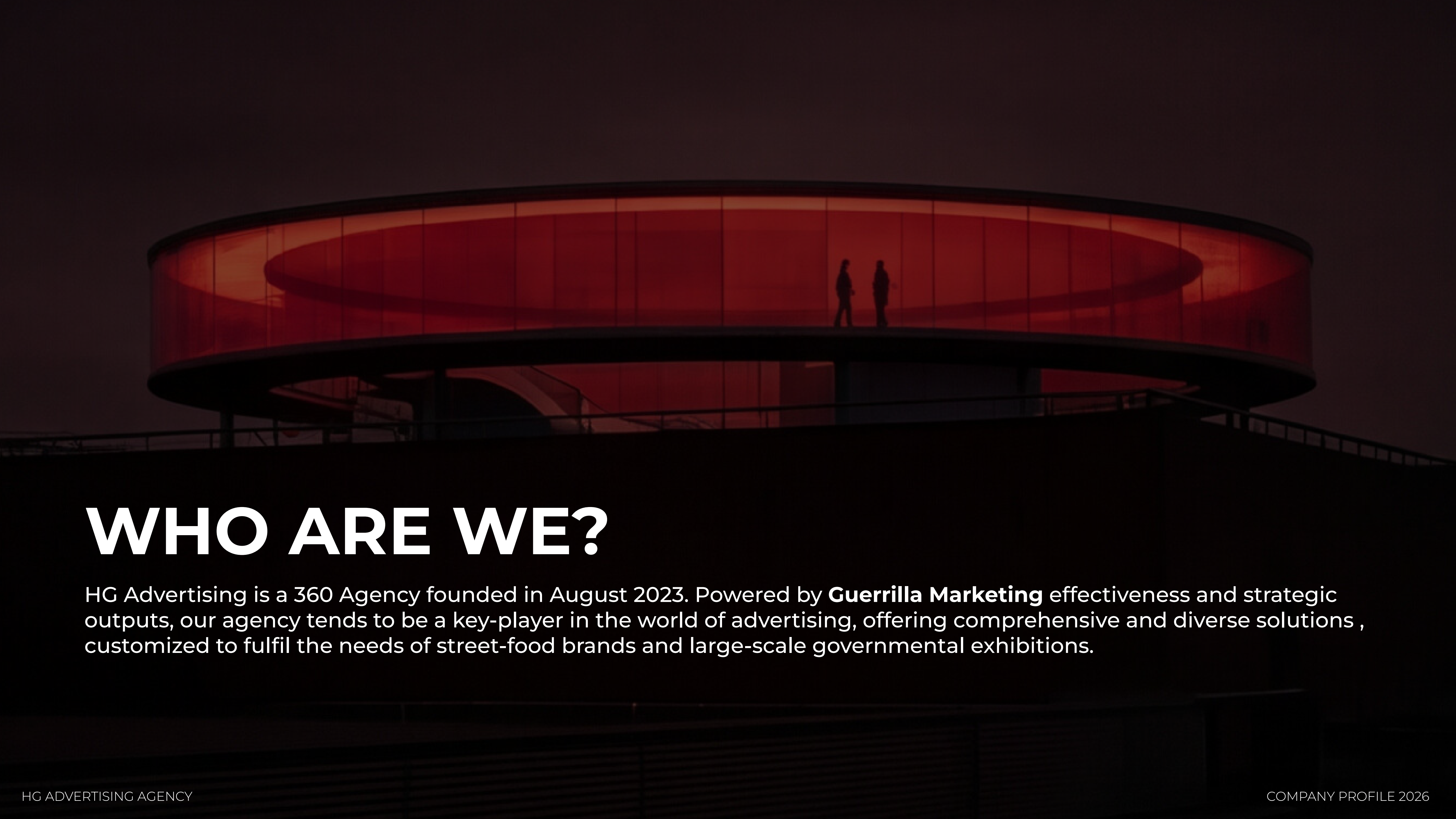




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Hö



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.

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

- UAE

- UK

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

OUR CLIENTS



OOH MARKETING

Our 360 approach dictates a strong outdoor presence, our endeavors into the OOH market includes billboards, printed and digital, as well as other relevant marketing collaterals designs.

FROM CONCEPT TO EXECUTION



A row of motorcycles parked in a dark, possibly underground, parking garage. Each motorcycle has a large digital screen mounted on its handlebars. The screens are displaying the DeliveredMedia logo, which consists of a stylized white arrow pointing down and to the right, followed by the text "DeliveredMedia" in a white sans-serif font. The motorcycles are arranged in a line, receding into the background, creating a sense of depth. The lighting is dim, with some ambient light reflecting off the screens and the metallic parts of the bikes.

DeliveredMedia

TRANSIT MEDIA SOLUTIONS

DMEDIA is a subsidiary company from HG Advertising, specialized in providing innovative and cutting edge OOH marketing solutions by means of providing a large fleet of motorcycle units, equipped with the latest and highest quality delivery box screens, ensuring seamless delivery of goods, and a clear marketing message.

//

SECTION I
EVENTS & EXHIBITIONS

CLIENT:

تُرَاثِنَا

A full 360 campaign built around Turathna's brand presence at the event, combining AI-generated video production with live media coverage, a cinematic aftermovie, end-to-end social media management, PR, media buying and performance analytics. HG owned the entire content lifecycle, from pre-event hype to post-event reporting, delivering measurable reach and engagement across every phase.

HG

+ 4.7 **M** REACH
+ 5.9 **M** IMPRESSIONS

+400 Messages

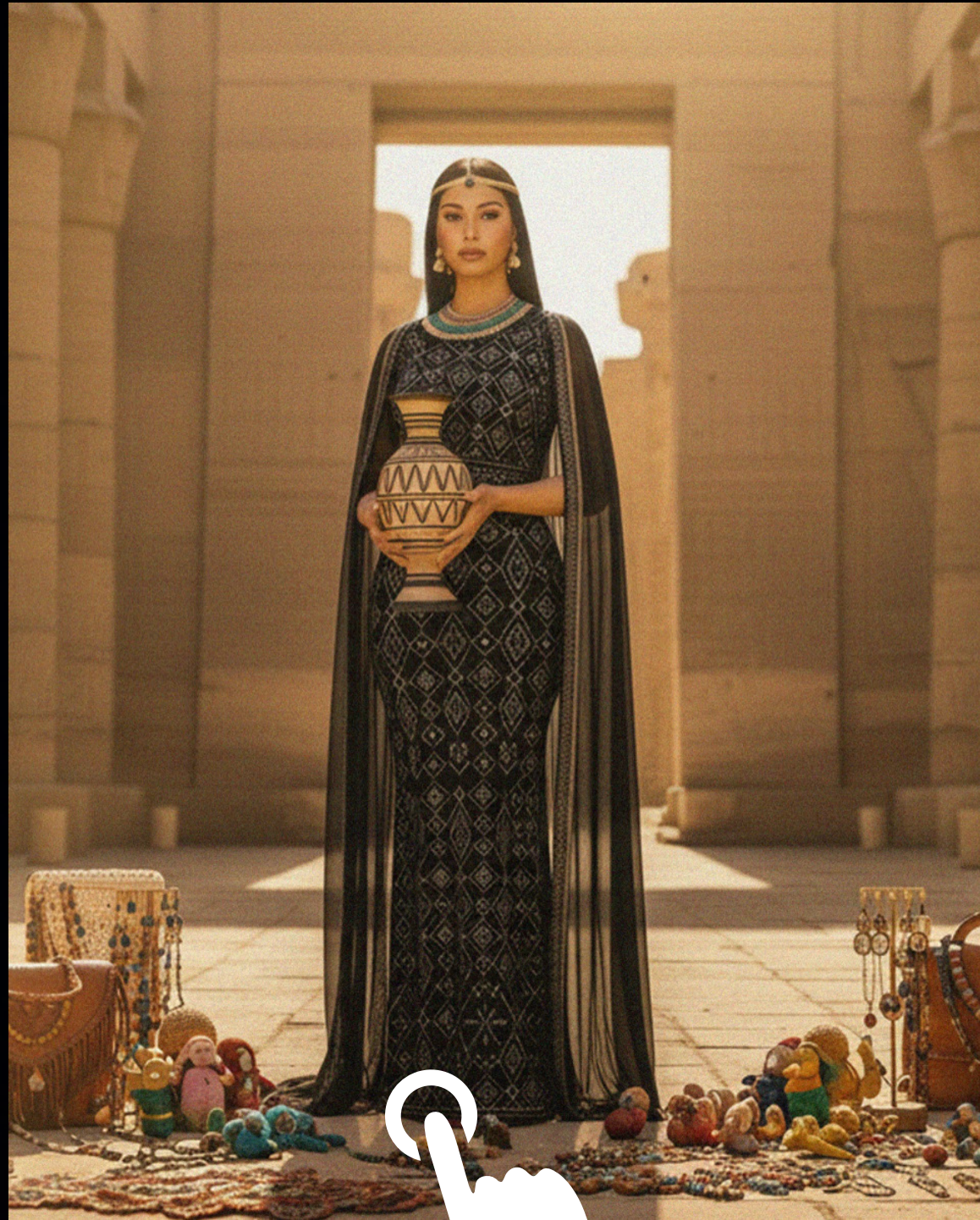
+50,000 Reactions

+8M Video Plays

ON META



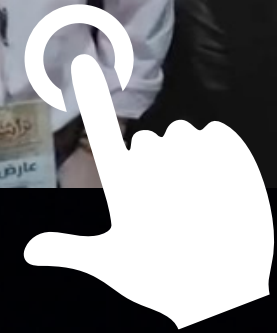
Creating nationwide impact requires a strategy that reflect such a goal. Number speak loud.



