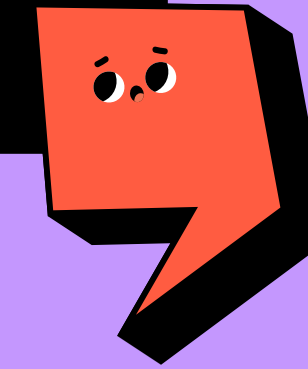


V.01
2023

COMPANY



PROFILE ملف
الأعمار

www.minds-sa.com

Let's take your social media game to the next level!

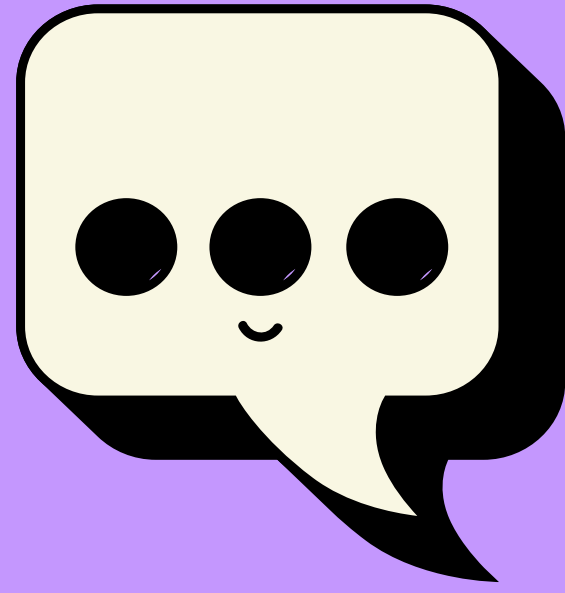
ABOUT MINDS

Ads campaign

Ads campaign



At minds we help brands to grow their online presence, we are a team of social media creatives specialized in creating a unique content that evoke your brand goals. We work closely with brands to understand your unique needs and develop a strategic approach that delivers results. From producing organic content to launching large social media campaigns which help to grow brand awareness and build a community of loyal customers. Let's take your social media game to the next level!



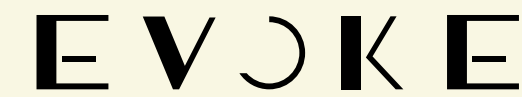
STAY CONNECTED

Minds is a creative agency focusing on developing a branded physical experience that connects people to the brand. Our imagination has no limit; We constantly push ourselves to create what is beyond boundaries.


At Minds, we are driven by our passion for building a connection. Our work always based on creating human-centred experiences through creative services for individuals and companies that help our clients accomplish their business intentions.

We are willing to make an impact with you.

Meet our Partners



HOW WE GET OUR WORK DONE!



5. Mood-boarding

Establishing a shared visual language among team members and client, by creating a visual representation of the desired aesthetic and collecting a range of images and visual elements which communicate a creative direction.

1. Brand discovery

Identifying and defining the core values, personality traits, and unique selling proposition (USP) of a brand. It involves understanding the brand's mission, vision, and target audience, as well as its competition and market landscape.

3. Briefing

Creating a document that outlines the objectives, requirements, and constraints of a design project. It is a roadmap that help to understand the scope of the project and what is expected of them.

6. Execution

Implementing and producing a design concept into a final product or deliverable. It involves taking the design concept from the ideation and conceptualization stage to the final production stage, where it is ready for delivery to the end-user or client.

2. Brand research

Gathering information and insights about a brand, its target audience, and the competitive landscape to inform brand strategy and decision-making.

4. Brainstorming

Generating creative ideas and solve problems by encouraging free-flowing, non-judgmental thinking in a group setting. The goal is to generate as many ideas as possible, without worrying about their quality or feasibility.

