

# Agency Profile

———— 2024

**Drumbeat.**

# Unlock the potential of your brand.



Trust dictates how brands connect with people and why people connect with brands. When the experiences of your customers and employees connect with your organization's true meaning and purpose, the result is a brand people trust and measurable business growth.

Drumbeat is a strategy-led branding and creative agency that specializes in defining authentic brand experiences, strengthening customer relationships, fostering employee connections, and driving business growth.

With a strong focus on creating meaningful interactions, we empower businesses to build lasting trust and resonate deeply with their audiences.

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# We build brands people trust.

**16+**  
Years

**700+**  
Brands

**40+**  
Industries

**3**  
Countries

**We help businesses and organizations gain a competitive advantage by building trust through authentic and meaningful connections with their audiences.**

Since 2007, we have worked across a wide range of industries, including government, free zones, real estate, hospitality, F&B, education, metals, technology, supply chain, oil and gas, retail, automobiles, not-for-profit, logistics, auto care, travel, and healthcare, among others. Our extensive experience spans over 40 industries and continues to grow.

Based in Deventer, with offices in Dubai and Kochi, we are strategically situated to serve clients globally and provide comprehensive support wherever our expertise is needed.



# Built with values.



We value authenticity, client-centricity, innovation, agility, and social responsibility. These values guide everything we do, from the way we work to the way we engage with the world around us. We're committed to always doing the right thing, and to creating positive and lasting change.

## # Embracing authenticity:

Valuing honesty, transparency, and staying true to our principles and beliefs.

## # Cultivating agility:

Nurturing flexibility and adaptability in our approach, enabling swift responses to evolving demands.

## # Fostering client-centricity:

Placing clients at the forefront of everything we do, prioritizing their needs and goals.

## # Upholding social responsibility:

Promoting ethical practices, sustainability, and making positive contributions to the community and environment.

## # Encouraging innovation:

Inspiring creative thinking and fostering inventive problem-solving.

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**Our process-driven approach to brand identity and creative design ensures that our clients are well equipped to deliver on the positioning they take and the promises they make.**

**We understand the business**

With our extensive experience working with MNCs and SMEs across different regions, we quickly grasp our client's businesses and their unique challenges.

**We transform the business**

By gaining a deep understanding of our client's operations, we bring about transformative change through powerful identity and creative solutions rooted in strategic thinking. This enables them to achieve operational excellence and stand out in the market.

**We market the business**

Once the groundwork is in place, we create meaningful and engaging content that drives growth. Our designs effectively communicate our clients' stories, helping them connect with their target audience and achieve their business objectives.

## Drumbeat aligns brand, customer, and employee experiences that build trust and drive growth.

We help organizations trust who they are, what they do, and where they're going. We start by aligning the perspectives and beliefs shared by the company and its audiences, then we activate the brand through experiences that connect across this common ground. The result is lasting trust that powers organizational performance and growth.

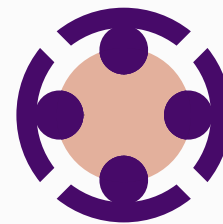
## Our solutions.



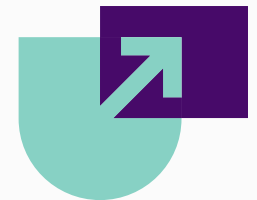
**Define brand  
experience**



**Strengthen  
customer  
relationship**



**Foster employee  
connection**



**Drive business  
growth**

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# Full suite of brand and creative solutions.



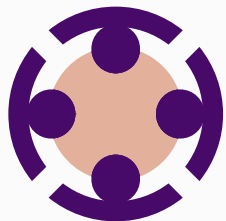
## Brand Experience

- Brand strategy
- Research and customer insights
- Brand portfolio architecture
- Brand messaging and storytelling
- Brand naming
- Visual identity
- Verbal branding
- Brand management and governance
- Brand activation



## Customer Experience

- Customer profiles
- Customer strategy
- Customer journey mapping
- Customer experience blueprint
- Service design
- Customer experience activation



## Employee Experience

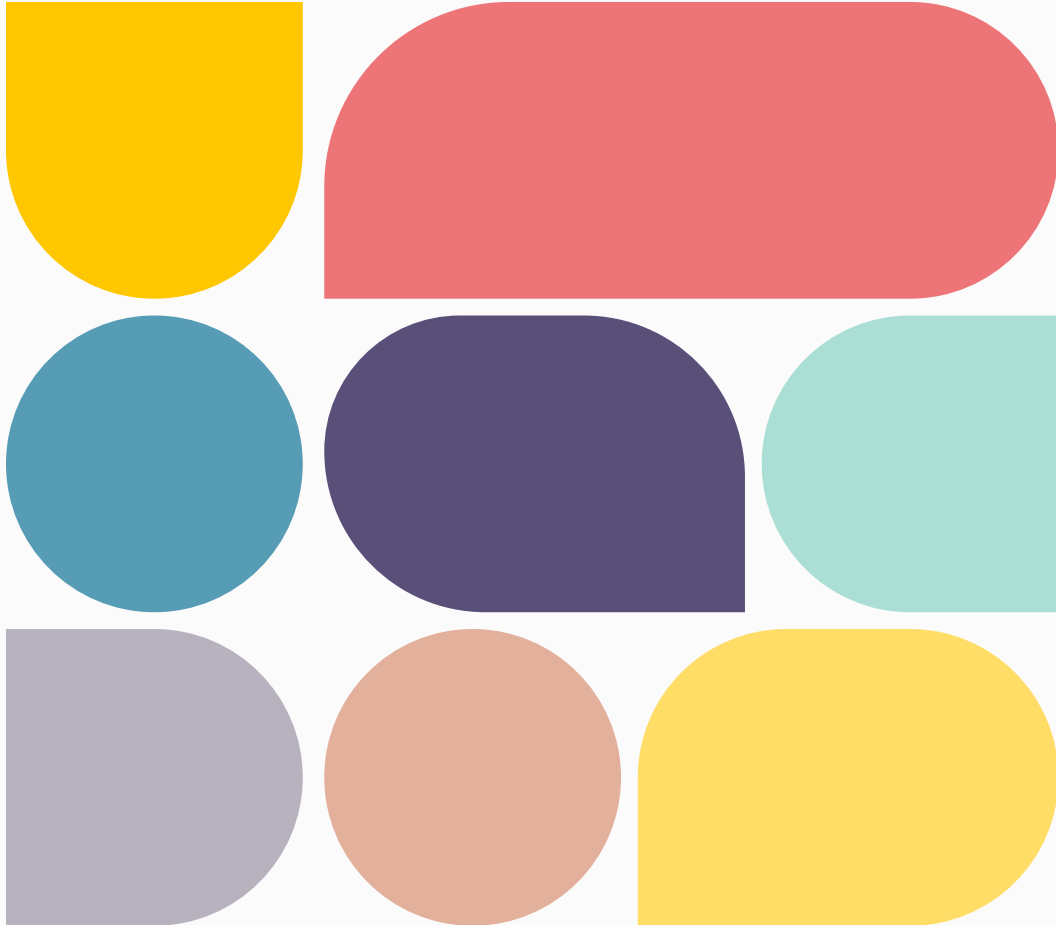
- Purpose, values, and ways of working
- Research and talent insights
- Employee journey mapping
- EVP framework and messaging
- Employee communications
- Culture activation campaigns and experiences
- Employee experience management and governance
- Employee believer profile



## Campaigns

- Campaign strategy and planning
- Concept and creative copy development
- Creative prototyping and testing
- Campaign asset production (video, print, digital)
- Buyer journey mapping
- Content strategy
- Owned content development

# Industries we've worked with.



- Automotive
- Bakeries
- Catering
- Clinics
- Consultancy
- Dental services
- Energy
- Engineering
- Events
- Exhibitions
- Fashion
- F & B
- Finance
- Freezones
- Government
- Healthcare
- Homeland security
- Hospitality
- Information tech
- Leisure & Entertainment
- Legal
- Logistics
- Lubricants
- Media
- Metals
- Oil & Gas
- Real estate
- Retail
- Schools
- Special needs
- Supply chain
- Sustainable living
- Telecom
- Tobacco
- Training
- Travel
- Universities
- Urban development

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# Our team.

## **Creative Director**

Our creative director brings years of experience from international branding, communication, and design agencies. With a strategic mindset, he provides guidance and oversees the entire creative process, ensuring exceptional outcomes.

## **Design Team**

Comprised of senior art directors and talented graphic and digital designers, our design team collaborates closely to create visually impactful designs that effectively convey the brand's message and identity.

## **Client Servicing**

Experienced client service managers serve as the main point of contact for clients, ensuring clear communication, understanding of requirements, and managing project timelines and deliverables.

## **Strategist**

Our team of strategists leverages deep industry knowledge to develop insightful brand strategies aligned with our client's goals and market dynamics. They analyze market trends, consumer behavior, and competitive landscapes to formulate effective brand strategies that drive success for our clients.

## **Copywriter**

Our skilled copywriters craft compelling and persuasive messaging that resonates with the target audience, effectively communicating the brand's value proposition and brand story through engaging and impactful written content.

In addition to these roles, Drumbeat also boasts a dedicated production team that ensures top-notch quality and efficiency. They oversee the production process, ensuring that all creative assets meet the highest standards of quality and are delivered efficiently.

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# Key steps in our branding process.



01

## Detailed project briefing

Including research on the target audience, competitors, and client's visual preferences.



02

## Ideation

Generating initial ideas and developing concepts in the digital form.



03

## Presentation of concepts and written rationale

Closely aligned with the client's brief, for their consideration.



04

## Feedback / revisions

Allowing for up to three rounds of feedback to refine and improve the concepts.



05

## Finalisation / sign-off

Where the chosen concept is finalized and approved by the client.



06

## Supply of digital brand assets

including logo files, fonts, style guide, and iconographic/illustrative elements, for the client's future reference.

# Branding

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# Best practices utilized when servicing clients.

At Drumbeat, we adhere to well-defined international best practices to efficiently manage workflows and surpass expectations. Our approach encompasses the following key elements:



## Clear Communication

We prioritize effective and transparent communication with our clients, ensuring a comprehensive understanding of their needs, goals, and expectations. We maintain open lines of communication throughout the project, providing regular updates and actively seeking feedback to ensure alignment.



## Strategic Planning

Before initiating any project, we conduct thorough research and analysis to develop a tailored strategic plan that aligns with our client's specific requirements. This strategic approach ensures that our creative solutions align with the client's objectives and resonate with their target audience.



## Collaboration and Teamwork

We foster a collaborative environment where our cross-functional teams work closely together, leveraging their diverse expertise and perspectives. This collaborative approach enables us to generate innovative ideas, develop comprehensive solutions, and deliver exceptional results.

# Best practices utilized when servicing clients.



## Timely Delivery

We recognize the importance of meeting deadlines and delivering projects on time. Our project management team utilizes effective scheduling and monitoring tools to track progress, manage resources, and ensure the timely completion of our services.



## Quality Assurance

We have stringent quality control measures in place to maintain the highest standards of quality throughout our creative process. Our dedicated quality assurance team conducts thorough checks at each stage to ensure accuracy, consistency, and adherence to the client's requirements.



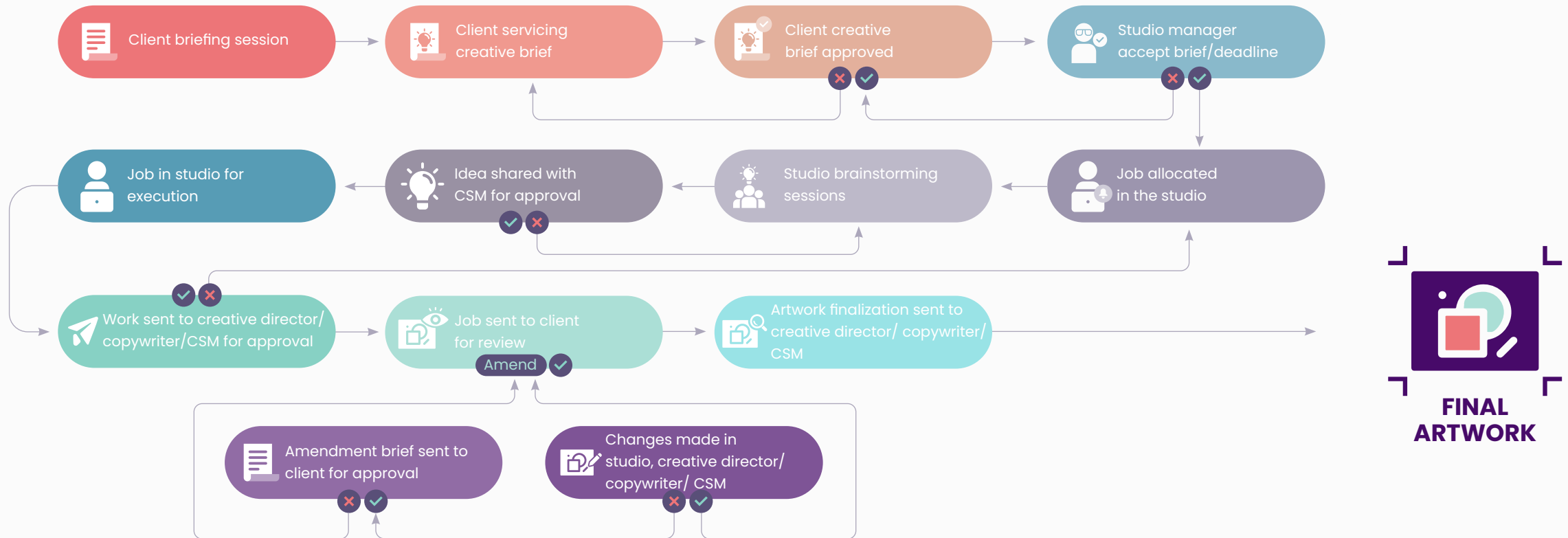
## Continuous Improvement

We believe in continuous learning and improvement. We regularly evaluate our processes, seek client feedback, and implement lessons learned to enhance our services and consistently exceed client expectations.

By adhering to these best practices, we strive to provide exceptional service to our clients, ensuring that their projects are executed efficiently, effectively, and with the utmost quality.

# Our creative design workflow.

At Drumbeat, we take pride in our efficient creative design workflow, which has been honed through years of experience and continuous refinement. This workflow enables seamless collaboration, streamlined processes, and delivers exceptional results for our clients.



# Project reporting.

To ensure our clients are well-informed about the status of their assignments with us, we follow a diligent project management and reporting process. This allows for clear communication, transparency, and efficient collaboration throughout the project lifecycle.

## Our reporting stages include:

**Briefing session:** After the initial briefing session, we may revisit the brief and seek client approval before forwarding it to our creative department.

**Review meeting minutes:** Following every review meeting, we provide the client with minutes summarizing the discussions and decisions made. We seek confirmation from the client before proceeding with revisions, which are then executed by our creative department.

**Milestone updates:** After each milestone, we share a comprehensive update with the client, outlining the milestone achieved and outlining the next steps in the project.

**Problem discovery:** If we discover any issues that may impact the project's deadline or cost, we promptly communicate a detailed brief on the problem and present a list of potential solutions to address it.

**Weekly status report:** We submit a weekly status report that highlights the project's progress, including completed tasks, pending steps, and any updates or challenges that require attention from both parties



# Our clients.



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# Our clients.



UNITED ARAB EMIRATES  
MINISTRY OF CABINET AFFAIRS

دائرة الثقافة والسياحة  
DEPARTMENT OF CULTURE  
AND TOURISM



مجلس أبوظبي للتوظيف  
ABU DHABI TAWTEEN COUNCIL



مؤسسة محمد بن راشد آل مكتوم  
Mohammed bin Rashid  
Al Maktoum Foundation

دائرة المالية  
Department of Finance



مفاجآت صيف دبي  
DUBAI SUMMER SURPRISES



ARAB YOUTH  
VENTURE  
FOUNDATION



UNITED ARAB EMIRATES  
MINISTRY OF FOREIGN AFFAIRS



اقتصاد  
Economy and Tourism

للاقتصاد والسياحة  
Economy and Tourism

صندوق الدعم المالي  
Dubai Financial Support Fund




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# Our clients.



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A hand holding a globe. The hand is rendered in a dark purple, semi-transparent style, with visible cracks and texture. The globe is a bright orange-red color with a subtle gradient and a crack running across it. The background is a solid dark purple.

**work.**

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## Defining and launching the largest real estate and property management company in Dubai.

**Client:** Wasi

**Industry:** Real Estate & Properties Management

**Practice:** Brand experience, customer experience, campaign

**Services:** Brand strategy, brand portfolio architecture and sub brand logos, brand messaging and storytelling, visual identity, verbal branding, brand activation, events and events branding.

