CLICKTAP
DIGITAL

"We are providing world-class solutions"

# CONTENTS

THE COMPANY

# WHO WE ARE

We are a Creative + Digital Agency that believes in building brands to be living, breathing entities. Our goals revolve around building strategies for our trusted partners to strengthen, grow and evolve their brands. With the heart of creativity and the might of digital, we are confident in taking brands to the next level.

CREATIVITY

ANALYTICAL

INTUITIVENESS

LOGICAL

ARTISTIC EXPRESSION
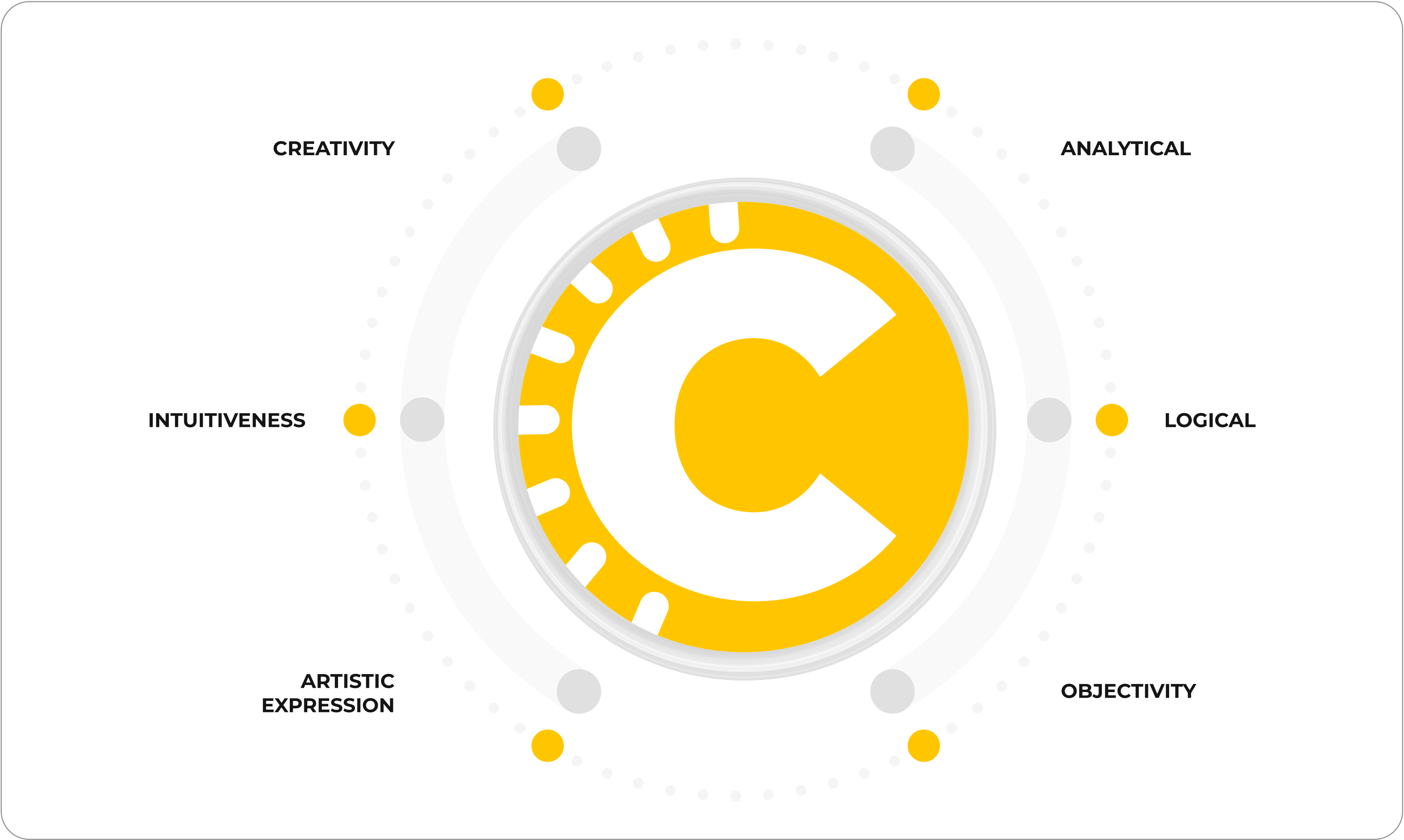
OBJECTIVITY

# WHAT WE DO

A full-scale powerhouse that are here to transform your objectives to reality.
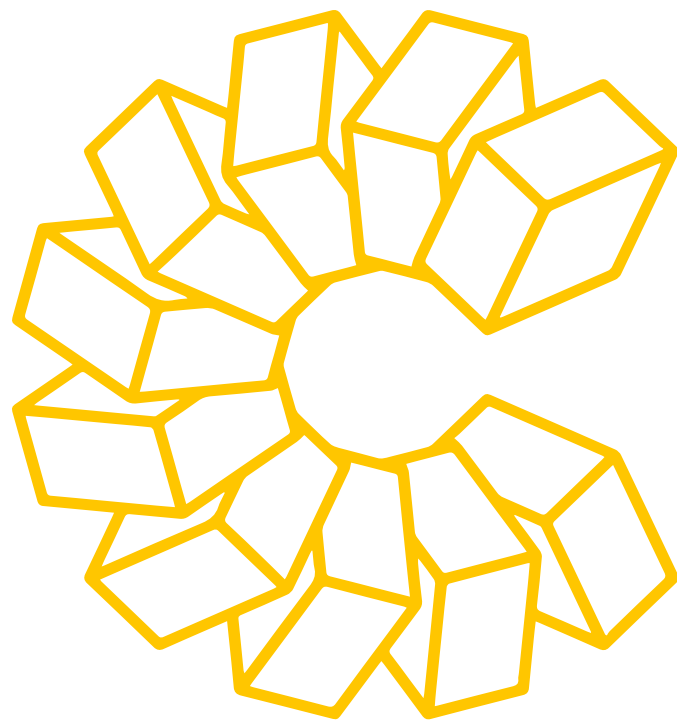
| CREATIVE | DEVELOPMENT | PERFORMANCE MARKETING |
|---|---|---|
| Infuse personality to your brand. | Enable engagement with your audience. | Reach your audience effectively. |

# WHAT SET US APART

The market is filled with solution providers. But it's all about that **extra edge**.

### STRATEGY

Your tactical Creative and Digital marketing activities are informed by strategy. Get the strategy right, and everything else falls into place.

### RELATIONSHIP

We recognize that businesses are not lifeless entities. Relationships are taken seriously where the objective is to offer delight and inspire.

### GLOCAL

Think Global, Act Local is what we believe in. It's our drive that has enabled us to carry and serve our clients on an international level.

# CLIENTELE

| | | | |
|---|---|---|---|
| **5asec** | Diamond Walraven | Homes Getaway | OBE Architects |
| **Adamjee Insurance** | Dubai Customs | **HONOR** | Oman Oil |
| Aeroform | Emirates Digital Wallet | **Huawei** | Oscar (The Lubricant Professional) |
| AG Facilities Solutions | Emirates Refinery | ICONS Business Setup | Pepsi |
| Agthia | EXPO 2020 | **Imepress Express** | PME (Portfolio Management Events) |
| **Al Ain (Agthia)** | **Enticing Jewelry** | Inceta | POE Architects & Engineers |
| **Al Ghurair Facilities Solutions** | f1Soft | **Kaplan Professional ME** | Prepengo |
| Alliance Gulf Trading L.L.C | **First Avenue Mall** | **Klip Digital Cash** | **Project Hairway** |
| Aqua Fresh | **Gautier** | Laban Up | Proniva Lubricants |
| Aquafina | **Glowing Shield** | Lacnor | Q1 Mall |
| **Arab News** | **Godolphin** | **Laxmi Bank** | **Rasasi** |
| **Axiom Mark** | Golositalia | **Leviera Home** | Royal Bakers |
| B360 | Grand Flora | Mai Dubai | Rootz Organics |
| BeingShe | Grand Mills | **Mashreq** | Safa |
| Blu | Gulf News | Melco | **Singularity GmbH** |
| **Boma Rural Connect** | **Gulf Oil** | Milco | **Tahseen Aviation Service** |
| Capri-Sun | Gulfa | **NFPC** | Trinity Empowerment Solutions |
| Claseed | Hamleys | Hamleys | Umm Hamza |
| Conares | Harvestbelt | Nomad Lubricants | White Knight Entertainment |
| Delta Turf Care | Havans | **Noor Takaful** | Zurich |
| Diamond Tapes | Hira Walraven | **Oasis (NFPC)** | |

Huawei

Mashreq

Oscar Lubricant

Arab News

Axiom Mark

5asec

HONOR

Oasis (NFPC)

Kaplan

V Perfume

Performance Marketing

PORTFOLIO

# Introduction

Huawei, founded in 1987, is a global leader in information and communications technology (ICT) infrastructure and smart devices, with a presence in over 170 countries and regions, we are dedicated to creating a fully connected, intelligent world for individuals, homes, and organizations.

# Goals and Objectives

The goal of this project was to increase traffic to the Huawei Australia Community, a platform designed to foster engagement and communication among Huawei users in Australia. By driving more visitors to the community page, we aimed to strengthen brand loyalty and enhance the overall user experience.

# Target Audience Analysis

We conducted a thorough analysis of the target audience, focusing on Huawei users in Australia who were interested in engaging with the community. By understanding their preferences, behaviors, and needs, we were able to tailor our marketing strategies to effectively reach and engage this specific group.
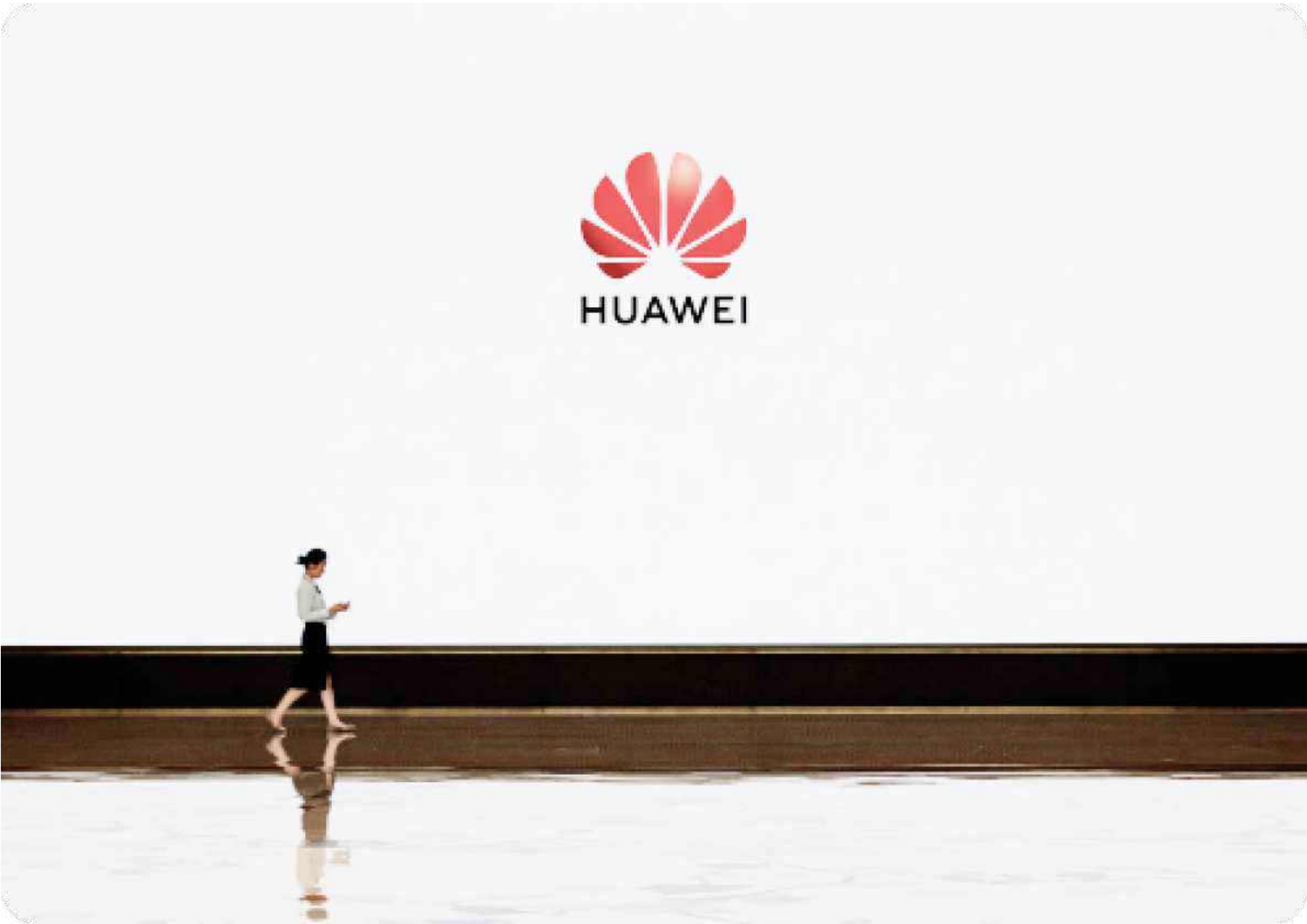
## Marketing Strategy

To achieve our objectives, we implemented a comprehensive SEO strategy that leveraged organic search to drive high-intent traffic to the Huawei Community Australia page. Our approach included optimizing website content, improving keyword rankings, and enhancing the overall visibility of the community.

## Campaign Executive

We executed the SEO strategy by implementing on-page and off-page optimizations, conducting keyword research, and creating high-quality, engaging content. Additionally, we utilized social media platforms and online forums to promote the Huawei Australia Community and encourage participation.

## Performance Metrics

Throughout the campaign, we closely monitored key performance metrics to gauge the effectiveness of our efforts. Metrics such as organic searches, organic users, organic new users, organic sessions, and organic page views were tracked and analyzed to measure the impact of our strategies.

## Data Analysis

Using advanced analytics tools, we collected and analyzed data to gain insights into user behavior, engagement patterns, and traffic sources. This allowed us to identify trends, optimize our approach, and make data-driven decisions to further enhance the community's performance.

## Conversion Optimization

In addition to driving traffic, we focused on optimizing conversions within the Huawei Australia Community. We implemented strategies to encourage user registrations, active participation, and the sharing of valuable content, ultimately fostering a thriving and interactive community environment.

# Results

Our efforts yielded impressive results:

| | | |
|---|---|---|
| **Organic Searches** | 📈 | **116.97%** |
| **Organic Users** | 📈 | **107.60%** |
| **Organic New Users** | 📈 | **206.65%** |
| **Organic Sessions** | 📈 | **89.53%** |
| **Organic Page Views** | 📈 | **47.97%** |



These outcomes demonstrate the success of our SEO-driven approach in driving traffic and engagement within the Huawei Australia Community.

By effectively leveraging organic search and implementing targeted strategies, we were able to significantly enhance the community's visibility and attract a larger audience of Huawei users in Australia. This case study highlights our ability to deliver impactful results and drive positive outcomes for our clients.

## Introduction

Mashreq, one of the UAE's most successful banks with a rich legacy spanning over five decades, is a prominent financial institution operating across the Middle East. With a strong presence in key global financial hubs and international offices in Europe, Asia, Africa, and the US, Mashreq is committed to delivering exceptional banking services.

## Goals and Objectives

The primary objective of this project was to achieve strong SEO performance and oversee a successful Content Management System (CMS) migration. By implementing effective strategies, we aimed to mitigate the risks associated with organic traffic and visibility, while providing technical recommendations to optimize Mashreq's website.

## Target Audience Analysis

We conducted a comprehensive analysis of Mashreq's target audience, focusing on understanding their preferences, behaviors, and needs. This analysis allowed us to tailor our marketing strategies to effectively reach and engage Mashreq's specific customer segments, ensuring a personalized and relevant experience.

## Marketing Strategy

Our marketing strategy revolved around two key aspects: preserving organic traffic and visibility during the CMS migration and optimizing onsite optimization. We implemented measures to minimize any negative impact on organic search rankings, while providing technical recommendations to enhance Mashreq's website optimization for improved search engine visibility.

## Campaign Executive

We executed the campaign by closely collaborating with Mashreq's team to ensure a smooth CMS migration process. Simultaneously, we implemented technical recommendations to enhance the website's onsite optimization, ensuring that Mashreq's online presence remained strong and impactful throughout the transition.
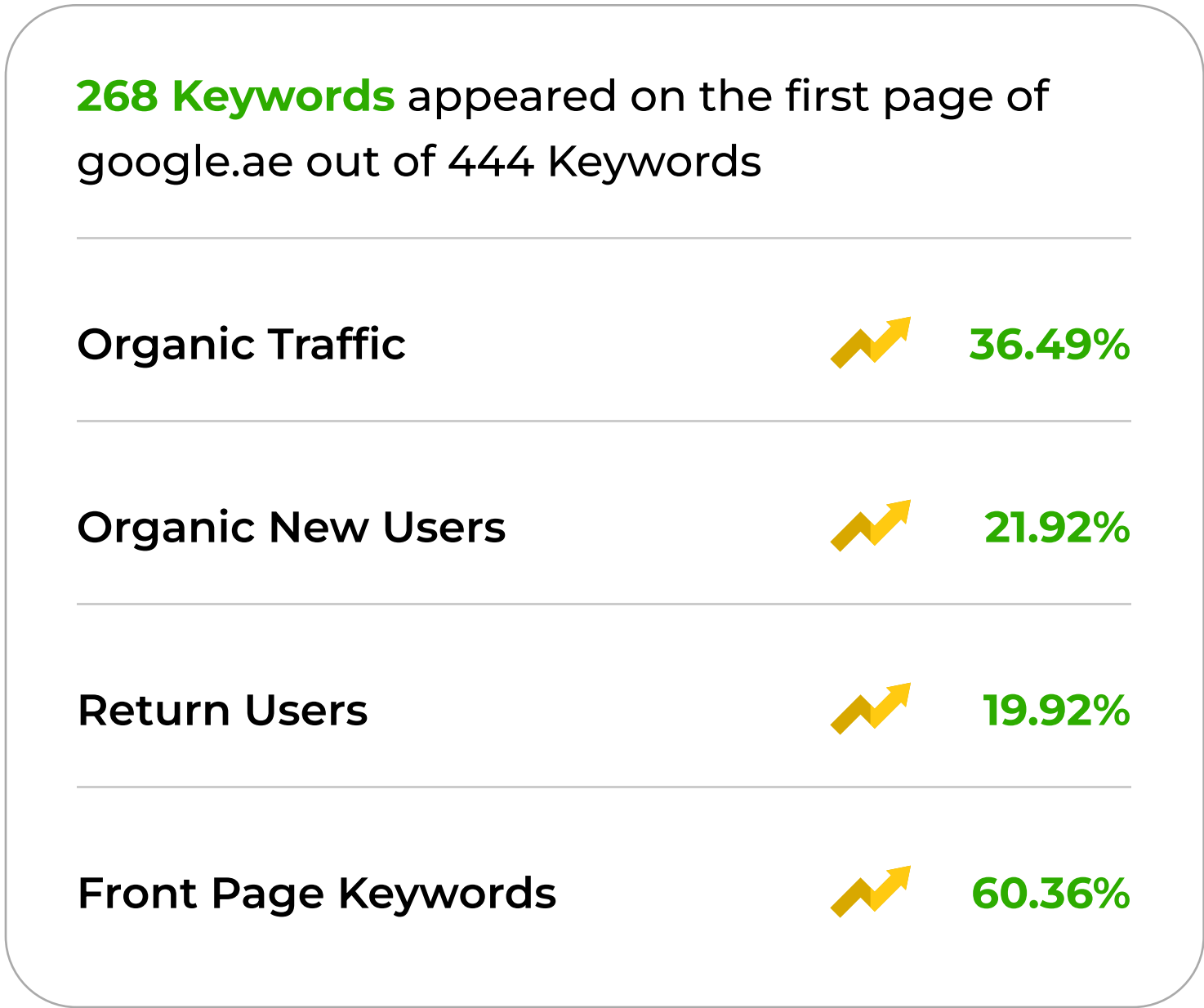
## Performance Metrics

Throughout the campaign, we closely monitored and measured key performance metrics to evaluate the success of our strategies. Metrics such as keyword rankings, organic traffic, organic new users, return users, front page keywords, and organic visibility on Google.ae were tracked and analyzed to assess the impact of our efforts.

## Data Analysis

By leveraging advanced analytics tools, we collected and analyzed data to gain valuable insights into user behavior, engagement patterns, and organic search performance. This data-driven analysis allowed us to make informed decisions, optimize our strategies, and maximize the effectiveness of Mashreq's online presence.

## Conversion Optimization

In addition to driving organic traffic and visibility, we focused on optimizing conversions within Mashreq's digital platforms. We implemented strategies to encourage user engagement, improve user experience, and drive conversions, ultimately contributing to Mashreq's business growth and customer satisfaction.

## Budget Management

We allocated resources strategically, optimizing our budget to ensure maximum impact and ROI. Our budget management approach involved prioritizing activities that yielded the best results, allowing us to make efficient use of the allocated resources.

# Results

The campaign delivered impressive results for Mashreq, demonstrating the effectiveness of our strategies:

**268 Keywords** appeared on the first page of google.ae out of 444 Keywords

| | | |
|---|---|---|
| Organic Traffic | 📈 | **36.49%** |
| Organic New Users | 📈 | **21.92%** |
| Return Users | 📈 | **19.92%** |
| Front Page Keywords | 📈 | **60.36%** |

These outcomes validate the success of our SEO-driven approach and the meticulous execution of the CMS migration. Our partnership with Mashreq showcased our ability to deliver exceptional results and contribute to their online visibility and business growth.

By effectively implementing targeted strategies, analyzing data, and optimizing conversions, we ensured Mashreq's strong digital presence in the highly competitive banking industry. This case study underscores our commitment to delivering outstanding outcomes and driving tangible results for our clients.

## Mashreq Credit Card Event Coverage by Clicktap Digital



Clicktap Digital partnered with Mashreq Bank to provide comprehensive digital coverage for a high-profile credit card launch event. The goal was to enhance brand visibility and engage both existing and potential customers.

Clicktap Digital developed a targeted content strategy that included live event coverage, influencer collaborations, and interactive social media campaigns. Using a combination of high-quality visuals, real-time updates, and customer-focused storytelling, they successfully amplified the event's reach across multiple platforms.

As a result, Mashreq Bank saw a significant increase in social media engagement, credit card inquiries, and positive brand sentiment post-event, exceeding their initial KPIs.

## Introduction

Oscar Lubricants, a leading lubricant manufacturer in the UAE, is known for its high-quality products and strong market presence in the Middle East and beyond. With a commitment to delivering innovative lubricant solutions, Oscar Lubricants has established itself as a trusted brand for both industrial and automotive customers.

## Goals and Objectives

The primary objective of this project was to boost Oscar Lubricants' online visibility and ensure seamless website functionality through ongoing SEO performance marketing and comprehensive website maintenance. We aimed to drive organic traffic, improve search engine rankings, and ensure the website's performance remained optimal for user experience and search engines.

## Target Audience Analysis

We conducted a thorough analysis of Oscar Lubricants' target audience, identifying key demographics and interests. This allowed us to tailor the SEO strategy and website content to resonate with the audience, ensuring that both B2B and B2C segments were effectively reached through personalized content and relevant search queries.

## Marketing Strategy

Our marketing strategy for Oscar Lubricants revolved around two critical aspects: enhancing organic traffic and maintaining a smooth website functionality through our SEO efforts and website maintenance. We ensured that the website's visibility on search engines improved while keeping the technical elements intact to prevent any negative impact on user experience.

## Campaign Executive

We worked closely with Oscar Lubricants' team to implement SEO strategies and ensure website stability. Our approach involved both technical SEO enhancements and ongoing website maintenance, ensuring that Oscar Lubricants' digital presence remained strong and competitive in the industry.

## Performance Metrics

Throughout the campaign, we monitored key performance metrics such as organic traffic, keyword rankings, return users, and page engagement. These insights allowed us to continuously refine our strategies, ensuring Oscar Lubricants achieved top rankings and visibility in search engine results.

## Data Analysis

Using advanced analytics tools, we collected and analyzed data to understand user behavior, search trends, and engagement metrics. This data-driven approach allowed us to make informed decisions that contributed to Oscar Lubricants' improved online presence and SEO performance.

## Conversion Optimization

Beyond driving organic traffic, we focused on optimizing conversions by enhancing the user experience on Oscar Lubricants' website. Our efforts included improving navigation, boosting content relevancy, and encouraging customer engagement to drive higher conversion rates and customer satisfaction.

## Budget Management

We strategically allocated resources to maximize ROI for Oscar Lubricants. By focusing on high-impact activities, we optimized the use of the allocated budget to drive the best possible outcomes, ensuring both organic growth and technical stability.

# Results

The campaign delivered outstanding results for Oscar Lubricants, showcasing the effectiveness of our SEO and website maintenance strategies:

**320 Keywords** appeared on the first page of Google out of 500 total keywords.

| | | |
|---|---|---|
| **Organic Traffic** | 📈 | **42.75%** |
| **Organic New Users** | 📈 | **24.30%** |
| **Return Users** | 📈 | **22.15%** |
| **Front Page Keywords** | 📈 | **65.80%** |



These results highlight the success of our tailored approach, combining data analysis, SEO optimization, and ongoing technical maintenance to significantly improve Oscar Lubricants' digital presence.

Our partnership with Oscar Lubricants demonstrated our ability to drive impressive organic growth, boost online visibility, and support their business objectives. By continually refining our strategies and focusing on long-term growth, we ensured Oscar Lubricants' success in a competitive industry.

HO rushes supplies to Ukraine,
adies to tackle disease in flood

concern ove
actions during meeting
with Yemeni leader

Saudi environment
minister meets Jordanian
PM

Jordanian PM meets
UNWTO secretary-
general, Arab tourism
ministers

Since 1975

# ARAB NEWS

The Voice of a Changing Region

RESEARCH & STUDIES    PODCAST

LIFESTYLE    OPINION    SPORT

WORLD    BUSINESS    MEDIA

SAUDI ARABIA    MIDDLE EAST

Arab News    Thursday , June 08, 2023

Jordanian PM meets UNWTO secretary-general, Arab tourism ministers

LATEST NEWS / Middle-East

التحالف الدولي
GLOBALCOALITION

THE MINISTERIAL MEETING OF THE
GLOBAL COALITION TO DEFEAT ISIS
الاجتماع الوزاري للتحالف

is making

# Introduction

Arab News, a prominent news organization established in 1957, has been the voice of a changing region, delivering news and insights to its audience.

# Goals and Objectives

The goal for Arab News was to maximize website traffic and increase the number of website users. The objective was to employ fundamental SEO strategies to drive targeted traffic through Organic Search and enhance overall website visibility.

# Target Audience Analysis

A comprehensive analysis of the target audience was conducted to understand their preferences, interests, and online behavior. This analysis guided the development of a marketing strategy tailored to attract and engage the desired audience segments.
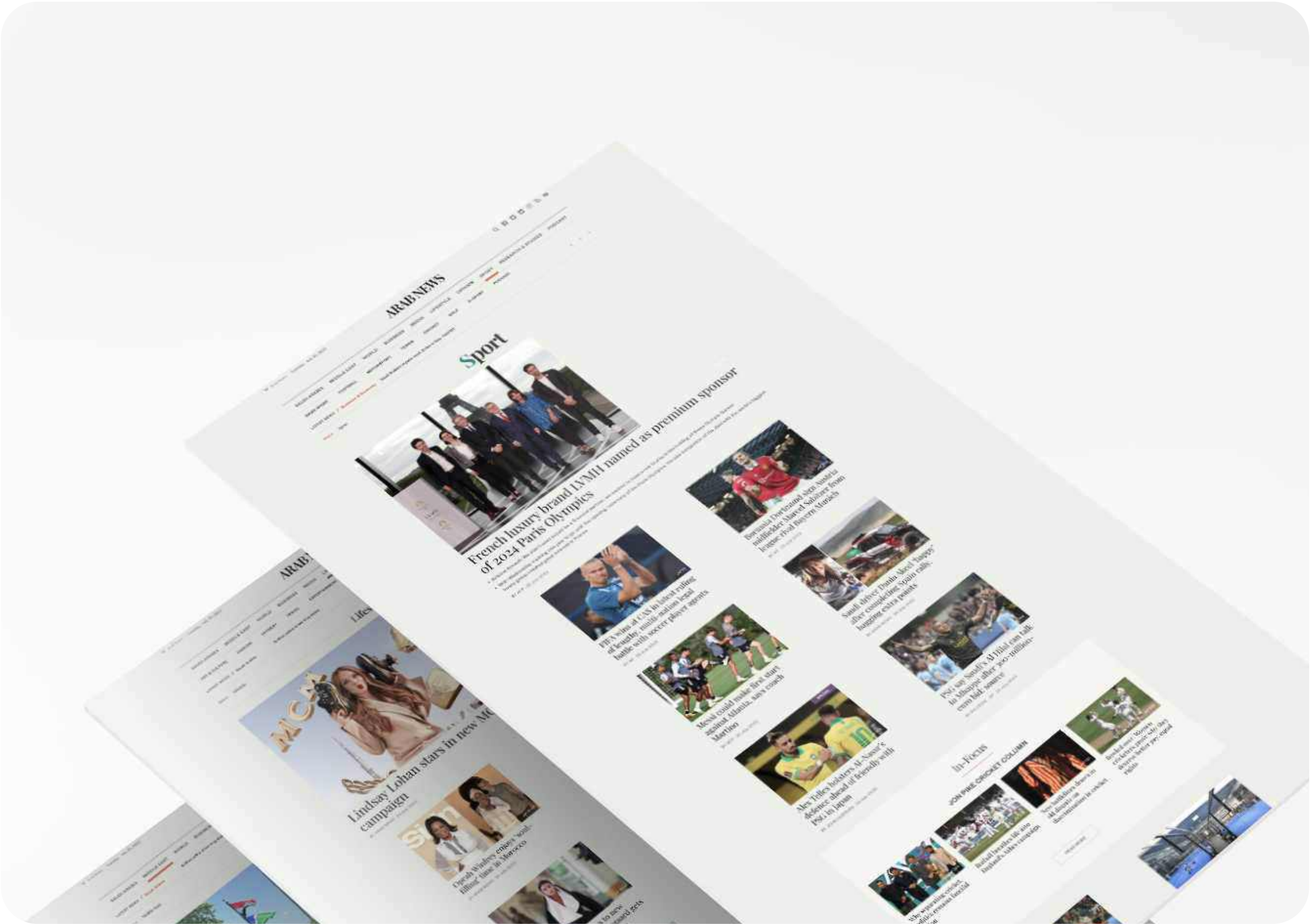
## Marketing Strategy

Based on the target audience analysis, a marketing strategy was devised to optimize website traffic. The strategy focused on implementing fundamental SEO techniques to improve organic search rankings, attract relevant visitors, and drive increased traffic to arabnews.com.

## Campaign Executive

The marketing campaign was executed by implementing various SEO tactics such as keyword optimization, content enhancement, on-page optimization, and technical SEO improvements. These efforts were aimed at improving the website's visibility in search engine results and attracting organic traffic.

## Performance Metrics

Key performance metrics were tracked throughout the campaign to evaluate its effectiveness. Metrics such as organic users, organic new users, and page views were monitored to gauge the impact of the SEO strategies on website traffic and user engagement.

## Data Analysis

Thorough data analysis was conducted to assess the campaign's performance and identify areas for improvement. The data provided insights into user behavior, search patterns, and content performance, enabling data-driven optimization decisions.

## Conversion Optimization

Conversion optimization techniques were employed to enhance user experience, increase engagement, and encourage desired actions on the website. This involved optimizing landing pages, improving site navigation, and implementing compelling calls-to-action.

## Budget Management

The budget allocated for the campaign was managed effectively to ensure optimal utilization of resources. Investments were strategically allocated based on the performance metrics and the identified areas with the highest potential for driving website traffic.

# Results

The performance marketing efforts yielded significant results for Arab News:

**Organic Users (Globally),** 📈 **3.76%**
indicating improved website visibility and increased organic traffic

**Organic New Users,** 📈 **3.88%**
indicating higher influx of new visitors to the website

**Page View,** 📈 **35.86%**
demonstrating improved user engagement and content consumption



The successful implementation of the performance marketing strategy contributed to maximizing website traffic and achieving the client's objectives. The data-driven approach and continuous optimization efforts helped Arab News attract a larger audience and enhance user engagement on their website.
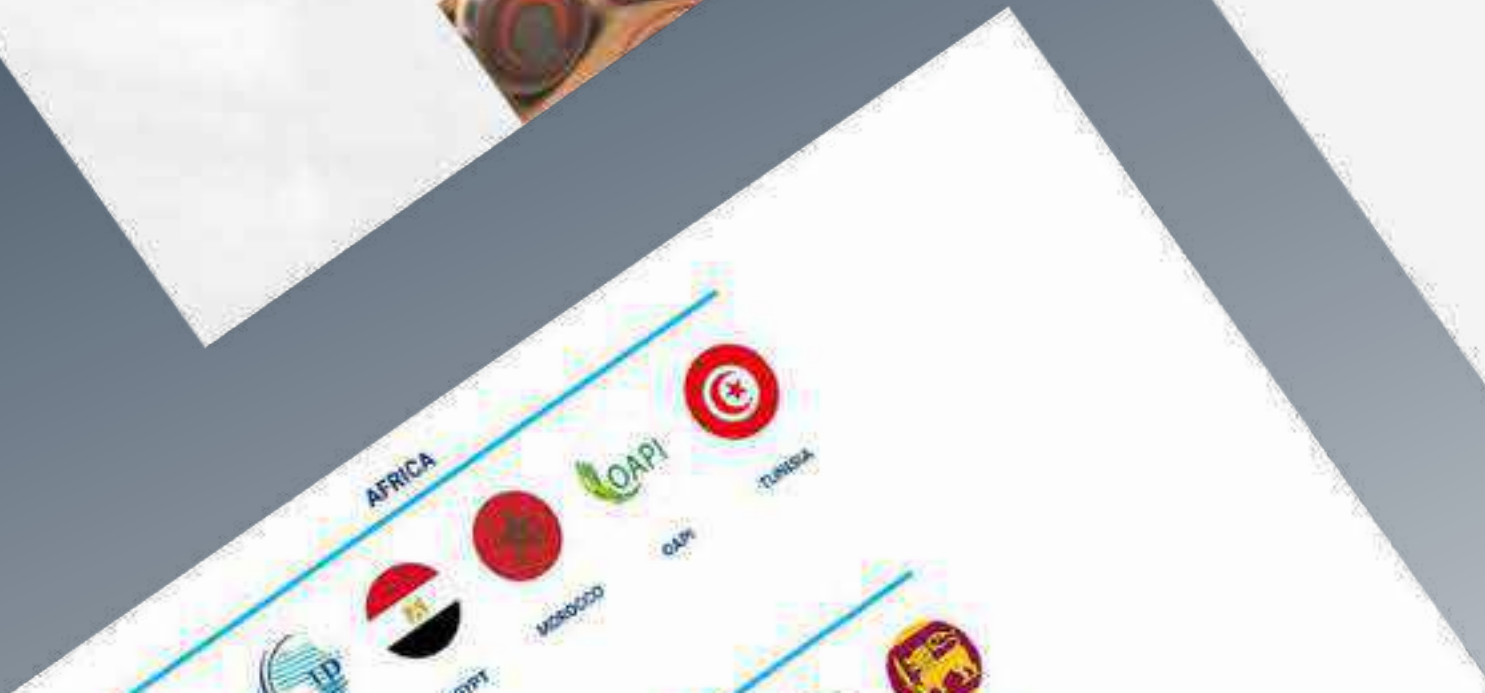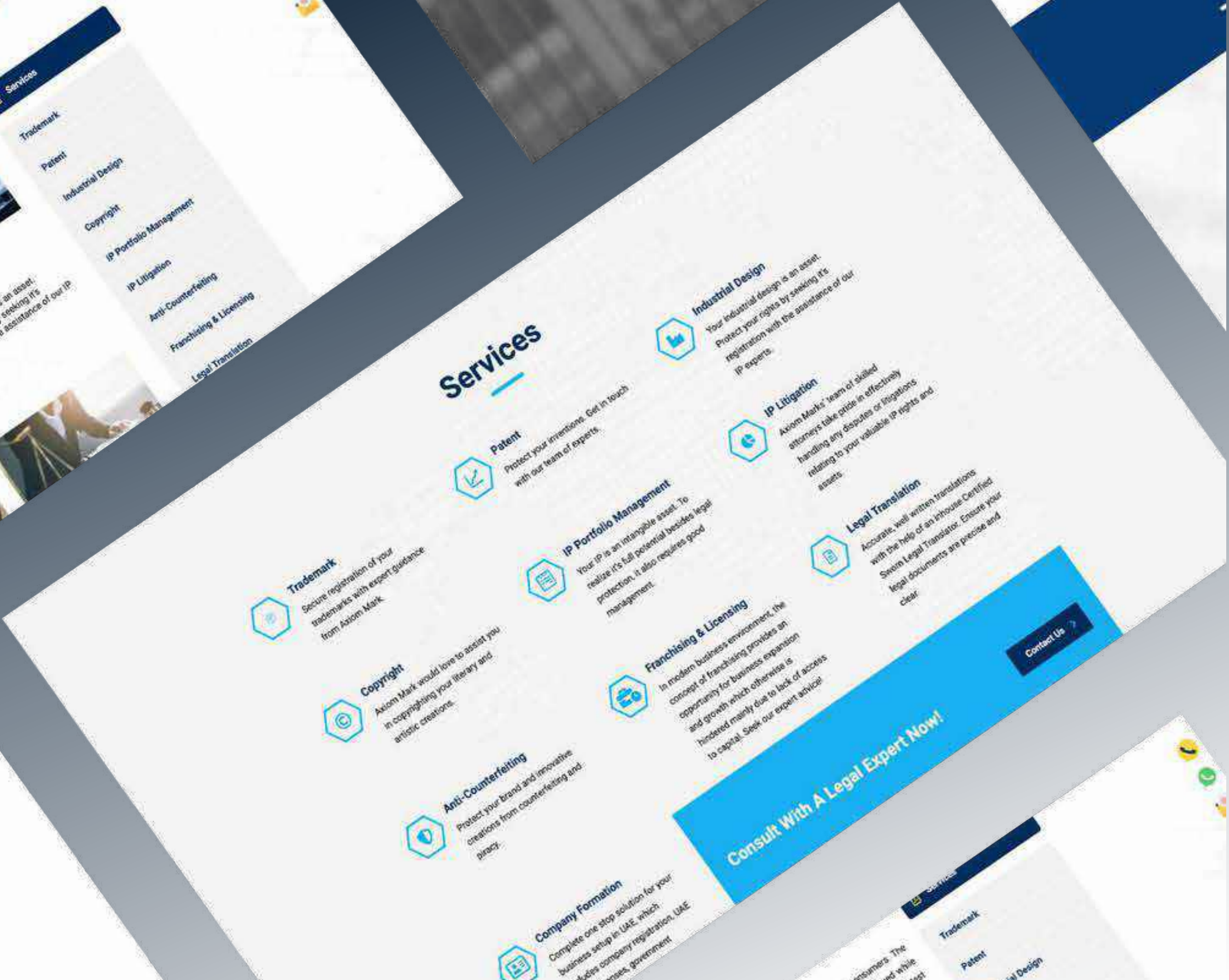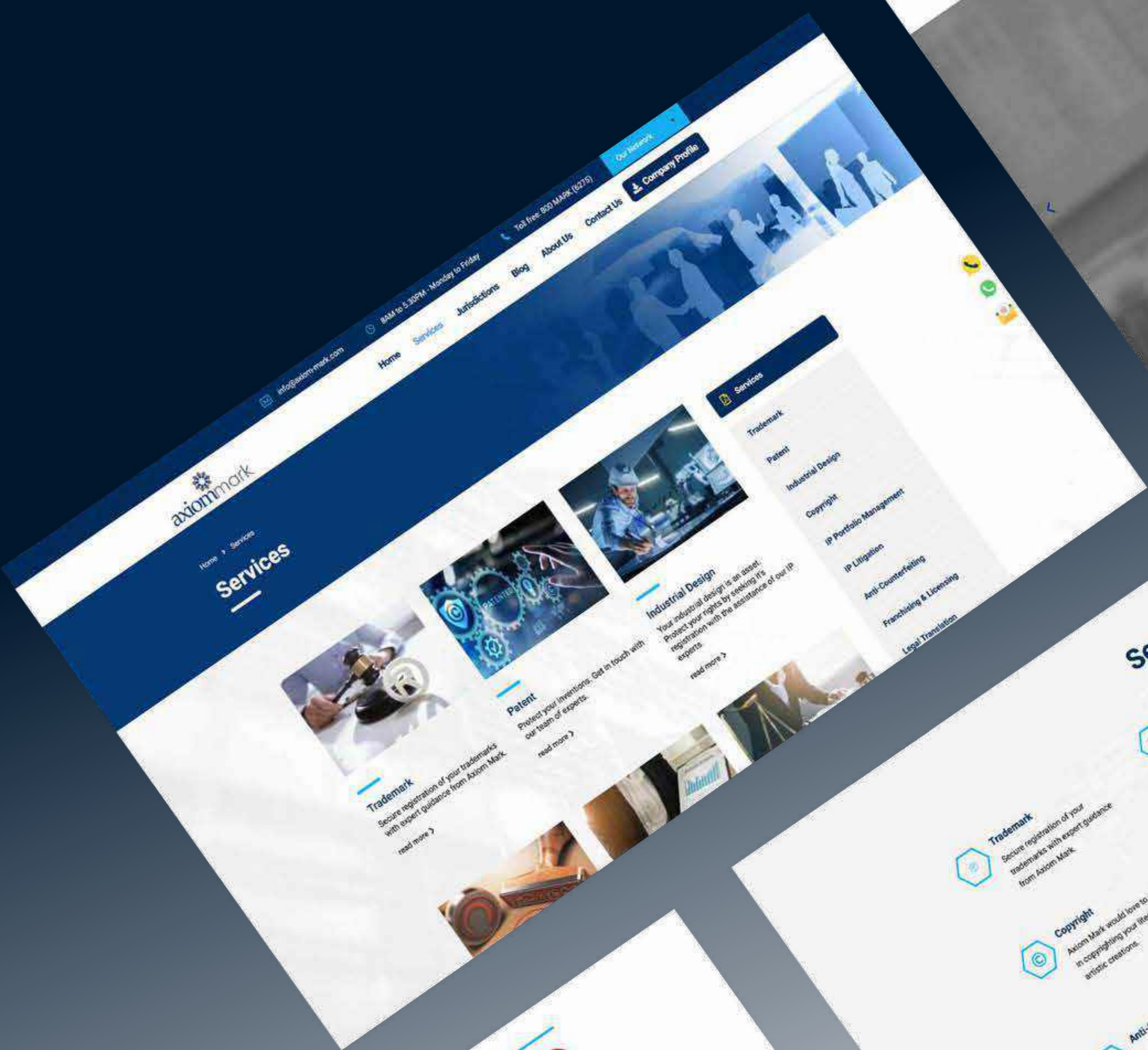
## Introduction

Axiom Mark is a reputable firm of IP professionals and attorneys specializing in providing top-quality services related to the acquisition, registration, protection, enforcement, and commercial exploitation of Intellectual Property (IP) rights. With extensive experience and a client base that includes Fortune 500 companies and international law firms, Axiom Mark offers efficient and cost-effective solutions for trademarks, patents, industrial designs, copyrights, and more.

