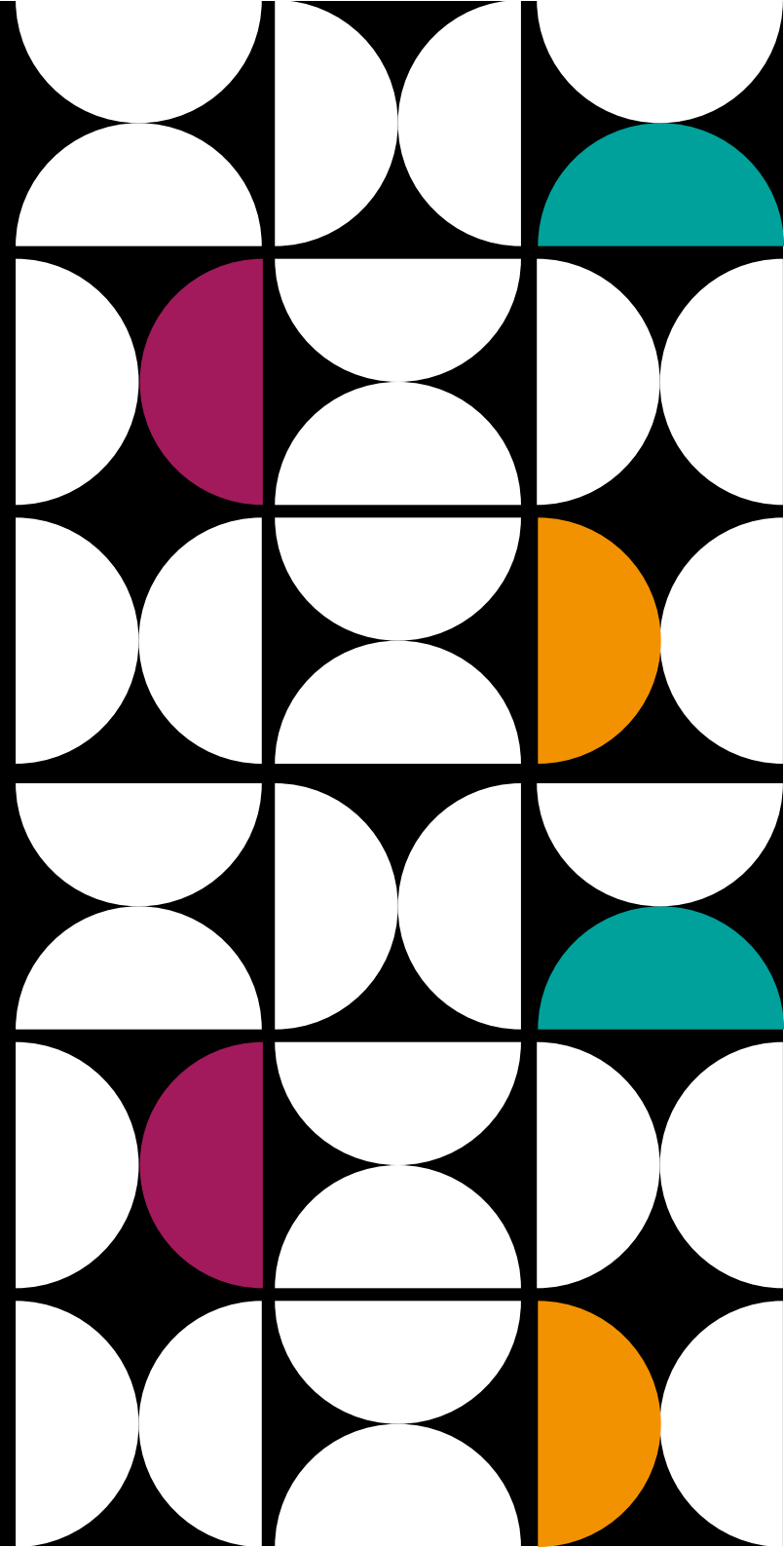


MADTM

MARKETING CREATIVE SOLUTIONS

RELY ON US



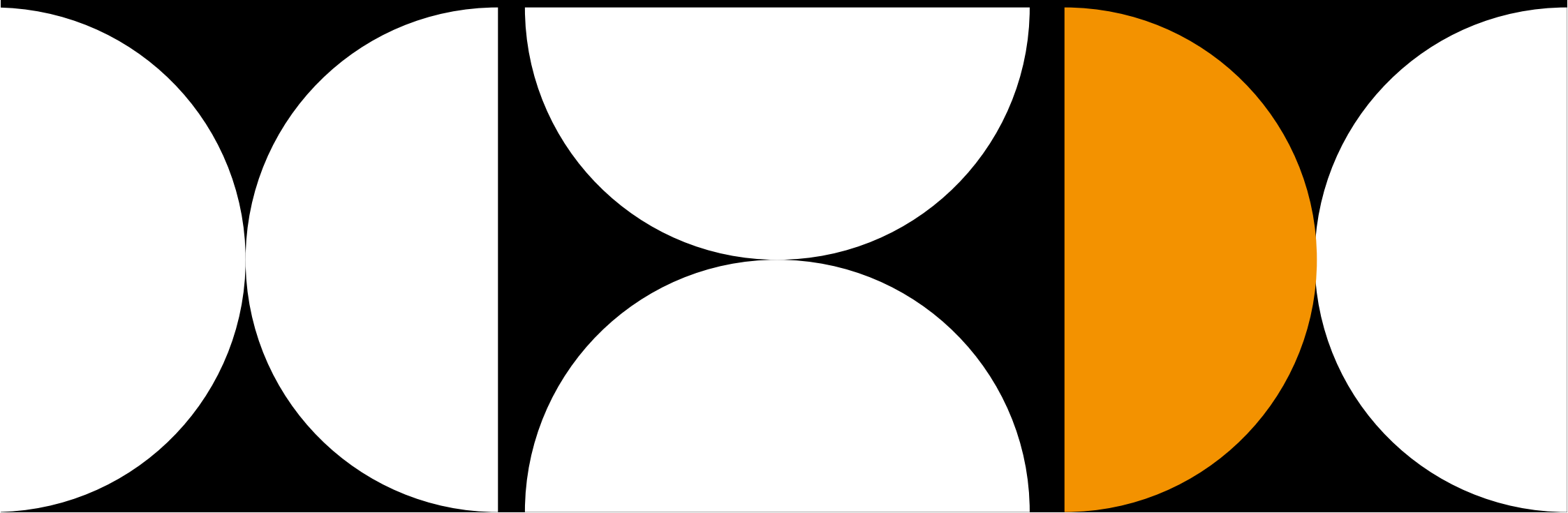
When you hear MAD, you might think we're just a bold,
creative agency and you'd be half right.

What sets us apart isn't just creativity, but
strategy at the core.

Every idea, every campaign, every brand we build
starts smart, then goes wild.

That's how MAD helped build over 150 brands
across Egypt and the region and that's exactly
what you're about to see.

WELCOME TO MAD



MAD is a 360° agency offering marketing,
advertising and digital solutions across Egypt,
the Gulf and the Middle East. That's why you can
always RELY ON US.

BRAND STORY

Marketing
Strategies.

Marketing
Research.

Marketing
Consultation.



Communication
Plans.

Go to
Market Plans.

Building
Brands.

On-Ground
Activation.

Media Planning
& Buying.

Websites.

BTL Designs.

BTL Production.

Event Management.

ATL Creative ADV.

Packaging.



Content
Creation.

Media
Planning
& Buying.

