

the social
company
MARKETING WITH IMPACT

A bit about us.

A communications and marketing agency built on strategic storytelling, intelligent creativity, and meaningful impact.

Founded in Bahrain. Five years in. Over 100 clients across the GCC. Our team brings 27+ years of combined experience across brand, PR, editorial, digital, and AI-integrated marketing.

Where strategy meets storytelling.

Where brands come to be seen, understood, and remembered.

100+

CLIENTS · LOCAL & INTL

5+

YEARS OF GCC GROWTH

27+

YEARS COMBINED · TEAM

Our strategy.

MISSION · VISION · PHILOSOPHY · APPROACH

VISION

**To illuminate
brands from
the inside out.**

Strategic clarity, refined creativity,
AI-enhanced innovation.

PHILOSOPHY

**Marketing
with heart and
intelligence.**

Creates opportunity, community,
and long-term loyalty.

MISSION

**Intelligent,
results-driven
communication.**

Combining data, insight, creativity,
and emerging technology.

APPROACH

**We don't follow
trends. We
define them.**

Strategy. Creativity. Consistency.
Ethical AI workflows.

Eight services. One agency.

BRANDING · WEB · SOCIAL · PAID MEDIA · SEO · INFLUENCER · RESEARCH · EDITORIAL

01

Branding & Creative Direction.

Identity systems built to last.

Logo systems, color, type and voice — documented in working brand guidelines your team can apply.

WHAT'S INSIDE

Brand identity creation
Logo, color, typography
Voice & personality
Brand guidelines

02

Website Development.

Live work: [velas.bh](#) · [equilibriumme.com](#)

Custom design, mobile-first, performance-built. Editorial UX that converts visitors into bookings.

WHAT'S INSIDE

Custom design & layout
UX optimisation
Responsive, mobile-first
High-performance builds

Social Media Management.

Storytelling-driven presence, end to end.

Strategy, content, growth, and community — monthly planning with full editorial production in-house.

WHAT'S INSIDE

Content strategy & planning
Photo, video, design, captions
Page management & growth
Engagement & community

Digital Marketing & Paid Media.

Performance-led across Meta, Google, YouTube and TikTok.

Conversion-focused campaigns. Retargeted, optimised continuously, and reported with real numbers.

WHAT'S INSIDE

Social media ad campaigns
Google Ads & YouTube
Retargeting & optimisation
Conversion-focused strategy

Search Engine Optimisation.

Climb the rankings that matter.

Technical SEO, on-page architecture, keyword strategy, and the visibility that turns search into pipeline.

WHAT'S INSIDE

Organic ranking improvement
Keyword & technical SEO
On-page & off-page work
Visibility & organic traffic

Influencer & Talent Marketing.

Sourcing, briefing, and managing voices that move audiences.

Vetted creator partnerships, tracked end-to-end. Real performance metrics, not impressions.

WHAT'S INSIDE

Sourcing, vetting, negotiation
Campaign management
Creative briefing & partnerships
Performance tracking

Market Research & Data.

Insight before instinct.

Field research, customer surveys, competitor analysis, and reporting that shapes every decision.

WHAT'S INSIDE

Field research & surveys

Competitor analysis

Data-driven recommendations

Campaign performance reports

Copywriting & Editorial.

Words that earn attention.

English and Arabic. Brand stories, articles, scripts, press releases, and magazine-grade features.

WHAT'S INSIDE

English & Arabic content

Brand stories & scripts

Articles & press releases

Magazine features

100+ **OUR CLIENTS**

brands trust us.

