



Tanta University
Faculty of commerce
BIS Program



Imaginova

Unlocking The Power Of Creativity

Submitted by

Mohammed Mahmoud Elsaadany

Mariam Gamal Aboshady

Asmaa Tarek Eldahrawy

Nouran Ebrahim Abdelgaffar

Fatma Mohamed Othman

Supervised by

Dr. Maha Mohamed Adel Ebeid

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Introduction:

We are a group of marketing enthusiasts who want to leave their mark on Egypt's marketing industry. We are passionate about introducing more creative agencies to our community and bringing our own interests into the work. Our purpose is to make sure everything we do be authentic by blending our personal passion with the company's goals. We are all about creating a space where creativity can thrive without any limits. if you are ready to embark on a journey where creativity knows no bounds and the only limit is your imagination, then join us as we redefine the art of marketing in the land of the Pharaohs. Welcome to **Imaginova**, where the magic of Egypt meets the marvels of modern creativity.

Objectives:

Our project aims to establish an online-based creative agency that caters to businesses at every stage of their journey, whether they're just starting out, facing challenges, or striving to elevate their brand. With a diverse range of services tailored to address both basic and advanced business needs, we're committed to providing comprehensive solutions that empower our clients to grow in today's competitive landscape. Additionally, we recognize the importance of fostering a healthy work environment, which is why we offer distinct social services aim to enhance the performance and the well-being of the employees. Furthermore, in alignment with our commitment to sustainability and environmental responsibility, we are dedicated to implementing eco-friendly practices throughout our operations, promoting a "go green" mindset that extends to our clients and partners. By integrating environmentally conscious strategies into our services and operations, we strive to contribute positively to our planet while empowering businesses to achieve their goals.



IMAGINOVA

unlocking the power of creativity

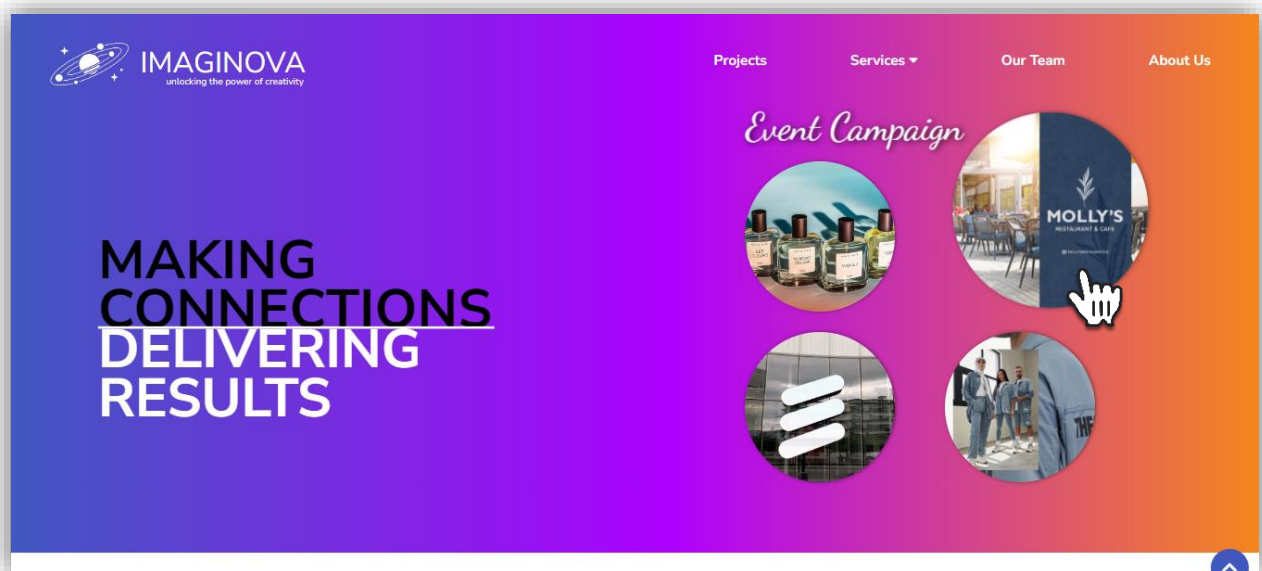
1 Home Page

The home page contains 3 parts:

Part 1: It shows our work highlights, a few examples of our projects.

Part 2: It provides a brief description of our company.

Part 3: It shows our sponsors logos.





IMAGINOVA
unlocking the power of creativity

Projects

Services ▾

Our Team

About Us

MAKING CONNECTIONS DELIVERING RESULTS



What We Do

We are a collaborative hub of creative minds, dedicated to crafting compelling stories and memorable brand experiences.

TRUSTED BY LEADING BRANDS



OPIO

Jellavu

AWAREID

exceeders

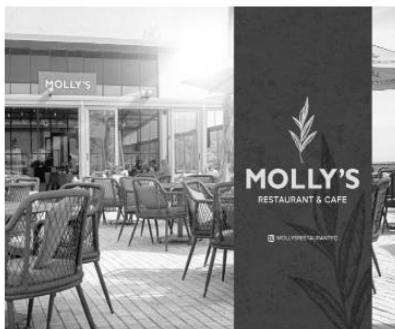


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2 Projects

On the projects page, you will find the brands with whom we have collaborated and to whom we have provided our services. Below each brand, the type of service offered is mentioned.



