

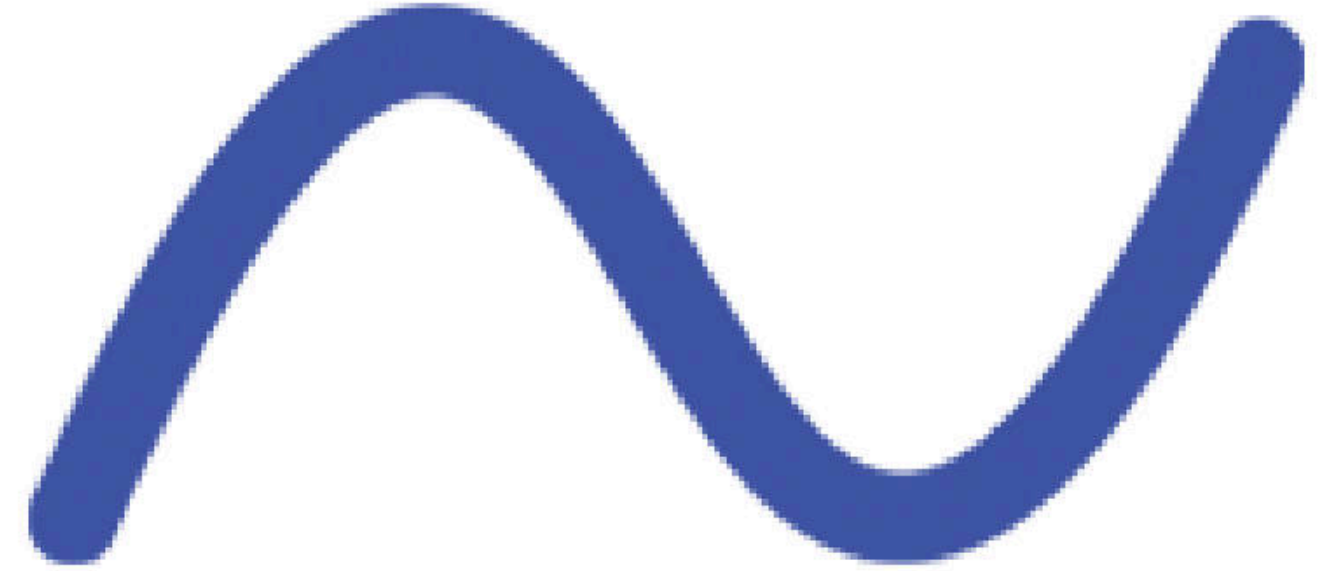
PORTFOLIO

§ 00 — STUDIO · من نحن

A creative company, run like an instrument.

anovic is a marketing and creative company. We shape brands, run the numbers, produce the media, ship the software, and own the street — under one roof.

 est. 2021



01 — BRANDING

02 — PERFORMANCE

03 — SOFTWARE

04 — CREATIVES

05 — OUTDOOR

Five disciplines.

2021 — 2026

-
- | | | |
|----|--|---------------------------------|
| 01 | Branding الهوية | IDENTITY · NAMING · SYSTEMS |
| 02 | Creatives الإبداع | CONCEPTS · KEY VISUALS · SOCIAL |
| 03 | Performance الأداء | PAID MEDIA · GROWTH · ANALYTICS |
| 04 | Software البرمجيات | WEB · PRODUCT · PLATFORMS |
| 05 | Outdoor Advertising الإعلان الخارجي | OOH · TRANSIT · ACTIVATIONS |
-
-

§ 01 — BRANDING

Branding

الهوية البصرية

Identity systems that hold up at every scale — from the favicon to the facade.

01





Fasela

#e9b384

#7c9d96

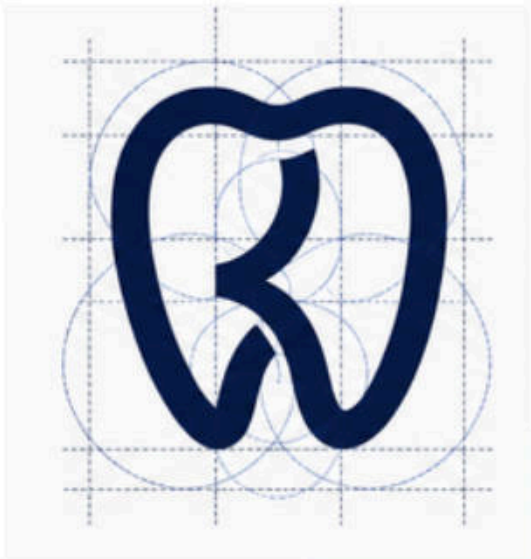
#ffffff



DR RAMY



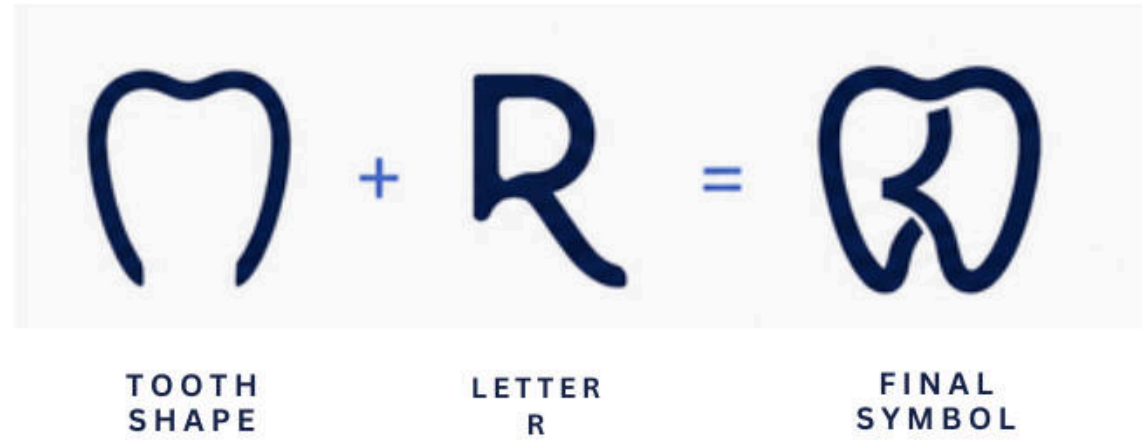
LOGO CONSTRUCTION



The letter "R" is seamlessly integrated within the tooth shape, creating a unique and memorable brand identity.

