

DESIGN BRANDING AND ART DIRECTION

Hummingbird Advertising llc  
Office 208 Level 2 Saheel Tower1  
Dubai United Arab Emirates  
T +971 4 255 7272  
hello@hummingbirduae.com

hummingbird



ABOUT US / HUMMINGBIRD ADVERTISING

Hummingbird is a dubai based branding and design agency offering corporate and consumer branding solutions. We are committed to our vision for creating effective designs and communication that ultimately translates into tangible brand value and success. As an agency, hummingbird stands for agility, strategy and a symbol of tireless energy in pursuing invaluable ideas for our clients.



MAJOR CLIENTS / HUMMINGBIRD ADVERTISING



Adventureland  
Arcadia School  
Ladybird Nursery  
Synergy Pharma  
Microsynergy  
Amdis  
Al Hayat Pharmaceuticals  
Worldwide Formations  
FUNKO  
Enoc  
DuServe  
Safeer Group  
Silentnight  
Palmspring Water  
Al Ghadeer Water  
The Mangy Kitchen  
Kwality Ice Cream  
Sparrow International  
Ghantoot Racing & Polo Club  
Modern Plastic Industries  
Moosa Daly  
Absolutely KSA  
GEFS  
Makita  
Clarke Handtools  
Dewalt  
GRP Industries  
Leminar Air Conditioning  
Al Khowahir Chemicals  
Hira Industries



SERVICES / HUMMINGBIRD ADVERTISING

Brand Identity

Brand Guidelines

Advertising

Packaging Design

Retail Branding

Exhibitions Stands / Displays

Office Branding / Interior Design

Annual Report Design

Promotional communications

Events and Activations

Content Writing (Online / Offline)

TVC's and corporate films

Infographics

Animation

Motion Graphics

Websites

SEO

Social Media Management

Augmented Reality

Virtual Reality

3D Modelling

Photography



PORTFOLIO / HUMMINGBIRD ADVERTISING



## ZULAL

### Project:

Brand Revamp for Zulal Water, a subsidiary of SEWA. Inspired by the culture and landmarks of Sharjah, we transformed the brand identity to reflect its root in Sharjah's traditions.



### Deliverables:

Brand Identity  
Packaging Design  
Office Interior / Branding





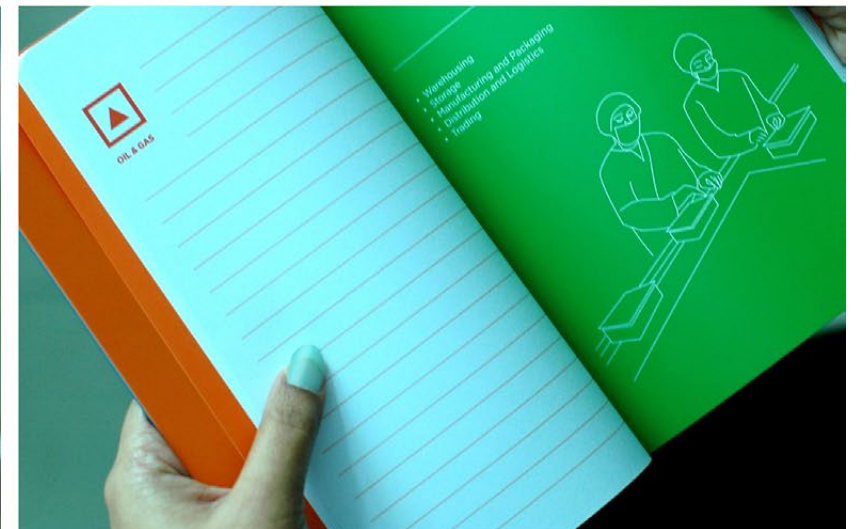
## Hamriyah Free Zone Authority

### Project:

HFZA wanted to have a tangible device to introduce the new brand "Empowering Enterprise" in an interesting manner. We came up with a concept based on HFZA sectors illustration / sector colors. The nicely crafted HFZA Calendar 2021 Package consisted of a Desk Calendar, Calendar Inserts with Acrylic Panel / Wooden Base, Notebook and Post-It; showcasing the new brand and salient features elegantly.

### Deliverables:

Desk Calendar  
Calendar Inserts with Acrylic Panel / Wooden Base  
Notebook  
Post-It





## Hamriyah Free Zone Authority

### Project:

HFZA wanted to have a tangible device to introduce the new brand "Empowering Enterprise" in an interesting manner. We came up with a concept based on HFZA sectors illustration / sector colors. The nicely crafted HFZA Calendar 2021 Package consisted of a Desk Calendar, Calendar Inserts with Acrylic Panel / Wooden Base, Notebook and Post-It; showcasing the new brand and salient features elegantly.

### Deliverables:

Desk Calendar  
Calendar Inserts with Acrylic Panel / Wooden Base  
Notebook  
Post-It







## Hamriyah Free Zone Authority

### Project:

HFZA wanted to have a tangible device to introduce the new brand "Empowering Enterprise" in an interesting manner. We came up with a concept based on HFZA sectors illustration / sector colors. The nicely crafted HFZA Calendar 2021 Package consisted of a Desk Calendar, Calendar Inserts with Acrylic Panel / Wooden Base, Notebook and Post-It; showcasing the new brand and salient features elegantly.

### Deliverables:

Desk Calendar  
Calendar Inserts with  
Acrylic Panel / Wooden Base  
Notebook  
Post-It





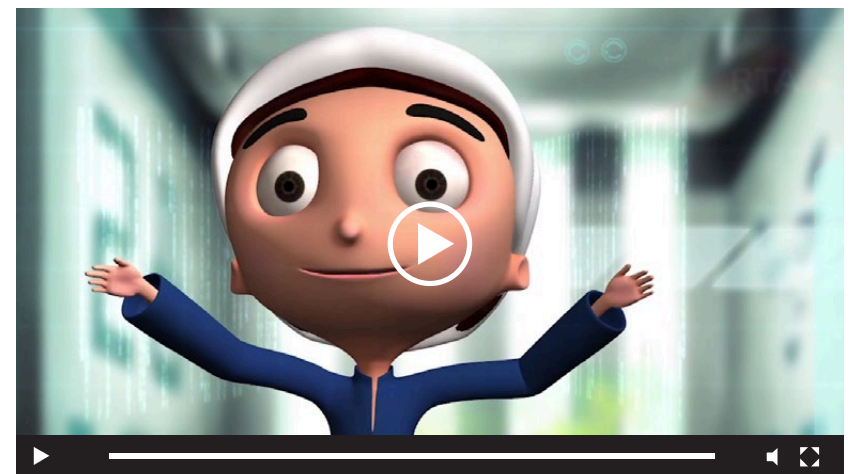
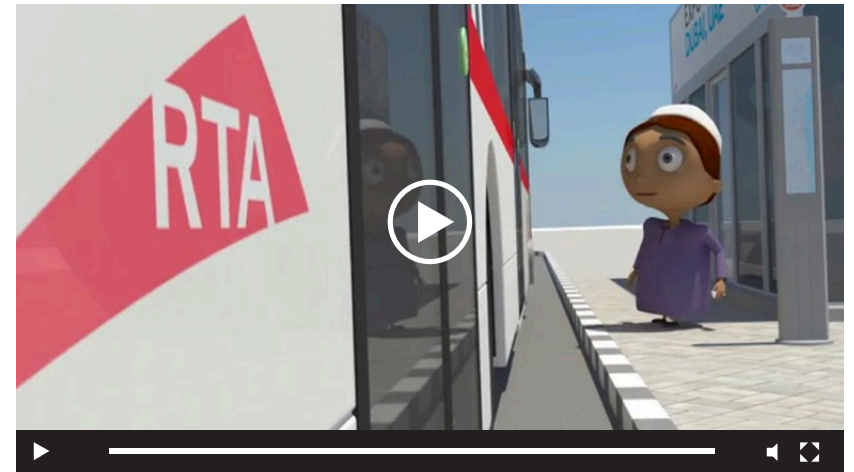
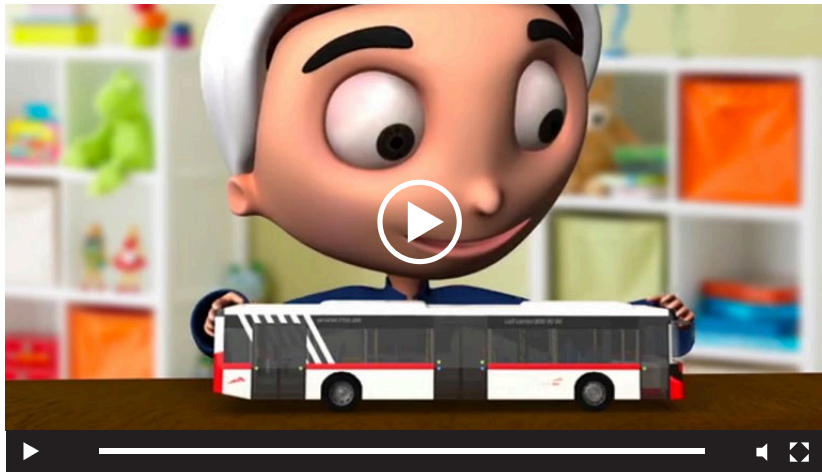
## RTA

### Project:

RTA was looking for interesting ways to convey their safety instructions to the passengers. We made an animated video with engrossing characters to catch the passengers attention.

