








IT IS ALL A STATE OF MIND



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-  -PROPOSED APPROACH
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Icetulip Summary Presentation





About us

We are Icetulip, your award-winning multinational creative powerhouse!

We're here to turbocharge your business, sharpening focus and boosting agility to thrive in today's competitive landscape.

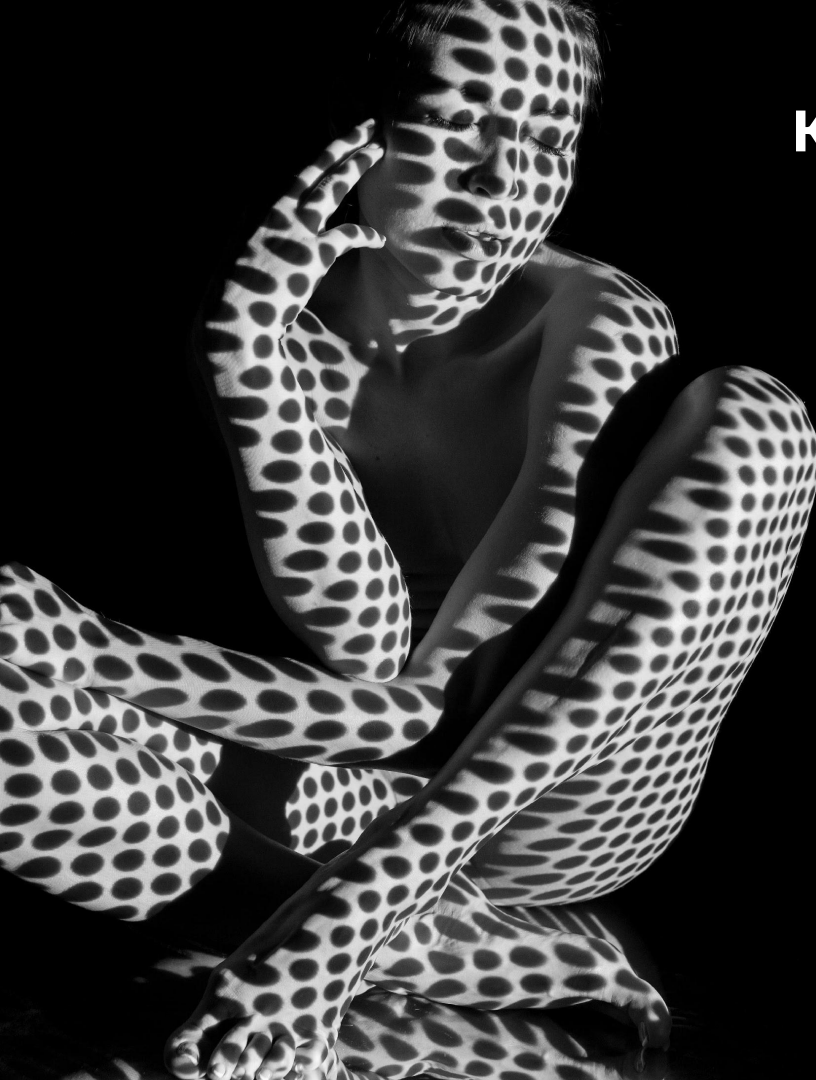
Beyond mere advertising, we're all about crafting genuine excitement and differentiation that sets your brand apart.

With a focus on simplicity, memorability, and individuality, we create brands that stand the test of time, embodying quality and integrity.

Harnessing creative psychology and consumer behavior, we dive deep into the human psyche to ignite action.

Established in 2002, Icetulip is headquartered in Lebanon, with a strong regional presence spanning Kuwait, Qatar, Dubai, France, and the UK.

Our secret sauce? Communication. It's the heartbeat of every successful brand initiative we undertake."



KEY MEMBERS



Nicolas Saliby

Managing director - Iceulip
15 years with Iceulip

Areas of Expertise:

Marketing
Online solutions
Startup mentorship
Training



Malek Al Jaafreh

Managing director - FLIP
15 years in the Saudi Market

Areas of Expertise:

Digital Marketing
Real estate marketing
Corporate communication



Patrick Tarabay

Art director
20 years of experience

Areas of Expertise:

Brand development
Web and mobile apps
Marketing with a Digital twist



KEY MEMBERS



Aisha Al Mobarki

Project Management
+6 years of experience

Areas of Expertise:
Advertising
Content creation
Business strategies



Pascale Saliby

Strategic planner
10 years of experience

Areas of Expertise:
Advertising Strategies
Digital Marketing



Rabih Soueidi

Head of Research and Analytics

16 years of experience

Areas of Expertise:

Business Analysis, Market and
Consumer Research, Data Science
, Marketing and Media Science
and Consultancy.

24^{YEARS}

5^{OFFICES}

5^{COUNTRIES}

500^{CLIENTS}

7^{PARTNERS}

OUR CIRCLE

"At Icetulip, we've forged partnerships with top-tier companies to offer you comprehensive 360 services. Say goodbye to juggling multiple sources – we're your all-in-one destination to bring your project from concept to reality!"



