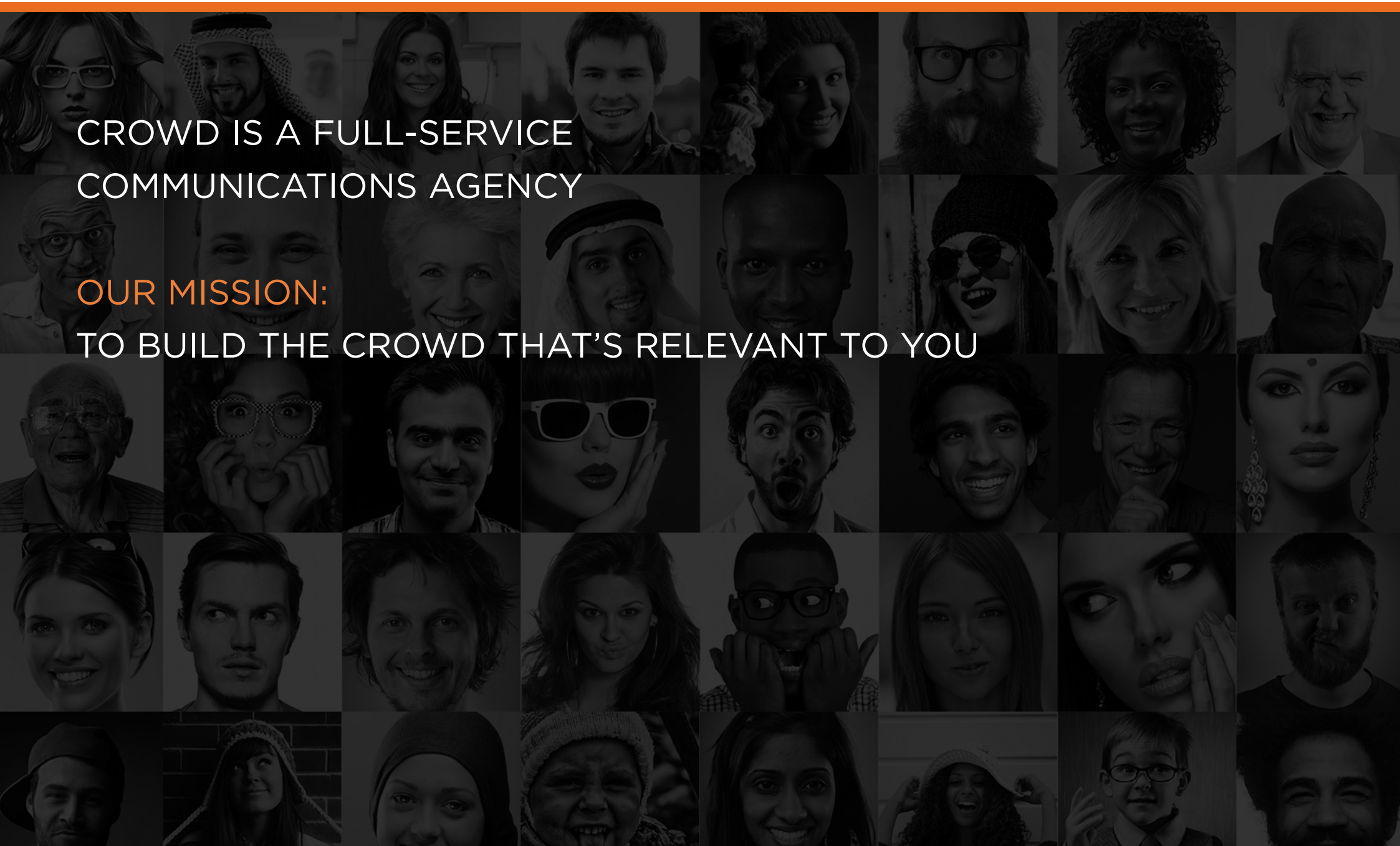
CROWD

Creative Communications

AGENCY CREDENTIALS 2014



CROWD IS A FULL-SERVICE COMMUNICATIONS AGENCY

OUR MISSION:

TO BUILD THE CROWD THAT'S RELEVANT TO YOU

THREE RULES WE LIVE BY

01.

BE SURPRISING:

DON’T FOLLOW THE HERD.
ALWAYS LOOK AT A NEW WAY OF DOING THINGS.

02.

BE CLEVER:

WE LOVE TECHNOLOGY.
BUT ONLY WHEN IT HELPS YOU BUILD THE RIGHT CROWD.

03.