### Deliverables:

Bus Safety Video





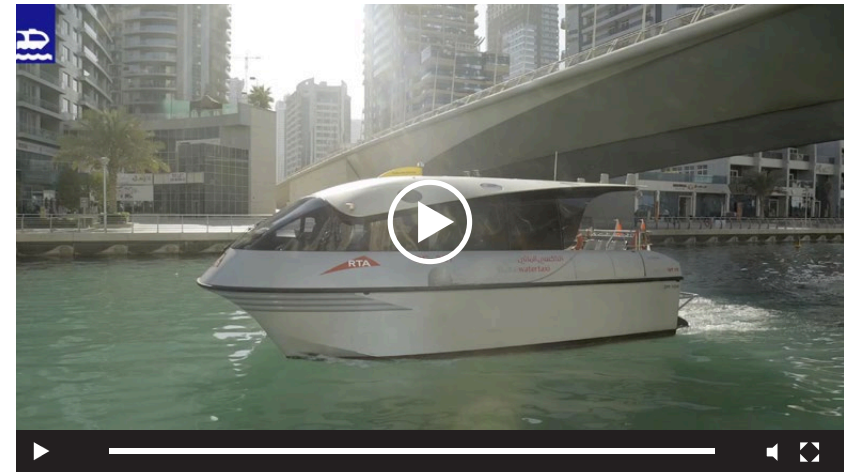
## RTA

### Project:

Our task was to communicate RTA's safety practices to the passengers effectively. Clear and actionable safety instruction is crucial since lives depend on it. We worked on the scripting, direction and production of a series of safety video for RTA's all modes of water transportation.

### Deliverables:

RTA ferry safety videos





## ENOC

### Project:

We proposed and executed a CSR campaign encouraging customers to donate ONE dirham which would be utilized to tackle starvation. The campaign made an emotional appeal through striking visuals and ensured customer participation.

### Deliverables:

Press Campaigns

One dirham is worth millions only when it feeds one

 **اينقك**  
ENOC

**Feed one** on the go

 **World Food Programme**  
wfp.org

 **جمعية  
البر  
الخيرية**  
DUBAI CHARITY ASSOCIATION

Joining hands with World Food Programme and Dubai Charity, Enoc initiates 'feed one on the go' -a committed drive against hunger. Spare a dirham and feed the needy. Realize your dirham's worth on the go.

One dirham is worth millions only when it feeds one

 **اينقك**  
ENOC

**Feed one** on the go

 **World Food Programme**  
wfp.org

 **جمعية  
البر  
الخيرية**  
DUBAI CHARITY ASSOCIATION

Joining hands with World Food Programme and Dubai Charity, Enoc initiates 'feed one on the go' -a committed drive against hunger. Spare a dirham and feed the needy. Realize your dirham's worth on the go.



## AL RAWABI

### Project:

Al Rawabi was expanding their product line with an assorted range of cheese and yoghurt. We were tasked with creating the packaging design in line with branding / shelf visibility objectives.

### Deliverables:

Packaging Design  
Product 3D Rendering





## AL RAWABI

### Project:

Al Rawabi has a large fleet of trucks for product delivery and distribution. Our task was to transform their fleet of vehicles as moving 'product billboards'.

### Deliverables:

Vehicle Branding





## Camelicious

### Project:

Camelicious takes pride in its Emirati culture, objective was to pay homage and bring that same cultural elements into the packaging designs.

### Deliverables:

Packaging Design  
Product range Brochure





## Camelicious

### Project:

Camelicious launched a camel milk based cold coffee. Swirls, waves and a camel come together in our design to celebrate the fusion of camel milk and freshly ground coffee.

### Deliverables:

Packaging Design  
Product range Brochure







## Marmum

### Project:

Proposed packaging design for Marmum's fresh milk range with lively colours and vibrant illustrations.

### Deliverables:

Packaging Design





## HILLI PREMIUM TEA

### Project:

Hilli was launching a tea range in Qatar and we were responsible for the packaging design. Our idea was inspired by the freshness of the tea hills from where it is sourced.

### Deliverables:

Brand Identity  
Packaging Design





## HILLI

### Project:

Packaging design for Hilli natural spring water inspired by the mountains and perfected to stand out on retail shelves.

### Deliverables:

Packaging Design





## KWALITY ICE CREAMS

### Project:

We have worked on numerous packaging designs for Kwaliti Ice Cream. From cones to tubs to ice cream sticks, we have done it all.

### Deliverables:

Packaging Design







## SNOWBOY

### Project:

The Snowboy mascot is cool and fun. It helps create a bond with the target audience and 'break the ice'.

### Deliverables:

Brand Identity  
Packaging Design  
Mascot Creation





## SNOWBOY

### Project:

Packaging design for the Ice stick range. The mascot and the background colours change to match the flavours.

### Deliverables:

Brand Identity  
Packaging Design  
Mascot Creation





## KHUSHI TRADING

### Project:

Nature inspired packaging design for Khushi Trading for their cereals and pulses range. The product range was showcased through design adaptation of the master design.

### Deliverables:

Packaging Design







## COOL & COOL

### Project:

Cool & cool needed a press campaign to promote their baby care products. Here are the campaign options we proposed that demand the parents to grow up to their baby and pick the best baby care products.

### Deliverables:

Press Campaign

# Softness shouldn't be just skin-deep!



Because when you grow up to your baby, it shows.

Cool and cool baby washing gel, provided ultimate soft nourishment and protects your baby's skin against external aggressions.



Look no further for total baby care.

# Nothing equals the love you give to your little one.



We only make sure that our ingredients are just as natural. Because when you grow up to baby, it shows.



Cool and Cool Baby powder with ingredients so sensitively chosen for caring the sensitive skin. Blended with care to take care of the skin without drying or causing any irritation to the eye.

Look no further for total baby care.



## Apollo Tyres

### Project:

We leveraged the region's love for football to create an engaging brand activation campaign that features the partnership between Apollo Tyres and Manchester United football club.

### Deliverables:

Brand Activation  
Stand design





## Dana Jets

### Project:

DANA is a private jet company based in UAE. We created the brand identity inspired by the name 'DANA' which means Pearl in Arabic and also depicting the silhouette of a jet.



### Deliverables:

Corporate Identity  
Brand Guidelines





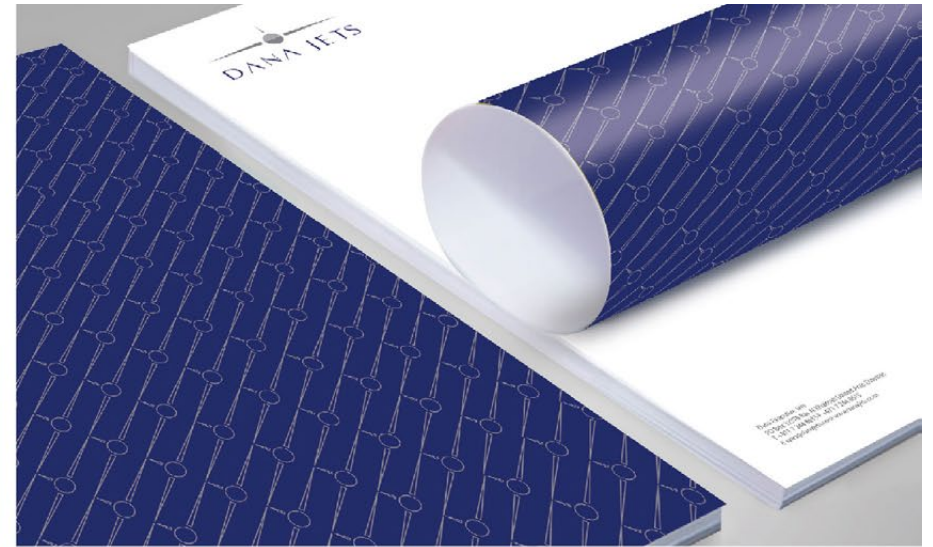
## Dana Jets

### Project:

DANA is a private jet company based in UAE. We created the brand identity inspired by the name 'DANA' which means Pearl in Arabic and also depicting the silhouette of a jet.

### Deliverables:

Corporate Identity  
Brand Guidelines





## Worldwide Formations

### Project:

Worldwide Formations helps set up businesses in UAE and other offshore locations. We revamped their brand identity and designed their new office in Fairmont Hotel, Dubai.



### Deliverables:

Corporate Identity  
Office Interior





## Aryana Hotel

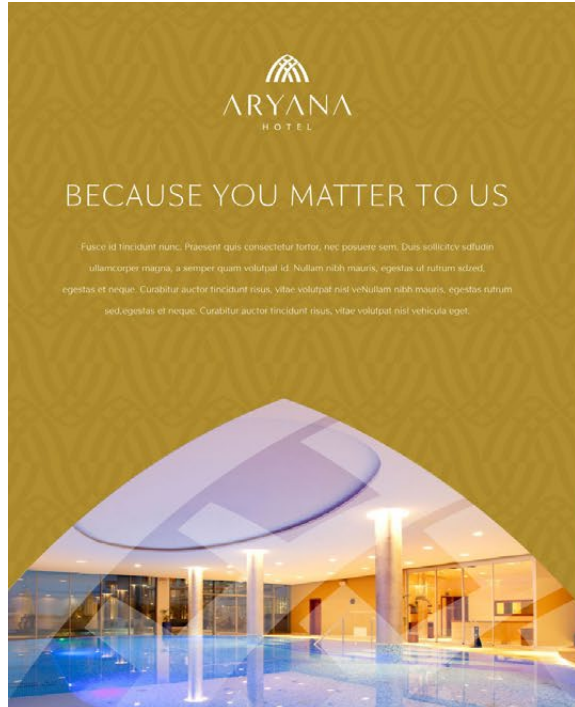
### Project:

Rebranding for Aryana Hotel and worked on their identity extension based on the new look.



### Deliverables:

Corporate Identity  
Office Interior  
Brand Guidelines





## Aryana Hotel

### Project:

Rebranding for Aryana Hotel and worked on their identity extension based on the new look.

### Deliverables:

Corporate Identity  
Office Interior  
Brand Guidelines





## NESTO - INAAM REWARDS

### Project:

Nesto group was looking to create a loyalty programme. We created the concept, proposed various names, worked on the design and a launch campaign.

### Deliverables:

Naming  
Loyalty Card design  
Launch campaign



Rewards in return





## NESTO - INAAM REWARDS

### Project:

Nesto group was looking to create a loyalty programme. We created the concept, proposed various names, worked on the design and a launch campaign.