## Goals and Objectives

The goal for Axiom Mark was to increase brand visibility for intent marketing and maximize leads. The objective was to attract targeted traffic to the website and generate a higher number of inquiries from potential clients.

## Target Audience Analysis

Axiom Mark conducted a thorough analysis of their target audience to understand their preferences, needs, and behaviors. This analysis helped in developing a strategy that resonated with the intended audience and effectively captured their attention.

## Marketing Strategy

To achieve their goals, Axiom Mark implemented fundamental SEO strategies. This involved optimizing the website with relevant keywords and publishing articles on trending topics related to Intellectual Property. The strategy aimed to drive targeted traffic to the website and increase its visibility among the intended audience.

## Campaign Executive

Axiom Mark executed their marketing strategy by implementing on-page and off-page SEO techniques, including keyword optimization, content creation, and link building. They consistently published articles and optimized website elements to attract organic traffic and engage potential clients.

## Performance Metrics

To measure the success of their campaign, Axiom Mark tracked various performance metrics. They monitored organic traffic, the number of inquiries generated, and other relevant indicators to assess the effectiveness of their marketing efforts.

## Data Analysis

Axiom Mark analyzed the collected data to gain insights into user behavior, traffic patterns, and campaign performance. This analysis helped in identifying areas of improvement and optimizing the marketing strategy further.

## Conversion Optimization

Based on the data analysis, Axiom Mark made necessary adjustments to optimize conversions. They focused on enhancing user experience, refining the website's call-to-action elements, and improving landing page performance to maximize lead generation.

## Budget Management

Axiom Mark efficiently managed their budget by allocating resources to the most effective marketing channels and strategies. They optimized their spending to ensure a cost-effective approach while achieving their marketing objectives.

# Results

The implemented marketing strategy produced positive results for Axiom Mark. Key outcomes include:

**Organic Traffic,** indicating improved visibility in search engine results and a higher influx of organic visitors to the website

**21%**

**Number of Inquiries,** demonstrating a significant rise in potential leads and engagement from interested individuals or businesses

**44%**

Through their strategic SEO implementation and content marketing efforts, Axiom Mark successfully increased brand visibility and maximized leads. By leveraging relevant keywords and providing valuable content, they attracted targeted traffic to their website and generated a higher number of inquiries from interested prospects.

5asec
TEXTILE EXPERT

**5asec**

Hi Nina,
Your laundry order is now out for delivery.

# Introduction

5asec, a leading laundry and dry-cleaning service provider is dedicated to offering convenient and reliable solutions to customers. With a focus on quality and customer satisfaction, 5asec aims to streamline the ordering process and enhance the overall customer experience.

# Goals and Objectives

The goal for 5asec was to drive customers towards using their mobile app, allowing them to track the end-to-end journey of their laundry and dry-cleaning orders. The objectives were to increase app adoption and scale the usage of the mobile platform.

# Target Audience Analysis

Our team conducted an in-depth analysis of the target audience, considering their preferences, behaviors, and motivations. We identified that customers sought convenience and transparency in the ordering process, making the mobile app an ideal solution.

## Marketing Strategy

To achieve the desired results, we developed a strategic marketing approach focused on incentivizing both current and potential customers to download and utilize the 5asec mobile app. By emphasizing the benefits and convenience of the app, we aimed to drive user engagement and encourage more customers to opt for the mobile ordering process.

## Campaign Executive

Our team executed a comprehensive campaign, utilizing various channels to reach and engage the target audience. We implemented persuasive messaging highlighting the app's features, ease of use, and ability to track orders. We leveraged social media platforms, online advertising, and email marketing to create awareness and generate interest in the app.

## Performance Metrics

We closely monitored key performance metrics throughout the campaign, including the number of app installations, daily app users, and engagement levels. These metrics provided valuable insights into the effectiveness of our strategy and allowed us to make data-driven decisions for optimization.

## Data Analysis

Our team conducted thorough data analysis to evaluate the campaign's impact and identify areas for improvement. We analyzed user behavior, conversion rates, and customer feedback to gain actionable insights and refine our approach.

## Conversion Optimization

Based on the data analysis, we implemented conversion optimization techniques to further enhance app adoption and usage. We fine-tuned the user experience, simplified the onboarding process, and implemented personalized incentives to encourage app usage.

## Budget Management

We efficiently managed the campaign budget, allocating resources strategically across various marketing channels to maximize reach and impact. Regular monitoring and optimization ensured optimal utilization of resources.

# Results

Our efforts yielded significant results, demonstrating the success of our strategy:

**The number of app installations,**
showcasing the increased interest and adoption of the mobile app

📈 **28.2%**

**The average daily app users growth,**
indicating a higher level of engagement and interaction with the app

📈 **5.69%**

These results validate the effectiveness of our incentivization strategy in driving app adoption and usage among 5asec's customer base. By encouraging customers to download and use the app, we enabled them to benefit from a seamless and transparent end-to-end journey for their laundry and dry-cleaning orders.

Our collaboration with 5asec exemplifies our ability to develop and implement strategies tailored to meet the unique challenges of our clients. By leveraging the power of mobile technology and incentivization, we successfully enhanced the customer experience and scaled the ordering process for 5asec.

100MP
1:1.9/27 ASPH.

## Introduction

HONOR, established in 2013, is a leading global provider of smart devices. As a visionary tech brand, our mission is to enable a smart life across all scenarios and channels for people worldwide. With a strategic focus on innovation, quality, and service, HONOR develops technology that empowers individuals to surpass boundaries and creates a new intelligent world through our portfolio of innovative products.

## Goals and Objectives

The goal for HONOR was to boost organic traffic to its website, ensuring a higher number of visitors discover and engage with our brand through organic search results. The objectives were to increase organic user sessions, enhance the organic versus paid user ratio, and demonstrate consistent growth in organic user sessions over time.

## Target Audience Analysis

We conducted an extensive analysis of the target audience, considering their demographics, interests, and online behavior. By understanding our audience's preferences and needs, we tailored our marketing efforts to resonate with their interests and motivations.
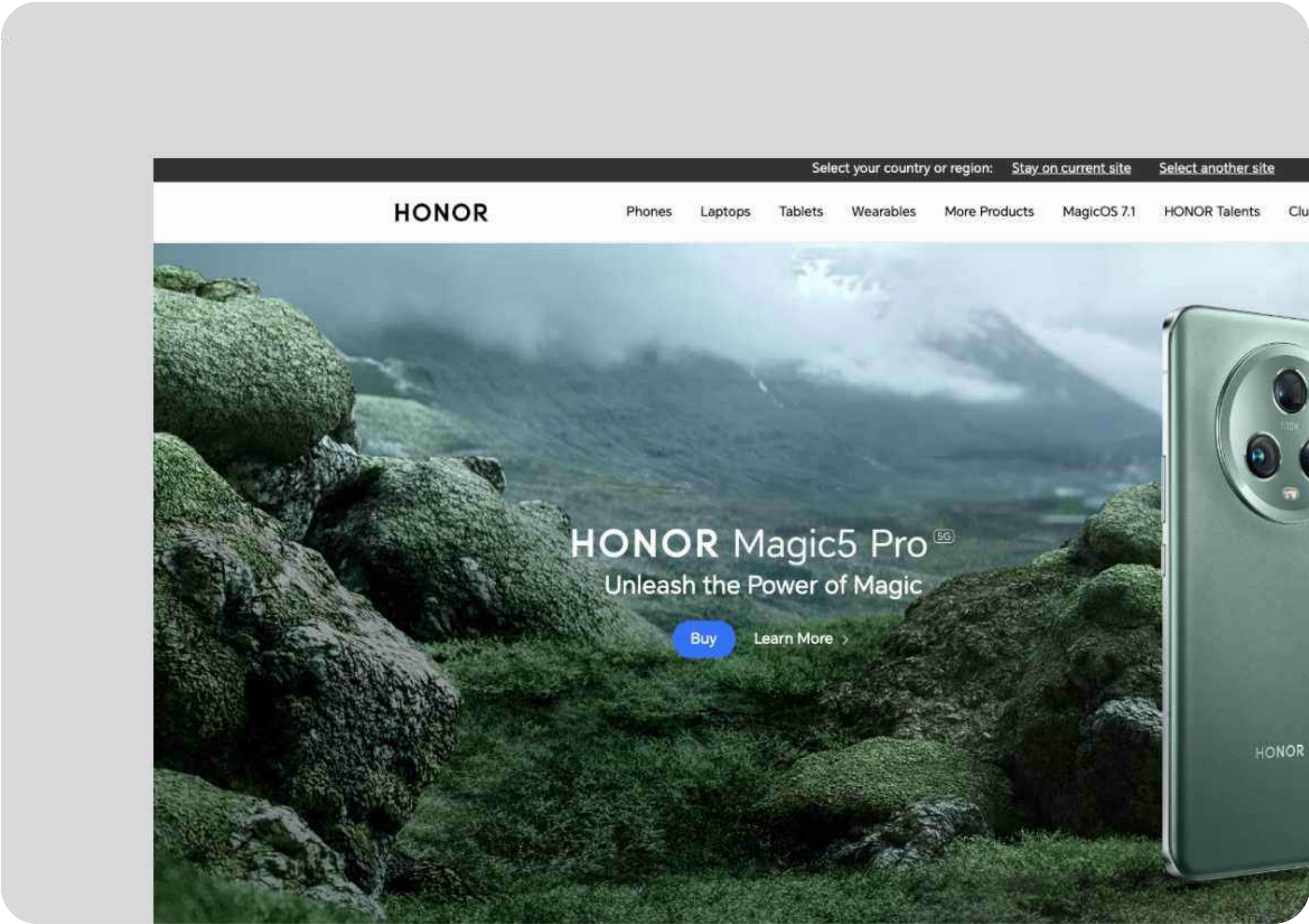
## Marketing Strategy

To achieve our goals, we devised a comprehensive marketing strategy that focused on optimizing organic search visibility. We implemented proven SEO techniques and content strategies to improve our website's organic rankings, attract relevant organic traffic, and enhance the overall user experience.

## Campaign Executive

Our team executed a well-coordinated campaign that encompassed on-page and off-page SEO optimization, content creation and distribution, and website enhancements. We employed keyword research, technical SEO audits, and link building strategies to improve our website's visibility in search engine results pages.

## Performance Metrics

Throughout the campaign, we closely monitored key performance metrics to evaluate the success of our strategy. Our performance metrics included organic user growth, organic session growth, the ratio of organic versus paid users, and year-over-year organic user session comparisons.

## Data Analysis

We conducted thorough data analysis to gain valuable insights into user behavior, website engagement, and keyword performance. By analyzing data trends and user interactions, we identified areas of improvement and adjusted our approach accordingly.

## Conversion Optimization

Based on data analysis and user feedback, we implemented conversion optimization techniques to enhance the user journey and increase engagement. We fine-tuned website elements, such as call-to-action placement and page load speed, to optimize conversions and improve overall user satisfaction.

## Budget Management

We efficiently managed the campaign budget, allocating resources strategically to maximize our reach and impact. Regular monitoring and optimization ensured optimal utilization of resources while driving organic traffic growth.

# Results

Our efforts yielded impressive results, showcasing the effectiveness of our marketing strategy:

**Organic Users,**
indicating a significant boost in organic traffic and brand visibility

📈 **113.80%**

**Organic Sessions,**
demonstrating the success of our approach in attracting and engaging users

📈 **395.15%**

**Organic users vs Paid users Ratio,**
indicating a higher preference for organic search results

📈 **53.48%**

**Organic sessions vs Paid sessions**
indicating a higher preference for organic search results

📈 **77.53%**

Organic users experienced a remarkable growth of **1,011.53%** from 2017 to 2019, reflecting sustained organic traffic growth over time.

Our collaboration with HONOR exemplifies our ability to develop and execute effective marketing strategies that drive organic traffic and enhance brand visibility. Through our dedication to optimizing organic search results, we successfully achieved HONOR's goal of boosting organic traffic to their website and reaching a wider audience of tech enthusiasts.

## Introduction

Oasis Water, a brand of NFPC, has been delivering high-quality water since its establishment in 1984. As the first company in the UAE to provide 5G water delivery services, Oasis Water maintains international quality standards and is recognized by the International Bottled Water Association and the National Sanitary Foundation.

## Goals and Objectives

The goal for Oasis Water's social media campaigns is to maximize awareness and engagement. The objective is to create compelling content by leveraging different creative messages, formats, and campaign objectives.

## Target Audience Analysis

Through comprehensive target audience analysis, we identify and understand the demographics, preferences, and behaviors of the intended audience. This analysis allows us to tailor the marketing strategy to effectively reach and engage with the target audience.

## Marketing Strategy

Based on the target audience analysis, we develop a marketing strategy that combines effective messaging, creative formats, and appropriate campaign objectives. This strategy aims to capture the attention of the target audience and drive engagement through social media platforms.

## Campaign Executive

The marketing campaigns are executed by implementing the developed strategy across various social media channels. The content is carefully curated and optimized to align with the campaign objectives and resonate with the target audience.

## Performance Metrics

To evaluate the success of the social media campaigns, relevant performance metrics are tracked. These metrics include engagement rate, reach, impressions, click-through rate, and conversion metrics. Tracking these metrics provides insights into the effectiveness of the campaigns and helps measure the return on investment.

## Data Analysis

Data collected from the campaigns is analyzed to gain deeper insights into audience behavior, campaign performance, and areas of improvement. This analysis guides future decision-making and optimization efforts.

## Conversion Optimization

Through continuous monitoring and analysis, we identify opportunities for conversion optimization. This involves refining the campaign elements, targeting strategies, and user experience to maximize conversions and drive desired actions from the target audience.

## Budget Management

Effective budget management ensures optimal allocation of resources for the social media campaigns. We carefully monitor and allocate the budget to different campaign elements, platforms, and promotional activities to achieve the desired results within the allocated budget.

## Results

As a testament to the success of the social media campaigns, Oasis Water experienced a **25%** increase in engagement rate compared to previous campaigns with the same resources.

These results demonstrate the effectiveness of the marketing strategy and its ability to maximize awareness and engagement among the target audience.

## Introduction

Kaplan, a leader in education for over 80 years, stands out due to its extensive capabilities and diverse offerings. Our commitment to empowering individuals, universities, and businesses sets us apart, enabling our students and partners to achieve greater advancement and success. With a rich history of expanding educational access and embracing new technologies, Kaplan is dedicated to helping students and professionals reach their educational and career goals.

## Goals and Objectives

The goal for Kaplan was to boost category awareness while simultaneously driving higher student enrollment. The objectives were to increase brand visibility, trigger the importance of continuous education in a rapidly evolving world, and achieve a 20% increase in student enrollment.

## Target Audience Analysis

We conducted a thorough analysis of the target audience, considering their demographics, educational needs, and aspirations. Understanding their motivations and challenges allowed us to tailor our marketing efforts to resonate with their desires for continuous education and career advancement.

## Marketing Strategy

To achieve our goals, we developed a comprehensive marketing strategy centered around the notion that continuous education is imperative to stay up-to-date in a rapidly evolving world. We created compelling messaging and campaigns that emphasized the benefits of ongoing learning, positioning Kaplan as the ideal partner for educational advancement.

## Campaign Executive

Our team executed a multichannel campaign that leveraged various marketing channels such as digital advertising, social media, email marketing, and content marketing. We crafted engaging content, delivered targeted messages, and utilized data-driven insights to reach and engage our target audience effectively.

## Performance Metrics

Throughout the campaign, we closely monitored key performance metrics to gauge the effectiveness of our strategy. Our performance metrics included reach, leads, messages, student enrollment growth, engagement rates, and conversion rates.

## Data Analysis

We conducted in-depth data analysis to gain valuable insights into campaign performance, audience behavior, and engagement patterns. By analyzing data trends, we identified areas for optimization and adjusted our approach to maximize campaign effectiveness.

## Conversion Optimization

Based on data analysis and user feedback, we implemented conversion optimization techniques to enhance the user journey and increase enrollment rates. We refined landing pages, optimized lead capture forms, and implemented personalized communication strategies to improve conversion rates.

## Budget Management

We efficiently managed the campaign budget, allocating resources strategically to maximize reach and impact. Regular monitoring and optimization ensured optimal utilization of resources while driving category awareness and student enrollment growth.

# Results

Our efforts yielded impressive results, demonstrating the success of our marketing strategy:

**Student enrollment,**  📈  **20%**
surpassing our enrollment growth target

**Brand visibility and category** awareness significantly improved, positioning Kaplan as a leader in continuous education

**Campaign reach and engagement rates** showed substantial growth, indicating strong audience resonance with our messaging

**Conversion rates** improved, with a higher number of prospects enrolling in Kaplan's educational programs
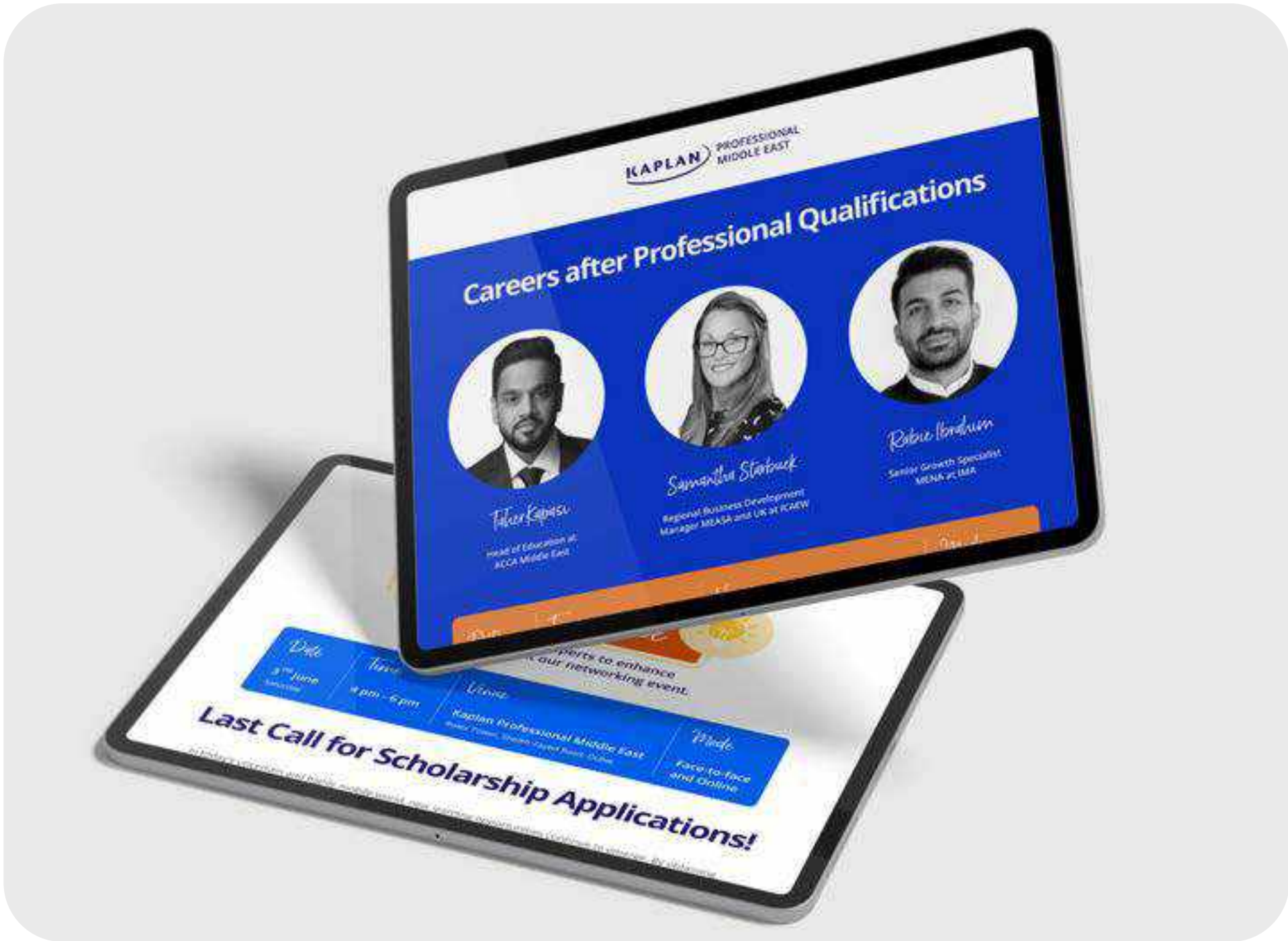


Our collaboration with Kaplan showcases our ability to develop and execute effective marketing strategies that drive category awareness and student enrollment. By emphasizing the importance of continuous education and leveraging targeted marketing channels, we successfully helped Kaplan achieve its objectives of boosting category awareness and increasing student enrollment.
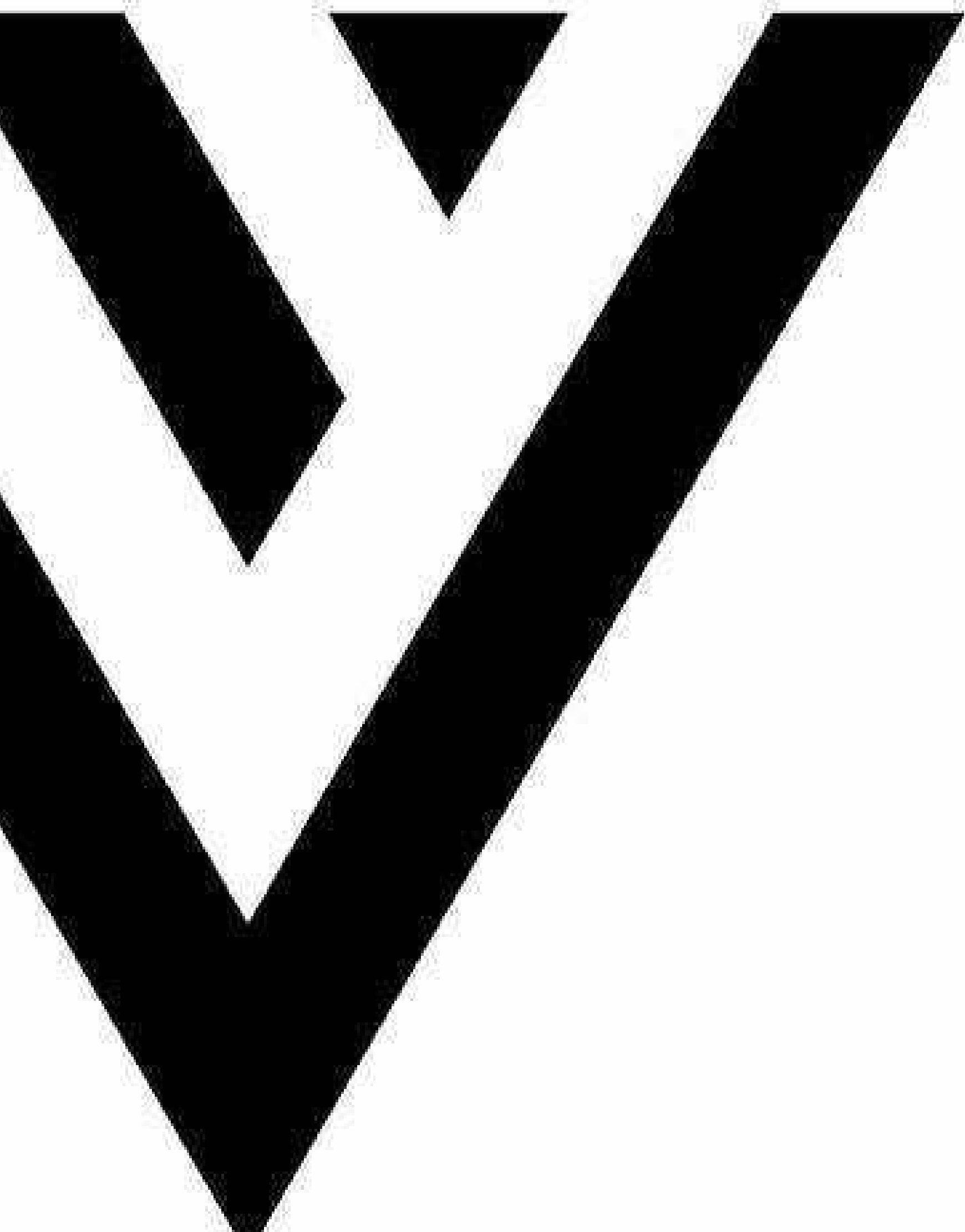
# V Perfume Activation at Barsha Mall, Dubai

V Perfume partnered with our team to create a one-of-a-kind, immersive brand activation experience at Barsha Mall, Dubai. The goal was to create a sensory-driven event that would appeal to shoppers and perfume enthusiasts, highlighting the unique scents of V Perfume and offering an interactive experience with the brand.

## Activation Goals:

**Brand Awareness:** Introduce the new fragrance collection to mall visitors and position V Perfume as a luxury and premium brand in the region.

**Customer Engagement:** Provide an engaging and interactive platform for customers to discover and try the fragrances.

**Sales Growth:** Drive both immediate and long-term sales through sampling, promotions, and on-the-spot purchases.

**Data Collection:** Capture customer feedback and contact details for future marketing efforts.

## Concept Development:

We created an immersive brand booth that mirrored the elegance and allure of V Perfume. The activation area was strategically located in the heart of Barsha Mall to maximize foot traffic. The design concept revolved around sensory engagement, enabling customers to connect deeply with the fragrances through multiple touchpoints.

## Results

**Foot Traffic:** The booth attracted over 1,200 visitors during the 3-day activation period.

**Engagement:** Over 500 customers participated in the scent discovery activity.

**Sales Growth:** Sales increased by 35% during the activation period compared to the previous week.

**Social Media Impact:** The hashtag #VPerfumeDubai was used in over 200 posts during the event, leading to increased brand visibility.

**Customer Data Collection:** Contact details and feedback were gathered from over 300 visitors for future marketing campaigns.

/02

Gulf Oil
Singularity GmbH
Gautier
First Avenue Mall
Al Ghurair Facilities Solutions
Al Ain (Agthia)
Noor Takaful
Salama Radiators
Salama Engineering

Social Media Management

PORTFOLIO
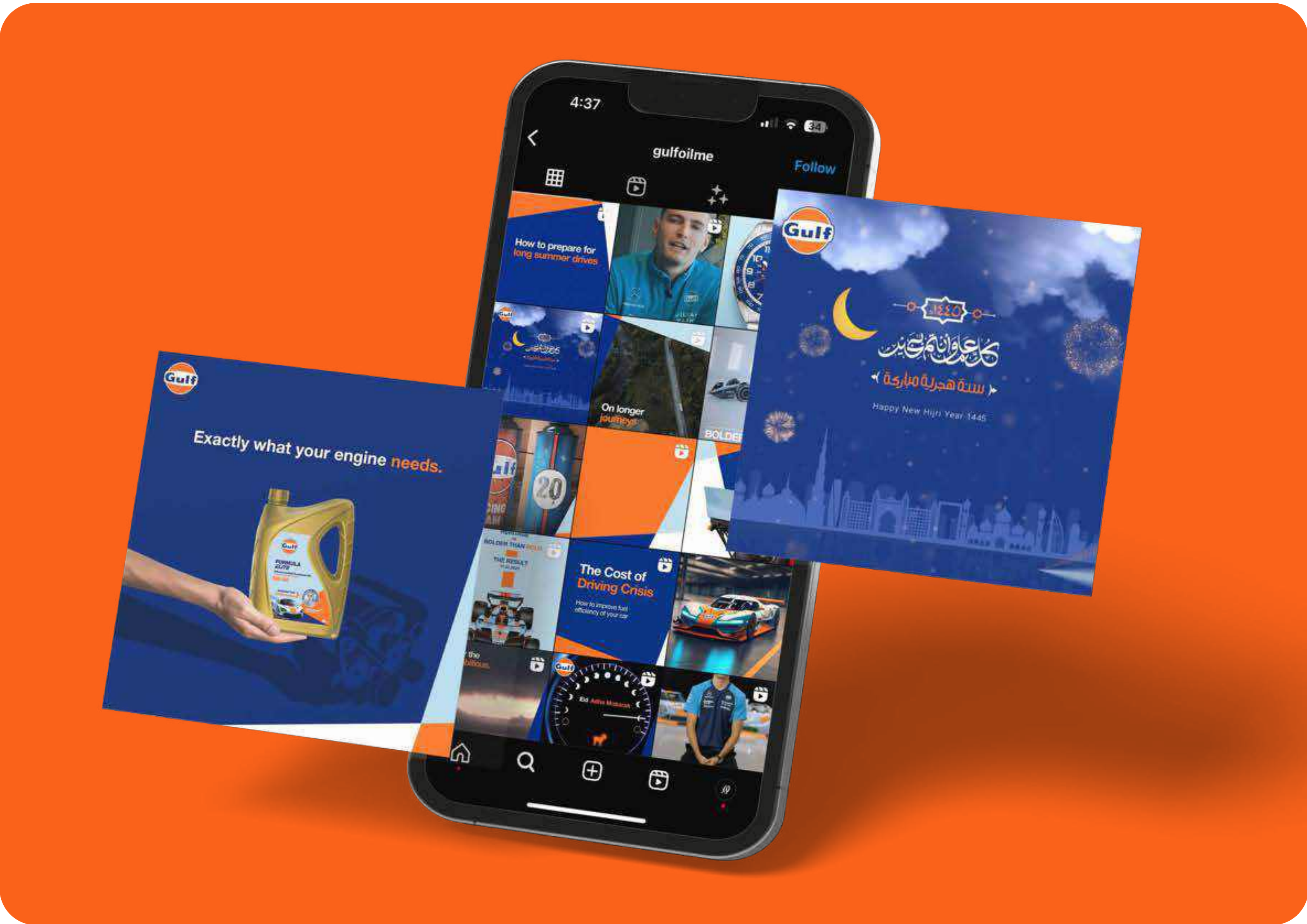
## Introduction

Gulf Oil has a rich history dating back to 1912, when it first struck oil in Spindle top, Texas, USA. Over the years, Gulf has become a trusted brand known for its commitment to quality and strong partnerships. With a global presence and millions of customers worldwide, Gulf continues to innovate and expand its product offerings to meet the evolving needs of the markets it serves.

## Goals and Objectives

The goal for Gulf Oil was to rectify the misperception of the brand among consumers. The objective was to educate and inform consumers about the basic facts of the Gulf brand, dispelling any misconceptions and enhancing brand awareness and understanding.

## Inspiration and Concept Development

Through extensive research and analysis, we developed a comprehensive integrated User-Generated Content (UGC) campaign. We drew inspiration from Gulf Oil's legacy and commitment to innovation, aiming to create an engaging and informative campaign that resonated with the target audience.

## Mood Board and Visual Direction

To achieve our goals, we developed a comprehensive marketing strategy centered around the notion that continuous education is imperative to stay up-to-date in a rapidly evolving world. We created compelling messaging and campaigns that emphasized the benefits of ongoing learning, positioning Kaplan as the ideal partner for educational advancement.





## Typography and Imagery

We carefully selected typography and imagery that complemented Gulf Oil's brand aesthetic. The typography reflected a balance of modernity and heritage, while the imagery showcased the brand's products, global presence, and commitment to excellence.

## Challenges and Solutions

The challenge was to address the misperceptions surrounding the Gulf brand. We tackled this by providing factual information through an engaging UGC campaign, allowing consumers to interact with the brand and learn more about its history and offerings.
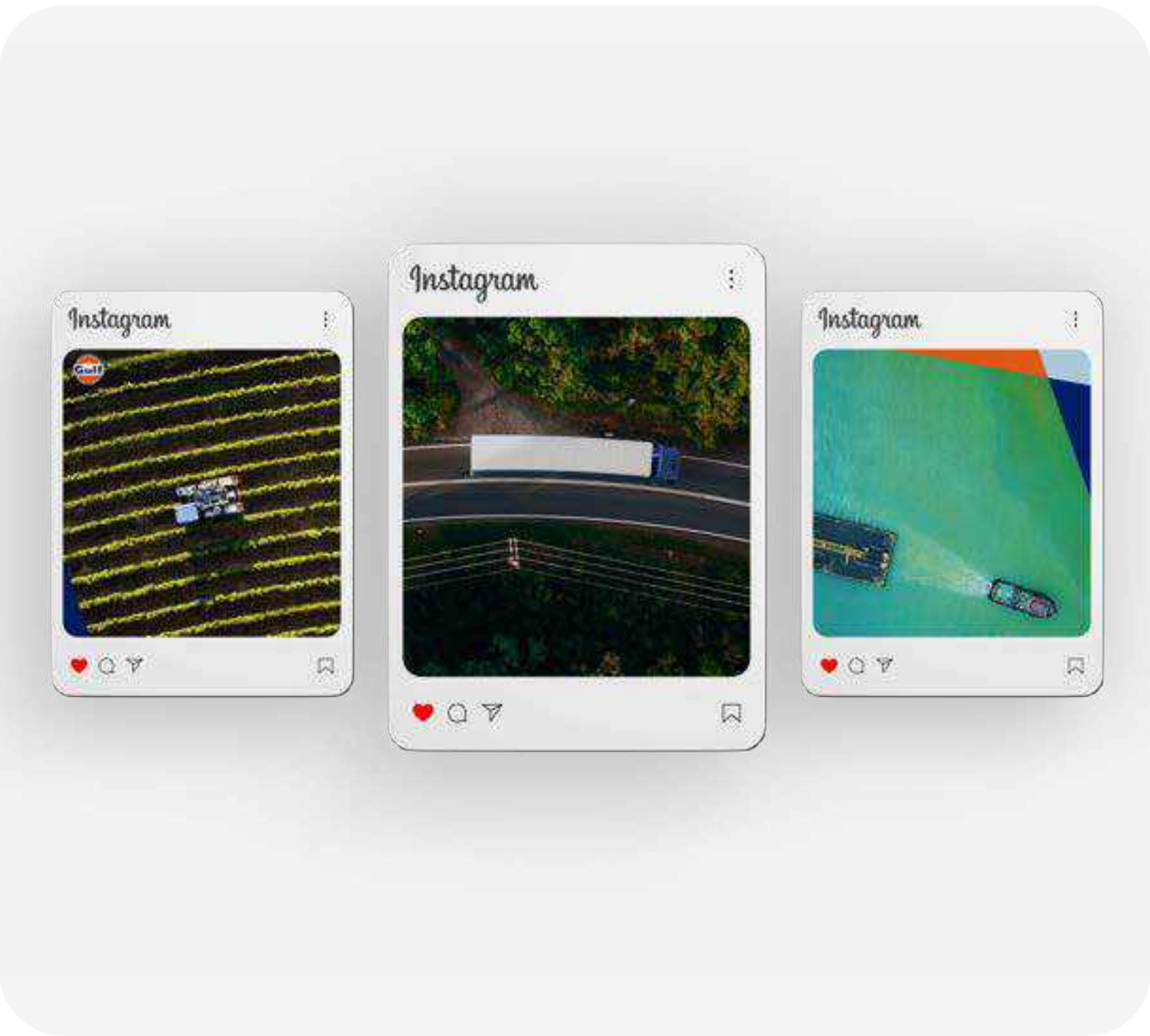
## Interaction Design

To drive consumer engagement, we designed an interactive UGC campaign on Instagram. Participants were asked basic questions about the brand, with multiple-choice answers. The correct answers were then announced on the radio, creating a cohesive online and offline experience for consumers.

## Results and Impact

The UGC campaign successfully garnered a total of 1,584 participants over the course of the one-month campaign. This demonstrated a high level of engagement and interest from consumers, indicating an improved understanding and perception of the Gulf brand.

## Future Iterations

Building on the success of the UGC campaign, Gulf Oil can further enhance its brand perception by continuing to educate and engage consumers through similar interactive initiatives. Future iterations may include expanding the campaign to other social media platforms and exploring additional offline channels for broader reach.

Our collaboration with Gulf Oil exemplifies our ability to develop innovative campaigns that address brand perception challenges and drive consumer engagement. By leveraging user-generated content, we successfully educated consumers about the Gulf brand, fostering a stronger connection between the brand and its target audience.

## Introduction

Singularity GmbH Steuerberatungsgesellschaft is a German-qualified global team of experts, consultants, and professionals with decades of experience in providing tailored services for German VAT needs. With a client base that spans across Germany, the European Union countries, and worldwide jurisdictions, Singularity offers value-driven solutions and fosters long-term business relationships through their commitment to service integrity, innovation, and continuous development.

## Goals and Objectives

The goal for Singularity was to enhance their social media and digital presence to attract businesses in need of VAT services in Europe. The objective was to position themselves as professional advisors specializing in VAT compliance and indirect representation in Europe.

## Inspiration and Concept Development

Singularity embarked on the process of developing their social media and digital presence by gathering inspiration and conceptualizing their messaging and branding strategy. They identified key themes, tones, and visual elements that would resonate with their target audience.

## Mood Board and Visual Direction

To create a cohesive and engaging visual identity, Singularity created a mood board and established a visual direction for their social media and digital presence. This included defining color palettes, typography styles, and image guidelines that would align with their brand and appeal to their target audience.

## Interaction Design

Singularity focused on designing interactive and user-friendly experiences across their digital platforms. They implemented intuitive navigation, clear calls-to-action, and engaging content to ensure a seamless user journey and encourage user engagement.
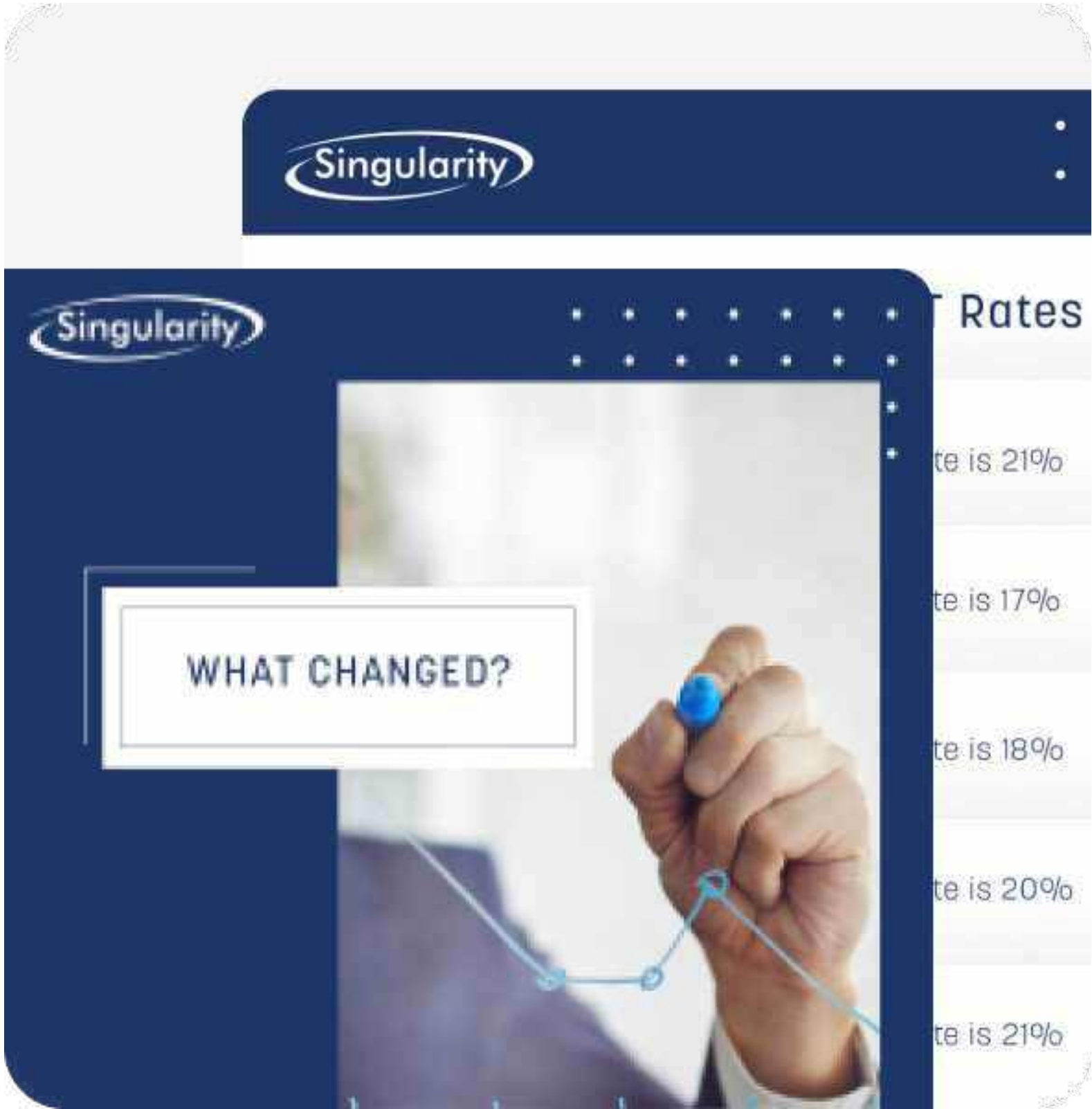


## Typography and Imagery

To enhance their brand identity, Singularity carefully selected typography styles that conveyed professionalism and trustworthiness. They also curated imagery that showcased their expertise and showcased their global reach to establish credibility with their target audience.

