

MEET CONSULUM, AMPLIFIED.

A FULLY INTEGRATED GOVERNMENT ADVISORY AND
CREATIVE CONSULTANCY REIMAGINING HOW GOVERNMENTS, LEADERS, AND INSTITUTIONS
COMMUNICATE AND EXPAND THEIR INFLUENCE.

CREATIVE CREDENTIALS

JANUARY, 2025



**WE KNOW
SAUDI**

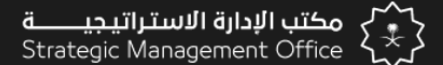


**WE KNOW
GOVERNMENTS**



**WE KNOW HOW TO
MOVE AUDIENCES**

WE HAVE WORKED AT THE CENTRE OF VISION 2030 FOR EIGHT YEARS, WITH A UNIQUE TRACK RECORD OF SUPPORTING CLIENTS AT EVERY LEVEL OF THE SAUDI ARABIAN GOVERNMENT.



WE ARE NOW PART OF THE STAGWELL GROUP, ONE OF THE WORLD'S FASTEST-GROWING MARKETING GROUPS.



LEADING AN UNMATCH GROUP OF AWARD-WINNING AGENCIES CAPABLE OF DELIVERING
LOCALLY, WITH WORLD-CLASS STANDARDS.

LEAD AGENCY



CONSULUM

GOVERNMENT ADVISORY

GOVERNMENT ADVISORY WITH
UNMATCHED SAUDI EXPERTISE

SUPPORT NETWORK

**forsman &
bodenfors**

LEADERS IN CREATIVE AND
BRANDING; PRODUCERS OF
PREMIUM ORIGINAL CONTENT

CODE AND THEORY

LEADING TECHNOLOGY
AND DESIGN AGENCY

+ASSEMBLY

LEADERS IN GLOBAL OMNICHANNEL
PAID MEDIA SOLUTIONS

BUSINESS INTELLIGENCE

Allison

LEADING TECHNOLOGY AND
DESIGN AGENCY

fifty.

ONE OF THE WORLDS MOST
ADVANCED AI AND DATA COMPANIES



LEADERS IN QUANTITATIVE AND
QUALITATIVE RESEARCH

SUCCESSFULLY DELIVERING FULLY INTEGRATED SOLUTIONS FOR THE MOST INFLUENTIAL GOVERNMENT BRANDS AND INSTITUTIONS IN THE REGION.

INTEGRATED CAMPAIGNS



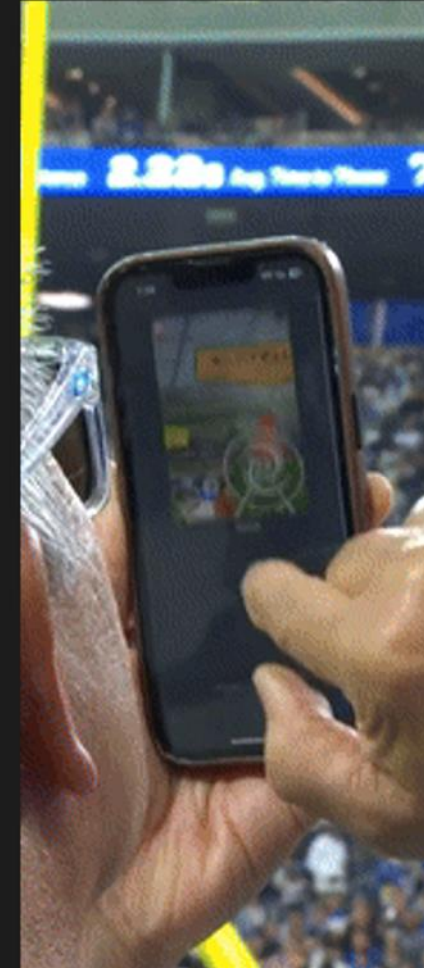
CONTENT PRODUCTION



BRANDING




EXPERIENTIAL



PAID MEDIA





CAMPAIGN CREATION

CASE STUDY

A BOOK YOU CAN WEAR.

We produced and launched the inaugural State of Fashion Report for the Fashion Commission of Saudi Arabia, helping to generate foreign investment, forge new partnerships, and increase visibility for the Saudi fashion sector.



