

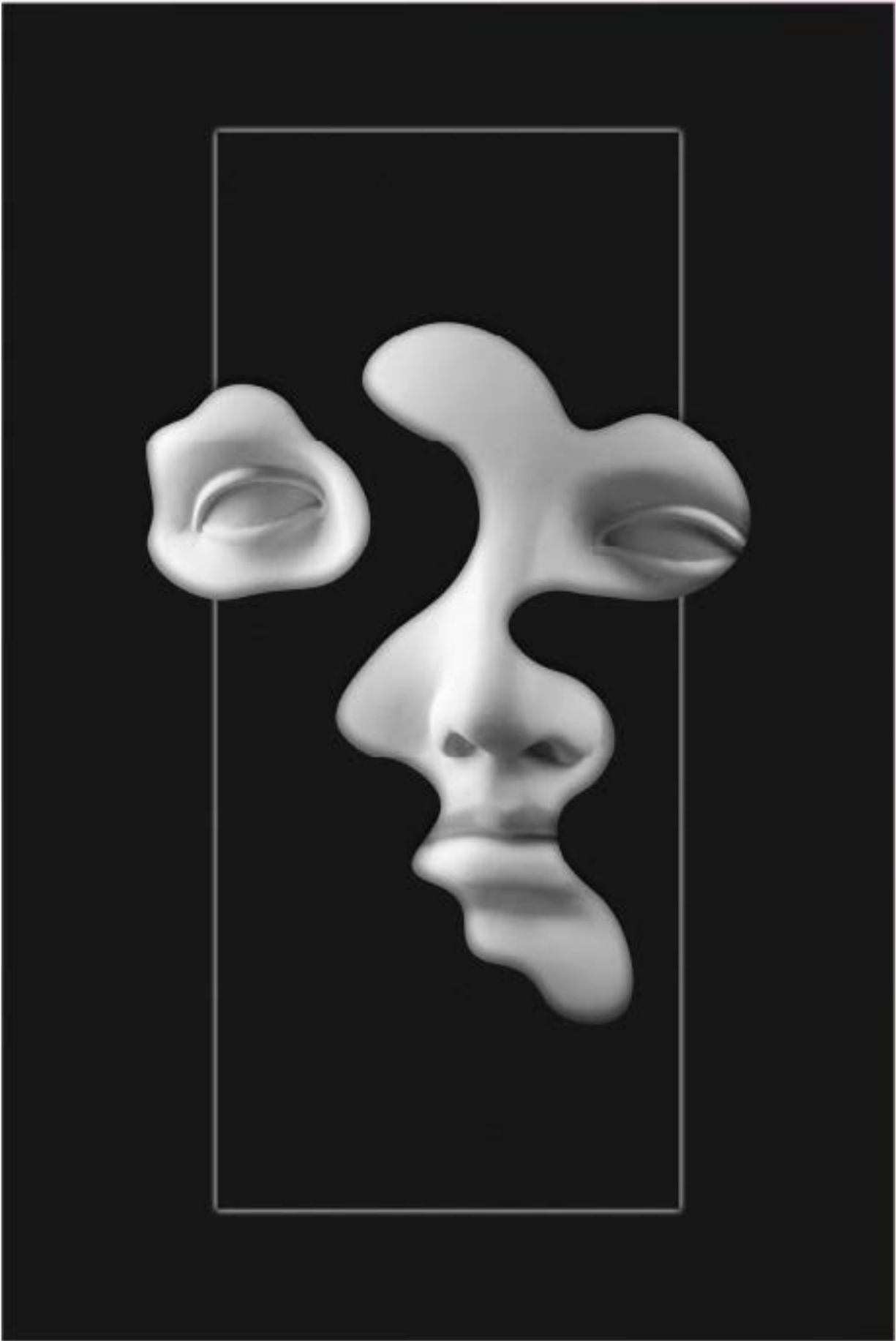
CREATIVITY & IMAGINATION.

IMAGINE IT & WATCH IT HAPPEN.



OUTSTANDING WORK
GOOD VIBES
REMARKABLE OUTCOMES





HARNESSING OUR COLLECTIVE EXPERTISE SPANNING OVER FOUR DECADES, WE HAVE EVOLVED INTO THE ULTIMATE CREATIVE PARTNER.

WITH AN UNWAVERING UNDERSTANDING OF THE LOCAL CULTURE, WE DELIVER TAILORED SOLUTIONS THAT PERFECTLY ALIGN WITH OUR CLIENTS' NEEDS AND ASPIRATIONS.

FROM COMPREHENSIVE DIGITAL MARKETING STRATEGIES TO METICULOUS TRANSLATION AND LOCALIZATION SERVICES, WE OFFER A HOLISTIC APPROACH TO EMPOWER YOUR BRAND'S SUCCESS ACROSS BOTH GOVERNMENT AND PRIVATE SECTORS.

ABOUT US

MISSION

TRANSFORMING MARKETING & EVENTS IN
SAUDI ARABIA, IN LINE WITH VISION 2030..

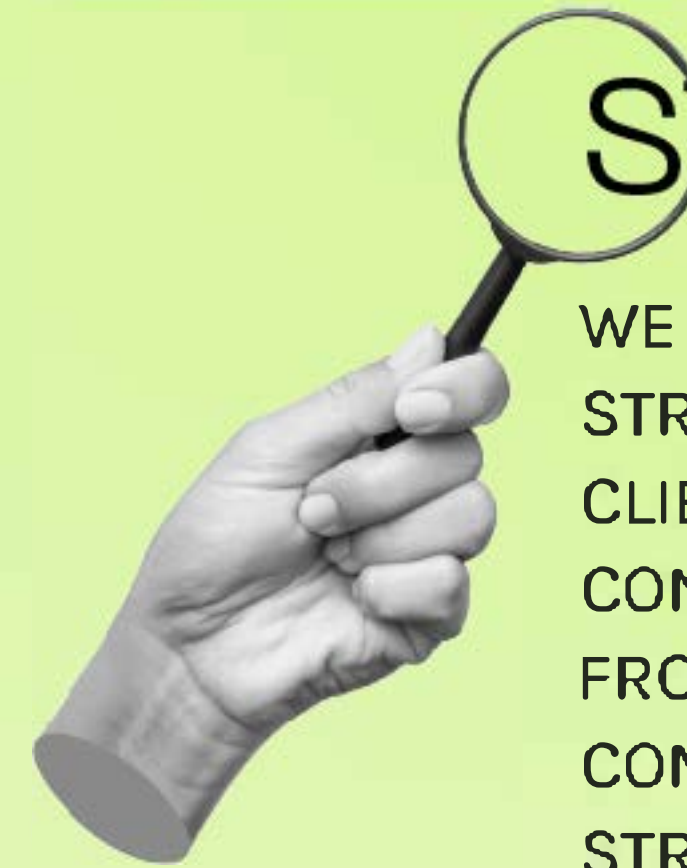
VISION

EMPOWERING SAUDI ARABIA'S
MARKETING AND EVENTS INDUSTRY
TO NEW HEIGHTS, DRIVING
INNOVATION AND EXCELLENCE IN
ALIGNMENT WITH VISION 2030.



