



Olifant

A Refreshing Brand

HELLO OLIFANT...

Our compassion and respect grow stronger by the day.

We aim to bring together creative storytelling, broad thoughts and diverse perspectives.

97

Happy Clients

224

Cup of Coffee

152

Successful Projects



ABOUT US

OUR JOURNEY

Olifant Agency was launched in 2018 as a creative agency to offer consultancy and deliver inspiration across the entire brand experience.

In 2021, Olifant Agency has opened its second office in Dubai to be a part from this evolving ever-growing market.



ABOUT US

OUR PHILOSOPHY

In an ever-changing world where consumer expectations are getting high and the technology become more disruptive, brands need to be taken care of in a different way than it used to be in the past. Culture, challenges and moments are things to be considered in managing any business.

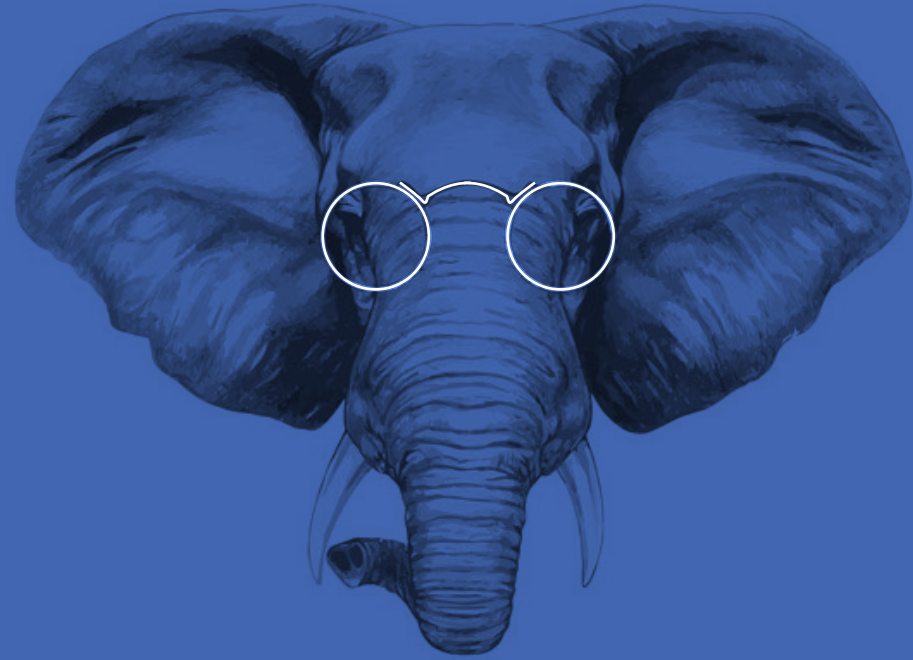


ABOUT US

OUR METHODOLOGY

We've set up our processes and tools to unite strategy and creative so that even the smallest detail is paramount.

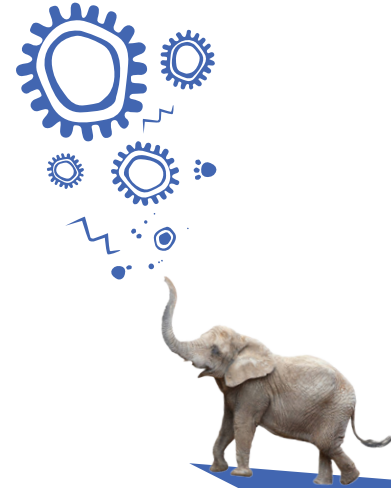
We tailor unique marketing strategies to align with each business's target audience's buying behaviors and preferences. We dig deep to understand the business dynamic and build strong revenue streams.



EXPERTISE

CONSULTANCY BRAND MANAGEMENT

Your personality is the bread and butter of your brand. It is different and unique. Our marketing consultancy service aims to help you how to set and manage your brand attributes, business revenue stream, target market and the niche one. We dive deeper under the skin of any business to map how to build healthy and cohesive brand.



1. Understanding
2. Collecting
3. Analyzing
4. Shaping

CREATIVES

Your creative designs convey the story of your brand to audiences across all channels. Whether you need to build a full brand identity from scratch or refresh your existing one, we identify the essence of brand and bring it back to life.

1. Brand Guidelines
2. Logo Design
3. Creative Artworks
4. Building Visual Identity
5. Graphics & Illustration
6. Creative Photography & Videography



DIGITAL MARKETING

We specialize in delivering effective digital marketing strategies for businesses, catering to both B2B and B2C markets. Our approach encompasses a wide array of tactics, ensuring comprehensive solutions tailored to each client's unique needs.

