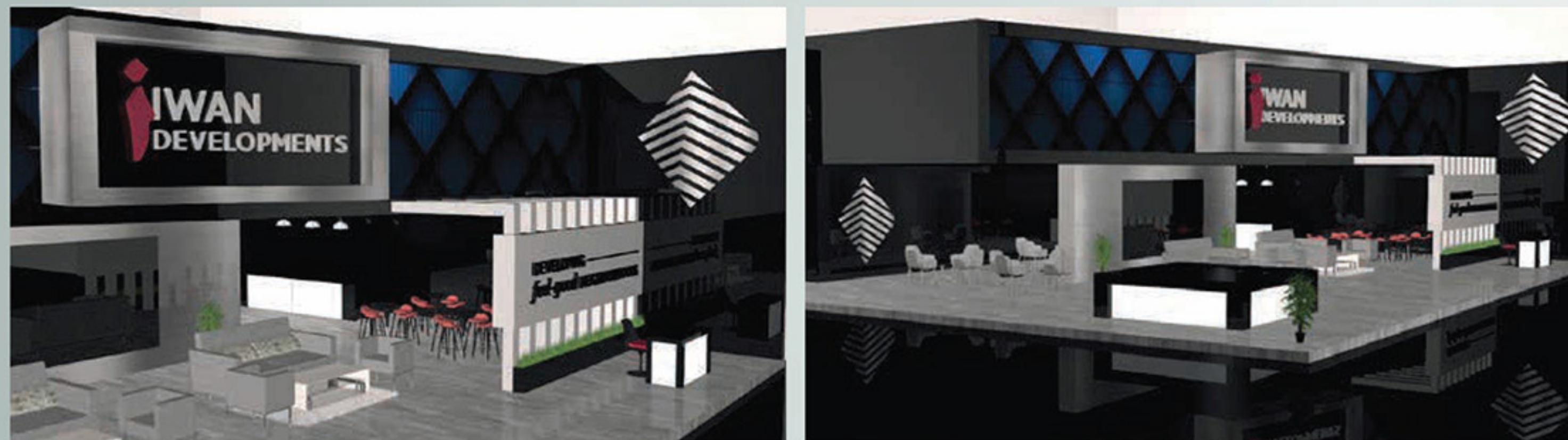
# ON-GROUND Activation

# Careem

Launched the on-ground activation for  
"Careem" in collaboration with "Mood  
maker"



# 3D Design



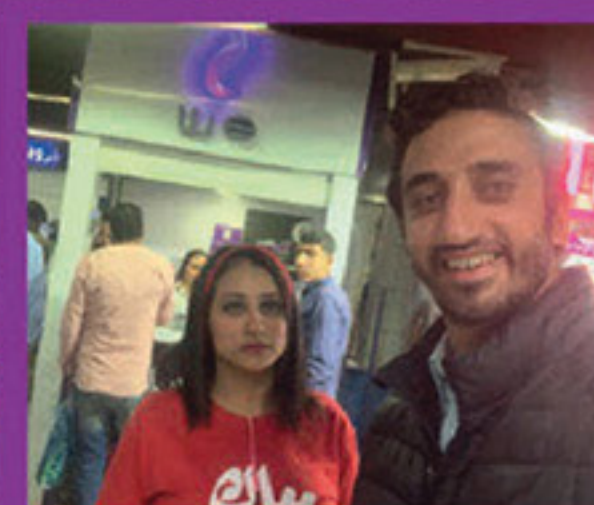
MAD managed to create the booth design and production for Iwan Developments for Cityscape to represent the corporate's image.

# ON-GROUND Activation



Launched the on-ground "Metro Activation" for WE Campaign (Ma'ak Ya Ahly) in 50 metro stations across Egypt.

- Increased sales for the new lines by 20%.
- The traffic to booths increased inside metro stations after the campaign.