7. Launching

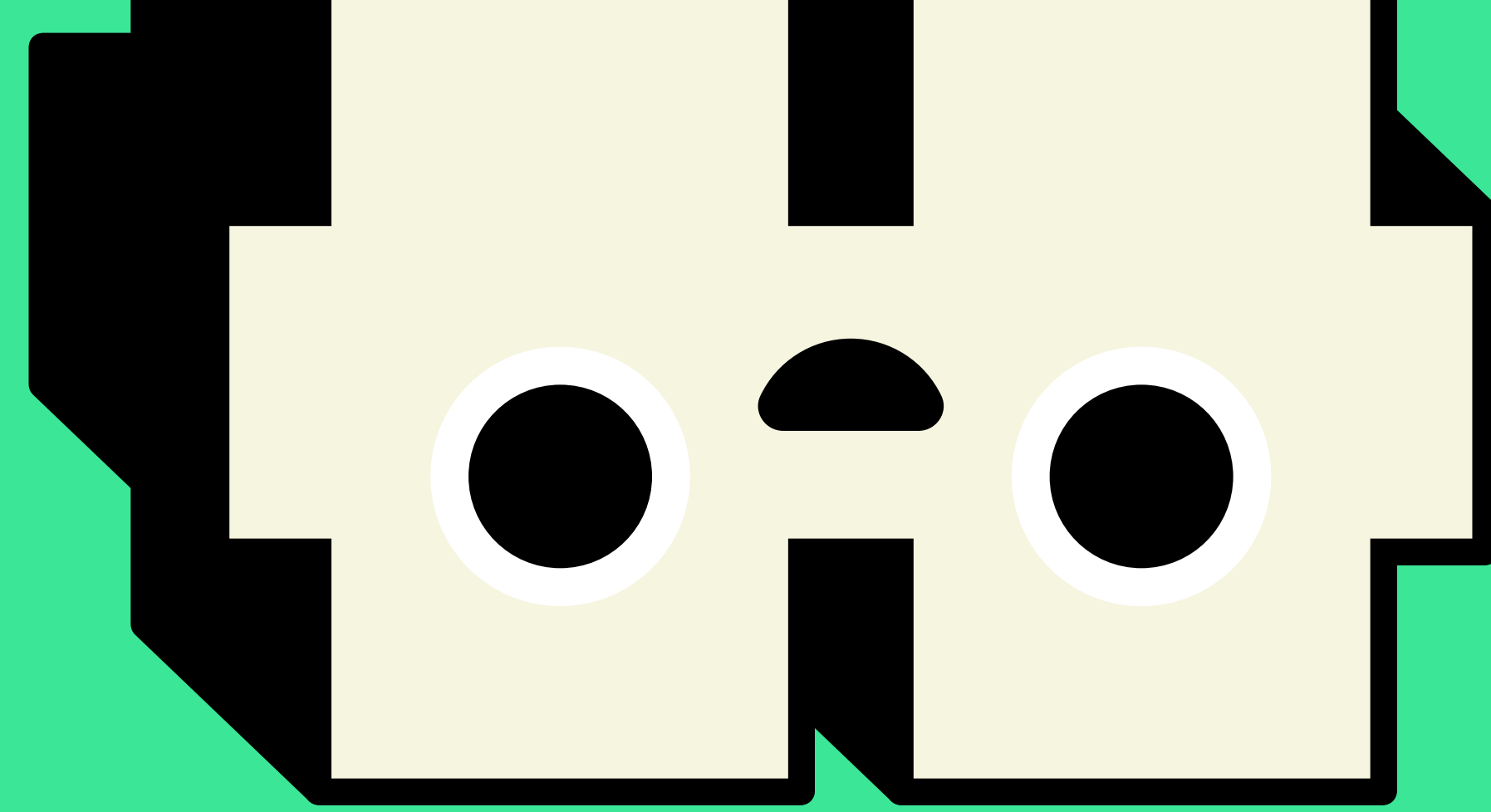
Introducing a new artwork project to the public or target audience. It is the final stage in the design process, and it involves sharing the final design product with the world. Also, tracking the results of the project and make adjustments as necessary.

OUR SERVICES

DESIGNS

**Social media
post**


**Advertisement
designs**



**IT'S THE
ODD ONES
WHO MAKE
OUR LIFE
INTERESTING**



Behind every bite is a long story of hundreds years



Take you to a magical time until you reach the next bite.

Meet us at SHAM'S

ODD ON OPEN AREA

19 - 21 MAY 2023
FROM 5PM TO 11PM




خفيت
KHAFIT




عميلك يستحق تجربة مميزة!

