



Corporate Profile

[www.motad.ae](http://www motad ae)

Our perspective is that when
everyone is trying hard to be hot,
it's better to be cool.



Grabbing attention

since 2018

It's been **6 years** since we embarked on our journey of illuminating brands with creative and digital sparks.

Headed by Ambition group of companies, we, at Motad, believe in providing our clients with a holistic solution to help them gain a competitive edge in this digital-first world.

Idea to execution; we help our clients at every stage of the creative process.

AT MOTAD, EVERY BRAND MATTERS.



bring to you a
vibrant mix of creative
solutions





**Creating fresh
and original ideas.
Passionately.**

That's what inspires us to wake up every morning.



From
**fast-growing
start-ups**

to established global brands

presenting the partners in
our success story.



WELCOME TO MOTAD

Bringing the best brands together!



مزارع العين



Our Capabilities



Advertising

Print
TV Commercials
Out of Home
Event & Exhibitions
Integrated Campaigns
Influencer Marketing

Strategy

Brand & Communication Strategy
Launch Strategy

Digital

Digital Marketing
Campaign Development
Content creation
Social marketing
Website & Mobile App Development

Design

Logo
Brand identity and naming
Packaging
UI/UX
Corporate giftings

Motad's winning streak

MOTAD Wins The Multi-Agency Pitch For Gorenje

Posted on October 10, 2022 in Advertising

Gorenje is more than a game for home players. That's it's a celebration of life. "Gorenje is the Hugo for fridges," wrote Gorenje in the 1940s. In Kuwait, Gorenje is creating European家用 appliances brand with a strong underpinning. This year, Motad won the campaign. Strong home coverage. Shown is the 2022 World Cup. Through this campaign, Gorenje aimed to communicate the passion for the world by uniting all the best brands in Kuwait and other exciting pieces through its digital store.



Overall, Motad is excited to continue its involvement for football fans in the region through the campaign. MOTAD's digital based marketing and digital agency were the campaign for Gorenje in a multi-agency pitch. Through a combination of innovative technologies, including computer vision, AI, visual recognition, data management, and more, MOTAD was successful in bringing the campaign's vision alive.

Motad

With no official sponsorship with FIFA, Gorenje wanted to capture the infectious energy of football fans while inspiring them to take their next step in their journey towards purchasing their dreams of watching the game live.

Motad wins pitch for Gorenje World Cup campaign

creative & media & news & insight
published on Oct 10, 2022 at 11:21 AM



Motad, a Dubai based creative and digital agency won the campaign for Gorenje in a multi-agency pitch.

Do you want to be a part of the most anticipated and controversial Breakfast Briefing of the year? Join Campaign Breakfast Briefing: Out of Home as we take a deep dive into the most pressing topics in out-of-home advertising. From measurement and distribution insights and details to networking with renowned players in the industry, we have it all. Book your seat now.

MOTAD Runs First Digital Campaign For RoadRunAir

Posted on October 10, 2022 in Advertising



RoadRunAir is now the newest airline to offer passengers a unique way to travel. With a focus on safety, RoadRunAir has established a new level of comfort and convenience. In addition to RoadRunAir's extensive network of flight routes, the airline offers a range of services, including luggage handling, meal delivery, and more.

The campaign features a unique blend of traditional and digital marketing, including print ads, social media posts, and email newsletters. The campaign's goal is to showcase the airline's commitment to safety and convenience, while also highlighting the unique benefits of traveling with RoadRunAir.

MOTAD crafted Daikin's new campaign that encourages to #CHOOSEPURE

Daikin has announced the launch of its new campaign, "Choose Pure". The campaign aims to encourage consumers to choose Daikin products over competing brands, highlighting the company's commitment to quality and reliability.



Motad wins the creative and digital mandate

creative & media & news & insight
published on Oct 10, 2022 at 11:21 AM



Motad has been appointed to lead the creative and digital mandate for RoadRunAir. The agency will be responsible for developing and executing a range of marketing campaigns across various platforms, including social media, email, and digital advertising.

The campaign will focus on showcasing the airline's unique selling proposition, which includes private luggage handling, meal delivery, and more. Motad will also work closely with RoadRunAir to develop a range of promotional offers and incentives for passengers.



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The campaign will focus on showcasing the airline's unique selling proposition, which includes private luggage handling, meal delivery, and more. Motad will also work closely with RoadRunAir to develop a range of promotional offers and incentives for passengers.

FMCG





The logo consists of a circular icon containing a stylized fork and knife, with the text "Farm to Fork" to its right.

#QualityIsQualiko





SNACK The Guilt Away!



REAL CHICKEN

GREAT FLAVOURS

Healthy SNACKING





FLAVOURS
THAT FUEL
DREAMS
IN EVERY SIP!



FARM FRESH MILK



NATURAL INGREDIENTS



ENERGIZING FLAVORS



رمضان غير مع إسترلن



Ramadan Sale
UPTO 10 % OFF



IF IT'S NOT A
**HEALTHY
CHICKEN**

IT'S NOT WORTH IT.



BRING HOME A RANGE OF PREMIUM
QUALITY CHICKEN FROM UKRAINE.



#QualityIsQualiko



Proudly from Ukraine



*The Secret To Your
Everyday Morning Energy*



'Where freshness



Meets Goodness



**TAKE YOUR BELLY
ON A FLAVOURFUL RIDE**

Jelly man is now in town!

Laban
Jelly man

Laban
Jelly man

Vegan Friendly With No Added Animal Origin Gelatine Fruit Flavoured Chews

EXPERIENCE THE FINEST WITH

Tilda

“RICE
PERFECTED
OVER
50
YEARS”



“IT TASTES
LIKE LOVE”







21 Herbs Infused With Indian Amla

Kesh King

@DryHairJokes

My scalp is as dry and flaky as my humour
@TheKingOfHairCare
What do I do?

@TheKingOfHairCare

Try the **Kesh King Anti-dandruff Shampoo** packed with the goodness of **Lemon & Curd**. You will see the difference, but only to your **dry scalp** situation!

INDIA'S No. 1 HAIR FALL EXPERT

#TheKingOfHairCare

A bottle of Kesh King Anti-dandruff Shampoo next to a bowl of curd and a lemon.





INFINITE SKIN PROBLEMS

ONE NOURISHING SOLUTION

ХИМАНИ

БОРО ПЛЮС
ЗДОРОВАЯ КОЖА

IMPROVED Now even more NATURAL PARABEN FREE Himani **BORO PLUS** HEALTHY SKIN SKIN CARE CREAM HERBAL BOUQUET

IMPROVED Now even more NATURAL PARABEN FREE Himani **BORO PLUS** HEALTHY SKIN SKIN CARE CREAM REGULAR

IMPROVED Now even more NATURAL PARABEN FREE Himani **BORO PLUS** HEALTHY SKIN SKIN CARE CREAM NO ADDED FRAGRANCE

IMPROVED Now even more NATURAL PARABEN FREE Himani **BORO PLUS** HEALTHY SKIN SKIN CARE CREAM NATURE SHIELD COMPLEX

IMPROVED Now even more NATURAL PARABEN FREE Himani **BORO PLUS** HEALTHY SKIN SKIN CARE CREAM NATURE SHIELD COMPLEX

Protects, Moisturizes & Restores Naturally

Protects, Restores

RELIEF FROM

- IRRITATION
- MINOR CUTS & BURNS
- DRY SKIN ON FACE & BODY
- MOISTURIZES DRY LIPS
- CRACKED FEET

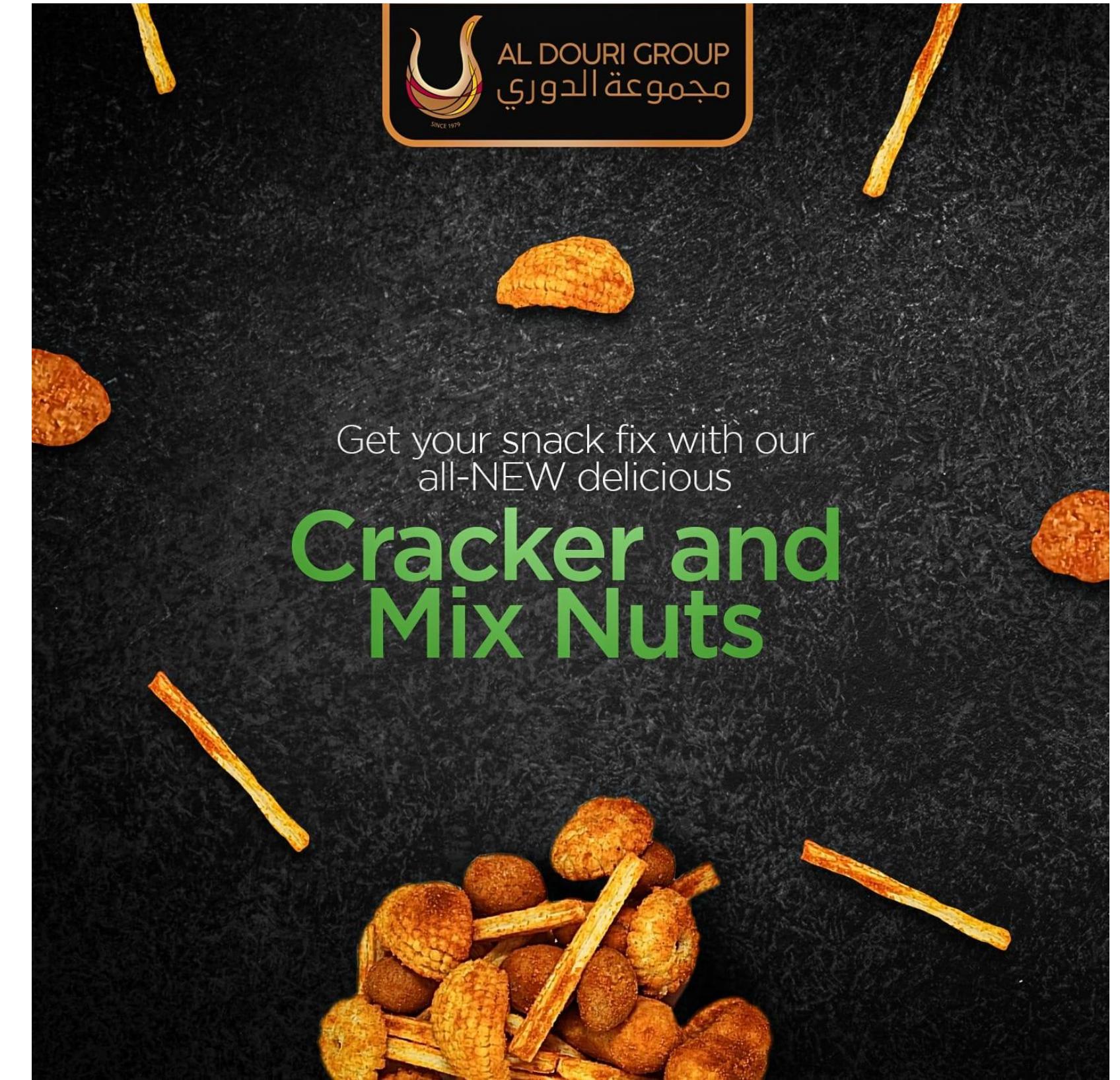


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Get your snack fix with our
all-NEW delicious

Cracker and Mix Nuts

Alfa CHICKEN
FLAVOURFUL CHICKEN

GOOD FOR ALL GENERATIONS.

IFFCO أيفكو
INVESTING IN THE FUTURE

Tiffany
TASTEFUL TWIST WITH TOMATO

GOOD FOR ALL GENERATIONS.

IFFCO أيفكو
INVESTING IN THE FUTURE

IT'S TIME TO MAKE EVERY DISH

Alfa CHICKEN POWDERED FLAVoured STOCK

ALFANTASTIC!

