



ENTER
Environment
Campaign 2014
Ras Tanura Area

awareness about the environment, and partici
ivities a

To meet
customers
needs
by providing
services and
sustainability

Power for Life

Vision

To be
the **PREFERRED**
supplier of utility
services in **MAJOR**
INDUSTRIAL CITIES
in the **KINGDOM**
of **SAUDI**
ARABIA

For more information, please visit
marafiq.com.sa

ACHIEVEMENTS 201

TECHNICAL AND VOCATIONAL TRAINING CORPORATION

Power for
Water for Life

وصول
Wosool.

Company Portfolio 2016
Wosool Advertising Agency

ABOUT US

WE CREATE
EXPERIENCES
THAT CHANGES
HOW PEOPLE
**TALK,
ACT,
& FEEL**
ABOUT
BRANDS.

our**Vision**

To help brands truly connect with their customers through social media, creative campaigns and engaging digital platforms. We love Technology but we also understand that in front of every PC, mobile or devices are Real People.

We follow social design principles based on human behaviour and consumer psychology in our digital age.

To meet tomorrow's challenges today, we've improved upon the traditional advertising agency model by integrating our capabilities in Strategic thinking, digital or emerging media, Social media, search engine marketing, direct response, multicultural implementation teams into a single, unified structure to maximize flexibility and to take advantage of multi-platform opportunities.

**YES,
WE
CAN!**

our Mission

“ To create ideas that people want to spend more time with. So we can ensure you the exposure you need for your brand. We believe that the better the ideas are, the more time people will spend time with them. So we can help you create ideas that keep your target audience engaged with your brand.”



Received the Gazi Al-Qusaibi Award as **“Best Establishment 2014”** (*Business Services Division*), given by the Chamber of Commerce, Dammam, KSA. December 2014.



Prestige & Achievements



Obtained ISO 9001:2008
Quality System Certification on
the 30th of May, 2015.



Awarded as **“Best Upcoming Small Enterprise 2010”** by the Kuwaiti Ministry of Labor at the 27th Conference of Labor for GCC Countries, held in Kuwait City, November 2010, Kuwait.



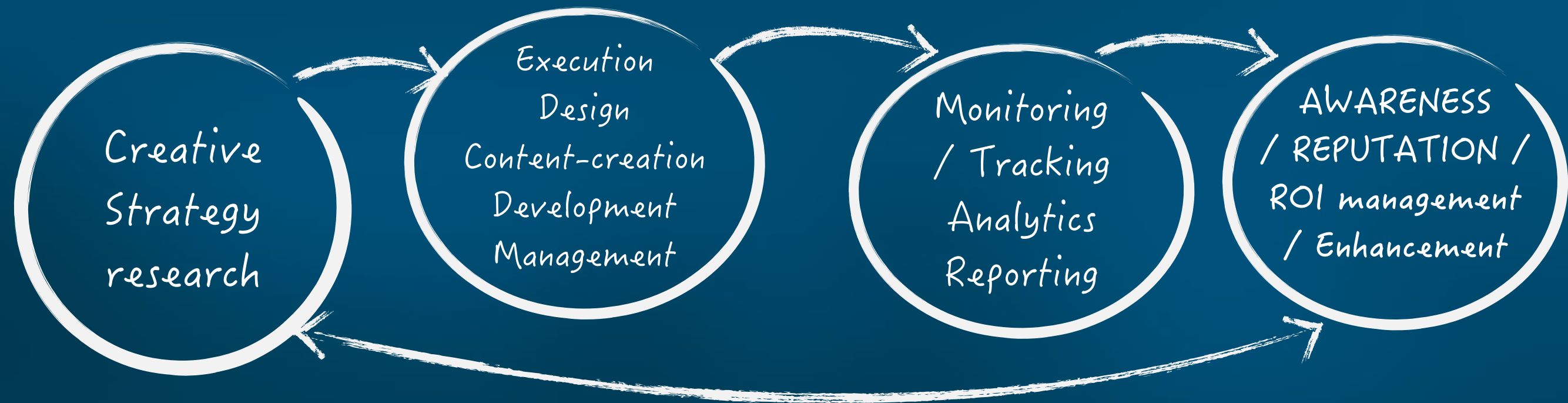


**YES,
WE
CAN!**

WE GIVE BRANDS
THE POWER TO
**COMMUNICATE,
SHARE &
INTERACT**

WITH THE CROWD &
MAKE THE WORLD
MORE OPEN AND
CONNECTED.







What
we
do

media**Design**Print
eventManagement
booth&**Exhibition**
fabrication
corporate**branding**
websitedeveloping
social**Media**
mobile**applications**

WE CONNECT STORYTELLING TO DATA

The explosive growth of Events, Digital & Social Media means most of our clients now recognize the need to create, distribute and measure shareable brand content not just in campaign lifecycles, but all the time. We've optimized our agency to help clients do this and accurately measure the impact on business results.

Wosool Services

Event Management

We summarize the purpose of the event considering stakeholder needs and providing more scope to the mission statement and create measurable targets for the aims.

Creative / Design

We bring ideas to life with perfectly executed creativeness. Our websites, Media, campaigns and copywriting will build a brand story that will resonate.



YES,
WE
CAN!



“Blending
is the core
to our
continuous
Success”

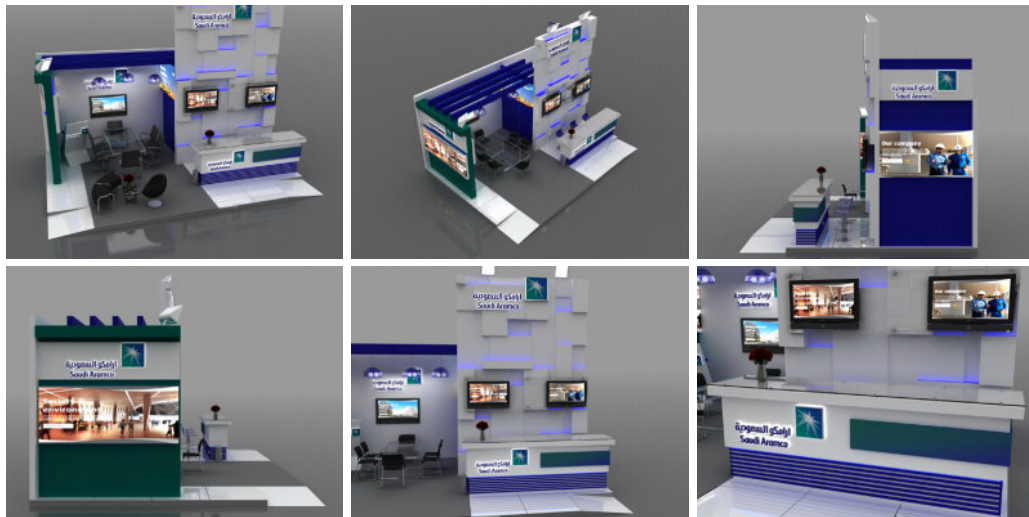
YES,
WE
CAN!

