



Portfolio

KEEL DIGITAL

2020



D I G I T A L

• **keel***digitaleg.com*

OUR VISION

Use the digital era to rescue the environment.

OUR MISSION

Creating unconventional techniques for better communication.

Brand stability AND SPEED story

keel is A structural beam that runs from a ship's bow to its stern and sits lower than the rest of the hull, the **keel** was first invented by those intrepid Norse sailing men known as Vikings. Because their ships were prone to making a lot of leeway when tacking close to the wind. The addition of a keel prevented this lateral movement, increased speed, made Viking ships more stable and helping to keep them from capsizing.

We are your brand **keel**

SHAPING
your brand with

BRANDING

REBRANDING

PHOTOGRAPHY

VIDEOGRAPHY

GROWING
your brand with

DIGITAL MARKETING
INFLUENCERS MARKETING
MEDIA

ABOUT US

KEEL** is an independent international creative agency born in 2014 with offices in **Saudi Arabia, Dubai, and Egypt.

*We are going beyond the usual stereotypes and systems with creativeness and producing **360°** projects.*

We deliver strong branding identity through marketing communication across all media.

We ensure top quality service and persistence in achieving your business goals and discover the full potential of your business.

We will work closely with you to adapt your marketing objectives effectively, and to maximize your returns from platforms suited to you.

WE

Create —

Success Digital Stories

BRANDING

We help companies capture the essence of who they really are through their branding .

- *Creating Brand Strategy*
- *Brand Positioning*
- *Creating brand personality*
- *Increasing brand awareness*
- *Managing Brand creation process*





DIGITAL MARKETING

We understand the reasons behind, the objectives you're aiming for, Which allowing all investment in ads and content production to prosper fruitfully .

Digital Advertising Campaigns:

- *Ideation*
- *Strategy*
- *Digital Media Reports*
- *Crisis Management*
- *Implementation*
- *Reporting*
- *Live Event Coverage*
- *Management*
- *Content Creation*
- *Optimization*

SOCIAL MEDIA MARKETING

Our language is tailored to uplift your stories...

- *Brand awareness*
- *Original content production for the brand Management of Social Media*
- *Accounts Community Management and Moderator Services Developing*
- *Digital Strategies Reporting*
- *Build trust and loyalty*
- *Drive traffic and leads*
- *High search engines ranking*

COVERAGE

Case Study



About Brand

Reine France clinic was a new clinic opening their branch in **Riyadh**, all of their equipment from France & using advanced treatment for skin care with staff of expert doctors.

Their goal was to be the top classy clinic brand in **Riyadh** targeting

Management Duration

1 year

Target Location

Riyadh , Saudi Arabia

Target Audience

- *Women – Men*
- *Ages from **18** up to **60***
- *Languages **Arabic** – **English***
- *A+ customer.*



KPIS

- Increase Engagement Rate
- Increase Total Number of Followers
- Increase Total Number of Interactions
- Increase Engagement Rate
- Increase Total Number of Followers
- Increase Total Number of Interactions



Challenges

- Reine clinic competitors have great social media presence.
- The clinic weren't fully equipped with all the required equipment neither the doctors
- Located in an area which there is many oldest & famous beauty clinic
- Provide **7/24** customer service.
- Very High competition
- No social media pages
- No branding
- No real inbound marketing strategy in place
- No social media marketing strategy
- There was no website yet
- Reine France Clinic was eager to be the top beauty clinic brand name in **RIYADH**



Statistics

Average Followers Growth

110+ followers/day/platform

Snapchat ADS



Impressions

4,530,087 ——— **59,921** *Swipe Up*



Engagement Rate

68 *engagements/post/platform*



Content

Marketed & Informative Content through written, visual and audio mediums.



Content Strategy

Marketed & Informative Content through written, visual and audio mediums.



Marketed & Informative Content through written, visual and audio mediums.

Digital Marketing Campaigns on all social media channels - content strategy - Google Adwords - Digital Marketing Strategy - Event Coverage - Influencers Collaboration - Implemented strategy with our branding & offline activities.

