



M&K Advertising Group SAL

Advertising and Total Business Solutions

www.mkadgroup.com

WE BUILD BRANDS

company presentation

WE BUILD BRANDS

company presentation

OVERVIEW SERVICES

WORK SAMPLES

M&K ADVERTISING GROUP SAL WAS FOUNDED IN 1994 AS MASSOUD & PARTNERS WITH THE AIM OF OFFERING CLIENTS A UNIQUE MIX OF MARKETING CONSULTANCY AND STRATEGIC PLANNING, CREATIVE, BRANDING ALL WORKING TOGETHER TOWARDS ONE GOAL: BUILDING BRANDS. MASSOUD & PARTNERS WAS RENAMED TO REFLECT THE NEW PARTNERSHIP AND THE EXTENDED REGIONAL COVERAGE.

M&K ADVERTISING GROUP SAL IS A LEADING AGENCY PRESENT IN LEBANON, SYRIA, JORDAN AND KSA, SERVICING MAJOR LOCAL AND REGIONAL CLIENTS. M&K ADVERTISING GROUP SAL OFFERS CLIENTS THE KNOW-HOW AND SCOPE OF MULTINATIONAL AGENCIES WITH AN ACCESSIBLE AND RELIABLE REGIONAL FOCUS.

company presentation **OVERVIEW**

Michel Massoud

MICHEL HAS OVER 25 YEARS OF COMMUNICATION, SALES, AND MARKETING EXPERIENCE.

HE GATHERED HIS EXPERIENCE IN LEBANON, THE MIDDLE EAST AND CANADA, WORKING ON ACCOUNTS SUCH AS PROCTER & GAMBLE, PHILIP MORRIS, KRAFT, STEELCASE, BLOCK DRUGS, ETC...

HE WORKED WITH LEO BURNETT (BEIRUT), SAATCHI & SAATCHI (TORONTO) AND JWT (TORONTO) AND IS THE FOUNDER OF RADIUS LEO BURNETT IN THE GULF. MICHEL IS IN CHARGE OF STRATEGIC PLANNING, MARKETING AND CREATIVE.

company presentation
OVERVIEW

georges khawam

GEORGES HAS OVER 25 YEARS OF GENERAL MANAGEMENT AND MARKETING EXPERIENCE IN EUROPE, CANADA AND THE MIDDLE EAST, HOLDING KEY POSITIONS IN PROCTER AND GAMBLE, AND AMERICAN SAFETY RAZOR.

HE WORKED WITH PROCTER AND GAMBLE IN SWITZERLAND, CANADA, FRANCE AND SAUDI ARABIA, HANDLING THE MARKETING OF HOUSEHOLD, PERSONAL CARE, DETERGENT, AND FOOD PRODUCTS.

GEORGES JOINED MASSOUD & PARTNERS IN 2007 AFTER SELLING THE LAZIZA BEER AND MALT BEVERAGE COMPANY TO THE HEINEKEN GROUP.

GEORGES IS IN CHARGE OF MARKETING, CLIENT SERVICING AND NEW BUSINESS DEVELOPMENT.

company presentation
OVERVIEW

the right focus for you

THE TREND IN THE ADVERTISING BUSINESS HAS SEEN A SHIFT TOWARDS THE CREATION OF SEPARATE ENTITIES BASED ON SPECIFIC ACTIVITIES SUCH AS MEDIA, DIGITAL, BELOW THE LINE, ETC...

WE DO NOT AGREE WITH THIS TREND.

WE BELIEVE IN INTEGRATION. WE ARE AN ADVERTISING COMPANY THAT HOLDS ALL THE REQUIRED EXPERTISE UNDER ONE ROOF, ONE THAT HAS THE KNOW HOW TO MANAGE INTERNAL AND EXTERNAL RESOURCES ON BEHALF OF ITS CLIENTS.