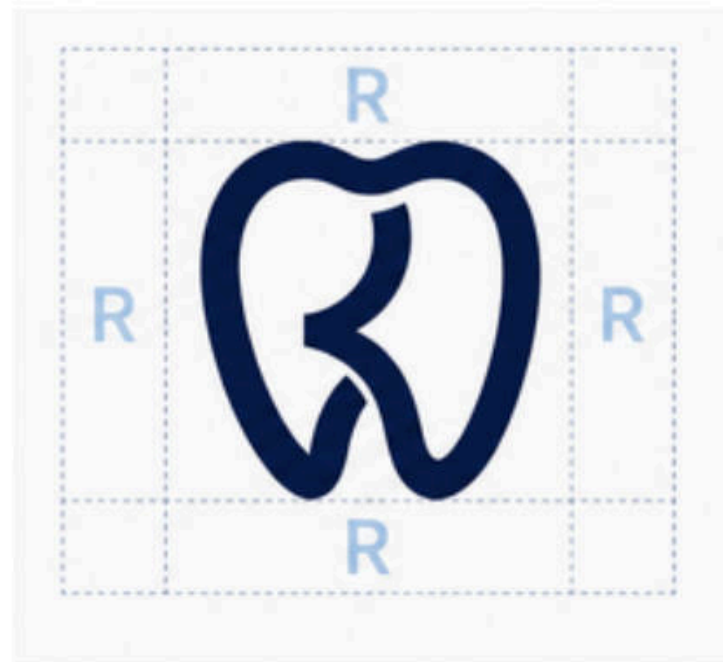
DR RAMY

SYMBOL BREAKDOWN



CLEAR SPACE

To ensure the logo's impact and legibility, always maintain a minimum clear space around the logo.



Dr. Ramy Rezk
DENTAL CLINIC



LOGO USAGE



EXCELLENCE



TRUST



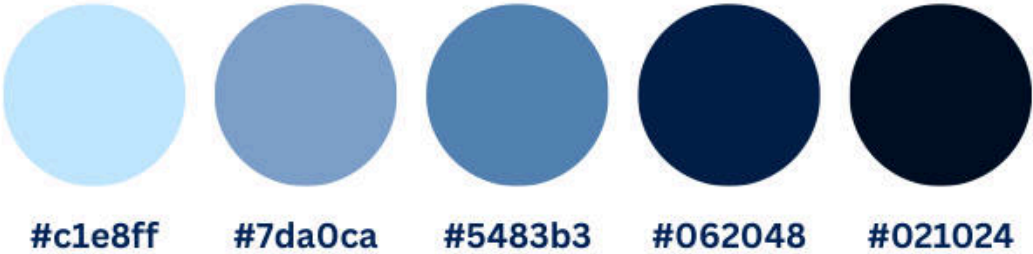
CARE



QUALITY

DR RAMY

COLOR PALETTE



SELVADOR



SELVADOR



CHINA STORE

ملف أعمال · Branding — 01



CHINA STORE
AUTOMOTIVE PARTS STORE

هنا وفركك
بجميع قطع الغيار
لسيارات MG

للتواصل و الاستفسار
0123 000 7896

18 شارع جابر مصر الجديدة - القاهرة

AVICON

01 — Branding · ملف أعمال



افيكون
للمقاولات والتوريدات



§ 02 — CREATIVES

Creatives

Concepts and key visuals that carry a single idea across every channel.



الإبداع

02

Fasela

02 — Creatives · ملف أعمال





SAADA





مايكروبليندنج
بإطلالة طبيعية وثابتة

سداد من 3500 ← **1900** فقط

ARZT

010 200 44 881
شارع الزهراء الرئيسي الشطر الثاني
بجوار صيدلية 19011 - زهراء المعادي

+20 2274 66 278
ق. 11 س. 45 عمارات الجمال امام مدرسة
نور الدولية الشطر الثامن - زهراء المعادي

عيد الأضحية

Eid al Adha

ARZT

50% ♥

خصم 50% على كل خدماتنا من ٢ ظهرا لـ ٣ عصرا

50% ♠

ARZT

010 200 44 881
شارع الزهراء الرئيسي الشطر الثاني
بجوار صيدلية 19011 - زهراء المعادي

+20 2274 66 278
ق. 11 س. 45 عمارات الجمال امام مدرسة
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DODGE GYM
GYM AND FITNESS CENTER

**اظبط فورمة
الصيف**

+ 20 103 613 0131
+ 20 103 311 1070

36 شارع عبد الحميد الحبيب
متفرع من ميدان فيكتوريا



DODGE GYM
GYM AND FITNESS CENTER

**القرار قرارك
ابدأ دلوقتى...**

+ 20 103 613 0131
+ 20 103 311 1070

36 شارع عبد الحميد الحبيب
متفرع من ميدان فيكتوريا



DODGE GYM
GYM AND FITNESS CENTER

**احنا معاك
خطوة بخطوة...**

+ 20 103 613 0131
+ 20 103 311 1070

36 شارع عبد الحميد الحبيب
متفرع من ميدان فيكتوريا

THE SKY



Fluffy
BE YOUNG ... EVERY DAY

بعد الشاور.. العداد بيعد

مش محتاجة
خطوات أكثر..
محتاجة سرعة أكبر.

