



YOUR
SAUDI
CREATIVE
MARCOM
PARTNERS



Change Maker's Edition
2024

Ahead of the Curve,

Your Mission235

A beacon of innovation and progress in the heart of Riyadh, Saudi Arabia. Since our inception in 2015, we've been on a relentless mission to redefine the landscape of strategy, creativity, branding, marketing, digital solutions, communication, web development, and events. With a wealth of international experience and a dedication to excellence, we stand at the forefront of driving transformative change and contributing to the realization of Vision2030.

At Mission235, our ethos revolves around more than just business – it's about fostering meaningful connections, driving purposeful growth, and creating a sustainable future for generations to come. Guided by principles of humanity, purpose, sustainability, and inclusion, we partner with major corporations and SMEs alike, guiding them towards future-proof success in an ever-evolving world.

Our approach is deeply personal and client-centric, rooted in a genuine desire to understand and fulfill the unique needs and aspirations of each partner we serve. With a passionate team of visionaries and innovators, we embark on each project as a collaborative journey, working hand-in-hand to turn dreams into reality and aspirations into achievements.

Join us on this extraordinary voyage as we navigate the currents of change, together forging new paths, shaping bold visions, and empowering futures. At Mission235, the journey is not just about reaching destinations – it's about the transformative power of the voyage itself. Welcome aboard.





HUSTLE



LEARN



FOCUS



& EVOLVE...

Our approach,

Your Business First

BUSINESS MODEL

Having worked with every known industry allows us to understand your business model and wear your shoes.

MARKETING OBJECTIVES

Marketing objectives must be set, to identify the quantitative and qualitative measures so we take liability in our role.

DIFFERENTIATION

You can't ignore a differentiation strategy; it helps you stand out from the crowd and save budgets on creating interest.

BUSINESS OBJECTIVES

Your business objectives guide our roadmap in any research, marketing, branding or advertising scope, all follow suit.

SALES OBJECTIVES

Performance can be sales-based, and identifying your sales targets makes it easier to plan and achieve more accurate results in ROI.

OPERATION FRAMEWORK

Matching operations' capacity with marketing objectives is a must, we don't want to sell what we can't deliver.

BRAND OBJECTIVES

Understanding the brand dynamics and objectives enables a better alignment in developing and delivering any job.

COMPETITION

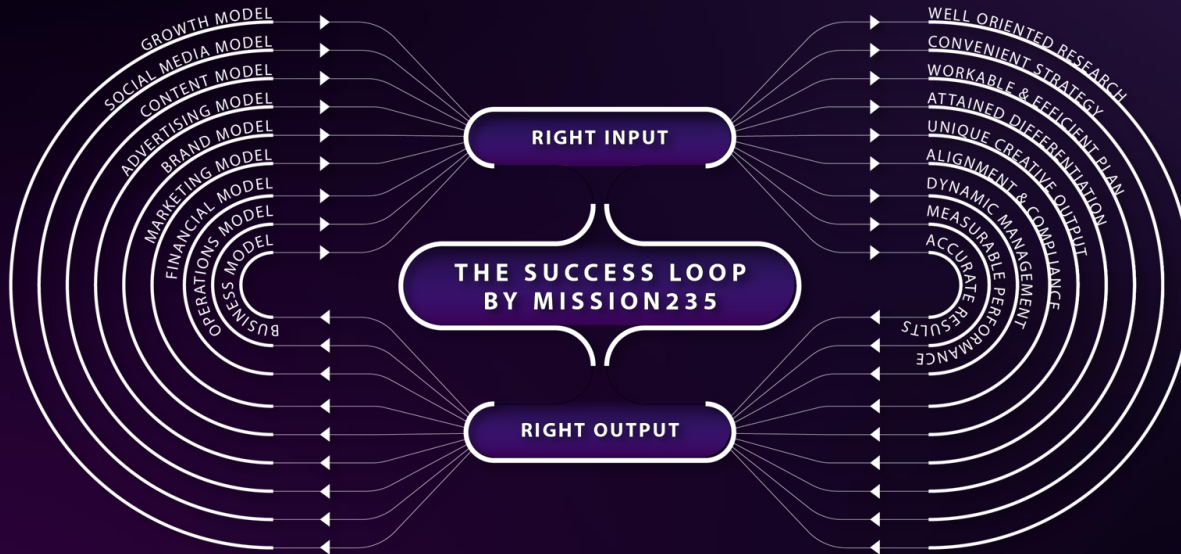
Understanding your competition is a must, we have to know that what we do is contributing to create preference against competitors.

