**Featured Projects**

1. video hear the world (short films folder)

raw final Preview

**Slogan Announcement – International conference about cochlear implant**

After creating the opening ceremony's slogan I had to think of a way to show it..  
The whole concept here exists in collecting the world's best sounds and mixing them all together  
Fayrouz's voice - rain drops - wind sound - child's laugh - sea waves - birds singing and other :)  
Creative by me.

1. P & G folder

3 (2)

**Ja wagty**

Team worked on this project:  
Eugiene Medhat, Merna Zahran, Mohammed Amer, Mohamed Rady and Heidi Younis.

1. Bioderma Video

Al Dawaa - Like U There

**Ka2anak Honak**

A script written by me for Bioderma – Biotech Gulf

4- abo zeid (make them campaign)

make them tasty 3

make them hot 2

makeit curvy 7

make it rough

**Make them | Abozeid beauty clinics**

**​**

Make them campaign for plastic surgeries   
Targeting Adults & gown up ladies

5- Etoile

تورتة-الضحك

KbeerElKonafa

Sample of my works for one of my favorite clients, Etoile Patisserie.

6- Immuguard

HulkHEX (1)

**شهر بتسعين يوم مناعة**

Immuguard is represented in superheroes, as superheroes are absolutely a topic of interest their tales of fantastic teams and powerful individuals have found a way to connect with audiences of all age groups.

3 posts with three different super powers, they’re all fighting against coronavirus all on their own way

First superpower is speed and reaction time superior represented in captain America and his weapon "The shield" and here's how Immuguard is super-efficient in such a short time

Second superpower is strength represented in The Hulk as Immuguagrd will make you strong enough to stand against the virus.

Third Superpower is spider alert which is the stronger senses represented in spiderman and here we talk about how immuguard is super sensitive towards any foreign bodies that may attack on your system

7- Crystal

اللي يحضر العجينه مايعرفش يصرفها

###### حكم شهية – سمنة كريستال - 2015

###### ​

Hekam Shahia is a campaign made for Crystal Ghee Arabia Facebook Page targeting **B & C** class

8- Daily medical info

(kan hona) link

**كان هنا – اليوم العالمي للسرطان**

The most personal is the most creative” said Bong Joon. Through this campaign, we focused on emotions. It wasn’t easy to integrate our minds & feelings to effectively come out with that work.

Team worked on this:

Merna Zahran, Eugiene Medhat, Mohamed Amer, Mohamed Radi, and Heidi Younis.

9- ka2nak honak (aldawaa folder)

Eiffel tower

**كأنك هناك – صيف 2020**

After a tough summer this year let’s give the audience the chance to enjoy their summer in quarantine using some of our products that will give them the same feeling of a good summer abroad.  
Client: Aldawaa Pharmacies in Saudi Arabia.

Creative by Eugiene Medhat

Team worked on this project: Mohamed Rady, Mohamed Amer, Merna Zahran and Heidi Younis.

10- Innovato company profile

السلايد التانية بتاعت صورة محمد بن راشد

**Innovato – Creative Company Profile**

How Hard is it to replace “mission, vision, who we are and what we do” that we read all the time in all company profiles, with some other creative titles to catch the reader’s eyes?

Have a look at this company profile and find out!

**See More Projects page**

1. **Jathwa video - jathwa folder**

**Jathwa – Data analytics**

**Idea and script by Heidi Younis**

1. **P & G Folder (All photos)**

**Ja wagty**

Instagram threads.

Team worked on this project:  
Eugiene Medhat, Merna Zahran, Mohammed Amer, Mohamed Rady and Heidi Younis.

1. **Immuguard (All Photos)**

**شهر بتسعين يوم مناعة**

Immuguard is represented in superheroes, as superheroes are absolutely a topic of interest their tales of fantastic teams and powerful individuals have found a way to connect with audiences of all age groups.

3 posts with three different super powers, they’re all fighting against coronavirus all on their own way

First superpower is speed and reaction time superior represented in captain America and his weapon "The shield" and here's how Immuguard is super-efficient in such a short time

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1. **Daily medical info - kan hona (All photos)**

**كان هنا – اليوم العالمي للسرطان**

The most personal is the most creative” said Bong Joon. Through this campaign, we focused on emotions. It wasn’t easy to integrate our minds & feelings to effectively come out with that work.

Team worked on this:

Merna Zahran, Eugiene Medhat, Mohamed Amer, Mohamed Radi, and Heidi Younis.

1. **Aldawaa – ka2anak honak (All photos)**

**كأنك هناك – صيف 2020**

After a tough summer this year let’s give the audience the chance to enjoy their summer in quarantine using some of our products that will give them the same feeling of a good summer abroad.  
Client: Aldawaa Pharmacies in Saudi Arabia.

