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# PORTFOLIO

SAMPLE OF OUR PROJECTS

2020-2021

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[www.benefiteg.com](http://www.benefiteg.com)

# ABOUT US AND SERVICES

**We are Your outsourced Marketing Department !  
Since 1999**

**With successful and proven track record of  
building brands**

**We like to work with ambitious start-ups and dynamic small and medium enterprises, as well as sedate corporates, it doesn't matter to us what your product or service is, we understand your mindset and your passion then we assign our team's most appropriate calibers, we love being able to work with any entity whose marketing activities have delivered little or no response and giving them a powerful, effective strategy that really works, as much as our love to work with any entity before even launching, we become an extension of your company, to reflect your energy, excitement and passion to your customers and prospects.**

## 01 BRAND IDENTITY

Brand identity is everything visual about a brand. It's what you, customers and prospects can see. The goal of brand identity design is to tell your company's story in a way that creates loyalty, awareness and excitement.

## 02 ADVERTISING

Advertising creates awareness of brands, products, services, and ideas. It announces new products and programs and can educate people about the attributes and benefits of new or established products.

## 03 PHOTOGRAPHY AND VIDEOGRAPHY

photography is an impersonal image not influenced by feelings, interpretations or prejudice. To create an unbiased photographic image or documentary. Videography is the art of capturing moving images on electronic media

## 04 CONCEPT DESIGN

A design concept is the core idea driving the design of a product, explained via a collection of sketches, images, and a written statement. This helps the designers and, later, the developers stay on track throughout the creative process, ensuring they bring a product to market with value to target users.

## 05 WEB SOLUTIONS

The website is the brand's digital headquarters. It is not uncommon for businesses to have one. To have the spotlight on your website, it has to have a clean, straight to the point, smart and user/admin-friendly. We design and develop your website preserving your brand/ corporate visual identity and personality

## 06 PRINTING

We help you bring your communication and printed material to life by finding the right suppliers, adapting our designs to your specifications and requirements, supervising the execution process with the details (colors, materials and finish) to ensure premium quality.

## 07 SOCIAL MEDIA MARKETING

When the brand identity is complete, that's when the communication phase starts. We Help you deliver your message to your consumer in the clearest, most memorable and artistic direction possible. Packaging, Computer Generated Imagery (CGI), print-outs, outdoors key visuals, digital ads and videos, on-ground activations, we execute it all.

## OUR CLIENTS





The Egyptian  
Language School



THE EGYPTIAN BRITISH  
INTERNATIONAL SCHOOL









**Winner  
Brands**

Expect More, Pay Less

# **WINNER BRANDS PROJECT**

Winner Brands is one of the leading and most prestigious computer companies in the Egyptian market. We offer you great prices as well as after sales service through our professional sales and technical team

# Logo Redesign

Old logo



New logo



# Brand identity DESIGN



# Posters

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# Dangler

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# Truck printing

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# Sticker

(SEE THRU)

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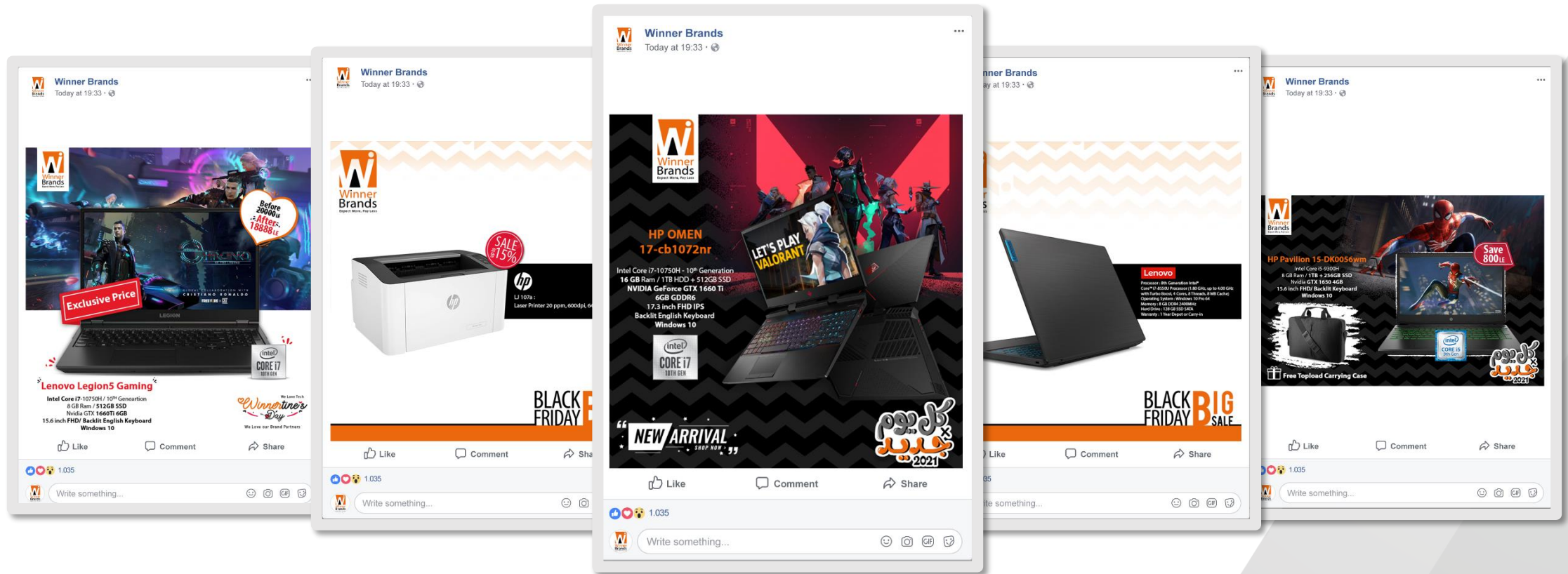


