



Markup your Point and create it through Pixel!

Each stage in life has a starting point, and through pixels, we illustrate the starting point for each successful brand. We believe that the dream of an ambitious entrepreneur only could be explicated with us. We strive to become a part of each success that is occurred through forming an infallible vision for any eventuated collaboration.

Poixel is found to empower the market with creative and original visual communication that can attract the market demand. We build our portfolio based on case studies and analysis, as we innovate a market value for a simple scratch through combining creative design and marketing standards.

Our Formula

Advance pioneers with impeccable strategies to build successful business stories.

Poixel is a branding and marketing creative studio based in Kuwait that is specialized in assisting businesses and entrepreneurs to develop their brand strategy in the market.

We mainly focus on building an interactive strategy to humanize the brand which would create a relationship between the targeted audience and the brand through using graphic design, visual content, digital marketing, mass production & strategic planning.

Our Mission

Fulfill business needs by illustrating creative marketing strategies based on statistical case studies.

We promise our clients to develop a timeless design and brand growth strategy which can enhance their market position. As we emphasize to develop a timeless collaboration with ambitious people to illustrate our philosophy in the market.

We deliver strategic marketing & branding plans based on statistical case studies and market research, which makes our deliverables efficient and effective for any project.

We believe that the brand is the first chapter of each successful business story as we always emphasize to be part of any success to empower our portfolio.

Our Vision



Change the world by providing creative and credible solutions for those successful pioneers.

Branding

- Brand Identity
- Brand Development
- Brand Strategy

Marketing

- Marketing Research
- Marketing Strategy
- Marketing Analysis

Digital

- Social Media
- Search Engines
- Sponsor Ads

Design

- Graphic Design
- Print & Packaging
- Collaterals

Content

- Photography
- Videography
- Copywriting

Public Relation

- Events Management
- Events Coverage
- Events Promotion

Our Services



AITCH AITCH

Fashion & Accessories

Branding & Positioning

Kuwait - 2018

Enhance the brand identity to represent beauty & luxury for those elegant women.

Brand Overview

Aitch Aitch is a fashion local Kuwaiti brand that produces and designs exclusive purses targeting middle and upper classes. The brand name refers to the brand founder Hadeel Al Humaidi, which the brand uses the first two initials. In addition, the brand values stand for luxury and elegance.

Aitch Aitch



AITCH AITCH

Grace Your Beauty, Grace it with Aitch



/ Challenge

Due to the new product line that the brand is going launch, using high-end materials, the brand wants to enhance its marketing position and retarget those upper classes by adding a taste of luxury to its brand.

/ Solution

Develop a brand identity that illustrates an exclusive, elegant brand image in the market, as Aitch Aitch designs high-end apparels through considering the targeted segment which is looking for luxurious and modern products. In addition, the brand name has been changed from Double Aitch to Aitch Aitch to enhance the brand's market position and image which makes it easier to be retrieved and memorized.

Proposal



AITCH AITCH

[HOME](#)

[ABOUT](#)

[BAGS](#)

[HEELS](#)



GOLDEN BROWN AITCH
PLATTED IN 24 K GOLD





Home Maintenance

Branding & Positioning

Kuwait - 2019

Introduce familial brand that can be a part of each house

Brand Overview

Mertah is a mobile application that is specialized in assisting householders to maintain their houses by delivering professional maintenance services to satisfy their leisure. The brand name refers to customer relief and satisfaction.

Mertah





Life for your Leisure!

/ Challenge

Due to the new technology implemented within the brand, the market has a limited number of competitors. As the brand differentiates itself from those competitors by providing certain subscriptions which can gain a faster growth and attain a good market position in the market. In addition, the brand doesn't have a certain launch campaign to start with that can assist the brand to build its image in the market.

/ Solution

Design and develop a brand identity representing credible and professional skilled staff that can create a trust chain between the brand and its clients. The identity should be comfortable for the eyesight which can create a customer curiosity and bring up a question about the brand. In addition, we had to develop and manage an online marketing campaign to build a strong brand image since its establishment date.