LOCALIZATION

WE UNDERSTAND THAT EVERY CULTURE IS DIFFERENT, AND WE TAILOR OUR MARKETING CAMPAIGNS ACCORDINGLY. WE WORK WITH OUR CLIENTS TO DEVELOP MESSAGING AND VISUALS THAT ARE RELEVANT AND CULTURALLY APPROPRIATE FOR THEIR TARGET AUDIENCE.



STRATEGY

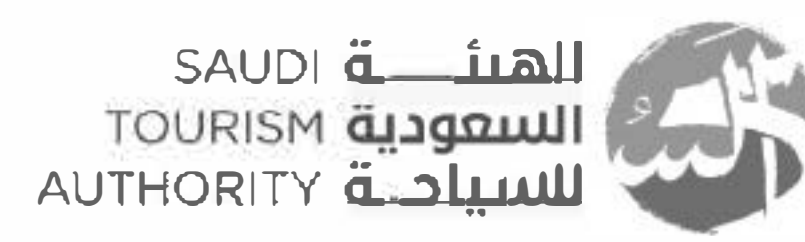
WE DEVELOP COMPREHENSIVE MARKETING STRATEGIES THAT ARE TAILORED TO EACH CLIENT'S UNIQUE NEEDS AND GOALS. WE CONSIDER ALL ASPECTS OF THE BUSINESS, FROM ITS TARGET AUDIENCE TO ITS COMPETITIVE LANDSCAPE, TO CREATE A STRATEGY THAT WILL HELP THEM ACHIEVE THEIR DESIRED RESULTS.



CREATIVITY WITH A PURPOSE

WE DON'T BELIEVE IN CREATIVITY FOR THE SAKE OF CREATIVITY. WE BELIEVE THAT CREATIVITY SHOULD BE USED WITH A PURPOSE. WE WORK WITH OUR CLIENTS TO DEVELOP MARKETING CAMPAIGNS THAT ARE INTENTIONAL AND DESIGNED TO ACHIEVE SPECIFIC RESULTS.

THE VISSIONARIES WE SUPPORT



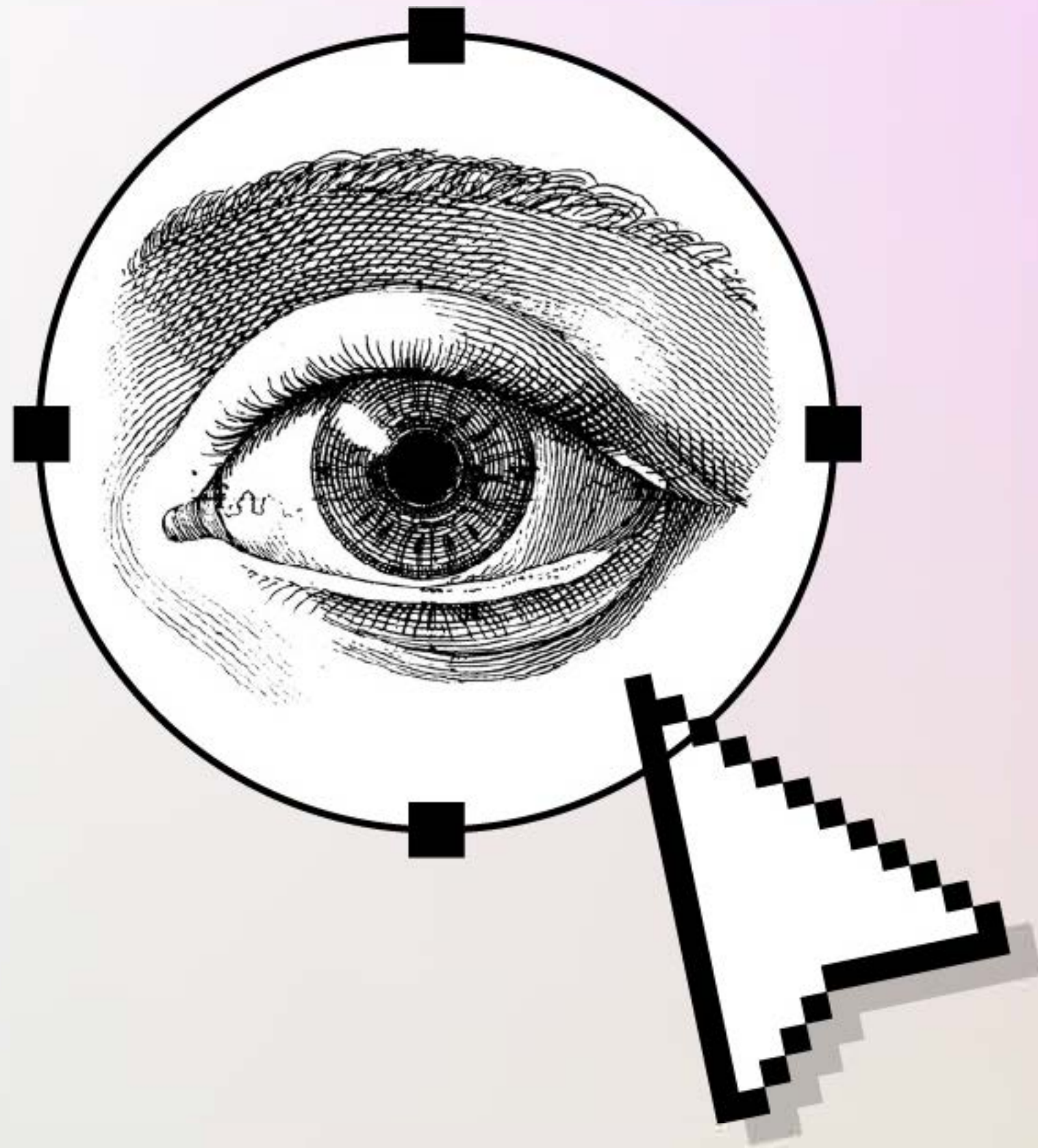
OUR SERVICES

BRANDING

- + FULL VISUAL IDENTITY CREATION
- + REBRANDING
- + BRAND APPLICATION
- + PRINTING SERVICES
- + NAMING
- + LOGO ARABIZATION
- + WEBSITE & MOBILE APPS DESIGN & DEVELOPMENT

DIGITAL MARKETING

- + CONTENT CREATION
 - COPYWRITING
 - DESIGN & ANIMATION
 - PHOTOGRAPHY & VIDEOGRAPHY
 - TRANSLATION & LOCALIZATION
- + INBOUND MARKETING
 - SEO OPTIMIZATION
 - LOCAL SEO (GOOGLE BUSINESS)
 - AUTOMATION & EMAIL MARKETING
- + ADVERTISING
 - PAID MEDIA
 - INFLUENCER MARKETING
 - RETARGETED ADS
 - ANALYSIS & REPORTING
- MANAGEMENT
- STRATEGY
- COMMUNITY MANAGEMENT
- ANALYSIS & REPORTING



Crafting visual narratives that
inspire enduring brands,
where imagination meets reality.

BRANDING



ALSHUBAILY GRAND MALL

In a remarkable display of creativity and efficiency, we successfully developed a captivating and modern identity for Alshubaily Grand Mall, located in the heart of Saudi Arabia's Eastern Region.

Despite a tight one-month deadline, we seamlessly blended the Andalusian architectural heritage with contemporary elements, creating an exquisite brand identity.

