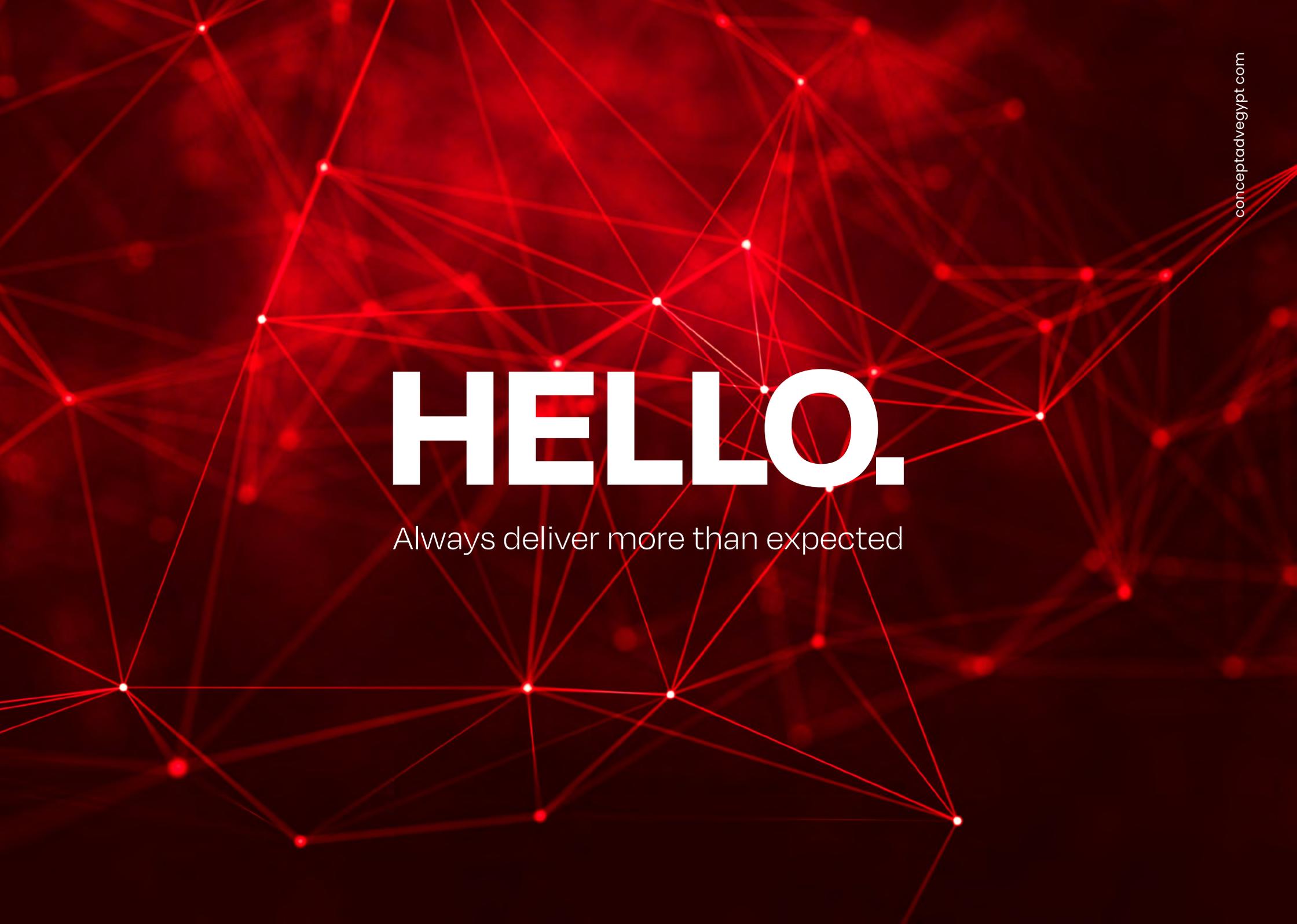




Company Profile

2026



HELLO.

Always deliver more than expected

PROFILE & HISTORY

OUR STORY

A little bit more

About us.

In a Nutshell

Concept is a comprehensive, full-service marketing, advertising, based in Egypt . Established in 2011, **Concept** has deep experience in all media and aspects of marketing.

Inspired by **Concept** pastoralists who will go anywhere to find the best pasture for their animals, **Concept** prides in its readiness to do all it takes to create the best brands. Notable areas of expertise include: brand design and development, creative media strategies and placement, print and interactive design, creative and technical writing. Booths and Event, We define strategic plans, design campaigns and – most importantly – we develop relationships.

Philosophy

At **Concept** we are devoted to discovering more effective ways to communicate with our client's target markets. This means constantly digging, probing, learning and experimenting with alternative solutions. We determine and execute the tasks it takes to promote our clients, their brands, their products, their events, and their people.

