

Welcome to InSocial: Where Creativity Meets Strategy!

Who we are:

Founded in 2018, **InSocial** is not just a marketing consultancy; we are a dynamic force of creativity, social prowess, and digital expertise. If you're looking to make your mark in the digital universe and leave a lasting impression on your audience, you've come to the right place!

What we are good at

- **Branding and Strategy:**

At **InSocial**, we don't just create brands; we craft unforgettable stories. Our branding and strategy services are your ticket to standing out in a crowded marketplace. We turn your vision into a brand that's impossible to ignore.

- **Social Media Management:**

Social media is where conversations happen, and we're the life of the digital party. Our social media management services ensure your brand stays in the spotlight, engaging and connecting with your audience like never before.

- **Event Live Coverage:**

Events come and go, but memories should last forever. **InSocial** captures the essence of your events, live and in real-time. Whether it's a product launch or a grand gala, we're there to make sure the world sees it unfold.

- **Media Production:**

Lights, camera, action! Our media production team transforms your ideas into visually stunning realities. From captivating videos to breathtaking visuals, we bring your brand to life through the lens.

Our Track Record:

We're not just another consultancy; we're the brains behind some of the biggest moments in the business world. Over the past six years, we've left our creative mark on major sports events, top-tier banks, and corporate giants. Our portfolio speaks volumes about our ability to deliver excellence.

Our Regional Presence:

InSocial isn't just a local player; we've spread our wings across the GCC area. We understand the nuances of the region, allowing us to create strategies that resonate with the local audience. No matter where you are, we're just a click away.

The InSocial Team:

Behind every successful project is a brilliant team. We're proud to say that InSocial boasts a diverse and talented team of creative minds, strategists, and digital wizards. We're united by our passion for innovation and dedication to helping your brand shine.

Meet Omar ElSherbini Managing Director

With a business degree from Normandie, France, Omar ElSherbini is the visionary leader behind InSocial. His journey began with a profound passion for both business and sports. Omar pioneered live sports social media coverage, bridging the gap between athletes and fans. His unique approach sets clear campaign goals, engaging audiences before, during, and after events on a global scale.

Beyond sports, Omar recognized untapped opportunities and expanded InSocial's reach to a diverse clientele. He's contributed to numerous global events, including the El Gouna International Squash Open, Egypt Entrepreneur Awards, Sawiris Cultural Awards, El Gouna Film Festival, The Egyptian Squash Open, CIB PSA World Championships, and more. Omar has seamlessly blended social media coverage into mainstream attention, captivating audiences worldwide.

Meet Nelly Nagm PMO Manager/Account Director

Nelly Nagm is a dynamic force, known for her captivating communication skills and innovative thinking. Having grown up in Qatar within an international community and earned her degree in Mass Communication and Media Arts from the American University in Cairo, Nelly possesses a unique understanding of global market audiences, particularly in Egypt and the Middle East.

Nelly's versatility extends to product curation, where she has cultivated relationships with specific vendors in Europe to import unique products, tailored to niche demographics in Egypt and the Middle East. With her extensive global marketing and sales experience, Nelly became a valuable addition to the InSocial team in 2018, infusing creativity into every project.

Her track record includes managing crowd engagement at prestigious events such as the Egypt Entrepreneur Awards, CIB PSA World Squash Championship, Educate a Child by Qatar Foundation, El Gouna International Squash Open, Sawiris Cultural Awards, Soufull Festival, and more. Nelly's creative ideas have left an indelible mark on each event she has managed.

Meet Abdelrahman AlRabaa **Account Manager**

Abdelrahman AlRabaa is a vibrant individual with a fervor for sports and a deep appreciation for healthy competition. Raised in an international community, he spent his high school years at The American School in Doha, Qatar. His pursuit of knowledge led him to Spain, where he studied Mass Communication at Endicott University in Madrid, while also mastering Spanish as a third language.

Armed with a passion for diverse cultures and a thirst for travel, along with an extensive international network, Abdelrahman AlRabaa joined InSocial in 2021. His global perspective infuses creativity and a strategic approach into our content creation processes, making him an invaluable asset to our team. Abdelrahman's international insight enriches the way we approach every project, ensuring a world-class touch to our campaigns.

