



PROMOCELL

INTEGRATED MARKETING AGENCY



PDXNOW



PROMOCELLEVENTS

Hello from Promocell.

A Glocal, Independent marketing agency focused on creating brand experiences offline & online driven by passion and rooted by integrity.

Enabling Fortune 500 companies and brands to stand out and achieve their business goals across MENA, South Africa & Turkey for **four decades**



Introducing our two (new) business units

In sync with the changing market landscape, our services have evolved from retail marketing to an integrated marketing agency. Introducing our two (new) dedicated business units offering digital first creative solutions and 360° event management.



PDXNOW
Digital First Agency



PROMOCELLEVENTS
360 Event Management Solutions

What we do?



PROMOCELL
INTEGRATED MARKETING AGENCY



**Retail
Marketing**



**Staffing
Solutions**



**Brand
Activations**



PDXNOW



**Branding &
Design**



**Performance
Marketing**



**Experiential
& Digital**



**Audio & Video
Content**



PROMOCELL
EVENTS



**Event
Management**



Exhibitions



**Corporate
Events**



**Design &
Production**

Explore All of Today's Marketing Possibilities With Promocell

Launch a new product, create an immersive & attractive store in-store experience, activate your brand, increase sales or enhance brand presence with Promocell marketing solutions



Marketing Strategy

Brand Activations

Product Launch

Store in Store

POSM & Display

Brand Experiential

In Store & Outdoor
Roadshow

Staffing Solutions

Fuel your staffing requirements with Promocell brand people who can cater to your business requirements and deliver the best customer experience at retail & beyond.



Payroll Management

Recruitment Services

Visual Merchandisers

Sales Promoters

Beauty Advisors &
Make Up Artists

Event Staffing

Talent & Skilled
Staffing Solutions



PROMOCELLEVENTS

End-to-end event management solution from event conceptualization and design to execution



Trade Shows and Exhibitions

Product Launches

Team Building
Activations

Corporate Events
and Summits



WATCH VIDEO



PDXNOW

Digital First Agency

A digital first creative powerhouse that creates a brand experience to help your brand connect with audiences both offline & online.



Branding & Creative Design

Brand Strategy

Integrated TTL & ATL Campaigns

UX/UI Design for apps & websites

Performance Marketing

Wide Network

Reach your target market with our network across the wider MENAT region.



UAE



Qatar



Saudi Arabia



Kuwait



Oman



Lebanon



Egypt



South Africa



Turkey



Bahrain

Featured Case Studies



Case Studies **Microsoft**

For the past 12 years, Promocell is proud of being associated with Microsoft as Trade Marketing Agency across MENA.



Trade Marketing Agency
Since 2011

Product Launch - GCC:
Microsoft Windows 11,
Xbox Series X , M365,

Design & Production of
Creatives for Digital & Instore

Event Management

Trade Fairs & Exhibitions

Payroll Management

Staffing Solutions

POSM Design & Production

Social Media Marketing

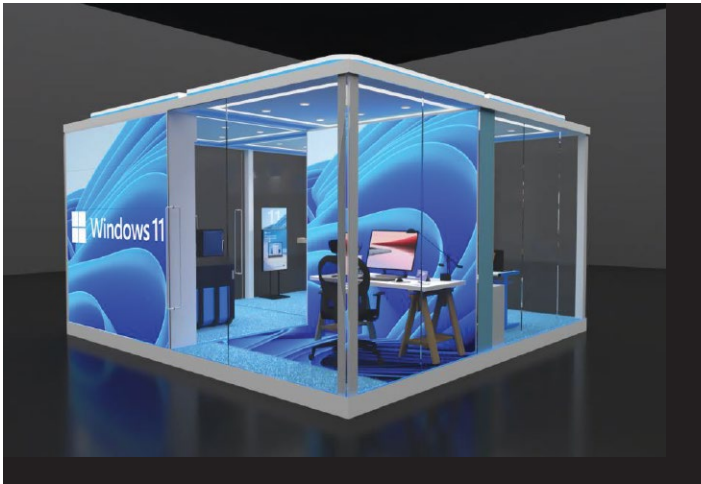


Case Studies Microsoft Windows 11 Launch



Concept

Windows OS 11 is the flagship product of Microsoft. The GCC wide launch was entrusted to Promocell. We designed and produced this experiential across 3 different locations.



