

the tomorrow *agency*[®]

★ Brand Development
Proposal

March 25 2025

Presented For

SEBASTIAN & WÖLF

Profile



the
tomorrow
agency[®]

Watch Showreel 

thetomorrow.io

creative transformation agency

Technology

Machine Learning
Internet of Things
Data Analytics
Mixed Reality
Blockchain

We help governments, organizations and startups
craft experiences that combine *technology* and *anthropology*
to impact people mentally, emotionally and behaviorally.

Anthropology

Psychology
Neurology
Sociology
Philosophy
Ethnography

- ★ We call it Hybrid Human Experiences®



What we believe

Great brands aren't about products or services.
Not even ideas. They are Hybrid Human Experiences®

Mentally.

Establish brand perception
to drive **Differentiation**

Emotionally.

Forge deep relationships
to drive **Loyalty**

Behaviorally.

Influence purchasing decisions to
drive **Revenue**

Visit Website



hybrid human experiences®



What we do

We build, activate and promote these experiences across every interaction with your brand, product and media

Empowering you to transcend consumerism; creating synergistic experiences, from encountering your brand's story, to using your products, to engaging with your media content

brand *experiences*

Brand Strategy
Brand Identity
Brand Content

product *experiences*

Product Strategy
Product Prototyping
Product Development

media *experiences*

Media Strategy
Media Implementation
Media Management

Watch Showreel



hybrid human experiences[®]

Hybrid Human Experiences®

the
tomorrow
agency®

★ Who we are

We operate between Dubai and Beirut with a very small, top-tier team structure, free from the layers of management that stifle creativity

Founded

2024

Team Members

15

Projects

12



We are
experts

We specialize deeply in our craft, leveraging years of global experience from strategy, branding, design, motion to marketing and media buying

We are
mentors

We prioritize mentorship over service delivery. We empower you to make informed assessments and decisions by imparting the right knowledge

We are
partners

We seamlessly integrate as an extension of your team. There's no distinction between 'us' and 'them'; we operate as a unified force

Haidar Hawie

Founder & Creative Director

Growing up, I dreamt of being a psychologist and philosopher. Thankfully, my career as an Art Director has been more colorful, but I'm still articulating theories about people, societies, and cultures. I believe every consumer is a human at their core, and every interaction—whether with a brand story, product, or media—is an experience. Only those built on mental, emotional, and behavioral connections create the maximum impact to solve tomorrow's challenges.

However, these experiences often fragment across branding agencies, digital agencies, and media agencies. They can no longer operate in isolation. That's why I founded The Tomorrow Agency—as the next-generation model for advertising, to unify these disciplines into a cohesive proprietary model I call it: Hybrid Human Experiences®.

Before founding the agency, I had the privilege of collaborating with esteemed agencies such as Leo Burnett, JWT, FCB, We Are Social and Mindshare. I crafted and designed some of the region's most iconic brands, including Mohamed Bin Rashid Global Initiatives, Mohamed Bin Rashid Library, Mohamed Bin Rashid Space Centre, Smart Dubai, and Dubai Smart Government—at the age of only 22.

Today, at The Tomorrow Agency, I am proud to channel this wealth of experience and success into pioneering a new era of Hybrid Human Experiences® to shape a better tomorrow.

