



CFK Credentials



Why CFK

The word "Why" is in yellow and "CFK" is in white. A white arrow points from the end of "Why" to the start of "CFK".

**Empowering Business
Success** Through Strategic
& Marketing Consultancy,
Product Creation, and
Brand Innovation



Expertise with Local & Multinational Clients in MENA

1 **Local** Market Expertise



We possess deep understanding of the MENA market. We've developed culturally relevant campaigns that resonated with local consumers.

2 **Multinational** Experience



We've worked with global brands, navigating diverse markets and adapting strategies for regional success.

3 **Cultural** Sensitivity



We prioritize cultural awareness and tailor communication for specific audiences in the MENA region, fostering meaningful connections.

Some Local, Regional, & Multinational Partners



UPTOWN
DUBAI

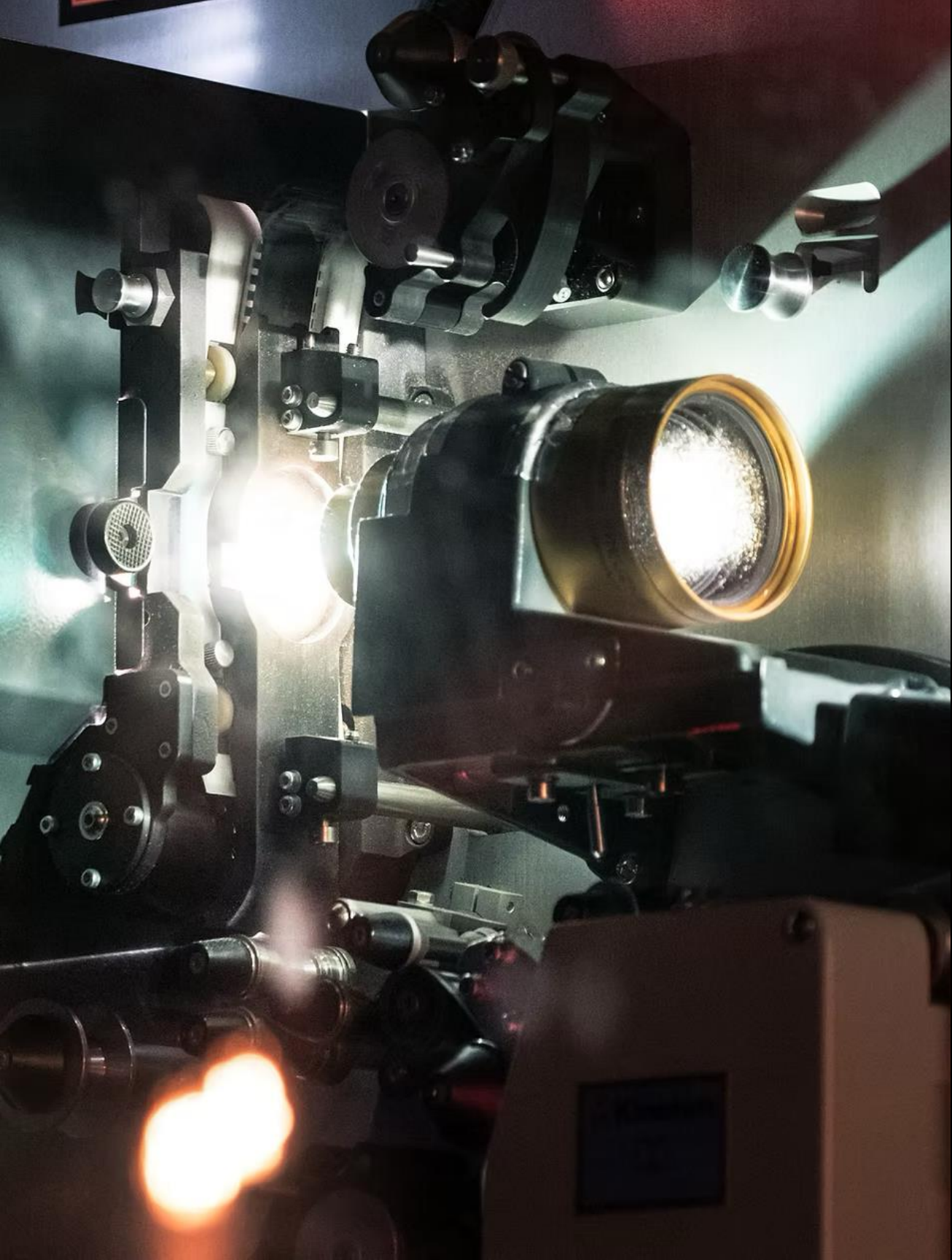


MENA CAPITAL



DREAMWAVER

MYcheese BOARD



Turning Ideas into Ads That Captivate & Convert

1 Brand Awareness

Developed campaigns that effectively increased brand awareness, reaching target audiences through innovative channels.

2 Lead Generation

Implemented strategies that drove lead generation, resulting in a significant increase in potential customers.

3 Sales Growth

Achieved measurable sales growth through targeted marketing efforts, driving positive business outcomes.

4 Customer Loyalty

Executed campaigns that fostered customer loyalty by creating meaningful connections with brand values and messages.

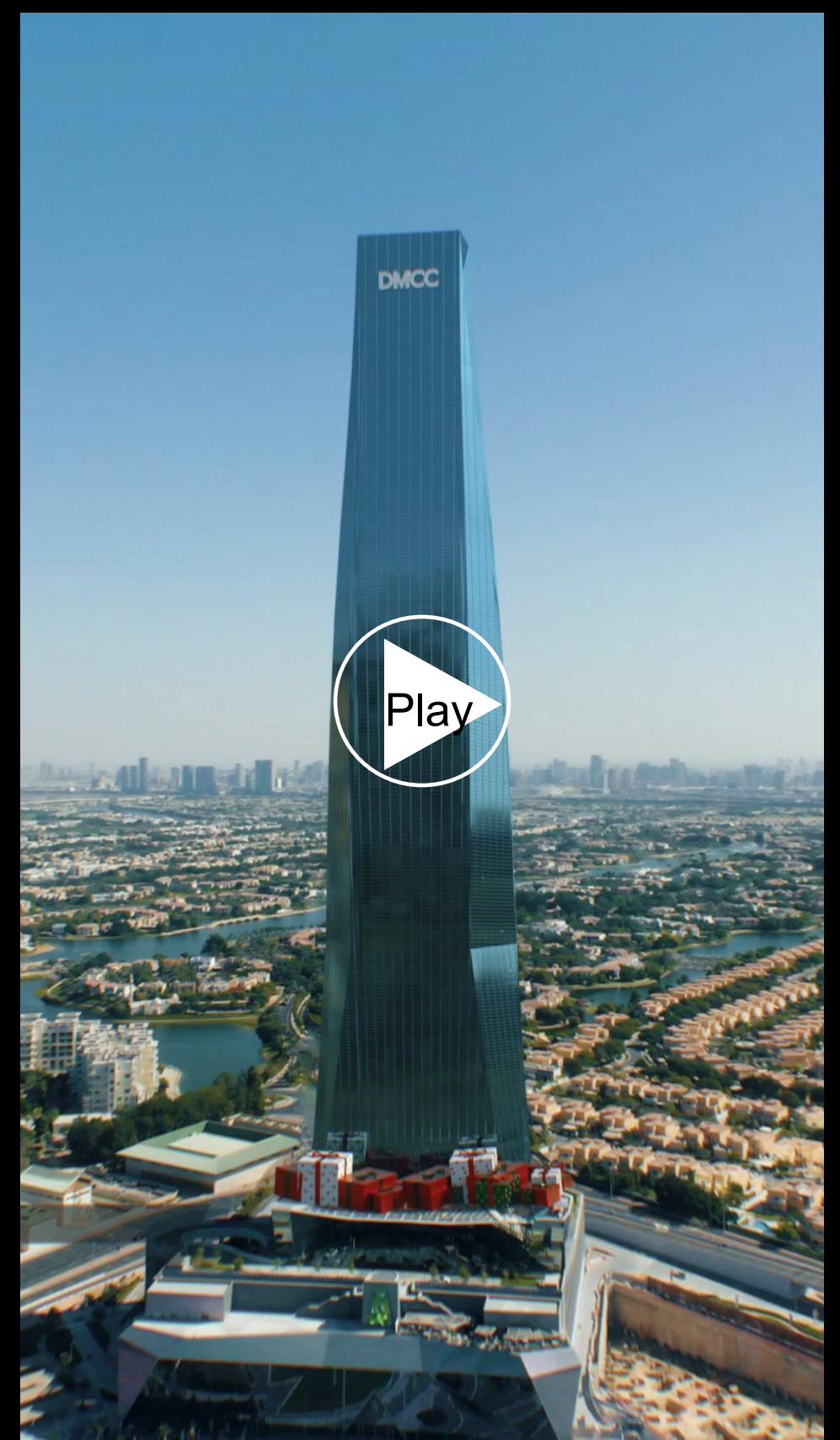


Campaigns
Brought to life

UPTOWN
DUBAI

TRANSFORMING THE ICON INTO A FESTIVE TREE

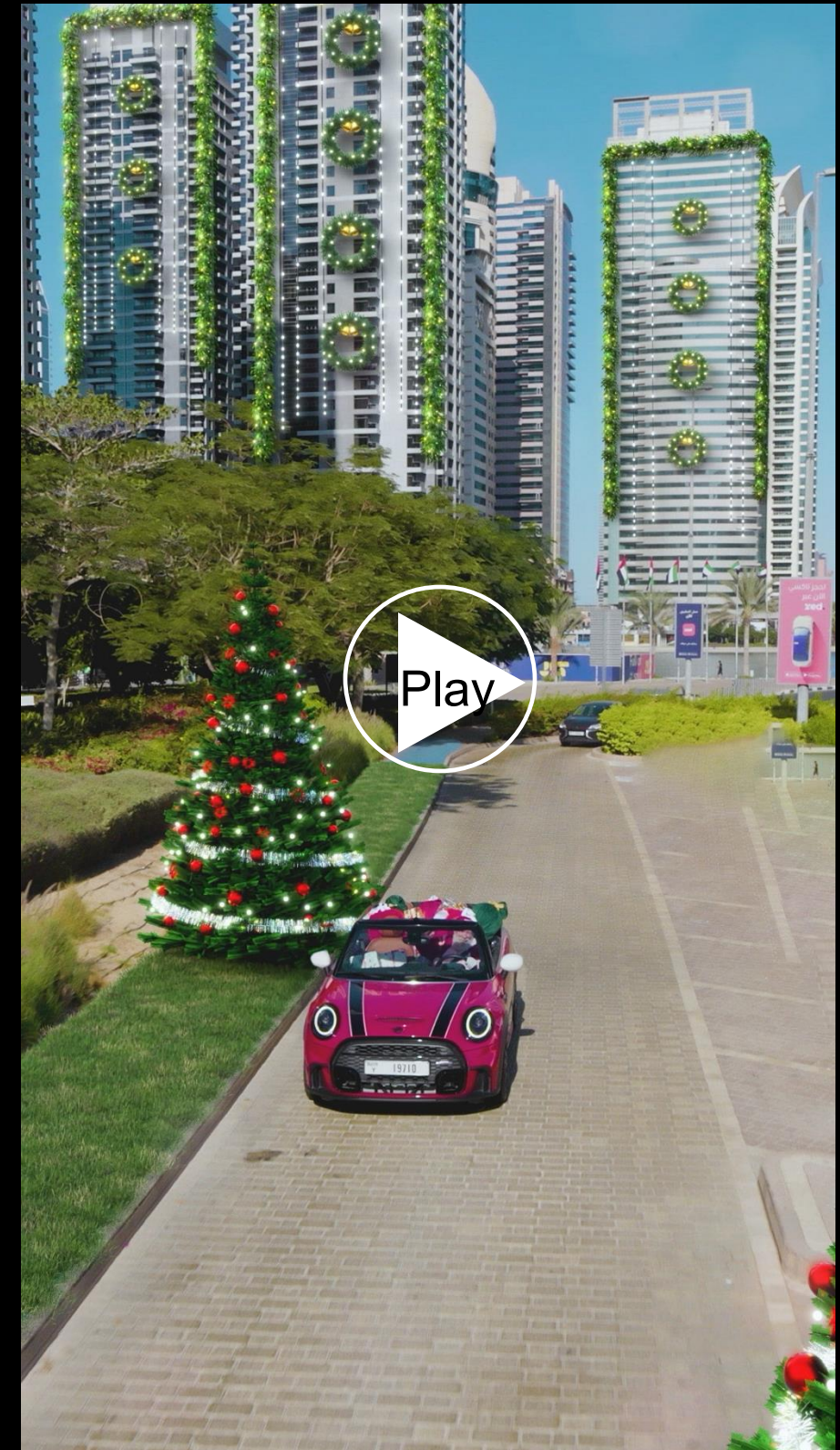
For Uptown Dubai, we were commissioned to create a standout Christmas campaign that would elevate the festive season while highlighting the tower's iconic architecture. We conceptualized a unique visual transformation—turning the Uptown Tower into a spectacular, larger-than-life Christmas tree. This was brought to life through a seamless blend of drone cinematography and CGI, allowing us to showcase the tower in a completely new and imaginative way. The result was a bold and luxurious holiday statement that captured attention, celebrated the spirit of the season, and reinforced Uptown Dubai's position as a landmark of contemporary elegance.



TRANSFORMING JLT INTO A FESTIVE NEIGHBOURHOOD FULL OF SOUL

We were commissioned to develop a captivating Christmas campaign that blended festive storytelling with striking visual execution. The project combined a rich mix of creative formats—including videos and still ads—brought to life through four key techniques: photography, videography, drone footage, and CGI. This multi-layered approach allowed us to capture the holiday spirit from multiple perspectives, creating dynamic and immersive content that stood out across digital and on-ground platforms. The result was a visually compelling campaign that delivered both emotional impact and brand visibility during the festive season.

