



**charisma**  
INTEGRATED ADVERTISING SOLUTIONS  
**egypt L.L.C**



**charisma** is more than just an  
advertising agency  
we are **creative beings** working together  
to make **amazing things**

whatever your market challenges, we  
have the proficiencies and talent to  
deliver the right solution

RED IN VAINS... RED IS PASSION

# WHO WE ARE

charisma team has the capacity, creativity, visuals, originality, tools, and experience to help our clients build their brand, design an effective marketing strategy, and create excellence in the platforms for your business.

we do brands that tells about our client.







# WHAT WE DO

beside being crazy

## A&B.T.L

Branding  
Advertising  
Creative Services  
Video Production  
Audio Production  
Integrated Campaigns  
Website Development  
Marketing Strategies  
Market Researchs  
Public Relations  
Media Services  
POS Materials  
Social Media  
E-Marketing  
Tradeshows  
Catalogues  
Brochures  
Outdoors  
Indoors



# V I S I O N

TO BE THE LEADING  
ADVERTISING AGENCY,  
OFFERING THE BEST  
EXPERIENCE FOR OUR  
CLIENTS WHO REQUIRE  
WINNING RESULT.

# M I S S I O N

IT IS OUR MISSION TO DELIVER INNOVATIVE AND MARKET-BASED SOLUTIONS TO ENSURE YOU HAVE THE BEST TEAM TO SUPPORT YOU DEVELOP AND PERFORM A WINNING MARKETING STRATEGY THAT WILL BOOST YOUR BRAND AND FULFILL YOUR MARKET GOALS

# V A L U E S

INTEGRITY AND RELIABILITY  
ARE TWO ESSENTIAL  
ETHICS OF CHARISMA. IT  
IS OUR DUTY TO PROVIDE  
SUPERIORITY IN ALL WE DO.

WE PROMISE TO  
DELIVER THE HIGHEST  
QUALITY PRODUCT AND  
PROFESSIONAL SERVICE  
TO HELP BOOST YOUR  
BRAND AND FULFILL  
YOUR MARKET GOALS.

# P R O M I S E



# PORTFOLIO

## **TV/Video**

In addition to being visually interesting, your message should be clear and consistent with your brand.

## **Radio Commercials**

When the music fades into the commercial break, we can get your message to your potential customers.

## **Outdoors**

With only 3 seconds to reach your potential customer, making a clear message is key to success.

## **Print Advertising**

The ads you see in newspapers and magazines that inform, educate or sell products to your consumers.

## **Websites**

Make your website work for you with effective design, user-friendly navigation, and high search engine ranking.

## **Web Ads**

Reach potential customers online with digital ads, from news media banners to social media.

## **Logos**

Your logo is a graphic representation of your company. Your logo should be as unique as your company and easily identifiable.

## **Stationery**

From the first introduction to the final invoice, stationery that maintains the look and feel of your brand is necessary.

## **Publications**

This can be anything from a magazine ad. to a catalog.

