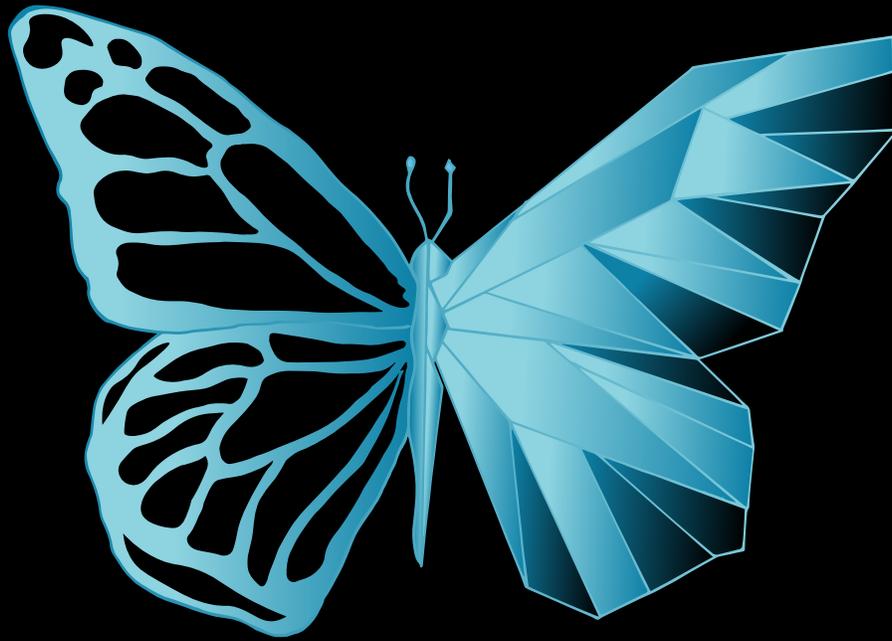




ACTIVATE
DIGITAL AGENCY



What is the butterfly effect

The butterfly effect refers to the ability of one incident being able to make huge impacts on the future. This sentiment is echoed in the theorised capability of a butterfly's wingbeat causing a hurricane on the opposite side of the world. While this idea is certainly ominous, when applied to business it has an altogether different outlook. The butterfly effect in business, and in extension your brand and its marketing, promotes the notion that small acts can have huge results, with a focus on choosing the right message for your audiences, and the right application.

At Activate Digital, that's what we do.

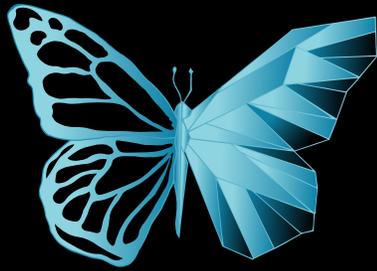
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COMPANY INTRODUCTION





WHO WE ARE

Activate the agency is an established brand communications agency offering a broad portfolio of services to its client base, with a focus on physical events and exhibitions, content creation, branded environments and marketing communications.

Over the last 7 years Activate has seen an increased demand to provide its client base with multi-disciplined, creative communications services.

Continuous growth and development has allowed Activate to invest in this service offering, by establishing Activate Digital Agency through a formal partnership with Brain Cube Communications, a full-service communications agency founded in Cyprus in 2011.

Anchored by its four leading divisions of creative, digital, public relations and branding, and staffed with a collection of strategists, designers, writers and technicians, Activate Digital Agency aims to build relationships that keep brands in motion.



How we're different

There are already so many branding firms and agencies in the marketplace, and it's only becoming more and more saturated every day. At Activate Digital, we try to make this decision as easy as possible for the client. Our work speaks for itself and our passion shows through the high level of strategy and thought in every brand we launch.

Bonus: We don't outsource any aspects of our work, which means we can 100% guarantee high standards for each and every project.