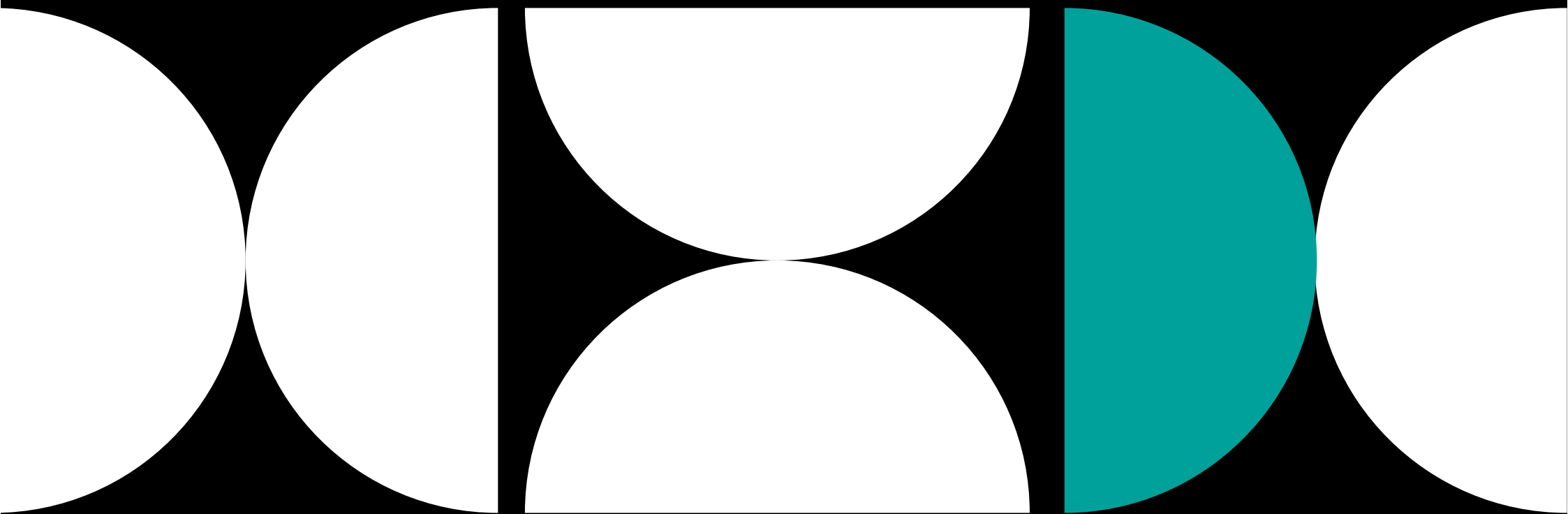
Digital Videos
& ADs.



Social Media Designs.

Community
Management.

Measuring &
Reporting.



MARKETING

Our marketing consultation goes beyond surface-level advice. We help brands step back, zoom out, and see the bigger picture, how they fit into market dynamics, cultural shifts, and evolving consumer behavior. Backed by experience with top accelerators and over 150 startup consultations, we deliver actionable, insight driven strategies that refine brand positioning, sharpen messaging, unlock growth, and build brands that last.



AASTE **EC**
ENTREPRENEURSHIP CENTER

FLAT **6** LABS
CAIRO

 THE AMERICAN
UNIVERSITY IN CAIRO | SCHOOL OF
BUSINESS
AUC VENTURE LAB

MARKETING CONSULTATION

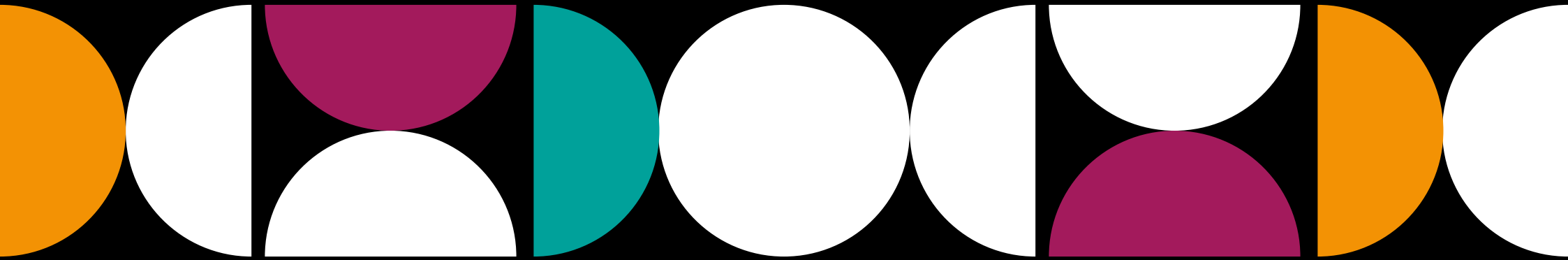
300 +

S T A R T U P S

RELY ON US



EMPOWERING OVER 300 STARTUPS WITH STRATEGIC GROWTH AND MARKET INSIGHT



MAD stands as a strategic business partner to some of the region's leading innovation hubs and accelerators – including AAST Entrepreneurship Center, Flat6Labs, AUC Venture Lab, and BioCluster – empowering over 300 startups through insightful marketing consultation and growth-focused strategies. With 300+ consultation sessions conducted, MAD provides a comprehensive analysis of market positioning, customer perception, and communication gaps to help startups and entrepreneurs refocus on development, scalability, and brand growth. By delivering data-driven insights and practical marketing direction, MAD continues to drive the success of emerging ventures and shape the next generation of businesses in Egypt and beyond.

SHERATON RESIDENCE

MAD crafted the creative communication campaign for Egypt's first Sheraton-branded residence by Margins Developments. Through distinctive art direction and mood board creation, we brought the project's refined persona and unique identity to life.

