

# Scratch

ADVERTISING & COMMUNICATION

2025 PORTFOLIO

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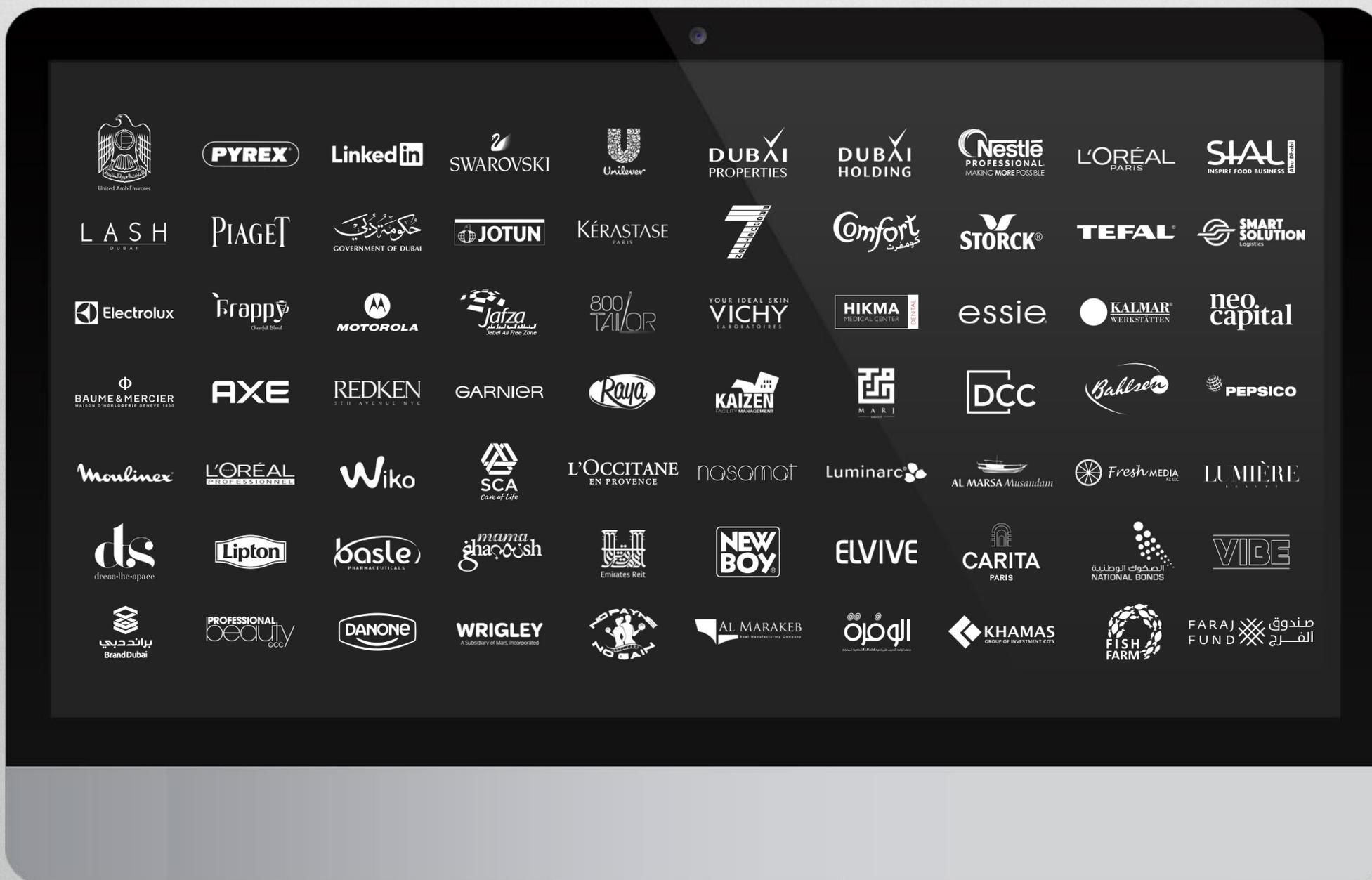
Scratch Advertising and Communication is a Dubai-based premium agency that was founded in 2012 by Najati Al-Husseini (left). The company gained international and regional clients by doing what it does best, keeping a promise. This promise was reflected in its vision of being unique, creative and efficient, attributes that every agency strives for. Being extraordinary in creativity and communication, on the other hand, is what Scratch proudly stands for and has consistently delivered in the last few years.

Scratching your head for an idea? Scratching off a note, a sketch or even scratching to annoy someone, what you're doing is pursuing perfection, attention and recognition. We understand your never-ending search for higher grounds because we at Scratch pursue the exact same thing! Just like you, we like to dig under the surface by Scratching our way to perfection.

Our agency offers its partners impressive creative solutions for all BTL, ATL and TTL challenges. While promises are rarely fulfilled, Scratch's promise is guaranteed.

Here at Scratch, each Scratcher was born and bred in a creative environment and is an expert in their field with a total of 15 years of experience. We understand this market, we understand this region and we understand the diverse people who populate it. But what we understand best is your need to achieve the most effective communication in the most efficient way. And that's why we truly believe that we are the best at what we do.

To sum it up... we are passionate, loving, silly, fun, hard working, talented and creative Scratchers.



**STARTING FROM SCRATCH**

The accounts who have come to us to launch their new businesses that like us, have started from Scratch!



**SCRATCHING THE SURFACE**

The accounts who have consulted us for breakthrough ideas and communication tools in-line with their marketing strategies!



The level of service provided by Scratch is excellent, efficient, quick to respond & deliver. A friendly team that's easy to talk to. I would definitely recommend the agency.

Sarah Barakat - Swarovski

I would like to personally thank you and your team for your amazing work and collaboration this afternoon. Great spirits, amazing ideas!

Zahra Bensouda - Loreal

Scratch deliver high quality always even under tight deadlines, they are very reactive and adaptable, and offer a variety of services. I know I can count on Scratch's support and help, and most of all I trust them! All in all, we are a small team and we are lucky to have such a dedicated agency.

Sarah Harmouche - Piaget

Omg omg omg omg! Perfection!

Ayman Fakoussa - The Qode

You're the best agency to work with I swear! Your dedication is unmatched.

Mona El Beltagui - Unilever

Honestly you are the most efficient and honest agency partner I have worked with.

Shreye Mehtani - Unilever

It's been a pleasure to work with Scratch this year and let me mention a few points as to why below:

Professionalism- the entire team is and always has approached working with us with professionalism, respect and good humor. It makes it a pleasure to work with Scratch.

Priority & Reliability - the team has always shown Electrolux priority in regular projects and even in special projects with personal attention. This is appreciated as with a small team; we feel as though they are the extension of our team.

Quality - The quality of work is always consistently good.

Smeetha Ghosh - Electrolux



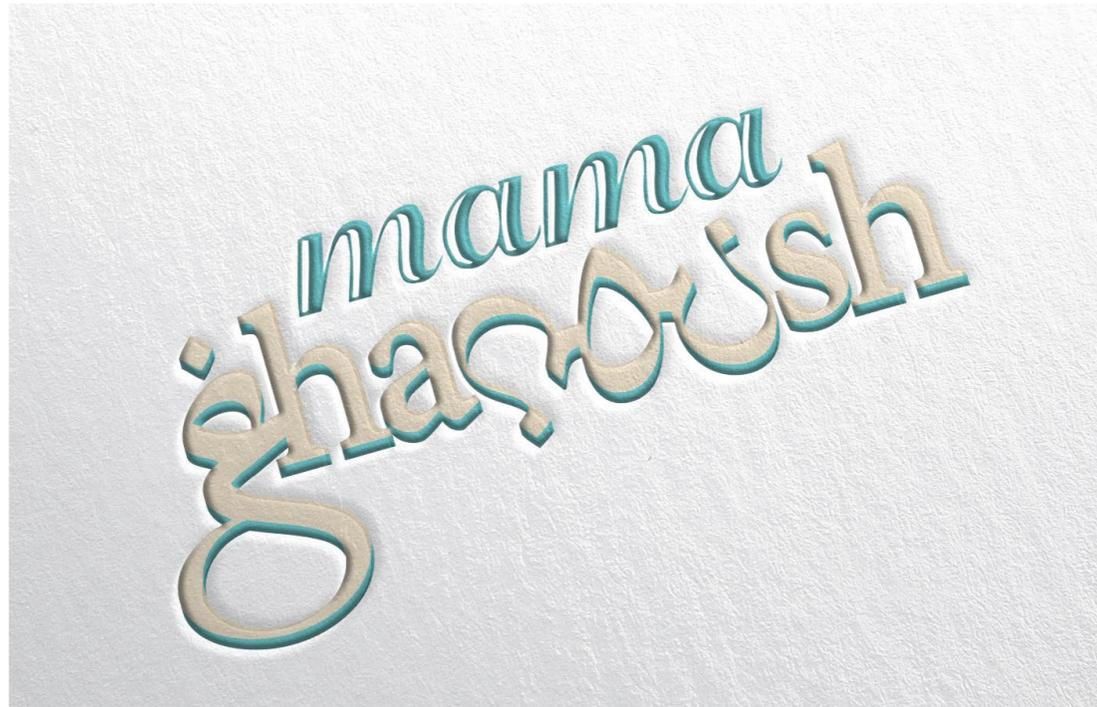
BRANDING  
WEB DEVELOPMENT & DESIGN  
DIGITAL & SOCIAL MEDIA  
ADVERTISING  
POSM  
DESIGN PRODUCTION  
3D DESIGN  
ANIMATION & VIDEO  
PHOTOGRAPHY

B R A N D I N G



**CLIENT:** Dress the Space  
**PUBLISHED:** September 2016  
**CONCEPT:** An interior design company that is based in Dubai. We created their full brand identity, from logo design and stationary, to website design and launch videos for their social media pages.





Name: *Mama Ghanoush*. Industry: Restaurant. Year: 2013.



Name: *Nails Avenue by Essie*. Industry: Beauty. Year: 2016.



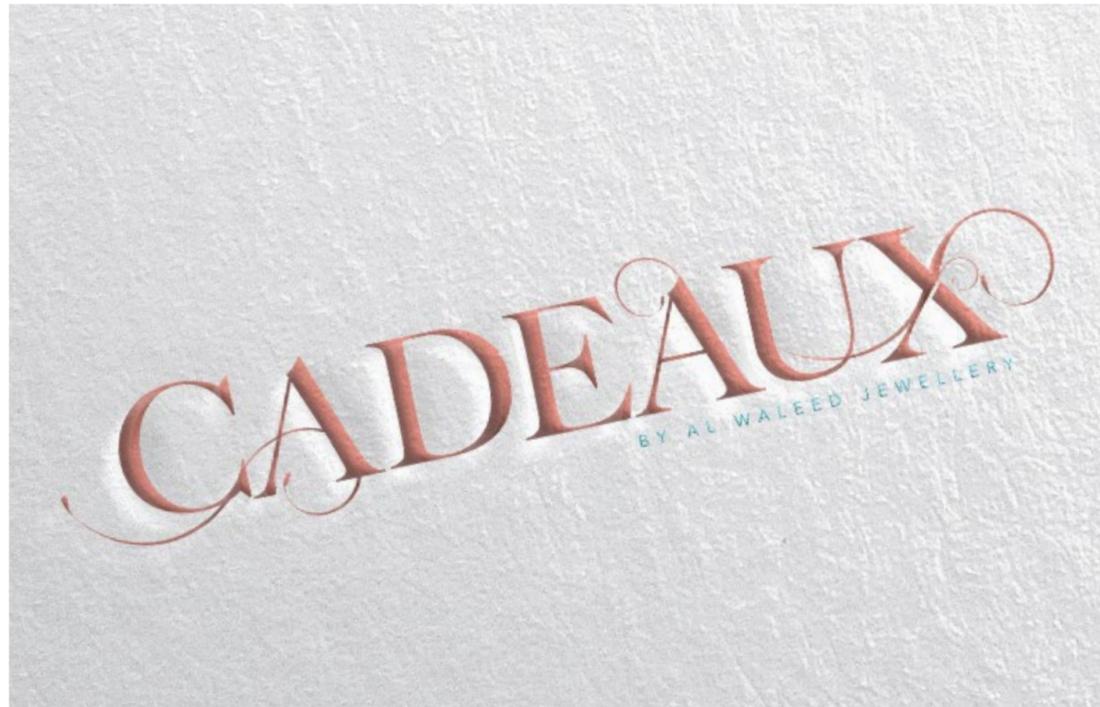
Name: *Basle*. Industry: Pharmaceuticals. Year: 2012.



Name: *Lemal*. Industry: Real Estate. Year: 2012.



Name: *Emirates Sustainable Agriculture*. Industry: Ministry of State for Food Security. Year: 2019.



Name: *Cadeaux*. Industry: Retail. Year: 2016.



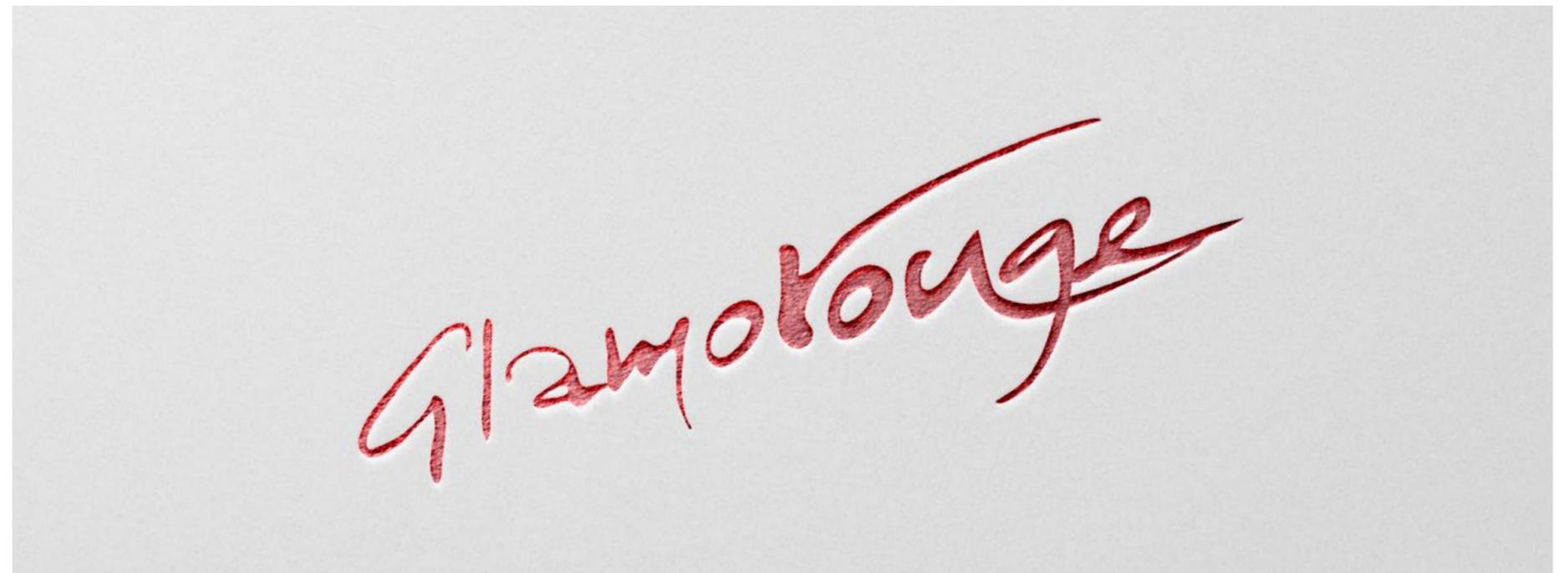
Name: *LinkedIn Talent Awards MENA*. Industry: Social Network. Year: 2015.



Name: *Bête Noire*. Industry: Fashion. Year: 2016.

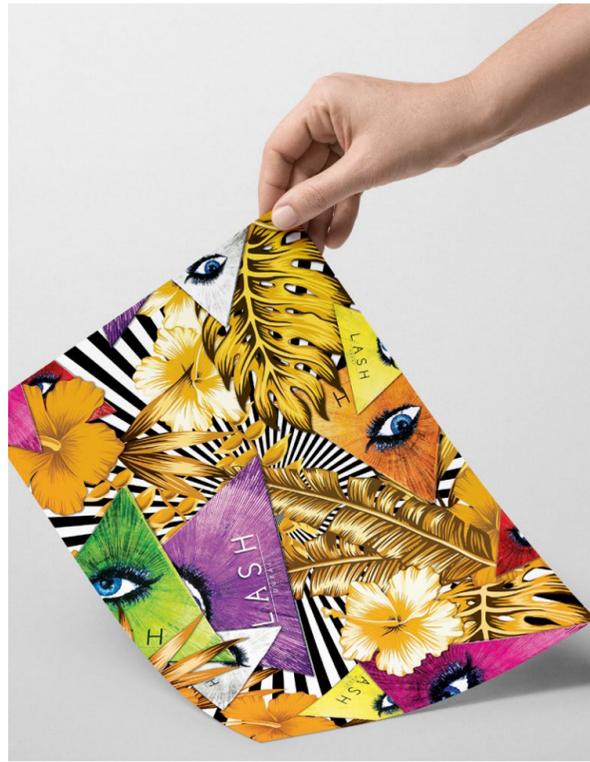


Name: *Marj*. Industry: Hospitality and Restaurants. Year: 2013.



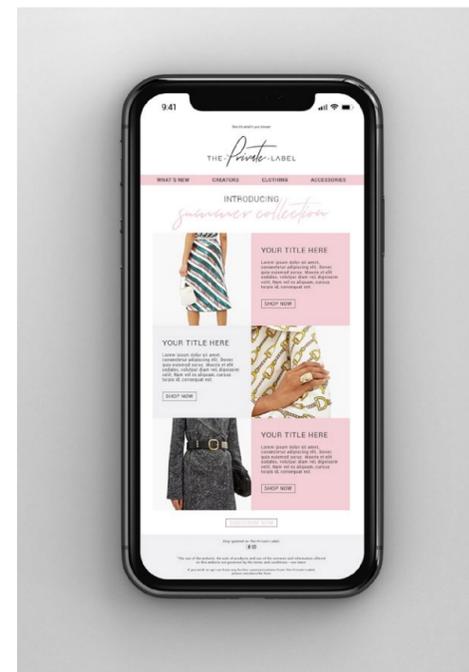
Name: *Glamorouge*. Industry: Beauty. Year: 2016.

LASH  
DUBAI



**CLIENT:** LASH DUBAI  
**PUBLISHED:** Ongoing  
**CONCEPT:** A beauty brand founded in Dubai that sells eye lashes regionally and internationally. We created their full brand identity, including logo, package design for their 17 products and accessories, website and monthly posts for their social media pages.





**CLIENT:** The Private Label  
**PUBLISHED:** 2019  
**CONCEPT:** The Private Label aims to take the concept store experience online, carefully curating an exclusive edit seasonally. One that will complement any wardrobe - think elevated essentials, chic classics + fresh.

We worked on everything from concept to branding.

# LOGO & IDENTITY



**CLIENT:** Rêve  
**PUBLISHED:** September 2016  
**CONCEPT:** A fashion brand based in Dubai that sells embroidered and taylor-made abayas. We created their full brand identity and stationary, including the brand's business card, greeting card and shopping bag.

LUMIÈRE  
B E A U T Y



**CLIENT:** LUMIÈRE  
**PUBLISHED:** Ongoing  
**CONCEPT:** A beauty brand based in Dubai that sells cosmetics online directly to the consumers and through retailers. We created their full brand identity, including logo, package design for their products and website.

**VOLUME**  
*hair*



**CLIENT:** Volume Hair

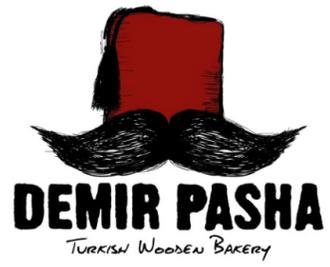
**PUBLISHED:** October 2016

**CONCEPT:** A beauty brand that sells human hair extensions and is based in Dubai. We created their brand identity, which included logo, package designs for their 2 products, stationary and shopping bag.

قدرات



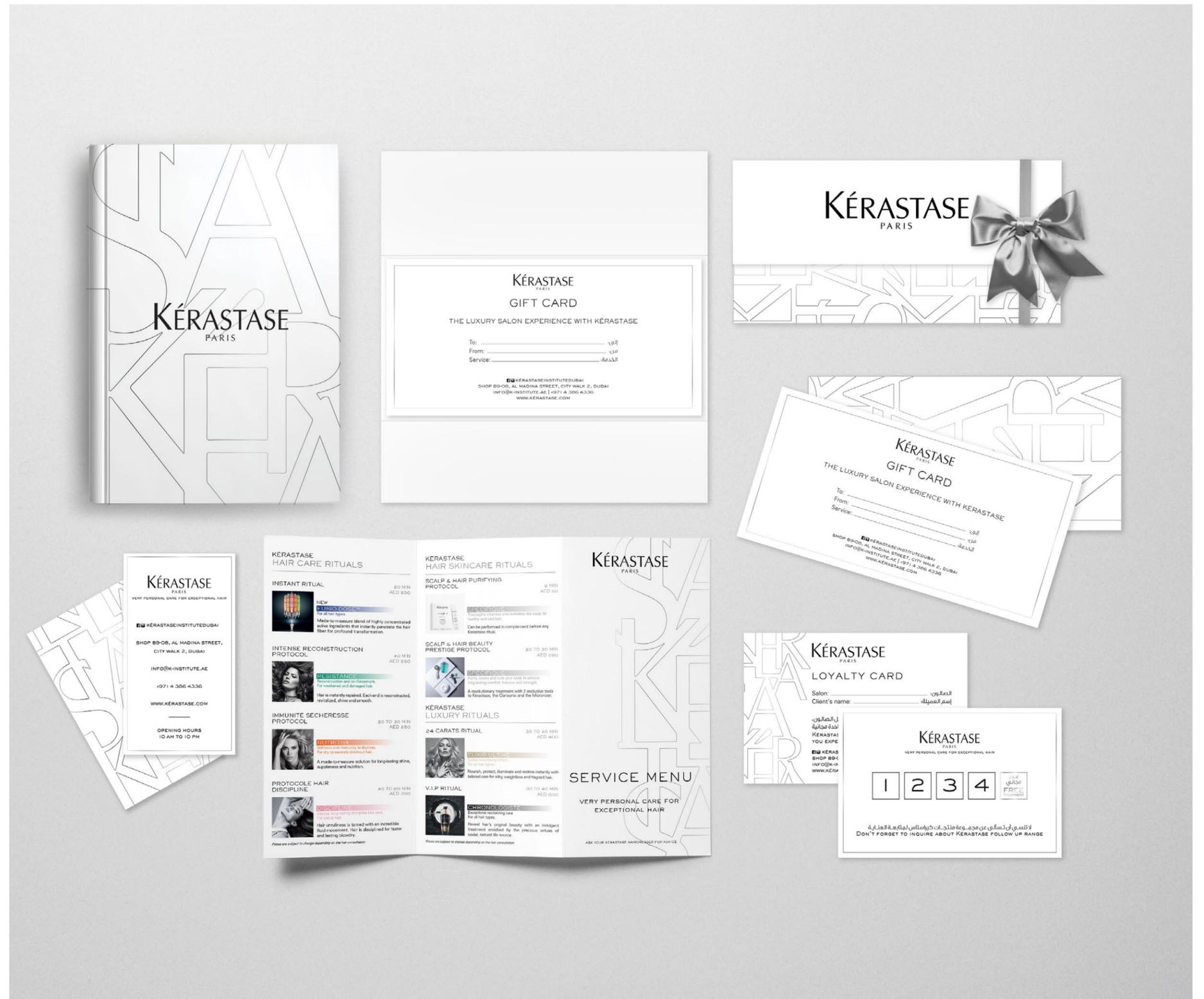
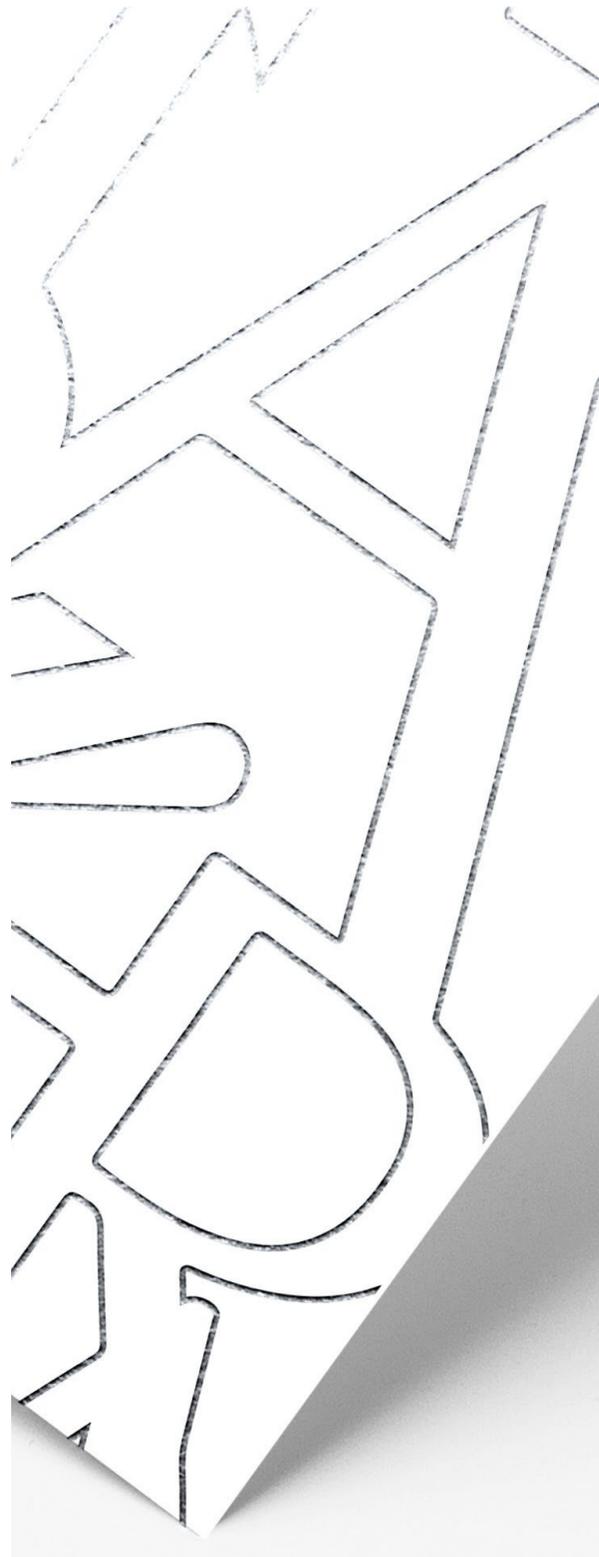
**CLIENT:** Dubai Government HR Department  
**PROJECT NAME:** Qodwati  
**PUBLISHED:** July 2015  
**CONCEPT:** An internal HR program for employees led by an extension of Dubai Government. We created the program's full brand identity, stationary and event branding.



CLIENT: Demir Pasha  
 PUBLISHED: April 2016  
 CONCEPT: A Turkish restaurant set to open in Dubai in 2017. We created their full brand identity as well as elements for the restaurant. From take out boxes, to juice labels and menu.



**KÉRASTASE**  
PARIS



**CLIENT:** Kérastase Paris, L'Oréal

**PUBLISHED:** October 2016

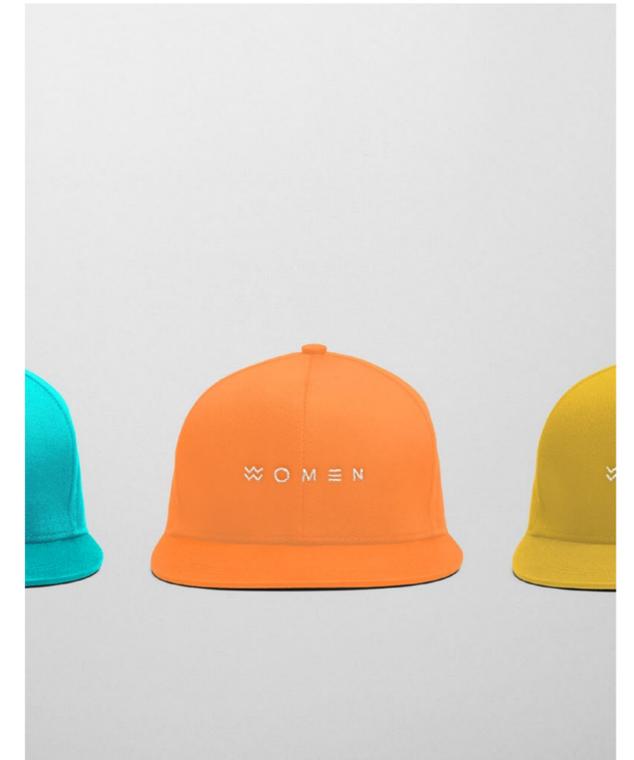
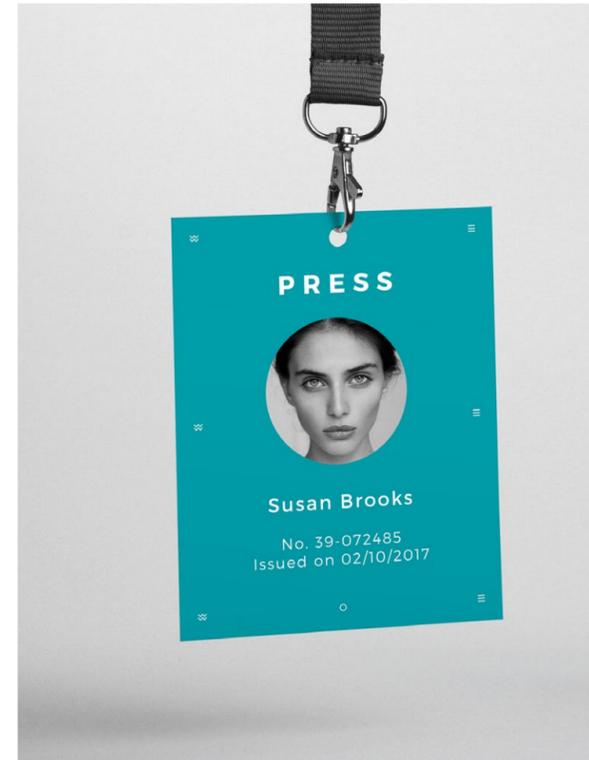
**CONCEPT:** A luxury hair care brand originating from Paris. We created the brand's full POS collaterals, including service menus, gift cards and business stationary.