اول 3 دقائق =
ترطيب يدوم 24 ساعة

Fluffy
BE YOUNG ... EVERY DAY

نعومة لا تقاوم

Body Lotion
Black Berry
For All Skin Type
200 ml

Fluffy
BE YOUNG ... EVERY DAY

البشرة المرطاحة = شكل احلى

ليه (الشد) في الشتا
مش علامة كويسة؟

Fluffy
BE YOUNG ... EVERY DAY

معادلة العناية الشتوية

❌ بشرة جافة + منتجات أكثر =
تكاليف علي الفاضي ومسام مسوده

✅ بشرة جافة + تغيير بسيط في الروتين
= بشرة مرتاحة



Fluffy

روتين جمالك اليومي

كل اللي تحتاجيه
في مجموعة واحدة



Fluffy
BE YOUNG ... EVERY DAY

★★★★★



USER USERR

“انا عروسة وجريت الـ Wedding Bundle ..
بجد وهم! التفتيح والريحة خلوني مش
محتاجة أي حاجة تانية.”

MERI COS.

MERO COSMETICS

عززي الكيرلي الخاص بك

CURL EXPRESSION
For hydrated and defined curls

L'ORÉAL PARIS Curl Expression

+20 11 28797911

MERO COSMETICS
ESTD 2013

AUGUST 1, 2025

COMING SOON

STAY TUNED

Our social media
Are coming.....
for original cosmetics brands

Happy New Year

MERO COSMETICS

FLOMAR PRODUCTS

flomar PERFECT COVERAGE MAT FOUNDATION

flomar SMOOTH SKIN foundation

Silk Matte LIQUID LIPSTICK

flomar LIGHTWEIGHT Eyeshadow

flomar Waterproof Eyeliner

+20 11 28797911

ديار

مطلوب جميع المساحات
علي دفع الشيك

(الأمل - القادسية - الكيلو 48)
بأعلي سعر

للتواصل والإستفسار
+20 111 1132 393

ديار للاستثمار العقاري

ديار

**أفضل استثمار علي
الأرض هو الأرض**

للتواصل والإستفسار
+20 111 1132 393

ديار للاستثمار العقاري

ديار

**ديار
بتقدم**

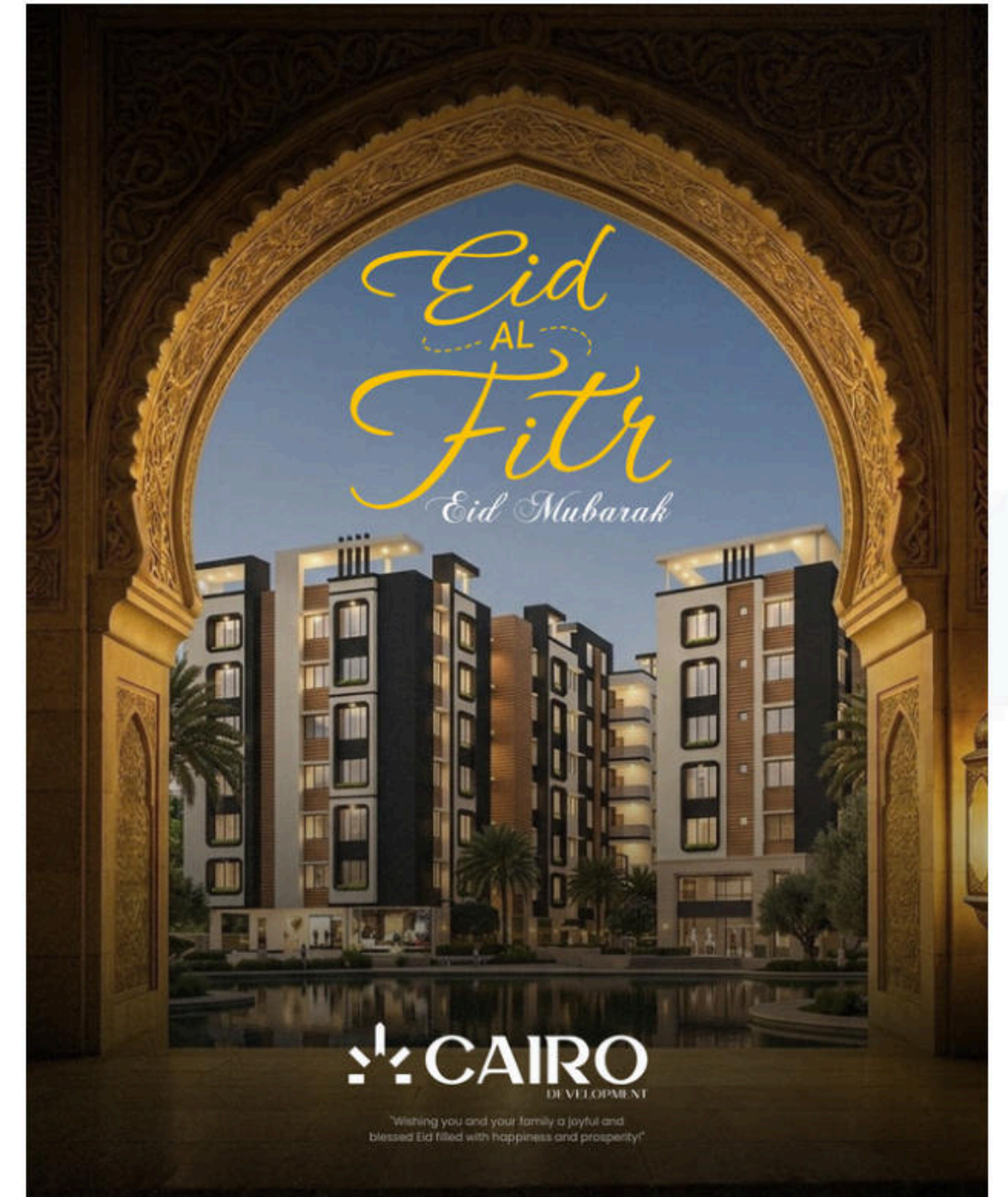
• بيع • شراء
• استثمار • تسويق

الأراضي في العبور الجديده

للتواصل والإستفسار
+20 111 1132 393

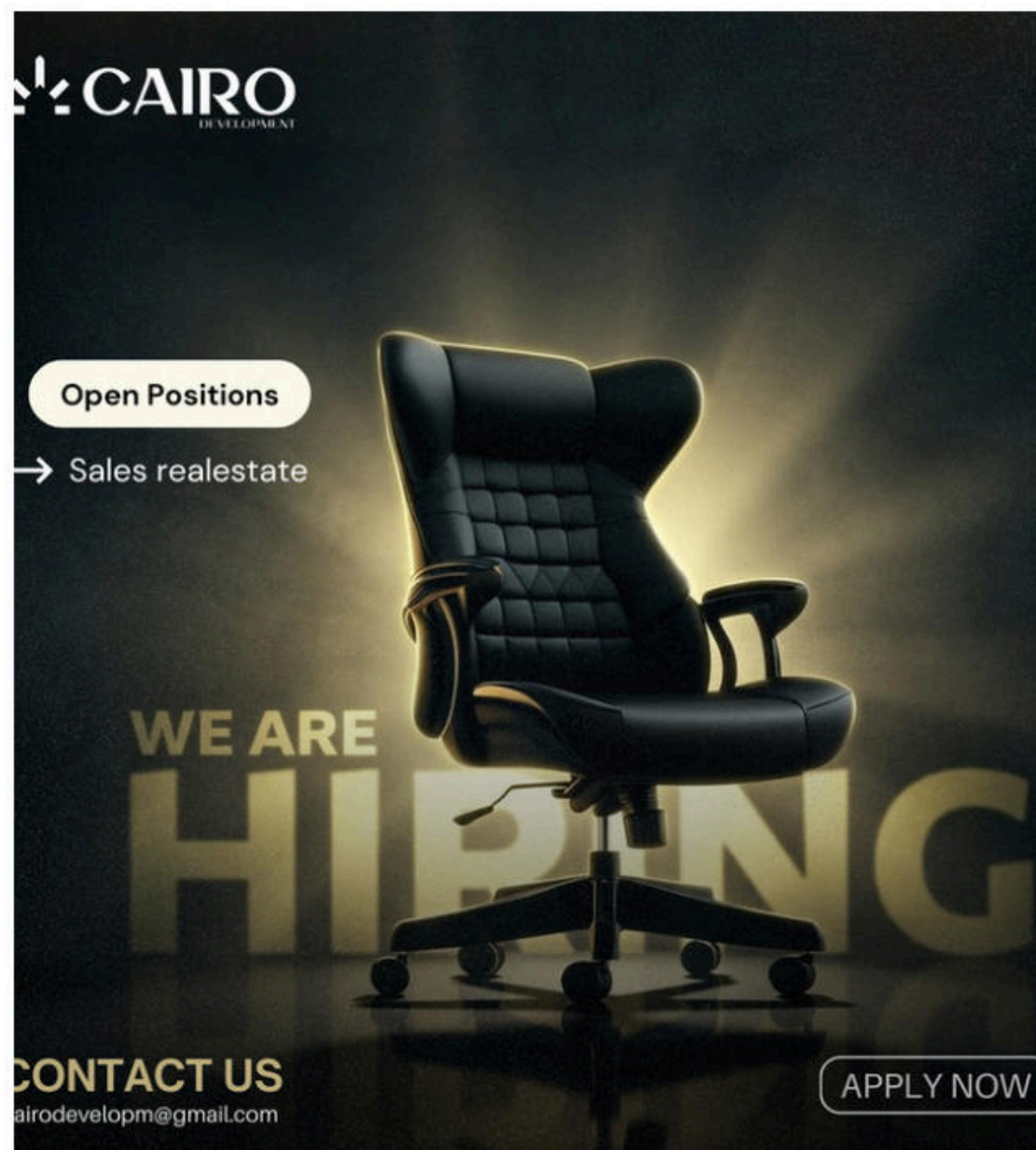
ديار للاستثمار العقاري

AND MORE..