Meet Nada Yehia **Senior Graphic Designer**

Meet the creative genius behind the screens - Nada Yehia. In 2016, she graduated from the Faculty of Applied Arts at Helwan University. Her dedication to her craft led her to pursue a pre-master's degree in Advertising and a master's degree in Application Design to elevate user experience and brand loyalty.

Nada first joined the InSocial team in 2018 as a freelancer during her master's year, where she worked on several projects, showcasing her exceptional skills. Her proficiency with Photoshop and design has seen her contribute to notable campaigns for big names like Hertz Egypt, Prime Group, Bow & Ark, and many more.

Beyond her education and professional work, Nada has also shared her expertise as a graphic design instructor at the Arab Open University for three years, up until 2020. Her ability to not only design outstanding visuals but also effectively communicate her ideas makes Nada a remarkable graphic designer and an invaluable asset to the team.

Meet Latifa Hussien **Account Manager**

Meet Mirna **Graphic Designer**

Get ready to embark on a journey with InSocial, where we turn your ideas into digital gold. Join us as we explore the limitless possibilities of creativity, strategy, and digital brilliance!

InSocial: Let's Create Together.

Client Name: CIB Squash

Sector: Banking/Sports

Brief from the Client:

Our client, CIB (Commercial International Bank), the largest bank in Egypt, launched a program to sponsor local squash players, aiming to elevate them to the global stage. Our mission was twofold: create a dedicated social media presence for their squash team, enabling global followers to track their journey and achievements, and establish branding guidelines for their prestigious annual squash event by the Great Pyramids of Giza. Additionally, we were entrusted with producing a TV advertisement featuring top players for global airing.

Services Provided:

- Branding and Strategy
- Social Media Management
- Live Coverage
- Media Production

Achievements and Highlights:

Over 4 years, we achieved remarkable outcomes for CIB Squash:

- **Global Engagement:** We attended over 15 international events, providing timely updates to over 5,000 organic followers worldwide.
- **Engaging Community:** We fostered a thriving community, enabling players and fans to interact, creating an exclusive platform for fan-player connections. Consistently engaging content kept followers informed and entertained.
- **Go-To News Source:** Our efforts established the CIB Squash social media presence as the primary source for squash news, with fans relying on us for the latest updates, scores, and behind-the-scenes insights.
- **Comprehensive Event Coverage:** We offered live coverage for bank-sponsored squash events, ensuring that fans worldwide could follow every thrilling match and emotional victory.

Our partnership with CIB Squash not only enhanced their online presence but also solidified the connection between the team and its global fanbase. We eagerly anticipate continuing our journey of documenting success and showcasing the remarkable talents of CIB-sponsored players to the world.

Client Name: Orascom Services

Sector: Construction Equipment Provider

Brief from the Client:

Orascom Services, formerly known as Orascom Trading, is a prominent player specializing in equipment importation, distribution, and after-sale services in Egypt's commercial agencies sector. Founded over three decades ago by the late Eng. Onsi Sawiris, it represents esteemed Original Equipment Manufacturers (OEMs) in Egypt. Orascom Services has expanded its reach to serve vital sectors in the Egyptian market, boasting a diverse portfolio covering construction, infrastructure, industrial manufacturing, and agriculture.

Their request was to manage their social media accounts, create captivating printouts, and enhance their design elements.

Services Provided:

- Branding and Strategy
- Social Media Management

Achievements and Highlights:

Our collaboration with Orascom Services resulted in significant achievements:

- **Strong Social Media Presence:** We established and managed a robust social media presence for Orascom Services across multiple platforms, increasing their followers on Facebook, Instagram, and LinkedIn by over 40%. This expanded their reach and visibility significantly.
- **Innovative Printout Designs:** We elevated their printout designs for exhibitions with innovative and visually striking concepts, complemented by high-quality printing. This elevated their presence at exhibitions and trade shows, making a lasting impression on attendees.
- **Improved Engagement:** Our social media management efforts boosted engagement, enhancing customer interaction and communication. This ultimately contributed to increased sales and more efficient after-service communication, reinforcing the client's bond with their customer base.

Our work not only elevated Orascom Services' digital and design presence but also enhanced their overall brand image, positioning them for continued success in their industry.

