

MUSE_{co.}

Company Credentials

A glowing lightbulb is centered in a dark, textured space filled with small white particles, resembling dust or a nebula. The lightbulb is illuminated from within, casting a soft glow. The text is overlaid on the lightbulb and the surrounding space.

“CREATIVITY

is contagious, pass it on”

Albert Einstein



Who We Are

“For me, the most important attributes I wanted to bring to the company was **innovation and creativity and making an impact** – be it for our client’s businesses, the industry or for our team.

We aim to build meaningful relationships that could leave a mark on us and those around us...”

Lauren Fryer

CEO Muse

Introduction

Muse is considered one of the leading integrated Communication agencies in the region.

The following presentation details the experience of Muse, the team and our capabilities as **regional 360 integrated communications**.

Some of our services include:

- Strategic Planning (Advertising, PR, Comms, Marketing, Digital)
- Consultation on best practices in Marketing and PR services
- Developing and executing full Marketing and PR plans
- Advising on relevant partners and events collaborations
- Content generation in both English & Arabic across all communication channels
- Creative and design, inclusive of videography & photography
- Campaigns and Activations
- Consultation on Social Media best practices



Our Journey

Muse (formerly known as Qanect) started as a Qatari local company, more than 13 years ago. Over the years, the company grew to handle high-profile accounts among the Qatari business community, to become one of the leading agencies in Qatar.

Now, Muse has grown beyond Qatar, to be a multinational agency with offices in the MENA region and Europe.

Muse is lucky enough to have onboarded an exceptional leadership team, in addition to a stellar communications crew with decades of combined experience.

“We take pride in our success story and believe that the growth we have accomplished throughout the years only reflects the quality of work, service, and dedication we invest in our business.”



Why Muse

Muse has an extensive, high-profile client portfolio, that spans across many high-profile companies in the travel space, airlines, finance, education, Govt, hotels, resorts and tourism.

Our reputation is by far one of the fastest most reputable Communications agencies in the region. This is due to our team, our work ethic, and the relationships we have built. Muse has a highly qualified bi-lingual team with a combined experience of 30 + years.

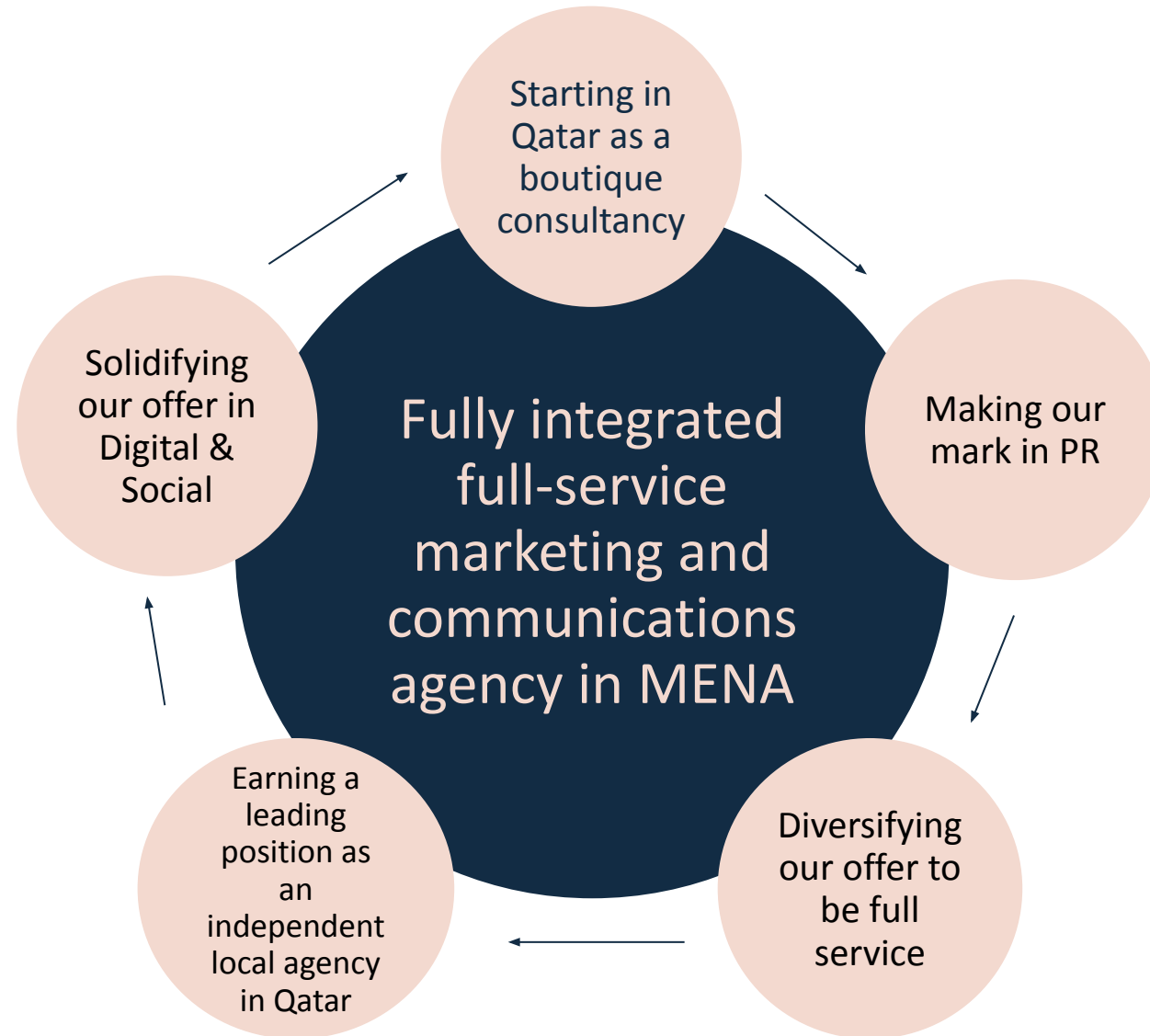
Muse enjoys locations in Qatar, KSA, Abu Dhabi, Egypt, Monaco and London, in addition to an international affiliation with IPN/BBDO in the UAE, Kuwait and Oman.

