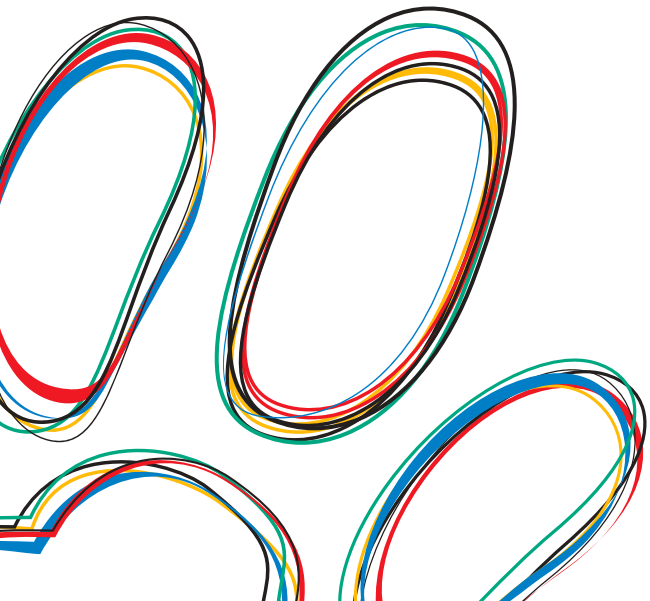


cat<sup>®</sup>

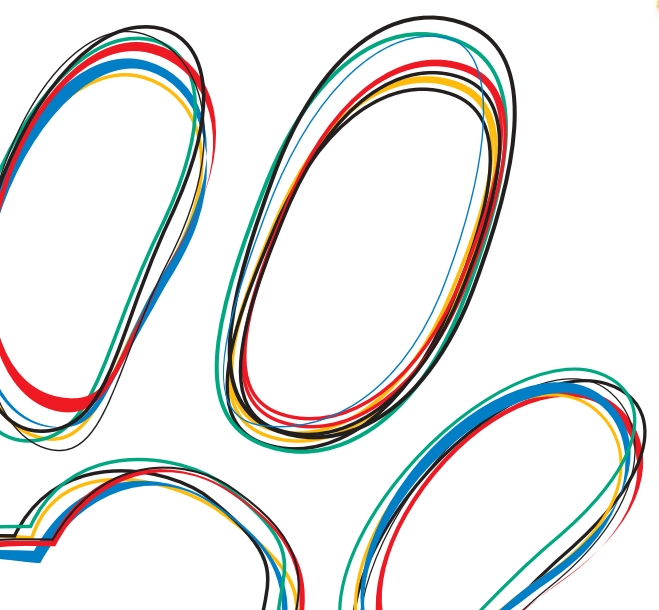


**WE**  
**CANNOT** REALLY  
**'THINK OUT OF THE**  
**BOX**



**BECAUSE TO US,**

**THERE IS NO  
BOX**



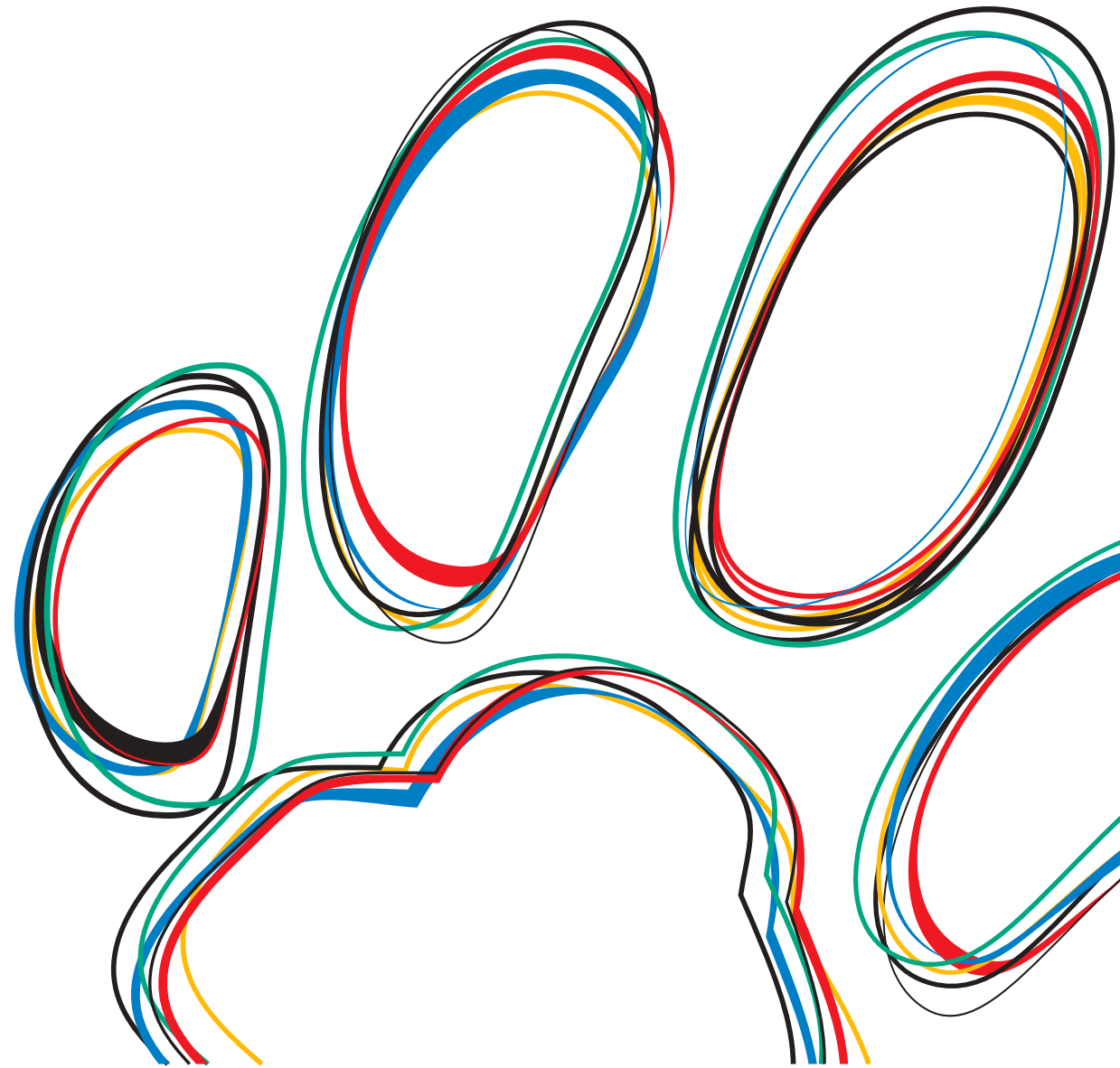


# CHANGE

# IS PAINFUL

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

**creative**advertising**thinking**



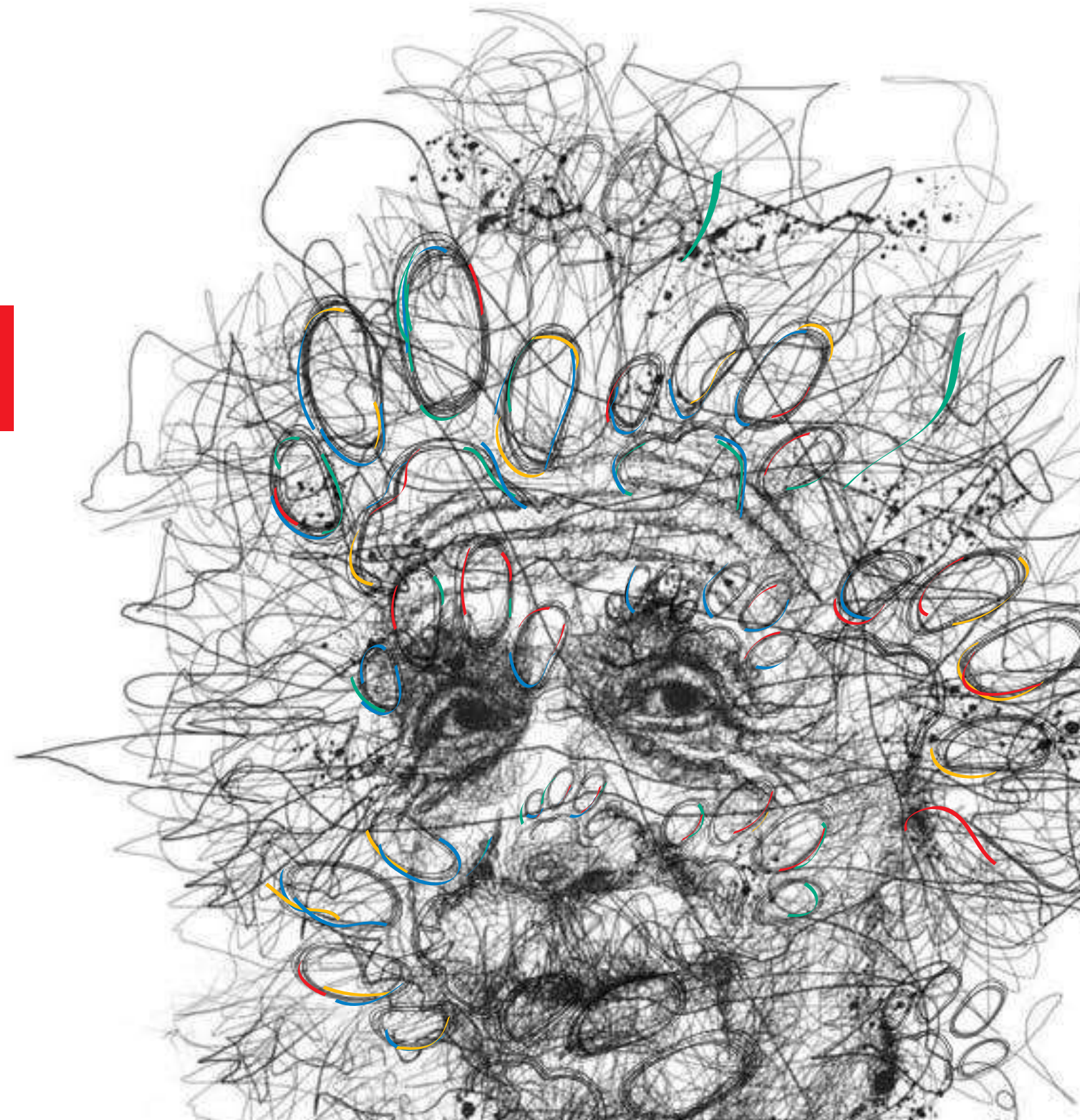
# "BE THE DIFFERENCE! DON'T WISH IT"

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!