Our comprehensive company profile and enticing leasing brochure showcased the mall's unique offerings and generated significant interest among tenants and investors. This project exemplifies our ability to deliver exceptional results even under challenging circumstances, solidifying Alshubaily Grand Mall as the future landmark of the region.



FUNCHARTED

Funcharted souvenir shop branding project perfectly aligns with Saudi Arabia's Vision 2030. Our creative team captured Saudi Arabia's culture, landmarks, wildlife, nature, and zodiac signs through meticulously crafted branding. Collaborating with local and international artists, we created souvenirs that embody adventure and cultural immersion. Funcharted stands as a testament to our visually striking and culturally rich solutions, supporting Saudi Arabia's goal of hosting tourists worldwide.





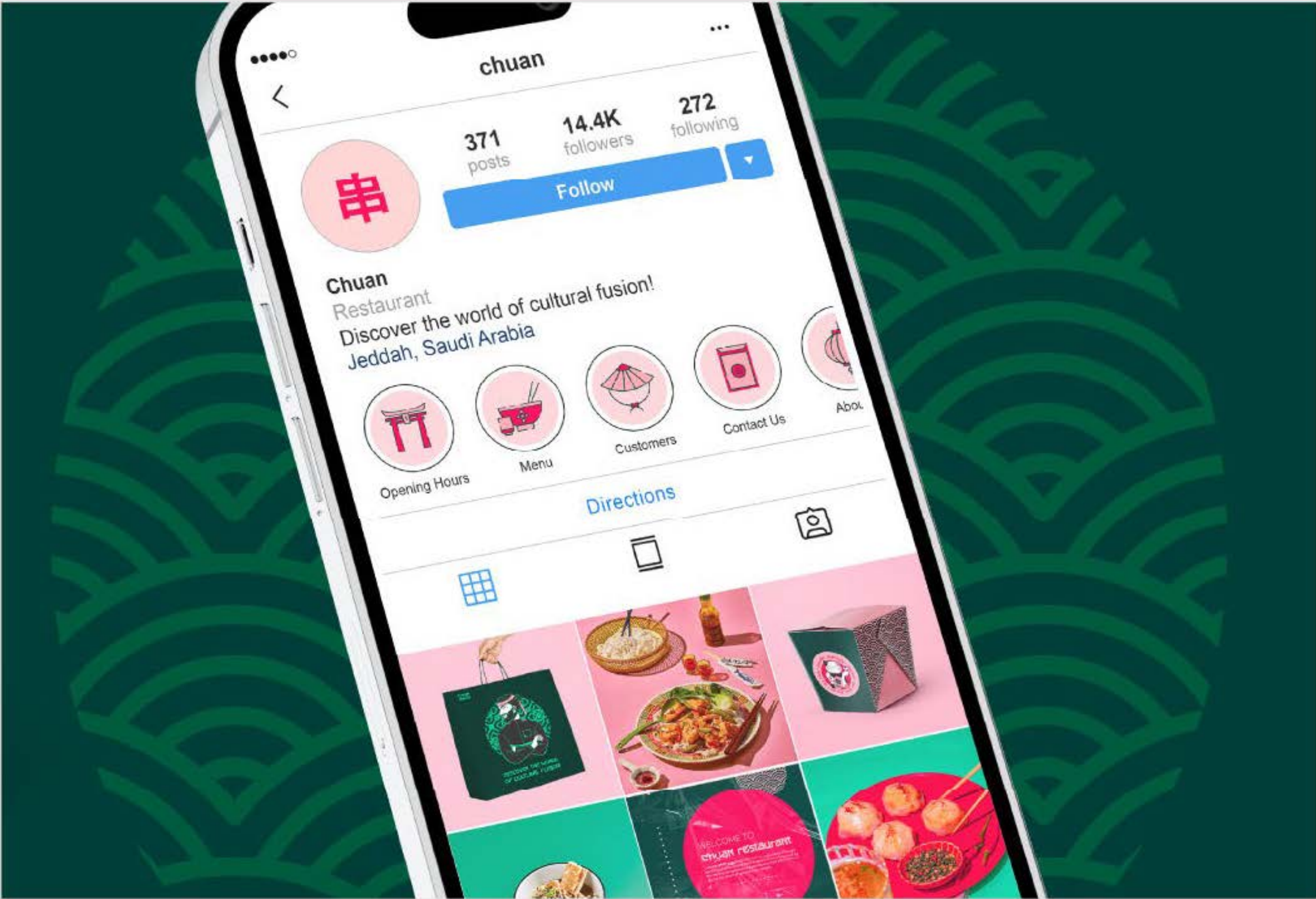


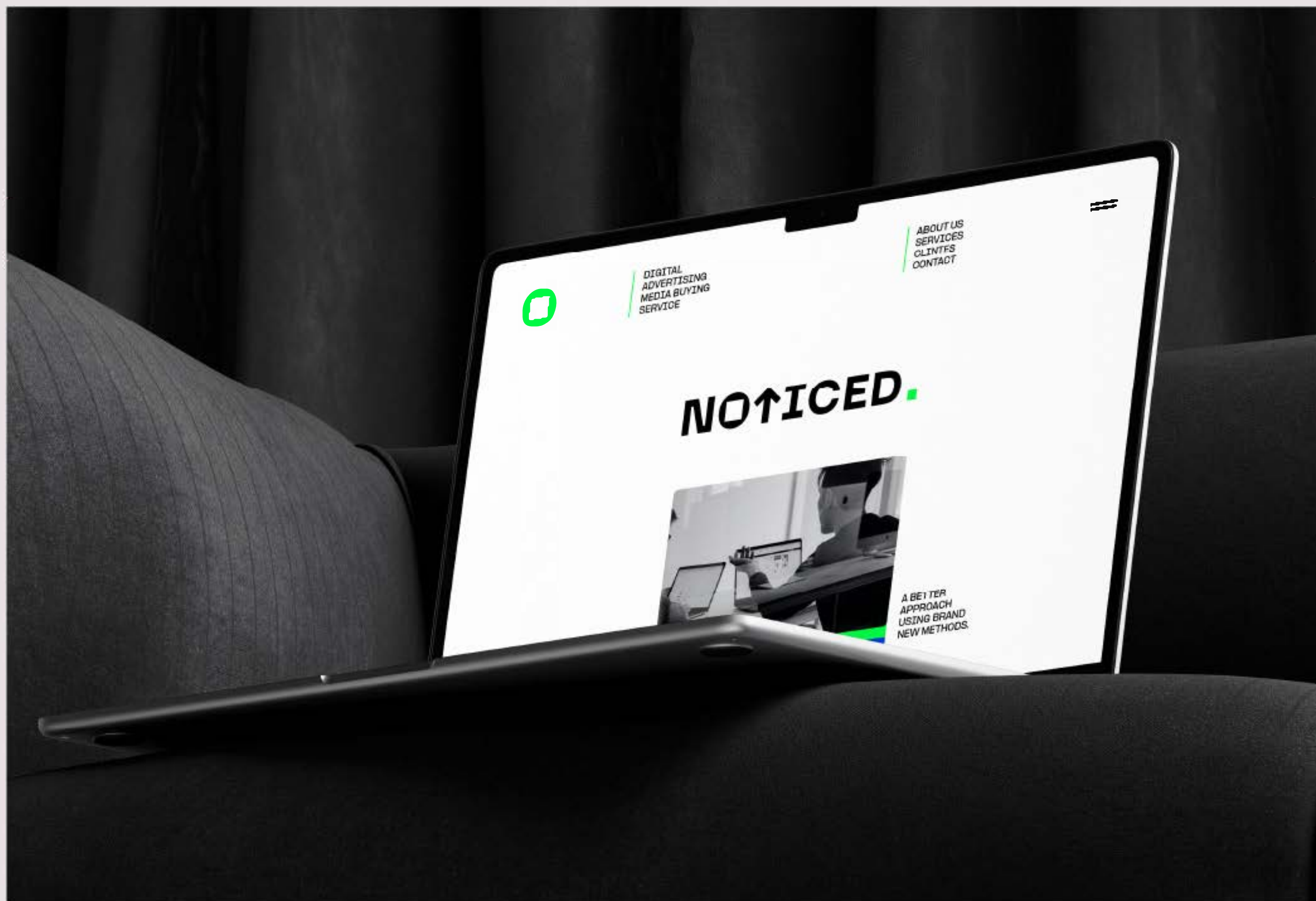
CHUAN

"Chuan," a name we chose to represent the essence of our concept: the interweaving of Asian and Saudi cuisines. "Chuan," meaning "to string together" in reference to noodles, perfectly encapsulates our vision. Through meticulous branding, we intricately fused these culinary traditions, resulting in fine details that delight the senses.

The logo seamlessly blends Asian calligraphy with Saudi-inspired motifs, while a carefully curated color palette harmonizes green tones inspired by the Saudi flag with vibrant hues reminiscent of bustling Asian markets.

Chuan's branding embodies the spirit of cultural fusion, inviting patrons to embark on a gastronomic journey where two rich culinary heritages come together in perfect harmony.



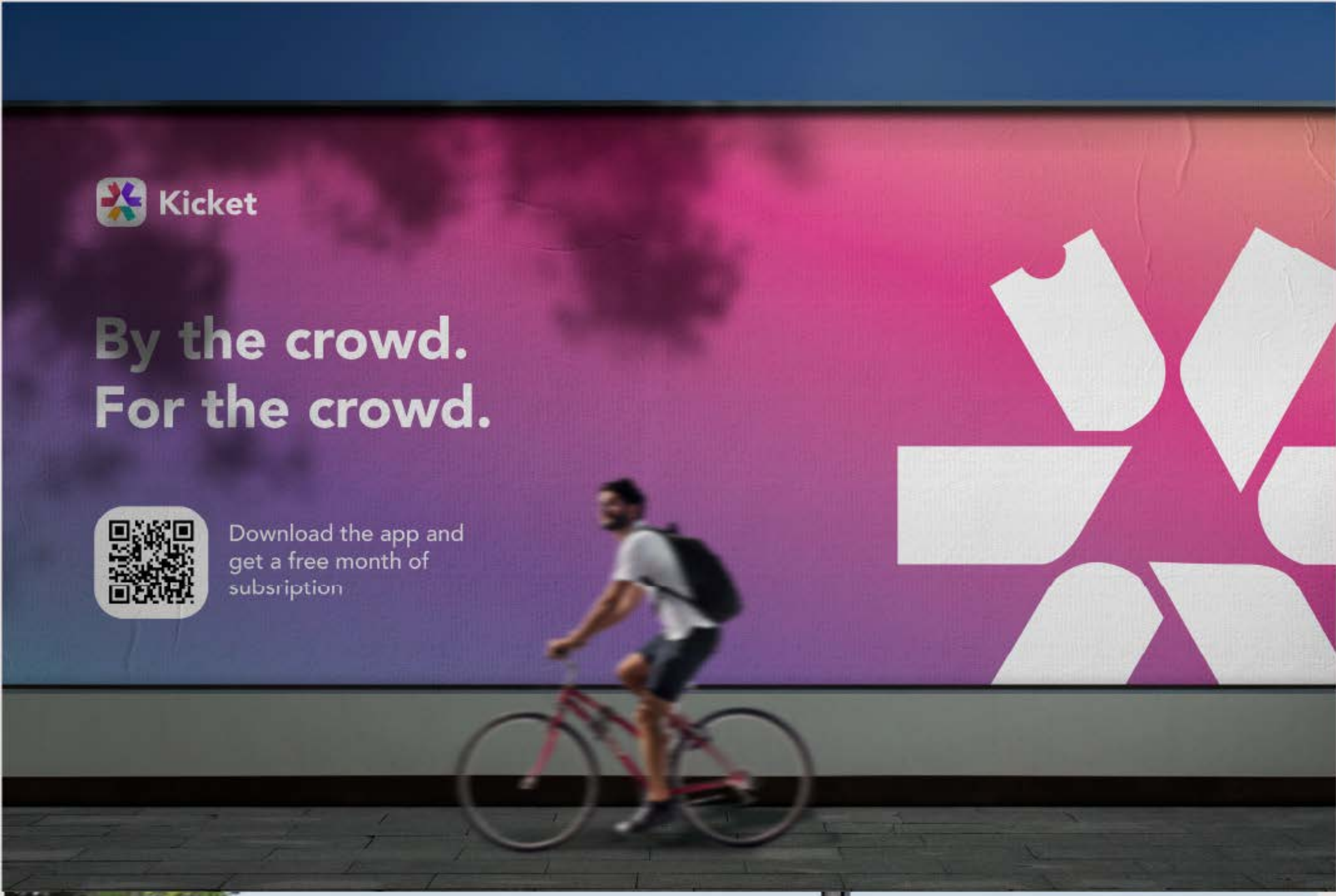


NOTICED AGENCY