Impactful Results

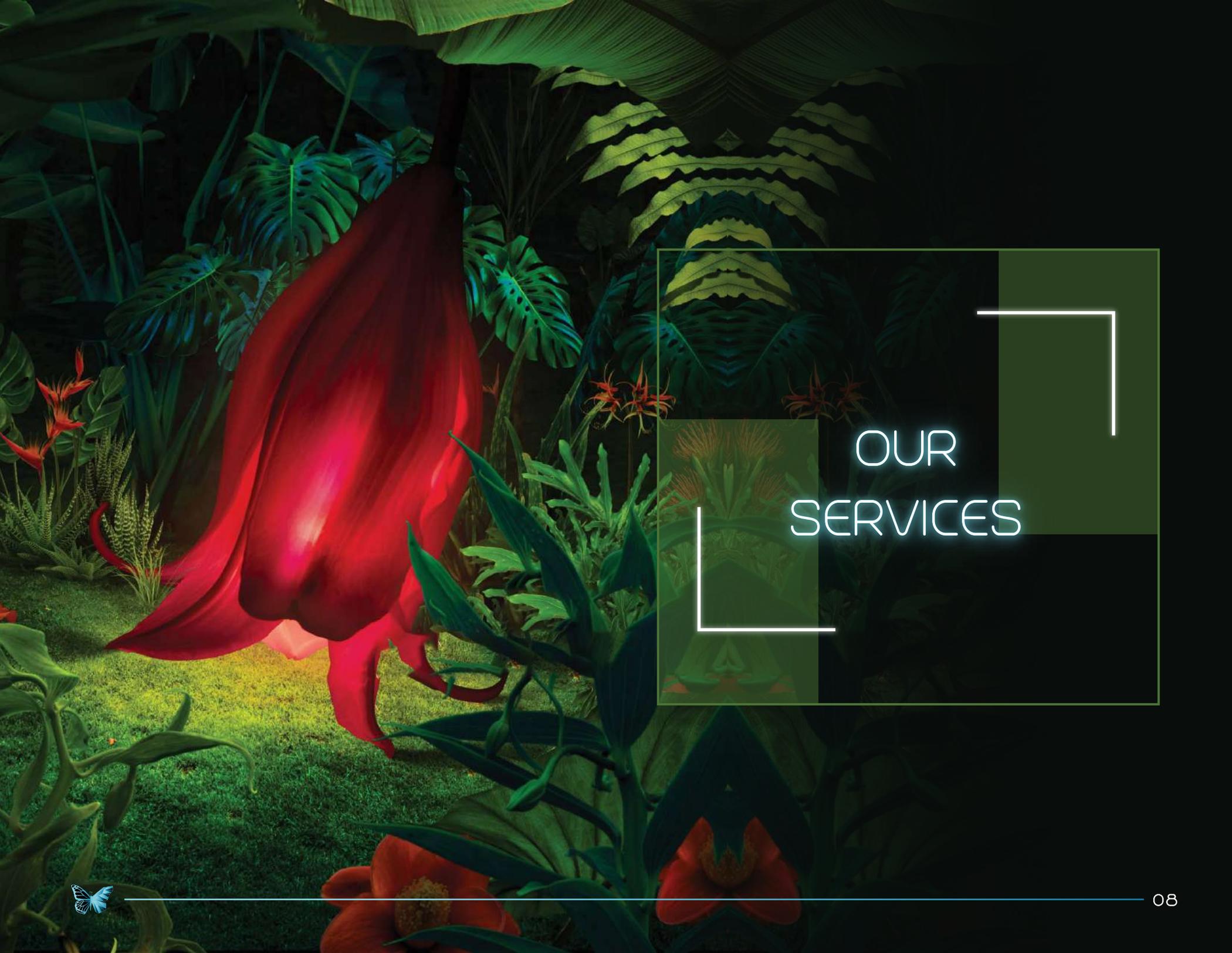
A great brand strategy acts as a guiding light for the brand and all future communication, as well as an objective measure by which to evaluate work and make brand decisions. We walk you through the process of discovery, research and positioning to achieve the expected business results.

We generate Impact

Branding is one of the most crucial aspects of any business, large or small. An effective brand can give you a significant edge in today's highly competitive market.

At Activate Digital, we value our clients' creative identities, and offer solutions that sync with their strategic aspirations.





OUR
SERVICES



BRANDING

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EVENTS MARKETING

At Activate Digital, we creatively communicate through events & exhibitions, content creation, branded environments and marketing communications. Our team is experienced in the hosting, production and management of any event – from conferences, to networking events, to training seminars, – and so much more.

DESIGN

In today's age of information overload, we've always been attracted to finding better ways to simplify communication of heavy content.

We take pride in all of our designs.

