



COMPANY PROFILE

MARCATO

MAKING BRANDS STAND OUT

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MARCATO

Marca: “Brand” in Latin and Arabic.

Marcato \wedge : a musical instruction indicating a note is to be played louder than the surrounding music.

We are a **brand** development & management agency with a proven record of delivering results that make our clients & their projects **stand out**.



There's thousands of branding and marketing agencies to choose from, what makes Marcato different?

Results

We don't claim to be branding experts or try to promote ourselves as marketing gurus. Instead, we attach a case study to each service we offer as proof our results are exceptional. We take pride in delivering measurable results and a positive impact that gained us our customer's loyalty.

Many agencies promise, but we deliver.

Client-Friendly

We want our client's projects or brands to remain their own, minimizing their dependency on us. We provide the platform, tools, and design that are client-friendly which allows them to regulate and modify their project in the future independently with ease.

You're in charge, we're just here to assist.

Unique Services

We can do what every high-performing branding or marketing agency offers. But there are a few types of services that we're willing to take on that most agencies won't. Our unique services are tailored for modern demands, special trends, wild cards, and unicorn markets.

We go places others won't.

"No-Bullshit" policy

We love simplicity and authenticity, you'll see it in our designs and our work ethic. Our approach to a partnership is being transparent, and putting everything on the table. We're not going to try to sneak in hidden fees, sell you on a service you don't need, or squeeze in flashy extras.

We keep it simple and straightforward.

We Choose Our Clients

Most agencies are open to working with any client that's willing to pay the budget for a project.

That's not the case with us. Marcato is a private and exclusive agency, meaning it only provides services to clients it chooses to work with. The strategic advantage of this approach is that we don't take on clients unless we are confident we can deliver meaningful results.

It can only be a win-win relationship.

CAPABILITIES

CREATIVE

Web Design & Development

By creating visually appealing and user-friendly websites that meet the specific needs and goals of clients, our final product is not only visually stunning but also functional and easy to navigate. We offer a range of web design and development services including website design, e-commerce solutions, web application development and website maintenance.

Marketing Materials Design

We will communicate your brand's message clearly through creating visually appealing and effective marketing materials that will help promote your business, increase brand awareness, and generate leads. We offer services such as brochure design, flyers design, social media graphics, packaging design, trade show graphics, and many more.

Logo Design & Creation

By understanding your vision, target audience, and design preferences, we'll create a logo that builds a strong and recognizable brand identity. We offer a range of logo design services including concept development, typography, and iconography. Our logos are scalable, versatile, and can be used across all mediums such as websites, business cards, brochures, billboards, and more.

TECHNICAL

Social Media Management

We hold a proven track record of success and confidence in achieving the client's social media goals organically. We specialize in increasing a business's online presence, reaching its target audience, and achieving its business objectives through social media management, post-scheduling, and audience engagement to build a community around the brand with a deep understanding of the latest trends, algorithms, and best practices.

Brand Expansion & Strategy

If you prefer insights and consultations rather than services, we will provide our brand expertise by assessing your current brand positioning, identifying opportunities for growth, developing a customized plan, and defining your brand's voice and visual identity. We also provide guidance on expanding the brand into new markets and channels such as international expansion and e-commerce.

Virtual Store Construction

If you prefer insights and consultations rather than services, we will provide our brand expertise by assessing your current brand positioning, identifying opportunities for growth, developing a customized plan, and defining your brand's voice and visual identity. We also provide guidance on expanding the brand into new markets and channels such as international expansion and e-commerce.

From A to Z

Building a World-Class Brand from Scratch

Client: Expo Egypt

Expo Egypt is Egypt's premier travel and tourism agency, founded by two millennials in an industry dominated by companies with 30+ years of operation. Expo Egypt was able to compete due to its world-class standard of quality and service, its extraordinary social media presence, and its powerful branding. All of which were produced by us.

● Mission

Build a brand from scratch with a world-class standard that can thrive in an extremely competitive industry. As the new kids on the block, the brand needs to be able to generate revenue from the branding alone and cannot depend on word-of-mouth or status.