Reine Clinic CEO "Investing in our digital marketing has been extremely worthwhile. We have been able to communicate with a large proportion of our customers in new ways which has seen our revenue increase



Engagement Rate

- 1. Reine became one of the top luxurious clinic in Riyadh*
- 2. We reached more than 16k followers in less than 6 months*
- 3. We Reached 3M media impression over 770k in total media value*
- 4. 2m people reach across social media networks*
- 5. Increase ROI by %519*

COVERAGE

Case Study



About Brand

*Al Tahaluf Real Estate Development Company is one of the largest international home building firms in the **Kingdom of Saudi Arabia**. The company is a master developer of livable communities for families thru out the Kingdom. Founded in 2011, Al Tahaluf has become one of the fastest growing companies in the Kingdom. Al Tahaluf does its own land planning, infrastructure, and product designs along with managing all aspects of development internally including the build out, marketing, selling and warranty of our homes.*



Management Duration

Month



Target Location

*Riyadh , **Saudi Arabia***



Target Audience

- **Women – Men**
- *Ages from 25 up to 60*
- *Languages Arabic – English*

Beneficiaries

- *Located in Riyadh*
- *Interested : SAKANI*
- *Beneficiaries Cares*



KPIS

Get more leads

- *Increase Total Number of Followers*
- *Increase Total Number of sells*
- *Increase Total Number of Interaction*



Challenges

- *Recover all social media accounts*
- *There are no followers*
- *The geographical location is far from the residential areas in Riyadh*
- *Target a few and they are supported by the government*
- *Respond time 5 minute*
- *The presence of many competitors and different designs villa & townhouse*



Content Strategy

we already know who your audience, we are going to put your audience at the heart of your digital marketing strategy, cater to their emotional needs and satisfy their deepest desires..

We Used the social media content rule of thirds:

1/3 of content promotes business and converts audience

1/3 of content shares ideas and stress on our customers' needs

1/3 is original brand content



Results

- We have reply more than 2000 messages*
- We reach more than 1.5 M on social media channels*
- More than 5000 link clicks*
- More than 2500 mentions on twitter & Instagram*

They sell 100 villa & townhouse

MEDIA

We take pride in being innovative with ideas and concepts that follow keen insights to communicate content and messages in campaigns.

Motion graphics & Infographic videos

- *Character Animation*
- *2D & 3D Animation*
- *Broadcast Design*
- *Visual Effects & Compositing*
- *360 Videos*

Opening of the new private flight hall Gallery presentation



Client



Drone Declaration



Client



Visual registration and editing within the framework of a campaign to Monsha'at values for its employees



Client



KEEL DIGITAL CREDENTIALS

SMEA CORE VALUES

Client Small & Medium Enterprises General Authority SMEA

challenge To draw the attention of the employees of Small & Medium Enterprises General Authority SMEA, Make a massive change to the work environment.

Solution We have been able to combine all the qualities entrusted to the leaders in the staff, and to be categorized under the five values of innovation, passion, adaptation and empowerment. We estimated that we would choose the best places for the staff on a daily basis, in addition to the internal communications plan by e-mail and SMS. We set the start date for the publication of the values on a daily basis. The value was changed at night for the employees to see. All employees of the Authority are invited to make a video that talks about values with random interviews.

Drone Declaration

Client General Authority of Civil Aviation

challenge General Authority of Civil Aviation had already made Legal declaration if anyone have drone they need to making awareness motion graphic video only in 7 days, so they came to KEEL

Solution We worked on the storyboard as quick as we can and give it to them they approved with a Lots of admiration then we gone with the illustration then we finished all the animation, voice over & SFX only on 6 days .



[Click to see the Project](#)

ELM JOB DESCRIPTION

Client ELM Information Security

challenge Create a unified job description for more than 1000 employees and make it only one page easy to use and change for all jobs.

Solution We have cooperated with a consulting company in Human Resources to understand all the details :

- Review and analyses the current JDs
 - Analyses the organization structure and objective and direction with considering the KPIs
 - Conducting interviews with the job holders to obtain a better understanding of the accountability of each job
 - Send a survey to all employees to collect main information about their responsibility and tasks .
- then our creative department convert the studies to real life by drawing all items with new icons .