Molly's - SEO Marketing



The Giving Movement - Outsourcing



1/2 M - Brand Identity



Raw African - Event Planning



Mama's - Digital Marketing



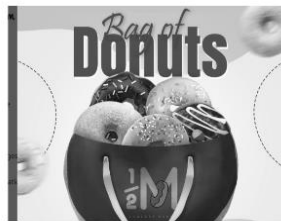
Ericsson - Financing



Molly's - SEO Marketing



The Giving Movement - Outsourcing



1/2 M - Brand Identity



Mamzi - Problem Solving



Maya NJIE - Social Media Campaign



MYNE - Branding



2.1 Project Example: ½ M



Molly's - SEO Marketing



The Giving Movement - Outsourcing



1/2 M - Brand Identity

This page is an example that shows our work with a brand called 1/2M, it explains the true story behind the brand and our collaboration with them.



The story of ½ M's journey with Imaginova is that it took plenty of planning, implementation, and effort. Brand ½ M, an Egyptian brand that started in 2020, initially opened several branches but failed due to many challenges. The owner then traveled to Dubai to learn how to make high-quality doughnuts and chocolates. Upon returning to Egypt, he opened his branch in Tanta and embarked on a mission to create the most delicious doughnuts you could ever taste.

Our Role

Firstly, we scanned the market and identified local competitors. Then, we analyzed the common prices.

After that, we figured out why some products weren't selling well and identified market opportunities.

We worked on fixing these issues to improve sales.

Brand Designing Process

Explored innovative methods to integrate donuts and chocolates into the brand's visual identity. Crafted stylish and attention-grabbing packaging designs that mirrored the brand's essence and high-end standards. Utilized refined color palettes and graphical elements to evoke a sense of allure and excitement.

Challenge: Standing out in a crowded market.

Solution: Leveraged creative elegance to create a distinctive brand identity that captured attention and differentiated ½ M from competitors.



Results and Impact:

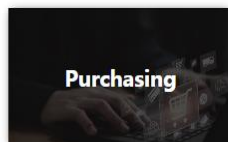
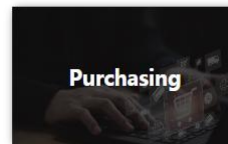
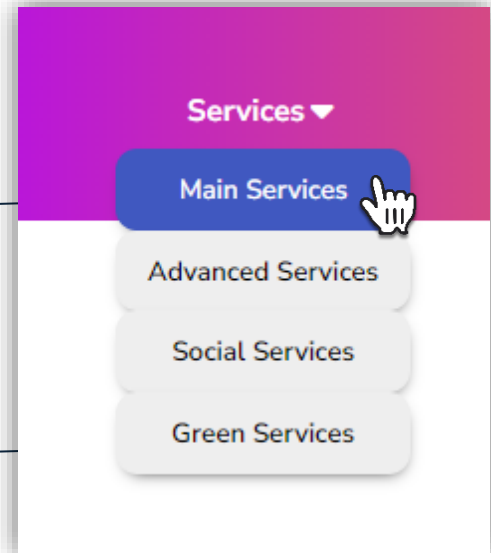
- Enhanced brand visibility and awareness within the local market.
- Elevated customer interaction and loyalty, evident in heightened repeat purchases and favorable testimonials.
- Attained significant growth in sales and revenue, surpassing initial projections

Our primary focus remains on meeting client expectations and exercising sound judgment :)

3 Services

3.1 Main Services

On the Main services page you will see our main services in different business fields, when you hover over each field's box it displays the available services for this field.



OUR MAIN SERVICES

Starting a business? We'll help you shine.

Imaginova gives you a special experience through your business journey where your vision seamlessly meets success. Choose the services that align with your needs, and let's shape the path to your business brilliance together!

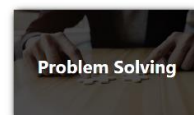
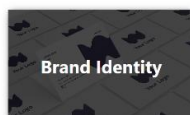


OUR ADVANCED SERVICES

Take your business to the next level with Imaginova's Advanced services. We get the challenges that come with being an established company, whether it's boosting efficiency, strengthening your market position, or building a long-lasting brand identity,

we've got your back.

Pick the advanced services that suit your needs, and together, we'll get through the path to your ongoing success.



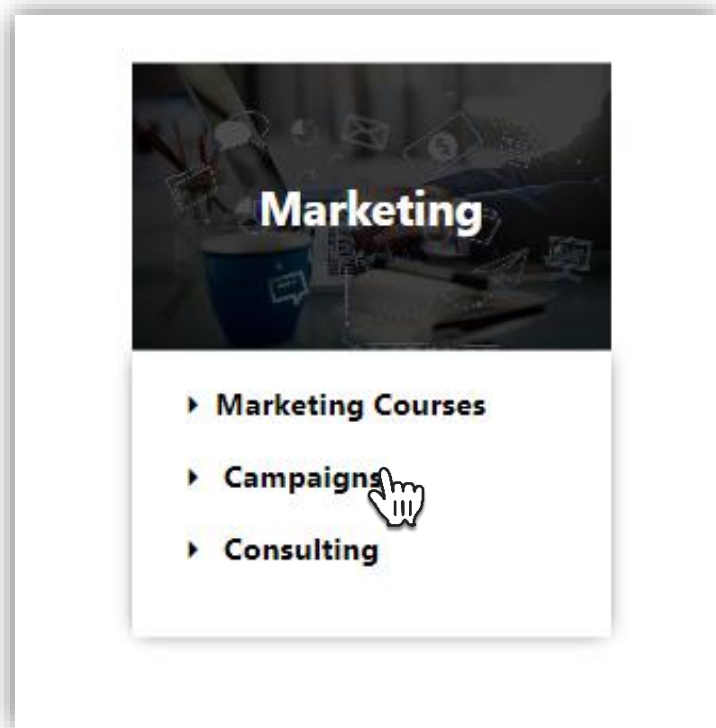
RECENT WORK



3.1.1 Marketing Campaigns

This page shows our campaigns services, allowing you to select the campaign that best fits your needs.