Proudly Representing



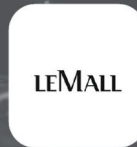
WHAT WE DO



Our services cover the following:

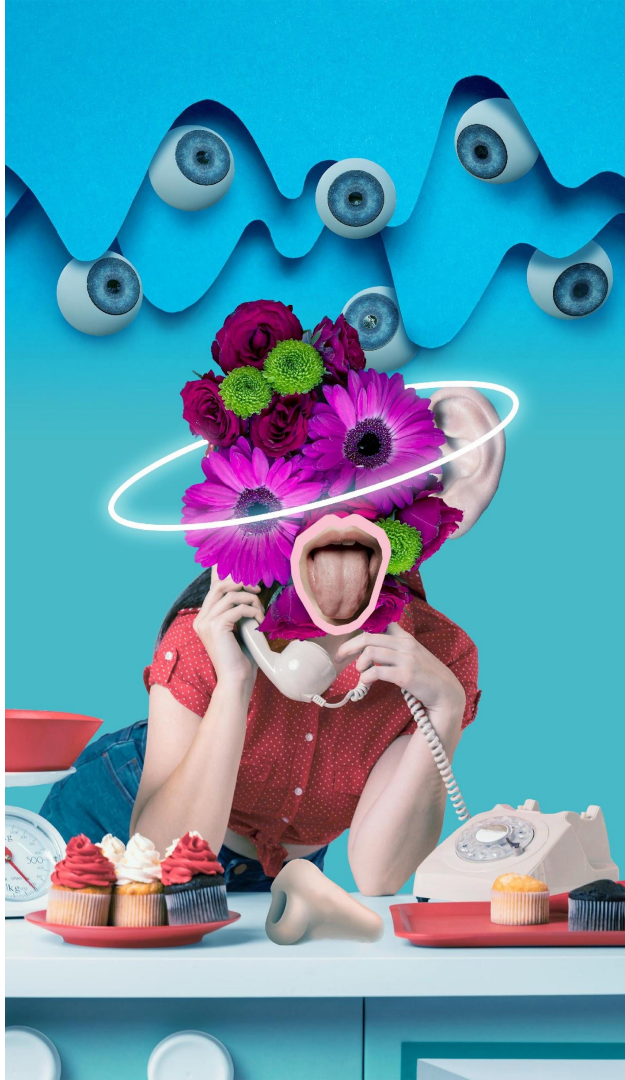
- Branding & Design Solutions
- Branding Consultancy
- Strategic Blueprinting & Planning Expertise
- Premium Content Production
- Seamless Integration Campaigns
- Savvy Social Media Strategy & Management
- Cutting-edge Digital Marketing Solutions
- Elite Production Services
- Exquisite Event Planning & Organization
- Precision Measurement & Analysis
- Premier Public Relations Management
- Hosting Excellence
- Technological Innovations
- Thorough Security Audits
- Bespoke Media Planning & Acquisition
- Inspiring Interior Design Concepts
- Architectural Brilliance
- 3D Sensations

SOME CLIENTS



SOME CLIENTS





A BIT OF OUR CREATIONS

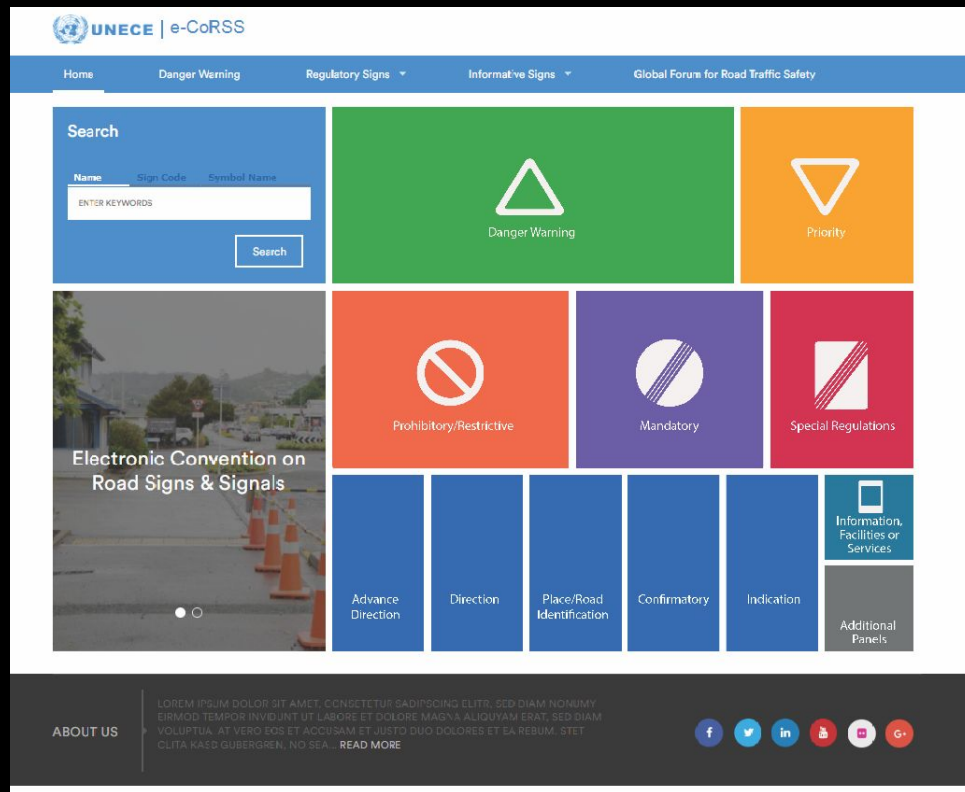
Behold a curated selection of our projects, ranging from local gems to regional powerhouses and international marvels. Each creation is meticulously crafted with unwavering care and attention, ensuring it shines with the impeccable image it deserves.