WoolPlatform

exhibitionDesigns

Saudi Aramco Exhibit 2012

Conference Jubail First
International Engineering &
Technology Ed



YES,
WE
CAN!

Al Kifah Holding 2015

Dhahran Exhibition Career
Day 2015



Marafiq2016

Saudi Power Event 2016
Riyadh, Kingdom of Saudi Arabia



marafiq.com.sa

"I am for Conservation"

2014
ACHIEVEMENTS

Mission

To meet customers' needs by providing RELIABLE and SUSTAINABLE UTILITY SERVICE comply ENVIRONMENTAL
MAXIMIZE Shareholders' Value

For more information, please visit

Vision

To be the PREFERRED supplier of utility services in MAJOR INDUSTRIAL CITIES in the KINGDOM of SAUDI ARABIA

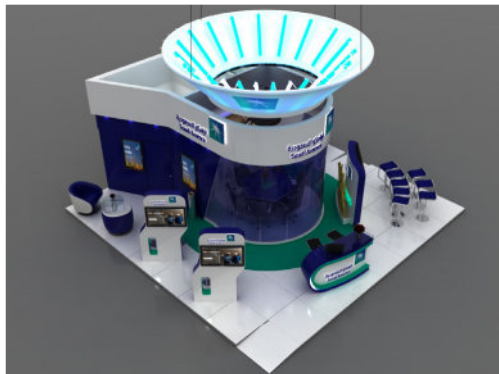
How to Successfully REGISTERED vendor
STEP 1 Visit marafiq.com
STEP 2 Click on Procurement a
STEP 3 Click on Registration (ROS)
STEP 4 Read instruction complete Registr Form

ACHIEVEMENTS 2015

YES,
WE
CAN!

Saudi Aramco Riyadh

WEPower Conference &
Exhibition



Industrial Machinery Est. (IME)

11th SABIC Technical Meeting 2015



Aramco Recycle Campaign 2014

Book & Toy Bank



Arabian Medical Marketing Co. (AMCO)

Conference Dammam Dental
University 2012



Sheraton Hotel, Dammam
2012



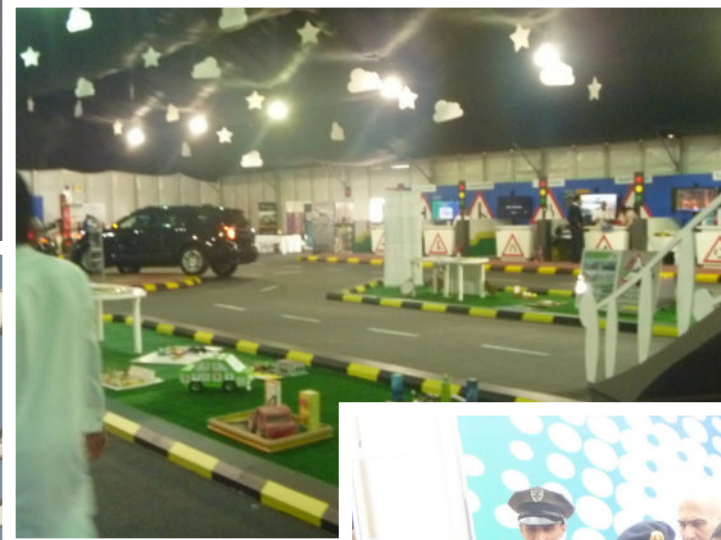
Event Management

Wosool Portfolio 2011-2016



Aramco Traffic Week 2013

Saudi Aramco,
Ras Tanura, Kingdom of Saudi Arabia

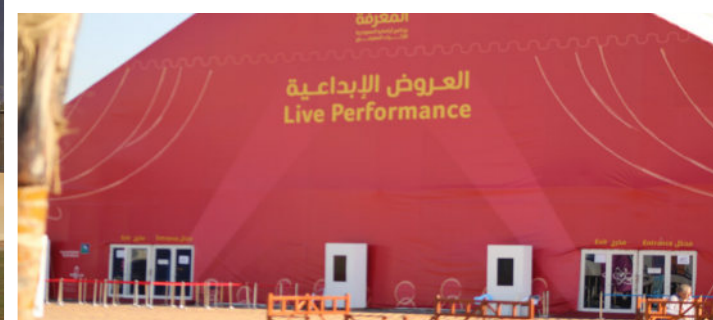
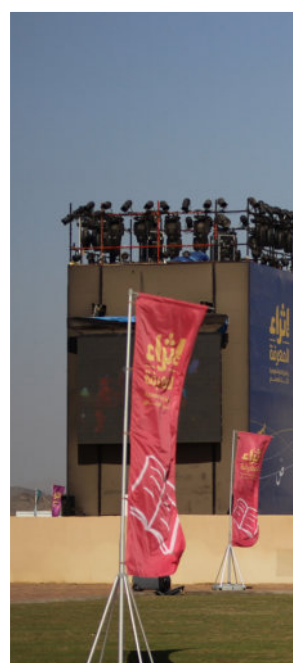


Jeddah Ithra Knowledge 2014

Saudi Aramco,
Jeddah, Kingdom of Saudi Arabia



YES,
WE
CAN!



المعرفة
برنامج أرامكو السعودية
للإثراء المعرفي

معرض كفاءة الطاقة
Energy Efficiency Pavilion

Al Hasa Ithra Knowledge 2014

Saudi Aramco,
Al-Hasa, Kingdom of Saudi Arabia

أرامكو السعودية
Saudi Aramco



YES,
WE
CAN!

إثراء المعرفة

برنامج أرامكو السعودية
للإثراء المعرفي

أرامكو السعودية
Saudi Aramco

مركز الملك عبد
الثقافي العالمي
Abdulaziz Center
for World Culture



GENERATIONS
واحة الأجيال

ألف اختراع واختراع
1001 INVENTIONS

Al Hasa Ithra Knowledge 2014 Saudi Aramco

YES,
WE
CAN!

