

# OUR CREDENTIALS

A SHOWCASE OF WHAT WE DO WITH LOVE

Jan 2024



# ABOUT THE AGENCY

Established in 2008, MEAComS the leading boutique public relations and strategic communications agency in Egypt.

Driven by passion and innovation, we have assisted an array of reputable brands and organizations to improve their media outreach, effectively handle crisis situations and build lasting relations with key stakeholders.

Winner of The African Excellence Awards – 2016 & 2017 & The Lisbon Awards 2019-20.

2008 YEAR OF ESTABLISHMENT

<b>10+</b> Qualified team members	<b>Edelman Affiliate</b> a network with more than <b>60+</b> Global offices
<b>14+</b> Industry specialization... Serving Oil and Gas, Fashion and Culture, Pharmaceutical, Banking and Finance, IT and Telecom, Hotels and Real Estate.	<b>50+</b> Clients
<b>700+</b> Relationships with different media outlets	Winner of <b>African Excellence Awards 2016 &amp; 2017</b> <b>The Lisbon PR Awards (2019 - 2020)</b>

# The communications boutique agency

## WHAT WE STAND FOR

We strive to provide exceptional service, delivering creative and innovative solutions, and maintaining the highest standards of ethics and professionalism.

We envision a future where organizations in Egypt are empowered to communicate messages with clarity, authenticity, and creativity, and where communication is seen as a strategic tool for achieving success.

We help companies in getting their message across using only the most trusted and newsworthy channels. With our expert advice, and constant engagement, we help firms in all sectors anticipate their needs, navigate Egypt's sophisticated media landscape and maximize their return on investment.



# MEET OUR FOUNDER

Fatma El Zahraa is the founder and managing director of MEAComS with more than 22 years of experience in brand PR, and corporate and crisis communications.

Fatma is one of Egypt's leading women in public relations and has had a privileged view of the nation's communications landscape having managed the reputations of leading brands and organizations in the telecommunications, banking and finance, energy and power, pharmaceuticals, social development, and food & beverages sectors.

With this vision, MEAComS is positioned to provide women an empowering and healthy place to work giving them an opportunity to bring change in the field of public relations.



# OUR SERVICES



Corporate Communications



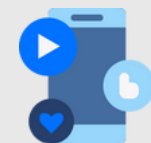
Internal Communications



Crisis Communications



Stakeholder Relations



Creative Content



Content Development



Media Reporting & Analysis



Media Outreach



Media Training



Event Management



Social Media Campaigns

# CONNECTED GLOBALLY



In 2015, we became the exclusive affiliate of the world's leading PR agency, Edelman.

Edelman is one of the world's largest and most respected communications firms, with a presence in over 60 countries.

By becoming a part of their affiliate network, MEACoS gains access to their extensive resources, expertise, and network of contacts. This assists us in expanding our reach and taking on larger and more complex projects. This also provides us opportunities for collaboration and knowledge-sharing with other member agencies, leading to new ideas and approaches, and ultimately benefiting our clients.





# EXPERIENCE ACROSS INDUSTRIES

**BANKING AND FINTECH**

**PHARMACEUTICAL**

**IT AND TELECOM**

**FMCG**

**REAL ESTATE**

**TRAVEL AND AVIATION**

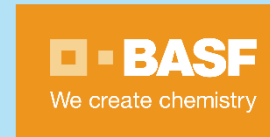
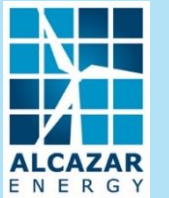
**ARTS AND CULTURE**

**POWER AND ENERGY**

**LIFESTYLE AND FASHION**



# OUR CLIENTS





# MORE DIGITAL. MORE COMPETITIVE.

THE GINGER FIRM®

In 2018, we founded our digital marketing wing, The Ginger Firm. The thought behind it is to help brands create stories that connect with their audience, experiences that people won't forget, and strategies that lay the foundation for success.

Our approach is built on out-of-the-box thinking, is inspirational and imaginative. We collaborate with all types of brands to satisfy their bespoke digital marketing needs.

For more information, please visit:

<http://thegingerfirm.com/>



# OUR WORK

## Visa

## Banking & Finance

### THE CHALLENGE

MEAComS supported Visa's Stay Secure campaign in Egypt with a well-conceived strategy aimed at generating positive media coverage and promoting the campaign's core message. Following the campaign launch in September, the focus of our strategy was the sustained promotion of campaign assets aimed at consumer education, which helped users identify fraudulent behavior and use secure payment methods.

### THE APPROACH

MEAComS executed the Stay Secure campaign through a broad dissemination of the campaign assets across various print and online media platforms, ensuring comprehensive media coverage and visibility. This was supplemented by a notable interview featuring Malak El Baba, Visa's Country Manager for Egypt, published in prominent publications including Al Mal, Fintech Gate, and MENA.

