

scratch

ADVERTISING & COMMUNICATION

2020 PORTFOLIO

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Scratch Advertising and Communication is a Dubai-based premium agency that was founded in 2012 by Najati Al-Husseini (left). The company gained international and regional clients by doing what it does best, keeping a promise. This promise was reflected in its vision of being unique, creative and efficient, attributes that every agency strives for. Being extraordinary in creativity and communication, on the other hand, is what Scratch proudly stands for and has consistently delivered in the last few years.

Scratching your head for an idea? Scratching off a note, a sketch or even scratching to annoy someone, what you're doing is pursuing perfection, attention and recognition. We understand your never-ending search for higher grounds because we at Scratch pursue the exact same thing! Just like you, we like to dig under the surface by Scratching our way to perfection.

Our agency offers its partners impressive creative solutions for all BTL, ATL and TTL challenges. While promises are rarely fulfilled, Scratch's promise is guaranteed.

Here at Scratch, each Scratcher was born and bred in a creative environment and is an expert in their field with a total of 15 years of experience. We understand this market, we understand this region and we understand the diverse people who populate it. But what we understand best is your need to achieve the most effective communication in the most efficient way. And that's why we truly believe that we are the best at what we do.

To sum it up... we are passionate, loving, silly, fun, hard working, talented and creative Scratchers.

MEET THE SCRATCHERS

FOUNDER



Najati Al-Husseini
Founder / Managing Director

CREATIVE TEAM



Sarah Kammoun
Creative Director



Samar Sabra
Senior Art Director



Joanna Thaliath
Senior Graphic Designer



Yaqoob Ahmed
Graphic Designer



Waleed Ahmed
Graphic Designer



Jojit Dela Pena
Graphic / 3D Designer



Marvin Madrona
Video Animator / 3D



Shebeer Muhammed
Motion Visual Editor



Renz Jarrell R. Chong
Creative Animator

CLIENT SERVICING TEAM



Veronica Gomez
Accounts Manager



Ahmad Kreidli
Accounts Executive



Asma Al-Aloosi
Accounts Executive



Tina Al Taie
Social Media Executive

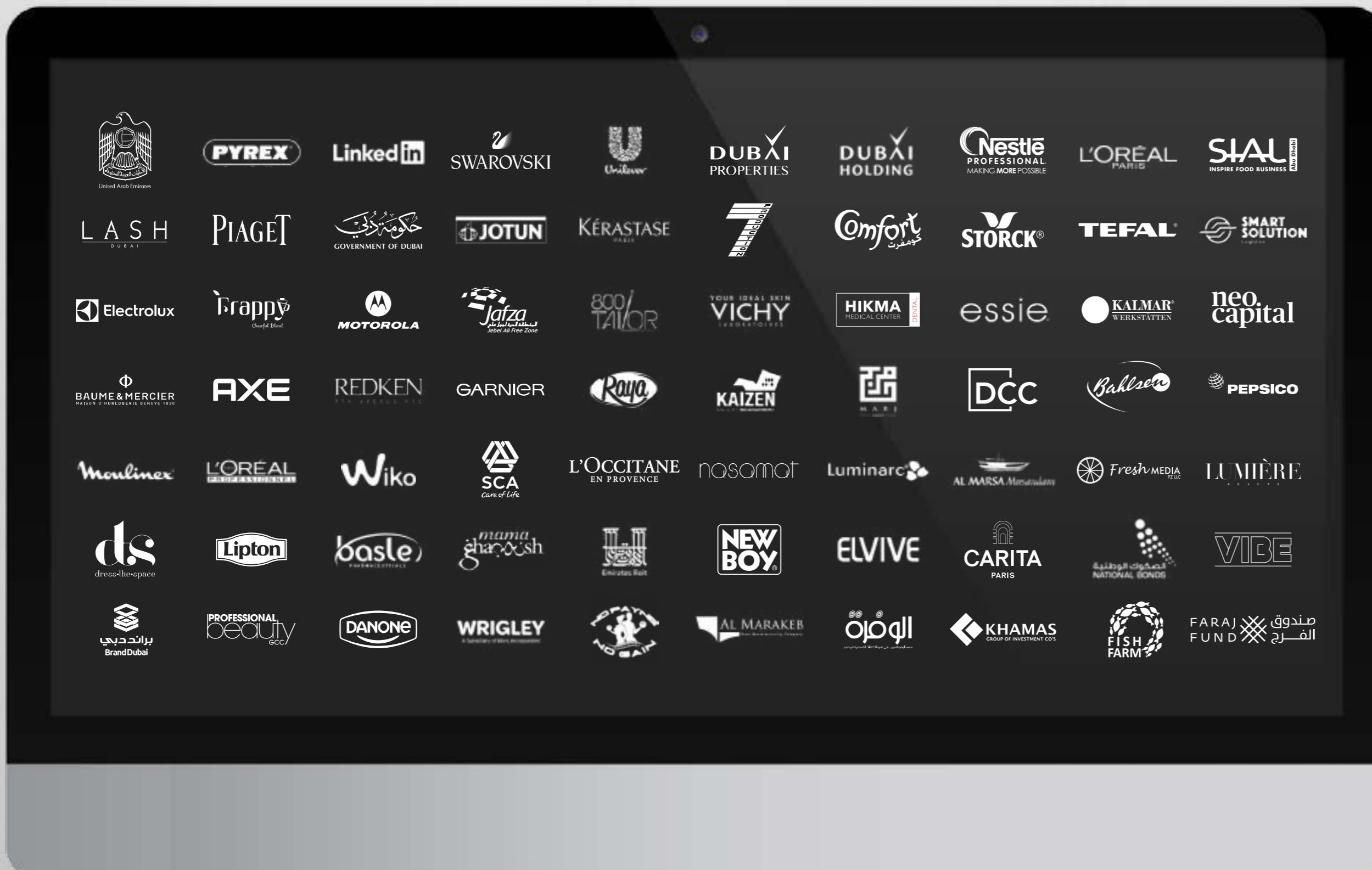
ADMINISTRATION



Anna De Los Santos
Administration Executive

MEET THE SCRATCHERS





STARTING FROM SCRATCH

The accounts who have come to us to launch their new businesses that like us, have started from Scratch!



SCRATCHING THE SURFACE

The accounts who have consulted us for breakthrough ideas and communication tools in-line with their marketing strategies!



The level of service provided by Scratch is excellent, efficient, quick to respond & deliver. A friendly team that's easy to talk to. I would definitely recommend the agency.

Sarah Barakat - Swarovski

I would like to personally thank you and your team for your amazing work and collaboration this afternoon. Great spirits, amazing ideas!

Zahra Bensouda - Loreal

Scratch deliver high quality always even under tight deadlines, they are very reactive and adaptable, and offer a variety of services. I know I can count on Scratch's support and help, and most of all I trust them! All in all, we are a small team and we are lucky to have such a dedicated agency.

Sarah Harmouche - Piaget

Omg omg omg omg! Perfection!

Ayman Fakoussa - The Qode

You're the best agency to work with I swear! Your dedication is unmatched.

Mona El Beltagui - Unilever

Honestly you are the most efficient and honest agency partner I have worked with.

Shreye Mehtani - Unilever

It's been a pleasure to work with Scratch this year and let me mention a few points as to why below:

Professionalism- the entire team is and always has approached working with us with professionalism, respect and good humor. It makes it a pleasure to work with Scratch.

Priority & Reliability - the team has always shown Electrolux priority in regular projects and even in special projects with personal attention. This is appreciated as with a small team; we feel as though they are the extension of our team.

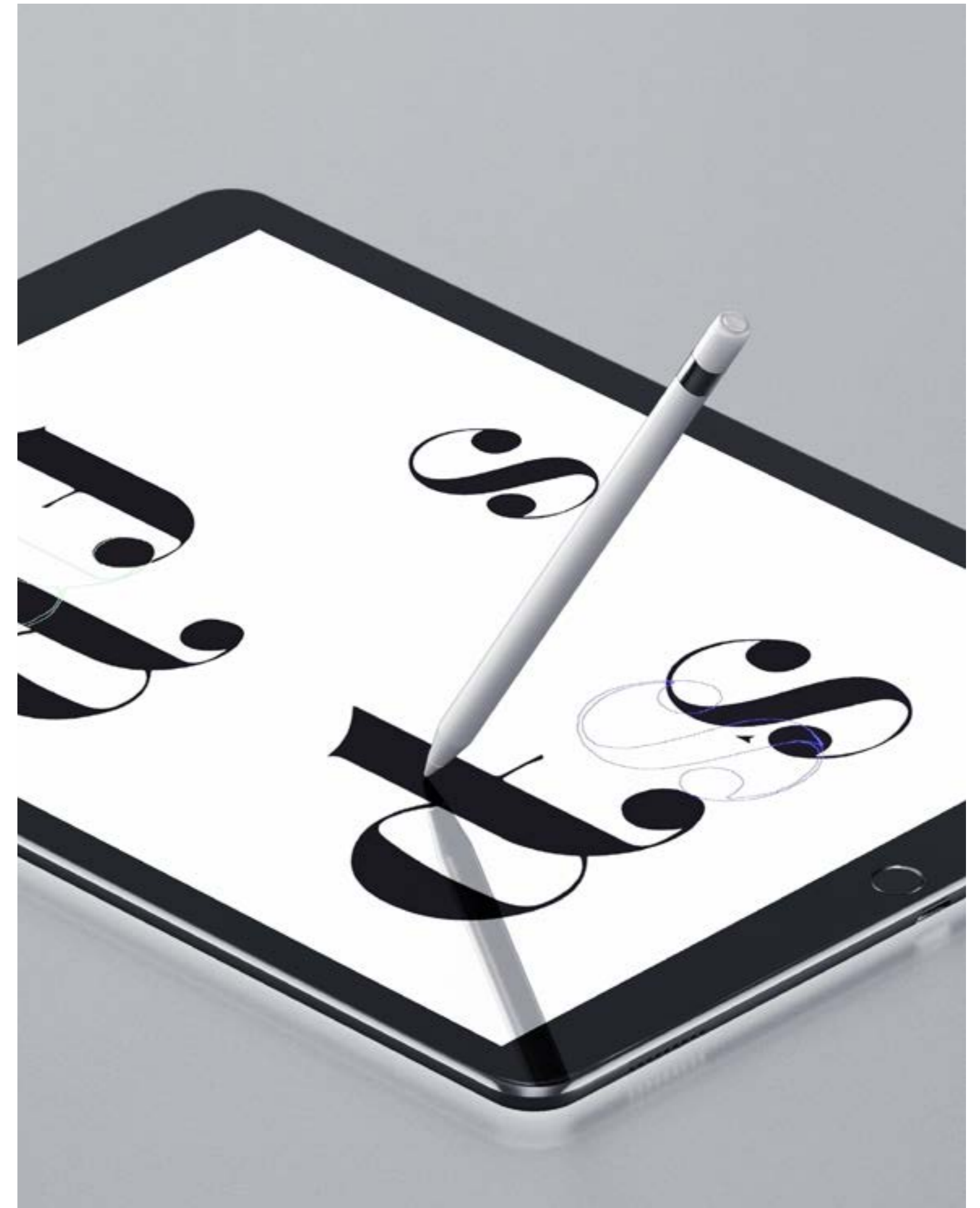
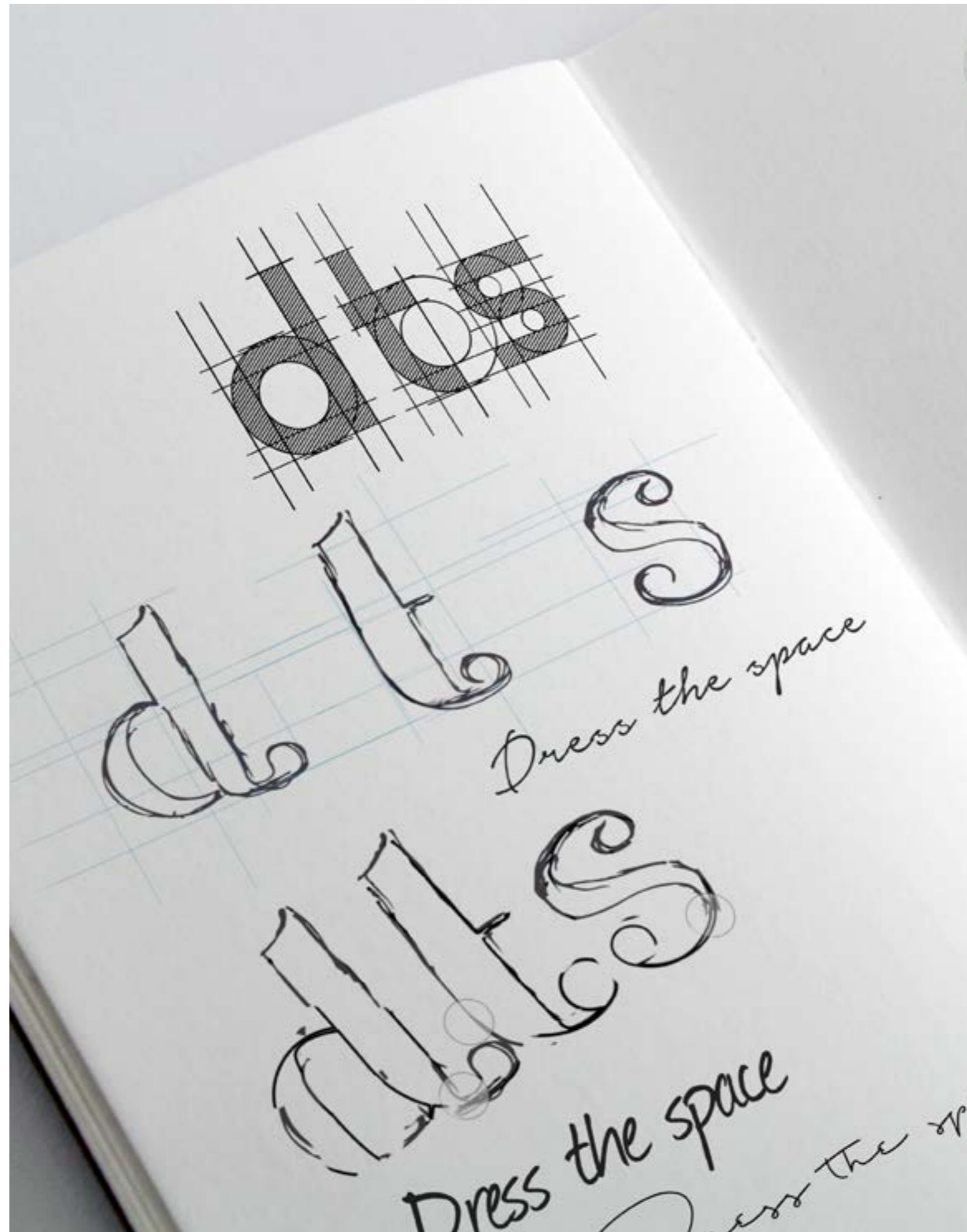
Quality - The quality of work is always consistently good.

Smeetha Ghosh - Electrolux



BRANDING
WEB DEVELOPMENT & DESIGN
DIGITAL & SOCIAL MEDIA
ADVERTISING
POSM
DESIGN PRODUCTION
3D DESIGN
ANIMATION & VIDEO
PHOTOGRAPHY

B R A N D I N G



CLIENT: Dress the Space
PUBLISHED: September 2016
CONCEPT: An interior design company that is based in Dubai. We created their full brand identity, from logo design and stationary, to website design and launch videos for their social media pages.





Name: *Mama Ghanoush*. Industry: Restaurant. Year: 2013.



Name: *Nails Avenue by Essie*. Industry: Beauty. Year: 2016.



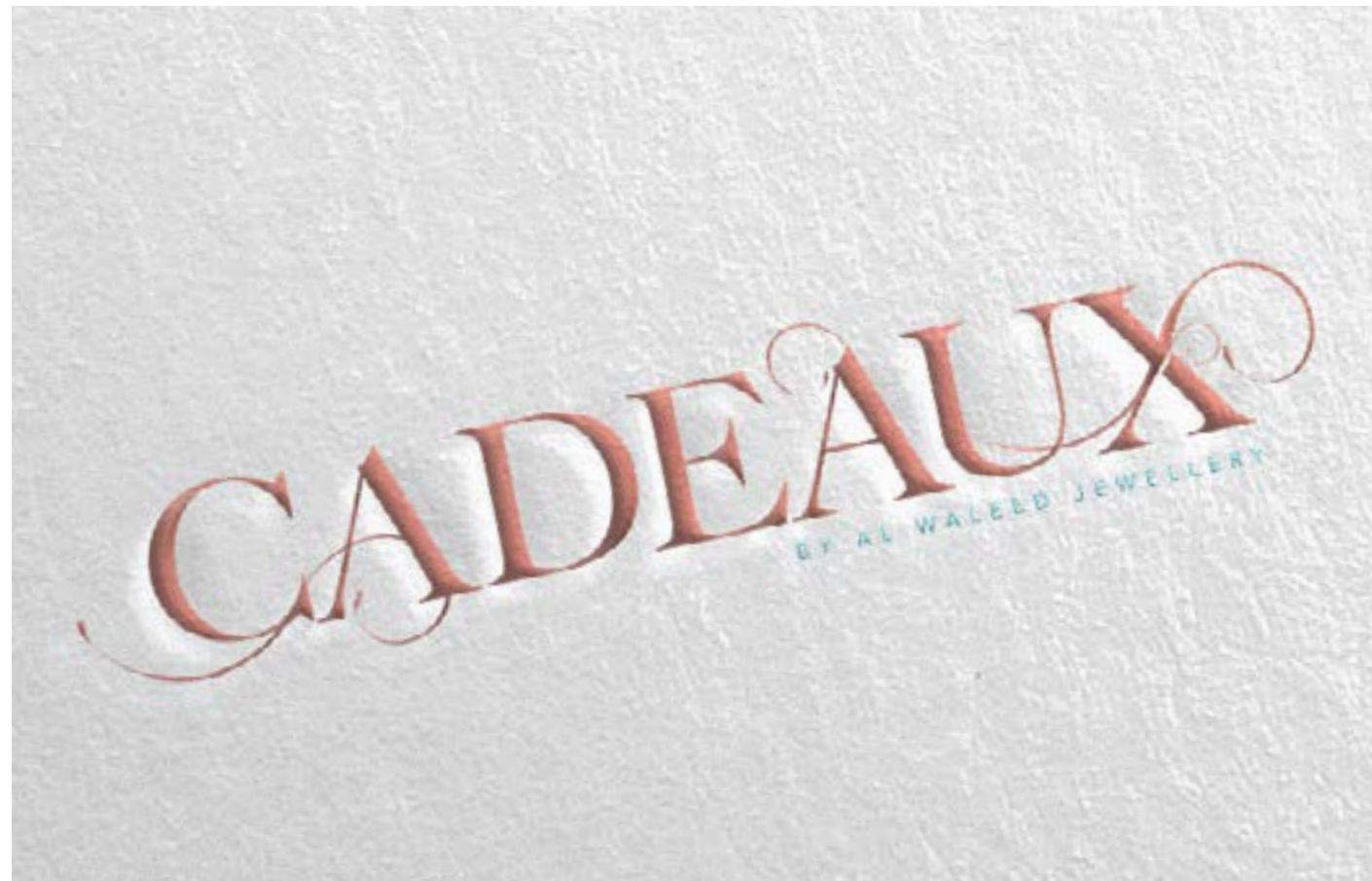
Name: *Basle*. Industry: Pharmaceuticals. Year: 2012.



Name: *Lemal*. Industry: Real Estate. Year: 2012.



Name: *Emirates Sustainable Agriculture*. Industry: Ministry of State for Food Security. Year: 2019.



Name: *Cadeaux*. Industry: Retail. Year: 2016.



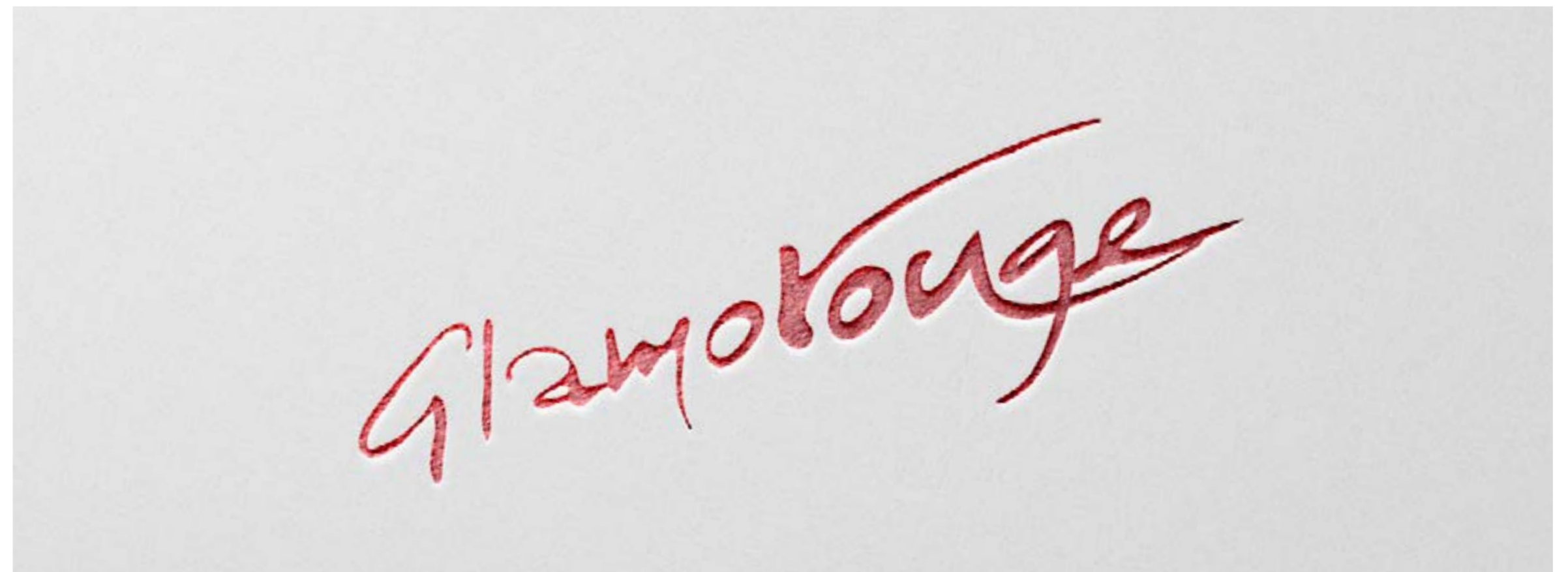
Name: *LinkedIn Talent Awards MENA*. Industry: Social Network. Year: 2015.



