



Portfolio '20

Hello

01.The Studio

Poixel is a branding & marketing creative studio based in Kuwait and Dubai which is specialized in developing creative solutions in the market.

“We advance pioneers with successful brand strategies and marketing implementations”

Mohammed Al Marouf, Founder

02.The Office

Kuwait Office | Office H, Floor 24, Crystal Tower, Ahmed Al Jaber St., Sharq, Kuwait City

Dubai Office | Office 21, Floor 3, Building 3, Dubai Design District, Zabeel 2, Dubai Emirate

+(965) 976 45457

+(971) 528 643441

03.Capabilities

Market Research

Surveying, testimonials, in-field research, focus group & analysis.

Brand Development

Brand auditing, strategies development & branding.

Brand Execution

Brand establishment, brand implementations & content creation.

Digital Marketing

Digital advertising, search engine optimaization & social media.

Process

04. Research

As we initiate our case studies by implementing credible and up-to-date information, backed up with authentic **marketing research**.

1.
Identify challenges by
a secondary research

2.
Establish research
goals & objectives

3.
Prepare and develop
the research plan

4.
Intiate research and
start collecting data

5.
Analyze data and
summarize research

6.
Develop & establish
creative key solutions

05.Development

We **develop brands**, exposing their core benefits and build successful strategies that can lead corporates to gain a potential market share.

1.
Prepare and establish
a market research.

2.
Setup brand strategy
and its persona.

3.
Design and develop a
brand identity.

4.
Prepare and design a
marketing strategy.

5.
Implement strategies
to establish the brand.

6.
Inspect ideas and
revise to execute.

06. Execution

We **execute** our projects by implementing creativity and simplicity that can illustrate a visual communicational strategy with the brand's audience.

1.
Analyze market
competition & gaps.

2.
Develop and design
visuals guideline.

3.
Prepare constant
marketing plan.

4.
Find key performance
indicators.

5.
Develop & prepare
online content.

6.
Publish content and
keep updating.

07.The Purpose

As a Director, you are asking yourself, “***Why would I choose Poixel instead of another studio?***”

We are Superheroes, skilled & professional who will be able to build perfection, using our marketing and branding solutions, & engaging with the required objectives.

You will not receive any solution until we emphasize our professionalism by building extensive research to support its credibility & accuracy within the market.

We are experienced, credited & supportive to any creative idea.

A perfect brand needs a perfect team to support it.

Cases

Joya

Meditation and breathing center in Dubai, aims to embrace human beings' life obstacles through developing guidelines for individuals who are willing to enjoy their lives.

“To teach human beings how to enjoy their lives in a stable state of mind and emotions.”

Industry

Human Development

Project Duration

Four Months



Objective

- Identify market gaps, competition & value.
- Define the brand's target audience & taste.
- Develop effective brand & marketing strategy.
- Design attractive brand visual identity.
- Support brand establishment in the GCC market.

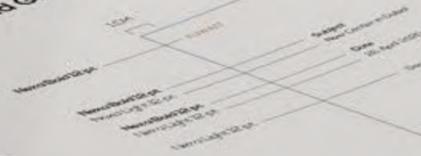


Outcome

- Average Market Value of \$60,000,000
- Potential Market Share of 1 - 4% within a year
- Structured Brand Architecture
- Structured Annual Marketing Plan
- Interactive Brand Persona

Marketing Collaterals

Letterhead Guideline



Iconography

Iconography



Sun



Moon



Tree

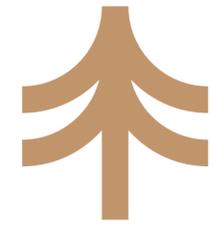
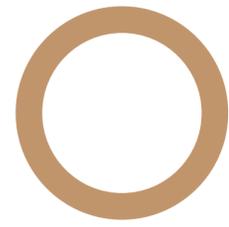
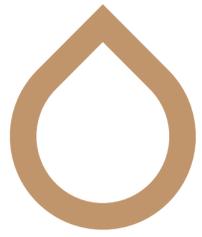


Water



Heart

The following iconography is used for building an emotional relationship between the client, center & earth. It can be used to form golden accessories by making necklaces & earrings.







