

MEDIA & MORE[®]
The Creative Boutique

COMPANY PROFILE

2022

ABOUT US

We are **young, creative and dynamic professionals**

who got together to form a creative boutique.

Our **mission** is to translate this passion into your communication objectives and make sure that your product or service gets the love and attention it deserves.

EVERY DAY WE WAKE UP WITH THE
LUXURY TO **LOVE** WHAT WE DO.



HISTORY & TIMELINE



MINDFOOD PUBLICATIONS

mindfood[®]
PUBLICATIONS

what
women
want ...
the ultimate magazine for the modern egyptian woman



Since its launch in 2006 **WHAT WOMEN WANT... MAGAZINE** has established itself as one of the leading women's magazines issued monthly in English.

Our reader is the modern Egyptian woman who wants to read real deal stories of real deal women, be up-to-date with the latest trends in fashion and know what's new on the home & decoration front, get the latest insights on career development, and so much more. We speak our minds, sincere and with integrity, aiming at offering women a good read that equally stimulates intellect and entertains.

MINDFOOD PUBLICATIONS

mindfood®
PUBLICATIONS

During the pandemic Mindfood Publications expanded into book publishing and is now the first publishing house for female writers in the Middle East. Currently, there are two books in the market and 10 in the making.



SOCIAL MEDIA MARKETING & MANAGEMENT



Business
Conversations



Build
Networks



Analyze
Competitors



Increase
Sales Pipeline



Strengthen
Brand



Demonstrate Excellent
Customer Service



Create Relationships with
Potential & Existing Clients



Social Media
Setup



Social Media
Management



Application
Development



Research/
Surveys



Digital
Advertising



Viral
Videos



Insights



Competition
Reports

WHAT WE DO

**SOCIAL MEDIA
MARKETING
& MANAGEMENT**

**VIDEO
PRODUCTION**

**DIGITAL
PR & EVENTS**

**CREATIVE
CONCEPTS
& DESIGNS**

**FOR THE
LOVE OF
FOOD**



VIDEO PRODUCTION

With video content being an essential part of a brand's online presence, Media & More launched an **in-house studio**, handling online and above the line video production. Equipped with a shooting kitchen and different indoor facilities our services range from creative conceptualization to execution of **2D animation and video production**.

OUR SERVICES INCLUDE:

- Creative Concepts
- Script Writing
- Storyboards
- 2D Animation
- Video Production



DIGITAL PR & EVENTS

Media & More offers an array of **digital PR services** building on a wide network of online and traditional media.

OUR SERVICES INCLUDE:

- Event Management
- Event Coverage
- Media Relations
- Media Monitoring
- Influencer Marketing



INFLUENCER MARKETING & BRAND ADVOCACY

Part of our repertoire is **influencer marketing**. Through creative activations and partnership we integrate your brand with the right influencers, who will drive an ROI.

Brand advocacy is a great tool for a human brand experience, which is why we pride ourselves with our experience in this area.



Creative Concepts & Design

Creative ideas paired with consumer insights are the key to a successful campaign.

OUR SERVICES INCLUDE:

- Branding and Rebranding
- Creative Concepts
- Package Design
- Storyboards
- Print Ads
- Corporate Identity

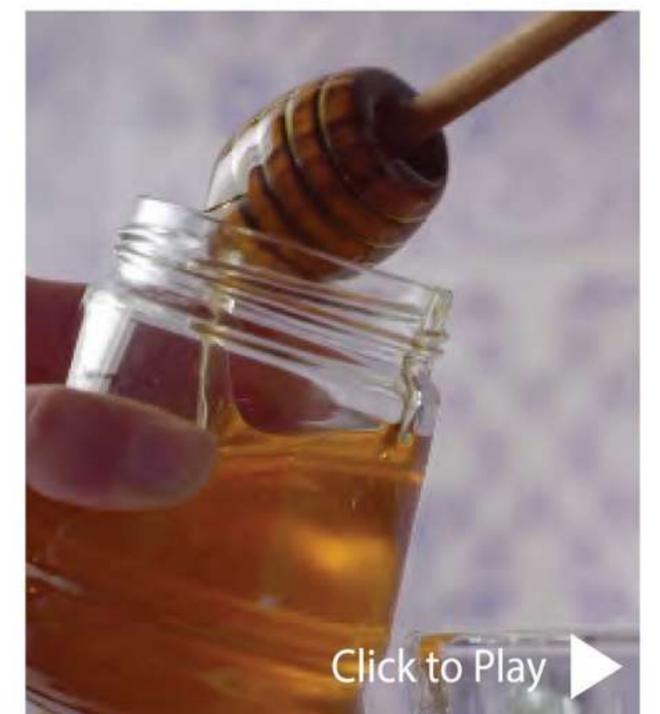


FOR THE LOVE OF FOOD

M&M loves food and it loves us back. State of the art food styling and photography paired with extensive brand knowledge creates beautiful assets.

OUR SERVICES INCLUDE:

Recipe Videos and Stills
Packaging Photography
Food Beauty Shots



OUR CLIENTS

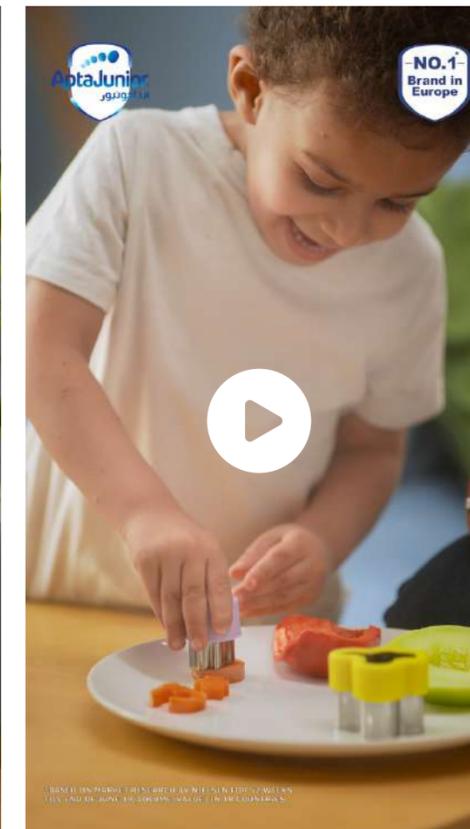
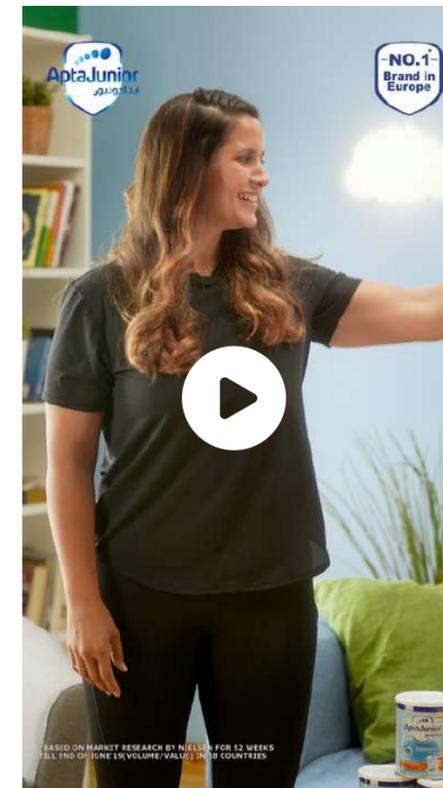


Aptamil™

Aptamil commissioned M&M to create a digital video content campaign to induce trial among mothers.

This campaign evolved around mother and child, tackling the mother's wellbeing post delivery, healthy nutrition for toddlers as well as positive parenting.

2022





The Grocer has commissioned M&M to handle their social media presence including [strategy](#), [food content](#), [digital PR](#) as well as on ground activations.

2022





Astra Zeneca Near East partnered up with M&M to create their regional Women Empowerment Summit. In 2018 it was held in Beirut, Lebanon with an audience of over 250 female employees receiving training, workshops and meeting successful women from the region, that were flown in to give inspirational talks and panels.

After the pandemic hiatus the second edition was held in Tunisia with an even bigger audience. M&M put together the training, coaches and speakers, managing the agenda, stage, give aways and all content of a packed two day conference. From women to women!

2018 and 2022



GOURMET FOOD STORES

M&M was commissioned by Gourmet, Egypt's leading food store, to create and produce **their first ever commercial.**

Furthermore, M&M created and produced a **Chef Masterclass with Chef Karim Abdel Rahman** covering an array of delicatessen and premium recipes.

2020/2021



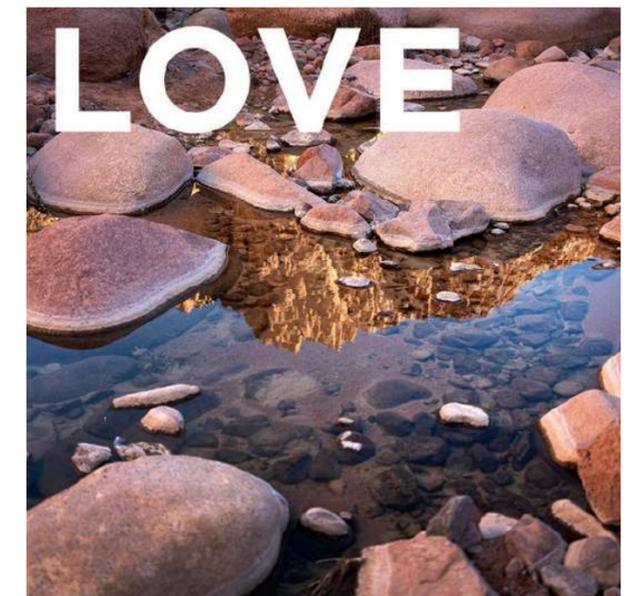
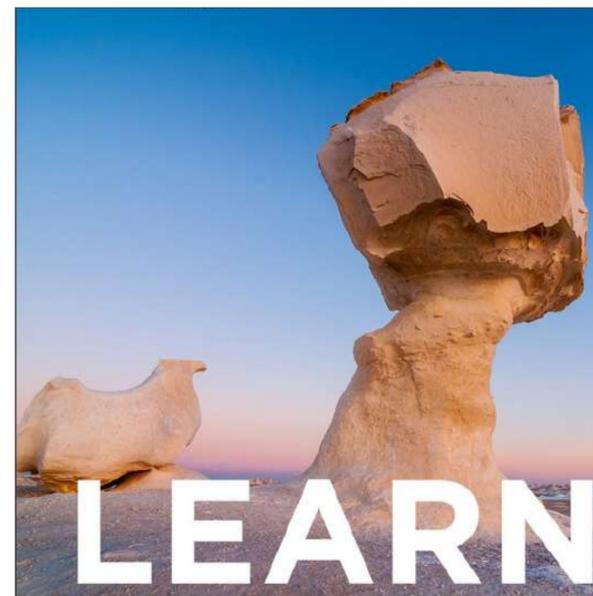
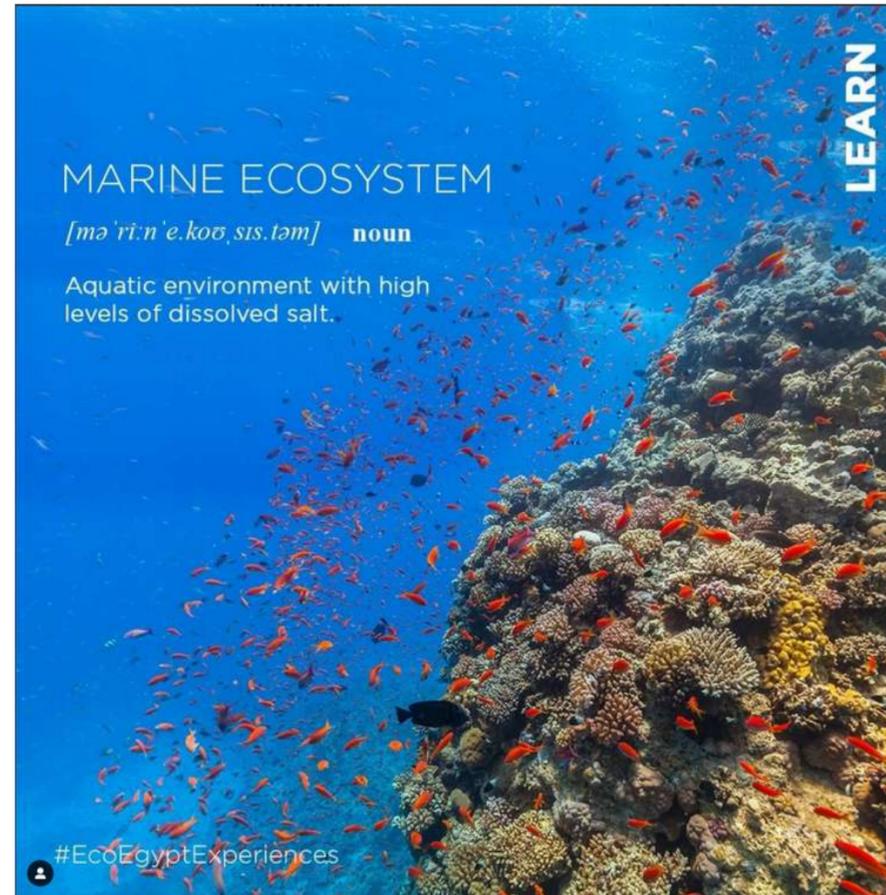
ECO EGYPT