AND EVEN MORE..

02 — Creatives · ملف أعمال



§ 03 — PERFORMANCE

Performance

الأداء

Paid media and growth,
measured to the last
conversion.

03



SOFT WALKS

03 — Performance · ملف أعمال

7.3x
RETURN ON AD SPEND

88K
EGP REVENUE

400k
REACH

270
ITEMS SOLD

10K
MESSAGES

CASE STUDY · دراسة حالة

E-commerce Launch & Scaling – Soft Walks

When Soft Walks, a local slippers brand, approached us — they had one goal: sell their newly manufactured stock online from scratch.

No audience. No traction. Just products ready to move. But timing was critical. With December & January being peak season for winter products, we had a small window to turn inventory into revenue.

The Challenge:

1. Launching a brand from zero online presence
2. No previous sales data or pixel learning
3. Limited time window (peak winter season)
4. Need to convert fast, not just build awareness

The Strategy:

We didn't just run ads — we built a full system:

1. Developed branding & content direction from scratch
2. Created a structured content plan + posting schedule
3. Built a conversion-focused marketing strategy
4. Launched campaigns starting December and scaled through January
5. Focused on high-intent audiences + optimized for purchases

The Impact:

- | | |
|-----------------------|--------------------|
| 💰 88,000 EGP Revenue | 🛒 270 Items Sold |
| 📄 12,000 EGP Ad Spend | •• 400,000 Reach |
| 🔥 ROAS: 7.3x | 💬 10,500+ Messages |

SOFT WALKS

03 — Performance · ملف أعمال

7.3x

RETURN ON AD SPEND

88K

EGP REVENUE

400k

REACH

270

ITEMS SOLD

10K

MESSAGES

CASE STUDY · دراسة حالة

What This Means?