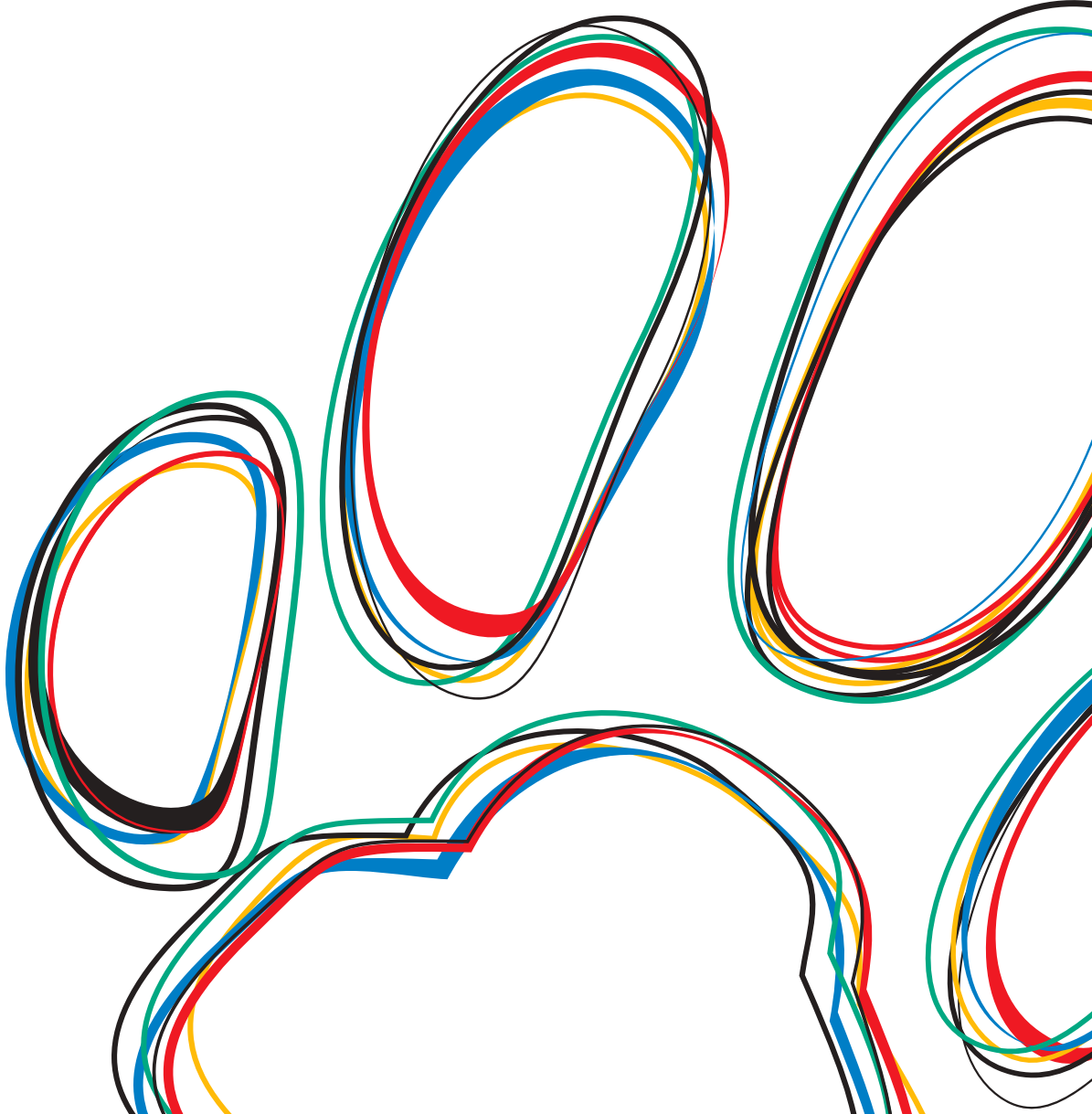
To Change, you may have to endure pain, but staying where you are by doing what you do, is even more painful! With a small leap of faith, a big appetite for insights, and a pinch of innovation, things can turn around  
Experience new boundaries, and Unlock new opportunities.

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

**creative**advertising**thinking**



*CAT*<sup>®</sup>  
**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

## 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:

## 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?

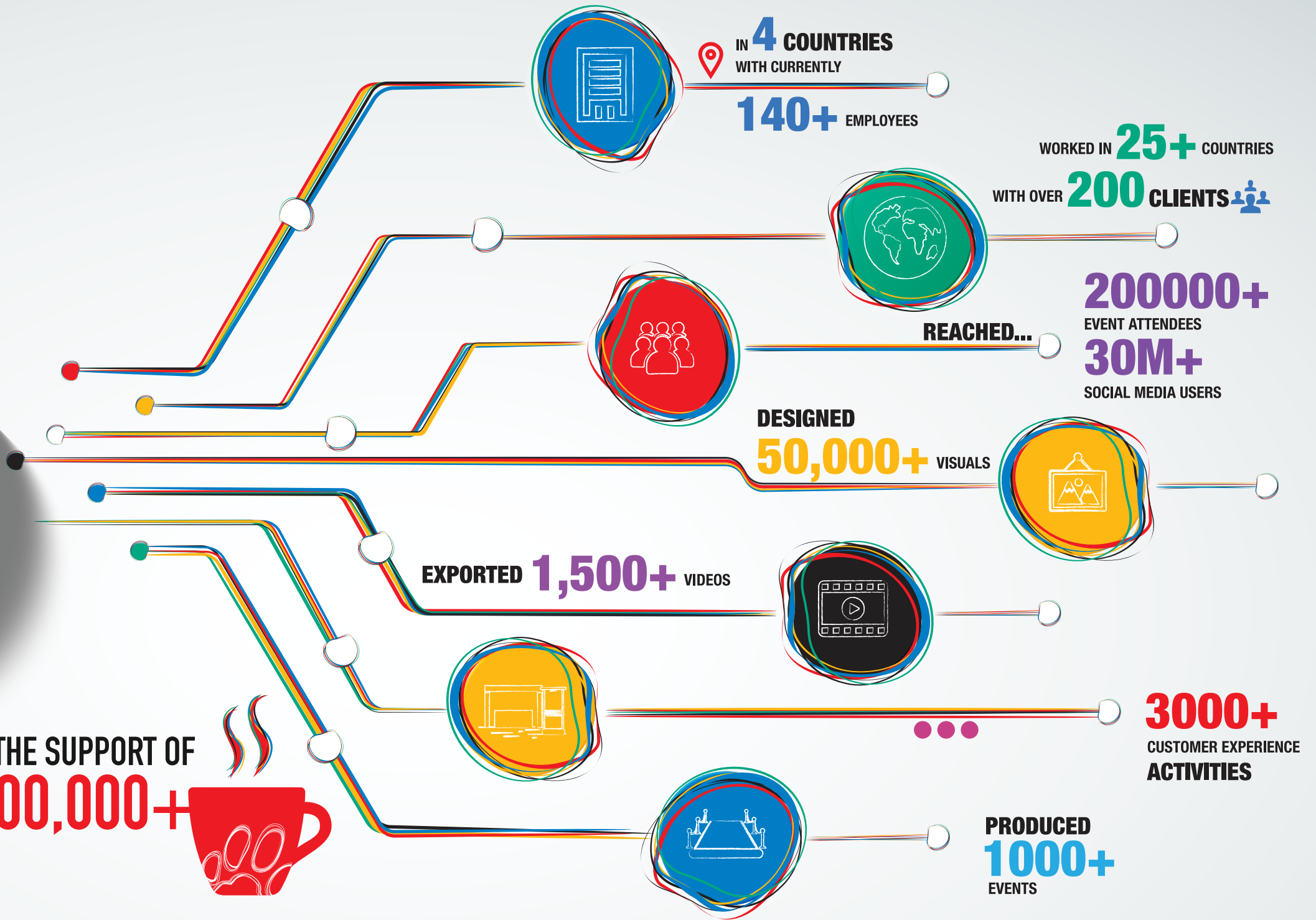


**IN 5700+**  
WORKING DAYS...

WITH THE SUPPORT OF  
**2,000,000+**



creativeadvertisingthinking



# 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  
Doctors for life heart  
centers  
Dreamland (Sudan)  
General Electric

Glaxosmithkline GSK  
Henkel  
Industrial Development  
Authority  
IDA  
Intel Egypt  
ITIDA (MCIT)  
Jamjoom Pharmaceutical  
Jazeera Pharmaceutical  
Industries  
Lenovo  
Legion Zone  
Masharea  
Mars  
Megabuild  
Mondelez  
Mundipharma  
National Blood  
Transfusion Center  
(NBTC)

Nestlé  
Nissan Egypt  
Novartis Pharma  
Pfizer  
Roche  
SAL  
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