Egypt's Ecotourism Experiences

M&M was hired to launch and create a **social media presence** for Eco Egypt, a joint project between the **UNDP** and **the Ministry of Environment**, promoting Eco Tourism in Egypt.

M&M created the strategy, content for all social media accounts, influencer management and media buying and planning.

(2020/2021/2022)

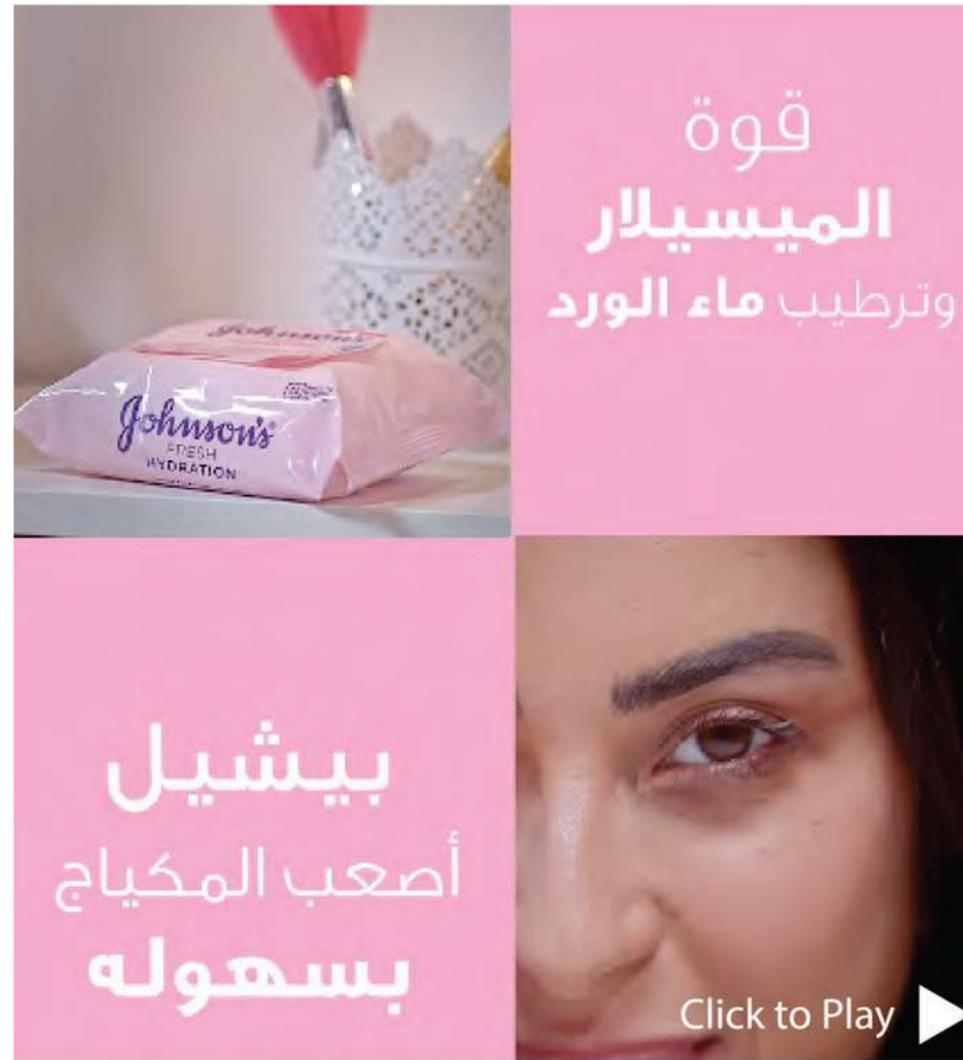


Johnson's®

Johnson & Johnson launched their new Fresh Hydration Make Up Removal Range “**Johnson's Beauty**” and needed a comprehensive video content library to communicate the product to the target segment of millennial women.

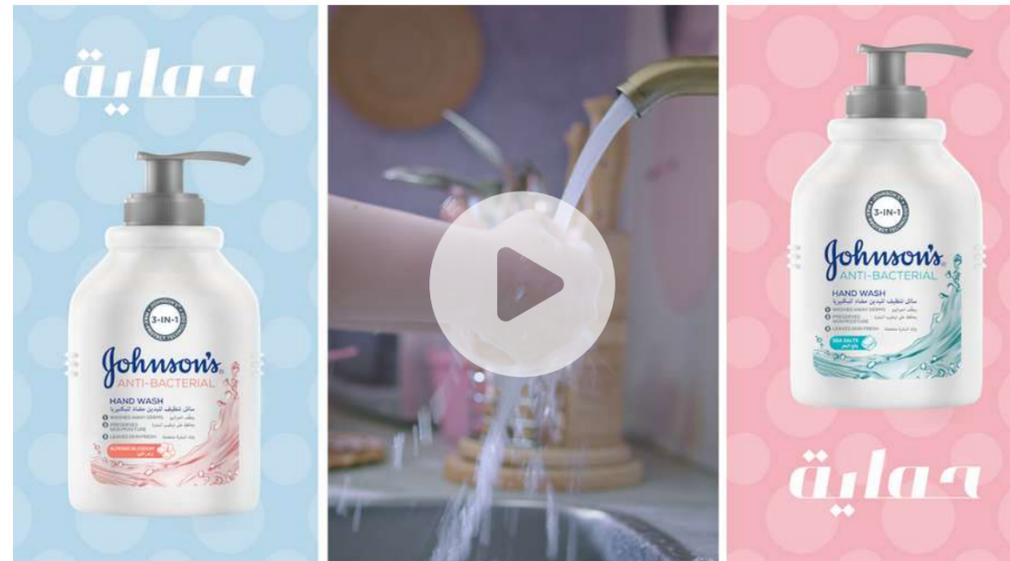
M&M was commissioned to create strategy & creative. M&M created and produced **4 educational video** spots with *Zeina AlNaggar* as the brand advocate, in addition to **7 videos** in which known make up artists were given a challenge to complete in front of the camera. All assets are optimized for social media usage.

