

# The Merakies



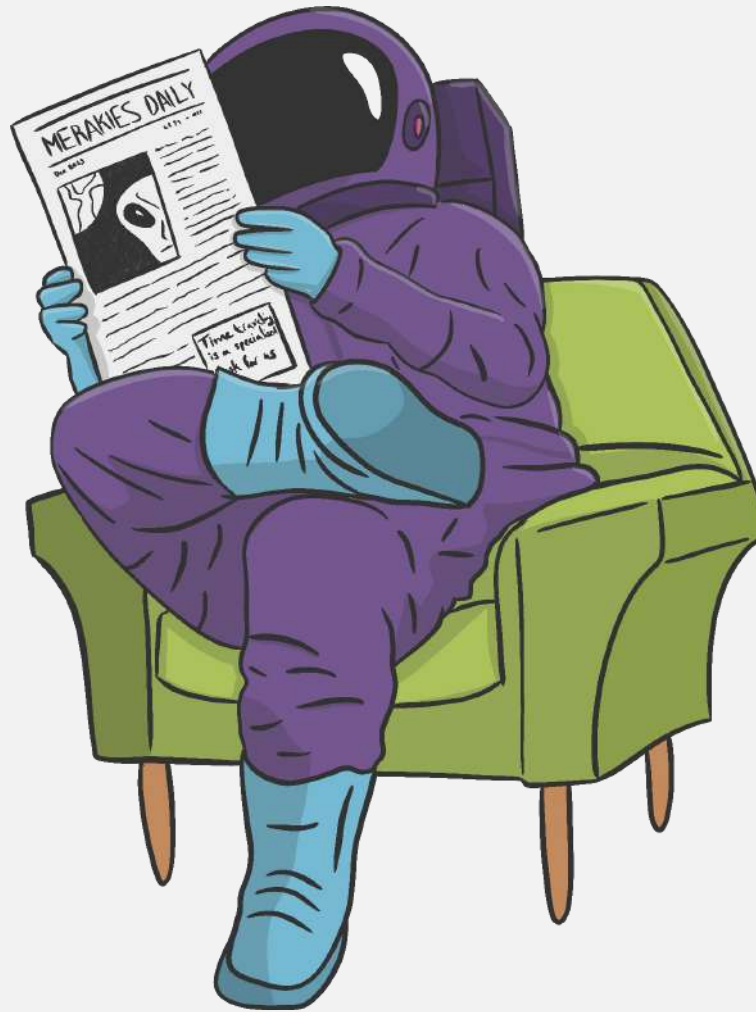
# *We bring your vision to life with passion*

At The Merakies, we strive to create work that sparks curiosity, delivers results, and propels brands towards a stronger presence that resonates more profoundly. Our team believes that great work is passionate, precise, and reflects a human touch - translating into a joyful creative process focused on achieving goals.

Our expertise in organizing and managing events has enabled us to create a unique harmony that blends creativity and technology to develop exceptional solutions to empower us to achieve your goals. We handle your projects from the planning and conceptualization stage, through to execution and delivery.



*Click on the time  
traveling bag to  
watch our showreel*



# Meraki

*(Singular noun greek origin)*

The creative individual that puts a part of their soul in their work, always wears a helmet and carries their time travel bag.

The brand revolves around the Merakies; people who are born with a passion for creativity and innovation in all fields. These unique individuals travel through time and space to share their art and creativity with the world.

# ***A wider field, better results.***

Collaborate with our event planning experts to gain valuable insights for brands and discover unique communication strategies that ensure your success.



## **We're visionary**

We constantly find new ways to deliver the best results that match the changing technologies and platforms.



## **We go the extra mile**

We are dedicated to providing you with results that deliver the message.



## **It's in our blood**

Every Meraki is born with the passion to create and innovate. We are proud of our identity as much as yours.



## **This is our game**

Our diverse and experienced history in the services we provide, gives us the edge to provide you the best service and communication.

# Our Management Team



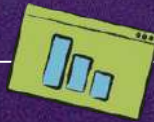
# Our Method

Despite each project having its unique character, our tried-and-tested formula ensures you get the best results. When it comes to your project, we can handle every step of the creative process or provide support to you and your team along the way.