Alternatively, you can click the "Let's Chat!" link to be directed to a live chat page where you can contact us for assistance in choosing.





Choose the campaign service that aligns with your goals, and let's elevate your brand to the next level! Need help knowing what you need? [Let's chat!](#)

Social Media Campaigns:

Elevate your brand presence across social platforms with our Social Media Campaign. We craft engaging content, schedule posts strategically, and optimize your social media profiles for maximum impact. Watch your online community grow as we supercharge your social media game.

[More details](#)

Influencer Collaboration Campaigns:

Partner with industrial influencers through our Influencer Collaboration Campaign. We identify and engage influencers relevant to your niche, ensuring your brand reaches a wider audience. Let influencers authentically endorse your products or services and strengthen your brand's credibility.

[More details](#)

Interactive Video Campaigns:

Creating fun video campaigns that based on your business story which can make your business interact better with your target audience. It's all about making videos that everyone wants to join in and be a part of.

[More details](#)

Live Streaming Events & Activations:

We make campaigns that use live streaming to connect with people right away. It's all about engaging and talking with your audience as things happen.

[More details](#)

Email Outreach Campaigns:

Dive into the world of personalized communication with our Email Outreach Campaign. We design eye-catching emails, create compelling content, and strategically target your audience. Maximize your outreach and build long-lasting connections with your customers through effective email campaigns.

[More details](#)

Cause Marketing Campaigns:

Specialize in cause marketing campaigns that align with social or environmental causes. Developing campaigns that not only promote the brand but also contribute to a meaningful and positive impact on the community.

[More details](#)

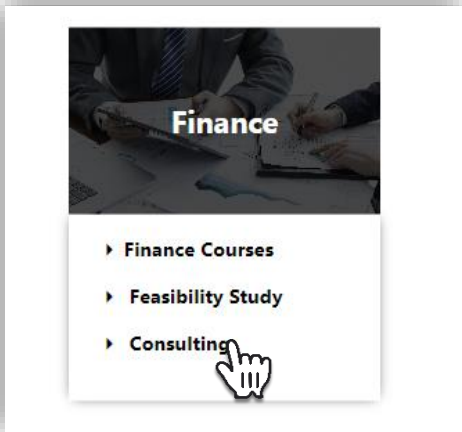
Search Engine Campaigns:

Boost your online visibility with our Search Engine Campaign. We optimize your website for search engines, implement strategic keywords, and employ proven SEO techniques. Watch your website climb the search rankings, increasing organic traffic and driving potential customers to your doorstep.

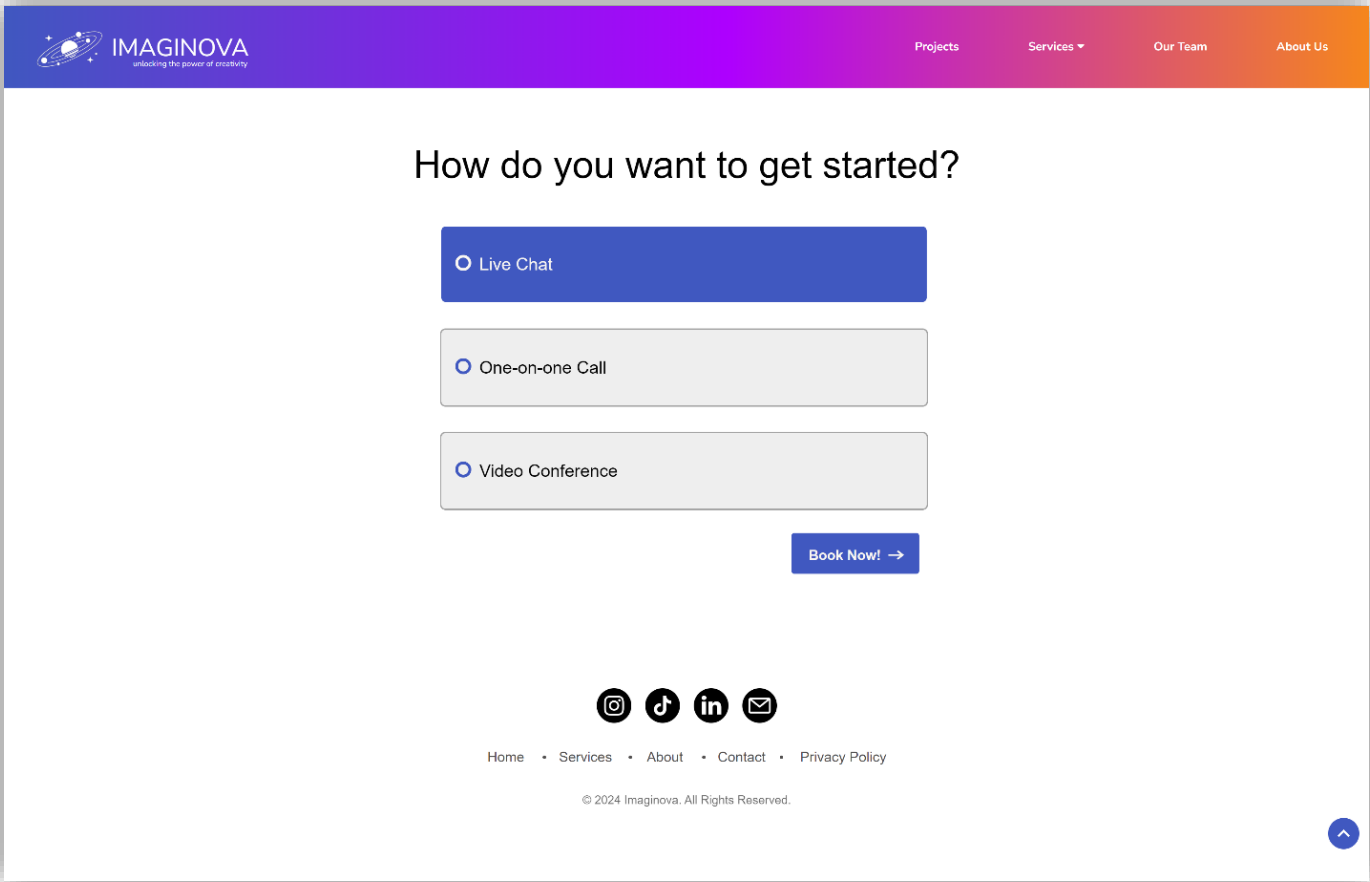
[More details](#)



