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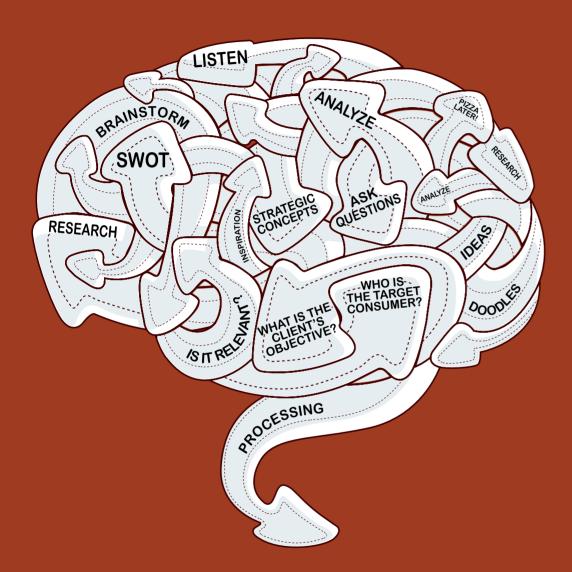
We are AntBrush. We are a full-fledged contemporary communications agency. Strategy and creativity form our backbone, success is embedded in our work, and passion feeds our vision. We work with a diverse range of clients: from real estate developers, financial institutions, environmental agencies, to government bodies and private enterprises-delivering head turning designs that grabs audiences, build brands and achieves results. Our multidisciplinary skills make us feel at home with diverse projects.



We are passionate about success. For us, it's not a condition, but a given. We create solutions with key success indicators in mind. Creativity should sell and we make sure the solutions we design directly support your business targets. We go to great lengths to make sure each project is born of meticulous research that transforms ideas into insights and analysis into strategy, so that we design not only form, but also substance.

We design success.





We are in the business of infusing meanings. We don't just churn out projects after another or do eye-candy designs. Gaining insights on your structures and processes is essential to us. We create products, services and experiences that address your business goals and engage your target audience. By putting goals, strategy and requirements first before attempting to give an answer, we ensure that any solution we formulate is based on real needs and targets, making all communication activities genuinely meaningful and successful.



We are a 360-degrees agency. We offer holistic solutions from ideas to implementation. Opt for full service or a specific portion — we always go with whatever works best for the project. You get integrated services without the baggage. We're mobile and flexible, easily adjusting to scope. Think of us like your very own extended marketingcommunications team.



Things we can do for you...



Our Services

Advertising

Above-the-Line, Below-the-Line and Through-the-Line Print, TV, Audio and other media

Corporate Branding

Brand Identity
Brand Management

Direct Marketing

Invites, Mailers, Brochures, Flyers, Posters, Annual Reports

Media

Communications Planning Media Planning

Events Planning

Event Management
Logistics Planning
Event Promotion
Booths/Stands Design

Interactive

Web design and development
Online banner advertising
Motion Graphics
Interactive Presentation



Case Studies

Department of Municipal Affairs, Abu Dhabi

Industry: Government

Project Scope: To design and develop a complete Event package for DMA participating in the WORLD FUTURE ENERGY SUMMIT (WFES) 2010.

OBJECTIVES

To develop a better understanding of DMA's role in the Emirate of Abu Dhabi, focusing on the sustainable development of better living standards for all residents in the emirate Encourage the audience to visit and interact with the DMA stand messages at the forthcoming Environment & Energy 2010 Exhibition which will demonstrate the new planned projects

THE CHALLENGE

The event should showcase all the projects undertaken by DMA and the three municipalities, ADM, AAM and WRM to make the city of Abu Dhabi a model place to live in. The Advertising campaign should encourage the audience to visit the event and the exhibit stand.

ANTBRUSH APPROACH

Based on our research and integrated communication brief, the brand essence of the campaign was to project DMA as a trusted government body that fuels and nourishes the local municipalities with the over-riding aim of improving living standards for all residents of the Emirate of Abu Dhabi.

OUR STRATEGY

Our communication strategy was in a funnel shape: we started with a print campaign addressing the widest audience then focus on actual visitors to our stand. The underlying tone of the message was "we are all together for a better life" which must be reached as an integral part of our emirate's future.

OUR CONCEPT

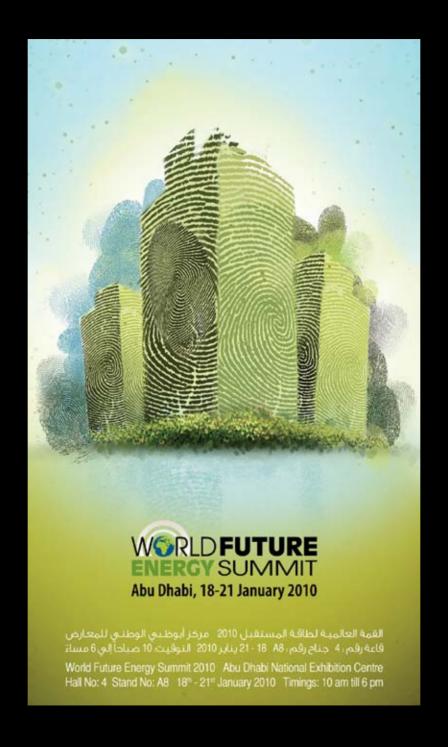
THUMBPRINT IMAGE- The thumbprint is a very strong visual that shows the personal commitment of DMA in doing projects that will uplift the living conditions of people here in the Emirates while contributing positively to the environment. It is almost like the DMA has entered into a contract with the residents of the Emirate and as such the residents are welcome to refer to the DMA if they feel that these commitments are not forthcoming as promised. It also strongly communicates the "togetherness" concept especially when the public is invited to enter their own thumbprint acknowledging that they understand the commitments. The concept was adapted to all communication from Exhibition Stand, Newspaper Ads , Micro website to Marketing collaterals.

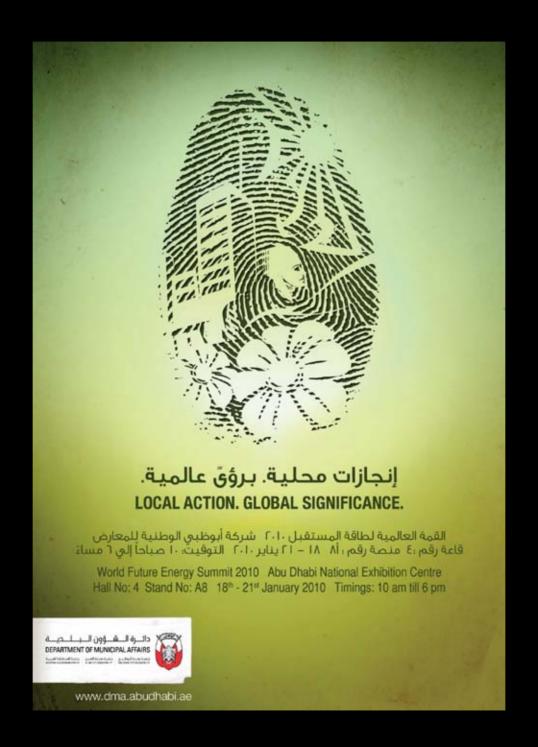
THE ACHIEVEMENT

The concept combined with the communication strategy delivered a successful campaign which helped in generating awareness about DMA and the other three municipalities. The campaign initiated a lot of interest from local as well as international investors.