**NUTRICIA**



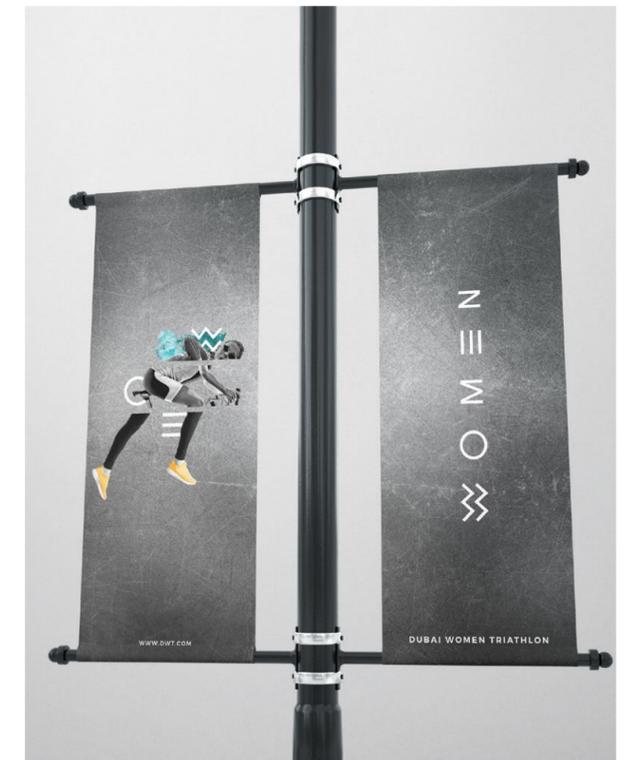
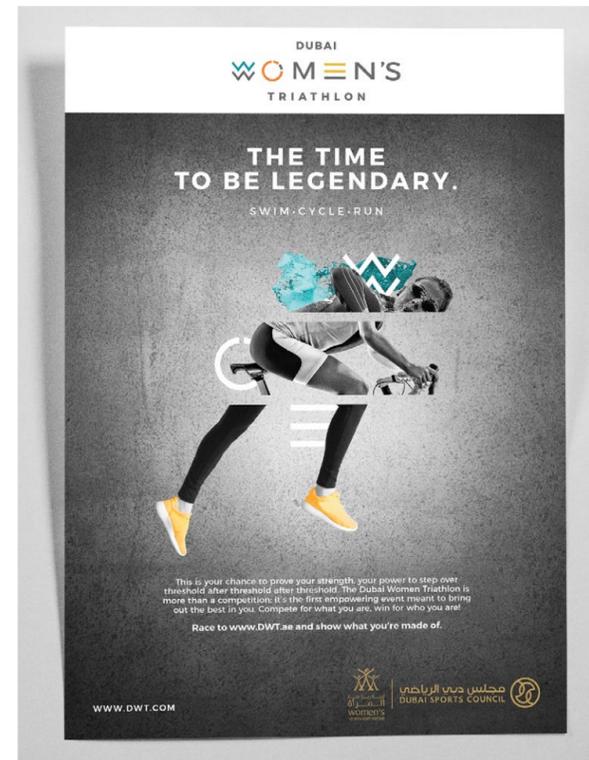
**CLIENT:** Nutricia Middle East  
**PUBLISHED:** November 2016  
**CONCEPT:** A group that specialises in baby food and clinical nutrition. This project was part of the organisation's CSR activity in which they created a concept called *Healthy Plate Mates* that supported healthy eating in children in first world and third world countries. We were responsible for coming up with the project name, creating the logo as well as the rest of the identity, which included parent booklets, teaching lessons, and other educational collaterals used during children's classes. We also created an informative video which is on our Youtube channel (please see page 65).





**CLIENT:** Dubai Women Triathlon  
**PUBLISHED:** September 2017  
**CONCEPT:** The Dubai Women's Triathlon, established in 2017, was the first women triathlon to exist in the GCC which allows Emiratis, expats and tourists to participate in an only women triathlon. Its formation further promotes the vision of Dubai Sports Council in nurturing the culture of sport and practice of physical activity among women in Dubai. The triathlon included swimming, running and cycling within a competitive atmosphere that supported and empowered women to participate on a local, regional and global scale.

Our team developed their logo along with their brand guidelines which includes an overview of the brand, communication, core branding, photography and applications such as advertising OOH, magazine layouts or promotional items.





**CLIENT:** AXE, Unilever  
**PROJECT NAME:** AXE Share & Steel Event  
**PUBLISHED:** October 2016  
**CONCEPT:** AXE is a male-centric deodorant brand. For this project, we designed and produced POS elements for the brand's yearly team building activity in Dubai.

**REDKEN**  
5TH AVENUE NYC



**CLIENT:** Redken, L'Oréal Group

**PUBLISHED:** October 2015

**CONCEPT:** An American hair care brand. For this project, we created the full branding for the Redken event that invited people to try and test the brand's hair products and styling stations.

VIBE



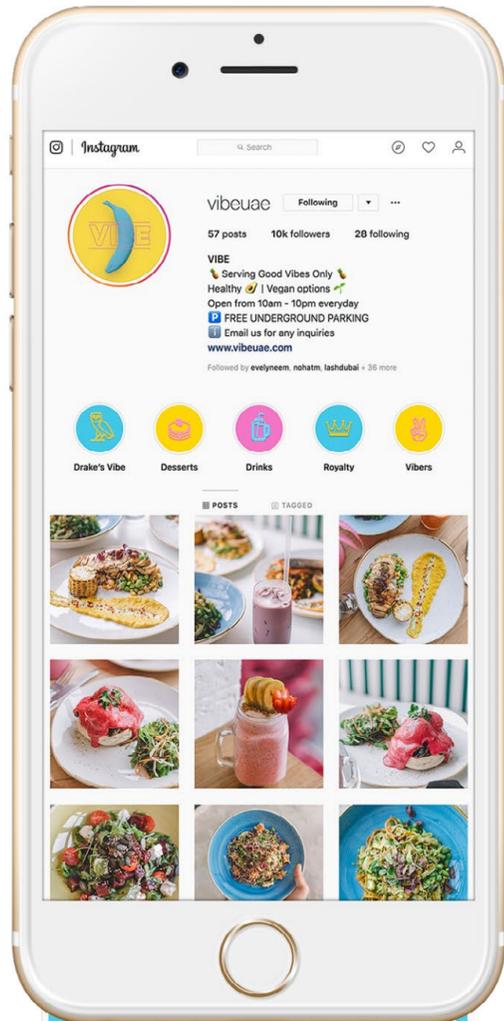
CLIENT: Vibe Cafe

PUBLISHED: January 2018

CONCEPT: Vibe is a restaurant which offers high quality sustainable ingredients to serve flavorsome, non-genetically modified, plant based/vegan friendly, macrobiotic filled, gluten-free and sugar-free high mood foods.

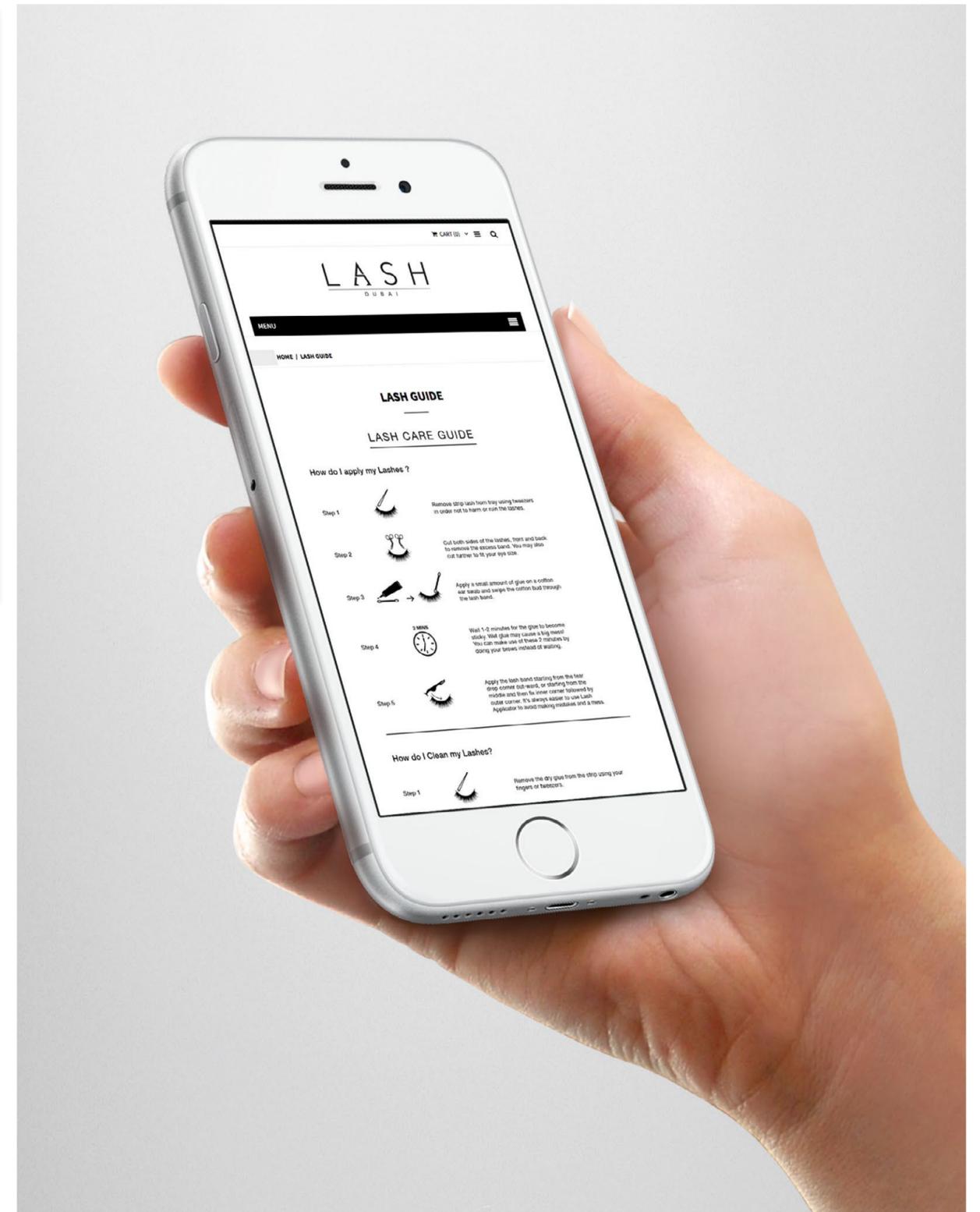
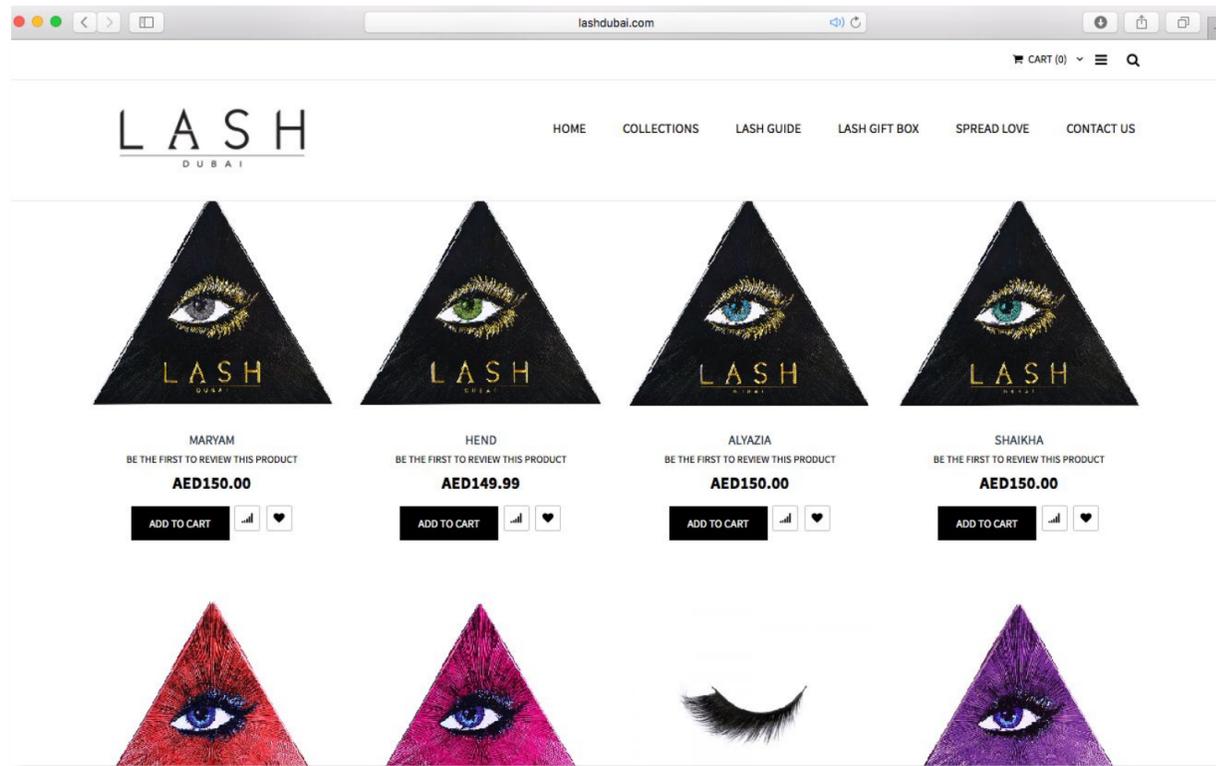
We worked on everything from concept to branding.

# CONCEPT BRANDING

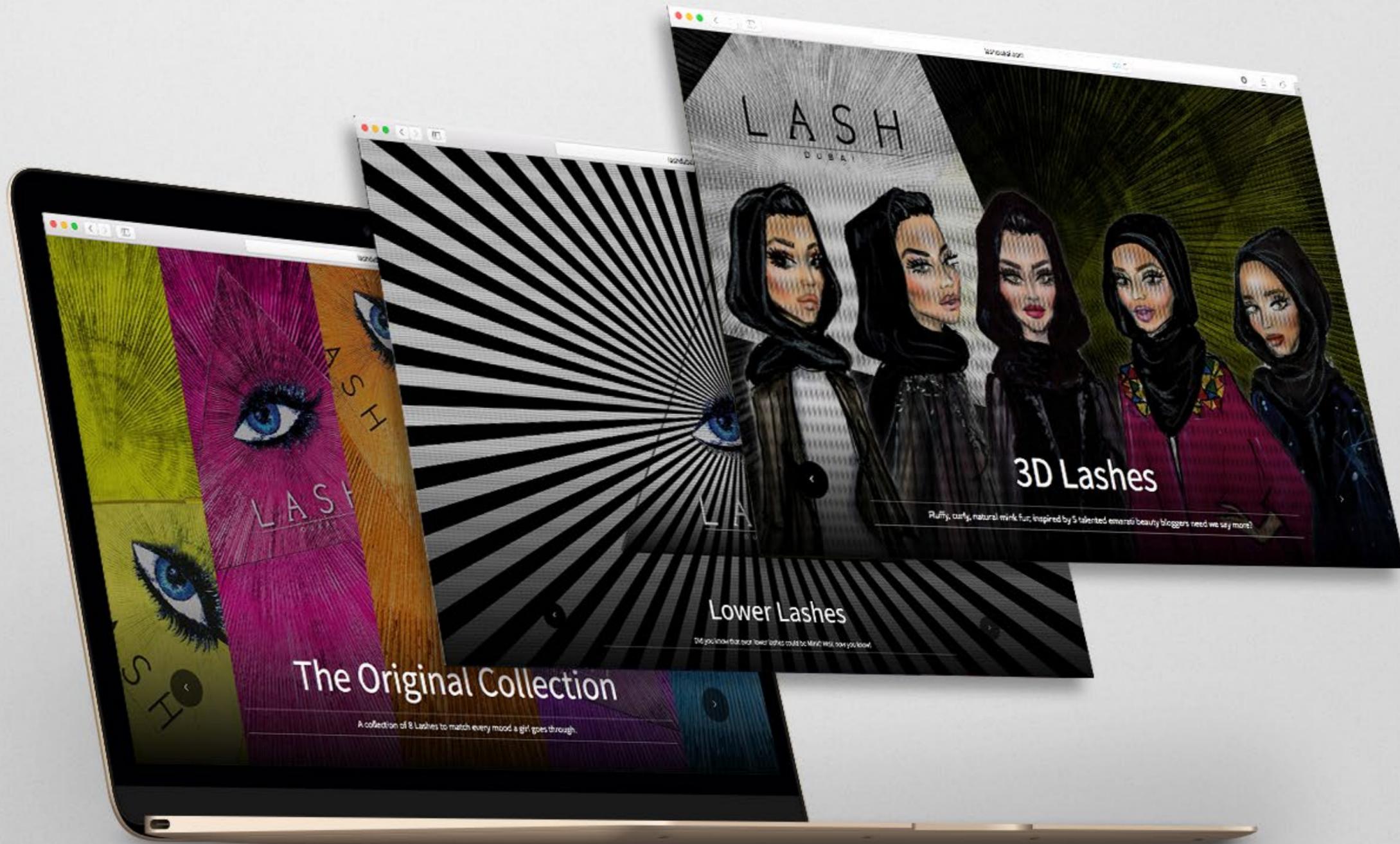


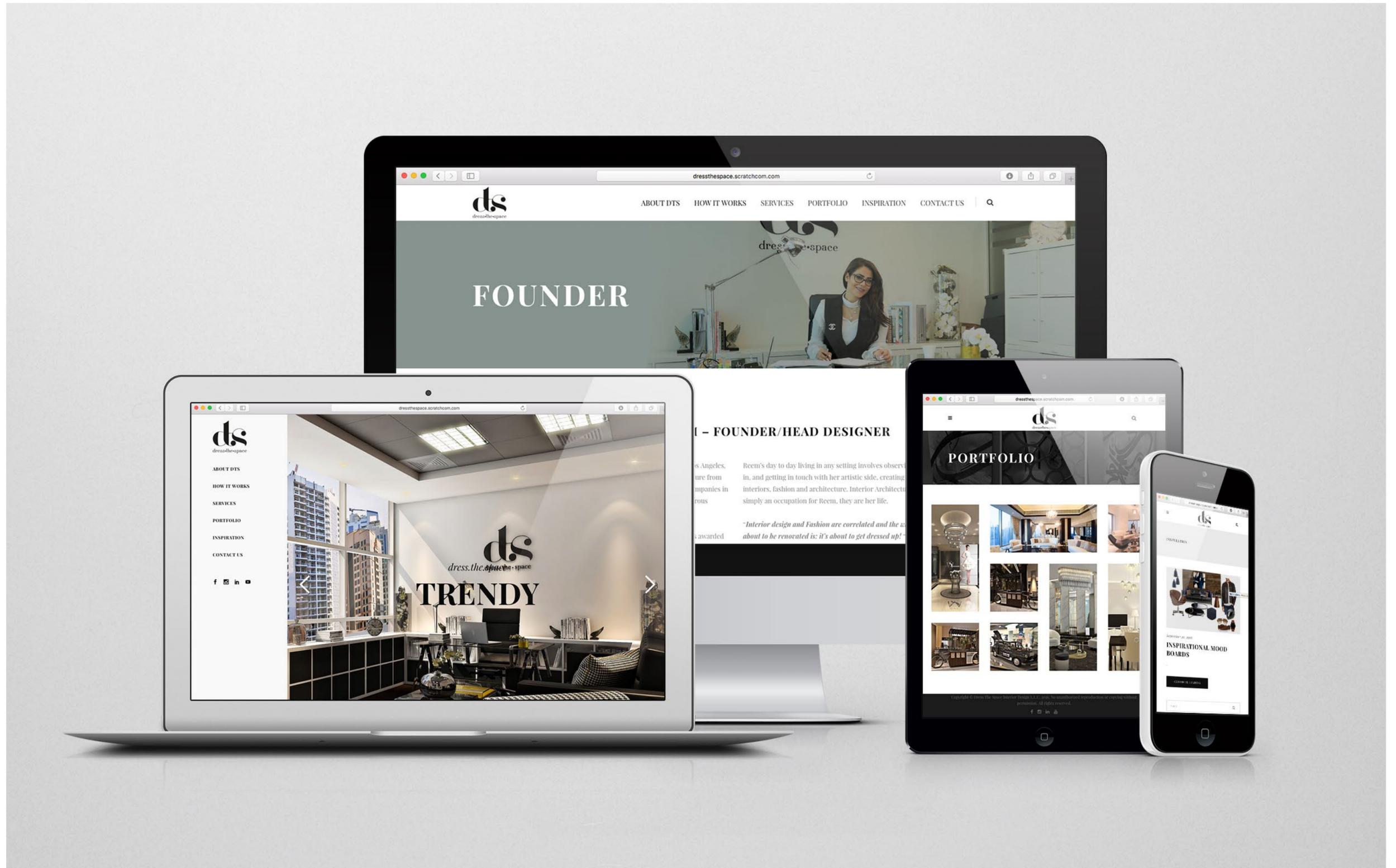


LASH  
DUBAI

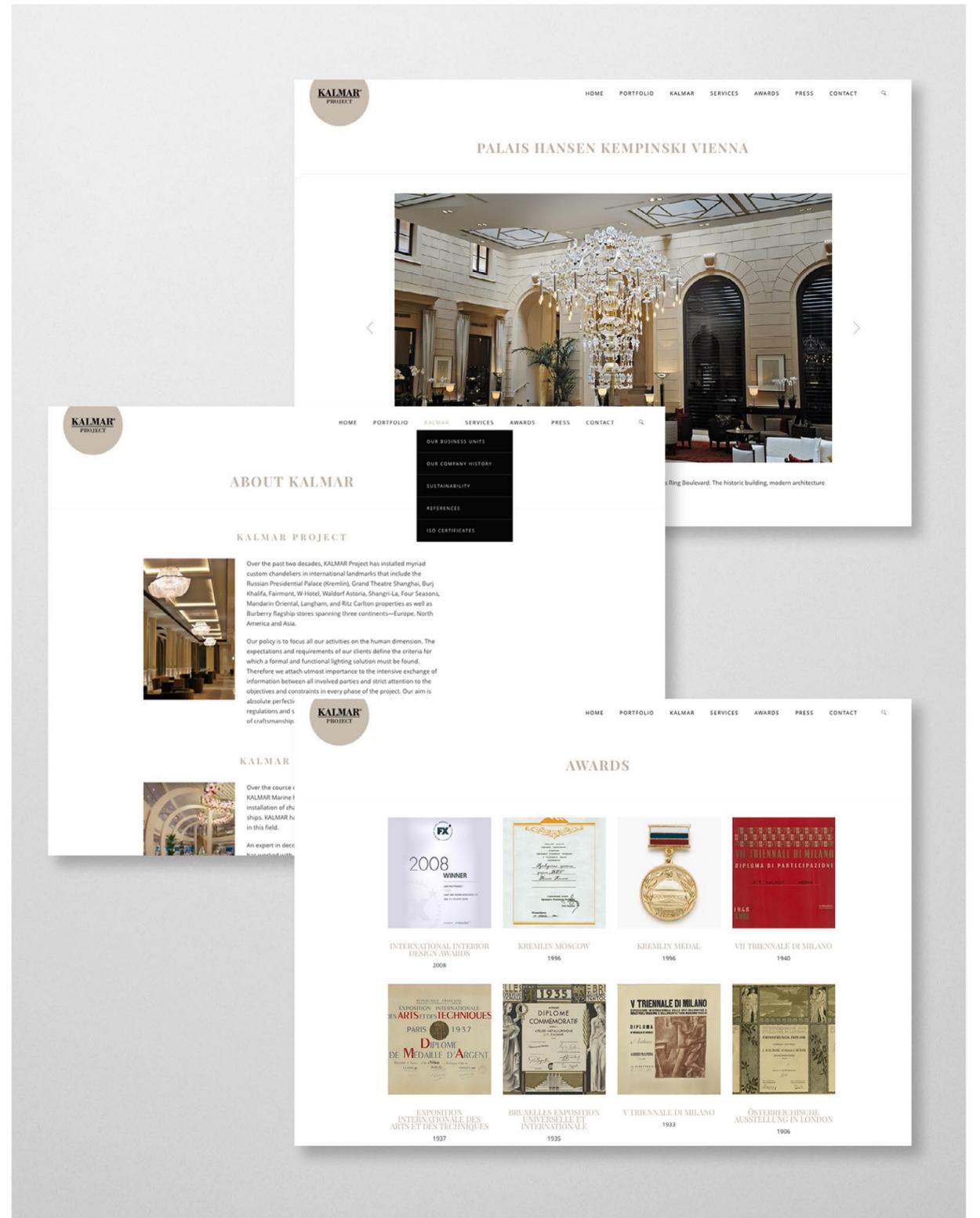
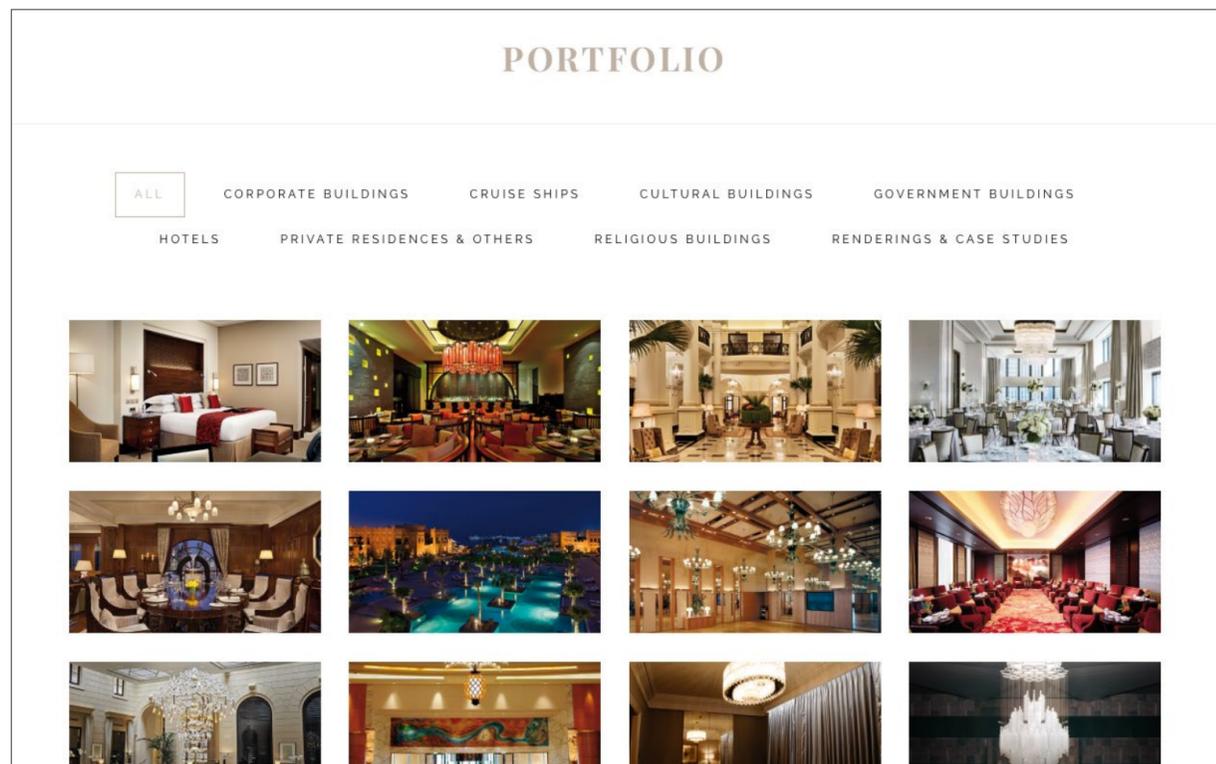
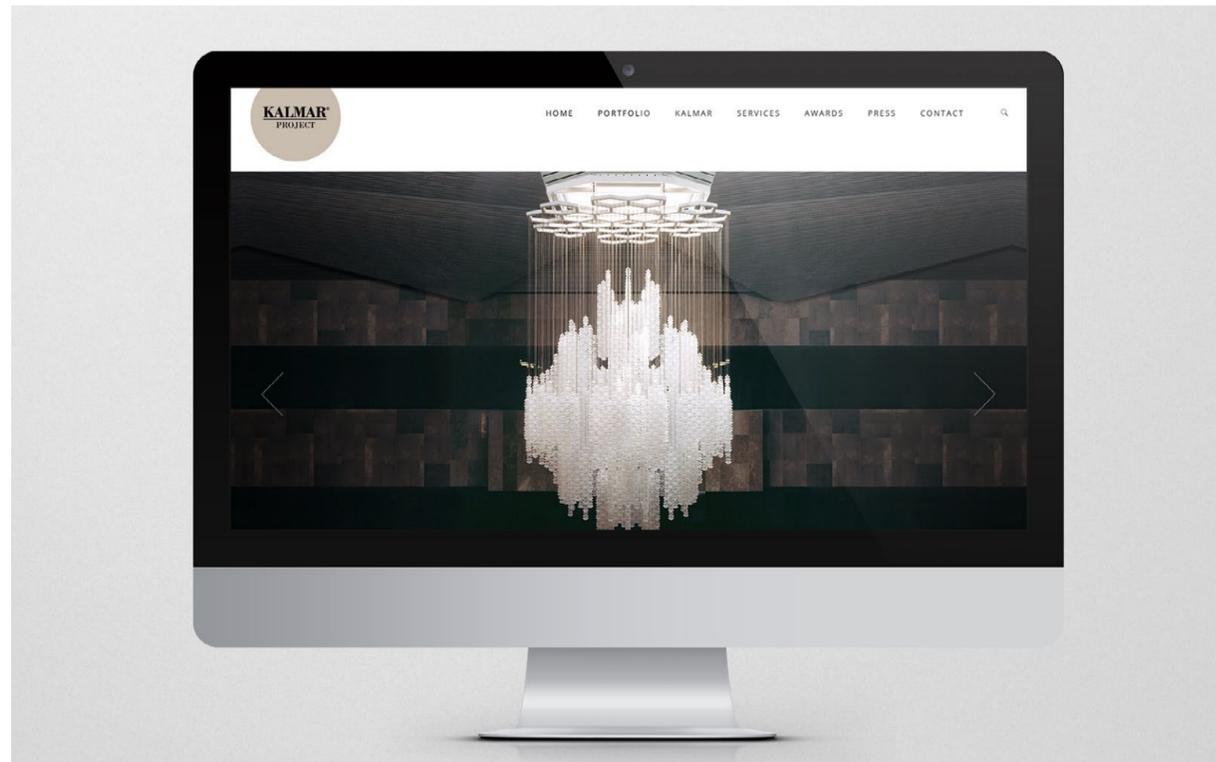


**CLIENT:** LASH DUBAI  
**PUBLISHED:** January 2016  
**CONCEPT:** A beauty brand founded in Dubai that sells eye lashes regionally and internationally. We launched and designed the brand's e-commerce website, while regularly maintaining the site.

