



C O R P O R A T E P R O F I L E



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 **5 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.**

We bring
to you a
vibrant mix
of creative
solutions





AMBITION
GROUP OF COMPANIES

Over the years, Ambition Group has transformed itself into an integrated conglomerate with vibrant operations across a wide range of sectors in UAE, India and Sri Lanka.

Today, the group is proud to be recognized by some of the most important and influential industry-specific organizations including What's On, Time Out, Super Brands, Dubai Quality Group, Emirates Business Women Awards, and much more.



AMBITION
GROUP OF COMPANIES



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.





NIKAI



**DANUBE
PROPERTIES**



**فرزانه
Farzana**

مزارع العين



Al Ain Farms





38+ & Growing

At MOTAD, we are more than just a team.

We're a creative force, a collective of passionate individuals driven by a shared purpose.

We're a fusion of talents and expertise across diverse domains



Process Automation (tools)



Midjourney



Embracing AI Trend

AI-generated content for brands





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

OUR Capabilities

Motad's winning streak

AM

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MOTAD Wins The Multi-Agency Pitch For Gorenje

Posted on October 28, 2022 in Advertising

Football is more than a game for fans globally. Rather it is a celebration of life. Targeted at the huge fan base locally in the UAE & Kuwait, Gorenje, a leading European home appliance brand and a brand under Hisense Group, activated the campaign, "Bring home Gorenje: Make it to FIFA World Cup Qatar 2022™." Through this campaign, Gorenje aimed to celebrate the passion for the sport by uniting all the fans to win FIFA Tickets and other exciting prizes through a raffle draw.



Gorenje looked to elevate the experience for football fans in the region through the campaign. MOTAD, a Dubai based creative and digital agency wins the campaign for Gorenje in a multi-agency pitch. Through a combination of consumer touch points, including campaign ideation, key visual, microsite, draw management, and in-store POSMs, MOTAD was successful in bringing the campaign's central idea alive.

Microsite

UAE

With its official sponsorship with FIFA, Gorenje wanted to capture the infectious energy of football fans while inspiring them to take the next step in their journey towards pursuing their dreams of watching the game live.

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PITCHES

posted on Oct. 26, 2022 at 11:11 am

Motad wins pitch for Gorenje World Cup campaign

Ishwari Khata



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 digitisation insights and debate to networking with prominent players in the industry, we have it all. Book your seat now.

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MOTAD Runs First Digital Campaign For RoadRunAir

Posted on October 28, 2022 in Advertising, Digital, Marketing



RoadRunAir, a new air travel company that specializes in offering luxury yet affordable tours on private jets, recently launched its first-ever digital campaign. It introduces the RoadRunAir positioning #ADreamComeTrue, which aims to tap into the desire to fly like a VIP.

The new campaign illustrates how one can enjoy a host of luxury benefits with RoadRunAir - touring on glamorous private planes, in small, indulgent groups, and cruising through private airports without the hassle of dealing with commercial flights and overcrowded mega-terminals. In fact, from hotels to excursions and then meals, transportation, and gratuities, a trip with RoadRunAir is all-inclusive and affordable.

The campaign has been brought to life by Motad, a Dubai-based creative and digital agency. The campaign is now live and has been garnering much love and appreciation across social media. So far, it has reached approximately 3.0 million people, with a total impression of 4.6 million. In a record time of just five months, the brand has taken all those travellers by surprise who seek more personalised experiences right from the moment they step onto the flight.

Laya Alahverdizadeh, Chief Sales and Marketing Officer, RoadRunAir says, "People are extremely interested in the entire idea of affordable, all-inclusive, private jet tours. We are thrilled to introduce something truly new to the travel industry. RoadRunAir has created a solution to combine a safer environment with affordable, incredible, all-inclusive, VIP tours. We are SIMPLY FLYING Travel!"

Commenting on the campaign, **Rafat Jassal Shalqueh, General Manager of Alkocadates**, "In a category that lacks exclusivity and luxury, RoadRunAir is one player that is all set to offer people the experience of a lifetime through its

campaign

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posted on Fri, 21, 2023 at 3:57 am

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

Sofia Serrano

MOTAD launched a campaign for Daikin air purifiers under the aegis #CHOOSEPURE.



Daikin air purifiers launched a campaign that has been conceptualized and executed by MOTAD, a Dubai-based creative and digital agency under the aegis #CHOOSEPURE. MOTAD understood the segment, TG and curated a launch campaign to build awareness on concerning issues such as indoor pollution and also underlined Daikin's leadership, legacy, appealing and innovative yet user-friendly technology and designs.

The campaign #CHOOSEPURE covered the entire spectrum of mediums and catapulted individuals of the MENA region to choose healthy living and generated sales in the sector.

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ADVERTISING


FEATURED

MEDIA

posted on Fri, 21, 2023 at 3:57 am


Motad wins the creative and digital mandate RoadRunAir

Ishwari Khata



Motad has won the creative and digital mandate for the brand, RoadRunAir. A new air travel company that specializes in offering luxury yet affordable tours on private jets, RoadRunAir, recently launched its first-ever digital campaign.

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 digitisation insights and debate to networking with prominent players in the industry, we have it all. Book your seat now.



It introduces the RoadRunAir positioning #ADreamComeTrue, which aims to tap into the desire to fly like a VIP.

With such an interesting insight, the new campaign illustrates how one can enjoy a host of luxury benefits with RoadRunAir - touring on glamorous private planes, in small, indulgent groups, and cruising through private airports without the hassle of dealing with commercial flights and overcrowded mega-terminals. In fact, from hotels to excursions and then meals, transportation, and gratuities, a trip with RoadRunAir is all-inclusive and affordable.



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**HEALTHY
CHICKEN**

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Navratna
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with boss-mode!

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Animal Origin Gelatine



Fruit Flavoured Chews

The Secret To Your Everyday Morning Energy



Where Freshness



Meets Goodness



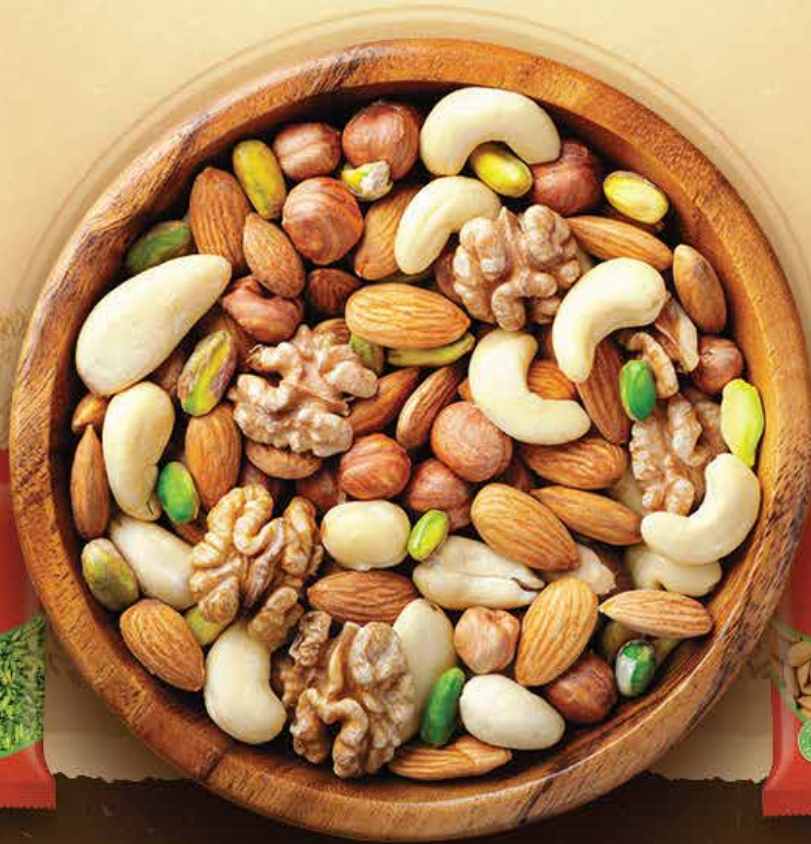


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ROUGHNESS
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DANDRUFF
BREAKAGE
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INDIA'S No. 1 HAIR FALL EXPERT

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HAIR GROWTH

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Why We Love
MEHENDI

- IMPROVES hair growth and volume so you can style it as you like
- REGULATES texture of hair making your hair shine
- HELPS REPAIR split ends and prevents breakage

INDIA'S No. 1 HAIR FALL EXPERT

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Kesh King

@DryHairJokes

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

@TheKingOfHairCare

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Kesh King
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ANTI-DANDRUFF SHAMPOO

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THICK HAIR

#OwnYourCrown

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100%
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NO
MINERAL OILS

NO
PARABENS

أمامي
7زيوت
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توليفة لمقاومة تلف الشعر

التغذية العميقة لشعر أكثر
صحة، قوة وجمال.