Proposal



Are you busy later? I need corrections made on colors? Moreover, there are more projects lined

I'm not really sure, try something else. I was worried in the flyer that's great, but can you make it work at level. You are lucky to even be doing this for us if to have in your portfolio. I like it, but can the intro be doing this for us, yet start on it today, and we think this could go viral. I think we need to start in handshake. I know you've made thirty iterations the best version so can you help me out? Could you pimp this powerpoint? We need more geometric groups of people having non-specific types of fun. This concept is bang on, but can we look at a groups of people having non-specific types of fun. There is too much white space. Could you rotate the picture to show the other side you pimp this powerpoint? We need more geometric groups of people having non-specific types of fun. This concept is bang on, but can we look at a groups of people having non-specific types of fun. There is too much white space.

Ok, that's it, let me tell you all this again so you can understand it better.
I think we need to start from scratch!





mertah



Please keep yourself away
from the door to prevent any
unforunte accedints!

FEBRUARY 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
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28	29					



www.mertah.co
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 **mertah**



N I N A

JEWELLERY

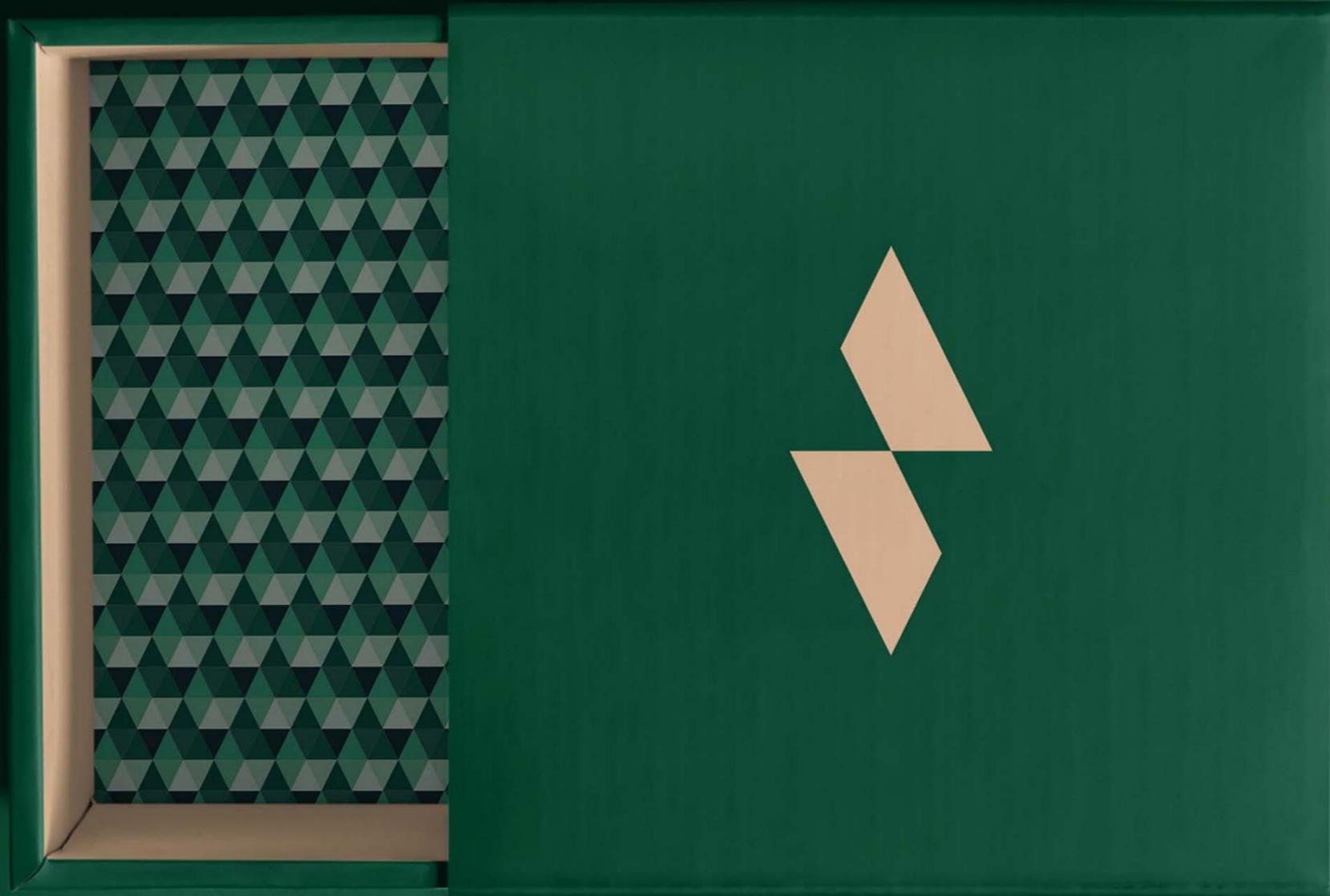
Jewellery
Branding & Positioning
Kuwait - 2019