### THE RESULTS

The coverage for this campaign resulted in:

- 59 targeted segments reached
- 66 media stories published
- Total estimated reach of 73 million
- US\$18,755 in media value





## Asian Infrastructure Investment Bank

### THE CHALLENGE

MEACoS was hired by the Asian Infrastructure Investment Bank (AIIB) for their Annual Meeting 2023, held in Sharm El Sheikh, Egypt. Our involvement began two months prior to the event, during which we took charge of overseeing the bank's public relations activities in Egypt.

### THE APPROACH

MEACoS main responsibilities were to drive registration and attendance for the event by disseminating newsletters to a wide array of C-Suite executives and other target audiences, secure ample media coverage in local and regional publications, and provide on-the-ground support.

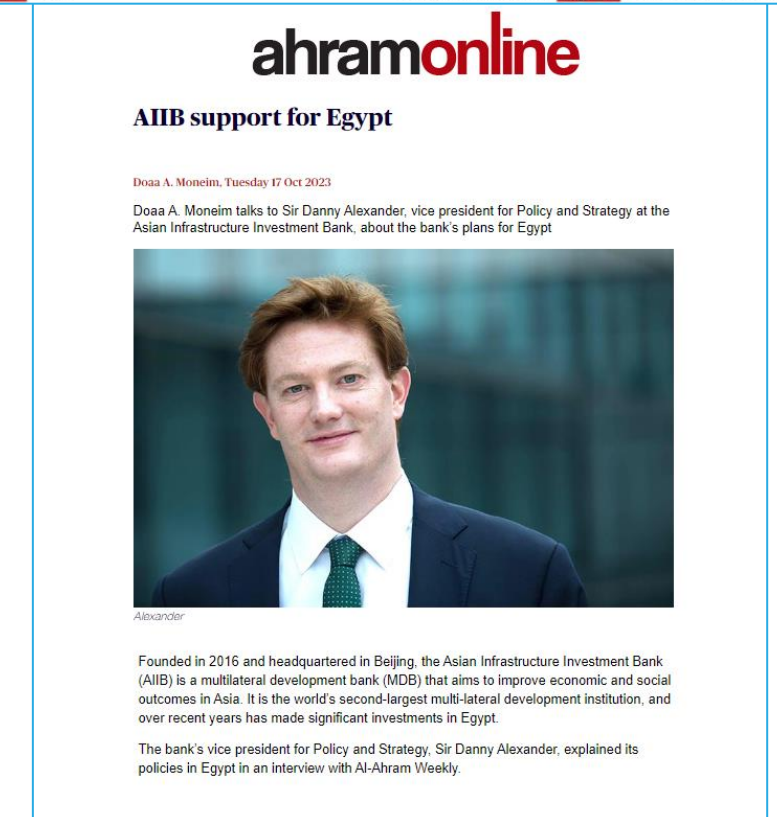
We were able to secure several on-site and virtual interviews for AIIB's spokespeople in key regional publications including Sky News Arabia and CNN Business Arabic. We also distributed two press releases at the event, gaining extensive coverage in top-tier publications such as Youm7, Al Ahram and Al Masry Al Youm.

### THE RESULTS

- MEACoS distributed/secured 60 news stories in the region's top-tier publications, comprising of TV, digital and print.
- 310.9 million estimated reach with a total of \$76.4K in editorial media value.

# OUR WORK

## Banking & Finance





# Mashreq Global Network

## THE CHALLENGE

Mashreq Global Network (MGN), a wholly owned subsidiary of Mashreq Bank, entered the Egypt market at the end of 2022 and approached MEAComS to position the company as a leading innovation hub and an employer of choice with its head of operations, Ahmed El Sherif as a thought leader in this niche space. The challenge was to profile a company and its spokesperson which were relatively unknown as the company's operations as a Global Capability Center (GCC) were very niche for the Egyptian market. This was compounded by the fact that the company had no major activities coming up leaving no opportunities for media interactions.

