



CHANGING THE NARRATIVE

COMPANY CREDENTIALS

digitect.

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Great
Place
To
Work®

Certified

SEP 2025-SEP 2026

KSA

What We Do?

**WE CREATE SOCIAL-CENTRIC
BRANDED INTERACTIONS
& EXPERIENCES USING
TECHNOLOGY-INFUSED
HUMAN IDEAS.**

WE'RE ONE THE FASTEST GROWING INTEGRATED
MARKETING SERVICES AGENCY IN THE KINGDOM.

**WE STARTED IN SAUDI ARABIA.
TODAY, WE OPERATE WITH A GLOBAL PRESENCE.**

OUR SUPER TEAM!

150

SUCCESS PARTNERS

75+

// OUR OFFICES

RIYADH

HEAD OFFICE

JEDDAH

WHERE IT ALL BEGAN

CAIRO

CREATIVE & DESIGN OFFICE

LONDON AND INDIA

REGIONAL OFFICES



DUBAI!

WE'RE COMING SOON!





**WE BELIEVE IN TALENT,
AND WE GIVE IT THE
SPACE TO UNLEASH
CREATIVITY.**

**We work with high energy, leveraging
technology and expertise to deliver distinctive
results.**

Our vision is inspired by Saudi Arabia
and the progress shaping its future every day.

What sets us apart?

Digitect is a truly full-service agency.

From concept and planning to design, execution, and production, all the way to media buying. Everything happens under one roof.

Our strength lies in: strong digital expertise, a solid financial foundation, and creative talent with a global mindset.

OUR TEAM

IS OUR STRENGTH.

We bring together the best local and global talent and support them with everything they need to enhance collaboration and fuel creativity.



VISION رؤية
2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA





“ *We turn dreams
into reality
that people can see
and truly feel.*
YOUSEF AL-SHARBATLY
FOUNDER & CEO ”

A WORD FROM OUR LEADER.

Our founder Mr. Yousef Sharbatly is a second-generation Saudi entrepreneur and change-maker who comes from a legacy of successful enterprise builders and embodies the spirit of innovation and winning.

// MEET THE LEADERS



Hassan Sharbatly

Chairman



Yousef Sharbatly

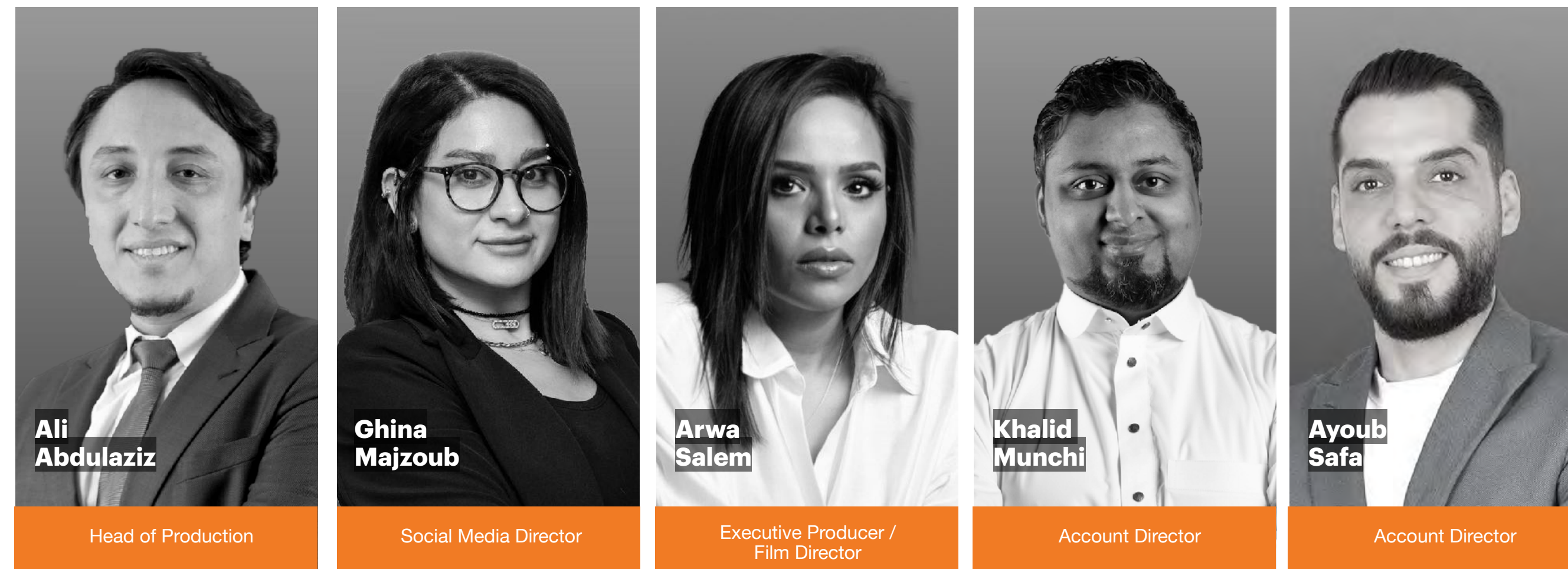
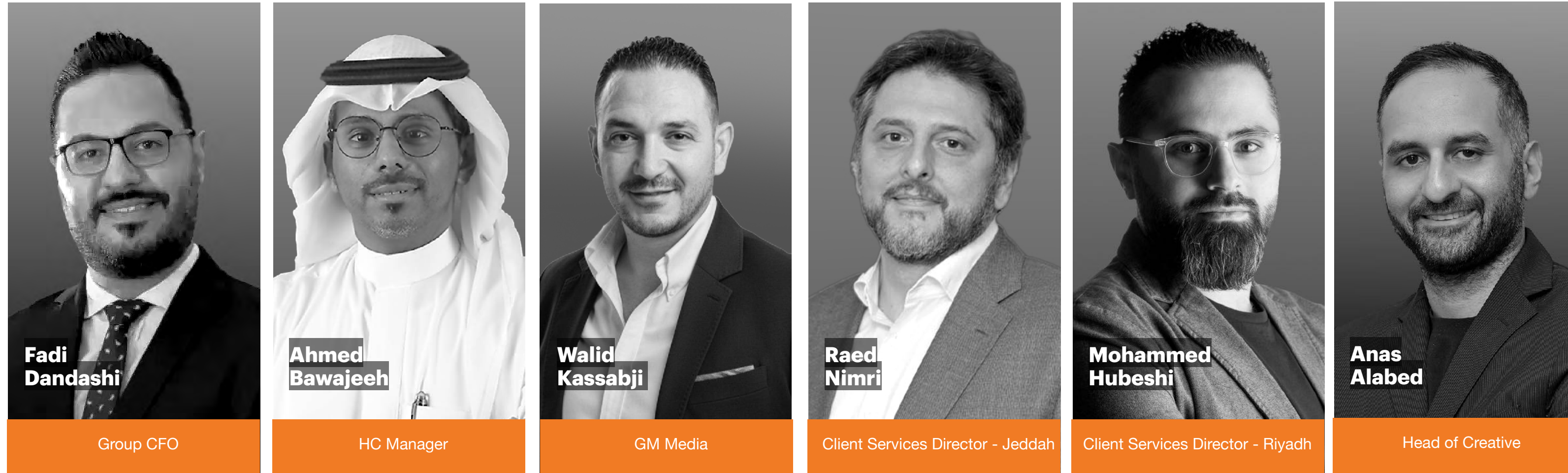
CEO



Faisal Al Eisawi

Regional MD

// MEET KSA TEAM





Our Partnership with BBD Perfect Storm



**BBD
PERFECT
STORM**

A partnership that expands our presence in London and raises our standards even higher.

Through this collaboration, we bring global expertise to access the UK market, alongside more refined processes, stronger execution, and clearer results. We operate to international standards while delivering with a Saudi spirit.

This partnership enables us to elevate workflows as well as creative and executional standards across every stage of a project, from strategy and planning through idea development to execution and evaluation, in line with global best practices.

Our shared expertise includes:



Developing campaign strategies aligned with international standards



Activating well-planned marketing solutions driven by data and deep market insight.



Building scalable, internationally positioned brand strategies



Enhancing the efficiency of creative and executional processes

This partnership allows us to translate global experiences into local impact, enhancing performance and results while preserving cultural authenticity and a deep understanding of the Saudi market.

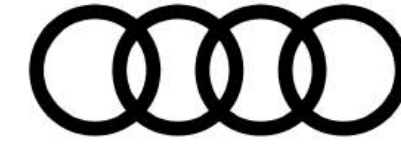
digitect.

OUR VALUED

Partners

OUR VALUED PARTNERS

AUTOMOTIVE



BENTLEY



JETOUR



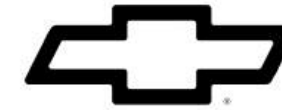
GMC



RAM



PORSCHE



CHEVROLET



DONGFENG



HONGQI
— since 1958 —

can-am

SKODA



OUR VALUED PARTNERS

PUBLIC SECTOR



FOOD & BEVERAGE

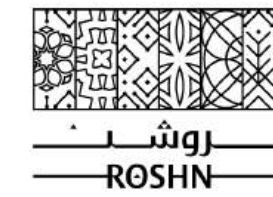


OUR VALUED PARTNERS

AUTO SERIES



REAL ESTATE



TECHNOLOGY & TELECOM

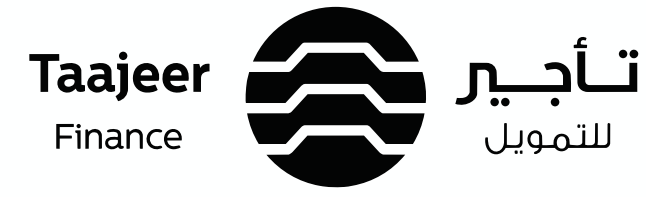


HEALTHCARE



OUR VALUED PARTNERS

BANKS & FINTECH



LIFESTYLE



RETAIL



عبد الصمد القرشي
ABDUL SAMAD AL QURASHI

aDawliah
Electronic Appliances



الدولية
للأجهزة الإلكترونية

WHEEL
KEEP
وي كيب

redsea
by Abdul Latif Jameel

بندو
panda

اوم
OUD MILANO

P Life
Concept
LONDON

نايس

OUR VALUED PARTNERS





Focused by Design

9 Specialized Departments Working together under one umbrella.

Each department has its own leadership and strategy

all operating in harmony to best serve your project.

Our CAPABILITIES



STRATEGY

- CONSUMER RESEARCH
- BRAND STRATEGY DEVELOPMENT
- GROWTH ROADMAPS
- INTEGRATED MARKETING PLANNING
- 360 COMM. PLANNING
- ONLINE CUSTOMER JOURNEY FUNNEL
- COMMUNICATION STRATEGY
- DATA ANALYTICS & REPORTING



CREATIVE & DESIGN

- BRANDING AND NAMING
- CAMPAIGNS CONCEPTS
- ARTWORK DESIGN
- CONTENT CREATION
- COPYWRITING
- MOTION GRAPHICS
- PRODUCTION SERVICES
- PHOTOGRAPHY
- FILM PRODUCTION
- ANIMATIONS 2D & 3D



EVENTS & ACTIVATIONS

- EXPERIENTIAL EVENTS
- DIGITAL INTERACTIVE SCREEN
- BRAND ACTIVATIONS
- RETAIL & SHOPPER MARKETING
- EXHIBITIONS
- RETAIL & SHOPPER MARKETING



MEDIA & PR

- MEDIA PLANNING & BUYING
- CAMPAIGNS MANAGEMENT
- MEDIA MONITORING & ANALYSIS
- PERFORMANCE REPORTING
- NEW AGE MEDIA INNOVATIONS
- INFLUENCER OUTREACH
- MEDIA RELATIONS
- EVENTS PR COVERAGE



SOCIAL / DIGITAL MEDIA

- CONTENT PLANNING AND CREATION
- COMMUNITY MANAGEMENT
- SOCIAL MEDIA STRATEGY
- SOCIAL/DIGITAL LISTENING REPORT
- ANALYTICS REPORTING
- PERFORMANCE SCALING
- COMMUNITY MANAGEMENT



TECHNOLOGY SERVICES

- CRM SETUP AND MANAGEMENT
- WEBSITE DEVELOPMENT
- HOSTING AND MAINTENANCE
- APPS DEVELOPMENT
- CX AND UX DESIGN
- DIGITAL SIGNAGES AND IOT AI
- CHATBOTS DEVELOPMENT



Our PROCESS



IMMERSION

RESEARCH

- Consumer research
- Competitive review
- Brand strategy
- Development growth roadmaps

STRATEGY

- Communication strategy
- Integrated Marketing Planning



IDEATION

CREATIVE & DESIGN

- Branding and naming
- Campaigns concepts
- Artwork design
- Production services
- Photography
- Film production
- Animations 2D & 3D



AMPLIFICATION

MEDIA & PR

- Media planning & buying
- Campaigns management
- Media monitoring & analysis

SOCIAL MEDIA

- Content planning & execution
- Community management

EVENTS & ACTIVATIONS

- Experiential events
- Retail & shopper marketing
- Media relations
- Events PR coverage

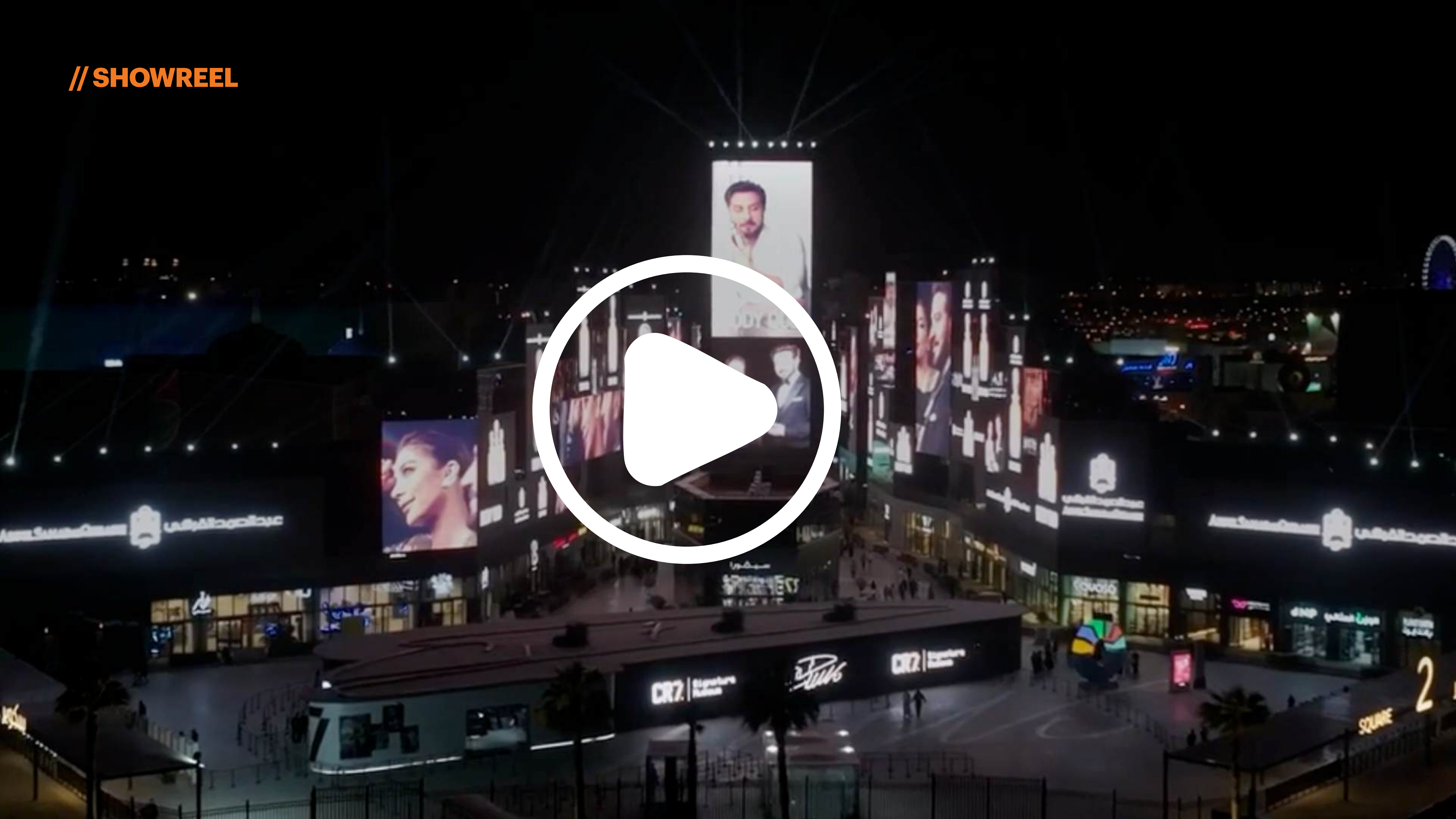
DIGITAL

- Digital ecosystem development & deployment



A Glimpse Of
**OUR
CREATIVE
WORK**

// SHOWREEL



CREATIVE

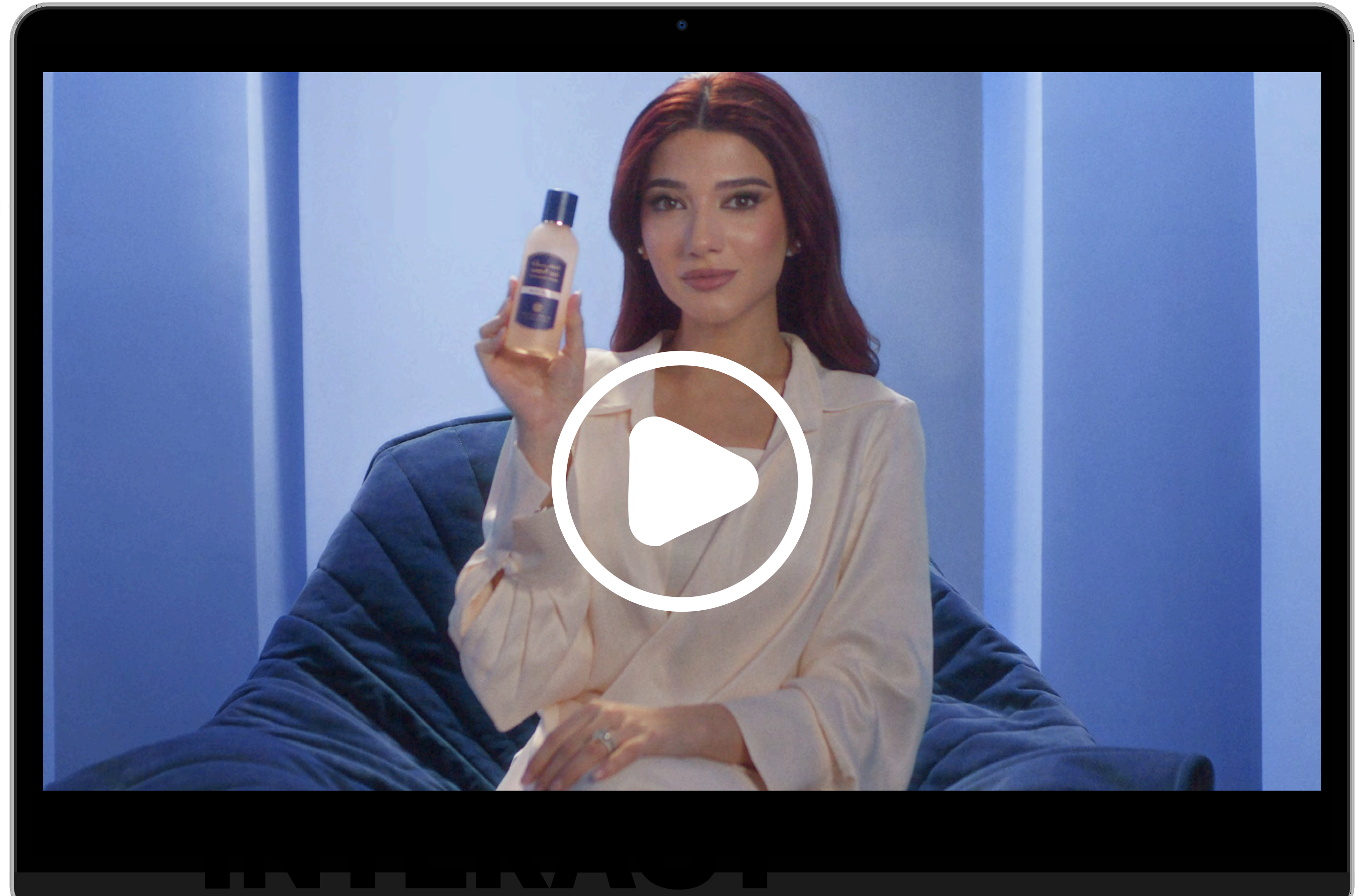
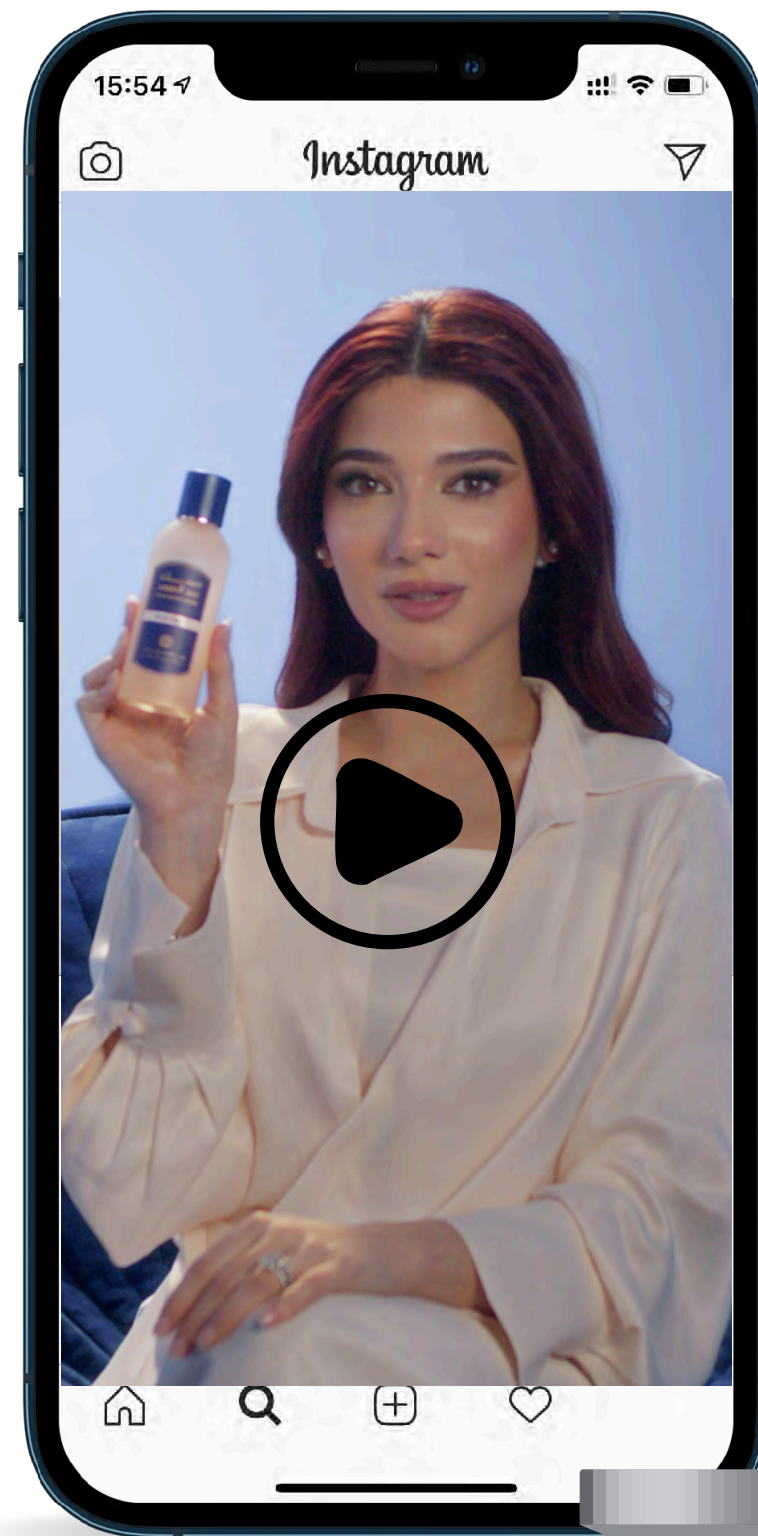
CAMPAIGNS

// OUR WORK



عبد الصمد القرشي
Abdul Samad al Qurashi

ASQ Musk

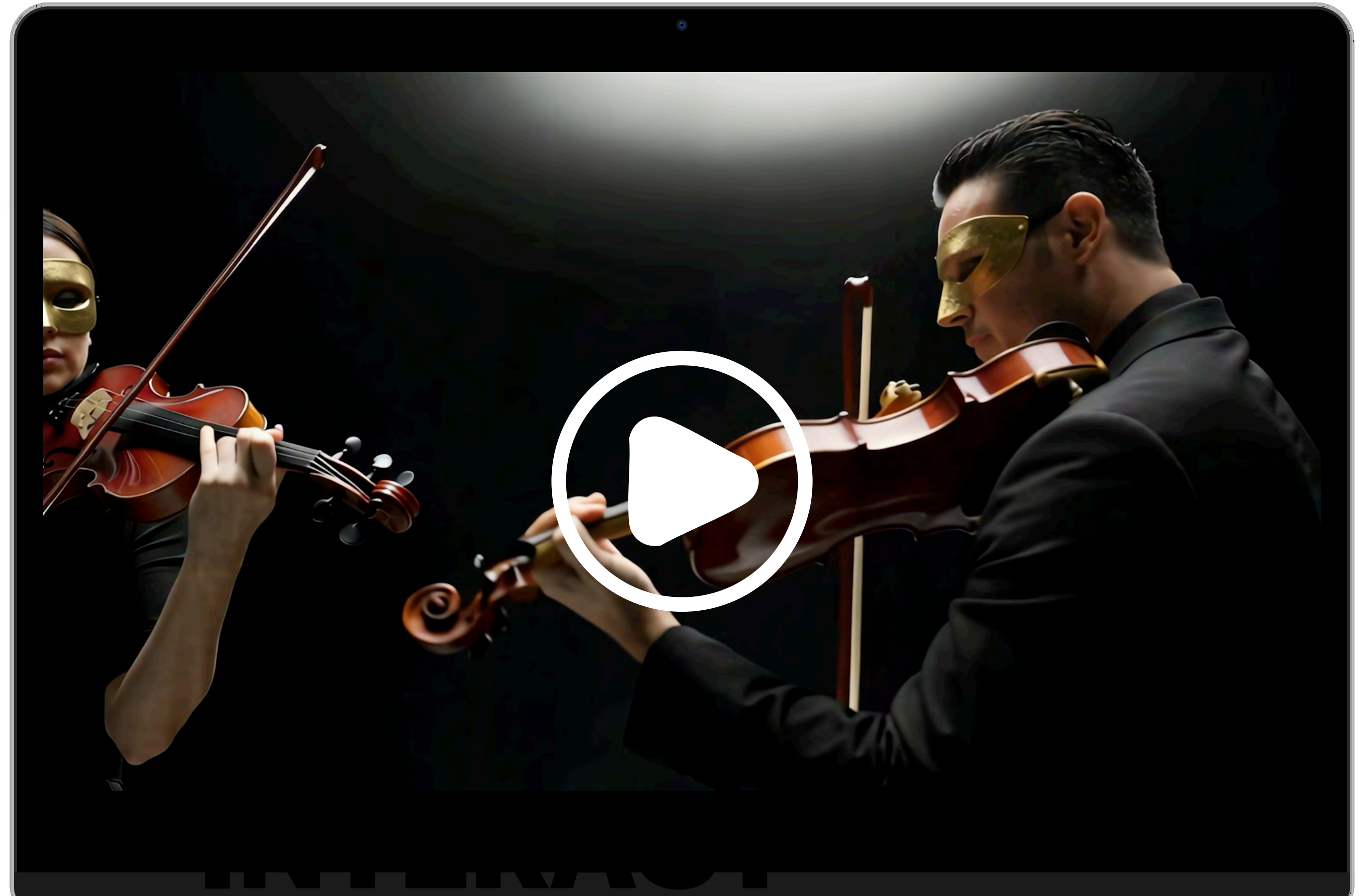
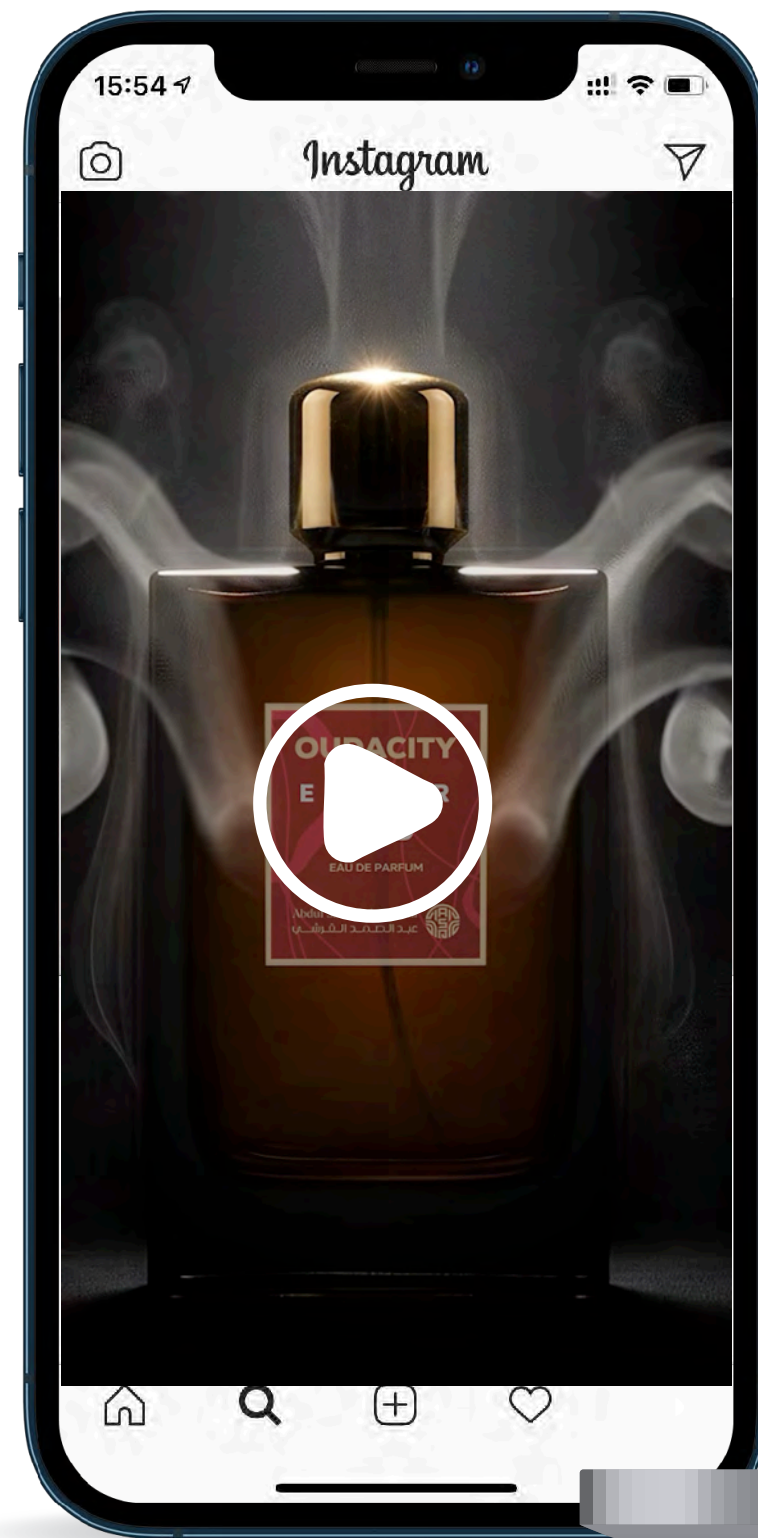


