



COMPANY PROFILE



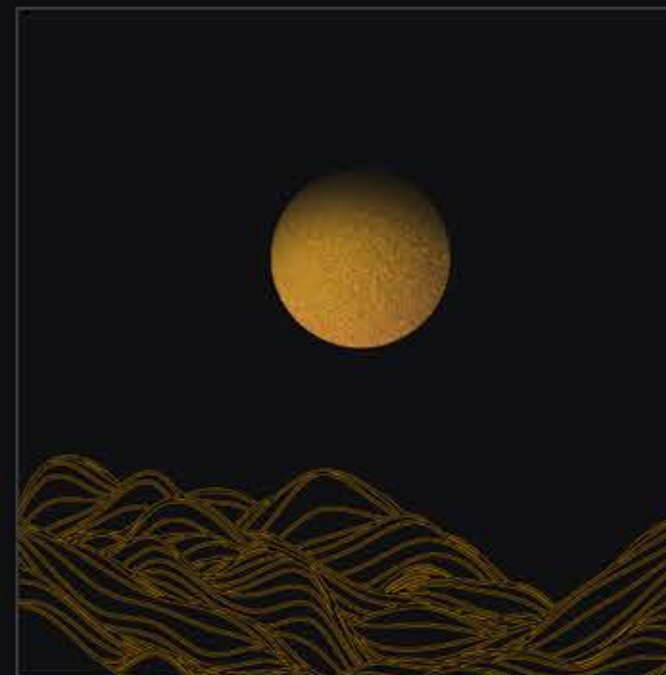
POWER BY IDEASWINDOW



www.ideaswindow.com

IDEAS WINDOW

Reaching New Horizons



Inspiring
ideas





Mission

To provide customized marketing solutions that empower businesses to stand out and grow, with creativity, dedication, and excellence.

Vision

To be the leading spark for brands by unleashing the infinite creative energy within every business to drive Innovation and growth.



Innovation - We constantly evolve and look for new, creative ways to drive results.

Collaboration - We work closely with our clients and each other to develop the best strategies and solutions.

Excellence - We hold ourselves to the highest standards and deliver outstanding work.

Accountability - We take responsibility for our work and provide full transparency. We own the results.

Passion - We care deeply about each client's success and bring enthusiasm to our work.

Agility - We embrace change and quickly adapt strategies to capitalize on new opportunities.

Authenticity - We believe in the power of authentic and organic messaging that builds trust.

Creativity - We produce innovative concepts and compelling content that engages audiences.