We help our clients identify goals, and then we take responsibility for providing cross- platform tactics to accomplish them. We work within budget constraints and we meet deadlines. Creativity is our hallmark and we deliver results. **Concept** has evolved with its clients, with the marketplace, and with technology. Our experience and capabilities enable us to advise and guide our clients to achieve success more efficiently than trial and error methods.

Our mission is to help our clients grow their companies and nurture their brands with well-crafted marketing communications. We have helped over 100 clients grow their businesses in a wide range of industries. We are brutally honest and pragmatic.

Our passion at **Concept** is merging the latest techniques in marketing with strategic thinking and highly creative executions.

**FEARLESS
BRANDS.**

وزارة الإنتاج الحربي
MINISTRY OF MILITARY PRODUCTION

ALMASA
HOTEL
NASR CITY



جمهورية مصر العربية
وزارة الدولة للإعلام

NIVEA

كايرو فستيفال سيتي مول
Cairo Festival City Mall

المراعي
Almarai

The American
University in Cairo
Onsi Sawiris
School of Business

amadeus

Microsoft

HSBC

PEPSICO

ELARABY

AUTO

KUFPEC (EGYPT) LIMITED
A Subsidiary of Kuwait Foreign Petroleum Exploration Co. K.S.C.

VALDA
DEVELOPMENTS

SehaOne

GH
GOLF HEIGHTS
SHARM EL SHEIKH

AL-DAWLA
DEVELOPMENTS

GATES
DEVELOPMENTS

new PLAN
developments

MADAAR

JADEER
GROUP

AQUA
INDUSTRIAL GROUP

SAUDI AIRLINES
CATERING
الخطوط السعودية
للتنمحة بين

EFGHERMES
مجموعة ايفي سي هيرميس

yards
MEDIA • EVENT • MARKETING

now
nirvana
OVER THE WORLD

SUNRISE
Resorts & Cruises
EGYPT

SuperPay by e

BEC
العربية
ARABIA

K
DEVELOPMENTS

LSG
Sky Chefs

Royal
Logistics

NIRVANA
TRAVEL AND TOURISM

MAQAM
FOR URBAN DEVELOPMENT

Gabbar
ALL, Sewn Together Especially for YOU.

NEW AVENUE
REAL ESTATE CONSULTANCY

KraussMaffei
Pioneering Plastics

سوايا
SAWAYA

كايرو فستيفال سيتي مول
Cairo Festival City Mall

ZENITH

HPIENERGY
services

PLT
PHARMALINE
TECHNOLOGIES

Malazi

Al riyadh
Misr.

Erada
For Microfinance

System One
Integrated Facilities Management

CONCEPT

IDEA

We exist to make growing
brands thrive and help thriving
brands to become a way of life
in the markets they operate.

CONCEPT
ADVERTISING SOLUTIONS

WE LOVE WHAT WE DO

**HOW
WE
CAN
HELP**

A little bit more

About Services.