M&M produced **ALL CAMPAIGN PHOTO ASSETS**. Furthermore, M&M is creating social media content and manages the assets. **(2019-2021-2022)**



Johnson's®

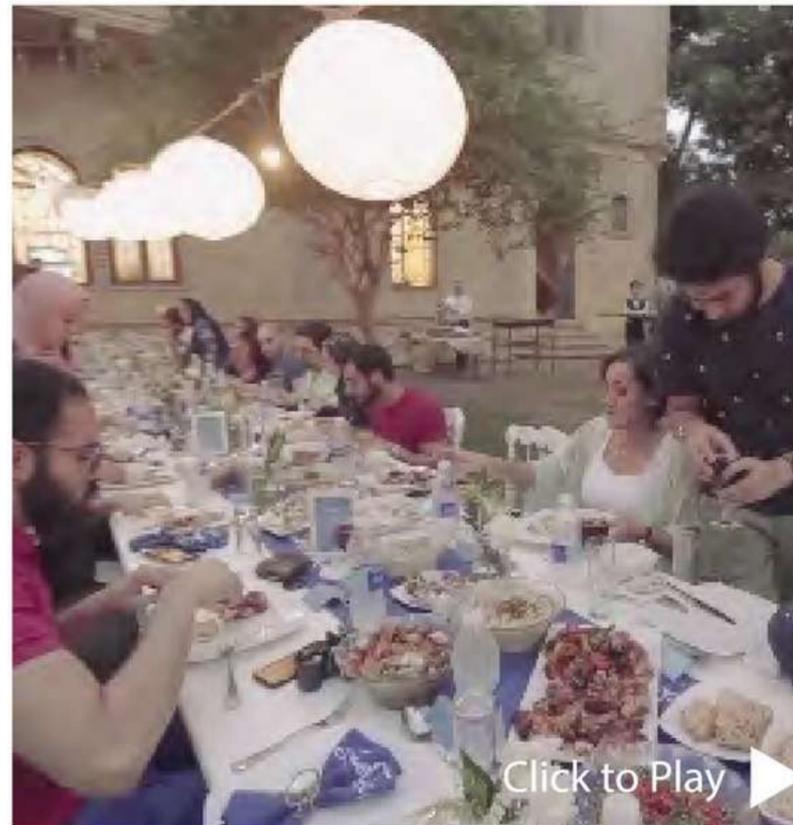
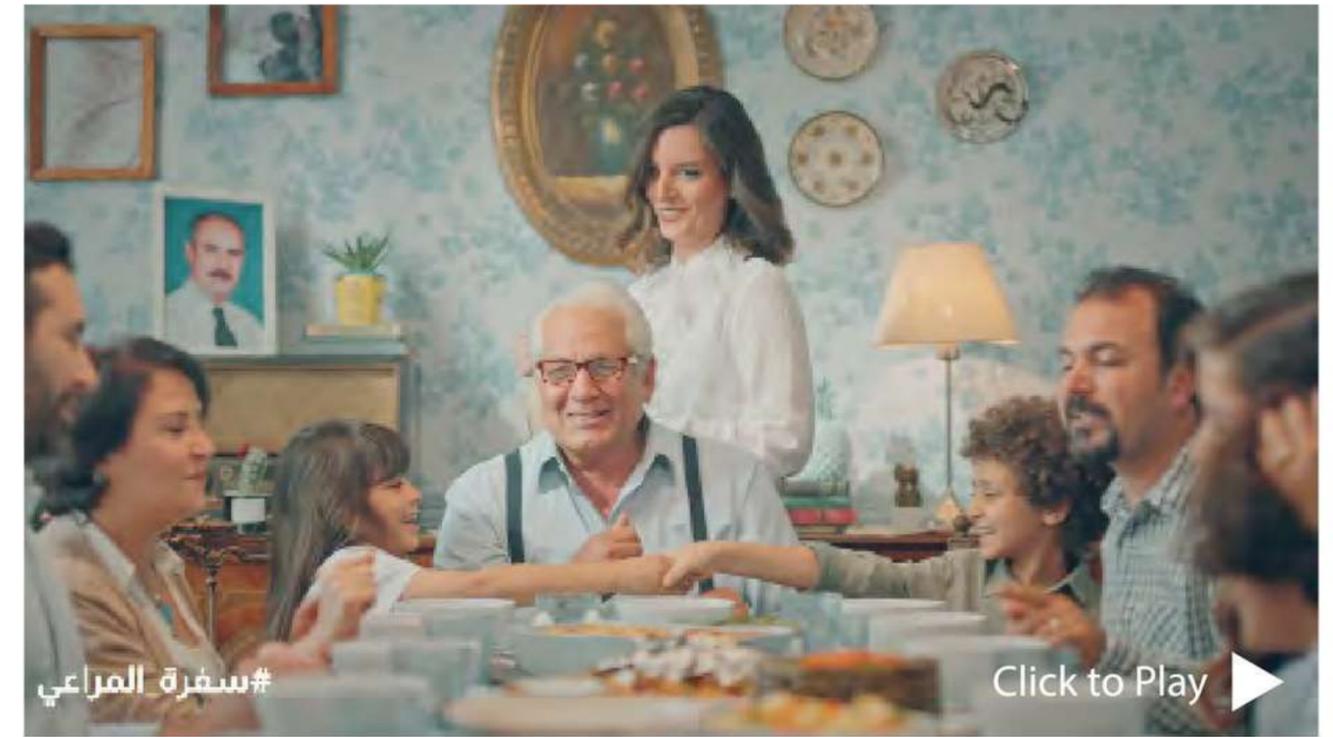
Furthermore, M&M produced Johnson's beauty latest main copy and photo assets for the launch of their **new anti-bacterial range** featuring Zaher's family.
(2021/2022)





