



**WE
TALK
VISUAL**

1.0

CORPORATE OVERVIEW



1.1 CORPORATE OVERVIEW

1.1 WE ARE



CORE STUDIOS CREDENTIAL
2020 Edition

CORE STUDIOS

Core Studios prides itself as an agency of passionate designers, artists, and architects with an innate gift for storytelling. After all, great stories can stream down only from inventive minds.

We are led by our founder Amer Kouly, an architect with over 20 years of design experience.

In 2004, he envisioned Core Studios as a workshop hub for developing visuals' language as a tool for effective marketing communication. Since then, we've always welcomed free-flowing expressions of ideas from artists and clients around the world, hence our slogan, "**We talk visual.**"

Operating on the powerful tenet that every idea inspires unique visual expressions, Core Studios breaks new grounds year after year; thus, building our name in the industry.

Through the years, we've learned the art of delivering on short notice. Clients don't have to feel alone figuring out how they can beat their tight deadlines. We've accomplished impossible tasks and will continue to support developers, architects, and advertisers on their requirements.

To date, we've expanded operations in cities like Cairo, Dubai, Doha, and Montreal; our project portfolio now covers the Middle East, London, Paris, Sarajevo, Maldives, and North America.

1.2 WE ARE HERE / TO SUPPORT

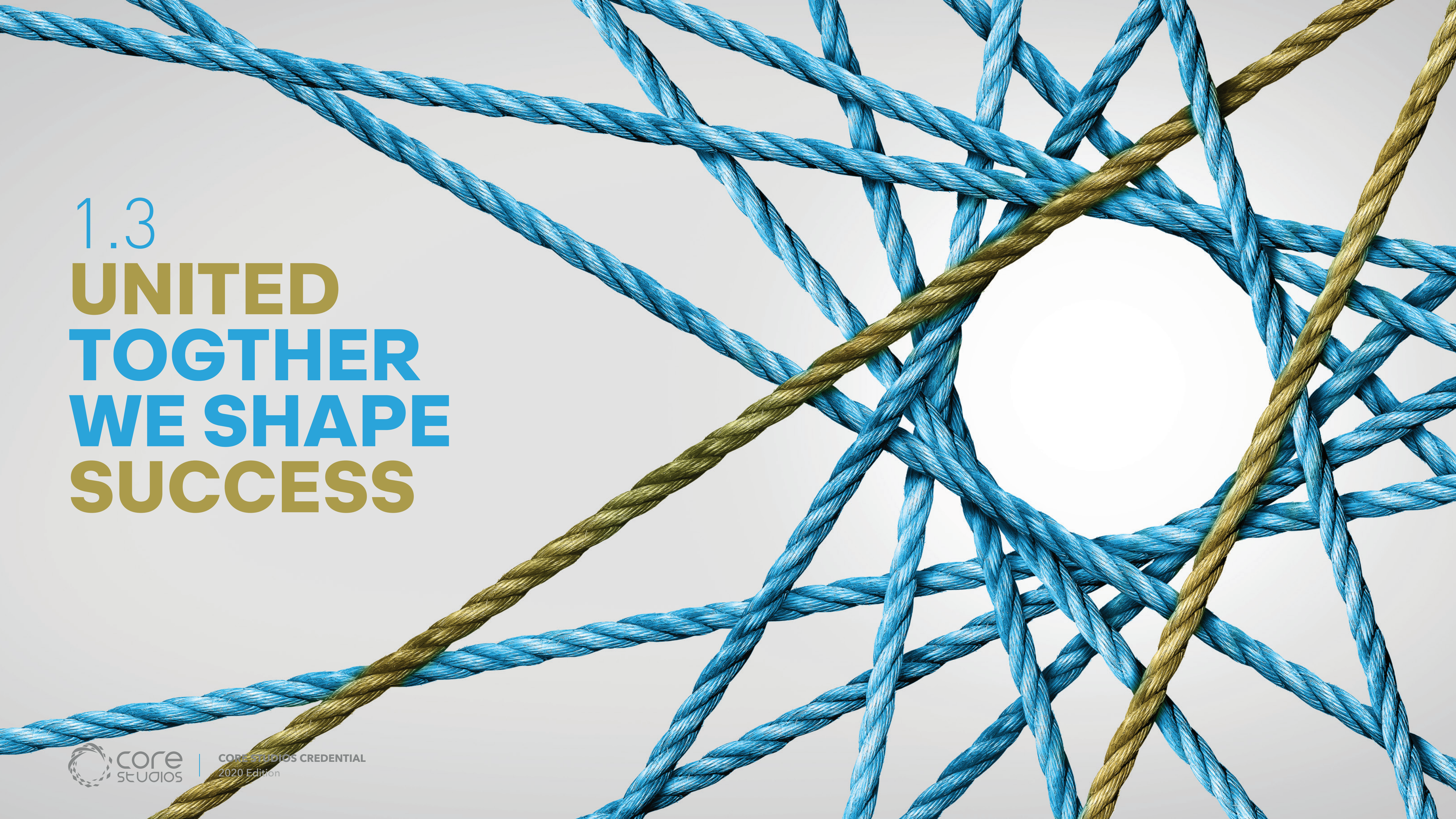
EDMONTON - CANADA

ISTANBUL - TURKEY

CAIRO - EGYPT

DOHA - QATAR

DUBAI - UAE



1.3 UNITED TOGETHER WE SHAPE SUCCESS

1.4 CORPORATE OVERVIEW

OUR SISTER COMPANIES

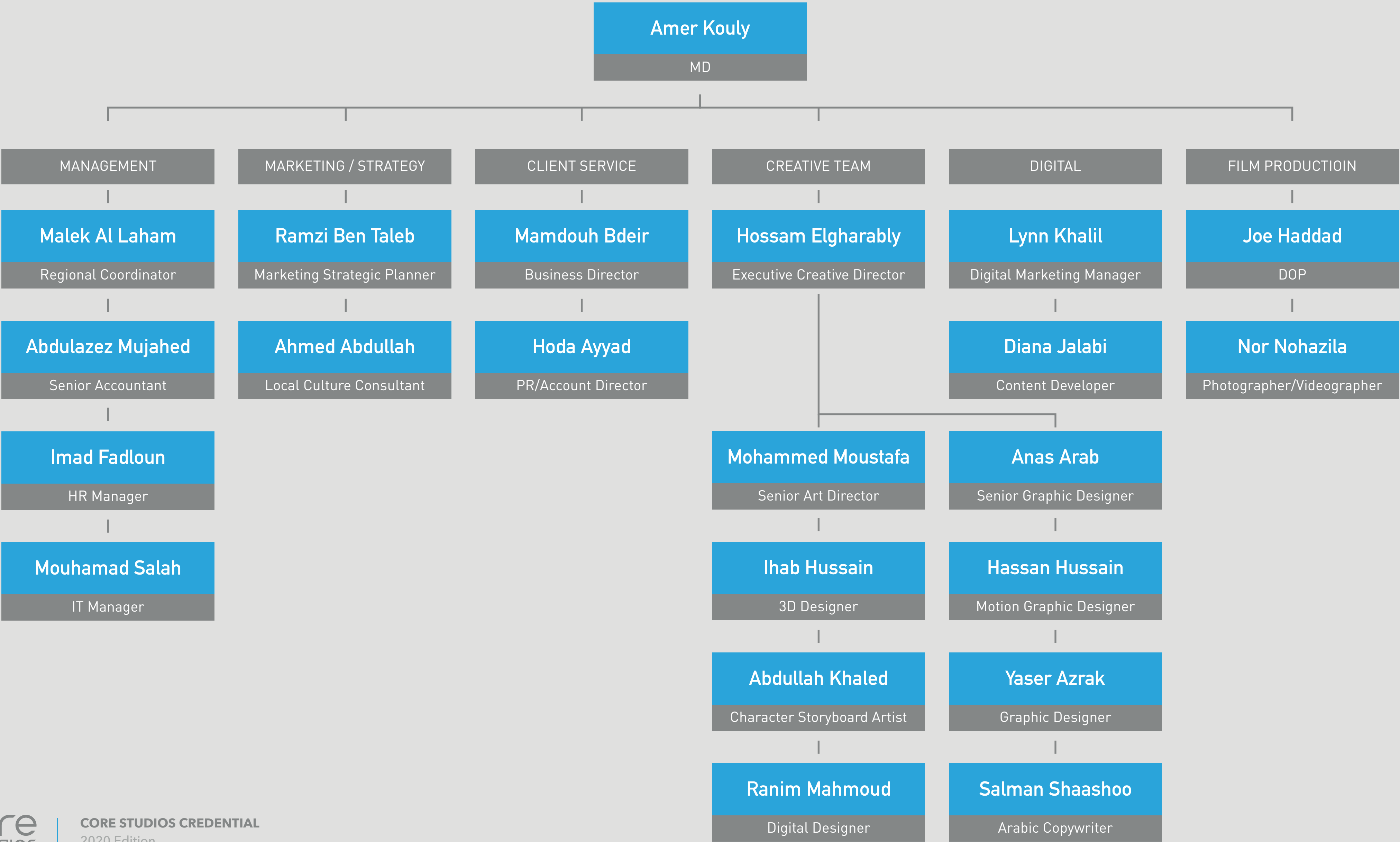


OUR PARTNERSHIPS



2.0 TEAM AND KEY PERSONNEL

2.1 TEAM / KEY PERSONNEL



2.2 TEAM / KEY PERSONNEL



**Amer
Kouly**
Managing Director

Being an architect with a genuine communication enthusiasm, Amer adds an innovative yet functional perspective to conventional media and advertising.

After graduating in Damascus University, Amer pursued his career in architecture between the cities of Damascus, Riyadh and Dubai.

He then landed to Doha, after realising his immense passion to communication, and added an advertising & PR arm to the group.

Since then, Amer has supervised the creation and production of numerous successful projects and campaigns that rapidly brought CORE to the heart of the advertising scene in Doha and the region



**Mamdouh
Bdeir**
Business Director

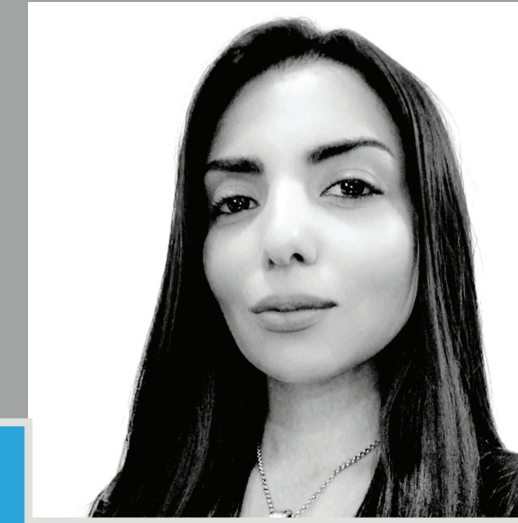
Graduated from Damascus University
Fine Arts Faculty / Visual Communications Department

In early 2003, his 18 year - career started as a web & graphic designer. He then established his art studio in 2006, which added considerable skills to his abilities by delivering various advertising and marketing campaigns and branding projects.

