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WHO ARE WE?

HG Advertising is a 360 Agency founded in August 2023. Powered by **Guerrilla Marketing** effectiveness and strategic outputs, our agency tends to be a key-player in the world of advertising, offering comprehensive and diverse solutions , customized to fulfil the needs of street-food brands and large-scale governmental exhibitions.

ABOUT OUR FOUNDER

- Founder of HG Advertising, a 360° creative and marketing agency based in Cairo with a growing regional vision
- Entrepreneur with a multi-industry background spanning advertising, sports, healthcare and brand building
- Transitioned from a career in Dentistry into Egypt's fast-paced creative scene
- Led and executed large-scale campaigns and brand launches across multiple industries including Governmental Exhibitions, F&B, sports, and lifestyle
- Strong advocate for AI-powered marketing, integrating advanced tools into creative production and agency workflows
- Passionate about building brands that connect culture, storytelling, and performance

- Guest Speaker at The American University in Cairo (AUC)
Delivered a session on building agency models from the ground up and executing large-scale 360° campaigns

- Guest Speaker at Coventry University
Led the “Zero to One” session, focusing on entrepreneurship, business building, and transitioning careers





MISSION STATEMENT

To become the region's most dynamic and forward-thinking creative agency, combining human insight, AI solutions, and bold creativity to craft campaigns that inspire, perform, and leave a mark across industries and cultures.



OUR REACH

• EGYPT

• SAUDI ARABIA

• UAE

• UK

• USA

• LEBANON

• QATAR

SERVICES & SECTORS



CORE SERVICES

- CREATIVE STRATEGY & BRANDING
- SOCIAL MEDIA MANAGEMENT
- CONTENT CREATION
- MEDIA PRODUCTION
- PR & INFLUENCER MARKETING
- GUERRILLA & OFFLINE ACTIVATIONS

SECTORS WE IMPACT

- GOVERNMENT & PUBLIC INITIATIVES
- SPORTS & WELLNESS
- FOOD & BEVERAGE
- FASHION & LIFESTYLE
- REAL ESTATE & INTERIOR DESIGN
- TECHNOLOGY & STARTUPS
- EVENTS, EXHIBITIONS & CONFERENCES
- EDUCATION & YOUTH PROGRAMS
- E-COMMERCE & RETAIL

DIGITAL SERVICES

- PERSONAL BRANDING
- PRINTING & GIVEAWAYS
- EVENT COLLATERAL & ON-GROUND COVERAGE

SUPPORT & EXTENSIONS

- MEDIA BUYING & PERFORMANCE MARKETING
- WEBSITE DEVELOPMENT & UX DESIGN
- CGI, MOTION GRAPHICS & AI VISUALS
- BUSINESS & MARKETING CONSULTANCY

SOME OF OUR CLIENTS





OUTDOOR CAMPAIGNS

Our company specializes in creating impactful outdoor campaigns, combining strategic placement, eye-catching visuals, and innovative design to ensure that every billboard, poster, or street advertisement captures attention, engages the audience, and leaves a lasting impression across urban and high-traffic environments.

CLIENT:

تُرَاثِنَا



تحت رعاية
فخامة الرئيس / عبد الفتاح السيسي
رئيس الجمهورية

تُرَاثِنَا

حكاية أجدادنا .. بإيد أولادنا
مركز مصر للمعارض الدولية بالتجمع الخامس
من ٤ إلى ١١ أكتوبر ٢٠٢٥

تنظيم: جهاز تنمية المشروعات الصغيرة والمتوسطة MSMEDA
الشريك الاستراتيجي: بنك القاهرة Banque du Caire
الإعانة الرسمية: البنك الأهلي المصري NATIONAL BANK OF EGYPT
الإعانة الإلزامية: EGYPT POST
الإعانة الذهبية: ADIB

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CREATIVE CAMPAIGNS

Our company delivers innovative creative campaigns that blend bold ideas, strategic thinking, and visually compelling storytelling to craft unique brand experiences that capture attention, resonate with audiences, and leave a powerful, lasting impact across all platforms.