Communication Strategy – Art Direction – Mood Board – Concept Development

THE 1ST BRANDED RESIDENCE IN EGYPT

Egypt's First
Sheraton-Branded
Residence



SHERATON

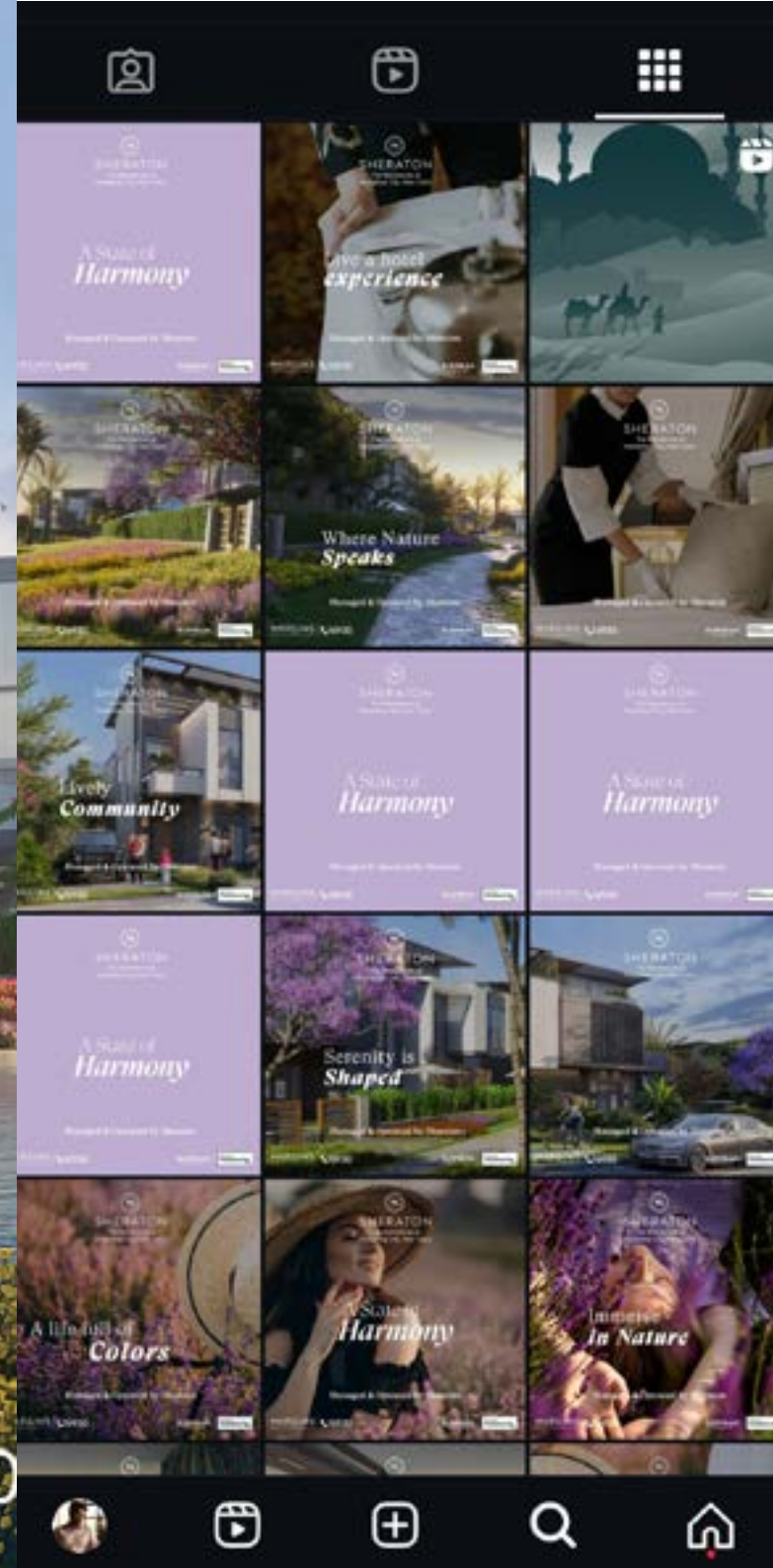
The Residences at
Mostakbal City, New Cairo

A State Of Harmony



MARGINS
DEVELOPMENTS

16930





SHERATON

The Residences at
Mostakbal City, New Cairo

A State of *Calmness*

Managed & Operated by Sheraton

MARGINS
DEVELOPMENTS | 16930

ELRABWA
GROUP

Developed in
Mostakbal City



SHERATON

The Residences at
Mostakbal City, New Cairo

Unwind in Life
A State Of Harmony



MARGINS
DEVELOPMENTS

16930



SHERATON

The Residences at
Mostakbal City, New Cairo

Effortless living
A State Of Harmony



MARGINS
DEVELOPMENTS

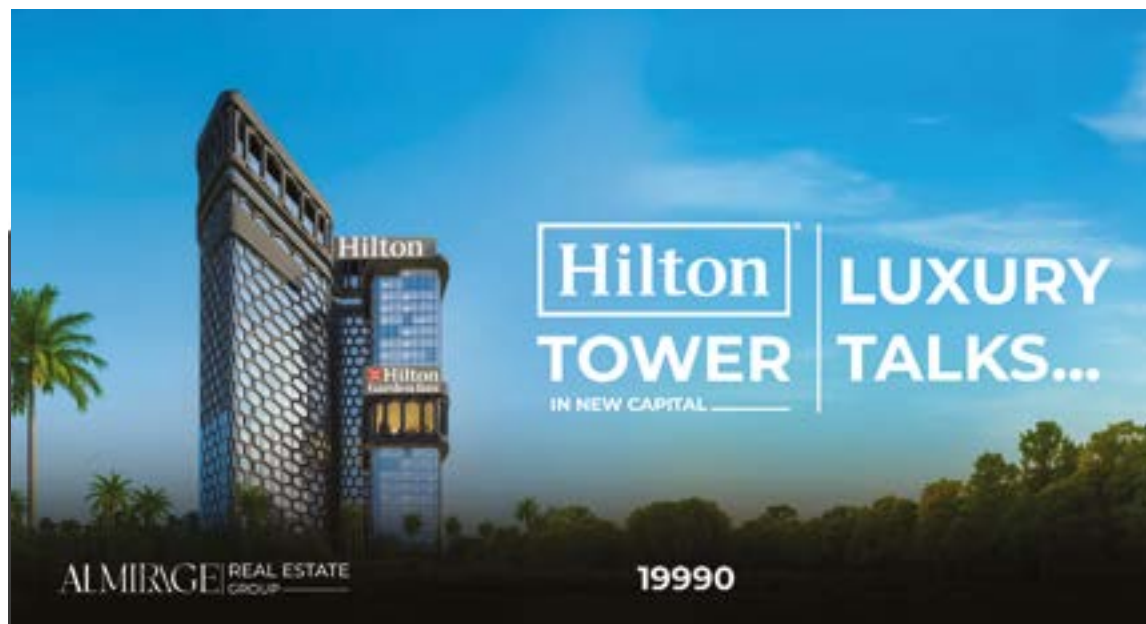
16930

Elevating Branded Luxury, MAD directed the communication strategy and creative art direction for Hilton Tower by AlMirage Developments, a landmark in branded residences.

Creative Concept – Communication Strategy – Art Direction – BROCHURE

HILTON TOWERS BY AL-MIRAGE DEVELOPMENTS







DEX GOLD BULLION

DEX GOLD BULLION

MAD built DEX from the ground up , shaping its brand positioning, crafting a distinctive name and slogan, and setting the creative direction. From visual identity and corporate materials to a full website launch, we delivered a cohesive brand ecosystem that established DEX's presence from day one.

BRAND LAUNCH STRATEGY





SWISS BELL

RESIDENCE RIVAN

Where Global Vision Meets Local Precision

In just three days, MAD turned a global hospitality brand into a story that resonates locally. From concept creation and slogan development to art direction and full campaign execution, we crafted an international brand positioning for Swiss-Bel Residence Rivan that merged world-class luxury with the refined spirit of the Egyptian market.