F&B · HOSPITALITY · INDUSTRIAL · CORPORATE · TRAVEL · FASHION · WELLNESS · AUTO

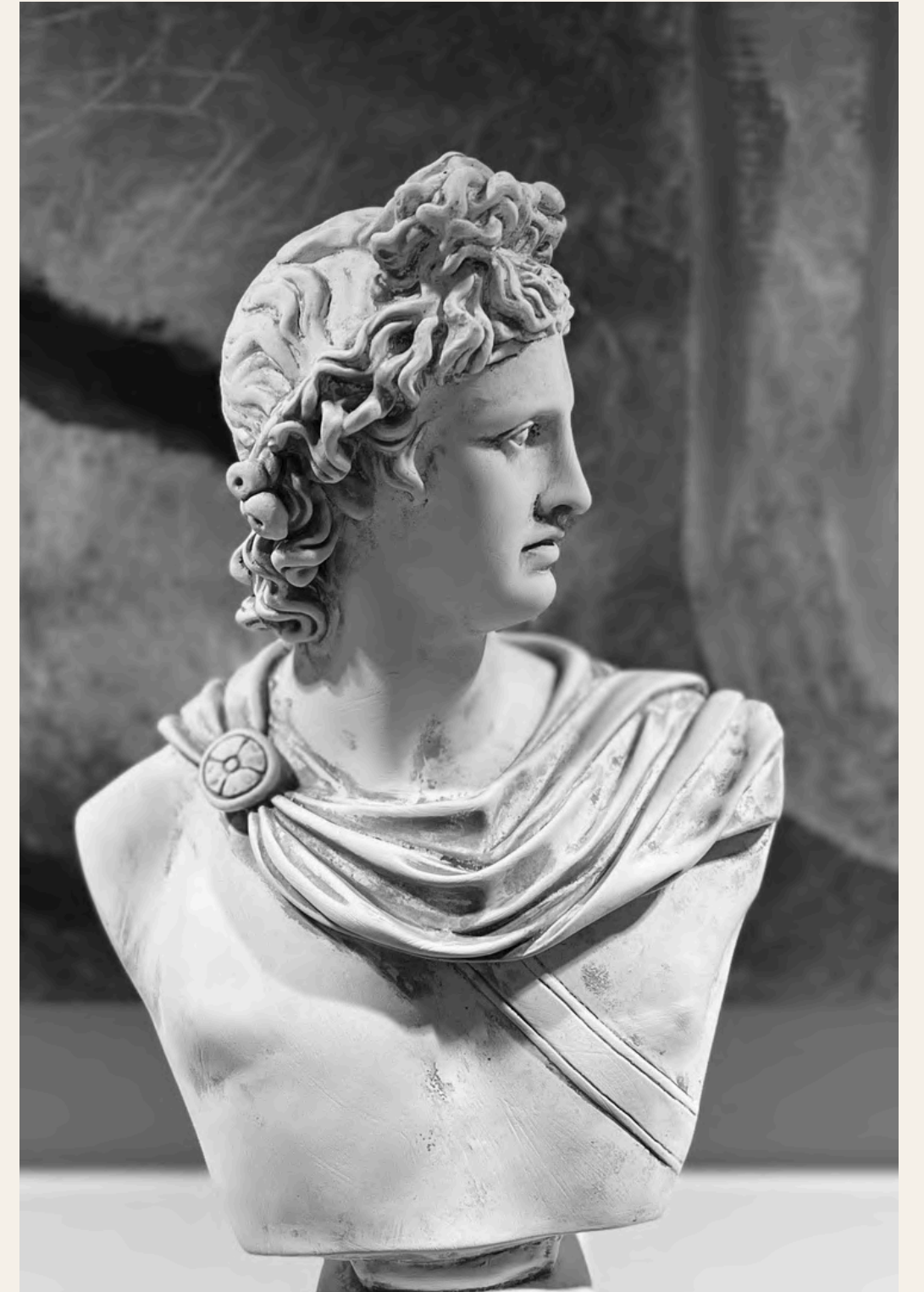
A few of our clients.



Our work.

**Selected case studies, campaigns,
and portfolio across the GCC.**

SOCIAL · CAMPAIGNS · BRANDING · WEB · PRESS · OUTDOOR · EVENTS



CLIENT

Yusuf Bin Ahmed Kanoo Award.

SCOPE

- Social media management
- Event photography with dignitary guests
- English & Arabic copywriting and research

CONTEXT

A regional award honoring distinguished businesses contributing to Arab society. TSC handled the 10th edition rollout end-to-end across both languages.