Name: *Bête Noire*. Industry: Fashion. Year: 2016.



Name: *Marj*. Industry: Hospitality and Restaurants. Year: 2013.



Name: *Glamorouge*. Industry: Beauty. Year: 2016.

LOGO & IDENTITY

LASH
DUBAI



CLIENT: LASH DUBAI
PUBLISHED: Ongoing
CONCEPT: A beauty brand founded in Dubai that sells eye lashes regionally and internationally. We created their full brand identity, including logo, package design for their 17 products and accessories, website and monthly posts for their social media pages.



LOGO & IDENTITY



CLIENT: Rêve
PUBLISHED: September 2016
CONCEPT: A fashion brand based in Dubai that sells embroidered and taylor-made abayas. We created their full brand identity and stationary, including the brand's business card, greeting card and shopping bag.

LUMIÈRE
B E A U T Y



CLIENT: LUMIÈRE

PUBLISHED: Ongoing

CONCEPT: A beauty brand based in Dubai that sells cosmetics online directly to the consumers and through retailers. We created their full brand identity, including logo, package design for their products and website.

VOLUME
hair



CLIENT: Volume Hair

PUBLISHED: October 2016

CONCEPT: A beauty brand that sells human hair extensions and is based in Dubai. We created their brand identity, which included logo, package designs for their 2 products, stationary and shopping bag.

قودواتي



CLIENT: Dubai Government HR Department
PROJECT NAME: Qodwati
PUBLISHED: July 2015
CONCEPT: An internal HR program for employees led by an extension of Dubai Government. We created the program's full brand identity, stationary and event branding.



CLIENT: Demir Pasha
 PUBLISHED: April 2016
 CONCEPT: A Turkish restaurant set to open in Dubai in 2017. We created their full brand identity as well as elements for the restaurant. From take out boxes, to juice labels and menu.

LOGO & IDENTITY

800/
TAILOR



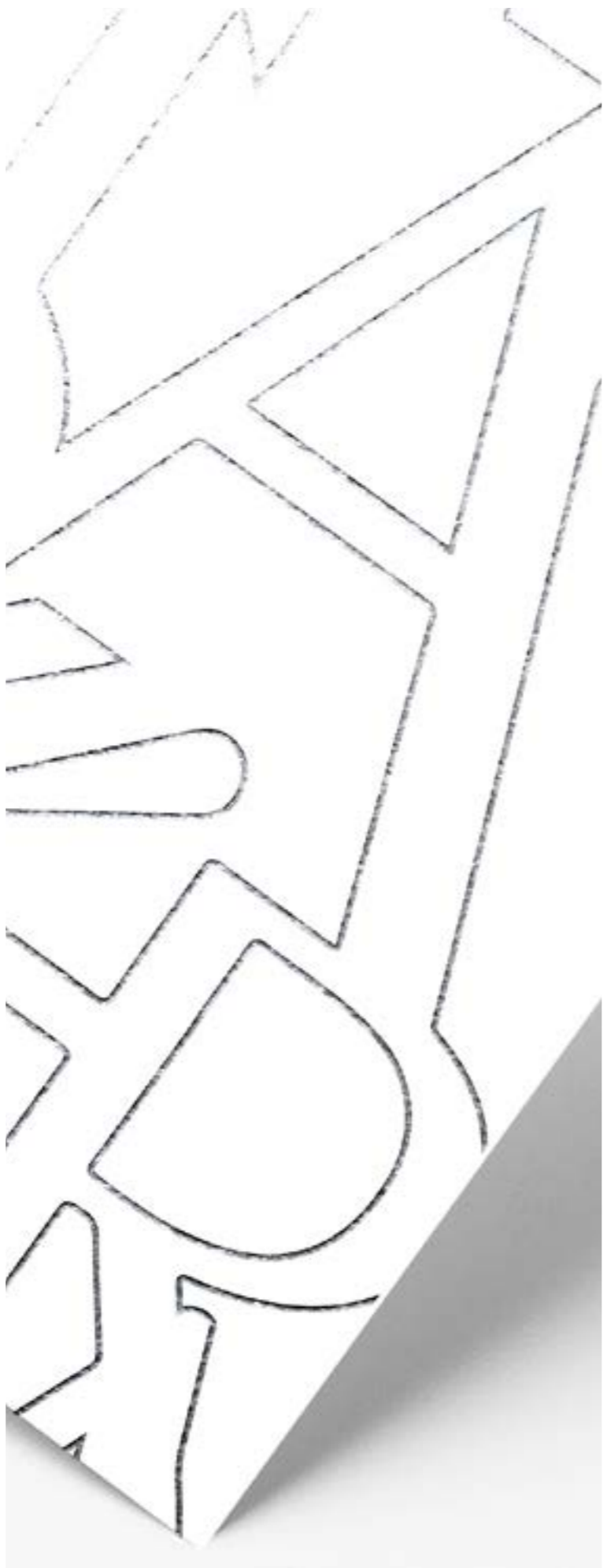
CLIENT: 800 Tailor

PUBLISHED: February 2013

CONCEPT: A shop in Jumeirah that provides tailoring services and is based in Dubai. We created their full brand identity, from logo to stationary, to website pages and tags.

IDENTITY

KÉRASTASE
PARIS



CLIENT: Kérastase Paris, L'Oréal
PUBLISHED: October 2016
CONCEPT: A luxury hair care brand originating from Paris. We created the brand's full POS collaterals, including service menus, gift cards and business stationary.



CLIENT: AXE, Unilever
PROJECT NAME: AXE Share & Steel Event
PUBLISHED: October 2016
CONCEPT: AXE is a male-centric deodorant brand. For this project, we designed and produced POS elements for the brand's yearly team building activity in Dubai.

REDKEN
5TH AVENUE NYC



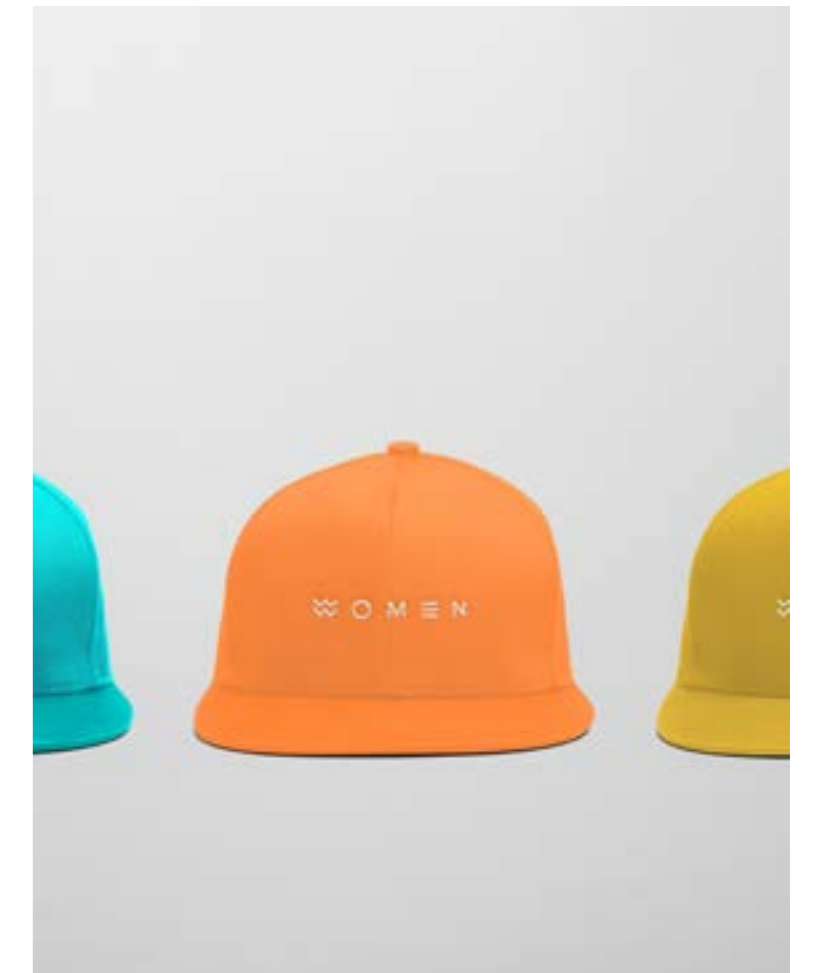
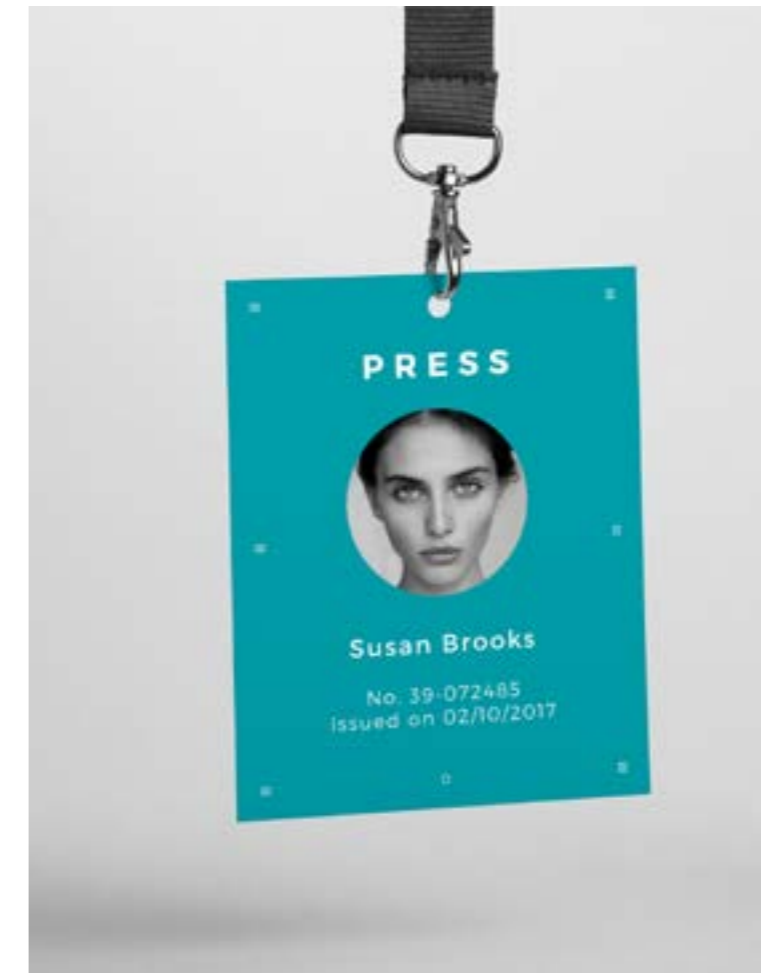
CLIENT: Redken, L'Oréal Group
PUBLISHED: October 2015
CONCEPT: An American hair care brand. For this project, we created the full branding for the Redken event that invited people to try and test the brand's hair products and styling stations.

NUTRICIA



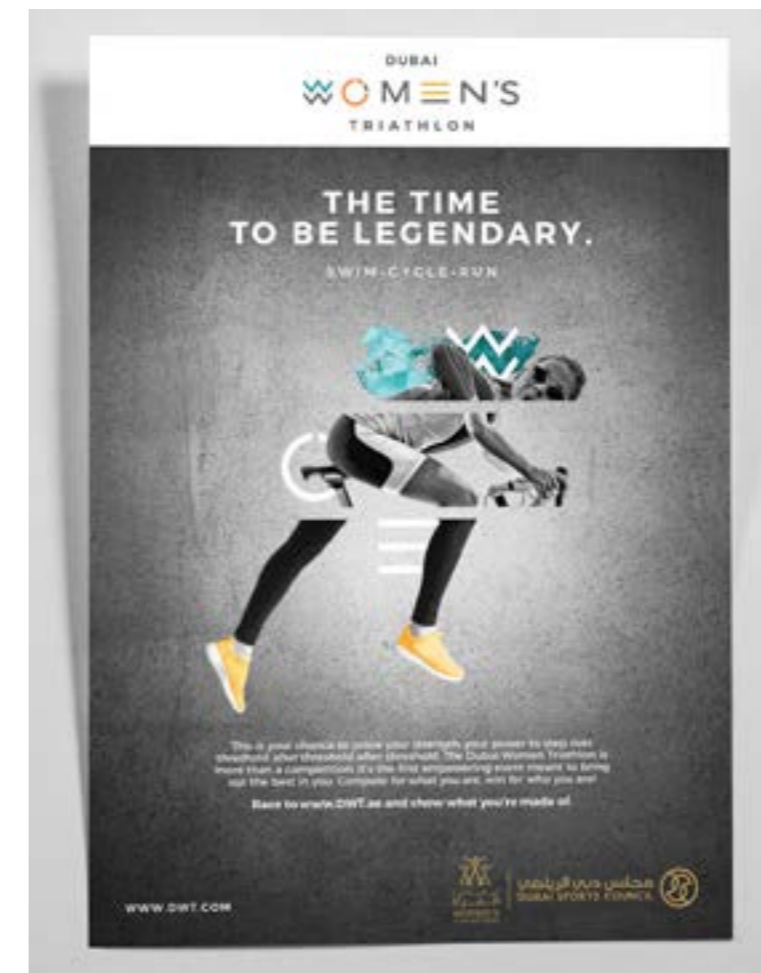
CLIENT: Nutricia Middle East
PUBLISHED: November 2016
CONCEPT: A group that specialises in baby food and clinical nutrition. This project was part of the organisation's CSR activity in which they created a concept called *Healthy Plate Mates* that supported healthy eating in children in first world and third world countries. We were responsible for coming up with the project name, creating the logo as well as the rest of the identity, which included parent booklets, teaching lessons, and other educational collaterals used during children's classes. We also created an informative video which is on our Youtube channel (please see page 65).





CLIENT: Dubai Women Triathlon
PUBLISHED: September 2017
CONCEPT: The Dubai Women's Triathlon, established in 2017, was the first women triathlon to exist in the GCC which allows Emiratis, expats and tourists to participate in an only women triathlon. Its formation further promotes the vision of Dubai Sports Council in nurturing the culture of sport and practice of physical activity among women in Dubai. The triathlon included swimming, running and cycling within a competitive atmosphere that supported and empowered women to participate on a local, regional and global scale.

Our team developed their logo along with their brand guidelines which includes an overview of the brand, communication, core branding, photography and applications such as advertising OOH, magazine layouts or promotional items.



VIBE



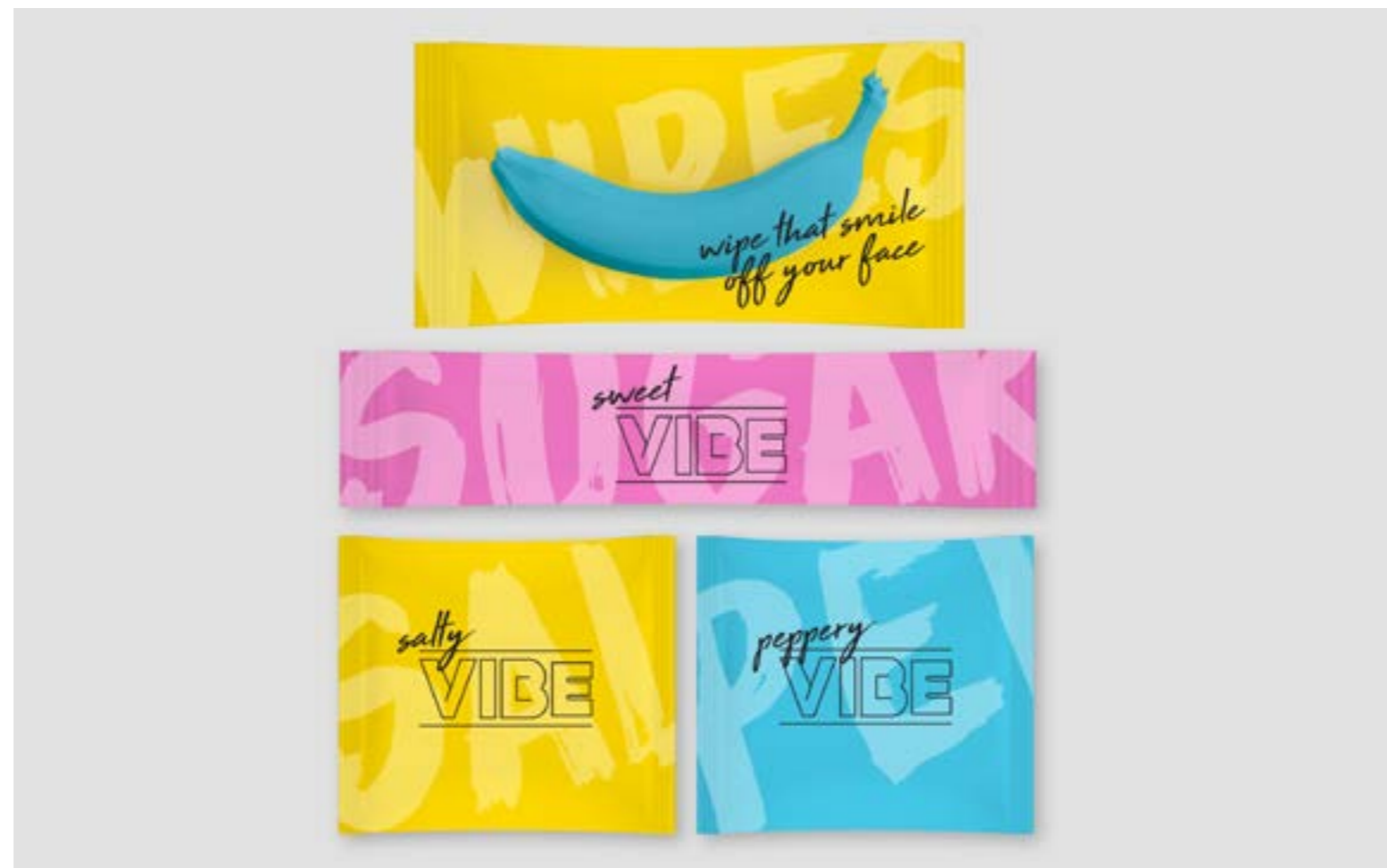
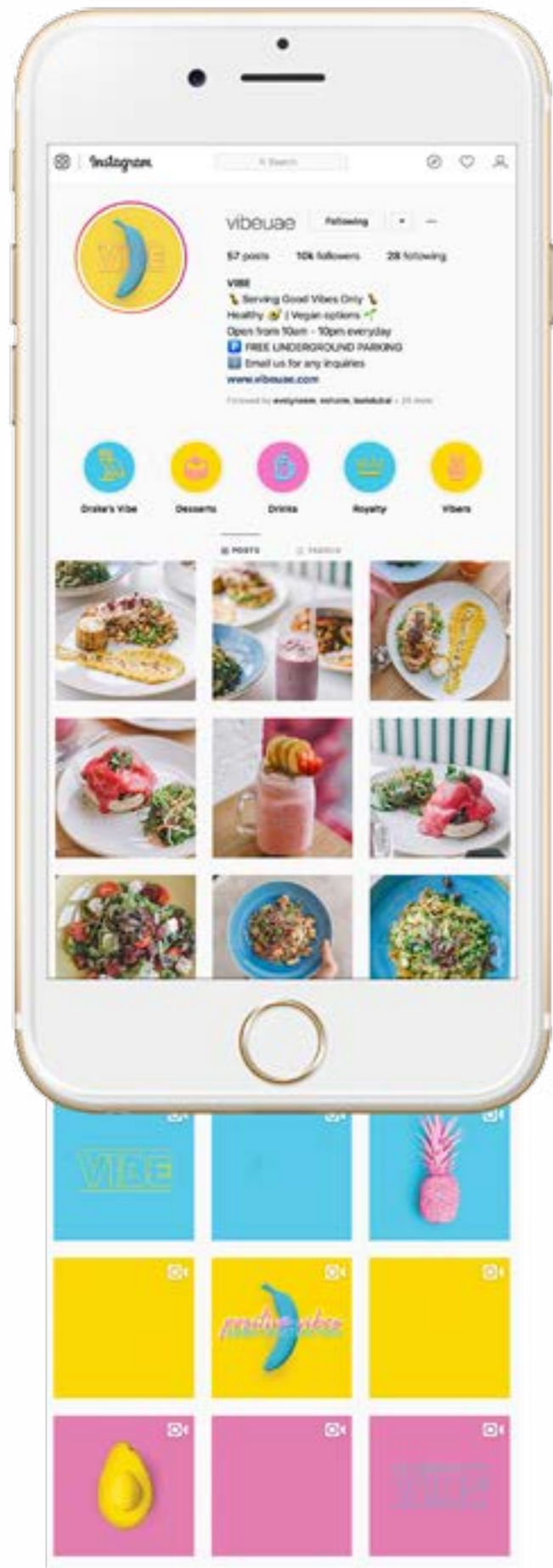
CLIENT: Vibe Cafe

PUBLISHED: January 2018

CONCEPT: Vibe is a restaurant which offers high quality sustainable ingredients to serve flavorsome, non-genetically modified, plant based/vegan friendly, macrobiotic filled, gluten-free and sugar-free high mood foods.

