



Saturday

platform

Reel

FB / IG / TikTok

/ YouTube

Goal

Awareness
Engagement

	Voiceover	Text on Visual	Visuals	
Reel FB / IG / TikTok / YouTube	In the heart of Egypt's Western Desert lies a hidden gem : Siwa Oasis	Siwa Oasis	Aerial shots of the oasis surrounded by palm trees and desert	0 - 5
	Start your journey at Shali Fortress.. a mud-brick city that takes you back in time	Sali Fortress	Shots of the fortress ruins	5 - 10
	At the Salt Lakes, crystal-clear waters mirror the sky	Salt Lakes	People floating in turquoise lakes	10 - 15
	Don't miss Cleopatra's Spring.. a natural pool that refreshes the soul	Cleopatra's Spring	Visitors enjoying the spring	15 - 20
	The Mountain of the Dead.. an open-air museum of ancient tombs	Mountain of the Dead	Views of the mountain and Tombs	20 - 25

Caption

**In the middle of the desert
- Siwa Oasis gives you a
peace you won't find anywhere else.**

From Shali Fortress to the Salt Lakes, and from local markets to starry nights.

Haven't visit Siwa yet? Add it to your next adventure.

Voiceover	Text on Visual	Visuals	
Siwa is more than history.. it's the warmth of its people and local markets	Local life	Market scenes - dates - oils	25 - 30
And at night.. the desert sky comes alive with stars	Under the stars	Bedouin camp under starry sky	30 - 35
Siwa is where you experience Egypt through the eyes of an adventurer	Live Egypt through the eyes of an adventurer	Mixed scenes - desert - oasis - locals smiling	35 - 40
Discover the adventure with EgyVenture	EgyVenture (Logo)	Logo + upbeat music	40 - 45

