







PORTFOLIO @2023



HITHERE!

Welcome!

Turn this page and fly with us into IY Media's Galaxy.

A company that was born just two years ago. Fueled by the passion and creativity of a seasoned team, we create masterpieces, ignite brands with captivating campaigns, and deliver results that exceed expectations. Every project brims with our passion, and the outcomes speak for themselves. But this is just the beginning. As you turn the pages, let the spark of success ignite within you. Imagine the possibilities!

Your brand's upcoming success story could be featured in the pages of our 2024's Summary Booklet.



ABOUT OUR GALAXY

It all began with a dream, a vision of a galaxy packed with creativity and innovation. In January 2022, our fearless cosmonaut captain, Ibrahim Younes, officially opened the doors of IY Media, with a crew of just 5 brave cosmonauts. Together, they embarked on a daring mission, managing a handful of accounts and setting the course for the stars.

Fast forward to today—our stellar team has grown to over 50+ exceptional cosmonauts! From diverse backgrounds and corners of the world, they bring a wealth of talent and expertise to the table. United by a shared passion for the digital realm and a relentless drive for success.

We have gained extensive experience with Meta Ads through 99% highly effective campaigns. "IY Media has proven to be an ideal Meta partner, ensuring exceptional campaign results for all of its Digi-Partners!".

This is just the beginning of our cosmic journey. We're constantly expanding our knowledge and refining our strategies to deliver the most effective social media solutions for our clients.



A MESSAGE FROM

THE PILOT



Mr. Ibrahim Youness

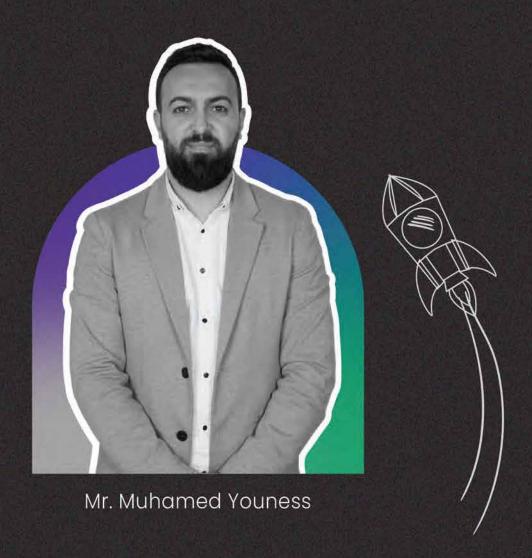
In January 2022, a dream turned reality, fueled by 10 years of personal growth and a burning passion for social media. It was then that IY Media blasted off, ready to explore the infinite possibilities of the digital universe.

Our mission was clear—to become an international force, to push the boundaries beyond the comfort zone of a single location. Internationality wasn't just an aspiration; it was a matter of fact. We craved the opportunity to collaborate with diverse talent and ignite creativity across the globe.

With hearts pounding with excitement, we embarked on our mission. Little did we know, that within 4 short months, we would raise our flag on the international stage. But this was just the first giant leap for IY Media.

Today, I stand humbled, surrounded by a crew of passionate experts who share the same unwavering dedication. We've achieved significant milestones, but our journey is far from over. We are limitless, forever reaching for new heights. We will continue to dream big, celebrate small and big victories, and relentlessly pursue even greater accomplishments.

Here at IY Media, the stars are our starting point. Join us to explore the boundless possibilities of the digital cosmos, together!



THE CO-PILOT'S MESSAGE

From the start, I trusted the visionary, our Cosmonaut Pilot, who dared to chase the impossible. Together, we began this journey as explorers, leaving behind what we knew to reach for the stars. Today, IY Media is more than just a dream come true; it shows the power of teamwork. This book is a small token to remember the amazing year we've had and the family we've become. We began as two brothers, but now we're a team of over 50 brothers and sisters. This is what happens when passionate people unite together.



COSMISSION



We act as your celestial navigators, guiding brands through the ever-evolving social media landscape. We are a committed crew of social media cosmonauts, strategically navigating the digital universe to help brands reach new heights. Through data-driven campaigns and innovative storytelling, we craft fascinating experiences that ignite audience engagement and promote rapid growth.



& astroVISION

We see IY Media as the global platform for social media success. We aspire to be the global hub for social media innovation, constantly refining our strategies and pushing the boundaries of what's possible. Our ultimate goal? To partner with brands across the entire digital cosmos, empowering them to tell their stories, captivate and engage with audiences worldwide, and leave a lasting impression on the vast social media universe.

MILESTONES



15 Jan 2022

After ten years of passionate pursuit, a dream became a reality. On this momentous day, IY Media proudly opened its first office in Lebanon, marking the official launch of its social media journey.

10 Jun 2022

Within just six months of launching, IY Media's global ambitions became clear. In June 2022, we secured registered trademarks in London, Hong Kong, UAE, and the USA, expanding our reach beyond Lebanon. This international recognition was a testament to our dedication, attracting clients from diverse nations who entrusted us with their social media and e-commerce success from the very start.

15 Aug 2022

August marked a historic moment for IY Media, highlighting our dedication to excellence. We were honored to become Meta Business's official partners, the first social media agency in Lebanon to achieve this prestigious distinction. This achievement is a testament to our commitment to staying ahead of the curve and delivering exceptional results for our clients. It signifies IY Media as the first Lebanese social media agency to become Meta Business partners.

4 July 2023

Fueled by our success with Meta, IY Media soared to new heights. We not only secured access to the highest level of ad accounts, but also expanded our reach by launching sister companies in Europe and the USA. This remarkable growth further moved us forward, allowing us to partner with industry giants who entrust us with managing their ad accounts.

5 September 2023

IY Media experienced phenomenal growth in 2023. To accommodate this exciting development, we proudly opened two new offices in Lebanon, expanding our presence and encouraging a collaborative environment for our growing team of social media experts.

12 December 2023

In a move that reflects our commitment to client success, IY Media opened its first international office in Dubai in 2023. This strategic expansion brings us closer to our loyal clients in the region, fostering stronger relationships and solidifying the online-to-offline connection we've built over the last two years.



THE FLIGHT PATH

STOP 1

Discovery Call: The assigned team will initiate the first call or meeting with the client to understand their brand, target audience, marketing goals, existing social media presence, and budget.

Brand Audit: The team will assess the client's existing social media channels (if any) to identify strengths, weaknesses, and areas for improvement (SWOT).

Market Analysis: The content creator and the marketer will conduct an general analysis of the client's competitors' social media strategies, targeted audience segment, content strategy, and audience engagement.



STOP 2

Target Audience Research: The team will conduct an in-depth research to gain a deep understanding of the client's target audience demographics, interests, online behavior, and preferred social media platforms.

Social Media Strategy Development: Based on the findings, a comprehensive social media strategy will be created. This will include content pillars, tone of voice, posting schedule, social media platform selection, and key performance indicators (KPIs) for measuring success.

Content Creation: The content creator will develop high-quality, engaging posts, stories, and videos that align with the approved strategy and content calendar. They will also create a mood board for the photography and a visual representation of the overall grid layout.

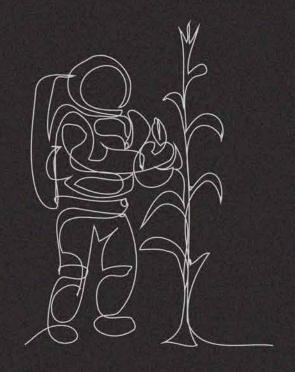
Content Calendar Creation: A detailed content calendar will be developed outlining the type of content to be posted (e.g., images, videos, articles), topics to be covered, and posting frequency on each platform.