Upwards & Onwards
Haidar Hawie

Case Study
brand development

مركز محمد بن راشد
للفضاء

MOHAMMED BIN RASHID SPACE CENTRE

15 Years of Experience

Leo Burnett

MINDSHARE

J W T

XISCHÉ & CO

FCB

we
are.
social

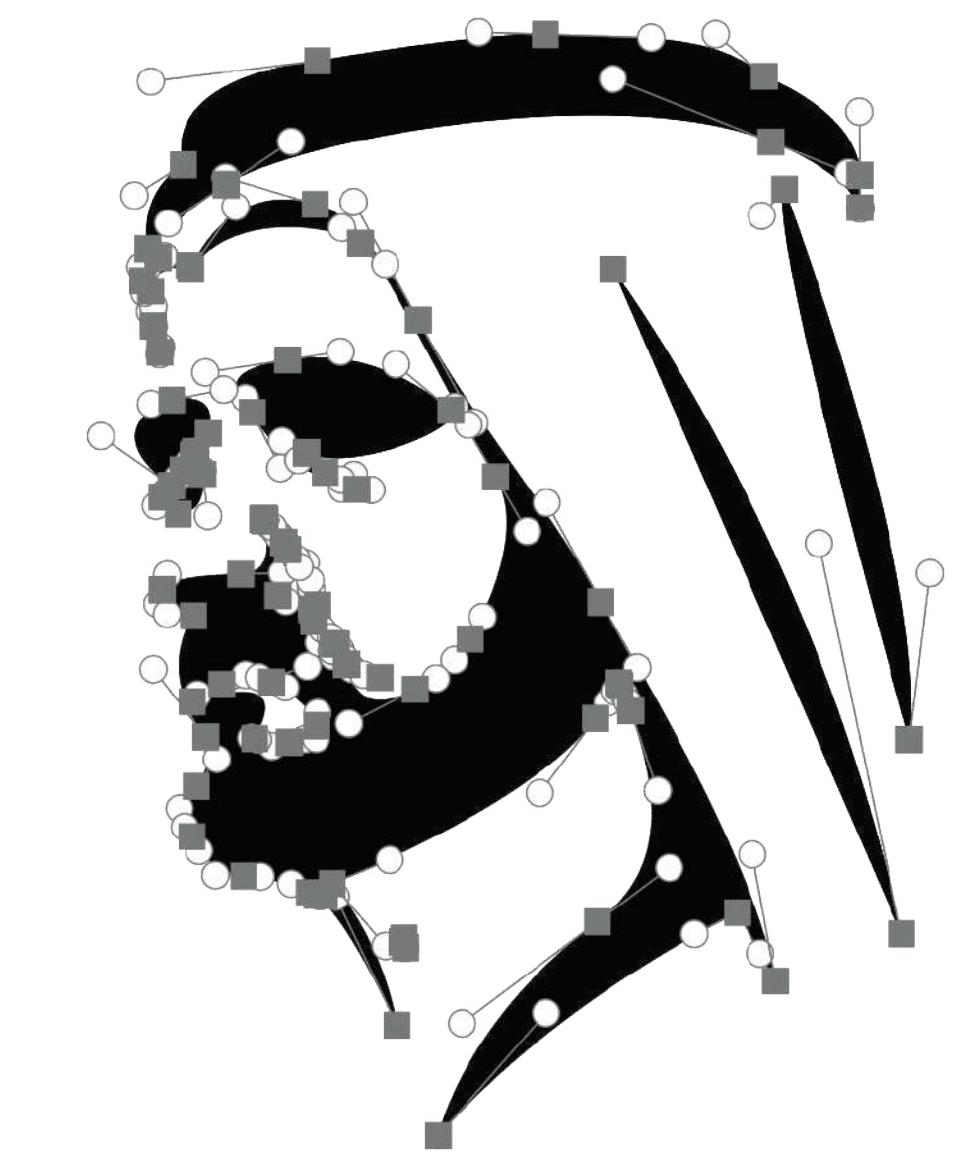
UNIVERSITY OF
OXFORD

Artificial Intelligence

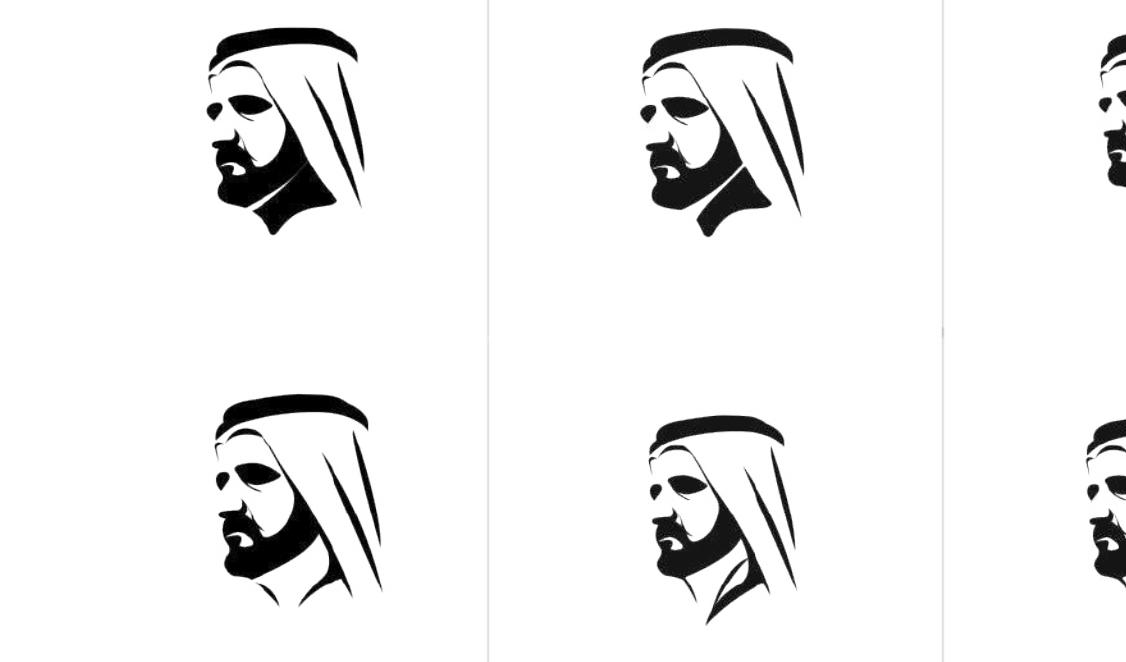


مبدرات محمد بن راشد آل مكتوم العالمية

Mohamed Bin Rashid Al Maktoum Global Initiatives



Case Study
brand development



Projects



The Tomorrow of Governments

Reviving Belonging

Scope

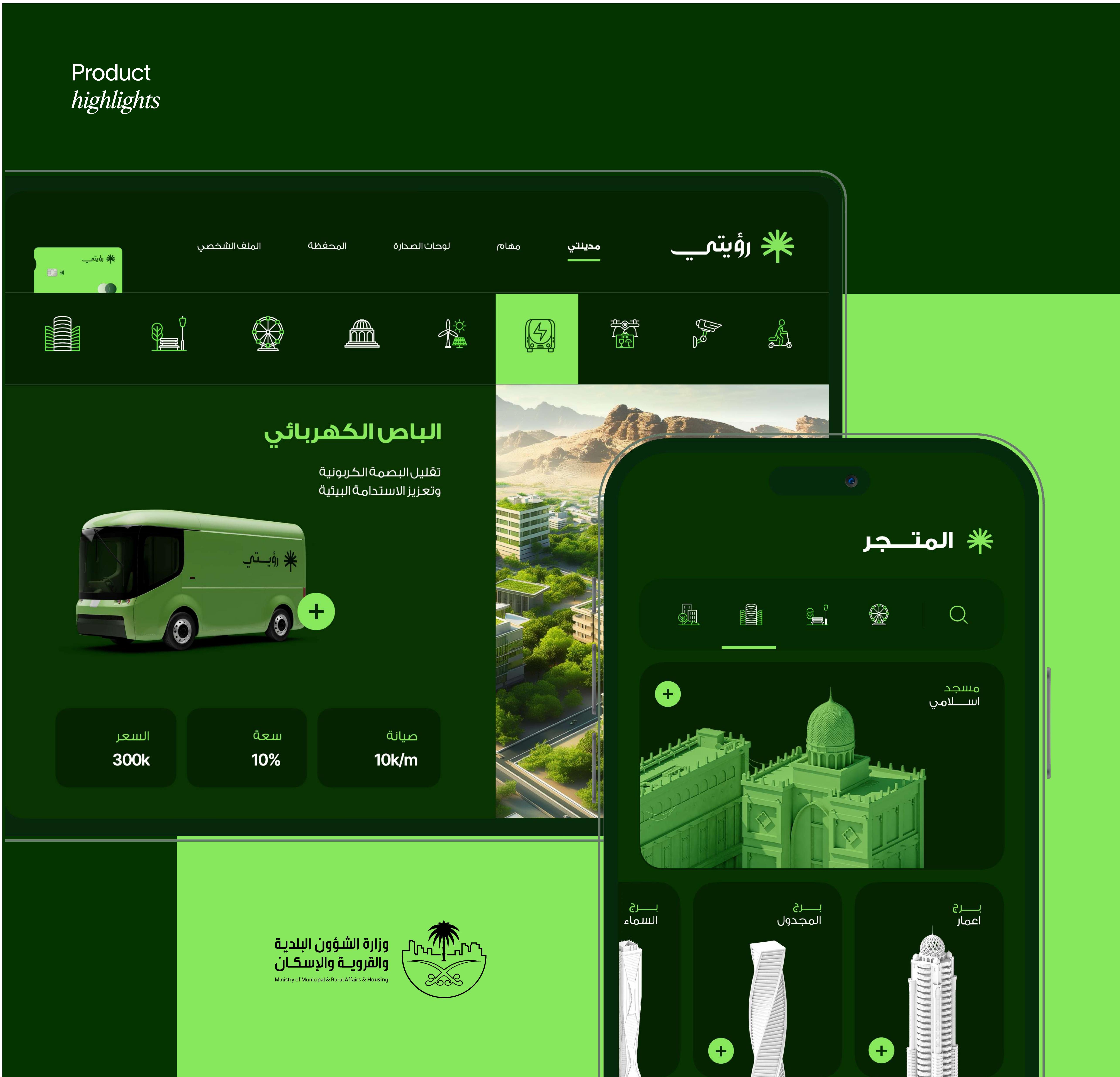
Ministry of Municipal and Rural Affairs in Saudi Arabia wanted to gamify the process of engaging citizens in identifying and addressing visual distortions within Saudi cities.