platform

Static FB / IG

Goal

Awareness

TOV

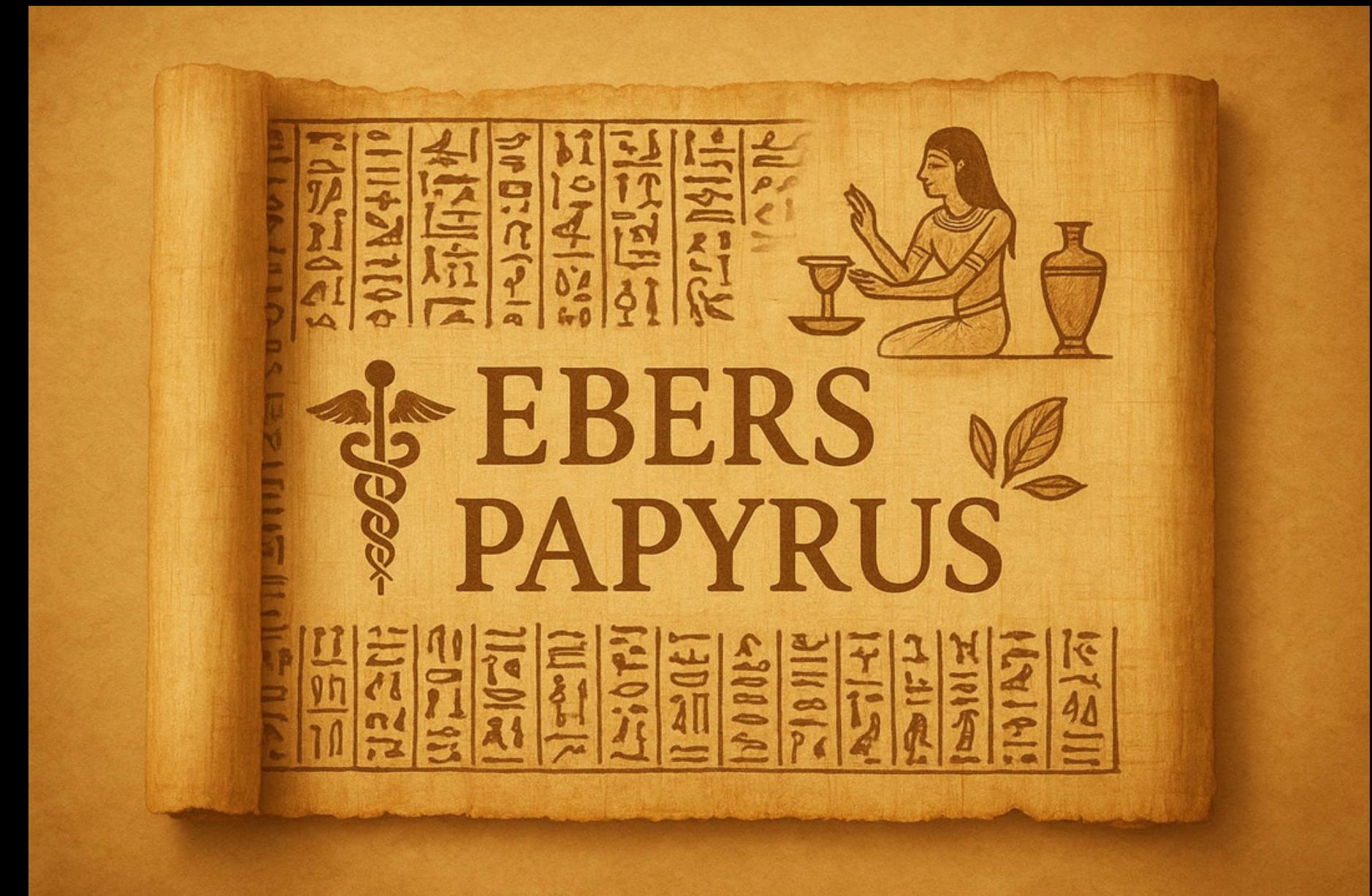
Unveiling Ancient Knowlodge

Visual descriptopn

رسم توضيحي بأسلوب برديه قديمة، خلفية
بلون بيج أو ذهبي مع كتابة هيروغليفية و
أدوات طب قديمة (أعشاب ، أوعية ، رموز
فرعونية مرتبطة بالطب)

