Influence, Innovate, Inspire

We make brands matter in Saudi Arabia.

Campaigns, PR, events, stands, brand and digital, planned as one.

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One launch is one story.
It often gets told by four teams.

When a brand launches something new in Saudi Arabia, the work tends to be split. One team writes the press release, another designs the posts, a third builds the stage and a fourth builds the stand. Each does its part well, and the audience still hears four different stories.

THE HAND-OFF PROBLEM

PR	SOCIAL	STAGE	STAND

OUR BELIEF

Write the message once. Build what carries it.

We start with the brief and the audience, decide what has to carry the message, and make those pieces ourselves.

THE EXPERIENCE BEHIND THE APPROACH

More than 30 years of combined experience shapes how we work. Give us the brief and we plan the message and build what carries it, in Arabic and English, to the day it goes live.

The Artcom team

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The Kingdom is building.
Brands that arrive prepared get noticed.



Riyadh at dusk

WHAT IS HAPPENING

Tourism, entertainment, sports, mining and manufacturing are growing under Vision 2030. Expo 2030 and the 2034 World Cup are ahead, and trade fairs fill the calendar.

HOW PEOPLE LISTEN

We write for Saudi audiences in Arabic and adapt for English. A device launched elsewhere reads differently in a Saudi scene, under a headline written for it.

HOW THE MEDIA WORKS

Business, technology and lifestyle desks each want a different angle, and Arabic and English outlets run side by side. A good plan treats them separately.

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What we can count, and what it means for you.

30+

YEARS OF COMBINED EXPERIENCE

More than 30 years of combined experience sits behind every brief we take, so the hard lessons were learned before your project starts.

9

DISCIPLINES

Under one roof.

2

LANGUAGES

Arabic and English.

Riyadh

OUR BASE

Where we work from.

Brands from China, Germany, France and Saudi Arabia have briefed us.

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From brief to delivery, in five steps.

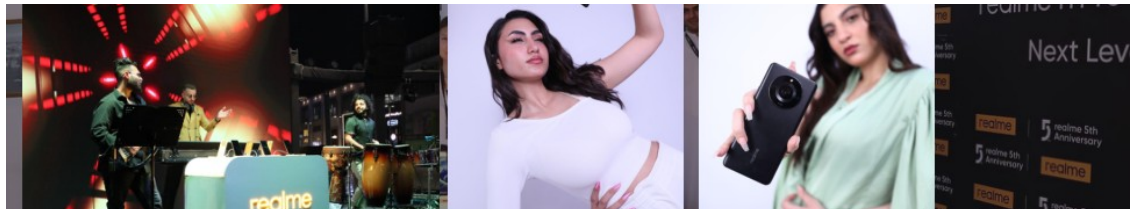
01
Brief
We agree the audience, the scope and the priorities with you.

02
Plan
We define the messages, the channels and the schedule.

03
Create
We develop the content and the production details.

04
Deliver
We coordinate the agreed work and the approvals.

05
Review
We document what we did and agree what comes next.



Production



Media and coverage

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Nine disciplines. One brief.

01
09 →

Campaigns

One idea carried across every format your audience sees.

02
14 →

Social media and content

A feed planned like a campaign and designed like a brand.

03
18 →

PR and media

The right story on the right desk, in Arabic and English.

04
22 →

Events

A room built around one moment.

05
26 →

Exhibitions and stands

A stand that earns the aisle.

06
31 →

Branding and identity

A brand that looks like it means what it says.

07
35 →

Packaging and publications

What people hold tells them who you are.

08
39 →

Printables and gift items

Useful things with your brand on them.

09
43 →

Websites and digital

Easy to find and easy to trust.

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More than 30 years of combined experience, on your brief.

30+ YEARS OF COMBINED EXPERIENCE

Experience shapes how we run a project, from the first brief to the day the work goes live.
ONE OWNER. A SMALL TEAM AROUND THE WORK.

A launch touches the brief, the print shop, the stage build and the press desk, and each one has to be ready for the same day.
One person holds your brief, your timeline and the conversation with you, and a small team builds the work around that person. Experience shows us what to ask first and what to check twice.

For you that means one point of contact from brief to launch day. If we think a plan will not work, we say so early.

ONE TEAM, NINE DISCIPLINES



CAMPAIGNS

One idea across every format.



SOCIAL MEDIA AND CONTENT

A feed planned like a campaign.



PR AND MEDIA

The right story on the right desk.



EVENTS AND STANDS

A room or a stand built around one moment.



BRANDING, PACKAGING AND PUBLICATIONS

A brand that looks like it means what it says.



WEBSITES AND DIGITAL

Easy to find and easy to trust.

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Brands that have briefed us.

realme
vivo
oppo
TECNO
HILTON WORLDWIDE
BAE SYSTEMS
messe frankfurt
BEYOND ONE™
PHILIPS
البنك السعودي للاستثمار
The Saudi Investment Bank
المتركي
ALTURKI
ALARGAN
الأرجان
SETRA
السعودية الإلكترونية للتجارة
Saudi Electronic Trading
VEOLIA
Abdul Latif Jameel LAND



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SECTION 01

Campaigns

One idea, built to run everywhere your audience is.