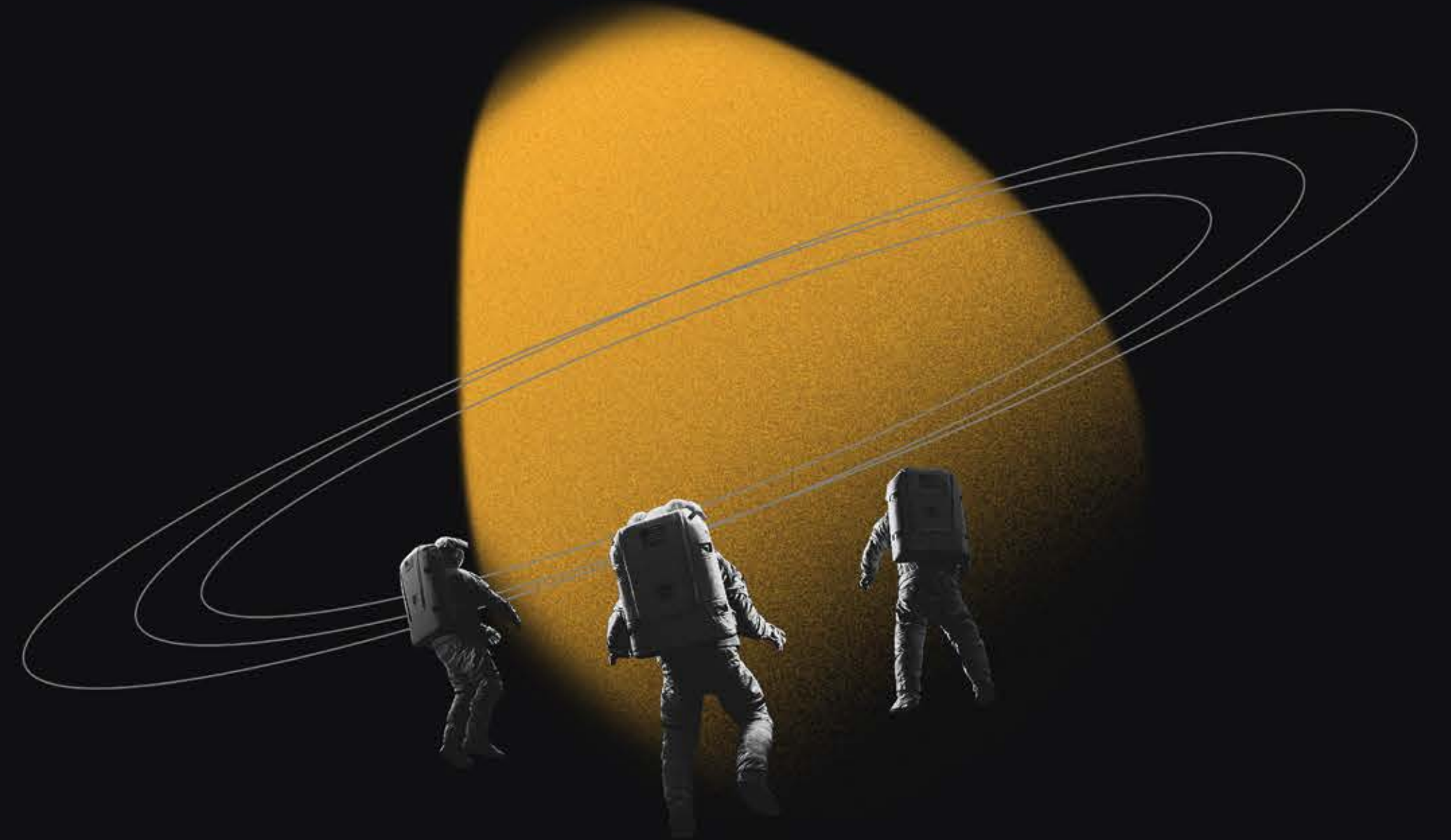


Business Summary

At **Ideas Window**, we're more than just a marketing agency. We're a team of creative visionaries, driven by a passion for helping our clients succeed. With over a decade of experience, we've honed our skills in marketing solutions, branding, production, motion graphics, design, and event management. Our team of experts works tirelessly to deliver customized solutions that are tailored to the unique needs of each client, with a focus on professionalism, dedication, and excellence.

We understand that standing out in today's crowded marketplace requires more than just a good product or service. It takes a strong brand identity, a powerful marketing strategy. That's why we take a holistic approach to marketing, working with our clients to develop customized solutions that help them achieve their goals and gain recognition in their respective industries.

At **Ideas Window**, we're not just a marketing agency – we are your source of Inspiring Ideas





1. OUR SERVICES

Brand Solutions

- **Brand Strategy** - We help businesses in creating a comprehensive and effective brand strategy that is aligned with their goals and objectives
- **Brand Architecture** - We help businesses in creating a comprehensive and effective brand strategy that is aligned with their goals and objectives
- **Brand Positioning** - We help businesses in positioning their brand in a way that stands out in the market and effectively communicates their value proposition
- **Brand Comms** - Our team creates effective brand communications that help businesses connect with their customers and build lasting relationships
- **Brand naming** - We offer services that help businesses in choosing a unique and memorable name that accurately reflects their brand identity
- **Brand Advisory & Cultural Relevance** - We offer services that help businesses in understanding their target audience and adapting their brand strategy to suit their cultural values and preferences
- **Brand Personality and Archetype** - Our team helps businesses in identifying their brand personality and archetype, which helps in creating a consistent and impactful brand image and objectives
- **Brand Go – To- Market Strategy** - We help businesses in creating a comprehensive go-to-market strategy that helps them effectively launch their brand in the market and objectives