BE WORLDLY:

EXPLORE, BUT REMEMBER
DO WORK ON TIME, ON BUDGET, THAT GETS RESULTS.

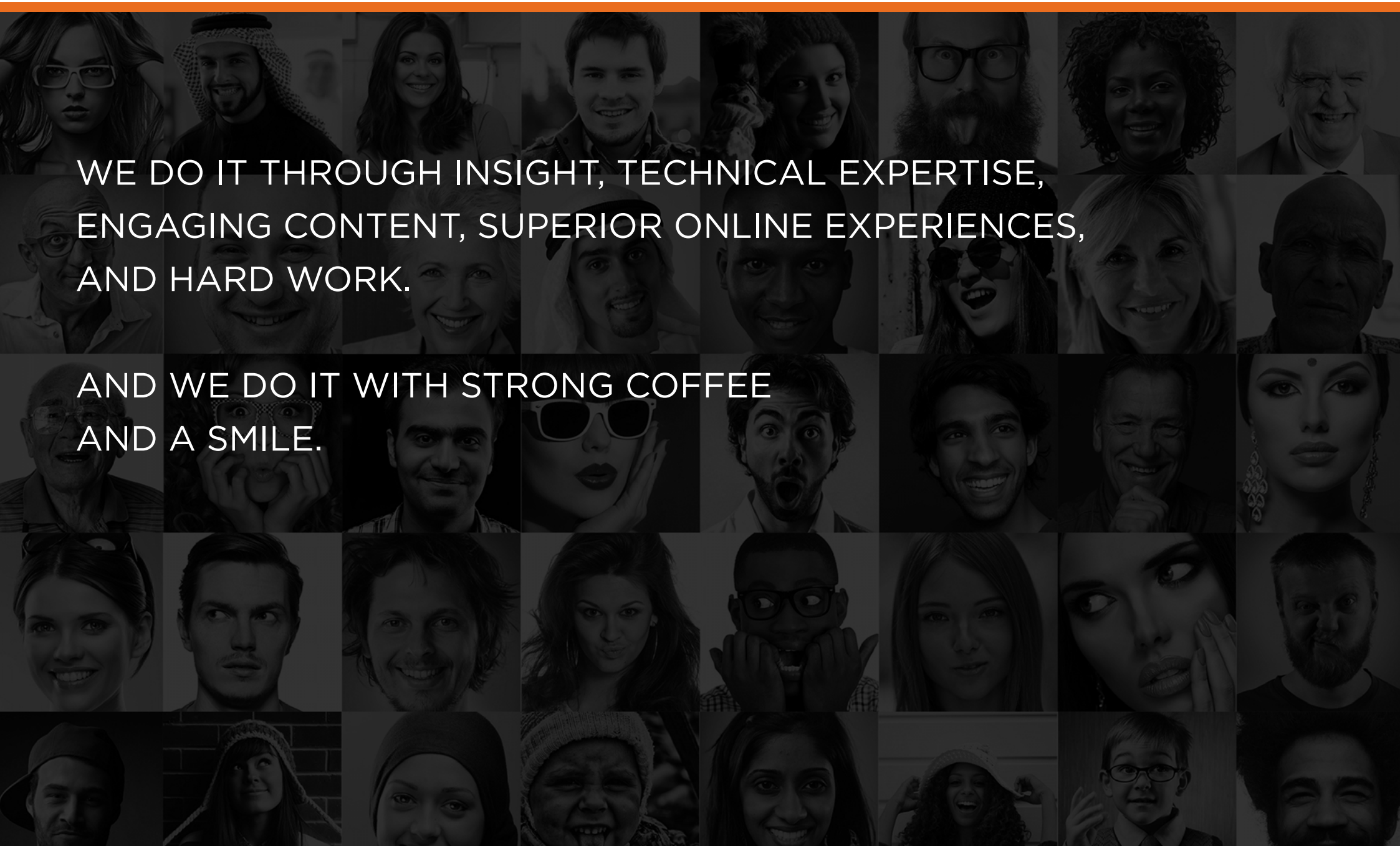
JUST ONE MORE THING ...

04.

BE INTERESTING:

ONLY CREATE WORK YOUR CROWD WANTS TO SHARE AND ENJOY.

HOW DO WE DO THIS?



WE DO IT THROUGH INSIGHT, TECHNICAL EXPERTISE, ENGAGING CONTENT, SUPERIOR ONLINE EXPERIENCES, AND HARD WORK.

AND WE DO IT WITH STRONG COFFEE AND A SMILE.