SA Cultural Program 2012

Riyadh, Kingdom of Saudi Arabia



YES,
WE
CAN!



SA Cultural Program 2012

Saudi Aramco,
Ras Tanura, Kingdom of Saudi Arabia



YES,
WE
CAN!



برنامج أرامكو السعودية الثقافي
Saudi Aramco Cultural Program
2011

Theater

قاعة الفعاليات

Don't trash it ...
recycle it!



YES,
WE
CAN!

Ras Tanura Cultural Program 2012 Saudi Aramco

أرامكو السعودية
saudi aramco



Abqaiq Environmental Campaign 2015

Saudi Aramco,
Abqaiq, Kingdom of Saudi Arabia



It's Time for Earth



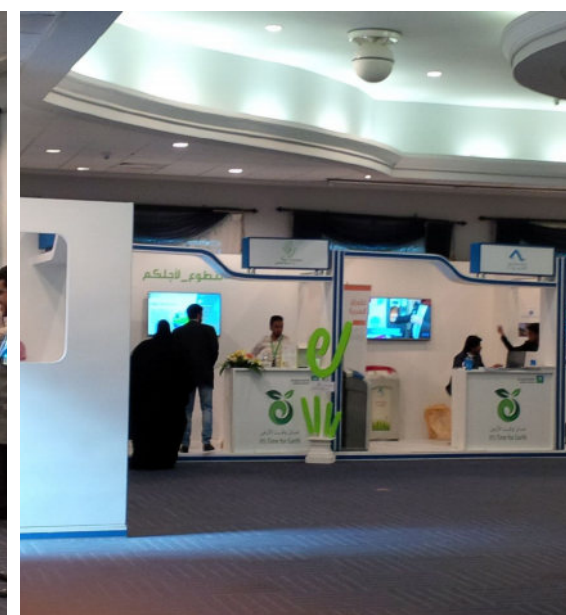
لحظة الأرض

مبنى البيئة ٢٠١٥

Abqaiq Plants
Environmental Campaign
2015



YES,
WE
CAN!



**YES,
WE
CAN!**

Environmental Week 2014

Saudi Aramco,
Ras Tanura, Kingdom of Saudi Arabia



YES,
WE
CAN!



GCC Traffic Week 2016

Saudi Aramco,
Abqaiq, Kingdom of Saudi Arabia



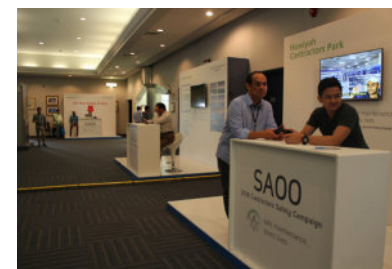
YES,
WE
CAN!



YES,
WE
CAN!

SAOO Contractors Campaign 2016

Saudi Aramco,
Abqaiq, Kingdom of Saudi Arabia



Abqaiq Contractors Campaign 2016 Saudi Aramco

YES,
WE
CAN!



ourClients

At Wosool clients are always our first priority , we are proud of building a strong bonds with our esteemed clients gaining their trust and being their favorite service provider , we shall continue to be in the forefront by continuously improving our services to correlate with the top standards worldwide giving them a competitive edge and serve their needs





MARS



JB
Collection

LC waikiki
everyone deserves to dress well



tcby
the country's best yogurt



CB DentalBees
Your Window to Dental Knowledge

el abd



MAS
CHEMICAL INDUSTRIES



mena
mac
Multi Asset Class

8GATES
education
Cross Your Boundaries

B|Scope
Build. Design. Measure. Monitor. and Maintain.



Brioche
Dorée



EDMI
Egyptian Company for Developed Medical Industries



prohelvetia

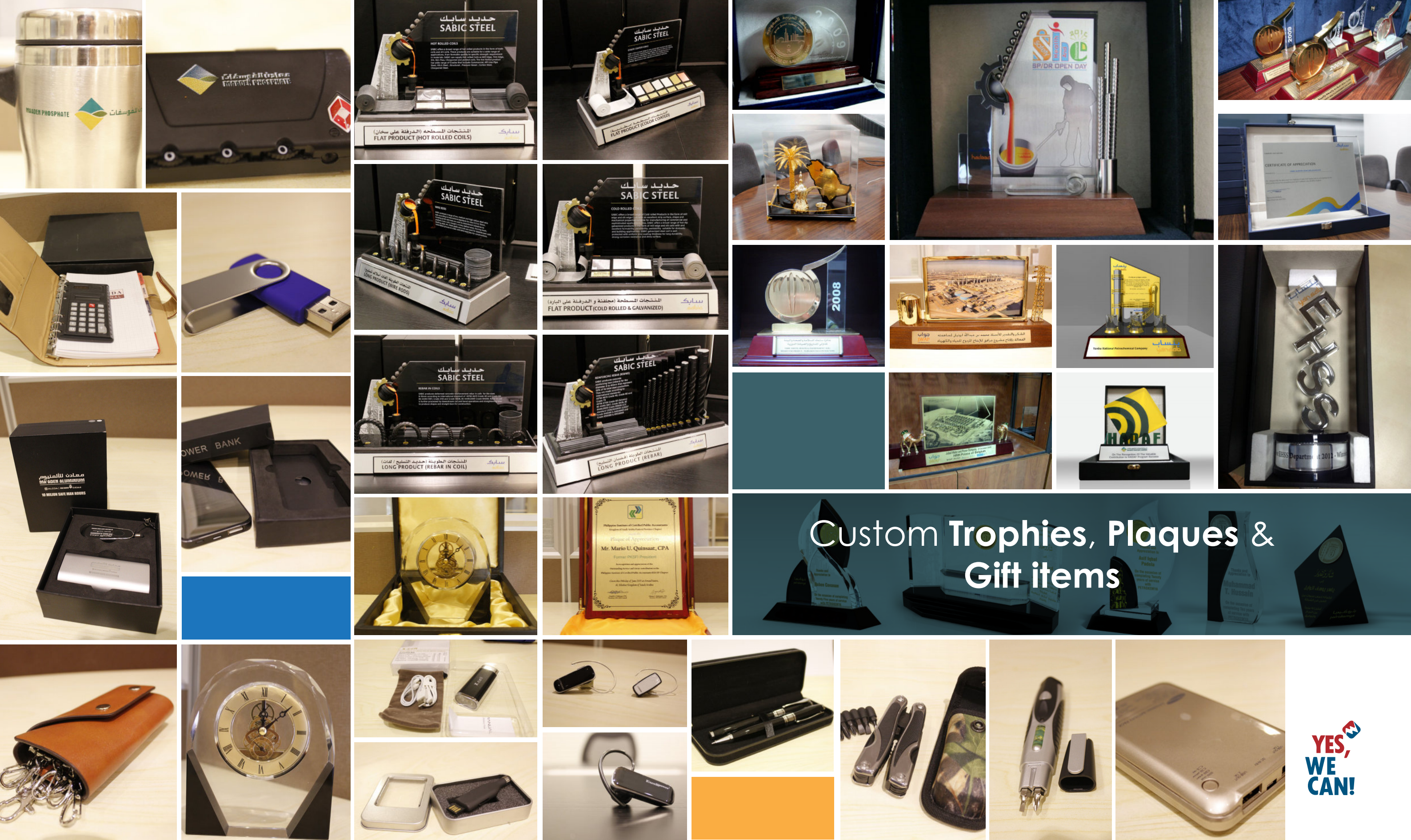
YES,
WE
CAN!