This wasn't just a launch — it was a profitable scale from zero:

- Turned fresh inventory into real cash flow
- Achieved high profitability (7.3x ROAS)
- Built both brand presence + direct sales simultaneously

Key Insight:

In seasonal products, timing + execution beats everything.

Launching at the right moment with a conversion-focused strategy can turn a new brand into a highly profitable business in weeks.

🕒 Ended recently



soft walks C

Off · Engagement

10,550

Messaging
conversations

EGP1.13

Cost per
Messaging

EGP11,963.20

Spent

SAADA

03 — Performance · ملف أعمال

2.2K%

INSTGRAM VIEWS
INCREASE

103%

FACEBOOK VIEWS
INCREASE

800K

REACH

4.5K

CONTENT
INTERACTIONS

1.5K

FOLLOWERS

CASE STUDY · دراسة حالة

Full Growth Transformation – Saada Restaurant & Café

When we first started working with Saada Restaurant & Café, the situation was challenging.

The brand was newly launched, with almost no customer base, weak foot traffic, and minimal online presence.

It wasn't just about running ads — it was about building a business from the ground up.

The Challenge:

1. Starting from zero audience & zero traction
2. Low customer turnout and weak in-store activity
3. No clear marketing direction
4. Need for both online growth + real-world impact

The Strategy:

Instead of relying on a single approach, we built a full-funnel strategy over 2 months:

1. Ran multiple campaign types (Awareness – Engagement – Messages)
2. Focused on content-driven growth to build presence
3. Optimized continuously based on performance
4. Targeted local audiences to drive actual visits & leads
5. Created campaigns that didn't just look good — but convert and bring customers to the place.

The Impact:

- 800,000 Reach
- ♥ 4,500 Content Interactions
- 👤 1,500 New Followers
- 💬 1,200 Message Leads
- 💰 Total Ad Spend: 25,000 EGP
- 🚀 Real Business Results

2.2K%

INSTGRAM VIEWS
INCREASE

103%

FACEBOOK VIEWS
INCREASE

800K

REACH

4.5K

CONTENT
INTERACTIONS

1.5K

FOLLOWERS

CASE STUDY · دراسة حالة

What This Means?

This wasn't just numbers on a screen:

- Noticeable increase in foot traffic
- Successful promotion of specific offers & items
- Stronger brand presence & vibe inside the المكان
- تحول كامل من مكان "لسه فاتح ومفيش عملاء" إلى مكان فيه حركة وطلب

Key Insight:

Real growth doesn't come from one campaign — it comes from consistent testing, smart scaling, and understanding the customer journey.

Your Instagram views increased by **2,166%** in the selected time period

Views
230.5
K ↑ 2.2K%

Content
interactions
2.3K ↑ 442%

Messaging
contacts
423 ↑ 100%

Follows
614 ↑ 582%

Your Facebook views increased by **103%** in the selected time period

Views
651.8K ↑ 103%

Content
interactions
2.2K ↑ 265%

Messaging
contacts
785 ↑ 7.8K%

Follows
615

Juice Dispensers

03 — Performance · ملف أعمال

8.4x

RETURN ON AD SPEND

37K

EGP REVENUE

110k

REACH

51

ITEMS SOLD

1.7K

MESSAGES

CASE STUDY · دراسة حالة

Case Study Seasonal E-commerce Sales – Juice Dispensers

Right before Ramadan, a client approached us with a clear objective

sell a single product efficiently during peak seasonal demand.

With Ramadan being a high-consumption season, the opportunity was massive — but required precise execution.

The Challenge:

1. Selling a single product only
2. Short and competitive seasonal window
3. Need to drive actual purchases, not just engagement
4. Pricing requires building enough perceived value to convert

The Strategy:

we focused on high-intent conversion through conversations

1. Launched Messages Campaigns to handle objections & close sales
2. Positioned the product as a Ramadan essential for gatherings
3. Targeted users interested in home, hosting & Ramadan prep
4. Optimized campaigns to bring ready-to-buy audiences

The Impact:

💰 37,000 EGP Revenue

👛 4,400 EGP Ad Spend

🔥 ROAS 8.4x

🛒 51 Items Sold

💬 1,770 Messages

📧 Cost per Message 2.48 EGP

Juice Dispensers

03 — Performance · ملف أعمال

8.4x

RETURN ON AD SPEND

37K

EGP REVENUE

110k

REACH

51

ITEMS SOLD

1.7K

MESSAGES

CASE STUDY · دراسة حالة

What This Means?

Despite selling a mid-ticket product, we were able to

- Achieve high profitability (8.4x ROAS)
- Convert seasonal demand into real revenue
- Use conversations as a direct sales channel

Key Insight:

When selling mid-priced products, conversations build trust.

Combining strong positioning with message-based selling can significantly improve conversion rates and profitability.



k Campaign

Off · Engagement

1,770

Messaging
conversations
started

EGP2.48

Cost per
Messaging
Conversation
Started

EGP4,381.40

Spent

Elore Cosmetics

1K
INTERACTIONS

57K
REACH

1.5K
FOLLOWERS

CASE STUDY · دراسة حالة

Elore Cosmetics Launch Campaign

When Elore, a newly launched cosmetics brand, entered the market, they faced a critical challenge: an empty Instagram presence with no engagement or social proof. Despite having original products and a strong promotional video, the brand needed fast visibility to build trust and attract its first audience. We turned a single video into a growth engine by launching a highly targeted Instagram engagement campaign, focused on driving interactions and building a follower base quickly.

