

MIND

Information Technology & Media

About Us

MIND provides complete solutions for your Marketing, Advertising and PR needs. We created MIND to add to your business's success, internally and with your audience, our main goal is to establish your business and watch it flourish every day.



Mission

Is to innovate, develop and deliver intellectual and tangible next level solutions both locally and internationally.



Vision

Is to consolidate our brains, facilities, innovative ideas and technology in a way to enrich ethics, community and economy, delivering optimum next level solutions.



Strategy

Is to work as a unit in order to fulfill your every need, we specialize in creating different services and tailor making a specific plan that is both personalized and effective.

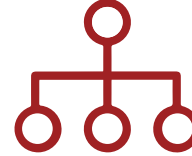
Our Team



Our team is productive, creative, principled, ambitious, but most importantly, they are pioneers in their fields. We rely on our skills and capabilities and expertise to achieve your goals and to overcome challenges and obstacles as your partner in business. We deliver quality service with comprehensive reports and reliable data to ensure a proper analysis. We aim for superior clients' service and to build success stories.

Our team has a selection of the hardest working staff. Despite the differences between their backgrounds and personalities; they all have the same goal to implement MIND's vision. We work in a very friendly environment? We focus on attracting positive energy in designing our offices in order to positively affect our work.. We do believe that professionalism never contradicts with fun.

Our Subsidiaries



www.facebook.com/MINDTVeg



www.all-classes.com



Africa Stores
ONLINE STORE
www.africa-stores.com

Milestone

2010
All started here

2011
Establishing MIND for
Media Innovations &
Development

2012
TahrirFM /TahrirTV

2013
The voice of VIS
(Vodafone)

2014
MIND Radio

2015
Reconstructing the company
to MIND for Information
Technology and Media

2016
Launching MIND TV
(www.mind-tv.com)

2017
Launching MIND Stores
(www.mind-stores.com)

2018
Launching Sports-mate
(www.sports-mate.net)

2020
Launching Africa Stores
(www.africa-stores.com)

2019
Launching All Classes Application
(www.all-classes.com)



Marketing Services



- Full Marketing Campaigns
- Creative & Designs
- Branding
- Printing & Publishing
- Media Buying
- Photography
- Concept Stores
- Internal Branding
- Booths and Mockups
- Outdoors & Signage

Full Marketing Campaigns

Specific activities designed to promote a product, service or business.

The campaign doesn't have to rely solely on advertising, and can also include demonstrations, word of mouth and other interactive techniques. Marketing campaigns can be designed with different ends in mind, including building a brand image, introducing a new product, increasing sales of a product already in the market, or even reducing the impact of negative news.

A marketing campaign is a coordinated series of steps that can include promotion of a product through different mediums (television, radio, print, online, outdoors...ext.) using a variety of different types of advertisements.



Branding



A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image.

Branding is when that idea or image is marketed so that it is recognizable by more and more people, and identified with a certain service or product when there are many other companies offering the same service or product

MIND work on branding not only to build brand recognition, but also to build good reputations and a set of standards to which the company should strive to maintain or surpass. Branding is an important part of Internet commerce, as branding allows companies to build their reputations as well as expand beyond the original product and service, and add to the revenue generated by the original brand.



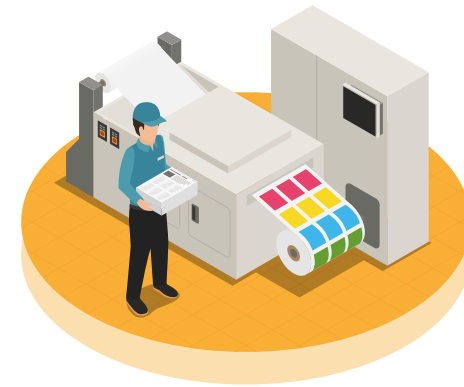
Printing & Publishing

We aim to deliver your ideas into reality as you experience the luxury of high quality printed materials, and reliable staff, with affordable prices. At MIND, we will implement quality procedure at every stage.