حكاية أجدادنا ... بايد أولادنا

HG Advertising produced an AI-generated promotional video for Turathna, blending advanced AI visuals with culturally rooted storytelling. The video highlighted Egyptian heritage, traditional crafts, artisanship, and national identity through a modern lens, reflecting Turathna's vision of preserving heritage while embracing innovation and positioning the exhibition as both authentic and future-forward..



تراثنا

Izmir Saray Ramadan Campaign 2026

HG Advertising delivered a comprehensive digital marketing campaign for Izmir Saray's 2026 marketing initiatives, the campaign included high value Media Production, PR, Influencer Marketing and Media Buying.



الملعب بيناديك

HG Advertising delivered a purpose-driven campaign for Amateurs League, leveraging football's emotional impact and the connection between players and the game.

Through culturally relevant storytelling and dynamic visuals, the campaign positioned the league as a platform that elevates and empowers everyday players beyond competition.



**AMATEURS
LEAGUE** 

Salooha Ramadan Menu 2026

HG Advertising delivered a comprehensive digital marketing campaign for Salooha's already successful launch, targeted towards their Ramadan menu for 2026 season. Providing media coverage, professional photography, PR and media buying.



صَلُوْحَة
مصطفى صريف

Alma Mother's Day Campaigns

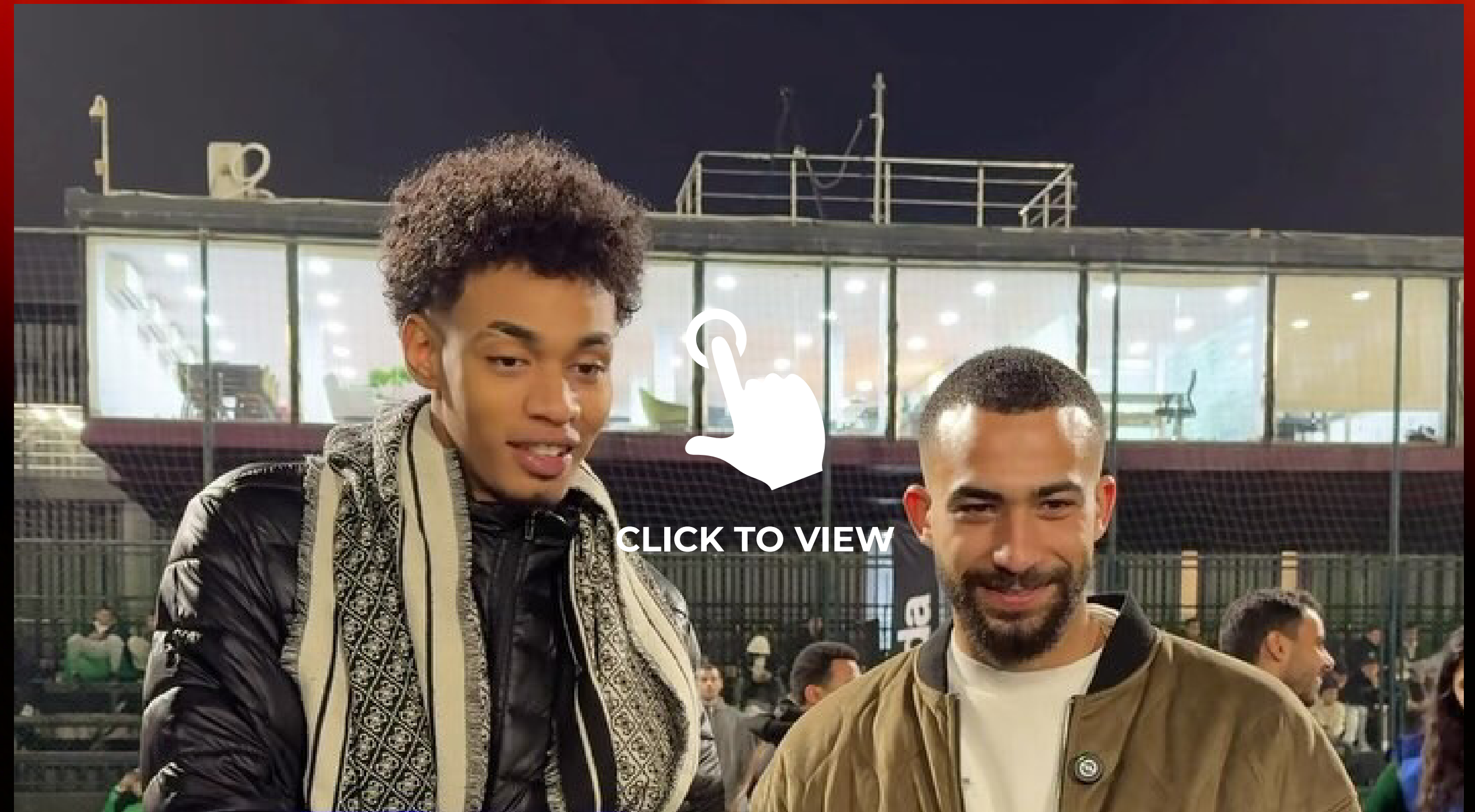
HG Advertising delivered a high value production for Alma's 2025 and 2026 Ramadan campaign, featuring well known figures such as Chef Marwa Mehanna and Israa Galal