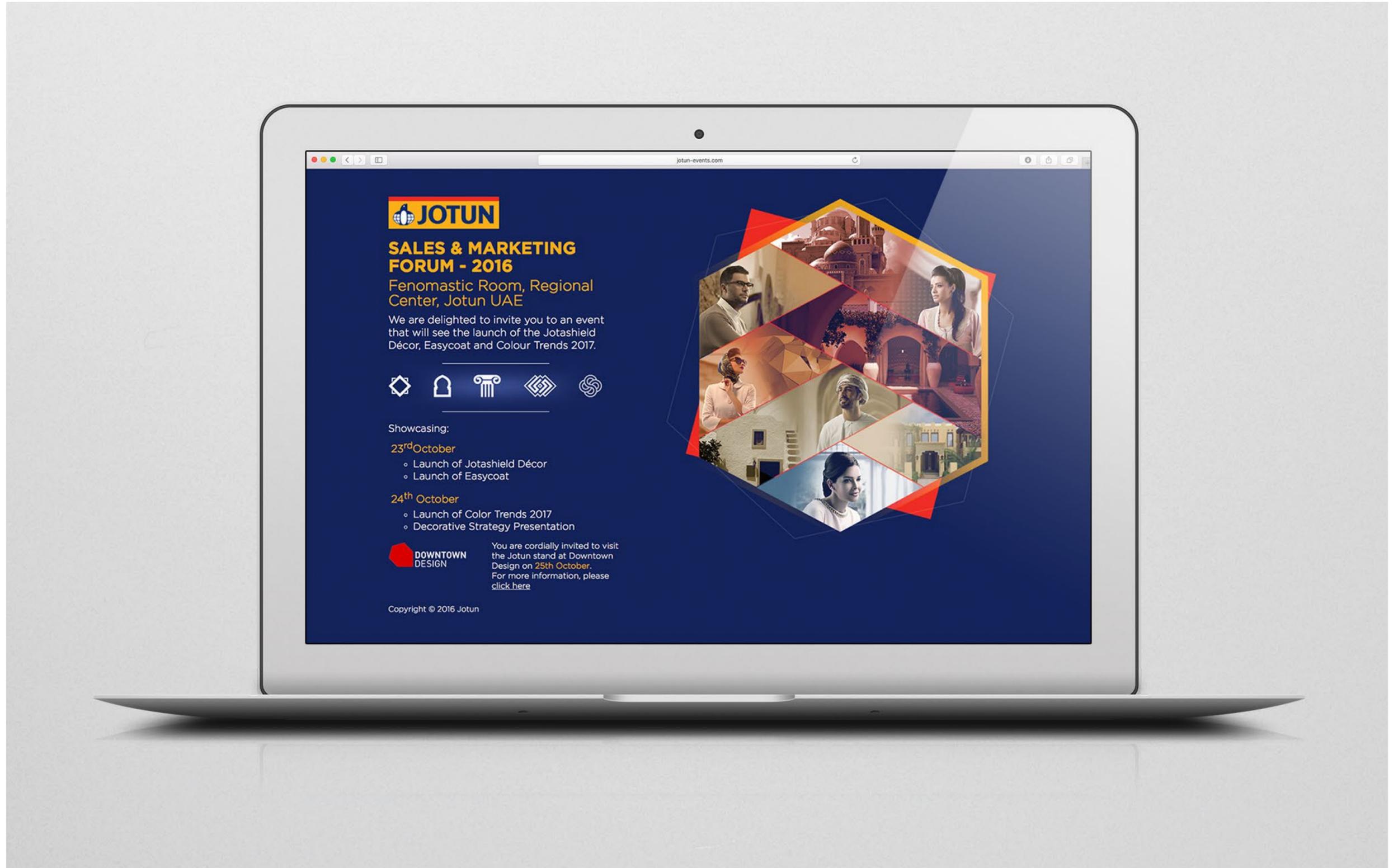




**CLIENT:** Dress the Space  
**PUBLISHED:** December 2016  
**CONCEPT:** An interior design company that is based in Dubai. We launched and designed the brand's informative website.



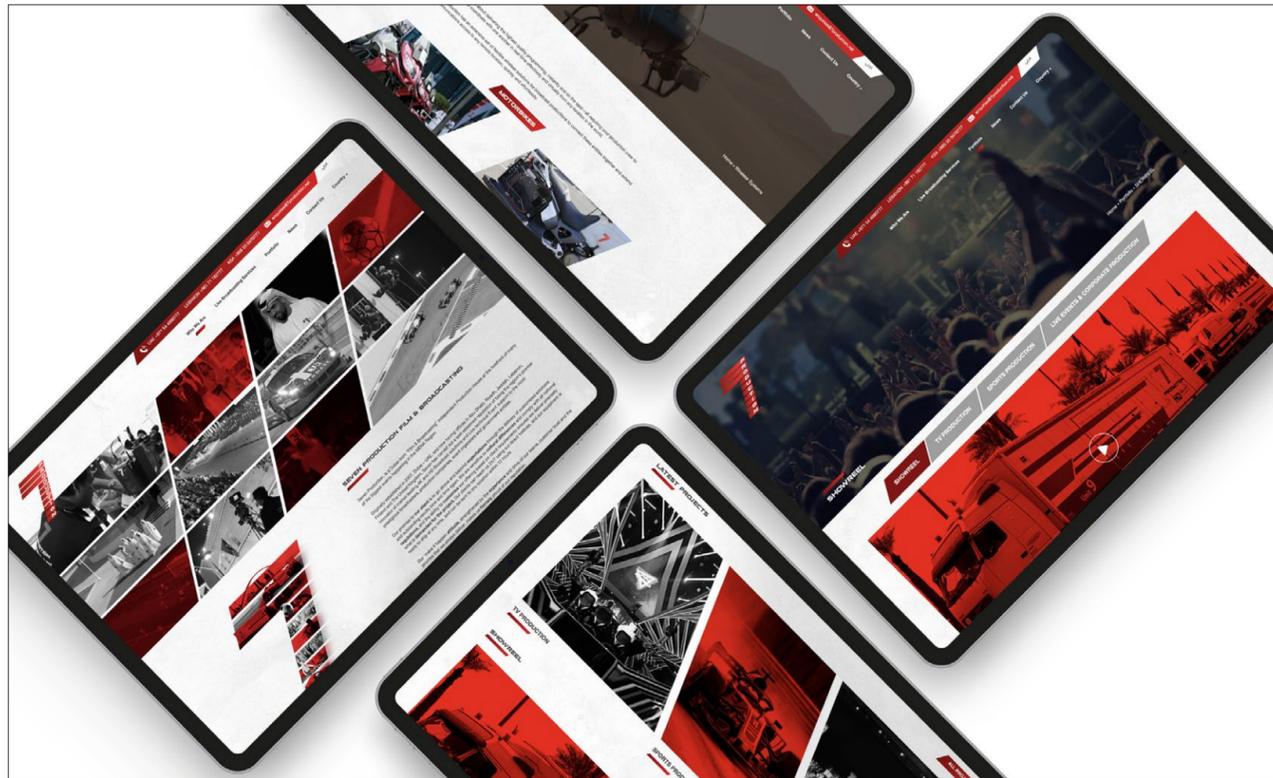
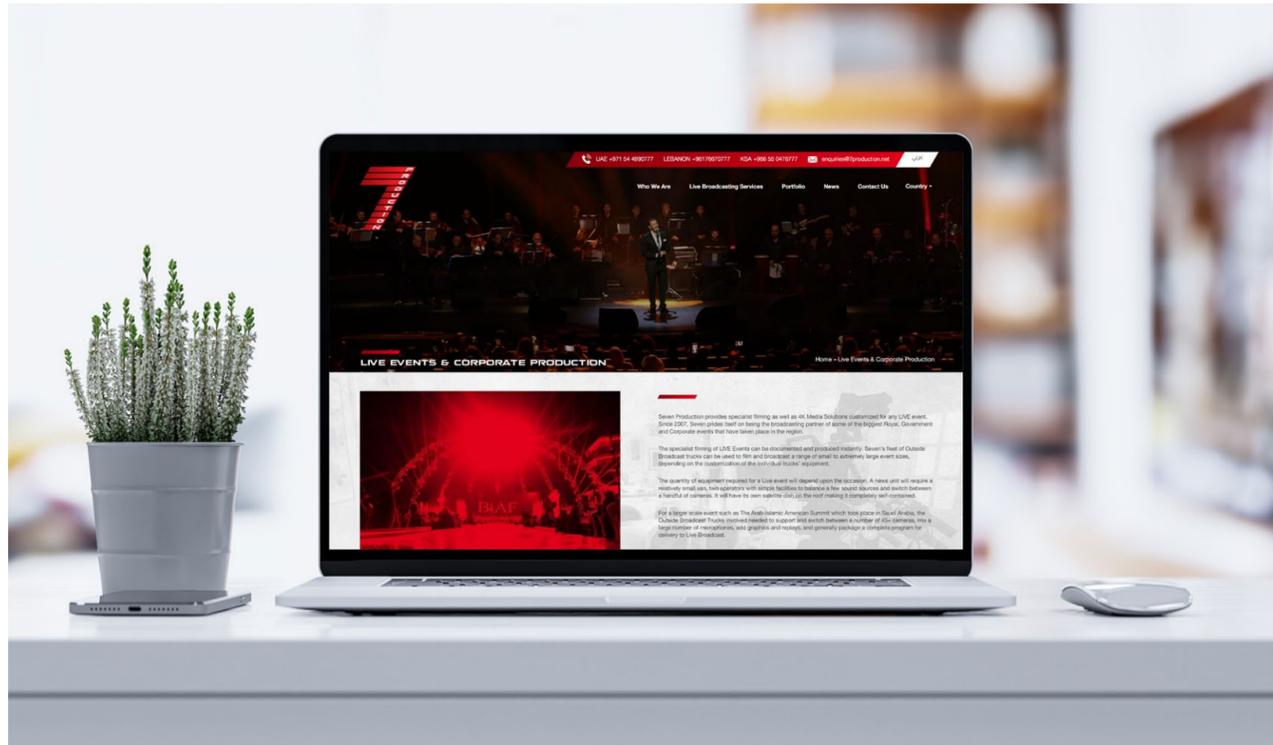
**CLIENT:** Kalmar  
**PUBLISHED:** January 2017  
**CONCEPT:** A lighting company based in Vienna with projects around the world. The website was an informative site based on a template.



**CLIENT:** JOTUN Paints

**PUBLISHED:** October 2016

**CONCEPT:** JOTUN's launch of a new decorative paint collection. We created an animated digital invite uploaded on the event's website where invitees could find all the details and information to the launch event.



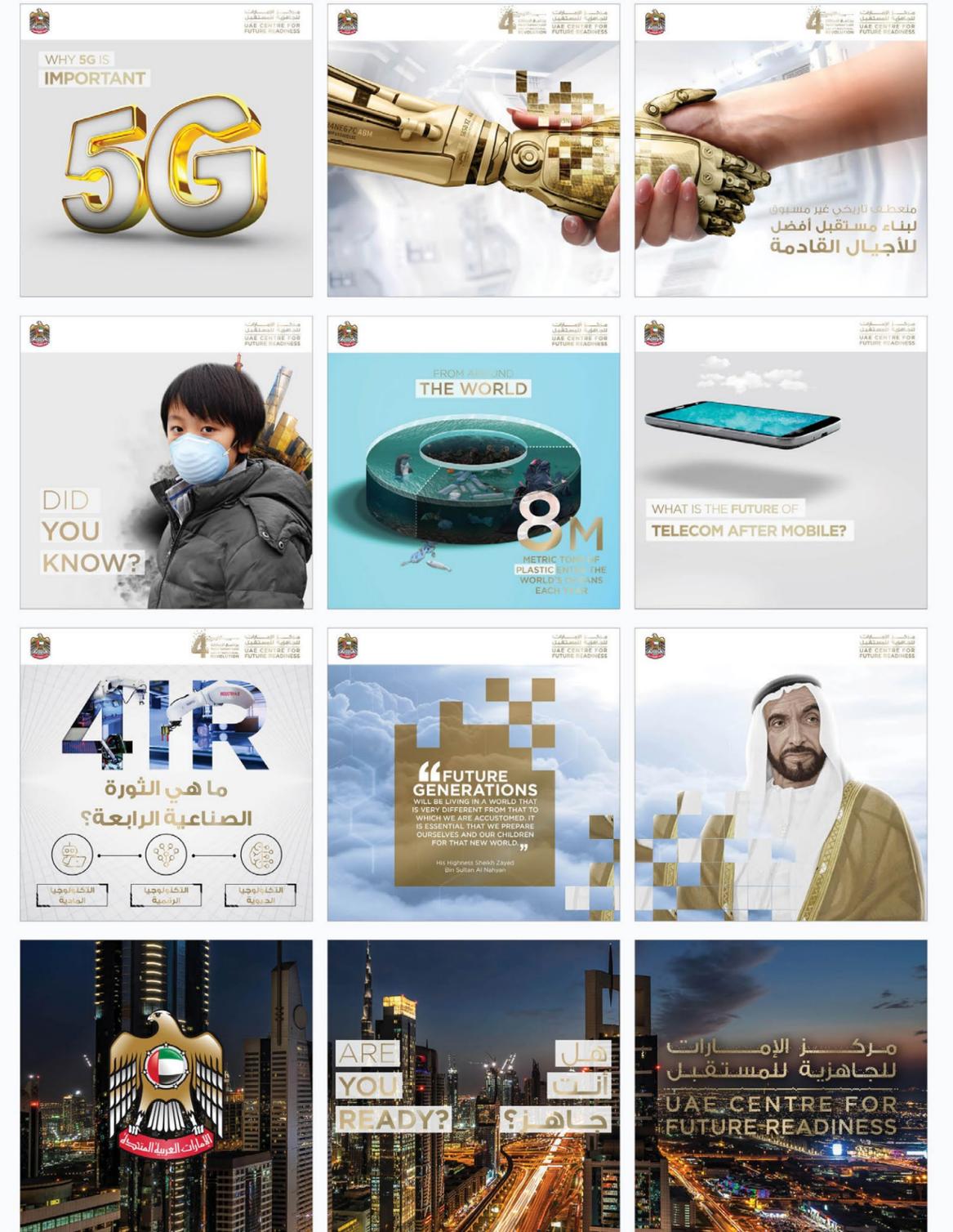
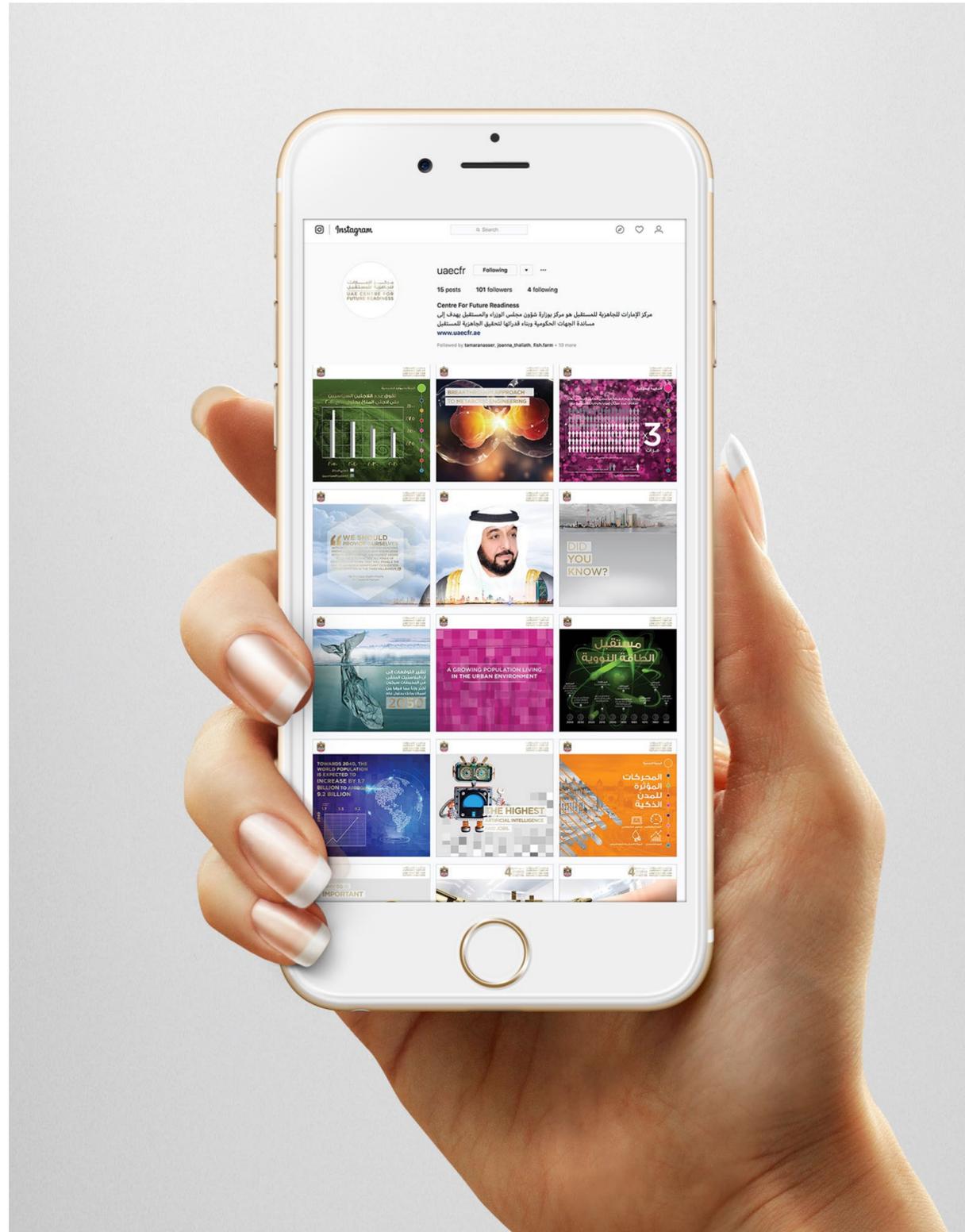
**CLIENT:** Seven Production  
**PUBLISHED:** January 2020  
**CONCEPT:** A film and broadcasting independent production house in the MENA region established in 2007. We redesigned and developed the brand's website.

# Karvle



**CLIENT:** Karvle  
**PUBLISHED:** 2021  
**CONCEPT:** An ecommerce store that specializes in selling premium notebooks and journals made from stone. They are 100% tree free, recyclable, waterproof and sustainable. We launched and developed their e-commerce website to fit within their brand identity and vision.

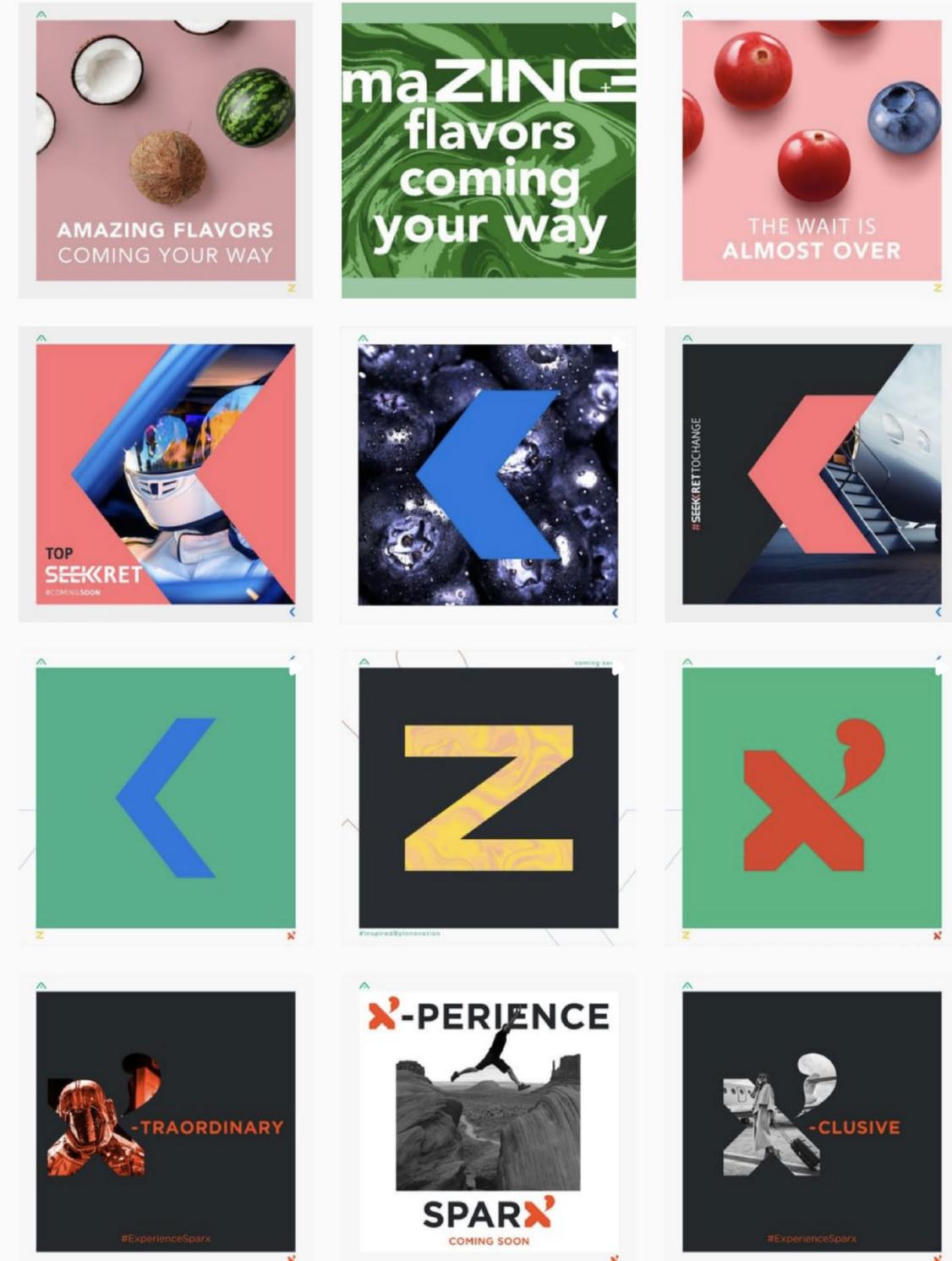
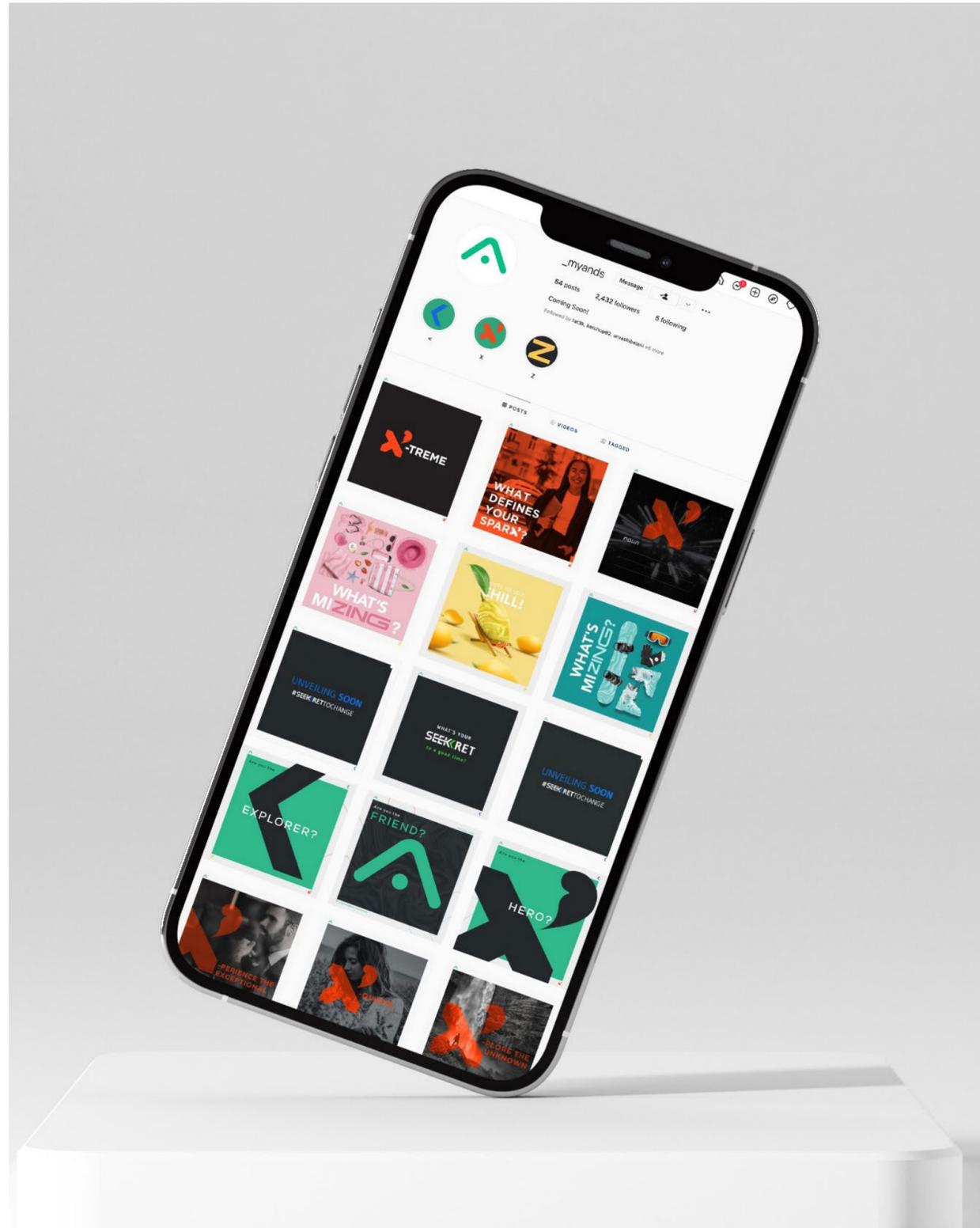
# Digital & Social Media



