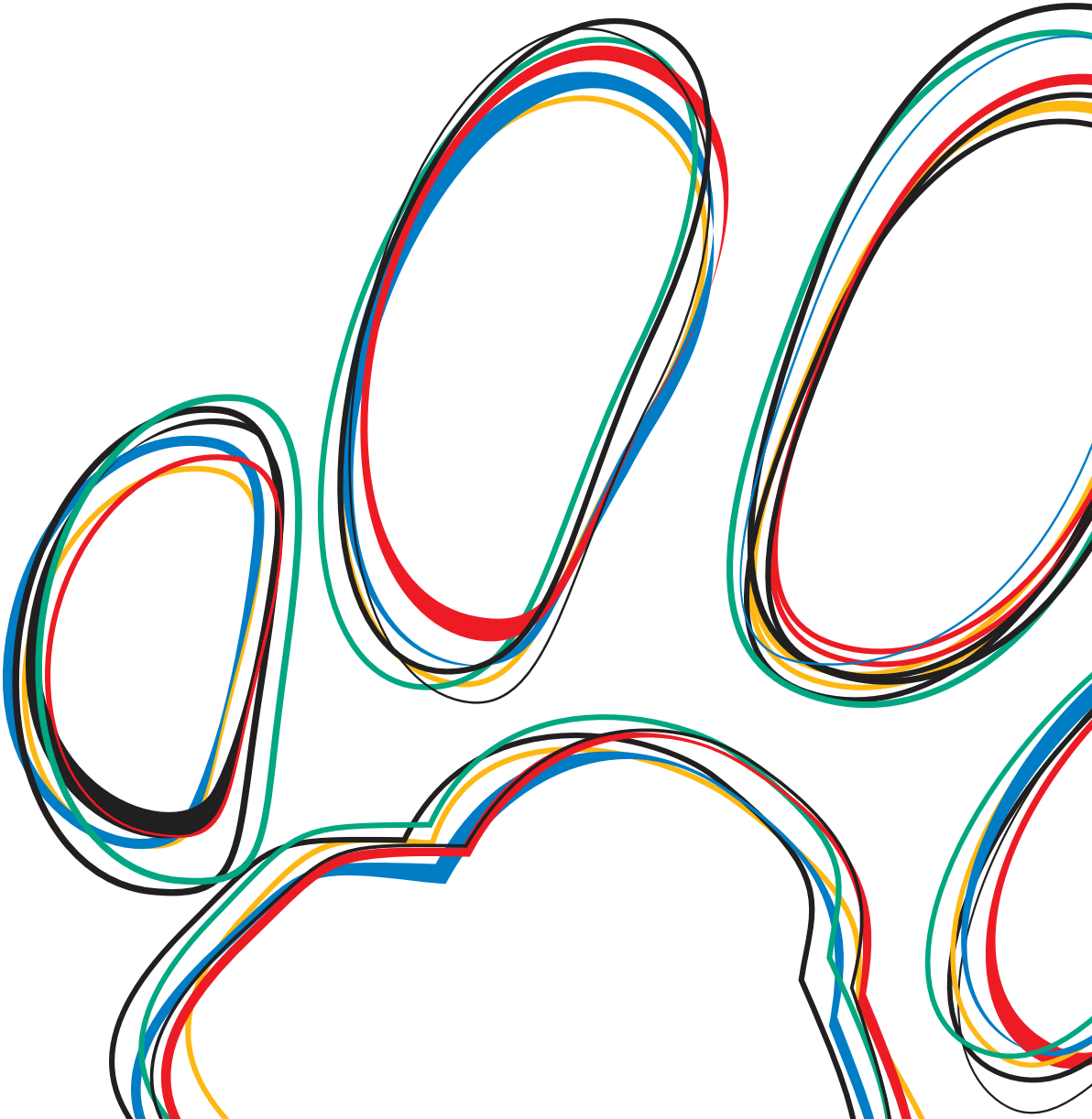
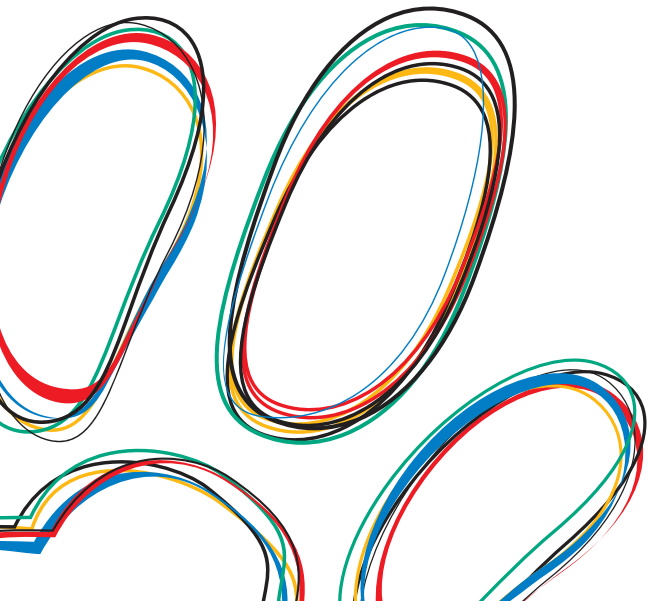