## THE APPROACH

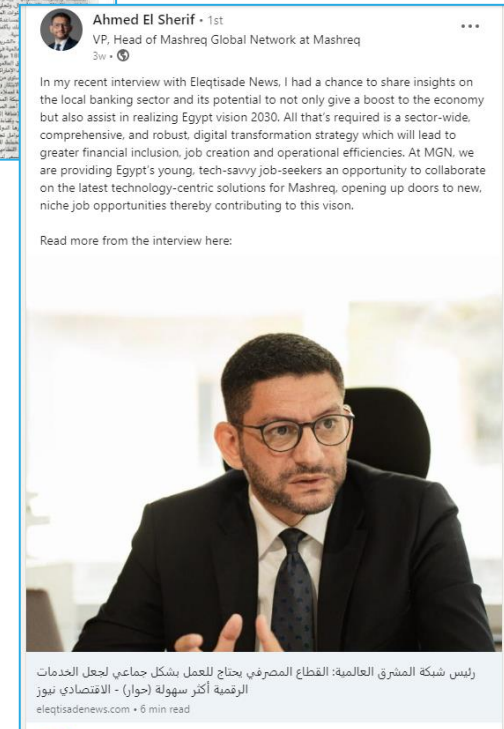
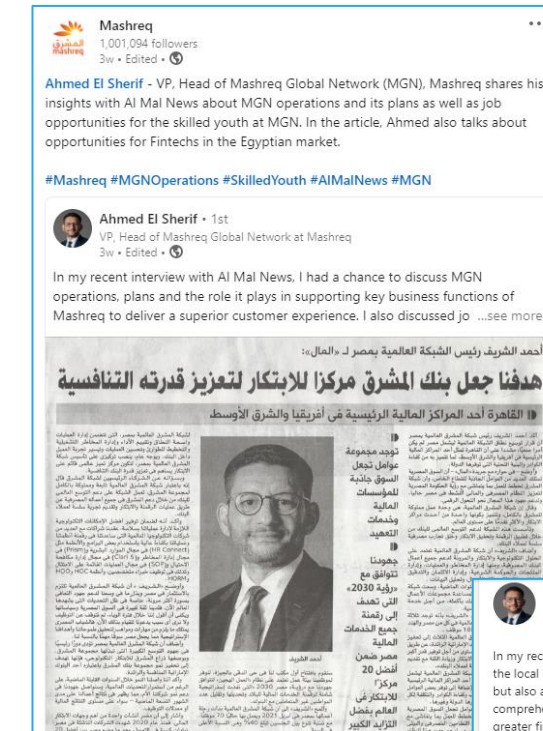
MEAComS began by developing the press material including spokesperson bio and a message house for the ideal local narrative with relevant facts and figures on the company's operations and workforce in Egypt. The idea was to gradually build spokesperson credibility and then utilize this to position the company. The first step was an Op-ed written and published in Al Mal. This was followed by a series of spokesperson interviews on the company, its purpose in Egypt and impact on the economy including job creation. Spokesperson's LinkedIn was also activated during this time.

## THE RESULTS

- 04 exclusive stories on MGN's spokesperson.
- 2.2 Mn potential reach of these stories.
- All key messages highlighted in the stories.
- Increase in media queries on MGN and its future roadmap for Egypt.

# OUR WORK

## Banking & Finance







# OUR WORK

## Banking & Finance

### African Development Bank

#### THE CHALLENGE

Although Egypt is one of the founding members of AfDB, and happens to be one of its largest shareholders, the Bank's activities were largely unknown to the Egyptian public. The Bank called on MEAComS to develop a complete outreach strategy that would define its brand in a compelling and positive way.

#### THE APPROACH

MEAComS publicized important milestones surrounding the bank's multiple projects. Our key milestone with the AfDB involved managing the media coverage of the bank's youth employment forum, "Building the Future of Egypt". We used this opportunity to highlight the bank's reports and emphasize their role in the region as equivalent to that of the World Bank or IMF.

#### ACTIVITIES

Youth Forum, press events, press releases, familiarization trip for international media, as well as handling press interviews for spokespersons, press releases distribution and media monitoring, and media inquiries.

#### THE RESULTS

- 70 media attendees
- News got picked up by the international media
- 124 news stories
- 18.1 Mn potential reach
- EGP 4.9 Mn in media value

### «الأفريقي للتنمية» يصرف 545 تمويلات لمصر 2018

صرف البنك الأفريقي للتنمية، 545 مليون دولار من إجمالي التمويلات التي خصصها لمصر خلال العام الحالي. وذكر البنك في بيان إن مجلس إدارته وافق على تمويلات لصالح مصر العام الحالي، بقيمة 505.5 مليون دولار تمثل الشريحة الثالثة من قروض تمويل برامج الموازنة الذي اتفق عليه في 2015، ومنحة بنحو 600 ألف دولار لإجراء دراسة جدوى عن معالجة مياه الصرف الصحي بمحطة أبورواش، ومنحة صندوق المياه العذبة بنحو 4.9 مليون دولار. وذكر البيان أن مصر حصلت خلال العام الماضي نحو 580 مليون دولار، ومعدلات الإنفاق الإجمالية تبلغ 70.3%. وأشار إلى أن المحفظة الاستثمارية النشطة للبنك في مصر تتكون من 31 عملية مستمرة بنحو 2.957 مليار دولار، منها 9 قروض بالقطاع العام تمثل 90% من إجمالي الالتزامات، و5 مشروعات بالقطاع الخاص تمثل 9%، و17 منحة 1%.

وقدم قروضاً بقيمة 400 مليون دولار خلال العقد الماضي للمنشآت الصغيرة ومتناهية الصغر في مصر.







# OUR WORK

## Power and Energy

### Shell Lubricants

#### THE CHALLENGE

The Shell Technology Leadership Conference, an international event presenting the latest advancements from companies interested in solving pressing global issues, was scheduled to take place in Egypt for the first time at resort hotspot Marsa Alam in the Red Sea governorate. MEAComS was tasked with media management, however, the location for the event had its own challenges and so did the fact that Shell Lubricants wanted to promote its lubricant business through this event.

#### THE APPROACH

MEAComS selected energy, business and technology-based media to cover the event and ensured their participation by arranging for special transports. The agency also carried out a media roundtable with Shell spokespeople to ensure that the stories coming out of the event also focused on the work Shell Lubricants was doing in Egypt.

#### THE RESULTS

- The conference received exceptional media coverage, in both local and international media outlets.
- Over 24 print publications and 90 online news media covered the conference.
- In total, the stories reached a potential 41 million people.
- EGP 1.4 million in editorial media value.