Services

Brand Development
Product Design
Media Production

[Explore Case](#) ➔

Product
highlights



Mental
Fostering Social Awareness

Encouraging citizens to understand their responsible roles and the city's role towards them, fostering a deeper comprehension of civic duties and urban dynamics.

Emotional
Promoting Civic Engagement

Inspiring participation in government-led campaigns and activations, while fostering behaviors that embody selflessness, dedication, and sacrifice for the betterment of the nation.

Behavioral
Deepening National Connection

Cultivating patriotism, loyalty and national pride, and facilitating interaction with elements showcasing cultural heritage, achievements, and shared values.



الخريف لتقنية المياه والطاقة
Alkhoraif Water & Power Technologies



The Tomorrow of Energy

Flowing into the Future

About

AWPT sought a visionary brand narrative to showcase its role in shaping Saudi Arabia's water and energy future by highlighting innovation, sustainability, and progress.

Services

Brand Development
Product Design
Media Production

Explore Case ➔

**Product
highlights**



Mental
Digital Innovation Showcase

Educating the public about AWPT's technical expertise in water and wastewater technologies through immersive virtual tours, detailed case studies, and interactive demonstrations.

Emotional
Inspiring National Pride

Crafting a compelling narrative emphasizing AWPT's role in addressing Saudi Arabia's greatest challenges and contributions to the Kingdom's future aspirations.

Behavioral
Stakeholder & Market Influence

Enhancing investor relations through strategic media, shaping market perceptions, and fostering trust in AWPT's vision for growth and innovation.



FIFA

BIDDING NATION
SAUDI ARABIA



The Tomorrow of Sports

Rallying the Nation around FIFA 2034

Scope

Saudi Arabia has embarked on a transformative journey to become a global football powerhouse by 2034. SaudiOne believes this vision extends beyond stadiums and infrastructure; it's about sparking a national movement that unites and inspires the entire nation.

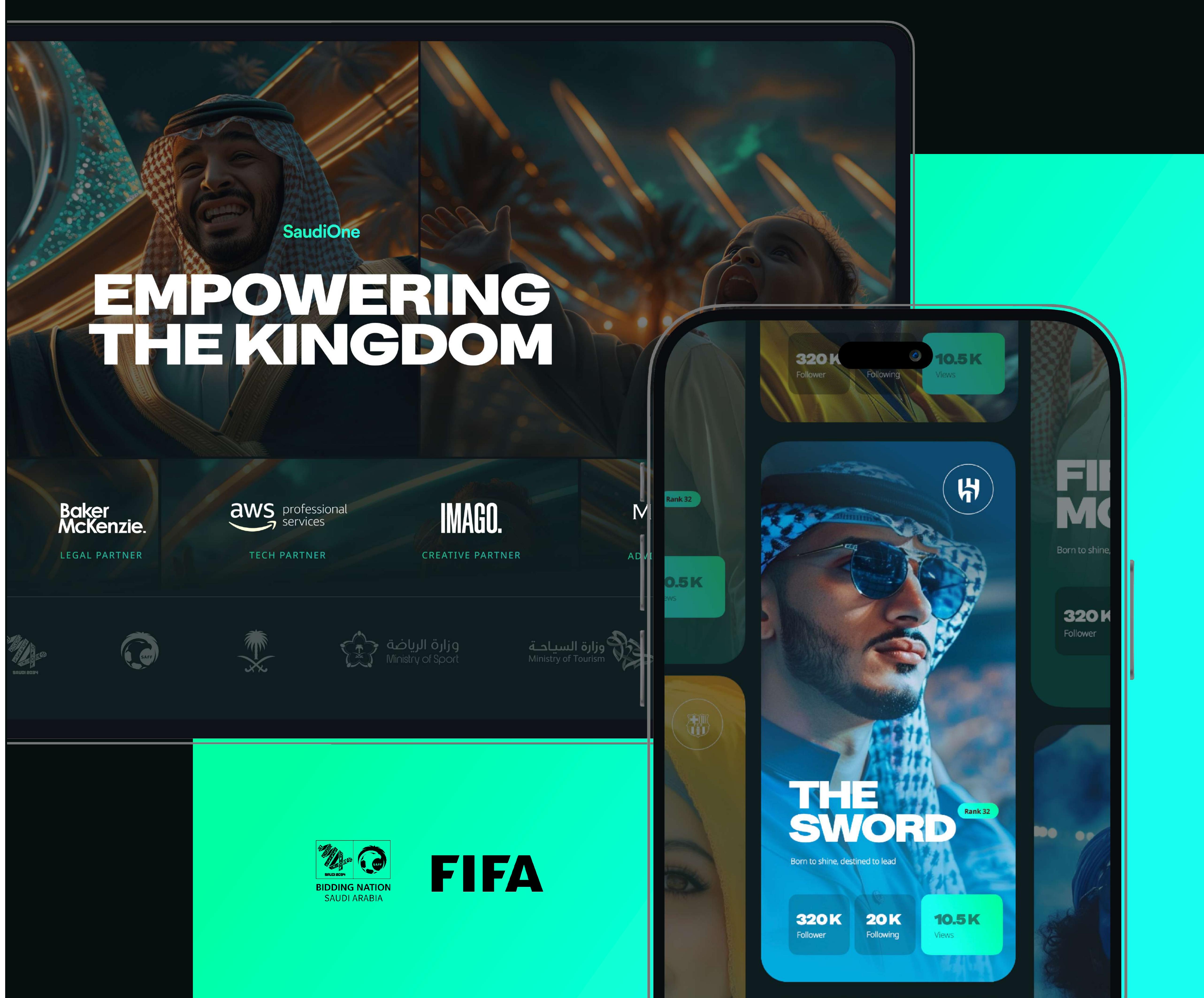
Services

Brand Development
Product Design
Media Production

[Watch Film](#) ➔

[Explore Case](#) ➔

Product
highlights



Mental
Rooted Minds

Turning Saudi Arabia's rich heritage into interactive trivia, engaging fans intellectually through culturally tailored challenges.