CLIENT

Hesabat+

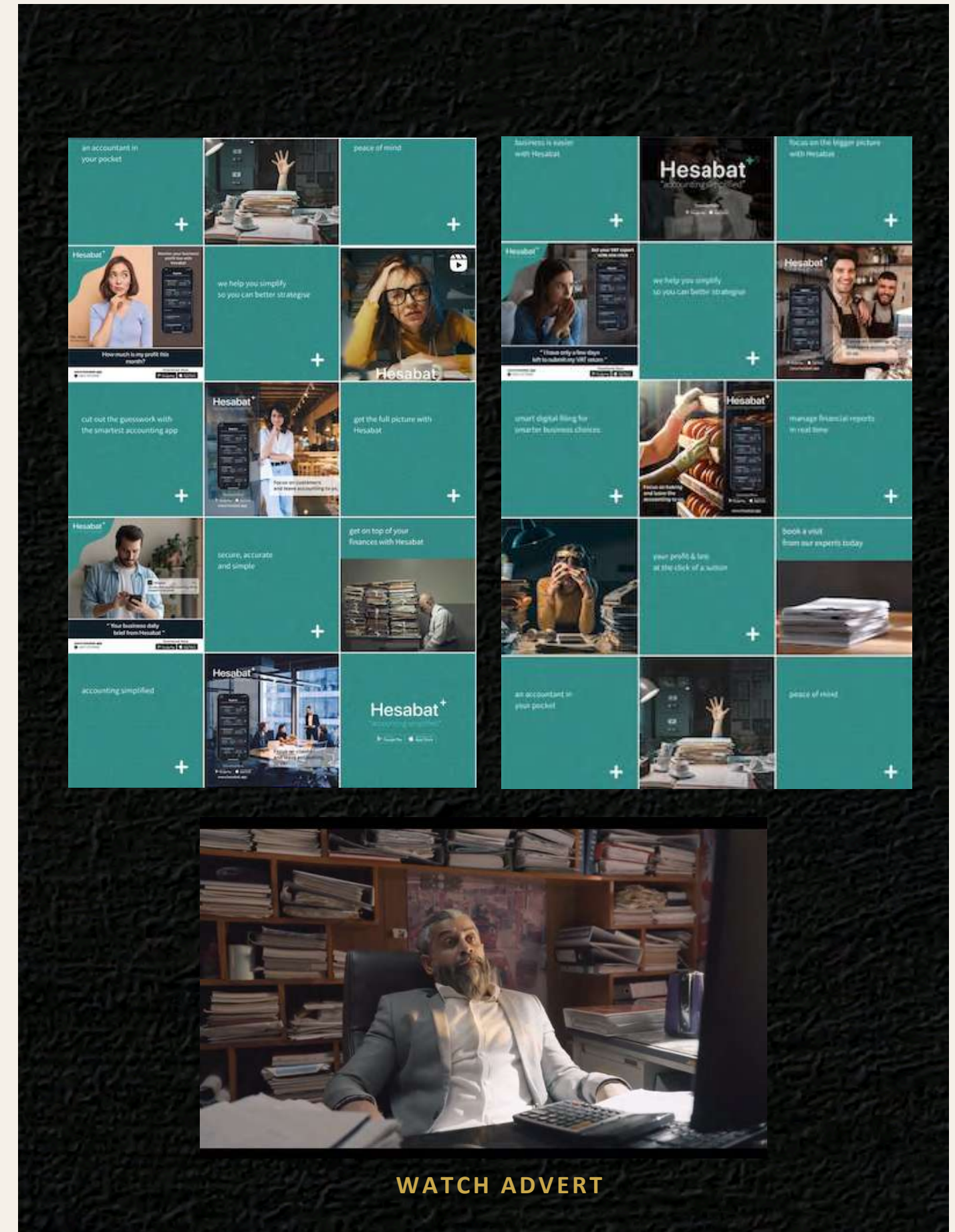
Accounting simplified.

SCOPE

- Full social media management
- Brand video advert production
- Cross-platform launch campaign

FEATURED CAMPAIGN

Multi-format content series & TV-grade brand advert.



CLIENT

Aruj.

Moroccan-inspired couture.

SCOPE

Editorial creative direction
Seasonal lookbook art direction
Social-first content production

CONTEXT

Two seasonal collections shot and staged across royal-blue and rose-gold ranges, with Moroccan ornament motifs threaded through every grid post.

COLLECTION 01



COLLECTION 02



BLUE × ROSE GOLD · MOROCCAN ORNAMENT MOTIFS

CLIENT

Flora D'lite.