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Mertah

Mobile app specialized in assisting householders to maintain their houses by delivering professional maintenance services to satisfy their leisure.

“Provide innovative amenities to meet the family’s requirements at their homes”

Industry

Home Maintenance

Project Duration

Six Months

FEBRUARY 2016

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www.deskcalendar.com
deskcalendar@contact.com
+ 214 8471 98XX

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 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.



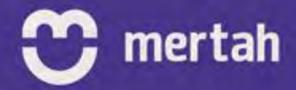
Solution

Develop a brand identity representing professional and credible skilled staff that can create a trust chain between the brand and its clients. The identity is comfortable for the eyesight which can create a customer curiosity and bring up a question about the brand. In addition, we had to manage the brand's online marketing campaign to build a strong brand image through its establishment.



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mertah







Branding

Aitch Aitch

A fashion brand that produces and designs exclusive purses targeting middle and upper classes. In addition, the brand values stand for luxury and elegance.

“Gracing the beauty of any gorgeous female gracing with Aitch”

Industry

Apparel

Project Duration

Two Months



AITCH 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 & image which makes it easier to be memorized.



AITCH AITCH

HOME

ABOUT

BAGS

HEELS



GOLDEN BROWN AITCH
PLATTED IN 24 K GOLD



Nest

Nest is a local brand specialized in supplying high end furniture. As it is specialized in supplying high-quality modern home furniture, operating multiple showrooms to compete with competitors to gain a market share.

Industry

Furniture



Textured Pillows
Orange Patterned Pillow
29.950 KWD

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.



تلفون: (22) 000 00
info@nestkuwait.com
www.nestkuwait.com

Solution

Develop a brand identity that illustrates luxurious & 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 & memorized.



nest



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Game Store

Game Store company is a retailer & 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.

Industry

Gaming

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.

GAMESTORE

شركة خدمات الألعاب الإلكترونية
Game Store Co. for Video Games (W.L.L.)

Al Rehab Complex, Tunisia Street, Mezzanine, Shop No. 6, Hawalli, Kuwait
www.gamestore.com.kw | info@gamestore.com.kw | +965 - 226 - 250 - 05

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.

GAMESTORE

Falah Al Ajmi
General Manager

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falah@gamestore.com.kw
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Al Rehab Complex, Tunisia Street,
Mezzanine, Shop No. 6, Hawalli, Kuwait

Abaya

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.

Industry

Apparel



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

ABAYA
TREND
EXPO

We makeup trends out of traditions!

Yasmin Al Mustafa

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.

ABAYA
TREND
EXPO



We makeup trends out of traditions!

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.



ABAYA
TREND
EXPO

عِبْرَتِي

We makeup trends out of traditions!



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info@abayatrendexpo.com
www.abayatrendexpo.com



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We makeup trends out of traditions!

