



Core
STUDIOS

Integrated Vision

1.0
**CORPORATE
OVERVIEW**



1.1
**WE
ARE**

CORE STUDIOS

Core Studios prides itself as an agency of passionate designers, artists, and architects with an innate gift for storytelling. After all, great stories can stream down only from inventive minds.

We are led by our founder Amer Kouly, an architect with over 20 years of design experience.

In 2004, he envisioned Core Studios as a workshop hub for developing visuals > language as a tool for effective marketing communication. Since then, we've always welcomed free-flowing expressions of ideas from artists and clients around the world, hence our slogan, "We talk visual."

Operating on the powerful tenet that every idea inspires unique visual expressions, Core Studios breaks new grounds year after year; thus, building our name in the industry.

Through the years, we've learned the art of delivering on short notice. Clients don't have to feel alone figuring out how they can beat their tight deadlines. We've accomplished impossible tasks and will continue to support developers, architects, and advertisers on their requirements.

To date, we've expanded operations in cities like Cairo, Dubai, Doha, and Montreal; our project portfolio now covers the Middle East, London, Paris, Sarajevo, Maldives, and North America.



1.2
OUR OFFICES

Lorem Ipsum

EDMONTON - CANADA

ISTANBUL - TURKEY

DOHA - QATAR

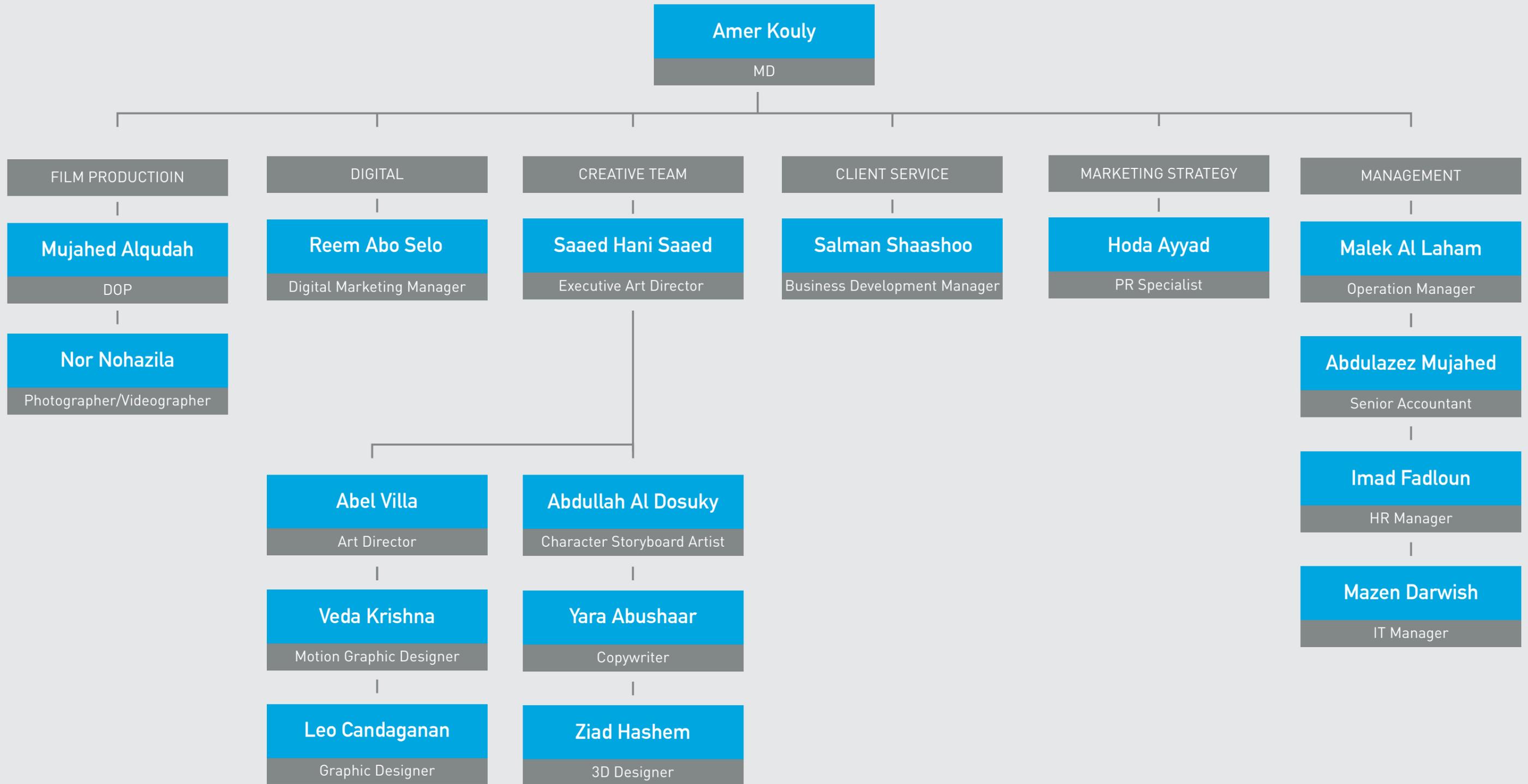
CAIRO - EGYPT

DUBAI - UAE

1.2 WE ARE HERE / TO SUPPORT

1.3
OUR TEAM





1.4 **OUR CLIENTS**

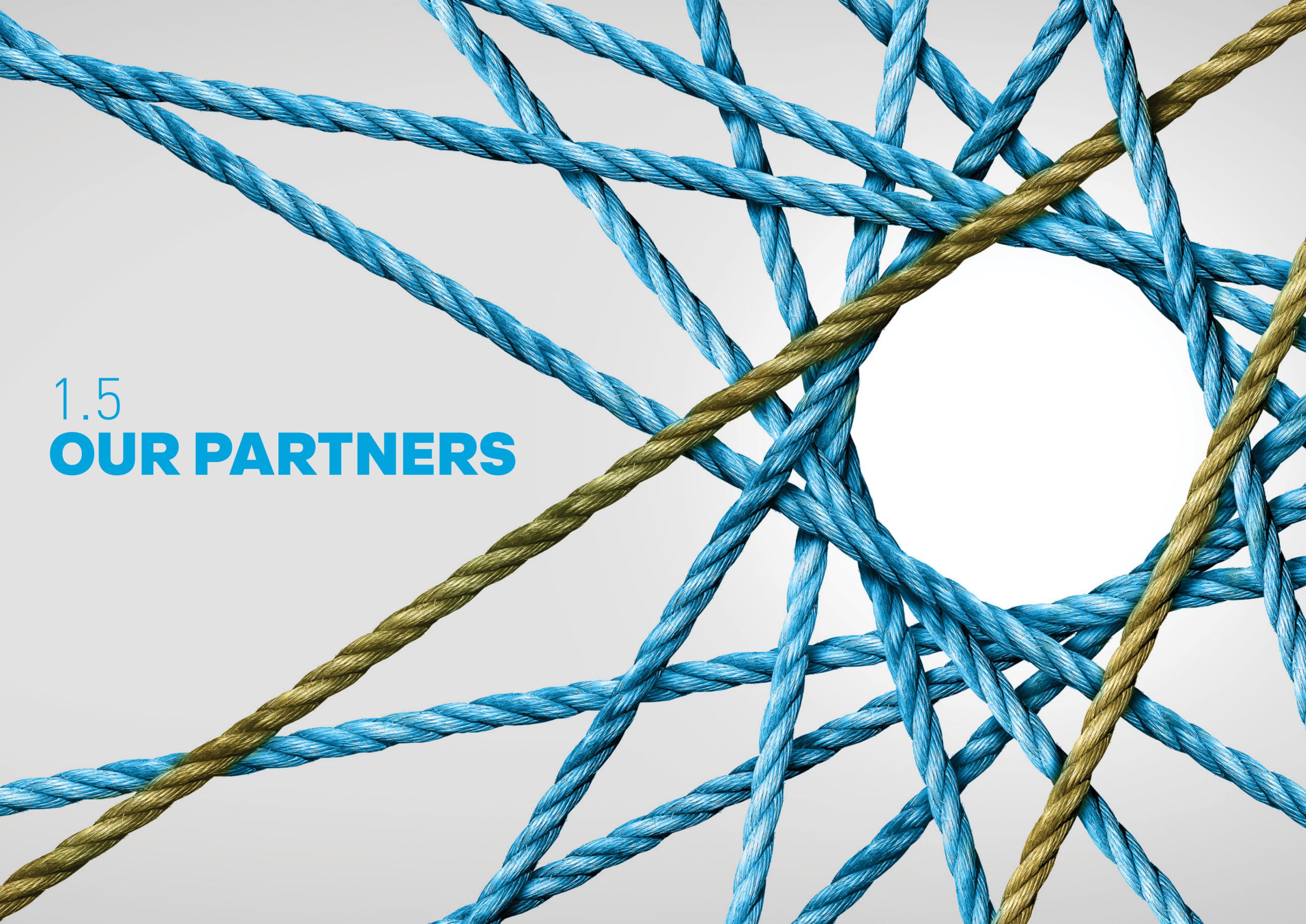


Our Clients 1.4

OUR CLIENTS

Trusted by most prominent list of local and regional big fortune companies



The background of the image is a close-up of a braided rope net. The net is composed of thick, braided ropes in two colors: a vibrant blue and a golden-brown. The ropes are interwoven in a complex, crisscrossing pattern, creating a mesh-like structure. The lighting is bright and even, highlighting the texture and individual strands of the rope. The overall composition is dynamic and visually appealing.

1.5
OUR PARTNERS

OUR GROUP

OUR PARTNERS



1.6
OUR SERVICES



1.6

We Do

MEDIA

Media Planning
and Booking
Media Publishing
Media Monitoring

PUBLIC RELATIONS