Client Name: The American University in Cairo (AUC)

Sector: Education

Brief from the Client:

AUC hosted the prestigious CEMS graduation event near the iconic pyramids of Giza, Egypt. CEMS is a global cooperation platform that unites top business schools, multinational corporations, and NGOs to educate future international business leaders and global citizens. Established in December 1988 by four esteemed European institutions - ESADE, HEC Paris, Bocconi University, and the University of Cologne - CEMS has evolved into a Global Alliance comprising 31 leading business schools, 74 multinational companies, and 7 NGOs, offering the renowned Global Master in International Management (CEMS MIM) program.

Our role was to manage the comprehensive social media campaign for the event, spanning the pre-event, event, and post-event phases, along with live event coverage and media production.

Services Provided:

- Social Media Management
- Live Coverage
- Media Production

Achievements and Highlights:

Our collaboration with AUC and the CEMS graduation event yielded significant achievements:

- **Effective Promotion:** We successfully generated excitement and awareness about the highly anticipated graduation event, reaching a broad audience in Egypt.
- **Creative Designs:** Our team implemented creative designs, showcasing Egypt's iconic tourist destinations to entice graduates to explore the country.
- **Program Highlights:** We effectively highlighted the program and facilitated the registration process, ensuring attendees were well-prepared and informed.
- **Engagement Videos:** Our engaging videos heightened anticipation for the event, effectively engaging the audience.
- **Comprehensive Live Coverage:** Our live coverage ensured every aspect of the graduation event was documented, allowing friends and family of graduates around the world to share in the experience.

Our commitment to managing AUC's social media, providing live coverage, and producing engaging media content contributed to the memorable and widely celebrated CEMS graduation event.

Client Name: Sawiris Foundation for Social Development (SFSD)

Sector: NGO

Brief from the Client:

SFSD, established in 2001 through funding from the Sawiris Family, is a prominent national donor foundation in Egypt. Their mission is to combat poverty, unemployment, and improve healthcare and education access for marginalized Egyptians. Over 18 years, SFSD has partnered across sectors, creating thousands of jobs, advancing education, and benefiting over 280,000 individuals across 24 governorates with a total investment of around EGP 960 million.

Our collaboration included crafting the branding direction for the annual Sawiris Cultural Award event for three consecutive years, managing its social media presence, producing a documentary, and designing and printing their annual report.

Our collaboration included:

- Branding and Strategy
- Social Media Management
- Media Production

Achievements and Highlights:

Our partnership with SFSD achieved notable results:

- **Creative Branding:** We crafted creative brand elements for the Sawiris Cultural Award event on three separate occasions, infusing creative elements to promote the event and reflect the brand's sophistication and cultural significance.
- **Social Media Management:** We managed the event's social media presence, ensuring it reached a broader audience and maintained an engaging online presence.
- **Media Production:** We produced a documentary that vividly portrayed the journey of creating handcrafted bags by local artisans in the north of Sinai. These bags were presented to celebrities at the El Gouna Film Festival, and the documentary highlighted the entire production process.
- **Design and Printing:** We designed and produced a high-quality annual report that effectively conveyed SFSD's achievements and impact.

Our work with SFSD has consistently delivered compelling branding, engaging event coverage, impactful documentaries, and informative annual reports, contributing to their mission and enhancing their brand presence.

Client Name: El Gouna Squash

Sector: Sports

Brief from the Client:

El Gouna Squash, our esteemed long-time client, hosts an international Squash tournament in the enchanting city of El Gouna along the Red Sea in Egypt. This tournament, spanning over a decade, welcomes more than 130 players from across the globe. Our mission was to create the event's social media branding, provide media production services, and offer comprehensive live coverage.

Services Provided:

- Branding and Strategy
- Social Media Management
- Live Coverage
- Media Production

Achievements and Highlights:

Our partnership with El Gouna Squash resulted in significant achievements:

- **Event Branding:** Over six years, we crafted consistent event branding that elevated the tournament's global presence. We designed visuals and identities for six consecutive years, enhancing the event's recognition and appeal.
- **Social Media Success:** We built the event's social media presence from scratch, amassing a proud following of 17 thousand supporters on Instagram and Facebook. Our strategic approach ensured effective engagement and outreach to squash enthusiasts worldwide.
- **Comprehensive Live Coverage:** Our team introduced innovative live coverage methods that brought the event to the global squash audience. The tournament was covered extensively, allowing fans worldwide to follow every moment.
- **Media Production:** We produced captivating videos, photos, and comprehensive event documentation, making this project one of our proudest accomplishments. Our work alongside El Gouna Squash contributed to the event's success and global recognition.