STOP 3

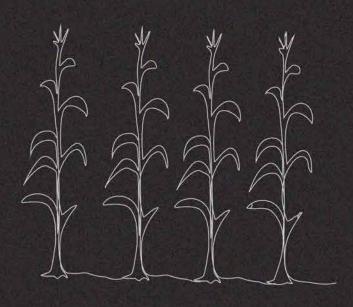
Paid Social Media Advertising: Depending on the client's goals, the team will implement paid social media advertising campaigns to reach a wider audience and achieve certain targets.

We use advanced audience insights and behavior data to identify highly relevant users who are most likely to engage with the business.

We monitor campaigns, analyzing metrics like click-through rates, conversion rates, and cost-per-acquisition. Based on this data, we'll refine targeting parameters, ad sets, and creatives to optimize performance and maximize return on investment (ROI).



STOP 4



Performance Analysis: We provide weekly reports detailing campaign performance, key metrics, engagement levels, and overall effectiveness.

Client Communication: The team will maintain regular communication with the client, providing updates on performance, strategizing for future campaigns, and addressing any concerns.

Strategy Refinement: Based on the data analysis, the team will make adjustments to the strategy, content calendar, and targeting as needed to optimize performance.

MEET THE COSMONAUTS





Muhamed Ayoub



Hadi Rizk **CFO**



Muhamed Baker Youness

Technical Department Head



Mahdi Ayoub

Director of Media Buying



Ghina Baradhi **Graphic designer**



Hassana Naamani Content Creator



Samar El Meouche **Graphic designer**



Riham Hamdan **Graphic designer**



Carla Abou Diab

Content Creator



Rasha Bayloun

Content Creator



Zeinab El Hajj Costumer Care



Nathalie Abou Diab **Graphic designer**



Zeinab Youness **Technical Specialist**



Hadi Malaeb **Web Developer**



Bilal Atriss **Media Buyer**



Nour Hareb

Content Creator



Ali Youness **Media Buyer**



Daniel Alameh **Graphic Designer**



Saly Kassem Media Buyer



Rida Cherri **Media Buyer**



Zahraa Dorra **Technical Specialist**



Saly Takash Video Editor



Farah Ayoub

Content Creator



Nour El Hajj **Legal Advisor**



Mahdi Mohtadi **Technical Specialist**



Ghazi Chaar **Media Buyer**



Muhamed Hashem
Accountant



Hussein Ballouk **Graphic Designer**

CREMINO Restaurant · Patisserie

meal makers



LINE CHOCO













♥ GivTrade











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#Hashtag































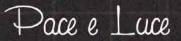
























MICHEL Layoun



















Via Bambino



Healthy Living Starts Here





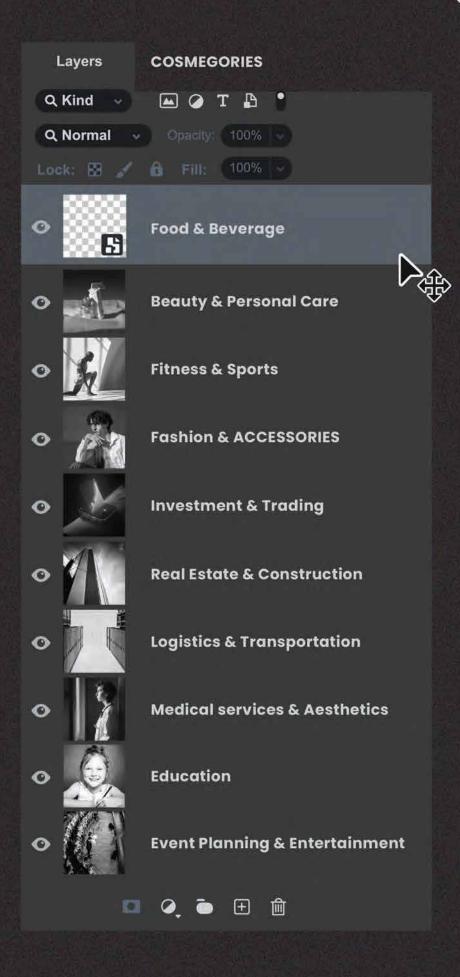








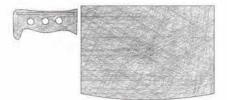
4H KABALAN-OVE





BANNA BROTHERS

UAE-based meat factory bringing innovative, locally-made dried meat snacks to the region for the 1st time. We collaborated closely, crafting a captivating mood board for their social media photography and executing a highly successful campaign that boosted their brand awareness stage significantly.





























LODY'S

One of Beirut's beloved fast-food restaurants which was established in 2013. We focused on enhancing their social media presence, crafting engaging and promotional content that showcased their delicious food. Additionally, we helped Lody's refresh their old designs and made them even more tempting for their loyal customers.













RORO'S CUISINE

A Dubai-based haven for authentic Lebanese home cooking. They offer a variety of delicious options, including daily specials, convenient meal plans, frozen delights for busy schedules, family-sized portions, and even catering services for special occasions. We helped Roro's Kitchen share its culinary passion and connect with customers craving a taste of home.



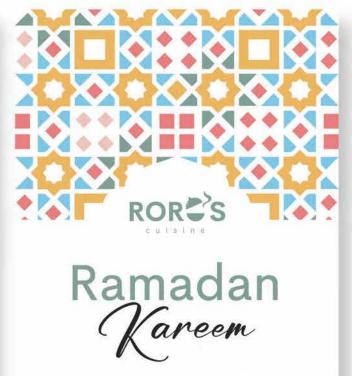






Ramadan Kareem

#ramadanwithroros



FOOD & BEVERAGE

#ramadanwithroros



RORO'S CUISINE













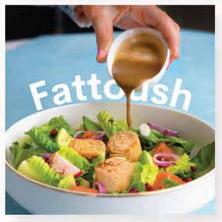


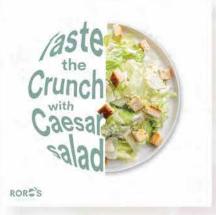






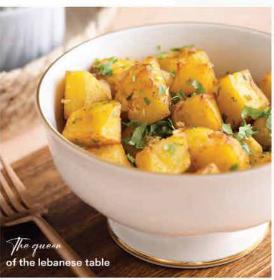






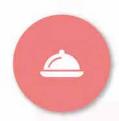














THE HEALTH BAR

A unique restaurant concept offering healthy meal plans, spanning across UAE, Egypt, and Lebanon, provides customers with a delicious and hassle-free approach to healthy eating. Together, we boosted their sales, though the implementing the right commercial, content, design and video strategies.