Content Development
Media Relationship
Event Planning
Communication Management
Public Affairs
Social Responsibility
For Corporate

CGI

3D/2D Animation
CGIs
Motion GFX
Infographic

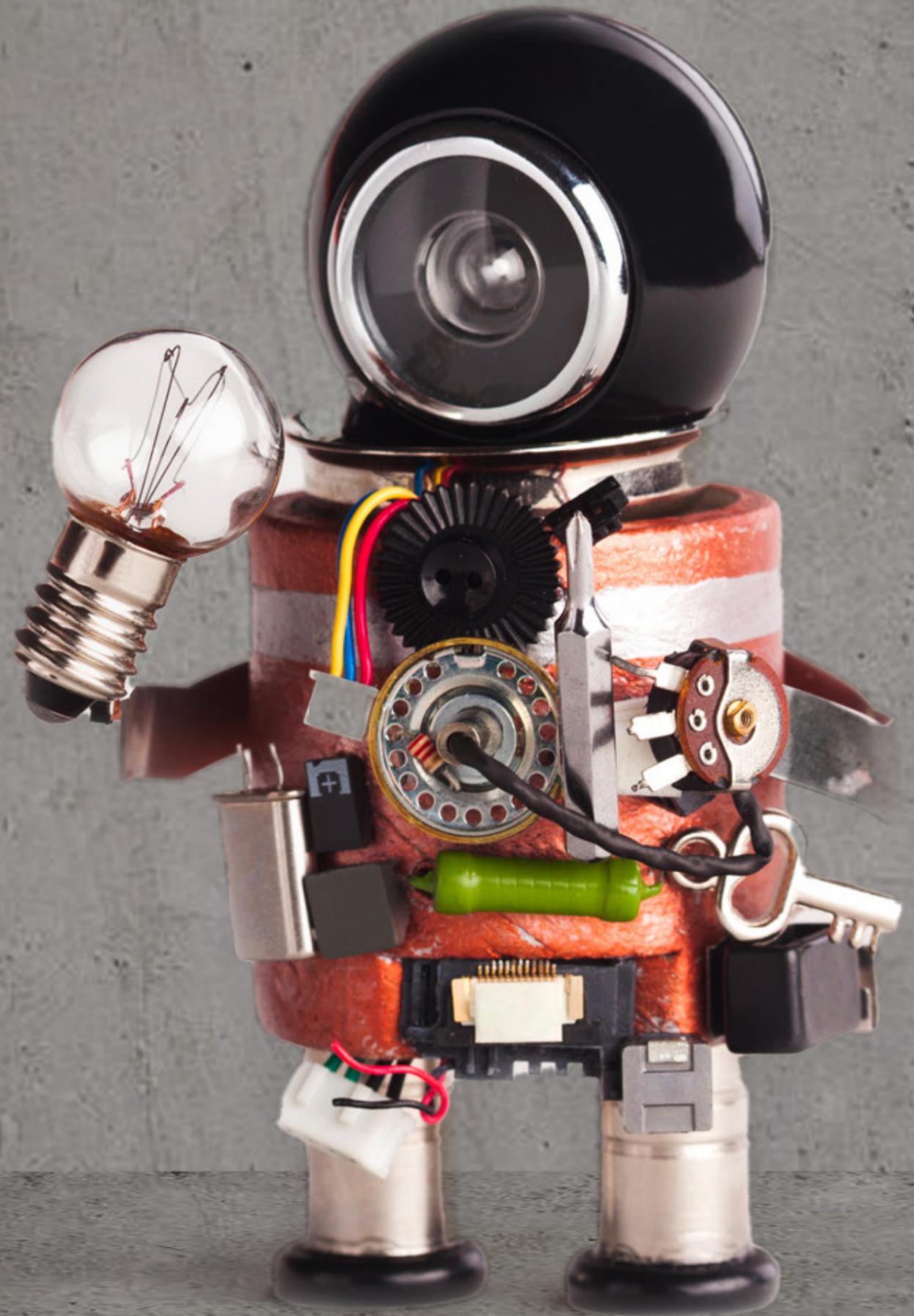
PRODUCTION

Film Production
Gift Items
Booth

ADVERTISING

Research & Strategy
Creative
Branding
ATL
BTL

1.7
**DIGITAL
MARKETING**



We Do

Digital Strategy Development

- Digital Vision
- Digital Assessment
- Current Situation Analysis
- Defining Targeted Audience
- Strategy timing and scheduling

Digital Campaigns Development

- Media Buying
- Defining Keywords
- Media Strategy creating and development
- Monitoring Campaign
- Collecting Digital Data
- Digital KPIs
- Digital Campaigns Launching
- Digital Platforms Booking

Social Media Management

- Content Creating and Publishing
- Initiating Conversations and Engagement
- Collecting Data
- Digital Support and building relationships with clients
- Creating Trends
- Building Loyalty

Digital Brand Development

- Website Development
- Defining Strategic Keywords
- Website Programming and Designing
- Website Content Management
- Search Engine Optimization Analysis



1.8

OUR STRATEGY

OUR STRATEGY



1 Analyzing

- Understanding the brand through searching and assessment from communication point of view.
- Understanding the social, cultural, iconic aspects for the targeted market.
- Defining stakeholder
- developing media investment and opportunity strategy



2 Resources Assignment

- Defining the best resources to execute the strategic tasks
- Defining the best communication plan



3 Plan Development

- Communication strategic plan including:
 - Goals
 - Targeted Market
 - Main Messaging
 - Communication Channels
 - Tactical Messages
 - Action plan



4 Execution and Evaluation

- Transforming strategy into an action plan to achieve multiple communication goals
- Setting evaluation system through main KPIs



1.9
MEDIA



1.9

We Do

Media Booking and Planning

Media Publishing

Monitoring Media



2.0
SCOPE OF WORK



SCOPE

Icon: A hierarchical tree diagram with three levels of nodes.

COST

Icon: A large dollar sign symbol.

RISK

Icon: A 4x4 tic-tac-toe grid with 'X' and 'O' symbols and a curved arrow pointing from the top-right to the bottom-left.