زيوت شعر
طبيعية 100%

لا يوجد
زيت معدني

لا يوجد
بارابين

#عناية لشعرك طوال الصيف

أمامي
7زيوت
في زيت واحد
توليفة لمقاومة تلف الشعر

من اليوم، وداعاً
للشعر المتعدد

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Hibiscus
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premature
greying

Black Seed
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أمامي
7زيوت
في زيت واحد
توليفة لمقاومة تلف الشعر

علاج مثالي
لتساقط الشعر

زيوت شعر
طبيعية 100%

لا يوجد
زيت معدني

لا يوجد
بارابين

المنيار والكمون

#شعر أقوى لمصيف أحلى

Tiffany

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SERVE YOUR SALAD WITH **STYLE AND TASTE.**

Easy Salad!

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HOTLY SALTED

AED 3.25
34gm

Tiffany

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Try All
4 Flavours Now!



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FLAVOURFUL
CHICKEN

GOOD FOR ALL GENERATIONS.

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IT'S
TIME
TO **MAKE**
EVERY DISH

Alfa
CHICKEN POWDERED
FLAVOURED
STOCK



Tiffany

TASTEFUL
TWIST WITH
TOMATO

GOOD FOR ALL GENERATIONS.

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ALFANTASTIC!

Alfa
CHICKEN



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EVERYDAY
with **ASIP** *of*
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BREATHING PURE AND FRESH.



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BERRY GREAT
#WOWSOMEWINTERS



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Happy World Wildlife Day

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COFFEE A DAY TO
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SHOWER YOUR LOVE IN COMMENTS.
#GIFTBACKHAPPINESS

TOSHIBA



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#RAISEYOURHAND 🙌
& JOIN US HONOURING THE MOTHERHOOD.

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**AS VERSATILE AS YOUR
MOTHERS' EVERYDAY ROUTINE.**

THIS MOTHER'S DAY
#GIFTBACKHAPPINESS TO MOM.

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**NURTURING AN AMBIENCE OF
PURITY & POSITIVITY.**

#RAISEYOURHAND 🙌
& JOIN US HONOURING THE MOTHERHOOD.

COSMETICS & PERSONAL CARE

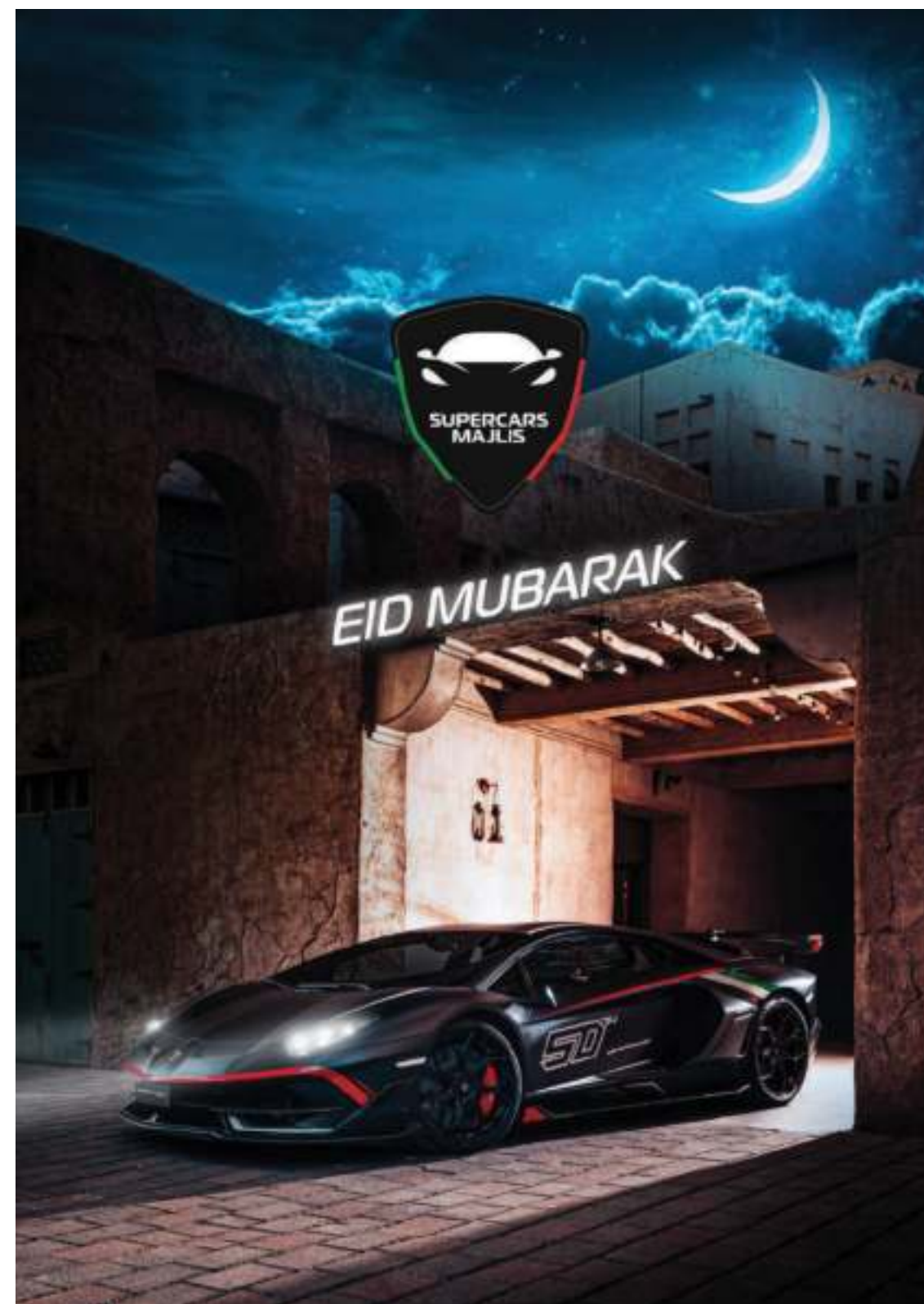








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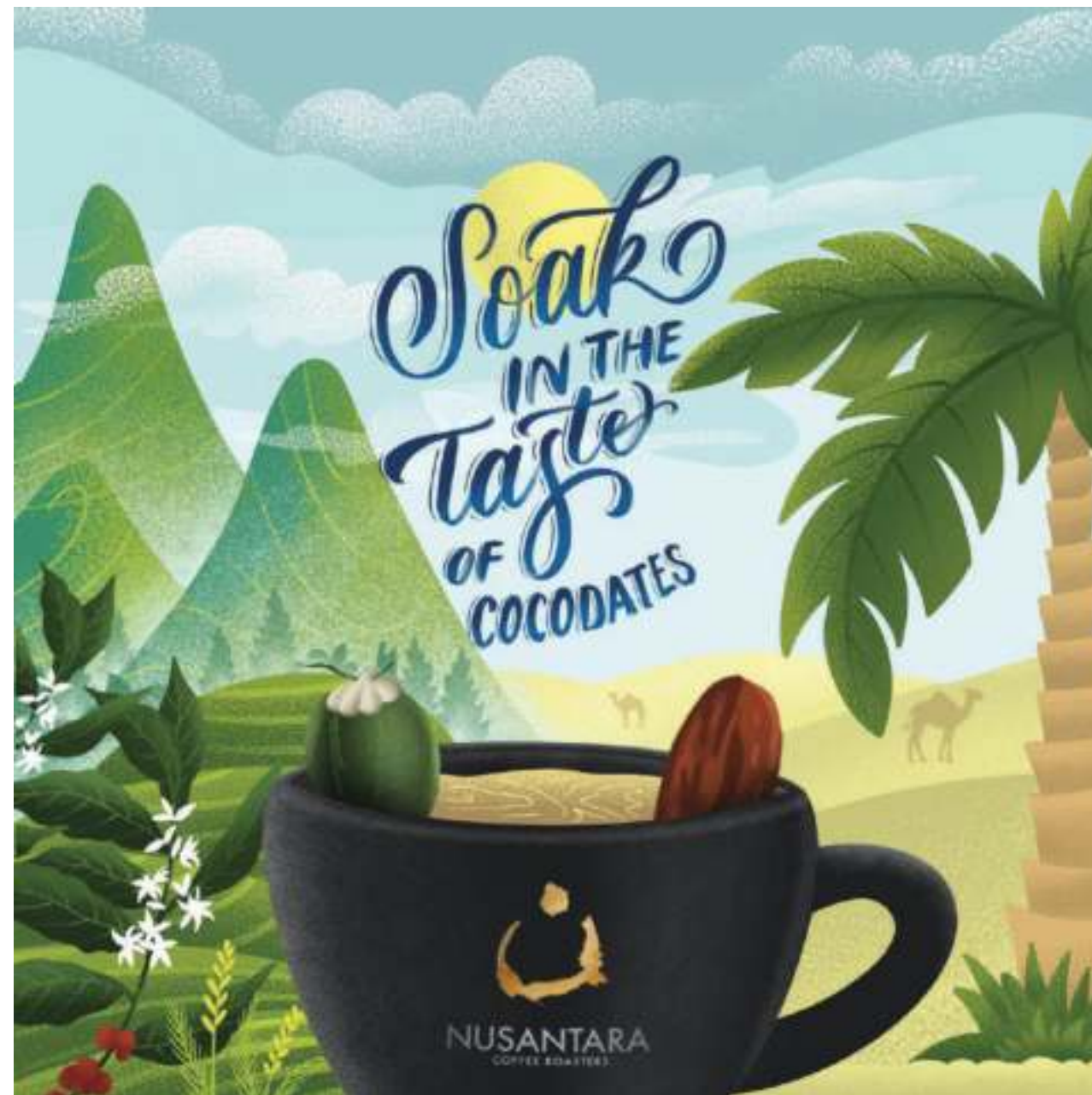