## General Electric

### THE CHALLENGE

GE wanted to celebrate its 40-year anniversary in Egypt with a strong focus on public and private partnerships. However, the company also wanted to take this moment to address some of the country's toughest challenges in the areas of healthcare, transport, power, water, oil and gas, and human capacity building. The KPIs included earned coverage in all tier-1 media.

### THE APPROACH

To ensure maximum coverage without the need for sponsored content or influencer engagements, MEAComS planned a huge press conference that included GE's international leadership, government officials and CEOs from partner companies. At the event, spokesperson interviews were aligned with leading media, key highlights from the panel discussion were shared as independent stories and a post-event press release was shared with the entire media universe.

### THE RESULTS

- Leading local and international media attended the event, including Forbes, Business Today, Petromining magazine, and CNBC Arabia.
- 45 media stories.
- Total potential reach of 55 Mn.
- \$890,979 in media value.

# OUR WORK

## Power and Energy





## Xiaomi

### THE CHALLENGE

One year after launching Mi A1 smartphone, MEAComS was called in to help deliver more publicity for Xiaomi Redmi Note 5 by arranging a press conference with key journalists. The goal was to position Redmi Note 5 as a top-performing smartphone that is competitively priced in a market dominated by Apple and Samsung. The press conference focused on the advanced dual camera functionality of the Redmi Note 5, which features a large 1.4µm-pixel sensor, AI camera effects, an LED Selfie light for its front camera, low-level lighting capability and dual pixel technology.

### THE APPROACH

MEAComS set out to identify and approach tech reviewers in Egypt and arranged for Xiaomi to meet with them along with key media to discuss the high-quality features of its smartphones. MEAComS also developed, translated and distributed a press release and invited them to the press conference. The press conference was well attended by the media and received extensive publicity for the Redmi Note 5.

### THE RESULTS

- 30 publications and 141 online media picked up the story.
- EGP 2 million (almost USD 160,000) in editorial media value.
- The estimated total reach was 14 million.

# OUR WORK

## Technology

### «شاومي» فى المركز الرابع فى سوق الهواتف الذكية بمصر

عززت شركة شاومي العالمية الرائدة فى مجال التكنولوجيا تواجدتها فى السوق المصرى كرائع الشركات العالمية الرائدة فى مجال تكنولوجيا الهواتف الذكية، فوفقا للإحصائيات الصادرة عن مؤسسة IDC العالمية المتخصصة فى أبحاث السوق عن مؤشرات مبيعات الهواتف الذكية فى مصر خلال الربع الثانى من عام ٢٠١٩، جاءت شاومي فى المركز الرابع من حيث عدد وحدات الهواتف الذكية المباعة بنسبة بلغت ١١.٤٪ مقارنة بنسبة ٨.٧٪ فى نفس الفترة من العام الماضى.

كما جاءت شاومي فى المركز الثالث من حيث قيمة المبيعات بنسبة بلغت ١١.٩٪ فى الربع الثانى من عام ٢٠١٩ مقارنة بنسبة ٧.٩٤٪ فى نفس الفترة من العام الماضى.

ومن الجدير بالذكر أن إجمالي إيرادات شاومي خلال الربع الثانى من ٢٠١٩ قد حققت نموا بنسبة ١٤.٨٪ لتصل إلى ٥١.٩٥ مليار يوان. وبلغ صافى الربح المعدل ٣.٦٤ مليار يوان، بزيادة قدرها ٧١.٧٪ على أساس سنوى. وكانت شركة شاومي، قد أعلنت عن إجمالي نتائجها الموحدة للربع الثانى وكذلك نتائج النصف الأول من العام المنتهى فى ٣٠ يونيو ٢٠١٩ والذى حققت شاومي خلاله أداءً فاق التوقعات حيث ارتفع إجمالي إيرادات المجموعة خلال هذه الفترة بنسبة ٢٠.٢٪ أى ما يُقارب ٩.٥٧١ مليار يوان صينى. وبلغت الإيرادات من خارج الصين ٣.٨٦ مليار يوان صينى، ما يمثل أكثر من ٤٠٪ من إجمالي الإيرادات. بينما بلغ صافى الربح المعدل (مقياس خارج المعايير الدولية لإعداد التقارير المالية) ٥.٧٢ مليار يوان، بزيادة سنوية وصلت إلى ٤٩.٨٪. ونمت إجمالي إيرادات شاومي خلال الربع الثانى من ٢٠١٩ بنسبة ١٤.٨٪ لتصل إلى ٥١.٩٥ مليار يوان. وبلغ صافى الربح المعدل ٣.٦٤ مليار يوان، بزيادة قدرها ٧١.٧٪ على أساس سنوى.