Brand Positioning – Communication Strategy – Art Direction – Slogan



Live Free

FIRST-BRANDED APARTMENTS IN R7



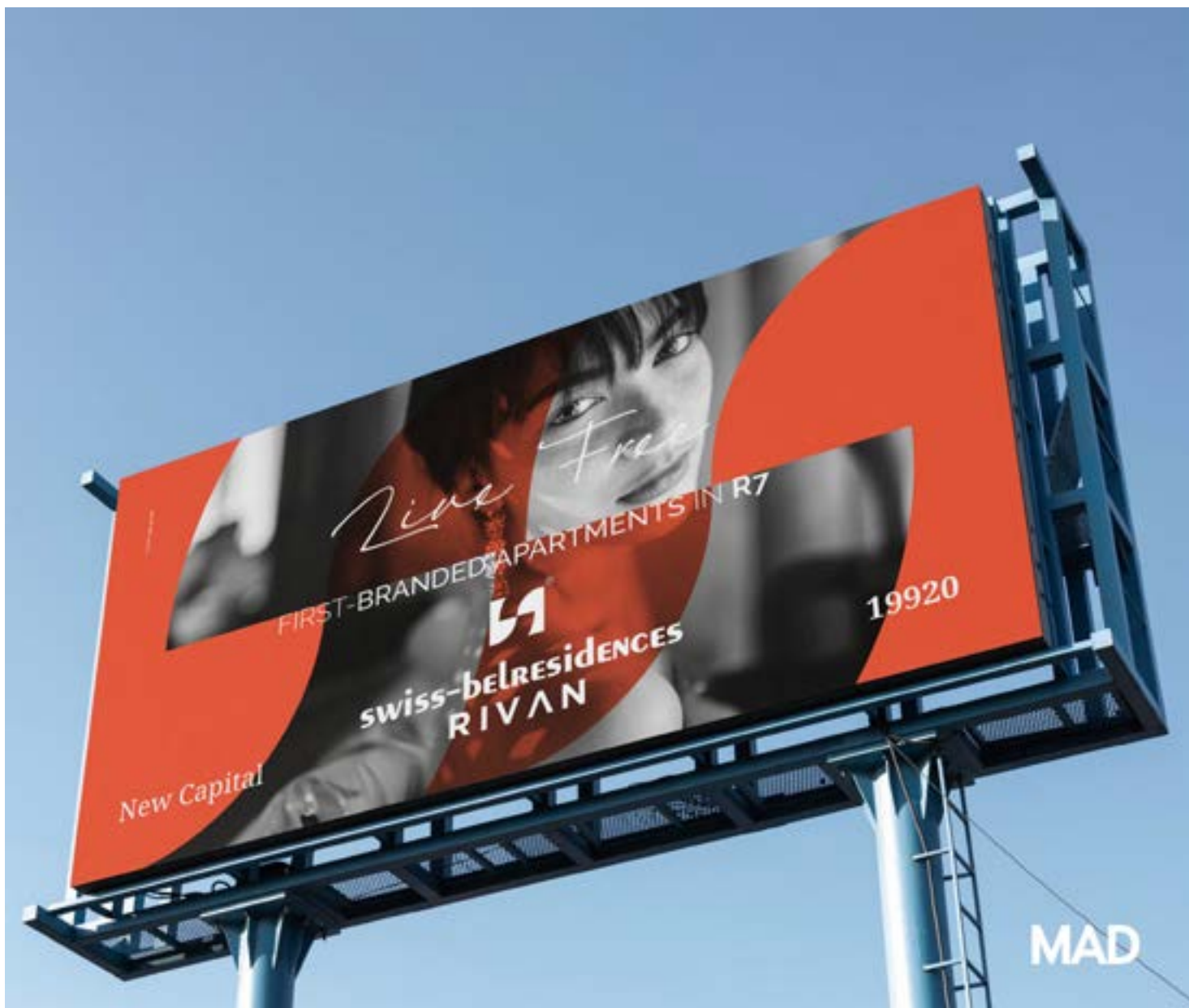
swiss-belRESIDENCES
RIVAN

New Capital

19920



swiss-belRESIDENCES
RIVAN

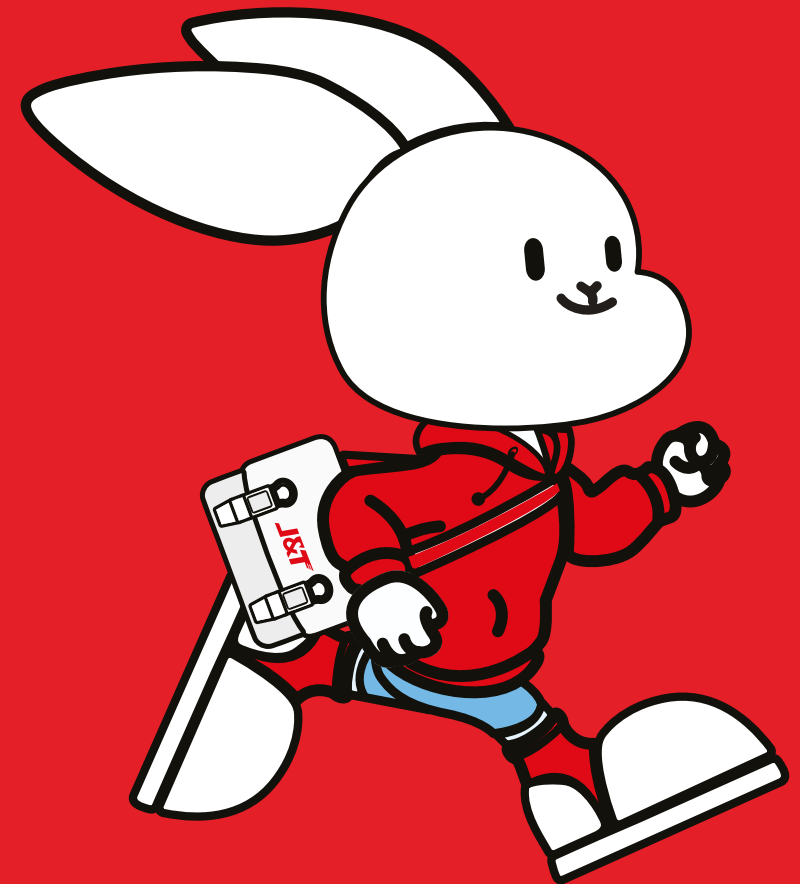




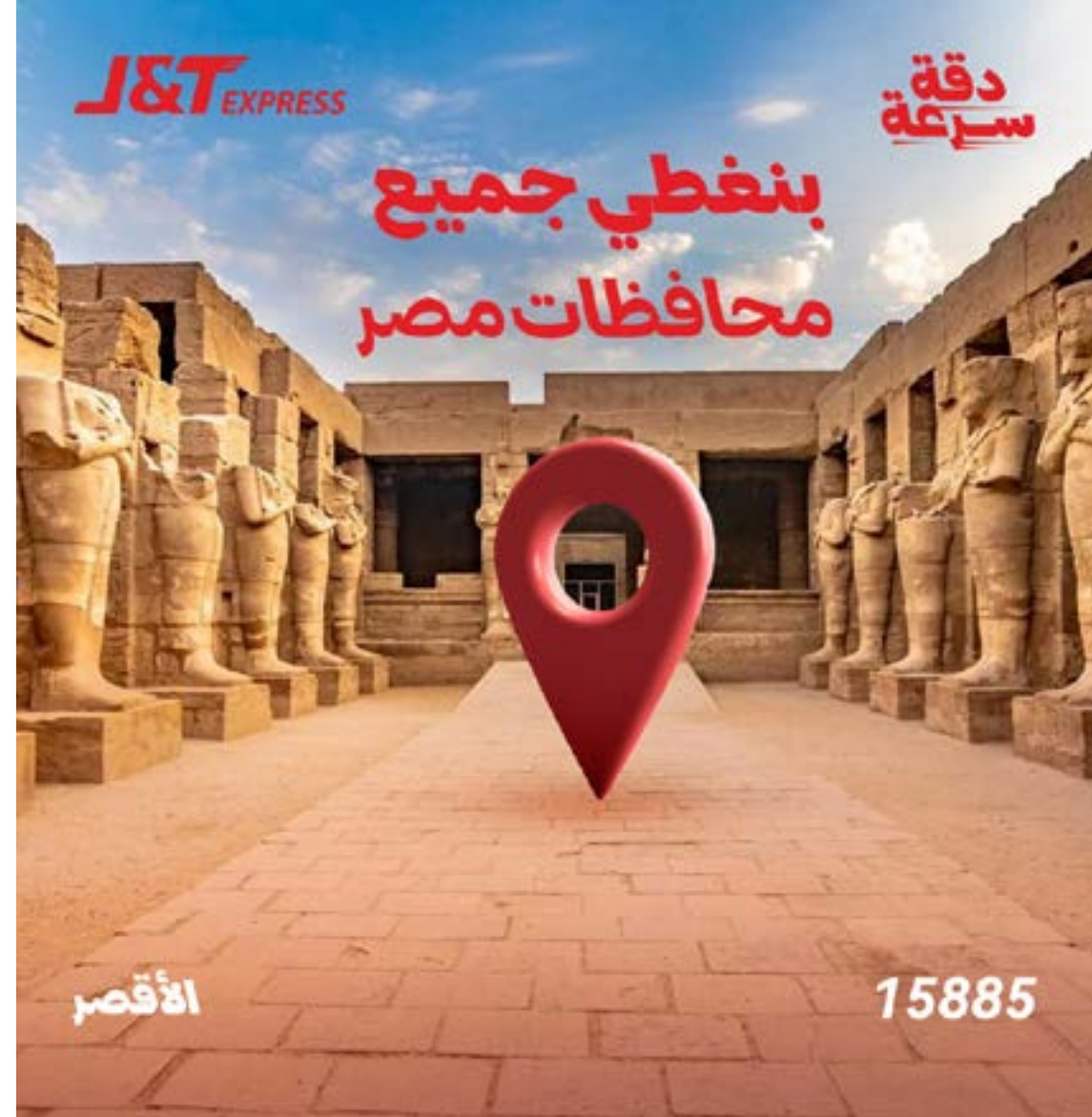
J&T EXPRESS

Delivering a Bold
Digital Identity

MAD reintroduced J&T Express in Egypt through a powerful rebranding digital campaign. With a refreshed art direction and modern strategy, the global delivery leader's new identity resonated strongly across social media with a local look and feel that matches the target audience's persona.



Tagline – Creative Art Direction – Social Media Strategy – Rebranding



J&T EXPRESS

**دقة
سرعة**

J&T EXPRESS

**دقة
سرعة**

**تجارتك
الإلكترونية هتوصل
مصر كلها**



15885

J&T EXPRESS

**دقة
سرعة**

دائما قريبين منك



15885

J&T EXPRESS

**دقة
سرعة**

15885

MAD launched the Italian icon “Bata” in Egypt with the creative concept “From Italy With Style.” The unified digital and offline communication generated over 1 million impressions in the first month and boosted in-store sales by 25%.

Online Communication Strategy – Slogan – Art Direction – Digital Activation

Bata

From Italy With Style

CONCEPT