His experience has extended by moving to Qatar in 2009, working with various clients like PEO, PIH, Aura, Baladna, QP, Ministry of Public Health.

In early 2013, he was hired at Al Jazeera Media Network / Al Jazeera Sports, at the OAG Department -Creative and Design Administration -. Later on in beIN Media Group till late 2019, he had the opportunity to play a significant role in changing the group channels identity and theme from Al Jazeera to beIN and supervise the daily Artwork tasks that reflect the new identity, and ensure the look is on track.

His talents enable him to enter the next mission, which is joining Core Studios Advertising and Marketing Agency late in 2019. As Business Director, he manages and handles projects, artworks, workflow, backstage managing the team, and front stage dealing with various clients. Mainly in Qatar and GCC area like Qatari Diar, QP, Parsons, Midmac, Ashghal, Al Ali Engineering, and PIH & UCC, Emaar UAE, DAAR KSA.



**Hoda
Ayyad**
PR/Account
Director

With 11 years of experience in Public Relations and Media, Hoda Ayyad is a PR professional with a deep understanding of the power of integrated communication. During the last seven years in Qatar, Ayyad has acted as a communication consultant for renowned organizations, including QP, The General Tax Authority, The Ministry of Culture & Sports, Qatar University, and Qatalum. Her special gift is the ability to plan and execute full-fledge communication strategies in highly praised standard Arabic and several Arabic local dialects, in addition to English. Her role as a senior communication officer in Al Jazeera Media Network and beIN Media Group has given her hands-on experience in global campaigning and communication from the client's point of view.

Through her cooperation with TBWA\ Egypt, she handled The United Bank, ABC Bank, Kuwaiti Ministry of Information, The British University in Egypt, BMW, and MINI.

2.3 TEAM / KEY PERSONNEL



Ramzi Ben Taleb
Marketing strategic planner

Ph.D. in Marketing & Management with over ten years' experience in marketing, branding, and management.

Proven success in developing strategies & tactics for planning and implementing successful marketing campaigns (ATL & BTL), events, and promotional activities within the defined budget.

Fluent in three languages, including Arabic, French, and English. He has expanded his knowledge in all business areas with expertise in handling multiple projects efficiently and on deadline.



Lynn Khalil
Digital Marketing Specialist

She is obsessed with digital marketing and is always motivated to find new directions and details to apply to her strategies; With seven years of experience managing various products and services as digital media accounts, I've learned most of the industry tricks.

While working with advertising agencies, she compiled a fascinating client list in the MENA region: Qatar, Abu Dhabi, Saudi Arabia, and Lebanon.

She creates content calendars every month for all social media platforms that are tracking emerging digital trends. It enhances posts to match each specific audience (location, interest, behavior). She develops campaigns with personalized media plans that rely on specific digital platforms to achieve sales goals with specific KPIs.

She is a highly talented online bidder and media buyer with great proven reach and goals in buying digital media.

She creates social media content, community management, and moderation that drives engagement to any page. Finally, it delivers reports on all numbered postings and campaigns.

She is adept at developing website content. SEO and SEM analytics can aid in e-commerce and website development.



Diana Jalabi
Bilingual Content Developer

With a vast knowledge of social media, content creation, and marketing, Diana Jalabi is a communications major who shares a passion for content creation and social media development.

From her work experience in Canada to Qatar's current understanding, Diana is fully dedicated to communicating and delivering content to enhance any project that is worked on.

A trilingual individual devoted to connecting the world of communication through social media and digital marketing.

2.4 TEAM / KEY PERSONNEL



Hossam Elgharably
Creative Director

With over 16 years of experience in the marketing and advertising industry, Hossam is an award-winning creative director with a demonstrated history of big brands and successful campaigns.

He started his career in advertising at FP7 Cairo in 2004 as an Arabic copywriter with more than three years of prior experience in Journalism and writing jingles for various AD agencies. He handled significant brand names, such as Coca-Cola, McDonald's, GM, Etisalat, Lipton, and others. He joined Memac Ogilvy, Dubai, as a Senior Conceptual Copywriter, working on GSK, Chili's, GM, NBAD, Volvo, and others for over three years. In 2011, he moved to Doha to join 222 as Head of Arabic Copy; He led accounts such as Vodafone, Al Jazeera, Qatar museums authority, Qatar university, Barwa Bank, Qatar Football Association, Sports Corner, Qatari Diar, and Maersk oil, Saudi Post, and Aujan Group Holding.

He joined JWT Doha in August 2015 as an Associate creative director/ Head of Arabic copy to work on QNB, MEC, UDC, Qatar Airways, and SC. Before joining FP7 Doha in March 2017, in the Creative Director's capacity, he leads accounts like Ooredoo group, Ooredoo Qatar, Ooredoo Oman, SC, Uber, QSFA, and Katara hospitality. His second ride with FP7 stopped again at CoreStudios station, where he joined in July 2020 in the capacity of Executive Creative Director, where he will lead the creative team on MOQ, and more to come.