### Deliverables:

Naming  
Loyalty Card design  
Launch campaign

# INAAM LOYALTY CARDS

*by* NESTO



INAAM

**As good as cash**

Shop for 2500 AED, earn 500 points to win 25 AED worth shopping voucher. To upgrade your cards or avail new ones, call 800 000 or visit [www.inaamrewards.com](http://www.inaamrewards.com)

# INAAM LOYALTY CARDS

*by* NESTO



INAAM

**As good as cash**

Shop for 2500 AED, earn 500 points to win 25 AED worth shopping voucher. To upgrade your cards or avail new ones, call 800 000 or visit [www.inaamrewards.com](http://www.inaamrewards.com)



## V... THE WORLD

### Project:

V...The World are realtors for the World Islands. They wanted a brochure for their private island. Powerful use of photographs and imagery helps to see, feel and experience the island life in every page.

### Deliverables:

Corporate Brochure





## GEFS

### Project:

Brochure design for Gulf Eco Friendly Services, a leading green technology company, using simple nature inspired hand drawn illustrations and the commitment to nature was further promoted through the use of recycled paper.

### Deliverables:

Corporate Brochure





## GEFS

### Project:

Gulf Eco Friendly Services are a leading green technology company developing eco-friendly sewage treatment plants, roads, etc. We created concepts for events, showing various activities and their commitment to the environment.

### Deliverables:

Exhibition wall backdrop



solutions for  
creating **ecofriendly**  
and sustainable  
**environment**



GEFS Technology Expertise  
• Green STPs • Desalination • Oil & Water Pipeline Works • Green Roads

GEFS Service  
• Operation & Maintenance Service • New Plant Design • Installation



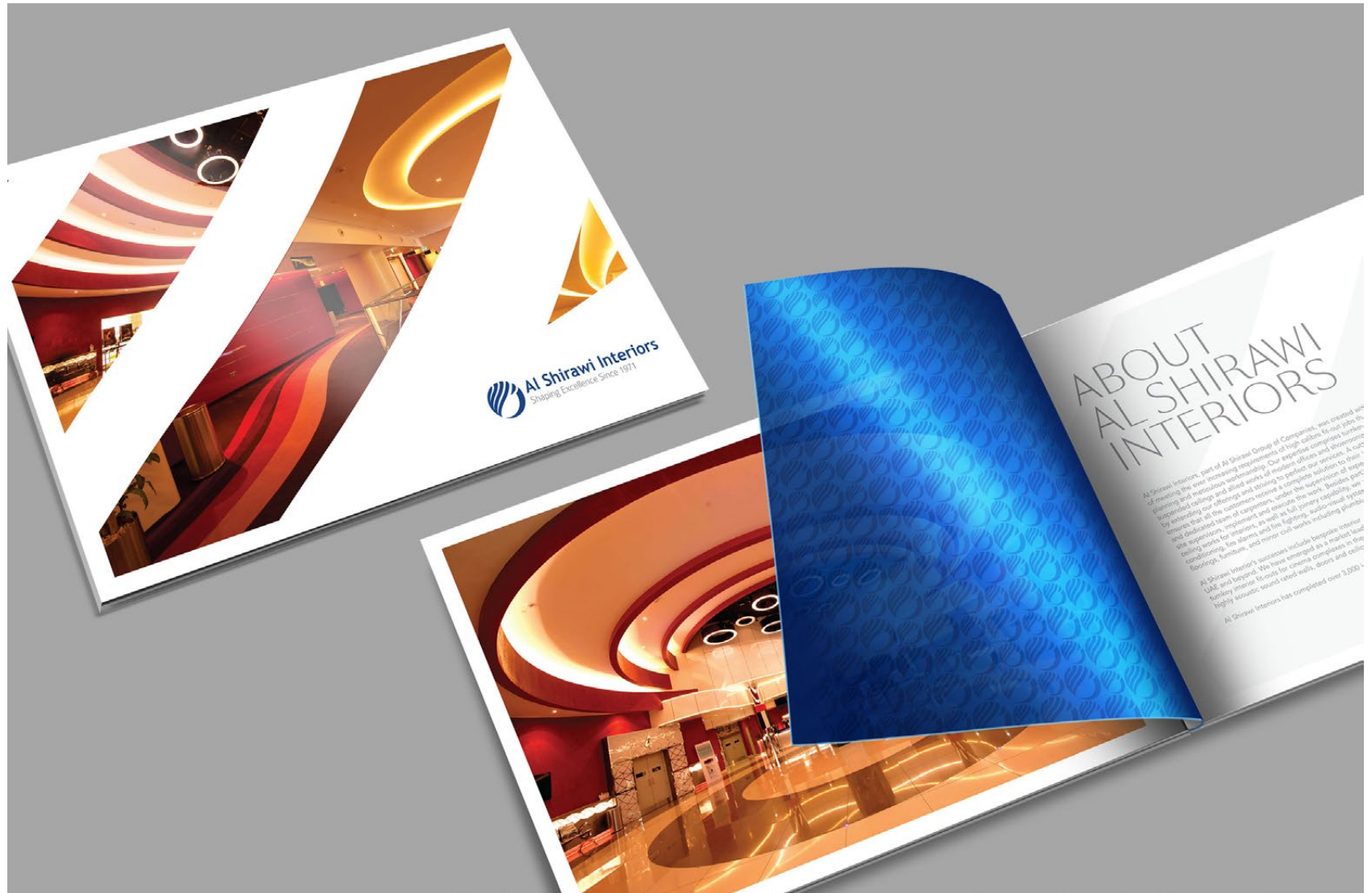
## AL SHIRAWI GROUP

### Project:

We worked on the brochure design inspired by their logo and creative photography to showcase how they can transform interior spaces.

### Deliverables:

Corporate Brochure





## Mirath Art Center

### Project:

Mirath Art Center is a children's talent development institute and are all about music, ballet and fine arts. We worked on a new brand identity that captured this essence.

### Deliverables:

- Brand Identity
- Brand Guidelines
- Office Interior





## Mirath Art Center

### Project:

Mirath Art Center is a children's talent development institute and are all about music, ballet and fine arts. We worked on a new brand identity that captured this essence.

### Deliverables:

Brand Identity  
Brand Guidelines  
Office Interior





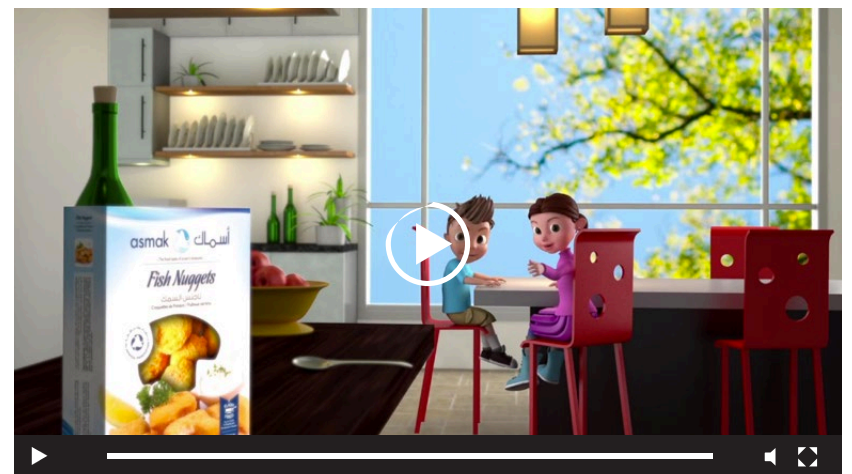
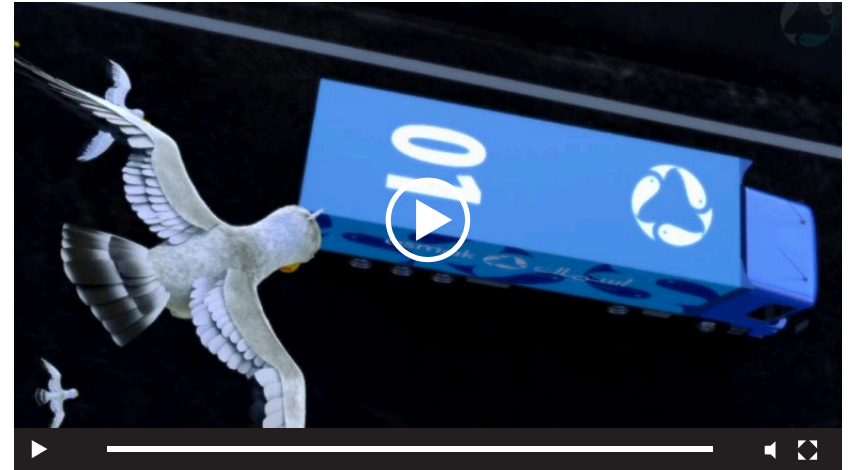
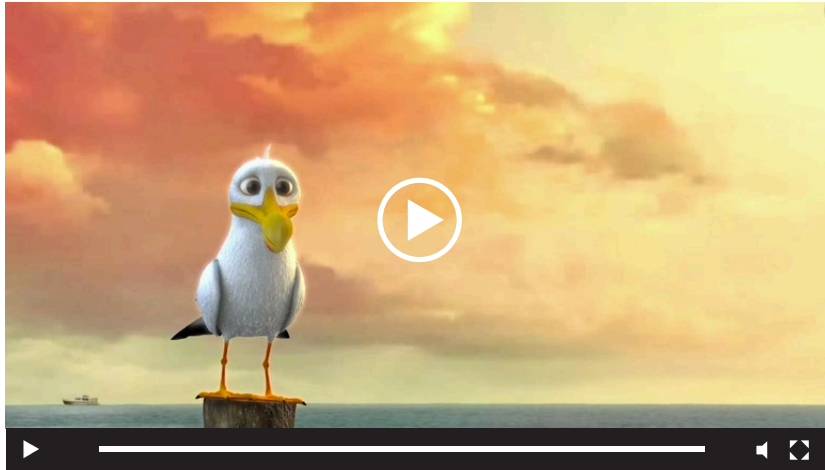
## ASMAK

### Project:

TVC campaign for this leading seafood manufacturer in the region to increase their brand recall and to raise awareness about their products.