# Web Site

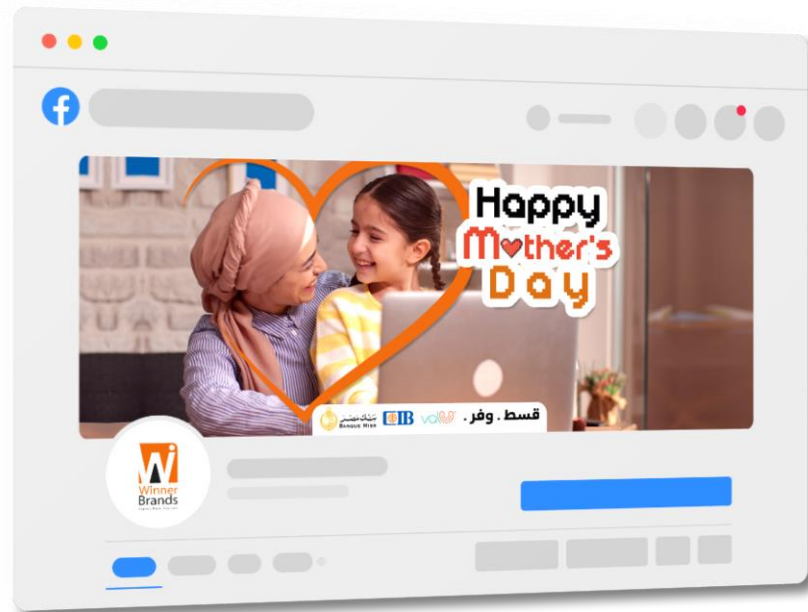




# Social media



# Social media (CAMPAIGN)





# **A S A L A PROJECT**

Natural products for skin ,hair and body  
care  
provide you with natural remedies for  
your skin body and hair care



## REDESIGN LOGO

Old logo



New logo



## REDESIGN LOGO

Asala  
Choose Nature

أَسَالَة  
اختار الطبيعة

Asala  
Natural Herbs

أَسَالَة  
أعشاب طبيعية

Asala  
Natural Cosmetics

أَسَالَة  
مستحضرات تجميل طبيعية

Asala  
Food Products

أَسَالَة  
منتجات غذائية

# Brand identity DESIGN



## PACKAGING



# UNIFORM





# BOOTH





# ROLLUPS





# MAHFOUZ PROJECT

Mahfouz Pharmacies at Alexandria  
established since 1970. Now 24 hours  
speedy delivery all over Alexandria.

Mahfouz pharmacies continues to  
develop in order to always be at the level  
expected from patients.

# Logo Redesign

Old logo



New logo



# Brand identity DESIGN



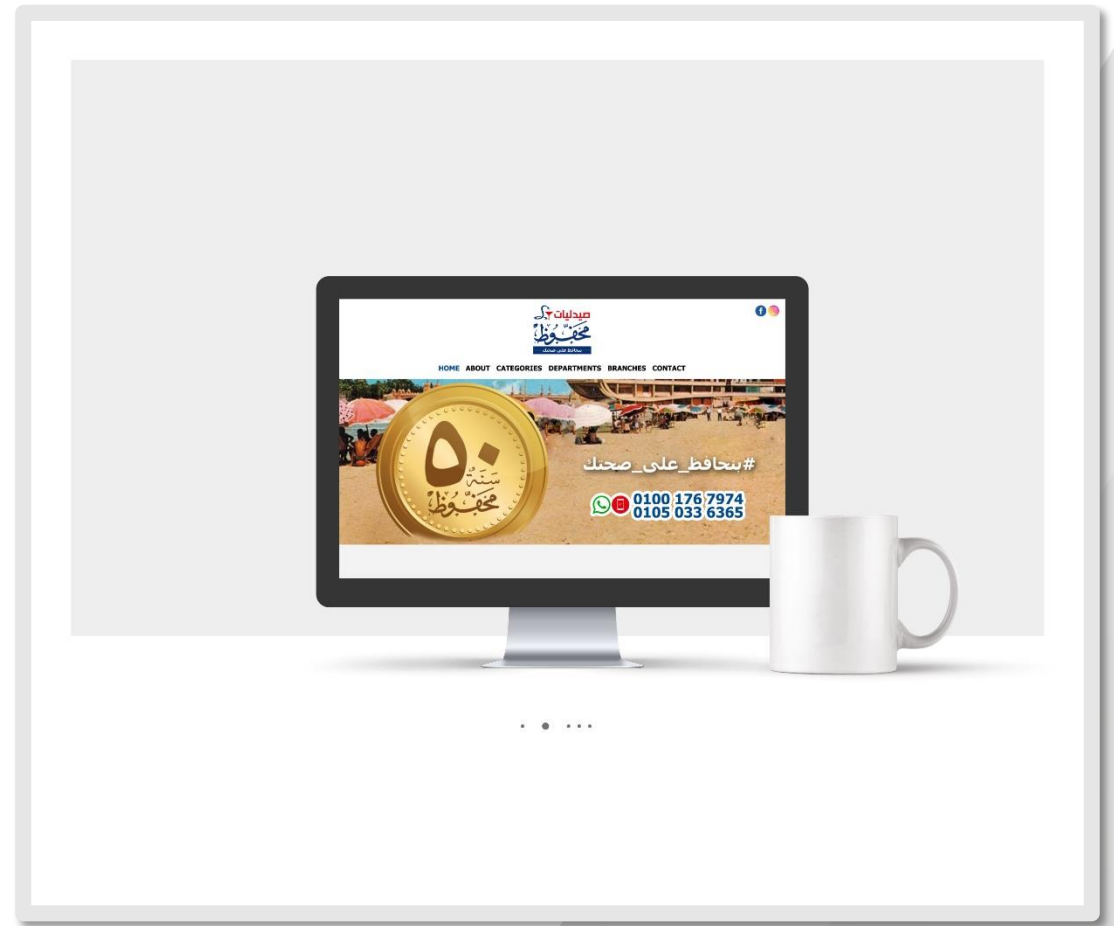
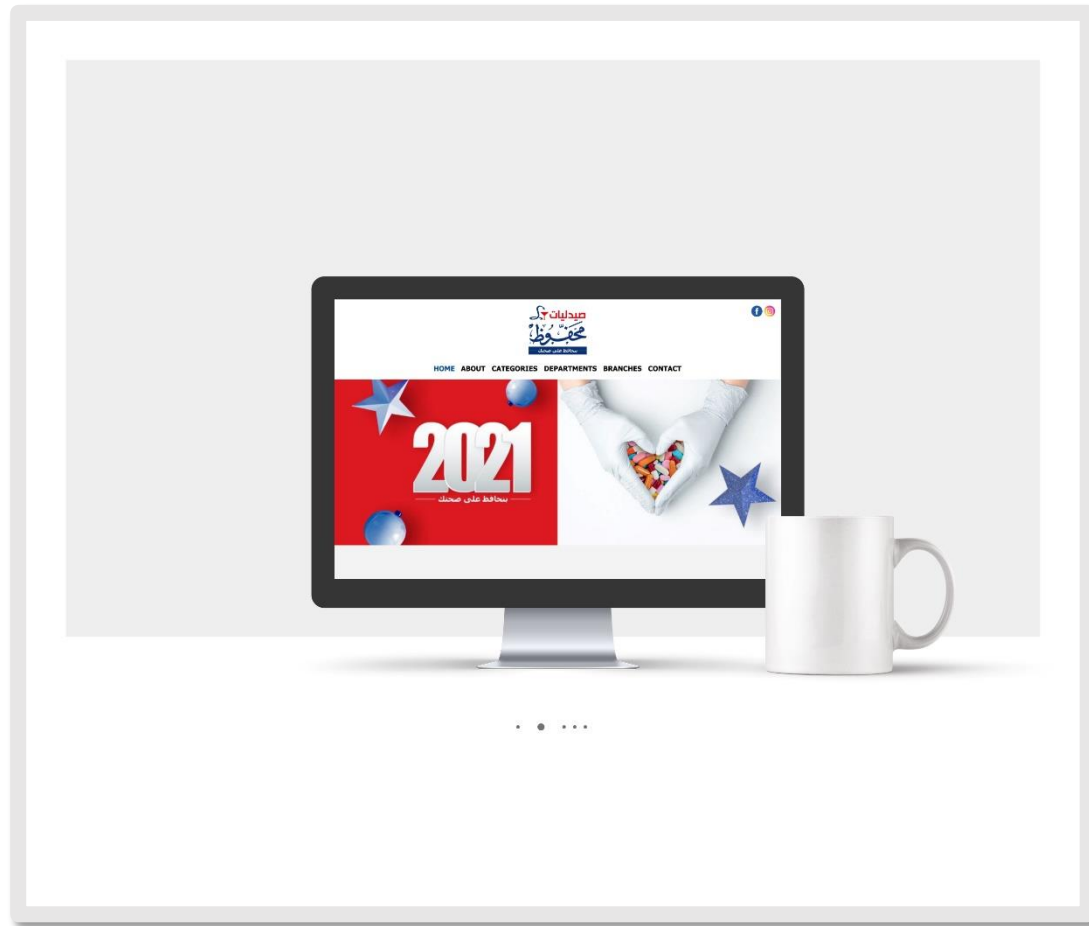
## ID DESIGN