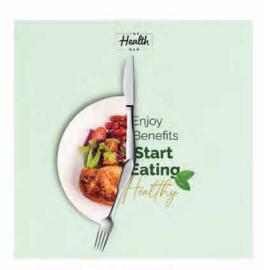
Healthy Living Starts Here

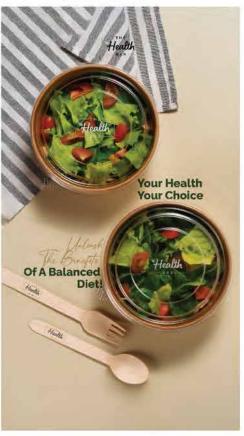




















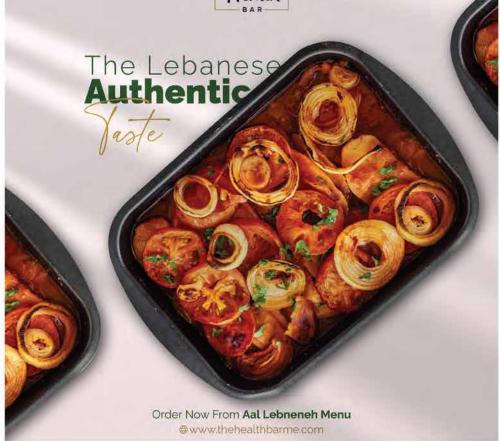






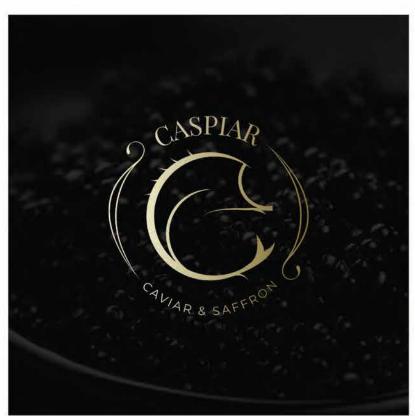






CASPIAR

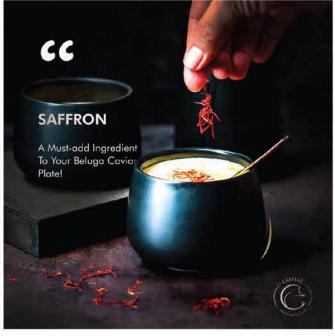
A UAE-based company specialized in selling Beluga Caviar, sourced directly from the Caspian Sea, partnered with us to establish a luxurious, premium brand identity and boost sales. Through comprehensive branding and high-quality video, photo, and graphic content on Instagram and TikTok, we perfectly captured the essence of this exquisite delicacy and pushed their sales during various seasonal events, like Christmas.

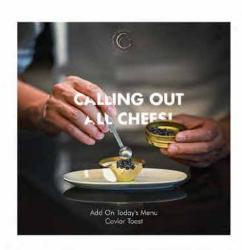


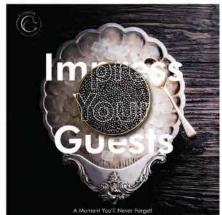






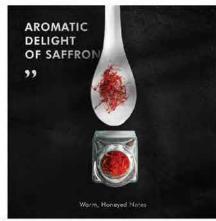




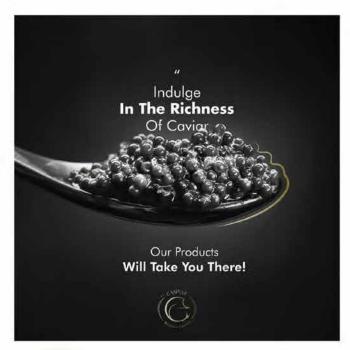














8 FRESH

A UAE-based company offering delicious and healthy plant-based meals and cold-pressed juices. We highlighted their perfect blend of flavor and wellness through an extensive SM content and photography strategy, including a meticulous paid social approach. This not only generated new audiences but also emphasized the value of a healthy lifestyle with their products and event catering services.















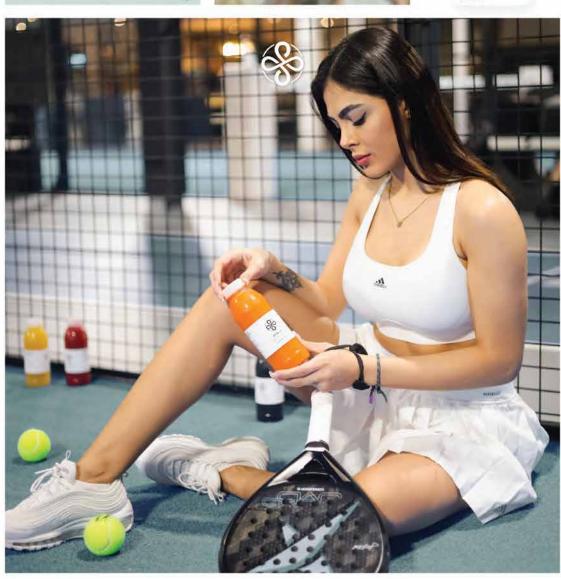


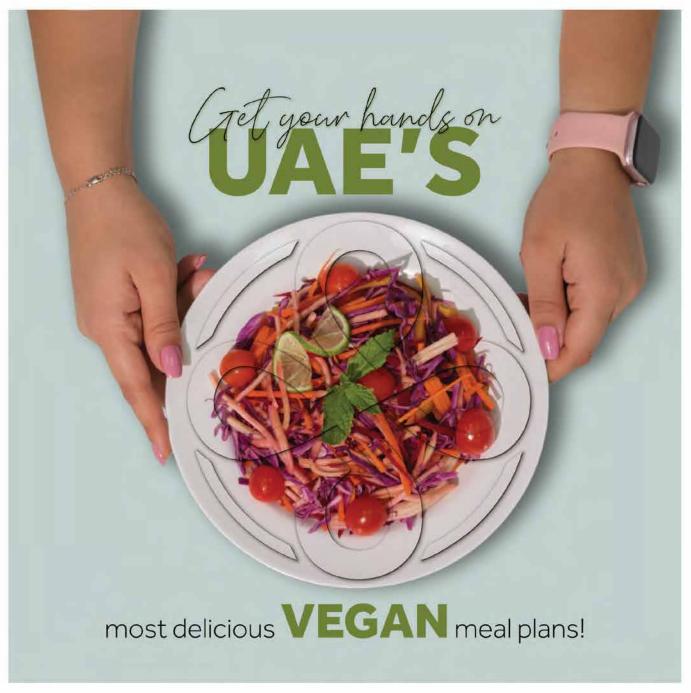








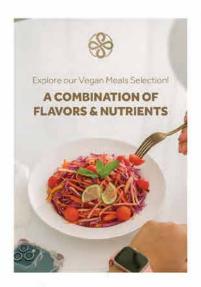






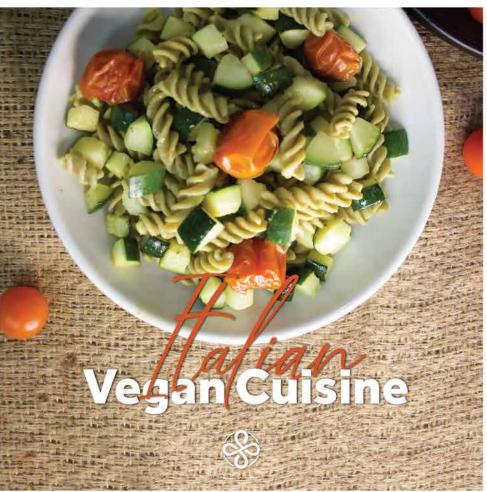














MEATS PREMIUM CUTS

A premier supplier of Wagyu beef, chicken, and caviar. Understanding their focus on high-end clientele and exquisite products, we crafted a modern and minimalist logo. This design prioritizes clear readability while exuding a luxurious feel, perfectly reflecting the quality of Meats Dubai's.







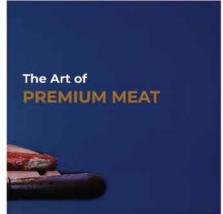


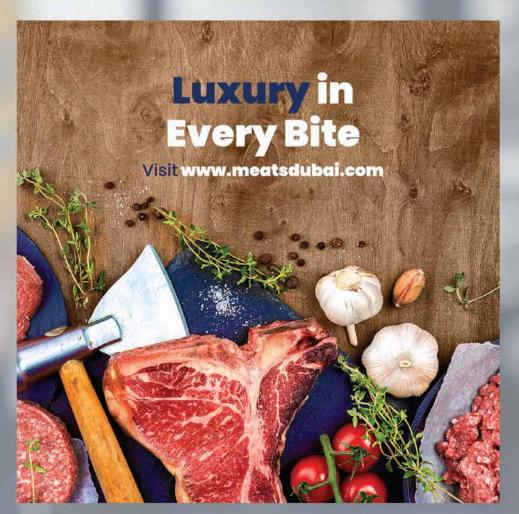












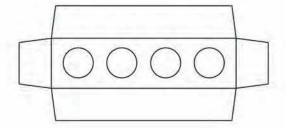


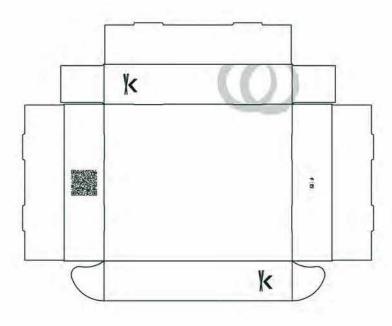


User-friendly delivery packaging solution, The sleek and compact design ensures easy handling, while a dedicated compartment for sauces adds a touch of elegance, keeping the sushi experience mess-free and enjoyable for KAPPO's customers.