48 SACHETS x 12g
15 SACHETS x 25g

motad.ae

Tiffany

Flavour it Your Way Everyday

Try All —
4 Flavours
Now —

Matching up to the new-age lifestyle and the rising need for the right balance between great taste and good health, Tiffany brings you four variants of "Easy Salad". Our salad dressing features 4 exciting flavours that salad connoisseurs love all over the world. The assortment includes variants such as Tiffany French dressing, Tiffany 1000 Island dressing, Tiffany Caesar dressing and Tiffany Raspberry flavors. Enjoy it in a family-sized bowl of greens or a well-calculated diet plan, Easy Salad is a perfect choice.

Tiffany

Add Colours & Flavours to Your Bowl of Greens

Relish your taste buds with our four flavours of salad dressing:
Tiffany French, Tiffany 1000 Island, Tiffany Caesar and Tiffany Raspberry Vinaigrette loved by Salad connoisseurs all over the world.

4 AVAILABLE IN
4 TASTY FLAVOURS

Tiffany

Add Flavours to the Bowl of your Goal

Easy Salad!

Easy Salad!

BRITANNIA®

**SNACKS YOU'LL LOVE!
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ORDER NOW



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GREEN PEA
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بترااث وخبرة سنوات.

جودة عالمية توارثتها الأجيال

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SEA TREATS

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Inspiring Food Lifestyle



FEAST FOR
YOUR EYES

TREAT FOR YOUR

SOUL



MAGENTA GROUP

DELSEA

Inspiring Food Lifestyle

A TASTE THAT GIVES
WINGS TO YOUR

HEART







FROM
SHORT
CHATS TO
LONG
WALKS



3 in 1
INSTANT TEA



Make Every Moment #TheKarakMoment!



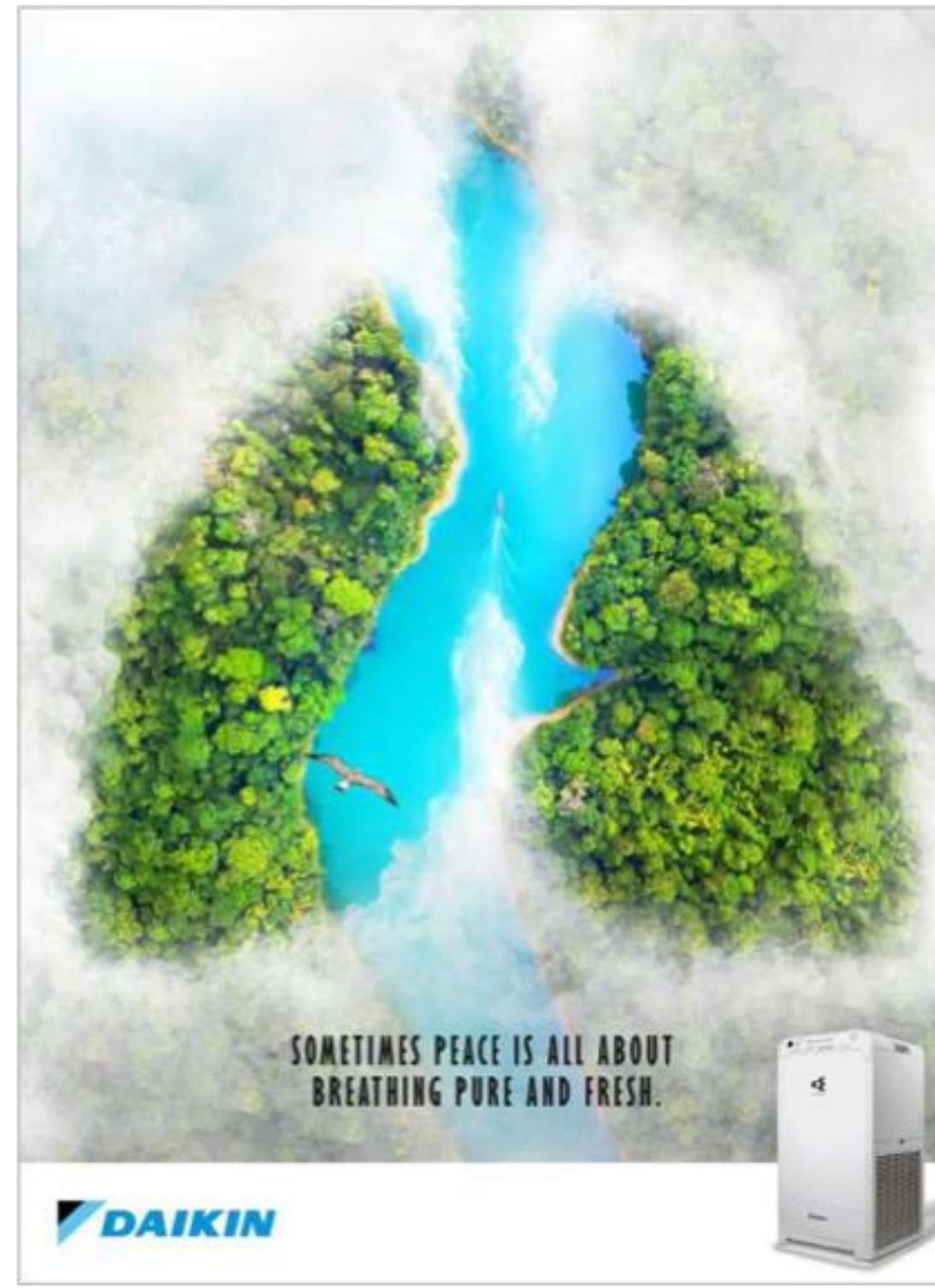
www.farzana.ae

Consumer Durables



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BREATHING PURE AND FRESH.

DAIKIN



SOMETIMES PEACE IS ALL ABOUT
BREATHING PURE AND FRESH.

DAIKIN



SOMETIMES PEACE IS ALL ABOUT
BREATHING PURE AND FRESH.

DAIKIN



NIKAI



**TRUST NIKAI,
FROM DAWN TO DUSK**



gorenje



FIFA WORLD CUP
Qatar2022

OFFICIAL SPONSOR

BRING HOME GORENJE

MAKE IT TO
FIFA WORLD CUP 2022™

A man in a green shirt and shorts is kneeling on a soccer field, cheering with his mouth open. A glowing blue line extends from his hands towards a white soccer ball that is flying through the air. The ball has "gorenje" and "FIFA WORLD CUP" printed on it. In the background, there's a large stadium filled with spectators. To the right of the ball, the golden FIFA World Cup trophy sits on the grass. Next to the trophy, two Gorenje refrigerators are displayed side-by-side on the grass. One is black and the other is silver. Both have a small "gorenje" logo on their doors.

BUY Gorenje products & get a chance to
WIN tickets to FIFA World Cup 2022™.
Promotion valid from 1st Oct - 31st Oct

Scan to Register

[www.gorenjefifa2022worldcup.com](#)

*T&Cs Apply



NIKAI

SPEAKS
WITH COOLING

#BlowAwaySummer



SILENT
OPERATION

NIKAI

#EaseTheCrease





TOSHIBA



AS VERSATILE AS YOUR
MOTHERS' EVERYDAY ROUTINE.

THIS MOTHER'S DAY
#GIFTBACKHAPPINESS TO MOM.

TOSHIBA



NURTURING AN AMBIENCE OF
PURITY & POSITIVITY.

#RAISEYOURHAND & JOIN US HONOURING THE MOTHERHOOD.





Real Estate

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PROPERTIES

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TOWER

LIVE THE FUTURE,
Today.

A HOME THAT,



UNDERSTANDS YOU



CARES FOR YOU



ELEVATES YOU

Galaxy+

1BR & 2BR
APARTMENTS

STARTING FROM
AED 1.7 M

LOCATED IN
JUMEIRAH GARDEN CITY



HANOVER IN Q3 2026

JARDIN
ASTRAL

Galaxy+

JARDIN
ASTRAL

Masterfully Curated Living Spaces



Galaxy+

JARDIN ASTRAL

1BR & 2BR APARTMENTS

STARTING FROM
AED 1.7 M

LOCATED IN
JUMEIRAH GARDEN CITY

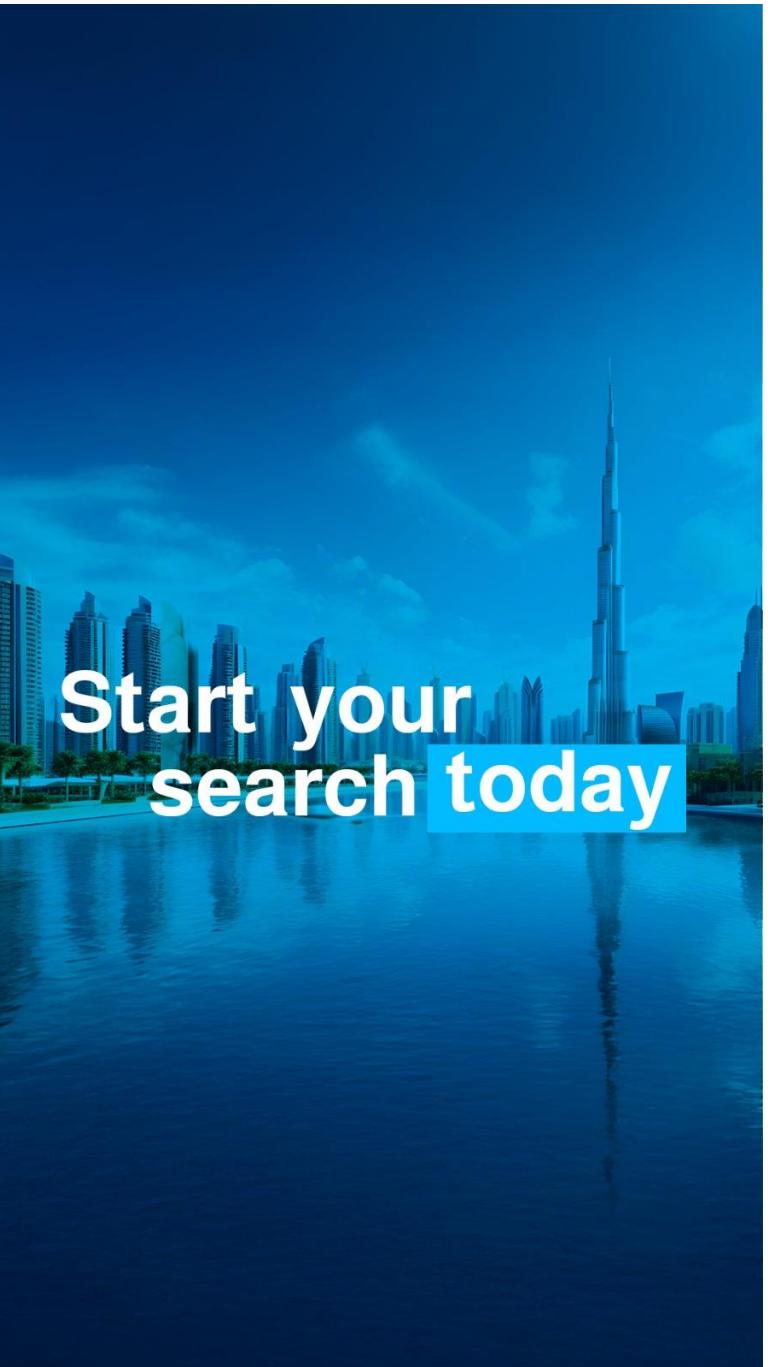
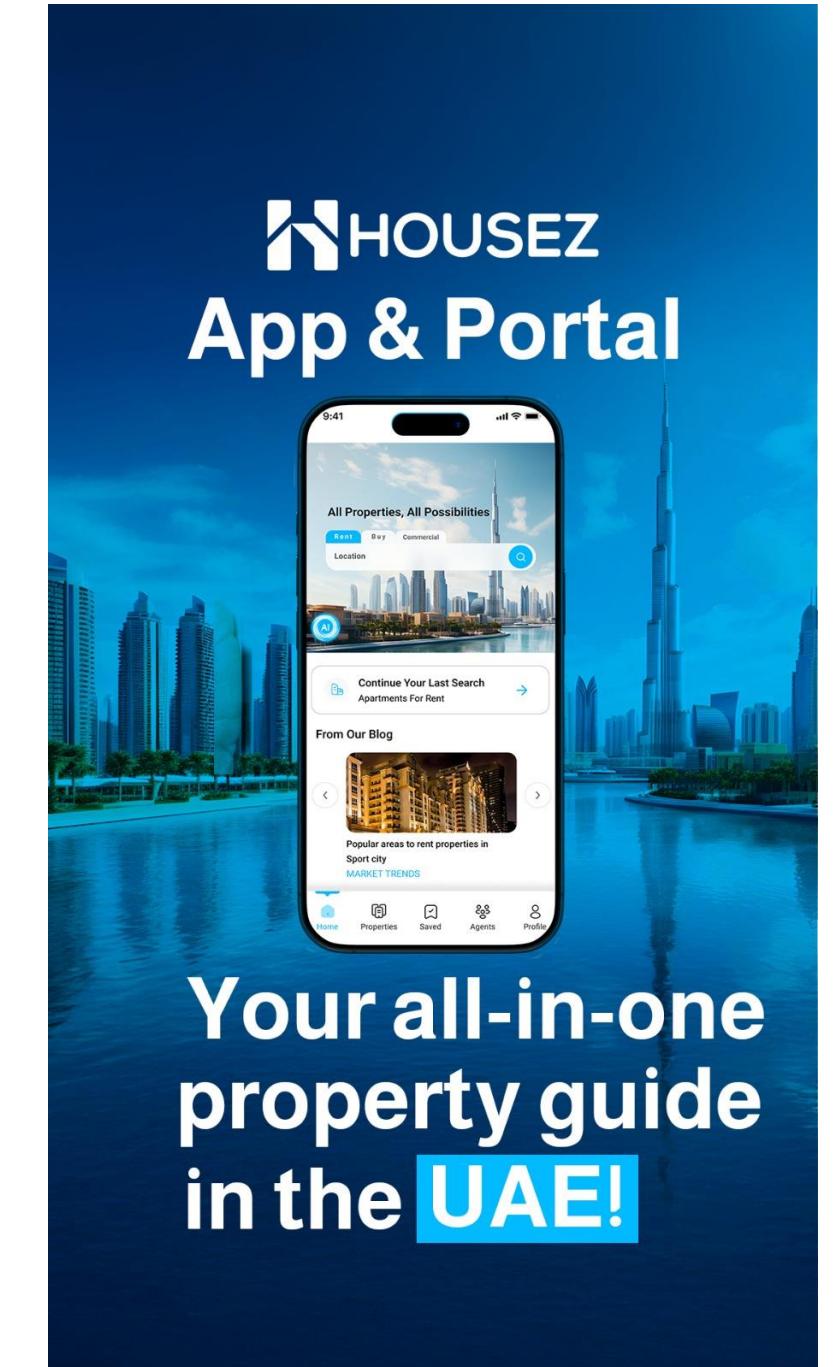
HANOVER IN Q3 2026