تطبيق خفي يساعدك
تقيم تجربة عميلك، جودة خدماتك و أداء موظفيك

- المرونة و السرعة
- التكاليف المنخفضة



Tasteful
Indulgent
Magical



NO CHEWING ALLOWED




WINTER IS HERE

BECAUSE WE HAVE SOMETHING TO TELL YOU!
WHAT SETS US APART FROM OTHERS IS THAT WE HAVE A CRUCIAL MESSAGE TO PASS ON TO YOU:
GET YOUR IMAGINATION OFF THE LEASH AND LET YOUR CLOTHES REFLECT YOUR STRENGTH AND YOUR REFINED TASTE.




User name 8h



ترفل الكراميل المملح
Salted Butter
Caramel Truffles

Send message

User name 8h

اليمن عتارة

المنطقة : مسار - عتارة
السلالة : عديني شبرقي
المعالجة : مجففة
الارتفاع : 2300 م
الاستخدام : فلتر
الإيحاءات : حلاوة عالية - مشمش - زبيب

YEMEN UTARA

Region : Masar - Utara
Varietal : Udaini
Process : Natural
Altitude : 2300 M
Used for : Filter
Notes : High Sweetness - Apricot - Raisin

Send message

User name 8h




Ethiopia
COFFEE
OFF
BEAT

Send message

User name 8h

حكايتنا بدأت من زمن بعيد

قبل أكثر من 20 سنة...
بدأت القصة يوم اعطتني أمي قطعة كبيرة
من الشوكولاتة أتسلى فيها...
كانت المفاجئة لما رجولي و كنت مغطاه
بالشوكولاتة الذائبة في كل مكان!
يديا فمي! وجهي! والقميص! حتى الجدار!
كنت أسعد طفل في العالم
بإتسامتي الملطخة بالشوكولاتة!



Send message

User name 8h

عِيدُكُمْ مُبَارَكٌ



Send message

شاركهم الفرحة
واهدهم شوكولاتة الترفل



اطلب الآن

ساعي
زود مبيعاتك
واشحن لكل المملكة

سجل متجرك الآن



- ✓ خزن منتجاتك
- ✓ اشحن لعملائك
- ✓ حظّل مبالغك أسرع

نكرات متنوعة من
شوكولاتة الترفل

اطلب الآن



مساء التوت
يا حلو يا كتكوت

شوكولاتة الترفل الفرنسية



اطلب الآن

ليس عندك وجبة ما
تنباع في مطعمك؟

جرّبت ترسل
متسوق خفي؟



وسّع تجارتك
وأوصل أبعد!

- ✓ خزن منتجاتك
- ✓ اشحن لعملائك
- ✓ حظّل مبالغك أسرع



سجل متجرك الآن



خصم خاص لأول طلب

وتضئ لك نجوت
ثم تهزمك الترفل



اطلب الآن

شوكولاتة نوتشونق
حواسك كلها بتدووب

اطلب الآن



عندك متجر؟
نشحن منتجاتك وأكثر

- ✓ تخزين المنتجات
- ✓ الشحن والتوصيل
- ✓ تحصيل أسرع للكاش



سجل متجرك الآن

Charbannel
et Walker
تجربة الشوكولاتة الملكية



اطلب الآن

يقول عبدالمجيد عبدالله
إن قهوتنا هي الأفضل.

*عبدالمجيد سواق تاكسي في الخير صوته مبه حلو
بس يحب يفني.