Our services include:

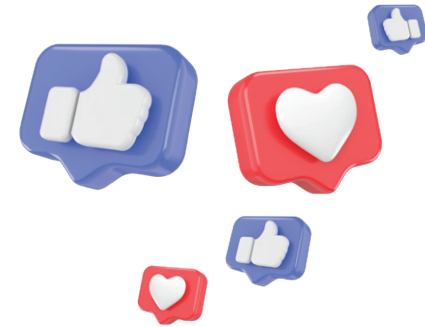
- 1. SEO:** Keyword research, on-page optimization, link building
- 2. PPC:** Ad creation, keyword targeting, bid management
- 3. Email Marketing:** Campaign creation, list segmentation, automation
- 4. WhatsApp Bulk Messages:** Broadcast messages, group messaging, analytics
- 5. Digital Catalogues:** Design, content creation, distribution



SOCIAL MEDIA

We craft compelling social media stories,
Developing strategies that amplify brand presence and captivate audiences.
Our process begins with a meticulous strategy build, where we lay the
foundation for success. Next, we seamlessly execute, infusing life into the
brand across platforms. But we don't stop there; we're masters of adaptation,
constantly tweaking to ensure optimal performance. And when the metrics
sparkle with success, we revel in the journey together.

Experience the thrill of social media mastery with us.



WEB DEVELOPMENT

Your website is the first place your potential customers are going to visit. We design websites via a series of workshops, wireframing and user experience (UX) sessions.

Our development process:

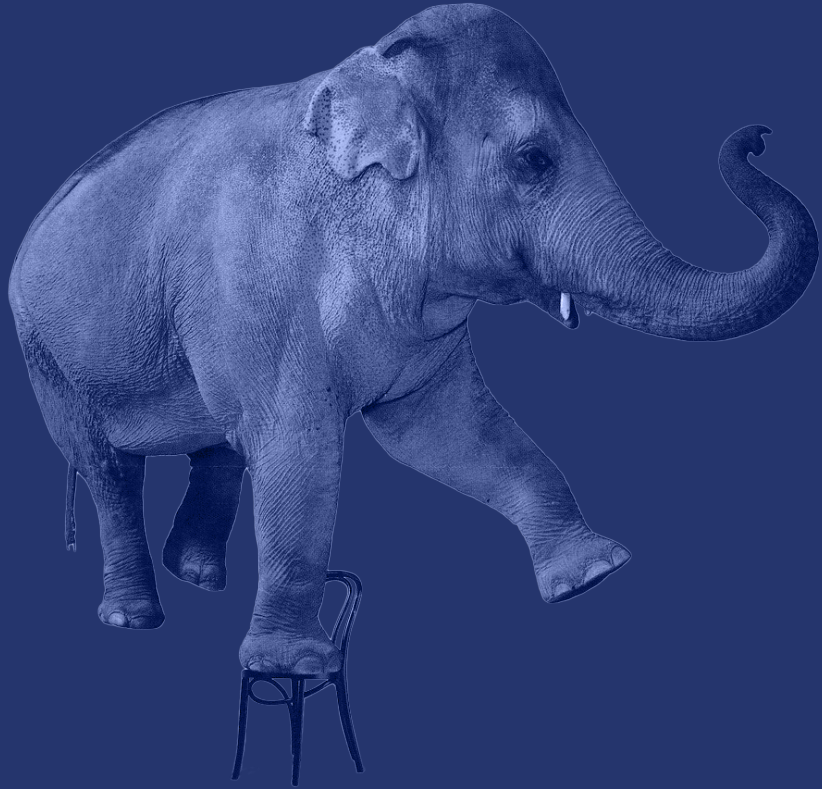
1. Brainstorming
2. Wireframing & UX Design
3. UI Design Concept & Prototyping
4. Illustration & Artwork



OUR CLIENTS

SOME OF OUR CLIENTS





CASE STUDIES

OTIS

Expertise:

Brand strategy
Content Strategy
Communications
Visual Branding

We are involved in all the branding elements of Otis Kuwait and we are proud of that. This international brand cares too much about its people and always keen to develop their skills and encourage them to interact with each other in different levels. A lot of communications plans and initiatives are always present to achieve this objective. Our role was to create engaging ideas in different occasions that are catered for this purpose. During our journey, we have branded the premises to educate employees about international brand ethics, projects and mission. Creating a fun area for parties and gathering within the work venue including birthdays boxes and new employees welcome kit.

During the pandemic, we created employee training passport; a unique idea to encourage employees to take courses and develop their skills at home and at the same time keep the positive challenging spirit among them. This brand is always there for its employees; a new employment handbook was developed to document this.

OTIS

MARCH 2019 | ISSUE NO. 1

OTIS TALK



2018 AWARD
BEST PERFORMANCE

SPECIAL EDITION

MADE TO MOVE YOU

SERVICE REPORT

MARCH 2019 | ISSUE NO. 1

As we face challenges in the economy & competition, we were able to overcome these external pressures through sheer determination, innovative strategies & excellent team work in 2018.

The year started with a strong Q1 performance and with an excellent recognition for Haya Al Radaan-Service Sales Engineer who was named Top Sales rep for EMEA.

We also successfully implemented Phase 1 of segregation of responsibilities with respect to what each team member enjoys doing and is good at and hence Fatemah Akbar was promoted as the Service Sales portfolio Lead, Rafik Gouda-Recovery & T. Lead & Prasanth -Sr. Lead- Mod & T. This segregation will help us focus on areas of cancellation prevention & better price renegotiation for 2019.