Education

Sunday



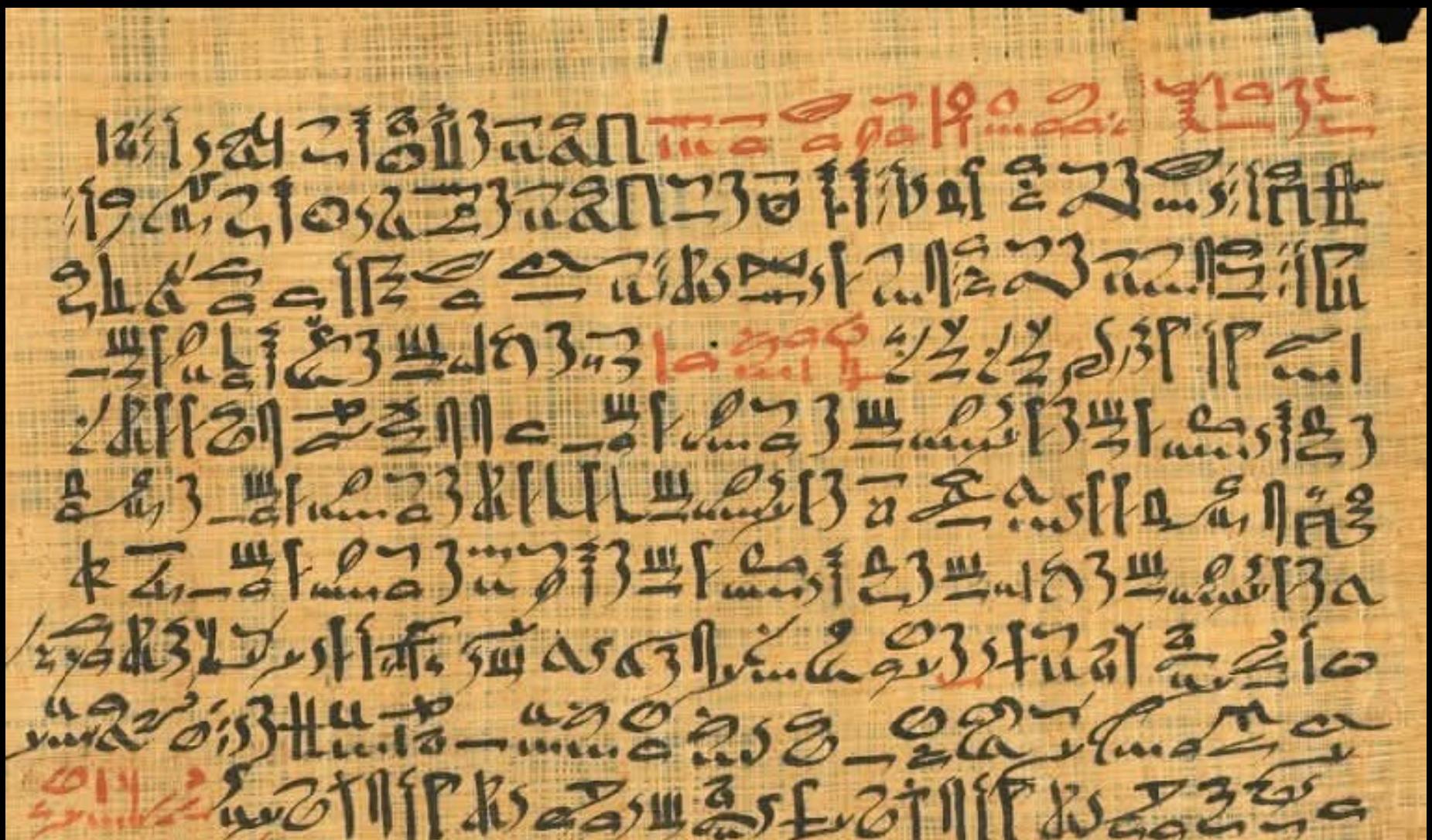
Caption

Did you know?

The Ebers Papyrus (1550 BC) is one of the world's oldest medical texts.

It includes more than 700 remedies for diseases, showing how advanced Ancient Egyptian medicine was.

From herbs to surgical practices, this papyrus proves that Egypt was a pioneer in healthcare thousands of years ago!