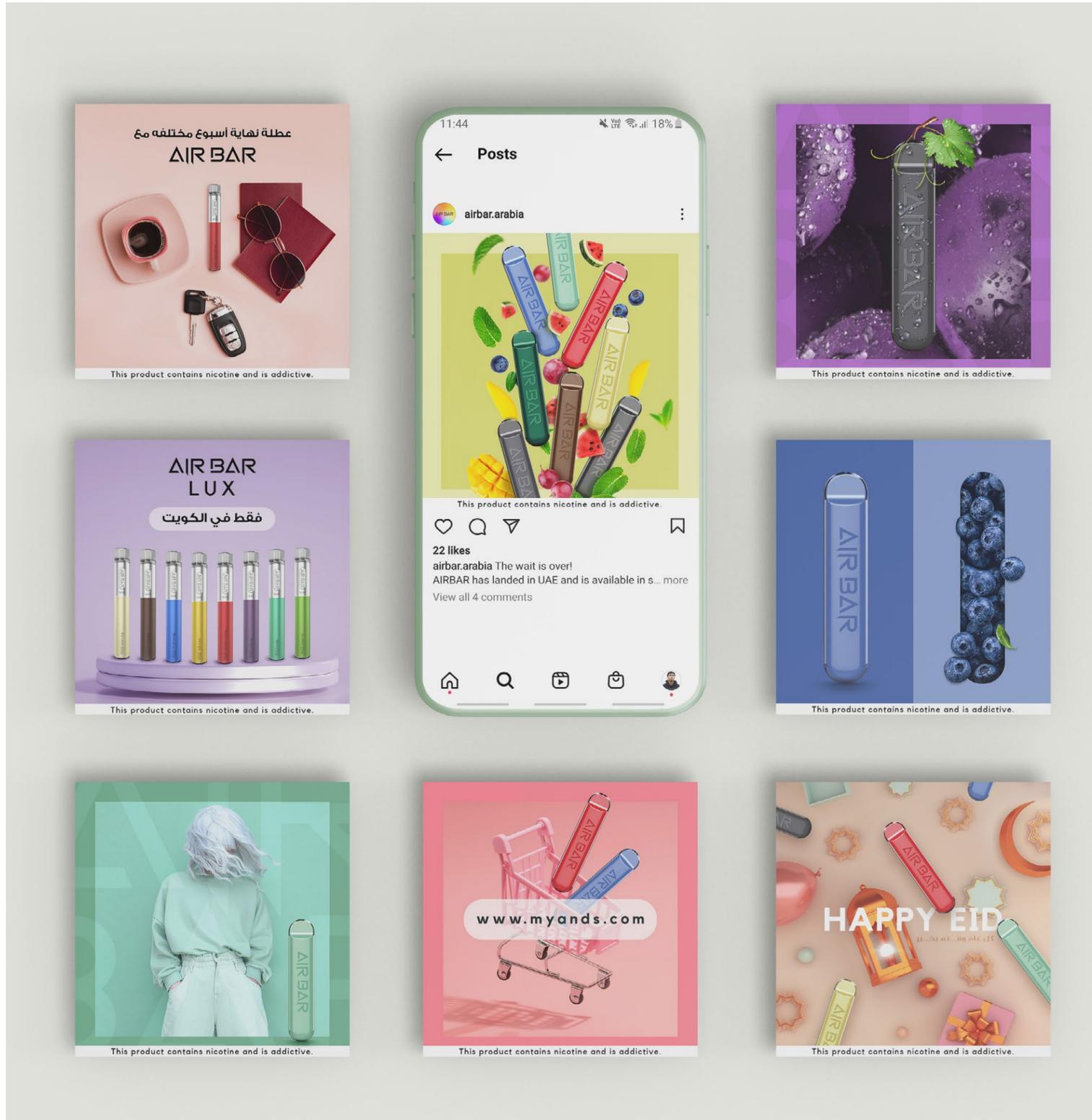
**CLIENT:** Ministry of cabinet affairs & the future Future department

**PUBLISHED:** 2019

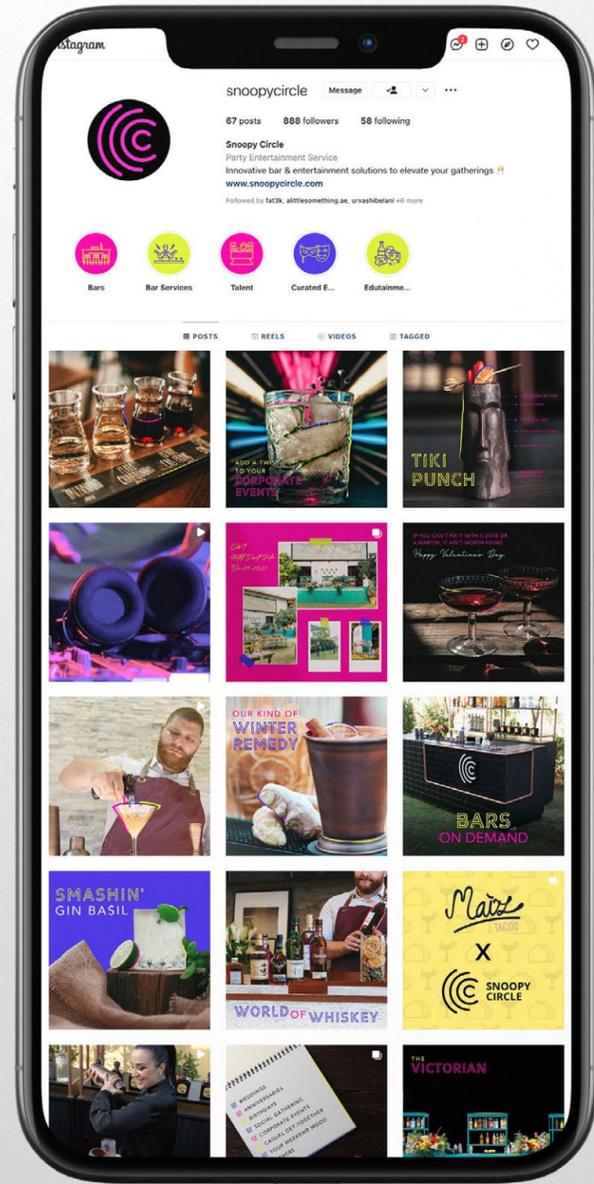
**CONCEPT:** UAE Center for Future Readiness, a foundation established under the Ministry of Cabinet Affairs and the Future (MoCAF), that acts as a major engine for future transformation. We are responsible for creating daily content and managing their social media platforms with creative and interactive posts.



CLIENT: ANDS MEA  
 PUBLISHED: 2021 - 2023  
 CONCEPT: A nicotine alternative product company in MEA. We developed the plan, strategy, communication and designs for their portfolio's product launch and the collaterals required for their social media platforms.



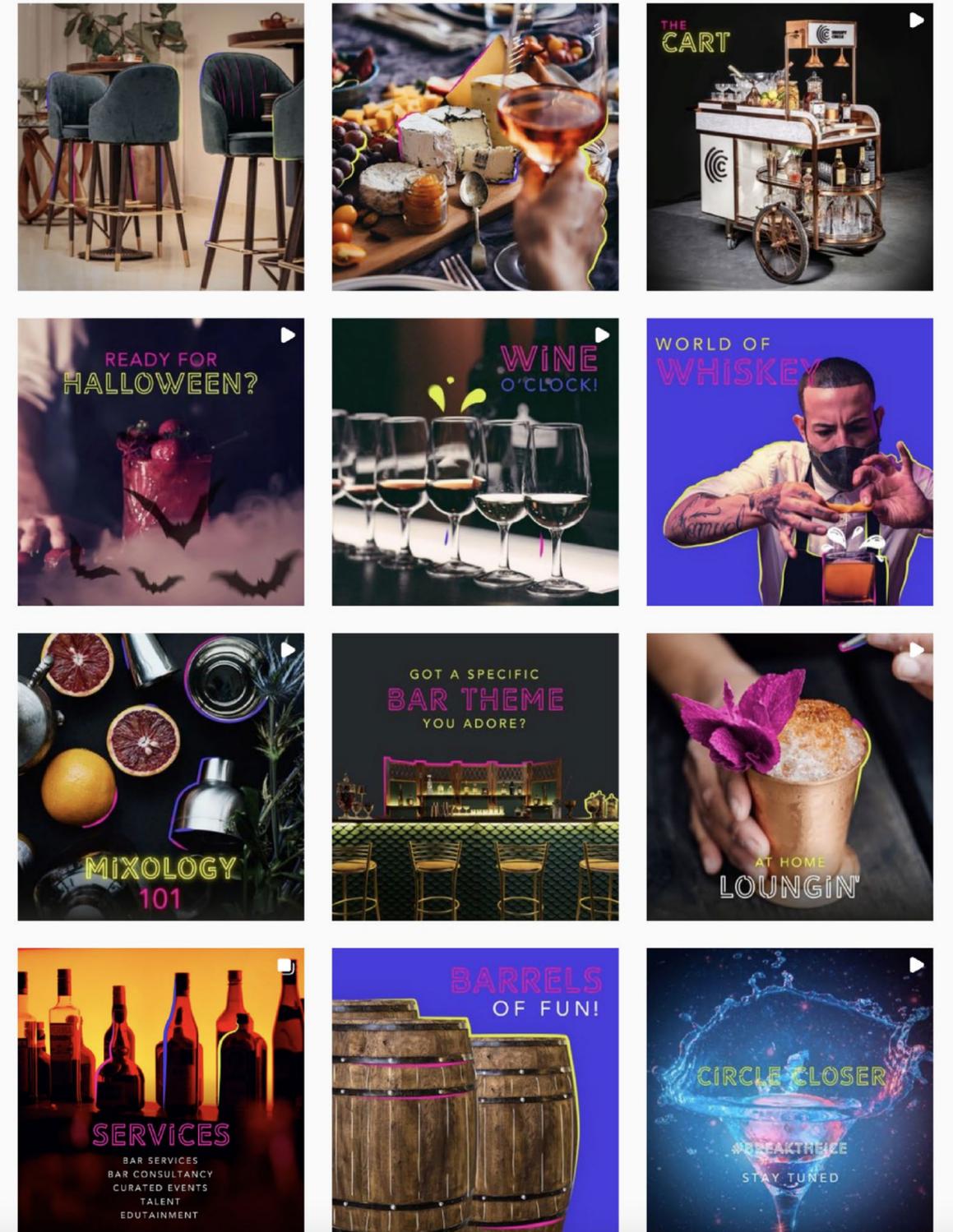
**CLIENT:** AIRBAR  
**PUBLISHED:** 2021  
**CONCEPT:** A nicotine alternative product company in the Middle East. We were responsible for creating monthlay strategies and calendars to launch the Airbar devices in the GCC. Our tasks included content creation, design and copywriting.

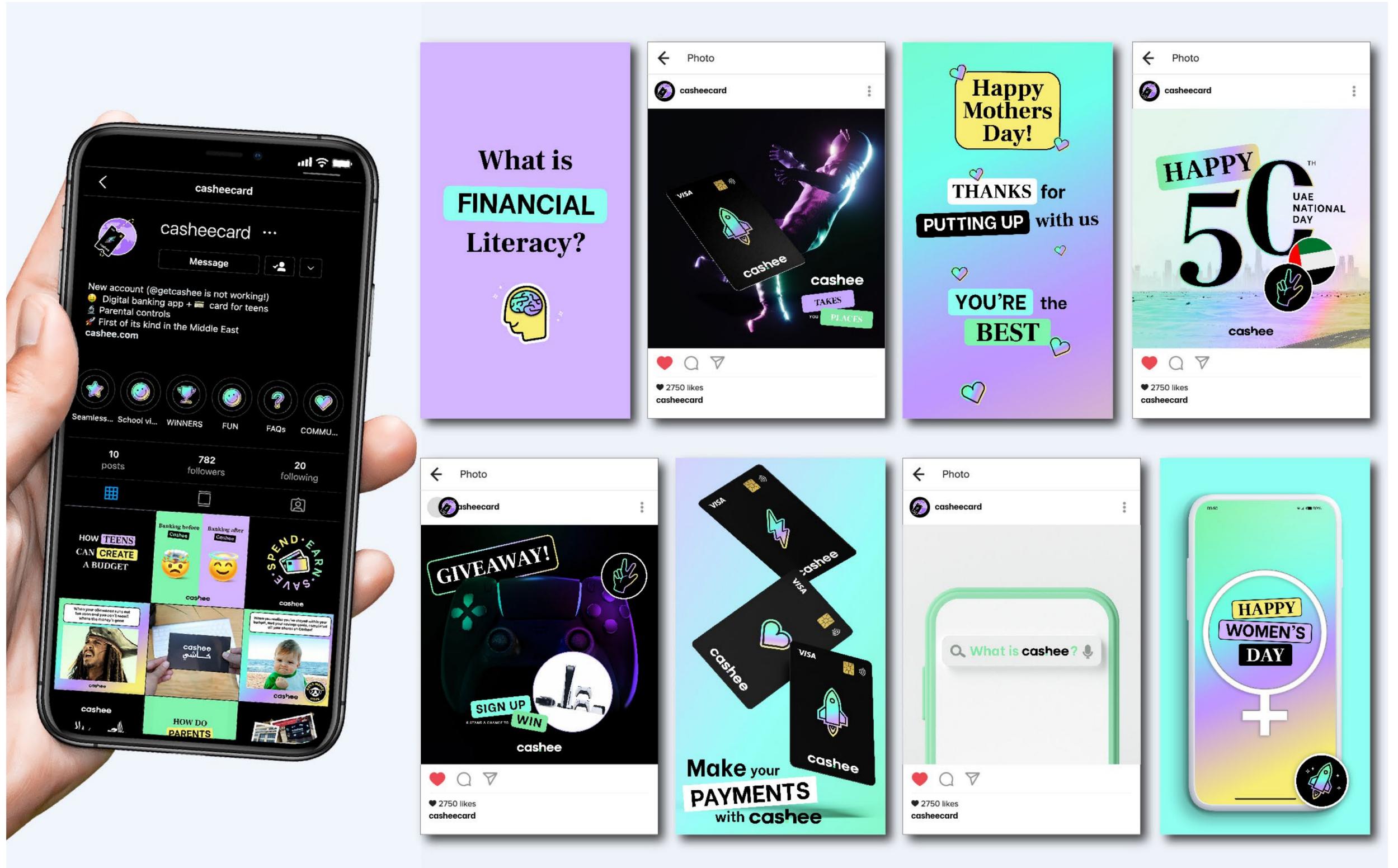


**CLIENT:** Snoopy Circle

**PUBLISHED:** 2022

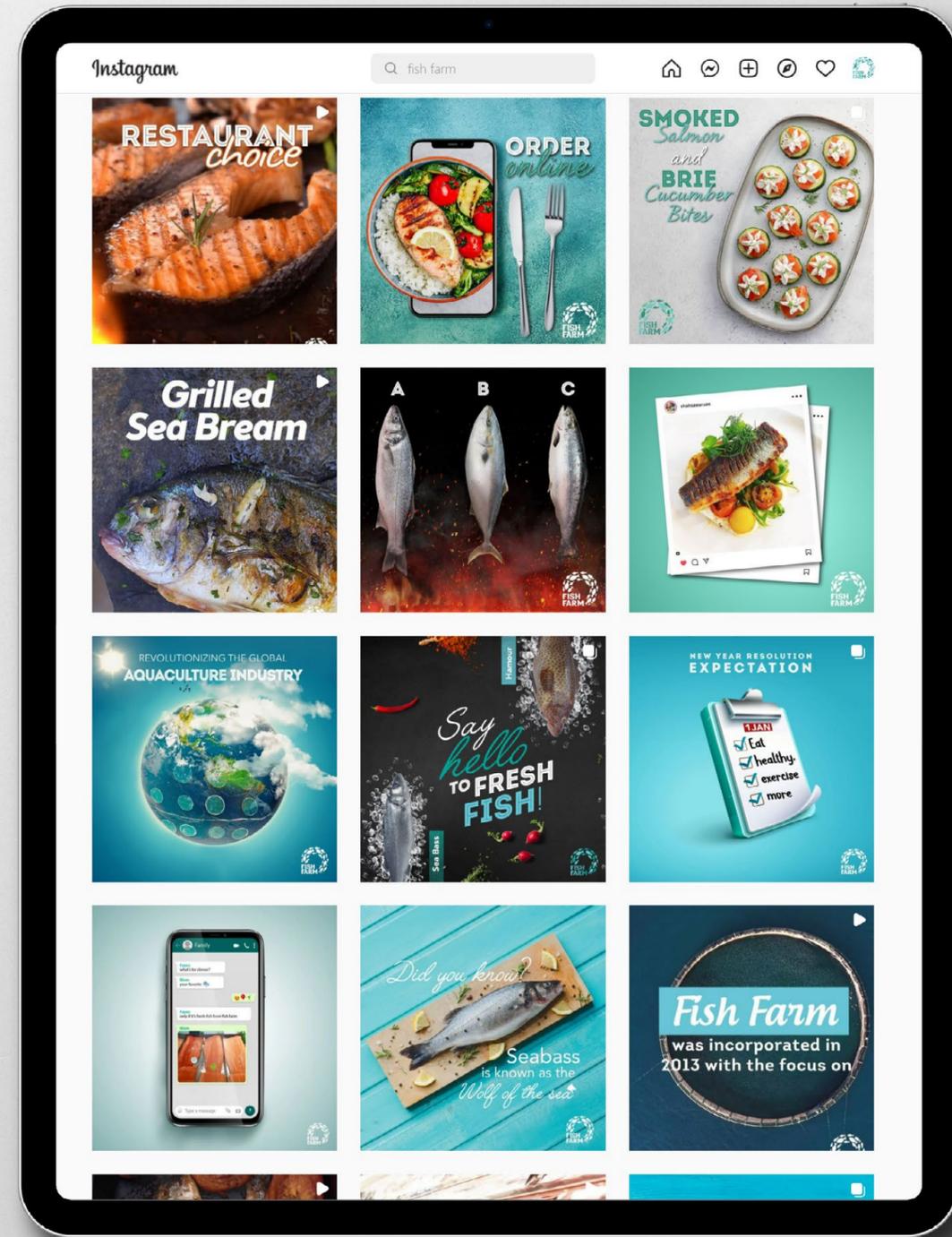
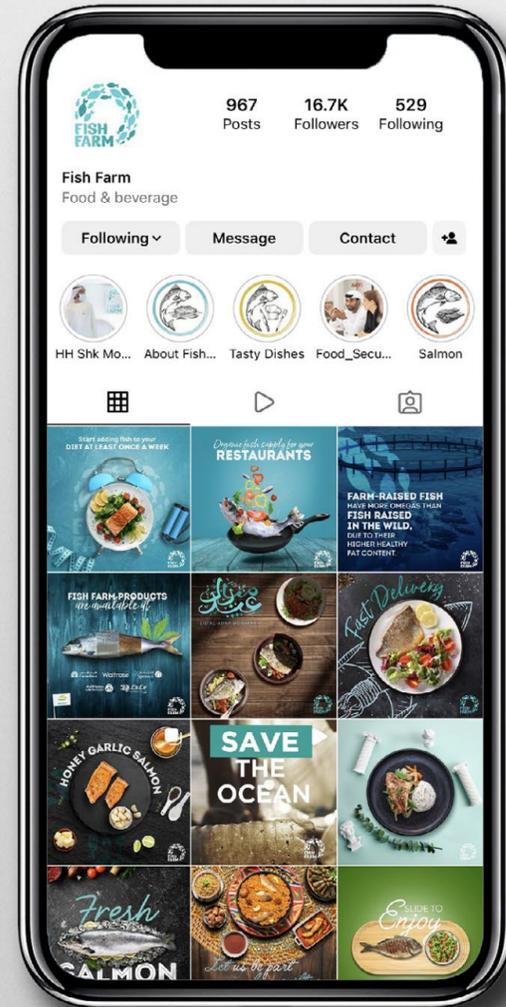
**CONCEPT:** An innovative bar and entertainment service that help people elevate gatherings in their private spaces and venues. We were responsible for creating monthly strategies and calendars for Snoopy Circle's social media accounts. Our tasks included content creation, design, copywriting, and community management.





CLIENT: Cashee  
 PUBLISHED: 2022

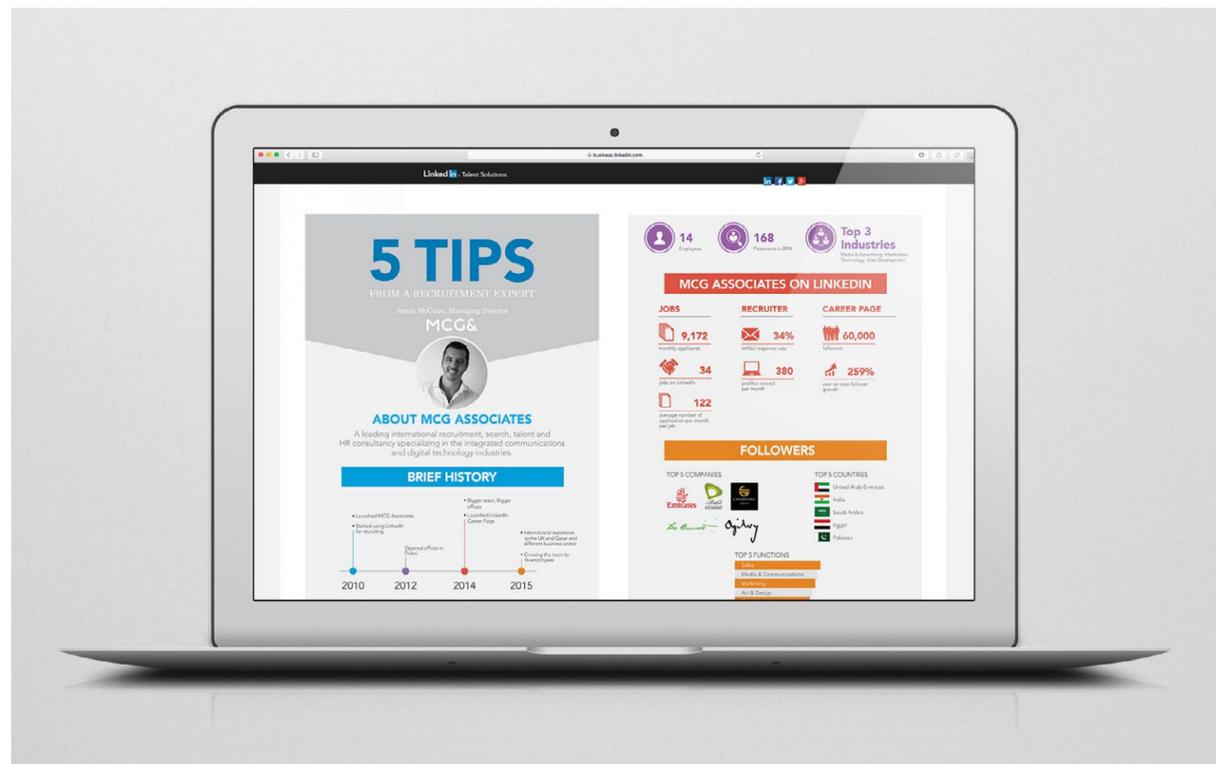
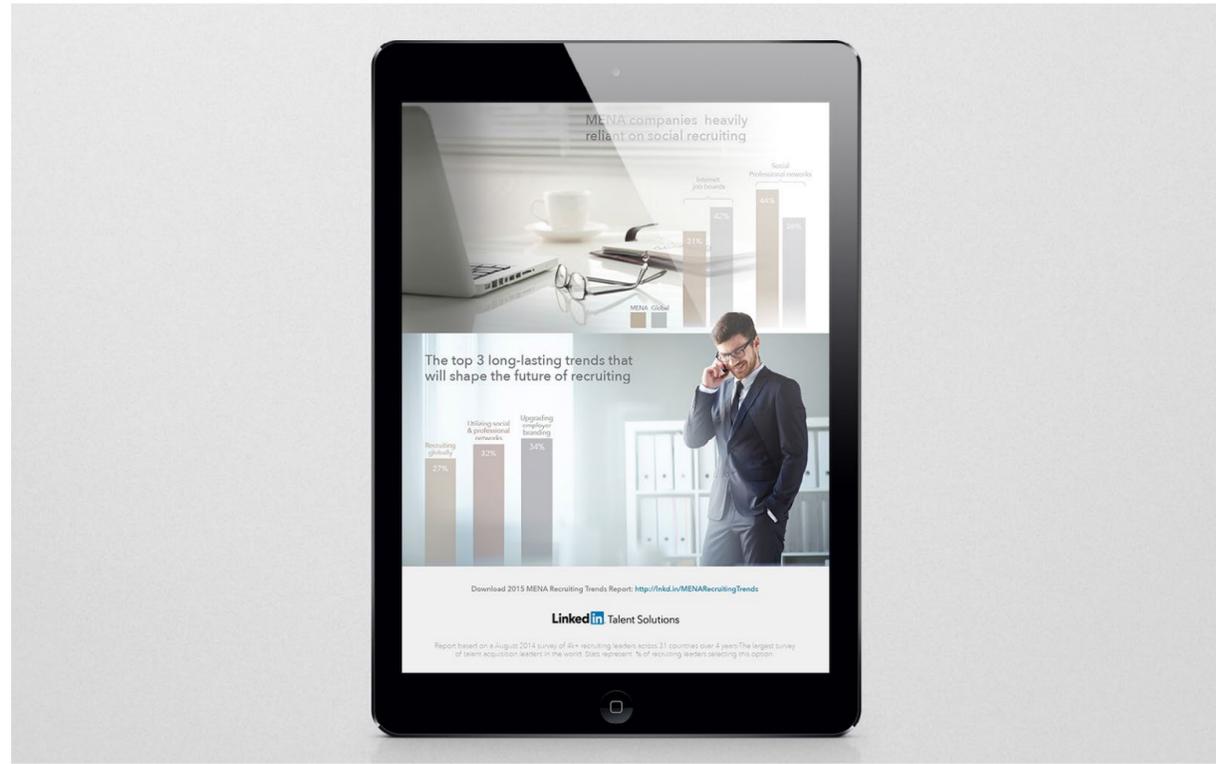
CONCEPT: A digital banking application for teens in the UAE. We are responsible for creating monthly strategies and calendars for Cashee. Our tasks included content creation, graphic design, copywriting and Instagram boosted ads to reach their target audience. community management.



**CLIENT:** Fish Farm

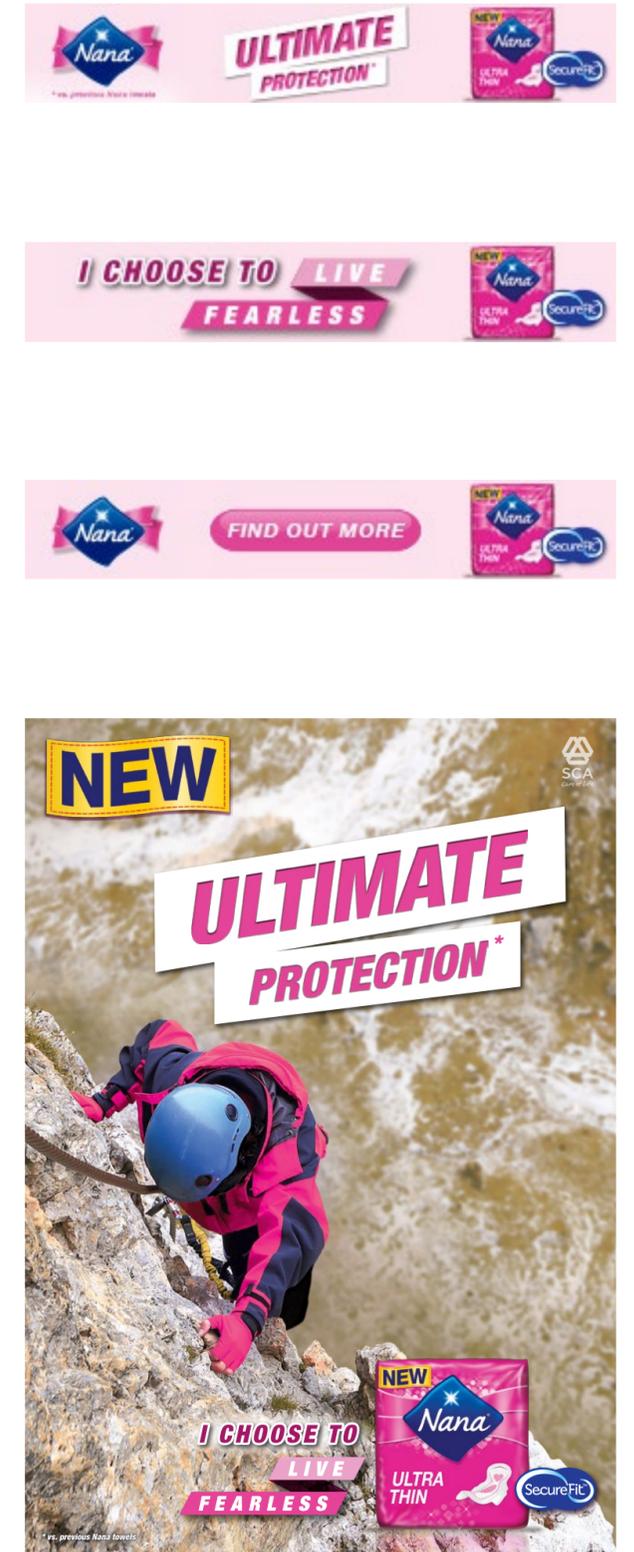
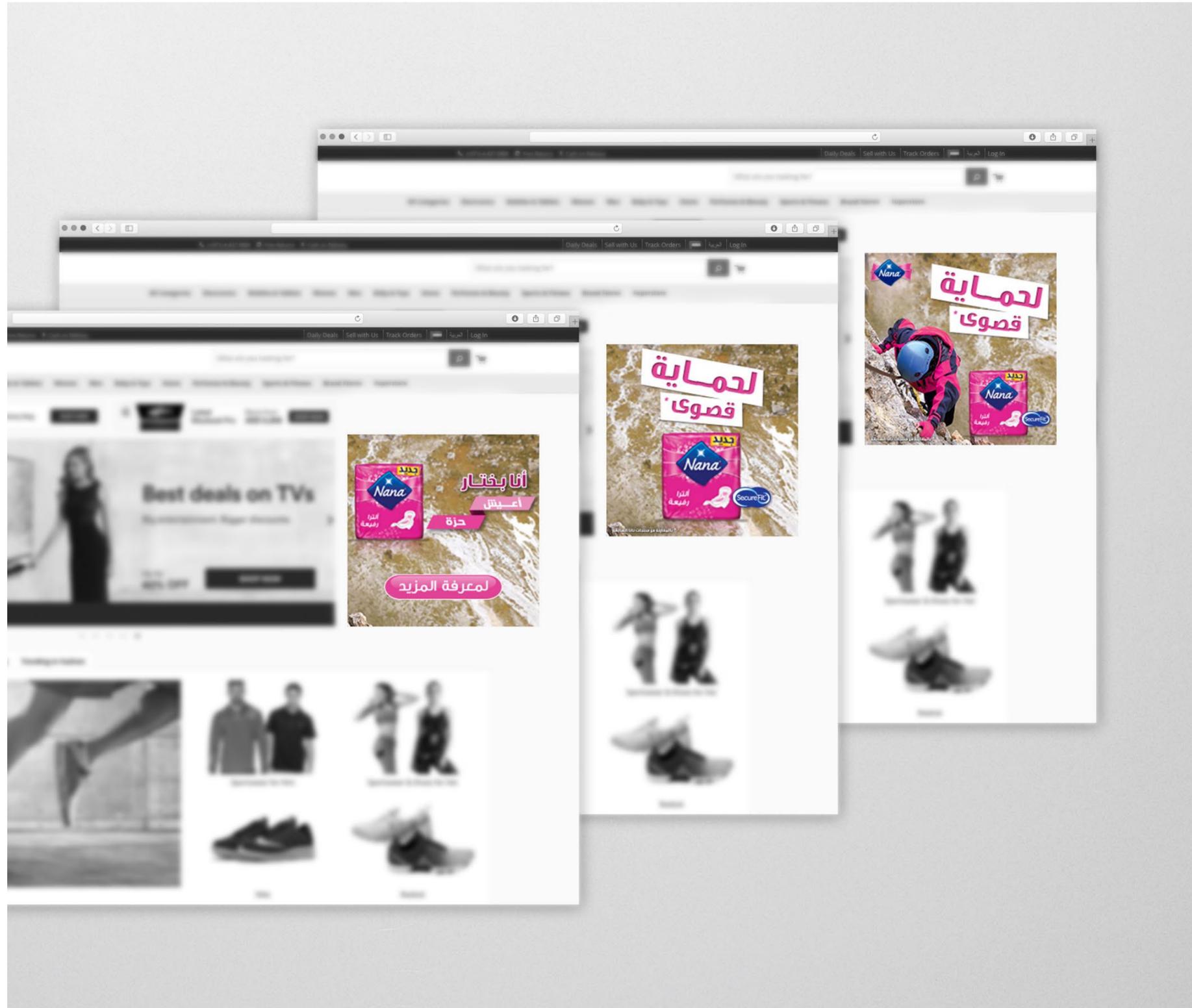
**PUBLISHED:** Ongoing

**CONCEPT:** Incorporated in 2013, Fish Farm is known for marine fish breeding and hatchery to support the local aquaculture industry in the UAE. We are responsible for creating monthly strategies and calendars for Fish Farm’s social media accounts to educate potential target markets about Fish Farms products, local fish farming methods/benefits and industry related topics.



