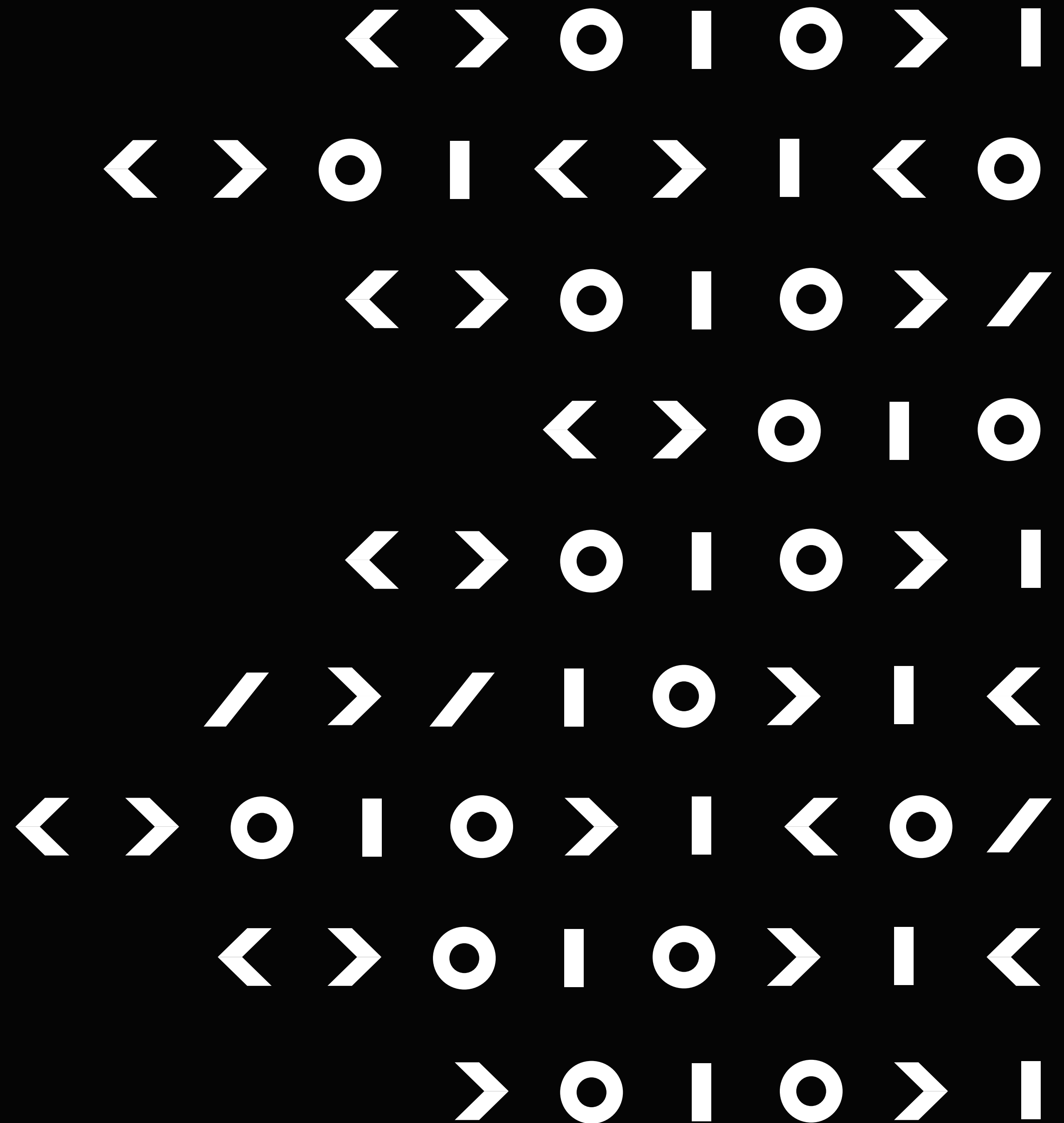


360° Brand Experience Solutions

ADVERTISING _____
_____ EVENTS _____
EXHIBITIONS _____



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OUR STORY

INK is an immersive brand experience agency based in Abu Dhabi, offering 360° strategic communication support through a single point of contact.

Since 2008, we have been helping brands become more memorable through experiences people feel, engage with, and remember. We bring together strategy, creativity, branding, advertising, event organization, exhibitions, activations, PR, media, digital content, animation, video production, AI media, and film production to deliver fully integrated solutions for government, corporate, and private sector clients across the UAE and GCC. With a focus on storytelling, innovation, and flawless execution, INK transforms ideas into impactful campaigns, events, and brand experiences that connect people, inspire audiences, and leave a lasting impression.



15+

Years of Experience

720+

Successful Projects

2,000+

Event Hours Delivered

12+

Award-Winning Events

35+

Growing Team of 35+ Professionals

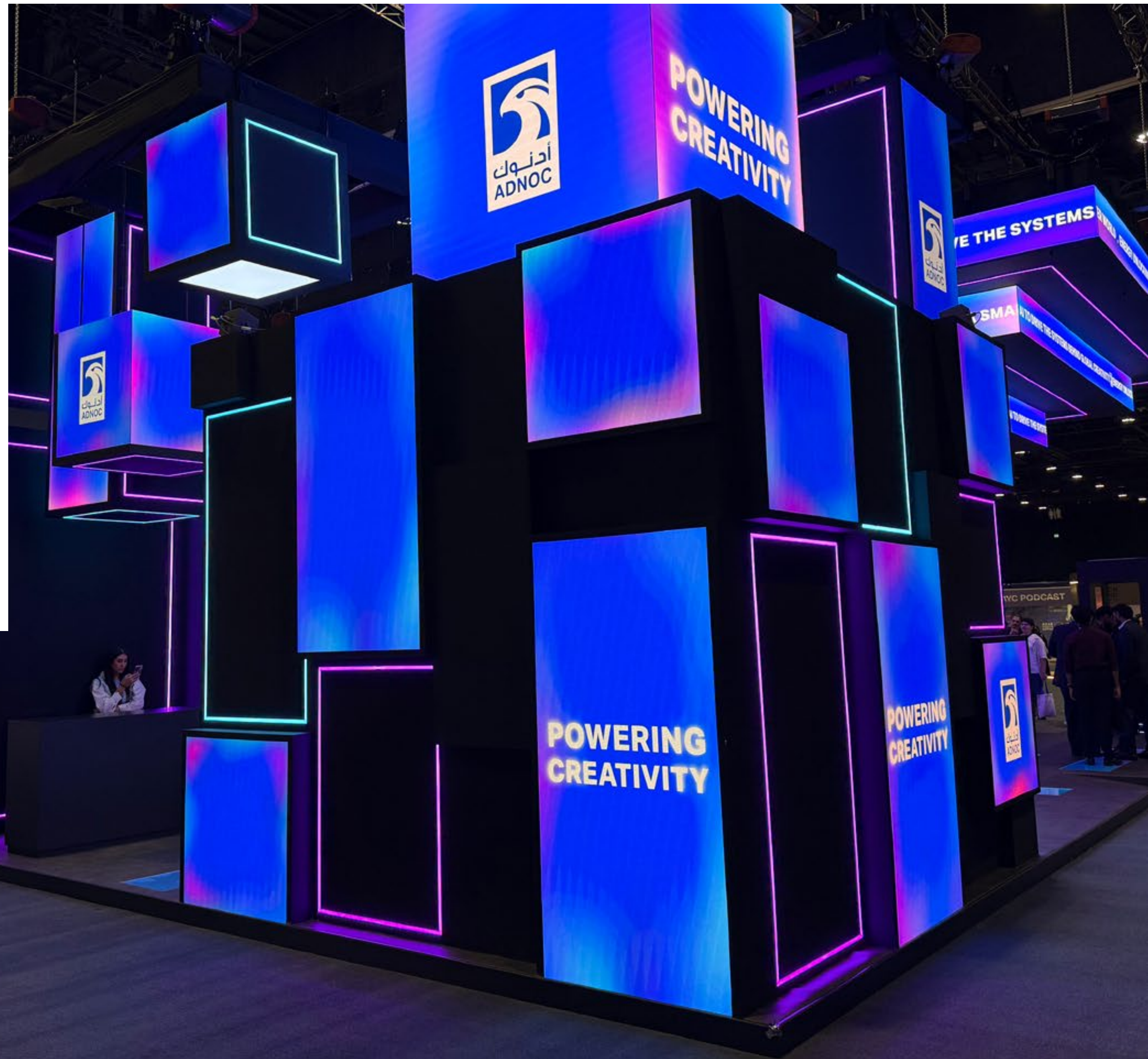
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WHO WE ARE

Ideas in Motion. Experiences That Stay.

INK Communications is a 360° brand experience agency based in Abu Dhabi, creating events, exhibitions, campaigns, content, and immersive experiences for government, corporate, and private sector clients across the UAE and GCC.

For over 15 years, we have turned ideas into moments that connect people, elevate brands, and leave a lasting impression across spaces, screens, stages, and stories.



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OUR VISION

To become the GCC's most trusted experience and communications partner, creating transformative experiences that inspire people, elevate brands, and shape the future of engagement.

OUR MISSION

To craft meaningful experiences that connect brands with audiences through creativity, innovation, technology, and strategic communication while delivering measurable impact and sustainable value.



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OUR CLIENTS



ديوان ولي العهد
CROWN PRINCE COURT



دائرة الصحة
DEPARTMENT OF HEALTH



دائرة الطاقة
DEPARTMENT OF ENERGY



دائرة تنمية المجتمع
DEPARTMENT OF COMMUNITY
DEVELOPMENT



دائرة التعليم والمعرفة
DEPARTMENT OF EDUCATION
AND KNOWLEDGE



بلدية مدينة أبوظبي
ABU DHABI CITY MUNICIPALITY



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OUR SERVICES

WHAT WE DO



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EXHIBITIONS & EVENT EXPERIENCES

Where Ideas Become Experiences

We design and deliver events that move people from government exhibitions, conferences, summits, and VIP gatherings to product launches, cultural events, roadshows, and hybrid experiences.

From concept to execution, we manage the full journey: strategy, creative direction, design, production, branding, technical setup, guest flow, immersive experiences, and on-ground operations.