CustomWorks

gift items, trophies and woodwork



YES,
WE
CAN!



**YES,
WE
CAN!**



WosoolBranding

corporate works/media



MenaMac

Naeem Holding is one of our mighty clients with a vast ranges of products and subsidiaries. Naeem Group is among the region's leading investment houses, offering a comprehensive suite of financial services to major MENA-based investors while acting as the broker for foreign institutional clients seeking to invest in the region's capital markets.

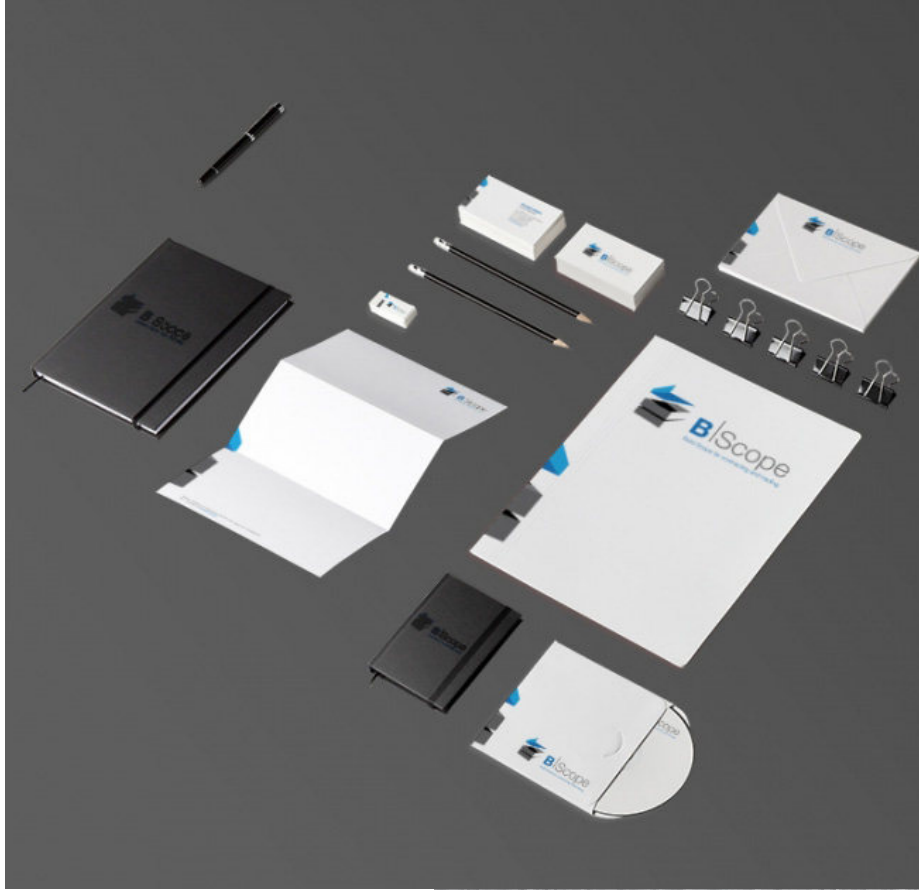




OXEN

Specialized company for Chemical Trading, it is a subsidiary of Mas for chemical productions. We created a strong bull figure in dynamic motion pushing a bold “O”. The logo presented the dynamically strong motion in the color coding that the company wanted to maintain. We also decorated the tail of the bull with Fire. By implementing the element of fire, we deliberately linked between Oxen and its holding company.





B | Scope

Egyptian company for constructing business. It offers a various number of services that include architecture consultancy, design, and management.



Do and Partners

An international financial consultancy company in UK(told you we went groovy). Do and partners has hired us to design a logo with the purpose of reflecting the importance of the company and the quality of the services they can provide. At Wosool, we are concerned with the client's needs and the targeted fans. After a close look in the British history and culture, we found out that the British people are artful. That's why we decide to insert a historical touch and merge it with modern approach to create a remarkable logo. We have selected the icon of a lion to be the main focus of the logo. The icon is symbolic since it gives a sense of power and authority and also it alludes to the renaissance period in the British history when the lion icon was commonly used in seals. We then put the silhouette symbol in a contemporary design with modern construction and typography. That's to say that we merged the past with the present to highlight the Do and Partners services and importance. Using the same elements we created the company's identity suit, giving the company unique characteristics.





Total

International well known petrochemicals company and gas station, Total needed to create an advertising campaign to increase awareness of the group and further engage more customers, with a new positioning as a one-stop shop not only a gas station. Wosool advertising has came up with the “life station” concept along with “Fuel your life tanks’ slogan with stunning visuals.



Follow us @ _ZewailCity_

Follow us @ Zewail City of
Science and Technology
www.zewailcity.edu.eg

Built
with Knowledge.



Zewail City

The message is driven from a term of one of the important elements of ancient Egyptian civilization.

YES,
WE
CAN!

Cameroon National Football League

Pitch work for designing
the teams new logo.