Sufret Almarai evolved from the success of Matbakh Almarai back in 2015. The aim of Sufret Almarai was to connect loved ones over good food through appetizing food story telling and celebrating the long forgotten dining table. In a full fledged **360 campaign** based on M&M creative and strategy. Sufret Almarai was launched right before Ramadan 2019 with a main copy revealing **Chef May Yacoubi** as the brand ambassador for Almarai. M&M produced **21 recipes** videos evolving around the dining table and a certain occasion that draws us to it. The videos were based on food film story telling. Each occasion was embedded in a Facebook canvas to give a comprehensive digital user experience.

M&M created the **logo, Master Visual** as well as the **outdoor artwork**. For google search marketing and unskippable YouTube ads M&M produced **7 6-second videos** celebrating the dining table and leading viewers to Sufret Almarai social media assets. **The campaign achieved a total of 20M views, 60M reach, 130M impressions and 1.8M engagement.**



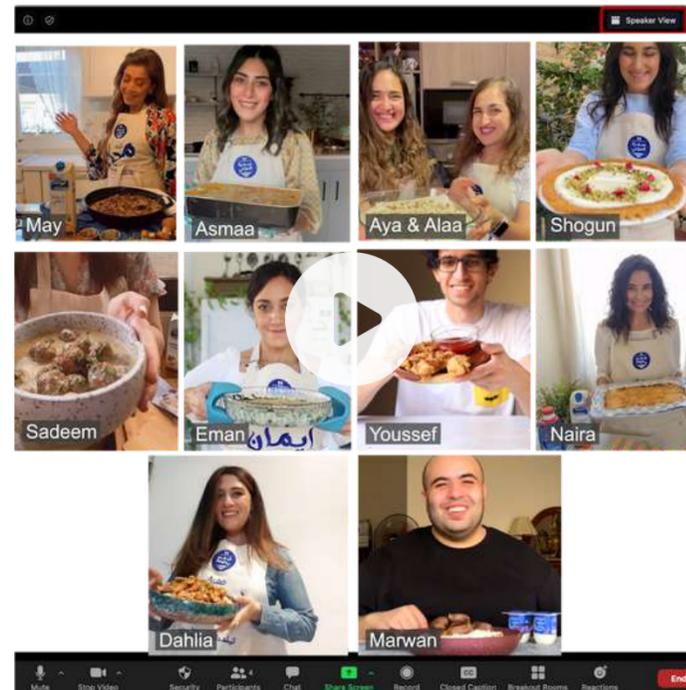


In 2020, M&M took it up a notch and produced **SAM cooking show** featuring May Yacoubi.

Since Ramadan is a major food Occassion, M&M collaborated with well known and loved foodies and put together a **digital O-ZOOM-A** (pun intended). Each of the foodies got to recreate one of the recipes from our **cooking book**, which was also designed and printed by M&M.

In 2022, M&M produced the **season 2 of SAM cooking show**. In addition, M&M launched a digital cookbook in collaboration with loved foodies and also designed **vol 2. of SAM cooking book**.

(2015 - 2022)





M&M fell in love with Fayrouz, the leading malt beverage in Egypt, back in 2014 and have been partners since. Since 2014 M&M has been the digital arm for Fayrouz, conceptualizing and managing all social media assets, creating and producing **all digital video content**, developing apps and competitions as well as interactive on-ground experience.

So far we have created and produced **15 videos** for Fayrouz Egypt with a total reach of **25M**, **8.6M views** and **4.1M engagement** from 2014 until 2022