ألذ شوكولاتة ترفل
يومك حلو ولا تتدخل؟



اطلب الآن

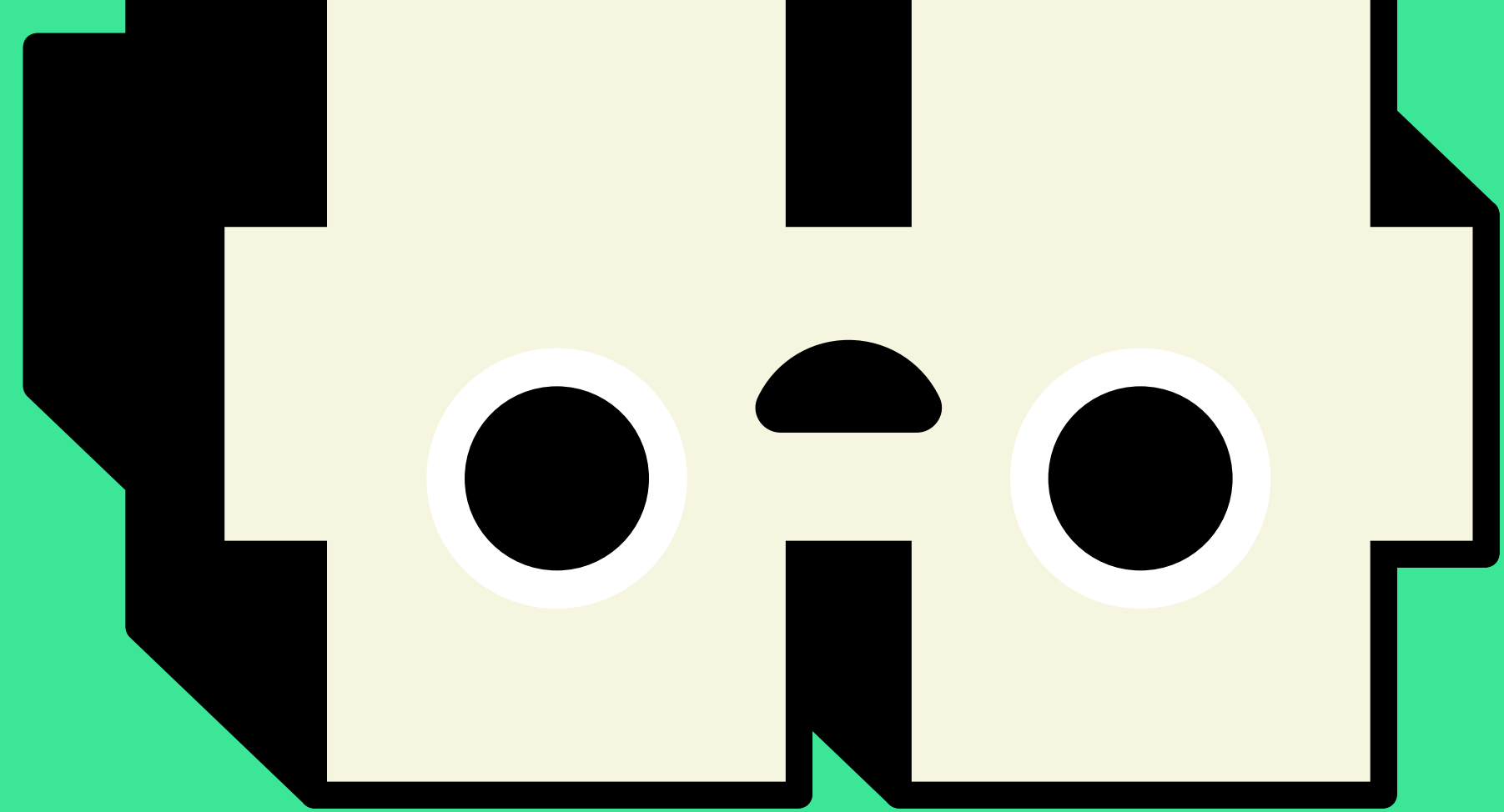
OUR SERVICES

DIRECTION

Photography

Videography

Art direction





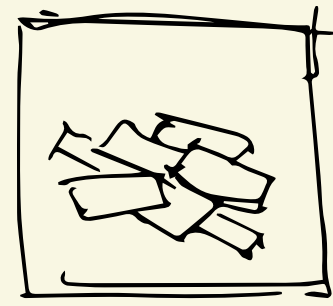
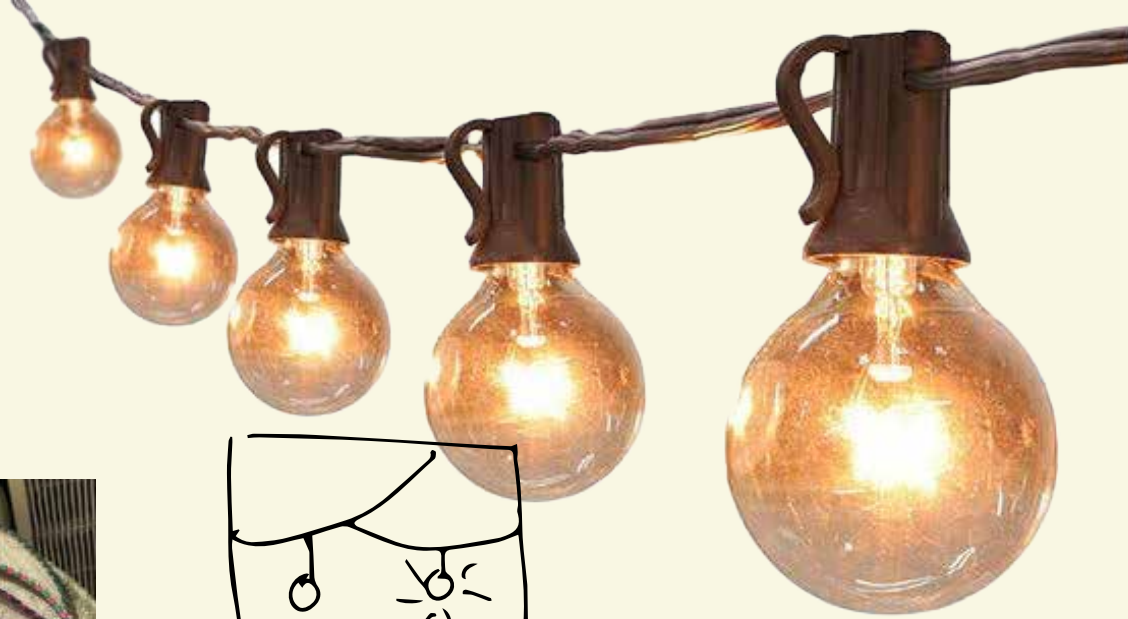




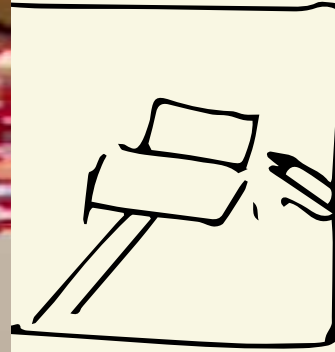
Moodboard

ميديو لتأسيس

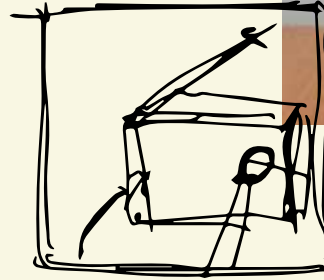