## Challenges and Solutions

Singularity encountered challenges in increasing their social media and digital presence to attract businesses in need of VAT services in Europe. However, they addressed these challenges by positioning themselves as professional advisors specializing in VAT compliance and indirect representation. They focused on providing valuable content, sharing industry insights, and actively engaging with their audience to establish trust and credibility.

## Results and Impact

As a result of their efforts, Singularity experienced significant growth in their social media following:

| | | |
|---|---|---|
| **Instagram Followers** | 📈 | **90%** |
| **Facebook Followers** | 📈 | **75%** |
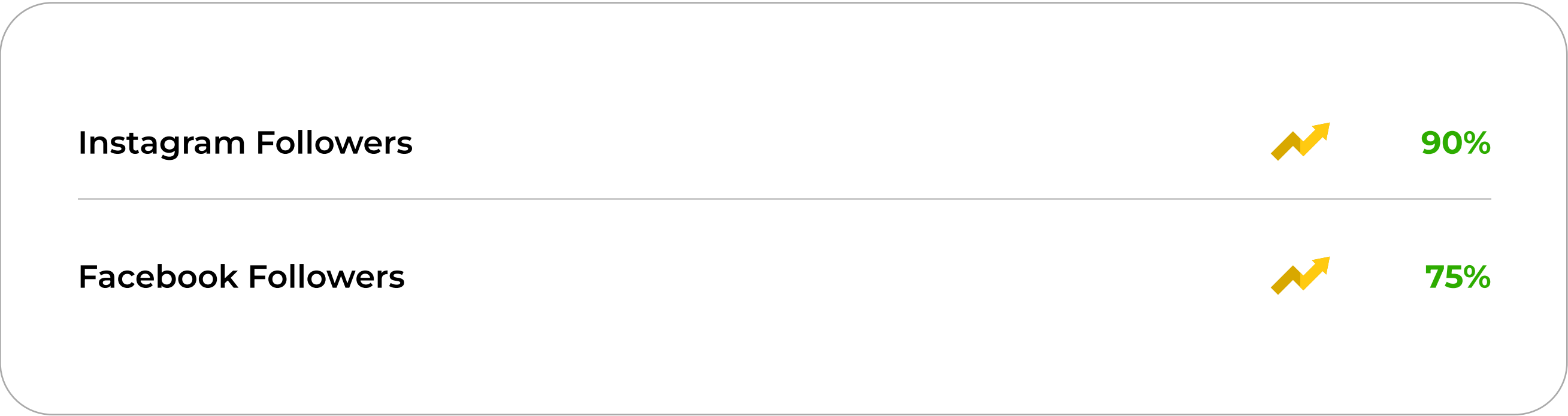
These metrics demonstrated the effectiveness of their strategy in expanding their reach, increasing brand visibility, and attracting businesses in need of VAT services.

## Future Iterations

Singularity plans to continue iterating and refining their social media and digital presence strategy. They will analyze audience feedback, monitor performance metrics, and adapt their approach to further enhance their online presence and achieve their business objectives.

## Introduction

Gautier is a luxury furniture brand based in France. With a focus on craftsmanship and quality, Gautier produces exquisite furniture in their three factories located in the Vendée region. They pride themselves on sustainable production practices and personalized support to help customers create their dream interiors.

## Goals and Objectives

The goal for Gautier was to increase awareness and engagement on social media platforms while also driving more footfalls to their physical stores. They aimed to attract high-end customers and showcase their luxury furniture through an appealing Instagram presence. Additionally, they wanted to improve their visibility in search engine results through SEO strategies.

## Inspiration and Concept Development

Gautier's team engaged in the process of gathering inspiration and developing concepts for their social media and online presence. This involved exploring aesthetic ideas, identifying trends, and conceptualizing a visual direction that would resonate with their target audience.

## Mood Board and Visual Direction

To bring their concepts to life, Gautier created a mood board and defined a clear visual direction for their social media and website. They carefully selected typography, imagery, and design elements that aligned with their luxury brand image and conveyed their unique style.



## Typography and Imagery

The choice of typography and imagery played a crucial role in capturing Gautier's brand identity. They selected elegant fonts and curated high-quality visuals that showcased their luxury furniture and created an aspirational atmosphere for potential customers.

## Challenges and Solutions

Gautier faced challenges related to increasing awareness and footfalls. To address these, they prioritized creating an Instagram presence that reflected their high-end offerings. They also implemented SEO strategies to improve their visibility in search engine rankings, increasing their chances of attracting organic traffic.

## Interaction Design

Gautier focused on enhancing the user experience on their website and social media platforms. They considered how customers would interact with their content, ensuring a seamless and engaging experience through intuitive navigation, responsive design, and interactive elements.

## Results and Impact

The implemented strategy yielded positive results for Gautier:

**Remarkable engagement rate on Facebook & Instagram,**
indicating a high level of interaction and interest from their audience          📈 **44%**

**The footfall to their physical stores,**
demonstrating the effectiveness of their online efforts in driving offline
customer visits          📈 **13.4%**

## Future Iterations

Gautier continues to refine their social media and online presence, exploring new avenues for engagement and brand promotion. They will analyze data, gather insights, and make informed decisions to further optimize their strategy and achieve even greater results in the future.
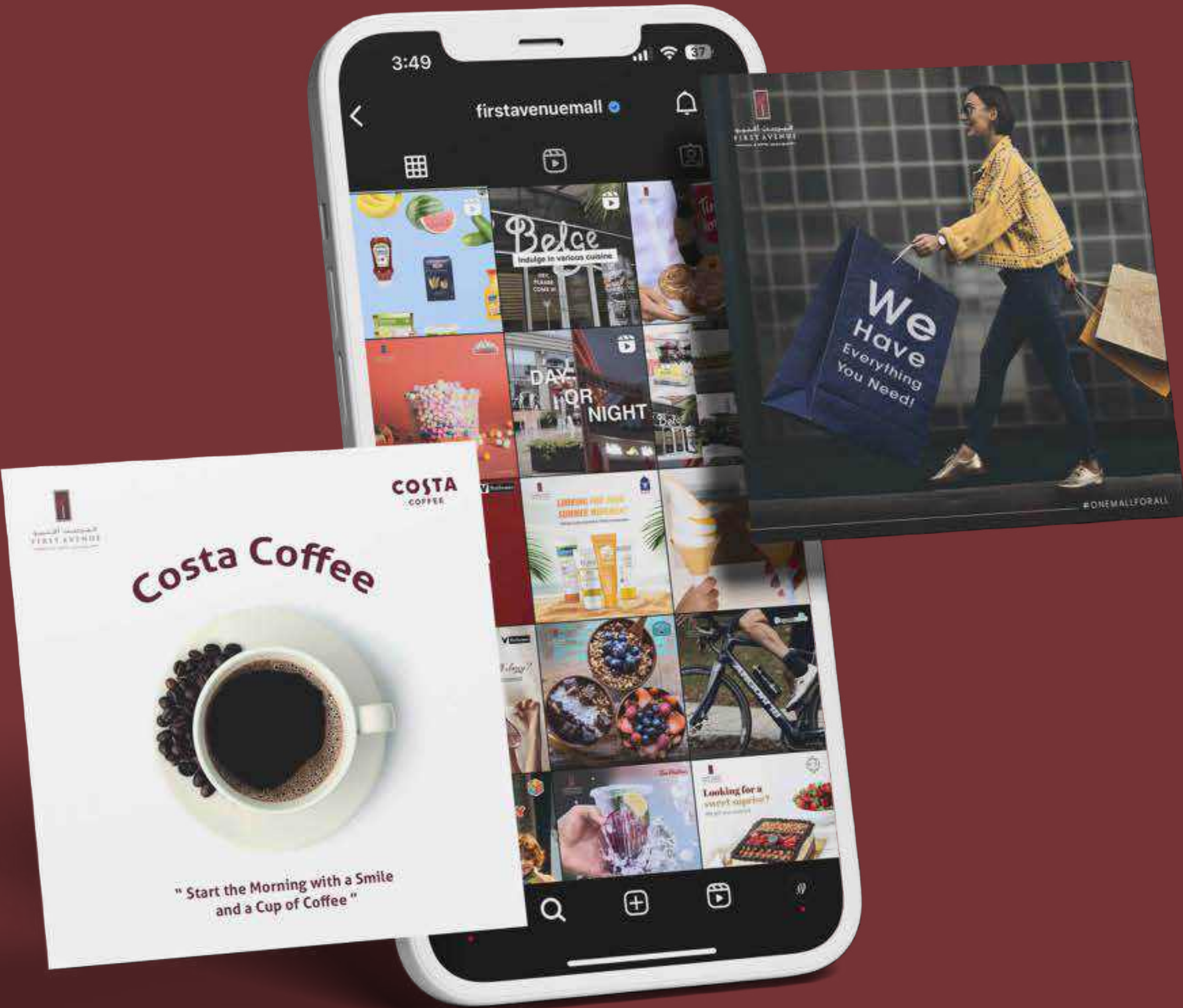
## Introduction

First Avenue Mall is a contemporary European-style mall in Dubai Motor City. It emphasizes environmental friendliness and Arabesque influences, featuring an indoor-outdoor boulevard and a unique automotive and lifestyle theme. With 50+ high-street retailers, 15+ F&B options, and direct access to the Radisson-managed Hotel Park Inn, it's a bustling destination for visitors throughout the week.

## Goals and Objectives

First Avenue Mall aimed to increase awareness and engagement on social media platforms while driving more footfall to the mall. The primary objective was to attract customers through captivating Always On content that featured and tagged famous brands, showcasing the mall's diverse offerings.

## Inspiration and Concept Development

First Avenue Mall's team embarked on gathering inspiration and developing concepts for their social media strategy. They explored various creative ideas and conceptualized a visual direction that aligned with the mall's contemporary European theme, Arabesque influences, and automotive lifestyle.

## Interaction Design

First Avenue Mall focused on optimizing the user experience both online and in the mall. They paid attention to interaction design, ensuring seamless navigation and engaging elements that enhanced visitors' overall experience. This included providing relevant information, intuitive way finding, and creating a welcoming ambiance.



## Typography and Imagery

The choice of typography and imagery played a crucial role in conveying First Avenue Mall's brand identity. They carefully selected fonts that reflected the contemporary European style and curated imagery that showcased the mall's diverse offerings, capturing the attention of their target audience.

## Challenges and Solutions

First Avenue Mall faced the challenge of increasing awareness and footfall. Their strategy of attracting customers through Always On content featuring and tagging famous brands helped overcome this challenge. By showcasing popular tenants, they created curiosity and enticed visitors to explore the mall.

## Mood Board and Visual Direction

To bring their concepts to life, First Avenue Mall created a mood board that captured the desired atmosphere and aesthetic. They defined a clear visual direction, selecting typography and imagery that resonated with their target audience and showcased the mall's unique character.

# Results and Impact

The implemented strategy yielded positive results for First Avenue Mall:

**Remarkable engagement rate on Facebook & Instagram,**
indicating a high level of interaction and interest from their audience

📈 **71%**

**The footfall to their physical stores,**
demonstrating the effectiveness of their social media efforts in driving physical visits to the mall

📈 **4%**
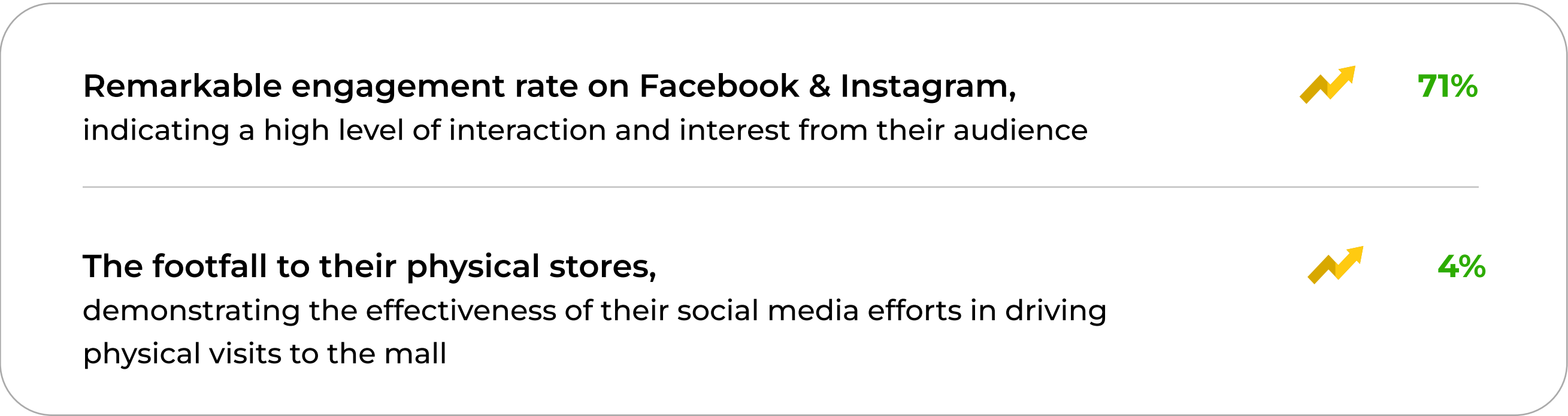
# Future Iterations

First Avenue Mall will continue to refine their social media strategy, leveraging insights and data analysis to optimize their performance. They will explore new creative ideas, partnerships, and collaborations to further enhance awareness, engagement, and footfall. By staying proactive and adaptive, First Avenue aims to continually improve their marketing efforts and provide a memorable experience for their visitors.

فيرست أفنيو
FIRST AVENUE
MALL & HOTEL مول وفندق

# First Avenue Christmas Coverage by Clicktap Digital

**AG** FACILITIES SOLUTIONS

Honoring her in each role she plays

Sacrifices his present for our future

Today let's give the hats off to who deserve most.

## Introduction

Al Ghurair Investment is a leading  family business group in the Middle East, operating across seven sectors since 1960. It has played a vital role in the UAE's development, growing from a small trading business to a major player in the region.

## Goals and Objectives

The main objective for Al Ghurair Facilities Solutions was to establish a professional social media presence that accurately represented their brand and engaged their target audience. They aimed to showcase their diversified operations, communicate their commitment to excellence, trust, and responsibility, and align with their overarching ideal of 'Enhancing Life.'

## Inspiration and Concept Development

Al Ghurair Facilities Solutions invested time and effort into exploring various sources of inspiration and developing creative concepts that would effectively convey their brand message on social media platforms. They focused on capturing the essence of their diverse industry sectors and their long history of innovation and entrepreneurship.

## Mood Board and Visual Direction

To guide their visual representation, Al Ghurair Facilities Solutions created a mood board that encompassed the desired aesthetic and conveyed the essence of their brand. They developed a clear visual direction, selecting appropriate typography and imagery that reflected their heritage, diversity, and commitment to excellence.





## Typography and Imagery

The choice of typography and imagery played a significant role in aligning with Al Ghurair's brand identity. They carefully selected fonts and images that portrayed professionalism, innovation, and the diverse sectors in which they operate. The visual elements were strategically chosen to resonate with their target audience.

## Challenges and Solutions

One of the main challenges for Al Ghurair was establishing a professional social media presence that effectively represented their brand. Their strategy focused on creating Always On content that showcased their operations, highlighted their values, and engaged their audience. By consistently delivering relevant and valuable content, they addressed this challenge.

## Interaction Design

Al Ghurair Facilities Solutions emphasized the importance of interaction design in their social media strategy. They aimed to create engaging and meaningful interactions with their audience, encouraging dialogue, and fostering a sense of connection. This involved designing posts, campaigns, and content that encouraged participation, feedback, and sharing.

# Results and Impact

The implemented strategy yielded a positive impact for Al Ghurair Facilities Solutions:

**Engagement rate on Facebook & Instagram**    📈    **9%**
indicating an active and interested audience who interacted with their content

The professional social media presence helped strengthen Al Ghurair Facilities Solutions' brand image and increase their reach and visibility among their target audience.

# Future Iterations

Al Ghurair Facilities Solutions will continue to refine their social media strategy, staying updated on trends and emerging platforms. They will explore innovative ways to engage their audience and communicate their commitment to excellence, trust, and responsibility. By continually evolving their social media presence, Al Ghurair Facilities Solutions aims to maintain their position as a leading diversified family business group in the Middle East.
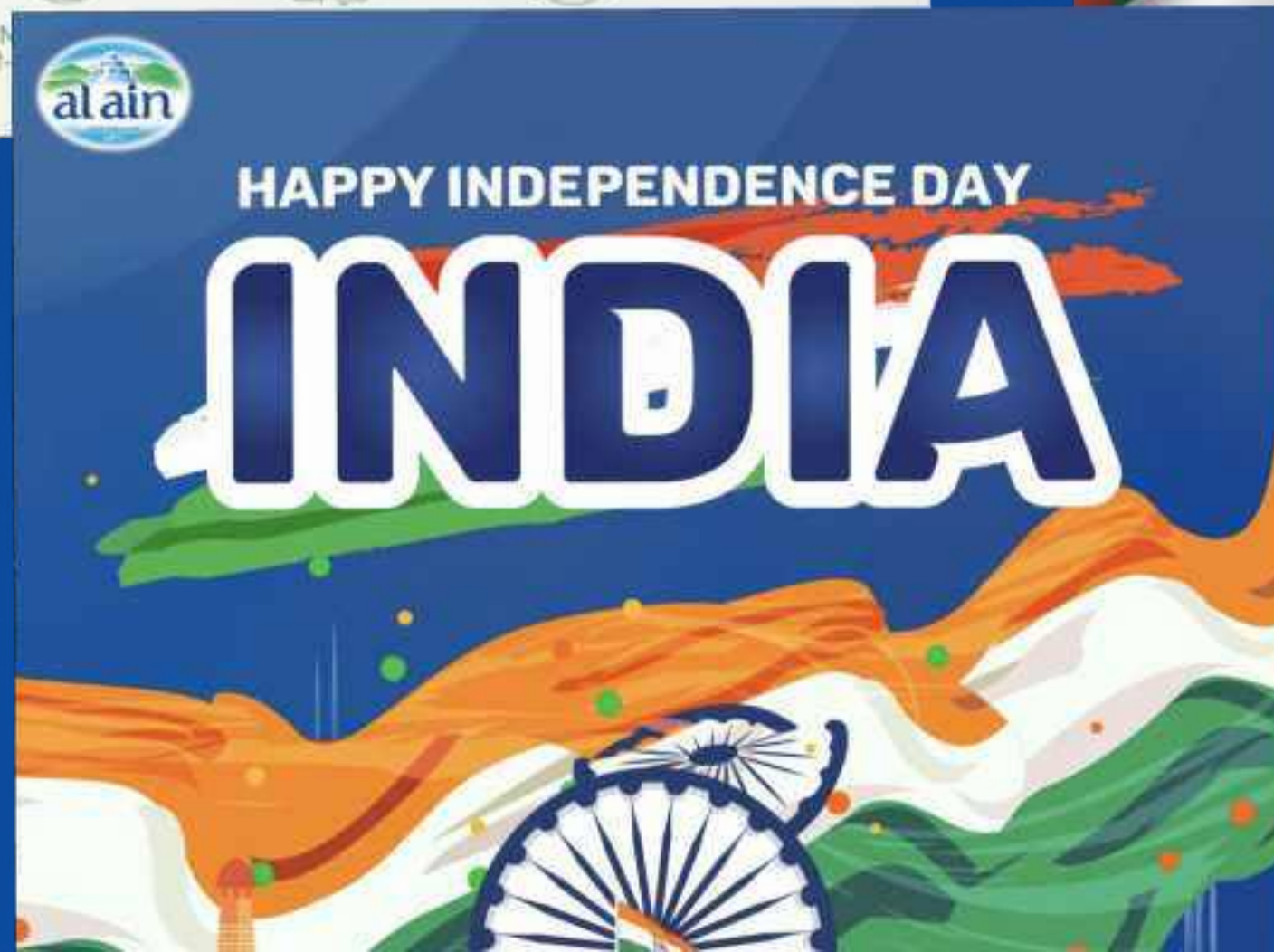
## Introduction

Al Ain, a subsidiary of Agthia Group, is a leading food and beverage company based in Abu Dhabi. Established in 1978, it offers a wide range of high-quality products for consumers in the UAE, GCC, Turkey, and the wider Middle East.

## Goals and Objectives

The goal of Al Ain was to increase awareness and engagement on social media platforms. They aimed to create a strong online presence and connect with their target audience through fun and engaging posts. The objectives were to enhance organic reach and increase organic engagement, fostering a deeper connection with social media users.

## Inspiration and Concept Development

Al Ain embarked on an exploration of inspiration and concept development for their social media strategy. They sought creative ideas that would resonate with their target audience and align with their brand identity. This phase involved brainstorming and identifying unique approaches to capture attention and generate viral content.

## Interaction Design

Al Ain focused on interaction design to ensure an engaging user experience on social media platforms. They explored different ways to encourage user interactions, such as interactive posts, contests, polls, and giveaways. The aim was to foster active engagement, spark conversations, and generate user-generated content.

## Typography and Imagery

Al Ain carefully selected typography and imagery to convey their brand message effectively. They chose fonts, colors, and graphic elements that complemented their brand identity and created visually appealing posts. The imagery used showcased their products, reflecting their quality and capturing the attention of social media users.

## Challenges and Solutions

Throughout the process, Al Ain encountered various challenges related to content creation, engagement strategies, and platform algorithms. They proactively sought solutions by staying updated with social media trends, experimenting with different approaches, and analyzing user feedback. They continuously refined their strategies to overcome challenges and optimize results.

## Mood Board and Visual Direction

To bring their concept to life, Al Ain created a mood board and established a visual direction for their social media posts. They curated a collection of imagery, colors, and styles that reflected the desired tone and aesthetics. The mood board and visual direction guided the design and creation of engaging visuals for their social media content.

## Results and Impact

Al Ain's efforts yielded significant results. They experienced a 24.7% increase in organic reach, expanding their online visibility and attracting a larger audience. Additionally, their organic engagement increased by 33%, indicating a higher level of interaction and connection with social media users. These results demonstrated the success of their fun and engaging social media posts.

## Future Iterations

Building on their achievements, Al Ain planned future iterations of their social media strategy. They aimed to continue refining their content, staying relevant with emerging trends, and adapting to the evolving preferences of their target audience. By consistently iterating and improving their approach, Al Ain aimed to maintain and further enhance their social media presence.

Through this process, Al Ain successfully increased awareness and engagement on social media, establishing a stronger connection with their audience and reinforcing their brand as a leader in the food and beverage industry.
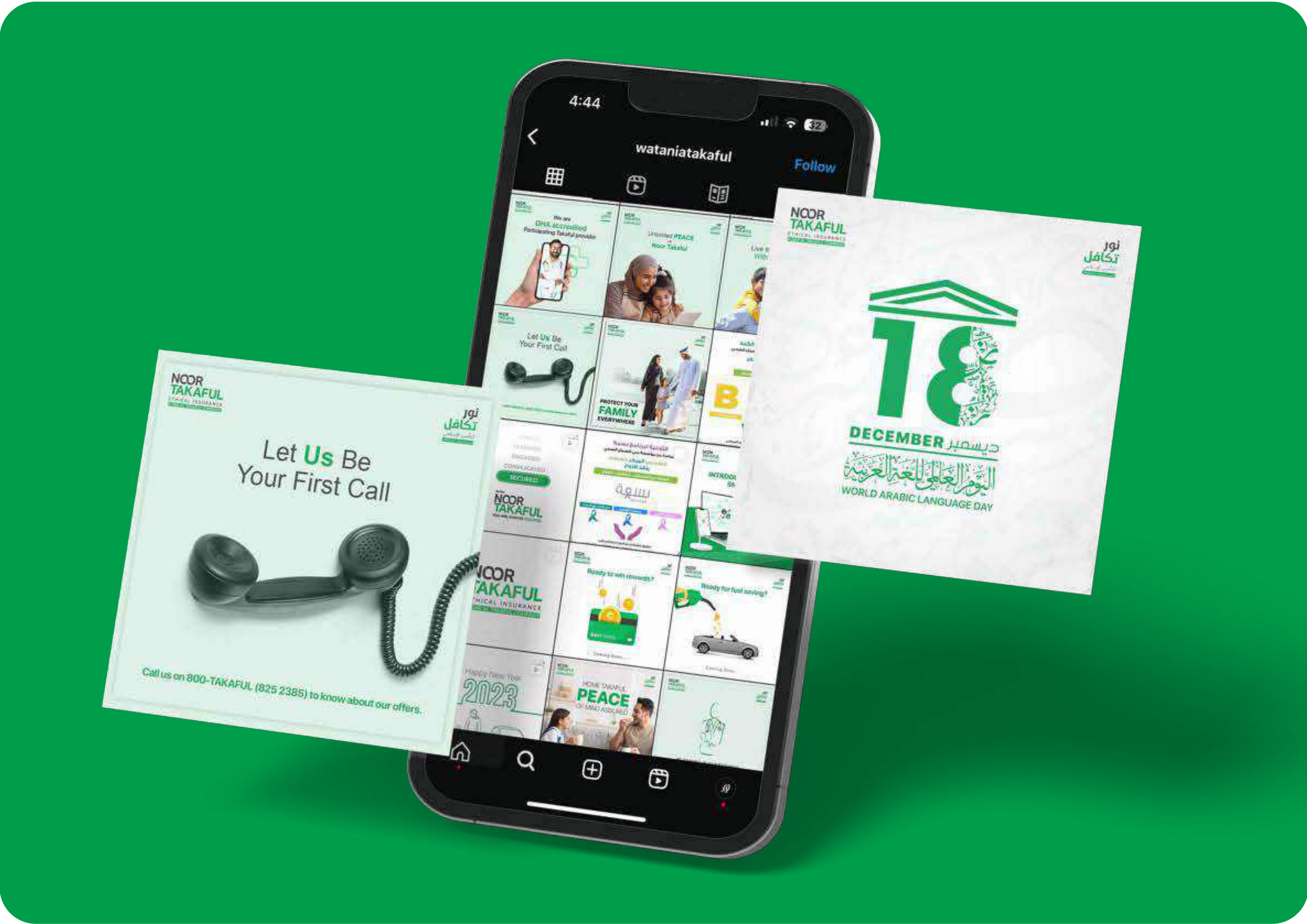
## Introduction

Noor Takaful is one of the leading Islamic insurance companies in the UAE. As a subsidiary of the parent company Dar Al Takaful, Noor Takaful is committed to providing innovative insurance solutions while upholding Islamic principles.

## Goals and Objectives

The goal for Noor Takaful's social media campaigns is to maximize awareness and engagement regarding the "always on" content and the merger between Noor Takaful and Watania Takaful. The objective is to effectively communicate these developments to the target audience and generate interest and participation.

## Inspiration and Concept Development

We draw inspiration from Noor Takaful's purpose and values to develop creative concepts that resonate with the audience. These concepts align with the mission of empowering individuals and reflect the values of empathy, integrity, responsiveness, and simplicity.

## Mood Board and Visual Direction

To establish a consistent visual identity, we create a mood board and define a visual direction that reflects Noor Takaful's brand essence. This includes selecting color palettes, typography, and imagery that align with the brand's values and evoke the desired emotional response.



## Typography and Imagery

Careful consideration is given to typography and imagery choices to ensure they align with the brand's personality and values. Typography is selected to enhance readability and convey the intended tone, while imagery is chosen to resonate with the target audience and support the messaging.

## Challenges and Solutions

During the campaign execution, we address challenges such as capturing attention in a competitive digital landscape and communicating the merger effectively. We develop solutions through strategic messaging, creative formats, and targeted distribution to overcome these challenges.

## Interaction Design

Interaction design focuses on creating engaging and user-friendly experiences across social media platforms. We design intuitive user interfaces, interactive features, and engaging content formats to encourage meaningful interactions with the target audience.

# Results and Impact

Through social media campaigns, Noor Takaful achieved significant results:

**Organic Reach,**
indicating improved visibility and audience engagement
📈 **20%**

**Organic Engagement,**
demonstrating a higher level of audience interaction and interest
📈 **14%**

**Website Visitors,**
indicating successful campaign integration and driving traffic to website
📈 **150%**

# Future Iterations

Based on the results and insights gained, we identify opportunities for future iterations and enhancements. This includes refining the social media strategy, exploring new creative approaches, and adapting to evolving audience preferences to continue maximizing awareness and engagement for Noor Takaful.

## Introduction

Salama Radiator, a leader in cooling solutions, required a robust social media and community management strategy to increase brand visibility and engage their target audience. They partnered with Clicktap Digital to enhance their online presence, grow their social media following, and foster community engagement, ensuring their brand was top-of-mind within their industry.

## Goals and Objectives

The goal for Salama Radiator was to improve their social media presence and community engagement to reach a broader audience. The objective was to position them as leaders in the cooling solutions market by showcasing their products, services, and industry expertise through well-executed social media strategies.

## Inspiration and Concept Development

We collaborated with Salama Radiator to create a social media strategy aligned with their brand and goals. The content plan highlighted their expertise, quality assurance, and participation in events like Automechanika Dubai, targeting both B2B and B2C audiences to showcase their technical excellence and customer focus.

## Mood Board and Visual Direction

We developed a cohesive visual identity for Salama Radiator by creating mood boards and defining the color palette, typography, and imagery. This ensured all social media posts were visually appealing and aligned with the brand's positioning.

## Interaction Design

We focused on designing interactive, user-friendly social media content for Salama Radiator. This included clear calls-to-action and engaging posts to create a seamless user experience and encourage ongoing community interaction.



## Typography and Imagery

We selected professional typography and high-quality imagery to reinforce Salama Radiator's brand identity. The visuals highlighted their expertise and credibility, ensuring a consistent and trustworthy presence across all social media platforms.

## Challenges and Solutions

Salama Radiator faced challenges in building a strong digital presence in a competitive market. We addressed this by consistently delivering valuable content, engaging with the community, and positioning them as industry leaders through insights and event participation, which helped build trust and credibility.

# Results and Impact

As a result of our efforts, Salama Radiator experienced significant growth across their social media platforms:

| | | |
|---|---|---|
| **Instagram Followers** | 📈 | **+85%** |
| **Facebook Followers** | 📈 | **+70%** |

These metrics reflect the effectiveness of our social media strategy in expanding their reach, building community engagement, and establishing Salama Radiator as a leading brand in the cooling solutions market.

# Future Iterations

Going forward, Salama Radiator plans to refine and expand their social media strategy based on ongoing audience feedback and performance metrics. Our collaboration with them continues as we aim to further increase brand visibility, enhance community engagement, and achieve greater business objectives through tailored social media initiatives.

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**SALAMA**
السلامة للصناعات الهندسية
Salama Engineering Industries
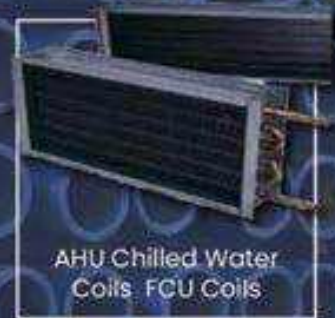
AHU Chilled Water Coils FCU Coils
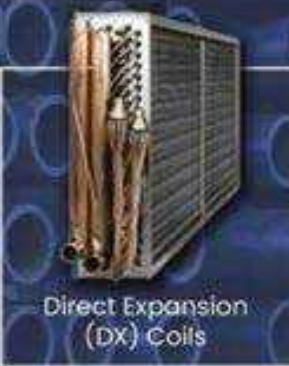
Direct Expansion (DX) Coils

**Conquer any heat challenge with our products.**
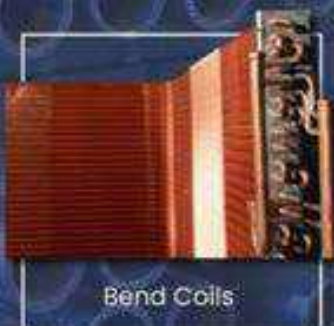
Bend Coils

Condenser Coils

Heat Pipe

**SALAMA**
السلامة للصناعات الهندسية
Salama Engineering Industries

**SALAMA**
COOLING EXPERTS

## Introduction

Salama Engineering, a Saudi-based leader in engineering solutions for the oil & gas, petrochemical, and HVAC sectors, partnered with Clicktap Digital to elevate their social media presence. The goal was to position them as an industry leader by showcasing their expertise and projects.

## Goals and Objectives

We aimed to boost Salama Engineering's online visibility, build trust, and highlight their capabilities in engineering designs, manufacturing, and installation, promoting them as a trusted partner in large-scale industrial projects.

## Inspiration and Concept Development

Our content strategy focused on core services like pressure vessel manufacturing, HVAC systems, and mechanical designs. We showcased their technical leadership and industrial solutions to attract new clients in the Saudi Arabian market.

## Interaction Design

We developed interactive social media posts that encouraged user engagement and inquiry. Clear calls-to-action and engaging visuals were used to drive interest in Salama Engineering's services, ensuring that users could easily navigate to the contact sections for project inquiries.
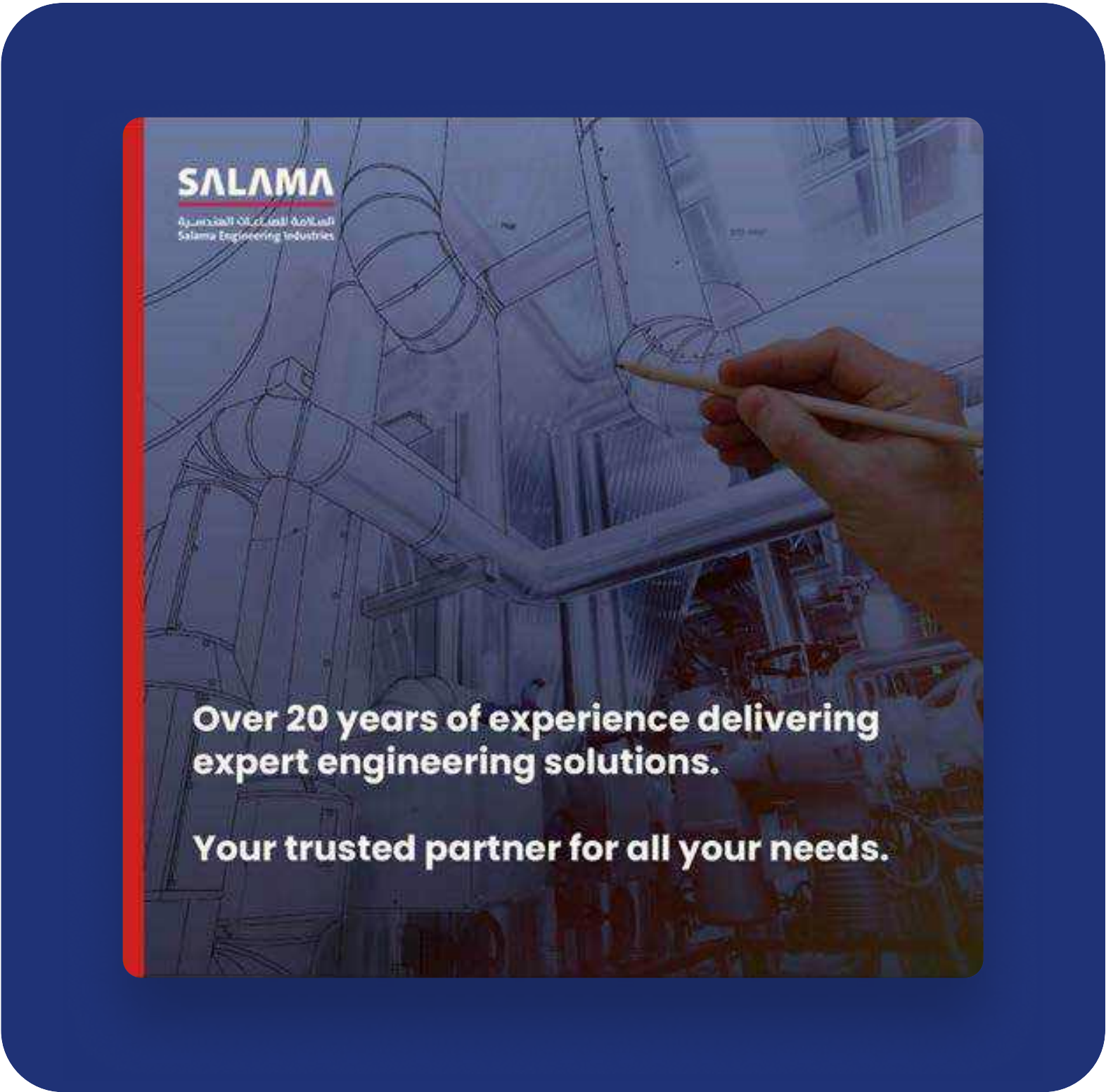


## Typography and Imagery

To enhance Salama Engineering's professional image, we used bold typography and high-quality imagery to showcase their manufacturing facilities and completed projects. This helped create a consistent and credible visual identity across all social media platforms, reinforcing their status as a leader in engineering and manufacturing.

## Challenges and Solutions

Salama Engineering faced challenges in standing out in a competitive industrial sector. We addressed this by focusing on their unique expertise in delivering comprehensive engineering services, particularly in the oil & gas, petrochemical, and industrial sectors. Through consistent, insightful content, we were able to engage Salama Engineering's audiences and position them as trusted engineering providers.

## Mood Board and Visual Direction

We developed a cohesive visual identity using mood boards, ensuring all social media posts adhered to a unified color palette and visual tone. The design focused on professionalism and industrial strength, aligning with Salama Engineering's brand values and enhancing their market positioning.

# Results and Impact

Our social media management efforts led to significant growth in Salama Engineering's digital presence:

| | | |
|---|---|---|
| **Instagram Followers** | 📈 | **+70%** |
| **Facebook Followers** | 📈 | **+55%** |
| **Facebook Followers** | 📈 | **+55%** |

These results demonstrate the success of our strategy in increasing Salama Engineering's digital footprint.

Boma Rural Connect
Glowing Shield
Godolphin
Leviera Home
NFPC

Creatives

PORTFOLIO

Connecting the **unconnected.**

Boma Rural Connect provides customer with helpful, fair, and safe internet solutions. Their belief lies in going above and beyond to exceed expectations and provide a truly exceptional experience.

To translate all this in the design language, we created their emblem featuring infinite and active connections, representing a commitment to providing reliable, fast internet service and endless possibilities for their customers. Boma Indygo and Boma orange represent creativity, innovation, enthusiasm, wisdom, trust, energy, and warmth.

With their logo we aimed to present Boma's promise of providing infinite and stable connections to everyone. At the same time, the brand colors were carefully chosen to reflect Boma's values, stand out from the crowd and be bold and ethical for Boma's mission. Our designs for Boma, include visuals for books, T-shirts, notebooks, envelopes, and letterheads.