cat®

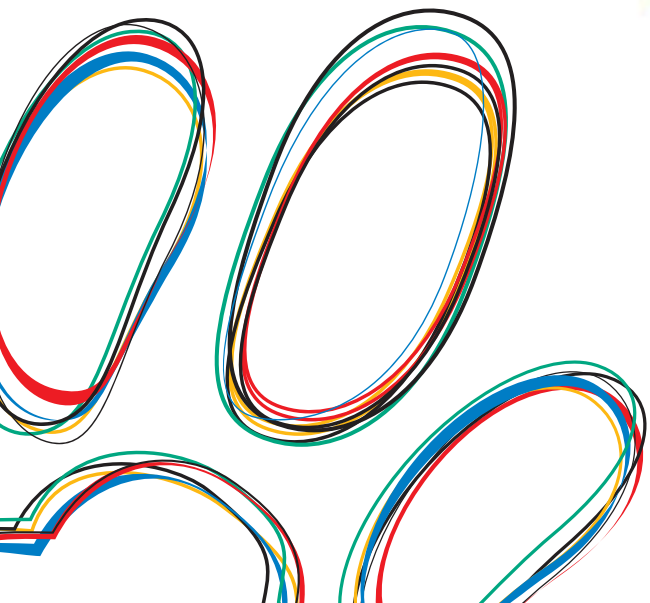


WE
CANNOT REALLY
'THINK OUT OF THE
BOX



BECAUSE TO US,

**THERE IS NO
BOX**

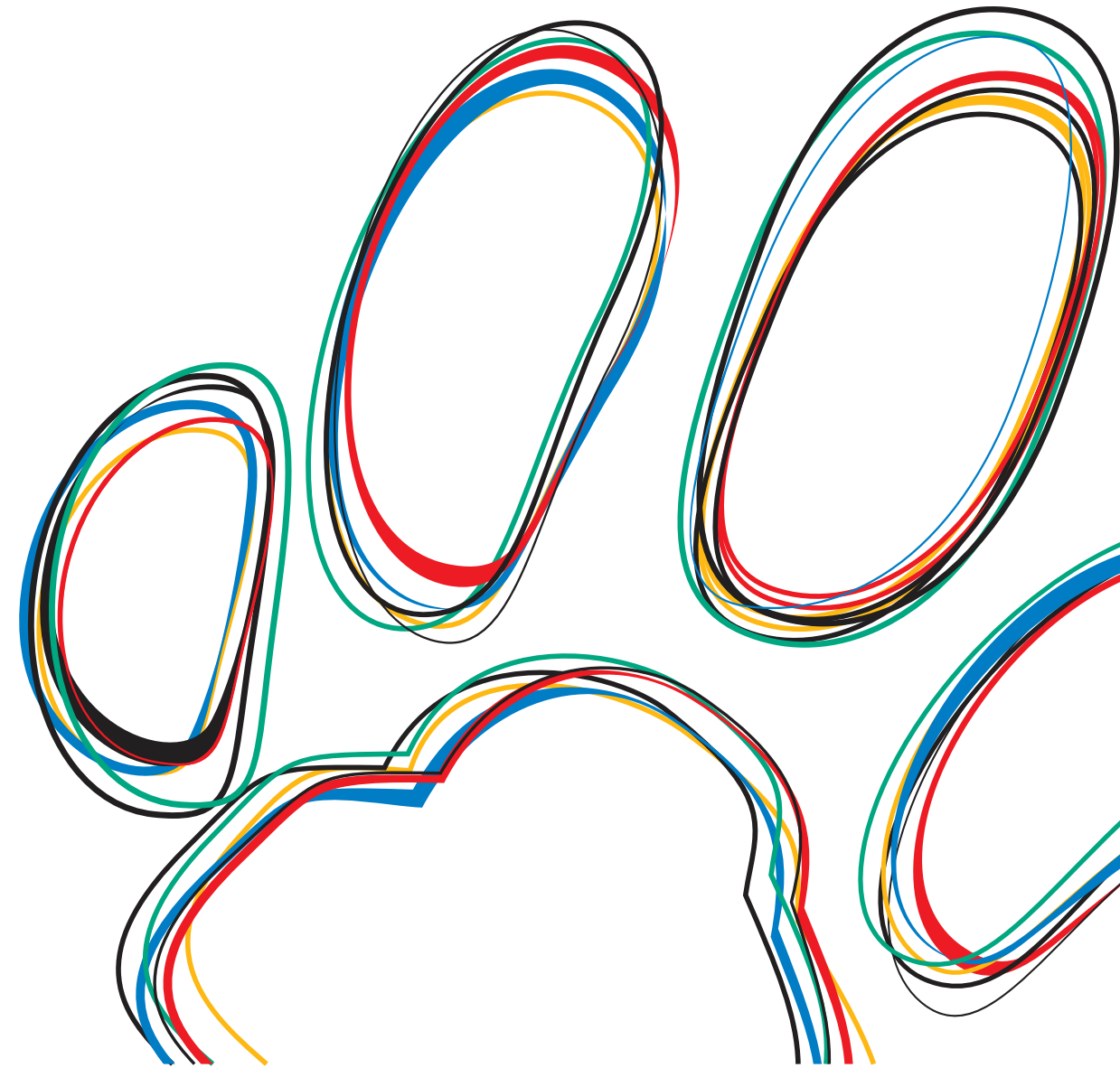




CHANGE IS PAINFUL

but staying where we are
because we do what we do
the same way we do it
is more painful

creativeadvertising**thinking**



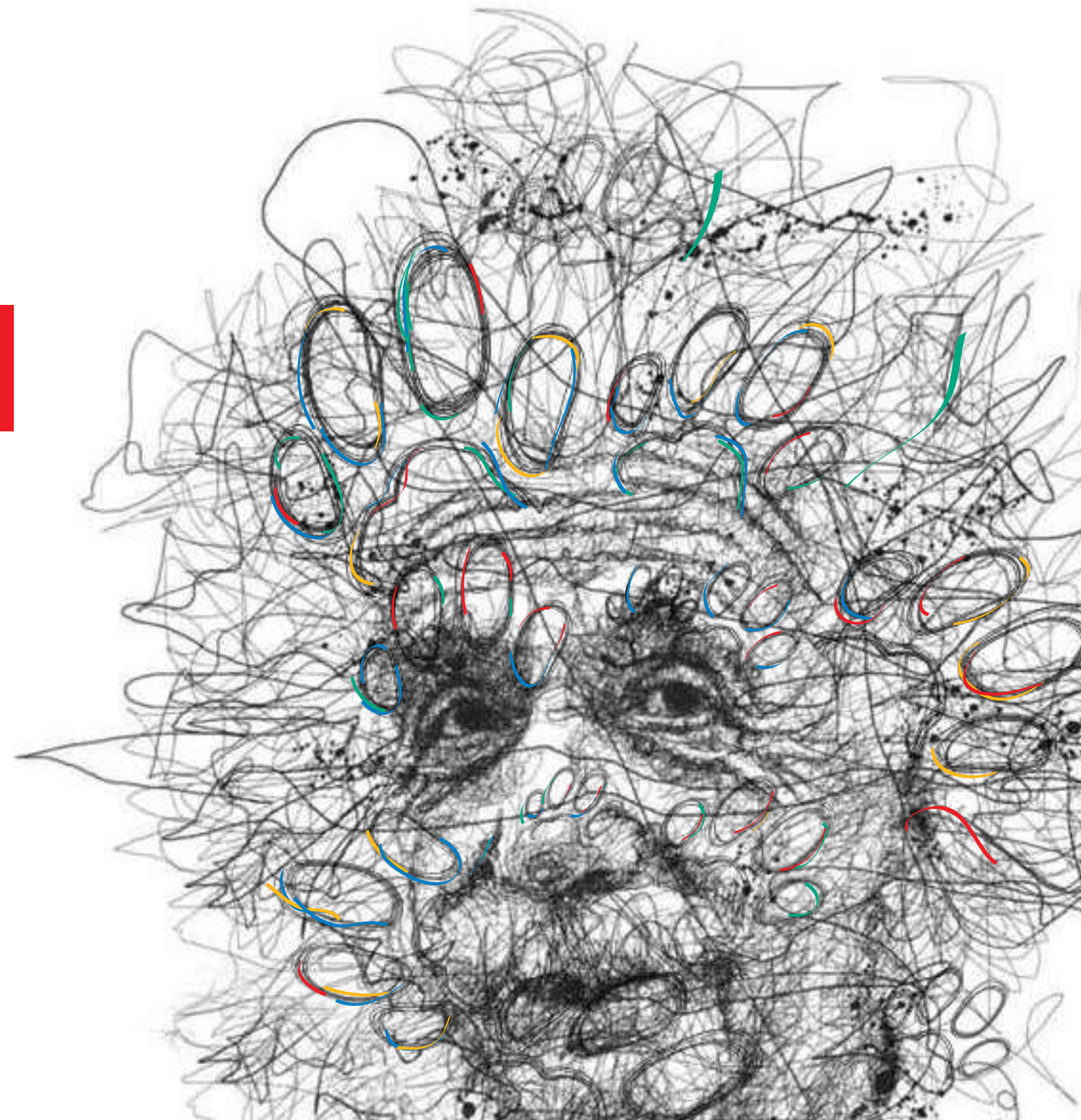
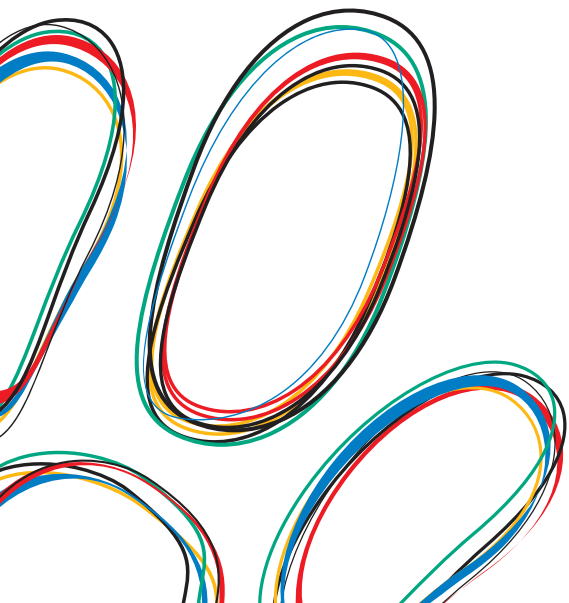
"BE THE DIFFERENCE! DON'T WISH IT"

Everybody is the same until you start talking. What you say defines who you are, how you say it defines how far you will go and who you will become! With today's dynamism, there are too many variables at any given moment. Too many odds against us, and to keep up, you must communicate more by saying less, work smart before you work hard, you need to stand out using the very same resources, and most of all, you have to maximize the impact you leave every single time!

To Change, you may have to endure pain, but staying where you are by doing what you do, is even more painful! With a small leap of faith, a big appetite for insights, and a pinch of innovation, things can turn around
Experience new boundaries, and Unlock new opportunities.