CLICK TO PLAY VIDEO

هيئة الأزياء
Fashion Commission

THE STATE OF FASHION IN THE KINGDOM OF SAUDI ARABIA

600+ Million impressions

70+ Outlets



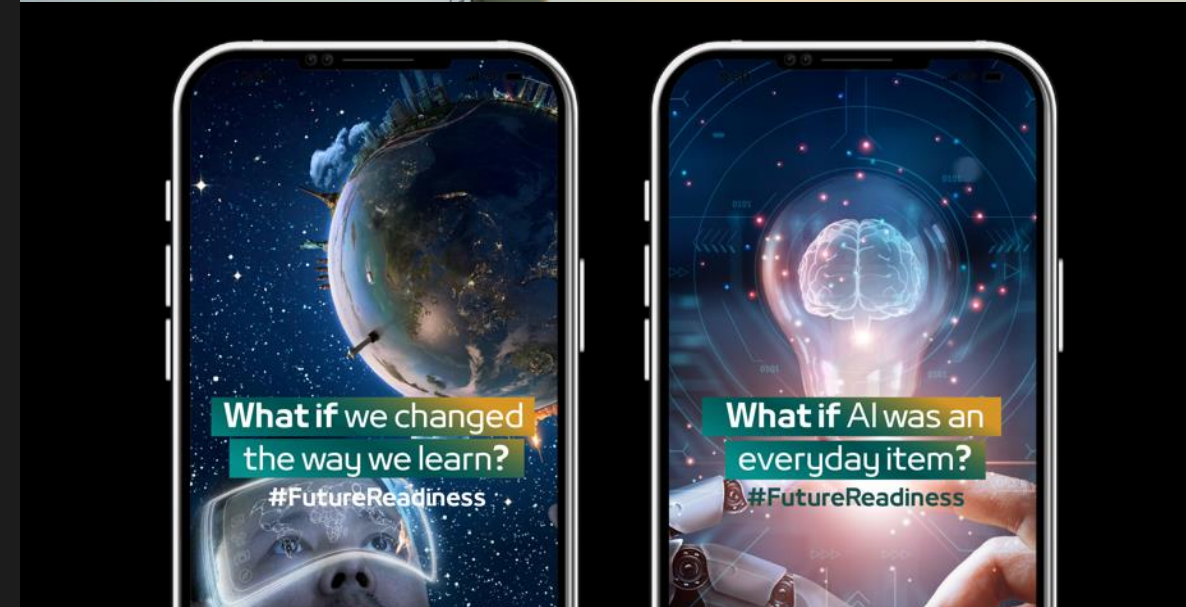
CASE STUDY

HUMAN CAPABILITY INITIATIVE - HCI

The Human Capability Initiative (HCI) is the only global cooperative platform designed to unify international efforts and enrich the global dialogue on the challenges and opportunities for developing human capabilities. We helped the HCI create a content strategy with applied visual direction and developed content across video, animation and static outputs.



CLICK TO PLAY VIDEO



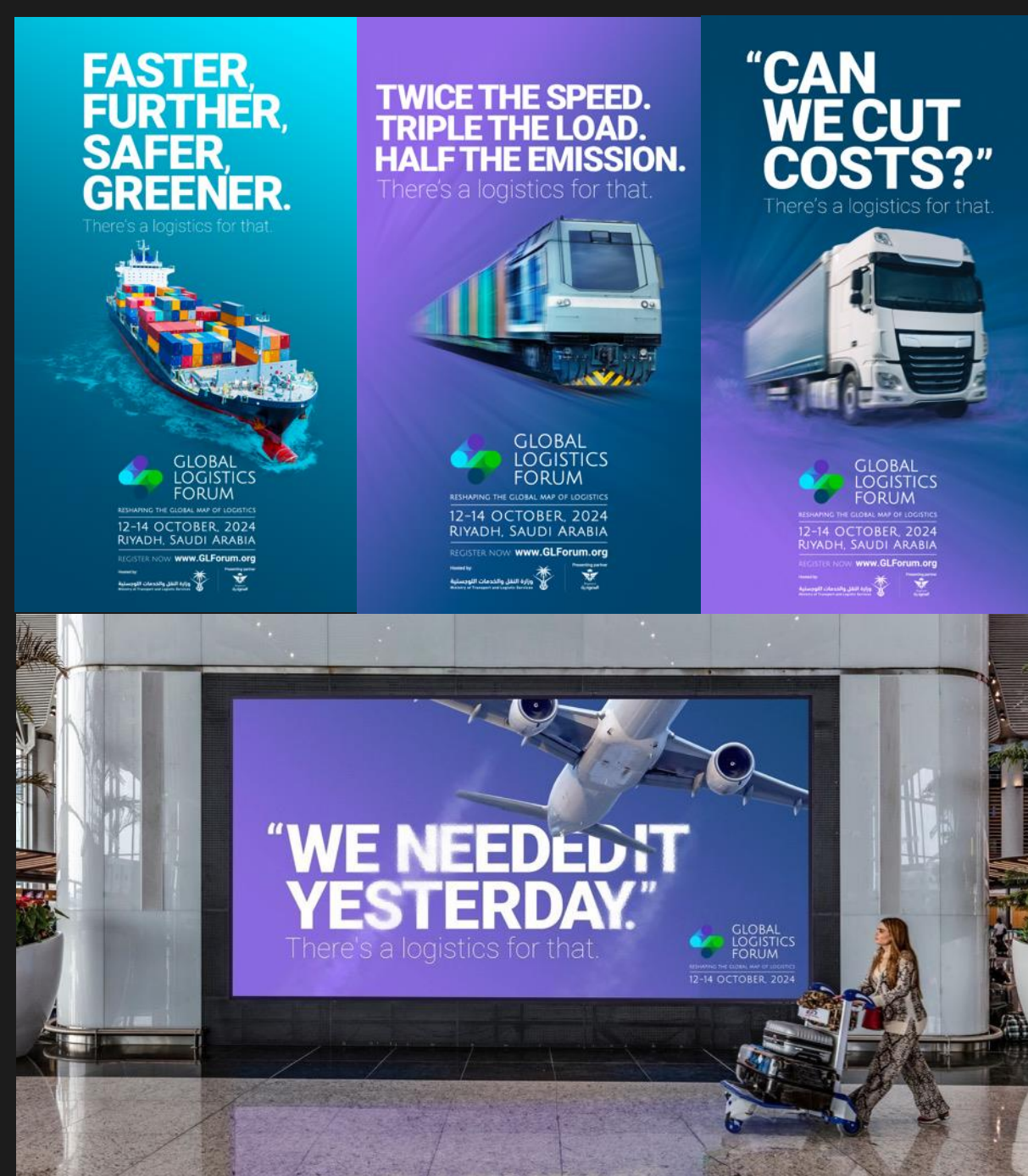
CASE STUDY

GLOBAL LOGISTICS FORUM

The 21st century needed next-generation logistics. The Saudi Arabian Ministry of Transport and Logistic Services responded to this by launching The Global Logistics Forum (GLF). This industry-defining event required a 360-integrated campaign that promised just that. The campaign had an evolving message that positioned the entire industry in a new light, followed by how GLF counters its challenges.