// OUR WORK



عبد الصمد القرشي
Abdul Samad al Qurashi

ASQ Oudacity Launch

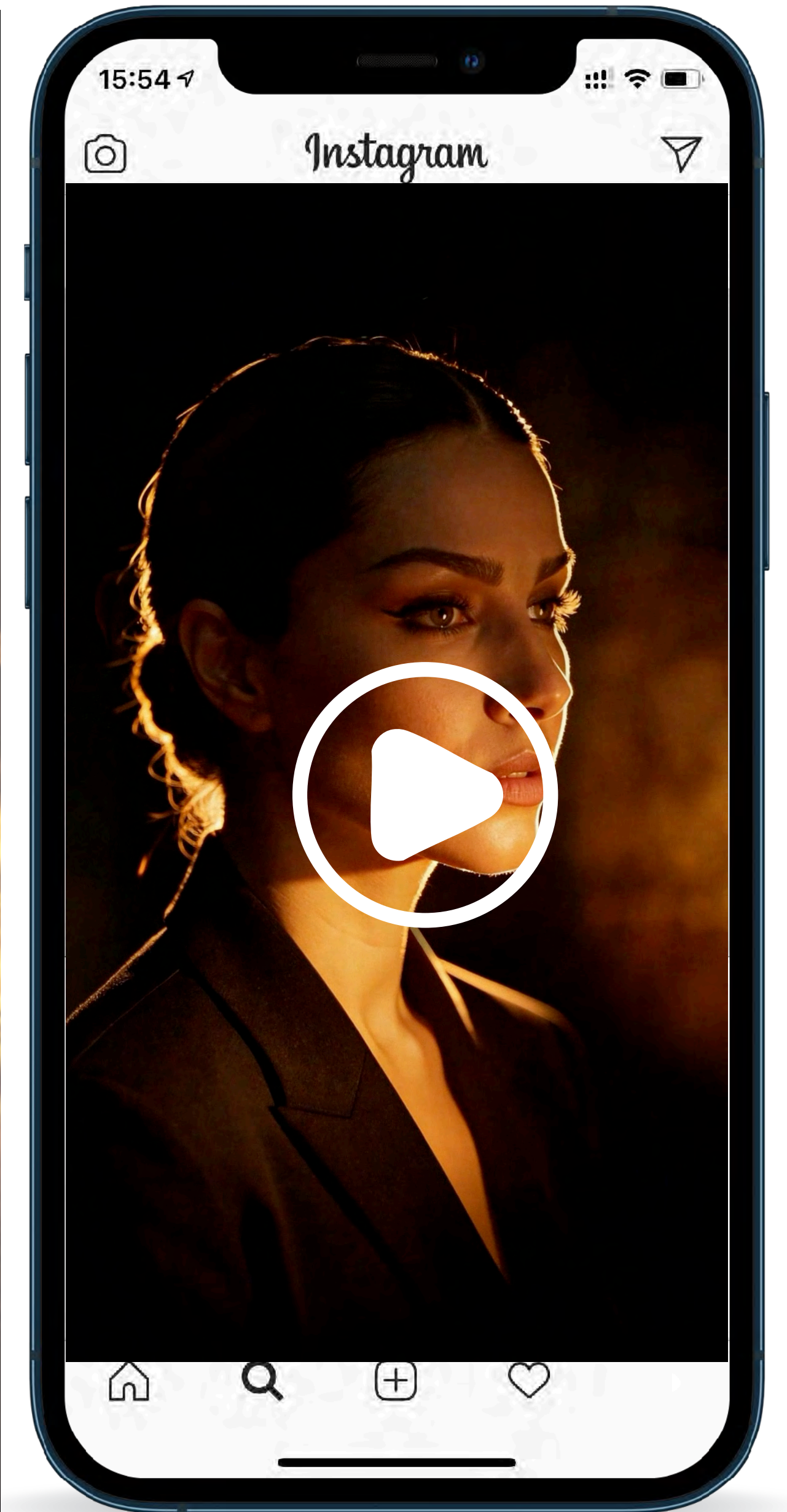
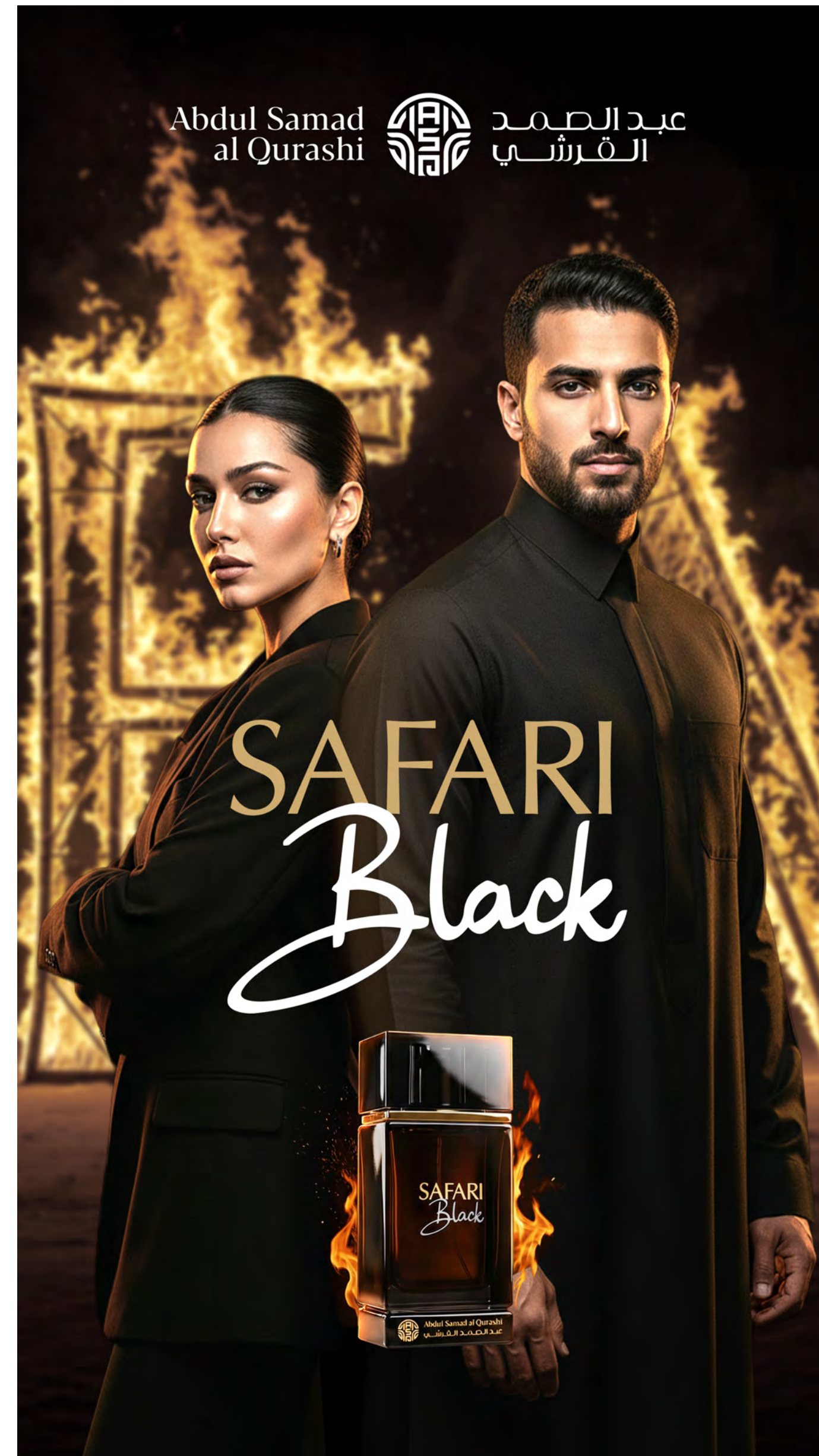


// OUR WORK



عبد الصمد القرشي
Abdul Samad al Qurashi

ASQ
Safari
Black



// OUR WORK



Enjaz Musaned Launch Campaign

enjaz | Pay

سهلها من أولها وبتكسب آخرها

حوّل راتب العمالة الآن بكل سهولة عبر انجاز لتحصل على فرصة فوز بقسائم ذهب

المزارع
العاملة
السائق

حمل التطبيق الآن

Download on the App Store | Download on the Google Play

تطبق الشروط والأحكام. خاضع لرقابة وإشراف البنك المركزي السعودي. enjaz.com 800 50000 300

enjaz Pay | مساند MUSANED

حول رواتبهم الحين وخلق من الفازين

أفضل السحب الراتبي 12

تم إرسال الراتب بنجاح

enjaz.com

enjaz Pay | مساند MUSANED

خدمة مساند متوفرة عبر تطبيق انجاز باي اخر راحتك واتجزه

تم إرسال الراتب بنجاح

enjaz.com

enjaz Pay | مساند MUSANED

خلها نظامية

enjaz.com

enjaz Pay | مساند MUSANED

خلها نظامية

تم التحويل

enjaz.com

// OUR WORK



Rally Saudi Arabia

2025
RALLY SAUDI ARABIA
MIDDLE EAST RALLY CHAMPIONSHIP
POWERED BY JAMEEL motorsport

تبقى يوم واحد

One Day to Go

NOVA
مجموعة روشن
ROSHN GROUP
JAMEEL motorsport
TOYOTA
SAUDI MOTORSPORT
الاتحاد السعودي للسيارات والدراجات النارية
Saudi Automobile & Motorcycle Federation
وزارة الرياضة
Ministry of Sport

MIDDLE EAST RALLY CHAMPIONSHIP
مئات مركبات الرالي
Rally Vehicle Categories

MIDDLE EAST RALLY CHAMPIONSHIP
فئة NAT سيارات رالي القديمة المعتمدة وطنياً
سيارات رالي قديمة سبق اعتمادها في المنافسات الوطنية
NAT — Nationally homologated older rally cars
Vintage rally cars permitted in local and specialized categories

MIDDLE EAST RALLY CHAMPIONSHIP
المرحلة الأولى
STAGE 1
الجمعة 2 مايو
Friday May 2nd

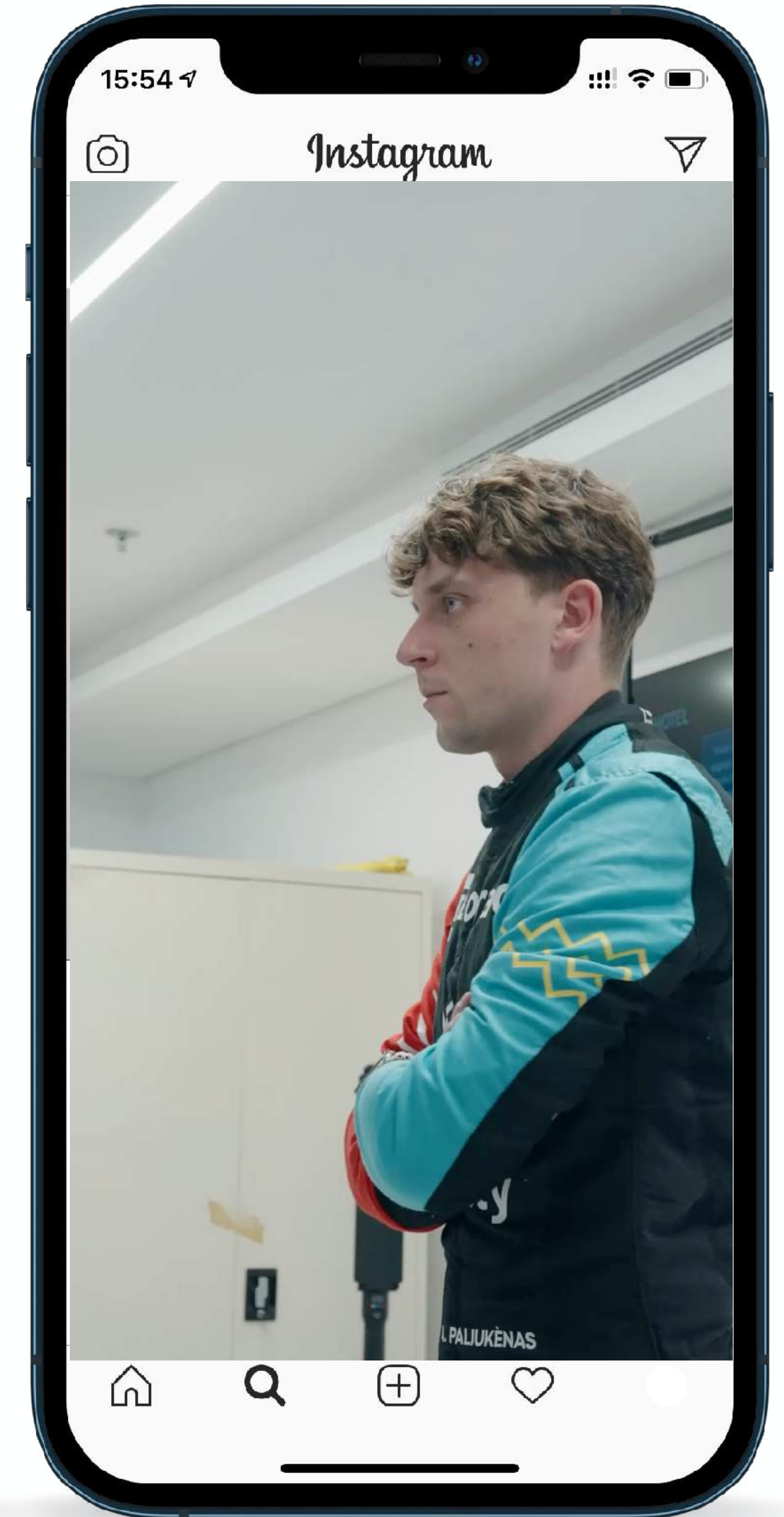
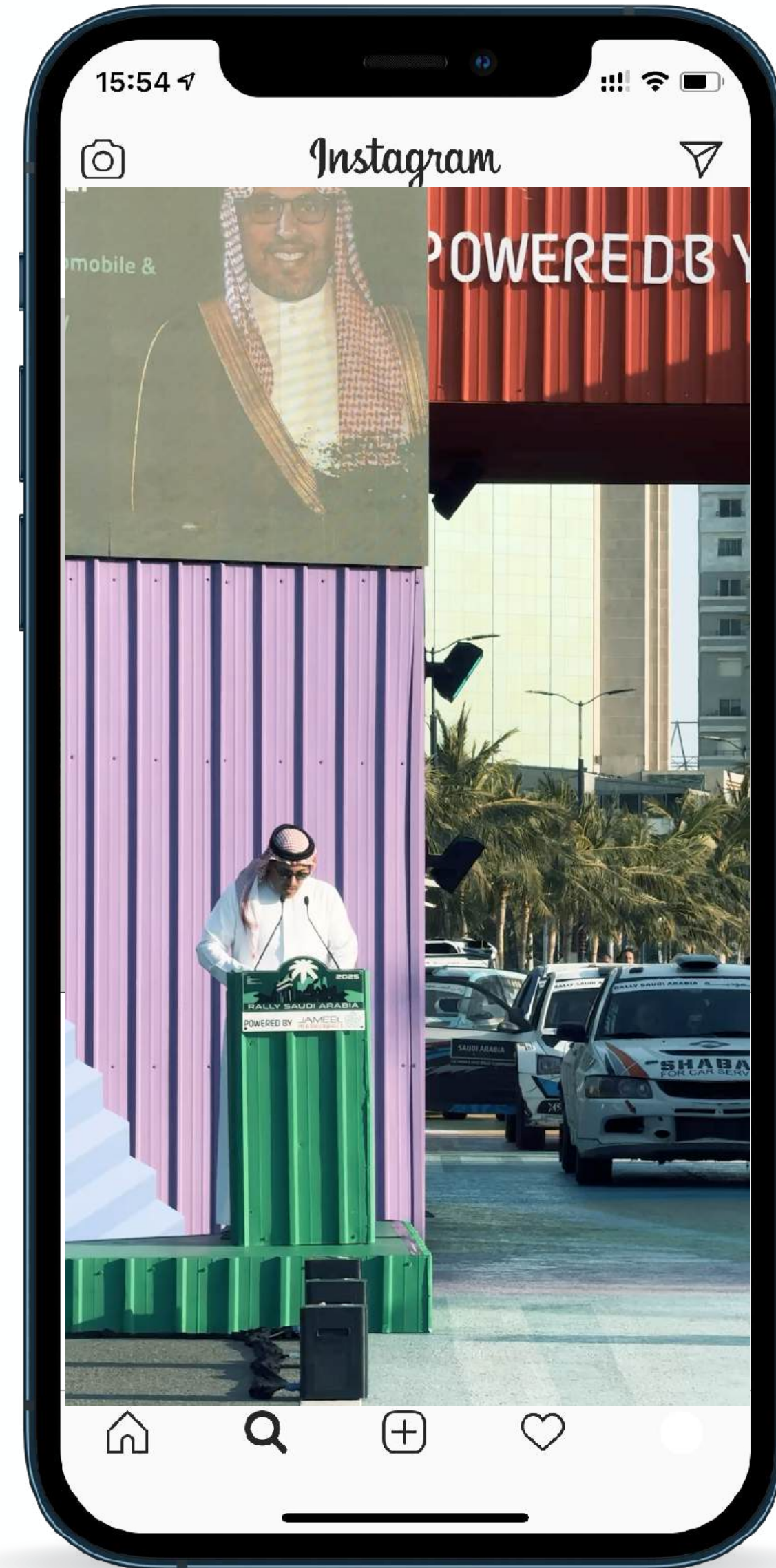
الوقت	المرحلة	المسافة
07:45 AM	المرحلة الأولى	14.02 كم

وزارة الرياضة
Ministry of Sport

// OUR WORK



Rally Saudi Arabia

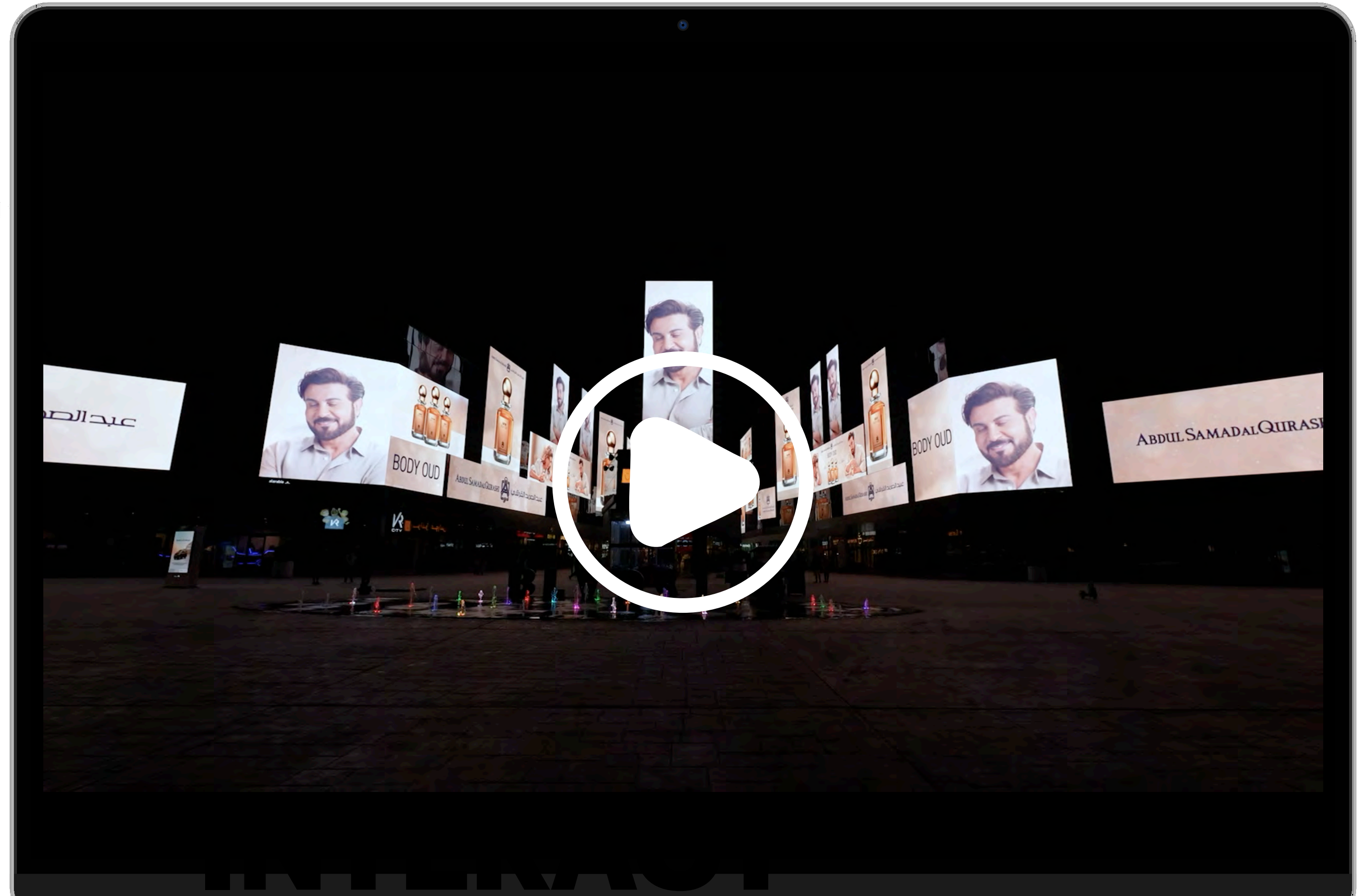
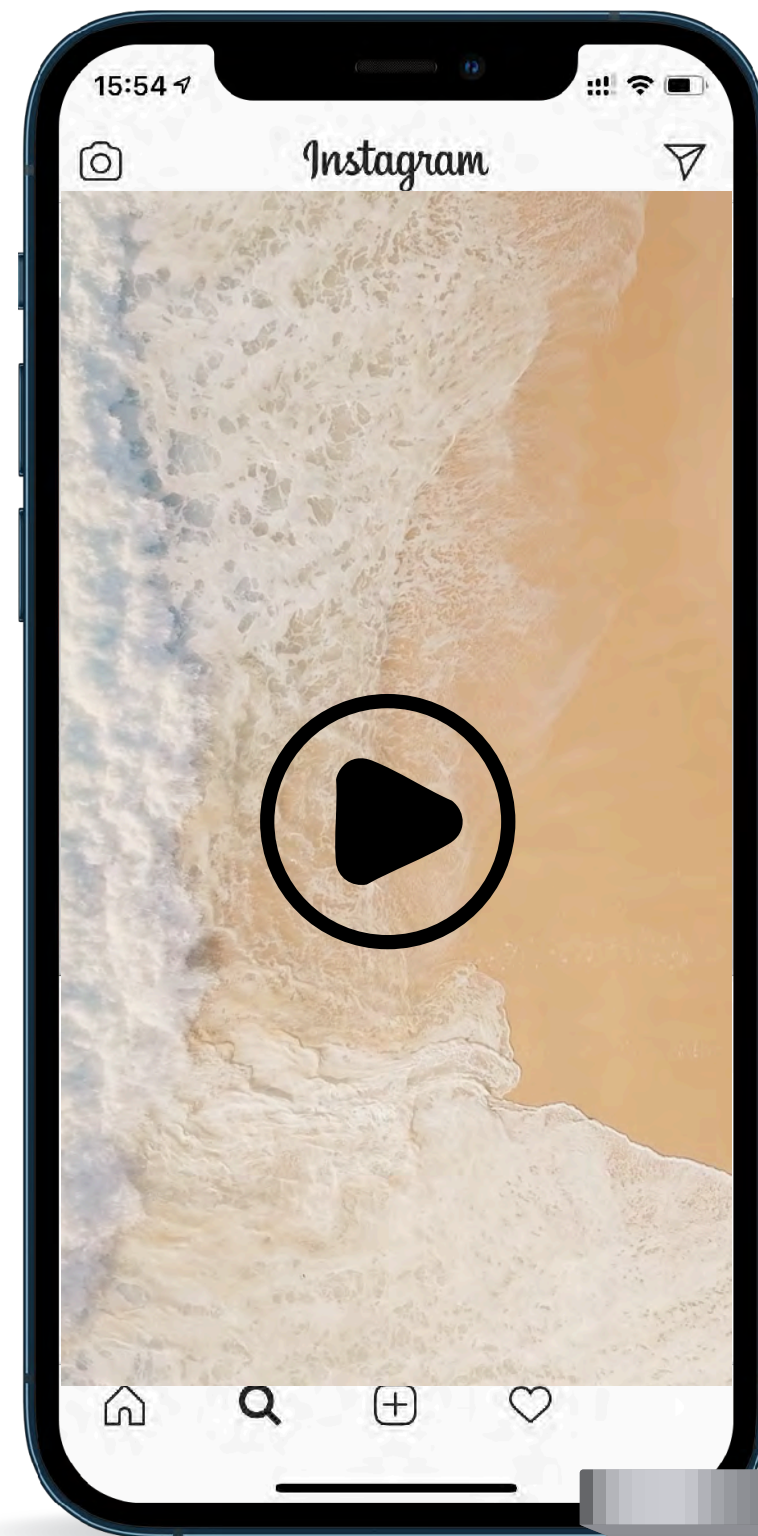