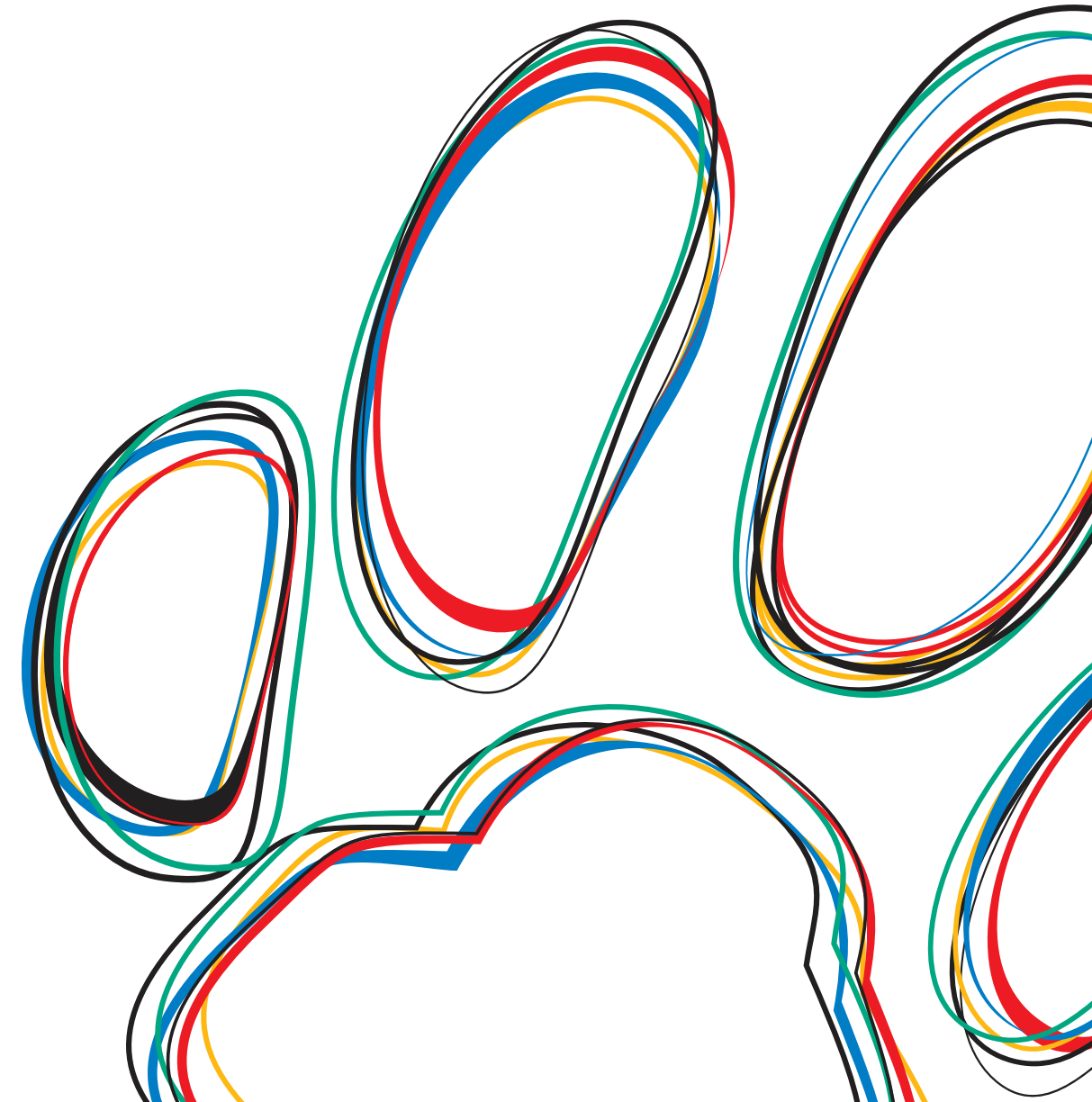
You will never know what's on the other side until you've crossed over

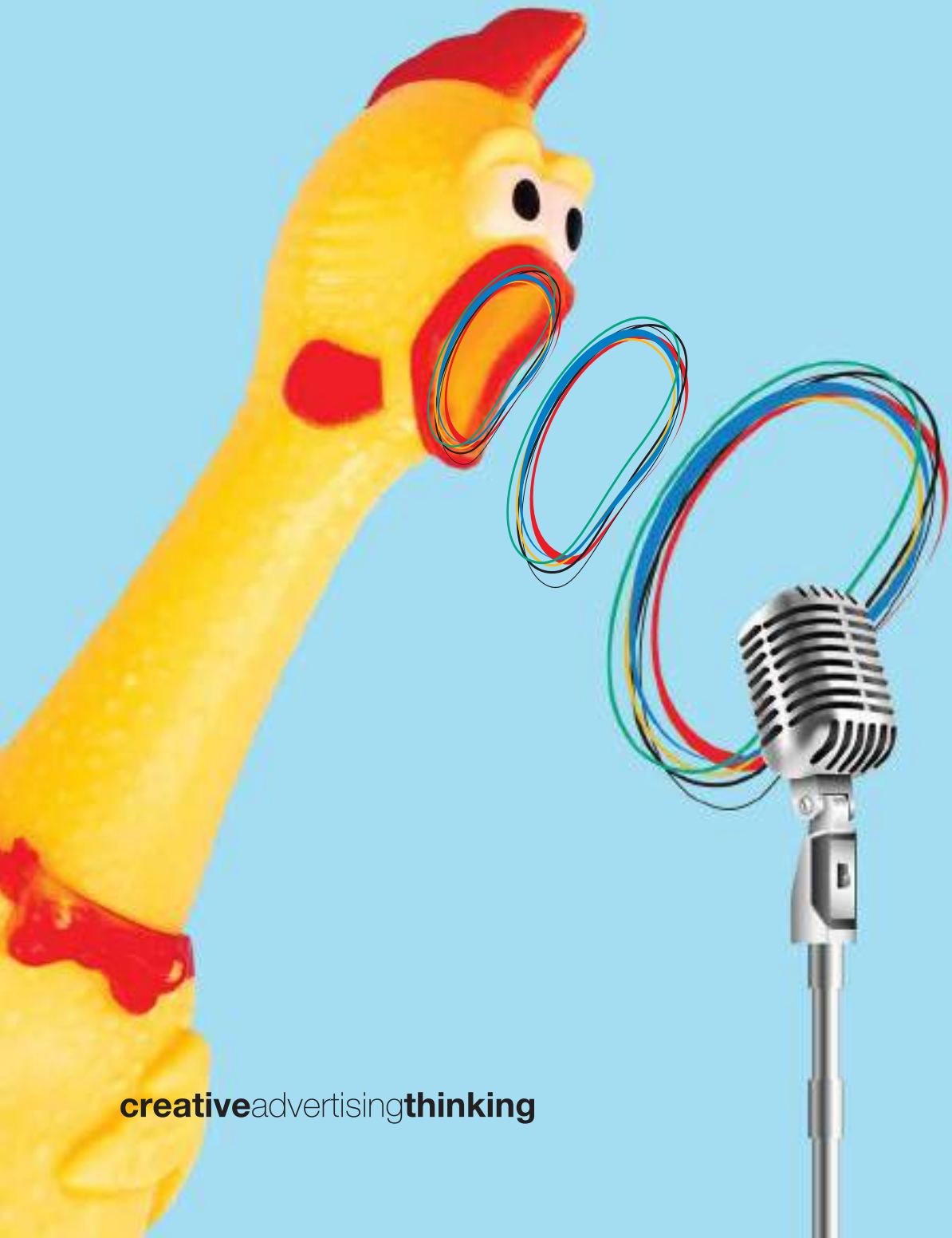
creativeadvertising**thinking**



cat®

EXPERIENCE





BLA BLA BLA

PHILOSOPHY

One's success can only be measured by one's ability to choose the best business partners that will consistently deliver value, sense of achievement and surprise

VISION

It is our business to anticipate, fulfill and enhance our true clients' growing business needs, to the highest levels of satisfaction, through the endeavors of our efficient team while progressively developing our professional values that set us apart from others:

Creativity ● **Accountability** ● **Trust**

MISSION

If we do not make enough difference that will positively impact our industry, our customers' customers and others' recognition/appreciation for our services and ourselves, then we are better off doing something else

VALUES

Integrity & Pride in what we do
Passion for Excellence & Leadership
Ownership & Responsibility
Innovation & Update

RESPONSIBILITIES

Our acts and commitments hold us responsible towards

- Our Business Partners
- Ourselves
- Our Team
- Our Industry
- Our Community





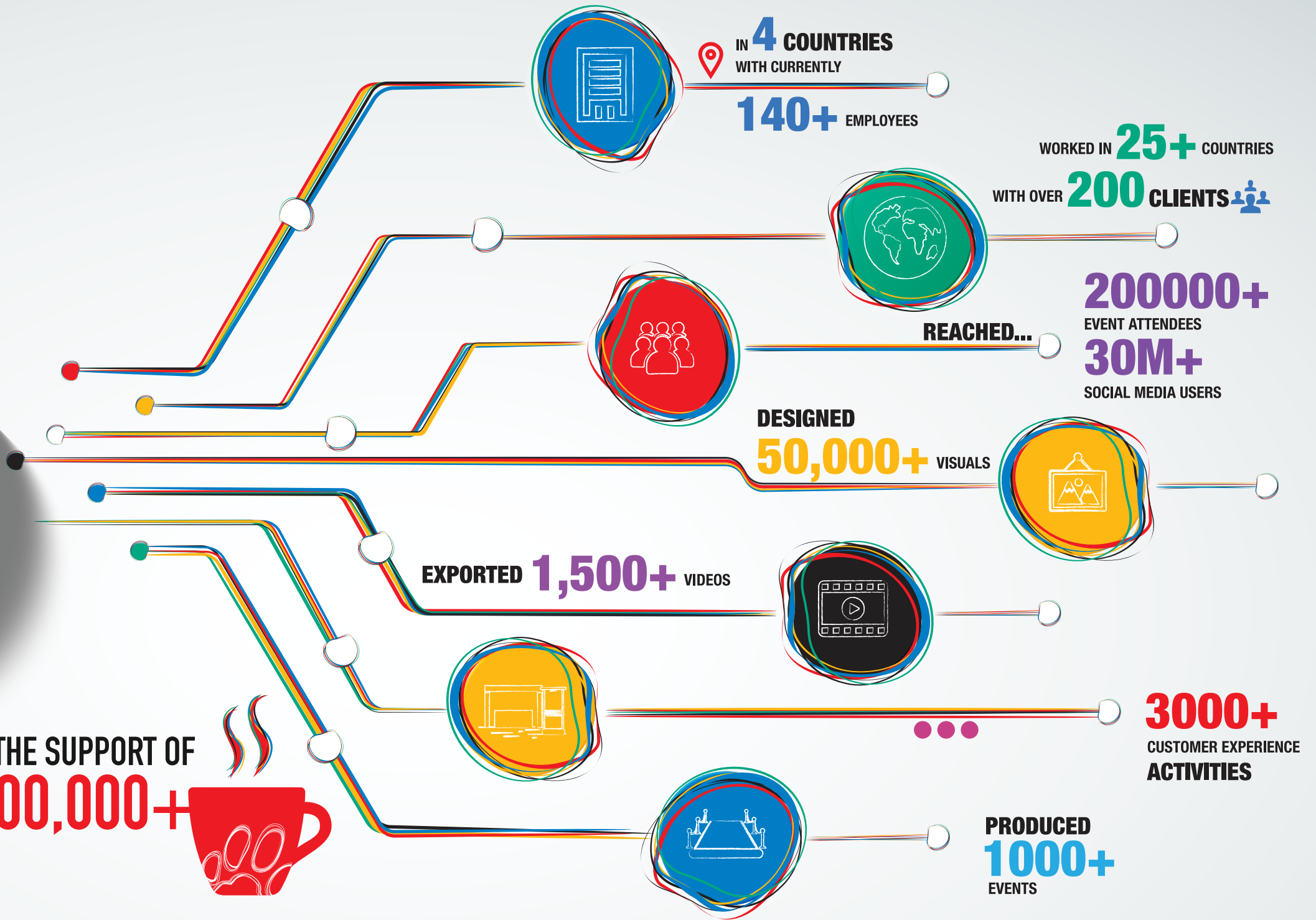
FOR STARTERS,
WHY SETTLE
FOR ONE,
WHEN YOU CAN HAVE
AN ENTIRE
GROUP?

