



Powered by **Artbox Studios**

www.abandco.net

COMPANY PROFILE

V5. 2026

ABU DHABI | CAIRO

ESTD 2012



ab&co

CRAFTED TO IMPACT

Artbox & Company “ab&co” is powered by Artbox Studios, the iconic creative agency established in 2012, renowned for its innovative design thinking, brand storytelling, and integrated marketing solutions. Built on a legacy of creativity and excellence, ab&co serves the GCC market with top-tier creative, branding, and communication services, delivering impactful solutions that help brands grow, connect, and thrive.

Supporting our end-to-end capabilities is Krafr Industries, our own dedicated production and fabrication facility, enabling us to transform creative ideas into high-quality physical experiences with greater control over production, finishing, timelines, and execution.

We deliver a whole experience .. from branding to production!

www.abandco.net

ESTD 2012

WE DELIVERED OUR SERVICES!



2
Branches

1
Factory

12+
Countries

600+
Clients

13+
Years

1600+
Projects



OUR PARTNERS



REGISTERED AT



FEATURED AT





SHAPING BRANDS, BUILDING IMPACT

BRANDING

Our Brand Identity service transforms strategy into visuals and experiences. We craft logos, colors, typography, and design systems that capture your essence and make your brand instantly recognizable across every touchpoint.

DIGITAL MARKETING

We offer full digital marketing solutions, from social media management and creative content marketing to performance-driven ad campaigns that deliver real results.

BTL & EXPERIENTIAL SERVICES

From stunning corporate events and activations to smart POSM and exhibition designs, we craft on-ground experiences that connect brands with people in meaningful ways.

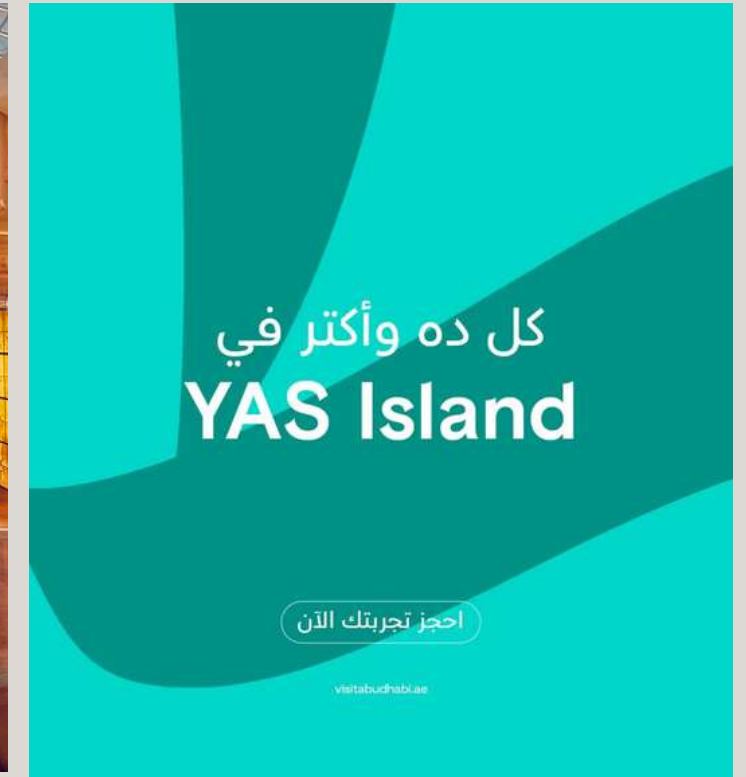
MEDIA PRODUCTION

Our media production services cover video shooting, photography, motion graphics, & AI Video productions delivering high-quality visuals tailored for corporate communication and advertising needs.