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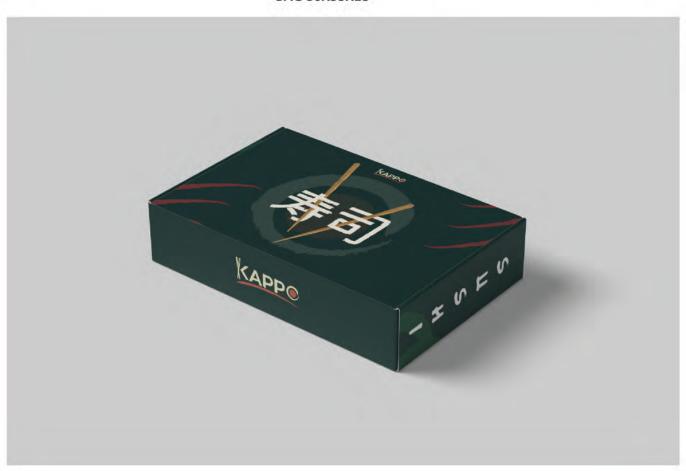








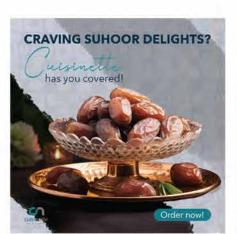
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CUISINETTE

A UAE-based cloud kitchen revolutionizing the food service industry. Their premium solutions streamline operations and delivery for businesses. We helped Cuisinette establish a strong social media presence from launch, crafting targeted ad campaigns to reach restaurants and coffee shops seeking to expand with low-risk and low capital.



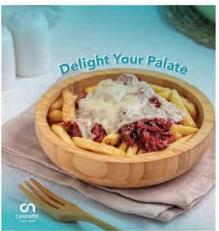
























Personalized, professional support for startups to navigate the complex world of food and beverages, from idea inception to operational implementation.









WE ARE PROUD MANAGERS OF THESE THREE INNOVATIVE VENTURES:

- 1. FuelFit: An outstanding service concentrating on healthy eating plans.
- 2. 8-Fresh: Popular for its detox juices and wellness juice lines.
- 3. Kappo Sushi: A restaurant that will give you that Japanese sushi experience.





Collaborations

We at Cuisinette believe in collaboration as a means of creating value and fostering innovation. Our approach encompasses a range of relationships starting with co-operations focused on efficient logistics ensuring prompt delivery services and collaborations with food technology platforms aimed at improving our operational capabilities. Further, we foster educational alliances with culinary schools to train the next generation of chefs and innovators in food industry.





Brand Identity

Our brand identity is presented through this logo; which is a stylized pot representing different culinary traditions merging into one another along with constant development within our kitchens. The very vibrant nature of our logo conveys our dynamic progressive spirit and dedication to excellence in cooking, inclusivity, and pioneering ethos that characterize Cuisinette.









#888888



#ABABAB





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Founded in Business Bay by Ahmad Assouma (CEO) and Mazen Abo Amou (Chairman), Fuel Fit has been at the forefront of the health food industry since 2020, With a core mission to revolutionize healthy eating, Fuel Fit specializes in crafting nutritious meal plans that cater to a diverse clientele seeking a healthier lifestyle. Our dedication to quality, flavor, and nutritional integrity has established Fuel Fit as a trusted name for those pursuing their health and fitness goals. Each team member is dedicated to our mission, working tirelessly to provide the best possible service and support to our customers.









Collaborations

We actively seek collaborations with local farms and organic suppliers to source the freshest ingredients for our meals. Additionally, partnerships with fitness centers and wellness apps enhance our service offering, providing a holistic approach to health and well-being.





Brand Identity

Our logo, a harmonious blend of green and earth tones, symbolizes growth, health, and vitality—core principles of the Fuel Fit ethos. The logo's design reflects our commitment to sustainable practices and our support for our customers' journey towards a healthier self.









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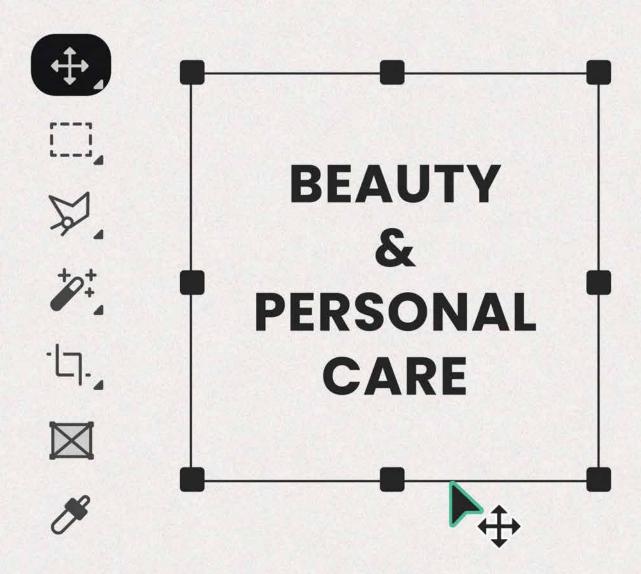


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KHAN EL KASER

A Lebanese natural skincare company with stores in Dubai and Lebanon. We developed comprehensive social media (SM) and influencer marketing strategies and branding campaigns to elevate their brand image across platforms. This included crafting mood boards, videos, and stories and creating various types of content like promotional and engaging content, driving sales growth, and continuously contributing to website development and design for over a year.



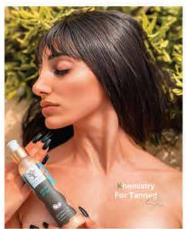




















Website

Banners



Printing

Thank you Card



Your skin's enchanting glow is the talk of the town. Thank you for choosing us and spreading KEK's beauty!

ENHANCE III







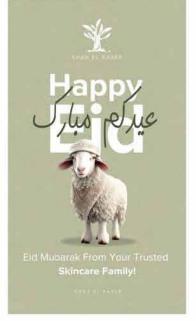




































NUR COSMETICS

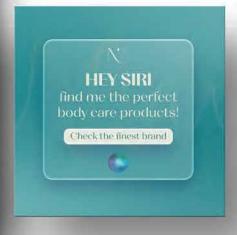
A Lebanese brand offering handcrafted body care products. From their launch, we collaborated to establish their online presence, highlighting the unique charm and quality of their handmade creations.





















KHAN AL SABOUN

A skincare and cosmetics manufacturer that uses only top-quality, environment-friendly ingredients to create effective skincare products. We helped them create genuine, interesting, and informative content that captures the essence of their natural products.















Wondering why?











BELLO BY RURZ

A makeup artistry salon. We designed a logo that embodies their art. Delicate lines, reminiscent of a perfect eyeliner, create a beautiful and sophisticated mark, perfectly reflecting Bello's dedication to flawless makeup artistry.