Our choice to go for clear and simple typography complements the overall design, supports their mission, and makes a long-lasting positive impact.
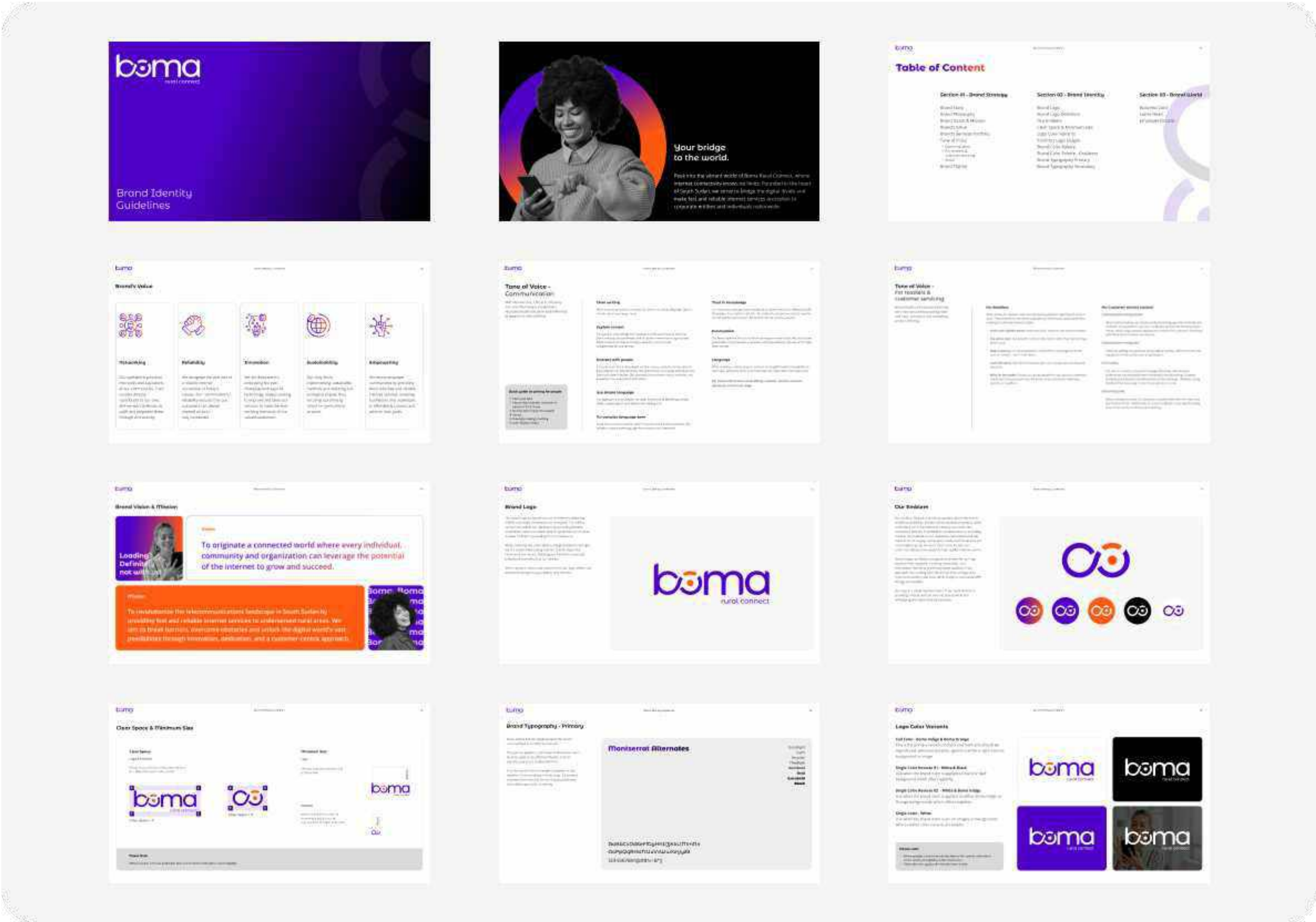
## Introduction

Dollar Rental is a renowned car rental service provider, offering a fleet of vehicles designed to meet a variety of customer needs. In collaboration with Pepsi, we managed the branding of their delivery trucks, ensuring the application of high-quality prints that reflected Pepsi's vibrant and iconic branding across their logistics network. The result was a fleet that stood out on the roads, reinforcing Pepsi's brand visibility.

## Goals and Objectives

The key goal of this project was to brand Dollar Rental's Pepsi trucks with eye-catching designs that conveyed the spirit of Pepsi's global identity. Our focus was on delivering vibrant, long-lasting graphics that could withstand the UAE's harsh weather conditions while maintaining aesthetic appeal.

## Printing and Application Process

The Pepsi truck branding involved two critical phases: printing the designs and applying them to the trucks with precision. We ensured that the printing was done on premium-quality vinyl, known for its durability and ability to retain vibrant colors over time. The application process was carried out with meticulous care, ensuring a flawless finish free of bubbles or imperfections.

## Branding Focus

In addition to the Pepsi master brand, we ensured that all Pepsi sub-brands were represented in the truck branding. This included branding for 7UP, Mountain Dew, Mirinda, and Aquafina, creating a cohesive and visually appealing representation of Pepsi's entire product portfolio. Each sub-brand was given its own distinct design, ensuring that the color schemes and logos were prominently displayed across the trucks.

By leveraging the different surfaces of the trucks, we maximized the branding opportunities for each product, ensuring that Pepsi's extensive range of beverages had significant visibility on the roads. The seamless integration of all sub-brands reinforced the diversity and strength of Pepsi's product line while maintaining uniformity in the overall aesthetic.

## Quality Assurance

We conducted thorough quality checks to ensure the branding's durability and appearance, testing the vinyl's resistance to extreme temperatures and ensuring secure adhesion for long-lasting results.
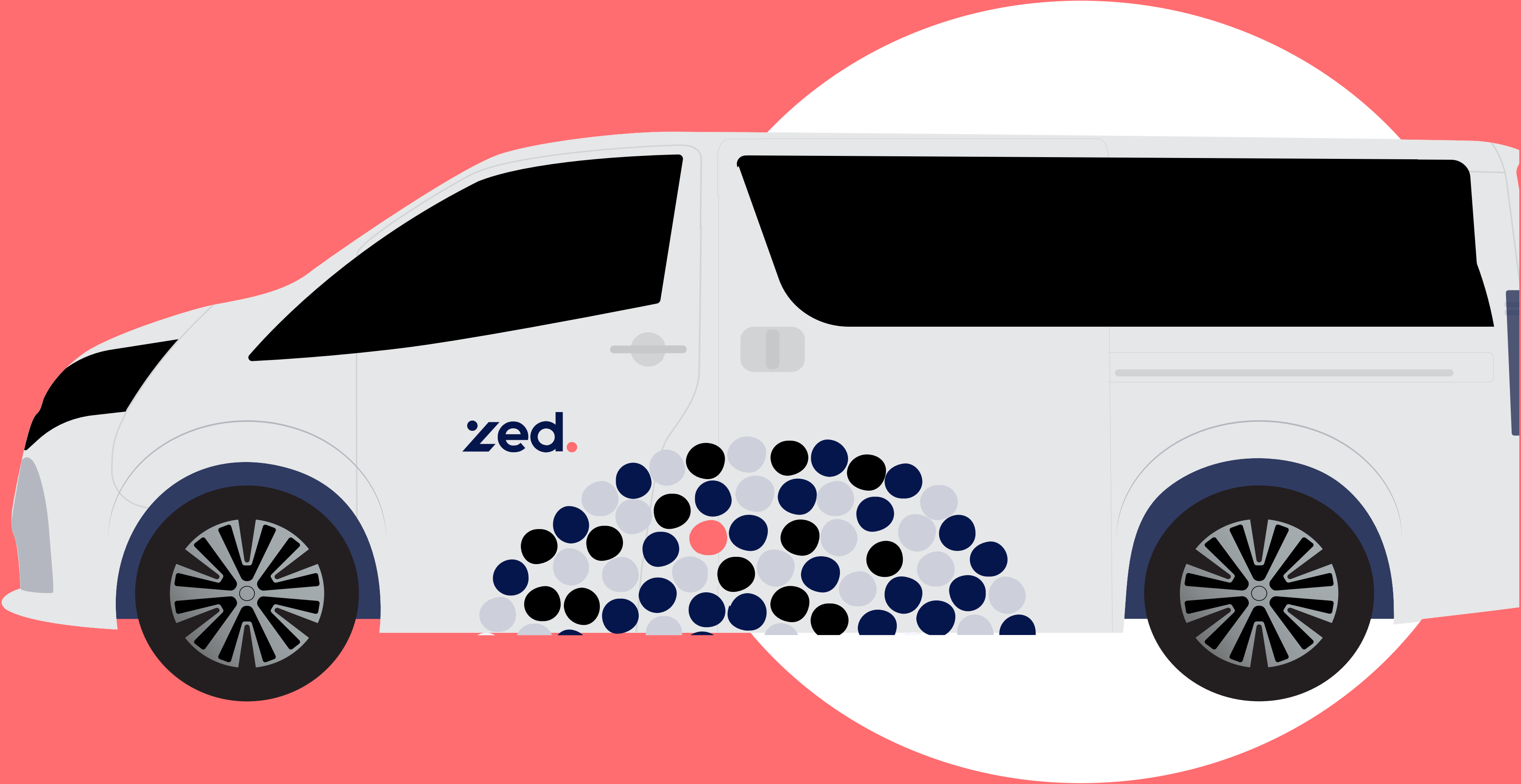
# Introduction

Zed, a forward-thinking company in its industry, partnered with Clicktap to enhance its digital marketing efforts. The collaboration focused on delivering high-quality creative design, emailer development, and animation services to help Zed engage with its target audience in a more effective and visually appealing manner.

# Project Goals:

**Creative Design:** To refresh and elevate Zed's brand visual identity through compelling and modern design elements across digital platforms.

**Emailers Development:** Create engaging and mobile-optimized emailers to improve customer outreach, conversion rates, and overall engagement.

**Animation Services:** Develop impactful animations to be used across Zed's digital platforms, social media, and email campaigns to increase brand awareness and engagement.
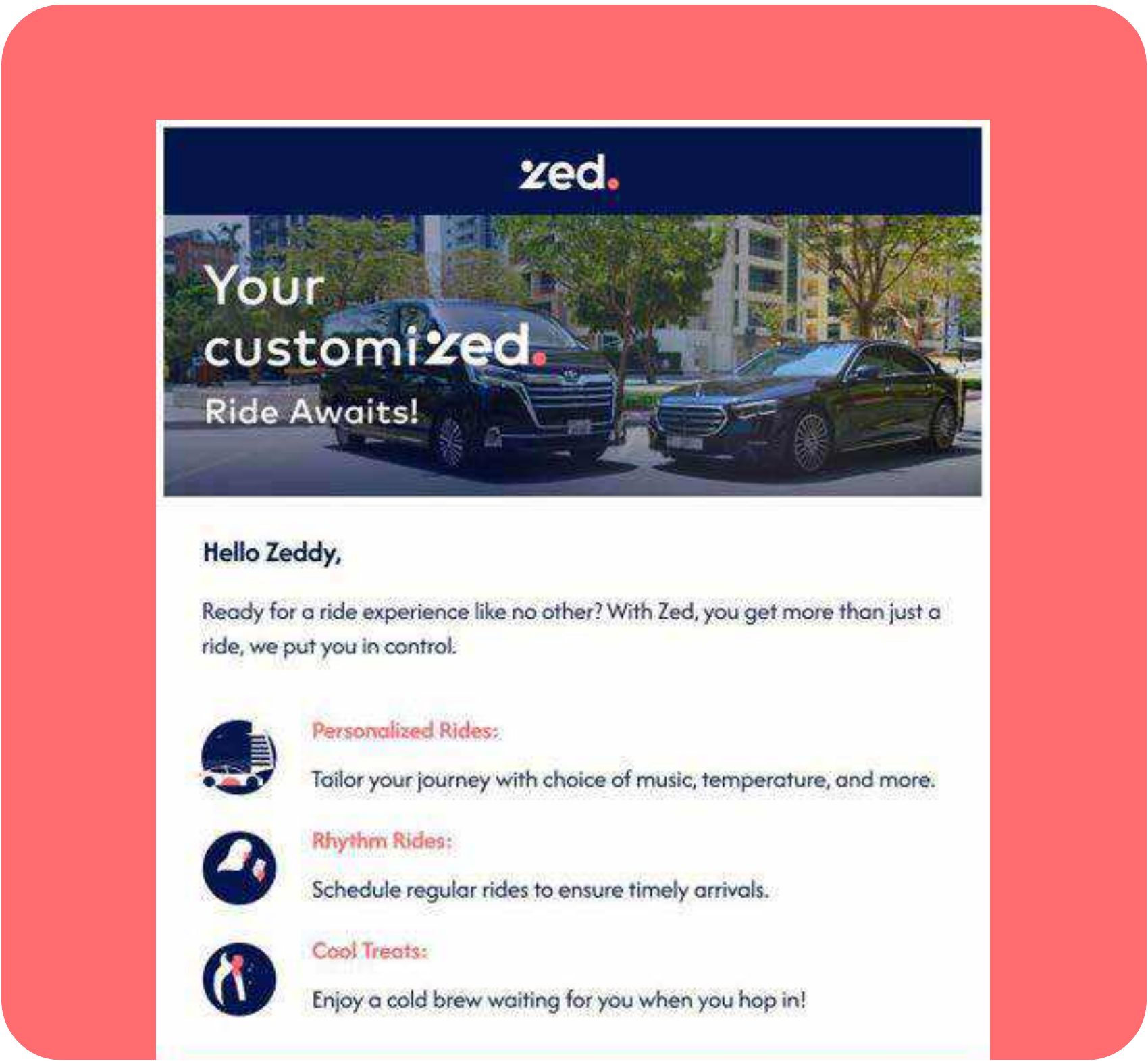
## Conclusion

Through its collaboration with Zed, Clicktap successfully delivered creative design, emailers, and animation services that not only elevated the brand's digital presence but also improved customer engagement and marketing effectiveness. The refreshed visuals, compelling email content, and dynamic animations helped Zed strengthen its position in the market and foster a deeper connection with its audience.

The app that puts you in the driver's seat.

zed.

We partnered with Alliance GLT to create a range of high-quality marketing assets for the launch of Oman Oil products in the UAE. Our work included product photography, brochures, social media content, and in-store promotional materials that effectively showcased the premium nature of Oman Oil's lubricants. These assets helped Alliance GLT generate significant interest and engagement, driving a 45% increase in product inquiries and enhancing their brand visibility in the competitive market.

To ensure maximum impact, we aligned the visual and messaging elements of the assets with both Oman Oil's and Alliance GLT's branding guidelines, maintaining consistency across all platforms. This strategic approach helped establish a strong market presence, supported online and offline promotions, and reinforced Alliance GLT's position as a key distributor of Oman Oil's products in the region.

Our comprehensive approach also included creating tailored social media campaigns and point-of-sale materials that engaged the target audience effectively. By ensuring seamless integration across multiple channels, we not only boosted product visibility but also helped Alliance GLT build lasting relationships with retailers and customers, further solidifying Oman Oil's market presence in the UAE.

Alliance GLT partnered with Oman Oil to support the launch of their high-quality lubricants in the UAE market. As the official distributor, Alliance GLT sought to create compelling marketing assets that would resonate with both industrial and retail customers. Clicktap Digital was tasked with developing a complete suite of materials, including product photography, digital brochures, and in-store promotional visuals. These assets were designed to showcase Oman Oil's commitment to quality and innovation, helping Alliance GLT create a strong first impression in the competitive marketplace.

Our team ensured that all assets were consistent with Oman Oil's branding while also catering to the specific needs of the UAE market. The materials were used across multiple channels, from digital platforms to physical retail outlets, enabling Alliance GLT to engage customers effectively and increase product visibility. This integrated approach led to a notable increase in engagement, driving a 45% spike in product inquiries and expanding Oman Oil's reach through Alliance GLT's distribution network.

To further amplify the launch, we created bespoke social media campaigns and targeted in-store promotions that directly appealed to consumers and business partners alike. By strategically coordinating these efforts, we helped Alliance GLT solidify its position as the primary distributor of Oman Oil's products, ensuring both digital and physical touchpoints were aligned with the overarching launch strategy. As the official distributor for Oman Oil in the UAE, Alliance GLT played a vital role in successfully bringing the brand to a new market. Their collaboration with Oman Oil not only facilitated a smooth product rollout but also enhanced their reputation as a reliable partner for premium petroleum products. Together, this partnership strengthened the presence of Oman Oil in the UAE, establishing a long-term foundation for growth in the region.

Glowing Shield logo has been thoughtfully designed to showcase the letters "G" and "S" while also taking the shape of a shield. This design element symbolizes strength, protection, and security, which aligns perfectly with the brand's identity and values.

When creating the business card, letterhead, and brochure, we ensured the final design was visually appealing, approachable, and reflective of the brand's values. The design conveys a sense of professionalism and sophistication by using colors that represent new beginnings, cleanliness, calmness, and elegance.

No pests, no stress!

The mascot's shield-shaped design perfectly depicts protection against pests.We used a combination of green and blue colors to give it a fresh and calming look. This type of mascot would be a great addition to any pest control company and organization looking to promote safety and protection to their customers. It's a creative and unique approach to pest control marketing that we believe would be well-received by the public.

Overall, the attention to detail and thoughtful design choices in creating the Glowing Shield logo, business card, letterhead, and brochure all contribute to a cohesive and impressive brand identity that will help attract and retain customers.

Creating an opportunity for young UAE nationals to experience the unique world of international thoroughbred horseracing and breeding

Academic

Experiential

Leadership

Masar Godolphin

Masar Godolphin

Creating an opportunity for young UAE nationals to experience the unique world of international thoroughbred racing and breeding.

Godolphin
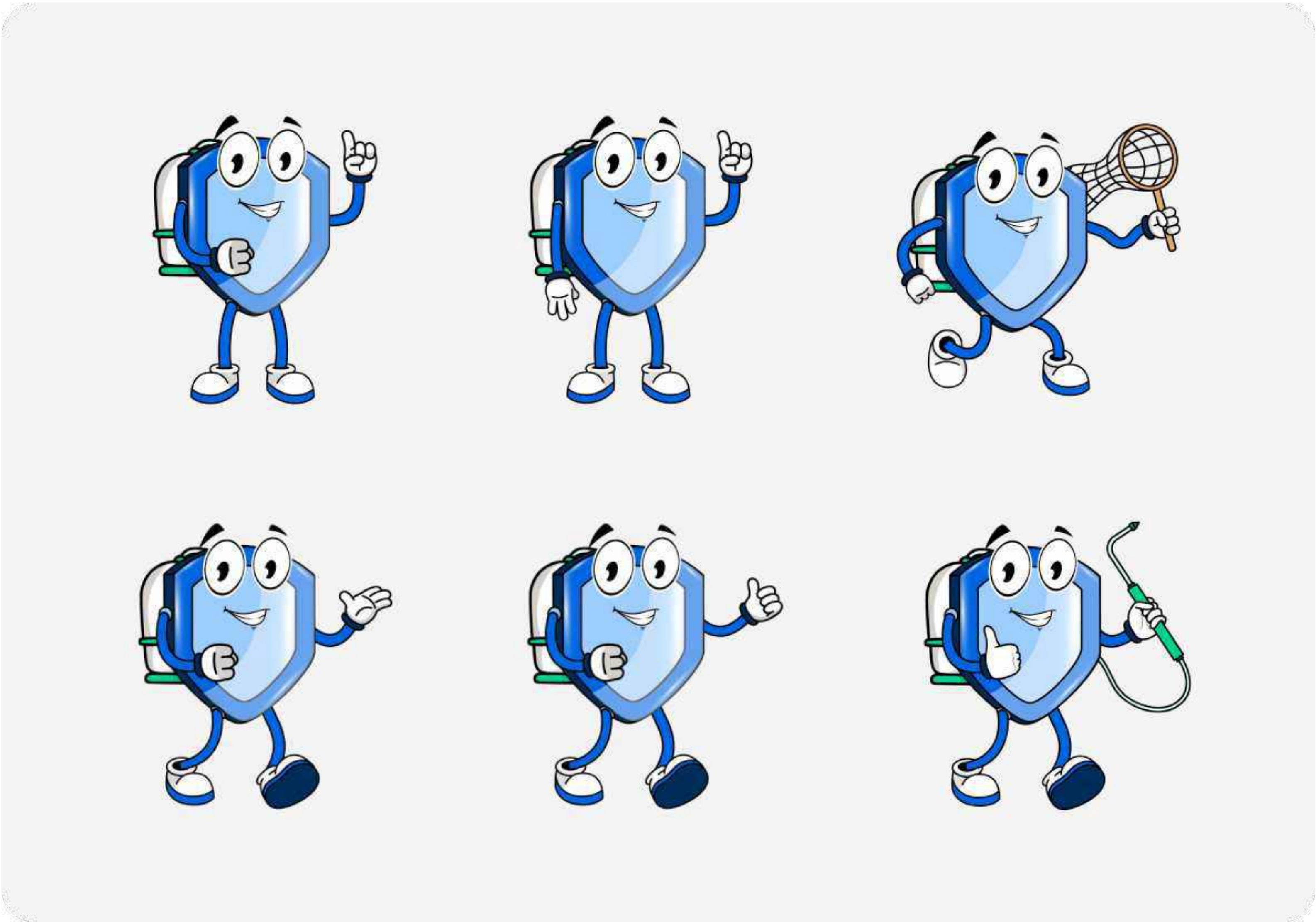
The brochure has a unique design that exudes elegance, sophistication, and professionalism while maintaining an approachable and friendly feel. Its thoughtful layout and carefully chosen color scheme make it visually appealing and easy to read. At the same time, the use of high-quality images and engaging text helps convey the message clearly and compellingly.

We made sure to adhere to the brand's guidelines when it comes to the fonts and colors used. For headings, we used Jalal Bold to convey a sense of confidence, while the body text was written in Optima Pro Roman, inspired by classic Roman inscriptions and has flared terminals that make it stand out.

The color Blue was chosen for the design as it represents open spaces, freedom, intuition, imagination, inspiration, and sensitivity.

The brochure serves as an all-in guide for Godolphin and was meticulously crafted with attention to detail and a layout that's easy on the eyes of the customer.
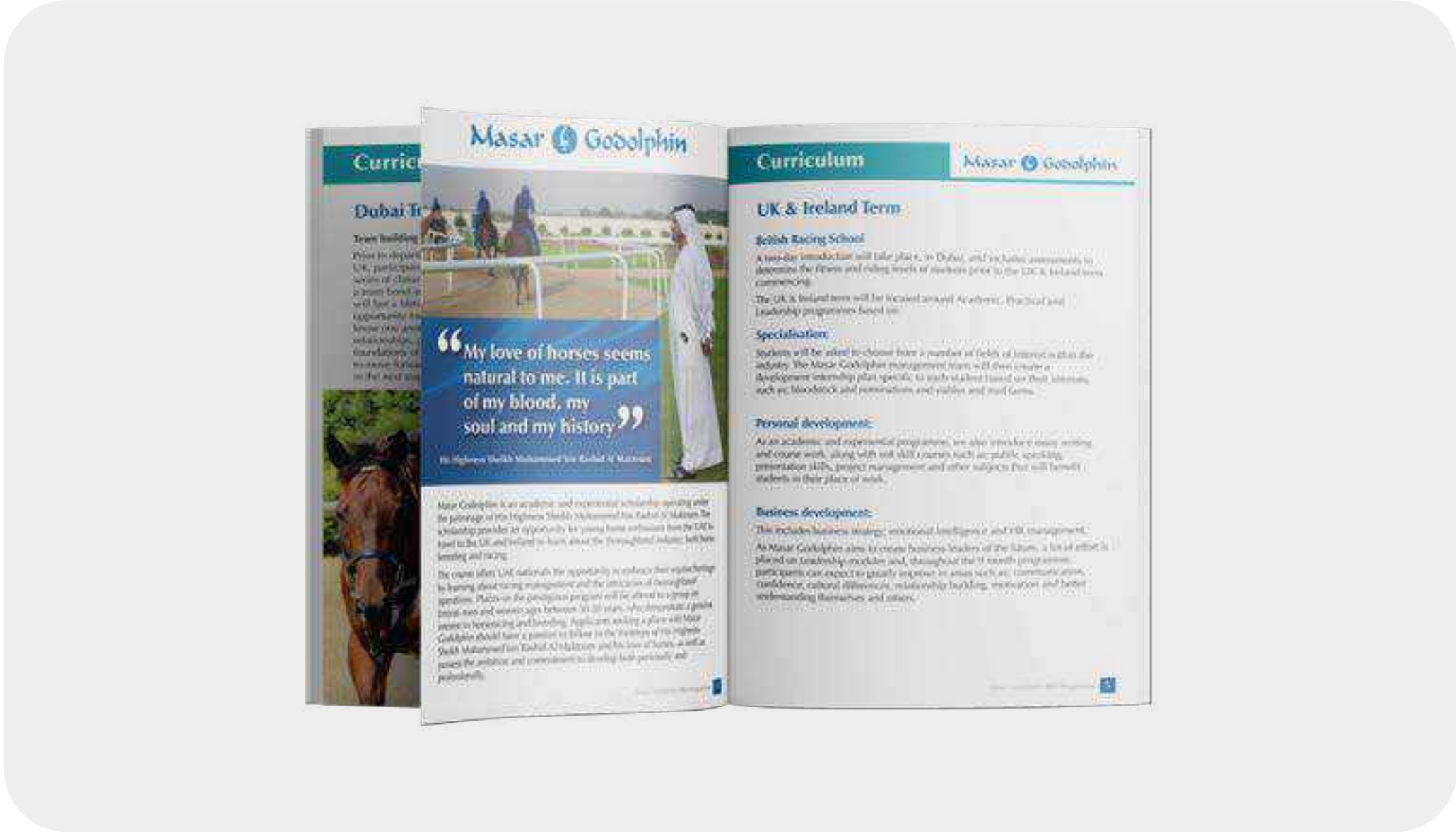
Leveira's logo is a sophisticated representation of the brand's philosophy, which values simplicity above all else. The unique and elegant logo features the brand's name as the focal point, with a robust, bold, and trustworthy design language that reflects the brand's core values.

LE VIERA®

HOME

ليفيــرا®

هوم

Luxury for everyone.
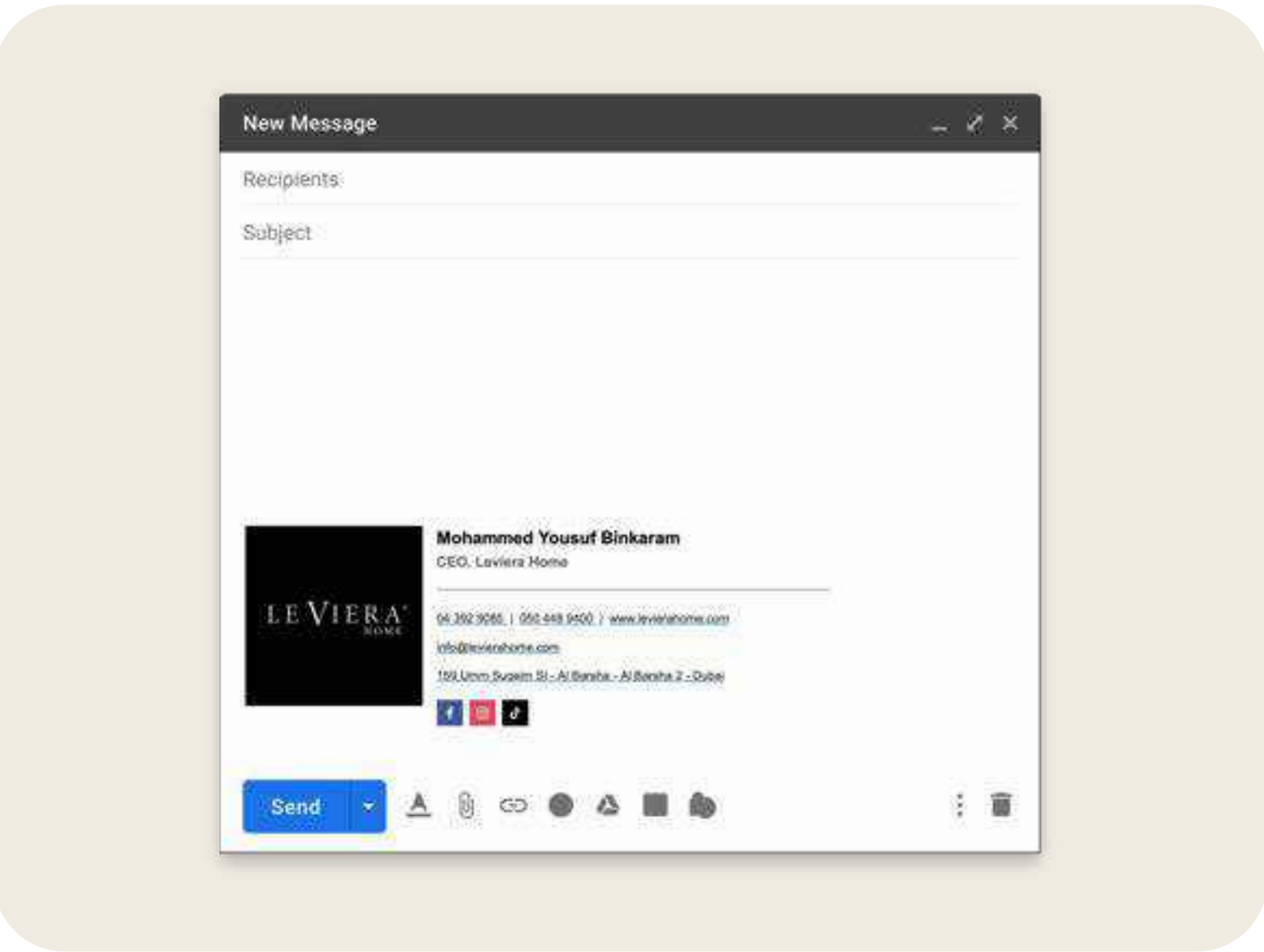
In terms of color, Leveira has opted for a simple yet attractive single-white and single-black color scheme, which gives the brand a fancy appearance. These classic colors are a timeless choice for any brand and perfectly complement Leveira's overall design aesthetic.

Overall, Leveira's logo is a well-thought-out design that expertly represents the brand's philosophy and values. Its clever use of font and color makes it a standout design that is sure to resonate with consumers who value simplicity and elegance.
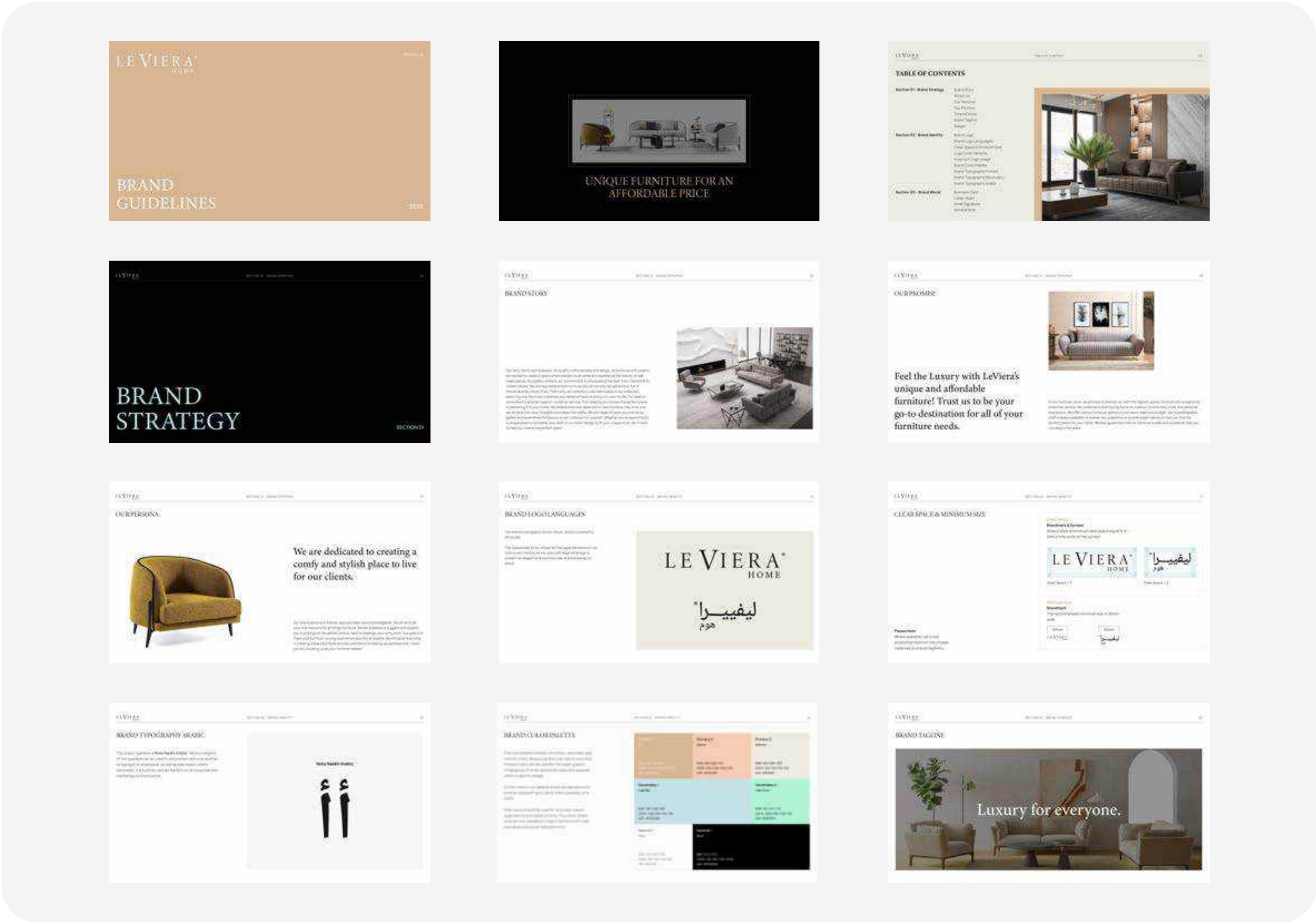
A customized font was used to create the logo to achieve this level of sophistication and elegance, adding luxury to the brand's image. The soft-edged letterings give the logo an elegant and timeless feel, making it stand out in Arabic and English.
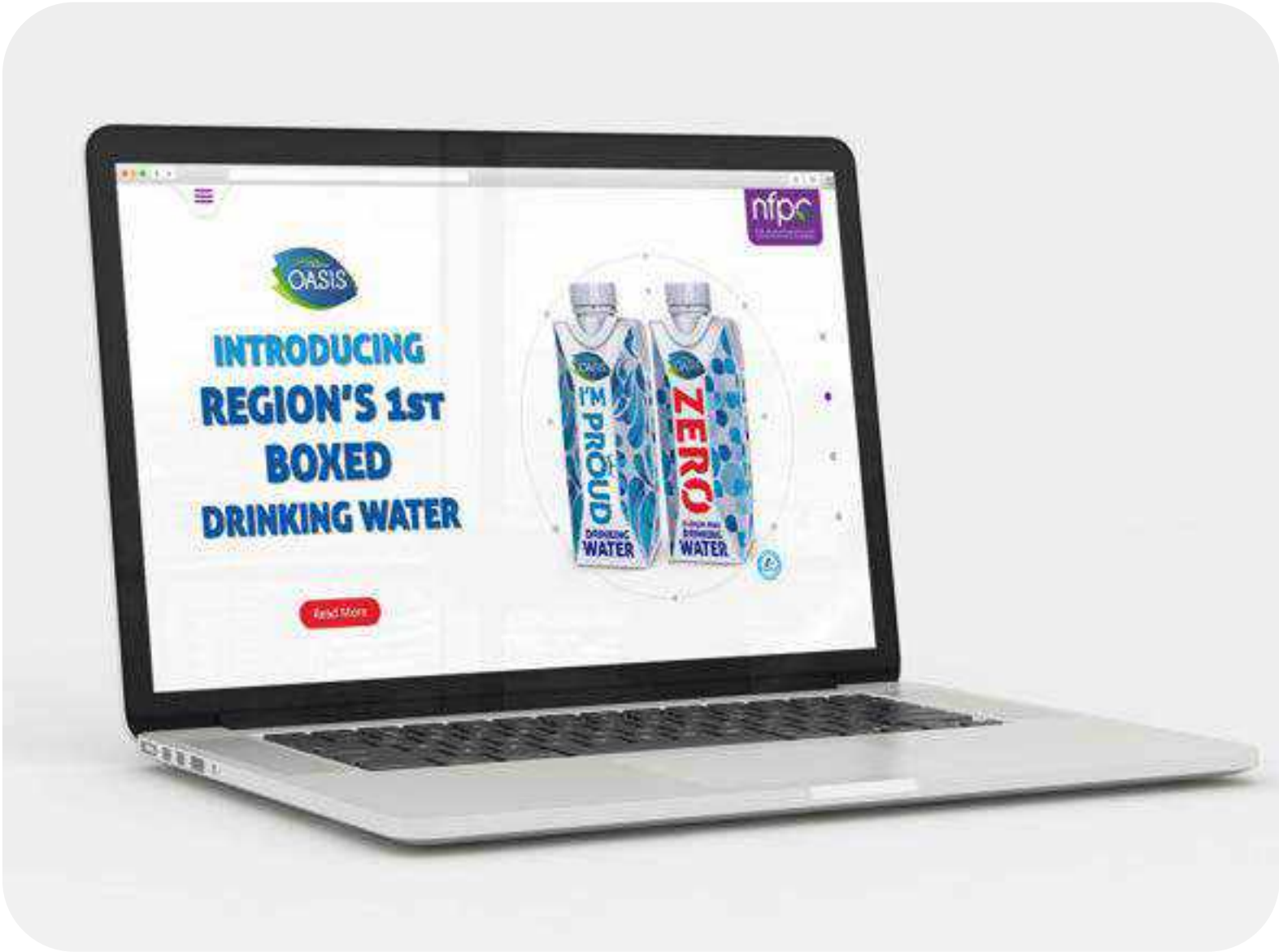
The brand has selected Segoe UI as its primary font family for typography. This versatile and easy-to-read font makes it an excellent choice for headlines, sub-headlines, and body copy across all mediums. The brand also uses the Shadeera font family for headlines, subheadings, and introduction texts for added elegance. The GE SS two-font family is used for Arabic text, providing light, medium, and bold options for legibility and consistency.

The carefully chosen brand colors, featuring shades of purple, light green, and dark green, perfectly complement the brand's eco-friendly ethos. Green represents new beginnings and nature, while purple conveys creativity, loyalty, and wealth.

Imepress Express

Adamjee Insurance

Tahseen Aviation

Klip Digital Cash

Hira Industries

Bin Odeh

Interbay Dubai

Burj Mayfair

Laxmi Digital

Website Development & UI/UX

# PORTFOLIO
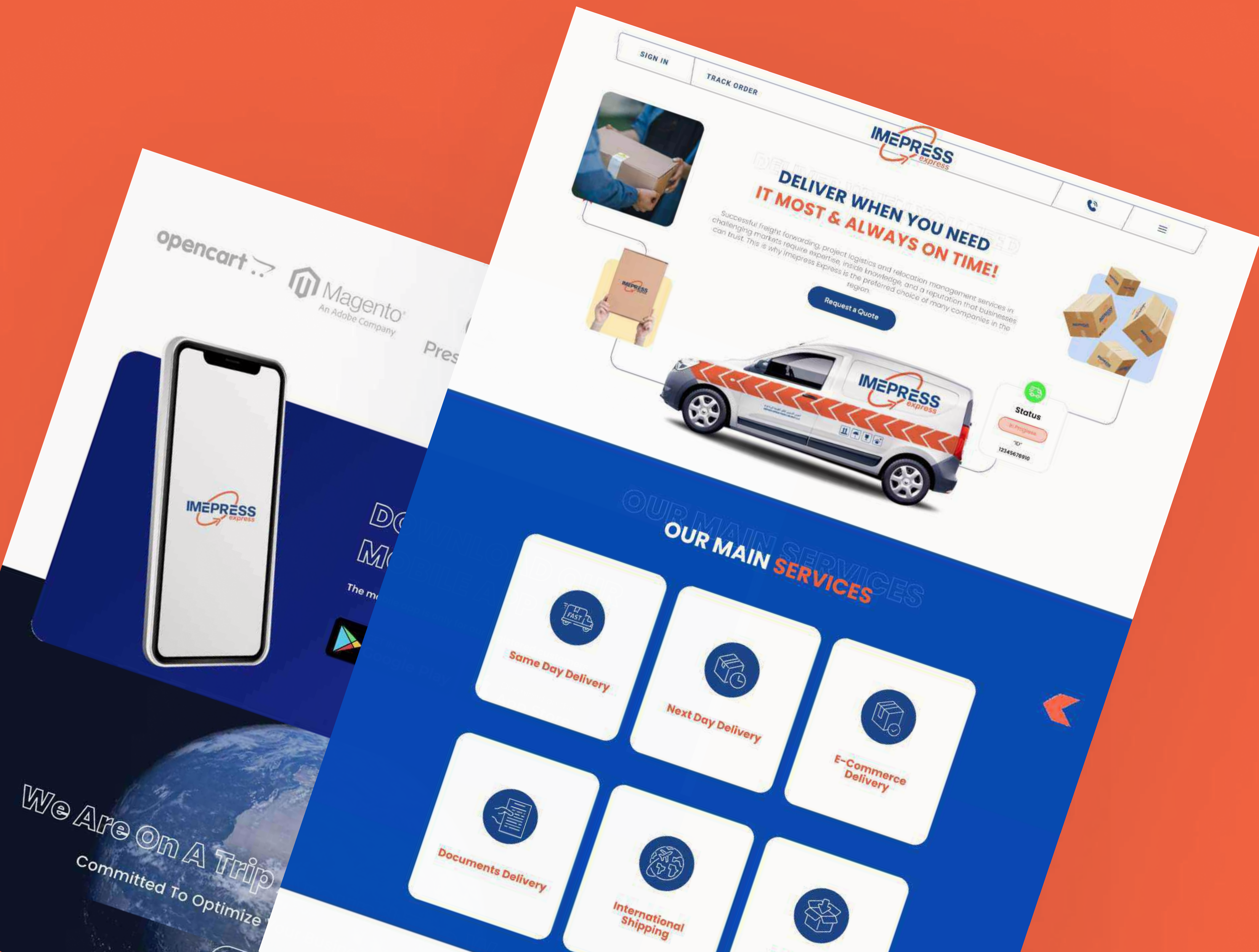
# Introduction

Imepress Express is a prominent logistics service provider in the UAE, offering cost-effective solutions to businesses. With a strong network and local expertise, Imepress Express helps clients enhance their market presence, drive sales, and achieve their business goals.