We makeup trends out

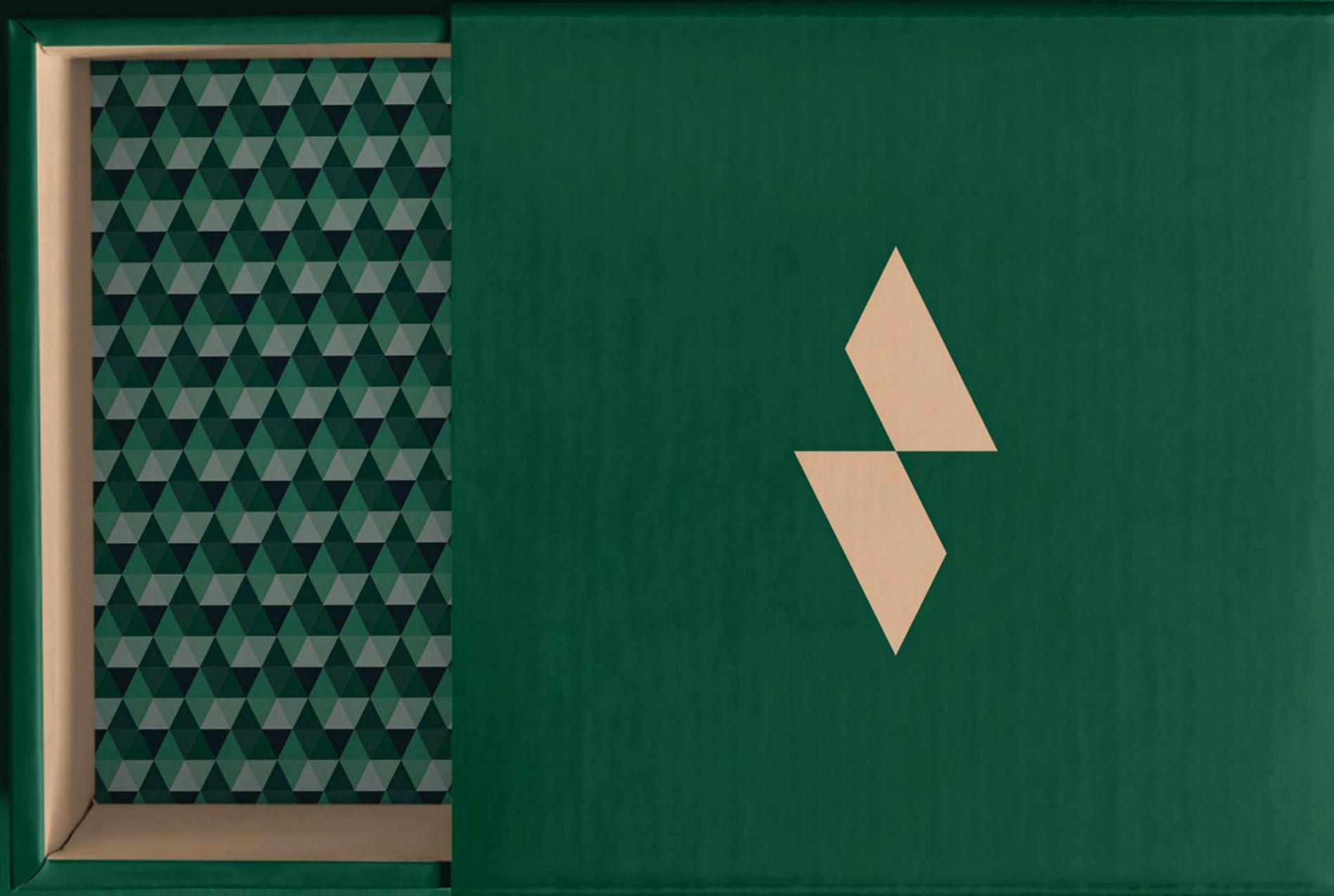
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Nina

Feminine local brand designs hand-made customized jewelry targeting upper-middle & upper classes. The brand name is a native American word stands for solidity and power, reflecting the feminism's values.

Industry

Gold & Accessories



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.



KUWAIT
Est. 2014

NINA
JEWELLERY

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.

Noura Al Rashidi
Founder

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n@nina-jewellery.com
www.ninajewellery.com

