
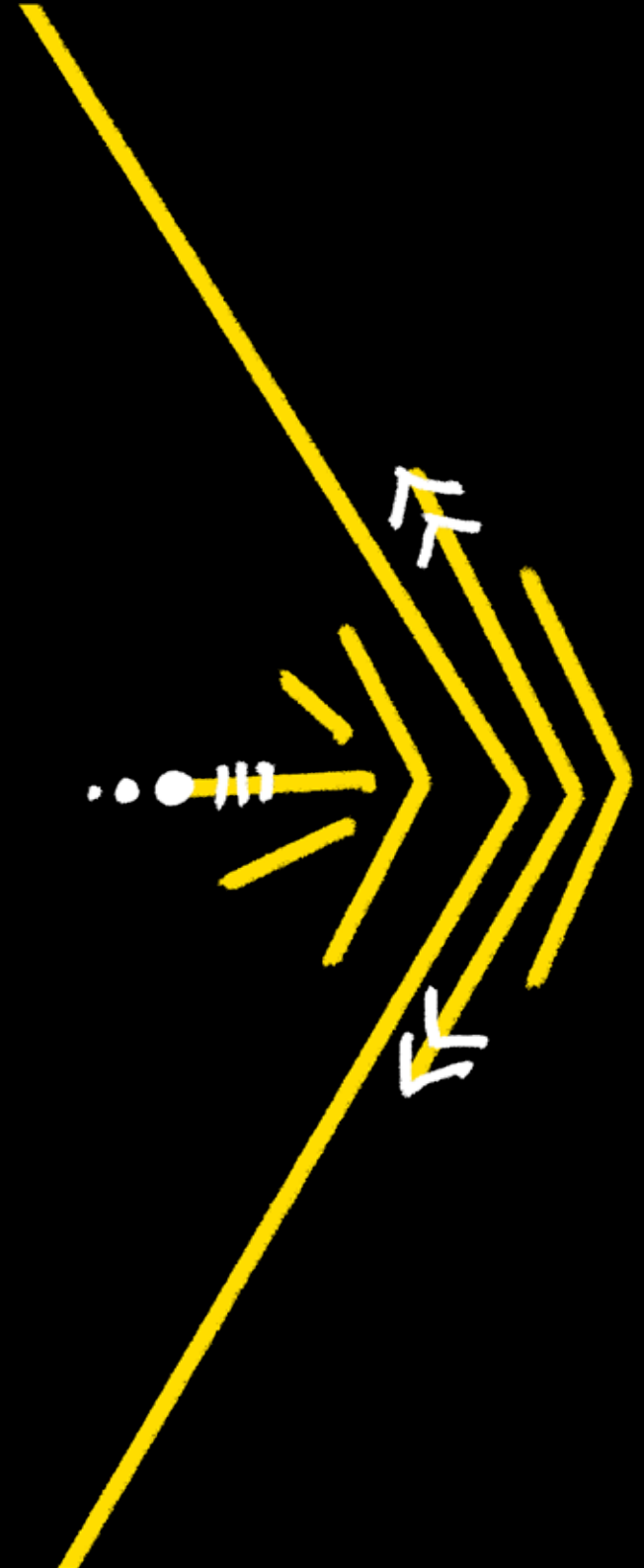


**creative** 



A 360° Marketing Agency



I K C R E A T I V E

A 360° Marketing Agency



**OUR**

**STORY**





We are IK Creative Agency, Started our journey around the sun since 2015. Headquartered in Egypt, although our success stories with clients around ME region, and growing to cover every spot in MENA region.