At Muse we pride ourselves on being honest and transparent and therefore happy to send client references.



Our Journey...

Where we have come from
Where we are now
Where we are going



Your Partner to Communications Excellence

Why choose Muse

- International agency standards with deep local market insight and accessible network of media contacts, partners across the industry
- Young, energetic company with original ideas
- Simplicity of work processes – ‘ease of doing business with us’
- One stop solution for analysis, strategy and planning, and implementation
- End-to-end project management
- Attention to detail which differentiates our ‘outstanding delivery’ from ‘satisfactory delivery’

Muse can help you:

- Establish and reinforce a strong and clear brand positioning
- Establish a world-class integrated communications funnel
- Think creatively
- Balance proactive and reactive communications
- Leverage owned and earned media channels
- Become a leading industry voice
- Build rapport and nurture preference



Award-Winning

Muse is proud to be the winner of the PRCA Digital Award for the best use of Social Media Measurement and Reporting.

We are also proud to be shortlisted for the best use of Social Influencers and the Best use of Content Marketing.

This prestigious award and nomination shows digital capabilities and are being recognized by one of the top awarding bodies globally!



Our Positioning

MUSE is a full-service, integrated marketing and communications agency based in Europe, North Africa, and the Middle East.

Rooted in regional expertise and guided by global best practices, we craft robust strategies and innovative ideas for our clients, fostering brand communities that flourish.

Bold, creative, disruptive.

LET US INSPIRE, DISRUPT, DRIVE
& ELEVATE YOUR BRAND.
TOGETHER.



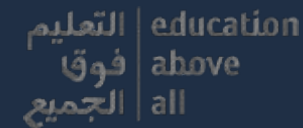
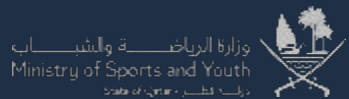
A person in a dark suit is holding a smartphone. The background is a dark blue, futuristic digital interface with various data visualizations. In the center, a white rectangular box contains the text "Our Clients".