Execution

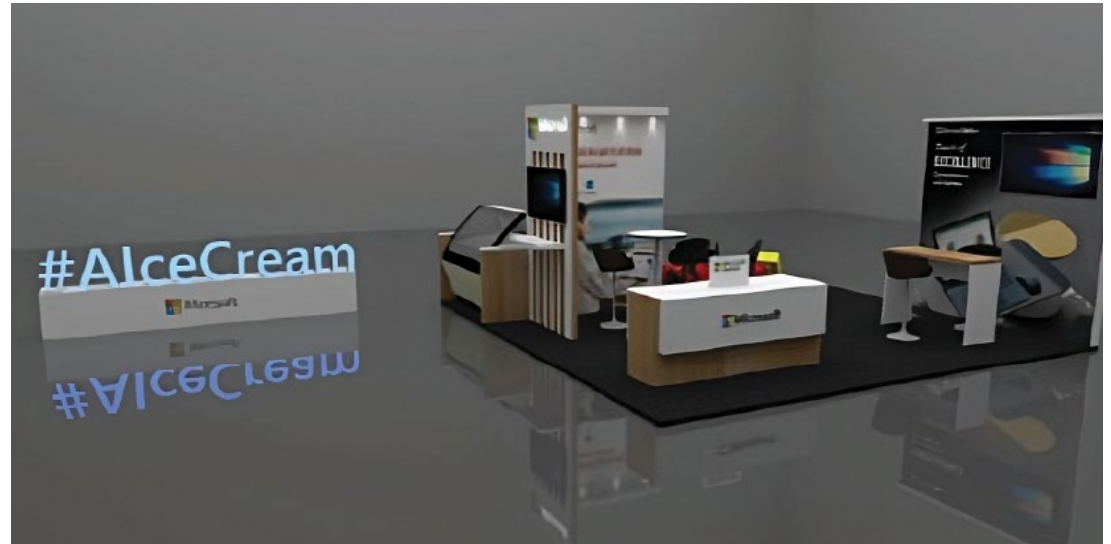


Case Studies Microsoft WETEX



Brief & Concept

Creating a brand experience for Microsoft with an unique theme at WETEX a leading corporate exhibition in UAE .



Execution



Case Studies **Staffing Solutions Asics**

Promocell recruited, trained and deployed brand ambassadors at Sun & Sand Sports as well as other sporting goods stores in UAE, KSA, Bahrain and Kuwait.

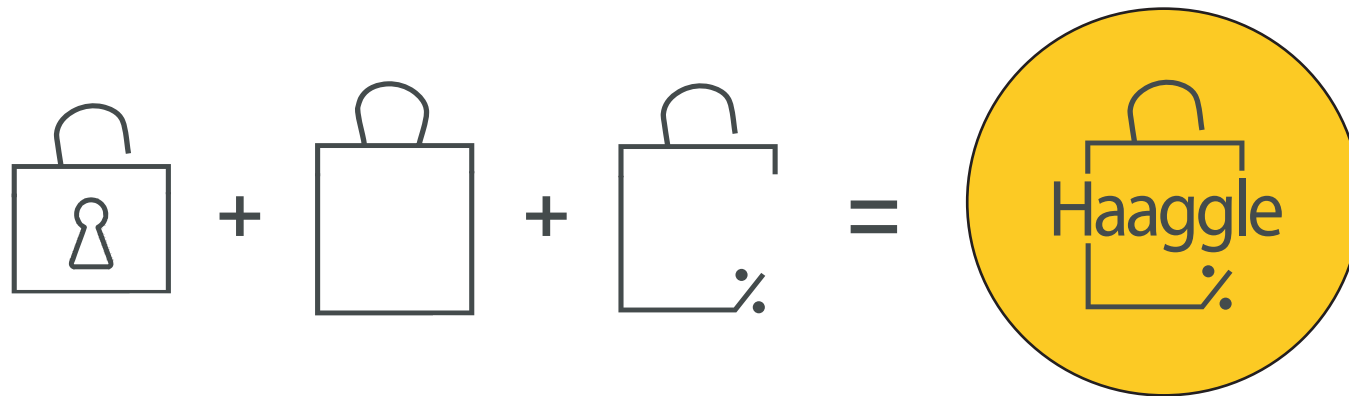


Case Studies **Staffing Solutions** NYX

Promocell has been providing NYX with fulltime and temporary beauty advisors since 2017 in various lifestyle stores across UAE.



