



**"We create the path... and  
you shine on it."**





# Introduction

**"Creativity and innovation drive excellence"**

At CDC, inspiration turns into reality thanks to diverse experiences and exceptional skills that guide our clients towards sustainable success.

Our well-studied strategies and deep insights distinguish our services, making us the perfect partner in advertising, public relations, graphic design, and influencer management.



## Who We Are

CDC represents a comprehensive system of services aimed at enhancing brand strength, growing public relations, and managing advertising campaigns in a way that ensures reaching the target audience.

Our core pillars are accumulated experiences, continuous creativity, and dedication to our work.



### Mission

Our mission focuses on providing innovative solutions that support client success while building long-term relationships based on mutual trust and respect.



### Company Values

**Quality:** Delivering the highest standards to our clients.  
**Creativity:** Stimulating new ideas to achieve uniqueness.  
**Integrity:** Working with complete transparency and credibility.  
**Dedication:** Fully committed to delivering



### Vision

Our vision is for CDC to become the first choice for companies and individuals seeking excellence and leadership in the fields of advertising, public relations, and integrated services characterized by quality and innovation.

## Public Relations and Strategic Communication

Enhancing public image and ensuring effective communication through public relations strategies and deep market understanding tailored to client needs. Services include:

- Reputation management and media communication.
- Event and conference organization.
- Crisis management and quick solutions.
- Internal and external communication plans.

## Thoughtful Advertising and Targeted Marketing

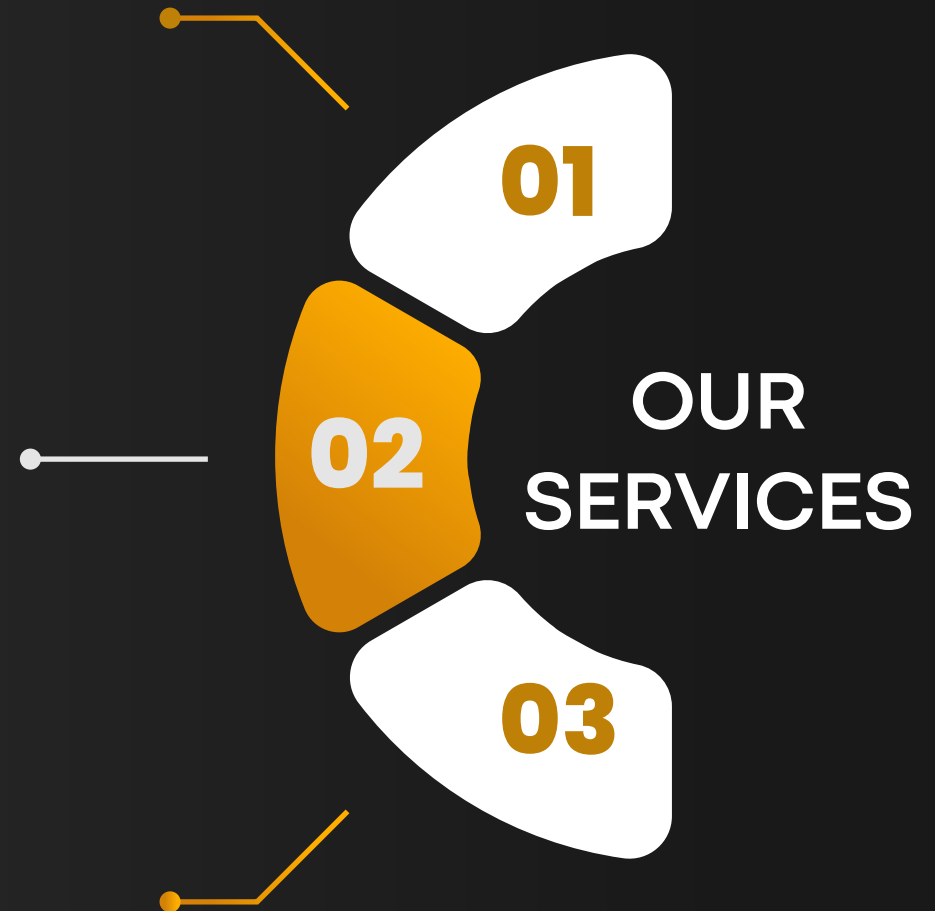
Designing advertising campaigns that meet marketing objectives and target the right audience through advanced techniques and creative ideas. Services include:

- Integrated campaign design and planning.
- Managing digital and traditional platform advertisements.
- Creative content production to enhance brand value.
- Performance analysis and reporting.

## Brand Building and Development

Creating distinctive visual identities and comprehensive brand management to ensure market distinction. Services include:

- Logo and visual identity design.
- Developing marketing messages and creative content.
- Registering trademarks locally and internationally.
- Improving user experience and web design.



## OUR SERVICES

04

05

06

### Digital Marketing and Social Media Campaigns

Innovating digital strategies to ensure optimal audience reach online while maximizing returns on investment. Services include:

- Managing social media accounts.
- Search Engine Optimization (SEO) for increased visibility.
- Content marketing and blog management.
- Digital advertising campaign design and development.

### Influencer and Celebrity Management

Maximizing the impact of public figures on social media through precise and specialized management. Services include:

- Selecting the right influencers for the brand.
- Contract negotiation and collaboration oversight.
- Customized content development with influencers.
- Campaign performance evaluation and results analysis.

