

IBIS BRANDING

Innovative Branding Identity Solutions

COMPANY PROFILE



IBIS

Innovative Brand Identity Solutions

we Design your thoughts

we Develop your dreams

we Promote your future

Simplifying Branding Needs



RANGE OF OUR SOLUTIONS

- LOGO DESIGN
- CORPORATE IDENTITY
- WEB DESIGNING
- DIGITAL MARKETING
- ADVERTISING
- MEDIA & PRINT DESIGN
- EVENT MANAGEMENT
- PROMOTIONS
- VIDEO & AD PRODUCTION

IBIS History



IBIS Branding started its journey as a digital marketing company in a small office in Cheshire, UK in 2003. In 2015, IBIS Branding merged with Nexus54, a leading branding agency based in Dubai since 1999. Combined with Nexus54, today we provide complete range of branding solutions including design & print, website and mobile development, and digital marketing and advertising through our two fully functional offices in the Middle East, Egypt (est. 2007) and Dubai (est. 2013). IBIS Branding provides complete range of digital marketing and branding solution to corporate clients maintaining their reputation and increasing the brand awareness using PR & other print media & online marketing activities.

INCREASE YOUR ROI - GO DIGITAL

With integrated marketing approach at IBIS, you are going to see higher ROI than any other marketing strategy alone. Our experienced team brings together all digital marketing tactics required to achieve your goals and phases out the investment on your branding; thus making it easy to see return on your investment as you move forward.



Foreign ownership and global higher management is a key factor to our success when it comes to delivery. We are always result oriented and we never fall short of given deadlines. Quality is at the forefront of our business ethics; hence we always take full responsibility of what we do.

Our Branding Services Will Allow You To:

- Create a unique brand identity
- Create a robust brand strategy to win the competition
- Reach a wide range of audience through our digital marketing & advertising
- Sell internationally
- Connect with personal and business contacts through social media
- Manage PR stories
- Manage your business reputation & brand awareness

IBIS SOLUTIONS MATRIX



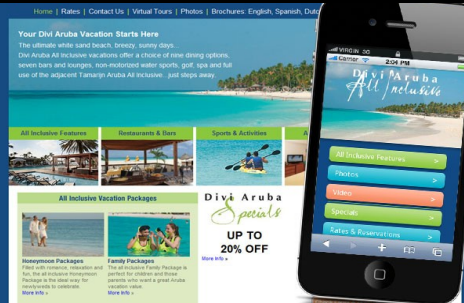
DESIGN



Get unique looking, exceptional quality artwork for your business, starting from logo & stationary to flyers & billboard ad designs, we provide complete branding solutions for those who care to create everlasting image of their business.

- ⇒ Logo Design
- ⇒ Corporate Identity Design
- ⇒ Stationery Design
- ⇒ Sales Collaterals
- ⇒ Infographics
- ⇒ Print Ads & Layouts
- ⇒ Billboard / Banner Designs
- ⇒ Social Media Branding

DEVELOP



Your branding process is not completed without a user-friendly, catchy & fully functional dynamic website that works equally well on computer, tablets & smart phones. We create websites that sell and give your company a unique branding look.

- ⇒ Website Design / Redesign
- ⇒ Mobile Ready Websites
- ⇒ Web Application Development
- ⇒ eCommerce Solutions
- ⇒ SMS Marketing
- ⇒ Hosting & Domain Name
- ⇒ Web Copy Writing
- ⇒ Webmaster Services

PROMOTE



Today, digital marketing is the backbone of any successful business. We generate B2B & B2C sales leads & maintain company PR using complete suite of our digital marketing. We take your branding image further through social media, advertising and email marketing.