Customer profiles, customer strategy, customer journey mapping, service design, customer experience activation, exhibitions.

Campaign strategy and planning, concept and creative copy development, creative prototyping and testing, campaign asset production (TVC, print ads, digital), owned content development (flyers, brochures newsletters, corporate video).





As a strategic partner of the Dubai Real Estate Corporation (DREC), Drumbeat played a vital role in the successful merger of two esteemed government organizations, the Dubai Development Board and the Real Estate Department, resulting in the formation of Wasl Properties. Our expertise in branding and creative solutions enabled us to develop a compelling and distinctive identity for Wasl, which was strategically launched in the market through comprehensive marketing campaigns.

To strengthen Dubai's position as a premier hub for living, work, and tourism, Wasl focuses on key business sectors such as project and property management, hospitality, and investment management. Drumbeat collaborated closely with Wasl to create a robust brand strategy that aligned with these objectives. We provided strategic guidance, developed a powerful brand identity, and executed impactful campaigns to position Wasl as a leading real estate and property management company in Dubai.





Through our collaboration, Drumbeat played a pivotal role in shaping the brand's image and market presence. We worked diligently to understand Wasl's vision and values, translating them into a compelling brand story and visual identity. Our creative team crafted engaging marketing materials and campaigns that effectively showcased Wasl's extensive portfolio of residential and commercial properties, industrial plots, leisure and entertainment facilities, and hotels and serviced apartments.

The successful merger and integration of the two government organizations required a comprehensive transformation of business practices, core competencies, and investment strategies. Drumbeat provided valuable insights and expertise throughout this process, enabling Wasl to establish itself as one of Dubai's largest and most reputable real estate management companies.





Today, Wasl Properties stands as a testament to the collaborative efforts of Drumbeat and the Dubai Real Estate Corporation, exemplifying the power of effective branding and strategic partnership in driving the success of a leading real estate entity in Dubai.



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## Empowering DEWA to lead the sustainable future at WETEX and Dubai Solar Show 2023.

**Client:** DEWA

**Industry:** Camouflage productions

**Design, Production & Management:** Drumbeat

**Industry:** Public service infrastructure

**Practice:** Brand experience

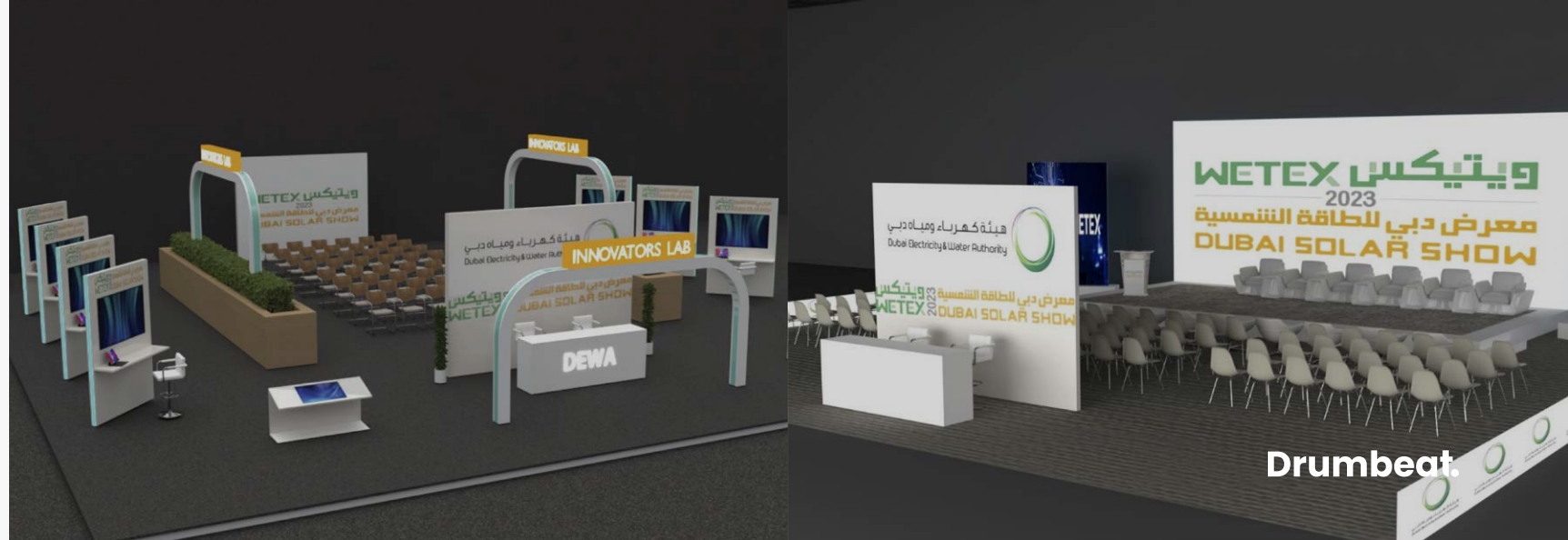
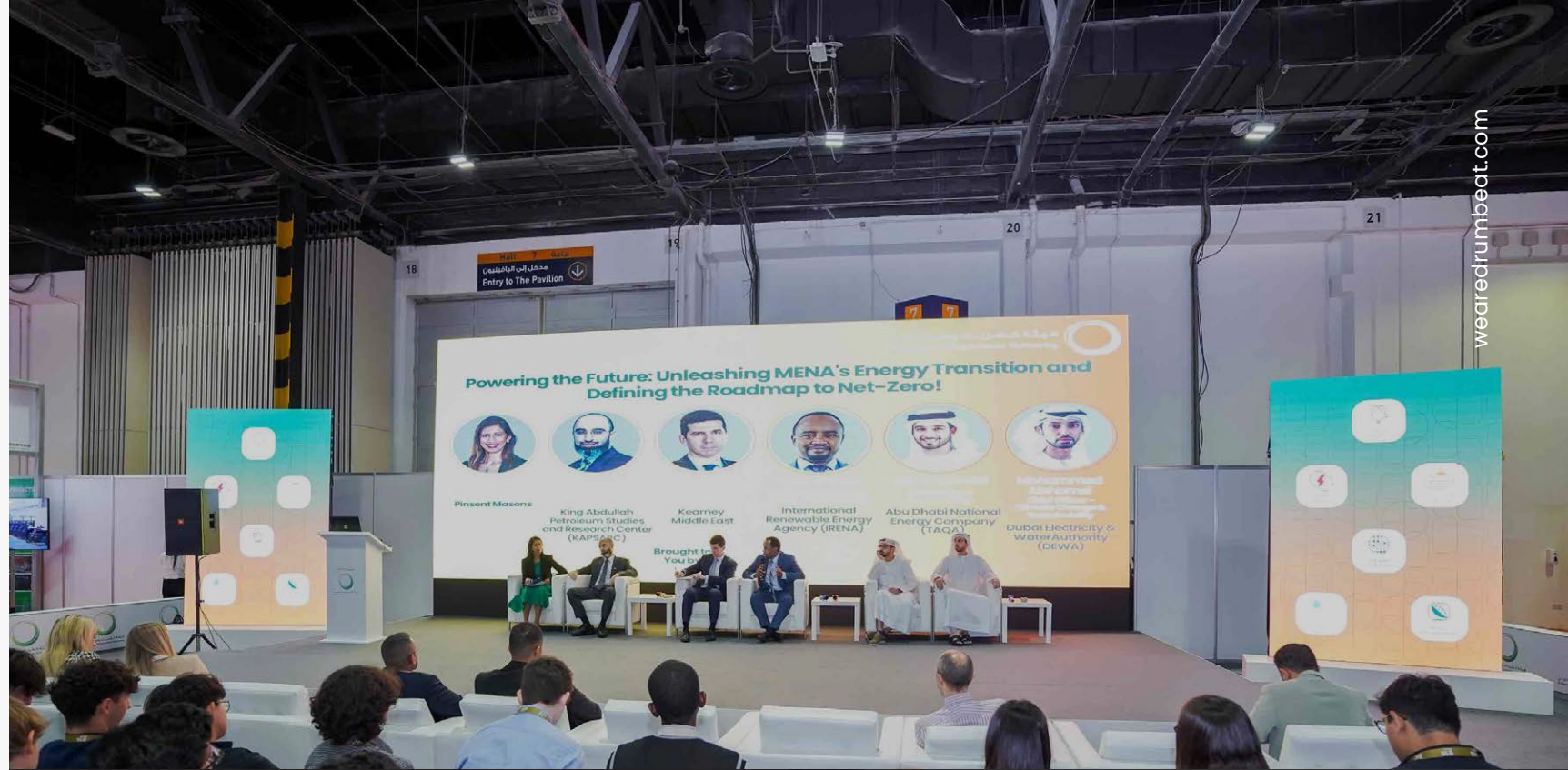
**Services:** Brand activation plan, exhibition experience concept design and production, event management.

In collaboration with Camouflage Productions, Drumbeat played a significant role in shaping the success story of DEWA's participation in WETEX and Dubai Solar Show 2023. These events, aligned with Dubai's sustainable vision under the directive of HH Sheikh Mohammed bin Rashid Al Maktoum, were significant platforms for global organizations.



Drumbeat's expertise in brand experience was instrumental in crafting a meticulous brand activation plan for DEWA. The agency's role extended beyond conceptualization to the actualization of DEWA's stands. Through innovative exhibition experience concept design and production, Drumbeat transformed static spaces into dynamic showcases of DEWA's commitment to sustainability.

The cornerstone of Drumbeat's involvement was in the strategic event management that ensured the smooth execution of DEWA's Renewable & Sustainability Seminar and Innovators Lab. This involved meticulous planning to accommodate sessions featuring prominent speakers and panelists from Fortune 500 companies, industry leaders, and renowned experts.

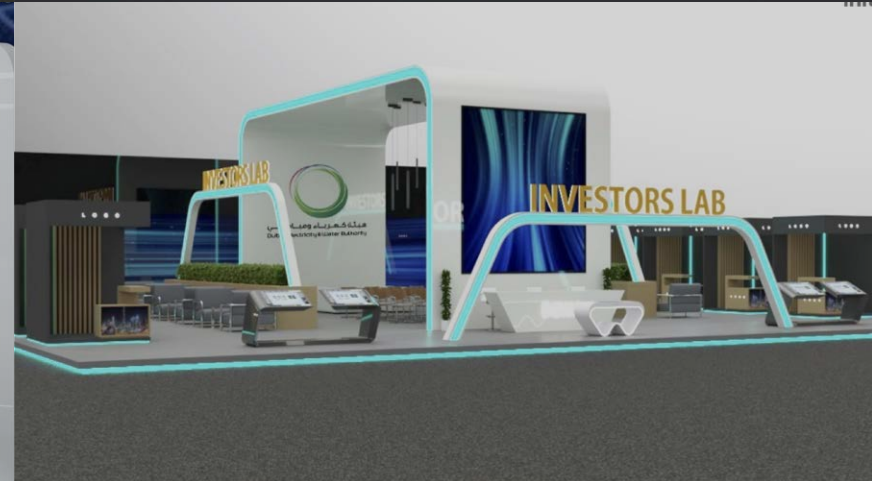




Drumbeat's touch was evident in the orchestration of sessions that delved into critical topics, including renewable energy, solar technologies, water sustainability, energy transition & green Hydrogen, energy efficiency and green buildings in MENA, electric mobility, circular economy, ESG, sustainable finance, and innovations by startups. The agency's creative input elevated these sessions beyond informational to immersive experiences, captivating the audience and reinforcing DEWA's leadership in the sustainable energy sector.

The stands curated by Drumbeat weren't mere physical spaces; they were engaging narratives of DEWA's commitment. The exhibition experience was carefully designed to resonate with visitors, leaving a lasting impression of DEWA as a pioneer in sustainable practices.

Drumbeat's strategic brand activation, innovative exhibition experiences, and meticulous event management were integral to DEWA's success at WETEX and Dubai Solar Show. The agency's contribution played a significant role in positioning DEWA as a frontrunner in the global conversation on sustainability.





## Modernizing joint economic ventures among UAE, Libya & Algeria.

**Client:** Al Masraf Bank

**Industry:** Banking

**Practice:** Brand experience, customer experience, employee experience, campaign

**Services:** Brand strategy, brand portfolio architecture, brand messaging and storytelling, visual identity and guideline, verbal branding, brand activation, internal and external branding, signage.

Customer journey mapping, service design, customer experience activation.

Purpose, values, and ways of working, employee journey mapping, EVP framework and messaging, employee communications, culture activation campaigns and experiences, employee experience management.

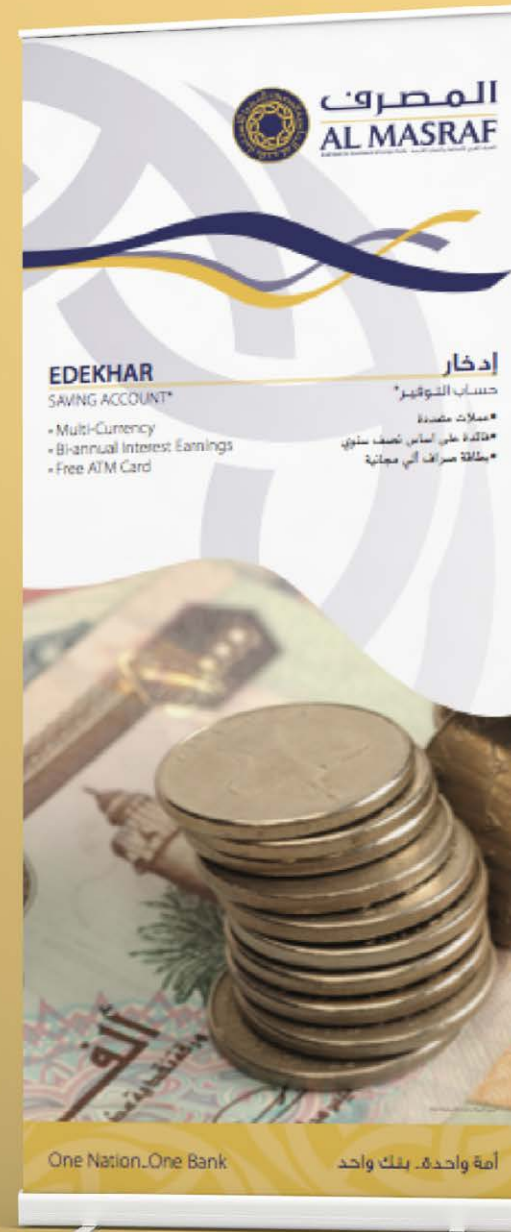
Campaign strategy and planning, concept and creative copy development, campaign asset production (video, print).





As a strategic partner of Al Masraf, Drumbeat has played a pivotal role in supporting the bank's growth and success by creating a compelling brand identity. Founded to foster cooperation among Arab countries and promote joint economic ventures, Al Masraf represents the vision and wisdom of His Highness Sheikh Zayed Bin Sultan Al Nahyan and the rulers of other Emirates. Owned by Emirates Investment Authority, the Libyan Foreign Bank, and La Banque Exterieur d'Algerie, Al Masraf embodies a strong collaboration among these entities.

Drumbeat's expertise has been instrumental in shaping Al Masraf's unique identity and effectively communicating its value proposition to customers. By understanding Al Masraf's purpose, values, and ways of working, we have successfully crafted a brand that resonates with its target audience and differentiates it from competitors.





In addition to branding, Drumbeat has collaborated closely with Al Masraf to enhance the customer experience. Through customer journey mapping, service design, and customer experience activation, we have helped Al Masraf create meaningful and seamless interactions that enrich the overall banking experience for their customers. By aligning the customer journey with the brand values, we have ensured consistent brand delivery at every touchpoint.

During a challenging rebranding process, we adopted a phased rollout approach to minimize disruptions and surprises. We provided extensive training to Al Masraf's employees to effectively manage customer inquiries and ensure a seamless transition. Our support extended to areas such as employee communications, culture activation campaigns, and overall employee experience management.