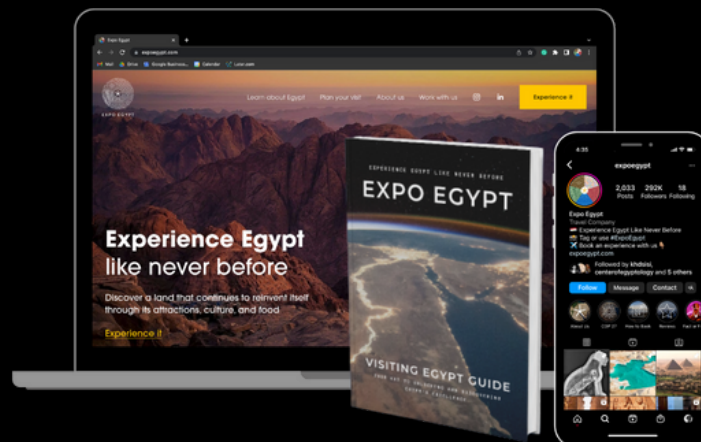
● Scope

From A to Z means that we will develop or manage every service related to branding and marketing. Services provided included:

- Web Design & Development
- Marketing Materials Design
- Social Media Growth & Management
- Logo Design & Creation
- Brand Expansion Strategy

● Results

Expo Egypt is currently the most followed travel page that actually conducts business on Instagram globally. The website and