# **VISION**



**to an ideal communication  
using all of senses ..**

# MISSION

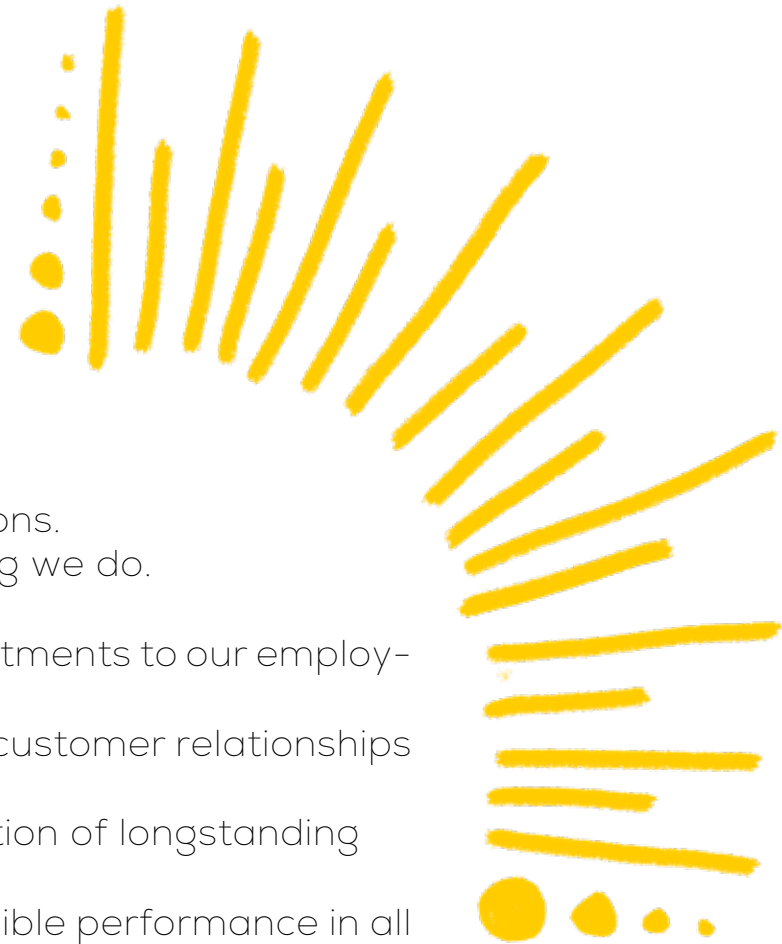
**Think Deeply.  
Do Masterfully.  
Feel joyously.**



**AP** **PROACH**

**AP** 

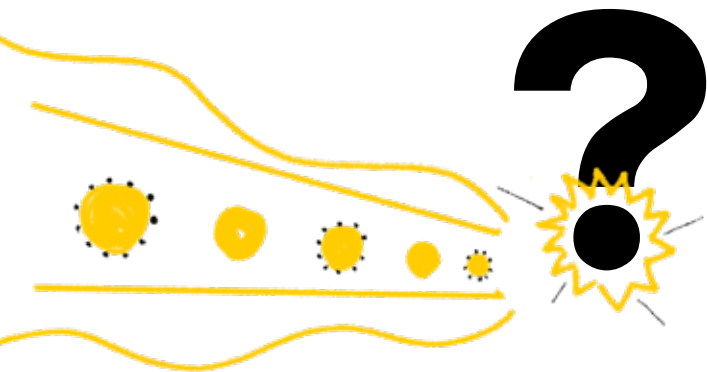




- Ethical and lawful business behavior, no exceptions.
- Honesty, integrity and transparency in everything we do.  
This is the basis of trust.
- Reliability and accountability: We fulfill our commitments to our employees, customers and shareholders.
- The belief that longstanding, mutually profitable customer relationships are the surest path to success.
- The belief that exceptional service is the foundation of longstanding customer relationships.
- A passion for winning: Achieving the highest possible performance in all that we do.
- Consistency and excellence through standardization.
- Organizational alignment. We excel through concerted teamwork focused on a single strategy.
- Perpetual learning and professional development for our employees.
- Giving back to our communities.

# WHAT

# WE DO





1

## ATL

Intended for a mass market.

ex.: TV, Radio, OOH, ..etc.

2

## BTL

Concentrate on a particular audience.

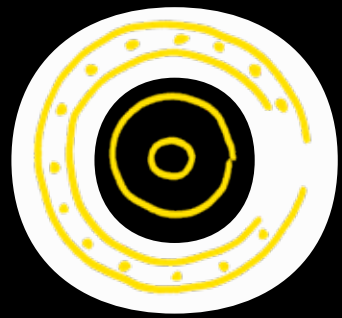
ex.: Email marketing, SMS campaigns, ppc , ..etc.t

3

## TTL

360° marketing campaigns.

ex.: Social Media, Online Banners , digital Ads ..etc.



**OUR**

**SERVICES**





- • **1** Creative Content
- • **2** Digital Marketing
- • **3** Programming
- • **4** Branding
- • **5** Communications & PR
- • **6** Strategy & Planning