Invitation







Invitation









VIP Press kit



Give away (solar powered cellphone charger) Pachaging |



Glft | Flyer | Brochure



Exhibition Booth 2010















Exhibition Booth 2011











Exhibition Booth 2011



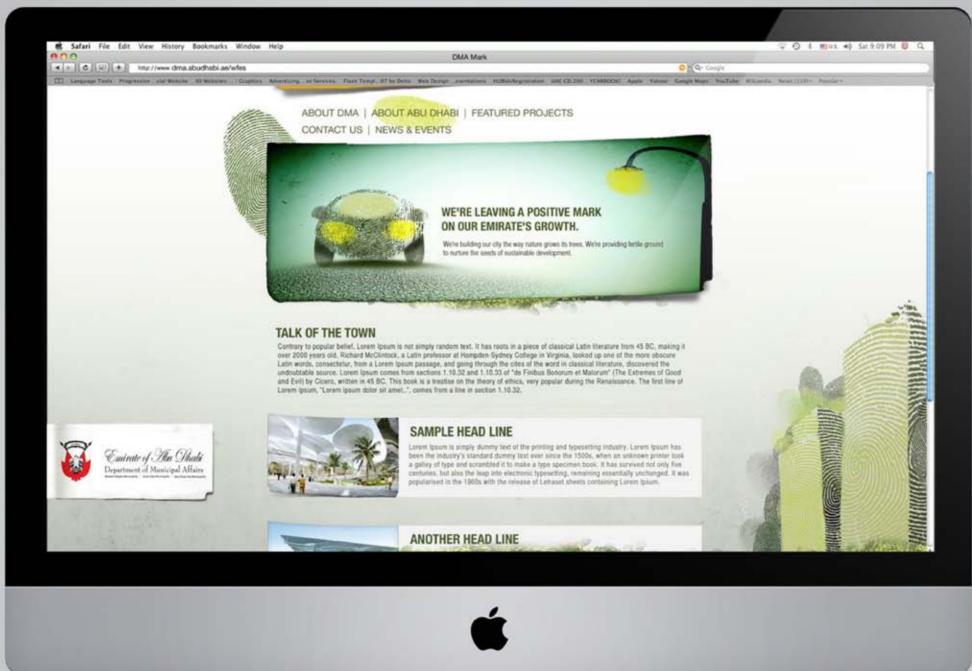




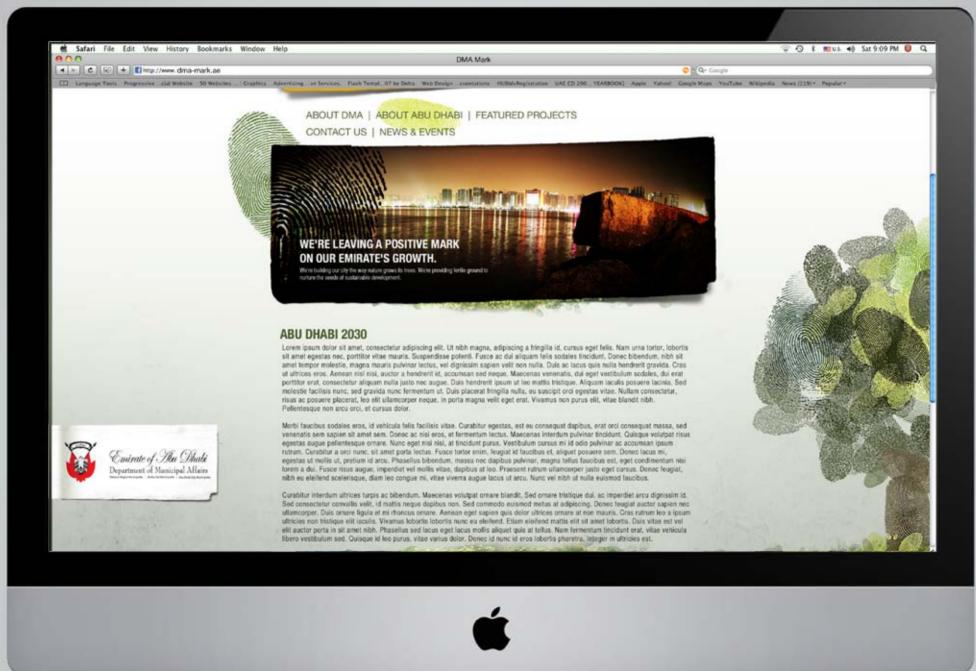




Website design | Developement



Website design | Developement





Teaser Print Ad 1



Close Up





Teaser Print Ad 2



Close Up



Main Menu

Revealer ad

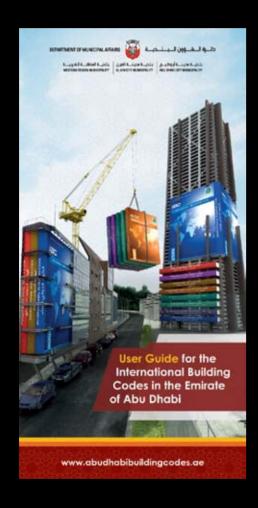


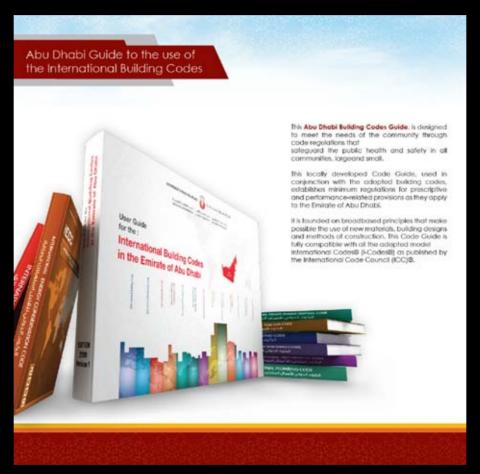
Close Up



Main Menu

Booklet







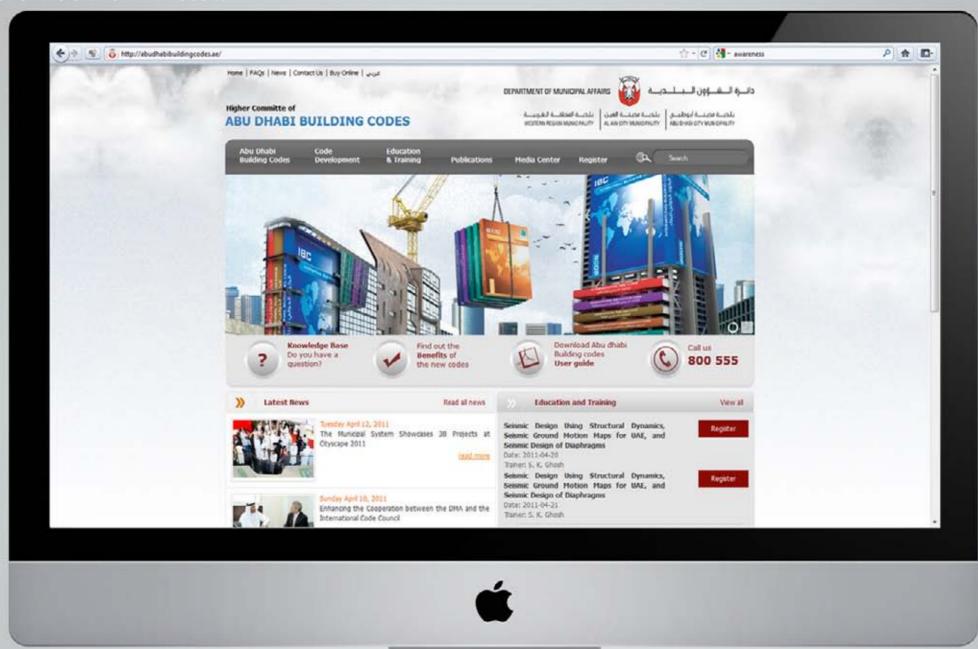


Brochure





Sreen shot of the artwork in website









Interactive touch screen Presentation











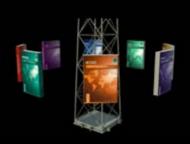
Interactive touch screen Presentation



Hologram Animation Screen shots of the animation

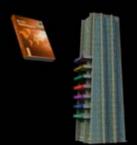
































Case Studies



Industry: Government

Project Scope: To design, develop and launch a new brand Identity for DHA.

OBJECTIVES

Dubai Health Authority was changing the structure of the authority and wanted a new brand to reflect the new vision and mission followed by an awareness campaign and a launch event.

THE CHALLENGE

To smoothly transform the mindset of previously "DOHMS" audience to accept the new DHA along with its new role and structure.





Logo Design



Corporate Identity Guidline

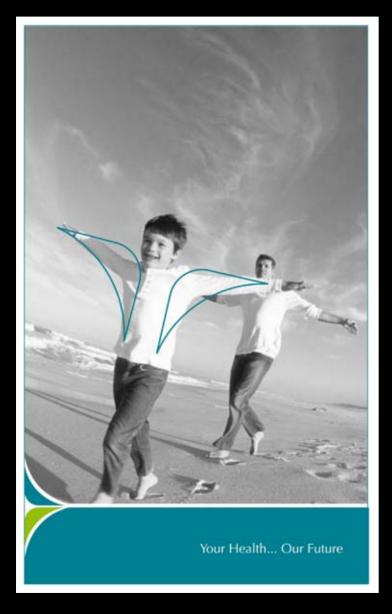


Corporate folder, CD, Letter Head, Calling Cards





Teaser Print Ad







Print Ad



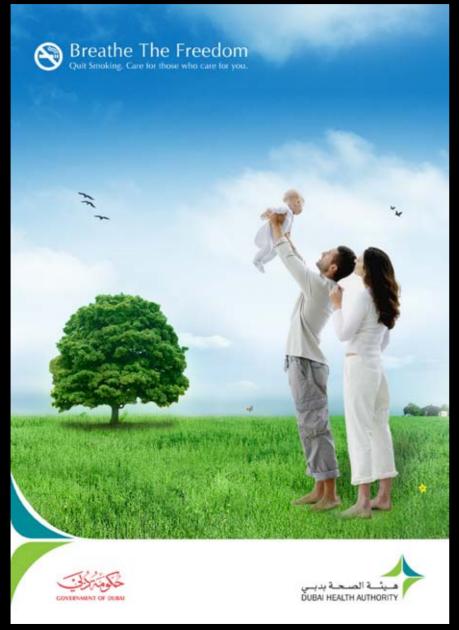




Popup



Anti Smoking Campaign





Popup



Roll ups









Roll ups



Website





Life Photos





Case Studies

Al Forsan International Sports Resort

Industry- Resort and Recreation

Project Scope: Appointed as an exclusive communication agency. The agency task was extensive developing a brand identity for AL Forsan resort, creating marketing collaterals which is in accordance with the CIG, Marketing Strategy and Planning to Media Planning and Buying.



OBJECTIVES

Primarily, to develop a logo for AL Forsan, which reflects the proud heritage of UAE. Secondarily, as an appointed 360 degree communication agency to take care of the client's requirements.

THE CHALLENGE

To establish a distinct identity and brand promise that will reflect the essence of Al Forsan.

ANTBRUSH APPROACH

Based on our research and Integrated communication Brief, the brand essence of this brand lies in its unique aspirations to revive the entertainment spirits of Abu Dhabi inhabitants and those of the neighboring Emirates and Gulf countries. In its entirety the brand strives to introduce itself as the leading landmark position which holds the bar high for all others to come. By positioning the brand as the foremost and complete entity that represents all Abu Dhabi can offer, we market ourselves as the new competitor who has an edge over the rest simply by offering to people an inclusive sports resort experience.