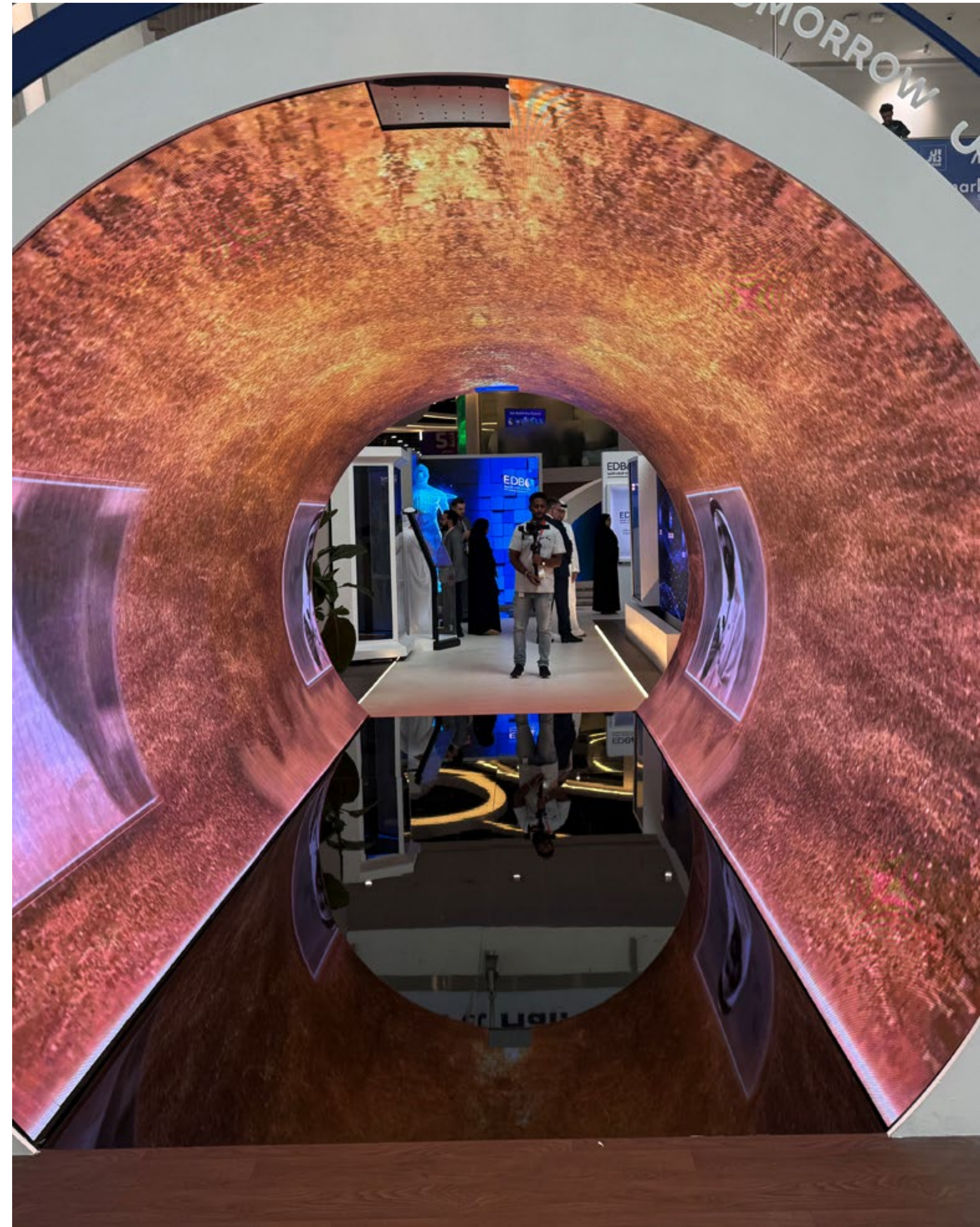
We create events people don't just attend, they remember.

Services

- > Conferences & Summits
- > Government Events
- > Exhibitions & Trade Shows
- > Product Launches
- > Experiential Activations
- > Roadshows
- > VIP Events
- > Event Technology Solutions
- > Interactive Installations
- > Immersive Experiences

What We Deliver

- > Concept Development
- > Creative Design
- > Production Management
- > Event Operations
- > Audience Engagement
- > Technology Integration



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ADVERTISING & MEDIA

Creative Campaigns. Measurable Growth.

We build campaigns that help brands stand out, speak clearly, and grow with purpose.

From integrated advertising and media buying to CGI ads, influencer campaigns, UGC, animation, and performance-driven communication, we connect brands with the right audiences across digital, social, outdoor, and traditional platforms.

We turn attention into awareness, engagement, leads, and measurable impact.

Services

- > Integrated Campaigns
- > Media Buying
- > Digital Advertising
- > Performance Marketing
- > Influencer Marketing
- > UGC Campaigns
- > Brand Campaigns
- > Outdoor Advertising
- > Social Media Advertising
- > Programmatic Advertising
- > AI-Powered Campaign Optimization

What We Deliver

- > Awareness
- > Lead Generation
- > Audience Growth
- > Conversion Optimization
- > Revenue Impact

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BRANDING & CREATIVE COMMUNICATION

Brands With a Voice, Look, and Purpose

We shape brands that are clear, consistent, and memorable.

Our branding work covers strategy, identity design, visual communication, event branding, campaign concepts, corporate profiles, marketing collateral, presentations, brand guidelines, and creative copywriting.

We help brands define who they are, and make people remember why they matter.



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ANIMATION & VIDEO PRODUCTION

We bring ideas to life through powerful visual storytelling.

From corporate films, event videos, exhibition content, promotional videos, 2D & 3D animation, AI motion graphics, explainer videos, storyboards, voiceovers, music, and post-production, we create content made for campaigns, screens, stages, and social platforms.

We transform messages into cinematic, emotional, and impactful stories.

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DIGITAL CONTENT & AI MEDIA

Content Is King. Experience Is the Kingdom.

We create digital content ecosystems that keep brands active, relevant, and engaging.

Our work includes content strategy, social media content, photography, videography, podcasts, AI-generated visuals, executive content, UGC, interactive content, and immersive 3D show content.

We create content that captures attention, builds communities, and drives digital visibility.

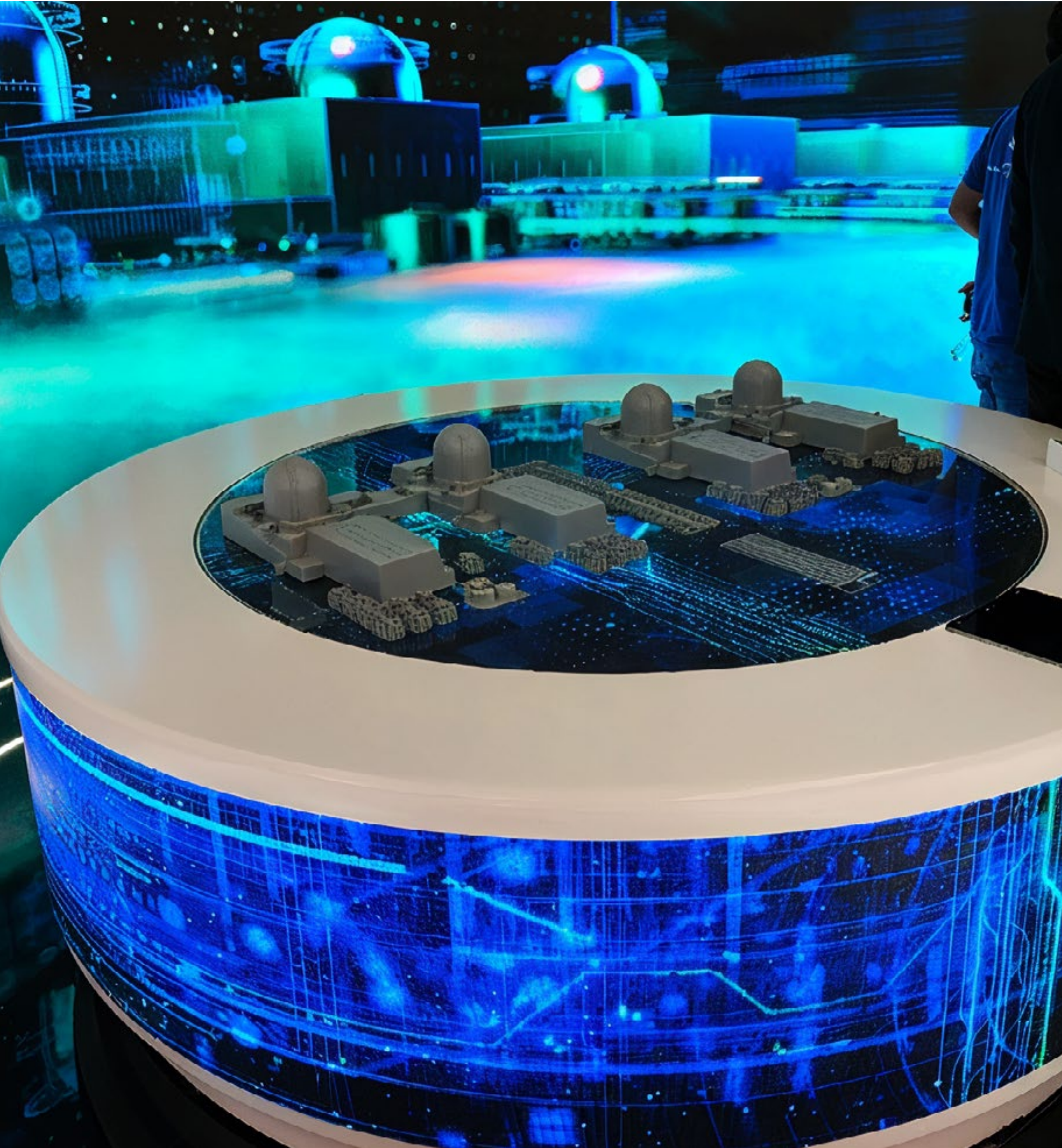
Services

- > Content Strategy
- > Social Media Management
- > Video Production
- > Podcast Production
- > Photography
- > Motion Graphics
- > Executive Content
- > AI Content Creation
- > AI Video Production
- > UGC Content
- > Interactive Content

What We Deliver

- > Audience Engagement
- > Brand Awareness
- > Community Growth
- > Content Performance



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BRAND ACTIVATION, TECHNOLOGY & AI

Creative Technology. Real Engagement.

From experiential marketing and interactive engagement to immersive journeys, AI content production, AI video generation, campaign optimization, data insights, and marketing automation, we turn innovation into meaningful brand moments.

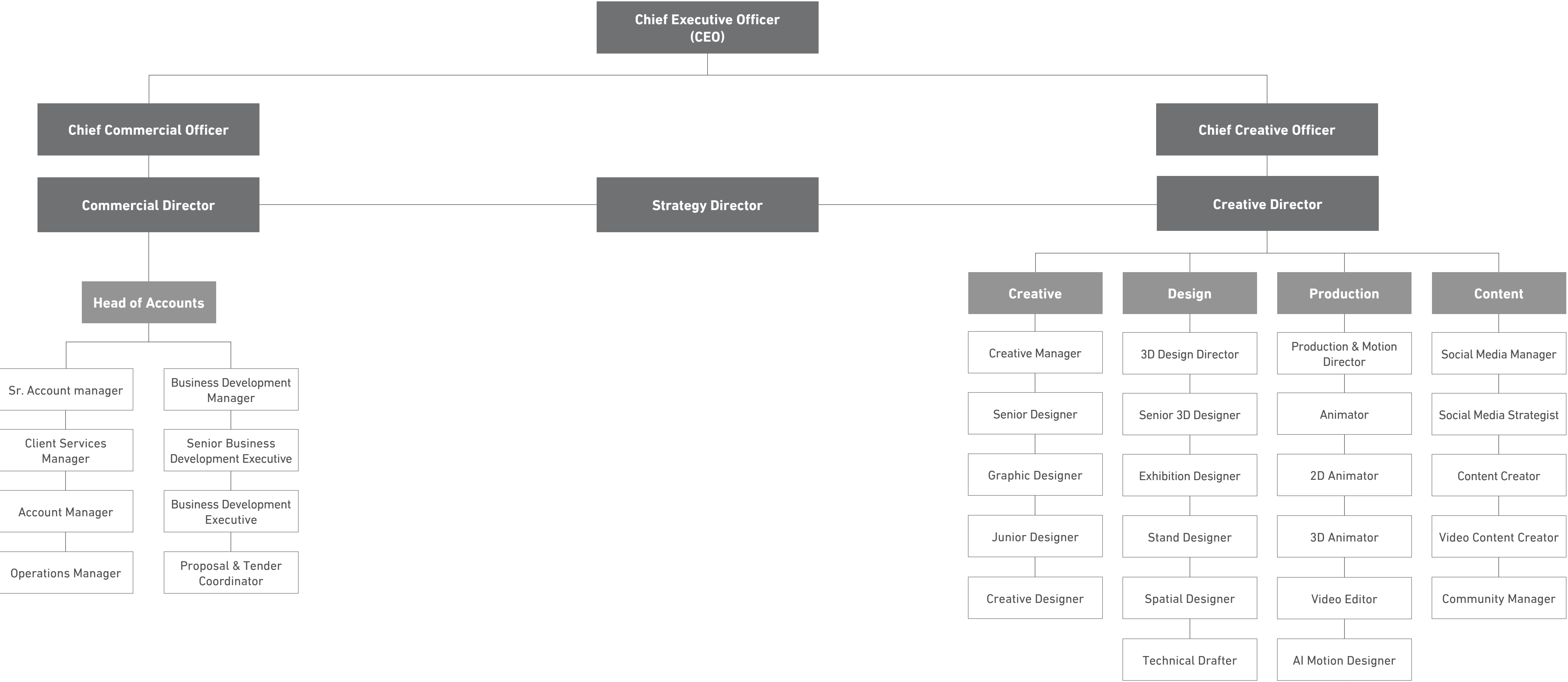
We create future-ready experiences that engage, inspire, and deliver results.