## STAND



# WEB SITE





## DANGLER



# ROLLUPS

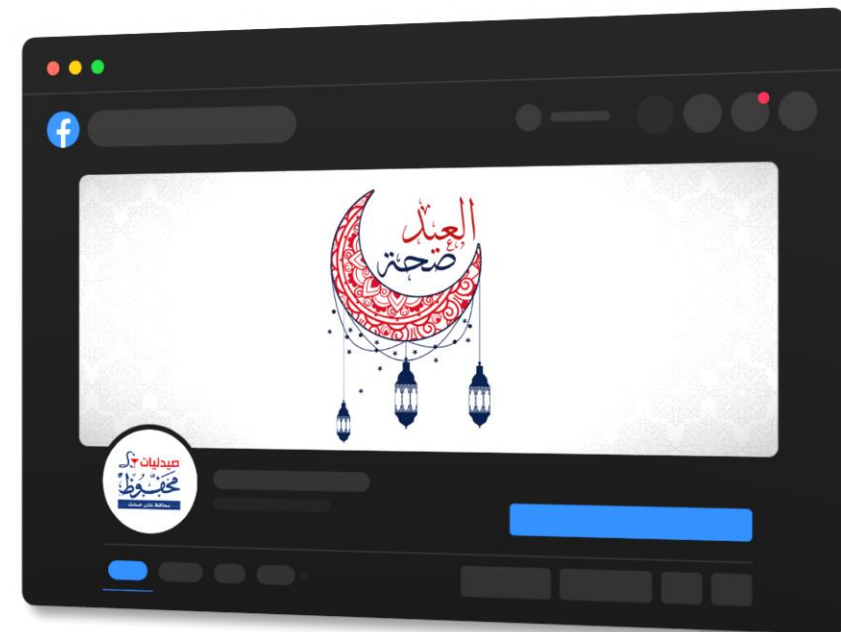
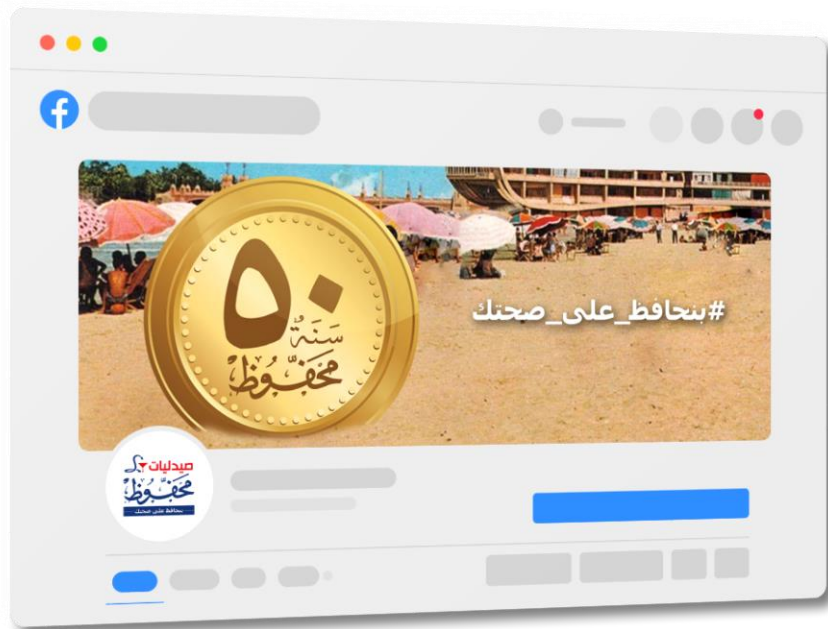