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One idea, repeated until it is remembered.

WHAT IT IS

A campaign takes one idea and carries it across the formats and places where your audience already is: feeds, outdoor, print and the launch itself.

WHY IT MATTERS

A launch competes with everything else on the phone and in the street. One idea in one look and voice is easier to remember than five good ones that do not match.

HOW WE DO IT

We start with the audience and the message. For Saudi audiences we write the line in Arabic and design around it, then adapt it for English and each format.

KEY VISUALS · SOCIAL · OUTDOOR · PRINT · LAUNCH



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A flagship launch that had to read as one idea.









SQUARE + PORTRAIT

realme

DELIVERED CREATIVE

THE CHALLENGE

A new flagship phone was entering Saudi Arabia, and the launch had to be recognised across several posts at a glance.

WHAT WE DID

We designed the campaign creative for the realme 14 Pro launch: product-led executions in square and portrait formats.

DELIVERABLES

Key visuals · Square and portrait

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Global devices, made local in Arabic.

THE CHALLENGE

Make a global phone range feel local on Saudi feeds.

WHAT WE DID

We planned and designed Arabic content for Xiaomi device launches. Each execution used a headline written for the market and a visual built around the device.

CONTENT PLAN · ARABIC HEADLINES · POST DESIGNS



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Financing explained through ordinary days.

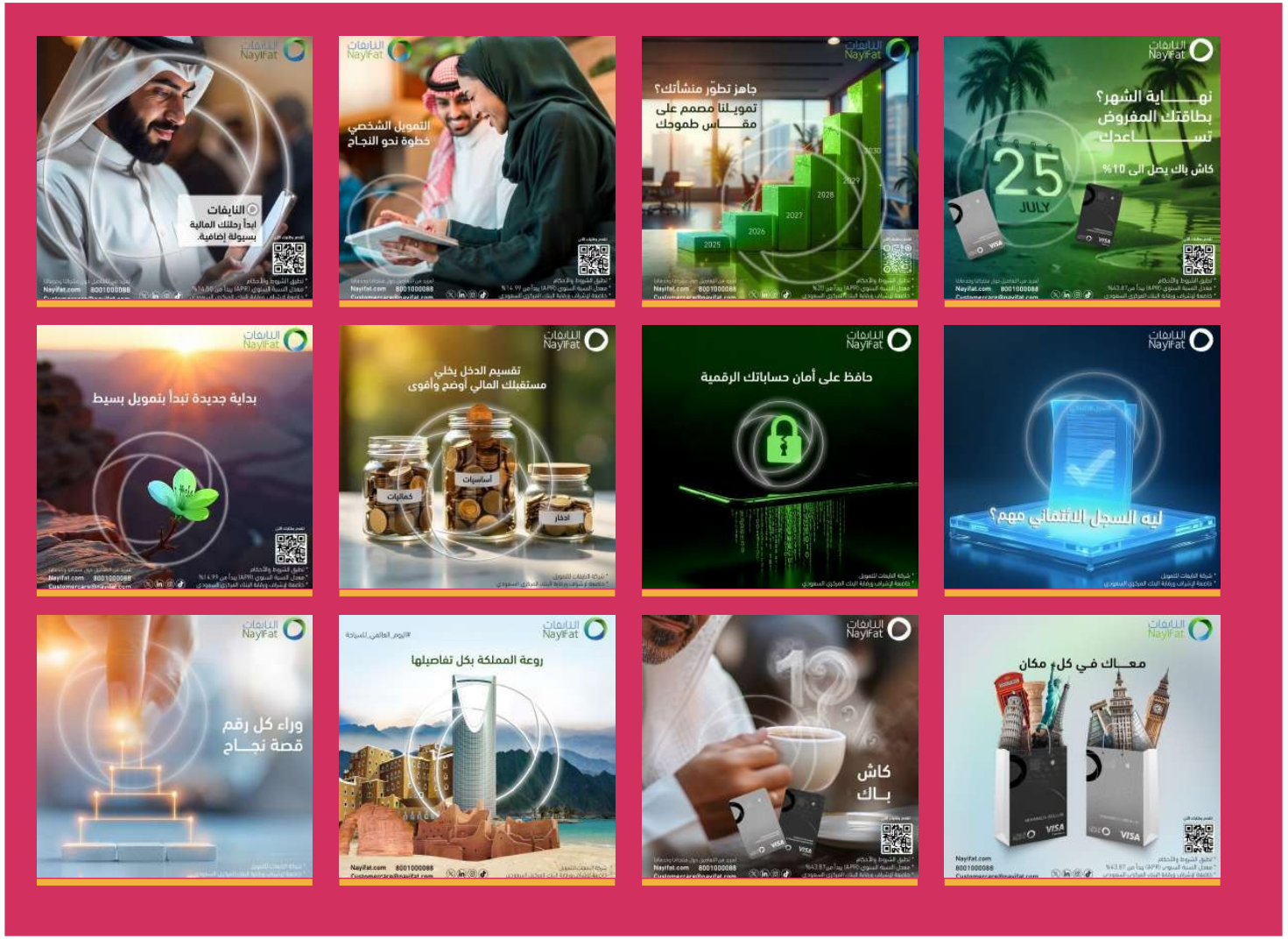
THE CHALLENGE

Explain financing and card benefits without sounding like a bank.