Alma
COOKWARE

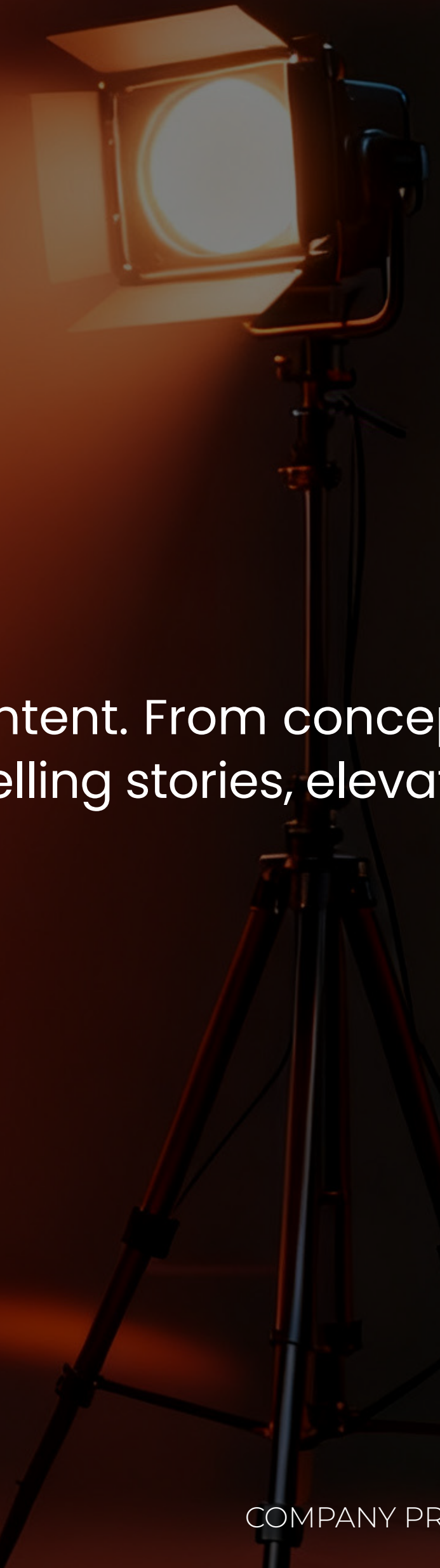
Zed West Ramadan Tournament 2025

El Locker, subsidiary of HG Advertising, delivered a Guerrilla based UGC campaign for ZED West Ramadan Tournament, the campaign featured organic-style interviews with fans, celebrities, football legends and organizers. The campaign has successfully gathered over 1M views organically across socials.



MEDIA PRODUCTION

We deliver end-to-end media production services, transforming ideas into high-quality visual content. From concept development and scripting to filming, editing, and post-production, our work is crafted to tell compelling stories, elevate brand presence, and perform seamlessly across digital and on-ground platforms.