[Click to see the Project](#)

LOGISTIC AREA

Client General Authority of Civil Aviation

challenge General Authority of Civil Aviation had challenge to us, they want video will present to the Saudi Kingdom Prince about the new logistic area they didn't have any information about it, so they came to **KEEL**.

Solution we start to collect all information from the Specialists, We worked on the storyboard as quick as we can and give it to them they approved with a Lots of admiration then we gone with the illustration then we finished all the animation, voice over & SFX.



[Click to see the Project](#)

Kentar Digital Logo

Client Kentar Digital

challenge Logo redesign and branded items for a full-service digital agency.

Solution we provided branding services for a digital agency called **KENTAR**. The team from Saudi Arabia specializes in Digital for companies of different sizes. They made a request for the redesign of the already existing sign. The client set the task to renovate the logo since it looked old, plain and weak with a poor color palette. A new brand sign was expected to modernize the appearance of the current company profile so that it could correspond to the peculiarities of the target audience which includes tech-savvy people. The client liked the idea of the previous logo and asked to improve its styling and color palette. The style chosen for it then had to be developed into the set of branded items such as a business card, envelope, and stickers. The major client's request was to keep the present logo symbol.



[Click to see the Project](#)

Motivay Social Media

"Motivay App"

Client Phoenix Consulting

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مكافآت للموظفين



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at your work environment

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MOTIVAY

Your rating
is "poor"

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UPSCALE PROFILE

Client UPSCALE

challenge A strong and persuasive Hand Book with attractive, professional appearance, the design in line with the company's identity.

Solution we start to identify the content and rewriting it and sketching on our KEEL Board till we agreed on the profile will be :

- 20 pages
- A4 & US Letter format with bleed
- InDesign CS4 or later - PDF preview included - CMYK, Print Ready
- pages number - Paragraph styles - Layered, well organized on groups
- Grid based - 6 columns - fonts used : Ebrima - source file
- Info file included (links for fonts and images)



UPSCALE
where projects ignite

[Click to see the Project](#)

THIQAH HANDBOOK

Client THIQAH

challenge Obtaining employee attention to the company's new policies and implementing them.

Solution Public photo sessions were held to get the opinions of the employees and their interaction through the photo sessions of many of the funny characters that will be placed in the Policies handbook, so everyone was waiting for the Policies handbook to be printed, and messages were sent and printed on the employees' cups with some of the funny characters that were photographed.



[Click to see the Project](#)

TREET CAFE

Client TREET CAFE

challenge Treet Cafe believes that To offer their clients a variety of indoor settings surrounded by different thematic designs to reflect multiple environments. We're Treet café client will feel the nostalgic setting of the Andalusian combined with the modern style surrounding it in every corner offering a sense of comfort which accustomed to home. Product variety and differentiated methods of serving it specifically deserts and chocolates as such setting the café to be an outgoing destination to enjoy what's different and spending quality time. We are more than just a café, restaurant or a place to pick your dessert we are the gathering of all what you deserve of the three choices in decent ecstatic settings and varied themes

Solution We worked with them on all of the identity, marketing strategy & creative elements in order to establish their brand in a way that aligns with their core values and moves them to greater growth.
DIGITAL MARKETING – CREATIVE DIRECTION – CONCEPTUAL DESIGN – STRATEGY – ART DIRECTION
– BRANDING & LOGO – IMAGERY – PACKAGING – Food PHOTOGRAPHY – WEBSITE –
ENVIRONMENTAL DESIGN – SPACE PLANNING – CUSTOM FURNITURE & FIXTURES – SOURCED
FURNITURE & FIXTURES.



TREET
COFFEE. FOOD. PEOPLE

[Click to see the Project](#)

BRANDING



مشوارك



TREET
COFFEE. FOOD. PEOPLE



فيردون
FIRDOUN



The Nutrition House



H A R A K A



PRIME
LIVING



MAQADEC.COM
مقاضيكم



ASTRAC
لتأجير السيارات
Rent a Car

We have created multiple identities and logos for multiple agents, government agencies, and private sector entities.