COMPANY PORTFOLIO

MARKETING, CREATIVE, DIGITAL, ON-GROUND

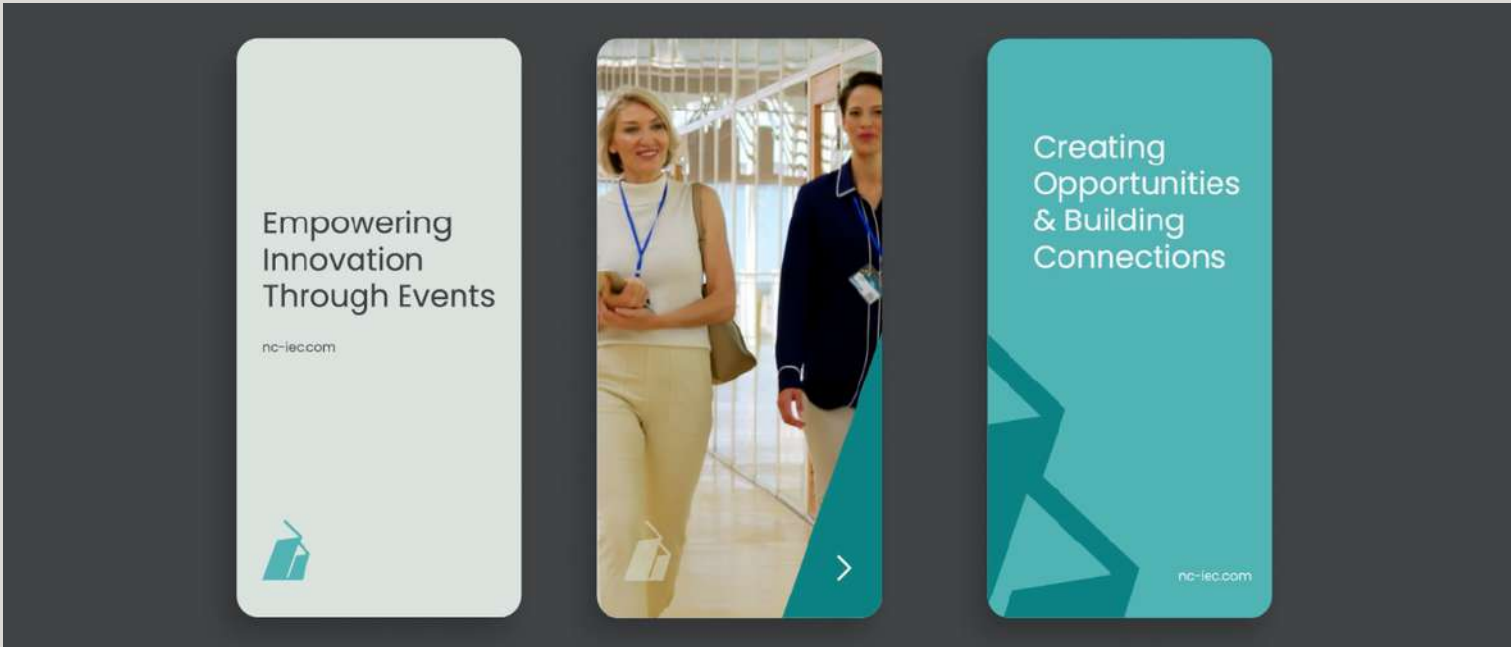
We offer complete **360° marketing services** starting from building your marketing strategy and communication plan, all the way to creative development, branding and full execution. Our team delivers integrated campaigns across digital channels and on-ground activations, ensuring consistent brand impact, seamless coordination, and measurable results at every touchpoint.





We collaborated with the **Saudi Tourism Authority (STA)** and NSAS Group to execute a comprehensive advertising campaign for the global initiative **“Winter is Alive”**, promoting the Kingdom of Saudi Arabia as a vibrant destination for family, entertainment, and cultural tourism. Our scope covered the full advertising ecosystem—digital marketing, media buying, on-ground activations, bulk emailing, and B2B marketing through the NDC-X portal, the region’s leading B2B booking platform. While maintaining the global campaign’s visual identity,

we customized the communication personas to resonate with the Egyptian market and highlighted tailored travel packages with clear pricing to drive higher interest. NSAS Group managed the tourism packages and successfully closed leads generated from our multi-channel advertising efforts. The campaign’s core objectives were to boost brand awareness among Egyptians about Saudi Arabia’s touristic attractions and to generate qualified leads, achieving strong engagement and conversion across all touchpoints.





edama

CLICK HERE 

The branding of **Edama**, a UAE-based pioneer in sustainable construction materials, was crafted to reflect its role as a trusted partner for mega projects across the GCC. The identity balances corporate authority with modern vibrancy, presenting a visual language that is both professional and environmentally conscious. Bright, fresh tones inspired by nature highlight Edama’s commitment to sustainability, while sleek, contemporary design elements convey innovation and forward-thinking. The result is a trendy yet corporate brand presence that positions Edama as a leader in eco-friendly building solutions, resonating with developers and stakeholders who value both progress and environmental responsibility.