For Facebook posting, all product posts will be accompanied with descriptive captions for the product. However for graphical posters, captions will Italian quotes and sayings with english translations.



VISUAL STYLE

Bata is a 120 Years old Italian brand that is well known all over the world, however there is a misconception for the brand in the Egyptian market, therefore our main priority in this direction is to highlight its elitess and quality delivered from Italy through our digital platforms. Furthermore, to do this we decided to use flat elegant illustration posters inspired from the 1950's fashion school visual styles while usin our 3 main colors ONLY.

Bata

NOW IN EGYPT



Bata

FROM ITALY TO YOU



MAD redefined RAQ's market presence through a complete brand positioning strategy, from crafting a bold slogan and art direction to executing a high-impact outdoor campaign.

The result? A revenue boost of over 50%, proving the power of strategic creativity in driving real business growth.

BRAND POSITIONING STRATEGY



BRAND POSITIONING STRATEGY

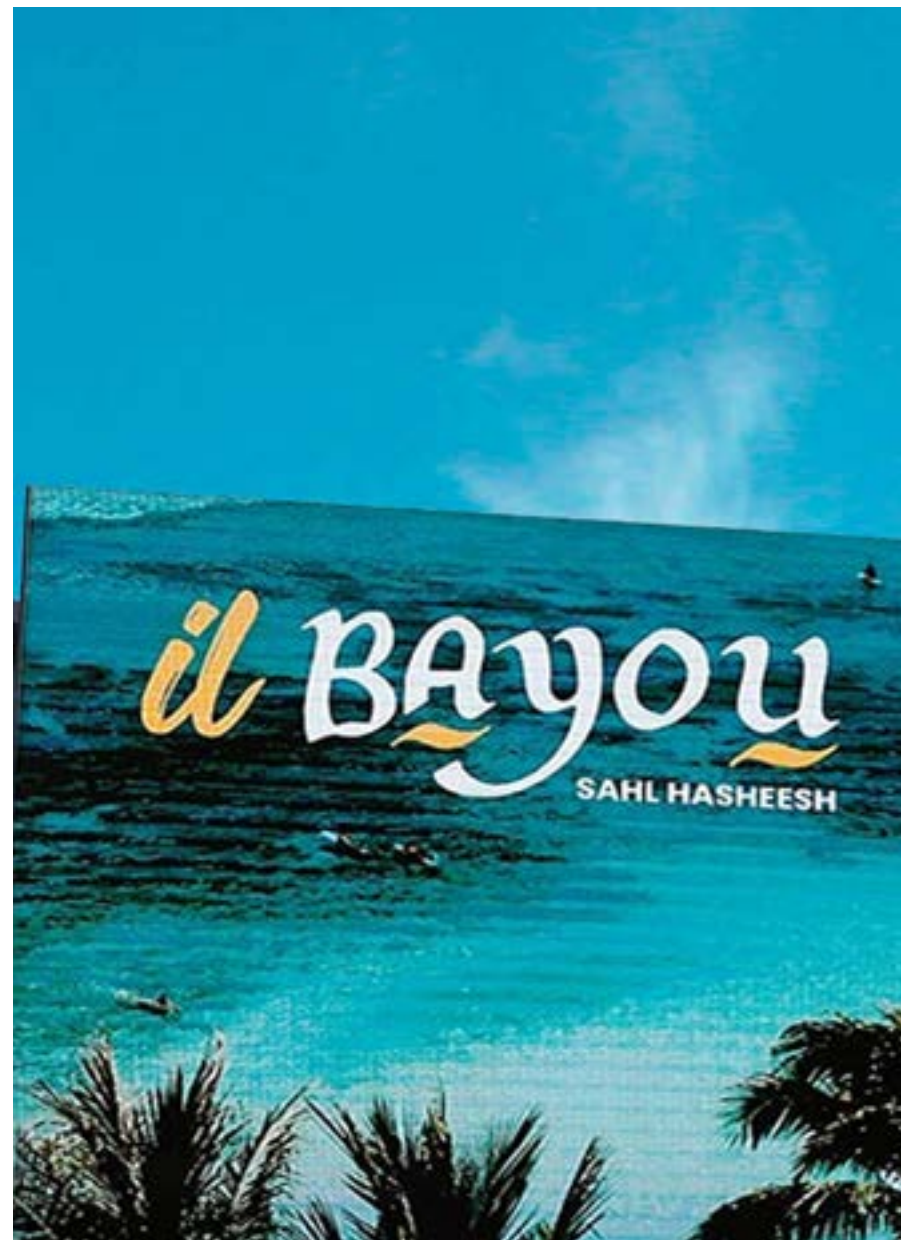


حيث يسكن الرقي

RAQ DEVELOPMENTS

From concept to launch, MAD built IL BAYOU's brand from the ground up. We defined its positioning, created the name, slogan, and logo, and carried the vision through a cohesive identity system and a striking outdoor campaign , establishing a powerful and memorable presence in the real estate market.