Bello

BEILO

bello

Bello















A premium brand based in Beirut, specializing in high-quality stick-on nails. They offer a vast collection of designs and shapes, ensuring customers have a wide variety to choose from for their nail art needs.





BEIRUT





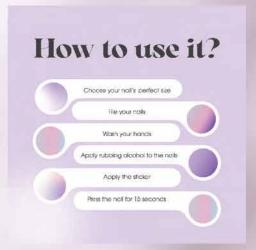












TERMINATOR

A nail salon product supplier, partnered with us to establish a brand identity and new branding, in addition to creating high-quality videos and photos for SM, establishing a strong brand presence.

























A new brand offering natural-looking contact lenses. We crafted a distinct brand identity and captured stunning product photography. To maximize brand awareness, Developing strategic posting schedules and impactful paid advertising campaigns, ensuring Lunes reached its target audience and established a strong presence in the market.

LUNES



Welcome to Lunes!

We are dedicated to providing you with high-quality lenses that come in a range of vibrant colors. Our **Luminous** lenses are made from the best materials and offer an outstanding level of comfort.

Our range of colored contact lenses ensure that you can make a fashion statement no matter what. Whether you are looking for a subtle change or something more dramatic, Lunes will help you stand out!





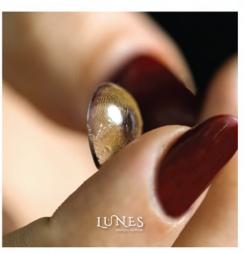












LUXURY FRAGRANCES

A prestigious showroom of original perfumes situated in a renowned Lebanese mall. We started by revamping their user-friendly website, then captured the essence of their exquisite perfumes with high-quality commercial photography. This, along with the creation of a strong brand identity, empowered us to manage their social media effectively, attracting a wider audience seeking luxurious fragrances.







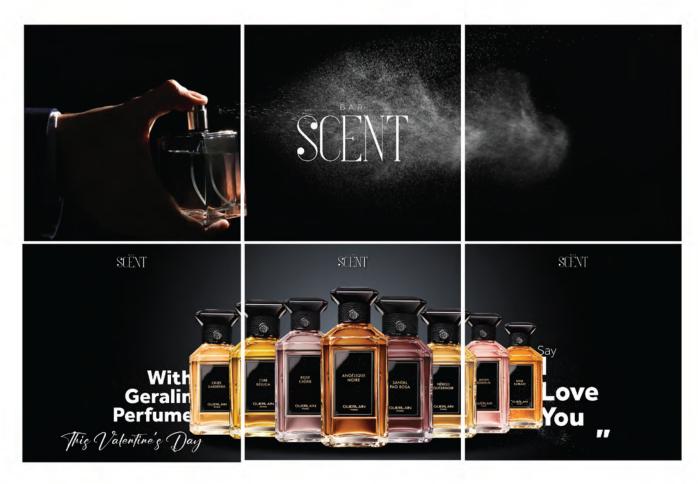


SCENT BAR

A luxury perfume store wholesaler and retailer partnered with us to establish a luxurious brand identity and skyrocket their sales across all social media platforms.











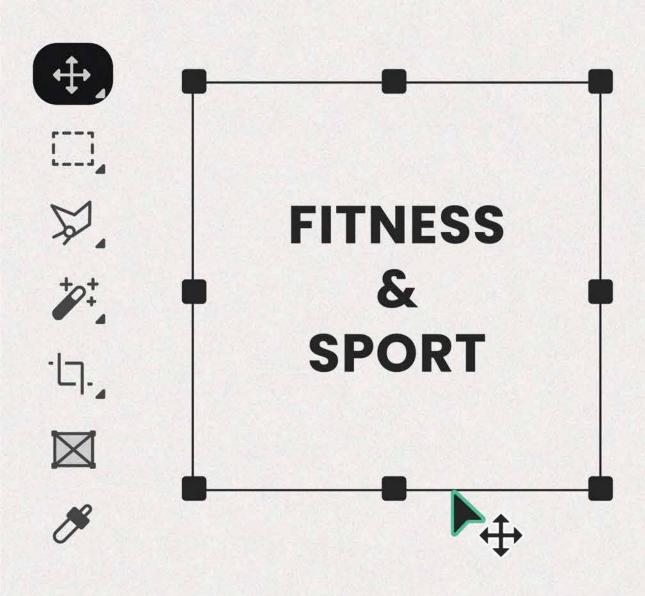












CHAMPS SPORTS

A leading Lebanese sports apparel and equipment retailer with a global clientele. Our strategic digital advertising campaigns expanded their reach significantly, connecting them with a wider audience of fitness enthusiasts seeking top-quality men's and women's sportswear, as well as essential gym equipment.









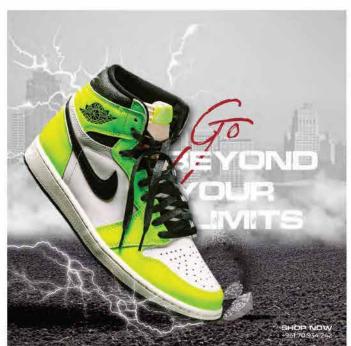








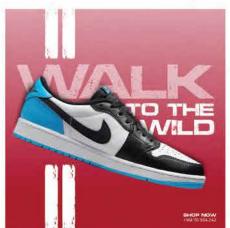












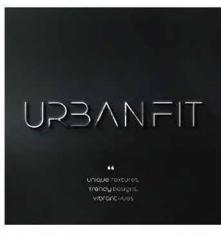
URBAN FIT

A streetwear brand that offers stylish apparel for both men and women wanted to enhance its brand image. We collaborated by utilizing advanced photo editing techniques in Photoshop to create a collection of elegant and visually captivating content. This improved visual presentation strengthens the brand identity of Urban Fit and appeals to fashion-forward customers.

URBANFIT URBANFIT

URBANFIT























BEIRUT FAN BASE

A community hub for football enthusiasts. We helped them create a social media presence that united fans and food trucks. This winning combination allowed fans to enjoy delicious food while cheering on their favorite teams, strengthening the Beirut Fan Base community and attracting new members.





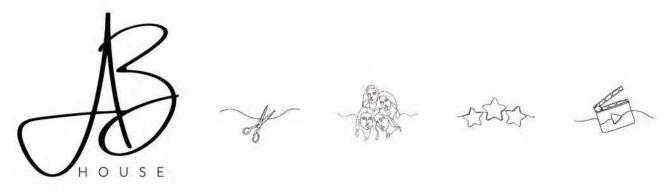


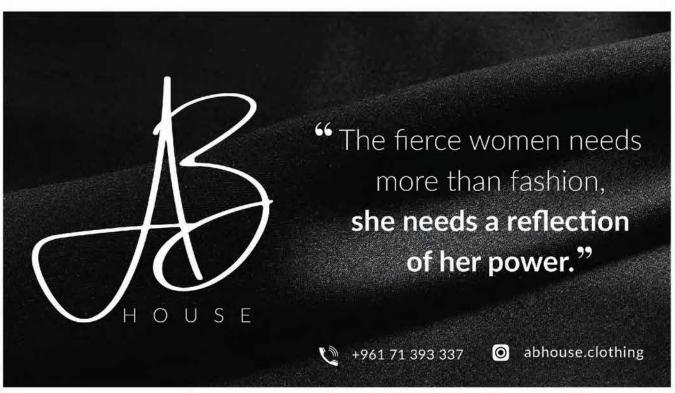




AB HOUSE

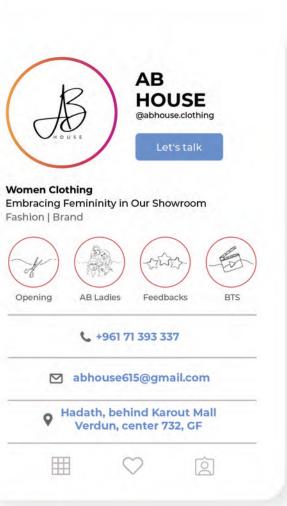
A luxury brand that works on its own designs. We worked closely with AB House team to establish mood boards that guided their photo shoots and ensured a professional outcome for their instagram page & grid.