WE WORK HARD TO PROVIDE CLIENTS WITH EFFICIENT INTEGRATED SOLUTIONS THAT WIELD RESULTS IN A TIME AND COST EFFECTIVE WAY.

we build brands through

A FOCUS ON MARKETING AND STRATEGY.
AN EFFECTIVE CREATIVE PRODUCT.
AN INTEGRATED APPROACH.

company presentation
OVERVIEW

MARKETING SUPPORT
SALES SUPPORT
STRATEGIC PLANNING
BRAND PLANNING
CREATIVE & DESIGN
BRAND CREATION
PACKAGING DESIGN
PROMOTIONS
MEDIA PLANNING & BOOKING

company presentation
SERVICES



BANKING
 GAS STATIONS
 FOOD & BEVERAGES
 SNACKS & CONFECTIONERY
 HOME APPLIANCES
 PRINTING HOUSES
 REAL ESTATE
 CLOTHING
 CONSTRUCTION MATERIALS

company presentation
WORK SAMPLES

BANKING

bbsf

بنك بيمو السعودي الفرنسي
Banque Bemo Saudi Fransi



work samples
BANKING



bbsf campaigns

2010 CORPORATE CAMPAIGN.

work samples
BANKING



bbsf campaigns

2010 CORPORATE / HOUSING LOAN CAMPAIGN.

work samples
BANKING



bbsf campaigns

2010 CORPORATE / EDUCATIONAL LOAN CAMPAIGN.

work samples
BANKING



bbsf campaigns

2010 CORPORATE / CAR LOAN CAMPAIGN.

work samples
BANKING



bbsf campaigns

2010 CORPORATE CAMPAIGN.

work samples
BANKING



bbsf campaigns

2010 CORPORATE CAMPAIGN.

work samples
BANKING



bbsf campaigns

2010 CORPORATE SEMI RETAIL CAMPAIGN.

work samples
BANKING

بيتك صار حقيقة...



القرض السكني والإكساء

بنك يمو السعودي الفرنسي | منا و فينا...



bbsf campaigns

HOUSING AND RENOVATION LOAN CAMPAIGN.

work samples
BANKING

أدخل الفرحة إلى بيتك!



قرض الإكساء

بنك ييمو السعودي الفرنسي | منا و فينا...



bbsf campaigns

RENOVATION LOAN CAMPAIGN.

work samples
BANKING



bbsfcampaigns

TRAVEL LOAN CAMPAIGN.

work samples
BANKING



bbsf campaigns

FIXED PLEDGE DEPOSIT CAMPAIGN.

work samples
BANKING



bbsfcampaigns

QUICK CAR LOAN CAMPAIGN.

work samples
BANKING

معكم أينما كنتم!



بطاقات الإئتمان

بنك بيمو السعودي الفرنسي | منا و فينا ...

bbsf campaigns

CREDIT CARDS CAMPAIGN.

work samples
BANKING

نجعل أمنيتك حقيقة!



القرض الشخصي

بنك ييمو السعودي الفرنسي | منا و فينا ...



bbsf campaigns

PERSONAL LOAN CAMPAIGN.

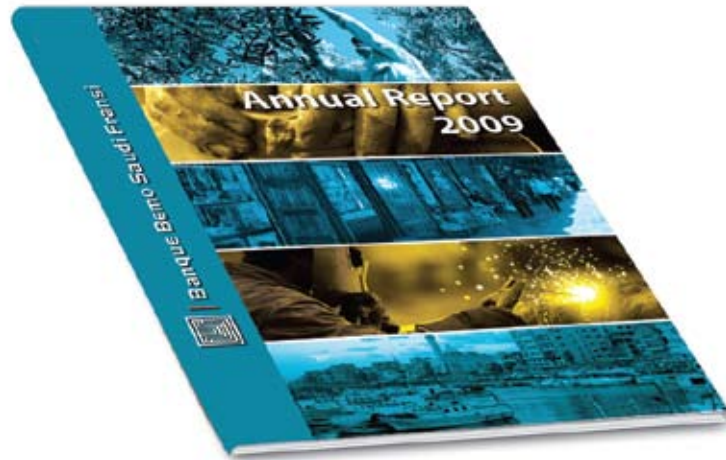
work samples
BANKING



bbsf campaigns

YOUTH ACCOUNT CAMPAIGN.