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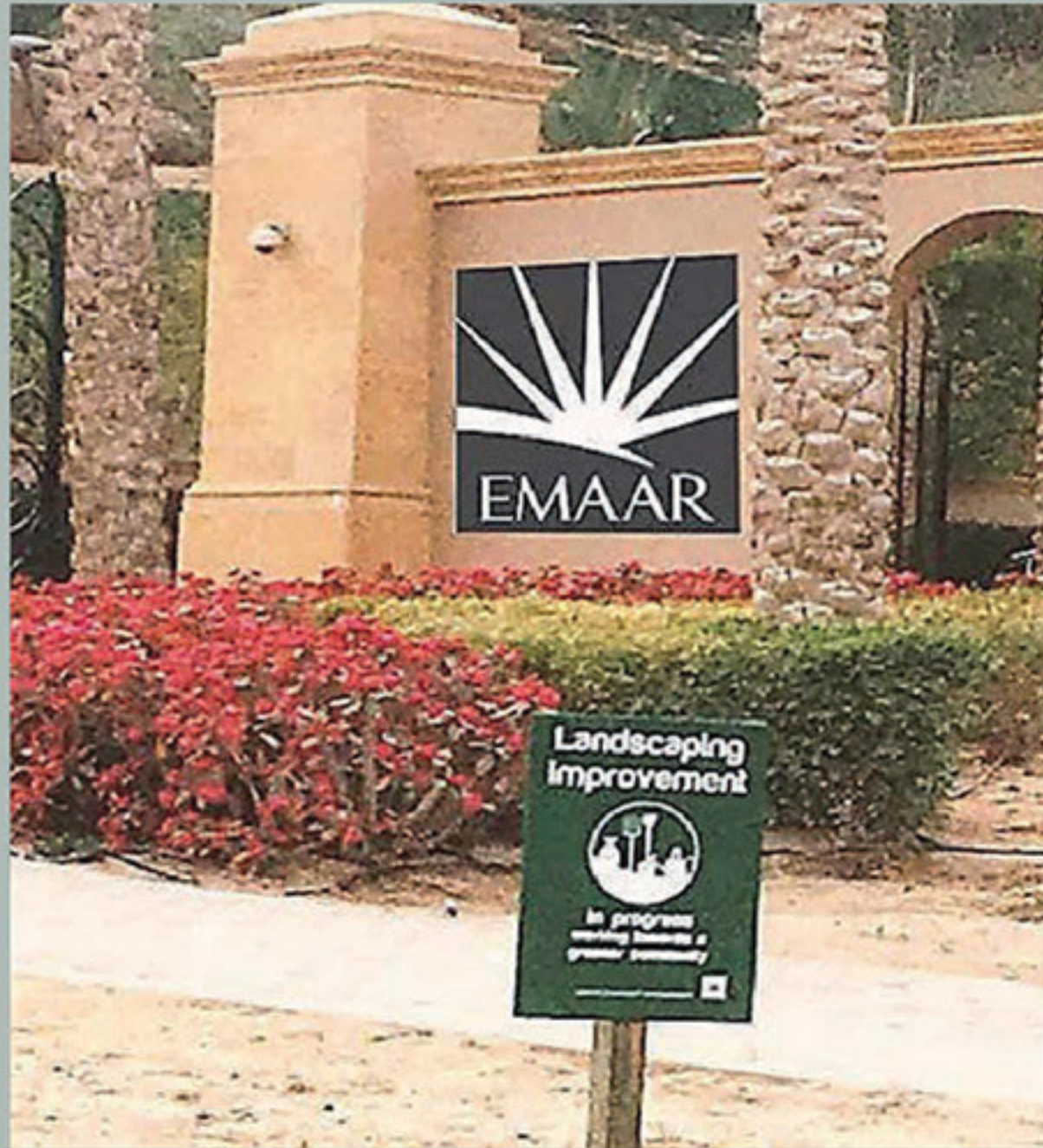
# ON-GROUND Activation



MAD spread happiness in Sodic East and West during the first day of Eid El Fitr 2022 by distributing hundreds of helium balloons and giveaways to the compounds' residents.



# PRODUCTION OUTDOORS



# PRODUCTION OUTDOORS



# CAMPAIGN DESIGN



MAD created a new Digital campaign direction for Porto Pyramids.





# CAMPAIGN DESIGN



MAD developed new Digital campaigns for the brand, highlighting its main USP's.