Journey Through Time

platform

Static FB / IG

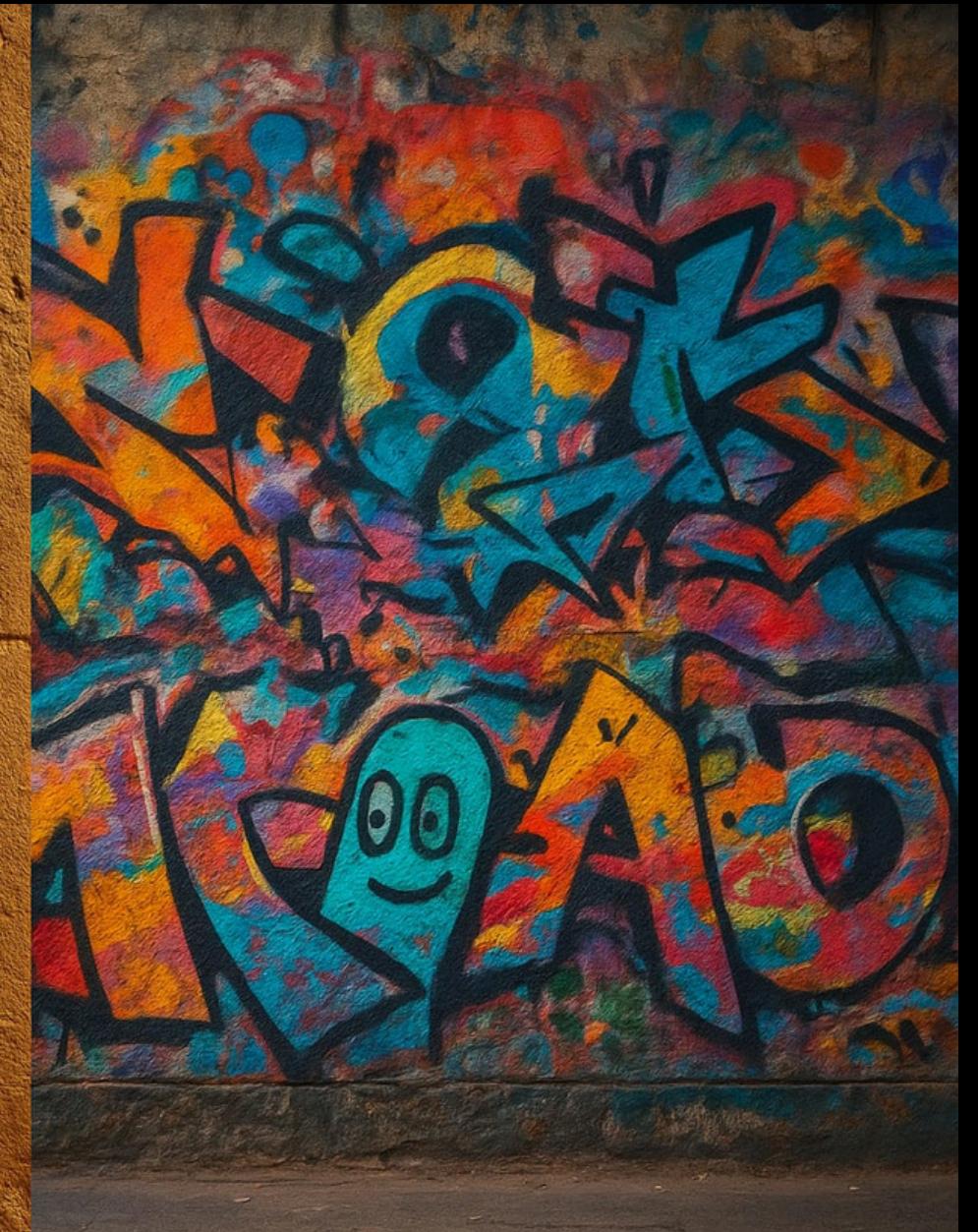
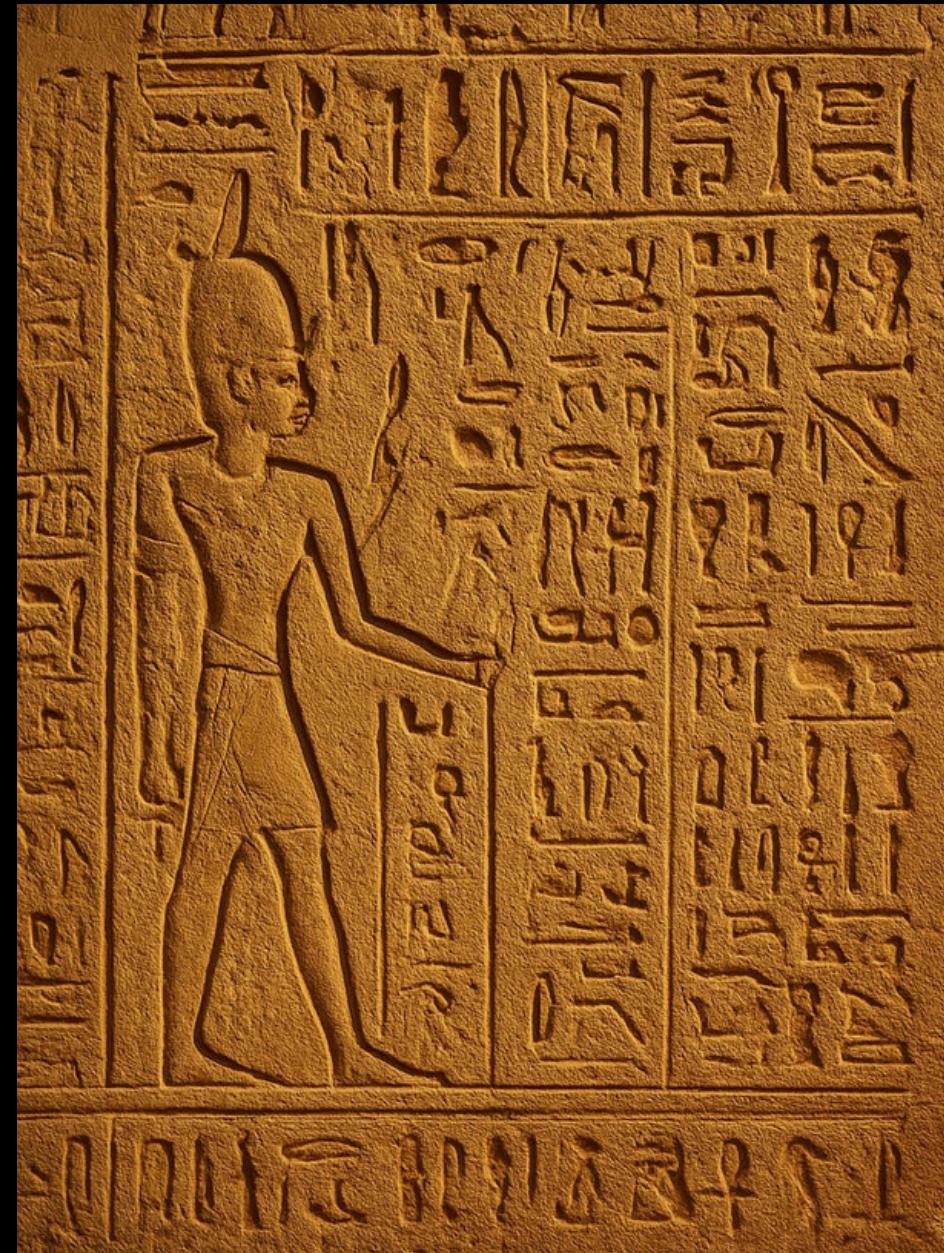
Goal