Haaggle is the first private digital sales event platform in the region. They approached us with just a name and a wishlist. PDX team got to the task and built a complete brand identity for print, digital along with the website UI.



**A simplistic logo centered around the brand USP -
Unlock Exclusive Discounts.**



Text Field

Q Search

Success Validation

Error Validation

Select Box

Primary Alert Style

Success Alert Style

Error Alert Style

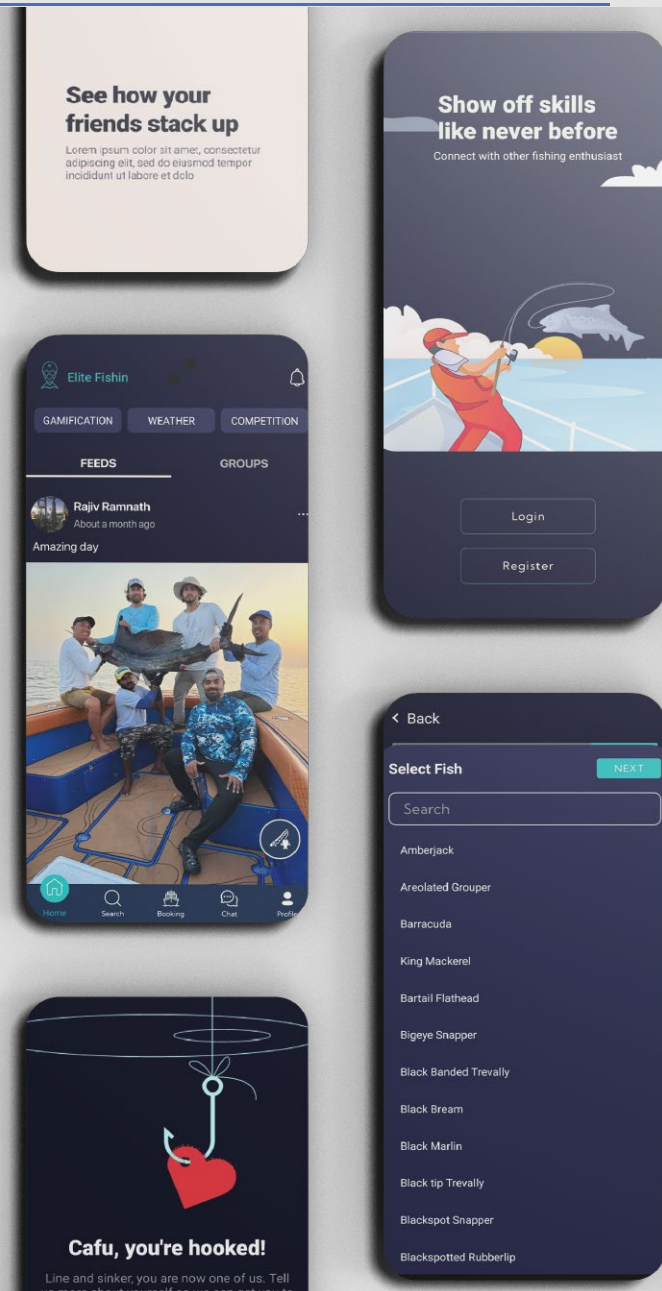
Text area



We created digital & print assets for Haaggle IP Online Sale Events with clear strategy and visual to attract various target segments.



PDX created the logo & a full brand identity along with the UX/UI design for the Elite Fishin' App - the first regional social app for Anglers in the Middle East.



Making the brand experience

Creating offline & online collaterals to launch the brand in GCC.