Signage

Booths

Giveaways

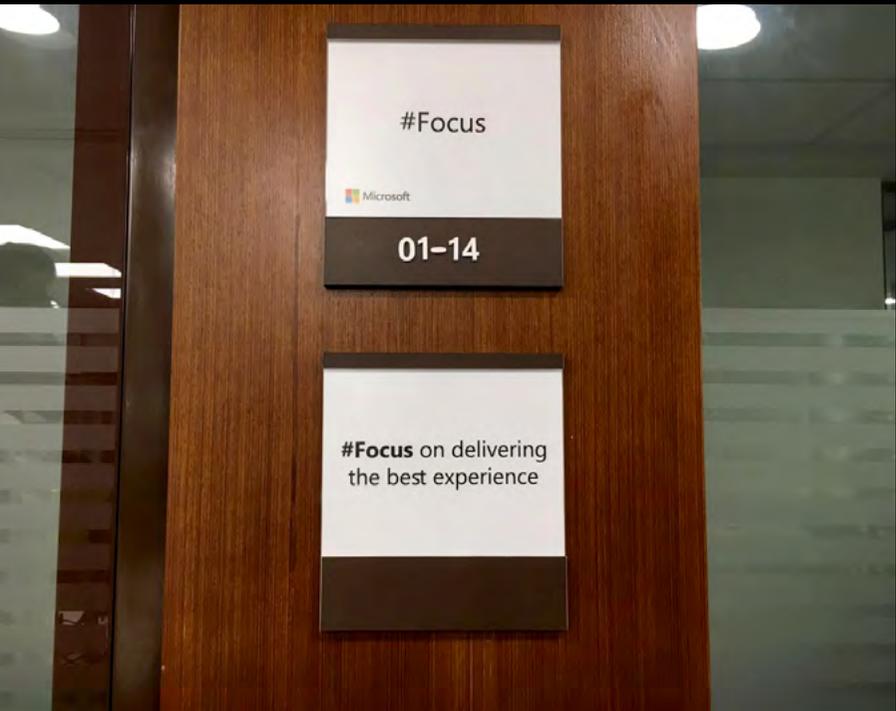
Event Management

Road Show

Printing & Designs

Signage







Booths





















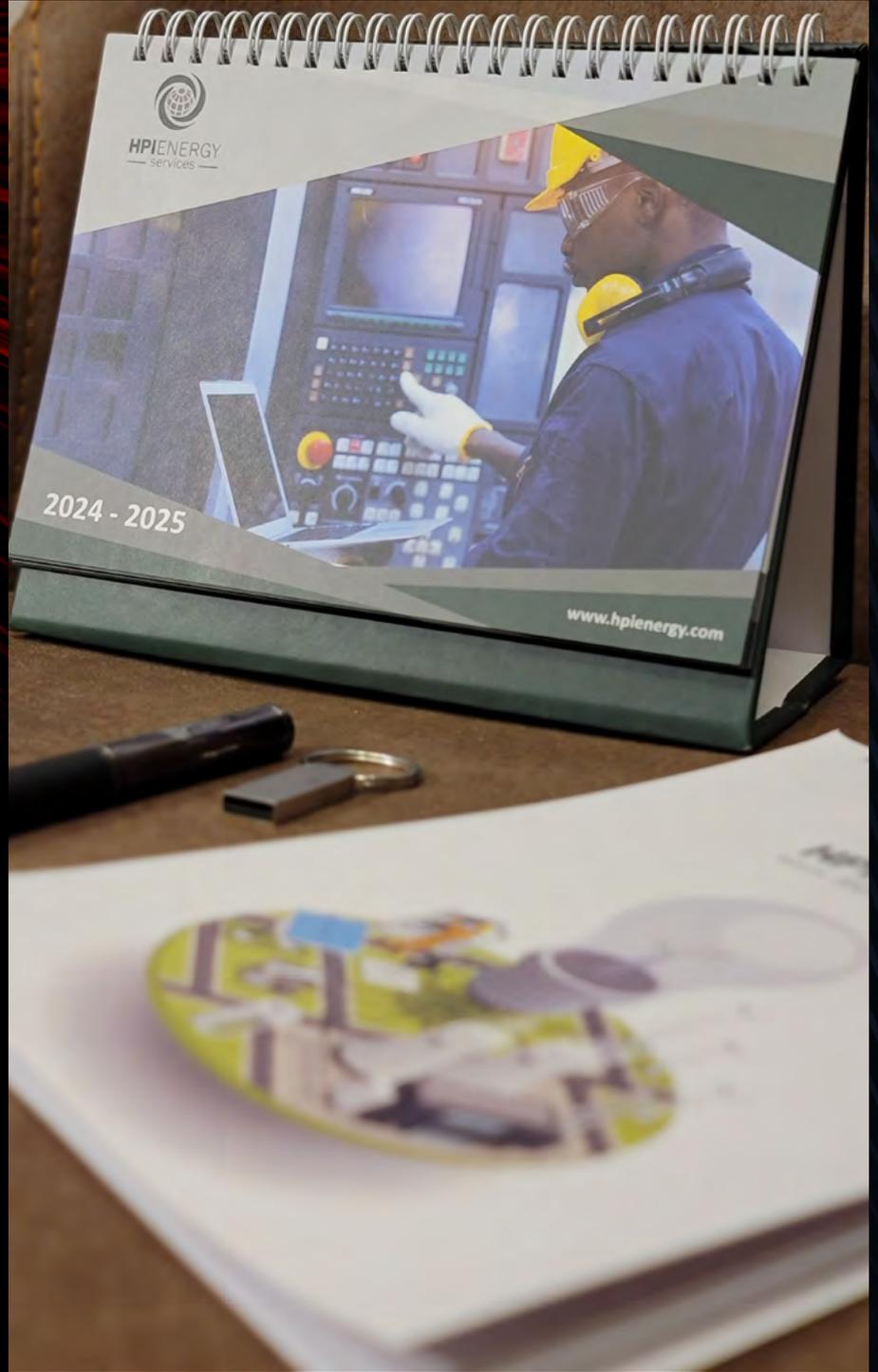








Giveawayas







Giveaways







Giveaways

Event Management











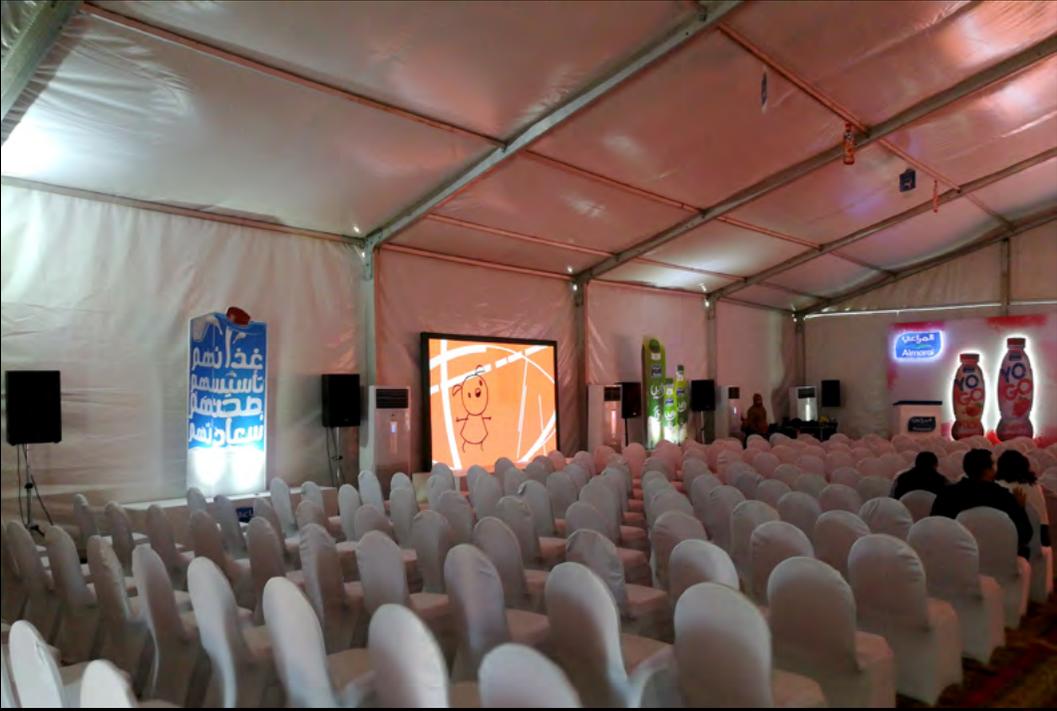




Event Management







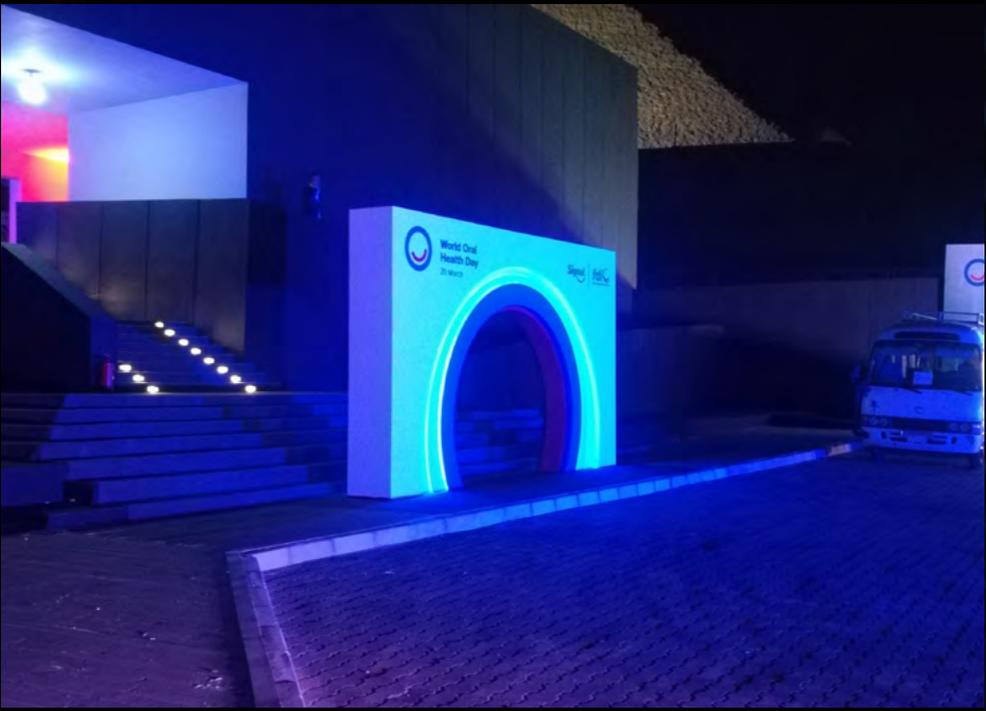




Event Management



Event Management





Event Management







Road Show







Printing & Designs



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DEVELOPMENTS

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GATES
DEVELOPMENTS

CATALAN AUDAZ PELICOLI PLADESPASA

AMADEUS

Certificate of achievement

Employee of the month

This is to thank
for his/her

with deepest gratitude for your dedication and commitment

Date
General Manager signature











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Thank You