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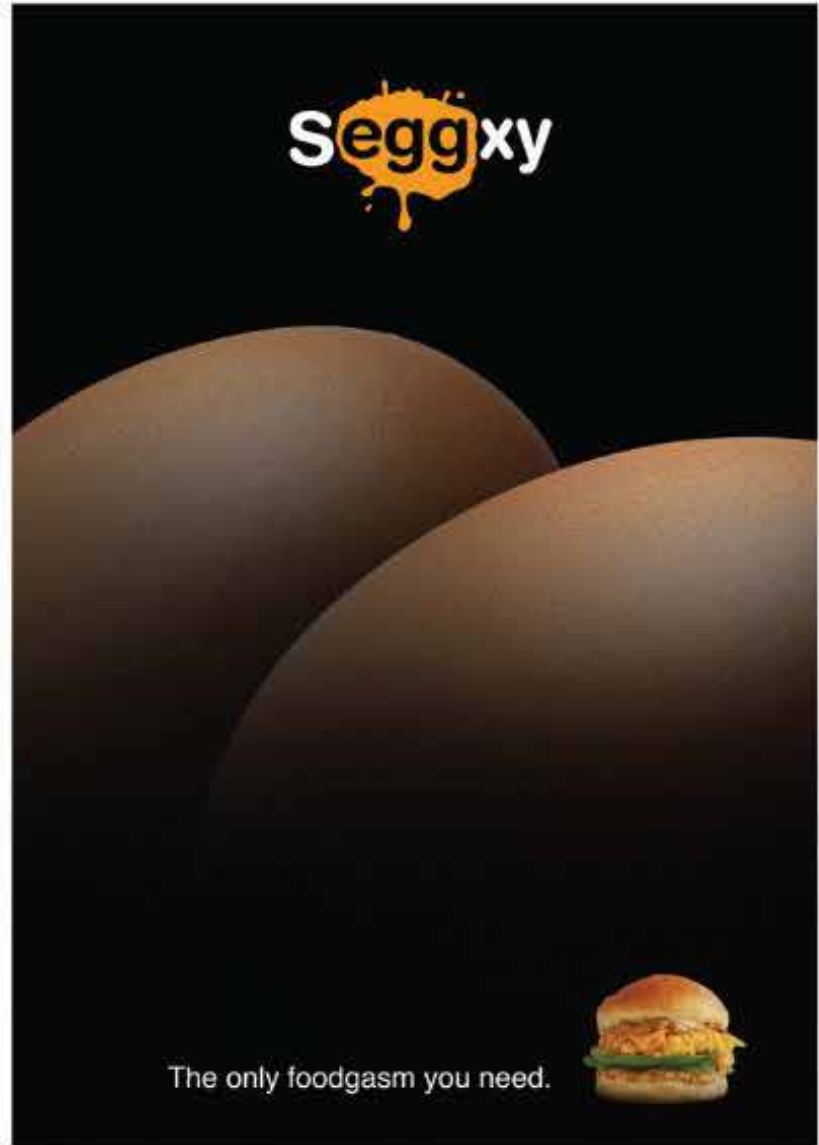
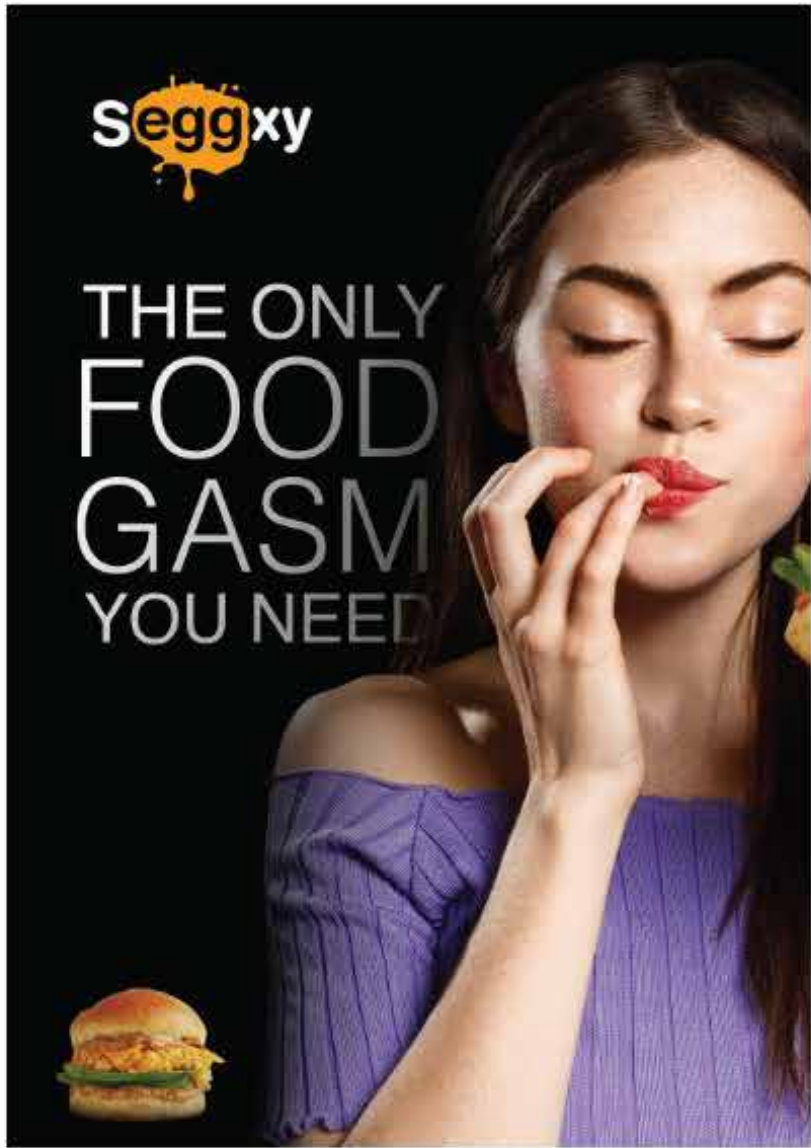
Careem talabat noon FOOD deliveroo

