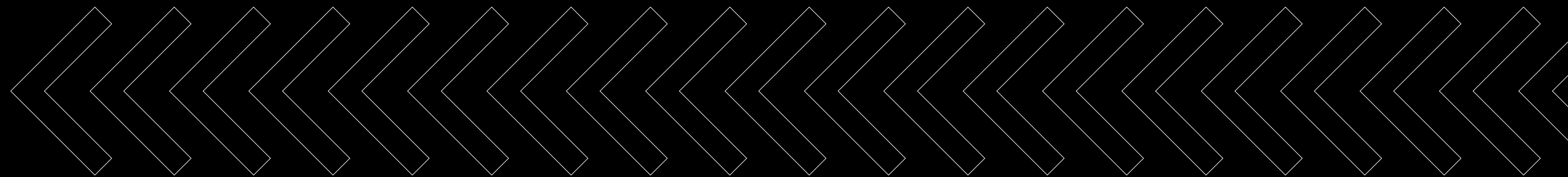
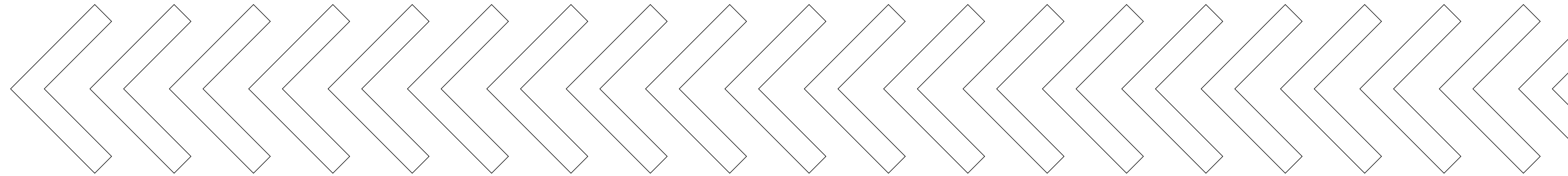


ARROWS

# Company Profile



**Who we are**



**ARROWS**

# Mission

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ARROWS is leading Communication Agency providing Brands with the ultimate experience in the creative industry, Established 2015 by Islam Kishta 2015.

ARROWS designed to endorse brands by setting their growth direction with focus on a very specific specialities, inspiring creative communications, high- end media productions and efficient digital marketing performance.

We developed a unique operational system guarantees a joyful experience for each client as well as our dedicated teams.



# Vision

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ARROWS is an advertising agency built on modern management Standards and designed to provide top Brands with the ultimate experience in the Creative industry serving certain services each of them contains a well Crafted Products: inspiring creative communications, high- end media productions and efficient digital marketing performance.

ARROWS is aiming to increase its own Revenues by 2030 to a 100 Million EGP as annual revenue.



# Culture

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## - Respect

It is treating employees with kindness and professionalism, showing genuine care and concern, appreciating their feedback, and giving constructive criticism without shying away from the tough conversations when needed. It's respecting diverse backgrounds, opinions, and skillsets, and bringing the best out of your team.

## - Collaboration + Empowerment

Give employees the chance to branch out into unknown areas and take risks, always knowing they have the team behind them. Also, find creative ways to allow all employees to lead an initiative, and set a positive example by playing a support role.



### **- A Strong Agency Brand**

By making employees part of brand decisions to get them fully engaged. Also, find fun ways to interact and showcase the brand

### **- Productive Work Environment & Policies**

Set the place for efficiency through workspaces, systems, and policies that support productivity, creativity, and focused attention.

### **- Celebrating the Wins**

By making focused efforts to live them up through wins and not only facing challenges, battles, and mourn losses together.



# Values

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## **- We're here to serve our clients**

Our commitment to our clients is deeply ingrained in our agency culture – and we go above and beyond every day to prove it. It's in our DNA.

## **- We get to know your business**

We are up to date with what's going on in your business and ours – so we can deliver the best creative solutions possible.

## **- We're passionate about what we do**

We never lose sight of what matters most: our relationship with the client. We only succeed when our clients succeed.





**- We're great to work with**

We like to have fun, but we're serious about results. We have strong opinions, but no attitude. We know our craft, but are open-minded and all ideas are welcome.

**- We are creative, but smart too**

We produce clever work, but always keep the objective of each campaign top of mind.

**- We do the right thing**

We recommend tactics that make sense, even if it means less money in our pocket. We find the most cost-effective means to achieve your goals.