Mohamad Moustafa
Art Director

Mohamed is a featured senior art director & design lead with seven years of proven experience in concept, art direction, and design for 360 strategic marketing initiatives, With the ability to successfully translate desired moods, messages, concepts, and ideas into imagery.

He has Leading Experience in working in and contributing to a creative environment alongside designers, copywriters, content strategists, user experience specialists, and interactive developers.

Possessing the ability to see the big picture and continually develop new and inspiring approaches to a brief.

Muhammed has enhanced the visual approaches and languages for several top spending brands in the real-estate & retail industries, creating impactful lead generation campaigns for brand awareness levitation and leads and top-notch branding creation of several new projects.

He acted as a Visual effects artist and compositor for high budget Egyptian TV series such as "Ras el Ghou" and "The Godfather," besides setting the art direction for several tv ads and promos. Through his collaboration with reputable agencies, Muhammed was responsible for the visual communication and execution of leading accounts, as Emaar, Cityedge, Careem, Orange, L'Oreal, Microsoft, Samsung, Dabur Ecco, Babolat, Jansport & Someday.

Successfully achieved featured campaigns on ads of the world and other global platforms.



Anas Arab
Senior Graphic Designer

With 16 years of experience in graphic design and art direction, and more than 13 professional software highly skilled, Anas showed early talent in art and drawing by seizing first place in freehand drawing contests among many schools in his area high score in fine art placement test later.

Anas had the practical knowledge of digital photography techniques and printing methods and taught graphic software for designers and architects of different ages. Also, Anas could find a welcoming environment in Core Studios that gave him more diversity in his field and meeting the talented specialized crew.

He has knowledge of CAD and 3D visualization, used them for still CG, and fly through animation footages in his career.

2.5 TEAM / KEY PERSONNEL



**Salman
Shaashoo**
Copy Writer

Shaashoo has a diversified experience that extends over 10 years.

Born and raised in Qatar, Salman has a genuine local sense that entitles him of perceiving local insights.

In addition to his role in the Supreme Committee for Delivery & Legacy, Shaashoo pursues his passion to arts and communication through social influencing, content development, music production. Besides, Salman is a renowned local MC and a voice over talent.



**Hassan
Hussain**
Motion Graphics
Designer

Hassan Hussein is a multidisciplinary motion designer and animation director.

He works in a wide range of creative disciplines including motion design, animation, graphic design and illustration.

He has 8 years of experience working professionally either by himself as an independent designer or as a part of design studios and agencies.

With his extensive experience, being a creative machine that is able to bring a high end animation quality, within a frame by frame discipline, straight motion techniques & templates adaptations.

He served such clients as Egyptair, Careem, Msquared, Nutella, Monginis, Radio Shack & Porto group.



**Yasser
Azrak**
Graphic Designer

With more than 16 years of experience in Graphic Design and Media Production, Yaser Azrak is a Graphic Design professional and tutor with a deep understanding of Graphic tools' power. Yaser also has practical knowledge of photography techniques and digital lab printing methods.

In the last years, Yaser has played various roles in different multimedia projects like print design, UI/UX design, Packaging design, TV production, and social media strategies.

His role as a Senior Graphic Designer in Core studios has given him hands-on experience with more challenging projects with the opportunity to work with talented people in a warm, friendly, and creative environment.

2.6 TEAM / KEY PERSONNEL



**Abdullah
Khaleed**
Character/
Storyboard Artist

Abdullah Eldesuki, Designer, Comic and Storyboard Artist, Director and Animator.

Graduated from the Faculty of Fine Art, and participated in many short and length films for many agencies and production houses that won Arab and international awards such as:
(Dady ABC – Fastaqim - Al-Hassan Ibn Al-Haytham The thread of life).

Some of the animated series and children's programs:
(Sesame street / 2015 Edition - My Arab House Dania and Azouz).

Abdullah drew several children's comic book that were printed and published in the Arab world and the United States of America, such as:
(Friends forever - My rabbit's tale - Mary's gifts).



**Nor
Nohazila**
Photographer/
Videographer

With over 13 years of experience in the creative field, Nor Nohazila is a photographer/graphic designer/private tutor (of French & Visual Art) with a proven ability to work in a team.

Having worked as a photographer cum graphic designer. She graduated with a Masters in New Media Writing from a university in France, Masters in Visual Communication, and New Media with a Bachelor in Photography and Creative Imaging.

Before arriving in Doha, she proved that she is fluent in 3 languages, Malay, English, French, and is learning Spanish and Arabic for professional purposes. She worked for several agencies and photography studios in Malaysia and France.

She graduated with a first-class degree for both Bachelor's and Master's degrees, proving that she can work in any given circumstances, both independently and in a team, demonstrating an ability to follow artistic direction and the physical capability required set. She had also worked as a photography lecturer in a university in Malaysia. Her years of academics and professional experiences have helped her a lot in communication skills, enabling her to communicate with a wide range of people effectively.

She is always eager to learn new things and be humble enough to share and accept ideas from other people, especially those who work in the same working environment as her.



**Ahmad
Abdallah**
Local Culture
Consultant

Ahmad started his professional career in beIN Media Group, ascending to be a Production Manager. Besides, Abdallah is a social media influencer, content producer and a musician.

Being a GCC citizen, Ahmed's knowledge of the local sociocultural norms and trends is critical to secure relevant spot on creative and communication.