Everything is meticulously researched, planned, tested and designed to work and look flawlessly. Our designs must not only look beautiful, but they must also function excellently. A great design not only entices you to touch, but it must be intuitive and simple to understand.



MARKETING

We take pride in delivering and servicing fully-integrated, proven digital marketing solutions. As your partner digital agency in UAE, we are here to help support all your brand's digital needs.

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WEBSITE DEVELOPMENT

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TECHNOLOGY

From prototype to the full-scale platform, we provide you with a dedicated, full-scale web development team that is specific to your business goals and technical needs.





BRANDING



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OUR BRANDING FOCUS

Brand Visual Identity

The visual aspects that form an overall brand can leave a strong impression, and we all know first impressions are everything. We work with our clients to articulate their visual identity, logo design, brand imagery and custom iconography.

Brand Voice

A brand's verbal language is just as important as its visual language. We determine the right tone to interact with your audience to determine successful campaign launches and a genuine relationship between your brand and the community.

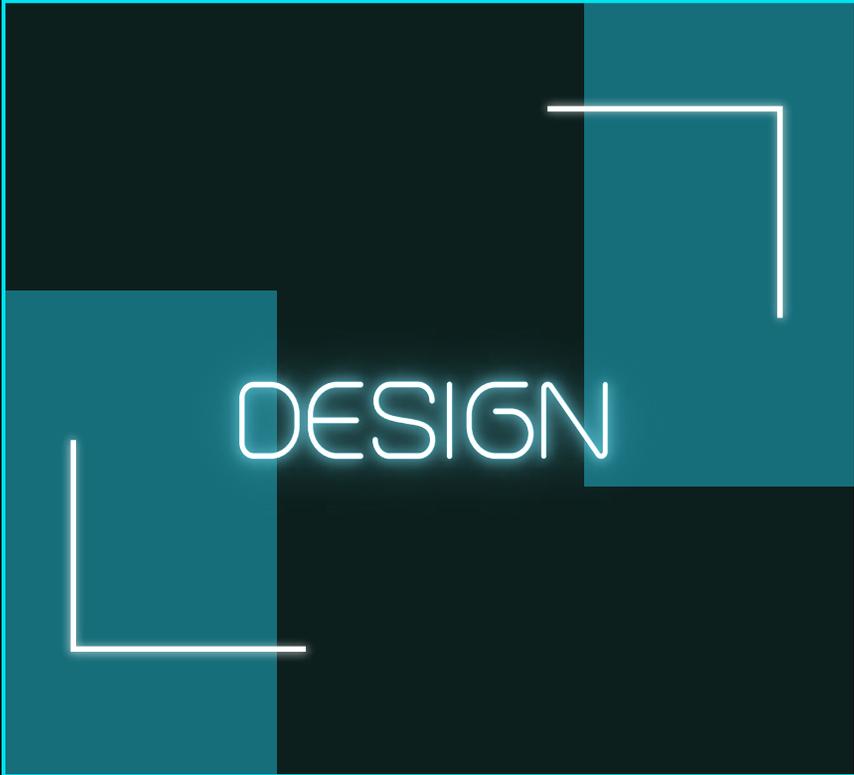
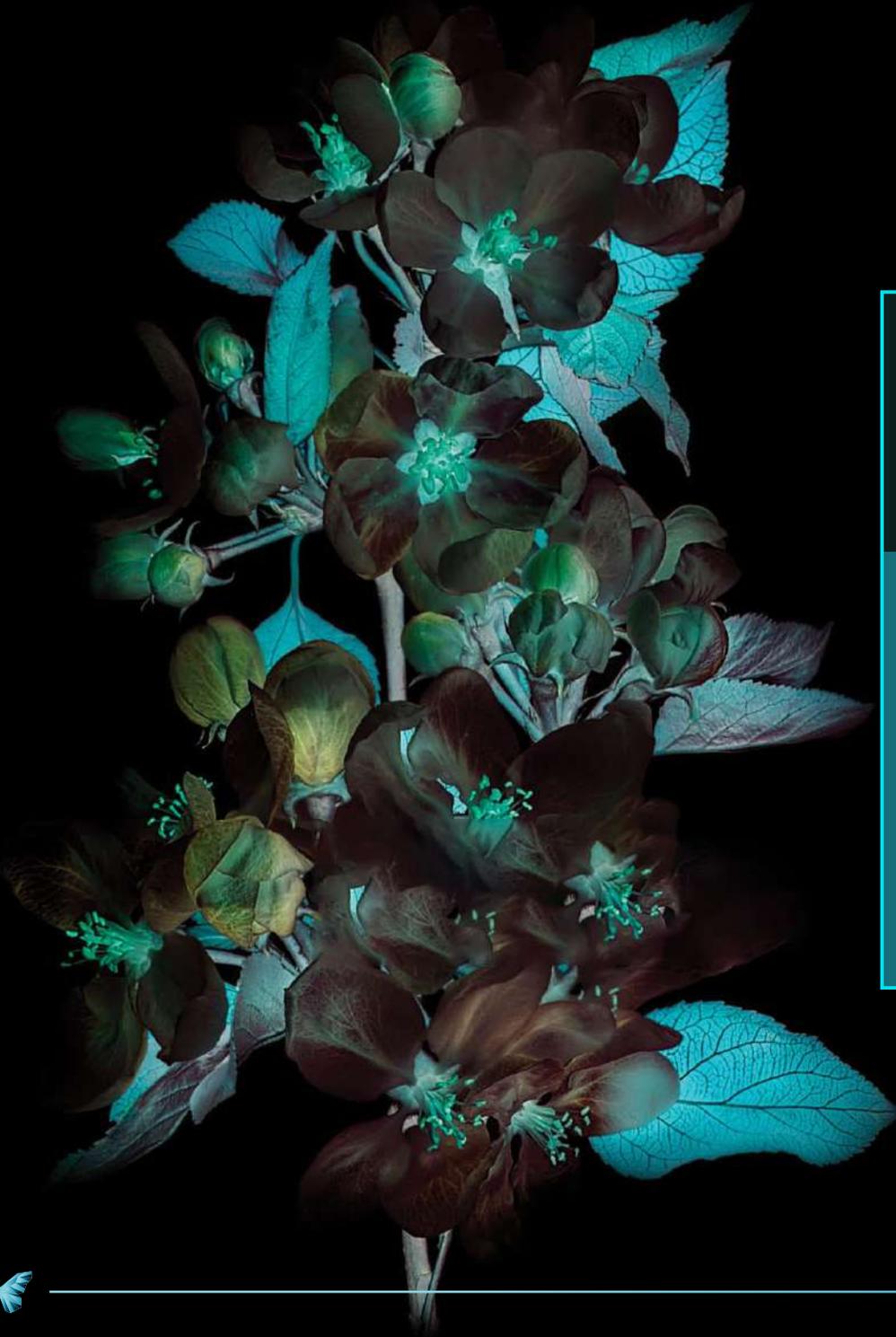
Brand Strategy