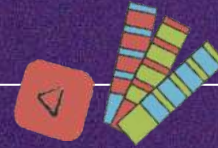
## **The Idea**

Many of our clients come to us with a specific idea for their brands, so we work together to turn your vision into reality. During this phase, our creative thinking turns into brainstorming and finding the right direction.



## **The Plan**

Goals without plans are just wishes. Once all ideas are defined, it's time to turn them into a strategy, a plan, or a concept.



## **The -Production**

After laying the foundation with a clear strategy and creative direction, our team begins the work. This could involve organizing your event, designing a visual identity, or creating a marketing campaign.



## **The Feedback**

Now we are ready to amaze you! You will find the final result in your inbox or see it come to life. Because we know that working on your brand is not a destination but a continuous journey, we will be with you on any future projects.

Everything we produce at The Merakies is custom-designed for each client, so delivery times can vary.

**If you have a tight deadline, there are also ways to expedite the project – let's talk about what's possible.**

# Event Management

Our professional background in the fields of entertainment, visual production, and marketing has enabled us to create a unique harmony in event management. We strive to achieve the goals of events and festivals by leveraging our distinguished administrative, organizational, and executive team, which ensures an efficient workflow to achieve remarkable results.

- Performance teams and carnivals
- Artistic performances
- Entertainment events
- Logistics
- Emergency and safety
- Budget adherence
- Media coverage
- Preparation of presentations
- Gifts and trophies
- Event planning and design
- Scheduling
- Event identity design
- Stages and booths
- Sound and visual systems
- Lighting systems
- Decorations
- Organizers
- Hospitality
- Bands and musicians

Click on the image to view the project



# Design & Identity

We delve into the essence of your brand, leveraging our design expertise to transform concepts into compelling images and identities. Through a blend of innovation and meticulous attention to detail, we create designs that resonate, inspire, and leave a lasting impression.

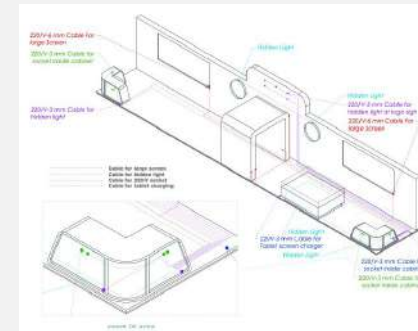
- Brand Strategy Consulting
- Logo Design
- Brand Identity Design
- UI/UX Design
- Social Media Designs
- Print Collaterals
- Website Design



# Booth Design & Execution

At The Merakies, we create exhibition booths that go beyond display — they capture attention and express your brand identity. we offer end-to-end solutions from concept and 3D design to engineering, fabrication, and installation. Our booths combine creative design, technical precision, and flawless execution, ensuring a powerful presence and maximum return on investment.

- 3D Booth Design
- Booth Graphics
- Manufacturing Drawings
- Network Layout



# Media Production

Media production is the art of storytelling through films, audio, and images. As an innovative agency, we provide exceptional services that reflect the best image of your identity. Passion and creativity drive us to create amazing solutions to enable you to achieve your business goals.

- Video Editing
- Concept and Scenario Writing
- Voice-over in Local and Global Languages and Dialects
- Sound Effects Production
- Short Film Production
- Photography and Videography
- Animation
- Motion Graphics
- VFX Graphics
- 360 Photo Booth



Click on the image to view the project



# Our Clients



الجميع للطاقة والمياه  
ALJOMAIH ENERGY & WATER



Case Study

# Xiaomi



We organized and planned the Xiaomi 13T Pro launch event, which was held in a distinguished atmosphere attended by a group of media professionals and influencers, and included interactive shows and a technical presentation that showcased the phone's leading features, highlighting its night photography capabilities.

We also organized an educational master class on mobile photography, which included a field trip to Riyadh, where participants were practically trained on professional photography techniques using the phone. These projects reflected our creativity in providing innovative and engaging events that enhance the brand experience and reach their audience to new dimensions.



*Click on the image to view the project*



## Case Study

# Derwaza

— BY ALMAJDIAH —



Al Majdiah Real Estate Development aimed to launch its premium residential project Derwaza in a way that reflected its elegance, sophistication, and vision for offering a truly integrated lifestyle. The objective was to attract a highly targeted audience of investors, media representatives, and potential clients.