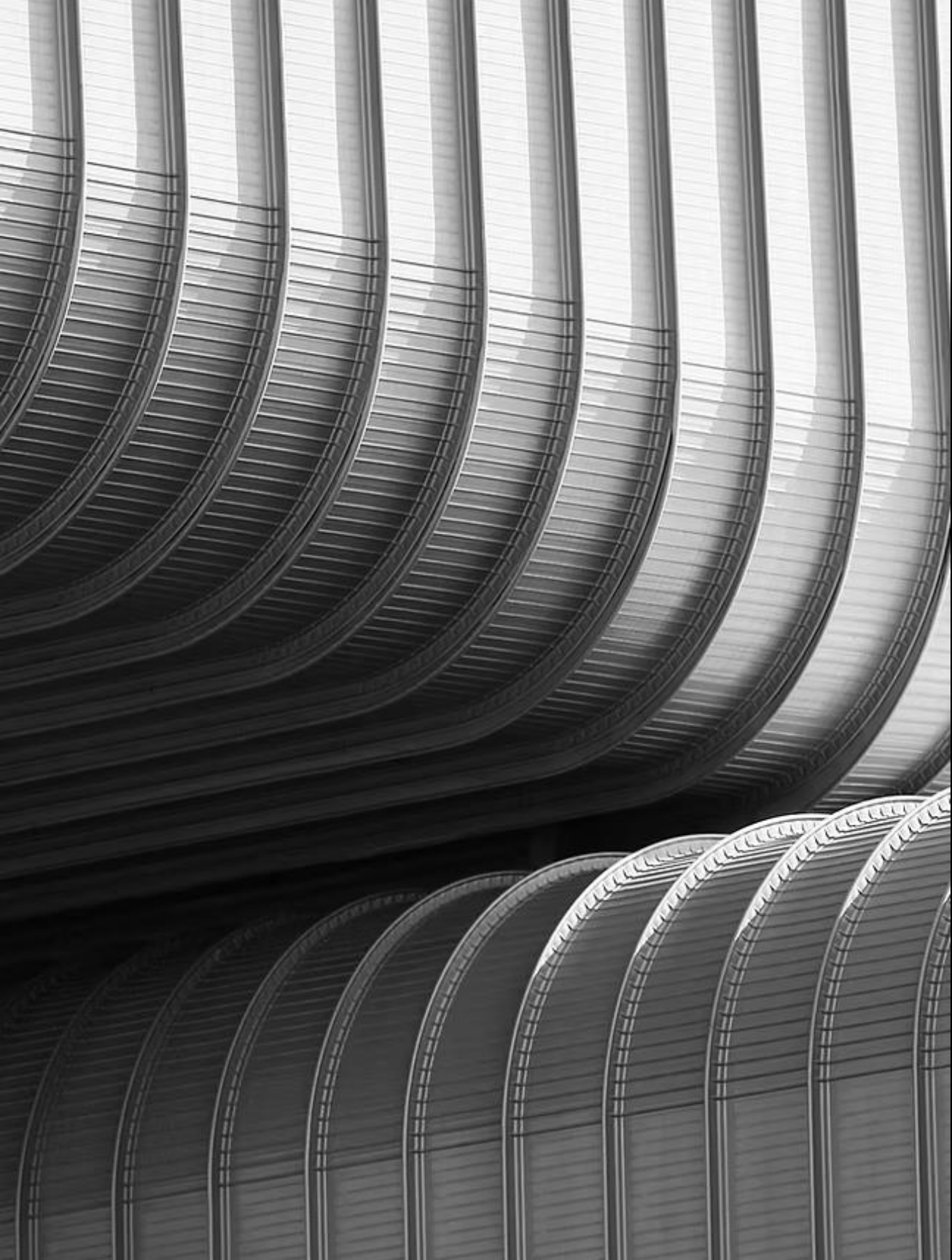
Sparkle and shine,
it's tree lighting time



LAUNCHING TOPGUN ARABIA: BRINGING AN ICONIC AMERICAN BRAND TO THE GCC

We were appointed to introduce TOPGUN Arabia to the GCC, starting with Dubai, bringing the iconic American brand to a new audience. Our mission was to craft a powerful brand launch strategy tailored for the region, ensuring a seamless transition into the market. Through a social-first e-commerce approach, we developed and executed a strategic plan to build brand awareness, engage the target audience, and drive online sales. By creating market-relevant content that resonated with regional consumers, we positioned TOPGUN Arabia as a must-have fashion brand in the GCC. The launch campaign successfully captured attention, establishing a strong foundation for growth in the region.





Creating a Visual Identity That Stands Out

1 **Crafting a Cohesive & Impactful Brand Identity**

We develop unique visual identities that align with your brand's values, mission, and personality. From logo design and color palettes to typography and messaging, every element is strategically crafted to resonate with your audience.

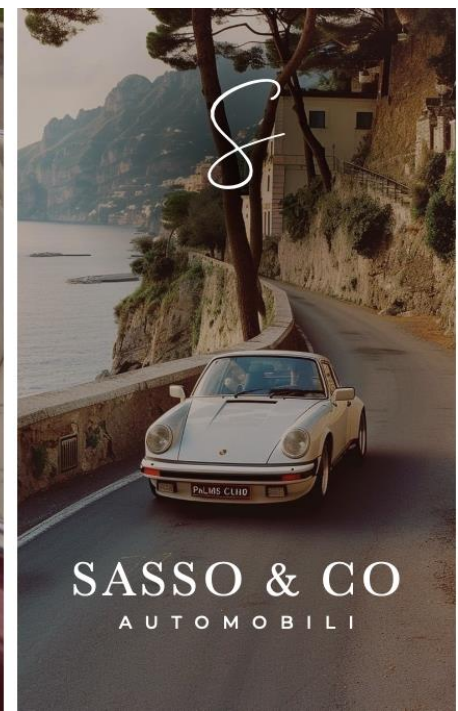
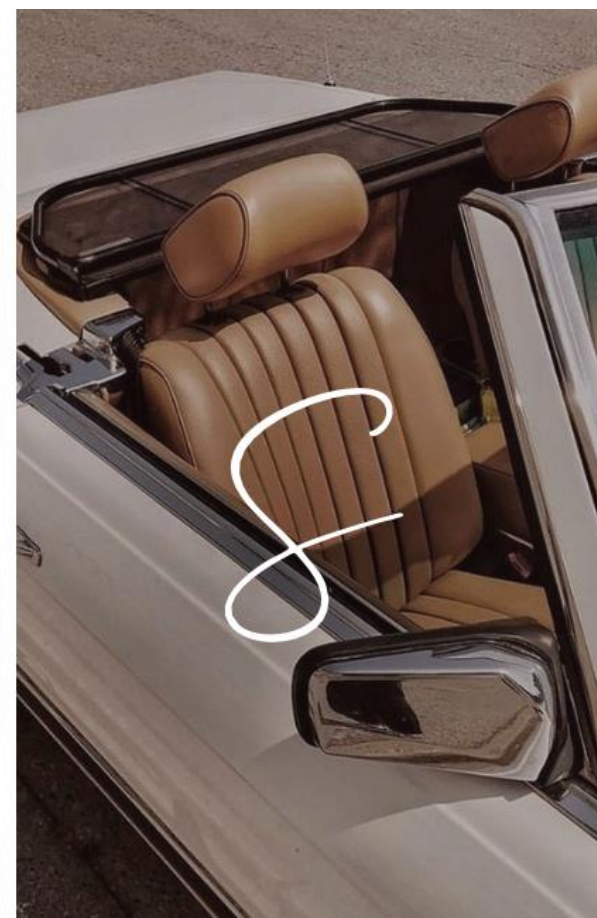
2 **Building a Strong & Memorable Brand Presence**

By creating an emotional connection with your audience, we help your brand stand out in a crowded marketplace. Our approach fosters trust and loyalty, ensuring your brand is not only visually appealing but also deeply relatable and memorable.



Branding Done Right







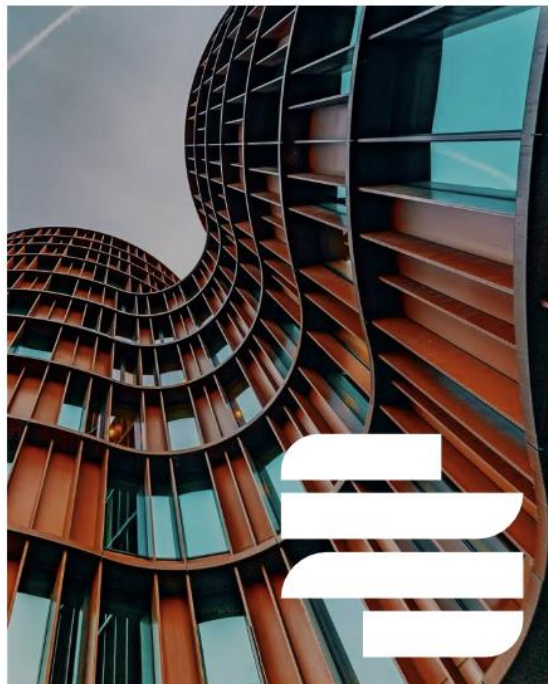
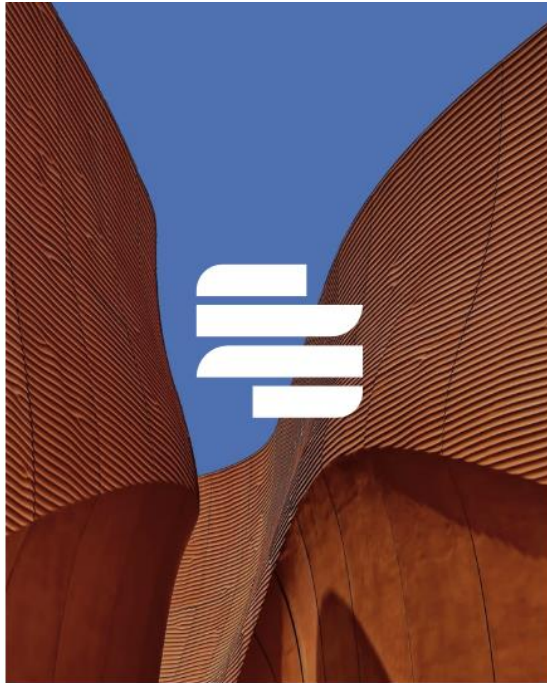
Who are we?

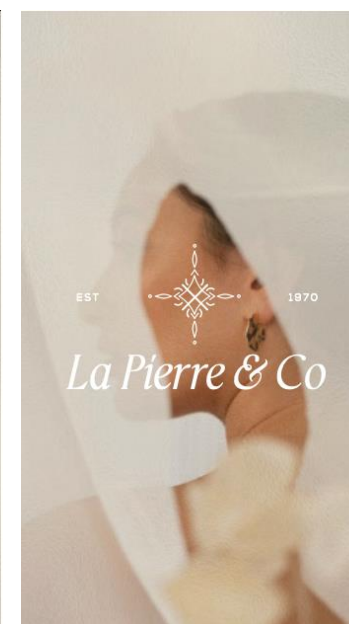
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RIVIERA SHIELD
SOLUTIONS

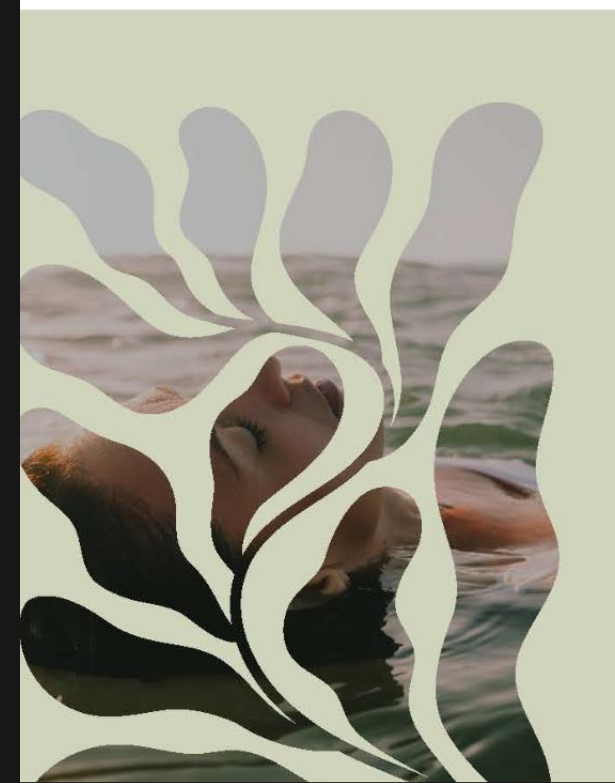






21-22 NOV

DKP AMPHI

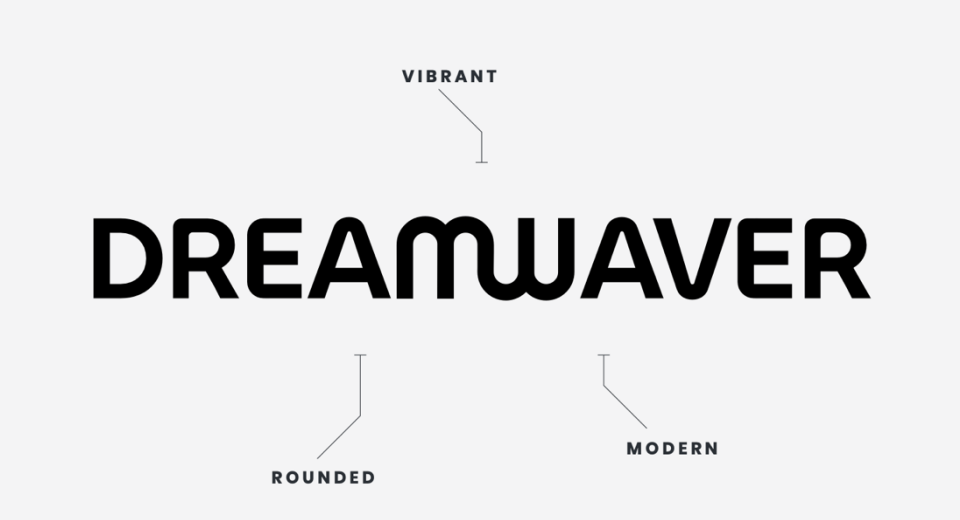


DUBAI
ASSET MANAGEMENT

*Lead with purpose. Inspire change.
Create a legacy of sustainability.*

Be the change you need.