Solutions

- > AI Content Production
- > AI Video Generation
- > AI Campaign Optimization
- > Experience Technology
- > Immersive Experiences
- > Interactive Engagement
- > Data-Driven Insights
- > Marketing Automation



ORGANIZATIONAL CHART



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MANAGEMENT TEAM





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OUR TEAM



Ahmed Al Ghafri
Chairman

Ahmed is a distinguished Emirati business leader and CEO with extensive experience in business management, advertising, marketing communications, and event management. He has led major projects for government, semi-government, and private sector clients across the UAE.

Known for his strategic vision and entrepreneurial mindset, Ahmed drives business growth, builds strong partnerships, and leads teams to deliver innovative, high-impact brand, marketing, and event solutions with excellence and integrity.



Nader Sadek
Chief Creative Officer

Nader is an award-winning marketing director with over 14 years of experience in leading digital and brand strategy. He has a proven track record of success in developing and implementing effective marketing and communication strategies that drive business growth. Nader excels in both offline and online campaigns across the UAE and GCC markets, where he has successfully led cross-functional teams to execute impactful digital marketing and branding initiatives.

Committed to delivering exceptional results, Nader is known for his ability to lead high-performance teams and manage multiple projects simultaneously. His expertise in marketing and communication strategy makes him an asset to INK's clients who are seeking to achieve their business objectives.



Amgad Habib
Chief Commercial Officer

Amgad is a strategic Marketing and Communication Specialist with 16 years of industry experience. He is highly skilled in leadership, management, marketing, advertising, branding, client service, B2B communication, print, and event management. Amgad has a proven track record of generating and executing innovative ideas that have significantly contributed to the development of his company. He is proactive, consistently identifying areas for improvement and realigning strategies and operations to meet organizational goals.

Amgad has been associated with INK since November 2008. During his tenure, he has managed several functions, including the finalization of receivables, payables, bank facilities, profit and loss calculations, and distributions to partners.



Ahmed Badawy
Strategy Director

Strategic business development and organizational transformation consultant with over two decades of real-world leadership experience. I specialize in helping companies grow, adapt, and thrive in an ever changing market landscape.

I believe business is not just about numbers and strategies, it's about people, ambition, and bold ideas that move the world forward.

Throughout my 25+ years of journey' with 'Throughout my 25+ year career'. Change 'ever changing' to 'ever-changing' and 'strategies, it's about people' to 'strategies; it's about people'. Split the long paragraph for readability.

My passion lies in unlocking growth, simplifying complexity, and creating environments where innovation thrives



Shady Al Sherif

Business Development Manager

Shady is an expert at turning connections into long-term success. Over the past 15 years, he has mastered the art of building and nurturing relationships with key stakeholders, transforming potential opportunities into thriving partnerships.

Shady combines strategic vision with meticulous execution; he doesn't just pitch innovative partnership strategies-he collaborates across teams to bring them to life through seamless, high-quality activations. Whether he is presenting a new proposal or optimizing an existing program, Shady's results-driven mindset and communication expertise make him a vital asset in elevating our brand's partnership portfolio.



Nesma Bissar

Senior Projects Manager

Nesma Bissar is an experienced Event and Project Management professional with a strong background in delivering corporate events, conferences, exhibitions, sports tournaments, employee engagement programs, and brand activations across the UAE, GCC, and international markets.

She has successfully managed end-to-end project lifecycles, including planning, budgeting, stakeholder coordination, vendor management, execution, and post-event evaluation. Known for her leadership, strategic thinking, and attention to detail, Nesma creates impactful experiences that strengthen brand presence and deliver high-quality results.



Omneya Ghoweil

Senior Account Manager

Omneya is an accomplished Executive Account Manager with extensive experience in strategic partnerships, client management, and premium event delivery across the UAE, Saudi Arabia, and the UK.

She has successfully managed high-profile festivals, international sporting events, government initiatives, and VIP experiences, overseeing projects from planning to execution. Known for her attention to detail, strong stakeholder relationships, and solution-oriented approach, Omneya delivers seamless, impactful experiences that exceed client expectations.



Mohamed Amin

Digital Transformation Manager

Mohamed Amin is a skilled Digital Transformation Manager with strong expertise in digital strategy, web technologies, IT solutions, and process improvement.

He plays a key role in supporting the company's digital growth by implementing smart systems, enhancing online platforms, and streamlining operations. With a solution-focused mindset and strong technical knowledge, Mohamed helps deliver efficient, innovative, and future-ready digital solutions that support business success.



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Rana Salah

Senior Projects Executive

Rana Salah is a results-driven Creative Account Manager at INK Events, specializing in transforming ideas into impactful brand experiences. She combines creativity, strategy, and strong execution skills to manage projects from concept development and client communication to production and on-ground delivery.

With experience across government initiatives, corporate activations, and major campaigns, Rana has worked with leading UAE entities including Tadweer Group, Environment Agency – Abu Dhabi (EAD), Abu Dhabi Public Health Center (ADPHC), and Al Jazira Club. Known for her attention to detail, storytelling approach, and client-focused mindset, she delivers creative projects with clarity, precision, and impact.



Ruba Hanna

Business Development Executive

Ruba is a dedicated Business Account Executive with over five years of experience in client relationship management, business development, and account coordination.

With a strong network across Abu Dhabi, she works closely with government entities, corporate organizations, and key stakeholders to support smooth project delivery. Known for her organization, responsiveness, and client-focused approach, Ruba helps build long-term partnerships and ensures every project is handled with professionalism and care.



Ahmed Essam

Interior 3D Designer

Ahmed specializes in creating interior spaces that combine creativity, functionality, comfort, and user experience. His design approach focuses on developing spaces that are not only visually attractive but also purposeful and practical.

Through realistic 3D visualizations, he helps bring interior concepts to life and allows clients to experience the look and feel of a space before execution.



Praveen Velakkatt

Senior Creative Designer

Praveen is a conceptual thinker and highly skilled senior designer known for versatile, high-impact layouts across print, digital, and branding. He combines visual storytelling with structured design thinking to produce compelling brand communications. His experience spans corporate reports, event graphics, and brand activations.

Key Clients: Mubadala, Emirates NBD, NEOM, Abu Dhabi Global Market
Major Projects: Mubadala Annual Report Design, Emirates NBD Innovation Campaign, NEOM Urban Development Presentations, ADGM Strategic Reports



Ramzan Khalil

Senior 3D Designer

Ramzan is a Senior 3D CGI Artist and Motion Designer with over 4 years of experience. He specializes in creating high-quality 3D models, animations, and motion graphics using tools like Blender, Maya, Unreal Engine, and Adobe Creative Suite.

Known for his artistic vision and technical skill, Abdullah delivers exceptional visual content for advertising, film, and digital media. His work includes a series of animated videos for ADNOC's internal communications, showcasing his creativity, excellence, and meticulous attention to detail. His expertise is reflected in the series of animated videos that Ramzan created for ADNOC's internal communications.



Syed Aman Ali

Creative & Motion Designer

Aman is a skilled visual developer and graphic designer with a diploma in Graphic Designing and 4 years of experience. He creates engaging digital content such as social media posts, emailers, event graphics, and HTML newsletters, many of which he has developed for Khalifa Fund as part of their ongoing communication and marketing needs.

With a strong focus on brand guidelines, Syed delivers creative, consistent designs that align with strategic goals. He has also developed graphics for major events and clients such as The UAE Council For Fatwa Council, Crown Prince Court (CPC), and many other high-profile projects.



Krunal Vinayak Rahate

Senior Video Editor

Krunal Rahate is a Senior Motion Designer and 2D Animator with more than 15 years of experience in animation, motion graphics, and digital storytelling. He holds a three-year diploma in Animation and Filmmaking from the School of Animation in India.

Krunal began his career at Disney India and later worked with several leading media firms and tech giants in Mumbai, contributing to large-scale campaigns and animated content. He specialised in creating high-viewership animated stories, songs, and corporate videos. Krunal is known for precise execution, creative clarity, and dependable visual quality.



Mostafa Magdy

Art Studio Director

Mostafa Magdy is an experienced Art Studio Director with strong expertise in creative direction, visual design, and studio leadership.

He leads the creative vision across projects, guiding design teams to deliver high-quality concepts, visuals, and brand experiences. With a strong eye for detail, innovation, and visual storytelling, Mostafa ensures every project reflects the client's objectives and meets the highest creative standards. His leadership, strategic thinking, and passion for design make him a key force behind impactful creative execution.



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Salma Mohamed

Architect & 3D Designer

Salma is responsible for developing creative architectural concepts and translating them into detailed, realistic, and visually engaging 3D visualizations.

She combines architectural thinking with artistic sensitivity, ensuring that every space is designed with both functionality and aesthetics in mind. Her work helps clients clearly understand the design vision before it comes to life.



Mariam Ibrahim

Business Developer

Mariam Ibrahim is a driven Business Developer with strong expertise in client acquisition, partnership building, and market growth.

She plays a key role in identifying new business opportunities, developing client relationships, and supporting strategic growth across different sectors. With excellent communication skills and a proactive approach, Mariam works closely with clients and internal teams to understand requirements, present effective solutions, and create long-term value. Her professionalism, confidence, and results-focused mindset make her an important part of the business development team.



Farida Magar

Account Manager

Farida Magar is a dedicated Account Manager with strong experience in client servicing, project coordination, and relationship management.

She plays an important role in understanding client needs, coordinating with creative and production teams, and ensuring projects are delivered smoothly and on time. With excellent communication skills, attention to detail, and a proactive approach, Farida helps maintain strong client relationships and supports the delivery of effective, high-quality solutions that meet project objectives.



Samaan Samy

Architect & 3D Designer

Samaan Samy is a skilled Architect and 3D Designer with strong expertise in architectural design, creative concepts, and high-quality 3D visualization.

He develops innovative design ideas and transforms them into clear, realistic visual presentations that communicate each project's vision effectively. With a strong understanding of space, form, and detail, Samaan supports the design process from concept creation to final presentation, delivering creative and practical solutions that enhance the overall project experience.



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INK Showreel Video

Please click on the thumbnail or below link to watch the video



<https://www.youtube.com/watch?v=IWLcdGc6AUU>

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OUR PORTFOLIO

Comprehensive Event Solutions Across Every Sector





Events

EXHIBITIONS & EVENT EXPERIENCES

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EAD Board Meeting

INK Events successfully delivered the Environment Agency – Abu Dhabi Annual Board Meeting 2026, managing creative direction, production, décor, event execution, and a high-impact achievement video. The meeting highlighted EAD's 2025–2021 accomplishments and 2030–2026 strategy, reinforcing Abu Dhabi's vision for environmental leadership, community wellbeing, and a sustainable future.

360°

Integrated Event
Experience

5Years

Achievements
Highlighted

▶ WATCH NOW



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EAD Hosted the 3rd Annual Abu Dhabi Mangrove Initiative (ADMI)

The Abu Dhabi Mangrove Initiative (ADMI), hosted by Environment Agency – Abu Dhabi, brings together global partners, scientists, and sustainability leaders to advance mangrove conservation, biodiversity protection, blue carbon solutions, and coastal resilience. Through expert discussions, research presentations, and knowledge sharing, the initiative reinforces Abu Dhabi's leadership in protecting natural ecosystems for future generations.

20+

International Experts

10+

Research Presentations

▶ WATCH NOW



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Masdar Gala Dinner

The Masdar Gala Dinner welcomed 300 distinguished international guests to the heart of Masdar City, combining vibrant eco-friendly lighting, an elegant nighttime atmosphere, and authentic Arabic music and performances. The exclusive gathering celebrated UAE heritage, strengthened global connections, and highlighted Masdar City's international significance.