**- We are results-oriented**

Pure and simple, that's what we and our clients care about most – the bottom line! Cool, award-winning creative is great – but tangible results are even better. We strive for both



# Our story

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In a world full of noise, clutter and aggressive competition, ARROWS was designed to be a sighting compass as a Leading Communication Agency providing our clients the ultimate experience in the creative industry.

ARROWS developed a unique operational system to be the key factor that guarantees the maximum added values from all our creative marketers.

Inside ARROWS we are mixing cultures and gathering people to create a unique space of creation.

ARROWS agency uses only professionals who are highly qualified to endorse top brands by setting unique communications directions and providing the best calibers in the industry to lead the agency studios and assure high end deliverables.



# Our inspiration

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The blue and green arrows on the Road, the red and Green arrows on stock market screen, navigation arrows in the Keyboard and arrows button on the Joy stick, the mouse crouser and the hidden arrow in the Magical play button, and every arrow pointing at some direction is the source of our inspiration and the reason of our Existence.

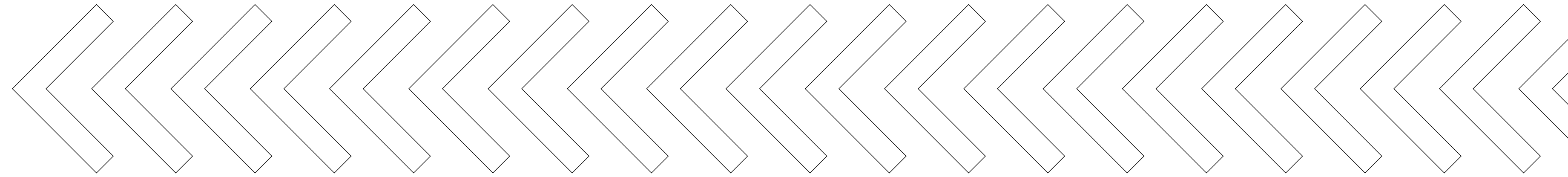
All those arrows have one thing to prove which is, The Direction is the pure point of Creation To Reach somewhere and the arrows is the universal language for guidance to the a needed Direction. This is Exactly what we offer.

Arrows agency is Designed to to build a successful Communication through setting Unique Creative Direction and promise to use the Best Calibres to in the industry to Lead our Studios in order to execute those Campaigns.



ARROWS

# Services



ARROWS

Arrows have been investing a lot of Resources among the past 5 years to compete in a very specific Areas in the Creative Industry and provide Clients and Brands with high end services ensuring an unlimited experience in the Market.

Arrows Agency is Designed on a flexible Business Model and a brilliant operating system that helps All Different Teams to deliver a World Class Services, Customized according client needs and the Type of cooperation.

Arrows Services is designed to be the results of integration between different departments and teams work around the clock to serve many clients with 3 Major specialities which are inspiring creative communications, high- end media productions, and efficient digital marketing performance. Each of them contains a well Crafted Products that serves.



# Creative Communications:

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Arrows aiming Always to Hire the best brains and the most talented Creatives and Genius Director to Create inspiring Communications built on deep insights from the Market and tailored to an anatomy for each target audience we communicate.

Arrows focus on providing only the listed services and products and has a unique process for each of them to guarantee the ultimate experience for our clients.



Campaign strategy



Content management



Copywriting



Graphic design



## Campaign strategy

Your chosen story to meet your audience's imagination.

Is the point or start mark at which you can communicate and deliver your appropriate image to the world.

through many steps and services

Launching/Branding Campaigns strategy Localization campaign strategy Social Media Campaign strategy Event management strategy PR campaign Strategy Awareness, positioning, sales, and engagement to achieve your required linkage objective.

## Content Management ( CM )

It's the art of content creation process balance to get the best result.

It is the process for the collection, delivery, and overall management of information in any format like social media posts, blogs and Infographics. Also it is the digital content lifecycle, from creation to revealing the content to the world.

All of this goes through S.M content C.M, Digital platform C.M, Website C.M, Entertainment content In app IAM, Emails and Blogs.



## Copywriting

It's important to show off how efficient words can describe the ideas and that's what we master.

It is the craft of writing persuasive commercial ads or Concepts / Ideas that prompts people to take action and deliver the required engagement.

Also writing scripts copies included ( Radio - TVC - Motion graphics - Social media Ads ) also writing sales promotions and other marketing materials for products and services.