**ENJOY  
THE  
SEA  
VIBES**

300m above sea level



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# CAMPAIGN DESIGN



Advertising campaign celebrating the 10th anniversary for DELL in Egypt.



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# CORPORATE IDENTITY

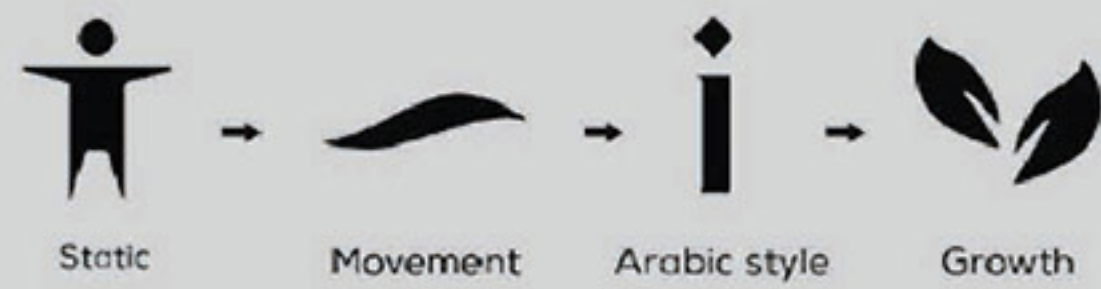