OUR CONCEPT

The logo personifies this concept by bringing it to life with image that evokes many reactions like national pride and authenticity. It remains loyal to capturing the visual element of chivalrous lifestyle that absolutely defines the native of this country. Subtle details such as the head turban and the gun on the man with the horse denote the traditional existence and noble traditions of these people

OUR ACHIVEMENT

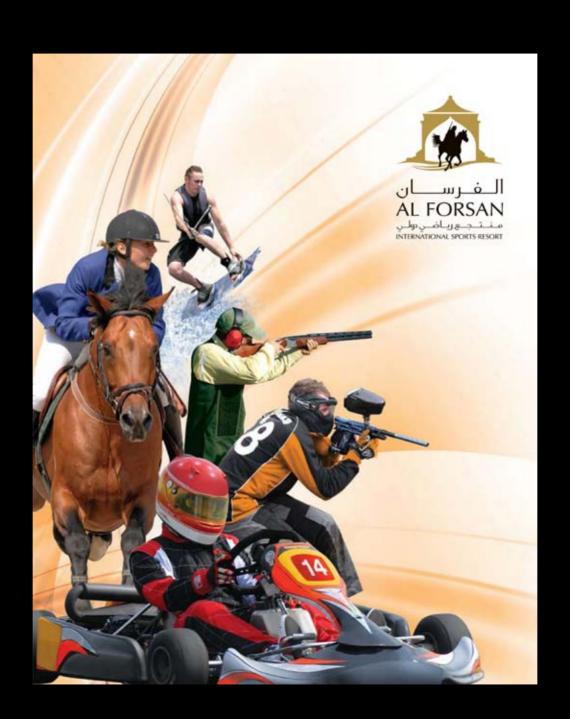
Successfully developed a logo design which captured the true essence of AL Forsan. Further on, assisted the client to develop marketing collaterals, branding of the in house restaurant from logos to menus and much more. Developed a full fledged marketing plan to meet marketing and sales goals.



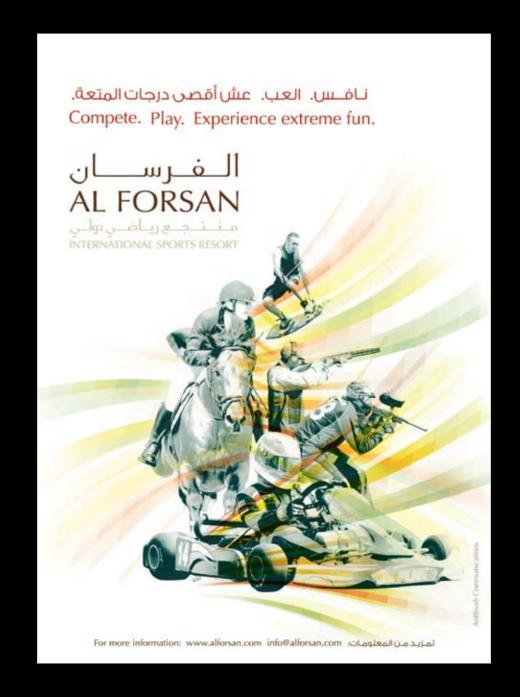


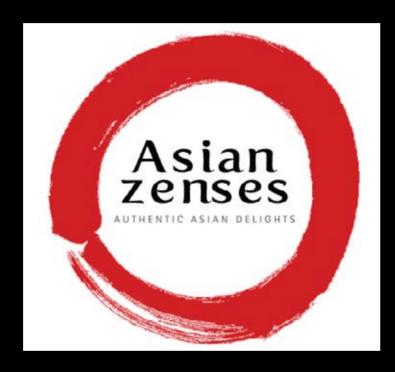


Soft Launch - Brochures



Soft Launch Print AD









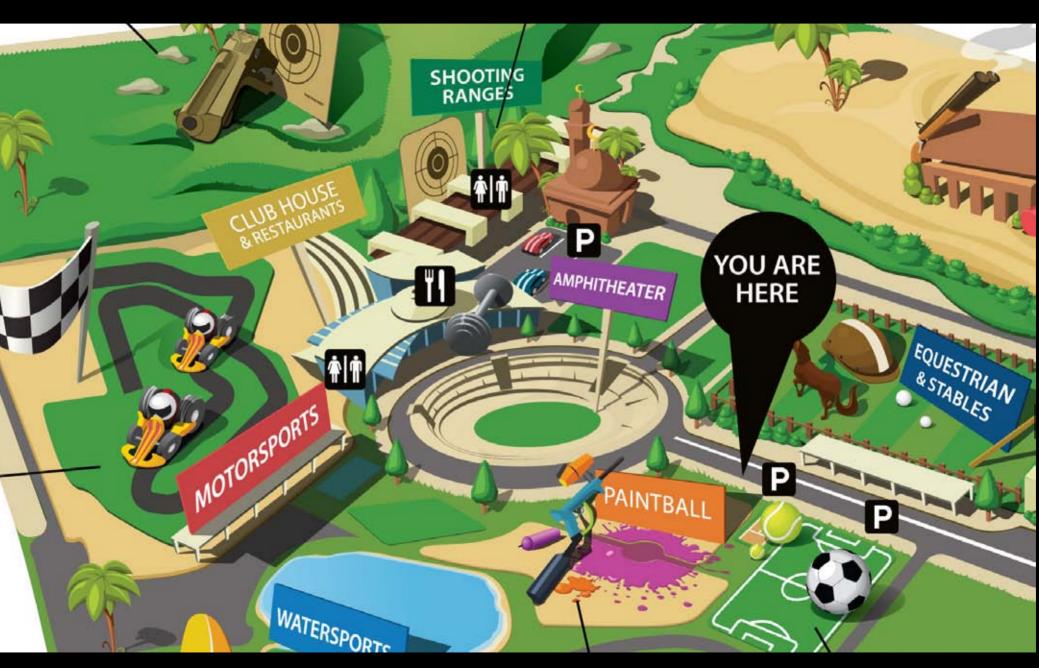




Original Map Illustration



Close up



Website



Roll ups











Hoardings







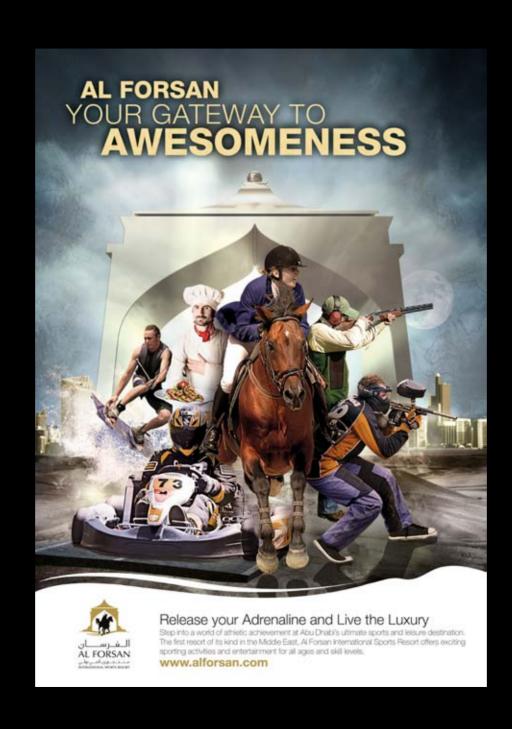




Hotel Hoardings



Official Launch Main Visuals



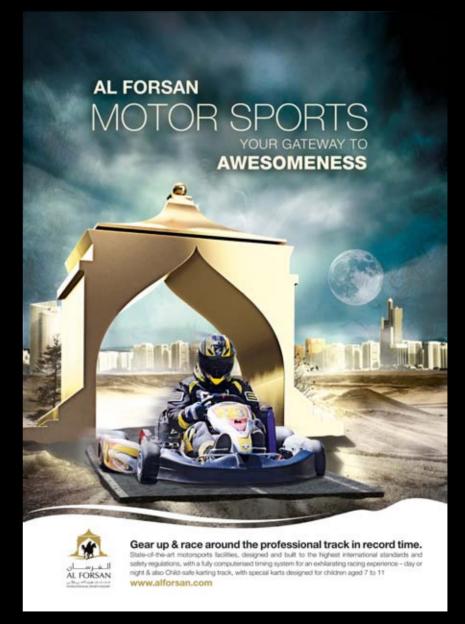
Official Launch Main Visuals



Main Menu

Official Launch Sub Visuals









VIP membership welcome kit







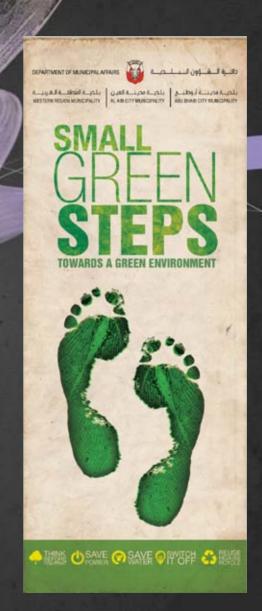
Case Studies

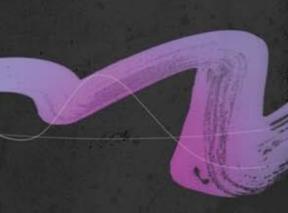
Department of Municipal Affairs

Green environment internal campaign

Industry: Government

Project Scope: To design and develop a complete internal campaign for environmental awareness







Rollup Ad



Stickers







Screen Wallpapers





Coasters and Mouse Pads





Branding

"A company without a logo, Is a man without a face"