# BILLBOARD





# Social media (CAMPAIGN)





# PLATINUM PROJECT

Platinum is one of “El Nour Optics” brands. It is an Egyptian optics brand with a Japanese technology and over twenty year experience in vision aid lenses.

## REDESIGN LOGO

Old logo

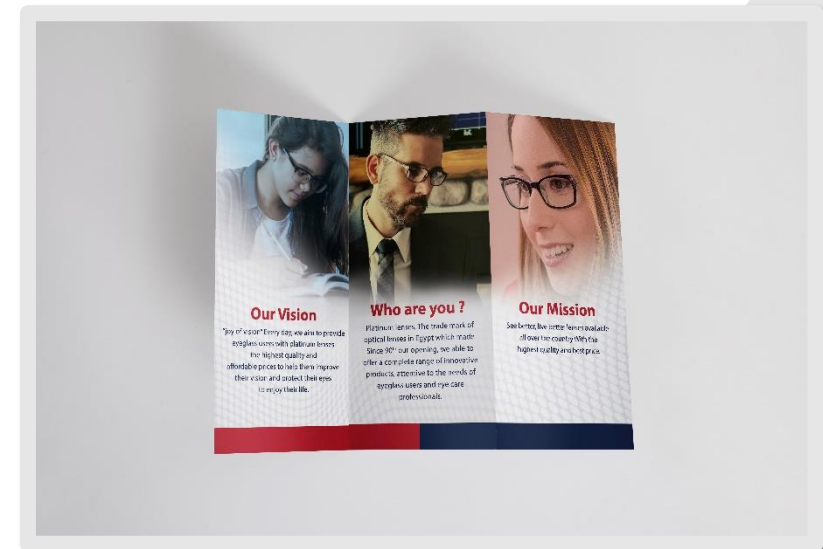
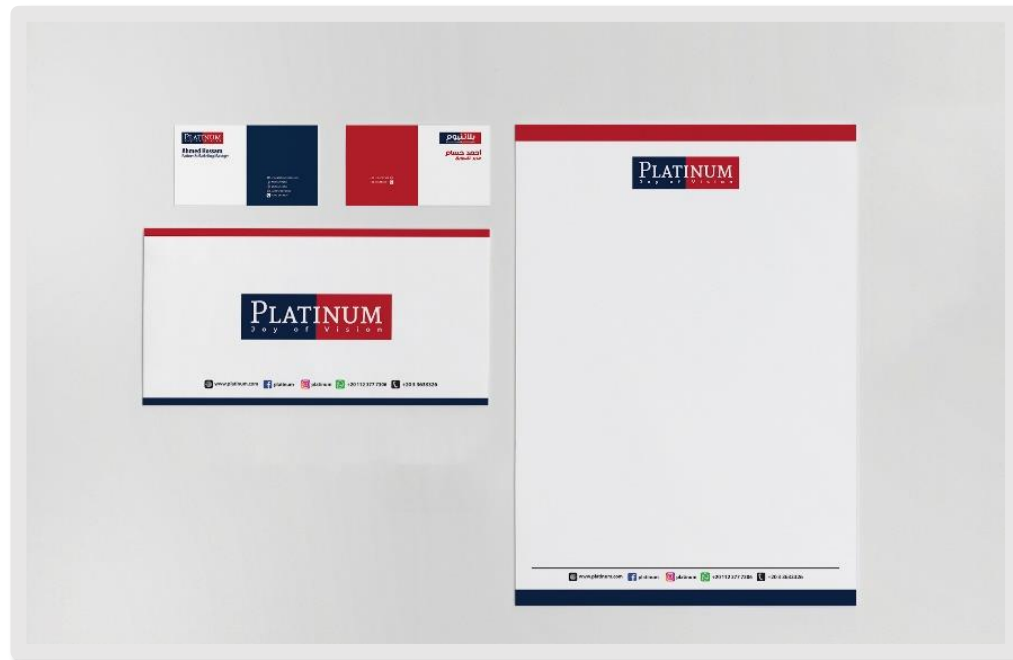
PLATINUM



New logo



# Brand identity DESIGN





# Packaging



# Packaging



# Packaging



# Packaging

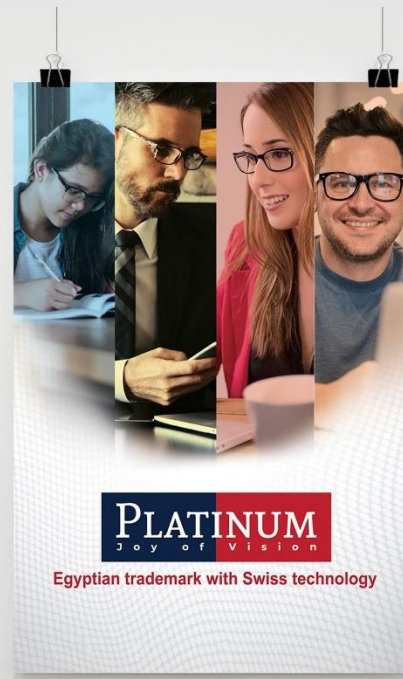
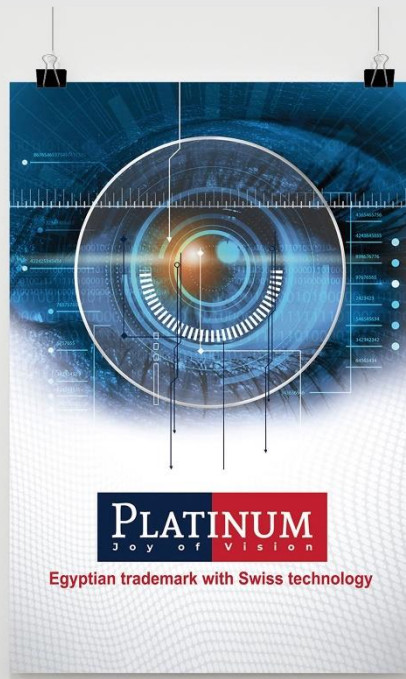