MAD created the brand logo and corporate identity for "CID" through the deep analysis for the brand persona to create a strong creative concept that represents the brand identity.



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# CSR BRANDING



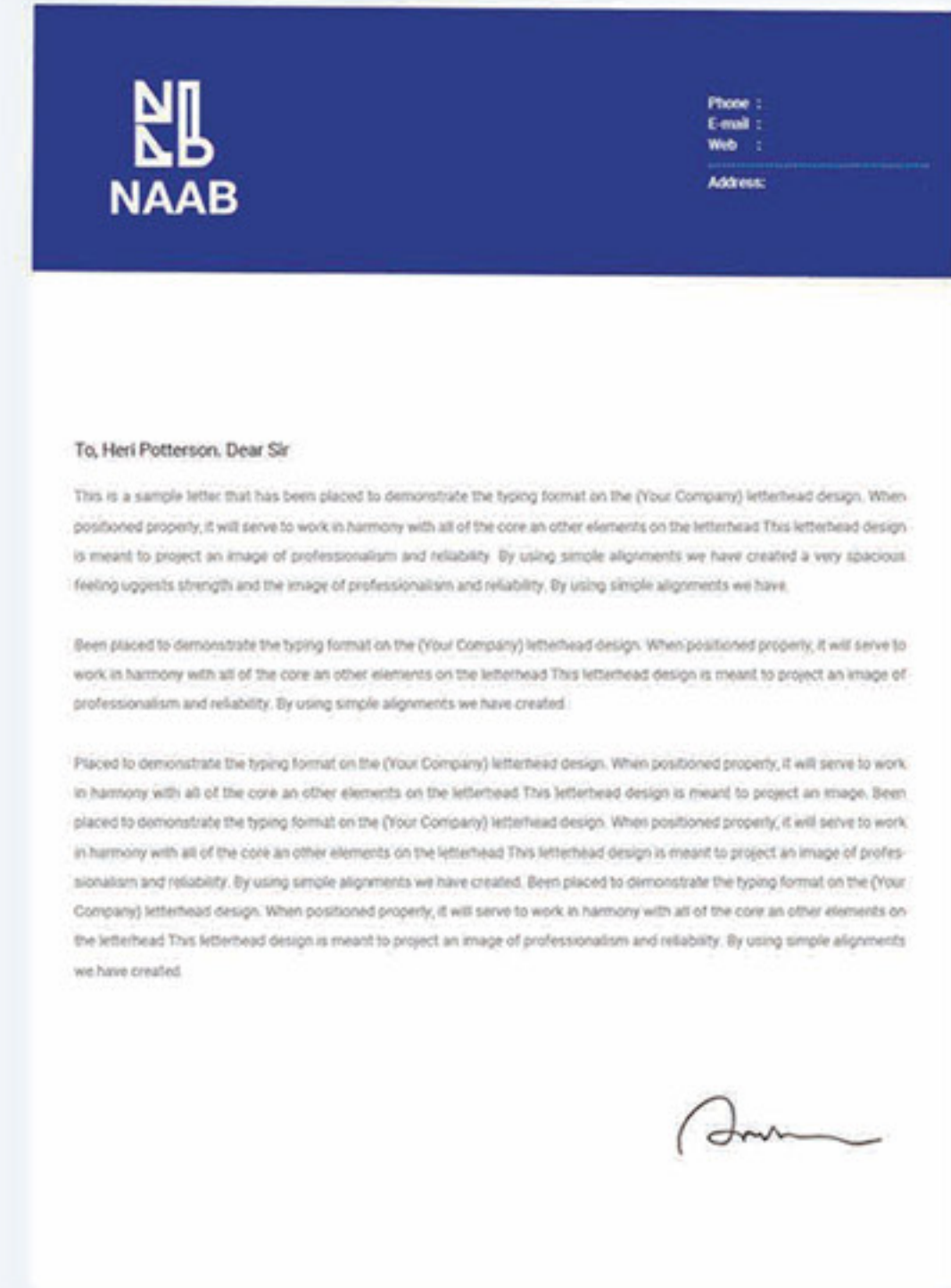
MAD created the corporate identity for "Life Makers" through analyzing and understanding the brand pillars.