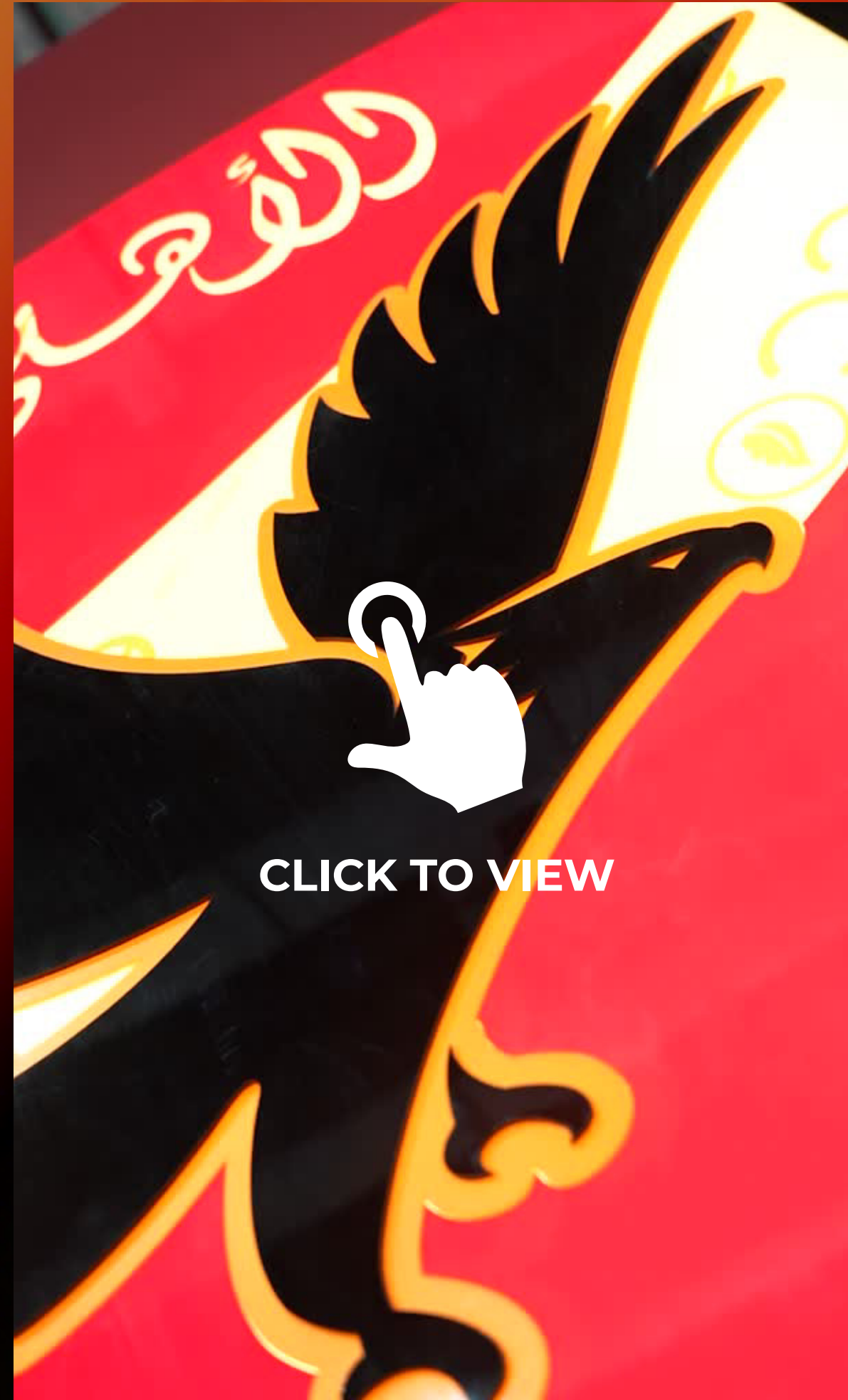