#NANDOSCOMBOS

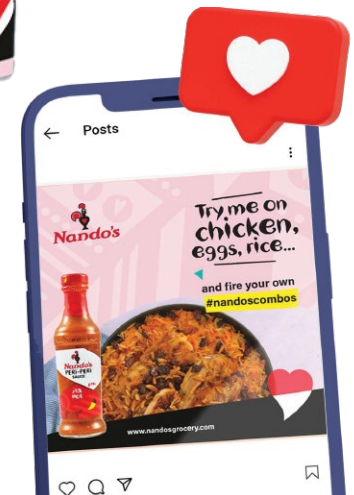
Putting ingredients together for the first ever integrated campaign for Nando's Grocery Middle East with a clear cut strategy, bold designs and a marketing campaign to drive brand awareness



Color Palette

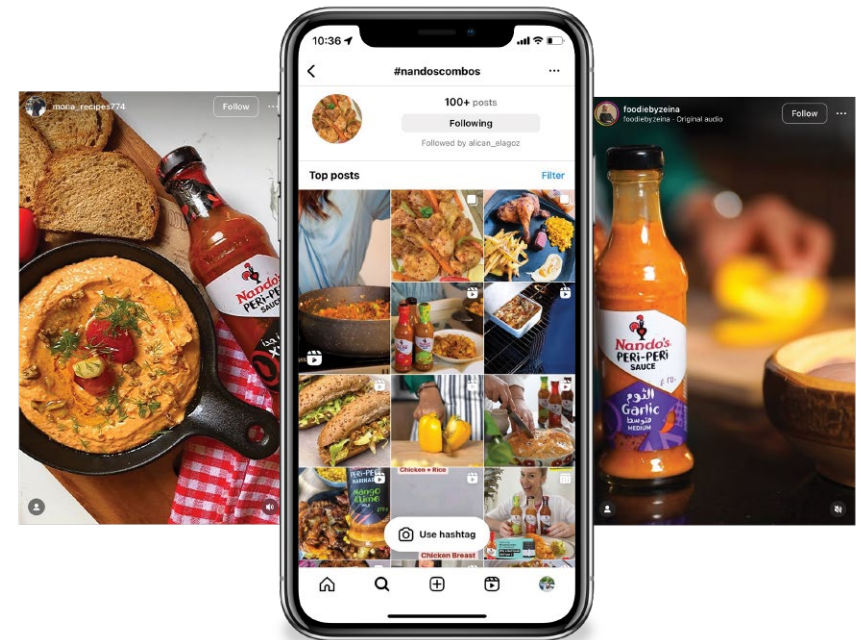
| | |
|--|---|
| PANTONE® PROCESS BLACK C C0 M0 Y0 K100 R0 G0 B0 | PANTONE® 1797 C PANTONE® 485 U C2 M100 Y85 K11 R206 G10 B36 |
| PANTONE® 706 C PANTONE® 706 U C0 M25 Y10 K0 R250 G21 | PANTONE® 170 C PANTONE® 170 U C0 M55 Y45 K0 R240 G130 B115 |
| PANTONE® 708 C PANTONE® 708 U C0 M55 Y20 K0 R240 G145 B170 | PANTONE® 178 C PANTONE® 1788 U C0 M75 Y40 K0 R235 G82 B80 |
| PANTONE® PROCESS MAGENTA C PANTONE® PROCESS MAGENTA U C0 M100 Y0 K0 R230 G0 B125 | PANTONE® 704 C PANTONE® 704 U C10 M100 Y75 K30 R145 G20 B40 |

Pattern



Nando's Grocery wanted to tackle low brand awareness at retail. We got to work, did our research and created a new campaign to educate the target audience about the product and it's usage with a cultural context.

#nandoscombos made waves on Instagram targeting audience in KSA & UAE.