As per the vision of our General Manager-Omer Cihan we have actively entered NON OTIS units maintenance segment & have had commendable start by successfully incorporating 18 units Mazaya, 18 units JBC, 8 units Al Sayer, 8 units Amlak Real estate, 5 units McDonalds and many others into our portfolio. This not only helped us exceed our plan numbers in recovery but also have a 47.1% growth vpy which is an excellent result considering that we are in a country with the highest density of elevator maintenance service providers in the world.

Our T orders were above the plan and we continue the trend of investing our time being more close to the customers & being pro-active which supported us with a high 41.7% growth vpy. We continue to innovate through our service offerings, new T packages and value engineering to continue the high double digit growth being enjoyed over the last 3 years.

We had a dream run in our Modernization segment with 160.3% above plan, this was mainly contributed by the highest value project off portfolio in the whole of EMEA – Joint Banking complex. This project was a 2 year investment with respect to our time with the client. We had excellent support from Fabrice Coisiel- EMEA, Marc Lecrom- EMEA & Marcel Schapp –ME throughout the project cycle. This project is a true show case of highly effective team work & result of what happens when one truly listens & acts on the customer's behalf.

We had a 29.4% growth in our total Service orders for the year 2018 creating a strong backlog for 2019. We had a very inspiring case study of conversion through our George- Service Field department & team which involved 90 units being cancelled from OTIS & through their timely and persistent interactions with the client we won back both the client & the contract which being the highest conversion in terms of numbers for OTIS –Kuwait.

In order that we enhance our skills and expertise, we continue to go through numerous role plays, trainings & presentations. We need to be more together than ever before & such engagements helps us innovate and brings out solutions which one naturally doesn't think of. As I look forward to 2019 it would certainly be incomplete without thanking Sr. Service Manager – Rajees Koshy & his team for their amazing support & willingness to experiment hand in hand with us.

A company's culture and atmosphere is bound mainly by the way the human resources leads & functions and we are very lucky to have Angie our new HR head and the difference is evident and support system is better than ever before. Once again I would to thank all my colleagues on behalf of Service Sales Kuwait for providing us the platform to excel.



In the beginning of 2019, OTIS Kuwait conduct Physical training direct to Engineers/Supervisors/Adjusters for the new common platform (GEN2-Regen) by OTIS Electric China and with support from WHQ. 212 units from the new platform has been ordered by OTIS Kuwait from OE for one of Mega projects (Jaber Al Ahmad Residential Buildings).

Two Engineers from OE FOD China joined the training as Trainers (Mr. WU JIANFENG & Mr. DONG ZHIYUAN) to cover training program Which divided to Theoretical Training at OTIS Kuwait meeting room & Technical Training at Jobsite. The training had been supported from WHQ by joining of Mr. ZHOIJUN YAN (Sr. Manager, NE Field Operations).

Also participants from OTIS-Middle East joined the training (OTIS UAE, Qatar, and KSA) to understand the core elements required to install and commission the new platform supplied from OE-China and also to know about new method of installation of working platform.

The training were hosted by Eng. Ibrahim Algazzar (OTIS Kuwait NE Field Manager) with support from Eng. Ramy Ramzy (NE Field Assistant Manager) and myself as Responsible engineer of the project. Supervisors and Sr. Adjusters were attend the training as they are the main key of the training. OTIS Kuwait service department was presented by his team.

The training topics were well explained to the trainees by the trainers with all the relevant training manual materials in the training 1st day.

At 2nd day of the training technical training was conducted at jobsite to review the quality of installation and to train the participants about startup/testing procedures then get the feed backs and to find out the field issues.

Next days of training were conducted all at jobsite to gather the all field issues and comments from participants.

This was the first schedule of technical training of NE field operation department field employees for the year 2019 with an amazing cooperation from OTIS Kuwait HR Department.

NE FIELD TRAINING – OE – China
New GEN2-Regen Platform

OUR HISTORY

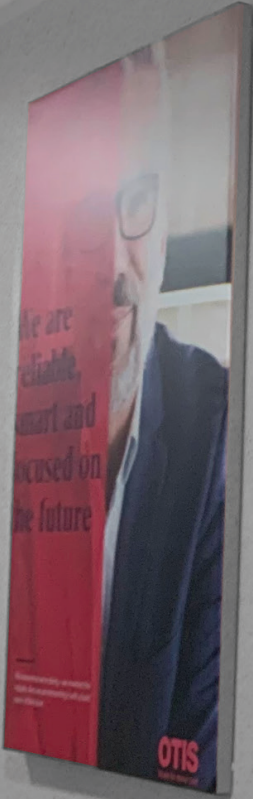
Otis is an iconic brand with a rich history



Employment Handbook



Dept. ←



Office Branding



Vehicle Branding



مركز دار البراء الطبي

DAR AL-BARAA MEDICAL CENTER



Dar Al-Baraa Medical Center

Client Brief

Dar Al-Baraa Medical Center, a distinguished healthcare provider, was navigating through an expansive phase of growth and recognized a critical need for enhanced marketing coherence and digital presence. Prior to our engagement, Dar Al-Baraa faced challenges with inconsistent marketing efforts across platforms and lacked a unified strategy that aligned with its expansion goals. The center sought to fortify its digital footprint, develop a robust marketing strategy for its growth phase, and establish a compelling value proposition through strategic content creation and targeted campaigns.