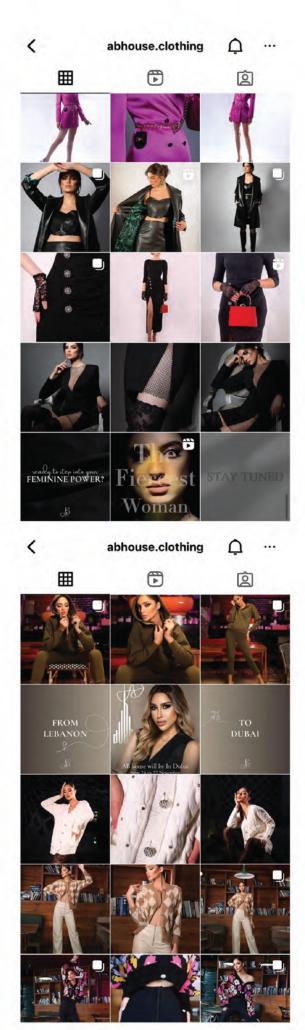












DISCOUNTER

An outlet featuring original fashion brands. We went through a rebranding process to create a new identity that incorporates a retro and nostalgic aesthetic. This is reflected in the selection of fonts, design elements, and overall visual language. Our approach is designed to evoke a sense of heritage and timeless appeal.

















EIGHT JEANS

Founded in 1998, a leading denim brand Eight Jeans decided to expand beyond their premium jeans. To showcase their complete fashion offering, including a new range of tops and dresses, we crafted compelling social media campaigns.























PRINT HUB

Printhub is a print-on-demand business where people get to customize any type of product they want. The team at IY Media was responsible for content creation, account management, and boosting to eventually get them as many leads to the website as possible.

PRINT HUB

Design it your way.



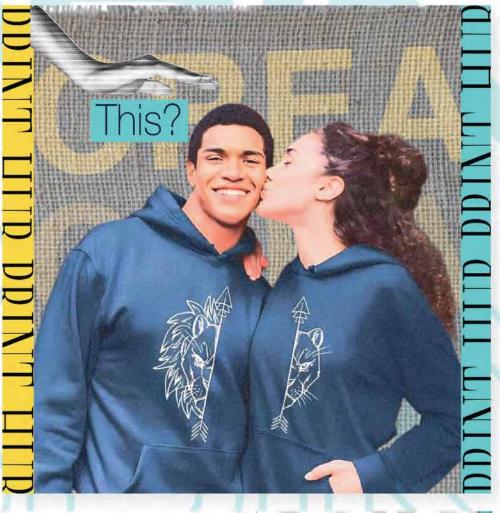




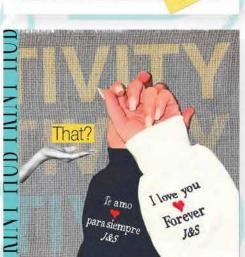


















A Lebanese brand that sells luxurious accessories. We collaborated with Siwar on bringing their vision to life by developing a mood board that captured the essence of the brand's luxury aesthetic. We then translated this mood board into a captivating photoshoot.







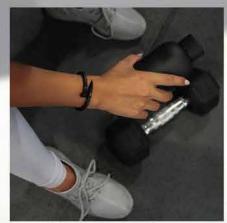


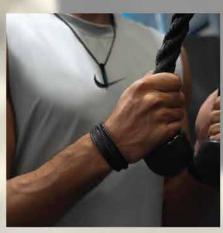
A timeless piece of luxury













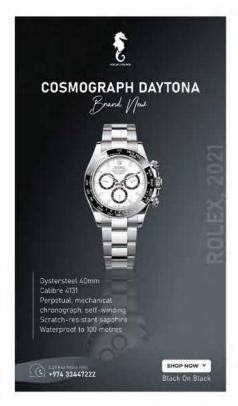


BLACK ON BLACK

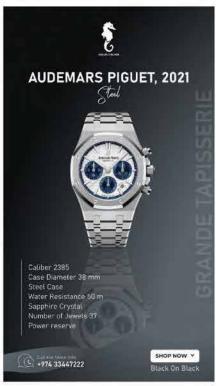
Retailer specializing in luxury watches crafted a sophisticated social media presence that exudes elegance and exclusivity through captivating visuals and targeted content that perfectly reflects the value and prestige of their watch collection. Retailer specializing in luxury watches. We created an elegant and exclusive social media presence with captivating visuals and targeted content to showcase the value and prestige of their watch collection.





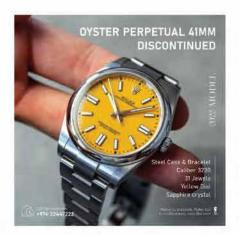




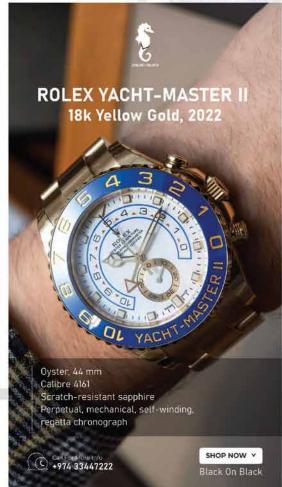
















THE WATCH SCANNER

A community dedicated to pre-owned, genuine, and certified luxury timepieces. We crafted a sophisticated brand identity and social media presence that reflects their commitment to authenticity and expertise. We built a platform where watch enthusiasts can discover and acquire coveted timepieces, or connect with The Watch Scanner's expert consultants for buying, selling, or trading.

THE WATCH S C A N N E R





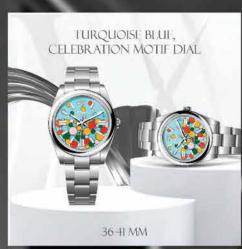


















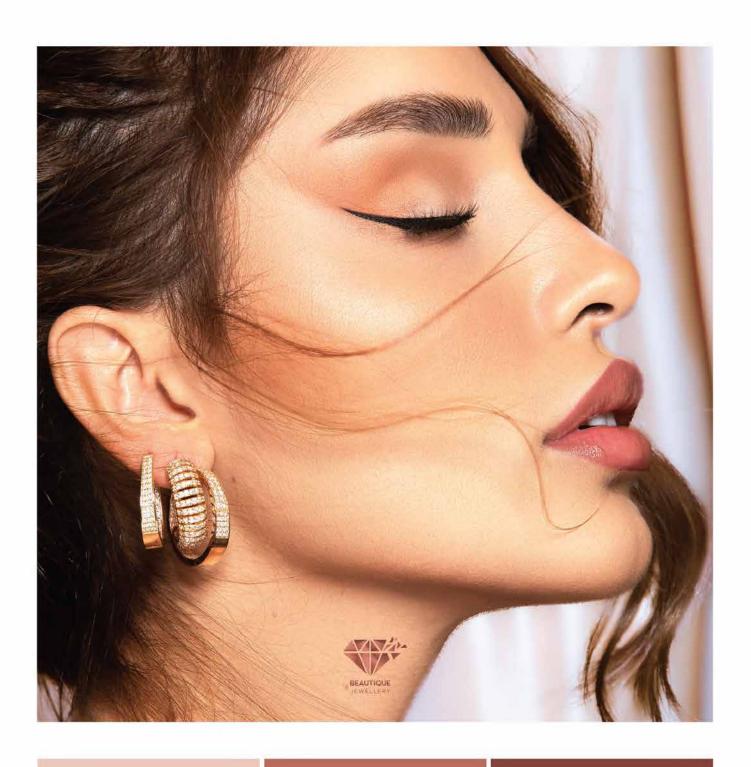
A statement of discerning affection while diamonds dance on both your wrists

HAPPY VALENTINE'S DAY



BEAUTIQUE JEWELERY

A Lebanese luxury showroom specializing in exquisite diamond pieces. Through a complete rebranding initiative, we elevated their image to a luxurious level. Crafting a captivating mood board for their photography and developing a strategic social media presence to showcase their stunning collections.