Al Khazna Insurance P.S.C

Re-branding





















ECSSR

Re-branding & Logo Enhacment



Enhancing the Logo









Recreating an identity











Mounir Nassif Optics

Re-branding













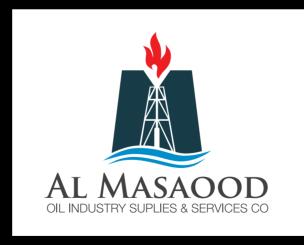
Al Masaood

Re-branding



Old logo









Omega Ceramics

Re-branding







~ David Airey "logo design love" brand identity creator since 1990



























































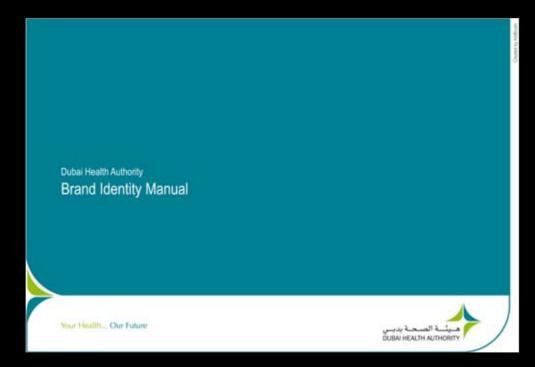








Identity Guidline









ADTV @ ADISE





































Main Menu











ADNOC @ WEFS 2012



ADNOC @ WEFS 2012









AL FAHAD @ ISNR











ZOWD @ Book Fair



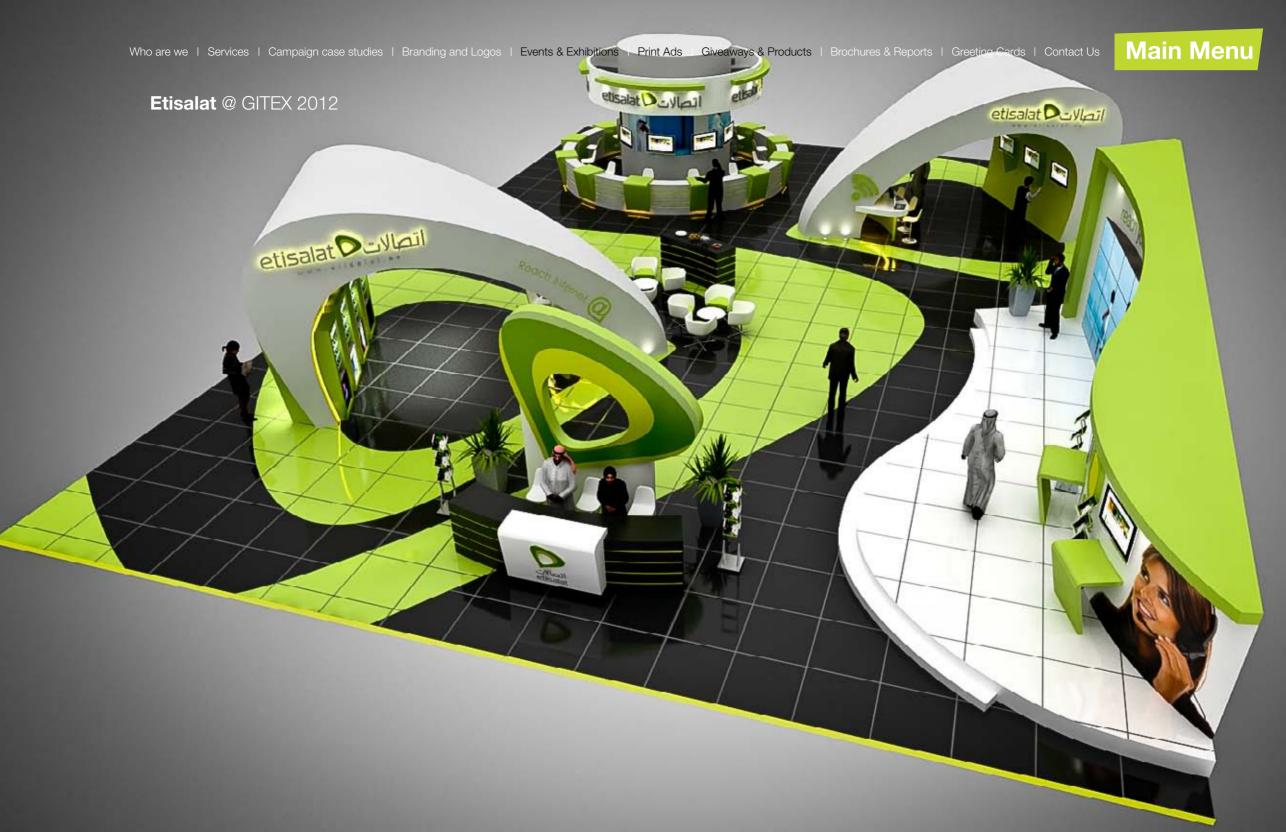
ZOWD @ Book Fair











Etisalat @ GITEX 2012











ASUS @ GITEX 2012



ASUS @ GITEX 2012











DAFZ -Dubai Airport Free Zone-



DAFZ -Dubai Airport Free Zone-











TRA @ ISNR



TRA @ ISNR







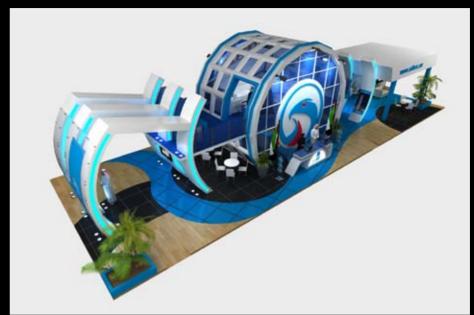


ADNOC @ GASTECH London



ADNOC @ GASTECH London





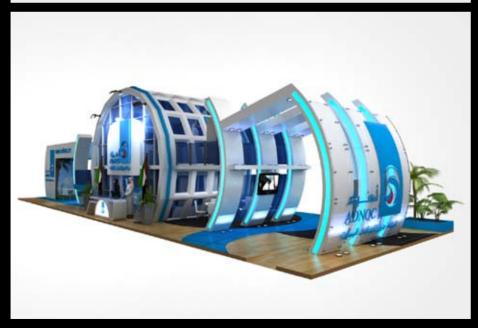


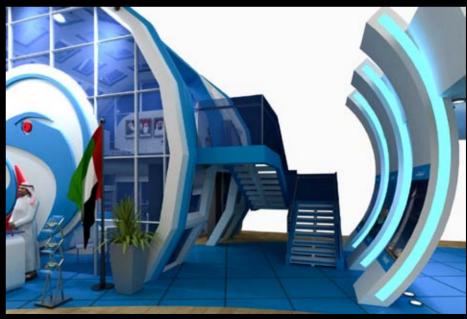


ADNOC @ GASTECH London



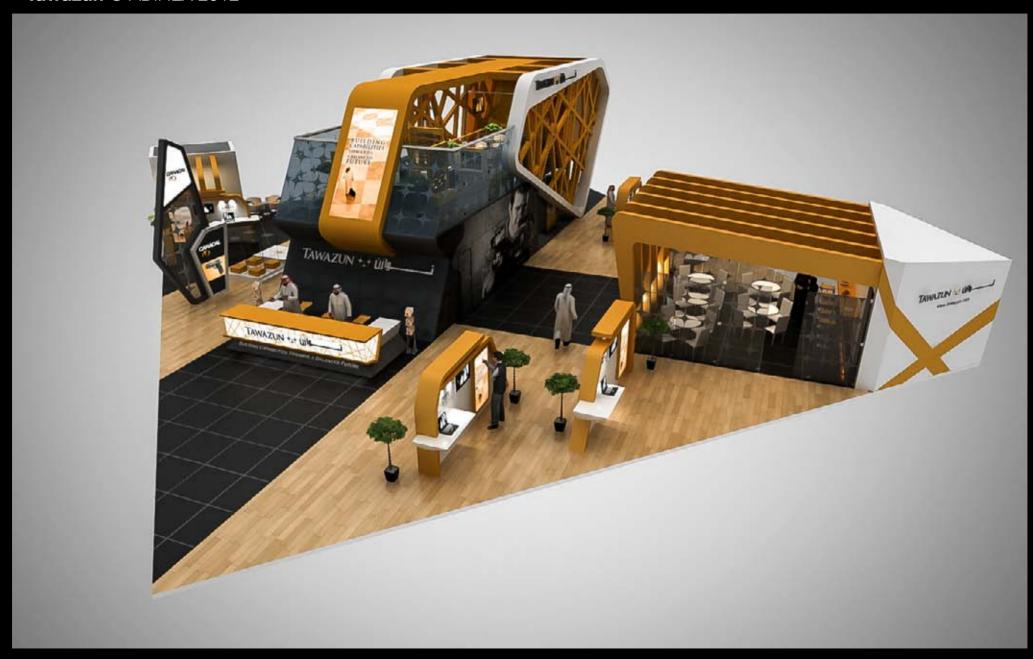








Tawazun @ ADIHEX 2012