// OUR WORK



عبد الصمد القرشي
Abdul Samad al Qurashi

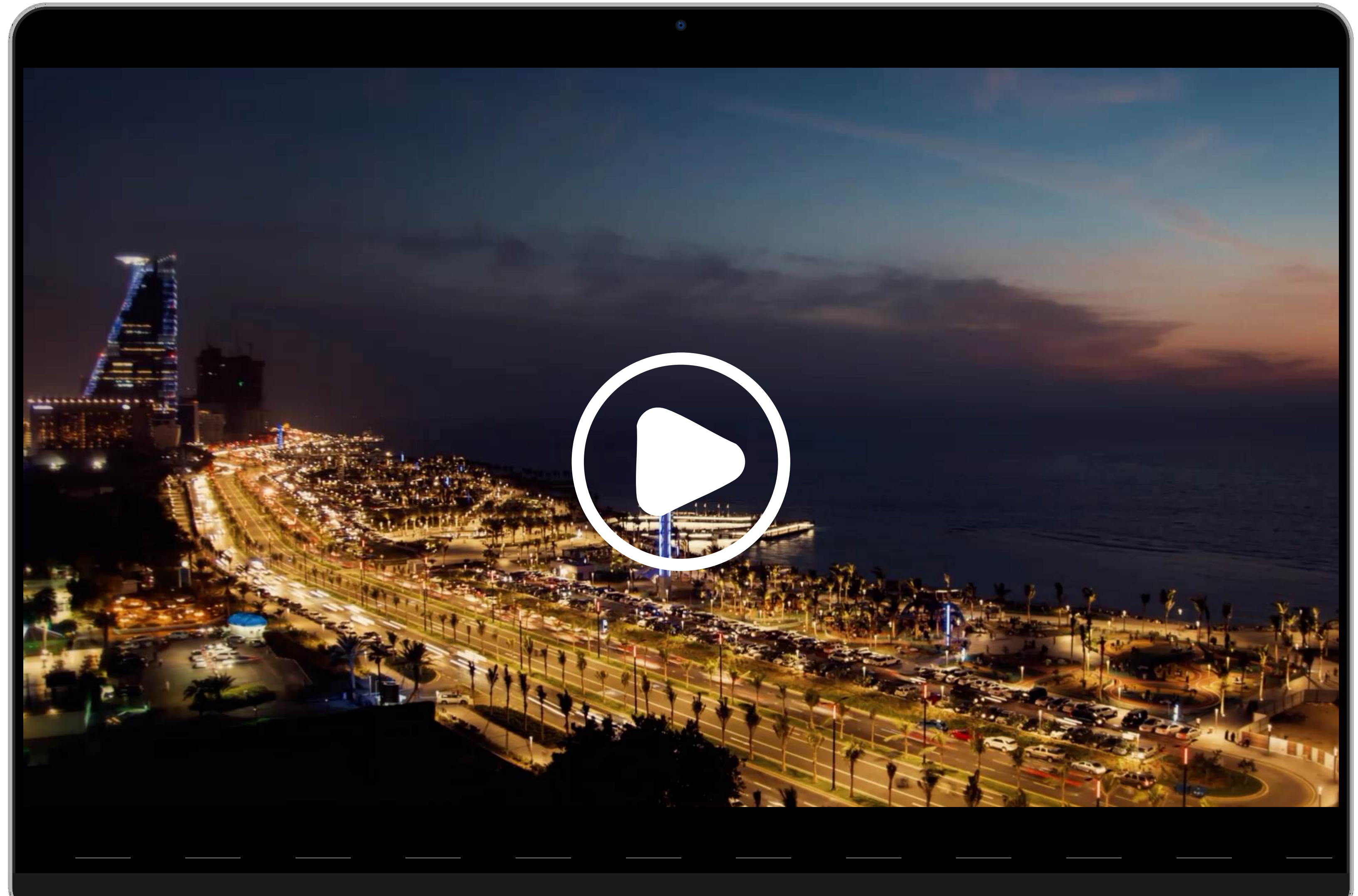
Body Oud Launch 2025 Campaign



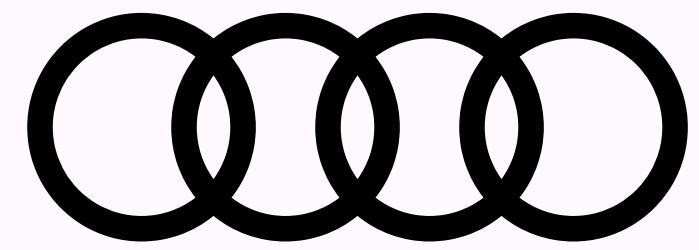
// OUR WORK



Launch Campaign



// OUR WORK



Boulevard Take Over

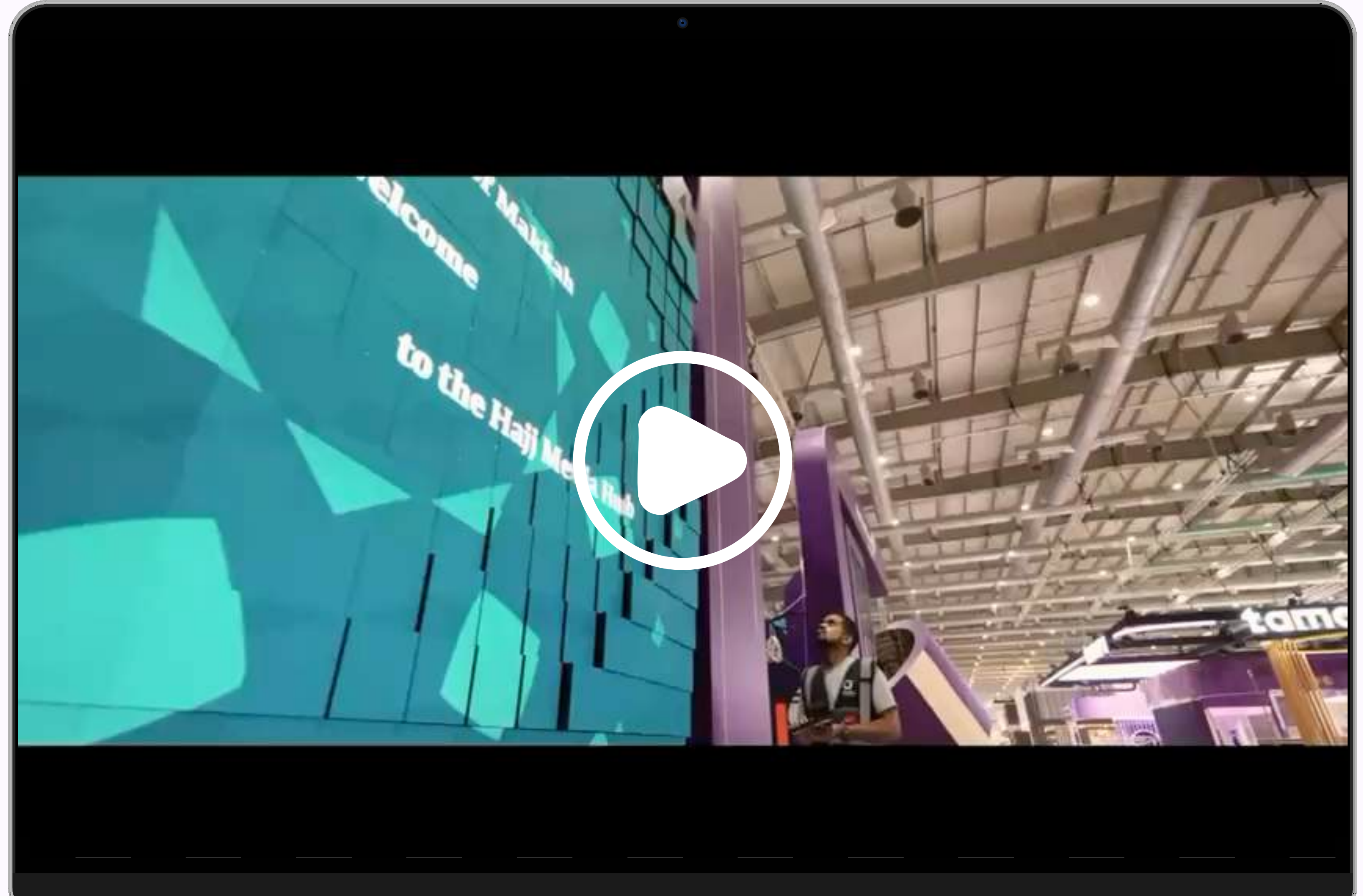


// OUR WORK

عبد اللطيف جميل
للتمويل



ALJ Money
20/20



// OUR WORK

LEBARA
ليبارا موبايل

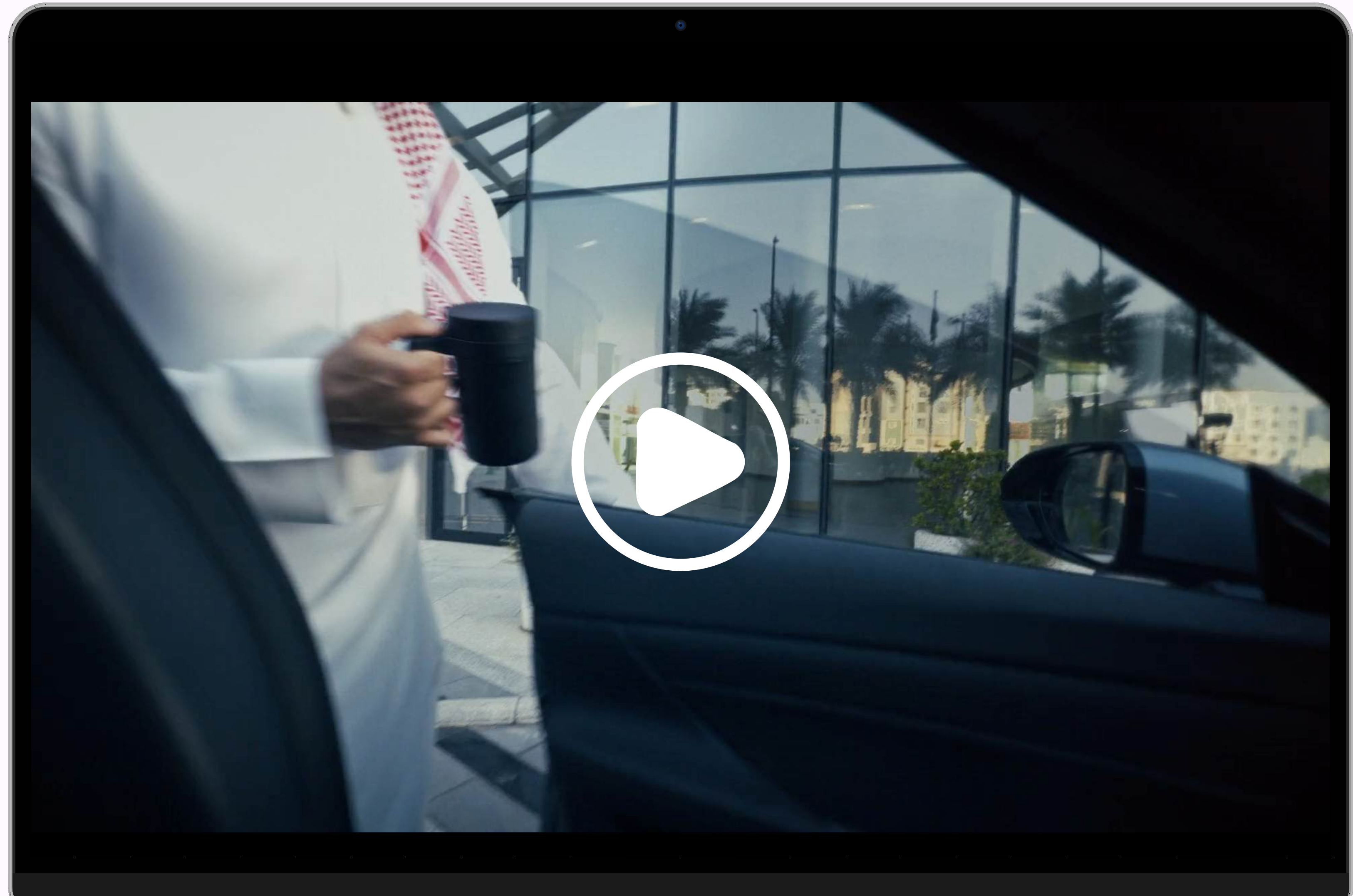
LEBARA SND



// OUR WORK



DONGFENG
007-25

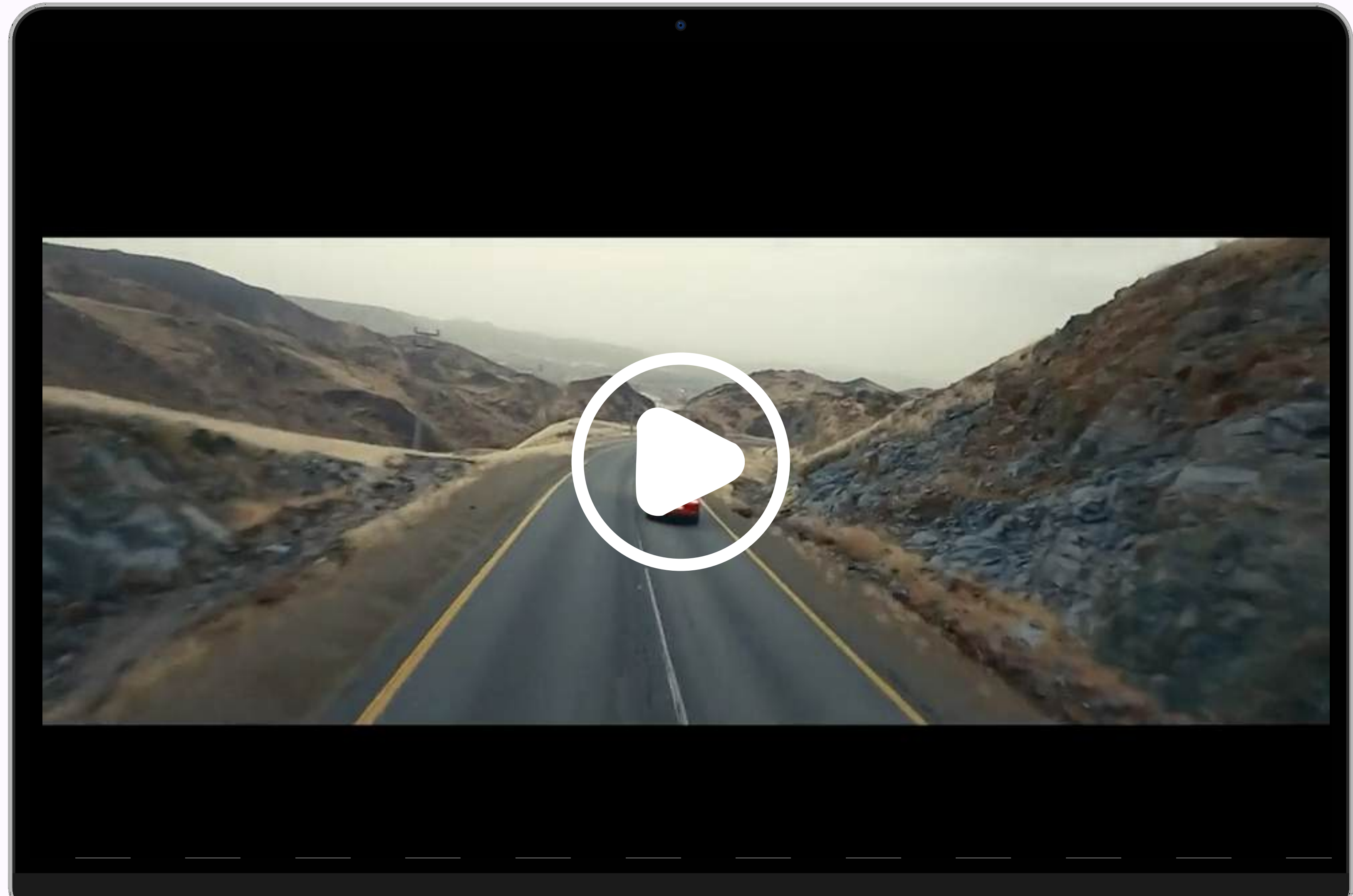


// OUR WORK



PORSCHE

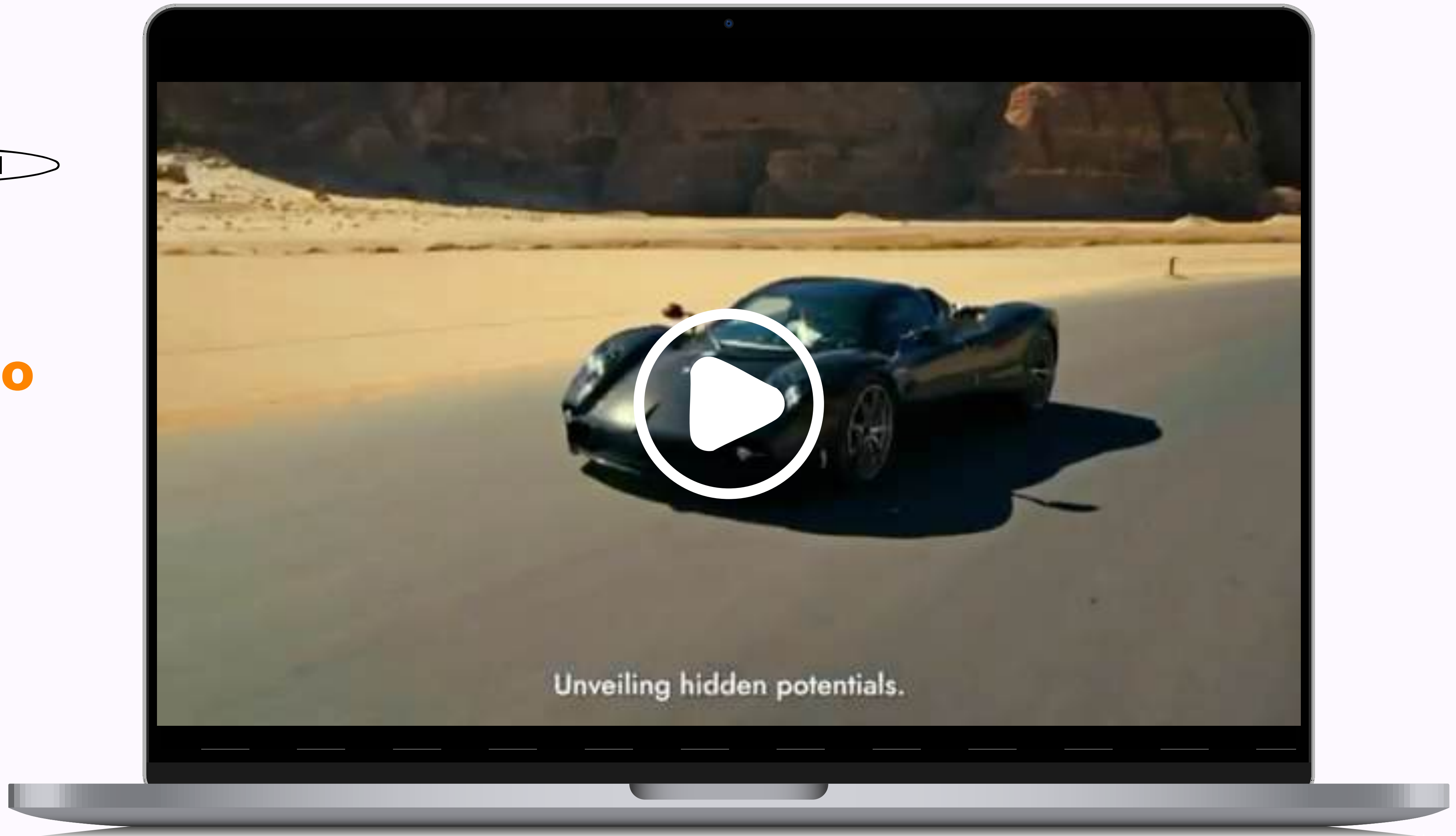
**Soul Stories
Equity Campaign**



// OUR WORK



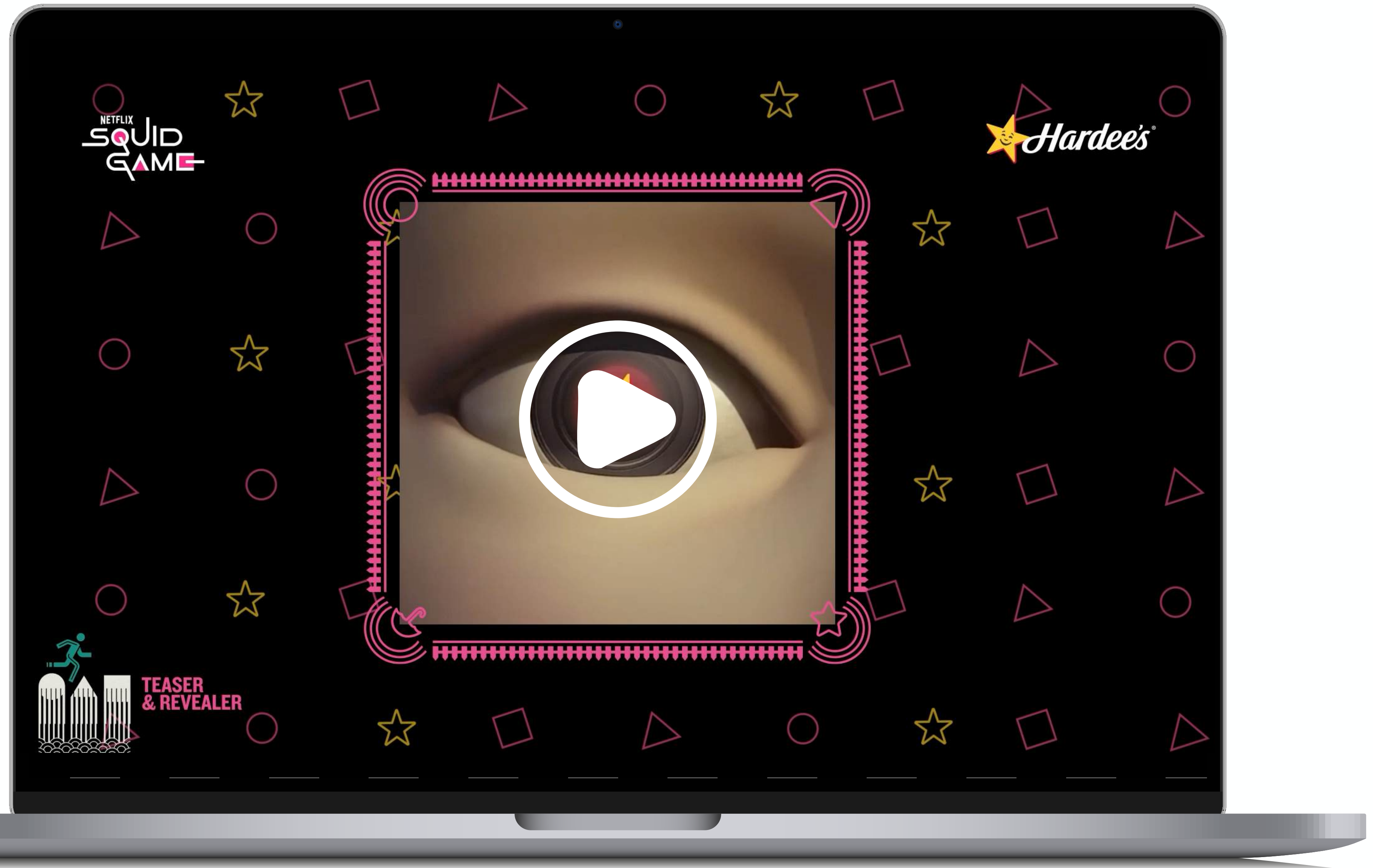
**Pagani Hero
Video KSA**



// OUR WORK



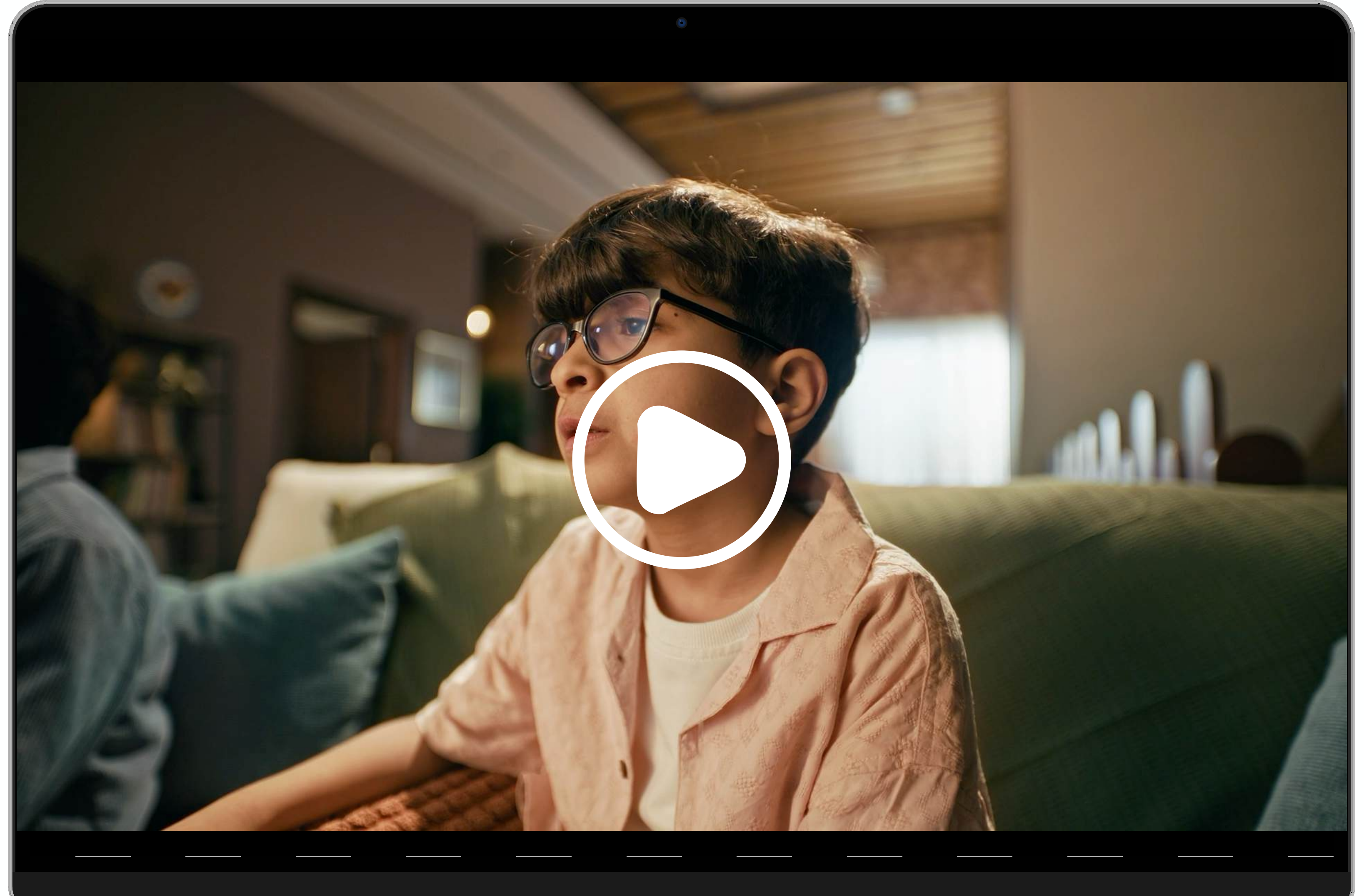
Hardees X Squidgame Camping



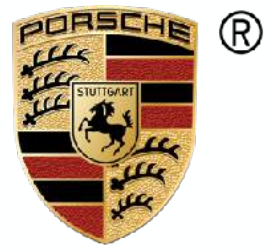
// OUR WORK

WHEEL
KEEP
وي كيپ

Wheekeep
Camping

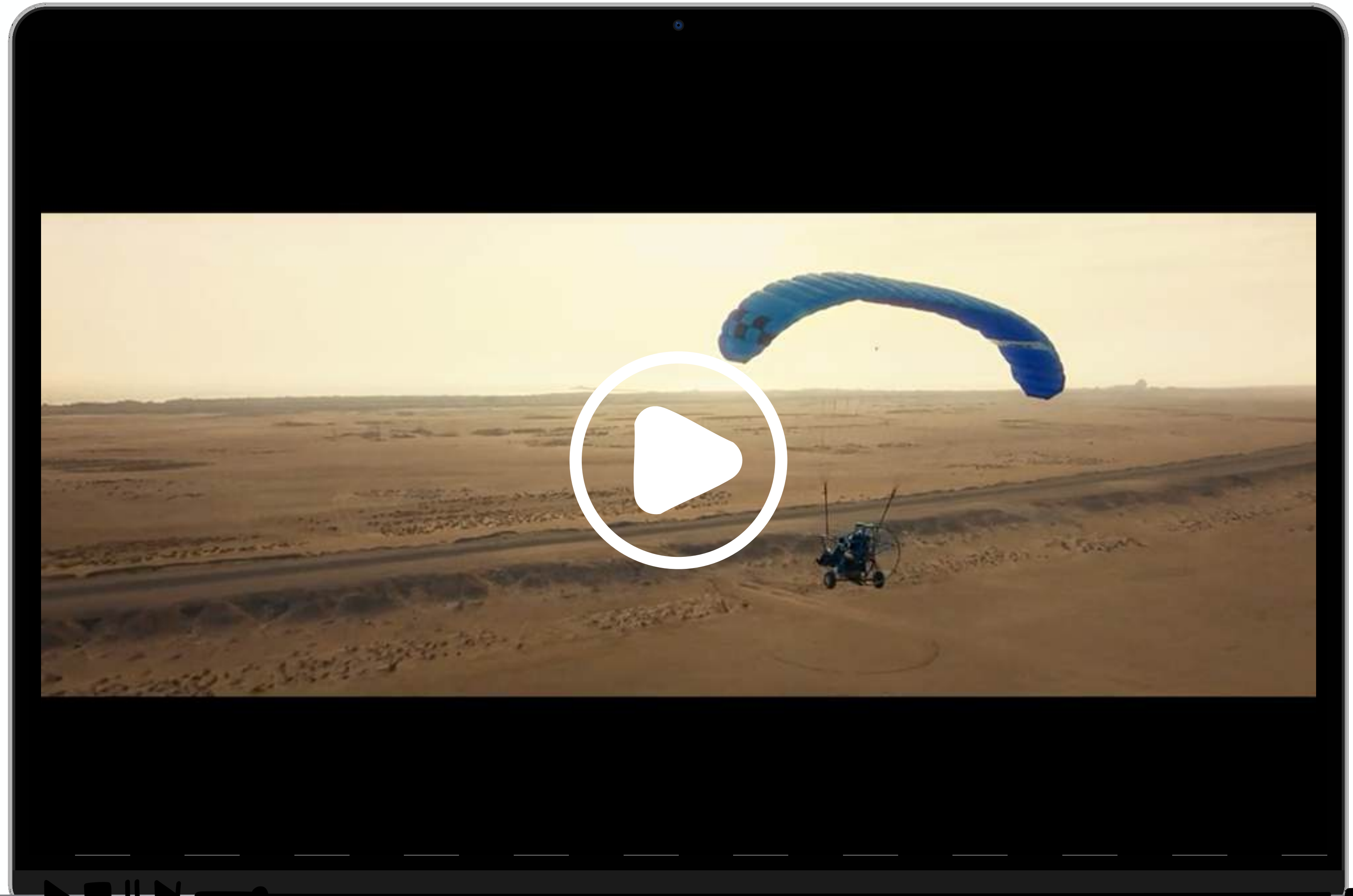


// OUR WORK



PORSCHE

Soul Stories Equity Campaign



// OUR WORK

GODIVA

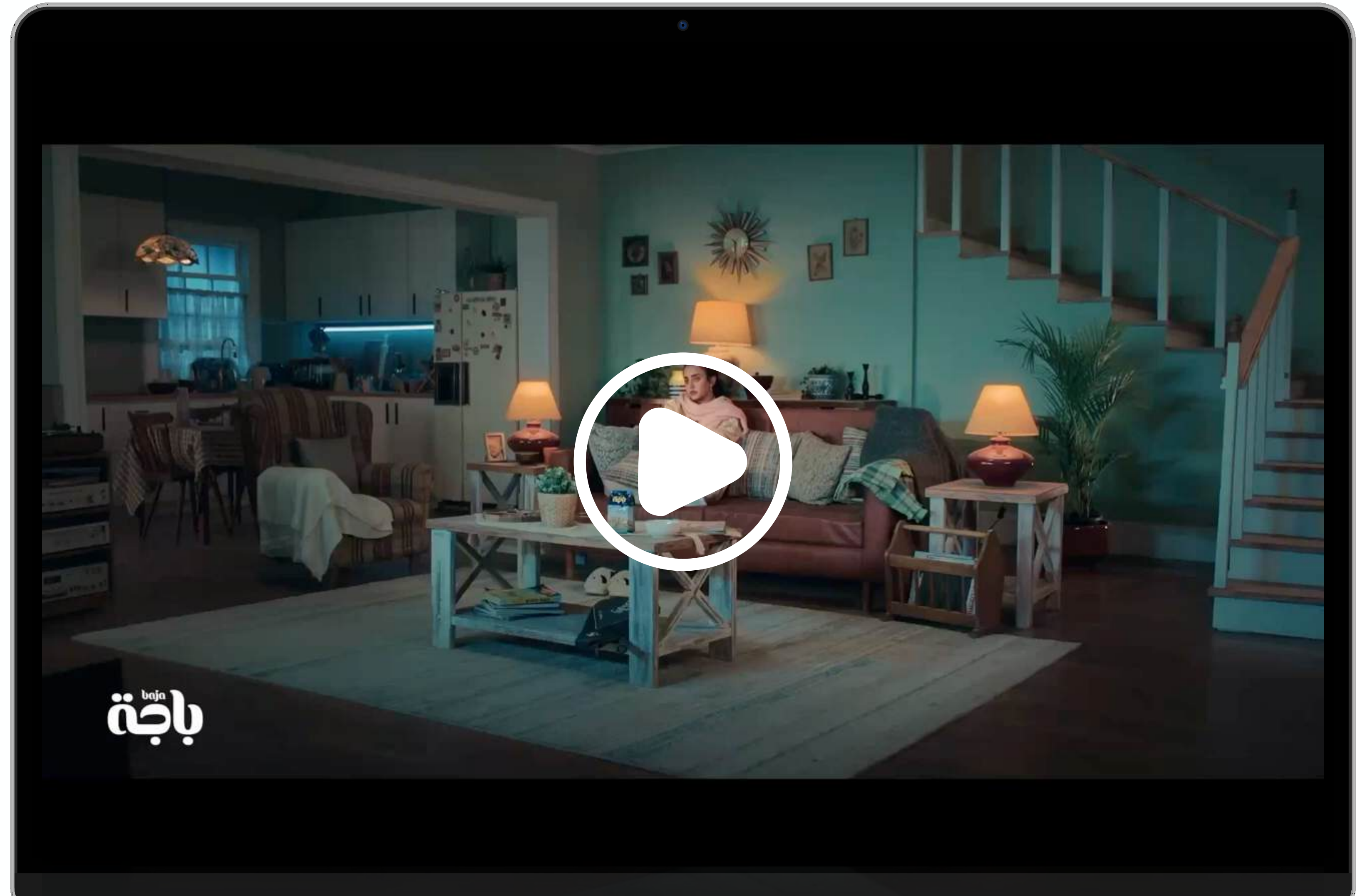
Domes
Launch
film



// OUR WORK

baja
باجة

Seeds
Campaign



// OUR WORK



Equity Launch Campaign



// OUR WORK



App Launch Campaign



d. social

Sample of

SOCIAL MEDIA



// OUR WORK

LEBARA

ليبارا موبايل

Lebara

Social Media content creation and promotion.



// OUR WORK



Abdul latif jameel Finance

Social Media content creation and promotion.



// OUR WORK



عبد الصمد القرشي
Abdul Samad al Qurashi

ABDUL SAMAD AL QURASHI

Social Media content creation
and promotion.

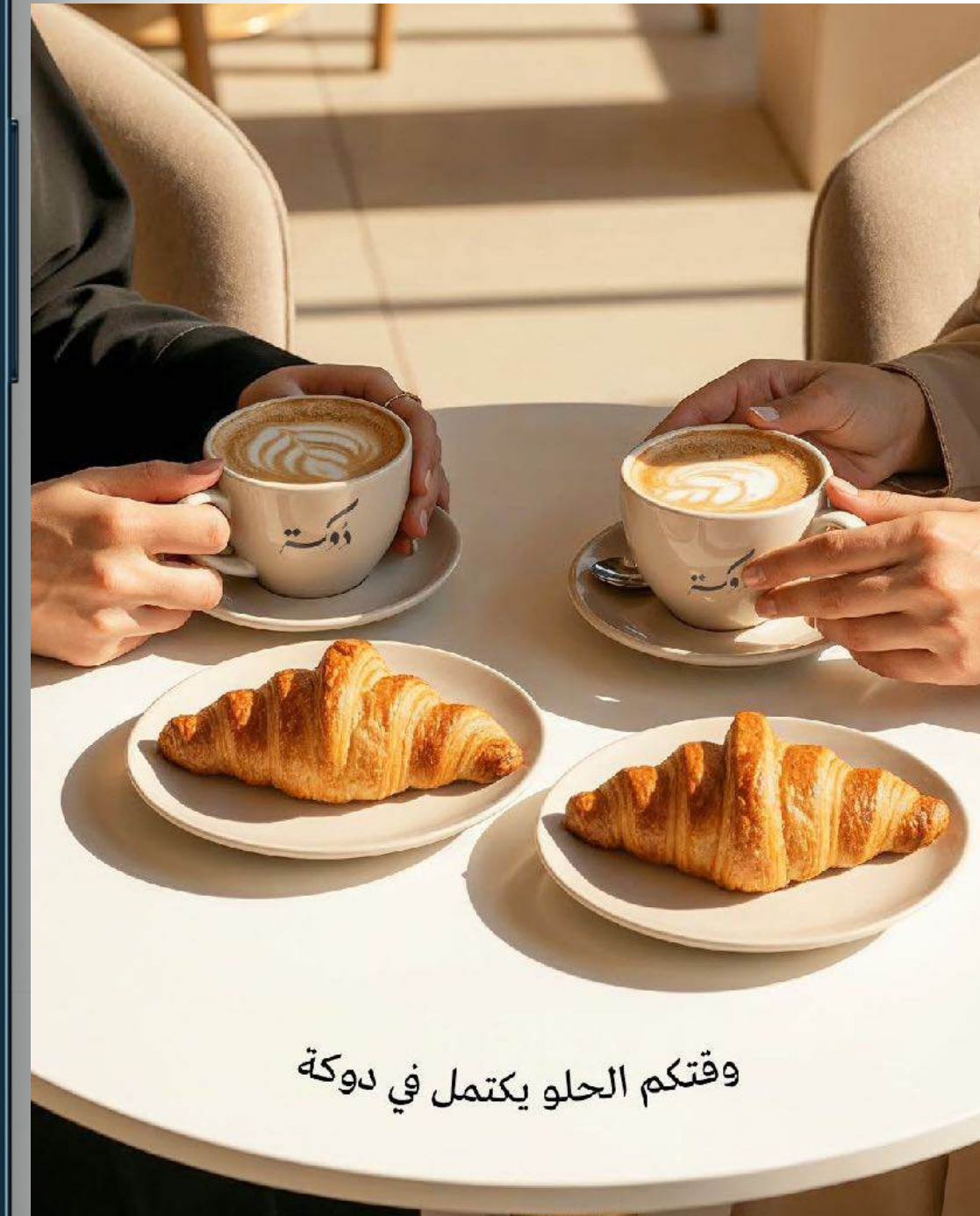
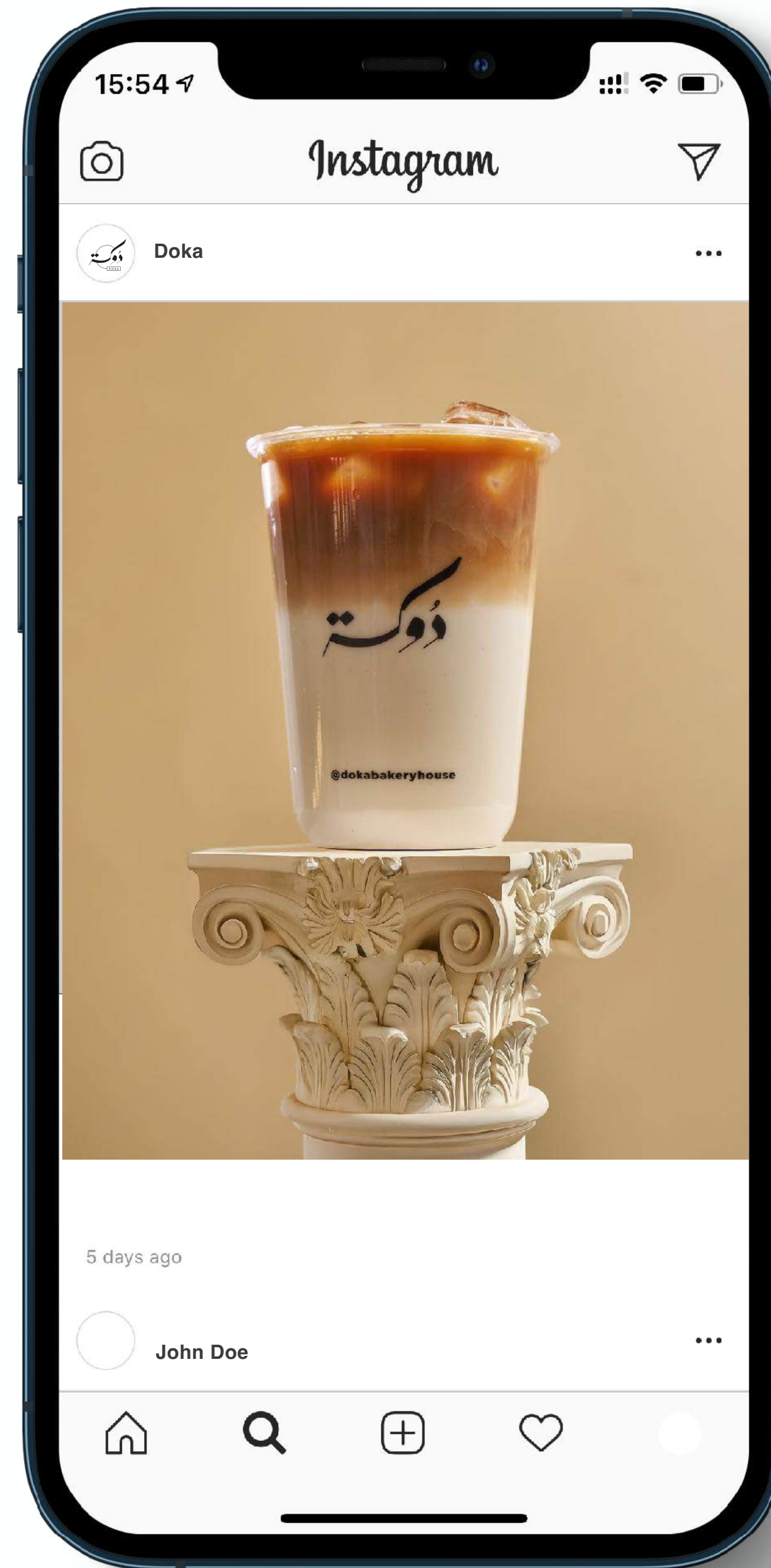


// OUR WORK



DOKA

Social Media content creation and promotion.