- ⇒ Search Engine Optimization
- ⇒ Social Media Marketing
- ⇒ Display Advertising / PPC
- ⇒ Email & Campaign Marketing
- ⇒ Public Relations
- ⇒ Promotional Videos
- ⇒ Television Ads
- ⇒ Event Marketing & Planning

Simplifying Branding Needs

www.ibisbranding.com

A Nexus54 Company

CASE STUDIES



About The Client Wrappz UK is an old client with over 5 years of brand management through IBIS. Wrappz provides custom skins, cases, covers, & stickers for mobile phones, playstations, tablets, iPads and other handheld devices.

The Challenge When Wrappz started their business, the market had several strong competitors selling all the products that Wappz wanted to sell. They wanted to increase their sales to justify the investment and have better ROI including branding costs. They wanted to be the leader in mobile phone skins in the UK market.

Our Approach IBIS Branding team thoroughly evaluated the competition, current situation of the market at that time and the ways to win competition using digital marketing. The old structure of the site, that was not search engine friendly, was changed altogether into a more consistent and hierarchical way to make it easy for both visitors and the search engines to find deep pages for each gadget with maximum two mouse clicks from the homepage.

Wrappz was also branded in the local market through competitions, prizes and affiliate programs with brands like Tesco, ASDA, Sainsbury's and Marrisons's. All this was done through the main website and affiliate marketing codes were generated for easy tracking.



About The Client Khansaheb is a UAE based industrial development and construction company established in 1937. Khansaheb has worked with major development projects across UAE including Dubai Mall and several hotel projects.

The Challenge Khansaheb had an outdated html static site that did not present the brand image well. The website content was huge as Khansaheb has 9 different categories of business and each category had several projects. Khansaheb wanted to keep the look and feel of the brand and still wanted to do a revamp of their site to a CMS based site.

Our Approach Project was studied very carefully. The old sitemap and the new sitemap was collected and a complete web architecture was presented to Khansaheb board for approval. Joomla was used as their CMS based on the client wish and it was customised based on their needs to add any projects and slides in the future. Navigation was set in a way that most of the content is only 2-3 clicks away. CMS was modified in a way that the information could be presented industry wise or sector wise. Complete SEO of the website was done as well to make it appear in search engines. All the URLs were search engine friendly. The website was optimised for all browsers including mobiles and tablet experience



About The Client Dima Travels is an eight year old company based in Egypt and has been providing religious and leisure tourism options to local and foreigners using direct sales methods.

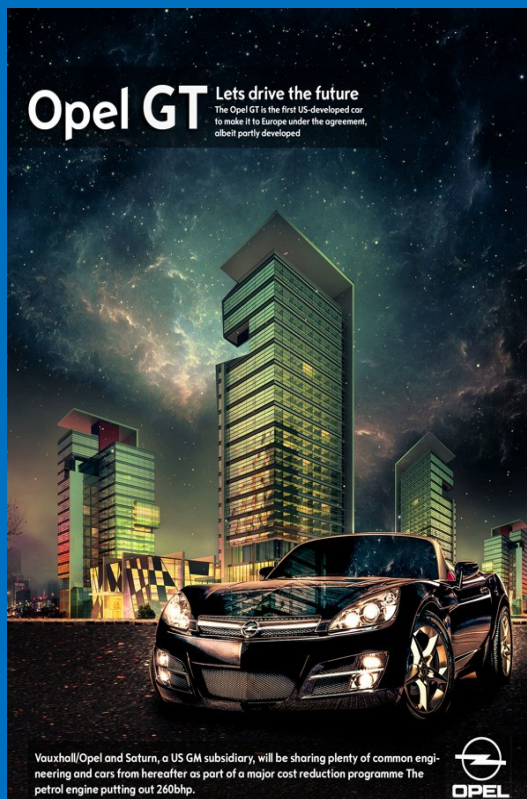
The Challenge Dima tourism has been striving to keep up to the competition in both local and international markets, but after the recent revolutions, the inbound tourism has been reduced considerably and they had to find alternate ways to generate income.