PROVISIONED ROI & KPI's

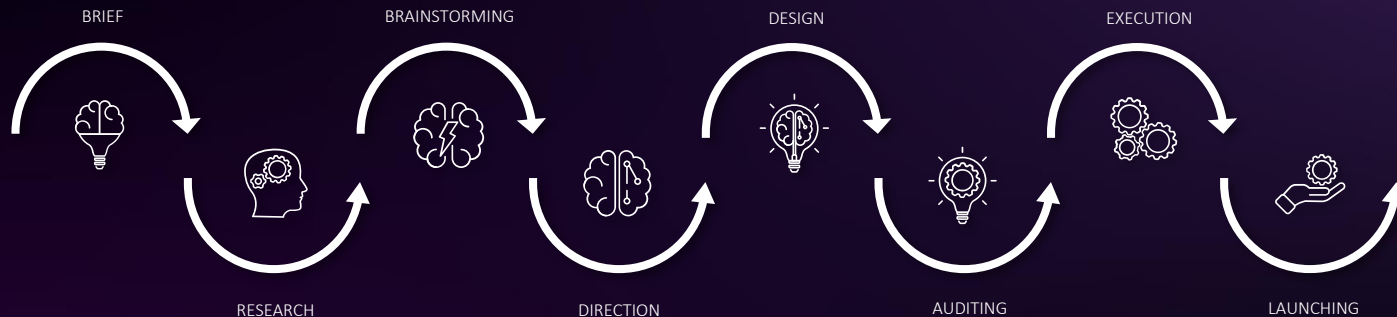
By understanding the above scope, we'll be able to allow the right budget for your next marketing move and better the ROI results.

After conducting the Primary Briefing, Mission235's Team will complete the project brief with full scope of deliverables; we have designed a fulfilling Brief Template that we share with our clients and ensure they are assisted in the process of filling the brief whenever needed.

Pursuing success through facts



Concepts in Action



We work closely together to create concepts for:

Shopping Mall
Commercial Development
Mixed Use Development
Shop
Restaurant
Business Model
Entertainment Outlet

Event
Movie - Series
Metaverse
Conference
Exhibition
E-commerce
Online Activation

Offline Activation
Hybrid Activation
Launch
Art Gallery
Brand Development
Advertising Campaign
Video Commercial

NFT
Crypto Currency
User Experience UX
User Interface UI
Shop Experience
Service Experience

Our approach,

Thinking macro



LOGIC

Strategic Precision, Creative Impact: Embracing the Left Brain in Marketing.

Our left-brain approach blends analytical rigor with creative ingenuity, ensuring that every campaign is not only strategic but also deeply impactful. By harnessing data-driven insights and strategic thinking, we craft campaigns that resonate with audiences and deliver measurable results. With our left brain guiding the way, we're committed to helping you achieve your marketing objectives with precision and flair.



QUALIFIED CONNECTION

Harmonizing Logic and Emotion: Integrating the Left and Right Brain in Marketing



EMOTION

Elevating Emotion, Inspiring Connection: Unleashing the Right Brain in Marketing

Our right-brain approach infuses creativity and imagination into every campaign, forging connections that resonate deeply with audiences. By embracing storytelling, visual aesthetics, and intuitive design, we create experiences that captivate hearts and minds alike. With our right brain leading the charge, we're dedicated to crafting marketing initiatives that not only drive results but also inspire lasting connections and loyalty.

Aligned on Purpose



Accessibility:

Ensuring equal access to resources and opportunities for all, regardless of limitations or barriers.

Sustainability:

Committing to practices that preserve and protect our environment for future generations, fostering harmony between people and planet.

Inclusion:

Embracing diversity and creating environments where everyone feels valued, respected, and empowered to contribute.

Diversity:

Celebrating the unique perspectives, backgrounds, and experiences that enrich our communities and drive innovation.