300
Distinguished
international guests

50+
Decor & Lighting
Elements



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CPC National Day 2024

Held under the patronage of H.H. Sheikh Khalifa bin Tahnoun bin Mohammed Al Nahyan, the event celebrated UAE heritage and national unity through traditional crafts, weaving, live cultural demonstrations, majlis-inspired settings, and interactive workshops that brought families, visitors, and community members together in a meaningful cultural experience.

50+
Traditional Heritage
Elements & Live
Demonstrations

10+
Interactive Cultural
Workshops

▶ WATCH NOW



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دائرة تنمية المجتمع
DEPARTMENT OF COMMUNITY
DEVELOPMENT



Emirati Children's Day

Organized by the Department of Community Development (DCD) at Yas Mall, the Emirati Children's Day celebration offered children and families an engaging space for learning, creativity, and cultural connection through hands-on workshops, educational activities, colorful installations, mascots, and community-focused experiences.

10+
Creative Workshops
& Hands-On Activities

200+
Children & Families
Engaged



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ENEC R&D Forum

The ENEC R&D Forum brought together leading universities, researchers, academics, and industry experts for valuable knowledge exchange and collaboration. Through dynamic presentations, a high-tech stage, and an interactive roadshow, the forum showcased pioneering research projects, emerging technologies, breakthrough ideas, and future-focused innovations.

5+

Innovative Research
Projects Showcased

360°

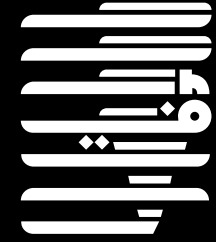
Knowledge Exchange
Experience

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مجلس الإمارات للإفتاء الشرعي
THE UAE COUNCIL FOR FATWA



The UAE Council for Fatwa Dates Zakat Seminar 2025

The UAE Council for Fatwa's Dates Zakat Seminar 2025 promotes awareness of Zakat on dates through scholarly dialogue, religious guidance, heritage exhibits, and digital learning experiences, connecting Islamic tradition with contemporary community needs for scholars, students, farmers, officials, and the wider public.

100%

Sustainable Event Materials

15+

Printed Heritage Panels

▶ WATCH NOW



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Tadweer Group National Day Sustainability Campaign 2025

The Tadweer Group National Day Sustainability Campaign celebrates the UAE's national spirit while promoting sustainability, waste reduction, and environmental responsibility through interactive games, recycling challenges, creative workshops, and community activities that encourage children, families, students, and volunteers to adopt greener habits and support a cleaner UAE.

7450

students

180

staff members

[▶ WATCH NOW](#)

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BEEAH Group Stand

The BEEAH Group Stand at the World Future Energy Summit 2024 in Abu Dhabi showcased the company's leadership in sustainability, smart solutions, and environmental innovation. Delivered by Simmetrico, the 165 sqm pavilion combined immersive design, digital storytelling, interactive displays, and LED content to highlight BEEAH's work in waste management, renewable energy, circular economy, smart cities, and responsible resource management, presenting a clear vision for a cleaner and more resilient future.

200

Immersive
Sustainability Pavilion

5+

Sustainability
Experience Zones

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City Centre Mirdif

The 53rd UAE National Day Activation at City Centre Mirdif transformed the mall's central atrium into a contemporary cultural destination inspired by Emirati heritage. Designed for Majid Al Futtaim, the open pavilion combined interactive activities, workshops, exhibitions, hospitality, and branded experiences within a flexible, fully accessible layout. With 360-degree visibility, premium finishes, and seamless execution, the activation created an engaging visitor journey while minimizing disruption to daily mall operations.

5+

Integrated Experience Zones

360°

Open Visitor Experience



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Tadweer Group Pavilion

The Tadweer Group Pavilion at Liwa Date Festival 2025 combined contemporary Emirati architecture with natural-inspired materials, interactive displays, hospitality, and awareness zones. Its open and welcoming layout promoted sustainability, environmental innovation, and community engagement while strengthening brand visibility through premium finishes, ambient lighting, accessible planning, and a seamless visitor journey.

100%

Sustainability-Focused Pavilion

2+

Visiting Area



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هيئة أبوظبي للزراعة والسلامة الغذائية
ABU DHABI AGRICULTURE AND FOOD
SAFETY AUTHORITY



Abu Dhabi Agriculture and Food Safety Authority (ADAFSA)

The ADAFSA Pavilion at Liwa Date Festival 2025 combined contemporary Emirati architecture with interactive displays, educational content, and hospitality spaces, creating an engaging visitor experience that promoted agricultural sustainability, food security, public awareness, and strong institutional identity.

360°

Open Visitor Circulation

4+

Educational & Interactive Experiences



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Ma'aden Pavilion

The Ma'aden Pavilion at Future Minerals Forum 2025 in Riyadh was designed as a bold architectural landmark combining immersive LED technology, interactive experiences, premium meeting spaces, and contemporary finishes. The pavilion showcased Ma'aden's leadership, innovation, sustainability initiatives, and strategic role in shaping the future of global mining.

6+

Immersive LED
Storytelling Walls

100%

Premium Future Minerals
Forum Experience





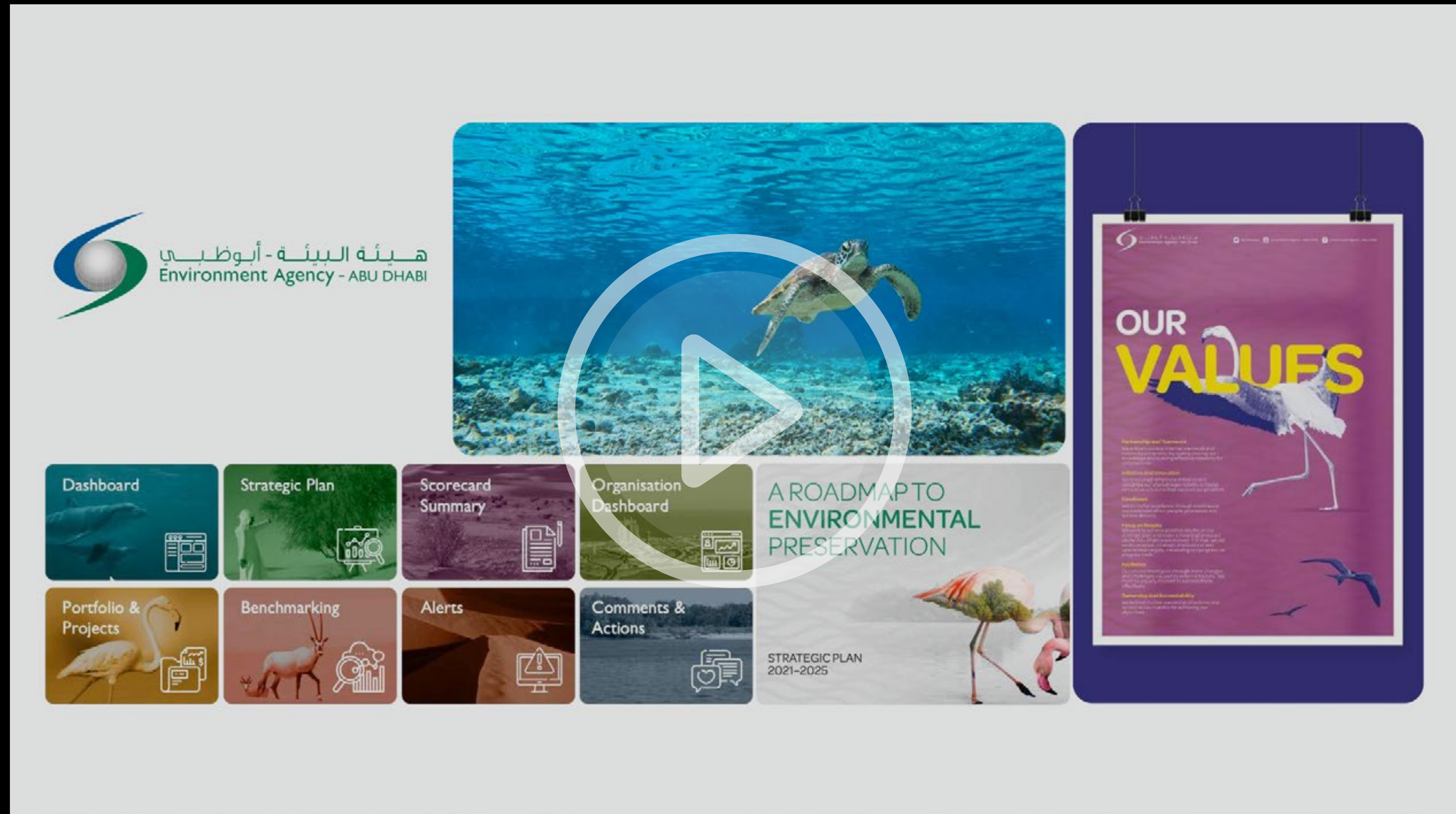
Advertising

ADVERTISING & MEDIA

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INK Showreel Video

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<https://www.youtube.com/watch?v=IWLcdGc6AUU>

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ADNOC

Brief

ADNOC has a strong presence in the UAE and operates oil and gas production, refining, petrochemicals, and distribution assets in Abu Dhabi and other parts of the UAE.

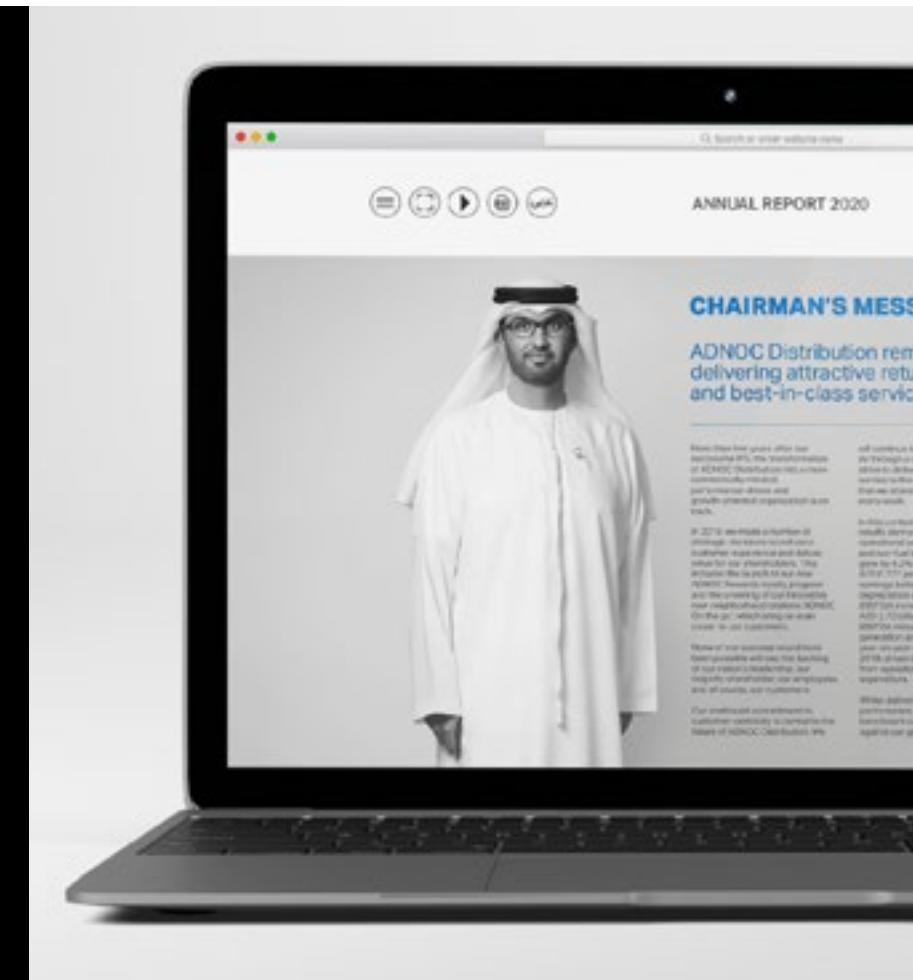
ADNOC required a digital agency for social media campaigns, interactive annual reports, and animated videos for workplace safety recommendations.