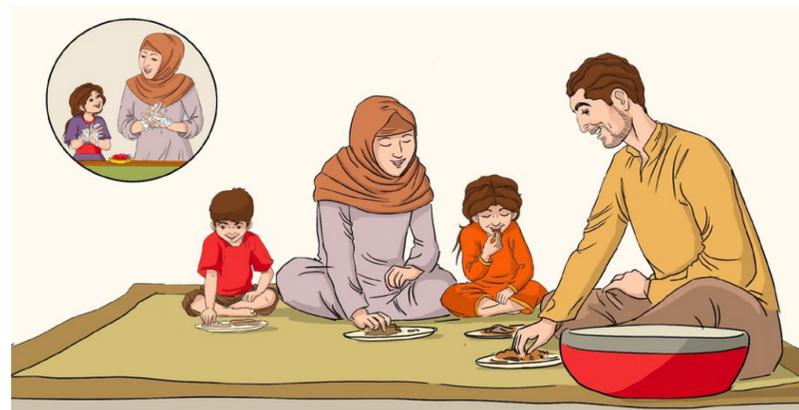
**CLIENT:** LinkedIn Middle East  
**PROJECT NAME:** Various  
**PUBLISHED:** 2015 - 2016  
**CONCEPT:** A business social networking service. Here is a variety of digital elements we've created for LinkedIn, including detailed industry infographs and online banners.

# ONLINE BANNERS



**CLIENT:** Nana, SCA  
**PROJECT NAME:** Online Banners  
**PUBLISHED:** September 2016  
**CONCEPT:** Nana is a sanitary napkin brand. For this project we created a series of online animated banners part of their new marketing strategy in the KSA and UAE.

# DIGITAL STORYBOARD ILLUSTRATION



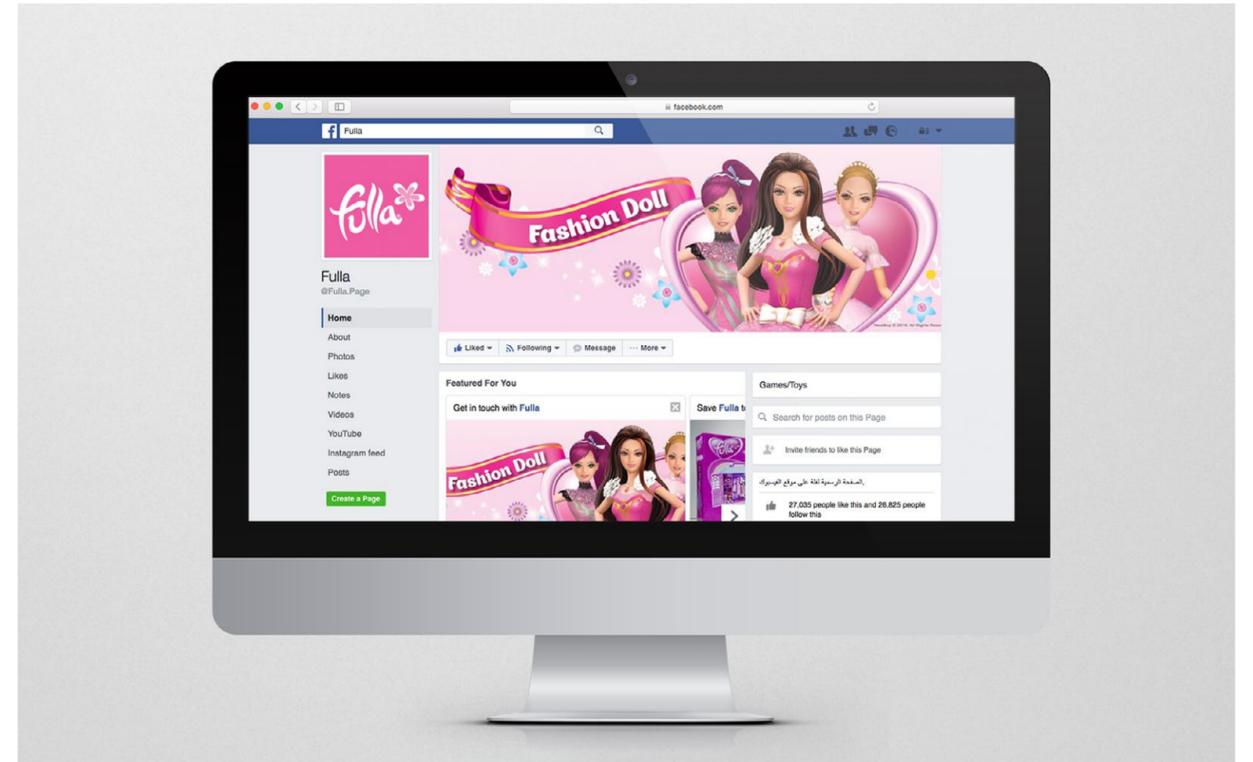
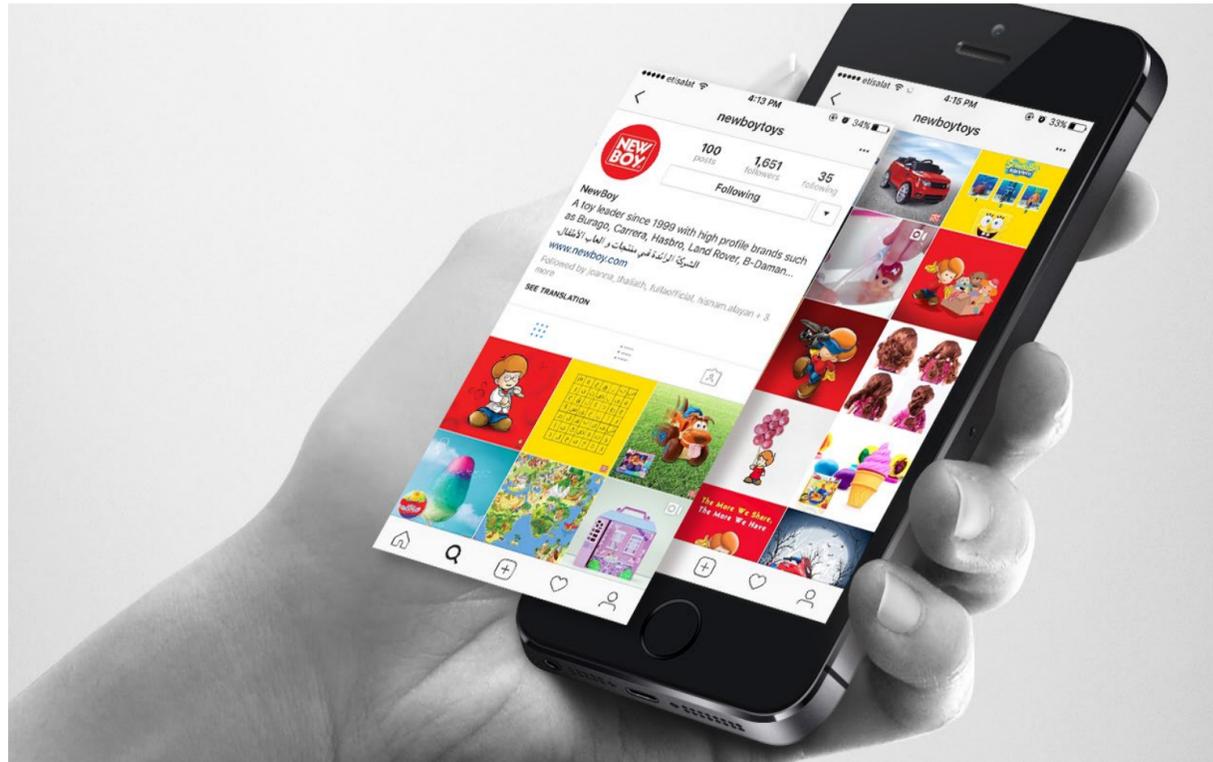
CLIENT: LIFEBOUY

PROJECT NAME: Mom's magic hands

PUBLISHED: May 2019

CONCEPT: Lifebuoy committed to improving hygiene for Syrian refugees in Lebanon with limited access to clean water and sanitation infrastructure in order to support 10,000 Syrian refugee mothers and their children over 12 months with community behavior change programs and access to soap products that promote healthy hygiene.

The Unilever team shared with us a story board created in Nepal. We had to adapt the illustrations to our new target audience, Syrian refugees, changing the characters clothes to traditional dresses, adding Syrian features, skin color, environment ...



**CLIENT:** New Boy  
**PUBLISHED:** June - September 2016  
**CONCEPT:** A toy company based in Dubai. We managed and designed the posts for their social media pages across two brands, New Boy and Fulla, a doll created by the company.



J \_ \_ \_ L \_ \_

HINT: A popular Middle Eastern drink consumed during the month of Ramadan

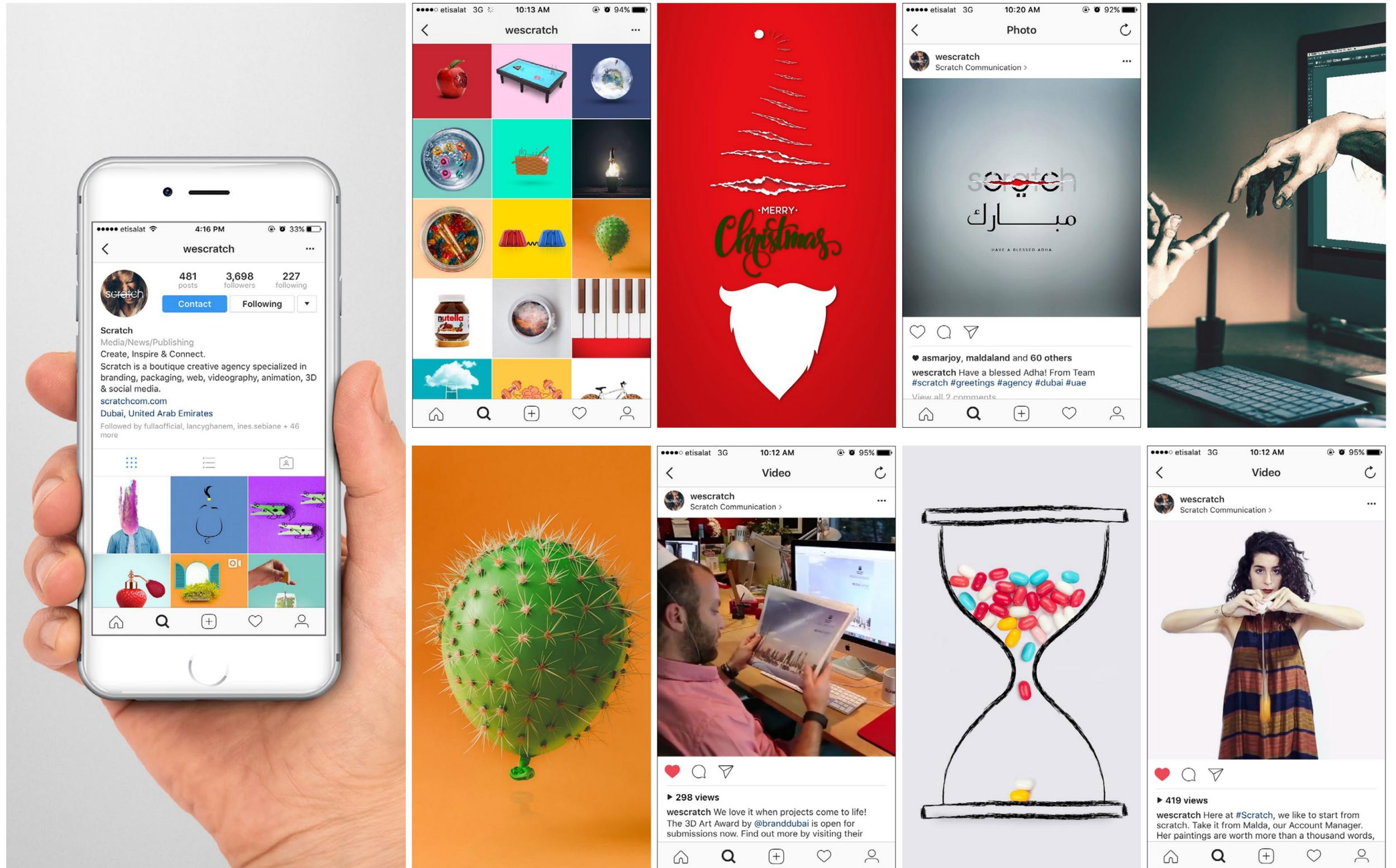
YUM

A red background featuring a word search puzzle. The letters 'J' and 'L' are placed in the first and fourth positions of a six-letter grid. Below the grid is a hint: "A popular Middle Eastern drink consumed during the month of Ramadan". At the bottom right, there is a line drawing of a glass of lemonade with a star on the straw and the word "YUM" written in yellow.

SOLVE THE RIDDLE

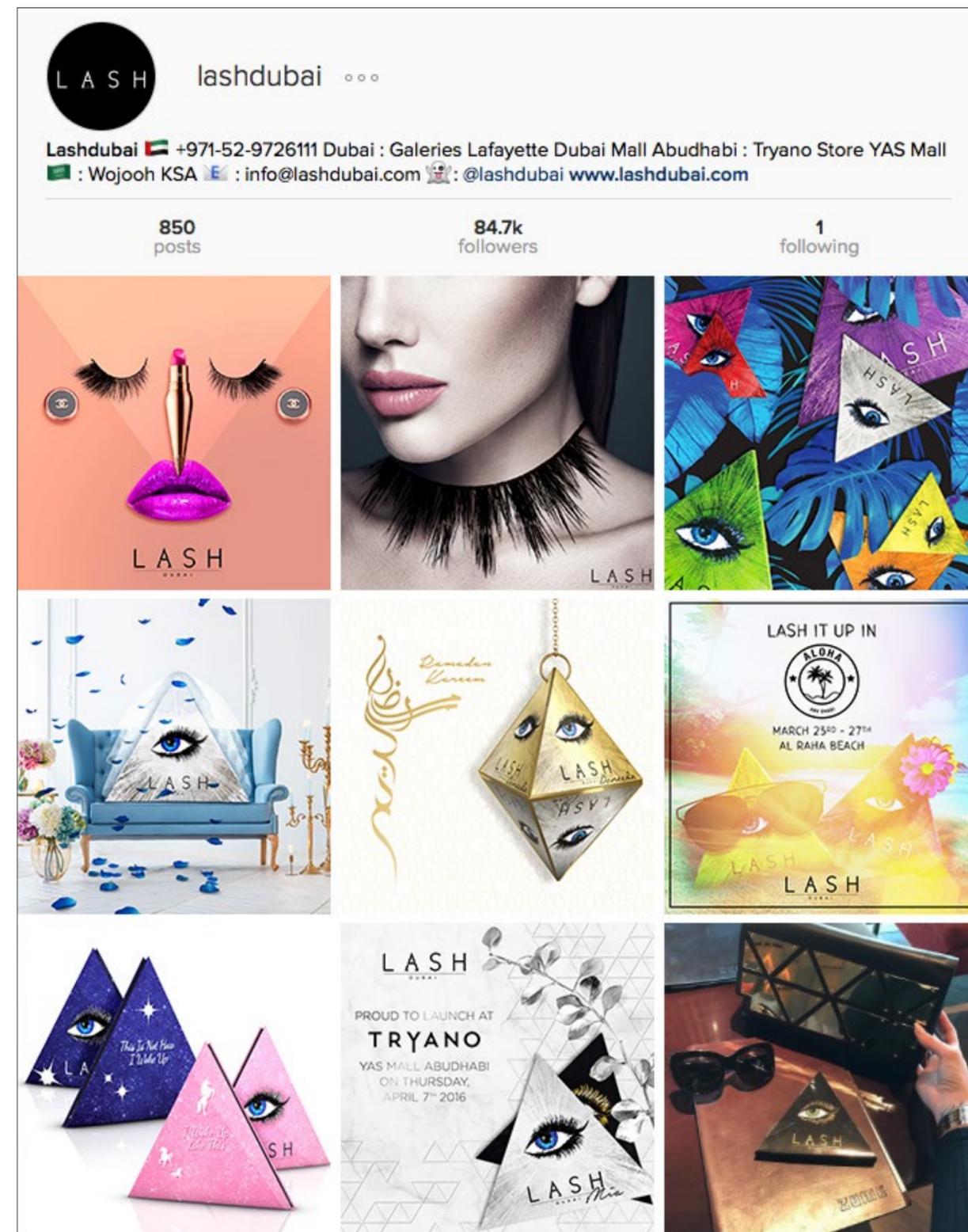
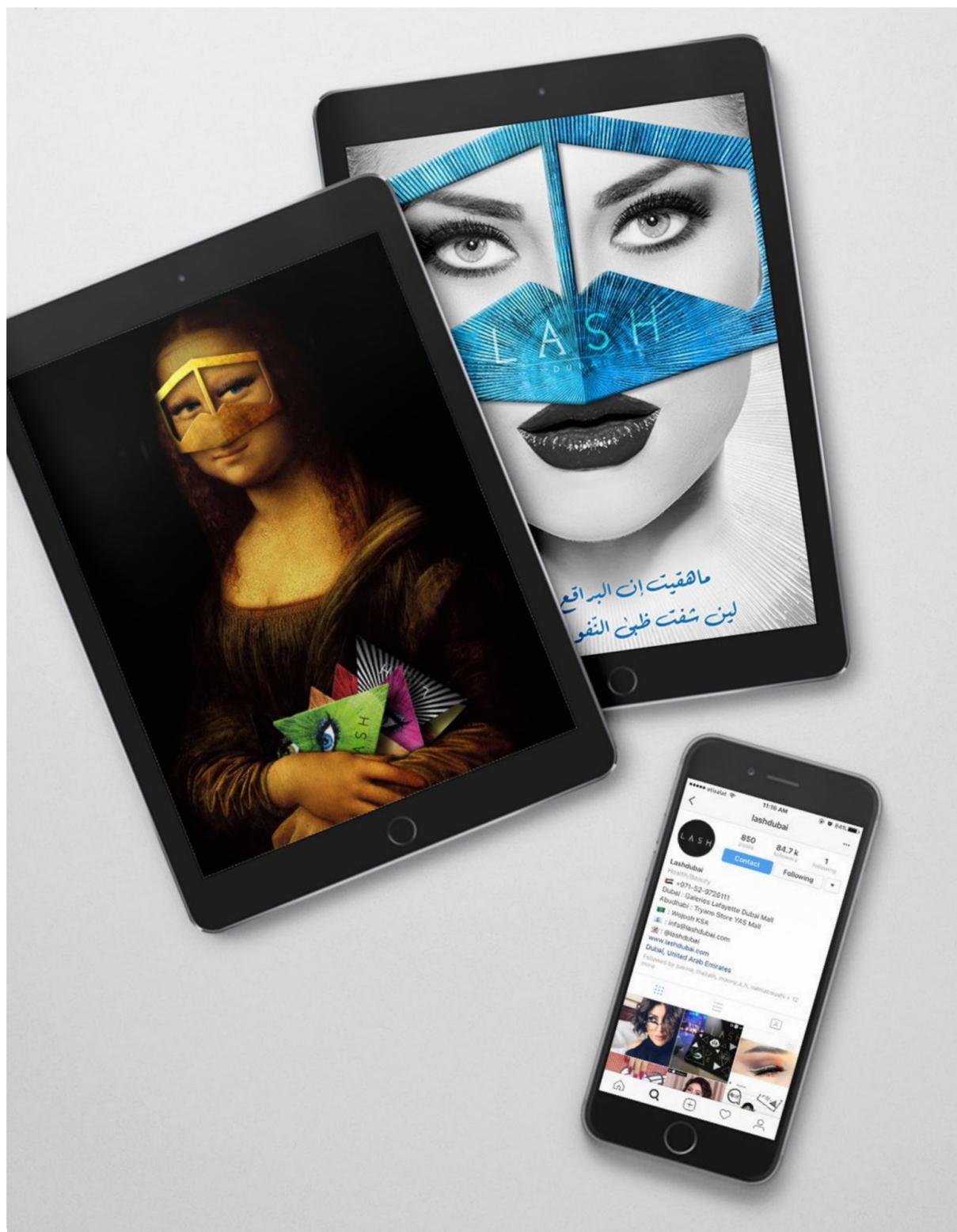
What belongs to you but is used more by others?

A yellow background with the text "SOLVE THE RIDDLE" and "What belongs to you but is used more by others?". Below the text is a cartoon illustration of a boy with orange hair, wearing a red shirt and blue pants, sitting on the ground and thinking. A large question mark is next to him.



**CLIENT:** Scratch Advertising & Communication  
**PUBLISHED:** Ongoing  
**CONCEPT:** Part of the team's work scope is creating and designing weekly posts for our brand's social media pages.  
 Look us up at [@scratch.communication](https://www.instagram.com/scratch.communication) on IG and at *Scratch Communication* on Facebook.

LASH  
DUBAI



CLIENT: LASH DUBAI

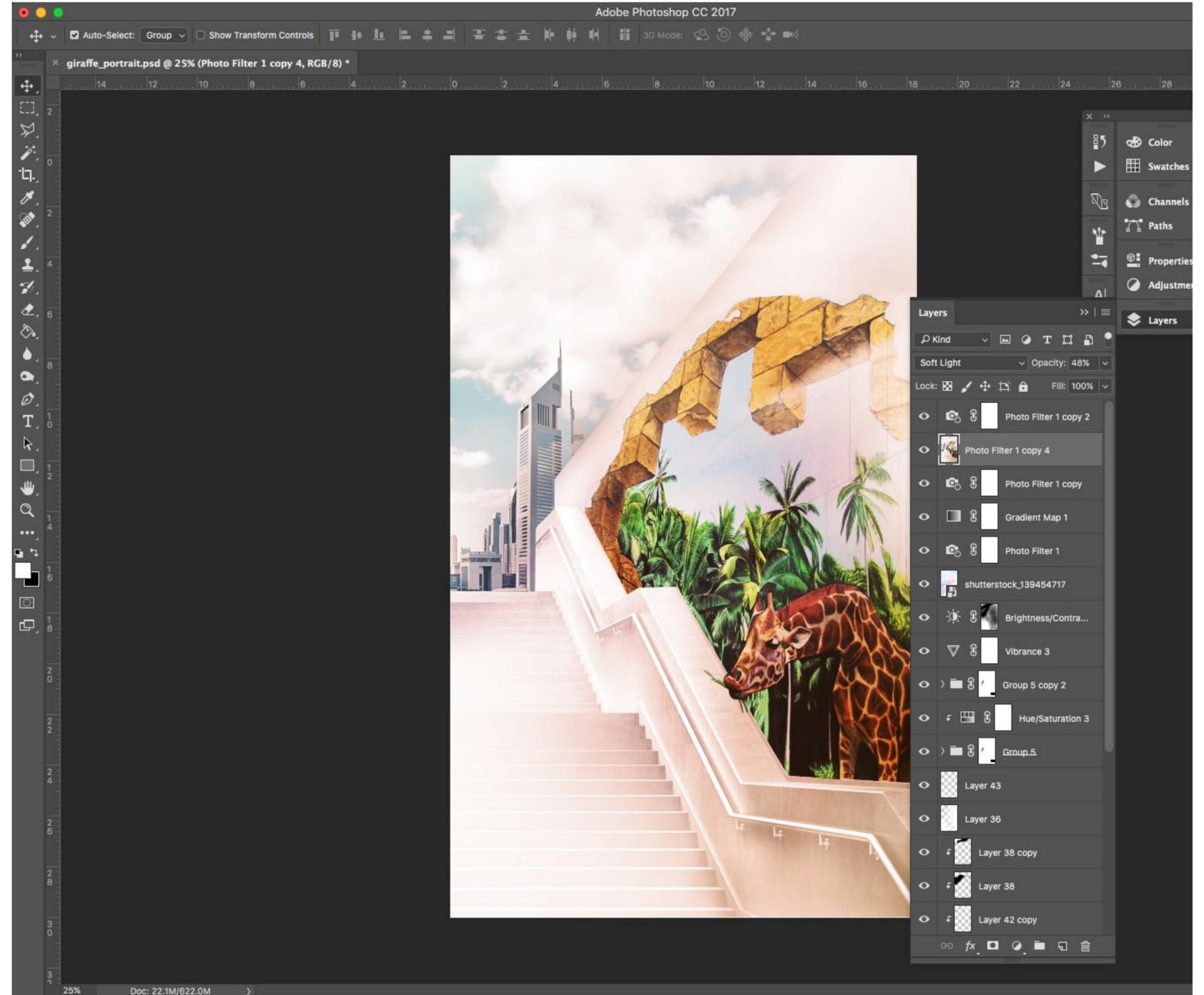
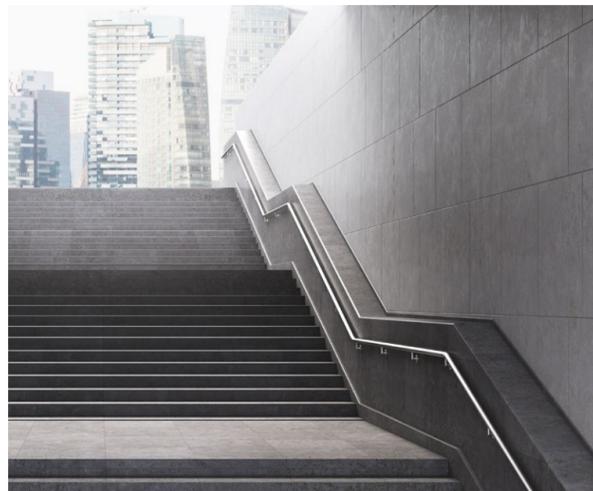
PUBLISHED: December 2016

CONCEPT: A beauty brand founded in Dubai that sells eye lashes regionally and internationally. We design and create a number of monthly static and motion posts for their social media pages.