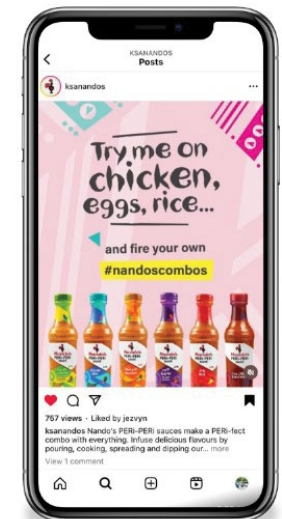


3X Reach

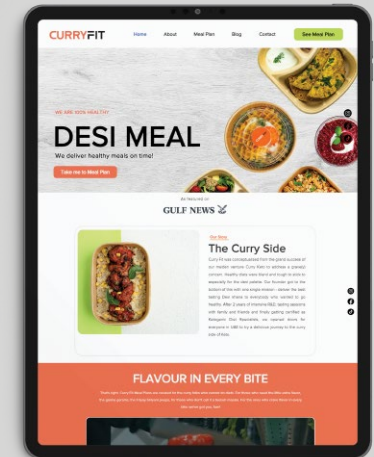
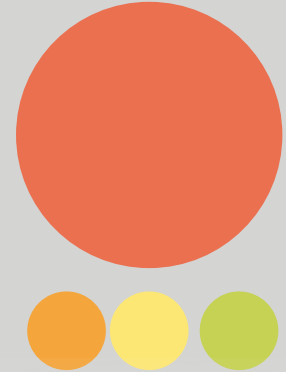
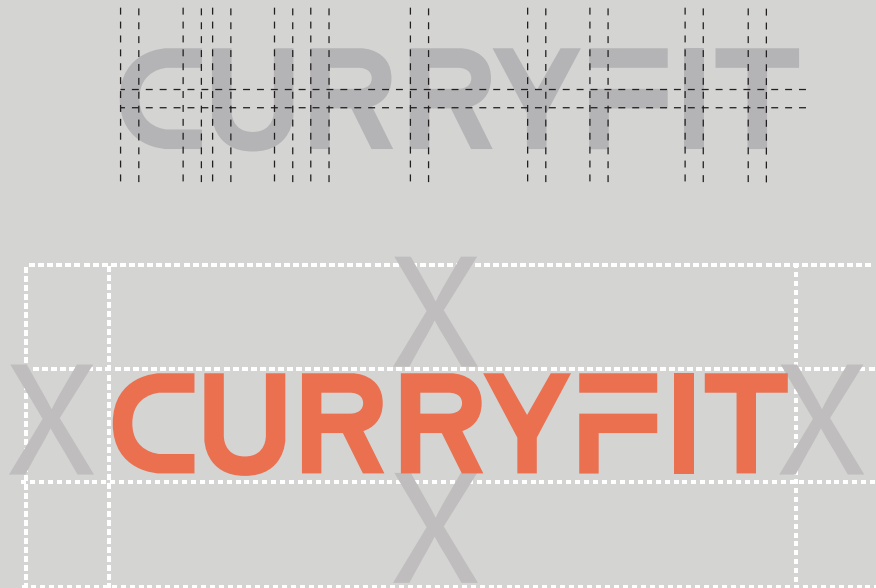
After PDX took over the official channels with #Nando'sCombos during the Launch Month

4M+ Views

on branded content with localised recipes and 1.5 Million Unique Reach with Paid Performance Content



Curry Fit needed a simple yet bold brand identity that reflected their flavor filled approach to good health.



THE BRAND

Introducing Curry Fit - your go-to meal plan company for healthy Indian flavors inspired meals! Our diverse range of meal plans cater to different dietary needs including ketogenic meals, macro balanced calorie deficit meals, meals for new mothers, and meals for gym enthusiasts. At Curry Fit, we are committed to delivering delicious and nutritious meals right to your doorstep, while supporting your health and fitness goals. Join us in our mission to promote healthy eating, and indulge in the flavors of India with Curry Fit!

CORE VALUES



THE TONE OF VOICE

CONSIDERATE

Sustainable Practices in Packaging, Subtlety in emotions. Understanding the customers, we want to help. Curryfit is considerate about human emotions and the world we live in.

BOLD

Our brand will be bold in our approach towards customers and look to embolden them. Confident and firm. No ifs, could change and maybe.

REALISTIC

Our brand celebrates realistic goals, real experiences and real people. We understand cravings, we know how hard weight loss is. Editorial style guide cue - real pictures, no six pack or ethereal backgrounds.

FRIENDLY

Positive, affable and respectfully friendly. We're not hilarious, but we should be funny and playful. Our sense of humor is not dark, edgy, sarcastic, "blue" or mean-spirited.



Armed with a full brand identity, Curry Fit approached us to curate & manage the launch event. We took care of production, staffing, decor, event coverage and PR.





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