TIME

Icon: A Gantt chart with three horizontal bars of varying lengths.

PROJECT MANAGEMENT

Icon: A hand turning a gear.

PROCUREMENT

Icon: A magnifying glass over a bar chart with a line graph overlay.

COMMUNICATION

Icon: A megaphone.

HR

Icon: Three stylized human figures.

QUALITY

Icon: A checkmark inside a circle.

Scope of Work

01

Logo Design

Previous work



Scope of Work

01

Logo Design

Previous work



Scope of Work

01

Logo Design

Previous work



Logo Design

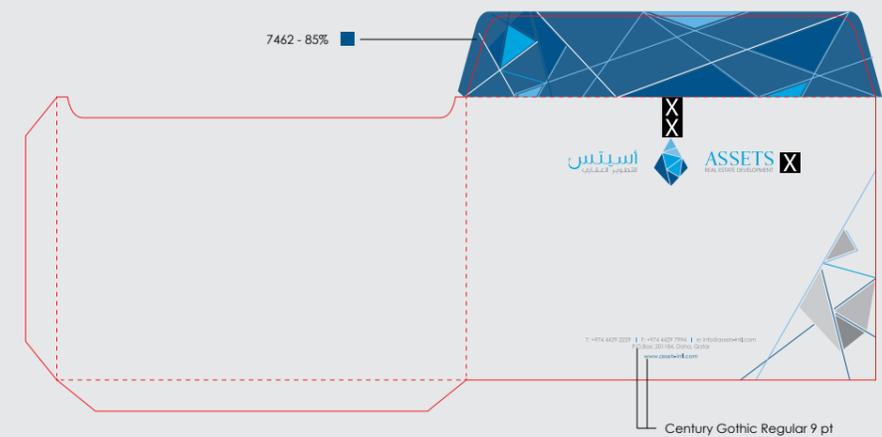
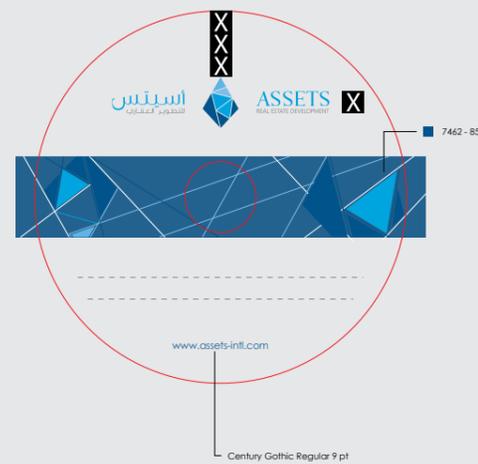
Previous work