Equality:

Advocating for fairness and justice, where everyone has equal rights, opportunities, and treatment, regardless of identity or circumstance.

Practicing excellence



STRATEGY



BRAND



METRICS



ADVERTISING



PR & COMM



CONTENT



SOCIAL



WEB DEV



ACTIVATION



E-COMMERCE

Practicing excellence



STRATEGY

- Marketing Strategy & Plan
- Go-To-Market Strategy & Plan
- PR & Communication Strategy
- Sales Strategy & Plan
- Channel Partnership Strategy & Plan
- Brand Strategy Development
- Social Media Strategy & Plan
- Content Strategy & Plan
- Business, Product or Service Launch
- Positioning Strategy & Plan
- Market Sizing
- Etc.



BRAND

- Brand Development
- Name Research & Creation
- Brand Philosophy
- Brand Value Proposition
- Brand Positioning (Zone | Tagline)
- Brand Character & Tone of Voice
- Brand Culture
- Brand Relevance & Resonance
- Brand Word of Mouth Impact
- Brand Visual Identity
- Brand Verbal Identity
- Brand Photography Guidelines
- Brand Moodboard & Props
- Brand Advertising Guidelines
- Brand Social Media Guidelines
- Brand Internal Comms Guidelines
- Brand Extensions & Stationery
- Etc.

Practicing excellence



METRICS

- Marketing Performance Metrics
- Advertising Performance Metrics
- Digital Performance Metrics
- Activation Performance Metrics
- Conversion Metrics
- Consumer Insights/Analytics
- Consumer Research
- Product & Service Research/Analytics
- Competition Benchmarking/Analytics
- Executive Research/Analytics
- Industry Research/Analytics
- Generic Market Research/Analytics
- Focus Groups
- Surveys & Polls
- Etc.



ADVERTISING

- Advertising Planning
- Campaign Development
- Campaign Media Plan
- Campaign Execution
- Creative Concept Development
- Creative Copywriting
- Creative Concept Adaptation
- Digital Advertising
- Social Media Advertising
- Google Display Network
- Outdoor Advertising
- Indoor BTL Advertising
- Brochure Development & Design
- Leaflet Development & Design
- Special Execution Development & Design
- Etc.



PR & COMMUNICATION

- PR & Communication Strategy
- PR & Communication Planning
- Strategic Goals Development
- Key Messaging
- Stakeholder Communication
- Channel Mix
- Internal Communication
- External Communication
- Sponsorship Management
- Donation Management
- Corporate Social Responsibility
- Sustainability Communication
- Equality, Diversity & Equality Comm
- Crisis Management
- Monitoring
- Analysis



CONTENT

- Content Strategy & Plan
- Content Guidelines
- Copywriting
- Blog & Vlog
- Social Media Post
- Still Post Design
- Infographic Production
- Animation Production
- Video Production
- Podcast Development
- Conference Content Development
- Webinar Content Development
- Website Content Development
- Brochure Content Development
- Pitch Deck Content Development
- Proposal Deck Content Development
- Speech Content Development
- Etc.



SOCIAL MEDIA

- Social Media Strategy & Plan
- Engagement Strategy & Plan
- Social Media Calendar Development
- Social Media Page Creation
- Social Media Advertising
- Social Media Branding
- Social Media Content Management
- Social Media Account Management
- Social Media Response Management
- Chat Bots Design and Development
- Special Execution Design & Development
- Fanbase Development
- Social Media Show Development
- Social Media Live Development
- Social Media Web Integration
- Etc.



WEB DEVELOPMENT

- Web, Mobile, Software
- Domain Booking & Management
- Hosting Booking & Management
- Cyber Security Design & Management
- BRD Development
- Mind Mapping
- Backend Development
- CRM, ERP, POS & Payment Integration
- UI Design & Implementation
- UX Design & Development
- Application Development
- API Development & Integration
- Promo HTML5 Design & Development
- MEAN Stack
- MongoDB, ExpressJS, Angular & NodeJS
- JavaScript, HTML & CSS
- Python AI & ML
- Solidity for Blockchain
- Etc.