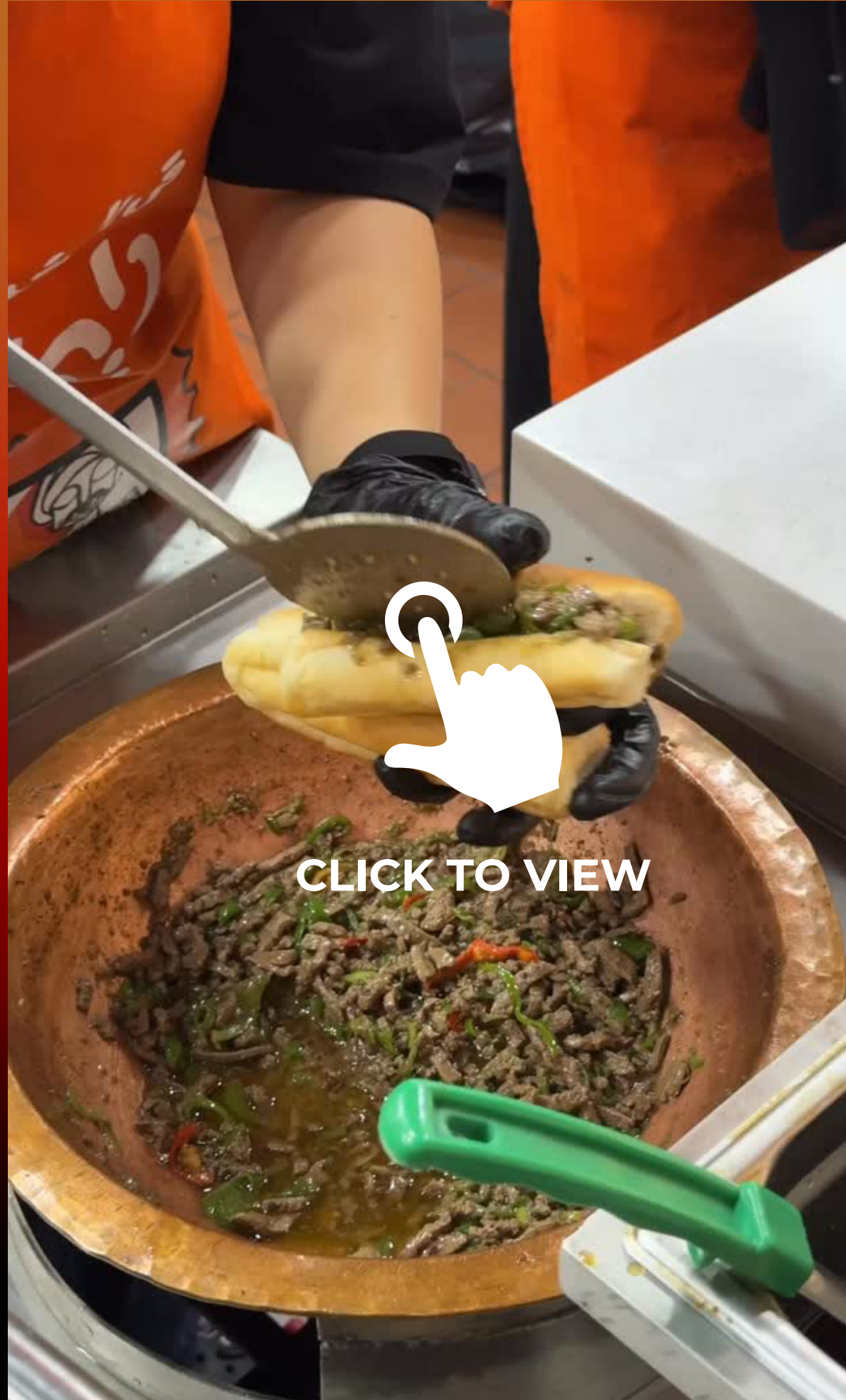