CLICK TO PLAY VIDEO



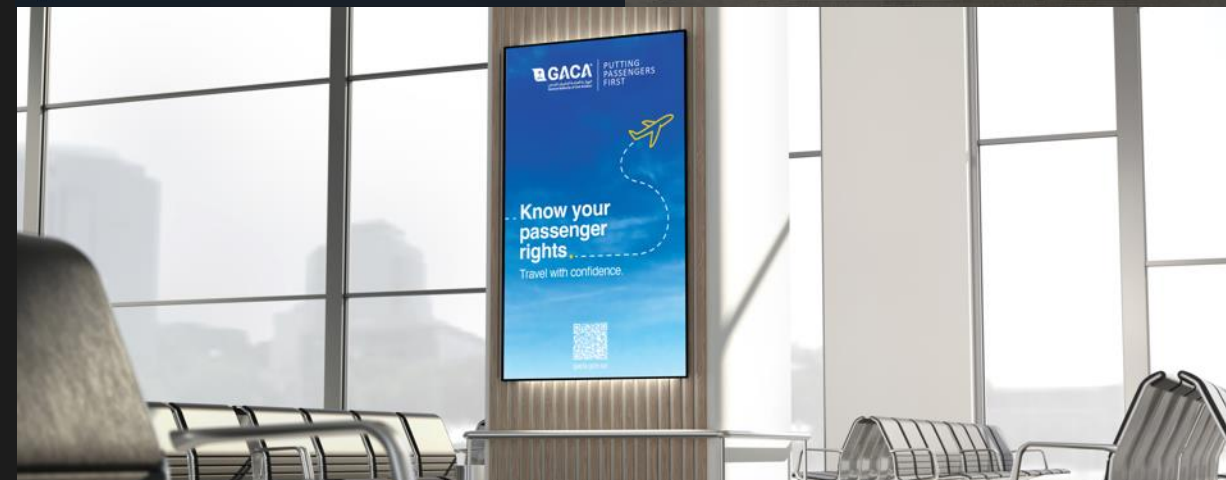
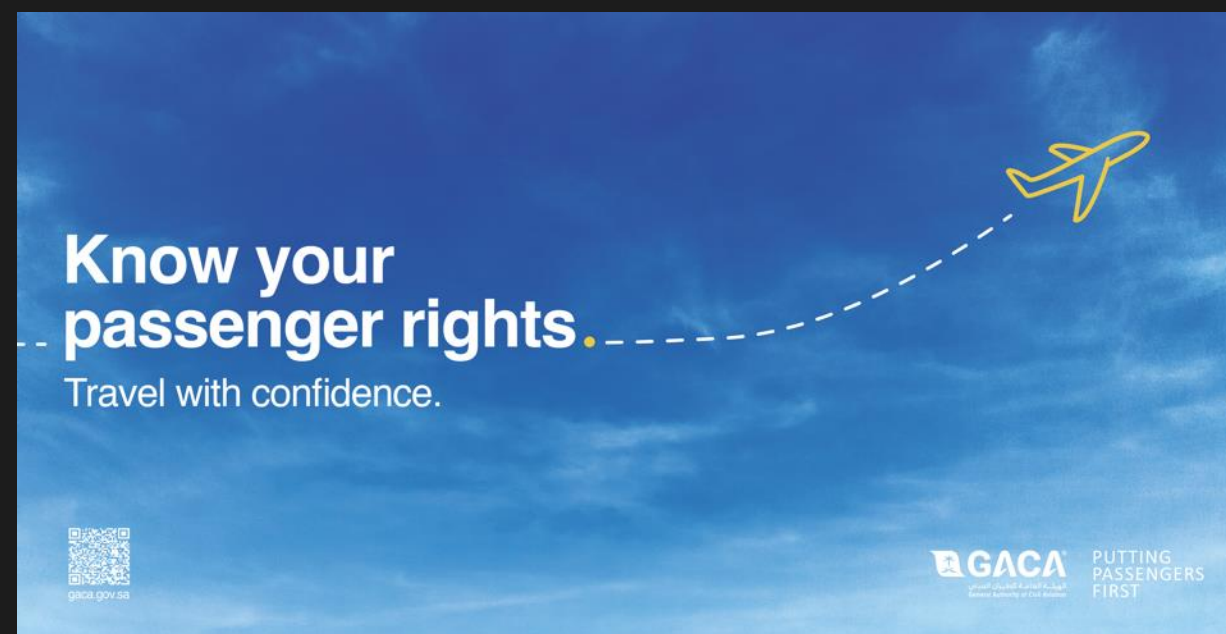
CASE STUDY

GACA PASSENGER RIGHTS

Saudi Arabia aims to triple air passenger numbers to 330 million by 2030, connecting to over 250 destinations. To support this, GACA launched an educational campaign about new regulations designed to improve the travel experience. The campaign used creative strategies to effectively communicate the message.



CLICK TO PLAY VIDEO



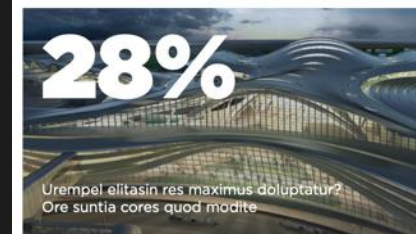
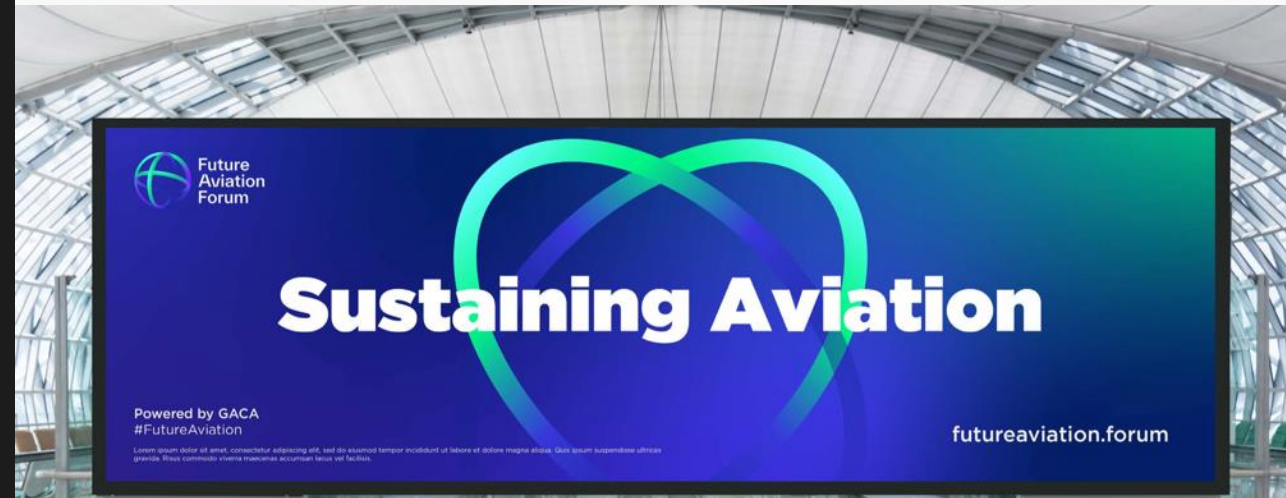
CASE STUDY