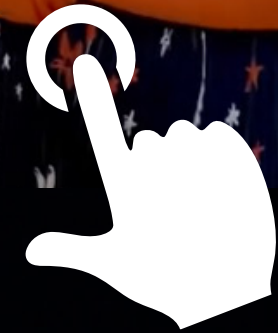
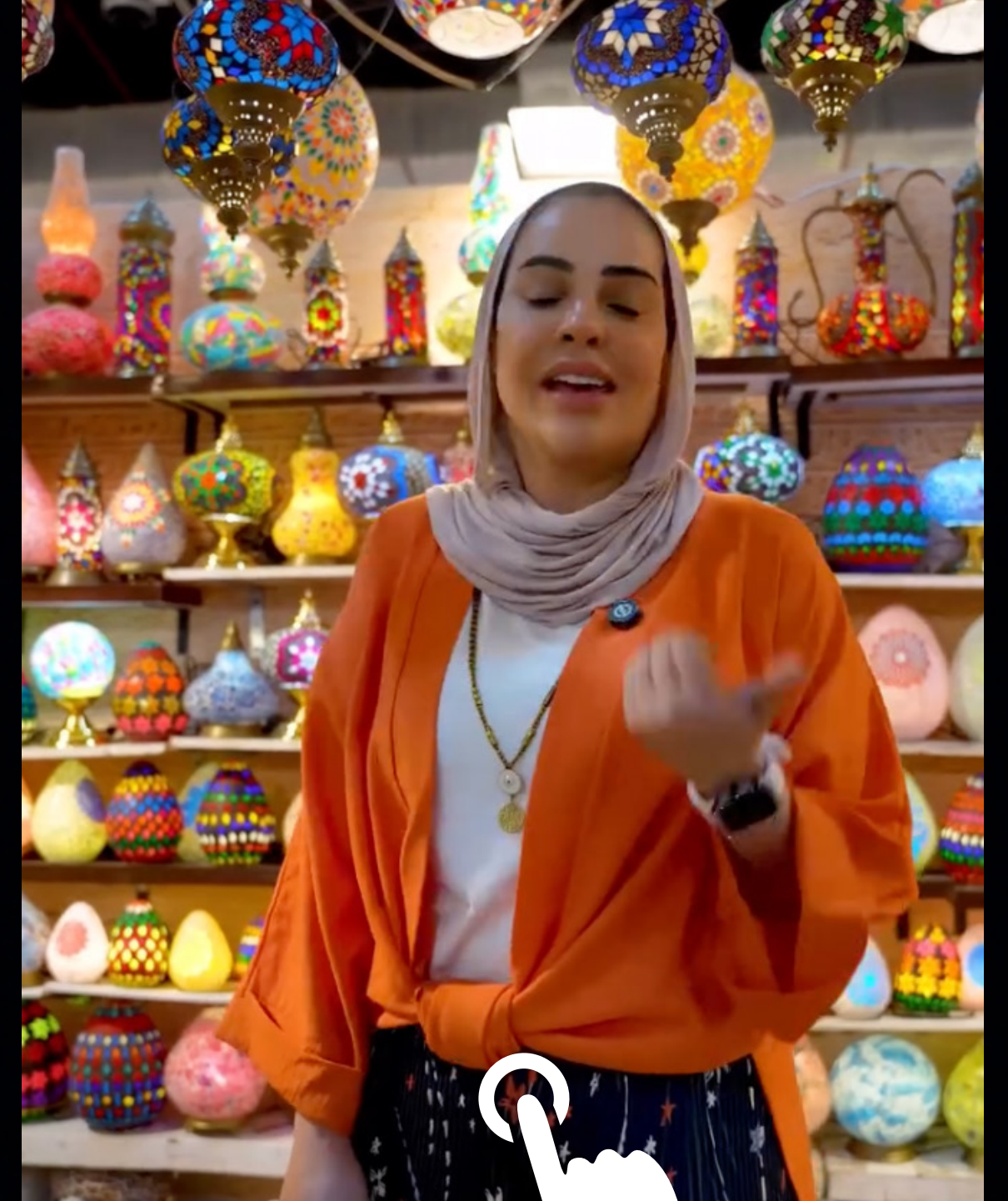
CLICK TO VIEW



CLICK TO VIEW



CLICK TO VIEW



CLICK TO VIEW

CLIENT:



Led visual direction development for the event alongside full social media management, on-ground media coverage and interview production, shaping how the brand was seen and experienced across every channel.





CLICK TO VIEW



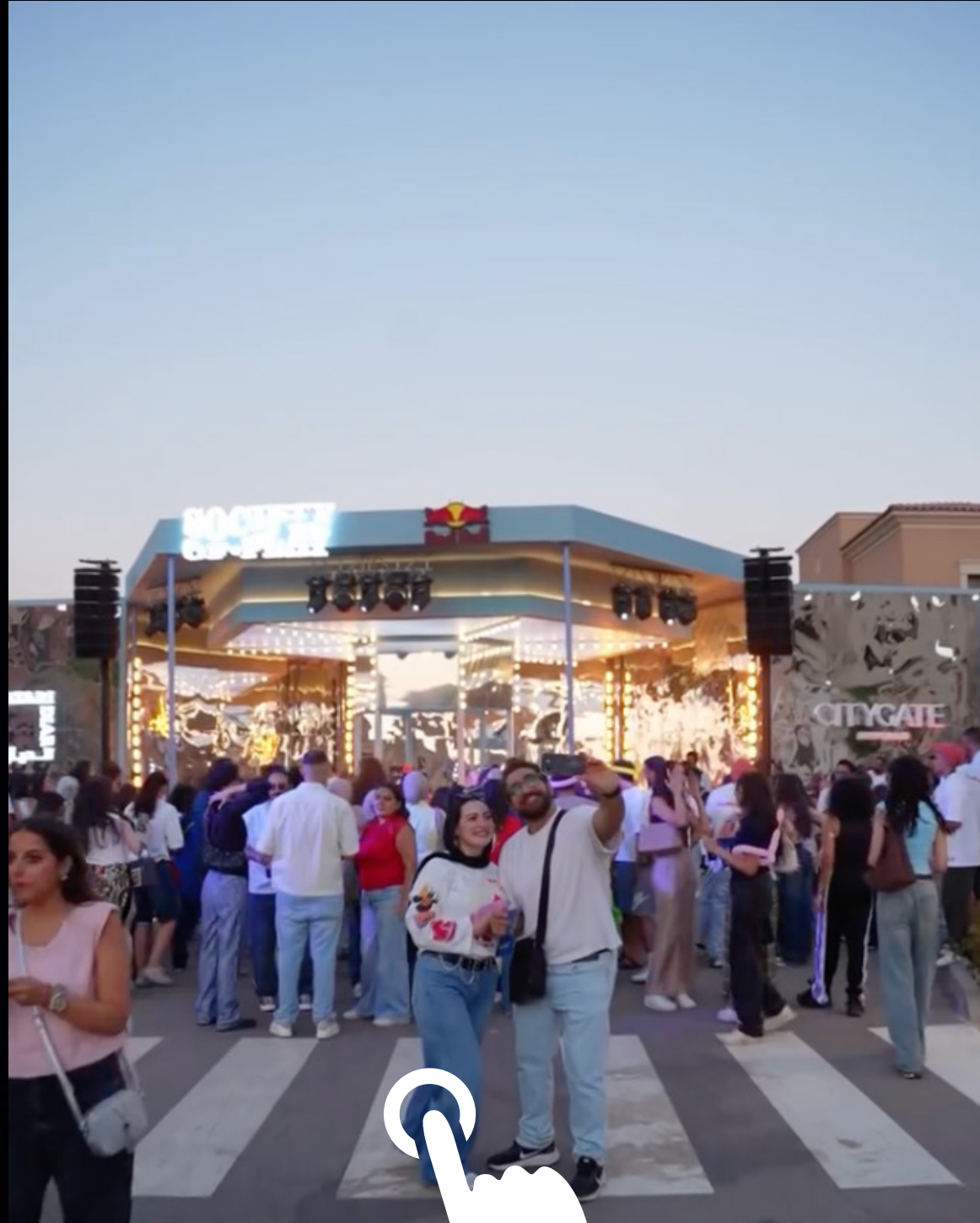
CLICK TO VIEW

CLIENT:

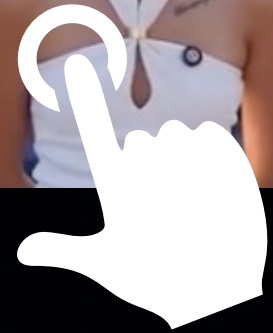


Full media coverage of The Play Festival paired with unique creative output across event collaterals, from on-ground content capture to designed assets that carried the festival's identity across every touchpoint.





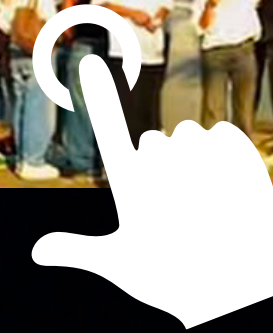
CLICK TO VIEW



CLICK TO VIEW



CLICK TO VIEW



CLICK TO VIEW

CLIENT:



MENA SPINE
CONGRESS



A 3-year continuous partnership managing both events end to end, covering full campaign development, social media management, website development, media buying and offline design. This is HG's longest-standing event partnership and reflects sustained trust and consistent delivery across multiple cycles.

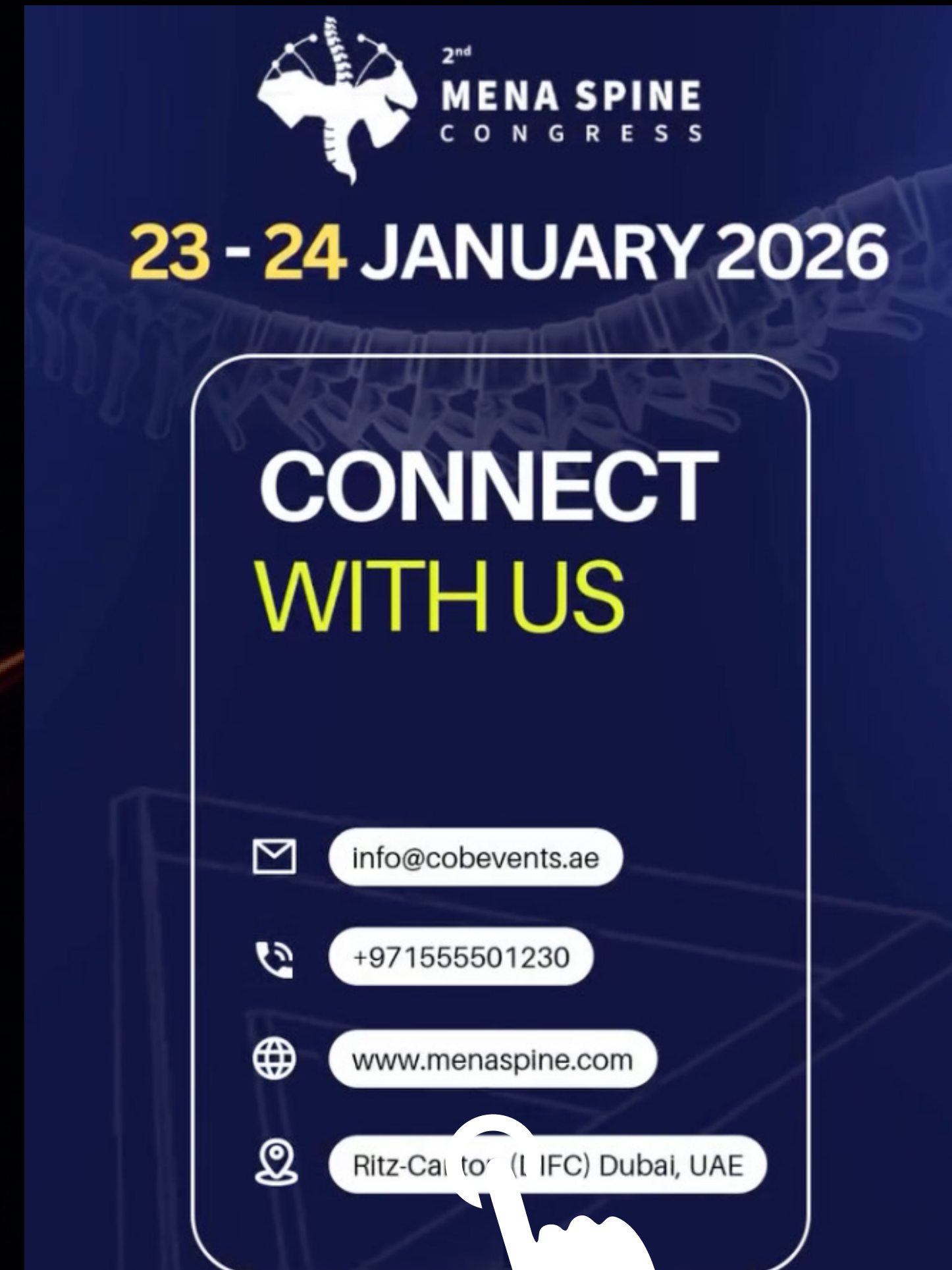


CLICK TO VIEW



**JOIN US AT
MSC 2026**

CLICK TO VIEW



23-24 JANUARY 2026

**CONNECT
WITH US**



info@cobevents.ae



+971555501230



www.menaspine.com



Ritz-Carlton (L IFC) Dubai, UAE

CLICK TO VIEW

//

SECTION II

FOOD & BEVERAGE

İZMİR SARAY

A full 360 Ramadan campaign built around Izmir Saray's biggest seasonal moment, covering social media management, media production, event management, PR and media buying. HG has since taken on ongoing management of the brand's social media presence beyond the campaign, making Izmir Saray one of HG's longest-running F&B partnerships.