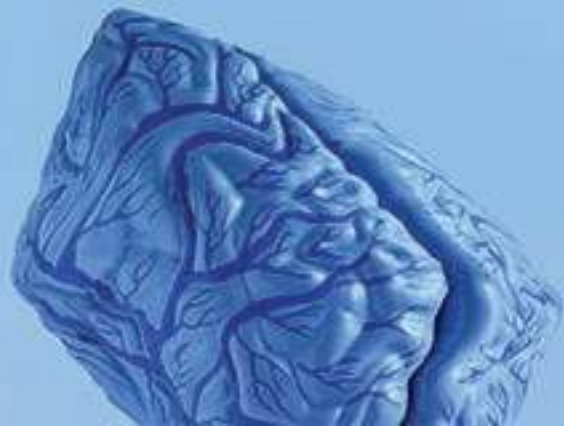
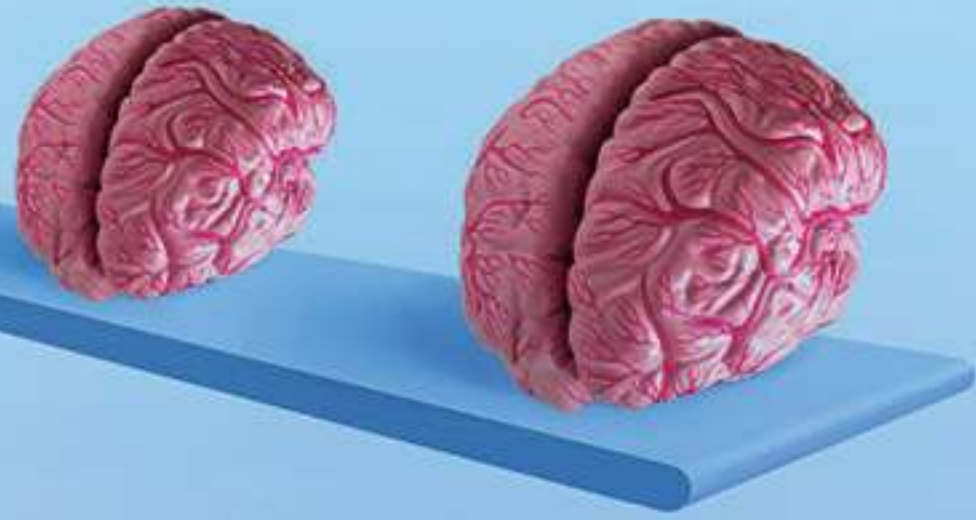
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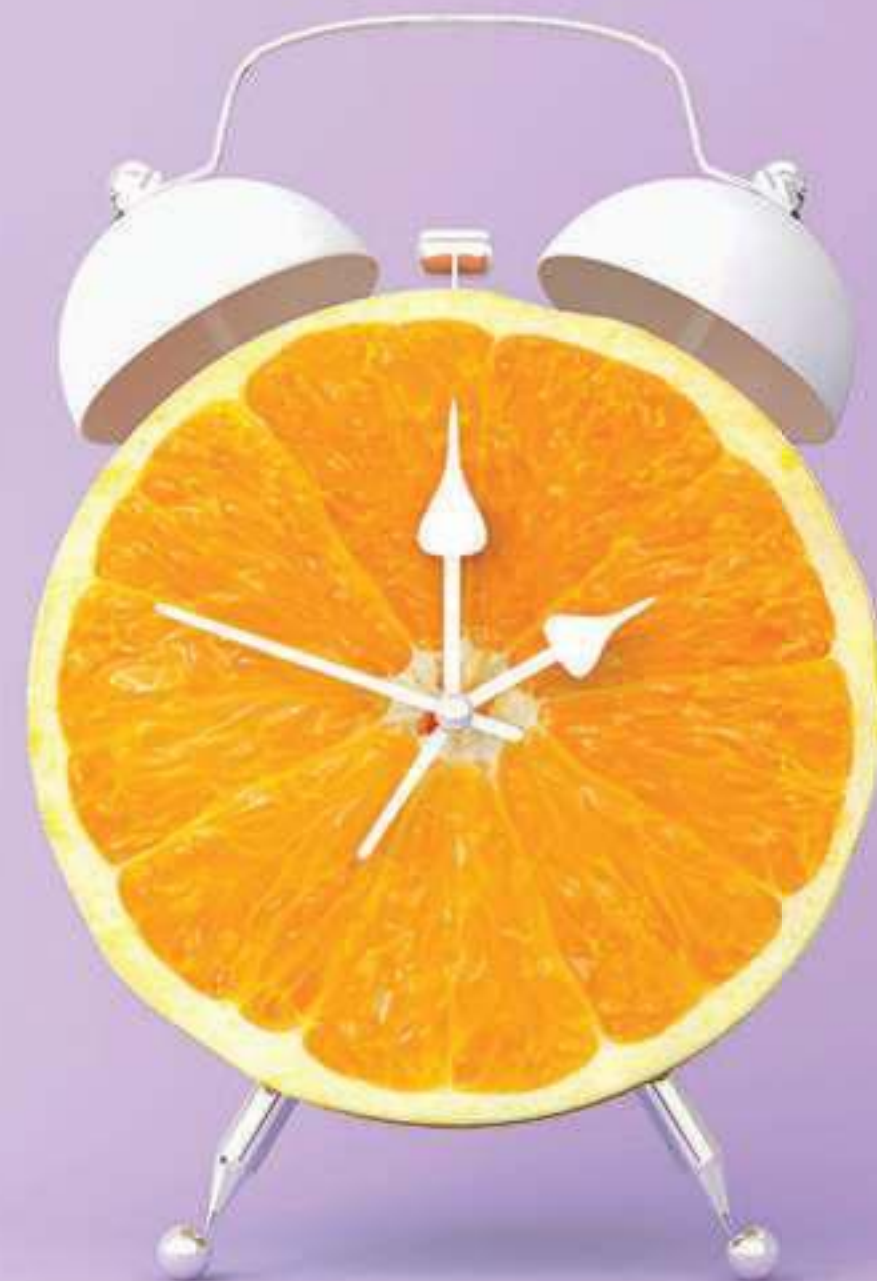
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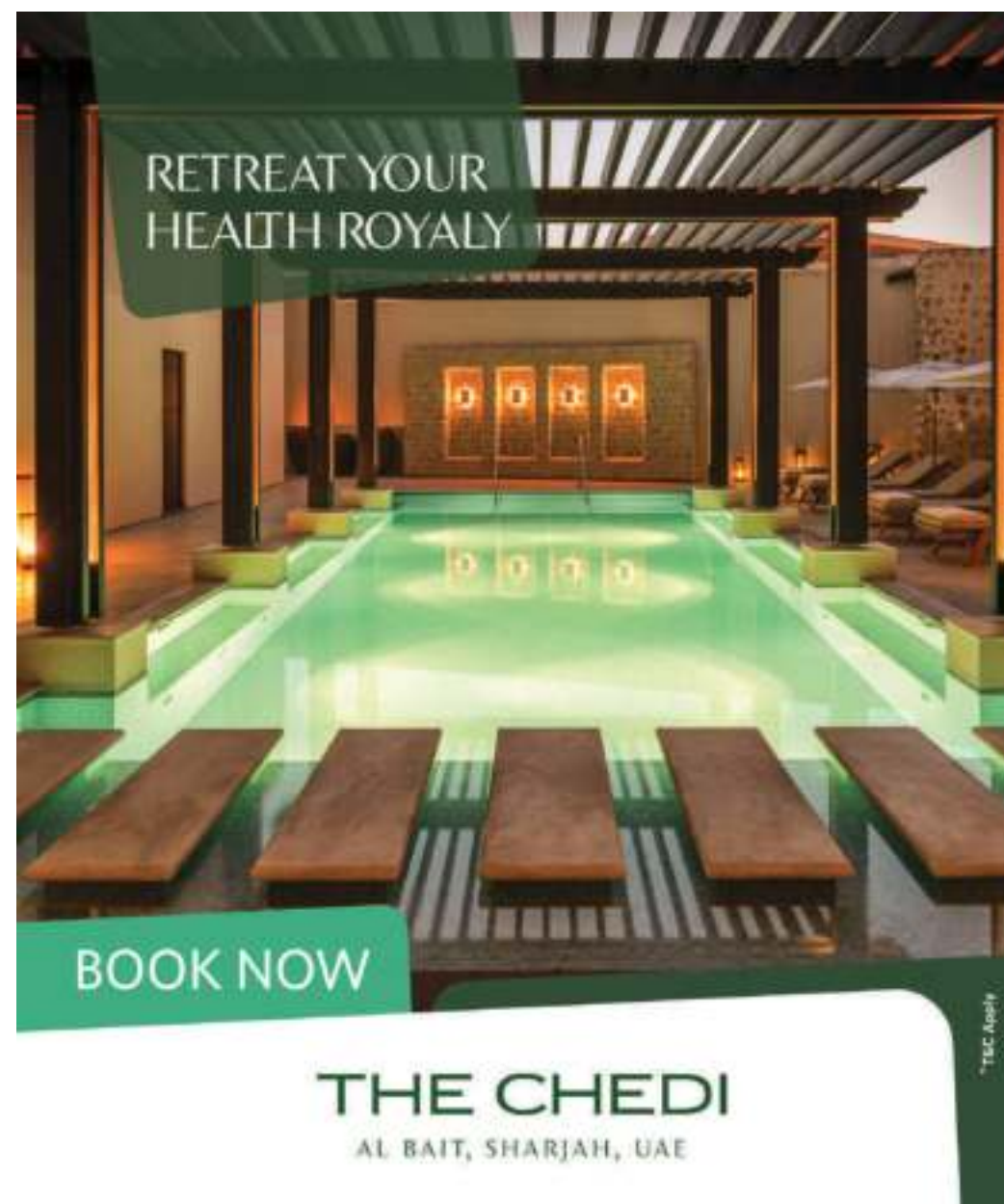