Awareness
Engagement

TOV

Storytelling
Connecting Past & Present

Monday



Visual descriptopn



صورة مقسومة نصين :(split design)

- نص فيه جدار فرعوني قديم عليه نقوش/ هيروغليفية.
- نص فيه حائط عصري برسمة Graffiti ملونة.
- Mood يوصل فكرة: "الإنسان دائمًا يحب يسبب أثره على الجدران" من آلاف السنين لحد دلوقتي.

Caption

Journey Through Time...

Thousands of years ago, Ancient Egyptians carved their stories and beliefs into stone walls , creating the world's first "street art."

Today, the same human instinct lives on through colorful graffiti and wall art in our modern cities.

From hieroglyphs to graffiti, one thing never changed: people have always wanted to leave their mark for the world to see.

Tuesday	Voiceover	Text on Visual	Visuals	
platform	Welcome to Egypt in Colors	Egypt in colors	كتابة على خلفية بسيطة	0 - 3
Reel	Yellow - The color of history and civilization	yellow - visuals	لقطات للأهرامات - المعابد - النقوش الفرعونية	3 - 7
FB / IG / TikTok / YouTube	Blue - The color of the nile, life flowing for thousands of years	Blue - Nile	فيديو / صور ل : النيل - حاوكة - غروب	7 - 11
Goal	Beige - The desert's endless sands and adventures	Beige - Desert	سفاري - جبال - كثبان رملية	11 - 15
Awareness Engagement	Green - Nature , oasis, and the spirit of life	Green - Natural	وحات - نخيل - مناظر طبيعية	15 - 19

Caption

**Egypt in colors : Every shade
tells a story**

Yellow : History and civilization

Blue : The Nile's endless flow

Beige :The desert timeliss
beauty

Green : Nature and Life

**Which color makes you feel
Egypt the most ?**

Tell us in the comments

Voiceover	Text on Visual	Visuals	
Together they create the colors of Egypt	The Colors of Egypt	بين كل الألوان بشكل سريع	19 - 23
Which Color is your favorite		Ending: Logo + Call to action (follow for more)	23 - 30

Hidden Gems

platform

Static FB / IG

Goal

Awareness

TOV

Magical escape
Nature's Hidden Secret

Wednesday



Caption

Tucked away in the mountains of Sinai lies a hidden paradise...

Wadi El Weshwash is a secret natural pool with crystal-clear turquoise water, surrounded by rocky cliffs.

To reach it, you hike through breathtaking desert landscapes and when you finally arrive, the cool water feels like magic after the journey.

Wadi El Weshwashy is not just a hidden gem, but also a reminder of Egypt's untouched natural beauty waiting to be discovered.



Thursday

platform

Reel

FB / IG / TikTok /
YouTube

Goal

Awareness

	On-screen Text	Visuals	Time
	Ever imagined snorkeling and snow in the same trip ? Welcome to Egypt	Quick cut : Split-screen <ul style="list-style-type: none">Left side : snorkeling in crystal clear waterRight side : snowy mountains	0 - 3
	Start with Taba's magical coast	Wide shot of Taba sea, snorkeling with colorful fish	3 - 7
	Camp under the stars at Ras shaitan	Night sky, bonfire, tents, people chilling	7 - 11
	Discover Wadi El-Weshwash	Hidden Pool between mountains, Tourists swimming	11 - 15
	Hike mount Sinai under the stars	People hiking with flashlights under the stars	15 - 20

Caption

Ever thought you could snorkel in the Red Sea and watch the sunrise over snowy mountains --- all in one Trip ?