Online floral gifting · Bahrain market launch.

SCOPE

Lifestyle photography & art direction
Social-first editorial content
Public relations launch

RESULT

Press across 5 outlets.



SECTOR

F&B.

Selected food editorial.

CLIENTS

Velas · Lanterns · The Bowl · Al Kwar
My Bakery · Cioccolatitaliani · Mashmoom

SCOPE

Editorial photography · menu shoot · still life · launch campaign



DESIGN

Branding.

Identity systems & packaging.

FEATURED

Maria Beauty.

Argan oil & natural beauty line.

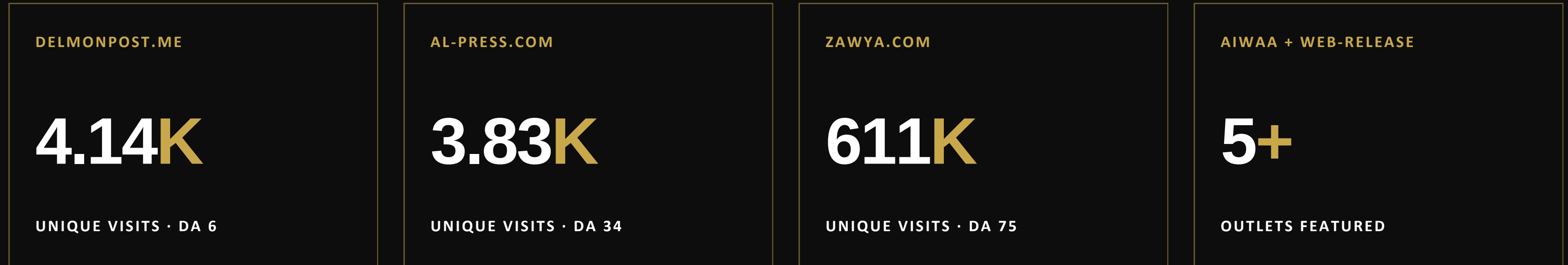
DELIVERED

Logo system & Arabic monogram
Packaging, label design & retail collateral



Press coverage.

Coverage secured for client launches across regional and English-language outlets.



PUBLISHED ALSO IN

Aiwaa Bahrain · Web-Release · Regional bilingual press

CLIENT

Jotun.

Nationwide sales campaign · Bahrain.

120+

RETAIL STORES

4

LUCKY WINNERS

31g

24-CARAT GOLD PRIZE

MOI

FACILITATED LIVE DRAW

SCOPE

Dedicated Jotun customer microsite
QR code system & in-store POS at 120+ stores
Daily data administration · MOI approval · Winners' ceremony



CAMPAIGN POSTER · EN/AR

CLIENT

Jotun.

Second nationwide · Influencer-led.

SCOPE

BD500 City Centre vouchers · 6 lucky winners
Influencer sourcing & campaign management
120+ stores POS rollout · MOI approval

REELS PRODUCED

Four influencer-led video assets distributed across IG.

ENTER THE DRAW & GET
A CHANCE TO WIN
BD500
CITY CENTRE VOUCHERS FOR
6 LUCKY WINNERS

JOTUN
فونوماستك
FENOMASTIC
راقلي LUX
INTERIOR FENOMASTIC
Wonderwall Lux, Wonderwall Life,
MyHome Rich Matt, MyHome Smooth Silk,
Pure Colours Matt

JOTUN
جوتاشيلد
JOTASHIELD
SUPERIOR EXTERIOR PROTECTION
لابل ETERNA
EXTERIOR JOTASHIELD
ETERNA, NUOVO, TEXTURES
KANVA, COLOURLAST

ALSO **BD5** LULU VOUCHER FOR EVERY PURCHASE OF 60 LITRES OF JOTUN FENOMASTIC & JOTASHIELD PAINTS

TERMS & CONDITIONS
1. Every purchase of 60 litres of Fenomastic & Jotashield products only (except primers) will grant you an instant e-voucher worth 5 BD from Lulu Hypermarket which will be issued upon purchase verification within 24 hrs.
2. Every purchase of 60 litres of Fenomastic & Jotashield products only (except primers) will also give a chance to enter the Lucky Draw for 500BD City Centre Gift Vouchers, Total 6 Lucky Winners.
3. Each purchase of 60 litres will give you one entry to lucky draw, users can get as many entries as they want.
4. The campaign is only valid for Retail customers.
5. The promotion will be valid from 1st March to 31st May 2024 (or until stocks last).
6. The campaign will be monitored under the rules & regulations of Consumer Protection, Ministry of Commerce & Industry. Under the approval number xxxxxxxx.
7. Keep original invoice safe as proof of purchase. For any queries please contact through WhatsApp: +973 3335 6852

JOTUN



CLIENT

Velas.