work samples
BANKING



bbsf annual report

2009 ANNUAL REPORT.



work samples
BANKING



bbsfcalendar

2011 CORPORATE CALENDAR.



work samples
BANKING

**GAS
STATIONS**



total

TOTAL

work samples
GAS STATIONS

بَدَّكْ تَكزدر وتوفر؟

www.total-liban.com



Vous ne viendrez plus chez nous par hasard **TOTAL**

total campaigns

TOTAL EFFIMAX TEASING CAMPAIGN.

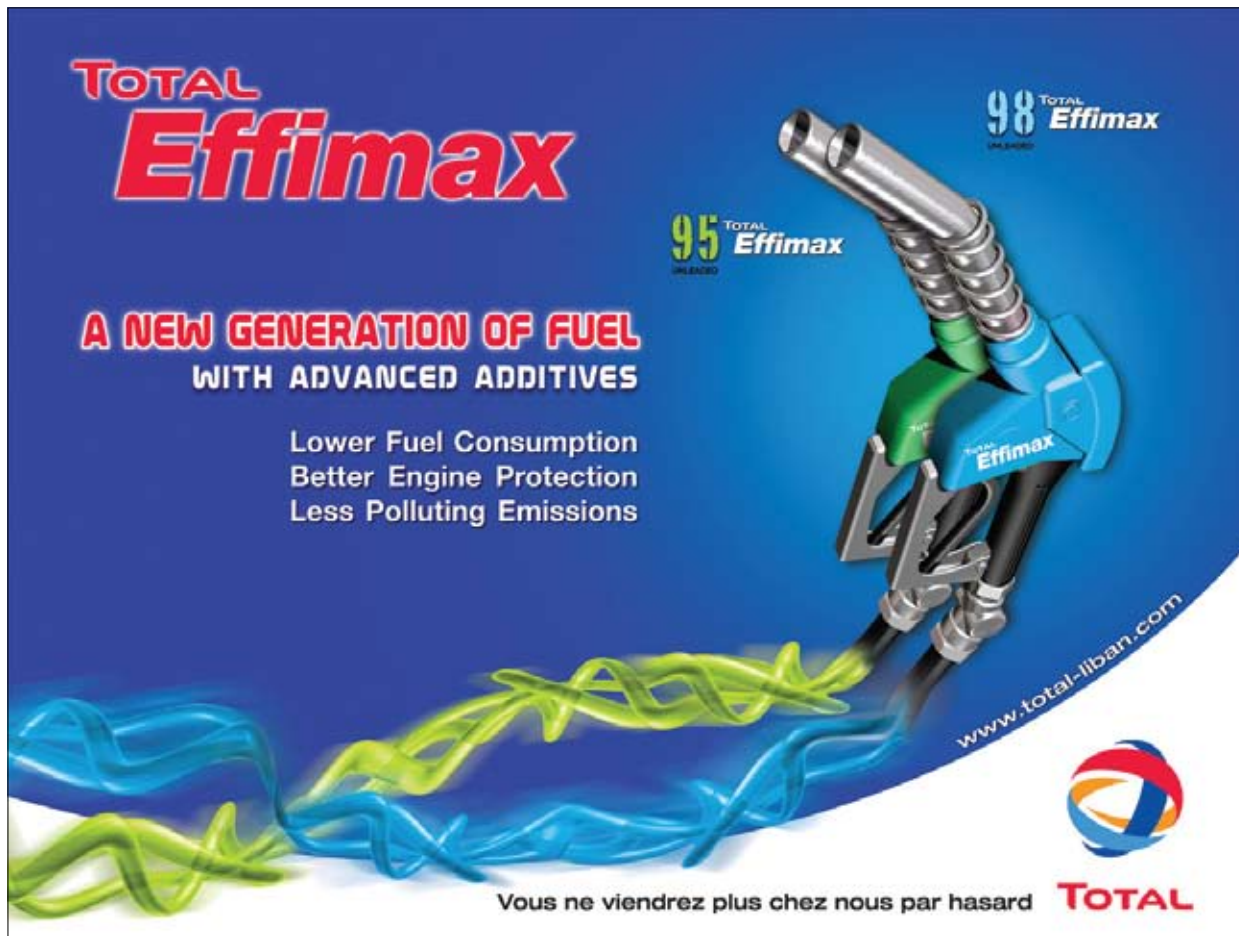
work samples
GAS STATIONS



total campaigns

TOTAL EFFIMAX REVEALING CAMPAIGN :
"A NEW GENERATION OF FUEL"

work samples
GAS STATIONS

An advertisement for TOTAL Effimax fuel. The background is a gradient of blue. In the center, two fuel nozzles are shown: a green one labeled '95 TOTAL Effimax UNLEADED' and a blue one labeled '98 TOTAL Effimax UNLEADED'. Below the nozzles, there are stylized, wavy lines in blue and green. The text 'TOTAL Effimax' is in large red letters at the top left. Below it, 'A NEW GENERATION OF FUEL WITH ADVANCED ADDITIVES' is written in red and white. Further down, three benefits are listed: 'Lower Fuel Consumption', 'Better Engine Protection', and 'Less Polluting Emissions'. At the bottom, the website 'www.total-liban.com' is visible, along with the TOTAL logo and the slogan 'Vous ne viendrez plus chez nous par hasard'.

total campaigns

TOTAL EFFIMAX TECHNICAL CAMPAIGN :
"A NEW GENERATION OF FUEL"

work samples
GAS STATIONS



total campaigns