Creative by Eugiene Medhat

Team worked on this project: Mohamed Rady, Mohamed Amer, Merna Zahran and Heidi Younis.

1. **Etoile**

كله ما عدا الصورتين اللي استخدمناهم في الهوم وصورة كنافة بالكبدة

Some of my works for one of my favorite clients, Etoile Patisserie.

**7 - Viral Ads**

\* كبريهم - فولدر ابو زيد

كبريهم2 (2)

###### [Breast augmentation](https://www.mayoclinic.org/tests-procedures/breast-augmentation/about/pac-20393178) | كبريهم​ - 2018

This campaign resulted in over 6000 comments and reached millions with no paid ads.

Why challenging?   
Facebook disapproves any kind of Adverts that promote adult products or services (whether in content or visuals) So I had to create a slogan that is VERY direct & clear to the audience but not clear to Facebook policies and here we go!

\* كنافة بالكبدة - فولدر ايتوال

جديد

Kebda April

**كبدة ابريل – ايتوال**

April fools’ day campaign

Went viral as people seriously believed it   
The thing that made newspapers write about this post.

\* Home alone 2020 - فولدر انيفييتو

Home alone 2020

**Home Alone 2020 – Christmas campaign**

How social media would affect Home Alone if it happened in 2020?

Creative by Heidi Younis, written by Eugiene Medhat

**8- Script writing (Short films)**

كله ما عدا raw final Preview لأننا حاطينه في الهوم

**WIX**

**9- Aldawaa - فوازير رمضان**

1st Fawazeer

**Nostalgia Fawazeer - Ramadan 2020**

**10- Vital - Bperfect - Haggar - Kadah - Nouh - Ear Care Center - Abozeid**

Vital: link to 1 photo

Bperfect: link to 1 photo

Haggar: link to 2 photos

Kadah:

4-حجات-تتعمل-ب-250-جنيه-copy

اتصورى-من-غير-فيليتر

الماكنه-للرجاله-وبس!

الكونسيلر-مش-الحل!-copy

اوصفى-بشرتك

عرض-المكتئبين

كفاية-سيشوار

عيادة-قدح-بتحارب-الملل

السيلوليت-مينفعش-ع-البحر

Nouh:

اشاعة-ولا-حقيقة

اشاعه-ولا-حقيقة (2)

الخلطة-السحرية

الفن-في-درجة-الحقن

إنتى-مش-باندا-03

حلها-ف-نص-ساعه

منطقة-البكينى-ب-250-بس-02

مين-بيعمل-كدا

Ear care center

Ear care Pregnant

السماعة-مش-عيب!

تعملى-اي-درجة-الحرارة

تعملي-ايه-صعوبة-التخاطب

جمع-النقاط

دقايق-هايفرقوا-في-حياة-طفلك-كتير

كشف--السمع-03

ازاى-تختار-السمماعه

Abozeid folder

IN ONE HOUR2

77

we loove

**11 - الفاكتوري - exhibition factory فولدر**

الصورتين اللي جوه الفولدر

###### El Factory ​

A campaign made for a full production house targeting small business owners

**12 - احنا اربعة مش واحد - blue sky events folder**

Conference-Tourism

Digital-Marketing

Event-Management

Exhibition-Building---Production-House

facebook—cover

facebook--cover-22

###### Arb3a msh wahed​

Christmas announcement - Blue sky events

**13 – Lens me folder**

الصورة والفيديو اللي جوه

**14 - contests – فولدر other**

fly-to-athens

mother day

ORL MILITARY

win a room

win a room 55

win-a-ticket!-02

Picture it to win it

Wahba’s awards 3

كده فاضل خمن تكسب وتوقع النتيجة من فضلك خدهم من على wix

###### Different contest ideas for different clients

###### ​Please Click on links attached to photos to see the results of each campaign.

**15- Teasers**

دي محتواها في فولدرات كتير فا الاسهل تاخدهم من على wix برضو

###### Teasing Campaigns

Please Click on links attached to photos to see the results of each campaign.

**16- Copywriting**

innovato company profile +

<https://bee9c884-1e12-4a46-a8ae-21485ad91c19.filesusr.com/ugd/28b40a_334dbc524de5400cb632cec33ddba2f4.pdf>

+

<https://bee9c884-1e12-4a46-a8ae-21485ad91c19.filesusr.com/ugd/28b40a_ccefd826e90f4d518739079d3826aca6.pdf>

###### Presentations | Proposals | Company Profiles | Quotations | Websites & Blogs | Online & Offline ads | Brand names | Slogans

###### ​

FEW Samples of written material by Heidi Younis - Including slogans & branding