Emotional
Unified Hearts

Fostering pride, emotional connection, and national identity by immersing Saudis in shared experiences and collective victories.

Behavioral
Empowered Actions

Encouraging fans to actively build, compete, and collaborate, becoming stakeholders who shape Saudi Arabia's football legacy and Vision 2030.



FC BARCELONA



The Tomorrow of Sports

Gamifying Fan Engagement

About

SuperOne sought a gamified platform to engage FC Barcelona football fans by integrating trivia challenges, themed tournaments, live streams with star players, and exclusive branded prizes.

Services

Brand Development
Product Design
Media Production

[Watch Film](#)

[Explore Case](#)

Product
highlights



Mental
The Barça Heritage

Transforming FC Barcelona's iconic history and legendary moments into interactive trivia competitions and tournaments that challenge fans' minds.

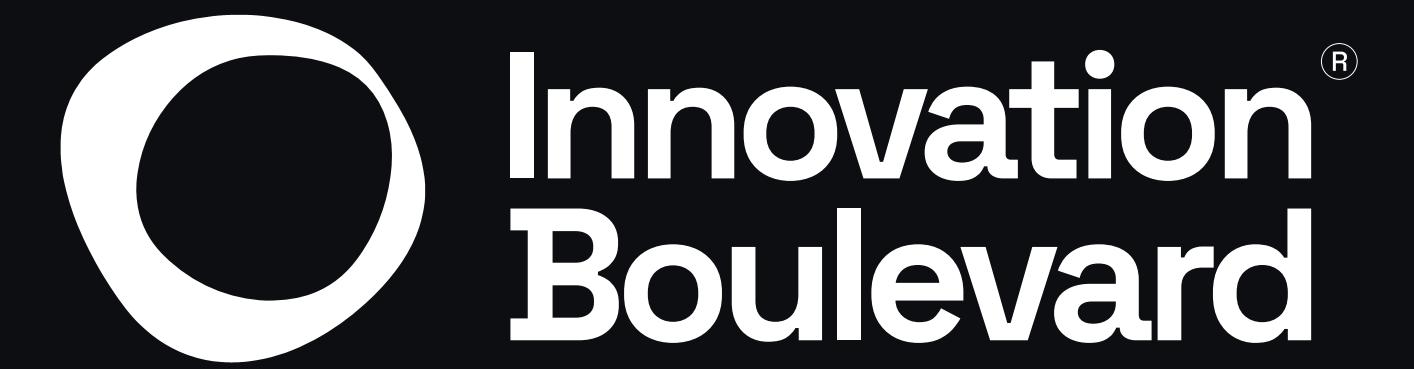
Emotional
The Barça Passion

Deepening emotional bonds by immersing fans in Barça's vibrant culture, amplifying pride, excitement, and a sense of belonging to the club's global community.

Behavioral
The Barça Way

Actively building, trading, and competing within the game, adopting habits of teamwork and collaboration that reflect the Barça ethos of collective success.

In-house Project



The Tomorrow of Education

Turning Innovation into Currency

Scope

A proactive initiative to engage UAE youth in immersive educational experiences, fostering innovation and community through virtual exploration and dynamic learning.

Services

Brand Development
Product Design
Media Production

[Watch Film](#)



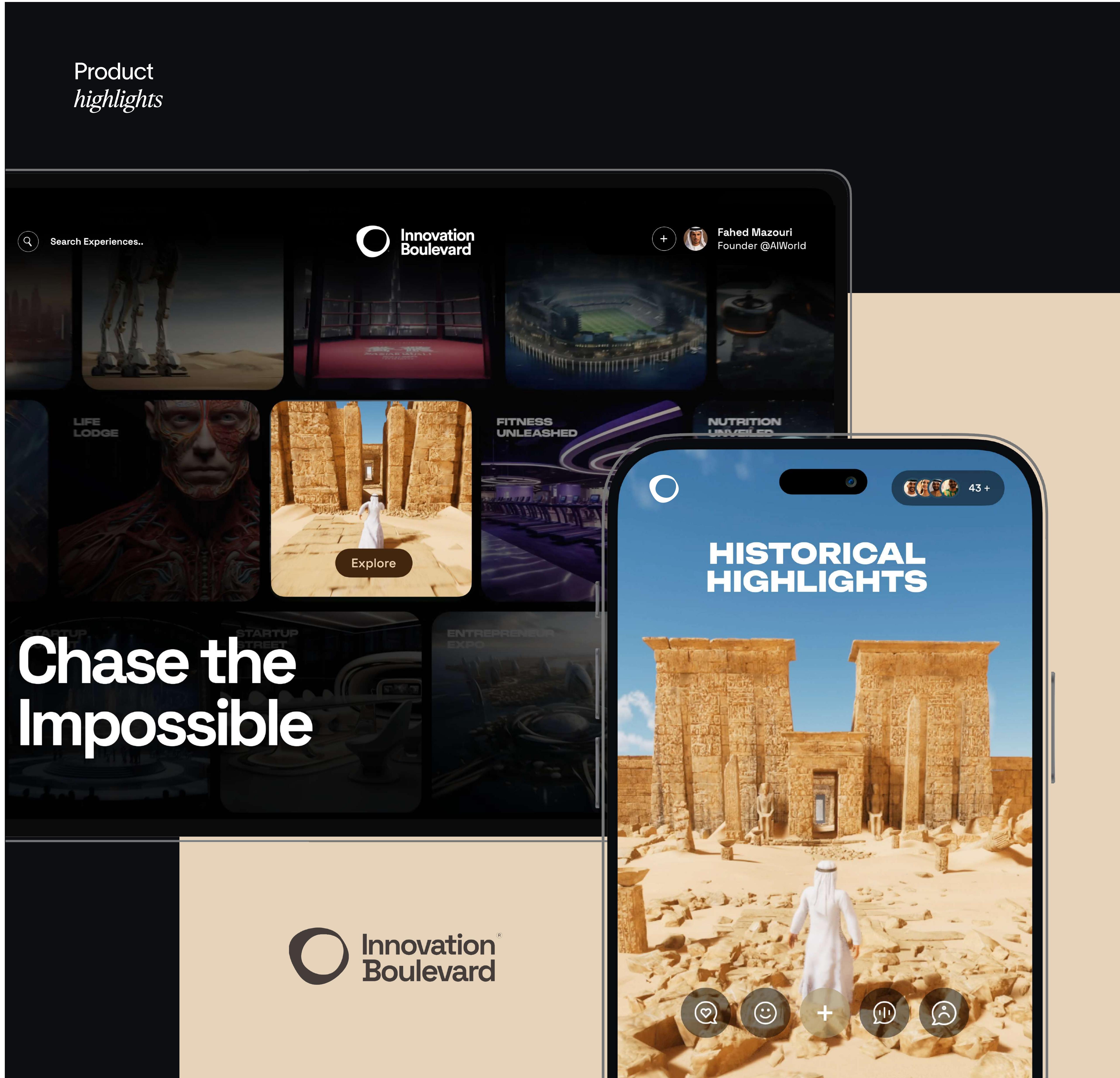
[Explore Case](#)