01

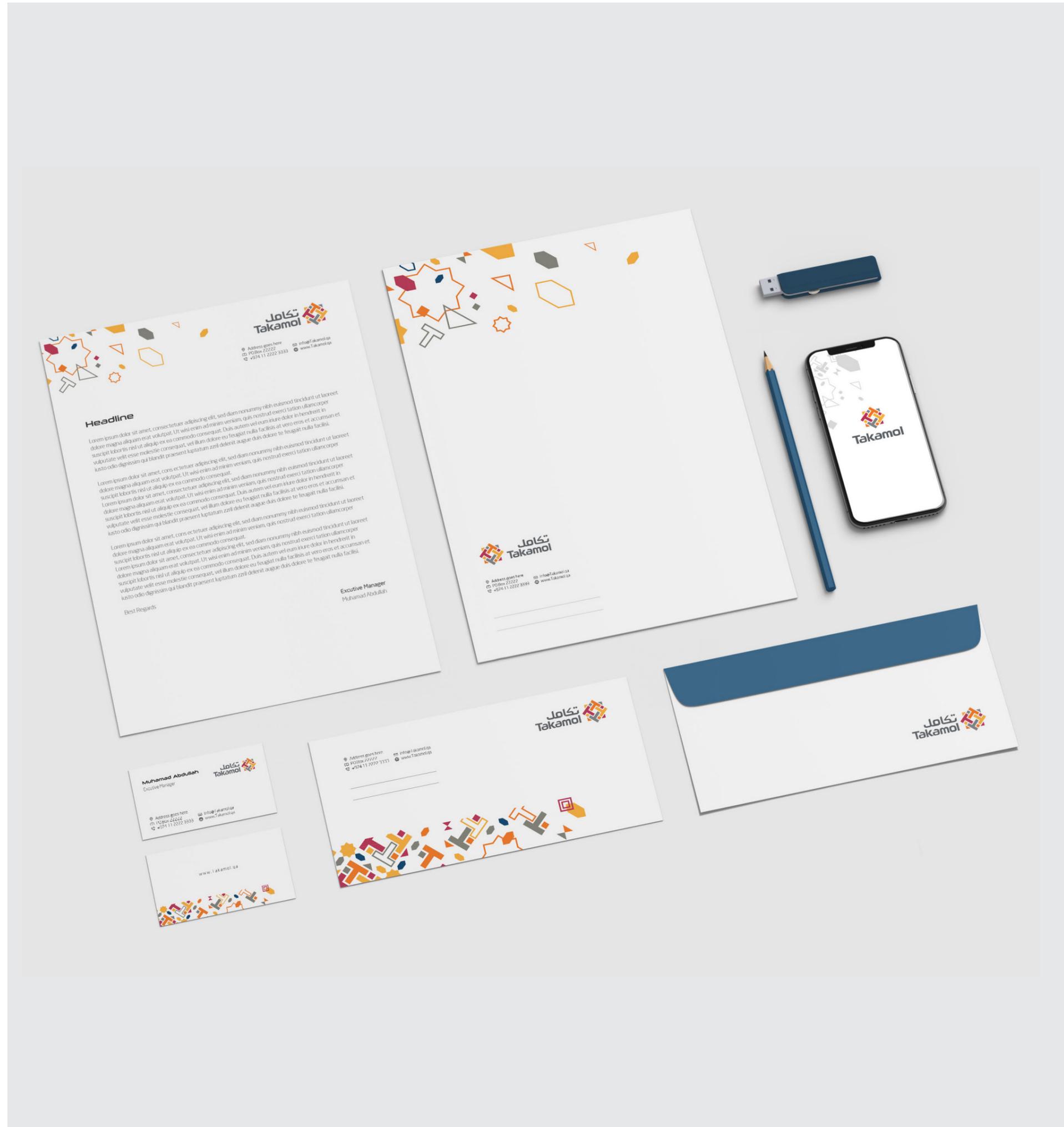
Logo Design

Previous work



Logo Design

Previous work

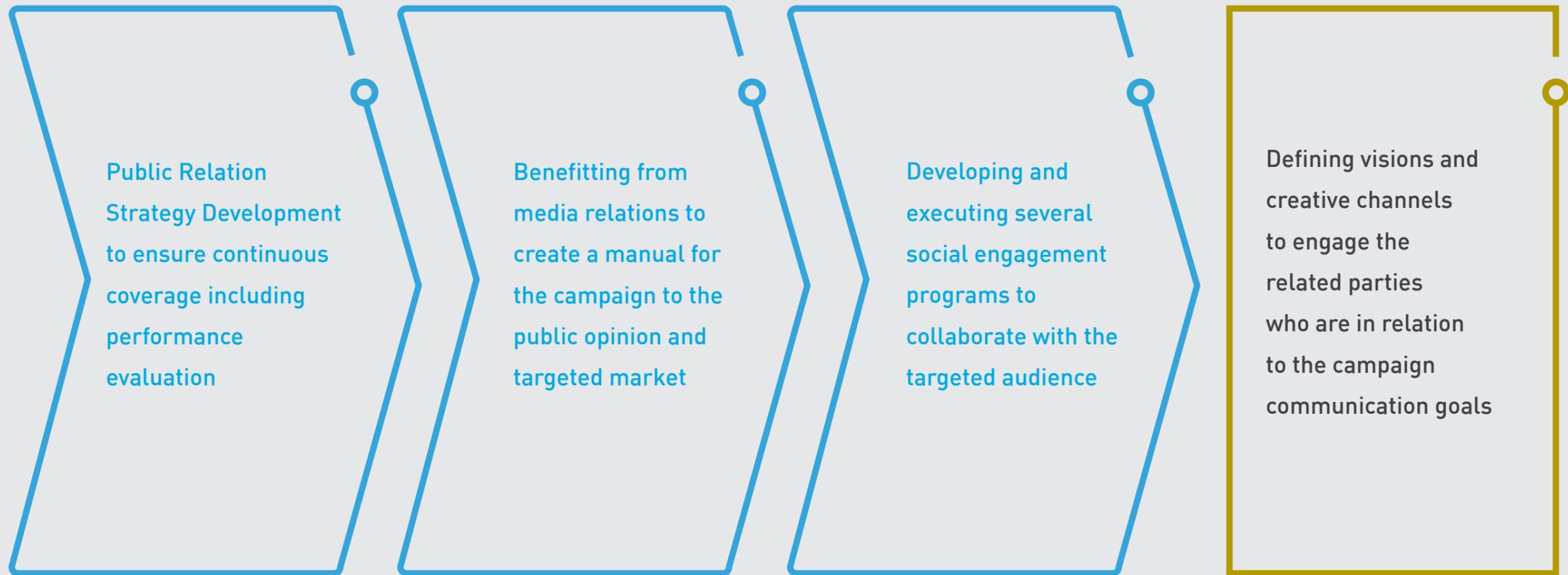


03

Copywriting and Public Relations



Public Relations Plan Steps



Copywriting and Public Relations

MALL OF QATAR WELCOMES VISITORS FAMILIES WITH THEIR CHILDREN WITH THE SECOND PHASE OF LIFTING RESTRICTIONS

Doha, Qatar, June 19, 2021: Families and children under 12 years are welcomed at Mall of Qatar, according to the government guidelines of the second phase of gradual lifting of restrictions imposed for the containment of COVID-19. The Nation's Mall welcomes visitors and shoppers at all stores and entertainment facilities while fully adhering to the precautionary measures that ensure their safety.

According to the second phase of the gradual lifting of restrictions, Mall of Qatar welcomes visitors with Ehtiraz green code at a capacity of 50%. At the same time, children under 12 can enter the Mall now.

Visitors, including families and children, can now enjoy tasty meals in the surrounding restaurants of the Oasis while watching the Euro Cup matches on giant 360-degree screens for an exciting and memorable experience. The football matches are broadcasted live until 11 July, the date of announcing the winner of the cup.

The food court is ready to receive diners again with 30% of its capacity and provides pick-up and delivery services. Indoor dining in the restaurants and cafes inside the Mall is limited to vaccinated people at a capacity of 30%. In comparison, restaurants with outdoor dining areas can accommodate visitors at 50% capacity.

Only vaccinated people are allowed to enter the entertainment facilities and centers at a capacity of 20%, while cinema theaters welcome vaccinated people at 30% of their actual ability.

While Praying rooms are open again with strict hygiene procedures, fitting rooms in the stores will remain closed in this phase.

Emile Sarkis, General Manager of Mall of Qatar, said: "We are delighted to receive the families with their younger children again. At Mall of Qatar, we are completely ready to offer them a memorable and safe experience, with several offers and deals in the stores. Our priority is always to provide them with the best customer service that exceeds their expectations. In addition, we would like to thank all the ministries and authorities who worked hard to secure the continuation of business and at the same time maintain the community health and safety."

It is worth noting that Mall of Qatar management and staff, including customer service, security, cleaners, and technical teams received the required COVID-19 vaccination. In addition, 95% of tenants' staff are vaccinated while the remaining 5% will get their vaccination soon.

As part of its continued safety measures, the Mall of Qatar is always conducting regular comprehensive deep cleaning and sanitizing for the whole Mall to maintain stringent hygiene. In addition, all visitors entering the Mall should show the green code on the Ehtiraz App on their mobiles, wear masks properly, and always maintain social distancing.

MALL OF QATAR WELCOMES MEDIA FOR AN AMAZING (SCRATCH AND WIN) EXPERIENCE

Shopping festival runs until June 30, with total prizes of more than QAR 1.7 million

More than 700 winners received their prizes with a total value of more than QAR 750,000

Qatar, June 2, 2021: Mall of Qatar has recently hosted various media in Qatar for a «scratch and win experience» as part of its successful «Shop and Win» festival.

Mr. Emile Sarkis, Mall of Qatar General Manager, along with the Mall management staff welcomed the media and introduced them to the features of the «Scratch and Win» festival that is currently taking place at Mall of Qatar and runs until June 30. The group followed the safety instructions with a limited number of people wearing masks while ensuring social distance protocols.

Mr. Emile Sarkis, General Manager, Mall of Qatar, said: «Mall of Qatar is pleased to welcome media representatives again to experience the Mall's ongoing events and festivals. With phase 1 of lifting the restriction on COVID-19, we are honored to meet them at our premises to experience the «Scratch and Win» festival, the first of its kind in Qatar. We want to thank them for their effort and positive contribution to our community».

«Our festival has received huge success, and we would like to call everyone to leverage this opportunity to win valuable prizes and add great value to their comfortable and safe shopping experience at their favorite destination,» he added. Running until June 30, 2021, the «Shop and Win» festival and «Scratch and Win» festival have accomplished colossal success and demand with prizes exceeds 1.7 million Qatari Riyals. Until today, More than 700 winners have received their prizes with a total value of more than QAR 750,000.

To participate in the shopping festival at the Mall of Qatar, visitors need to purchase QAR 200 and above in any of the Mall outlets to be eligible for the draw. They can redeem their receipts with coupons from the Mall customer service desks to leverage a wide range of instant gifts, including Mall of Qatar Gift Cards and in-kind gifts from various stores in the Mall. In addition, they can automatically participate in the «Shop and Win» festival and enter the major raffle draw on Range Rover Velar that will take place on 1st of July at the Oasis stage.

Mall of Qatar is committed to offering a safe and comfortable experience by following precautionary measures to safeguard the visitors. All Mall of Qatar management and staff including customer service, security, cleaners and technical teams in addition to most tenants received the required COVID-19 vaccination. In addition, the Ministry of Public Health recently conducted COVID-19 tests for all the Mall's and tenants staff and employees, to maintain their health and secure safe shopping experience for customers.

The safety measures at Mall of Qatar include enhanced hygiene and cleaning protocols, hand sanitation stations throughout the Mall, and handrail UV Sanitizers to regularly sanitize the handrails of the escalators and protect customers while moving in the Mall.

Mall of Qatar, the Nation's Mall, is one of the main pillars in the retail and tourism sector in Qatar. By supporting Qatar National Vision 2030, Mall of Qatar contributes to diversifying the economy, backing economic development, and enhancing Qatar's image in the region as a center of excellence for high-end shopping. The Mall genuinely offers unique shopping and dining experiences that can be thoroughly enjoyed every time to be the ultimate destination for visitors, shoppers, and families.

Copywriting and Public Relations

Previous work

CUSTOMS ANNOUNCES THE «STRUGGLE» CAMPAIGN TO REPORT CUSTOMS CRIMES AND OFFENSES.

The General Authority of Customs is constantly working to raise the level of preparedness in customs intelligence and fighting against smuggling and seeks to enhance the community's role in reporting customs crimes and raise awareness of the acts that constitute offenses by the customs law.

In this regard, the authority announced the national campaign (Fight against) to increase community members' participation in fighting against customs crimes and offenses.

The authority urges individuals to take part in the campaign and to provide information on any customs offense.

The authority clarified the types of offenses individuals can provide information about, such as smuggling prohibited or restricted goods, tampering with customs documents and invoices, and other crimes.