From Taba's coast, to Ras Shaitan starry nights, to hiking mountain Sinai and catching the breathtaking sunrise at Saint Catherine ---This is the adventure you will never forget.
Save the Reel for your next Egypt trip .

On-screen Text	Visuals	Time
Catch the sunrise at Catherine	Breathing sunrise, Snowy peaks, people watching in awe	20 - 27
One trip, endless memories. Welcome to Egypt	Montage recap: Snorkeling, bonfire, hike, sunrise	27 - 30

Friday

Face of Egypt

platform

Story FB / IG

Goal

Engagement

Visual Description

شارع نوبى ملون قدام بيوت تقليدية ،
ناس لابسين لبس نوبى + أجواء موسيقية



Caption

“Colors, music, traditions --- the Nubian spirit lives on”

Poll

“What attracts you most about Nubian ?”

- Colors
- Music



Saturday

platform

Reel

FB / IG / TikTok /
YouTube

Goal

Awareness
Engagement

Voiceover	Text on Visual	Visuals	
من قلب التاريخ... الأقصر وأسوان يسافروا بين الماضي والحاضر	Luxor & Aswan - Timeless Egypt	لقطة جوية لنهر النيل مع المعابد على الجانبين	0 - 5
الأقصر مدينة المئه باب... كل جر يذكرى أسطورة	Luxor : The city of a hundred gates	معبد الكرنك أو وادى الملوك	5 - 10
أما أسوان.. سحر النوبة ، ألوان البيوت المبهجة، وموسيقى بتسرق القلب، وحكايات اهلها اللي بتتقال لحد النهاردة	Aswan : Colors of Nubia	مشهد بيوت نوبية ملونة + لقطة لفرقة نوبية صغيرة بتعزف مع ناس بيصقفا أو بيقرعوا مع ابتسامة حد من أهل النوبة كأنها بتمثل الحكايات اللي لسه عايشه	10 - 15
بين المعابد العظيمة والناس البسيطة ... هنا بتعيش القصة	Where heritage meets Life	تفاعل مع أهل النوبة او السوق الشرقي	15 - 20
عيش مصر بعيون المستكشفين	See Egypt like an adventurer + Logo	غروب الشمس خلف معبد فيلة أو مشهد النجوم فوق النيل ، مع اللوجو في النهاية	20 - 25

Caption

From temples that whisper history, to the Nile that carries life, and the vibrant streets of Aswan... every corner has a story to tell.

Tell us: If you could visit now, which experience would you start with?

- Walking through Luxor's temples
- Sailing on the Nile
- Exploring Aswan's colorful markets

Saturday

platform

Story FB / IG

Goal

Engagement

Story Text

"Would you explore Gara Cave?"

Poll :

- Yes, adventure awaits!
- Maybe... it looks mysterious



platform

Static FB / IG

Goal

Awareness

Engagement

TOV

Adventurous

Secret-revealing

Visual descriptopn

صورة/رسم واقعى داخل الكهف جدران من الحجر الجيرى بألوان دافئة ، مع اضاءة طبيعية داخلة من فاتحة صغيرة من فوق، يبان الطابع السحرى وكأنه مكان من ألف ليلة وليلة

Sunday



Caption

Deep in Egypt's Western desert lies Al Gara Cave

a hidden wonder formed thousands of years ago... its limestone walls tell stories of nature's art, untouched by time.

Would you dare to explore this underground secret?



