

# ILLUSTRATION & CHARACTER CREATION SHOWCASE

WONDEREIGHT

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VERSION  
PS 11.12



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W8's illustration skills take branding to new levels! Creating a character for your products or service builds a tighter bond with the consumers and enhances brand recognition. It's a unique ingredient that adds magic and fun into an otherwise dull business image, making you always stand out from the competition!

















































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Other illustration applications include Children's Book Illustration and Cartooning, Educational and Instructional Illustration, Medical and Scientific Illustration, Conceptual and Technical Illustration, Storyboard Illustration and Design.





# THE SECRET RECIPE:

**CREATIVITY**

**CROSS-  
CULTURALISM**

**COST-  
EFFECTIVENESS**



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# CREATIVITY

Within W8, we have the most expansive cross-disciplined creative capability of any agency in the world. Some of the skill sets range from industrial designers (environmental and product designers) to graphic designers, writers, filmmakers, theatre people, artistic directors, architects, interior designers, and interactive designers.

You name it, we have it. This is the most exciting thing that we do. Cross-Culture: Based in Beirut, the world's most multi-cultural city, and operating worldwide, we're a world agency for world brands: cross-market, cross-cultural and cross-disciplined. Cost-Effectiveness: W8's pricing strategy is to always stay competitive and be affordable to small and medium enterprises. Our boutique-style structure operates on logical costs.

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# WHAT DO WE DO?

Brand creation, logo and corporate identity, brochures, posters, product packaging, stands, copywriting, signage, decoration, communications, campaigns, events. And through W9: cd-rom presentations, websites, interactive media, screensavers and Flash games, illustrations, character design, storyboards, animatics, 2D, Cel and 3D animation, TV habillage and special effects.

How and Where do we work?

We work on a project basis worldwide. We don't pitch. We prefer to spend the time getting clear on what needs to be done, and designing a process to deliver success.

All project-related documentation, including strategic and creative IP and admin, is updated and uploaded online on our secure online file centre, enabling both the team and the client to access content at any time, from anywhere. As a world agency, we employ the latest and most efficient multi-party, multi-market communications infrastructures, like video conferencing and VOIP, all designed to increase touch time, and lower travel time.

Our studios are located in Berytech, a state of the art Technological Pole in Beirut Lebanon, with fully equipped offices, including high internet bandwidth and high-speed networks. Inside the Pole, we work closely with all companies in the CG field, from Telecine to chroma-shooting rooms, editing suites and sound studios.

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# WHO OWNS W8?

WonderEight is 100% independently owned and operated by the two brothers: Boudy and Walid Nasralla.

The people working with us are all beneficiaries of our success at multiple levels, which adds to our stability and sense of unity. Our international Financial Advisers, Camperio, and investors, are helping us build not only an innovative business, but one leading in its process & performance at every level.

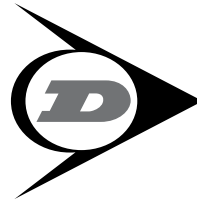
Managing Partner  
**Boudy Nasralla**  
boudy@wondereight.com  
M +961 3 612992

Creative Director | Partner  
**Walid Nasralla**  
walid@wondereight.com  
M +961 3 777235

**WonderEight**  
T +961 4 533040 ext. 2112  
F +961 4 533040 ext. 2116  
P.O. Box 11-7503  
Berytech Technological Pole  
Mkalless - Beirut  
LEBANON

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## OUR CLIENTS



**SONY®**



**BOUBESSGROUP®**



**Masoud**  
مسعود

