

PORTFOLIO








niveche | creative









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FOR ALL SEASONS

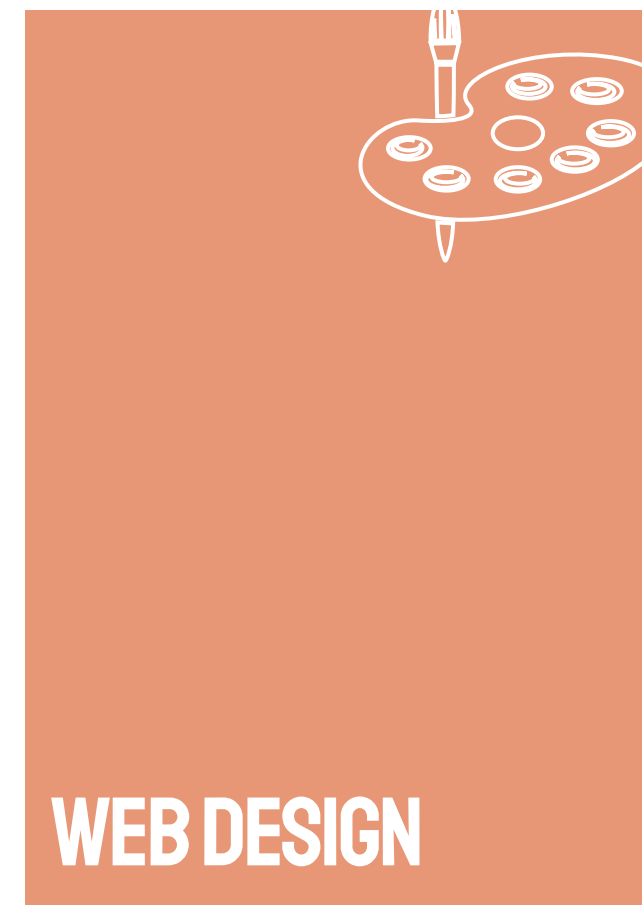
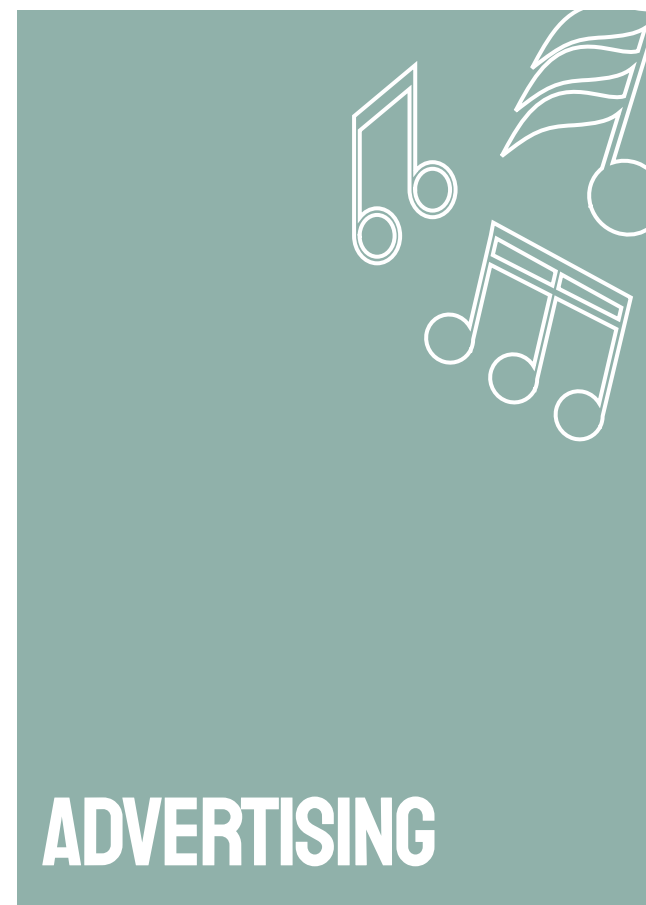
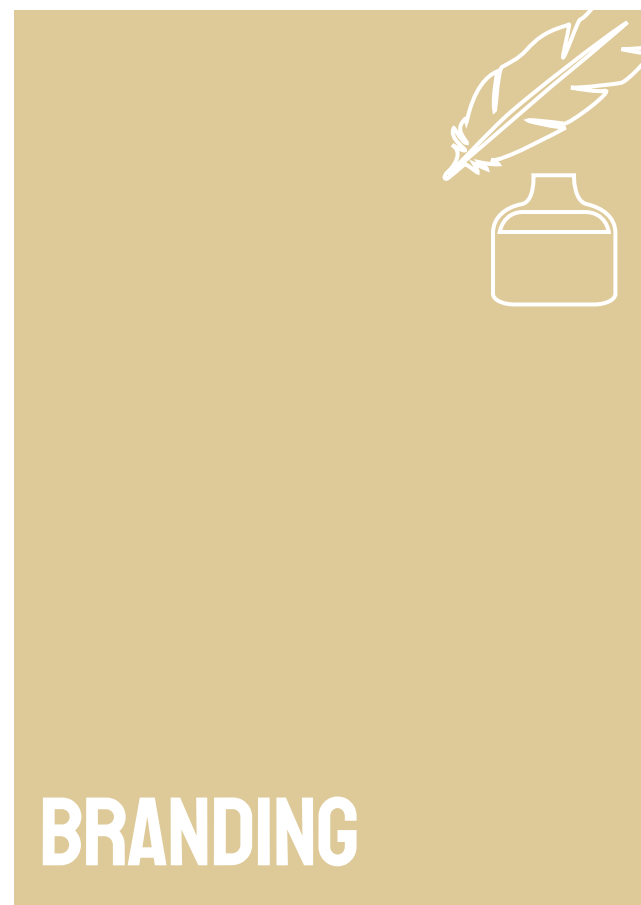
Seasoned in advertising and communications as a creative director, brand strategist, copywriter, designer, and proven leader for over 16 years, I have cultivated key creative skills with depth of knowledge and experience. This portfolio is a reflection of this diversity as I just love creating something new from an idea driven to a purpose - the tools are secondary to the vision of the creator. I have always been curious to learn new things. Whether it's a new aptitude or improving on an existing discipline. I enjoy brainstorming with others and equally at ease working at my own pace. Perhaps it comes from my years in lecturing but I enjoy mentoring and inspiring people as a leader and have done so in every position in my career. I am comfortable liaising with clients / customers up to boardroom / executive level. This experience complements an unflinching passion to use all my talents to its best end. This isn't to say that I can do anything, but I will probably be able to offer you something you need. And more.

-  South African
-  English, Afrikaans, French
-  Dubai Hills Estate, Dubai
-  +971 52 881 3539 (UAE)
+27 84 353 5286 (RSA)
-  niveche@gmail.com
-  DOB: 15 April 1982
-  niveche.com

- Creative/Art Direction 
- Brand Strategy 
- Copywriting 
- Marketing 
- Leadership 
- Video Editing 
- Presentation 
- Web Design 

- PhotoShop 
- Illustrator 
- InDesign 
- Premiere Pro 
- After Effects 
- MS Suite 
- iWork Suite 
- Wordpress 
- Joomla 

THE RENAISSANCE CREATIVE

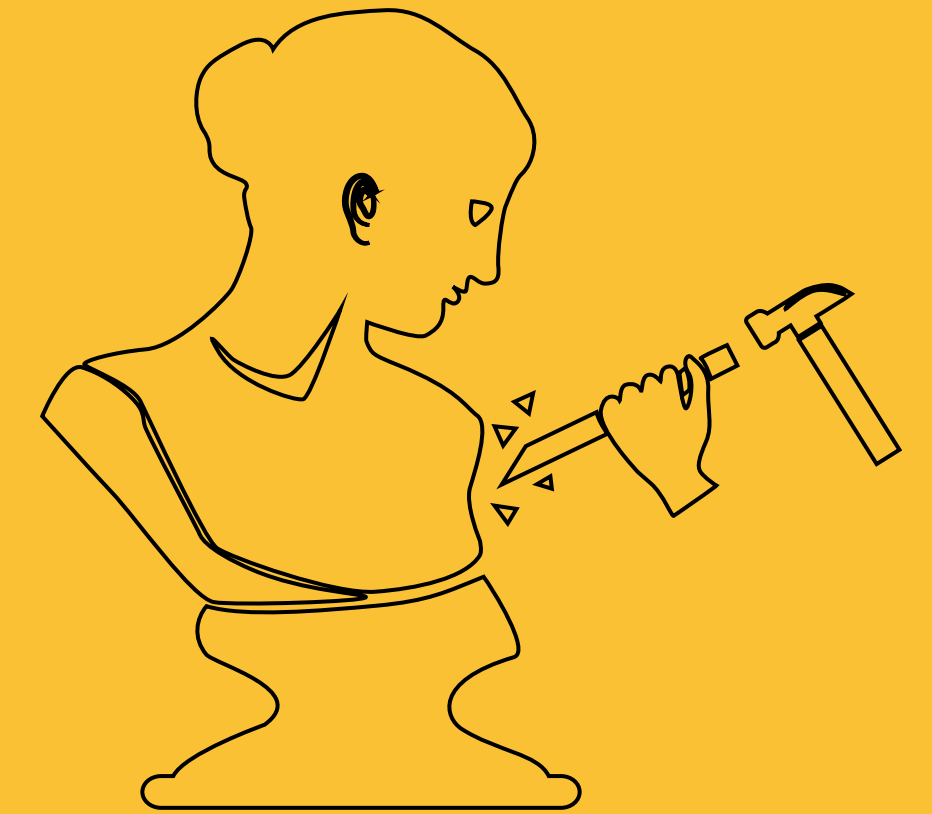


This portfolio contains multiple works from different creative skill-sets. Please click on the relevant skill-set above to jump to that section. You can always return using the 'return to menu' button on each page.

CAMPAIGN CREATIVE DIRECTION

As creative director for a campaign, I am involved in every aspect of the campaign - from visual concept to casting to photography direction to retouching and final execution.

My job is to **sculpt** the art within the shape of the medium.



twenty4



The Client:
twenty4

Project:
Seasonal Campaigns

The Story:
My first job in the Middle East was to spearhead the creative for a young and trendy fashion brand that focused on value. I took a stylistic approach to the brand that focused on voice and attitude beyond pricing and savings. Over 5 years since, the brand has grown in the Middle East to a dedicated following. These campaign shoots retained my underlying tone of fun and accessibility but adapted to major seasons giving the brand a rich tapestry of style to draw from.





twenty4



The Client:
twenty4

Project:
Spring / Summer

The Story:
Always given an almost clean slate to work from, Spring and Summer shoots usually entail visuals to match the trends of the industry with staple markers of greenery, brightness, a selected amount of added saturation and a signature sense of style.



twenty4

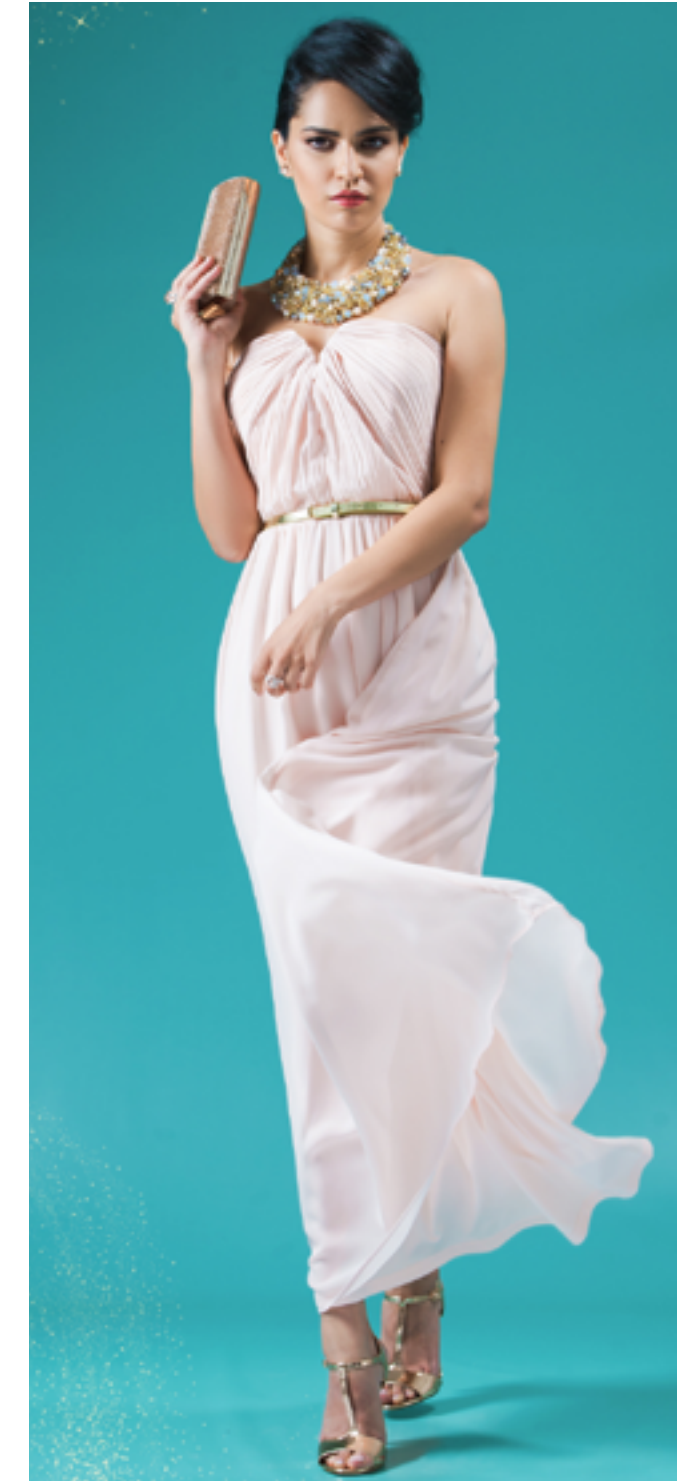


The Client:
twenty4

Project:
Winter

The Story:
Winter is tricky in the Middle East because the drop on temperatures usually don't reflect the standard aesthetic of the industry (i.e. snow etc.). To counter this I hammed up the cues on tone and style with a more subtle sense of warmth and comfort.

twenty4

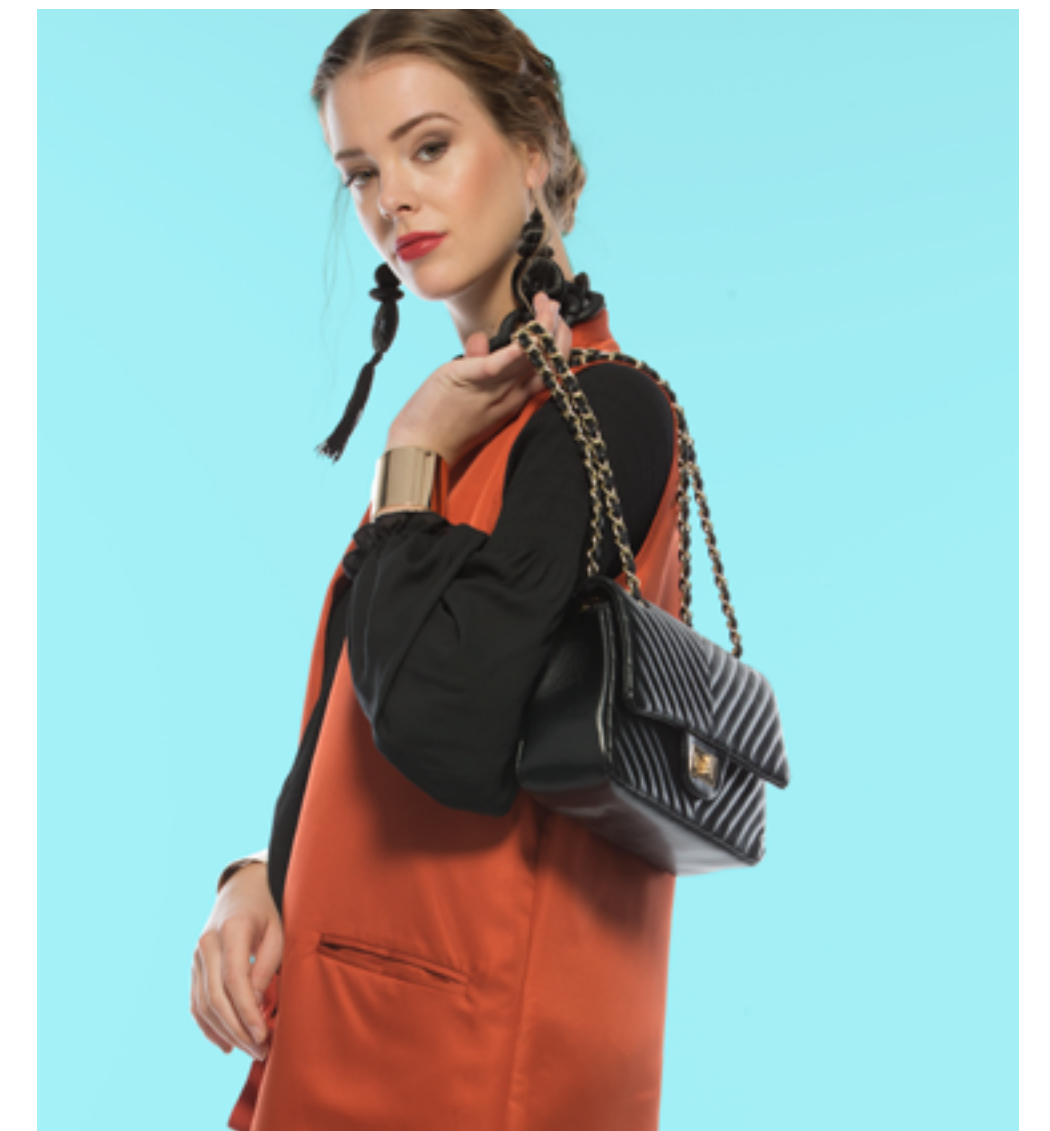


The Client:
twenty4

Project:
Ramadan

The Story:
The festive season of Ramadan is always given a sense of glamour to the core aspect of style that sets this value fashion apart. Going for a more elegant theme, I always try to capture the muted grace of the season and infuse it into the brand's identity.

twenty4



The Client:
twenty4

Project:
Digital Shoots

The Story:
After a few years I suggested a digital division to the agency that would adapt our brands to the changing media. One of the offshoots of this was the digital content we created for twenty4. These shoots focused on selected apparel so I developed mood boards to personify individual looks (as opposed to seasonal moods). This afforded greater personality to bleed through on shoots whilst also enhancing the premise of the brand as trendy and fun.