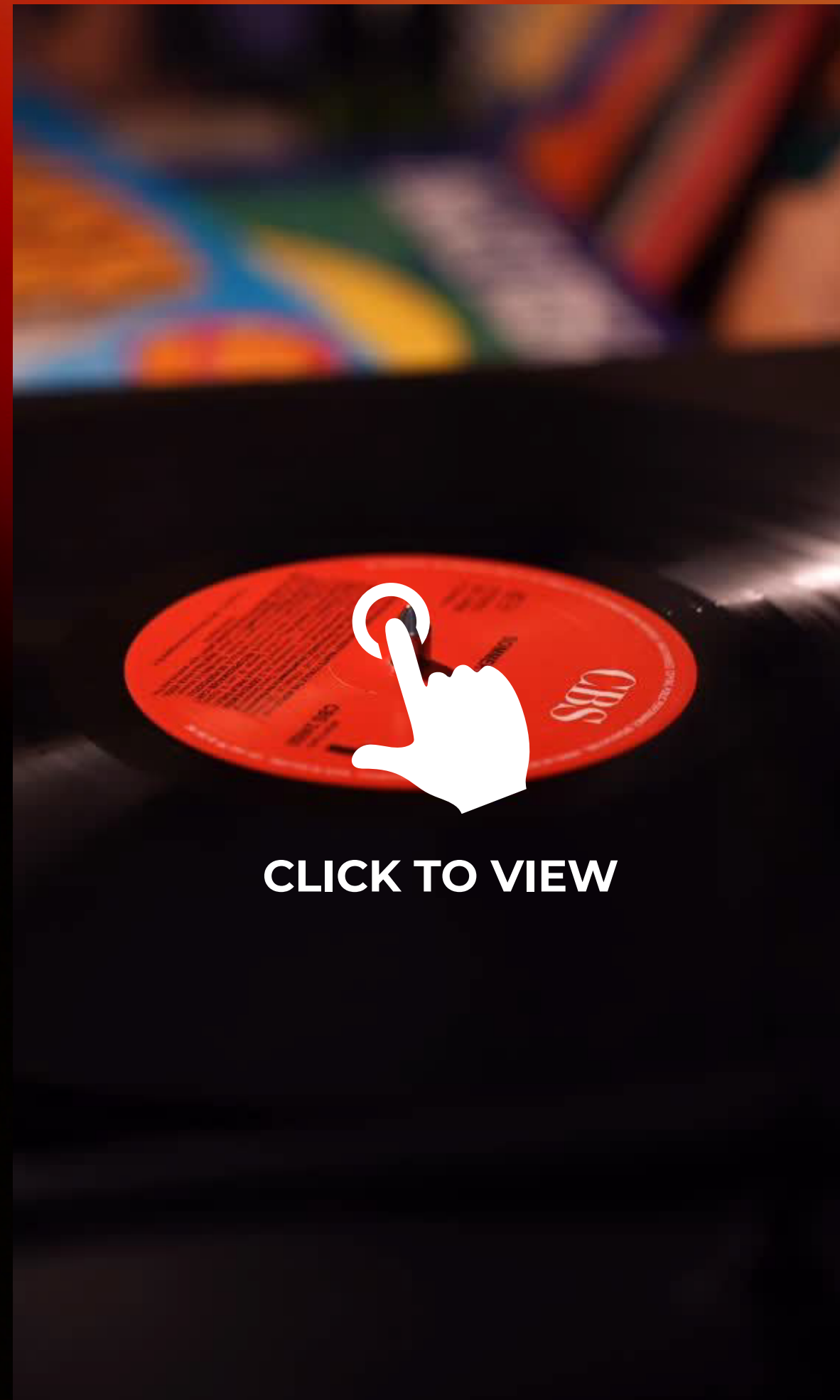
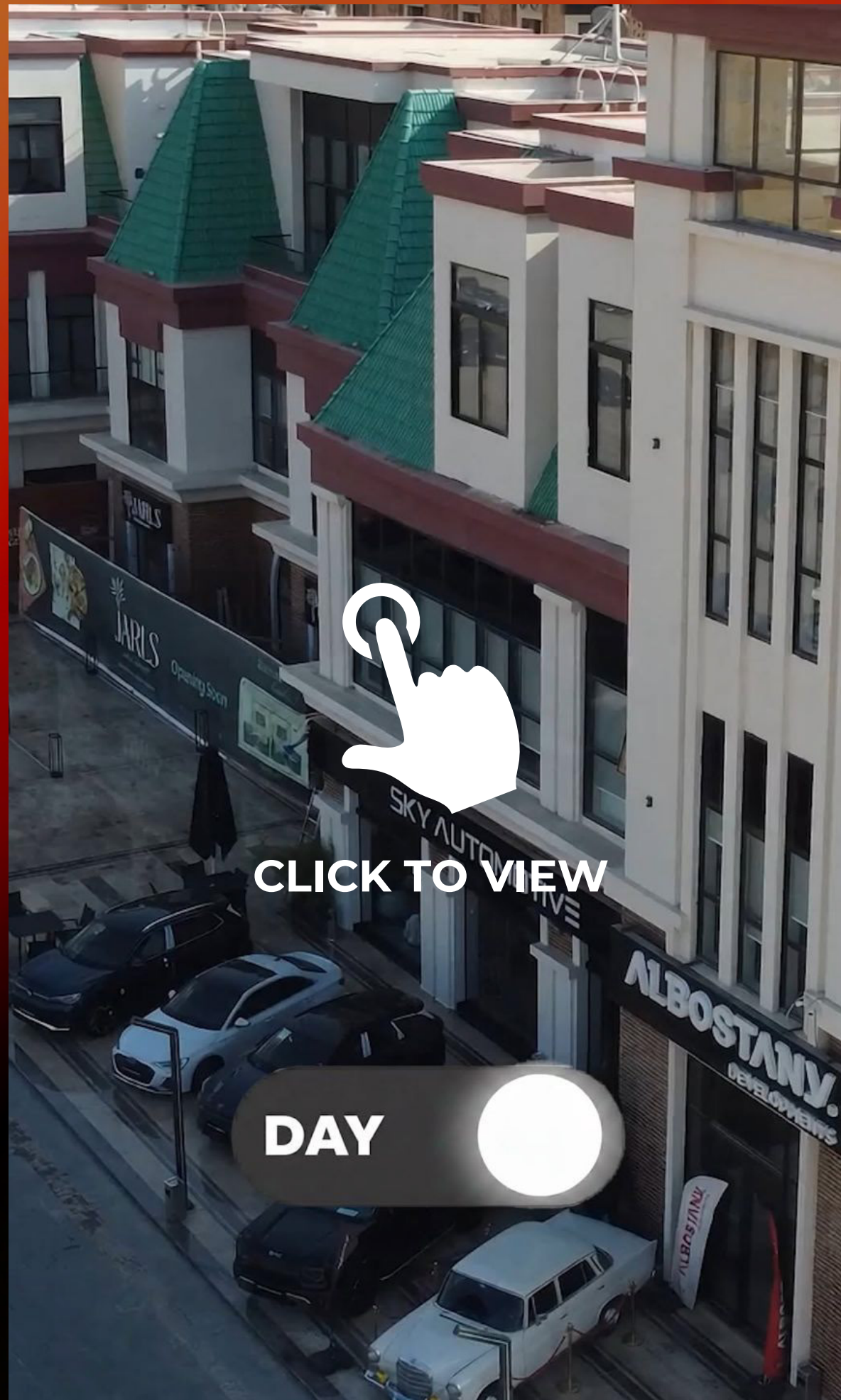