marketing materials are so well-designed they've been able to generate significant revenue from customers and partner with Christian Dior on an event early in their company's history.



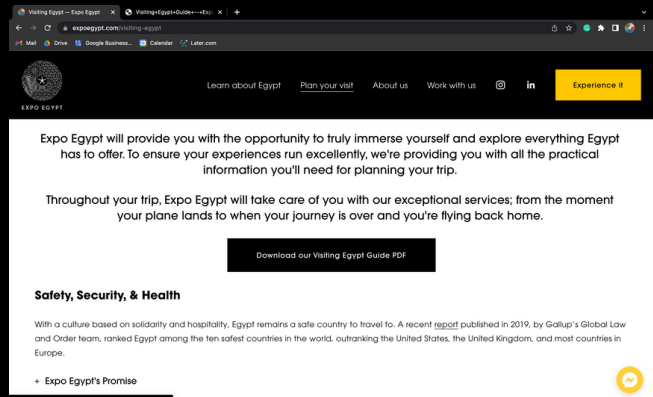
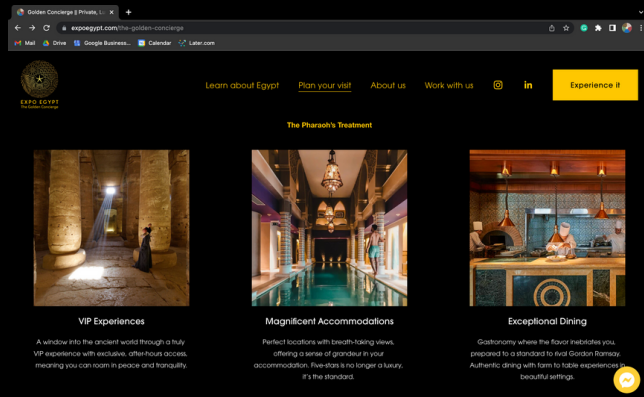
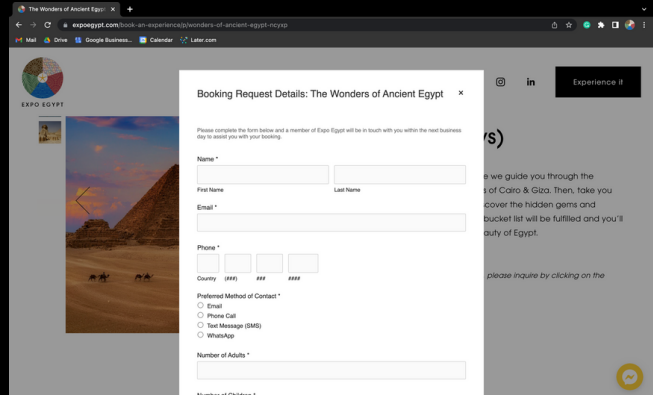
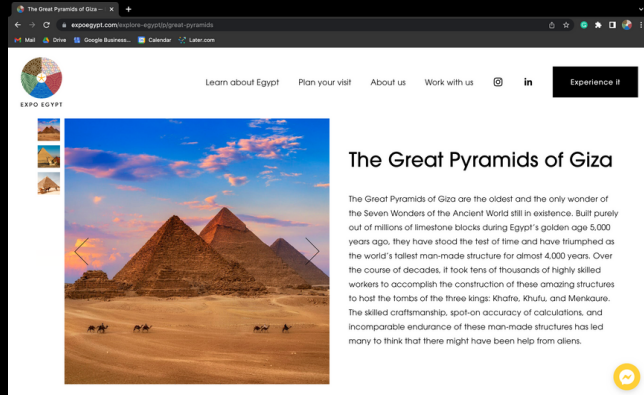
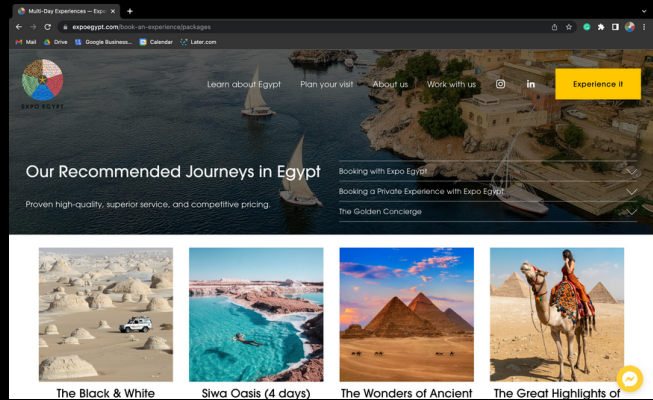
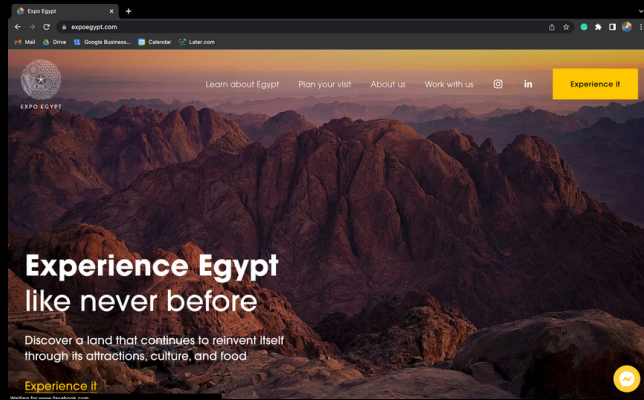
Web Design & Development