Approach

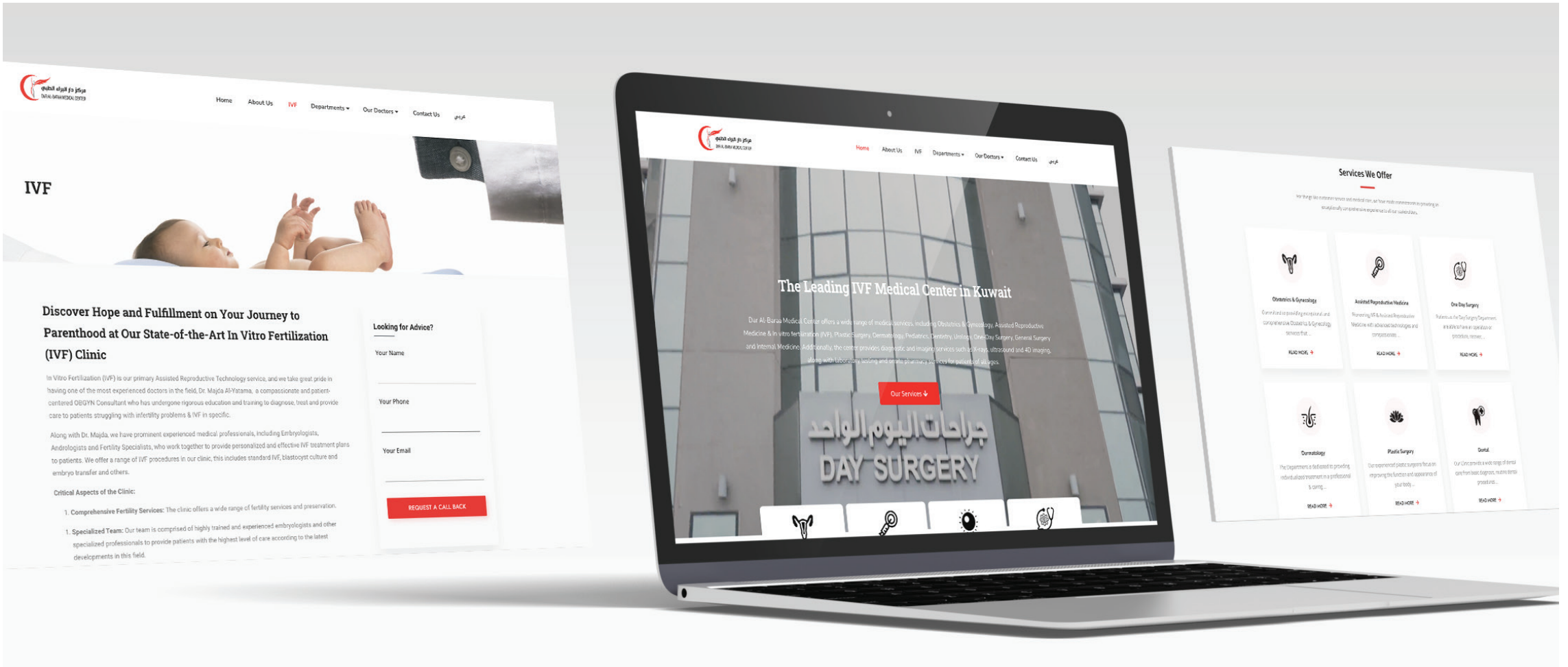
Our collaboration with Dar Al-Baraa Medical Center began with an in-depth analysis of their existing digital landscape and marketing practices. Identifying the gaps, we embarked on developing a comprehensive digital presence strategy tailored to support their expansion objectives. The approach involved:

- Strategic Planning
- Digital Presence Overhaul
- Content Strategy Development
- Campaign Execution

Outcome

The strategic overhaul and targeted initiatives led to a significant improvement in Dar Al-Baraa Medical Center's marketing coherence and digital visibility. Key achievements include:

- **Enhanced Digital Engagement:** Increased consistency and quality across digital platforms, leading to higher engagement rates and improved patient interaction.
- **Strategic Brand Positioning:** Through thoughtful content strategy and campaigns, Dar Al-Baraa established a strong value proposition, positioning itself as a leader in healthcare services within its expansion phase.
- **Growth Support:** The newly implemented marketing strategy and digital enhancements played a pivotal role in supporting the center's expansion goals, ensuring a seamless integration of new services into their marketing ecosystem.