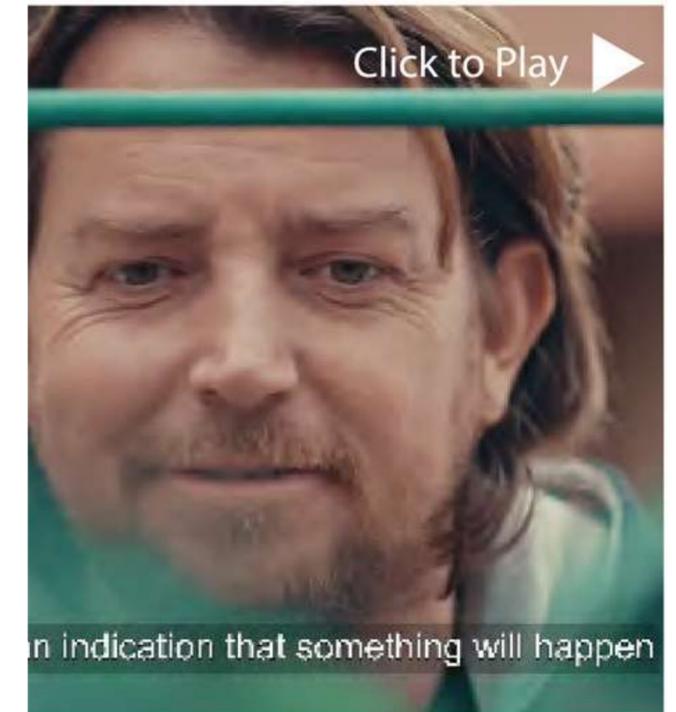
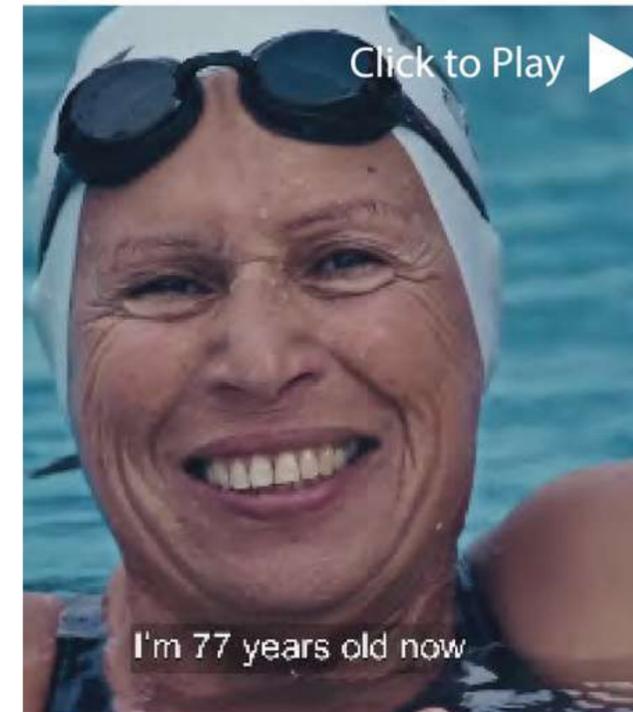
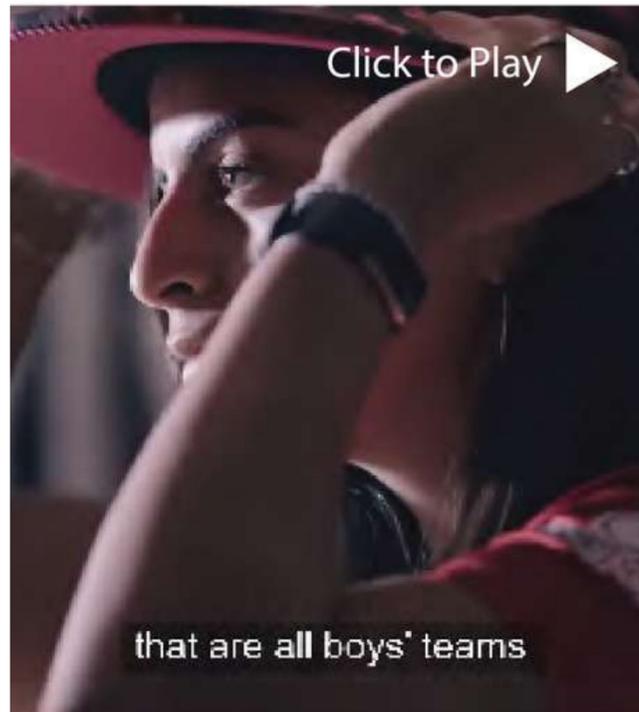


INERTIA

M&M was hired to produce campaign photo assets for **INERTIA relaunch** campaign.

Furthermore, M&M produced **online video** assets in form of empowering documentary style stories of inspirational persons.

2020



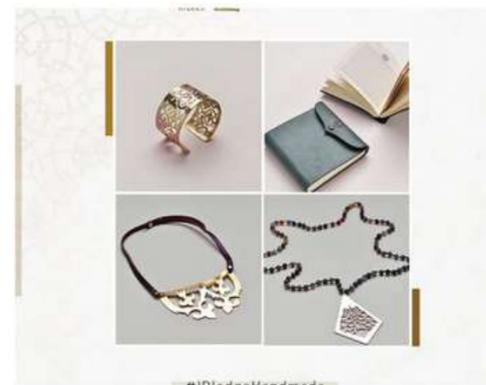
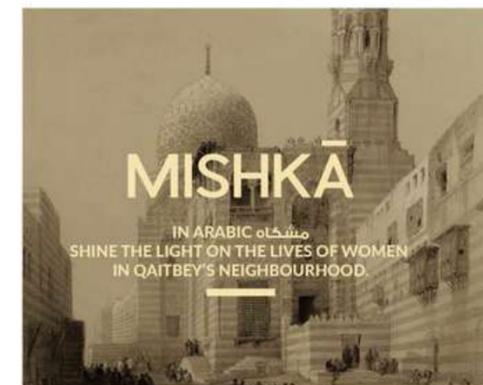
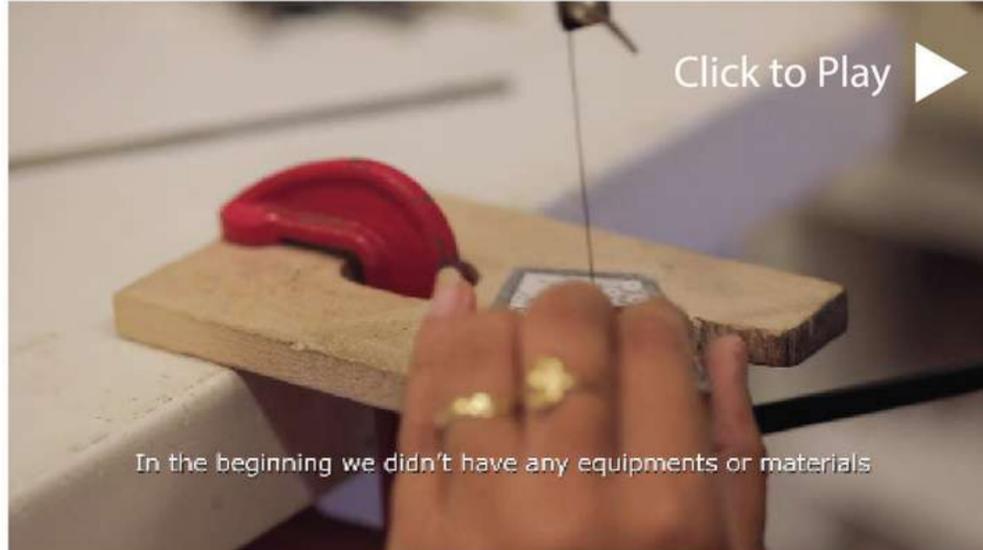
drosos (...)

M&M was commissioned to create a social media campaign for Drosos Foundation telling the story of four amazing NGOs who empower women through artisan work.

M&M created **4 videos** narrating the story and impact of the four partners. **Kendaka** works in up cycling, **Mishka** creates jewelry resembling old islamic architecture, **Athar Lina** works in wood and leather work while **Nidaa** engages in versatile artisan with women in Upper Egypt.

In addition to the video assets, M&M developed the strategy, created social media content for all 4 NGOs, managed an influencer activation and handled the media planning and buying to push brand awareness and sales.