Galaxy+

JARDIN ASTRAL

★ Основные особенности проекта

Система умный дом	Центральное расположение	Апартаменты с частной террасой	Удобства для работы и развлечений
Апартаменты с видом на парк	Зарядные станции для электромобилей	Подсветка фасада	Лобби с эффектом звездного неба





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FROM AED **290,000***

PAY **1%** PER MONTH

*T&C Apply

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A large emoji face with heart-shaped glasses and a surprised expression is positioned next to a woman in a pink shirt who is also making a surprised gesture. The Olivz logo is at the bottom right.



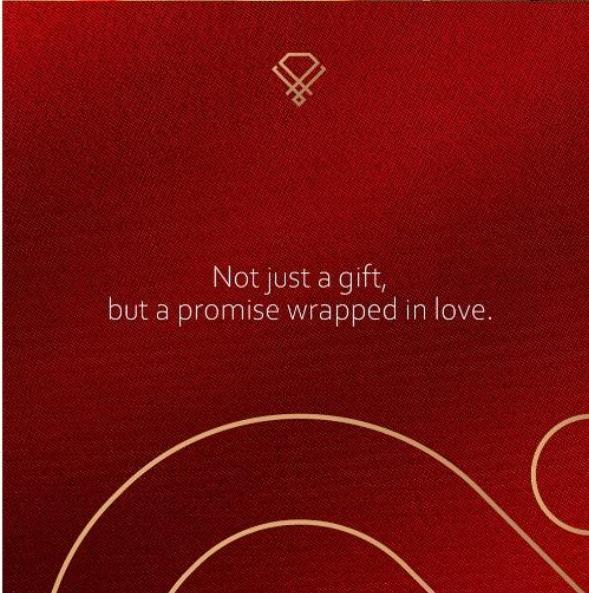
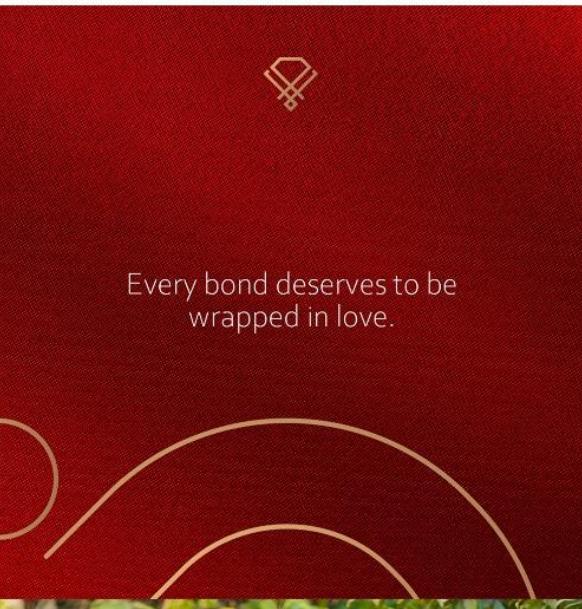
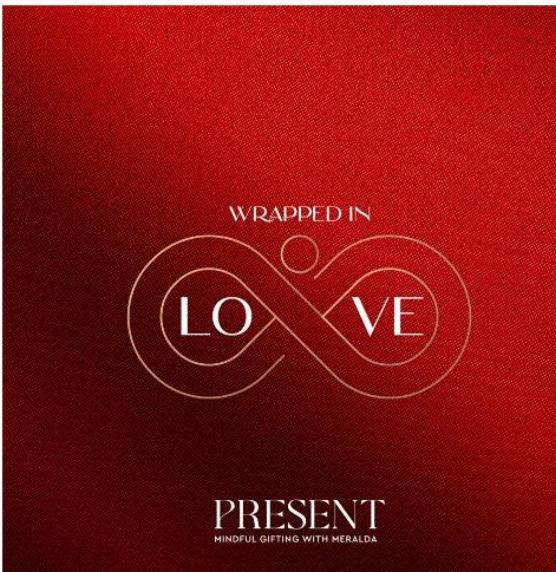
Jewelry & Lifestyle



PRESENT
MINDFUL GIFTING WITH MERALDA



PRESENT
MINDFUL GIFTING WITH MERALDA



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55C
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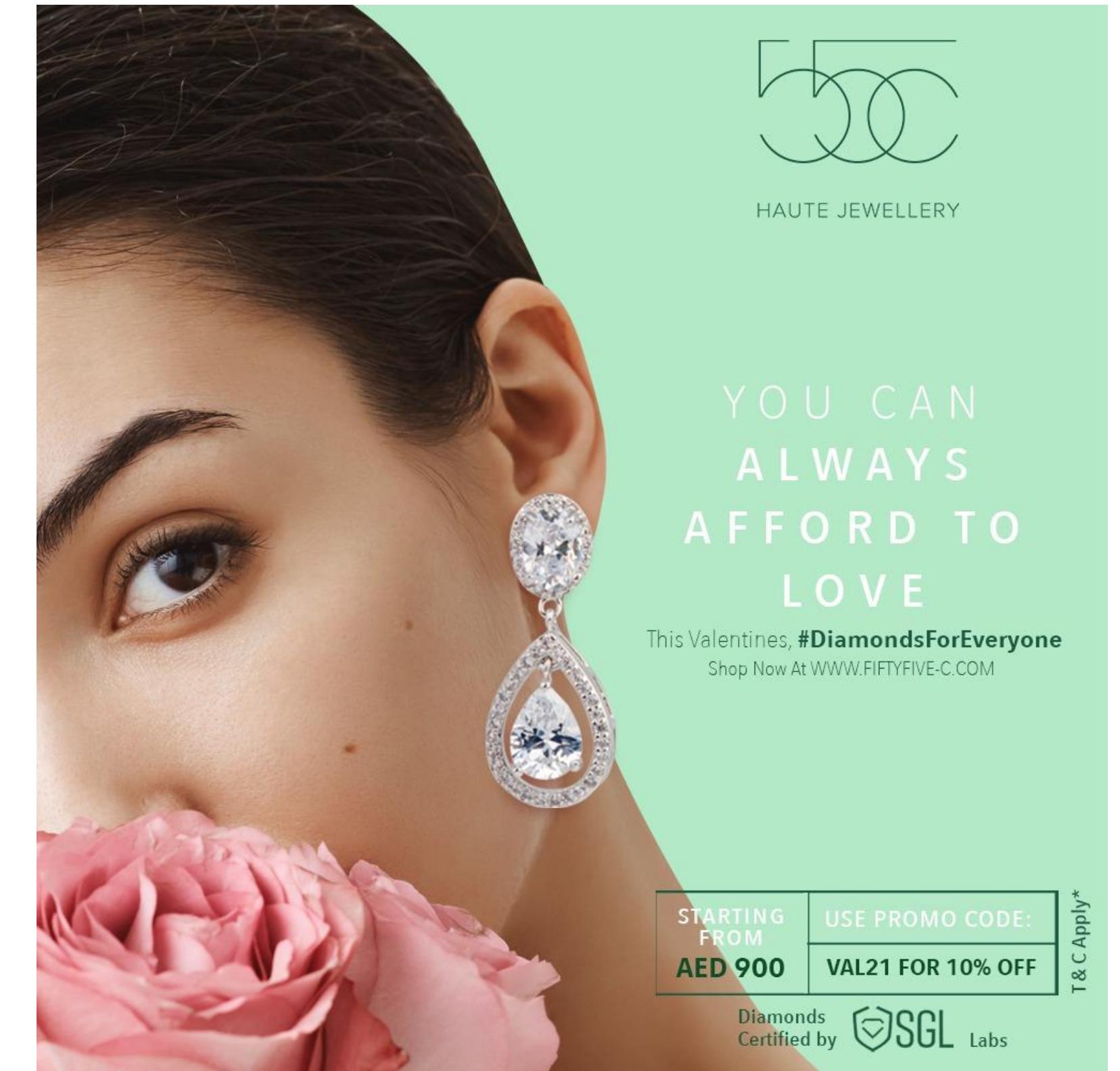
LOVE HAS A PRICE
AND IT'S AFFORDABLE

This Valentines, #DiamondsForEveryone
Shop Now At WWW.FIFTYFIVE-C.COM

STARTING FROM
AED 900 USE PROMO CODE:
VAL21 FOR 10% OFF

T & C Apply*

Diamonds Certified by  Labs



55C
HAUTE JEWELLERY

YOU CAN
ALWAYS
AFFORD TO
LOVE

This Valentines, #DiamondsForEveryone
Shop Now At WWW.FIFTYFIVE-C.COM

STARTING FROM AED 900	USE PROMO CODE: VAL21 FOR 10% OFF
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- JOTUN LADY DESIGN
- JOTASHIELD
- JOTUN FENOMASTIC
- LUX
- RICH MATT

JOTUN

RIYAL in a CAN

BUY & WIN

BUY ANY FOCUS PRODUCT AND DISCOVER COINS WORTH UP TO QAR 100 INSIDE THE CAN!

1st October 2024 – 30th November 2024

CAMPAIGN MECHANICS

- Buy any of these Jotun Premium products: Fenomastic Wonderwall Lux, Fenomastic Wonderwall Life, Fenomastic MyHome Rich Matt, or Jotashield Eterna from any Jotun's retail store in Qatar.
- Inside the paint can, you might find coins worth QAR 20, 30, 50, or 100.
- Bring the coin, your purchase receipt, and your ID to any Jotun store in Qatar.
- Get the coin's value in cash right away.