TOTAL SUMMER PROMOTIONAL CAMPAIGN :
"COLLECT POINTS AND WIN A FOLDABLE CHAIR"

work samples
GAS STATIONS



total campaigns

TOTAL PROMOTIONAL POSTER AND DANGLERS :
"COLLECT POINTS AND WIN A MULTIPLE TASK FLASH LIGHT"

work samples
GAS STATIONS



total campaigns

TOTAL SUMMER CAMPAIGN (OUTDOOR AND DANGLERS) :
"COLLECT POINTS AND WIN A SUMMER BAG"

work samples
GAS STATIONS



total campaigns

TOTAL PROMOTIONAL OUTDOOR :

"COLLECT POINTS AND WIN A MULTIPLE TASK FLASH LIGHT"

work samples
GAS STATIONS

**FOOD &
BEVERAGES**

zarzour



work samples
FOOD & BEVERAGES



zarzour packaging & campaigns

TUNA PACKAGING AND LAUNCHING CAMPAIGN FOR TUNA CHILI, TUNA OIL AND TUNA WATER.



work samples
FOOD & BEVERAGES



zarzour packaging & campaigns

COFFEE PACKAGING AND LAUNCHING CAMPAIGN.



work samples
FOOD & BEVERAGES



zarzour packaging & campaigns

TEA PACKAGING AND LAUNCHING CAMPAIGN.



work samples
FOOD & BEVERAGES



zarzour packaging & campaigns

RICE PACKAGING AND LAUNCHING CAMPAIGN.



work samples
FOOD & BEVERAGES



zarzour packaging & campaigns

SPICES PACKAGING AND PROMOTIONAL CAMPAIGN.



work samples
FOOD & BEVERAGES

zarzour packaging & campaigns

NEW SPICES PACKAGING.



work samples
FOOD & BEVERAGES



zarzour packaging & campaigns

THYM PACKAGING.

work samples
FOOD & BEVERAGES



zarzour packaging & campaigns

OLIVE OIL AND FALAFEL PACKAGING.

