

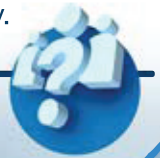


# Company Profile

# Who we are

We're a full service, independent advertising agency. We help our clients solve some of their biggest business challenges. Our people are diverse, talented, and devoted.

At Ultimate; we approach visual communication solutions, design, event management, digital marketing, media production, brand activations and various integrated marketing solutions with a rare and exciting creativity that makes a real difference to our clients and the lives of people in our community.



# What we do

Our strength lies not in a type of account, category or even a style of work. Our strength is our ability to help brands find and tap into new energy. Energy that fuels growth, powers big ideas and breathes new life into the relationship between the brand and consumers.



# Our approach

**CREATIVITY IS... THE CAPACITY TO DREAM**  
**INNOVATION IS... THE CAPACITY FOR ACTION**

Creativity is storytelling and innovation is how we drive the stories through channels. Creativity and innovation are nothing less than the core of our business and progressively more about its future. And we believe it's the combination of the two that is increasingly taking center stage at Ultimate. We create rich new experiences for consumers that attract them to a brand and sustain their loyalty.



# Our team

We are yogis, mustaches, fixed gear bikes and cardigans. But we are also Jeeps, top 40 lists and the occasional selfie. Our goals are not just about dollar signs or awards for our shelf (though we like those, too). Our real goal is to help clients find and tap into new energy for their brands.



In-House  
production

Traffic

Adminstration

GM

Graphic  
Design

Social  
Media

Outdoor  
Production

# Our services

We offer a Variety of services to both domestic companies/ organizations as well as international companies/ organizations that are currently active in Egypt.



## Event Management

Our event strategists delve into the nuances of your brand, your message, and the audience you want to engage.

We examine the landscape, what's trending and what's not. We collaborate on a plan that includes your specific requirements, budget and our experiential input. We listen carefully to what you hope to achieve and we produce engaging experiential events.

We take the pride in managing several types of events including:

- Corporate Events & Meetings
- Conferences & General Meetings
- Gala Dinners & Award Shows
- Products Launches & Press Events
- Meetings & Board Meetings
- Seminars & Conventions
- Team Building Activities



## • Strategy and planning services:

- Administration and Budget management
- Event branding and marketing
- Program development
- Facility and hotel management
- Logistics & operations management
- Timelines



## • Design services:

- Creative Concept & Theme Development
- Message Graphic Designs Set and Stage Design Environmental Design (Lighting Design, Sound Design, Event Décor)
- Digital Content Design
- Video / Multimedia Design & 3D Animation



## • Production services:

- Event Printings production and management
- LED Screens production
- Logistical Support
- Custom Theatrical Entertainment
- Audio, Visual & Lighting; AV coordination
- Event Technology



## • Other Managed services:

- Registration management and support
- Run of Show / Stage Management
- Program Management
- Time Tracking
- Ushering services



# Graphic Design

- We use words, pictures, pixels, Photoshop, pizza, experiences, coffee, art, music, YouTube and whatever other tools we can find to create original work that inspires the reactions that help build brands.
- We are experts in design, brand identity, collateral, packaging and retail experience.
- We strive to create work that is unforgettable and meaningful in an over crowded and poorly kernal marketplace.



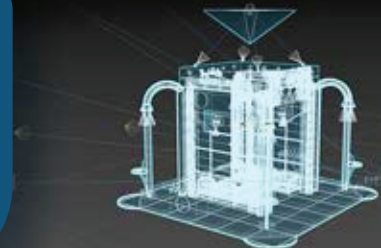
## ● 2D Design:

- Corporate Identity
- Stationary
- Flyers
- Posters
- Billboards
- Brochures & Pamphlets
- Catalogs
- Branded bags
- Notebooks
- Cd covers and labels
- Magazine layout
- Product packaging



## ● 3D Design:

- Booth design
- 3D animation
- 3D Visuals



## Media Production

We're a full service media production company with a focus on tailored audiovisual, and media products and solutions that best fit your needs. We believe the key to success is a great story and we're here to help you find yours and tell it to the world.



### ● Audio Production

We deliver audio production, creative sound design and studio direction for TV & radio advertising.

If you need Voice Overs we have a large male and female voice database covering all languages from Arabic to English Voice Overs.



### ● Audio Services:

- Recordings for creative
- Radio Voice Over
- Music Composition
- Sound Effects
- Music & Audios for
- Video Production



### ● Video Production

From idea development, pre-production, production to post-production, our well-trained team is always ready to find the best video solutions.



### ● Outdoor Videography

Events videography  
Documentaries  
Video ads  
In-store videos

### ● In-House Videography

Online videos  
Editing & compositing



## Business Photography

We provide Business photography services that can be carried out in Ultimate's studios or in your preferred place; we create and produce beautiful engaging photography content for our clients. From on location lifestyle campaigns, to large volume studio e-commerce image solutions. We manage the entire process with casting, location scouting, permits, to color correction and retouching.



### ● Outdoor Photography

- Events photography
- Corporate Interior

### ● In-House Photography

- Products
- Product modeling



## Brand Activation

We help brands connect with their markets and most importantly getting results for our clients. On average we achieve high percentage uplift in sales on brand campaigns. This is driven through brand activations, promotions, experiential events and brand love campaigns.



- Brand Activations Services:
- Booths/ pop-up shops
- Sampling Activations
- Demonstration Activations
- Pamphlet Distribution Activations
- Event & Expo Support Activations
- Roadshows Activations
- Launches Activations



## ● Online Digital Marketing

Our fully integrated digital team of dedicated digital strategists and account managers offers a complete set of digital capabilities. We know how to leverage the power of the digital age to help brands get visibility, turn customers into champions, and drive business results.



## ● Social media management services

Social strategy  
Content Creation  
Community Management  
Ad Management  
Social Campaigns  
Competitive Analysis



## ● Web design services

Corporate Website Design  
E-Commerce Website Design  
Landing Page Design  
Responsive Website Layouts  
Custom Development





# OUR CLIENTS

A brief overview of our reputable clients



*Thank you*



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www.ultimateadv.com