3.1.2 Financing Consulting

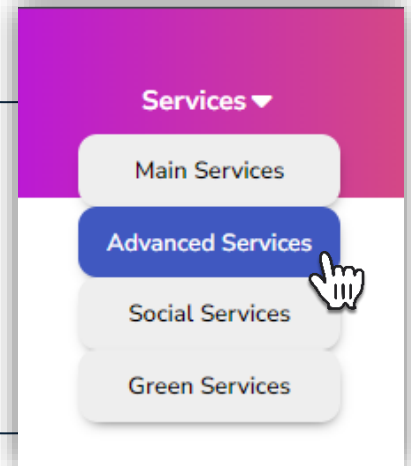


On this page, we provide all the ways to communicate with us, where you can select the method that best enables you to provide all the details related to your business.



3.2 Advanced Services

On the Advanced Services page, you will find our distinct and specialized offerings tailored to meet the advanced needs of businesses. Hovering over each service's box reveals an icon that directs you to its corresponding detailed page.

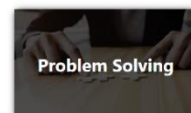


OUR ADVANCED SERVICES

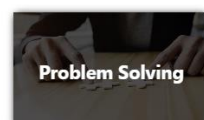
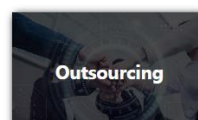
Take your business to the next level with Imaginova's Advanced services. We get the challenges that come with being an established company, whether it's boosting efficiency, strengthening your market position, or building a long-lasting brand identity,

we've got your back.

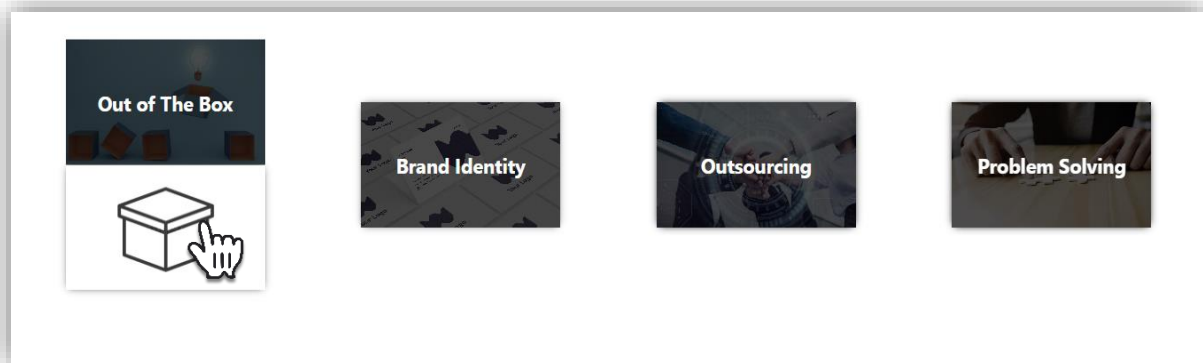
Pick the advanced services that suit your needs, and together, we'll get through the path to your ongoing success.