work samples
FOOD & BEVERAGES



zarzour branding

ZARZOUR COFFEE AND ZARZOUR TEA PROMOTIONAL TRUCK
BRANDING.



work samples FOOD & BEVERAGES



zarzour branding

ZARZOUR TUNA AND ZARZOUR RICE PROMOTIONAL TRUCK
BRANDING.



work samples
FOOD & BEVERAGES



zarzour branding

ZARZOUR SPICES PROMOTIONAL TRUCK BRANDING.



work samples
FOOD & BEVERAGES

mechaalany



work samples
FOOD & BEVERAGES

mechaalany packaging

MECHAALANY FOR READY MEALS PACKAGING.



work samples
FOOD & BEVERAGES



Mechaalany For Ready Meal
Address: Bekaa – Zahle – Industrial Zone – Samaha Bldg
Tel: 961 8 545 929 – 961 8 540 627
Fax: 961 8 542 383
www.mechaalany.com

Lebanese ready to eat dishes!



مونة بيت... لكل البيوت

Company Outline: BM MECHAALANY is a leading supplier of traditional quality Lebanese produce including pickled vegetables, jams, syrups, olive oil, arak, wine, Halawa and other specialty products. Our history dates back to 1943 when the company was formed by Bechir Mikhail Mechaalany, a pioneer in the pickle industry. Since then, the focus on producing quality products, while maintaining a traditional recipe, has allowed the company to evolve in one of the largest producers of pickles, jam, syrups and a variety of other specialty food products in the Middle East. As our company continues to grow and expand, our continued commitment to the improvement in all areas of our business, including manufacturing, technology, research and development, has allowed us to maintain and continue to meet the expectations of our customers. BM MECHAALANY is an international supplier with clients in the United States, Canada, Europe, South America, Asia, Africa, the Middle East and Australia. We remain committed to our customers and strategic partners.

mechaalany pos material

MECHAALANY FOR READY MEALS LAUNCHING POS.

work samples
FOOD & BEVERAGES

mechaalany branding

MECHAALANY FOR READY MEALS PROMOTIONAL TRUCK
BRANDING.



work samples
FOOD & BEVERAGES

mechaalany **packaging**

LABELS FOR MECHAALANY PRODUCTS.



work samples
FOOD & BEVERAGES



Société Libanaise de Boissons – Bechir Mechaalany & Fils
Factory Address: Bekaa - Mreijat - Al Wilaya Street – Nabih Mechaalany Bld
Tel: 961 8 545 929 – 961 8 540 627 - Fax: 961 8 542 383
Branch Address: Beirut – Achrafieh – Al Ghabi Street – Mallak Bldg
Grd Floor - Tel: 961 1 335 919 – 961 1 320 520 - Fax: 961 1 200 477
www.mechaalany.com



مونة بيت... لكل البيوت

Directories & Executives:

Owner & General Manager: Nabih Machaalany
Export & Sales Manager: Bechir Mechaalany
Production Manager: Bernard Mechaalany

Line of Business: Manufacturing of Lebanese Specialties (Pickles, Jams, Vinegar, Olives, Olive Oil, Tahina, Halawa, Ready Mix, Blossom and Rose Water, Goat Labneh, Syrups, Molasses, canned vegetables, Arak, Wine...)

Line of Business: Manufacturing of Lebanese specialties Ready Meal (Grape Vine Leaves, Loubieh B Zeit, Daoud Bacha, Chicken with Rice,)

mechaalany pos material

MECHAALANY PRODUCTS PROMOTIONAL POS.

work samples
FOOD & BEVERAGES



محمود وطارق مهنّا

muhanna

work samples
FOOD & BEVERAGES

muhanna **packaging**

ORIENTAL SWEETS NEW PACKAGING.



work samples
FOOD & BEVERAGES



muhanha campaigns

LAUNCHING CAMPAIGN FOR CATERING DELIVERY AND RAMADAN GREETING CAMPAIGN.