Marketing Solution



2. OUR SERVICES Marketing Solution

With our strategic approach, we enable brands to cut through the noise, engage meaningfully with customers, and gain a competitive advantage. Our passion is fueling business growth through smart solutions :

- **Marketing Strategy** - Our seasoned strategists dive deep to understand your business goals, competitive landscape, and target audiences to develop data-driven marketing strategies that deliver real results
- **Marketing Plan Development** - We create comprehensive marketing plans tailored to your business with clear objectives, budgets, tactics and KPIs
- **Campaign Strategy** - Our campaign strategies are insight-led, integrating the right channels and tactics to effectively engage your audience
- **Go-to-Market Strategies** - We develop go-to-market plans to successfully launch products and expand into new markets
- **Performance Analysis** - We measure and analyze campaign performance, fine-tuning strategies to optimize your ROI
- **Market Research & Analysis** - We conduct in-depth market research to identify customer insights, trends, growth opportunities and determine ideal positioning
- **Digital Marketing Solution** - Our digital marketing solutions are tailored to help businesses reach and engage their target audience effectively. We offer a range of services to maximize your online presence and increase your brand's visibility
- **Content Marketing Strategy** - Our team of experts will work with you to develop a content marketing strategy that aligns with your business goals and targets your ideal audience
- **Social Media Management** - We manage your social media accounts and create content that resonates with your audience, helping to build a strong brand reputation and increase engagement



2. OUR **SERVICES** Marketing Solution

- **Email Marketing** - We design and execute email marketing campaigns that are personalized and engaging, resulting in increased customer retention and loyalty
- **SEO / SEM** - We will optimize your website for search engines and create targeted SEM campaigns that drive results
- **360° Marketing Campaign** - We create integrated marketing campaigns that combine digital and traditional marketing tactics to maximize reach and impact drive results
- **Analytic and KPI Reporting** - We track and analyze your website and social media data to provide you with insights and reports that help you make informed decisions
- **Online Advertising** - We create and manage online advertising campaigns across various platforms, such as Google Ads and social media ads, to drive traffic and increase conversions