RETHINKING AVIATION

The Future Aviation Forum was a landmark moment in the industry, creating a shift toward forward-planning and futureproofing the entire sector. The brand created had to reflect the modern concept and forward momentum of the vision. Brought to life through a stunning visual identity the brand comes to life in static and animated content.



CLICK TO PLAY VIDEO

Text on Image
Feed PostGuest Speaker with Copy
Feed PostText on Image
Feed Post

The background is a deep blue, monochromatic image. It features a close-up of crumpled, translucent fabric, possibly a plastic sheet or a piece of clothing, which creates a complex pattern of folds and highlights. In the lower right quadrant, a portion of a camera lens is visible, adding a technical or cinematic element to the composition. The overall texture is tactile and organic.

FILM & VIDEO PRODUCTION

WE WORK FOR SOME OF THE MOST INFLUENTIAL GOVERNMENT BRANDS IN THE REGION, DELIVERING CONTENT IN THE MOST VARIED FORMS.

FILM PRODUCTION



VIDEO PRODUCTION



CREATIVE CONTENT



FILM PRODUCTION

THE GIRL WHO CHASED THE SUN

Introducing Japanese
audiences to the Saudi
Pavilion at Expo Osaka
2025



CLICK TO PLAY VIDEO



FILM PRODUCTION

SAVVY GAMES GROUP

We designed the launch and positioning of **SAVVY Games Group** as a force for good in the world of gaming.



CLICK TO PLAY VIDEO



FILM PRODUCTION

LAUNCHING THE FIRST SAUDI GAMES STUDIO

We developed the strategy, brand identity, and communications for Saudi Arabia's first gaming developer's studio, and supported its launch to key stakeholders around the world.



CLICK TO PLAY VIDEO



CONTENT CREATION

SUPPORTING MALAYSIA'S ASCENSION AS CHAIR OF ASEAN IN 2025

We assisted the Ministry of Foreign Affairs and the Prime Minister of Malaysia during the ASEAN Community Summit in Laos 2024, as Malaysia received the chairmanship.



ASEAN is a community of nations,



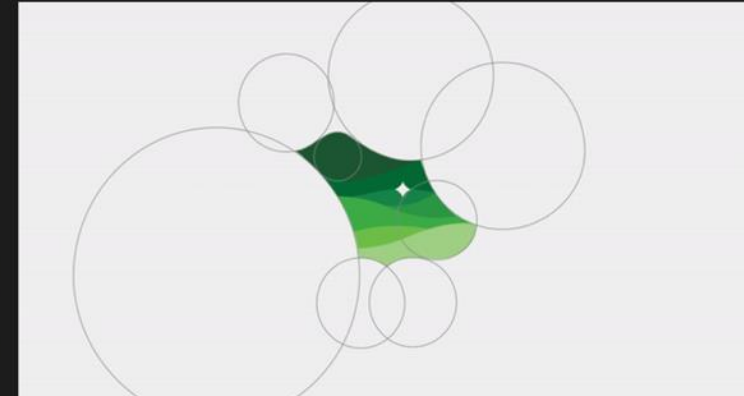
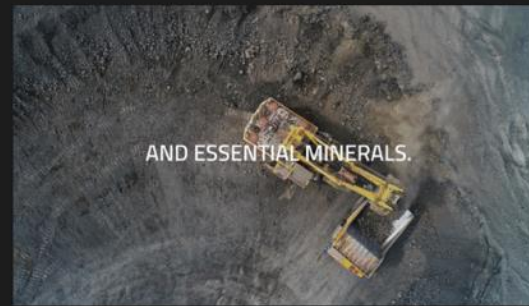
CLICK TO PLAY VIDEO





BRAND DESIGN

WE'VE CREATED AND DEVELOPED BRANDS THAT HAVE MADE A SIGNIFICANT IMPACT ON THE REGION'S ECONOMY.



CASE STUDY

A NEW PLAYER IN GAMING

Savvy Games Group wanted a modern logo that reflected their ambitions for a future-ready brand. The brand along with a visual language was developed to create a memorable and exciting look for the Group, allowing them to stand out amongst the crowd.