Challenge

ADNOC's products and services involve highly technical and specialized industries. with little technical knowledge. We have to be more specific and target a more specialised audience for digital marketing campaigns, which is challenging to do through traditional digital marketing channels.

Solution

- > Marketing Campaign
- > Digital & Branding Communication
- > 2D Animation Videos
- > Revamping Brand Guidelines



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جمارك أبوظبي
ABU DHABI CUSTOMS

Abu Dhabi Customs

Brief

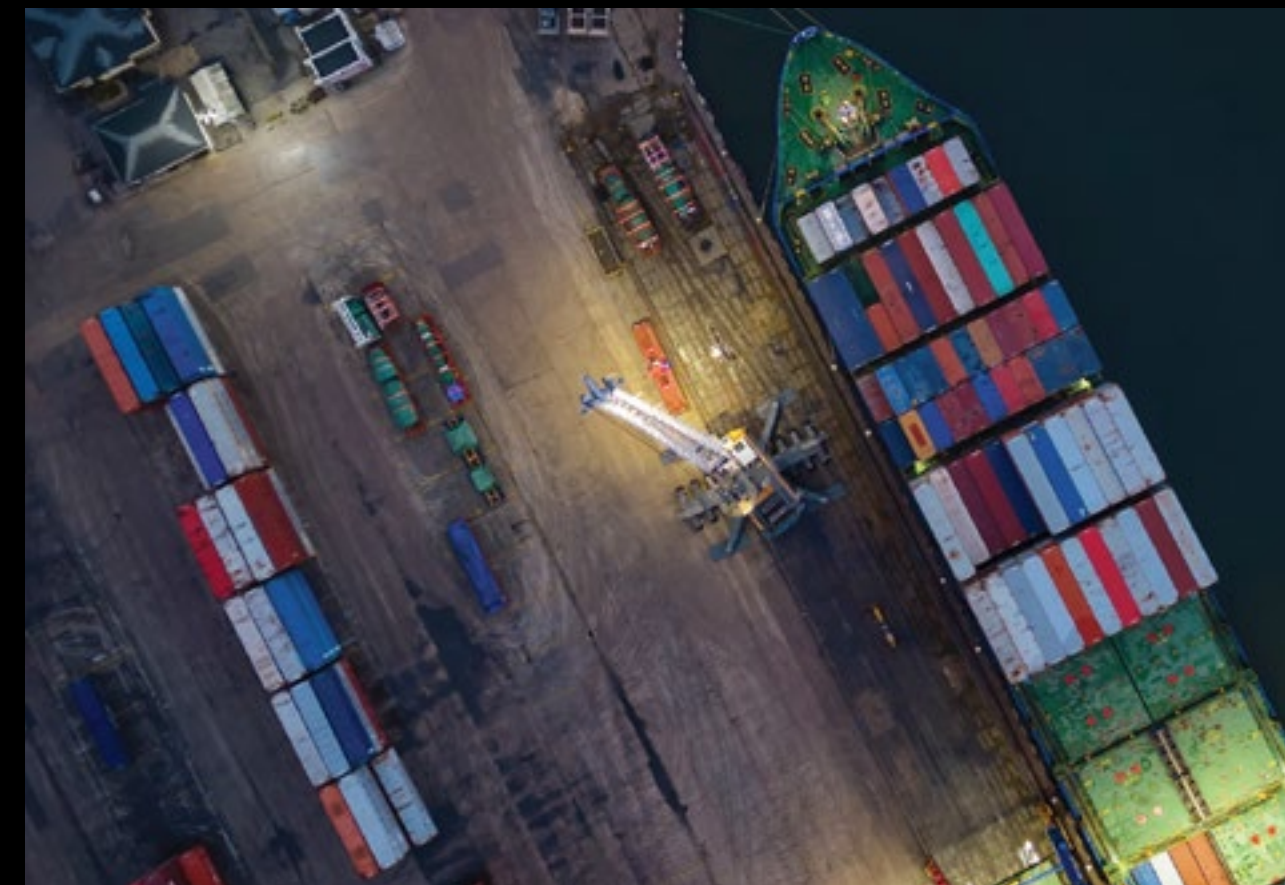
Abu Dhabi Customs plays a critical role in facilitating trade, enhancing border security, and ensuring regulatory compliance across the Emirate. With a growing focus on digital transformation, data transparency, and stakeholder engagement, the entity required a full-service creative partner to support campaigns, reports, and internal and external communication.

Challenge

Abu Dhabi Customs operates across complex regulatory, economic, and trade frameworks. Communicating its impact to a wide audience ranging from international traders to local stakeholders requires specialized, multilingual, and accessible content. Visualizing data and achievements while maintaining clarity and authority was key.

Solution

- > Strategic Marketing Campaigns
- > Digital & Visual Communication
- > Animated Reports & Infographics
- > Modernizing Brand Aesthetics



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Dubai Health Authority

Brief

The Dubai Department of Health ensures everyone can get affordable healthcare, regardless of where they come from or how much money they have.

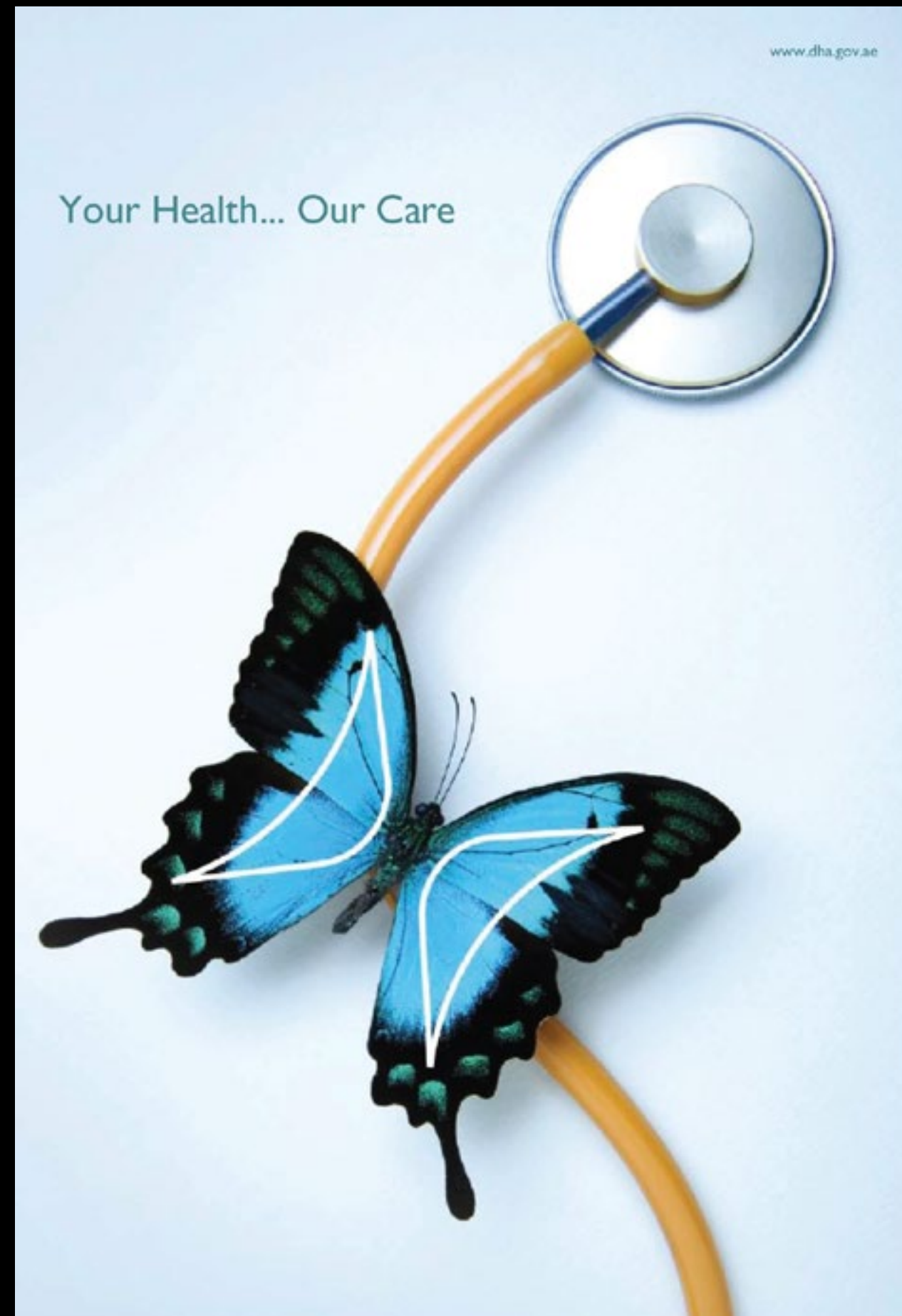
Dubai Health Authority needs us to give the brand more weight by creating a unique logo and using a data-driven strategy to boost its digital and social media presence.

Challenge

To overcome these challenges, we have to create high-quality content that simplifies complex medical information and presents it in a way that is engaging and accessible to a broad audience.

Solution

- > Logo Story and Brand Guidelines
- > ATL & BTL Campaigns
- > Digital Marketing Solutions
- > Brand Communication



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The Department of Energy

Brief

The Department of Energy builds a sustainable and diverse energy industry that supports the Emirate's social and economic growth while protecting the environment for future generations. The Department of Energy needs infographics and annual reports to illustrate crucial data points and statistics related to energy consumption, emissions reduction, and renewable energy sources.

Challenge

We invested in targeted marketing campaigns that reach specific audience segments with messaging that resonates with their values and interests. We used data analytics to track the effectiveness of digital marketing efforts and make data-driven decisions to optimise campaigns to overcome these challenges.

Solution

- > Creative and Branding Services
- > 2D Animation Videos
- > Film Production
- > Annual Report Design



Water Quality Tests Conducted

Water
152,080

Recycled Water
102,367

Total testing
254,447

2021 Annual Technical Report

For the Water, Wastewater, Electricity and District Cooling Sector in the Emirate of Abu Dhabi



Electricity
92,567 GWh



Water
1,236 MCM
(271,878 MIG)



Recycled water
Production
310 MCM

Annual Production

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Abu Dhabi Social Support Authority (ADSSA)

Brief

Abu Dhabi Social Support Authority (ADSSA) provides financial and social assistance to low-income families across the Emirate. By empowering citizens and residents with targeted support programs, ADSSA promotes social stability, community well-being, and sustainable living.

ADSSA required impactful visuals, animated explainers, and educational reports to simplify access to its services and raise awareness of eligibility and application processes.

Challenge

We needed to deliver focused campaigns that communicate clearly with diverse audience groups, especially vulnerable populations. It was crucial to use storytelling, animation, and digital platforms to explain complex procedures in an engaging and accessible way.

Solution

- > Creative and Branding Services
- > 2D Animation Videos
- > Film Production
- > Annual Report Design



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The Environment Agency Abu Dhabi

Brief

The Environment Agency is responsible for monitoring systems that collect real-time air, water, and soil quality data and protect diverse wildlife species

The Environment Agency needs engaging posts, videos, infographics, and other content on its website and social media channels to raise awareness about environmental issues and promote sustainability initiatives.

Challenge

Environmental issues can be complicated and technical, and it may take extensive education and awareness-raising to make them understandable to a broad audience. We need to stand out from other environmental organizations, which includes partnering with environmentalist celebrities and influencers to create interactive digital experiences.