[Click to see the Project](#)



شهادة خبرة وشكر وتقدير

يسر موسم السودة أن يتقدم بالشكر الجزيل لـ

Tramedia

تقديراً لعملكم في موسم السودة،
و بالتالي في إنجازه بنسخته الأولى

في الفترة من 1 لـ 31 أغسطس 2019 م

في سودة عسير

عليه
المدير التنفيذي
حسام الدين المدني

أحمد العباس
مدير العمليات



شهادة شكر و تقدير

سعادة المهندس / سعود بن يزيد الدغيثر المحترم

مدير شركة تراميديا

السلام عليكم و رحمة الله و بركاته

يسر شركة ستراك احدى شركات مجموعة الطيار ان نتقدم بالشكر و التقدير لكافة العاملين

بشركة تراميديا بما قاموا به من مجهودات ملموسة فم تنفيذ كافة الاعمال الدعائية الخاصة

بنا وذلك بشكل احترافي مميز مما ادى الي انعكاس ايجابى على صورة الشركة

نتهم لكم دوام التقدم و التوفيق

قافان ديب سينج

مدير قسم التسويق



شهادة شكر و تقدير

سعادة الأستاذ / سعود بن يزيد الدغيثر المحترم

مدير شركة تراميديا

السلام عليكم ورحمة الله وبركاته

يطيب لصندوق تنمية الموارد البشرية (هدف) ان يتقدم بالشكر والتقدير لكم ولجميع العاملين في شركة (تراميديا)
لما قمتم به من جهود ملموسة في طباعة وإخراج صندوق (المهن) بشكل احترافي، وسعيكم معنا في تطبيق معايير الجودة
وتنظيم عملية الطباعة مما انعكس بشكل ايجابي على إنجاز المهمة بسرعة وكفاءة عالية.
وبسرنا في (هدف) ان نشكر جهودكم ونتمنى لكم دوام التقدم والنجاح ومواصلة الجهد البناء التي تساهم في تطور المجتمع فيما يخدم
مصلحة الوطن والمواطن.

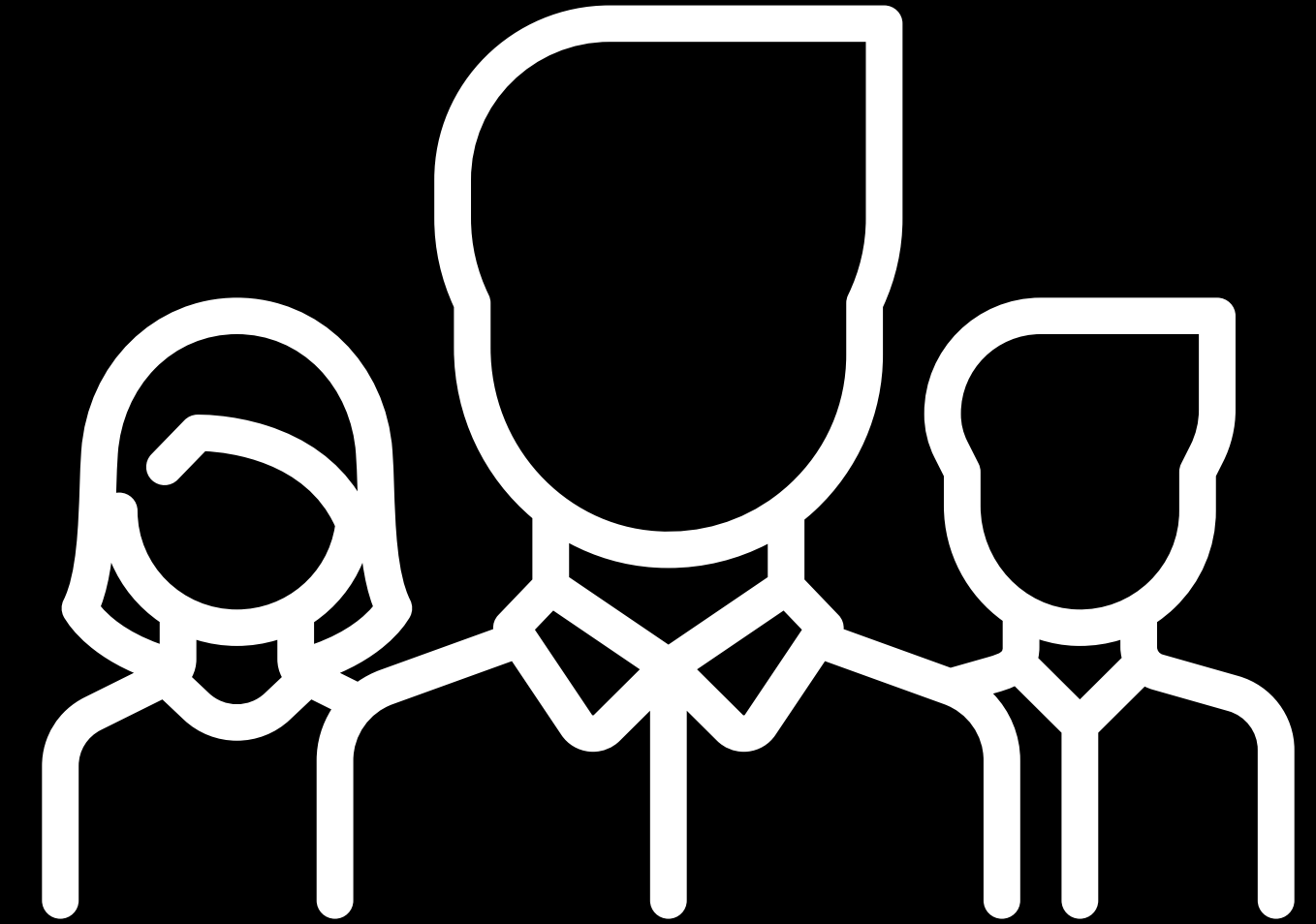
وتفضلوا بقبول خالص تحياتي
نائب المدير العام لقطاع التمكين والإبداع
محمد بن سليمان موصلي