CASE STUDY

SAUDI'S FIRST GAMES STUDIO

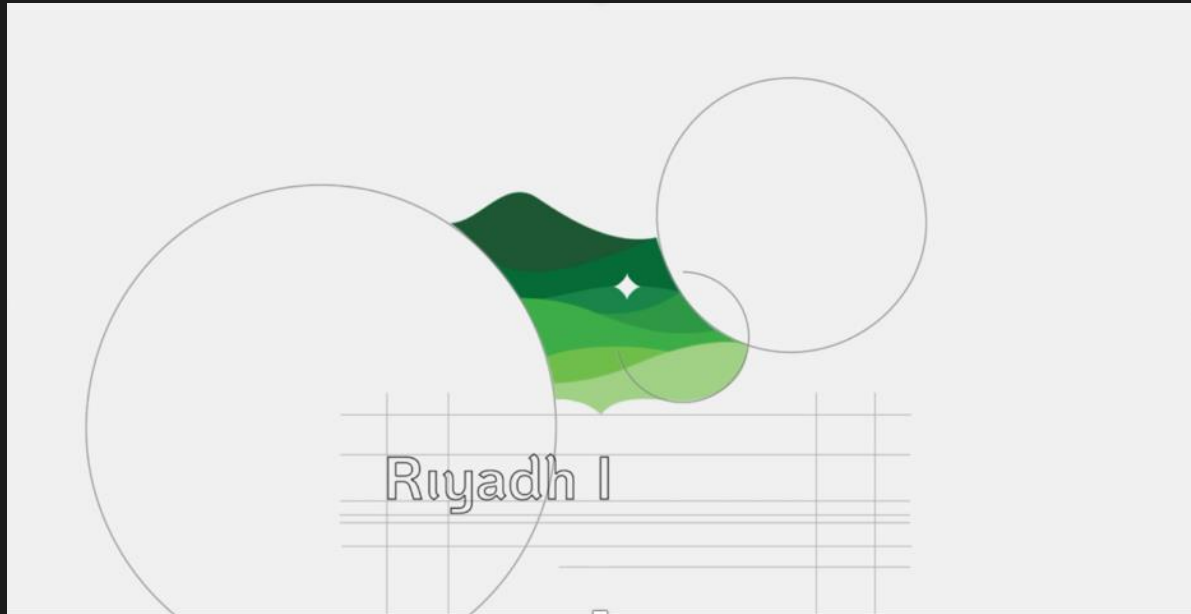
Steer Studios was launched as the first games development studio in the Kingdom of Saudi Arabia. With a strong ambition and plans to create a space inclusive for all in the Kingdom, the idea of support and empowerment was key to the visual identity created for the brand. A suite of assets and applications were created to support the launch of the brand.



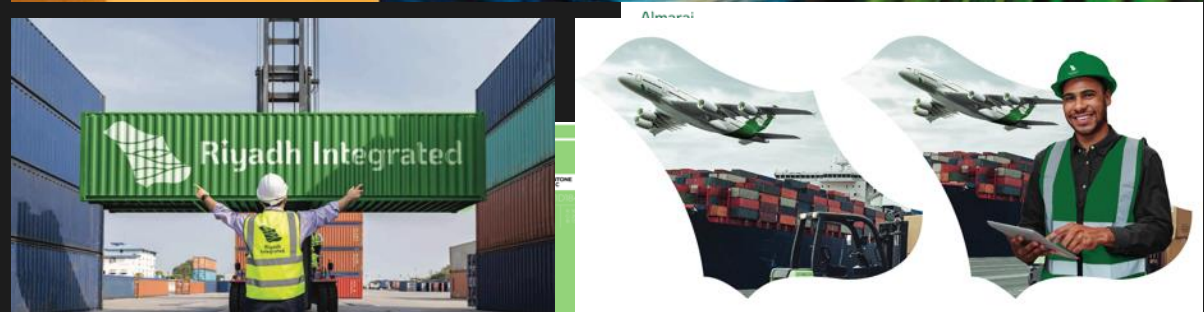
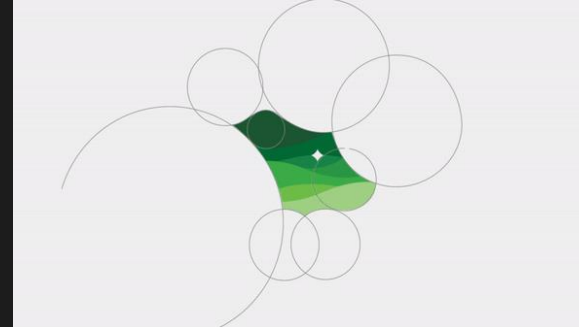
CASE STUDY

A NATIONAL CHAMPION

With Saudi Arabia's prime position as a crossroads between East and West, the launch of their Special Logistics Zone had to ensure to put Riyadh on the map. Through highlighting the capital with a star point, and bringing to life the map of Saudi through shapes inspired by the region and the movement, we ensure the logo emphasizes this position.



CLICK TO PLAY VIDEO



CASE STUDY

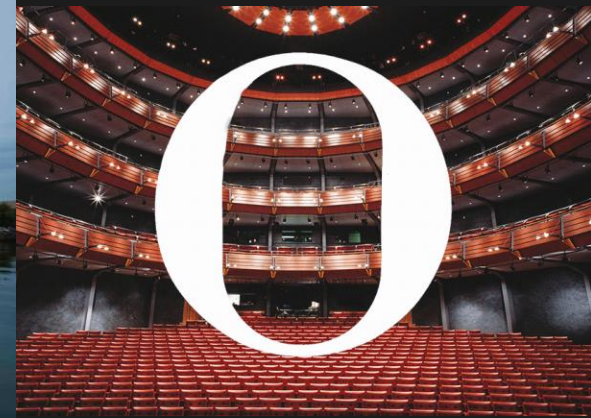
GOTHENBURG OPERA COSTUME CHANGE

New visual identity for the Gothenburg Opera house to engage a broader audience while preserving the integrity of opera and modern dance.