Fine dining · Bahrain.

DELIVERED

Dynamic website with interactive elements.

Editorial restaurant identity translated to web. Menu navigation, photography, gallery, and booking flow.



CLIENT

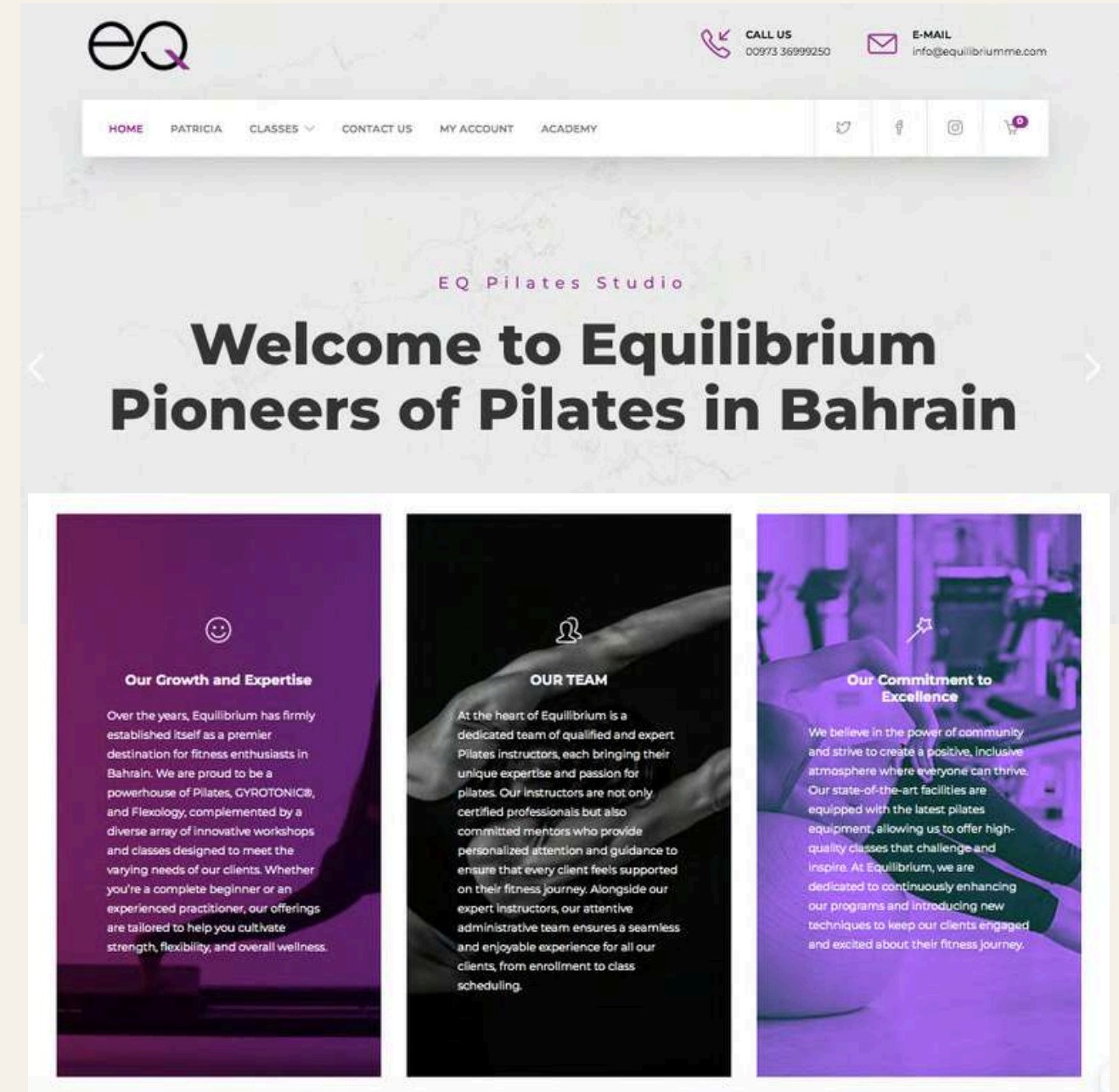
Equilibrium.