Total Spend: 4,000 EGP

The Impact:

1,500 New Followers
1,000+ Interactions
57,000 Reach

Interactions ⓘ	1,039	Overview ⓘ	
Likes	660	Views	57,306
Saves	199	Interactions	1,039
Shares	166	Profile activity	1,510
Comments	14		
		Views ⓘ	57,306
Profile activity ⓘ	1,510	Reach	37,767
Follows	1,510		

§ 05 — SOFTWARE

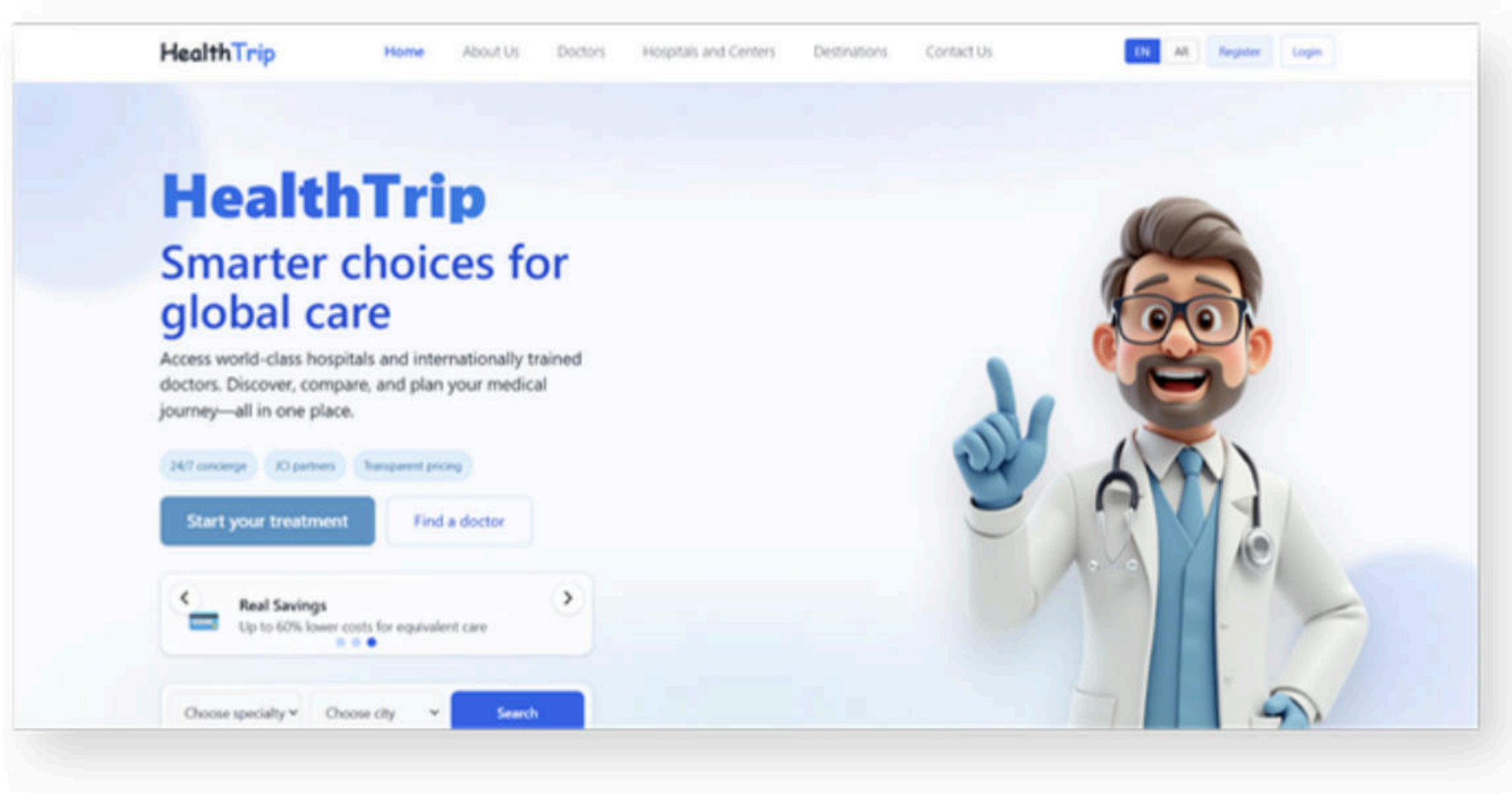
Software

Websites, products, and
platforms, shipped to
production.

البرمجيات

04





01 — SOFTWARE

Health trip

HealthTrip is a modern healthcare and medical travel website created to present healthcare services in a clear, professional, and trustworthy way. The platform focuses on responsive design, smooth navigation, and a clean digital experience that helps users easily explore services and connect with the brand.