What is Brand Strategy? We start by developing a foundation built on strong brand pillars. We then define a brand voice that resonates with your audience and garners a following. We communicate with this new found audience and develop a relationship that converts them to consumers and eventually brand loyalists.

Brand Guidelines

Photography and graphical imagery is also a major tone-setter with brands. We explore and establish an overall Art Direction to work across all mediums and platforms. Digital, print and television all work seamlessly under a solid Art Direction.





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OUR DESIGN FOCUS

App Design

We are here to understand your business, help develop and design a product that facilitates your business workflow and delivers an intuitively beautiful user experience that makes an impact.

Website Design

Our goal is to deliver an impactful, visually stunning web experience that elevates the online web presence of every brand we work with. We consistently challenge ourselves to always deliver something fresh, something new and something that gets results.

Traditional Design

Activate Digital is a 360° creative agency and our designs are not limited to digital screens. We can deliver fully integrated campaigns that leverage magazines, newspapers, posters and billboards.

Experience Design

Many times we are tasked to bring the digital into the physical world. Our team of experienced designers embrace the challenge. Whether it's out of home, physical/digital experiences and events, signage or sculptures, we handle it all.





EVENTS



EVENTS

Our team is experienced in the hosting, production and management of any event – from conferences, to networking events, to training seminars, to gala dinners, to themed events – and so much more.