Website Development



حافظ على صحتك في رمضان

تناول وجبة غذائية صحية متوازنة مع الإكثار من شرب الماء

تجنب التدخين بقدر المستطاع، الوجبات السريعة وأغذية صحية، والأغذية ذات السكريات العالية

مارس أنشطة رياضية واحصل على قسط كافٍ من النوم

1820008

كيف يؤثر التوتر على صحتك الجسدية

1820008

نرعاكم بكل الحب

1820008

كل تفاصيل طفلك مع أحدث تقنيات تصوير الأجنة

سونار 4D SONAR

دقة في التصوير تصل للحقيقة

1820008

ما هو الفرق بين البيوتكس والفيلر

البيوتكس:

- يستخدم لتفتيح البشرة
- تعبئة الحطوط الدقيقة
- أي تورق قليل فليس عمقات الوجه

الفيلر:

- يستخدم لتحسين حجم الشفاهين
- تعبئة التجاعيد العميقة
- علاج فقدان حجم الوجه

1820008

تحاليل دقيقة ونتائج سريعة

ديكام في مختبر دار البراء

1820008

اطبلي عمر الخصوبة

ليجي عقارب الساعة

1820008

خل صحة أسنانك من أولوياتك

1820008

مع خدمة تجميد الأجنة

ندرك أهمية الاحتفاظ بخيار التكميل الإنجابية للمستقبل ونقدم تكنولوجيا حديثة لضمان تجربة آمنة وفعالة.

1820008

خطوات فعالة لحماية طفلك في فصل الشتاء

6

1820008

مركز دار البراء يرحب بالأضواء

د. نايف المطوع
استاذ في علم النفس الإكلينيكي
خبير الطب - جامعة الكويت

- دكتوراه في علم النفس السريري من جامعة رومج في لاند
- ماجستير في علم النفس الإكلينيكي من جامعة رومج في لاند
- ماجستير في السلوك التنظيمي من جامعة كولومبيا
- ماجستير في إدارة الأعمال من جامعة كولومبيا
- خبيرة أكثر من 25 عامًا في علاج مشاكل الصحة النفسية المعقدة للبالغين والمراهقين

1820008

غيري ابتسامتك وزينها بالجمال

مع خدمات تبييض الأسنان لدينا
ابتساماً . ثقة . تائق

1820008



TVC



مركز دار البراء الطبي
DAR AL-BARAA MEDICAL CENTER

الآن باستخدام أحدث التقنيات
شفت الدهون عالي التحديد، شد البطن،
تجميل الثدي، شد الوجه

د. شريف بكري
دكتوراه جراحة التجميل

1820008 - 90028058 @daralbaraa WE CARE



مركز دار البراء الطبي
DAR AL-BARAA MEDICAL CENTER

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مركز دار البراء الطبي
DAR AL-BARAA MEDICAL CENTER

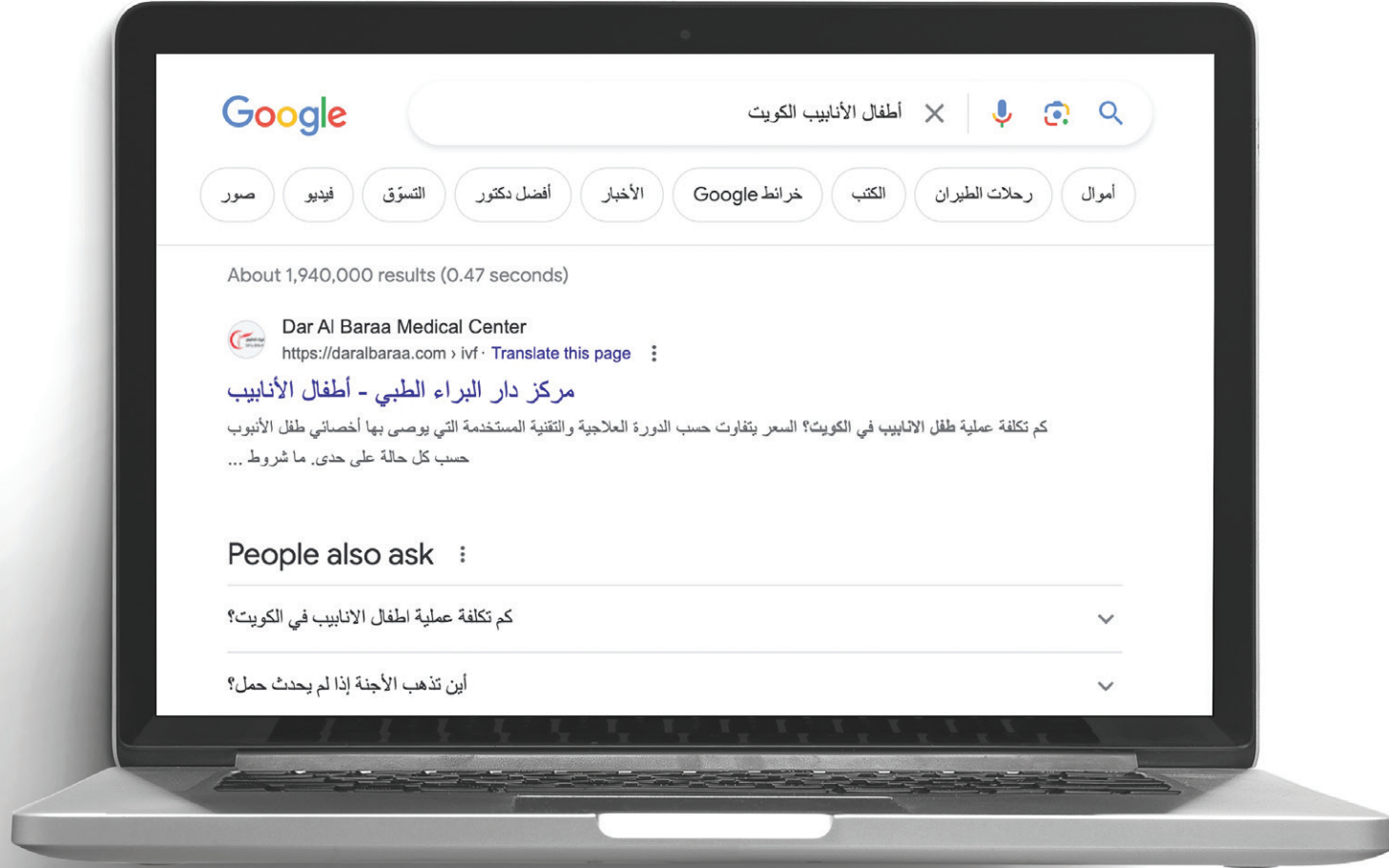
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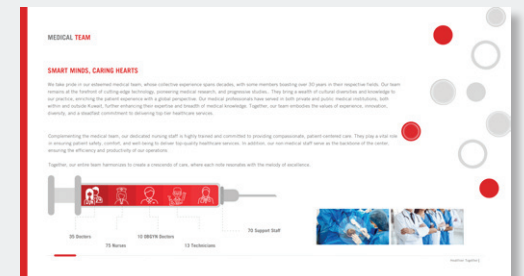