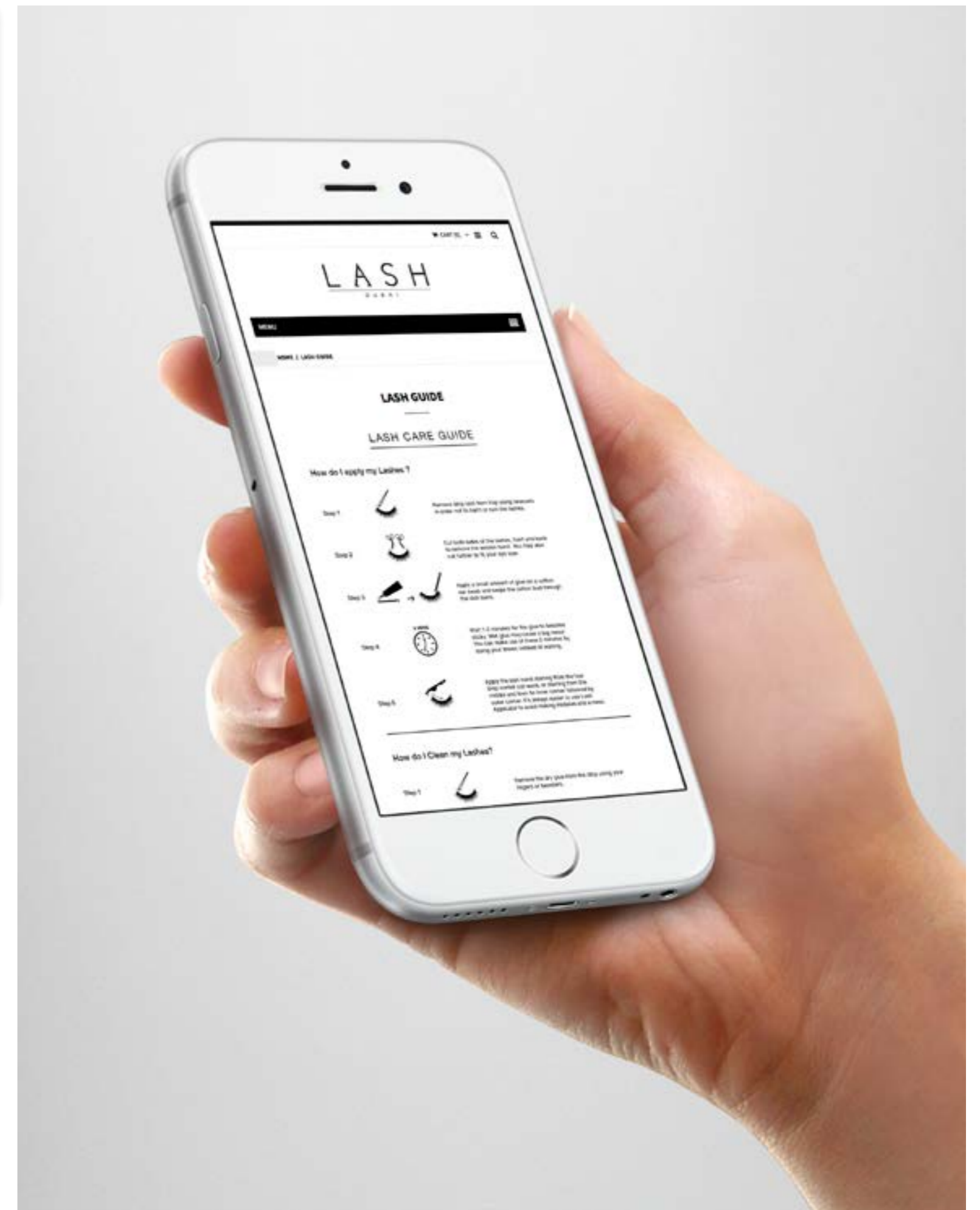
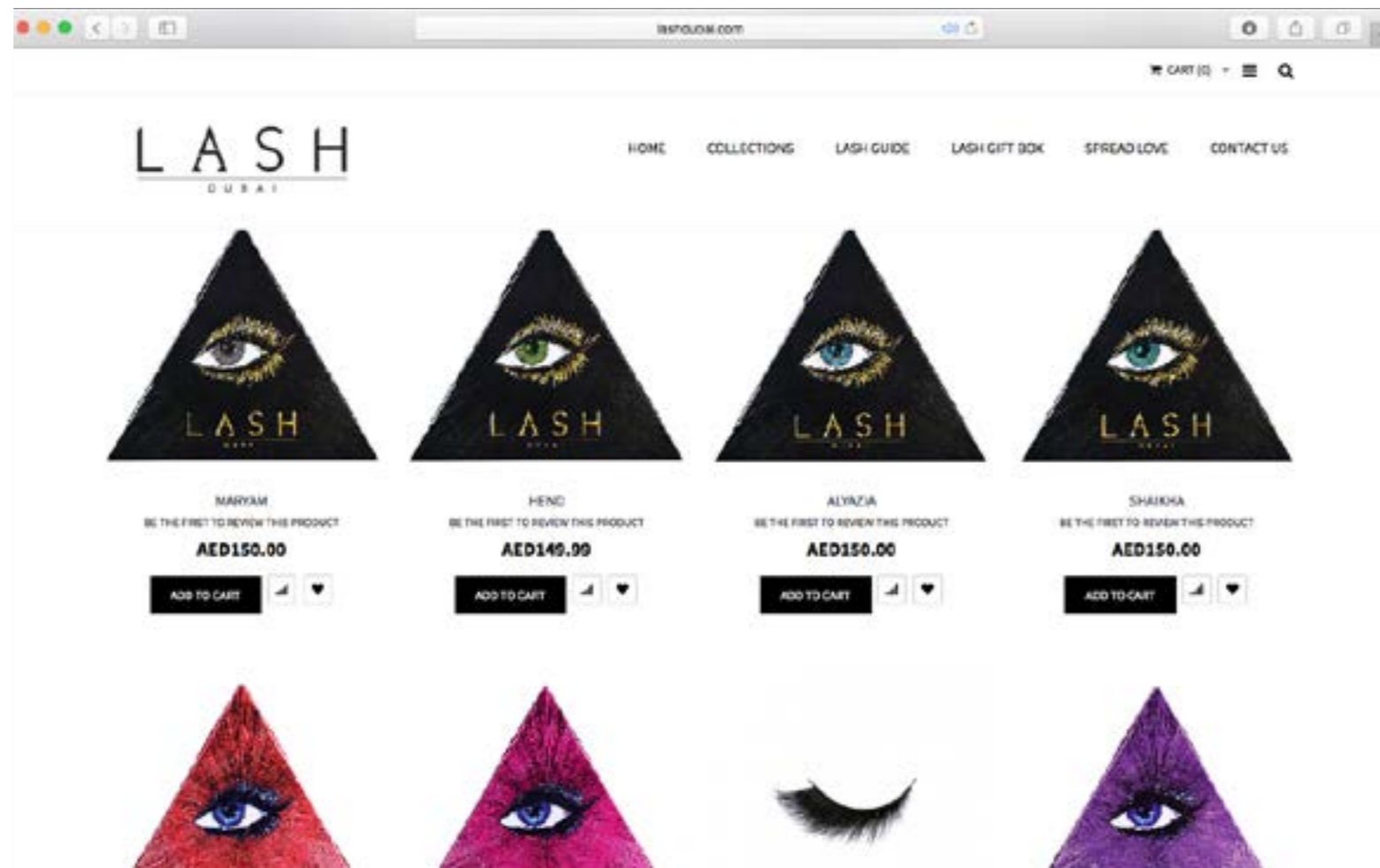
We worked on everything from concept to branding.

CONCEPT BRANDING



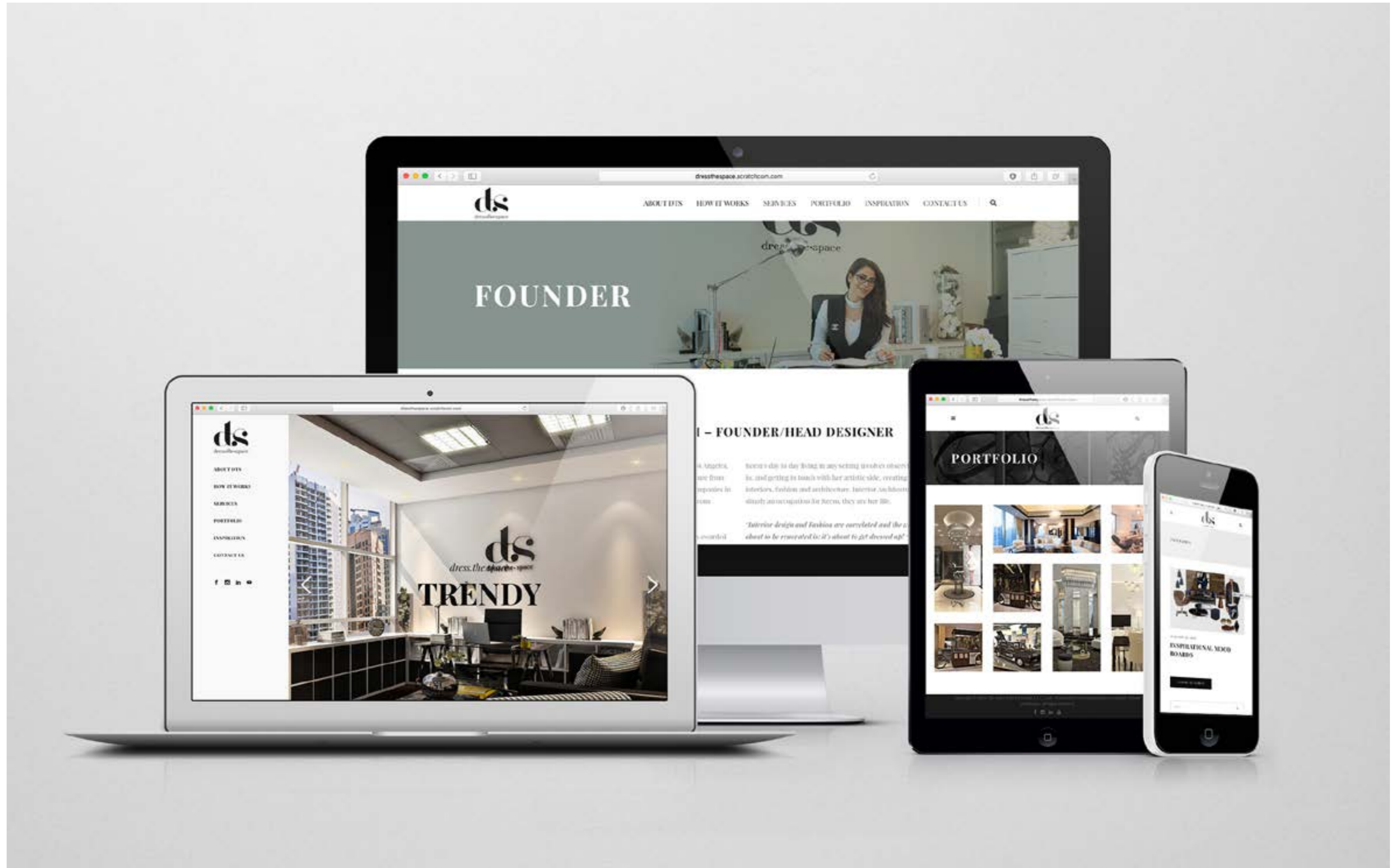
: / Web Development & Design

LASH
DUBAI



CLIENT: LASH DUBAI
PUBLISHED: January 2016
CONCEPT: A beauty brand founded in Dubai that sells eye lashes regionally and internationally. We launched and designed the brand's e-commerce website, while regularly maintaining the site.

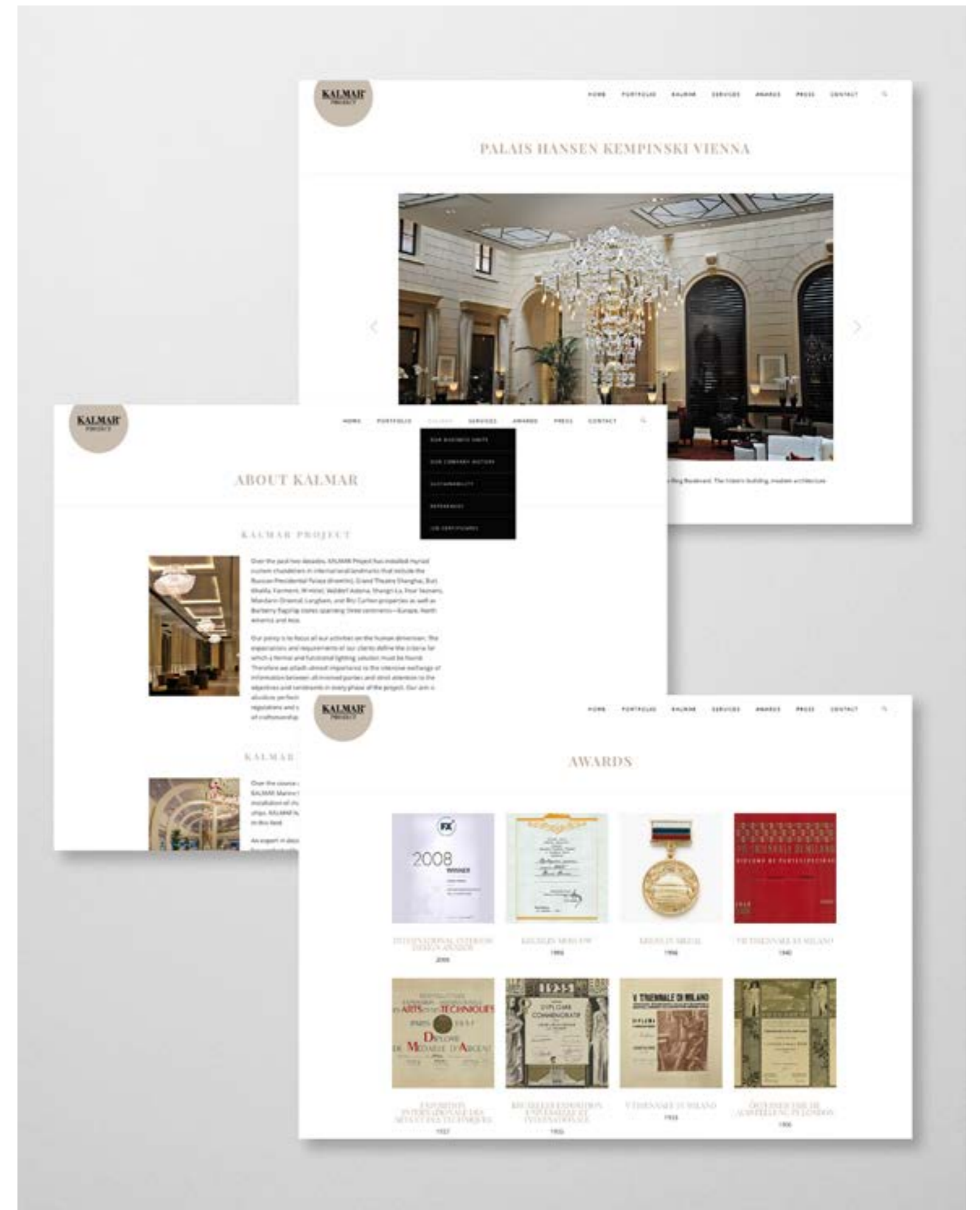
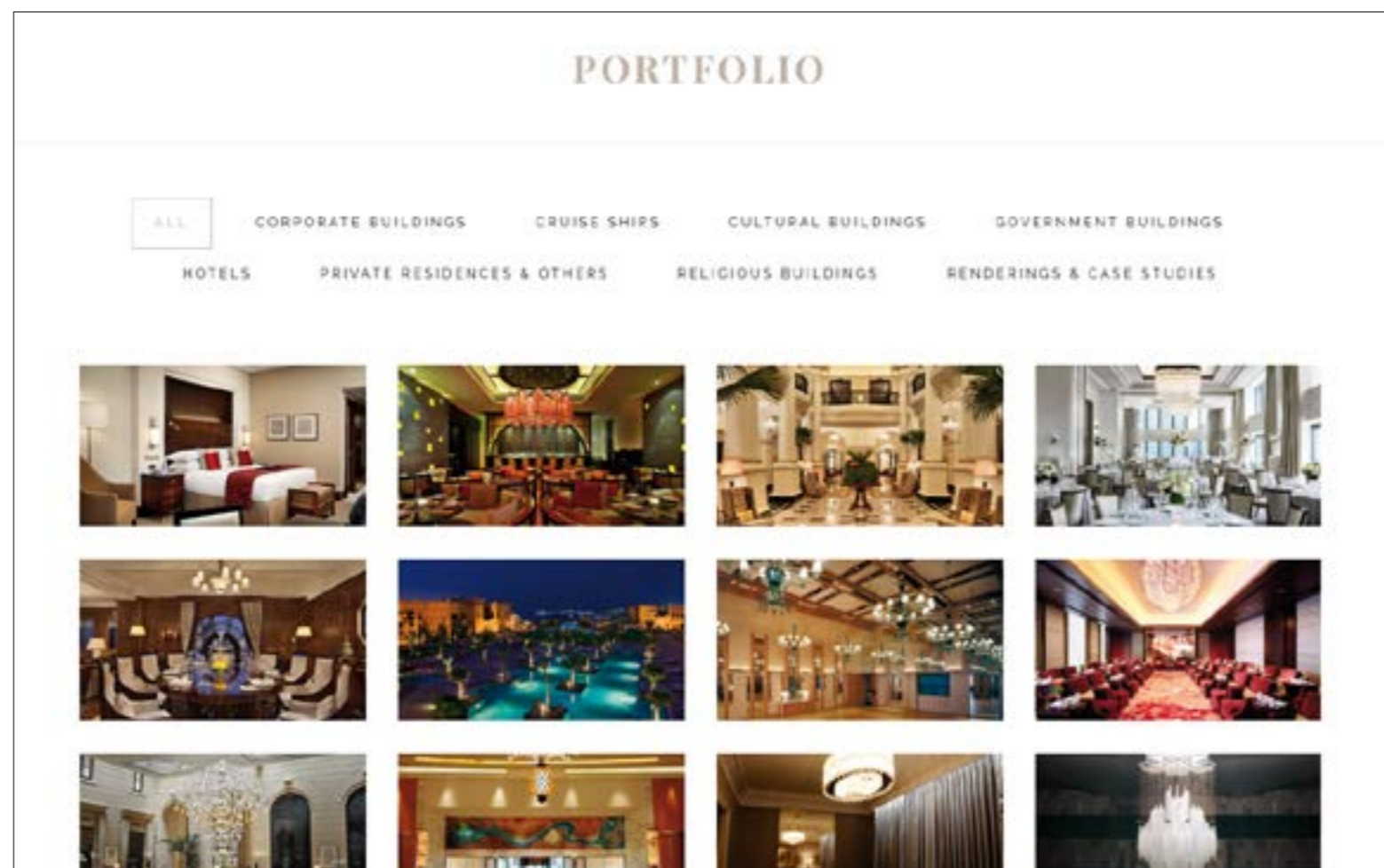
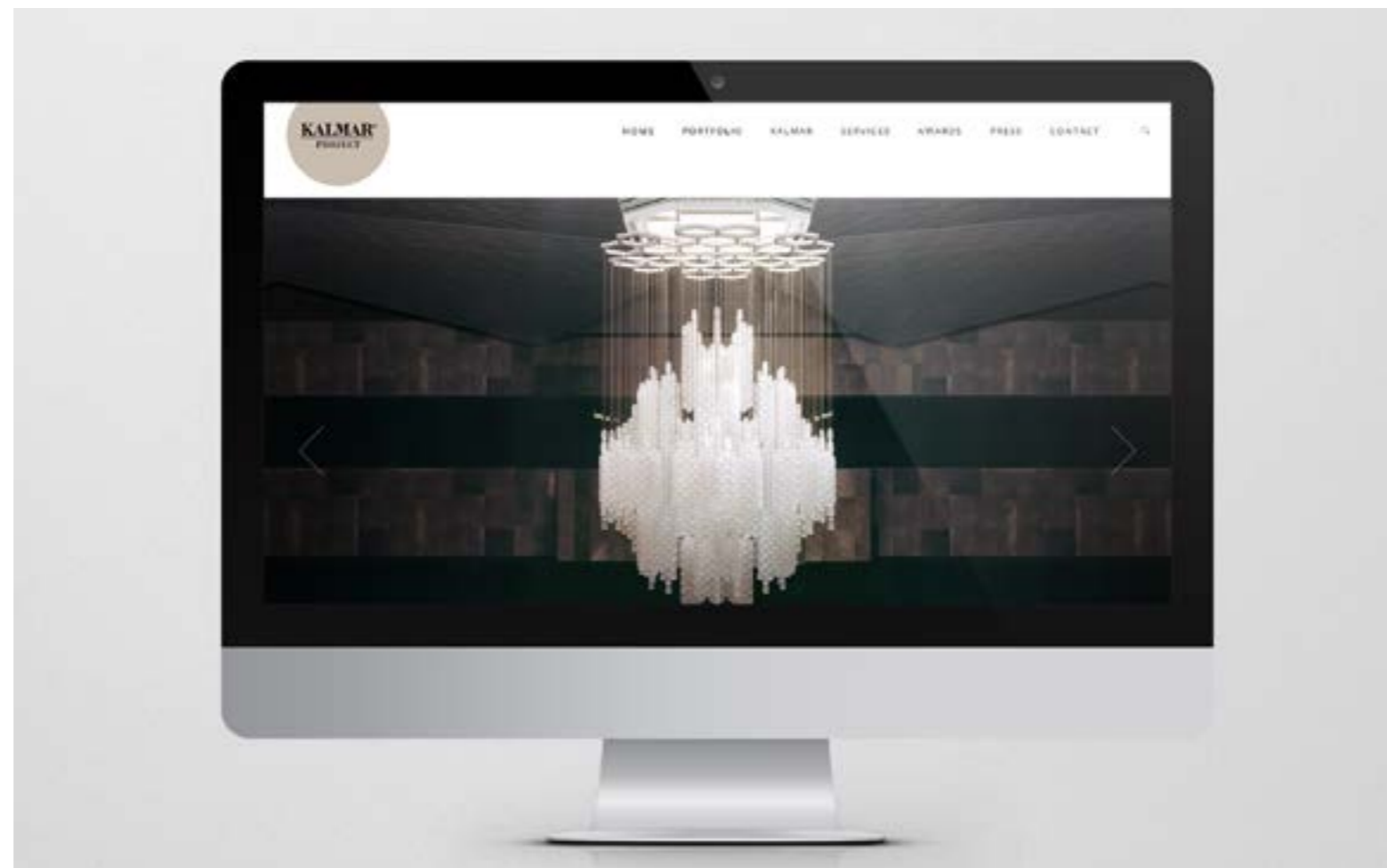