The modern marketing ecosystem is a vast and complex web of digital and physical experiences. Brands must adapt their content to work everywhere their audience might find them. Whether its traditional television, a social network, an outdoor billboard, a mobile ad or a random conversation with a digital concierge, we are here to help your brand define those touch point opportunities and create engaging content that transcends.



OUR EVENTS FOCUS

Corporate Events

Our corporate event planning and management service leaves nothing to chance. Planning and producing corporate events and functions ranging from small drinks receptions, to sit down dinners complete with entertainment, we have a wealth of relevant industry experience.

3D Virtual Event Platform

We develop a fully customized 3D virtual environment with custom Interactive Event Spaces including Lobby, Theatre, Sponsor Directory, Resource Centre, and Help Desk. Our solutions have the ability to develop virtual booths and theatre with images, videos, documents and more for on-demand viewing.

Hybrid Events

As the world faces an unprecedented challenge, Hybrid Events are now the way of the future. We have the experience to help you pivot your event from a physical event to a fully virtual one, or to help you plan for a fully interactive hybrid event.

Video Production

Some stories are harder to imagine or difficult to tell because of scale and budget, for those instances we like to leverage 3D content.





MARKETING



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OUR MARKETING FOCUS

Research and Discovery

Every design project begins with a thorough research and discovery phase where we gather all the necessary details about your company, its target market, challenges, expected end goals and more.

User Interface Design

We continue our design process through user interface design, where we explore interfaces, color, icons and font treatments to streamline navigation, establish a simple and intuitive content hierarchy and enhance the overall brand aesthetic.

User Experience Design

After some research and discovery, our next step is to align our findings with proven design strategies, and organize our content and story into layouts and modules streamlined for conversion.

Art Direction

Visual storytelling is key to setting the overall aesthetic of the brand. It also sets the mood and feel of any digital, print or live experience. Our art directors help bring brands and experiences to life through the use of photography, video, colour, and typeface treatment.

Testing and Optimization

To ensure everything we design is optimized to give the best results, we fully embrace the design, test, optimize and repeat process to ensure we are delivering the best results for our clients.

Production

Working with the right design partner is not everything; you also need a production partner that has the know-how to deliver an efficient, cost-productive, high-quality final product, experience, and or overall campaign.



The background features a dark blue gradient with a bright starburst light at the top center. Several wireframe birds, composed of thin lines, are shown in flight, colored with a gradient from blue to green to red. A blue-bordered box on the right contains the text 'WEBSITE DEVELOPMENT' in white, with white L-shaped corner brackets.

WEBSITE DEVELOPMENT



WEBSITE DEVELOPMENT

Activate Digital's UX and design team has a proven track record of producing excellent quality web designs. Our services include stakeholder engagement, audience & competitor analysis, Information Architecture, Creative graphic design & wireframing, UX testing – eye tracking & mobile testing and Print & brand design and production.



OUR WEBSITE DEVELOPMENT FOCUS

App Design

Our services cover app design and development, product strategy, full-stack app development, prototyping, and usability testing.

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OUR TECHNOLOGY FOCUS

Content Management Systems

Our CMS platforms are custom designed and developed to fully integrate into your business, enhance business flows and catered to meet your business needs. With our CMS website development services, we can easily develop a custom admin panel to control and manage all aspects of your online business.

E-commerce Development

Whatever your business needs are, we can build it. We design our e-commerce pages to meet your KPIs, whether you are looking for bottom line revenue optimization, better conversion rates or an effective customer acquisition strategy. Our e-commerce platforms are fully responsive and optimized to deliver the results your business needs on all devices.

Web Development

Your one stop shop for front and back end web development is with us. Our frontend caters to an intuitive customer experience while our backend ensures optimal performance, keeping functionality and uptime consistent with elite market standards.

App Development

When it comes to iOS or Android development, we believe developing native to each OS is the only approach. This allows us to natively integrate into each specific OS, giving the end-user a superior experience, but also providing a more stable, refined final product.





OUR
CLIENTS



We believe direct collaboration with our clients is essential to bringing unique and engaging experiences to life. We help our clients solve business problems, increase visibility, and achieve unexpected results.





ACTIVATE
DIGITAL AGENCY

Dubai Office

+971 4 4228072

info@activate.ae

Office 2501, 25th Floor,
Burj ul Salam (Sheraton)
Sheikh Zayed Road
Dubai
United Arab Emirates

www.activatedigital.ae