We designed and executed an exclusive on-site launch event within the Derwaza residential compound, combining refined aesthetics with functional event flow. The experience featured guided tours, immersive visual showcases, and a thoughtfully planned layout encompassing guest reception, hospitality zones, stage setup, and interactive areas that highlighted the project's essence.

Results:

- High-caliber attendance from investors, media figures, and key influencers.
- Elevated the project's brand positioning and strengthened its presence in the real estate market.
- Delivered an immersive and memorable experience that brought Derwaza's lifestyle vision to life in an innovative way.

## Case Study

# Tecno

## CAMON 40 Pro 5G

صلابة لا تُقهر، لقطات لا تُنسى

We organized the launch event and dealer summit for the Camon 40 Pro 5G across four major cities in Saudi Arabia — Riyadh, Dammam, Jeddah, and Khams Mushait — over the course of 8 days. The event featured an engaging atmosphere and was attended by a select group of partners. It included a live showcase of the phone's features and performance, along with interactive zones for durability tests, water resistance demonstrations, and AI camera challenges. Each event was preceded by a dedicated Masterclass training session to highlight the new features. This project reflects our ability to deliver innovative experiences that elevate brand engagement and create real impact with the audience.



[Click on the image to view the project](#)

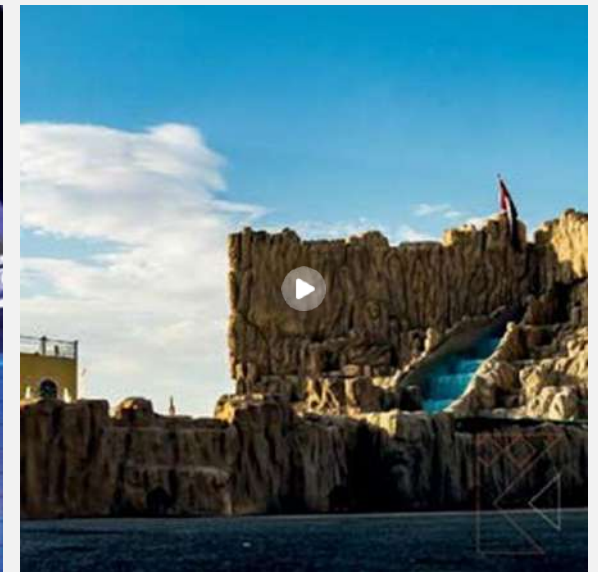
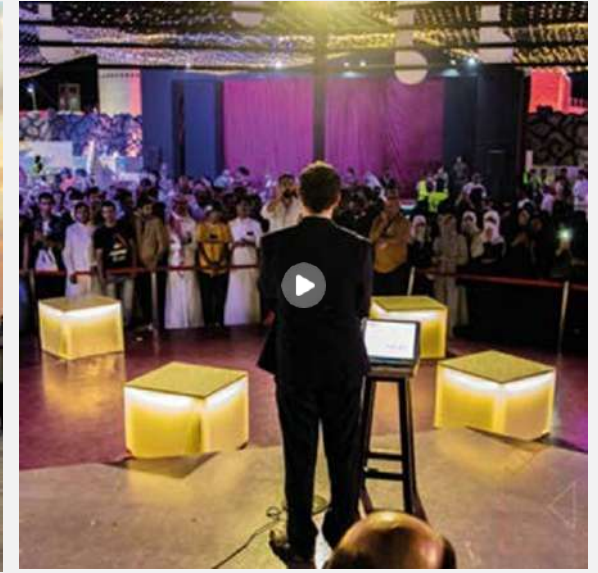
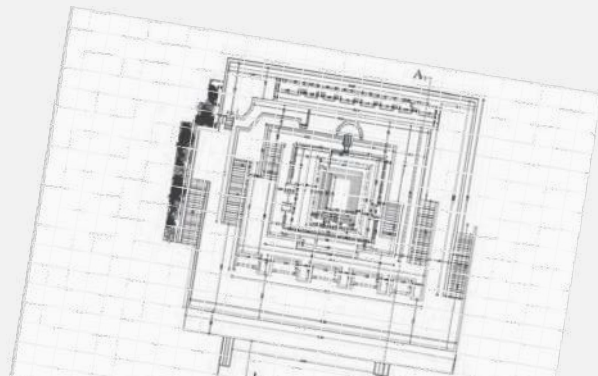
## Case Study