Journey Through Time

platform

Static FB / IG

Goal

Engagement

TOV

Inspiring

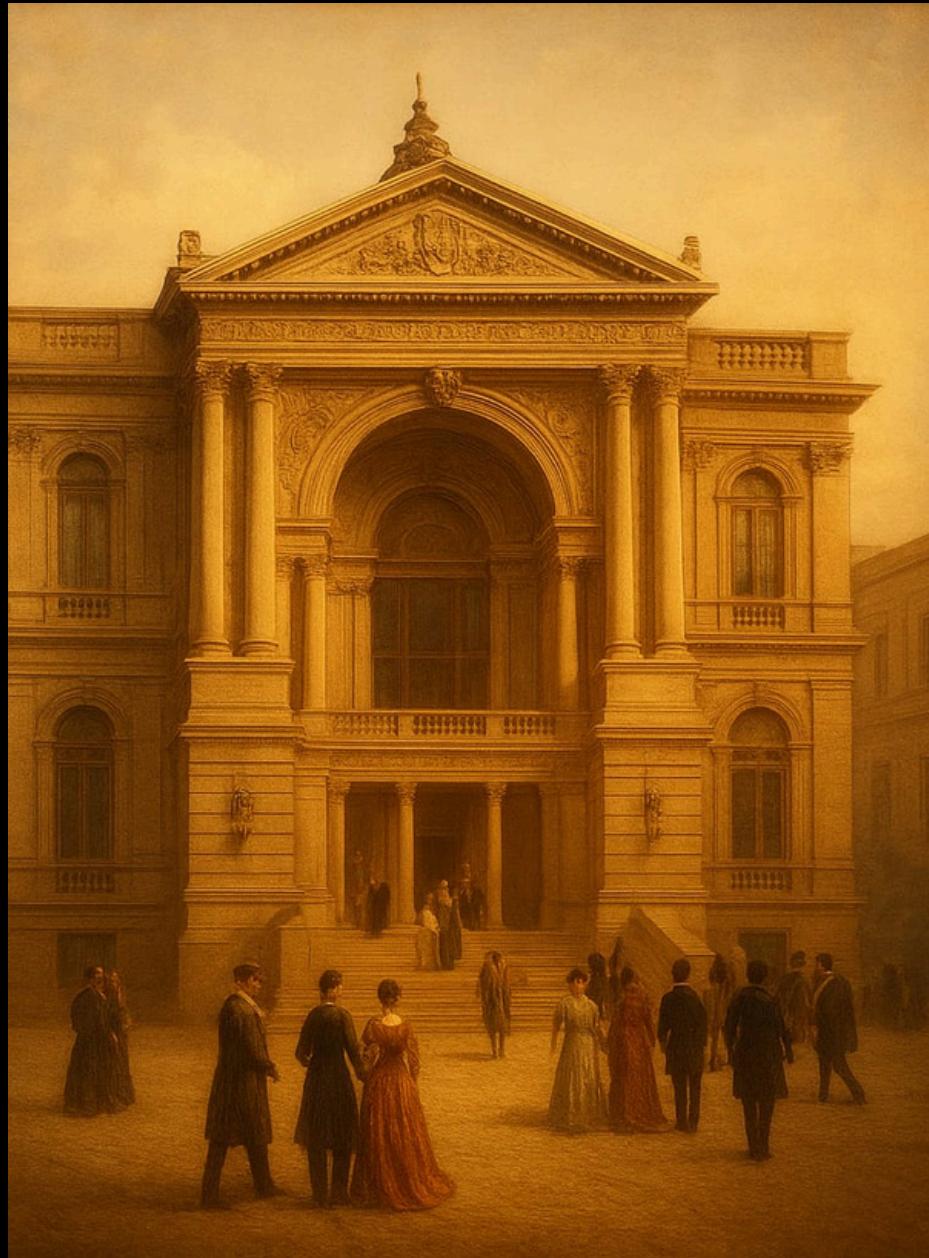
Culture (connecting past & presnt)

Visual descriptopn

صورة مقسومة نصين :

النصف الأول : دار الأوبرا الخديوية القديمة ، أجواء القرن الـ19، إضاءة دافئة قديمة.

النصف الثاني : دار الأوبرا المصرية الحديثة، إضاءة ليلية، لمسات معمارية عصرية، ناس داخلة أو خارجة لعرض موسيقى



Caption

From the grandeur of Khedivial Opera House in the 19th Century.. to today's Egyptian Opera House--- The stage of timeless art and music. A journey through time, where culture never fades .

CTA :

- **Which one would you love to attend... the past & the present?**



Tuesday

platform

Story FB / IG

Goal

Engagement

Story Text

**“Something mysterious from Ancient Egypt
is waiting for you tomorrow..”**

Poll : “ Can you guess the secret?”

- Mummies
- Hidden treasures

Something mysterious
from Ancient Egypt



is waiting for you tomorrow...