Solution

- > ATL & BTL Campaigns
- > Digital Marketing
- > Brand Guidelines
- > Film Production
- > Annual Report Design



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مؤسسة التنمية الأسرية
Family Development Foundation

Family Development Foundation

Brief

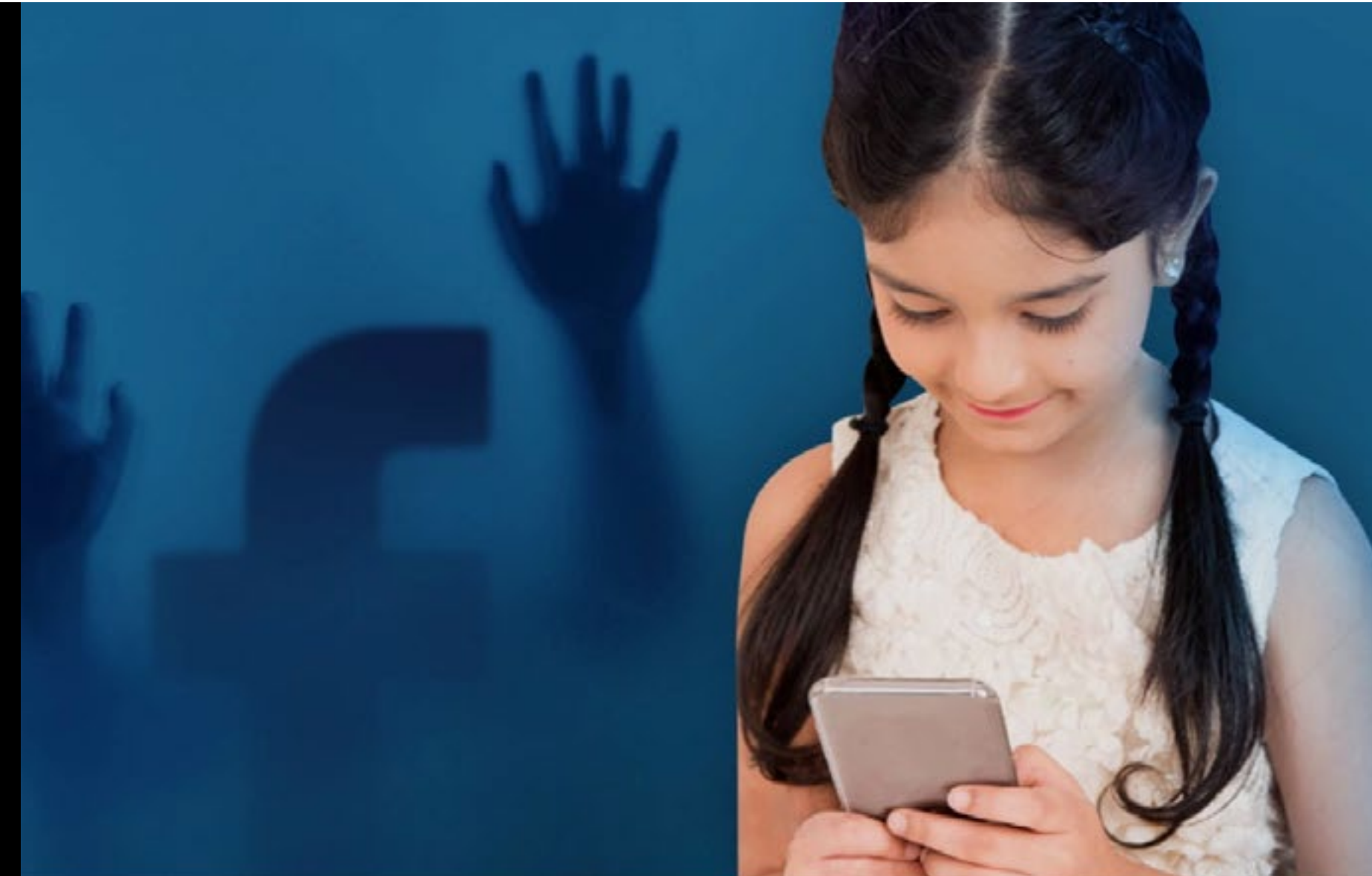
Family Development Foundation aids young people and children in need. The organization encourages healthy family relationships and a loving environment for children and youth by offering support, health, and education services. The Family Development Foundation is required to create awareness of programs and services among the target audience. Social media, email marketing, search engine optimization, and other digital marketing tools are needed to achieve this goal.

Challenge

Building a group of people interested in what they have to say can make it hard to get the word out and get the target audience more involved. We must create exciting content that speaks to the audience we want to reach and encourages them to interact with us on social media.

Solution

- > Digital Marketing
- > Brand Communication & Strategy
- > Annual Report Design
- > ATL & BTL Campaigns



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صندوق خليفة KHALIFA FUND

Khalifa Fund

Brief

Khalifa Fund's participation in the Abu Dhabi International Hunting & Equestrian Exhibition (ADIHEX) 2025 represents a strategic opportunity to showcase its commitment to empowering Emirati entrepreneurs and promoting innovation rooted in heritage. The 560 sqm exhibition stand will act as a high-impact platform to spotlight local SMEs, celebrate cultural values, and engage diverse audiences through interactive and immersive experiences.

Challenge

To make a lasting impact at a culturally significant and internationally attended event like ADIHEX, Khalifa Fund must effectively blend heritage-driven storytelling with modern engagement tools. The challenge lies in balancing traditional identity with forward-looking innovation, while ensuring strong visibility and meaningful interaction for featured SMEs.

Solution

- > SME Showcases
- > Social Media Advertising
- > Immersive Storytelling
- > Strategic Networking Zones



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Khalifa University

Brief

The university aims to create and disseminate science, engineering, and medical knowledge through teaching, research, and innovation.

Khalifa University needs digital marketing solutions to reach potential students and encourage them to apply. Strategies such as targeted social media ads and email campaigns can be used to promote the university's programs and offerings.

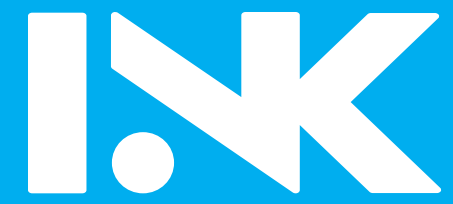
Challenge

Understand the needs and interests of your target demographic and tailor the messaging and content accordingly, finding unique and innovative ways to stand out from the crowd in digital marketing efforts.

Solution

- > 2D Animation Videos
- > SEO & Email Marketing
- > Pay-Per-Click (PPC) Advertising
- > Social & Digital Media Marketing





Branding

BRANDING & CREATIVE COMMUNICATION

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Abu Dhabi Forum for Social Care

Brief

The “ABU DHABI FORUM FOR SOCIAL CARE” logo design was crafted with a specific rationale in mind, particularly to symbolize inclusivity and individual empowerment. The letter “Y” within the logo serves as a subtle yet significant visual cue, representing the word “you.” This intentional design choice underscores the forum’s overarching message that it is centered around addressing the needs and concerns of its audience, emphasizing that it is all about “you” – the individual.

Challenge

To overcome these challenges, we have to create high-quality content that simplifies complex medical information and presents it in a way that is engaging and accessible to a broad audience.



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مجموعة أبوظبي للإستدامة
ABU DHABI SUSTAINABLE GROUP

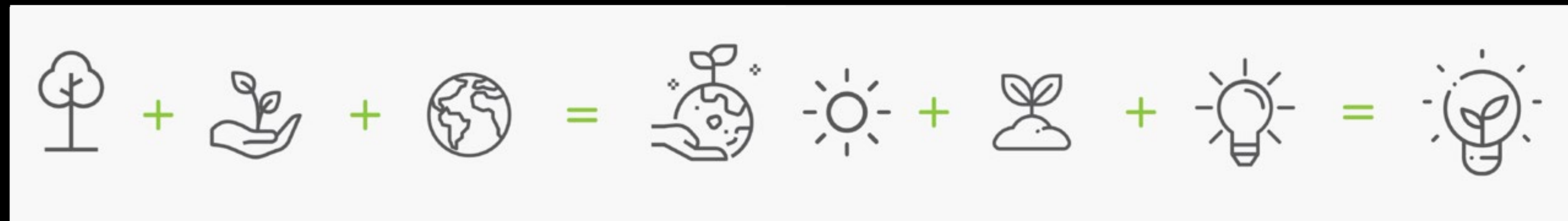
Abu Dhabi Sustainability Group (ADSG)

Brief

The Abu Dhabi Sustainability Group (ADSG) logo was designed to reflect the organization's commitment to sustainability, innovation, and environmental leadership. Inspired by the principles of responsible growth and Abu Dhabi's progressive vision, the identity combines clean, modern design with subtle references to the region's cultural heritage. The logo is created to be simple, versatile, and impactful, ensuring seamless application across digital and print platforms while reinforcing ADSG's role as a leading advocate for sustainable development.

Challenge

The logo aims to establish a distinctive and memorable identity that represents ADSG's vision for a sustainable future. Through a balanced combination of modern aesthetics, symbolic color palettes, and timeless design elements, the identity communicates growth, environmental stewardship, and long-term progress. Every element has been carefully developed to strengthen brand recognition, inspire trust, and position ADSG as a catalyst for sustainability and responsible development across the region.



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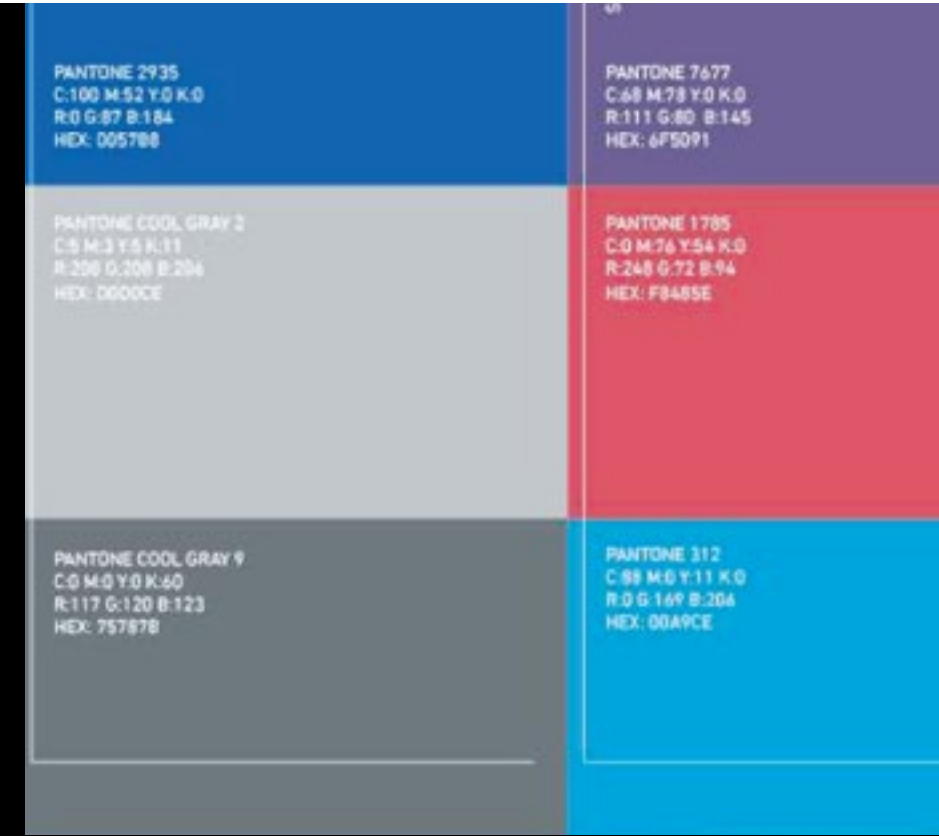
Khalifa University

Brief

Khalifa University is embarking on a new brand identity journey with a newly designed logo. Our mission remains steadfast: to create and disseminate knowledge in science, engineering, and medicine through teaching, research, and innovation. To effectively reach potential students and inspire them to join our esteemed institution, we require comprehensive digital marketing solutions. Strategies such as targeted social media advertisements and email campaigns will be instrumental in showcasing our diverse programs and unique offerings, ensuring we connect with prospective students and encourage their applications.