RECENT WORK

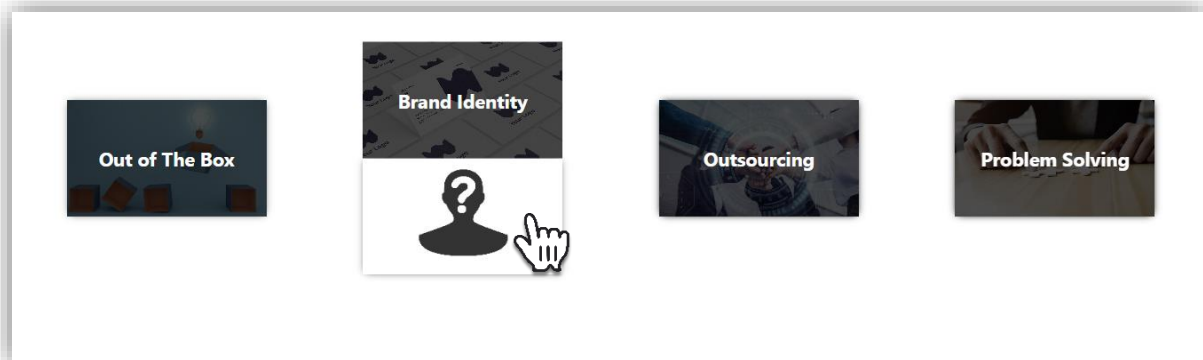


3.2.1 Out of The Box



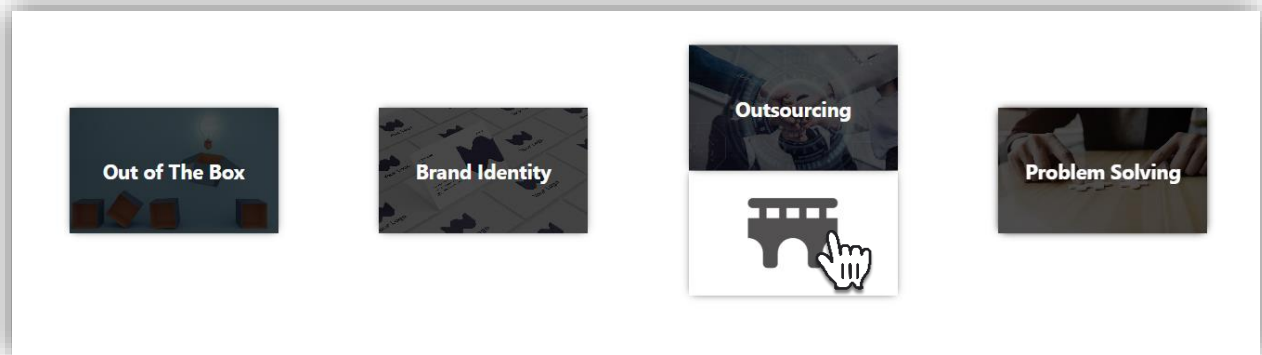
This page displays our innovative services, offering creative and unique ideas that aren't commonly seen or emphasized in businesses. If any of these ideas interest the client, we ensure successful execution.

3.2.2 Brand Identity



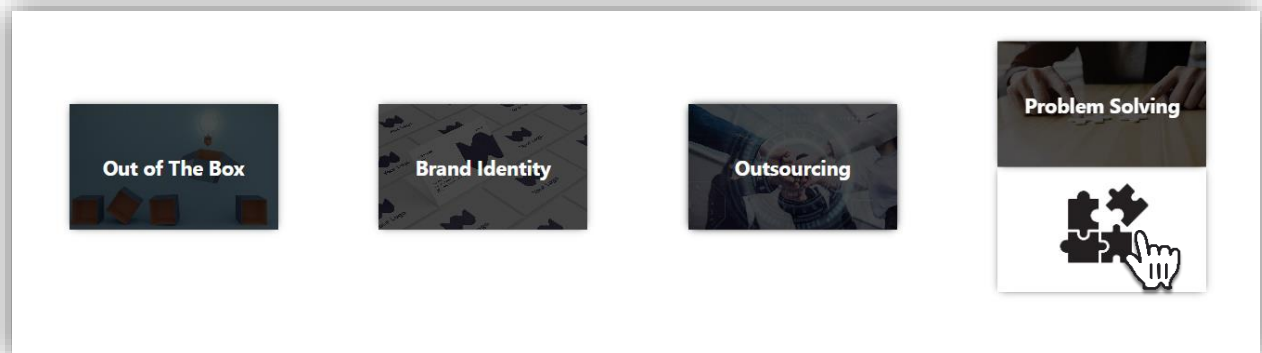
This page shows the services provided to help businesses build their distinctive Brand Identity

3.2.3 Outsourcing



This page shows the services that are not provided by our team but managed to be outsourced with our partners, at the end of the page the logos of our partners are displayed.

3.2.4 Problem-Solving



This page showcases the services we offer to assist businesses in identifying and resolving potential challenges they may encounter.

Out of The Box.

A world where imagination is the compass,
and innovation is the destination.
Explore our "out-of-box Services" and
redefine what's possible for your brand.

Your journey into the extraordinary starts here :)



AR Adventure Zone:

Transport your audience to another dimension with interactive AR experiences. From virtual try-ons to immersive brand activations, we'll create engaging campaigns that blur the line between the digital and physical worlds.

[More details](#)

Collaborative Empire:

Shake up the influencer game with out-of-the-box collaborations. Whether it's staging a daring challenge or orchestrating a surprise reveal, we'll turn your brand into the talk of the town with unforgettable influencer stunts.

[More details](#)

Guerrilla Marketing:

Catch people's attention in unexpected places with fun street art or performances. It's a unique way to spread the word about your brand, our guerrilla marketing strategies will leave a lasting impression and spark conversations everywhere.

[More details](#)

Interactive Chatbot Adventures:

Raise customer engagement with interactive chatbot adventures. Guide users through personalized journeys, solve puzzles, and uncover hidden treasures, all while seamlessly integrating your brand messaging.

[More details](#)

360° VR Wonderland:

Transport your audience to captivating virtual worlds with immersive 360° VR experiences. Whether it's a virtual tour, interactive storytelling, or gamified adventures, we'll create memorable experiences that leave a lasting impact.

[More details](#)

Sound Signature Creation:

Set the mood and enhance brand recognition with audio branding. From custom soundtracks to branded ASMR experiences, we'll create auditory experiences that resonate with your audience long after they've heard them.

[More details](#)

Pop-up Experience Labs:

Create buzz and excitement with pop-up experience labs that showcase innovation and creativity. From interactive workshops to live demonstrations, we'll set up temporary places to show off new ideas. People can try out your latest stuff in person.

[More details](#)

Got any insights on? [Let's Talk!](#)



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Brand Identity

Brand Messaging & Tone of Voice:

Professionals help define the brand's voice, tone, and messaging guidelines which ensures consistent and cohesive communication across all marketing channels, including website content, social media posts, advertisements, and other written materials.

Brand Collateral Design:

This involves designing various marketing and promotional materials, such as business cards, brochures, packaging, signage, and digital assets, that align with the brand identity.