# Souq Okaz

Souq Okaz is one of the most important cultural and entertainment festivals held in Saudi Arabia. We had the honour of managing 4 sections in the festival (Oman, Bahrain, Iraq, & Art and Music Square)

The architectural designs we made reflect the heritage and culture of each country, which our team visited to derive the exterior and interior designs and decorations to realistically embody them in a miniature form. The fourth section stands out by creating aesthetic paintings that blend melody with drawing. They all showcase all types of Arabic arts and artistic activities related to the history of music development and traditional performances.

We achieved remarkable and distinct success compared to others, with an average of 25,000 visitors per section daily. This success was managed and organized by a large number of people, with about 85 individuals working diligently for each section to achieve this level of success.



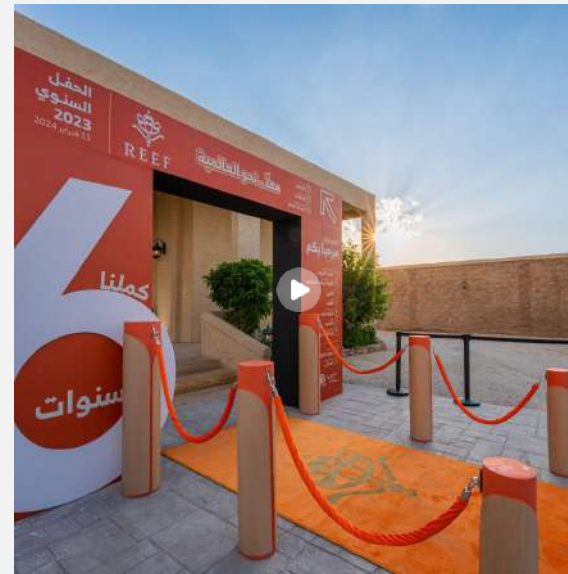
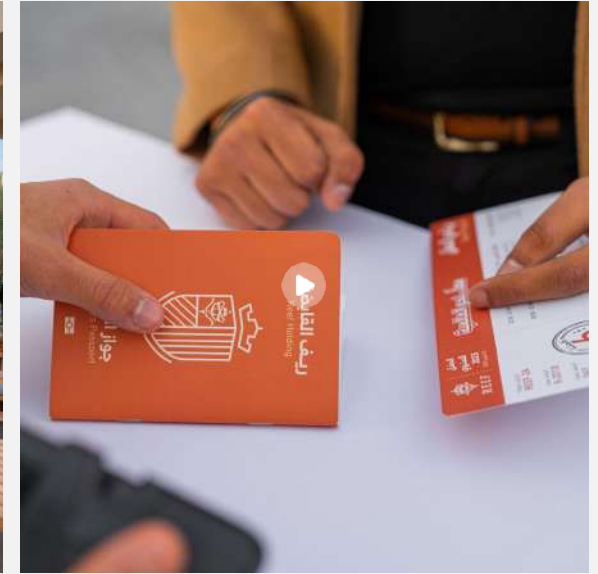
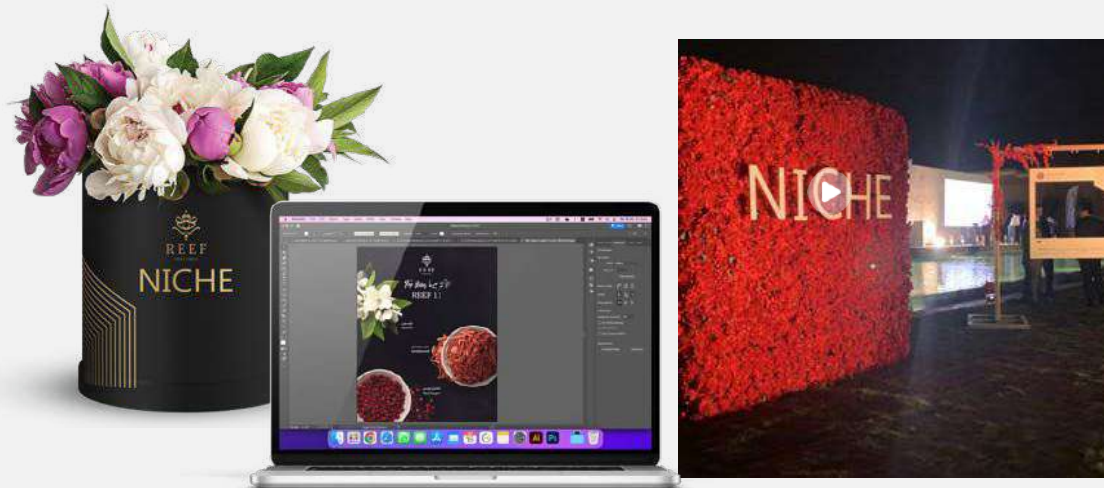
*Click on the image  
to view the project*