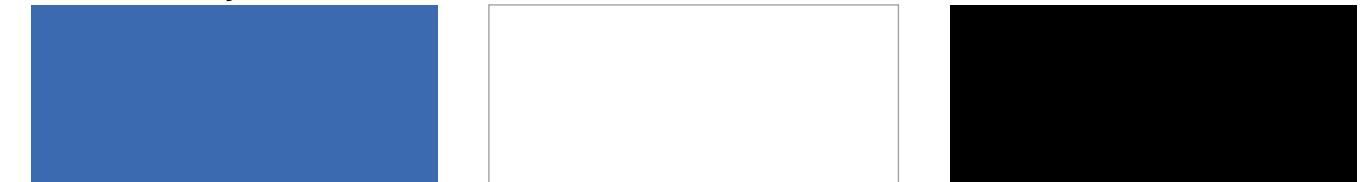
Challenge

Understand the needs and interests of your target demographically and use the detailed message and content accordingly, finding unique and innovative ways to stand out from the crowd in their digital marketing efforts.



Color Palette

Secondary



Primary





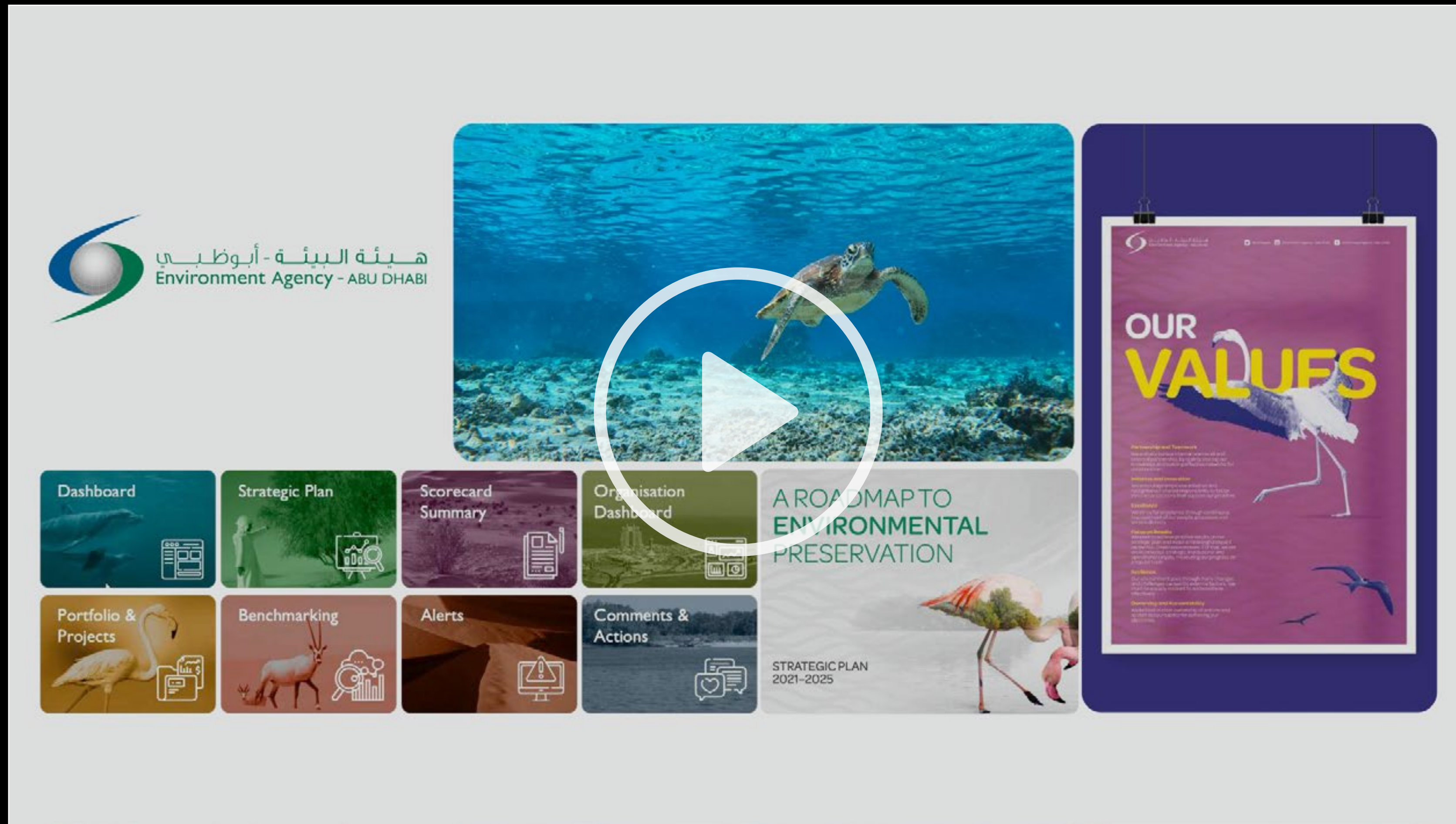
Animation

ANIMATION & VIDEO PRODUCTION

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INK Showreel Video 2025

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<https://youtu.be/LtkuLiCtpsg>

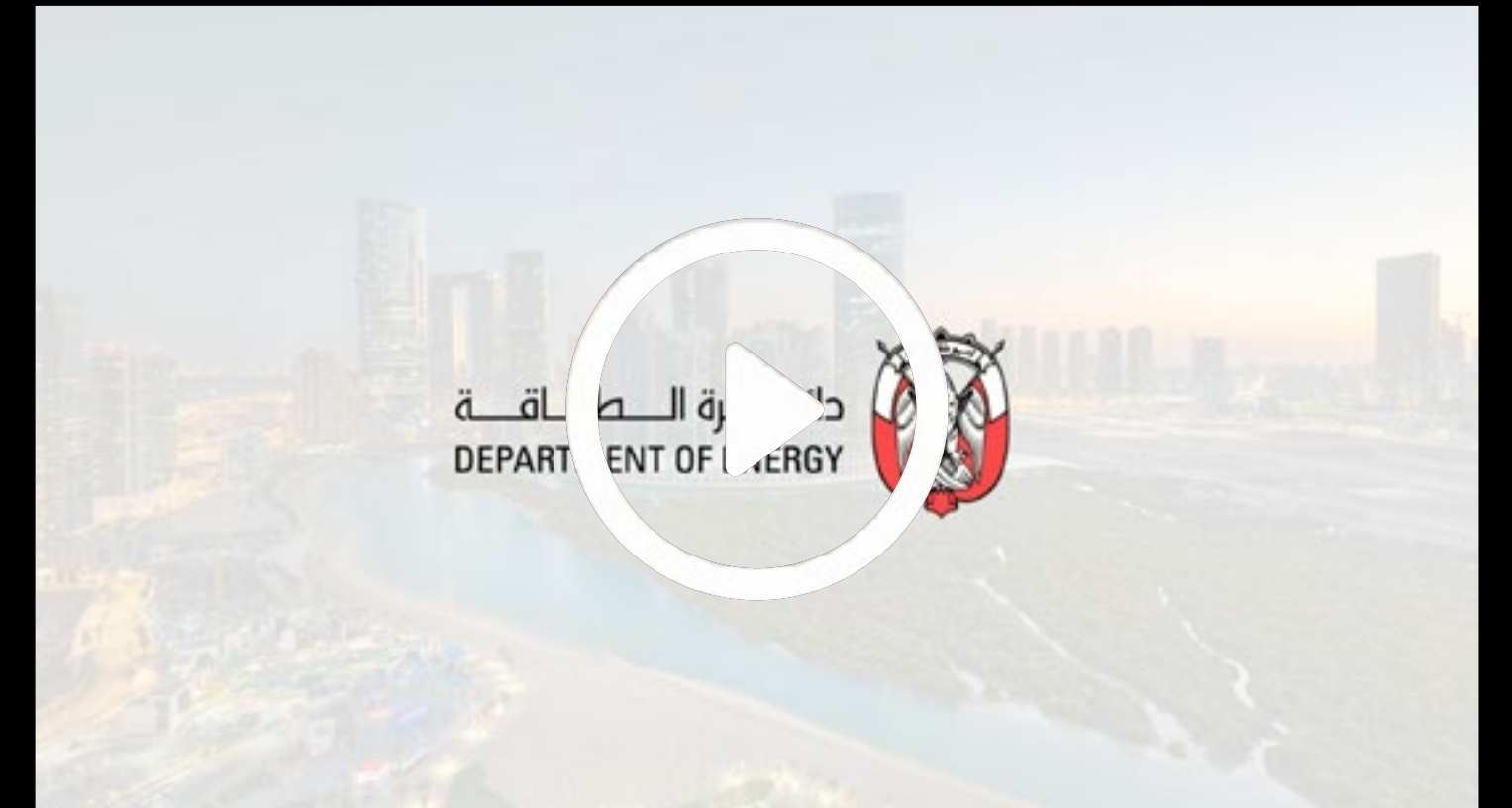
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OUR VALUES

Creativity

We challenge conventional thinking and continuously explore new possibilities.

Excellence

We pursue the highest standards in everything we do.

Innovation

We embrace technology and emerging trends to stay ahead of the future.

Partnership

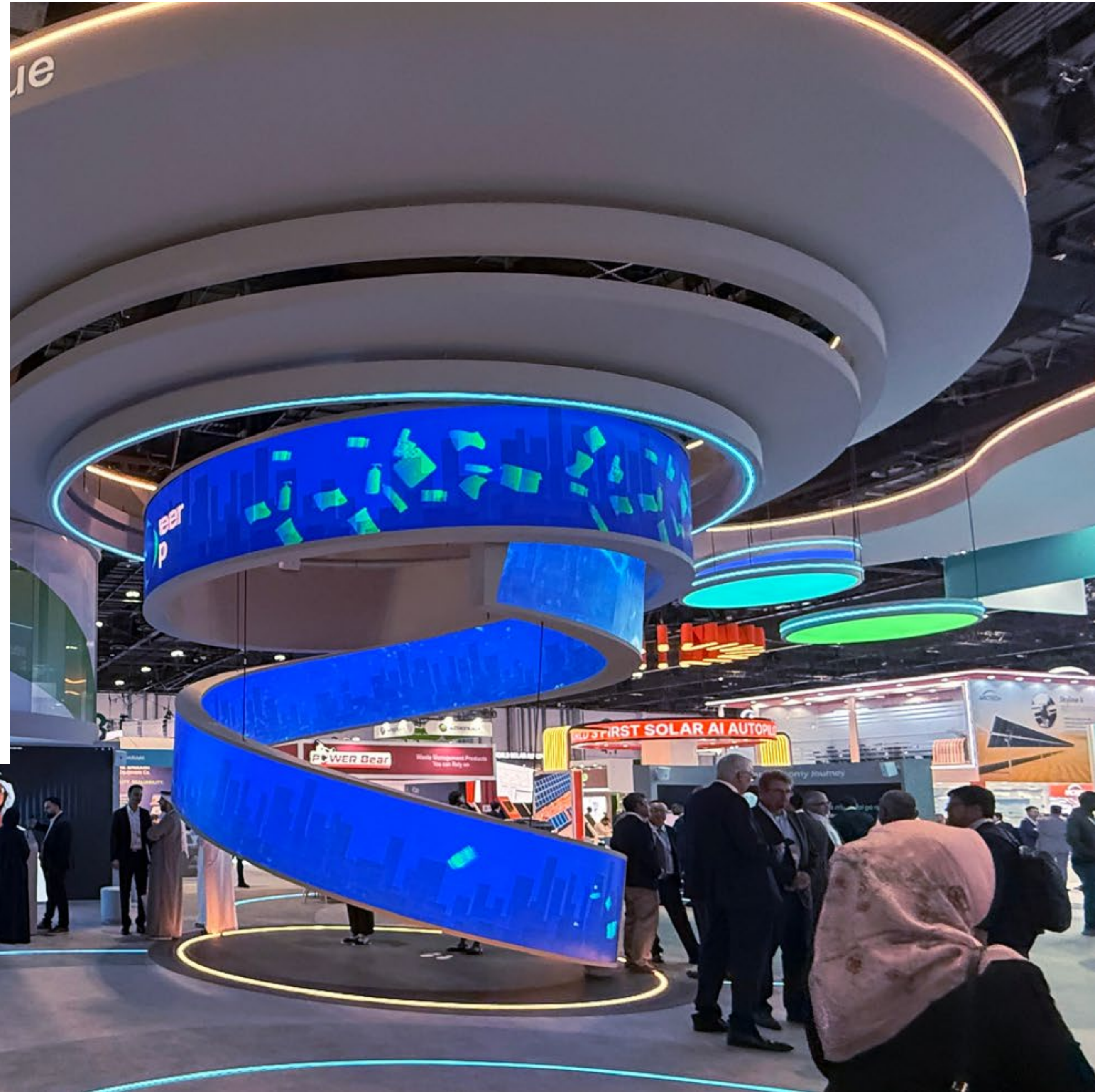
We build long-term relationships based on trust, transparency, and shared success.