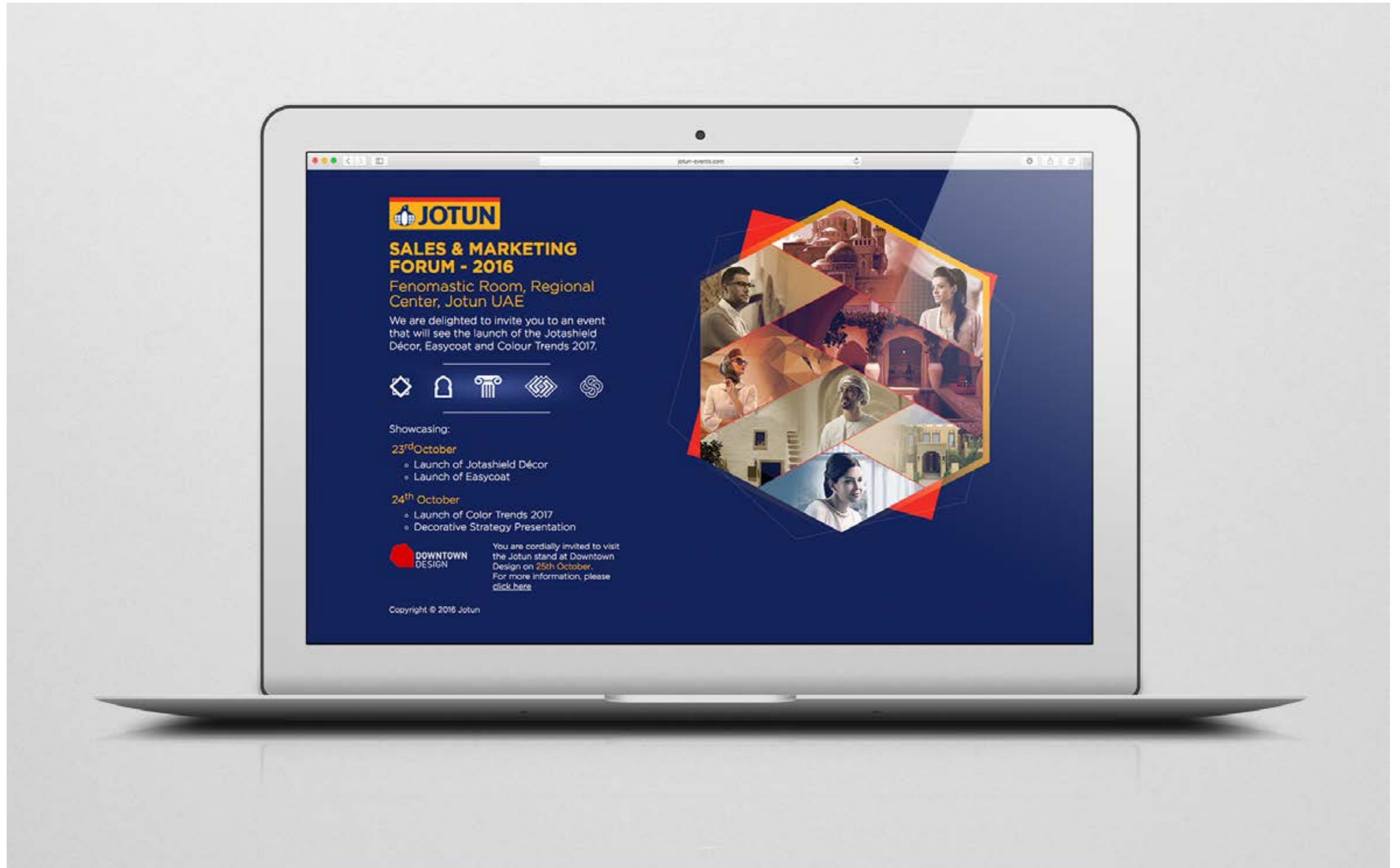
CLIENT: Dress the Space

PUBLISHED: December 2016

CONCEPT: An interior design company that is based in Dubai. We launched and designed the brand's informative website.



CLIENT: Kalmar
PUBLISHED: January 2017
CONCEPT: A lighting company based in Vienna with projects around the world. The website was an informative site based on a template.

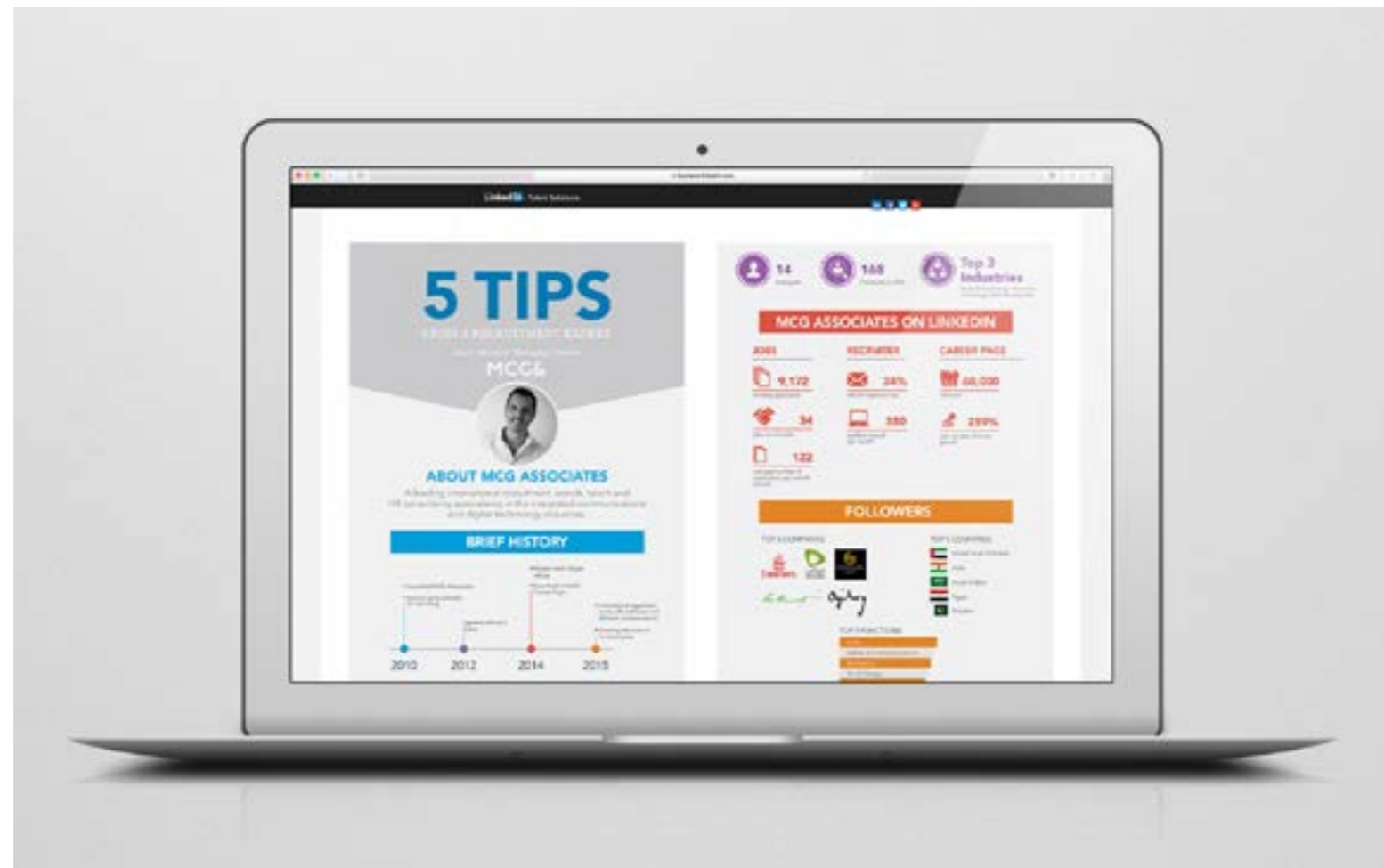


CLIENT: JOTUN Paints

PUBLISHED: October 2016

CONCEPT: JOTUN's launch of a new decorative paint collection. We created an animated digital invite uploaded on the event's website where invitees could find all the details and information to the launch event.

Digital & Social Media

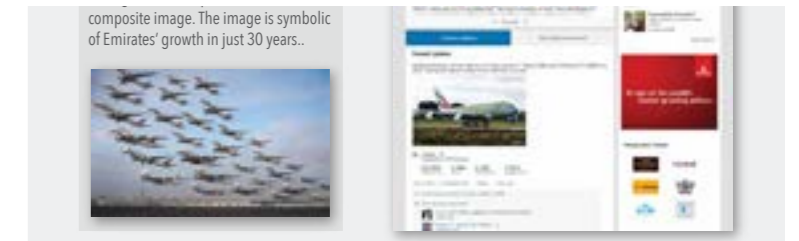
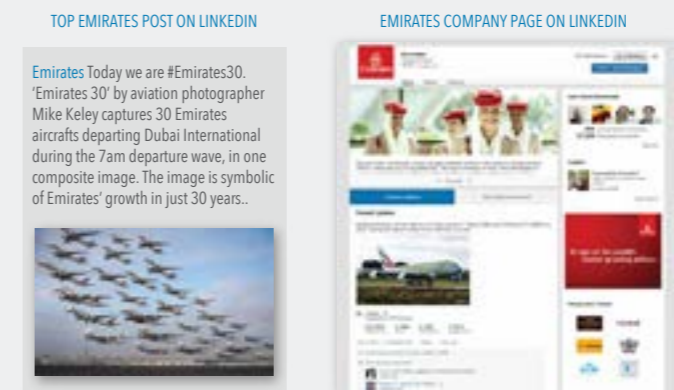
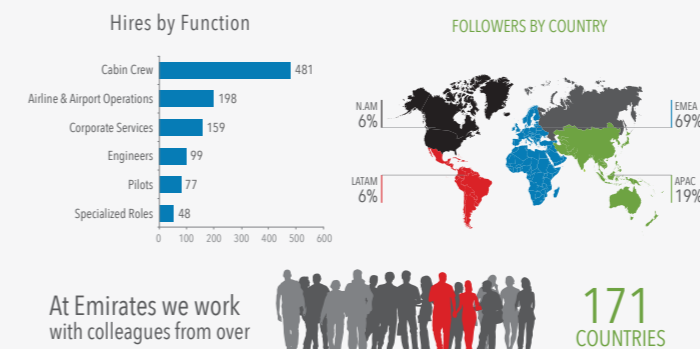


CLIENT: LinkedIn Middle East
PROJECT NAME: Various
PUBLISHED: 2015 - 2016
CONCEPT: A business social networking service. Here is a variety of digital elements we've created for LinkedIn, including detailed industry infographics and online banners.



THE MOST FOLLOWED TRAVEL BRAND ON LINKEDIN
 THE MOST FOLLOWED BRAND IN THE MIDDLE EAST

EMIRATES ON LINKEDIN



EMIRATES ROUTE NETWORK (includes 16 cargo-only services)

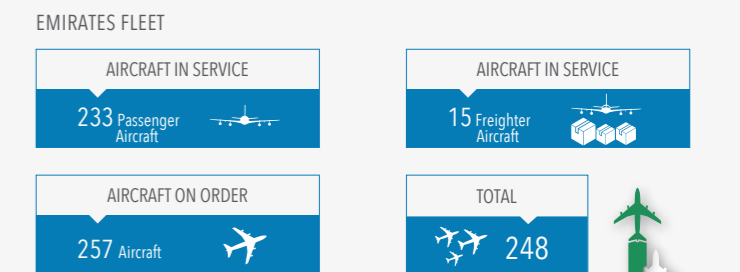
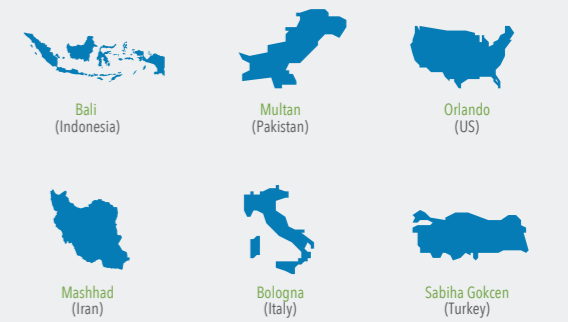
We fly to 150 destinations in 80 countries and territories



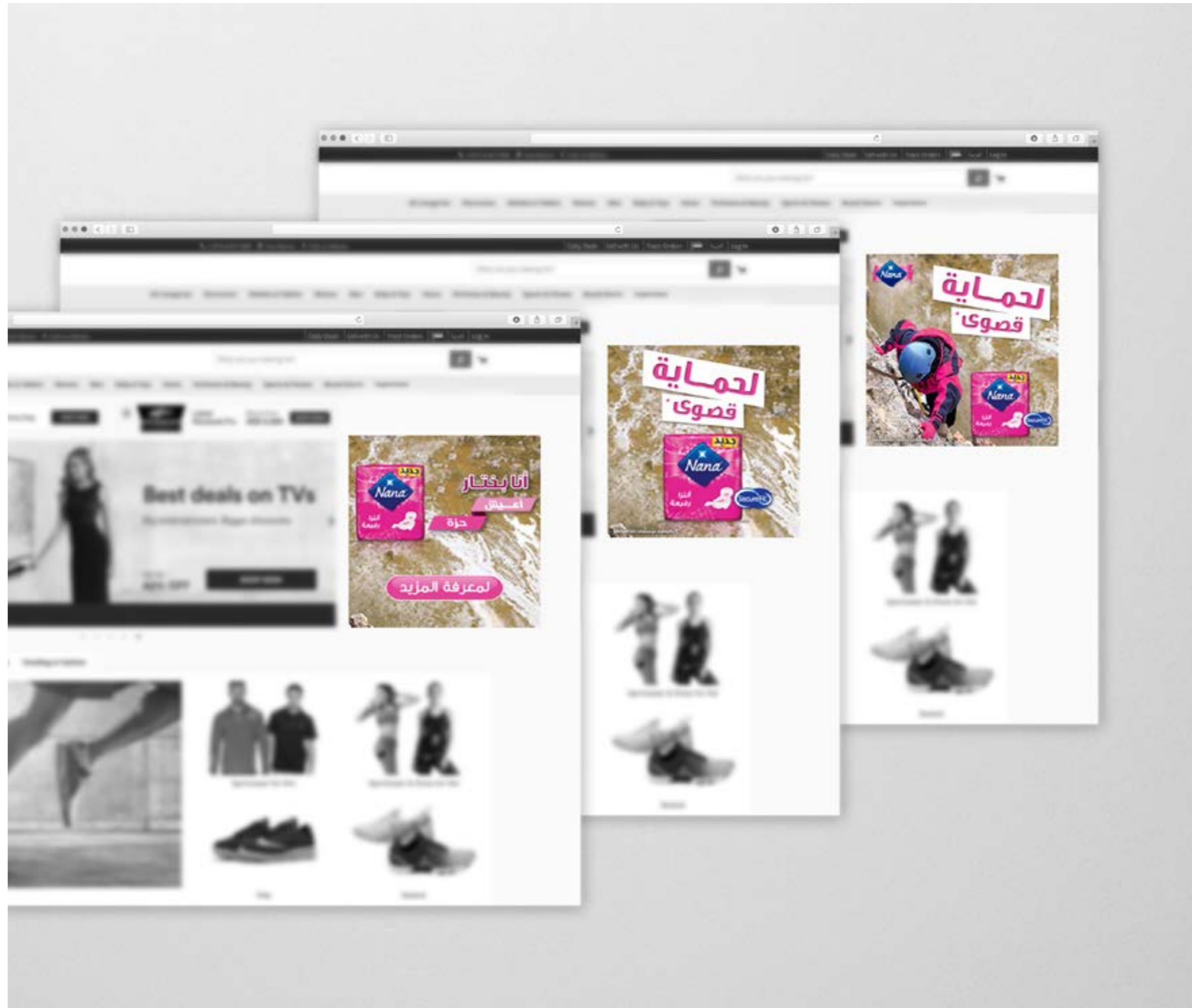
Emirates operates over **3,600 FLIGHTS** on average per week
 Emirates flew over **51.3 MILLION** passengers in 2015

On March 30th 2016, Emirates will launch a daily service to Cebu and Clark in the Philippines

EMIRATES ADDED 6 NEW PASSENGER ROUTES IN 2015



ONLINE BANNERS



CLIENT: Nana, SCA
PROJECT NAME: Online Banners
PUBLISHED: September 2016
CONCEPT: Nana is a sanitary napkin brand. For this project we created a series of online animated banners part of their new marketing strategy in the KSA and UAE.