HÖ

STRONG CONTENT WITH SMART MEDIA BUYING DRIVES BETTER RESULTS IN A COMPETITIVE SEASON.

+ 2.6 M	+ 592.8 K	+ 17.1 K
VIEWS	REACH	REACTIONS



CLICK TO VIEW



CLICK TO VIEW



CLICK TO VIEW



CLICK TO VIEW



CLICK TO VIEW

SALOOHA

Full brand launch for Salooha, covering social media management, PR, media buying, giveaways and printing, and media production from day one. HG built the brand's presence from the ground up.

A photograph of the interior of a Salooha restaurant. The space is modern with orange walls, a white ceiling, and large windows. The Salooha logo is prominently displayed on the wall. A hand icon is pointing towards the bottom right corner of the image.

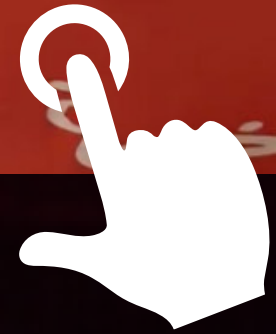
Another quarter and the numbers just speak.

+1.5 M	+365.5 K	+24.8 K
VIEWS	REACH	REACTIONS

CLICK TO VIEW



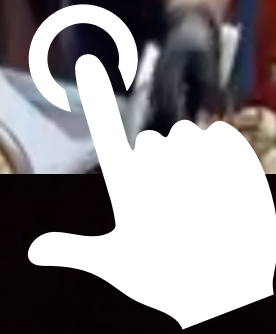
CLICK TO VIEW



CLICK TO VIEW



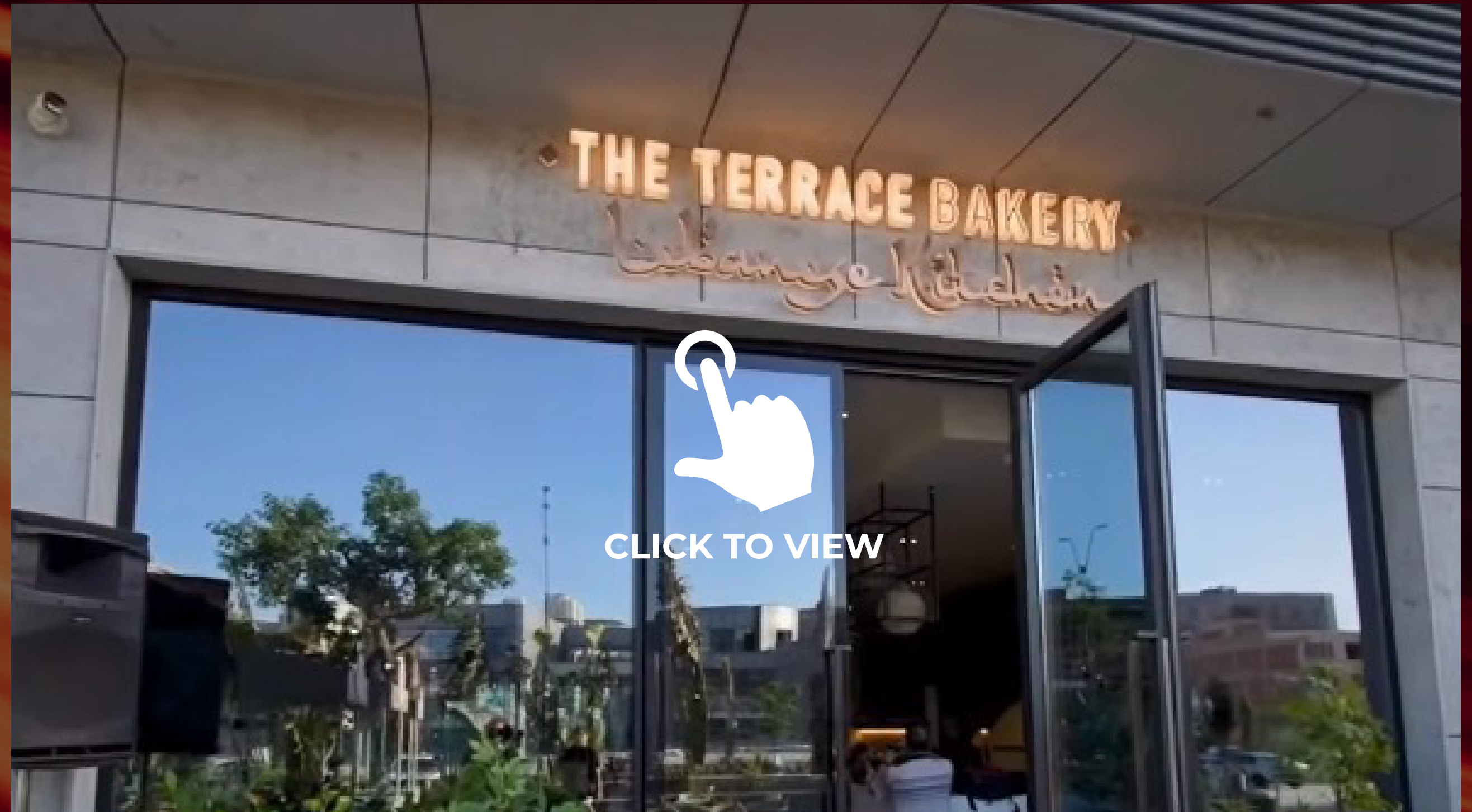
CLICK TO VIEW



CLICK TO VIEW

TERRACE BAKERY

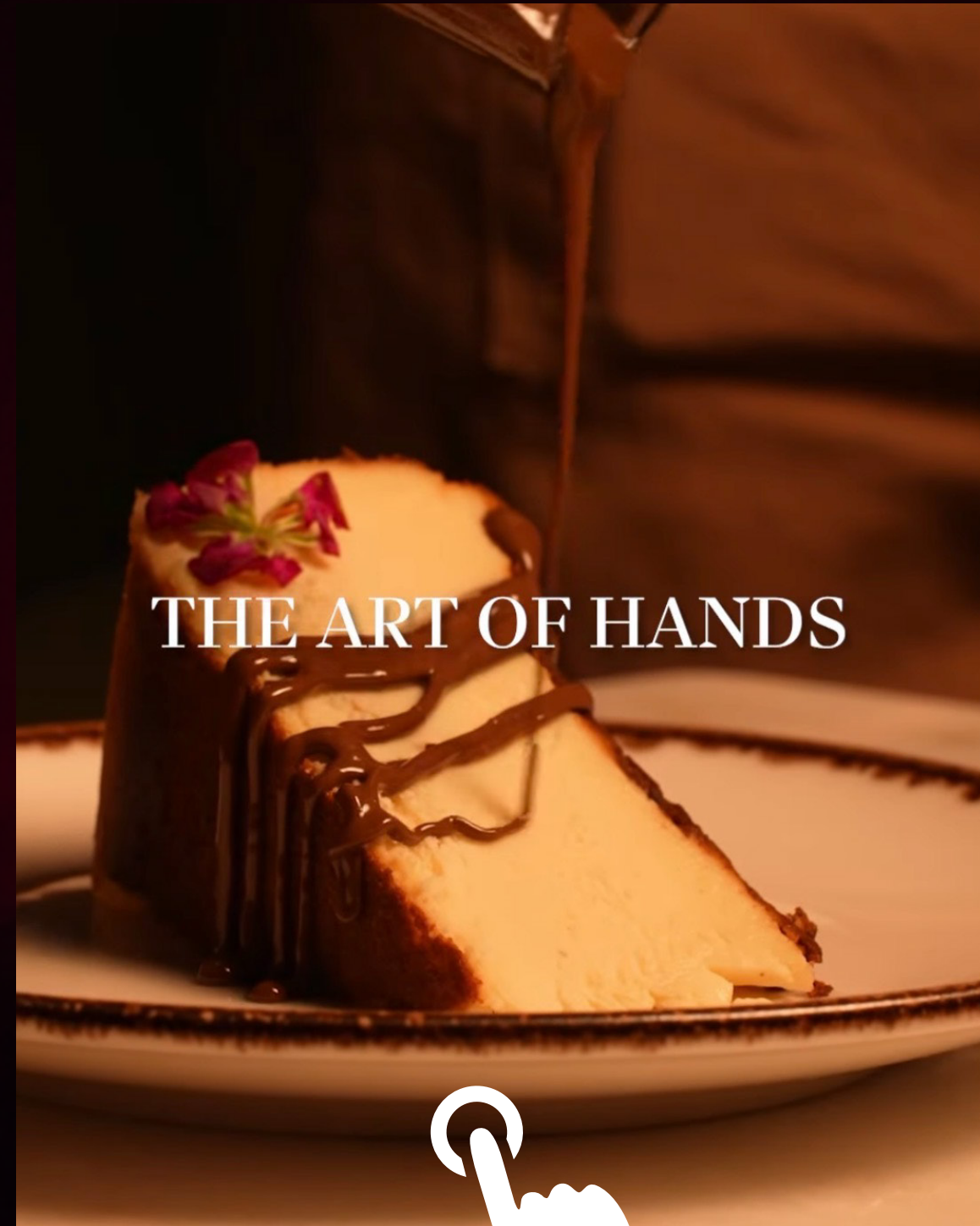
Led the full brand launch for Terrace Bakery, including the grand opening event, social media management, media production and PR. HG owned the brand's first impression across both the physical launch and its digital presence.