work samples
FOOD & BEVERAGES



muhanna campaigns

ON-LINE SHOPPING LAUNCHING CAMPAIGN AND CORPORATE CAMPAIGN.



work samples **FOOD & BEVERAGES**



laziza



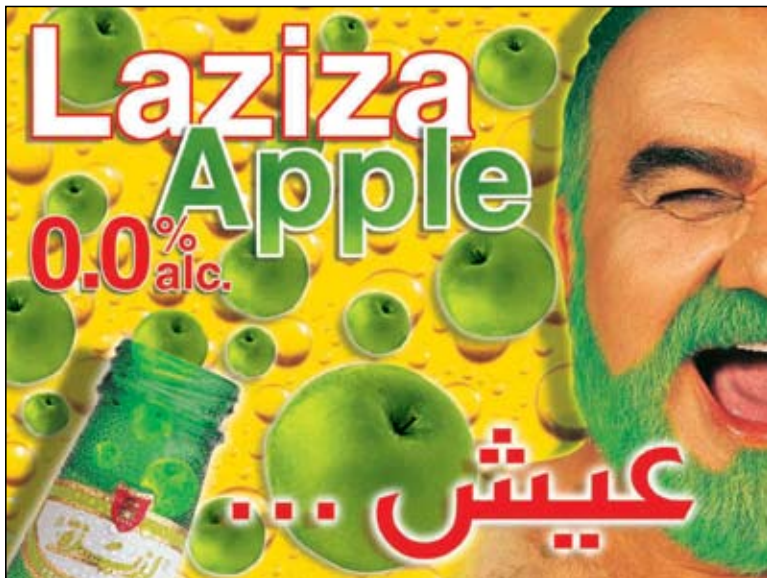
work samples
FOOD & BEVERAGES



laziza campaigns

LAUNCHING CAMPAIGN FOR LAZIZA ALCOHOL FREE APPLE FLAVORED BEER.

work samples
FOOD & BEVERAGES



laziza campaigns

LAUNCHING CAMPAIGN FOR LAZIZA ALCOHOL FREE APPLE
FLAVORED BEER.

work samples
FOOD & BEVERAGES



katakit

work samples
FOOD & BEVERAGES



squeeze packaging & pos material

SQUEEZE JUICE FAMILY SIZE PACKAGES AND PROMOTIONAL STAND.

work samples
FOOD & BEVERAGES



squeeze campaigns

LAUNCHING CAMPAIGN FOR SQUEEZE JUICE NEW PACKS
PRESENTING THE ORANGE FLAVOR AND MANGO FLAVOR.



work samples
FOOD & BEVERAGES



squeeze campaigns

LAUNCHING CAMPAIGN FOR SQUEEZE JUICE NEW FLAVORS
PRESENTING THE MANDARINE FLAVOR AND APRICOT FLAVOR.



work samples
FOOD & BEVERAGES



mambo campaigns

LAUNCHING CAMPAIGN FOR MAMBO JUICE PRESENTING THE
ORANGE FLAVOR AND APPLE FLAVOR.



work samples
FOOD & BEVERAGES



mambo campaigns

LAUNCHING CAMPAIGN FOR MAMBO JUICE PRESENTING THE
PINEAPPLE FLAVOR AND GUAVA FLAVOR.



work samples
FOOD & BEVERAGES



serjella

work samples
FOOD & BEVERAGES



serjella packaging

SERJELLA VIRGIN AND EXTRA VIRGIN OLIVE OIL.

work samples
FOOD & BEVERAGES



serjella campaigns

LAUNCHING CAMPAIGN FOR SERJELLA OLIVE OIL.



work samples
FOOD & BEVERAGES



serjella campaigns

LAUNCHING CAMPAIGN FOR SERJELLA OLIVE OIL.



work samples
FOOD & BEVERAGES



hana

Hana

work samples
FOOD & BEVERAGES



hana campaigns

HANA PRODUCTS CAMPAIGN.