### «شاومي» تطرح هاتفها الجديد «NOTE 10» بالسوق المصرية

أطلقت شركة شاومي الصينية للهواتف المحمولة اليوم أحدث هواتفها الذكية Mi Note ١٠ مزود بكاميرا خماسية بدقة ١٠.٨ ميجابكسل، بدقة ٥٢٦٠ مللى أمبير. يأتي هاتف Mi Note ١٠ بخمسة عدسات مختلفة، تشمل على عدسة واسعة الزاوية بدقة ١٠.٨ ميجابكسل وعدستين للتصوير، إحداهما بدقة ٥ ميجابكسل، والأخرى بدقة ١٢ ميجابكسل، وعدسة ذات زاوية شديدة الاتساع بدقة ٢٠ ميجابكسل، وأخيرًا عدسة ماكرو للتصوير عن قرب. وتعد الكاميرا الرئيسية بدقة ١٠.٨ ميجابكسل الأولى من نوعها فى مجال التصوير الفوتوغرافى، باستخدام الهواتف المحمولة، وقد أحدثت نقلة كبيرة فى المجال. ويتميز هاتف Mi Note ١٠ بأعلى جودة تصوير فى سوق الهواتف الذكية (١٢٠٢٢ X ٩٠٢٤)، حيث يأتي مدعومًا بمستشعر ISOCELL Bright HMX من سامسونج بدقة ١٠.٨ ميجابكسل.





# Canon

## THE CHALLENGE

Canon was looking to launch the Pixma G-series printers in an innovative and memorable way. Canon asked MEAComS and its expert team to organize an event that would successfully launch this new innovative set of printers in Egypt that will reach the media and consumers with a clear message.

## THE APPROACH

To get the best possible results out of the event, MEAComS decided to organize a press conference that would create more reach for Canon's printer series. MEAComS gathered all the technology media, to announce the launch of Canon's new PIXMA G-Series printers.

After the event, MEAComS conducted a detailed post-event and media analysis that Canon could use to measure the conference's success.

## THE RESULTS

- 64 news stories in print and online publications.
- Estimated potential reach of 3,188,240 with a total of EGP 315,859 in editorial value.
- Coverage for the event and Canon's printer was featured in top newspapers including; Daily News Egypt, Al Masry Al Youm, Alam Al Youm, Akhbar Al Youm, Al Gomhuriya, Le Progress Egyptian, and Mal W Amal.

# OUR WORK Technology

**كانون تعزز من تواجدها في مصر وتؤكد : قرار التصنيع لم يتخذ بعد**

كشف سوميثش أوكيا مدير المبيعات في كانون وسط وشمال أفريقيا ان الشركة تستهدف الان استخدام على 20% كخصة سوقية من السوق الاقليمي بعد افتتاح كانون لشركتها في القارة الافريقية ومنها فرعها في مصر. مشيراً الى ان قرار التصنيع في السوق المصري لم يتم اتخاذه بعد.

خلال جلسة حوارية للقاء للتلان عن منتجات جديدة لتكنيف العلامة وافتتاح وحدة اعمال جديدة بالسوق المصري ان كانون خذت السياسات الاقتصادية للتعامل بها في السوق المصري خاصة وان هناك نوا كبرى مرت بنفس الظروف التي يمر بها الاقتصاد المصري وارتت عليها سلباً الا ان مصر سريعاً ما تعافى.

من جانب اخر اعادت كانون الشرق الاوسط عن خطط لنها الاستراتيجية التي اطلقتها للاستخدام على 20% كخصة سوقية من السوق الاقليمي بعد افتتاح كانون لشركتها في القارة الافريقية ومنها فرعها في مصر. مشيراً الى ان قرار التصنيع في السوق المصري لم يتم اتخاذه بعد.

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بالتحديد عدد متزايد من الطابعات وصنعتي مواد الطابعات، تتميز أحدث الطابعات التي اطلقتها كانون في مصر بـ PIXMA G5400، PIXMA G5400، PIXMA G1400 سلسلة PIXMA G وهي قادرة على طباعة 7 آلاف لون في 10 دقائق باستخدام مجموعة واحدة من حبرين الاحمر والاصفر. كل طابعة نظام توفير حبر قابلة للتبديل الأصلي والحجم من كانون ويستخدم خراطات حبر قابلة للتبديل لتوفير حبر طابعة كبيراً جداً من استهلاك الحبر المتواصل.

وتابع أوكيا قائلاً ان الطلب في مصر اى حد كبير على الطابعات القابلة للحبر للكتابة والتصوير والتي تستخدم في المكاتب التي تجري فيها أعمال طباعة كبيرة. لذلك التي يستمتع فيها المستخدمون بطباعة أفضل صورهم. توفر هذه الطابعات قيمة حقبية وطباعة بكلفة منخفضة. كما ان عدد صفحاتها لا يتجاوز ما يعز 7.5% سنوياً على ان يبلغ تقريباً 26.3 مليارات دولار امريكي بحلول العام 2018. ففي مصر متطورة للمؤسسات والمستخدمين في المكاتب التجارية.

www.meacom.com

**Canon allocates 8% of annual expenditure to research and development centres**

**CANON OPENED A REGIONAL OFFICE IN EGYPT FOR MENA AND EXPANDED RECRUITMENT OF EGYPTIAN EMPLOYEES**

**DESPITE CHALLENGES IN THE MARKET, CANON HAS NOT STOPPED ITS WORK IN EGYPT, SAYS REGIONAL SALES DIRECTOR**

**15% EXPECTED GROWTH IN SALES OF PHOTOGRAPHY PRODUCTS BY THE END OF 2016**

**7.5% EXPECTED GROWTH IN PRINTER SALES IN MIDDLE EAST**

**\$26.3BN TOTAL EXPECTED MARKET VOLUME OF PRINTERS BY THE END OF 2018**

**What are the most prominent challenges facing the economy in the Egyptian market?**  
There are several obstacles facing the Egyptian market, including the volatility of the US dollar exchange rate, which negatively impacts the country's export of its products. It is estimated that the Egyptian market will witness a significant decline in the local market during the upcoming period.