REEL CREATION

Reel creation at HG Advertising is driven by strategy first, ensuring every video aligns with brand positioning, campaign objectives, and platform behavior. We handle the full process end-to-end, from concept development and scripting to shooting, editing, and optimization for maximum engagement. Each reel is designed to be visually impactful, culturally relevant, and performance-oriented, turning content into a growth tool, not just a creative output.





A professional video camera on a tripod is positioned in the foreground, silhouetted against a warm, orange-toned background. The background shows a large event space with a stage, a large screen displaying abstract blue and orange light patterns, and a crowd of people in the distance. The overall atmosphere is that of a high-profile event or concert.

EVENTS COVERAGE

We deliver real-time event media coverage, capturing key moments and behind-the-scenes content to extend reach, create lasting digital assets, and ensure consistent visibility across all channels.



CLICK TO VIEW

Ahmed El-Gendy

Olympics Penathlon, Gold Medalist



CLICK TO VIEW



CLICK TO VIEW



CLICK TO VIEW



INFLUENCERS MANAGEMENT AND PR

Our company delivers premium influencer management and PR solutions that amplify brand visibility, credibility, and audience engagement.



A person is walking away from the camera down a long, curved hallway with glass walls. The scene is bathed in a deep red light, and there are bright, glowing light trails that curve along the walls and ceiling, creating a sense of motion and depth. The person is silhouetted against the light.

THANK YOU

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