// OUR WORK



LDN

Social Media content creation and promotion.

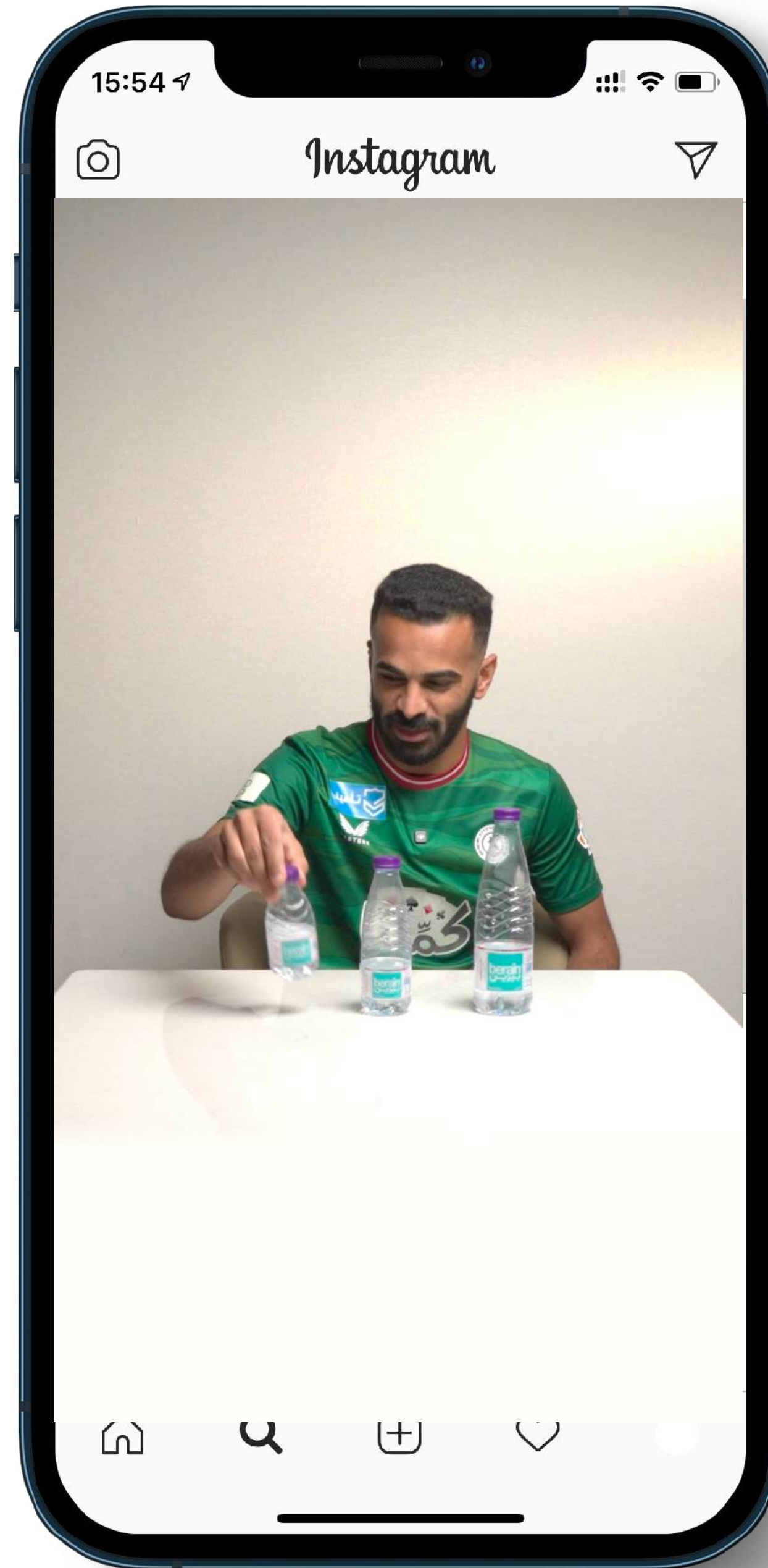


// OUR WORK



BERAIN

Social Media content creation and promotion.

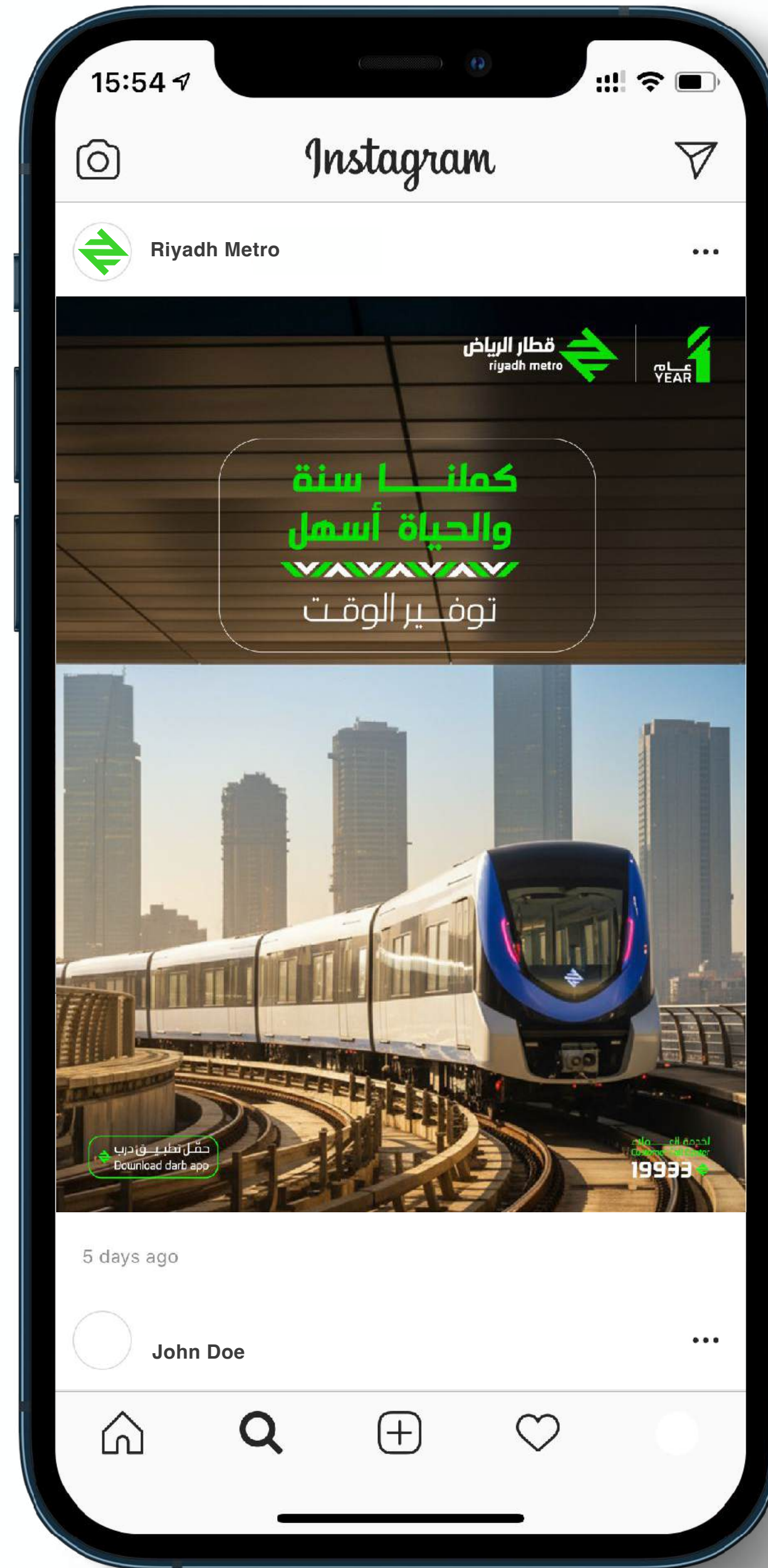


// OUR WORK



Riyadh Metro

Social Media content creation and promotion.



// OUR WORK



Samaco motors

Social Media content creation and promotion.



// OUR WORK

WHEEL
KEEP
وي كييب

Wheekeep

Social Media content creation and promotion.

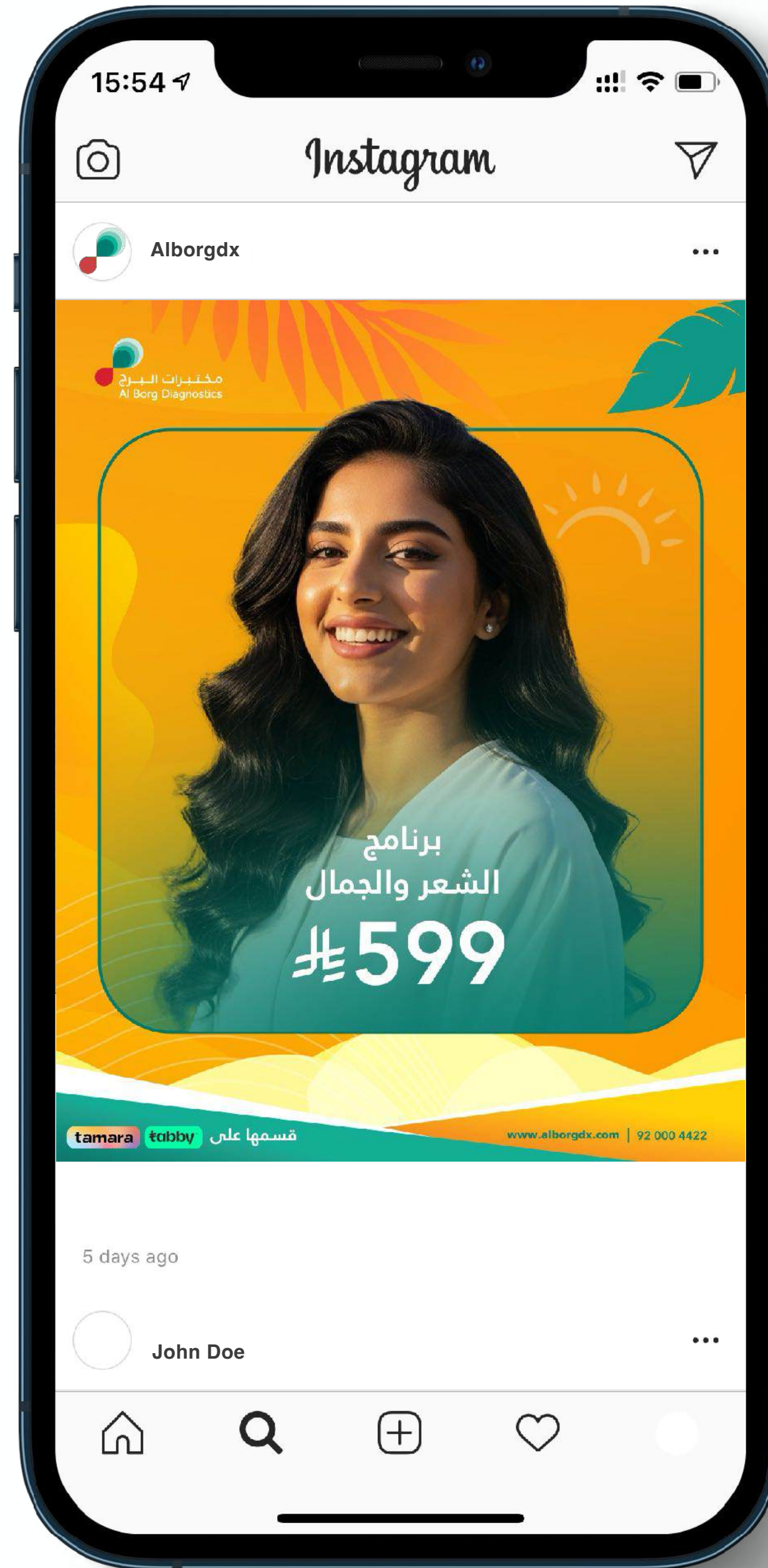


// OUR WORK



AlBorg Diagnostics

Social Media content creation and promotion.

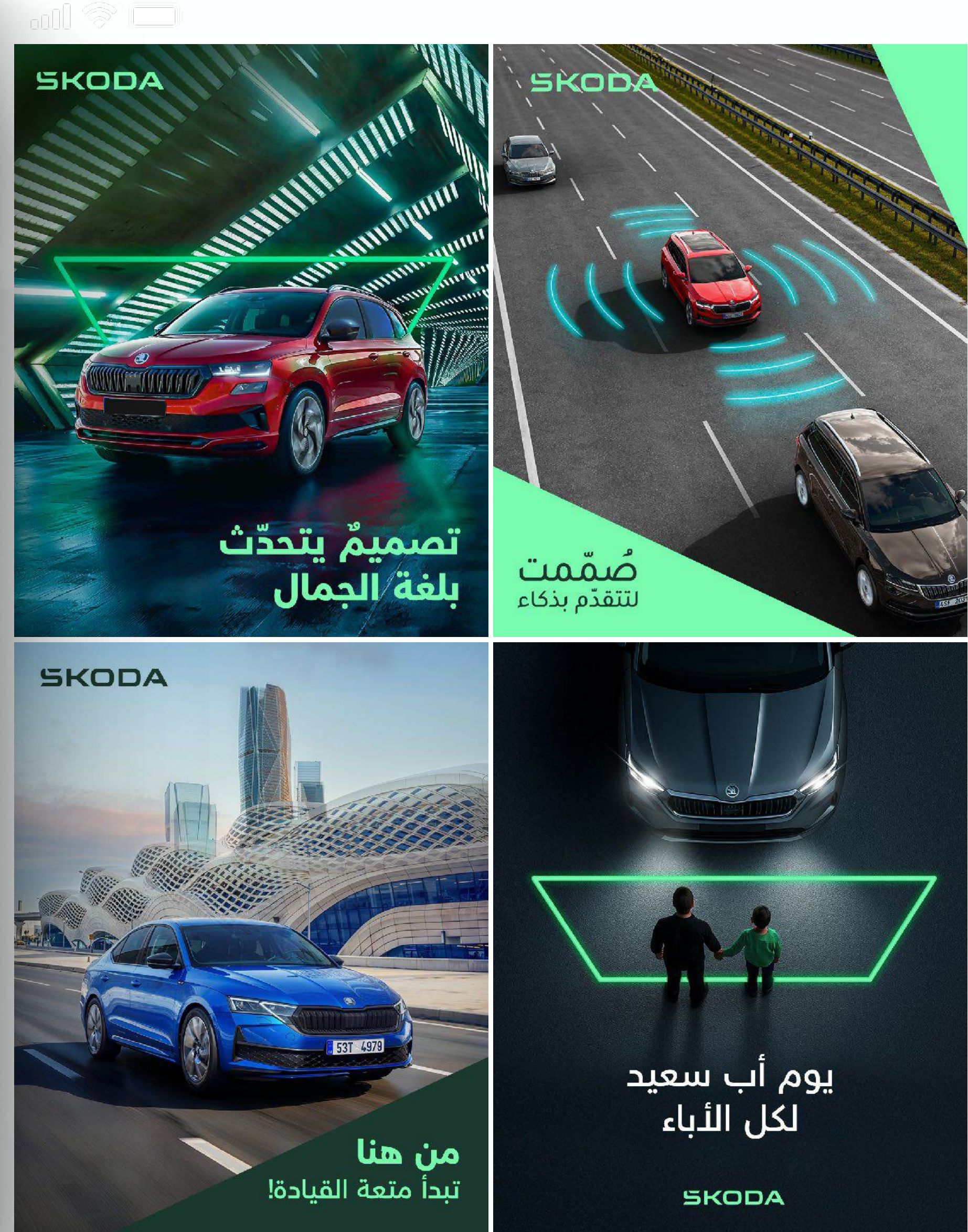


// OUR WORK



Skoda

Social Media content creation and promotion.



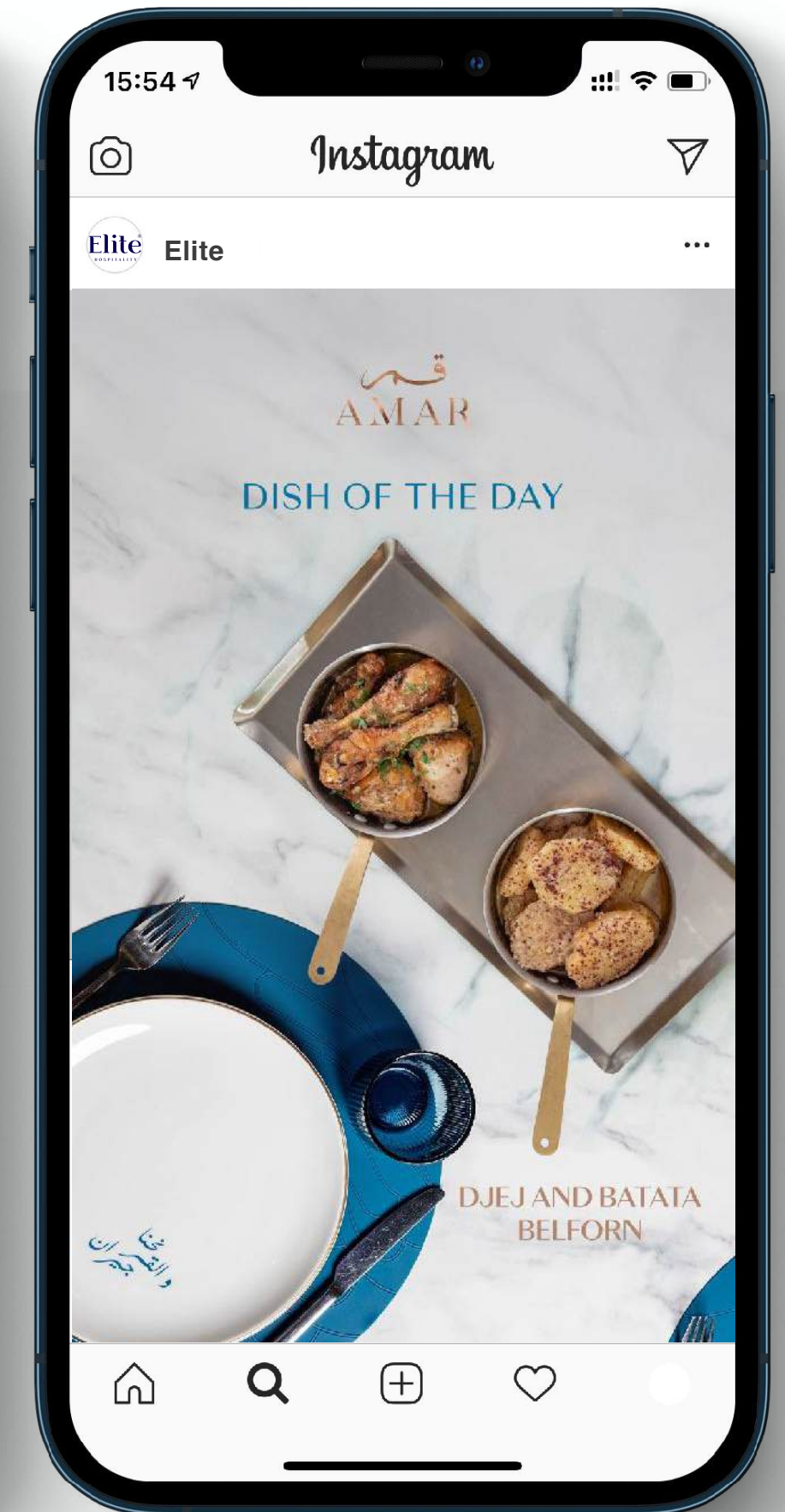
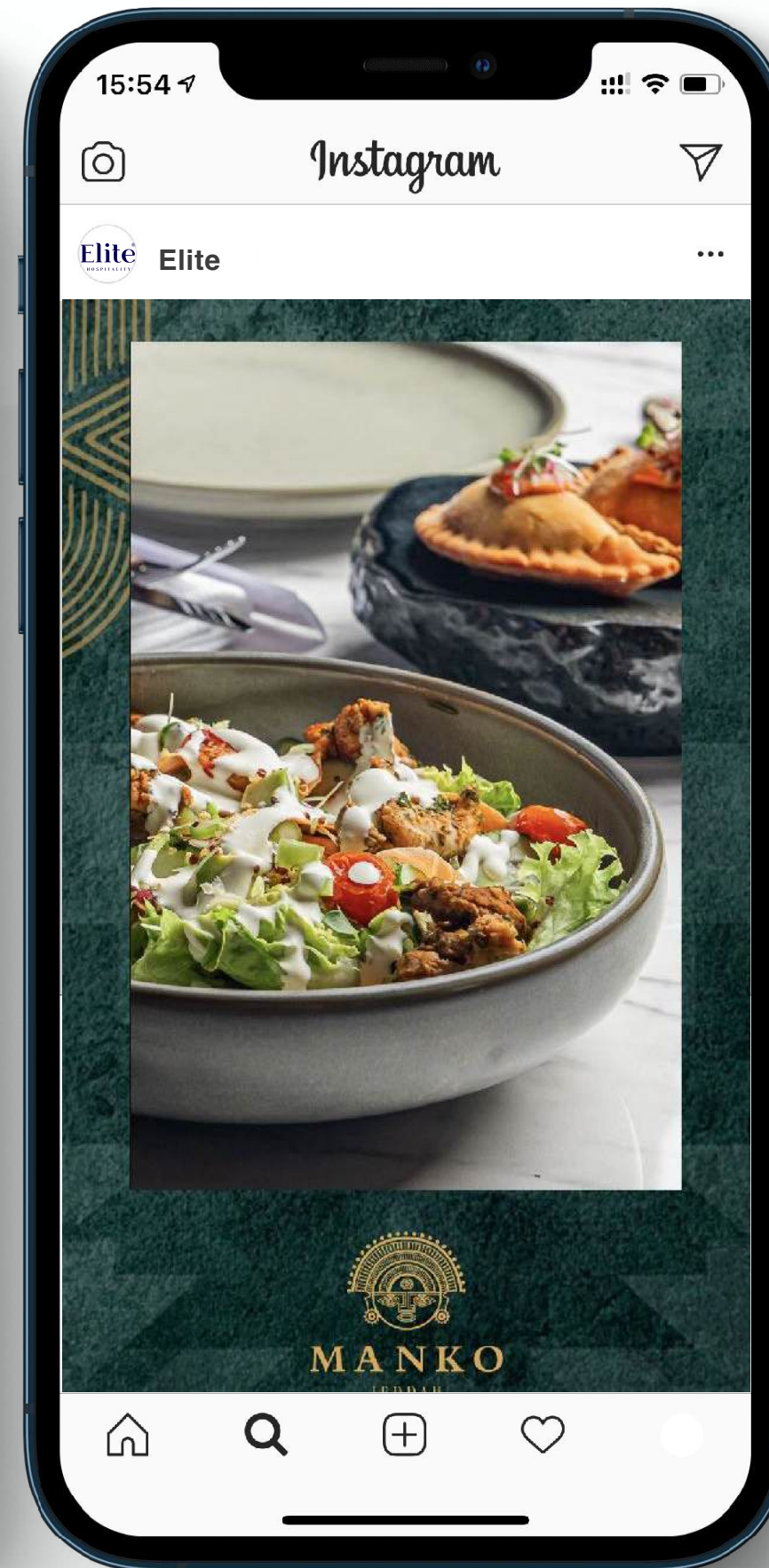
// OUR WORK

Elite[®]

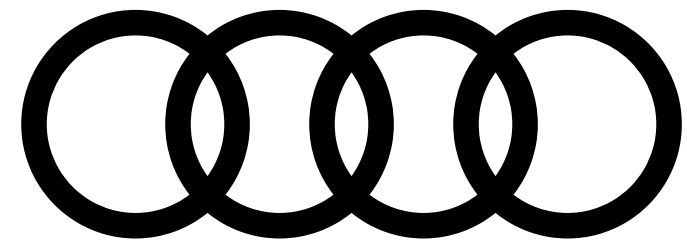
HOSPITALITY

Noto, Manko, Laperouse and Amar

Social Media content creation and promotion.

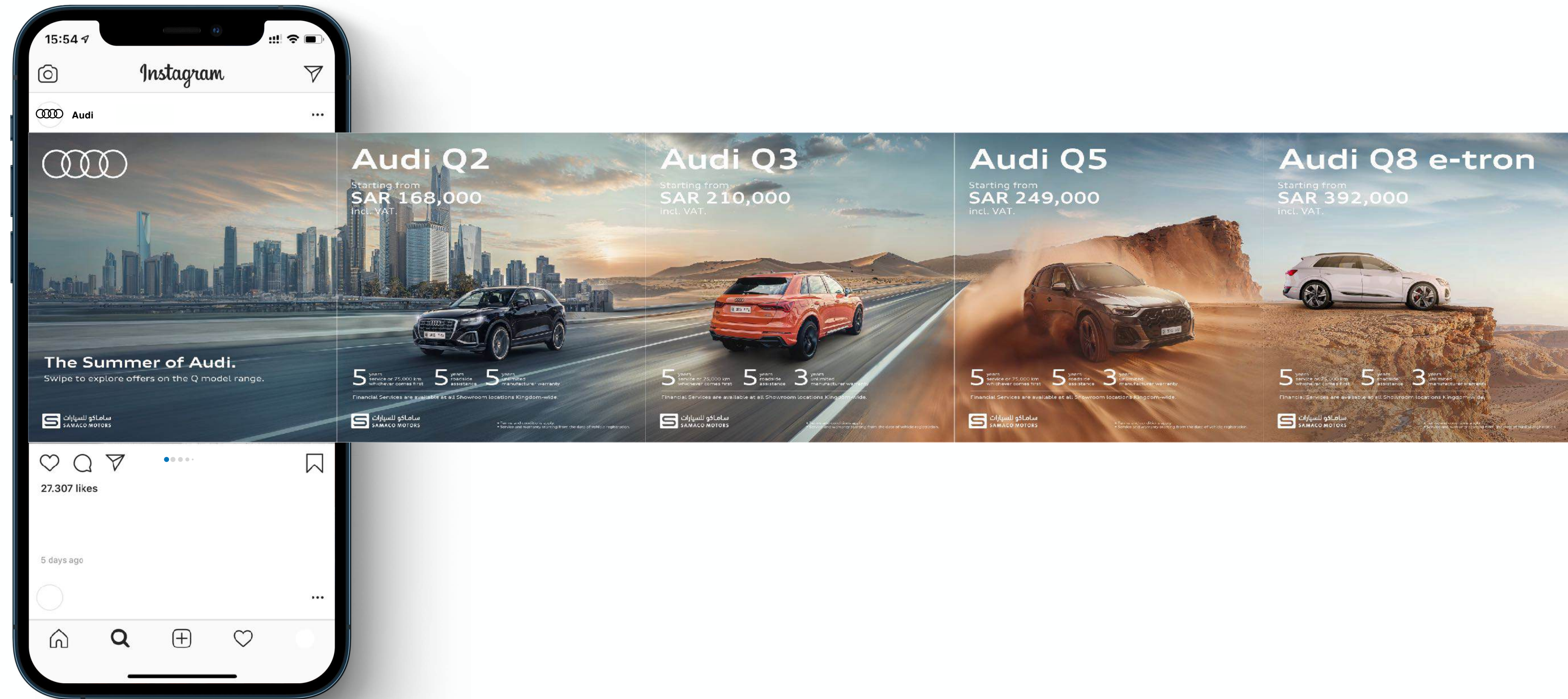


// OUR WORK



Audi

Social Media content creation
and Equity Building.