**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



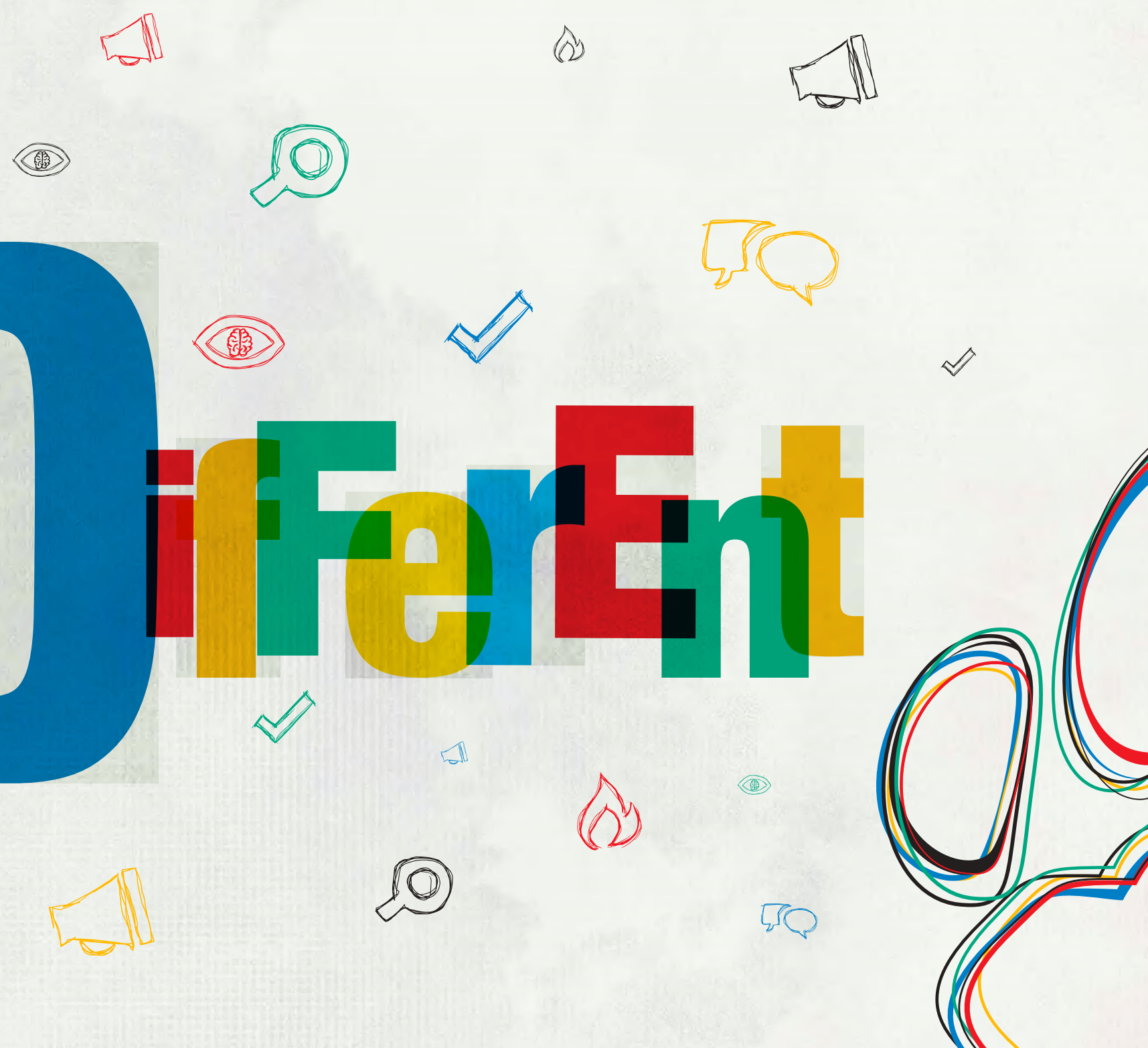
EXPERIENCE



DELIVER



# Different



*CAT*<sup>®</sup>

**SOCIAL MEDIA**



# SOCIAL MEDIA



GE Africa  
11,430 followers  
4h · Edited · 🌐

In a bid to support healthcare providers navigate the COVID-19 pandemic, GE Healthcare is providing labor free of charge for repair of ventilators and patient monitors at GE Healthcare repair centers across Africa.

Enjoy a 15% discount on parts & accessories plus a 25% discount on CarePlan® service contracts if needed.

#GE\_Healthcare\_Repair\_Centers  
#COVID19

RISE TO THE CHALLENGE

Terms & Conditions  
• Labor free of charge for repair of ventilators and patient monitors at GE Healthcare repair centers across Africa.  
• 15% discount on all parts & accessories.  
• 25% discount on annual CarePlan service contracts if needed.

1 ❤️

كل سنة وإنتم طيبين  
رمضان كريم  
#كورونا...أحبينا عليها

14 Comments · 268 Shares



Tears Guard Egypt  
30 September · 🇪🇬

مبارك ذى القعدة العشر المحرمات بسبب المبررات التي نعلمه طشان العسة بسبب جفاف في العين  
استخدمه طشان في عين جوف الحجاب العين  
الوقاية العين من الجفاف

بندى الفينيتية  
لذوق عينك من  
الجفاف

14 Comments · 47 Shares



SAL Delivering Impact

Cooperation of SAL and Saudi Customs leads to more advancement of Cargo industry

Phase 1 - King Abdul International Airport Customer

- Saudi Customs has covered the coverage, handling and clearance of other operational duties at King Abdul International Airport.
- SAL has provided enhanced and specialized services for the cargo industry.
- This cooperation has increased the number of shipments.
- This cooperation has increased the number of shipments.

Now tariff for all cargo categories  
• From SAR 100 per 100 kg per day with 10% discount on all cargo categories.

الجمارك السعودية  
SAUDI CUSTOMS

الجمارك السعودية  
SAUDI CUSTOMS



Corona  
2 December · 🇪🇬

مبارك ذى القعدة العشر المحرمات بسبب المبررات التي نعلمه طشان العسة بسبب جفاف في العين  
استخدمه طشان في عين جوف الحجاب العين  
الوقاية العين من الجفاف

14 Comments · 47 Shares

IT IS NOT JUST ANOTHER POST, PHOTO OR VIDEO. IT IS NOT JUST A TRADITIONAL WAY OF COMMUNICATION.

USING A TRENDY CHANNEL REQUIRES A DIFFERENT CREATIVE APPROACH.

@CAT®, WE TAKE #YOUR BRAND, STUDY YOUR AUDIENCE AND BUILD A PLATFORM THROUGH OPENING A NEW CHANNEL OF COMMUNICATION, BASED ON THEIR INTERESTS AND HABITS.

WE AIM TO CREATE ENGAGING CONTENT THAT WOULD START A DIRECT CONVERSATION WITH YOUR CUSTOMERS. DRIVE THEM TO ACTIVELY LIKE, ENTHUSIASTICALLY COMMENT AND EVENTUALLY SHARE.

WHEN IT COMES TO ONLINE ADVERTISING, SUCCESS IS NOT A METAPHOR.

SUCCESS IS COUNTABLE AND EASILY PROVEN, WITH HOW MANY PEOPLE YOU HAVE REACHED AND HOW MANY IMPRESSIONS YOU HAVE LEFT,

TO EVENTUALLY MAXIMIZE YOUR ROI.



SAL  
Happy New Year 2020  
كسب  
HAPPY NEW YEAR  
والم بخر  
2020

14 Comments · 268 Shares

You and 43.4K others



Tears Guard Egypt  
30 September · 🇪🇬

مبارك ذى القعدة العشر المحرمات بسبب المبررات التي نعلمه طشان العسة بسبب جفاف في العين  
استخدمه طشان في عين جوف الحجاب العين  
الوقاية العين من الجفاف

الجميلة والنيل

14 Comments · 47 Shares



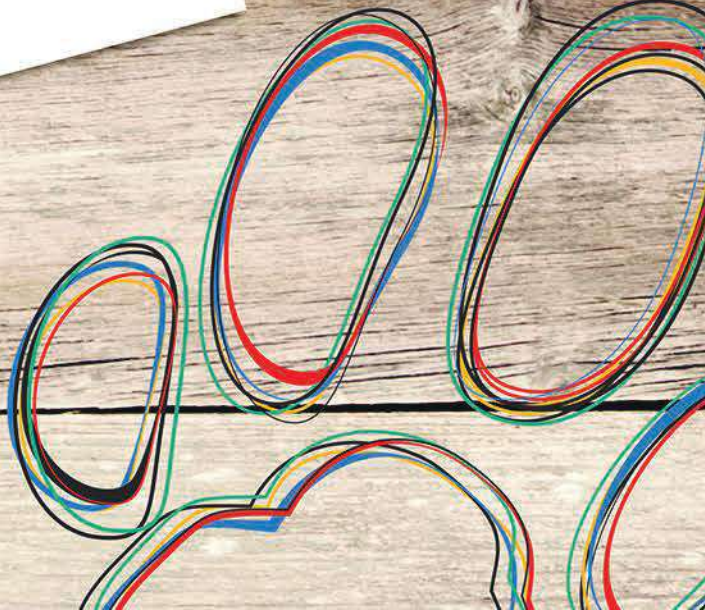
LinkedIn

SAL  
Delivering Impact

SAI  
saudi arabia logistics  
Beaverton, OR · 2,780,328 followers

View all 95,142 employees

See Jobs Follow







DIGITAL STRATEGY  
CONSULTATION

# SEO SOCIAL MEDIA MANAGEMENT

SOCIAL MEDIA  
ADVERTISING

SOCIAL MEDIA MONITORING AND LISTENING

# CONTENT MARKETING

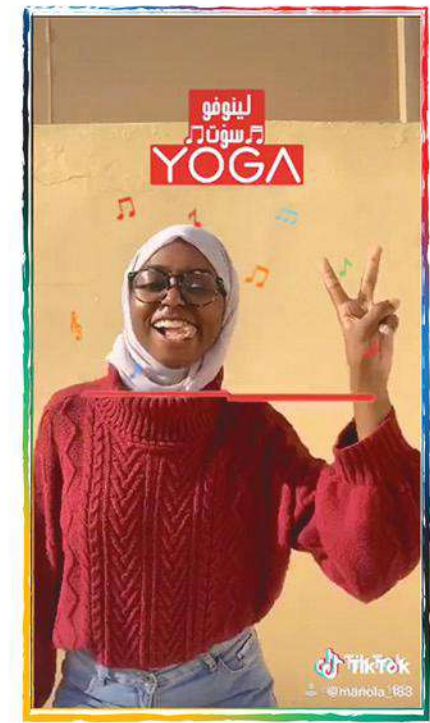
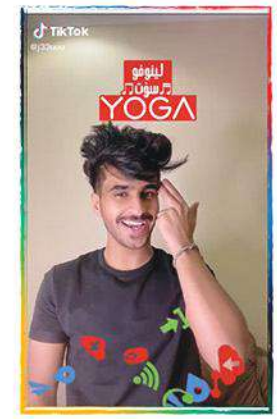
THE WORLD HAS BECOME THAT PLACE, EVERYONE IS GOING HI-TECH,  
AND SO SHOULD YOU AND WE!