Our Approach IBIS Branding expert team had several meetings with the owners and stockholders of the company to understand their requirements and how they work. It was suggest to change their website name, completely revamp it and create a strong social media presence. IBIS took the whole branding process as the project and created a new stylish corporate identity for Dima Tourism. Our developers also created a web application where their in-house team can manage, update, add or delete any hotels they want, hence managing everything from one back-end. We also created web app for their flight system based on their requirements and the client is quite happy and gaining reputation in the market for its innovative approach to tourism services.

RECENT WORK— Print Design



RECENT WORK— Print Design



RECENT WORK— Print Design

C 83 inches x 43 inches



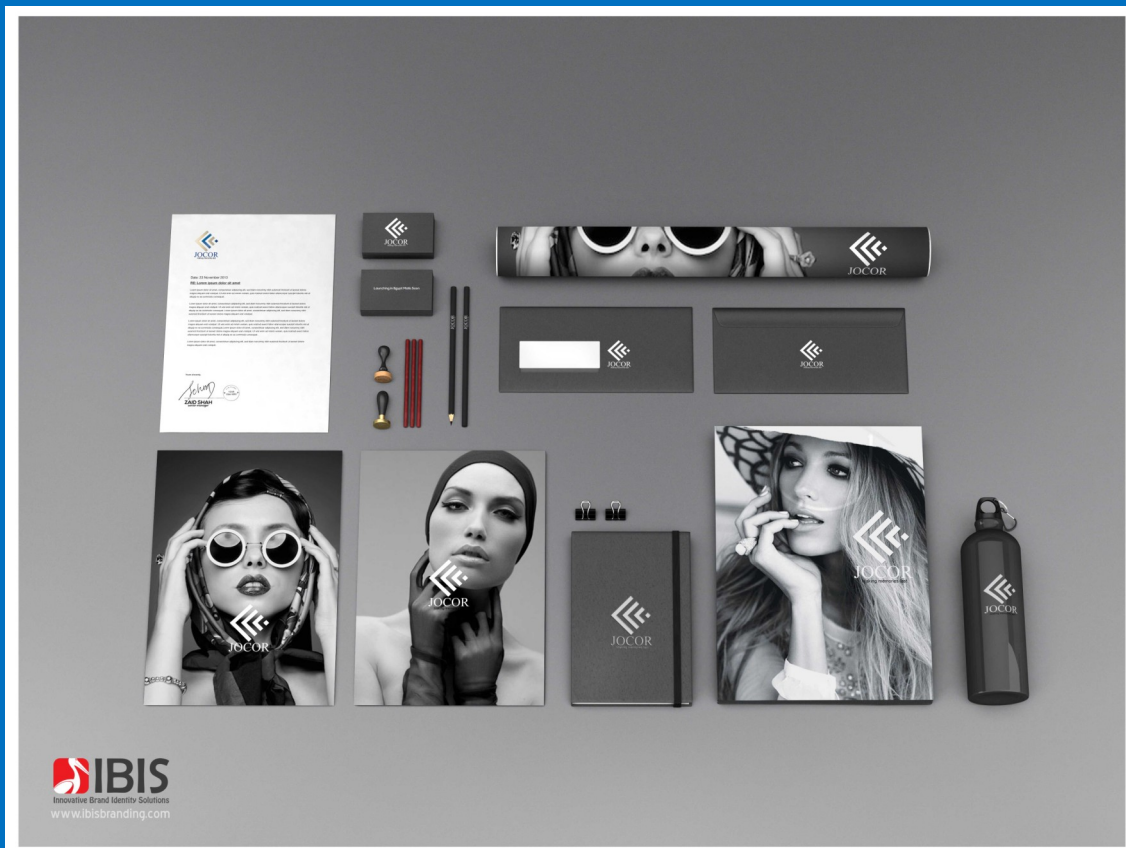
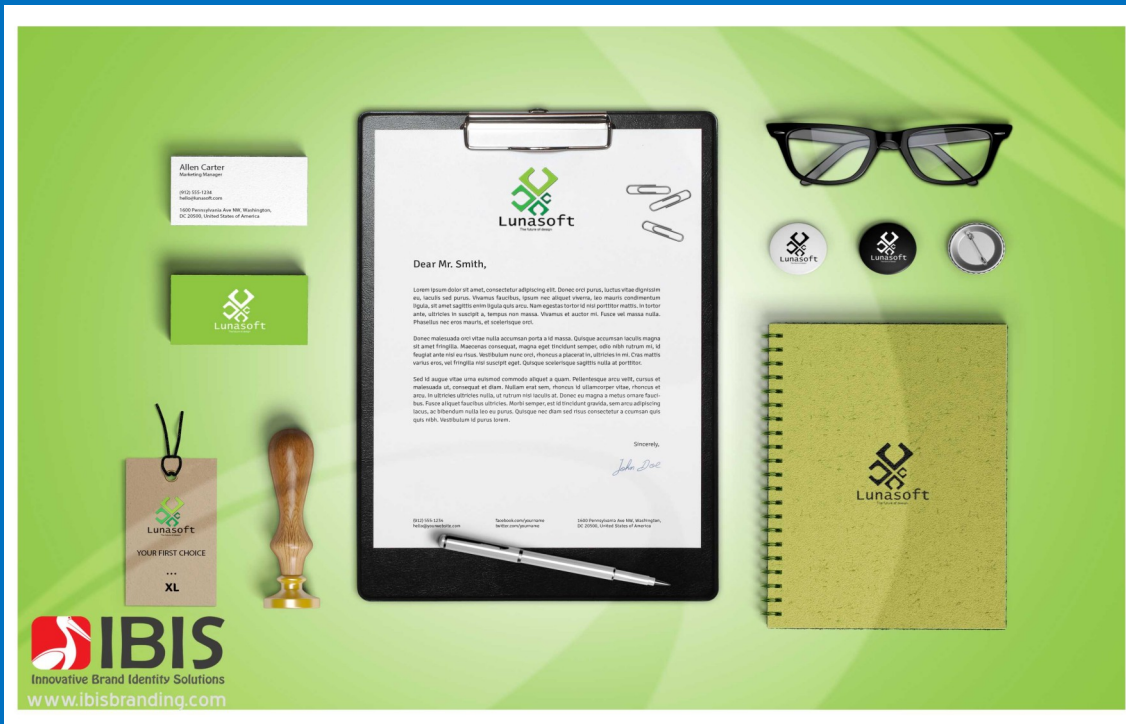
RECENT WORK— Logo Design