In a tight 2-week deadline, we collaborated with the up-and-coming paid ads agency “Noticed” to create a groundbreaking brand identity and concise company profile. Our design aimed to introduce a unique approach not yet seen in the Saudi market.

Guided by our vision to support the Saudi vision and economy, we were thrilled to assist local brands in reaching new heights. Our collaboration resulted in a captivating brand identity and company profile, reflecting their expertise in paid advertising and commitment to driving results for Saudi businesses.





KICKET

Khyal Studio partnered with Kicket, a pioneering Saudi brand, on a project involving their rebranding and the development of mobile and laptop websites. Kicket specializes in ticket selling, reselling, and crowdfunding, with a unique focus on supporting the local community in creating impactful events. Our team successfully captured Kicket's vision, delivering a fresh brand identity and user-friendly websites that seamlessly integrate ticketing and crowdfunding functionalities. Through this collaboration, Kicket is poised to empower the local community and revolutionize the event industry.





ALKHOZAMA COMPANY

Khyal Studio collaborated with Al Khozama Investment Company, a prominent Saudi brand, to revolutionize their corporate and leasing brochures. Through our design, we propelled them into a new era of evolution, capturing the essence of their diversified portfolio in hospitality, retail, real estate, and F&B.

By showcasing their iconic landmarks, including Al Faisaliah Hotel and Tower, we conveyed their rich legacy while infusing a modern aesthetic. The brochures embody Al Khozama's transformation, positioning them at the forefront of innovation and signaling their readiness for the future.