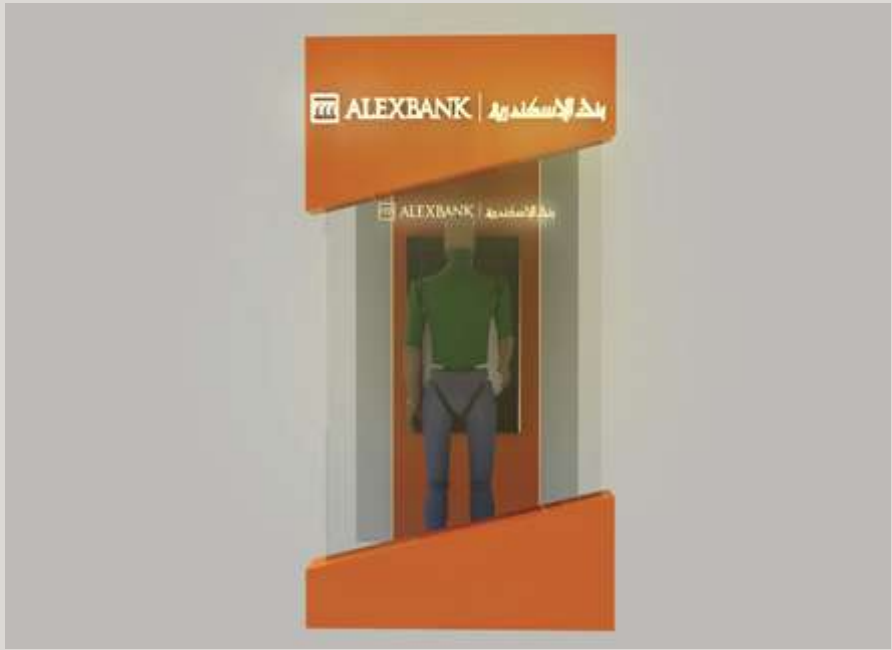


Nogoum FM TV brings the iconic spirit of Egypt's leading Arabic radio station to the screen with a vibrant and modern identity. Built on flexibility, the visual system adapts to different color moods that reflect the rhythm of programs throughout the day, while preserving the original typography that audiences know and trust. A dynamic, colorful TV star icon adds a fresh twist, symbolizing energy, entertainment, and continuity. Featuring the country's most famous hosts, Nogoum FM TV positions itself as a lively, ever-evolving destination that connects with viewers around the clock.











MARS

CLICK HERE 

Since 2012, we have been partnering with **Mars**, the multinational chocolate and snacks leader, to bring their brand to life across office and factory in Egypt. Our office branding projects span factory walls, the New Cairo office, meeting rooms, informative communication boards, breakout areas, cafeterias, and building signage. The scope of work covered the full journey from concept to execution including creative ideas, design, employee photo shoots, production, and installation. Each branding artwork was developed in full alignment with Mars corporate identity guidelines, ensuring consistency while adding a colorful, engaging, and dynamic touch. The creative direction aimed to enhance the working environment, spark positivity, and make the workplace more enjoyable, ultimately strengthening employees' sense of pride and loyalty to the Mars family.



MARS



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For **Mars**, the multinational leader in chocolate and snacks, we developed the brand identity for “**Cai Talk**”, an internal podcast designed to foster engagement and streamline communication among employees. Produced on a monthly basis, the podcast explores key internal communication topics in a format that is both relatable and insightful. The visual identity was crafted to align with Mars’ global corporate branding while infusing a colorful, playful, and dynamic look that sparks curiosity and energy. The result is a vibrant and attractive platform that not only reflects Mars’ values but also creates an enjoyable listening experience that employees look forward to, reinforcing a sense of connection and belonging within the company.