Discover the effortless beauty of wavy hair

DREAMWAVER

Effortless Elegance with Dream Waver

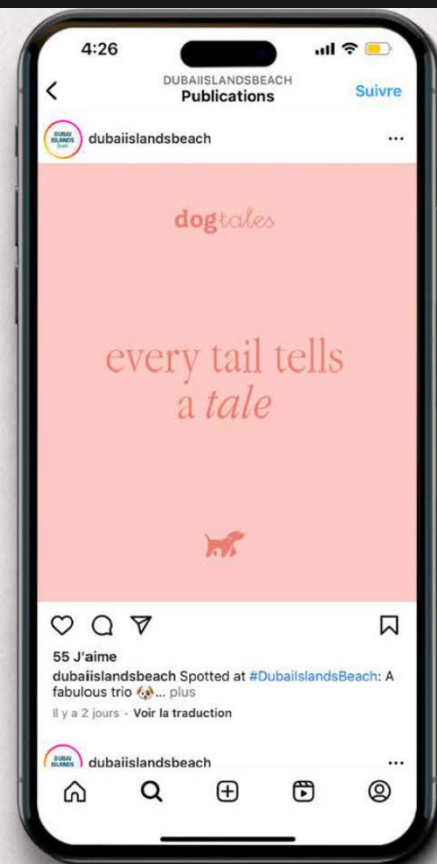
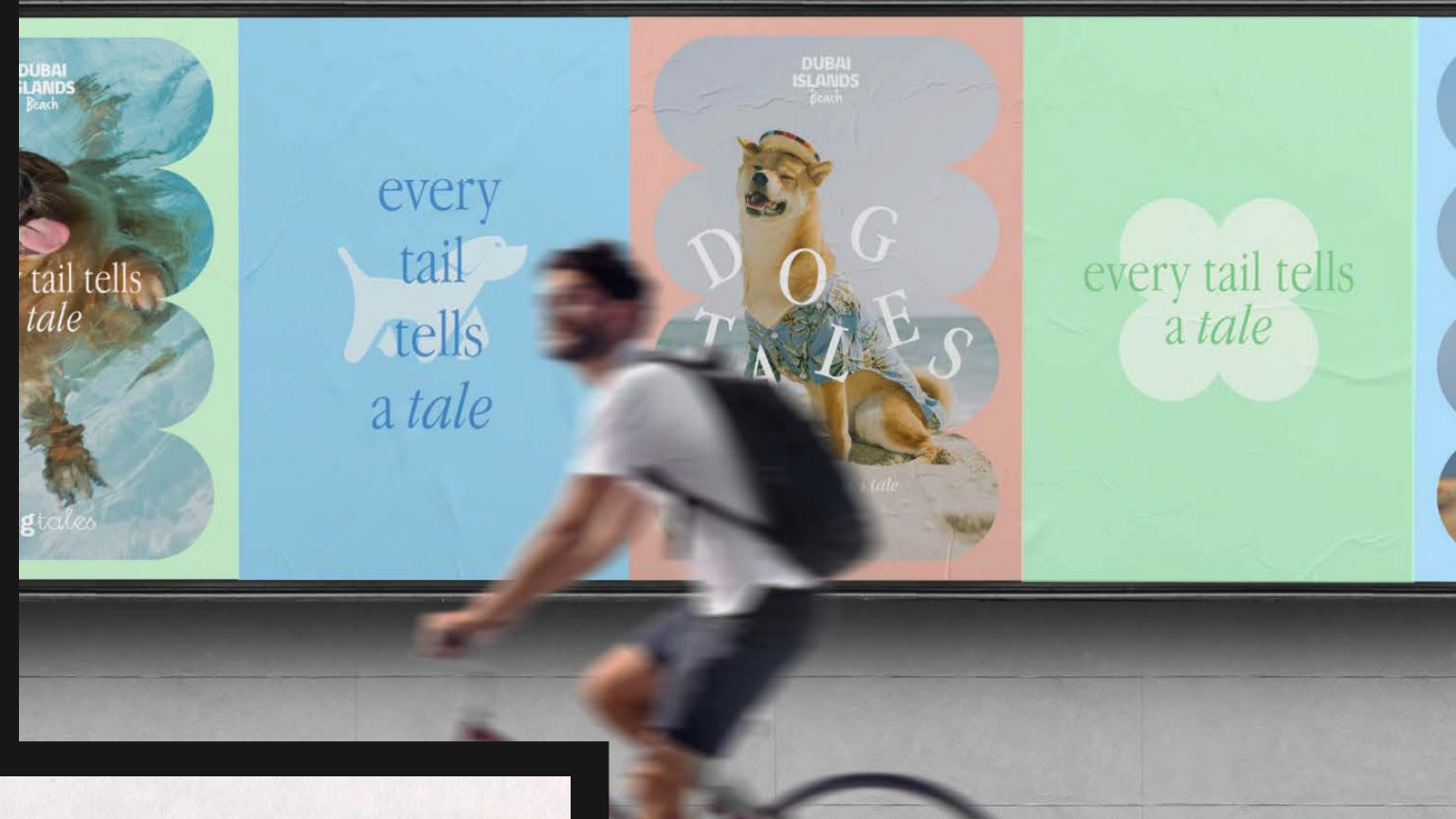
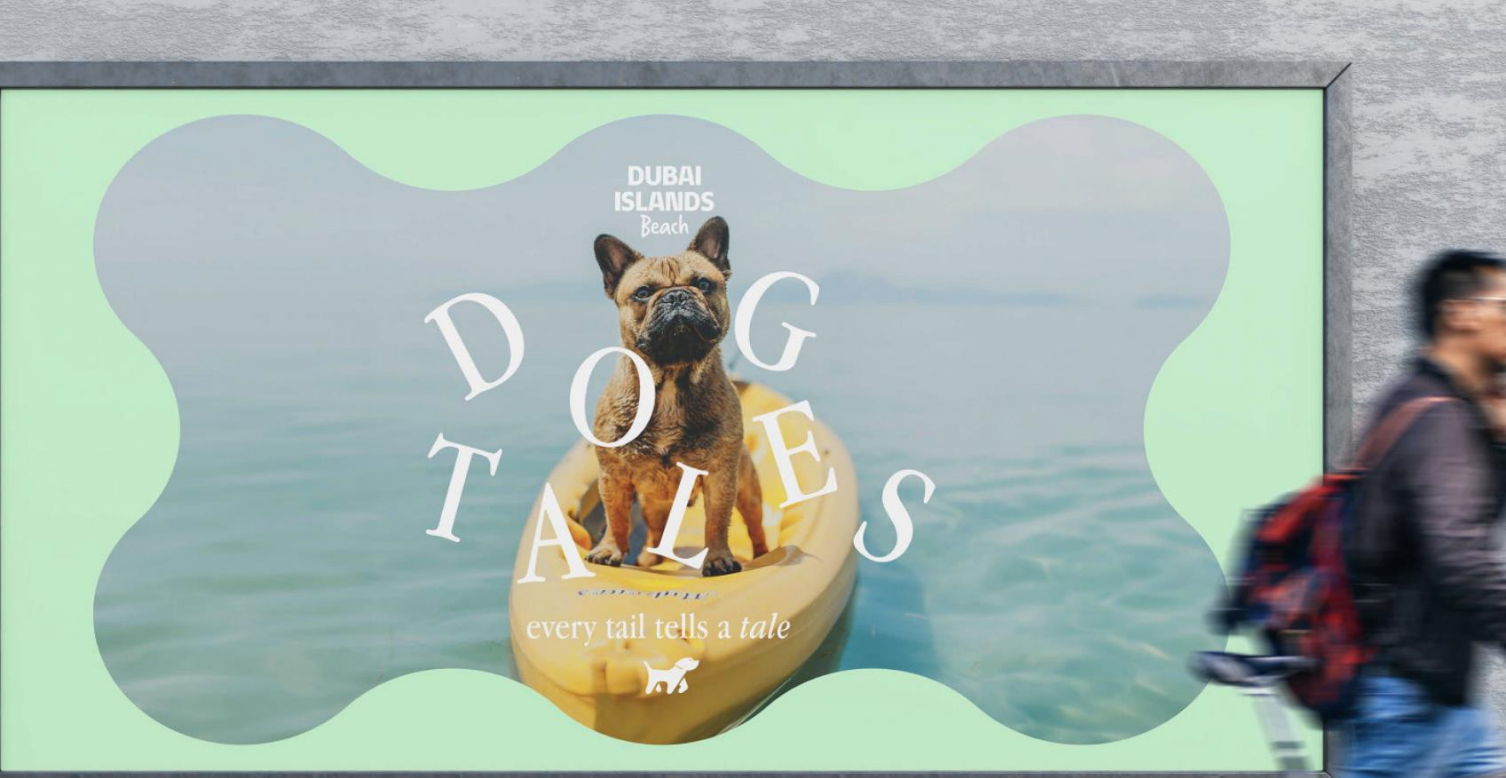
Dream Waver empowers women to express their beauty effortlessly with our innovative automatic waver, delivering beautiful waves at home. Embrace your inner beauty queen with vibrant, bold colors that reflect your unstoppable spirit. Our tool makes styling quick, easy, and fun, celebrating your uniqueness and boosting your confidence. Ride the brand new wave revolution and discover the magic of effortless beauty, with your dream hair companion here.

Unlock the secret to perfect waves

Embrace Your Glow

DREAMWAVER

PANTONE 2705 C CMYK 33 33 0 0 HEX AAA5D2	PANTONE CMYK 25 85 12 0 HEX BF4A8C
PANTONE CMYK 80 0 13 0 HEX 52C6DB	PANTONE CMYK 45 0 40 0 HEX 8CCEAE
PANTONE CMYK 0 48 4 0 HEX F58DBC	PANTONE CMYK 0 51 58 0 HEX F7956D





Helping Brands Connect, Engage & Grow

1 Social Media Strategy

We develop a customized social media strategy tailored to your brand's objectives, ensuring consistent messaging, optimized content, and data-driven growth across all platforms.

2 Content & Engagement

From compelling visuals to engaging copy, we craft high-quality content designed to captivate your audience, spark conversations, and drive meaningful interactions that strengthen brand loyalty.

3 Community Management

We actively manage your brand's online presence by engaging with your audience, responding to inquiries, fostering relationships, and building a loyal community that enhances brand trust and advocacy.

4 Paid Media & KPIs

We design and manage targeted advertising campaigns on platforms like Instagram, Facebook, TikTok, and LinkedIn while continuously tracking performance, analyzing key metrics, and optimizing strategies to maximize ROI and reach.



Engaged
on Social

Instagram Page Revamp



START YOUR UAE BUSINESS WITH ZERO HIDDEN COSTS

Here's what you get:

Up to 25% OFF business licenses
(up to 30% OFF on multi-year packages)

No professional fees

Free general trading license upgrade
(worth AED 10,000)

Full waivers on license amendments,
cross-activity fees, and trading license
updates

Free combination of commercial +
professional activities

OFFER VALID UNTIL SEPTEMBER 30



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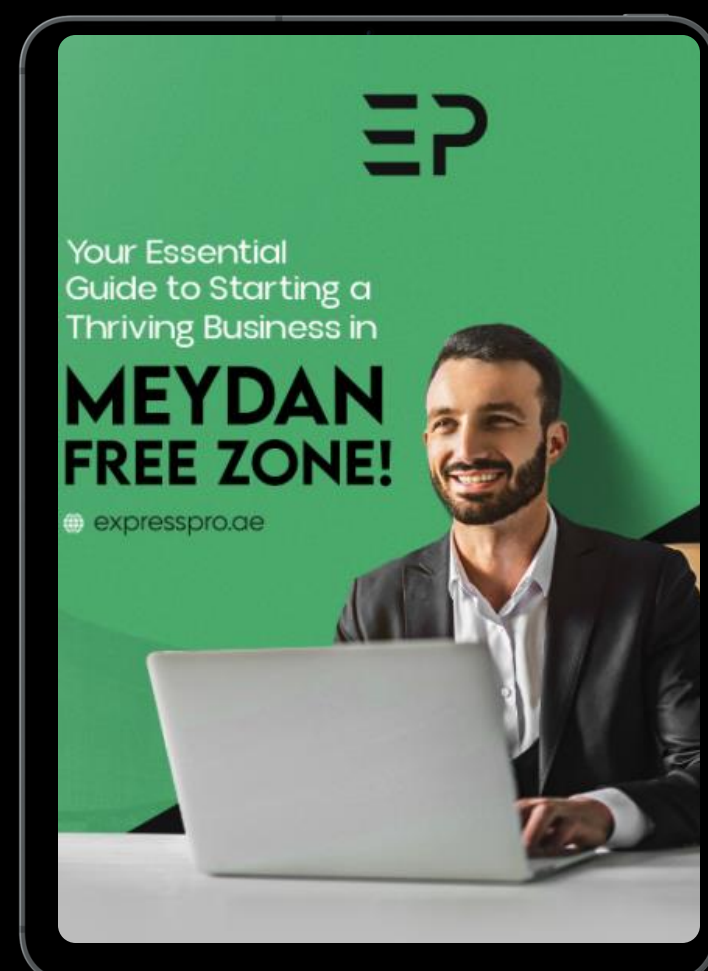
WANT TO STAY IN THE UAE LONG-TERM?

OUR GOLDEN VISA EXPERTS CAN
GUIDE YOU THROUGH THE PROCESS.