3.0 THIS IS FOR THE COMPANIES OF TOMORROW



WE DO

ADVERTISING

Research & Strategy
Creative
Branding
ATL
BTL

PRODUCTION

Film Production
Gift Items
Booth

CGI

3D/2D Animation
CGIs
Motion GFX
Infographic

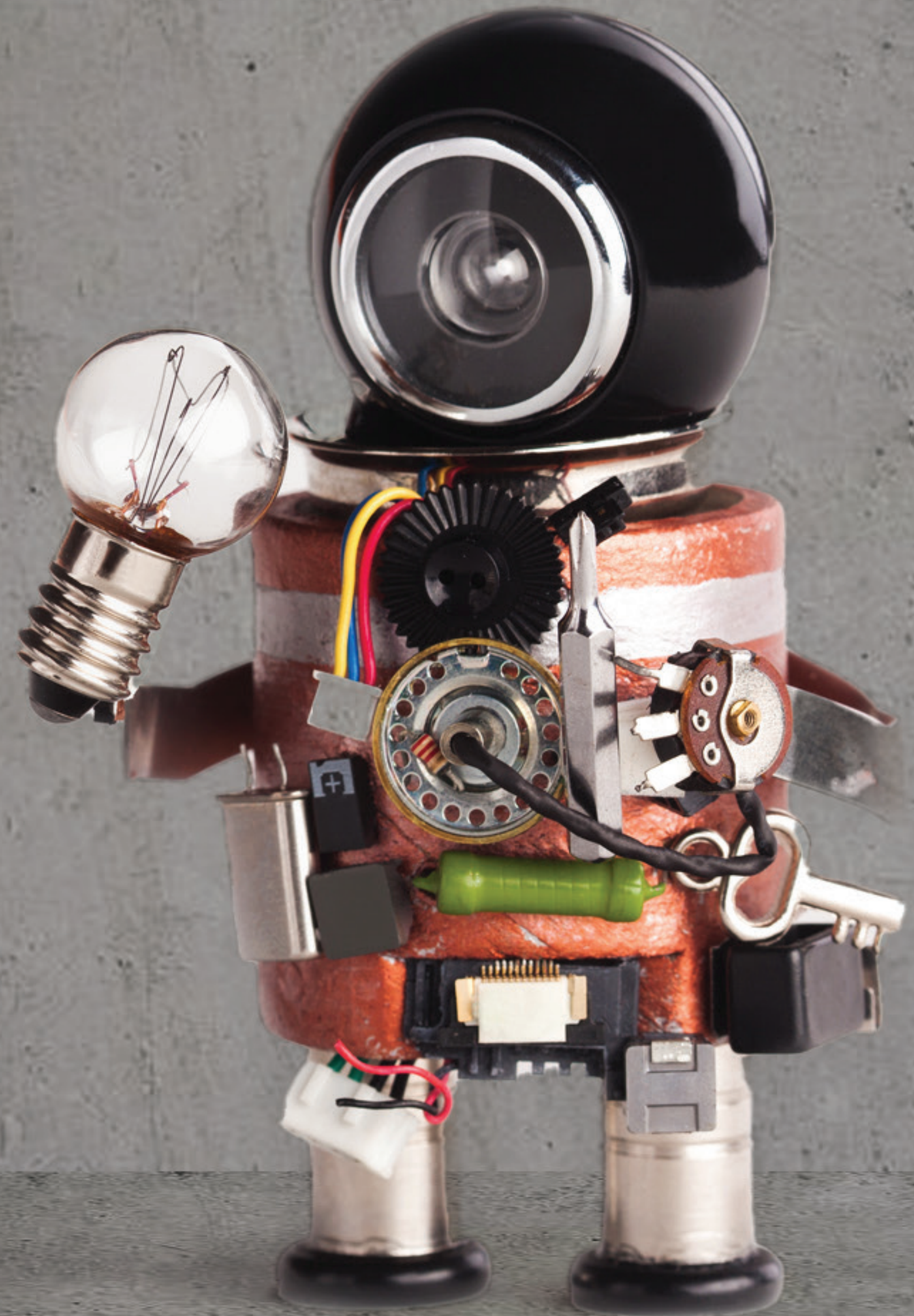
PR

Content Provision
Media Relations
Events Management
Corporate Communications
Public Affairs
CSR

MEDIA

Media Planning
and Booking
Media Publishing
Media Monitoring

3.2 ART AND TECHNOLOGY TRANSLATED DIGITALLY



WE DO

Digital Strategy Formulation

- Digital conceptualization
- Digital Assesment
- Content Strategy Direction and Development
- Situation Analysis
- Audience Definition
- Roll-Out Strategy Timeline

Online Campaign Development

- Online media buying
- Keyword Integration
- Media Plan Definition and development
- Campaign Performance Monitoring
- Digital Media Listening
- Metrics Reporting
- Ad Campaign creation
- Media channels booking

Community Management

- Content Creation and Publishing
- Leads and Conversation Creation
- Data and Insight Collection
- Online Support and CRM build up
- Trend Creation
- Loyal Brand Community Establishment

Digital Guidebook Creation

- Website Development
- Strategic keyword definition
- Website Creation and Design
- Website Content Management
- SEO and SEM Analysis and Development
- Website Metric reporting
- E-commerce website development