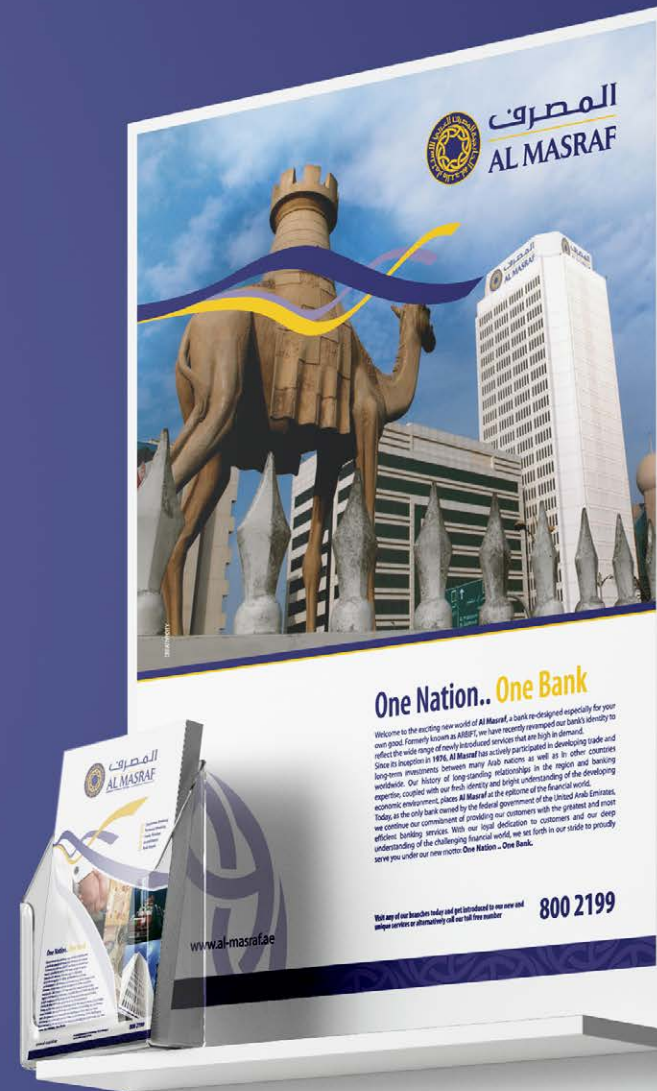
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In the realm of marketing, Drumbeat has provided comprehensive support to Al Masraf in campaign strategy and planning, concept and creative copy development, and campaign asset production. Through impactful campaigns and creative assets, we have effectively showcased Al Masraf's wide range of financial services, including consumer banking, corporate banking, Islamic banking, and treasury and investment services.

The successful collaboration between Drumbeat and Al Masraf has positioned the bank as a trusted and innovative financial institution, equipped with a strong brand identity and a customer-centric approach. Together, we have modernized joint economic ventures and reinforced Al Masraf's commitment to providing exceptional banking services to its customers.



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## Inspiring scientific excellence and technological advancement of the nation.

**Client:** EIAST

**Industry:** Government

**Practice:** Brand experience, campaign

**Services:** Brand strategy, brand messaging and storytelling, visual identity, verbal branding, brand guideline, brand collaterals, internal and external branding.

Concept and creative copy development, campaign asset production (print ads, video).





Established in 2006 by the Dubai Government, the Emirates Institution for Advanced Science and Technology (EIAST) is a strategic initiative aimed at inspiring scientific innovation, fostering technological advancement, and driving sustainable development in Dubai and the UAE. EIAST plays a pivotal role in positioning the nation as a global leader in the field of science and technology by developing new expertise and Intellectual Property.

Notably, EIAST has achieved remarkable milestones in its pursuit of scientific excellence. In 2009, it successfully launched Dubai Sat 1 and placed it into orbit, marking a significant achievement in space technology. Building upon this success, EIAST has recently launched Dubai Sat 2, further solidifying its presence in the realm of advanced satellite technology.





Drumbeat has been privileged to collaborate with EIAST, contributing our expertise in branding and creative solutions to promote its mission. By shaping EIAST's brand identity and implementing effective brand strategies, we have helped communicate its commitment to scientific excellence and the advancements it has made in space technology.

Through compelling brand messaging and storytelling, we have engaged EIAST's target audience, highlighting its dedication to advancing science and technology. Our visually captivating visual identity reflects the cutting-edge research and showcases its advancements in the field. Furthermore, with impactful verbal branding elements, including taglines and messaging frameworks, we have enhanced EIAST's brand communication, ensuring a cohesive and memorable brand experience for stakeholders.







Our collaboration with EIAST has been instrumental in establishing the institution as a leading force in scientific innovation and technological advancement. Together, we have paved the way for EIAST to be recognized as a trailblazer in the field of advanced science and technology.





مؤسسة محمد بن راشد آل مكتوم  
Mohammed bin Rashid  
Al Maktoum Foundation

## Empowering knowledge and research for a sustainable future of the Arab world.

**Client:** Mohammed bin Rashid Al Maktoum Foundation (MBRF)

**Industry:** Government

**Practice:** Brand experience, campaign

**Services:** Brand strategy, brand messaging and storytelling, visual identity, verbal branding, brand activation, events branding, brand guideline, brand collaterals.

Concept and creative copy development, campaign asset production (print, video).



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Since its establishment in May 2007 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, the Mohammed bin Rashid Al Maktoum Foundation (MBRF) has been at the forefront of pioneering programs aimed at establishing Dubai and the UAE as centers for knowledge and research.

As a strategic partner of MBRF, Drumbeat has played a pivotal role in shaping the foundation's brand identity and advancing its mission to empower future generations and foster sustainable knowledge and research in the Arab World. Our comprehensive range of branding services, including brand strategy, messaging, visual identity, and verbal branding, has helped MBRF effectively communicate its commitment to education, entrepreneurship, and research and development.





Through concept and creative copy development, we have crafted compelling narratives and persuasive content that resonate with MBRF's target audience and highlight the foundation's initiatives and impact. Our expertise in campaign asset production, including TV commercials, corporate videos, and event branding, has further strengthened MBRF's brand communication and facilitated the dissemination of its message.

Our partnership with MBRF exemplifies the power of strategic branding in driving the advancement of knowledge and research. Together, we have supported MBRF in its mission to create knowledge-based societies and nurture ideas and innovation throughout the region.



## Driving financial excellence and empowering Dubai's economic growth.

**Client:** Department of Finance

**Industry:** Government

**Practice:** Brand experience, customer experience campaign

**Services:** Brand strategy, brand portfolio architecture, brand messaging and storytelling, visual identity, verbal branding, brand activation, brand guideline, brand collaterals, events branding.

Service design, customer experience activation.

Concept and creative copy development, campaign asset production (print, digital), owned content development.



Established in 1995, the Department of Finance (DOF) for the Government of Dubai plays a vital role in overseeing and managing all financial and accounting affairs of the government. With a focus on financial stability and transparency, DOF is responsible for developing the government's annual budget, ensuring its execution in collaboration with local government entities, and providing liquidity through the allocation of budgetary funds. Additionally, DOF plays a crucial role in resource management, revenue collection, and supervision of government banking accounts.

As a trusted partner, Drumbeat has provided a range of branding and creative services to the Department of Finance. We have developed a comprehensive brand strategy, brand messaging, and storytelling that aligns with DOF's vision and values.



Our expertise in visual identity and verbal branding has helped create a strong and recognizable brand presence for DOF. In addition, we have worked closely with DOF to enhance the customer experience through service design and activation. Our focus on understanding customer needs and mapping their journey has enabled us to deliver tailored solutions that meet their expectations.

Furthermore, Drumbeat has played a crucial role in the development and execution of impactful campaigns for the Department of Finance. From concept and creative copy development to campaign asset production across various channels, including print and digital, we have effectively communicated DOF's key messages and values.



Our owned content development has further strengthened DOF's brand presence and engagement with its stakeholder.

Through our collaboration, we have helped the Department of Finance build a strong brand identity, improve customer experience, and effectively communicate its financial expertise and services to the government and public.







DWC

DUBAI WORLD CENTRAL  
دبي ورلد سنترال

## Unleashing opportunities for business expansion and innovation in Dubai.

**Client:** Dubai World Central (DWC)

**Industry:** Government

**Practice:** Brand experience, customer experience, campaign

**Services:** Sub-brand messaging and storytelling, visual identity for sub-brand, verbal branding, brand activation.

Service design, customer experience activation, exhibition branding.

Concept and creative copy development, campaign asset production (print ads), owned content development (brochures, newsletters).



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**DWC**

DUBAI WORLD CENTRAL  
دبي وورد سنترال

Drumbeat, as a strategic partner of Dubai World Central (DWC), has played a pivotal role in shaping the brand identity of one of Dubai's most modern and rapidly expanding Free Zones. Situated near Al Maktoum International Airport, DWC offers a prime location for businesses seeking new opportunities and growth.

As DWC's branding experts, we have provided a range of services to enhance its brand presence and effectively communicate its value proposition. Our work includes the development of the DWC Sub Logo for Al Areen Village, a distinctive residential sector within the Free Zone. We have also created corporate ads showcasing the Golf and Residential City, designed to capture the attention of potential investors and residents.



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**DWC**

DUBAI WORLD CENTRAL  
دبي ورلد سنترال

To further strengthen DWC's brand communication, we have crafted a captivating brochure that showcases the zone's amenities, advantages, and unique offerings. Our expertise in newsletter design has also been utilized to create engaging and informative content for DWC's stakeholders.

Additionally, Drumbeat has contributed to DWC's marketing efforts by providing branding solutions for the Cityscape Exhibition, a prominent event in the real estate industry. Our exhibition branding has helped DWC stand out and attract attention from investors, developers, and industry professionals.

Our partnership with DWC exemplifies the power of strategic branding in positioning a Free Zone as a cost-effective and practical solution for businesses. Through our collaborative efforts, we have contributed to the success and growth of DWC, supporting its mission to be a leading hub for business and investment opportunities in Dubai.



دبي ورلد سنترال  
قرية العرين  
DUBAI WORLD CENTRAL  
AL AREEN VILLAGE



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## Accelerating digital transformation and enabling breakthroughs.

**Client:** Microsoft

**Industry:** Technology

**Practice:** Employee experience, campaign

**Services:** Employee communications, culture activation campaigns and experiences, employee experience management and governance.

Campaign strategy and planning, concept and creative copy development, campaign asset production (print, digital).





As a trusted partner of Microsoft, Drumbeat has played a pivotal role in supporting the company's internal and external branding initiatives and campaigns. Our comprehensive range of services has contributed to enhancing employee communications, activating a vibrant culture, and delivering exceptional employee experiences.

Through our expertise in employee communications, we have effectively conveyed Microsoft's vision, values, and key messages to its workforce. We have crafted compelling narratives and developed engaging content that resonates with employees, fostering a sense of connection and alignment with the company's mission.

Furthermore, our culture activation campaigns and experiences have brought Microsoft's values to life, creating a dynamic and inclusive work environment. We have designed and executed impactful campaigns that celebrate diversity, encourage collaboration, and inspire innovation among employees.





In addition to employee-focused initiatives, Drumbeat has worked closely with Microsoft on campaign strategy and planning. Our team has developed comprehensive strategies that align with the company's objectives and target audience. Through concept and creative copy development, we have created compelling campaign narratives that effectively communicate Microsoft's products and services to its customers.

Our campaign asset production services have played a crucial role in producing high-quality materials for Microsoft's marketing initiatives. From print ads that grab attention to e-mail marketing campaigns that engage and drive action, we have delivered impactful assets that align with Microsoft's brand guidelines and effectively reach its target audience.

Through our collaboration, Drumbeat has helped Microsoft achieve its branding and marketing goals, creating a strong brand presence and driving customer engagement. Our services have contributed to Microsoft's continued success in the market.



## Revolutionizing mobile technology in the UAE.

**Client:** HTC

**Industry:** Technology

**Practice:** Brand experience, customer experience, employee experience, campaign

**Services:** Brand activation

Customer journey mapping, service design, customer experience activation.

Employee communications, culture activation campaigns and experiences, employee experience management and governance.

Campaign strategy and planning, concept and creative copy development, creative prototyping and testing, campaign asset production (print, radio).



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Drumbeat played a crucial role in HTC's journey to introduce the first touch phone before the iPhone revolutionized the market. Our partnership with HTC was instrumental in launching this groundbreaking device and establishing HTC as a key player in the industry.

One of our notable achievements was selling an impressive 45,000 units of HTC in just a single weekend. This remarkable feat demonstrated the power of effective marketing strategies and our ability to create a buzz and drive customer demand.

Our comprehensive range of services provided invaluable support to HTC throughout the launch and beyond. We crafted compelling print ads that captivated audiences and showcased the unique features and capabilities of the touch phone.



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Furthermore, our expertise in customer journey mapping, service design, and customer experience activation ensured a seamless, intuitive, and memorable experience at every touchpoint.

Recognizing the importance of internal alignment and employee engagement, we worked closely with HTC to develop impactful employee communications, culture activation campaigns, and experiences. By fostering a sense of pride and ownership among HTC employees, we were able to create a strong and united workforce that contributed to the success of the touch phone launch.

Our collaboration with HTC also encompassed campaign strategy and planning, concept and creative copy development, creative prototyping and testing, and campaign asset production.



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# htc

From compelling radio ads to OOH and captivating print, we leveraged various channels to effectively communicate HTC's message and generate excitement among the target audience.

Through our dedicated efforts, Drumbeat played a significant role in HTC's success in the market, helping to transform the mobile landscape and establish HTC as a leader in the industry.



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**Drumbeat.**

# i-mate

## Positioning i-mate as a leading mobile brand in the UAE market.

**Client:** i-mate

**Industry:** Technology

**Practice:** Brand experience, customer experience, employee experience, campaign

**Services:** Brand activation

Customer journey mapping, service design, customer experience activation.

Employee communications, culture activation campaigns and experiences, employee experience management and governance.

Campaign strategy and planning, concept and creative copy development, campaign asset production (English & Arabic print, radio ads).

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REDINGTON  
Share DG, Compulife, Al Falak, KITE, Virgin, and others.

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# i-mate

Drumbeat has been instrumental in launching and establishing the i-mate brand in the UAE market. With our expertise in brand activation, customer journey mapping, and service design, we have successfully crafted a seamless and engaging customer experience for i-mate's target audience.

Our collaboration with i-mate extended beyond external brand communication. We developed comprehensive employee communications and culture activation campaigns that fostered a sense of ownership and enthusiasm among the company's workforce. By focusing on employee experience management and governance, we ensured a cohesive brand experience from within the organization.

In the realm of marketing, Drumbeat played a key role in shaping i-mate's campaign strategy and planning. Our concept and creative copy development expertise enabled us to create persuasive and impactful marketing materials in both English and Arabic. Through the production of print and radio ads, we effectively communicated i-mate's unique value proposition to the UAE market.

**ULTIMATE**  
MOBILE PHONE COMPUTER

**المواصفات التقنية**

- نظام التشغيل: Windows Mobile 6 Professional
- الذاكرة: 128MB RAM
- المعالج: 320MHz
- الشاشة: 262K x 192
- البطارية: 1130 mAh
- التصميم: V2D + EDR
- الكاميرا: 2MP
- مخرج الفيديو: XGA
- شحن التويش: MICROSD
- البنية: 1130 mAh
- وقت وضع الاستعداد: 110 ساعة
- وقت وضع التشغيل: Windows Media Player
- مستويات الحماية: MP3, WMA, WMV, MPA

**المميزات**

- تصميم فريد
- شاشة ملونة
- كاميرا
- مخرج الفيديو
- شحن التويش
- البنية
- وقت وضع الاستعداد
- وقت وضع التشغيل
- مستويات الحماية

**المواصفات التقنية**

- Tri-Band (UMTS/HSPA 850/1900/2100, Quad-Band GSM/GPRS/900/1800/1900)
- Windows Mobile 6 Professional
- 1130 mAh (تقريباً 10.5 ساعة عمل)
- Intel i80211b/g/n
- 262K x 192
- V2D + EDR
- 2MP
- XGA
- MICROSD
- 1130 mAh
- 110 ساعة
- Windows Media Player
- MP3, WMA, WMV, MPA

**i-mate**

**www.imate.com**

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for Business. For Pleasure. For Life

**Microsoft Mobile**

# *i-mate*

Together with i-mate, Drumbeat has successfully positioned the brand as a trusted and innovative player in the UAE mobile industry. Through our comprehensive range of services, we have contributed to i-mate's growth and success, creating a strong and memorable presence in the minds of customers.



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**Drumbeat.**

Leo Burnett

المراعي  
Almarai

## Making Almarai a beloved household brand in the UAE market.

**Client:** Almarai - Leo Burnett

**Industry:** Dairy

**Practice:** Campaign

**Services:** Concept and creative copy development, campaign asset production (Mascot creation, storyboard, 3D characters, animation, video), content Strategy, owned content development.



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Drumbeat.

Leo Burnett

المراعي  
Almarai

When Starcom Leo Burnett approached us to create a campaign for Almarai in the UAE market, we knew it was an exciting opportunity to make a significant impact. Almarai, a renowned Saudi multinational dairy company, entrusted us to bring their brand to life and connect with the target audience.

