

# EXPERIENCE THE **DIFFERENCE!**

EVENTS & ACTIVATION

THE  
**CREATIVE**  
**SQUAD®**

# WHO WE ARE?

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## The Creative Squad,

started in 2016 with a vision of bringing game changing ideas to life that would not only serve the client(s) needs but also create meaningful experiences for the people & brands alike.

## Since 8 years we have strived & thrived,

in hosting and executing

### **200+ successful events**

& activations across the kingdom in multiple categories within B2B & B2C sectors to build lasting impressions & experience enhancements to meet our client(s) needs.

# WHAT WE DO

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## Think

Develop big idea concepts for events & activations.

## Create

Build strategies & action plan to execute tangible results.

## Activate

Launch meaningful impactful concepts with value driven services & high quality executional experience.



# WHAT WE CAN DO FOR YOU?

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# EVENT PLANNING AND DESIGN

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A person is seen from the back, wearing a dark t-shirt with the text 'THE CREATIVE SQUAD' printed on it. They are standing at a night event with blue and yellow bokeh lights in the background. The right side of the image is a dark grey overlay with white text and a yellow line.

# EVENT PLANNING

Creating a blueprint of your event from scratch that would serve your goal and reach maximum results.

- Event Concept
- Budget & Location
- Event Agenda
- Event Logistics
- Sponsorship & Partnership Strategy
- Registration Process
- Target Audience Journey
- Marketing & PR Execution Plan
- Staffing
- Venue Selection & Service Providers
- Operations Planning
- Post Event Strategy

# EVENT DESIGNS

Bringing your vision to life by creating visionary elements to set the right mood and develop unique experiences ideas for your audience.

- Master Event Theme Design
- Master Announcement Visual Design
- Printed Materials Concepts
- 3d Event Elements Design
- Event Presentation Uplift
- Animation Design & Content
- Gift Items Concepts
- VIP Experience Design
- Digital or Printed Invitations Concepts