IN 5700+
WORKING DAYS...

WITH THE SUPPORT OF
2,000,000+



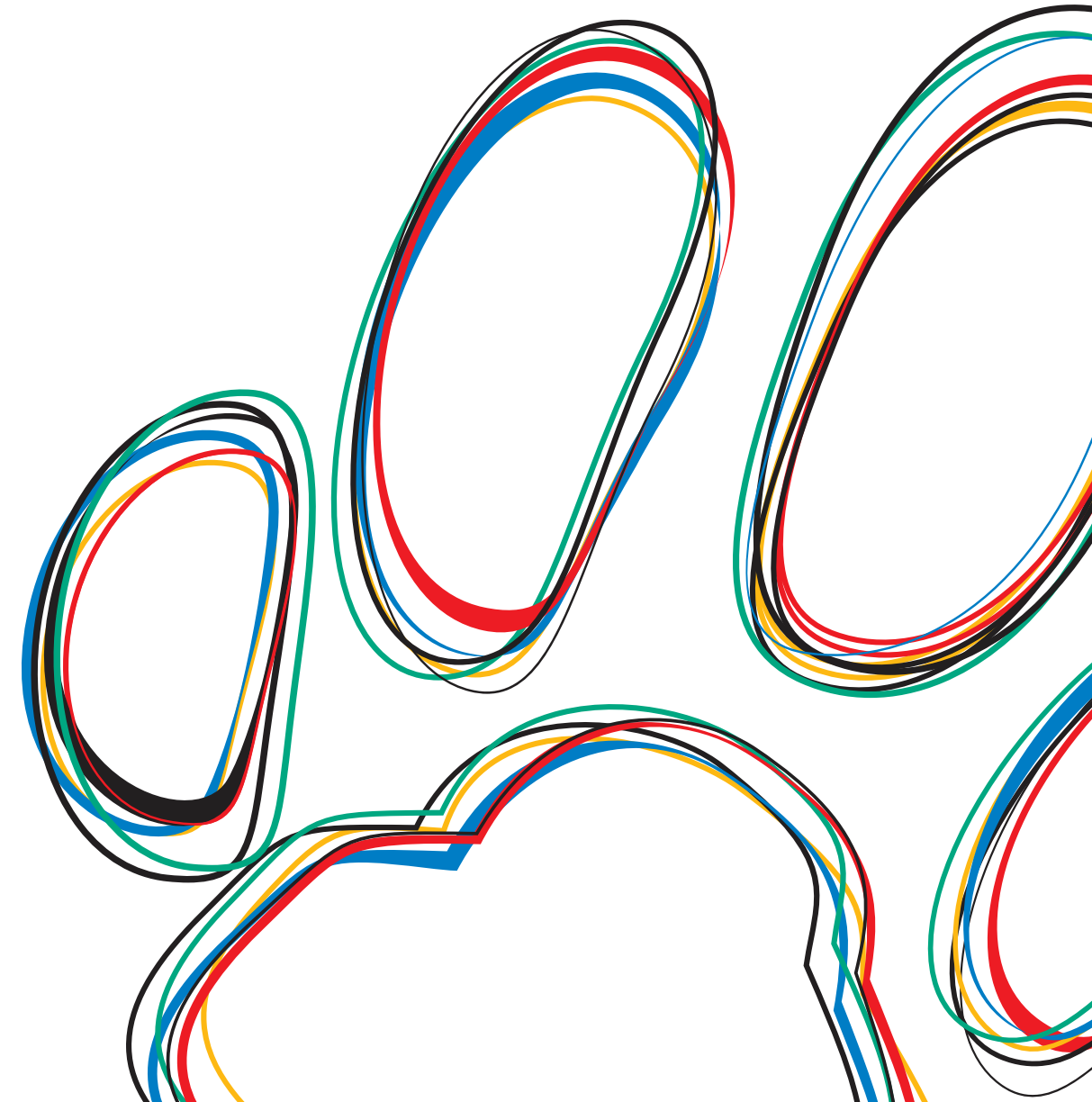
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OUR BUSINESS PARTNERS

ABBOTT
ADES
Al-Rajhi Real Estate Investments
Astrazeneca
Bristol Myers Squibb
Chipsy Egypt
Coca Cola
Corona
Emaar Egypt
Egyptian Promoters Center
EGIC
Etisalat Egypt
Eva Pharma
Dell EMC
Dreamland (Sudan)
General Electric
Glaxosmithkline GSK
Henkel
Industrial Development Authority
IDA
Intel Egypt
ITIDA (MCIT)
Jamjoom Pharmaceutical
Jazeera Pharmaceutical Industries
Lenovo

Masharea
Mars
Megabuild
Mondelez
Mundipharma
National Blood Transfusion Center (NBTC)
Nestlé
Nissan Egypt
Novartis Pharma
Pfizer
Roche
Savola Sime Egypt
Samcrete
Sanofi
Samsung
Sandoz
Save the Children Egypt
SCIB Asian Paints
Schneider Electric
SPIMACO
TABUK
Teashop
Town Team
Vodafone Egypt
Willows International Pre-school







**WE ARE NOT
WHAT WE DO,
WE ARE**

**WHAT WE DO
DOES**



We put
To create more
Then add
To shape



HEART, MIND & SOUL
POSSIBILITIES
THE TWIST of innovation
WHAT'S NEXT

THE REAL DEAL

DESIRE



VALIDATE



ANALYZE



REFLECT



EXPERIENCE



DELIVER



Different



CORE COMPETENCIES

BRANDING

CONCEPTUALIZATION

MULTICHANNEL OUTREACH

CUSTOMER EXPERIENCE

ADVERTISING

CAT[®]