4.0 CLIENTS WE ARE PROUD TO SUCCEED WITH

4.1 PRESTIGIOUS CLIENTS

OUR PRESTIGIOUS CLIENTS

COMMUNICATING GIANT VISIONS

CAPTURING VISUALLY OUR CLIENTS VISION BEFORE THEY COME TO LIFE IS NO SMALL FEAT. YET CORE STUDIOS HAS DONE THIS MULTIPLE TIMES FOR A-LIST CLIENTS. OUR CLIENTS LIST SPEAKS VOLUME OF THE REPUTATION WE HAVE ESTABLISHED IN THE REGION. SOME NOTABLE REGIONAL GIANTS WHO HAVE PARTNERED WITH US FOR THEIR VISUAL COMMUNICATION INCLUDE:

- EMAAR (UAE)
- INVEST GROUP OVERSEAS (UAE)
- VX CONSULTANT (UAE)
- ECP (KSA)
- AL HOKAIER GROUP (KSA)
- AL RASHED GROUP (KSA)
- GACA (KSA)
- POWER INTERNATIONAL GROUP (QATAR)
- UCC (QATAR)
- IDCC (QATAR)
- ASSETS (QATAR)



5.0 OUR WORK /

PORTFOLIO

5.1 SAMPLES OF OUR WORK

CHARACTER DESIGN

Project / BALADNA Mascot
Megapolis Characters
Farfoosh Chips Mascot



5.2 SAMPLES OF OUR WORK

ARCHITECTURAL VISUALIZATION

PROJECT / MALL OF QATAR
Location Doha



5.3 SAMPLES OF OUR WORK

ARCHITECTURAL VISUALIZATION

PROJECT /
IGO 101 / Shams Al Arous
Mag Eye / Oman Mountain Villa

Location GCC



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2020 Edition



5.4 SAMPLES OF OUR WORK

ARCHITECTURAL VISUALIZATION

PROJECT /
The Gate / CRESCENT BAY EEMAR
ETAFUSHI

Location USA / MALDIVES / OVERSEAS



MARKETING AND ADVERTISING

Project BALADNA WORK



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2020 Edition

Archetype



ATTRIBUTES OF SUCCESSFUL SLOGAN

طازج أكثر .. صحي أكثر
Couldn't be Fresher

1

HIGHLIGHTING
A KEY BENEFIT

The point of a slogan is to differentiate your product or brand from that of your competitors, while also underscoring the company's general mission. If you have an advantage over your competitors, or if your product or service has a unique benefit, you need to use it. Slogans are the first impressions for many potential consumers, so it absolutely needs to stress the company's worth.

2

EXPLAINING THE
COMPANY'S
COMMITMENT

Maybe your company doesn't sell a "unique" product or service; nevertheless, the slogan still needs to differentiate the company from other competitors. Often times, winning slogans will explain a company's dedication to its customers. Slogans devoted to customer service, especially ones that guarantee quality and satisfaction even if it's at the company's expense, play extremely well with the public.

3

BEING SHORT

Slogans should never be longer than a sentence and ideally should hit the sweet spot between six to eight words. Any longer than a sentence and your slogan will become jumbled and ultimately forgettable, unless it rhymes or has an accompanying jingle. Brevity lends itself to memorability, which is the primary goal with slogan writing, so limit any and all slogans to a sentence or less.

4

HAVING RHYTHM,
RHYME, AND RING

A slogan longer than a single word should fulfill at least two of these three criteria: It should have a rhythm, it should rhyme, and it should have a ring to it. Slogans, whether read or heard, should be pleasing to the ear; rhythmic and fluid-sounding slogans are much more recognizable and memorable for later recall.

5

HONEST

When writing a slogan, it's extremely easy to get carried away; however, it's imperative that the slogan accurately reflects the business. In other words, hyperbole is extremely discouraged. Language like "The No. 1 ___" or "The best ___ in the business," is not only untrue, but also extremely generic, and a big turn-off to consumers. Instead, be realistic, and find a clever but real way to emphasize your company's perks.