# PRICE LIST

The image displays two overlapping price lists for Platinum Joy of Vision. Each list is organized into sections for different types of lenses and coatings. The top list is slightly offset to the right and top, showing the 'RX S.V.' section, while the bottom list shows the 'Stock' section. Both lists include columns for Product, Price, and Code.

Section	Product	Price	Code	
Stock	1.5			
	1.5 60mm			
	1.5 Overlay			
	1.56			
	1.56 60mm			
	1.56 Overlay			
	1.56 Sunactive BIC			
	1.56 Blue steel			
	1.59 Aniloke			
	1.60 G3			
BI-focal	1.5			
	1.56 Sunactive			
	1.56 Easy work			
	1.5			
	1.61			
	G2	1.5 BIC		
		1.60 BIC		
		1.60 BIC photo		
		1.67		
	RX S.V.	1.5		
1.5 BIC				
1.56 Sunactive				
1.5 Transitions				
1.59				
1.59 Transitions				
1.61				
1.6 BIC				
1.6 BIC Sunactive				
1.61 Transitions				
Multi focal	Platinum 1.5			
	Platinum 1.56 photo			
	Platinum 1.59			
	Platinum 1.61			
	Platinum 1.67			
Office	1.5			
	1.61			
Coating	Mira +			
	Mira Max			
	Mira Blu			

# POSTERS



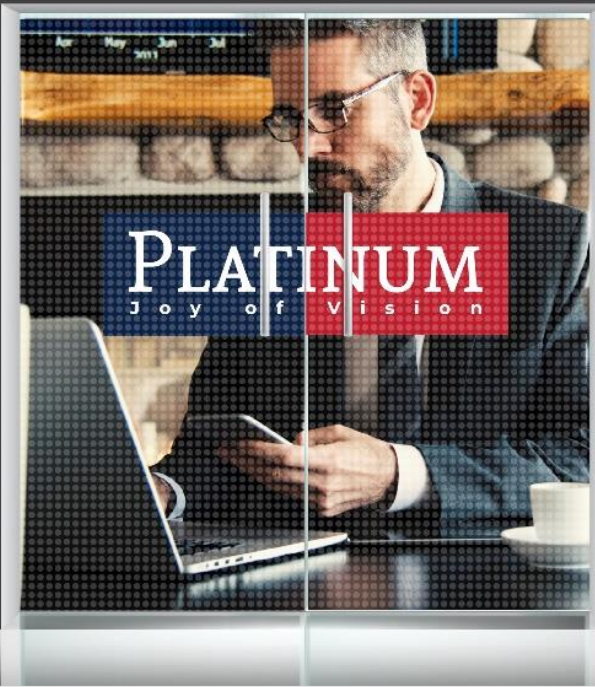


# BOOTH

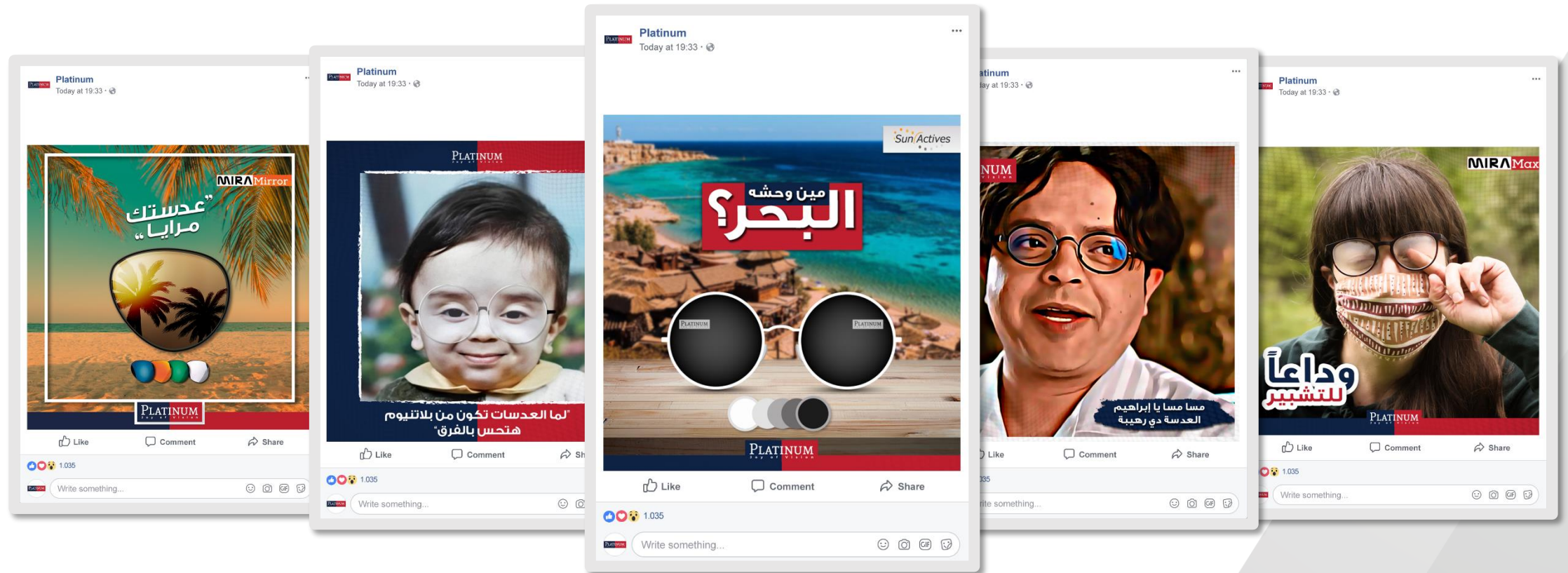


# Sticker

(SEE THRU)



# Social media





# **PC-LINK PROJECT**

PC Link carries IT products and services in the market with the finest value and quality.