To engage children and establish a strong brand presence, we developed a captivating campaign strategy. One of our key contributions was the creation of 385 episodes for Space Toon TV, featuring the lovable character Maher as the brand mascot. The immediate connection children formed with Maher resulted in exceptional brand recognition and a lasting bond with Almarai.

Our services encompassed concept and creative copy development, where we crafted compelling narratives that effectively communicated Almarai's values and offerings. We produced campaign assets such as storyboards, 3D characters, animation, and videos that brought the campaign to life, capturing the imagination of children and adults alike.



Drumbeat.

Leo Burnett



As part of our comprehensive approach, we also focused on content strategy and owned content development. By curating engaging content tailored to Almarai's target audience, we created meaningful interactions that solidified Almarai's position as a trusted brand in the food and beverage industry.

Through our partnership with Almarai, we have successfully captivated the UAE market and positioned the brand as a leader in food and beverage manufacturing and distribution. Our dedication has fueled Almarai's success, creating a strong and lasting connection with their customers.



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**Drumbeat.**





## Igniting the summer excitement of Dubai.

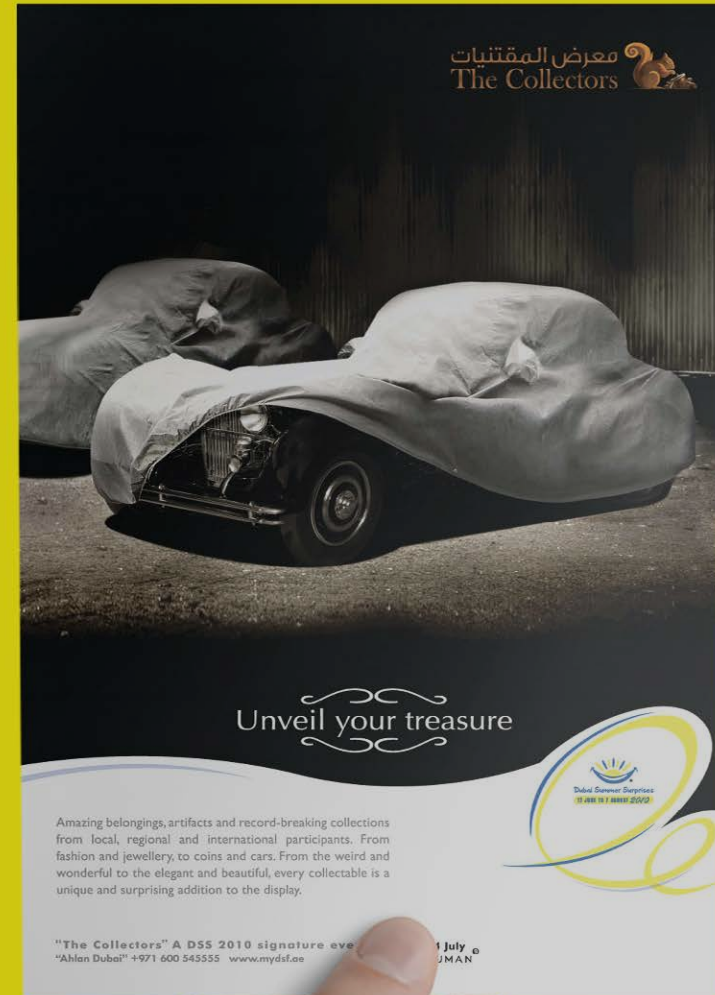
**Client:** Dubai Summer Surprises

**Industry:** Tourism

**Practice:** Brand experience, campaign

**Services:** Brand portfolio architecture, sub-brands messaging and storytelling, sub-brands naming, visual identity for sub-brands.

Concept and creative copy development, campaign asset production (Print ads, web banners, internal and external branding).





Dubai Tourism has established Dubai Summer Surprises (DSS) as an eagerly anticipated annual festival that sets the city ablaze with vibrant concerts, captivating raffles, and irresistible dining and shopping offers throughout the summer months. DSS has become a cherished tradition that draws residents and tourists alike, creating unforgettable memories and joyful experiences.

As a strategic partner of Dubai Summer Surprises, Drumbeat has played a pivotal role in enhancing the festival's impact and reach. Our expertise in brand strategy and storytelling has breathed new life into DSS's sub-brands, including Kids Olympics, World of Stories, Kids Fashion Week, and The Collectors. We revitalized their visual identities, crafted compelling messaging, and developed captivating narratives that resonate with their target audience.





Through concept and creative copy development, we brought these sub-brands to life, creating engaging campaigns that captured the essence of their unique offerings. From print ads to web banners, we produced a wide range of campaign assets that showcased the excitement and allure of DSS and its sub-brands. Additionally, our attention to detail extended to internal and external branding, ensuring a cohesive and immersive brand experience for all participants.

Our collaboration with DSS has fueled the festival's success, elevating its reputation as a premier summer event in Dubai. Through our comprehensive range of services, we have contributed to the festival's growth and positioned DSS as an integral part of Dubai's vibrant cultural and entertainment landscape.





## Elevating the transportation experience of Dubai.

**Client:** RTA

**Industry:** Government roads & transportation

**Practice:** Customer experience, employee experience, campaign

**Services:** Customer experience activation, internal and external branding.

Employee communications, culture activation campaigns and experiences.

Campaign strategy and planning, concept and creative copy development, campaign asset production (Print ads, OOH, lamppost, way finders).





The Roads and Transport Authority (RTA) plays a pivotal role in shaping Dubai's transportation landscape, ensuring smooth and efficient journeys for residents and visitors alike. As a strategic partner of RTA, Drumbeat has been instrumental in enhancing the overall transportation experience through our comprehensive range of services.

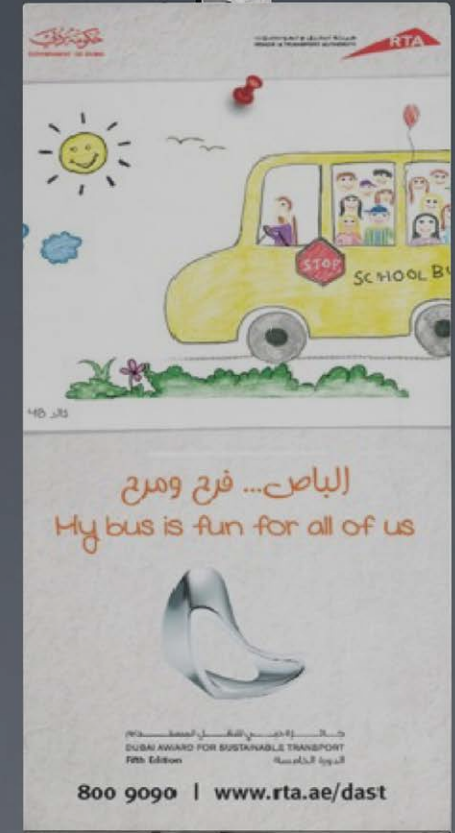
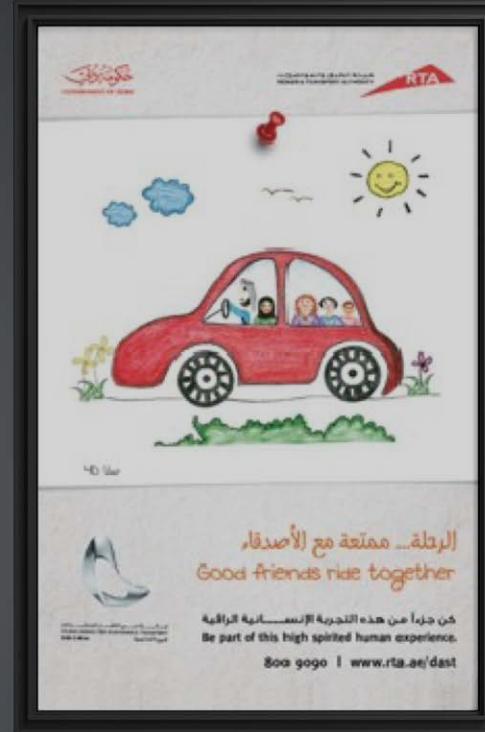
Our expertise in customer experience activation has transformed the way people interact with RTA's services. We have focused on optimizing offline touchpoints, including physical environments and tangible interactions, to create seamless and engaging experiences. By strategically designing and implementing effective internal and external branding initiatives, we have helped RTA build a strong and recognizable identity that resonates with employees and the public.





Our employee communications and culture activation campaigns have fostered a sense of pride and ownership among RTA's workforce, driving their commitment to delivering excellence. Through carefully crafted campaign strategies and planning, we have developed concept-driven creative copy and produced impactful campaign assets across various offline channels such as print ads, out-of-home (OOH) displays, lamppost banners, and way finders. These campaigns have effectively informed and engaged the public about RTA's services and ongoing projects.

Our collaboration with RTA has contributed to the continual enhancement of Dubai's transportation ecosystem. Through our focus on offline touch-points, we have elevated the RTA brand, improved the customer experience, and fostered a culture of excellence among RTA employees.



## Uplifting the Aluminium industry in the UAE.

**Client:** Emirates Aluminium (EMAL) / Emirates Global Aluminium (EGA)

**Industry:** Aluminium

**Practice:** Customer experience, employee experience, campaign

**Services:** Internal and external branding, events and exhibitions branding.

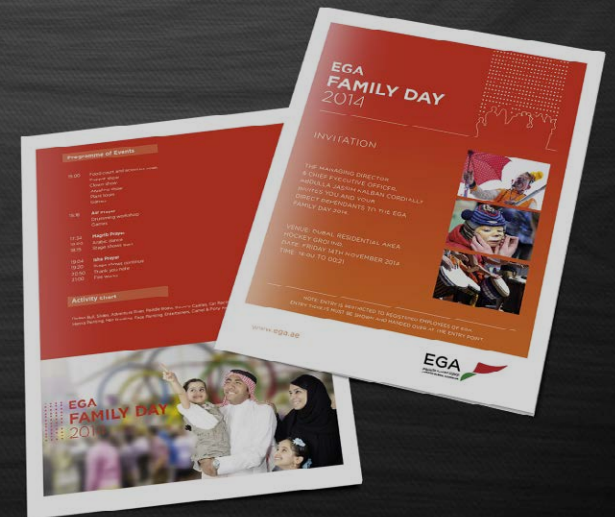
Employee communications, culture activation campaigns and experiences.

Campaign strategy and planning, concept and creative copy development, campaign asset production (Print ads, video), owned content development (e-mailers, web banners, newsletter, magazine).



Emirates Aluminium (EMAL), a leading player in the aluminum industry, has been a valued partner of Drumbeat. We have been instrumental in managing their branding and marketing requirements, helping them establish a strong and influential presence in the market. With the merger of EMAL and Dubai Aluminium (DUBAL) in 2013, Emirates Global Aluminium (EGA) was formed, further solidifying its industry leadership.

From the early days of EMAL to the formation of EGA, Drumbeat has been by their side, supporting their marketing and communication efforts. Our expertise in internal and external branding has played a crucial role in establishing a cohesive and recognizable brand identity for EMAL and EGA across various touchpoints.





Internal communication is essential for fostering a strong corporate culture, and Drumbeat has worked closely with EMAL to develop engaging employee communications. We have crafted newsletters, magazines, and internal campaigns that effectively convey their shared vision, accomplishments, and values to their dedicated workforce.

In addition to internal communication, we have provided extensive support in external branding, ensuring that EMAL's brand message resonates with the public. Our expertise in events and exhibitions branding has helped them create impactful experiences that showcase their industry leadership and commitment to excellence.



When it comes to marketing, Drumbeat has developed comprehensive campaign strategies aligned with EMAL's business goals. From concept and creative copy development to campaign asset production, including print ads, we have crafted compelling campaigns that effectively communicate their strengths and offerings to their target audience.

Our partnership with EMAL has been built on years of collaboration, resulting in a strong and unified brand presence. Together, we have worked tirelessly to shape their brand journey and establish their position as prominent players in the aluminum industry.





## Uniting iconic franchised brands for unforgettable dining experiences.

**Client:** Magnolia RM Investments

**Industry:** F & B

**Practice:** Brand experience, customer experience, employee experience, campaign

**Services:** Brand collaterals (uniform, menu, packaging, social media, roll-ups, stationary), Internal and external branding, vehicle branding.

Customer profiles, customer strategy, customer journey mapping, service design, customer experience activation (Physical and experiential customer experience design, web and mobile design, experience communications, experience guidelines and toolkit).

Campaign strategy and planning, concept and creative copy development, campaign asset production (Print ads, OOH, video, lamppost), owned content development (e-mailers, web banners, newsletter).



Drumbeat, as a strategic partner of MRM, has played a pivotal role in enhancing the brand presence and customer experience across MRM's diversified food and beverage brands. With our comprehensive range of services, we have successfully created a cohesive and impactful brand identity for MRM and its franchised brands.

Our expertise in brand collaterals, including uniforms, menus, packaging, social media assets, roll-ups, and stationary, has helped MRM establish a consistent and visually appealing brand image. Through internal and external branding initiatives, we have ensured that MRM's franchised brands convey their unique value proposition and resonate with their target customers.





At MRM, customer-centricity is paramount, and we have worked closely with the team to develop customer profiles, strategies, and journey mapping. Through service design and customer experience activation, both in physical and experiential settings, we have elevated the overall dining experience for customers across MRM's franchised brands. Our expertise in web and mobile design, experience communications, and experience guidelines has further enhanced the brand experience at every touchpoint.

Employee communications and culture activation campaigns are essential in fostering a positive work environment and maximizing employee performance. At Drumbeat, we have collaborated with MRM to develop engaging employee communications and culture activation campaigns that align with the objectives of the franchised brands.



Drumbeat.

By creating a clear framework that values the contributions of employees, MRM has fostered a motivated and high-performing workforce.

In terms of marketing, our campaign strategy and planning have propelled the franchised brands to new heights. From concept and creative copy development to campaign asset production, including print ads, out-of-home (OOH) displays, videos, and lamppost banners, we have created compelling campaigns that effectively communicate the exceptional food quality, customer service, and inviting atmosphere offered by MRM's franchised brands. Additionally, our expertise in owned content development, such as e-mailers, web banners, and newsletters, has helped MRM engage with its customer base and reinforce the brand message.





Through our collaboration with MRM, we have embraced innovation and continuously pursued creative approaches to challenges. Together, we have unified our collective efforts and objectives, strengthening the franchised brands operated by MRM, including Chuck E. Cheese, Flippin' Pizza, Urban Seafood, Chickenow, and Just Falafel. MRM's commitment to providing attainable objectives and a positive work environment has fostered a culture of excellence within the franchised brands.

As a result of our partnership, MRM has positioned itself as a leader in the food and beverage industry across the UAE and other GCC countries. Through strategic branding, customer-centric experiences, and impactful marketing campaigns, MRM has successfully grown its franchised brands and delivered exceptional dining options that have garnered appreciation from customers and international franchise associates alike.



**Drumbeat.**



## Crafting a finest hookah experience.

**Client:** Flow Tobacco

**Industry:** Tobacco, Vape

**Practice:** Brand experience, customer experience, campaign

**Services:** Brand strategy, research and customer insights, brand portfolio architecture, brand messaging and storytelling, brand naming, visual identity, verbal branding, brand management and governance, brand collaterals and guideline, packaging, brand activation.

Customer profiles, customer strategy, customer journey mapping, customer experience activation (Physical and experiential customer experience design, web and mobile design).

Concept and creative copy development, creative prototyping, campaign asset production (video, print, digital, product photography), owned content development (e-mailers, corporate video, brochures).







At Drumbeat, we are privileged to be the strategic partner of Flow Tobacco, a distinguished brand dedicated to delivering the epitome of hookah tobacco products worldwide. With a relentless focus on quality and uniqueness, Flow Tobacco has devoted five years to research and development, ensuring an unparalleled hookah experience for enthusiasts.

Flow Tobacco sets itself apart by offering an extensive range of distinctive flavors, going above and beyond to provide enthusiasts with an extraordinary smoking journey. Rooted in the rich heritage of The Middle East and embraced by the flourishing shisha community worldwide, Flow Tobacco stands as a beacon of innovation and excellence.



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Our collaboration with Flow Tobacco revolves around crafting a robust brand strategy that encapsulates the very essence of its exceptional products. Through meticulous research and profound customer insights, we have developed a comprehensive brand portfolio architecture that aligns seamlessly with Flow's visionary goals. By skillfully crafting compelling brand messaging and storytelling, we effectively convey Flow's unwavering commitment to delivering unparalleled quality and the purest hookah experiences.