T&C APPLY OFFER VALID TILL STOCKS LAST

New Beginnings

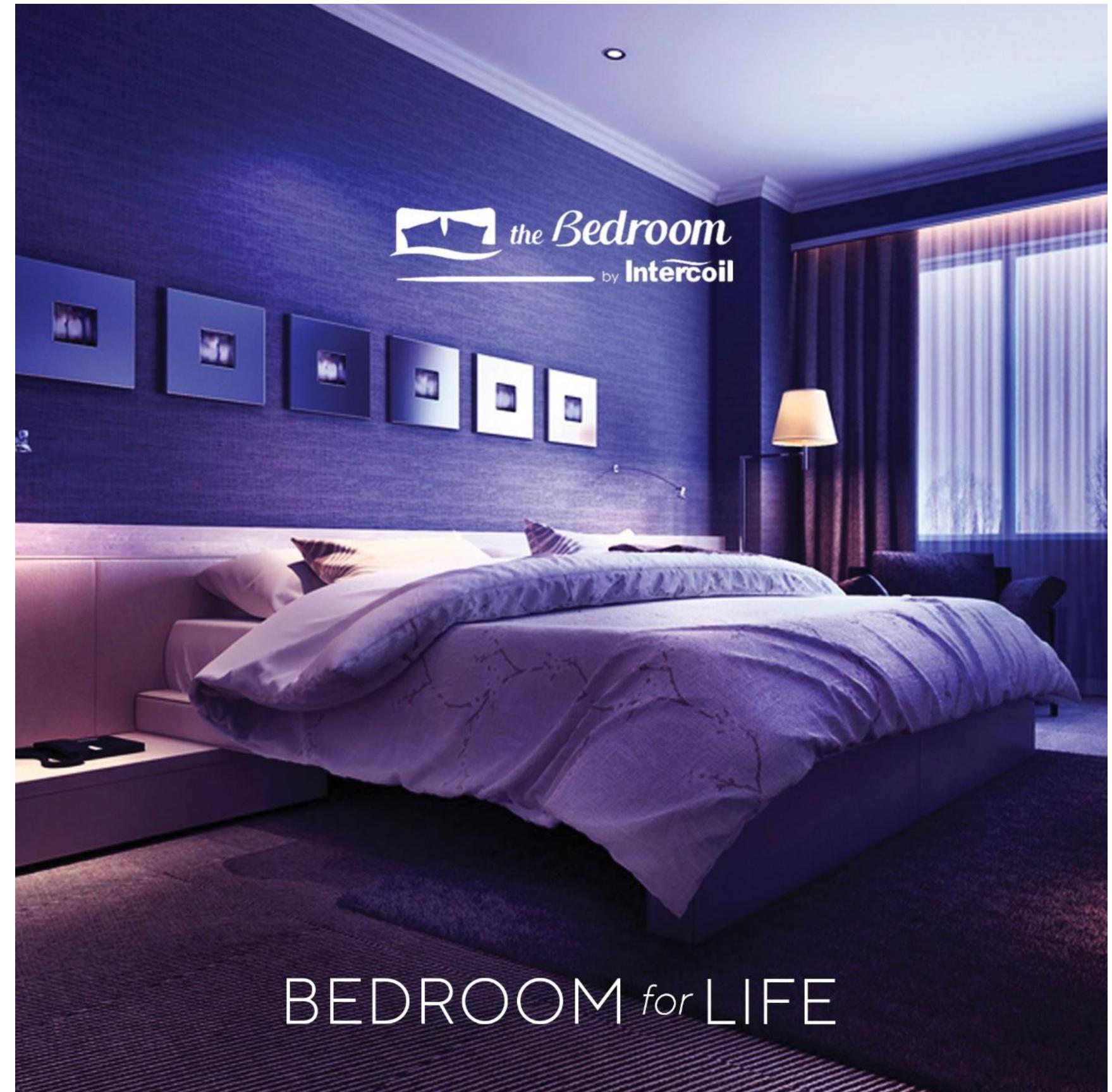
with



BUY & WIN







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Deferred Payment.

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We commit to hassle-free service to make your driving experience more enjoyable.

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Celebrate their passion with the gift of health!

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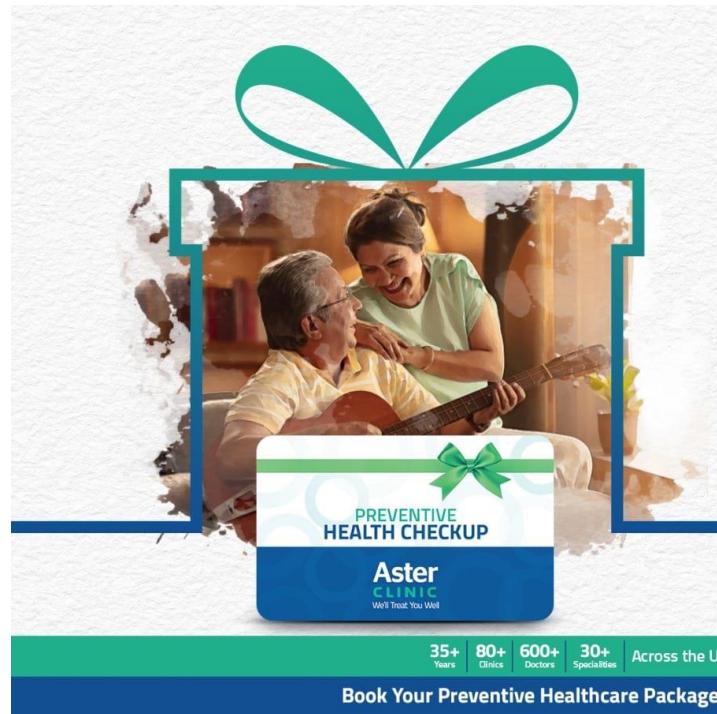
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SINCE 1987

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Celebrate their passion with the gift of health!

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GEAR UP FOR SCHOOL IN YOUR BEST HEALTH



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Across the UAE to treat you well

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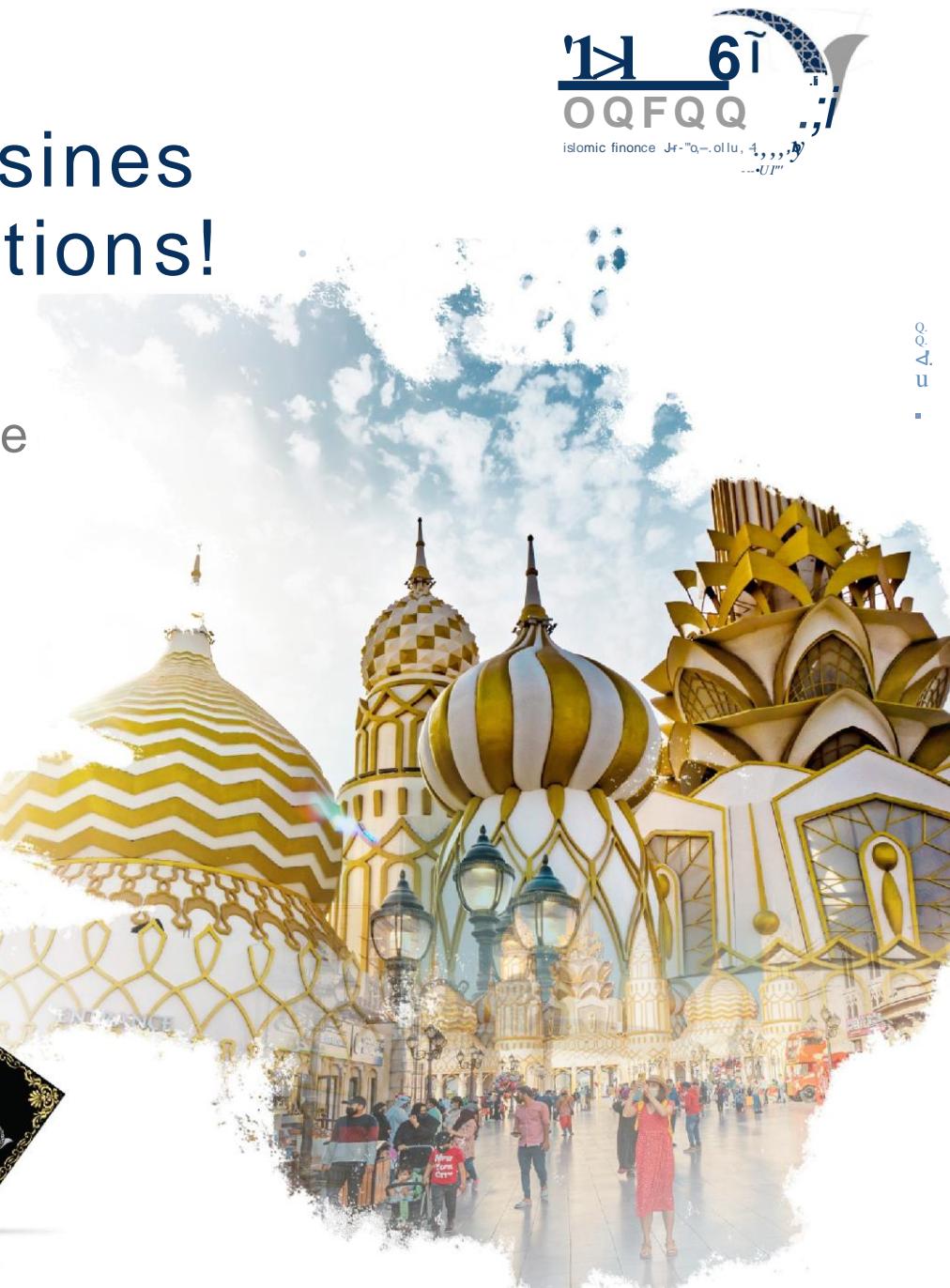
Banking & Finance

Discover
cultures,cuisines
and celebrations!

Enjoy Global Village
like never before,
with
Aafaq Credit Card



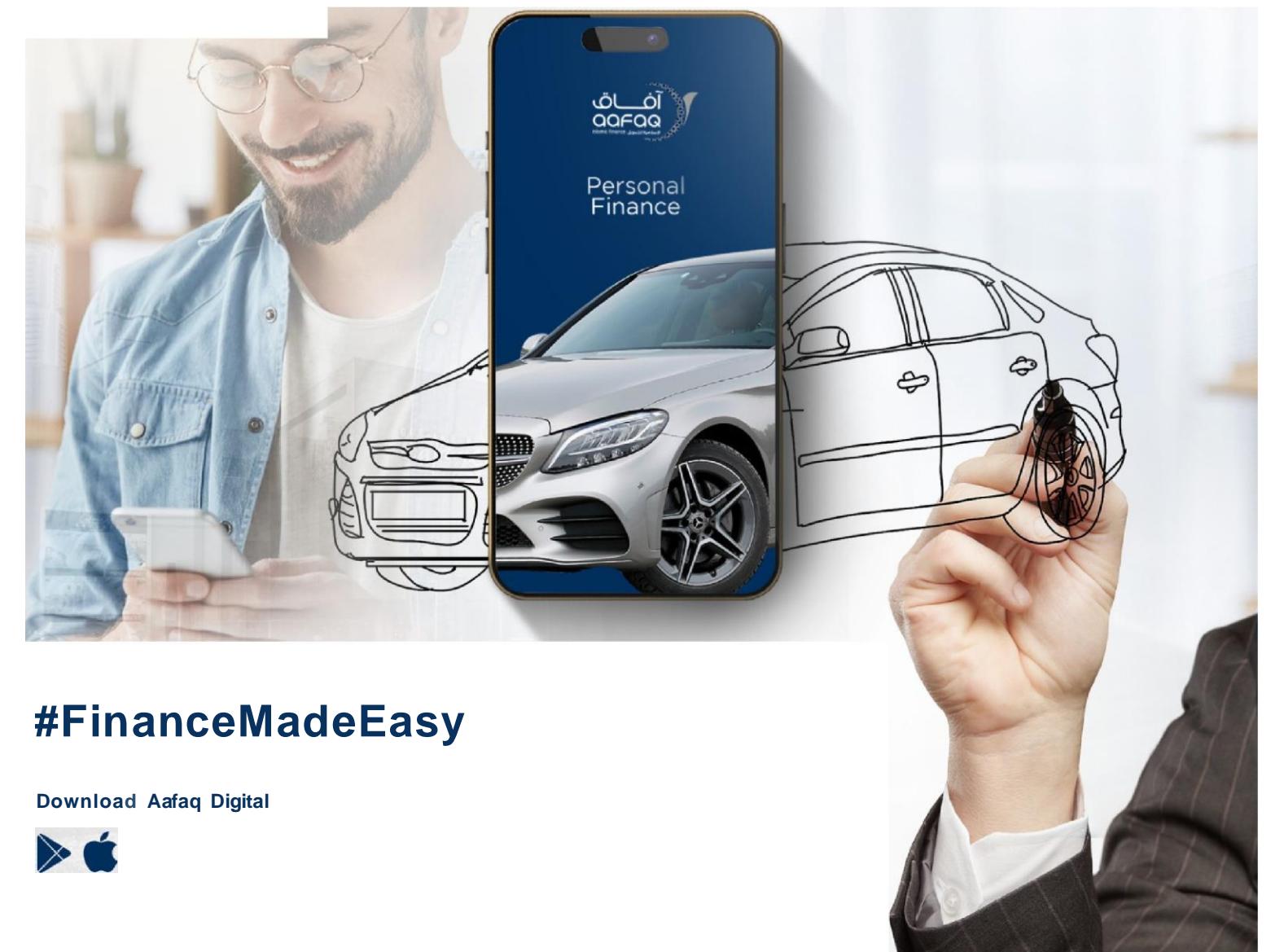
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Apply for
personal finance and
fuel your dream with
just a few clicks!