# CORPORATE IDENTITY



MAD created the brand logo and corporate identity for "NAAB" through the deep analysis for the brand persona to create a strong creative concept that represents the brand identity.



# BROCHURE DESIGN



MAD creates the corporate designs according to the brand identity, highlighting its main values, essence, and persona.



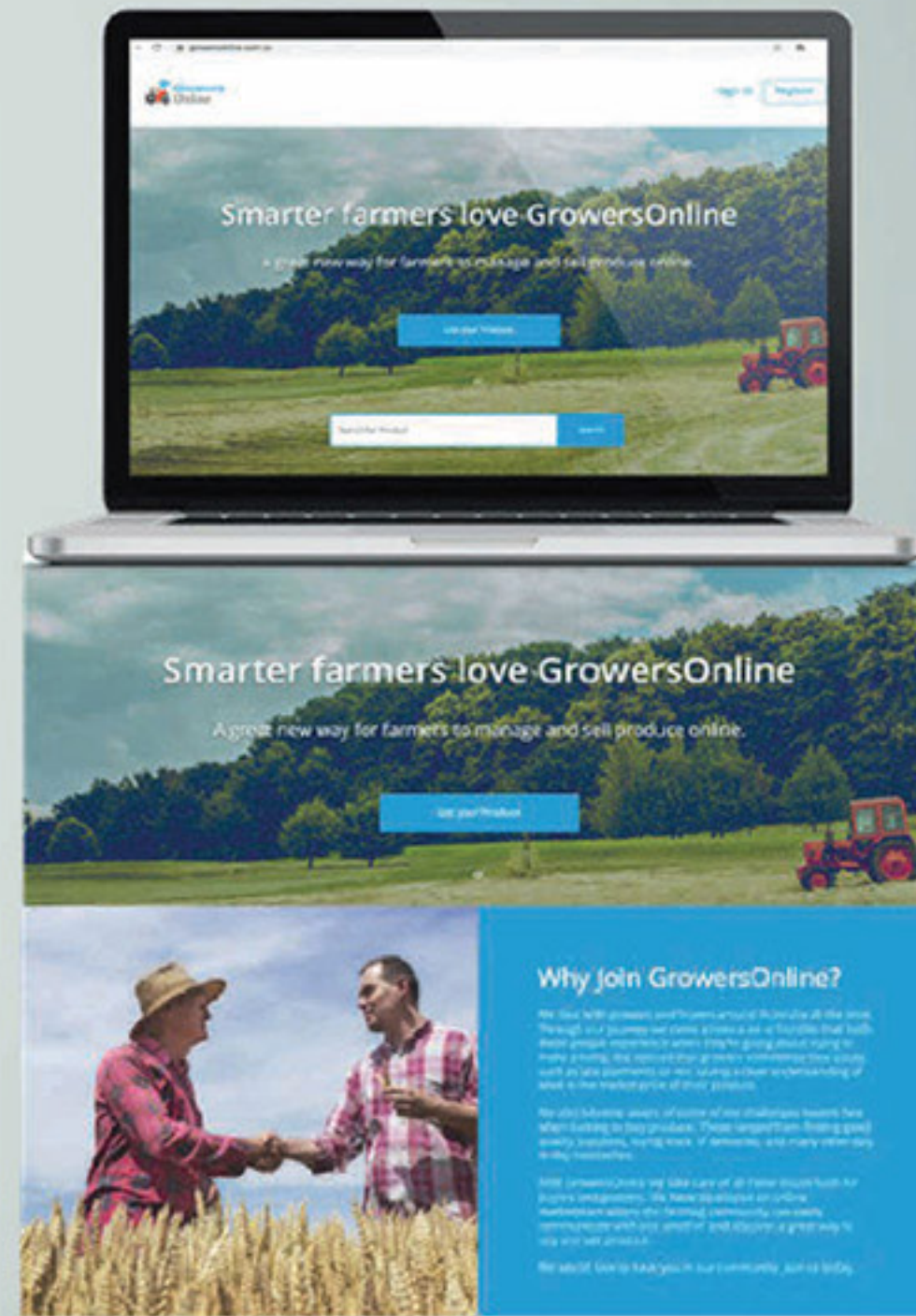
# COMPANY PROFILE DESIGN



MAD creates the corporate designs according to the brand identity, highlighting its main values, essence, and persona.



# WEBSITE DESIGN (UI/UX)



<https://www.growersonline.com.au/>



<http://baitkbiedak.com/>



<https://aldoctor.app>

After establishing your business, all you need is more framing to your business through a strong website that can show what your audience wants to see!  
With MAD, your website will reflect your "Brand Persona" because we shape it from scratch!



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# 3D DESIGNS

# DELL

3D Design for Dell 10th anniversary in Egypt.



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# 3D DESIGNS



3D booth Design for Pasabahce.



# REVAMPING PACKAGING

Old Design



New Design



MAD "Rebranding" for our client "ZAHs" in revamping the "Packaging Designs" for their "Shower Gel".