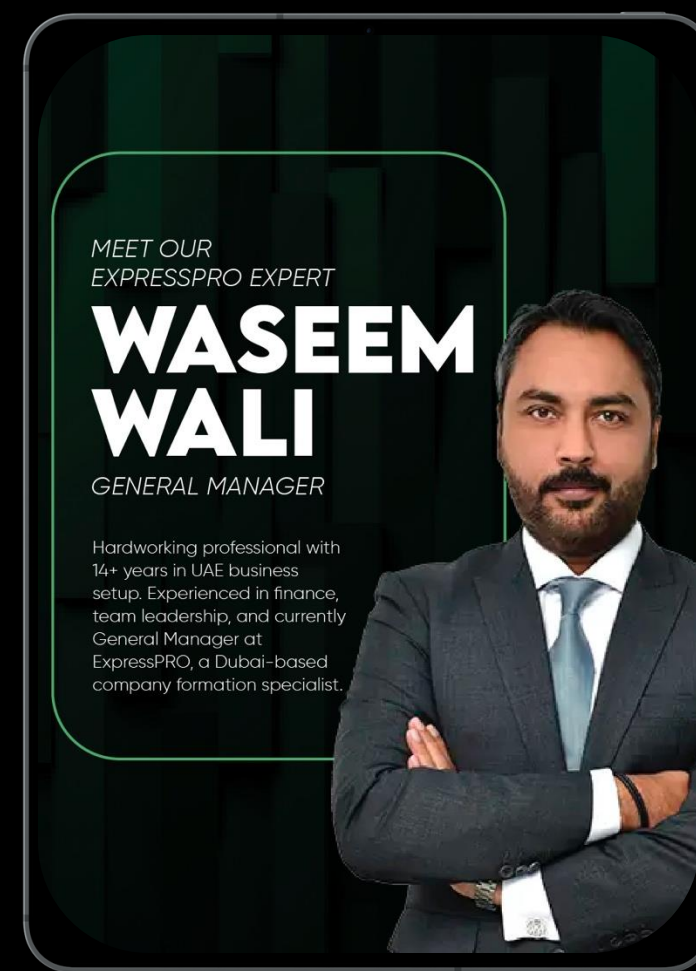
GET STARTED TODAY



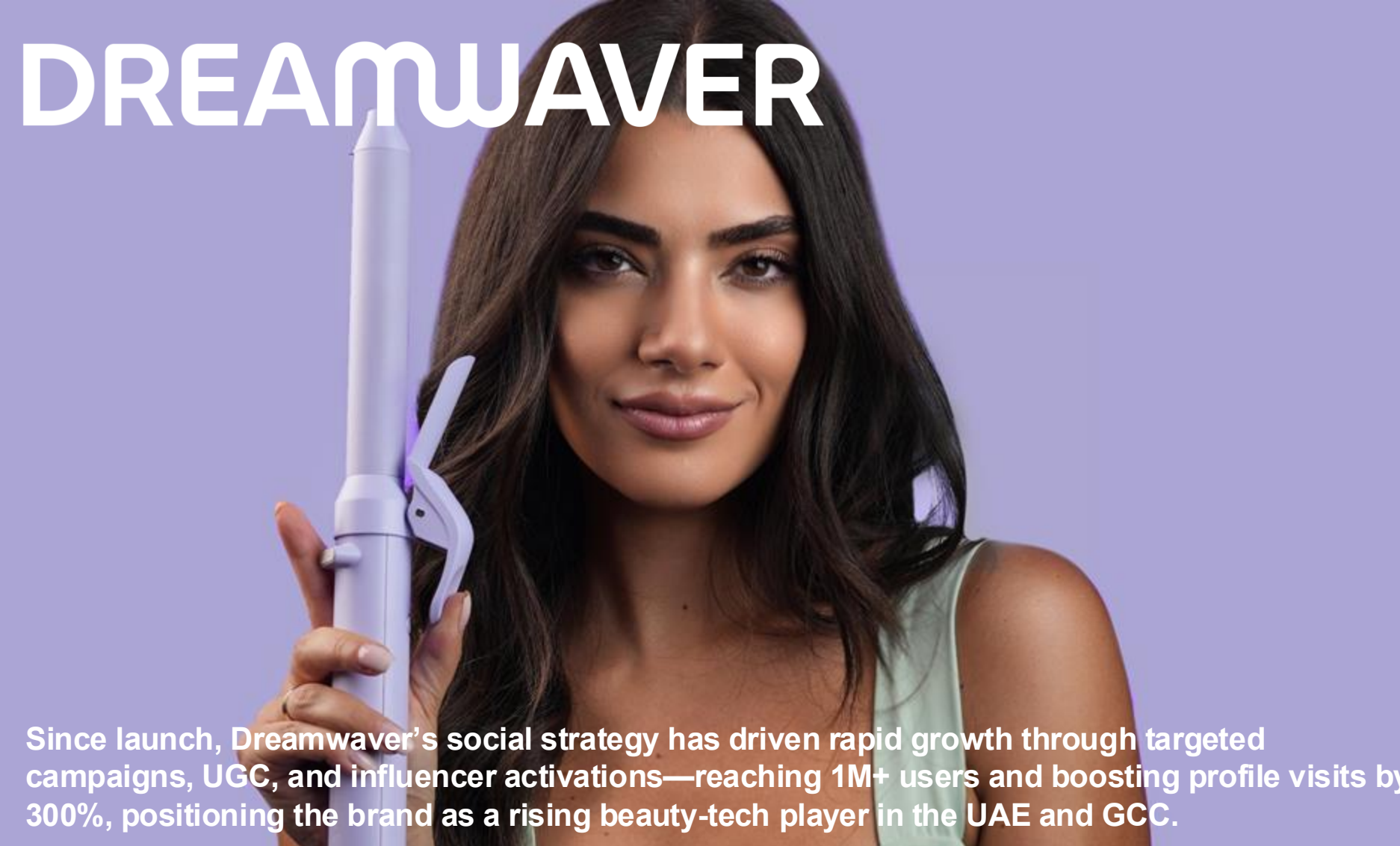
BEFORE



AFTER



DREAMWAVER



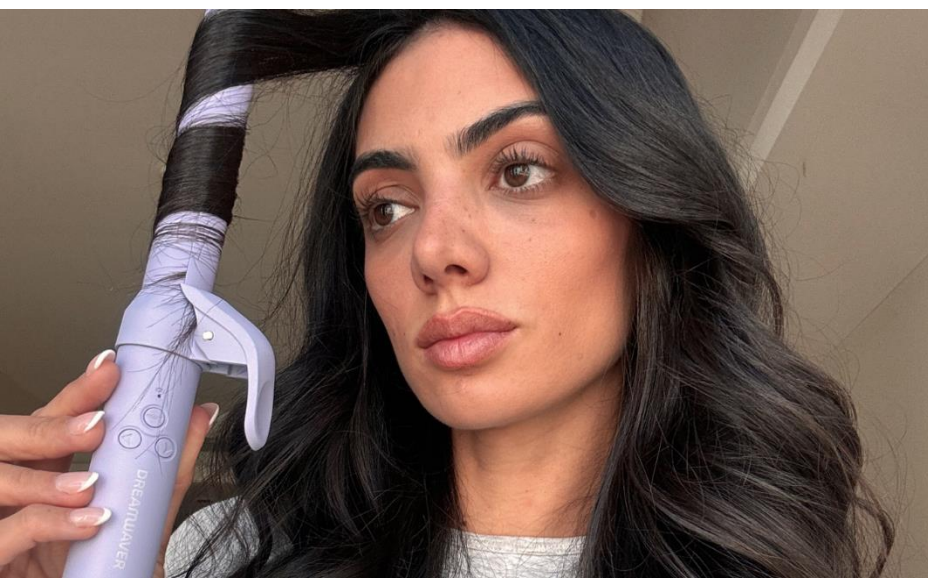
Since launch, Dreamwaver's social strategy has driven rapid growth through targeted campaigns, UGC, and influencer activations—reaching 1M+ users and boosting profile visits by 300%, positioning the brand as a rising beauty-tech player in the UAE and GCC.

★★★★★

Fantastic!

"This Curling Wand is an absolute must-have! I am starting every day with a fresh beautiful hair with minimal effort"

-Danielle M





Reply to mimi.ani's comment
please post the resultttt

Play

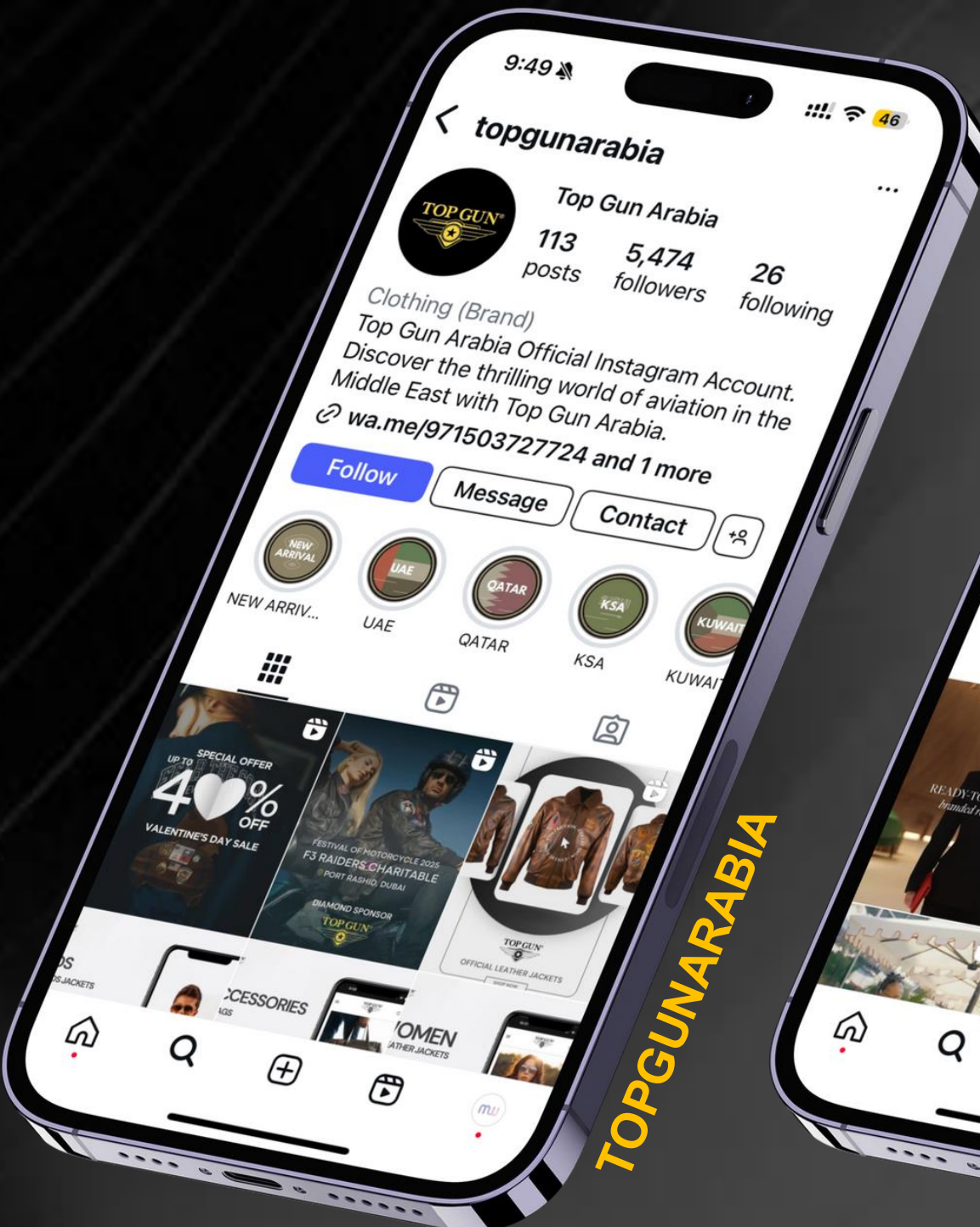


Play

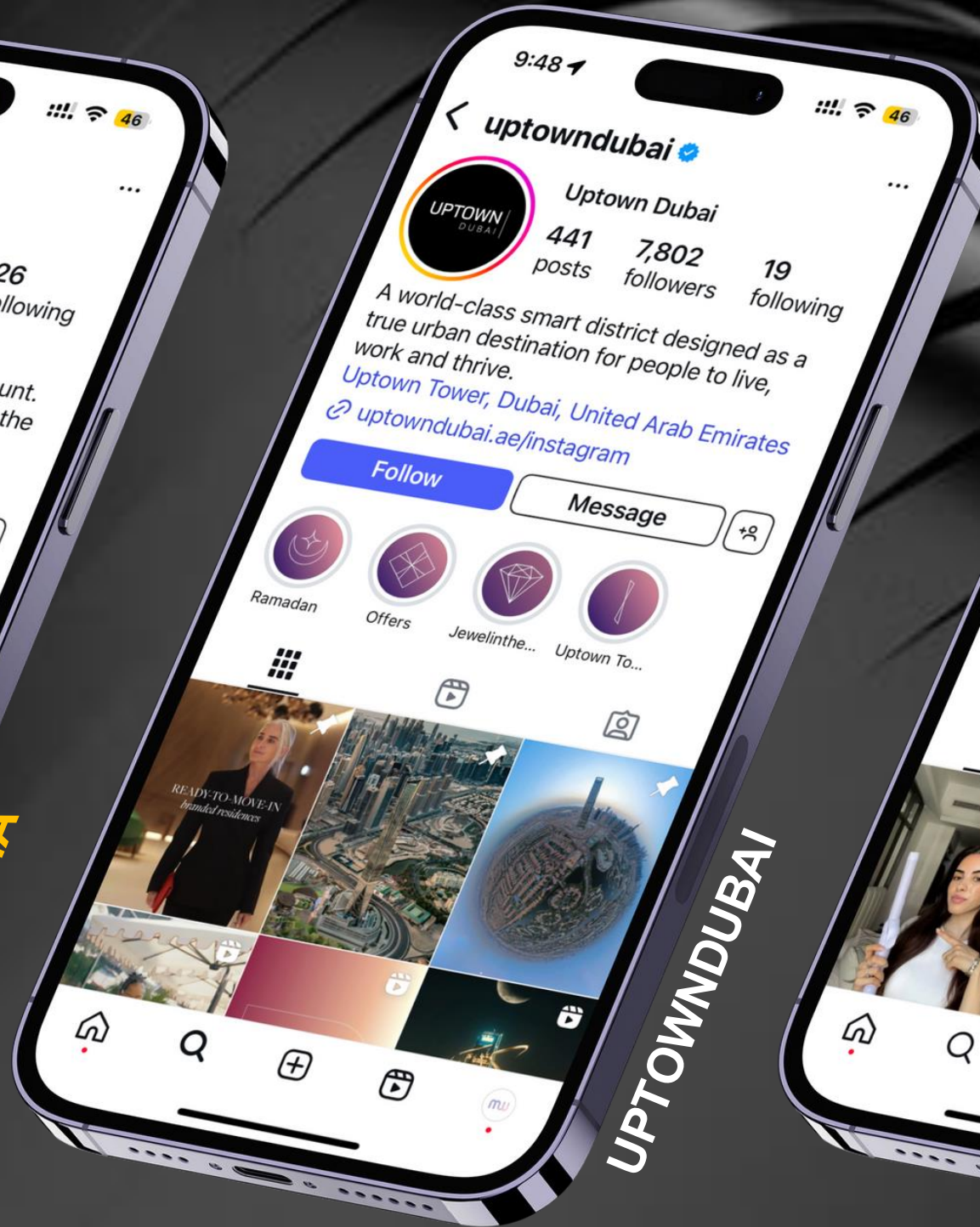
POV : you just unwrapped
the best gift ever.