Outdoor Campaign





Digital Business Profile



Estrella Skincare

Expertise:

Brand Identity
Copywriting
Web Design
Branding

Estrella business idea was developed on 2018 but with a collective industry experience for more than 20 years. The business owners wanted to establish the new brand to be positioned as a high-end brand targeting woman who are looking for the quality over the price and care about their skin and their daily skincare routine because beauty is essential.

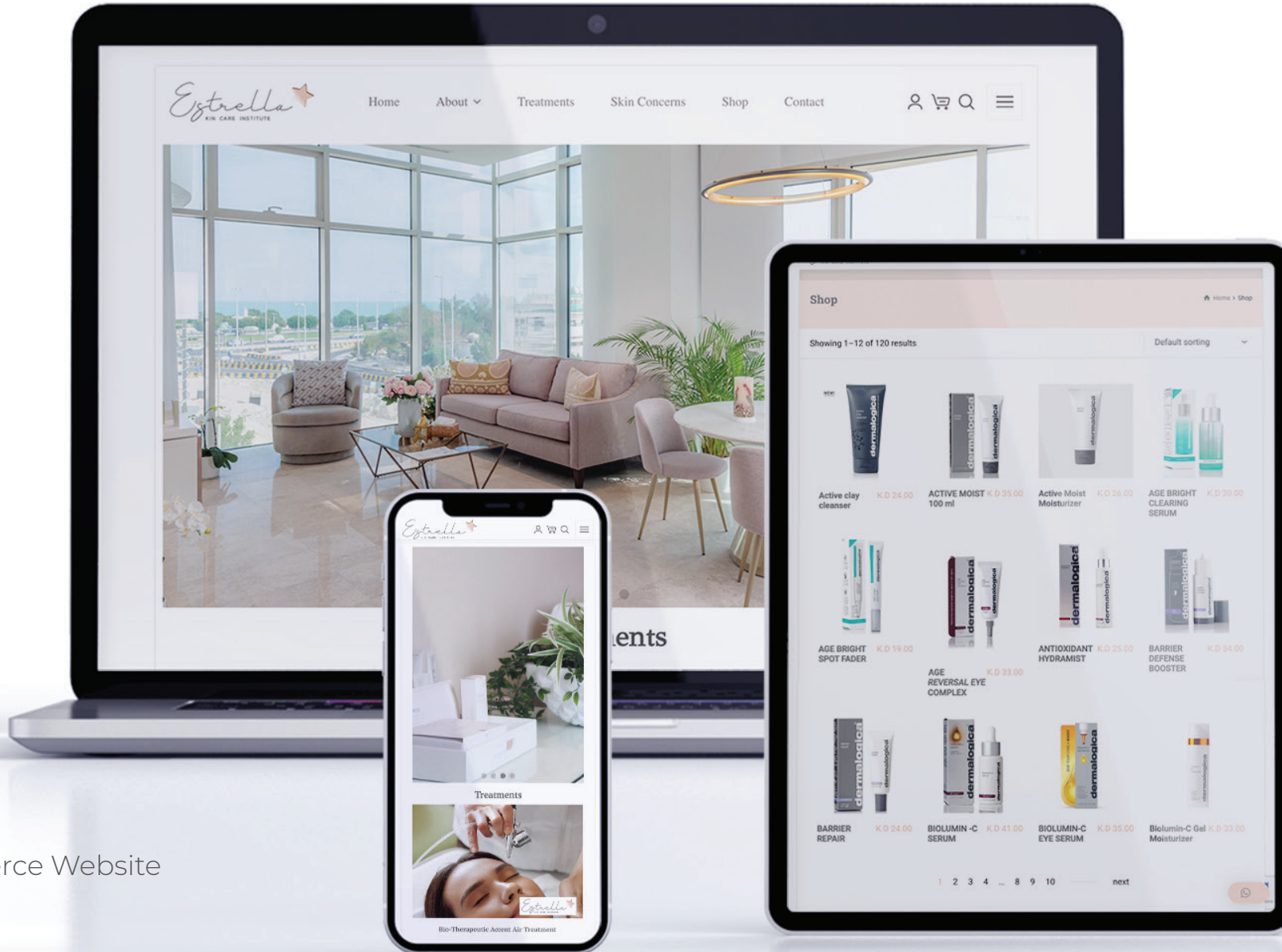
The name Estrella means the star in the Spanish language and it meant to point to the Latin beauty and its glow.