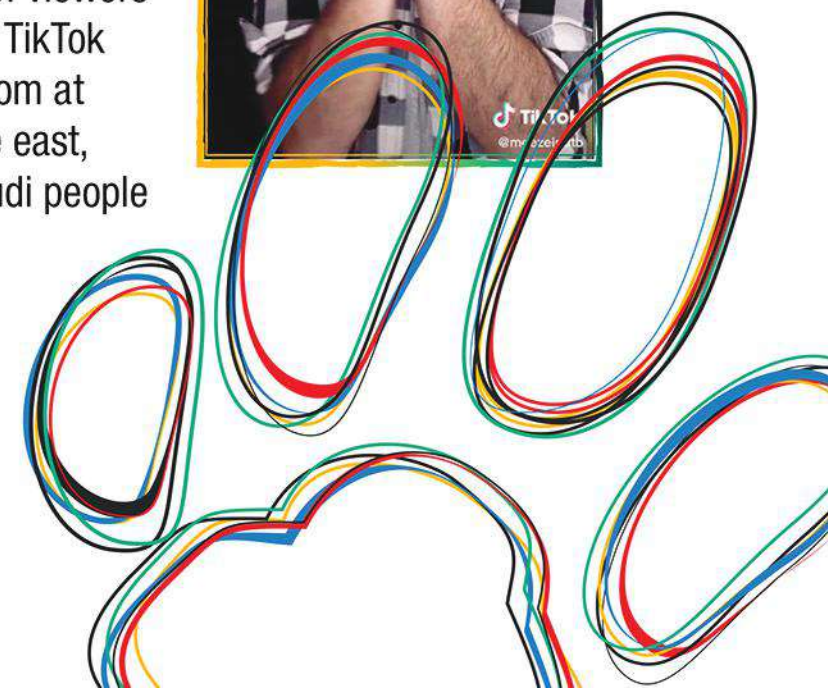
# CASE STUDY:



## cat® THE CHALLENGE



- Our partnership with Lenovo middle east includes a lot of success stories in different aspects of advertising, we have partnered in many offline and online events promoting their products, and most recently we have partnered in promoting **Lenovo YOGA** on **TikTok** for the Saudi youth.
- Our Challenge was reaching the highest number of viewers in a creative and effective way through creating a TikTok Hashtag Challenge, making use of people's boredom at home due to the COVID19 pandemic in the middle east, especially in Saudi Arabia, as its reported that Saudi people are the top users of **TikTok** in the region.

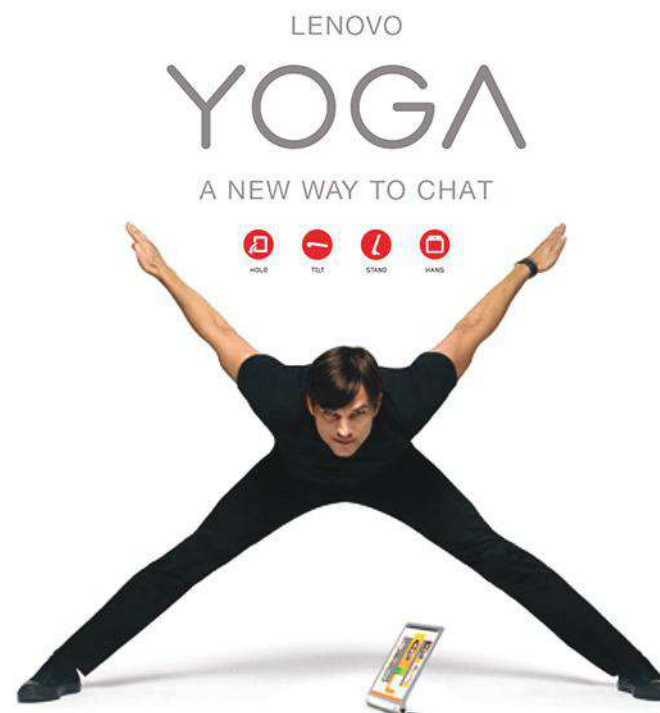


# CASE STUDY:



Lenovo™

## cat® OUR STRATEGY



### GOALS:

Education, entertainment and brand awareness for our audience for Lenovo's YOGA laptop through its highlighted feature which is the laptop folding in 360 degrees, penetrating the youth segment using **TikTok** in Saudi Arabia, and delivering Lenovo's message which is "Smarter Technology"



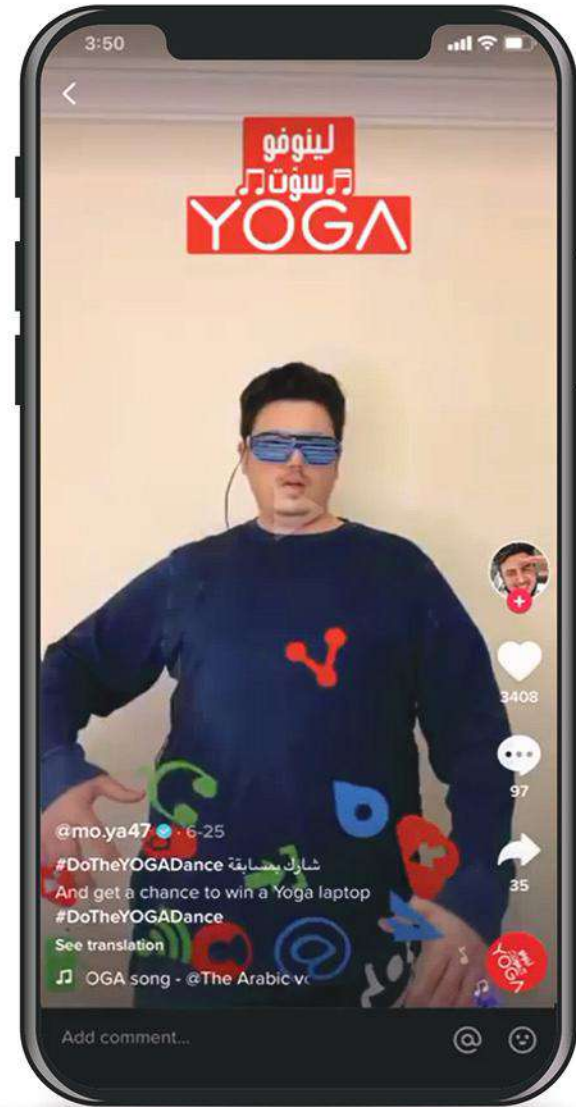
### IDEA:

We chose the most trendy and engaging feature with **TikTok** audience which is lip-syncing, through creating a song for Lenovo **YOGA** laptop, highlighting how **YOGA** users are unique and "a step ahead" of everyone else by using our product, also we've created a filter imitating **YOGA's** feature which is the 360 degree foldable movement, adding a Lenovo laptop as a prize to encourage people to participate in the challenge

# CASE STUDY:



# Lenovo™



## cat® OUR STRATEGY

- EXECUTION:** We partnered with x **TikTok** influencers and boosted our challenge in its first days, encouraging people to take part in Lenovo **YOGA** challenge by giving away a new Lenovo laptop as a prize for one of the participants, through **#DoTheYOGADance** hashtag, using our original song and filter made for the challenge.



# CASE STUDY:

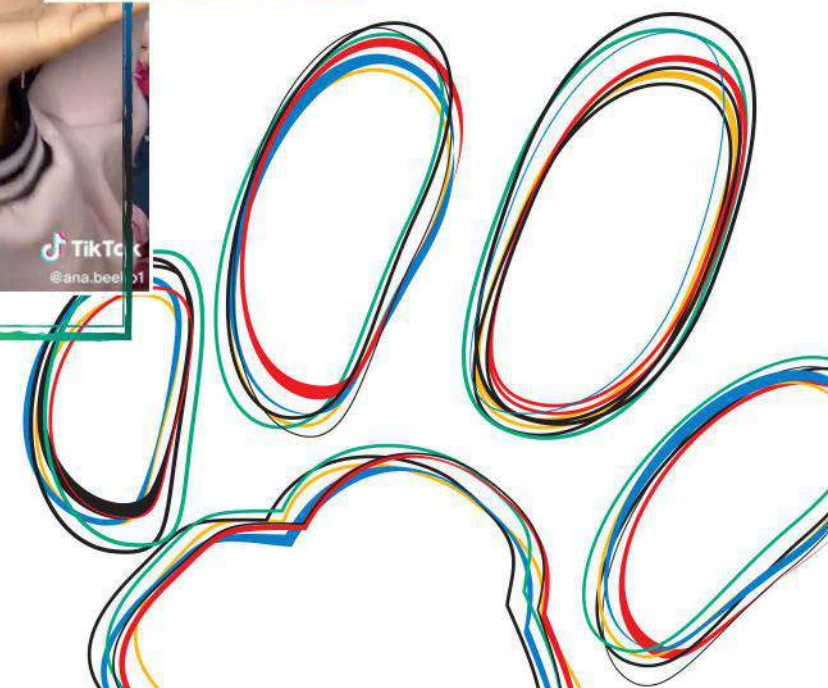
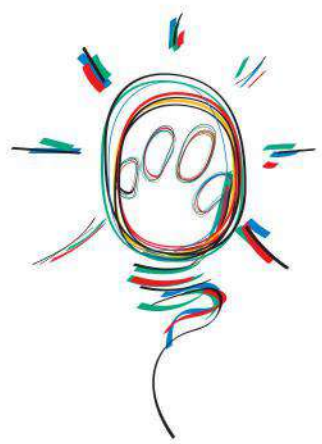
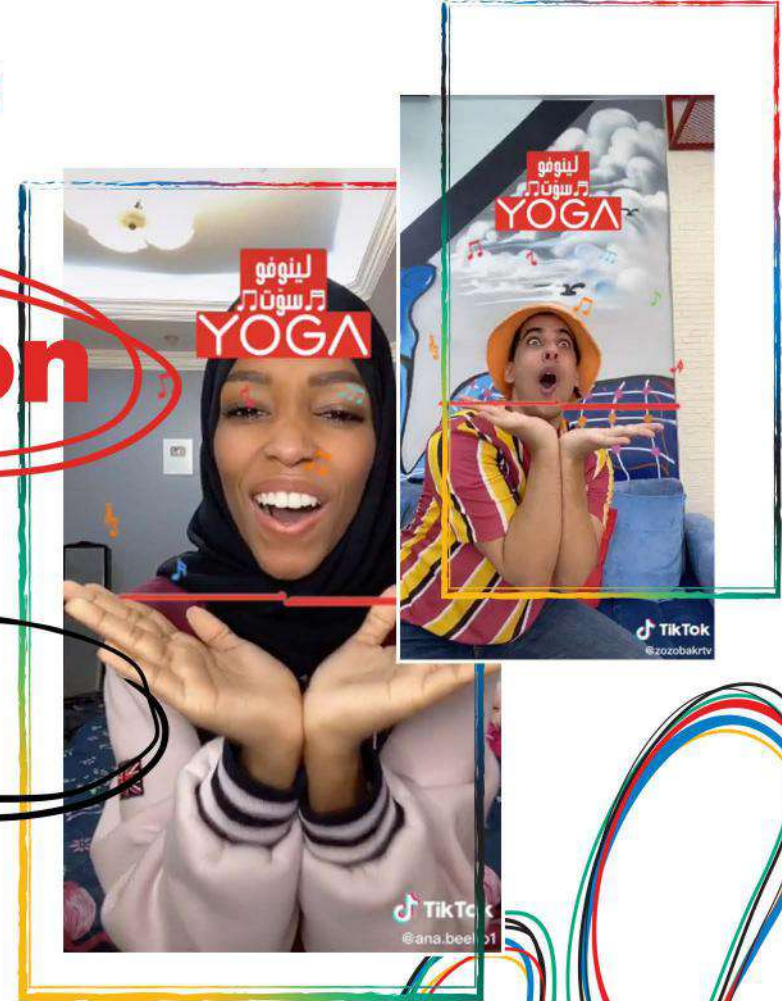