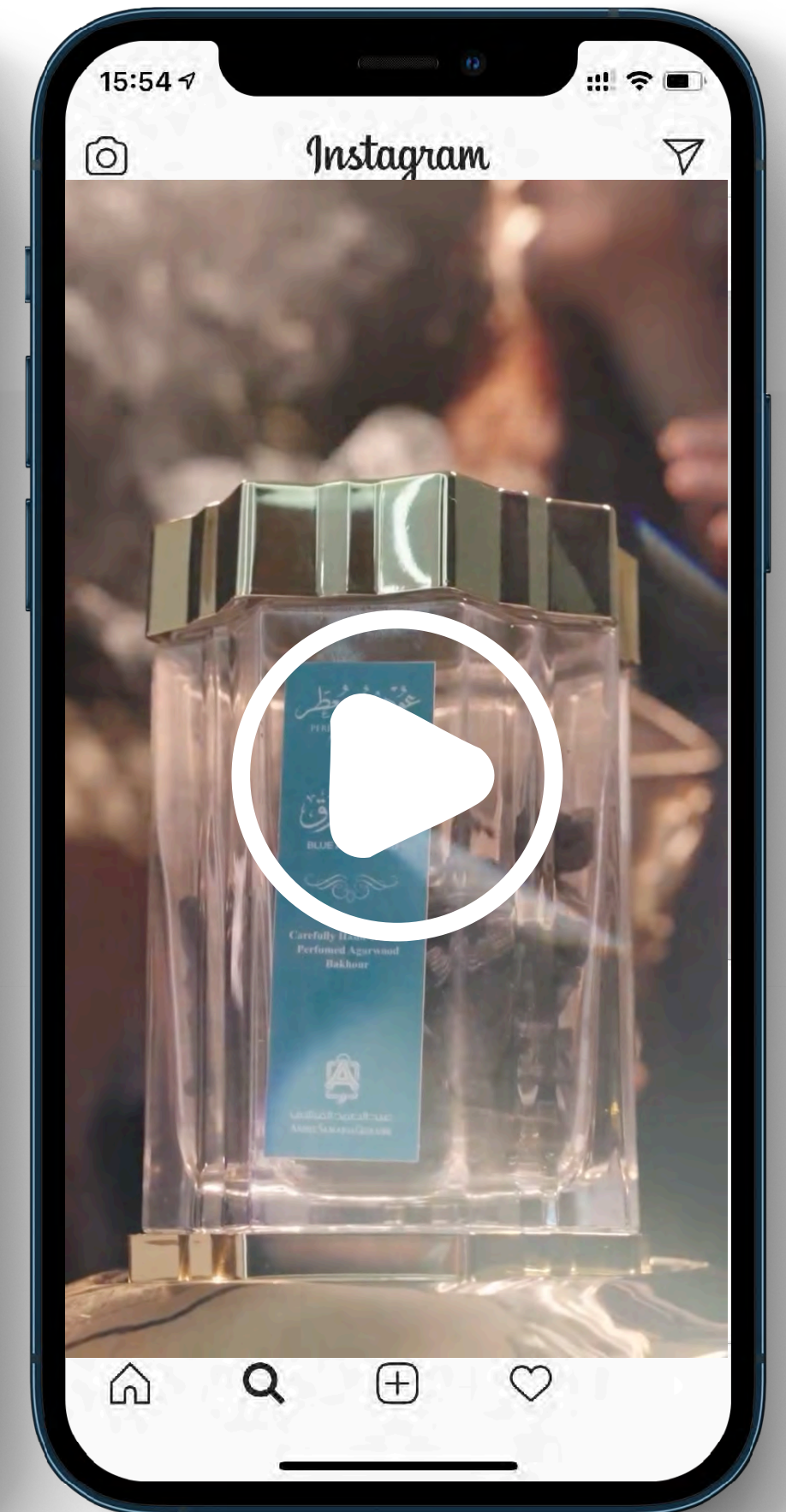
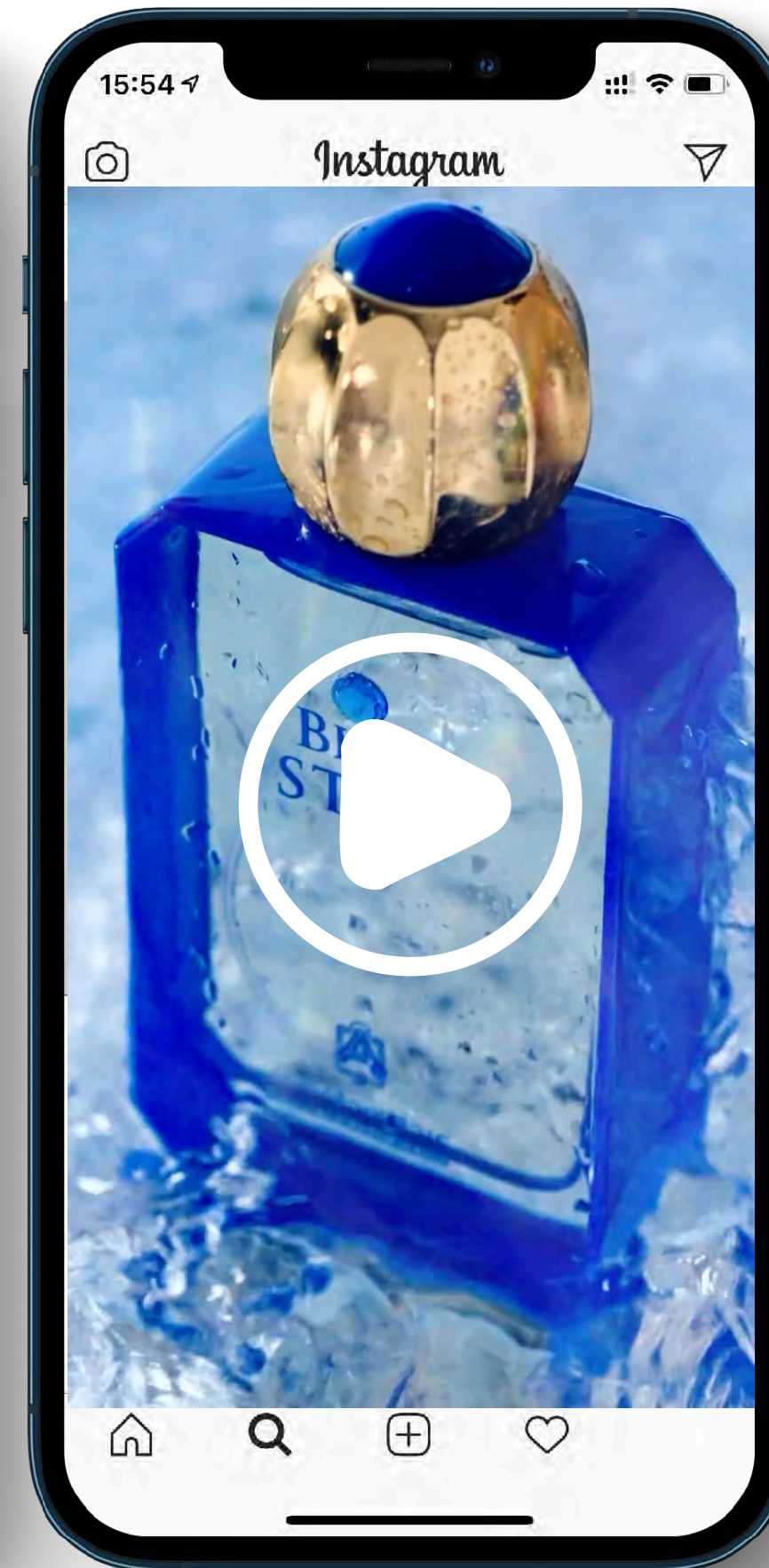
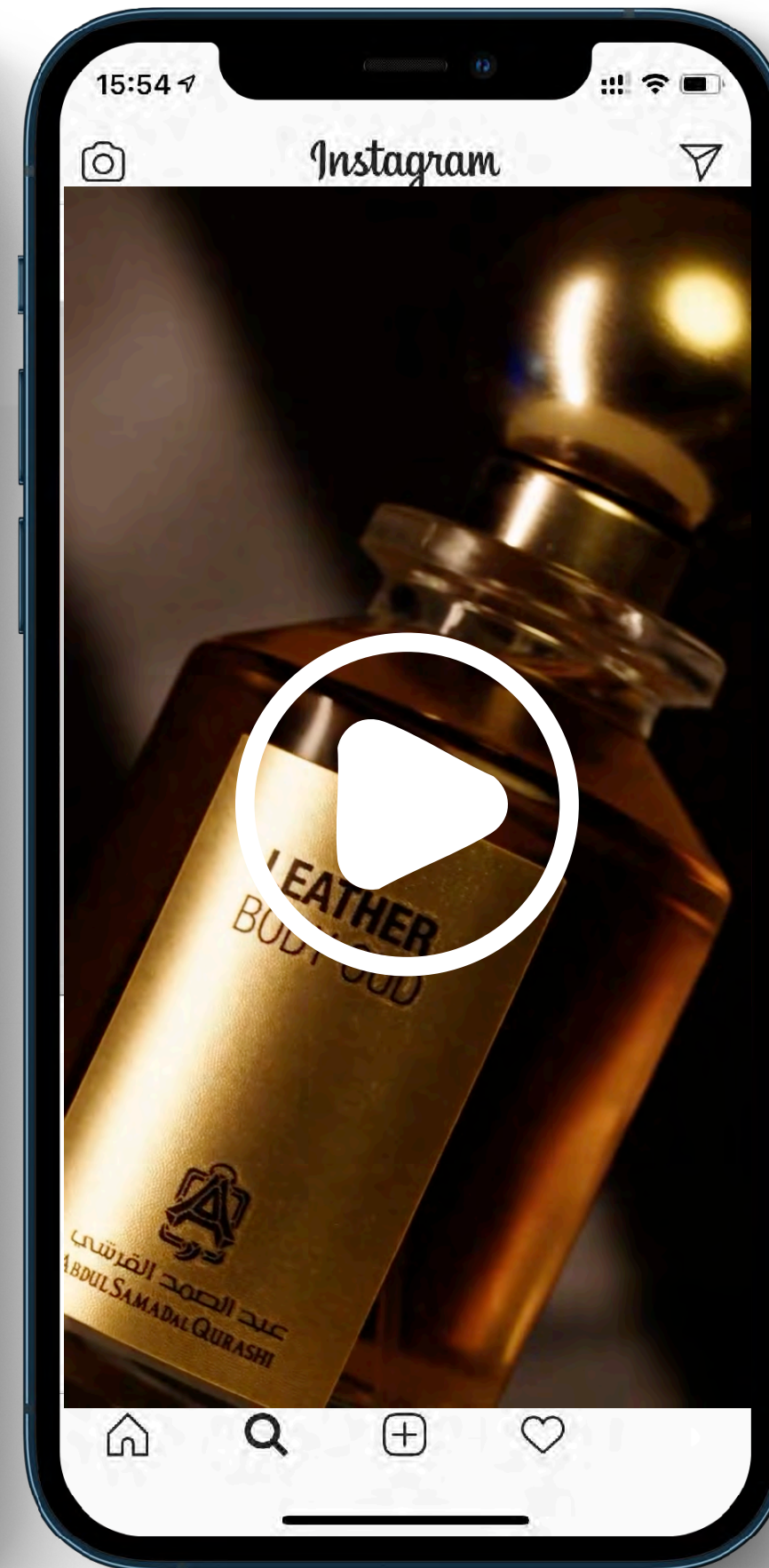
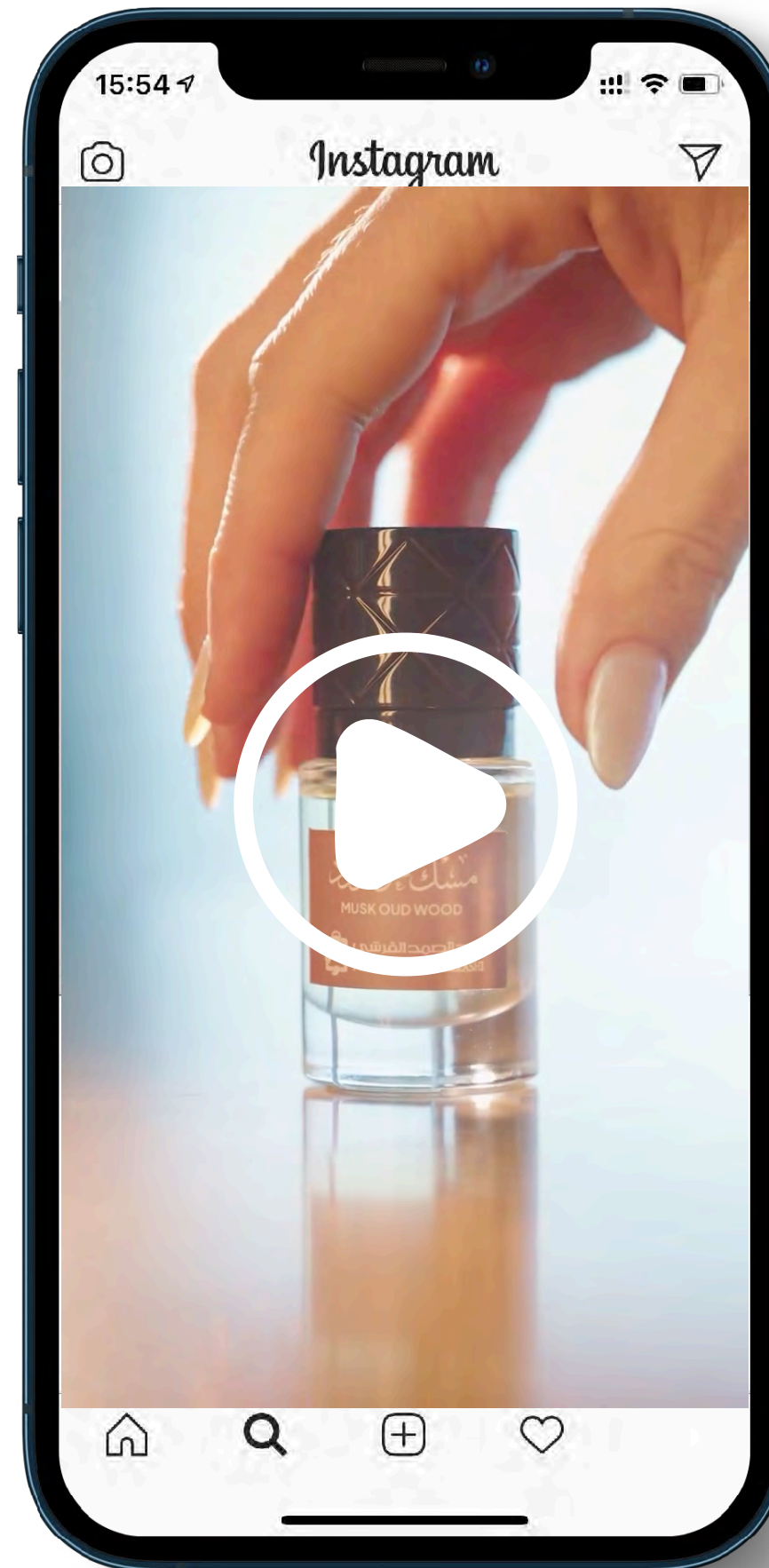
// OUR WORK



عبد الصمد القرشي
Abdul Samad al Qurashi

ASQ Reels

Social Media content creation
and promotion.



// OUR WORK



Jedco Airports

Social Media content creation and Equity Building.

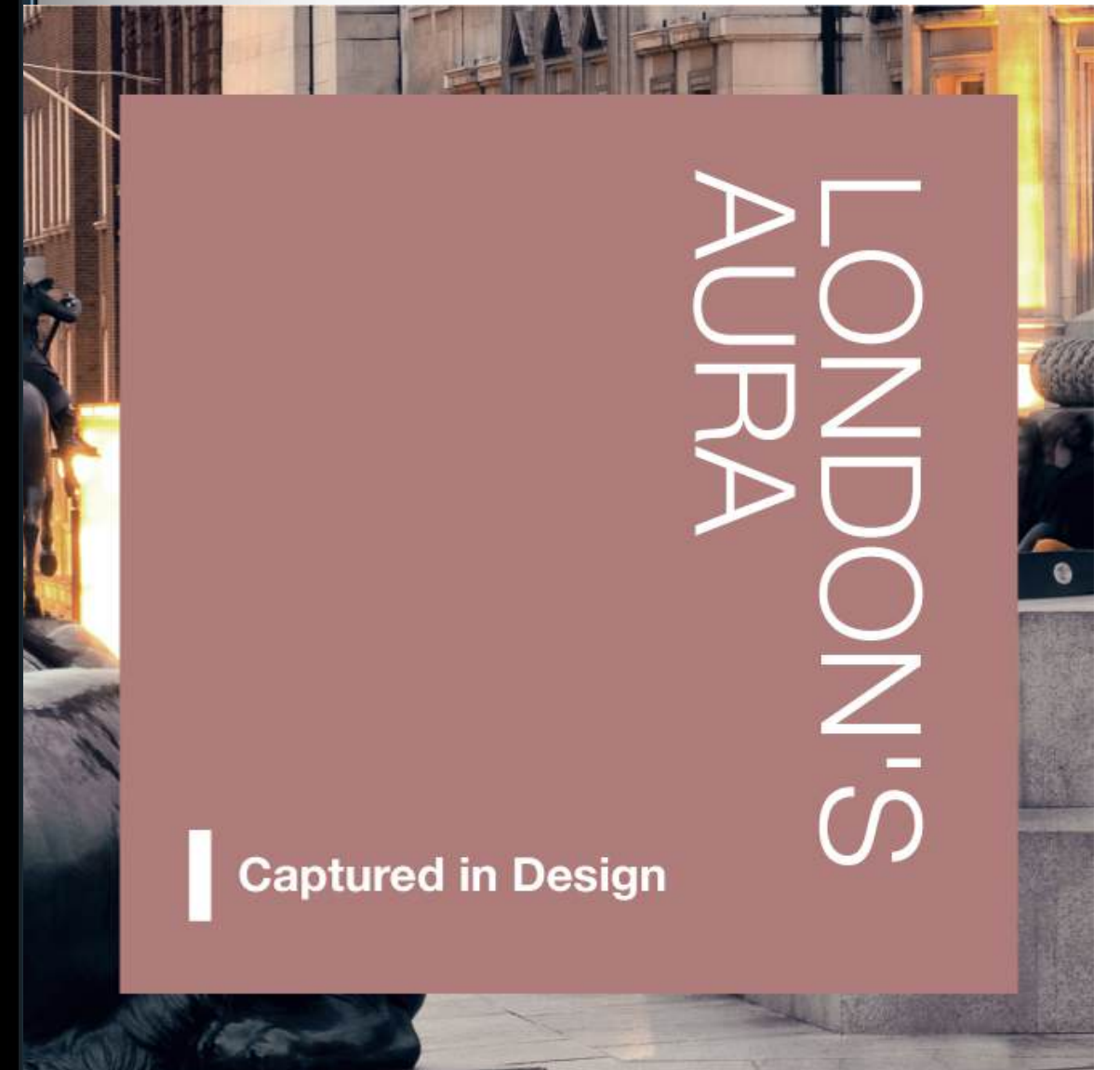
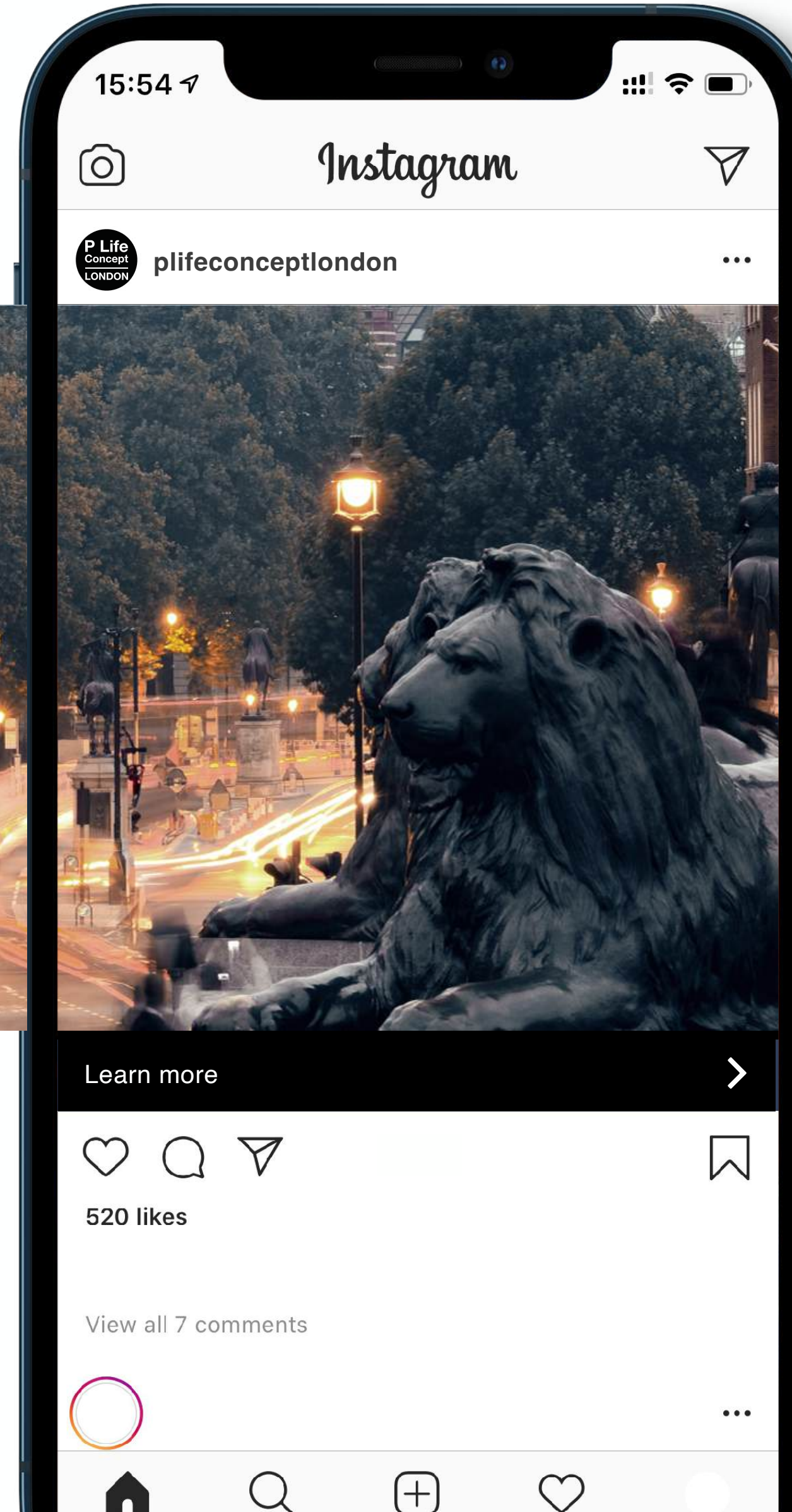


// OUR WORK



P Life Concept

Social Media content creation and Equity Building.



// OUR WORK



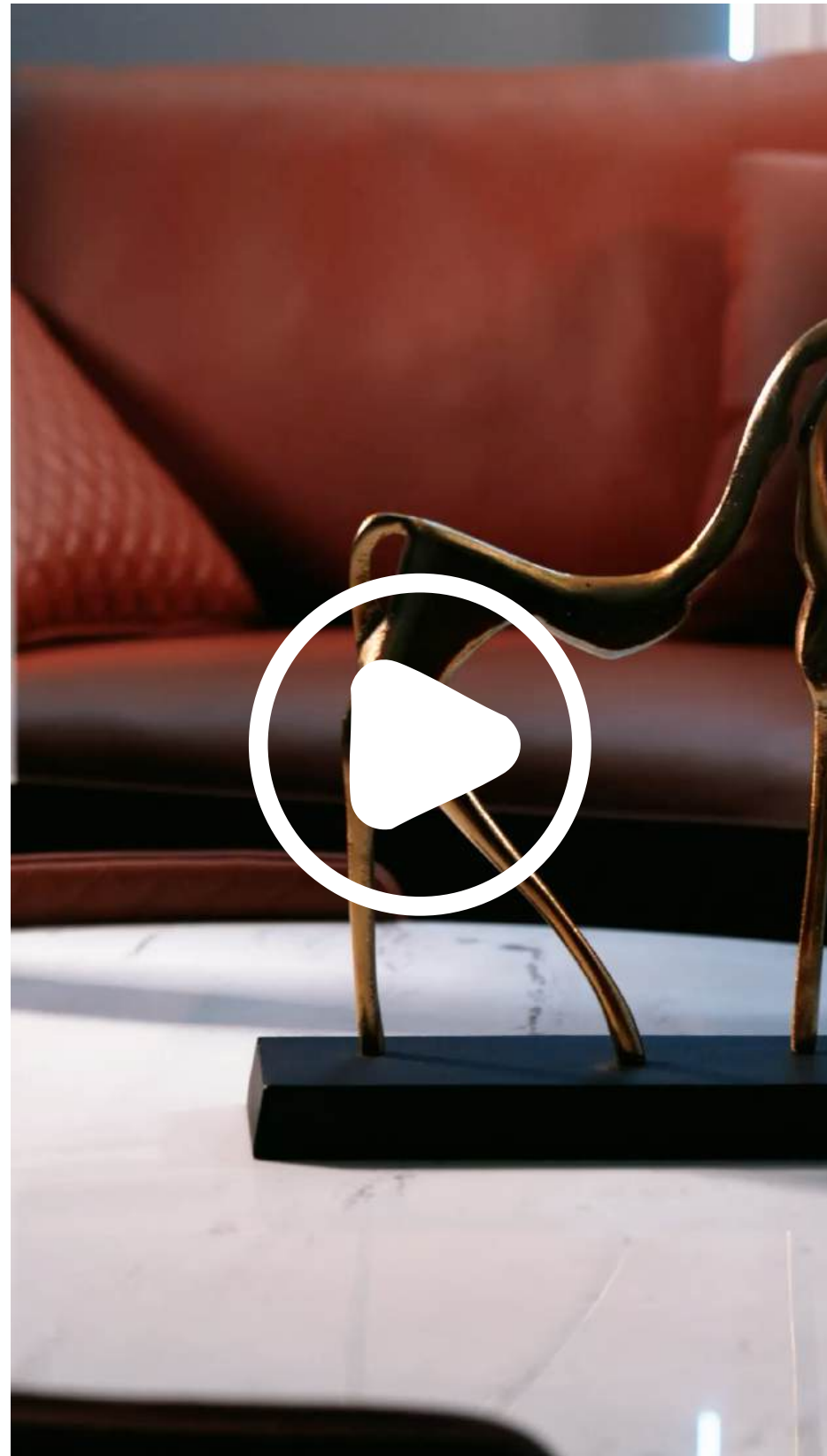
MaChii Tea

Social Media content creation and Equity Building.



// OUR WORK

In-House Videography & Photography Services



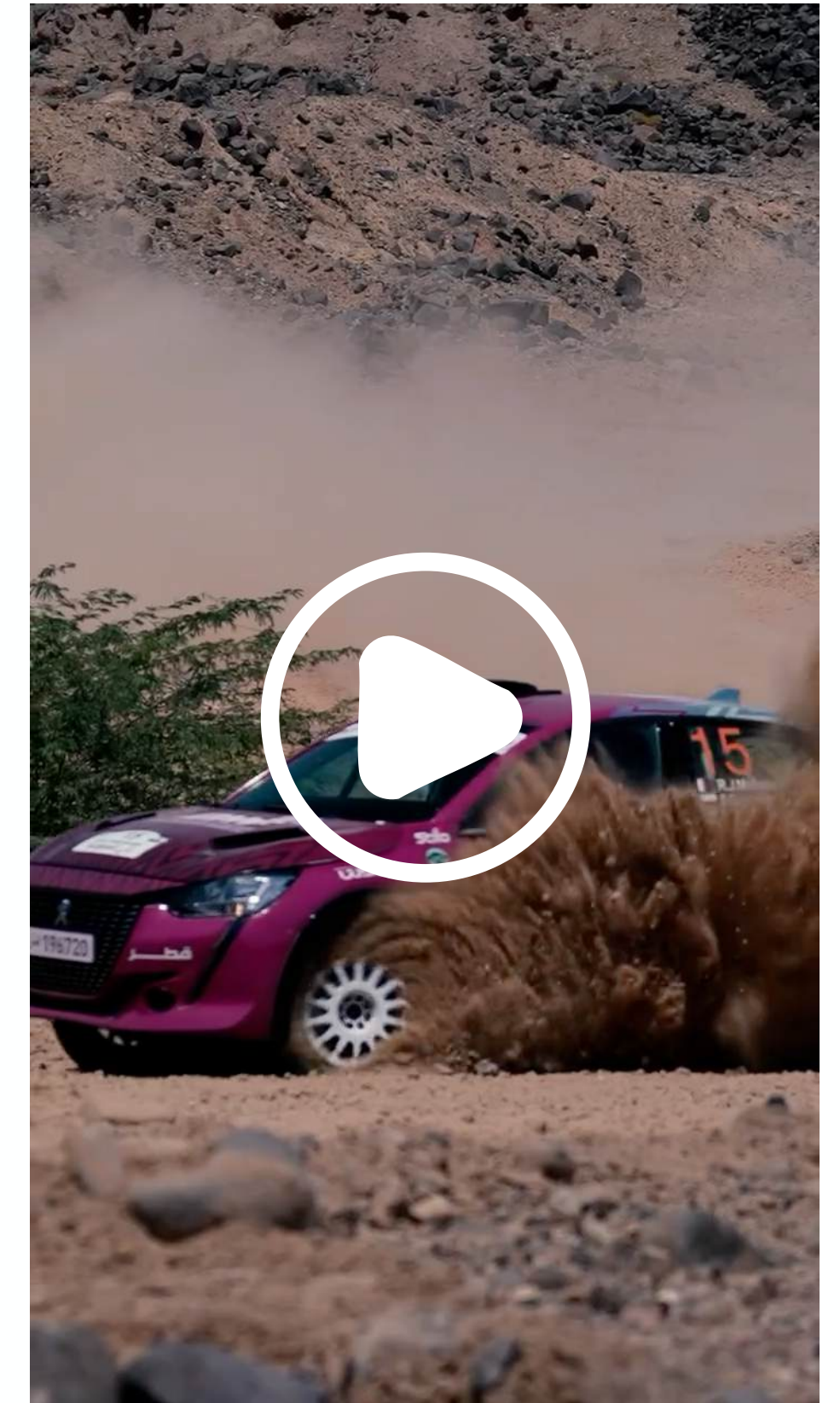
Lifestyle



Products



Food



Automotive

digitect.

CASE STUDIES



MIDDLE EAST RALLY CHAMPIONSHIP



CHALLENGE

- Execute a full-scale motorsport event within a compressed timeline
- Align multiple stakeholders (SMC, Ministry of Sport, Media) under one communication strategy
- Provide real-time crisis readiness and ensure flawless on-ground logistics
- Adapt to evolving demands during live event days

SOLUTIONS

- Social Media Management: Full content creation including posts, captions, reels, and designs to boost MERC's digital footprint
- On-Ground Logistics: Delivered critical operational support across rally checkpoints and press zones
- Public Relations: Developed bilingual speeches, press releases, and managed media accreditation and relations
- Crisis Communication: Drafted holding statements, scenario planning, and flowcharts to ensure media control
- Cross-Team Workflow: Maintained tight coordination between SMC, Ministry of Sport, and content teams
- Agile Response: Last-minute printing, volunteer mobilization, and ceremony setup handled with speed and precision

IMPACT

- Strengthened MERC's public image and media coverage across the region
- Enabled smooth event execution despite timeline pressures
- Built trust with government stakeholders and motorsport audiences
- Set a new benchmark for rapid, full-scope event communication delivery

IMPRESSIONS

21M+

PRESS MENTIONS

100K+

VIDEO VIEWS

1.8M+

MEDIA ACCREDITATION TURNAROUND

100%



YOUR PLATE, YOUR WAY

CHALLENGE

- Raise awareness about lesser-known digital services on the Absher platform
- Simplify the perception of what may seem like bureaucratic processes
- Build trust while remaining friendly and accessible
- Communicate multiple services (lost, damaged, personalized plates) in one clear message

SOLUTIONS

- Creative Concept: Positioned the license plate as a symbol of identity, with the message: "Your plate, your story—managed simply through Absher"
- Hero Film: Showcased everyday drivers using Absher to resolve real-life issues: lost plates, damage, and customizing with a logo
- Social Content: Short videos highlighting each service with simple step-by-step visuals
- Promotional Visuals: Tailored digital assets for each of the three services, optimized for awareness and clarity
- Tone: Kept trustworthy and official, but used modern motion graphics and human-centered storytelling to remain relatable

IMPACT

- Elevated Absher's image as a convenient digital-first service hub
- Reduced confusion around license plate procedures
- Increased engagement from younger, tech-savvy drivers
- Strengthened citizen trust in digital government services

IMPRESSIONS

18M+

VIDEO VIEWS

6.1M+

SERVICE PAGE VISITS

45%+

POSITIVE SENTIMENT

32%+



MATCH BALL, DELIVERED. FULL CAMPAIGN



CHALLENGE

In a saturated food delivery market where speed and variety are table stakes, Keeta needed to assert itself as more than just another app.

Despite its strong tech backing from Meituan, the brand faced:

- The challenge of brand differentiation in a crowded space
- A need to connect emotionally and culturally with a diverse Saudi audience
- Strict live broadcast limitations from AFC regulations
- A tight production window during peak Eid logistics

IMPACT

- Campaign gained major traction and brand resonance around Eid, leveraging football as a unifying force
- Successfully positioned Keeta as a culturally relevant, emotionally connected brand—not just a tech service
- The delivery moment became symbolic, elevating brand love and consumer recall
- Tagline "كيتا يوصلها" trended regionally, enhancing visibility across segments

IMPRESSIONS

3.1M+

AD CLICKS

110K+

VIDEO VIEWS

1.6M+

FOLLOWER

16.8%

keeta



SOLUTIONS

- Brand Storytelling Activation: Transformed the AFC 2026 match ball delivery into a powerful brand moment with the tagline "Match Ball. Delivered by Keeta."
- Emotive Narrative: Positioned the ball's journey like a Keeta order—from staff to merchant to rider to child on the pitch—mirroring the delivery chain.
- Pre-Match Film: Shot in real neighborhoods with real employees, customers, and merchants to ground the story in authenticity.
- Live Stadium Activation: Coordinated with AFC broadcast teams to deliver a seamless moment filmed and edited in real-time.
- Content Deliverables: 45s hero film, short cutdowns, BTS clips, and Arabic voiceovers with English subtitles for full cultural reach.