**How do you evaluate the Egyptian market as a consumer?**  
The Egyptian market is expected to witness a promising period in the coming 3-5 years, particularly in the IT and mobile sectors. The market is expected to witness a significant increase in the number of smartphone users, which will positively impact the country's export of its products. It is estimated that the Egyptian market will witness a significant increase in the number of smartphone users, which will positively impact the country's export of its products.

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# OUR WORK

## Agri-Tech

### Blumberg Grain

#### THE CHALLENGE

Blumberg Grain needed to educate local media and the public at large about its efforts to gain widespread support for Blumberg Grain's first major initiative, the Shouna Development Project, which would see the open-air grain storage center completely revitalized and upgraded with Blumberg Grain Aggregation Center technology.

#### THE APPROACH

MEACoMS team handled the launch of Blumberg Grain Aggregation Center in Alexandria in collaboration with the Ministry of Supply and Internal Trade in June 2015 where we handled government relations, media relations, press event and other event management activities.

#### ACTIVITIES

Press conference, 6 video production, 12 video footages to sites, press release, familiarization trip for international media, roundtable with top 4 media, as well as handling press interviews for spokespersons, press releases distribution and media monitoring, and media inquiries.

#### THE RESULTS

- News got picked up by Reuters and Al Arabia channels as well as a 4 pages interview in Business Today magazine.
- A total of 52 earned stories.
- In total, the stories reached a potential 5 Mn people
- Editorial MV: \$631,881







## Kentucky Fried Chicken

### THE CHALLENGE

KFC announced annual initiative in honor of Colonel Harland Sander's on what would have been his 128th birthday on September 9, 2018 celebrating acts of Colonel-ness that radiate kindness, inspire positive change within the community and remind people to be generous in thoughts and actions.

To create awareness and promote acts of kindness, MEAComS encouraged KFC to spread its kindness gesture to everyone, from customers to employees and delivery drivers. The campaign was designed to drive engagement, both online and offline, and generate buzz among KFC's customers.

### THE APPROACH

MEAComS developed a press release and leveraged its relationships with key media to secure significant coverage and raise awareness on KFC's annual celebration. The press release was also published in leading news sites in Egypt to further generate publicity.

### THE RESULTS

- In addition to celebrating the Colonel's birthday memorably the campaign also received great publicity.
- More than 10 media outlets covered the news, including leading publications such as Al Mogaz, Alam Al Mal and Insight.
- EGP 58,256 in advertising value with an estimated reach of more than 1.5M.

# OUR WORK

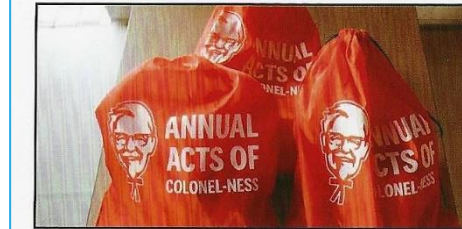
## Food & Beverage

### دجاج كنتاكي يحتفل بعيد ميلاد مؤسسها الـ128 بمبادرة مجتمعية في المنطقة العربية

أعلن دجاج كنتاكي، أكبر مطاعم الدجاج العالمي في العالم، عن إطلاق مبادرة سنوية جديدة بمناسبة ذكرى ميلاد مؤسسها الـ128 بعنوان Acts of Colonel-ness. تدعو هذه المبادرة التقديرية إلى إحداث تغيير إيجابي في المجتمع وتذكير الناس بأهمية عمل الخير وتقدير الآخرين في أعمالهم وأفكارهم. فانتظروا من التزام العلامة التجارية تجاه كافة الأشخاص والمجتمعات، أطلقت مبادرة حول العالم يوم الأحد 9 سبتمبر داعية أكثر من 300 ألف موظف في أكثر من 121 دولة إلى التعهد بالقيام بمبادرات خيرية وتقديرية للمجتمع من حولهم.

ضمن إطار هذه المبادرة ستقوم مطاعم دجاج كنتاكي في الإمارات والسعودية ومصر بتقدير جهود الطيارين القائمين بتوصيل الطعام، تتماشى هذه الخطوة مع مبادئ الكولونيل بتقدير جهود الآخرين. فسيعبر العاملون في عدد من الفروع المنتشرة في الدول الثلاثة عن شكرهم البالغ لزملائهم الطيارين وسيتم تقديم هدية تقديرية لأكثر من ألف طيار في الدول الثلاثة للاحتفال بذكرى الكولونيل، وهي عبارة عن مجموعة منتجات تخفف عن الطيارين من وطأة حرارة الصيف. إضافة إلى رسالة شكر على جهودهم المتواصلة.