### Deliverables:

60 Sec TVC







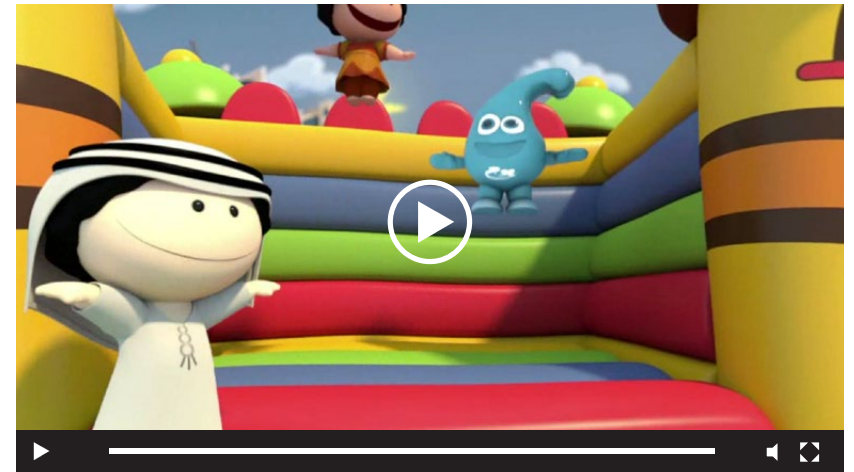
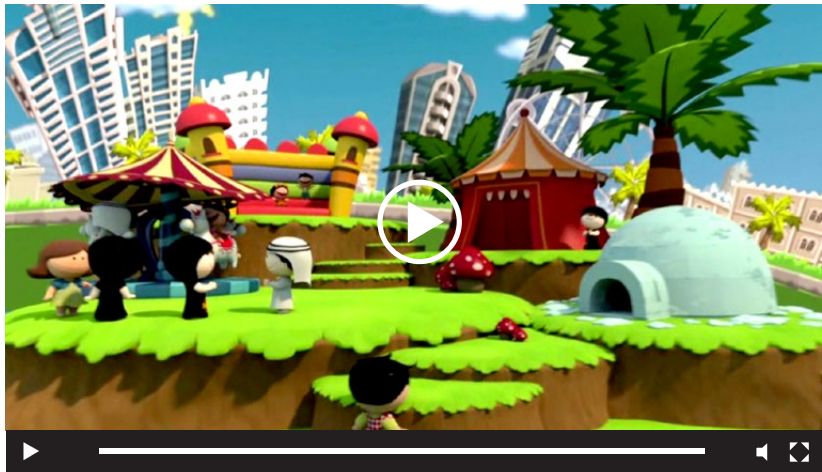
## SHARJAH WATER FESTIVAL

### Project:

Sharjah water festival needed a video to promote the event. We modelled their brand mascot and created an animated 3D video for their promotions.

### Deliverables:

Animated Videos





## DUSERVE FM

### Project:

Duserve, a semi-government facilities management company in Dubai, wanted a productive and inspiring workspace for their employees. Here's how we made that transformation happen.

### Deliverables:

Office Branding





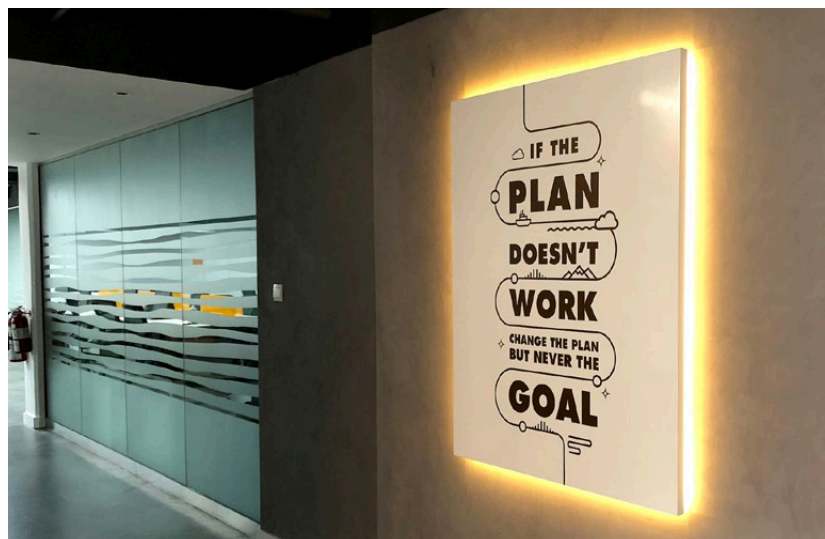
## DUSERVE FM

### Project:

Duserve, a semi-government facilities management company in Dubai, wanted a productive and inspiring workspace for their employees. Here's how we made that transformation happen.

### Deliverables:

Office Branding



WEBSITES / HUMMINGBIRD ADVERTISING





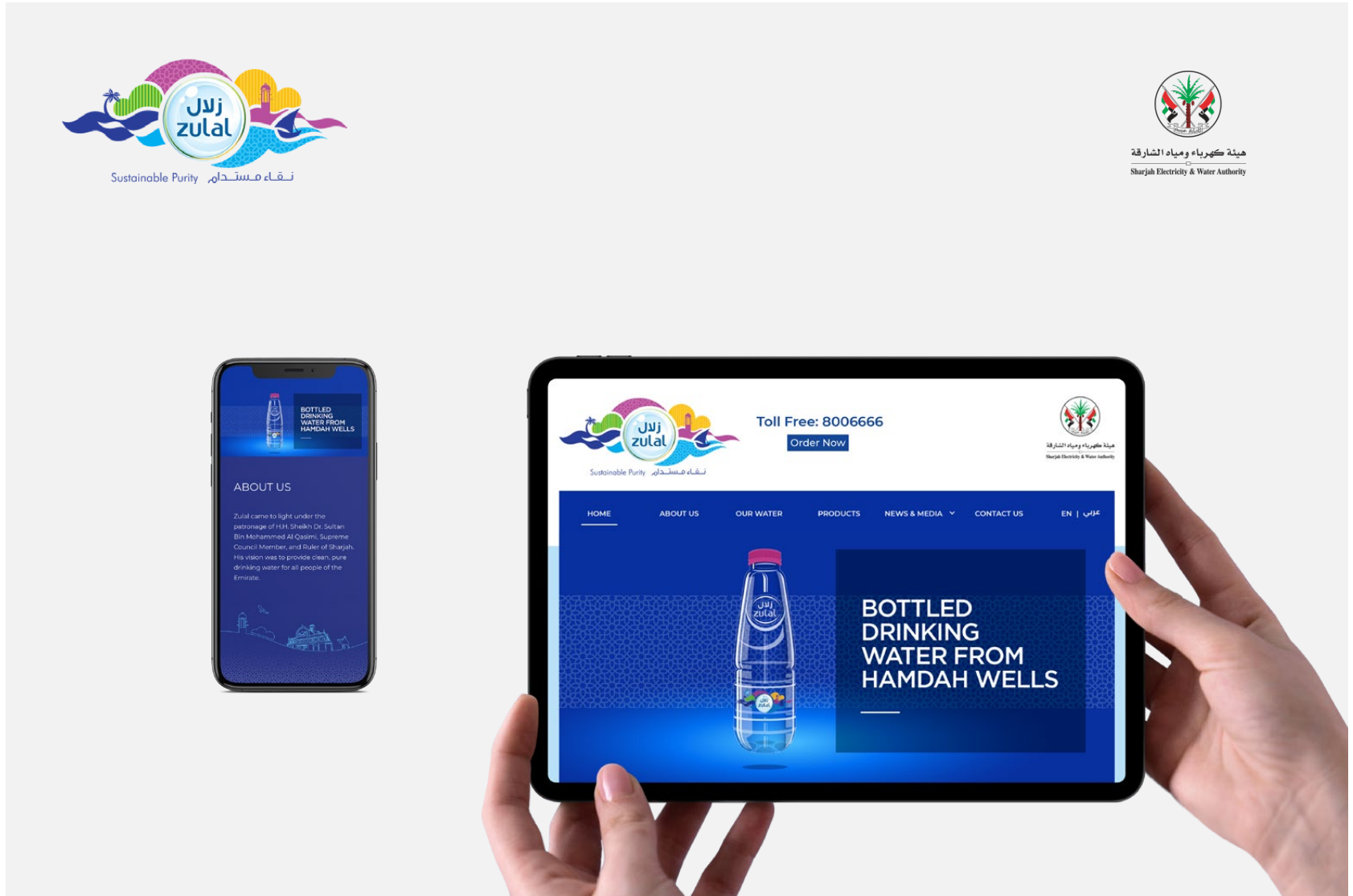
## ZULAL WATER

### Project:

Website design for Zulal, a subsidiary of SEWA. Minimal single scroll website with support for online enquiry and ordering of products.