Our collaboration with El Gouna Squash has not only enhanced its branding and social media presence but has also elevated the tournament's standing in the world of squash, making it a project we're truly proud to be a part of.

Client Name: IL Bosco Padel Tournament

Sector: Sports

Brief from the Client:

Our client, a prominent real estate developer in the new capital of Cairo, Egypt, commissioned us to craft the event concept and design for their FIB Star international padel tournament.

Services Provided:

- Branding and Strategy

Achievements and Highlights:

Our design team achieved remarkable outcomes:

- **World-Class Event Concept and Design:** We developed a world-class event concept and design that warmly welcomed international padel players and enthusiasts to IL Bosco city. Our creative designs imbued the event with a dynamic and sporty ambiance.
- **Creative Excellence:** From crafting intricate 3D designs to executing a vibrant graffiti wall as per the client's request, we delivered creative excellence that left a lasting impression.
- **Engaging Fan Experience:** We proposed on-ground fan engagement activities, including interactive games and a delectable food area. These additions transformed the event into a memorable and immersive experience for all attendees.

Our contribution not only elevated the IL Bosco Padel Tournament's visual identity but also enriched the overall event experience, making it an unforgettable occasion for everyone involved.

Client Name: Mohamed Bin Rashid Library (Unpublished Project)

Sector: Art

Brief from the Client:

The Mohammed Bin Rashid Library in Dubai, established in 2016, is a bastion of knowledge and culture, dedicated to promoting reading, literacy, and Arabic literature. With an extensive book collection, diverse resources, and a vibrant event calendar, we ignite a passion for knowledge, especially among the youth. Our library membership program offers access to resources and keeps you updated on our offerings.

We partnered with Void the Agency to develop a comprehensive plan for a Winter Festival on Dubai Creek, adjacent to MBRL. The project encompassed event conceptualization, branding, marketing, live coverage, and event management.

Services Provided:

- Branding and Strategy

Achievements and Highlights:

Although the event didn't come to fruition, our collaboration produced notable achievements:

Conceptual Branding: We developed a branding concept that reflected the library's values and cultural significance, aligning seamlessly with the event's objective of a month-long celebration of entertainment, art, and culture in Dubai.

Strategic Social Media Planning: We proposed social media strategies for event promotion, ticket sales, and raising awareness about the library itself.

We may not have seen the event materialize, but we take pride in contributing our expertise to this promising project, showcasing the library's commitment to fostering culture and knowledge.

Client Name: The Colour Run Egypt

Sector: Sports Entertainment

Brief from the Client:

The Color Run, renowned as the Happiest 5K on the Planet, is a distinctive celebration of healthiness, happiness, and individuality. As the world's largest running series experienced by over 8 million runners in 50+ countries, our client I-events, the official license holder in Egypt, sought our expertise for branding, social media management, ticket sales strategy, live event coverage, and comprehensive event documentation.

Services Provided:

- Branding and Strategy
- Social Media Management
- Live Coverage
- Media Production

Achievements and Highlights:

Our achievements for The Colour Run Egypt are as vibrant as the event itself:

- **Creative Branding Guidelines:** We crafted branding guidelines for the event, encompassing key visuals, billboards, and engaging giveaways on two separate occasions.
- **Strategic Ticket Sales:** Our targeted strategy boosted ticket sales by an impressive 6000 to a specific demographic of families, ensuring broad participation.
- **Immersive Live Coverage:** We provided comprehensive live coverage of the entire event, creating videos that effectively spread the Color Run's joyous spirit across Egypt.

Our contribution played a pivotal role in ensuring the resounding success of this incredible event, adding vibrant colors to the lives of participants and spectators alike.

Client Name: CIB (Commercial International Bank)

Sector: Banking

Brief from the Client:

CIB (Commercial International Bank) engaged our services to produce a series of videos aimed at enhancing internal communication within the bank and improving engagement with its employees.

Services Provided:

- **Media Production**

Achievements and Highlights:

Our contribution to CIB included comprehensive support in the production, shooting, and editing of the videos, ultimately aiding in more effective internal communications within the bank.