# Goals and Objectives

Imepress Express aimed to rebrand itself as a fast and reliable logistics service. The objectives were to revamp the website with an eye-catching design and create a seamless user experience that reflects the company's commitment to delivering excellent service.

# Technology Stack

During the website development process, we utilized a robust technology stack, including front-end technologies such as HTML, CSS, and JavaScript. The back-end was powered by a combination of PHP and MySQL to ensure a stable and scalable website infrastructure.

# Information Architecture

To optimize user navigation and improve usability, we restructured the website's information architecture. Clear categorization and logical flow were implemented to enhance user engagement and facilitate efficient information retrieval.

## Wire framing, Design, and Prototype

We created wireframes, designs, and prototypes that visualized the new website's interface and layout. Through an iterative process and user feedback, we refined the design to meet both aesthetic and functional requirements.
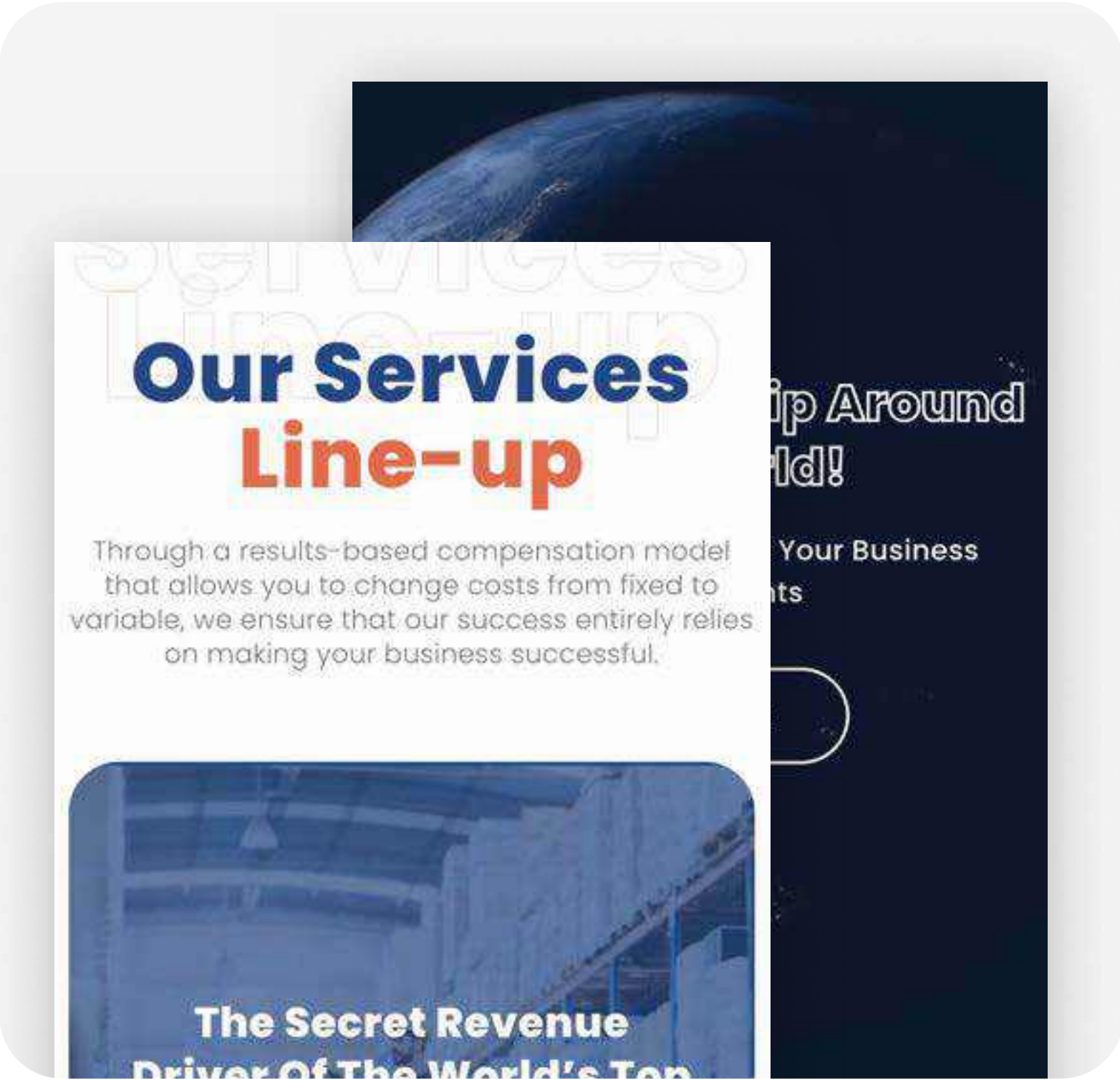
## Development

During the development phase, we implemented the finalized design using the chosen technology stack. This involved coding the front-end elements, integrating back-end functionality, and ensuring a smooth user experience across different devices and browsers.

## Testing and Quality Assurance

Through testing and quality assurance, measures were employed to identify and resolve potential issues or bugs. We conducted functional testing, compatibility testing, and performance testing to ensure the website met the highest standards of quality and functionality.

## Deployment and Hosting

After completing the development and testing phases, we deployed the website to a secure and reliable hosting environment. This ensured that the website was accessible to users and could handle traffic effectively.
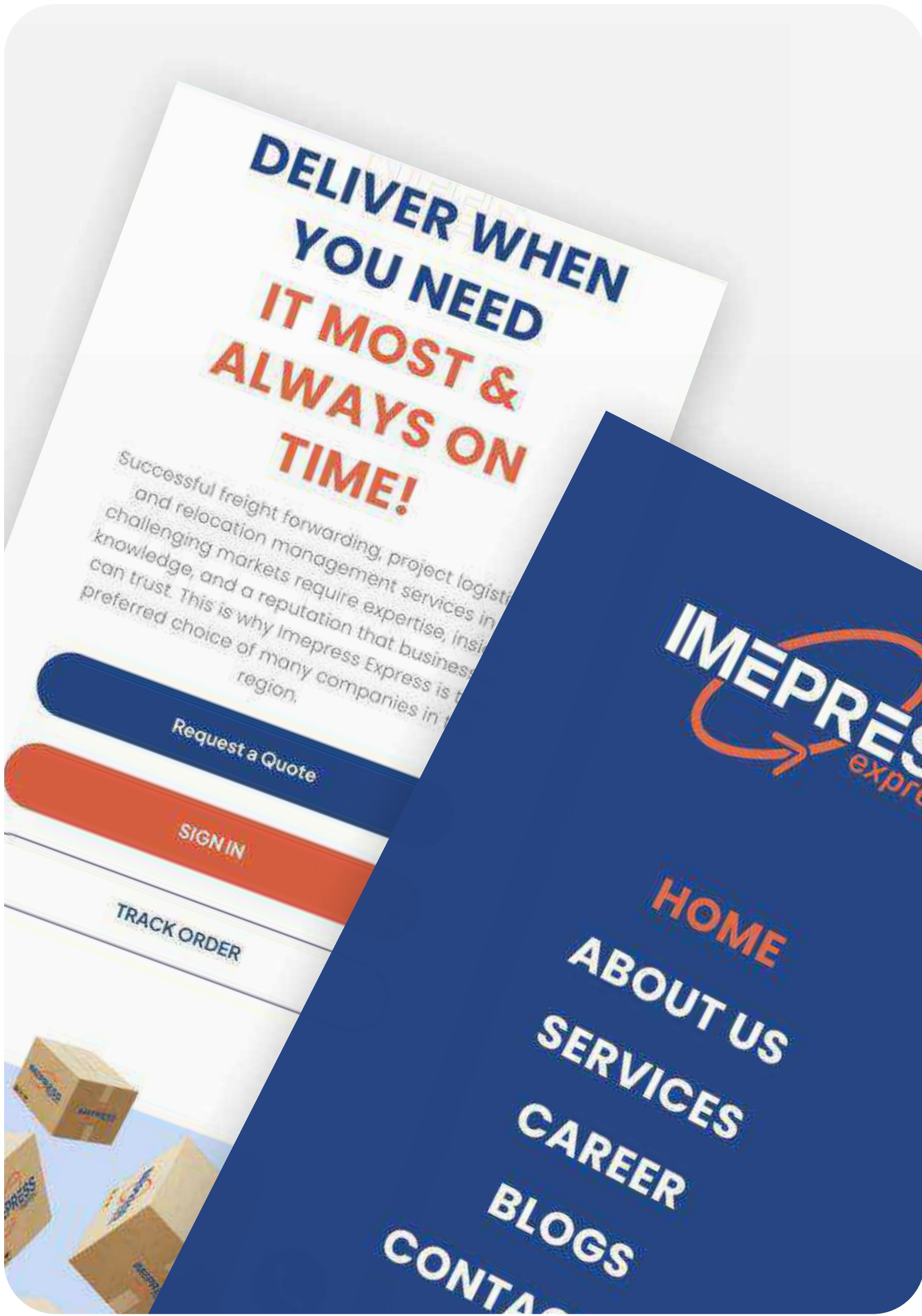
## Maintenance and Support

We provided ongoing maintenance and support services to Imepress Express to ensure the website's optimal performance and address any future needs or enhancements. Regular updates, security patches, and technical support were provided to keep the website running smoothly.

Our collaboration with **Imepress Express** demonstrates our expertise in rebranding and revamping websites while ensuring a seamless user experience. By incorporating user research, optimizing information architecture, and utilizing a robust technology stack, we successfully addressed Imepress Express's goal of becoming a fast and reliable logistics service.
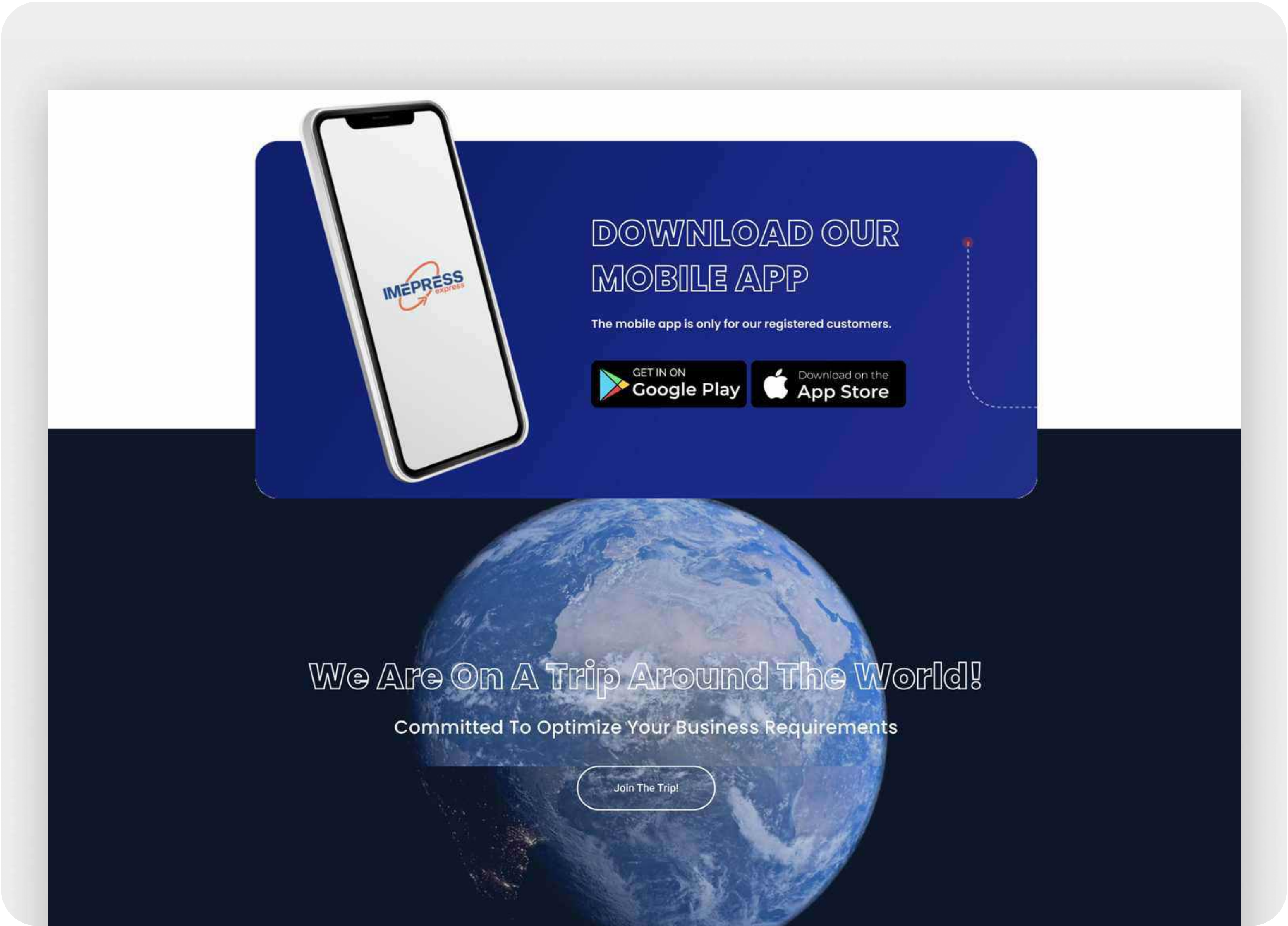
# Additional Benefits

To protect your mobility, Adamjee Car Insurance offers you the following services through various products (if mentioned on your Policy Schedule).
Compensation of the full cost of your car as per purchase invoice in case of total loss
(Depreciation will be charged as per Authority's terms and conditions).

info.uae@adamjeeinsurance.com  +971 4 2752337

Home  About  Motor  Health  Products  Blogs  Career  Contact

**Customer Portal**

Enter Name | Enter Phone | Enter Email | Select Service | **Get 10% Discount**

letter

sum dolor sit amet,
tuer adipiscing elit. Aenean
o ligula eget dolor. Aenean
um sociis natoque.

mail Address

# Car Insurance

Motor Insurance with Adamjee Insurance is made to suit your every need. We offer you affordable Comprehensive and Third-Party coverage with additional benefits which add value to your purchase. Adamjee Insurance provides you with complete peace of mind behind the wheel and helps you with speedy and efficient claim service to ensure any inconvenience is kept to a minimum.

# Comprehensive Car

# Introduction

Introduction Adamjee Insurance is a trusted name in securing the future of its customers. They offer a seamless claim process, ensuring that customers are never left in a difficult situation when they need assistance the most. With a round-the clock claim team, Adamjee Insurance provides hassle-free support no matter where customers are in the world, Adamjee aims to ensure that customers feel safe, protected, and at peace.
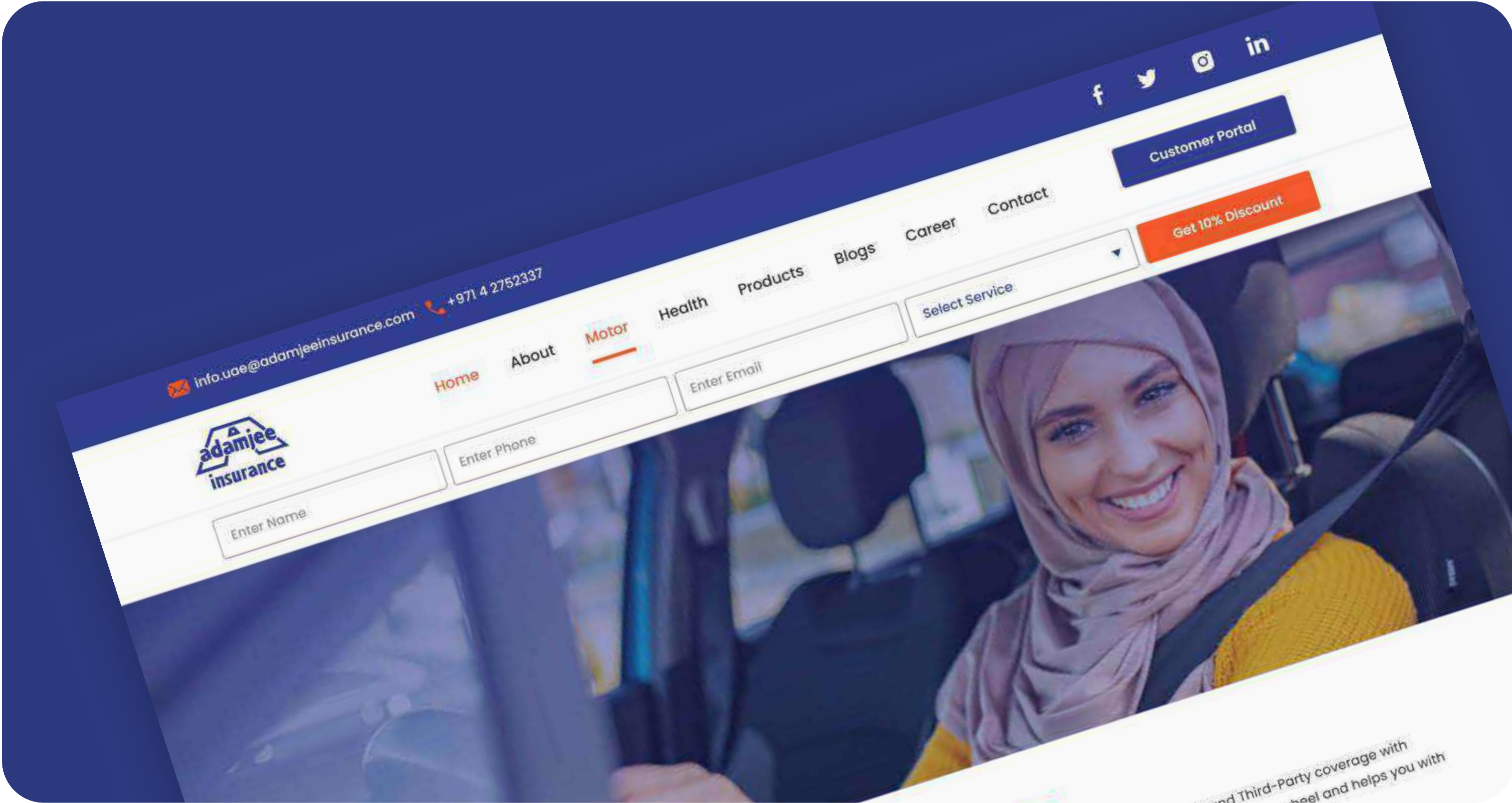


# Goals and Objectives

Clicktap's goal was to revamp Adamjee's website with a modernized design and create a seamless user experience. We aimed to enhance the overall quality of the website while providing easy navigation and intuitive interactions for users.

# Technology Stack

Clicktap employed a suitable technology stack for Adamjee to accomplish their goals. This included selecting appropriate web development frameworks, content management systems, and programming languages to support the desired design and functionality of the website

# Information Architecture

Clicktap focused on designing an effective information architecture for Adamjee's revamped website. We organized and structured the content in a logical and user-friendly manner, making it easy for visitors to find the information they need

## Wire framing, Design, and Prototype

Prior to the development phase, Clicktap created wireframes, designs, and prototypes for Adamjee's new website. This involved visualizing the layout, user interface elements, and overall aesthetics. They paid special attention to introducing a new color scheme that would modernize the brand and align with their goals.
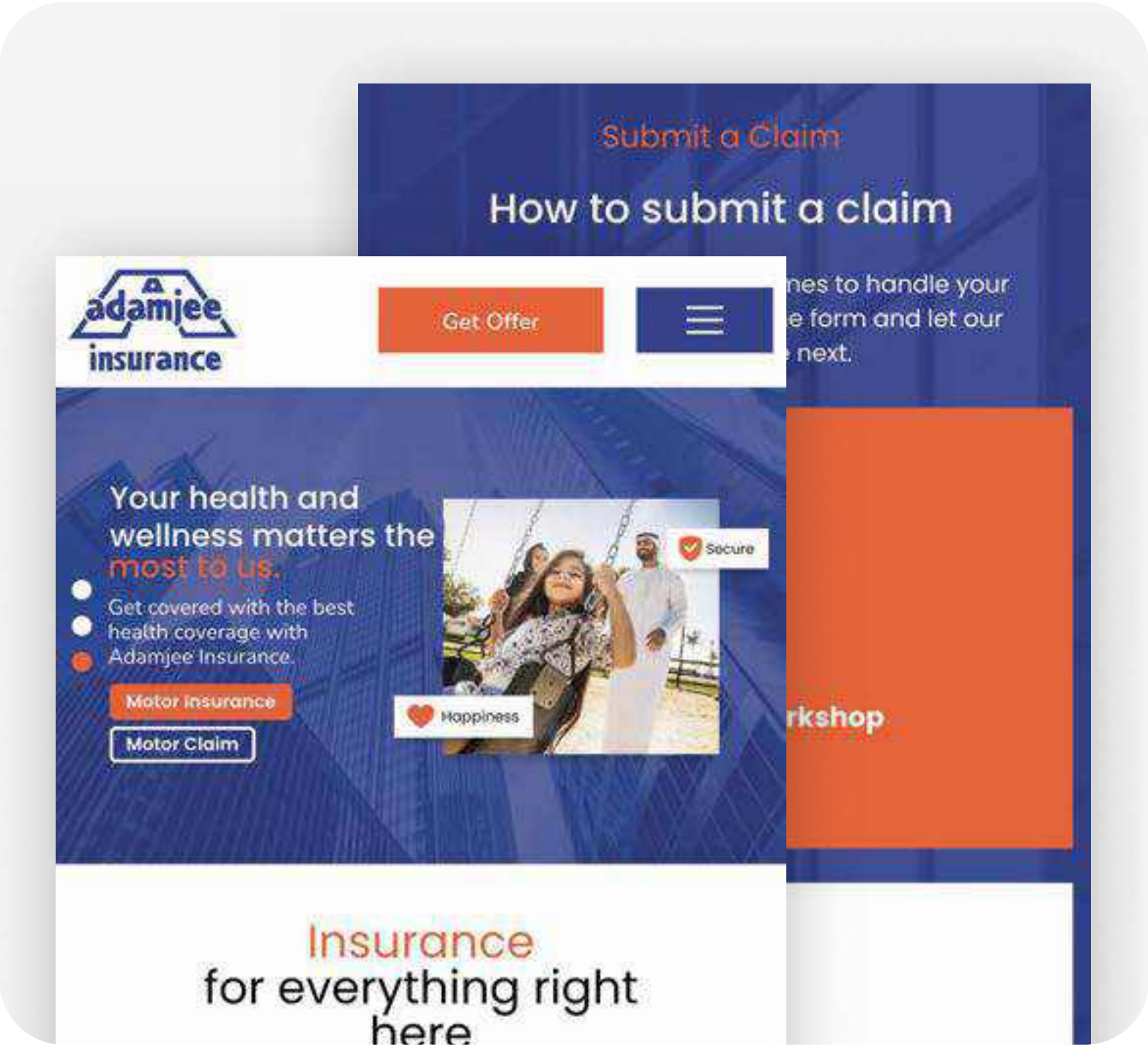


## Development

Clicktap executed the development phase of Adamjee's website using the selected technology stack. They implemented the wireframes, designs, and prototypes to bring the website to life. The development process involved coding, integrating necessary features, and optimizing performance.

## Testing and Quality Assurance

To ensure a seamless user experience, Clicktap conducted thorough testing and quality assurance procedures. They identified and resolved any issues or bugs that were discovered during the testing phase. This step was crucial to deliver a polished and reliable website.

## Deployment and Hosting

Once the website was fully developed and tested, Clicktap deployed it to a suitable hosting environment. They ensured that the website was properly configured and optimized for performance and security. The deployment process involved setting up servers, domain mapping, and other necessary configurations.
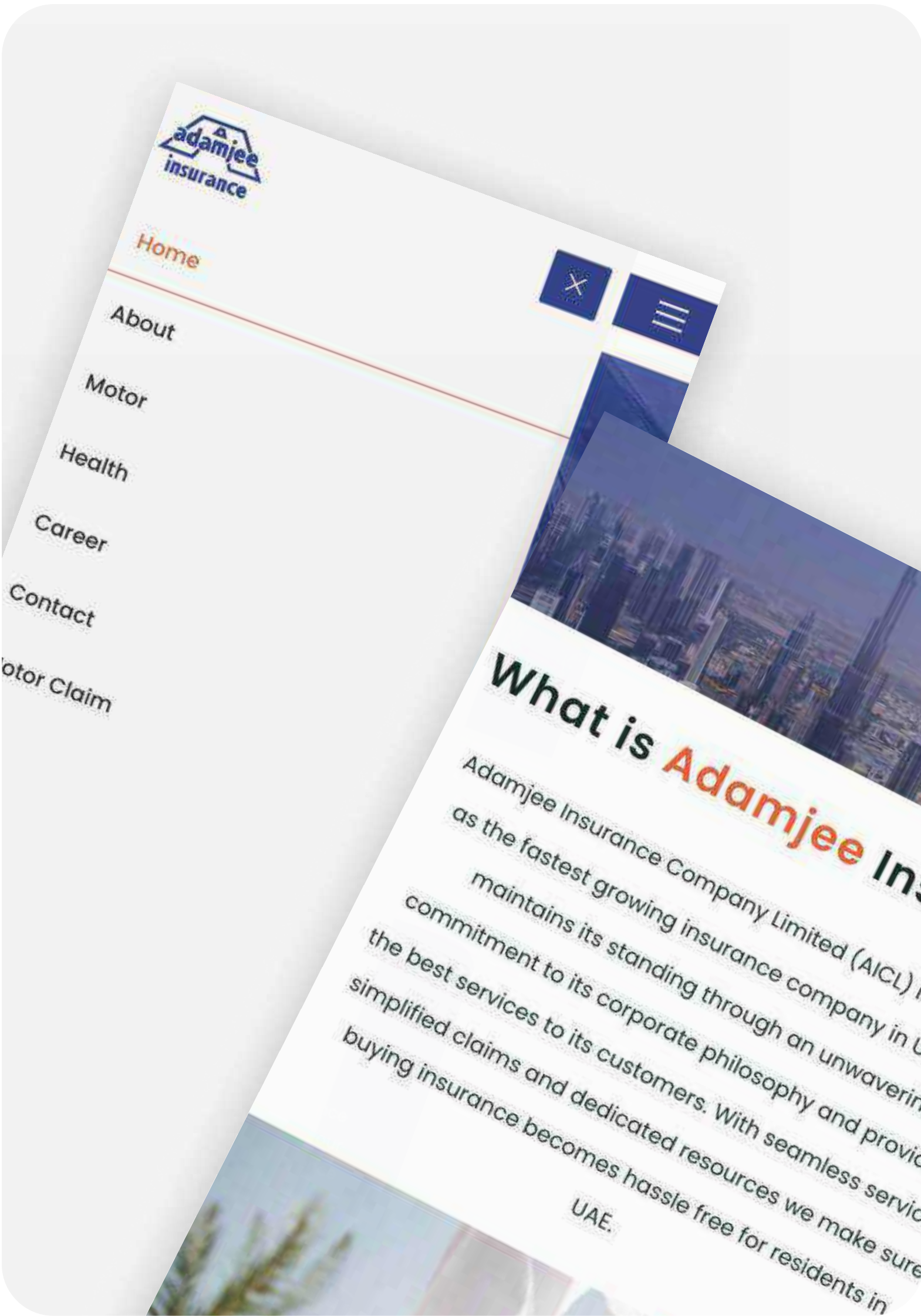
## Maintenance and Support

Clicktap committed to providing ongoing maintenance and support for Adamjee's revamped website. Clicktap established procedures to monitor the website's performance, address any issues or updates, and promptly assist users with their queries or concerns. Regular maintenance and updates were conducted to ensure the website's optimal functionality.

By following this comprehensive process, Clicktap helped Adamjee Insurance achieve their desired results:

**The number of organic website users,** 📈 **20%** indicating improved visibility and attraction of relevant visitors

**The website speed** reached **90%+**, ensuring a fast and seamless user experience

With a modernized design and enhanced user experience, Adamjee Insurance successfully revamped their website to better serve their customers' needs and provide a reliable platform for information and claim support.

# Introduction

Tahseen Aviation Services is a trusted partner in the aviation industry, providing bespoke and innovative aviation solutions. With expertise in private air charter, aviation consultancy, and flight support, Tahseen is recognized for its exceptional services and commitment to meeting the requirements of the aviation industry.
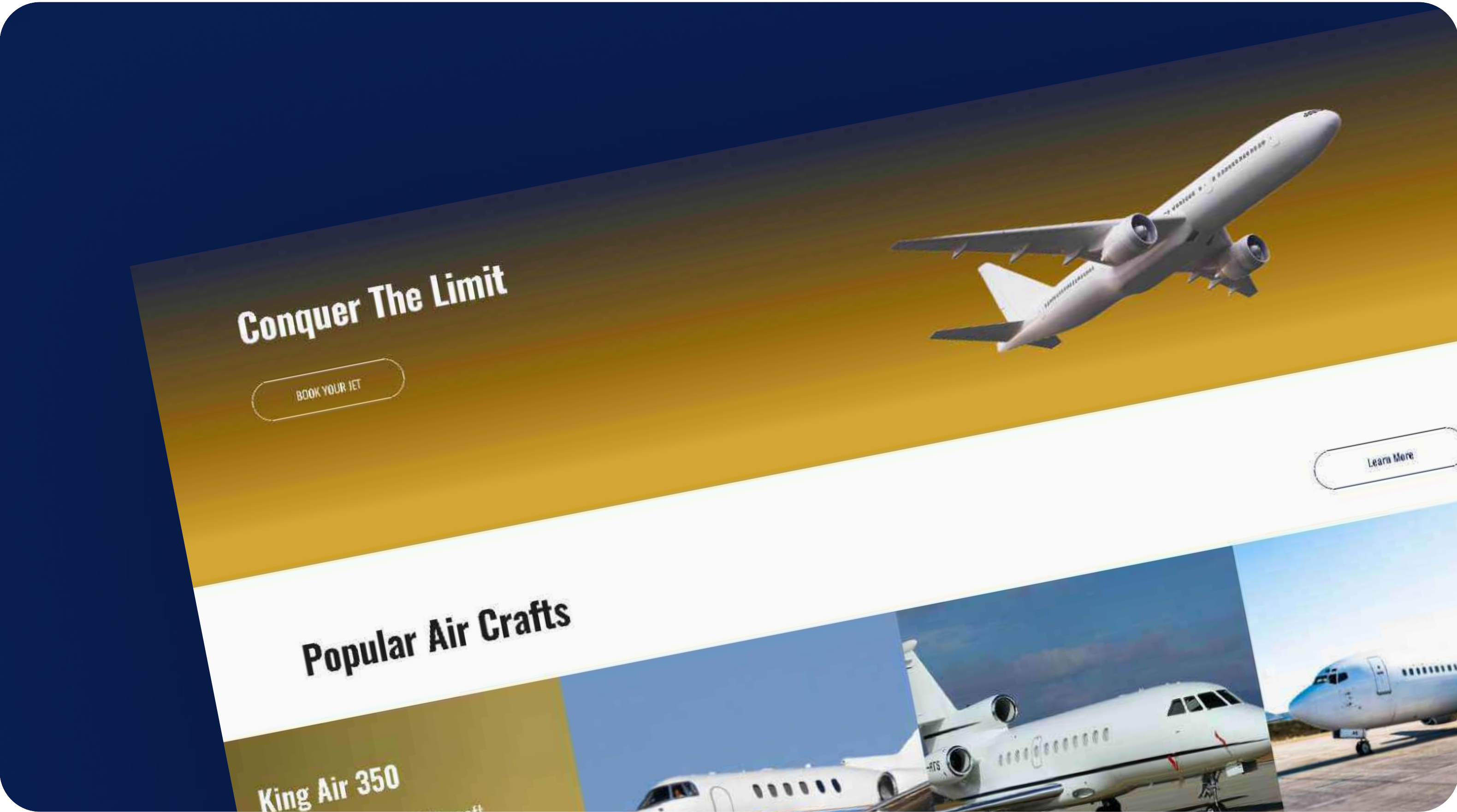


# Goals and Objectives

The goal for Tahseen is to develop an elegant and high-end looking user-friendly website that appeals to affluent individuals. The objective is to create a visually appealing and seamless online experience that showcases Tahseen's expertise and attracts the target audience.

# Technology Stack

For the development of Tahseen's website, we employed a modern and robust technology stack. This included front-end technologies such as HTML5, CSS3, and JavaScript frameworks like React.js or Angular.js. On the back-end, we utilized a combination of server-side languages like Node.js or PHP, and a database management system such as MySQL or MongoDB.

# Information Architecture

Based on comprehensive user research, we created an effective information architecture for the website. The content was organized in a logical and intuitive manner, ensuring easy navigation and enabling users to find the information they seek effortlessly.

## Wire framing, Design, and Prototype

To visualize the website's layout and functionality, we developed wireframes and prototypes. These prototypes allowed us to iterate and refine the design based on user feedback and ensure a user-centric approach.

## Development

During the development phase, we implemented the finalized design using the chosen technology stack. This involved coding the front-end elements, integrating back-end functionality, and optimizing performance and responsiveness for various devices and browsers.

## Testing and Quality Assurance

To ensure the website's functionality and quality, we conducted thorough testing and quality assurance processes. This included functional testing, cross-browser compatibility testing, performance testing, and usability testing, to deliver a flawless user experience.

## Deployment and Hosting

After completing the development and testing stages, we deployed the website to a secure hosting environment. The deployment process involved configuring servers, setting up security measures, and ensuring seamless integration with the selected hosting platform.
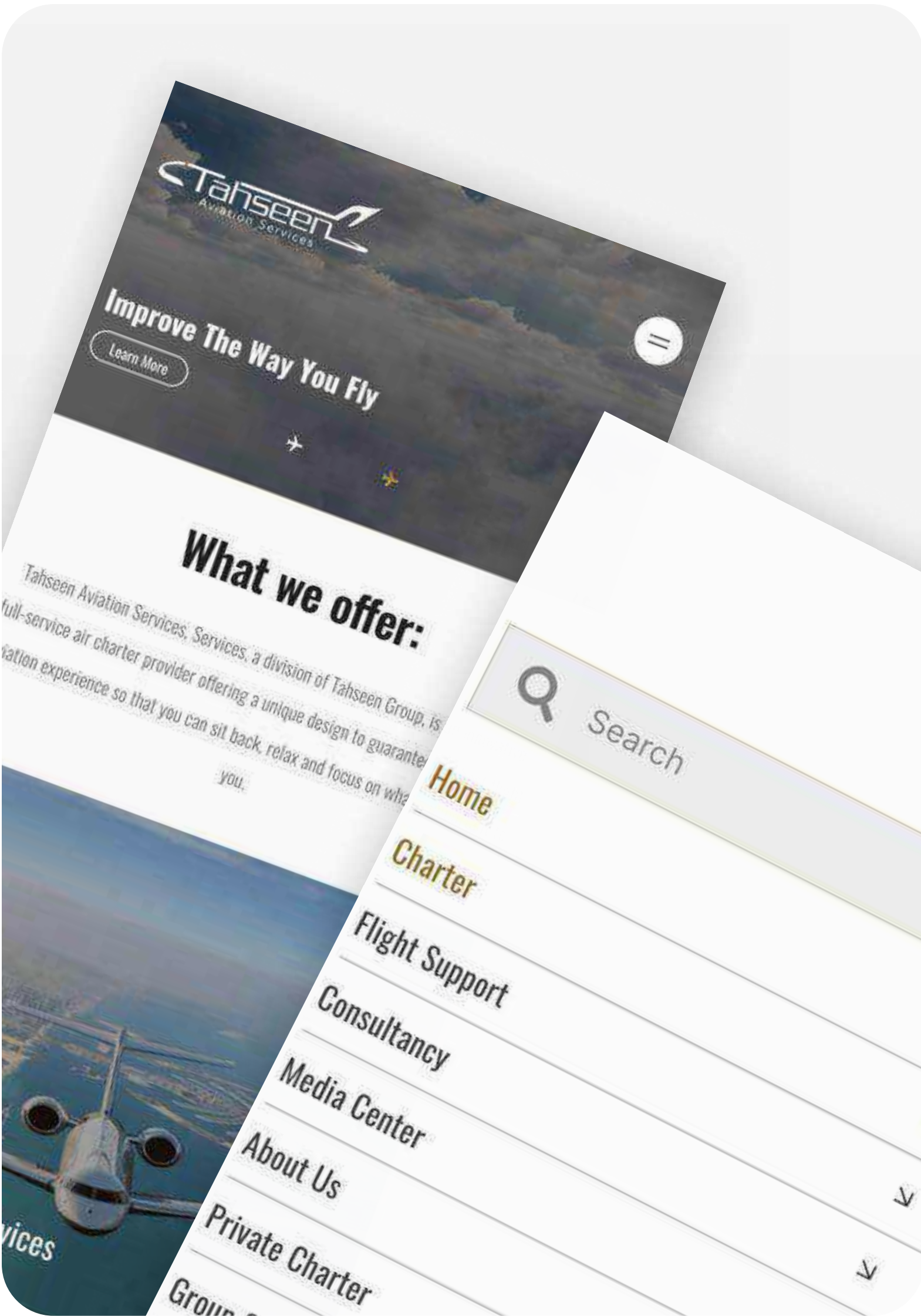
## Maintenance and Support

We provided ongoing maintenance and support services to Tahseen Aviation Services. This included regular updates, security patches, bug fixes, and technical support to ensure the website's optimal performance and address any future needs or enhancements.

Our collaboration with Tahseen Aviation Services showcases our expertise in developing elegant and user-friendly websites that cater to the needs of affluent individuals.

By incorporating user research, employing a robust technology stack, and focusing on information architecture, we successfully achieved Tahseen's goal of creating a high-end website that attracts the target audience.