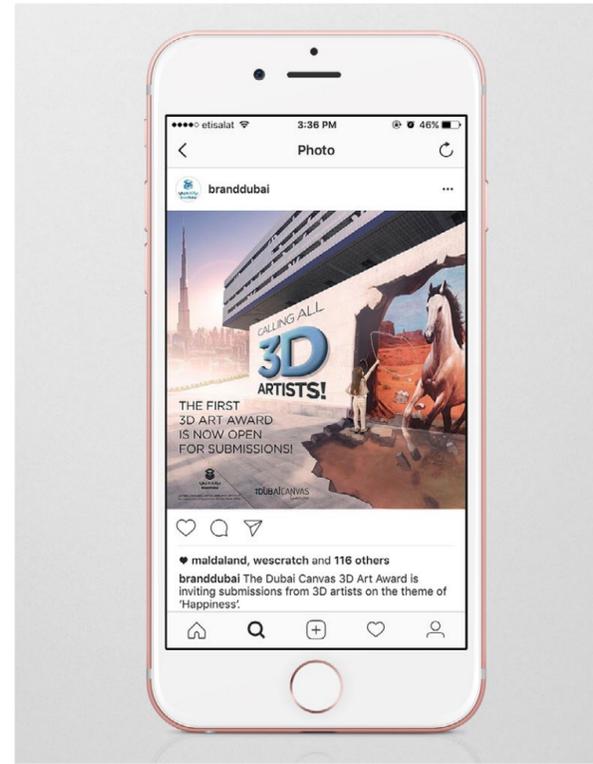
# *Advertising*



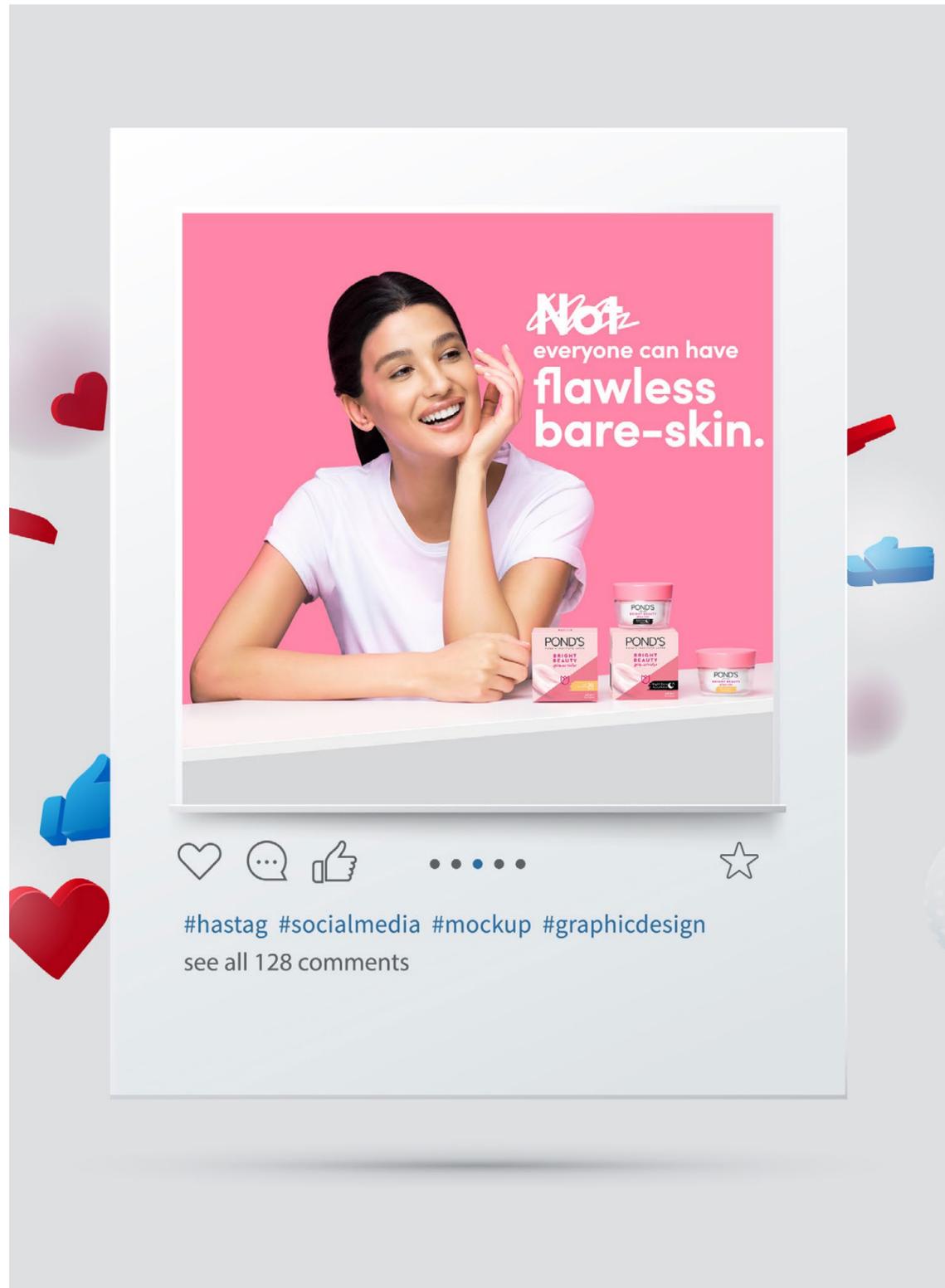
الذراع الإبداعي للمكتب الإعلامي لحكومة دبي  
The creative arm of Government of Dubai Media Office



**CLIENT:** Government of Dubai Media Office  
**PROJECT NAME:** 3D Art Festival  
**PUBLISHED:** October 2016  
**CONCEPT:** The media arm to the Dubai brand. For this project, we created the visual press ads that announced the city's 3rd installment of the 3D Art Festival and the call to the competition. As well as the concept for the award which combined all the elements of this festival together.



# POND'S

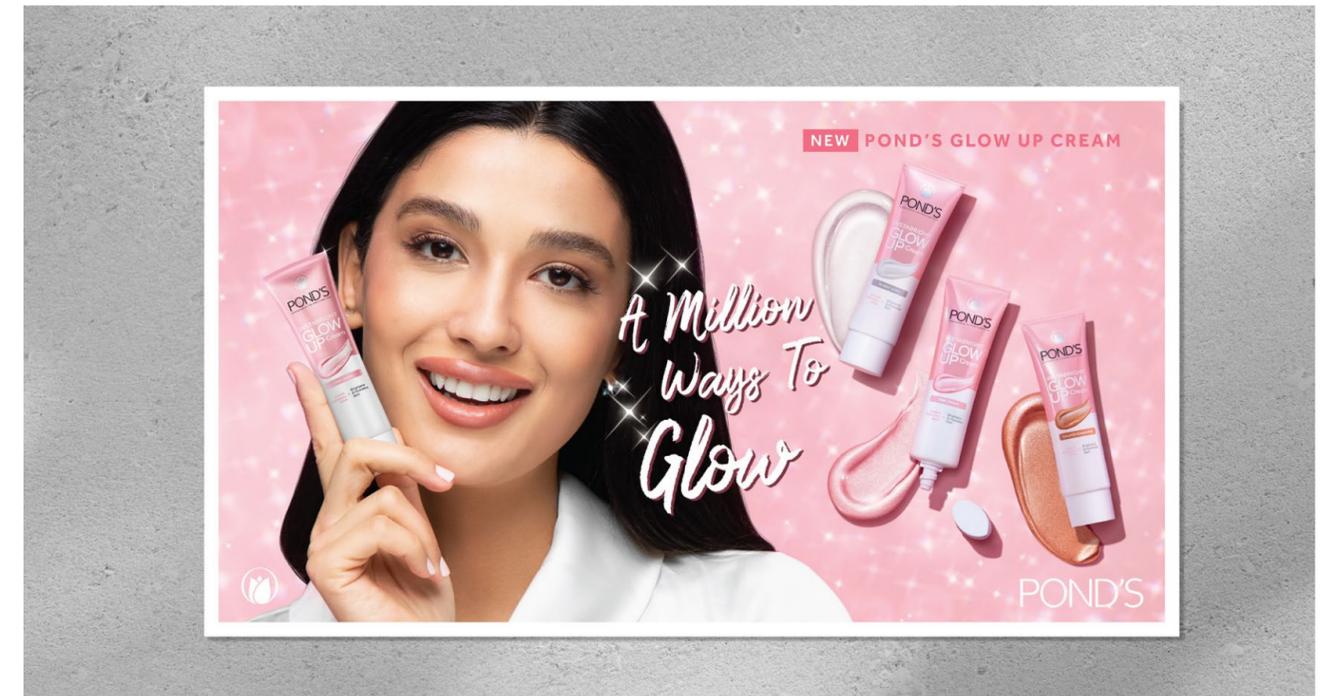


**CLIENT:** Ponds, Unilever

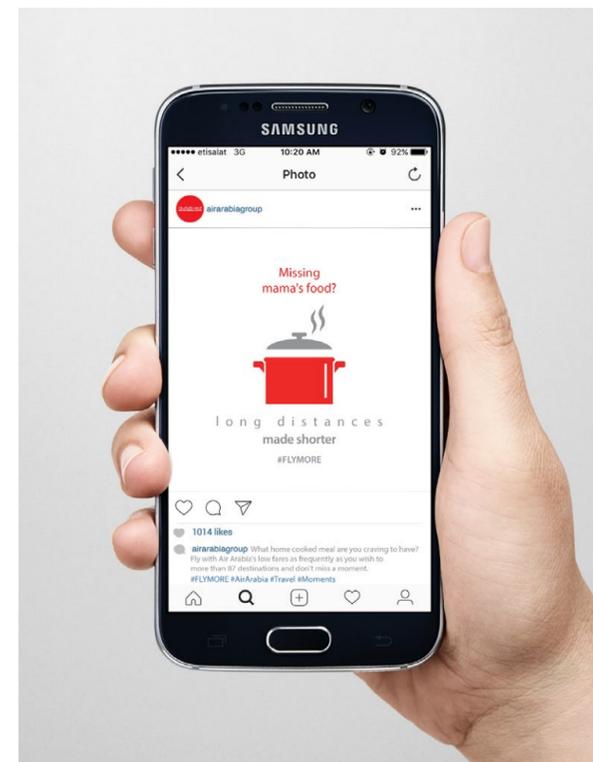
**PROJECT NAME:** Ponds Bright Beauty

**PUBLISHED:** 2021

**CONCEPT:** Ponds is a beauty and health care brand owned by Unilever. Our team helped with strategic planning the launch of their new product "Ponds Bright Beauty". In this project, the assets involved included full video production, master key visuals, adaptations to digital, e-commerce and in-store POSM development.



العربية للطيران  
airarabia.com



CLIENT: Air Arabia

PROJECT NAME: Long Distances Made Shorter

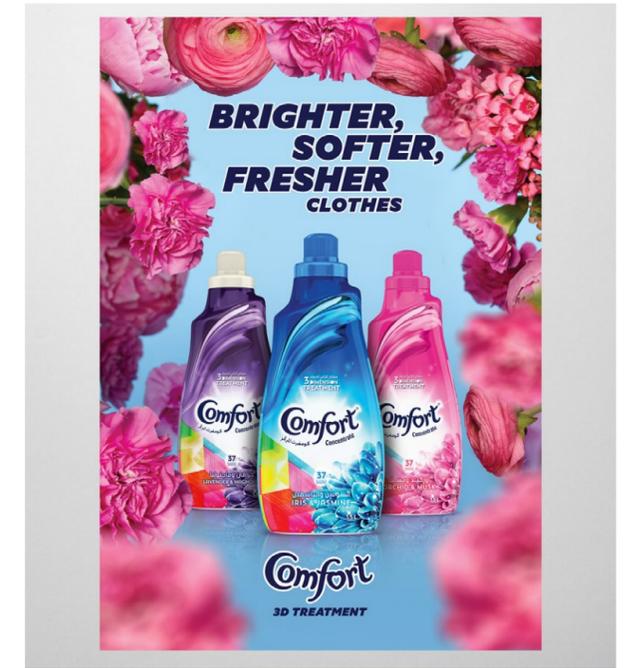
PUBLISHED: December 2015

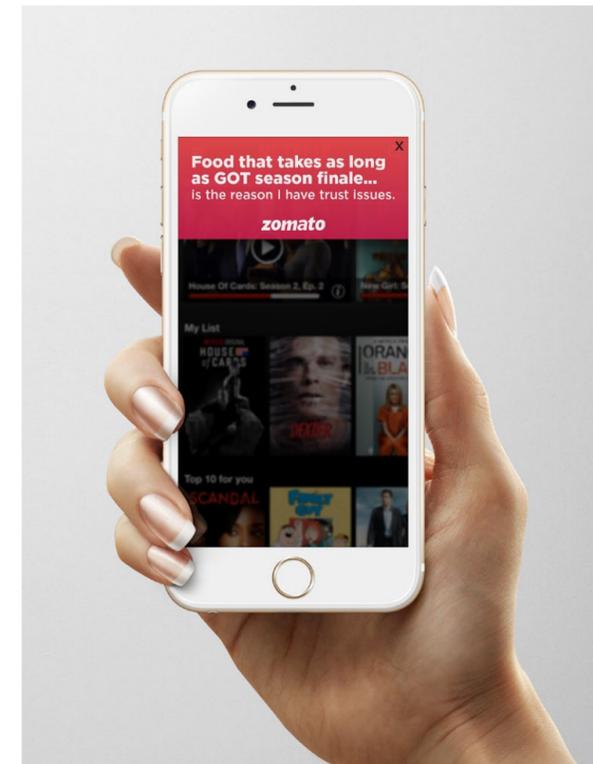
CONCEPT: A low-cost airline based in Sharjah, UAE. The campaign's objective was to increase the Dubai customer share. We created and developed the communication for the campaign where we focused on significant moments in a person's life instilling the idea that it is easy and affordable to hop on a plane to make it to your son's birthday. The campaign concept included both online and offline platforms.



**CLIENT:** Comfort, Unilever  
**PROJECT NAME:** Campaign Visuals Adaptation  
**PUBLISHED:** June, 2018/2019  
**CONCEPT:** Comfort is a fabric softener sold by Unilever. We are responsible for adapting their campaign visuals following the brand's media plan. These adaptations include print and outdoor.

ADVERTISING CAMPAIGN





**CLIENT:** Zomato

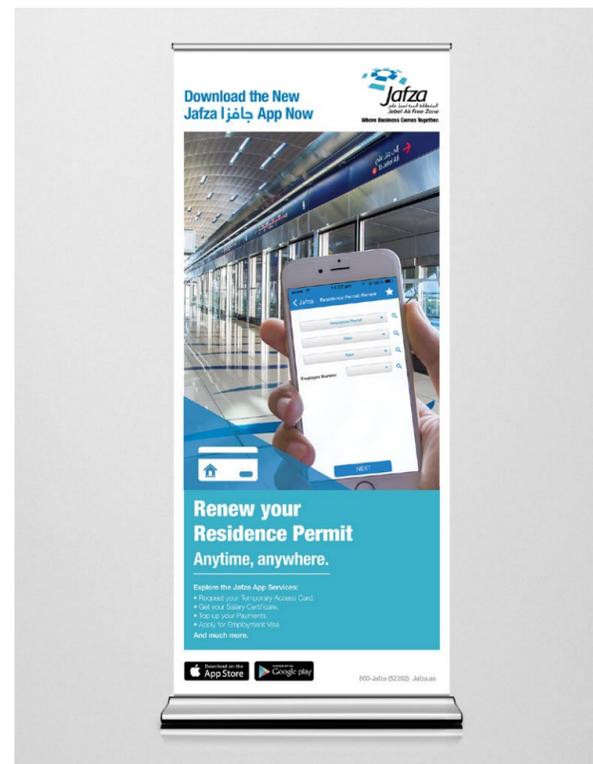
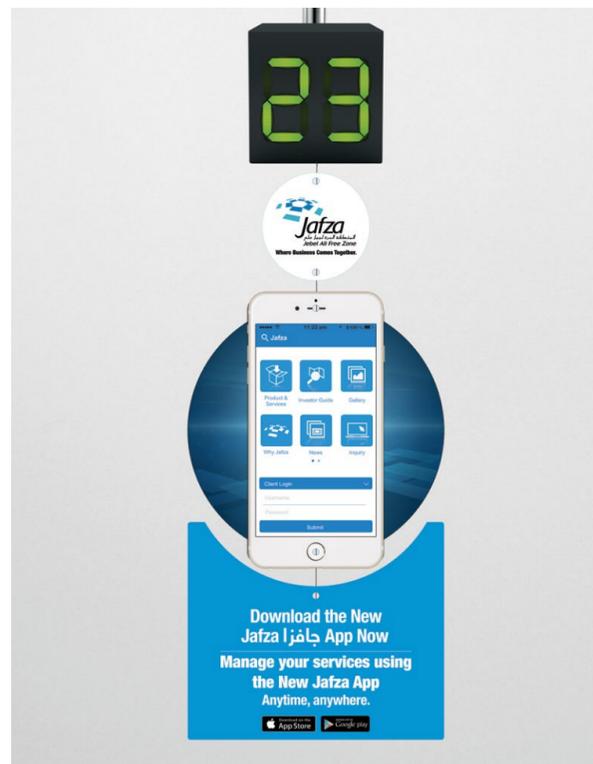
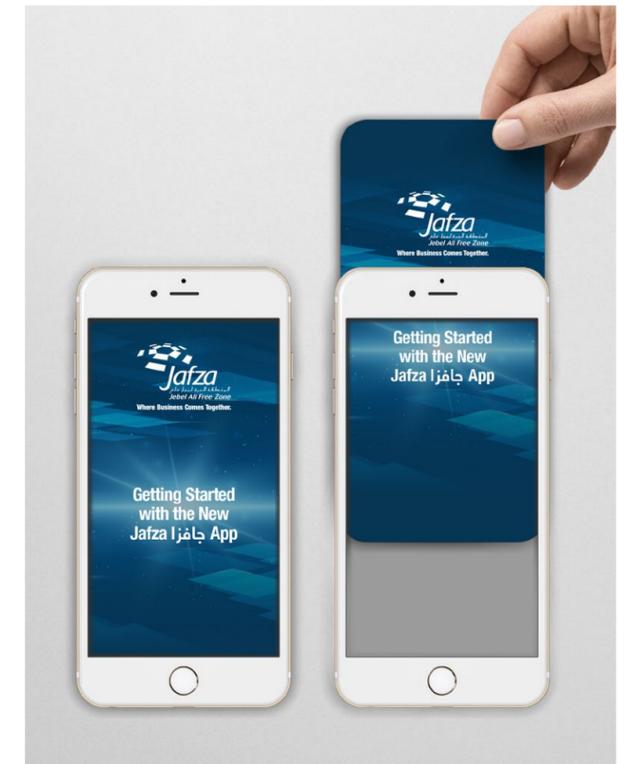
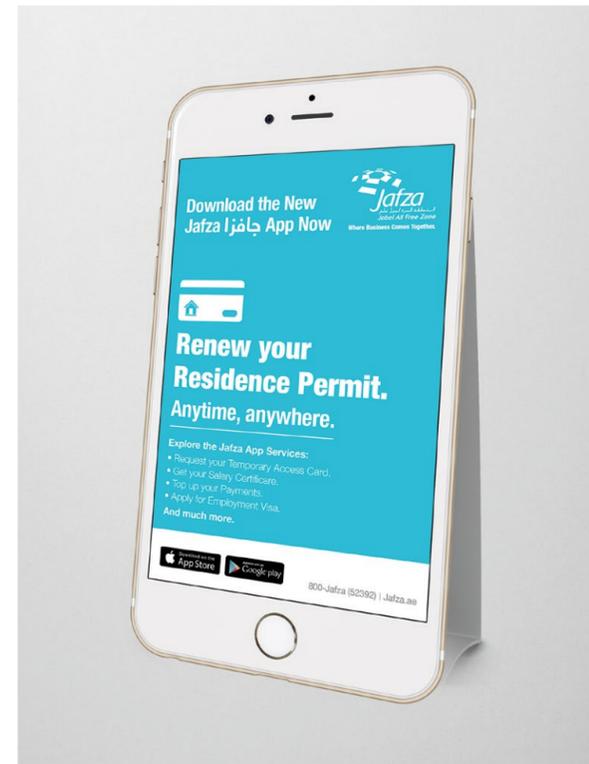
**PROJECT NAME:** Awareness Campaign

**PUBLISHED:** February 2019

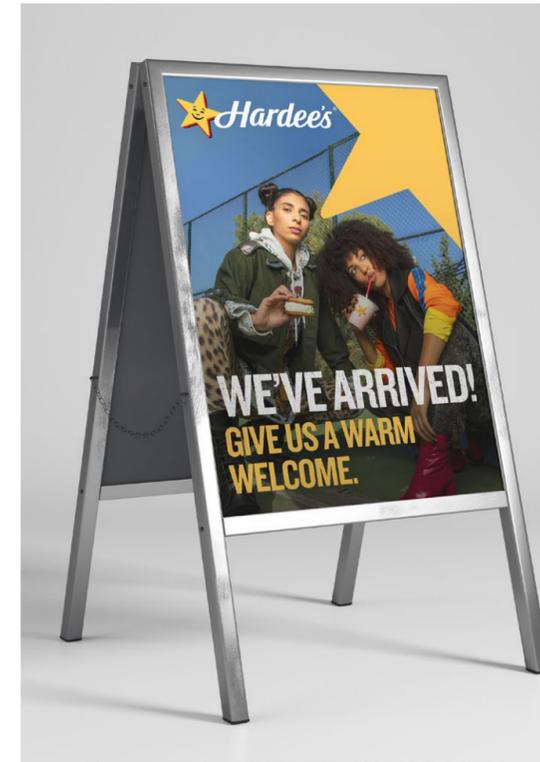
**CONCEPT:** Zomato OOH campaign was created to increase app engagement and traffic. Re-educate the general public that Zomato is primarily a restaurant review platform and is not limited to just Online Ordering.

We created a series of designs which were copy based and gave out the message that Zomato is an unbiased and trustworthy platform to discover the very best places to eat around you.





**CLIENT:** JAFZA  
**PROJECT NAME:** Mobile App Campaign  
**PUBLISHED:** November 2015  
**CONCEPT:** A regional business hub for some of the world's largest companies. This project involved creating and developing the communication that backed and promoted JAFZA's newly-launched mobile application. Our concept involved focusing and highlighting specific services the app provided where we showcased them in clear-cut visuals. The artworks were implemented on their online and offline platforms



**CLIENT:** Hardees UAE and Oman  
**PROJECT NAME:** Master Artwork Adaptations  
**PUBLISHED:** 2021 - 2022  
**CONCEPT:** Hardee's restaurant LLC is an Americana fast-food restaurant chain operated by CKE restaurants holdings. We are responsible for developing daily adaptations for their marketing campaigns such as key visuals, in-store material, drive through, OOH or digital assets.

# PIAGET



**CLIENT:** Piaget, Richemont  
**PROJECT NAME:** Campaign Visuals Adaptation  
**PUBLISHED:** 2017  
**CONCEPT:** A Swiss luxury watchmaker and jewellers. We are responsible for adapting their yearly campaign visuals across the GCC following the brand's media plan. These adaptations include print, outdoor, digital and TVCs.

**AEG**

**CLIENT:** AEG  
**PROJECT NAME:** Shop & Travel Promotion  
**PUBLISHED:** July 2017  
**CONCEPT:** A German producer of electrical equipment. We created the artwork for their Shop & Travel promotion which went into various print ads for Iran.



# ADVERTISING CAMPAIGN



**CLIENT:** ANDS  
**PROJECT NAME:** ANDS Launch Assets  
**PUBLISHED:** 2022  
**CONCEPT:** A nicotine alternative product company in MEA. We were responsible for the mood board, photography and the design of the artworks used for the launch of their three brands - SEEK, ZING and SPARX.

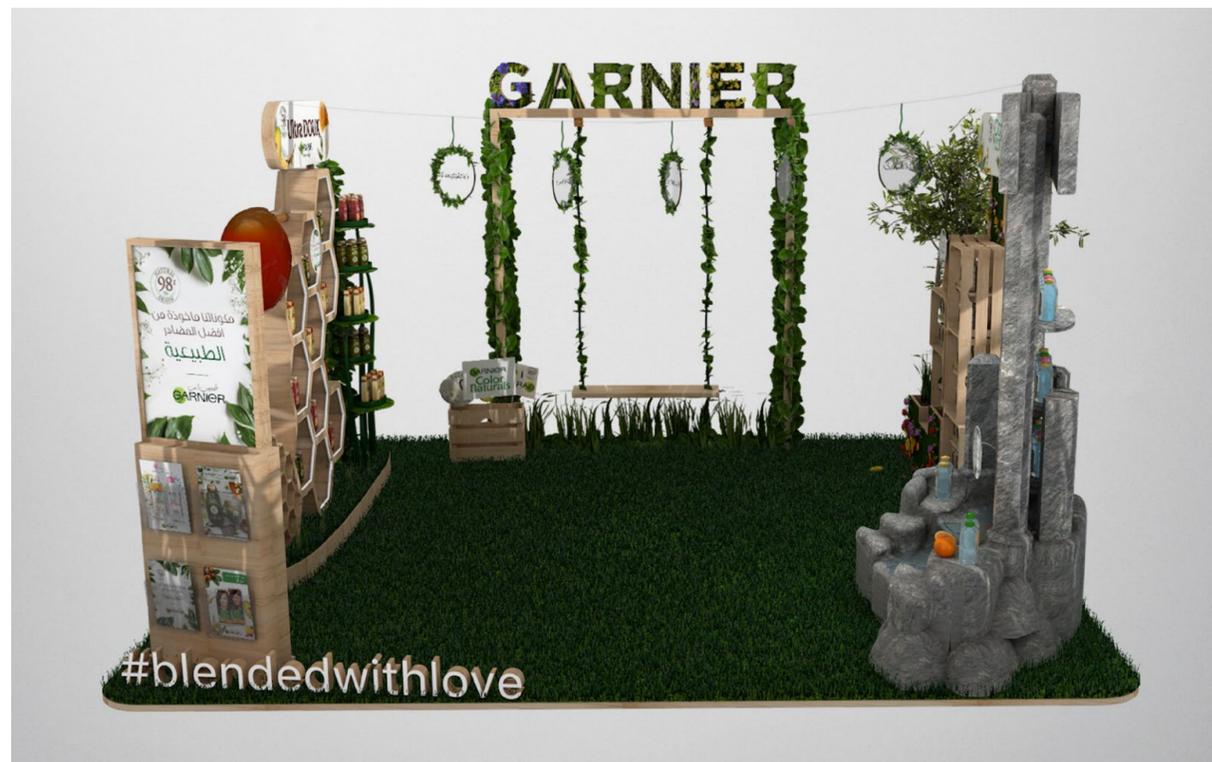
# POSM



CLIENT: Pyrex  
 PROJECT NAME: Hyperpanda POS  
 PUBLISHED: December 2016  
 CONCEPT: A brand of cook and glassware. For this project we redesigned their POS displays at Hyperpanda, Dubai, which included gondola stands, shelf strips and separators as well as base wraps featuring the brand's 4 main products.



L'ORÉAL



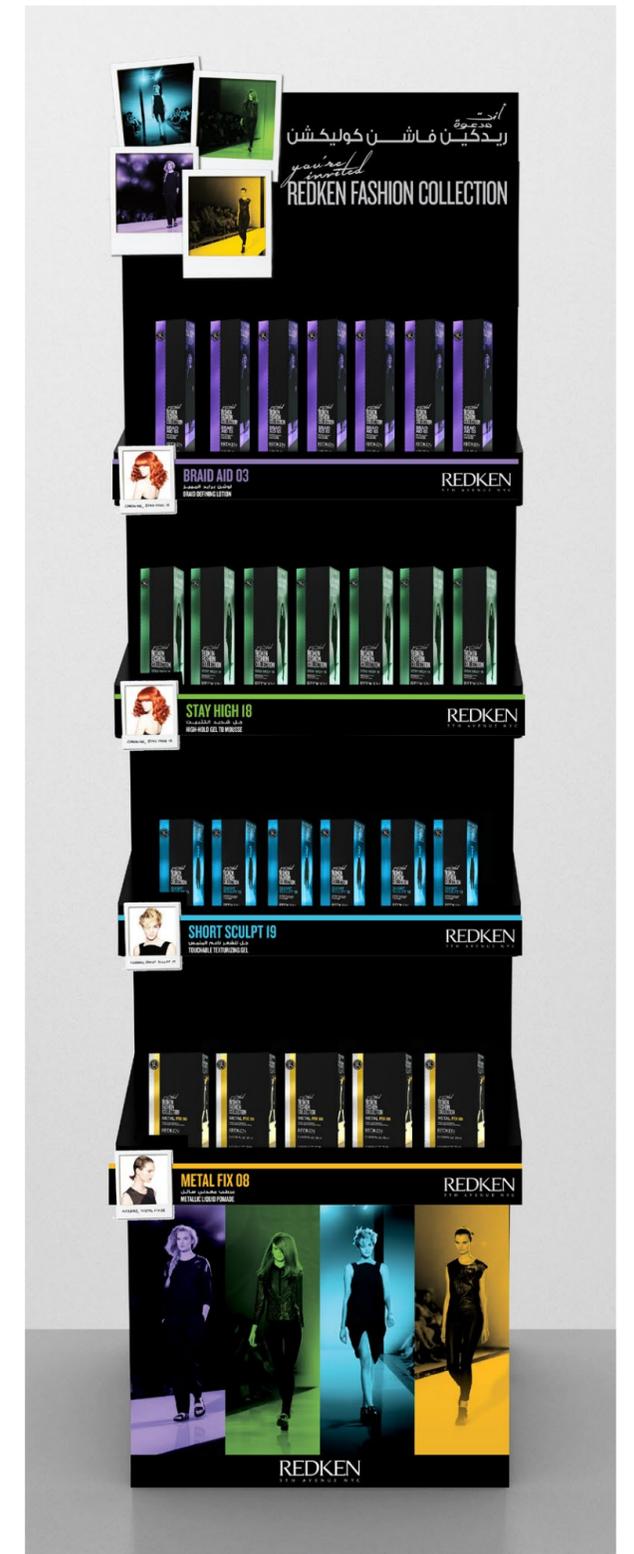
**CLIENT:** Garnier  
**PROJECT NAME:** Garnier Brand Expression  
**PUBLISHED:** December 2018  
**CONCEPT:** Garnier is a mass market cosmetics brand of French cosmetics company L'Oréal. It produces hair care and skin care products. A pitched design of a 3x3 retail display and POSM which portray Garnier as "the natural healthy beauty brand that is accessible to all". The main objective was engage the consumer to drive loyalty to the brand highlighting their natural ingredients. The retail stand contains a 2x2 secondary display and each element is dismountable.



**CLIENT:** Swarovski  
**PROJECT NAME:** Ramadan Display  
**PUBLISHED:** June 2016  
**CONCEPT:** : A cut lead glass producer originating from Austria. For this project, we created the designs for the brand's in-store displays for the occasion of Ramadan with simple yet elegant designs of a Swarovski-studded crescent.

**REDKEN**  
5TH AVENUE NYC

INSTORE DISPLAY



**CLIENT:** Redken, L'Oréal Group  
**PROJECT NAME:** Redken Fashion Collection  
**PUBLISHED:** September 2015  
**CONCEPT:** An American hair care brand. For this project, we created and adapted the Redken Fashion Collection campaign across multiple event elements for the launch of the brand's 4 new products.

L'ORÉAL

L'ORÉAL  
PARIS

KÉRASTASE  
PARIS

YOUR IDEAL SKIN  
VICHY  
LABORATOIRES

REDKEN  
5TH AVENUE NYC

GARNIER



CLIENT: L'Oréal  
PROJECT NAME: Various  
PUBLISHED: Various  
CONCEPT: A world leader and manufacturer in cosmetics. We've created a number of POS packages for L'Oréal's many sub brands, including Kérastase, Vichy and Redken.