DIGITAL STORYBOARD ILLUSTRATION



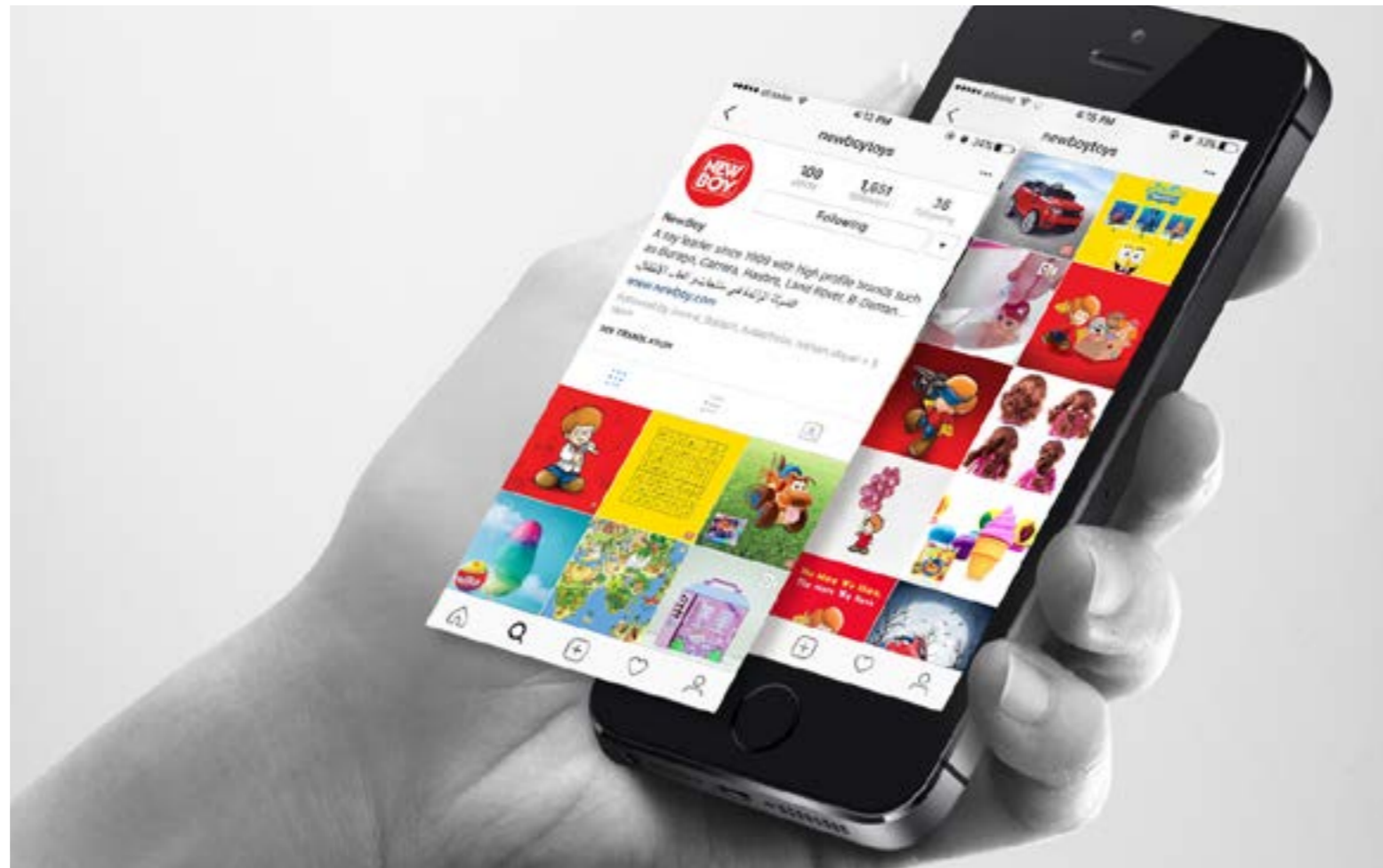
CLIENT: LIFEBOUY

PROJECT NAME: Mom's magic hands

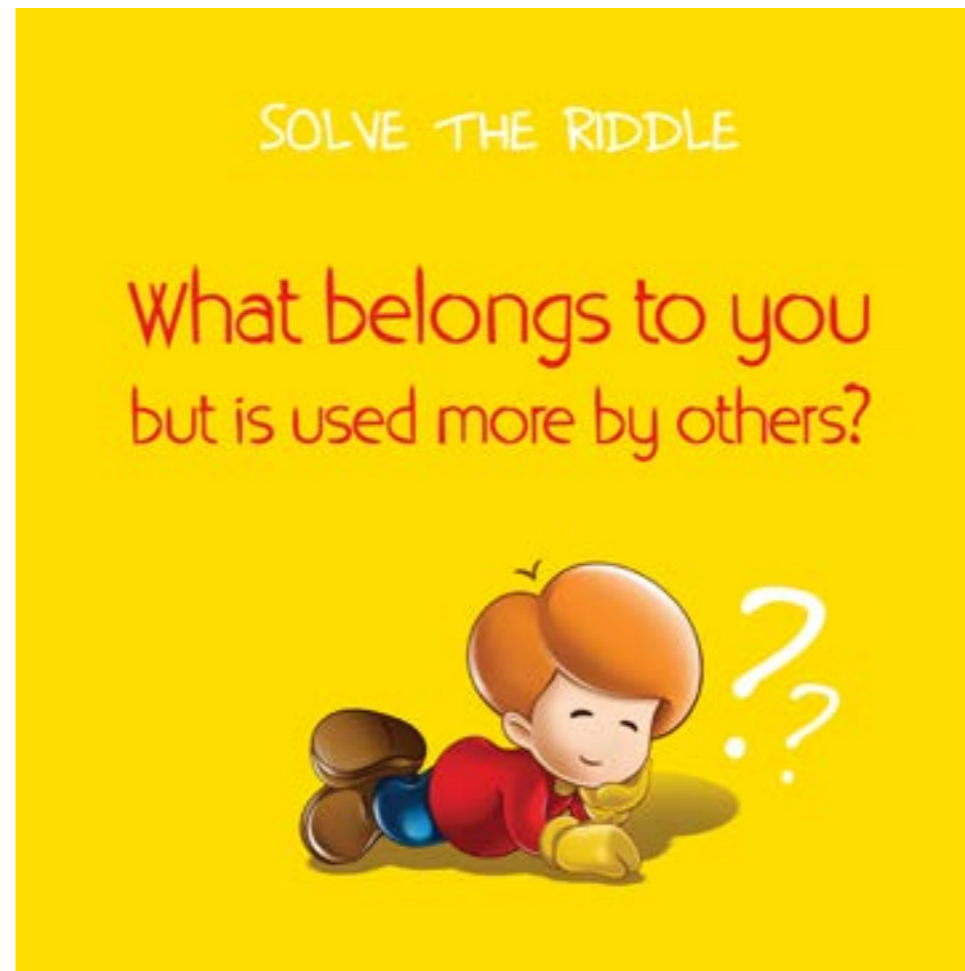
PUBLISHED: May 2019

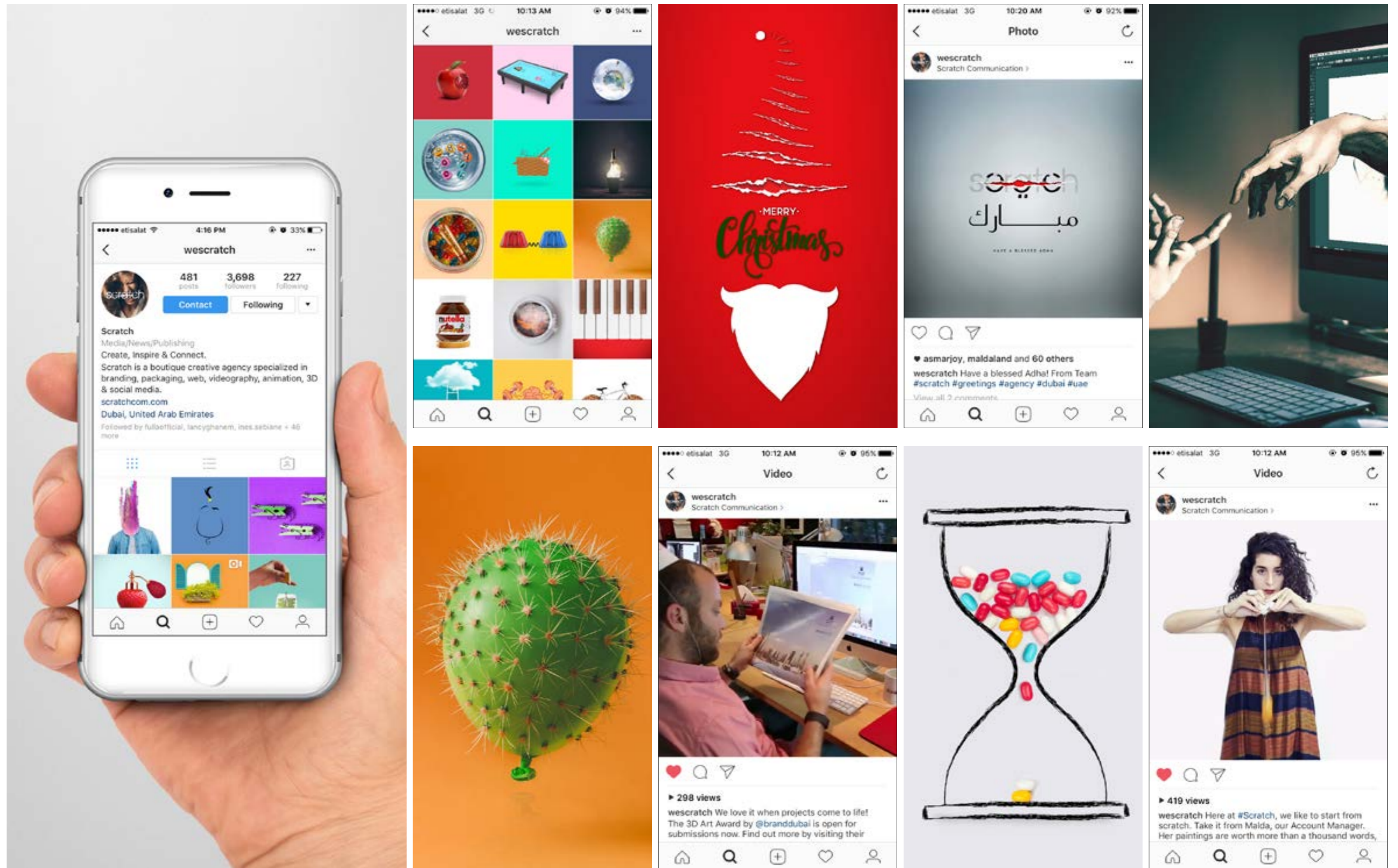
CONCEPT: Lifebuoy committed to improving hygiene for Syrian refugees in Lebanon with limited access to clean water and sanitation infrastructure in order to support 10,000 Syrian refugee mothers and their children over 12 months with community behavior change programs and access to soap products that promote healthy hygiene.

The Unilever team shared with us a story board created in Nepal. We had to adapt the illustrations to our new target audience, Syrian refugees, changing the characters clothes to traditional dresses, adding Syrian features, skin color, environment ...



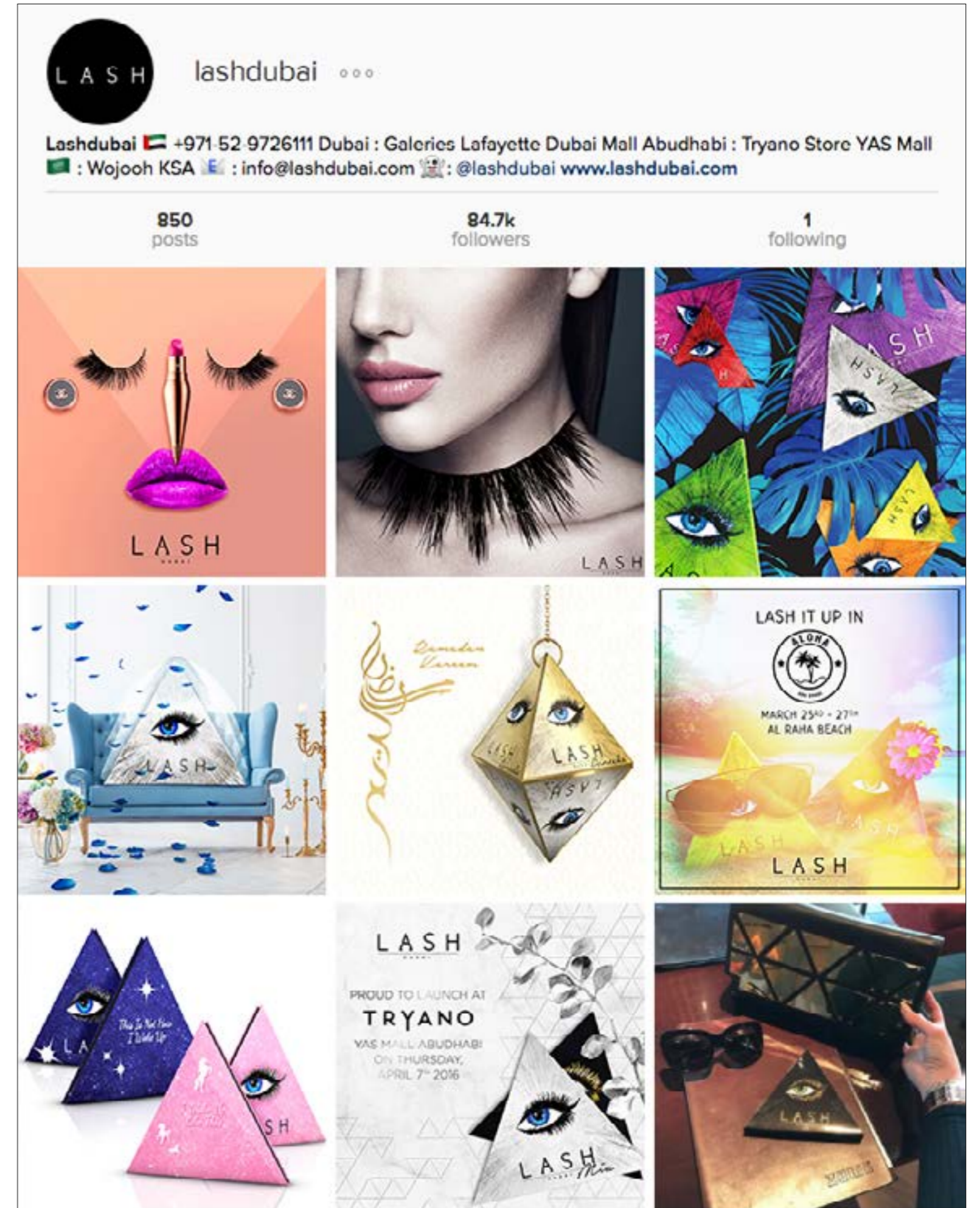
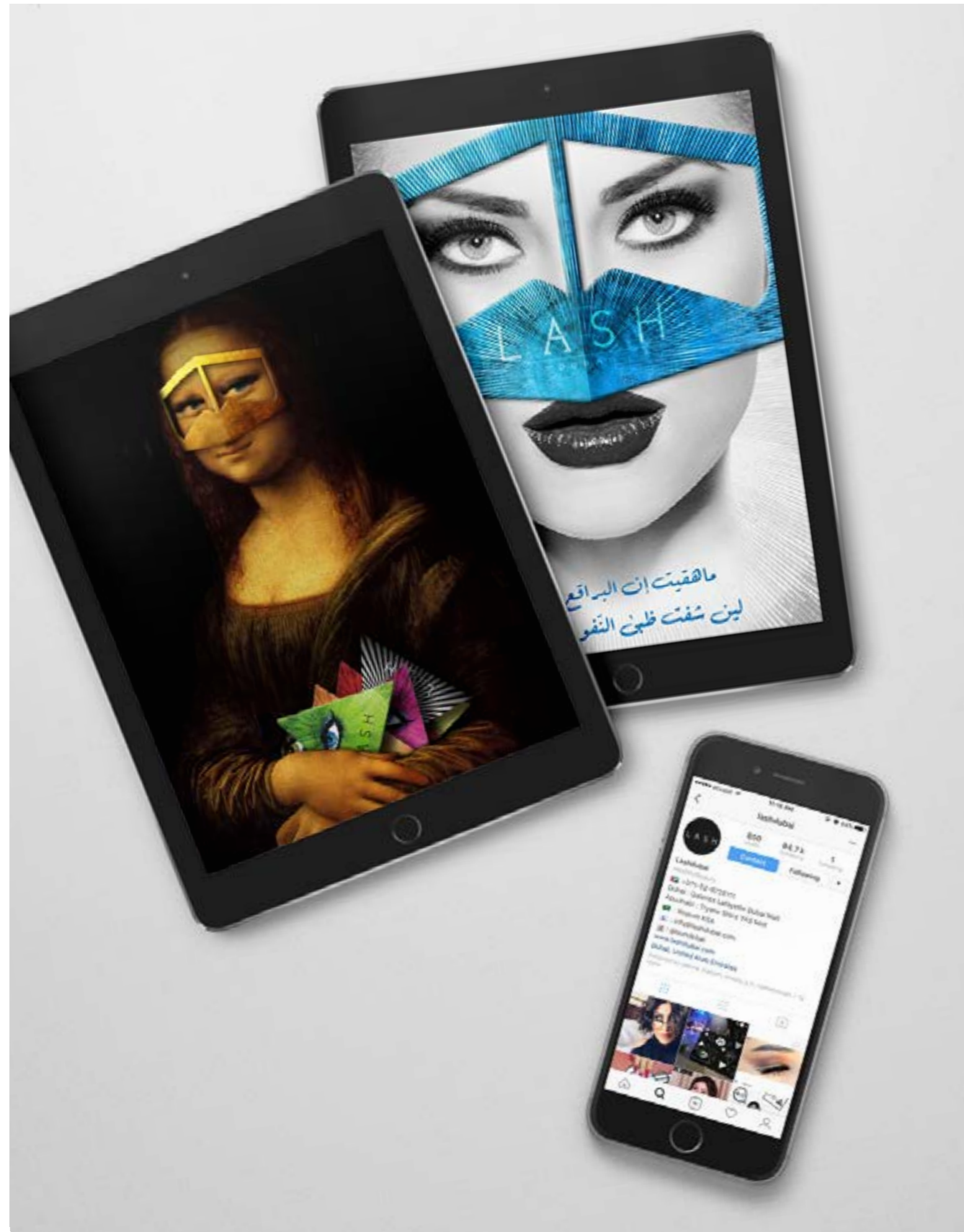
CLIENT: New Boy
PUBLISHED: June - September 2016
CONCEPT: A toy company based in Dubai. We managed and designed the posts for their social media pages across two brands, New Boy and Fulla, a doll created by the company.





CLIENT: Scratch Advertising & Communication
PUBLISHED: Ongoing
CONCEPT: Part of the team's work scope is creating and designing weekly posts for our brand's social media pages.
 Look us up at @wscratch on IG and at Scratch Communication on Facebook.

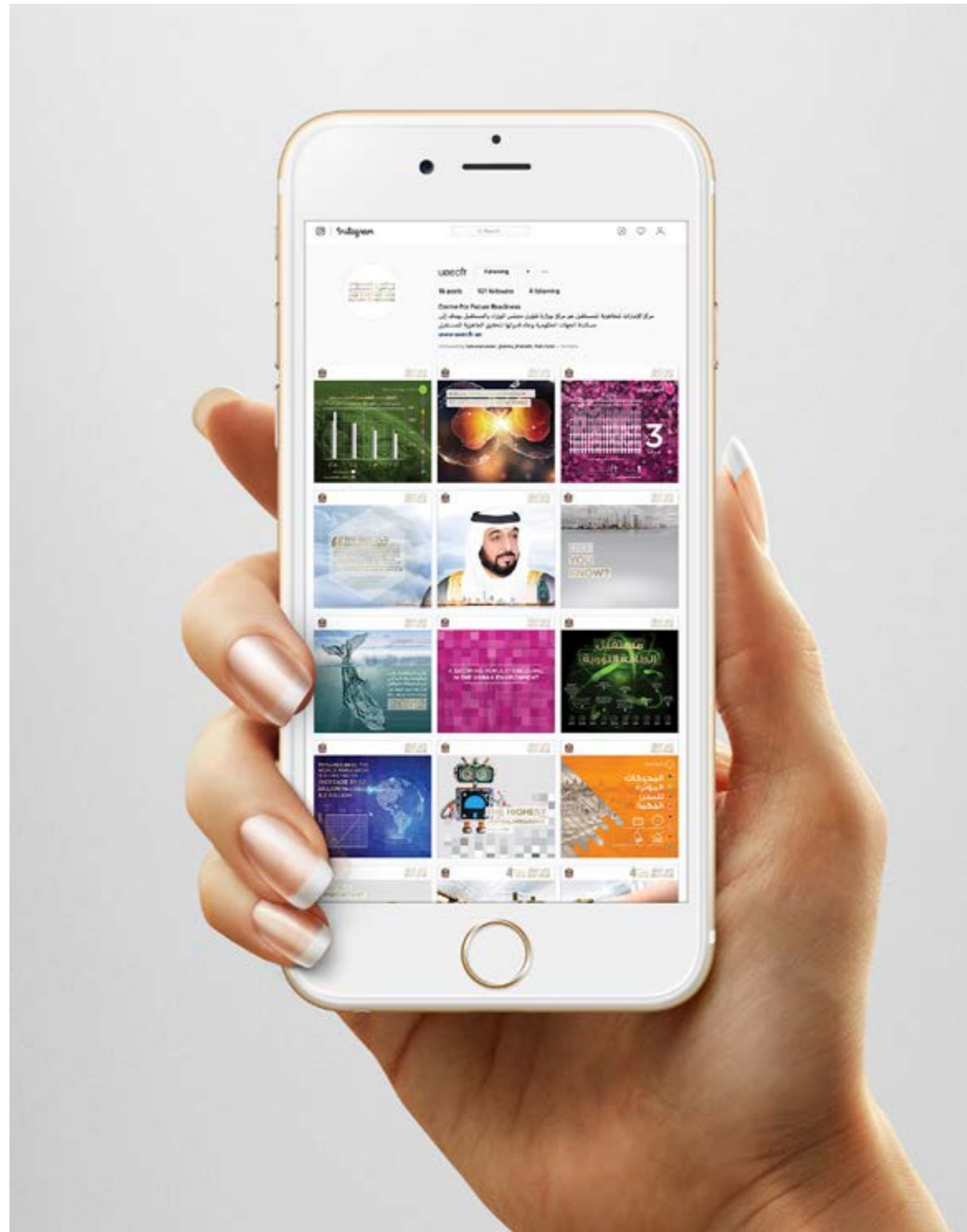
L A S H
D U B A I



CLIENT: LASH DUBAI
PUBLISHED: December 2016
CONCEPT: A beauty brand founded in Dubai that sells eye lashes regionally and internationally. We design and create a number of monthly static and motion posts for their social media pages.



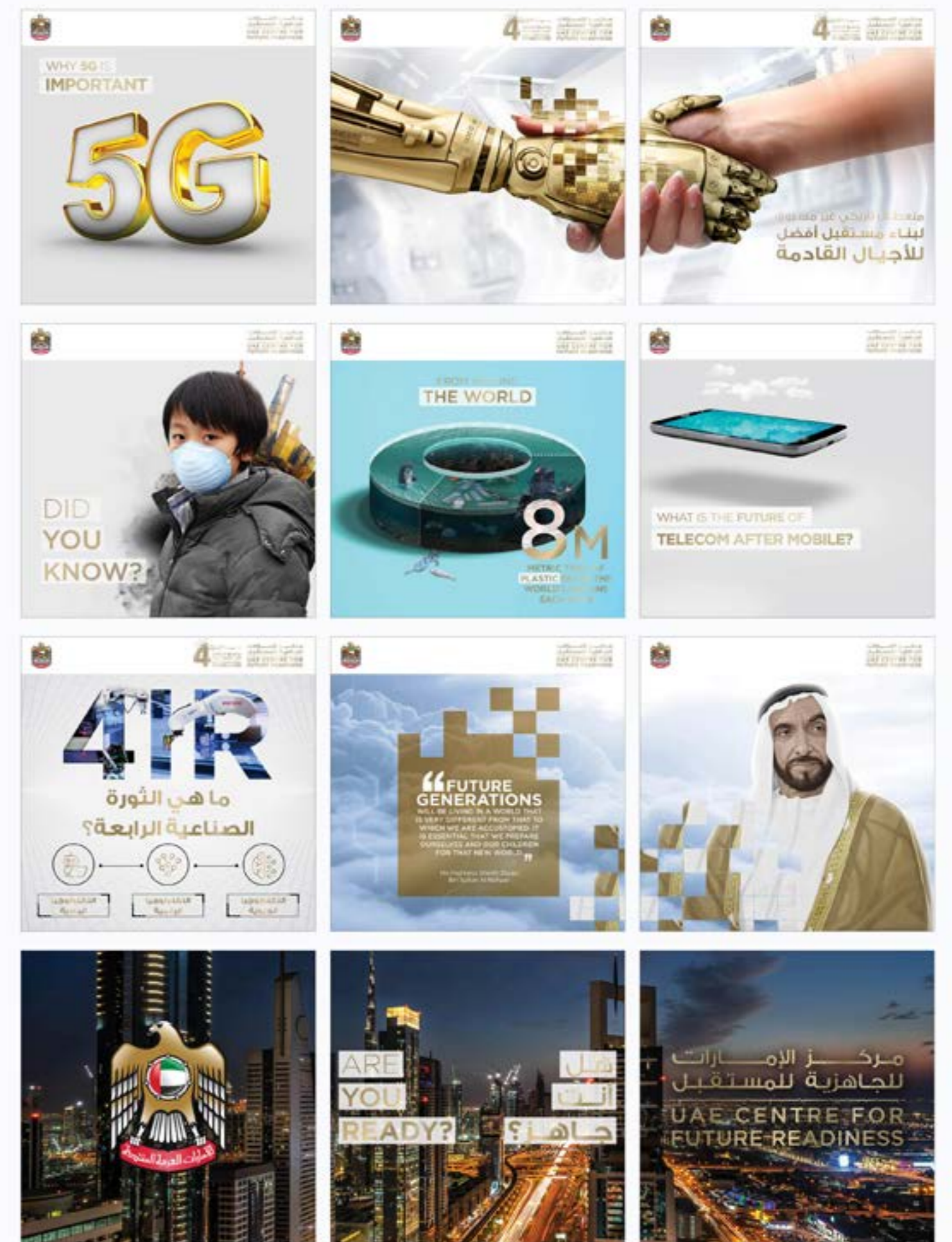
مركز الإمارات
لجاهزية المستقبل
UAE CENTRE FOR
FUTURE READINESS



CLIENT: Ministry of cabinet affairs & the future Future department

PUBLISHED: Ongoing

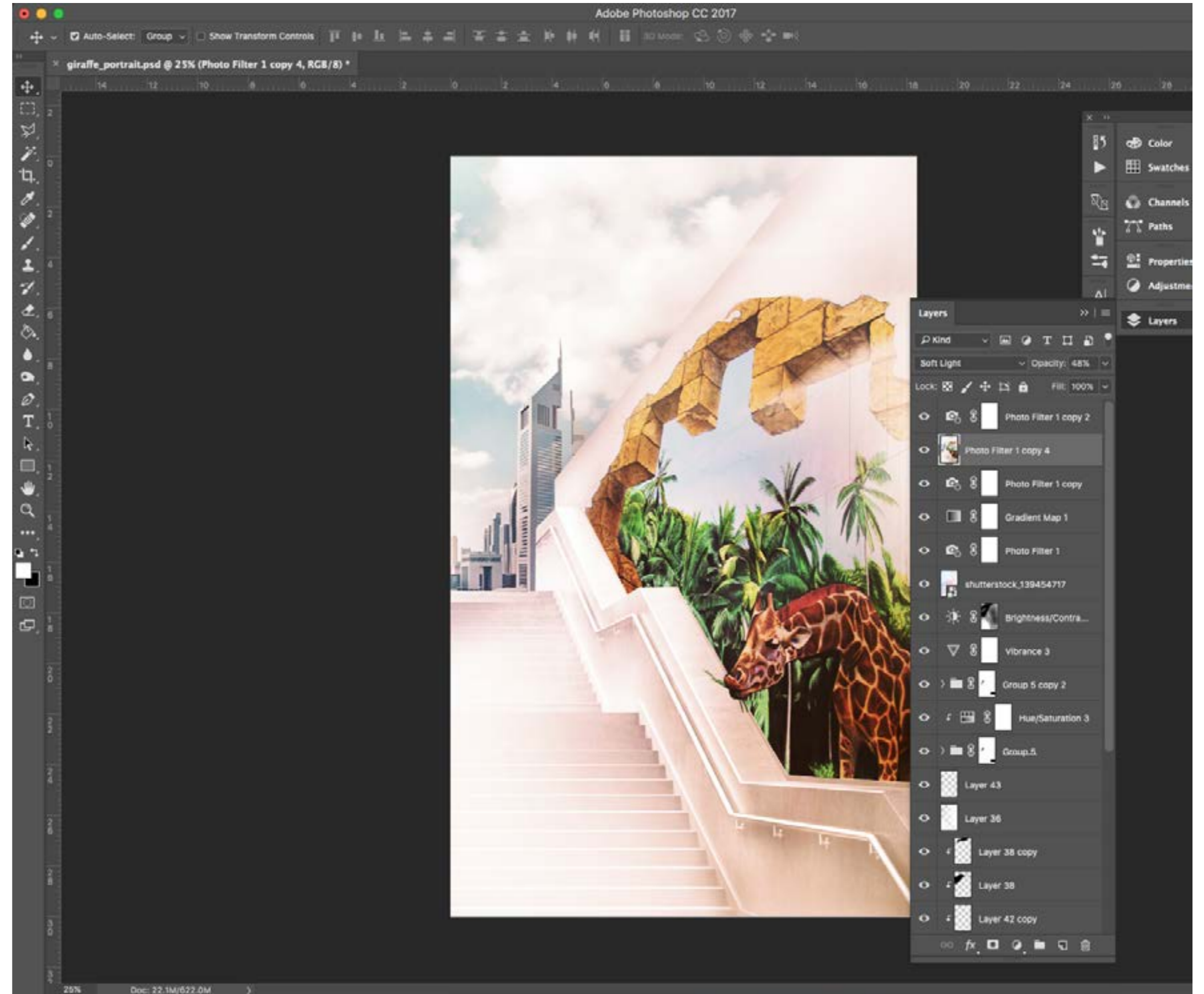
CONCEPT: UAE Center for Future Readiness, a foundation established under the Ministry of Cabinet Affairs and the Future (MoCAF), that acts as a major engine for future transformation. We are responsible for creating daily content and managing their social media platforms with creative and interactive posts.