<p>LIGHT PINK</p> <p>CMYK: 85/100/100</p> <p>RGB: 255/191/191</p> <p>HEX: #FFC0CB</p>	<p>LIGHT BLUE</p> <p>CMYK: 85/100/100</p> <p>RGB: 191/255/255</p> <p>HEX: #B0E0E6</p>	<p>WHITE</p> <p>CMYK: 0/0/0/0</p> <p>RGB: 255/255/255</p> <p>HEX: #FFFFFF</p>	<p>LIGHT GREY</p> <p>CMYK: 10/10/10</p> <p>RGB: 240/240/240</p> <p>HEX: #F0F0F0</p>	<p>PINK</p> <p>CMYK: 100/0/0</p> <p>RGB: 255/0/0</p> <p>HEX: #FF0000</p>
<p>OLD</p> <p>CMYK: 100/100/100</p> <p>RGB: 128/128/128</p> <p>HEX: #808080</p>	<p>OLD</p> <p>CMYK: 100/100/100</p> <p>RGB: 128/128/128</p> <p>HEX: #808080</p>	<p>OLD</p> <p>CMYK: 100/100/100</p> <p>RGB: 128/128/128</p> <p>HEX: #808080</p>	<p>OLD</p> <p>CMYK: 100/100/100</p> <p>RGB: 128/128/128</p> <p>HEX: #808080</p>	<p>OLD</p> <p>CMYK: 100/100/100</p> <p>RGB: 128/128/128</p> <p>HEX: #808080</p>

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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0123456789//_÷()!?



GÖTEBORGS
OPERAN

GÖTEBORGS
OPERAN



Trollflöjten

abcdefghijklmnopqrstuvwxyzäö 0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss





EXPERIENTIAL

NEXT LEVEL FAN ENGAGEMENT

ARound leverages augmented reality to transform the sports experience.

Seamlessly integrating AR, teams can enhance fan engagement with interactive games, personalized content, and immersive experiences within the stadium.

This creates unforgettable moments that attract and engage audiences, while also driving brand partnerships and building stronger community connections.



NEXT LEVEL FAN ENGAGEMENT

Trusted by major brands and sports teams, ARound has turned gameday into an interactive event for thousands of fans. Our activations with partners like Disneyland, Uber Eats, Target, and Princess Cruises have shown how AR can turn passive viewing into meaningful engagement.

Twins



"ARound's technology has had a vast impact on our fan experience and how fans interact with our players, our sponsors, and the game."

-Chris Iles, Twins Executive Director of Innovation

18 mins

Avg app engagement
time per user per game

CAVS



"ARound takes the fan experience to another level with new ways to engage our fanbase and enhance interactions with the team."

-Brandon Hrousek, Cavaliers VP of Digital

14 mins

Avg app engagement
time per user per game

LA RAMS



"Both the tech and creative are world class - so good in fact that we take the output from their AR engine for our massive Infinity Screen."

-Skarpi Hedinsson, Rams CTO

16 mins

Avg app engagement
time per user per game

A NEW VISION FOR MARCH MADNESS LIVE

NCAA sought **Code and Theory's** expertise to enhance March Madness Live, moving beyond passive viewing to create a more immersive and engaging tournament experience.

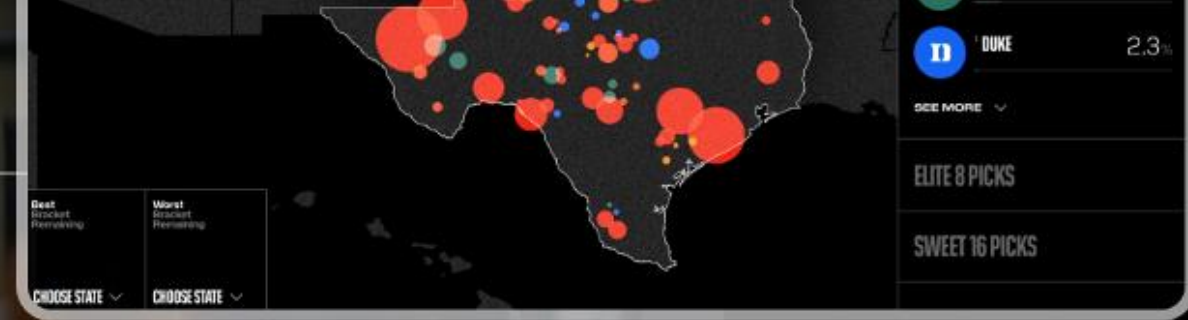
To increase user engagement and combat competition, we introduced innovative features such as enhanced video players, second-screen interactions, community engagement features, and stat-based informational views.

These strategic initiatives transformed March Madness Live from a simple viewing platform to a cohesive multi-function platform, driving user interaction and solidifying its position as the leading March Madness experience.

SERVICES

- Content Creation and Development
- Data/Analytics
- Experience Strategy
- Motion/Animation
- Product Strategy
- Video Creation

CODE AND THEORY



BRINGING LIVE SPORTS TO THE PALM OF YOUR HAND

Eurosport, facing increased competition for sports rights, sought to enhance fan engagement through a more immersive live sports experience.

Code and Theory, based on user research, identified key fan behaviors and developed a strategy to retain and grow Eurosport's audience. A key initiative was the launch of "Immersive Mode" during the 2018 French Open, marking the beginning of a long-term vision to redefine the ultimate fan experience for Eurosport.

SERVICES

- Audience Research
- Experience Strategy
- Content Strategy
- Branding
- Prototyping
- App Design
- FE Development
- Product Roadmapping