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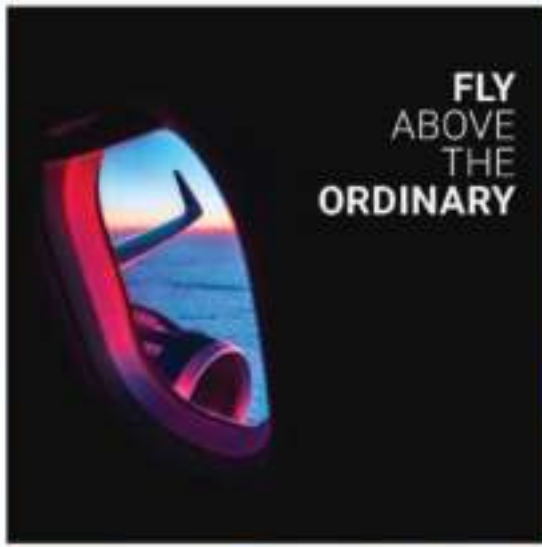
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today gives me a better
hope for tomorrow."

- *Anne Wilson Schaef American Author*



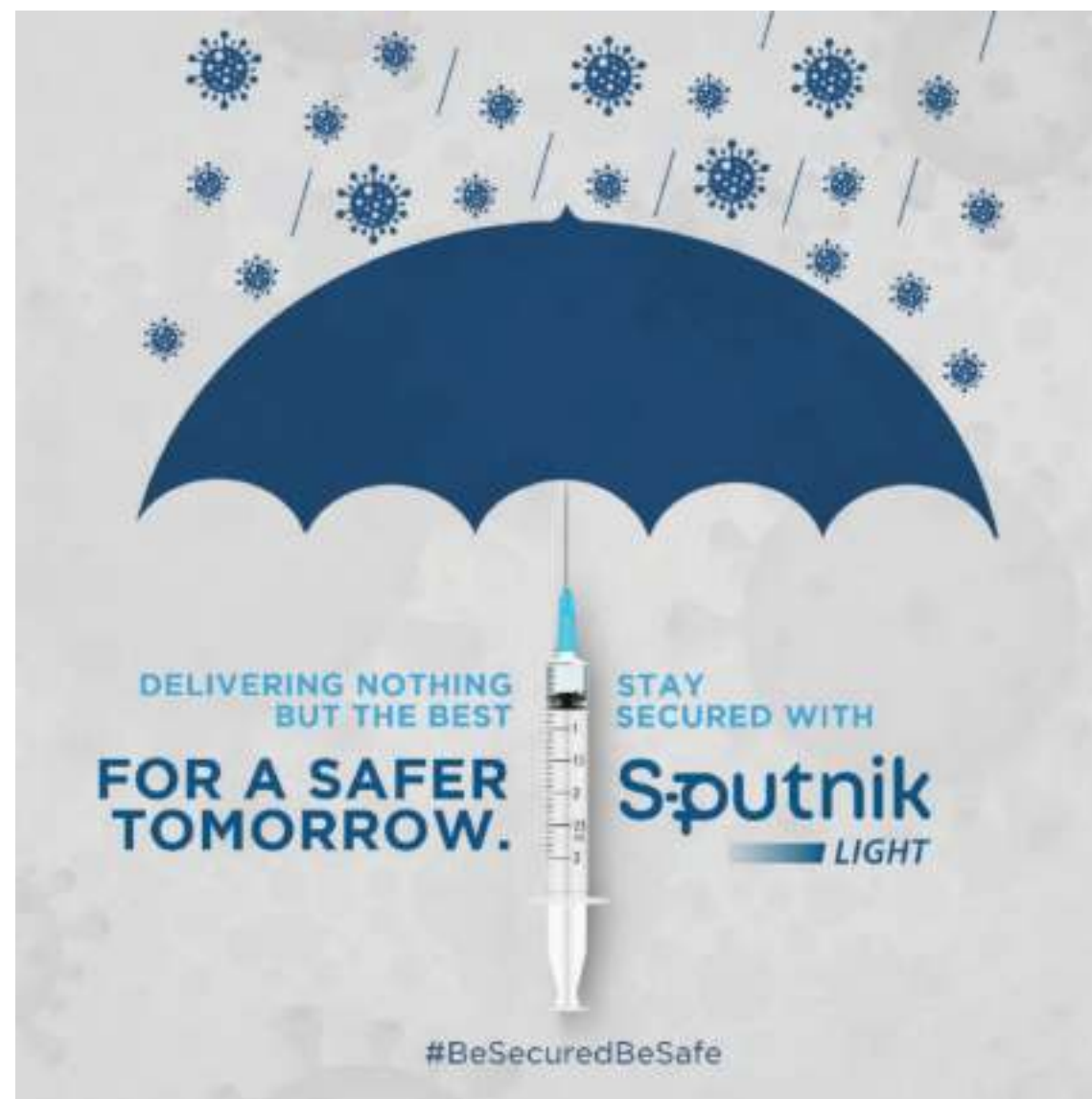
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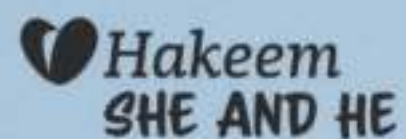