ACTIVATION

- Public Space Activation
- Shopping Mall Activation
- University & School Activation
- Business Center Activation
- High Tech Activation
- Promoter Booth Activation
- Sampling & Distribution Activation
- Gaming Activation
- Online Social Activation
- Online Special Execution Activation
- Hybrid Activation
- Metaverse Activation
- Etc.



E-COMMERCE

- Single Shop E-Commerce Strategy
- Multi-Vendor E-Commerce Strategy
- Market-Place E-Commerce Strategy
- Affiliate E-Commerce Strategy
- Channel Partnership Strategy
- Multi-Wallet Integration
- Multi-Payment Integration
- Order Tracking & Synchronization
- Inventory MS
- UX Feature Design & Development
- Go-To-Market Strategy & Plan
- Other Related Services
- Etc.



What we've done,

Partners Served



Client: NEOM Municipality
 Type: Festival
 Country: KSA
 Scope: Concept, Branding, 3D Visualization



What we've done,

Partners Served



Client: Saudi Aramco Total Refining & Petrochemical Company
 Type: Oil & Gas
 Country: KSA
 Scope: PR & Communication Strategy – 5 Years



Together onboard.

Business Process Blueprint

Destination: Cloud

Better Process. Better Performance. Better Results.

ساتورب satorp

For support, contact us on: bbbp@satorp.com

satorp.com

What we've done,

Partners Served



Client: Dubai Festival City
 Type: Mega Project
 Country: UAE
 Scope: Branding Campaign + Footfall Conversion

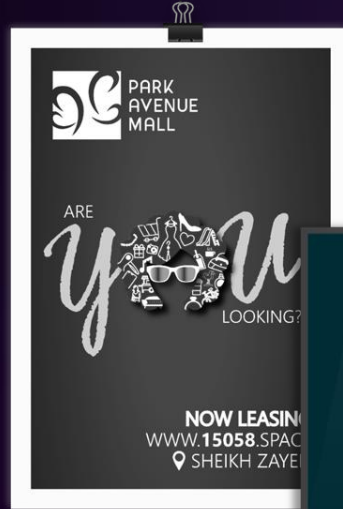


What we've done,

Partners Served

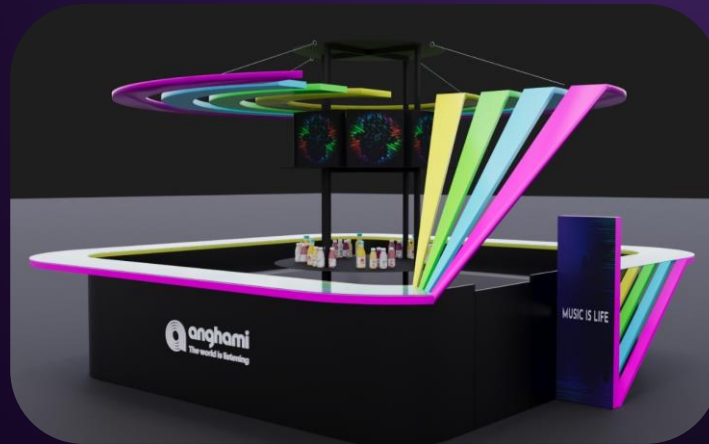


Client: Damac
 Type: Mixed Use (Commercial + Retail)
 Country: Egypt
 Scope: Branding + Experiences + Marketing





Client: Anghami
Type: Music & Entertainment Mobile Application
Country: KSA
Scope: Activation Concepts



09

What we've done,

Partners Served



Client: National Habilitation Company

Type: Real Estate Developer

Country: KSA

Scope: Events' Concepts, 3D Visualization and Merchandize





Client: Diriya - DGDC

Type: Events and Activations

Country: KSA

Scope: Concept, 3D Visualization and Merchandize





Client: Misk Foundation & Sister Companies

Type: NGO

Country: KSA

Scope: Events' Concepts, 3D Visualization & Merchandize





Client: Ezdihar – Al Hokair Group
Type: Shopping Center
Country: KSA
Scope: Consultancy + F&B Leasing



What we've done,

Partners Served

OBSIDIER

Client: Obsidier
Type: Mixed Use Towers
Country: Egypt
Scope: Design Review + Leasing





Client: Maxim Group
Type: Shopping Center
Country: Egypt
Scope: Façade Revamp + Leasing





Client: Markers Mark

Type: Mixed Use (Commercial + Retail)

Country: Egypt

Scope: Design Review + Leasing + Marketing Material



What we've done,

Partners Served



Client: Dubai Developments
Type: Shopping Center
Country: Egypt
Scope: Design Review + Leasing + Marketing Material



ROCK GOLD
for the timeless you.