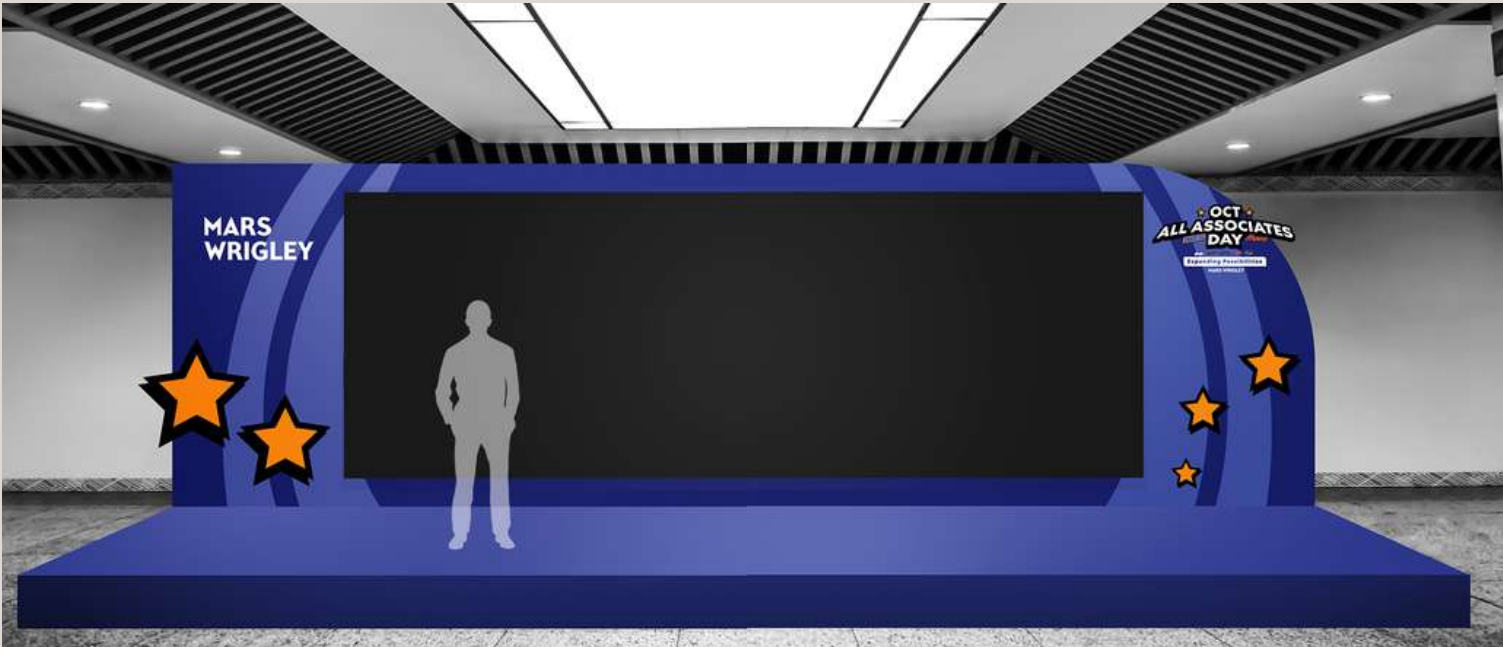


Snickers Chocolate Collaboration with Al-Nassr Saudi FC Campaign Pitch



Galaxy®

Galaxy Chocolate Strawberry / Cookie Crumble new flavours launch & Collaboration with Essentials Pitch