BODY OUD: THE MODERN ESSENCE OF LEGACY

CHALLENGE

- Revitalizing a heritage fragrance brand for a younger audience
- Balancing tradition with modernity without losing brand equity
- Launching during Ramadan, a culturally saturated and competitive season
- Standing out in a crowded luxury fragrance market



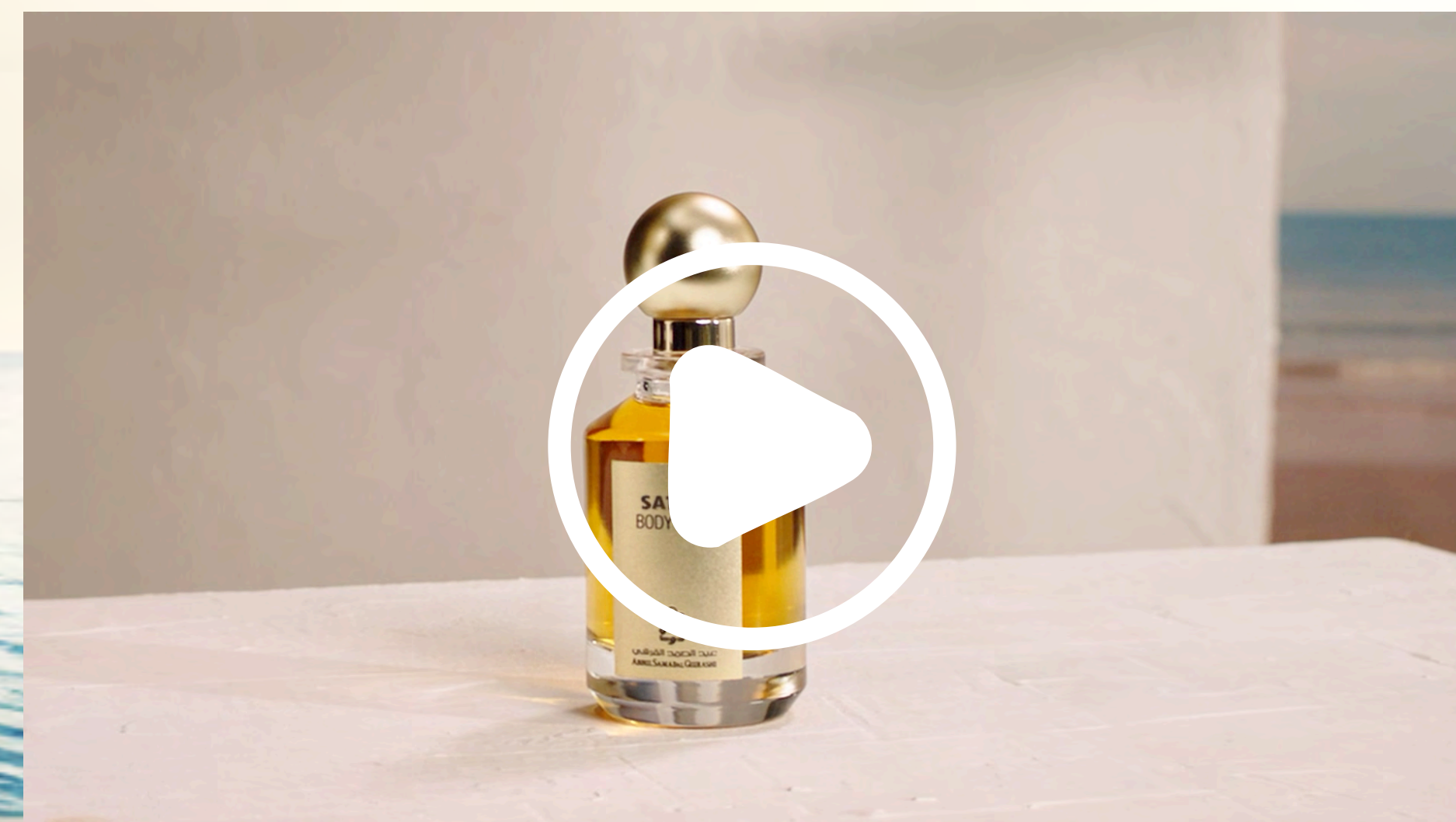
SOLUTIONS

- Celebrity Ambassadors: Majed & Asala fronted the campaign, bridging generational appeal
- Emotive Storytelling: Romantic, intimate content reflecting shared values of legacy and love
- Multichannel Launch:
 - Snapchat & YouTube instreams
 - Premium networks like Shahid & DMS
 - OOH visibility in key Ramadan traffic zones
- Bilingual Messaging: Arabic and English to widen reach and connect authentically

IMPACT

- Strengthened brand relevance among Gen Z & Millennials
- Deepened emotional connection with loyal base
- Boosted visibility through cultural resonance during Ramadan
- Positioned Body Oud as a timeless, lifestyle-driven product

IMPRESSIONS	VIDEO VIEWS	AD CLICKS	SALES GROWTH
62M+	12.7M+	88K+	57%+





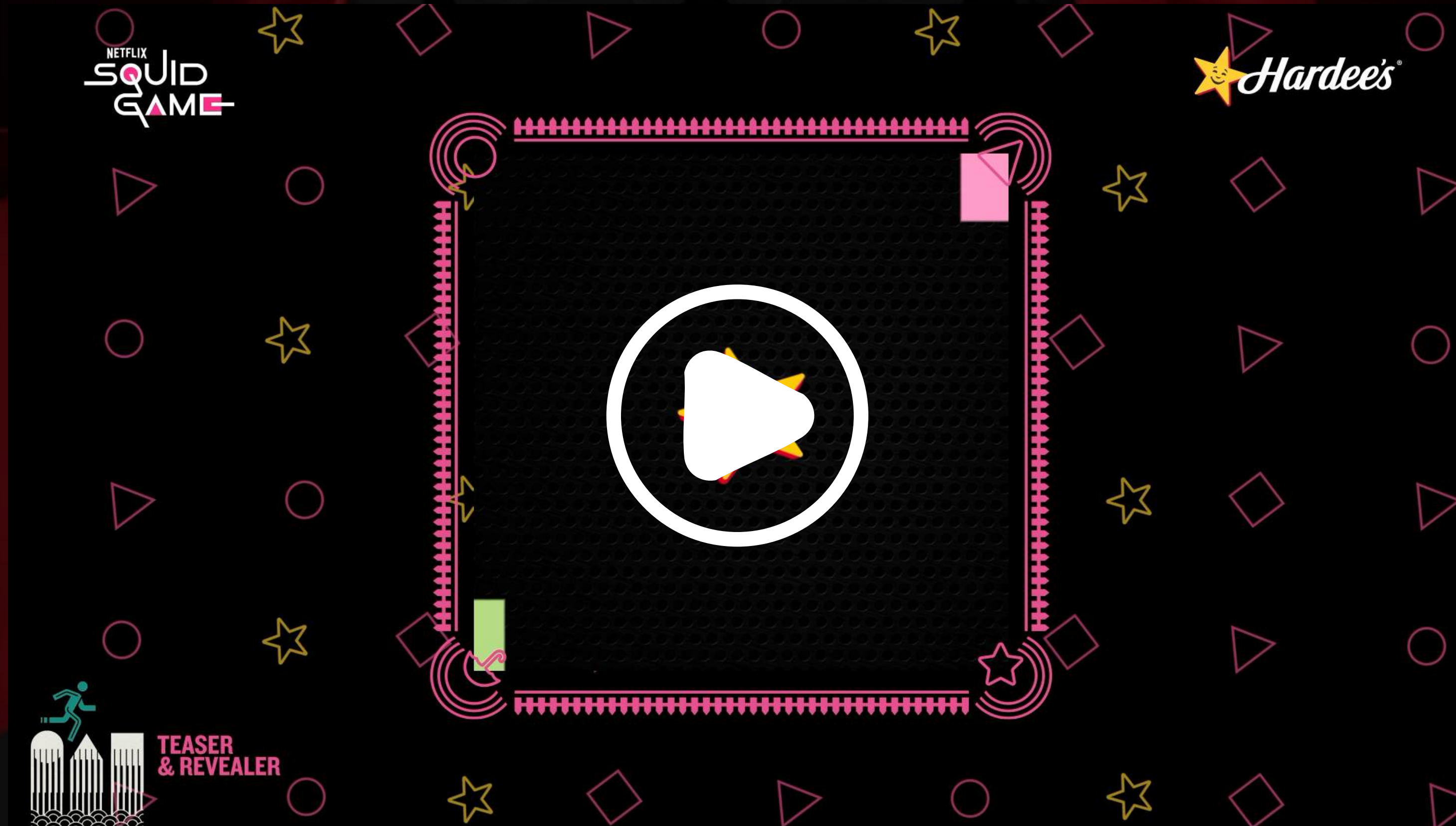
HARDEE'S X SQUID GAME



CHALLENGE

Launching a brand collaboration between Hardee's and Netflix for Squid Game S2 wasn't just another meal promo. It was:

- A race against time, with a tight pre-launch schedule and multi-layered approvals from Netflix.
- A creative challenge: blending Hardee's bold, fun brand with Squid Game's dark and intense theme.
- Multichannel pressure: the campaign had to stretch across packaging, store design, social, OOH, and a full food truck wrap—while staying on-brand for both sides.
- Ensuring visual consistency and brand safety across two massive global names.



SOLUTIONS

- Packaging: Custom limited-edition boxes with iconic Squid Game symbols
- In-Store: Themed interiors featuring game visuals and masked characters
- Social & Shoot: Styled content blending food and drama aesthetics
- OOH: Teasing headlines like "Play to Eat. Eat to Survive."
- Food Truck: Full Squid Game wrap for mobile brand buzz

IMPACT

- Sparked fan excitement across both audiences
- Transformed meals into collectible pop culture moments
- Boosted brand perception and engagement
- Generated organic user content and store visits

IMPRESSIONS

4.3M+

VIDEO VIEWS

2.3M+

AD CLICKS

180K+

SOCIAL MENTIONS

27K+

HERFYCO CUP ON-THE-GO

FUN IN EVERY

SIP

INFLUENCER
CAMPAIGN



CHALLENGE

- Introduce an unconventional meal concept that merges food + drink in one unit
- Appeal to families and kids while maintaining operational ease in-store and for delivery
- Drive excitement and footfall during a non-peak season (Jan–Feb)
- Communicate value and playfulness without compromising brand image

SOLUTIONS

- Product Concept: Created two combo cup formats combining snacks, fries, drinks, stickers, and gadgets
- Packaging Design: Colorful, compact, and shareable—designed for visual appeal and easy handling
- Multichannel Launch:
 - In-store displays and tray mats
 - Digital push on social platforms with motion teasers
 - OOH ads placed in family-heavy zones
- Pricing Offer: Add 5 SAR to any large meal to get the Herfyco cup standalone

IMPACT

- Made Herfy feel innovative and family-focused
- Encouraged repeat visits for kids collecting stickers/gadgets
- Increased average ticket size with upsell strategy
- Strengthened brand perception as fun, accessible, and different

IMPRESSIONS
17.5M+

AD CLICKS
41K+

VIDEO VIEWS
3.9M+

SALES GROWTH
22%+



HERFY-CO

Pickl[®] RIYADH LAUNCH



CHALLENGE

- Entering Riyadh’s saturated premium burger market with a regional brand
- Building fast brand recall among locals and expats with different tastes and expectations
- Maintaining Pickl’s UAE brand identity while localizing content for Saudi audiences
- Balancing multiple touchpoints: digital, on-ground, influencer, PR, and content creation

SOLUTIONS

- Creative Direction: Developed a bold, playful concept under the regional tagline “Legendary,” focusing on freshness and flavor
- Influencer Rollout: Curated a wave of local content creators to hype the launch across Riyadh’s foodie circles
- On-Ground Activation: Hosted launch events and pop-up tastings in high-traffic residential and expat zones
- Media Campaign: Launched paid digital media and OOH to drive massive awareness pre- and post-launch
- Community Management: Started a retainer to handle social content, audience engagement, and consistent storytelling
- Quarterly Photoshoots: Fresh visuals aligned with Pickl’s aesthetic, optimized for KSA culture

IMPACT

- Created high awareness and trial within the first month of launch
- Generated buzz through hyper-local influencer engagement
- Repositioned Pickl as not just another burger joint—but a premium, culture-aware brand
- Established an ongoing content + community rhythm to build long-term loyalty

IMPRESSIONS

26M+

VIDEO VIEWS

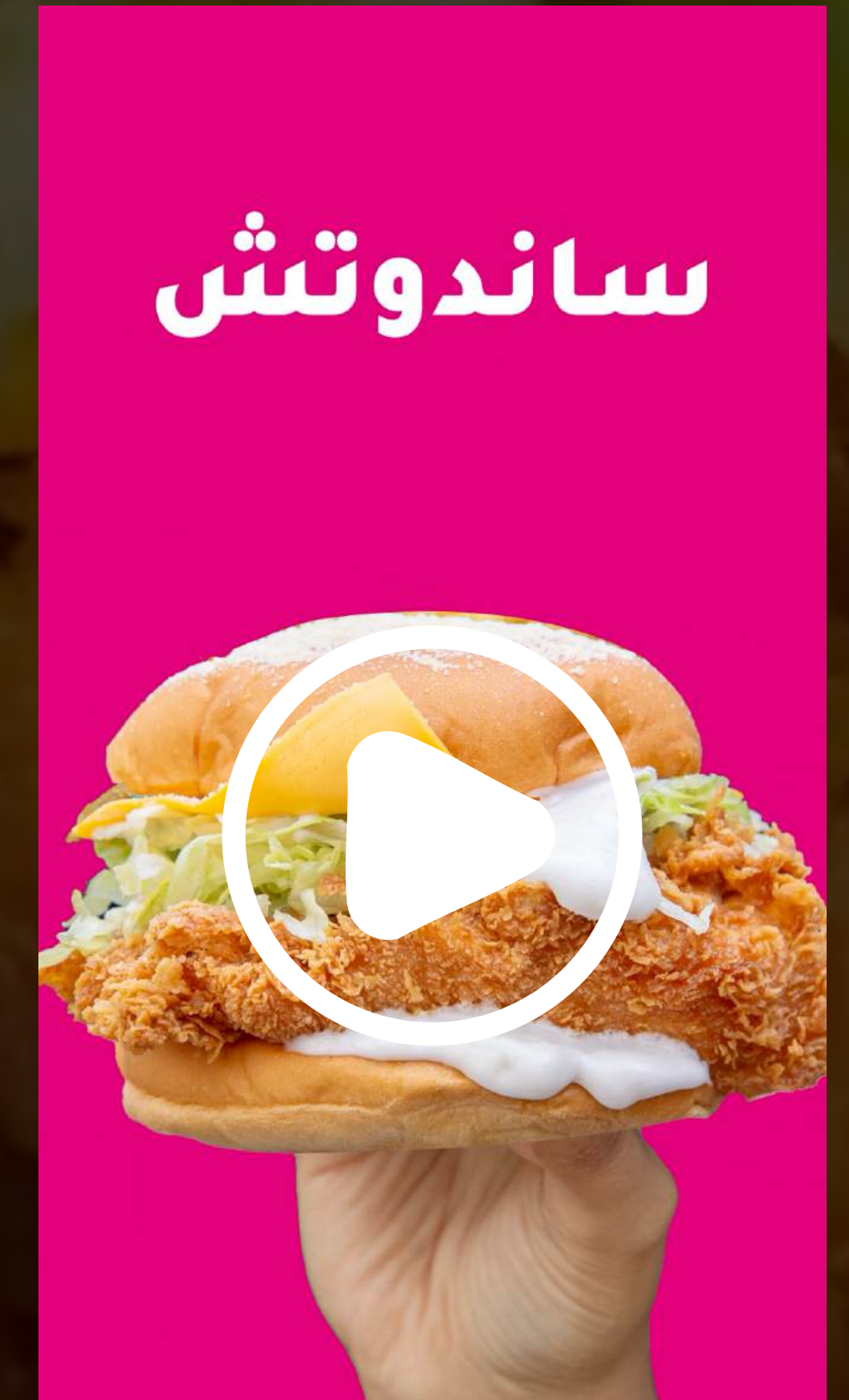
8.9M+

ENGAGEMENT RATE

7.4%+

FOLLOWER GROWTH

18.5%+



MOI / ABSHER

حفل استعراض قوات امن الحج

EVENT MANAGEMENT



CHALLENGES:

The challenge was to manage and execute the event in less than 72 hours with the Ministry of interior, Absher & Saudi public security, on top of that we had 2 days for preparations, design printings and full Setup.

SOLUTIONS:

1. Concept Development:

Designing the Concept and theme of the Event in less than 24 hours.

2. Events Management:

Executing the Events management plan in less than 48 hours.

Design and print in less than 24 hours.

Setting up the Light and sound for the whole event.

A full events management and logistics team (more than 10 people) on ground in Makkah in less than 24 hours.

Crisis management team organizing and coordinating with all subject matter experts teams from all Government departments.

3. Post Event Material:

Developing a promo video for the Saudi Public Security that resulted in millions of views in a very short time (1 week)

CONCLUSION:

The event Successfully addressed the challenges by deploying a full strategic team to manage and execute the whole event in less than 72 hours, resulting in a successful event by the attendance of the Minister of Interior his royal highness - Prince Abdulaziz bin Saud Al Saud.

RESULTS

Designing and Executing 9 Huge Banners for the Entrance of the VIP and royal attendees.

Manning the Internal hall for the Royal & VIP attendees.

Building and managing the whole media Center.

Managing and Executing the Full light and sound for the whole event.

Placing 2 huge screens on the entrance of the VIP and Royal Attendees.

Placing 1 huge Screen on the Entrance of His Royal Highness - Prince Abdulaziz bin Saud Al Saud.

A Full Photography, Videography and drone team for the full coverage and live streaming of the event.



KINGDOM OF TOMORROW

LAUNCH CAMPAIGN

Multi-Channel Campaign for Engagement and Lead Generation
Objective: Increase engagement, registrations, and B2B leads.

CHALLENGES:

The main challenge was postponing the event multiple times therefore trying to regain the trust of the audience by:

Creating the Announcement, Buzz and Engagement.

- Registration Drive
- B2B Lead Generation.

SOLUTIONS:

1. Strategic Communication:

- Leveraged diverse social media platforms with tailored messaging.
- Utilized 150+ newspapers and compelling PR campaigns for extensive coverage.

2. Radio Advertisement:

- Designed impactful ads to reach wider audiences.
- Amplified campaign messaging and drove action.

3. Media Campaign:

- Multi-Channel Media Campaign

RESULTS:

1. Engagement and Reach:

With

27M+
Video Views

33M+
Reach, we expanded reachability by 50%

2. Registration Success:

- Surpassed registration targets by 15%.
- Maintained steady conversion rates.

3. B2B Lead Generation:

700+
UNIQUE B2B LEADS

- Secured key partnerships and business opportunities.
- Secured Key Sponsors

CONCLUSION

The campaign successfully addressed challenges by deploying multi-channel strategies, resulting in increased engagement, registrations, and B2B leads alongside high media exposure. This approach positioned the client for sustained growth in their industry.

50M
IMPRESSIONS

70K
CLICKS

70K+
IG LEADS

13M
VIDEO PLAYS



VW AMAROK

LAUNCH CAMPAIGN

Objective: First Ever VW Pickup - SM/Digital Launch Campaign.



CHALLENGES:

The biggest challenge of this campaign is that the vehicle was not available anywhere in the middle east and there was no AVME information or assets. Another challenge is marketing the vehicle as it was Volkswagens very first commercial truck.

SOLUTIONS:

The solution was creating brand new information from the bottom up by brainstorming with the client to reach the best possible outcome. As the vehicle was new, we have went through all channels to ensure the best vehicle reveal to increase its awareness and reach the target audience.

RESULTS:

- 1. Vehicle Awareness:** Vehicle has started gaining visibility within the region.
- 2. Successful Campaign:** The campaign has reached many impressions and visibility.

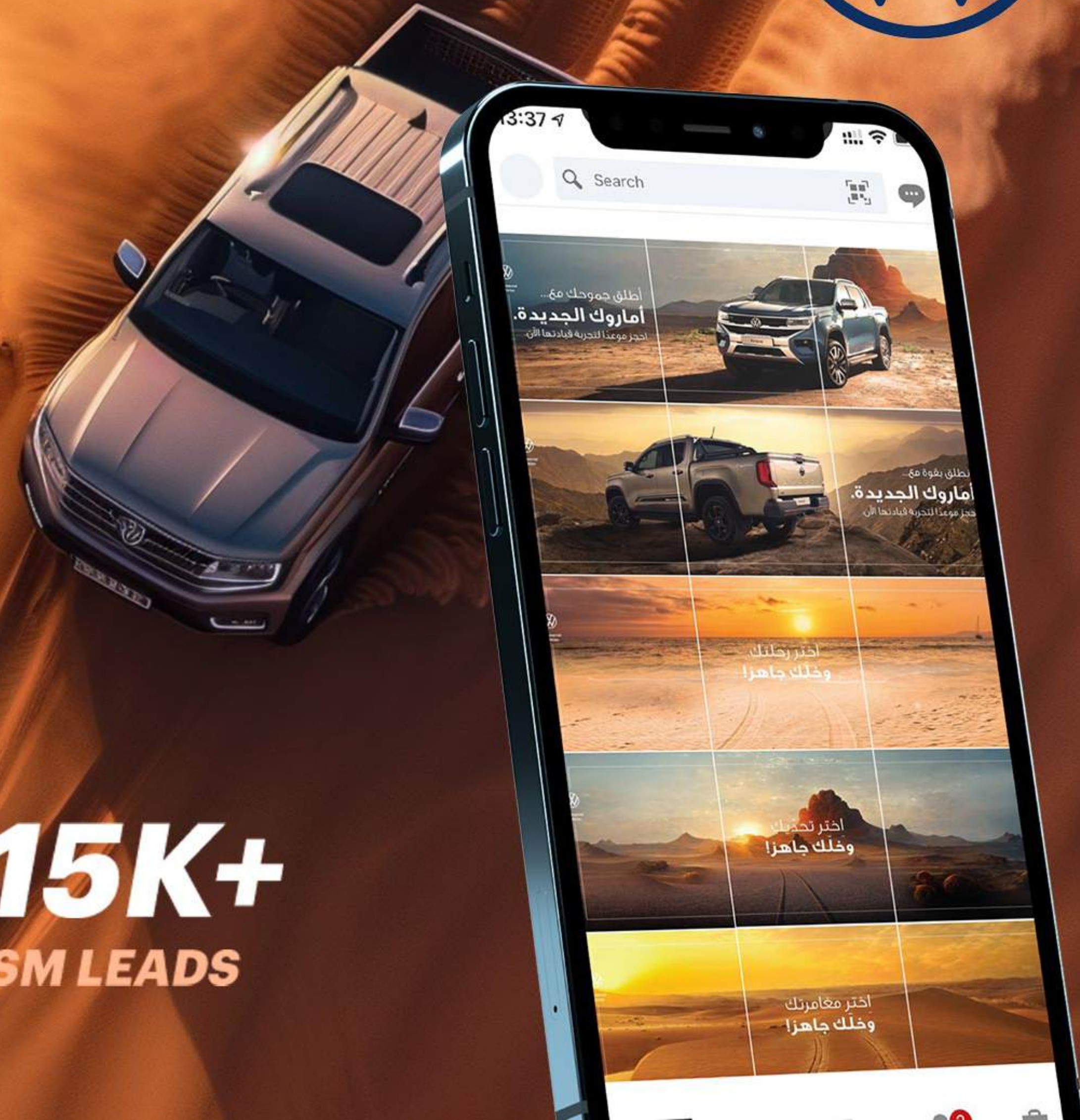
CONCLUSION

In conclusion, despite facing significant hurdles such as vehicle unavailability and lack of AVME assets, we tackled the challenge head-on by collaboratively generating fresh information and leveraging all available channels for a successful vehicle reveal. Through strategic brainstorming sessions with the client, we crafted a comprehensive approach to maximize awareness and effectively reach our target audience, ultimately achieving our campaign objectives.

5M+
IMPRESSIONS

59K+
WEBSITE CLICKS

15K+
SM LEADS



HAJJ & UMRAH

EVENT MANAGEMENT

Objective: Develop, Cover, Manage, Curate and Publish all approved materials across local and global media channels.



CHALLENGES:

The biggest challenge of the Hajj & Umrah Expo was to inevitably curate the required daily coverage, publications and content formulations to further engage with all known targeted audiences on a B2B & B2C level with the community management respectively on all SM channels whilst formulating precise publications to release and share with local and global media outlets and channels.

SOLUTIONS:

The solution was setting the utmost strategic formulation of an on-ground creative, service, tech, SM, community and management team to create and provide the required content and information, whilst curating the publications and ensuring the targeted local and global media outlets and invitees have the right information and are publishing on all channels across their touchpoints.

RESULTS:

1. Expo Awareness:

Massive engagement and awareness across the majority of local and global media channels and publications.

2. Successful Content & Coverage:

The reach and quality of content broke the barriers of expectations with the highest impressions, reach, publications and visibility.

CONCLUSION

In conclusion, we managed an extremely busy and complicated ecosystem of stakeholders while reporting the required figures, curating the needed content, developing top notch quality coverage across all aspects of the Expo on a daily and hourly level with the publishing of the approved materials in line with the set process with all targeted media outlets and channels respectively reaching and breaking all barriers of expectations of performance in raising the level of awareness outlined with all audiences locally and globally.

500M+
IMPRESSIONS

1,100+
PUBLICATIONS

100M+
REACH





MEDIA PLANNING & BUYING SERVICES

MEDIA SERVICES



OUR UTMOST DEDICATION LIES IN PRIORITIZING OUR CLIENT'S BUSINESS PERFORMANCE ABOVE ALL ELSE

We provide a comprehensive range of services encompassing media and marketing, ensuring our clients receive unparalleled support and expertise in driving their success.

- Consumer insights and research
 - Business strategy
 - Communications and media planning
 - Media activation and buying across all media
 - Marketing intelligent
-

- Digital marketing, including programmatic, performance,
 - Search, social, mobile, gaming, influencers
-

- Data analytics and management
- content/content production
- media buying



OUR EDGE

Expert Negotiations & Media Buying

We leverage cutting-edge media buying strategies, empowered by our expert negotiation prowess & industry influence, to deliver unparalleled value for our clients' budgets, ensuring optimum return on investment.

Data-Driven

Our approach is data-driven, always focusing on the metrics that matter most to your business.

Results-Oriented

We prioritize results above all else, ensuring that your campaigns meet your business objectives and drive growth.



OUR PLANNING PROCESS



UNDERSTAND

Understand the components of demand, set goals and link to consumer media behavior.



DESIGN

Strategies, techniques and ideas to achieve goals as efficiently as possible.



ACTIVATE

Implement plan to produce results, optimize, measure and learn.

OUR PARTNERS & PLANNING TOOLS

OFFLINE DATA

Ipsos

XPlan

Statexx

AUDIENCE MINING

ORACLE

bluekai

globalwebindex

SOCIAL DATA

socialbakers

agora

LOCATION BASE DATA

GroundTruth

iq data systems

OUR PARTNERS & PLANNING TOOLS

SOCIAL

VIDEO

MOBILE

NATIVE

PERFORMANCE & AFFILIATE

Google



vdx.tv



brand4mance
a Choueiri Group Brand



Taboola

yahoo!

ArabyAds

RTBHOUSE =





Unforgettable **EVENTS**

WELCOME TO A WORLD WHERE EVERY DETAIL MATTERS AND EVERY MOMENT COUNTS!

At Digitect, we don't just organize events; we craft unforgettable experiences. With our expert blend of innovation in **event management** and cutting-edge **production services**, we're here to bring your vision to life, creating events that resonate and leave a lasting impact. Join us on a journey through our world of extraordinary events and transformative experiences

PRODUCTION SERVICES

Our service production department strategically plan **lighting, sound, and other sensory experiences** to tap into your audience's mood and emotions and create a **positive atmosphere** in each event we handle.

Services

- Set-Up and Take-Down
- Full Event Production and Design Services
- Staging, Lighting and AV
- Videography and Photography
- Entertainment and Performers
- Catering
- Creative Event Production Hire
- Corporate Event Production
- Product Launch
- Conference production services
- Corporate Production Services
- Digital Media and Event Production Service

// OUR SERVICES

EVENT MANAGEMENT

As a top event management agency in Saudi Arabia, we **offer tailored event planning and management services** for all corporate needs. Our expert team ensures **seamless execution of your events**, from conferences to product launches, aligning closely with your business goals and **providing comprehensive support for branding and marketing activities.**

Services

- Budget Planning
- Location Selecting & Negotiation
- Event Coordination
- Sponsors Coordination
- Transportation Management
- On-site Management
- Exhibition Management Services
- Speakers & VIP Liaison
- Catering Arrangements
- Designing & Production of Promotional Materials
- Event Photography
- Media Production Solutions
- Professional Event Marketing Services
- Corporate Event Management Services
- Digital Event Production Services





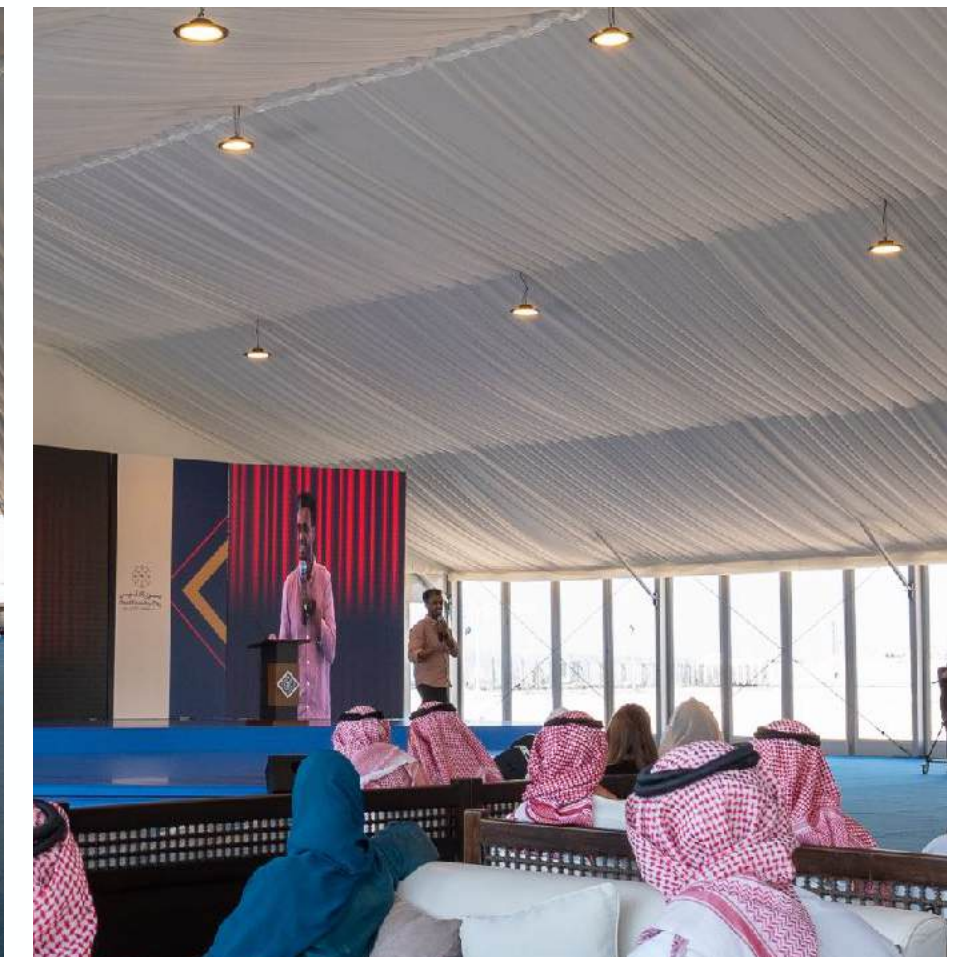
// OUR WORK



Jeddah Central Development Company

Founding Day Event

- Above 700 attendees.
- Building from ground up, landscaping the empty land. Building mega tents, the size of 10,000 sqm with full stage and AVL setup along with entertainment