### Deliverables:

UI/UX/Web Design





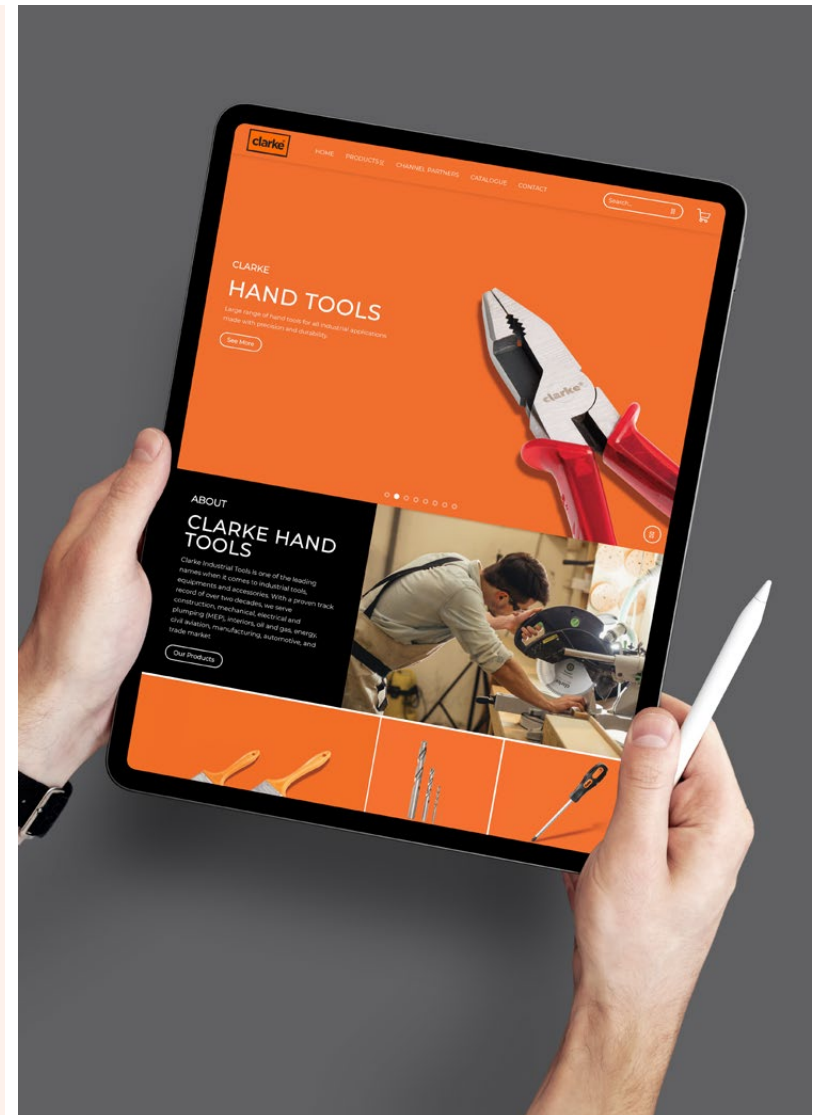
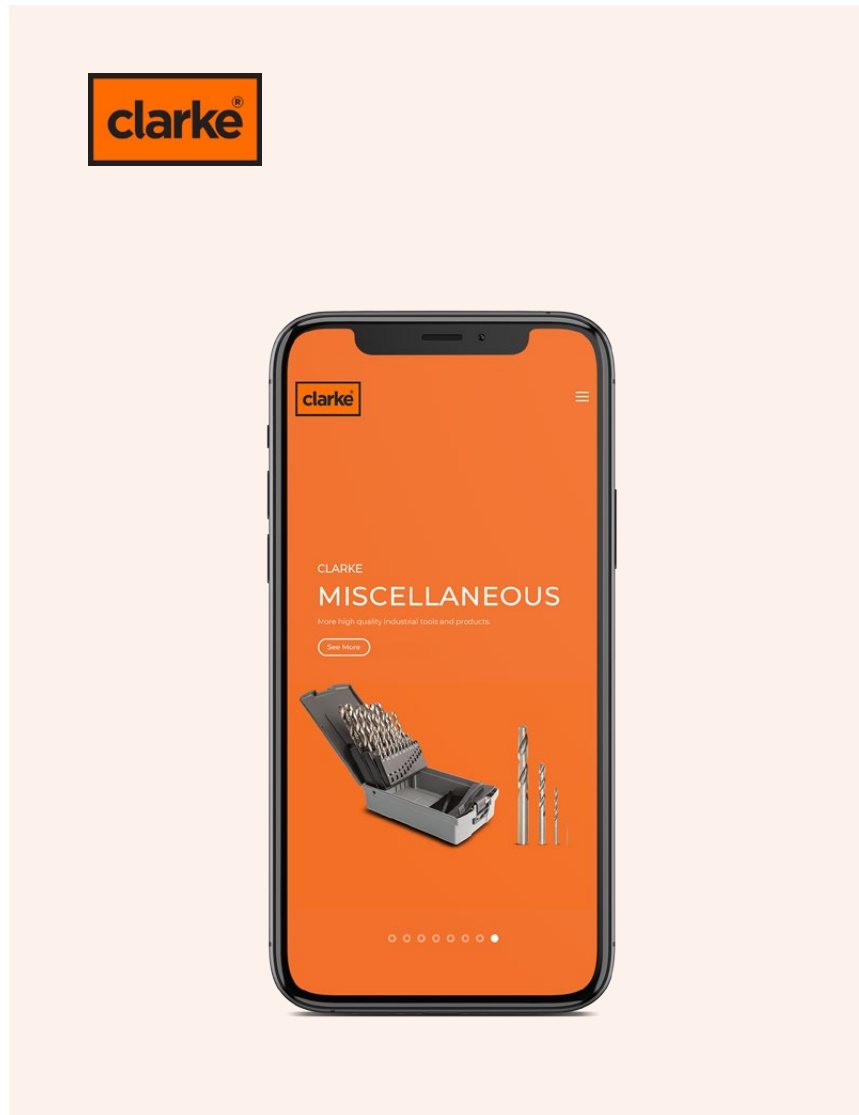
## CLARKE HAND TOOLS

### Project:

Brand website with the entire product range for Clarke hand tools with the ability to place orders online.

### Deliverables:

UI/UX/Web Design  
E-Commerce





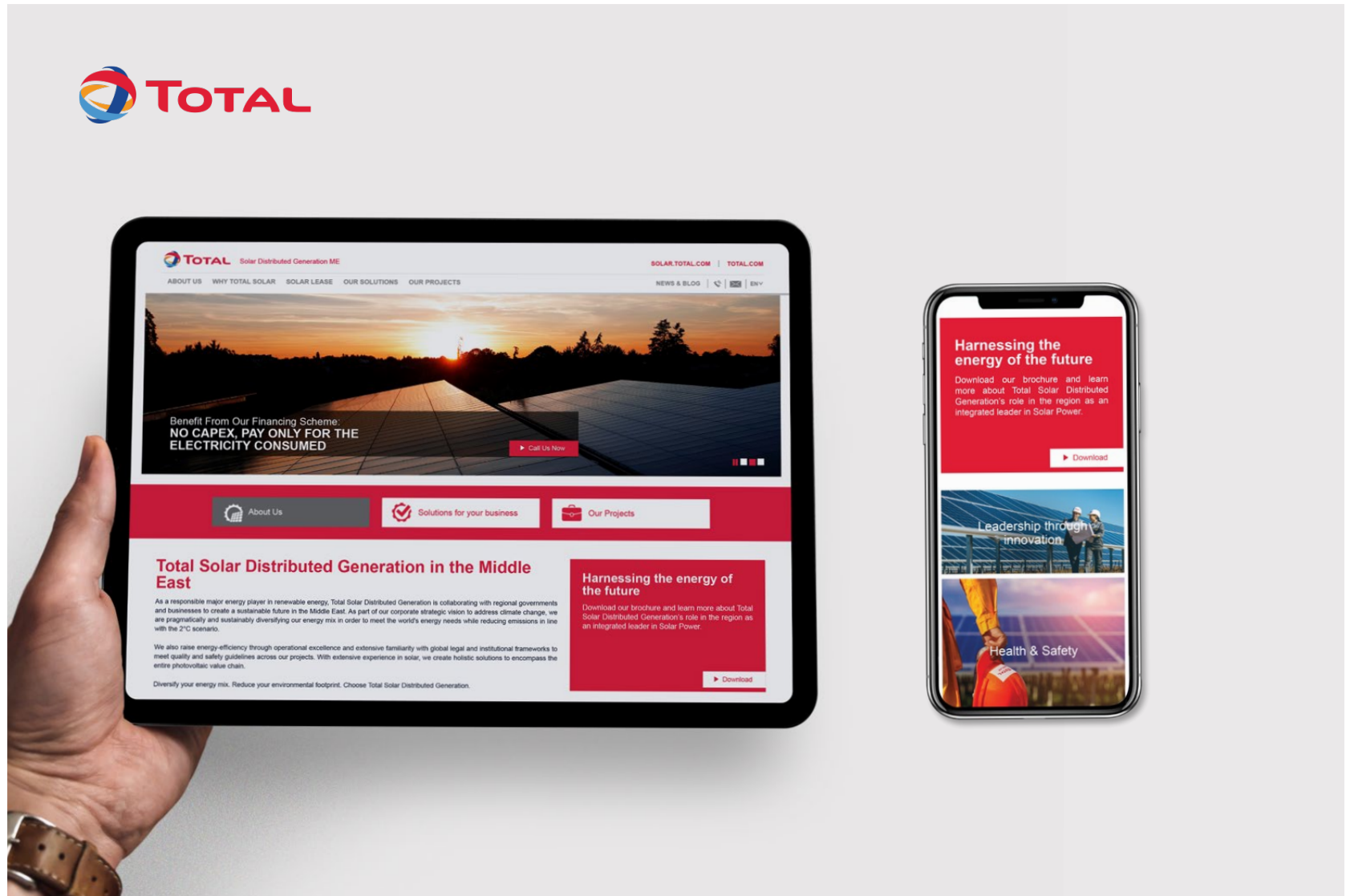
## TOTAL SOLAR ME

### Project:

Website design for the Solar wing of Total Energy. The website is the Middle East portal for updates, news and product information.

### Deliverables:

UI/UX/Web Design





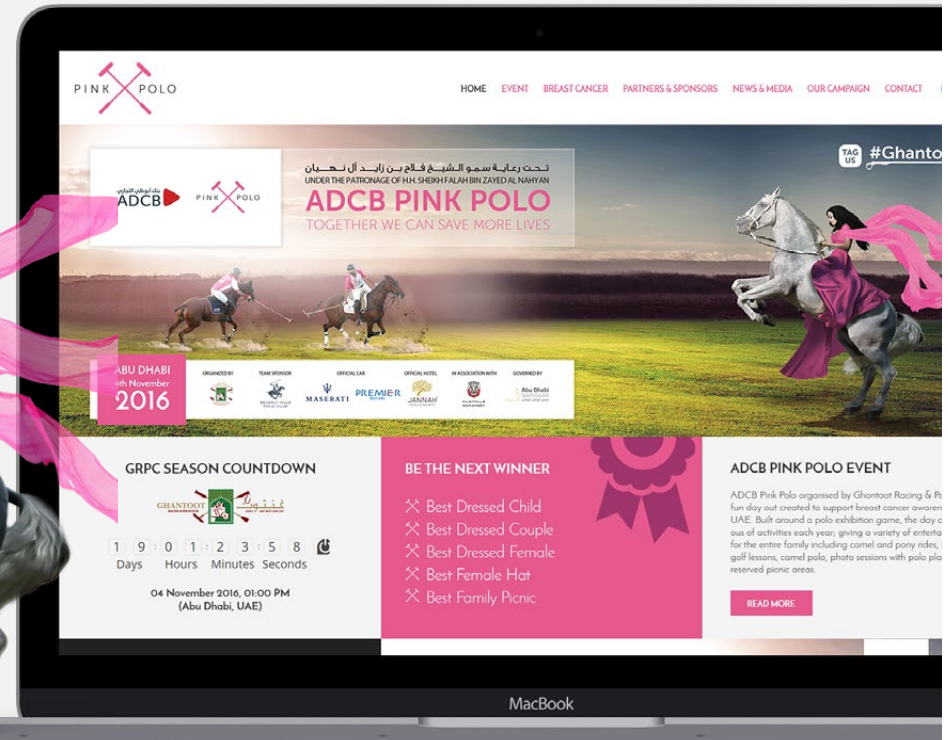
## PINK POLO

### Project:

Website that serves as a hub of all brand and event communications with social media integrations for Pink Polo, an event to raise awareness about breast cancer in the region.