Uplift the brand to establish its luxurious brand image in the market.

Brand Overview

Nina is a feminine local Kuwaiti brand that designs handmade customized jewelry targeting upper-middle and upper classes. The brand name is a native American word which stands for solidity and power, which reflects the feminism's values.

Nina



Admire yourself with a timeless story!

/ Challenge

The brand wants to target a new audience, segmenting their clients into two different categories; males & females. In addition, the brand looks to invest its designs into medium-end jewelry which can be afforded by those middle-class people. On the other hand, the brand identity was not representing the marketing objectives and goals.

/ Solution

Design a brand identity that illustrates the brand values which are Timeless, Originality, Luxurious, Uniqueness, Maturity, Daring and Boldness. In addition, we redeveloped the brand name to provide a luxurious sense, using the word "Jewellery" instead of "Gems". Moreover, we worked on the brand statement refining its marketing goals to enhance the brand image in the market.

Proposal



KUWAIT
Est. 2014

NINA
JEWELLERY

Noura Al Rashidi
Founder

+ 965 (60) 00 - 4825
n@nina-jewellery.com
www.ninajewellery.com

ABAYA
POPUP
EXPO



Fashion
Branding
Kuwait - 2017

Establish a new brand identity to adapt with the market demand.

Brand Overview

Abaya is an exhibition which focuses on the latest trend and traditional clothing, transforming traditions into a trend by showing a variety of abayas decorated with different colors and patterns.

Abaya



Yasmin Al Mustafa

Exhibition Organizer

Phone Number
+965 - 97885457

Business Mail
info@abayatrendexpo.com

Website
www.abayatrendexpo.com

We makeup trends out of traditions!

ABAYA
TREND
EXPO



We makeup trends out of traditions!

/ Challenge

The exhibition wants to enhance its brand image through developing a cultural image targeting those Arab females who are interested in wearing unique traditional clothing. As the exhibition takes its place every year through collaborating with local designers who are interested to pop up their creativity.

/ Solution

Develop a brand identity that illustrates elegance and traditional brand image in the market. The brand enhancement is built based on the local culture targeting those who have an interest in sharing the creativity and uniqueness through their clothes.

Proposal



ABAYA
TREND
EXPO

عَرَبِيَّاتُ

We makeup trends out of traditions!



+965 - 98775457
info@abayatrendexpo.com
www.abayatrendexpo.com



PERSPECTIVE PSD STATIONERY
ENVELOPE AND ITS PSD BUSINES

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EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLC
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We makeup trends out of tradition!

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We makeup trends out



نست
nest

Furniture

Branding

Kuwait - 2018

Rebrand to enhance the brand image to target those high class audience.

Brand Overview

Nest

Nest Home Furniture is a Kuwaiti company that specialized in decoration and interior design. Also, it is specialized in supplying high-quality modern home furniture.



Subject: Congue leo eros donec quisque

Date: 20 September 2018

Dear Mohamed,

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/ Challenge

The company wants to rebrand to compete with other local & global competitors in the Kuwaiti market to gain a market share. As the brand was targeting a specific local segment, aiming to meet their luxurious preference through their home furniture and decoration.

/ Solution

Develop a brand identity that illustrates luxurious and classy brand image in the market. The brand enhancement is built based on the global preferences to allow the brand to enter any market without facing any cultural or market barrier through the development of their brand name "Nest", which refers to the bird's house which also refers to the house itself. Also, it would be easier to be retrieved and memorized.