Tawazun @ ADIHEX 2012











Tawazun @ IDEX 2012



Tawazun @ IDEX 2012





















Arabsat @ CABSAT 2012



Arabsat @ CABSAT 2012











Sleep High @ Hotel Show 2012



Sleep High @ Hotel Show 2012

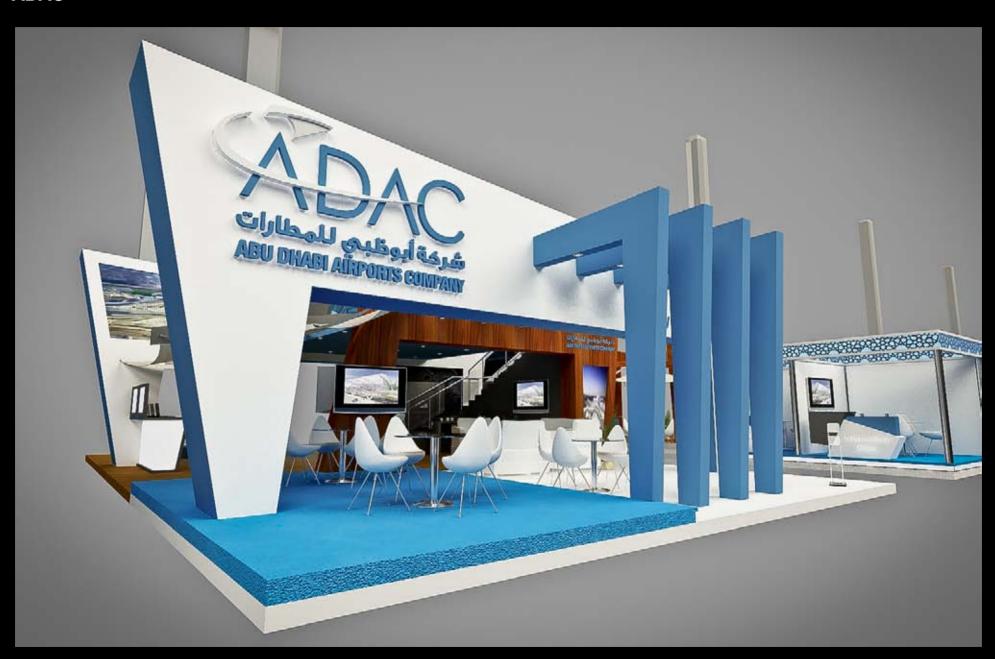






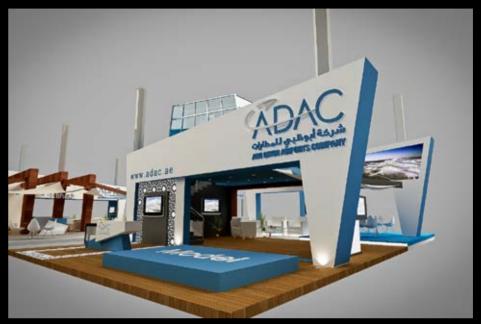


ADAC

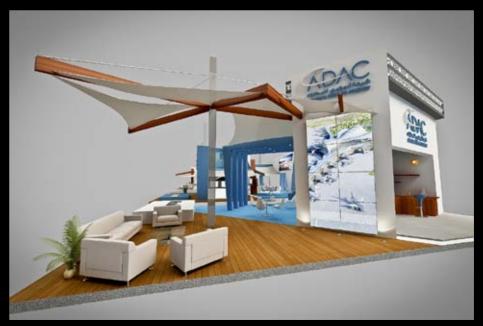


ADAC









ADNOC @ GASTECH London



ADNOC @ GASTECH London

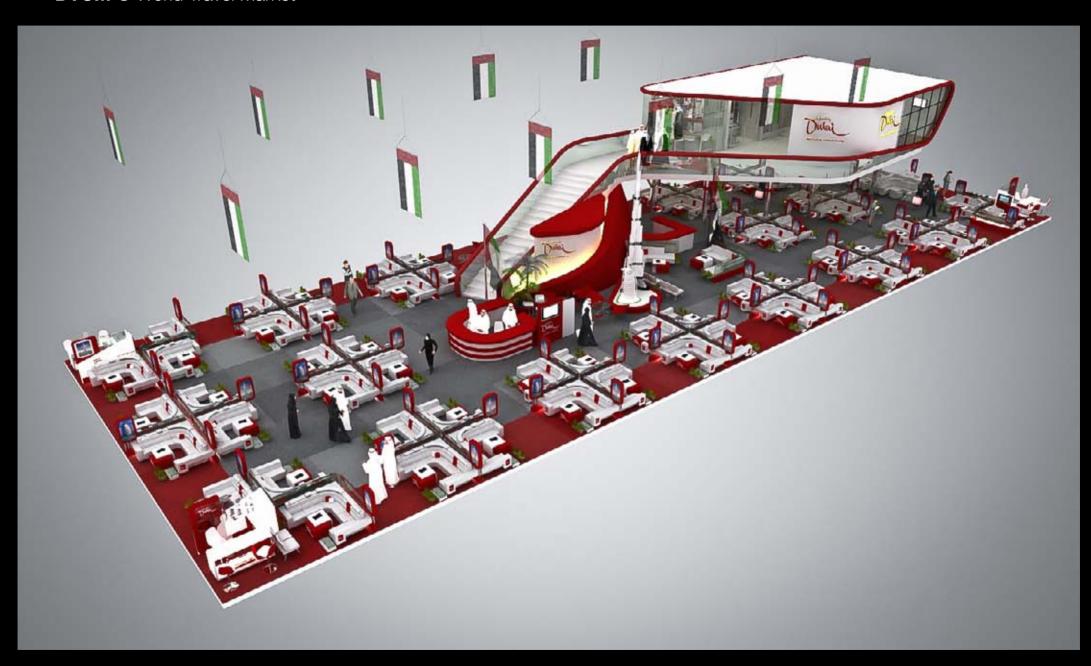








DTCM @ World Travel Market



DTCM @ World Travel Market











Suwaidi engineering group @ ADIPEC



Suwaidi engineering group @ ADIPEC











Turkey @ ATM 2012



Turkey @ ATM 2012











Emdad @ ADIPEC 2012



Emdad @ ADIPEC 2012











Nas Air @ Arabian Travel Market



Nas Air @ Arabian Travel Market













UBMS @ CABSAT 2012



UBMS @ CABSAT 2012









Ducab @ Middle east electricity 2012



Ducab @ Middle east electricity 2012









ENOC @ Chemicals Coating show 2012





Al Hamra Group @ISNR



Al Hamra Group @ISNR



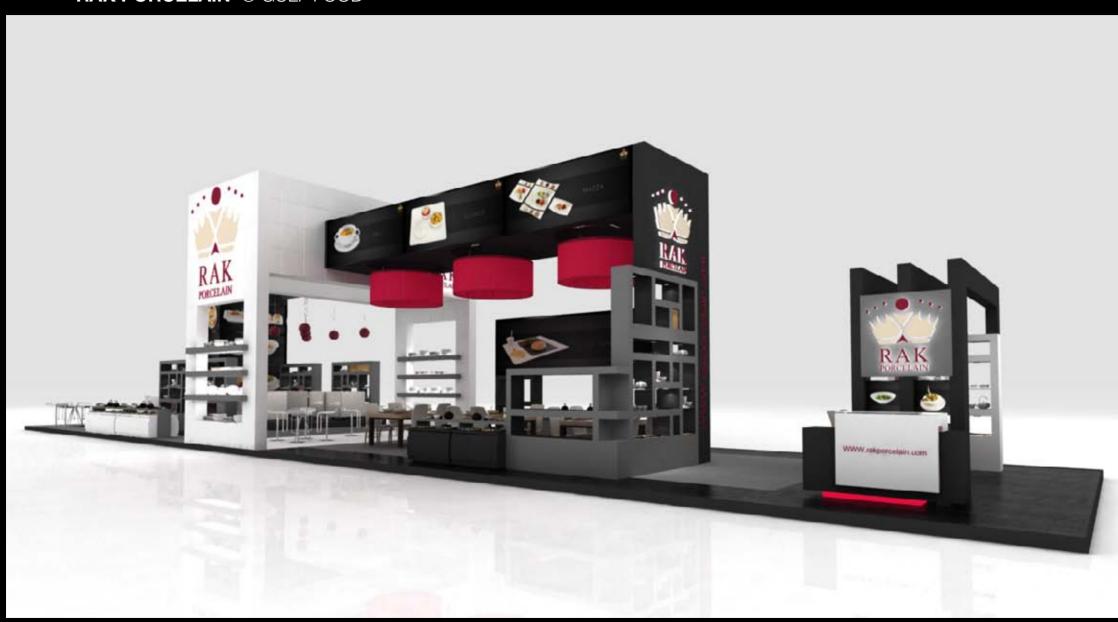






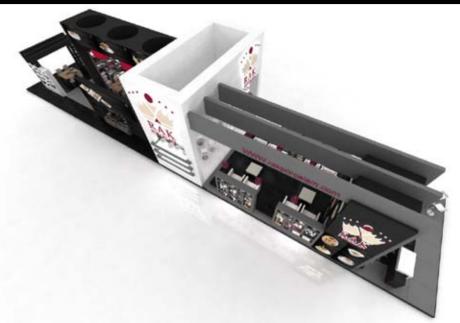


RAK PORCELAIN @ GULF FOOD



RAK PORCELAIN @ GULF FOOD











JVC @ CABSAT

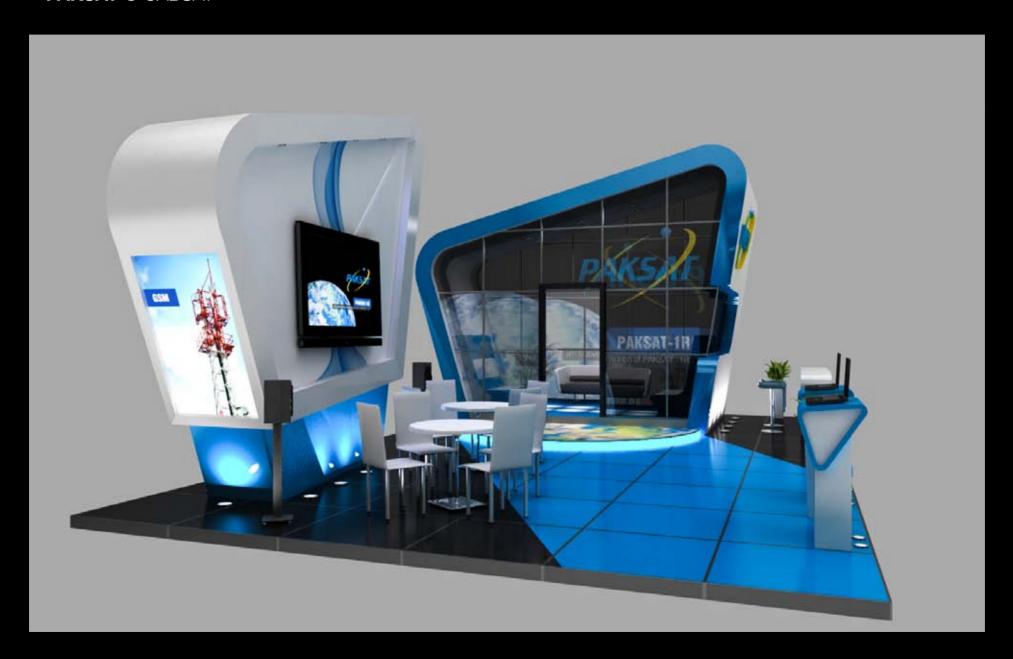








PAKSAT @ CABSAT