Client Name: Qebox

Sector: Wholesale Grocer

Brief from the Client:

Qebox is a revolutionary service designed to cater to the food, beverage, and household care needs of every home. Our mission was to create a complete brand identity for Qebox to facilitate its launch and expansion throughout Egypt.

Services Provided:

- Branding and Strategy

Achievements and Highlights:

Our collaboration with Qebox resulted in several achievements:

- **Distinctive Brand Name:** We conceptualized the name "Qebox," a fusion of the parent company's name, "Qebaa," and the concept of delivering all groceries conveniently packed in a box.
- **Eye-Catching Brand Elements:** We crafted captivating brand elements, including modern color schemes, ensuring Qebox would stand out in the market.
- **Comprehensive Brand Direction:** We provided design and branding direction across the entire business, influencing packaging, vehicle designs, uniforms, and social media templates.

Our work with Qebox established a strong brand foundation, enabling them to revolutionize the grocery shopping experience and expand their services across Egypt.

Client Name: Sapori

Sector: Food Catering

Brief from the Client:

Sapori, an Italian catering venture specializing in private dinners, brunches, and event catering, entrusted us to craft their entire brand identity, starting from scratch.

Services Provided:

- Branding and Strategy

Achievements and Highlights:

Our partnership with Sapori led to noteworthy achievements:

- **Meaningful Brand Name:** We coined the name "Sapori," meaning "flavors" in Italian, encapsulating the essence of the business.
- **Seasonal Menu Concepts:** We proposed seasonal menu ideas, each with distinct designs and atmospheres, infusing international flair into the brand.
- **Table Setup and Engagement Strategy:** We offered guidance on table setups and strategies to keep customers engaged, enhancing the overall dining experience.

Our contribution played a pivotal role in establishing Sapori as an internationally inspired catering brand, creating memorable culinary experiences for its customers.

Client Name: Zee

Sector: Footwear

Brief from the Client:

Zee is committed to creating high-quality footwear using the finest internationally sourced materials, meticulously crafted by Egyptian artisans, and offering affordable products with exceptional comfort. Our task was to launch one of their collections at the prestigious El Gouna Film Festival. We were tasked with proposing a creative campaign to market their products during the event.

Services Provided:

- Social Media Management
- Media Production

Achievements and Highlights:

Our collaboration with Zee yielded impressive outcomes:

- **Celebrity Engagement:** We distributed the new collection to attending celebrities, sparking interest and brand recognition.
- **Zee Cam Innovation:** We introduced the "Zee Cam," which functioned as a paparazzi capturing celebrities wearing Zee products throughout the festival, enhancing brand exposure.
- **Lisandra Silva Photoshoot:** We conducted a photoshoot featuring Lisandra Silva to promote the product, further elevating the campaign's impact.
- **Significant Sales Increase:** Our campaign resulted in a nearly 30% boost in Zee's sales following the event, showcasing the campaign's effectiveness.

Our creative campaign not only heightened Zee's visibility but also substantially increased sales, establishing the brand as a prominent player in the footwear industry.

Client Name: Dattner Consulting

Sector: Business Consulting

Brief from the Client:

Dattner Consulting LLC, a New York City-based firm founded by Dr. Ben Dattner, specializes in executive coaching, team building, and organizational effectiveness. They focus on improving psychological, social, and political dynamics affecting individual, group, and organizational performance. Our mission was to launch their social media presence in the Middle East.

Services Provided:

- Social Media Management

Achievements and Highlights:

Our collaboration with Dattner Consulting in the Middle East led to the successful launch of their brand, raising awareness among the target audience and conveying their unique value proposition. We established and managed all social media profiles and executed effective campaigns across the MENA region, expanding Dattner Consulting's reach and impact.

Client Name: Soulfull Festival

Sector: Wellness Festival

Brief from the Client:

Soulfull Festival, Egypt's inaugural wellness festival, promised various talks, workouts, and more. We were tasked with launching the festival's social media campaign leading up to the event, as well as providing live coverage during the festival.

Services Provided:

- Social Media Management
- Live Coverage

Achievements and Highlights:

Our collaboration with Soulfull Festival resulted in significant achievements:

- **Effective Social Media Campaign:** We devised a compelling social media campaign that successfully marketed the festival across Egypt. Our approach included paid ads and creative strategies that contributed to surpassing ticket sales targets.
- **Comprehensive Information Sharing:** We provided detailed information about instructors, classes, and key messages that piqued the interest of potential attendees, encouraging them to participate.
- **Live Event Coverage:** We conducted live coverage throughout the festival, allowing those at home to experience the event vicariously and generating interest for future editions.