Proposal



Üniversite
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Subject: Co
Date: 20 9

Dear M

Lors
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Textured Pillows

Orange Patterned Pillow

29.950 KWD

GAMESTORE

Gaming
Branding
Kuwait - 2017

Establish a new brand identity to adapt with the market demand.

Brand Overview

Game Store Co. is a retailer and wholesale distributor of interactive video games and gaming products, including software, hardware, and accessories. Besides, the company has launched its website aiming to gain a market share in the E-Commerce industry.

Gamestore

GAMESTORE

/ Challenge

As Game Store has been established as a gaming company for a decade, the company has been trying to enter the retail local market by developing a standard brand, which didn't lead to any outcome. The brand identity was basic in terms of brand mark, website, packaging & colors.

/ Solution

Develop a brand identity that illustrates the brand's mission and vision, to be the ultimate pioneer destination for video games in the region through constant market growth. Poixel worked on refining the brand's image in the market by developing its strategy.

Proposal

CAMESTORE

شركة كامستور للالعاب الحركية ذ.م.م
Game Store Co. for Video Games (W.L.L.)

Al Rehab Complex, Turaha Street, Mezzanine Shop No. 4, Hawalli, Kuwait
www.gamestore.com.kw | info@gamestore.com.kw | +965-221-251-05



GAMESTORE

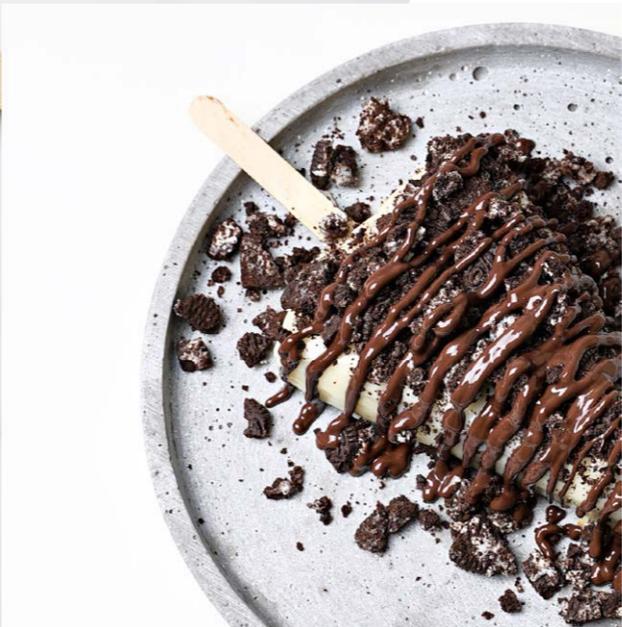
GAMESTORE

Falah Al Ajmi
General Manager

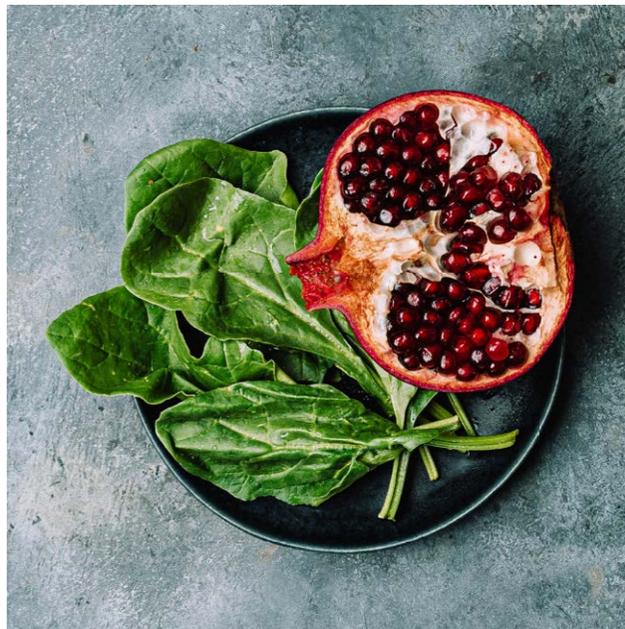
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falah@gamestore.com.kw
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**If you are a pioneer, Poixel is the place where
your ideas belong to.**

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