بمبادرة الأسامية الاحتفال بيوم لتأسيس مع افتتاح ورش عمل



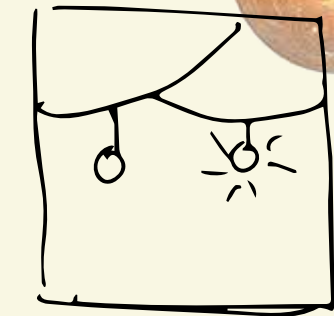
أسامة تأسيس
عمل الأفكار



مكتبة حفا
صياح عملنا المهير في حرفة



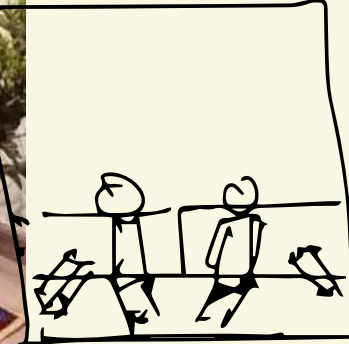
تعمل الراديو
ويطلق المبتدئ
في التعبير



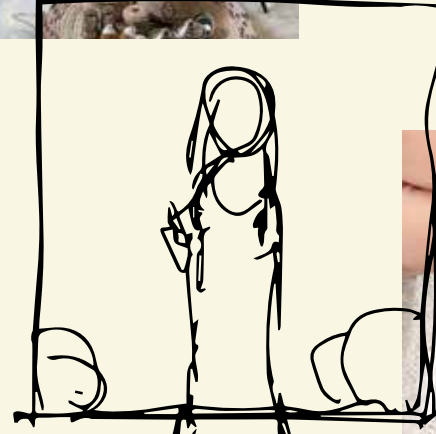
Zoom Shot
عمل الإبرة تشغل
مكانه ساء الأعمال