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twenty4



The Client:
twenty4

Project:
Must-Haves / Basics

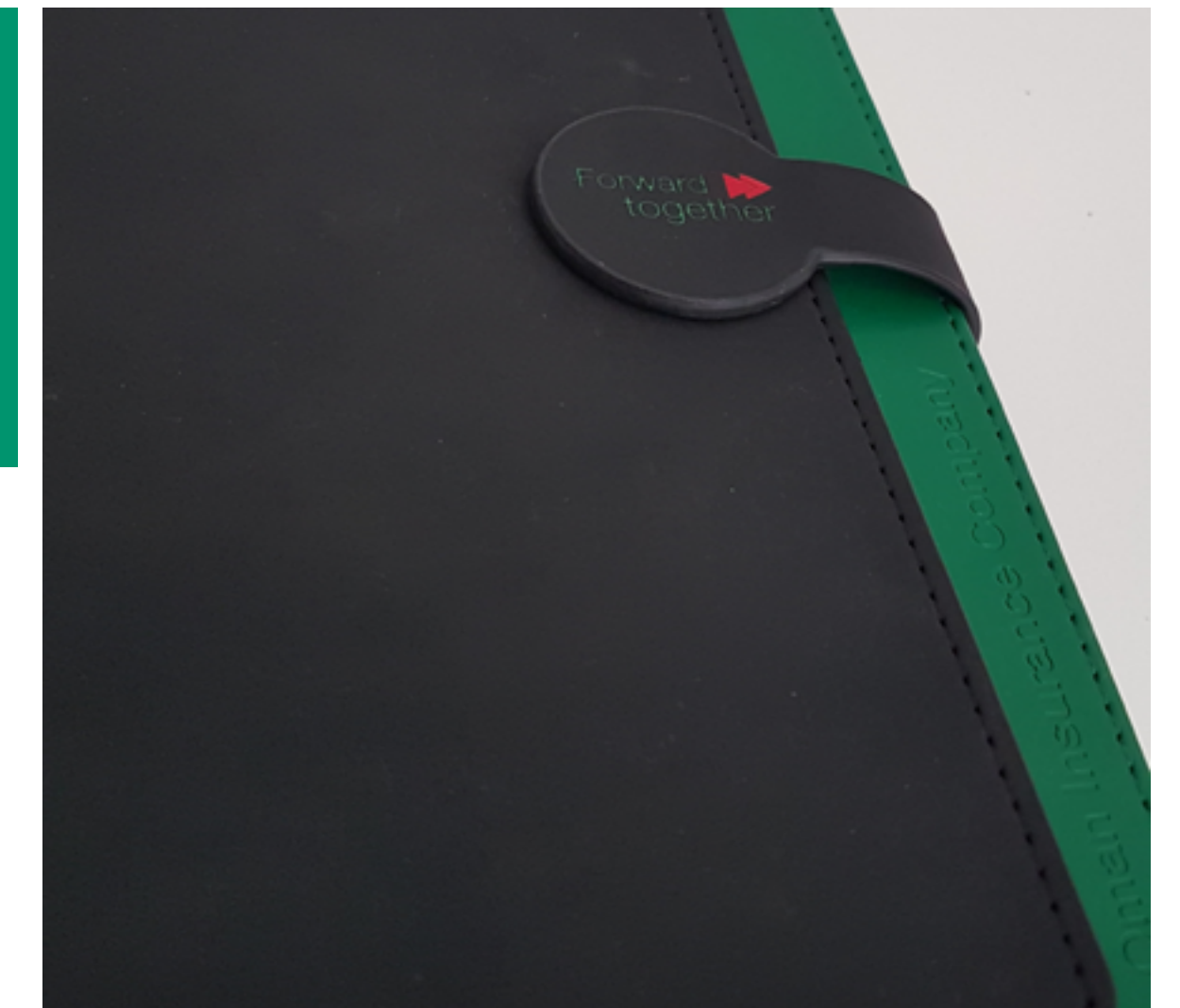
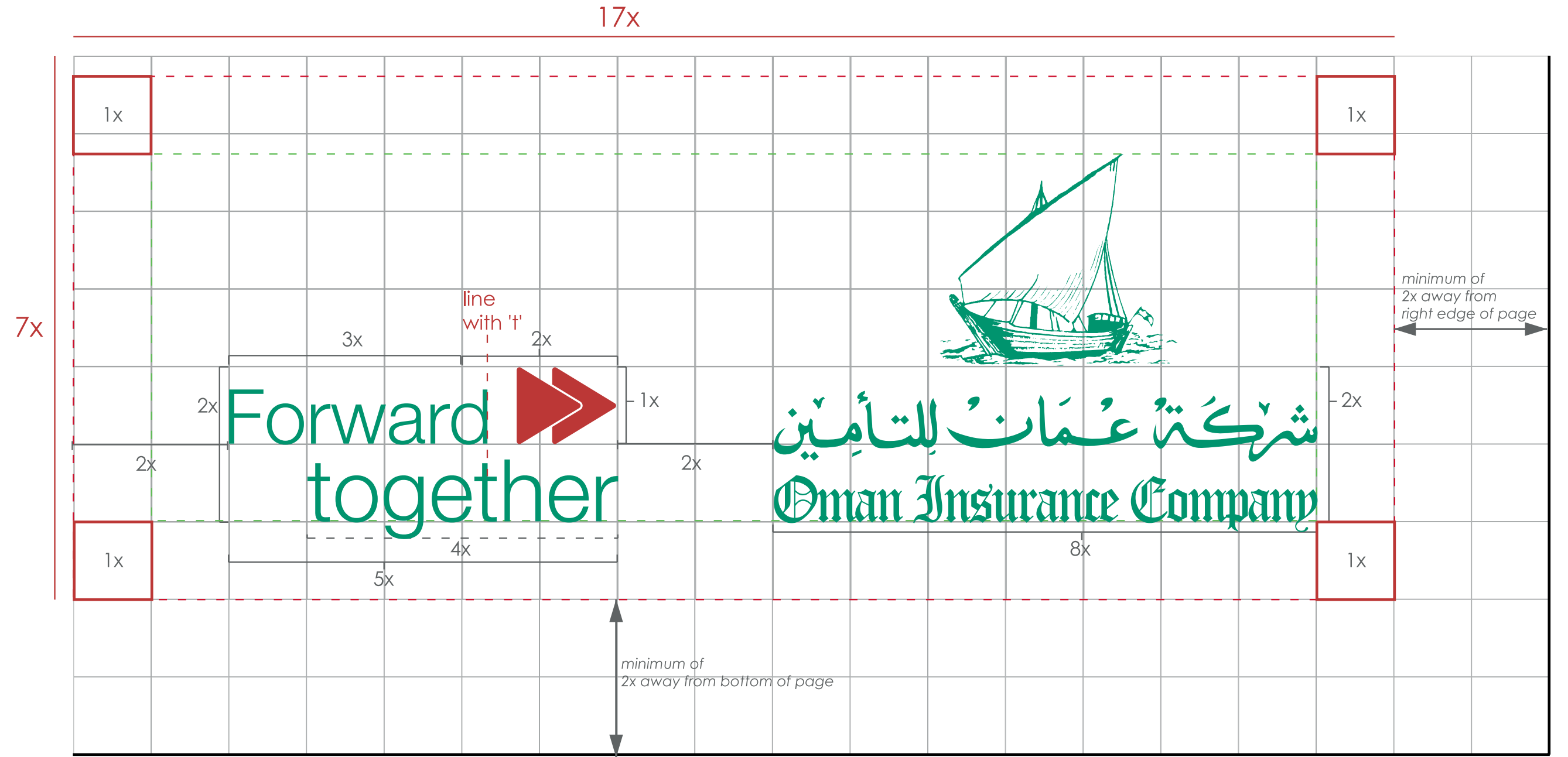
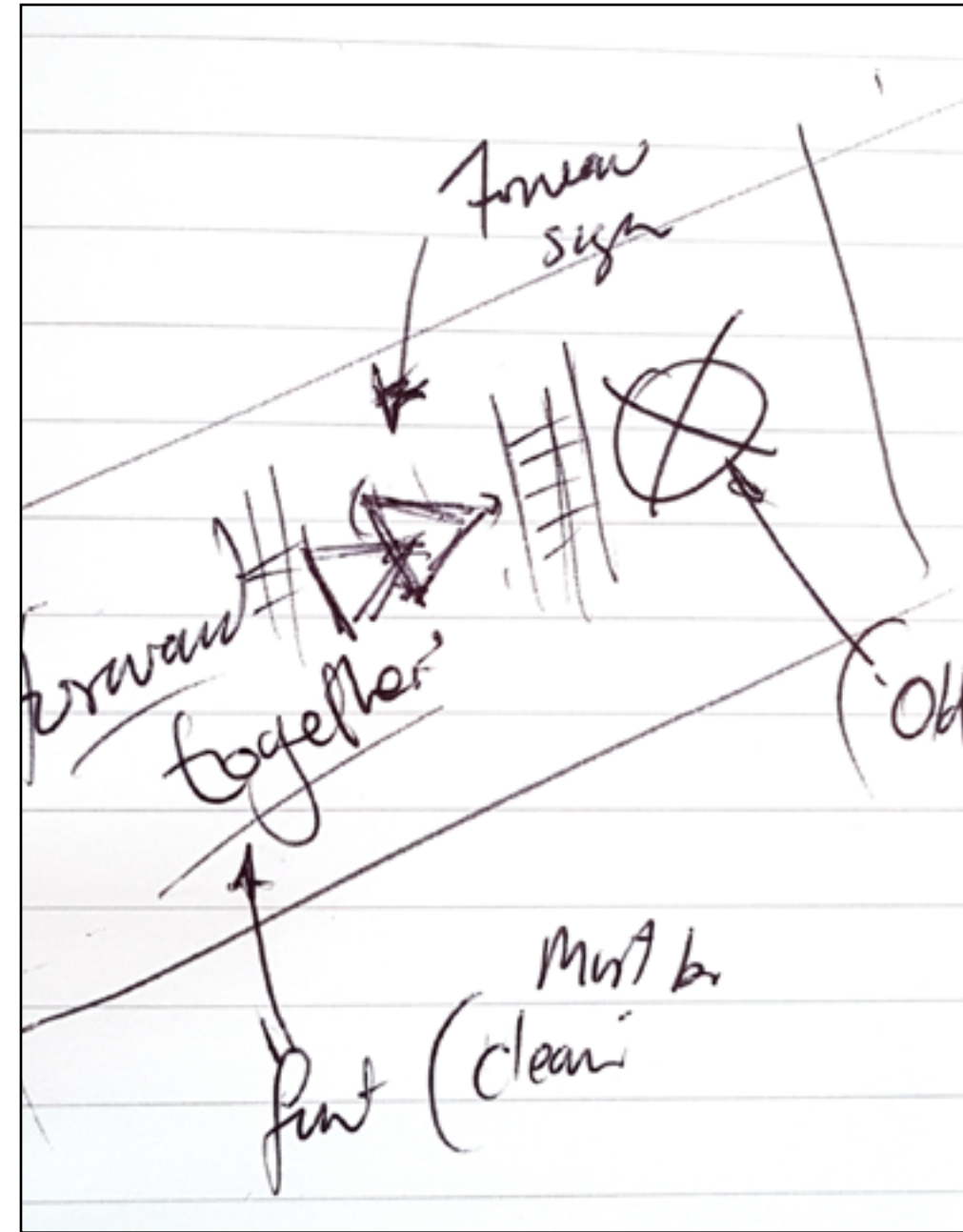
The Story:
Being a value brand, it was necessary to include hard sell communication in the communication mix. However, prices and figures aren't usually associated with fun, hip, and trendy, so I found ways to circumvent this by adapting the communication as I did the digital shoots - by giving the communication a personality.

BRANDING

I approach branding as developing the personality for a brand. More than a logo that is adapted to business cards, it is essential to capture the essence of a core message.

Like **writing** a tale where mere words invoke more than symbols on a page, brand identities echo more than icons and shapes.





The Client:
Brand Development Case Study:
Oman Insurance Company

Project:
1. Developing the Idea

The Story:
This case study illustrates my process in developing brand identities. Once a schematic of shape and size is tuned to a more final form, there is meticulous detail in finalising structure and placement for the elements of a logo to create harmony and be easily adapted to any form.



Forward together

The Client:

Brand Development Case Study:
Oman Insurance Company

Project:

2. The Core Rationale

The Story:

The client (Oman Insurance Company) required an upgrade to their logo unit without changing the original logo that stood with them for the previous 40 years. They needed a new an improved direction for the company in an attempt to show modern impetus. I suggested the line 'forward together' with the fast-forward device in a lock-up unit that satisfied the untouchable 'old' logo and gave the company new direction (quite literally) moving forward.





The Client:

Brand Development Case Study:
Oman Insurance Company

Project:

3. An Ongoing Evolution

The Story:

When Oman Insurance Company did decide to change their logo (4 years after I created the 'Forward Together unit'), they wanted to retain elements of the original logo in a modernised manner. I decided to use the adapted dhow sail device to show the forward thinking from the 'forward together' device whilst retaining elements from the 'fast forward' symbol in the red triangle and the over-lapping nature of the OIC. The client wanted the name to read in full during this transition so I created a font (for both the English and Arabic versions) that echoed trust, approachability, and simplicity - pillars of the brand's values.





The Client:

Brand Development Case Study:
Oman Insurance Company

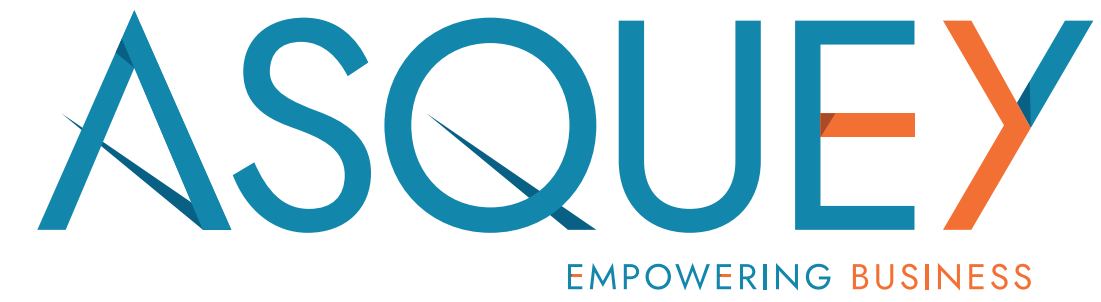
Project:

4. Telling Stories

The Story:

The path to the new logo included various stages of success as several variations were approved before settling on the device as shown (even now this is undergoing final stages of introduction - hence use of the older unit in the margin). The changes included a name change (Mada), which the client ultimately decided against.

ASSORTED LOGOS



The Client:

Various

Project:

Brand Development

The Story:

The case study for Oman Insurance can be applied to any of the logos showed here on this page. The logos shown here are a few samples of many that I created with a solid brief, a true vision, and a wonderful story to tell. You may not judge a book by its cover - but a good cover can tell a story in itself.

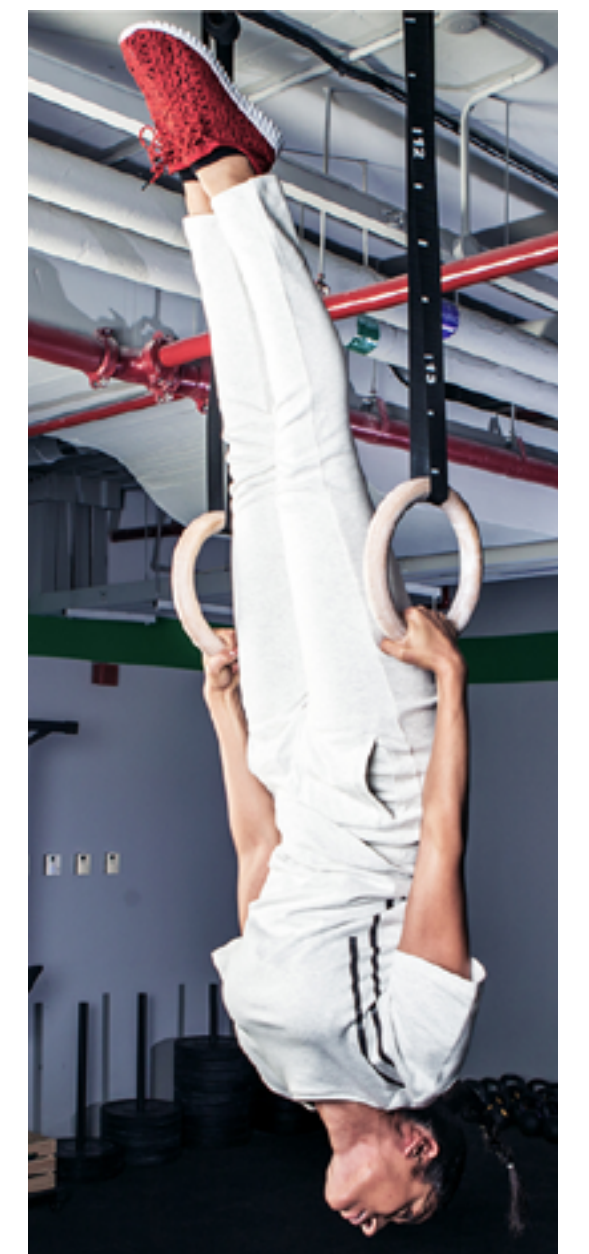
ADVERTISING

In putting together ad campaigns, I see it as taking a core message and bringing it to life with many components that come together to make magical harmony.

It is a **symphony** of copy and visuals of a single-minded concept that tunes in to your targeted audience.



twenty4



The Client:

twenty4

Project:

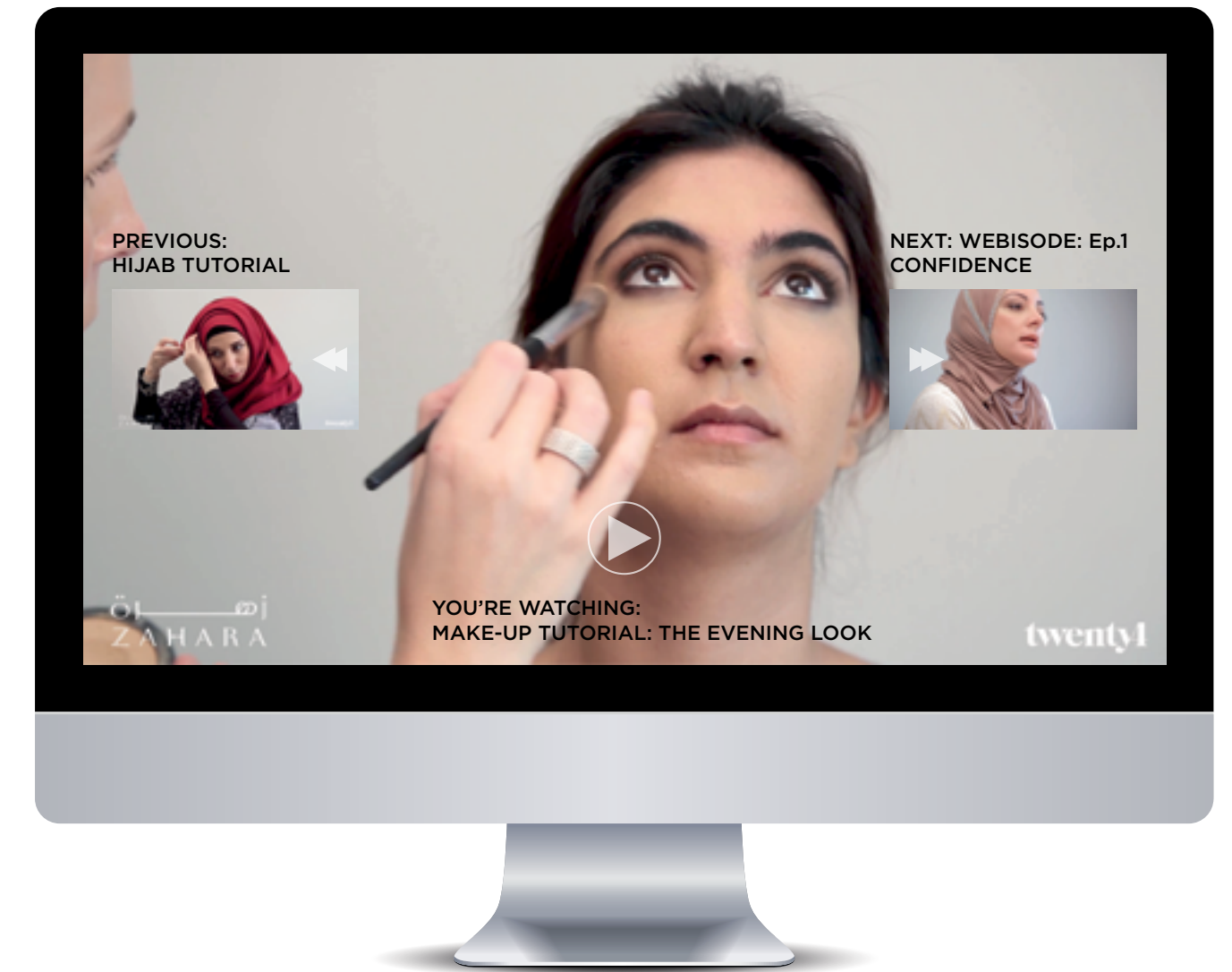
Activewear Launch

The Story:

In order to launch their new women's activewear range, I suggested a tone of empowerment for the campaign. The story was that of the independent woman in control of her success and motivation, much like the act of working out. With a series of social media posts, fitness tips videos, and an anchoring video we successfully launched the range and ultimately exceeded sales projections.

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زاهارة ZAHARA



The Client:

Zahara

Project:

Launch

The Story:

Though a house-brand for twenty4, I wanted Zahara to have its own identity within the store. In addition to creating the name and bilingual logo, I created the launch campaign and directed the shoot. We focused on empowering femininity as the ranges hinted at traditional wear that allowed individuality. Make-up tutorials, and series of 10 webisodes (questions scripted and directed by me) on what it meant to be a woman rounded out the campaign.



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Forward together




The Client:
Oman Insurance Company

Project:
6 word stories


The Story:
The client wanted something with impact but succinct to convey their variety of insurance products. I employed Hemingway's 6-word story device along with visuals to frame each product within a story that immediately conveyed the importance of insurance in its various forms. I capped the campaign with the message "Some things you plan. Some things you don't. We're with you for both." as it best describes the use of insurance (i.e. products for both unforeseen incidents as well as investments). The message was highly lauded and still used today.

I still
make coffee
for two.



Some things you plan. Some things you don't.
We're with you for both.
For Life insurance, call 800 4746.
www.tameen.ae

Twenty tons
of cargo.
Three pirates.



Some things you plan. Some things you don't.
We're with you for both.
For Marine insurance, call 800 4746.
www.tameen.ae

Total days
without incident:
zero.



Millions in profit.
One thieving
accountant.




Married with kids.
Dream job.
Cancer.




Some things you plan. Some things you don't.
We're with you for both.
For Health insurance, call 800 4746.
www.tameen.ae

Early
retirement.
Involuntary.




Some things you plan. Some things you don't.
We're with you for both.
For Life insurance, call 800 4746.
www.tameen.ae

I trusted customers
more than
their wallets.



Some things you plan. Some things you don't.
We're with you for both.
For Trade Credit insurance, call 800 4746.
www.tameen.ae

For Sale.
Baby shoes.
Never worn.



Some things you plan. Some things you don't.
We're with you for both.
For Life insurance, call 800 4746.
www.tameen.ae

Forward
together



*I can't wait
to travel
to Paris
and lose
my passport
at the hotel.*

Some things you plan. Some things you don't.
We're with you for both.

*I've invested in
world-class
electronics so
the intern can
spill my coffee
all over it.*

Some things you plan. Some things you don't.
We're with you for both.

*All my best
machinery
is in the same
factory so a
fire can burn
it all together.*

Some things you plan. Some things you don't.
We're with you for both.

*My small
business will
thrive so
my accountant
can steal
my profits.*

Some things you plan. Some things you don't.
We're with you for both.

*I have the
best drivers
so another
person can
crash into
one of them.*

Some things you plan. Some things you don't.
We're with you for both.

*We only travel
first-class
so we can
pick up the
flu from the
guy next to us.*

Some things you plan. Some things you don't.
We're with you for both.

*When I retire
I want my home
renovation
to deplete
my savings
in two years.*

Some things you plan. Some things you don't.
We're with you for both.

*I run every
morning so
I can have
diabetes
in five years.*

Some things you plan. Some things you don't.
We're with you for both.

The Client:
Oman Insurance Company

Project:
Honest Affirmations

The Story:
An alternative concept to the 6-word stories, this concept focused on how even the best laid plans can go awry and nobody ever plans for them. By framing a calamity in an absurd affirmation we draw attention to the things people plan and they easily change into things they don't plan - which ties with the campaign core message.

Forward together



8h00: Gym ✓
8h30: Drop off kids ✓
9h00: Morning Meeting *DELAYED*
9h30: Client Brunch *DELAYED*
Ph47: car in front stops suddenly.

Some things you plan.
Some things you don't.

We're with you for both.

Our motor insurance policies are designed with life in mind. Yours to be precise. And we understand that life has a way of getting in the way of your plans more often than not. But that's ok. We're with you. Always.

For more info call 800 4746

Month 1: Get the job ✓
Month 3: Land big client ✓
Month 6: Expand clientele *DELAYED*
Month 12: Host Client Parties *DELAYED*
Month 5: Start family with Husband

Some things you plan.
Some things you don't.

We're with you for both.

Our corporate health insurance policies are designed with life in mind. Yours to be precise. And we understand that life has a way of getting in the way of your plans more often than not. But that's ok. We're with you. Always.

For more info call 800 4746

Age 25: Start Saving ✓
Age 30: Invest in Stocks ✓
Age 30 - 60: Investment grows
Age 60: Retire with Millions *DELAYED*
Age 34: Stock Market crashes

Some things you plan.
Some things you don't.

We're with you for both.

Our life endowment policies are designed with life in mind. Yours to be precise. And we understand that life has a way of getting in the way of your plans more often than not. But that's ok. We're with you. Always.

For more info call 800 4746

The Client:
Oman Insurance Company

Project:
Plans

The Story:
This alternative campaign idea expanded on the campaign core message of "Some things you plan...." and used a more traditional visual style of large images but with an organizer-style planning of life to show how some things are not planned.

return to menu

Forward together



The Client:
Oman Insurance Company

Project:
I am not there

The Story:
This campaign concept drew attention to how dehumanizing the world of other insurance companies are by removing the letter 'i' from sentences - so the reader would recognize their exclusion more precisely. It reverses on the adage of "their is no 'i; in team" which focuses the lack of focus on the individual, so the subtext reads "there is no 'i' in other insurance companies, i.e. there is no individual focus. The campaign message "we're always by your side" presented the client in a more humanizing assuring light.

**Th s s
how other
nsurance
compan es
handle your
motor cla m.**

We're always by your side.

Most insurance companies ignore the most important part of the claim process: You. In a world of paperwork and phone calls and procedures, the customer is so often left out. But not for us. We know your motor claim is huge hassle. So we put your needs above all else, so you are always involved. Always with us.

For more info call 800 4746






**Are other
nsurance
compan es
m ss ng
someth ng
n your
health pol cy?**

We're always by your side.

Health insurance policies are usually long, wordy, pieces that cover tons of information. But how much does any of it relate specifically to you? We tailor make your plans for your needs. You are not just more involved, you are the main part of the policy. This way, you are always informed. Always with us.

For more info call 800 4746






**s your
L fe sav ngs
pol cy
gnor ng
one cruc al
component?**

We're always by your side.

In our experience we noticed something very strange about Life Policies. They all look almost the same. And, rather alarmingly, companies leave out the customer from a lot of the procedures of filing and stamping and more filing. It's your life policy. We make sure you are always involved. Always with us.

For more info call 800 4746

Forward
together



IF CIGARETTES CAUSED
**NO HEALTH
PROBLEMS**



BUT 1 IN 7000 CONTAINED
DYNAMITE

PEOPLE WOULD STOP SMOKING

Even though the risk is LESS

People are responsive to dangers that are more exotic, dramatic and shocking than they are to threats that are more, well, likely. We understand risk and insure you against dangers that are obvious as well as the ones that are not.

We do risk. You do life.

Forward
together



HELMETS INCREASE



CHANCE OF INJURY

But reduce the chance of death

People find helmets and seatbelts annoying because they don't see risk because of they underestimate the danger in others and underestimate the danger for themselves. We understand risk and insure you against dangers that are obvious as well as the ones that are not.

We do risk. You do life.

Forward
together



AT A FUNERAL MOST PEOPLE WOULD RATHER
BE IN THE COFFIN



THAN GIVE THE EULOGY

People fear public speaking more than death

The reality is that people are more concerned with their own fears than the ones you create in your head. We understand risk and insure you against dangers that are obvious as well as the ones that are not.

We do risk. You do life.

Forward
together



The Client:

Oman Insurance Company

Project:

We do risk. You do life.