Visuals: The visuals had to be vibrant to showcase Expo Egypt's brand identity that represent's Egypt's colorful spirit.

Research: We had to research a total of 175 attractions, copywriting well-written descriptions and finding high-quality images on each attraction.

Features: Forms and an online e-commerce store had to be built into the website to allow potential clients to make inquiries and paying clients to complete transactions.

Coding: Custom CSS and HTML were used to add dynamicity to the logo on each page and to provide a pop-up of overviews of services.



Marketing Materials Design

Visuals: All marketing materials designed were made with a premium standard to provide a sense of elegance and quality to the viewer. This aligns with Expo Egypt's identity of providing world-class standard services.

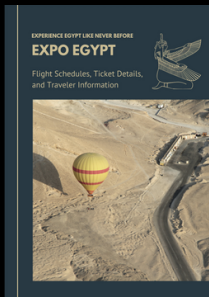
Materials: We designed the visiting guide for consumers, business cards for executives, employee handbook for team members, selling guide for partner businesses, and the templates for itineraries, flight details, and invoices. Additionally, Marcato designed Expo Egypt's welcoming posters and bags.

Visiting Guide

The 'Visiting Egypt Guide' is a comprehensive 16-page brochure. The pages include:

- 01** EXPO EGYPT VISITING EGYPT GUIDE: FORGET IT, DISCOVER IT, AND REDECOVER EGYPT'S EXCELLENCE.
- 02** TABLE OF CONTENTS: Welcome to Egypt, Why Expo Egypt?, Safety, Security, & Health, Weather & Time, Culture & Customs, Currency & Payments, Transportation, Accommodation, Food & Cuisine, What to Visit & Our Recommendations, Index.
- 03** WHY SHOULD YOU VISIT EGYPT: Egypt is a world of its own, one that has inspired us to discover Egypt through its attractions, culture and food for the past 4,500 years. We invite you to visit Egypt in a moment of opportunity. It is a country of timeless beauty, rich in history, and a land of endless possibilities.
- 04** EGYPT'S EXCELLENCE: WHY EGYPT IS THE WORLD'S GREATEST DESTINATION. Includes sections on Egypt's rich history, world-class services, and unique experiences.
- 05** WHY EXPO EGYPT? WHAT MAKES US MY OWN VISION. Includes sections on the event's purpose, location, and the unique experience it offers.
- 06** THE PERKS OF TRAVELING WITH US: Includes sections on the event's location, the unique experience it offers, and the many benefits of traveling with us.
- 07** SAFETY, SECURITY, & HEALTH: Includes sections on safety, security, and health, and a weather guide.
- 08** WEATHER GUIDE: SUNSHINE 12 MONTHS A YEAR. Includes a table of monthly weather data.
- 09** CULTURE & CUSTOMS: Includes sections on culture and customs, and a dress code.
- 10** DRESS CODE: Includes a table of dress code requirements.
- 11** CURRENCY & PAYMENTS: MONEY IN EGYPT. Includes sections on currency and payments.
- 12** LANGUAGES: TALK LIKE AN EGYPTIAN. Includes a table of languages and dialects.
- 13** TRANSPORTATION: GETTING AROUND. Includes sections on transportation and getting around.
- 14** ACCOMMODATION: YOUR HOME WHILE YOU'RE HERE. Includes sections on accommodation and hotels.
- 15** FOOD & CUISINE: CULINARY EXPERIENCES FOR EVERYONE. Includes sections on food and cuisine.
- 16** WHAT TO VISIT: OUR RECOMMENDATIONS & TIMELINES. Includes sections on what to visit and a timeline.

Flight Details Booklet



Itinerary for COP 27



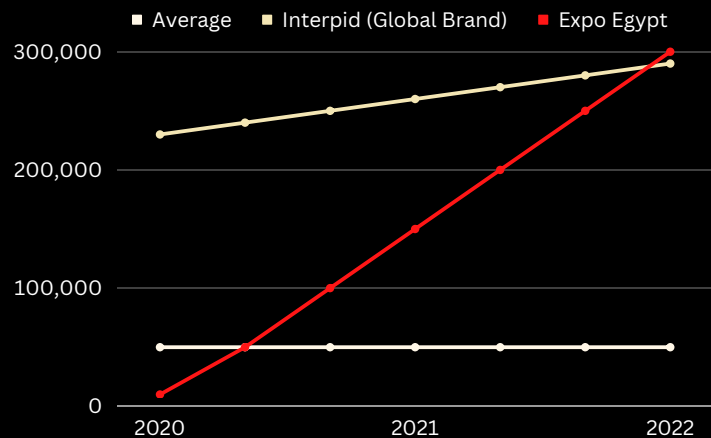
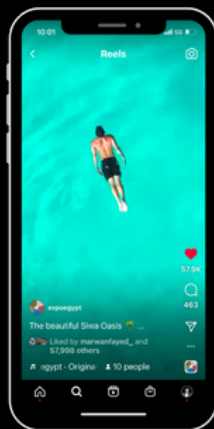
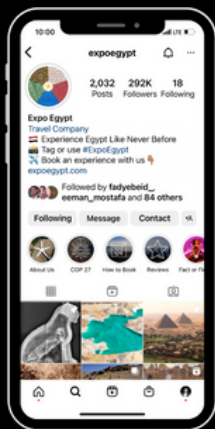
Dining Selection Menu



Social Media Growth & Management

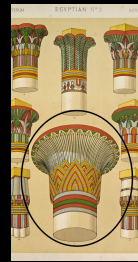
Growth: Expo Egypt's main digital asset is its Instagram that we grew to ~300k organic followers, dominating the arena of travel and tourism pages in Egypt.

Management: We curate content for Expo Egypt to post three times on a daily basis, creatively writing captions that will generate leads and drive up engagement. Additionally, posting a variety of stories on a daily basis that boost interaction and further generate leads. We also designed the template for Expo Egypt's promotional and interactive stories.



Logo Design & Creation

Analysis: Our Logo Designers must visualize Expo Egypt's brand identity of "showcasing all of Egypt." We combined elements from each age of civilization in Egypt's diverse 6,000 years of history.



Brand Expansion Strategy

Overview: We performed market research and go-to-market planning, implemented our brand strategy plan, and conducted performance analysis for Expo Egypt. Our goal was to increase Expo Egypt's brand awareness, reach new audiences and increase its following, and boost the company's credibility. As a result of Marcato's efforts, Expo Egypt was able to successfully expand into the luxury market, gain a larger share of their industry, increase their following, and attract renowned international brands for partnerships.

MARCATO ماركاتو

We look forward to making your brand stand out!
Stay connected to us contacting us through the following links below:

CONTACT US



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