WHAT WE DID

We wrote and designed an Arabic social series for the Nayifat card cash-back, personal and business financing and digital security. It follows everyday Saudi moments, such as the 25th of the month, a trip, a child's first dream and a business growing, with the product as the helper.

ARABIC SOCIAL SERIES · POST DESIGNS



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SECTION 02

Social media and content

Content planned like a campaign and designed like a brand.



















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A feed is a campaign that keeps running.

WHAT IT IS

Social content is the planned, designed and published stream of posts that carries a brand between campaigns.

WHY IT MATTERS

Many people meet a brand on a phone, in small pieces, many times. A feed that looks and sounds the same each time builds familiarity. A feed that changes with every post makes people start over.

HOW WE DO IT

We plan the calendar around the brand's own voice, write in Arabic and English, and design every post from the brand's identity. Each feed comes with mockups, so you see how the posts sit together.

DELIVERABLES

Content calendar · Post and story designs · Arabic and English copy · Feed mockups



Feed mockups, Kempinski Hotels

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Every brand keeps its own look.

Kempinski Hotels | Lenotre Café | Half Million Coffee | Pizzaratti

BRIEF

Content planning and design for hotel, café and restaurant brands.

WHAT WE DID

We planned and designed the posts for each brand and kept every feed in that brand's own identity.

DELIVERABLES

Content plans · Post designs · Feed mockups



Kempinski Hotels



Lenotre Café



Half Million Coffee



Pizzaratti

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Serious subjects, set out clearly.

Rajhi Invest | Dallah Hospital | KIS International Schools | Areeb HR

BRIEF

Content planning and design for investment, hospital, school and recruitment brands.

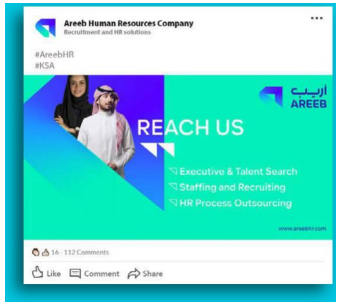
WHAT WE DID

We planned and designed the content for investment, hospital, school and recruitment brands, each feed in its own brand's identity.









DELIVERABLES

Content plans · Post designs · Feed mockups

Rajhi Invest

Dallah Hospital

KIS International Schools

Areeb HR



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SECTION 03

PR and media

The right story on the right desk, in Arabic and English.

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One announcement, written for each desk.

WHAT IT IS

PR is how your news reaches journalists and editors, and through them the people who read them.

WHY IT MATTERS

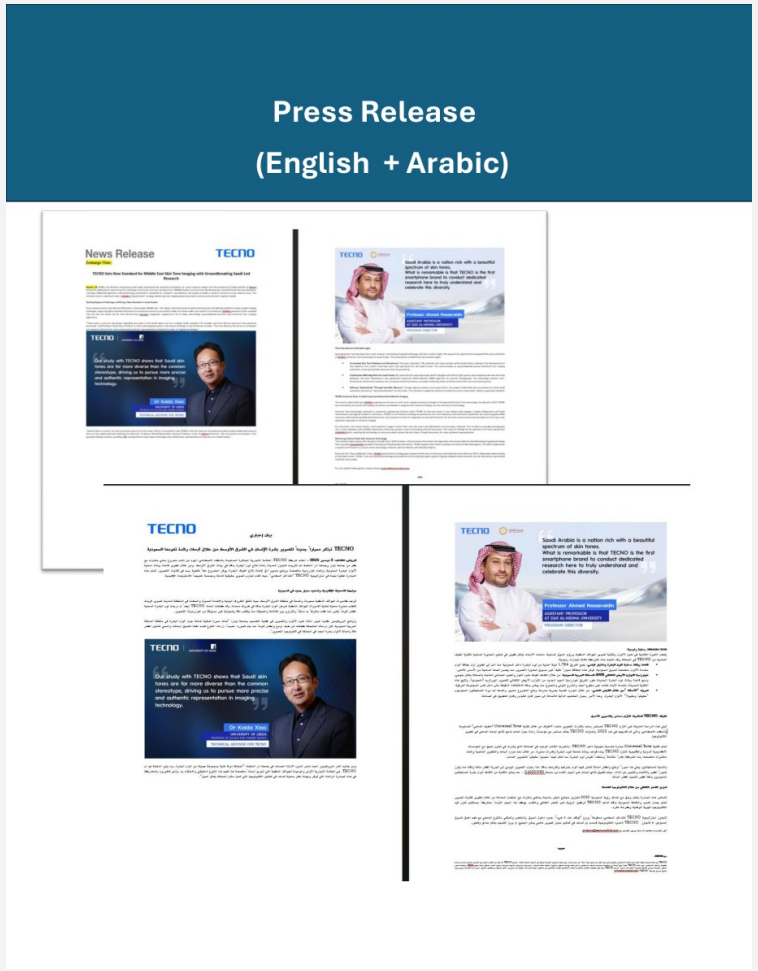
Business, technology and lifestyle desks each want a different angle. One release sent to every desk rarely fits any of them.