Lebanese
Kitchen
THE TERRACE
♦ BAKERY ♦



CLICK TO VIEW

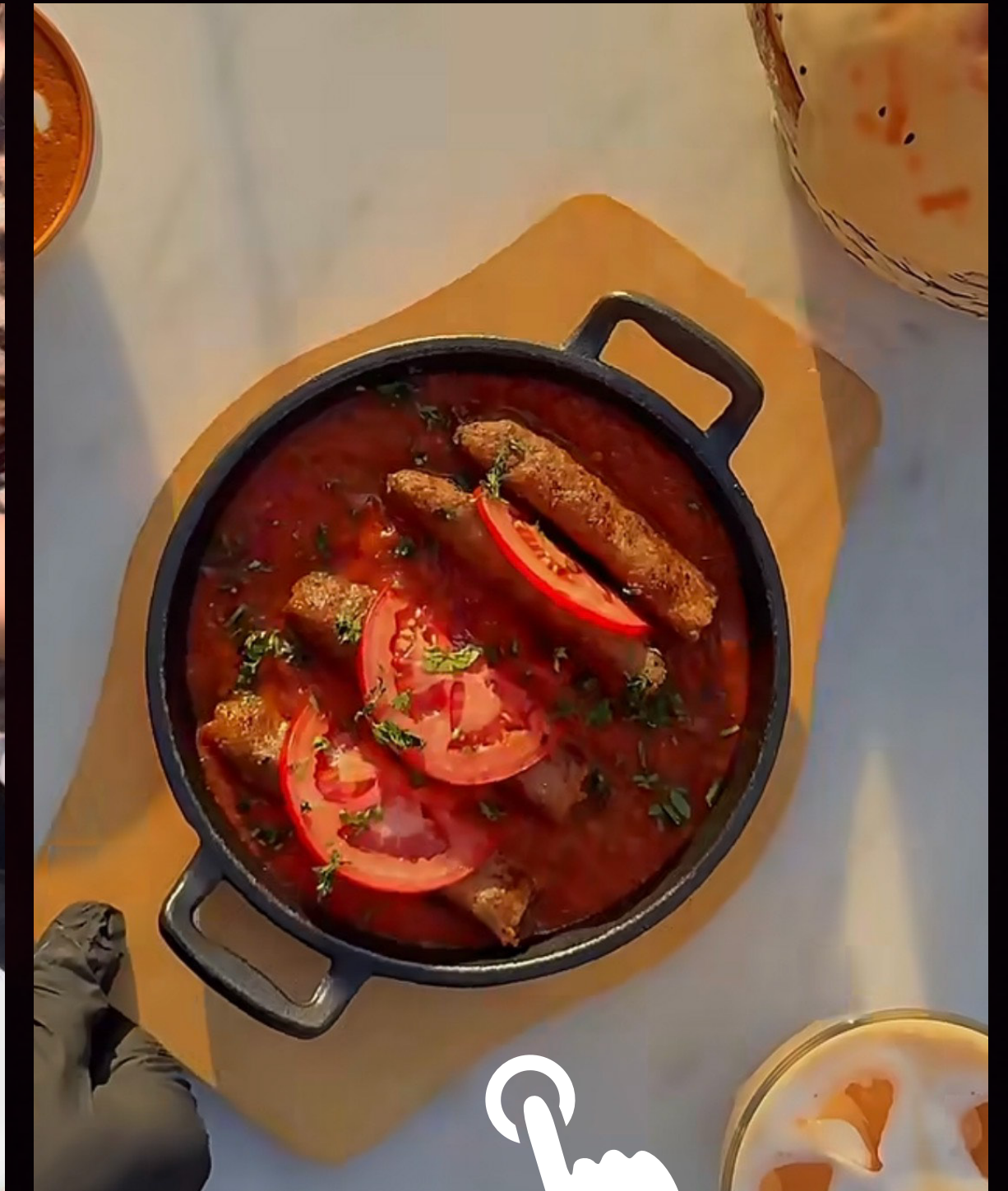


THE ART OF HANDS

CLICK TO VIEW



CLICK TO VIEW



CLICK TO VIEW

ELAN LONDON

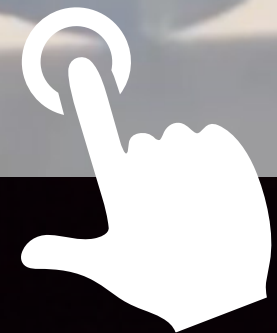
Ongoing social media management and media production for ELAN London.



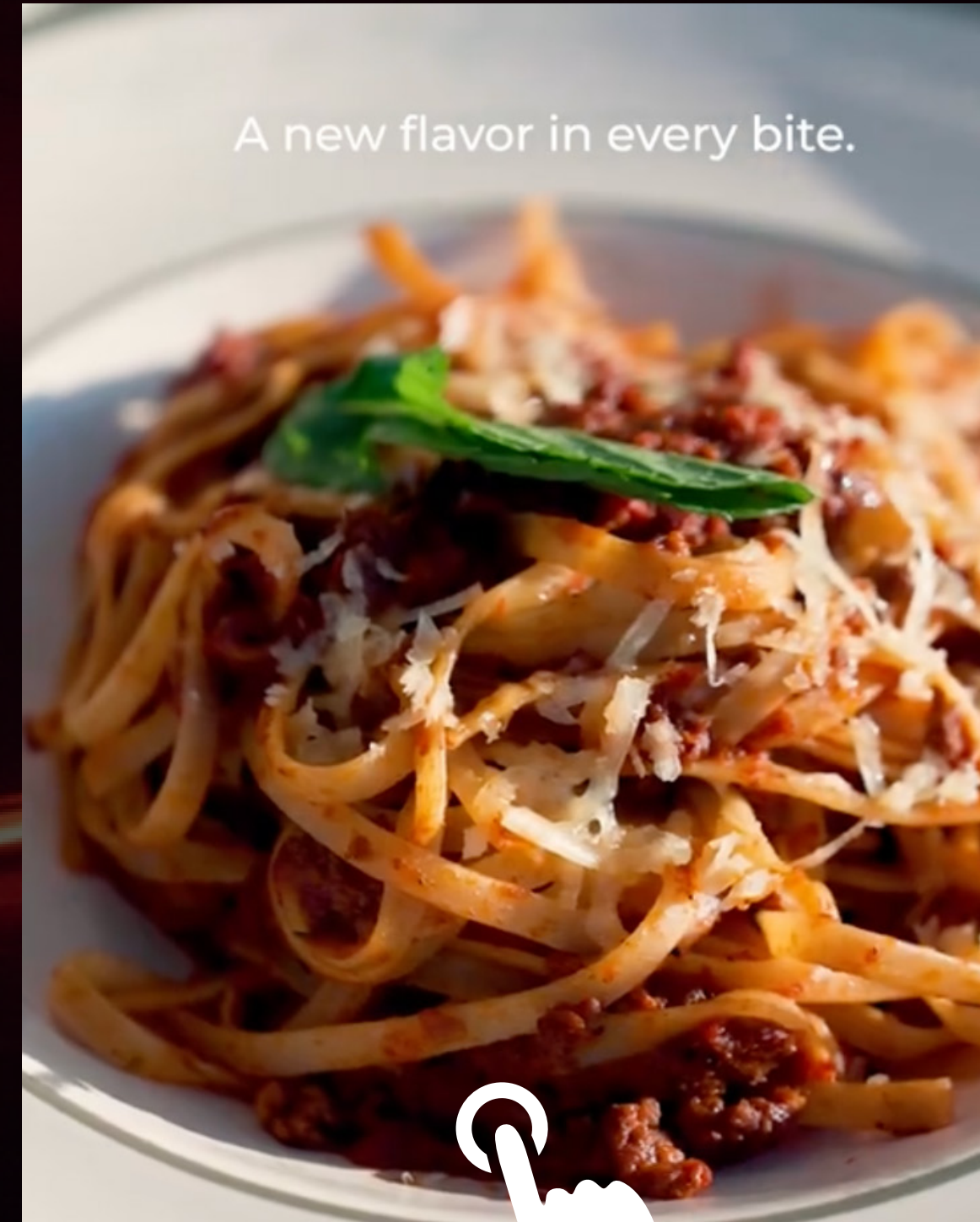
EL & N
LONDON



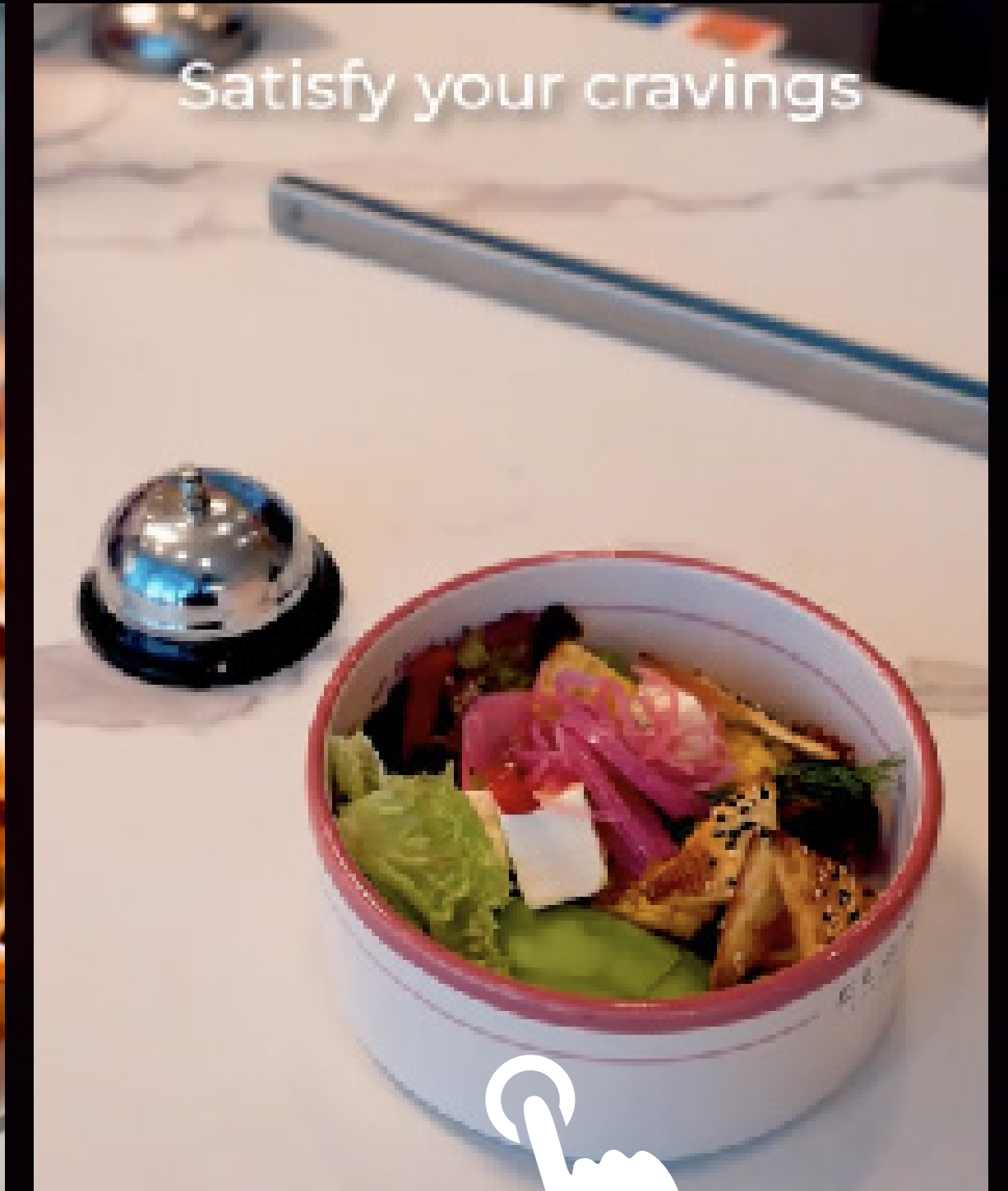
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CLICK TO VIEW



CLICK TO VIEW



CLICK TO VIEW

REAL NUTRITION

Delivered packaging design for Real Nutrition's protein cups and chips product lines, alongside a PR campaign featuring Bassant Elzoharry and Basel Nofal to drive product visibility and credibility.

Reäl

POPPED CHIPS

ريال شوفان
سناكس يطعم يحصل مكرمل
بنون الوان صناعية
صحي غير مقلّي
Healthy, Non-fried

طبا للموافقة المصرية
المصرية رقم ٤١٨/٢٠٠٥
In accordance with Egyptian
Standard No. 4138/2005

التبعية بالحدسية
منتج من الحبوب يحتوي على الجلوتين وقد يحتوي على
الآثار الحليب، المكسرات - البيض أو مشتقات الصويا.

Allergy Alert
This Product is a cereal Product containing
gluten and may contain
traces of milk, Nuts, Egg, and/or soy derivatives.

يحفظ في مكان جاف بعيد عن أشعة الشمس المباشرة
Keep in a dry place away from direct sunlight



تاريخ الإنتاج والصلاحيه مطبوع على العبوة
The date of production and validity
are printed on the packaging



صنع في مصر
Made in Egypt

154
CAL
PER SERVING

Real

POPPED CHIPS

SIMPLY POPPED. SIMPLY REAL.