HAWA ALTAIF

Our team at Khyal Studio had the incredible opportunity to work on the "Haha Altaif" project, an event that celebrated the unique characteristics of Altaif and aimed to promote tourism in the region. As Altaif gains significance as a sought-after destination among Saudi residents and plays a vital role in Vision 2030's vision of transforming Saudi Arabia into a global tourist hub, we took on the task of crafting the event branding in just one week. From crafting wayfinding signage to designing captivating wall branding and ensuring cohesive event branding throughout, our efforts yielded amazing results. The event left a lasting impact, contributing to the vision of making Altaif a thriving tourist destination.



“ YOUR CO-PILOT IN
THE EVER CHANG-
ING WORLD OF
MARKETING.





CLICK ME

SOCIAL MEDIA

WITHIN OUR SOCIAL MEDIA SERVICES, WE OFFER A COMPREHENSIVE RANGE OF SOLUTIONS TO HELP OUR CLIENTS TO THRIVE IN THE DIGITAL LANDSCAPE. OUR TEAM EXCELS IN:

01 STRATEGY

02 CONTENT CREATION

03 ANALYSIS & REPORTING

01 BUILDING YOUR STRATEGY

INTRODUCING KHYAL STRATEGY-AS-A-SERVICE: OUR COMPREHENSIVE APPROACH EMPOWERS BUSINESSES WITH EFFECTIVE STRATEGIES TAILORED TO THEIR UNIQUE GOALS. FROM DEFINING OBJECTIVES TO AUDIENCE ANALYSIS, CONTENT PLANNING, PLATFORM SELECTION, AND PERFORMANCE TRACKING, WE DELIVER STRATEGIC GUIDANCE FOR SOCIAL MEDIA SUCCESS. WITH KHYAL, UNLOCK THE POWER OF STRATEGY TO ELEVATE YOUR BRAND, ENGAGE YOUR TARGET AUDIENCE, AND ACHIEVE YOUR BUSINESS OBJECTIVES.

02 CONTENT CREATION

Social media without captivating content is like a party with no music. That's why our content creation services are here to bring the energy to your campaigns! From irresistible copywriting to visually stunning design and animation, and top-notch photography and videography, we've got you covered. Let us create the content that drives engagement, sparks conversations, and leaves a lasting impression on your audience.

COPYWRITING

Craft irresistible and engaging copy that captures your brand's personality and connects with your audience.

DESIGN & ANIMATION

Bring your social media feed to life with visually stunning graphics, animations, and videos that stand out from the crowd.

PHOTOGRAPHY & VIDEOGRAPHY

Showcase your brand's essence through high-quality photos and videos that capture attention and generate excitement.

03 ANALYSIS & REPORTING

Our analysis and reporting services are designed to dissect the performance of your social media campaigns and provide you with valuable insights to optimize your strategies and drive better results. Through meticulous data analysis, we uncover key trends, identify audience preferences, and measure the effectiveness of your social media efforts. Our comprehensive reports offer clear and actionable recommendations, empowering you to make informed decisions that maximize your social media impact. With our analytical expertise, you can track your progress, fine-tune your strategies, and achieve your social media goals with confidence.

SUBWAY

-The Brand:

Subway Saudi, an international client, sought to enhance their digital presence and effectively connect with the local audience.

-The Problem:

Facing engagement challenges on social media, Subway Saudi needed a solution to uplift their online presence and resonate with the local market.

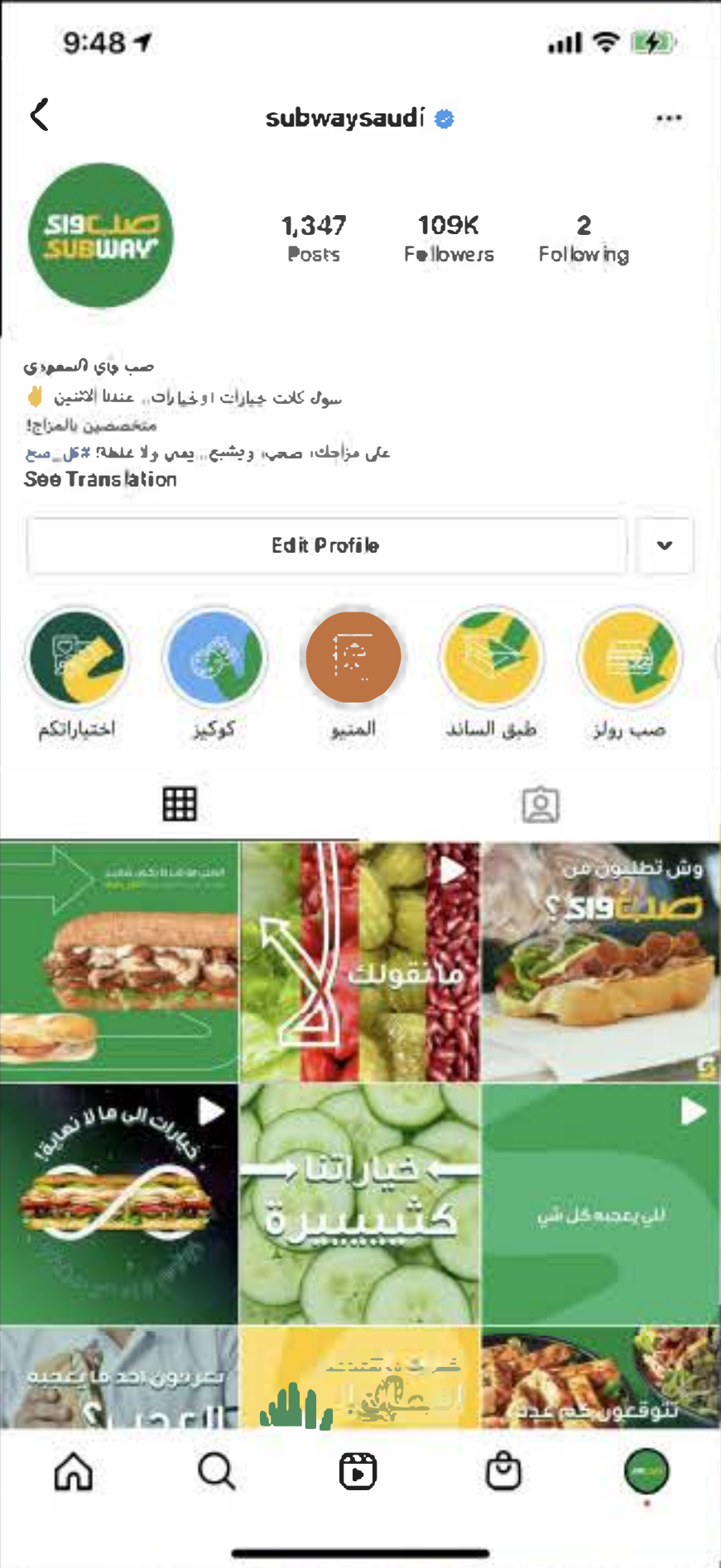
-The Solution:

We crafted localized content and campaigns, tailored to the Saudi audience, with captivating designs and compelling copy that showcased Subway Saudi's offerings.