COMMUNICATION STRATEGY



IL-BAYOU

ABOVE

All Blues



ABOVE *All Blues*

il **BAYOU**
SAAL HANDELSIM

TLD-eg.com 16170



ABOVE *All Blues*

il **BAYOU**
SAAL HANDELSIM



16170

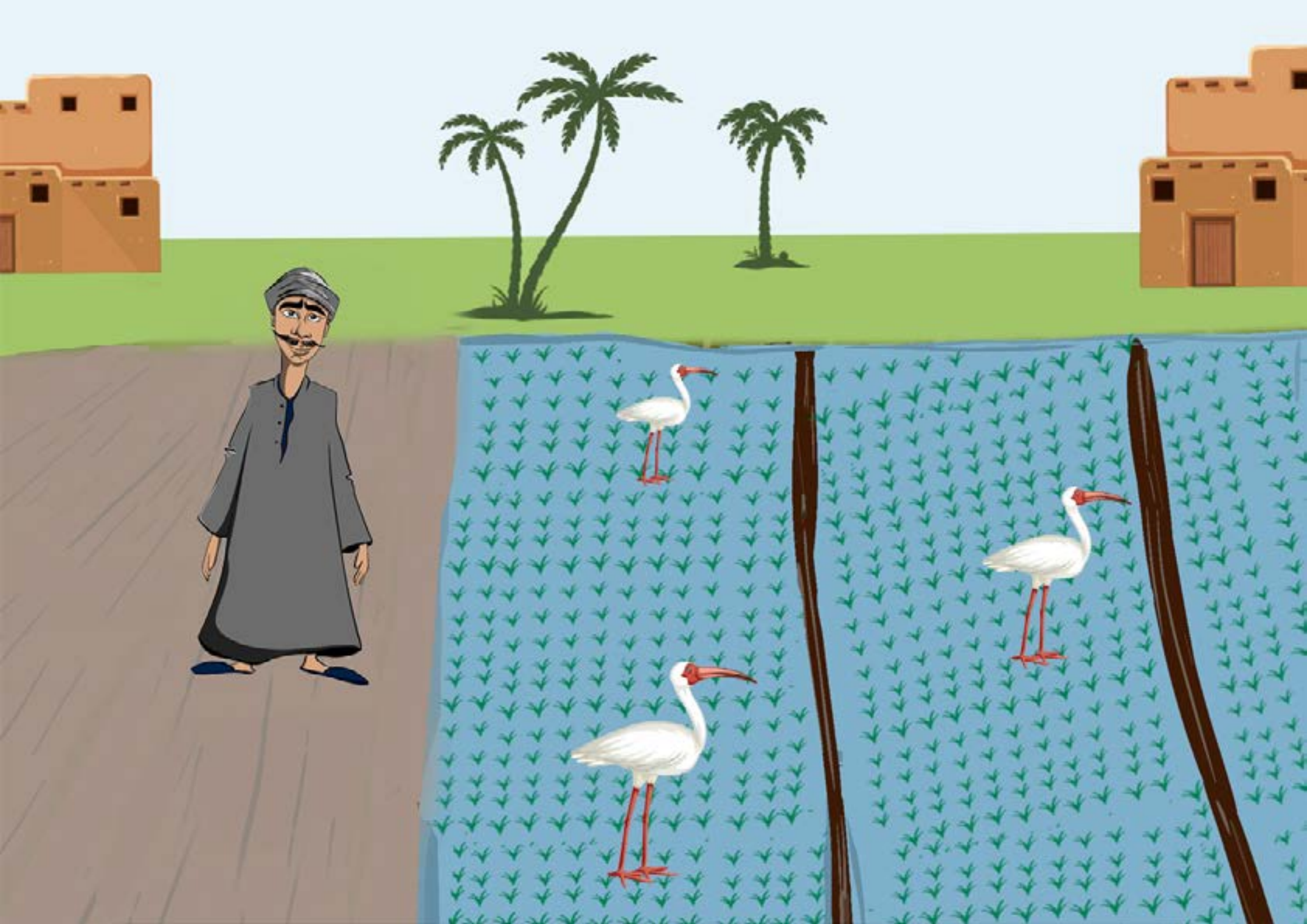
il **BAYOU**
SAAL HANDELSIM

TLD-eg.com 16170

COMMUNICATION STRATEGY

In collaboration with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and Egypt's Ministry of Agriculture, MAD designed and executed a full-scale communication strategy to promote sustainable agricultural practices and efficient water use. The 360° campaign combined awareness and educational tools , from booklets, documentaries, and infographic videos to posters, flyers, and social media content , to shift behaviors and mindsets among small-scale farmers through knowledge and empowerment.

GIZ – 360°





RIPPLE

/24

Creating Ripples of Change

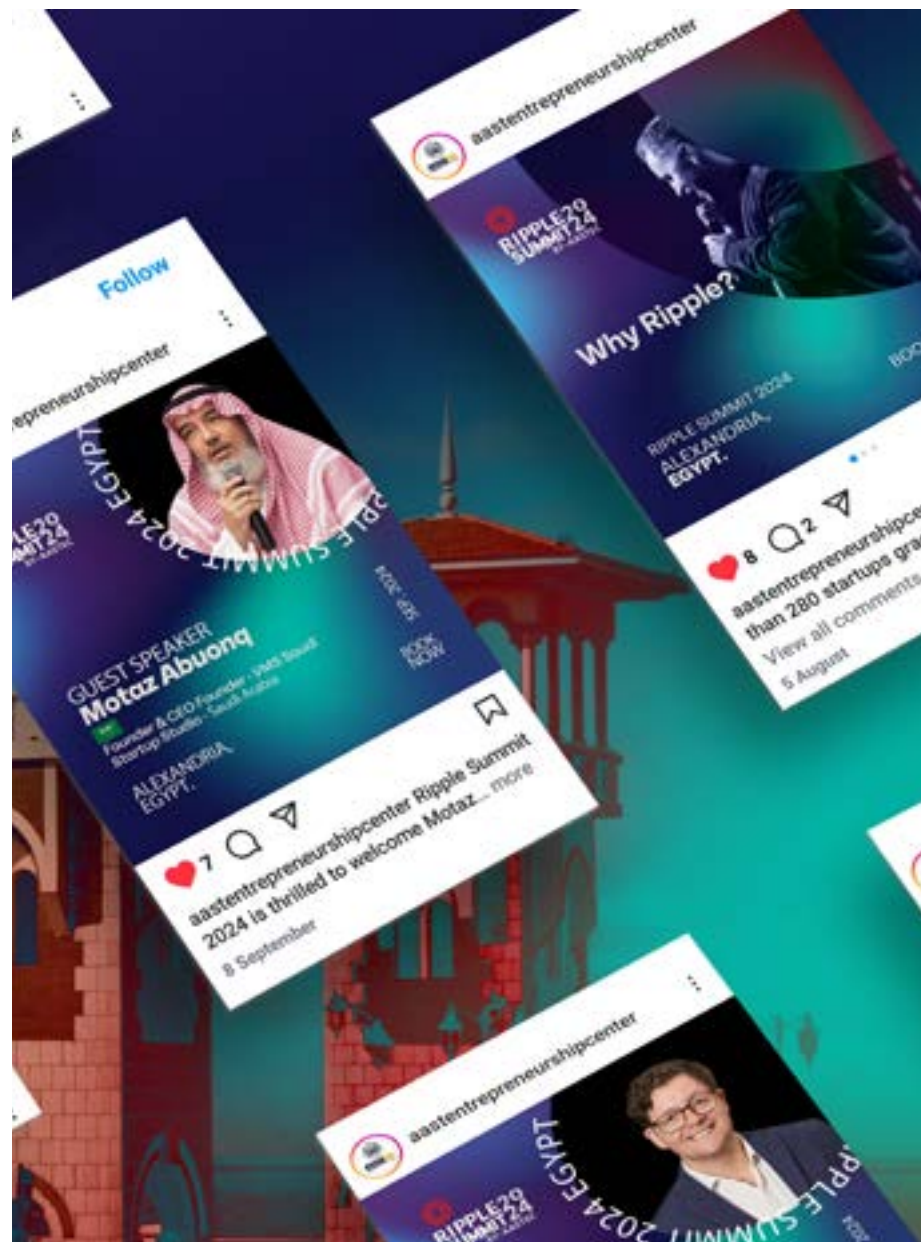
As the marketing partner of Ripple Summit 2024, MAD delivered a 360° event marketing experience – from brand identity and slogan to digital and live coverage. The event gathered 1,500+ attendees and 80+ global enablers, making it the first global entrepreneurship summit in the MENA region.