## CAT® CAMPAIGN RESULTS

Results from 26 June 2020 to 26 July 2020

Total views: **2 Billion**

Total Participants: **4K**



# CASE STUDY:



**Corona Chocolate** has been a classic in many Egyptian minds, with many still remembering fond memories of their childhood with the memorable chocolate.

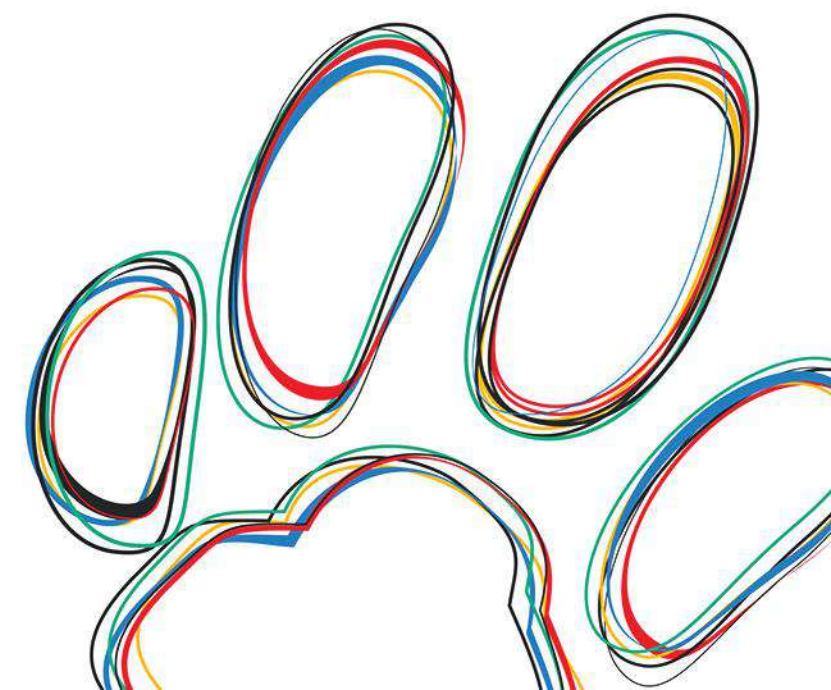
Most of social media users don't know much about corona or if it existed or not.

*cat*<sup>®</sup>

## HOW WE DEAL WITH IT:



- We started working on Facebook page in May 2017.
- With the creative strategy we were successful in bringing back nostalgia to our clients minds. Reminding them of the good old days, that was their childhood memories.
- By posting the corona launching campaign we reached more than **1M FANS**, and attracted more than 60,000 engagements on our content. Almost **50%** of the reach was organic, which meant people liked the content a lot.



# CASE STUDY:



## WE DISCOVERED THE CHALLENGE

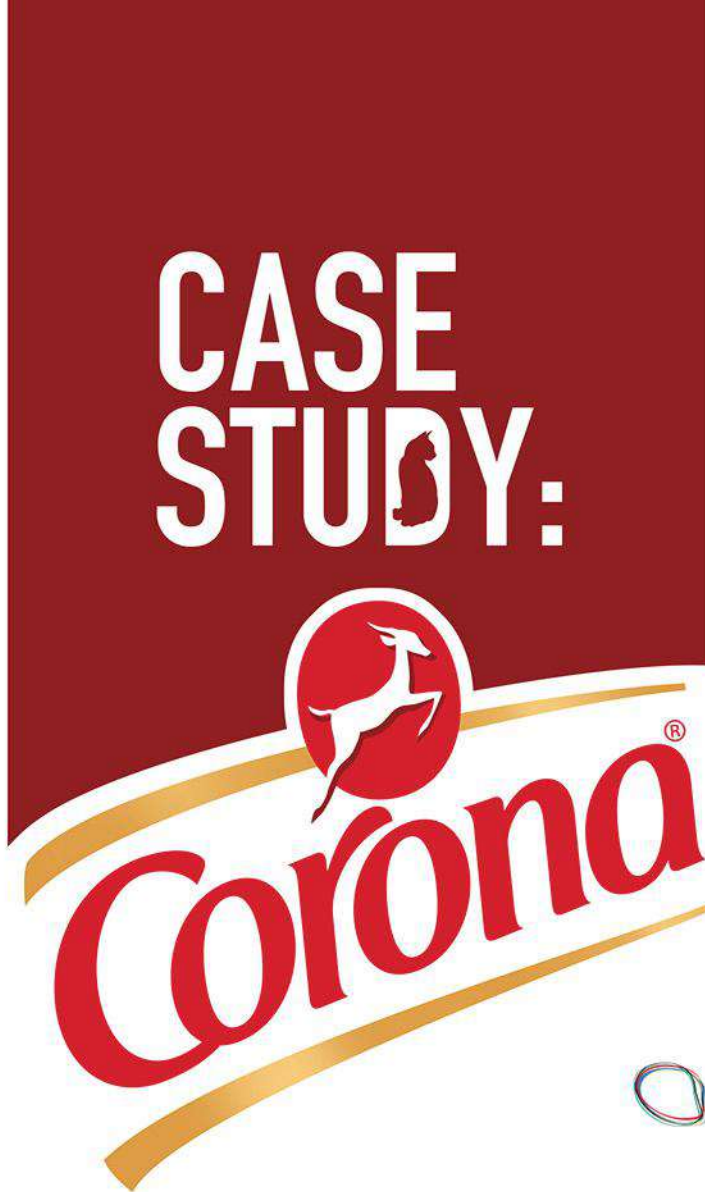
## COMMUNITY MANAGEMENT

- Although we got high traffic and people liked the content, we received a lot of complaints that quality of the products were not good enough and taste wasn't the same anymore.

More than **25%** of corona's community on Facebook were having problems with the products. We communicated with the client and briefed them of all problems we collected from social media via our social media listening & monitoring tools.

- They tracked the complaints which we provided them with and solved the production issues but only two things remained: Trust and bringing back their love to the brand.





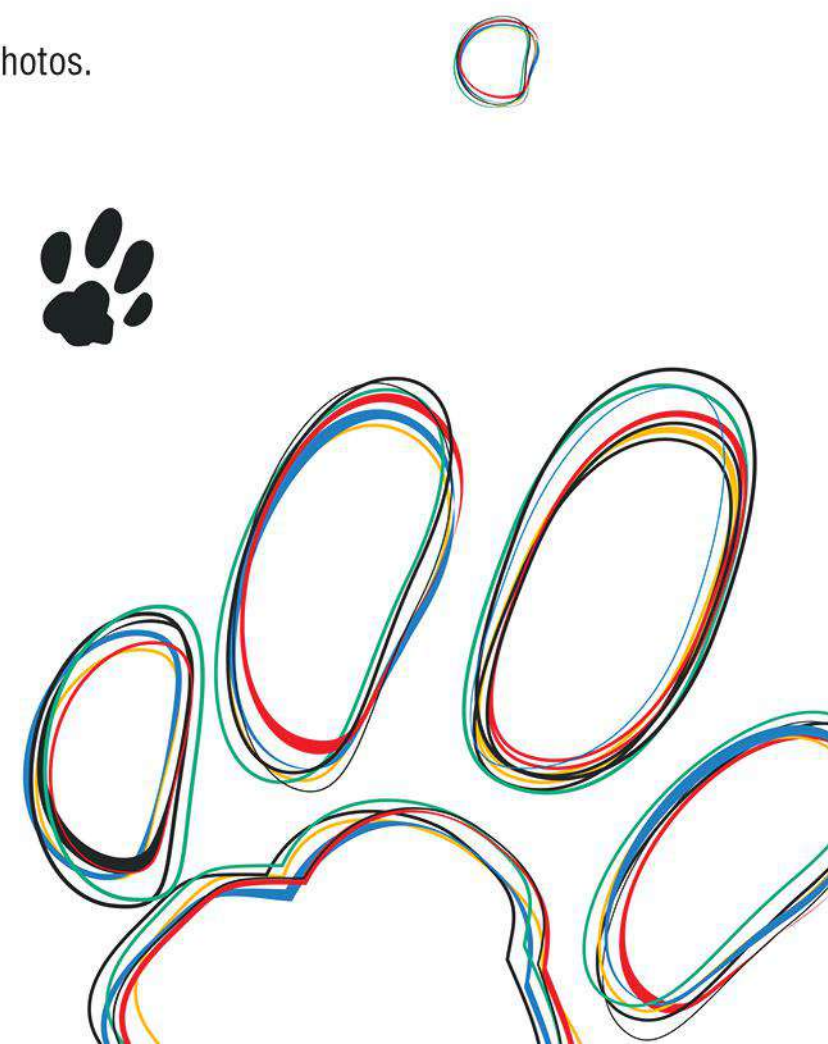
# WE SOLVED THE CHALLENGE THROUGH PRODUCTION & CREATIVE STRATEGY



- By the end of 2017, we planned to cheer up our target by creating **SANTA CORONA** campaign. We posted that call to action “if you want to cheer up someone, post a photo with him/her and use **#SantaCorona** and Santa Corona will come and surprise him/her”.
- Surprisingly, hundreds of people engaged on the post and most of them sent their photos.