The Story:

This statistic based campaign focused on the misconceptions people have about risk - relative to the various insurance products by the client. It positions them as an authority in risk management and offers added credibility in a difficult market.

return to menu



NOBODY IS AN AVERAGE DRIVER

EVERYBODY IS

People overestimate other's risk and underestimate their own.

The average person sees himself as anything but average. But if the were true, there would be no average. So when you are managing your fleet, you are just as susceptible as anyone to insurance claim as anyone.

We understand risk and insure you against dangers that are obvious as well as the ones that are not.

We do risk. You do life.

ANTHRAX IS SOOO 2001

EBOLA IS TODAY'S NUMBER ONE FEAR

Even though the Flu claims more victims than both combined

People tend to ignore common dangers in favour of passing fears that gain temporary hype. This is because people underestimate risks that become familiar in favour of ones that are not.

We understand risk and insure you against dangers that are obvious as well as the ones that are not.

We do risk. You do life.

8 OUT OF 10 BUSINESSES FAIL IN THE FIRST 3 YEARS

BECAUSE THEY ARE AFRAID OF FAILING

Most SME's avoid the risks that favour their business

Many small businesses avoid standing out too much out of fear of being interest and sacrifice on group insurance to save money.

Our tailor made insurance packages for small business show that we understand risks and insure you against dangers that are obvious as well as the ones that are not.

We do risk. You do life.

The Client:
Oman Insurance Company

Project:
We do risk. You do life.

The Story:
This statistic based campaign focused on the misconceptions people have about risk - relative to the various insurance products by the client. It positions them as an authority in risk management and offers added credibility in a difficult market.

Happy Me

by **Géant**

The Client:

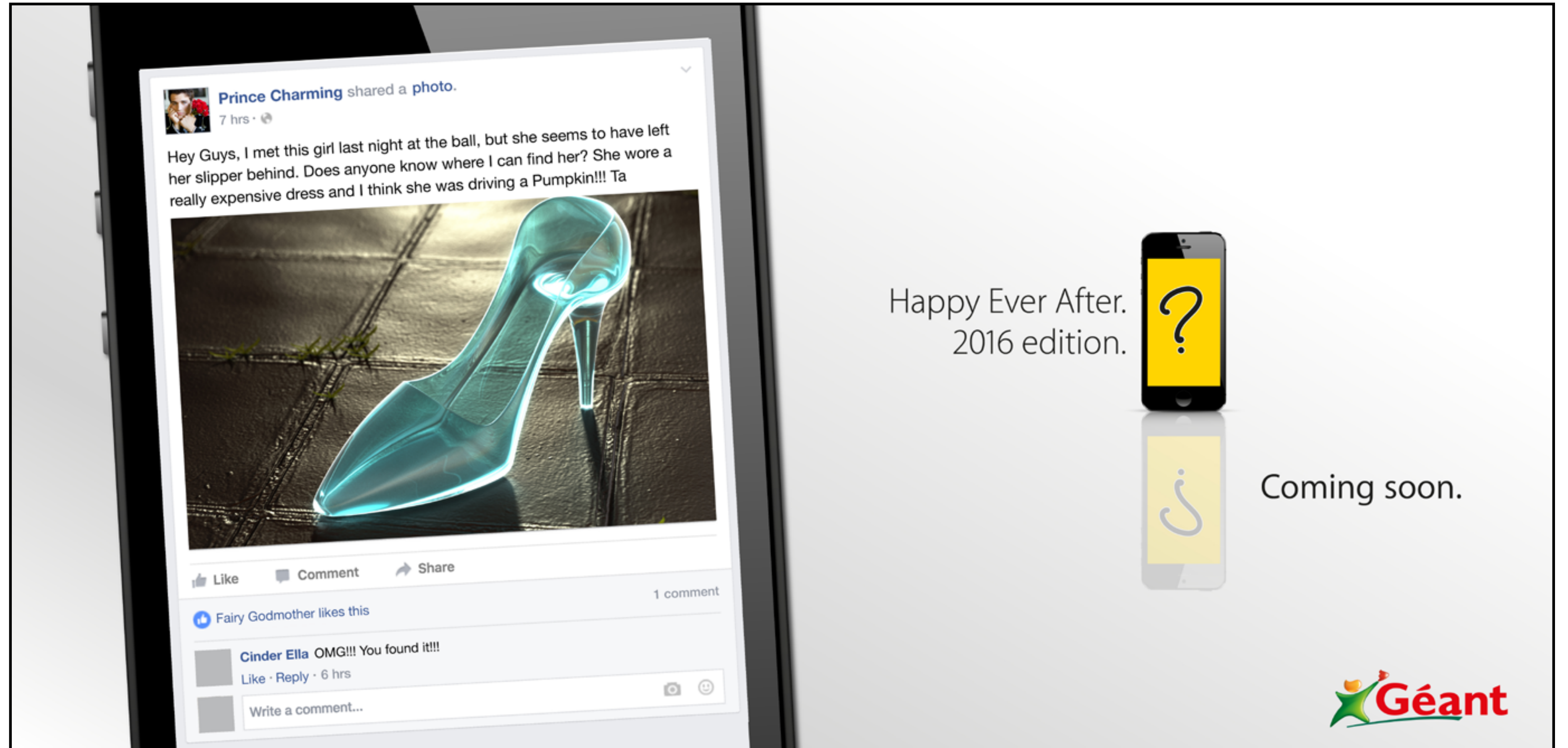
Géant

Project:

Happy Me - Teaser Campaign

The Story:

To tease the launch of the 'HappyMe' app, the client wanted to focus on the idea that the app brings happiness to the user. I married this notion of happiness to the age-old familiarity of fairy tales that end 'happy ever after' within a modern framework that suggested the technical aspect of the product being an app. This teaser campaign enticed the user into questioning how happiness can exist in an app thereby gaining much sought interest.



Happy Me

by **Géant**

The Client:

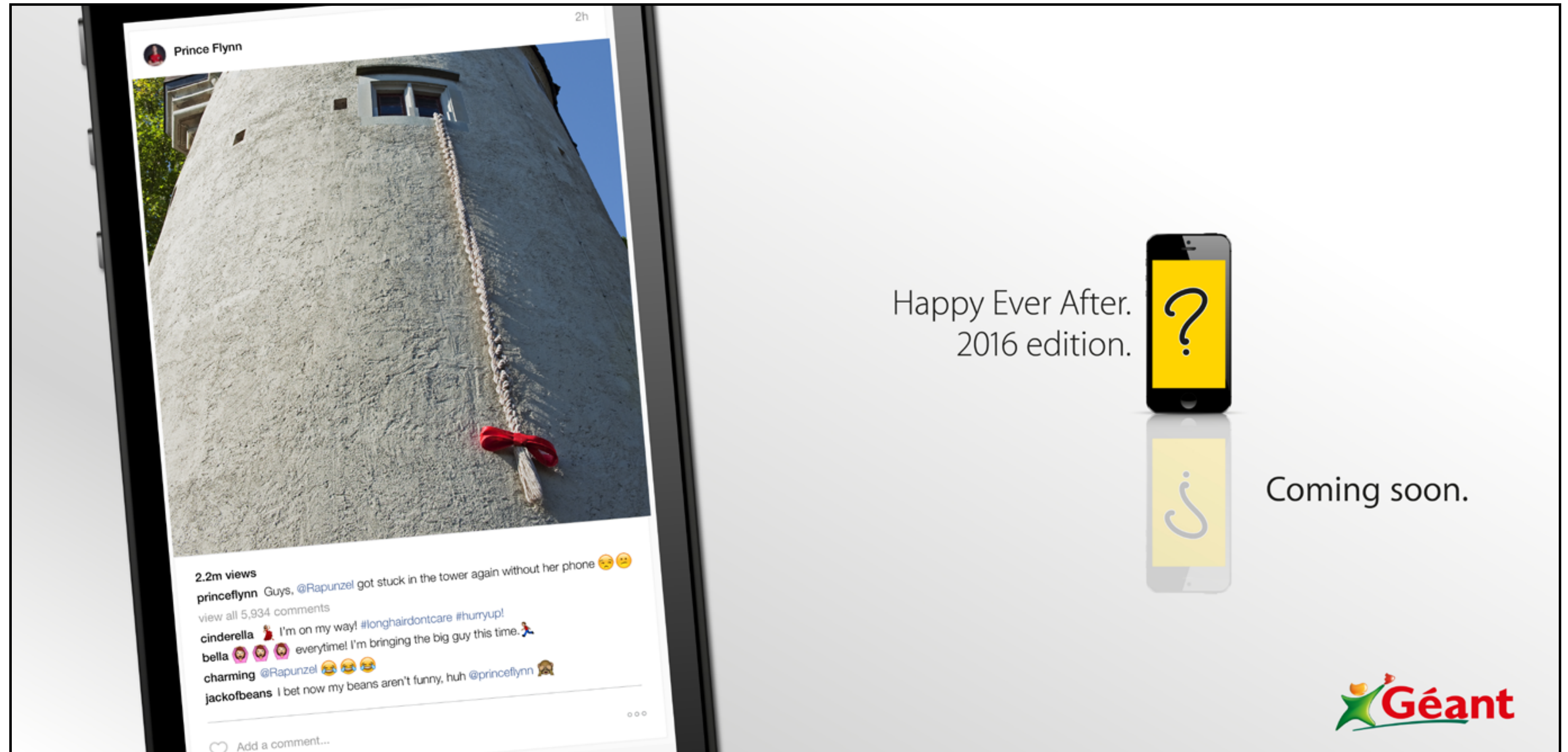
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Happy Me

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The Client:

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Project:

Happy Me - Teaser Campaign

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Happy Ever After.
2016 edition.

Out now



Download the *Happy Me* app on your smartphone to enjoy:

- 😊 Cash points everytime you shop
- 😊 Cardless rewards system
- 😊 Exclusive shopping discounts
- 😊 Group accounts for shared happiness
- 😊 Digital shopping list
- 😊 Personalised app experience
- 😊 and so much more!





SHOT#1



NOTES: Opens with image of global passport
FX: None
MUSIC: Jovial happy music - instrumental. Piano.
VOICEOVER: None

SHOT#2



NOTES: Transition animation of passport opening up - passport represents the individual and the background reflects their personality (gray gradient background would be consistent in final)
FX: Sounds of pages flipping open
MUSIC: Jovial happy music - instrumental. Piano.
VOICEOVER: None

SHOT#3



NOTES: Stamp effect on book and plane appears to fly into scene (3D)
FX: subtle sound of plane
MUSIC: Jovial happy music - instrumental. Piano.
VOICEOVER: None

SHOT#4



NOTES: Zoom in and effect of Rome passports stamp begins animation of family enjoying holiday in Italy. Stamp Effect. Plane continues to fly through image
FX: Family laughing and crowds of people
MUSIC: Jovial happy music - instrumental. Piano.
VOICEOVER: None

SHOT#5



NOTES: Effect from previous shot repeated for various locations sequentially as plane flies through revealing holidays as passport is filled up.
FX: relative to location and tone
MUSIC: Jovial happy music - Instrumental. Paino.
VOICEOVER: None

SHOT#6



NOTES: Zoom out to reveal all locations
FX: none
MUSIC: Jovial happy music. Instrumental. Piano.
VOICEOVER: None

The Client:
 Emirates Airlines

Project:
 Happiness Awaits

The Story:
 This concept storyboard focused the idea of how traveling makes happiness possible and each stamp on your passport is symbolic of a treasured memory. I created the line Happiness Awaits to illustrate that every time you travel with Emirates you generate memories of happiness. This storyboard was to be video anchor for a campaign.



SHOT#7



NOTES: Page turns to reveal a "memory" in the form of a photo from family vacation
FX: Sound of page flipping.
MUSIC: Jovial happy music - instrumental. Piano.
VOICEOVER: None

SHOT#8



NOTES: Image zooms in to full photo with no texture effects and line appears with KEY PRODUCT DIFFERENTIATORS
FX: None
MUSIC: Jovial happy music - instrumental. Piano.
VOICEOVER: None

SHOT#9



NOTES: New "memory" appears with simple fade in transition illustrating the memory aspect of the concept
FX: None
MUSIC: Jovial happy music - instrumental. Piano.
VOICEOVER: None

SHOT#10



NOTES: Another "memory" appears showing strong emotional connection to brand with line emphasising the construct and hook
FX: None
MUSIC: Jovial happy music - instrumental. Piano.
VOICEOVER: None

SHOT#11



NOTES: Photo zooms out back into passport with texture closing the image memory sequence
FX: relative to location and tone
MUSIC: Jovial happy music - instrumental. Piano.
VOICEOVER: None

SHOT#12



NOTES: Page turns to reveal "memories" embedded into passport with Emirates logo appearing in iconic top right corner to illustrate enriched individual
FX: Sound of page flipping.
MUSIC: Jovial happy music - instrumental. Piano.
VOICEOVER: None

SHOT#13



NOTES: Headline appears on middle centre of screen: "Happiness Awaits"
FX: None
MUSIC: Jovial happy music - instrumental. Piano. (fades away)
VOICEOVER: None

SHOT#14



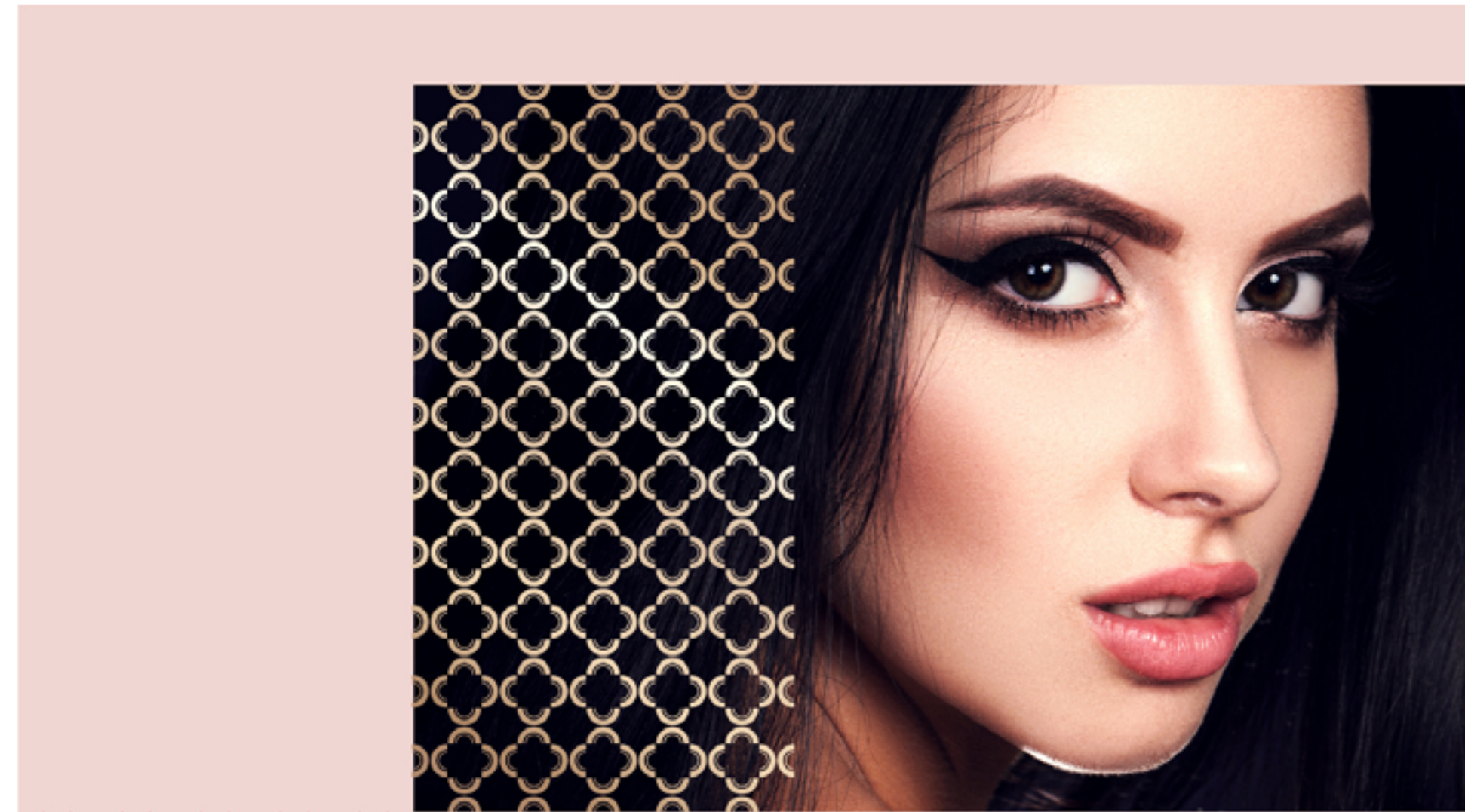
NOTES: Heading retains size and position but changes to white as background turns to Emirate red with CTA and URL appearing in relevant locations
FX: None
MUSIC: None
VOICEOVER: <MVO> UPON APPEARANCE OF TAGLINE> "Happiness Awaits. Emirates Holidays."

The Client:
Emirates Airlines

Project:
Happiness Awaits

The Story:
This concept storyboard focused the idea of how traveling makes happiness possible and each stamp on your passport is symbolic of a treasured memory. I created the line Happiness Awaits to illustrate that every time you travel with Emirates you generate memories of happiness. This storyboard was to be video anchor for a campaign.

ام وايب سبي MYC



MAKEUP MADE FOR YOU

You are unique and so is your skin. Treat it well with products that best suit you. We've curated the best products from international brands to match middle east complexions and have even sourced locally made products so you get the best range to choose from. So make your choice!

BOURJOIS wet/wild RIMMEL MAXFACTOR L'OREAL
 REVLON essence DIVAGE NYX GLAM'S

f t i n g +
 mycme.com | #mycme | BAHRAIN • KSA • KUWAIT • OMAN • QATAR • UAE

MYC

MAKEUP MADE FOR YOU

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BOURJOIS wet/wild RIMMEL MAXFACTOR L'OREAL
 REVLON essence DIVAGE NYX GLAM'S

f t i n g +
 mycme.com | #mycme | BAHRAIN • KSA • KUWAIT • OMAN • QATAR • UAE

MYC
 LOVE THE SKIN YOU'RE IN

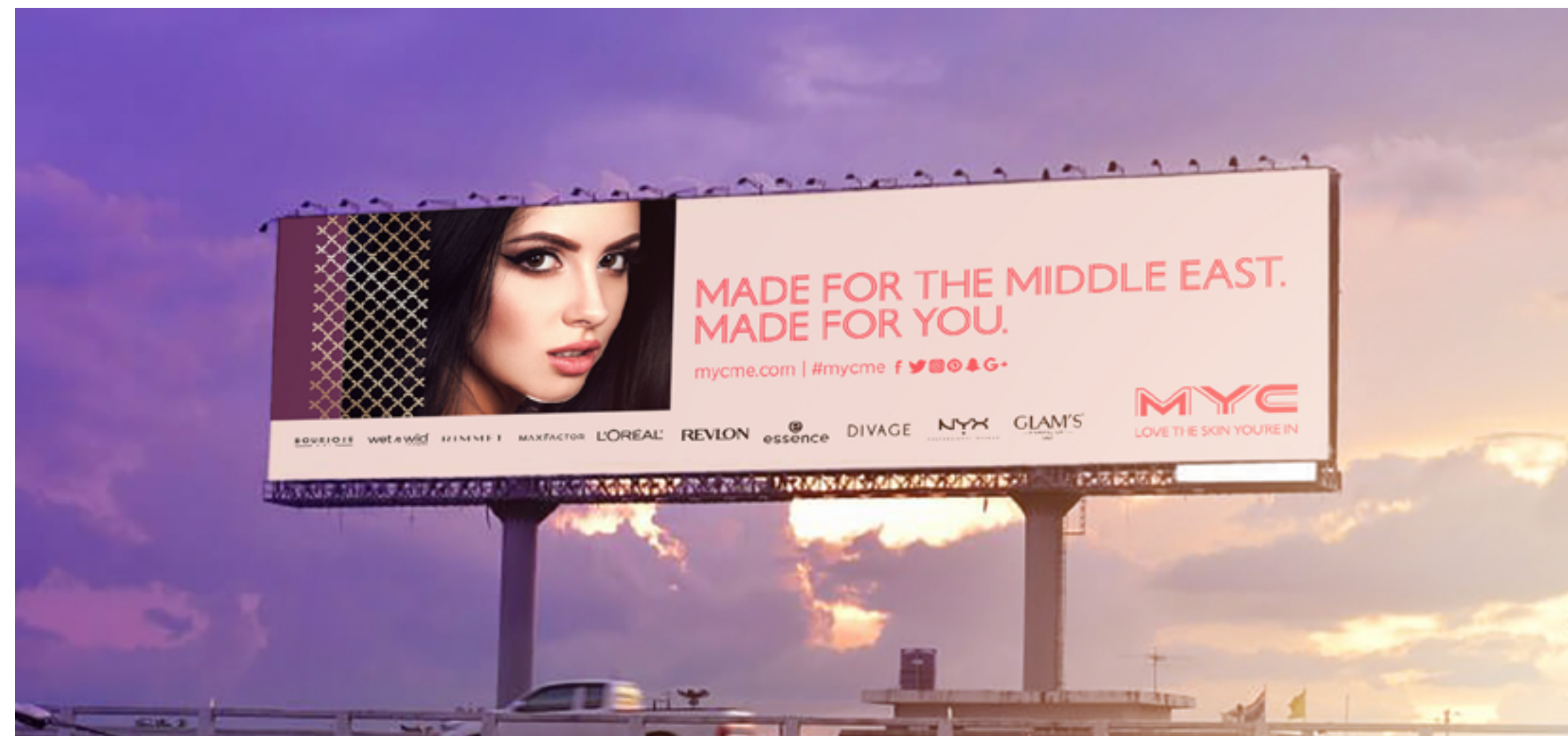
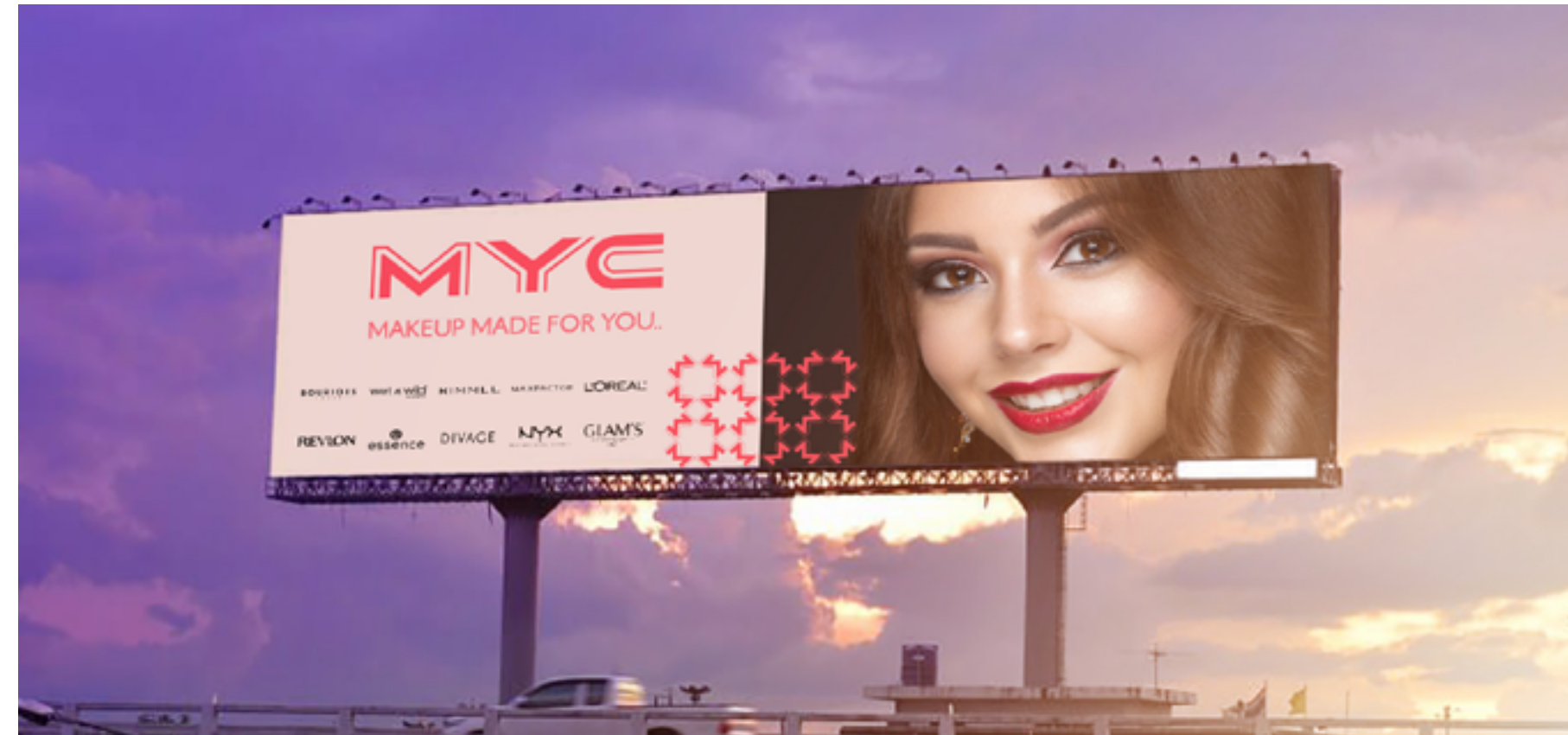
The Client:
MYC

Project:
Make Up Made for You

The Story:
MYC is a locally centric make-up brand with products that are curated especially for the Middle Eastern market. This modestly budgeted launch campaign announced the value brand to the market with focus on customers finally having a brand that focuses on their unique needs.

return to menu

ام وايف سبي MYC



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When everything counts, count everything.