Brand Experience & Touchpoints:

Experts in brand identity services help businesses create a consistent brand experience across all touchpoints, including physical locations, online platforms, customer interactions, and product/service delivery. This ensures a memorable brand experience for customers.

Brand Management & Monitoring:

After establishing the brand identity, ongoing brand management services involve monitoring and managing the brand's reputation, ensuring consistent implementation of the brand guidelines, and making necessary adjustments based on market trends and customer feedback.

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Outsourcing

Web Development & Programming:

Outsourcing web development services involves hiring external developers or specialized firms to build, update, or maintain websites, web applications, or e-commerce platforms for agency clients.

User Experience (UX) Design:

Agencies may outsource UX design services to professionals who specialize in creating intuitive and user-friendly digital experiences. This involves conducting user research, creating wireframes, and designing user interfaces for websites or applications.

Financial & Legal Services:

Outsourcing financial functions like bookkeeping, tax preparation, or auditing, as well as legal services like contract drafting or intellectual property management, are also common practices.

Event planning:

We craft immersive events that tell compelling stories, resonating with how we live, work, and play seamlessly across live and digital landscapes. Our events are always experience-focused, with social platforms often serving as the connecting thread. No matter where your event takes place, rest assured it will leave a lasting impact, moving, inspiring, and engaging people while fostering a sense of community and inclusiveness.

"Collaboration is the new innovation"
 with partnership based on trust, endless
 possibilities can be achieved.



exceeders

Jellavu

OPIO®



AWAREID

Got any insights on? **Lets Talk!**



Data Analysis & Analytics Services:

We help you to get in touch with data scientists who provide problem-solving services by analyzing large sets of data to identify patterns, insights, and trends. They can help businesses make data-driven decisions and solve complex problems related to customer behavior, market trends, operational efficiency, and more.



IT & Technology Consulting:

IT consultants help businesses solve technology-related problems by assessing existing systems, recommending improvements or upgrades, implementing new technologies, and resolving technical issues.

Mediation & Conflict Resolution Services:

Mediators/Conflict Resolution Specialists provide problem-solving services to individuals or organizations experiencing disputes or conflicts. They facilitate communication, negotiation, and resolution to reach mutually beneficial outcomes.

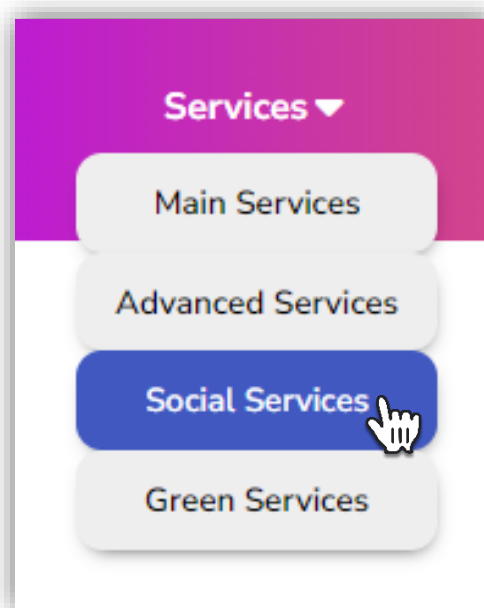
Crisis Management Services:

In times of crisis or emergencies, specialized consultants offer problem-solving services to help businesses navigate the situation, mitigate risks, and develop strategies to recover and rebuild.

Got any insights on? **Lets Talk!**

3.3 Social Services

On this page, we provide psychological counseling services in the field of business, helping clients manage their projects in a more professional manner.



We believe "the key to business success relies on the well-being of its people."

In today's fast-paced world, we understand the pressures and challenges that employees face, and we're here to offer support. Prioritizing the mental health and happiness of team members, we know that a healthy mind is crucial for productivity, creativity, and overall success. Our services are designed to provide practical and effective solutions for reducing stress and anxiety in the workplace. Get ready to unleash your inner business superstar with personalized therapy that's both fun and effective!

Say goodbye to dull and hello to dynamic as we guide you through challenges, boost your skills, and help you conquer the competitive landscape. Join us on a transformative journey where growth and professional fulfillment take center stage. Together, we'll turn your business dreams into a reality and have a blast along the way!

Online Counseling /Therapy:

Partner with licensed mental health professionals to offer online counseling or therapy services directly through the website. Provide users with the option to schedule virtual therapy sessions, chat with therapists via messaging platforms, or access self-guided therapy programs and resources.

[Interested? Click here!](#)

Crisis Intervention Resources:

Provide access to crisis intervention hotlines, chat support services, and mental health helplines for users in distress or experiencing a mental health crisis. Display prominently visible links or buttons to these resources on every page of the website to ensure immediate access to help when needed.

[Interested? Click here!](#)

Self-Assessment Tools:

Develop interactive quizzes or self-assessment tools that allow users to evaluate their mental health status, identify potential issues, and receive personalized recommendations or referrals based on their results. Ensure that these tools adhere to ethical guidelines and provide appropriate guidance for seeking professional help when needed.

[Interested? Click here!](#)

Interactive Well-Being Tools:

Develop interactive well-being tools and activities such as mood trackers, goal-setting exercises, self-care planners, and gratitude journals. Gamify these tools to make them engaging and enjoyable, motivating users to prioritize their mental health and well-being.