تسلم بطرف



قهوة نيكول
وسرلغنا

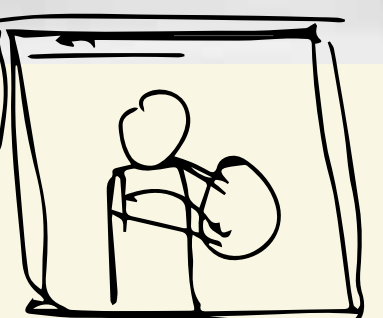
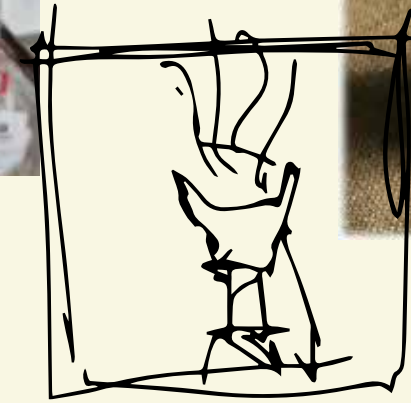


Zoom shot

Opening scene



العلب



تقبل
طالسة



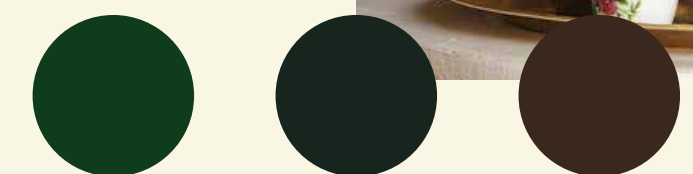
تكل اللآ
Zoom shot

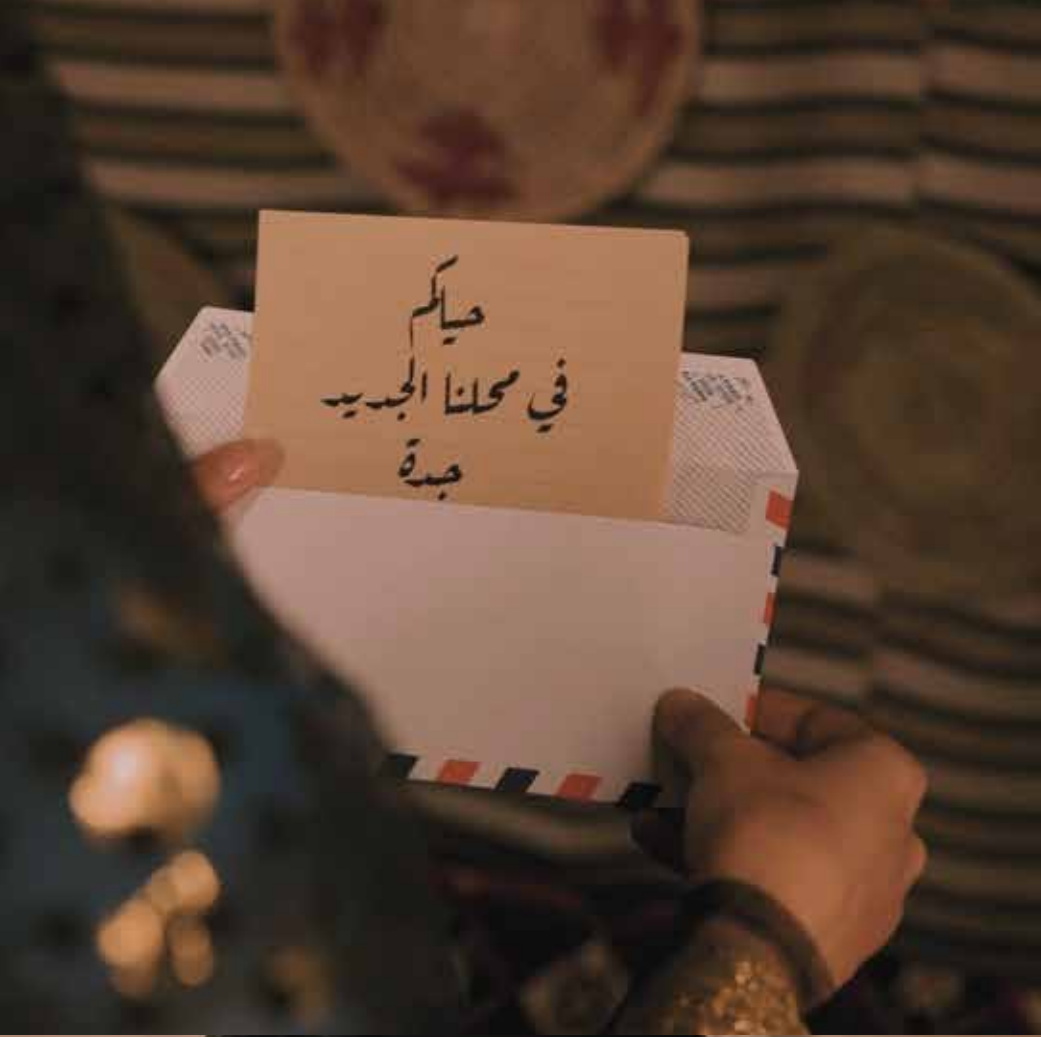


Zoom shot



عمل لقصوة





نشوقكم
في فرعنا الجديد
حبة



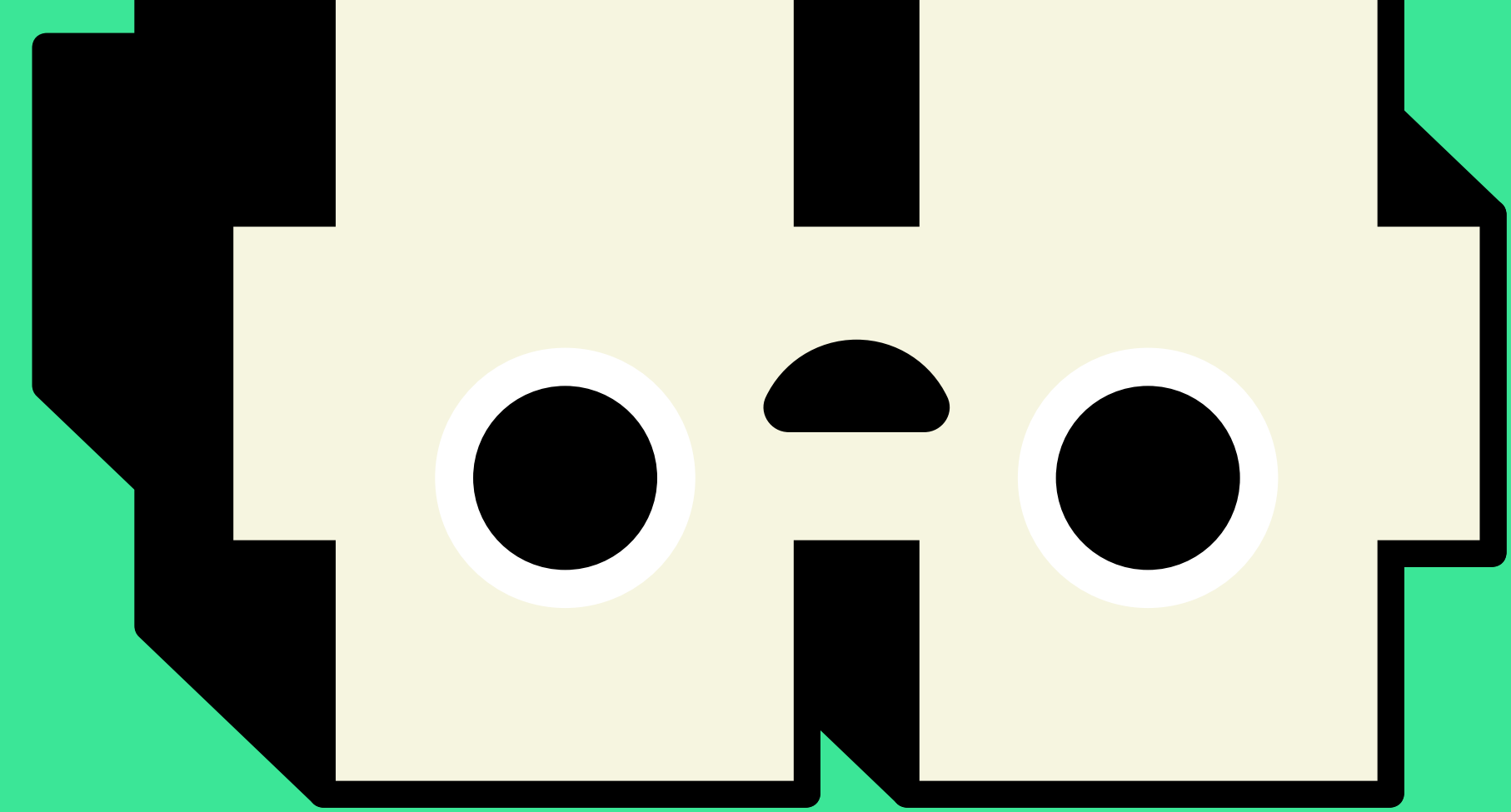
OUR SERVICES

SOCIAL MEDIA

**Social media
management**

**Content
creation**

**Ads
campaign**



123 Posts 500k Followers 90 Following

Name Surname
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Edit Profile

123 Posts 500k Followers 90 Following

Name Surname
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Name Surname
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Edit Profile

oddjob.coffee

532 Likes

oddjob.coffee
Unlock the Uncommon and try our coffee ☺️
Order Now!

emiraticoffee.ae

532 Likes

emiraticoffee.ae
قهوة تصحيك ☺️
اطلبها الآن من متجرنا الإلكتروني
Fuel your day with a cup of coffee
Order Now

charbonnel1875_sa

532 Likes