CODE AND THEORY



SELECT EXPERIENCE CODE + THEORY

BUILDING THE LARGEST SPECIAL EVENT WEBSITES OF ALL TIME

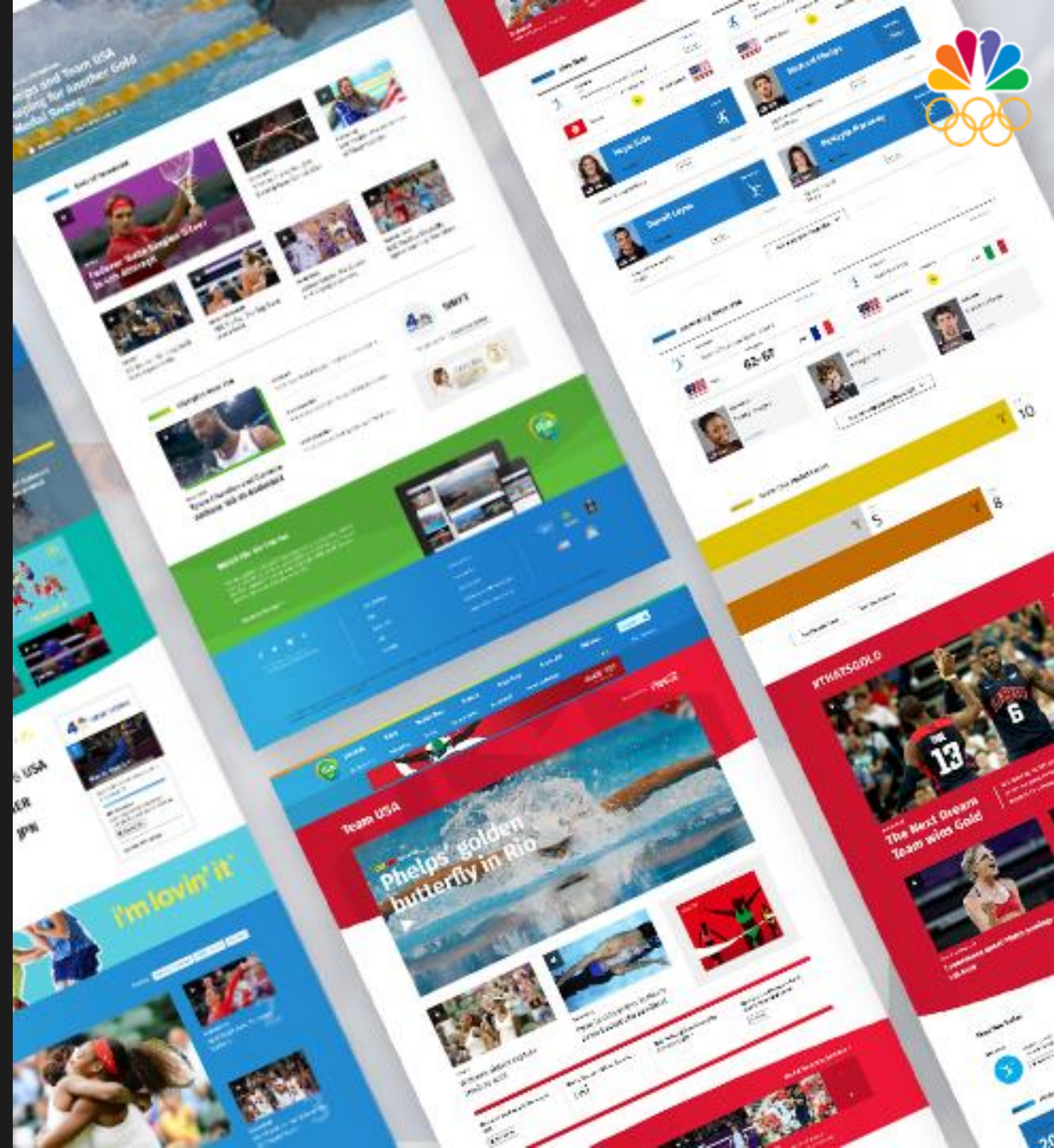
Code and Theory built and managed the NBCOlympics.com website across three Olympic Games (Sochi 2014, Rio 2016, PyeongChang 2018).

Our focus on a user-friendly, accessible platform drove record-breaking digital engagement, with the Sochi Winter Olympics reaching 10.8 million hours of video consumed.

SERVICES

- Website Design
- Data and Analytics
- UX/UI Design

CODE AND THEORY





PAID MEDIA

TAKING THE UPS STORE 2024 CONVENTION TO THE SPHERE


70 M
impressions

34%
over delivery


Earned Media Exposure

Inc. **Forbes**
Entrepreneur ➡ **AD BUZZ DAILY**


 **gbta_georgia** Love this! Great creativity!
1d 1 like Reply

 **sural_singh_6464** This is absolutely
freaking good
5d 4 likes Reply

 **jennfromjapan** 🥰🥰🥰 thats my view every
night so i got to see that video!! 🥰🥰🥰
4d 4 likes Reply

 **karen.r.larsen.94** Brilliant! 🙌
4d 7 likes Reply

 **gabyawada** That is spectacular and makes
me proud to be part of this community
5d 3 likes Reply

 **themostwonderful_light** One of the best to do
it- wow. It's spectacular! 🔥
5d 3 likes Reply

CREATING CONNECTED BRAND INTERACTIONS ACROSS ALL TOUCHPOINTS

Assembly is a digital-first agency specializing in brand transformation within the online sphere. Recognizing the importance of seamless, omnichannel experiences, Assembly focuses on creating connected brand interactions across all touchpoints. By integrating data, talent, and technology, Assembly delivers comprehensive solutions encompassing global media, data, technology, and business consulting services. This holistic approach empowers brands to adapt and thrive in the rapidly evolving digital landscape.