Communication Strategy – Slogan – Event Coverage – Branding – Social Media Direction



RIPPLE20 SUMMIT24

BY-AASTECH





Building a Successful Angel Investment Network

RIPPLE SUMMIT 2024
ALEXANDRIA,
EGYPT.

BOOK NOW
www.ripple.com



ALEXANDRIA,
EGYPT.

11-12 SEP.



RIPPLE20
SUMMIT24
BY-AASTEC



ST

Global Summit for Entrepreneurship Enablers in Egypt and the MENA Region

BOOK NOW

CLEOPATRA HOSPITALS GROUP

Excellence In Healthcare



Over two consecutive years, MAD elevated the digital presence of Cleopatra Hospitals Group through targeted communication strategies and impactful media buying. By optimizing content flow and creative messaging, we increased service leads by 300% in the first quarter, making CHG's digital campaigns a benchmark for performance within the healthcare sector.

ONLINE COMMUNICATION STRATEGY – SLOGAN – ART DIRECTION – MEDIA BUYING

أجهزة عالية الجودة



19668

مستشفيات كليوباترا
Cleopatra Hospitals Group

نظام تقم
دقيق



19668

مستشفيات كليوباترا
Cleopatra Hospitals Group

رعاية صحية متكاملة



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مستشفيات كليوباترا
Cleopatra Hospitals Group

صحتك هي حياتنا



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مستشفيات كليوباترا
Cleopatra Hospitals Group

د. نهال فوزي
أخصائية أمراض نسائية



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مستشفيات كليوباترا
Cleopatra Hospitals Group

أبطال الصحة
والرعاية



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مستشفيات كليوباترا
Cleopatra Hospitals Group

رعاية صحية
متكاملة



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مستشفيات كليوباترا
Cleopatra Hospitals Group

مستشفيات كليوباترا
Cleopatra Hospitals Group



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مستشفيات كليوباترا
Cleopatra Hospitals Group

في خدمتك طوال اليوم



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مستشفيات كليوباترا
Cleopatra Hospitals Group

CLEOPATRA HOSPITALS
GROUP



CHG

الفوائد الصحية لجراحات الترخّل المحرود



CLEOPATRA HOSPITALS
CAIRO SPECIALISED HOSPITAL

☎ 19668

Instagram CleopatraHospitals
Facebook CairoSpecialisedHospital/CHG

الفوائد الصحية
لجراحات الترخل المحرود

جراحات القلب
ذات الترخل المحرود



CLEOPATRA HOSPITALS
CAIRO SPECIALISED HOSPITAL

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CleopatraHospitals
CairoSpecialisedHospitalCHG



غرف طبية مجهزة
بأحدث الأجهزة الطبية



CLEOPATRA HOSPITALS
AL SHOROUK HOSPITAL

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CAIRO SPECIALISED HOSPITAL

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CleopatraHospitals
CairoSpecialisedHospitalCHG



**COMMITTED
TO YOU**

TLD-eg.com 16170



MAD developed a communication concept for TLD – The Land Developers that reflects the company's core vision and solid positioning in the real estate market. The creative slogan and visual direction strengthened the brand's corporate identity and market perception.



COMMITTED
TO YOU

TLD-eg.com 16170

MAD





COMMITTED TO YOU



After entering the Egyptian market as the first organic food brand from the UK, MAD developed a cost-effective marketing and pricing strategy that helped Ella's Kitchen overcome the 2022 economic challenges. By analyzing revenue models, expenses, and competitors, MAD created a new pricing model and P&L structure that sustained profitability, opened new market channels, and increased sales by 30%. (360 Marketing Strategy – Pricing Strategy – Brand Positioning – Creative Direction – Slogan – Online & Offline Communication)

ELLA'S KITCHEN

Nourishing Growth
in Every Spoon.

Ella's
kitchen

For your
little
Hero

#Happiness_arrived!



Ella's
kitchen

Everyday is
Halloween



Ella's
kitchen

The Purple one



Ella's
kitchen

Twinkle
Twinkle
Little Star



Ella's
kitchen

old Macdonald's has a farm so does
Ella's



Ella's
kitchen







Ella's
kitchen

**Your organic
Goodness**



A mixed-use project by Mercon Developments, G7 was positioned by MAD as a contemporary destination for business and lifestyle.

Through a strategic communication approach, the slogan “Exceptional Experience,” refined art direction, and dynamic social media presence, we crafted a brand narrative that seamlessly blends innovation, functionality, and elegance.

Communication Strategy – Slogan – Art Direction – Social Media Direction

G7

Exceptional Experience
in Every Detail

G7
COMMERCIAL
COMPLEX

**EXCEP-
TIONAL**

Designs



NEW CAIRO, G-STRIP MALL

// WWW.MERCONDEVELOPMENTS.COM

**EXCEP-
TIONAL**
Location

📍 90 North St, New Cairo.

G7
COMMERCIAL
COMPLEX

// WWW.MERCONDEVELOPMENTS.COM

G7
COMMERCIAL
COMPLEX

**EXCEP-
TIONAL**
Shopping
**EXPERI-
ENCE.**

// WWW.MERCONDEVELOPMENTS.COM

EXCEP- TIONAL *Facilities*

PROJECT FACILITIES **INCLUDE**
AND **NOT LIMITED TO:**

- / TECHNICAL SUPPORT 24/7
- / 24/7 CCTV CAMERAS
- / GENERATOR TO ENSURE
UNCUT ELECTRICITY SUPPLY
- / AUTOMATIC ID GATE



EXCEPTIONAL
Shopping
EXPERIENCE.

G7
COMMERCIAL COMPLEX

// WWW.MERCONDEVELOPMENTS.COM



G7
COMMERCIAL COMPLEX

EXCEPTIONAL
Offices

STARTING FROM

34 METERS | 1,170,000 L.E.

// WWW.MERCONDEVELOPMENTS.COM

10%
DOWNPAYMENT

EXCEPTIONAL
Payments

7 UP TO
YEARS
INSTALLMENTS

TERMS & CONDITIONS APPLY

// WWW.MERCONDEVELOPMENTS.COM



Developed by Qurtuba Developments and managed by Time Hotels, NUZUL Tower introduces a new standard of refined living infused with hotel-inspired comfort.

As a strategic partner, MAD oversaw the project's full creative direction from branding and concept creation to event theme development and management crafting a cohesive identity and immersive experience that reflect sophistication, comfort, and modern design.

NUZUL TOWER

QURTUBA DEVELOPMENTS

NEW CAPITAL
IS ABOUT TO
WELCOME A
TOWER

QURTUBA DEVELOPMENT | NUZUL

16861

THAT BLENDS HOTEL
LIVING, COMMERCE, AND
INNOVATION

ALL IN ONE
DESTINATION.

NUZUL



COVE

DESIGN FIRM

ARCHITECTURE



MAD built the full brand identity for COVE, translating engineering precision and architectural mastery into a cohesive visual and digital experience. From logo creation, brand identity to website design, every detail reinforced the brand's modern professionalism and technical excellence.