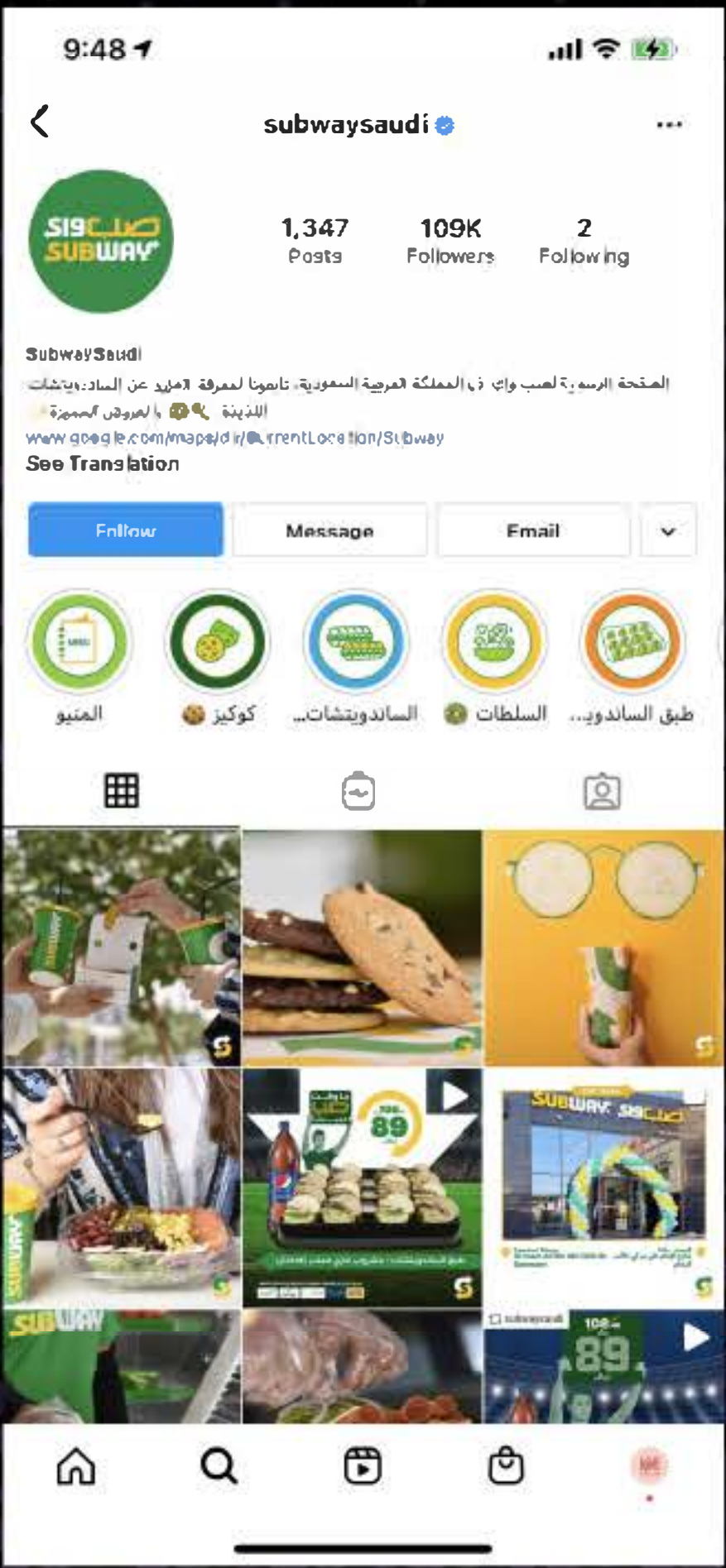
-Key Performance Indicators (KPIs):

Our success was measured by increased engagement, follower growth, brand awareness, and higher sales. Analyzing these metrics allowed us to refine strategies for optimal results.

Through our tailored approach, we successfully uplifted Subway Saudi's digital presence, connecting with the local audience, and driving engagement and sales.



AFTER



BEFORE





LADAN

The Brand

Ladan, a new Saudi F&B concept, approached us to create branding and a launch campaign. Our goal was to establish a strong brand identity and generate awareness for their venture.

The Campaign

We designed event materials and social media visuals for Ladan's launch, creating a captivating and cohesive campaign to capture attention and generate excitement.

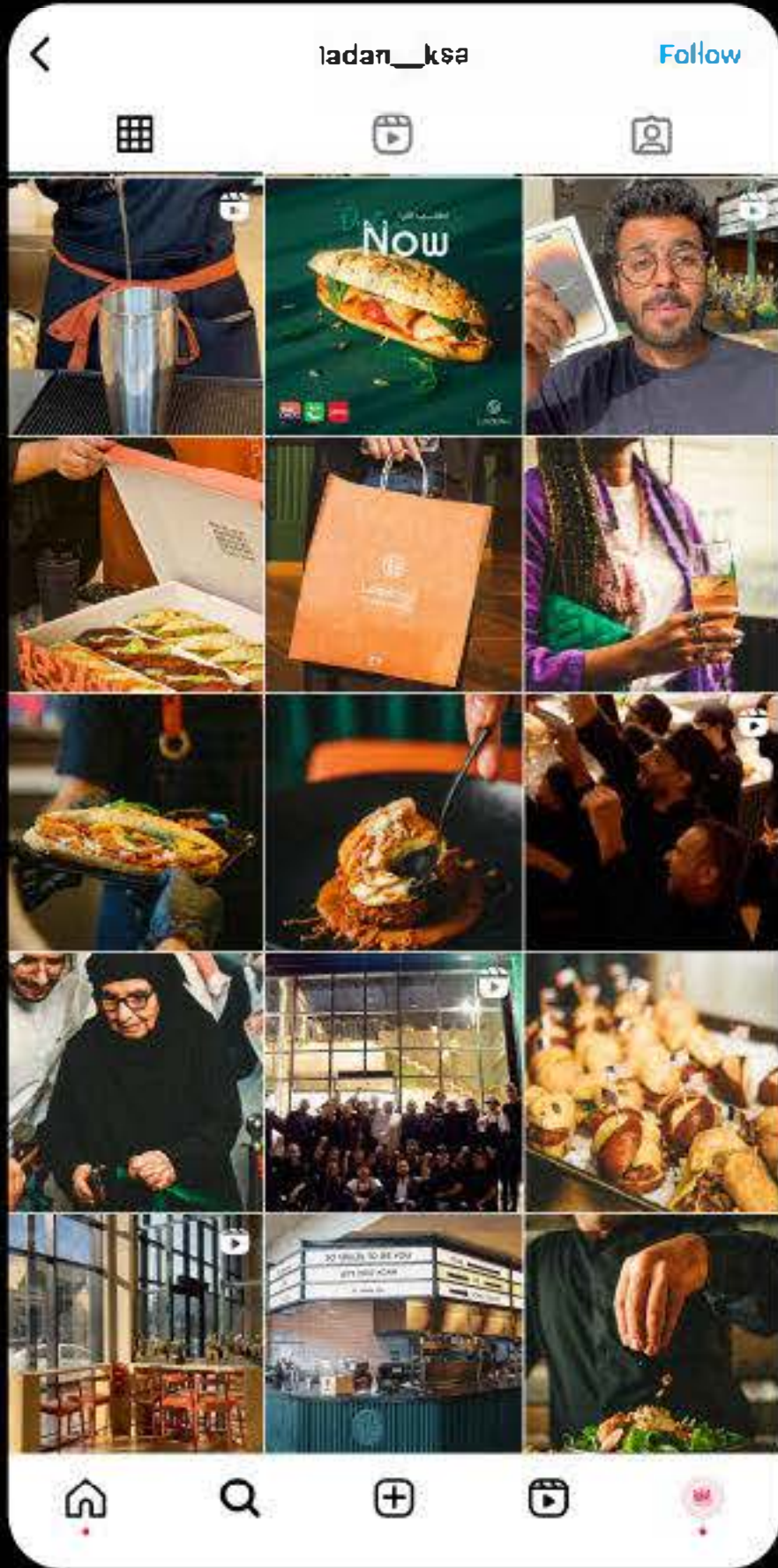
Influencer Collaboration

Collaborating with relevant influencers, we amplified Ladan's reach, leveraging their social media presence to generate authentic content and increase brand awareness.