Invest in smart 

RFID Technology
Asset Management Stock Take Tracking Solutions Football Count and so much more
Once off cost Tailored solutions

RFID (Radio-Frequency Identification) is the most robust and cost-effective technology available for managing or tracking. This technology is transforming many industries by offering real-time visibility into inventory and product movement thus helping to improve productivity and less prevention.

For more information, please call 800 12 34.



When your company listens to you, it's competent.

When it talks back, it's smart.

Invest in smart 

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Don't just predict your business' future.

Create it.

Invest in smart 

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The Client:

Tagit

Project:

Invest in Smart

The Story:

RFID technology has revolutionised various aspects of business including asset management and tracking yet many businesses are unaware of its benefits - or as they are seen from Tagit. Our client wanted to introduce the smart technology and position themselves as synonymous with the product. I created a concept that played on the idea of the smart technology being the smart choice.



“The horse is here to stay but the automobile is only a novelty – a fad.”
– President of the Michigan Savings Bank advising not to invest in the Ford Motor Company.



Invest in smart 

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For more information, please call 800 12 34.



Engineering **RFID**

“Cellular phones will absolutely not replace local wire systems.”
– Marty Cooper, Inventor.




Invest in smart 

RFID Technology
Asset Management Stock Take Tracking Solutions Football Count and so much more
Once off cost Tailored solutions


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For more information, please call 800 12 34.



Engineering **RFID**

“There is no reason for any individual to have a computer in his home.”
– Ken Olson, founder of Digital Equipment Corp.




Invest in smart 

RFID Technology
Asset Management Stock Take Tracking Solutions Football Count and so much more
Once off cost Tailored solutions

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[return to menu](#)



The Client:

Zing! App

Project:

With Great Power...

The Story:

Corporate company BMA International created Zing! - an app for internal HR use that improved the quality of life at the company for all employees. Since this app empowered employees to do less admin and focus more on work, I used the idea of enhanced work etiquette to position employees as supercharged heroes of the workplace.



The Client:

Zing! App

Project:

Pow Wow!

The Story:

Corporate company BMA International created Zing! - an app for internal HR use that improved the quality of life at the company for all employees. Since this app covered a variety of benefits and wanted to avoid being seen as 'another HR tool' I gave it a playful retro comic style feel using photos of actual management personnel as cartoonified caricatures for a more fun and appealing way to communicate the app.



مجمع البحرين
 THE BAHRAIN MALL
 presents
KID'S DAY
 EVERY WEDNESDAY
ENJOY THESE FOR FREE

GAMES! **PLAY AREA!** **RIDES!**

Special 1 BD Kid's meal available at selected food-court outlets
 incl. J asmis, DQ, Burger King, KFC, Papa Johns and Flip Burger

Every week, lucky kids can **WIN FREE GIFT HAMPERS/VOUCHERS** from

REDTAG twenty1 Géant fox Kids Palace Toys

* terms and conditions apply



KID'S DAY
 EVERY Wednesday

PLAY FOR FREE

at these fun places:

GAMES! **PLAY AREA!** **RIDES!**

Special 1 BD Kid's meal available at selected food-court outlets
 incl. J asmis, DQ, Burger King, KFC, Papa Johns and Flip Burger

Every week, lucky kids can
WIN FREE Gift Hampers/vouchers from

REDTAG twenty1 Géant fox Kids Palace Toys

and other participating outlets

only at مجمع البحرين
 THE BAHRAIN MALL

* terms and conditions apply



Ladies' Day
 EVERY SUNDAY
 at the
 مجمع البحرين
 THE BAHRAIN MALL

FREE BREAKFAST*
 for all Ladies in the Mall
 between 10am and 11am

- selected menu
- one breakfast per person
- get exclusive promotions in the mall with each breakfast

* terms and conditions apply

The Client:
 The Bahrain Mall

Project:
 Special Days

The Story:
 Basic In-mall posters announcing patron benefits for select groups.



WHAT DO YOU MEAN I CAN'T ASK GOOGLE FOR EVERYTHING?

TODAY'S KIDS NEED YOUR HELP

BE A TEACHER SIGN UP TODAY

Our Teacher Training Program prepares students to become teachers for Early Childhood classrooms of children 2.5 years of age through 6 years (preschool and kindergarten). We also offer Elementary training in the form of Seminars



ACADEMY OF PROGRESSIVE MONTESSORI (INDIA)

for further information contact us on xxxxxxxxxxxxxx or visit www.apmbusyants.in/xxxxxxx

HOW DO YOU SPELL GPS?

TODAY'S KIDS NEED YOUR HELP

BE A TEACHER SIGN UP TODAY

Our Teacher Training Program prepares students to become teachers for Early Childhood classrooms of children 2.5 years of age through 6 years (preschool and kindergarten). We also offer Elementary training in the form of Seminars



ACADEMY OF PROGRESSIVE MONTESSORI (INDIA)

for further information contact us on xxxxxxxxxxxxxx or visit www.apmbusyants.in/xxxxxxx

HOW DO I TAKE A SELFIE WITH THIS??

TODAY'S KIDS NEED YOUR HELP

BE A TEACHER SIGN UP TODAY

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ACADEMY OF PROGRESSIVE MONTESSORI (INDIA)

for further information contact us on xxxxxxxxxxxxxx or visit www.apmbusyants.in/xxxxxxx

The Client:
Academy of Progressive Montessori

Project:
Kids Need Help

The Story:
Poster campaign for a school in India calling for potential teachers to sign up for a local training program



Before he changed views on time and space...

...Somebody taught him how to read a clock

Be somebody. Be a teacher
and you could be guiding the next **Albert Einstein**

Our Teacher Training Program prepares students to become teachers for Early Childhood classrooms of children 2.5 years of age through 6 years (preschool and kindergarten). We also offer Elementary training in the form of Seminars.

For more information contact XXXXXXXXXXXXXXXX or visit apmbusiyants.in/xxxxxxxxxx

Before he invented how we use electricity

...Somebody taught him how to use a lantern

Be somebody. Be a teacher
and you could be guiding the next **Nikola Tesla**

Our Teacher Training Program prepares students to become teachers for Early Childhood classrooms of children 2.5 years of age through 6 years (preschool and kindergarten). We also offer Elementary training in the form of Seminars.

For more information contact XXXXXXXXXXXXXXXX or visit apmbusiyants.in/xxxxxxxxxx

Before he created the most famous art in the world

...Somebody taught him how to use a paintbrush

Be somebody. Be a teacher
and you could be guiding the next **Leonardo Da Vinci**

Our Teacher Training Program prepares students to become teachers for Early Childhood classrooms of children 2.5 years of age through 6 years (preschool and kindergarten). We also offer Elementary training in the form of Seminars.

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how do you fit?

mindfit

Our immediate thoughts and goals

bodyfit

Our physical state

soulfit

Our personality and self-definition



The Client:

LivFit

Project:

How Do You Fit?

The Story:

LivFit is a wellness program that focuses on a healthy lifestyle. It is an initiative by Oman Insurance Company to promote healthier living. I formulated a campaign based on dividing 'healthy living' into three facets: mind, body, and soul. The idea wasn't that healthy living needs to be a chore that you do but a supplement that you integrate into your life. You 'fit' it in - with a play on the word 'fit'. The end result is happiness and this was the subtext of the message. Regardless of what we do to keep fit - the end result is always happiness - and this unites us.





The Client:
Let's Organic

Project:
Let's Be Real

The Story:
Non-organic products contain a lot of unhealthy additives and preservatives. These are sold as "enhanced" but it is all just marketing jargon. We needed a position that was clear and simple. And get immediate attention. Since organic products contain no unnecessary constituents and are honest about their benefits I developed a strategy to both call out non-organic products on their mendacity and highlight the additional garbage that is added to them. I spoke to the honesty of organic products in an assertive manner that is counter-intuitive to the passive nature of an organic lifestyle.

Cut the %☢️!\$&

Let's be real.

No more %☢️!\$&

Let's be real.

Get the %☢️!\$& out

Let's be real.

Enough of this %☢️!\$&

Let's be real.

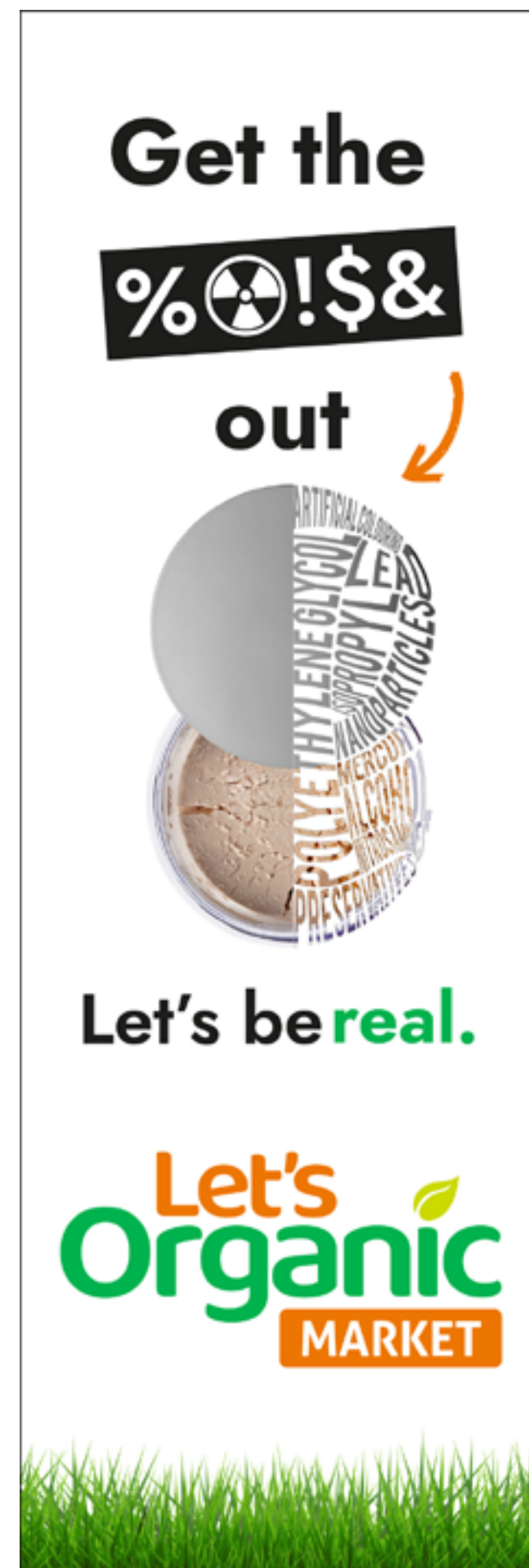


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Lamp Posts



In Store Posters



Leaflet Cover



Ad



Bridge Banner





The Client:
Gulf Extrusions

Project:
Tomorrow. Today.

The Story:
The client wanted to use futuristic imagery within a corporate style to convey strength in innovation. I translated this into advanced robotic imagery as brought a distinctive human element to the concept.

PRIMEWELL

PRIMEWELL

precision treads
shorter brake distance
improved grip
tighter cornering
enhanced stability
comfortable
durable
for sand
for loose gravel

ALL TERRAIN ALL ROUNDER AFFORDABLE

Equip your vehicles for the diverse terrain in Oman with our range of premium crafted tires at highly affordable rates. Designed in one of the biggest Research and Development facilities in the world, our wide range tires has fitted over 5400 different types of vehicles with over 3.5 million satisfied drivers.

from the world's 4th largest radial tire manufacturer **Giti**

Eint عنت للسيارات automotive WJ Towell Group Company
Eint Automotive L.L.C.
P.O. Box: 4035, P.C. 112, Ruwi, Sultanate of Oman
Tel: +968 24502647 Fax: +968 24501960 GSM: +968 99383985
E-mail: rsj@eintauto.com

a WJ Towell Group Company

PRIMEWELL
LIVE WELL • DRIVE WELL • PRIMEWELL

over 3.5 million drivers trust our quality

EXPERIENCE YOU CAN AFFORD

Fit your fleet or vehicle with the tire that has fitted over 5400 different vehicles already. There's a set of Primewells everywhere you turn. Whether you're looking for Light Truck, SUV, Passenger or Winter tires, we've got an affordable choice for you.

from the world's 4th largest radial tire manufacturer **Giti**

Eint عنت للسيارات automotive WJ Towell Group Company
Eint Automotive L.L.C.
P.O. Box: 4035, P.C. 112, Ruwi, Sultanate of Oman
Tel: +968 24502647 Fax: +968 24501960 GSM: +968 99383985
E-mail: rsj@eintauto.com

a WJ Towell Group Company

PRIMEWELL

SCIENTIFIC DESIGN MADE AFFORDABLE

The Client:
Primewell

Project:
Versatile / Affordable

The Story:
A series of ads for Primewell to communicate the versatility and affordability of the product.

return to menu



TWEET AND GET RO 700 CASH
WHEN YOU BUY A CX-9

魂動
KODO SOUL of MOTION

GET PAID FOR A TWEET
When buy the Mazda CX-9, simply tell us your favourite thing about this awesome car in a single tweet using #mazdaomancx9 and we will give you RO 700 in cash to use however you want. Put it all towards your down payment. Go for a holiday. Or just save it! You've earned it with a single tweet.

Towell Auto Centre LLC
YOUR TRUSTED PARTNER

VISIT YOUR NEAREST MAZDA SHOWROOM TODAY!
• AL MAWALEH • ATHAIBA • BANI BU ALI • BARKA • IBRA • IBRI • NIZWA • SALALAH • SOHAR • SUR • WATTAYAH

New 'Mazda Owner' mobile app for Apple, Android & BBIO

AAA
Membership**

Call or SMS
92888005

www.mazdaoman.com

zoom-zoom

RO 700 IN 140 CHARACTERS
BUY A CX-9. TWEET. GET RO 700

GET PAID FOR A TWEET
When buy the Mazda CX-9, simply tell us your favourite thing about this awesome car in a single tweet using #mazdaomancx9 and we will give you RO 700 in cash to use however you want. Put it all towards your down payment. Go for a holiday. Or just save it! You've earned it with a single tweet.

魂動
KODO SOUL of MOTION

Towell Auto Centre LLC
YOUR TRUSTED PARTNER

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• AL MAWALEH • ATHAIBA • BANI BU ALI • BARKA • IBRA • IBRI • NIZWA • SALALAH • SOHAR • SUR • WATTAYAH

New 'Mazda Owner' mobile app for Apple, Android & BBIO

AAA
Membership**

Call or SMS
92888005

www.mazdaoman.com

ULTIMATE LIGHTWEIGHT ELISE HITS THE TRACK THIS SUMMER
Supercarped and torqued out, this limited edition weighs just 650kg and makes 180hp

RO 700 IN 140 CHARACTERS
BUY A CX-9. TWEET. GET RO 700

魂動
KODO SOUL of MOTION

Towell Auto Centre LLC
YOUR TRUSTED PARTNER

VISIT YOUR NEAREST MAZDA SHOWROOM TODAY!
• AL MAWALEH • ATHAIBA • BANI BU ALI • BARKA • IBRA • IBRI • NIZWA • SALALAH • SOHAR • SUR • WATTAYAH

New 'Mazda Owner' mobile app for Apple, Android & BBIO

AAA
Membership**

Call or SMS
92888005

www.mazdaoman.com

The Client:

Mazda

Project:

Tweet for Cash

The Story:

A series of ads to announce that Mazda was paying buyers to tweet about them.

Forward together



Win 10,000 AED

Buy car insurance with oman insurance company for your chance to win.

Enjoy the following benefits with our comprehensive car insurance

- Value for Money**
Get tons of benefits and great service at competitive prices.
- Easy Claims Process**
Call our toll free # and our professional repair network will have you back on the road.
- Emergency Assistance**
24/7 Road Side Assistance with unique App to find your vehicle.
- Extra Benefits**
Valet parking, key replacement, windscreen damage, & more.

Forward together Oman Insurance Company



WIN 10,000 AED

Buy your car insurance online to enter a lucky draw
omaninsurance.ae

The Client:
Oman Insurance Company

Project:
Win 10K AED

The Story:
This campaign was a basic 'Win 10K AED' mechanic framed within the aesthetic for motor insurance. Not all campaigns need to be 'agency speak' and this 360 campaign was highly successful.

return to menu

Forward
together



Terms & Conditions

SFX (none)

MVO1 (laid back, calm, casual)

Alright, Buy your car insurance at omaninsurance.ae and you could win 10,000 dirhams. It's that easy.

MVO2 (cuts off MVO1, said rapidly – equivalent to 'fine print speak' in radio ads)

Terms and conditions apply

MVO1(still laid back, but startled)

What? Who are you?

MVO2 (retains rapid speech in dialogue)

The winning of 10,000 dirhams is subject to terms and conditions. I'm the important disclaimer voice that let's people know it's not that as easy as you think.

MVO1(casual, calm)

No, no, no. It IS that easy. Just buy car insurance online at omaninsurance.ae.

MVO2 (retains rapid speech in dialogue)

Well, this is incredible. Insurance companies never do things this easy.

MVO1(casual, calm)

Then you should see their claim process. (laughs).

MVO2 (retains rapid speech in dialogue)

Amazing. 10,000 dirhams you say?

MVO1(casual, calm)

Yep. 10,000 dirhams every month. Just for buying car insurance at omaninsurance.ae.

Oman Insurance. F–

MVO2 (cuts off MVO1, retains rapid speech in dialogue)

(Brand jingle)

Oman Insurance. Forward together.

Subconscious

MVO1 (honest, affirmative).

I know it's just a car

FVO (disclaimer speed/ type – as if the man is hearing it subconsciously – almost a whisper)

Omaninsurance.ae

MVO1 (honest, affirmative).

But it's so much more to me.

FVO (disclaimer speed/ type)

Omaninsurance.ae

MVO1 (honest, affirmative).

It's my pride and joy

FVO (disclaimer speed/ type)

Omaninsurance.ae

MVO1 (honest, affirmative).

And if anything ever happened to it

FVO (disclaimer speed/ type)

Omaninsurance.ae

MVO1 (honest, affirmative).

I'd wanna make sure I'm covered by the best, you know?

MVO2 (attentive, suggestive).

Yeeeah, have you heard of..

MVO1(interrupts excitedly)

Omaninsurance.ae!

MVO2 (responsive, excited).

Yes!, Where you can buy your car insurance online

MVO1 (responsive)

So easy!

MVO2 (responsive).

So quick!

FVO2 (friendly)

Get your car covered online today at omaninsurance.ae.

(Brand jingle)

Oman Insurance. Forward together.

The Client:

Oman Insurance Company

Project:

Win 10K AED

The Story:

Part of the 'Win 10K AED' campaign included radio scripts to convey the brand as well as introduce the win mechanic (in some instances). I wrote the scripts, directed the recording and even wrote and composed the music for the sign off jingle for the brand.



True Love

SFX (Soft romantic, emotional piano score)
MVO1 (speaking with reserved excitement, happiness, glee).
Ever since we first met
I've loved everything about her.
Her scent.
The way she moves.
Even that noise she makes when I leave the light on.
But I knew it was true love
when I won 10,000 dirhams
just for protecting her.

SFX (upbeat)

FVO (authoritative yet friendly; confident):
Oman Insurance knows how much you love your car. So we're giving away 10,000 dirhams
every month when you buy your car insurance with us at omaninsurance.ae. Oman Insurance.
Forward together.

SFX (roaring car engine)

MVO1: I love you too, babe.

(Brand jingle)
Oman Insurance. Forward together.

Crazy not to

(happy background music)

MVO (bubbly, happy)
Buy your motor insurance online at omaninsurance.ae . It's..
FVO (confused, interrupts)
Erm.. who are you talking you?
MVO (retains bubbly excited voice)
I'm telling the listeners about ...
FVO (confused, interrupts)
I'm sorry. The "listeners"?
MVO (retains bubbly excited voice)
Yes, they can buy motor insurance at omaninsurance.ae
FVO (worried, confused)
There's nobody here. What's Omaninsurance.ae?
SFX (typing as if visiting a URL)
MVO (retains bubbly excited voice)
omaninsurance.ae by Oman Insurance Company is where you can buy motor insura..
FVO (worried, confused)
Ok, that voice is starting to get a little..
MVO (retains bubbly excited voice)
Oh there's nothing little about their cover, except the price. (laughs)
FVO (worried, confused)
I'm confused.
MVO (retains bubbly excited voice)
You won't be when you buy your motor cover online at omaninsurance.ae. You'd be crazy
not to.

(Brand jingle)
Oman Insurance. Forward together.