Him: I'll pick you up at 7pm

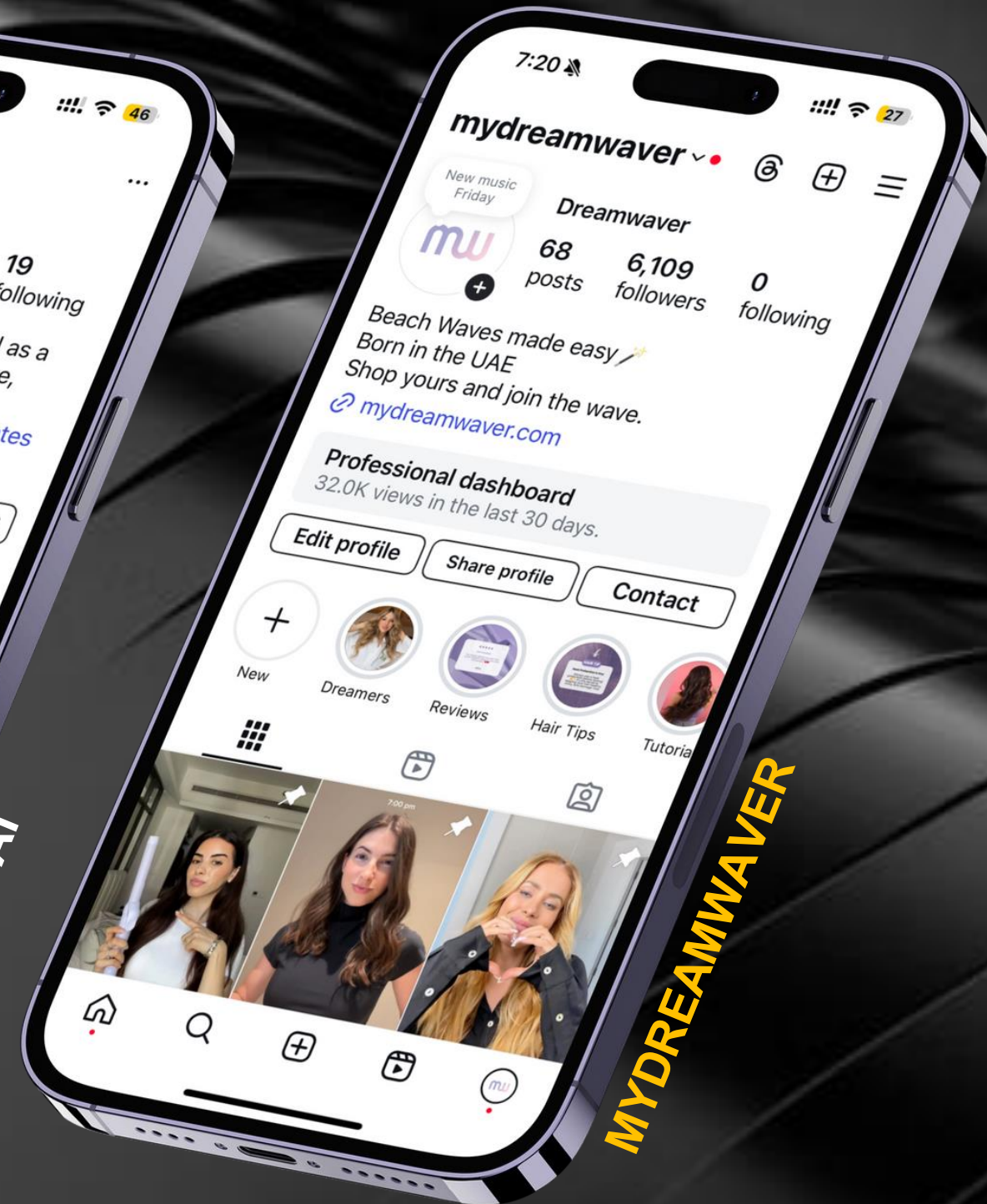
Play



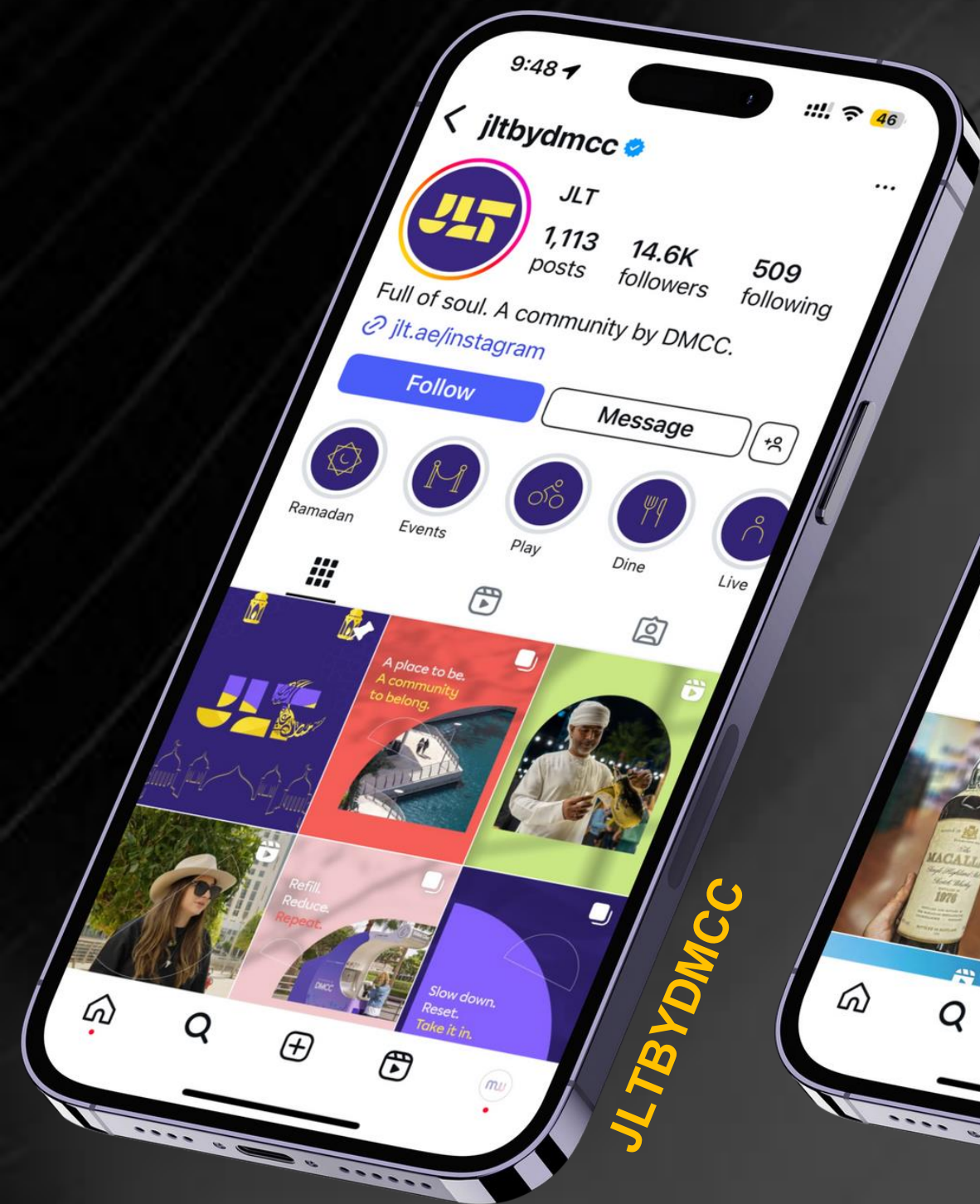
TOPGUNARABIA



UPTOWNDUBAI



MYDREAMWAYER



JLTBYDMCC



WHISKYCOLLECTION



ALTAYERMOTORS



Mastering Content Creation- From Ads to Storytelling

1 Winning Ads

Creating high-impact ads that engage your audience & convert to real results. From script development and storyboarding to directing and post-production, every element is designed to hook viewers and deliver your message effectively.

2 Leveraging Authentic UGC

We specialize in producing User-Generated Content (UGC) that enhances credibility and trust. By incorporating real customer experiences into your video strategy, we help brands build authenticity, drive engagement, and increase conversions.

3 Cinematic Brand Films

Beyond traditional ads, we produce brand films that tell your brand's story in an emotionally compelling way. These films go beyond selling a product—they create meaningful connections with your audience, fostering brand loyalty.

4 Content Creation Strategy

Whether it's a product launch, a corporate narrative, or a brand anthem, we consult you to ensure your video content is high-quality, impactful, and aligned with your brand's identity. Our goal is to make every piece of content stand out and resonate with your target audience.



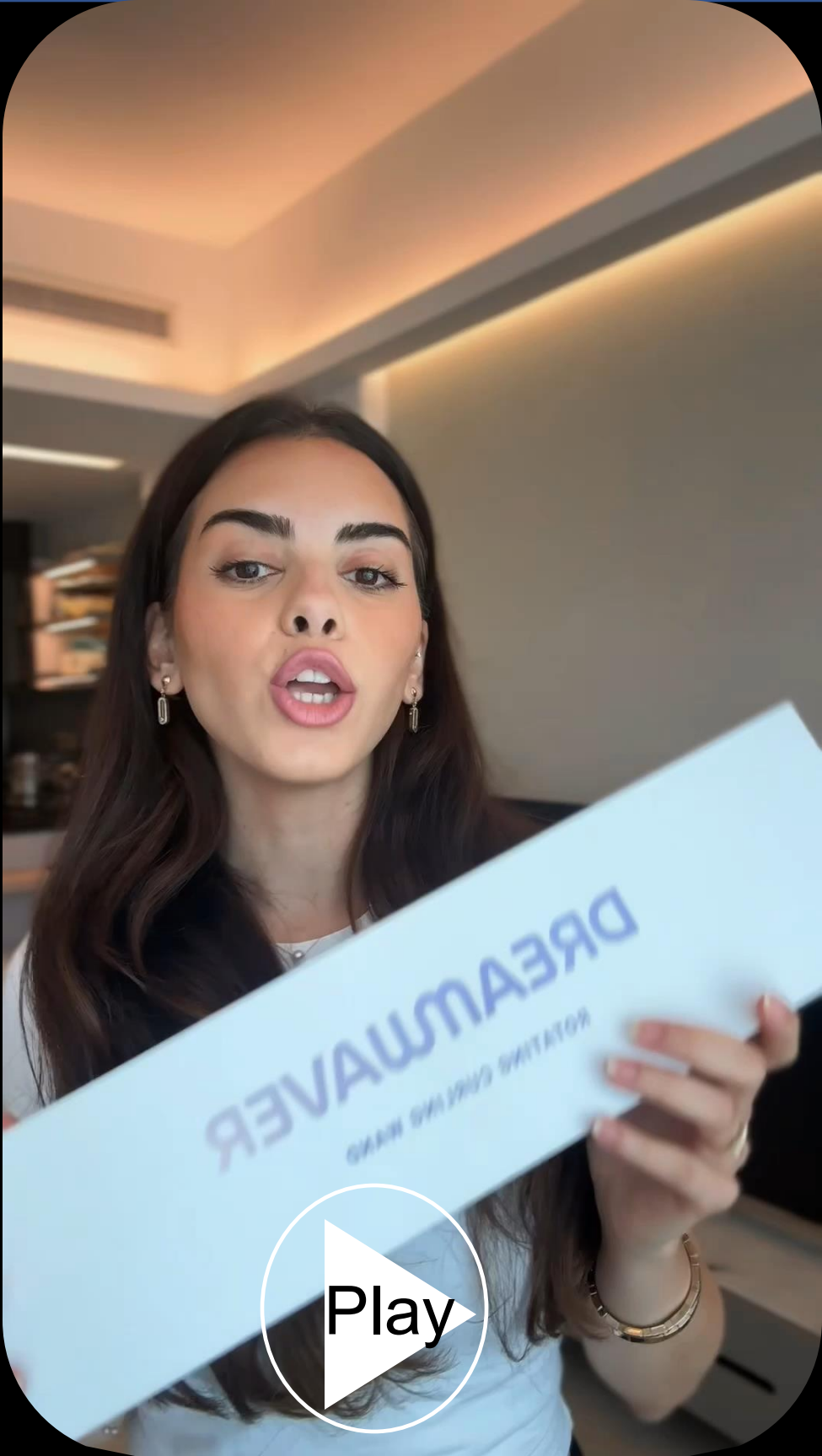
Converting Content



*MY*cheese **BOARD**

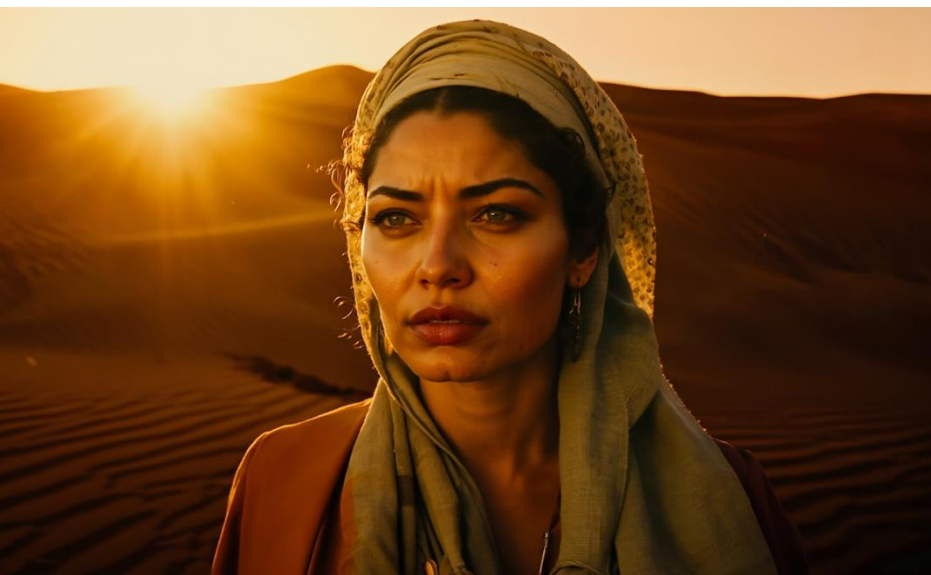
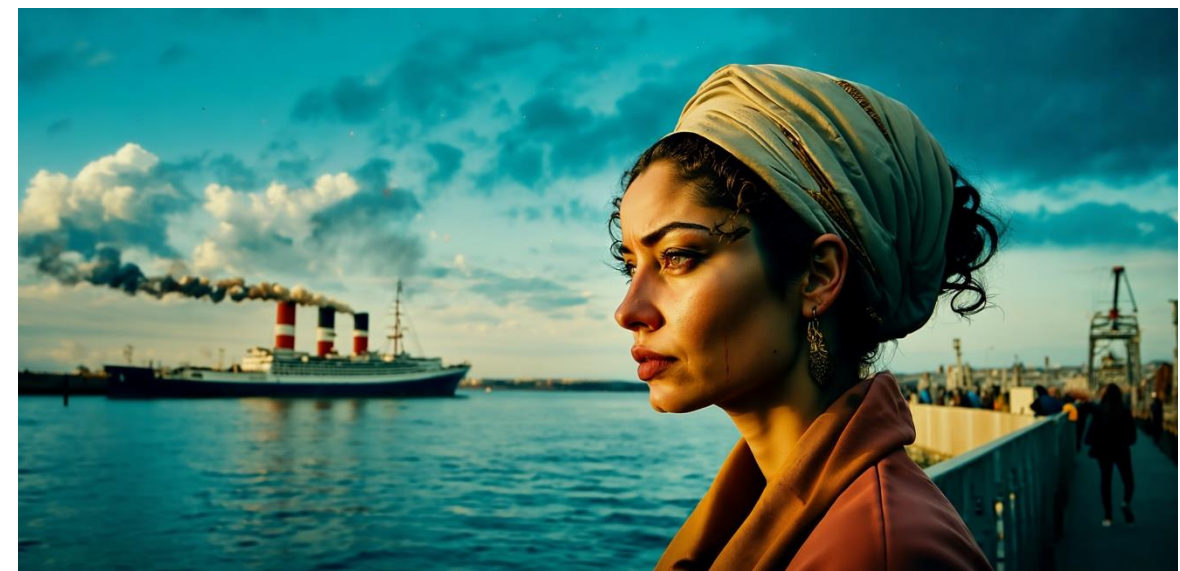