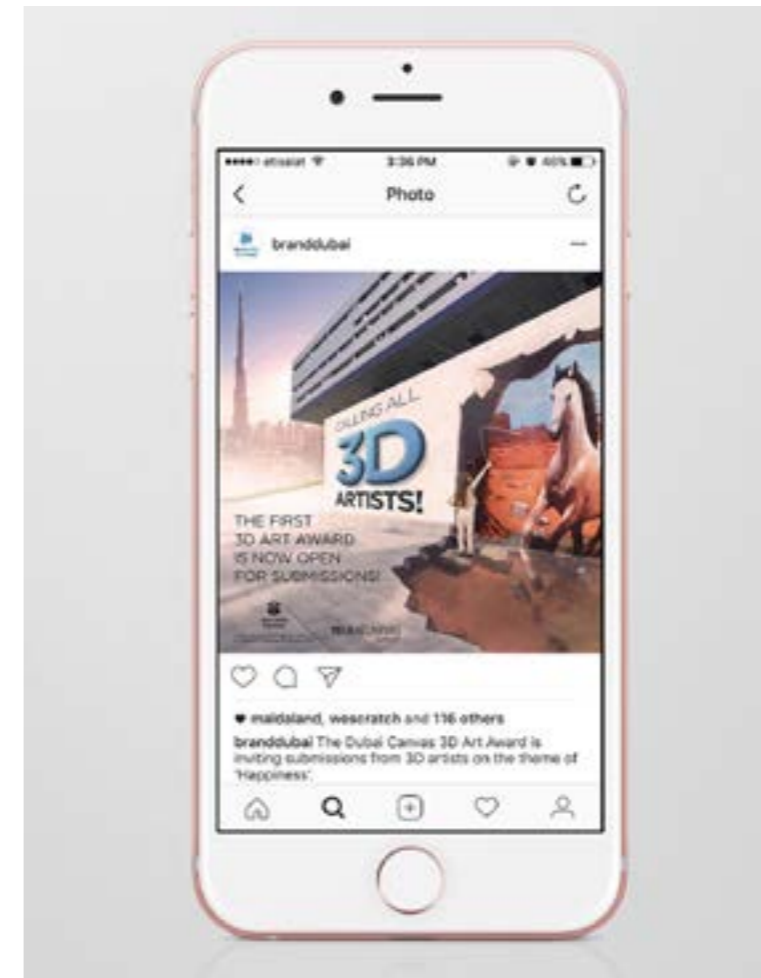
Advertising



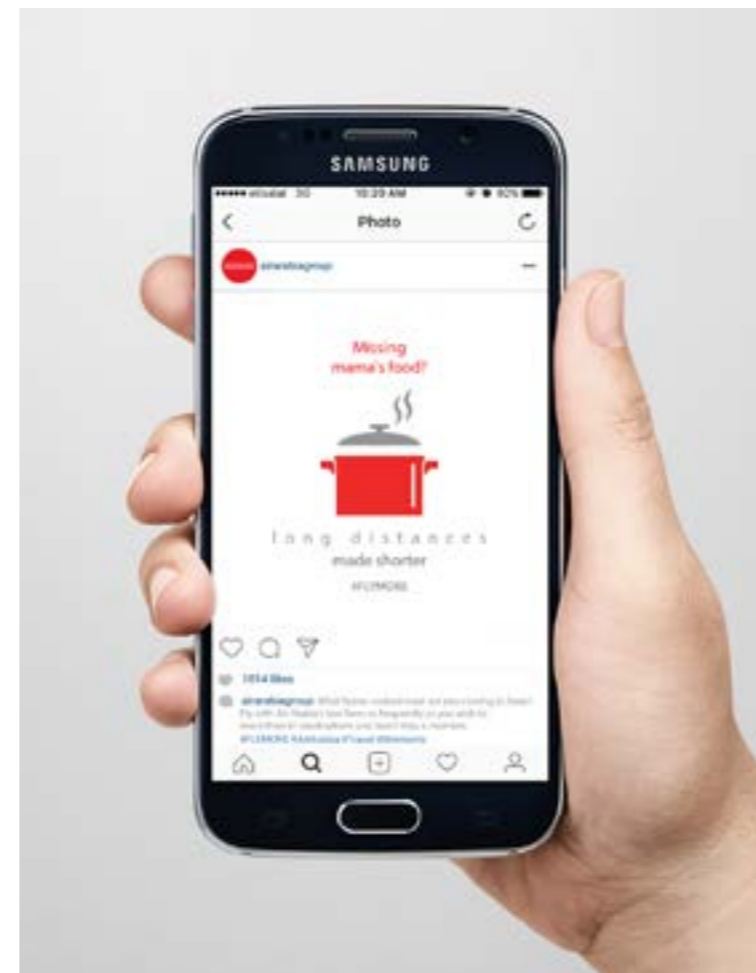
الذراع الإبداعي للمكتب الإعلامي لحكومة دبي
The creative arm of Government of Dubai Media Office



CLIENT: Government of Dubai Media Office
PROJECT NAME: 3D Art Festival
PUBLISHED: October 2016
CONCEPT: The media arm to the Dubai brand. For this project, we created the visual press ads that announced the city's 3rd installment of the 3D Art Festival and the call to the competition. As well as the concept for the award which combined all the elements of this festival together.



العربية للطيران
airarabia.com



CLIENT: Air Arabia

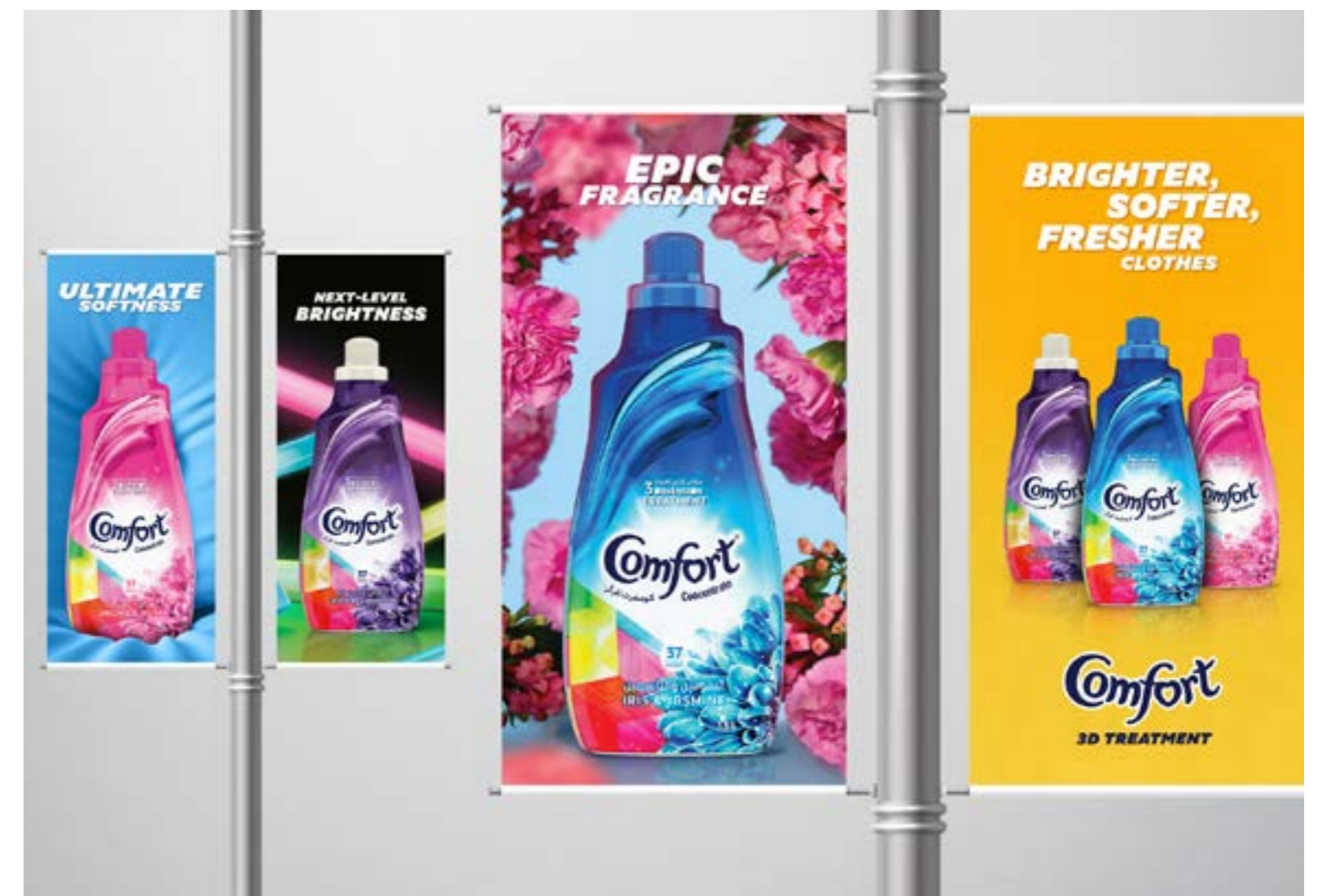
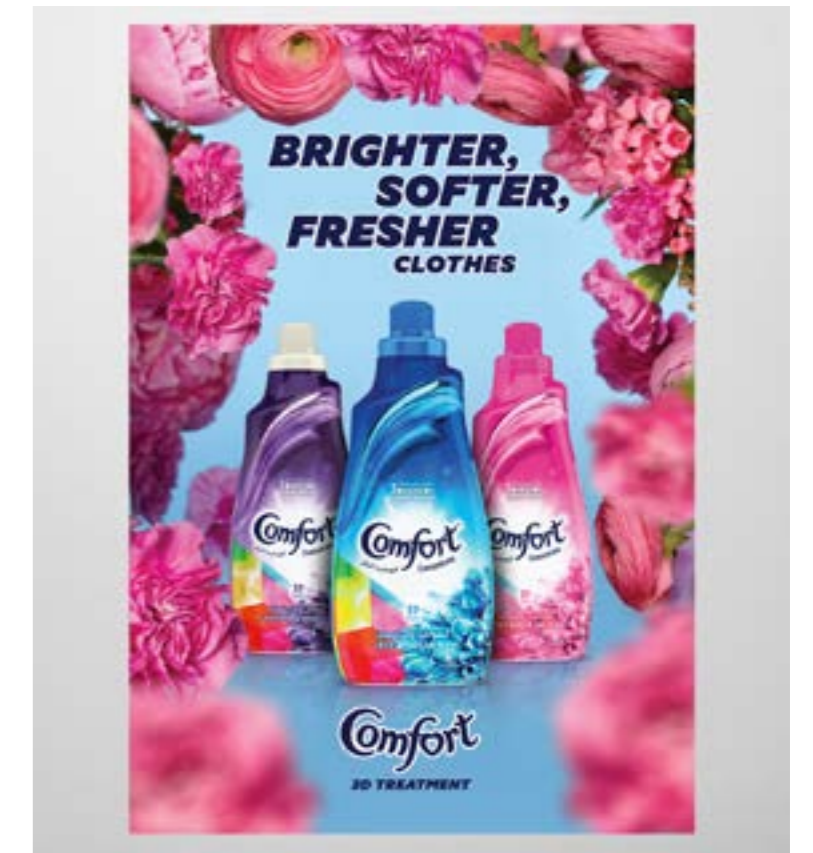
PROJECT NAME: Long Distances Made Shorter

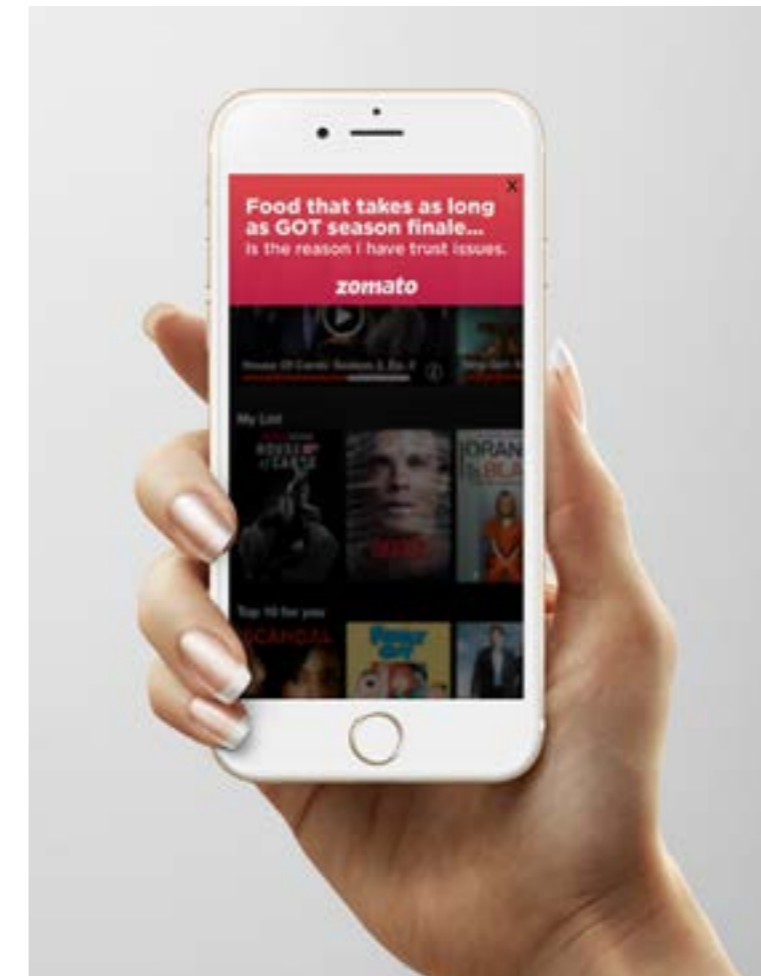
PUBLISHED: December 2015

CONCEPT: A low-cost airline based in Sharjah, UAE. The campaign's objective was to increase the Dubai customer share. We created and developed the communication for the campaign where we focused on significant moments in a person's life instilling the idea that it is easy and affordable to hop on a plane to make it to your son's birthday. The campaign concept included both online and offline platforms.



CLIENT: Comfort, Unilever
PROJECT NAME: Campaign Visuals Adaptation
PUBLISHED: June, 2018/2019
CONCEPT: Comfort is a fabric softener sold by Unilever. We are responsible for adapting their campaign visuals following the brand's media plan. These adaptations include print and outdoor.





CLIENT: Zomato

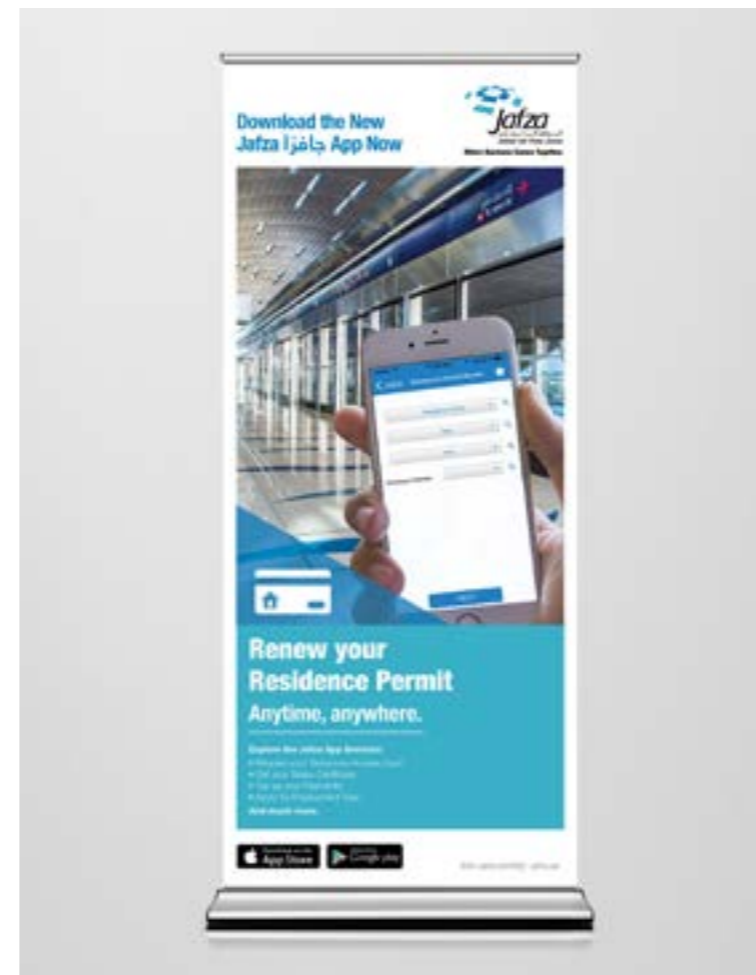
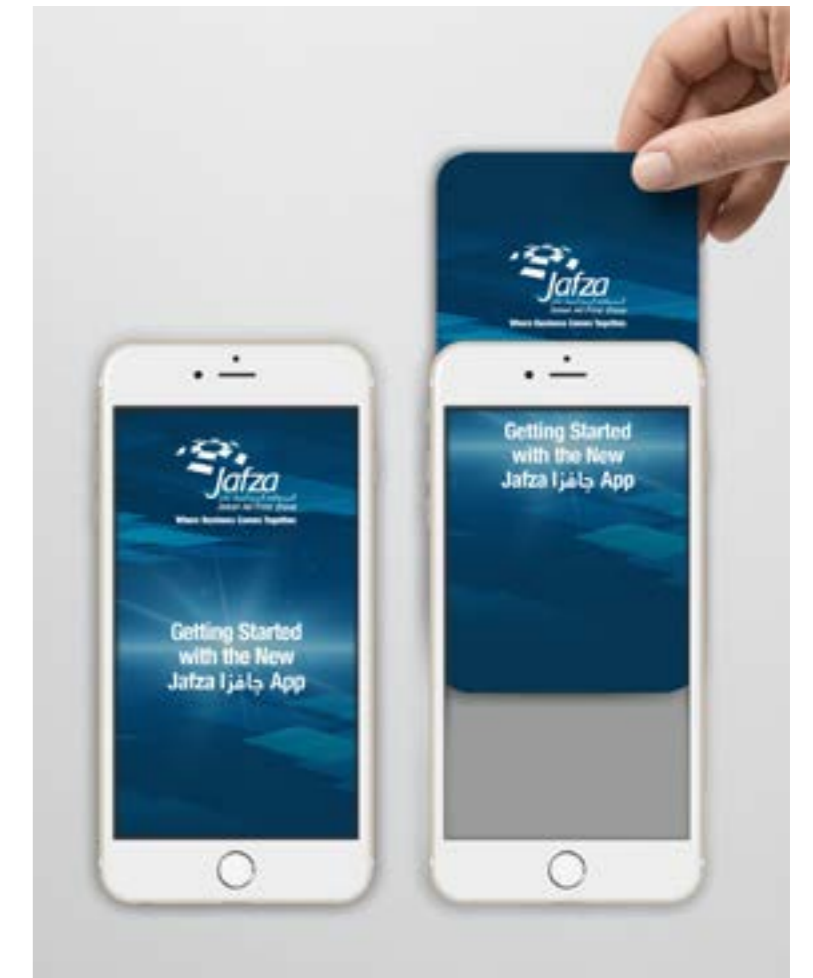
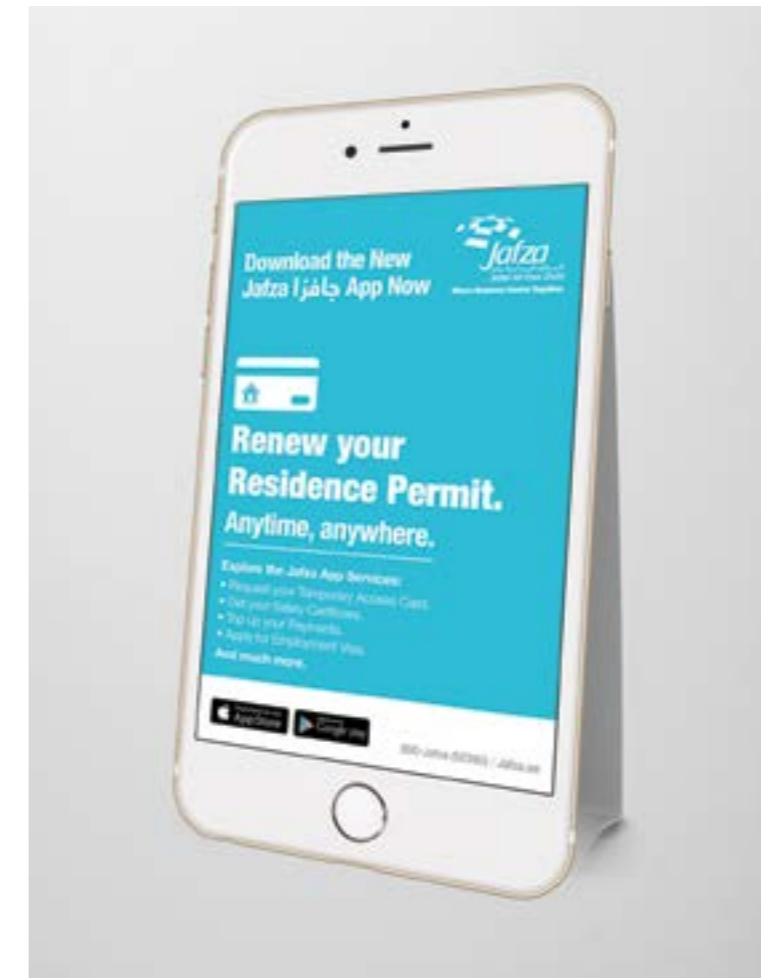
PROJECT NAME: Awareness Campaign

PUBLISHED: February 2019

CONCEPT: Zomato OOH campaign was created to increase app engagement and traffic. Re-educate the general public that Zomato is primarily a restaurant review platform and is not limited to just Online Ordering.