The Client:
 Oman Insurance Company

Project:
 Win 10K AED

The Story:
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NOOR BANK



[CLICK HERE VIEW VIDEOS ONLINE](#)



The Client:

Noor Bank

Project:

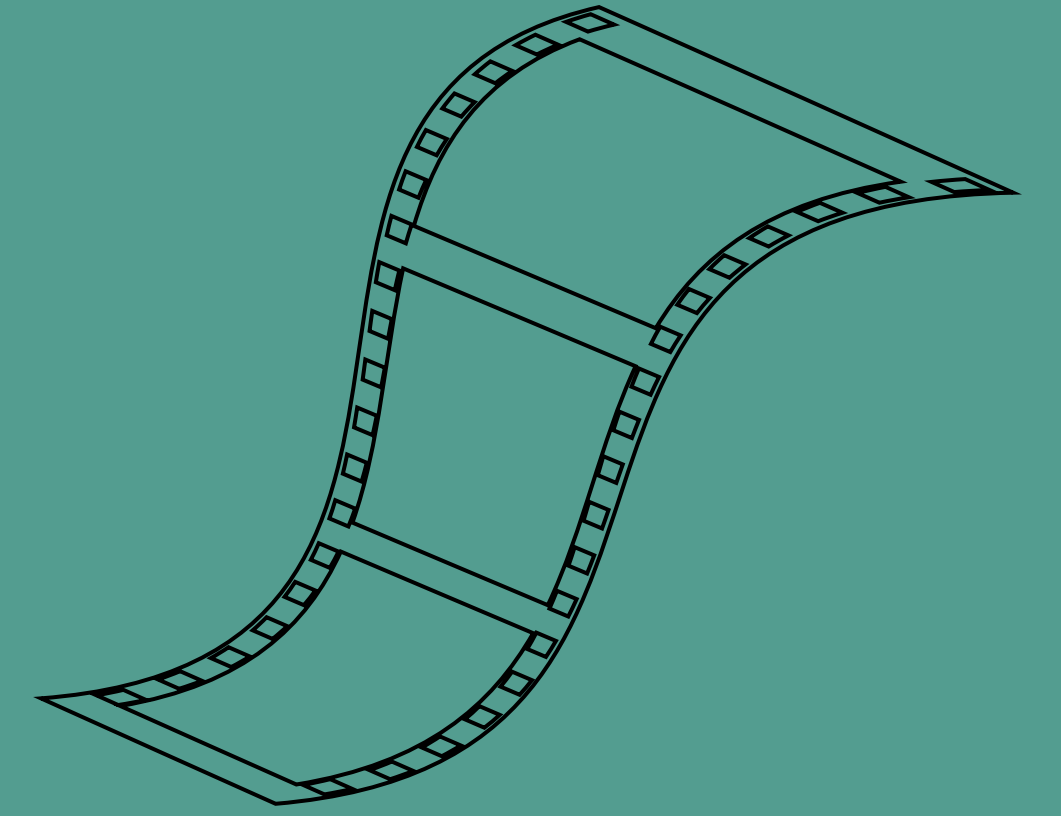
Light

The Story:

With virtually no budget, I was tasked to come up with a series of videos to convey the pillars of values for Noor bank. I wrote consistently toned scripts and edited videos using stock footage that exceeded expectations for the brief. I also had each script translated into Arabic and included bilingual subtitles on the videos so they can be played without sound (which I has also sourced off free stock). Click on each image to view the video.

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DIGITAL & SOCIAL MEDIA



The social media campaigns that I directed or created showed how malleable the medium can be. Every campaign tells the story of the campaign in a way that purposefully leaves gaps for the audience to actively participate.

Like watching our imaginations come to life with sounds and visuals on **film** we engage campaigns more actively on social media.

ام وايب سبي MYC

The Client:

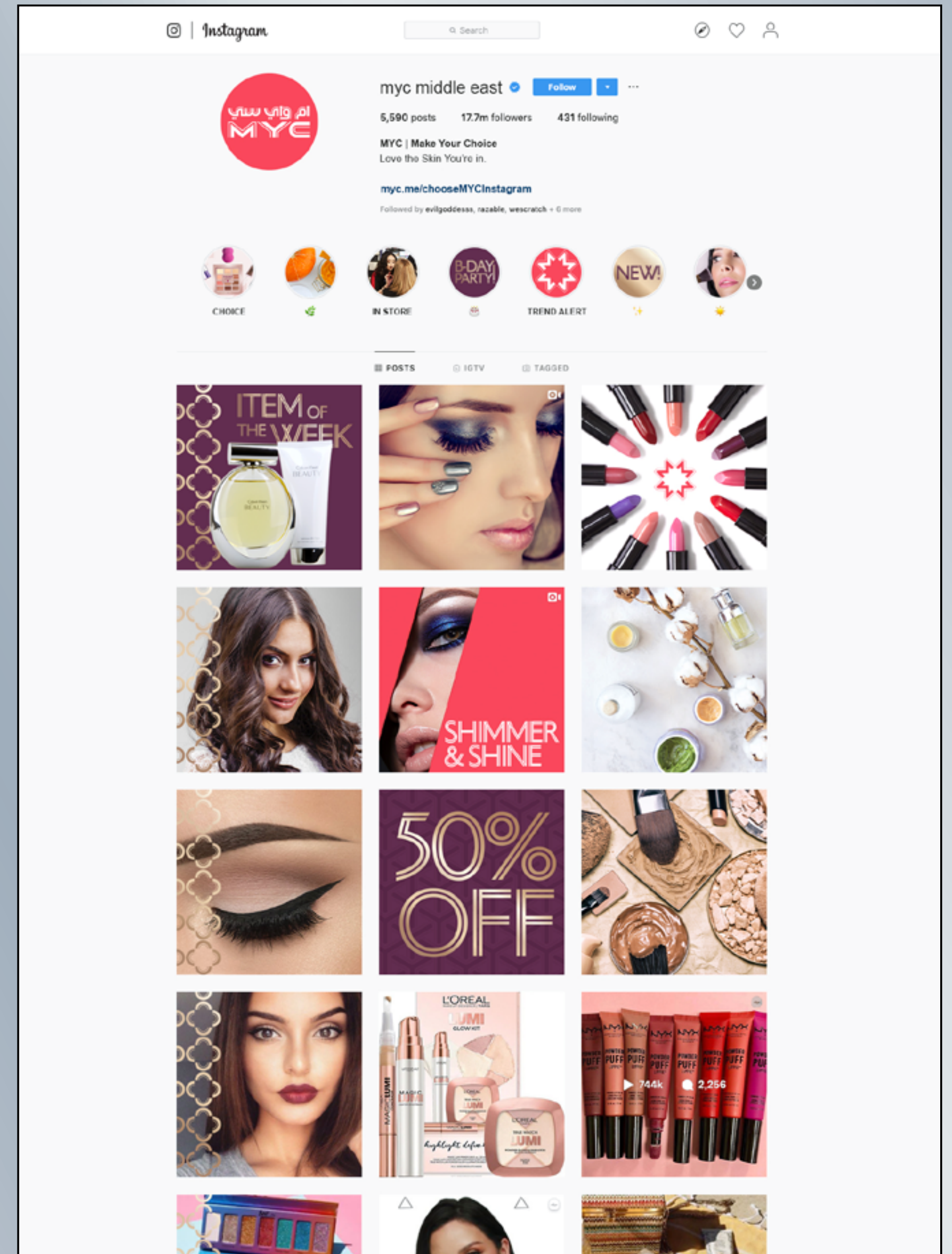
MYC

Project:

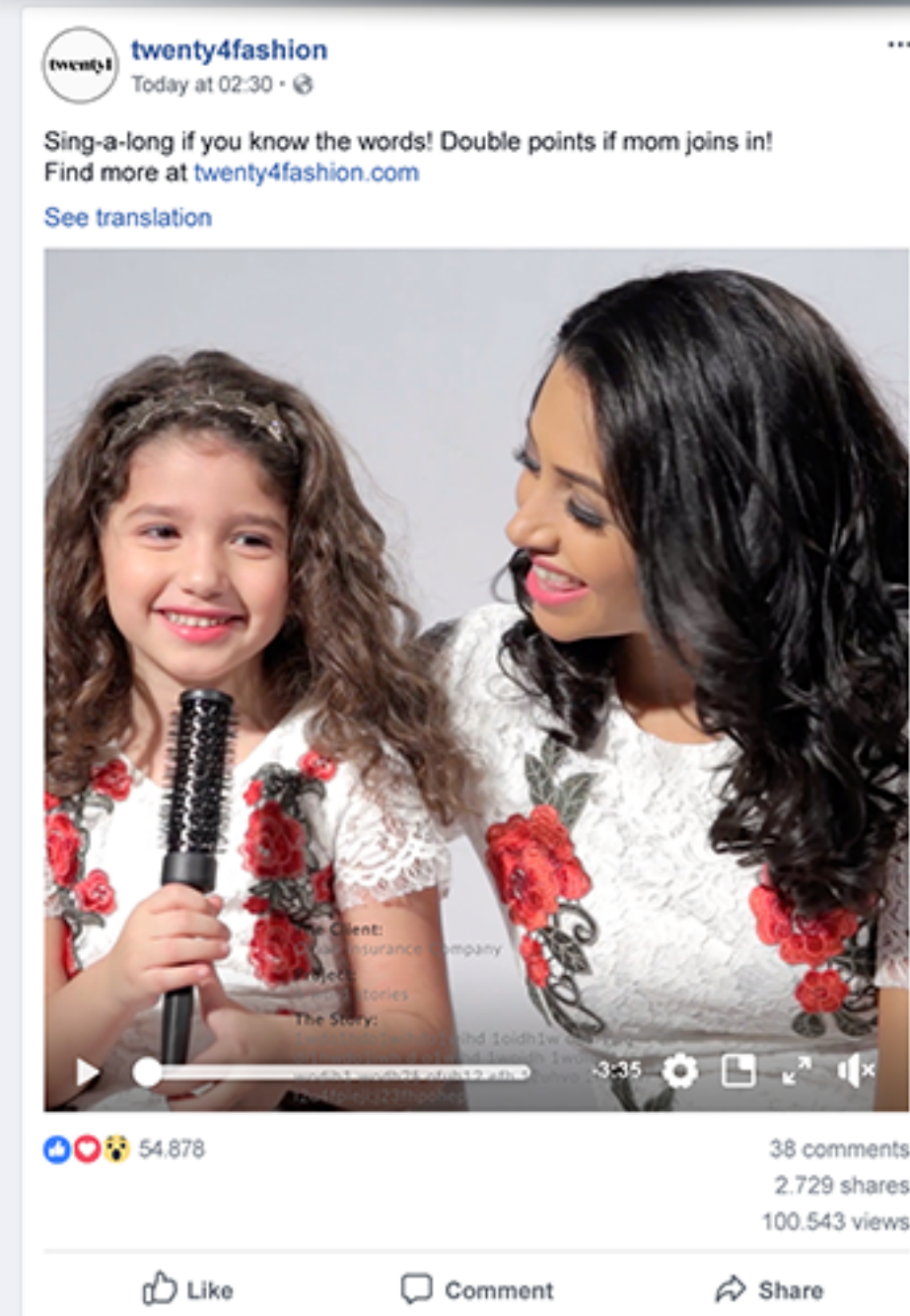
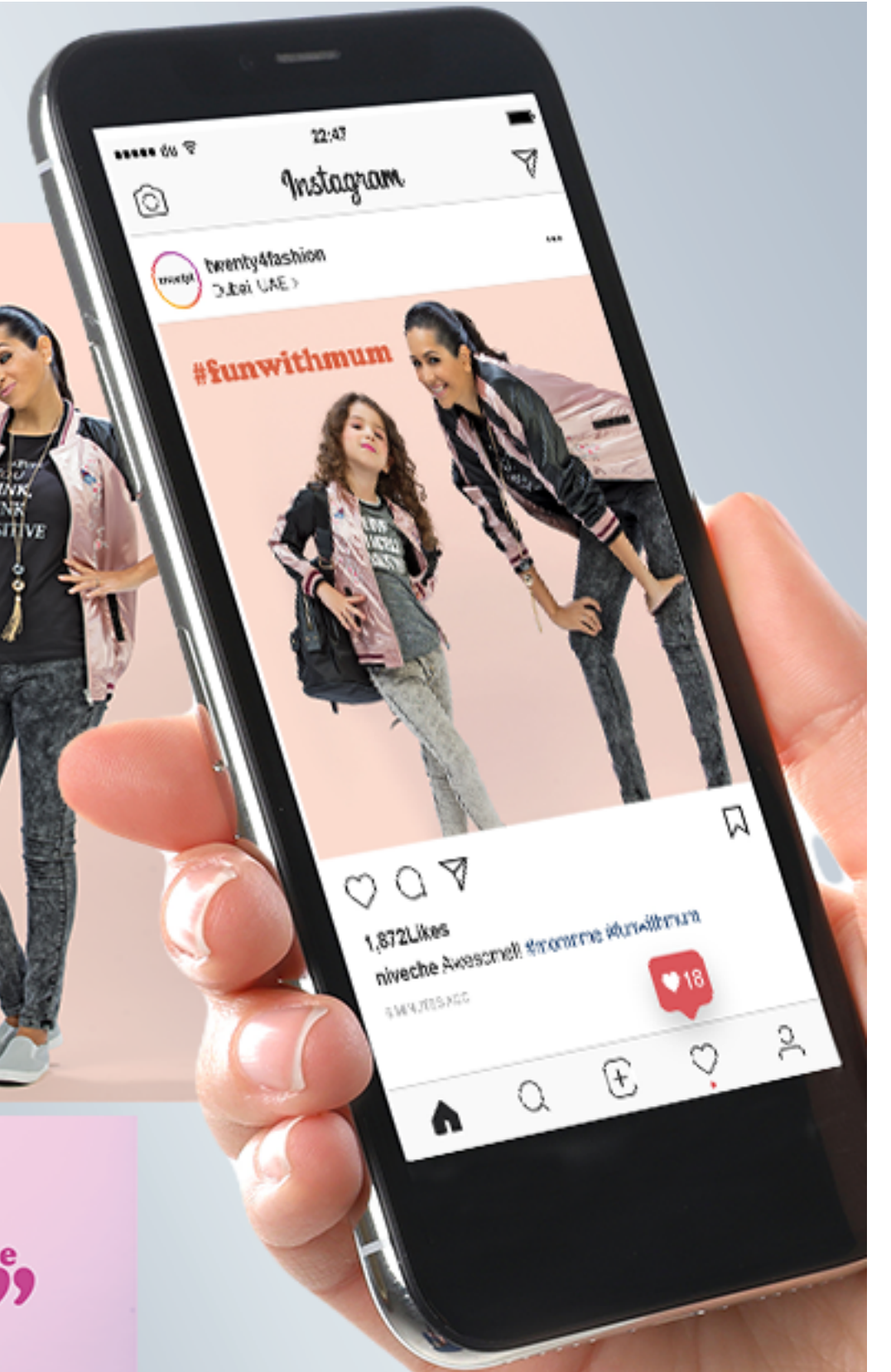
Make Up Made for You

The Story:

Social Media played a major role in this modestly budgeted launch campaign to announce the value brand to the market with focus on Middle Eastern customers having a brand that focuses on their unique needs. Content had to focus on pushing products as well as the core message to simultaneously communicate the value and the ethos of the brand.



twenty4



The Client:

Twenty4

Project:

Mom n Me

The Story:

In this fun campaign to promote a range of matching mother and daughter apparel, I focused on the relationship between a mum and her daughter with the roles somewhat reversed with the mum being playful and the kid reacting to keep her in check. I created and directed the concept and wrote all the lines for the campaign.

return to menu



The website homepage features a navigation bar with 'LivFit your partner for health' and 'fit magazine' logos, along with links for 'healthy living', 'health tools', 'wellness calendar', 'partners', and 'about us'. A search bar and 'Log in' button are also present. The main content area includes a 'mindFit' section with a featured article 'Balancing motherhood with your career' and a 'read more' link. Below this are three article thumbnails: '11 Practical Tips to Avoid Procrastination', 'Superfoods: Myths and Truths', and 'How to Start Talking About Depression'. A large promotional banner for 'FREE FITNESS FOR A YEAR!' features a young man and the text 'It's what makes you, you that makes us.' with a list of prizes: 'FREE Gym membership', 'FREE Yoga Classes', and 'FREE Bounce membership'. A 'test your fit' section offers various health metrics like 'body mass index', 'target heart rate', 'nutritional needs', 'calorie burner counter', 'desirable body weight', 'waist to hip', 'smoking cessation', and 'risky drinking'. The footer contains 'About Us', 'Categories', 'Sign Up for Newsletter', 'healthcare' information, and 'Apps' for Google Play and App Store.

This section displays three social media posts. The top post is from the 'livfit' Instagram account, featuring a woman making a heart shape with her hands and the text '#fittogether We stand against diabetes'. The middle post is from 'jane_generic', showing a woman making a heart shape with her hands and the text '171 likes jane_generic I stand with @johnny_generic against #diabetes. Let's beat this together! What an awesome initiative @livfit #fittogether #livfit #howdoyoufit'. The bottom post is a grid of images with the text 'How do you fit?' overlaid in large blue letters.

The Client:

LivFit

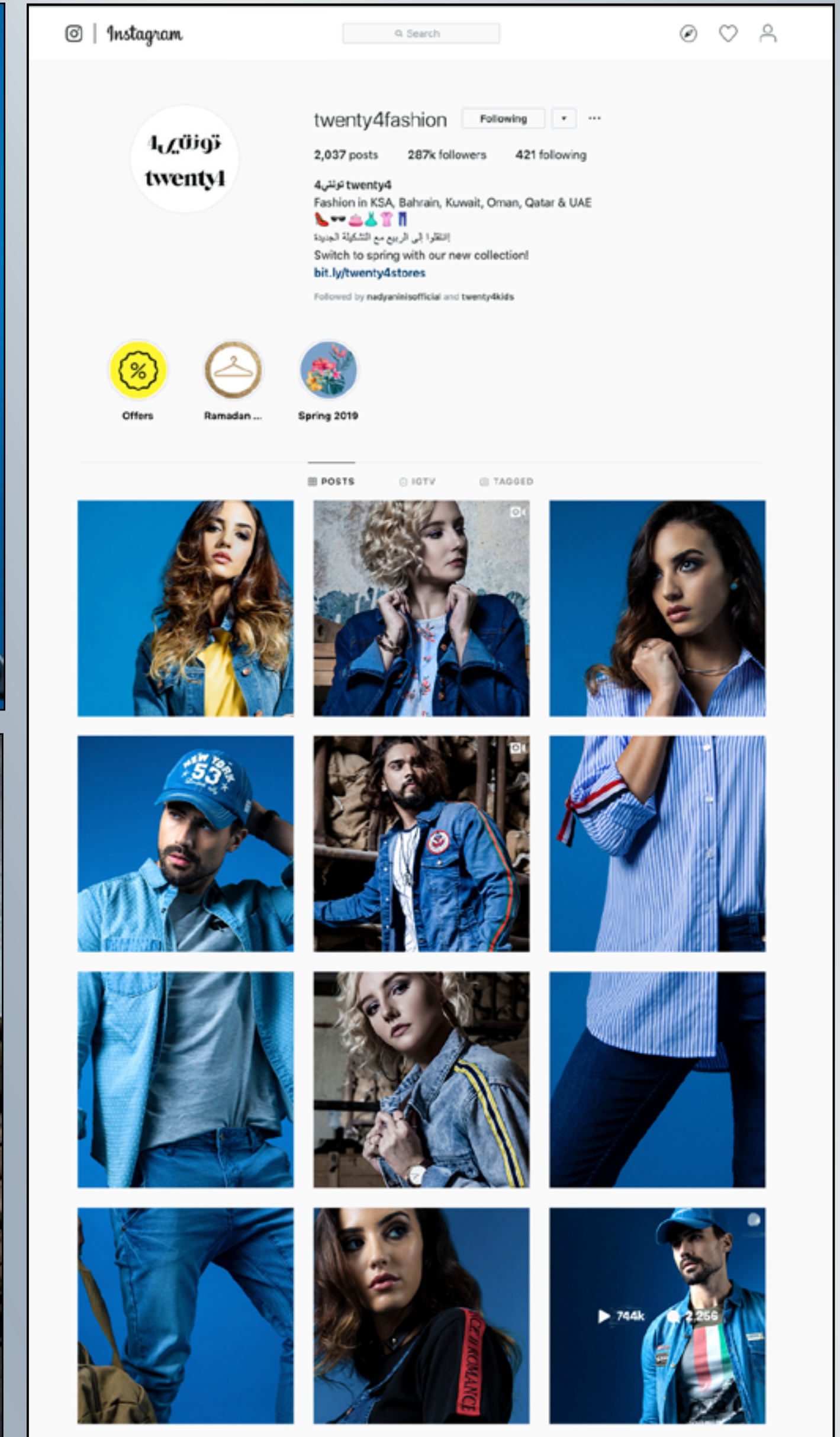
Project:

How Do You Fit?

The Story:

The digital component of this 360 campaign focused on creating conversations on a healthy lifestyle as well as raising awareness on health issues. I suggested content that focused on the three cornerstones of the concepts viz. mind, body and soul. Examples include the articles on living healthily, recipes for health foods, tips on healthy living, a campaign to raise awareness on diabetes using heart-shaped hands as a unifying thread etc.

twenty4



The Client:

twenty4

Project:

Denim

The Story:

Denim shoots for twenty4 have to convey style and edge with consistency and I created several campaigns to show off the different collections within the same category.



The Client:

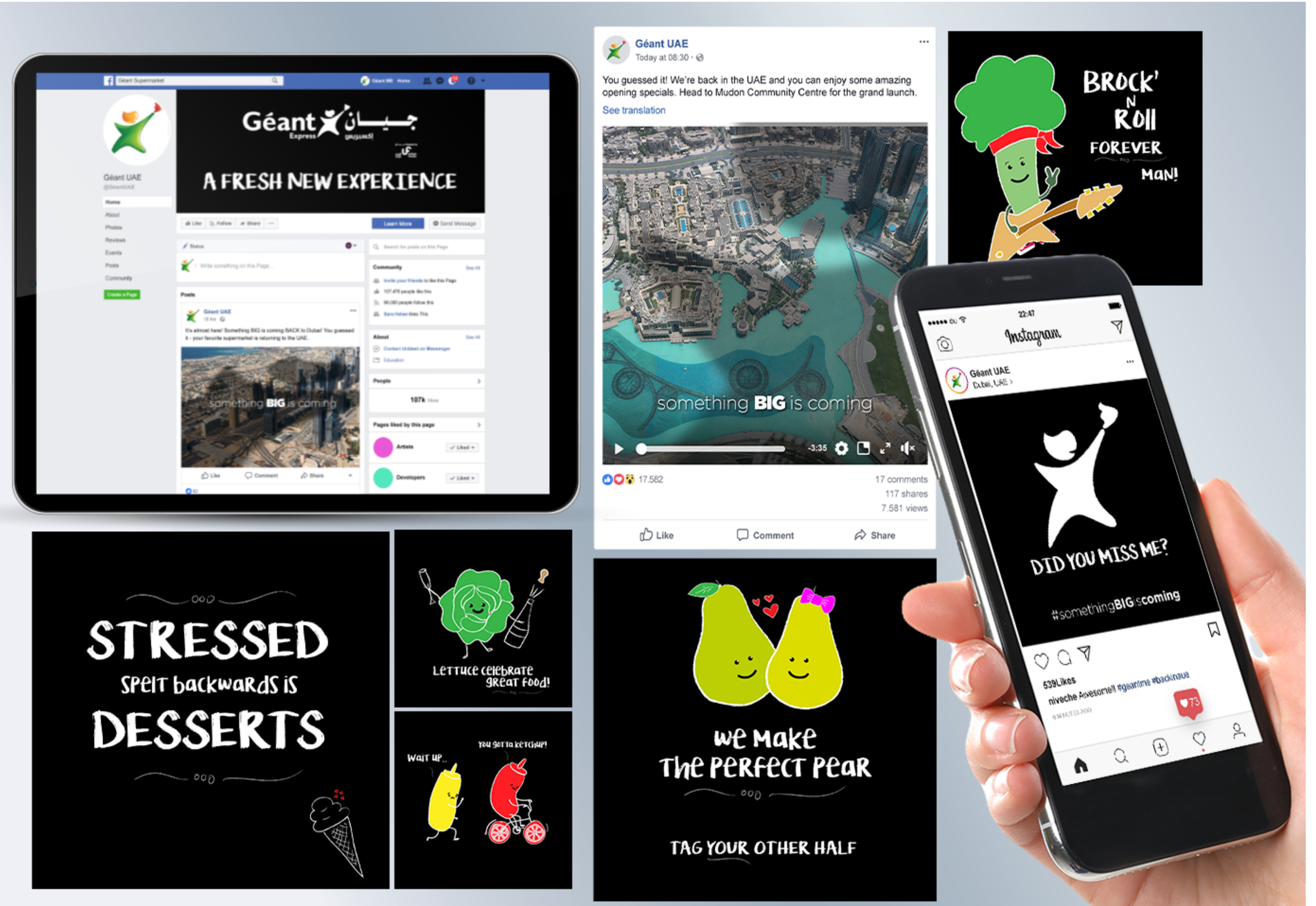
Géant

Project:

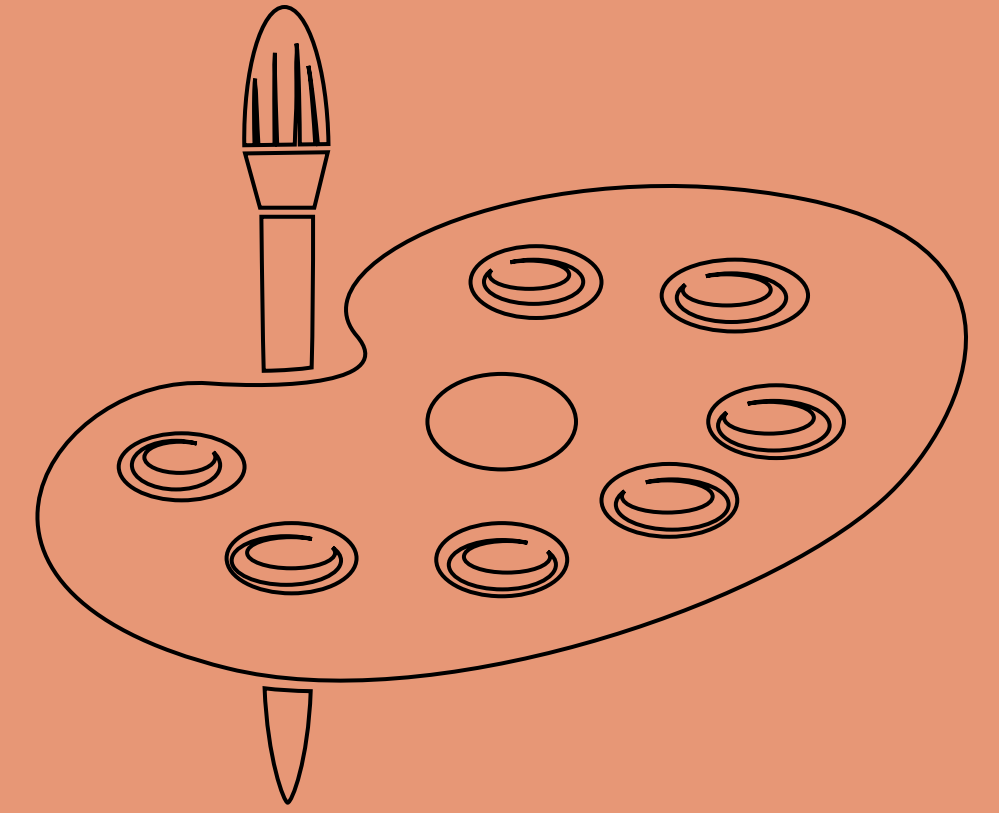
Relaunch

The Story:

When Géant returned to the UAE they wanted to keep the communication purely digital for mass media communication since it was a more intimate way of reaching smaller communities. This allowed us to give the brand a defined personality beyond values groceries. I went with a consistent route using food puns since raw content announcing the price of vegetables (though there is plenty of that too) lacks interest.