HOW WE DO IT

We sort the media by desk, write the invitation and release in Arabic and English, brief your spokespeople and coordinate access on the day. After the event we compile the coverage.

DELIVERABLES

Media plan by desk and tier · Arabic and English invitations and releases · Briefing notes and spokesperson access · On-site media coordination · Coverage report



Press clippings, consumer technology launch

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realme

REALME · CONSUMER TECHNOLOGY

BRIEF

Introduce a new flagship phone to Saudi business, technology and lifestyle media, in Arabic and English.

WHAT WE DID

We wrote the PR plan for the realme 14 Pro launch: separate business, technology and lifestyle desks, Arabic and English invitations and releases, briefing notes, executive access and on-site coordination.

Delivered media plan

ONE MESSAGE · THREE DESKS

Business desk

Technology desk

Lifestyle desk



TECNO

TECNO · CONSUMER TECHNOLOGY

BRIEF

Put one announcement in front of consumers, technology readers and business audiences at once.

WHAT WE DID

We wrote the release in Arabic and English and distributed it across national, regional, business, technology and lifestyle media. A coverage report followed.

DELIVERABLES

Media plan · Arabic and English releases · Coverage report



Press clippings

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VIRGIN MOBILE · BEYOND ONE · TELECOM

BRIEF

Reach every audience in the Kingdom for a mobile brand, from the mass market to investors.

WHAT WE DID

We built a tiered media plan in Arabic and English: national leaders for credibility, regional and local titles for reach, then business and investor, technology, and lifestyle media. It runs as a monthly package.

Media plan

- National leaders
- Regional and local
- Business and investor
- Technology
- Lifestyle

MESSE FRANKFURT · EXHIBITIONS

BRIEF

Introduce a German trade-fair organiser's Saudi operations to the Saudi press.

WHAT WE DID

We prepared the press package for the Ambiente, Christmasworld and Creativeworld press conference in Riyadh, distributed the releases in Arabic and English and planned the announcement of the new Saudi branch.



Ambiente roll-up

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SECTION 04

Events

A room built around one moment.



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Guests remember the room they stood in.

WHAT IT IS

Events are the launches, openings and awards where your product or your people are the main act.

WHY IT MATTERS

What guests see and hear in the room is what they remember afterwards. The plan has to start there and work back to the logistics.

HOW WE DO IT

We draw the room first: stage, screen, displays, photo points and the path a guest walks. Then we plan media access, the schedule and the filming and photography.

DELIVERABLES

Concept and room plan · Stage, screen and display units · Guest and media access plan · Photography and video · Post-event coverage report





Red carpet and step and repeat wall

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SAUDI FASHION AWARDS 2025



Saudi Fashion Awards 2025, red carpet

Press looked after from accreditation to coverage report.

BRIEF

Media accreditation, on-site press handling and coverage reporting for the Saudi Fashion Awards 2025.

WHAT WE DID

We ran media accreditation, handled the press on site, prepared bilingual press materials and compiled a post-event coverage report.

DELIVERABLES

Accreditation sheet · On-site media handling · Bilingual press materials · Coverage report



Showcase artwork



Award key visual

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Two launches, planned room by room.

VIVO · CONSUMER TECHNOLOGY

BRIEF

Give the V50 launch the feel of a premium unveiling.

WHAT WE DID

We designed the launch as a gallery. The phone sits in a lit display as the exhibit, framed visuals set the room, and a stage with an LED backdrop is the shared reveal. The plan also covers a photo area, guest dining, and photography and video.

Event concept

ROOM PLAN · DRAWN FOR THE BRIEF

Lit product display	Stage with LED backdrop
Photo area	Guest dining

MESSE FRANKFURT MIDDLE EAST · ACHEMA MIDDLE EAST

BRIEF

Bring senior industry guests together for an invite-only executive launch.

WHAT WE DID

We scoped the communications and content around the event: a build-up day, a networking forum, an executive lunch, and live social and media capture.