Our efforts contributed to the successful launch of Egypt's first wellness festival and its positive reception among the audience.

Client Name: Swiss School of Management (SSM)

Sector: Education

Brief from the Client:

The Swiss School of Management (SSM) Cairo serves as an authorized in-residence program provider affiliated with the Swiss School of Management in Switzerland, offering higher education programs. Our mission was to establish and manage their social media presence.

Services Provided:

- Social Media Management

Achievements and Highlights:

Our partnership with SSM has yielded significant results:

- **Successful Social Media Launch:** We initiated and managed SSM's social media accounts on various platforms.
- **Remarkable Enrollment Increase:** Through strategic campaigns, we achieved an impressive nearly 60% rise in student enrollments since we began managing their accounts. Our approach combines paid advertising with creative strategies, making it one of the most successful campaigns in our nearly three-year collaboration.

Client Name: Oak Architects

Sector: Design Firm

Brief from the Client:

OAK Architects is a comprehensive design firm with a presence in Cairo, Saudi Arabia, and the UAE. They offer a diverse array of services, encompassing interior design, event design, and 3D illustrations. Our task was to launch and manage their social media accounts.

Services Provided:

- Social Media Management

Achievements and Highlights:

Our collaboration with Oak Architects brought about notable outcomes:

- **Successful Social Media Launch:** We successfully launched Oak Architects' social media accounts, expanding their online presence.
- **Client Engagement:** Through strategic content showcasing their exceptional designs, we helped Oak Architects reach and engage with new clients, ultimately boosting their sales and acquiring new customers.

Client Name: The Flying Daf

Sector: Sports

Brief from the Client:

The Flying Daf is a prominent squash academy located in Dubai, UAE. They enlisted our expertise to manage their social media campaign for hosting an exclusive professional squash camp featuring some of the world's top players in Dubai.

Services Provided:

- Social Media Management

Achievements and Highlights:

Our collaboration with The Flying Daf resulted in significant achievements:

- **Camp Awareness:** We successfully marketed the camp across the UAE, increasing awareness of The Flying Daf brand and the prestigious players set to attend.
- **Enrollment Boost:** The camp contributed to a surge in new player enrollments at the academy, solidifying its reputation as a leading entity in the UAE squash market.

Client Name: Owest

Sector: Sports

Brief from the Client:

Owest, a compound by Orascom Development, hosted an international FIB Padel tournament. Our task was to provide comprehensive live coverage of the event.

Services Provided:

- Live Coverage

Achievements and Highlights:

Our live coverage of the event included capturing various facets, such as player arrivals, match results, the vibrant atmosphere, food vendors, and victorious moments. This extensive coverage not only engaged the audience but also generated excitement and interest in attending the event in person.

Client Name: Zoya (LMD)

Sector: Sports

Brief from the Client:

Zoya, a captivating beachfront compound by LMD on Egypt's North Coast, sought to showcase its scenic location by hosting a summer 2023 padel tournament. We were entrusted with generating awareness and excitement for the event.

Services Provided:

- Live Coverage
- Social Media Management

Achievements and Highlights:

Our campaign effectively promoted the event, enticing visitors to the North Coast to witness the thrilling beachside padel tournament. By generating significant traffic and providing live coverage, we successfully highlighted the unique blend of sports and the beach, making Zoya a must-visit destination.

Client Name: Suwen

Sector: Women's Lingerie

Brief from the Client:

Hailing from Istanbul, Turkey, Suwen is a luxurious brand specializing in underwear, corsets, swimwear, and nightwear, offered at affordable prices. With a European fan base, Suwen decided to expand into the GCC market, with the Qatar branch seeking our expertise to launch their social media presence and manage all their marketing campaigns.

Services Provided:

- Social Media Management

Achievements and Highlights:

We successfully introduced Suwen to the Qatar market, creating strong brand recognition across the country. Our strategic campaigns and paid advertisements contributed to remarkable sales growth. We also provided mini-campaign concepts for national holidays and special occasions, further boosting sales and enhancing the brand's image.