Client: Al-Batal Group
Type: Jewelry & Fashion Shopping Center
Country: Egypt
Scope: Design Review + Leasing + Marketing Material



What we've done,

Partners Served

Revolve™

Client: Revolve – Eight Development
Type: Mixed-use (Commercial & Retail)
Country: Egypt
Scope: Leasing + Marketing Material



What we've done,

Partners Served



Client: King Abdullah Economic City

Type: Winter Festival

Country: KSA

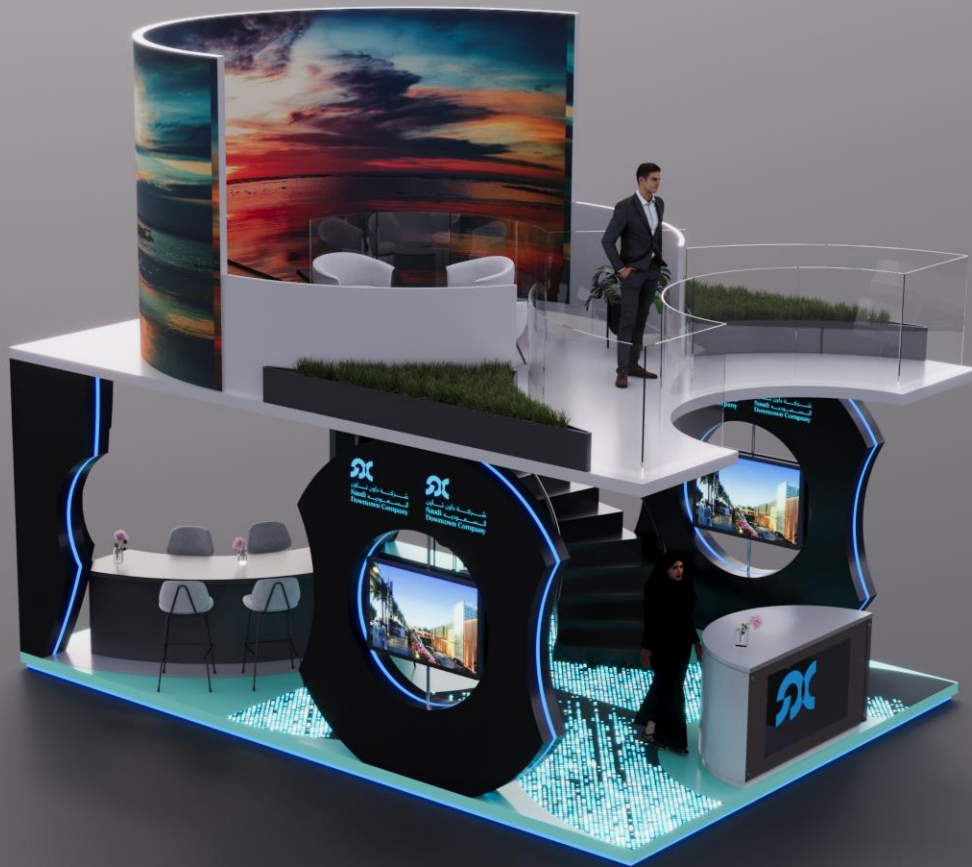
Scope: Concept + Plan + Brand + Marketing Material + Production





شركة داون تاون
السعودية
Downtown Company

Client: Saudi Downtown Company
Type: Real Estate Developer
Country: KSA
Scope: Exhibition Concept