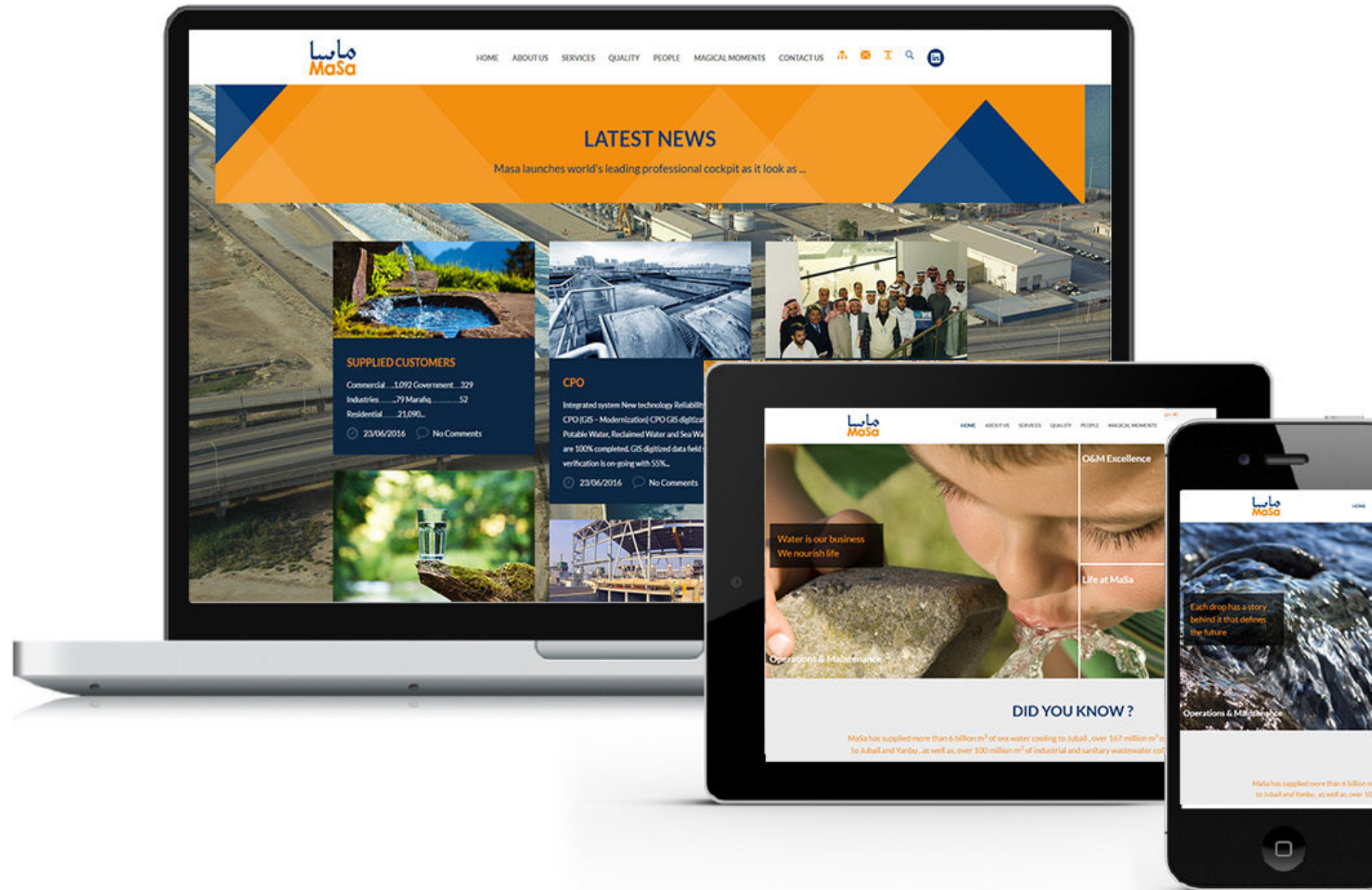
WosoolWeb

design, development &
content creation



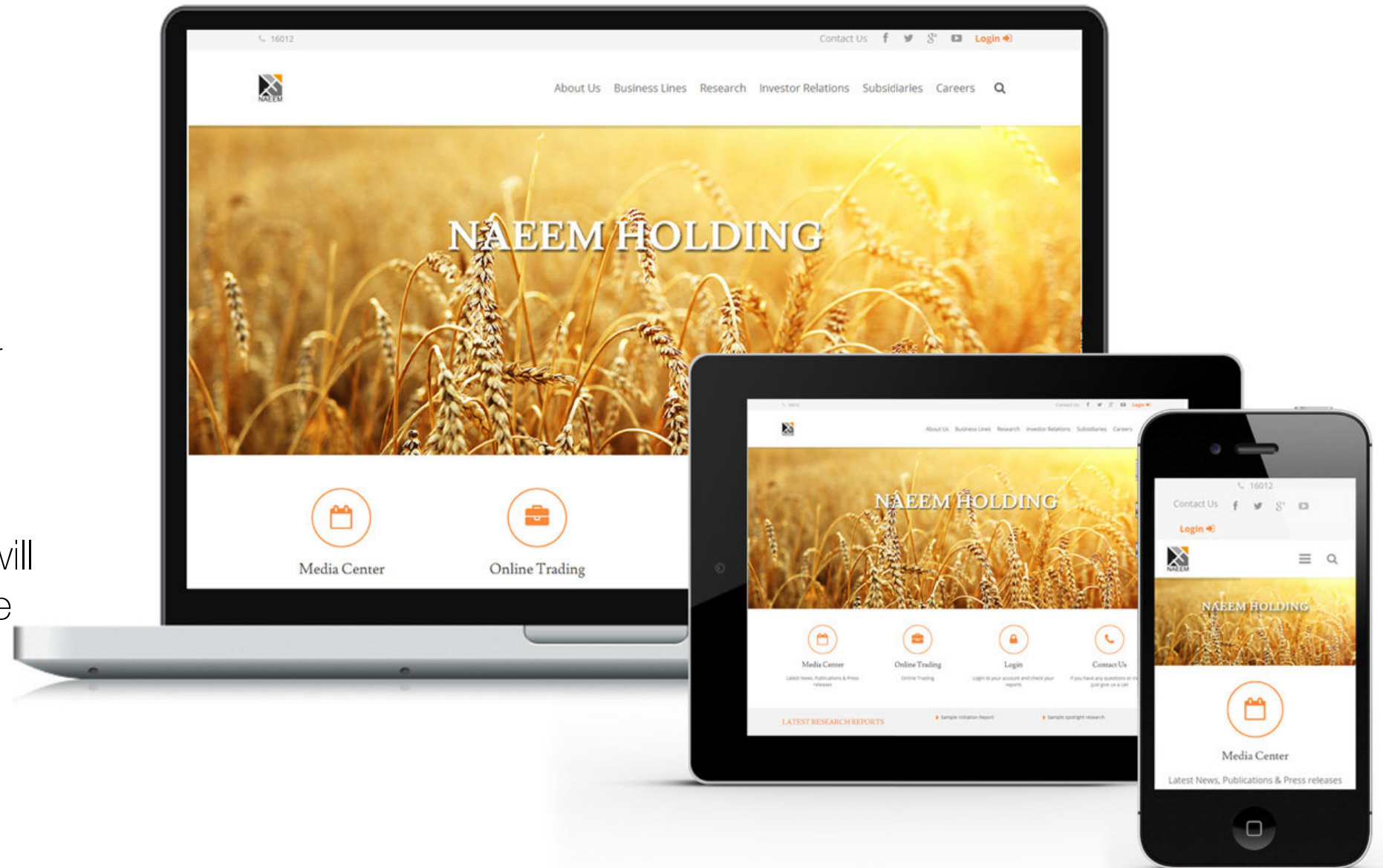
MaSa Website

MaSa is one of the largest companies in the field of water treatment & reverse osmosis , it has been founded by the joint venture between two giants – Marafiq & Saur – we were assigned by the French management to design and develop a website that represents the company's values and illustrate different aspects in the field of water treatment , the website was launched on august 2016 on the domain www.masa-om.com and has received fine critics from the Saudi officials and the French management



Naeem Holding

The website reflects the state of art and niche positioning Naeem Holding require through an contemporary, solid, creative, user friendly design which will be reflected in the layout design interface. We are suggesting a unique design concept, That will give Naeem