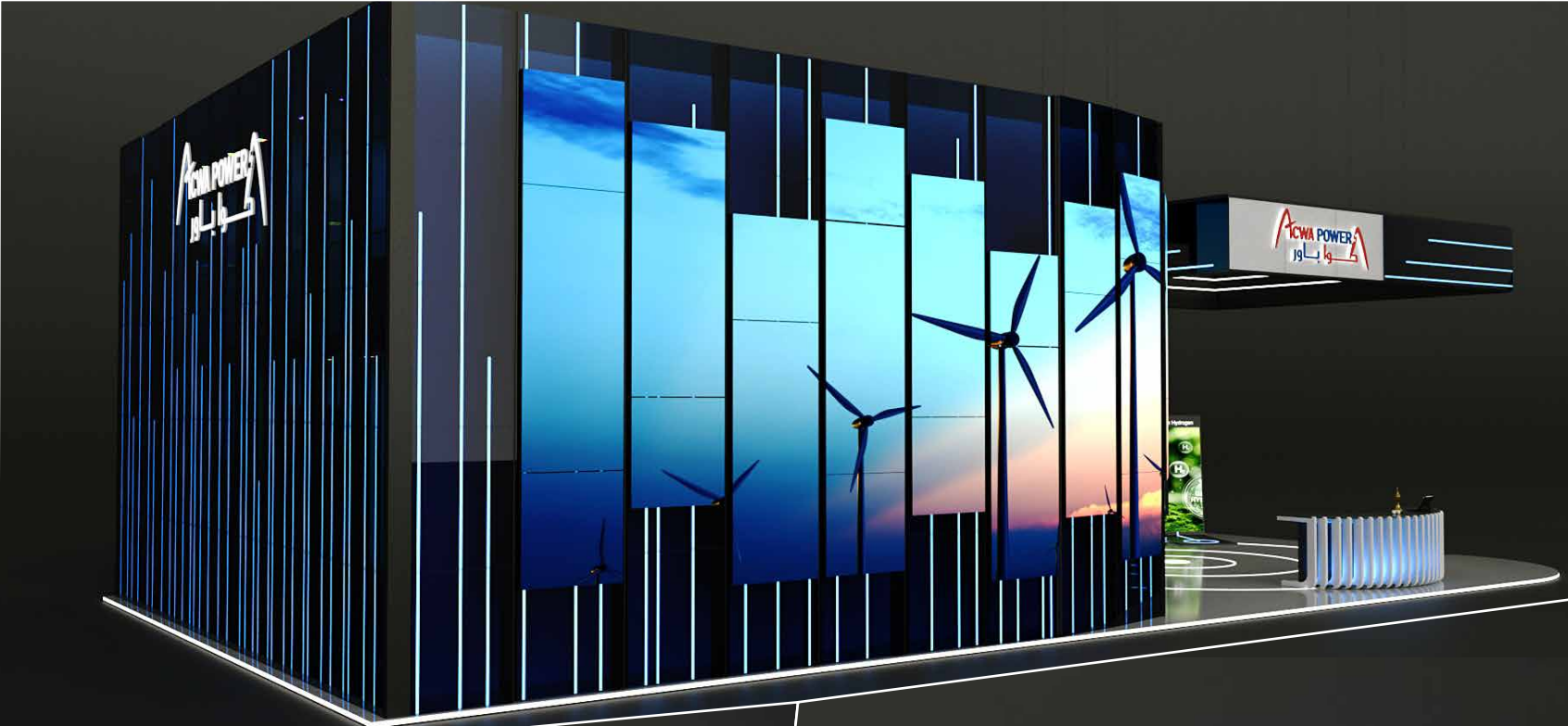




**SAUDI TOURISM  
AUTHORITY STF  
2024**



**RED SEA GLOBAL  
STF 2024**



**ACWA POWER  
DUBAI 2023**



**F1 GRAND PRIX  
2021**



**RED SEA GLOBAL  
STF RIYADH 2023**

Space: 10x15m



**RED SEA GLOBAL  
ATM DUBAI 2023**

Space: 17x13m



**RED SEA GLOBAL  
KAU VTP GRADUATION 2023**



**DIGITAL PAY  
SEAMLESS RIYADH  
2023**



# EXHIBITIONS & TRADE SHOWS

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**SAUDI TOURISM  
AUTHORITY STF 2024**





**RED SEA GLOBAL  
STF 2024**



**ACWA POWER  
DUBAI 2023**



**RED SEA GLOBAL  
STF RIYADH 2023**



**RED SEA GLOBAL  
ATM DUBAI 2023**



**DIGITAL PAY  
SEAMLESS RIYADH  
2023**

# EVENT MANAGEMENT

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**CORPORATE & PUBLIC**



# EVENT MANAGEMENT

Launch your event with the right management by your side giving you peace of mind & your visitors an experience to remember!

- Event build-up (Venue visits & installation process)
- Manpower briefing (All types of manpower; catering, promoters, MC & housekeeping)
- Pre-show dry-run with full briefing
- On-ground operations, tech and production supervision
- Event day supervision & risk management
- Event close-up (Dismantling & storage)