BRANDING



BRANDING
WE DON'T **JUST DO IT**
WE **DO IT WITH HEART**

OUR BRAND BUILDING PROCESS





INSPIRATION

UNDERSTANDING

INSIGHTS
VALUES CULTURE
NARRATIVE

creativeadvertisingthinking



INTERPRETATION

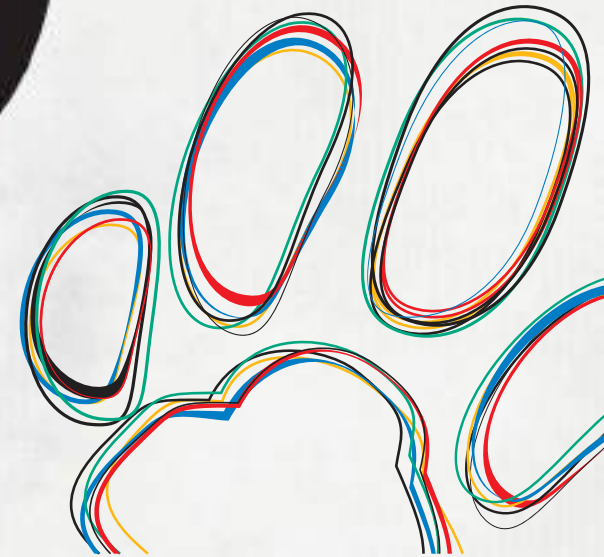
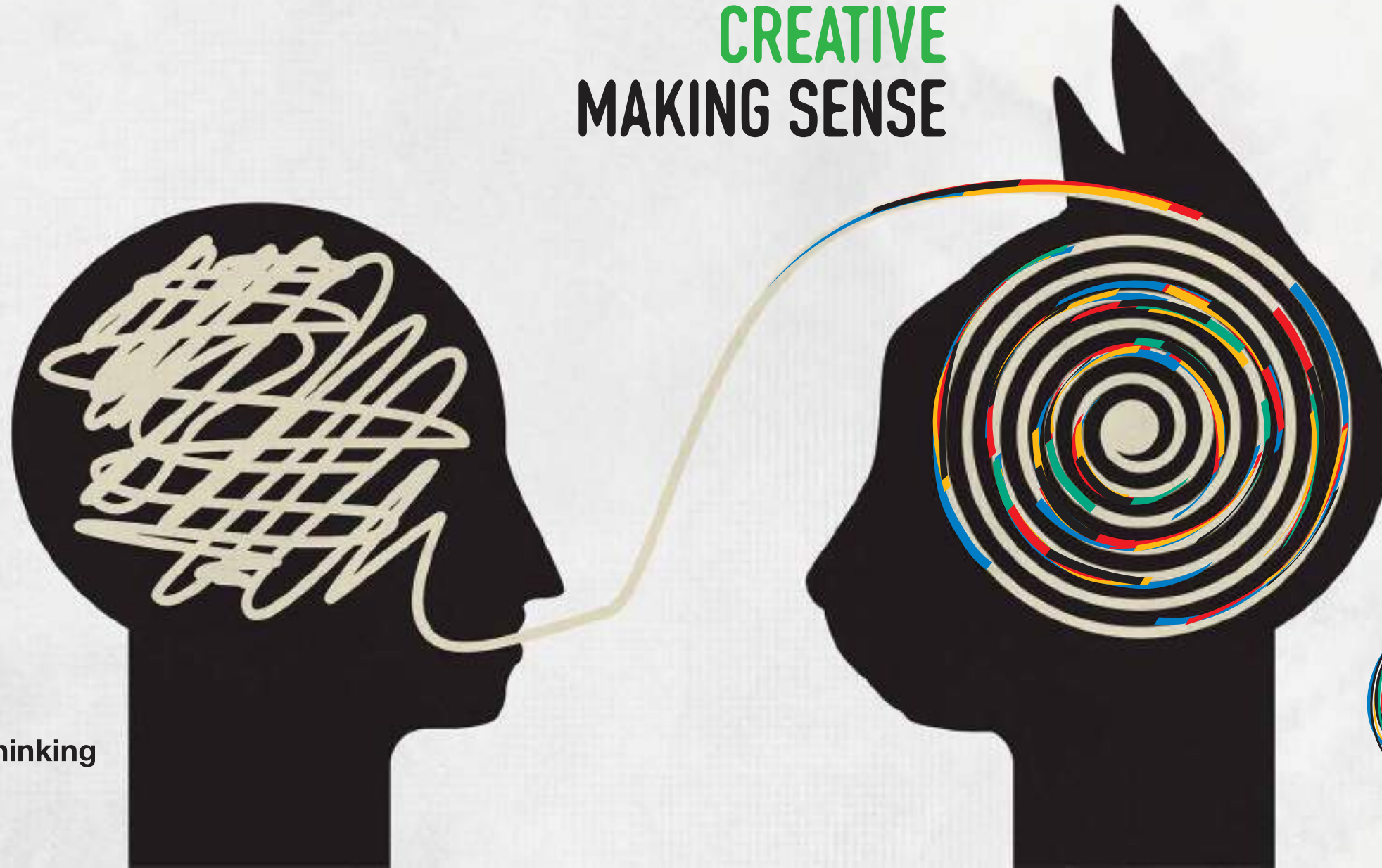


THINKING

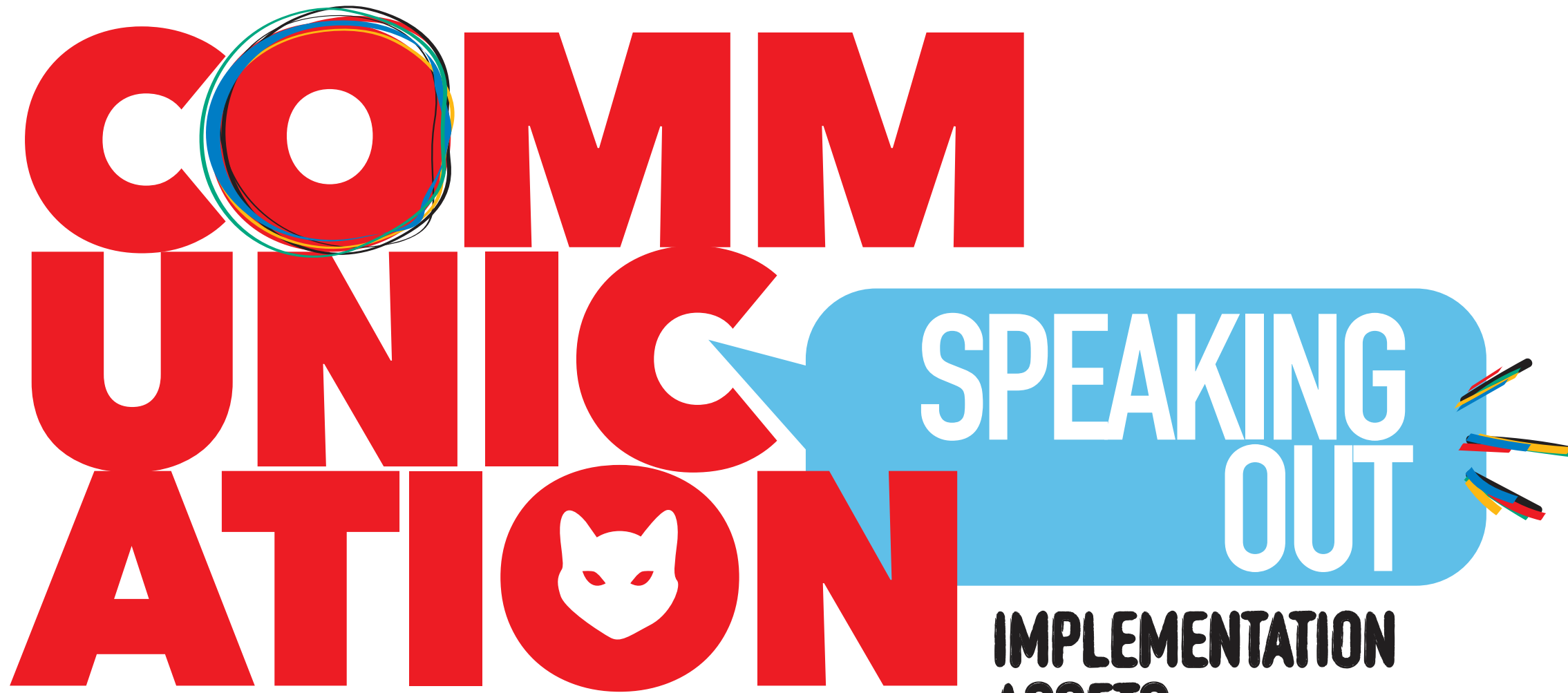
STORY

CREATIVE

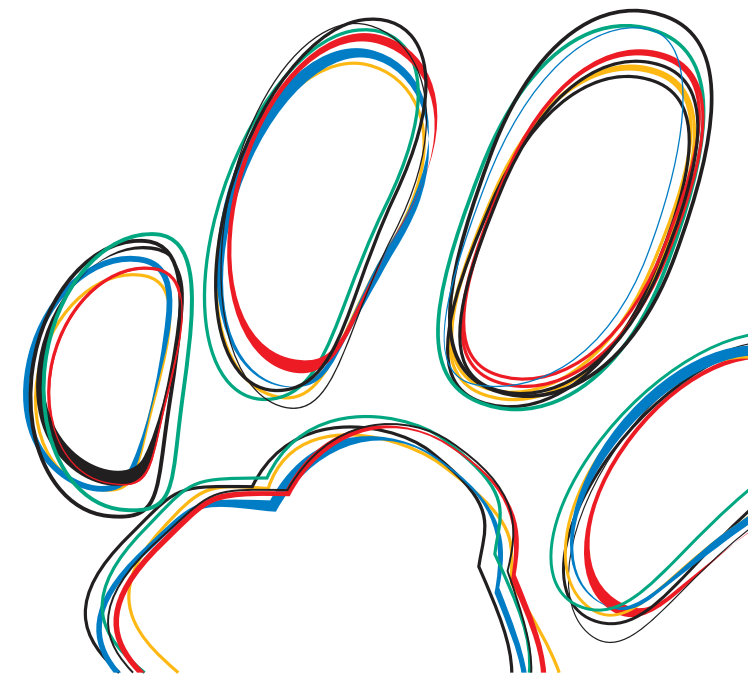
MAKING SENSE



COMMUNICATION

The word 'COMMUNICATION' is written in large, bold, red, sans-serif capital letters. The letter 'O' in 'COMM' is filled with a multi-colored, scribbled pattern. The letter 'O' in 'ATION' contains a white silhouette of a cat's face with red eyes. A blue speech bubble with a tail pointing to the 'C' in 'UNIC' is overlaid on the text. Inside the speech bubble, the words 'SPEAKING OUT' are written in white, bold, sans-serif capital letters. To the right of the speech bubble, there are three colorful pen nibs (red, yellow, blue) pointing towards it.