The authority provided individuals with a hot number to contact if they have information on any offenses or illegal practices, which is 16500. In addition, they can also communicate with the authority via the campaign's dedicated email: Kafih@customs.gov.qa

Through this campaign, the authority aims to contribute to the public in raising the control operations and protecting society from the dangers of customs smuggling.

This will help to achieve the authority's vision of commitment, facilitation, and global customs leadership, safeguard the security and economy of society and saving the environment, supporting legitimate trade, and raising the efficiency of customs work, which leads to attracting foreign investments and increasing Confidence in the integrity and transparency of the General Authority of Customs.

04

Advertising for Indoor and Outdoor

Previous work



04

Advertising for Indoor and Outdoor

Previous work



05

Advertising

Previous work for
previous campaigns



05

Advertising

Previous work for
previous campaigns

WE ARE TURNING 4!
YOUR ULTIMATE DESTINATION FOR SHOPPING,
DINING AND ENTERTAINMENT.

قطر مول
MALL OF QATAR

05

Advertising

Previous work for
previous campaigns



05

Advertising

Previous work for
previous campaigns

قطر مول
MALL OF QATAR

Shop, Play & Win!
Spend 300 QAR and spin the wheel for a chance to win amazing prizes worth 1,000,000 QAR

تسوّق، العب واربح!
تسوق بقيمة 300 ر.ق والعب لفرصة ربح جوائز تصل قيمتها إلى 1,000,000 ريال قطري.

*Terms & Conditions Apply

*تطبق الشروط والأحكام

وزارة التجارة والصناعة
Ministry of Commerce and Industry
تسوّق
بقيمة
16001
رقم التسجيل
2021 / 1740

05

Advertising

Previous work for
previous campaigns



05

Advertising

Previous work for
previous campaigns



05

Advertising

Previous work for
previous campaigns

كأس الأمير
Amir Cup
2020⁴⁸

نهائي Final

WATCH AMIR CUP FINALS
LIVE AT MALL OF QATAR 360 MEGA SCREENS
OASIS STAGE, DEC 18 AT 7 PM.

Witness roaming parades with an amazing
cheering atmosphere and dine in experience.

قطر مول
MALL OF QATAR

05

Advertising

Previous work for
previous campaigns



Advertising

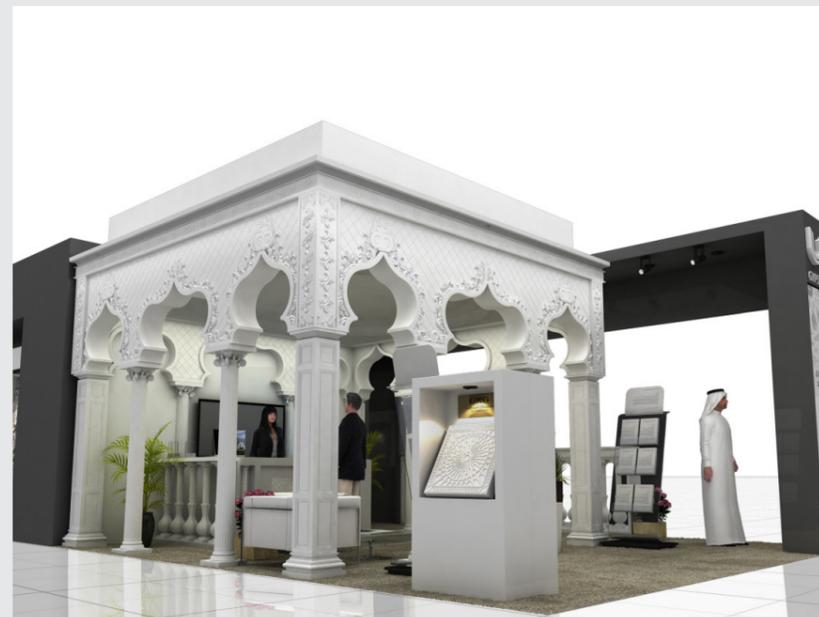
Previous work for previous campaigns



05

Advertising

Previous work for
previous campaigns



06

Professional Photography

Previous work for
previous campaigns



Scope of Work

06

Professional Photography

Previous work for
previous campaigns



Professional Translation

Previous work

AL-ADAAM - A JOURNEY THROUGH HISTORY

Tall and high, the Qatari flag stands as a symbol of glory and dignity- inspiring the meanings of pride and loyalty to our nation's legacy and reminding us of our ancestors' glorious history.

This Flag narrates a long history across generations. And we are about to start a journey through time to retrieve the story of our flag and its graceful history.

The Qatari flag is unique in its purple-red color that fascinated ancient civilizations, and is regarded as a symbol of respect and dignity.

The purple-red color dates back to the third millennium B.C. The history of the purple-red color has been associated with the Phoenicians (of the Canaanite dynasty) in the Arabian Peninsula. The word Phoenician was derived from the Greek word «phoenix,» meaning the purple people. And (Bin Ghannam) island was the source of this purple-red dye, and this small island is located near Al Khor, 40 kilometres from Doha. Under the scorching desert sun, the purple paint dries up into a purple-red (burgundy) color.

Until the nineteenth century, the emirates of the Arab Gulf including Qatar had solid red flags. This was the first flag of Qatar to flutter across the country - and it was used until 1860

As the sailors and ships of the Emirates used to sail far in the Gulf waters, waving their flags, which were identical, some of the gulf Emirates have tended to change their flags to be distinguished from one another.

By 1916, Sheikh Abdullah bin Qasim bin Muhammad Al Thani signed an agreement with Britain, similar to other Gulf Arab emirates. In the same year, the flag of Qatar became red with the name Qatar written inside.

In 1932 the Qatari flag turned white and purple, separated by zigzag lines with nine heads, and in 1936 the flag became crimson with nine whiteheads and nine scarlet points.

In 1949, with the export of the first shipment of oil at the end of the era of Sheikh Abdullah bin Qassim Al Thani, and with the beginning of the rule of his son Sheikh Ali bin Abdullah Al Thani, the flag became dark red and white. The flag was separated by nine heads and 9 diamonds with the name of Qatar written on it.

In 1960, the ruler of Qatar at the time, Sheikh Ali bin Abdullah Al Thani ran a slight change, leaving the white, burgundy, and serrated heads, but without the word Qatar and diamonds. Qatar has been waving the current flag since then.

In 1971, Qatar joined the United Nations, following the abolition of the British Agreement. And the flag of Qatar with its historical burgundy, and white colors was waived.

The colors of the current flag of the State of Qatar have connotations. White is for peace, and burgundy «Ennabi» symbolizes the bloodshed in Qatar's wars waged. while the nine heads represent Qatar being the ninth member of the Trucial States in the Arab Gulf states, after concluding the Qatari-British agreement in 1916.

On December 7, 1996, the new national anthem of the State of Qatar was launched with the father Amir, Sheikh Hamad bin Khalifa was crowned. The anthem was first performed during the reception of the GCC countries' leaders on the occasion of the seventeenth summit of the Gulf Cooperation Council in Doha. The lyrics were written by the poet Sheikh Mubarak bin Saif Al Thani and composed by Abdul Aziz Nasir Al-Obidian.

The shade of the Qatari flag was changed to the current color by Law No. (14) of the year 2012 regarding the Qatari flag, which was issued by The Amir of Qatar back then, Sheikh Hamad bin Khalifa Al Than.

And here is Qatar's flag (Al-Adaam) flying high with pride, dignity, and freedom. It shall always be fluttering in Qatar's land, sea, and sky, served by His Highness Sheikh Tamim bin Hamad Al Thani, The Amir and supported by the determination and loyalty of the people of Qatar, across the generations.

Professional Translation

Previous work

PURCHASE NOW, SHOP LATER

Mall of Qatar Gift Card is the perfect solution to shop or buy gifts for your loved ones from Qatar Mall instead of cash, with many offers and discounts available at multiple stores for a complete shopping experience full of rewards and surprises. The card can be used at more than 400 stores within the mall, including al-Rayyan Doha Hotel and all outlets, for easy, comfortable, and attractive options to pay for your purchases. You can also give them to your children or your loved ones.