Case Study

# Reef Perfumes

REEF is a Saudi company specialized in perfumes and has been our partner for years. We were honored to work with them on Employee Day in 2024, where the theme centered around travel. We also collaborated on the launch event of their first Niche perfume collection, the Niche 2022 ceremony.

Our work with them spanned from initial planning stages to event execution, including management, public relations, hospitality, media production, and influencer engagement.



[Click on the image to view the project](#)

Case Study

# Nintendo

We are extremely proud and honored to have had the opportunity to collaborate with Nintendo on their first appearance in Riyadh Season. We started the project by delivering a comprehensive design, photography, and video concepts with strict adherence to the guidelines with each of the video games..

Our commitment to excellence is evident in our detailed content calendar, design files, and prompt response to video edits, showcasing our adaptability and dedication.

We are grateful for this opportunity to contribute our expertise and creativity to this distinguished collaboration.



*Click on the image to view the project*

## Case Study

# CityScape OSUS

This project showcases a distinctive collaboration with Osus during the CityScape event, the largest gathering in real estate. We were tasked with a high-pressure mission, delivering exceptional daily video clips, conducting on-site live editing, capturing stunning photographs, and continuously designing impactful social media posts over four consecutive days.

This project requires seamless coordination and rapid execution, highlighting our ability to adapt and produce engaging real-time content within the lively atmosphere of one of the region's largest real estate events.



 [Click on the image to view the project](#)

## Case Study

# Fortnite

The first Iron Squad Fortnite tournament in Saudi Arabia, hosted by Jeddah Season, witnessed an exceptional event that brought together over 100 players in 25 teams to compete over two consecutive days from July 17 to 18.

With prizes of up to \$20,000 divided among the winning teams, the tournament attracted global gaming celebrities and gained wide attention. A pioneering strategic marketing campaign based on influencer partnerships and engaging competitions was pivotal to the success of the event, with influencers from the gaming community contributing significantly to creating buzz and promoting the event to their wide audience. Through targeted social media campaigns and interactive competitions, the marketing campaign built an atmosphere of tension and excitement ahead of the event, resulting in sold-out tickets and wide community engagement.

Thanks to the innovative marketing strategy, the Iron Squad Fortnite tournament was able to not only achieve its goal of announcing the winners but also establish itself as a cultural landmark in the gaming scene in Saudi Arabia, creating a lasting impact on participants and spectators alike.

 [Click on the image to view the project](#)



Case Study

# ALJOMAIH ENERGY & WATER

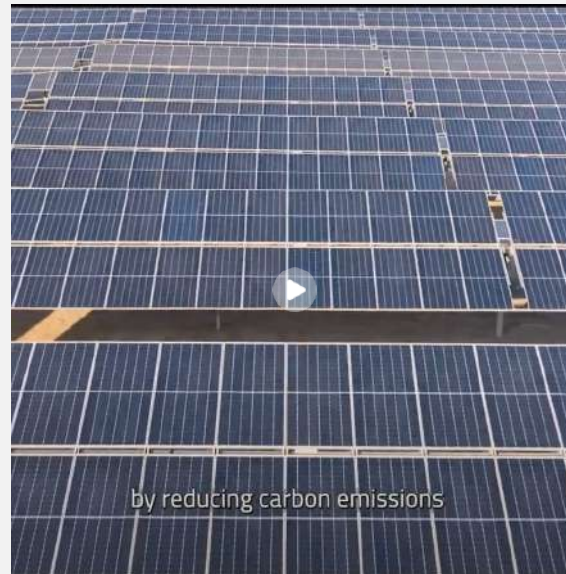
الجميح للطاقة والمياه  
ALJOMAIH ENERGY & WATER