Holding a strong rational base of design that will act as the entity visual guidelines to make sure the harmony and consistency of every visual product of Naeem Holding.



BMW i8 micro-site

The objective is to develop a full dynamic website using Html technology. The purpose is to promote Naeem Holding entity through the design look and feel as well as through user experience and engagement within the website.



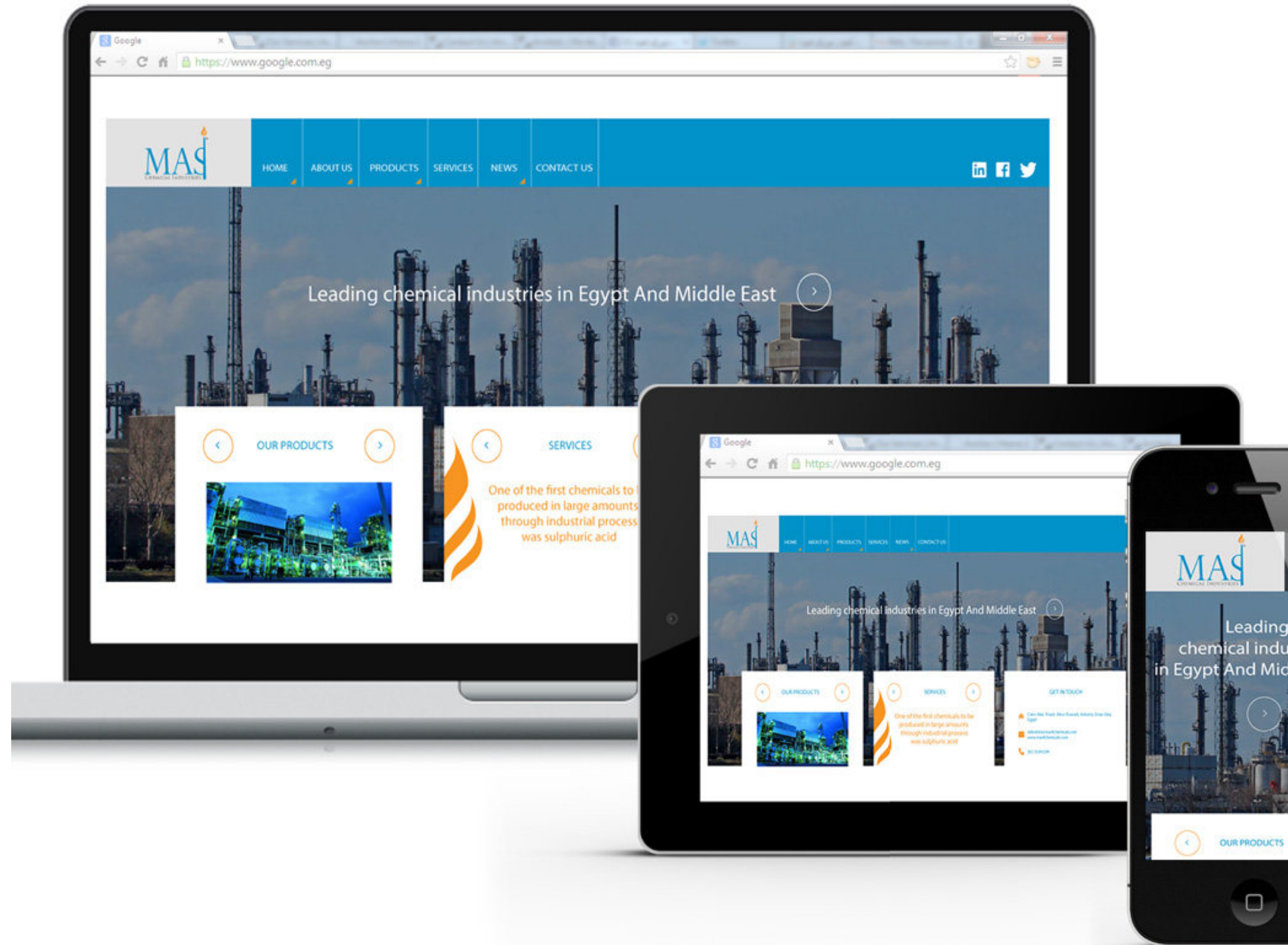
Duck Superior

A strong rational base of design that act as the entity visual guidelines to make sure the harmony and consistency of every visual products of Ducks Diving Superior are duly presented in a professional way.



MAS Chemicals

The objective is to develop a full dynamic website using Html technology. The purpose is to promote Naeem Holding entity through the design look and feel as well as through user experience and engagement within the website.