charbonnel1875_sa
مزيجاً لذيذاً من القوام والنكهات المميزة للحظات لا تسي
اطلبها الآن

thetrufflers.sa

532 Likes

thetrufflers.sa
بمناسبة اليوم الوطني السعودي 92
شارك معنا وأربح
علبة من شوكولاتة الترفل بنكهتك المفضلة لثلاثة فائزين
كل الي عليك تابع الحساب وتمنشن 4 من أصدقائك

stitches.sa.90

532 Likes

stitches.sa.90
جيمسوت بقطع الكريستال لإطلاله اكثر فخامة
احجز قطعتك الآن
الكمية محدودة
السعر: 700 ريال

khafyapp

532 Likes

khafyapp
نقدم خدمة المتسوق الخفي لمساعدة الشركات
في تقدير تحليل ورؤية واضحة لتجربة العميل
حمل التطبيق الآن
واطلب متسوق خفي

bonnysply

532 Likes

bonnysply
اخترنا معنا الفنان اللي عجبك رسمته على القهوة

nochewingallowed.sa

532 Likes

nochewingallowed.sa
انتبه تمضغ
خلها تذووبوب في فمك واستمتع بطعمها

Case Study



6.91%

CTR

49,357

Impression

3,412

Clicks

Above average

Conversion rate ranking

General KPI

1,713

Clicks

79,285

Impressions

1,999

Spent

1,17

CPC

5,99

CTR

Challenges

- Limited budget.
- Show the brand identity without misleading the audience.
- Deliver the concepts to a diverse community.

Solutions

- Build the campaign focusing on the concept and the limited assets.
- We reflect the branding identity through the content.
- We divided the campaign into two sections. First, Arabic with its culture. Second, a general language with well know culture.



Coffee places available online and at events. based in Dubai, United Emirates.

Case Study

Chocolate brand. Kiosk based in Saudi Arabia and online.



Challenges

- People understanding of the brand.
- Low sales.
- Show it as gift material for variants seasons of Saudi Arabia.

Solutions

- We created a new theme to shift people's vision.
- We created bundle packages in attractive designs.
- We created luxury packaging suiting the type of occasions of the region.

General KPI

5730

Clicks

258.950

Impressions

4.830

Spent

63

Purchase





CONTACT

MINDS

ON

تواصل
معنا



www.minds-sa.com

+966 55 542 2732

Alhada commercial center, king Abdullah road, Jeddah.

hey@minds-sa.com

[minds.sa](https://www.instagram.com/minds.sa)