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WEBSITE

Like my approach to social media, I design websites with user-engagement in mind. Unlike social media, the medium can have a little more personality (as it is not confined to the mechanical aesthetic of the social media channel).

This allows me to use all my visual tools to **paint** a more brand centric picture.



The Client:

Talent*d

Project:

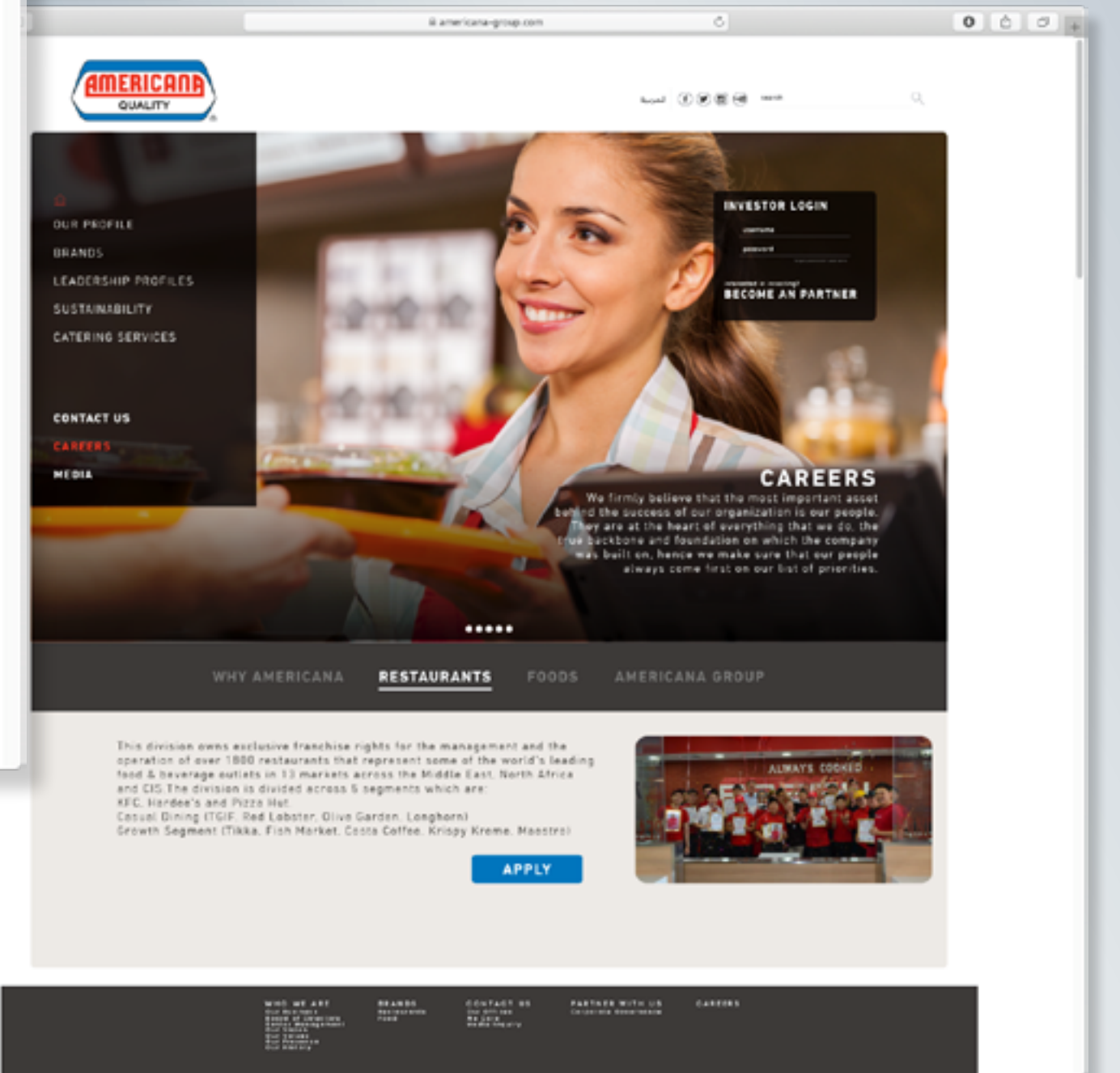
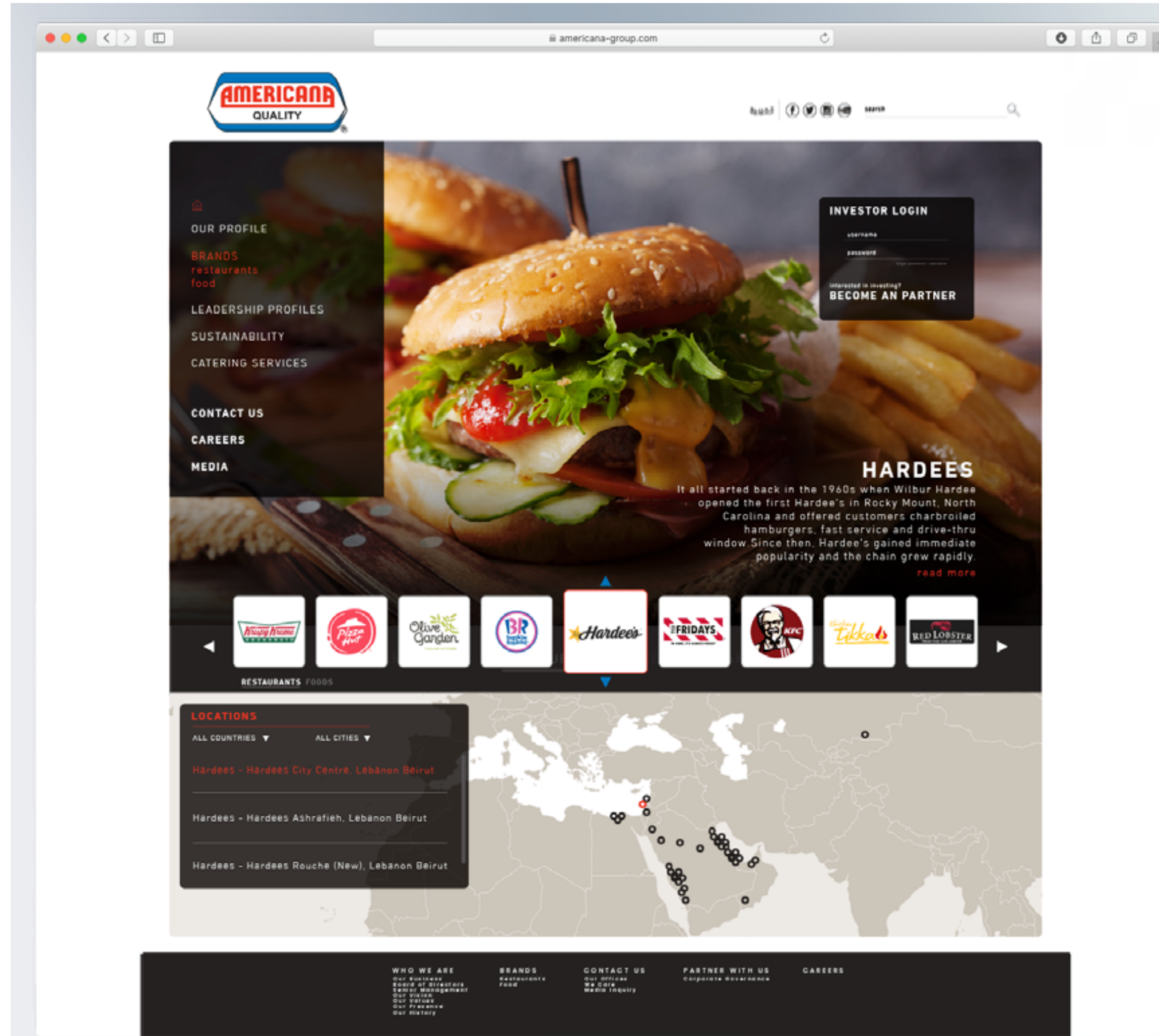
Launch

The Story:

I pitched a project to my agency then to run a talent division that would create and manage talented personalities as brands. I would employ our expertise as a brand specialists to build a database of talent including models, singers, writers, actors, etc. The agency board approved the project along with hiring my recommended partner but denied us any funding and only allowed time to work on building the division. My partner, who used to model, brought in numerous clients from her network and the division was still thriving when I left South Africa 2 years later.

I designed the branding and the website for Talent*d in addition to managing and marketing the project as well as supervising all activities on social media.





The Client:

Americana

Project:

Relaunch of Website

The Story:

The highly successful Americana brand wanted an update to their website which had not received an upgrade in years. They required a solution to reflect their food and restaurant brands in an appealing manner.

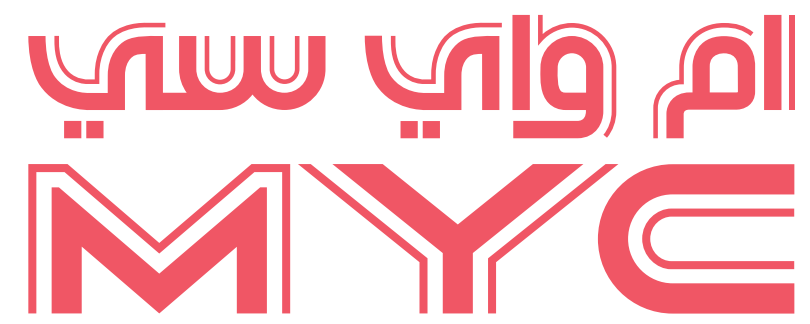


The Client:
Groupe Casino

Project:
Relaunch of Website

The Story:
The highly prolific Groupe Casino brand wanted an update to their website that included a hub for their social media content as present their brand within a more corporate structure.

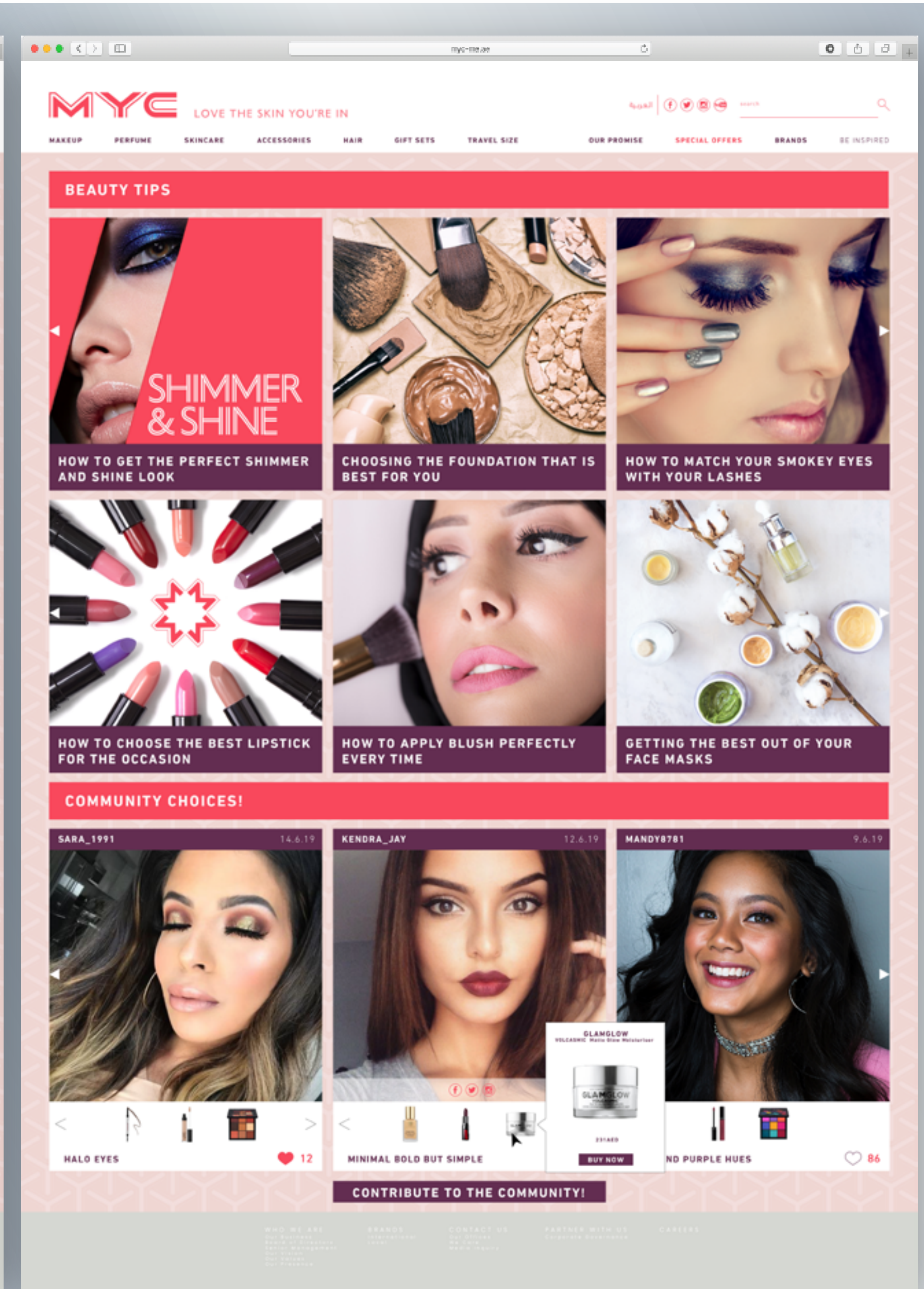
[return to menu](#)



The Client:
MYC

Project:
Launch

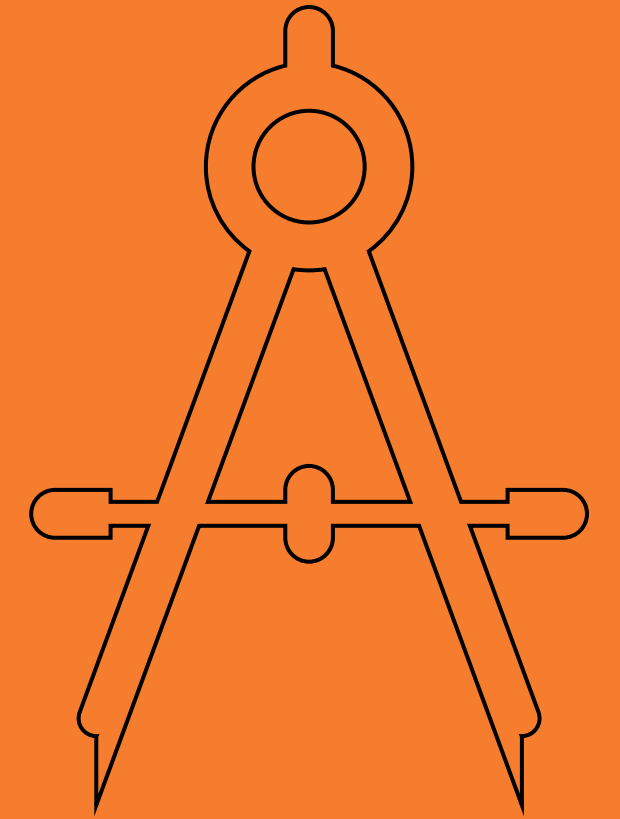
The Story:
MYC wanted a website to reflect the trendy and community-centric nature of a brand that strives to reflect the voice of its market. This website focused on integrating user-generated content within a framework of credibility building content to anchor the brand within a confident launch period.



DESIGN & PRODUCTION

When adapting work (or creating from scratch) to a specific medium I try to make the brand essence as strong as possible despite the confines of the selected medium.

And so I employ strict precision in creating a blueprint for the brand to be **constructed** into a desired medium.





The Client:
Oman Insurance Company

Project:
Ramadan Greetings Pack

The Story:
To wish all stakeholders Ramadan Kareem, every year Oman Insurance Company seeks a clean traditional design that implements their brand colours into the design.



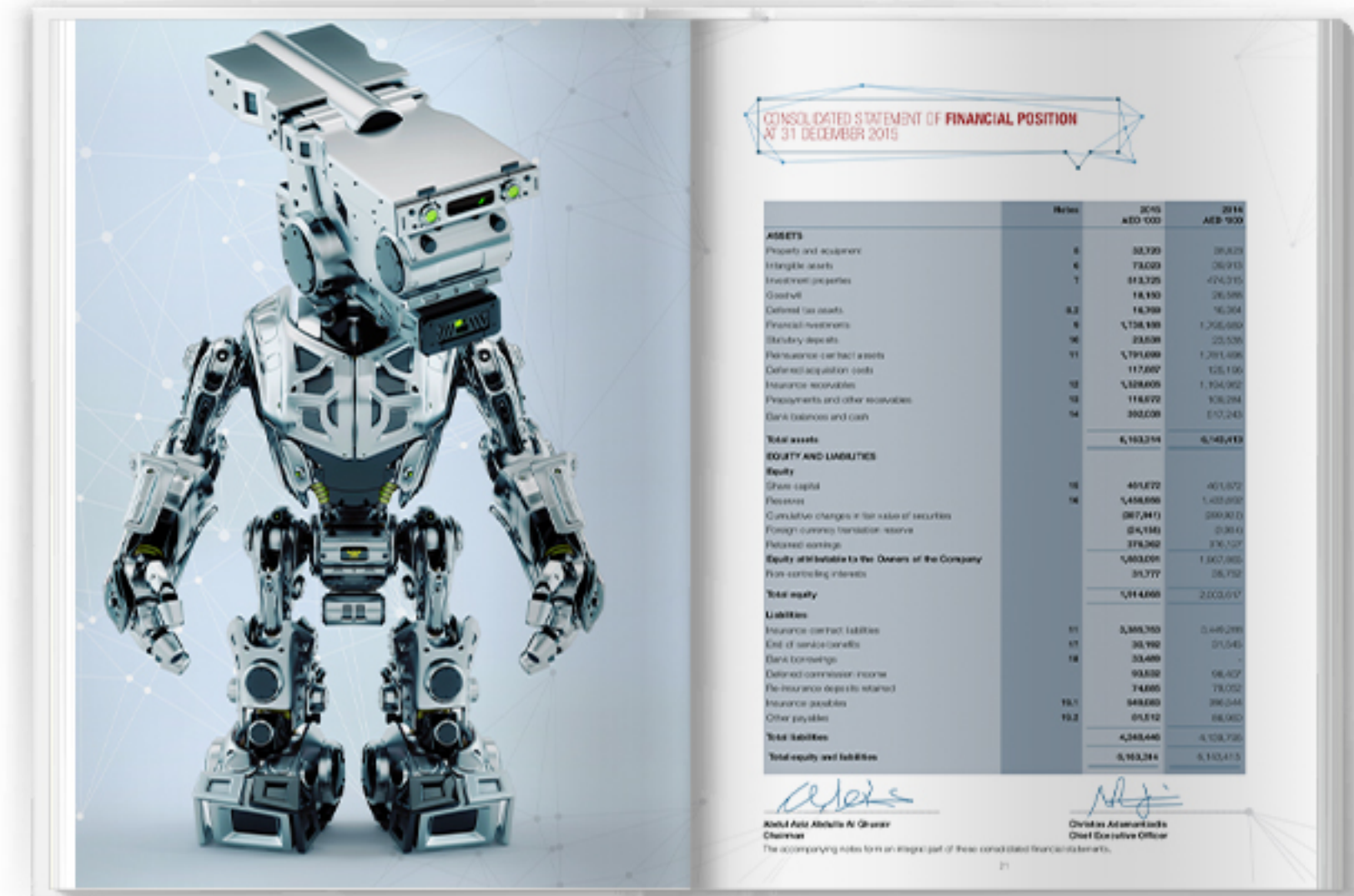
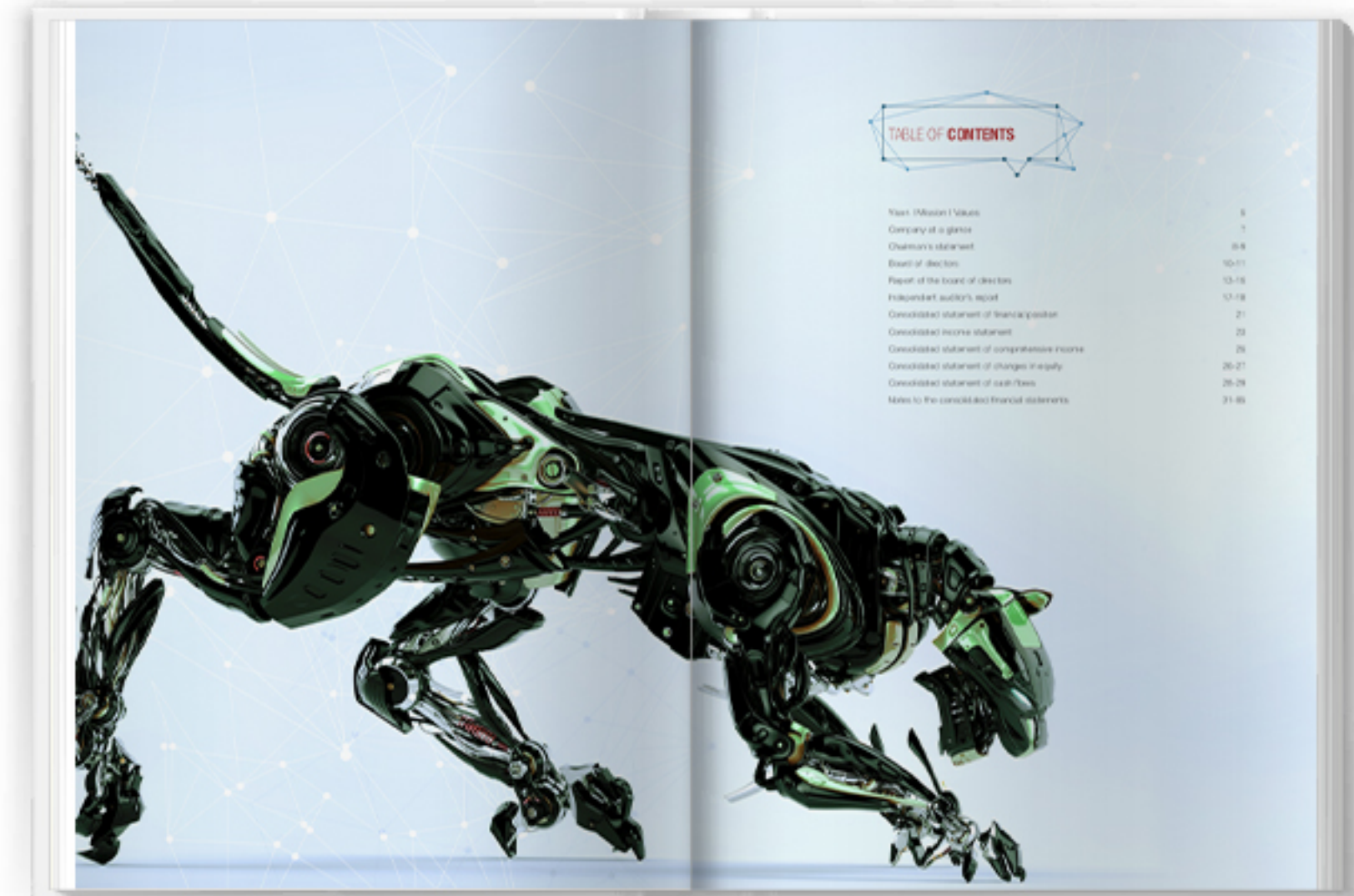
Forward
together