MARS

CLICK HERE

Mars, All Associates Day Annual Corporate Event & Brand Identity



MARS

Mars Various Internal Corporate Campaigns



Hero

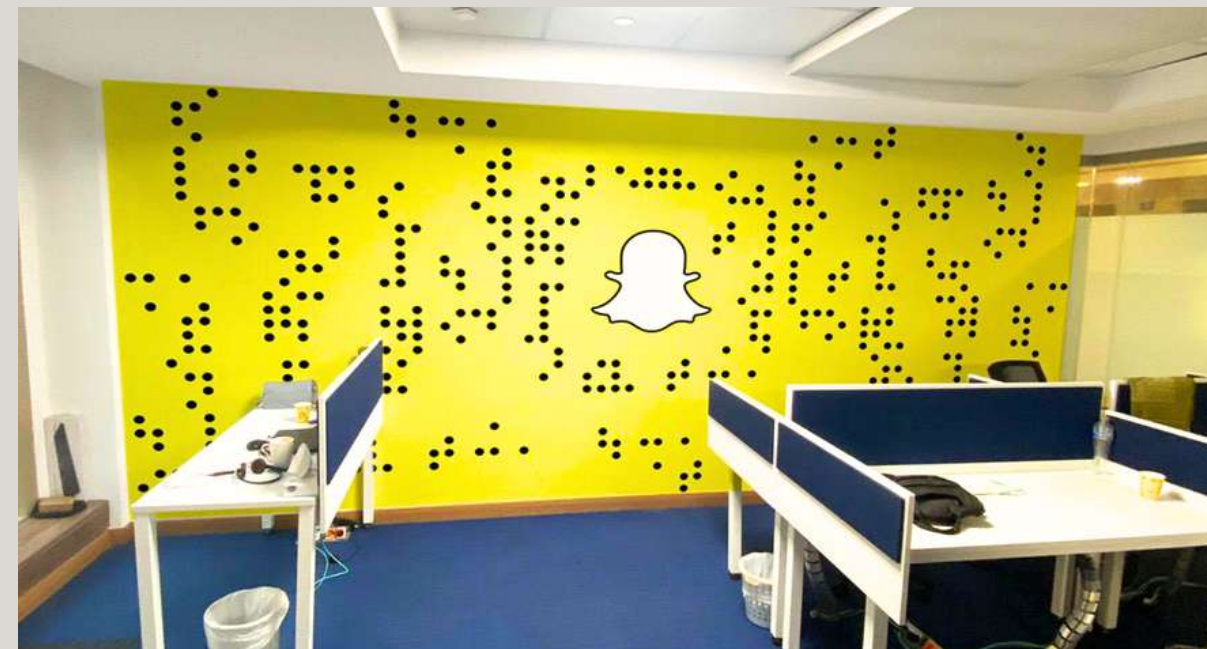
CLICK HERE 

We collaborated with **Hero**, the Swiss multinational consumer food manufacturer, on a series of office branding projects that transformed both their factory and New Cairo office. The scope covered walls, meeting rooms, informative communication boards, and breakout areas turning everyday spaces into vibrant, engaging environments. Our involvement spanned the full creative and executional process, from conceptual ideas and sketching to design, production, and installation. Each artwork was developed in strict alignment with Hero's corporate brand identity guidelines, ensuring global consistency while adding a colorful, dynamic, and playful touch. The result is a workplace atmosphere that is inspiring, fun, and employee-centric, fostering pride, loyalty, and a stronger sense of belonging to the Hero family.



CLICK HERE 

We partnered with **Bel Group**, the French multinational cheese manufacturer, to bring their brand identity to life through a series of office branding projects at their New Cairo offices. The scope of work covered walls, meeting rooms, informative communication boards, and breakout areas revitalizing the workspace with creativity and energy. Our role included the full end-to-end process, from generating ideas and sketching to design, production, and installation. Each branding element was developed in alignment with Bel's corporate brand identity guidelines, ensuring consistency with the global brand while adding a colorful, playful, and engaging touch. The result is a dynamic workplace environment that is fun, inspiring, and employee-focused, enhancing the sense of pride, loyalty, and connection among Bel's teams.



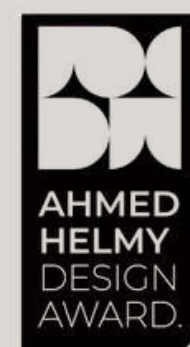
We collaborated with **Snapchat**, the American multimedia social media and instant messaging platform, on a series of office branding projects at their New Cairo office. The branding scope covered walls, meeting rooms, informative communication boards, and breakout areas transforming the workspace into a lively and engaging environment. Our contribution spanned the complete process, from creative ideas and design to production and installation. All artworks were developed in alignment with Snapchat's brand identity guidelines, ensuring a consistent global look and feel while adding a colorful, playful, and energetic direction. The result is a dynamic office atmosphere that is fun, inspiring, and employee-focused, reinforcing pride, loyalty, and a stronger sense of connection within the Snapchat team.





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The DTTS – District Team Training Seminar, one of the most important annual events for **Rotary International District 2451**, was brought to life through a full event design and execution project. The scope covered the creation and production of all event elements, including the stage design, presentations, name tags, flags, backdrops, ID cards, and trophies, ensuring a seamless and cohesive experience. The visual direction strictly followed Rotary’s international corporate brand guidelines, delivering a unified look that reflected professionalism, credibility, and global consistency. The result was a well-orchestrated event environment that elevated the seminar’s impact and embodied the strong corporate spirit of Rotary.