A screenshot of a Facebook post from the 'Corona' page, dated January 1. The post features a video of a person dressed as Santa Claus riding a motorcycle. The post has received 1,377,731 people reached, 558,834 video views, and 12,903 reactions, comments, and shares. A 'Performance for Your Post' table is visible on the right side of the screenshot.

Performance for Your Post		
1,377,731 People Reached		
558,834 Video Views		
12,903 Reactions, Comments & Shares		
9,326 Like	8,911 On Post	415 On Shares
973 Love	923 On Post	50 On Shares
887 Haha	831 On Post	56 On Shares
66 Wow	60 On Post	6 On Shares
13 Sad	13 On Post	0 On Shares
14 Angry	14 On Post	0 On Shares
746 Comments	568 On Post	178 On Shares
888 Shares	848 On Post	40 On Shares







cat<sup>®</sup>

# CAMPAIGN RESULTS

## CASE STUDY:



Total Reach

1.7 Million

Organic Reach

30%

Engagement

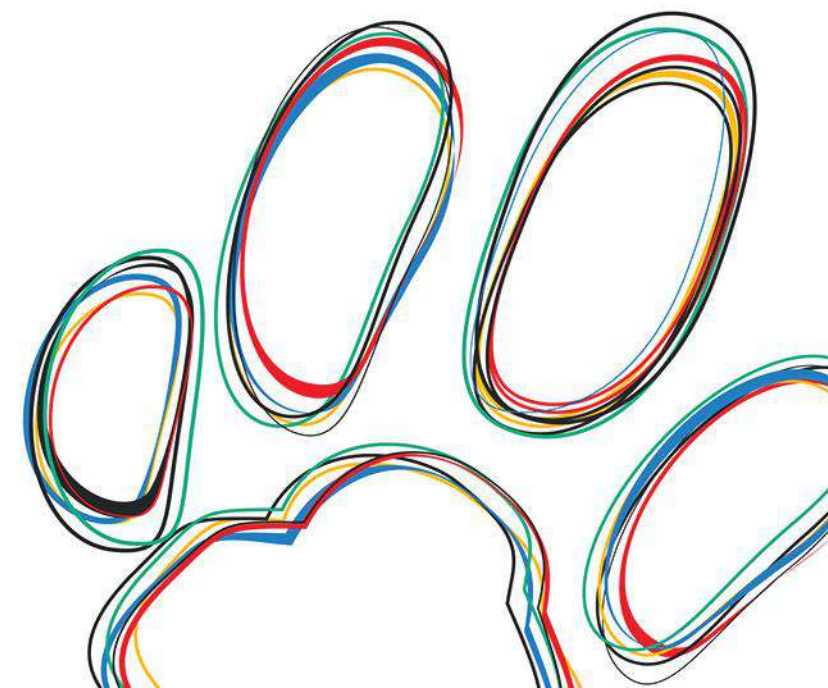
203,863

Total Shares

888 Shares

Positive feedback

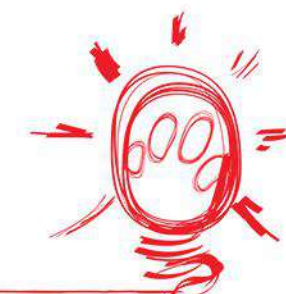
99%



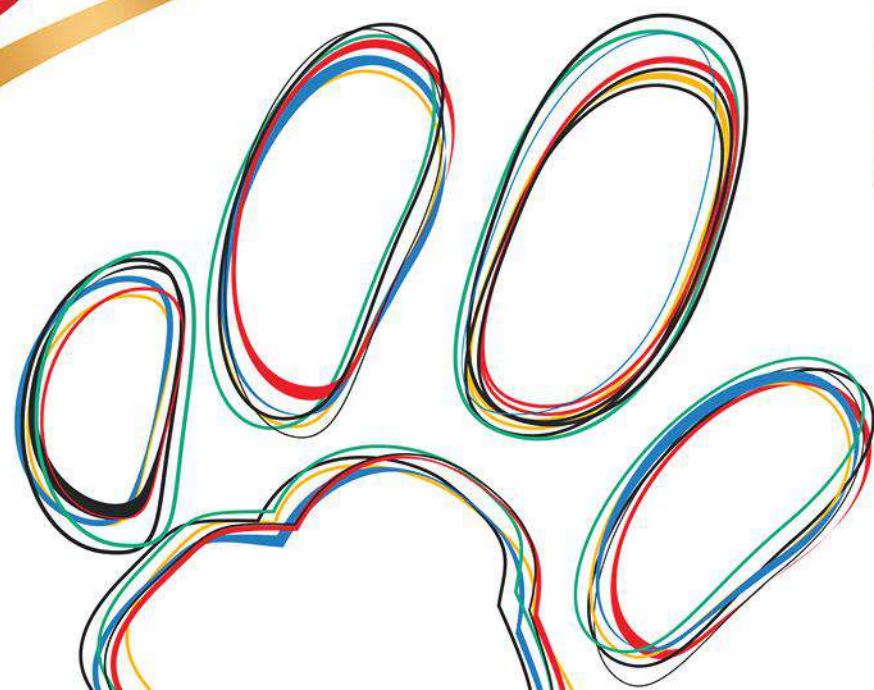
# CASE STUDY:



We continued with our social media monitoring tools to report our audience complaints to the client, which resulted in the reduction of the reported complaints by time.



Quarter 1	Quarter 2	Quarter 3	Quarter 4
27% Complaints	15% Complaints	9% Complaints	7% Complaints





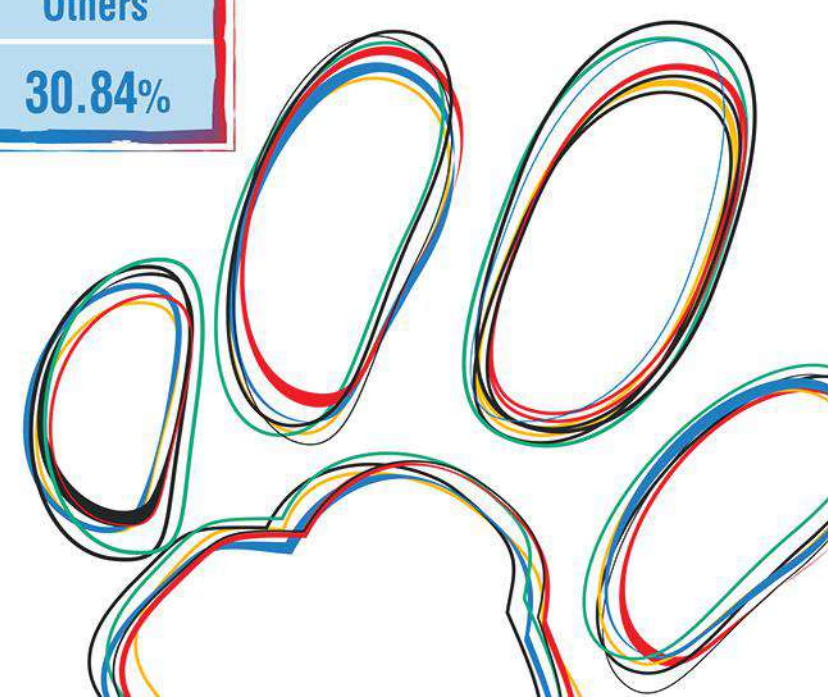
# CASE STUDY:



 Snaps from Corona's Facebook account overall performance

From **JAN 2018 TO APRIL 2019**

Total Reach	Total Engagement	Total Comments		
27,491,920	4,387,405	33,236		
		Positive	Negative	Others
		62.18%	6.97%	30.84%

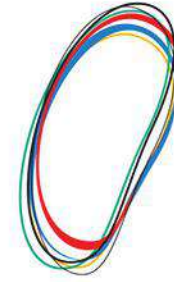




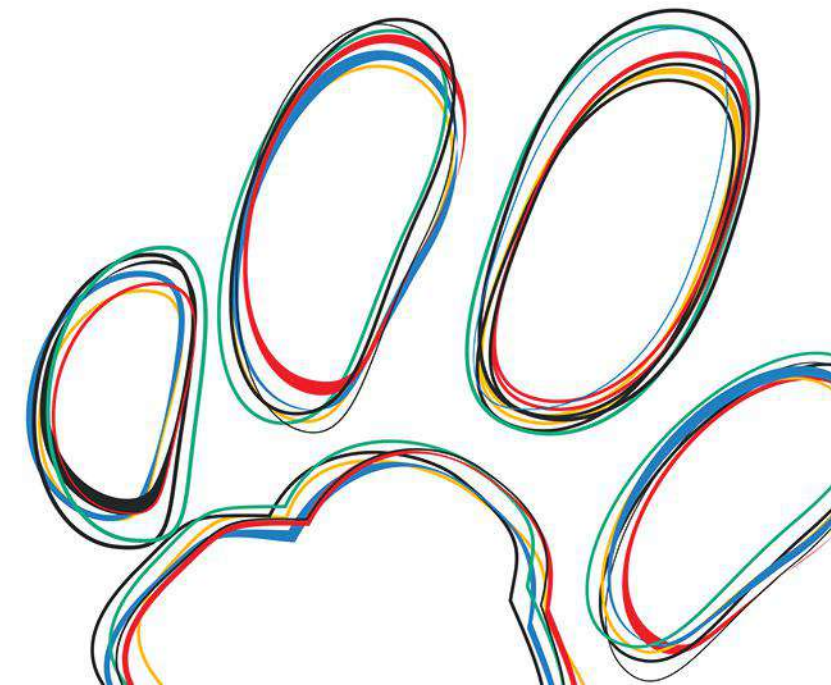
# CASE STUDY:



## cat® THE CHALLENGE



- Trillerg is one of Orchidia's eye drops products, which is one of our favorite accounts because of the creative space it gives us.
- The Challenge we faced with Trillerg as a brand, was that it's a pharmaceutical brand, which is a bit hard to make people engage with and love on social media..