Accountability

We take ownership of our commitments and deliver measurable outcomes.

Human-Centric Thinking

We place people at the heart of every experience we create.



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OUR APPROACH

Discover

We understand business objectives, audiences, challenges, and opportunities.

Strategize

We develop tailored strategies aligned with client goals and market realities.

Create

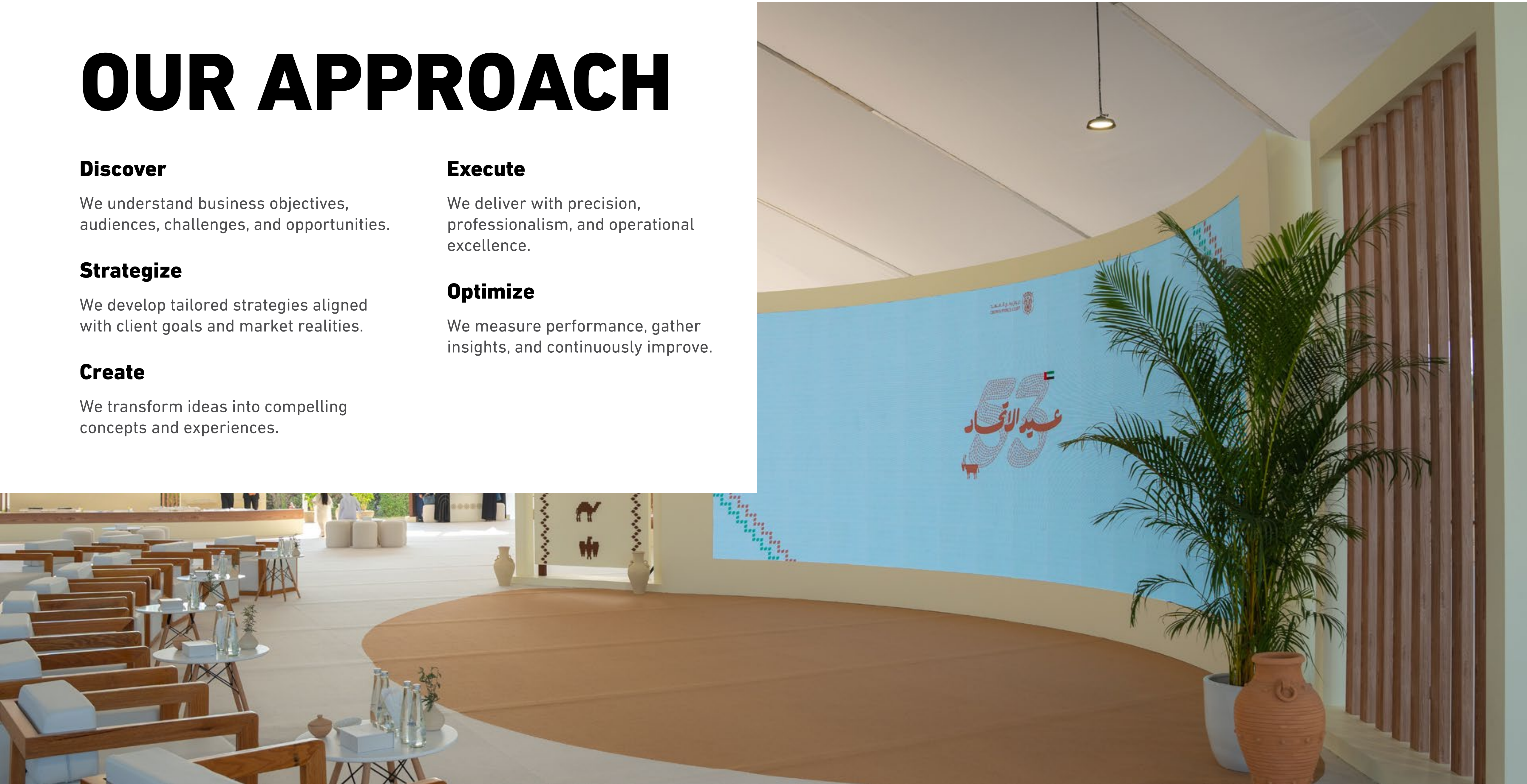
We transform ideas into compelling concepts and experiences.

Execute

We deliver with precision, professionalism, and operational excellence.

Optimize

We measure performance, gather insights, and continuously improve.



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WHY INK

One Partner... Endless Possibilities... Integrated Services...

One strategic partner across all communication touchpoints.

Regional Expertise

Deep understanding of UAE and GCC markets.

Creative Excellence

World-class creative thinking and execution.

Operational Discipline

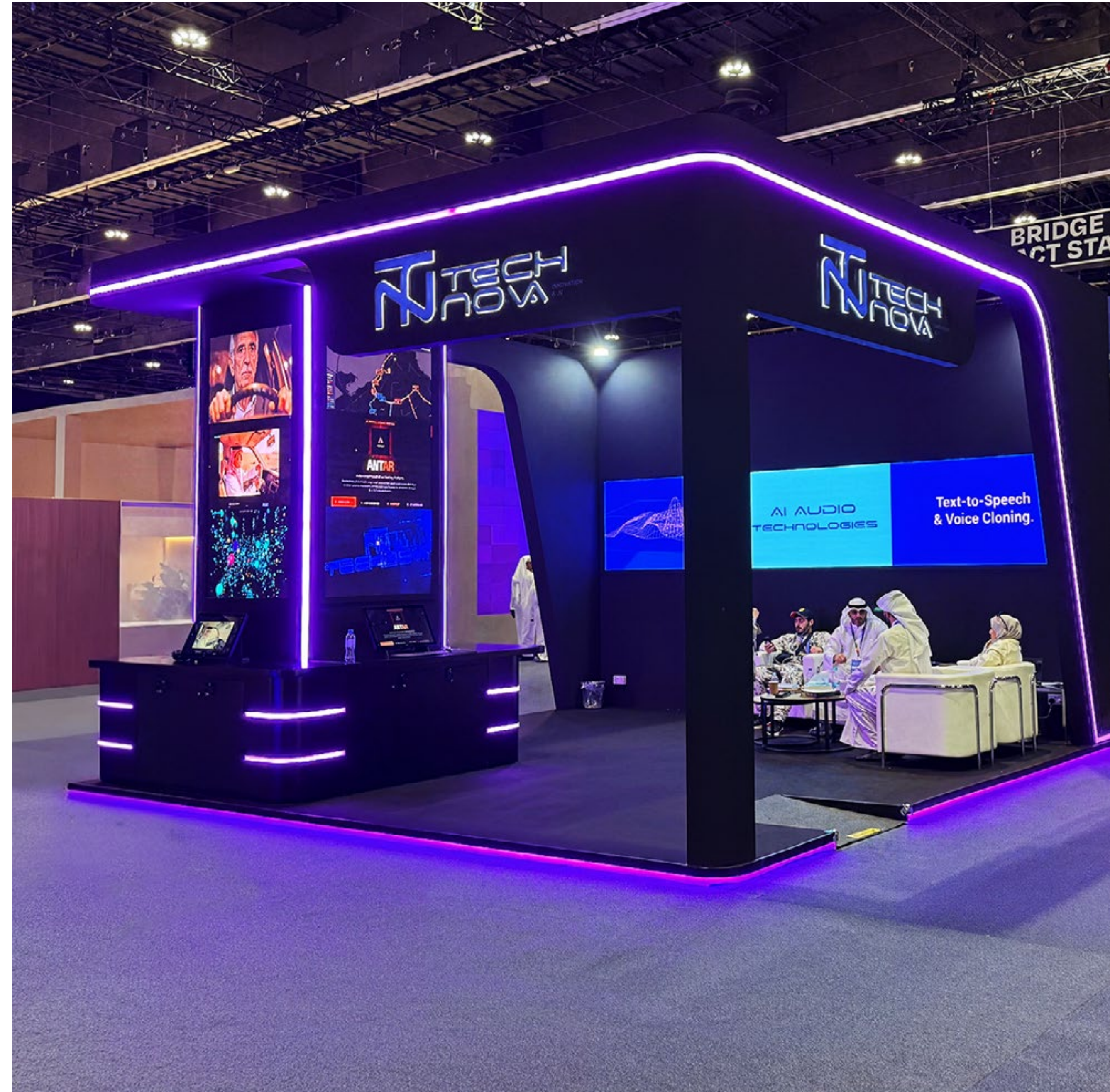
Reliable delivery and project governance.

Technology & Innovation

Future-ready solutions powered by emerging technologies.

Measurable Results

Focused on impact, not activity.





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INDUSTRIES WE SERVE



Government & Semi-Government



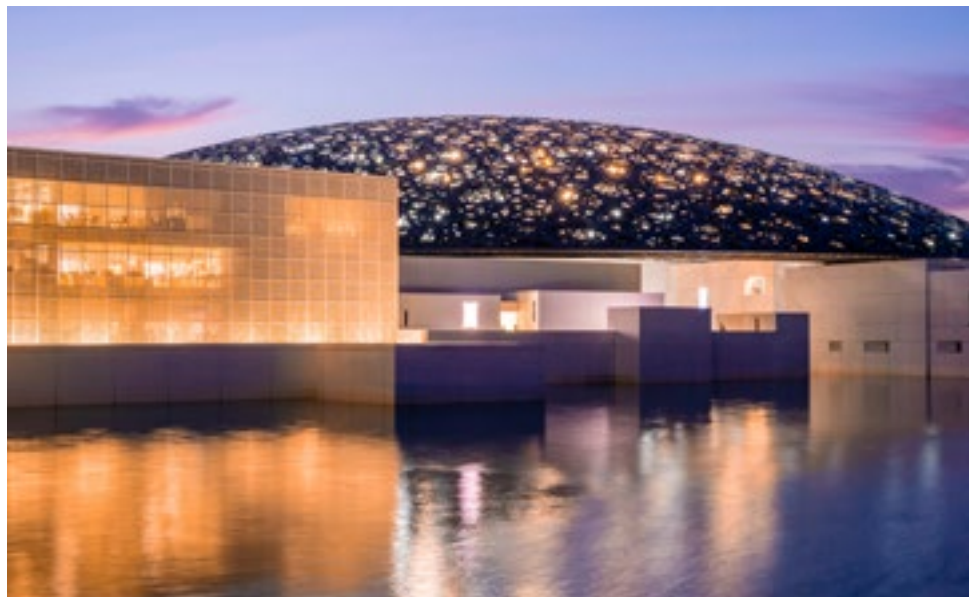
Education



Technology



Healthcare



Hospitality & Tourism



Sports & Entertainment



Retail & Lifestyle



Real Estate

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LET'S CREATE SOMETHING REMARKABLE

Building Trust... Protecting Reputation...

We help organizations shape perceptions, strengthen relationships, and communicate effectively with key stakeholders.

Services

- > Corporate Communications
- > Media Relations
- > Executive Positioning
- > Government Communications
- > Crisis Communications
- > Reputation Management
- > Thought Leadership
- > Internal Communications
- > Press Conferences
- > PR Campaigns

Thank You

LET US INK TOGETHER

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