The visual identity of Flow Tobacco serves as a testament to its authenticity and premium nature. From meticulous brand naming to captivating visual design, we have curated a harmonious and visually captivating brand presence. Our meticulous brand management and governance ensure consistent representation of Flow's identity across various touchpoints, while comprehensive brand collaterals and guidelines set the foundation for maintaining brand integrity.



**Drumbeat.**



Understanding the pivotal role of the customer journey, we have meticulously developed customer profiles and strategies that enhance every facet of the experience. Leveraging physical and experiential design, as well as cutting-edge web and mobile solutions, we create immersive platforms that engage and captivate Flow's discerning customers, leaving an indelible mark on their hookah experiences.

Furthermore, our expertise extends to the realm of product packaging. Paying meticulous attention to detail, we craft packaging solutions that not only safeguard and preserve Flow Tobacco's exquisite products but also enhance the overall brand experience. Our packaging designs are a true reflection of the tobacco's premium nature, elevating its presentation and resonating deeply with customers.



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**Drumbeat.**



In the realm of marketing, our campaign strategy and planning play a pivotal role in generating awareness and driving engagement. From the inception of innovative concepts to the meticulous development of compelling copy, we create captivating campaign assets that effectively showcase Flow's unique offerings. Through impactful videos, thought-provoking print materials, and captivating digital content, we captivate the attention of hookah enthusiasts worldwide. Our well-crafted content strategy ensures consistent and resonant messaging across e-mailers, corporate videos, web banners, brochures, and product packaging, further amplifying Flow's brand presence and forging meaningful connections with its discerning target audience.



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**Drumbeat.**



Flow Tobacco represents the epitome of excellence, delivering a premium blend meticulously crafted from Golden Virginia tobacco leaves, artfully infused with food-grade vegetable glycerin and the finest honey. Embracing simplicity and the purest ingredients, Flow is redefining the essence of the hookah experience and cultivating an unwavering following across the globe.

With Flow Tobacco, customers can expect nothing short of the absolute best in hookah tobacco. Crafted to perfection and infused with meticulously selected natural flavors, Flow brings forth the truest and most enjoyable taste imaginable, establishing itself as an undisputed household name within the esteemed hookah community.



DARAPHARMA



## Enhancing the pharmaceutical landscape in Lebanon.

**Client:** Dara Pharama, Lebanon

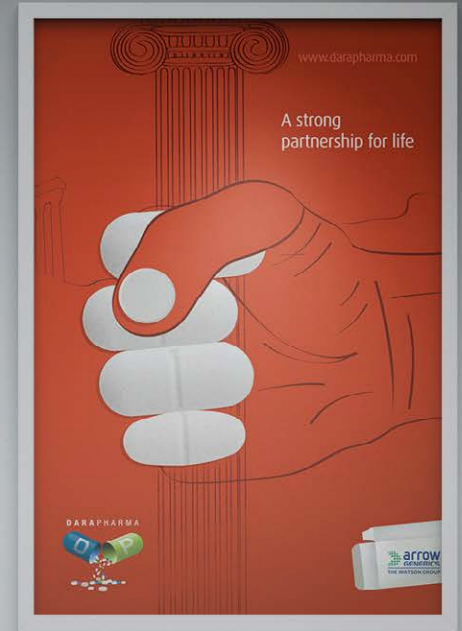
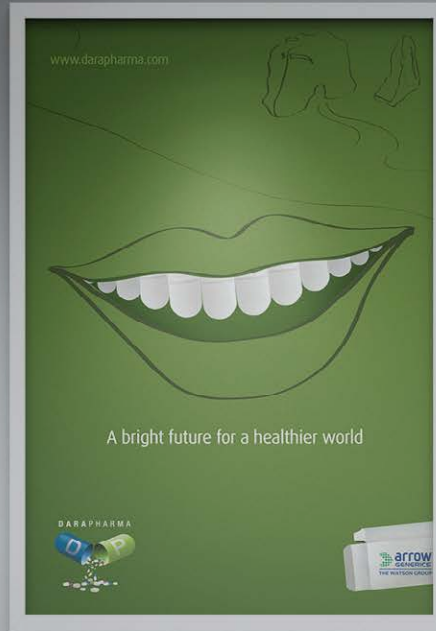
**Industry:** Pharmaceutical

**Practice:** Brand experience, customer experience, campaign

**Services:** Brand strategy, research and customer insights, brand messaging and storytelling, brand naming, visual identity, verbal branding, brand activation.

Customer profiles, customer strategy, customer journey mapping, customer experience blueprint, service design, customer experience activation.

Campaign strategy and planning, concept and creative copy development, campaign asset production (print, digital), buyer journey mapping, owned content development.



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DARAPHARMA



As a strategic partner of Dara Pharma, Drumbeat has played a crucial role in enhancing the brand's identity and customer experience in the pharmaceutical industry. Dara Pharma, a leading franchise in Lebanon representing Arrow Generics, a multinational pharmaceutical manufacturer, brings a wealth of over 400 pharmaceutical products to the Lebanese market.

Arrow Generics Ltd., renowned for its commitment to quality and innovation, manufactures and distributes a wide range of generic pharmaceutical products. From tablets and capsules to creams and syrups, Arrow Generics provides diversified dosage forms designed to meet diverse healthcare needs.

Drumbeat's collaboration with Dara Pharma extends beyond branding to enriching the customer experience. Through in-depth customer profiles, customer strategy development,



DARAPHARMA



customer journey mapping, and customer experience activation, we have empowered Dara Pharma to connect more meaningfully with its clientele. By aligning every interaction with the brand's core values, we ensure a consistent and engaging brand experience at every touchpoint.

Our partnership with Dara Pharma also includes strategic campaign support. From campaign strategy and planning to concept and creative copy development, as well as campaign asset production for both print and digital media, we've effectively showcased Dara Pharma's extensive pharmaceutical offerings. This includes the distribution of Arrow Generics' portfolio, reinforcing Dara Pharma's position as a trusted pharmaceutical partner.

Our collaboration has propelled Dara Pharma as a trusted name in the pharmaceutical landscape, known for its quality, accessibility, and dedication to customer well-being.



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Drumbeat.





## Positioning IDC as an industrial and technical services leader at ADIPEC 2023.

**Client:** IDC

**Industry:** Industrial and technical services

**Practice:** Brand experience

**Services:** Exhibition experience branding, creative copy development.

In collaboration with Drumbeat, International Development Company LLC (IDC) took center stage at ADIPEC 2023, the energy industry's premier event. As the UAE's leading service and supply company in the oil, gas, power, and water, project construction, and petrochemical sectors, IDC represents over 100 international and national companies.



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**Drumbeat.**



Drumbeat played a significant role, providing comprehensive exhibition experience branding and creative copy development for IDC's standout presence at ADIPEC 2023. This involved crafting a narrative that showcased not only IDC's offerings but also communicated its commitment to innovation and sustainability.

ADIPEC's 2023 exhibition, with over 184,000 attendees from 160 countries, served as the ideal platform for IDC. The ADNEC exhibition halls brought together more than 2,200 companies, including 54 NOCs, IOCs, NECs, IECs from across the world. The event focused on charting the course to decarbonization and driving the energy transition.

Under Drumbeat's guidance, IDC's stand at ADIPEC 2023 became a beacon of excellence, contributing to the event's overarching theme of 'Decarbonising. Faster. Together.' Visitors engaged with IDC in an immersive environment that highlighted its role in the energy ecosystem.

The exhibition featured distinct zones, each reflecting a crucial aspect of the energy industry. Drumbeat ensured that IDC's branding and messaging aligned seamlessly with the Decarbonisation Accelerator, the Maritime & Logistics Zone, the Digitalisation in Energy Zone, and the Manufacturing & Industrialisation Exhibition & Conference.



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Drumbeat's exhibition experience branding and creative copy development significantly enhanced IDC's visibility and impact at ADIPEC 2023. The agency's contribution empowered IDC to actively participate in discussions, collaborations, and partnerships, further solidifying its position as a key player in the global energy landscape.

The stands curated by Drumbeat weren't just physical spaces; they were compelling narratives that underscored IDC's commitment to excellence in the energy sector. Drumbeat's strategic approach ensured that every element of IDC's presence at ADIPEC 2023 reflected the company's ethos and aspirations.

Drumbeat, in collaboration with IDC, played a crucial role in elevating the company's presence at ADIPEC 2023, contributing to the collective effort of the industry to lead the way towards a cleaner and more sustainable energy future.





## Strengthening PROW's cybersecurity leadership in the region.

**Client:** PROW Information Technology

**Industry:** Cybersecurity

**Practice:** Brand experience, campaign

**Services:** Brand activation plan, exhibition experience design and branding, concept and creative copy development.

Graphic design.

In the ever-evolving landscape of cybersecurity, PROW Information Technology stands as a beacon of innovation and excellence. At the forefront of the technology and digital revolution, PROW specializes in cybersecurity, information security, and data management. Their comprehensive solutions span consultancy, advisory services, design and deployment, distribution of info management based on big data platforms, system and training implementations, and more.





Drumbeat collaborated with PROW to elevate their presence at GITEX Global 2023. The agency crafted a dynamic brand activation plan, executed through meticulous exhibition experience design and branding for their stand. This wasn't just about showcasing services; it was about creating an immersive experience that communicated PROW's mastery and commitment to staying ahead in the cybersecurity realm.

As part of the campaign, Drumbeat engaged in concept and creative copy development, ensuring that PROW's narrative resonated with the audience. The agency's graphic design expertise brought the campaign to life, visually communicating PROW's technological prowess.

The collaboration extended to a targeted AI Bayan ad in November 2023. Drumbeat's strategic approach to copy development and graphic design ensured that PROW's message reached the right audience with impact.





PROW's digital presence received a boost through Drumbeat's creation of engaging social media posts. The agency's expertise in crafting content that addresses the cybersecurity challenges of today amplified PROW's voice in the digital space.

PROW, with its managed security services, data protection technology, and systems and cloud infrastructure service integrations, stands as a guardian against cyber threats. Drumbeat, in collaboration with PROW, fortified this position, offering tailored solutions that consider the challenging equation of time, cost, and excellence.

As PROW's vigilant partner, Drumbeat ensures that their clients, ranging from multinational corporations to SMEs in various industries, experience peace of mind and tranquility in an era where the protection of data is paramount. Together, PROW and Drumbeat forge ahead, securing businesses and fostering a safer digital landscape.



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Drumbeat.



## Architecting a visionary brand presence.

**Client:** Studio50

**Industry:** Interior design

**Practice:** Brand experience, customer experience

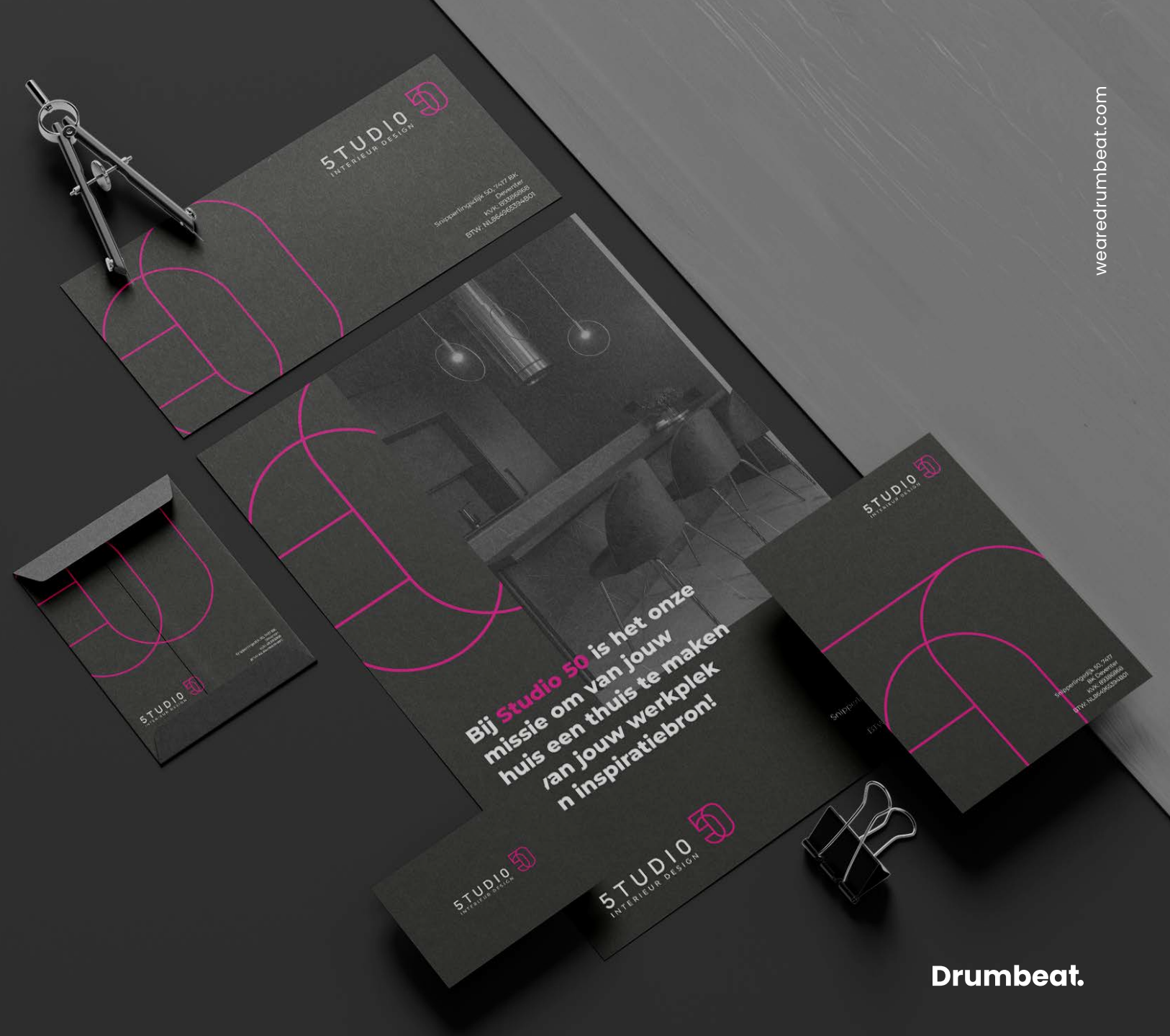
**Services:** Brand strategy, verbal & visual brand identity, brand guideline, marketing collateral, website design & development (WordPress, CMS build)

**Year:** 2022

**Location:** Netherlands

**Website:** [www.interieurstudio50.nl](http://www.interieurstudio50.nl)

Studio 50 approached Drumbeat with a vision to redefine their brand, seeking a sophisticated and modern identity that could resonate within the competitive interior design industry. The challenge was to encapsulate their essence of creativity and functionality in a cohesive brand image that would stand out both online and offline.





Drumbeat embarked on a comprehensive brand overhaul, starting with in-depth market research to pinpoint Studio 50's unique selling propositions. Our team developed a sleek visual identity that reflects the elegance and contemporary nature of Studio 50's design philosophy. The branding extended to marketing collaterals, including door hangers, stationery, and digital presence, ensuring a consistent and premium feel across all touchpoints.

The website was a critical component, showcasing Studio 50's portfolio with a design that mirrors their work's minimalism and attention to detail. User experience was paramount, with intuitive navigation that allows potential clients to explore Studio 50's services, ethos, and past projects seamlessly.







The new branding and online presence solidified Studio 50's position as a leader in interior design. The updated visual identity has been met with acclaim, resonating with high-end clientele and reflecting the innovation Studio 50 brings to every space. The carefully crafted branding elements have seen increased engagement, with the website acting as a central hub for new business inquiries.





## Bringing art to air conditioning.

**Client:** COVER ME

**Industry:** HVAC & Artistic design

**Practice:** Brand experience, customer experience

**Services:** Brand strategy, visual brand identity, brand guideline, marketing collaterals, product design.

**Year:** 2023

**Location:** Netherlands

COVER ME approached Drumbeat seeking a unique brand identity that would differentiate their custom air conditioner covers in the market. The primary challenge was to blend the functionality of air conditioning with the aesthetics of art, creating a product that transforms the ordinary into a piece of decor.



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**Drumbeat.**



Drumbeat's strategy began with a brand workshop to pinpoint COVER ME's vision - integrating art into everyday living spaces. Our creative team developed a vibrant visual identity encapsulating COVER ME's innovative spirit, blending sharp geometric shapes with a warm, engaging color palette to reflect the brand's artistic and functional duality.

We designed a suite of marketing materials, including business cards, brochures, and promotional items, each serving as a testament to COVER ME's mission. For the digital presence, we built a user-friendly website with a design configurator, allowing customers to customize their air conditioner covers with various artistic designs.