Meet Our —
KEELERS





Abobakr Ahmed

*Co-Founder & CEO,
KEEL DIGITAL*

We established keeldigital with big dreams we hope to use the digital era to rescue the environment and that's requiring creative ideas and big brains which we have already from our Keelers.



Abdullah Al Saadoun

*Project Manager,
KEEL DIGITAL*



Nancy Eltaher

*Account Manager,
KEEL DIGITAL*



Jailane Atef

*Business Development
Manager,
KEEL DIGITAL*



Ahmed Hendy

*Creative Director
KEEL DIGITAL*



Mariam Abo El Fadl

*Social Media Manager,
KEEL DIGITAL*



Amr Abdelaziz

*Marketing Manager,
KEEL DIGITAL*



Osama Elgrbawy

*Creative director,
KEEL DIGITAL*



Sara Abdelaziz

*Traffic Manager,
KEEL DIGITAL*



Ghofran Shorbagy

*Senior Digital Marketer,
KEEL DIGITAL*



Noorhan Alfaham

*Social Media Specialist,
KEEL DIGITAL*



Passant Khaled

*Senior Animator,
KEEL DIGITAL*



Yossif Ahmed

*Senior Graphic Designer,
KEEL DIGITAL*



Alaa Nour

*Media Production,
KEEL DIGITAL*



Yasmine Gamal Eldin

*Social Media Manager,
KEEL DIGITAL*

OUR Clients

OUR CLIENTS

We've helped prestigious brands leave a permanent impression on web & digital platforms.

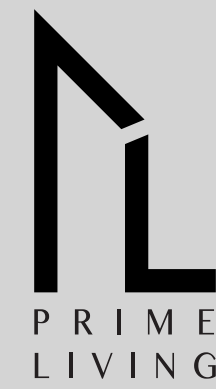
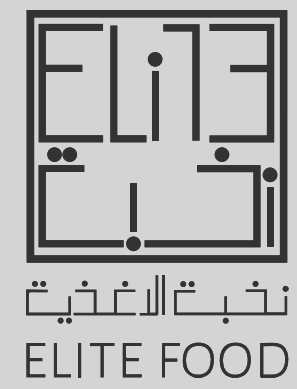
We offer an array of digital media services with a unique flair for expertise.

Our digital solutions offer clients complete control over their business.

Our global team of business and technology experts delivers unparalleled quality and truly impressive ROI for Enterprises, SMB's and Startups.









THANK YOU

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