09

What we've done,

Partners Served



مهرجان صحار
Sohar Festival

Client: Sohar Governorate

Type: 3 Months' Festival

Country: Oman

Scope: Concept + Brand + Marketing Material + 3D Visualization



Client: Scope – Al-Ajlan, World Defense Show 2024

Type: Exhibition

Country: KSA

Scope: Concept and 3D Visualization





Client: Torathuna for Social Responsibility
Type: Heritage Culture, Digital Heritage and Heritage Tourism
Country: KSA
Scope: Marketing + Social Media Contract

What we've done,

Partners Served



Client: Awalan Online Media

Type: Business & Economy News

Country: MENA

Scope: Launch + Marketing Strategy + Social Media Contract

Experienced with the best,

Proud Partners to:

IN-CRAM

DAVA
دانا لوجستك

اوقاف
Abdulreihman Alqosabi

AMERICAN
EXPRESS

شركة عبدالرحمن القوسابي
ABDULREIHMAN ALQOSABI CO. LLC

مركز الملك عبد العزيز
للبحوث الوطني

مستشفيات
مدنية
Mediclinic Hospitals

SBM
SAUDI BUSINESS MACHINES
الشعبوية للمعدات التجارية

المستشفى السعودي الألماني
Saudi German Hospital

NHC

SDAIA

شركة دان تاون
السعودية
Downtown Company

anghami

موبايلي
mobily

RIYADH
2023
WORLD COMBAT GAMES

الجامعة السعودية الإلكترونية
SAUDI ELECTRONIC UNIVERSITY

SCOPA
Defence

نيوم
NEOM

عبدالقادر المهديب
لخدمة المجتمع

شركة المدينة الاقتصادية
MEDINA ECONOMIC CITY COMPANY

مسك
msk

Revolve

EIGHT
DEVELOPMENTS

OASIS
الجزيرة الخضراء

SIEMENS

reflexion

PosBytz
Self-empowerment

TECH
BI
ZOMAH
INTEGRATED SOLUTIONS

شركة تراثنا للمسؤولية الاجتماعية
Heritage Social Responsibility Company

ساتورب
satorp

KAEC
مدينة الملك عبد الله الاقتصادية

ازدهار
ezdihar

ttbs
the tipbox society

UNESCO

JUST
CHICKEN.

M
— MAGNOM —

OBSIDIER

MAXIM MALL
مكسيم مول

MARKERS MARKS

CAPITAL
DUBAI
MALL

ROCK GOLD
Jewelry & Watches

ELBATAL
DEVELOPMENTS

وزارة الحج والعمرة
MINISTRY OF HAJJ AND UMRAH

COGS
DE
JEDDAH

Experienced with the best,

Proud Partners to:







































Experienced with the best,

Proud Partners to:

Al-Futtaim automall



LEADER
HEALTHCARE



the
beauty
crew

THE PLACE

مفجعة ورتة

shabakaat

LILYIMAD
FASHION STUDIO

THE 3MERS



ELITE
ecohome



GEMMAZING
LIFESTYLE HOTEL

JEWAN

leffelli



dawareen



اقتصاد ازواج
ECONOMY OF CUBES

alofixit
CONVENIENCE ENGINEERS



REVOLVE
MARKETS



zero



UNLOCK



Experienced with the best,

Proud Partners to:





Who's behind success?