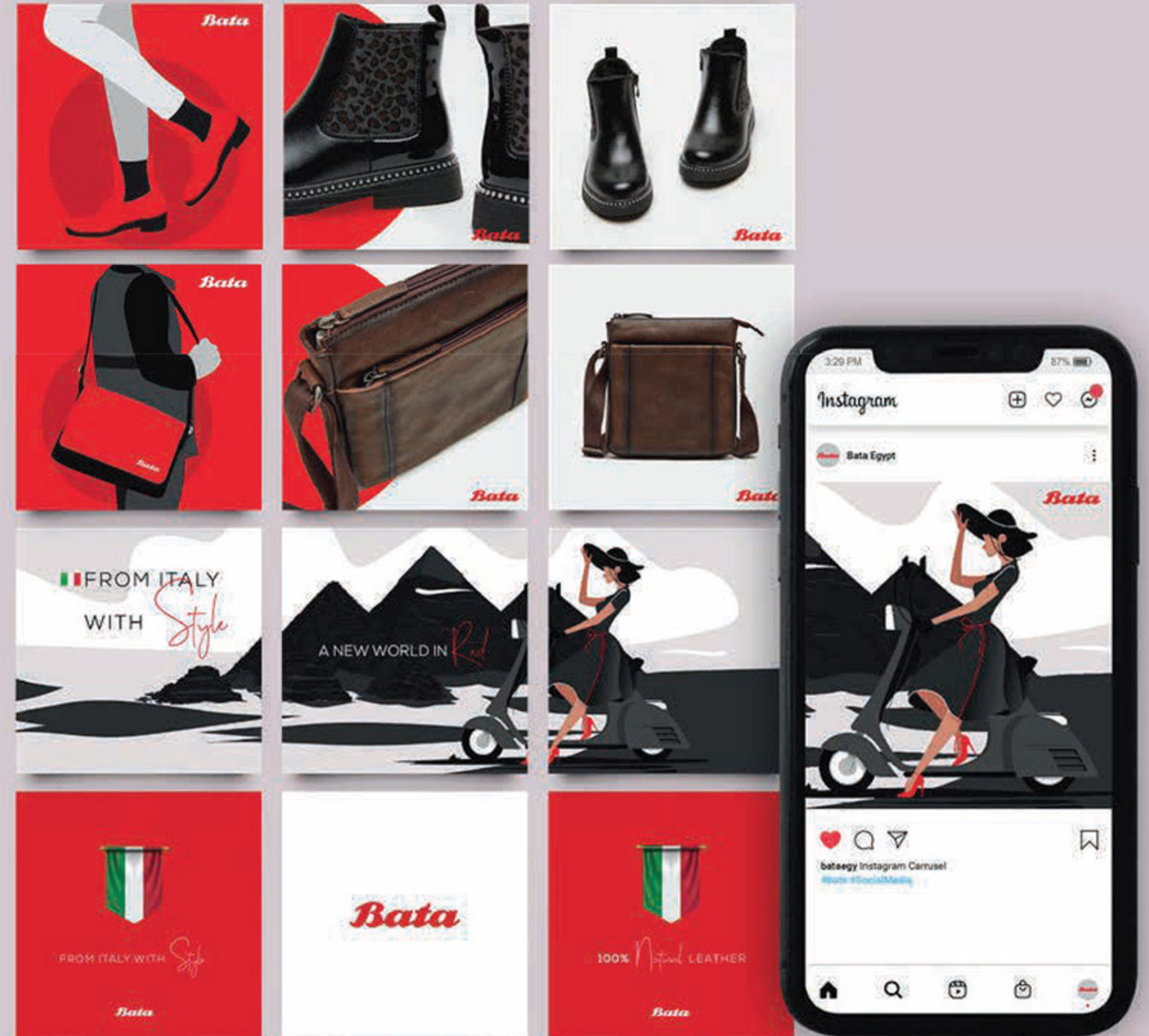
DIGITAL

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# SOCIAL MEDIA CAMPAIGN

# Bata

MAD launched "Bata" the Italian brand in Egypt by creating a creative art direction and brand concept "From Italy with Style" with its implementation on both the digital and offline channels.