work samples
FOOD & BEVERAGES



hana branding

CORPORATE FOLDER PRESENTING PROMOTIONAL ADS OF HANA'S VARIOUS PRODUCTS SUCH AS MILK, CHEESE, YOGURT ETC.



work samples FOOD & BEVERAGES



popeye



work samples
FOOD & BEVERAGES

popeye packaging

POPEYE PUDDING FLAVORS (BANANA, STRAWBERRY, VANILLA
AND CHOCOLATE)



work samples
FOOD & BEVERAGES



popeye pos material

POPEYE PUDDING LAUNCHING POS FOR VANILLA AND CHOCOLATE FLAVORS.

work samples
FOOD & BEVERAGES



popeye campaigns

POPEYE LAUNCHING CAMPAIGN FOR POPEYE JUICE IN ORANGE AND FRUITS FLAVORS.



work samples
FOOD & BEVERAGES

bihar



work samples
FOOD & BEVERAGES



bihar campaigns

KASHKAVAL CHEESE CAMPAIGN.

work samples
FOOD & BEVERAGES

bihar packaging

BULGARIAN SHEEP KASHKAVAL LABELS.



work samples
FOOD & BEVERAGES



bihar packaging

BULGARIAN WHITE CHEESE LABELS, FROM GOAT, SHEEP AND COW MILK.



work samples
FOOD & BEVERAGES

bihar



work samples
FOOD & BEVERAGES

kikkoman press ads

KIKKOMAN REGULAR AND LIGHT PRESS ADS.



work samples
FOOD & BEVERAGES



tabasco

work samples
FOOD & BEVERAGES

tabasco press ads

TABASCO MILD AND REGULAR PRESS ADS.



work samples
FOOD & BEVERAGES

tabasco pos material

TABASCO MILD AND REGULAR DANGLERS AND SHELF TALKER.



work samples
FOOD & BEVERAGES



TABASCO® is a registered trademark; the TABASCO® bottle design and label designs are the exclusive property of McIlhenny Company, Avery Island, LA, USA 70513. www.TABASCO.com

**SNACKS &
CONFECTIONERY**

Master
NATURAL POTATO CHIPS

master

ماستر
بطاطا شيبس طبيعية

work samples
SNACKS & CONFECTIONERY

master packaging

MASTER PACKAGING.



work samples
SNACKS & CONFECTIONERY

master packaging

MASTER HUGE PACKAGING.



work samples
SNACKS & CONFECTIONERY

master **packaging**

MASTER BUFFIES NEW PACKAGING.



work samples
SNACKS & CONFECTIONERY

master tortilla packaging

MASTER TORTILLA NEW PACKAGING.



work samples
SNACKS & CONFECTIONERY



big bang

work samples
SNACKS & CONFECTIONERY

big bang packaging

MASTER BIG BANG NEW PACKAGING.



work samples
SNACKS & CONFECTIONERY



deemah

work samples
SNACKS & CONFECTIONERY



deemah packaging

NEW PACKAGING FOR DEEMAH PRODUCTS.

work samples
SNACKS & CONFECTIONERY



katakit

work samples
SNACKS & CONFECTIONERY



dance packaging

DANCE BISCUITS SIX PIECES FOR THE CACAO FLAVOR AND VANILLA FLAVOR.

work samples
SNACKS & CONFECTIONERY



dance campaigns

LAUNCHING CAMPAIGN FOR DANCE BISCUITS SIX PIECES.

work samples
SNACKS & CONFECTIONERY



LaVita packaging

LAVITA BISCUITS IN COCOA, HAZELNUT AND MILK FLAVOR.

work samples
SNACKS & CONFECTIONERY



fruto packaging

FRUTO BISCUITS SIX PIECES.

work samples
SNACKS & CONFECTIONERY

**HOME
APPLIANCES**

hokayem



work samples
HOME APPLIANCES



hokayem campaigns

HOKAYEM "WHEEL OF FORTUNE" PROMOTIONAL CAMPAIGN.