WE BUILD THE RIGHT
CROWD FOR YOUR CROWD

NO TWO JOBS ARE THE SAME.
CREATING THE RIGHT TEAM FOR YOUR PROJECT IS THE ONLY WAY TO GET RESULTS.

FIRST, WE GET TO KNOW YOUR BUSINESS INSIDE OUT.
THEN WE PUT TOGETHER THE TEAM THAT BEST COMBINES THE CREATIVITY AND TECHNOLOGICAL EXPERTISE TO DRIVE YOUR BUSINESS FORWARD.

A SKILLED TEAM AND A NETWORK OF SKILLS

WE HAVE A CORE TEAM OF SEVEN AND A WIDE NETWORK OF EXPERTS WITH SPECIFIC SKILLS. DEPENDING ON YOUR PROJECT, WE DRAW ON THE PRODUCERS, WRITERS, ILLUSTRATORS, CODERS, VIDEOGRAPHERS, CREATIVES OR DESIGNERS THAT MATCH YOUR OBJECTIVES.

BEING FLEXIBLE ALSO MEANS WE GET TO WORK WITH THE BEST PEOPLE AND KEEP OUR OVERHEADS DOWN.

ONCE WE'VE BUILT THE RIGHT TEAM FOR YOUR PROJECT WE CAN START TO BUILD YOUR CROWD.

WE WANT TO BE YOUR PARTNER:

WE WANT TO GROW WITH OUR CLIENTS.
A CREATIVE USE OF TECHNOLOGY SHOULD
HAVE A SEAT ON YOUR BOARD.

RECENT PROJECTS

1.0
Yearbook 2013

Working with Switch, we designed and built a multilingual responsive website to showcase the second busiest airport in the worlds corporate achievements. We supported this with social and e-marketing services to help build their Crowd.

Since moving their communications online, Crowd has helped Dubai Airports to realise three projects.

Services provided -
Design, build, analytics, reporting, social media, emarketing and ongoing web support.

Visit dubaiairportsreview.com ▸

2.0
BUILDING AN AUDIENCE

ADAM LEIPZIG

Empowers leaders to innovate success

Adam Leipzig is a media hero. He is the CEO of Entertainment Media Partners, a past Senior VP at Disney, and he has produced or supervised a range of blockbuster movies throughout the years. His knowledge of the entertainment industry is second to none.

We helped him create a site to communicate with his followers and highlight his upcoming speaking events.

Services provided -

Design, build, analytics, reporting and ongoing web support

Visit adamleipzig.com ▸

3.0 OUR PARTNER

switch

Our partner in the Middle East and South East Asia, Switch are a market-leading content marketing agency. Working with a prestigious range of clients including banks and government organizations they have an impressive track record for producing award-winning work.

Services provided -

SEO, App development, design, build, online strategy, analytics and reporting, emarketing, video production, creative, online marketing and social media.

Visit switch.ae ▸

4.0 DIGITAL MARKETING

1st Byte
Leading Digital Print

A long-standing client of Crowd's, 1st Byte are innovative leaders in creative print. We have worked with them across most media channels and the launch of the updated website in 2013 received a handful of awards.

Services provided -
Print design, web design, build, social media, analytics and reporting SEO, online marketing, content, interactive experiences and ongoing web support.

Visit 1stbyte.co.uk ▸

5.0
DINE AND DREAM

Dine and dream is one of a few campaigns which we have worked on with Switch for hospitality giant Emaar. We created a summer campaign to promote the culinary diversity of over 45 restaurants across Dubai.

This campaign was centred on the promotion of the new Vida hotel brand launch.

Services provided -
Design, build, Analytics and reporting, social media and online marketing

Click here to visit the site ▸

6.0 BUSINESS CENTRE

ORYX WORLD

Oryx World Business Centre is located in the heart of Business Bay in Dubai, a cutting-edge serviced office with the very latest facilities. We have worked on an array of services including all interior decorative designs.

Services provided -

Design, build, branding, illustration, social media, content, emarketing, online marketing, print design and ongoing creative support.

Visit oryxworldbusinesscentre.com

7.0
PRINT TO DIGITAL

Destination
THE LUXURY VISITORS' GUIDE

Destination Magazine is Singapore's leading luxury travel publication, available in 5* hotel rooms. We worked with Switch to take the publication online.

Packed full of the very finest things in life, a project that ticked all our boxes.

Services provided -
Design, build, analytics and reporting, social media set up, video production

Visit destination-magazine.com

LET US HELP BUILD YOUR CROWD

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