As part of our collaboration with Aljomaih Energy and Water Company, we produced a documentary that highlights the company's pivotal role in the Kingdom's energy and water sector. The film included an exploratory trip to the company's various sites, where exclusive footage was captured that demonstrates their commitment to providing innovative and sustainable solutions. The film was screened during their participation in the Saudi Water Partnership Company Forum and Awards Ceremony, reflecting their leadership in this vital sector.



Click on the image to view the project



## Case Study

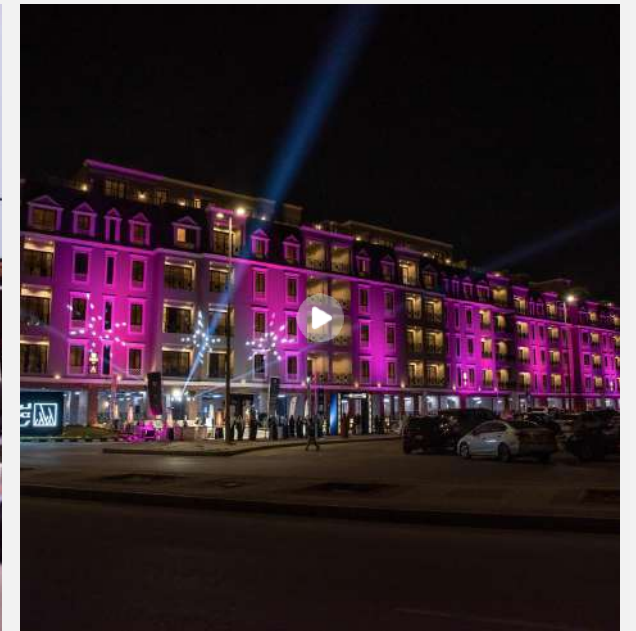
# Al Majdiah



The 158 Residential Project in Khobar, located in the Eastern Province, stands out as a distinguished development featuring 6 buildings comprising 116 modern residential units that combine comfort and luxury.

The Al Majdiah Residence inauguration ceremony serves as a key milestone to promote the project and attract the attention of visitors and investors. This event reflects the fruitful collaboration between Al Majdiah Residence, the project marketer RAKEZ, and the creative designers, all working together to ensure the highest levels of success.

The event was meticulously planned and organized to welcome the general public and VIP guests, utilizing state-of-the-art lighting, sound systems, and cutting-edge launching technologies to create an exceptional experience. Guests were treated to premium hospitality services while the company's brand identity was showcased in a way that reinforces its market presence. Additionally, attendees had the opportunity to explore the project through guided tours using golf carts, ensuring a comprehensive and comfortable experience.



 [Click on the image to view the project](#)



## Case Study



At The Merakies, we believe that national celebrations are an opportunity to strengthen both corporate and national spirit — especially for entities leading the Kingdom’s future.

We are proud to highlight our distinguished partnership with Saudi Company for Artificial Intelligence (SCAI), a company fully owned by the Public Investment Fund (PIF) and recognized as a national leader in the field of artificial intelligence. SCAI delivers cutting-edge AI and emerging technology solutions as part of its vision to lead the next generation of AI applications and create global value. In alignment with SCAI’s ambitious vision and vital role, The Merakies had the honor of organizing their Saudi Founding Day celebration. We managed the full execution of the event, which took place inside SCAI’s headquarters and welcomed around 150 employees.

Our work included:

- Developing a complete visual identity and branded materials for the celebration, blending the spirit of the Saudi heritage with a modern aesthetic.
- Providing premium gifts carefully designed to reflect Saudi authenticity and cultural pride.
- Executing innovative activities, with the highlight being “Dakkan Zaman” — an interactive nostalgic experience that transported employees back in time, reviving cherished memories in a creative and engaging way.

## Case Study

# بلوايج BLUEAGE

We organized the grand opening of the Bluage store at Exit 6, one of the retail brands under Al Abdul Karim Company. Our role covered every detail — from designing, printing, and distributing invitations to VIP guests, to the design and execution of interior and exterior décor, ensuring an elegant and cohesive brand experience.