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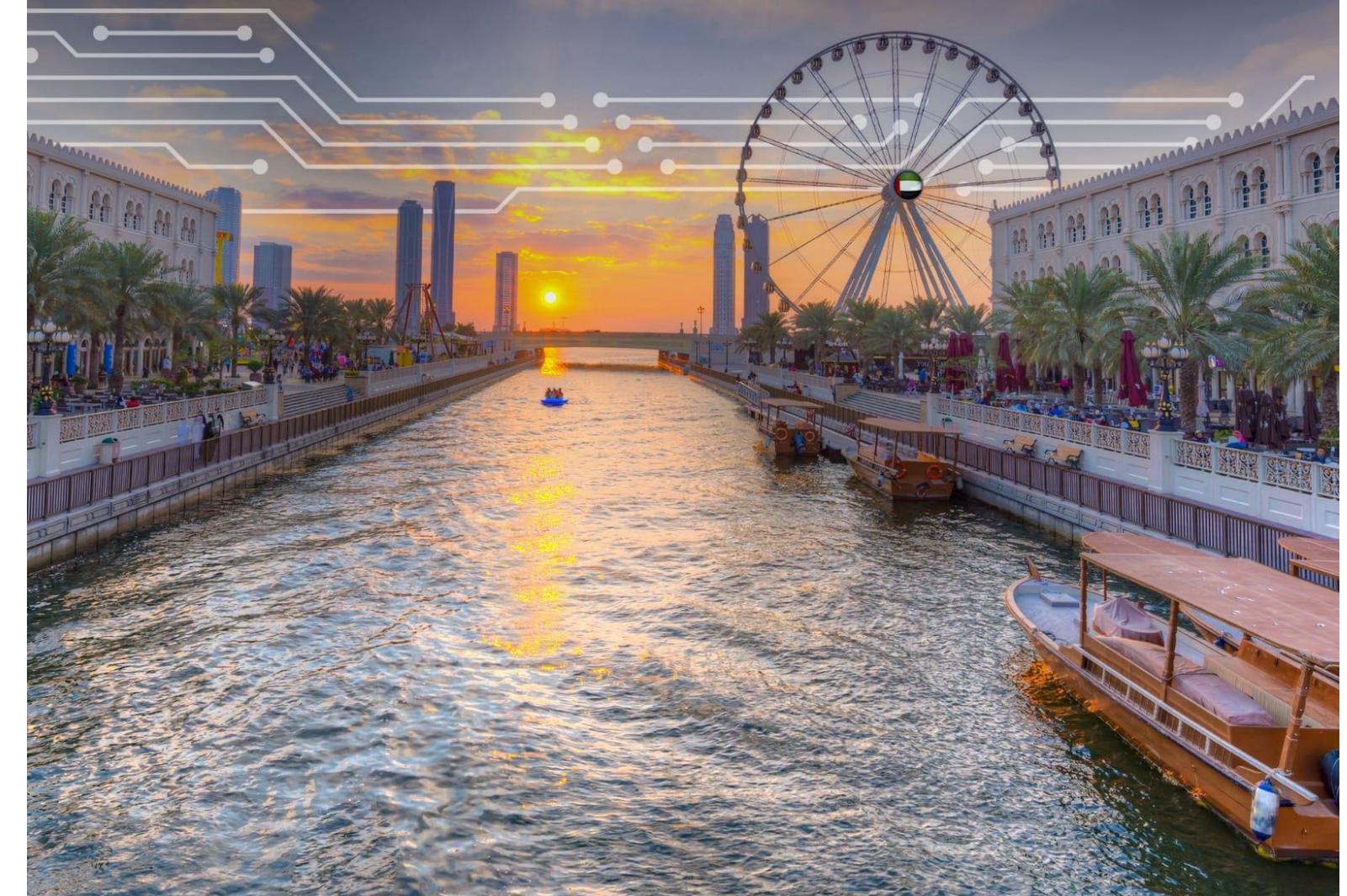
Double Your Savings,
Double the Smiles

**Buy 1, Get 1 Free
at VOX Cinemas!**



*T&C APPLY

**Future-Ready Banking
Coming Soon in Sharjah!**
Stay Tuned, Stay Digital!



Food & Beverages



A healthier recipe,
MADE WITH **BERRIES AND
ALMOND FLAKES.**



ORDER NOW

Careem talabat deliveroo

Get Ready To Enjoy
Burgers From 8 Regions

8 Burgers



Decadence in a cup

Thai Rolled Ice Cream

- Nutella
- Strawberry
- Brownie



cinépolis
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A GOOD Brunch

For the best experience eat at full volume



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**Let's learn about the giant beings
that ruled the earth before us**

DINOSAUR DAY

29TH NOVEMBER 2021



The background features a yellow and blue design with various educational icons: a DNA helix, a magnifying glass, a pencil, a lightbulb, a microscope, and a book.