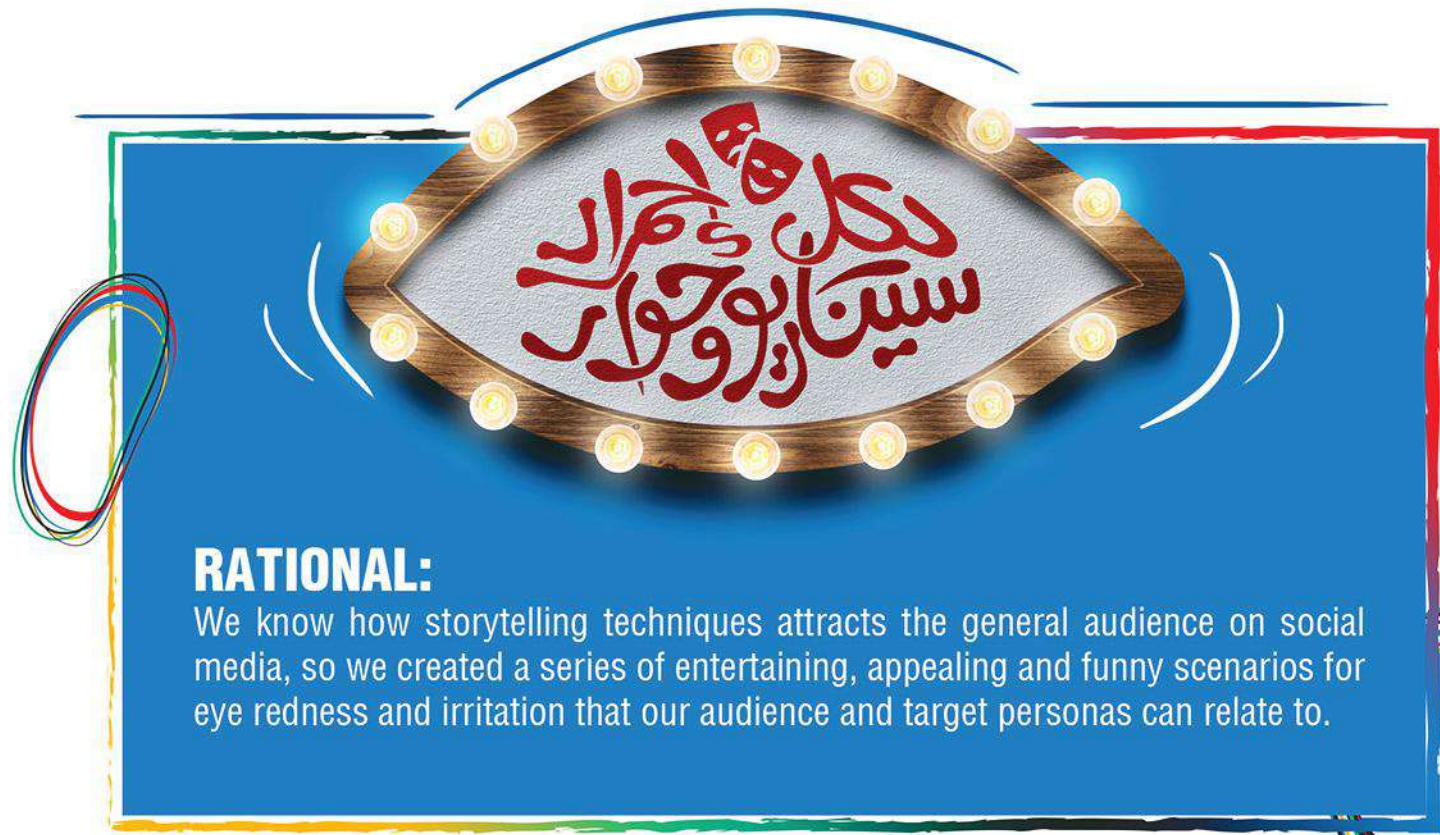
# CASE STUDY:

cat®

## THE SOLUTION

- We used one of our favorite techniques which is **STORYTELLING**, in addition to using our other tools and techniques as well to support.

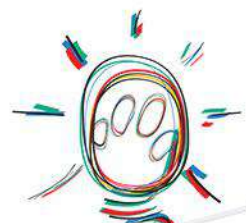
**Campaign name:** لكل احمرار سيناريو وحوار



### RATIONAL:

We know how storytelling techniques attracts the general audience on social media, so we created a series of entertaining, appealing and funny scenarios for eye redness and irritation that our audience and target personas can relate to.

# CASE STUDY:





cat®

# CAMPAIGN RESULTS

## CASE STUDY:



Total video views

**840K**



**2.2M**

Total Reach

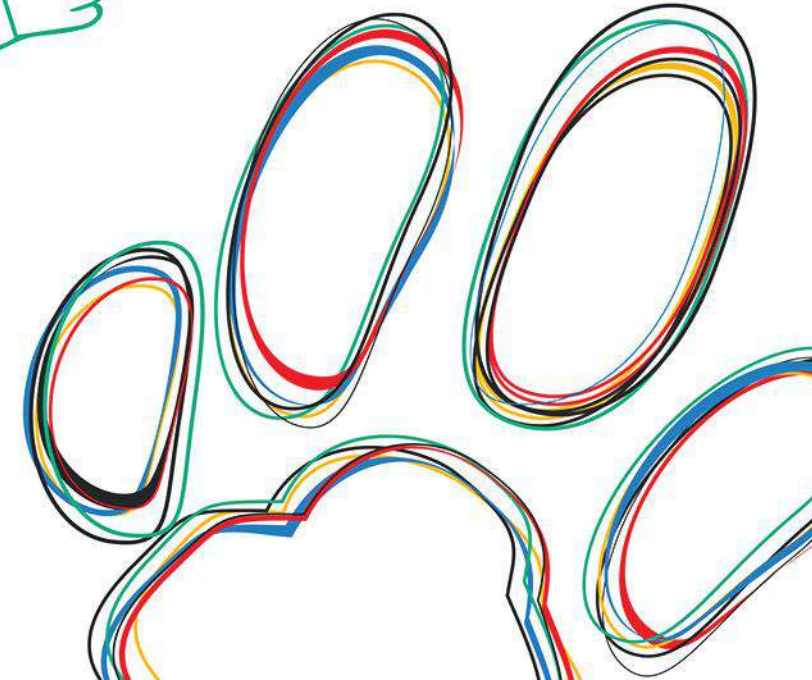
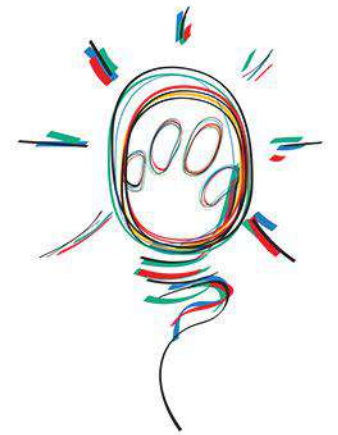
Total Engagement

**74K**



**676**

Total Shares





# CASE STUDY:



Overall Performance for Trillerg:

OCT 2017 **TO** APR 2020

Total Impression

**+29M**

Total Reach

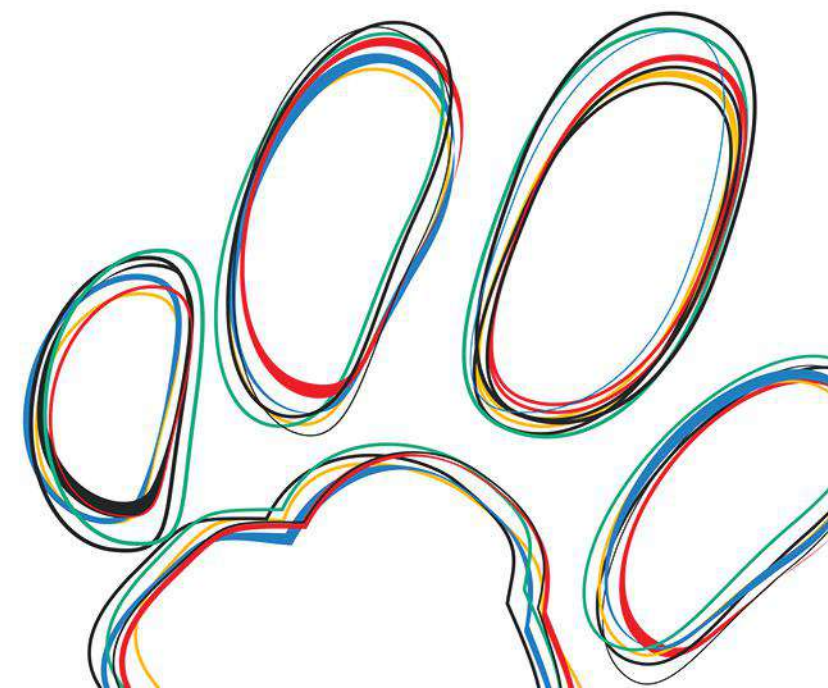
**+26M**

Total Engagement

**+539,621**

Total Page likes

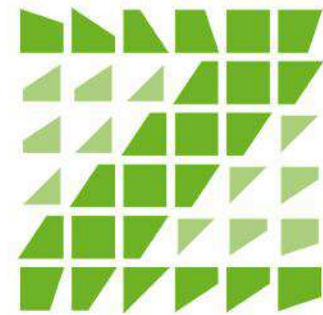
**+355,002**





# CASE STUDY:

Ora



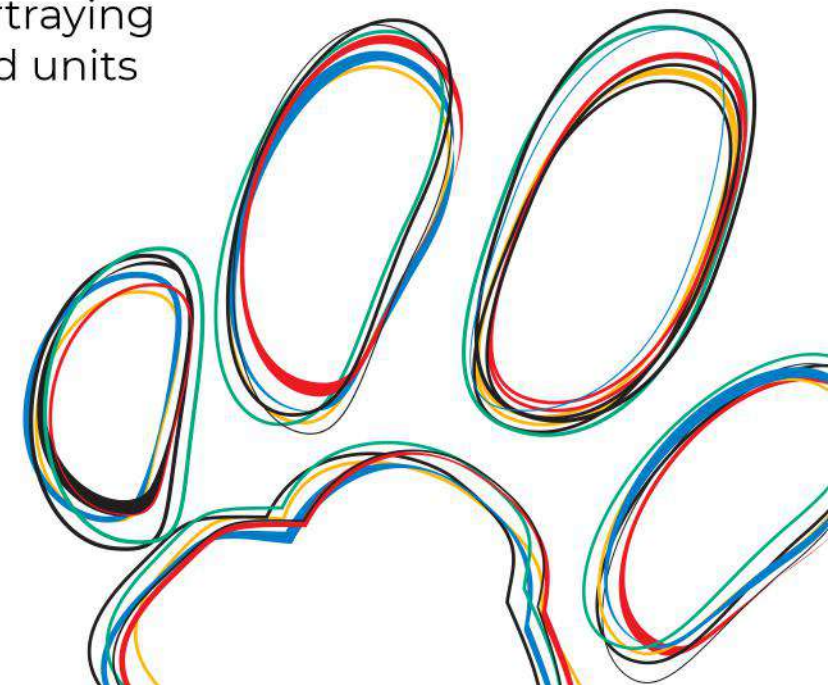
ZED

*cat*<sup>®</sup>

## OUR STRATEGY

### SUMMARY:

The objective of this campaign was to showcase and portraying the elegant and high-end units that are offered