### KFC Celebrates Founder's 128th Birthday by Inspiring Positive Acts of Colonel-ness Across the Region



KFC, the world's largest chicken restaurant, has announced a new annual initiative in honour of Colonel Harland Sander's 128th birthday, celebrating Acts of Colonel-ness that radiate kindness, inspire positive change within the community and remind people to be generous in thoughts and actions. Building on the brand's strong commitment to all people and communities, the initiative has been launched around the globe and calls on over 300,000 employees in 131+ countries to rally together to pledge towards committing Acts of Colonel-ness, whether through a formally organized team volunteer event or to simply lending a hand to a neighbour in need.





## Nissan Motors

### THE CHALLENGE

Nissan Motor Egypt participated in Automech Formula, the largest automotive exhibition of its kind in Egypt, on 26 September 2018. At the exhibition, it displayed some of its latest fully accessorized car models and its one of a kind hybrid car, BladeGlider, an advanced electric car combining zero emissions and Nissan Intelligent Mobility. Nissan reached out to MEAComS to help raise awareness about its participation in Automech, and to generate buzz and excitement to key media and prospective customers.

### THE APPROACH

MEAComS worked closely with Nissan to plan its participation at Automech Formula, which included, preparing news releases and speeches, organizing a media roundtable, arranging for TV interviews and overall strengthening the company's relationship with key media.

### THE RESULTS

- More than 79 media professionals, including journalists and TV presenters, were present during the car reveal.
- Secured coverage from top tier publications such as Al Masry Al Youm, Al Akhbar, Al Ahram and Daily News Egypt. Nissan's spokesperson was also broadcast on Nile News, one of the highest viewed TV channels in Egypt.
- EGP 3,956,247 in advertising value with an estimate reach of 42.2M.

# OUR WORK

## Automotive

**صنى.. سنتر.. قشقاى ٢٠١٩.. الطريق الملكى لتحقيق حلم عشاق الكرة الأوروبية**

**مفاجأة نيسان لعملائها خلال مارس التجارى**

أعلنت شركة نيسان موتور ايجيبت عن عرض جديد للخدمات على العملاء من خلال نيسان (صنى - سنتر - قشقاى) خلال شهر مارس، حيث يستجيب العميل على رسالة لتفعيل خدمة Nissan Intelligent Mobility التي توفرها نيسان للسيارات المجهزة في مصر. الخدمة التي توفرها نيسان للسيارات المجهزة في مصر هي خدمة Nissan Intelligent Mobility التي توفرها نيسان للسيارات المجهزة في مصر. الخدمة التي توفرها نيسان للسيارات المجهزة في مصر هي خدمة Nissan Intelligent Mobility التي توفرها نيسان للسيارات المجهزة في مصر.

**اشترى من ٣ وتمتع بفرصة للفوز بحضور المباراة النهائية للورى أبطال أوروبا فى اسبانيا**

**صنى سيارة نيسان الجمعة معليا نعل**  
**مبيعات السيدان العائلية فى السوق المصرى**  
**قشقاى واحدة من أكثر السيارات متعددة الاستخدامات مبيعا فى مصر والعالم**

**حصريا ولمدة شهر**  
**خصم ١٥% على قطع الغيار، الصيانة الدورية والإصلاحات الميكانيكية والمصنعية من نيسان بمرافق الخدمة المعتمدة**

**أعلنت شركة نيسان موتور ايجيبت عن تقديم عرض مميز حصري لعملائها على خدمات ما بعد البيع من الآن وحتى نهاية شهر نوفمبر.**

تعتبر العروض في خصم بنسبة ١٥% على قطع الغيار، الصيانة الدورية والإصلاحات الميكانيكية والمصنعية وذلك بالتعاون مع شبكة الموزعين المعتمدين في مختلف أنحاء الجمهورية.

ومن المتأخرات من مميزات العرض طوال شهر نوفمبر المفضل بتفعيل العرض لجميع سيارات نيسان المملوكة والنقل في جميع مراكز الخدمة المعتمدة حرصاً من نيسان على راحة كافة العملاء.

صرح السيد كوهي مازح، مدير مبيعات الإدارة والمدير التنفيذي لشركة نيسان موتور ايجيبت، "نحن نطمح دائماً ونضعهم على رأس أولوياتنا دائماً وذلك من خلال تقديم أفضل العروض بما يساهم في حصولهم على أفضل المنتجات والخدمات نيسانية لهم في جميع أنحاء الجمهورية".

وأضاف مازح "تؤمن شركة نيسان بأهمية خدمات ما بعد البيع، حيث تعتبرها واحدة من الركائز الأساسية لدى الشركة التي تمكنها من مواصلة





## GSK PLC

### THE CHALLENGE

GSK Consumer healthcare was inaugurating the Voltaren Emulgel production line in Giza in June 2019. MEAComS took this opportunity to present GSK as the driving force for British investment in the Egyptian healthcare sector.