Event scope

Time:	09:00 AM – 02:00 PM
Build up Date:	Tuesday, 16 Sep 2025
Location:	Hilton Riyadh Hotel, Saudi Arabia
Supported by:	Ministry of Industry & Mineral Resources (MIM)
Organised by:	Messe Frankfurt Middle East
Powered by:	DECHEMA

The **Executive Launch Event of ACHEMA Middle East** is a high-level, invite-only gathering designed to bring together international and regional C-level executives with Saudi government and policymakers as well as GCC stakeholders

Executive launch event brief, scope excerpt

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SECTION 05

Exhibitions and stands

A stand that earns the aisle.



BAE Systems, exhibition display

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Visitors decide from the aisle.

WHAT IT IS

A stand is the space your brand holds at a fair: its shape, its light, its screens and the way people move through it.

WHY IT MATTERS

A visitor sees a stand from a distance before reading a word on it. It has to be clear and inviting from there.

HOW WE DO IT

We design in 3D first so you see the stand before it exists. Then we build it, install it and set the graphics, lighting and screens on site.





Sinclair stand design render

DELIVERABLES

3D renders · Stand build and installation · Graphics, lighting and screens · On-site setup



NGRT booth, designed and built by Artcom

Orange arches, blue light, open seating.

WHAT WE DID

We designed and built the NGRT booth: an overhead fascia, orange arches edged in blue light, open seating and a branded reception counter with a screen.

Booth design and build

Deliverables: booth design, build and installation

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Four ways a stand meets its audience.



Pepsi stand



Lenovo kiosk



Anker display



Start in Saudi Arabia stand

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Three distinct stand designs.

Concept renders from the supplied exhibition catalog.



Koch stand, design render



Nestle Nido stand, design render



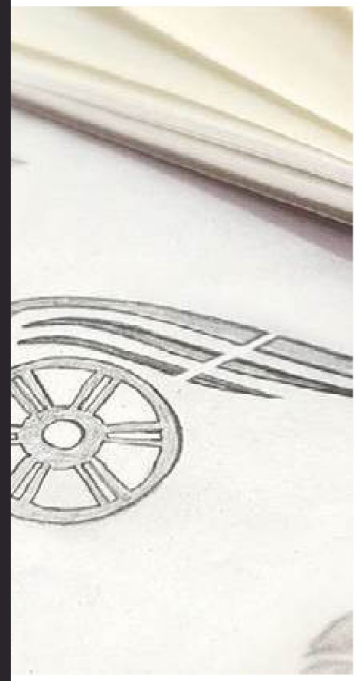
Seaen stand, design render

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SECTION 06

Branding and identity

A brand that looks like it means what it says.











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People trust what looks consistent.

WHAT IT IS

An identity is the logo, the colours, the type and the rules for using them, applied to everything the business owns.

WHY IT MATTERS

A business with one clear look is easier to recognise and easier to trust. Without rules, every new sign, menu and uniform drifts a little further from the last.

HOW WE DO IT

We learn the business and its audience, design the logo system, then test it on real things: stationery, signs, uniforms and vehicles. We finish with a brand manual so anyone can use it correctly.

DELIVERABLES

Logo system · Colour and typography · Stationery, signage and vehicle applications · Brand manual





Brand manual spread

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From logo to forecourt.

AutoBaz Car Dealership | **Pro Oil** | **Tatweer Real Estate** | **Manafea Investment**

BRIEF

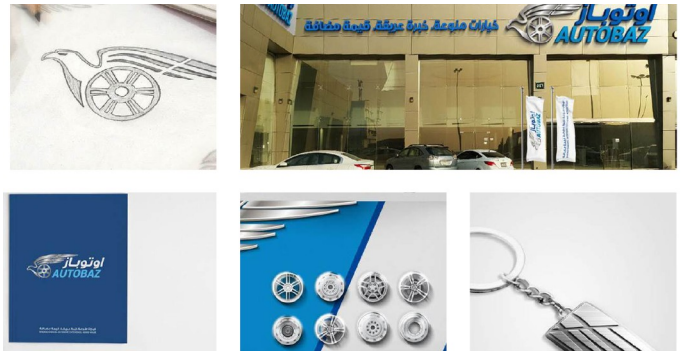
Identity development and branding for a car dealership, a fuel retailer, a real estate developer and an investment company.

WHAT WE DID

We developed each identity and then applied it where customers meet it: a showroom front, a fuel station and its tanker, stationery and signage.