From the inception of design to delivery, making sure your brand and ideas will be red-carpet

ready in:

- Offset Print
- Digital Print
- Silk Screening Printing
- Indoors/Outdoors printing
- 3D Printing
- Giveaways



2D & 3D Design

Our team have been producing high quality commercial illustrations, motion graphics and character design and regularly work with some of the largest advertising agencies and brands in the world. We can manage every aspect of your project and view each job with equal importance, no matter how small. We think attention to detail and our ability to combine cutting edge 3D illustration.



Internal Branding

Internal branding is a corporate philosophy that focuses on bringing the company's core culture, identity, and premise to its employees as well as its consumers, and usually looks to make workers at all levels "ambassadors" or true representatives of the company and its ideals. Most people are familiar with external branding, which can include things like logos, slogans, and the general "feel" of a product or company.



These elements are usually carefully designed by our creative team to work together to help the customer make certain associations and connections when it comes to specific products or services.



Concept Stores

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consumers, and usually looks to make workers at all levels “ambassadors” or true representatives of the company and its ideals. Most people are familiar with external branding, which can include things like logos, slogans, and the general “feel” of a product or company.

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Outdoors & Signage

MIND encompasses the vast array of outdoor media available to marketers and advertisers, strategically planned and positioned to reach the right target audience in the right place at the right time, when they are outdoors. Small, large and interactive outdoor advertising formats offer high impact solutions to reach your audience demographically.



Photography

When we select our photographers we ensure they have the skills to be outstanding ambassadors for your organization. They know when to add value to an event and when to fade into the background. We select our photographers based not only on their technical skills and adherence to detail but also upon their ability to positively interact with your staff and clients . As a Corporate Photo Agency we know that we are only one part of a much larger process that our client has to manage. We specialize in meeting your strict deadlines with a no fuss approach, and work hard to ensure that you are able to complete your project without being concerned about our area of expertise.



Booths & Mockups



We provide a complete design, production and management service. Our aim is to provide world-class exhibition solutions and maximize the effectiveness on the fairground.

Our experience to work with high quality specifications, using high skilled workforce, excellent design development, expertise with careful attention to detail.

Designers with the richness of ideas, concepts and the knowledge about the range of architectural cooperate styles with experienced exhibition marketers to develop unique concepts.

The use of the latest CAD technology in the booth design, an advanced administration and logistic system, guarantee timely construction, delivery and assembly of the exhibition booth at the fairground.



Media Buying

MIND are experts in Television, Digital, Radio, Magazines, Newspapers, and Out of Home media.

We offer very competitive prices and the flexibility of working on a per project basis, or an AOR basis.

Our strengths are in the development of media placement strategy and the development of cost effective and efficient media plans that can help our clients reach their target effectively and efficiently.

Our team of media buying professionals develops innovative media placement strategies that can stretch your ad dollars and help your message stand out and break through the clutter.

In short, you reap the benefits of our many years of combined experience and relationships .



Online Solutions



Exceptional web design keeps your users engaged. With outstanding aesthetic appeal and emotional interaction all in one, users will want to come back for more. More than a static brand, your website speaks a universal language, louder than words. Our team of experts has a wide range of experience, and an understanding of the finer nuances of all aspects of web development.

We believe in simple communication, which is why we create outstanding websites that offer excellent user experience. With a strong focused passion, we incorporate the latest technologies with a combination of our bespoke web development techniques to build resilient websites and make your dream website come true.

Website

Through our experience, we know how to create responsive websites that not only astound users but also forge business relationships for years to come