# Logo Redesign

**Old logo**



**New logo**





# Brand identity DESIGN





# WEB SITE

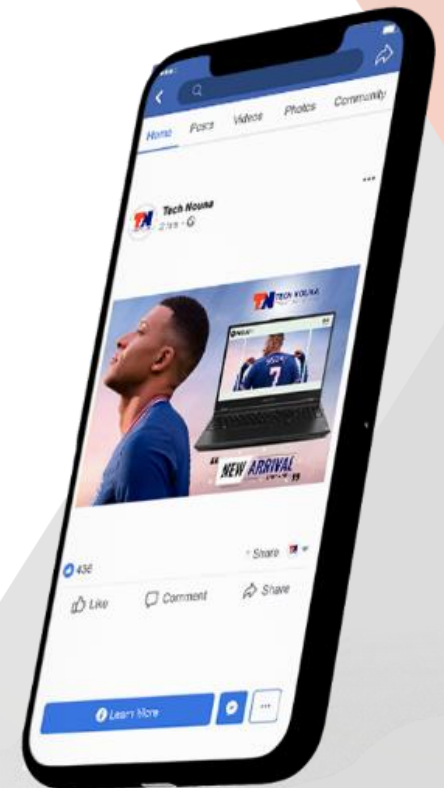




## WEB SITE



# Social media





**THE EGYPTIAN BRITISH  
INTERNATIONAL SCHOOL**

# **EBIS PROJECT**

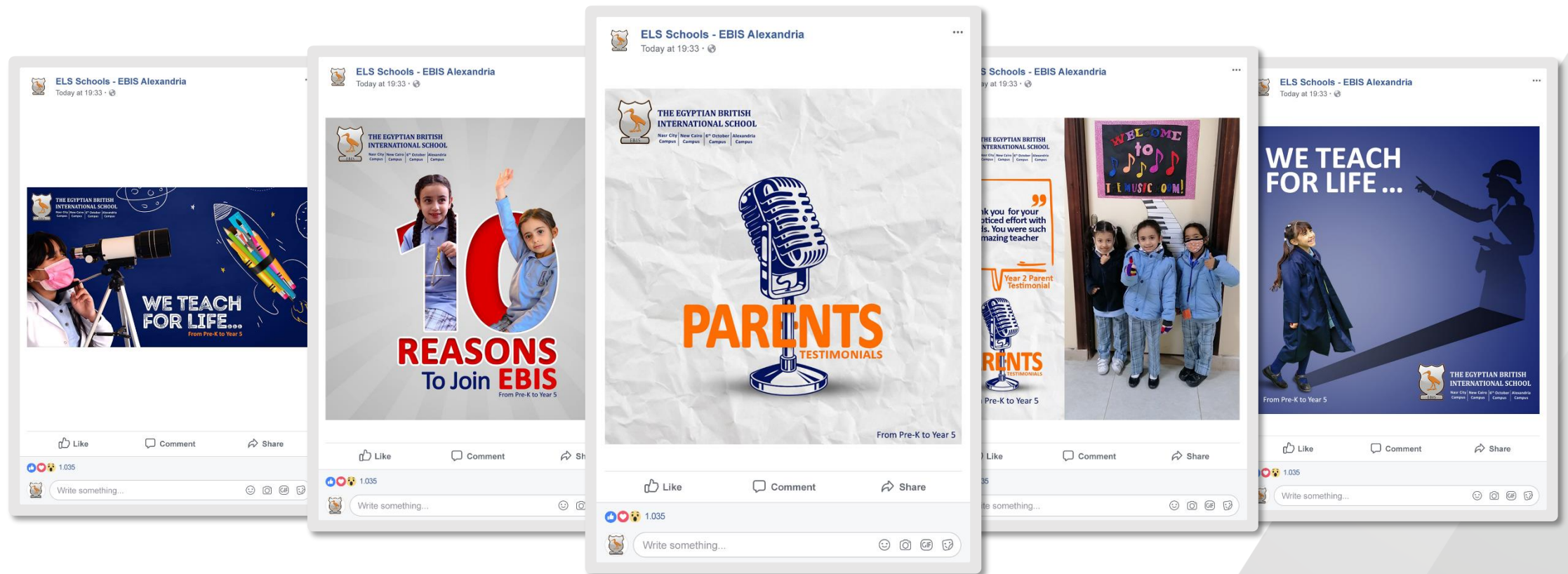
EBIS school, a branch campus from ELS group is now opening in Alexandria. ELS Egyptian Language School" operated its first campus in 1994 in Nasr City.