The **Ahmed Helmy Design Award**, the top recognition for furniture design in Egypt, was developed in collaboration with the Egyptian Furniture Export Council and the Chamber of Woodworking & Furniture Industry. Named after the iconic furniture pioneer Ahmed Helmy the ancestor of the founder of Meuble El Chark, the country's largest chair manufacturer for over 80 years the award embodies a legacy of craftsmanship and innovation. The brand identity was crafted to be artistic, inspiring, rewarding, and modern, celebrating creativity while maintaining a strong institutional presence. Beyond the corporate identity deliverables, the project extended to the design of the award trophy itself, ensuring a tangible symbol of prestige that reflects the award's vision of honoring excellence in furniture design.



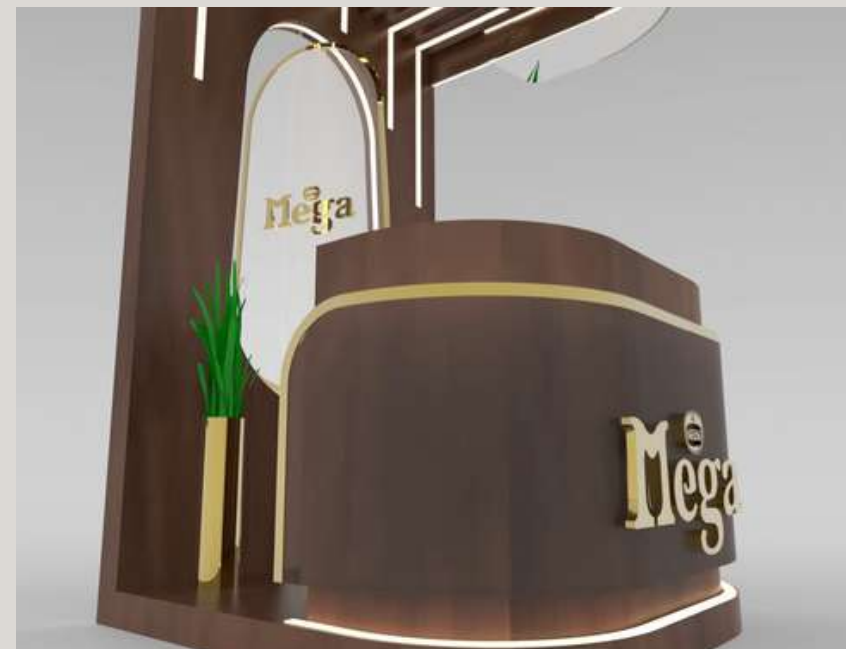
The Re-branding of **Zamzam**, one of the Middle East's leading manufacturers of HVAC solutions since 1995, was designed to reflect its dominance in the sector with over 40% of the Egyptian market share. With a legacy of powering Egypt's most ambitious mega projects including Cairo International Airport, landmark malls, luxury hotels, and major governmental buildings. Zamzam has become synonymous with reliability and innovation. The brand identity was crafted to be corporate, modern, and trustworthy, while visually echoing the precision and strength of the engineering industries. The result is a professional and impactful identity that reinforces Zamzam's reputation as the go-to partner for large-scale HVAC solutions across the region.