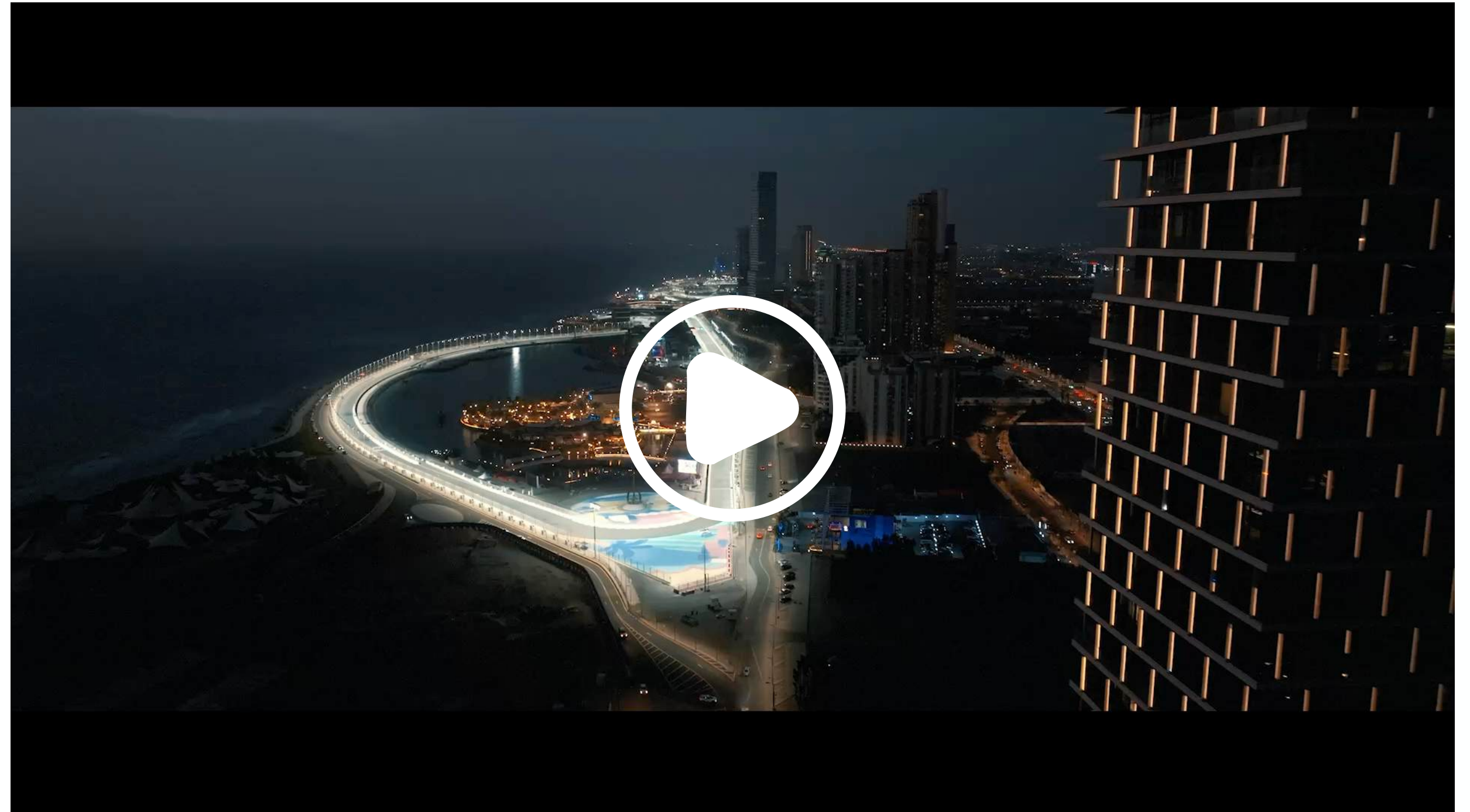
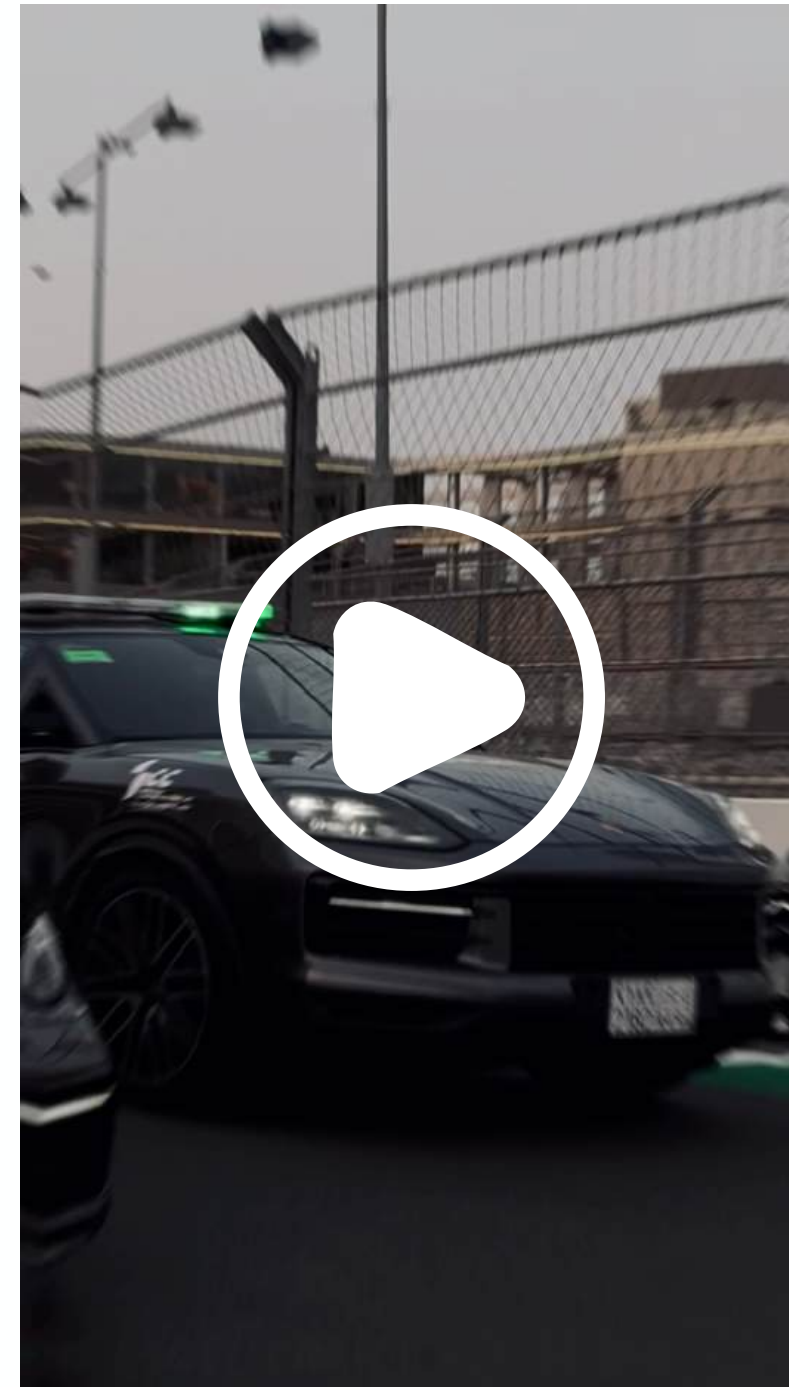
// OUR WORK

PORSCHE

Porsche

Track Day

- More than 300 attendees per city
- Event organization
- AVL (Audio, Video, Light)
- Screens, Stands, collaterals
- Catering, Welcoming, Ushering
- Building the whole space night event
- Stage and `production elements



// OUR WORK



Ministry of Hajj & Umrah

Experiential Event

We were tasked to develop and execute an immersive experience for the Hajj and Umrah exhibition. The event was a massive success in terms of creating conversations at a global level.



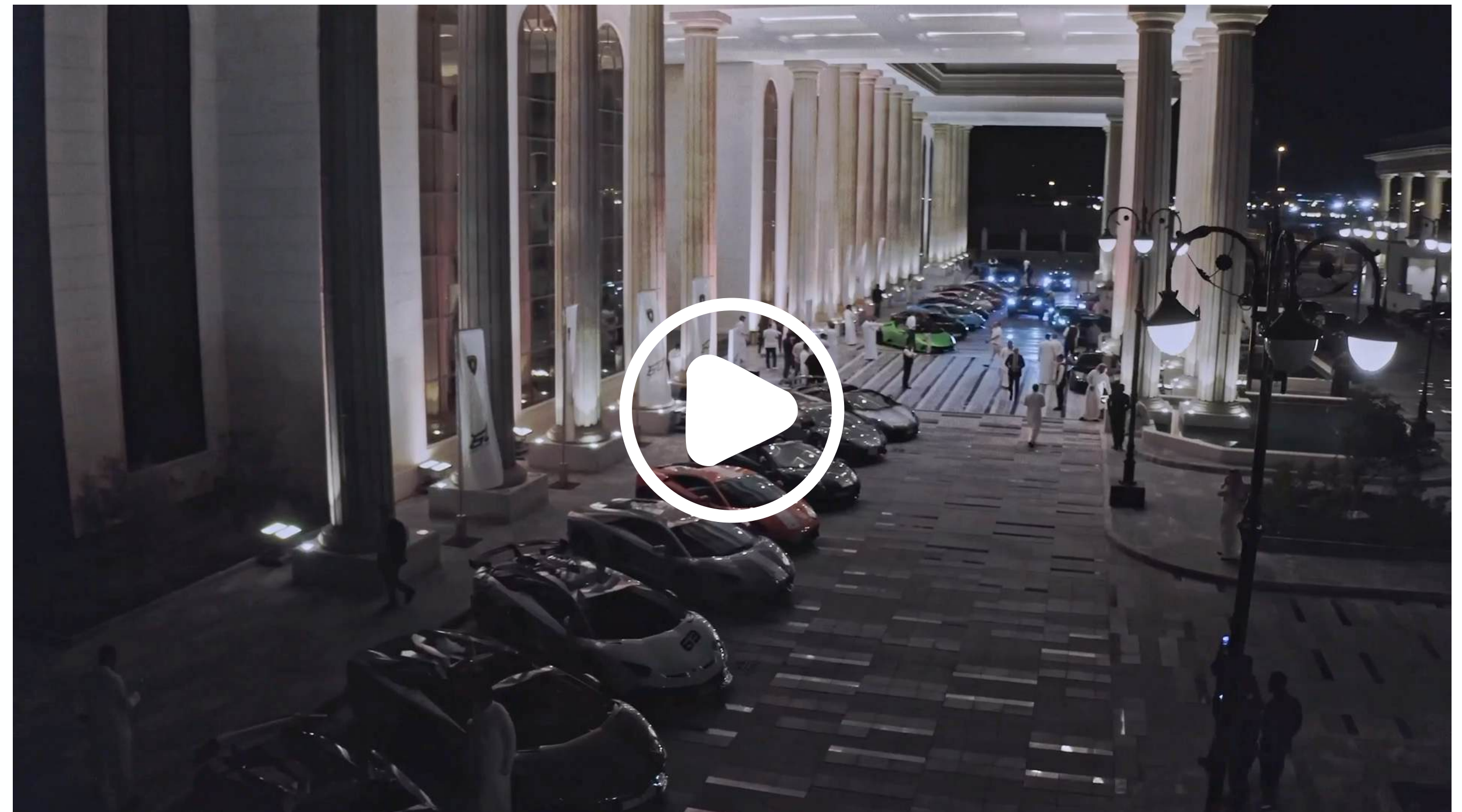
// OUR WORK



Lamborghini

Lamborghini 60th Anniversary Riyadh

- Building 3d design concept in-house
- Venue Branding in-house
- Organizing, Catering
- Stage building of 30mx5m
- AVL (Audio, Video, Light)



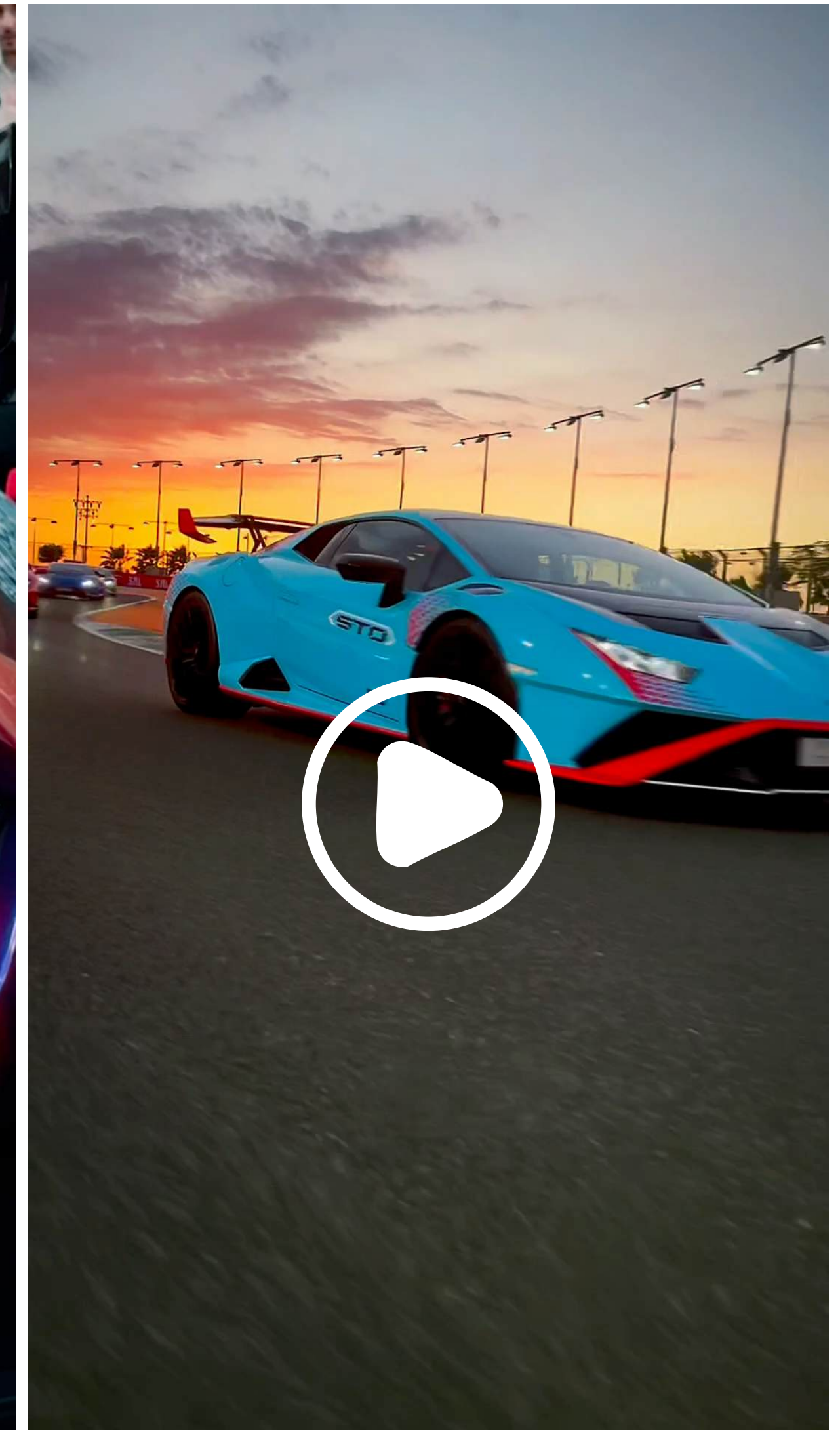
// OUR WORK



Lamborghini

Track day

- Building 3d design concept in-house
- Venue Branding in-house
- Organizing, Catering
- Stage building of 30mx5m
- AVL (Audio, Video, Light)



// OUR WORK

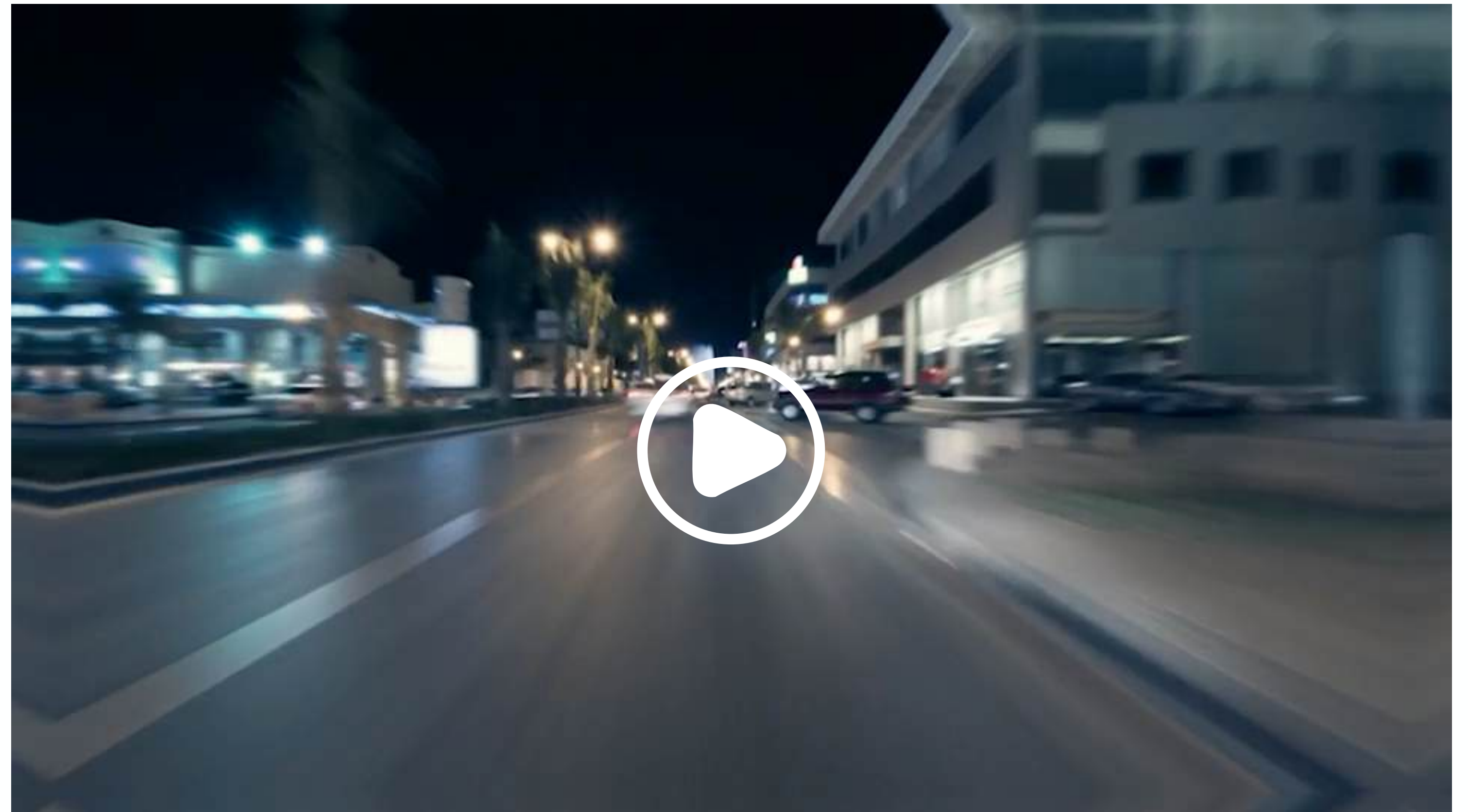
SEPHORA



Sephora

Ramadan Roaming Truck

- Above 300 attendees
- Location: Jeddah & Riyadh
- 4 days for each city
- 8 Different influencers
- Customizing Truck
- Organizers, Marshals, Promoters, Transportations, Logistics



// OUR WORK



RAM

Activation

Dodge Ram Alula Trip

An outdoor brand experience event was organized and shared online to demonstrate the Dodge Ram models



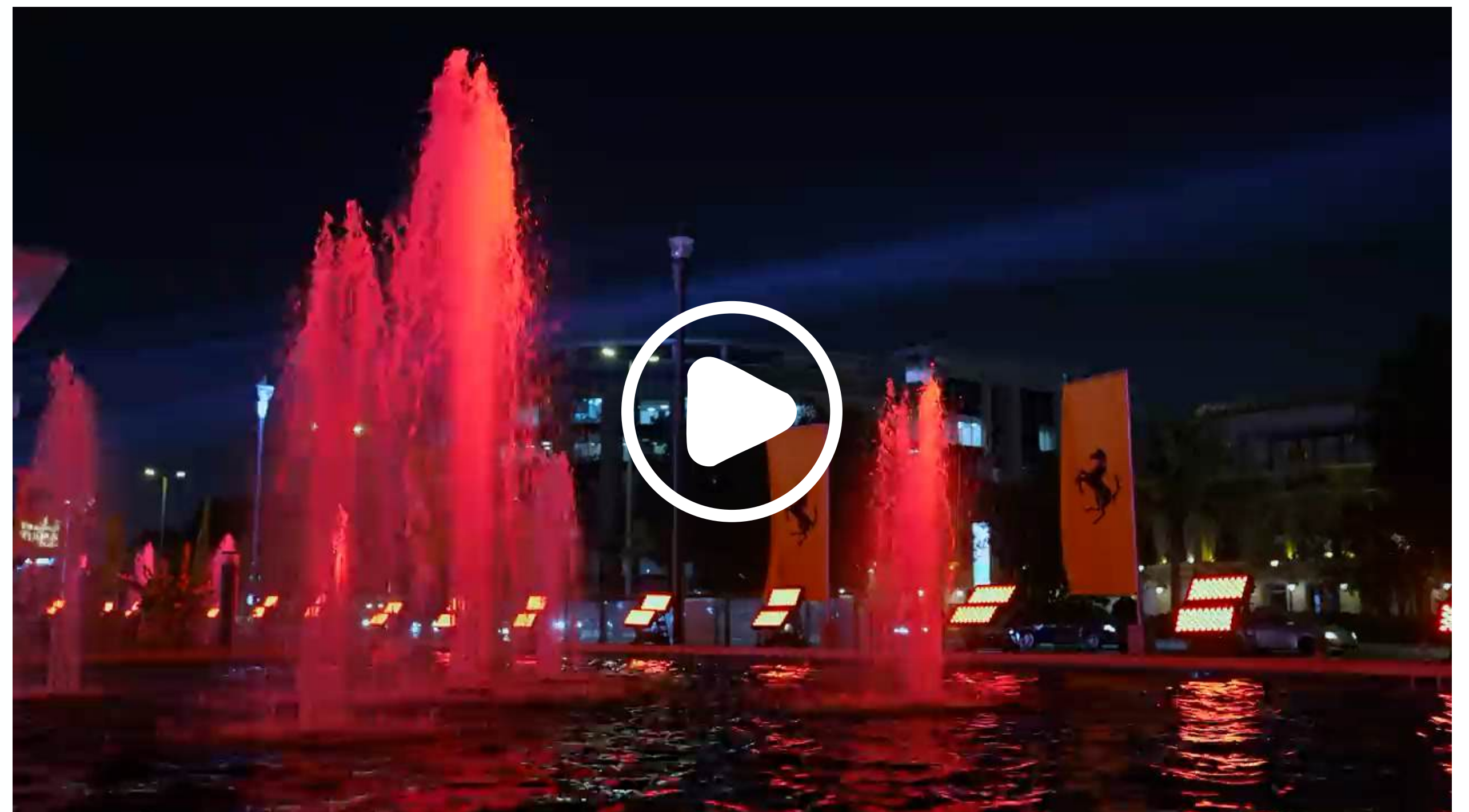
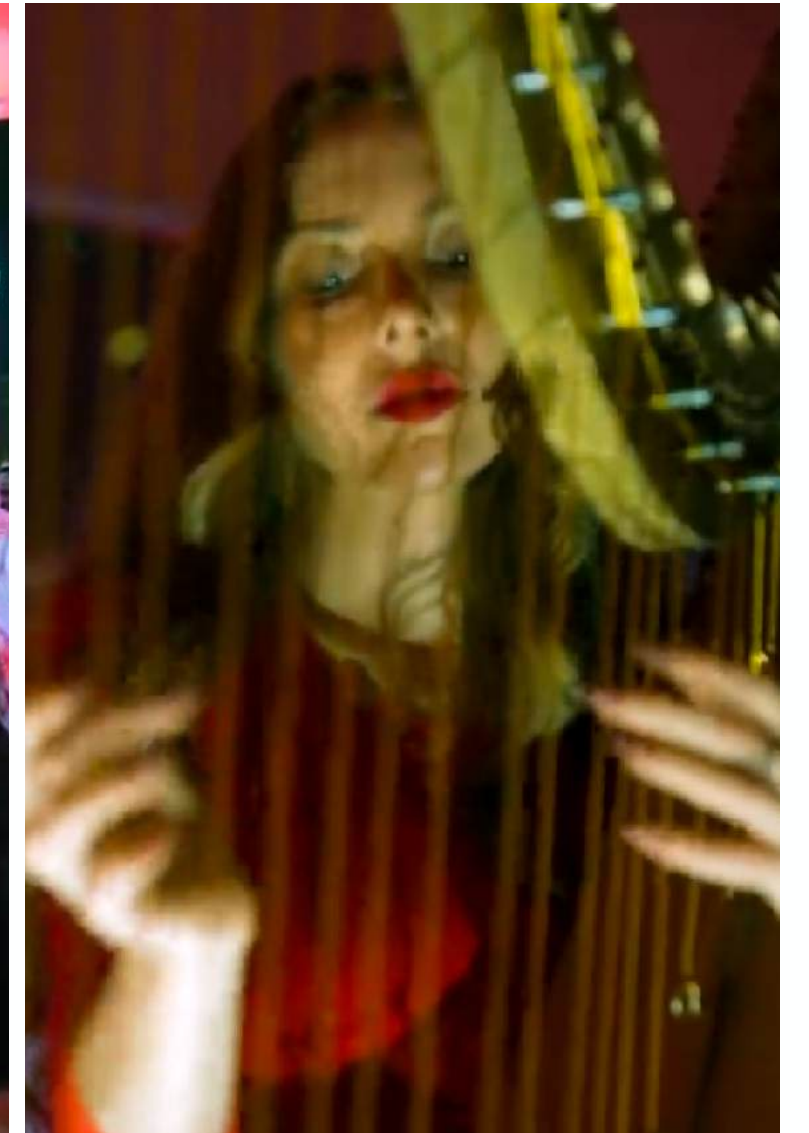
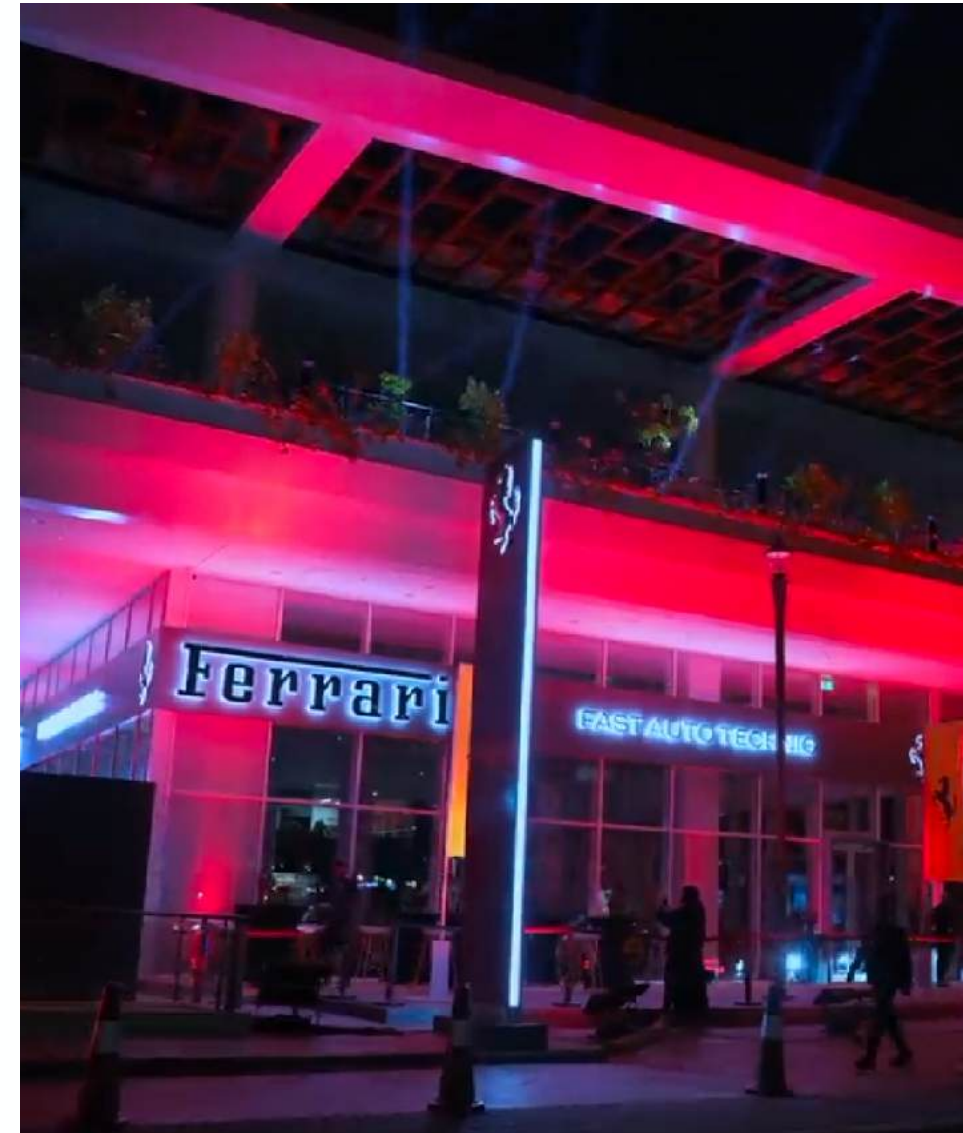
// OUR WORK

Ferrari

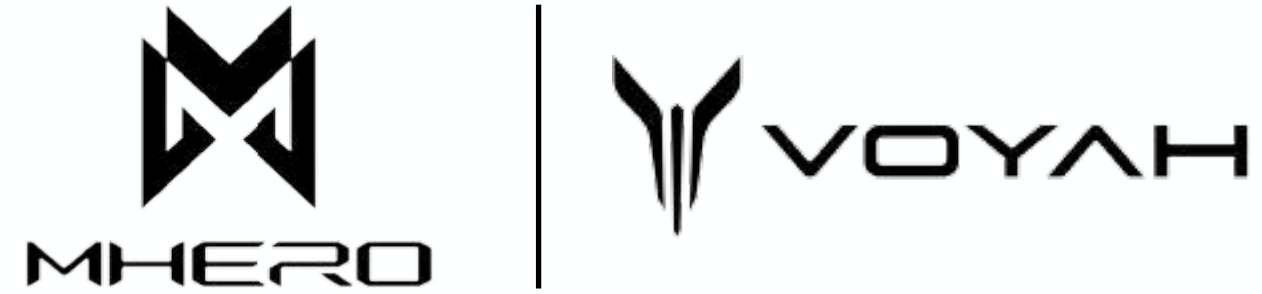
Ferrari

Ferrari Showroom Opening Jeddah

- More than 500 attendees
- Location: Ferrari showroom Jeddah
- Organizing and welcoming
- Event planning and concept building
- Screens, Lighting
- Gala dinner execution
- Promoters, Influencers
- Screens art show



// OUR WORK

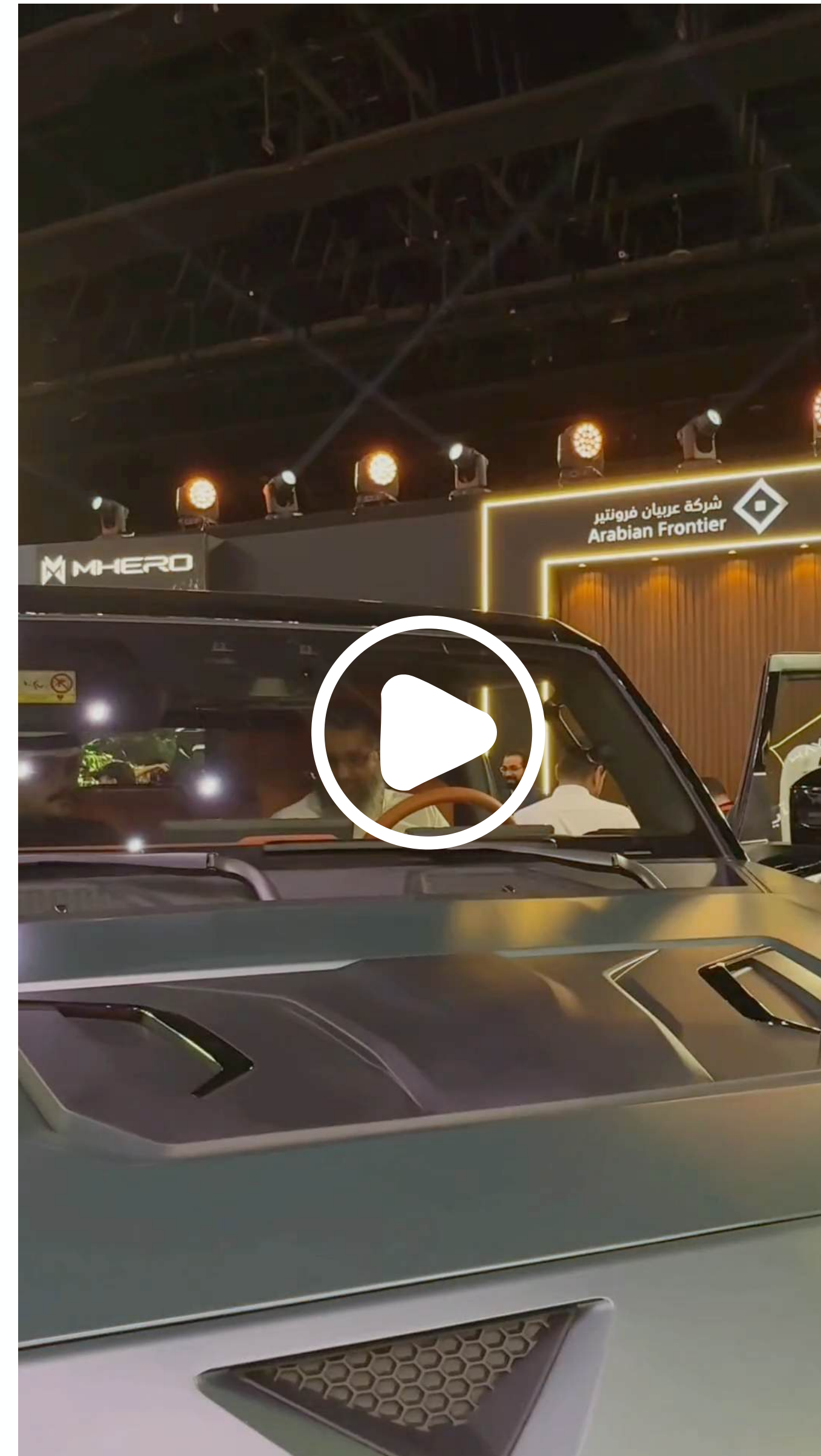


Mhero and Voyah

Riyadh Motor show for Mhero and Voyah

- This major automotive exhibition is part of Riyadh Season and brings together car brands, tech, enthusiasts, and industry professionals from around the world. The show includes:

Supercars, classics, and modified cars





TECH SERVICES

// OUR WORK

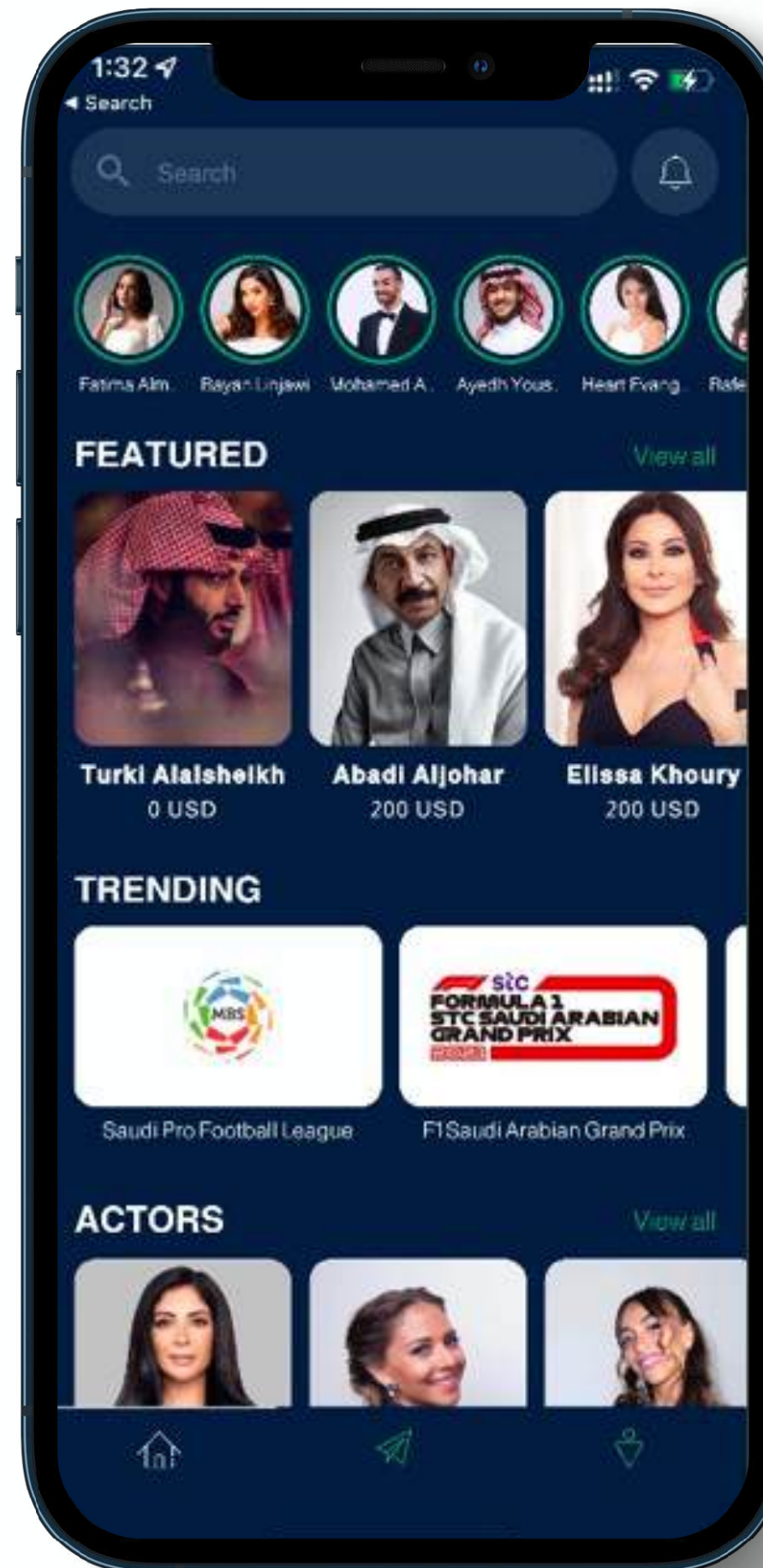
Digital Services

Apps Development

- Concept Creation
- Apps Development
- UX & CX Design
- Marketing
- CRM Management

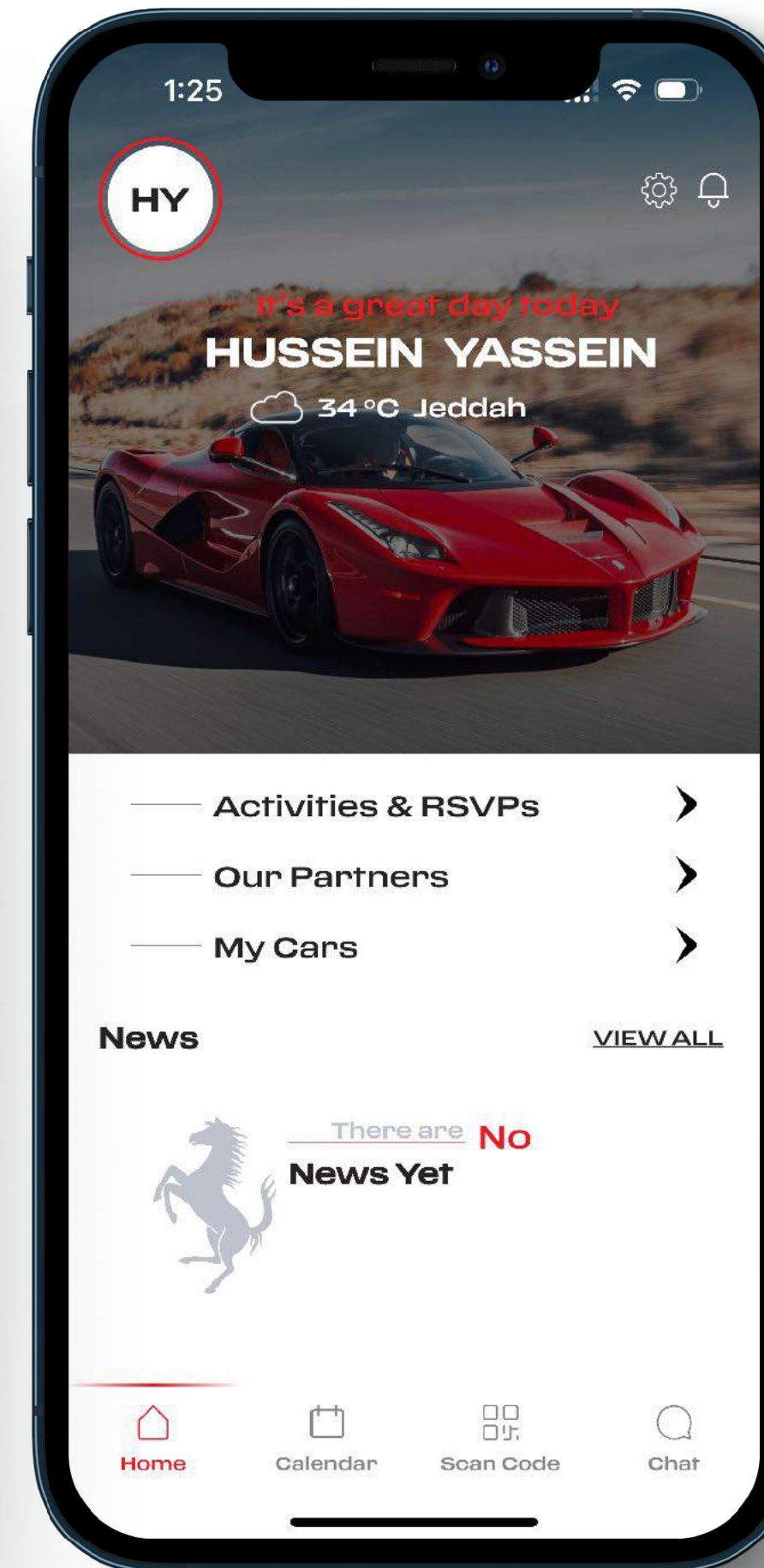
Mashoor app

An application that connects celebrities with their fans through requesting personalized videos or DMs.



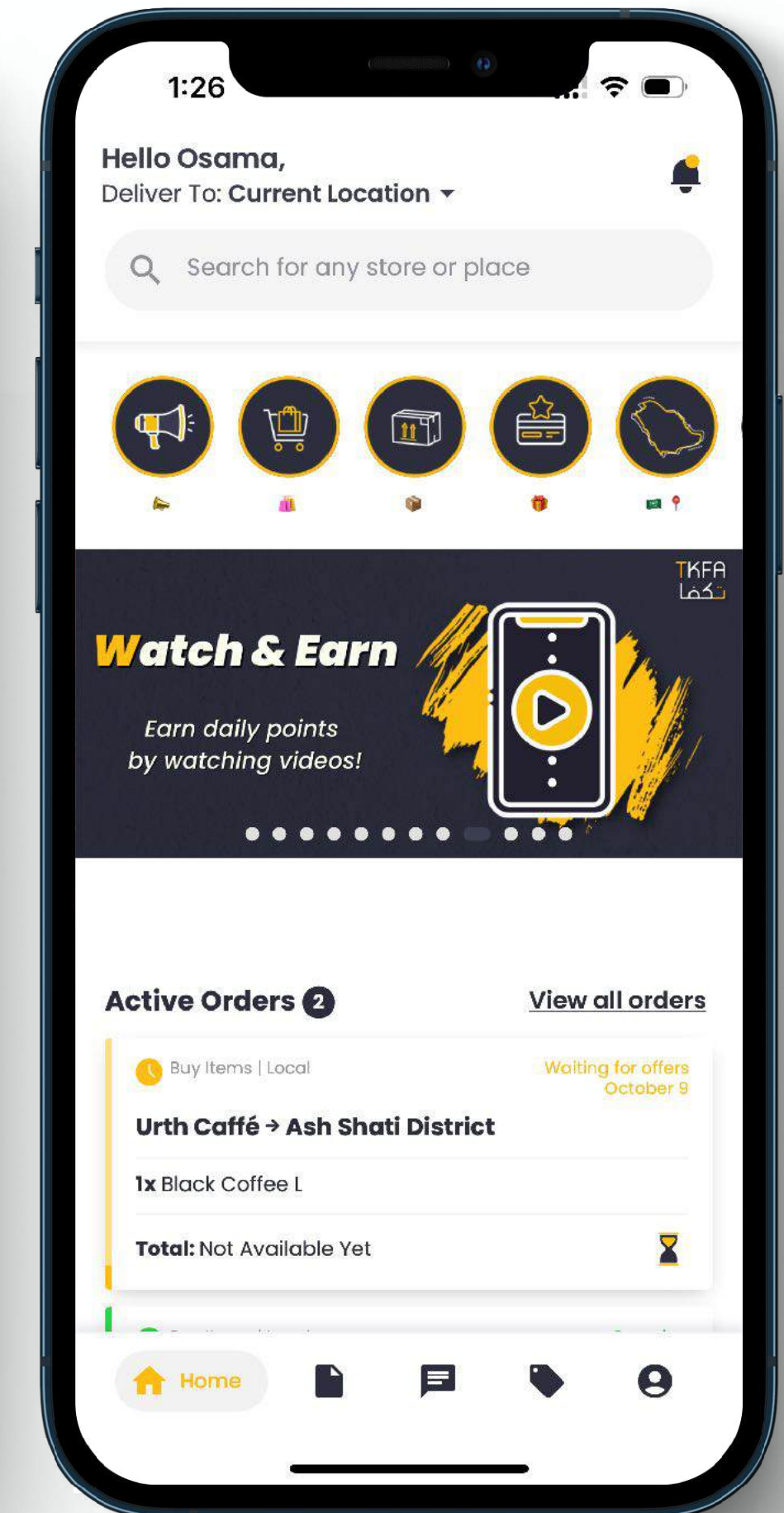
Ferrari Fan Club app

An application that connects Ferrari club members together in a private platform.



TKFA app

An application that connects users with retail shopping from outside the kingdom.



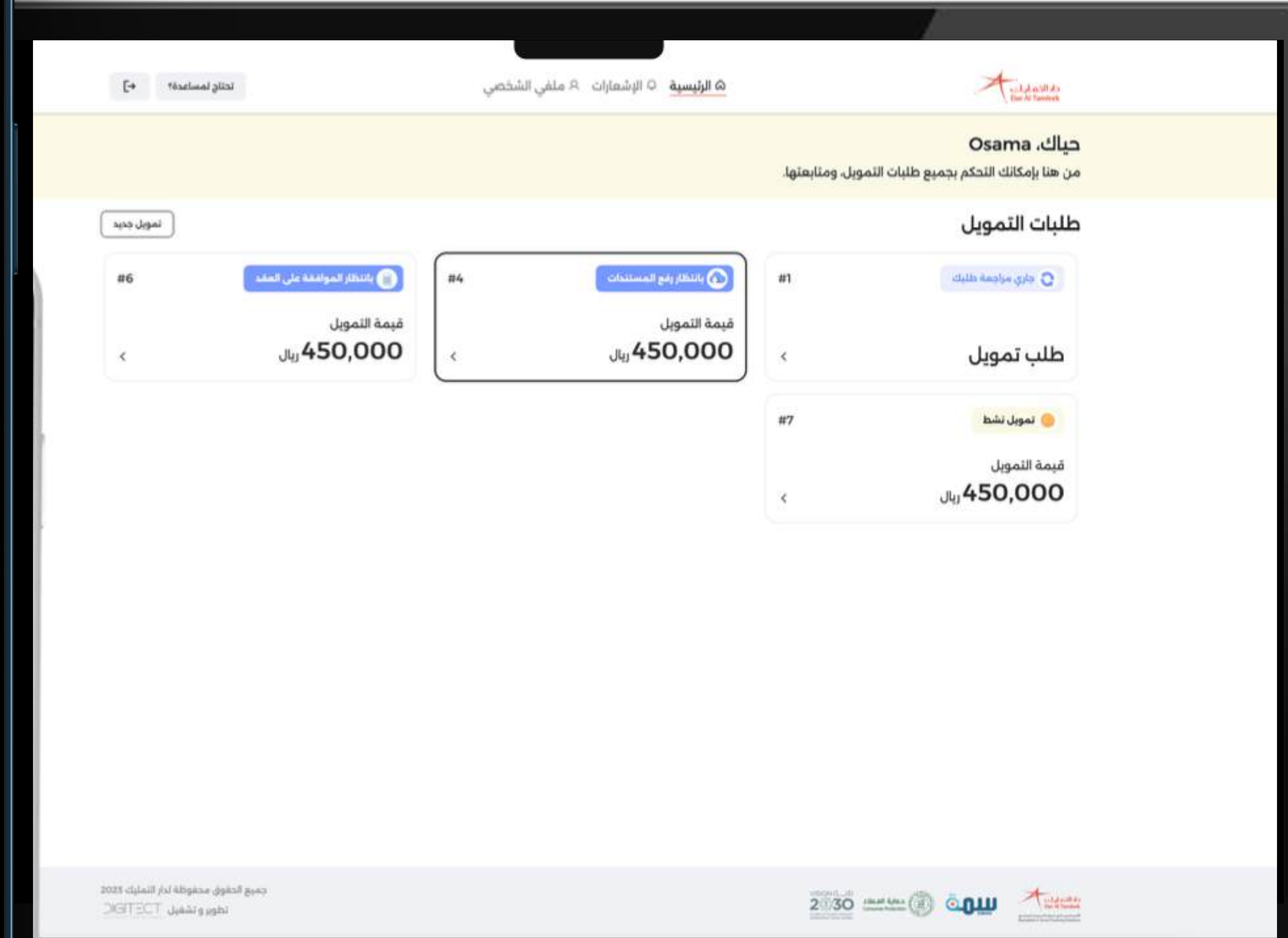
// OUR WORK



Digital Services

Dar Al Tamleek

Developing the digital eco-system for realestate.



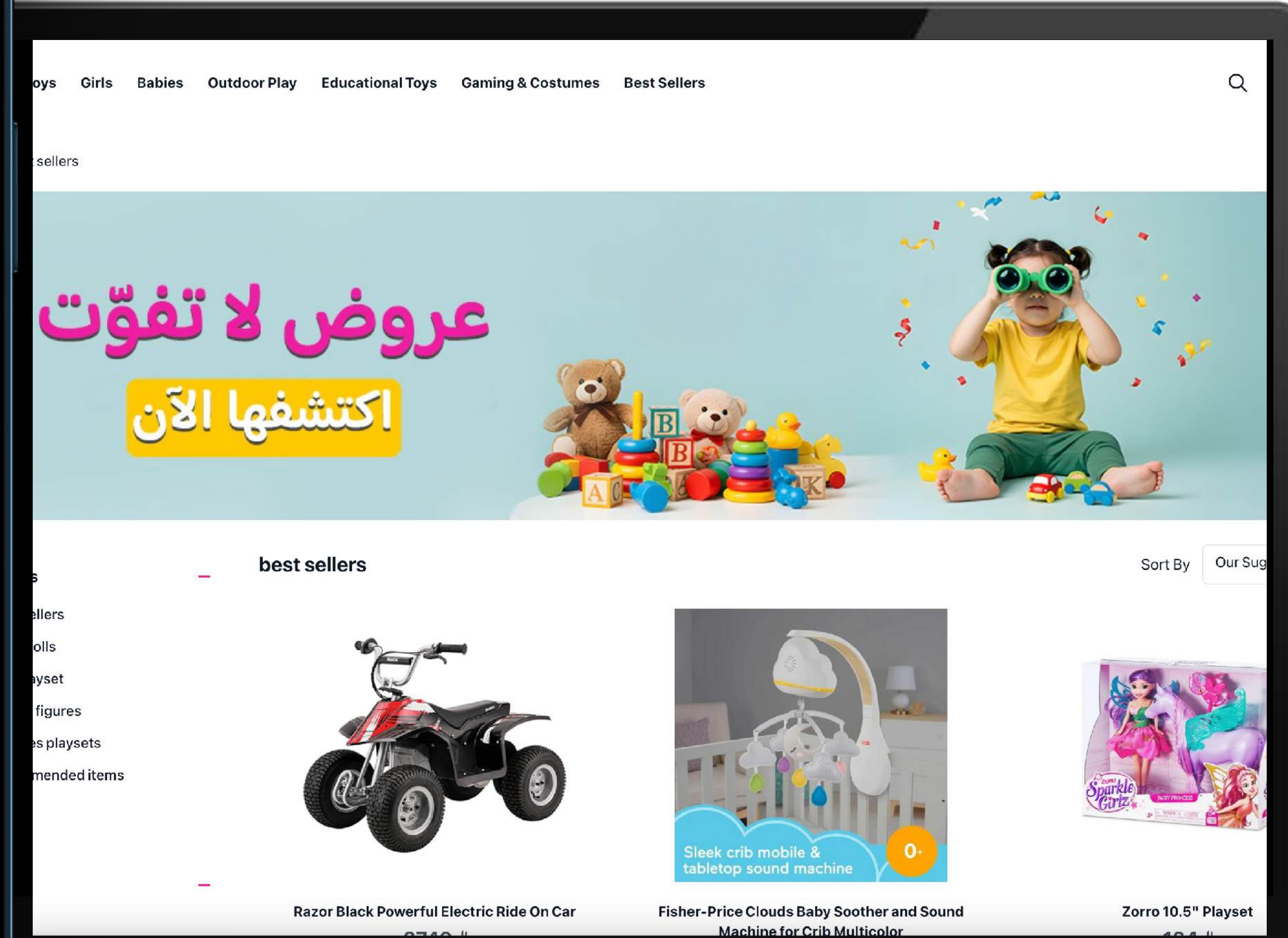
// OUR WORK



Digital Services

Tiktoyz

Developing the digital eco-system



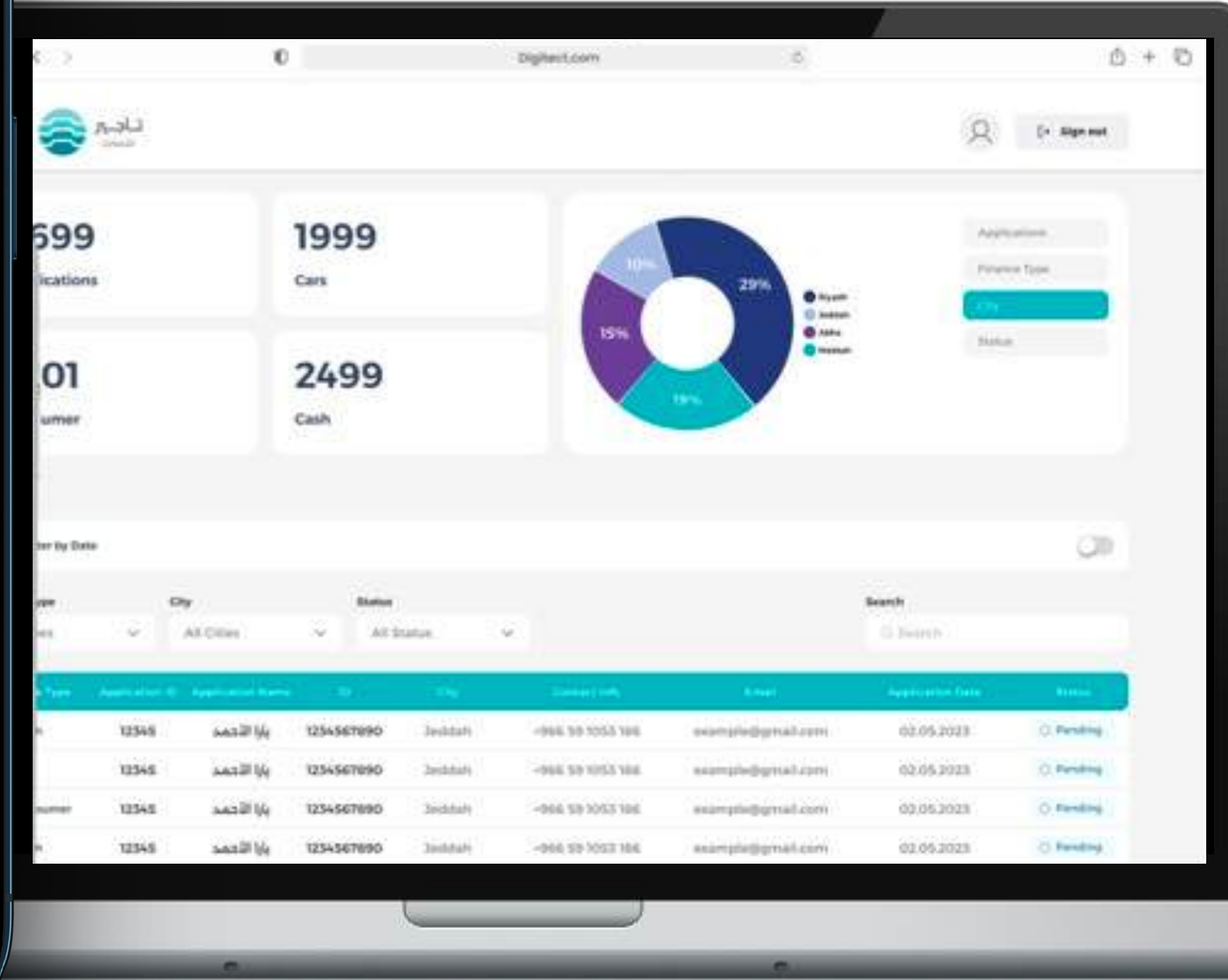
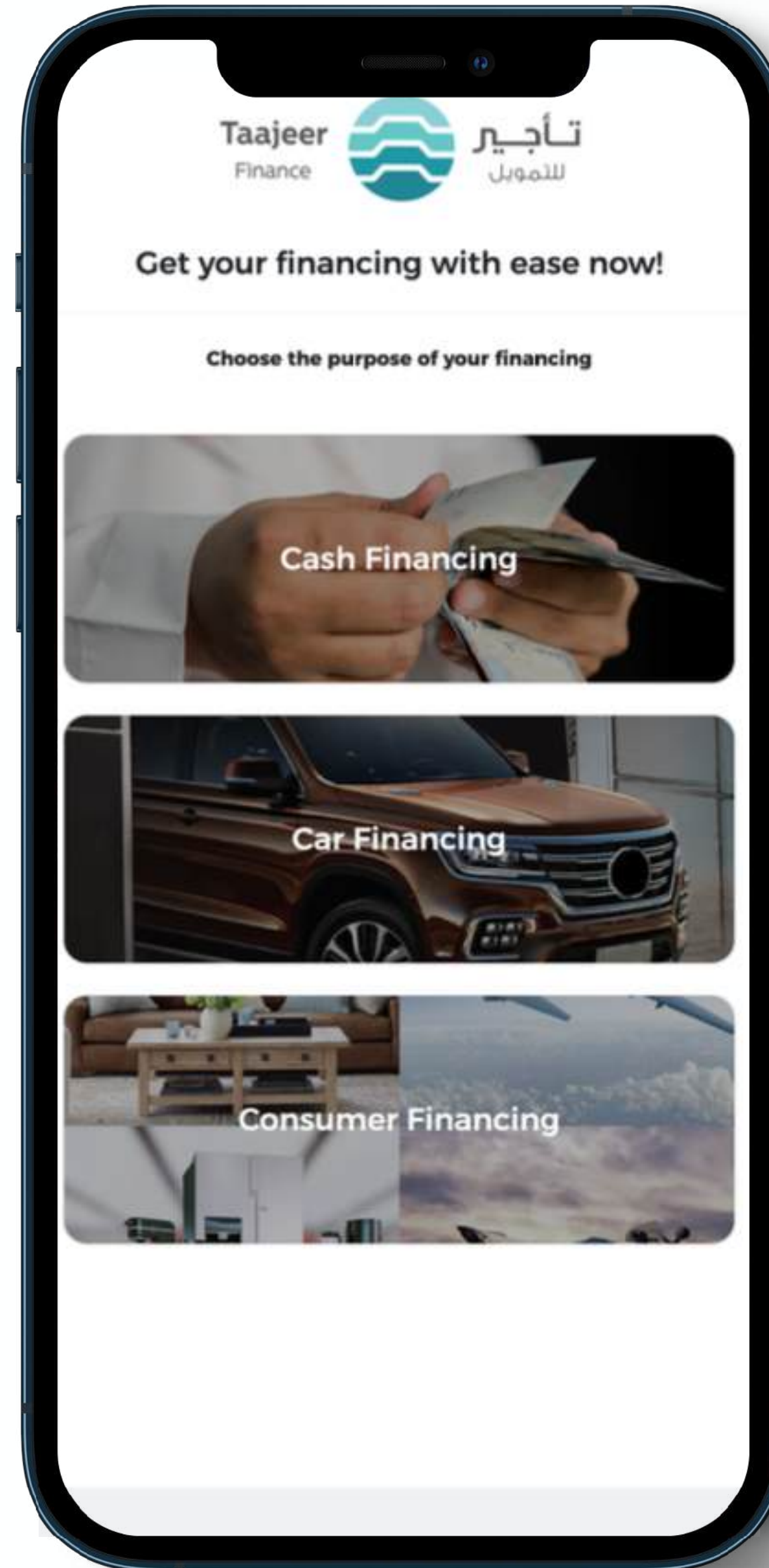
// OUR WORK



Digital Services

Taajeer

Developing the digital ecosystem.



// OUR WORK



Digital Services

Desert Technologies

Developing the website and CRM digital eco-system.

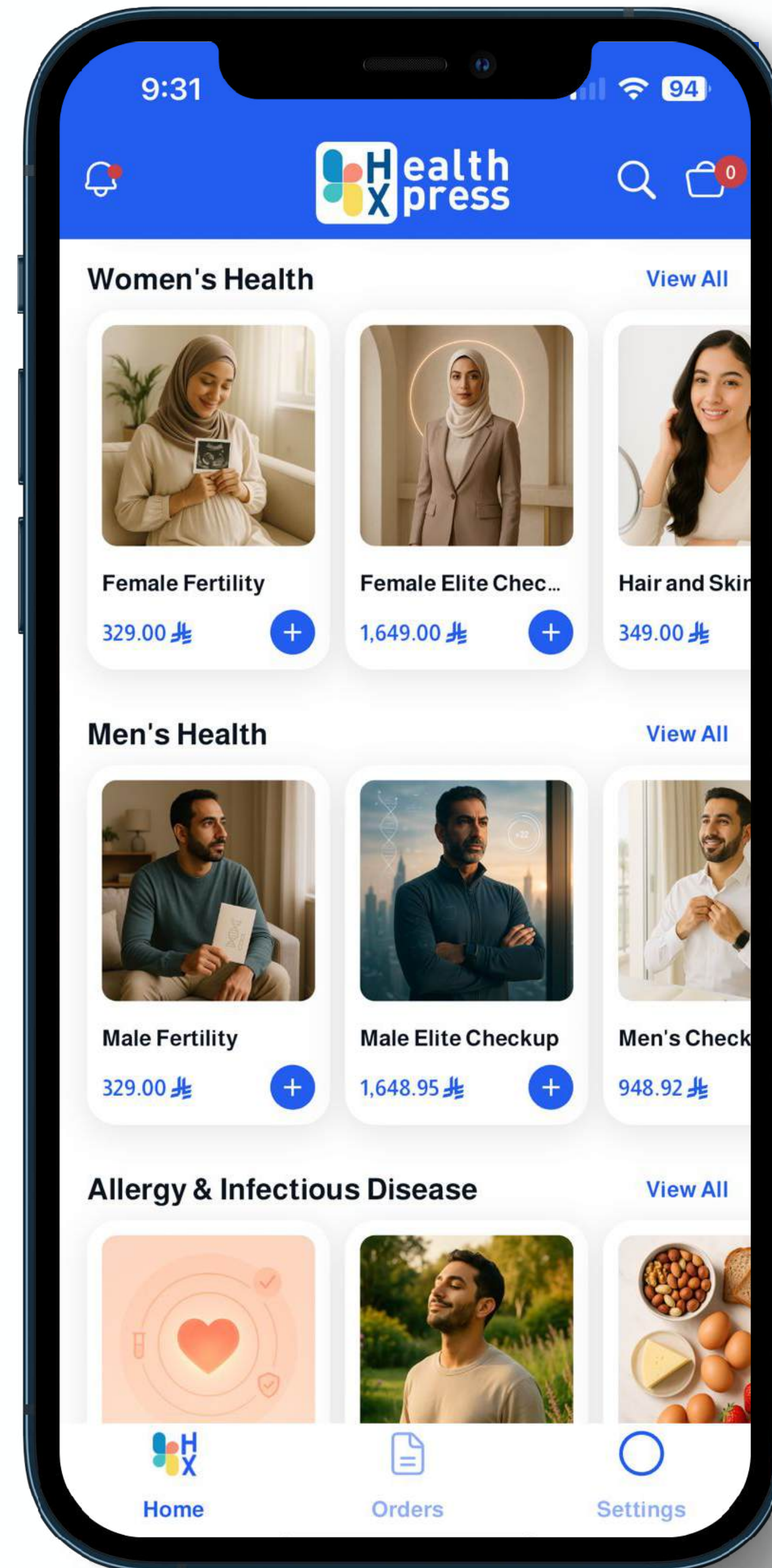


// OUR WORK



Digital Services

Health Xpress





LET'S CHANGE THE NARRATIVE TOGETHER

digitect.

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Great
Place
To
Work®

Certified
SEP 2025-SEP 2026
KSA™