Branding website

E-commerce solutions

WebApplications Solutions



Social Media Management



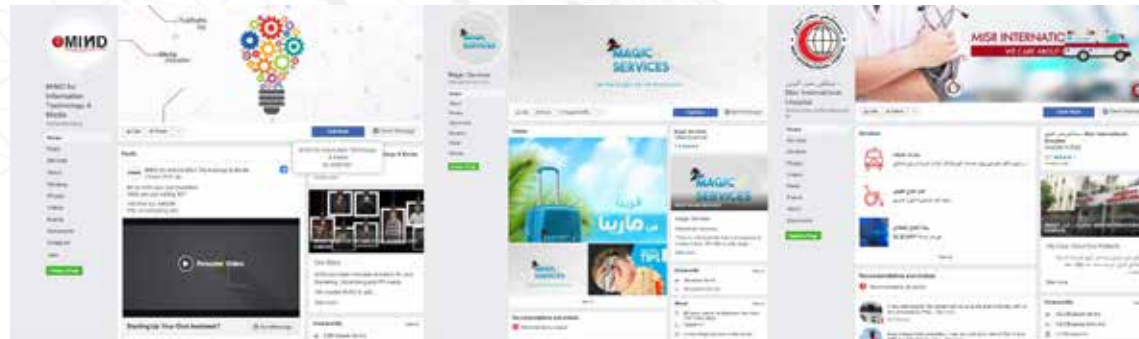
We are capable of creating and managing your social media to add value to your business and customers base.

Our team has a selection of the most creative, ambitious and hardworking staff and they all have the same goal to satisfy our clients.

We work across all known platforms (Facebook, YouTube, Twitter, Instagram, LinkedIn,..etc)

What will you gain from Social Media?

- Brand Awareness
- Customer Acquisition
- Customer Care - Engagement
- Lead Generation
- Sales
- Customer Loyalty



Our Services

- Planning for your online presence in the social media
- Creating new accounts or optimizing the current accounts
- Content planning & management including content creation and posting
- Interaction strategy to maximize the numbers of active fans & followers
- Managing your online campaigns



Mobile Applications

We can create a wide range of mobile apps based on your requirements. Our experienced programmers have the acumen to come up with fresh ideas and provide out of the box solutions to suit your needs.



Products & Startups

Apps that focus on technology disruption, scalable systems, or need extensive definition.

Business & Productivity

Apps that provide utility, support internal teams or make processes more efficient.

Marketing & Engagement

Apps that increase brand awareness, content consumption, or other key performance indicators.

Android Development

75% of all smartphones sold to end-users are phones with the Android OS. We can help you to display your business in hands of those users by an amazing App.

IOS Development

Being a leading IOS application development company, we specialize in building IOS apps with great functional capabilities, meeting the ultimate objective of our clients.



Why you should choose us?

- Experienced Personnel
- Proven Delivery Methods
- Profound knowledge of frameworks and mobile technologies.
- Customer Satisfaction
- High-Quality app development process
- Time bound delivery and cost effective services
- Reputed and Recognized for developing robust mobile apps

Our Process

App Idea

It all starts with the need for an App that supports the business goals. We then outline the scope and identify the features needed.

Development

Based on the business analysis, and the wireframes we outline the technical specifications needed and develop features that supports App users.

Choosing platform

Together we select the most convenient platform for your app whether it's iOS, Android or Windows based on the targeted segments

Testing

Uploading your App to the App store or Google play and testing it on different devices to ensure compatibility, usability and crash free experience.

Design

It all starts with the need for an App that supports the business goals. We then outline the scope and identify the features needed.

Improvement and support

By gathering all your users' feedback, we plan for the needed improvements in the next versions then we monitor and solve issues on the run.



Dubbing & Subtitling



We have the latest technology available for professional film dubbing for entertainment, educational & corporate industries. We can lip-synch your project into Arabic, Asian & European languages. Each project is done by native speakers who work together to capture both the language & culture of the country for which the program is being dubbed.

Our scope of work includes translating, subtitling and dubbing in classical Arabic, Egyptian Dialect, Syrian Dialect, English, French, Spanish, Russian, Chinese, Korean, Persian & Urdu.

No matter what you create or whom you want to reach, we can help you. We work with film, television, news media, localizing your programs into new languages & cultures with accuracy and flair.

With our own facilities throughout the world, we are closer to the markets you care about. We take quality just as seriously

Dubbing

We are experts in dubbing, voice-over, subtitling and translation, offering best-in-class post-production, creative, access and interpreting services, at a reasonable cost. We localize movies, TV series, documentaries, corporate communications, promos, advertising material, websites and much more. Our stringent team ensures that your content will be produced by the most creative and knowledgeable minds in the business.