JOY OF LEARNING
MANUFACTURERS

iVS International Virtual School

**LEARN IN YOUR
CLASSES ACCORDING
TO TIME ZONES**

OWN TIME



#EducationComesToYou

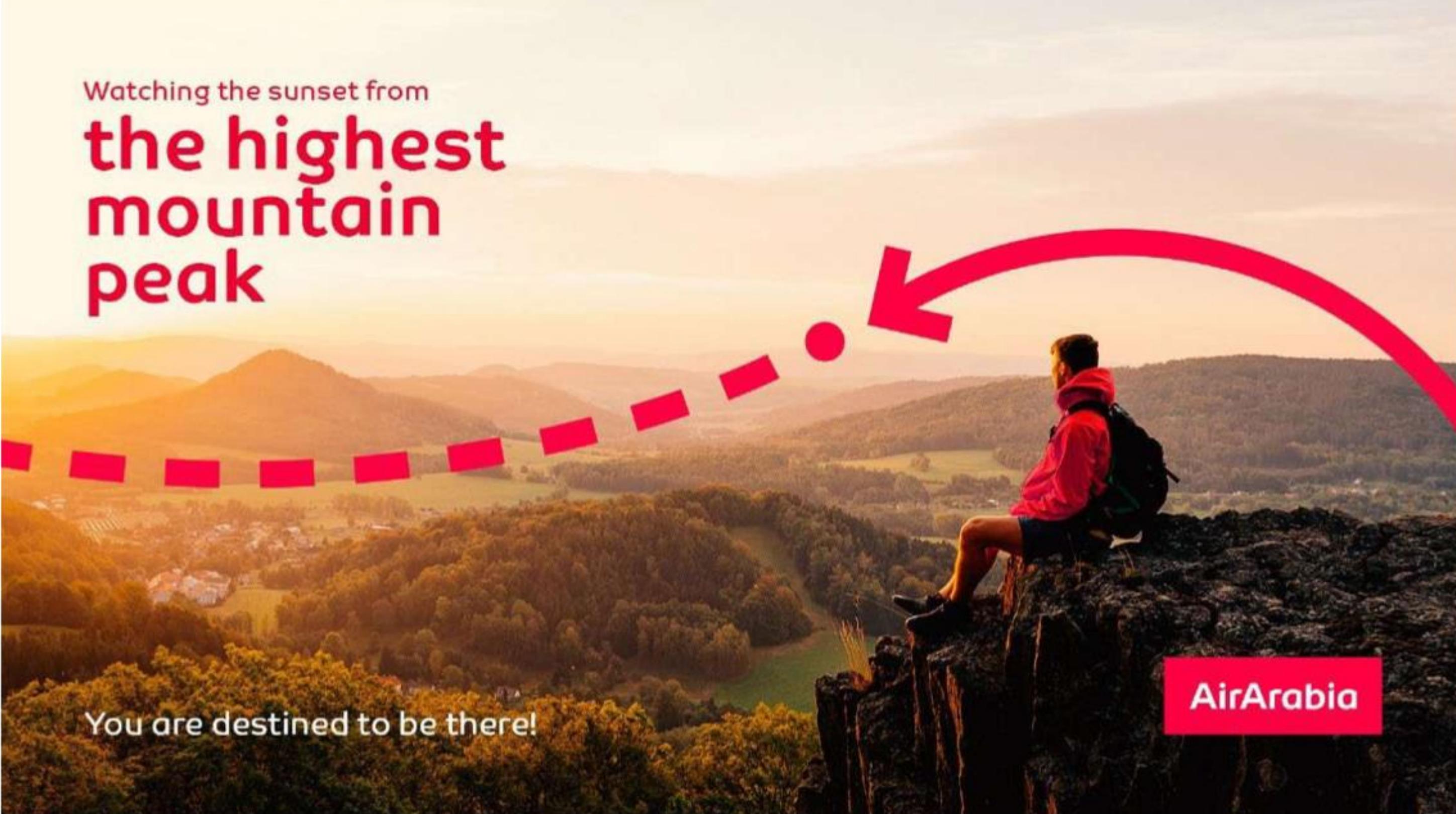
www.ivsschool.com

tvo ILC

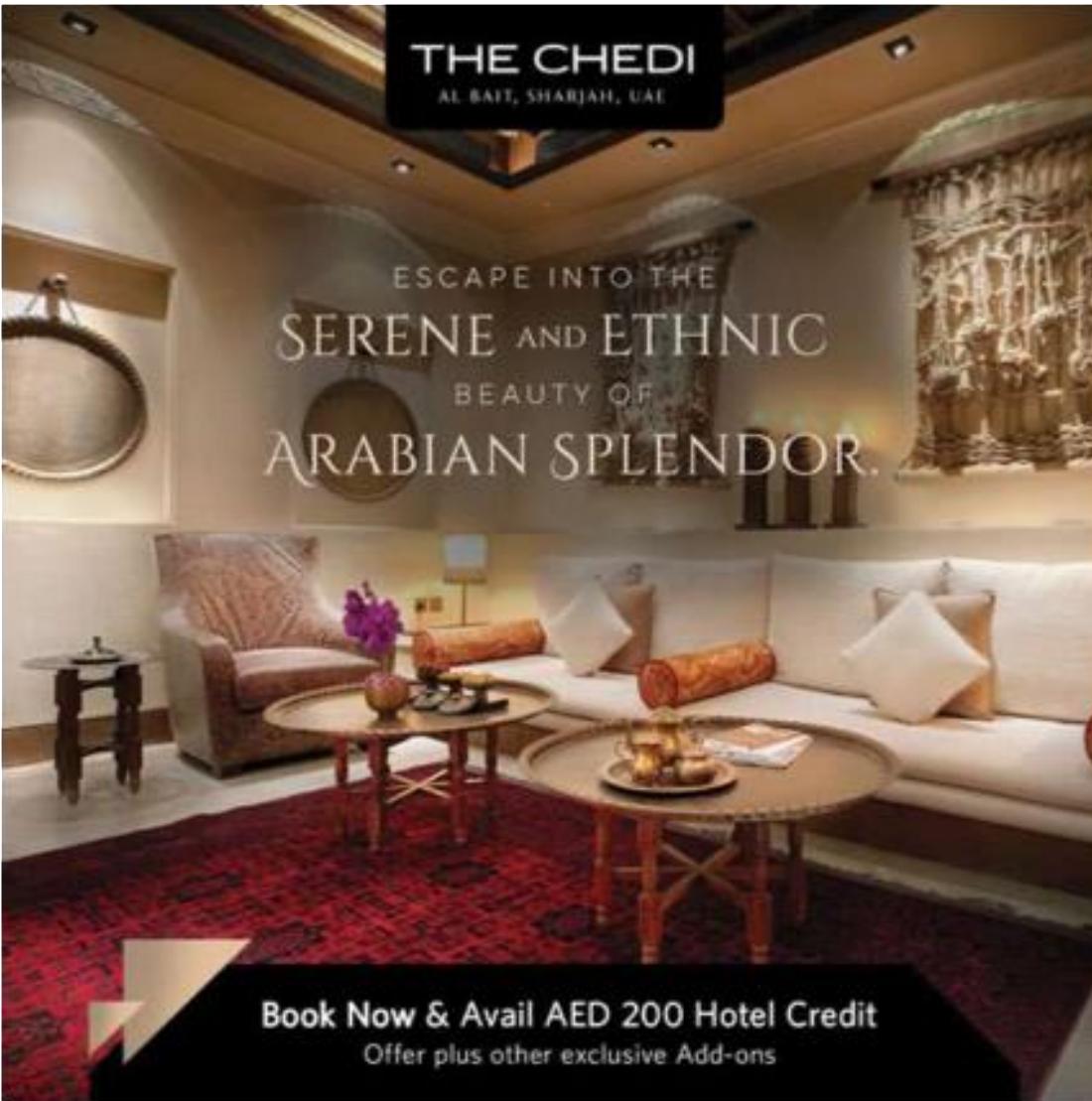
Hospitality & Travel

Watching the sunset from
**the highest
mountain
peak**

You are destined to be there!



AirArabia





An advertisement for The Chedi Al Bait, Sharjah, UAE. It features a large swimming pool with lounge chairs and a green cabana. Text includes "RETREAT YOUR HEALTH ROYALLY", "BOOK NOW", and "THE CHEDI AL BAIT, SHARJAH, UAE". A small note at the bottom right says "+T&C Apply".

An advertisement for The Oberoi, Al Bait Sharjah. It shows a long, curved swimming pool lined with palm trees. Text includes "BOOK YOUR WINTER ESCAPE", "Enjoy Special Rates and Complimentary Resort Credits of AED 1000", "The Oberoi", and "BOOK NOW". A note at the bottom left says "Terms and Conditions Apply".

Cosmetics & Perfumes





A+ & B+ Content

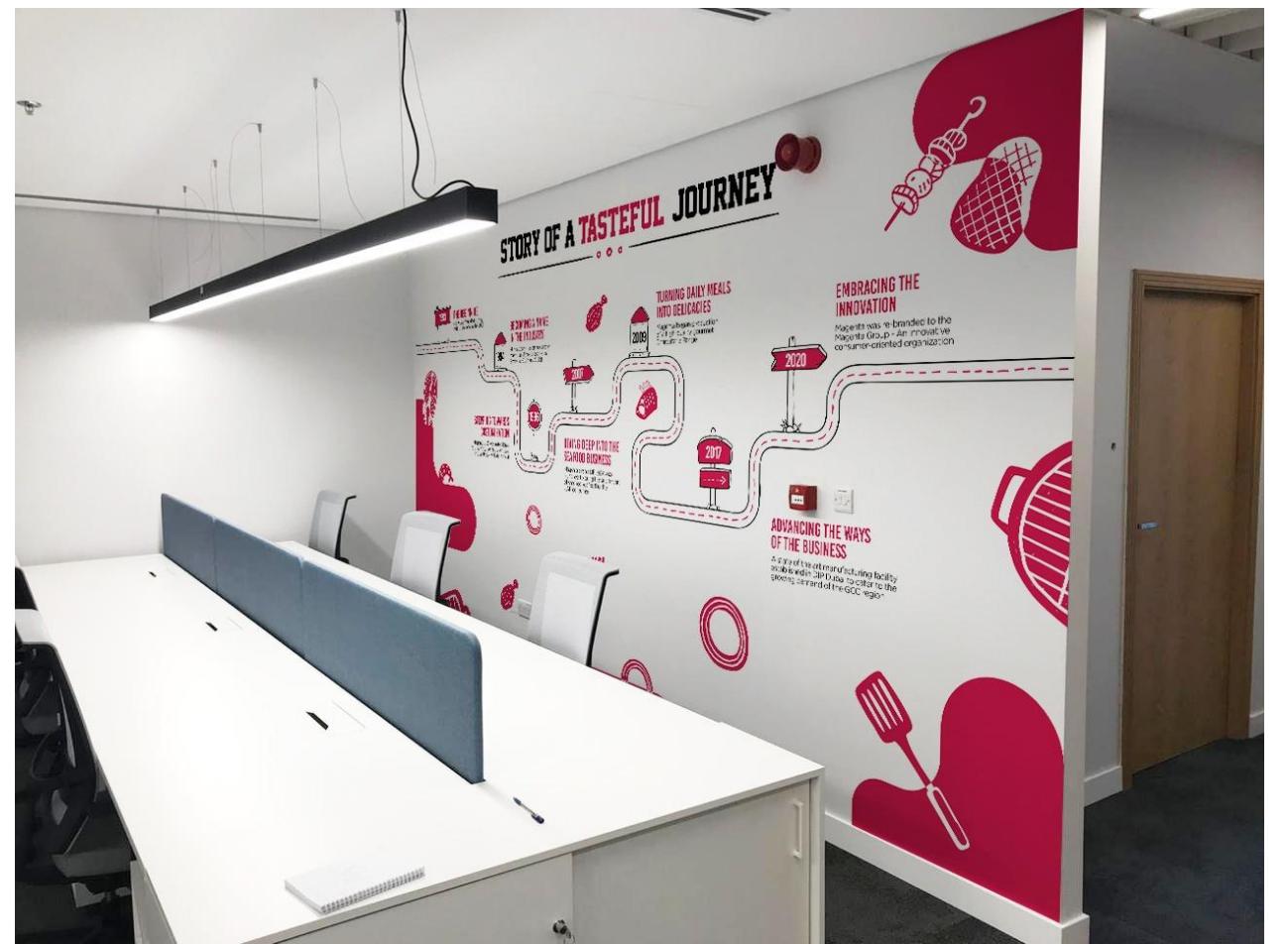
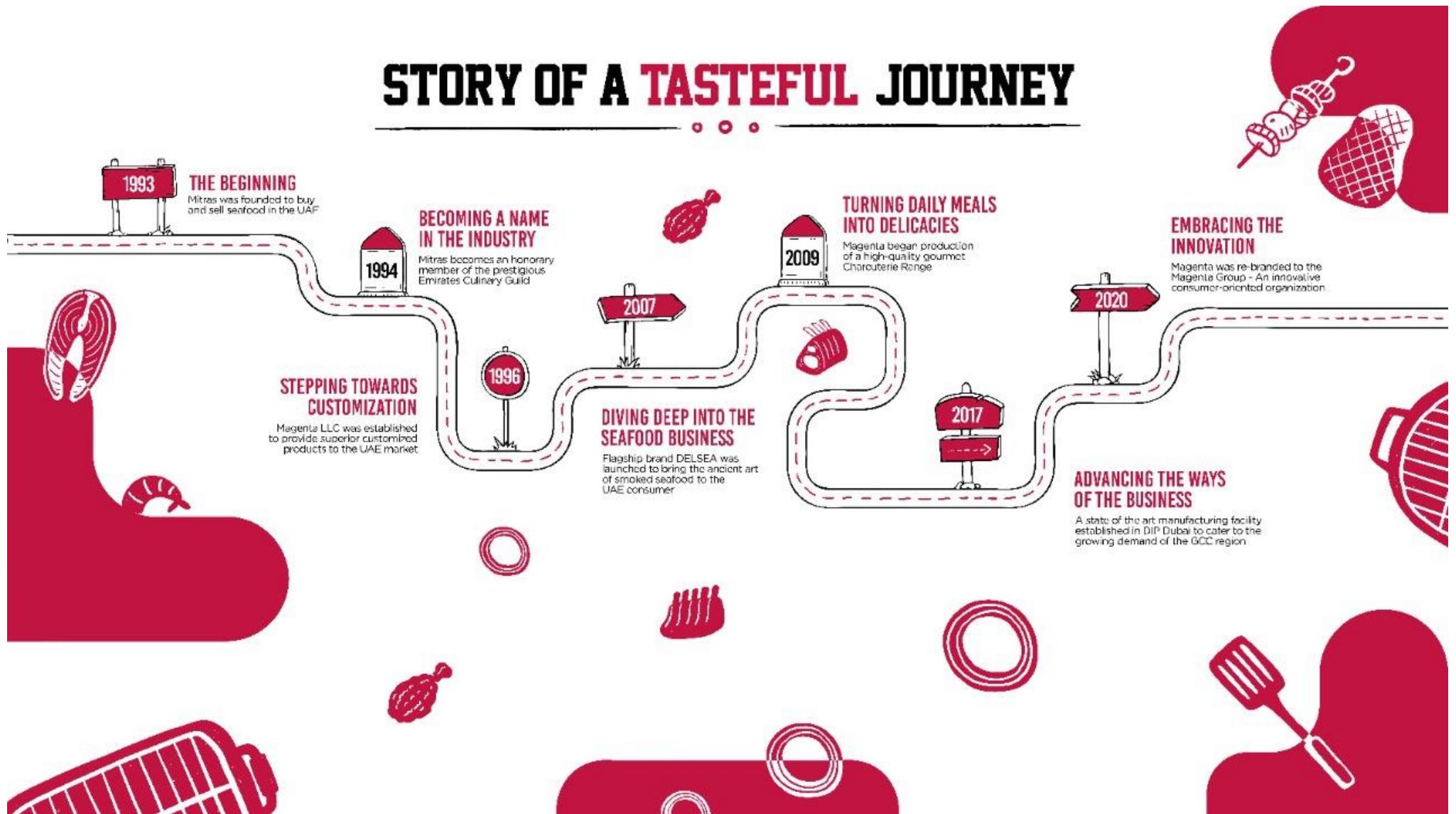




Internal Branding



STORY OF A TASTEFUL JOURNEY



Packaging & Labels































مناديل أطفال

Baby Wipes

Mild Fragrance

Extra Thick & Long



64
Wipes

98%
Water

with Aloe &
Chamomile
Extract

- ✓ Water based wipes to prevent skin allergies and nappy rashed
- ✓ Hypoallergenic ✓ Alcohol Free ✓ Paraben Free