SocialMEDIA

design, development &
content creation



1M fans



973K Followers



1.25M Views



70K Followers

Dawry ALJ

The objective is to create social media channels on Facebook, Twitter, youtube and Instagram for the Dawry ALJ. The Channels were designed according to the brand corporate identity to maintain the coherence of all channels to promote Dawry ALJ as one strong brand entity.



**YES,
WE
CAN!**

Toyota ALJ YouTube Performance Campaign

<https://www.toyota.com>
[www.youtube.com](https://www.youtube.com/user/ToyotaALJ)
[user/ToyotaALJ](https://www.youtube.com/user/ToyotaALJ)

Results:

Adwords performance: Impressions:
9,862,005, Views: 1,265,783, View Rate:
12.83%, Clicks: 96,101
Avg CPV: 0.11 SR, Avg CPM: 14.55 SR,
Earned Views: 61,704, Unique Viewers:
763,715

Twitter performance: Impressions:
1,165,034 , Clicks: 33,160 Follows:
1,126, Avg CPE: 14.55 SR



AI Borg Laboratories

The objective is to create social media channels on Facebook, Twitter for the AI Borg Laboratories. The Channels were designed according to the brand corporate identity to maintain the coherence of all channels to promote AI Borg Laboratories as one strong brand entity.

In 6 quarters, Facebook fans reached 2049K and 48k followers on Twitter.

6 Quarters // Statistic overview



209K fans



48K Followers



A hand holding a smartphone, with numerous colorful app icons floating around it, symbolizing mobile application development. The icons include a play button, envelope, bar chart, power button, camera, folder, house, Wi-Fi, key, cloud, and others. The background is dark with a warm, golden glow emanating from the phone.

Wosool Apps

design, development &
content creation

Tw'fetcher app

Application Tracks HashTags on Twitter account. The application also Sorts Tracked HashTags according to Retweet and Favorites within the brand top followers.



Yellow Mobile app

Ministry of tourism wanted to make a mobile application directory for all culture places and events in Cairo, to serve as the culture yellow pages.



Zeedia app

We built a custom Augmented Reality With Destination Magazines. DestinationKSA AR application positions Destination magazines as the First AR enabled magazines in MENA.

When Destination Jeddah Magazine and Destination Riyadh thought about a way to revolutionize the way their readers receive the monthly issues of their magazines, we concept. Thus, we built a branded application for Destination and powered it with the capabilities of AR and VR.

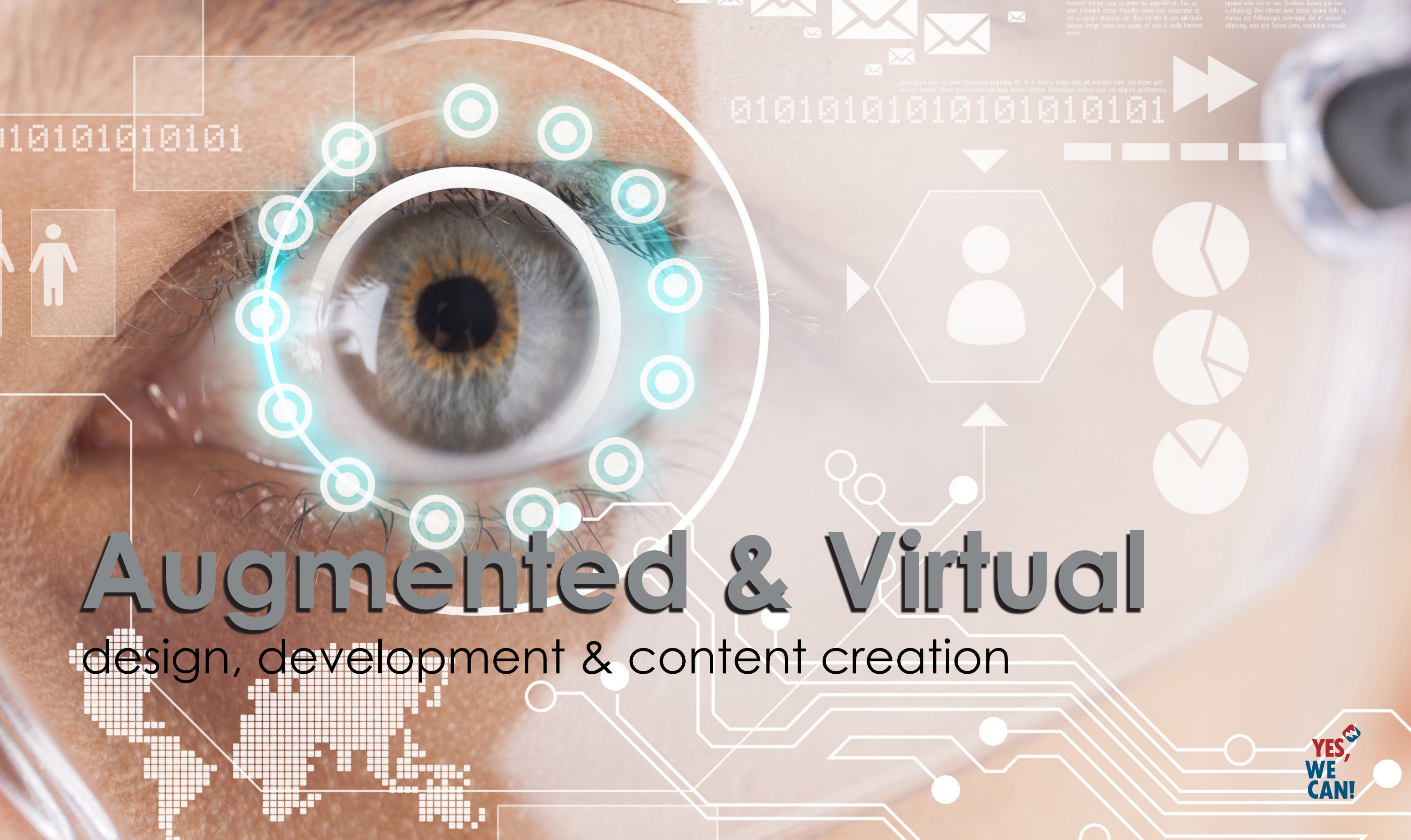
[https://play.google.com/store/apps/details?](https://play.google.com/store/apps/details?id=net.zeedia.destination.ksa)