## Graphic design

Every piece of art is made by an artist who mastered all the charming techniques to combine both the idea and the color pallet blended with his emotions.

process of visualizing and creating graphics including key visual logos, layouts and social media visuals ; in order to persuade, entertain and attract attention with their designs. it combines art and technology to communicate a perfect message, Art direction/Branding/Master concept





# Media Production:

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We work behind the scenes to bring brands to the scene, whether it is a TV commercial. Educational, promotional film, 2D, 3D video, or social media video we got our hands on it.

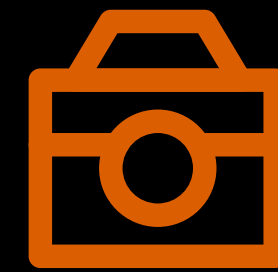
From identifying the video's topic to writing scripts, choosing a cast that best serves the video purpose. Arrows do all of that from the concept to final delivery to produce a video that best engages with the targeted audience through:



Production



Videography



Photography



Multimedia



## **Production**

Every frame tells a story and a good story consists of many frames, all of these frames reflect the creative concept.

We are addicted to producing kind of artistic video content like fashionable films, artistic videos, and documentaries. Also, we provide video production services from the creative concept to the post-production phase where you find your desired output.

Including these kinds of output Productions Commercials/TVC Documentaries Digital Video Content

## **Videography**

It's kind of how to make a good context for a message to ensure that it will totally be delivered to the audience.

Videography is the process of producing video content for Social Media platforms. We provide you the required service to cover the whole story you demanded.

All of this through these service Media Coverage Live broadcasting Programs/interviews



## **Photography**

Everyone has a different perspective towards any idea, which reflects on the final result so stick with the best.

We are making photo sessions whether products, food, or places, and capturing the moments and making them unforgettable.

To deliver all of these: Product photography Food photography Artistic photoshoot.

## **Multimedia**

Raw ideas or raw material can't make a good video; it still needs an extra mile in editing and creating the idea.

Just imagine a different end with the same material several times

We can do this through Video Editing /2D/3D motion graphics services.



# Digital Marketing:

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Imagine a great portrait but never seen, that's how it feels when you have a great offline brand.

We help brands grow online through strategies that are in sync with their overall objectives, through digitizing their activities through Creating:



Digital media strategy



Online store management



Business digitalization



## **Digital media strategy**

Increasing brand profits like a flying rocket is a science, not a magic.

We are helping brands maximize their business benefits through SEO, Digital Advertising/Digital Media and Paid & Organic Social Media Marketing (LinkedIn, Facebook, Instagram, and more.) to improve your statistics in a period of time.

## **Online Store Management**

Supervising all the online store processes is the start to promote your site effectively.

We master every single detail in your online store process starting from creating your Social Media marketing plans, keeping up with trends in technology, promoting your site, and creating a business plan for your business initiative to attract more leads and create more sales.



## **Business digitalization**

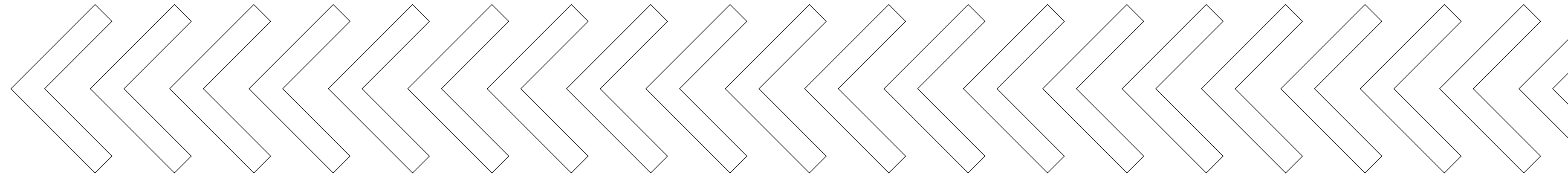
We call it the process of transformation of the physical package/box to an actual website platform.

At arrows we are helping every business in the digitalization transformation so that it can give you a competitive advantage by doing things better, faster, and cheaper than your competition through using digital technologies to change a business model and provide new revenue and value-producing opportunities.

We provide the whole change phases from physical stores to the next level online business line to maximize your business channels with the full package of social media platforms and even a website



**Clients**



**ARROWS**





# Keep in Touch

 [info@arrowsegypt.com](mailto:info@arrowsegypt.com)

 02 3824 4833 | 02 3824 4886

 +20 100 009 8520

 473 City Stars Building, 6th of October, Giza

 [www.arrowsegypt.com](http://www.arrowsegypt.com)



# Setting your **Direction**