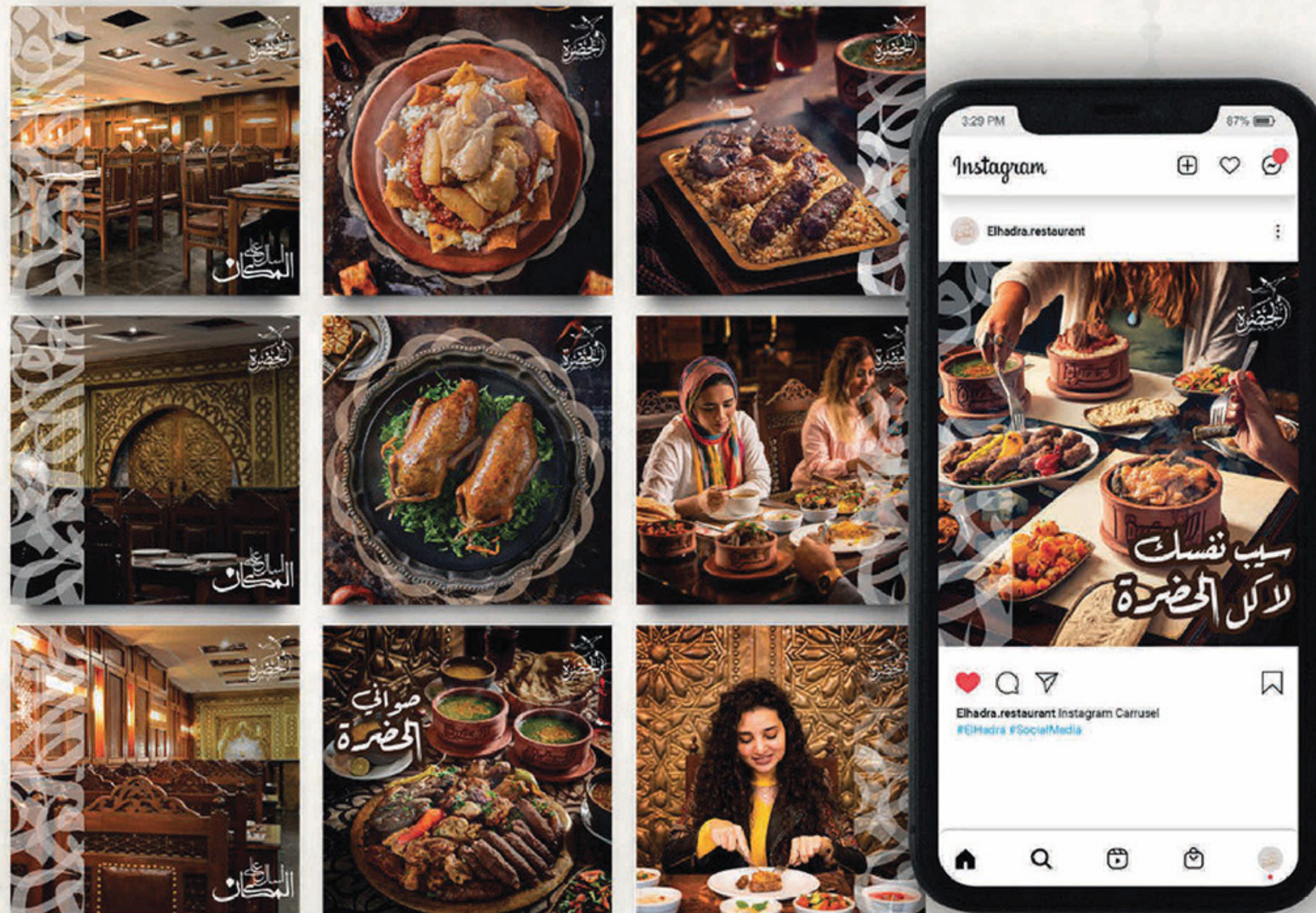


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# SOCIAL MEDIA CAMPAIGN



MAD created the creative direction for EL HADRA through the identifying its unique identity and reflecting it into a real piece of Art!



# INFOGRAPHIC VIDEOS



**SUPPLIERS**

**MANUFACTURERS**

**DISTRIBUTORS**

0:19 / 1:06

This infographic video frame illustrates a supply chain process. It features three main stages: "SUPPLIERS" at the top, "MANUFACTURERS" in the middle, and "DISTRIBUTORS" at the bottom. A blue box with a red hook and two white arrows (one pointing up, one pointing down) is positioned between the suppliers and manufacturers. Below the manufacturers, there is an illustration of a white delivery truck with a forklift in front of it, surrounded by various industrial icons like gears and a laptop. A progress bar at the bottom left shows the video is at 0:19 out of 1:06.

INDUSTRY?

**ARE YOU  
A BUSINESS  
IN THE MANUFACTURING**

0:02 / 1:06

This infographic video frame features a large, bold, white text overlay that reads "ARE YOU A BUSINESS IN THE MANUFACTURING" with "INDUSTRY?" above it. The background shows a stylized industrial scene with various machinery, gears, and components. A progress bar at the bottom left indicates the video is at 0:02 out of 1:06.