Paid Ads

Using targeted paid advertising, we expanded the campaign's impact, reaching a wider audience and driving traffic to Ladan's physical location or online platforms.





NINE SOFT SERVE

The Brand:

Nine - a soft-serve F&B concept with monthly flavor releases.

The Problem:

Low footfall, unengaging content, and lack of awareness about the monthly flavors.

The Solution:

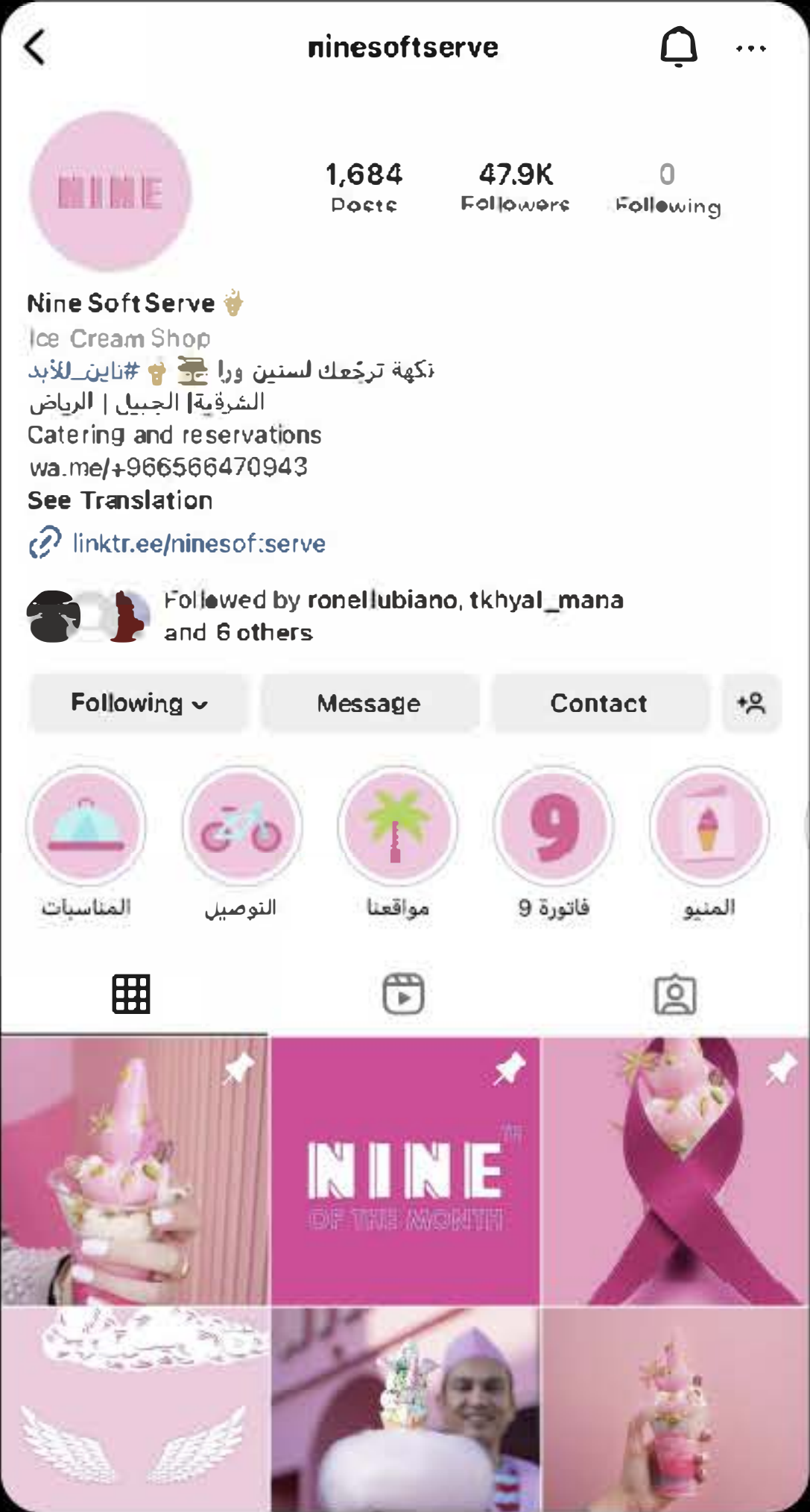
Captivating content and lifestyle shots were created to attract and engage customers. A consistent monthly campaign was implemented to generate anticipation and excitement for the new flavors.

The KPIs:

Increased engagement, footfall, and brand awareness. The most significant indicator was the growing anticipation for the monthly flavor releases.

The Results:

Our strategy successfully addressed Nine's challenges, resulting in increased engagement and footfall. Customers now eagerly await the new flavors each month, contributing to the brand's success.





GRILL IT

-The Brand: Grill it is a Saudi fast food chain restaurant , with 3 branches in Riyadh and 1 in Khobar.

-The Problem: Low following and generally non-existent engagment. Few likes per post, and no comments.

-The Solution: Create more relevant and engaging content , re-launch new products with a campaign and collaborate with an influencer that tends to the Grill It following.

-The KPIs:

Increase followers by 4k

Increase viewership, impressions & interactions by 400%

Increase shares and likes by 200%

Increase animated content by 2 per month



AFTER



BEFORE



RESULTS

77%

increase in followers

35%

increase in delivery
PP orders

20%

increase in sales

2M

impressions

657K

video views

160K

Likes

12K

comments

PHOTO/VIDEO GRAPHY

WHERE MOMENTS TRANSCEND, DREAMS UNFOLD, AND MEMORIES BECOME ART. FROM PHONE SNAPSHOTS TO PROFESSIONAL SHOOTS, WE CHANNEL PASSION AND CREATIVITY INTO EVERY FRAME. LET US CAPTURE YOUR STORY AND TRANSFORM IT INTO A VISUAL MASTERPIECE THAT INSPIRES AND ENCHANTS.