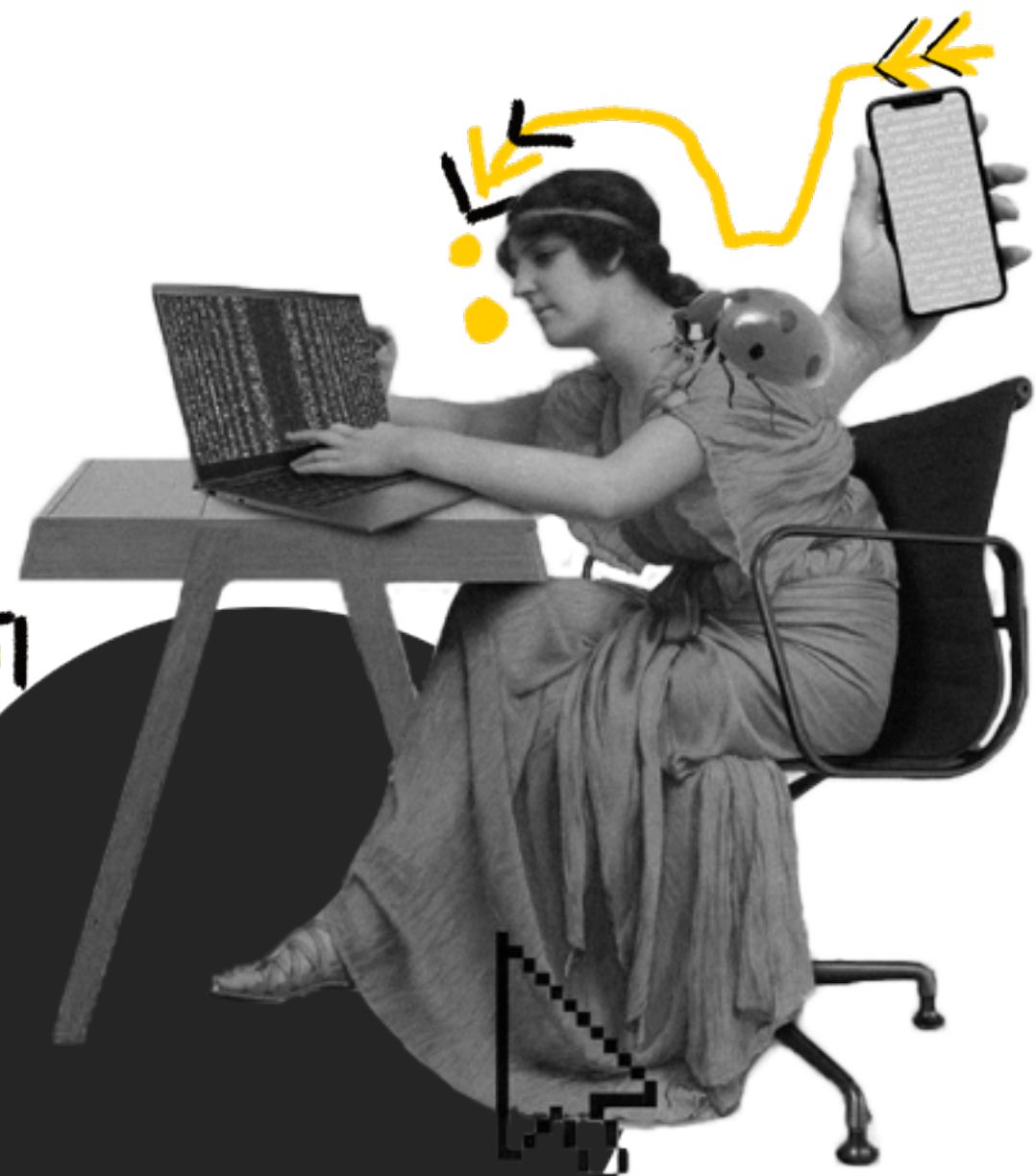


## **Creative Content:**

**Copywriting**  
**Graphic design & Artwork**  
**Video Graphics**  
**Video Production**  
**Photography**  
**Editing & Coloring**