Translation

To us, that means accuracy down to the letter, careful consideration of relevant cultural implications, and language that fits industry standards. No matter how lengthy, involved, or technical your text may be, our diverse team of professionals ensures the translation is executed with ease and precision. We handpick translators with expertise in your field and desired languages – this ensures superior quality translation suited for a global market.



Transcription

As long as you choose our Premium Transcripts or our Ultra Transcripts, you can rest assured that our independent quality assurance team will audio audit every word typed by our transcriptionists.

Unlike our competitors, we don't simply "proofread" your documents for spelling, punctuation and formatting. Rather, we deliver simply awesome transcripts that we've 100% audio audited and quality assured for 99%+ accuracy.



MBC ACTION

NETFLIX

fatafeat

GOETHE
INSTITUT

FOX
MOVIES

FREMANTLEMEDIA

SKYSHIP
ENTERTAINMENT

iFILM

bti
STUDIOS

الوثائقية
DOCUMENTARY

Public Relation Services

Public Relation Services Include

- Press Monitoring
- Media Lists
- Press release drafting and publishing
- Roundtables (Local Media)
- Crisis Prevention and Management
- Monthly Evaluation
- Case Studies
- Corporate Social Responsibility
- Event Management
- Social Media



There are many roles that define Public Relations in Egypt, many think it is only a business to business communication plan, however, Public Relations is much more interrogated in our everyday lives and is one of the most important tools that we unknowingly use every single day.

Public relations ensure that the organization, individual, or entity that is being managed is being presented to the public and other sectors in a beneficiary light. This included and is not limited to: media, economic sectors, governmental agencies and normal citizens.



Media Production

Info-Graphic videos

Infographics are the smart new digital way of communicating ideas, data and knowledge – quickly and efficiently. They explain often complex information using graphics and highly distilled copy.

Great infographics get straight to the point and capture attention using graphs, charts, icons, symbols and stylish illustrations. They're the perfect companion to traditional press releases and text-heavy white papers, and help spread your message via social media and websites that share the best infographics with Twitter followers and Facebook fans.

Our Media Production Services

- Info-graphics
- Studio Shooting
- Documentary Movies
- Radio Ads
- TV Ads
- 2D & 3D Animations



Documentary Movies

Our crew, and our huge network of the film making talents, are ready to film and shoot any events, reality stories, news reports, corporate documentaries. our long experience in shooting huge projects all around the MENA region makes us one of the best Media companies that you can rely on.



TV Ads

We're able to offer big-time TV commercials and website videos that give our clients instant credibility at the lowest prices.

We produce some of the best high definition Internet (online) videos, website videos, investor videos, TV commercials, at pricing considered to be so low that many people are afraid we are too good to be true.



Radio Ads



Radio is very powerful because it reaches a huge audience quickly and because it allows the people in that huge audience to interact with one another more easily than television viewers or newspaper readers. Radio is powerful because it has the ability to reach and influence so many people.



Radio Station Management



Do you have an idea for an Online Radio Station and you're lost in the process? Well, we have a solution for anything, so we can offer you full support and management for your station regarding technical system, programs, recording, music choices and the hosts, and a lot more with a stable automation systems. You also will receive weekly progress charts of your own online station statistics.

We can help in marketing and promoting your radio, also we can handle a full online support (Website, Social Media, Mobile Apps)

And if you want to host your own radio and become famous we can offer you the training you need also we will develop your ideas to perfection with a twist of creativity.

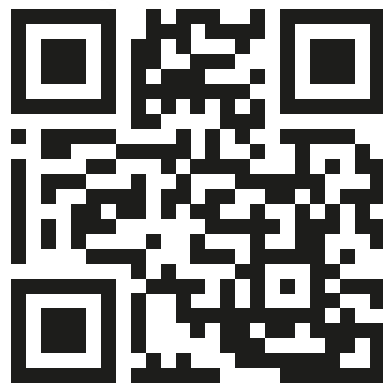


OUR CLIENTS





Thanks



Scan QR For More



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