DELIVERABLES

Logo and identity · Stationery · Signage and vehicle applications



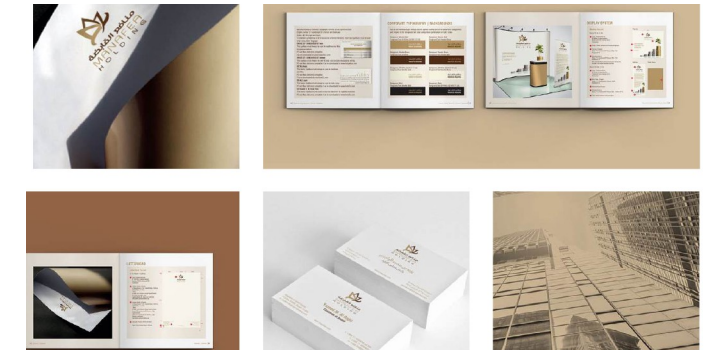
AutoBaz Car Dealership, showroom front



Pro Oil, station and forecourt

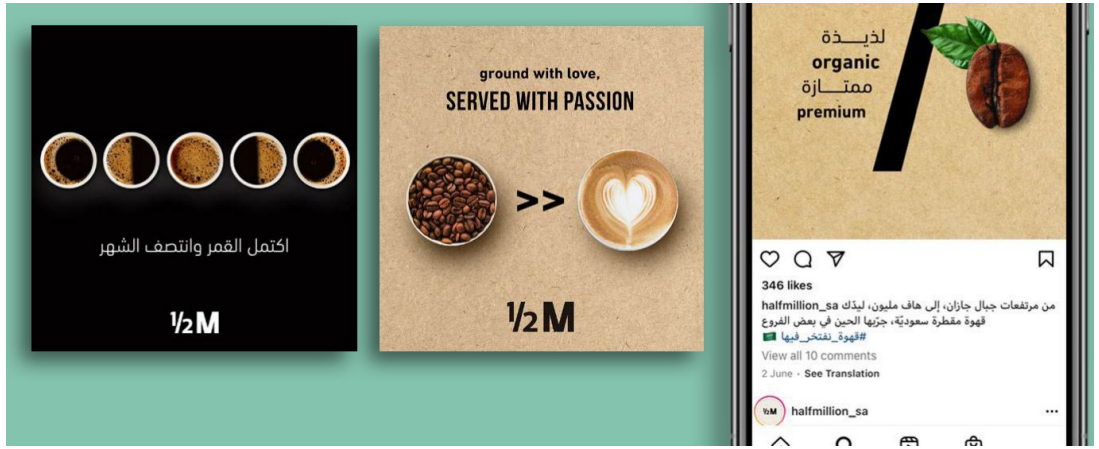


Tatweer Real Estate, identity board



Manafea Investment, identity board

One group, five food and drink



Half Million identity

BRIEF

Identity development and branding for the group's brands: Half Million, Pizzaratti, 2EAT, Dhoof and Cone'n.

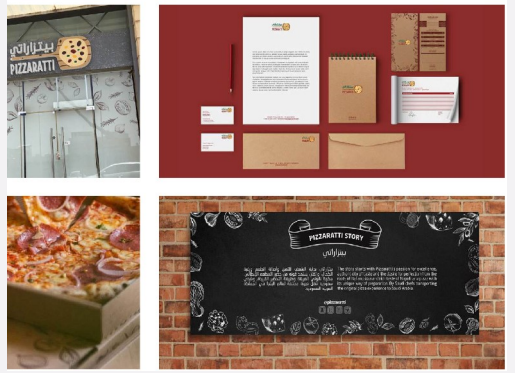
WHAT WE DID

We developed each brand's identity and wrote brand manuals for Half Million, Pizzaratti and 2EAT.

Deliverables: logo and identity, brand manuals. Half Million's feed is on p. 16 and its packaging on p. 37.



Brand manual



Print and menu system



Packaging



Packaging







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SECTION 07

Packaging and publications

What people hold tells them who you are.

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The part of your brand people actually touch.

WHAT IT IS

Packaging is the box, bag or cup. Publications are the profile, the annual report, the leaflet and the brand manual.

WHY IT MATTERS

Customers hold these pieces and read them closely, so they carry the brand into the hand and onto the table.

HOW WE DO IT

We design from the identity so every piece belongs to the same brand, and we plan each layout for the product it holds or the story it tells.





Packaging design

DELIVERABLES

Packaging design · Corporate profiles and annual reports · Leaflets and print collaterals · Brand manuals

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Packs that carry the brand from kitchen to table.

Pizzaratti | Half Million | Cone’n | Lenotre Café

BRIEF

Packaging for food and drink brands.

WHAT WE DID

We designed packaging for each brand in its own identity, so a takeaway looks like the restaurant it came from.

DELIVERABLES

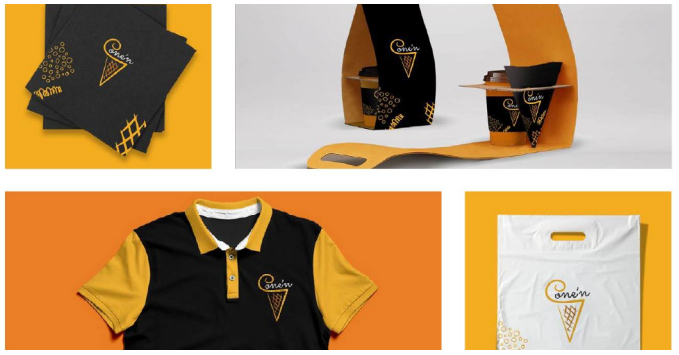
Packaging design



Pizzaratti, packaging



Half Million, packaging



Cone’n, packaging



Lenotre Café, packaging

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Reports and profiles that look like the company behind them.

