CREATIVE
Percept

LET'S CREATE SOMETHING

CREATIVE

Hello!

With infectious passion and out of the box ideas we take great pride in introducing ourselves as a catalyst for your Branding and Marketing needs.

Operating from Dubai, United Arab Emirates as its headquarters, Creative Percept offers a highly-efficient and certified team of professionals to either rejuvenate an existing brand or amplify the image of a start-up brand.

Once associated with us you will experience the difference as we consider our clients as partners and thus your success is our success.

Each team member brings in years of experience and expertise in the subject to fulfill our promise to deliver.

Here at Creative Percept, buzz words are banned from our vocabulary. We are easy to talk, we don't confuse and we don't over complicate just for the sake of it. We promise to listen and not just hear your requirements and come up with simple, effective marketing opportunities to help you achieve quantified results.



OUR **EXPERTISE**

The beauty of the Creative Percept team is versatility. We can provide you with graphic design services and a simple creative solution – or we can develop and manage a comprehensive marketing strategy that's integrated across all your channels. No matter what you need, everything we do will be backed by experience, passion, strategy and understanding.

Our true difference lies in our passion for aesthetics and creating unique designs. If you're after a re-brand, or are looking for that edge from your competitors that will allow your business to stand out and truly capture the essence of your brand, we can help. Our graphic design services range in all types of mediums, and our services include guidance and consultation on the best possible solution for your requirements.





WE'VE **HELPED** OUR
CLIENTS ALL OVER THE
WORLD **TO CREATE** EYE-CATCHING
AND HEAD-TURNING
CREATIVE SOLUTIONS.

WE OFFER

DESIGN

- ARTWORK DESIGNS
- CORPORATE BRANDING
- MEDICAL BRANDING
- SALES & MARKETING COLLATERAL
- BRANDING FRAMES

DIGITAL

- DIGITAL BRAND STRATEGY
- WEBSITE DESIGN & DEVELOPMENT
- SOCIAL MEDIA CAMPAIGNS
- ANIMATED VIDEOS
- MOTION GRAPHICS
- PHOTOGRAPHY
- BUSINESS VIRTUAL TOUR

CONTENT

- COPYWRITTING
- CONTENT CREATION
- CONTENT TRANSLATION
- ARTICLE CREATION

WHAT OUR CLIENTS ENJOY?



TOP TALENT

Our resource allocation process takes into consideration your tastes and preferences before allocating carefully vetted and creative designers from our team to help your Artworks speak out loud.

From brief to final approval, we offer the most cost effective way to make high-quality artworks, so you can save on the budget to experiment, optimize, and scale various other marketing approaches!

LOW COST MODEL



QUICK PROJECT DELIVERY

Our powerful collaboration platform keeps you in direct contact with your creative team, streamlining the communication process and reducing hassles of project coordination. A dedicated coordinator is there to help.

We are not afraid of multiple iterations on an artwork, because your satisfaction is our priority. We know, that an impressive artwork is not always created in a single shot. Sometimes iterations on artworks end in beautiful masterpieces.



UNLIMITED ITERATIONS



SUPPORT IN URGENCY

Our client just needs to mention "project is urgent". Consider it done before the deadline. We understand how unexpected events are finalized in an organization. In all such cases, we come out as a trusted partner, you can completely rely on.

We offer multiple designs options for each project to enable our client visualize and select the best possible options. These design options broaden the clients scope of understanding and hence generate ideas for a campaign or event.



ARTWORK OPTIONS



QUICK SUPPORT

Our team believes in serving our client requirement with top priority. We are always available for our clients. No matter what time or day it is, you will find us saying "Hello, we are with you!"

The best part is we maintain a repository of client works. As soon as a client joins us, we start maintaining a database of projects. This database allows us to keep a track of iterations an artwork has undergone, discussions made during a project and details of the project progress. These files and details can be retrieved anytime in future whenever required to trace back and rework on a project or further continue a project that was left incomplete.



DATABASE MANAGEMENT

HOW WE WORK?

We work together with our clients to create high quality solutions. We use our unique 'work / play' approach to produce output that our clients are overwhelmed with. We promise that you'll be taken by surprise and enjoy the journey with us.



We strive to reduce the following gaps:

'Communication Gap': The gap between what you have in mind and what our masterminds understand.

'Perception Gap': The gap between what we try to communicate and what the onlooker perceives.

We don't start by designing, oh no, we start by asking questions and listening. We listen to you. Really hard. We dig and dig until we know everything about our client's requirements- to make sure we know precisely how we can help.
Then, it's all about the idea. The spark. The piece of excitement that draws people in. We produce sparks by working hard, hammering out ideas fanatically to create something special.

our holy mantra for work



4 D's

STEP 1 - DIG

Our unique process starts off with the dig. It's all about us really getting under the skin of your business so that we understand it as well as you. We have a set of questions specifically enlisted to capture what exactly is in your mind. This helps us to efficiently generate an accurate brief, and start work on your project with the right understanding of your requirements.

STEP 2 - DEVELOP

This is where so much important work is done. We use the brief and our understanding to work, and work, and work. We explore all the possibilities, we generate ideas and then develop them into solutions. We use our work / play ethos to look at your brief from different angles, to make sure we are providing you with the right solution.

STEP 3 - DISCUSS

An essential part of our process is 'you'. We have found that direct communication between you and our designers is the best way to achieve results. So, after we have developed our ideas we encourage an open and honest discussion. We'll discuss all the design options with you, the good points as well as the bad. And never duck the tough decisions, even if it may be that of going back to Step 2, but quite often from here it's straight on to Step 4.

STEP 4 - DELIVER

Once our discussions are complete we'll deliver your project, on time and on budget. If it's a print job, we have some great relationships with high quality printers who will ensure a perfect finish. If your project is digital, our web design specialists will test it thoroughly before publishing online.

LET'S TALK

Whether you are revitalizing an existing brand, launching a new one or aligning your brand portfolio, the branding dialog can never begin too soon. We look forward to learn more about you, your brand and your business.

Reach us at creatives@creativepercept.com or if you wish to explain in detail 04 345 6606.



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