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t to you  
space!

Personalize Your Cool:  
Custom Air Conditioner  
Covers Bringing Art to  
Your Space!



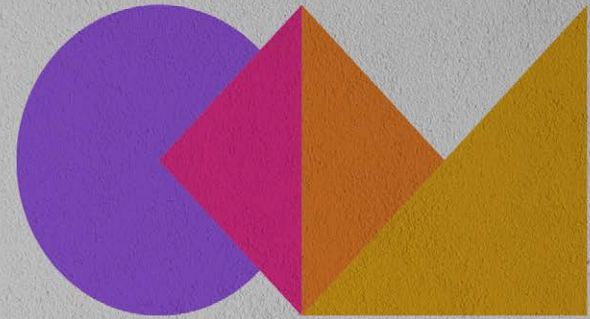
**John Smith**  
CEO & Founder

+123 456 78912  
+123 456 78945  
johnsmith@coverme.com  
[www.coverme.com](http://www.coverme.com)





The reimagined brand identity and marketing collaterals significantly elevated COVER ME's presence in the market. The brand has been recognized for its pioneering approach, merging art with utility, resulting in a notable increase in sales and brand engagement. Customers report a newfound excitement in purchasing air conditioner covers that contribute to their home's aesthetic appeal.



**COVER ME**  
BEAUTY BEYOND COOLING



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**Drumbeat.**



## Leading North America's top Adobe Connect partner into a new era.

**Client:** CompuMSTR

**Industry:** Information technology and consulting

**Practice:** Brand experience

**Services:** Brand strategy, visual brand identity, brand guidelines, marketing collaterals.

**Year:** 2023

**Location:** Canada

In the rapidly evolving IT sector, CompuMSTR needed a brand identity that communicated their deep expertise and innovative approach to technology consulting. They sought to establish a visual brand that would resonate with both corporate clients and the tech community at large.





Drumbeat developed a comprehensive brand strategy that tapped into the core of CompuMSTR's value proposition: bespoke IT solutions crafted with precision and expertise. The branding centered around a new logo that symbolizes CompuMSTR's forward-thinking mindset and commitment to delivering excellence in IT consultancy.

Our creative team designed a suite of marketing materials, including business cards and stationery, that projected a cohesive and impactful brand image. The visual elements incorporated CompuMSTR's brand colors and geometric patterns, reflecting the structured yet dynamic nature of their IT solutions.

The new brand identity has been instrumental in repositioning CompuMSTR within the IT industry. The refreshed visual elements have not only differentiated them from competitors but have also enhanced their visibility and credibility. The impact of the rebranding is evident in the increased engagement from potential clients and partners, who now perceive CompuMSTR as synonymous with innovation and quality in IT consulting.





## Defining spatial elegance and contemporary design leadership.

**Client:** GINZA

**Industry:** Interior design

**Practice:** Brand experience, customer experience

**Services:** Brand strategy, verbal & visual brand identity, brand guidelines, marketing collaterals.

**Year:** 2023

**Location:** Netherlands

GINZA's collaboration with Drumbeat embarked on a mission to establish a new standard in spatial division, infused with elegance and contemporary flair. The initiative delved deep into the brand's essence, seamlessly integrating the practicality of space management with sophisticated interior aesthetics.



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The branding journey commenced with the articulation of GINZA's fundamental principle: "Spatial Elegance." This concept became the cornerstone of a strategy aimed at presenting GINZA's room dividers not merely as functional tools but as integral components of modern living spaces.

A fresh visual and verbal identity was crafted to mirror GINZA's dedication to form, function, and fluidity. The logo, emblematic of geometric sophistication, symbolizes the harmonious blend of separation and connection within spaces, while the marketing materials reflect the contemporary elegance of their product line.



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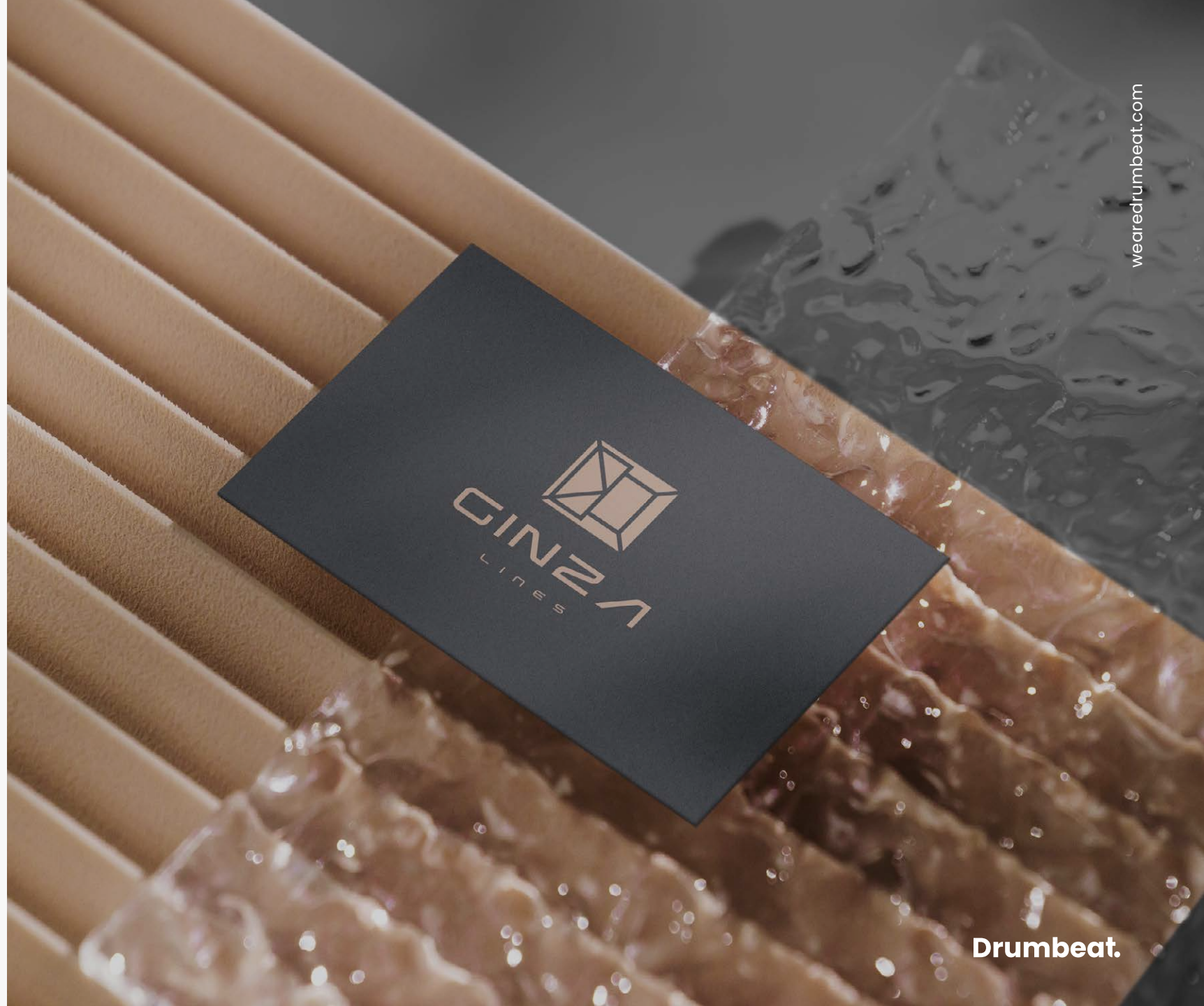
**Drumbeat.**





The digital representation of GINZA's offerings was designed with meticulous attention to detail, depicting the versatility and aesthetic appeal of the dividers in diverse settings. Through this visual narrative, the GINZA brand invites architects, interior designers, and homeowners to view room dividers as essential, style-defining features.

The new brand identity, characterized by its minimalist sophistication, has struck a chord with GINZA's audience, showcasing the brand's commitment to innovation and design excellence. GINZA's freshly established identity has already begun to foster increased interest and solidify its role in the interior design sector, positioning the brand as a new benchmark for innovation and elegance in spatial solutions.



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# Digital

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**Client:** ADVANCED ECS

**Industry:** Engineering & Communication

**Services:** Full responsive web design, WordPress CMS build, parallax scrolling effects, contact form.

**Year:** 2019

**Website:** [www.aecs.ae](http://www.aecs.ae)

ADVANCED Electrical and Communication Systems Contracting (ADVANCED ECS) was established in 2014. Their primary focus is delivering state-of-the-art turnkey electrical and airport solutions, all while maintaining the highest safety standards. This commitment ensures not only high-quality products but also cost-effectiveness and simplified after-sales support.



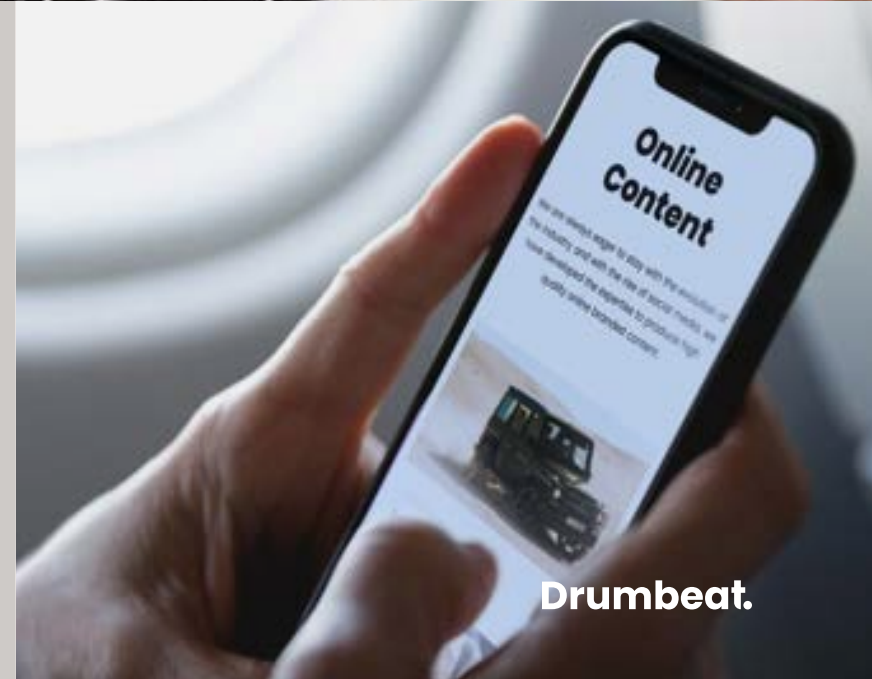
**Drumbeat.**



**Client:** Camouflage Productions  
**Industry:** Media  
**Services:** Website design, development & management.  
**Year:** 2019  
**Website:** [www.camouflageproduction.com](http://www.camouflageproduction.com)

Camouflage Productions is a boutique production house founded by a collective of filmmakers. Their love and passion for filmmaking has intertwined throughout their professional journeys, influencing each other's lives. Their unwavering commitment is to elevate the standards of their productions without compromise.

They guide their vision and careers with confidence, aiming to strengthen their reputation alongside their esteemed clients, all in the pursuit of creating distinctive work that contributes to the betterment of the media industry.



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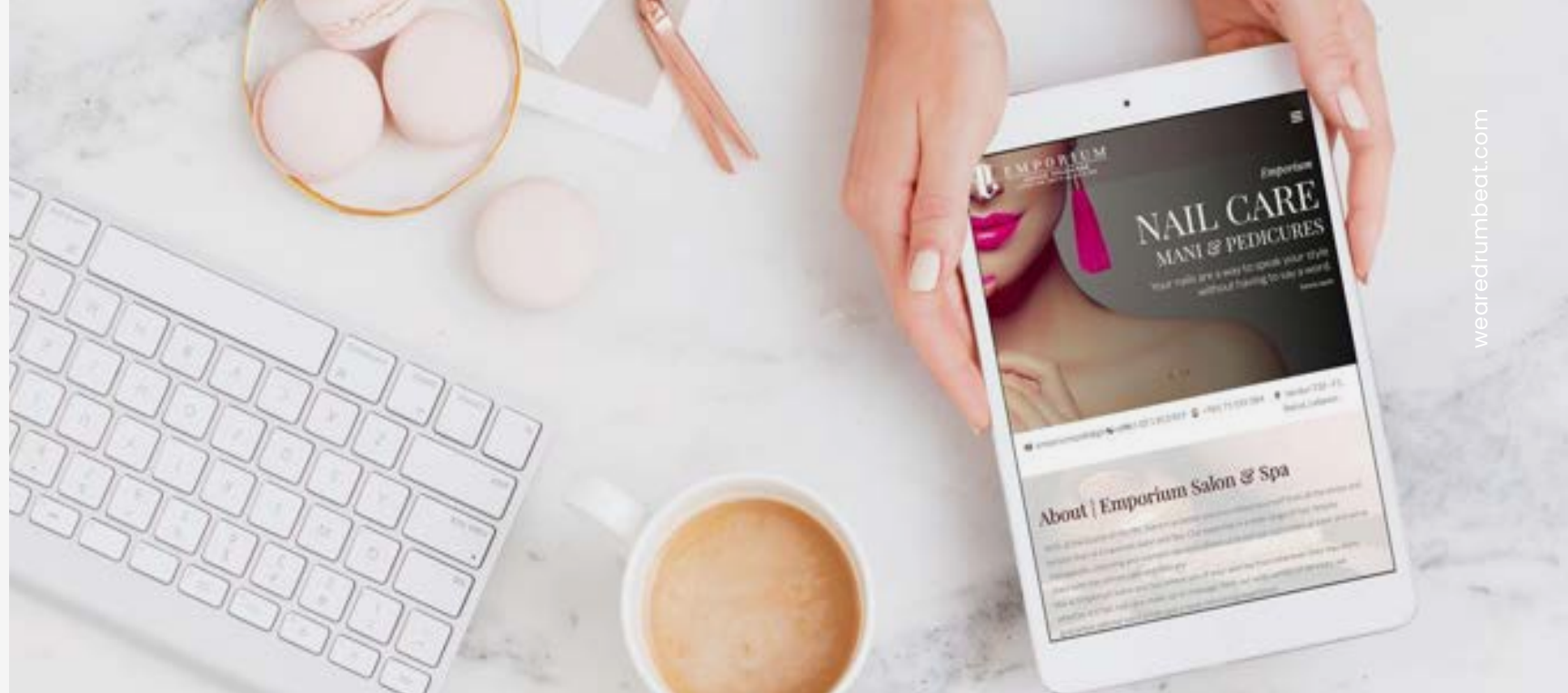
**Drumbeat.**



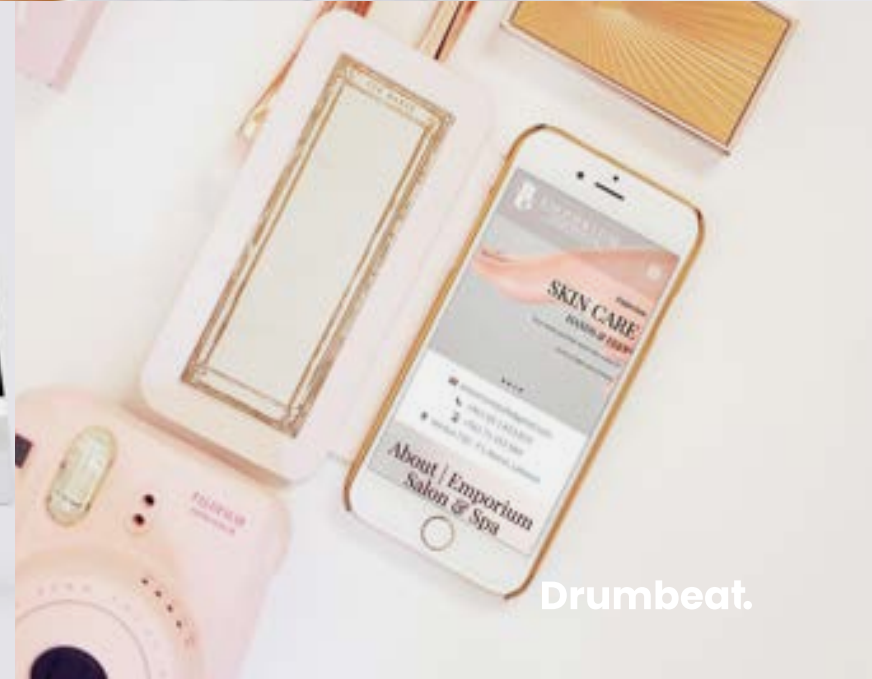
**Client:** Emporium Salon and Spa  
**Industry:** Wellness  
**Services:** Website design & development, social media content creation & management.  
**Year:** 2019  
**Website:** [www.emporiumspa.com](http://www.emporiumspa.com)

At Emporium Salon and Spa, you'll find the perfect escape from the hustle and bustle of city life. Their expertise spans a wide range of hair, beauty, therapeutic, cleansing, and cosmetic services designed to put you at ease. Your needs are met with the utmost care and delicacy.