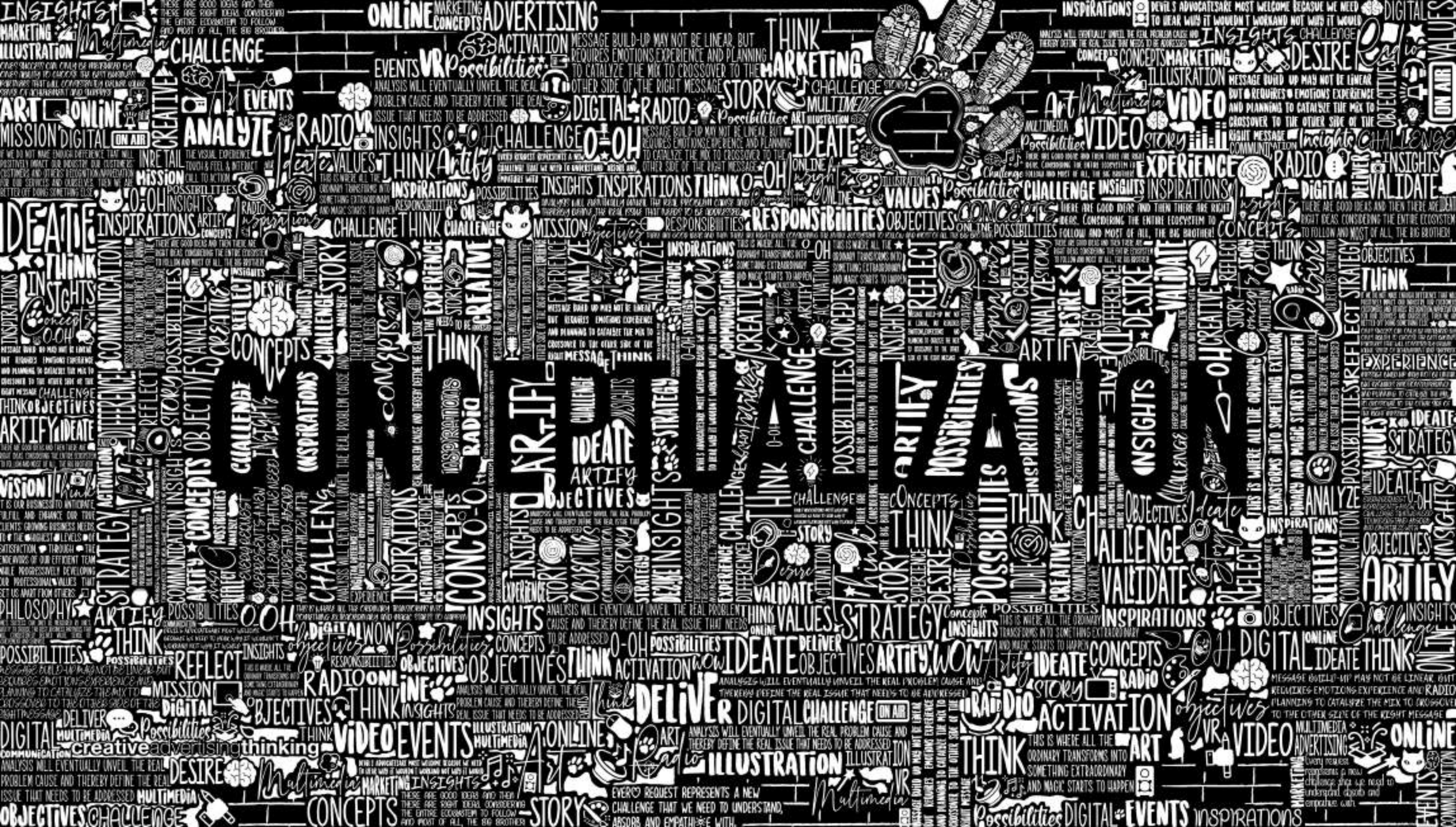
**IMPLEMENTATION
ASSETS
STRATEGY**



cat[®]

CONCEPTUALIZATION



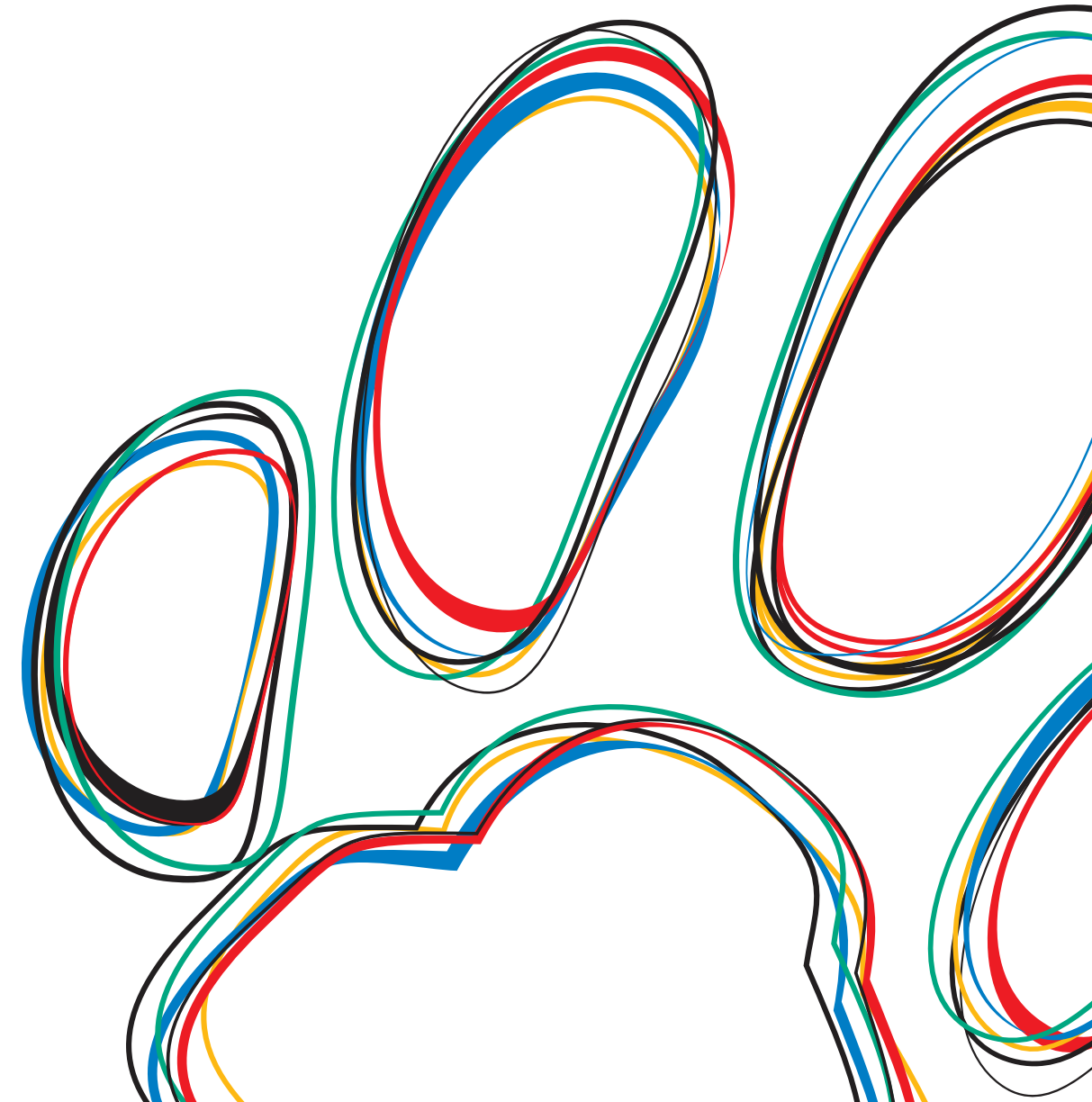


ANY IDEA W  RKS
UNTIL YOU START TO



CAT[®]

DIGITAL
**MULTICHANNEL
OUTREACH**





MUL-TI-CHAN-NEL

It,s becoming imperative
Everybody wants it,
not everyone can take it
The transformation is inevitable,
determining and irreversible



MULTICHANNEL

Online

Web
Social Media

Radio

Video

Live
Animation
Info Graphic

Digital

Electronic Brochures
Mobile Apps
Augmented-Virtual reality
Dashboards

cat[®]

CUSTOMER EXPERIENCE



A hand reaching out to a cat on a cracked wall. The hand is on the left, reaching towards the right. The cat is on the right, looking towards the hand. The background is a textured, cracked wall.