NEVER
FRIED

9g
OF PROTEIN

HIGH PROTEIN
SOURCE OF FIBER



CARAMELIZED
ONION

Nutrition Facts

Serving Size (40g)

Amount Per Serving

Calories 154

Daily Value %		
Total Fat	2.8g	2%
Saturated Fat	0.6g	2%
Trans Fat	0g	
Polysaturated Fat	0g	
Monounsaturated Fat	0g	
Cholesterol	0.6mg	0%
Sodium	0.23mg	0%
Total Carbohydrate	33g	9%
Dietary Fiber	5g	13%
Soluble Fiber	1g	
Total Sugars	0.5g	
Includes Added Sugars	0g	0%
Protein	8g	20%

Vitamin D	0mg	0%
Calcium	0mg	0%
Iron	0.4mg	2%
Potassium	58mg	2%
Vitamin A	17%	
Vitamin C	0.4%	

* The % Daily Value (DV) tells you how much a nutrient in serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.

القيمة الغذائية لكل وجبة

المكونات : شوفان - محروش الذرة - سيمولينا الذرة

نكهات - ملح أقل من ٢.٥ - نكهات -

Ingredients: Oat- Crushed Rice - Vegetable Oil - Salt Less than 5% - Flavors - Annatto Natural Color

Real Nutrition - Egypt

info@real-nutrition.com

www.real-nutrition.com

+2 012 048 00048

Production and packaging by

Food Line Food Industries Company

For Real Nutrition Company

تم الإنتاج و التعبئة

من شركة فود لاين للصناعات الغذائية

لصالح شركة ريال نوتريشن

Real Nutrition

realnutritionegypt

Real Nutrition



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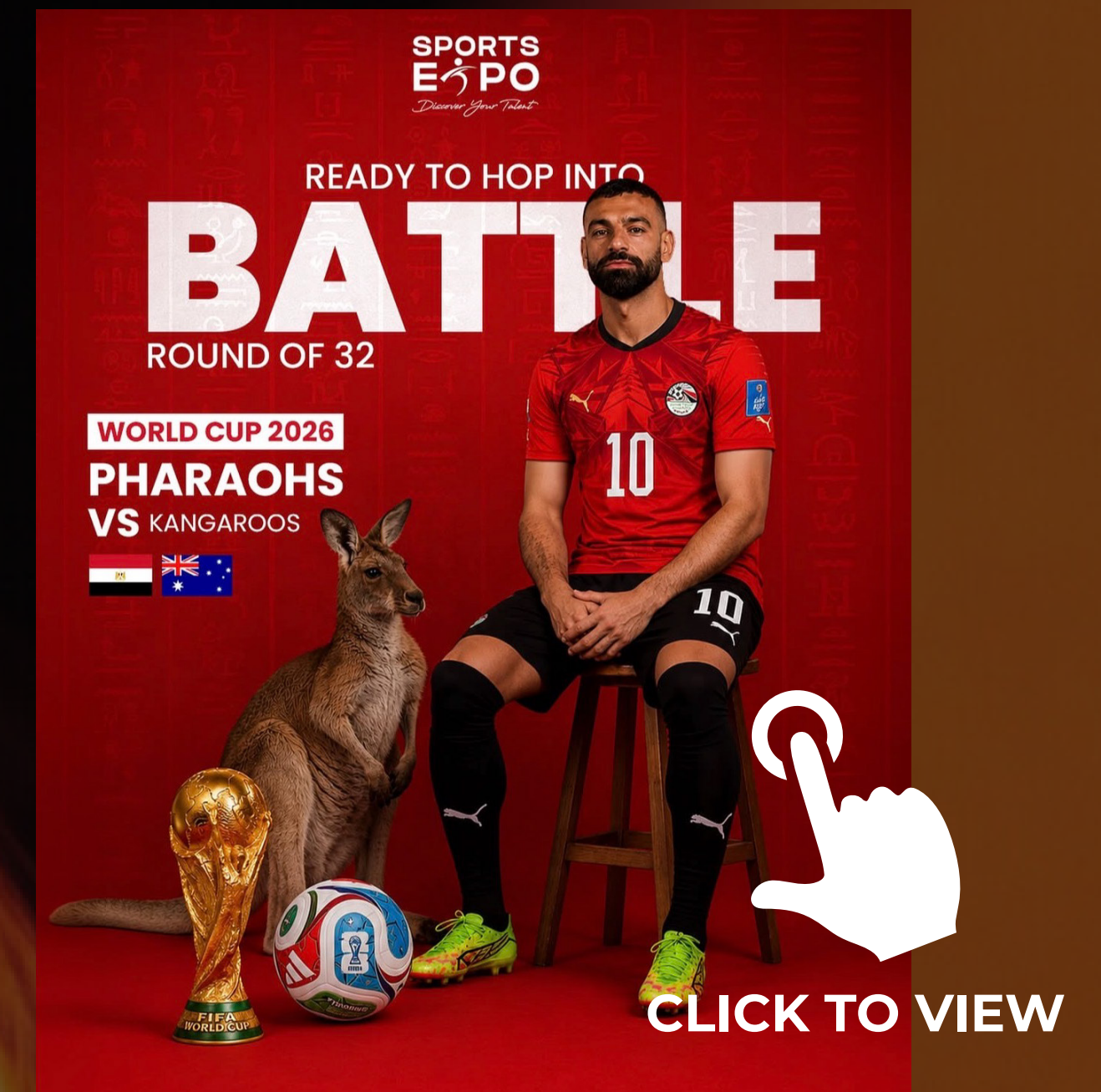
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SECTION III

SPORTS & WELLNESS

SPORTS EXPO

A full 360 campaign covering media production, PR, social media management, media buying and website development, with a core strategic focus on repositioning the event's audience toward a Class A, Gen-Z demographic. HG rebuilt both the content strategy and the digital presence to support that shift.

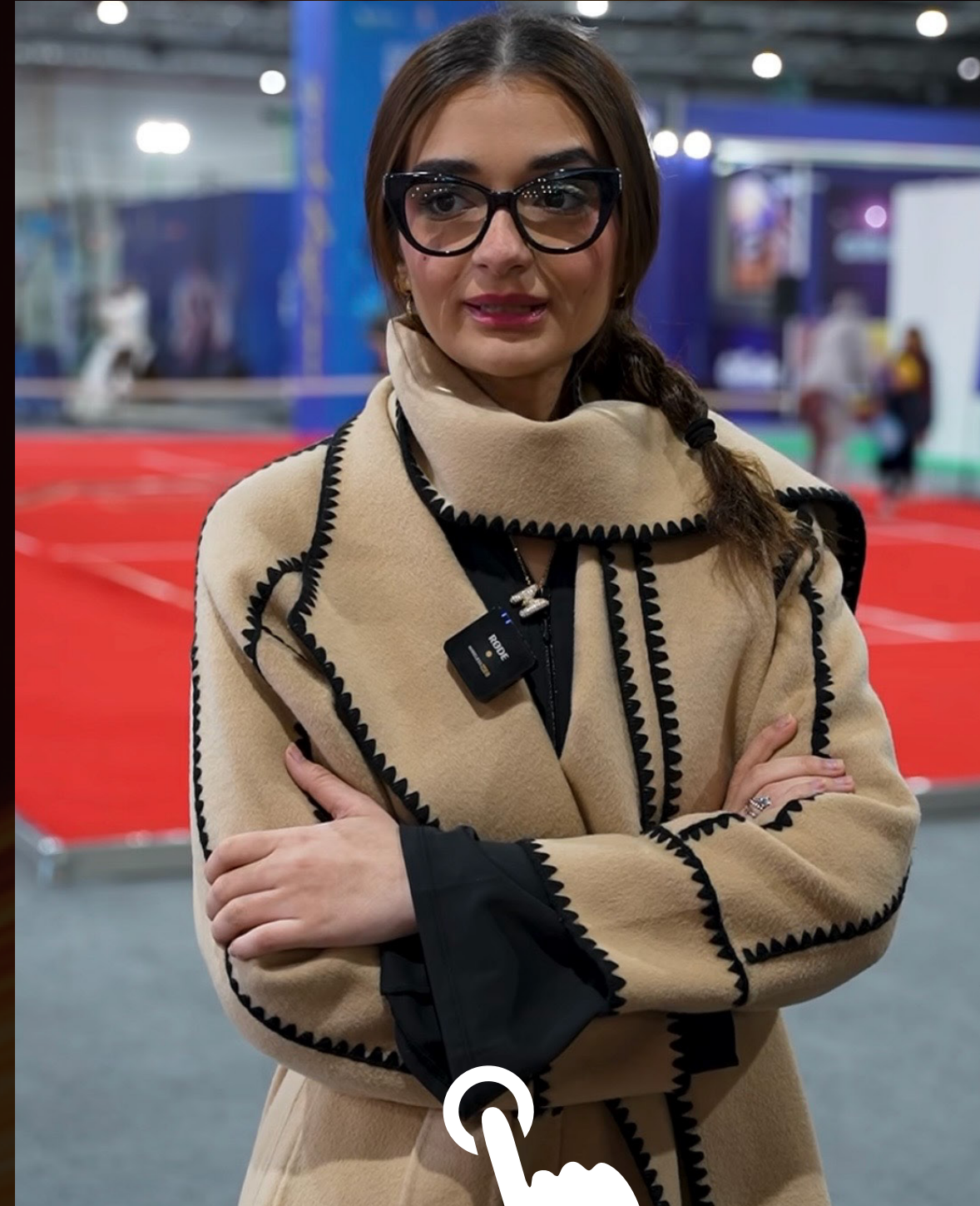




CLICK TO VIEW



CLICK TO VIEW



CLICK TO VIEW

AMATEUR'S LEAGUE

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**



#الملعب_بيناديك

CLICK TO VIEW



CLICK TO VIEW



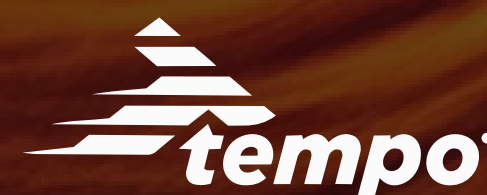
CLICK TO VIEW



CLICK TO VIEW

ZED RAMADAN TOURNAMENT

Produced TikTok-first content for ZED's Ramadan Tournament that generated over 1.5M organic views in under 5 days, driven entirely by organic content strategy with no paid amplification.





CLICK TO VIEW



أصعب سؤال في الكورة؟

CLICK TO VIEW



CLICK TO VIEW

ANALOG REFORMER PILATES

Ongoing social media management and media production for Analog Reformer Pilates.

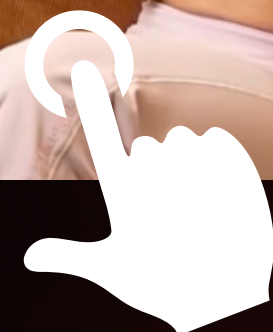




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SECTION IV **PR & INFLUENCER MANAGEMENT**

PR CAMPAIGNS & INFLUENCERS MANAGEMENT

We specialize in managing comprehensive PR & Influencer Campaigns curated towards maximising reach and impact, this includes collaborations with prominent industry entities, macro & micro influencers, UGC creators, printing, giveaways and events.