Emporium Salon and Spa excels in relieving you of your worries, no matter where they arise, whether it's hair, nail care, makeup, or massage. With their wide variety of services, they guarantee your optimal satisfaction and a most refreshing experience.



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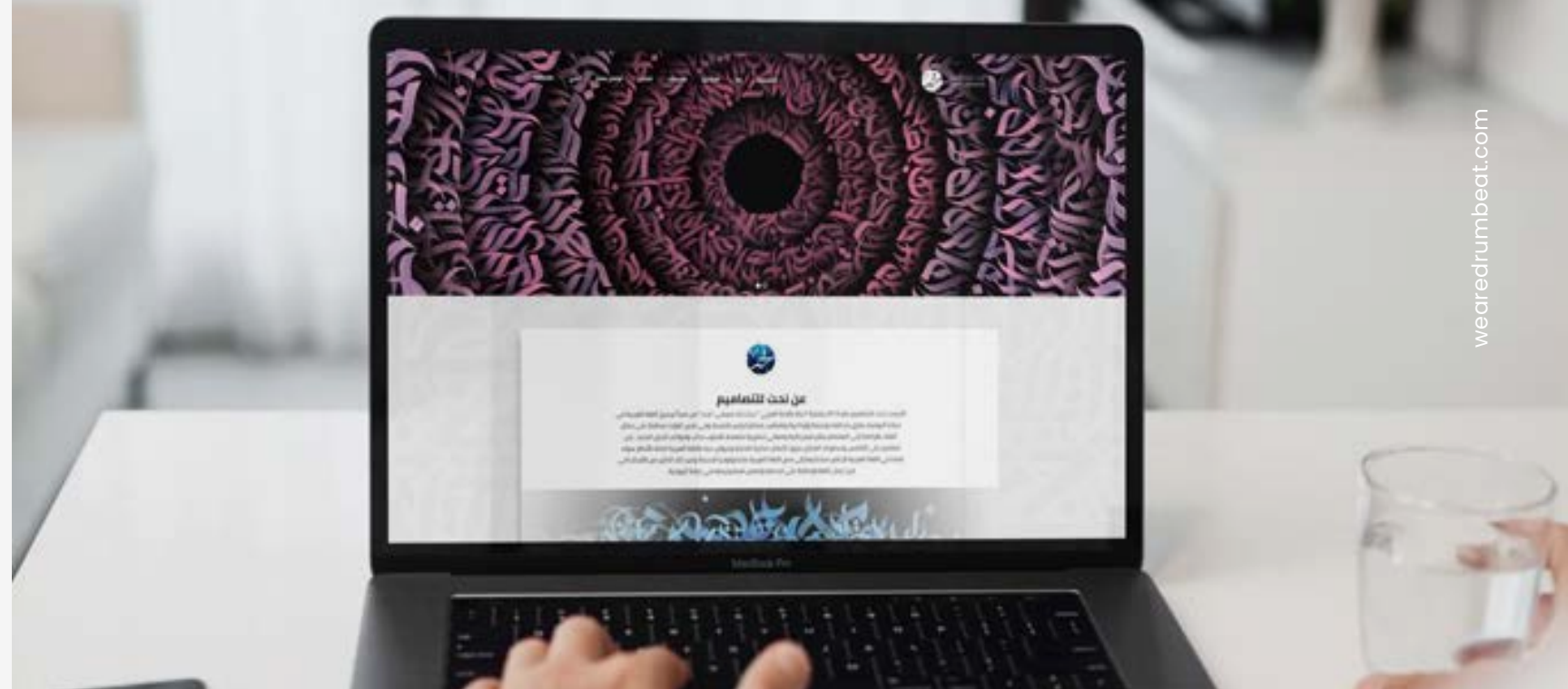
Drumbeat.



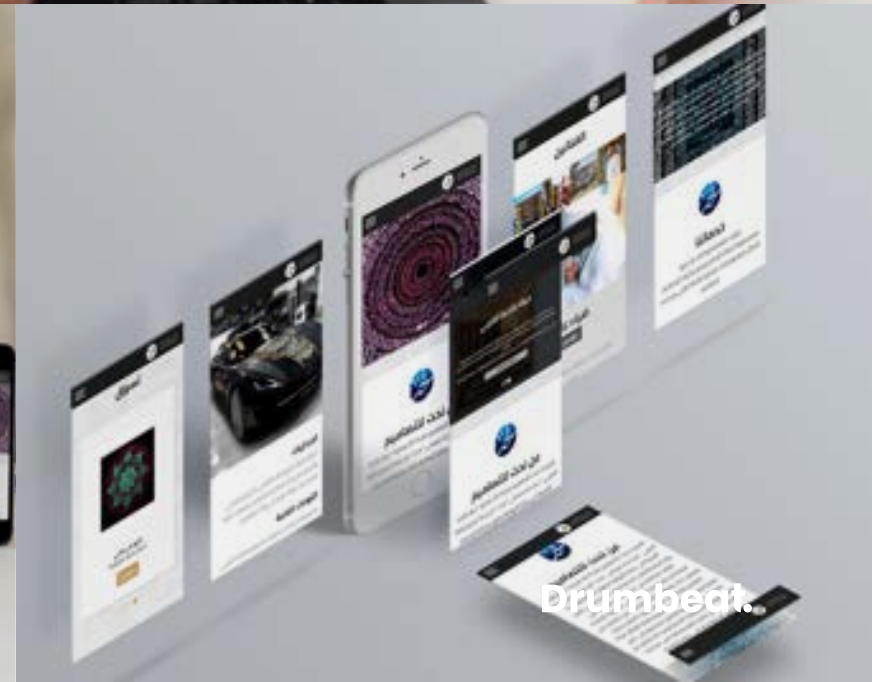
**Client:** Naht Designs  
**Industry:** Design & Culture  
**Services:** Website design & development,  
WordPress CMS build.  
**Year:** 2019  
**Website:** [www.na7tdesigns.com](http://www.na7tdesigns.com)

Naht Designs was founded in 2013 with the idea of “A Life with Arabic Calligraphy.” The name “Naht,” which translates to “carving” in English, stems from the principle of integrating the Arabic language in daily life in new, creative ways.

The founders had a vision of using this ancient language innovatively while preserving its intrinsic beauty and spreading motivational values, especially to the newer generations. Naht Designs continues to fulfill this vision by making Arabic calligraphy an integral part of life for individuals and communities.



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**Client:** Soda Coaching

**Industry:** Career & personal development coaching

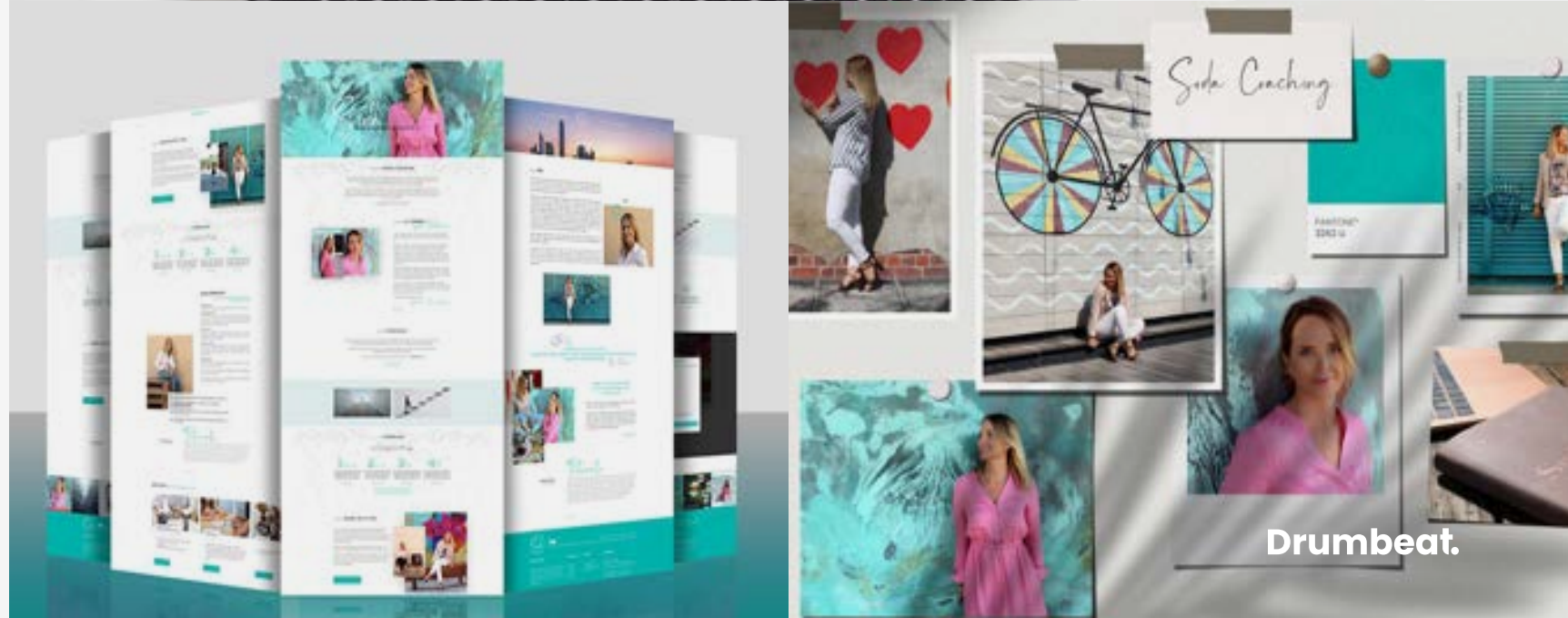
**Services:** Logo design, brand identity design, website design and development, photography.

**Year:** 2020

**Website:** [www.sodacoaching.com](http://www.sodacoaching.com)

This project was a fantastic experience. The team was involved in a range of tasks, including designing the logo, creating business cards, establishing brand guidelines, developing the website, and conducting a photoshoot. Sofie, the client, was an absolute pleasure to collaborate with, always open to suggestions and radiating positivity.

Our interactions during meetings and the photoshoot allowed us to build a deeper understanding of each other, which greatly contributed to shaping her brand identity and website. Soda Coaching represents the personal website of Sofie Dahlman, a coach specializing in career and personal development.



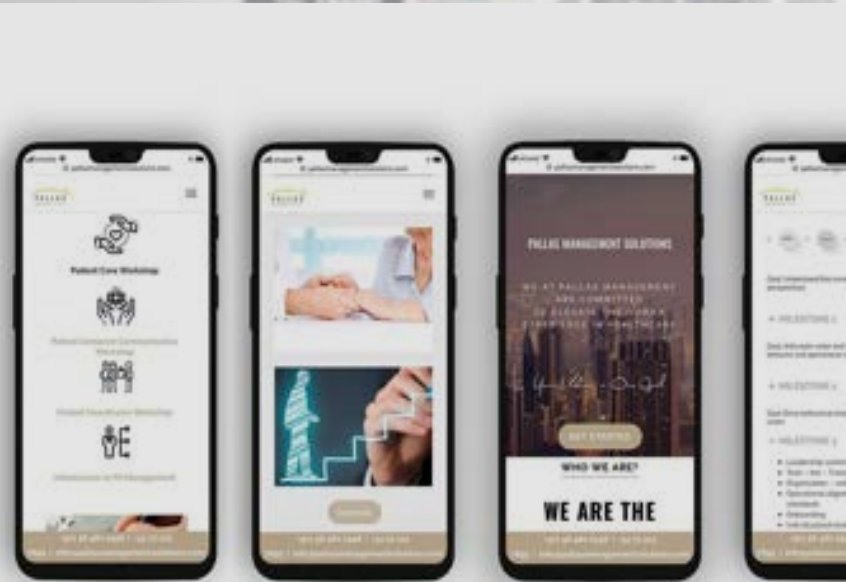


**Client:** Pallas Management Solutions  
**Industry:** Healthcare management consultancy  
**Services:** Website design & development, newsletter designs, social media content creation & management, presentation design, stationary design.  
**Year:** 2019  
**Website:** [www.pallasmanagementsolutions.com](http://www.pallasmanagementsolutions.com)

Pallas Management Solutions is a leading healthcare management consultancy, committed to improving the way healthcare organisations operate. Pallas provides expert consulting, leadership development and patient experience training programs to help healthcare organizations transform their culture and shape the patient experience.



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**Client:** Pallas Management Solutions  
**Industry:** Healthcare management consultancy  
**Services:** Website design & development (LMS build website, newsletter design, social media content creation, marketing material design, manual design).  
**Year:** 2019  
**Website:** [www.pallasmanagementsolutions.com/patient-experience/](http://www.pallasmanagementsolutions.com/patient-experience/)

Pallas Management Solutions dedicated to establishing a platform for enhancing and enriching knowledge about patient experiences and their significance in modern healthcare. Through their Patient Experience Solutions, they offer educational opportunities for entire healthcare teams, emphasizing the importance of patient experience knowledge. Their goal is singular – to elevate the human experience in healthcare.



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# DIAA ALLAM

**Client:** Dia Allam

**Industry:** Design & Culture

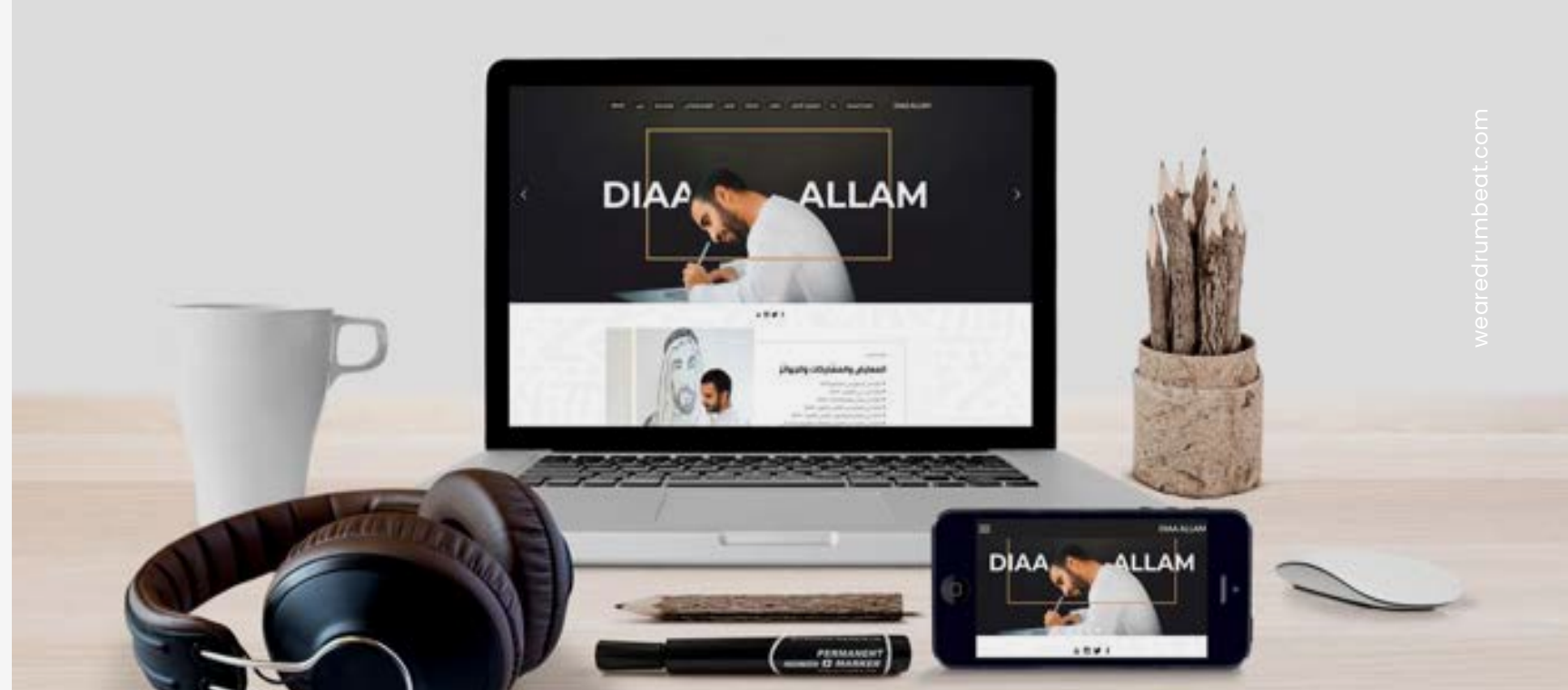
**Services:** Website design & development  
(WordPress, CMS build)