3D Product Renders







Vehicle Branding



Print, Merchandising & POSM







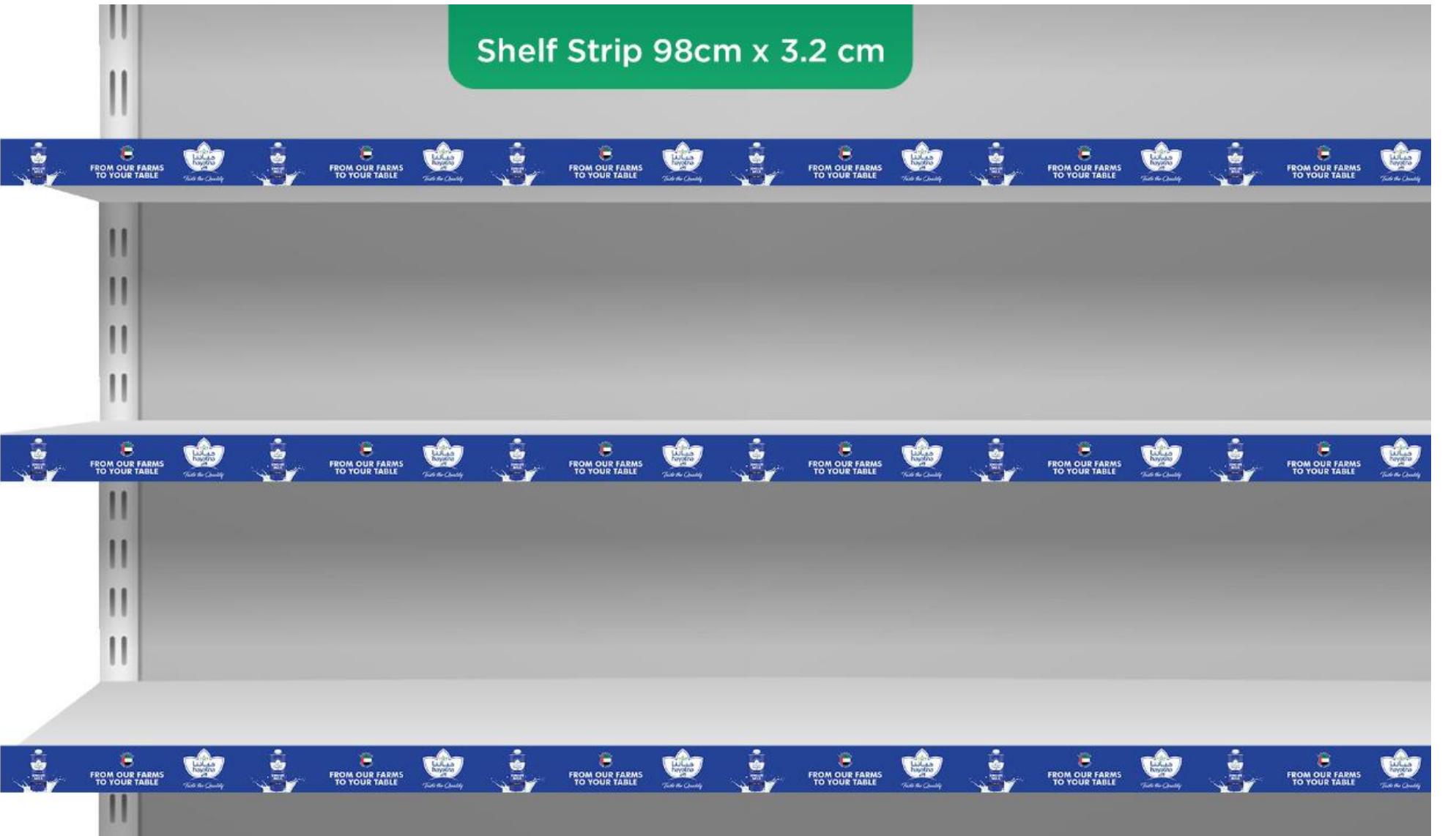


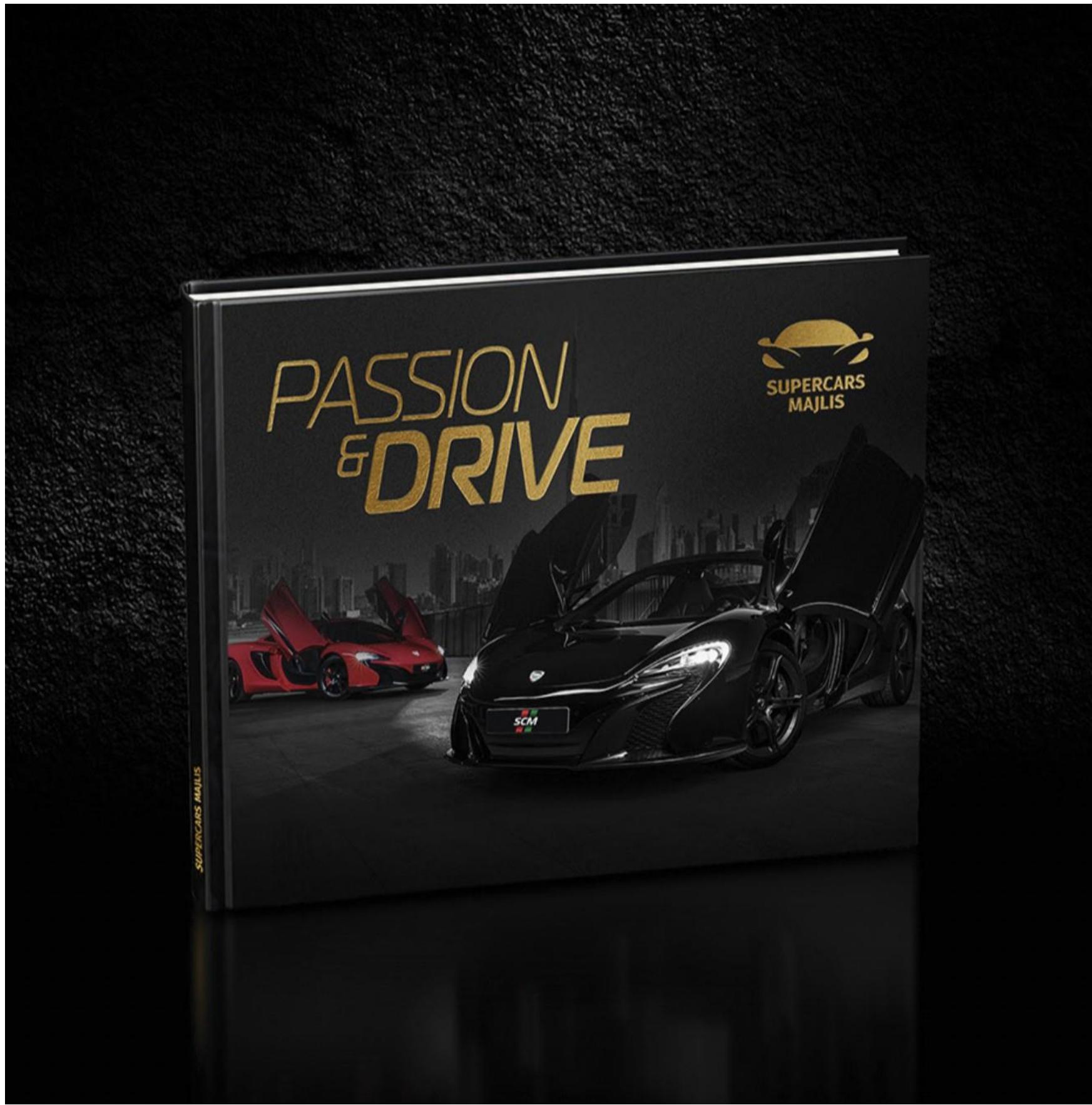






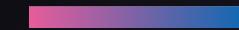






**Scripts,
Films,
Videos
& Animations**

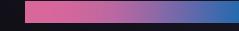
Script



Films/Videos



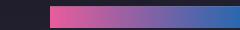
Motion Graphic



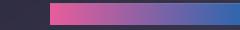
Video Works

<https://www.youtube.com/channel/UCS6MMkeR0FKAc9nurfe6OuA/featured>

Storyboard



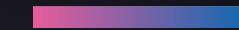
Animation



Creative Copywriting



Direction



3D CGI Animation



Content Writing

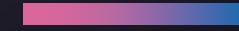


Photo & Video Shoot

Concept shoot

Food Photography

Video Shoot

Films

Post Production



















Digital Marketing

Social Media Management

**Community & Response
Management**

Pay Per Click (PPC)