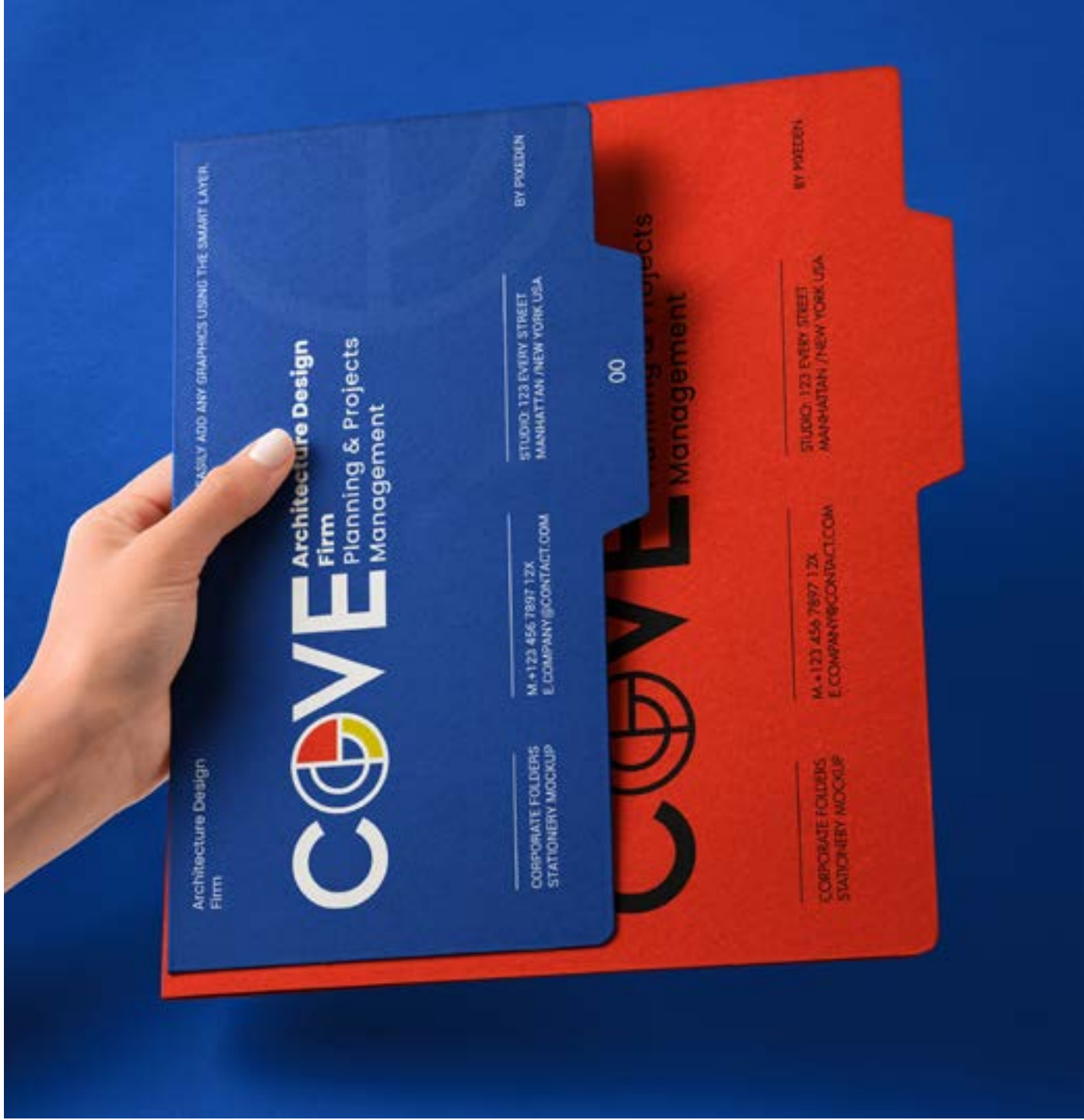
Logo Revamping – Corporate Identity – Website

BEFORE



AFTER





MILINIUM

MAD partnered with Milinum Men's Wear to build the brand from the ground up, starting with logo creation and a complete branding system that defines the brand's identity, tone, and visual language. Our scope extended to designing and developing the website, alongside internal branding that aligned with the brand's values and direction. Through a cohesive and well-structured approach, we delivered a strong, contemporary brand presence that reflects confidence, style, and consistency across every touchpoint.

MINIUM
MEN'S WEAR

TO BECOME THE GO-TO DESTINATION FOR MODERN MEN SEEKING AFFORDABLE
SOPHISTICATION AND TIMELESS STYLE REDEFINING FORMAL WEAR FOR TODAY'S GENERATION

Confidence in Every Stitch.

THE BRAND STORY

INSPIRED BY THE TIMELESS STRENGTH OF
REIMAGINED WITH A MODERN TWIST. THE
SPELLING REFLECTS OUR PHILOSOPHY:
CLASSIC ROOTS WHILE RESHAPING TRADITION TO
IT'S NOT JUST A NAME - IT'S A STATEMENT
WHERE CRAFTSMANSHIP MEETS CONTEMPORARY
EVERY DETAIL IS TAILORED FOR THE NEW ERA OF

MISSION

TO CRAFT ELEGANT, PREMIUM-QUALITY SUITS
EXCEPTIONAL COMFORT, CONTEMPORARY DESIGN
EMPOWERING MEN TO LOOK SHARP AND FEEL

*For the Man
You Choose to Be.*

BRAND GUIDELINE



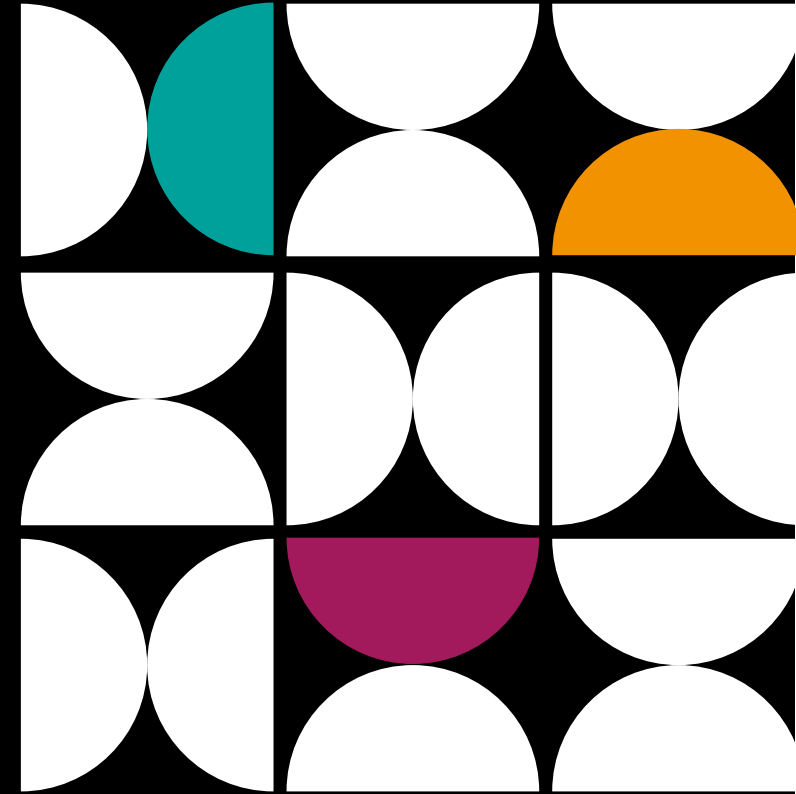
MAD partnered with La Siesta Wellness & Co. to redefine its brand identity through a comprehensive logo revamp and the development of a cohesive corporate identity system. Our work extended to crafting a refined company profile that clearly articulates the brand's philosophy, positioning, and wellness-driven lifestyle offering.

Through thoughtful design, structured storytelling, and visual consistency, we translated La Siesta's essence into a clear, credible, and elevated brand presence, positioning it as a holistic wellness destination with a distinct identity.

La Siesta Wellness & Co.







RELY ON US



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