HFT-FUNDING

High-frequency trading; is an innovative investment platform offering an "algorithmic adventure" for traders. HFT leverages AI technology to provide prop firm challenges with the industry's highest success rate, making it an exciting entry point for those seeking to explore algorithmic trading.





















A digital wallet platform for cryptocurrencies targeting users in the US. We crafted their brand name and identity, ensuring a strong first impression. Leveraging our digital marketing expertise, we not only established Purpia in the US market but also facilitated expansion into new territories like the UAE.





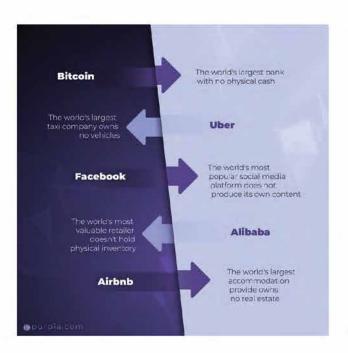






















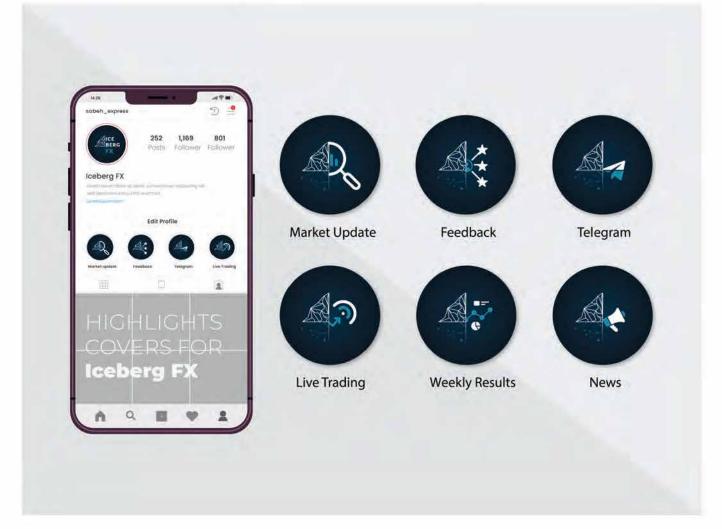
ICEBERG FX

A revolutionary forex trading platform offering automated transactions powered by a cutting-edge robot. We developed clear and engaging social media content to explain this innovative technology. This strategy aimed to educate potential users and build trust in Iceberg's automated system, empowering them to explore the future of forex trading.





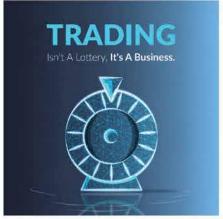




















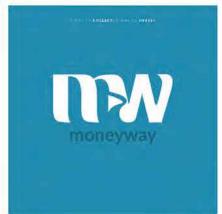


Money way offers investment and debt solutions, we worked on a content in easy-to-understand Lebanese language that effectively addresses and offers solutions to the debt collection problem with visuals that will deliver the message and leave a lasting impression.

A WAY TO COLLECT, A WAY TO INVEST







MoneyWay

















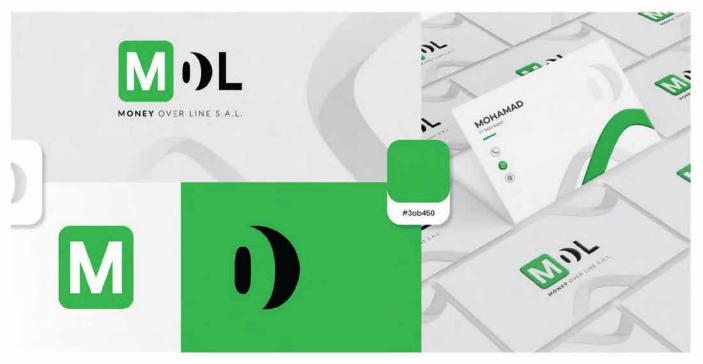






A new financial company, we worked on their logo and branding assets. Our collaboration resulted in a unique and modern visual identity that accurately represents Mol's vision and values with a commitment to secure and efficient money transfer services.







GIVETRADE

A leading international brokerage company in the forex market, we focus on crafting specialized social media content that simplifies the complexities of forex trading for our target audience. This strategy, combined with a targeted social media approach, empowers GivTrade to better connect with their clients.

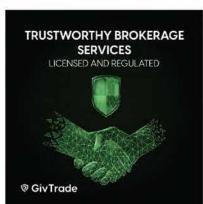
⊘ GivTrade

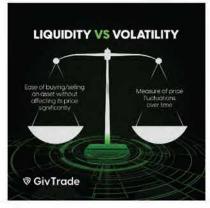




















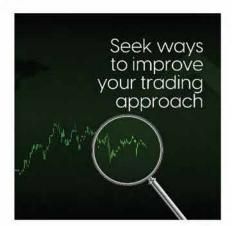






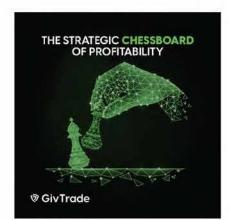


















A trading company established by a team of seasoned professionals with over 13 years of collective experience. We began collaborating individually with the company's CEO, Ali Marwani, and worked on his personal page to launch his own Trading Company.





































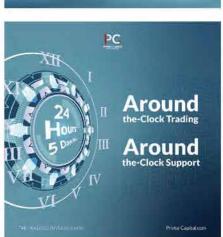
Safe & Secure Trading





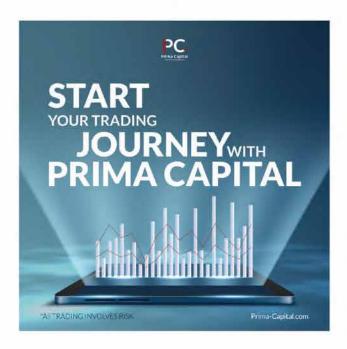










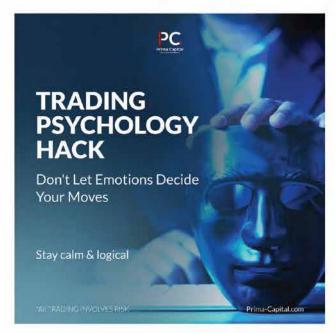


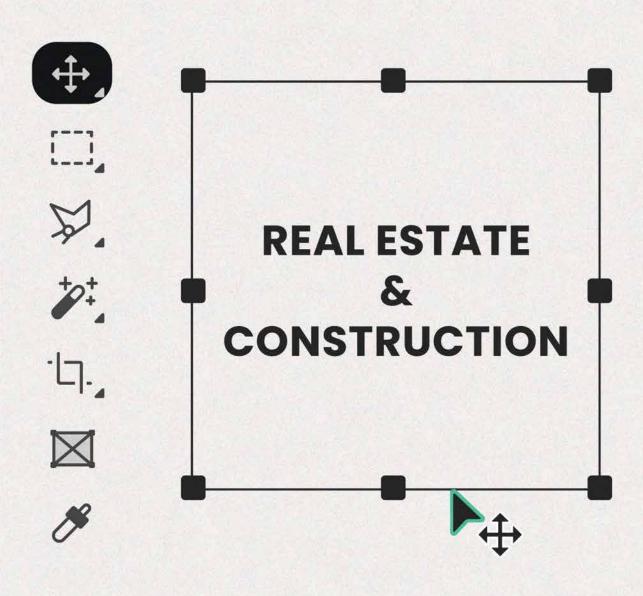














A leading renovation and contracting company. Their logo, featuring a mirrored "C" divided into two sections, reflects their core services. The three stacked layers on the right represent construction tools and materials, while the left side's paintbrush-like shape symbolizes their painting expertise. We leveraged this strong visual identity to create a compelling online presence for Triple C.