Herfy Foods | **Rajhi Invest** | **Areeb HR** | **SMASCO Manpower Co.**

BRIEF

Annual reports and corporate profiles.

WHAT WE DID

We designed annual reports for Herfy Foods and Rajhi Invest and corporate profiles for Areeb HR and SMASCO, each on its client's identity.

DELIVERABLES

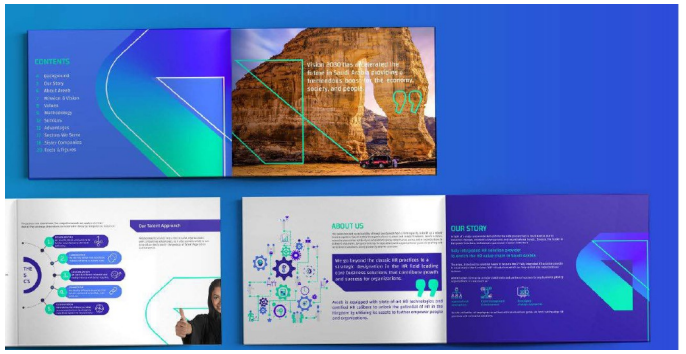
Annual reports · Corporate profiles



Herfy Foods, annual report



Rajhi Invest, annual report



Areeb HR, corporate profile



SMASCO Manpower Co., profile



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SECTION 08

Printables and gift items

Useful things with your brand on them.

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Gifts people keep on the desk.

DELIVERED Presentation boxes, awards and keepsakes.



Chocolate gift set



Presentation box with insert



Hourglass keepsake



Acrylic awards

ITEMS

Chocolate gift set · Presentation box with insert · Hourglass keepsake · Acrylic awards

Produced by Artcom for its clients.

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Stationery that gets used every day.

DELIVERED Notebooks, pens and tote bags.



Notebook, pen and tote bag set



Hard-cover notebook



Notebook with printed pattern

ITEMS

Notebook, pen and tote bag set · Hard-cover notebook · Notebook with printed pattern

Produced by Artcom for its clients.

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Ready for the event team on the day.

DELIVERED

Staff vests and signage plaques for events.



Staff vest



Event signage plaques

ITEMS

Staff vest · Event signage plaques

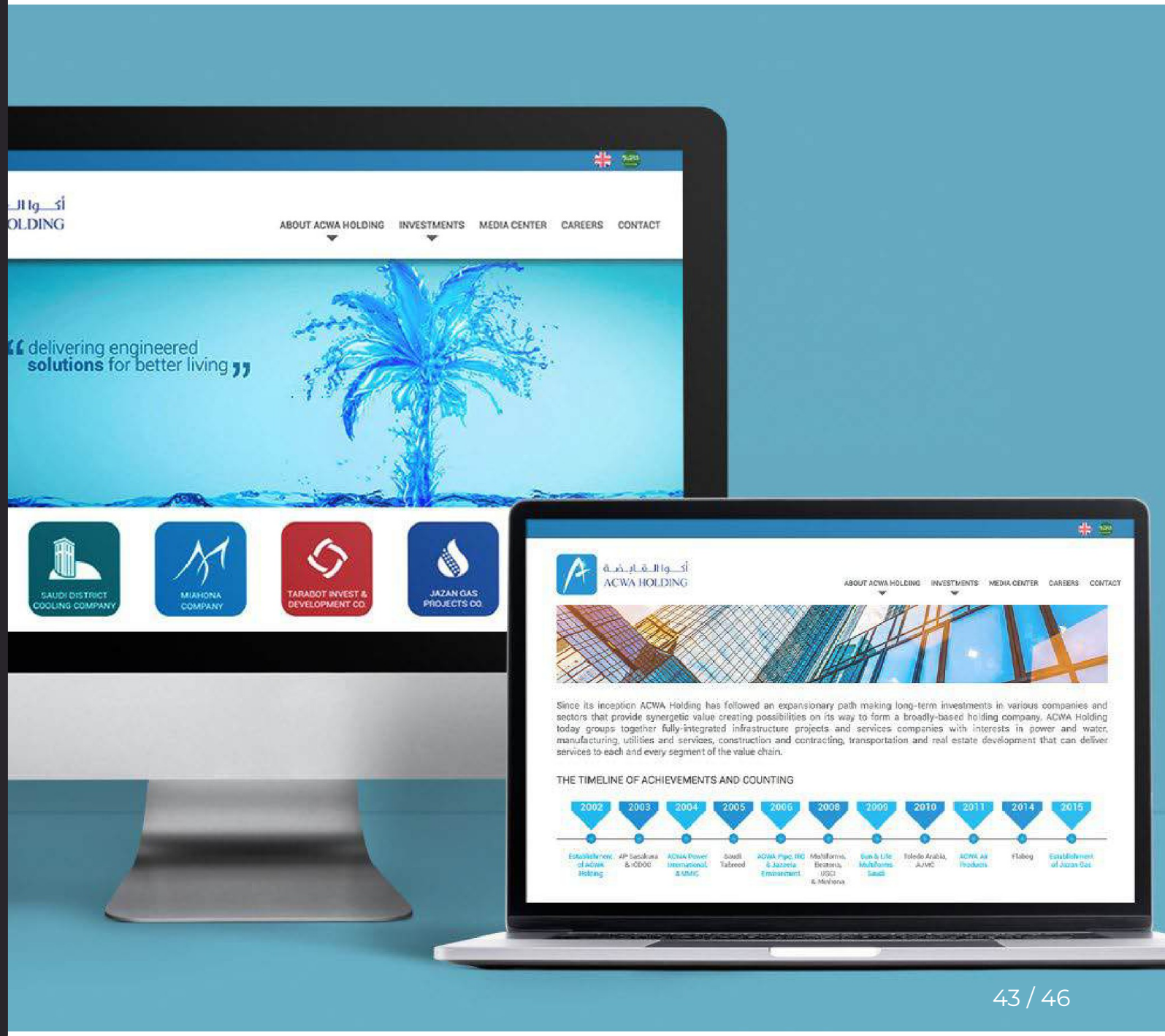
Produced by Artcom for its clients.

