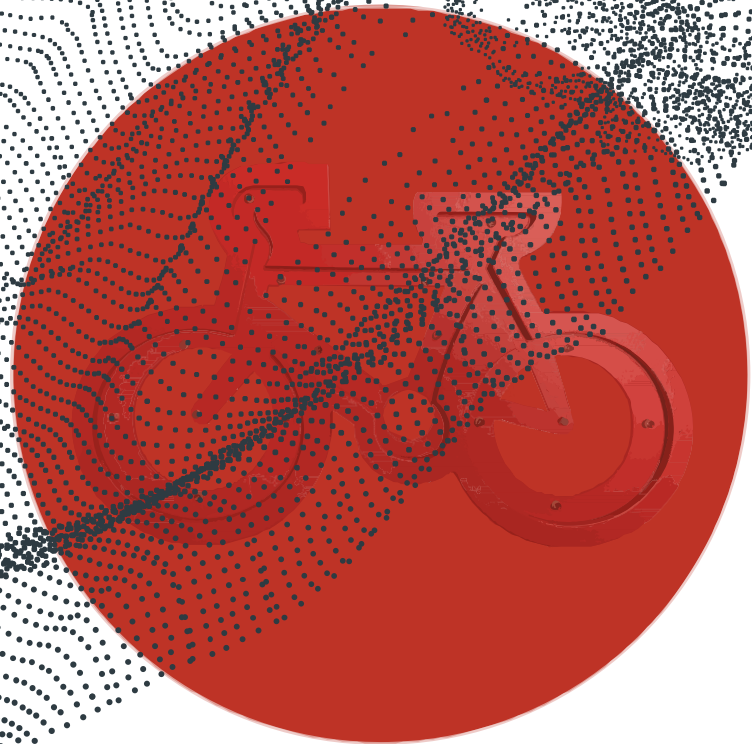


THE GINGER FIRM®



—
**MORE
DIGITAL.
MORE
COMPETITIVE.**
—





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MORE
COMPETITIVE.

ABOUT US

What do we do?

The Ginger Firm is a digital marketing and PR agency – creating stories that connect with your audience, experiences that people won't forget, and strategies that lay the foundation for success.

At The Ginger Firm, we are passionate about crafting innovative and effective stories for our clients. We understand the constantly evolving digital landscape and strive to stay ahead of the curve in order to provide the best possible results.

We believe in building long-term relationships with our clients and take great pride in the success of their businesses. We understand that every client is unique, and we work closely with them to understand their goals and objectives in order to create customized solutions that deliver measurable results.

The Ginger Firm is your digital launchpad and your partner in digital success.



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HOW DO WE DO IT?

Our success in a short span of time is due to our three driving pillars:



OUR TEAM

Purpose-built around our client's unique challenges. They excel at bringing creative thinking to every stage of the process.



OUR ABILITY

Creating and delivering beautiful content, telling the right story, at the right time, to the right people.



OUR PURPOSE

To change our industry by creating work that does not add to the daily noise; is unique and transformative.



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OUR APPROACH



The Ginger Firm is built on out-of-the-box thinking, is inspirational and imaginative. We collaborate with all types of brands to satisfy their bespoke digital needs.

Share your story with us and see your brand thrive.



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The art of storytelling is millions of years old

We are experts in combining the age-old basics with the new.

Through every piece of content, we evolve your brand.





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WHY DO WE TELL STORIES?

- To solidify abstract concepts
- To simplify complex messages
- To promote and shape ideas
- To bring people together
- To inspire and motivate



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OUR BRAND VALUES





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OUR SERVICES



MARKETING

- Public Relations
- Community Management
- Influencer Marketing
- Measurement and Reporting
- Online Surveys
- Event Management



STRATEGIC INPUT

- Brand Strategy
- Social Media Strategy
- Corporate Comms Strategy
- Crisis Comms Strategy
- Campaign Strategy
- Content Strategy
- Employer Brand Strategy
- Customer Experience Strategy



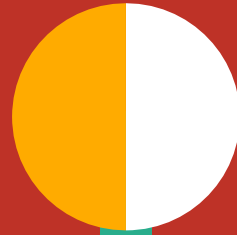
CONTENT + DESIGN

- Website Design & Content
- Social Media Content
- Brand Guidelines
- Corporate Comms Guidelines
- Scripts
- Annual Reports
- Presentation Design
- Infographics
- Video Production
- Corporate Photography
- Blogs
- Press Office Content



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OUR CLIENTS



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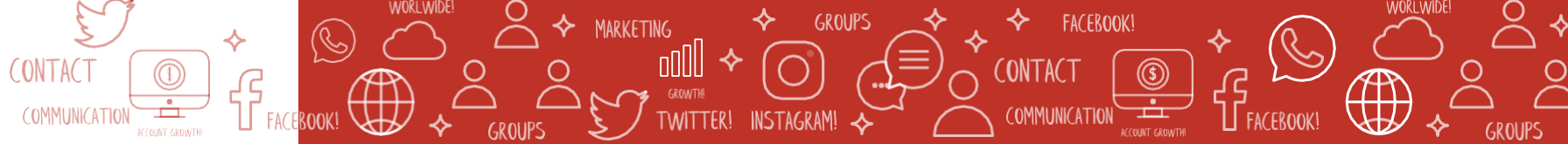


Western Digital.