Identity



WHITE WHITE WHITE

ALMUDAÍRES
PARFUMS

ALMUDAÍRES
PARFUMS





ALMUDAIRES
PERFUMES

KWT





ARBISCA

ARBISCA

ARBISCA



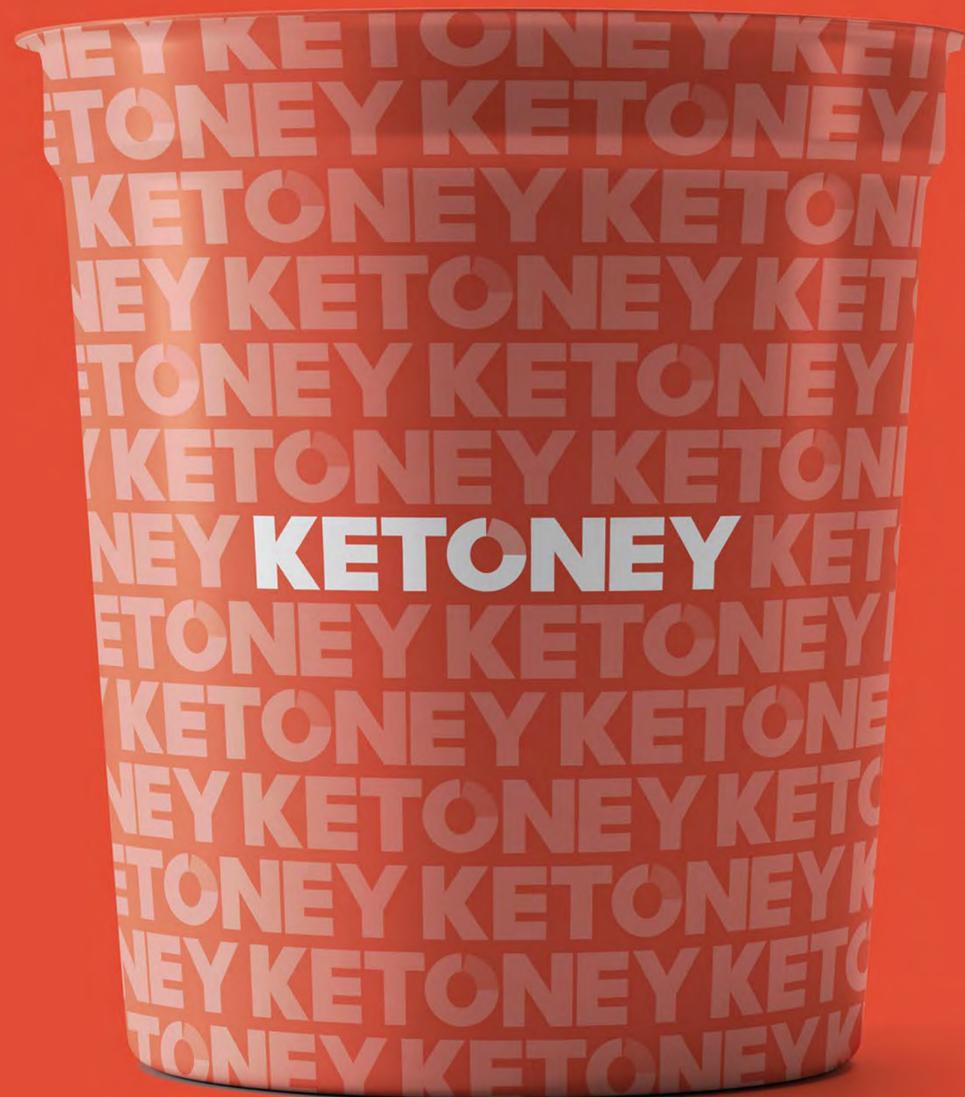


ARBISCA





KETO



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FEBRUARY

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GRANDEST

Grandest Events Co.
Kuwait, Sharq, Jaber Al Mubarak
St., Building 13, Floor 16, Office 15
info@grandestevents.com
www.grandestevents.com



GRANDEST



Grandest Events Co.
Kuwait, Sharq, Jaber Al Mubarak
St. Building 11, Floor 16, Office 15
info@grandestevents.com
www.grandestevents.com

Clients

Food & Beverages

Juice Garden '14
Theobroma Cocoa '15
Al Tuhoo '17
Ketoney '20

Contracting

Combined General '14
Combined Group '18
Vogue '18

Academic Institutions

Brilliant Academy '15
Life Long '18

Delivery

Waves Delivery '14

Meditation & Yoga

Joya '20

Automobiles

Green RV '15
DOS Garage '16
Enterprise '17
Super Wash '17

Mobile Applications

Exhibitions Guide '17
Atyab '18
Mertah '19

Beauty & Cosmetics

Oh La La Saloon '17
Al Bait Al Koury '14

Gaming

Game Store '18

Medical & Health

Genome '20

Textiles & Apparel

Abaya Pop Up '14
Karyan '15
FSJ World '18
Aitch Aitch '18

Furniture & Decoration

Al Bader '15
Wooden Ideas '17
Nest '18

Advertising & Marketing

Advertising Kuwait Center '14
Art Mood '17

Jewellery

Nina Jewellery '19

Finance & Accounting

Al Adlah '17

General Trading

Al Maghamis '15
Blue Wings '16
Al Bariq Al Mumaiz '18
Eshbelia '18

Interior Design

Extra Vaganza '15
Al Bader '14
Grandest Events '17

Governmental Institutions

Public Authority of Manpower '19
Al Diwan Al Amiri '18

Fragrances

Al Mudaires '18

Thanks