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SECTION 09

Websites and digital

Easy to find and easy to trust.



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Many customers check you online before they call.

WHAT IT IS

A website explains your business; organic search and paid media help people reach it.

WHY IT MATTERS

Clear content answers questions. A media plan defines whom to reach, which channels to use and what budget to allocate before buying placements.

HOW WE DO IT

We design Arabic and English sites for phones and desktops, plan paid search and social placements against an agreed audience and budget, then review campaign reporting.



Website design and development

DELIVERABLES

Website design and development · Arabic and English layouts · Search optimisation · Media Buying & Planning

Sites that look like the brand and work on a phone.

ACWA Holding | **ClickClean App** | **Bello Gelato**

BRIEF

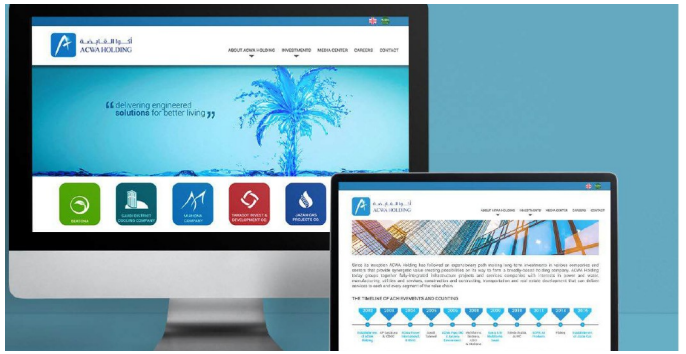
Website design and development for investment, services, app and hospitality brands.

WHAT WE DID

We designed and developed each site on its client's identity, with a layout for desktop and for phone.

DELIVERABLES

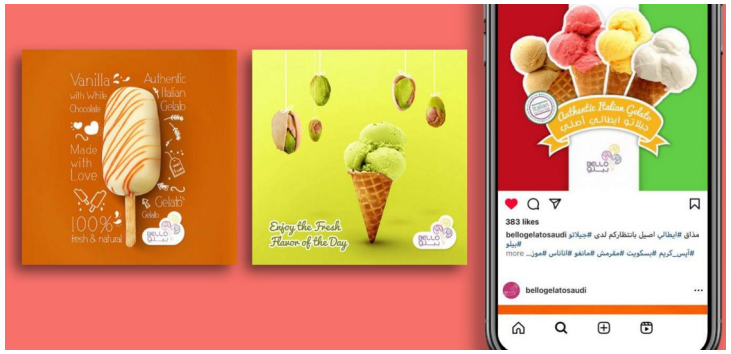
Website design · Development · Desktop and mobile layouts



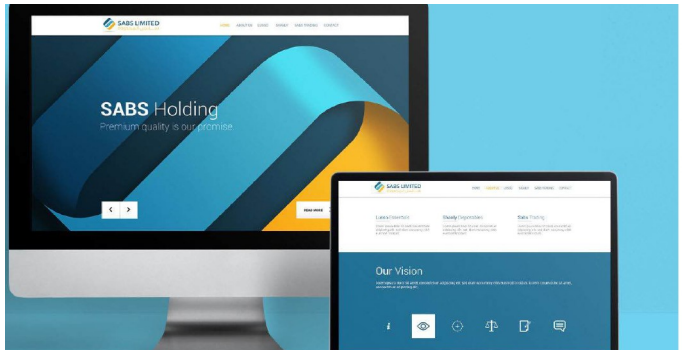
ACWA Holding, website



ClickClean App, website



Bello Gelato, website



Website design

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Bring us the brief.

Campaigns, PR, events, stands, brand and digital, planned as one.

CONTACT

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