Pioneers of pilates in Bahrain.

DELIVERED

Class booking platform & brand site.

Class scheduling, instructor profiles, e-commerce for memberships, and the Equilibrium Academy portal.



MARCOM

Outdoor.

Citywide billboard rollouts.

FEATURED

Jotun · Anti-Dust Exterior Paint.

SCOPE

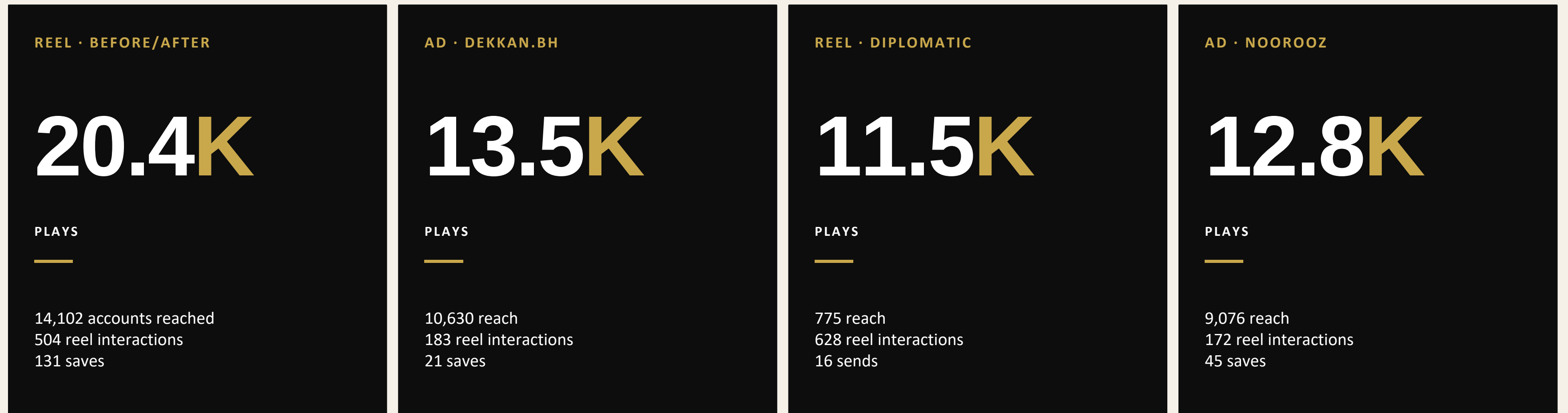
Bilingual creative · EN & AR
Day & night execution
High-traffic Manama placements



DIGITAL

Organic reach.

Real numbers from real client campaigns.



DIGITAL

Reels that went further.

REEL · LA FONTAINE

10K

PLAYS · HIDDEN GEM SERIES

Editorial discovery format,
crossed non-follower threshold.

REEL · EMPIRE PIZZA A'ALI

20.5K

PLAYS · LOCATION SPOTLIGHT

Branded content for Empire Pizza,
crossed 20K plays organically.

REEL · GIVEAWAY

14K

PLAYS · 10.1K LIKES · 565 COMMENTS

80.5% reach from non-followers
— pure organic discovery.

EVENTS

Event photography.

SCOPE

Fashion shows • Corporate events
Brand launches • Industrial activations
Awards ceremonies • Press conferences

FEATURED CLIENTS

Jotun • Kanoo Award • Aesthetic Health Centre



Let's talk.

EMAIL

info@thesocialcompany.net

WEBSITE

www.thesocialcompany.net

PHONE

+973 39 474 399

SOCIALS

@thesocialcompanyonline

OFFICE

Bahrain Investment Wharf
Office 4009, Building 2004 · Road 1527, Block 115,
Al Hidd, Kingdom of Bahrain · CR 142442-1