# Introduction

Klip is a payment platform that has been developed through a partnership between 15 UAE national banks. It is managed and operated by Emirates Digital Wallet LLC, ensuring compliance with the regulations set by the Central Bank of the UAE. Klip provides a unique and highly efficient payment solution that does not require users to have a bank account.
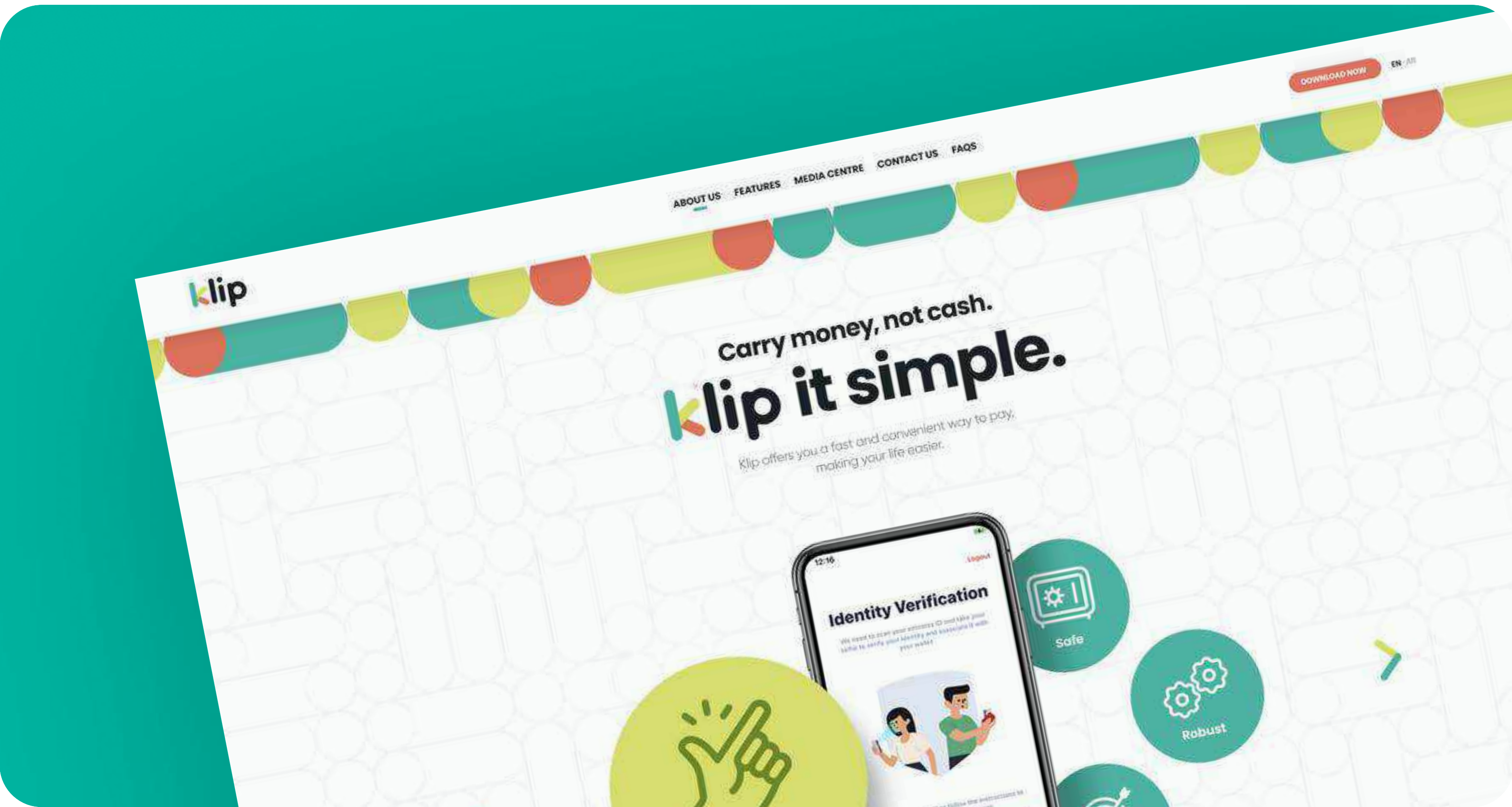


# Goals and Objectives

Clicktap's goal was to develop a user-friendly website for Klip without any technical issues. We aimed to create a website that would be easy to navigate, provide a seamless user experience, and effectively convey the features and benefits of the Klip payment platform.
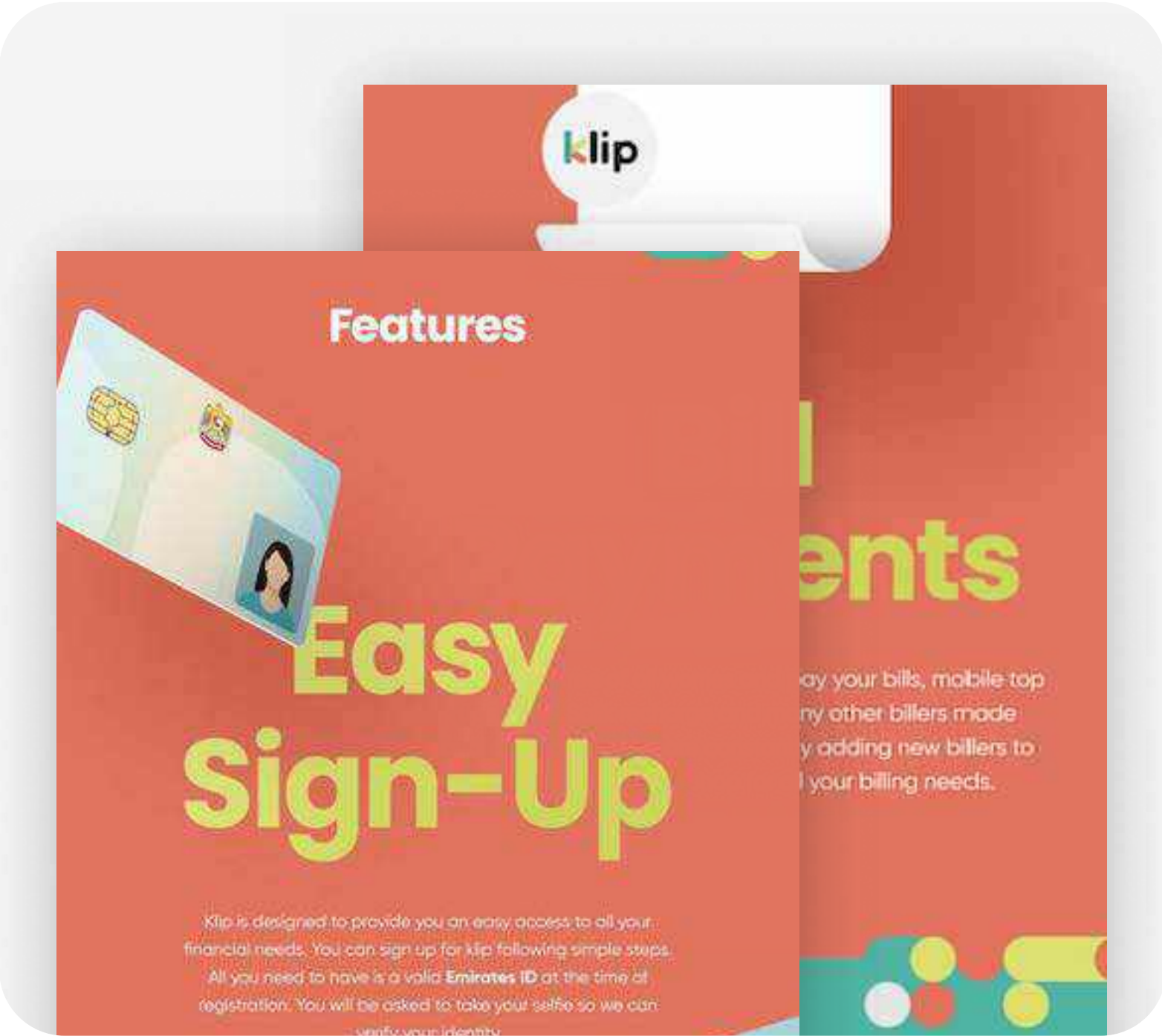
# Technology Stack

Clicktap selected an appropriate technology stack for Klip, consisting of various programming languages, frameworks, and tools. This stack was tailored to meet the specific requirements of the website and ensure efficient monitoring of its performance.

# Information Architecture

Clicktap focused on creating a well-structured information architecture for Klip's website. We organized content, determined the hierarchy of pages, and ensured intuitive navigation to enhance user experience and make it easy for visitors to find the desired information.

# Wire framing, Design, and Prototype

Before proceeding with development, we utilized wire framing, design, and prototyping techniques for Klip's website. This allowed them to visually conceptualize the website layout, user interface elements, and overall design. Iterative feedback and testing helped refine the design and ensure a user-friendly interface.

# Development

We implemented the planned design and functionalities for Klip by developing the website using the chosen technology stack. This involved writing code, integrating necessary features, and ensuring compatibility across different devices and browsers.

# Testing and Quality Assurance

Comprehensive testing and quality assurance procedures were conducted by us to identify and address any technical issues, bugs, or performance bottlenecks. This ensured the website's functionality, responsiveness, and overall performance met the desired standards.

# Deployment and Hosting

Once development and testing were complete, we deployed the website to a suitable hosting environment for Klip. This involved configuring servers, setting up domain names, and ensuring the website was accessible to users.
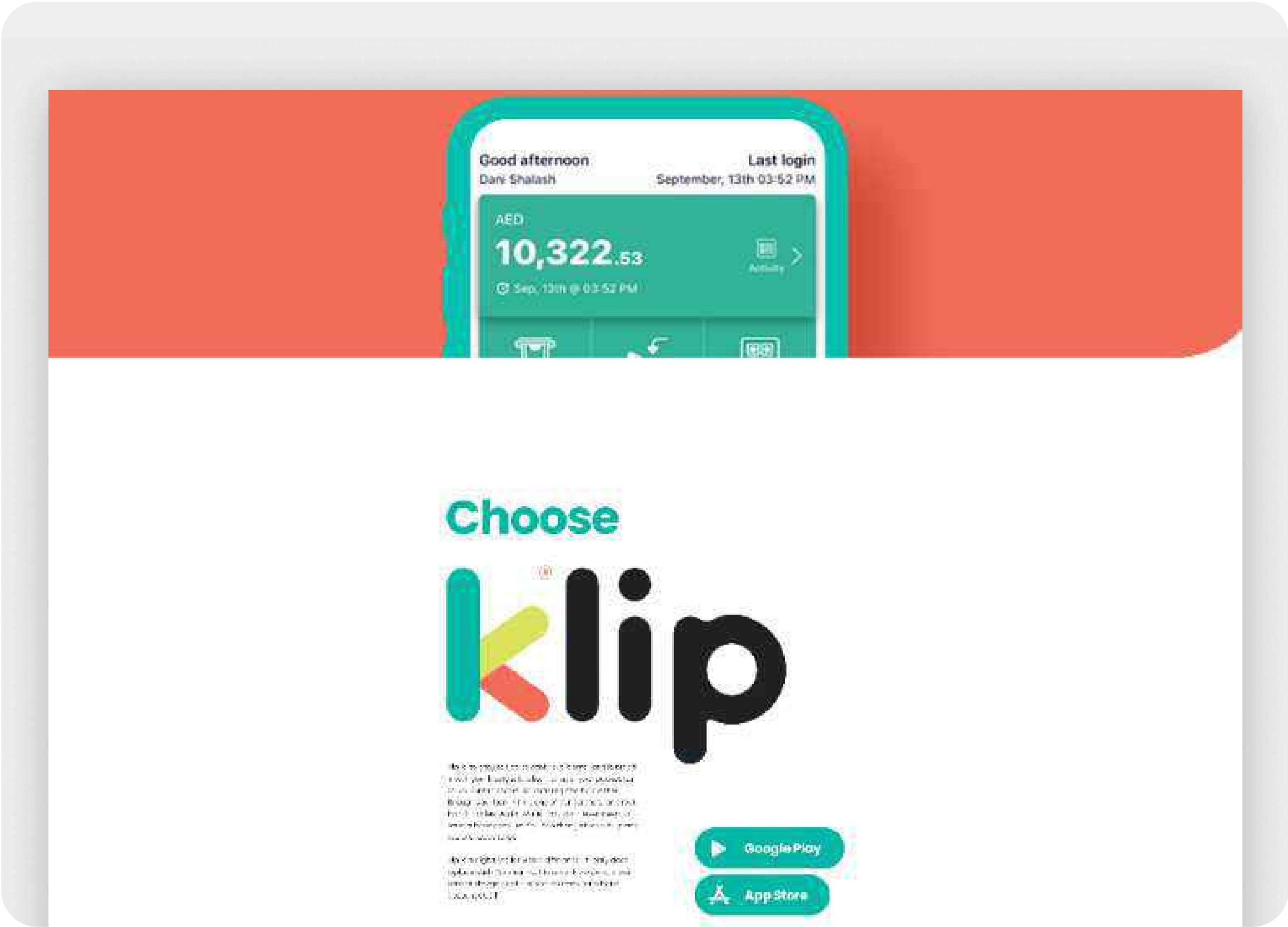
## Maintenance and Support

We recognized the importance of ongoing maintenance and support for Klip's website. We established protocols to monitor website performance, address any technical issues promptly, and provide continuous support to ensure optimal user experience.

By following this comprehensive process, Adamjee Insurance achieved their desired results:

> **The website speed** rating of **90% or higher**, indicating an optimized and responsive website that loads quickly and efficiently.

Klip continues to focus on maintaining and improving their user-friendly website, regularly monitoring its performance, and providing necessary updates and support to enhance the overall user experience.

Home    About Us    Brands    OEM Solutions    Case Studies    Media Center    Careers    Contact Us

Serving the Building and
Construction Industry Since 1980

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**AEROFOAM®**
INSULATION SOLUTIONS

**AERODUCT**
Ducting Accessories

**diamond
walraven**

**DIAMOND TAPES™**

**Rubtech™**

**MAICO**
GULF

**elicent**    **DYNAIR**

# Introduction

Hira Industries, a leading provider of industrial products in the Middle East, required a digital transformation to support its growing customer base. As part of their digital expansion, Hira Industries partnered with Clicktap Digital to develop a user-friendly website and a robust cross-platform mobile application. The goal was to enhance user experience and streamline access to their vast product range across multiple platforms, supporting both B2B and B2C operations.



# Goals and Objectives

The primary objective was to create a responsive and functional website along with a cross-platform mobile application that would allow users to easily browse, explore, and purchase Hira's extensive product offerings. Our focus was on providing a seamless user experience across web and mobile, ensuring high performance and accessibility.

# Target Audience Analysis

We conducted an in-depth analysis of Hira Industries' customer base, which included construction professionals, contractors, and suppliers. The website and app were designed with this diverse audience in mind, providing easy navigation, detailed product catalogs, and smooth functionality to meet the specific needs of both desktop and mobile users.

# Technology Stack

For the website and mobile application, we utilized React for the web front-end and React Native for building a cross-platform mobile app that works seamlessly on both iOS and Android. The back-end was powered by Node.js with a MongoDB database to ensure high performance, scalability, and efficient data management, supporting Hira Industries' growing digital operations.

## Wire framing, Design, and Prototype

We created detailed wireframes and prototypes to map out the website and app interface. These designs were refined based on feedback from Hira Industries, ensuring that the final product was both functional and visually aligned with Hira's brand.
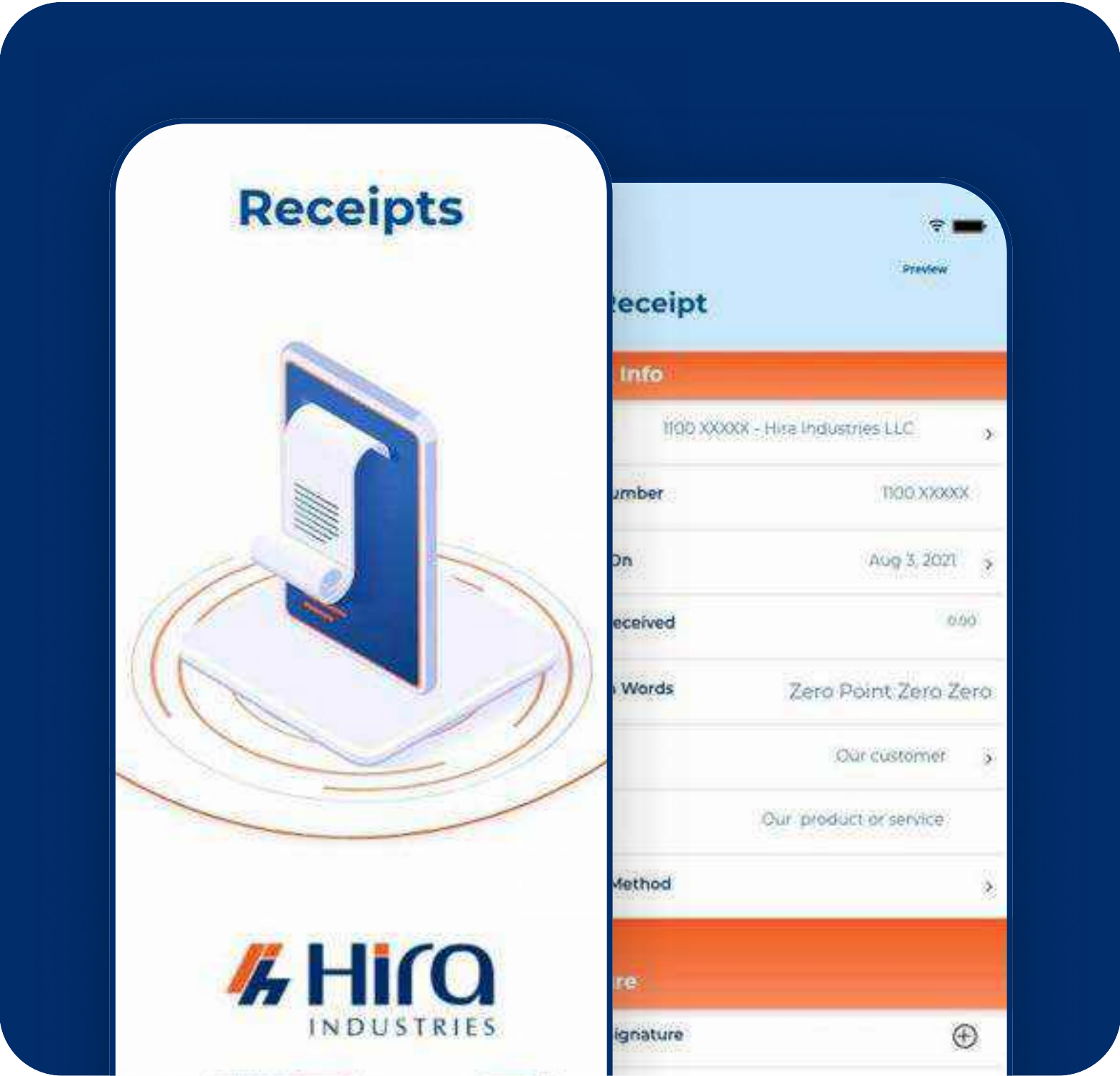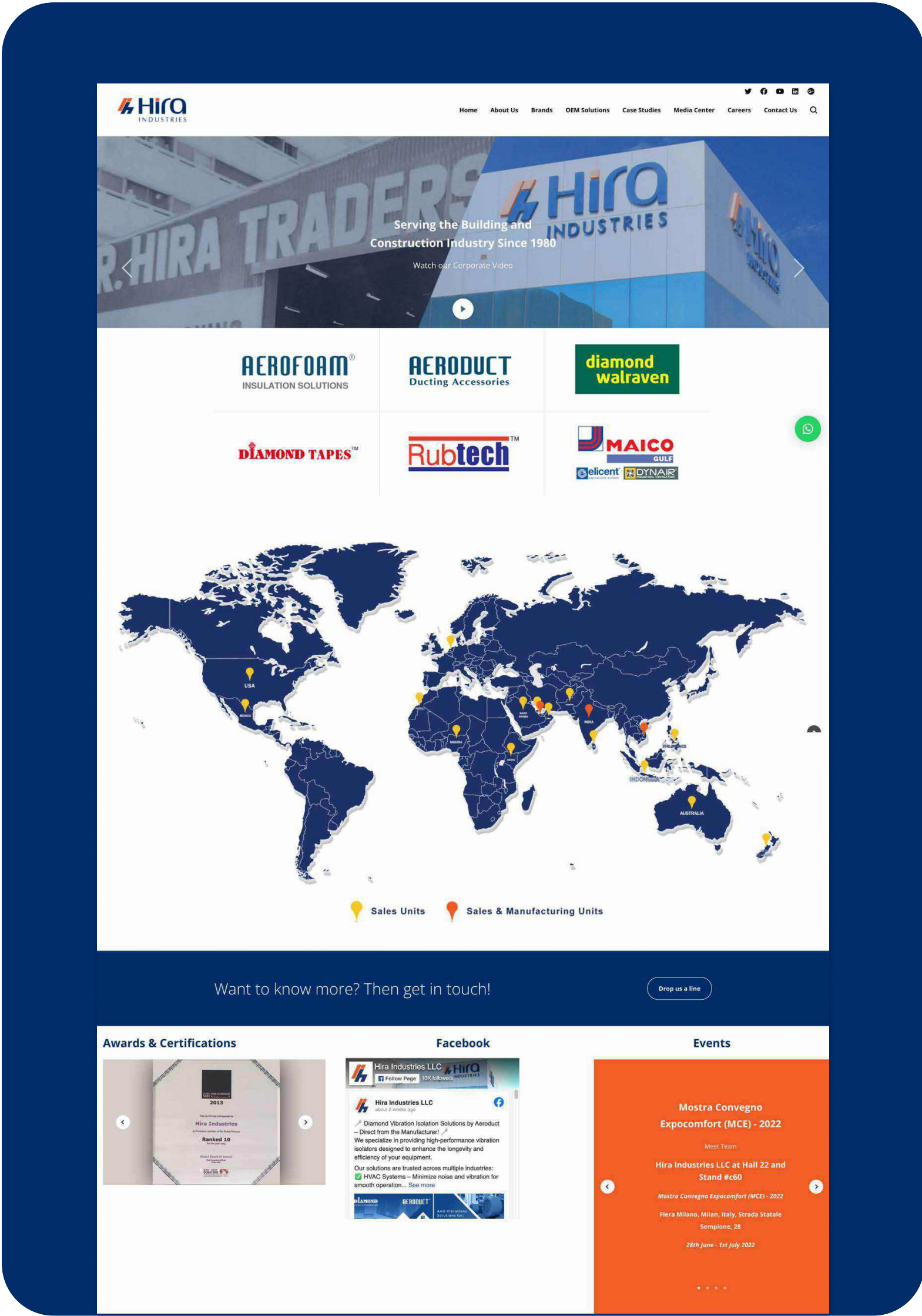


## Development

The development phase involved building a responsive, fast-loading website optimized for both desktop and mobile views. We integrated key features such as a product catalog, an advanced search function, and an easy-to-use order system. The design was created to be sleek and professional, reflecting Hira Industries' commitment to quality and innovation.

## Testing and Quality Assurance

Thorough testing and quality assurance measures were employed to identify and resolve any issues or bugs. We conducted functional testing, compatibility testing, and performance testing to ensure the website met the highest standards of quality and functionality.

## Conclusion

Our partnership with Hira Industries demonstrated our ability to develop cross-platform digital solutions that enhance user experience and drive business growth. The combination of a responsive website and a powerful mobile application empowered Hira Industries to better serve their customers while positioning themselves as a leader in the industrial products sector.

# BIN ODEH
## CONSTRUCTION & FITOUT

Instagram
Linkedin
Facebook

Bin Odeh is a trusted construction and fit-out company that boasts exceptional craftsmanship, meticulous attention to detail, and an unwavering commitment to customer satisfaction. Our team of seasoned professionals offers comprehensive services for commercial, residential, and hospitality edge technologies and sustainable practices.

solutions that perfectly align with our client's exceptional and long-lasting spaces.

ts' ideas into reality and produce remarkable

**Elevating Spaces, Constructing Dreams**

surpass expectations, encourage creativity, represent excellence, and guarantee customer contentment.

excellence in every project through seamless collaboration.

At Bin Odeh, we prioritize transparent and efficient project management. Our approach includes precision, care, and client involvement throughout every stage, from concept to execution.

We prioritize innovation and utilize state-of-the-art technology to construct buildings efficiently and sustainably with high-quality materials.

## for your dreams

lleled project management services. Our communication is crystal clear, ensuring that we deliver impeccable results promptly. out projects, we are the reliable and trustworthy partner you need. We are committed to exceeding your expectations, and our journey from start to finish. We are pleased to be your trusted partner in this exciting construction endeavour.

See All Projects

# BIN ODEH
## BUILDING CONTRACTING L.L.C
بن عـودة للمقـاولات البنـاء ذ.م.م

## Your premier construction partner

Bin Odeh is a trusted construction and fit-out company that boasts exceptional craftsmanship, meticulous attention to detail, and an unwavering commitment to customer satisfaction. Our team of seasoned professionals offers comprehensive services for commercial, residential, and hospitality projects, incorporating cutting-edge technologies and sustainable practices.

We prioritize delivering tailored solutions that perfectly align with our client's visions and budgets, resulting in exceptional and long-lasting spaces.

We are excited to turn our clients' ideas into reality and produce remarkable outcomes.

We aim to design outstanding, immersive environments that surpass expectations, encourage creativity, represent excellence, and guarantee customer contentment.

Our team of experienced professionals is skilled in diverse roles, which allows us to achieve excellence in every project through seamless collaboration.

At Bin Odeh, we prioritize transparent and efficient project management. Our approach includes precision, care, and client involvement throughout every stage, from concept to execution.

We prioritize innovation and utilize state-of-the-art technology to construct buildings efficiently and sustainably with high-quality materials.

## cture

Building Contracting →

Villas Construction →

Renovation Works →

Demolition Works →

Fitout →

# Introduction

Bin Odeh, a leading construction and contracting company in the UAE, sought to enhance its digital presence with a modern, user-friendly website that would showcase their extensive portfolio and services. Partnering with Clicktap Digital, Bin Odeh aimed to create a visually appealing and highly functional website that reflected their brand's professionalism and expertise.
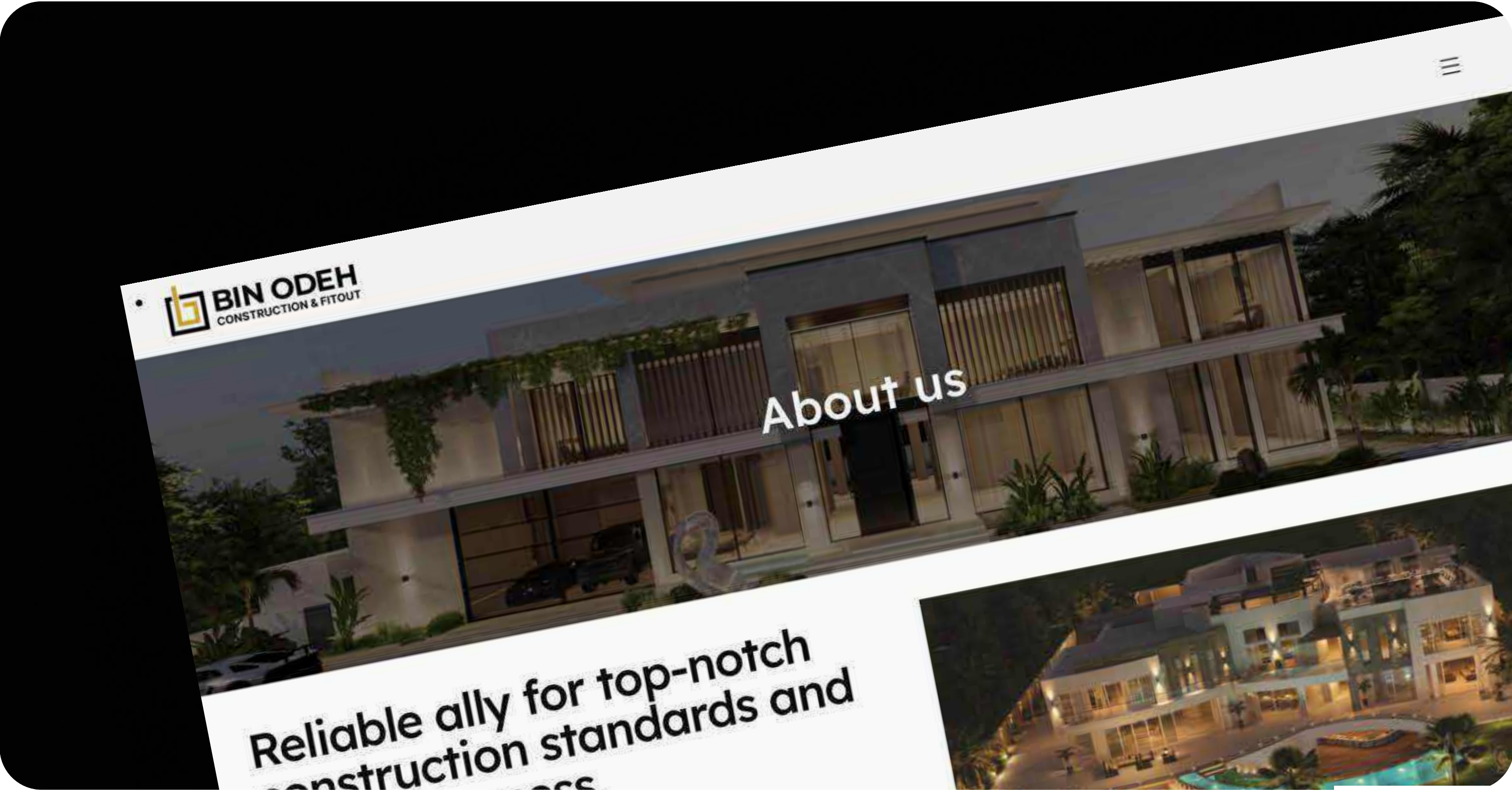
# Goals and Objectives

The primary objective was to design and develop a responsive, user-friendly website that would offer an intuitive browsing experience for Bin Odeh's diverse clientele. Our focus was to ensure the website not only highlighted the company's projects and services but also provided seamless navigation and an aesthetically pleasing design aligned with the Bin Odeh brand.

# Technology Stack

We utilized WordPress as the content management system (CMS) due to its flexibility, scalability, and ease of use for future updates. For the front-end design, we employed HTML5, CSS3, and JavaScript to create a visually appealing and responsive site, ensuring optimal performance

# Information Architecture

We created a simple, user-friendly structure, ensuring quick access to key sections like Services and Portfolio, improving navigation and user experience.

## Wire framing, Design, and Prototype

Our approach to the UI/UX design centered on creating a clean, modern layout that showcased Bin Odeh's portfolio while providing easy access to their services. We focused on intuitive navigation, ensuring that users could easily browse through projects, learn about services, and contact the company. The design reflected Bin Odeh's brand identity, combining professionalism with an inviting user experience.
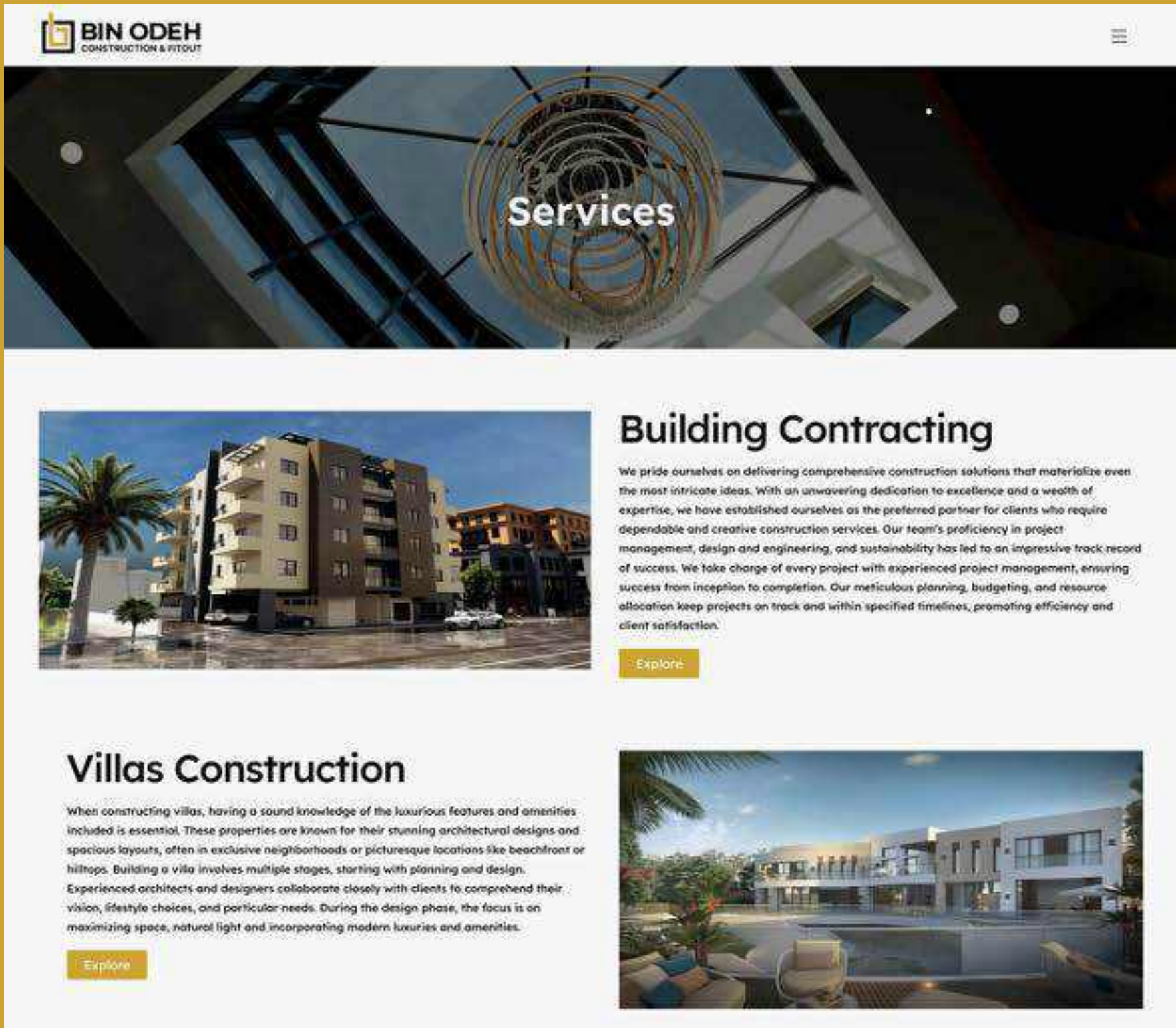


## Development

We developed a fully responsive website, ensuring that it performed seamlessly across devices, from desktops to mobile phones. The website included a dynamic project portfolio section, integrated contact forms, and easy-to-update content management features, allowing Bin Odeh to keep their site fresh and relevant.

## Testing and Quality Assurance

We conducted thorough testing across devices to ensure the website's functionality and performance. Our team tested for cross-browser compatibility, ensuring the site worked flawlessly on all major browsers. We also optimized performance and load times, ensuring that users experienced fast and smooth browsing.

## Conclusion

Our partnership with Bin Odeh allowed us to demonstrate our expertise in UI/UX design and website development. By delivering a website that was both visually appealing and highly functional, we helped Bin Odeh strengthen their digital presence and better showcase their services to clients in the competitive construction industry.

# Introduction

Interbay Dubai is a prominent contractor and real estate company in the UAE, known for delivering high-quality construction, development, and real estate solutions. With a reputation for excellence, Interbay Dubai sought to enhance its digital presence to better showcase its projects, expertise, and services in the competitive real estate market. Clicktap Digital was tasked with designing and developing a modern website that would reflect their industry leadership and support client engagement.
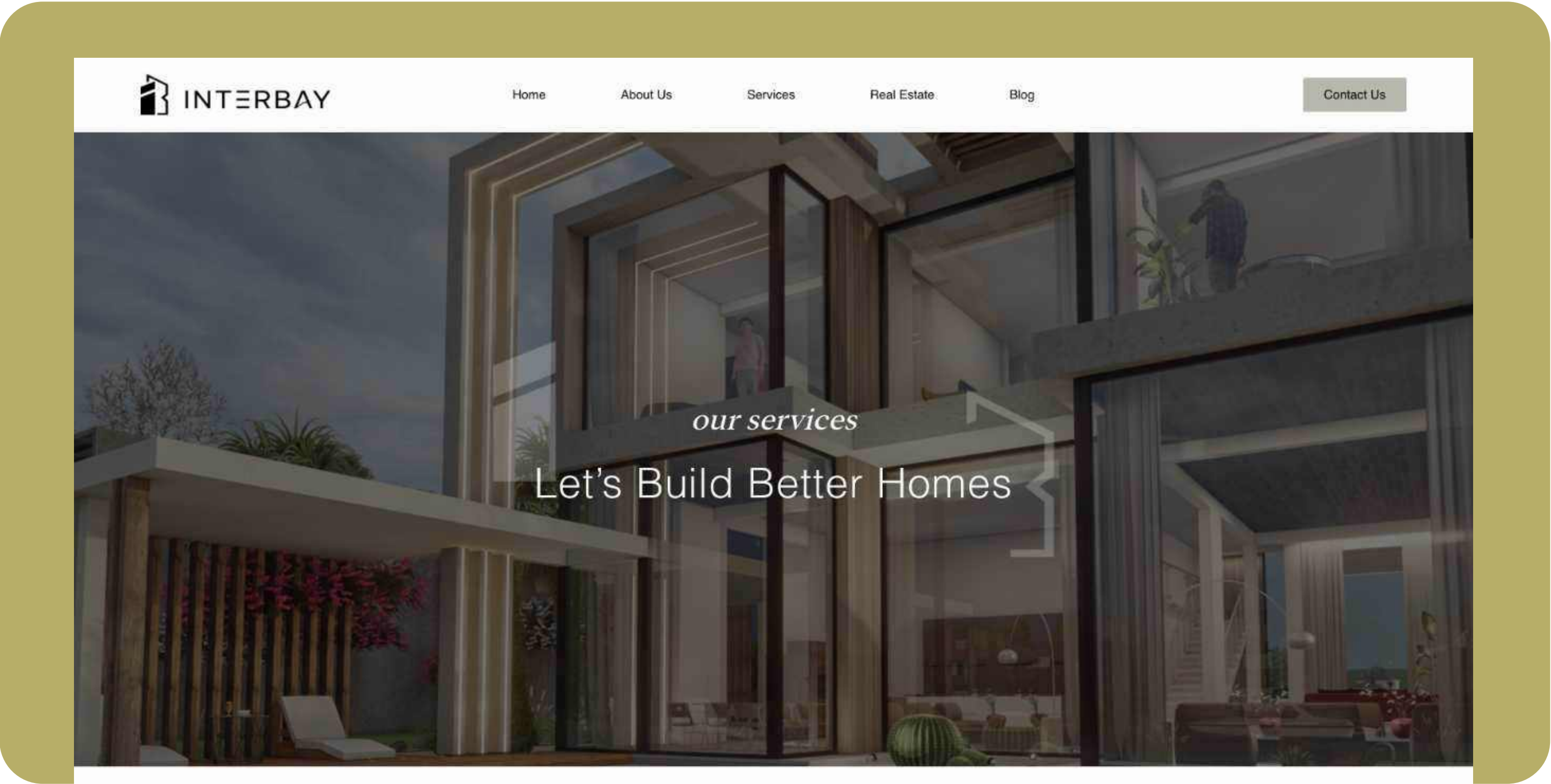


# Goals and Objectives

The main objective of the project was to create a visually appealing and functional website that highlights Interbay Dubai's core services in contracting and real estate development. The goal was to enhance brand visibility, improve client communication, and present their project portfolio in an engaging way that would attract potential clients and partners.

# Technology Stack

The WordPress site for Interbay Dubai features a clear structure with sections for Home, About, Services, Projects, and Contact. It includes project showcases and service details, with easy navigation and calls-to-action to enhance user engagement.

# Information Architecture

We structured the Interbay Dubai website for easy navigation, with key sections like Home, About Us, Services, Projects, and Contact. The Projects section showcases a portfolio of real estate and contracting projects, while the Services section highlights their core offerings. Clear calls-to-action and a contact form were included to drive user engagement and inquiries.

# Wire framing, Design, and Prototype

Our UI/UX design focused on creating a professional, visually appealing website for Interbay Dubai. With a clean, modern design and intuitive navigation, users can easily explore services and project details, ensuring a seamless experience on both desktop and mobile.
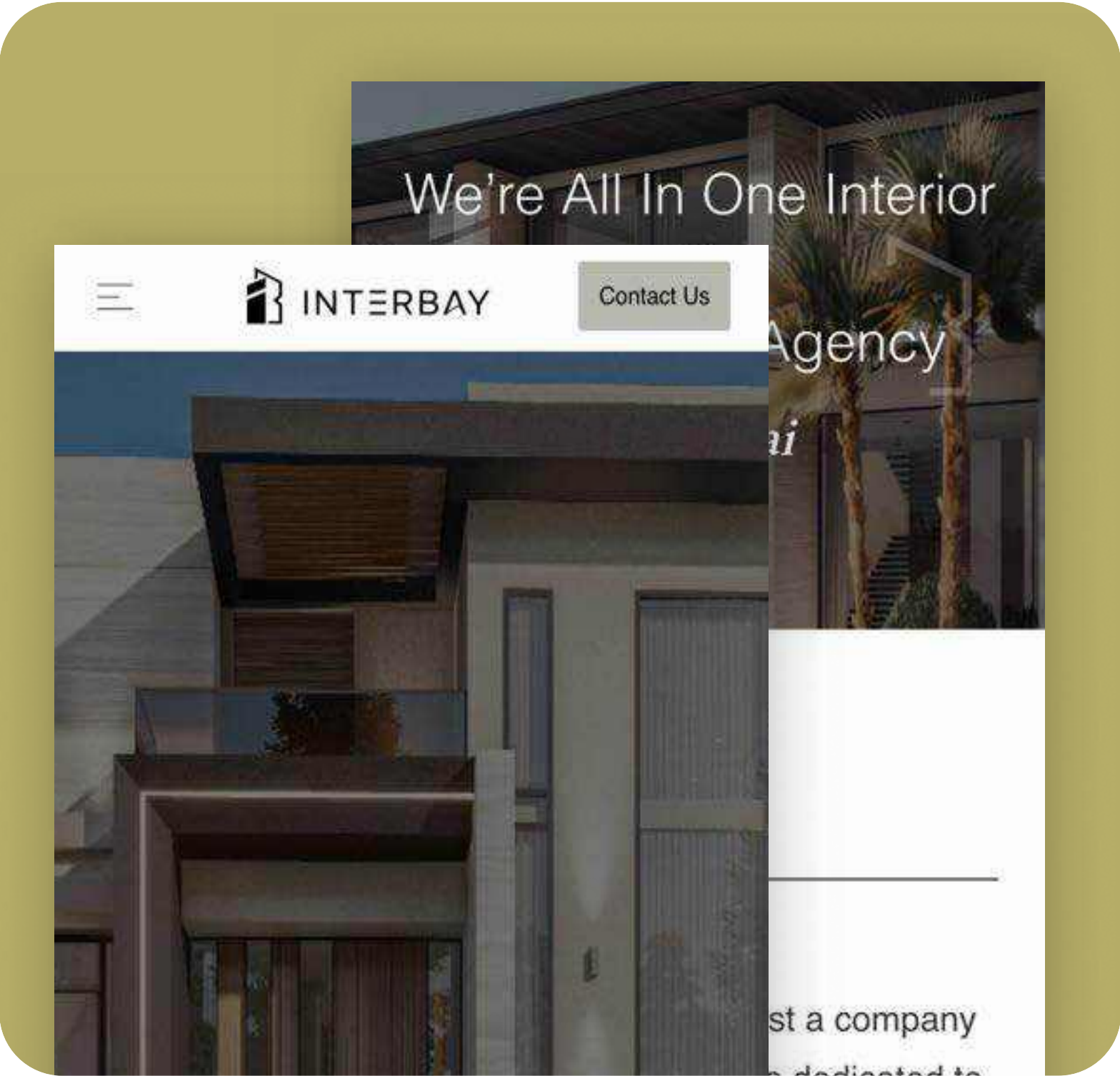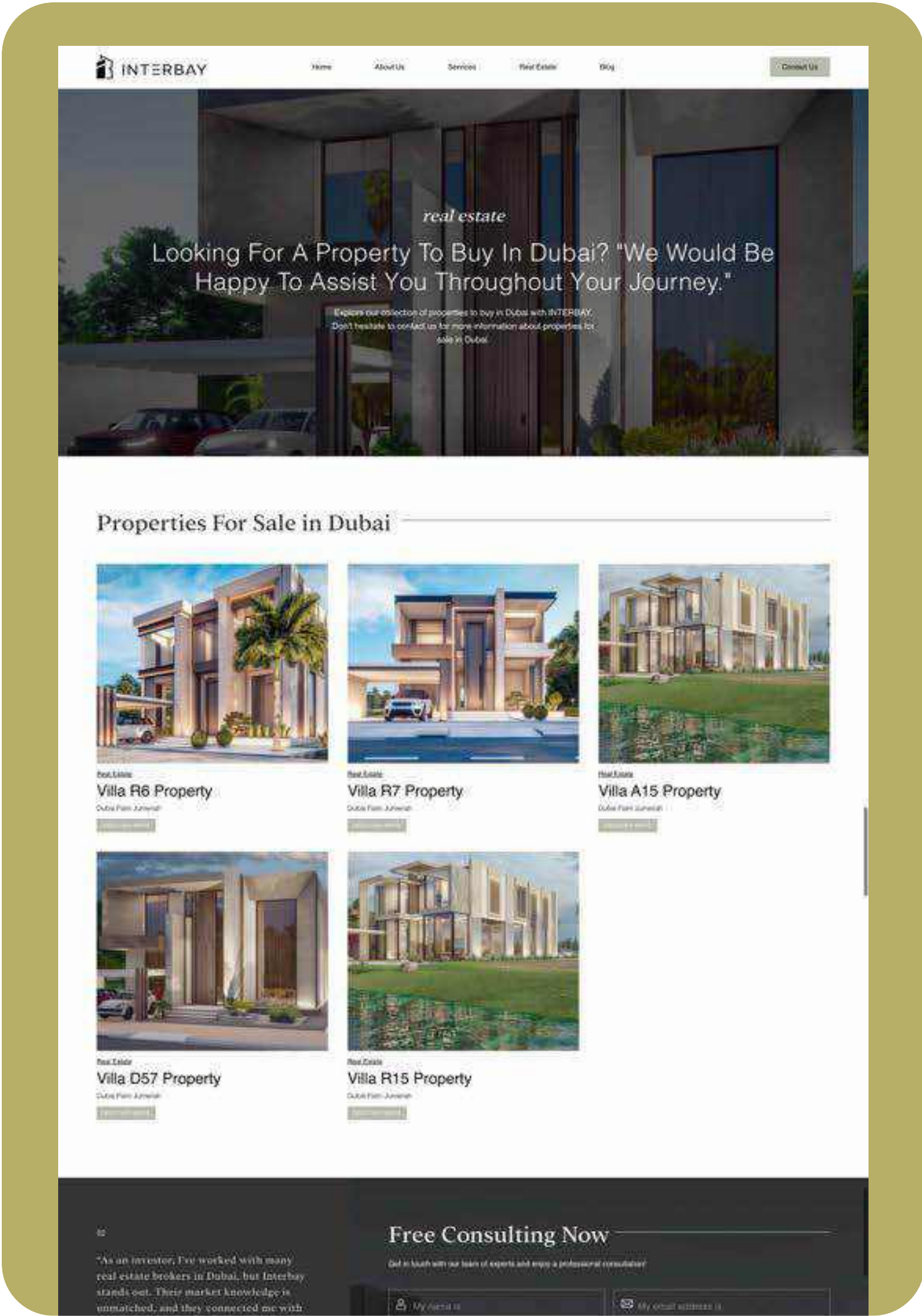
# Development

We developed a fully responsive website for Interbay Dubai, ensuring a consistent experience across all devices. The site features a dynamic project portfolio with high-quality images and a contact form for easy service inquiries.