2020

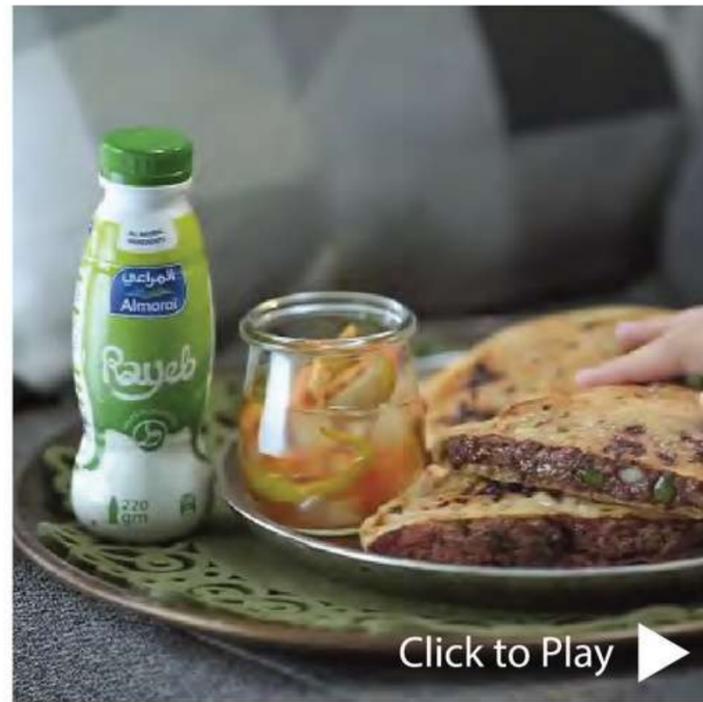




Our love story with Almarai, the leading dairy brand in the region, began back in 2014. Media & More was commissioned to launch Almarai Egypt's social media presence on both Facebook and Instagram including strategy setting, content design and creation, tabs, competitions and online videos.

One of the milestones of Almarai Social Media, is **Matbakh Almarai**, which was created and produced by Media & More back in 2015 and has now evolved into a stand alone cooking platform Sufret Almarai based on its success.

From 2014 to 2019 M&M has been producing and creating content for all Almarai Egypt social media platforms from content pieces to viral videos to commercial bumpers.



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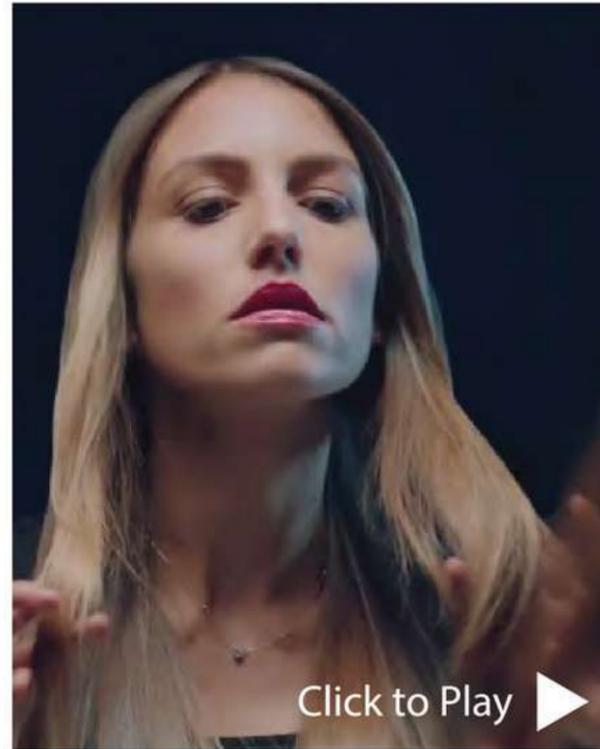
CLEAR

M&M was commissioned by [Clear](#), a Unilever anti-dandruff shampoo, to create a digital campaign evolving around “not compromising” for the launch of the new Scalp Foods Shampoo targeting women.

As part of a full-fledged digital campaign M&M created a digital strategy and creative in addition to producing all digital assets.

M&M created and produced [12 Videos](#), with one main copy launching the campaign and revealing [Farah Nofal](#), Yoga Instructor, as the brand ambassador as well as short “snackable” social media content aimed at precision marketing based on real consumer insights when it comes to customized data driven content.

Furthermore, M&M produced all campaign photo assets. In addition to that M&M created and managed influencer driven marketing as an integrated part of the rollout, brand advocate management and content creation.





Following global lead Sunbites in 2018 commissioned M&M to create a digital campaign that communicates the new global direction of **spreading goodness**.

In a full fledged digital campaign M&M produced a main copy establishing the idea of paying it forward and spreading goodness and its snowball effect on society.

With product centric content the new flavors were communicated and peaked with a unprecedented click funding campaign for a good cause. A video was created to explain hydroponic **roof top farming** with a call to like and share while the web application Bassita counts the points collected. The KPI was achieved and 20 roof top farms were financed and established in an underprivileged area in Cairo. Sunbites was **the first FMCG using** this tool for a good cause.





M&M were commissioned to create and produce a full fledged digital campaign as part of a 360 marketing effort back in 2017. The objective was to climb the wellness platform, for which we used the mental wellness approach with the key message of Sunbites being the 'better for you snack' hence became, 'The better for you decision'. Focusing on young women Sunbites position itself as the go to platform for empowering girls to make better life choices to become the best versions of themselves.

The unbranded teaser phase included influential women posting their life decisions on social media hinting at the new tagline. The campaign was rolled out on different phases and involved 5 videos with certified NLP Practitioner and Life Coach Maggie Balbaa, who gave the young women tools and techniques to overcome their struggles and make "better for you decisions".

These videos were followed by 5 more videos portraying young women, who took different paths to inspire the target audience. Unprecedented interactions and positive sentiment exceeded set KPIs with total impressions of 39M and 5.3M reach. The last phase included Facebook Live Sunbites Studio, in which Mariam El Khosht interviewed successful women who applied to be featured in this live broadcast.





The M&M and Nescafé partnership started in 2014 with a one of a kind dessert recipe campaign comprising of **52 beauty shots**, one for each week for Nescafé Egypt.