- + PHONE PHOTOPGRAPHY
- + PROFESSIONAL PHOTOGRAPHY
- + SHORT FORM VIDEOS











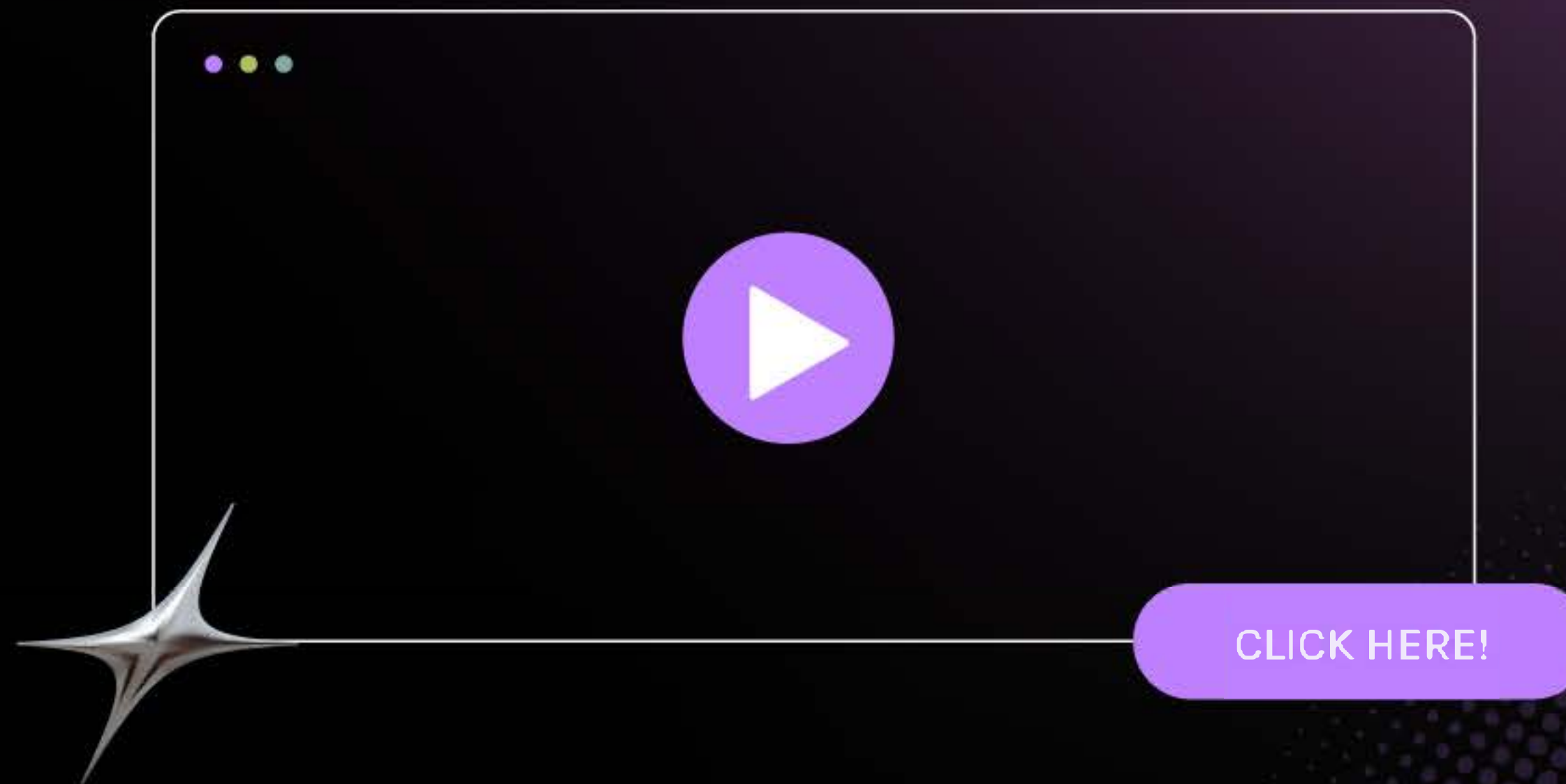






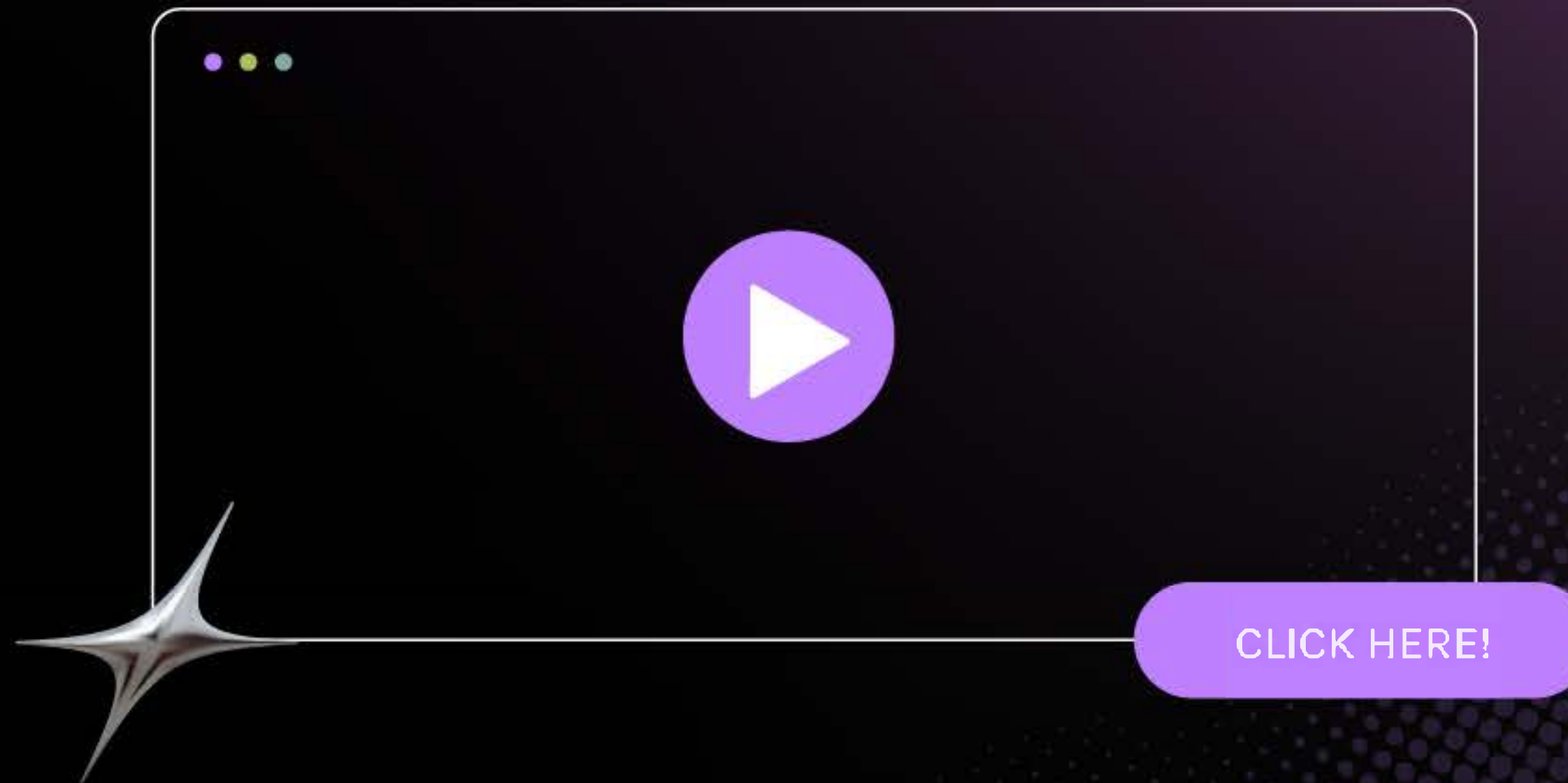


ANIMATION SHOWREEL



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WEBSITE: WWW.KHYALSTUDIO.COM

VIDEO SHOWREEL



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LET'S WORK TOGETHER
& MAKE THINGS HAPPEN.