[Interested? Click here!](#)

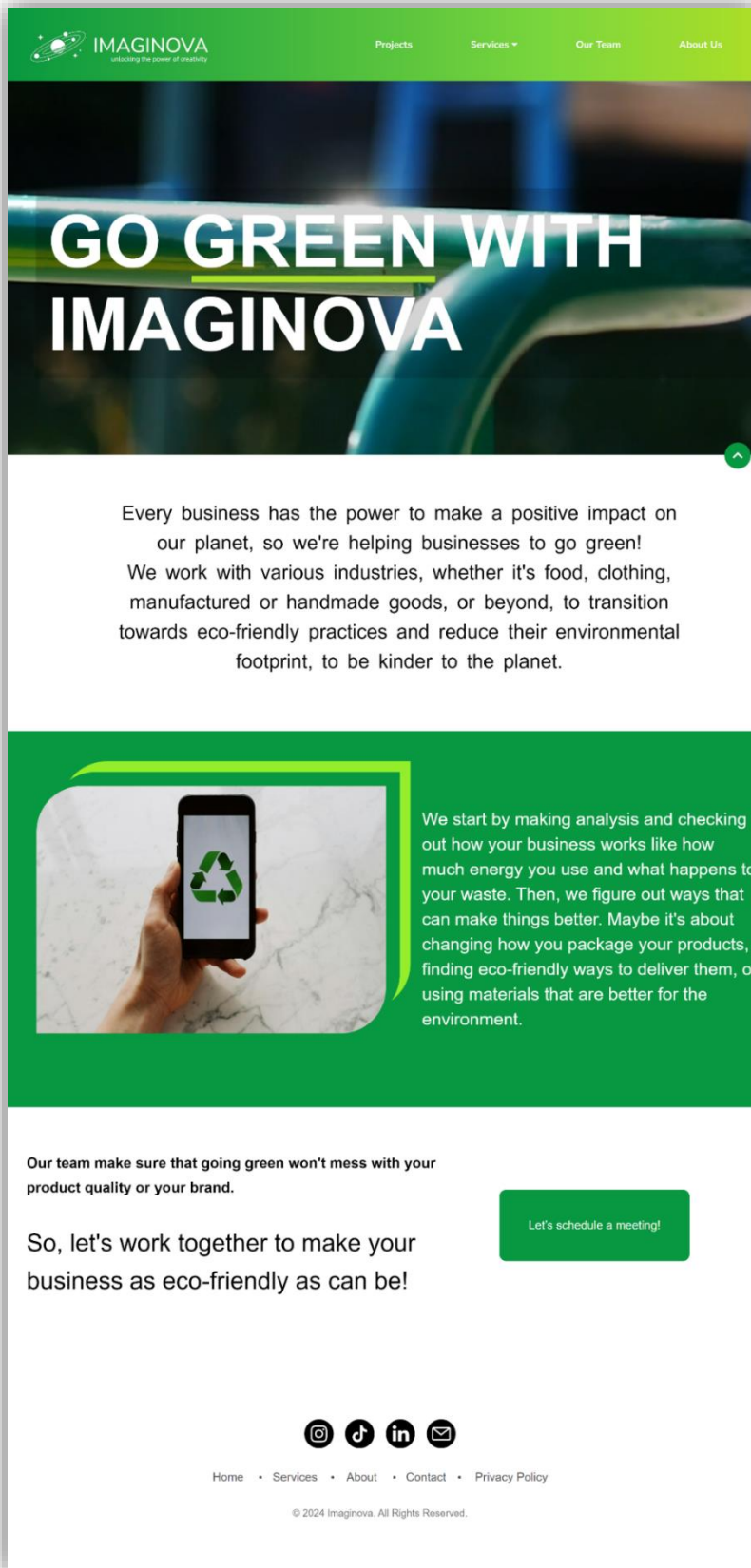
Stress Relief Holidays:

Plan relaxing holidays for your team members to take a break, recharge, and bond in beautiful places.

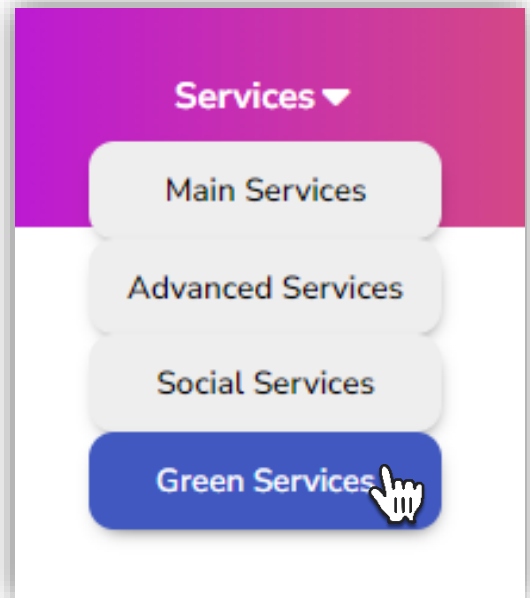
[Interested? Click here!](#)