## **Packaging**

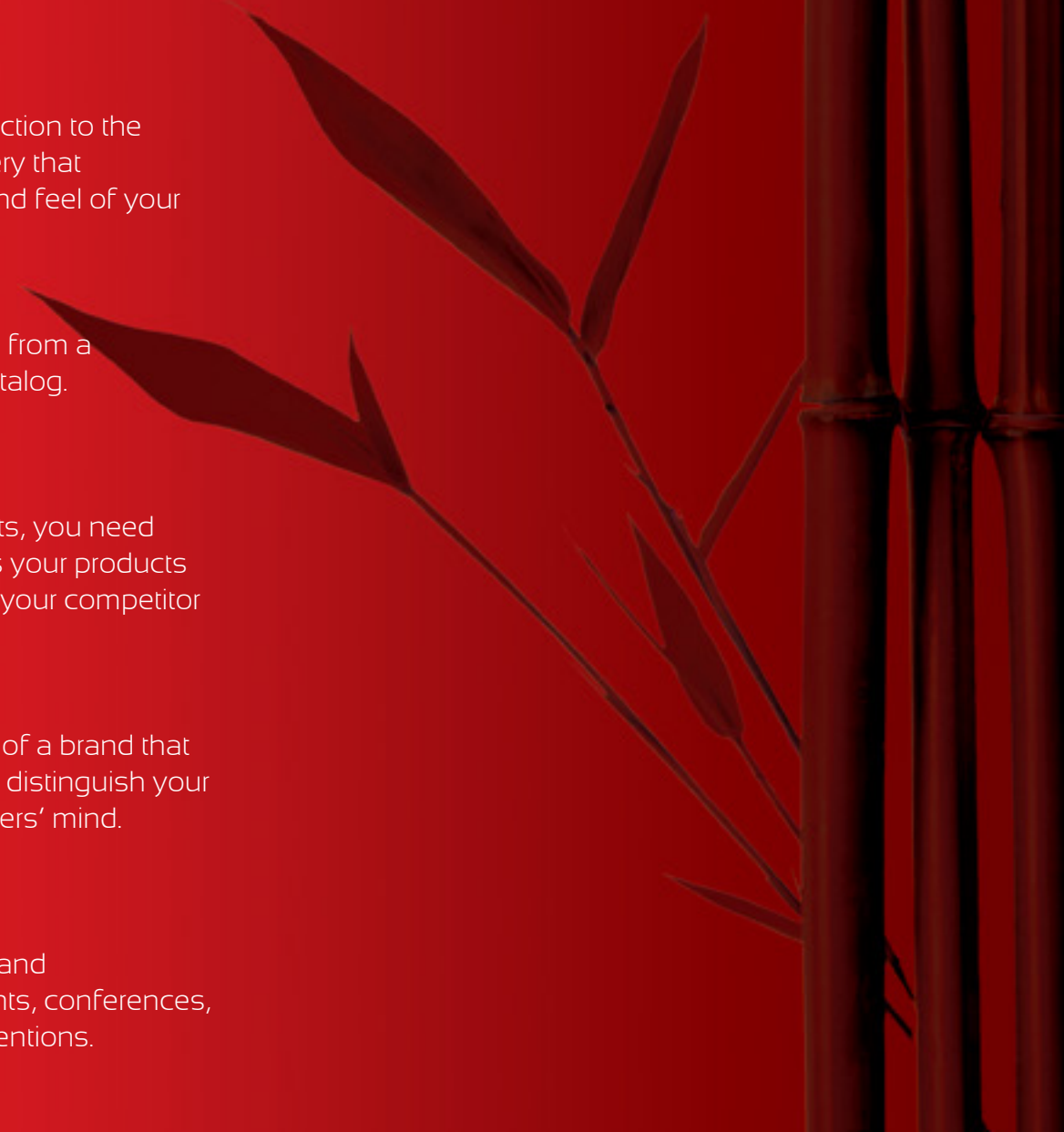
When selling products, you need packaging that helps your products stand out from what your competitor is offering.

## **Brand Identity**

The visible elements of a brand that together identify and distinguish your brand in the consumers' mind.

## **Events**

Creation, organizing and development of events, conferences, ceremonies, or conventions.



An aerial, top-down view of a large, diverse crowd of people of various ages, ethnicities, and clothing colors, scattered across a solid red background. The people are seen from above, creating a sense of a busy, inclusive community.

# ABOUT

charisma is a full-service, integrated advertising agency equipped to offer a wide array of services.

our integrated competencies guarantee that each of our client's pitch delivers a deeper brand experience.

strategy created on meaningful vision, inspired ideas without borders, technology that boosts user experience, media that truly connects and campaigns that grow communities and celebrate your brand.

# US





# ABOUT

making your business unique

SETTING VISUAL AND EMOTIONAL PITCH OF YOUR BRAND TO SUIT  
YOUR TARGET AUDIENCE AND ENCOURAGE BRAND RELIABILITY  
THROUGH OUR AUDIO & VIDEO PRODUCTION

professional and creative brand design that  
stands out in all types of advertising illustrative that  
engages customers and drives sales

RISE ABOVE THE NOISE, WITH SOCIAL  
MEDIA PROFILES THAT STAND OUT  
FOR ALL THE RIGHT REASONS

Benefit from a beautifully designed  
mobile-friendly website to help boost the  
long-term performance of your business

... glad to watch your back

# YOU

# CLIENTS

EDC  
AUC  
MCV  
BASF  
UNICEF  
AMLAK  
VOLVO EGYPT  
ARAB ACADEMY  
MAKANI RESTAURANTS  
MAERSK LOGISTICS  
IDEAL STANDARD  
ALARABEYA TV  
MBC MASR TV  
COCA-COLA  
TOYOTA  
LBC TV

GRAND HAYYAT  
EXXONMOBIL  
MOVENPICK HELIOPOLIS  
SCHNEIDER ELECTRIC  
PROCTER & GAMBLE  
FACES



check our website for more, capture our code or visit [www.charismaegypt.com](http://www.charismaegypt.com)