Our Clients

OUR KEY CLIENTS



RIYADH EXPO



Some of our regional travel experience:

QATAR
AIRWAYS القطرية

Marriott
INTERNATIONAL

RIYADH EXPO

ST REGIS
DOHA

Kempinski
RESIDENCES & SUITES
DOHA


Marsa Malaz
Kempinski
THE PEARL | DOHA


CORINTHIA
YACHT CLUB
THE PEARL | QATAR

پارک هایٹ ڈوہا
PARK HYATT DOHA™
LUXURY IS PERSONAL


INTERCONTINENTAL
DOHA

Dusit
DOHA · HOTEL


MANDARIN ORIENTAL
DOHA

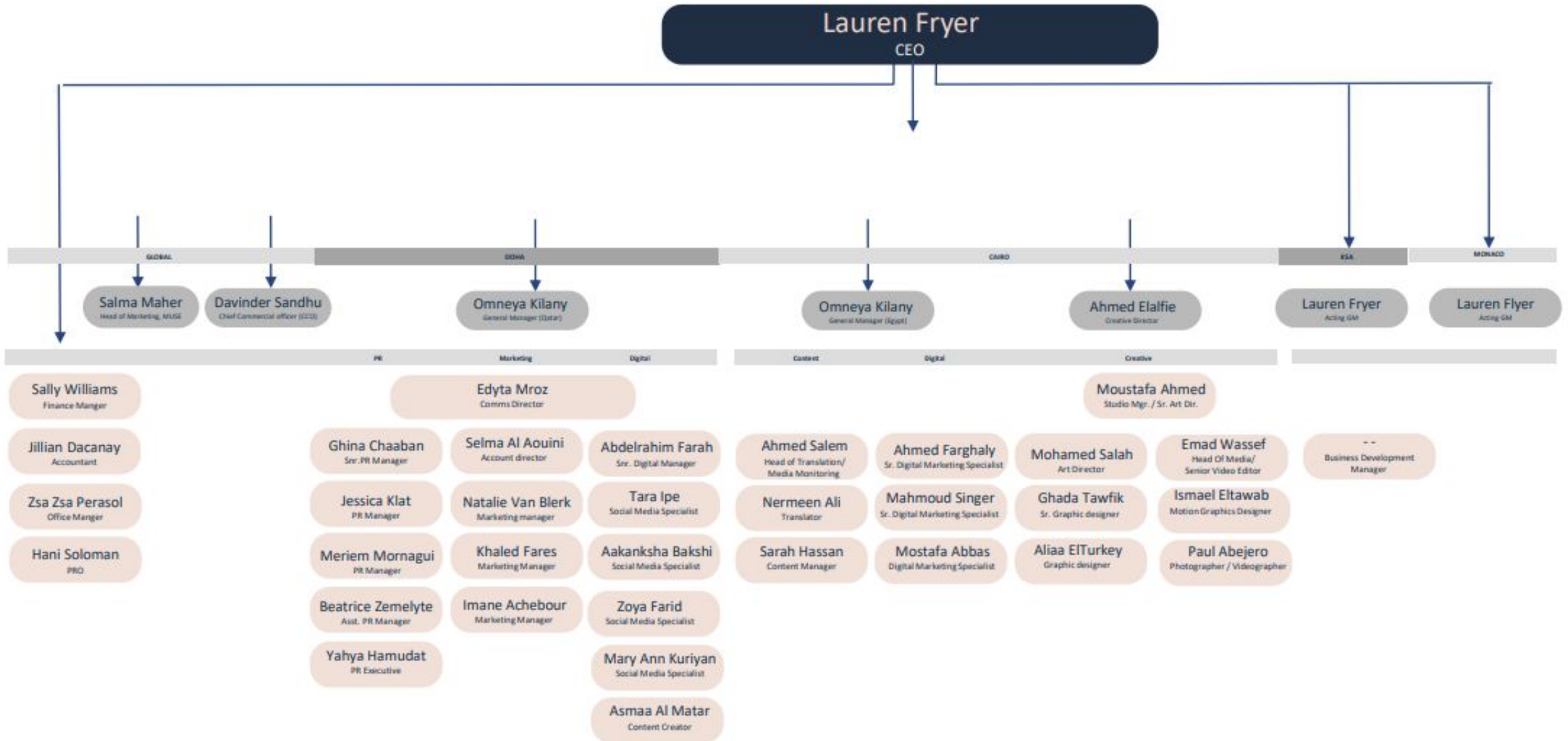
 **MONDRIAN**
DOHA

OUR TEAM

MUSE Co. Global Network



Organizational Chart





Our Services

Fully Integrated Marketing & Communications Agency



MARKETING



DESIGN



PR



DIGITAL



EVENTS



PUBLISHING



WHAT WE DO?