The Client:
Oman Insurance Company

Project:
Annual Report

The Story:
Oman Insurance Company's annual report always demands a fresh perspective on the brand within the confines of its own guidelines. The visuals should reflect the achievements of the year within an underlying theme, whilst still adhering to the tenets of the brand



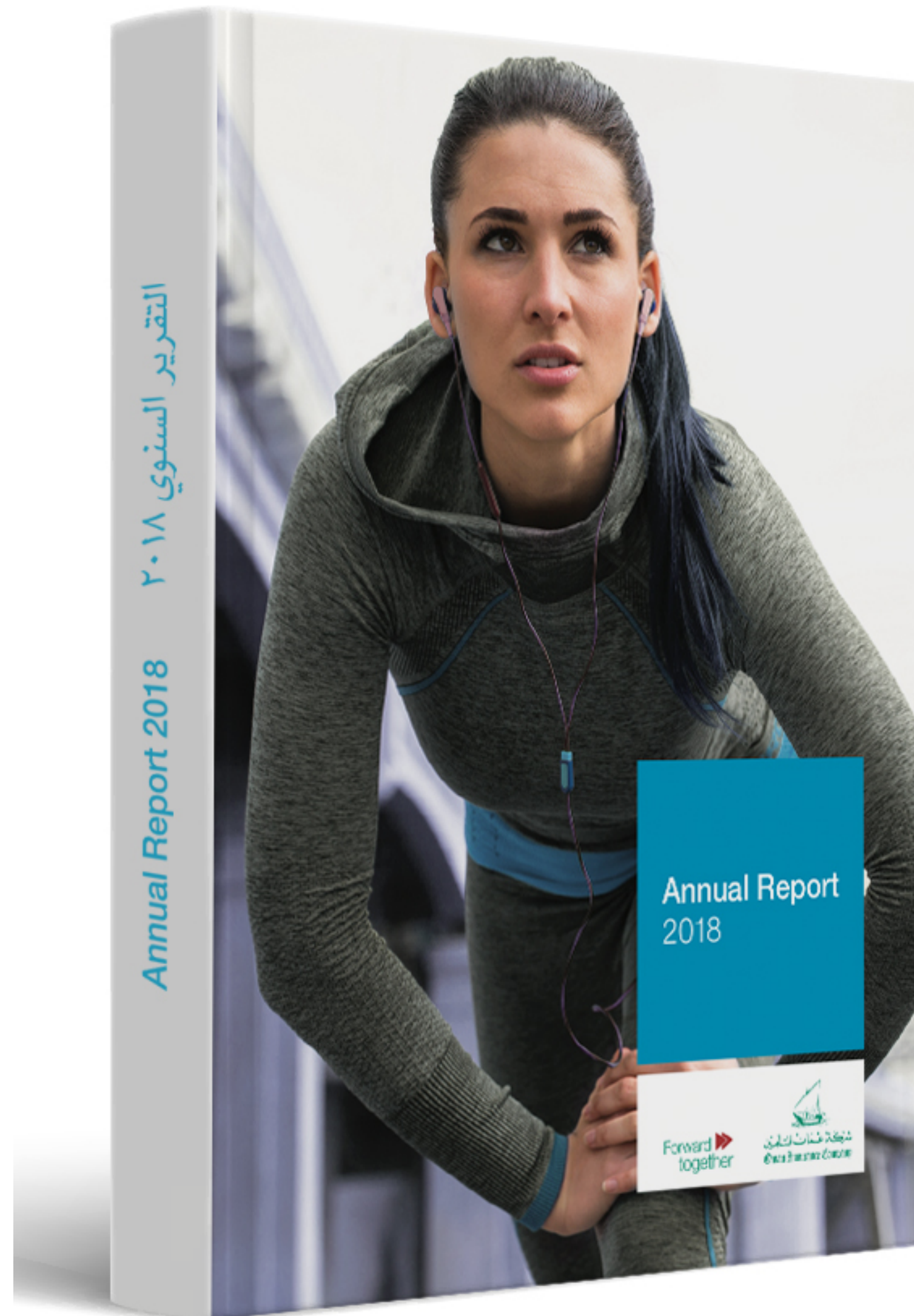
Forward together



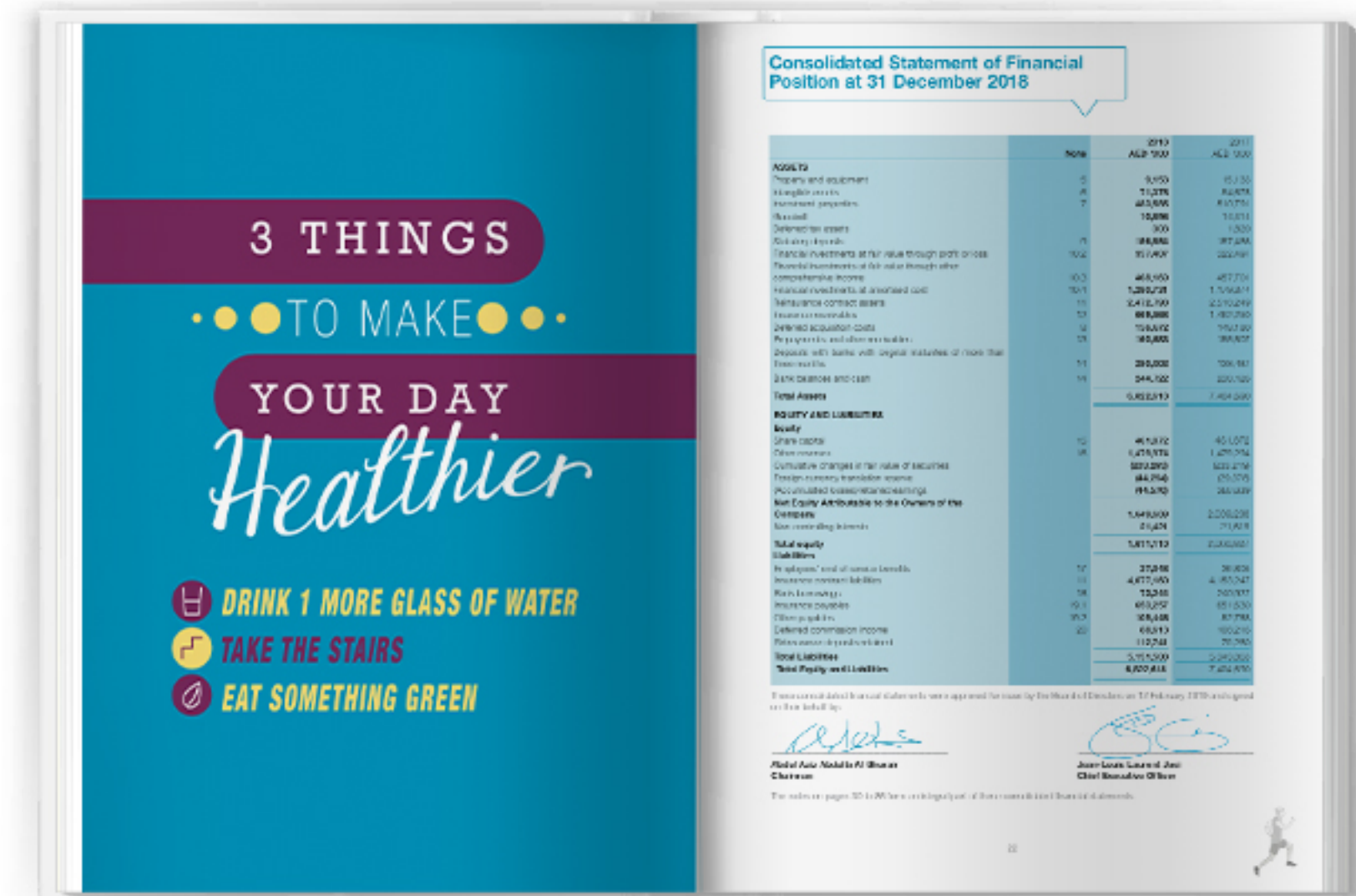
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التقرير السنوي ٢٠١٨ Annual Report 2018



Forward  together

شركة عمان للتأمين
Oman Insurance Company



The Client:
Oman Insurance Company

Project:
Collateral

The Story:
When first started working with OIC their collateral was inconsistent and lacked brand detail. After I finalised their 'forward together' lockup, I created a set of collateral designs for various documents used for print and online communication. This design style is still used today.

twenty4

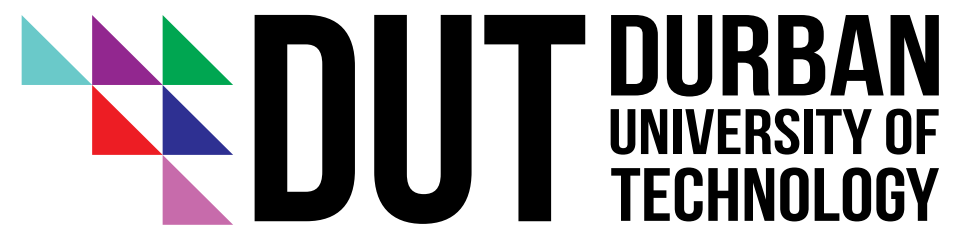


The Client:
twenty4

Project:
Brand Book

The Story:
This brand book is meant to illustrate the strongest aspects of the brand whilst conveying all details about it to potential investors. It therefore required a dynamic a fresh look to aptly reflect the trendy and hip ethos to which the brand strives.

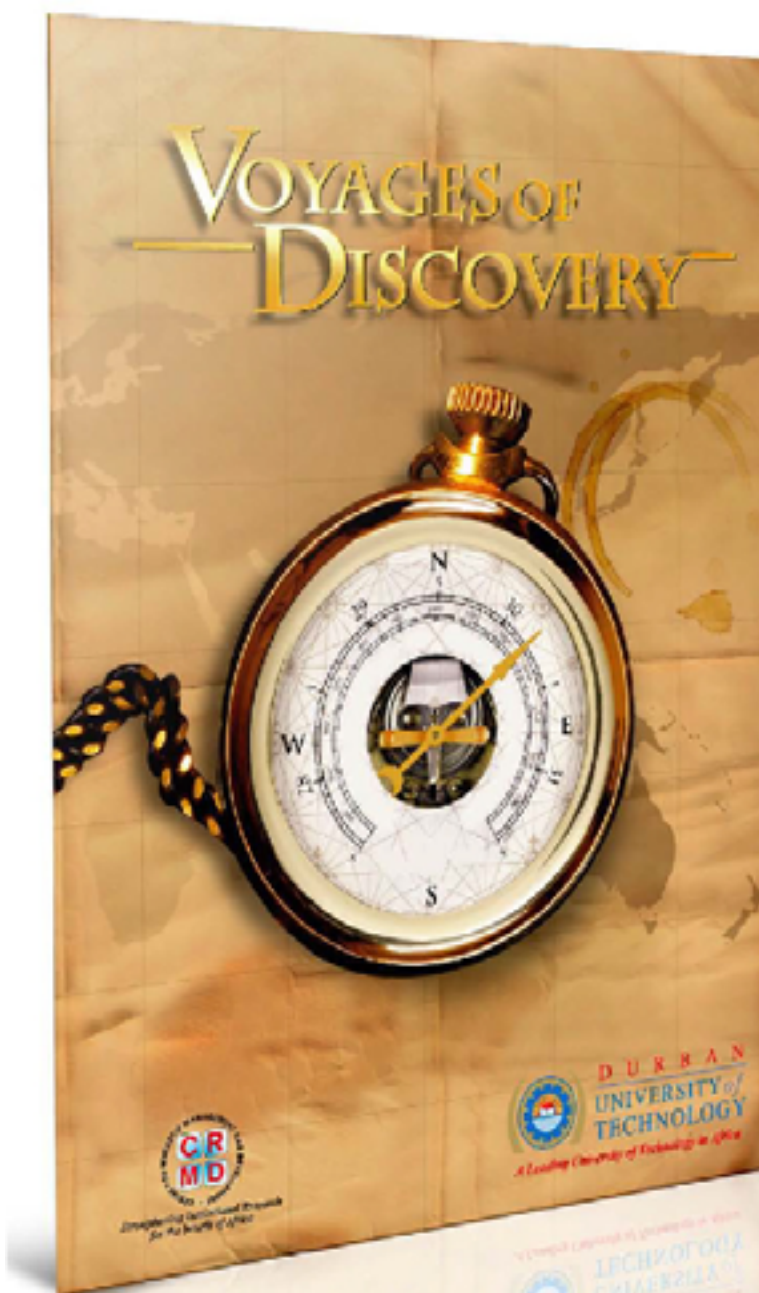
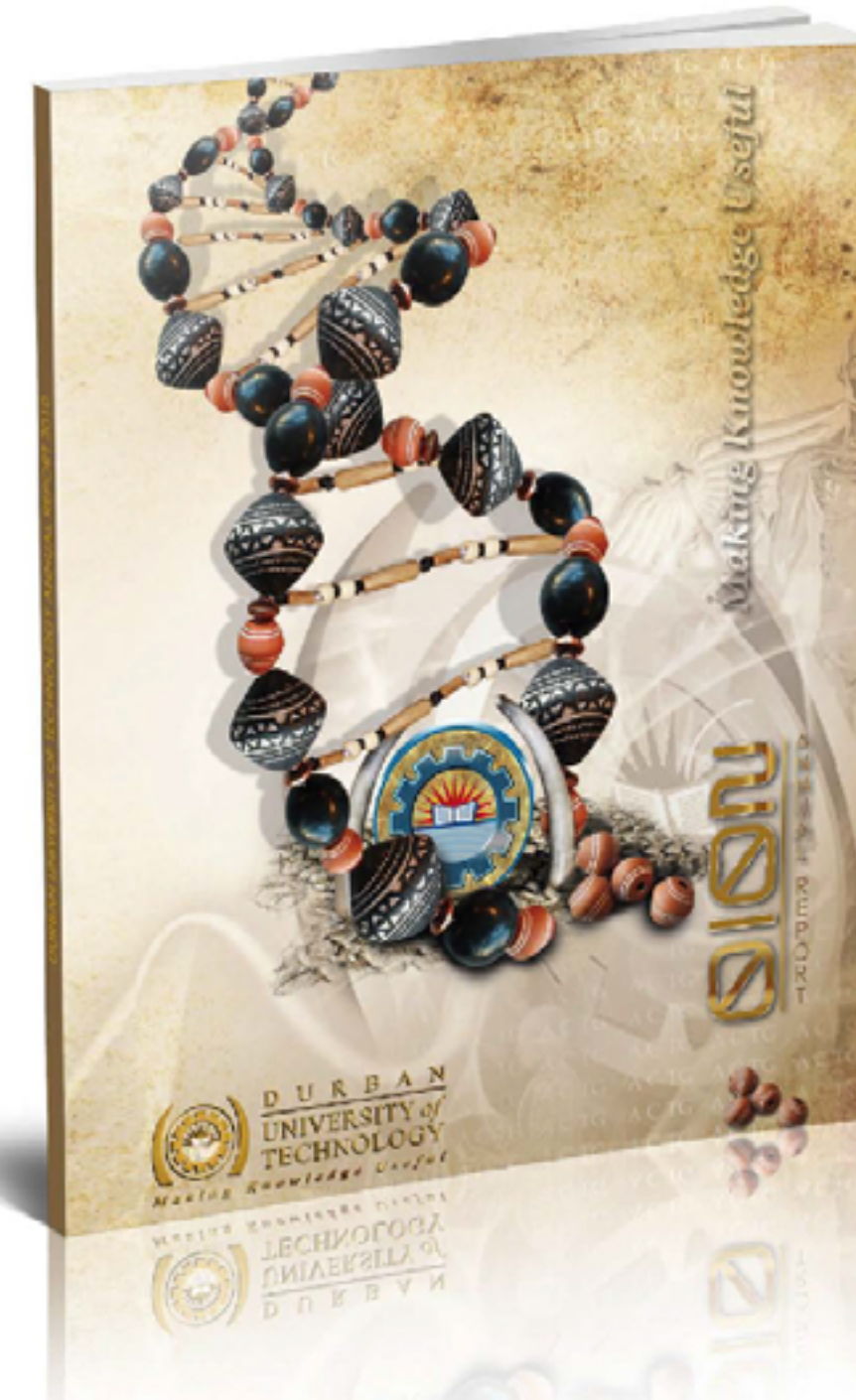
[return to menu](#)



The Client:
Durban University of Technology

Project:
Publications

The Story:
Every year the Durban University of Technology (DUT) tenders out the design and layout of their Annual Report to local ad agencies. Under my creative direction, my agency won the tender 5 years in a row and won awards for these as well. DUT also mandated us to design and layout their research publications based on our work and I was asked to write the concept introduction (a brief summary of the theme for the report).

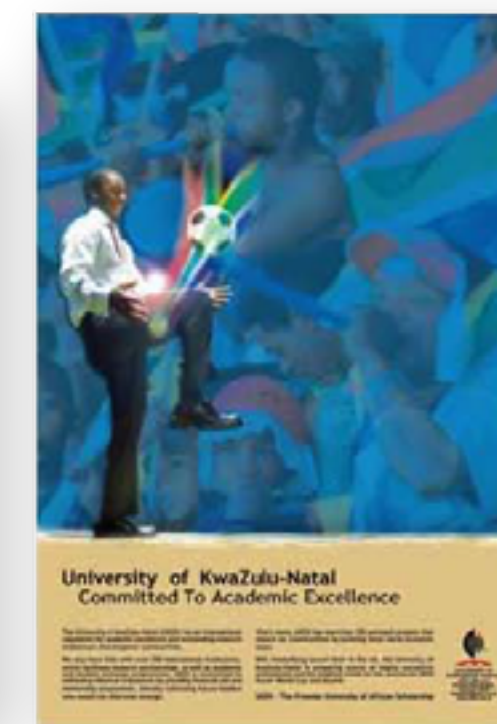




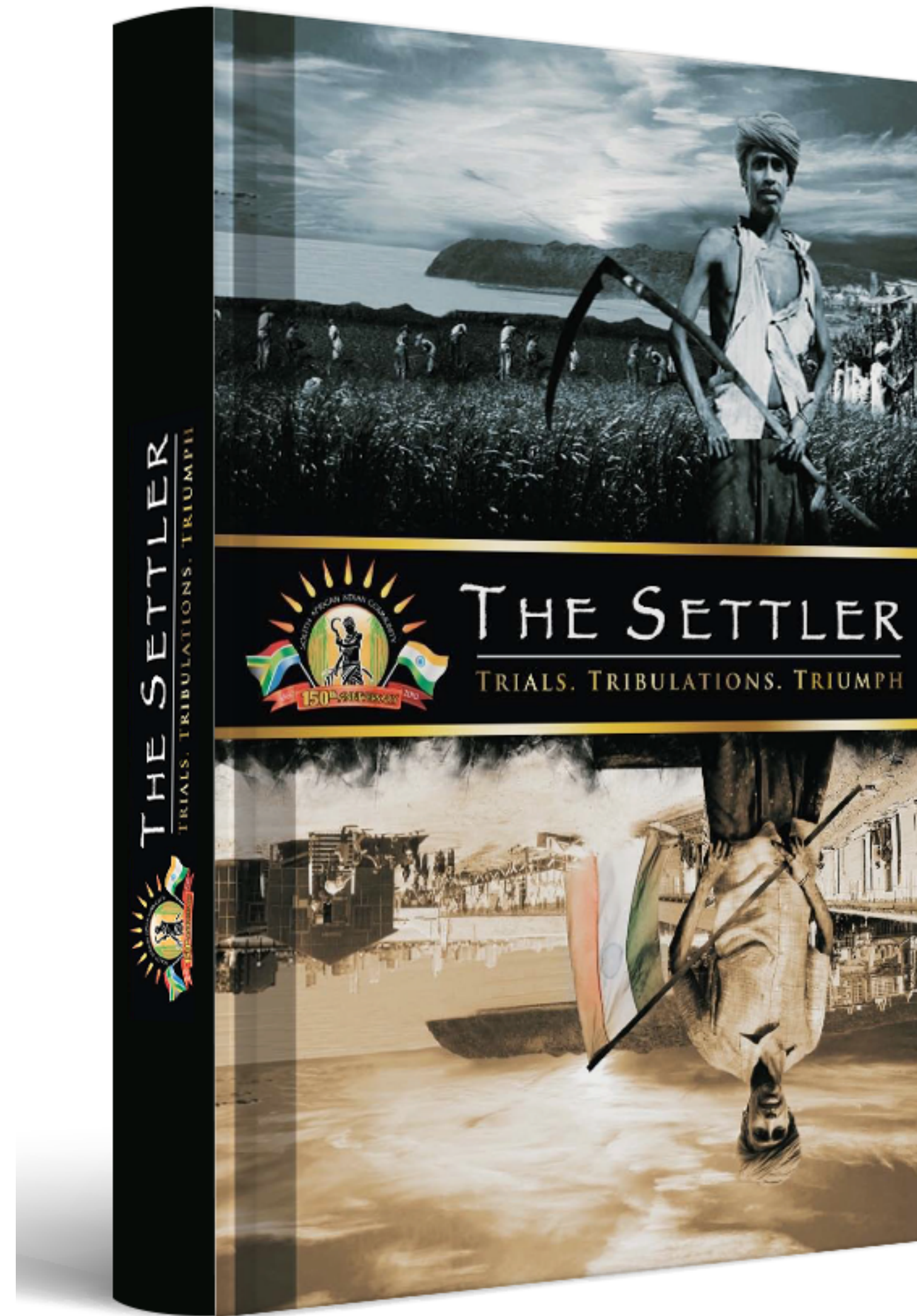
The Client:
University of Kwa-Zulu Natal

Project:
Publications

The Story:
Our success with DUT did not go unnoticed and the University of Kwa-Zulu Natal (UKZN) mandated my agency to design and layout various publications, recruitment advertisements, and event branding.