PAKSAT @ CABSAT









MOC -Ministry Of Education- @ RAK book fair 2012











SIA -Sharjah International Airport- @ Career Fair









SIA -Sharjah International Airport- @ Career Fair









RAK investementsport- @ Career Fair









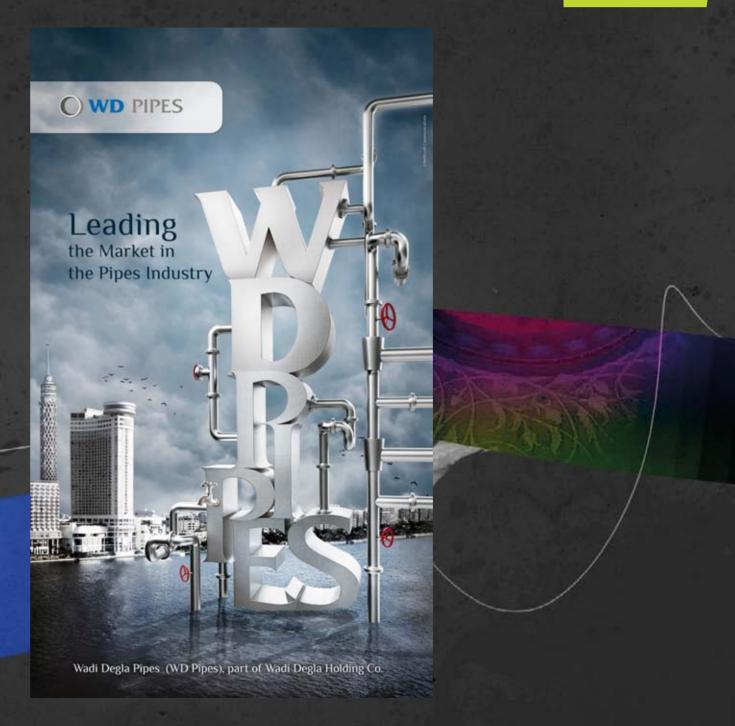


Print Ads

Series of creative artworks & Prints

Wadi Degla Pipes
Part of WD Holdings

Roll Up Ad An original artwork done with 3D graphics and photomanipulation









University of Manchester Business School



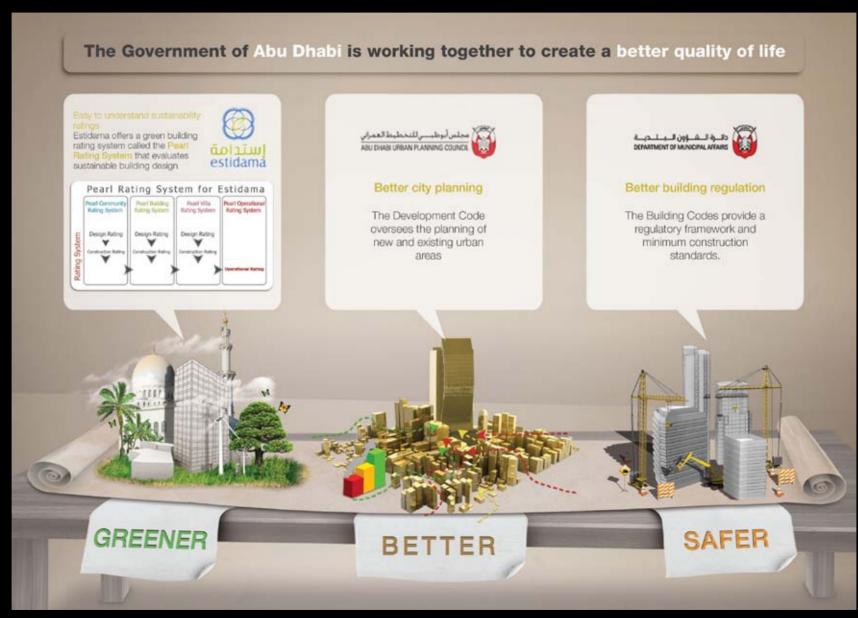
Main Menu

Newspaper ad DMA congratualting Urban planning council for their achievements

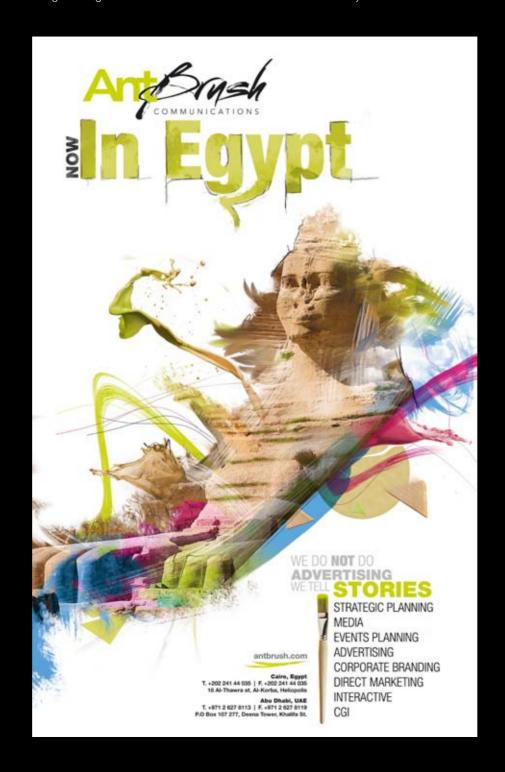




Info Graphic Flayer



AntBrush SelfPromotion Banner



Hein SelfPromotion Banner





HeinSelfPromotion Banner

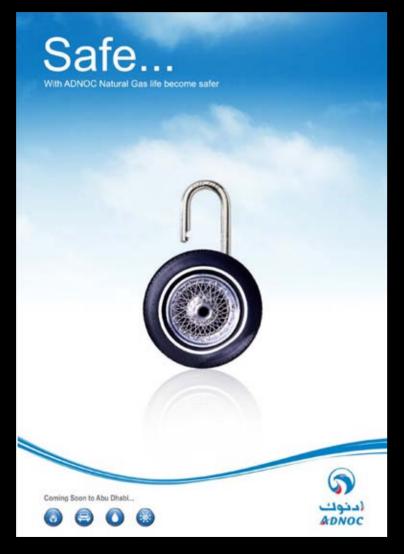


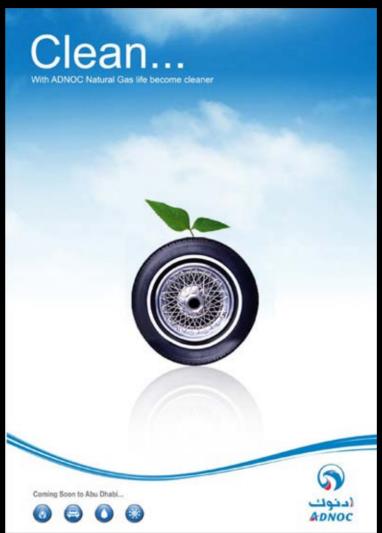


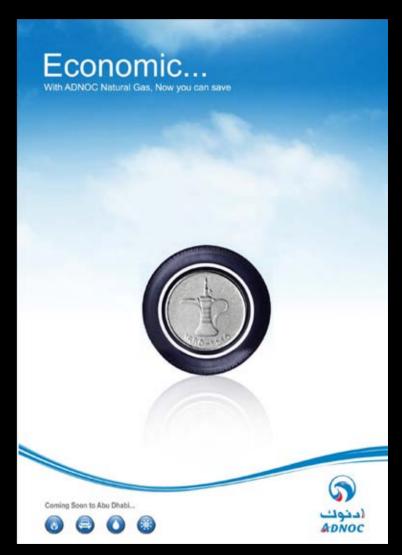


ADNOC natural gas

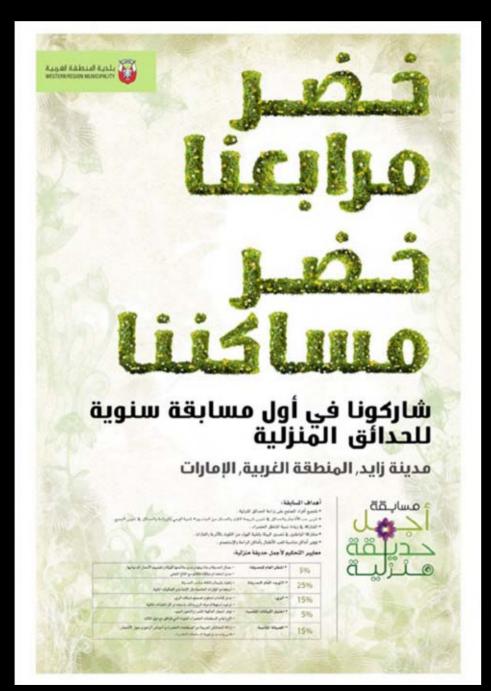
Natural Gas Vehicles awareness campaign





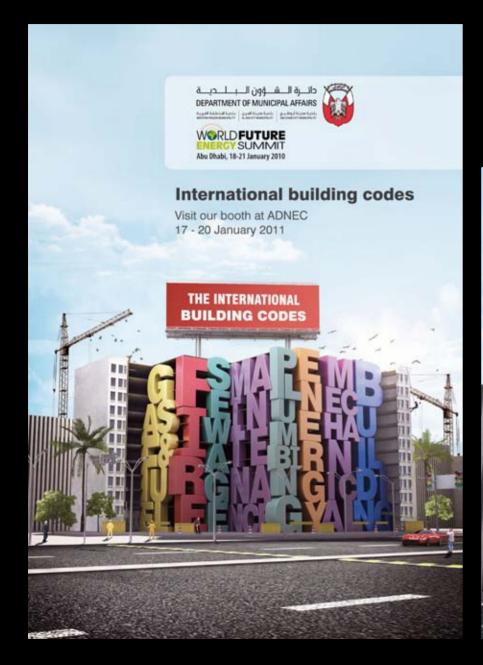


Who are we | Services | Campaign case studies | Branding and Logos | Events & Exhibitions | Print Ads | Giveaways & Products | Brochures & Reports | Greeting Cards | Contact Us