Google Display & Search Ads

Programmatic Ads

Mobile Ads

**Other Social Media
Engagement Platforms
such as Tik-Tok to
drive engagements etc.**

**Search Engine
Optimization (SEO) etc**

SMS & Email marketing

Influencer Activations

Blogger activities

Facebook

YouTube

Instagram

Tik Tok



Web Development

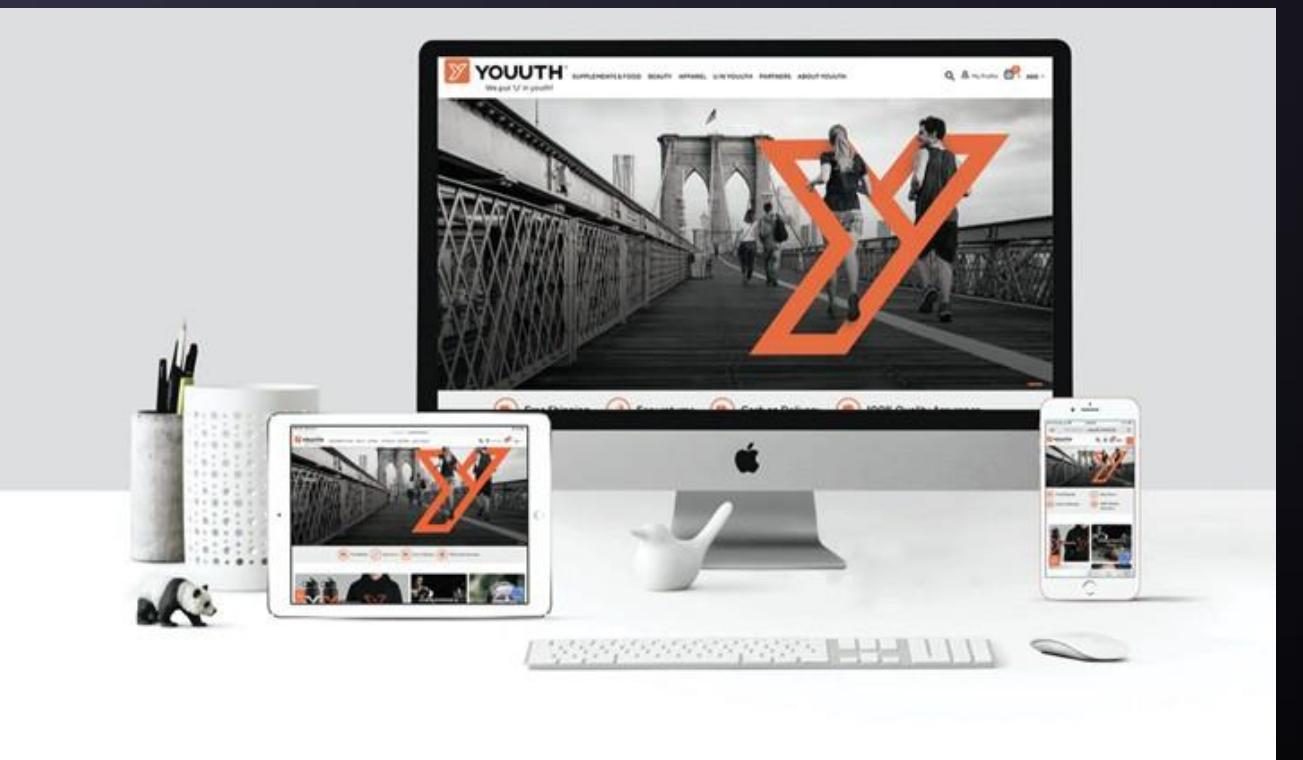
Website Development

Landing Pages

HTML Conversions

Mobile App Development

Web & App Maintenance



Q SEARCH

MODERN DAY
SAVAGE

MYA(COVNT

Q ef

SHOP BY CLOTHING v FOOTWEAR ABOUT US CONTACT US



Train Right

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

[Read More >](#)**Products**

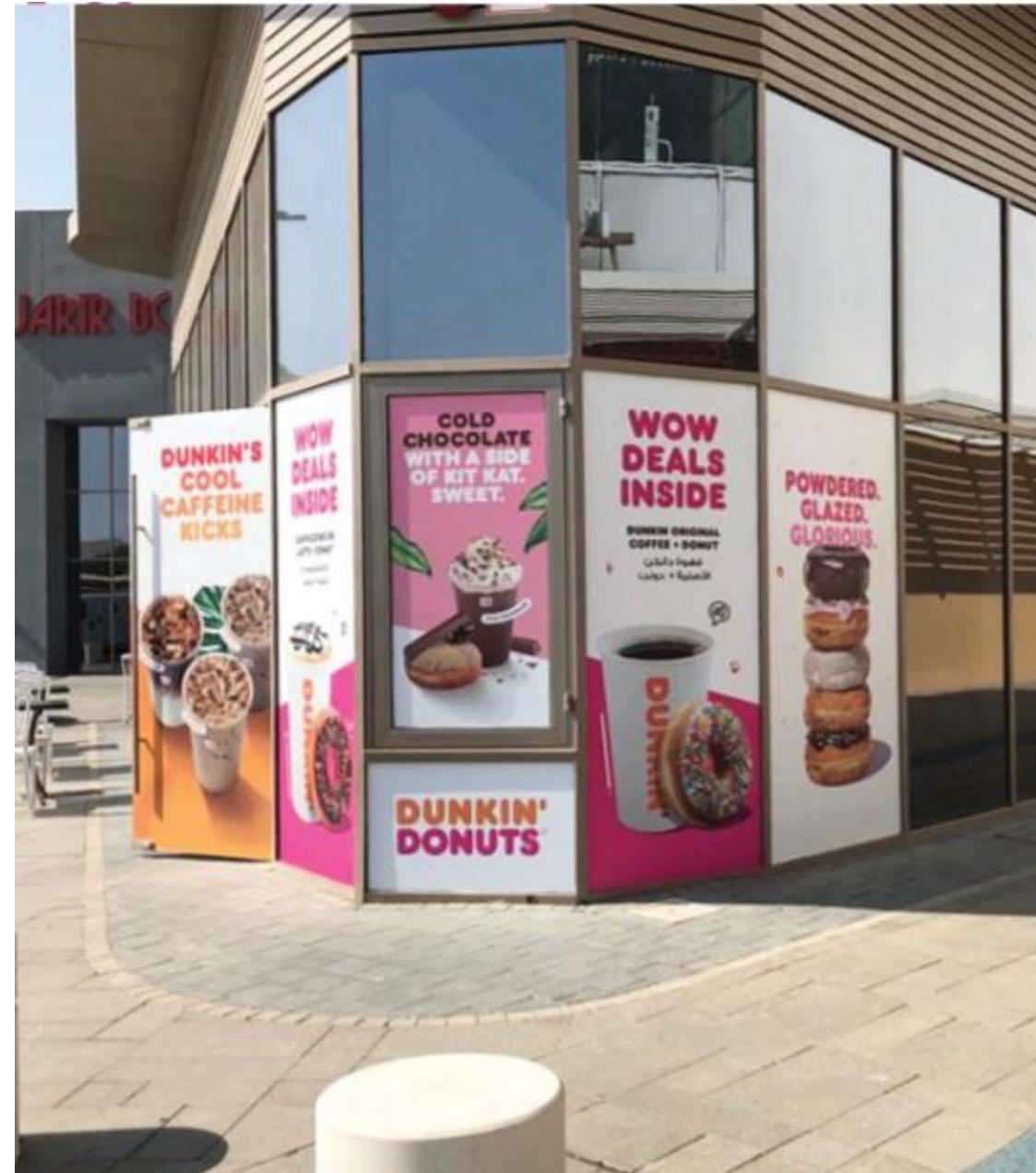
Multi Vitamins

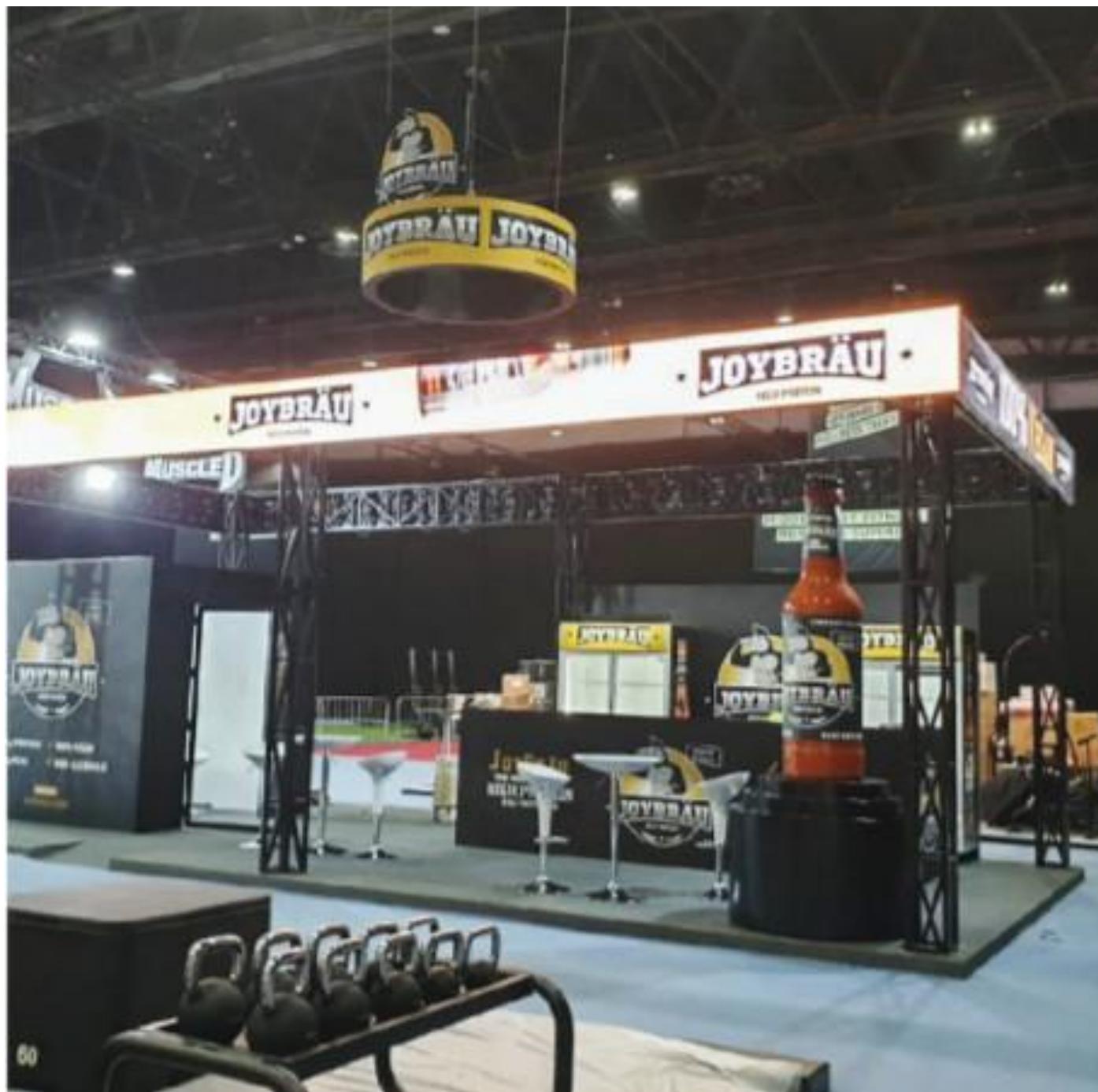
\$49.00 + Free delivery

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus.

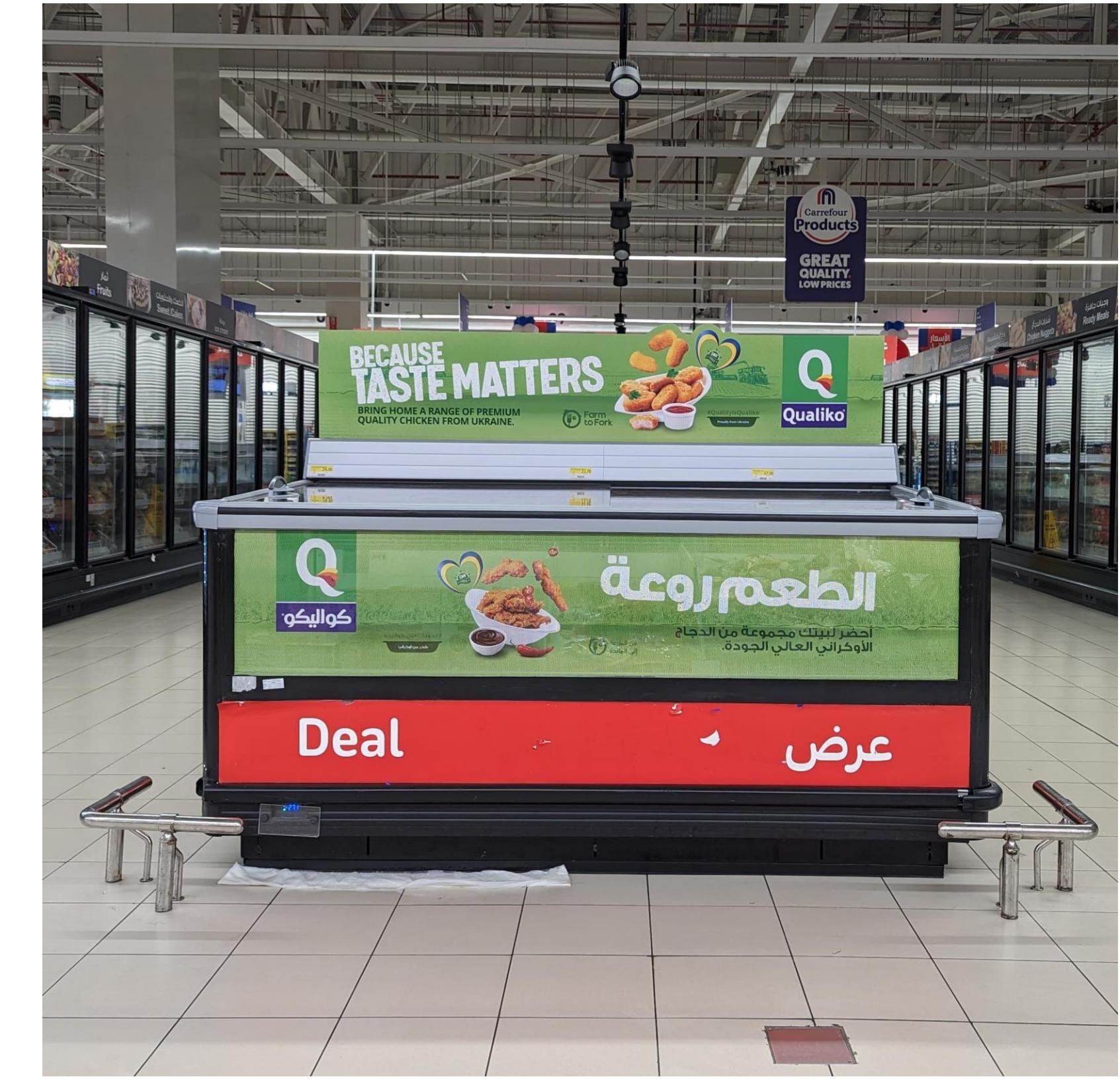
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**Branding,
Production, Events,
Activations &
Fabrication**













Models, Talents & Artists



Models,
Casts, Teens,
Kids and
Extras

Creatives (Hair
and
Make Up
Artists,
Wardrobe
Stylists, Food
Stylists, Props
Stylists)

Talents (Voice
Over Artists,
Actors,
Actresses, etc.)

Hosts/Hostesses
and Promoters,
Mystery Shoppers,
etc.

Entertainers
(Acrobats,
Emcees, DJ's,
Musicians,
Singers,
Comedians
and many
more)

Transit Media Advertising



Let's discuss

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reach us at jamil@motad.ae

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Thank You

We would love to hear from you

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