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57 Stories



8.5 Mn Reach



**x2
Registrations**



PROMOTIONAL CAMPAIGN

The Ginger Firm was tasked with promoting the third Egyptian National Cybersecurity Competition held by Trend Micro, a global cybersecurity solutions leader.

We implemented a 360-marketing communications campaign focusing on event registrations and maximum post event coverage.

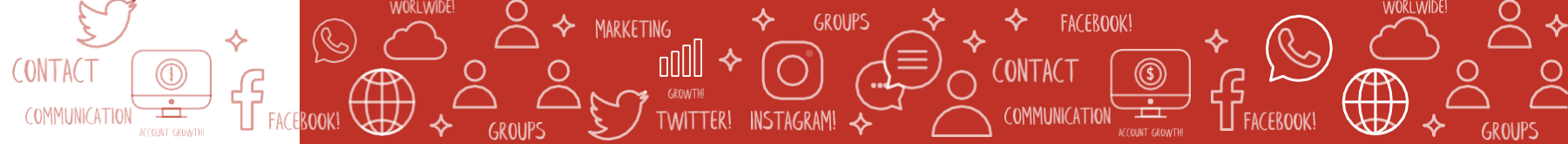




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VIDEO PRODUCTION

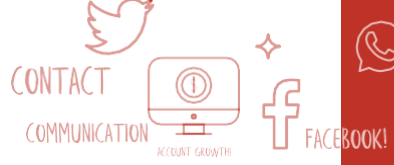


Next-gen insurtech platform Democrance requested The Ginger Firm's support to participate in the SwisRe Foundation awards. As part of the selection process, the agency scripted and produced a short video showcasing Democrance's host of solutions for beneficiaries supported by customer testimonials.





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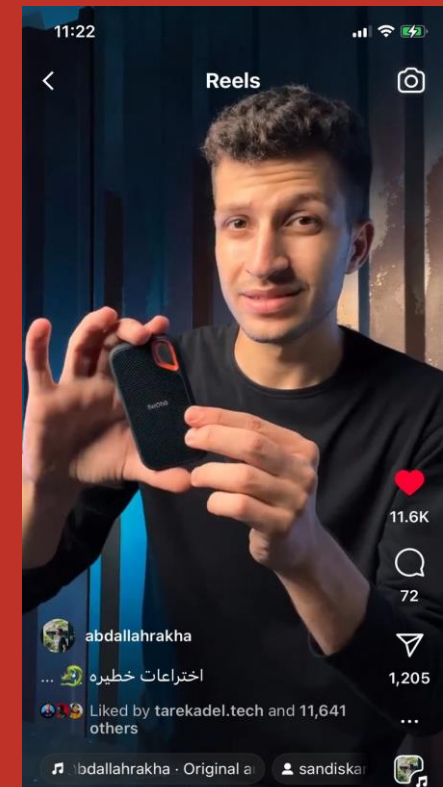
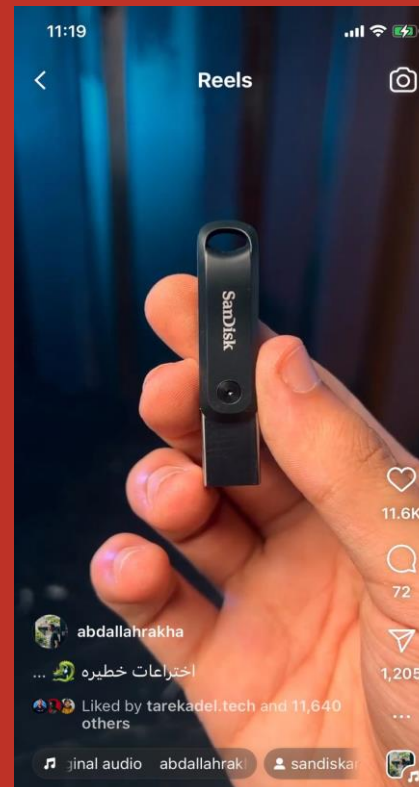
1M Views

For the world's leading digital storage solutions provider, Western Digital, we regularly arrange for product reviews with tech bloggers, gamers and life style influencers. Here, one of the country's leading tech blogger Abdallah Rakha reviews the SanDisk Portable SSD and SanDisk Dual Drive.



Western Digital®

PRODUCT REVIEWS





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175 Stories



54Mn Reach



\$7Mn Media Value



MAXIMIZING COVERAGE DURING COP27

Microsoft was the official technology partner for COP 27. The Ginger Firm was requested to align on ground interviews of regional spokespeople.

TGF used its sources to track journalists covering the conference a month prior to the execution. Profiles of speakers, discussion areas and media outlets were aligned ahead of time. The spokespeople were given a briefing on the opening day of the event and on ground interviews took place without a hassle. For other stories, an integrated, multi-platform communication approach was deployed, combining owned and earned media as the core pillars.





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RAISING BRAND AWARENESS IN EGYPT



32 Stories



89Mn Reach




\$39K Media Value

On the anniversary of the world's leading mobility company, Michelin, we were asked to conduct an event to celebrate the brand and improve its awareness in Egypt along with highlighting Michelin's principal distributor in the region.




Share your story with us

UAE – Headquarter

 B050-23, Block B, Technology and Innovation Park | Sharjah | UAE

Egypt

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Down Town | Cairo | Egypt

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