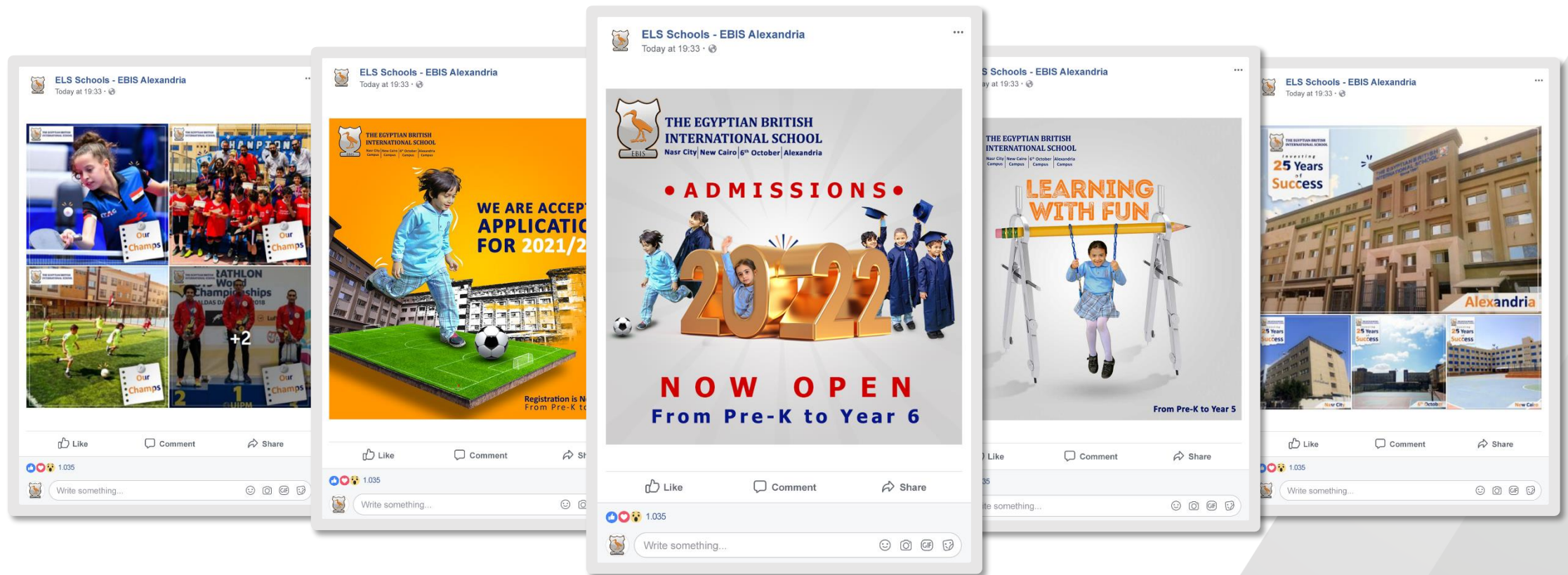
**The Egyptian  
Language School**



# Social media



# Social media







# LIBBA PROJECT

Libba" (peeled sunflower seeds) a range of nutritious branded products produced by El Ashraf factory. El Ashraf factory established since 2011, our factory is one of the leading factories in producing peeled sunflower seeds in Egypt. Using the finest quality of ingredients. Our products are peeled sunflower seeds and Sunflower seed butter which contains Omega 3, 6, and 9 - Vitamin E - it's gluten-free Sunflower seeds are more commonly eaten as a snack than as part of a meal.

# Social media





## **ECH PROJECT**

President Abdel Fattah Al-Sisi has raised the bar by investing in Egyptian white gold. Egypt has united all its government-owned cotton factories into one power providing premium long-staple cotton to the whole world, giving birth to Egyptian Cotton Hub (ECH), the official hub of marketing Egyptian cotton. Inaugurated in January 2020, a group of professionals came together to form this venture after in-depth research of the textile industry's aspects. ECH prides itself on being equipped with top-of-the-line production facilities and machinery, a highly skilled workforce, a flexible production platform, experienced and enthusiastic staff, and more than 30 years of different textile manufacturing expertise. Knitting, dyeing, finishing, and garments; all your needs are under one roof. We are your cotton partner.

# COMPANY PROFILE



# COMPANY PROFILE





# COMPANY PROFILE







**LORENZO**  
L o o k   S m a r t

# **LORENZO PROJECT**

Lorenzo is an Egyptian brand founded in 1989-For more than 32 years of experience in fashion sector Lorenzo been providing the Egyptian market with an international fashion taste manufactured by high quality standards. Lorenzo have 17 stores across Egypt and surly will continue expanding to be easier for customers.

# COMPANY PROFILE





**UGO**  
**FOR Franchise**



Three consultants in business development, marketing and management meet to launch the initiative to support Egyptian brands through franchising, which aims to strengthen the Egyptian economy and enable Egyptian companies to benefit from the advantages of working with the franchise system, which would support every ambitious Egyptian brand.

# EVENTS

## (ALEXANDRIA)



الإيغنت حلو جدا و مشرف



UGO  
for franchise

مبادرة دعم العائلات التجارية العالمية  
من خلال الفرشاة



هايلين جدا و كله رائع ومنظم  
والمتحدثين هابلين



UGO  
for franchise

مبادرة دعم العائلات التجارية العالمية  
من خلال الفرشاة



الإيغنت كويس جدا  
اتمنى ناس اكتر تعرف عن المبادرة

HS BRANDS  
GLOBAL

UGO  
for franchise

مبادرة دعم العائلات التجارية العالمية  
من خلال الفرشاة



الإيغنت ممتاز جدا وفكرة هتكمّل قدام  
كله ممتاز ما شاء الله  
و مغيث أي حاجة نافعة و ال Speakers هابلين

CHUCK'S

UGO  
for franchise

مبادرة دعم العائلات التجارية العالمية  
من خلال الفرشاة



# EVENTS

(CAIRO)





# EVENTS

(CAIRO)



# EVENTS

## (MANSOURA)





# EVENTS

(MANSOURA)



# EVENTS

(2022)



UGO  
for Franchise  
THINK SMART - MOVE FAST

مبادرة دعم العائلات التجارية المصرية  
من خلال الفرشائيز



"Fr  
Th  
of"



UGO  
for Franchise  
THINK SMART - MOVE FAST

مبادرة دعم العائلات التجارية المصرية  
من خلال الفرشائيز



"Franchising  
The 2 Sides  
of The Coin"



مبادرة دعم العائلات التجارية المصرية  
من خلال الفرشائيز



"Franchising  
The 2 Sides  
of The Coin"



# EVENTS

(2022)



UGO  
for Franchise  
THREE SIDES OF THE COIN

مبادرة دعم العائلات التجارية المصرية  
من خلال الفرانشايز



"Fr  
Th  
of"



مبادرة دعم العائلات التجارية المصرية  
من خلال الفرانشايز



"Franchising  
The 2 Sides  
of The Coin"