We also managed and coordinated a variety of live entertainment activities, including musical and artistic performances, caricature drawing, magic shows, and a football table setup, all complemented by influencer and media coverage.

Additionally, we activated the store's café and the instant tailoring zone in a creative way through engaging and interactive live demonstrations that captured visitors' attention.

### Results:

- Remarkable attendance and significant media interest.
- A memorable and immersive brand experience that strengthened audience engagement.
- Extensive coverage across social media platforms.



 Click on the image  
to view the project

## Case Study



We're excited to highlight our partnership with Lendo, a leading company that supports financial sustainability for small and medium businesses in Saudi Arabia.

Lendo is known as a trusted crowdfunding platform that connects verified borrowers with investors, making everyday business operations easier, safer, and more efficient.

At The Merakies, we had the pleasure of organizing Lendo's annual celebration event from start to finish. The event brought together around 150 guests and featured elegant artistic and musical performances that reflected Lendo's innovative spirit. Every detail was carefully planned to create a memorable experience and celebrate Lendo's success and vision.



 Click on the image to view the project

## Case Study

# Wilayah Gov



We are delighted to highlight our partnership with the General Commission for the Guardianship of Trust Funds for Minors and Their Counterparts, the official body entrusted with providing reliable, high-quality services for monitoring, safeguarding, managing, and growing beneficiaries' assets, while overseeing the financial actions of guardians and trustees. The Commission stands as a leading example of trust, integrity, and innovation, striving to enhance beneficiary satisfaction.

Recognizing the significance of their mission, The Merakies had the honor of organizing a comprehensive workshop event, attended by around 40 distinguished guests. Our responsibilities included:

- Designing a complete visual identity and branded materials for the workshop, reflecting the Commission's values and objectives with clarity and professionalism.
- Providing premium gifts to create a lasting impression and honor the attendees.
- Professional photography and event documentation to capture every memorable moment.
- Arranging hotel suites for VIP guests to ensure comfort and a premium hospitality experience.



Click on the image  
to view the project

## Case Study

# SADAFCO



At The Merakies, we were honored to partner with SADAFCO on a major project to create a new, comprehensive visual identity for a key division. This project highlighted our expertise in managing large-scale corporate identities and included:

- Logo design reflecting the division's values and mission.
- Comprehensive brand guidelines covering colors, typography, patterns, and tone of voice.
- Implementation on Canva for consistent use across the client's team.

The identity was applied across digital screens, invitations, banners, email signatures, presentations, official documents, as well as printed materials like roll-ups, table cards, branding cubes, office signage, and employee tools and premium gifts.

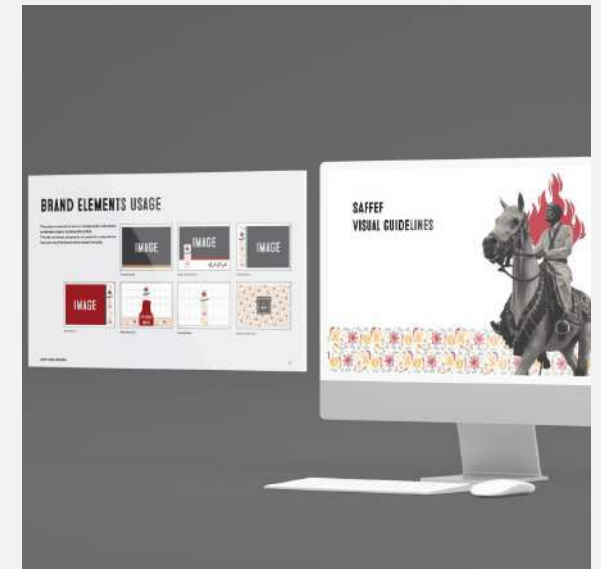


## Case Study

# SADAFCO

The logo and visual identity for Safif Restaurant were crafted to reflect the brand's commitment to delivering authentic grilled flavors, with a variety of tastes and exceptional expertise in every dish.

We focused on simplifying spice shapes to create cohesive illustrations that integrate seamlessly into the brand's style and identity. The selected spices represent traditional Arabian and Saudi flavors, capturing the brand's voice, highlighting its unique personality, and enhancing the visual and sensory experience for visitors.