[Visit Website](#)



Product
highlights



Mental
Innovation in Mind

Empowering UAE youth to engage in immersive, intellectually stimulating experiences that turn curiosity into real-world innovation.

Emotional
Innovation at Heart

Creating an emotionally resonant brand that strengthens youth engagement, pride, and a deeper sense of belonging within their national identity.

Behavioral
Innovation in Action

Encouraging proactive participation through gamified quests, rewarding commitment, dedication, and collaboration, transforming youthful energy into tangible global impact.

In-house Project



The Tomorrow of Gaming

Combating Global Warming

Scope

Ardona is a post-apocalyptic metaverse devastated by global warming where Pan-Arab Nations collaborate and battle for Oxygen to rebuild civilization.

Services

Brand Development
Product Design
Media Production

[Watch Film](#)



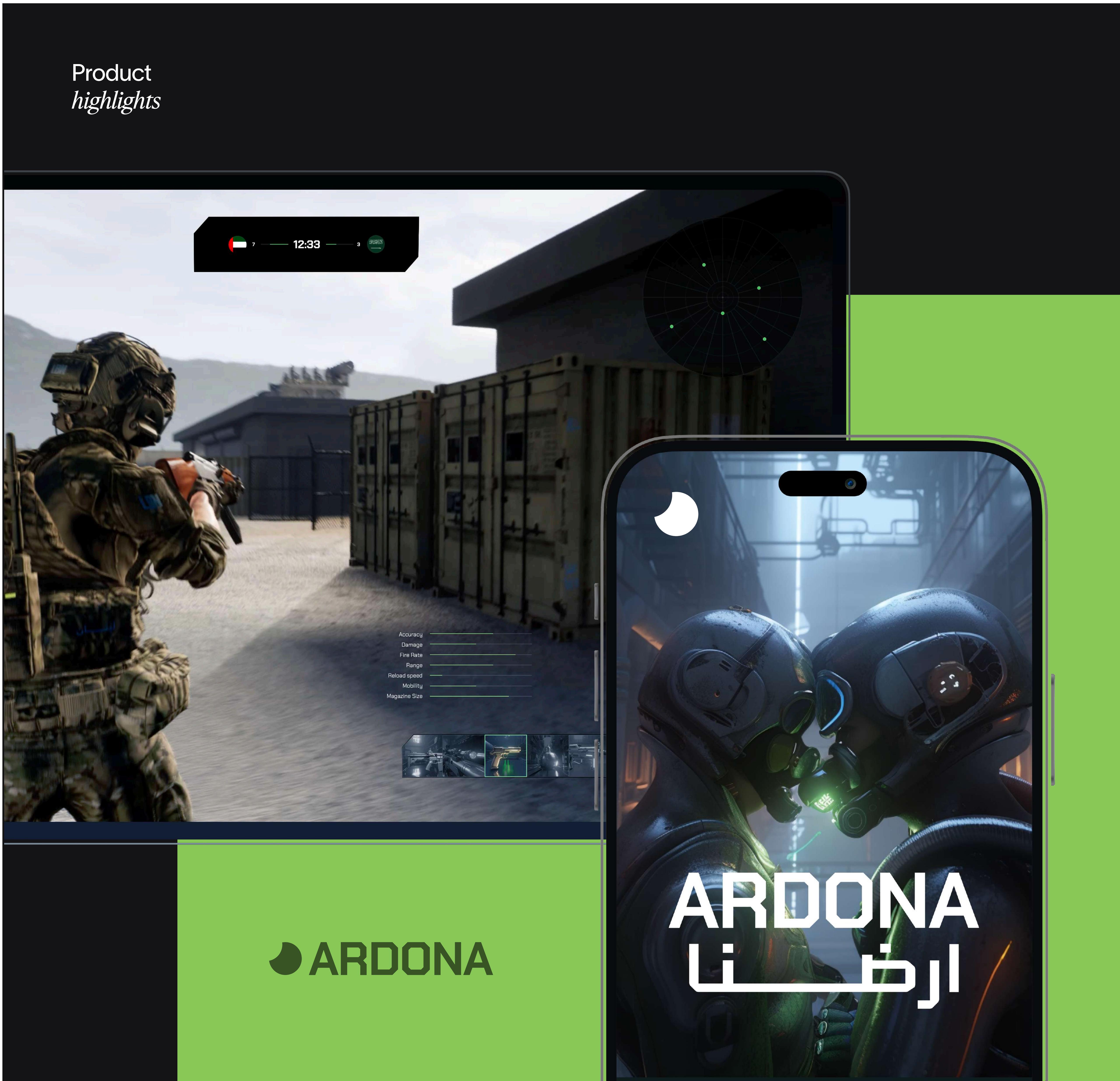
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[Visit Website](#)



**Product
highlights**



**Mental
Sustainability Education**

Encouraging players to comprehend core sustainability principles through strategic challenges, reflective decision-making, and conscious gameplay experiences.

**Emotional
Sustainability Inspiration**

Creating a narrative that surpasses traditional gaming, highlighting Ardon'a impact on players' environmental awareness and inspiring collective action against climate change.

**Behavioral
Sustainability Advocacy**

Cultivating active participation with targeted initiatives, influencing player behaviors positively, and nurturing a committed community around Ardon'a eco-conscious gaming vision.

جُوڑا جوڑا Juthoor



The Tomorrow of F&B

Modernizing Naturopathy

Scope

Juthoor, a wellness brand, aimed to modernize its image to appeal to a younger audience by developing a fresh brand strategy, trendy visual identity, and innovative packaging solutions.