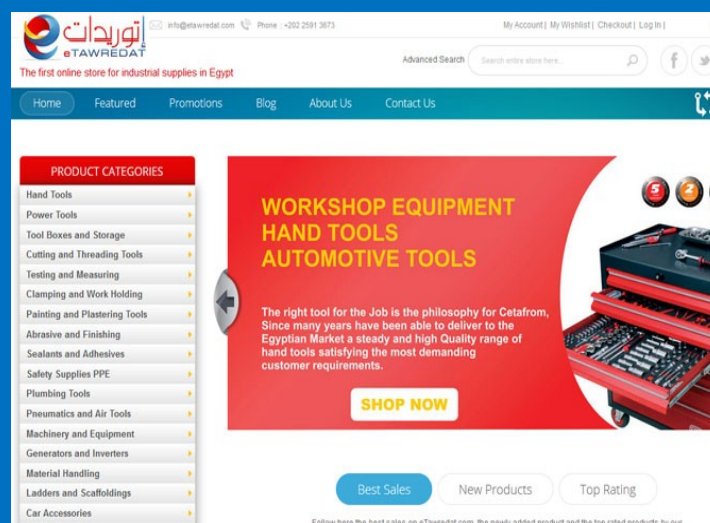
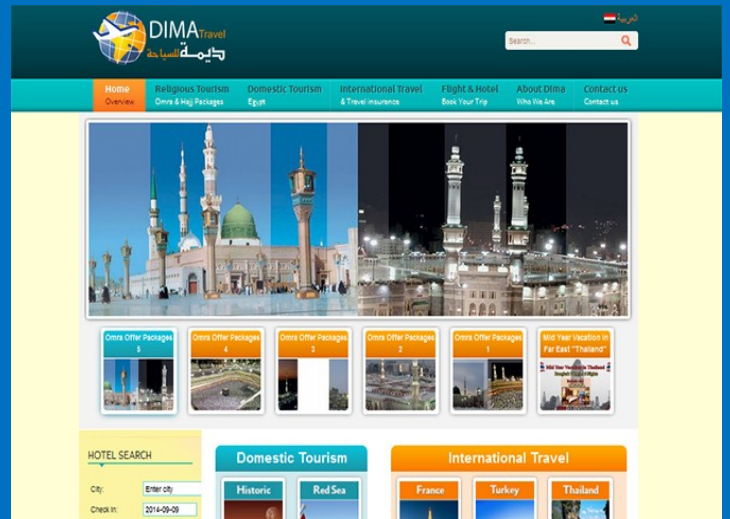
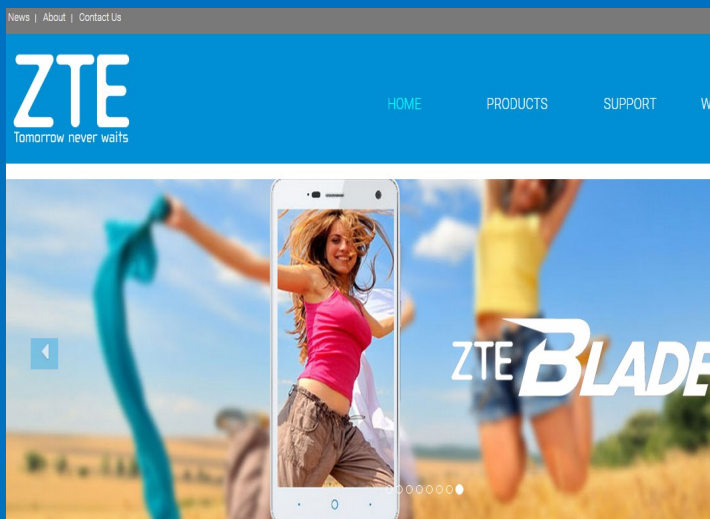
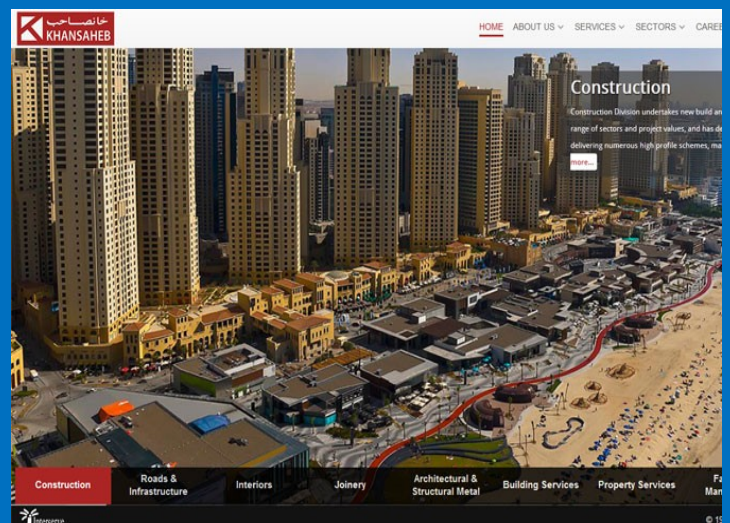
RECENT WORK— Corporate Identity