**RED SEA GLOBAL  
KAU VTP GRADUATION 2023**





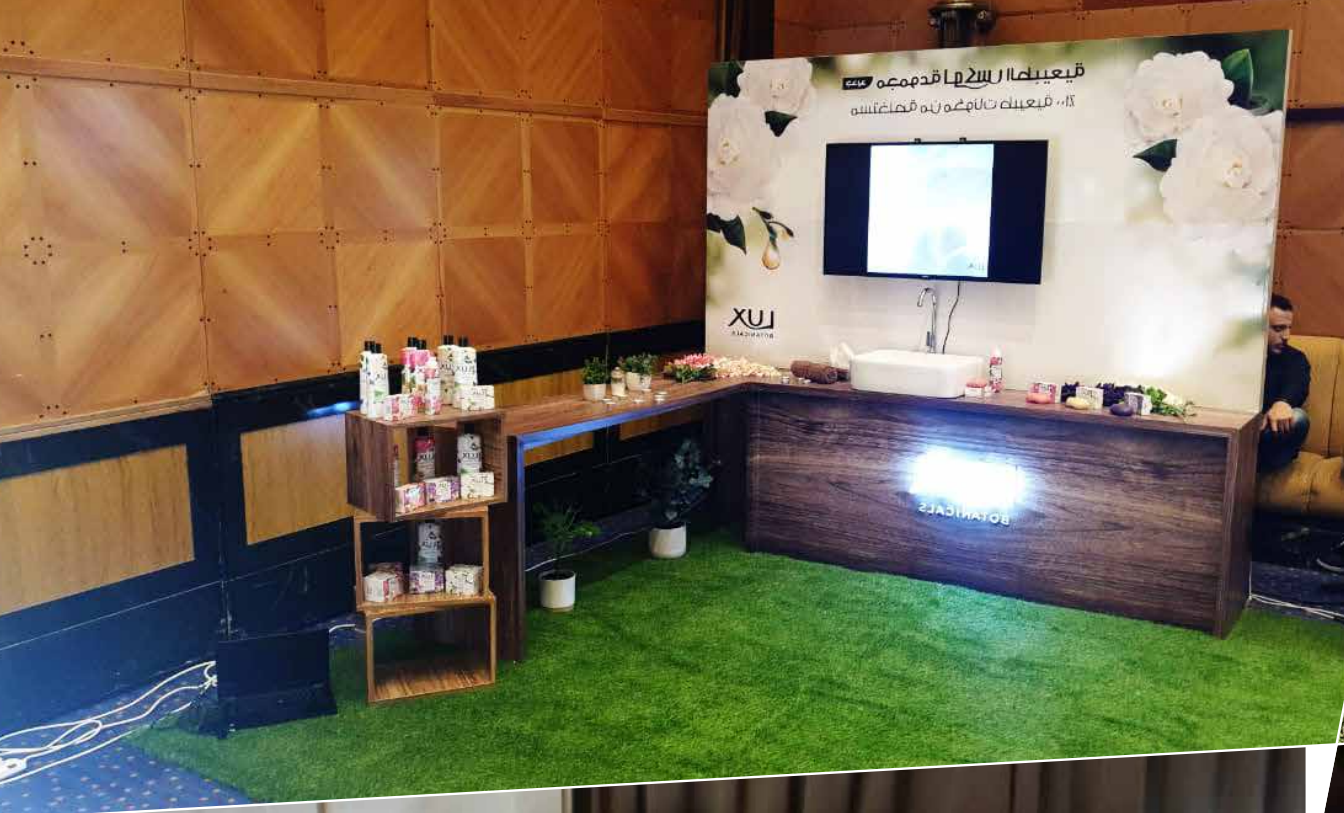
# RED SEA GLOBAL ELITE GRADUATION CEREMONY 2023



**CLEAR GAME OF 7  
ACTIVATION CAMPAIGN**



**LIPTON THE BEAUTIFUL  
GAME - WC 2022**



**UNILEVER SKIN CLEANSING  
HILTON JEDDAH**

# CORPORATE EVENTS

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**RED SEA GLOBAL  
IFTAR 2023**





**BUPA EXPERIENCE  
INTERNAL ACTIVATION**



**UNILEVER NATURAL INTERNAL  
THEMATIC ACTIVATION CAMPAIGN**

# ACTIVATIONS & SAMPLING

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# BRANDING & GIFT ITEMS

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## CLIENTS WHO LOVE US

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 Unilever	 PEPSICO	 Bupa بوبا	 رؤك المدينة القابضة Rua Al Madinah Holding	 SAVOLA	 Red Sea Global	 Mercedes-Benz	 RAUCH SINCE 1919
 Al-Fayha	 PETROMIN	 SADAFCO سدافكو	 BRIDGESTONE	 sun top	 IKEA	 Halwa Karimil حلاوة كراميل	 Kellogg's
 ARTAR	 SCENIC ECLIPSE THE WORLD'S FIRST DISCOVERY YACHTS	 Faden Media	 NISSAN	 Saudi	 McVitie's	 barn's بارن	 شركة تموين الشرق للتجارة ORIENT PROVISION & TRADING CO.

AND MANY MORE



# EXPERIENCE THE DIFFERENCE!

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