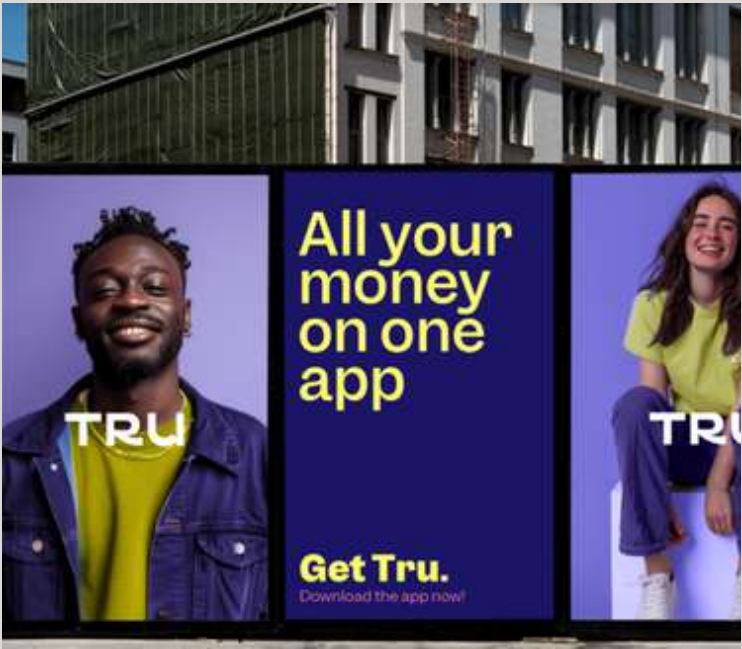


CLICK HERE 

Zamzam Exhibition Booth







TRU

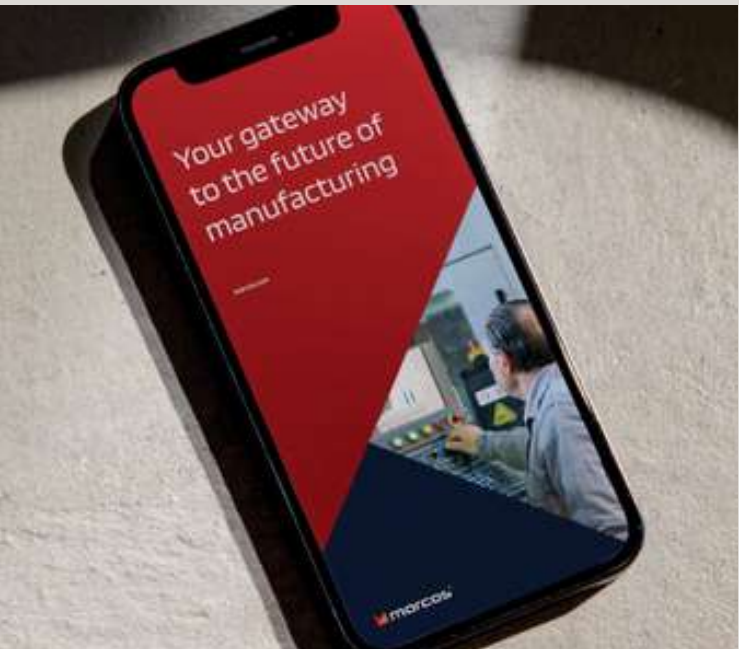


We collaborated with **Alpla Group**, the Austrian market leader in plastic packaging, on a series of office and factory branding projects at their 10th of Ramadan facility in Cairo. The scope of work covered factory walls, meeting rooms, informative communication boards, as well as building façade branding and signage transforming the site into a more engaging and inspiring environment. Our role encompassed the full process from ideas and design to production and installation, ensuring seamless execution at every stage. All branding artworks were developed in line with Alpla Group's corporate identity guidelines, reflecting the company's global image while adding a dynamic, colorful, and employee-focused touch. The result is a workplace atmosphere that is professional yet fun, strengthening employee pride, loyalty, and connection to the Alpla brand.



CLICK HERE 

We partnered with **Dedalus Global**, the Italian medical software provider, to deliver a series of office branding projects at their New Cairo office. The scope included walls, meeting rooms, informative communication boards, and breakout areas transforming the workplace into an engaging and inspiring environment. Our involvement covered the entire process, from conceptual ideas and design to production and installation. All branding artworks were created in alignment with Dedalus Global’s brand identity guidelines, ensuring consistency with the company’s global image while adding a modern, colorful, and dynamic touch. The result is a vibrant office atmosphere that is professional, fun, and employee-focused, fostering pride, loyalty, and a stronger connection within the Dedalus Global team.



CLICK HERE 

The Re-branding of **Morcos Machinery**, one of the Middle East’s leading manufacturers of confectionery and bakery production lines and equipment, was designed to highlight its reputation as a global industry player exporting to over 70 countries worldwide. The identity embraces a corporate and modern direction, built on clarity, precision, and consistency mirroring the company’s engineering excellence. A sleek visual system reinforces trust, reliability, and innovation, ensuring the brand communicates authority while remaining approachable to partners and clients across international markets. The result is a professional and trustworthy identity that strengthens Morcos Machinery’s position as a world-class leader in its field.

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