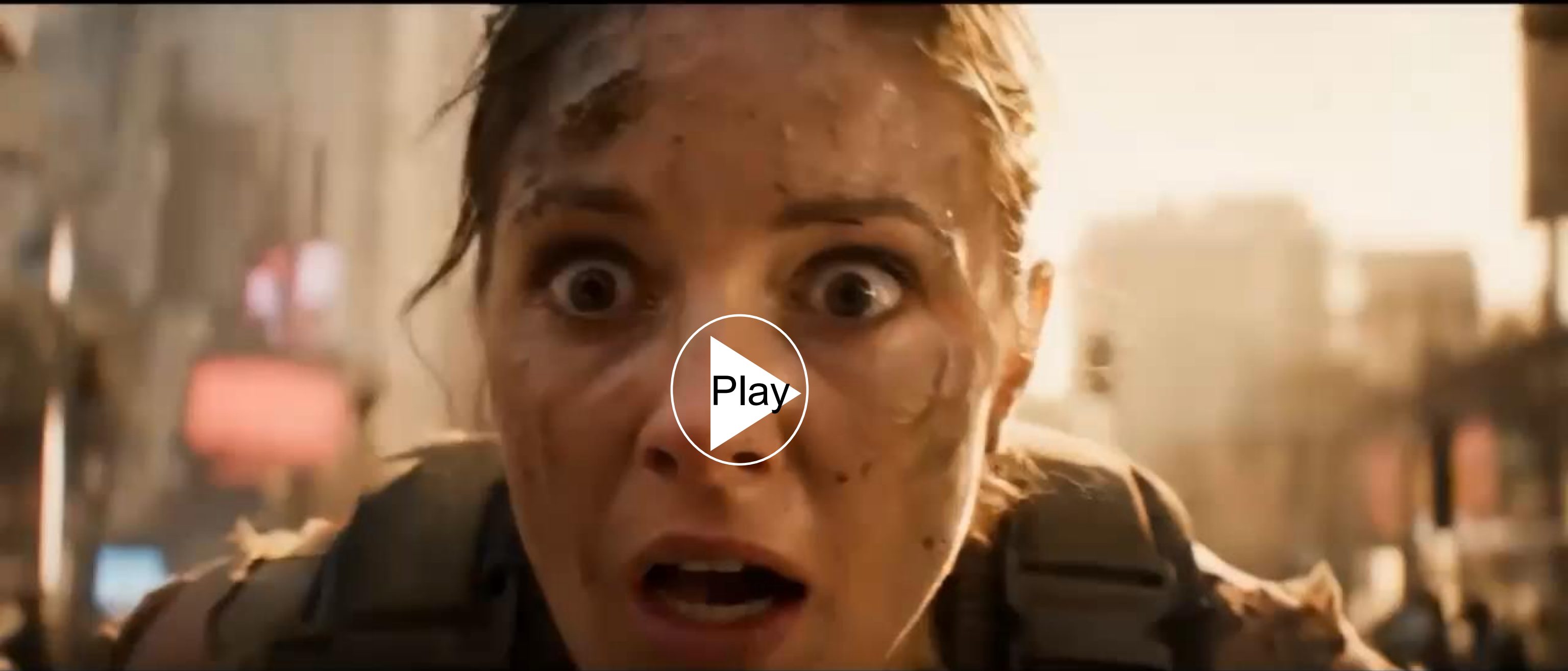


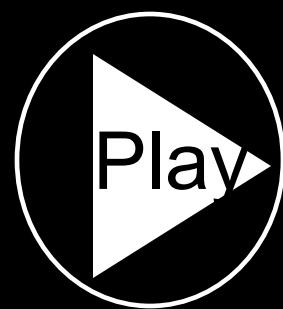


AI Generated Content











**Our Digital
Media Partner**



The AI Driven Communication Powerhouse

1 Go for More Intelligence

Data driven audience solutions that go beyond traditional digital definitions, delivering smarter, predictive, and real-time ad targeting.

2 Go for More Reach

Integrating social media campaigns with carrier, OTT, and retail data to offer scalable, omnichannel advertising solutions that provide superior audience targeting for businesses.

3 Go for More Impact

AI driven lead generation and lead qualification solutions helping your brand maximize efficiency through ad tech.

Strategic Partnerships

 Meta

Google

 YouTube

 TikTok

LinkedIn



EXTE



PLATFORMANCE

inMOBI

CRITEO

Brands Are Partnering With



With a collective of 20+ years of experience our team have partnered with many global and regional power brands

amazon

bayut

Cartier

Coca-Cola

DANONE

PIRELLI

dubizzle

Microsoft

Mondelēz
International

MONT
BLANC

Van Cleef & Arpels

Reebok

ALDAR

etisalat and

gm

Henkel

Shell

AMERICAN
QUALITY

PEUGEOT

Unilever

Yum!

MasterCard

IKEA

L'ORÉAL

بنك أبوظبي التجاري
ADCB

بنك أبوظبي الأول
FAB
First Abu Dhabi Bank

بنك أبوظبي دبي
Abu Dhabi Bank

MARS

kenvue

PIF
مستثمرات
الأسواق المالية



Our Consultants' Comms Experience

Telco & Enterprise Technology

Our PR consultants have a wide expertise in technology that spans B2B and B2C global brands. We have successfully managed:

- ❖ Corporate events and launches
- ❖ Industry events
- ❖ Thought leadership profiling
- ❖ Influencer activations
- ❖ Media training for senior executives
- ❖ Crisis management
- ❖ Industry research



Real Estate

Our communications consultants' real estate expertise spans across small and large regional enterprises.

- ❖ Strategic messaging and positioning
- ❖ Internal communications
- ❖ Crisis communications
- ❖ Always-on press office management
- ❖ Senior executive profiling
- ❖ Project launches
- ❖ F&B offerings campaigns

wasl DMCC



≡ AZIZI

Food & Beverage

We worked with global and regional F&B outlets and brands supporting their communications objectives in the GCC through:

- ❖ Restaurant openings
- ❖ Promotional and seasonal campaigns
- ❖ Product launches
- ❖ Menu and store photoshoots
- ❖ Events and activations
- ❖ Influencer marketing activities

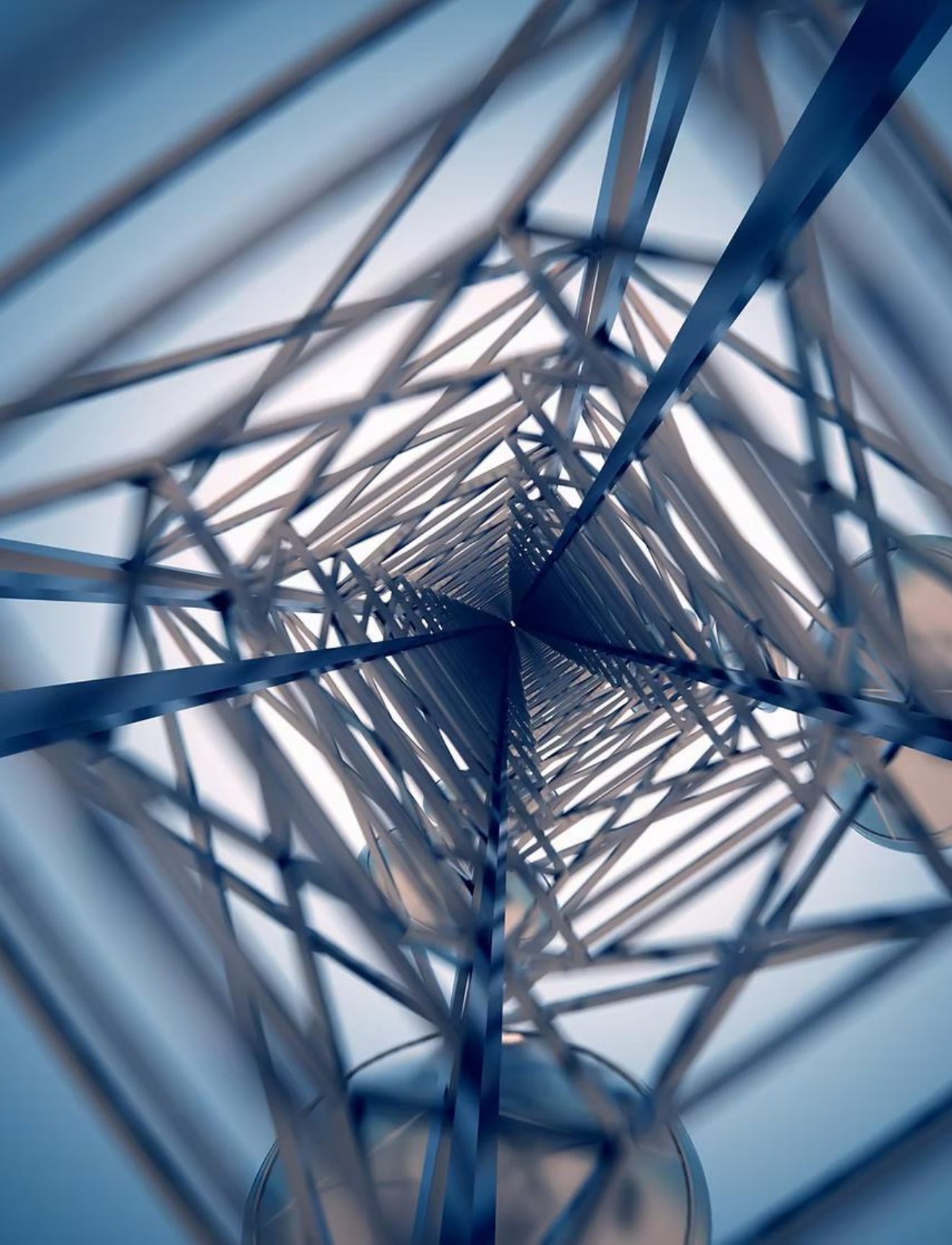


Automotive

We have managed luxury and emerging brand communications in the GCC region. Our automotive experience includes:

- ❖ High-profile events and launches
- ❖ Integrated marketing campaigns
- ❖ Influencer activations
- ❖ Trade show support