"GREATNESS LIES IN THE DETAILS.
With unwavering care
and meticulous attention,
we sculpt masterpieces
THAT NOT ONLY CAPTIVATE
but inspire."



Icetulp collaborated with the United Nations on a groundbreaking project aimed at standardizing road signs globally. Our team developed a user-friendly website where users can easily download their chosen road signs. Additionally, we had the privilege of crafting the logo and branding for E-Corss

e-CORSS





KAMAKAN CHOCOLATE



Step into the world of Kamakan Chocolate, a charming chocolate boutique nestled in the heart of Dubai. Indulge in the allure of our cool retro packaging, transporting you back in time while tantalizing your taste buds with creative goodies infused with a delightful vintage flair.





HALA CAFE



The Hala Cafe branding project stands out as an exhilarating endeavor in our portfolio. The selection of the name 'Hala' was deliberate, as it resonates universally across Arabic-speaking cultures, symbolizing a warm and genuine welcome. Our branding captures the essence of Arabic hospitality and cultural richness with finesse and sophistication.



IKON394
The city's landmark

An Icon of Pure Luxury
flats starting at
USD 600,000
in the heart of Hamra



A Project by BA United Holding

FOR MORE INFO: 03 222 222

IKON 394-REAL ESTATE



Your comfy Nest
in the Heart of Hamra

IKON394
The city's landmark

A Project by BA United Holding



IKON394
The city's landmark
A Project by BA United Holding L.L.C.

IKON394
The city's landmark

A Project by BA United Holding



An Icon of Pure Luxury
flats starting at
USD 600,000
in the heart of Hamra

FOR MORE INFO: 03 222 222



IKON394
The city's landmark

A Project by BA United Holding

An Icon of Pure Luxury
flats starting at
USD 600,000
in the heart of Hamra

FOR MORE INFO: 03 222 222

Ikon 394, a prestigious venture located in Hamra, Lebanon, entrusted Ictetulp with the comprehensive management of its branding, marketing, and advertising campaign. Our team also spearheaded the development of the project's website and mobile application, ensuring a seamless and captivating experience for potential clients.

think Green.



feel Red.



touch Blue.



smell Yellow.



Carrefour 
Experience shopping.



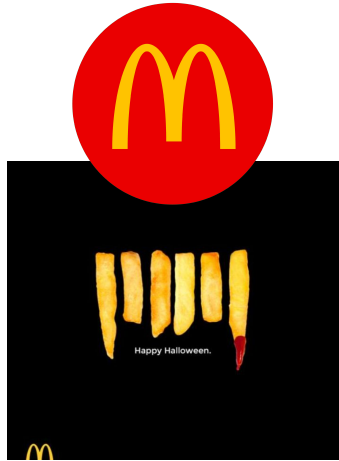
feel Red.



Carrefour 
Experience shopping.

CARREFOUR CAMPAIGN

This campaign was meticulously crafted around consumer behavior and the innovative Five Senses marketing strategy. By immersing consumers in an experiential shopping journey, we tapped into the power of sensory cues. For instance, the aroma of freshly baked bread triggers hunger, enticing shoppers to indulge in more purchases, thus elevating the overall shopping experience



These captivating ads and concepts, meticulously crafted by our esteemed partner, Intouch, for McDonald's, achieved remarkable success both online and offline. Their compelling creativity resonated deeply with audiences, driving engagement and enhancing brand visibility across all channels.



GUESS WHAT'S COOKING?



CHICKEN WITH NO ADDITIVES

PREMIUM



あなたは招待されました

You are invited!

No, it's not April Fools! McDonald's will be serving Sushi Rolls exclusively prepared using our burgers' premium ingredients on **April 1st**. Join us at our **Hadaro** branch at 7:00 pm for some **#SushiLovin** and let the good times Roll!

We can't wait to see you there!
RSVP to Yara: 76 - 661 755

Date
01-04-2019
Time
7 p.m



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