# Testing and Quality Assurance

We conducted extensive testing to ensure the website functioned smoothly across multiple browsers and devices. This included testing for cross-browser compatibility, ensuring fast load times, and verifying that all interactive features, such as the contact form and project gallery, worked seamlessly.
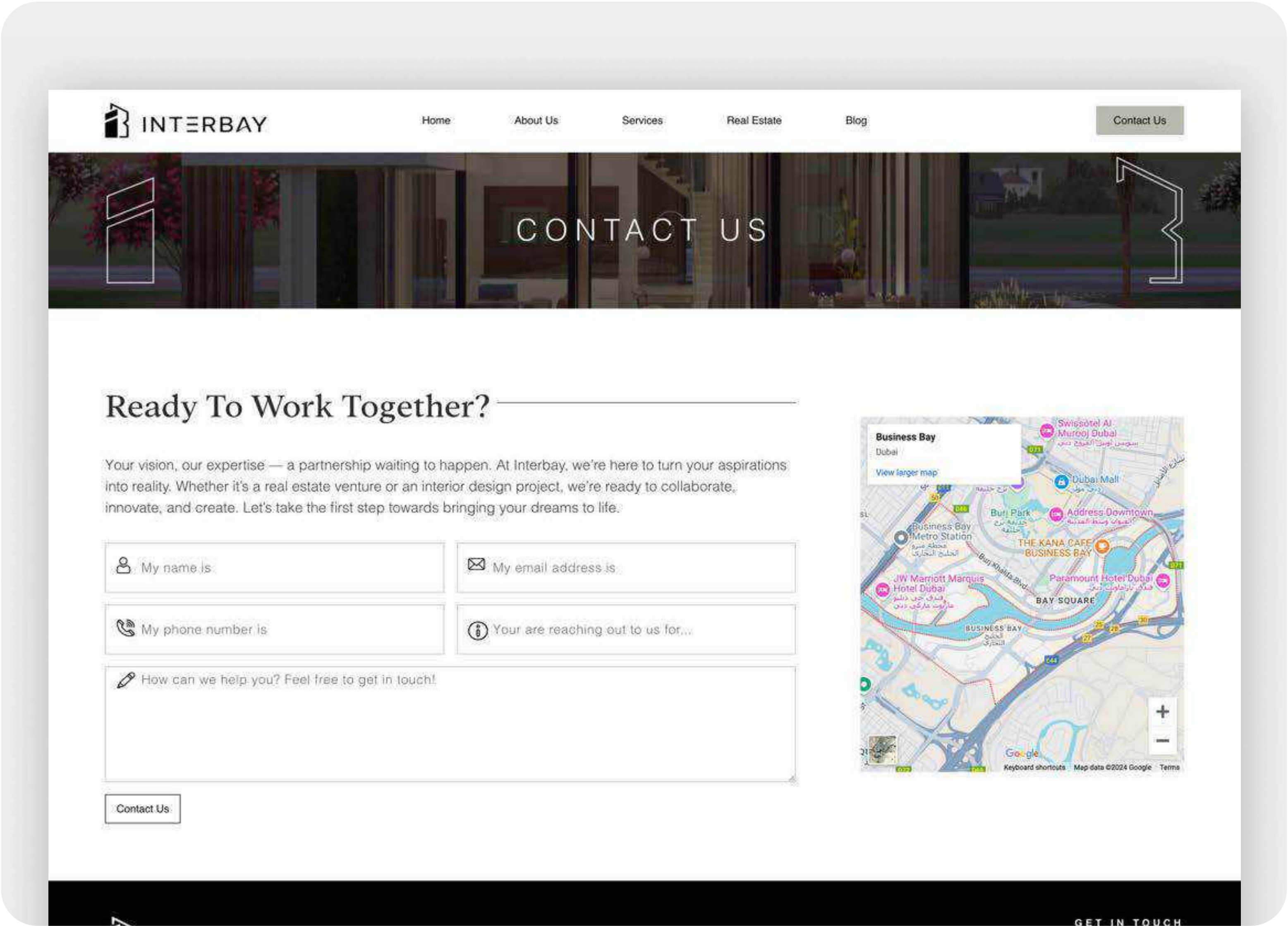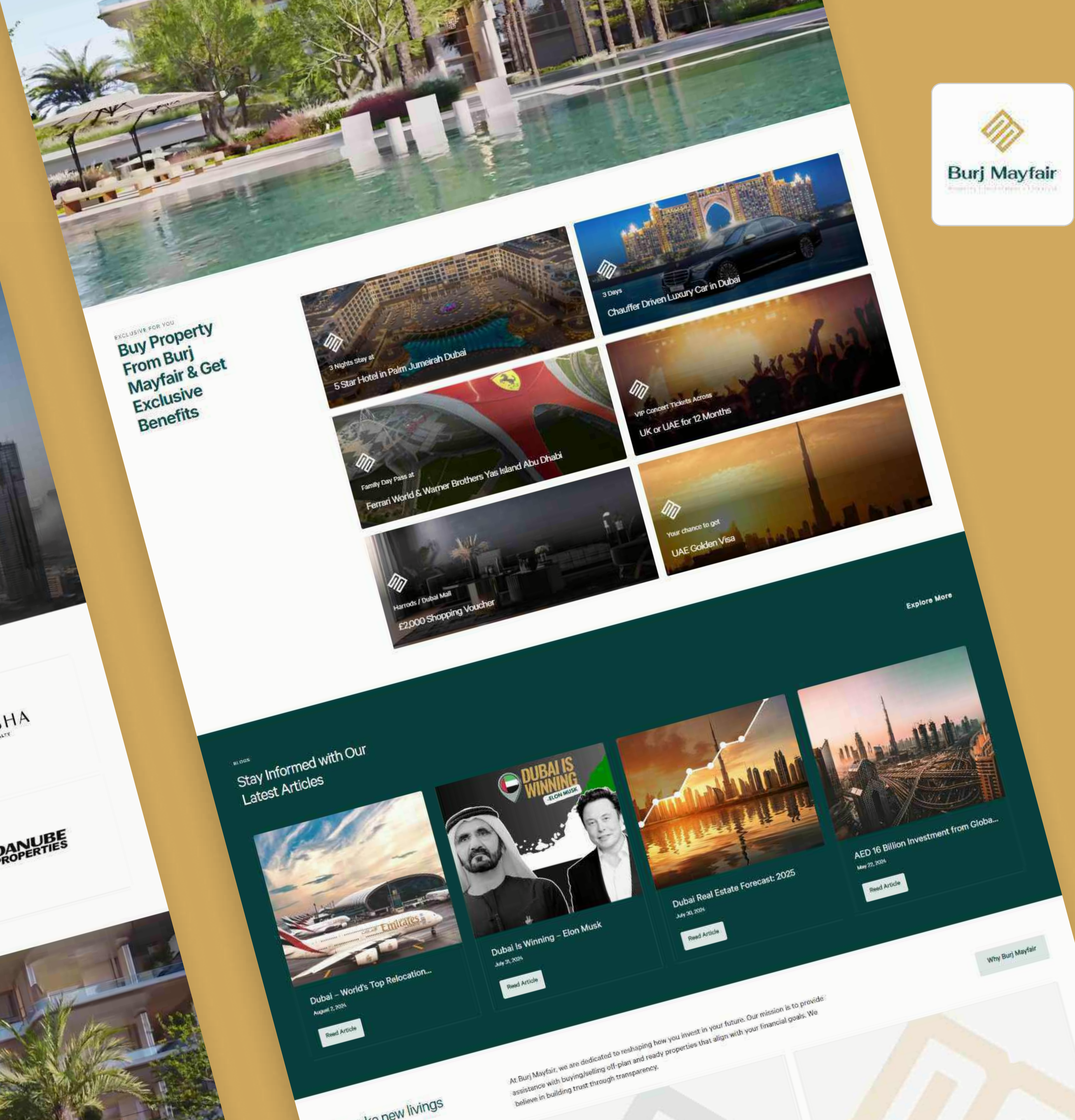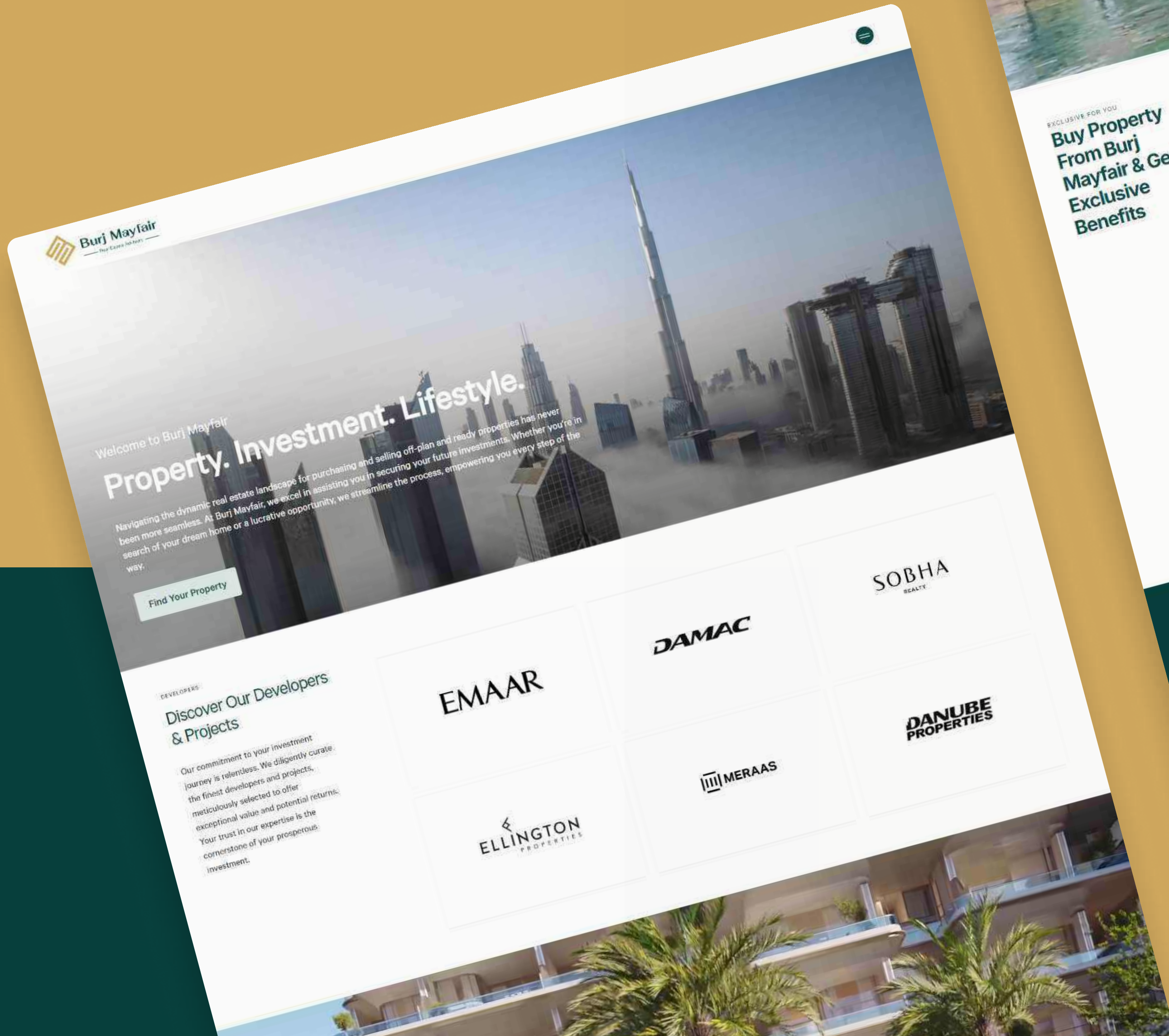
# Deployment and Hosting

After completing the development and testing phases, we deployed the website to a secure and reliable hosting environment. This ensured that the website was accessible to users and could handle traffic effectively.

## Results

The new website successfully strengthened Interbay Dubai's online presence, providing a platform that effectively showcases their construction and real estate capabilities.

Welcome to Burj Mayfair

# Property. Investment. Lifestyle.

Navigating the dynamic real estate landscape for purchasing and selling off-plan and ready properties has never been more seamless. At Burj Mayfair, we excel in assisting you in securing your future investment. Whether you're in search of your dream home or a lucrative opportunity, we streamline the process, empowering you every step of the way.

Find Your Property

DEVELOPERS

## Discover Our Developers & Projects

Our commitment to your investment journey is relentless. We diligently curate the finest developers and projects, meticulously selected to offer exceptional value and potential returns. Your trust in our expertise is the cornerstone of your prosperous investment.

SOBHA
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DANUBE PROPERTIES

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EXCLUSIVE FOR YOU

## Buy Property From Burj Mayfair & Get Exclusive Benefits

3 Nights Stay at
5 Star Hotel in Palm Jumeirah Dubai

3 Days
Chauffer Driven Luxury Car in Dubai

Family Day Pass at
Ferrari World & Warner Brothers Yas Island Abu Dhabi

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Why Burj Mayfair

At Burj Mayfair, we are dedicated to reshaping how you invest in your future. Our mission is to provide assistance with buying/selling off-plan and ready properties that align with your financial goals. We believe in building trust through transparency.

new livings

# Introduction

Burj Mayfair, a premium real estate company offering luxury properties, partnered with Clicktap Digital to design and develop a professional and visually appealing website. The goal was to create an online platform that showcases their high-end properties, highlights their brand values, and enhances the customer journey for potential buyers and investors.



# Goals and Objectives

The main objective was to create a user-friendly and fully responsive website that not only reflects the luxury and exclusivity of Burj Mayfair's properties but also provides potential clients with easy access to property listings, inquiries, and contact information. Our aim was to deliver a seamless user experience while improving lead generation through intuitive design and functionality.

# Technology Stack

We utilized WordPress as the content management system (CMS) to ensure scalability and ease of updates for the client. The front-end was built using HTML5, CSS3, and JavaScript, ensuring a responsive and mobile-friendly design that works seamlessly across devices.

# Information Architecture

The Burj Mayfair website is structured for easy navigation, with sections for Home, Properties, About Us, and Contact. The Properties section features filters for quick searches, ensuring users can find relevant information easily.

## Wire framing, Design, and Prototype

The website's UI/UX design was centered around simplicity and elegance, providing users with an intuitive experience as they browse Burj Mayfair's property listings. We implemented advanced search and filtering features, allowing visitors to easily explore properties by location, price, and amenities.
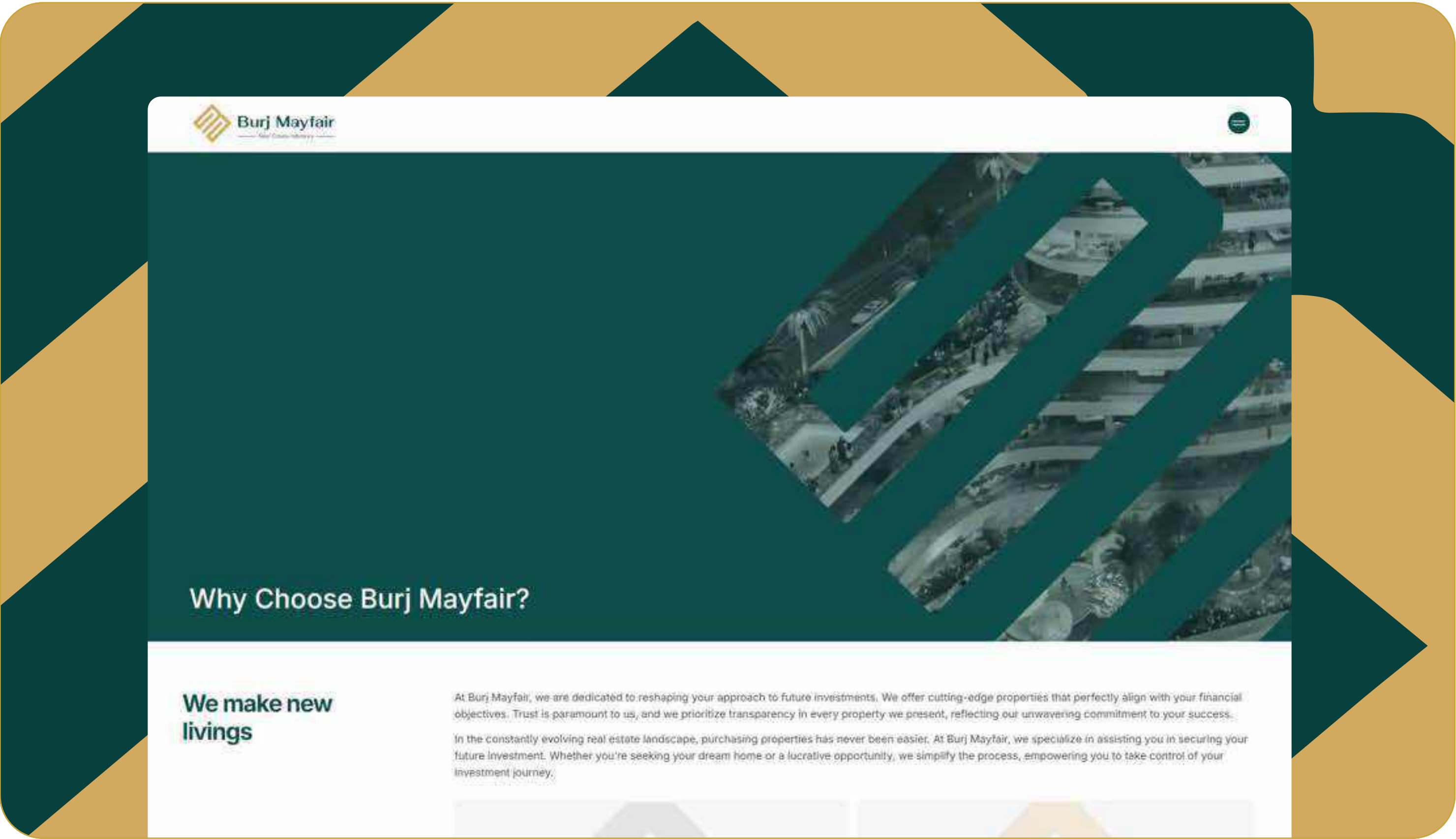


## Development

We built the Burj Mayfair website using WordPress as the content management system for easy scalability and updates. The front end was developed with HTML5, CSS3, and JavaScript, ensuring a fully responsive design across all devices. Key features included an advanced property search and filtering system, integrated inquiry forms, and optimized performance for faster loading experience.

## Testing and Quality Assurance

We conducted thorough testing to ensure the website functioned flawlessly across all devices and browsers. This included cross-browser compatibility testing, performance optimization for faster load times, and usability testing to ensure a seamless experience for all visitors.

## Conclusion

Our collaboration with Burj Mayfair resulted in a luxurious, responsive website that effectively showcases their premium real estate offerings. By creating a visually stunning and user-friendly platform, we helped them attract new clients and strengthen their presence in the competitive luxury real estate market.
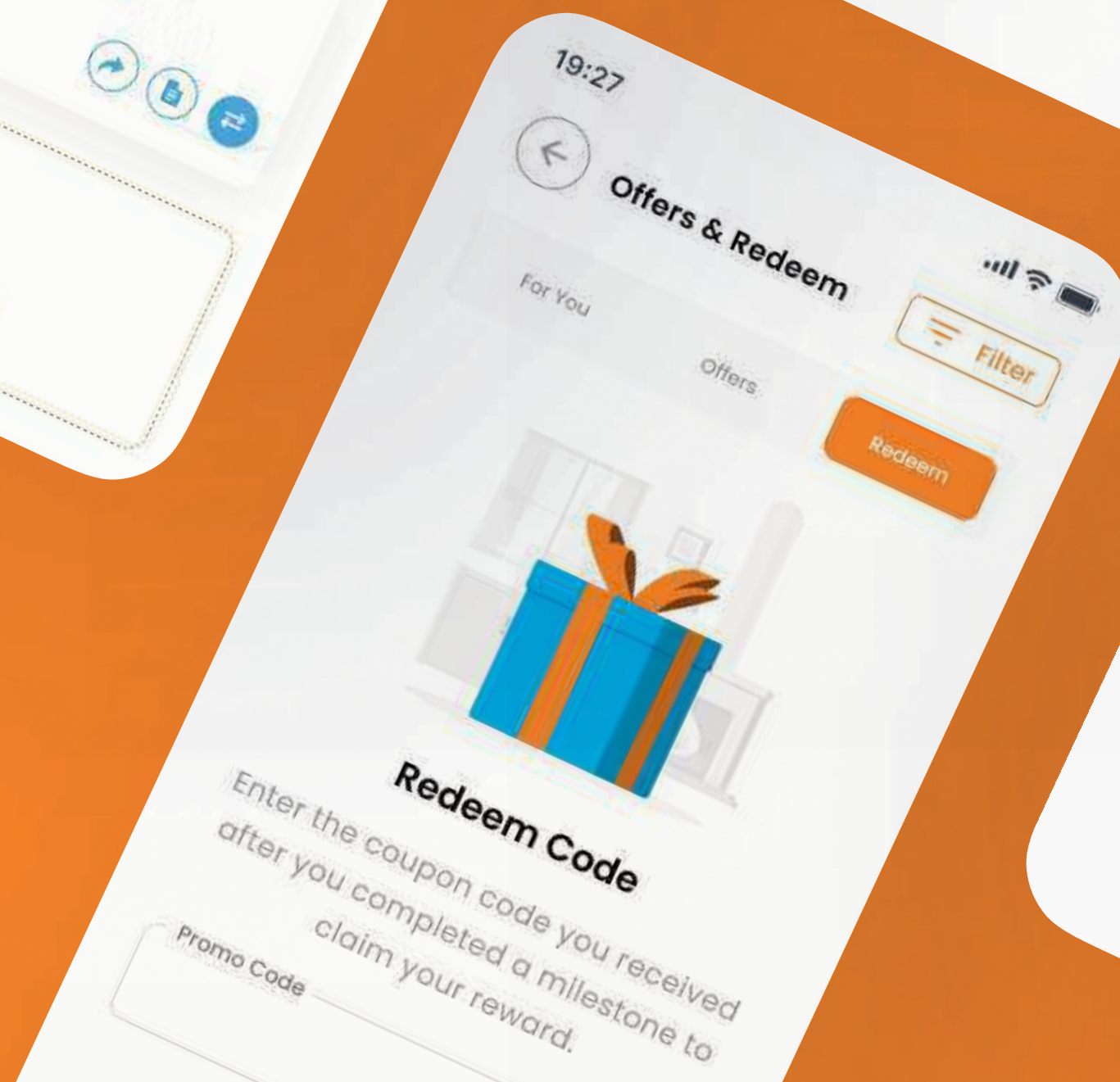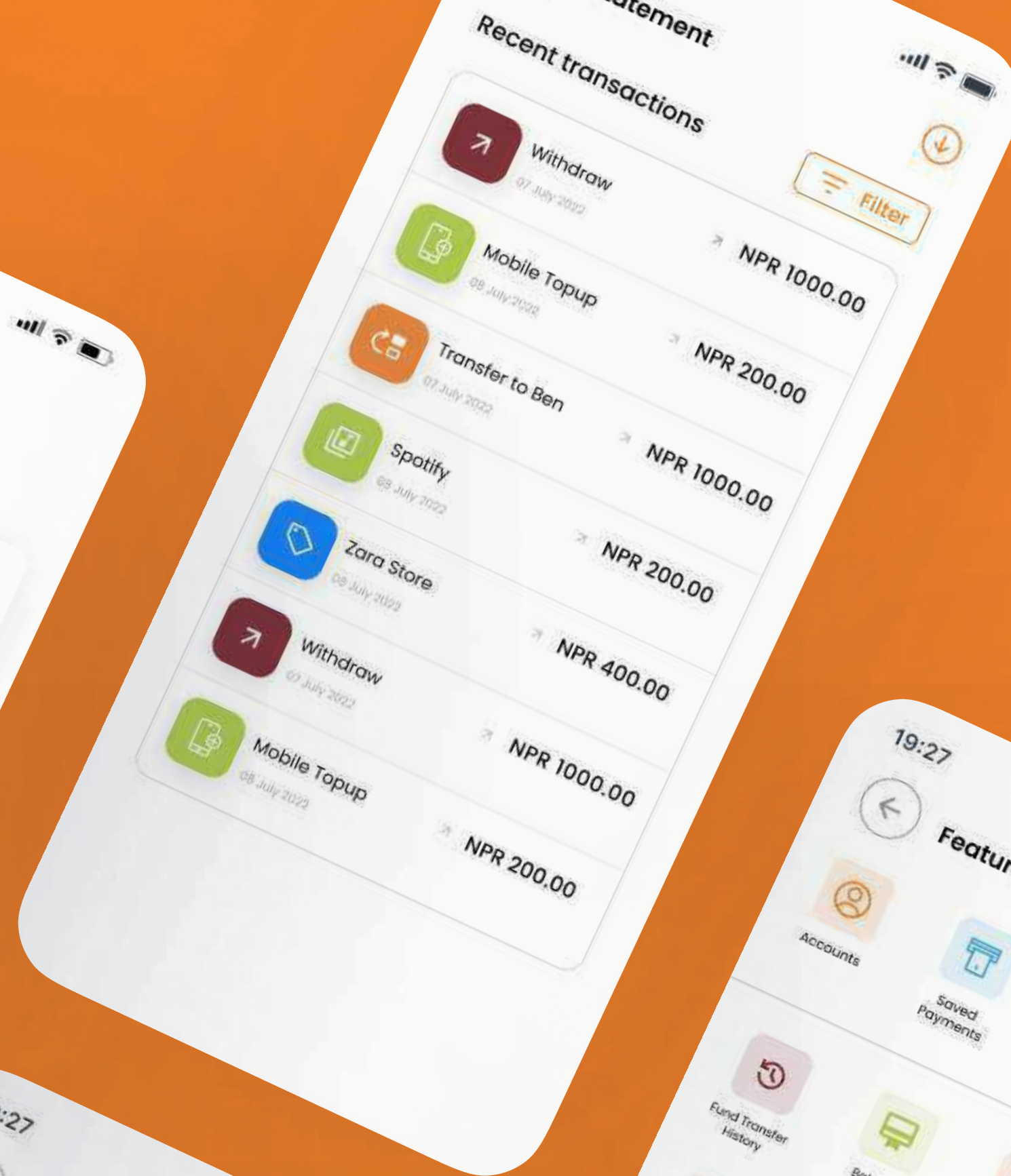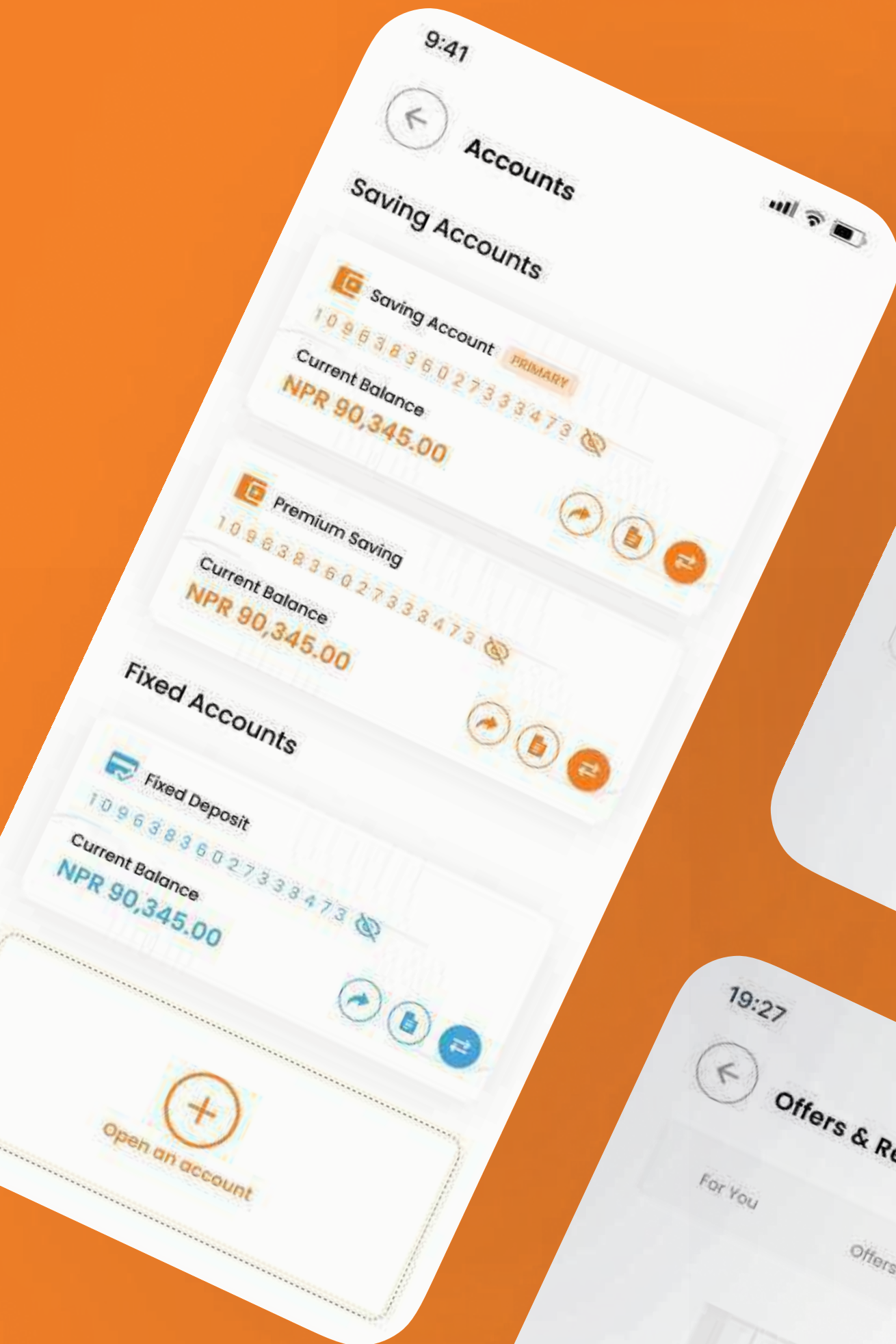
# Introduction

The goal of Laxmi Bank is to continue being the bank of choice for a growing and vibrant Nepal, enriching households, businesses, and communities. The bank aims to offer the best customer experience, expand its physical and digital presence, and provide smart, simple, and secure banking solutions. Laxmi Bank also emphasizes responsible banking, high standards of governance and transparency, and making sustainable investments in the communities its mission.
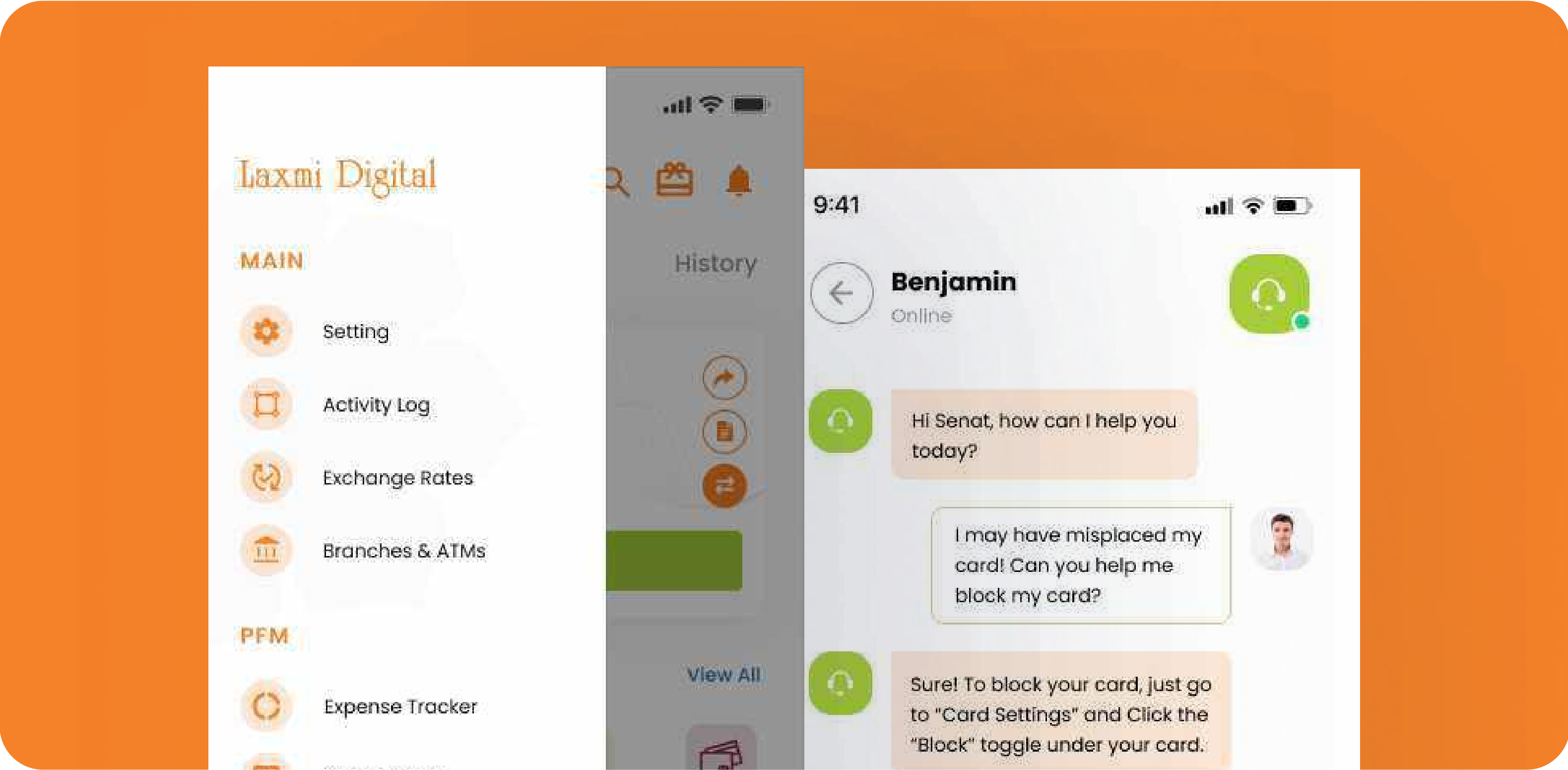


## Goals and Objectives

The goal of Laxmi Bank is to continue being the bank of choice for a growing and vibrant Nepal, enriching households, businesses, and communities. The bank aims to offer the best customer experience, expand its physical and digital presence, and provide smart, simple, and secure banking solutions. Laxmi Bank also emphasizes responsible banking, high standards of governance and transparency, and making sustainable investments in the communities it serves.



## User Research

Through comprehensive user research, we gained insights into the needs and expectations of Laxmi Bank's customers. This research helped us understand the importance of relationships, responsible banking, teamwork, progressiveness, and financial inclusion. It guided us in designing a user-centric experience that aligns with the bank's values and resonates with its target audience.
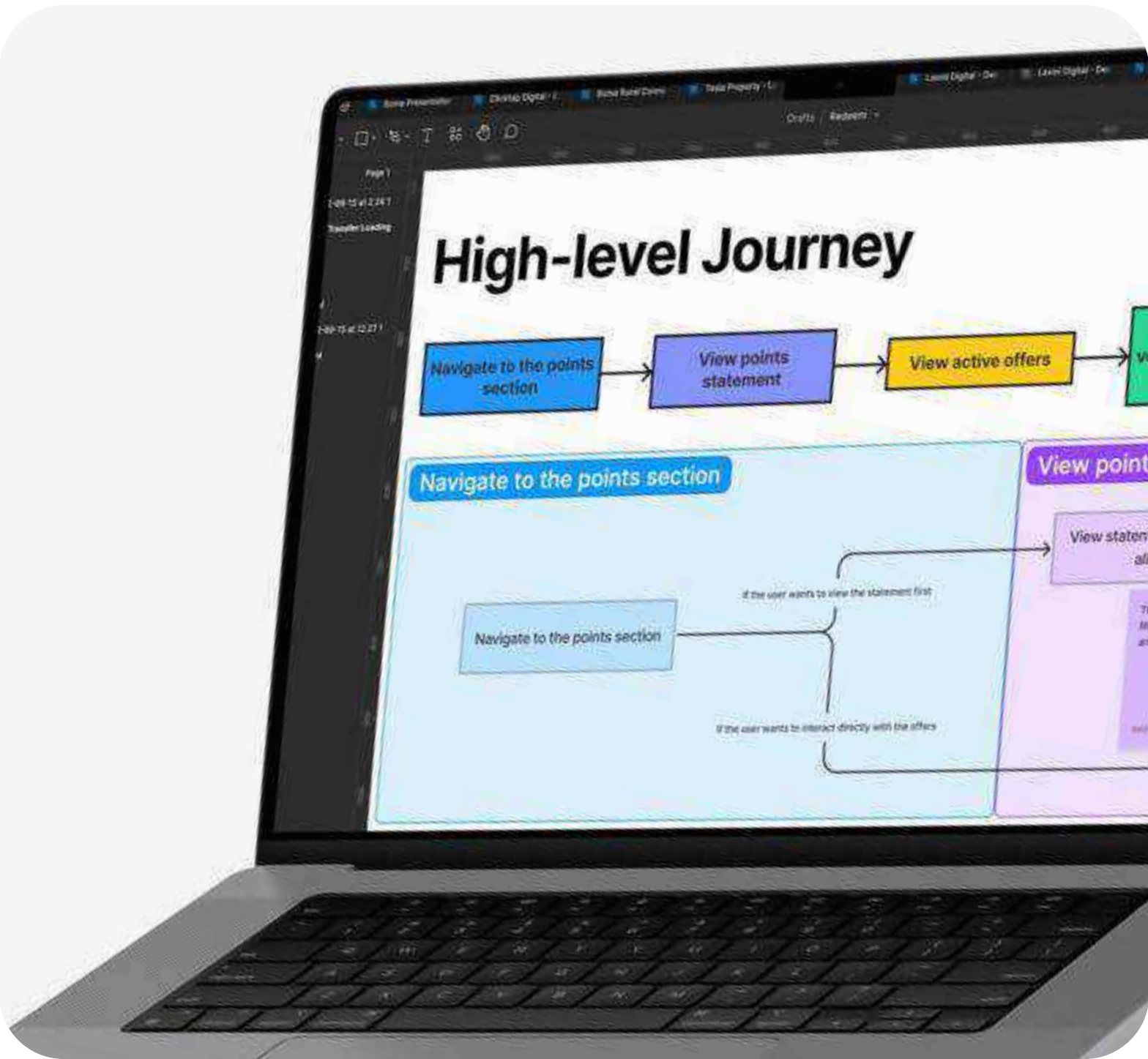
# Information Architecture

Based on the user research findings, we developed an effective information architecture for the bank's digital channels. This involved organizing the content, navigation, and functionalities in a way that enables customers to easily access the services they require. The information architecture ensures a seamless and intuitive user experience.