Western region municipality home garden competition campaign



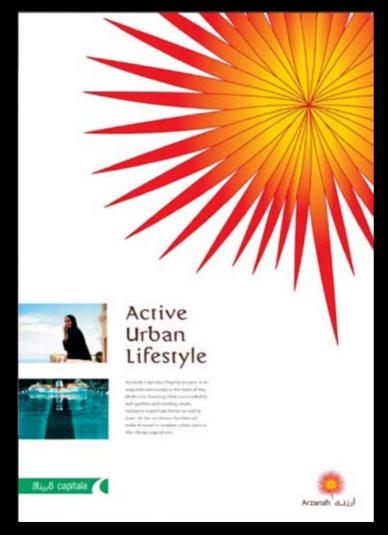
DMA

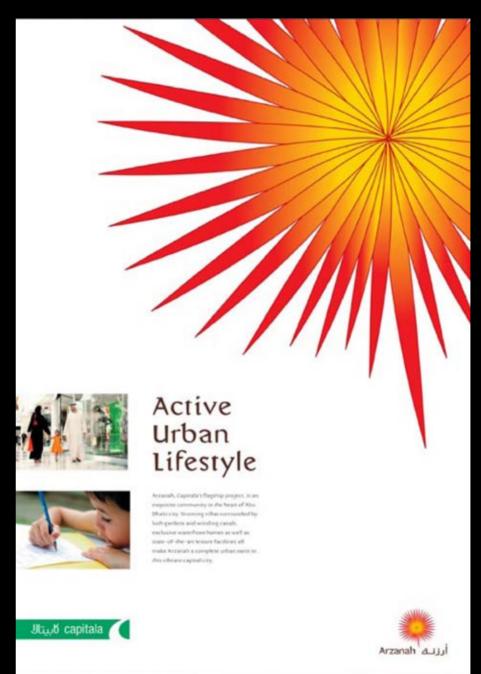
Proposed design for Building codes campaign



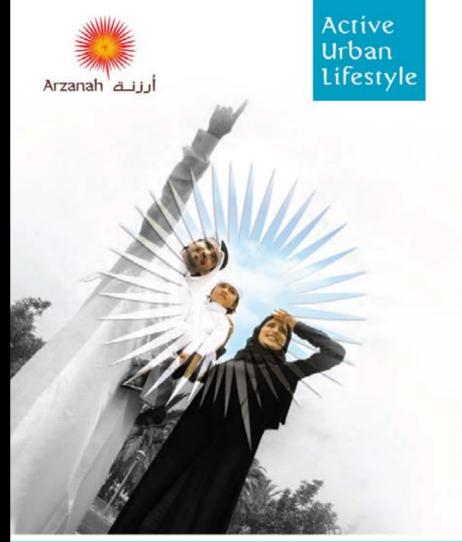
Capitala

Proposed Campaign









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Al Forsan International sports resort

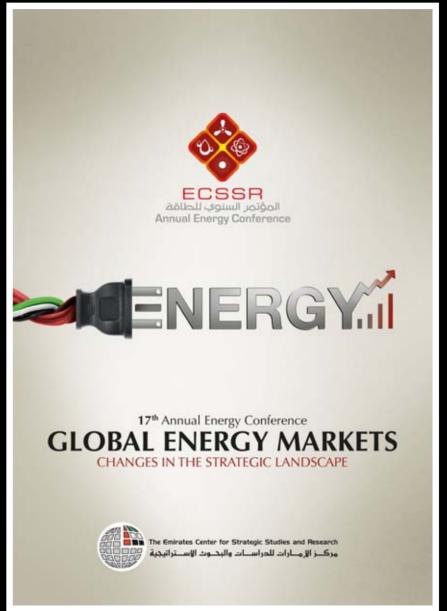


Same event Roll Up

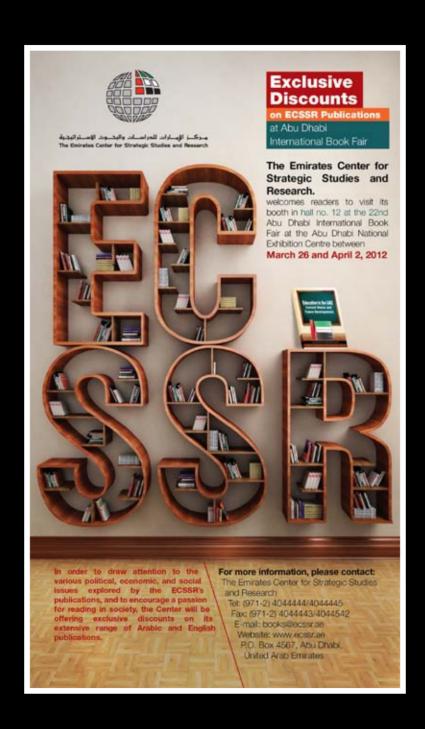


ECSSR Energy Conference





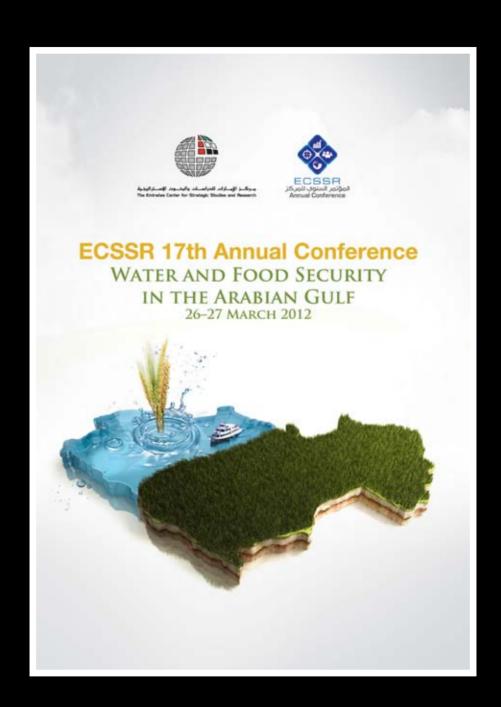
ECSSR Book fair ad





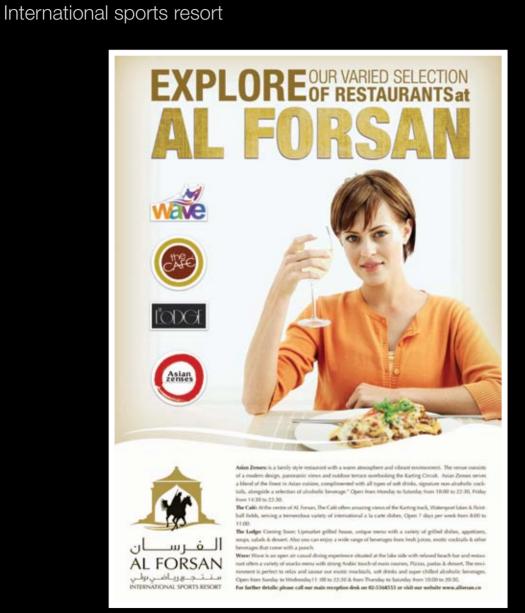
ECSSR

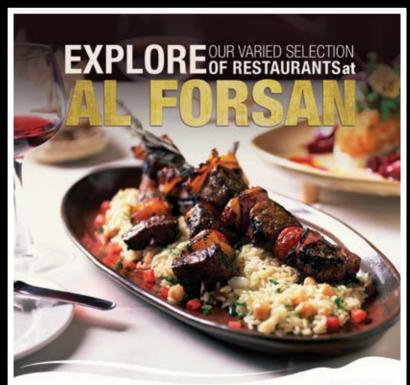
Food and Water Security Conference



Main Menu

Al Forsan















AL FORSAN منتجع رياضي دولي INTERNATIONAL SPORTS RESORT

of a modern design, panoramic views and outdoor tensor overhooking the Karting Circuit. Asian Zimon serves a blend of the finest in Asian stakine, samplemented with all types of soft drinks, signature non-alcoholic cocktails. alongside a selection of alcoholic beverage." Open from Monday to Saturday from 18:00 to 22:30, Friday from The Calife At the centre of At. Forson, The Calif offers amuzing views of the Kieting trock, Watersport Jakes & Paint-

half fields, serving a premurakous surjety of international a la carte shibus. Open 7 days per seek from 8.00 to The Ladge Coming Soon: Unrophet prilled boose, unique menu with a water of prilled diabes, appetizes,

stages, salach & dessert. Also you can entire a with sause of beverages from tool suices, exotic cocktails & other beverages that corne with a punch.