MARKETING AND ADVERTISING

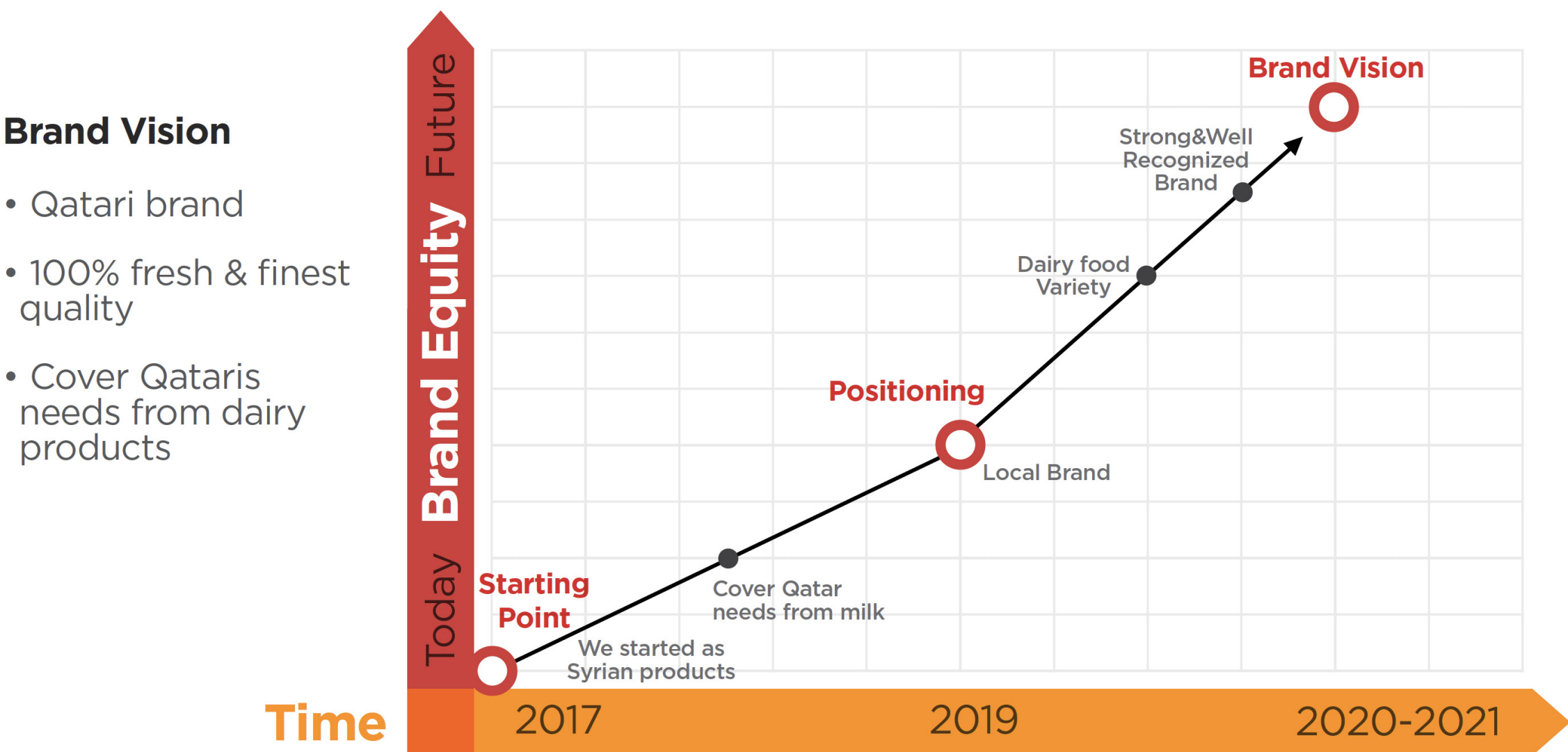
Project BALADNA WORK



CORE STUDIOS CREDENTIAL
2020 Edition

STP				
	Athletics	Mothers	Kids	Workers
Age	16 → 35	25 → 65	3 → 16	25 → 55
Gender	▲ Male ▼ Female	Female	Male & Female	▲ Male ▼ Female
Income	Med → High	Low → High	-	Low
Interest	<div>Nutritional</div> <div>Healthy</div> <div>Fresh</div>	<div>Fresh</div> <div>Healthy</div> <div>Tasty</div>	<div>Fun experience</div> <div>Tasty</div>	<div>Good price</div> <div>Healthy</div> <div>Fresh</div>

Brand Development Timeline



5.7 SAMPLES OF OUR WORK

GRAPHIC
DESIGN

Project BALADNA WORK



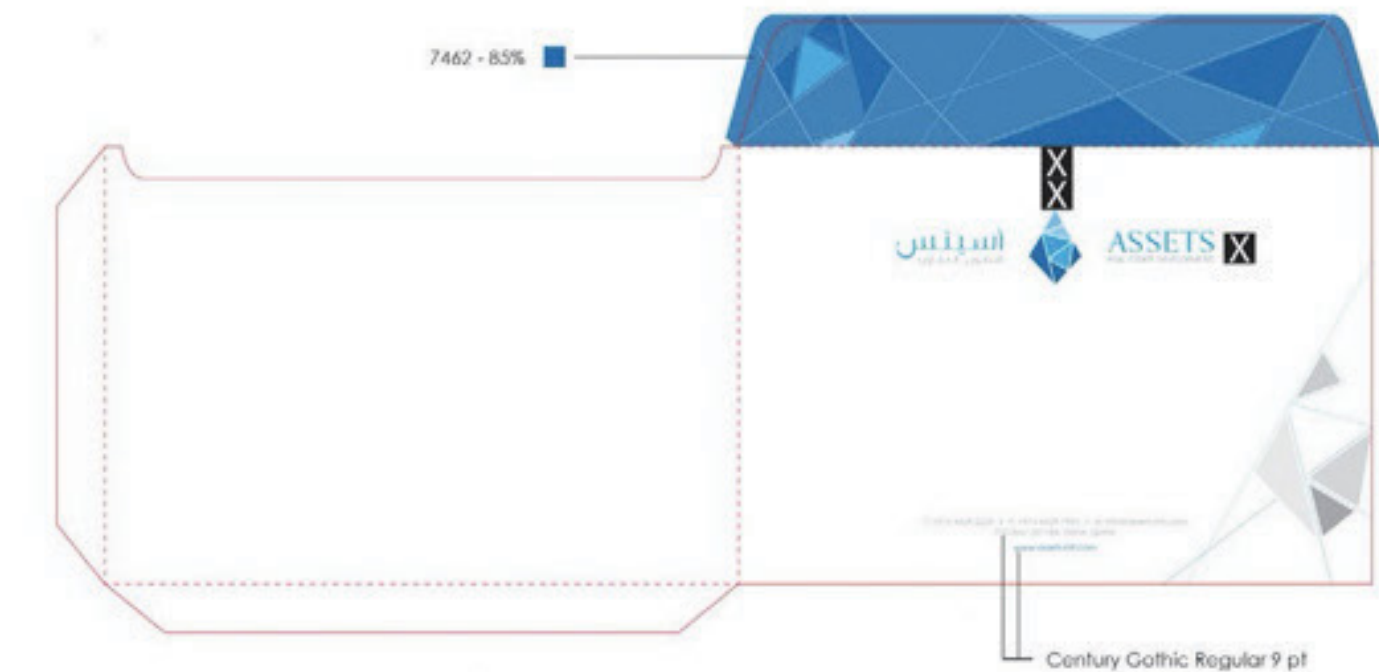
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2020 Edition