Tuesday

platform

Reel

FB / IG / TikTok /
YouTube

Goal

Awareness
Engagement

	Voiceover	Text on Visual	Visuals	Time
	If you come to Egypt just to see places.. you will miss the real adventure	Unmissable Experiences	Fast cuts (Sea / Desert / food)	0 - 4
	Dive into the Red Sea and discover another world	Diving	Diver underwater	4 - 8
	Go on a desert safari.. by 4 x 4 or came	Safari Adventure	Jeep in the sand dunes	8 - 12
	Sail a Felucca on the Nile at sunset	Nile Felucca	Boat on the Nile	12 - 16
	Taste Koshary or feteer.. the real flavors of Egypt	Egyptian Food	Egyptian dishes	16 - 20
	Feel the vibes of Nubian music and dance	Nubian Vibes	People dancing / Playing music	20 - 25

Caption

Voiceover	Text on Visual	Visuals	Time
Egypt isn't just history - it's an experience	Experience Egypt	Fast montage of all experiences	25 - 30
Live the adventure with EgyVenture	EgyVenture	Logo	30 - 35

Egypt isn't just about places - it's about experiences.
From diving to desert safaris, from the Nile to Egyptian food

Who would you share these adventures with?

platform

Static FB / IG

Goal

Awareness

TOV

Exploring secrets

Visual description

قاعة في متحف التحنيط تضم مومياوات و توابيت فرعونية ، محاطة بقطع جنائزية وأدوات التحنيط القديمة تحت إضاءة دافئة

Hidden Gems

Wednesday



Caption 1

Dim lights, timeless treasures, and ancient
Egyptians secrets whispering

Where mortality meets eternity at the
Mummification Museum in Luxor

Caption 2

Hidden along the Nile in luxor lies a
musuem unlike any other

The Mummification Musuem reveals the ancient
secrets of preserving life after death

From tools used by priests to real mummies,
every corner tells the story of Egypt's timeless
journey to eternity

Thursday

platform

Reel

FB / IG / TikTok /
YouTube

Goal

Awareness

	Voiceover	Text on Visual	Visuals	Time
Thursday	Looking for a hidden paradise on the Red Sea	Dahab.. every traveler's Dream	Panorama of sea + Mountains	0 - 4
	One of the world's top diving spot	Blue Hole	Driver with colar reef	4 - 8
	Surfing and Kite surfing endless adventure	Surf & Kite Surf scene	Surf / Kite Surf scene	8 - 12
	A camel ride by the sea at sunset	Camel Ride at sunset	Camels walking along the beach with mountains behind	12 - 16
	Dahab's Bazaar - colors, crafts, and laughter in every corner	Dahab Bazaar	Colorful market streets with handicrafts, lights, and people enjoying the evening vibes	16 - 20

Caption

In Dahab the sea embraces you,
and the coral reefs take you to
another world

From adventures above the waves
and underwater to a camel ride by
beach at sunset Through the colors
of bazaar and laughter of its
people, with music and stars at
night

Voiceover	Text on Visual	Visuals	Time
At night.. music and stars create the perfect vibes	Dahab Nights	Badouin-style café with live music, people enjoying, and starry skies above	20 - 24
Discover Dahab with EgyVenture	EgyVenture	Logo + sea sunset	24 - 28

Dahab isn't just a destination.. Dahab is a feeling

Friday

platform

Reel

FB / IG / TikTok

Goal

Awareness

Engagement

	Voiceover	Text on Visual	Visuals	Time
	Egypt isn't just about places it's in the faces of its people	Faces of Egypt	Quick shot of fisherman- diver- Bedouin	0 - 4
	A fisherman making his living from the sea	Fisherman	Pulling fishing nets	4 - 8
	A diver exploring another world underwater	Diver	Diver with coral reef	8 - 12
	A Bedouin serving coffee in the desert	Bedouin Life	Campfire or coffee pot	12 - 16
	A craftsman carving heritage with his hands	Craftsman	Handicrafts close-up	16 - 20

Caption

Voiceover	Text on Visual	Visuals	Time
The real Egypt lives in their eyes	The Real Egypt	Close-ups of smiling faces	20 - 25
Feel Egypt's soul with EgyVenture	EgyVenture	Logo + collage of all faces	25 - 30

The Real Egypt isn't in the stones, it's in the eyes of its people.
Every face tells a story, every look reflects a whole nation.
Which do you think shows the true spirit of Egypt?