CUSTOMER EXPERIENCE

WHEN BRAND MEETS BRAND TARGET

- 📍 MEET IN RETAIL
- 📍 MEET IN FEATURE EVENT
- 📍 MEET IN ACTIVATION





THE VISUAL EXPERIENCE

TOUCH & FEEL & INTERACT

CALL TO ACTION



WOW
IN FEATURE EVENT

THE STORY THE FLOW
THE URGENCY THE REVEAL
THE BRAND EXPERIENCE
THE INNOVATION
THE TAKE HOME



IN ACTIVATION: ATTRACT & INTERACT

THE OCCASION

THE VENUE

THE ATTRACTION

THE ENGAGEMENT

THE GRATIFICATION



cat[®]

ADVERTISING



ADVERTISING



Making promises and keeping them is a great way to build a brand





Nestlé

NESTLE Recognition

For 'Nestle Continuous Excellence Initiative'

Featured on
Ads of the World

abbvie

BEST-IN-CLASS Award
For 'Great By Choice'

"One of the difficulties that faced the implementation of NCE is to have a dependable supplier to support the NCE by providing the needed facilities and CAT was the best to do so when it comes to creative ideas, Fast response, Commitment and abiding the rules and procedures of Nestle for contractor's safety compared to other suppliers and what's more important is there persistence to keep the fast pace although the NCE challenges are increasing. Since 2010 when CAT & Nestle started working together and surely for many years to come. Thank you CAT"

**Nestle- NCE Department
6 October factory 1**



 **NOVARTIS**
ONCOLOGY

**WE
PRACTICE
WHAT
WE
PREACH**

Produced 2



AWARD WINNING MOVIES

 **NOVARTIS**

"Saudi Customer Excellence team won 2013 Best-In-Class Award for the first time in its history with a project called 'Great By Choice'. We weren't just looking for an agent , we were looking to have a real partner. We decided that CAT is the best choice in supporting us to win Best-In-Class Award. The choice was built on a strong history of business relationship. We were sure that CAT's team is creative, committed and cooperative and that was what we exactly wanted"

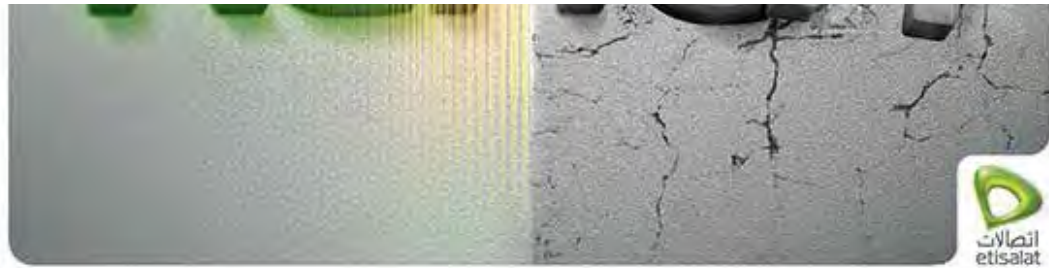
**Karam Aziz - Head of
AbbVie Saudi Customer
Excellence Department.**



creativeadvertisingthinking

BOLD
AWARDS





Xyrio
The Key to sustainable happiness

ROMEO & JULIET

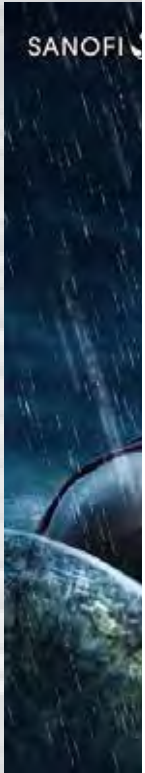
BRIDGESTONE
Your Journey. Our Passion

BUY 4 TIRES OF BRIDGESTONE AND GET UP TO AED 400 CASH DISCOUNT EXCLUSIVELY AT FASTTRACK

16 inch and below - Get instant cash discount AED 200 on 16 inch and below
17 inch and above - Get instant cash discount of AED 400 on 17 inch and above

fasttrack **تأسيست فاستراك**

الإسلام

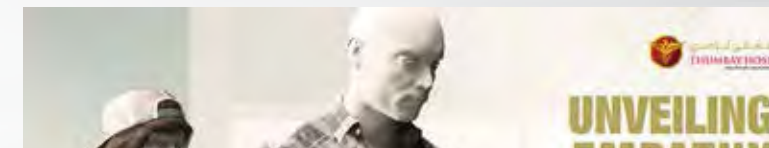
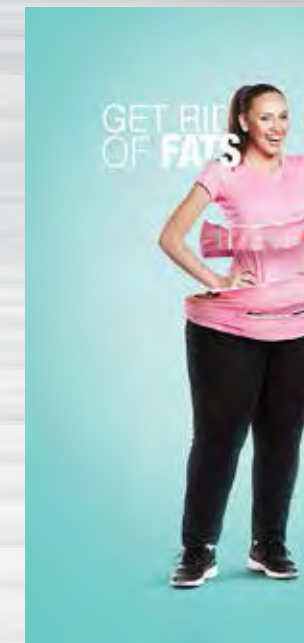


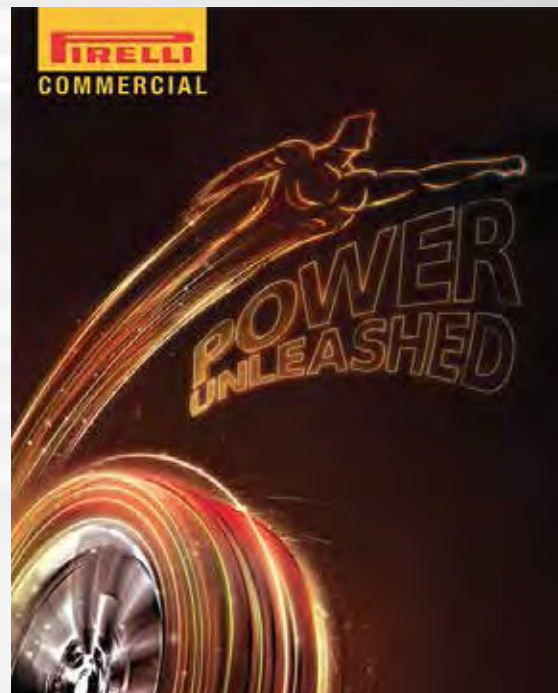
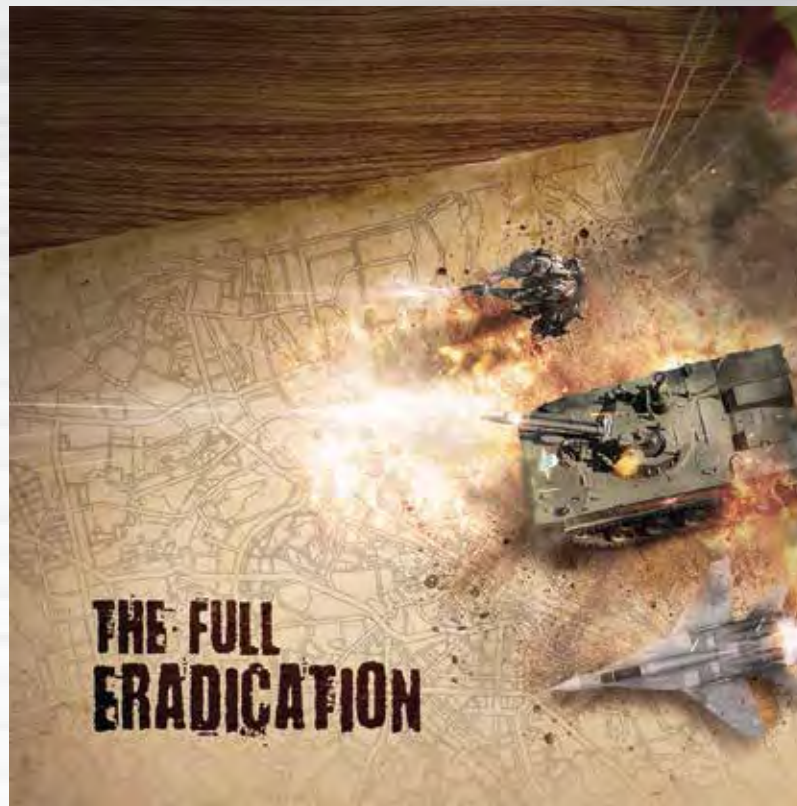
DYSLIPIDEMIA FORUM
DUBAI 2015