BARLOW PUBLICATIONS



The Client:
Barlow Publications

Project:
The Settler

The Story:
A client approached my agency to design and layout a book that documented the arrival of Indians in South Africa to commemorate the immigrants settling in South Africa for 150 years. I designed the concept for the theme for the book which received critical acclaim when published and sold in prominent book stores in South Africa.



POINT OF SALE MERCHANDISE



In placing brands at the forefront of the intended market I try to give them the strongest advantage. The main aim is to grab the audience's attention AND convey the core message in the most effective way possible.

This is the **theatre** of communication as brands are the star performers on an established stage.



by **Géant**

ENTRANCE BANNER



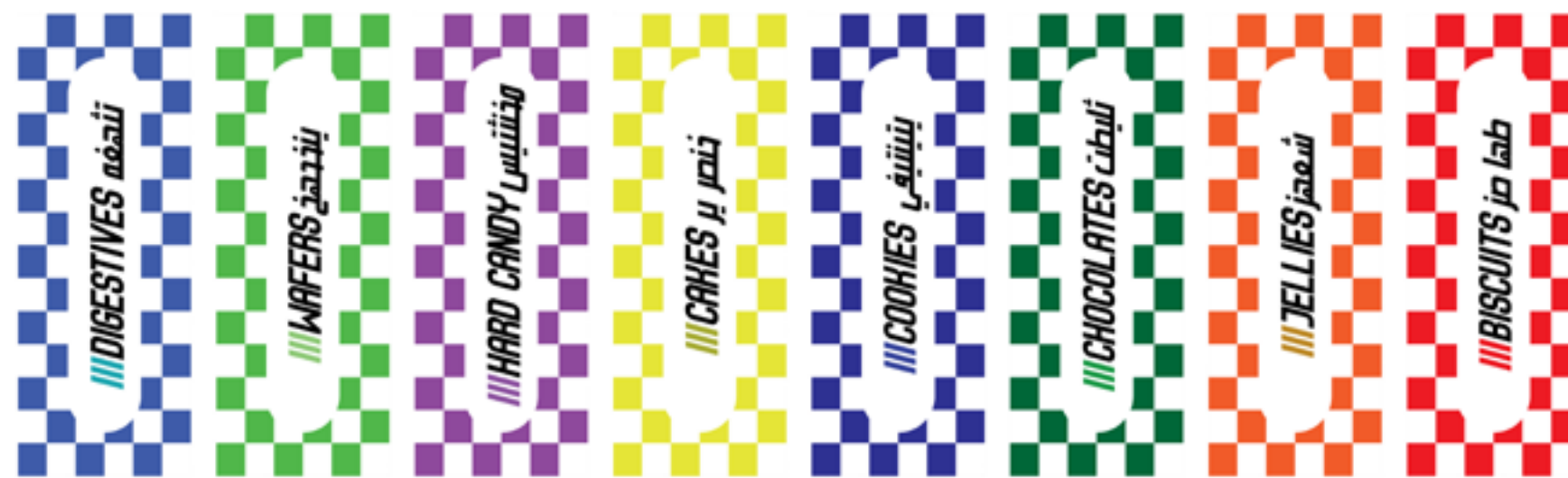
- Will stand at either entrance mimicking a race starting banner
- Includes a festive array of candy imagery to create a sense of excitement as shoppers approach the area
- The vibrancy would attract shoppers (and their kids)
- Signage would be produced as a 2D dynamic installation
- The signage would run on either end of the area with large lollipop structures installed as pillars

HEADER BOARDS



- Thematic header boards would be placed behind each section of products in the aisles
- These are meant to represent different factions of racing fans and die cut in dynamic ways, complimenting a strong sense of fun
- The whimsical names are broad enough to cover a wide range of products, whilst simultaneously using humour to enhance the mood of the area
- By displaying the products as factions, we turn the products into racing fans and integrate them into this candy racing world

DIVISIONAL BANNERS



- Where the header boards are generic factions used to enhance the theme of the area, these banners are more functional
- Using a colourful chequered racing layout, each section is indicated with the iconic racing strips in English and Arabic
- These can be made to cover every products and built for easy installation and removal
- Will be placed as flags (commonly seen on race circuits) as divisional markers to demarcate the relative sections

SHELVING SKIRTING



- Every race track contains a crash barriers for racers made entirely out of tires - this is represented as skirting on the shelving area with tired replaced with biscuits (all tires in the Candy Rush world are made of biscuits)
- They have a primarily aesthetic function included to the enhance the world created and integrate the product placement
- When juxtaposed against the floor (as it will always be), the skirting completes the look of the area as a candy racing track

The Client:

Géant

Project:

Candy Rush

The Story:

Géant Hypermarkets wanted a prominent theme for their candy section in a specific flagship store that shouted fun and excitement to their customers. I modelled a theme surrounding a candy flavoured race track (and associated paraphernalia) to match the location of store at the time, viz. Yas Island - as it was prominent for its speedway.



by **Géant**

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HANGING POSTERS



- These would replace the existing hanging price banners in the store to tie in to the theme
- There will be a variety of designs to avoid monotony and varying increments of pricing

HANGING CUTOUTS



- In addition to the hanging posters, we will show hanging car cut-outs according to the space available
- The biscuit-wheeled racing cars enrich the theme

SWEET DISPENSER | CREATION STATION



- The second of the two theme-centric candy dispensers would be a gas pump structure called the "Creation Station"
- It lends itself to a gas station feel where gas is replaced with candy
- The idea of 'creating and assortment of flavours' pushes a wider a selection of product resulting in an increased purchasing threshold
- The nozzles would serve as handles where patrons can scoop out various candy from the bins to create their own assortment of flavours, hence the name

SWEET DISPENSER | SUGARPIT STOP



- One of the two theme-centric candy dispensers would be a double-sided racing pit stop station called the "Sugarpit Stop"
- It would house transparent plastic car containers in a bottom shelf area for patrons to fill with candy from the overhead dispensers
- The conveyor belt dynamic of the stand fits perfectly with a pit stop functionality as patrons move through each section 'topping up' with the chosen candy



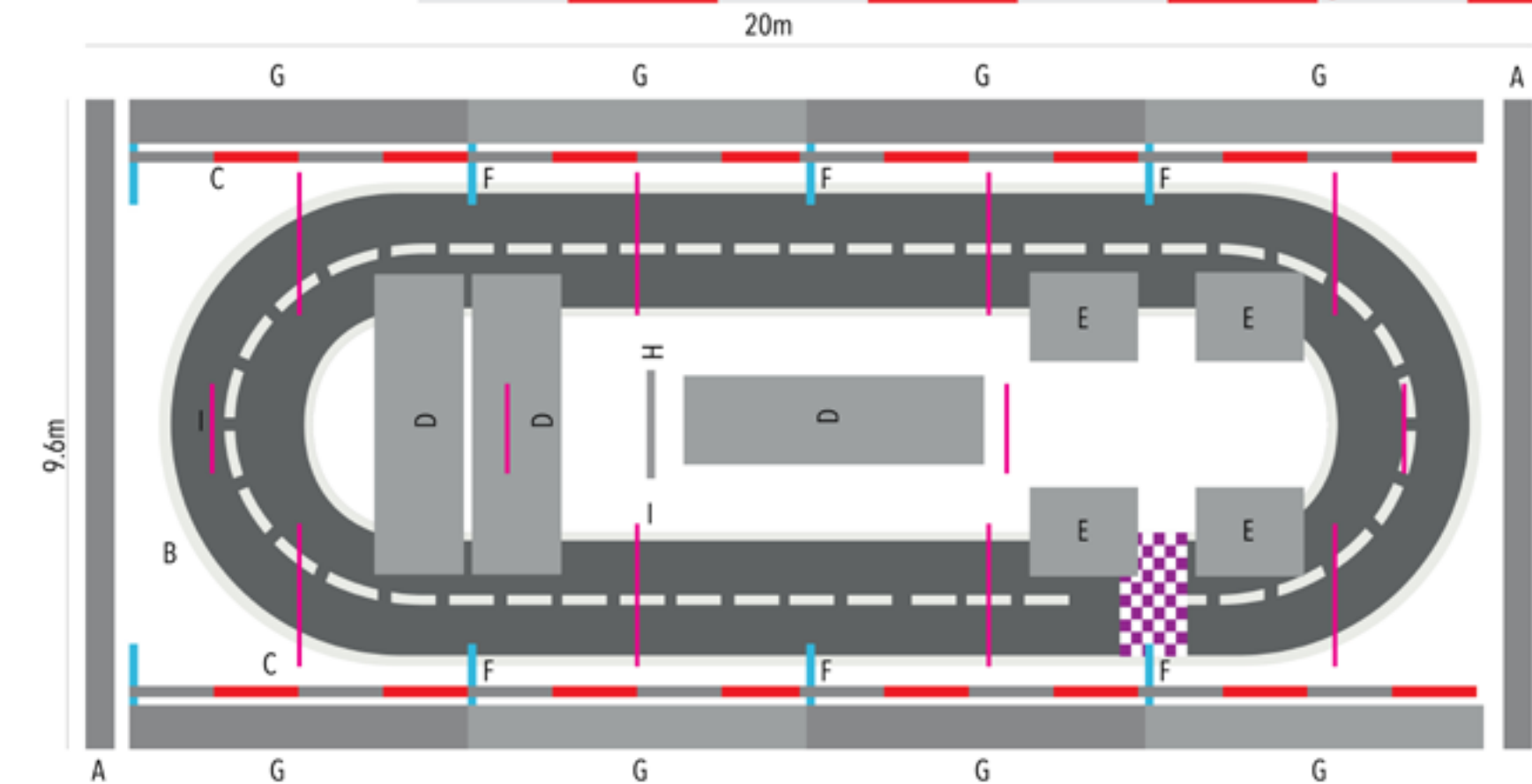
by **Géant**

LED SCREEN



- A common element at races is the racing grid and leadership tables
- We can use this as a large LED screen in the centre of the area that shows the **best prices** from the sections
- As an LED screen, the details can be **changed on the fly** and even made to move (like an actual racing list) to show the changing positions of the hero products
- There will be four screens placed adjacently (with opposing sides showing English and Arabic) to adequately reflect a scoreboard at several sporting events)
- This also allows visual intrigue when the area is looked at from any angle in the store

FLOOR PLAN | TOP VIEW



ARTIST'S IMPRESSION



Candy Rush creates a world of fun, excitement and, above all, Candy, within Géant

ARTIST'S IMPRESSION



The SugarFit Stop is an intriguing attraction and the centre screen is a dynamic centerpiece that enhances the usual candy dispensing experience

The Client:
Géant

Project:
Candy Rush

The Story:
Géant Hypermarkets wanted a prominent theme for their candy section in a specific flagship store that shouted fun and excitement to their customers. I modelled a theme surrounding a candy flavoured race track (and associated paraphernalia) to match the location of store at the time, viz. Yas Island - as it was prominent for its speedway.



MODULAR STAND IMPRESSION RENDERING

- Easily mobile
- Gets people thinking about vacations
- Offers a slice of the Emirates experience



The Client:
Emirates

Project:
Event Branding

The Story:
A simple event branding modular stand to promote the brand within an expo type environment.

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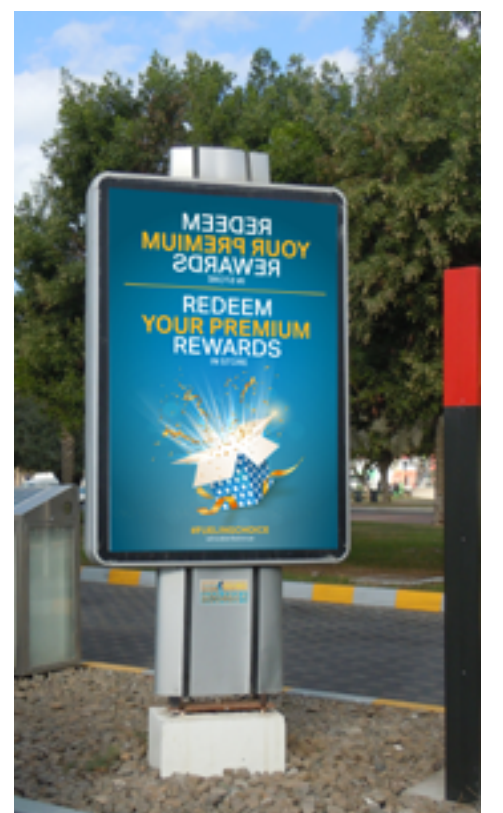
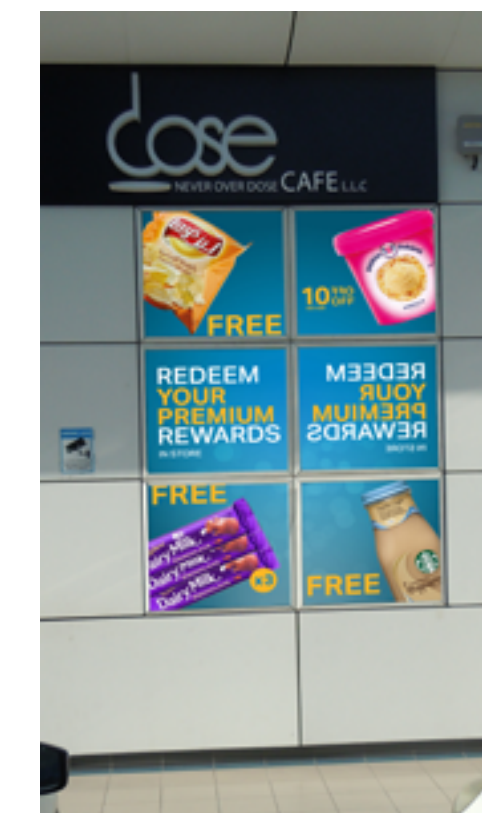


The Client:
Dulux Professional

Project:
Levis Silver Promotion

The Story:
A simple promotion to announce the new range of silver paint and special offer associated to it. These were installed in several paint stores.

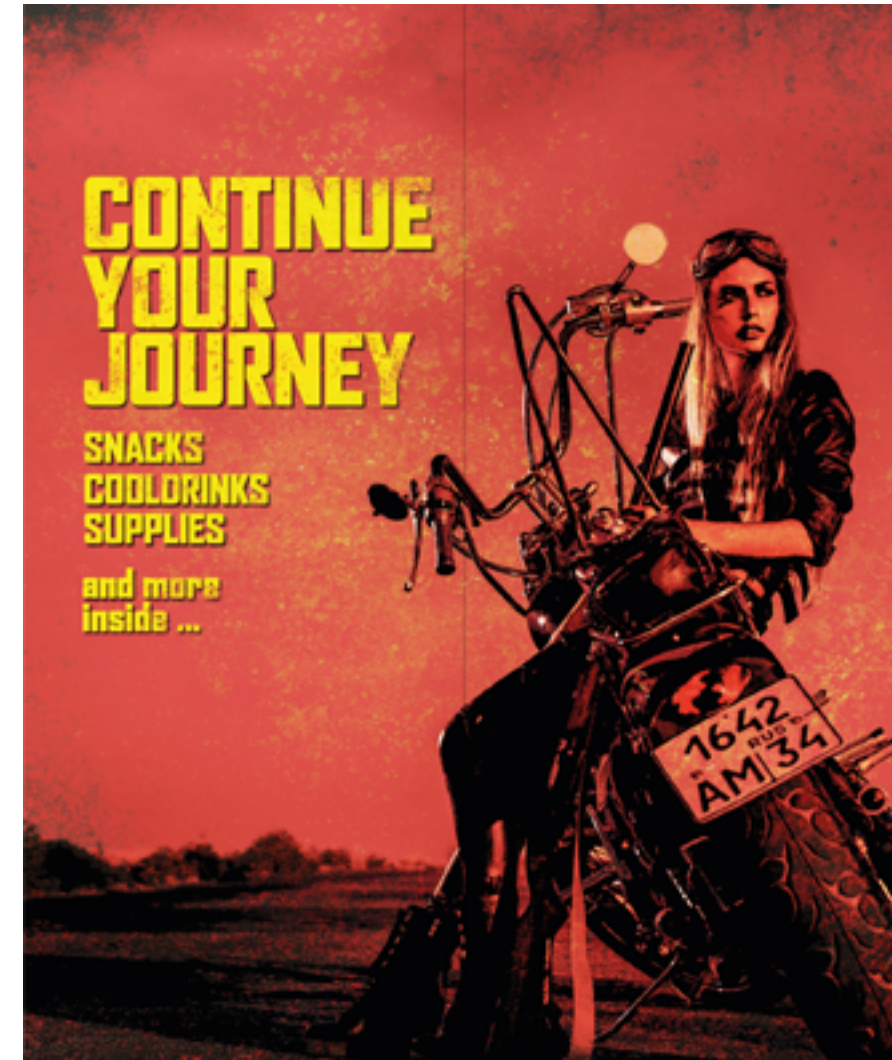




The Client:
Adnoc

Project:
C-Store revamp

The Story:
The client sought a redesign and remodelling of its C-stores and alternative ways to promote its premium range of service.



The Client:

Adnoc

Project:

Mad X Branding

The Story:

Based at the Last Exit destination restaurant en route between Dubai and Abu Dhabi, this specially designed Adnoc station sought to match the Mad Max-inspired theme of its surroundings.



The Client:
Sharq Organic
Project:
Packaging

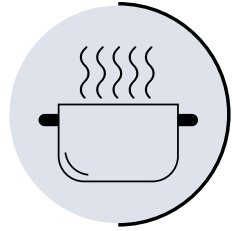
The Story:
The client wanted to streamline their packaging to strengthen their brand integrity as well as communicate their position as an organic-centric product. The packaging included a variety of solutions to match their product range.



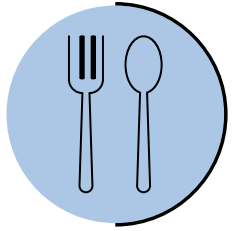
Bath



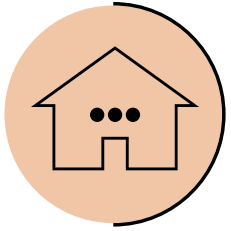
Sleep



Cook



Eat



Décor



The Client:
twenty4 Home

Project:
Packaging

The Story:
These were packaging solutions for the client to unify branding for their 6 categories of products (viz. bath, sleep, cook, eat, and décor). In addition to designing the packaging I also designed the icons for each category.



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STEP UP TO THE CHALLENGE

ALMAS TOWER
VERTICAL RUN 2018
3rd FEBRUARY 2018

powered by **Livfit** | شركة خدمات التأمين
Oman Insurance Company

To register, visit premieronline.com
click on **vertical run almas tower**

Oman Insurance healthcare members use code
'FFCVR18OIC'
for an exclusive entry fee
of only 96AED (regular fee: 137AED)

When you use the above discount code, kindly email a copy of your
healthcare insurance card to reception@fidelityfitnessclub.com
If you do not send this mail, you will be liable for the full registration cost.

64 FLOORS • 1600 STAIRS • 265 METERS
ARE YOU READY TO STEP UP TO THE CHALLENGE?

STEP UP WITH YOUR SQUAD FOR EVEN MORE FUN!
Exciting individual and team prizes to be won.

Form your team of 5 at DOZ, Rigga,
Maktoum and branches

- each team needs to have at least 1 woman participant•

Register online at premieronline.com
use code **'FFCVR18OIC'**
for an exclusive entry fee of 96AED

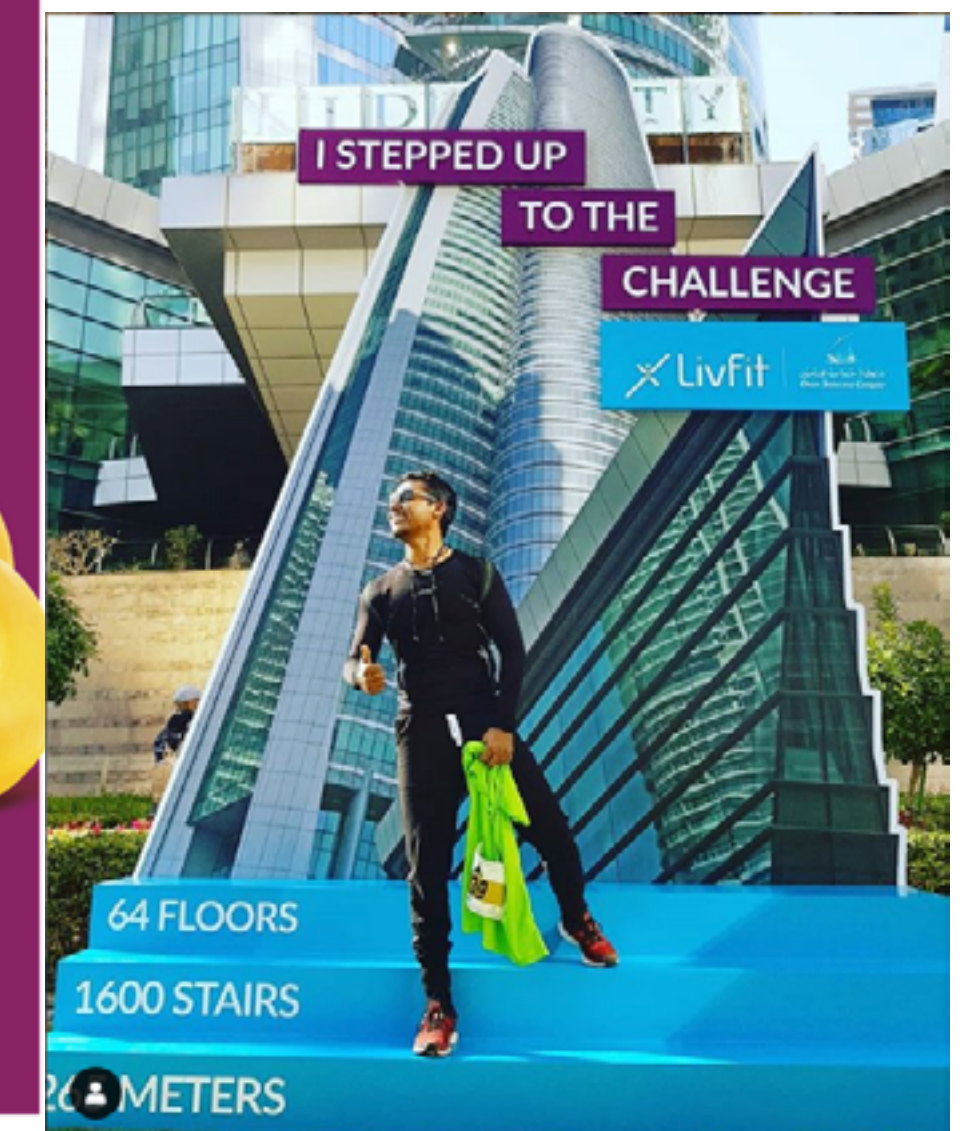
Remember to email a copy of your healthcare insurance card to
reception@fidelityfitnessclub.com for verification.

Send your team name and list of participants to nitika.midha@tameen.ae

64 FLOORS • 1600 STAIRS • 265 METERS | ARE YOU READY TO STEP UP TO THE CHALLENGE?

Livfit | شركة خدمات التأمين
Oman Insurance Company

RE-FUEL YOUR ENERGY HERE



The Client:
LivFit

Project:
Vertical Run 2018

The Story:
The client sponsored the annual vertical run for 2018 and required a presence at the event.

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THANK YOU FOR VIEWING

NIVESH RAMAWTHAR

niveche@gmail.com | +971 52 881 3539 (UAE) | +27 84 353 5286 (RSA)

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