We created a series of designs which were copy based and gave out the message that Zomato is an unbiased and trustworthy platform to discover the very best places to eat around you.





CLIENT: JAFZA
PROJECT NAME: Mobile App Campaign
PUBLISHED: November 2015
CONCEPT: A regional business hub for some of the world's largest companies. This project involved creating and developing the communication that backed and promoted JAFZA's newly-launched mobile application. Our concept involved focusing and highlighting specific services the app provided where we showcased them in clear-cut visuals. The artworks were implemented on their online and offline platforms

PIAGET



CLIENT: Piaget, Richemont
PROJECT NAME: Campaign Visuals Adaptation
PUBLISHED: Ongoing
CONCEPT: A Swiss luxury watchmaker and jewellers. We are responsible for adapting their yearly campaign visuals across the GCC following the brand's media plan. These adaptations include print, outdoor, digital and TVCs.

AEG



CLIENT: AEG
PROJECT NAME: Shop & Travel Promotion
PUBLISHED: July 2017
CONCEPT: A German producer of electrical equipment. We created the artwork for their Shop & Travel promotion which went into various print ads for Iran.

POSM



CLIENT: Pyrex
 PROJECT NAME: Hyperpanda POS
 PUBLISHED: December 2016
 CONCEPT: A brand of cook and glassware. For this project we redesigned their POS displays at Hyperpanda, Dubai, which included gondola stands, shelf strips and separators as well as base wraps featuring the brand's 4 main products.





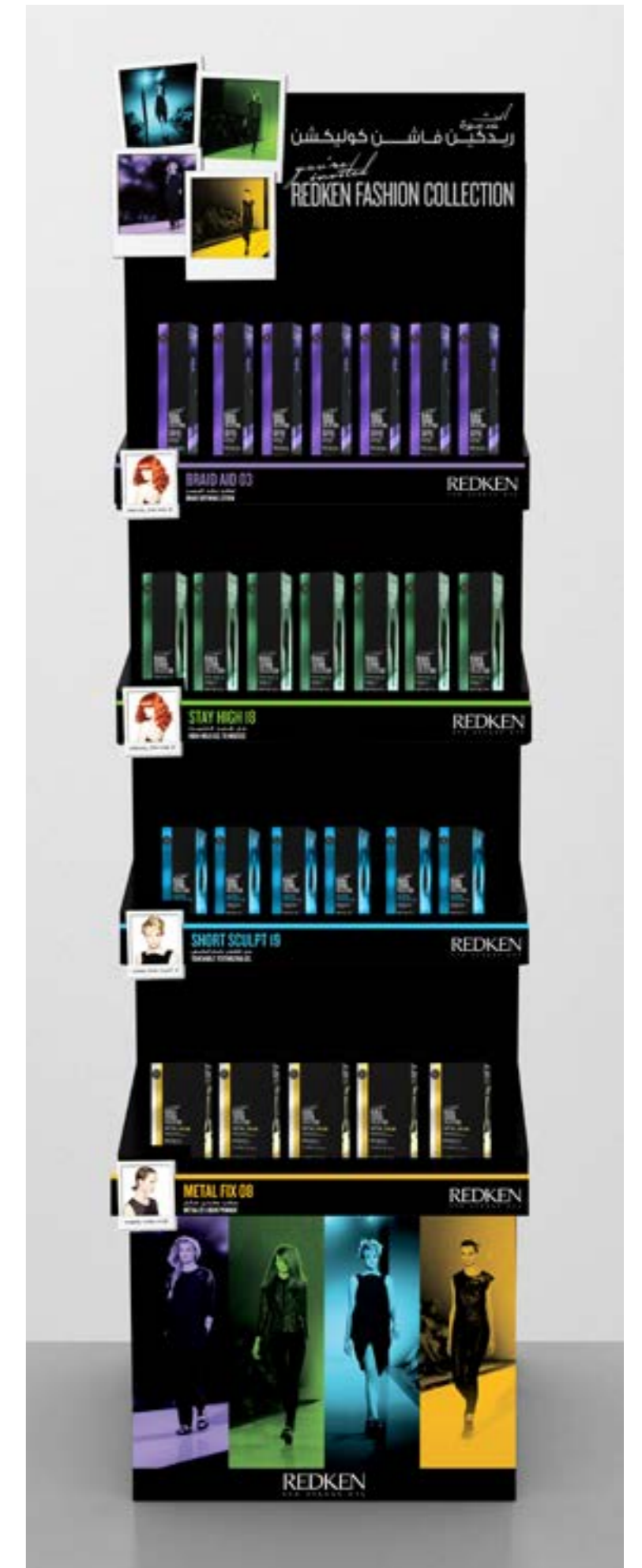
CLIENT: Garnier
PROJECT NAME: Garnier Brand Expression
PUBLISHED: December 2018
CONCEPT: Garnier is a mass market cosmetics brand of French cosmetics company L'Oréal. It produces hair care and skin care products. A pitched design of a 3x3 retail display and POSM which portray Garnier as "the natural healthy beauty brand that is accessible to all". The main objective was engage the consumer to drive loyalty to the brand highlighting their natural ingredients. The retail stand contains a 2x2 secondary display and each element is dismountable.



CLIENT: Swarovski
PROJECT NAME: Ramadan Display
PUBLISHED: June 2016
CONCEPT: : A cut lead glass producer originating from Austria. For this project, we created the designs for the brand's in-store displays for the occasion of Ramadan with simple yet elegant designs of a Swarovski-studded crescent.

INSTORE DISPLAY

REDKEN
5TH AVENUE NYC



CLIENT: Redken, L'Oréal Group
PROJECT NAME: Redken Fashion Collection
PUBLISHED: September 2015
CONCEPT: An American hair care brand. For this project, we created and adapted the Redken Fashion Collection campaign across multiple event elements for the launch of the brand's 4 new products.

L'ORÉAL

L'ORÉAL
PARIS

KÉRASTASE
PARIS

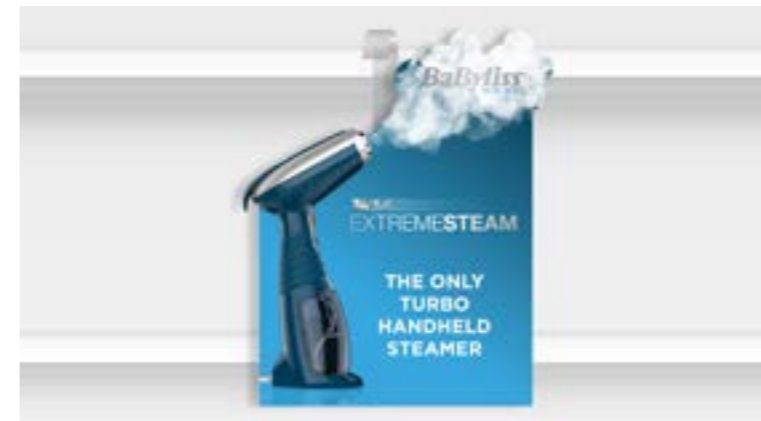
YOUR IDEAL SKIN
VICHY
LABORATOIRES

REDKEN
5TH AVENUE NYC

GARNIER



CLIENT: L'Oréal
 PROJECT NAME: Various
 PUBLISHED: Various
 CONCEPT: A world leader and manufacturer in cosmetics. We've created a number of POS packages for L'Oréal's many sub brands, including Kérastase, Vichy and Redken.



CLIENT: Babyliss
 PROJECT NAME: Various
 PUBLISHED: Various
 CONCEPT: A pioneer brand that offers professional, quality beauty solutions. We've created a number of POS packages for them.

INSTORE PACKAGES





CLIENT: Electrolux
PROJECT NAME: Ramadan POS
PUBLISHED: June 2016
CONCEPT: A Swedish company that manufactures home appliances. For this project, we created all the POS communication for the brand's kitchen appliances category for their Ramadan marketing plan.



CLIENT: JOTUN
 PROJECT NAME: Product Cans
 PUBLISHED: August 2017
 CONCEPT: For JOTUN's various projects, we were regularly responsible for re-wroking and shooting their products that were used in their guidelines or for regional labels.



CLIENT: Comfort, Unilever

PROJECT NAME: Comfort WINTOUR

PUBLISHED: August 2017

CONCEPT: Comfort is one of the most popular fabric softener brands known. For the launch of their latest range, WINTOUR, we developed their media kits, wet wipes package design, leaflets, and out-of-home key visuals that were distributed across the city of Dubai.

Design Production

KÉRASTASE
PARIS



CLIENT: Kérastase Paris, L'Oréal Paris

PROJECT NAME: K Institute VIP Invitation

PUBLISHED: November 2016

CONCEPT: A luxury hair care brand originating from Paris. For this project, we created the designs for a VIP invitation to discover the very first Kérastase Institute in the Middle East.

L'ORÉAL
PARIS



CLIENT: Kérastase, L'Oréal Paris
PROJECT NAME: Sweden Chronicle
PUBLISHED: April 2016
CONCEPT: A luxury hair care brand originating from Paris. For the second year in a row, we were responsible for creating a creative and interactive guide for Kérastase's Business Seminar in Stockholm, Sweden. The newspaper also functioned as the program's schedule.



CLIENT: LinkedIn MENA
PROJECT NAME: Ramadan Gift Box
PUBLISHED: June 2016
CONCEPT: A business social networking service. For Ramadan, we designed their online and offline communication, including a gift box that went out to VIPs and other clients.



CLIENT: LinkedIn MENA
PROJECT NAME: LinkedIn MENA Insights
PUBLISHED: March 2016
CONCEPT: A business social networking service. For this project, we designed 7 infographic pamphlets that went into a hard-cover casing and were given out at a company event.



CLIENT: Jotun Paints Middle East

PROJECT NAME: Various

PUBLISHED: Various

CONCEPT: An international company that produces and sells paint. We have created a number of brochures for the brand, including their visual merchandising guidelines as well as B2C and B2B paint brochures.



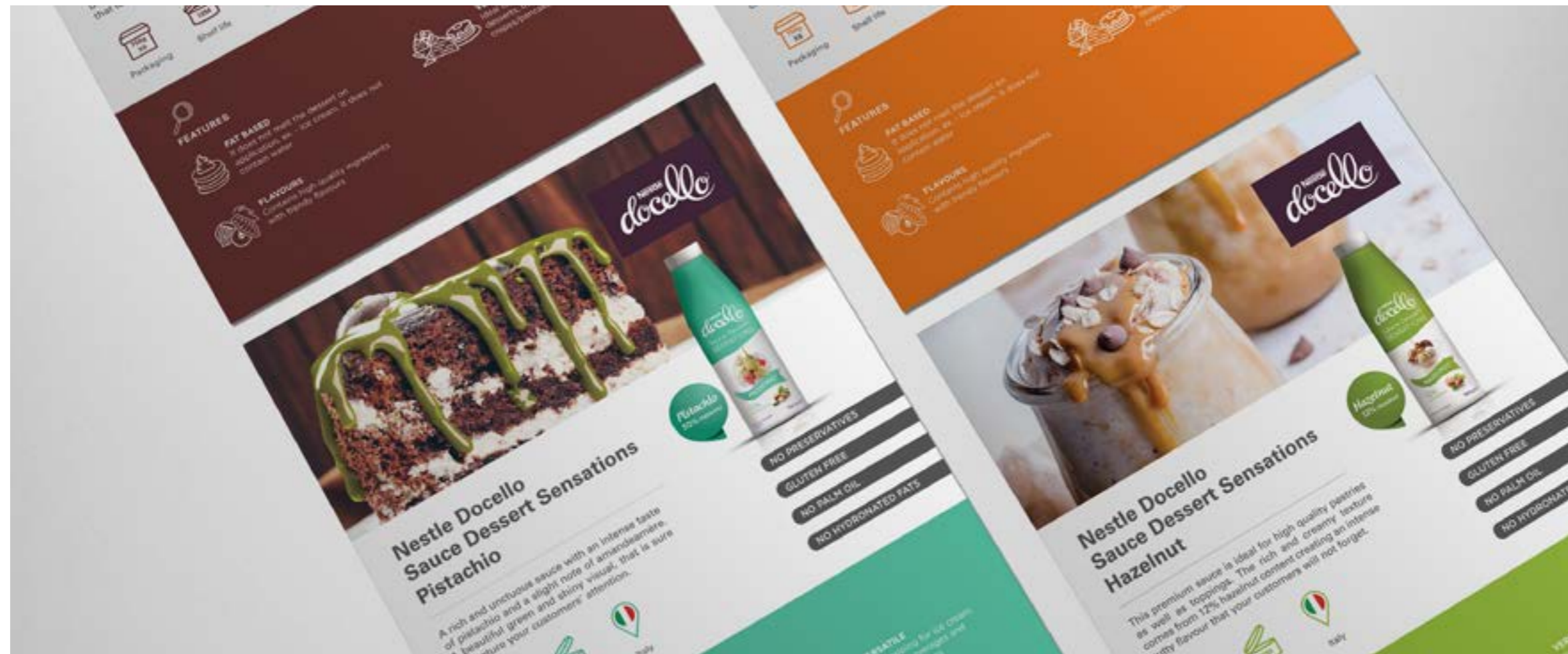
CLIENT: Merci by Storck

PUBLISHED: Various

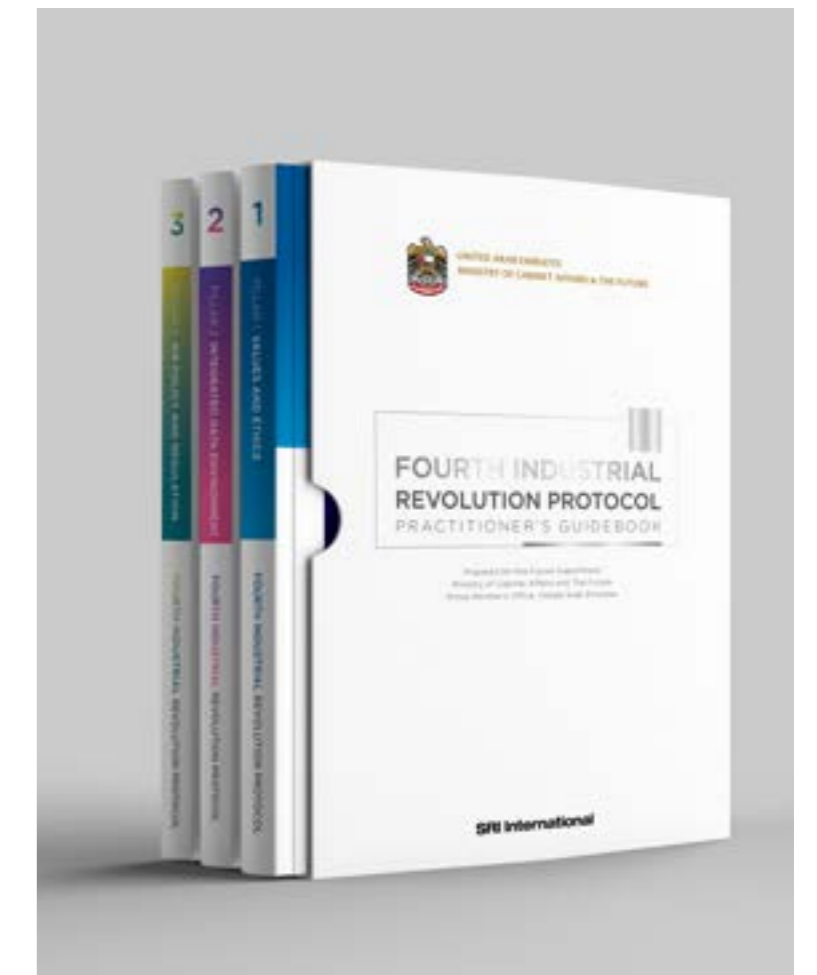
CONCEPT: A German brand that produces chocolate. For every occasion, the Merci brand changes the face of their chocolate pack with simple and attractive designs created by our team.



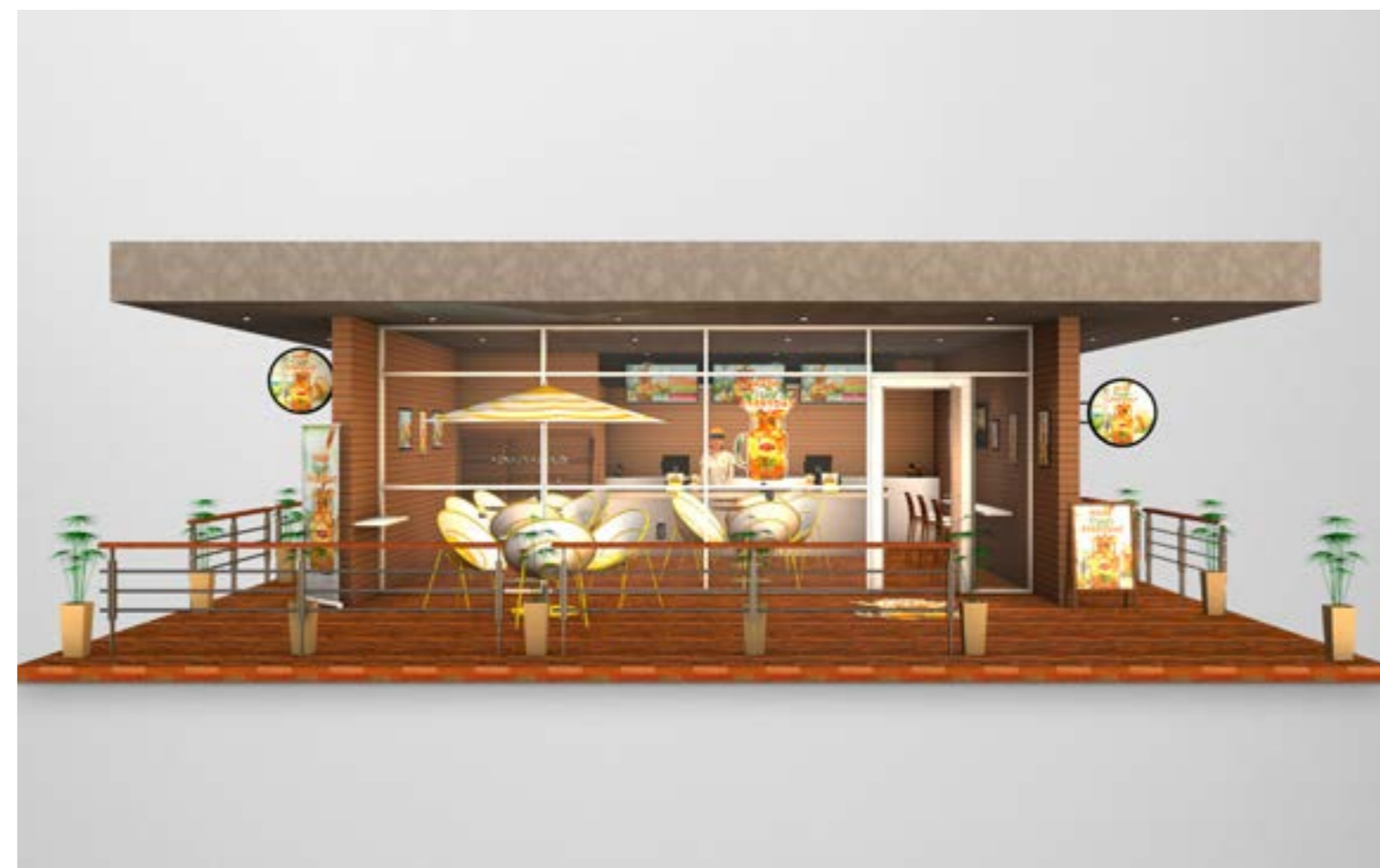
CLIENT: Nestlé Professional
PUBLISHED: June 2018
CONCEPT: Nestlé Saleskit has been designed to provide a creative & convenient solution to depict the different brands that fall under Nestlé (e.g Maggi, CHEF, Nestle Docello, etc.). The saleskit shows each brand's relevant information such as features, benefits, preparation methods, and recipes to follow. The design is created to provide eye catching content for readers and convenience for producers in case of changes/additions in the content.



BROCHURES DESIGN



CLIENT: MOCAF
PUBLISHED: 2019
CONCEPT: The Ministry of Cabinet Affairs and the Future plays a key role in the government through its key entities: the General Secretariat of the Cabinet, the Prime Minister's Office, and the Public Diplomacy Office. Here some examples of guidelines, brochures and playbooks that we have developed for their account.