Knowing that this high-end brand would need stunning deliverables, we crafted a seamless brand experience consisting of refined messaging paired with breathtaking visuals. The brand identity scheme is minimal, impactful and truly flexible to reflect the philosophy of the brand owners. Looking to capture the smooth design process experience in tangible deliverables. We have designed a logo that had a huge impact at clients' perceptions. We also crafted every element of the brand packing and marketing materials with attention to details in materials and colors to ensure that every single piece of the brand reflect the real brand positioning. The website we have developed was no different. We ensured that it is clean, soft & indulgent to make the visitor feel more confident with every click.

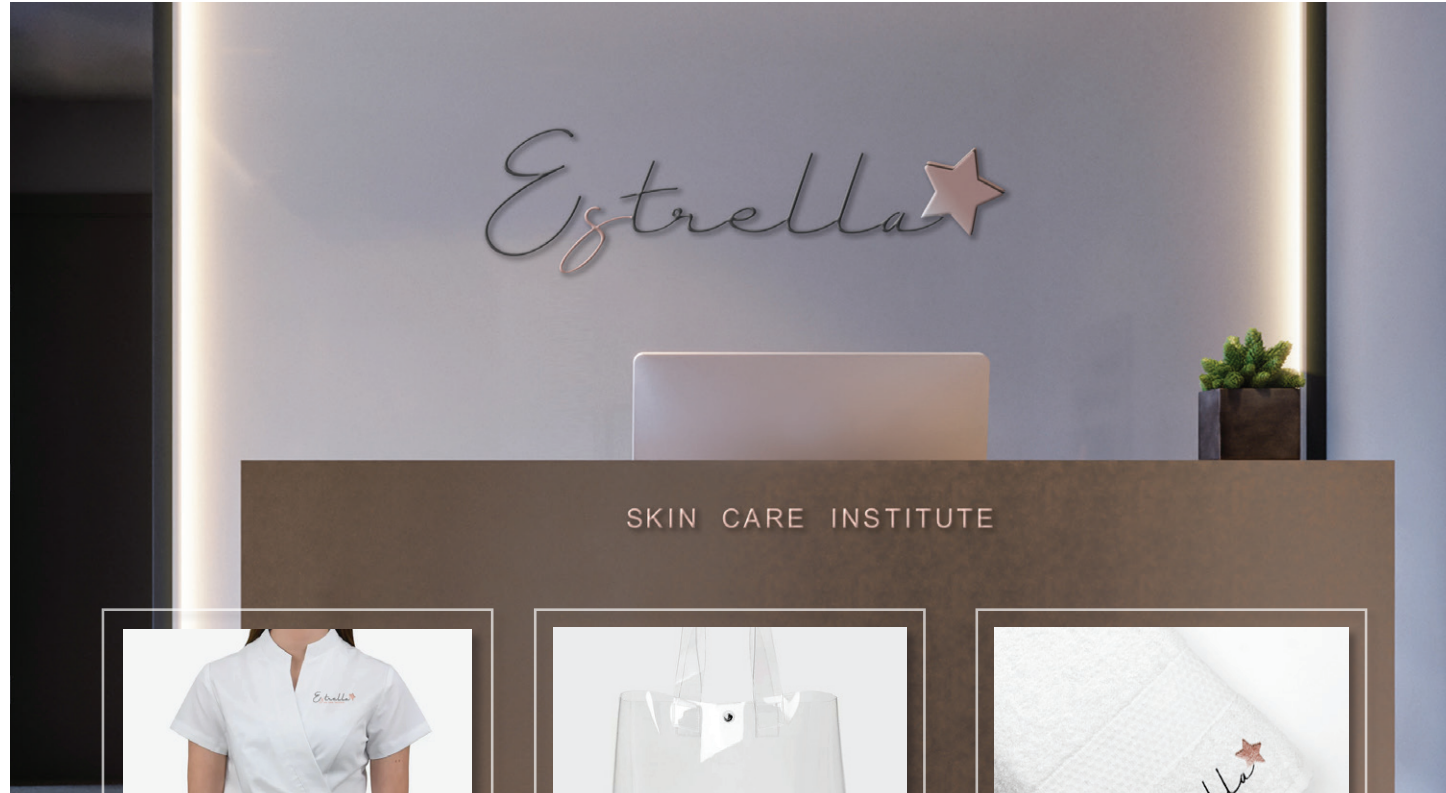
Estrella 
KIN CARE INSTITUTE







E-commerce Website



Brand Implementation

Wood Industries (WIC)

Expertise:

Growth Strategy
Visual Branding
Social Media
Production

As a local business, Wood Industries Company, a specialized company in interior door manufacturing was established to serve the local market with international standard. The business growing portfolio needs a whole new level, so WIC team decided to engage us in developing powerful marketing tools to match their potential development plan.