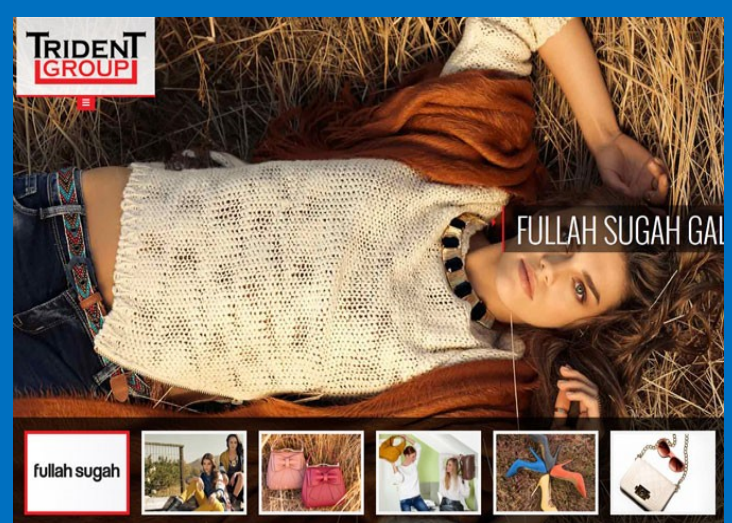
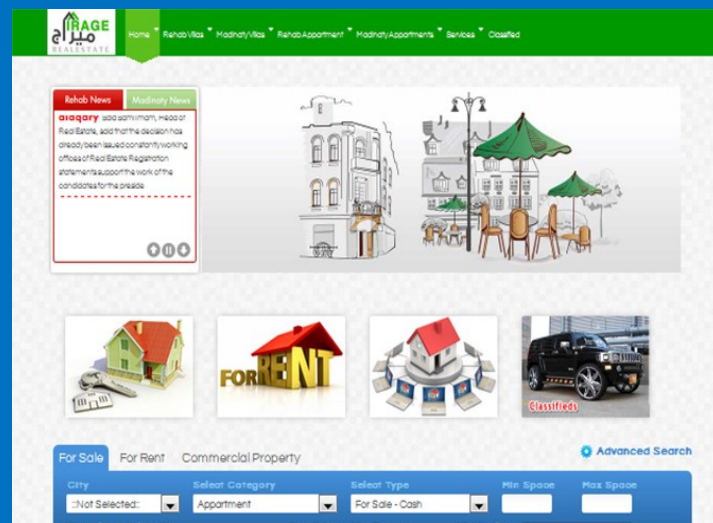
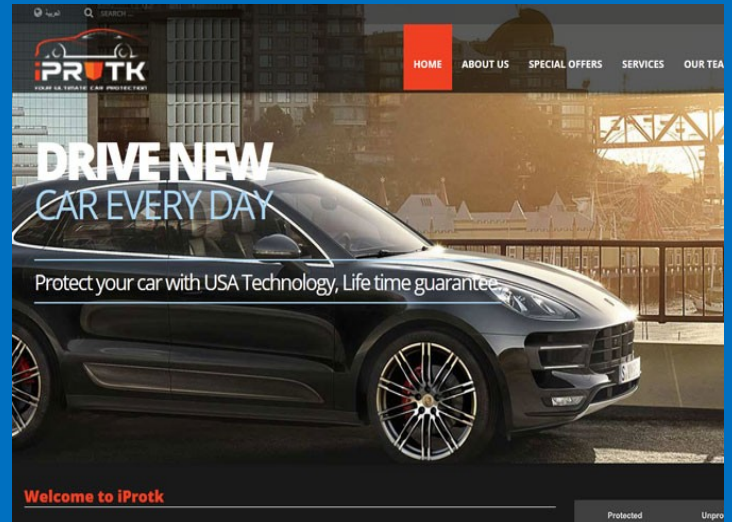
RECENT WORK— Corporate Identity