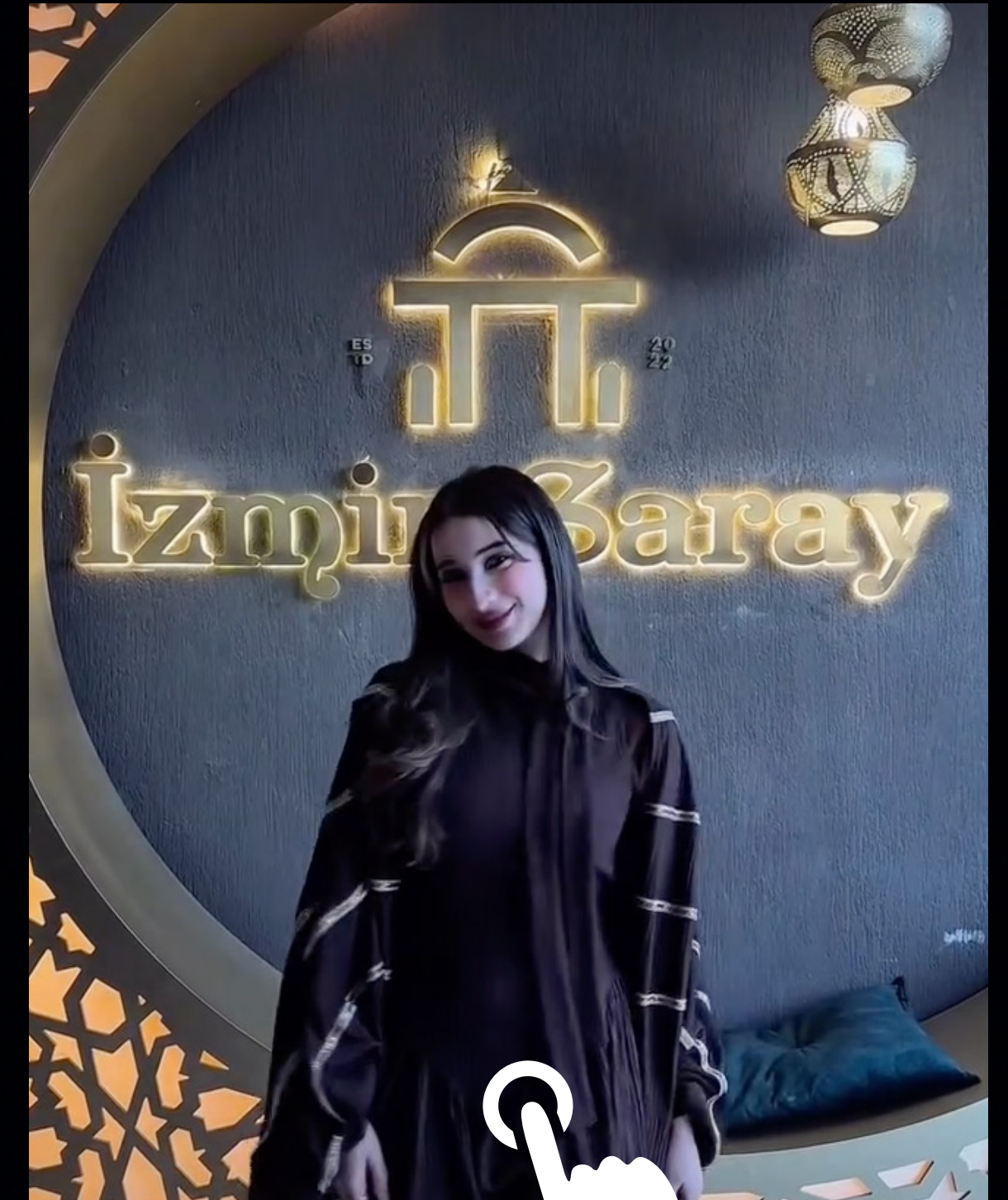
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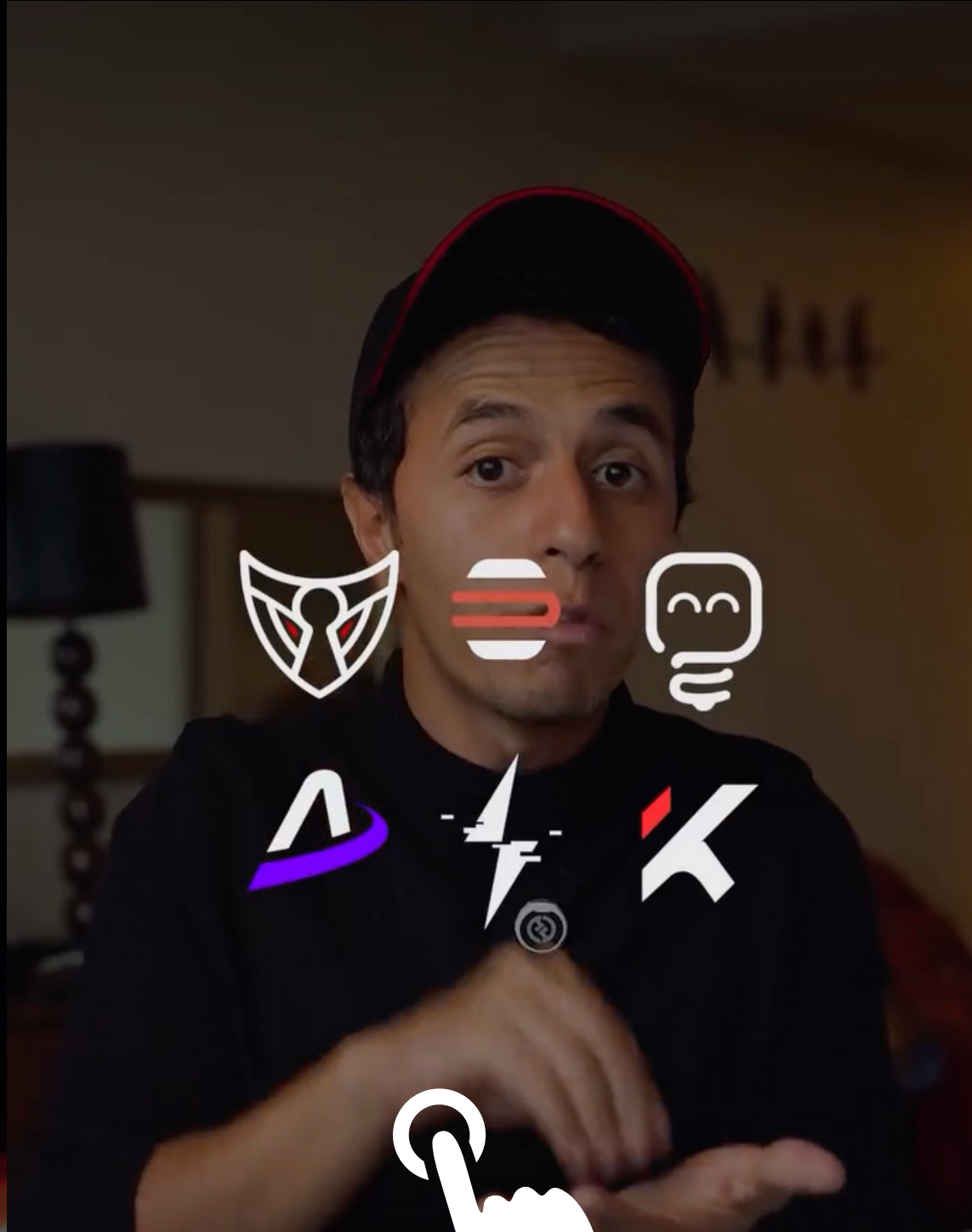
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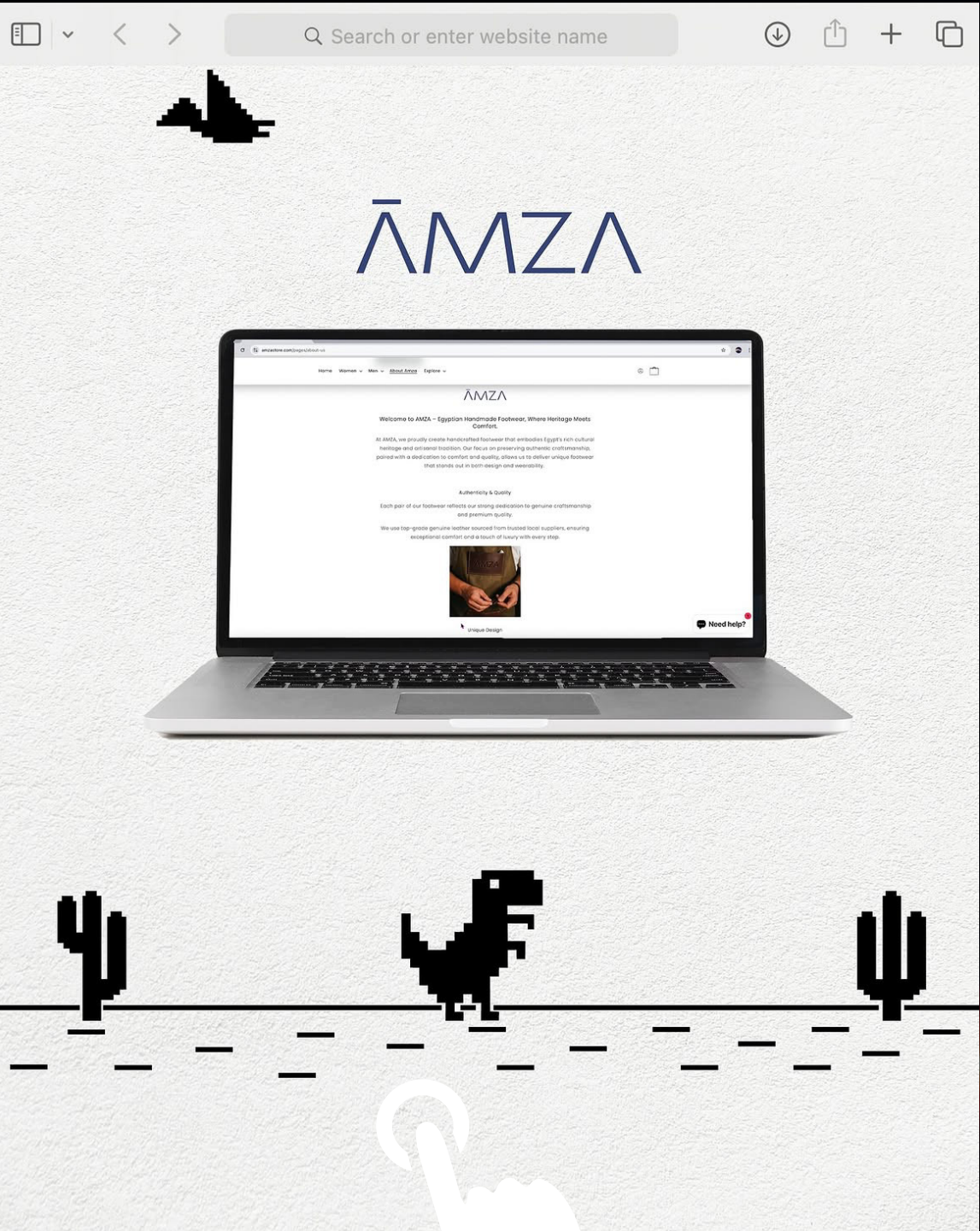
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SECTION V