Turning Clicks Into Conversions **With Smart & E-Commerce Design**

1 **UX/UI-Centric** Web Development→

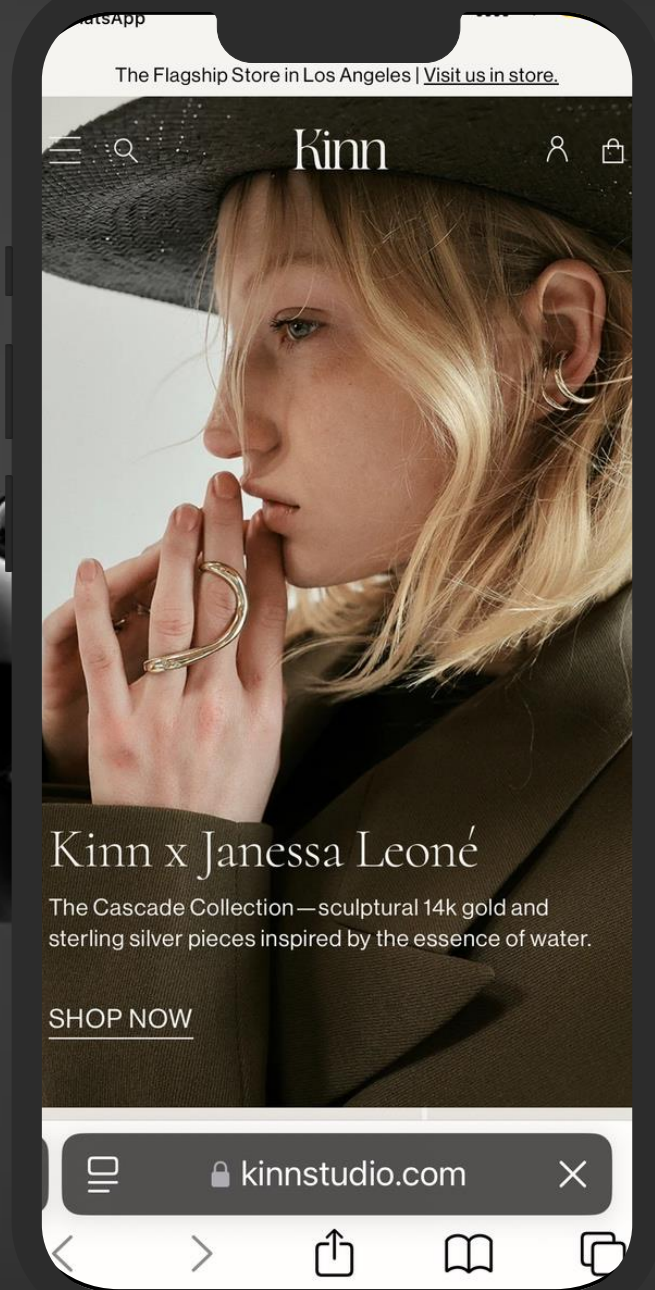
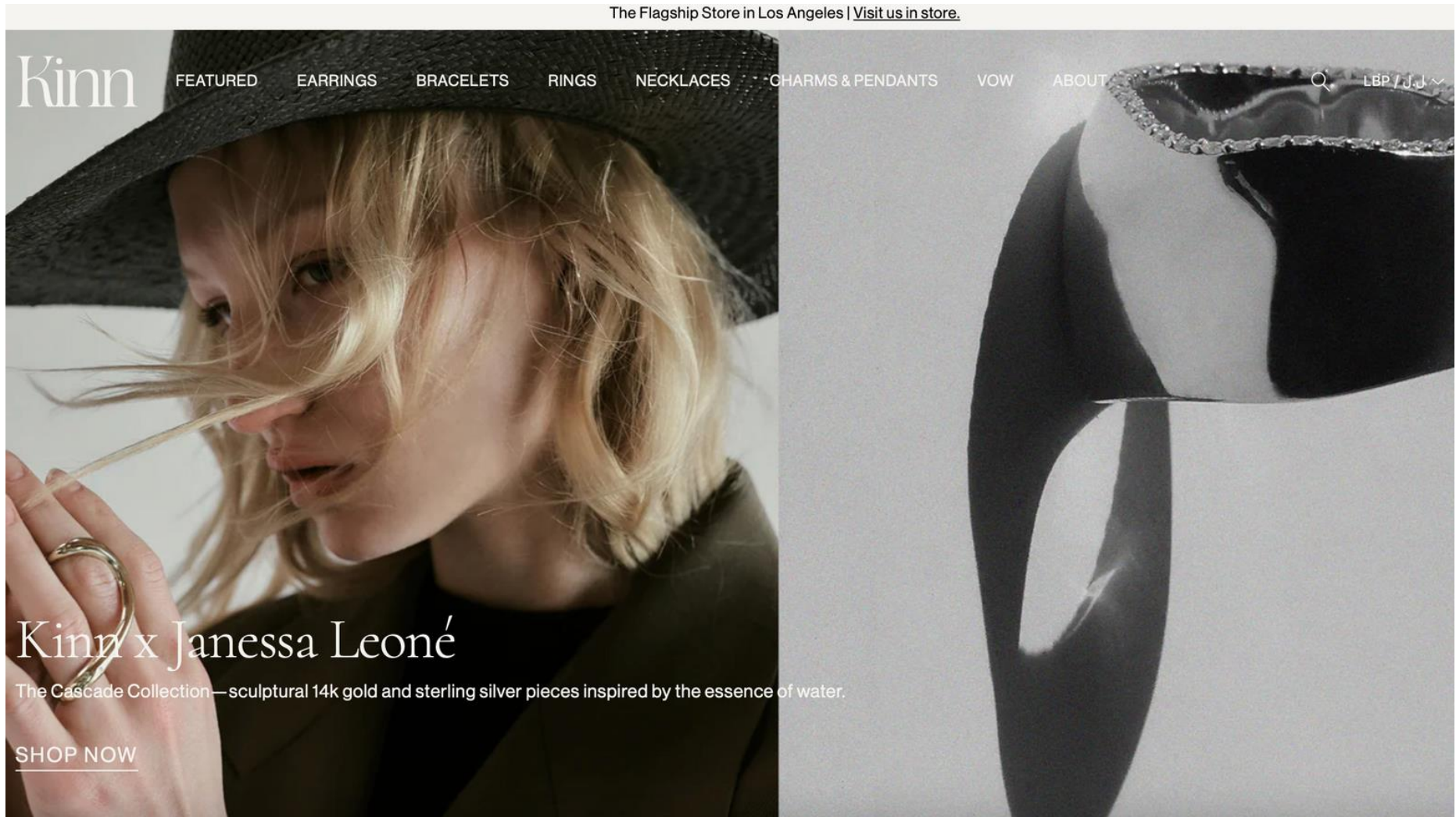
We build visually appealing, intuitive, and user-friendly websites & e-commerce websites with seamless navigation, ensuring an engaging journey and/or a simple shopping experience that maximizes conversions.

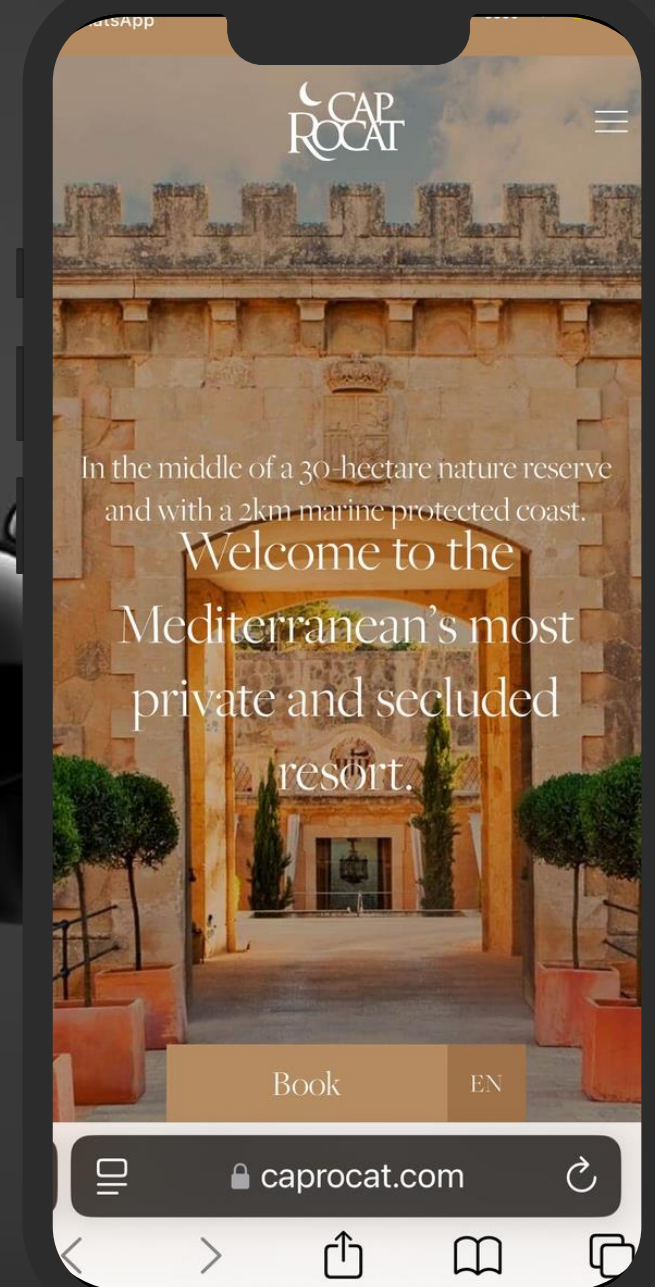
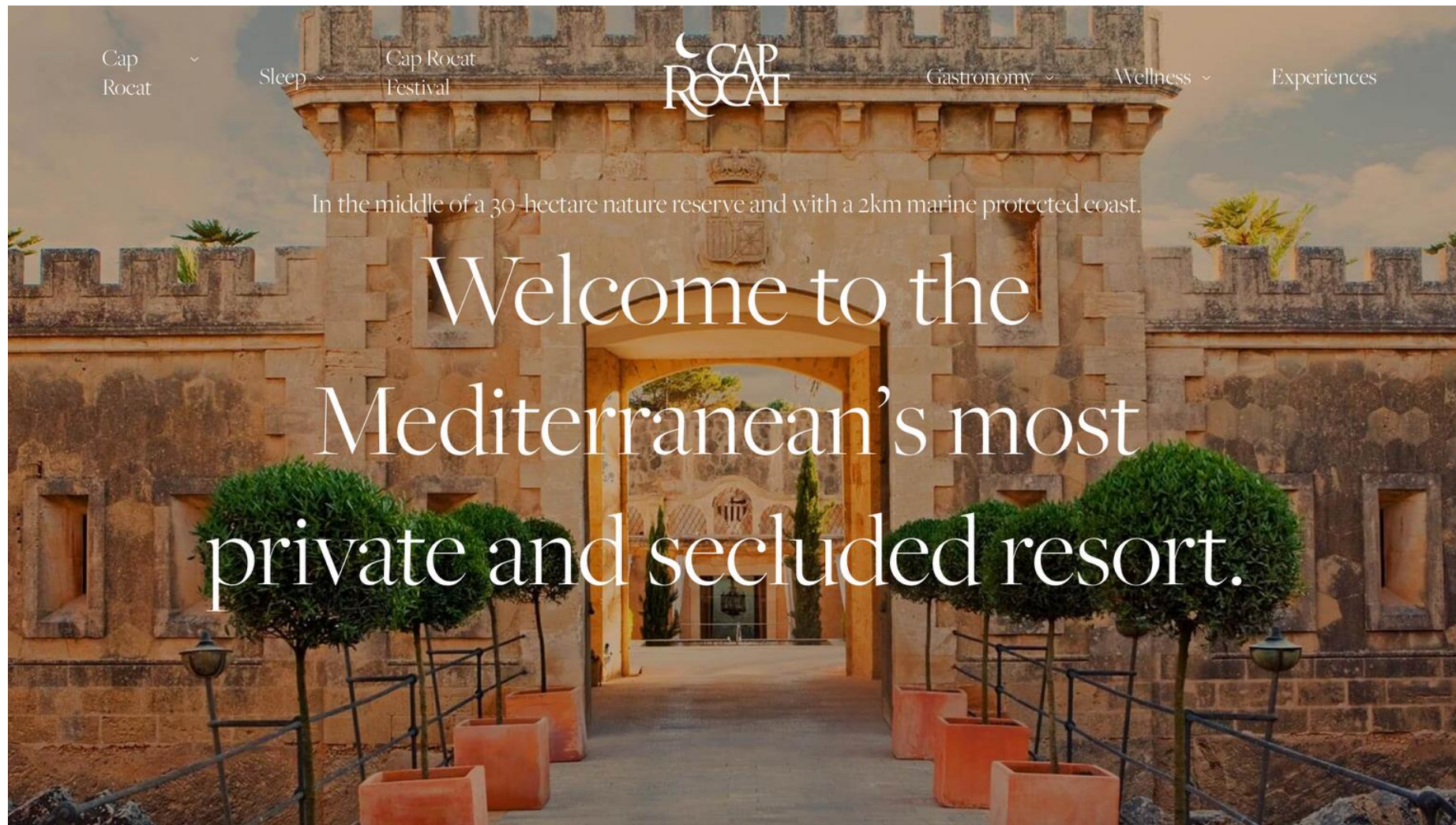
2 **Optimized Purchase** Funnel & Performance→

Our streamlined checkout process, fast-loading pages, and mobile-responsive design reduce friction, enhance user engagement, and drive higher sales with minimal drop-offs.



Seamless Sales Journey





AIRELLES

English

CHÂTEAU DE VERSAILLES

COURCHEVEL

VAL D'ISÈRE

SAINT-TROPEZ

PROVENCE

VENICE



AIRELLES

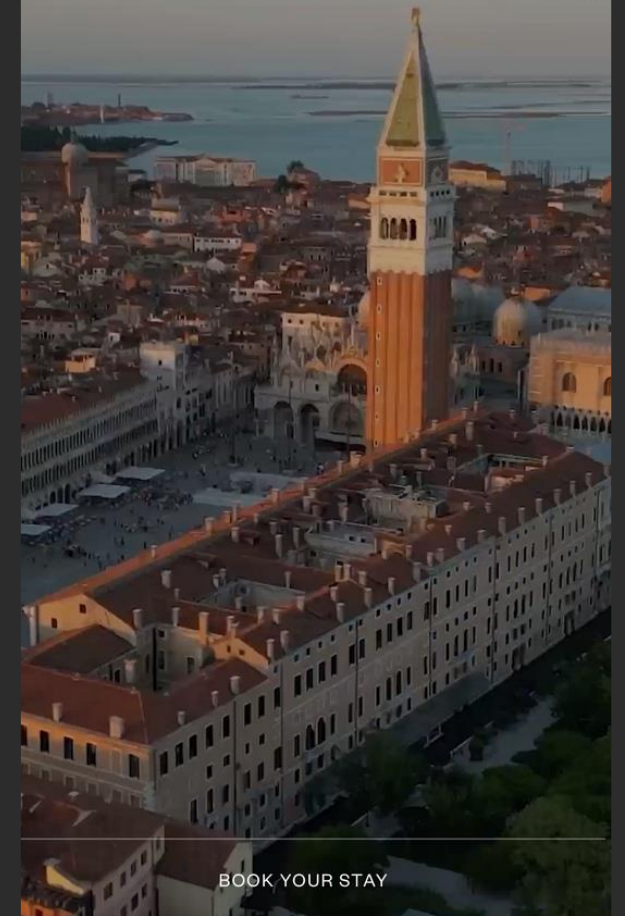
BOOK NOW

CHÂTEAU DE VERSAILLES

COURCHEVEL

VAL D'ISÈRE

SAINT-TROPEZ



BOOK YOUR STAY



airelles.com



Spylt



FREAKING DELICIOUS PROTEIN + CAFFEINE

Live life to the fullest with SPYLT: Shatter boredom and embrace your inner kid with every deliciously smooth chug.

CHUG A SPYLT

WhatsApp

Spylt



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Live life to the fullest with SPYLT: Shatter boredom and embrace your inner kid with every deliciously smooth chug.

CHUG A SPYLT



spylt.com





SALE 30% OFF FOR A LIMITED TIME!