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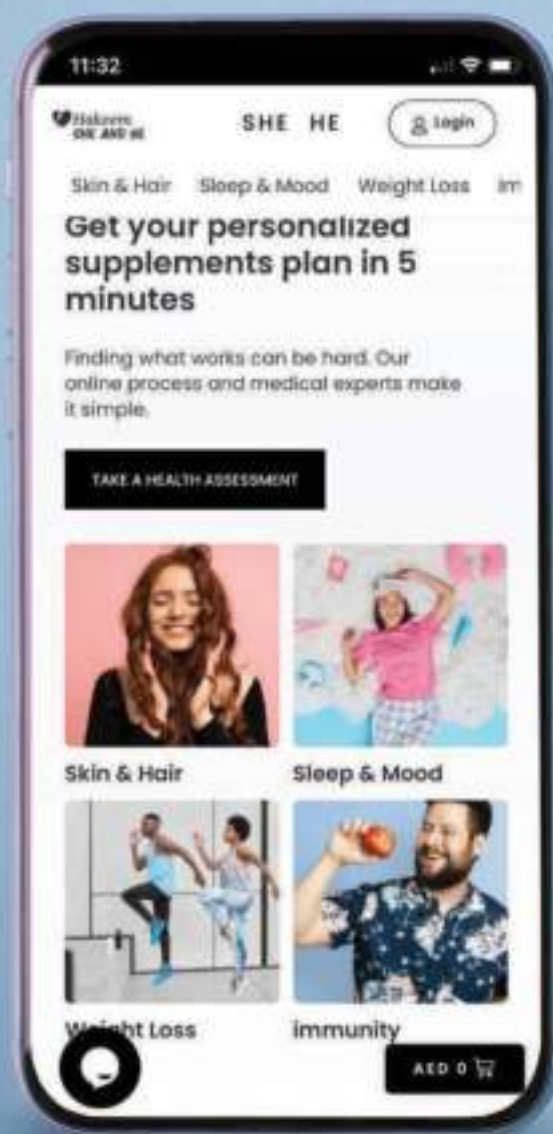
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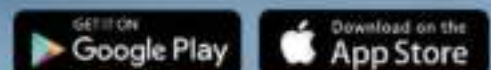
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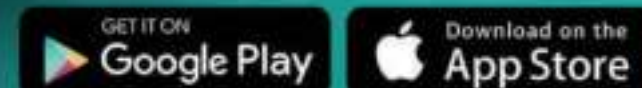
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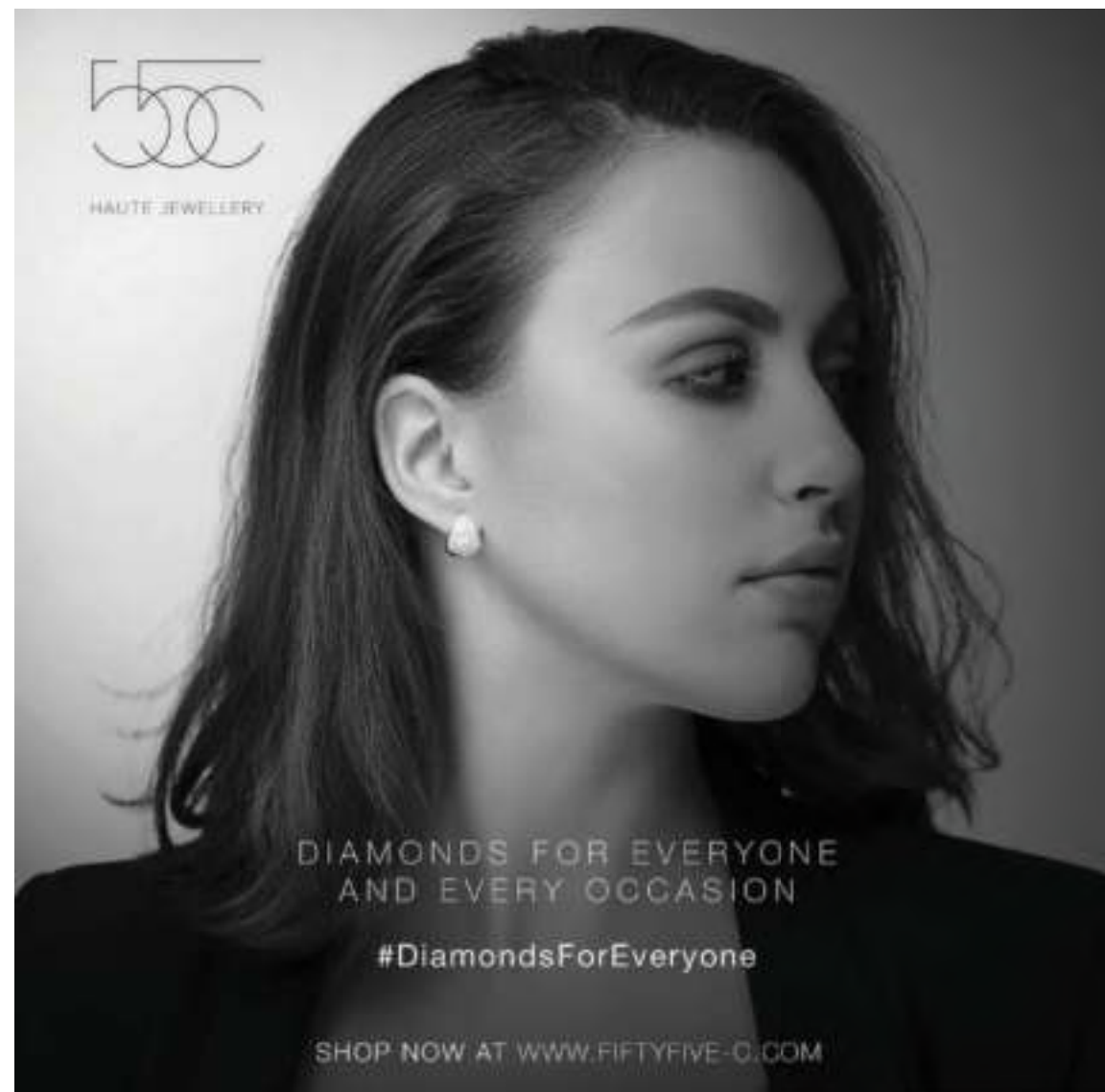
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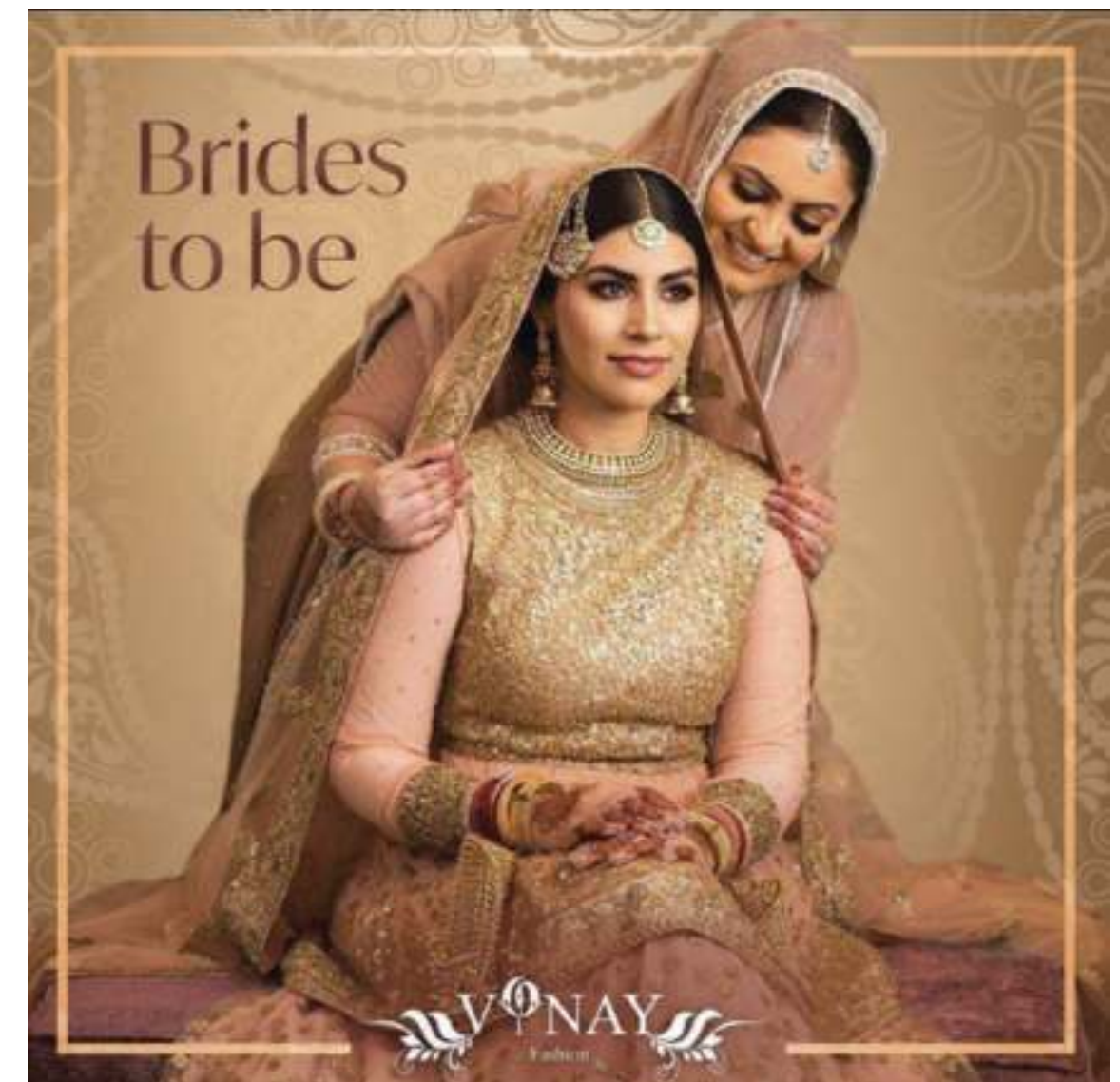
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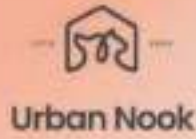