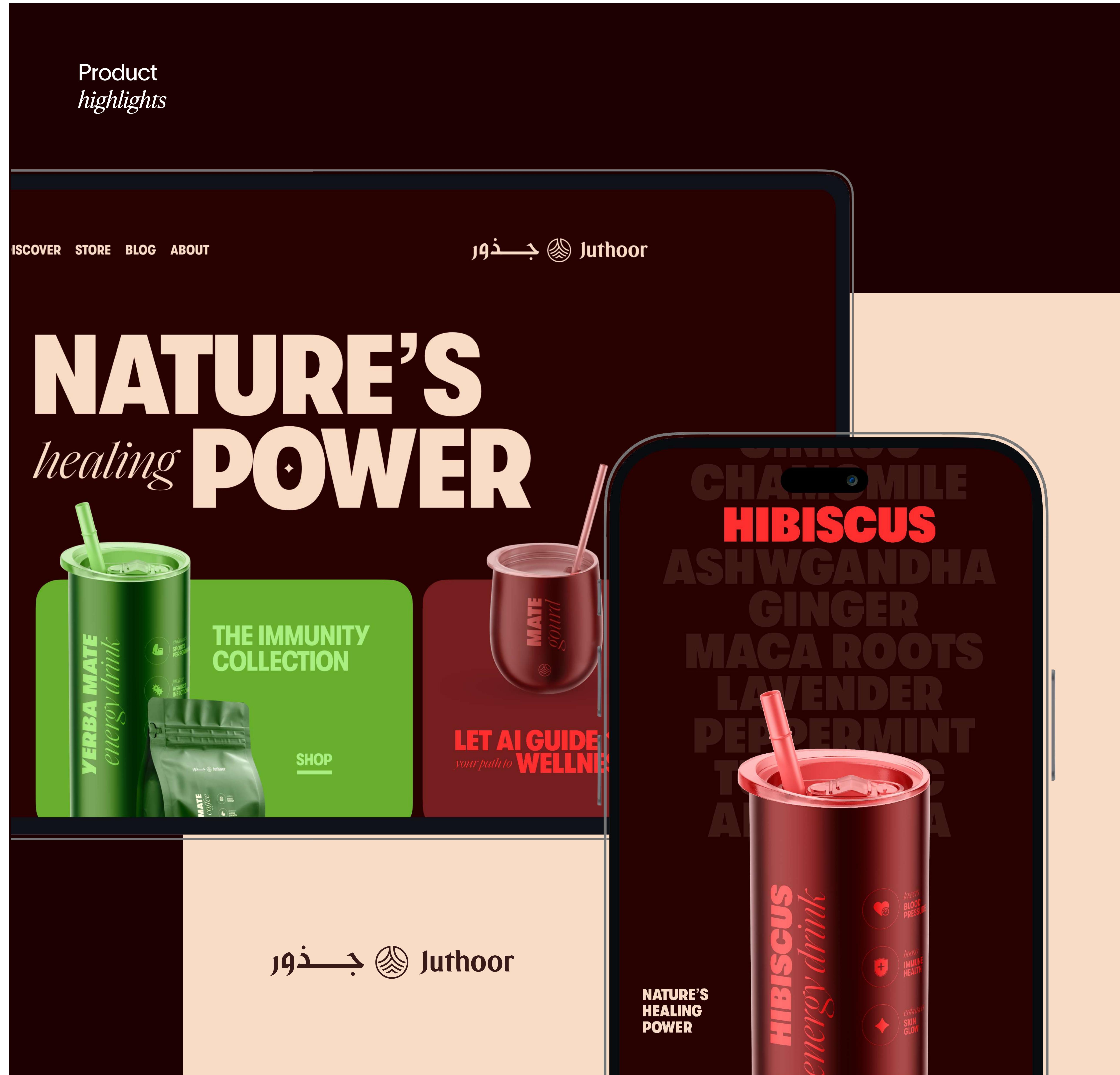
Services

Brand Development
Product Design
Media Production

[Watch Film](#) ➔

[Explore Case](#) ➔

Product
highlights



Mental *Educate About Naturopathy*

Crafting a brand that educates on the healing power of nature to address any health issue, guiding individuals away from dependency on synthetic drugs.

Emotional *Connect With Naturopathy*

Blending nature's healing power with modern wellness practices, modernizing ancient naturopathy to appeal to today's youth.

Behavioral *Adopt Naturopathy*

Promoting wellness as a trendy lifestyle choice, enticing individuals to embrace holistic well-being practices across body, mind, and soul.

BEIRUT



The Tomorrow of Fashion

Uniting Nation Around Purpose

Scope

Beirut aimed to target the global urban youth seeking a connection beyond fashion, drowning to a lifestyle reflecting resilience and style.