# SOCIAL MEDIA ADS



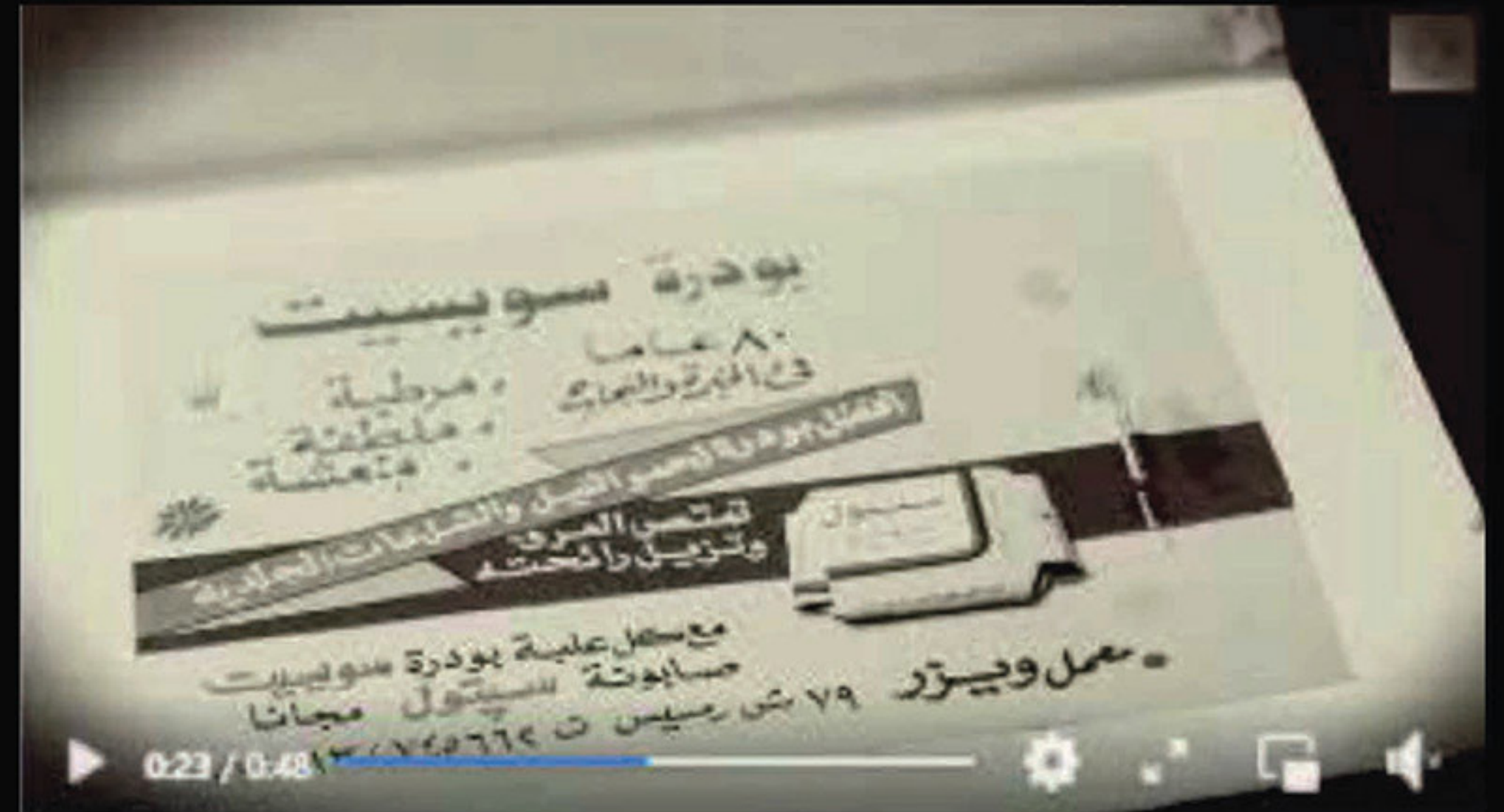
Reach

603,973



Engagement

10,709





# SOCIAL MEDIA CAMPAIGN



Working on a brand that has been in the market for over 100 years had us eager to present Weiser in its true identity (Historic). We then began developing a new strategy in regards of content & designs in order to make the brand more fit in the current cosmetics market.



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# PRODUCTION VIDEOS

ADVANCE SOCIETY FOR AUTISM AND OTHER DISABILITIES



<https://www.facebook.com/MadMarketingEg/videos/463167698931414>



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# PRODUCTION VIDEOS

CAPITAL LINK DEVELOPMENTS



<https://www.facebook.com/MadMarketingEg/videos/268791308786000>



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# SOCIAL MEDIA CAMPAIGN

# AMYZ

MAD developed a unique kofi typeface for AMYZ reflecting its sharp identity and unique services that differentiates it from its competitors in the market and creates an attractive design look.