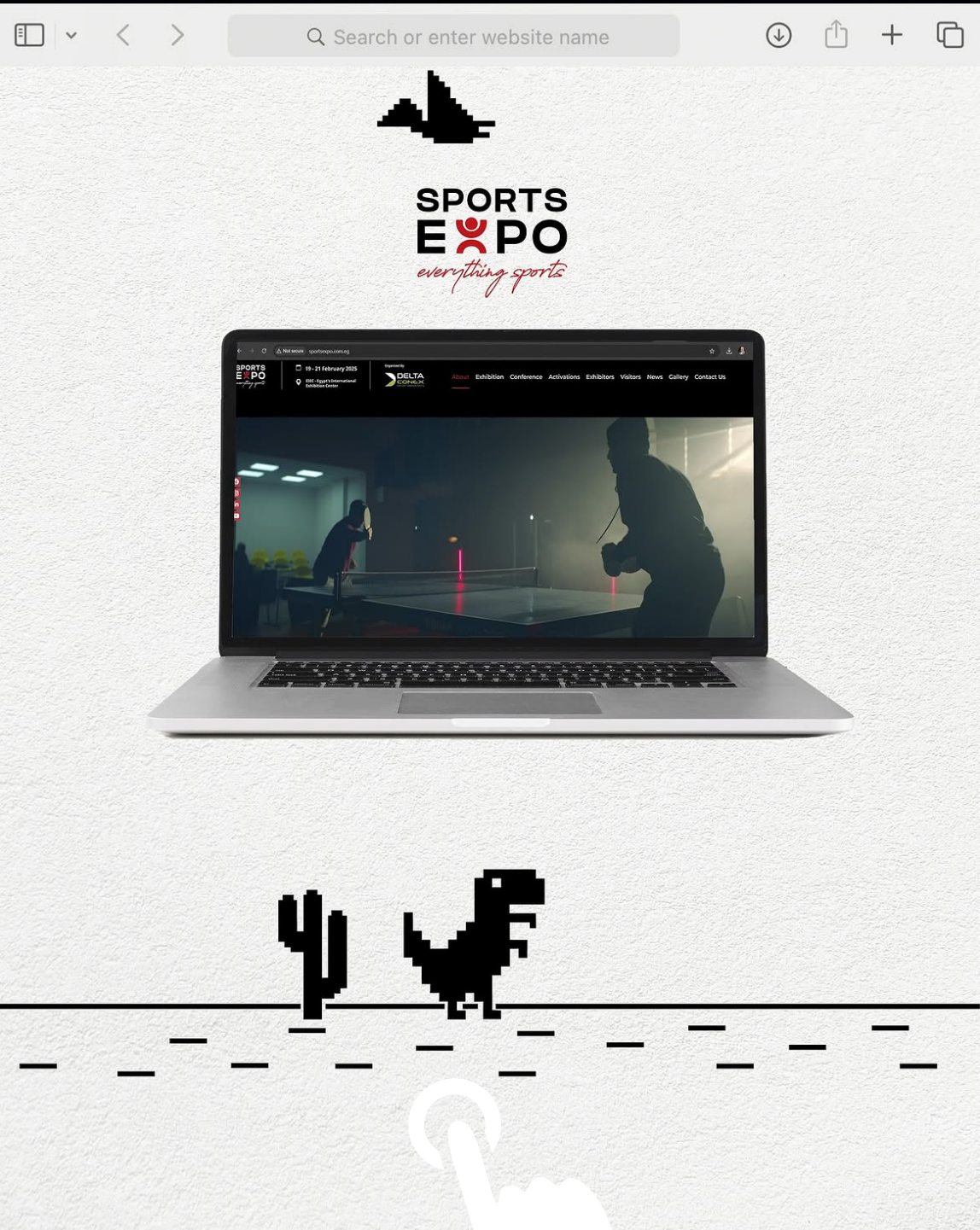
WEBSITE DEVELOPMENT



A fundamental marketing collateral in the digital age is creating a highly interactive website, that both serves as a strong online presence, as well as convert clients, at HG, we specialize in website development with a wide range of websites that include E-Commerce Website, Portfolio Websites, Booking Websites & Experience Based website