Event Management



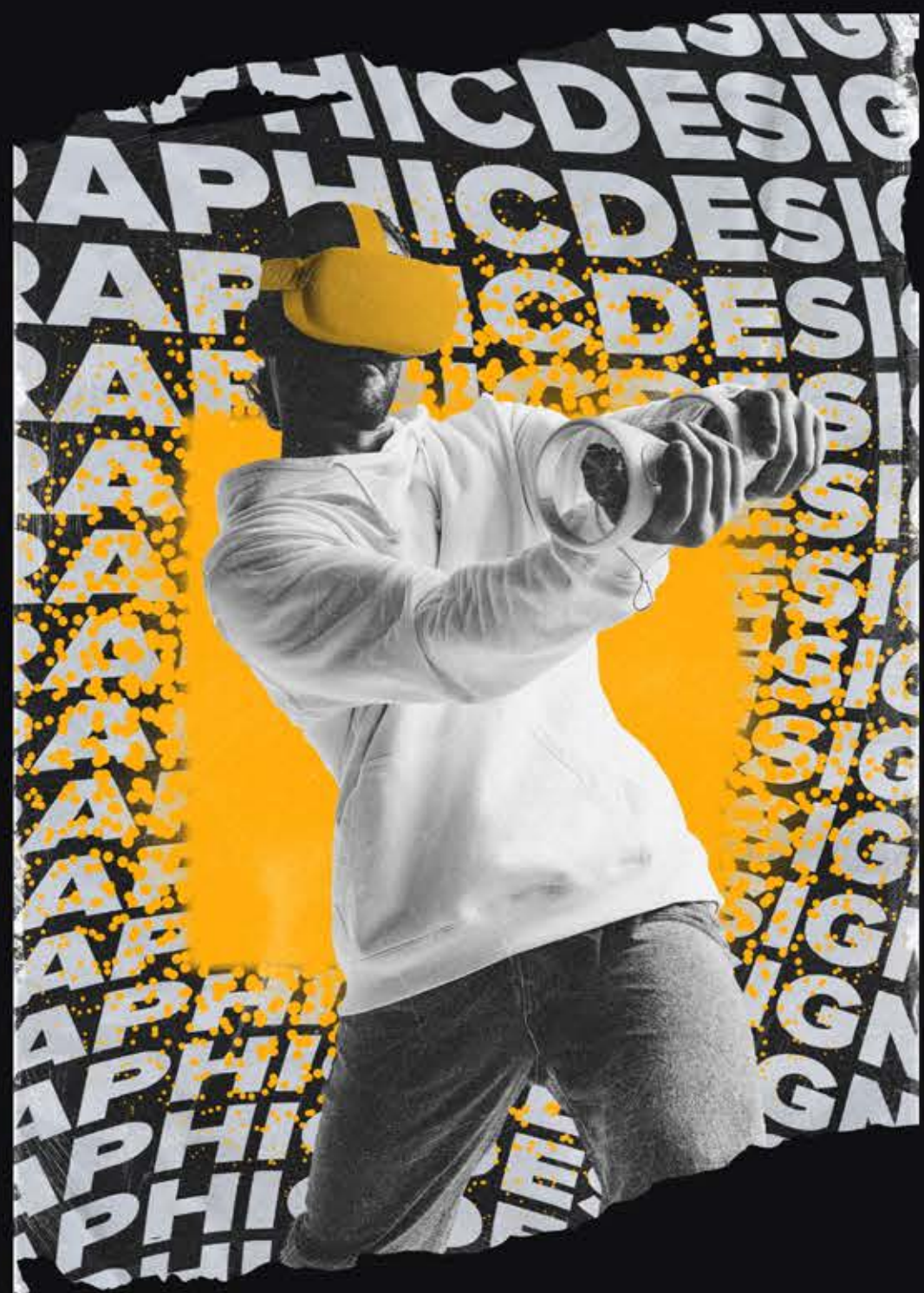
3. OUR SERVICES

Event Management

We organize local and international events such as conferences, festivals and exhibitions.

- **& Marketing Strategy****Construction Design, Production Installation** - Our experienced team of event production experts can help you create stunning event designs and installations that will leave a lasting impression on your guests
- **Booth Creating** - Our team of experts can help you design and create a custom booth that stands out from the crowd and attracts visitors to your event
- **Internal Communication** - We understand the importance of effective communication within your team during events, which is why we offer internal communication services to ensure everyone is on the same page
- **Event planning and management** - Our team of event planners will work closely with you to plan and manage every aspect of your event, from start to finish new markets
- **Branding & Printing** - We can help you create high-quality branding and printed materials that are tailored to your specific event
- **Catering** - Our catering services include a wide range of menus and cuisines to suit your event and guest preferences
- **AV sound & Light** - We provide state-of-the-art AV sound and light systems to ensure that your event is engaging and memorable
- **Manpower** - Our experienced and professional event staff can help you with everything from set up to tear down, ensuring a seamless and stress-free event experience
- **Media Coverage** - We can help you generate media coverage and buzz for your event through targeted PR and marketing strategies
- **Events creative solution** - We offer creative and innovative solutions to make your event stand out and leave a lasting impression on your guests
- **Entertainment Services** - Our entertainment services can help you provide engaging and memorable experiences for your guests, from live performances to interactive activities





Content and Design Creation



4. OUR SERVICES

Content and Design Creation

We create compelling, highly informed content that is proven to reach the right audience at the right time.