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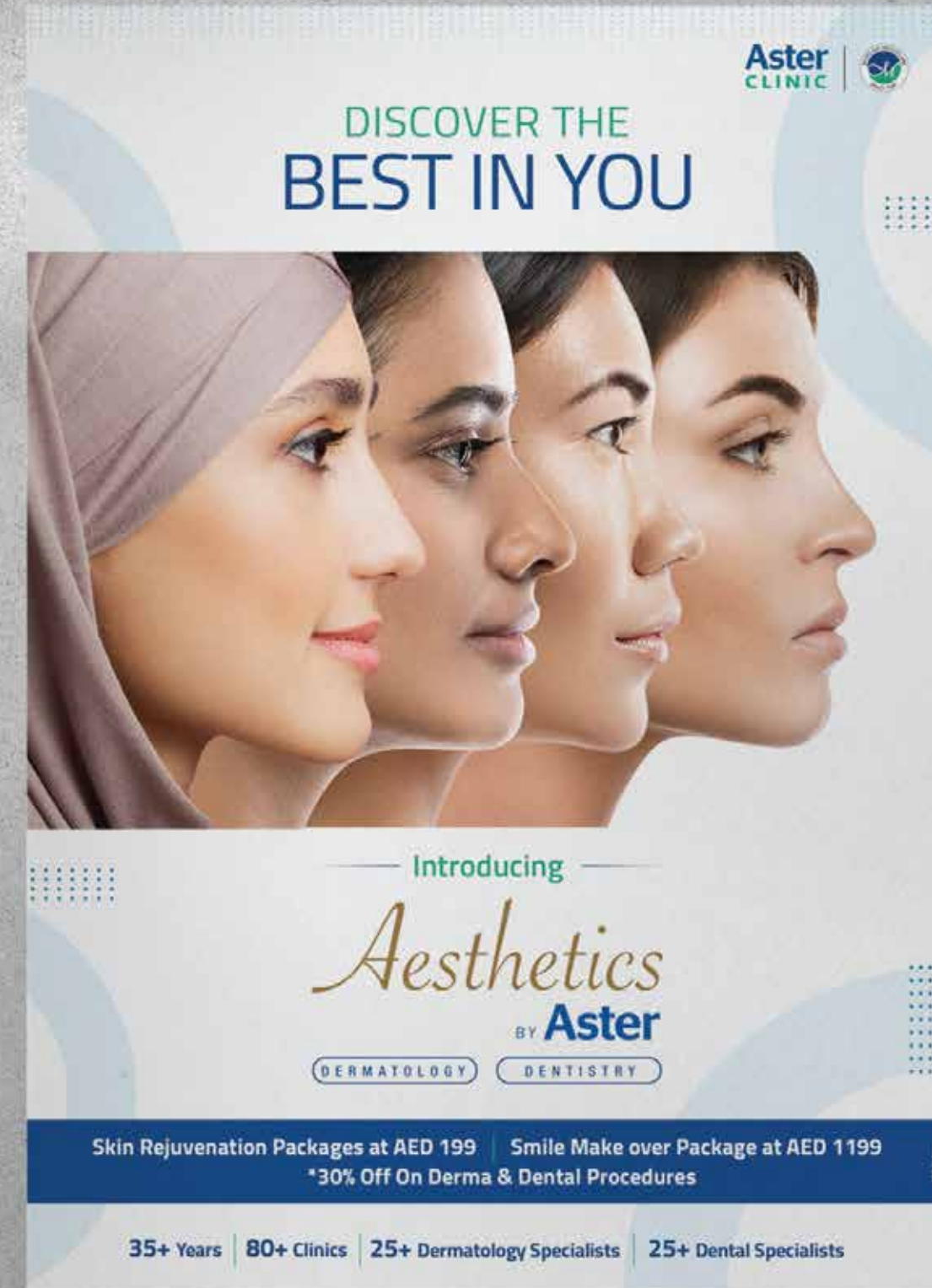
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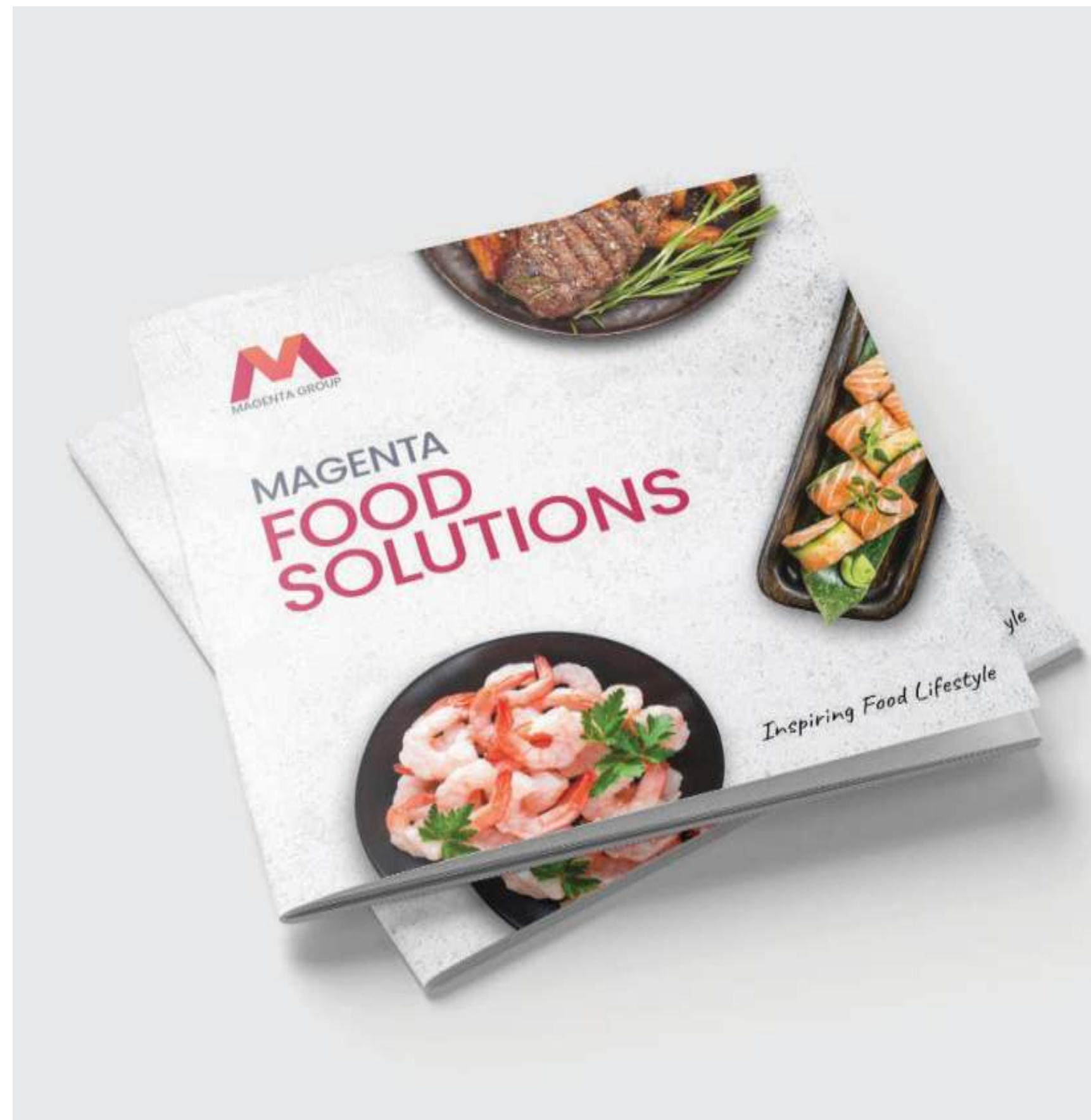
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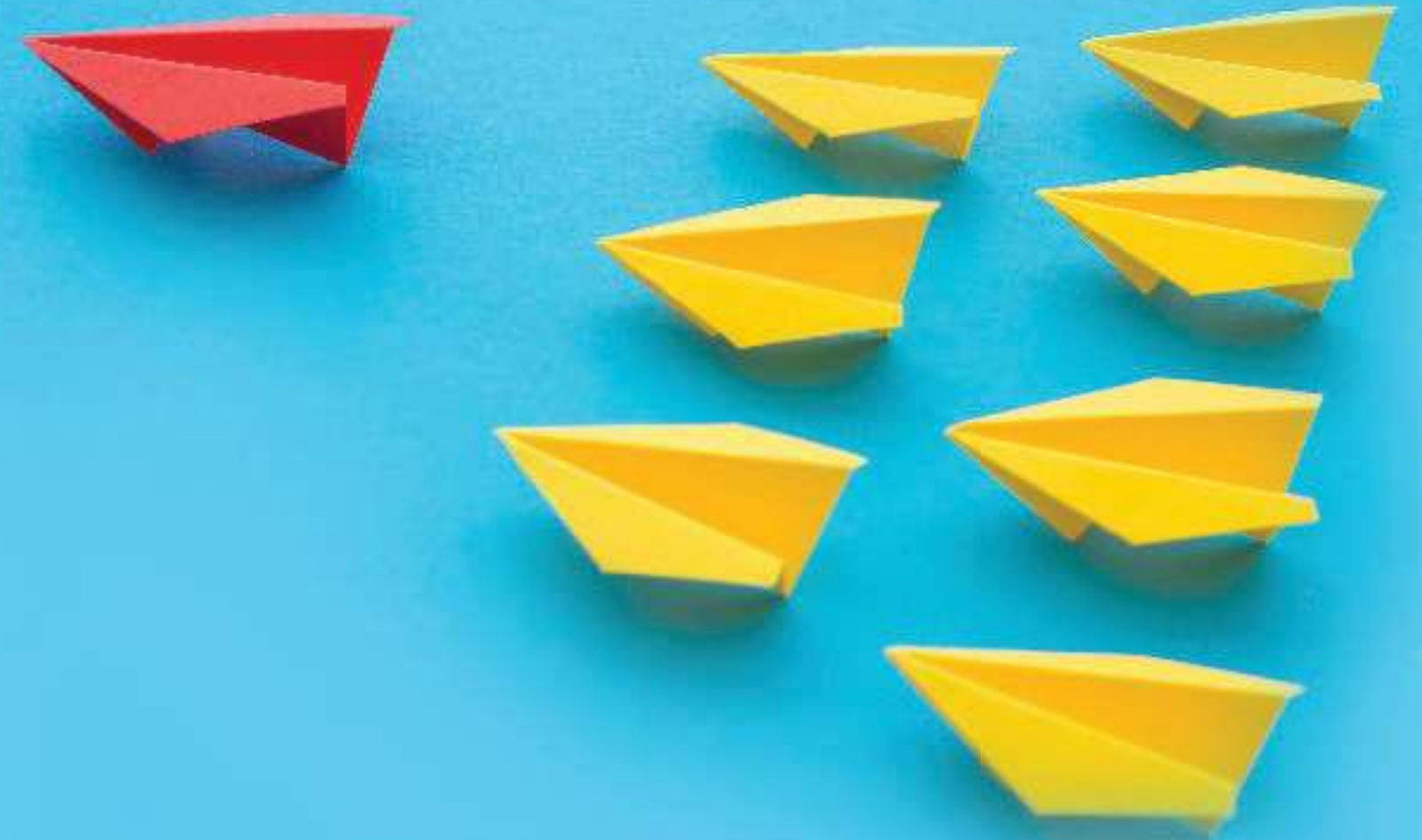
SCRIPT & CONTENT WRITING