5.8 SAMPLES OF OUR WORK

BRANDING /MANUAL GUIDE

Project / ASSETS Brand Manual



5.9 SAMPLES OF OUR WORK

BRANDING /MANUAL GUIDE

Project / Takamol Brand Manual



5.10 SAMPLES OF OUR WORK

FILM PRODUCTION / MOTION GRAPHIC / TVCs

Project / Abshiro
IGO 101 / Baladna Corporate Film



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5.11 SAMPLES OF OUR WORK

FILM PRODUCTION / MOTION GRAPHIC / TVCs

Project / Baladna
Kahrama App



FILM PRODUCTION / MOTION GRAPHIC / TVCs

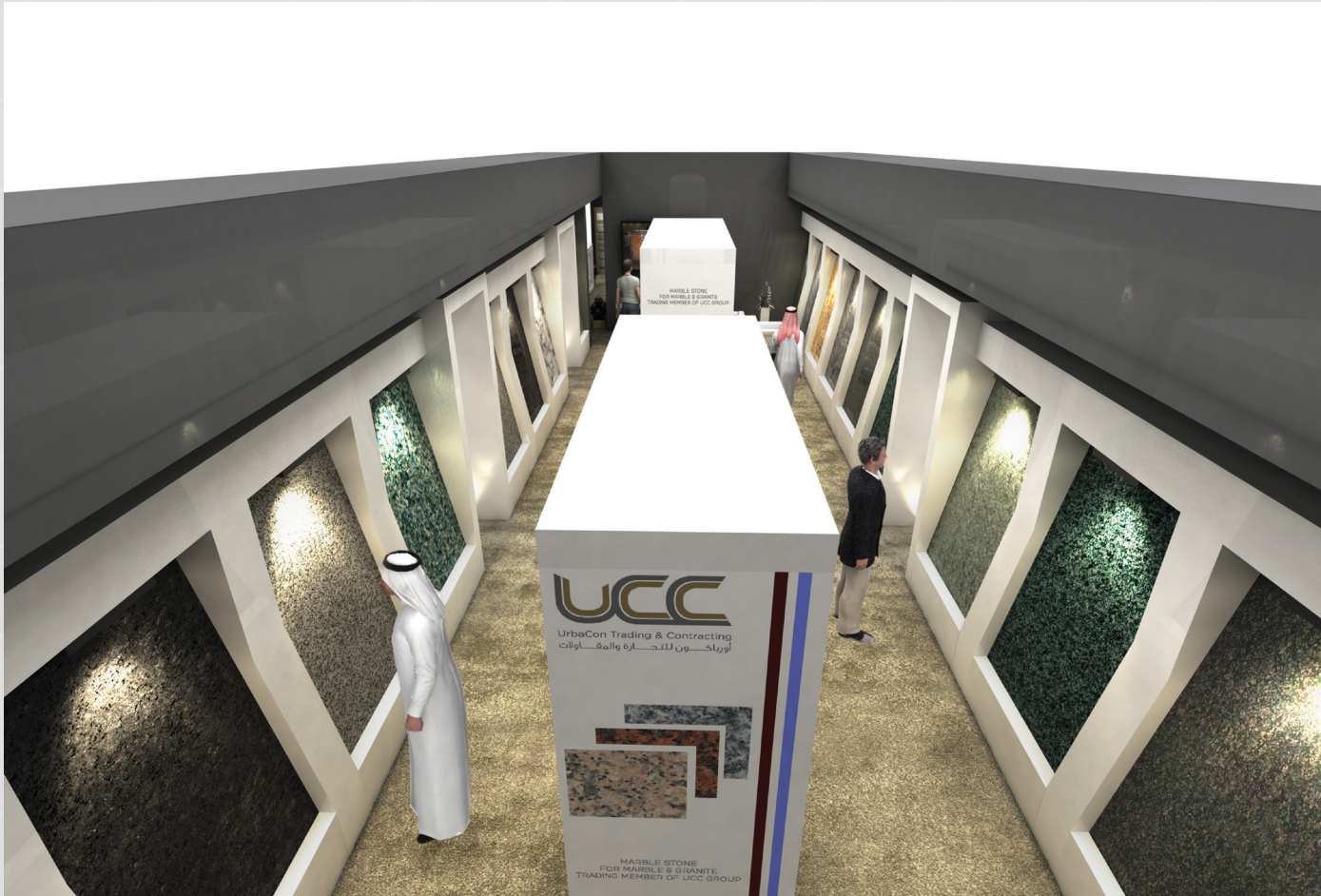
Project / Baladna TVCs



5.13 SAMPLES OF OUR WORK

PRODUCTION
/ BOOTH

Project / Marble Stone Booth / UCC



THANK YOU

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