# CASE STUDY:

# Ora

APRIL 2019

Leads:

**1200**

EOIs:

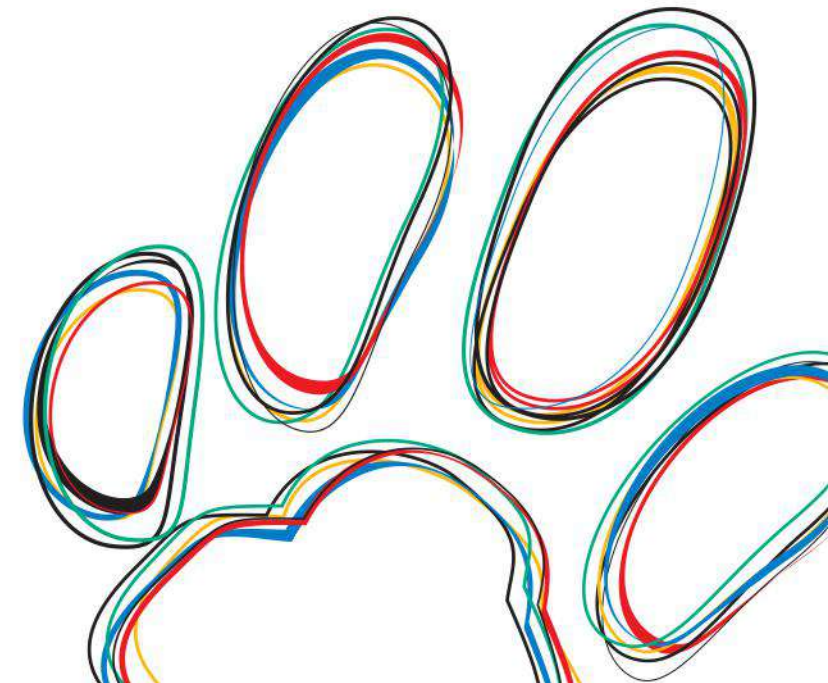
**25**

Sales:

**59 MILLION**



**ZED**





GE Healthcare

## RISE TO THE CHALLENGE

**Terms & Conditions**

- Labor free of charge for repair of ventilators and patient monitors at GE Healthcare repair centers across Africa.
- 15% discount on all parts & accessories.
- 25% discount on annual CarePlan® service contracts if needed.



مركز أطباء الحياة لعلاج أمراض القلب

كل ما يستحقه قلبك

www.doctorsforlifeclinics.com

#كل ما يستحقه قلبك

Lenovo Middle East @Lenovo\_ME · Sep 27, 2020

ماذا تحتاج لجهاز ليجن الجديد؟

#ايش\_تحتاج\_لجهاز\_ليجن

Smarter technology for all

فدحو أثن

#كل ما يستحقه قلبك

ME · Sep 24, 2020

ماذا تحتاج لجهاز ليجن الجديد؟

#ايش\_تحتاج\_لجهاز\_ليجن

Smarter technology for all

Lenovo Middle East @Lenovo\_ME · Sep 29, 2020

تمتع بنظام تبريد جديد يوفر كفاءة تشغيل عالية بدون ارتفاع في حرارة الجهاز

#ايش\_تحتاج\_لجهاز\_ليجن

LEGION 7i

الأكثر برودة

Smarter technology for all

Lenovo

مركز أطباء الحياة لعلاج أمراض القلب

قلبك يستحق الاهتمام

Lenovo Middle East @Lenovo\_ME · Oct 3, 2020

احترس من مستوى نحافة فريد من نوعه في فنته مصحوب بتصميم جذاب يمنحه رشاقة عالية

#ايش\_تحتاج\_لجهاز\_ليجن

LEGION 7i

الأكثر نحافة

Smarter technology for all

Lenovo

مركز أطباء الحياة لعلاج أمراض القلب

بيلك الرعاية

مركز أطباء الحياة لعلاج أمراض القلب

قم بزيارة موقعنا الآن

www.doctorsforlifeclinics.com

Lenovo Middle East @Lenovo\_ME · Sep 24, 2020

ماذا تحتاج لجهاز ليجن الجديد؟

#ايش\_تحتاج\_لجهاز\_ليجن

Smarter technology for all

Lenovo

Flash  
Use The Softest Toothbrush

**JOIN US  
TO FLASH A SMILE  
& WIN**

بيرفكت كير

بدیل الدموع  
**Tears Guard**  
لكل عين جافة

Orchidia  
Pharmaceuticals Ltd

بتفتخر بيكي

**كورونا معاك  
في الصيف**

مارينا  
ماستر  
لريف القاهرة - الاسكندرية الصحراوي  
مراقيا

Corona

ترای لیرج

مش  
علشان  
و بتقرا  
سهران تورينا  
العين الحمرا

ما توريه ليش  
العين الحمرا

Flash  
Use The Softest Toothbrush  
FLASH IS EASY TO USE

ما توريه ليش  
العين الحمرا

واكلهم  
بناعبر  
بناعبر

ما توريه ليش  
العين الحمرا

ما توريه ليش  
العين الحمرا

كل يوم  
سينا رويو وار

كورونا

هتدفع ثمن كل .. دمة ..

Orchidia  
Pharmaceuticals Ltd.

بدل الدموع  
Tears Guard  
علشان دموعك غالية

العدسات  
مش مناقلة

ببرفكت كير



نورين

نورين



الجميلة والنذل

دكانة  
سبين ابرو و جوار

Orchidia  
Pharmaceuticals Ltd.

تراي ليرج



GE Healthcare

Exceptional  
performance:  
Up to 18 patients



ببرفكت كير  
راعي العدسات اللدقة  
عدساتك اللدقة اهتمي بيها  
وتشيلها جوة عينكي



بدل الدموع  
Tears Guard  
لكل عين دايمة



عندنا الست  
أم كلثوم  
و بتسمعوا أغاني أجنبي!

بدل الدموع  
**Tears Guard**  
لكل عين ناشفة

Orchidia  
Pharmaceuticals Ltd.

Orchidia  
Pharmaceuticals Ltd.

**Tears Guard**

وبعد انقضاء ما في يوم فقط اجتمع الجوارح التي  
الجل جبة فلو تاب ساينس

بصرف  
راعي العين  
عدساتك اللا  
وشيليو

بتحافظ على  
رطوبة عينك

بدل الدموع  
**Tears Guard**  
لكل عين ناشفة

أفريقيا..  
قارة بلون الشوكولاتة

Corona

Roche

MSCS EGYPT

بالروابط نستطيع

**اليوم العالمي  
للتصلب المتعدد**

World **MS** day

30-5-2020

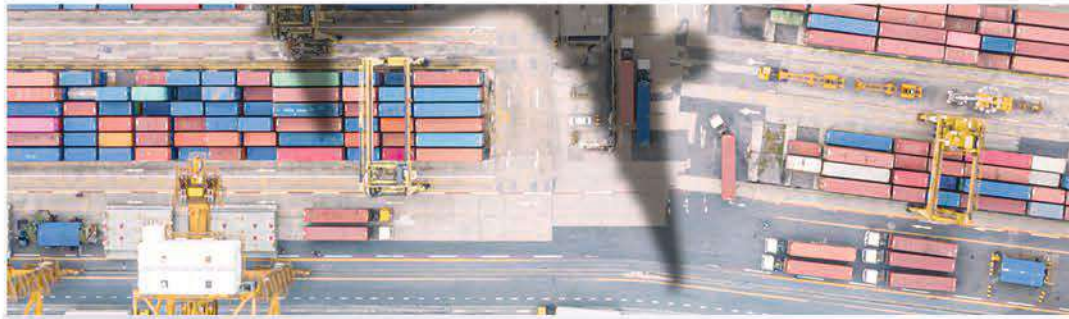
جبل من الاعمال  
والجانب من التاريخ علامات  
نكرة (معدن دوس)

بتفتخر بيكي

تراي ليرج

لورين ينظف انك من الحساسية

نزي فوفين



بدل الدموع  
**Tears Guard**  
لكل عين ناشفة



بيرفخت كبير



قوة تحركك... طول اليوم  
استمتع بمنتجاتنا من الممكن ان تجعل قلوبكم الحزينة

**SAL** Delivering Impact

# NEW YEAR, NEW AMBITIONS

# 2020

JOIN US TO FLASH A SMILE & WIN



ابعد عن  
القربس  
و غيبله

قوة تحركك... طول اليوم  
استمتع بمنتجاتنا من الممكن ان تجعل قلوبكم الحزينة

**Corona**

## الأكلة الحلوة تحلى بكورونا

EID MUBARAK

# كلنا بخير

Tears Guard بدل الدموع  
لكل عين ناشفة

Orchidia  
Pharmaceutical Ltd.

**SAL** Delivering Impact

### Cooperation of SAL and Saudi Customs leads to more advancement of Cargo industry

"Phase 1 - King Khalid International Airport Customs"

- ✓ Saudi Cargo to take over the (Storage, handling and others) and other operational duties at King Khalid Airport Customs.
- ✓ Passes processes are enhanced and facilitated by Fasah system.
- ✓ Maximizing the capacity of cargo facilities, and thus increasing the number of shipments handled.

**New tariff for all cargo categories:**

- ✓ Storage: SAR 0.15 per kilo per day with a 24-hour grace period.
- ✓ Handling: SAR 0.10 per kilo.

Fast Clearance, Reliability, Highly Efficient, 24 Hour Support

الجمارك السعودية SAUDI CUSTOMS

For a smile that says it all

Flash



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**THANK YOU**