- **Design /Illustration / Publishing** - Our team of expert designers and illustrators can bring your ideas to life, whether it's through captivating illustrations or visually stunning designs. With our experience in publishing, we can help you create a finished product that looks great and communicates your message effectively
- **Visual Identity** - Your visual identity is the face of your brand, and we can help you make sure it's both memorable and consistent across all channels. From logos to color schemes to typography, we'll work with you to create a cohesive and compelling visual identity
- **Annual Report** - Our report design experts can help you create an annual report that not only looks great but also effectively communicates your business's performance and goals. We can help you with everything from data visualization to report layout and design
- **Report Content Creation** - In addition to design services, we can also help you with content creation for your reports. Our team of skilled writers can craft engaging and informative content that effectively communicates your message and aligns with your brand's voice and tone
- **Ads Production** - We can help you create ads that stand out and grab your audience's attention. Whether you need a print ad or a digital ad, we can create a design that effectively communicates your message and gets results
- **Content Creation** - Our team of skilled writers can help you create content that engages your audience and communicates your message effectively. Whether you need blog posts, social media content, or website copy, we can help you create content that resonates with your target audience



4. OUR SERVICES

Content and Design Creation

- **Brand Applications & Guidelines** - We can help you ensure consistency across all of your brand's applications and channels. From packaging to advertising to social media, we'll provide you with brand guidelines that ensure your visual identity and voice are consistent and effective
- **UI/UX Design** - Our team of experienced UI/UX designers can help you create digital experiences that are both intuitive and visually stunning. Whether you need a website or a mobile app, we'll work with you to create an interface that effectively communicates your message and engages your audience
- **Product Creation** - Our team can help you bring your product ideas to life. From ideation to prototyping to production, we'll work with you to create a product that stands out and effectively communicates your brand's message and values
- **Package Design** - We can help you create packaging that effectively communicates your brand's message and values. Our designers will work with you to create packaging that not only looks great but also effectively communicates important information about your product
- **Corporate Website** - We work closely with you to ensure your website reflects your brand's voice and values, creating engaging content that drives conversions





Printing & Production



5. OUR SERVICES

Printing & Production

Our print production solutions and services amplify your business's

- **Digital and Offset printing** - We offer both digital and offset printing services to meet your specific printing needs. Whether you need a small print run or a large-scale printing project, we have the technology and expertise to deliver high-quality prints that meet your expectations
- **Banners /Posters / Promotional Products** - Our team can help you create eye-catching banners, posters, and other promotional materials that grab your audience's attention and communicate your message effectively
- **Indoor / outdoor signages** - We provide indoor and outdoor signage solutions that help you enhance your brand visibility and communicate with your target audience effectively





ur partners

PEOPLE WE WORKED WITH

هيئة السوق المالية
Capital Market Authority



الهيئة العامة للمقار
REAL ESTATE GENERAL AUTHORITY



GCAM
الهيئة العامة
للإعلام المرئي والمسموع
GENERAL COMMISSION
FOR AUDIOVISUAL MEDIA

SBA
الهيئة العامة للإذاعة والتلفزيون
SAUDI BROADCASTING AUTHORITY

المصادر السعودية
هيئة تنمية المصادر السعودية



وزارة التجارة والاستثمار
Ministry of Commerce and Investment



بيان للمعلومات الائتمانية
Bayan Credit Bureau



INTERCONTINENTAL
HOTELS & RESORTS

وزارة الإسكان
MINISTRY OF HOUSING

هيئة الاتصالات وتقنية المعلومات
Communications and Information Technology Commission



زين
zain

JORDUR

جائزة الملك عبد العزيز للجودة
KING ABDULAZIZ QUALITY AWARD

CARDIAL
كاردال

شركة المطلق
ALMUTLAQ CO.

المؤسسة العامة للتأمينات الاجتماعية
General Organization for Social Insurance



Shoukran!