### Deliverables:

UI/UX/Web Design



HOME EVENT BREAST CANCER PARTNERS & SPONSORS NEWS & MEDIA OUR CAMPAIGN CONTACT



تحت رعاية سمو الشيخ فلاح بن زايد آل نهيان  
UNDER THE PATRONAGE OF H.H. SHEIKH FALAH BIN ZAYED AL NAIYAN  
**ADCB PINK POLO**  
TOGETHER WE CAN SAVE MORE LIVES

#Ghantoot



#### GRPC SEASON COUNTDOWN

1 9 : 0 1 : 2 3 : 5 8  
Days Hours Minutes Seconds  
04 November 2016, 01:00 PM  
(Abu Dhabi, UAE)

#### BE THE NEXT WINNER

- ✕ Best Dressed Child
- ✕ Best Dressed Couple
- ✕ Best Dressed Female
- ✕ Best Female Hat
- ✕ Best Family Picnic

#### ADCB PINK POLO EVENT

ADCB Pink Polo organised by Ghantoot Racing & Polo is a fun day out created to support breast cancer awareness UAE. Built around a polo exhibition game, the day consists of a variety of activities each year, giving a variety of entertainment for the entire family including camel and pony rides, golf lessons, camel polo, photo sessions with polo polo reserved picnic areas.

READ MORE

MacBook





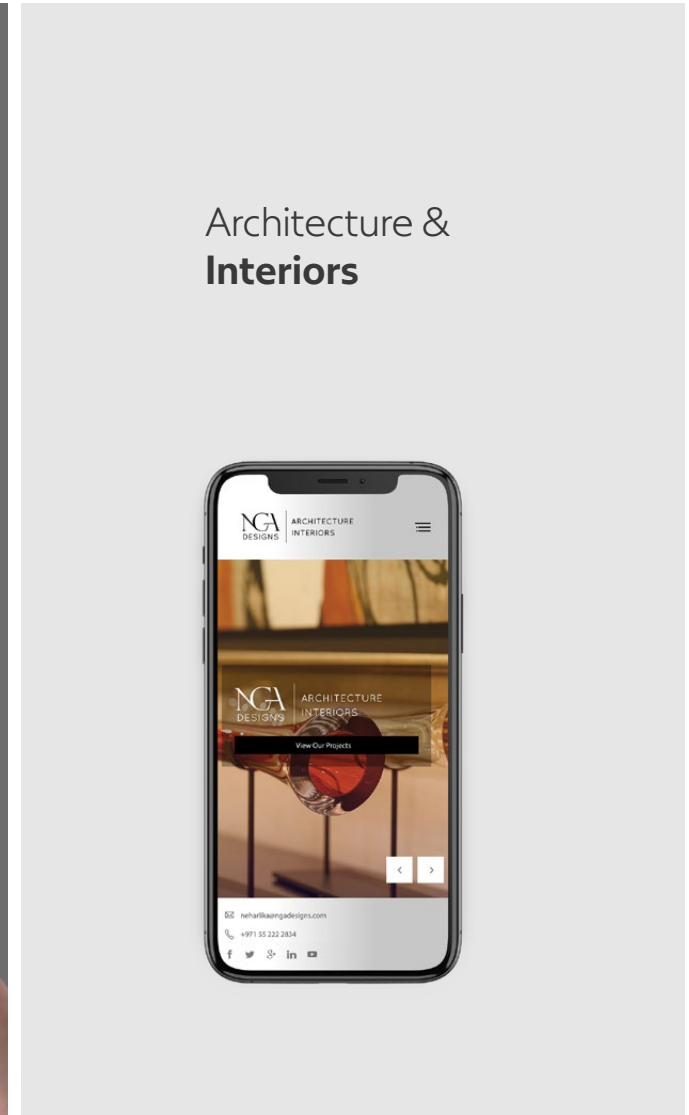
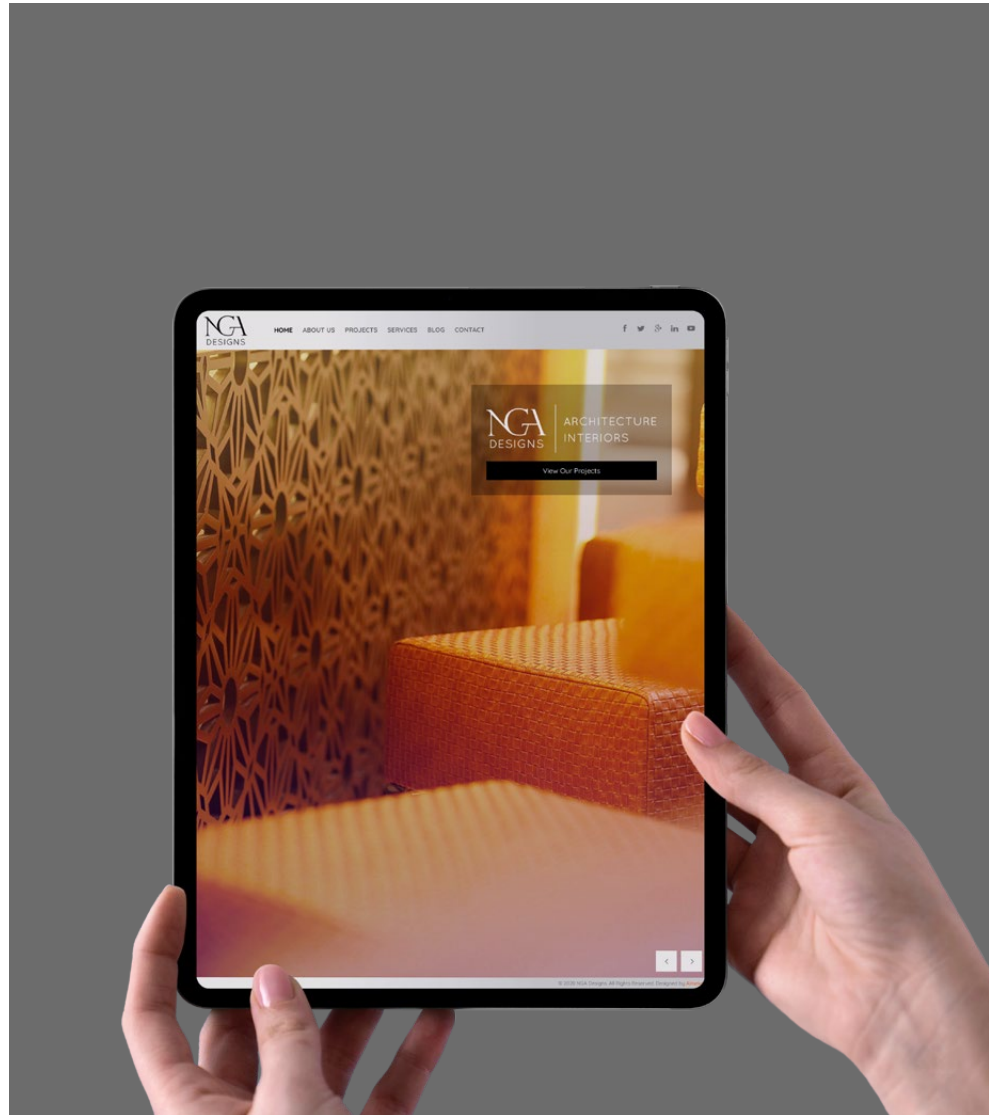
## NGA DESIGNS

### Project:

Architecture and Interior Design portfolio with key projects with details of services offered for a regional design firm.

### Deliverables:

Branding, UI/UX/Web Design





## ARUSHI COUTURE

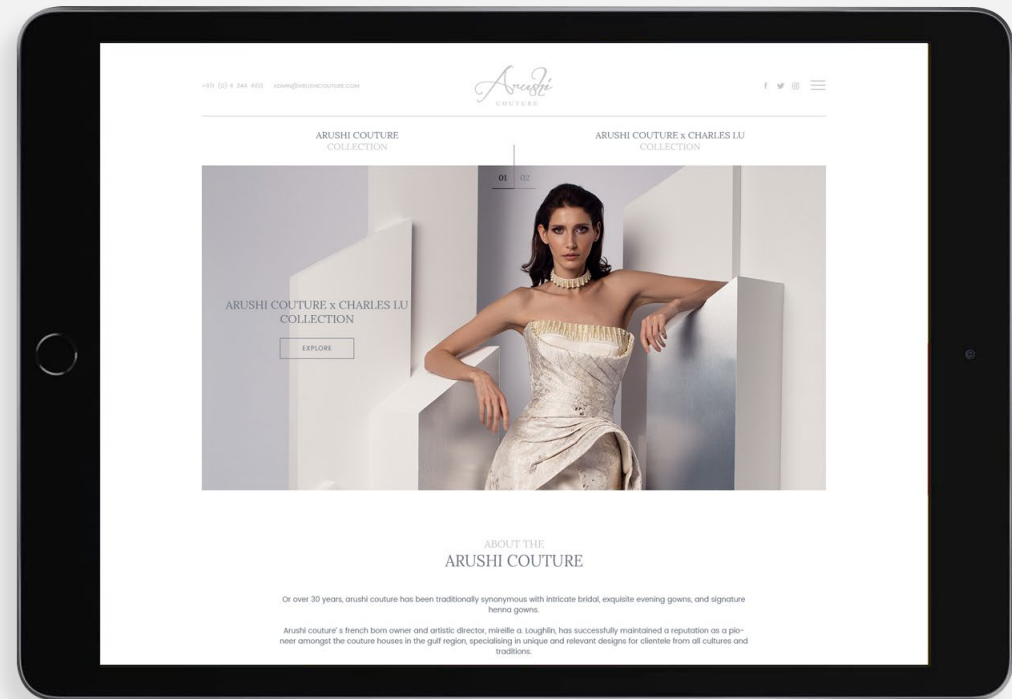
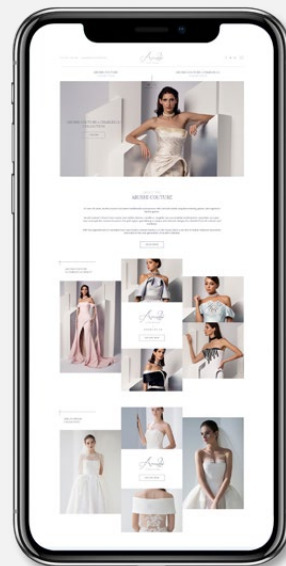
### Project:

Website design to showcase the collections of Arushi Couture. Arushi Couture is an old name in intricate bridalwear and exquisite evening gowns.

### Deliverables:

UI/UX/Web Design

Arushi  
COUTURE





## AL CAZAR BAKERY

### Project:

Complete overhaul and visual redesign of Al Cazar Bakery's new website with a focus on their history and varied product lines. High resolution images and crisp copy makes for a site to be savoured.

### Deliverables:

Branding, UI/UX/Web Design





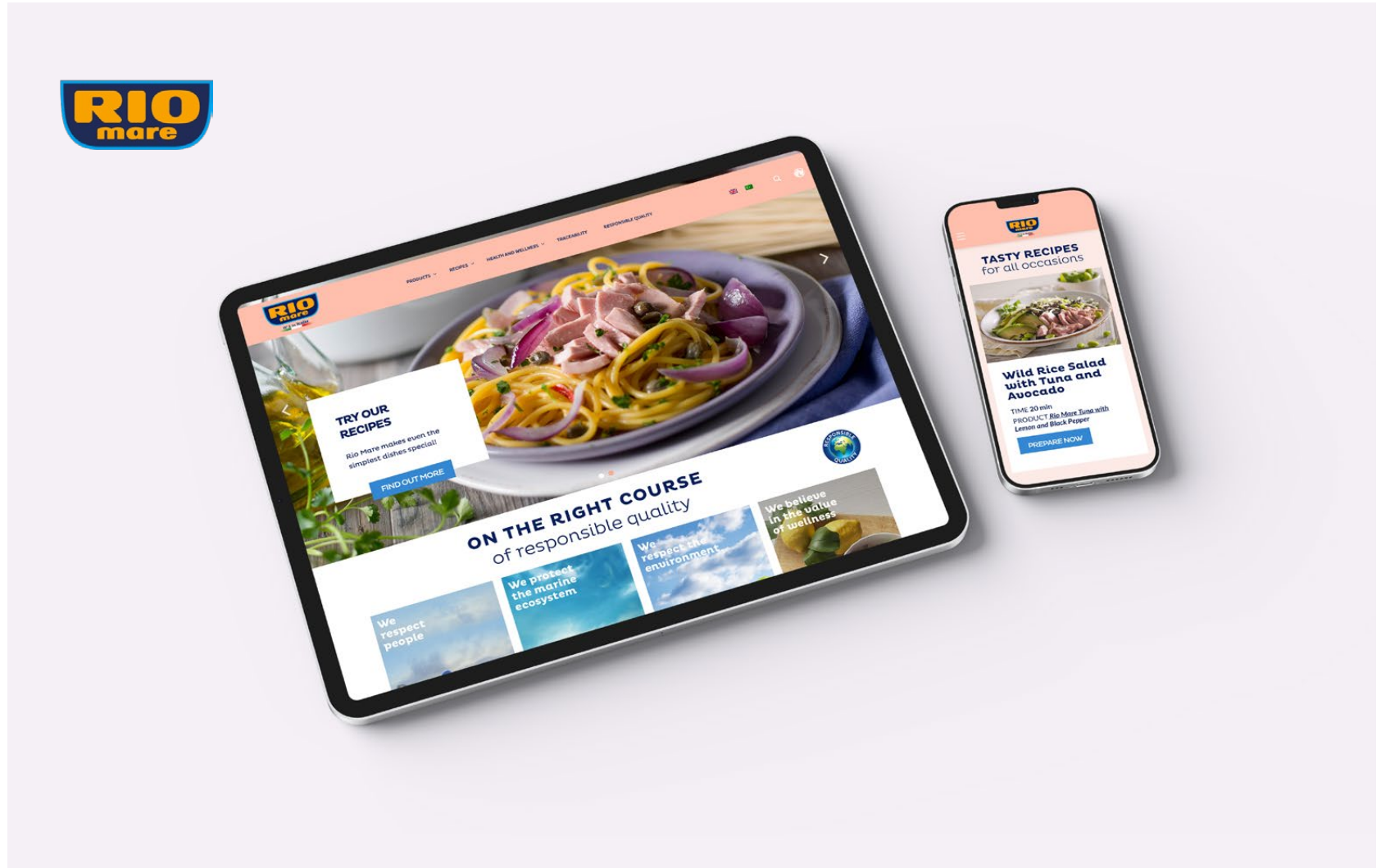
## RIO MARE ME

### Project:

Rio Mare is a leading canned food producer from Italy. We are responsible for their online presence and web design in the Middle East.

### Deliverables:

UI/UX/Web Design





## SSA TECH

### Project:

SSA Technologies offers services across industries to improve their performance through innovative consulting in excellence in design and by handholding till the results are achieved.

### Deliverables:

UI/UX/Web Design





SOCIAL MEDIA / HUMMINGBIRD ADVERTISING



## SOCIAL MEDIA ANIMATION WORK

### Project:

2D and 3D animations based on logo and services.





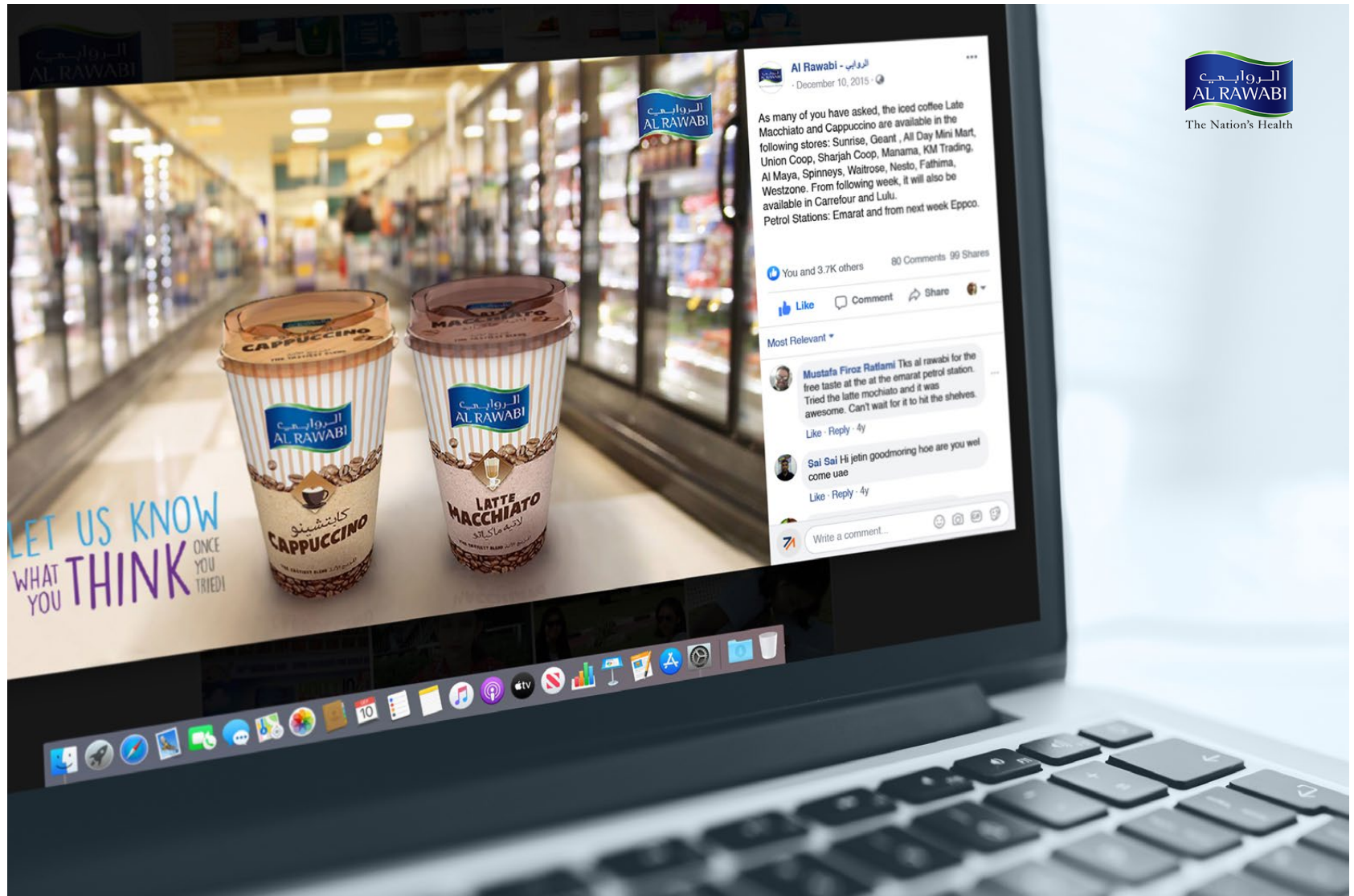
## AL RAWABI SOCIAL MEDIA RETAINER

### Project:

Managed Al Rawabi's entire social media presence covering the overall content strategy, posting, follower engagement / management.