Water Water is an open air contail diving experience situated at the lake side with relaxed beach har and restau suct offers a variety of snacks evens with strong Arabic stouch of main courses, PLEZEs, pastes & descert. The seninumeral is perfect to relax and saving our esotic moditals, soft shicks and super chilled alcoholic beverages. Observation Specific to Windows Levi L 100 to 22 30 & from Threader to Saturday from 10 000 to 20 30

For further details; please call our main reception desk on 82-5548555 or visit our metails were altomature





DMA Stationary Kit









DMA Stationary Kit















ADFD

His Highness Sheikh Mansour Bin Zayed Al Nahyan Feast gift







ADFD

Feast Give aways





















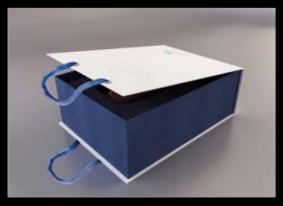




































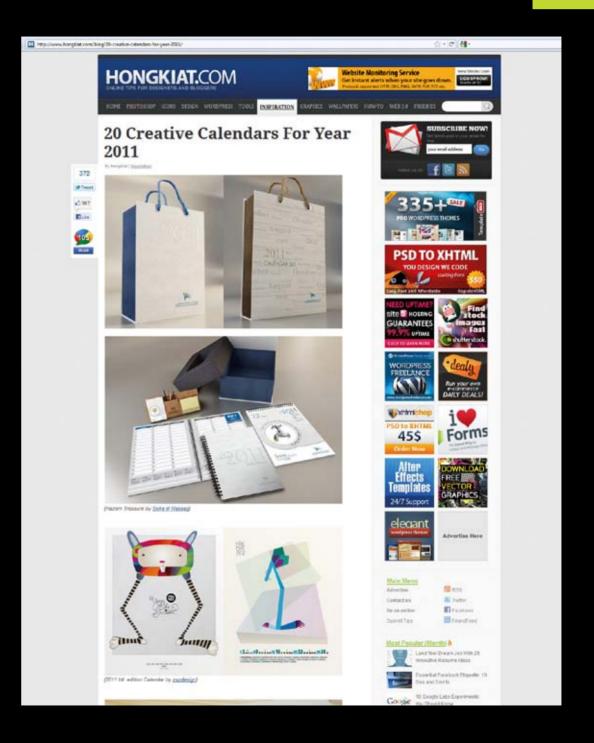
Main Menu

Published

as one of most creative 20 calendars for year 2011









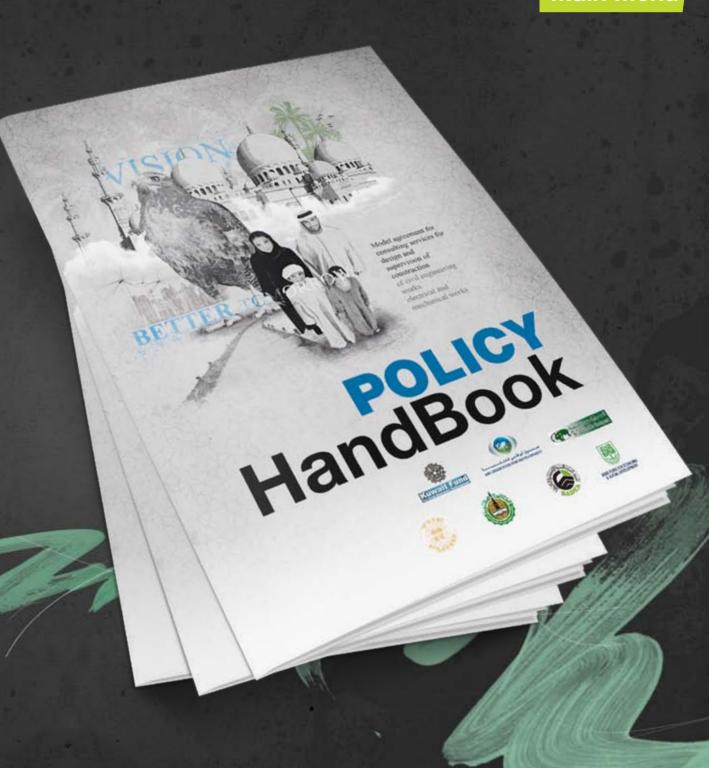




Brochures Reports & HandBooks

Creative Covers and Exceptional Layouts





Wetern Region Municipality Proposal For Annual Report 2009





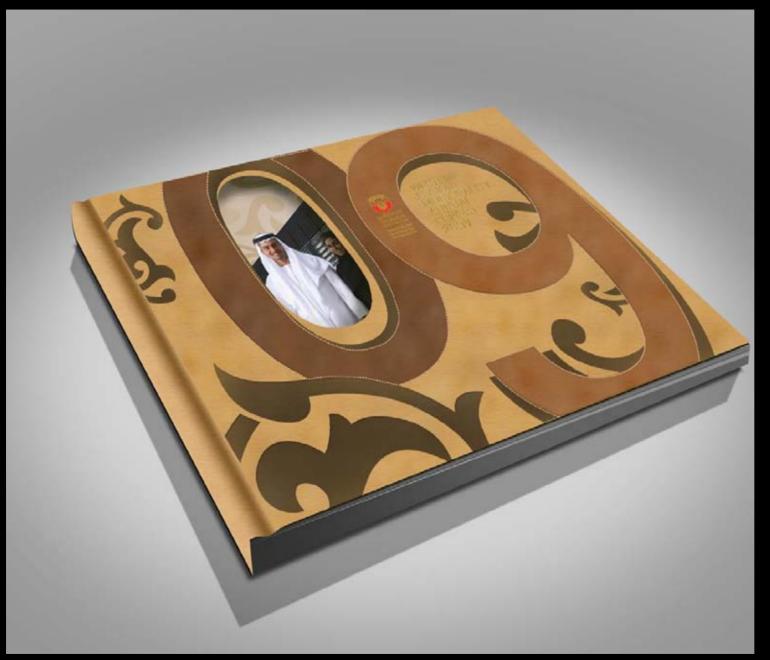
Wetern Region Municipality Proposal For Annual Report 2009



















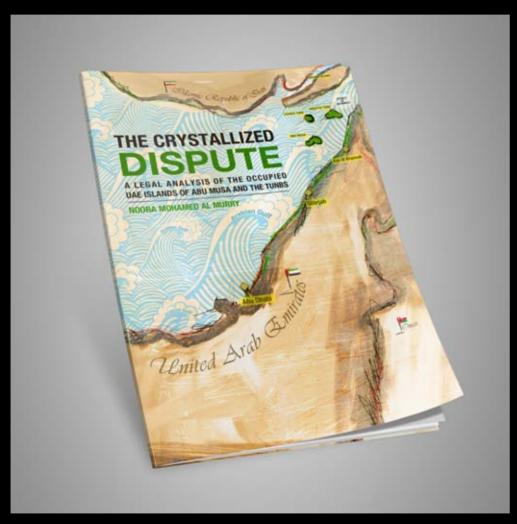


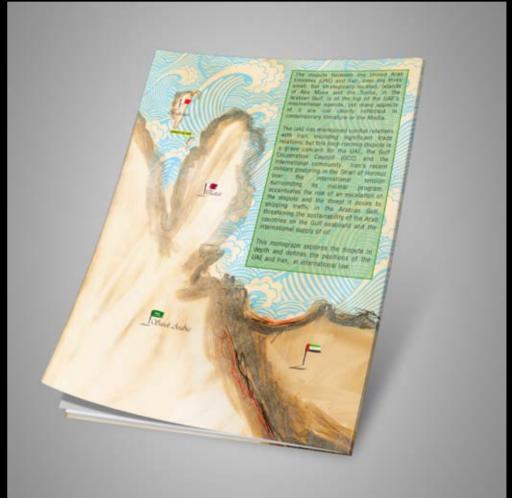




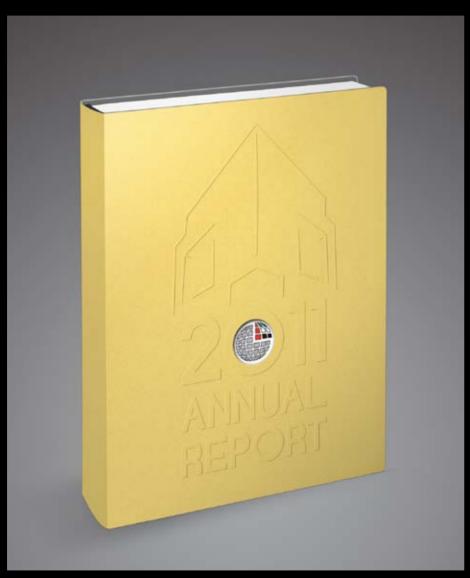


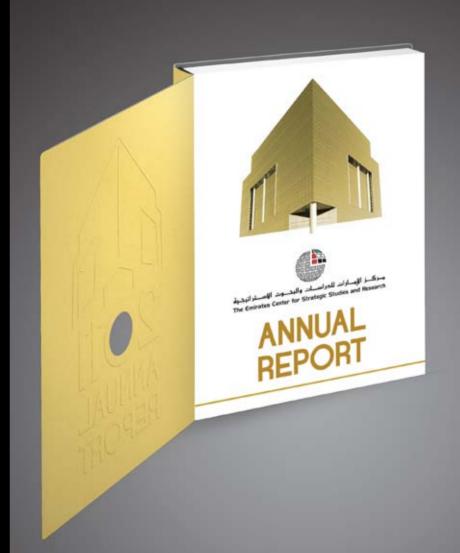
ECSSR 2011 Annual





ECSSR 2011 Annual







Scopo brochure









Scopo brochure

























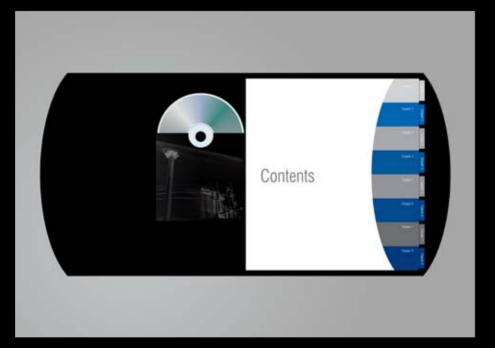
















































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If you would like to meet up, talk through a project, or find out more, feel free to get in touch with us.

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