Easy to use: You can easily use the card at Mall of Qatar outlets for a partial or complete payment of the value of the items or services you would like. Any purchase will automatically be deducted from the card balance, the same way as a debit card.

Long-term validity: The card is valid for 24-months from the date of issuance. If the balance is not used or partially used during this period, the remaining balance will be transferred to a charity under Islamic law principles (Sharia).

Activation & Limit: There is no need to activate the card. Mall of Qatar will activate the card on the date of purchase for a small fee of QAR 10, which is the value of issuing the card. Each card has a minimum limit of QAR 50 and a maximum limit of QAR 500; the card balance can be checked at any time through any ATM. After the specified period's expiration, the card will no longer be valid and cannot be reactivated. Please contact Mall of Qatar call center to report any outlet within the mall that charges an additional fee for using the card.

Card purchase & usage: You can purchase the card at any customer service desk within the mall. The gift card can't be used to withdraw cash from ATMs or complete any payments outside Mall of Qatar or make payments or purchases online. The card can't be recharged again; it will expire once there is no remaining balance.

Card Privacy & Security: You must keep your card and insurance secure and explicit for personal use. The cardholder shall bear complete responsibility for liabilities and obligations that arise due to a third party's misuse.

Important Information:

- You can buy more than one card depending on usage purpose, including a prepaid option to purchase goods and services from different outlets within the mall. The card can be given to children for a cashless payment or a gift card to friends and loved ones to avoid buying a gift that they may not like.
- Each card consists of four digits verification code printed inside the gift card box; you can choose and change the card's verification code at any of Qatar Islamic Bank ATM's. The verification code must be used to complete any payments and kept secure and not disclosed to anyone other than the card's direct users. The card verification code can't be recovered in case lost or forgotten.
- No balance statement is sent to the cardholder. You can view the remaining balance through any ATM.
- A purchase can be rejected if the available card balance is less than the value of the goods or service you wish to receive. You can use other payment forms to pay the remaining balance (subject to the merchant's policy).
- It is subject to each outlet replacement policy for returning or replacing an item purchased with the gift card. They can either return the amount to your card balance, return it in cash, or give you purchase vouchers from the store; all this depends on the outlet policy.
- The gift card can't be exchanged, and the remaining available balance can't be refunded if the card is lost, damaged, or stolen. We recommend the card to be used by the person signed on the back of the card. Once the card expires with no sufficient amount, you should cut it in half and discard it.
- Once the card is bought, you agree to comply with all of the terms and conditions. You can read the gift card full terms and conditions usage on our website.

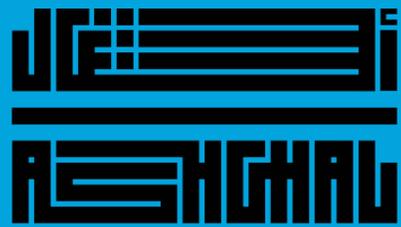
For more information about Mall of Qatar Gift Card, contact our call center on +97440346062, or email us at: info@mallofqatar.com.qa