### Managerial and Financial Consulting

Providing professional consultancy to support strategic decision-making and achieve financial goals. Services include:

- Managerial consultancy for business development and performance improvement.
- Financial analysis and detailed reporting.
- Financing and investment consultations to maximize returns.
- Operational efficiency improvement and resource management.

## Graphic Design and Artistic Production

Creating innovative visual content that enhances brand messaging and attracts attention. Services include:

- Designing marketing and advertising materials.
- Producing promotional videos and animations.
- Developing visual content for exhibitions and events.
- Printing services and promotional materials design.

## Event and Launch Management

Professional event management to ensure companies achieve their goals and enhance their market presence. Services include:

- Site preparation and setup coordination.
- Large-scale event organization, such as conferences and product launches.
- Managing public relations and media for the event.
- Promotional and marketing strategies for the event.
- Designing engaging activities and side programs

## Event and Launch Management

Our event and launch management services include the following:



**Registration and Invitations Management:**

Managing the registration and ticketing process. Designing and implementing tailored invitation campaigns to ensure the attendance of the targeted audience.



**Major Event Organization:** From conferences and exhibitions to product launches and corporate celebrations.

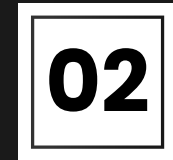


**Public Relations and Media**

**Management:** Preparing and distributing press releases and special event announcements.



**Launch Management:** Planning and managing new product and service launch events, including identifying the right activities to ensure maximum impact.



**Event Marketing and Promotion:** Developing integrated marketing strategies to promote the event through both digital and traditional channels.

Creating Engaging Promotional Content: Such as promotional videos and printed materials.



**Event Coordination:** Coordinating between different teams and partners to ensure events run smoothly.



**Organizing Entertainment and Side**

**Programs:** Designing and implementing entertainment activities like musical performances, live shows, or interactive events.

Providing Side Programs: Enhancing the attendee experience and increasing their engagement.



**Site Preparation:** Selecting the ideal location for the event and coordinating all aspects of setup, such as lighting, sound, and furnishings.

Providing interior designs that align with the event's theme and create a memorable experience for guests.







CELEBRITY ADVANCED  
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WEBSITE



ADVERTISING

USER  
RATING

PEOPLE

MESSAGE



CHAT

UPLOAD  
INSTANT

SEARCH

NETWORK

TAG

NEWS

MESSAGE

VISITS

# SOCIAL MEDIA

COMMUNICATION



MAIL

FRIENDS



BROWSER

VIDEO

FEED

DISCUSSION

ENTERTAINMENT

DOWNLOAD

STEAMING

LIKE

CONNECTIONS

FOLLOW

GROUP

TAG



CHECK-IN

LIKES



Achievements & Brilliance.



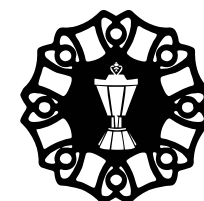


## Our Clients, Our Partners in Success At CDC

we believe that our success is measured by our clients' satisfaction and trust in us. Our clients are the cornerstone of our journey.

They are not just customers; they are partners in success whom we always strive to serve with the best we have to offer. We take pride in every success story that connects us with them and are committed to delivering solutions that exceed their expectations and fulfill their aspirations.

# Our clients



## ESTHEDERM – Age Proteom Launch:

Revolutionized the brand with innovative marketing strategies, gaining immediate attention and becoming a reference in skincare.



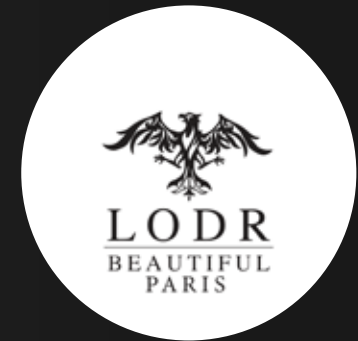
## SANTÉ JUICE – Success from the Start:

Comprehensive brand development led to widespread recognition and rapid success.



# LODR – Arabs Mall Branch and Paris Story Fragrance:

Exceptional event management for a new branch launch, elevating the fragrance to top demand.



# ALBAIT ALAMARATI LLOUD – National Day Campaign:

Record-breaking sales and high audience engagement.



## Gala Event for GENRES Restaurant:

A high-profile event exceeding expectations and enhancing the restaurant's reputation.





## THE TWENTY LOUNGE:

Achieved outstanding success despite tight deadlines through creative collaborations.





## Strategic Partnerships

Collaborating with strategic partners helps deliver integrated solutions that meet the changing market needs and achieve shared goals



**JOURNALISTS**  
AROUND THE WORLD ORGANIZATION  
منظمة إعلاميون حول العالم





## Key Partnerships:






Collaboration with international advertising agencies to expand our service range and offer creative solutions on a global level.

Technical partnerships with specialized digital marketing companies to improve digital performance and deliver effective results.

## Social Responsibility

■ Contributing to the community is an integral part of our vision. We support initiatives that promote sustainable development and encourage innovation. ■

## Contact us

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**Got a goal?** Let us help you turn it into a success story.  
Contact us today to start the journey to success together.



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