

# 7 Years

in Communications Marketing



# 7 YEARS IN COMMUNICATIONS MARKETING

## Our Message

This summer we are celebrating our seventh anniversary since opening our doors. Those seven years of hard work, brand management and perception building and reputation management. It's amazing we have made it so far in such a short time. Time certainly flies when you are doing what you love and are driven by passion.

During the past 7 years, MEAComS provided a full-fledged portfolio of services for renowned corporations and conglomerates:

- 2009-2011** Corporate Identity Analysis for fashion brands – Zeynap Hanif and Saraya ME
- 2012-2013** Brand Reputation Management – BlackBerry
- 2009-2013** Comprehensive Media Outreach – African Development Bank
- 2011-2014** Media Relations Management - Roche, Merck Serono, Novartis and Lilly
- 2014** Communications Marketing - General Electric
- 2015** Government Relations – Bloomberg Grain

In addition, MEAComS became the exclusive affiliate to Edelman in Egypt in early 2015.



We are a company on a mission – which includes promoting women's empowerment, innovation and passion in everything we do. We also support women in business, the preservation of Heliopolis' heritage and the fair treatment of animals.

Thank you, God, for giving me the strength to carry on. I would also like to thank our clients who have put their trust in us.

And finally, a big thank you to my dedicated team that has made our boutique communications agency the success it is today and tomorrow!.

Founder & Managing Director

*Fatma z. Ahmed*



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# MEAComS IN ACTION



## February

### Supporting Women's Empowerment

In February, MEAComS hosted a ladies-only event called "Women's Empowerment... the Power of 3" featuring three remarkable female entrepreneurs: a make-up artist, a fitness trainer and a skin care therapist. Each shared stories on how to become successful business owners, challenging male-dominant industries and the difficulties of shifting careers.



## March

### Marionette Play @ 57357 Hospital Children

In March, MEAComS, in collaboration with Helionapta, sponsored the marionette play "El Hakeem tout" at 57357's hospital theatre. The MEAComS team was proud to put a smile on the children's faces, who glowed with joy and happiness watching the dolls come to life throughout the show.

## April

### Learning from Edelman

In April, our MD attended the first SAMEA affiliation network meeting in Dubai, UAE. The meeting and two days of training featured Edelman's senior managers and affiliation offices in the region. We would like to thank Edelman for starting this initiative to supporting its global partners.



## May

### Heliopolis Heritage

In May, MEAComS played a vital role in celebrating Heliopolis' 110 year history. Our pro-bono media awareness campaign shed light on the importance of preserving the Merryland recreational garden and the Heliopolis Metro Station, which became a key part of the renovation agenda crafted by the Heliopolis Heritage Initiative.





# CLIENTS & EVENTS



## Shell Lubricants Egypt

### Al Ahly Club Sponsorship

Shell kicked off 2015 with various activities, including the signing of a major sponsorship contract with Al Ahly Club, which has a large following in Egypt. The announcement took place at the Four Seasons in Cairo with key Al Ahly management, team members and selected Egyptian media in attendance.

### DTM Race

Shell and BMW hosted Egyptian media at the DTM Race (Deutsche Tourenwagen Masters) in Germany to showcase how well high-performance racing cars run on Shell Ultra Helix Oil technology. The synthetic oil is a blend developed using gas-to-liquid technology without impurities the found in crude oil.

### Natquik – Shell Advance – BMW – Ferrari

Shell Lubricants aimed to reinforce its brand equity in the Egyptian market. In that vein, it signed a deal with car network Natquik to become the sole lubricants supplier for all Natquik branches. In addition, Shell Advance began marketing directly to the motorcycle sector at the 4th Arabian Bike Week 2015 in Egypt last in April.



### April SMAS IP

In April, MEAComS took part in the League of Arab Nations' celebration of World Intellectual Property Day. The event was in collaboration with SMAS-IP and held at the Arab League headquarters in Cairo. The two-day regional conference focused on the "Challenges of Implementing Intellectual Property Laws in the Arab World."



### June Blumberg Grain

In June, MEAComS arranged a high-level, business-government collaboration project related to strategic commodities and wheat storage. The project culminated in the launch of Blumberg Grain's "Aggregation Center for the Shouna Development Project." Blumberg Grain is a leading US-based agricultural and logistics company. The project was developed under the auspices of the Minister of Supply and Internal Trade, Dr. Khaled Hanafy.





# BUSINESS & FUN



## Alex Trip

The first stop took place at “Pompey’s Pillar” followed by a historical tour of the Qaitbay Citadel and lunch at the famous “Balbaa” restaurant. The team also enjoyed the Mediterranean Sea breeze with a speedboat trip in Montaza, a tour of King Fuad Al-Haramlik Palace and ice cream at “Azza.” The trip gave the team a chance to relax and recharge together!

## Ramadan 2015

Nothing can beat our Ramadan iftar this year in Fel Fellouca along the Nile. MEAComS also arranged a special iftar for Shell and media representatives at the Four Seasons hotel in Cairo where everyone enjoyed sumptuous delicacies and treats to break the fast.

## PR IS

If I was down to the last dollar of my marketing budget I'd spend it on PR!

*Bill Gates*

## Book Review

### The Forty Rules of Love - by Elif Shafak

This bestseller portrays Shams of Tabriz and Jalal El-Din Rumi's love for each other and Sufism, which inspired Rumi to write poetry that has been quoted for centuries. Shafak wrote about the connections all people share regardless of their social, ethnic and cultural differences through divinity.

### Farewell to Egyptian Power Couple

There are no words to express our feeling of loss for the two legends, Faten Hamama and Omar Sharif, and their love story!