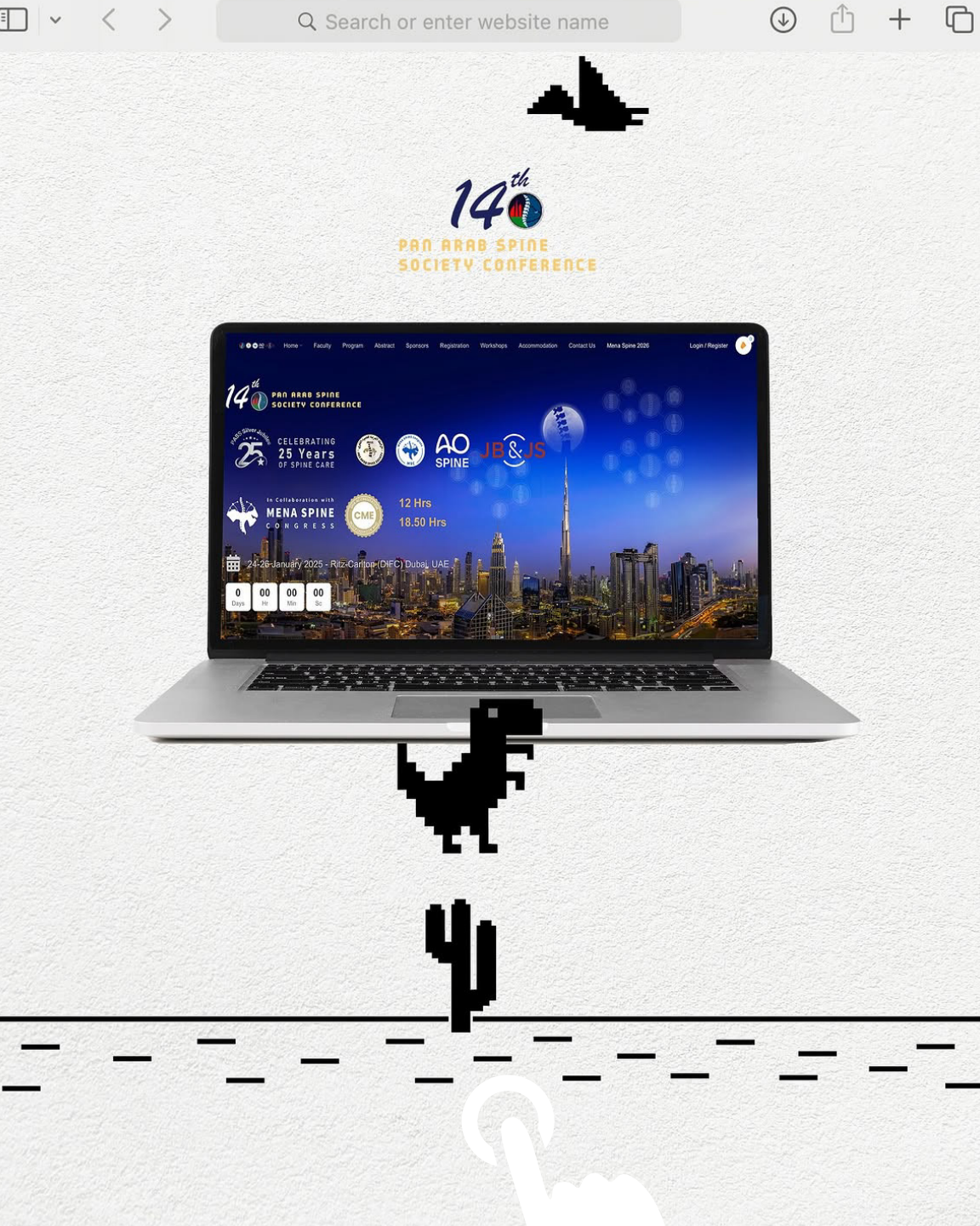
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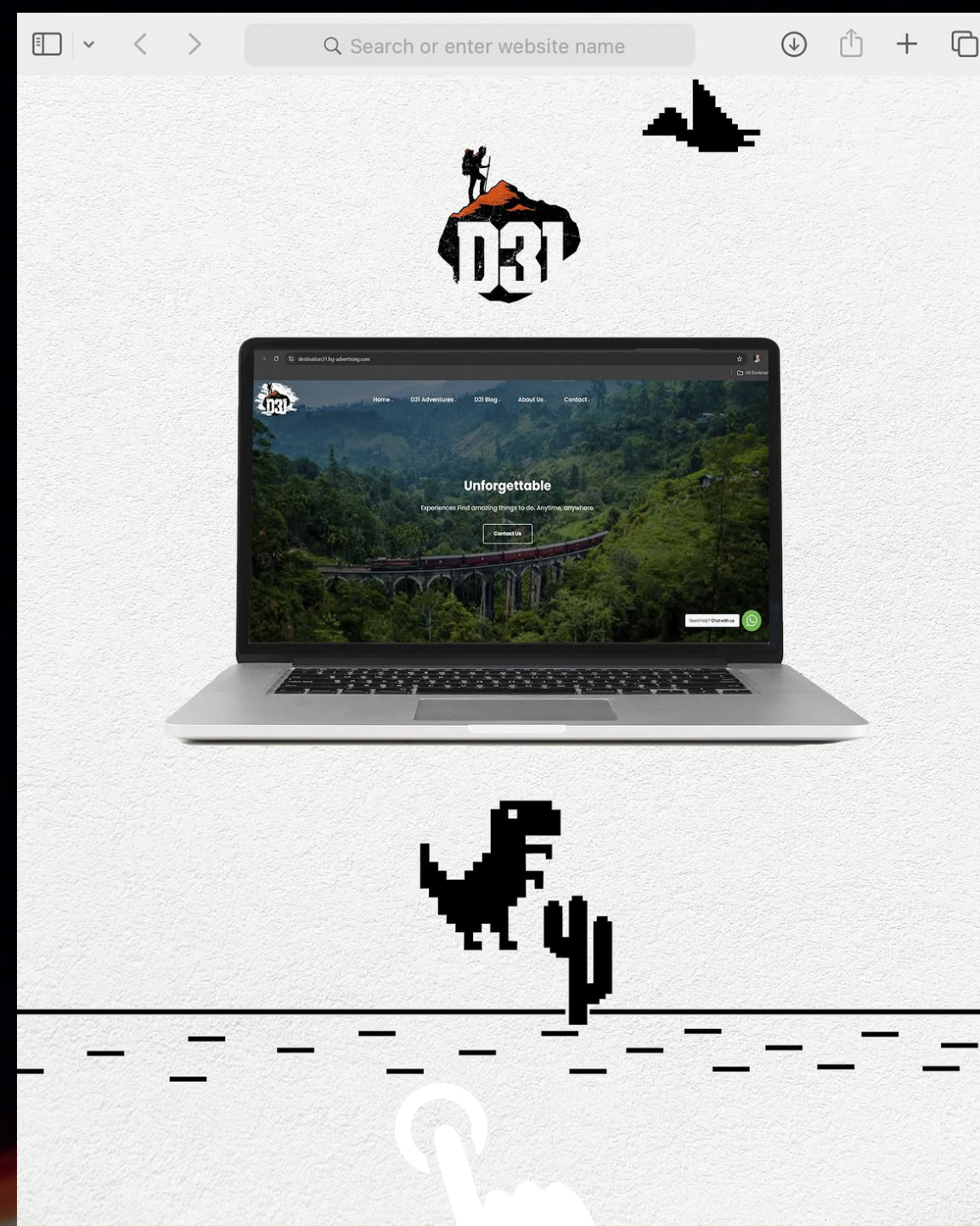
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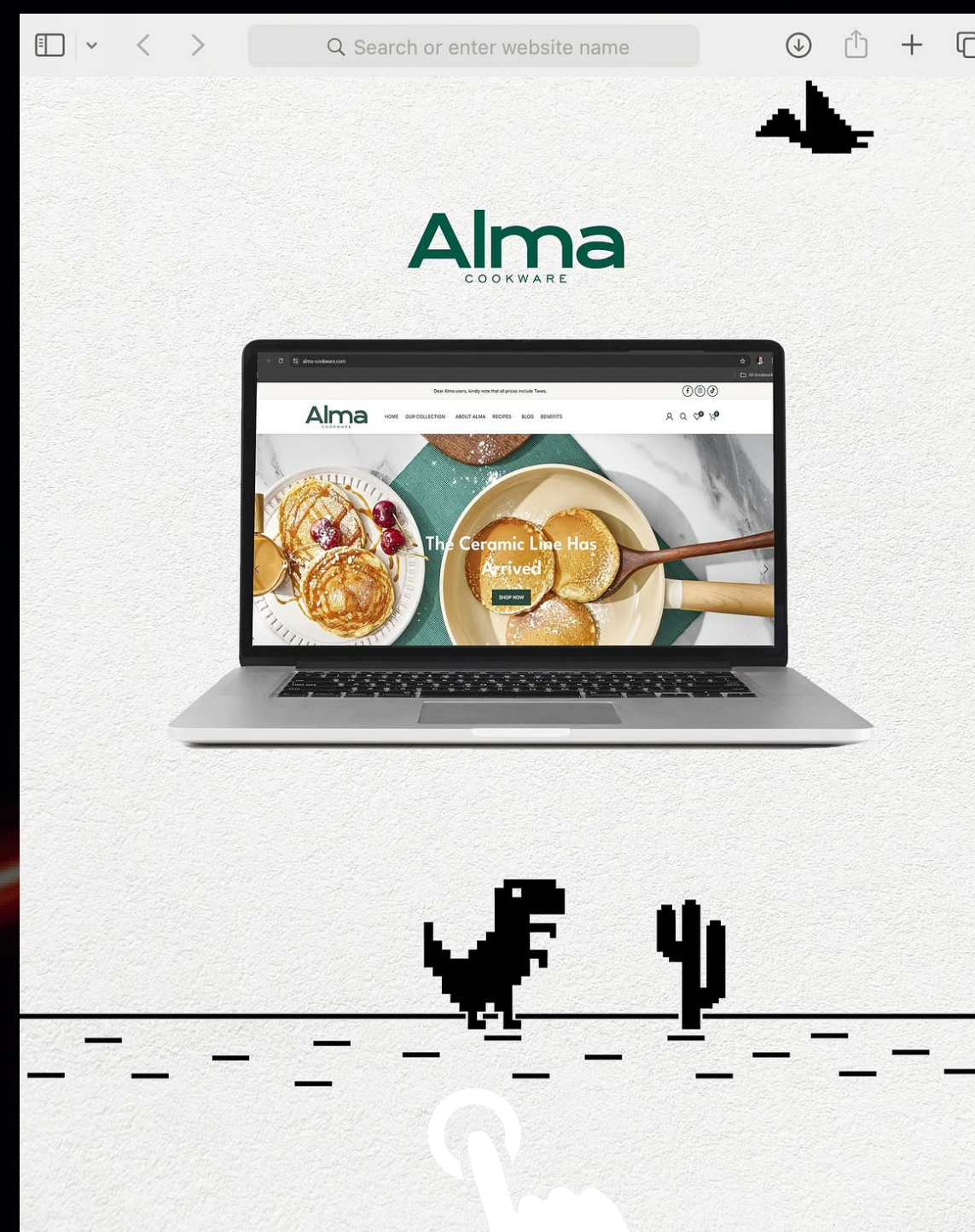
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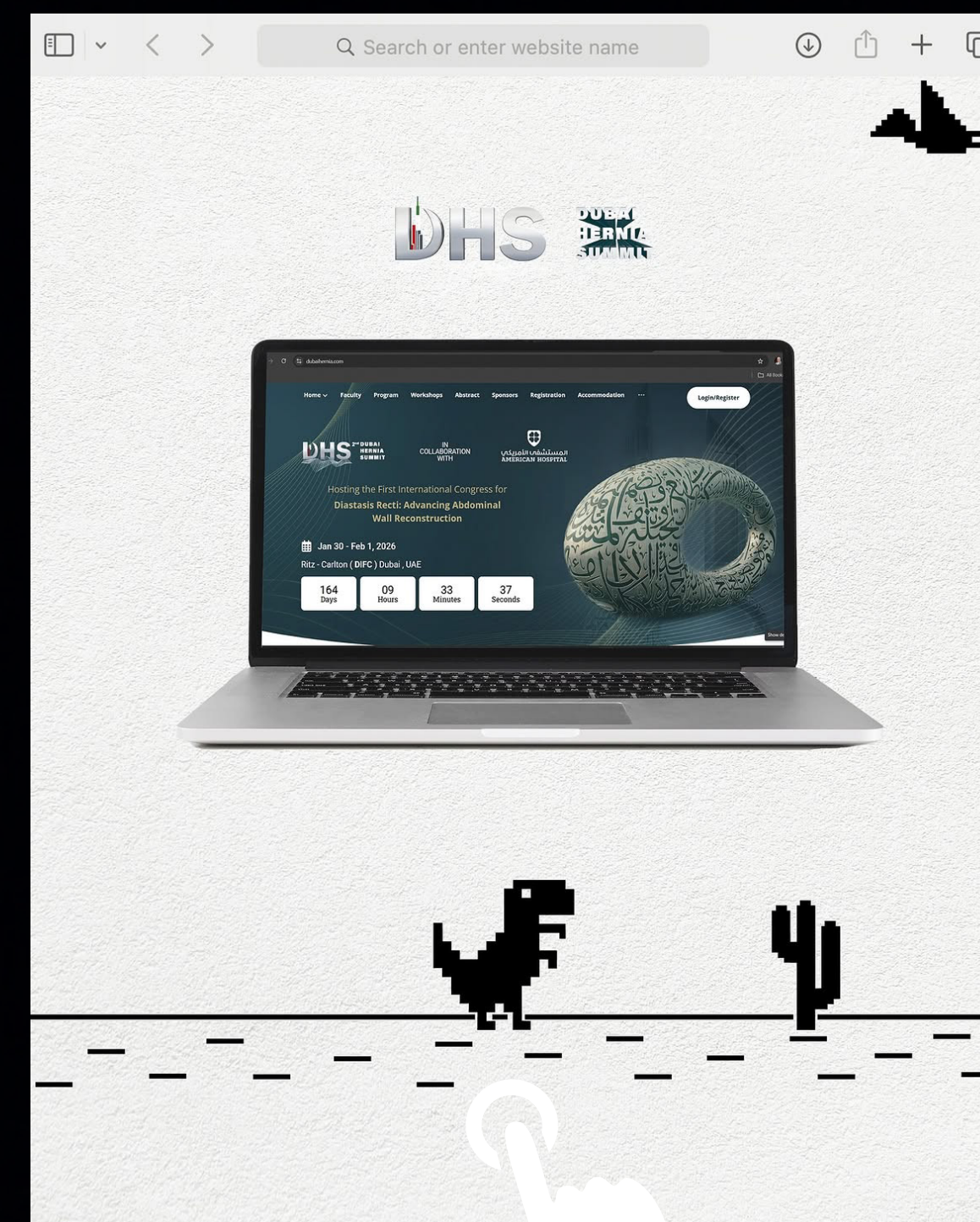
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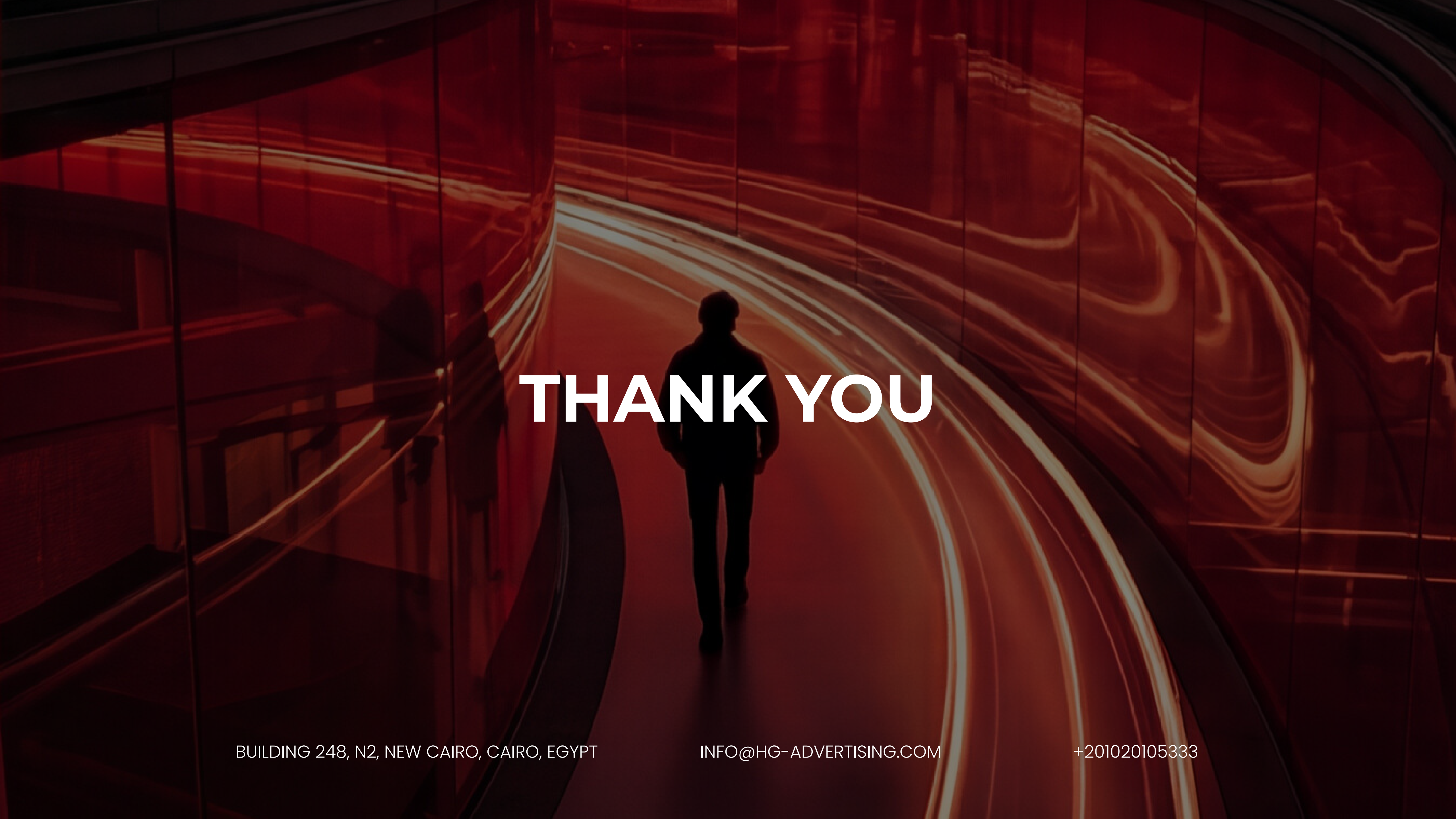
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A person is walking away from the camera down a long, curved corridor with glass walls. The scene is bathed in a deep red light, creating a dramatic and modern atmosphere. The person's silhouette is visible against the bright light at the end of the corridor.

THANK YOU

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