Driving Awareness and
Ticket Sales for US Open and
US Open Fan Week Experience

Reprioritized Audiences | Refined Publisher
Partnerships | Strategic Flighting

+8%

Attendance for
US Open
Matches

+41%

Attendance for
FanFest, setting
a new record

+69%

In Ticket Revenue
driven from
Digital Media



T.RowePrice

T. Rowe Price Scores Big
with Strategic Sports Sponsorship
Prior to March Madness

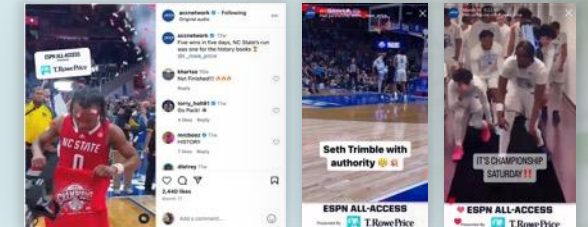
Dynamic & Agile Collaboration | Holistic,
Coordinated Media | Connected Measurement

+80%

Delivery Above
Benchmarks

+18%

Brand
Attention



Brooks Takes Over 'Coolest Block in
America' to Increase Relevance and
Promote New Pop-Up Store

Fully Coordinated | Offline & Digital |
Experience Surrounding & During Event

Top 3

Choice for Local Runners

Increased

Foot Traffic &
Social Media Buzz



TRAVEL & HOSPITALITY - VIRGIN ATLANTIC

FORECASTING CALL CENTER DEMAND WITH 99% ACCURACY



Leveraging advanced data analysis and predictive modeling to staff Virgin Holidays call centers.

TECHNOLOGY - ADOBE

DRIVING BRAND AWARENESS WITH CTV



A first in-campaign brand life measurement framework in CTV.

The background is an abstract composition of diagonal lines and a color gradient. The lines are thin and black, creating a grid-like pattern that is slightly skewed. The colors transition from a deep purple on the left to a bright orange on the right, with a magenta/pink hue in the center. The overall effect is dynamic and modern.

CREATIVE TEAM

OUR WORLD-CLASS TEAM IS HIGHLY MOTIVATED TO WORK WITH YOU.



JULIÁN HERNÁNDEZ
Partner –
Executive Creative Director

Julián is Consulum's Executive Creative Director.

He is an expert at bringing policy and strategy to life through innovative design and branding campaigns, and harnessing world-class creativity to ensure government communications on a broad range of issues are widely accessible and compelling.

He has worked with government organisations in South America, the Middle East / North Africa, and the Asia-Pacific region, across sectors including tech, entertainment, tourism, culture, digitisation, aviation and investment.

Internationally recognised for his creativity, Julián has won numerous industry accolades for his work, including Cannes Lions awards.



OMAR BITAR
Creative Business Director

Omar, a Business Director in Consulum's Creative team, is a communications expert with over a decade of experience. He leads creative project delivery, collaborating closely with clients to meet strategic goals and deadlines. Omar's expertise spans communication campaigns, digital content creation, activations, and brand building.



JESSICA DONOGHUE
Creative Director

Jessica is an award-winning creative director with over a decade of experience in government and corporate communications. As a Director at Consulum, she specializes in creating innovative campaigns that effectively convey complex messages. Her previous clients include The Royal Commission of Riyadh City, the Saudi Arabia Ministry of Sports, and major brands like Spotify and Coca-Cola.



SHADA QAMHAWI
Design Director

Shada, Consulum's Design Director, specializes in branding, visual communications, creative problem-solving, campaign development, and content creation. With a diverse skill set influenced by her Middle Eastern roots, she crafts designs that resonate with audiences and drive engagement. Previously, she worked at agencies in London and the Middle East, delivering impactful projects for global clients like Pfizer, UNDP, the Bill and Melinda Gates Foundation, and Pepsi.



RABIH CHOUKAEIR
Videographer

RabiH is a skilled video director with 10+ years of experience. He has worked on projects for major clients in the UAE and Lebanon, including Abu Dhabi Airports, Emaar, and government agencies. RabiH's expertise includes videography, photography, editing, and media production. He is fluent in English, French, and Arabic, and holds a BA in Audiovisual and Cinematography.



ZEINA CHIDIAC
Senior Designer

Zeina is a senior designer in Consulum's Creative Practice, to which she brings extensive design experience, with a specialization in branding. Zeina leverages her expertise to craft visually engaging solutions that captivate audiences and drive impact for Consulum's clients. Driven by her passion for design and creativity, she approaches every project with enthusiasm and a commitment to excellence.

MORE THAN 300 GLOBAL AWARDS COLLECTIVELY



SUPPORTED BY AN UNMATCHED STRATEGY AND IMPACT TEAM.



NATASHA IGHODARO
Partner

Natasha is a Partner at Consulum and leads the firm's Strategy & Impact practice.

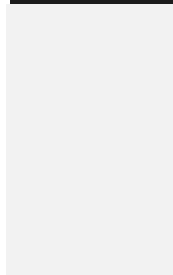
She has more than 15 years' experience building and implementing brand communication strategies for private and public sector organizations across Europe, Middle East and Africa.,



YOUNMNA EL-ASMAR
Partner

Youmna is a Partner at Consulum and provides senior counsel on government communications, brand strategies and campaign development.

Youmna is a brand and communications strategy expert with more than ten years of experience in the GCC and MENA regions.



LEWIS GALLOWAY
Senior Director

Lewis is a Senior Director specializing in brand, marketing and communications and has worked for and on behalf of multi-national organizations in the UK, EMEA, and globally.

Lewis has worked across several sectors but has had a particular focus on FMCG, Beauty, Pharmaceuticals, Technology, and B2B Service brands.



NICHOLAS BELL
Director

Nicholas is a Director within the strategy and impact practice and brings a wealth of experience assisting capital markets clients on strategy, technology, change, and organizational change management.

Nicholas specializes in non-financial risk, technology, strategy, transformation and change management,

CONSULUM SUPPORTS CLIENTS THROUGH SPECILIST OFFERINGS, BRINGING EXPERTISE TOGETHER TO ACHIEVE DESIRED OUTCOMES.

Strategic
Communications



Strategy & Impact



Creative



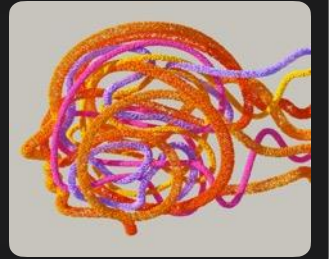
Aviation



Digital & Tech



Leadership
Support



Diplomatic
Outcomes



Capacity
Building



Policy &
Competitiveness





THANK YOU