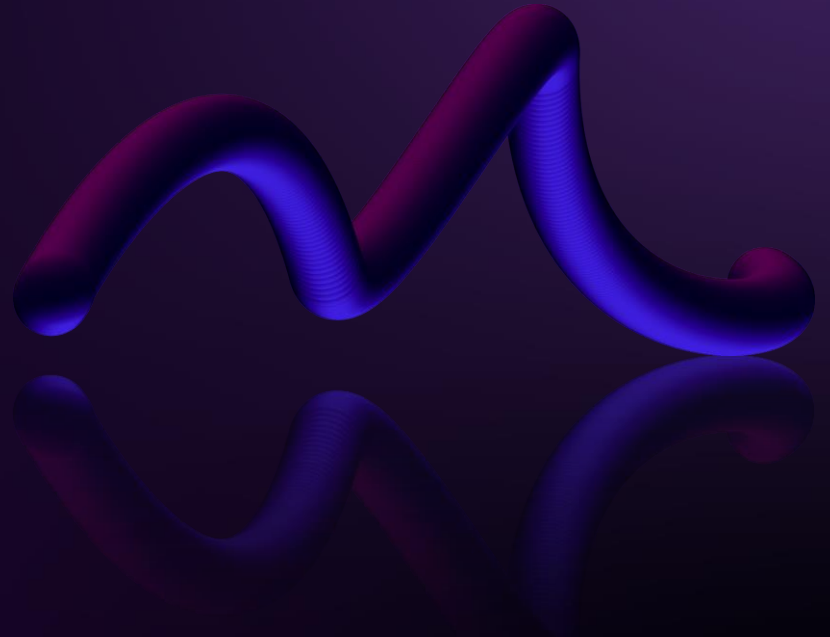
11

Meet the Family

We are a collective of creatives and visionaries, fearlessly challenging the status quo. With a deep understanding of the art of communication, we immerse ourselves in diverse worlds — in our clients' worlds, crafting captivating experiences that resonate with genuineness and achieve business results. We bring a global acumen, a sustainable and human-centric approach, igniting transformation through our fusion of professional expertise and emotional intelligence.

United by a shared passion for innovation, we thrive in a collaborative ecosystem where imagination knows no bounds — where resilience knows no hardship. Our team of trailblazers dares to dream, infusing every project with originality and flair. By embracing bold ideas and defying conventional limits, we excel in delivering groundbreaking solutions that leave a lasting impact.

Together, we embrace possibilities, empower brands, and write new stories ahead.



Who's behind success?

Meet the Family



Shahad Al-Jabri
Lead Advisory



Junaid Hamayoun
Creative



Sally Al-Anaz
Digital



Fadi Soueidi
Creative



Gilbertte Al-Khoury
Creative



Who's behind success?

11

Meet the Family



Louay Youssef
Retail



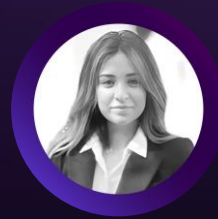
Nour Rabah
Retail



Charles Baker
Retail



Juri Al-Jaid
Digital



Reema Maarouf
Digital



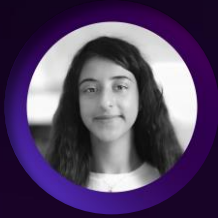
Who's behind success?

11

Meet the Family



Omar Mohtar
Web Development



Yara Youssef
Digital



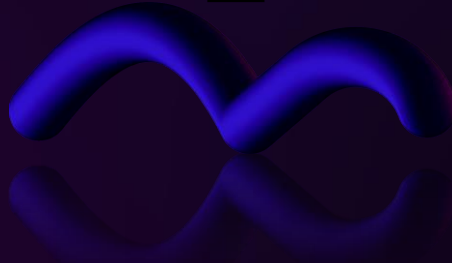
Salma Dorgham
Digital



Jean Jules Khorassandjian
Creative



Omar Youssef
Strategy



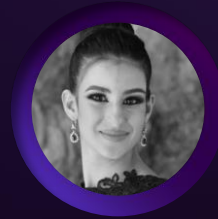
Meet the Family



Mari Kandalft
Retail & Marketing



Ayed Abou Hassoun
Creative



Farah Malaeb
Administration



Experienced with the best,
Our Global Affiliates



AI Pre-campaign Assessment
and Analytics for Creative Assets



Global Tech & Innovation
Advisory and B2B Solutions



Go-To-Market Partnership
Program



XR (VR, AR, MR), Interactive Technologies
and Immersive Experiences



Web 3.0, Metaverse
and Tokenization



AI-augmented Analytics for R&D,
Technology and Markets

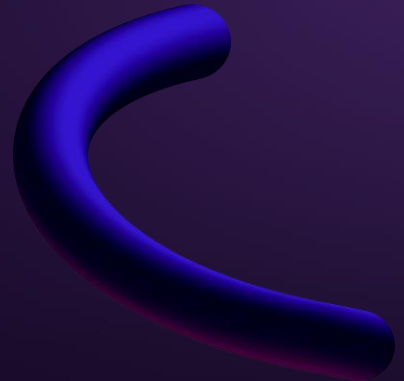


Accelerating B2B Marketers'
Contribution to Sales



Business by Design
Consultancy

How can we help?





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