UGO  
for Franchise  
THREE SIDES OF THE COIN

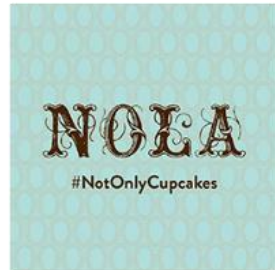
مبادرة دعم العائلات التجارية المصرية  
من خلال الفرانشايز



"Franchising  
The 2 Sides  
of The Coin"



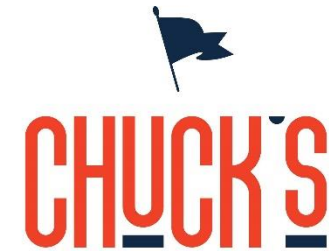
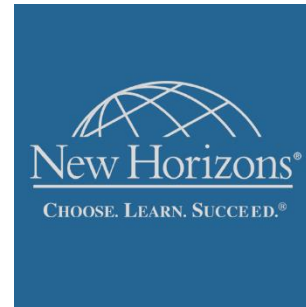
# PARTICIPANTS



# PARTICIPANTS



# PARTICIPANTS





# Testimonials

The satisfaction of our customers is one of our main objectives, and these are some of the opinions of our clients



### DR.HANI EL MESSIRY CAMPAIGN

"Dear BENEFIT Team  
Thank you for your hard work & perseverance, you have definitely built a few innovative communication channels between me & Alexandrians.  
Naglaa Akl, was my advertising and media consultant and she volunteered so much time and effort genuinely and with true dedication.  
We still work together on my current projects.  
Good Luck Always"

HANNY EL MESSIRY  
FORMER GOVERNOR OF ALEXANDRIA



### SWEETCO

"الحقيقة اتعاملت مع أكثر من شركة قبلهم بس اللي عاجبني فيهم انهم متابعني على طول وببذوني تقارير دايما عن رأي الناس في العروض والرد على العملاء في الصفحة ممتازين جدا باختصار هما ناس قلبهم على الشغل"

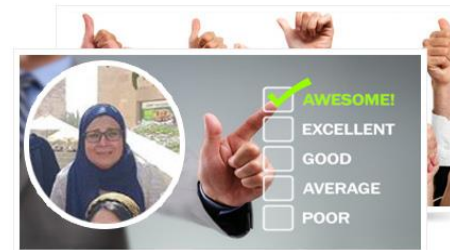
MR.MOHAMED IBRAHIM KHAMIS  
SWEETCO OWNER



### PIXI COLLEZIONE

"بجد ناس شاطرة مكنتش اعرف ان الفيس بوك ممكن يكون أداة بيع هائلة كدة وبسهولة دخلوني محافظات مختلفة في مصر وأكد خلال سنتين تعامل حسيت إن ارتباط المستهلك بيا ومتابعته لخباري بقت واضحة.  
الحقيقة أنا بتعامل مع بينيفت من أول ما ابتديت PIXI وشغلي معاهم أكدلي إنهم ديماء أهل للثقة.."

MR.AHMED NOSSIER  
PIXI'S OWNER



### CAMP X-TREME

"عاوذة بس اقول لكم حقيقي مجهود رائع وناس كتير علقّت على التغيير الرهيب في الصفحة، شكرا جزيلًا"

DR.ABEER BASHER  
CAMP X-TREME OWNER





## HANGOUT RESTAURANT & CAFE

"شركة محترمة وذو خبرة في السوق السكندري مبدعين ومتميزين في السوشيال ميديا ماركيٲٲج ,  
تجربتي معاهم أكثر من رائعة لأنهم ببساطة مختلفين "

MR.IHAB AL KOMY  
HANGOUT OWNER

www.hangout-cafe.com



## OUTLET

" عن تجربة بالنسبة لمول الاوتليت شركة بينيٲٲ قامت بعمل طفره لصفحة التواصل الاجتماعي الخاصة بالمول من حيث زياده اعداد الصفحة والمتابعه لكل ماهو جديد للوصل باحدث وسائل الدعاية لأرضاء العميل من خلال التصميمات والرد بطريقه مبسطة وسريعه بينيٲٲ فريق عمل علي اعلي مستوى تحت اشراف نجلا عقل اٲشرفٲ بالتعامل معاكوا اكيد"

MR.MOHAMED OMRAN

www.outlet-cafe.com



## SPORTING CENTER

DR.MINA  
SPORTING CENTER OWNER

"شغلكم 100 100 "



## FRATELLI

"شركه مربحه جدا في التعامل و متعاونين جدا و معاملتهم قمه في الاحترام و احسن حاجه ان مش بيكون في اى تأخير في البوستات الجديده و لا في الرد على الرسائل او التعليقات و كمان الشرح المفصل اللي بيوصلنا دايما عن حركه الصفحة و تفاعلها"

MS.AMINA GALAL



### BITES OFF

"شكرا لشركة **Benefit** علي المجهود الرائع و لفريق العمل للاستجابة السريعة لمتطلبات شركتنا و اداء الفريق المتميز."

MS.REHAM HAMDY  
CHEMISTORE CO. MARKETING MANAGER

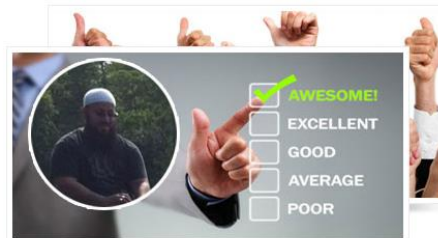
www.bitesoff.com



### FAYED FURNITURE

"شركة محترمة جداً فى التعامل والأداء بالتوفيق"

MR.OSAMA FAYED  
FAYED FURNITURE OWNER



### BIG M BBQ

"People loved the place and the food and they loved the logo and the menu as well  
شكرا نجلاء إنتي وفريق عملك طلعتوا الشغل زي ما احنا عايزين وأفضل كمان."

MR.MOATAZ ALI



# LOOKING FORWARD TO WORKING WITH YOU



BenefitEg



benefit.agency



benefit-marketing-consultancy

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www.benefiteg.com