CLIENT: Babyliss  
 PROJECT NAME: Various  
 PUBLISHED: Various  
 CONCEPT: A pioneer brand that offers professional, quality beauty solutions. We've created a number of POS packages for them.

# INSTORE PACKAGES





**CLIENT:** Electrolux  
**PROJECT NAME:** Ramadan POS  
**PUBLISHED:** June 2016  
**CONCEPT:** A Swedish company that manufactures home appliances. For this project, we created all the POS communication for the brand's kitchen appliances category for their Ramadan marketing plan.



CLIENT: JOTUN

PROJECT NAME: Product Cans

PUBLISHED: August 2017

CONCEPT: For JOTUN's various projects, we were regularly responsible for re-wroking and shooting their products that were used in their guidelines or for regional labels.



**CLIENT:** Comfort, Unilever

**PROJECT NAME:** Comfort WINTOUR

**PUBLISHED:** August 2017

**CONCEPT:** Comfort is one of the most popular fabric softener brands known. For the launch of their latest range, WINTOUR, we developed their media kits, wet wipes package design, leaflets, and out-of-home key visuals that were distributed across the city of Dubai.



CLIENT: Pureline  
 PROJECT NAME: Pureline Packaging  
 PUBLISHED: October 2019  
 CONCEPT: Pureline is a natural skin and hair care made with gentle ingredients launched in the GCC. Our team developed the packaging design for the entire Pureline range.

*Glow & Lovely*



**CLIENT:** Glow & Lovely

**PROJECT NAME:** Glow & Lovely Packaging Revamp

**PUBLISHED:** 2020

**CONCEPT:** Glow & Lovely is one of Unilever's brands. Our task for this project was to revamp their current sheet mask packaging to ensure it stands out against the competition in the market.

# *Design Production*

**KÉRASTASE**  
PARIS



**CLIENT:** Kérastase Paris, L'Oréal Paris  
**PROJECT NAME:** K Institute VIP Invitation  
**PUBLISHED:** November 2016  
**CONCEPT:** A luxury hair care brand originating from Paris. For this project, we created the designs for a VIP invitation to discover the very first Kérastase Institute in the Middle East.



**CLIENT:** Lipton  
**PROJECT NAME:** Lipton Ramadan Tea Moments  
**CONCEPT:** Lipton is the world's leading tea brand known for their for their range of green and black teas. We designed and developed the Ramadan Tea Moments Calendar for tea lovers that consisted of 30 special Ramadan messages and illustrations as a countdown till Eid.

L'ORÉAL  
PARIS



**CLIENT:** Kérastase, L'Oréal Paris

**PROJECT NAME:** Sweden Chronicle

**PUBLISHED:** April 2016

**CONCEPT:** A luxury hair care brand originating from Paris. For the second year in a row, we were responsible for creating a creative and interactive guide for Kérastase's Business Seminar in Stockholm, Sweden. The newspaper also functioned as the program's schedule.



**CLIENT:** LinkedIn MENA  
**PROJECT NAME:** Ramadan Gift Box  
**PUBLISHED:** June 2016  
**CONCEPT:** A business social networking service. For Ramadan, we designed their online and offline communication, including a gift box that went out to VIPs and other clients.



**CLIENT:** LinkedIn MENA  
**PROJECT NAME:** LinkedIn MENA Insights  
**PUBLISHED:** March 2016  
**CONCEPT:** A business social networking service. For this project, we designed 7 infographic pamphlets that went into a hard-cover casing and were given out at a company event.



**CLIENT:** Jotun Paints Middle East  
**PROJECT NAME:** Various  
**PUBLISHED:** Various  
**CONCEPT:** An international company that produces and sells paint. We have created a number of brochures for the brand, including their visual merchandising guidelines as well as B2C and B2B paint brochures.



**CLIENT:** Merci by Storck

**PUBLISHED:** Various

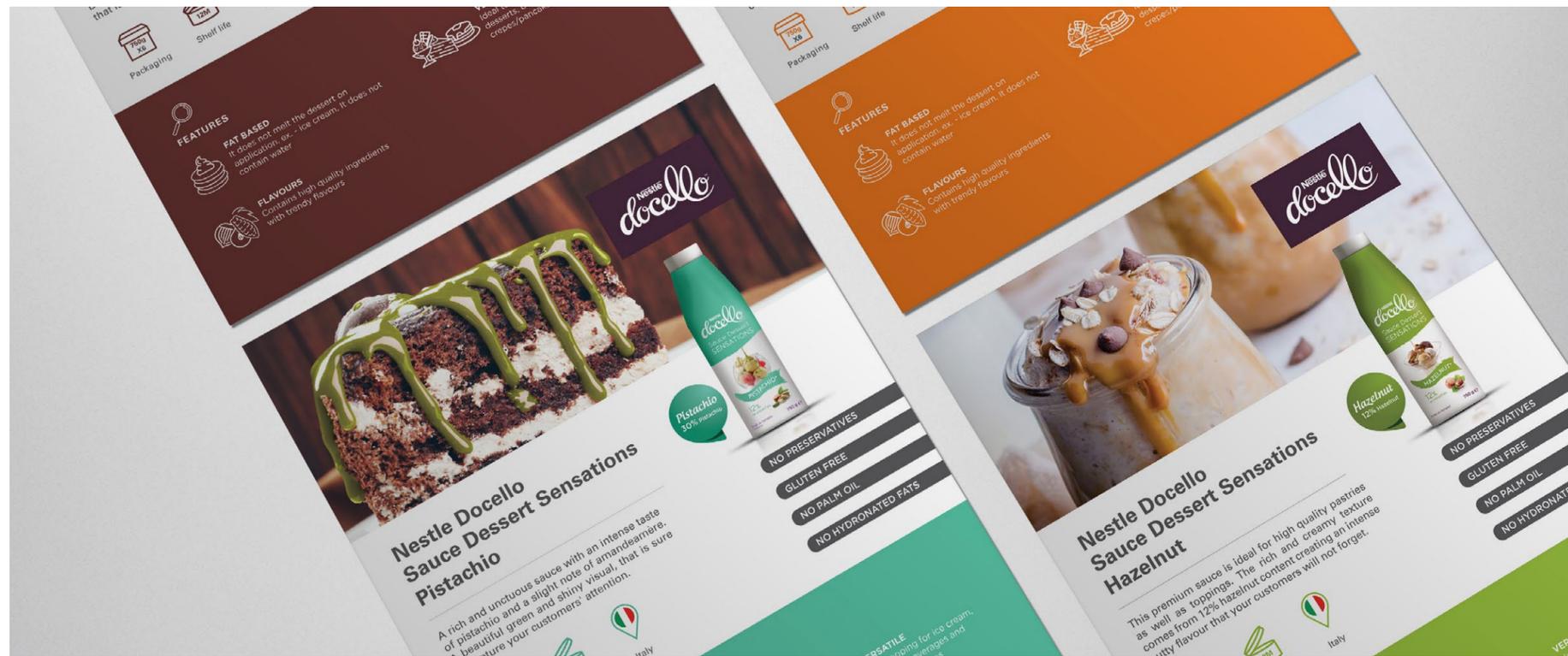
**CONCEPT:** A German brand that produces chocolate. For every occasion, the Merci brand changes the face of their chocolate pack with simple and attractive designs created by our team.

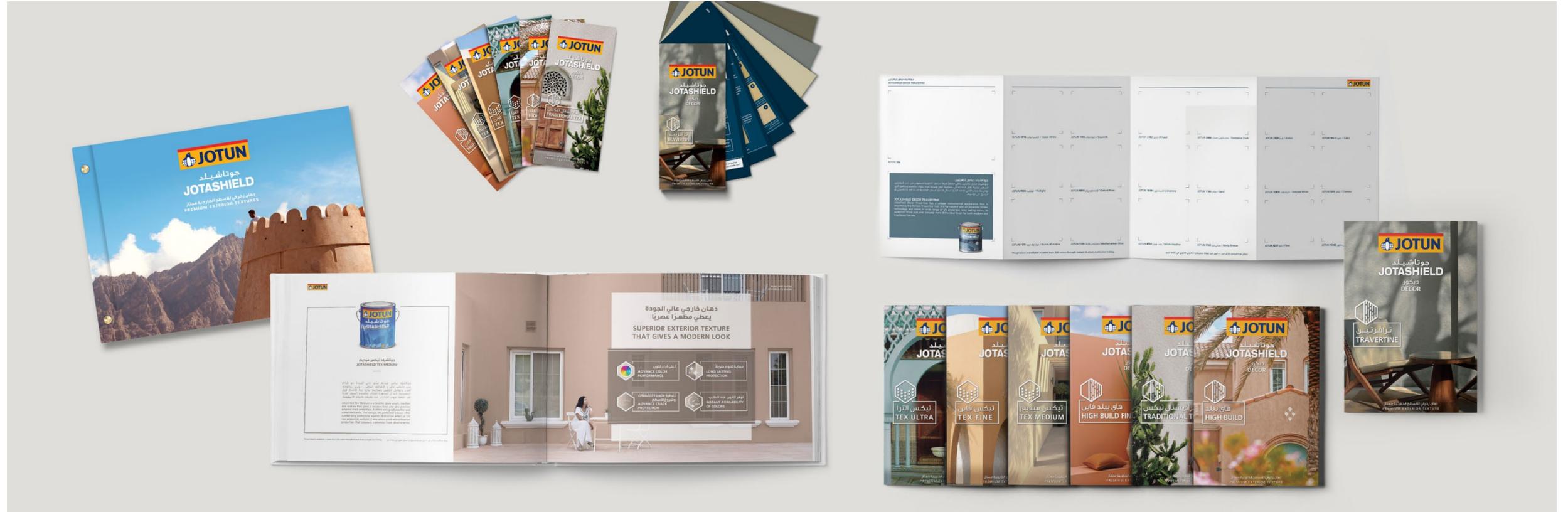


**CLIENT:** Nestlé Professional

**PUBLISHED:** June 2018

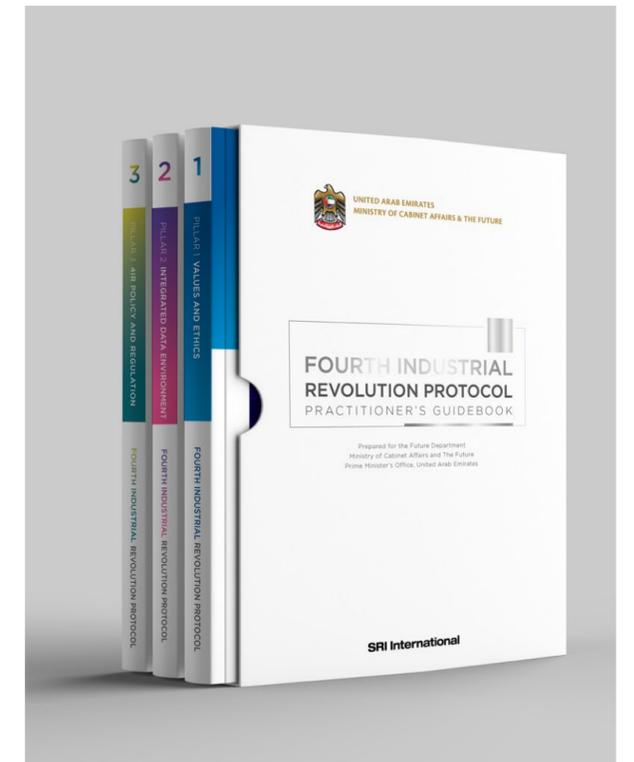
**CONCEPT:** Nestlé Saleskit has been designed to provide a creative & convenient solution to depict the different brands that fall under Nestlé (e.g Maggi, CHEF, Nestle Docello, etc.). The saleskit shows each brand's relevant information such as features, benefits, preparation methods, and recipes to follow. The design is created to provide eye catching content for readers and convenience for producers in case of changes/additions in the content.





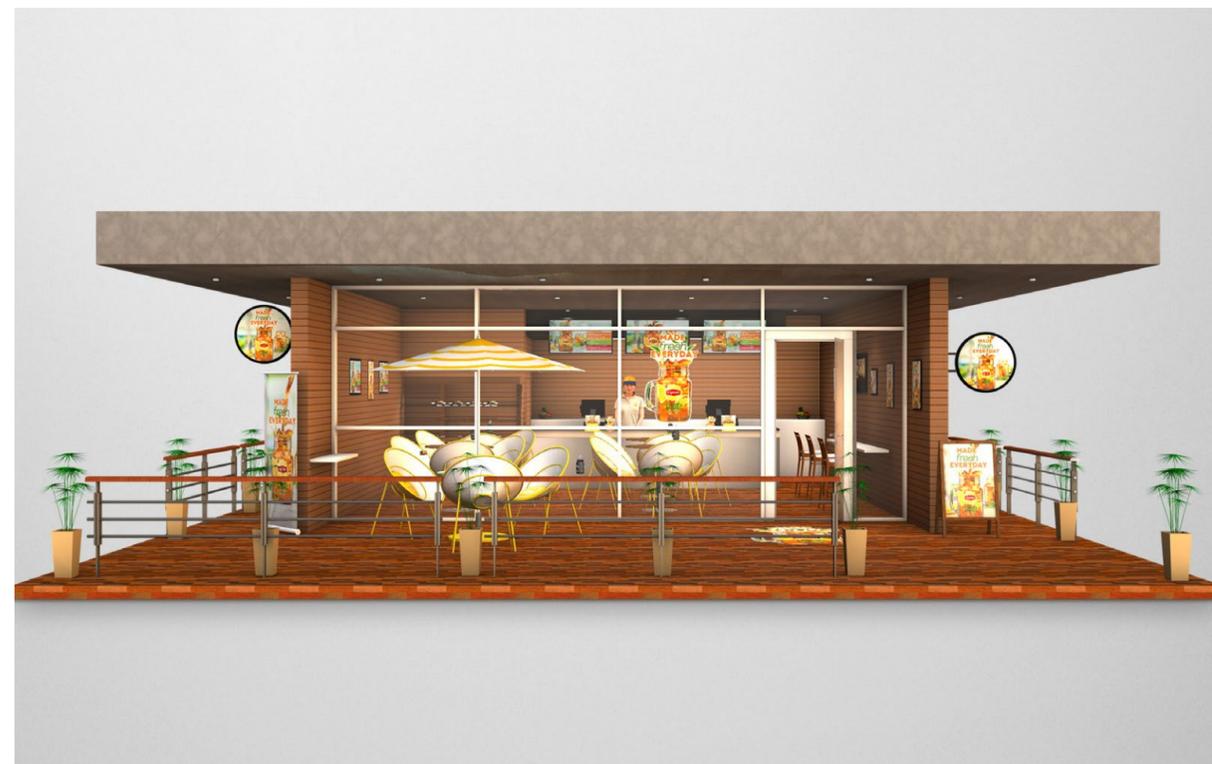
**CLIENT:** Jotun  
**PROJECT NAME:** Brochure Design & Development  
**PUBLISHED:** 2020  
**CONCEPT:** Jotun is a Norwegian multinational chemicals company dealing mainly in decorative paints and performance coating. Our task for this project was creating a set of assets for the launch of their new exteriors collection from brochures, leaflets, coffee table book for their nine new products.

# BROCHURES DESIGN



CLIENT: MOCAF  
PUBLISHED: 2019

CONCEPT: The Ministry of Cabinet Affairs and the Future plays a key role in the government through its key entities: the General Secretariat of the Cabinet, the Prime Minister's Office, and the Public Diplomacy Office. Here some examples of guidelines, brochures and playbooks that we have developed for their account.

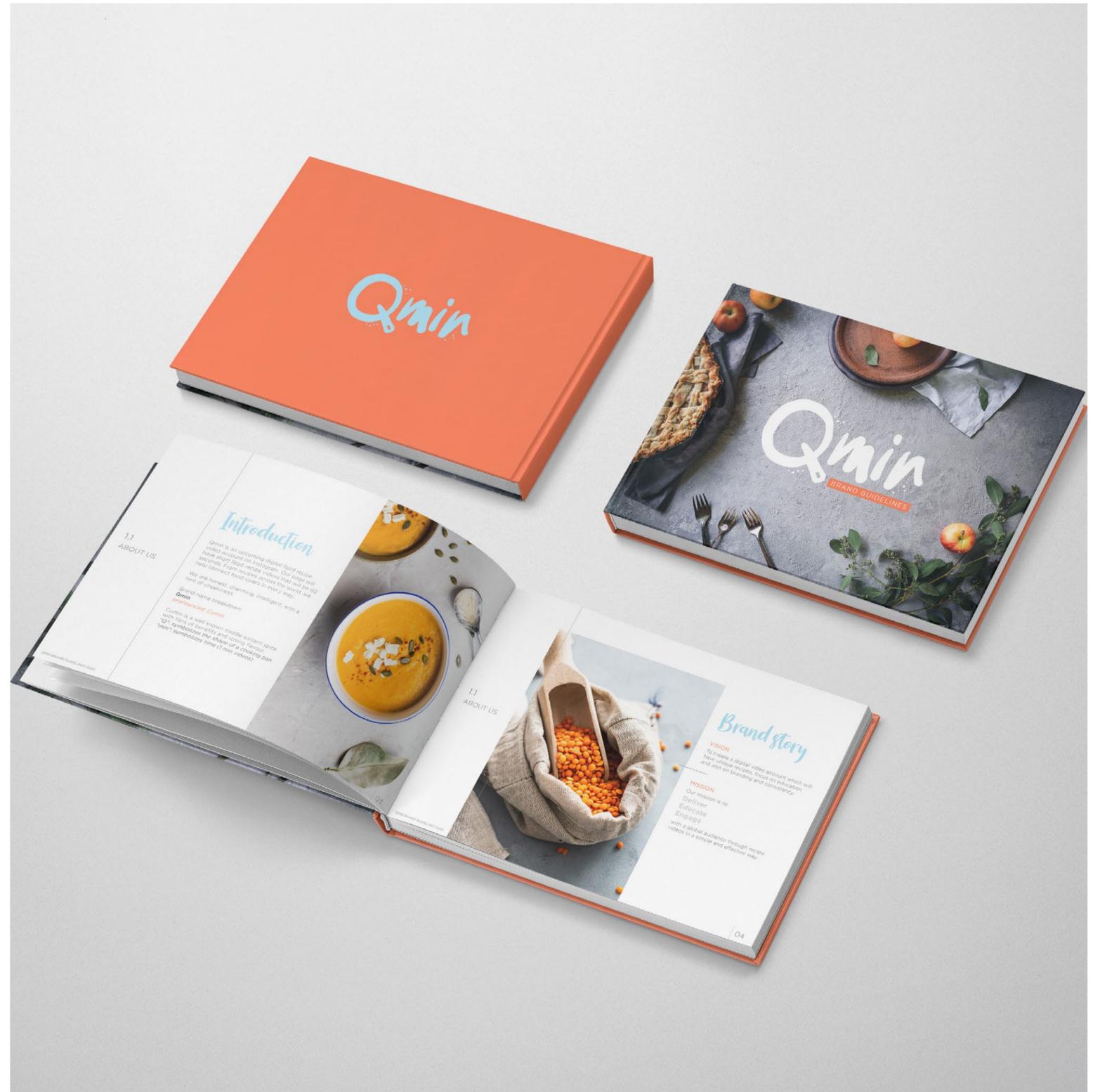
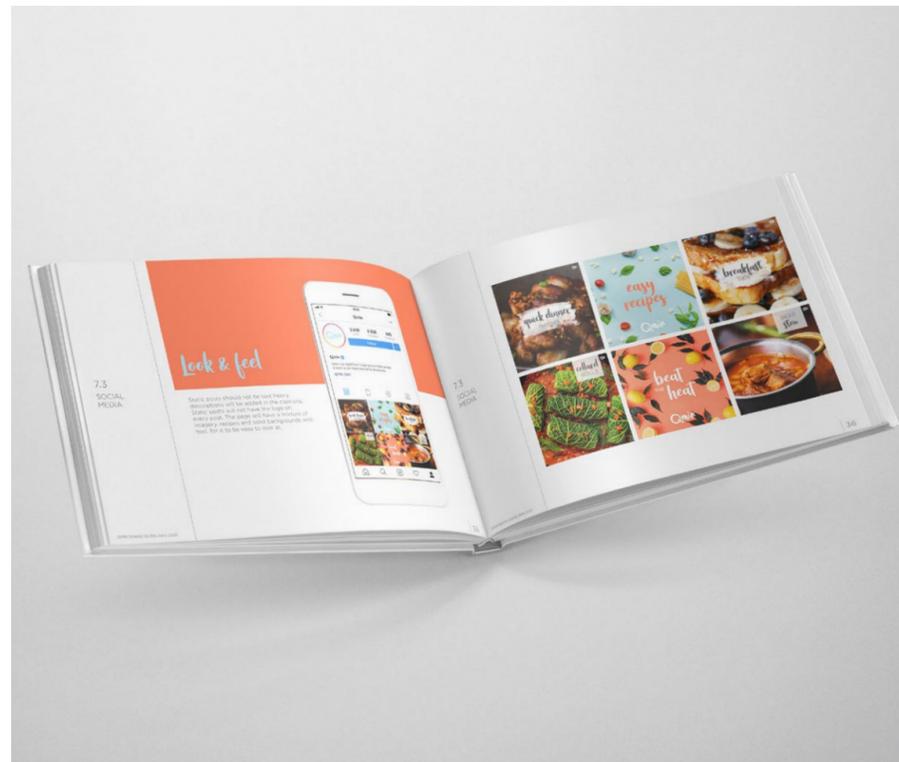


**CLIENT:** Lipton  
**PUBLISHED:** 2018 - 2019  
**CONCEPT:** Lipton is a British brand of tea, owned by Unilever. They had launched Lipton Fresh brewed Ice tea in GCC and Egypt targeting HoReCa channels. Our mission was creating a playbook for each of their targeted channels in terms of FOH communication that they could provide to their customers (eg. restaurants, cafes, hotels ...) to help them create awareness and interest for the guest. The playbook includes, key visual design and adaptation to different environments, POSM creation and 3D renderings.

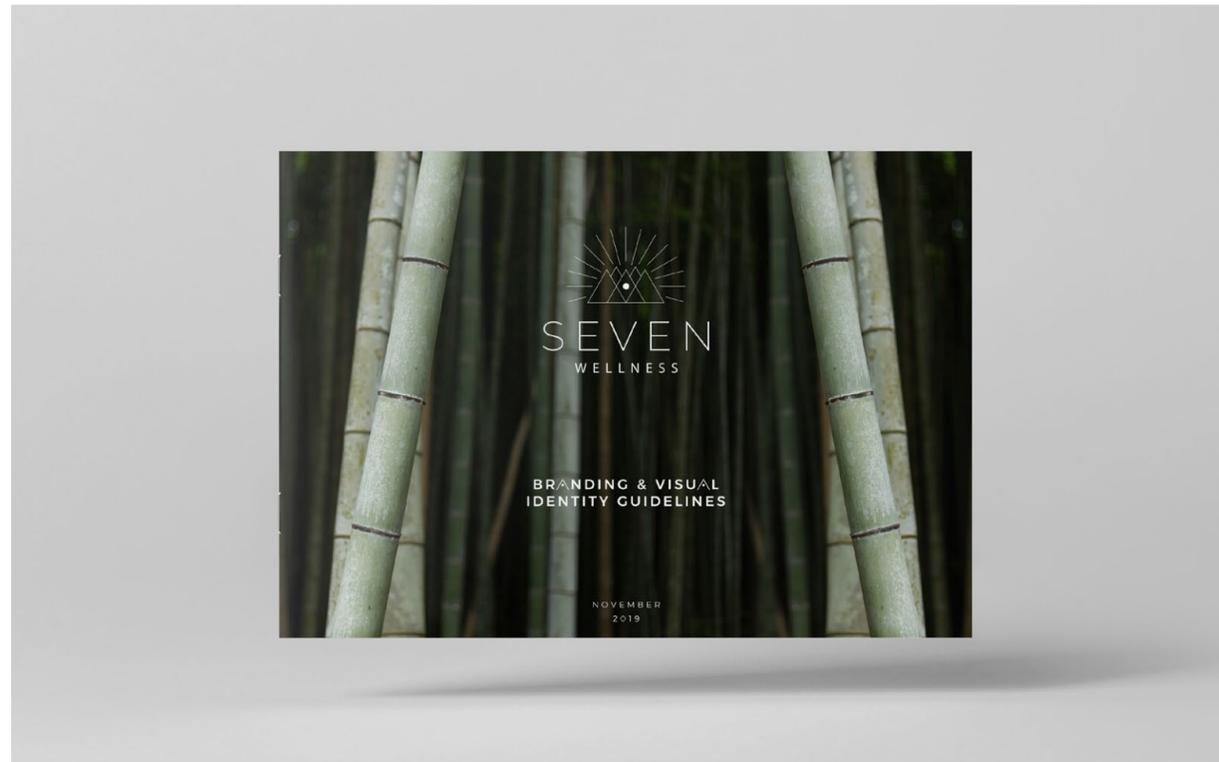
VIDE



**CLIENT:** Vibe Café  
**PROJECT NAME:** Vibe Brand Guidebook  
**PUBLISHED:** 2020  
**CONCEPT:** Vibe café is one of the best vegan food restaurants on Al Wasl road with another restaurant/bar in DIFC. Our project here was to design and develop their brand guidebook.



**CLIENT:** Qmin  
**PROJECT NAME:** Branding Visual development  
**PUBLISHED:** 2019  
**CONCEPT:** Qmin is an upcoming digital account on Instagram with short food recipe videos with an approximate duration of 60 seconds. From recipes across the world, they help connect food lovers in every way. Our team was responsible of creating their brand identity, logo and brand book.

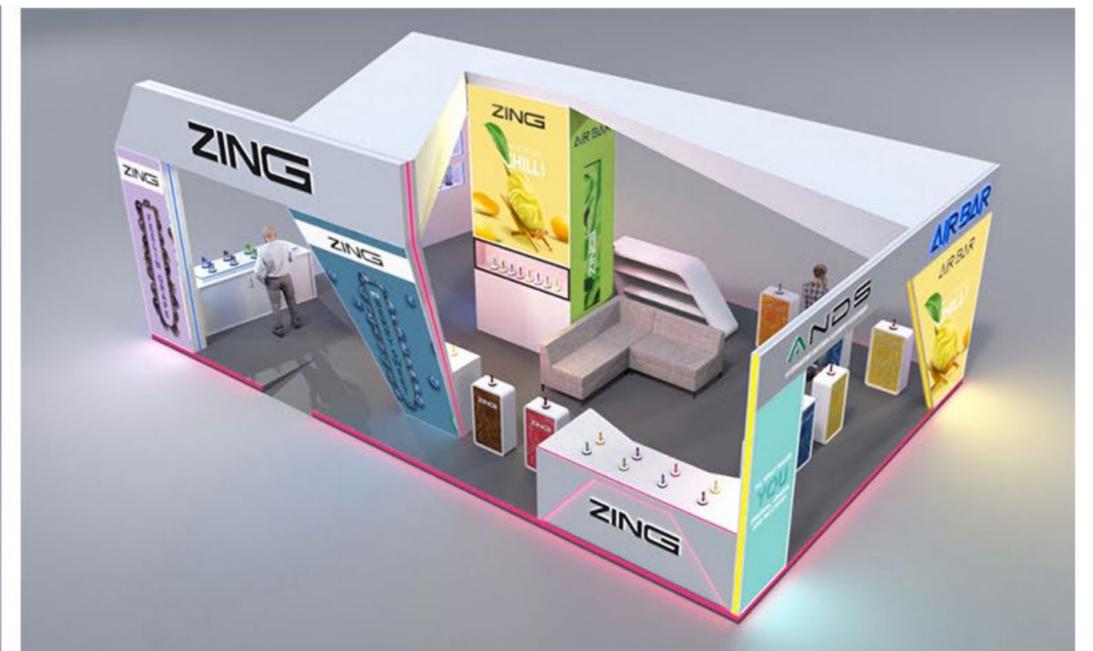


**CLIENT:** Seven Wellness  
**PROJECT NAME:** Brand identity and guidebook  
**PUBLISHED:** 2019  
**CONCEPT:** With the purpose of create a community for like-minded people who share the same passion for health and wellness, Seven Wellness is the 'ultimate urban retreat' for the soul with mindful movement classes and holistic healing therapies. Our mission here was creating a well style guide to establish their brand identity. A key document that helps content creators communicate a consistent message to their audience and create consistency, on-brand content.

# 3D DESIGN



**CLIENT:** ANDS  
**PROJECT NAME:** World Vape Show Stand Design and Development  
**PRODUCED:** 2022  
**CONCEPT:** A nicotine alternative product company in MEA. We were responsible for the design and development of all their stands at the World Vape Show event in 2022. Our tasks included conceptualization, design, 3D rendering and artwork development for all four stands.



**CLIENT:** ANDS  
**PROJECT NAME:** World Vape Show Stand Design and Development  
**PRODUCED:** 2022  
**CONCEPT:** A nicotine alternative product company in MEA. We were responsible for the design and development of all their stands at the World Vape Show event in 2022. Our tasks included conceptualization, design, 3D rendering and artwork development for all four stands.