07

Film
Production

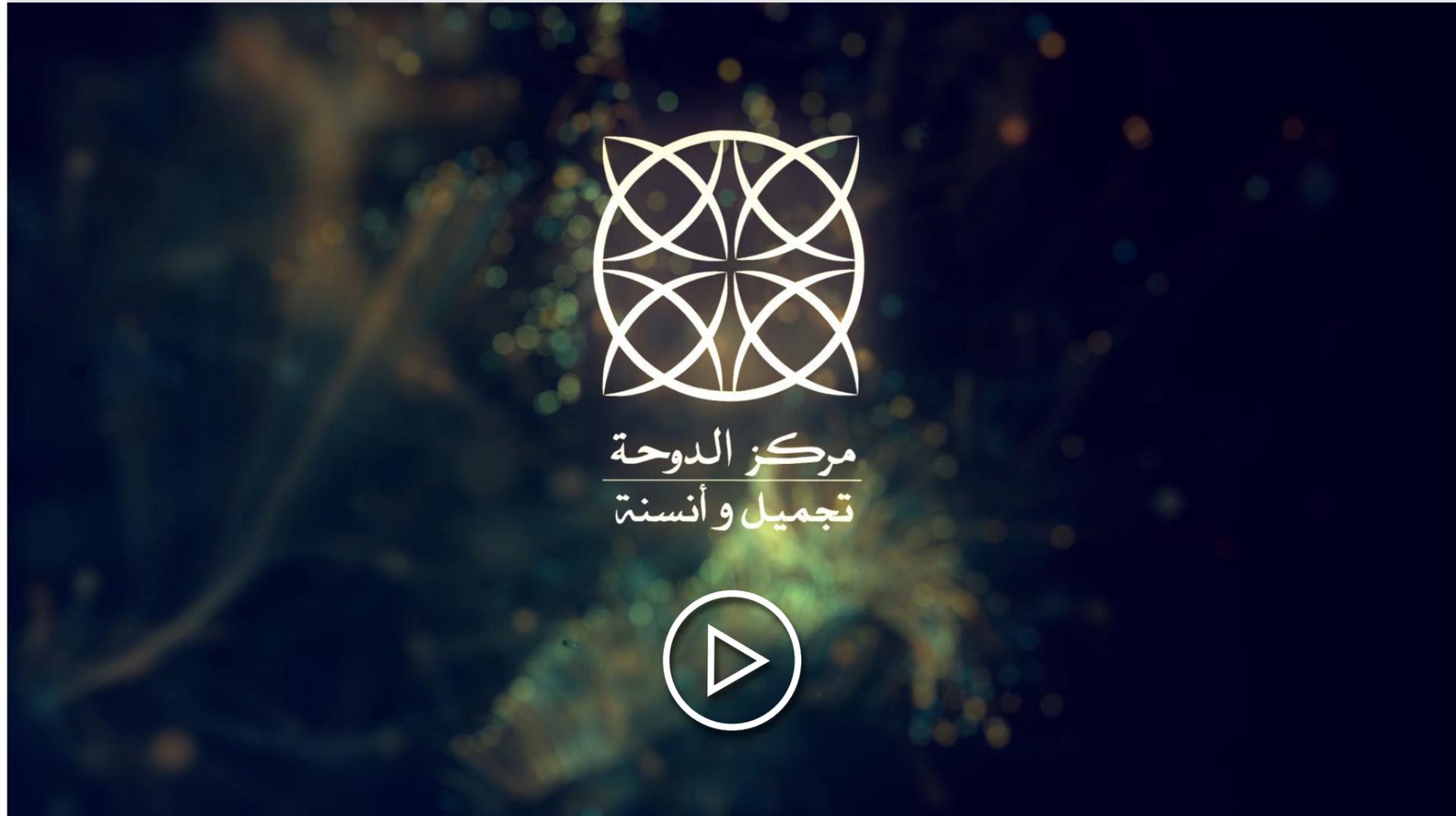
Previous work

Client: Public Works Authority



قطر تستحق الأفضل
Qatar Deserves The Best

Doha Beautification Documentary



07

Film
Production

Previous work
Client: Qatar Rail



Interviews with Qatar Rail Team



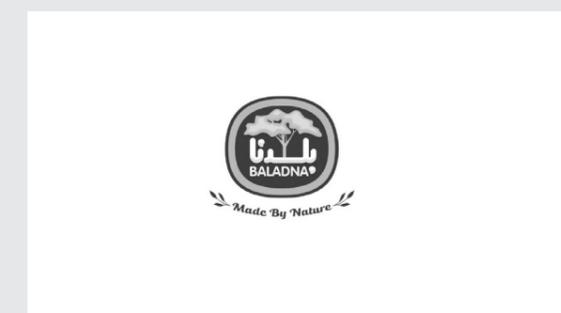
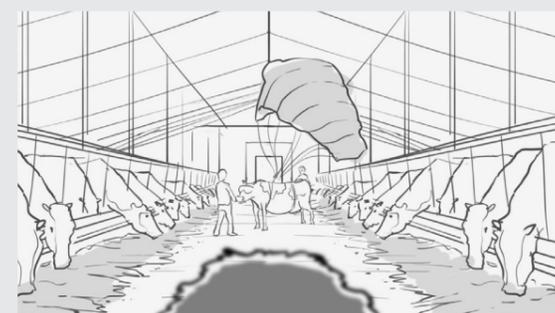
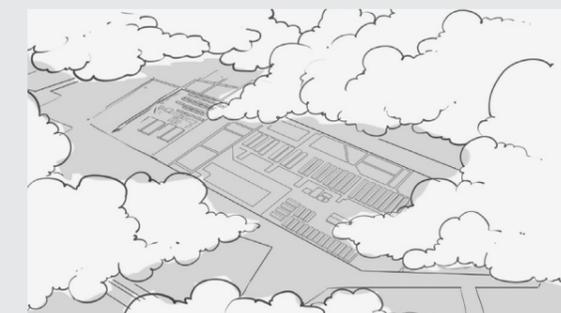
الرييل RAIL

Scope of Work

07

Film Production Motion Graphic

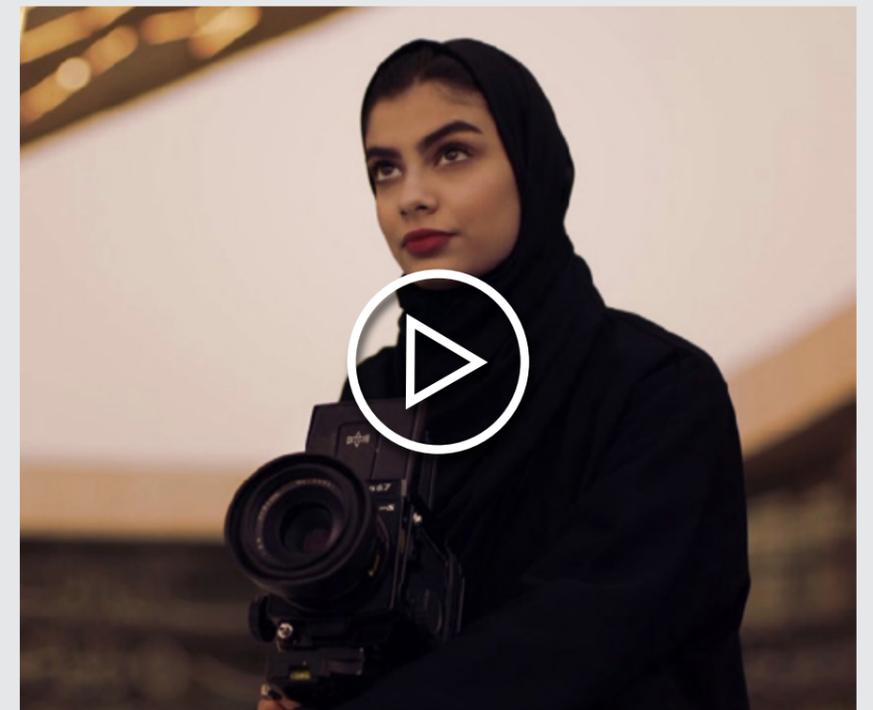
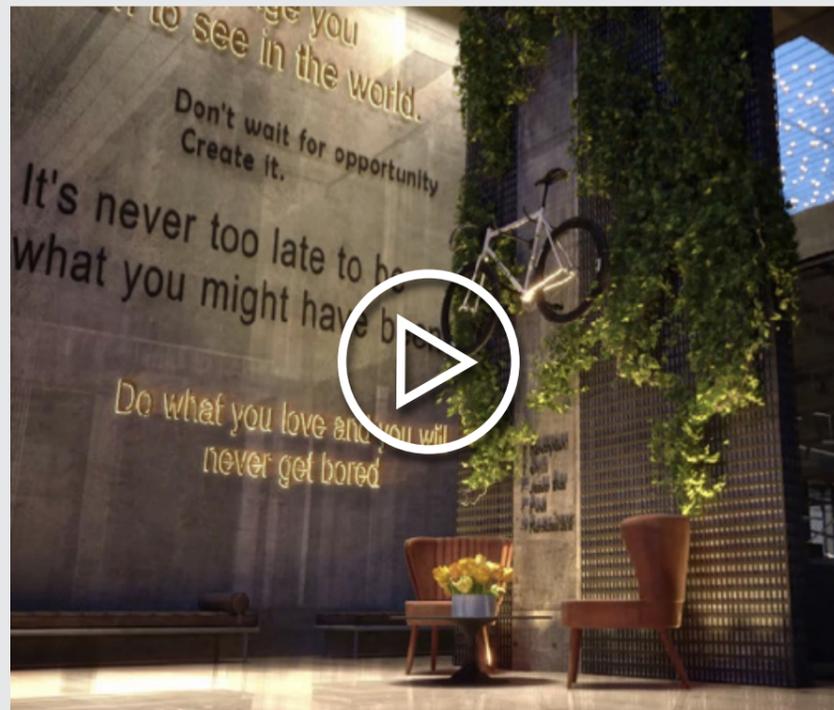
Previous work



07

Film Production Motion Graphic

Previous work



Scope of Work

07

Film Production Motion Graphic

Previous work

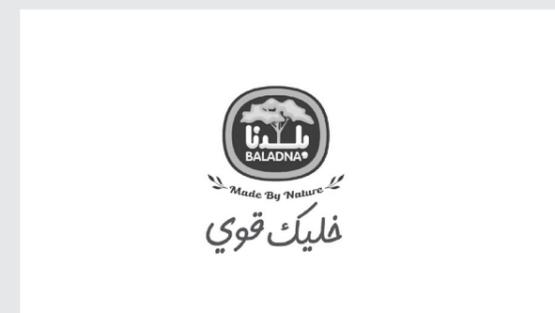
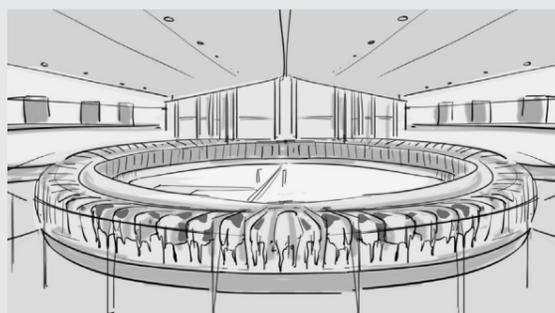
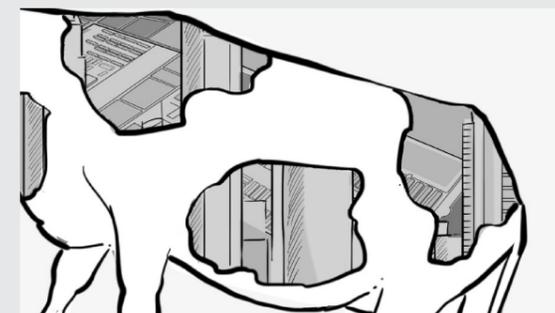