This project was then picked up by different Nescafé **global markets**. Fast forward to 2016 M&M was commissioned to create global assets to be used worldwide as part of Nescafé Good Morning World Campaign. With Ogilvy Berlin flying in twice in 2016 M&M produced **40 stop motion video, 40 cinemagraphs and 40 beauty shots** reflecting almost **100 recipes over 3 brand categories**.

On World Coffee Day in 2017 M&M was hired to organize an **event with live music**, a barista creating state of the art Nescafé based drinks attended by socialites and food bloggers, which resulted in a huge online buzz.

In 2018 M&M created and produced a **TV Commercial** to announce a new product release.





M&M handled social media management and content creation for Cerelac Egypt from 2017 until 2018.

M&M created a produced vertical content for the new changes on social media adapting to the mobile usage of the viewers episodes were created and produced named “Tefly 7adid” in which paediatrician Dr. Ahmed Gamal busted nutrition myths and gave useful tips to mothers of infants.

A total of 5 videos with 2M views.





When M&M and Nido teamed up back in 2013 magic was bound to happen. Until 2016, M&M was in charge of all social media management, strategy, creative, app development and content creation. until they moved operations in house.

As part of the back then avant-garde approach M&M created the online hit “Parenting in 60 Seconds” which featured a positive parenting expert [Noha El Gamal](#) tackling issues based on consumer insights of the Facebook page with [1.3M views](#). Soon Season 2 would follow and to be equally successful with a total of [12,5M reach](#) and [6.7M views](#).

These one minute long episodes were subject of success stories presented by Nestle at Social Media Day, The Creative Summit to name a few. The content always evolved around parenting, child nutrition and upbringing



Click to Play ▶



Click to Play ▶





Another successful partnership with Nestle Egypt and M&M came through Nesquik. From 2013 until 2016 M&M handled all social media management, strategy, creative, app development and content creation. until they moved operations in house.

To pioneer with video content M&M created and produced “Kalam Kebir awi Ma3 Nesquik” in which children aged 4 to 7 years of age spoke their minds expressing their views on different topics.

Content that empowers children and takes the seriously was a new thing to the market and was highly viewed and well received as a total of 10 videos aired on social media with total views of 240k





M&M and Vitrac, part of Hero Group, teamed up in 2015. Until 2017 M&M created the social media strategy, handled social media management, content creation as well as video production, Facebook applications and activations. In 2015 M&M produced 2 TV spots for Vitrac using Stop Motion Technique.

In those 3 years M&M created and produced 11 Videos with total views 1.6M. The videos showcased the product range through creative recipes using stop motion, in addition to cooking episodes featuring foodie and baker Reem Amr.





After the successful partnership with Vitrac, part of Hero Group, M&M landed the whole brand range. Hero Baby is the leading baby food brand in the Middle East.

M&M was commissioned to launch its presence on social media. M&M created the social media strategy, handled social media management, online media buying, content creation as well as video production, Facebook applications and activations. Since Arabia and Egypt have completely different geographical targets, separate strategies and activations had to be created.

From 2016 until 2017 M&M was the digital arm for Hero Group. One of the most successful **viral video stunts**, which were common in that time, was produced by M&M addressing mothers in a very emotional way. With **474K views and 1M reach** it was surely a viral hit in 2016.



Dreem

M&M and Dreem partnered up in 2007. It began with a collaboration with What Women Want...Magazine in form of a cooking book. Then a Newspaper ad followed for Dreem Creamer Package revamp.

In those many years M&M created the new package design for the whole product range, which was a huge change and makeover for the brand.

With the digital progress M&M designed and developed two websites for Dreem and became its digital arm until 2019.





In 2015 Nestle commissioned M&M to create 10 Spots for Cream and Sweet & Condensed Milk to be aired on CBC Sofra.

Furthermore, M&M produced the photo assets for both brands used for packaging, outdoors and On Ground Branding.





Nestle Egypt and M&M teamed up in early 2014. M&M was commissioned to set the strategy, create and design content and activation ideas for Nestle Egypt as well as designing and developing the mammoth project of Nestle Egypt Wellness Consumer Website.

The website offered online apps and diverse content, which was created by M&M as well.

Until 2016 M&M has been intensively involved in strategic digital rollouts such as “Wellness Queen” in 2014, which was the biggest online campaign for Nestle Egypt back then. M&M created video content, online content and were part of the conceptualization.

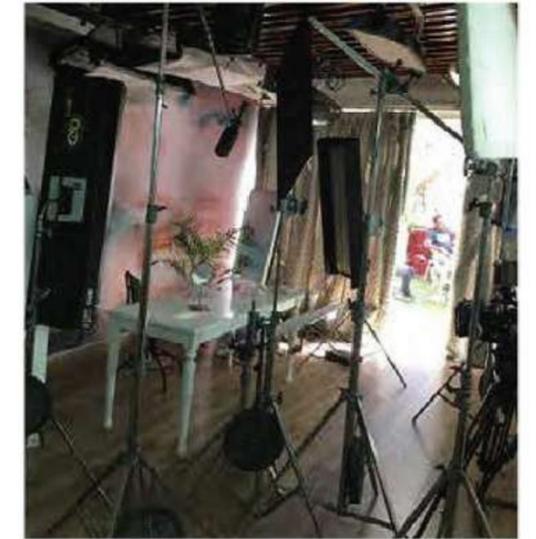
In 2015 M&M served as a strategic part in the biggest annual campaign “Ekhtart Se7ety” which was the biggest digital online rollout with 15 online videos, social media support and consumer generated content.

Until then no other brand had ventured into creating completely digital campaigns. Until 2016 M&M was in charge of Nestle Egypt's online presence.



IN-HOUSE STUDIO

Our in house studio consists of a small plateau, a shooting kitchen, a back kitchen, make up and changing facility as well as a large outdoor area to allow sunlight into the shooting area.



OUR CLIENTS



drosos (...)



CLEAR



Dream

ECO
EGYPT

fayrouz



AstraZeneca

Johnson & Johnson

INERTIA

L'ORÉAL



MARS

MAYBELLINE
NEW YORK



NESCAFÉ



TAMARA
Lebanese Bistro



OUR CLIENTS



Please get in touch, we are more than happy to answer any question you have.

We also want your briefs (pun not intended) ...



MEDIA & MORE[®]
The Creative Boutique

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