# IPS

As part of the Audio & Visual Exhibition SLS, we were tasked with creating a stunning 3D booth for IPS. The booth design focused on showcasing the company's new brand identity and products, in collaboration with several other partners, while creating an engaging and memorable experience for visitors.

The booth layout is open and inviting, allowing visitors to move freely and explore the space with ease. Its design strategically highlights IPS products, emphasizing the advantages of their technology. Interactive screens and displays provide hands-on experiences for attendees.

By incorporating brand elements such as the logo, colors, and visual style, the booth establishes a cohesive visual identity. The central area features comfortable seating for live IPS demonstrations and discussions of key features presented on the large display screens.

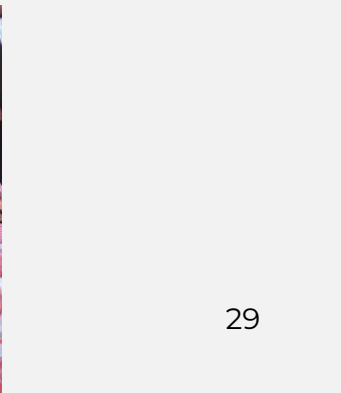


## Case Study

# Resal

The Rassal booth was designed and executed in an exceptional way, uniquely reflecting the brand's identity. The design process began with a comprehensive analysis of the brand, leveraging its elements to create an integrated visual concept that aligns with the brand identity and fulfills the booth's requirements, including contract signing areas, visitor reception, and display screens.

The booth featured an innovative interactive game, where visitors could drop a ball, and if it landed in a specific spot, it would trigger an informative quiz about Rassal's services. This experience was crafted to enhance visitor engagement, making the exhibition both enjoyable and educational.

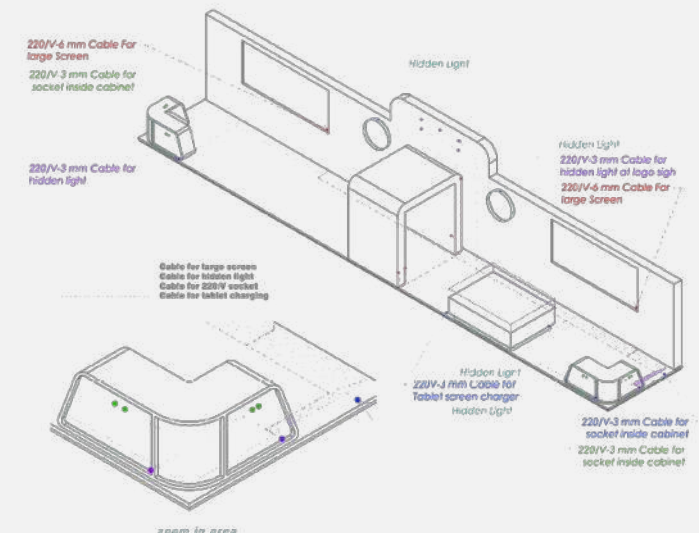
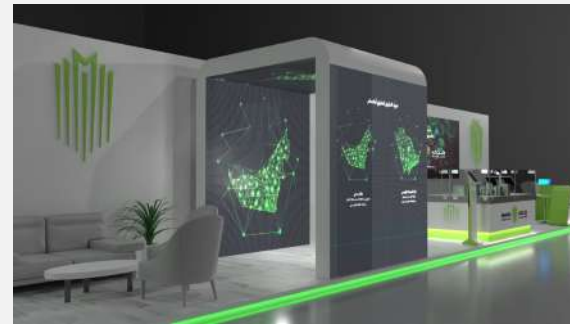


## Case Study

# Mada Properties

An innovative exhibition booth was designed and executed for Mada Real Estate, focusing on optimal utilization of the booth's elongated space and creating a distinctive visual experience. Two large screens and a modern content corridor were seamlessly integrated, providing visitors with an interactive and contemporary way to explore the company's products and services.

We achieved a perfect balance between functional efficiency and visual appeal, carefully arranging furniture and promotional elements to create an inviting and comfortable environment. This design offered visitors a unique and engaging experience that reflects the prestige and value of Mada Real Estate.



# Thank You

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