**Year:** 2019

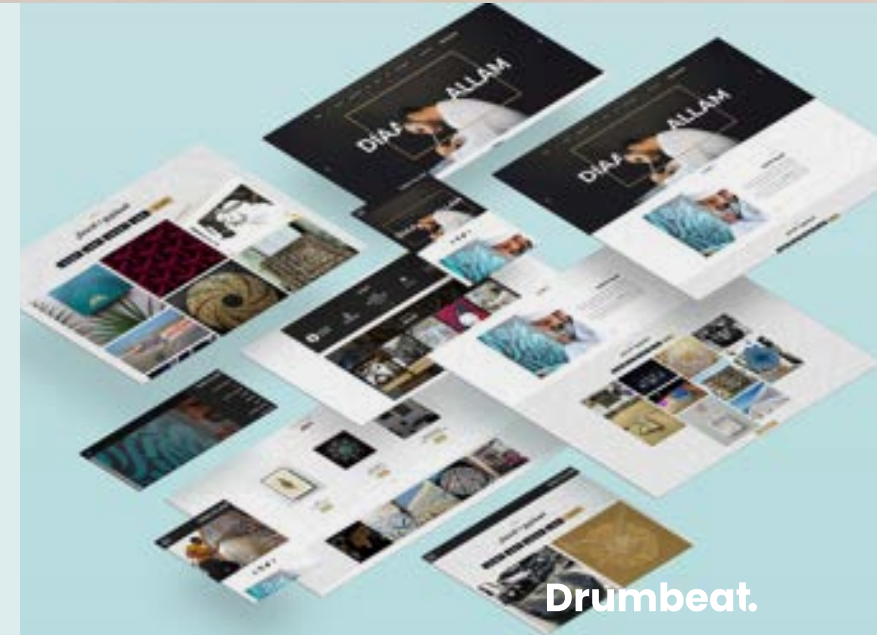
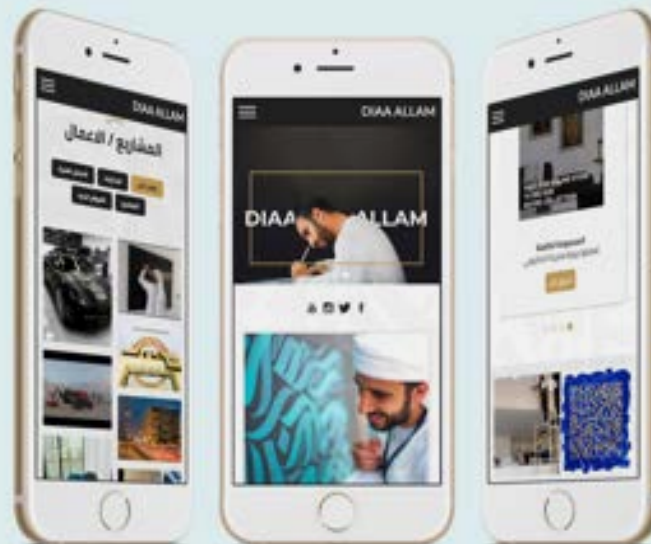
**Website:** [www.diaallam.com](http://www.diaallam.com)

Diaa is a multi-talented individual, serving as a Calligrapher, Muralist, and Live Art Performer. An Egyptian by origin, he embraces an Emirati spirit and has deep roots in the UAE, both in birth and residence. In his professional life, he's an Urban Planner and Landscape Architect.

As the founder of Na7t Designs, Diaa has pioneered the first Emirati brand specializing in Arabic calligraphy fashion and lifestyle. His mission revolves around integrating Arabic Calligraphy seamlessly into contemporary daily life. This quest is driven by the desire to fuse the beauty of the Arabic language with modern living.



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**Client:** Nad Al Shiba Veterinary Clinic

**Industry:** Pets

**Services:** Website design & development, blog Design, marketing material design.

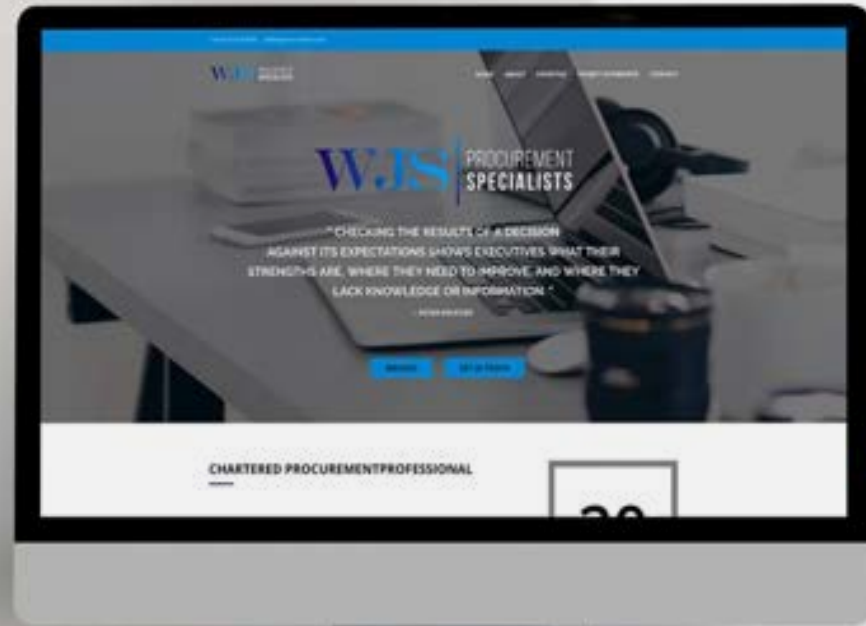
**Year:** 2019

**Website:** www.nadalshibavet.com

Nad Al Shiba Veterinary Clinic is more than just a place for veterinary care. It's a sanctuary of healing, warmth, and goodwill, dedicated to the well-being of beloved animals. Here, each animal is recognized as a unique individual, with its distinctive personality and needs.

With a team of highly dedicated staff members, the clinic wholeheartedly pursues its mission: to deliver the most comprehensive veterinary service to patients and clients. Pet health and happiness are top priorities at Nad Al Shiba Veterinary Clinic.

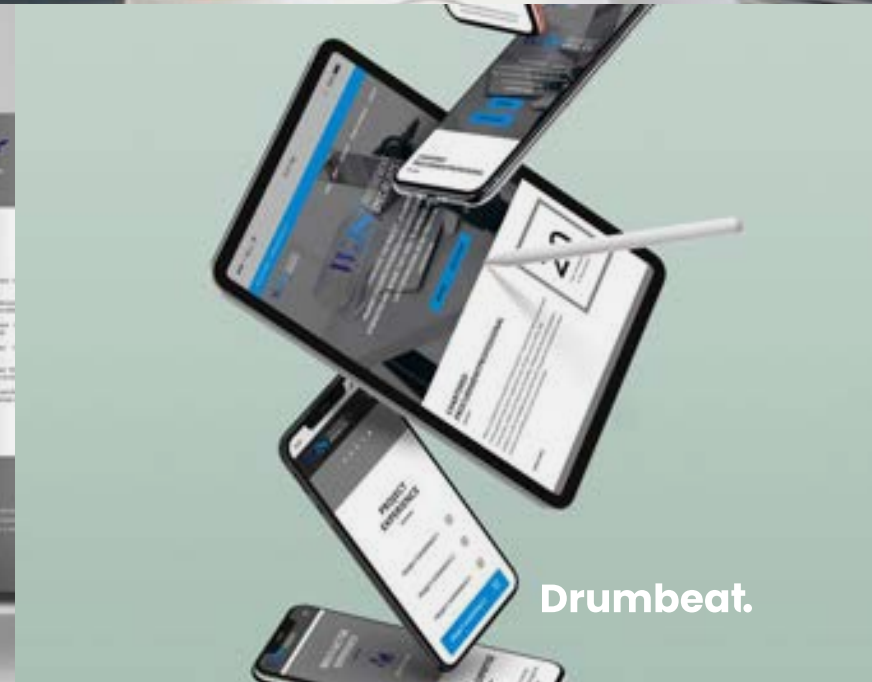




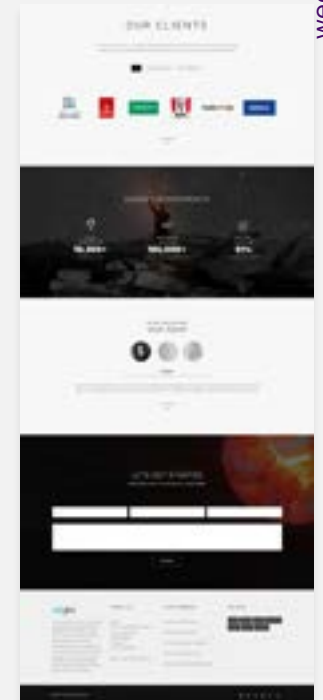
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**Client:** WJS Procurement  
**Industry:** Procurement  
**Services:** Website design & development (WordPress, CMS build).  
**Year:** 2019  
**Website:** [www.wjsprocurement.com](http://www.wjsprocurement.com)

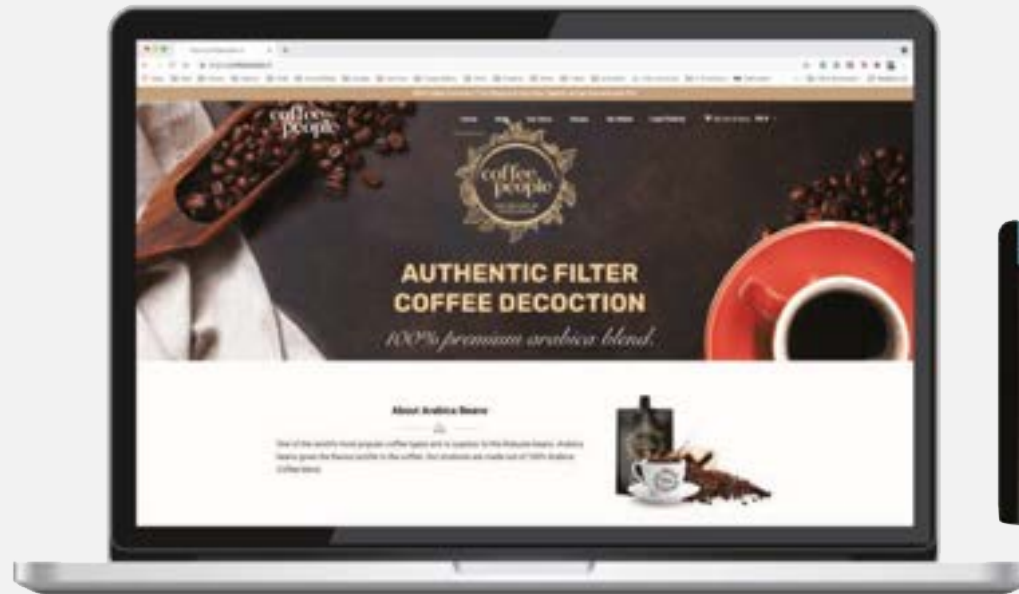
Will is a Chartered Procurement Professional who is deeply passionate about procurement. With over 20 years of experience spanning multiple sectors, including FMCG, FM, Construction, Airline, and Leisure & Hospitality, he has held senior procurement roles in the UK, Middle East, and Asia Pacific. This extensive journey has exposed him to a wide range of cultures at both a professional and personal level.



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**Client:** Salt 360  
**Industry:** Advertising  
**Services:** Website design & development (WordPress, CMS build).  
**Year:** 2018  
**Website:** www.salt360.ae



**Client:** Coffee People

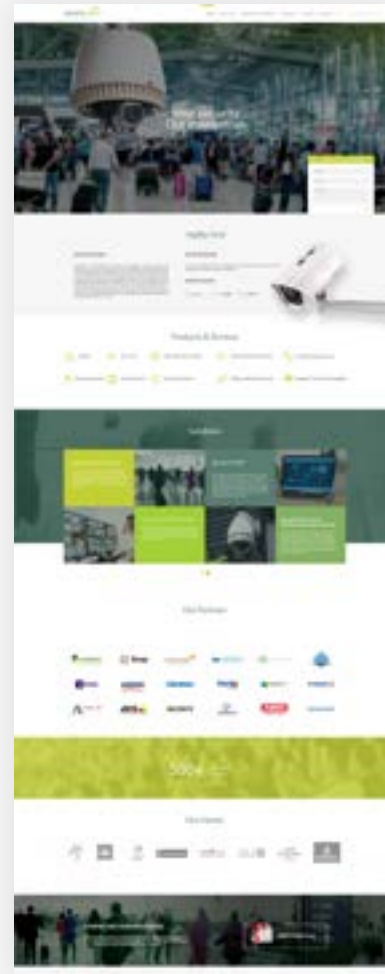
**Industry:** FMCG

**Services:** Website design & development (WordPress, CMS build), logo design, brand guideline, packaging/label design.

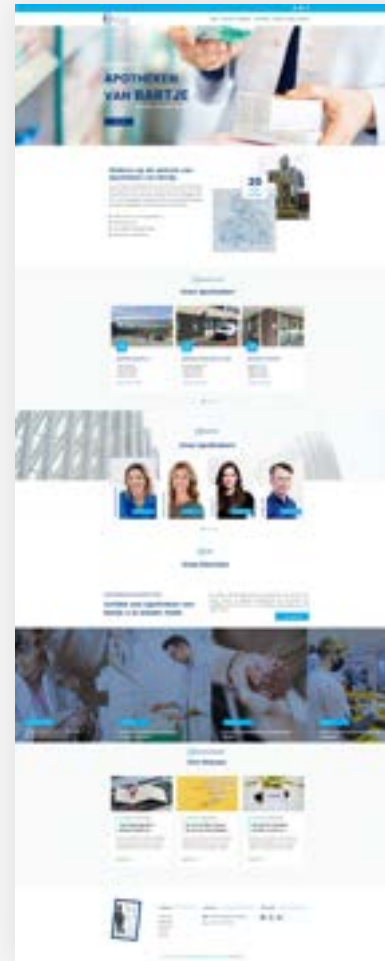
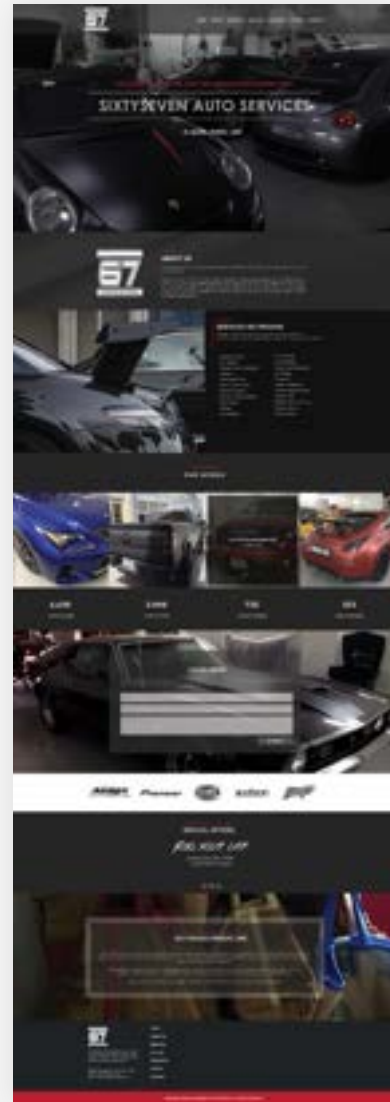
**Year:** 2017

**Website:** www.coffeepeople.in

## Other websites

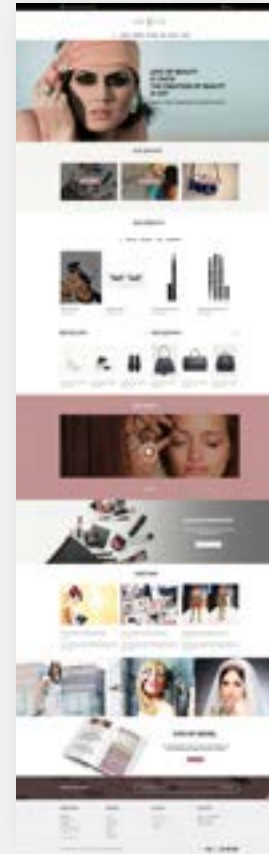


## Other websites





## Other websites



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## Contact

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[habeeb.rahman@wearedrumbeat.com](mailto:habeeb.rahman@wearedrumbeat.com)