### Deliverables:

Branding, Packaging,  
Social Media







## AL RAWABI SELFIE WITH JUICE CAMPAIGN

### Project:

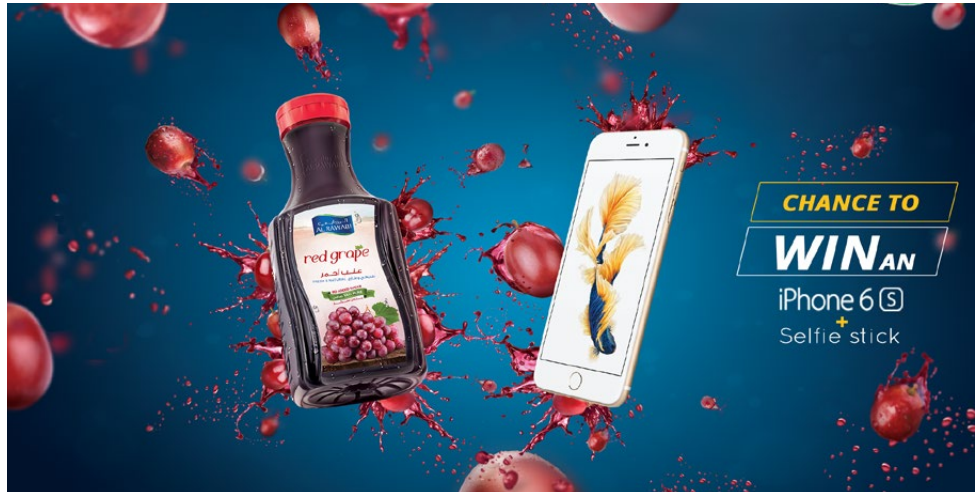
Social media campaign tailored to increase engagement and increase sales during the launch of Al Rawabi's rebranded juice range.

### Mechanics:

Participants had to take a 'creative selfie' with the new juice bottles and share them on our pages. A one-month campaign and two winners got an iPhone each.

### Deliverables:

Branding, Packaging,  
Social Media





### AL RAWABI SELFIE WITH JUICE CAMPAIGN

#### Project:

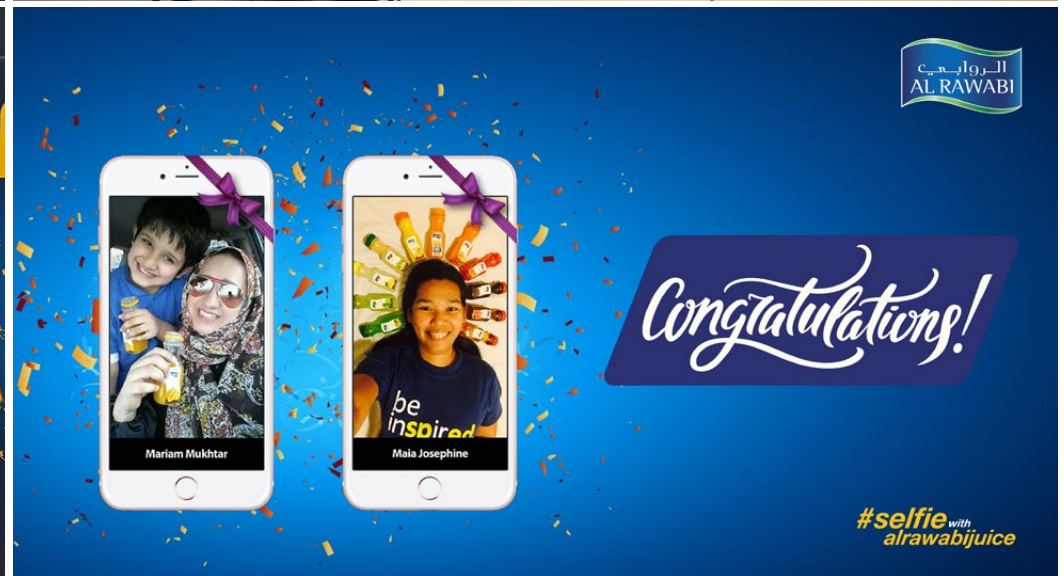
Social media campaign tailored to increase engagement and increase sales during the launch of Al Rawabi's rebranded juice range.

#### Mechanics:

Participants had to take a 'creative selfie' with the new juice bottles and share them on our pages. A one-month campaign and two winners got an iPhone each.

#### Deliverables:

Branding, Packaging, Social Media





## ASMAK

### Project:

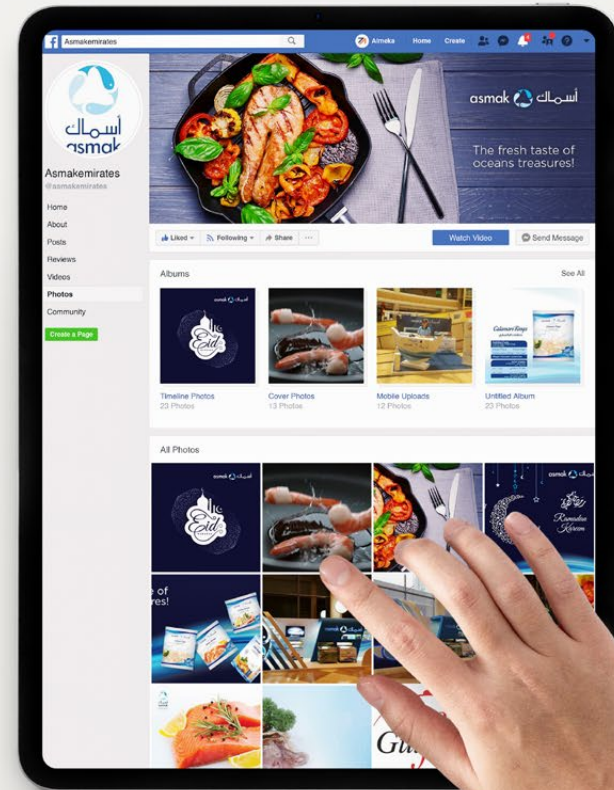
Social media presence management, page and engagement boosting for Asmak, a leading frozen seafood producer in the region. We also ran a unique share and win campaign via Whatsapp to increase their brand awareness.

### Deliverables:

Branding, Packaging,  
Social Media



The fresh taste of  
**oceans treasures!**





## ASMAK

### Project:

Social media presence management, page and engagement boosting for Asmak, a leading frozen seafood producer in the region. We also ran a unique share and win campaign via Whatsapp to increase their brand awareness.

### Deliverables:

Branding, Packaging, Social Media



asmak أسماك

The fresh taste of oceans treasures!

**WHATSAPP SHARE AND WIN CONTEST**

أسماك asmak

**WIN A TOUR PACKAGE WORTH AED 10,000**

- 1 Register below with your WhatsApp number and you will get one of the four images on WhatsApp.
- 2 Share the image with your friends and wait for the other three images to be shared with you.
- 3 Like our Facebook page and post all the four images on your Facebook account with the hashtag #asmakfresh to get a chance to win a tour package worth AED 10,000.

\*Terms and conditions apply.

asmak أسماك



## ASMAK

### Project:

Social media presence management, page and engagement boosting for Asmak, a leading frozen seafood producer in the region. We also ran a unique share and win campaign via Whatsapp to increase their brand awareness.

### Deliverables:

Branding, Packaging, Social Media





## ARUSHI COUTURE

### Project:

Instagram presence management for Arushi Couture. We kept the followers up to date on the latest in fashion and bridal wear while posting the various collections of Arushi Couture.

### Deliverables:

Website, Social Media





## ARUSHI COUTURE

### Project:

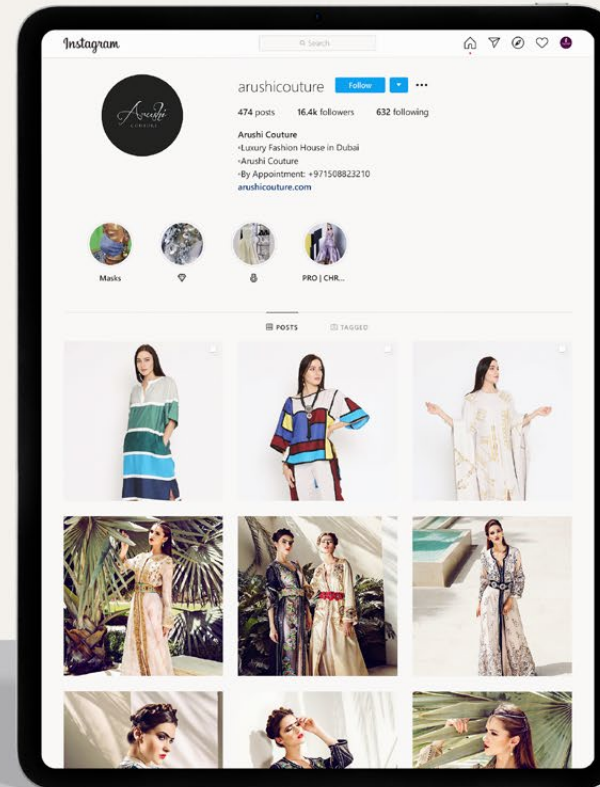
Instagram presence management for Arushi Couture. We kept the followers up to date on the latest in fashion and bridal wear while posting the various collections of Arushi Couture.

### Deliverables:

Website, Social Media

*Arushi*  
COUTURE

**Bespoke Collection**  
**Ready-to-Wear Collection**





[www.hummingbirduae.com](http://www.hummingbirduae.com)

For projects / business related  
queries please contact

Hummingbird Advertising llc  
Office 208 Level 2 Saheel Tower 1  
Dubai United Arab Emirates  
T +971 4 255 7272  
[hello@hummingbirduae.com](mailto:hello@hummingbirduae.com)

Z3-87  
Sharjah Airport International  
Free Zone  
Sharjah United Arab Emirates.

**hummingbird**