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PHOTO & VIDEO SHOOT

Concept shoot

Food Photography

Video Shoot

Lights & Equipment

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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)





WEBSITE & APP DEVELOPMENT

Website Development

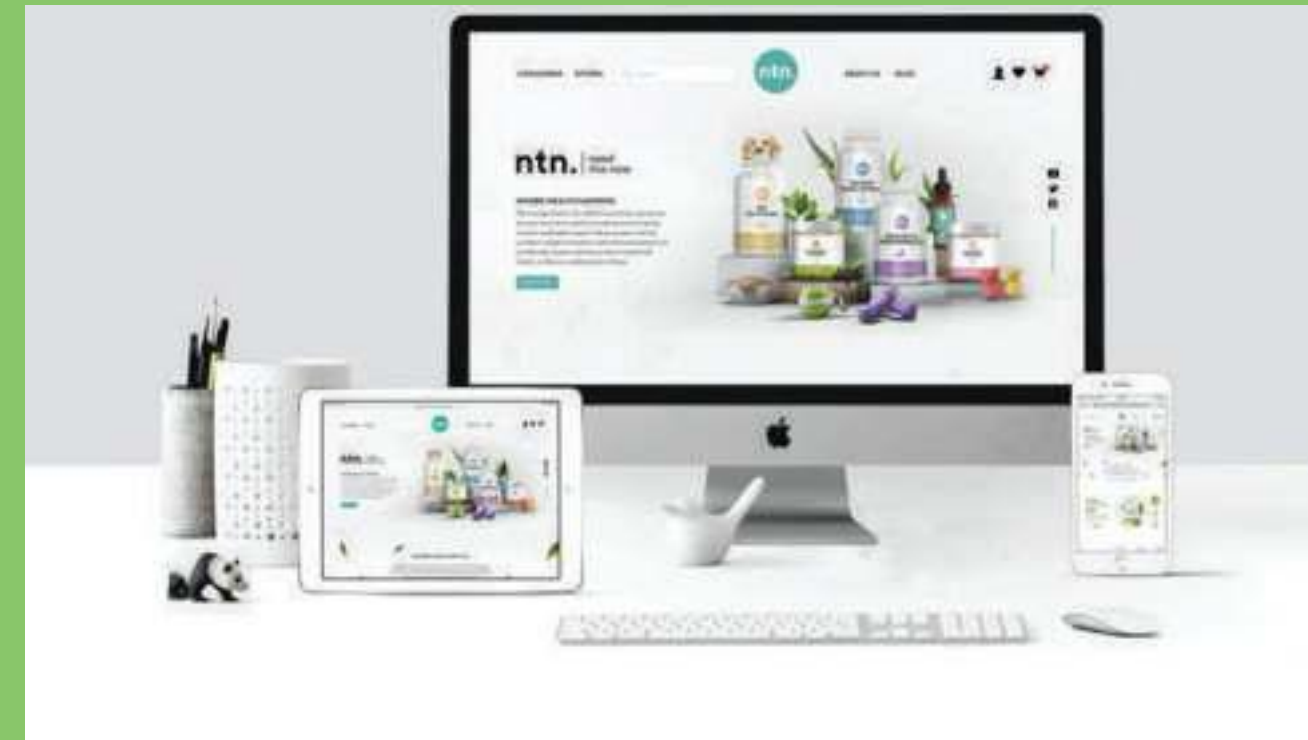
Landing Pages

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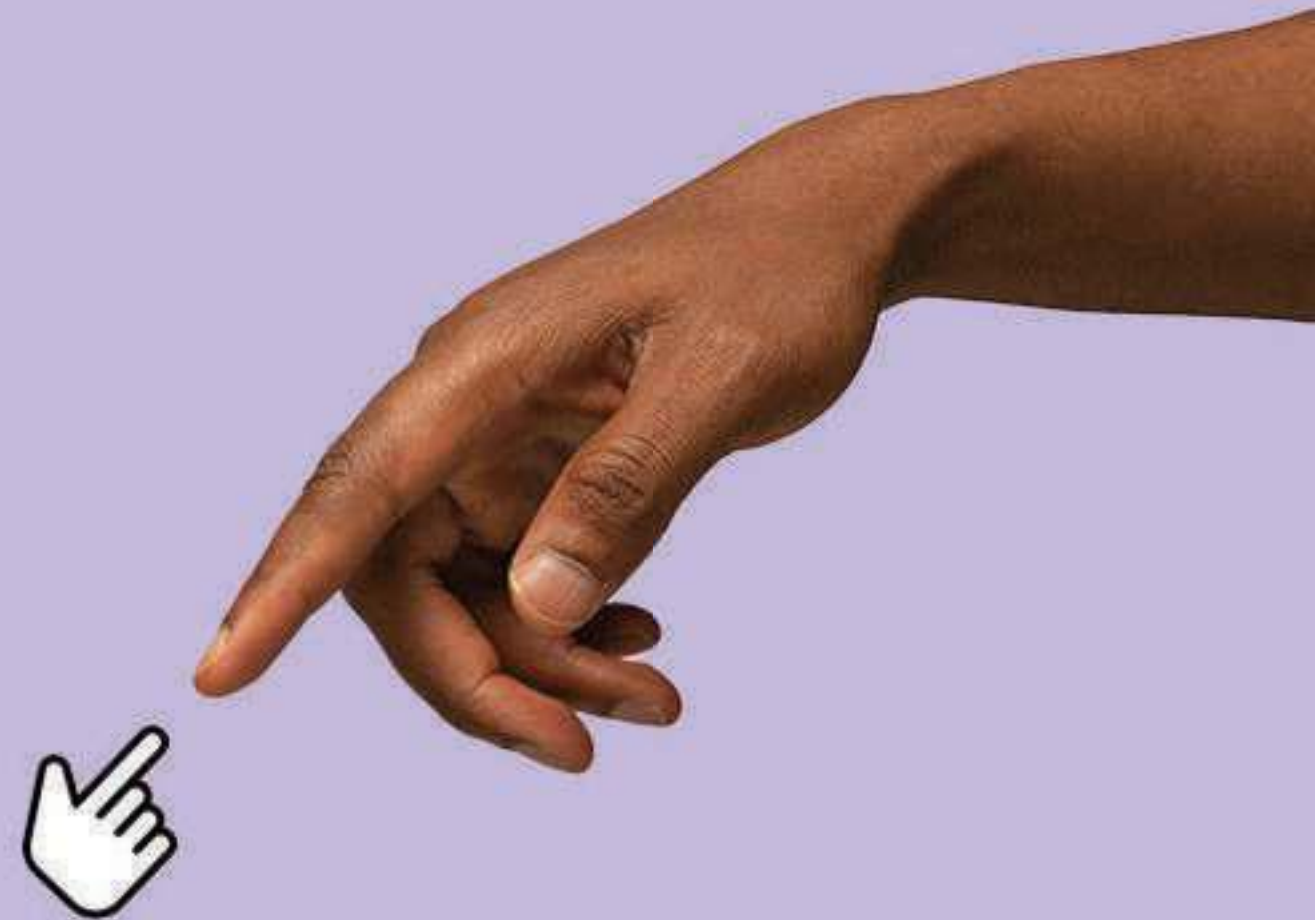
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