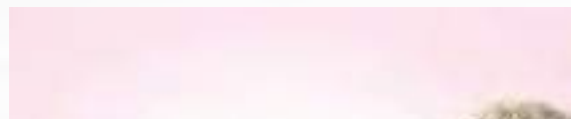
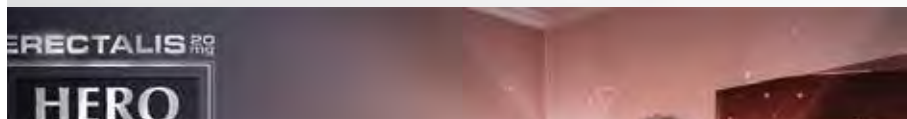
Juslin

BRIDGING





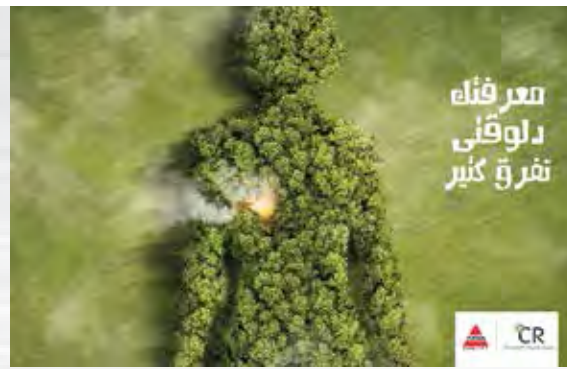








AMGEN



معرفته
رلو قني
تفرق كثير



Zofran

FOR HEALTH CARE PROFESSIONALS ONLY



BILIS
INFLUENZA
H5N2



Loreta



ALLERGIES
DON'T HAVE TO BE
THREATENING



موبايلي..
عالم من المتعة

MOBILY FAMILY DAY 2019



Lenovo

أفظة
ومن أول السطر



GLAUCOMA
SUPERHEROES



Merck Serono

MERCK

BEST FRIENDS

GENTLY HANDLING
NORMAL

GONAL



Strength
in Diversity
UNITING AFRICA



SANDOZ

Unleash the RELIEF,
unleash their
IMAGINATION

HERO POWER
36 HOURS

ERECTALIS
 Tadalafil 20 mg

The best solution for erectile dysfunction
 Effect lasts for more than 36 hours

ERECTALIS
 Tadalafil 20 mg

penta
 PHARMACEUTICALS

HAND IN HAND

NOVARTIS
 PHARMACEUTICALS

**MAKE YOUR MOVE...
 LEAVE YOUR MARK**

NOVARTIS
 PHARMACEUTICALS

Coca-Cola
 feel the feeling

2017

REFRESHING & COOLING

Fruitoria
 SPARKLING FRUIT DRINK

XELJANZ
 (tofacitinib citrate)

SIMPLY POWERFUL

For adults with moderate to severely active RA who have had an inadequate response to Mx
 Introducing XELJANZ—First oral JAK (Janus kinase) inhibitor indicated for rheumatoid arthritis

حديد تسليح ... يعني أمان الأمان

SANDOZ

Serviflox

MATRIX

Takeda

تعدوي علو تير

مطبخنا حادو لحررت

DECLAC® 75

Prolonged-release tablets

YOU REAP WHAT YOU

السجاير
أجازة
النهاردة

SURGEON GENERAL'S WARNING:
Quitting Smoking Now
Greatly Reduces Serious
Risks to Your Health.

TRAVELLING IS THE
2ND PLEASURE AFTER
SHOPPING..

..Claim both

سيتي سنتر
السفارة

مش إحنا
اللى عملناه
بس تقدر
تعمل زييه

MKS EL HANNOUBY STEEL
البرابطين للصلب

قدها و قدود

REACH MORE
LIVE BETTER

BREATHING

See ahead

HOPE ON BOARD

UNLOCK THE
OPPORTUNITIES

Fresubin

PRESENUS
KABI

CONTINUE
YOUR LIFE
WITH MORE
FLAVOURS

Fresubin

عزلة

The BREATH is UNDER CONTROL

GET THE ENDLESS RACE TROPHY

HORSES

zoetis

Fucidin ^{SGE}
Fucidic acid / sodium fusidate

#WEDOSUMMERBETTER

ETISALAT

IS WHERE YOU WANT TO BE

BECAUSE WE DO

SUMMER BETTER

A CLUSTER CLEAR STRUCTURE TO

GLOW MORE

A CLUSTER CLEAR STRUCTURE TO

GLOW MORE

MSD CYCLE MEETING / GLOW MORE

MSD

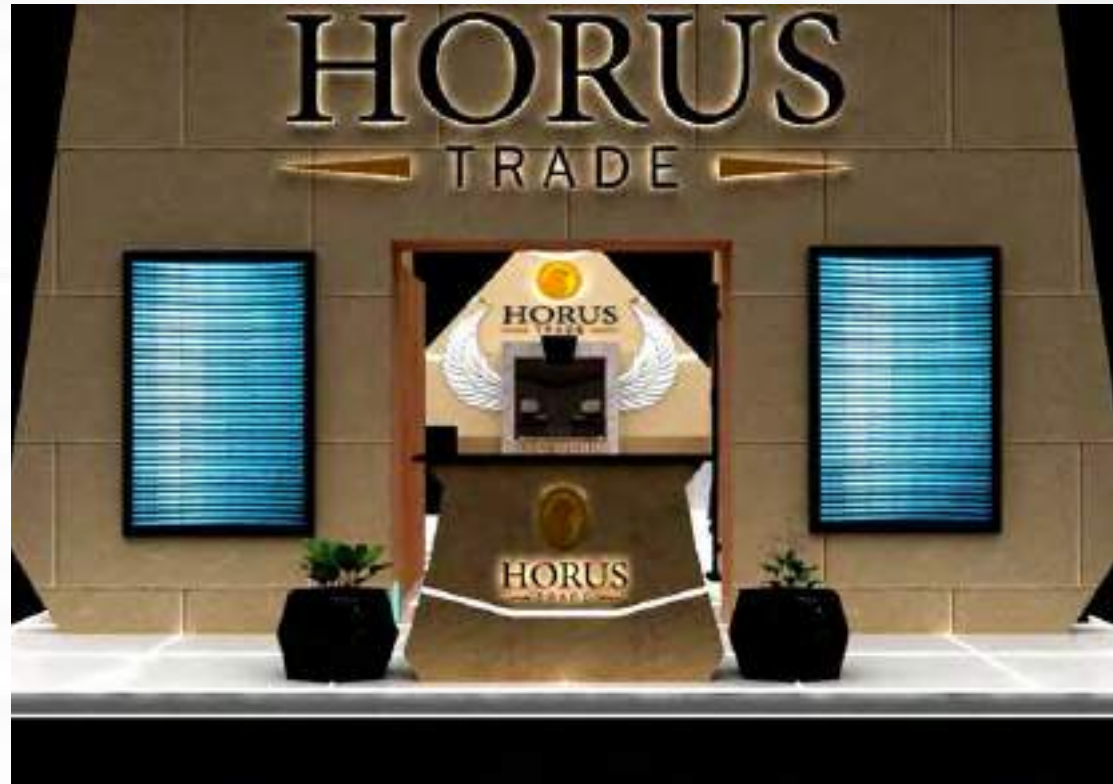
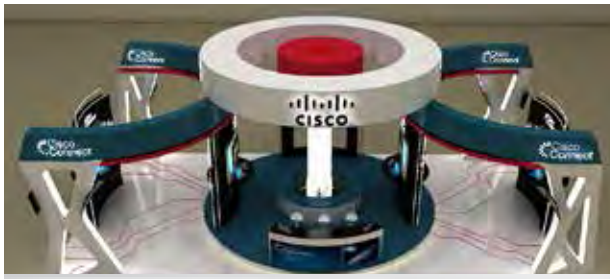
NovoSeven

A trip to the world of haemophilia

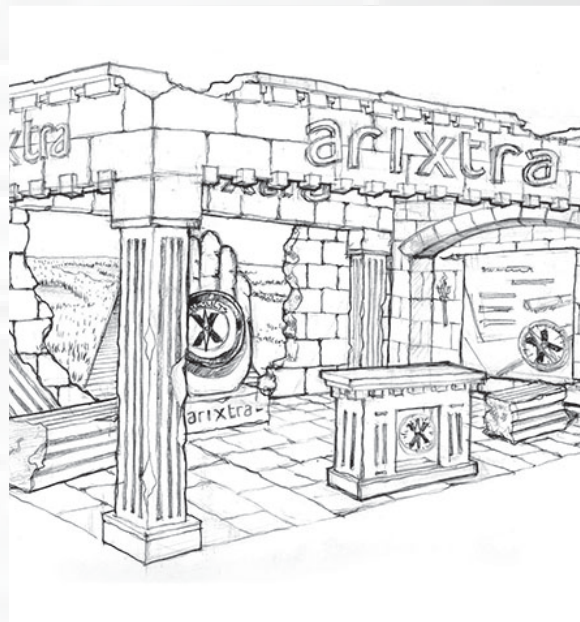
SAILING TO NEW HORIZONS















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cat[®]

THANK YOU