Scope of Work

07

Film Production Motion Graphic

Previous work



Scope of Work

07

Film Production Motion Graphic

Previous work

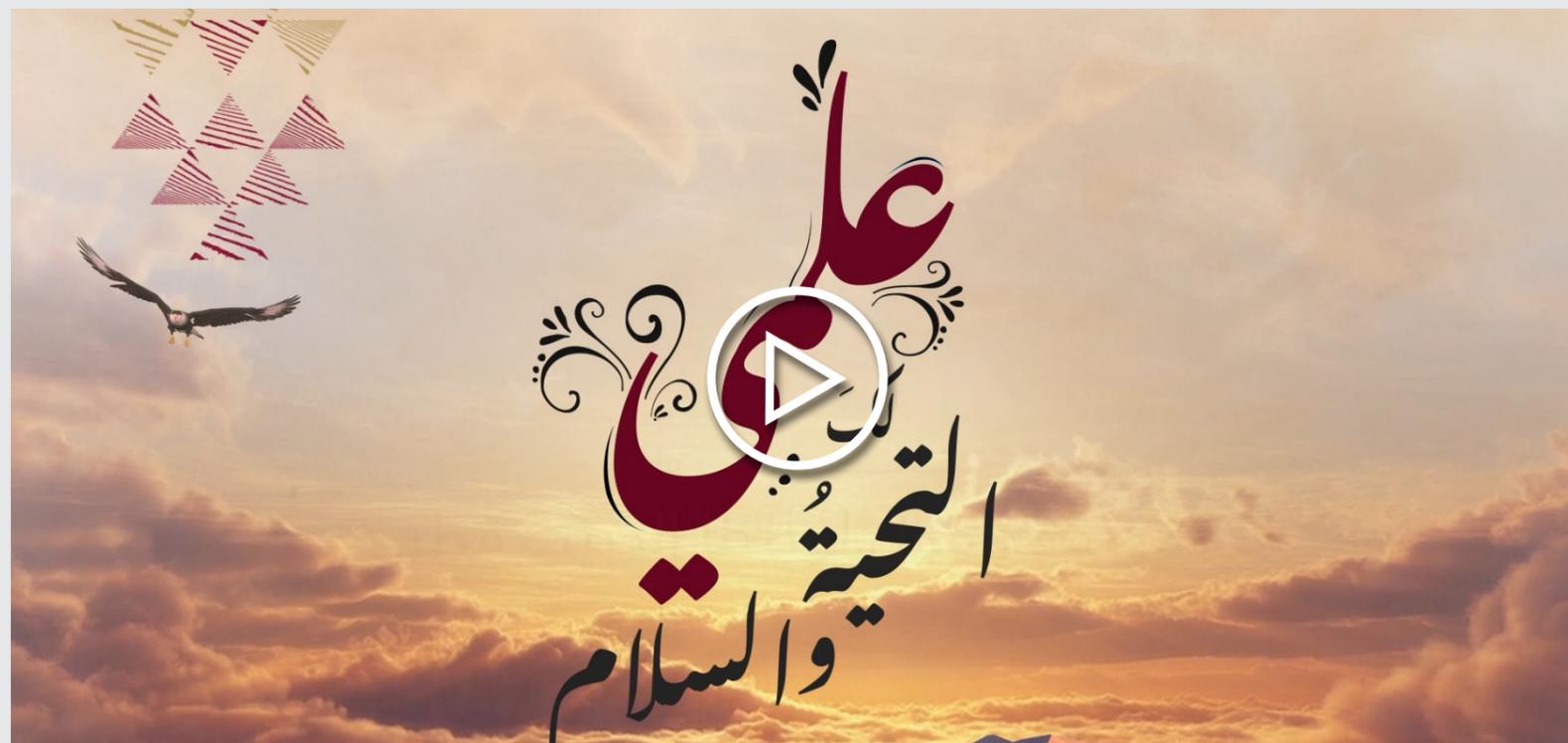


Scope of Work

07

Film Production
Motion Graphic

Previous work



Scope of Work

07

Film Production
Motion Graphic

Previous work



07

Architectural Visualization

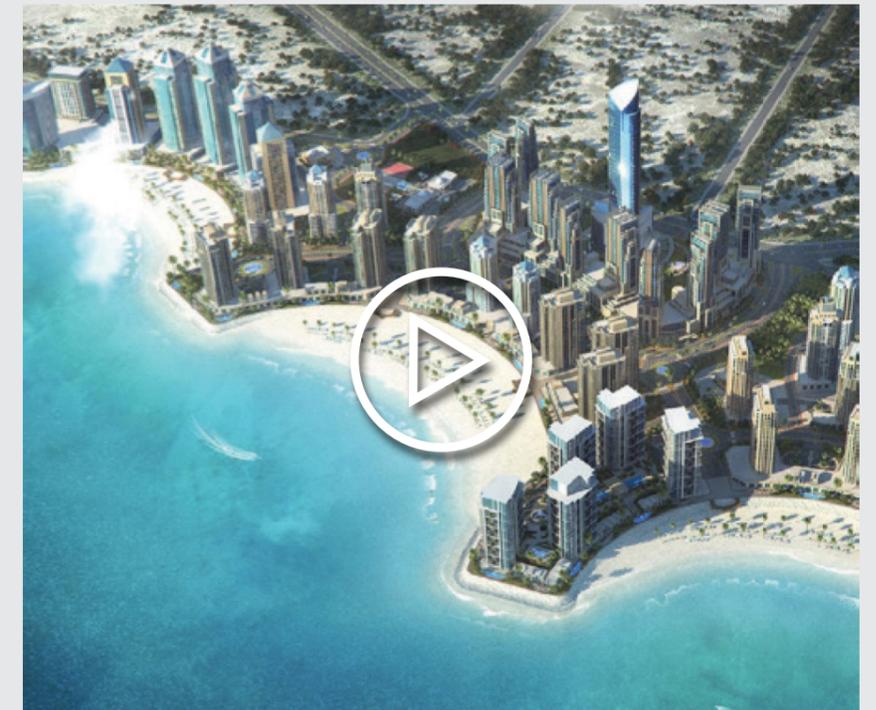
Previous work



07

Architectural Visualization

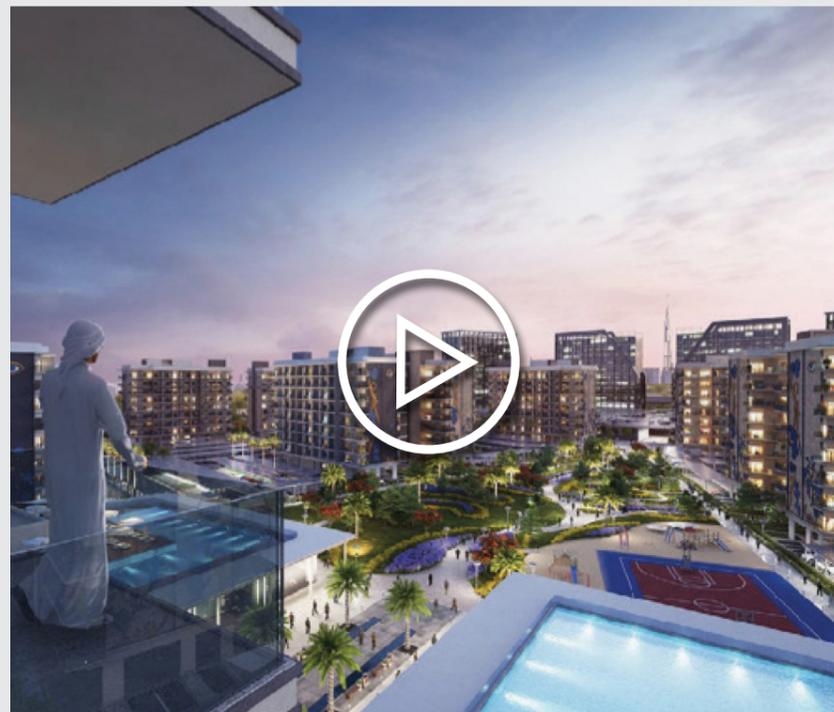
Previous work



07

Architectural Visualization

Previous work







VISUALIZE YOUR SUCCESS WITH CORE STUDIOS
Call us today and we'll soon set up a meeting so we
can help you put on a good show.
Core Studios is glad to serve you.

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      [CoreStudiosAD](https://www.instagram.com/CoreStudiosAD)  [company/corestudiosad](https://www.linkedin.com/company/corestudiosad)