WEB

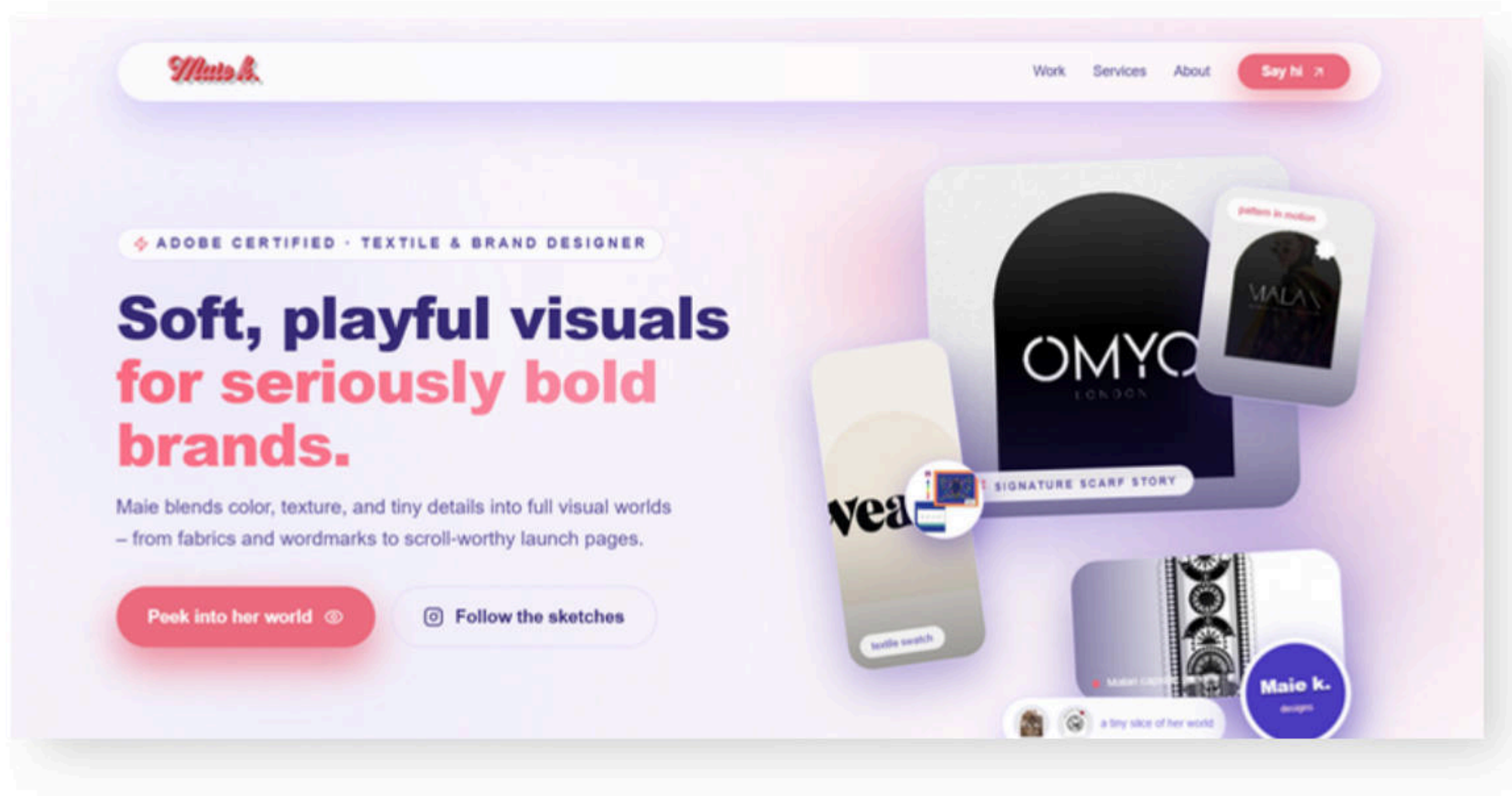
PRODUCT

PLATFORM

<https://healthtrip-opal.vercel.app/>

Maie K.

05 — Software · ملف أعمال



02 — SOFTWARE

Maie K.

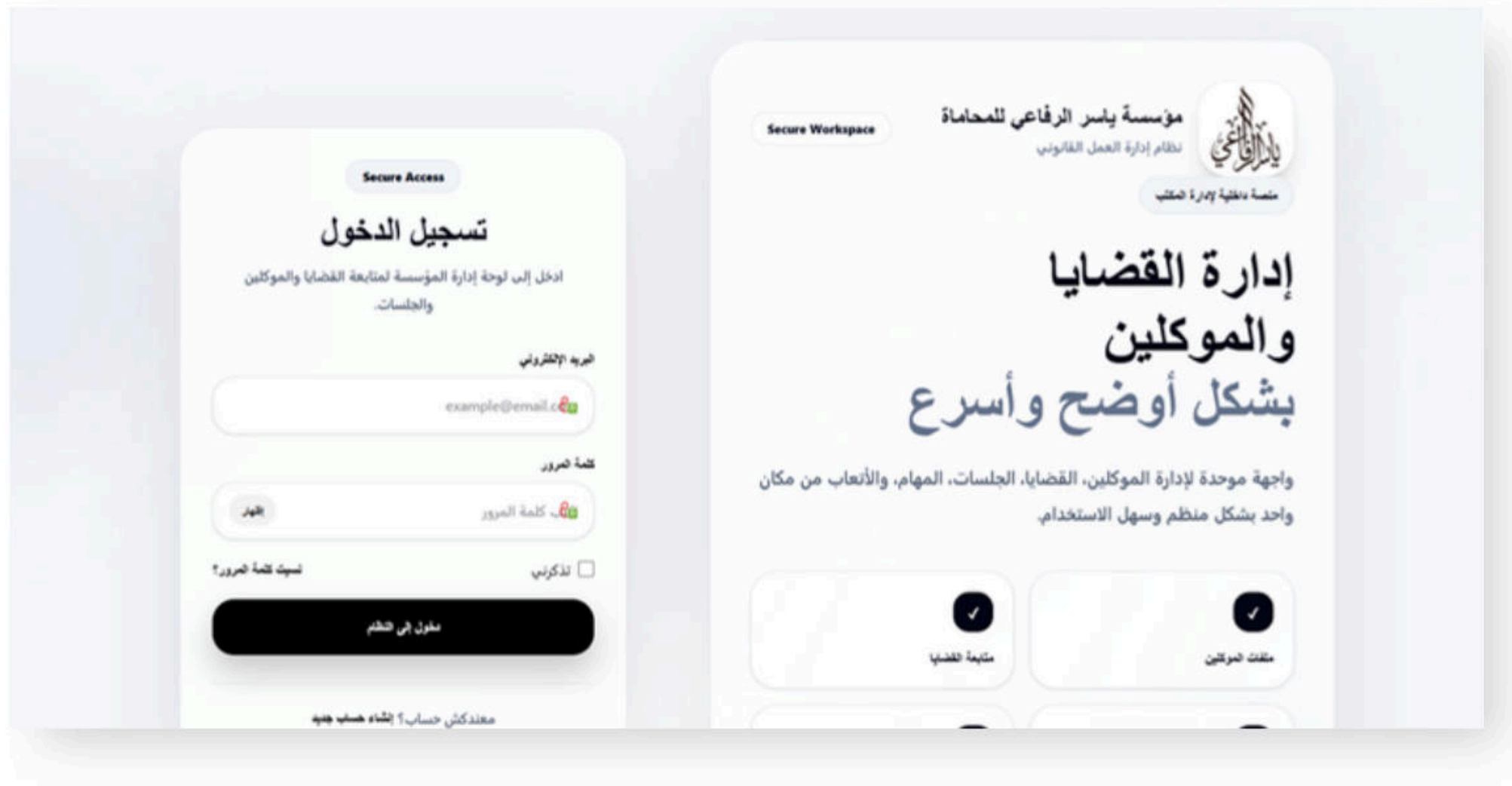
Maie K is a creative portfolio website designed and developed for a textile and brand designer. The website reflects Maie's playful visual world through color, texture, pattern-based storytelling, and a clean responsive layout. It showcases selected work across textile design, branding, print design, web visuals, and social content in a memorable and professional digital experience.