CLIENT: Lipton
PUBLISHED: 2018 - 2019
CONCEPT: Lipton is a British brand of tea, owned by Unilever. They had launched Lipton Fresh brewed Ice tea in GCC and Egypt targeting HoReCa channels. Our mission was creating a playbook for each of their targeted channels in terms of FOH communication that they could provide to their customers (eg. restaurants, cafes, hotels ...) to help them create awareness and interest for the guest. The playbook includes, key visual design and adaptation to different environments, POSM creation and 3D renderings.

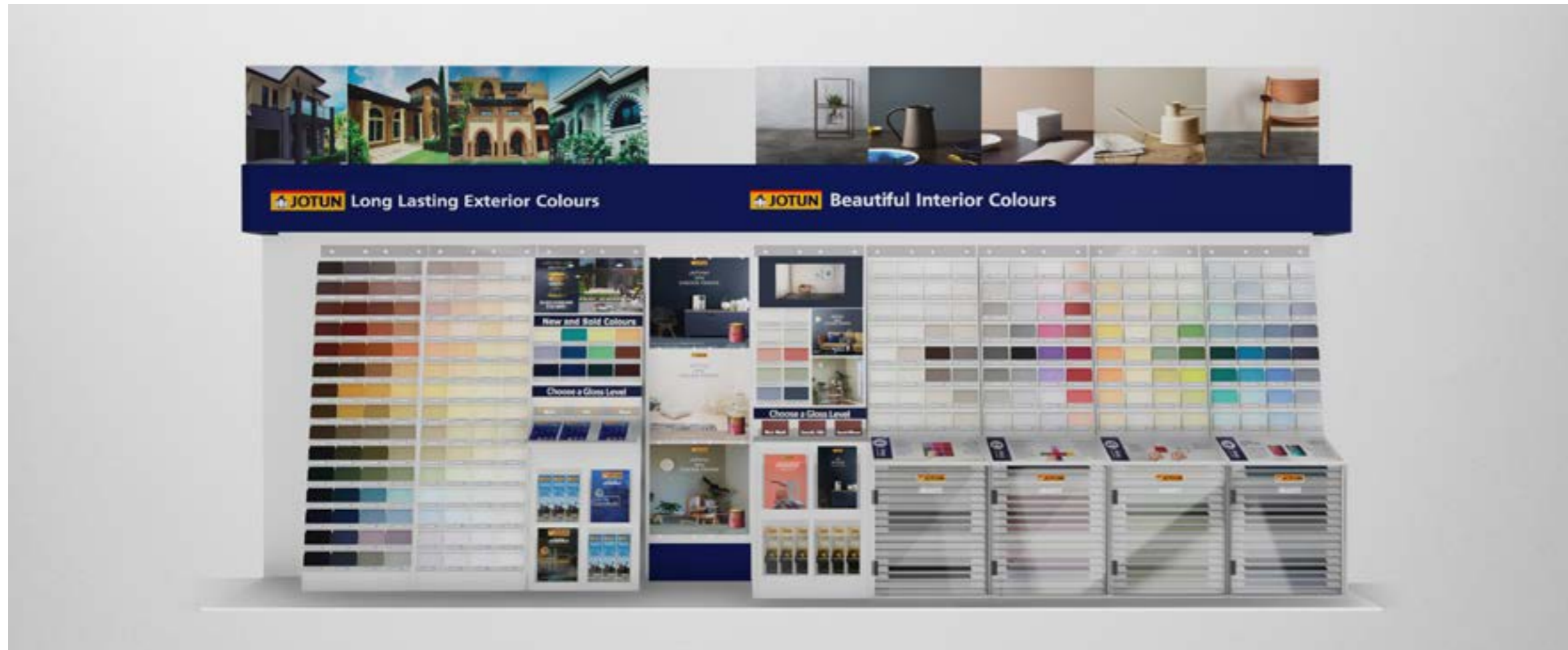
3D DESIGN



CLIENT: Jotun Paints Middle East
PROJECT NAME: Retail Guideline
PUBLISHED: August 2016

CONCEPT: An international company that produces and sells paint. For this project, we created 3D renderings of their retail displays which were later added into the brand's retail guidelines for 2017.

3 D ENVIRONMENTS





CLIENT: Bahlsen
PUBLISHED: April 2016
CONCEPT: A German food company that produces a range of biscuits. We redesigned and reimagined their POS elements into more attractive and interactive stands that were placed in major supermarkets in the region.



CLIENT: Omo/ Comfort

PUBLISHED: 2018

CONCEPT: Mall stand activation for ramadan and a new product launch.

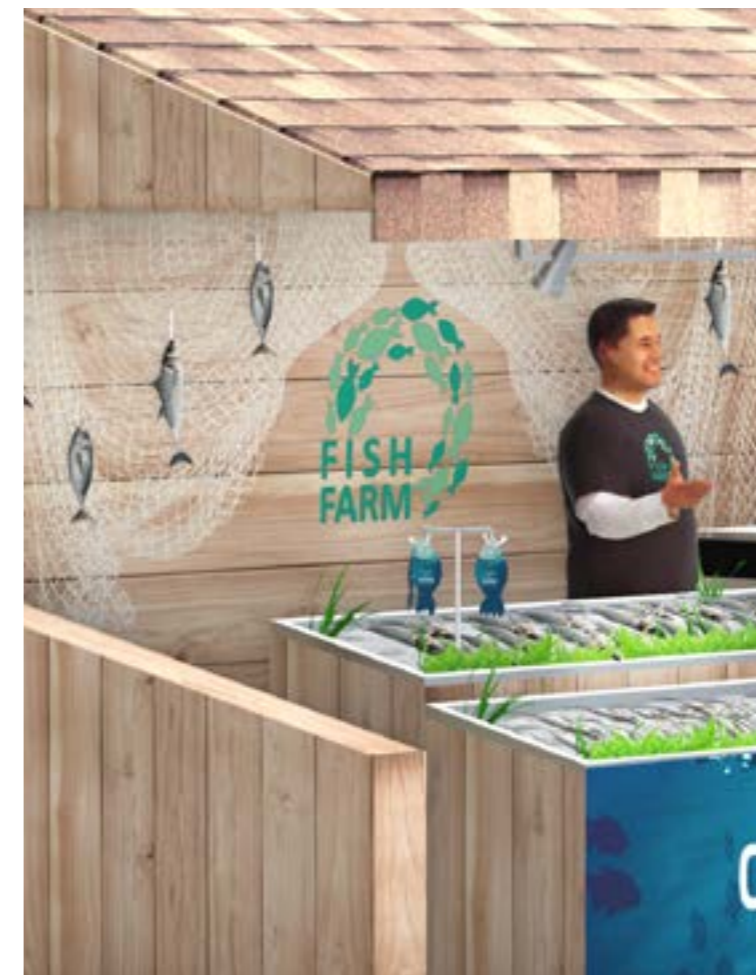
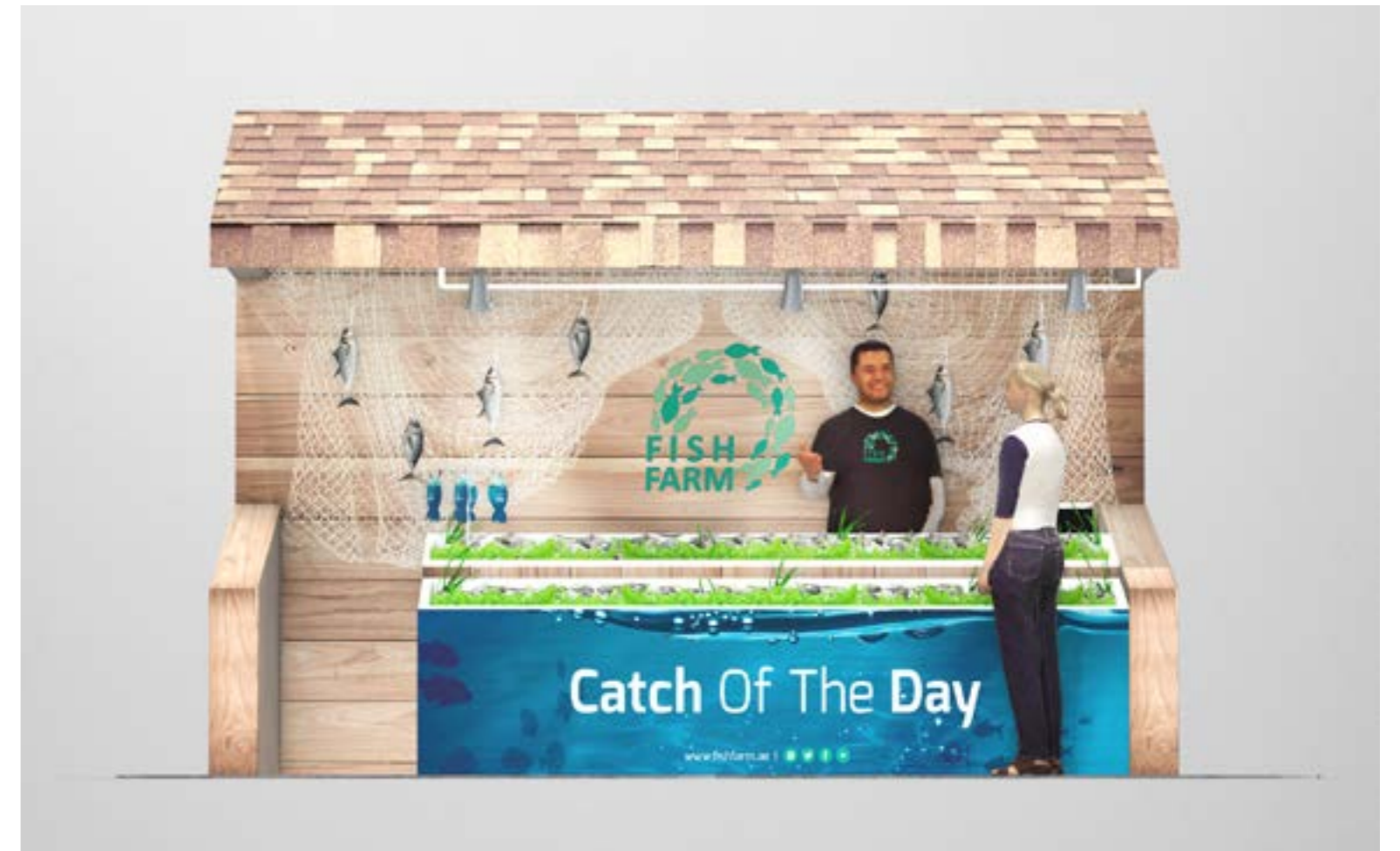
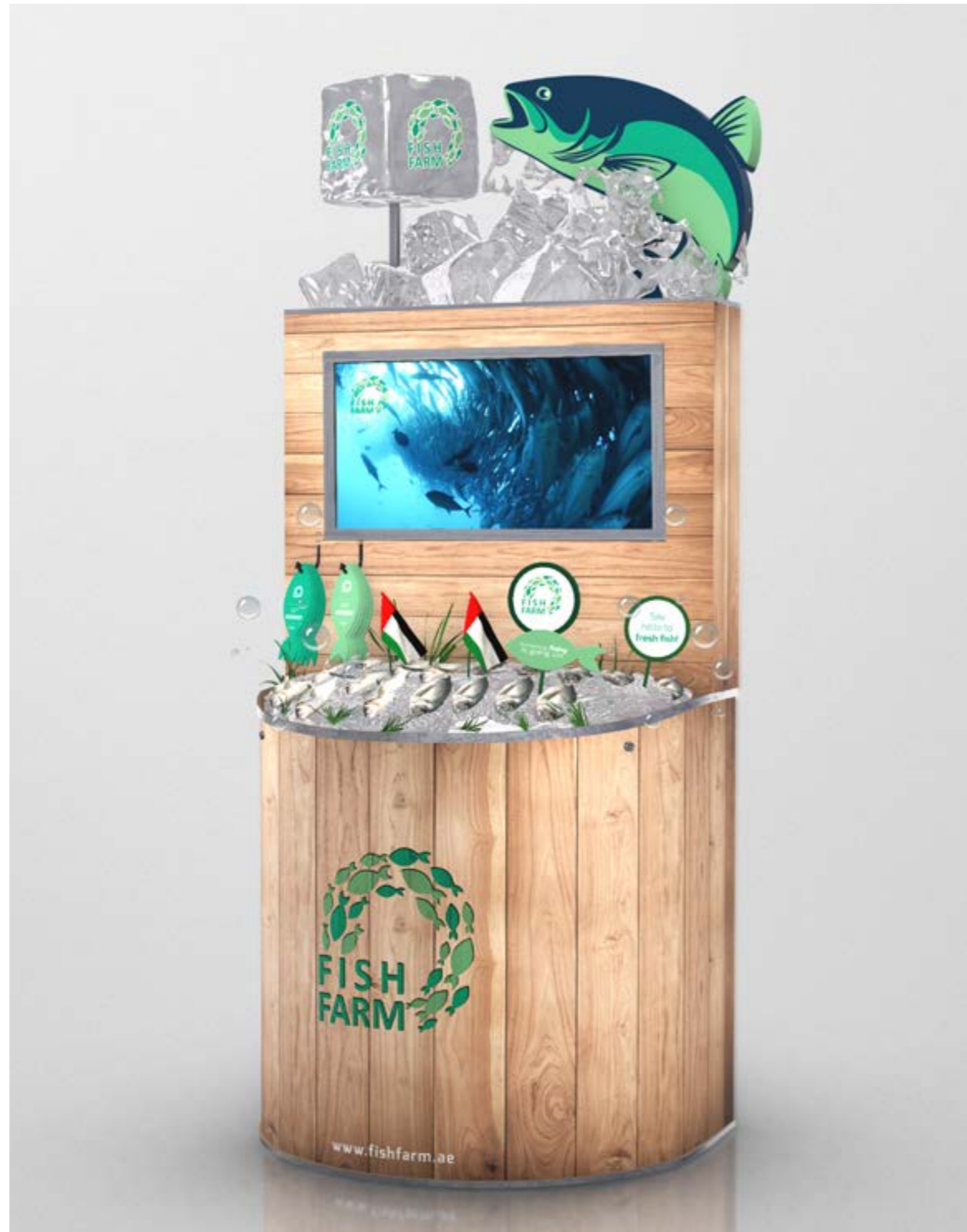
LASH
DUBAI



CLIENT: LASH DUBAI

PRODUCED: August 2016

CONCEPT: A beauty brand founded in Dubai that sells eye lashes regionally and internationally. These are a few stands we have created for the brand that were utilized at different events and exhibitions. The most elaborate one was 2 meters high and included a mirror with LED lights and a foldable table.



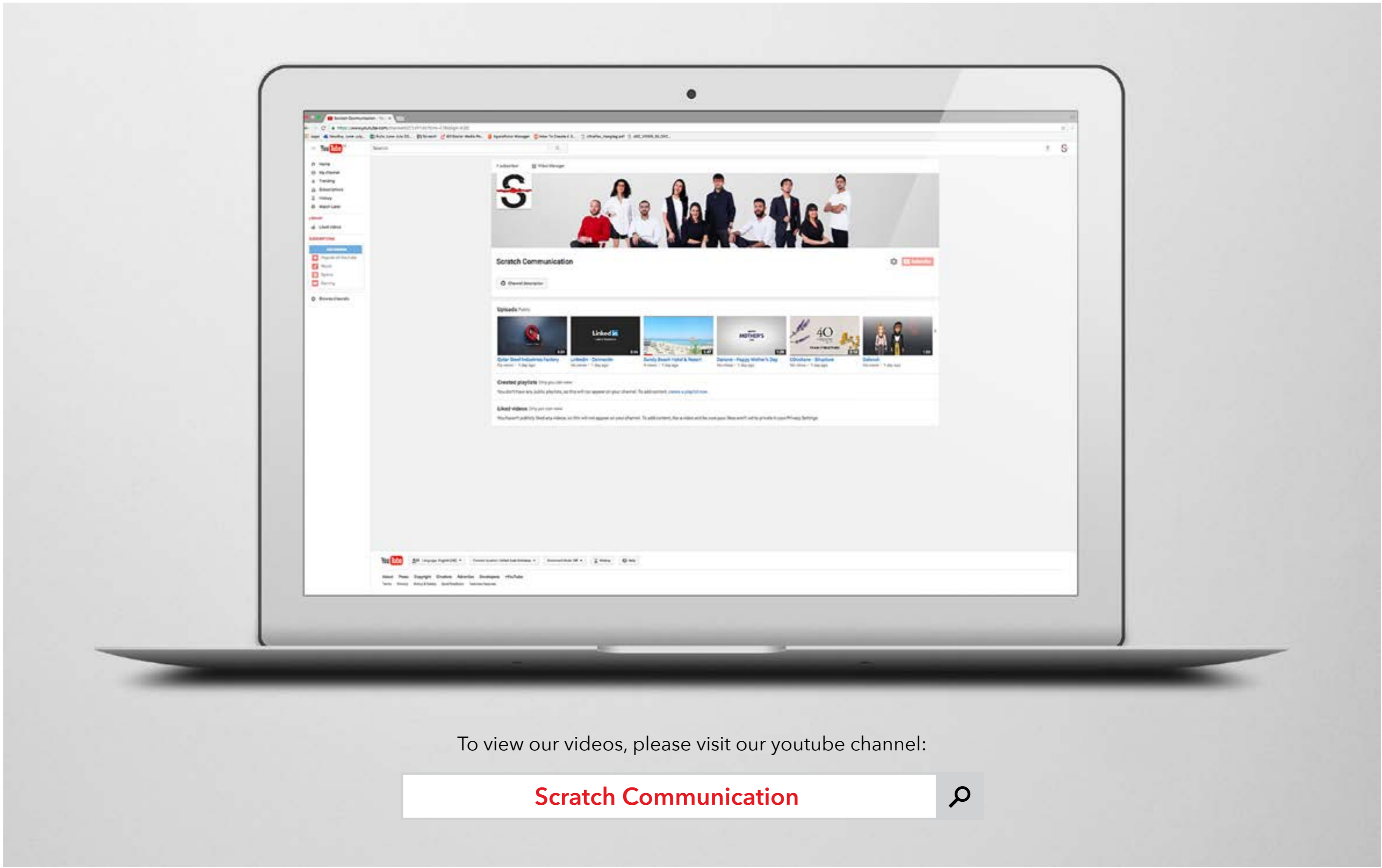
CLIENT: Fish Farm Dubai
PRODUCED: May 2017
CONCEPT: For the launch of Fish Farm's products at retailers stores, we created customized stands installed with a freezer system and a TV screen where customers can learn more about the farm while purchasing fresh fish on the spot.

VIBE



CLIENT: VIBE DUBAI
PRODUCED: 2018 - Ongoing
CONCEPT: On the go concept of a brand new cafe in Town.

Animation & Video



To view our videos, please visit our youtube channel:

Scratch Communication 🔍

We have created a number of videos and animations for different clients including Qatar Steel, Danone and Sandy Beach to name a few. To view the full list of videos, visit our channel on Youtube.

Photography



CLIENT: LinkedIn Middle East
PROJECT NAME: LinkedIn Talent Awards
PUBLISHED: November 2015
CONCEPT: A business social networking service. Our team was responsible for photographing the full event.



CLIENT: Jotun Paints Middle East
PROJECT NAME: Visual Merchandise Guidelines
PUBLISHED: October 2016
CONCEPT: An international company that produces and sells paint. For this project, we photographed their 2017 displays to include them in the brand's visual merchandise guide.





CLIENT: Posh Vault
PUBLISHED: December 2015
CONCEPT: An e-commerce website that sells signature brands at lower prices. We were responsible for photographing their products in a creative setting for their online shop.



CLIENT: New Boy

DESCRIPTION: A toy company based in Dubai. Part of our social media work scope involved photographing their many products and creating attractive settings following the theme "Bringing Imagination to Life."

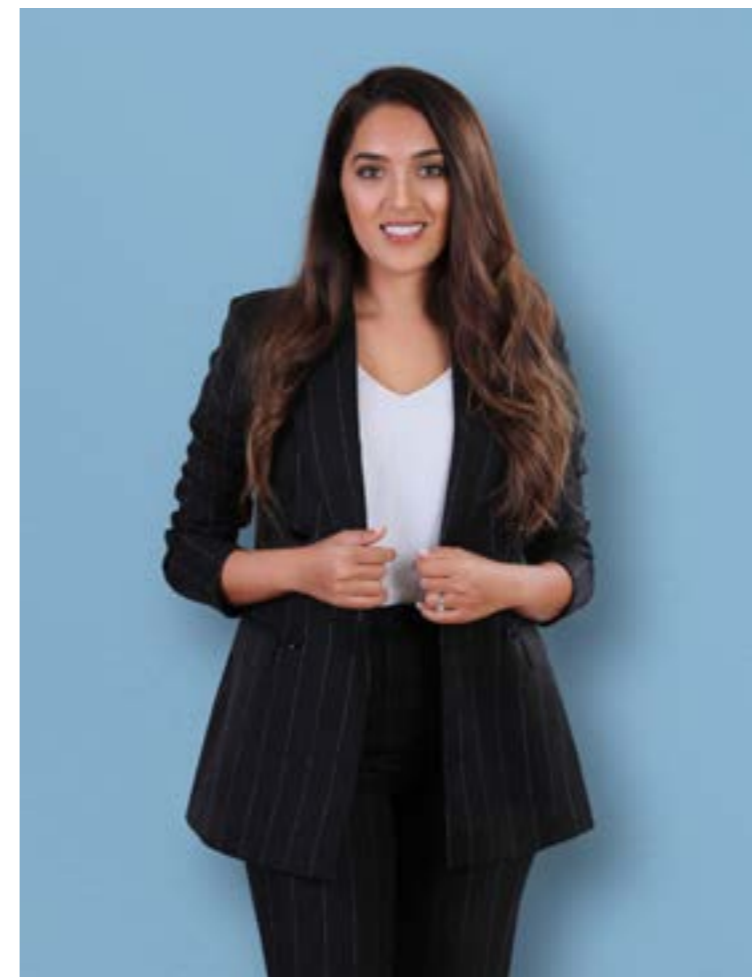


CLIENT: Sospiro
DESCRIPTION: A fragrance brand based in Dubai. Part of our social media work scope involved photographing their many products and creating attractive settings.

MISCELLANEOUS PHOTOGRAPHY



MISCELLANEOUS PHOTOGRAPHY







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