DREAMWAVER

HOME

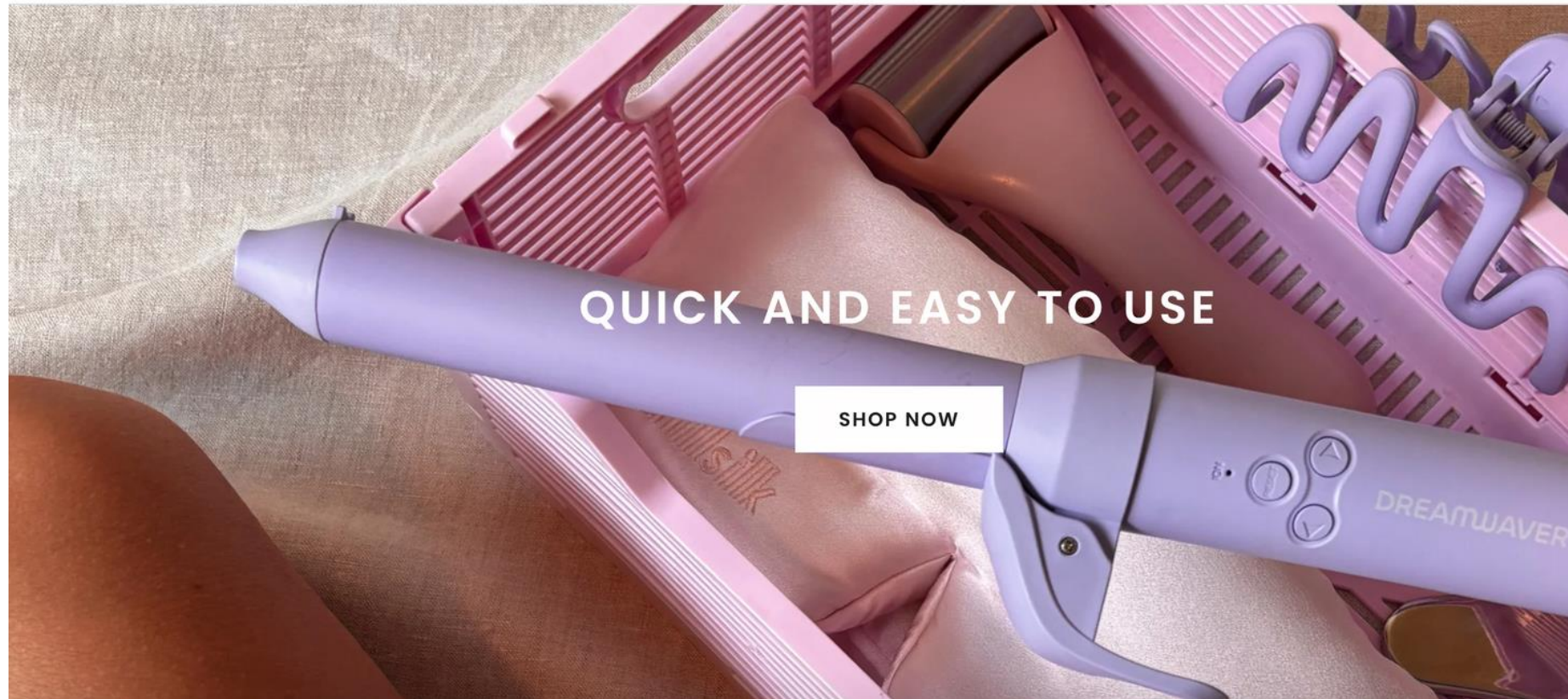
AUTOMATIC CURLER

ACCESSORIES

FAQS

ABOUT US

CONTACT US



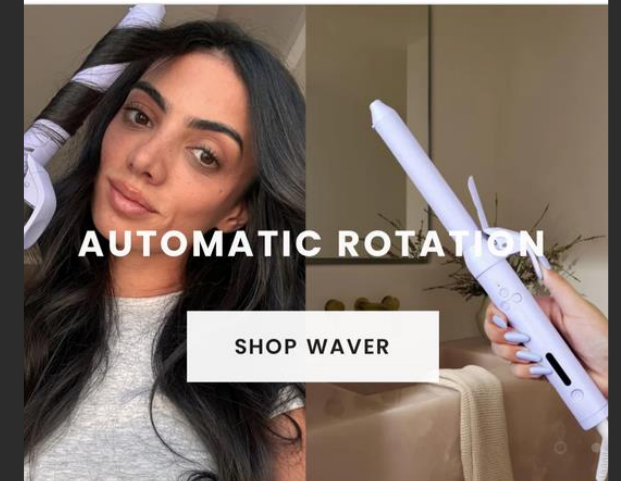
QUICK AND EASY TO USE

SHOP NOW

FREE SHIPPING OVER 300 AED



DREAMWAVER



AUTOMATIC ROTATION

SHOP WAVER

MAKE WAVES, MAKE IT EASY

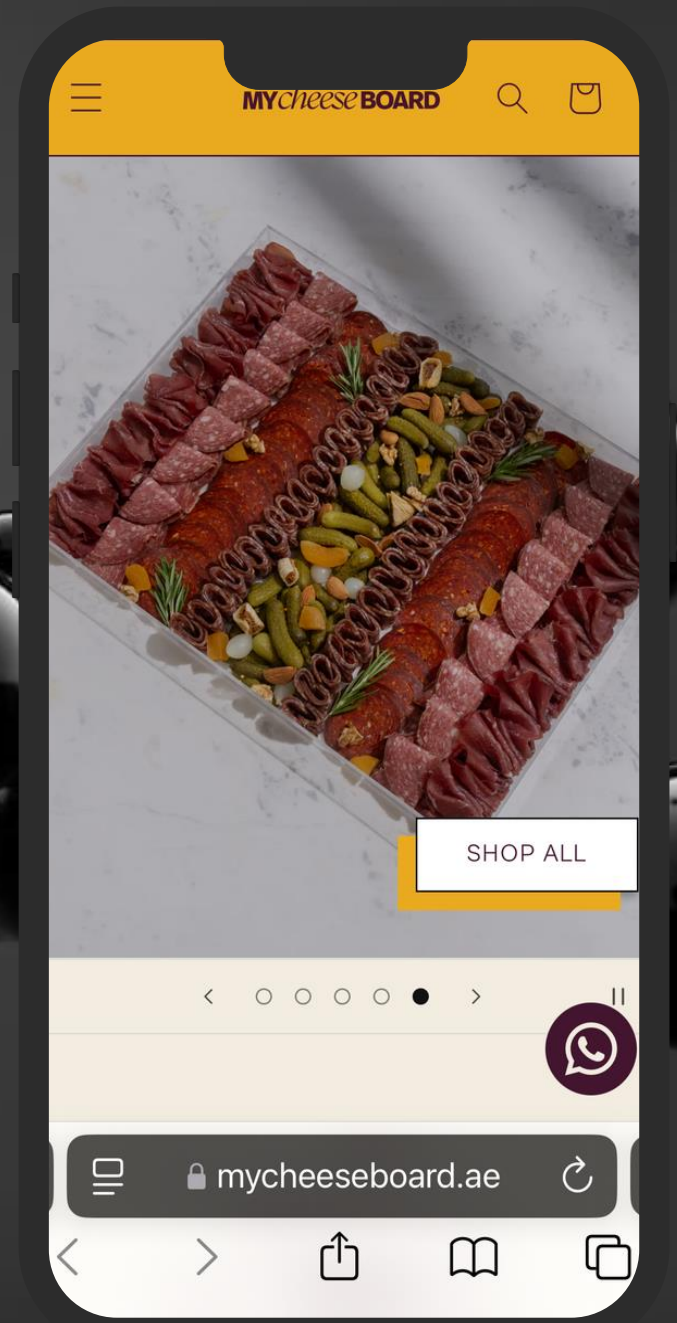
Say goodbye to bad hair days and get ready to achieve the perfect beach waves in minutes with DREAMWAVER!

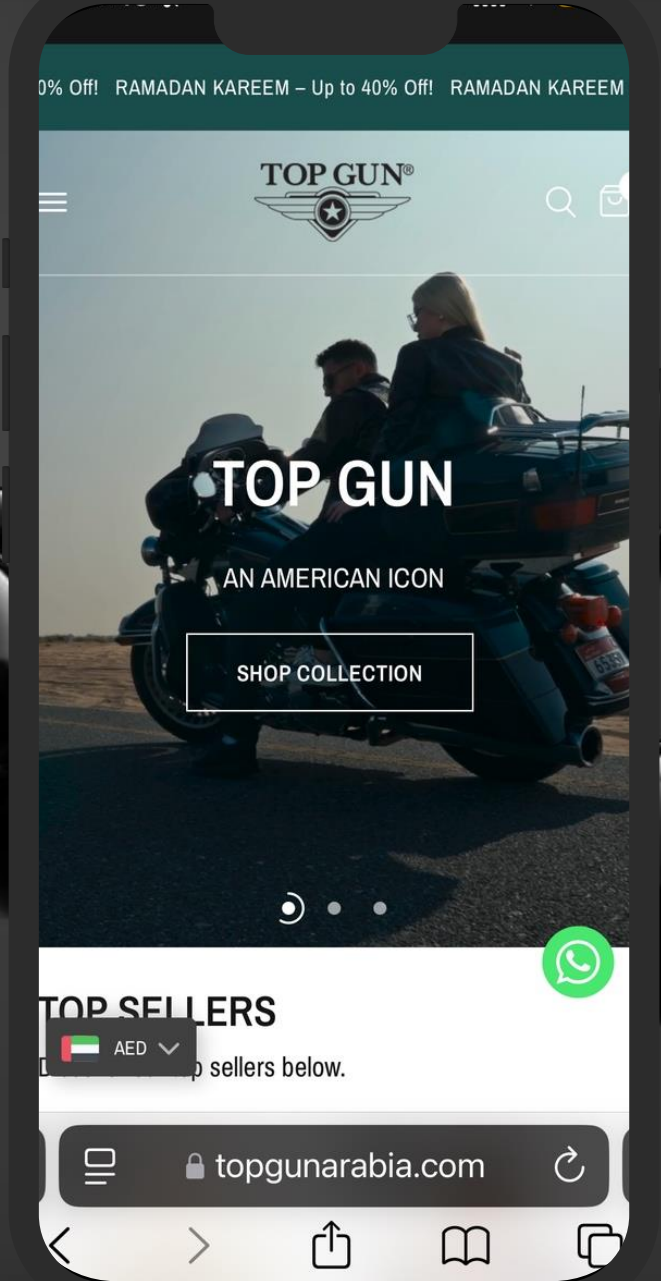
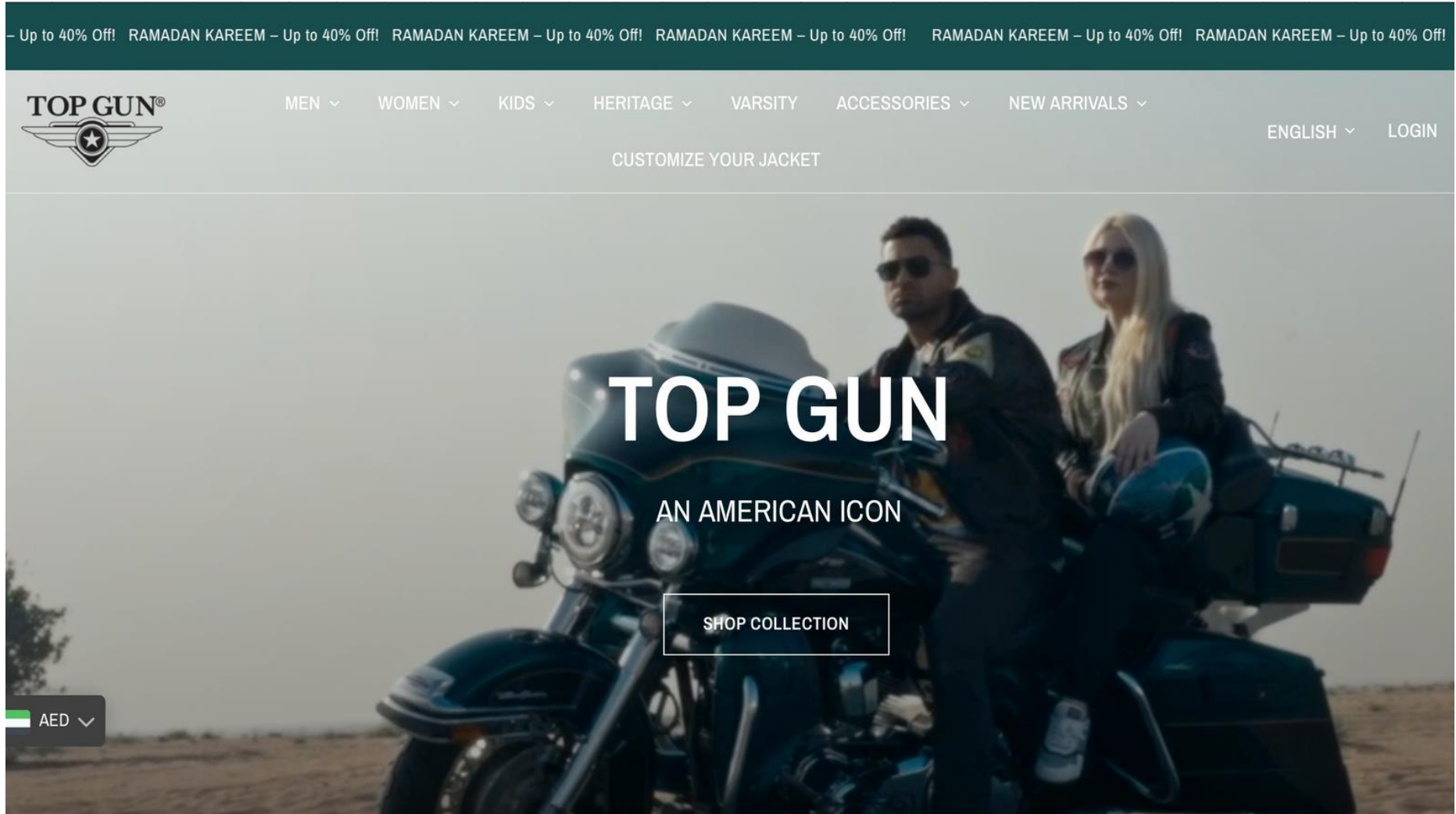
TRY IT NOW!



mydreamwaver.com









Thank You



www.cfkconsultancy.com



www.instagram.com/cfkconsultancy/



fadi@cfkconsultancy.com