work samples
HOME APPLIANCES

tahhan home



work samples
HOME APPLIANCES



أساس كل بيت

TAHHAN HOME
طحان هوم
مفروشات FURNITURE
حلب، طريق الشام - هاتف: ٢٠١٠

tahhan home campaigns

TAHHAN HOME CORPORATE CAMPAIGN.

work samples
HOME APPLIANCES

**REAL
ESTATE**

bear



work samples
REAL ESTATE



bearstationery

BEAR CORPORATE IDENTITY.



Edouard Noun
General Manager

Boulevard Bldg, 10th Floor, P.O. Box 10000, Beirut, Lebanon P.O. Box 10000
Tel/Fax +961 1 50 24 1000 Mob +961 7 27 10 10 E-mail edouard@bear-lb.com www.bear-lb.com



Boulevard Bldg, 10th Floor, P.O. Box 10000, Beirut, Lebanon



work samples
REAL ESTATE

Boulevard Bldg, 10th Floor, P.O. Box 10000, Beirut, Lebanon P.O. Box 10000 Tel/Fax +961 1 50 24 1000 Mob +961 7 27 10 10 E-mail edouard@bear-lb.com www.bear-lb.com

factory 4376



FACTORY 4376

work samples
REAL ESTATE



factory 4376 **brochure**

PROJECT LAUNCHING BROCHURE.



work samples
REAL ESTATE

factory 4376fence

CONSTRUCTION SITE FENCE BRANDING



work samples
REAL ESTATE

CLOTHING

serjella campaigns

LAUNCHING CAMPAIGN FOR SERJELLA OLIVE OIL.



work samples
CLOTHING

al samah stationery

AL SAMAH CORPORATE IDENTITY.



work samples
CLOTHING

al samah brochure

SPRING / SUMMER 2010 CATALOG.



work samples
CLOTHING

al samah brochure

FALL / WINTER 2011 CATALOG.



work samples
CLOTHING

al samah packaging

PACKAGING FOR TIGHTS, STOCKINGS, KNEE HIGH AND SOCKS.



work samples
CLOTHING

al samah press ads

THE VISUALS ARE A REMINDER OF THE TVC.



work samples
CLOTHING



al samah campaigns

THE CLASSIC AND FANTASIA COLLECTION
LAUNCHING CAMPAIGN.



work samples
CLOTHING

**CONSTRUCTION
MATERIALS**

supra



work samples
CONSTRUCTION MATERIALS



R.O.B. 3348
Postal Code: 21471
Denmark - 2nd Industrial Area
T: +45 5 80852250
F: +45 5 80852250
www.supra.dk



Roland Jensen
CEO

R.O.B. 3348
Postal Code: 21471
Denmark - 2nd Industrial Area
T: +45 5 80852250
F: +45 5 80852250
www.supra.dk



R.O.B. 3348
Postal Code: 21471
Denmark - 2nd Industrial Area
T: +45 5 80852250
F: +45 5 80852250
www.supra.dk

supra stationery

SUPRA CORPORATE IDENTITY.

work samples
CONSTRUCTION MATERIALS



supra packaging

CEMENT AND CHEMICAL PRODUCTS PACKAGING.



work samples CONSTRUCTION MATERIALS



supra brochure

SUPRA "BUILD THE FUTURE" LAUNCHING BROCHURE.

work samples
CONSTRUCTION MATERIALS

supra press ad

SUPRA "BUILD THE FUTURE" LAUNCHING PRESS AD.



work samples
CONSTRUCTION MATERIALS



supra branding

SUPRA TRUCK BRANDING.

work samples
CONSTRUCTION MATERIALS

bena



work samples
CONSTRUCTION MATERIALS

benastationary

BENA CORPORATE IDENTITY.

work samples
CONSTRUCTION MATERIALS



www.mkadgroup.com