[id=net.zeedia.destination.ksa](https://play.google.com/store/apps/details?id=net.zeedia.destination.ksa)

<https://itunes.apple.com/us/app/destinationksa/>

[id975536863?mt=8](https://itunes.apple.com/us/app/destinationksa/id975536863?mt=8)





Augmented & Virtual

design, development & content creation

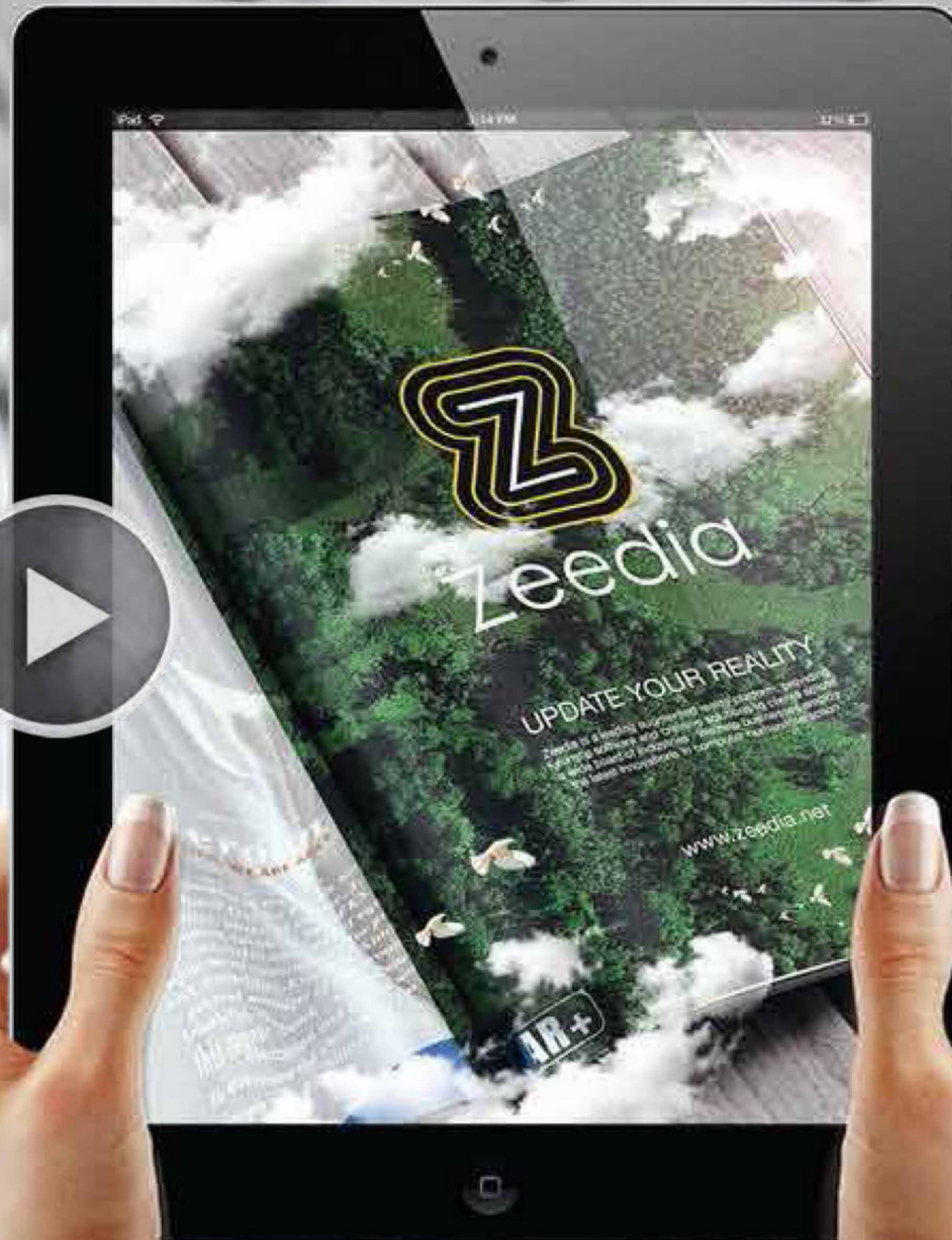
AR / VR SHOWREEL 2015



“your own Lexus NX showroom ”

Lexus NX Augmented Reality apps presents all new NX luxury compact crossover a striking experience. As you can learn, discover and explore more about the all new NX features. With Lexus NX, Augmented Reality application, everywhere is a Lexus NX showroom. Using this application will let you view the all new NX's exterior and interior in great details. You can also see the all new NX's engine, interact with the NX on many different levels I.E. switch the head and tail lights on and off, open the NX's hood, door, change the NX color and a lot more. Moreover, this application offers a 360-panorama view to all the new NX's interior. Then you have the ability to show the world your own version of the all new NX. All you have to do is download the application, print the following markers and then enjoy the striking experience.

Watch the event video: <http://youtu.be/cfjS9Fu2lZ4>



2D / 3D visualization



design, development & content creation

3D ANIMATION

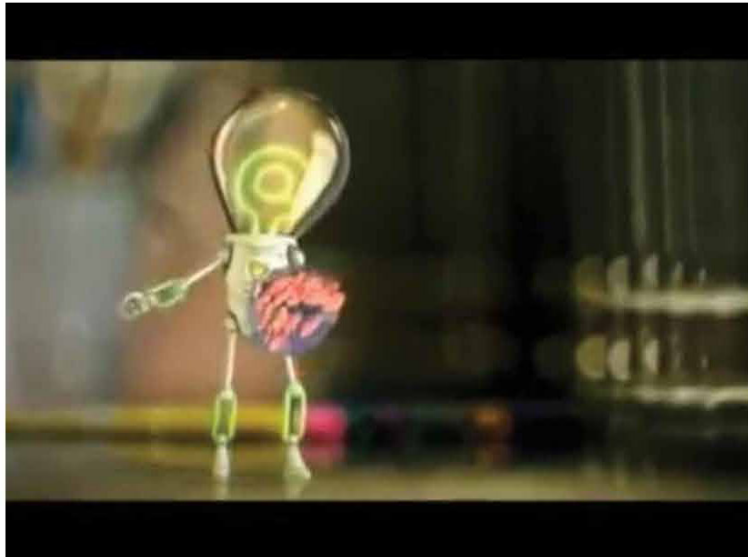




YES,
WE
CAN!



3D ANIMATION





Wosool Advertising Agency

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