Muse works together with its clients marketing and, or management teams to identify specific PR strategies for each message to meet company objectives. Developing both pro-active and reactive PR activity. Muse not only develops awareness but also recognition and preference through targeted and comprehensive messaging. Muse's strong media network and media relations enable our clients to benefit from preferential placement, significant media exposure and on-going editorial coverage.

Our PR services include:

- ✓ media management
- ✓ media monitoring
- ✓ local, regional & international relations
- ✓ press releases, features & interviews
- ✓ media training
- ✓ copywriting, proofreading and editing
- ✓ first language Arabic content curation and translations
- ✓ editorial coverage and reporting
- ✓ media crisis management
- ✓ crisis communication planning & execution advocacy
- ✓ internal corporate documentation
- ✓ speech writing
- ✓ press conferences and media events



WHAT WE DO?

Muse has a strong track record of delivering outstanding, fully integrated campaigns, based on in-depth local insights (local and expatriate markets) and vast global experience.

Our Marketing services include:

- ✓ Research and market analysis
- ✓ Strategic planning
- ✓ Campaign concept development
- ✓ Brand creation and brand management
- ✓ Media planning & buying
- ✓ Guerrilla marketing
- ✓ Case studies and report writing
- ✓ Sales and business development
- ✓ Database development
- ✓ Print production
- ✓ Production of marketing collaterals
- ✓ Promotional samples, merch, and gifts



DESIGN

Marketing without design is lifeless,
and design without marketing is mute

WHAT WE DO?

With In-house creative design, Muse works with a broad based sector of clients to delivery refreshing, original design collateral that is created to communicate their brand in a unique, innovative, constant and compelling way.

OUR DESIGN SERVICES INCLUDE

- ✓ Collateral Design Including
- ✓ Advertisements
- ✓ Annual Reports & Newsletters
- ✓ Brochures, flyers and banners
- ✓ Corporate Branding
- ✓ Campaign Creative
- ✓ Arabic Adaptations
- ✓ Promotional Items
- ✓ Corporate Documents and Reports
- ✓ Digital Design and Web
- ✓ Merchandising



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WHAT WE DO?

With approximately 85% internet penetration in Qatar and its ability to bridge language and demographic barriers, social media and smartphones have become a cost-effective, non-negotiable aspect of communicating with customers today.

Our digital services include:

- ✓ Social Media Management
- ✓ Social Marketing
- ✓ Social Media monitoring and reporting
- ✓ Online, digital reputation management
- ✓ Virtual Marketing
- ✓ Digital Crisis Management
- ✓ E-marketing
- ✓ Web development and maintenance
- ✓ Digital content
- ✓ SEO





WHAT WE DO?

Muse's event team ensures that the attention to detail and creativity given to each event makes it nothing less than unique and memorable. As a one stop event management solution, we ensure efficiency in budgeting and management style, from concept to execution. With our trusted partners and suppliers across all budget levels, we ensure minimal hassle for clients. Our portfolio of events includes conferences, road shows and exhibitions, launch events, thought leadership, activations and networking events, employee events, sales and promotional events, off sites, media events, corporate celebrations, workshops, seminars and training sessions.

Our event services include:

- ✓ Event Planning
- ✓ Guest lists, invitations and RSVP's
- ✓ Branding and collateral
- ✓ Printing and production
- ✓ Food and beverage
- ✓ Décor and ambience
- ✓ Photography
- ✓ Technical support – IT, sound, lighting
- ✓ Event agenda and entertainment
- ✓ Guest giveaways and post event collateral
- ✓ Reporting and reconciliation of budgets



WHAT WE DO?

Muse provides a one stop publishing solution to its clients offering a complete range of high quality print and publishing services (in collaboration with highly reputed vendors).

Our event services include:

- ✓ Collateral Printing Services (Flyers, Brochures, Reports, Posters etc.)
- ✓ Report Writing
- ✓ Event activation material printing (stands, banners, foam boards etc.)
- ✓ Magazine publication
- ✓ First language Arabic translations prior to publishing (upon request)
- ✓ Book publishing



THANK
YOU | MUSE_{co}