## Digital Marketing:

SEO  
PPC/SEM  
Social Media Management  
Email Marketing  
Content Marketing







# Programming:

- Web Design
- Website maintenance
- Mobile Apps
- Desktop Apps

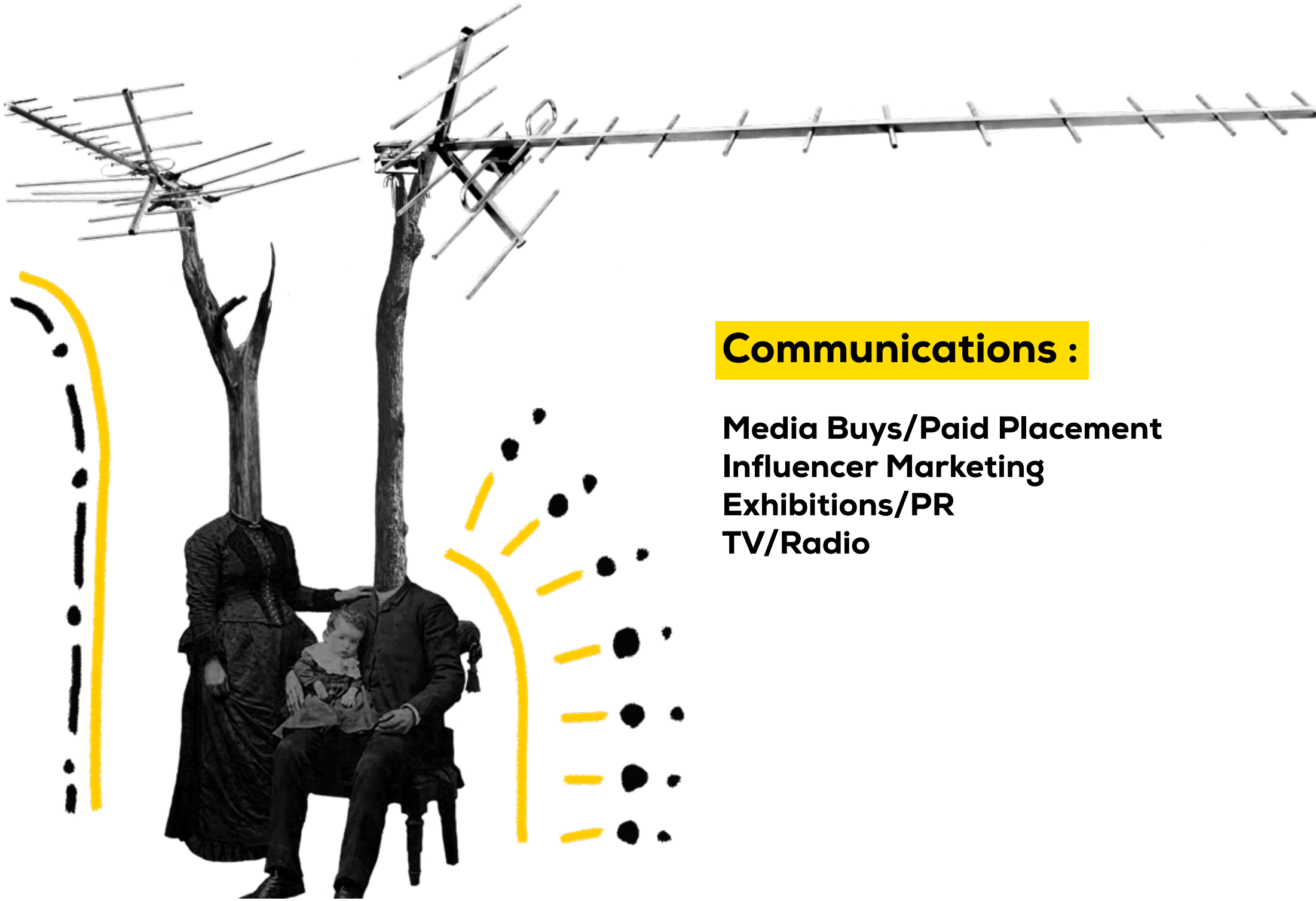




# Branding:

Branding  
Rebranding  
Brand Manual  
Corporate Identity





## **Communications :**

**Media Buys/Paid Placement  
Influencer Marketing  
Exhibitions/PR  
TV/Radio**



## Strategy & Planning:

- Marketing strategy
- Advertising strategy
- Content strategy
- Social media strategy
- Consultation services
- Analysis & reports .

# CLIENT PROFILE



## OUR BEST FIT

We serve clients of all sizes. However, we are particularly well suited to help clients of this type:

### ESTABLISHED BUSINESS

Our services are aimed at solidly established businesses who are already profitable. We are not well-suited for most start-ups.

### RESULTS-DRIVEN / GOAL-ORIENTED

We tend to work best with companies who are results-driven and are interested in setting real goals and meeting objectives.

### SKEPTICAL BUT WILLIN

Most of our clients have already worked with other agencies who have underperformed. This creates a "healthy skepticism". We thrive on this ... as long as it hasn't killed your faith completely.

### AGGRESSIVE GOALS

The more aggressive you are with your goals, the more excited we get. It's fun for us to work with companies that want to dominate their market.





SOME  
OF OUR  
NOTABLE

# CLIENTS





Success Partners



To find the full list, scan





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**+201033526882**

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info@ikcreative.agency**

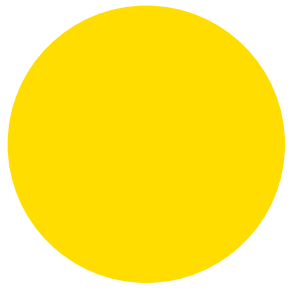




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