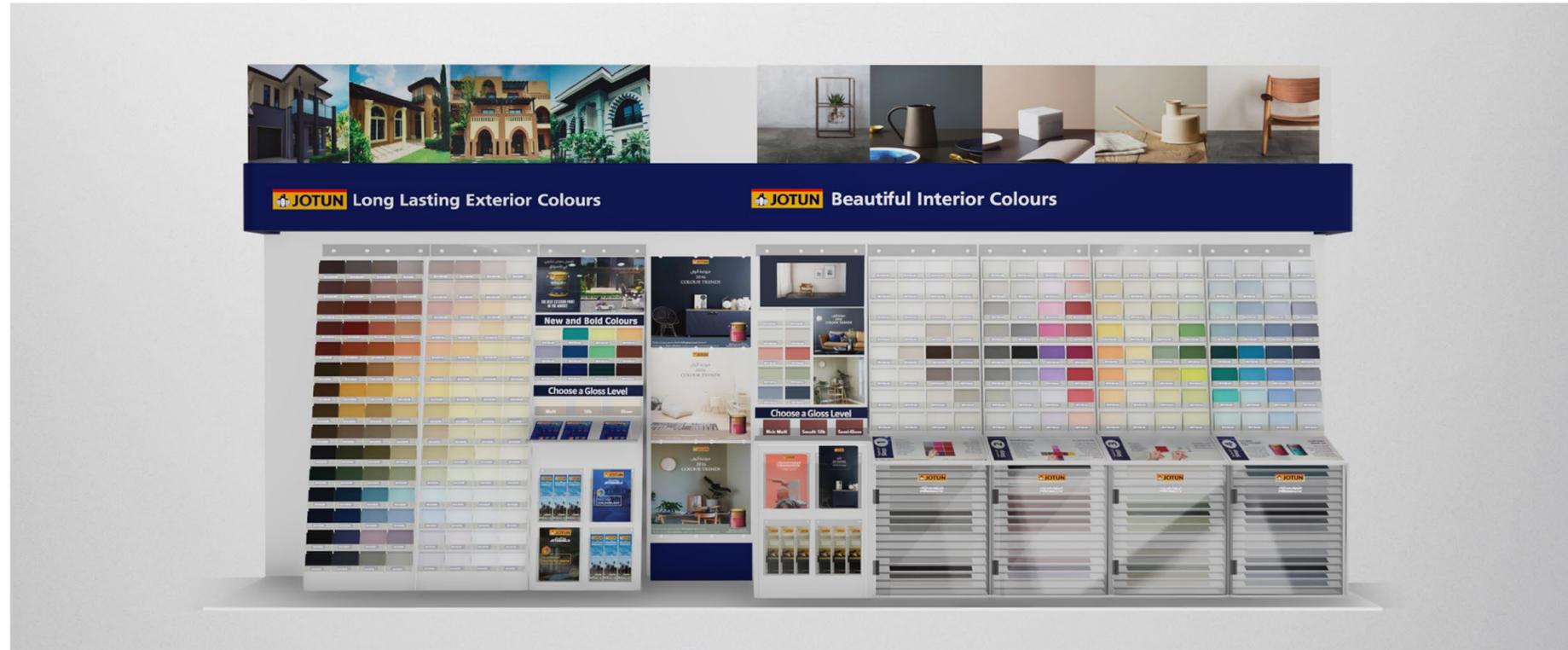
**CLIENT:** ANDS  
**PROJECT NAME:** Duty Free Stand Design  
**PRODUCED:** 2020  
**CONCEPT:** A nicotine alternative product company in MEA. We were responsible for the design and development of all their stands located in Duty Free. Our tasks included conceptualization, design, 3D rendering and artwork development for all four stands.



**CLIENT:** Jotun Paints Middle East  
**PROJECT NAME:** Retail Guideline  
**PUBLISHED:** August 2016

**CONCEPT:** An international company that produces and sells paint. For this project, we created 3D renderings of their retail displays which were later added into the brand's retail guidelines for 2017.

# 3 D ENVIRONMENTS





**CLIENT:** Bahlsen  
**PUBLISHED:** April 2016  
**CONCEPT:** A German food company that produces a range of biscuits. We redesigned and reimagined their POS elements into more attractive and interactive stands that were placed in major supermarkets in the region.

### 3 D STANDS

# LASH

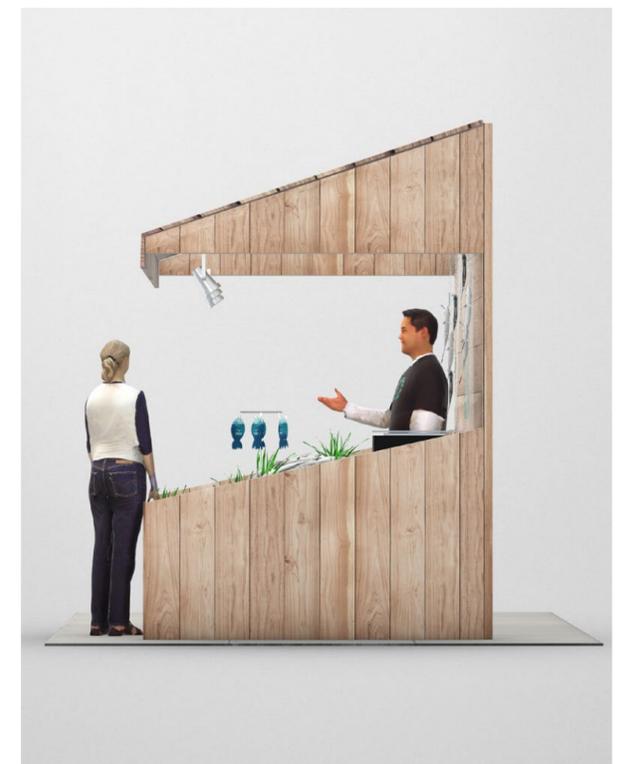
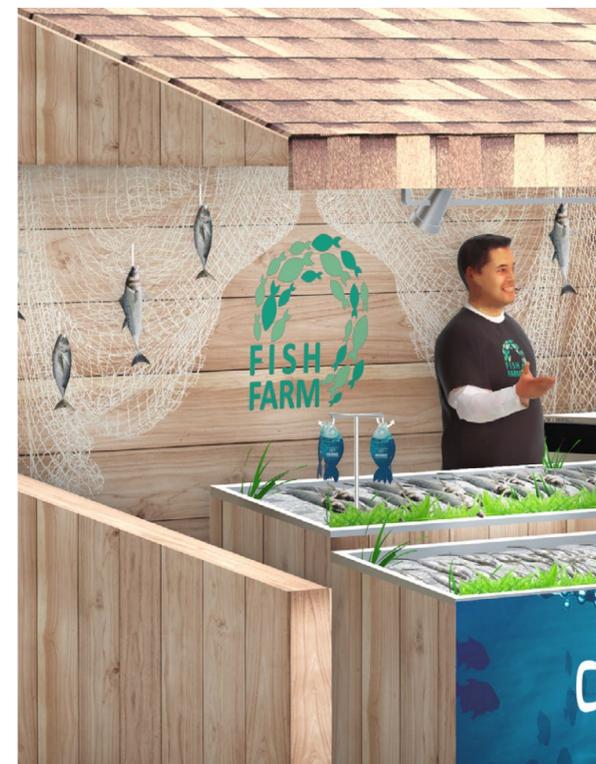
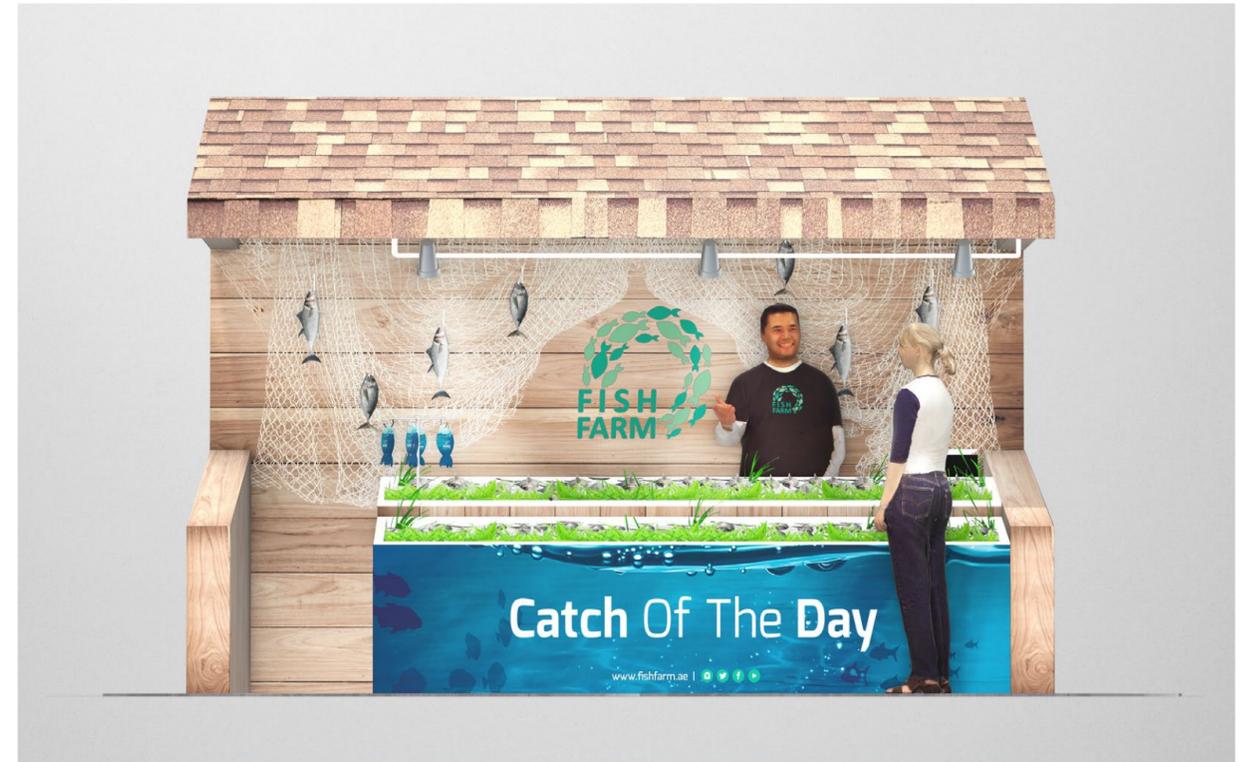
DUBAI



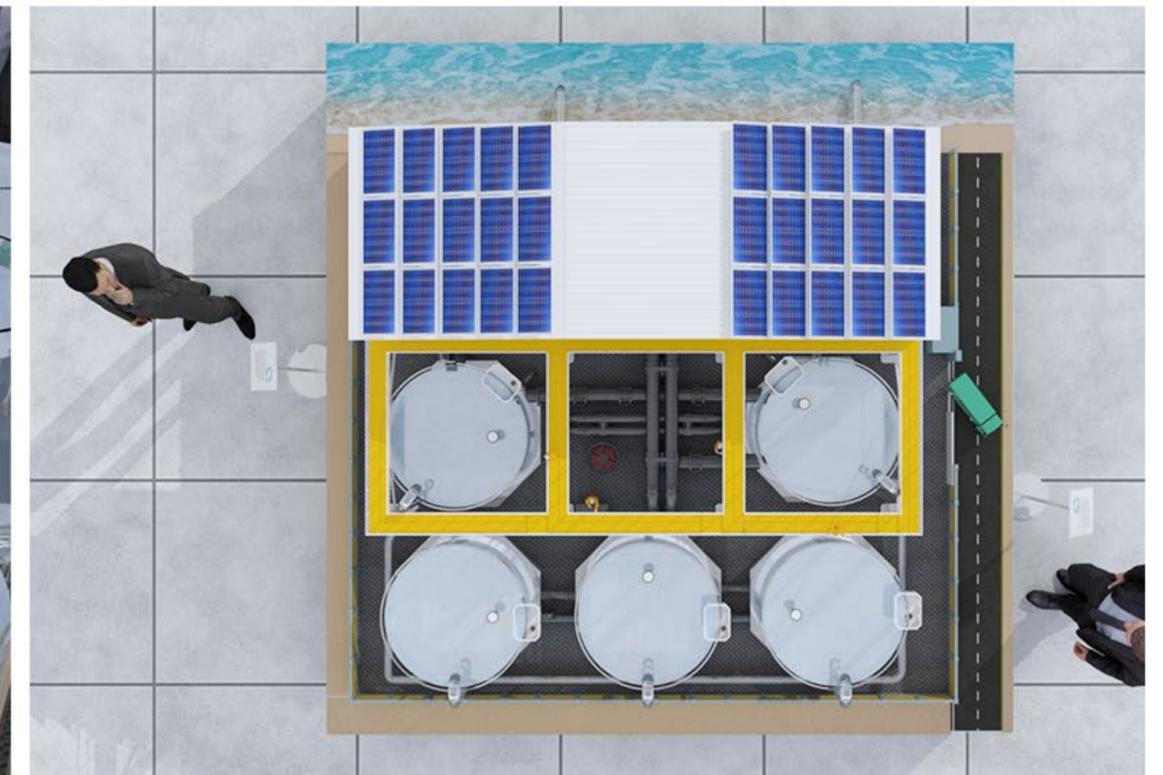
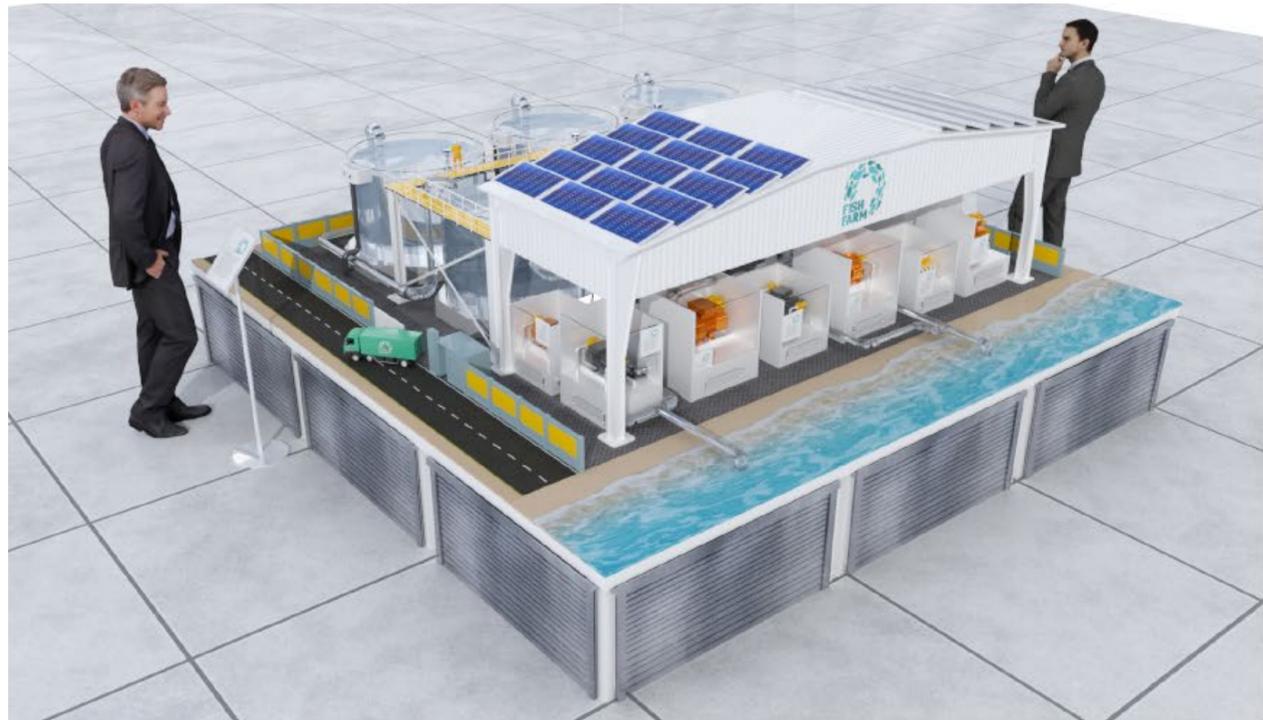
**CLIENT:** LASH DUBAI  
**PRODUCED:** August 2016  
**CONCEPT:** A beauty brand founded in Dubai that sells eye lashes regionally and internationally. These are a few stands we have created for the brand that were utilized at different events and exhibitions. The most elaborate one was 2 meters high and included a mirror with LED lights and a foldable table.



**CLIENT:** Fish Farm Dubai  
**PRODUCED:** May 2017  
**CONCEPT:** For the launch of Fish Farm's products at retailers stores, we created customized stands installed with a freezer system and a TV screen where customers can learn more about the farm while purchasing fresh fish on the spot.



# 3 D STANDS



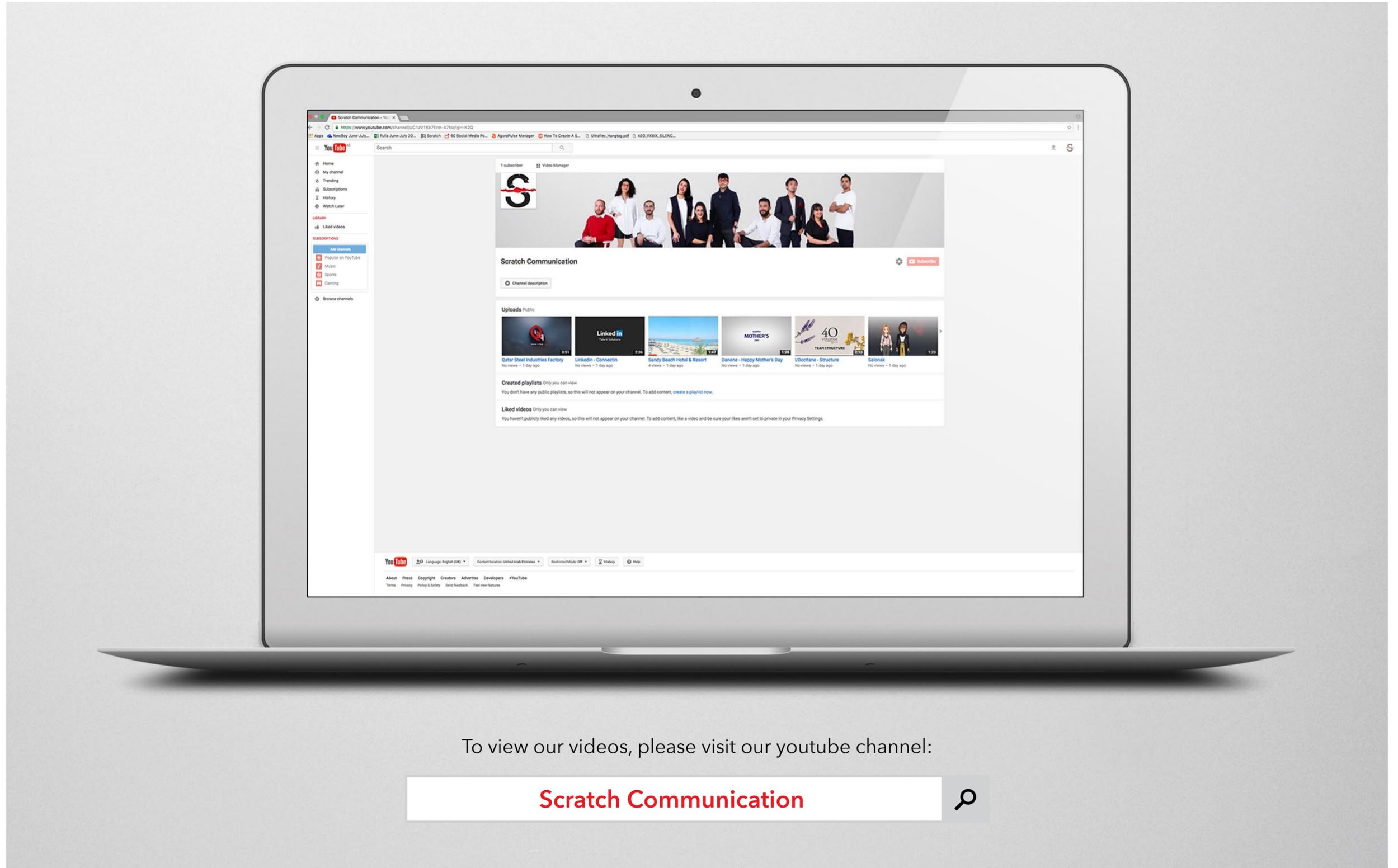
**CLIENT:** Fish Farm Dubai  
**PRODUCED:** May 2017  
**CONCEPT:** For the launch of Fish Farm's products at retailers stores, we created customized stands installed with a freezer system and a TV screen where customers can learn more about the farm while purchasing fresh fish on the spot.

VIBE



**CLIENT:** VIBE DUBAI  
**PRODUCED:** 2018 - Ongoing  
**CONCEPT:** On the go concept of a brand new cafe in Town.

# Animation & Video



To view our videos, please visit our youtube channel:

**Scratch Communication**

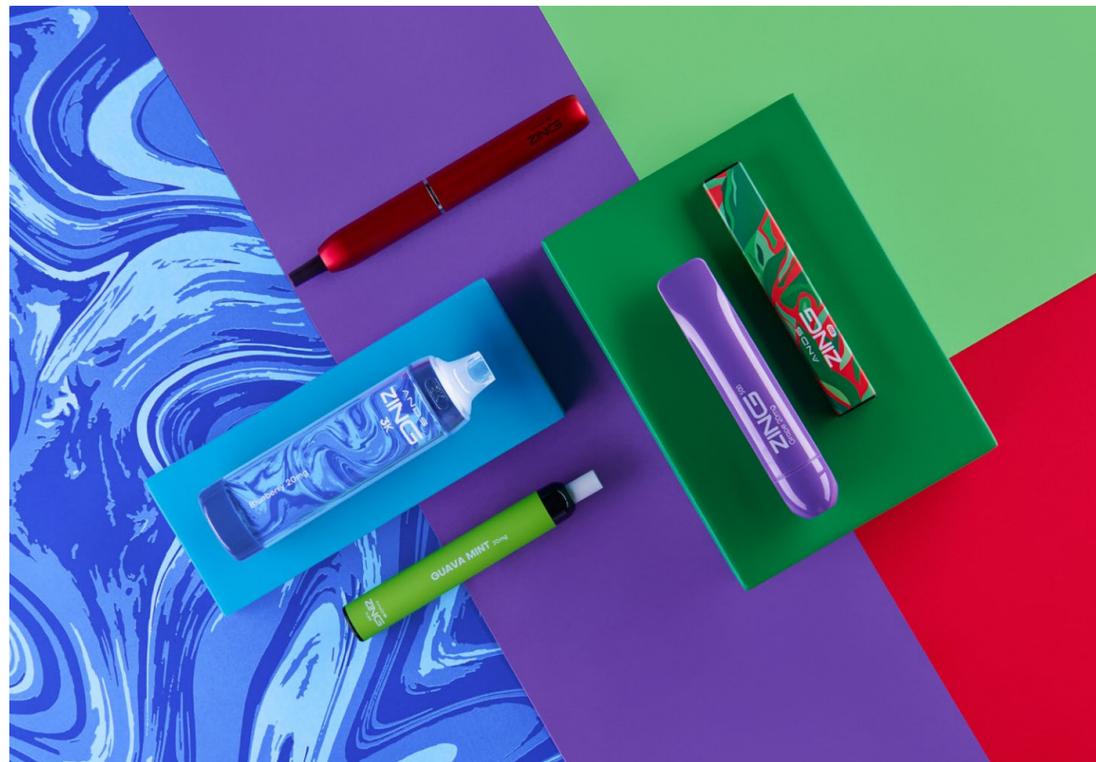


We have created a number of videos and animations for different clients including Qatar Steel, Danone and Sandy Beach to name a few. To view the full list of videos, visit our channel on Youtube.

# Photography



**CLIENT:** ANDS  
**PROJECT NAME:** ANDS Portfolio Photography  
**PUBLISHED:** 2022  
**CONCEPT:** A nicotine alternative product company in MEA. We were responsible for creating the shooting board, product styling, photography and artwork creation of all the assets.





**CLIENT:** Swarovski

**PROJECT NAME:** Swarovski Middle East Exclusive Collection 2020

**PUBLISHED:** 2020

**CONCEPT:** Swarovski is a very well-known jewelry brand that was launched in 1895. In this project, Scratch developed, created, shot, produced, edited and directed two master videos for Always on ME and Mother's Day exclusive collection in connection with Swarovski's global theme.



**CLIENT:** Snoopy Circle  
**PUBLISHED:** 2022  
**CONCEPT:** An innovative bar and entertainment service that help people elevate gatherings in their private spaces and venues. We were responsible for the art direction of the shoot, photography, post production editing and retouching.



**CLIENT:** LinkedIn Middle East  
**PROJECT NAME:** LinkedIn Talent Awards  
**PUBLISHED:** November 2015  
**CONCEPT:** A business social networking service. Our team was responsible for photographing the full event.



**CLIENT:** Jotun Paints Middle East  
**PROJECT NAME:** Visual Merchandise Guidelines  
**PUBLISHED:** October 2016  
**CONCEPT:** An international company that produces and sells paint. For this project, we photographed their 2017 displays to include them in the brand's visual merchandise guide.





**CLIENT:** Posh Vault  
**PUBLISHED:** December 2015  
**CONCEPT:** An e-commerce website that sells signature brands at lower prices. We were responsible for photographing their products in a creative setting for their online shop.

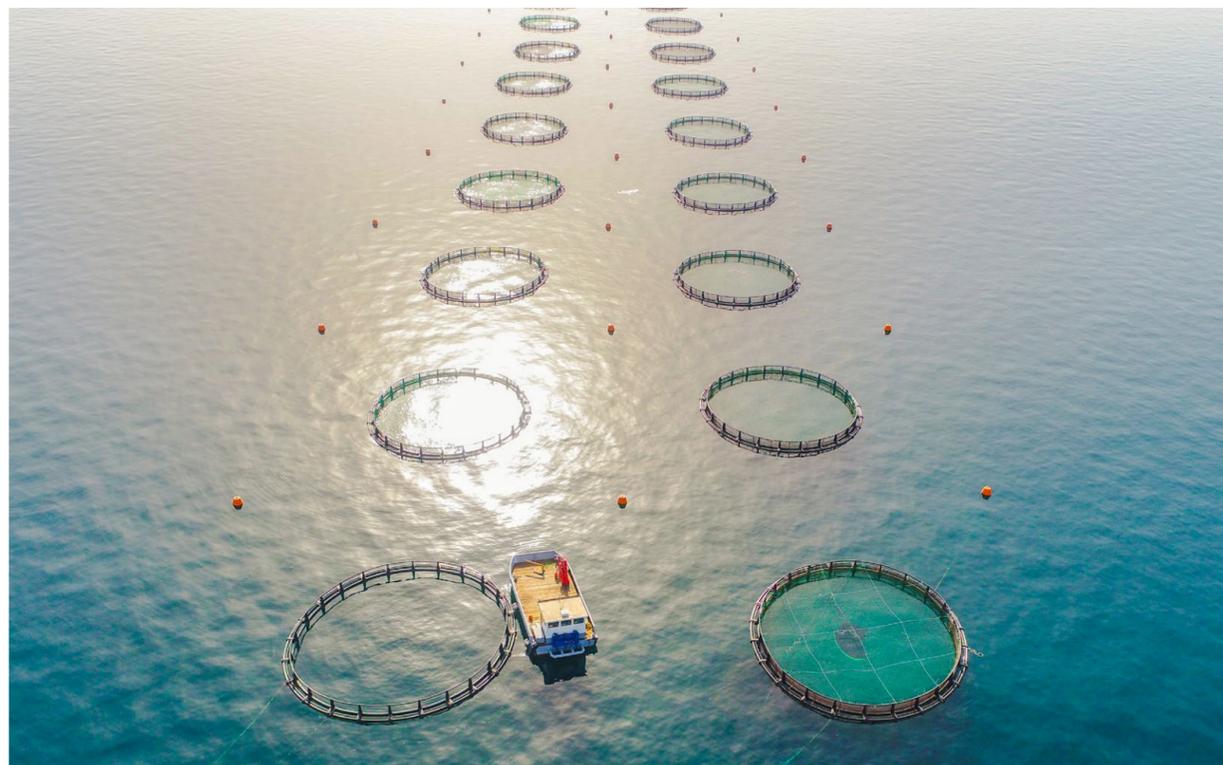


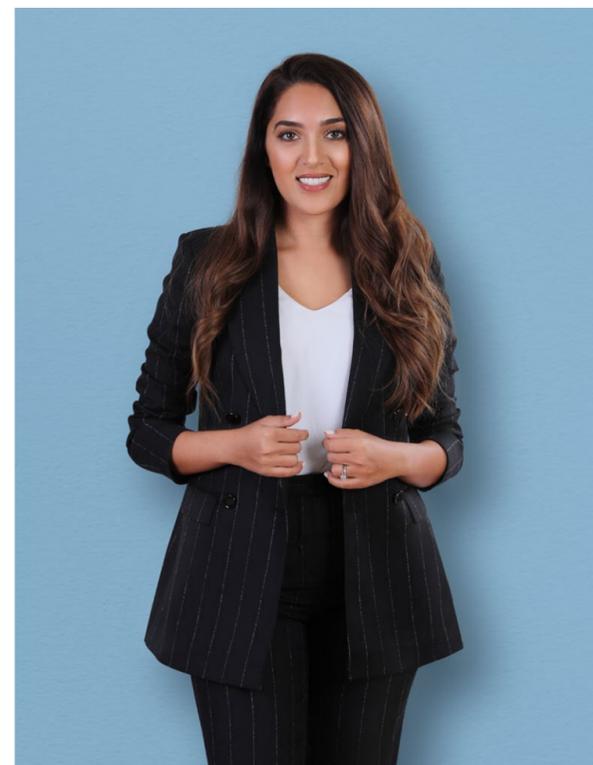
**CLIENT:** New Boy  
**DESCRIPTION:** A toy company based in Dubai. Part of our social media work scope involved photographing their many products and creating attractive settings following the theme "Bringing Imagination to Life."



**CLIENT:** Sospiro  
**DESCRIPTION:** A fragrance brand based in Dubai. Part of our social media work scope involved photographing their many products and creating attractive settings.

MISCELLANEOUS PHOTOGRAPHY









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