3.4 Green Services



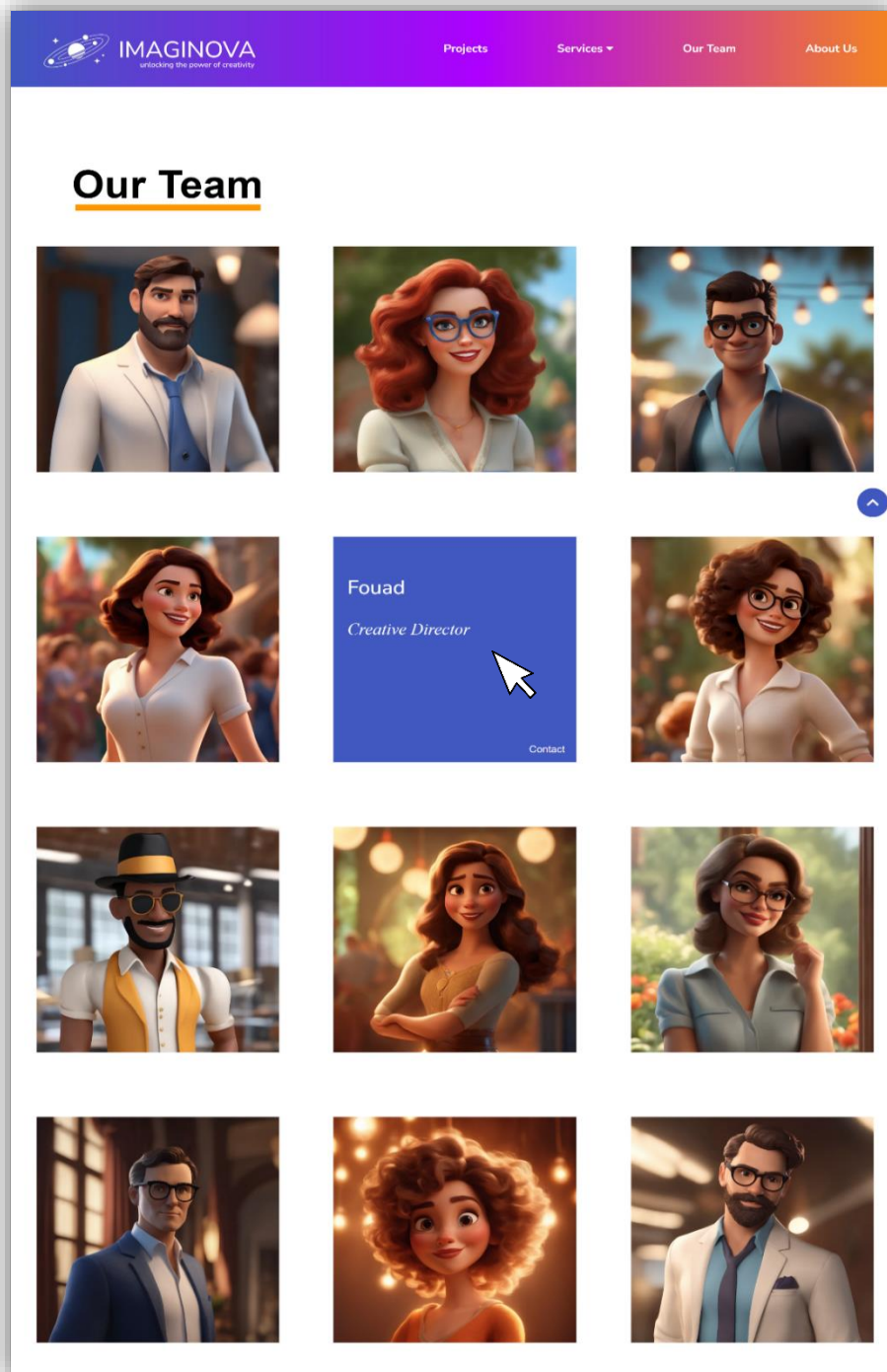
The screenshot shows the Imaginova website. The header is green with the Imaginova logo and navigation links: Projects, Services, Our Team, and About Us. The main banner features the text "GO GREEN WITH IMAGINOVA" over a background image of a green recycling bin. Below the banner, a paragraph states: "Every business has the power to make a positive impact on our planet, so we're helping businesses to go green! We work with various industries, whether it's food, clothing, manufactured or handmade goods, or beyond, to transition towards eco-friendly practices and reduce their environmental footprint, to be kinder to the planet." Below this is a green section with a hand holding a smartphone displaying a recycling symbol. To the right of the phone, text reads: "We start by making analysis and checking out how your business works like how much energy you use and what happens to your waste. Then, we figure out ways that can make things better. Maybe it's about changing how you package your products, finding eco-friendly ways to deliver them, or using materials that are better for the environment." At the bottom, a green button says "Let's schedule a meeting!". The footer includes social media icons for Instagram, TikTok, LinkedIn, and Email, a navigation menu (Home, Services, About, Contact, Privacy Policy), and a copyright notice: "© 2024 Imaginova. All Rights Reserved."



This page outlines our process for assisting businesses in adopting eco-friendly practices, helping them transition to sustainable materials and energy sources that contribute positively to the community.

4 Our Team

This page shows our team members' images, when you hover over the image it flips and shows the name of the member and her/his position.



5 About Us

The about us page expresses our business, it explains what IMAGINOVA is and shows our future vision and the process we take with our clients, so the client has the highest knowledge about us.



Languages Used for The Website:

We used HTML and CSS to create a visually appealing and functional website.

- HTML (Hyper Text Markup Language) was used as the backbone of the project, allowing us to structure the content with elements like headings, paragraphs, images, and links. It made our website easily navigable and accessible.
- CSS (Cascading Style Sheets) was crucial for enhancing the visual aesthetics and layout. By CSS we were able to apply styles such as colors, fonts, and spacing, and animations which made the website interactive and helped us to present it in an engaging manner. The design and the colors were carefully chosen to be visually comfortable to the user.

The combination of HTML and CSS allowed us to organize the information effectively and the end result was a professional-looking website that demonstrated both our technical skills and creative abilities.

Future Insights:

As we set out on our journey to establish a thriving online creative agency, it's important to acknowledge the challenges we may face along the way.

- We are an online agency that doesn't have a physical office, aiming to start in Egypt and expand without limitations to serve the Arab world and eventually become international.
- If we had more time, we would have made the website in Arabic, which would make it easier for the clients of our community.

We aim to achieve that in the future. We remain committed to finding creative solutions and overcoming obstacles to achieve our ambitions.