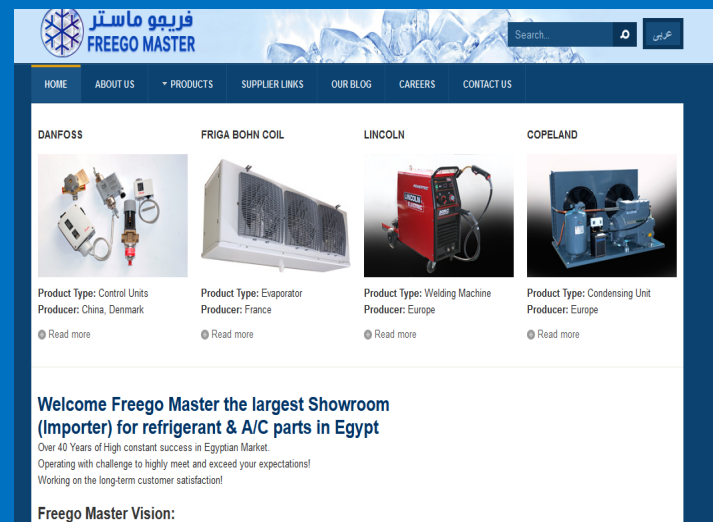
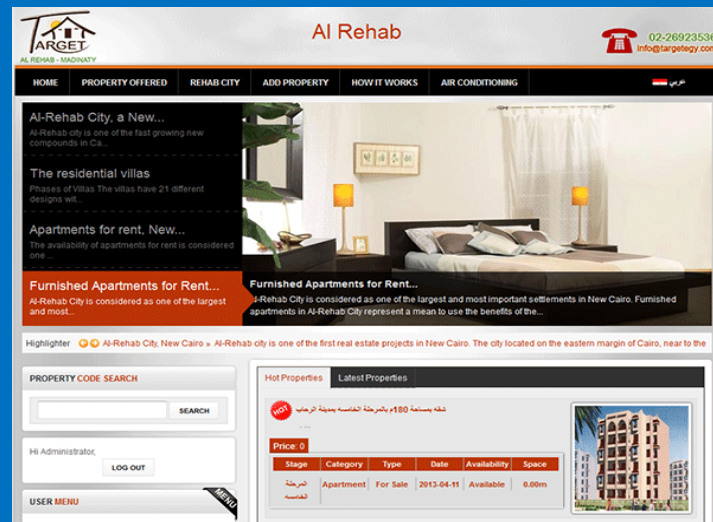
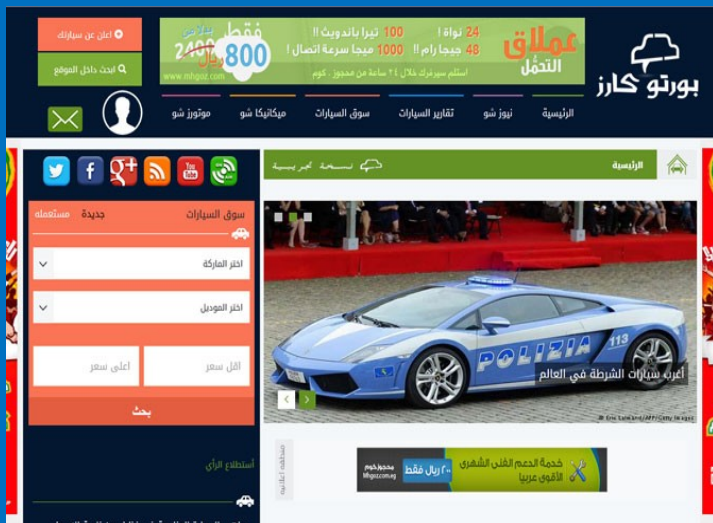
RECENT WORK— Web Design & Development



RECENT WORK — Web Design & Development



RECENT WORK— Web Design & Development



SAMPLE CLIENTS



Simplifying Branding Needs

IBIS BRANDING



IBIS Branding
(A Nexus54 Company)
Ras AlKhor, P.O Box 294212
Dubai, UAE
Off: +9714338980
Cell: +971551048531



2 First of May Buildings,
Nasr Road, Nasr City
Cairo, Egypt
Off: +202-26708544
Cell: +201090664466



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Innovative Brand Identity Solutions