Services

Brand Development
Product Design
Media Production

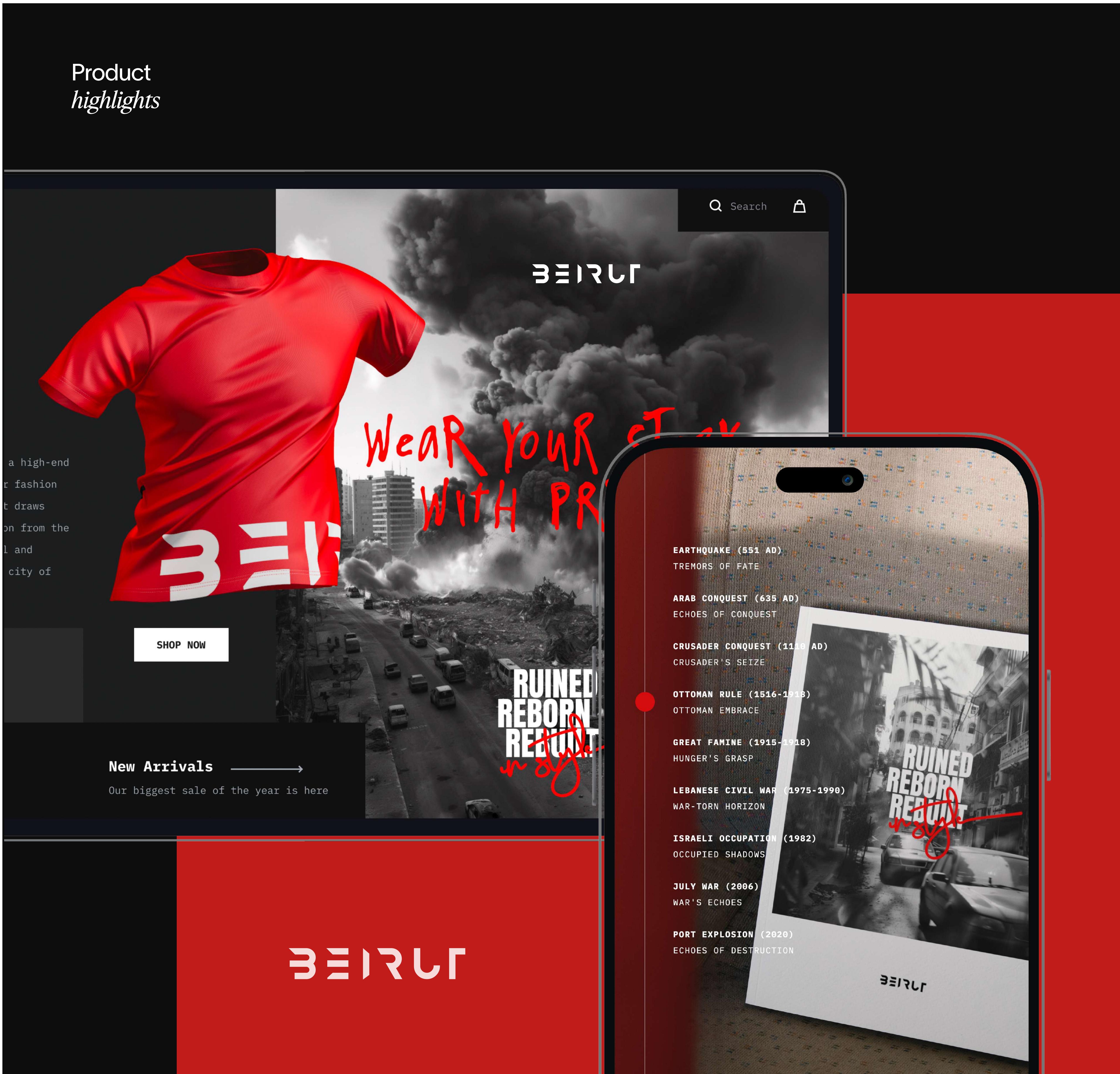
[Watch Film](#)



[Explore Case](#)



Product
highlights



Mental
Mindset of Resilience

Beirut Streetwear inspires a mindset of resilience, reminding us that identity emerges stronger through challenge.

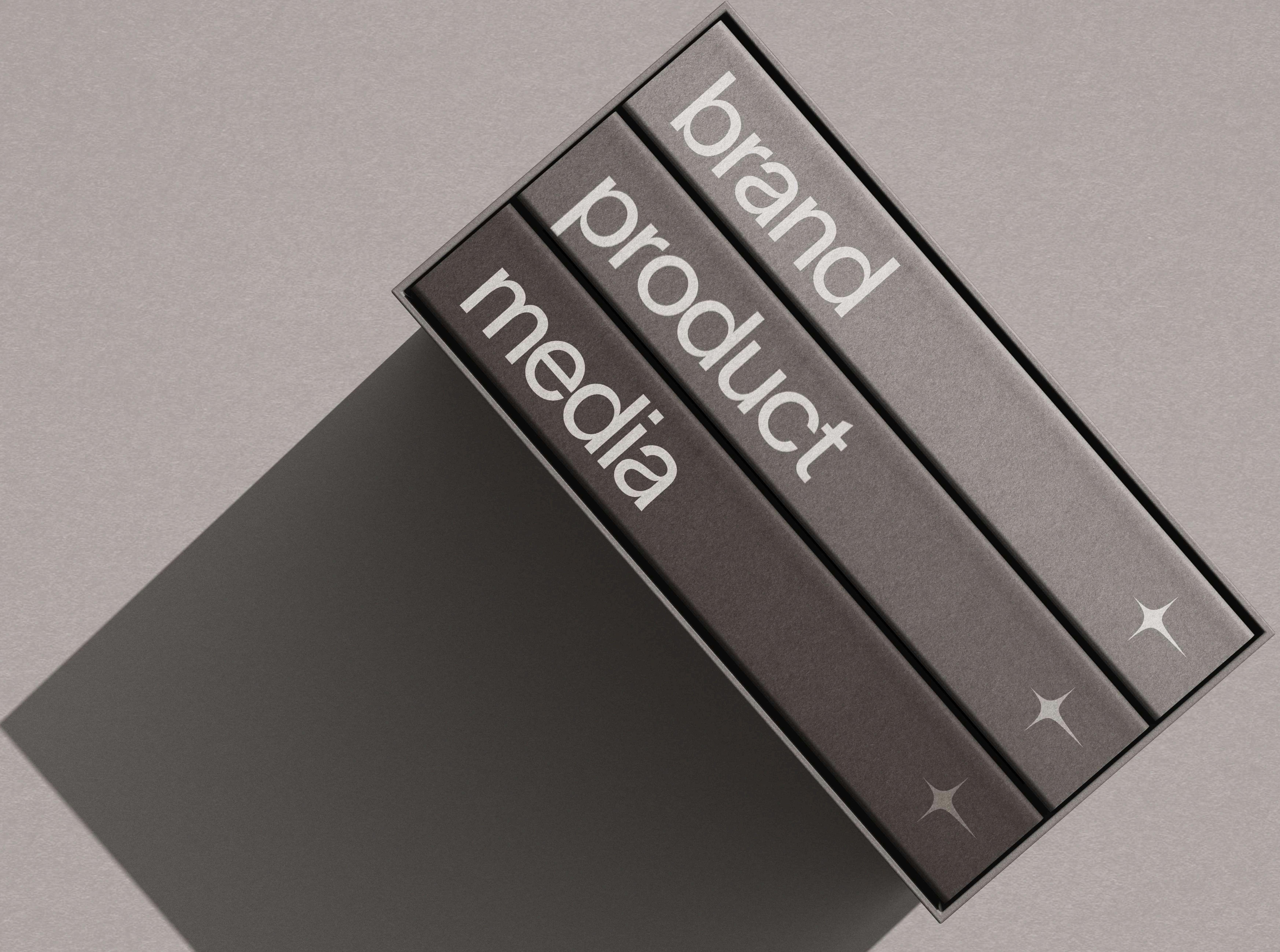
Emotional
Embrace the Spirit of Beirut

Wearing Beirut Streetwear evokes pride and emotional connection, symbolizing courage amidst adversity.

Behavioral
Wear Your Solidarity

Choosing Beirut Streetwear signifies a conscious act of solidarity, celebrating the cycle of overcoming and rebuilding with style.