## Wire framing and Prototype

Using the information architecture as a guide, we created wireframes and prototypes to visualize the layout and functionality of Laxmi Bank's digital channels. This allowed us to iterate and refine the design, ensuring it meets the needs of the users and aligns with the bank's goals and objectives.

## Final Design Presentation

In the final design presentation, we showcased the visually appealing and user-friendly design of Laxmi Bank's digital channels. The presentation highlighted how the design incorporates the bank's values, promotes responsible banking, and facilitates effective communication. The design also emphasized financial inclusion and showcased Laxmi Bank's commitment to being a green company for a sustainable future.

Our collaboration with Laxmi Bank demonstrates our ability to develop user-centric designs that align with the goals and values of our clients. By creating an engaging and intuitive digital experience, we aim to support Laxmi Bank in realizing its vision of being the bank of choice in Nepal and contributing to the economic growth of the country.
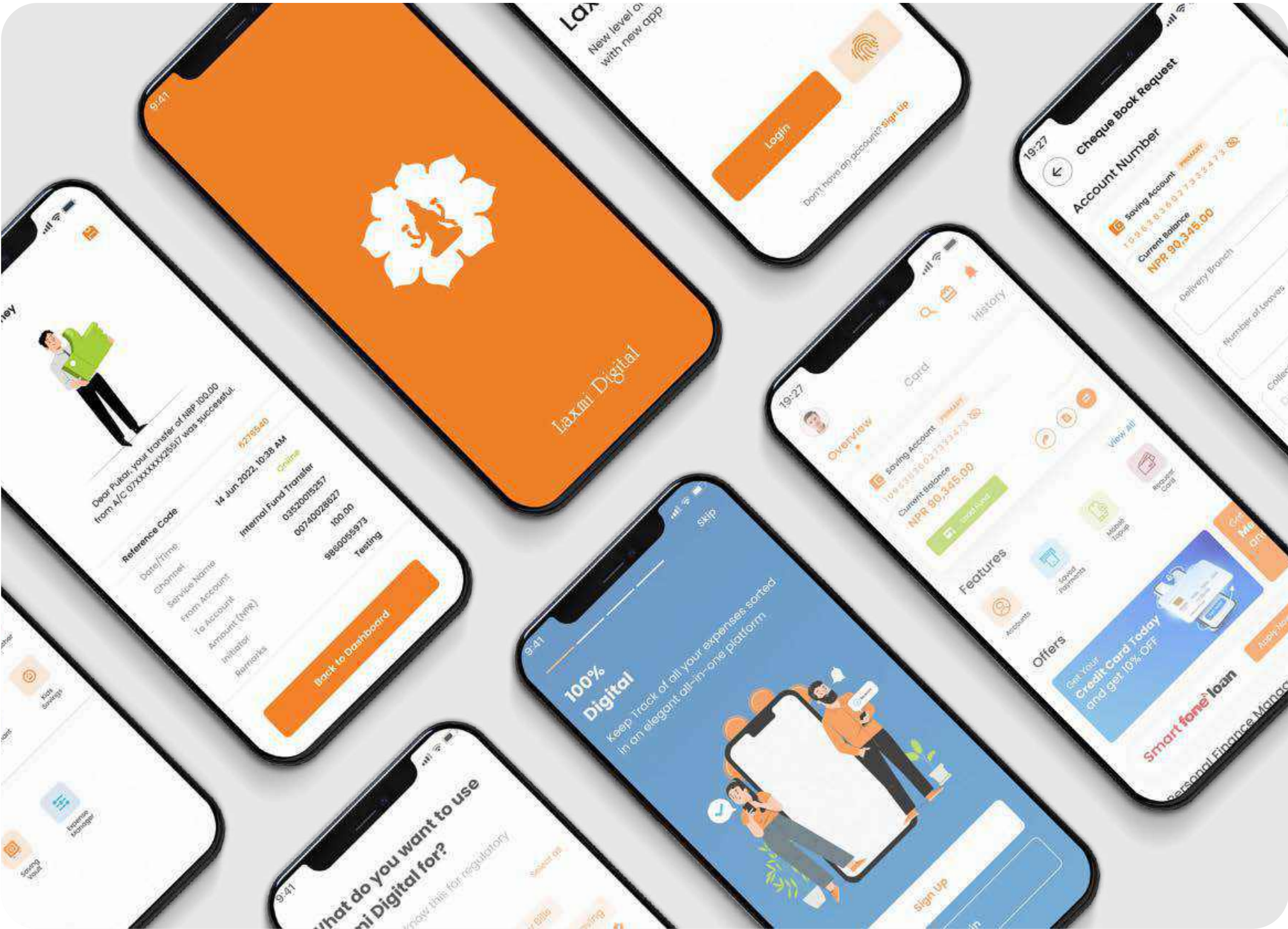
Project Hairway
Enticing Jewelry
Rasasi

Videography & Photography

PORTFOLIO

**projecthairway**

182
Posts

677
Followers

7
Following

**Project Hairway Gents Salon**

projecthairway

Here to make sure you hit the highway feeling fresher than ever 💈 ✂️ 🧔

Project Hairway - Westburry Tower - Marasi Dr - Business Bay, Dubai, United Arab Emirates
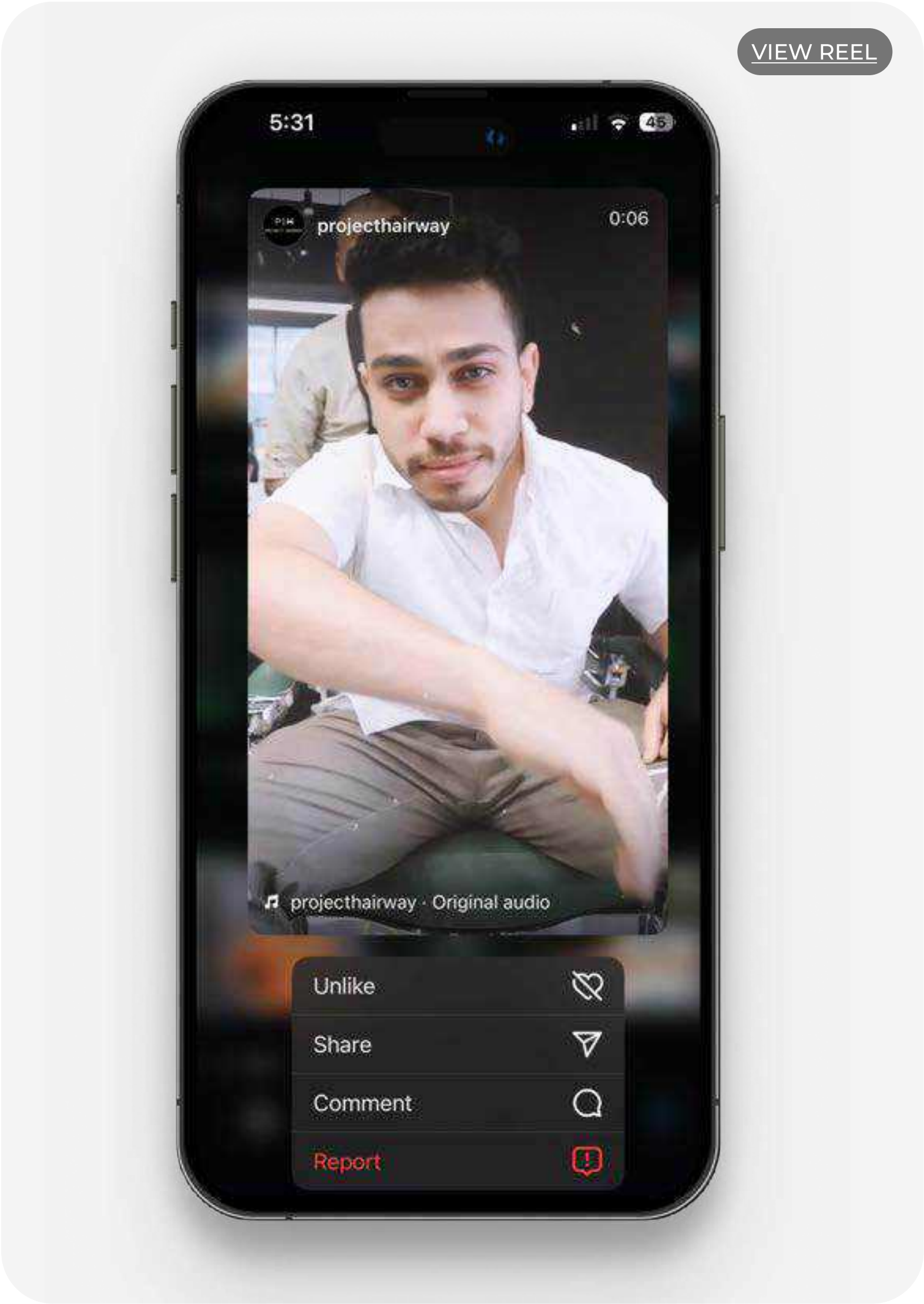
# Introduction

Project Hairway, nestled in the vibrant heart of Dubai's bustling Business Bay Area, is a cutting-edge salon with a fresh street-style vibe. Designed to cater to the dynamic tastes of millennials and Gen-Z clients, they offer a diverse range of fades and trims that perfectly resonate with their style preferences.

# Goals and Objectives

Project Hairway aimed to establish itself as a trendy salon with a compelling Instagram presence. We strategically designed their grid and content to tell a visual story, incorporating graffiti and street-art styles into the layout and reels. Post-production involved the use of light leaks, grains, and on-trend elements to enhance engagement and expand their reach.
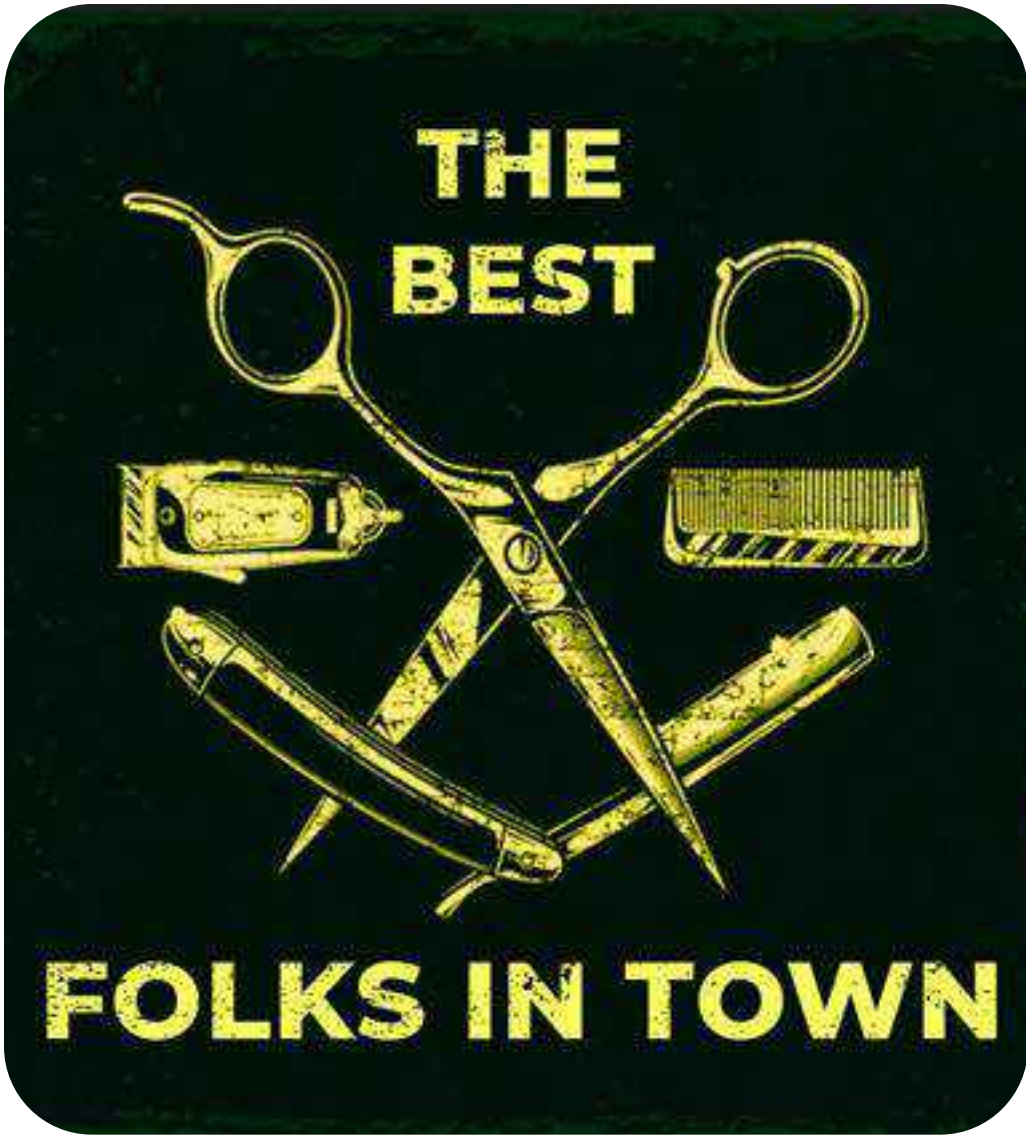
VIEW PROJECT HAIRWAY INSTAGRAM

VIEW REEL
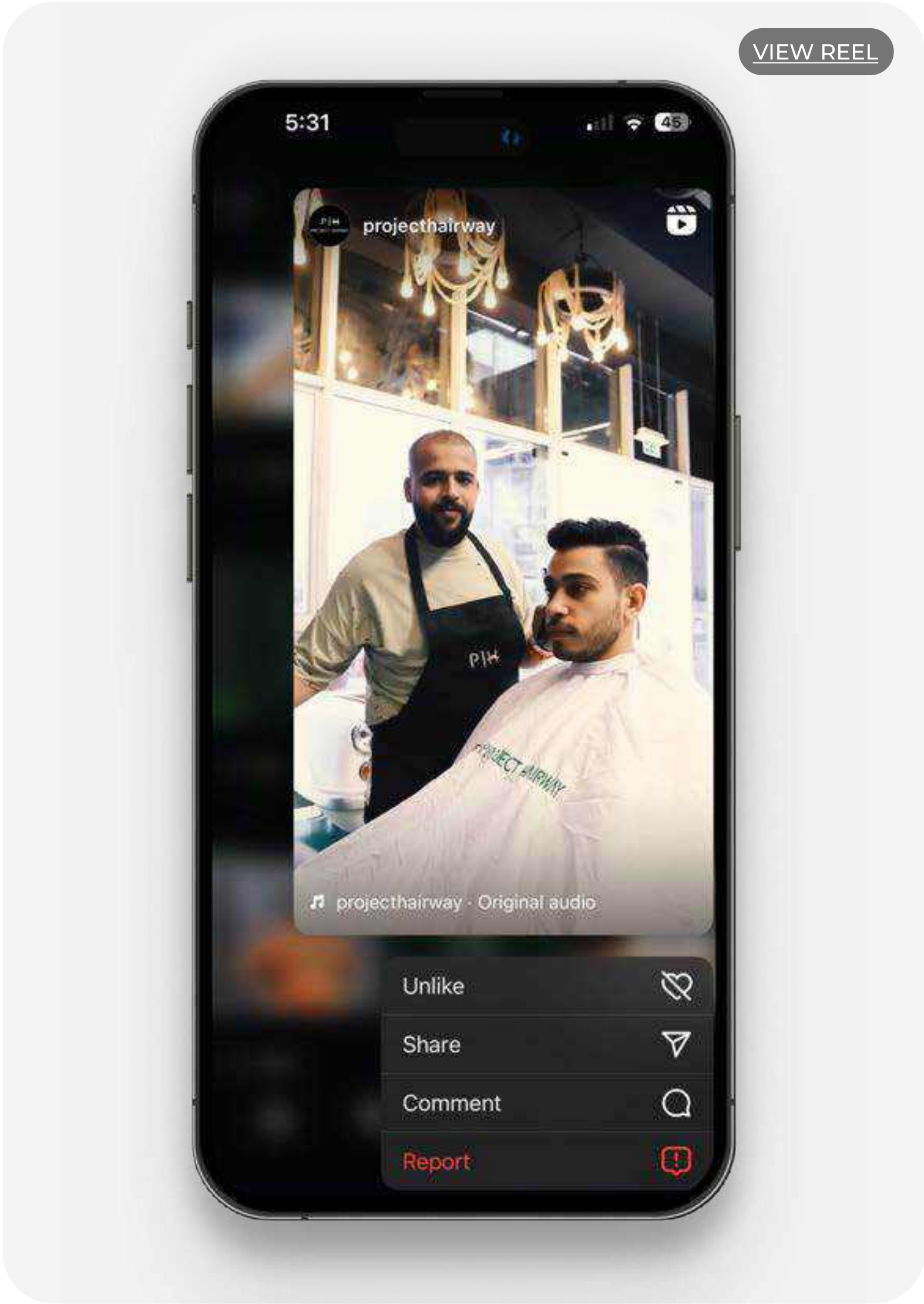
VIEW REEL

# Introduction

Enticing Jewelry is a high-end women's jewelry brand that specializes in a niche market, with a primary product portfolio centered around exquisite gold and diamond pieces. The brand places a strong emphasis on body chains and other intimate jewelry items, designed to empower women to feel confident and beautiful while expressing their bold and unique style.

# Goals and Objectives

The brand made a deliberate shift from its previous strategy, which sometimes unintentionally objectified women due to the nature of its products. This transformation was carefully planned, with a focus on photography and content that conveyed intimacy without explicit imagery. By using storytelling in each reel, the emphasis shifted from showcasing the model to highlighting close-ups of the jewelry. The result was a change in the brand's perception and the creation of a visually pleasing Instagram grid.

VIEW ENTICING INSTAGRAM



VIEW REEL



VIEW REEL
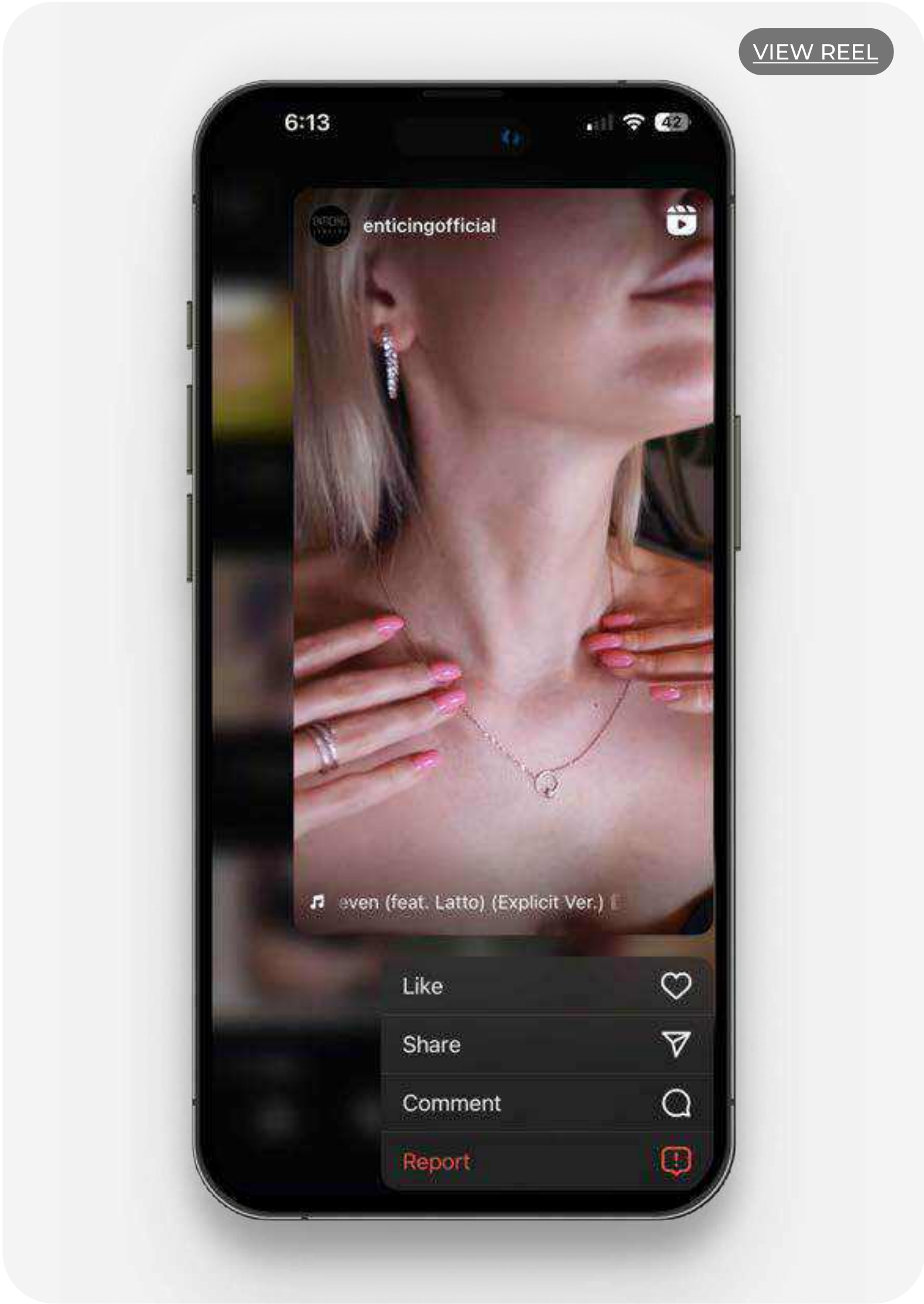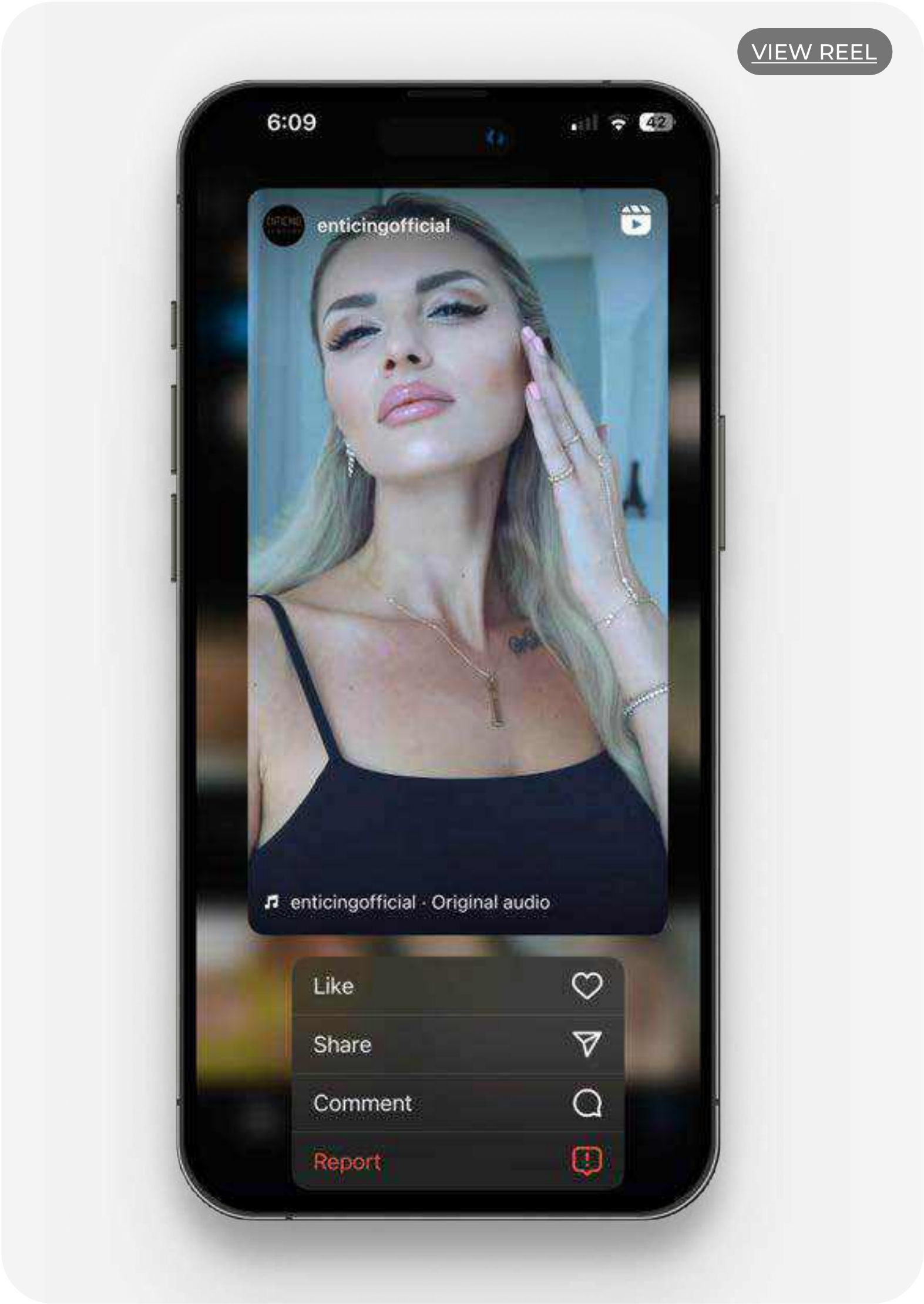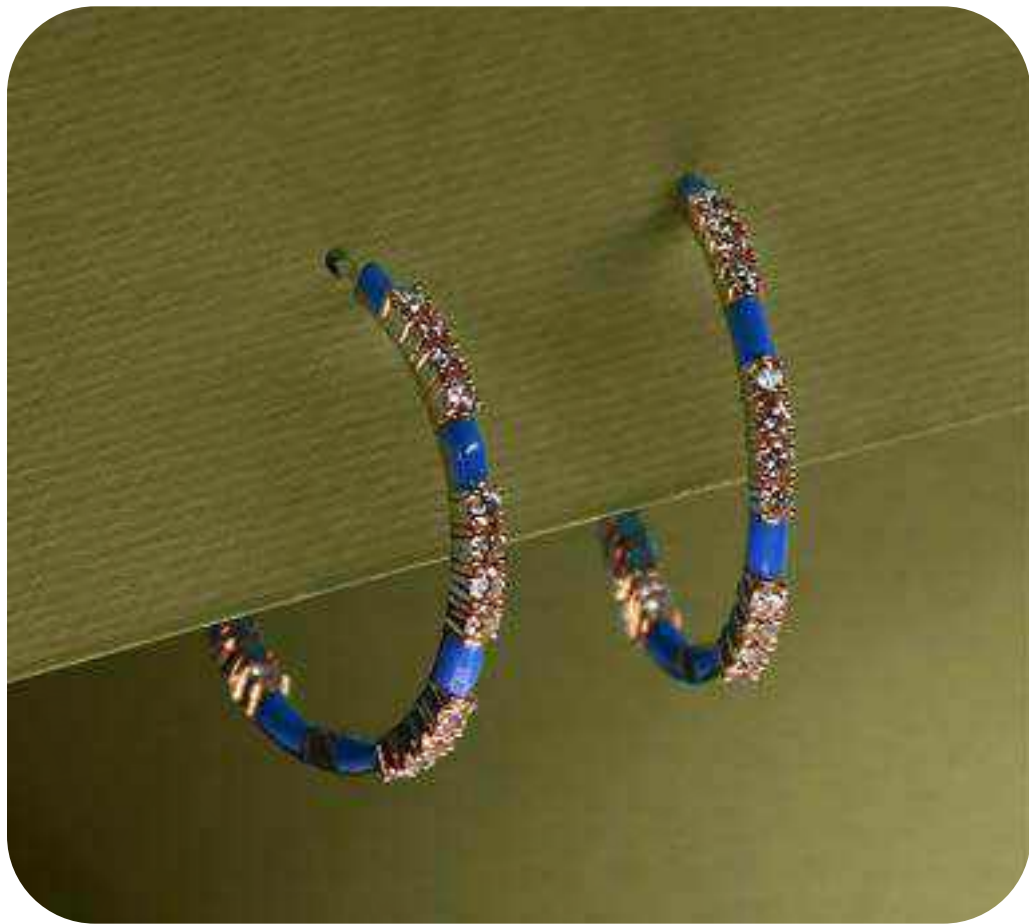
**6:24**

# withrasasi

**17**
Posts

**21**
Followers

**0**
Following

**With Rasasi**

Beauty, cosmetic & personal care
Make your presence felt.

🔗 www.rasasi.com

Followed by **tanya_melina**, **sumaiz** and **3 others**

# Introduction

Rasasi, a well-established perfumery brand, has been a prominent presence in the UAE, GCC, and select Western countries for decades. As a family-run business, it was founded in the UAE and has garnered a dedicated global fan base with its unique fragrance identity.

# Goals and Objectives

With a diverse product portfolio, including the Occidental category, the brand sought to give Occidental its own distinct voice and presence. The challenge was to establish consistency among worldwide distributors who managed their individual Instagram pages without aligning with the brand's values. We developed a strategy to create a channel that reflects the brand's unique style and the high standards evident in their perfume DNA. Meticulously crafted photos and post-production were used to captivate viewers and showcase the youthful and fresh offerings from the Occidental range.

**VIEW RASASI INSTAGRAM**

VIEW REEL

VIEW POST
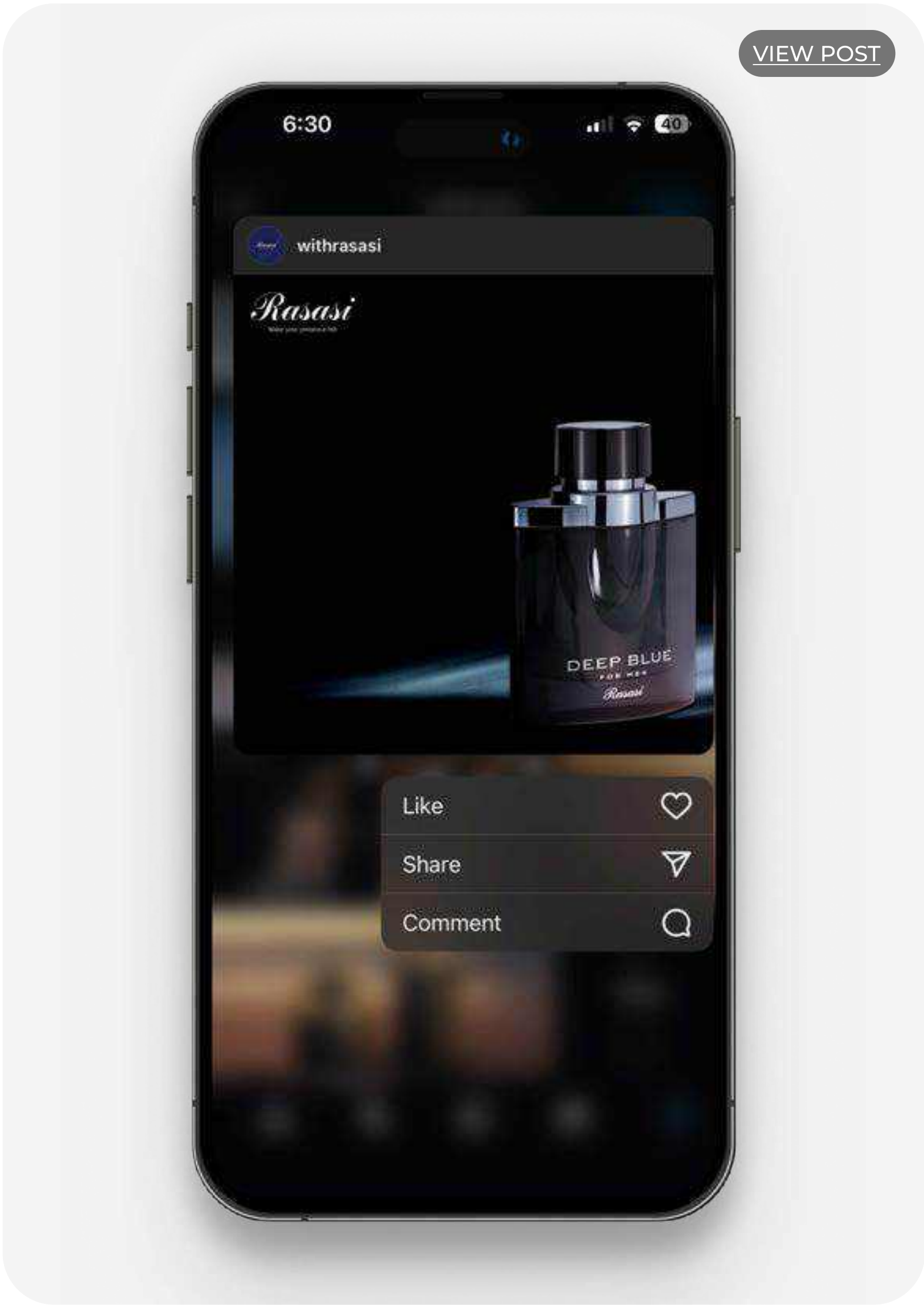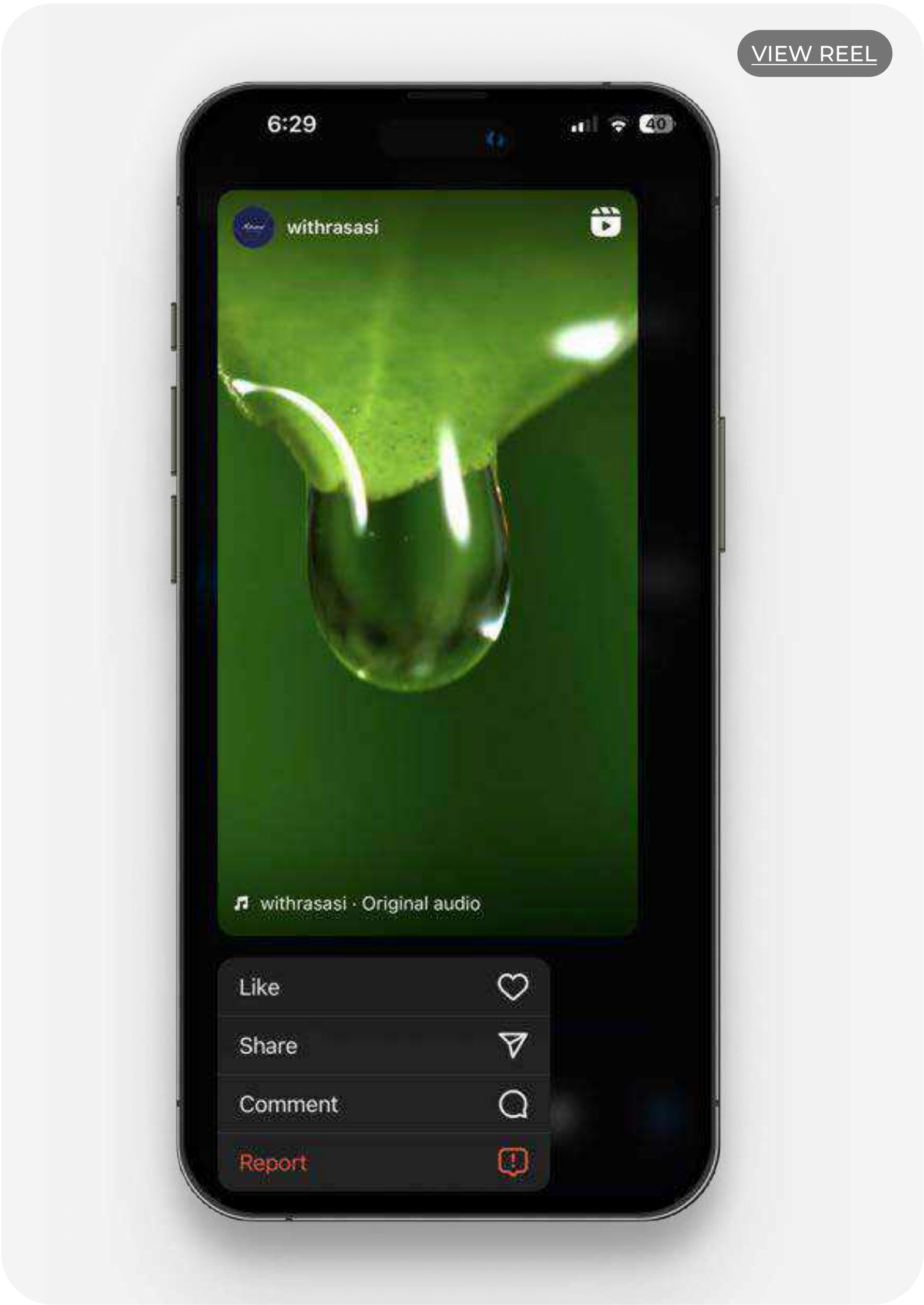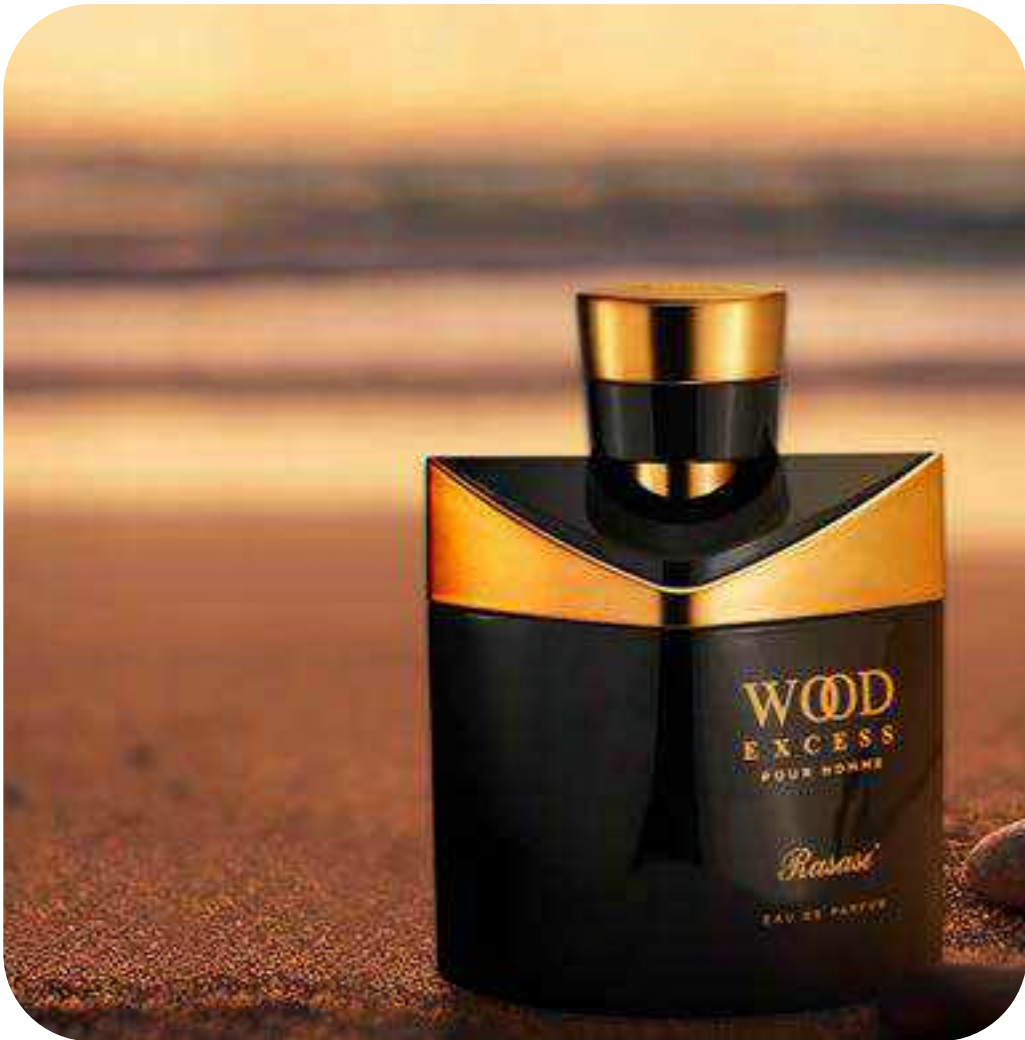
"Everything is designed. Few things are designed well."

· Brian Reed, front-end developer and musician

# CLICKTAP
## DIGITAL

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