### THE APPROACH

Identifying select healthcare and investment journalists; developing press kit material, coordinating simultaneous translation and positioning the event for target audiences

- Providing media training for GSK Consumer Healthcare.
- Inviting the Minister of Investment and International Cooperation Dr. Sahar Nasr, the British Ambassador to Egypt Sir Geoffrey Adams, the General Manager GSK Consumer North Africa Mr. Nabil Besri to meet with key media outlets to; ensuring an environment of healthy information exchange
- Leading, managing and arranging all event plans and logistics; keeping GSK's transformation of the Al Giza and Al Sala manufacturing sites front and centre of everybody's mind.

### THE RESULTS

- More than 144 news stories with an estimated reach of 216.5M.
- EGP 2M in equivalent advertising value.

# OUR WORK

## Pharmaceutical





## Abu Dhabi Festival

### THE CHALLENGE

Presented in partnership with internationally acclaimed artisan jeweler, Chopard, the Abu Dhabi Festival Award is for persons deemed to be making "outstanding lifetime contributions to arts and culture". It is popularly felt that the awardee must be one that has delivered the best, genuinely authentic expression of that intrinsic, human quality – culture.

In 2020, sought after theatrical producer and actor, Yehia El Fakharani, received the honor of the Abu Dhabi Festival Award.

### THE APPROACH

Formulating tailored plans, MEAComS shortlisted and engaged arts and culture journalists representing top-tier media outlets, along with critically acclaimed producers and artists. MEAComS handled event logistics, and developed and distributed the press release after the event. One to one interviews were also arranged for Abu Dhabi Festival founder and artistic director Mrs. Huda Alkhamis.

### THE RESULTS

- 30 top-tier media representatives were in attendance, including 9 TV channels.
- 90 news stories across broadcast, print, online and social media, in both Arabic and English.
- 684 million estimated reach with a total AVE of \$296,405.
- Interviews were conducted by Al-Ahram and Al-Akhbar with Mrs. Alkhamis that shed light on her experience with Abu Dhabi Festival, the cultural and humanitarian connections between Egypt and UAE and the role of Arab women.

# OUR WORK

## Arts & Culture





## Oman Aviation Group

### THE CHALLENGE

MEAComS was supporting Edelman Italy, our affiliate partner, in the grand opening of Muscat International Airport, one of the largest airports in the Middle East region. MEAComS goals was to garner media interest for the opening, secure attendance of high-profile journalist from key publications, and position the opening as a great accomplishment for Oman.

### THE APPROACH

MEAComS immediately started reaching out to key journalists for the event, including, news, travel and business reporters to ensure maximum coverage. It also liaised with Edelman for the media's travel logistics. A press release was also distributed after the event to print and online publications.

### THE RESULTS

- The event was featured in numerous national top tier publications including 30 popular websites and more than 5 print publications.
- The coverage generated USD 21,676 in advertising value.

# OUR WORK

## Travel & Tourism



Grand Opening of One of the World's Most Spacious and Beautiful Airports, Muscat International Airport

The Grand Opening of Muscat International Airport, one of the most spacious and beautiful airports in both the region and around the world was held in presence of Dr. Ahmed Mohammed Al Futaisi, Minister of Transport and Communications and Mustafa al Hinai, CEO of Oman Aviation Group. The airport has been designed and constructed to the highest standards of quality and service, and meets the International Air Transport Association's (IATA) classification for top airports.



## Zayed Award

### THE CHALLENGE

The Zayed Award recognizes the institutions and community of people who are spreading the work of human fraternity and coexistence around the world. The inaugural session was held virtually due to the pandemic and the agency was requested to ensure maximum coverage.

### APPROACH

Plans put in place by MEAComS included the distribution of two press releases, virtual attendance of selected journalists and two post event interviews for increased media exposure.

### RESULTS

- 38 News Stories across print and online outlets, in both Arabic and French.
- 266 Mn in potential reach.
- USD 65,406 in media value.

# OUR WORK

## Social Enterprise







## Africa Netpreneur Prize

### THE CHALLENGE

The flagship Africa Netpreneur Prize Initiative (ANPI) was created by Jack Ma after his first trip to Africa in 2017. The aim, to support and inspire the next generation of African entrepreneurs who are building a better, sustainable and inclusive economy for the future. In its inaugural year, nearly 10,000 entrepreneurs from 50 countries across the continent applied.

### THE APPROACH

MEAComS worked with the Initiative across the entire African network – in Kenya, Rwanda, Nigeria, South Africa and Ghana where we managed to distribute two press announcements on the event. We also nominated and facilitated the travel of three senior level journalists from tier one publications to represent the Egyptian media in Accra, namely Al-Ahram, Al-Akhbar and Al-Masry Al-Youm newspapers.

### THE RESULTS

- 261 pieces of coverage received during this period – 87 were in Egypt across Arabic, English and French languages.
- 52 media representatives attended the event, including 20 that were sponsored and flown in from other African countries.
- 1,543 new followers were gained on social media in the month of November 2019.
- Total advertising value of \$100,486 generated from Egypt.

# OUR WORK

## Regional Events



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