Program



brand

product

media

Brand Development

Leveraging our signature Brand Development program, we will unify Sebastian & Wolf under a cohesive strategy, dynamic identity, diverse collateral and engaging content structured around clearly defined pillars—strengthening its leadership position, enhancing customer trust, and solidifying its market dominance within the Emirates' real estate brokerage sector

Brand Strategy ↴

Brand Identity ↴

Brand Collateral ↴

Brand Content ↴

Brand Strategy

Timeframe

2 Weeks



A strategic blueprint,
radiating from a unified brand to drive
market leadership

1 AUDIT &
ANALYSIS

3 BRAND
ARCHITECTURE

5 BRAND
NARRATIVE

2 RESEARCH &
BENCHMARKING

4 BRAND
POSITIONING

6 BRAND
CULTURE

Resources

Creative Director 10 Days

Brand Strategist 10 Days

AR / EN Copywriter 10 Days

Deliverables

Audit Report PDF

Research & Benchmarking Report PDF

Company Profile Book PDF

||

Brand Identity



Timeframe

2 Weeks

A cohesive design system
evolving with flexibility and consistency
across all touchpoints

1 VISUAL
IDENTITY

3 MOTION
IDENTITY

5 COLLATERAL
IDENTITY

2 VERBAL
IDENTITY

4 SOUND
IDENTITY

6 DRESS-CODE
IDENTITY

Resources

Creative Director 10 Days

Brand Designer 10 Days

Motion & Sound Designer 10 Days

Deliverables

Brand Identity Guidelines PDF

Brand Identity Assets EPS . AI

Brand Identity Management Online



Brand Collateral



Timeframe

2 Weeks

A comprehensive collateral system
ensuring clear, consistent, and unified
communication across all touchpoints

1 SOCIAL COLLATERAL

3 MERCHANDISE COLLATERAL

5 PROMOTIONAL COLLATERAL

2 PRINT COLLATERAL

4 ENVIRONMENTAL COLLATERAL

6 EVENT COLLATERAL

Resources

Creative Director 10 Days

Brand Designer 10 Days

AR / EN Copywriter 10 Days

Deliverables

Brand Collateral Guidelines PDF

Brand Collateral Assets EPS . AI

Brand Collateral Management Online

Brand Content

Timeframe

2 Weeks

Per Category

IV

Authentic and narrative storytelling
that engages, entertains, inspires
and convinces

1 SOCIAL
CONTENT

3 WEB
CONTENT

5 USER-GENERATED
CONTENT

2 VIDEO
CONTENT

4 IMMERSIVE
CONTENT

6 PODCASTING
CONTENT

Resources

Creative Director 10 Days

Brand Designer 10 Days

AR / EN Copywriter 10 Days

Deliverables

Brand Content Guidelines PDF

Brand Content Assets EPS . AI

Brand Content Management Online

Social

Innovation
Boulevard

Innovation
Boulevard

Inno
Be

Workshops

alignment *workshops*

Our Alignment Workshop focuses on unifying all key stakeholders, ensuring that everyone shares a clear understanding of the project's objectives, priorities, and expectations.

Through structured interviews and dialogue, we achieve consensus on direction and strategy, laying the foundation for seamless collaboration and progress.

ideation *workshops*

The Ideation Workshop is designed to spark creativity and generate innovative solutions. By fostering open discussions and brainstorming, we explore new concepts, challenge assumptions, and unlock fresh ideas.

This workshop helps us think beyond the conventional and identify unique opportunities for growth.

We build customized workshops to foster collaboration, clarity, and strategic alignment based on project scope.



educational *workshops*

Our Educational Workshop provides teams with the knowledge and tools needed to better understand specific challenges and opportunities.

Through expert-led sessions, participants gain valuable insights, learn best practices, and develop the skills necessary to make informed decisions and drive meaningful progress.

Feedback

initial feedback

In this session, we present multiple creative directions to gather your likes, dislikes, and preferences.

This helps us explore different ideas and ensures we align with your vision from the start by identifying what resonates and what needs to be refined.

refinement feedback

Our process thrives on iteration. After gathering your input, we make revisions and present refined versions for further feedback.

This back-and-forth cycle allows you to review, suggest, and refine until we achieve a result that fully resonates with you.



*We refine relentlessly—
no detail is too small,
no revision too many.*

final feedback

During the final feedback session, we make sure everything meets your specifications and is polished for delivery.

Once you're fully satisfied, we gather your formal sign-off to proceed with handover and implementation.

Delivery

final handover

We ensure a smooth and organized transfer of all phase deliverables, including any supporting documentation.

These assets are provided in various formats (e.g., high-resolution files, editable formats) to ensure compatibility and ease of use for your team across all platforms.

The handover is carefully structured, making sure everything is accessible and ready for implementation.

We ensure all deliverables are trackable, searchable, and organized through streamlined digital platform.



post-delivery support

Our support continues for one year post-delivery, during which we provide ongoing assistance to ensure smooth implementation.

This includes troubleshooting, answering queries, and liaising with third-party vendors or partners to guarantee seamless integration.

video walkthrough

Along with the final assets, we provide a detailed video walkthrough that explains the rationale behind each design choice, brand element, and strategic decision.

This allows your team and stakeholders to revisit the project's core objectives and understand how each component supports the overall brand vision.

We also schedule regular check-ins to ensure that everything is functioning optimally and address any emerging needs.

team structure

We operate between Dubai and Beirut with a small, top-tier team structure, free from the layers of management that stifle creativity

brand team

Responsible for shaping the brand development across visual, verbal and motion dimensions

Creative Director
Account Director

Brand Strategist
Lead Designer
Retoucher
2D/3D Animator
AR/EN Copywriter

product team

Focused on delivering a seamless user experience through design and technical development

Creative Director
Account Director

UX Strategist
UI Designer
Front End Developer
Backend End Developer
SEO / QA Specialist

media team

Handles video production and CGI, creating compelling media content from shooting to editing

Creative Director
Account Director

DOP & Photographer
Production Crew
VFX / CGI Specialist
Video Editor
Sound Designer



subscription *framework*

Shape your brand's journey exactly as you envision it

Our flexible subscription framework empowers you to create, refine, and evolve your brand chapters—breath by breath, selecting what matters most, when it matters most.

From 1 to 12 Months

USD 15,000 / Month*

-
- Customize your monthly subscription as needed
 - Flexible components selection
 - No minimum commitment
 - One-time payment
 - Automatically renews monthly
 - Freeze anytime

hybrid human experiences®

<http://thetomorrow.io>

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 Case Studies

 Conversations

 Publications

 Thought Leadership

 Culture