Our approach was to design a new catalogue that tells the customers about the business and show the quality of the work WIC delivers. This task included multiple photo shooting session for the doors manufacturing process. Because one photo speaks better than 100 words, we started to build the imagery stock of the business to encourage the customers to make right decisions when choosing their houses' doors.

We completed the elevation journey on Instagram and worked on posts artworks to enrich the look & feel of the brand.



 شركة الصناعات الخشبية
WOOD INDUSTRIES



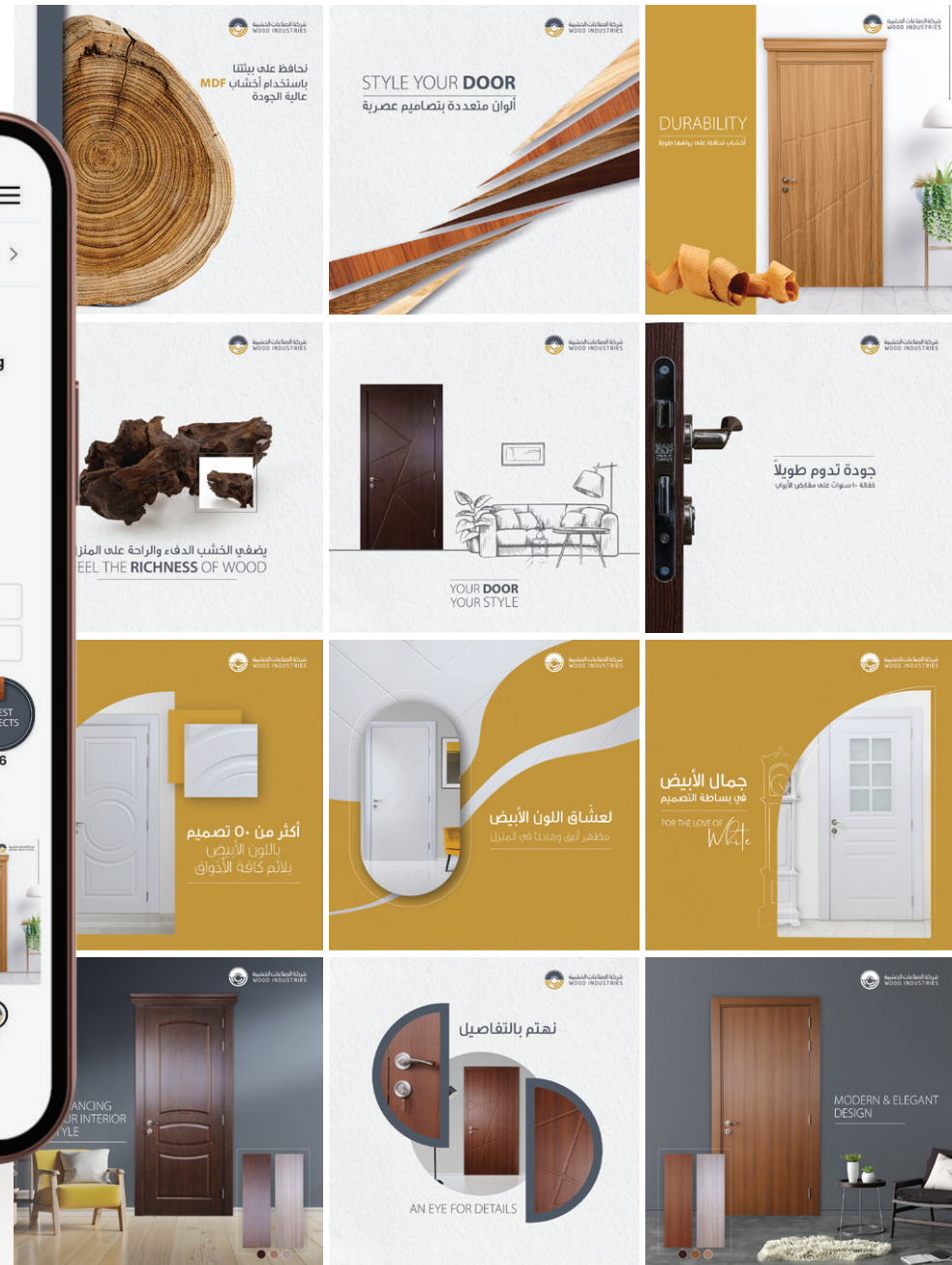
Catalogue



Catalogue



Instagram Management







THANK YOU



Olifant
A Refreshing Brand

Kuwait

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Tala Center M1, Office 2
+965 99505661

Dubai

Dubai World Trade Center,
One Central, Office 3
+971 527199108

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📷 [olifantagency](https://www.instagram.com/olifantagency)