WEB

PRODUCT

PLATFORM

<https://maiekk.vercel.app/>



02 — SOFTWARE

Yasser el refaie

For Mizan, we developed a private legal-services web platform designed around trust, privacy, and professional access. The goal was to create a clean and secure digital entry point for a law firm environment, with a structure that can support future internal workflows, client access, or case-management features.

WEB

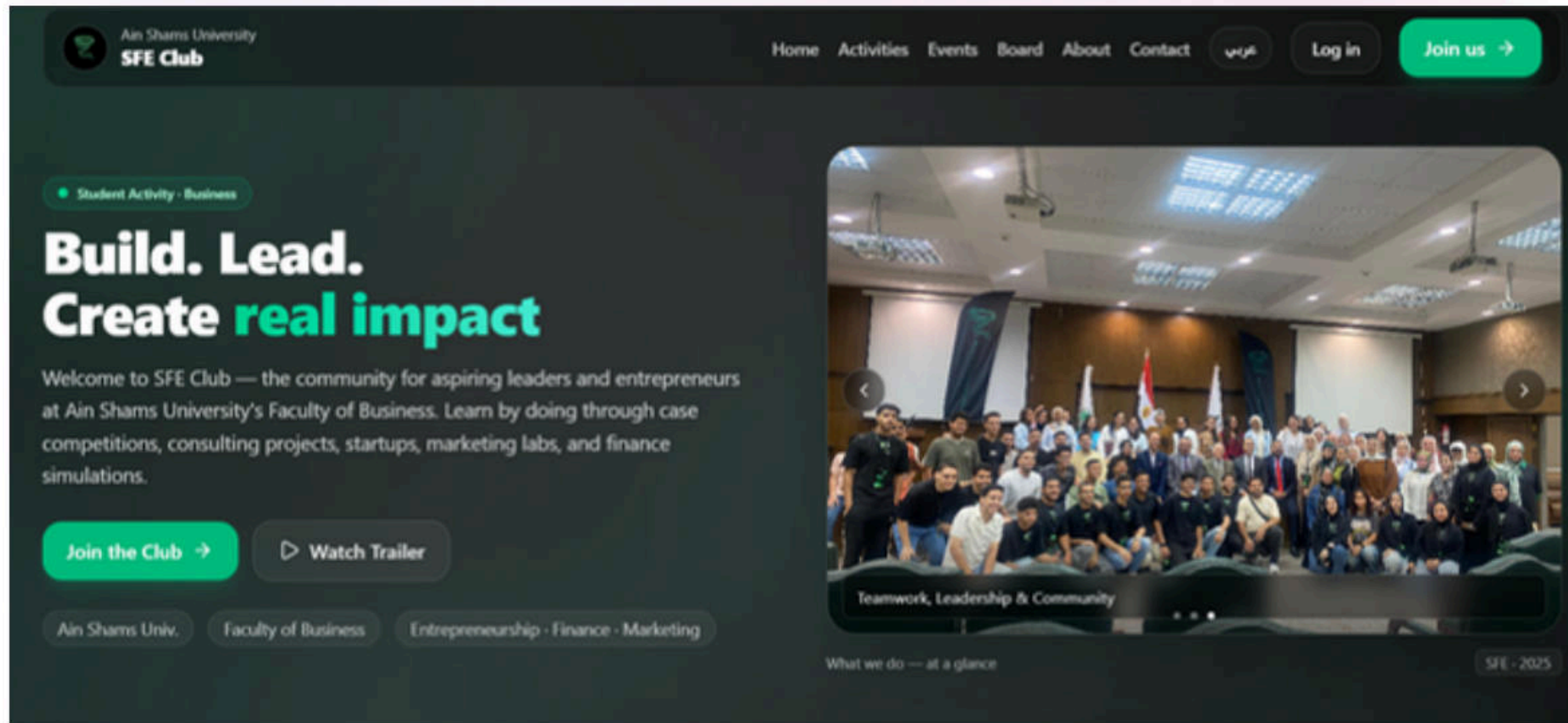
PRODUCT

PLATFORM

<https://mizan-brown.vercel.app/>

Maie K.

05 — Software · ملف أعمال



02 — SOFTWARE

SFE CLUB

Student Activity Website That Was Built To Meet The Need of Ainshams University so They can Reach The Students to Help them Sign in the student Activites

WEB

PRODUCT

PLATFORM

[was shut down](#)



§ 06 — OUTDOOR

Outdoor

Billboards, transit, and activations that own physical space.

الإعلان الخارجي

05



Outdoor 01



zalasheesh



Fol elsheikh



Live Sweet



IARS

Outdoor 02



Smile



Mazaq



MOI



HIGH ROAD BILLBOARD

AND MORE



AND EVEN MORE



Let's build something
that moves.