J REAL ESTATE

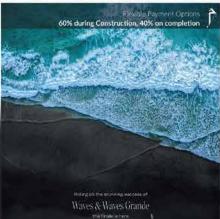
J Real Estate in Dubai is a reputable and experienced real estate company committed to providing exceptional services. Their team offers valuable insights and guidance to anyone looking to buy, sell, or rent property in the region. We helped them create an impressive social media presence that effectively showcased their portfolio of outstanding properties.



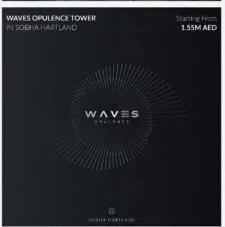








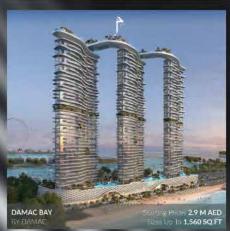
















AJRAM REAL ESTATE

A leader in luxury properties and exceptional locations, our focus was on showcasing their listings through captivating visuals and compelling descriptions. We highlighted the unique features and unparalleled beauty of each property, ensuring potential buyers could envision their dream home.



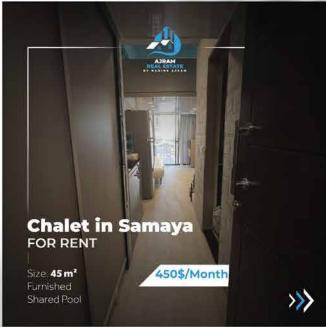




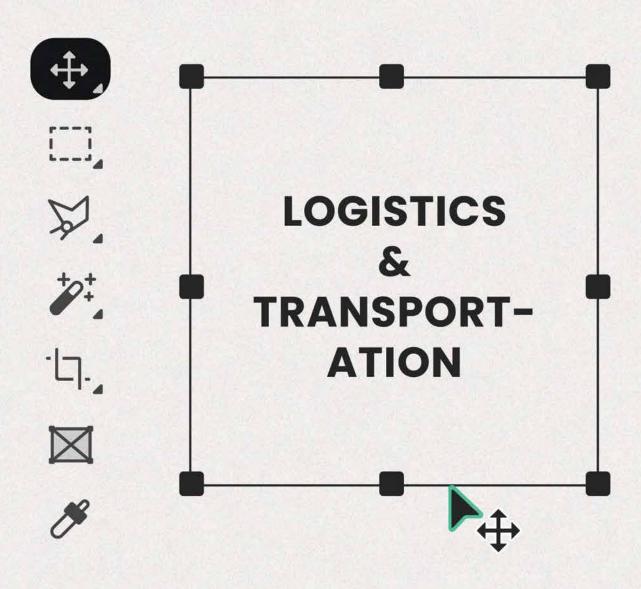












SABEH EXPRESS

A shipping company, we worked on enhancing their social media presence. We created engaging content that showcases their expertise in global cargo transportation, ensuring their target audience receives clear and informative updates about Al SAbeh's comprehensive services.



















SEVEN STARS

They provide a premium range of vehicles that are available 7/24, ensuring an unmatched experience for discerning customers who seek comfort and a touch of luxury in their transportation. We helped manage their social media to enhance their brand image and showcase the experience that their audience can expect.





















HAMZE CARGO

A leading provider of import and export services between China, Dubai, and Lebanon. We leveraged social media to elevate their brand awareness and showcase their expertise in facilitating seamless international shipping solutions.











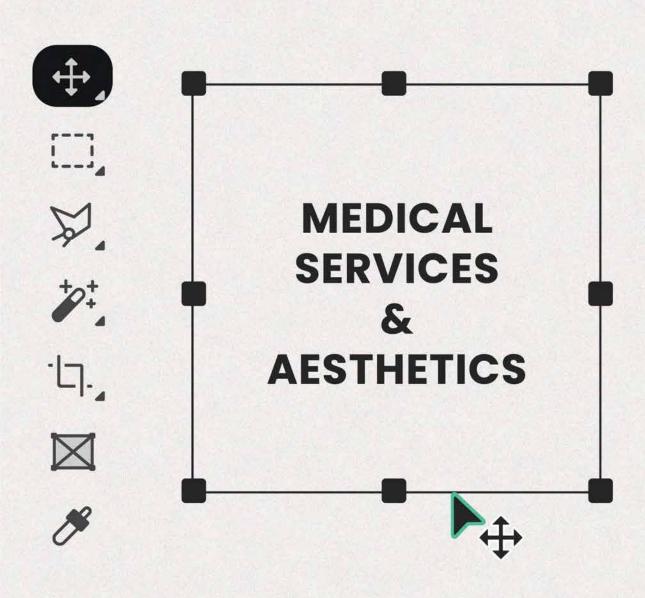














BSLC is an aesthetic clinic that initially started out as a small clinic with only one doctor and one room. However, after less than a year of collaboration, the clinic has grown to a center under BSLC with a larger team and a loyal customer base.







- Reduced Brown Spots And Age Spots.
- O Improved Texture Of Leathery, Sun-damaged Skin.
- Reduced appearance of certain types of acne.
- Fewer fine lines and wrinkles.
- O Improved Appearance Of Skin With Melasma.
- O Increased Skin Elasticity And Hydration.







Interesting facts about men's skin!

1. Men's skin is **thicker** than women's **by 25%**.

 Men's skin produces more oil than women's skin. This is due to the higher levels of testosterone.

3. Men are more likely to get sunburned because they have less melanin.

4. Men's skin ages more slowly than women's because it has a thicker dermis and more collagen.







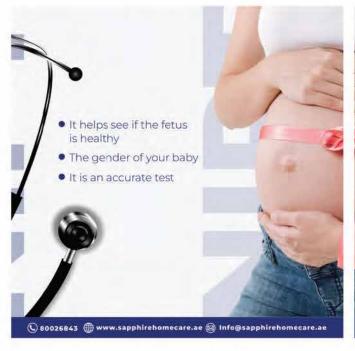
SAPPHIRE

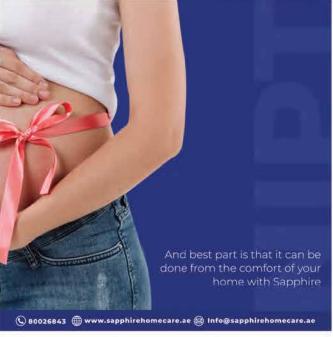
A trusted provider of in-home healthcare and lab testing services. We build a professional social media presence for Sapphire, focusing on informative and engaging medical content on Instagram. This strategy helped build trust and awareness among potential patients seeking convenient and high-quality healthcare at home.













MESTRAH

Dr. Mestrah is a surgical ophthalmologist. We created a professional social media profile that highlighted his expertise and the latest developments in eye care. This informative strategy helped patients to make informed decisions regarding their eye health, thus cementing Dr. Mestrah's reputation as a reliable vision specialist.

















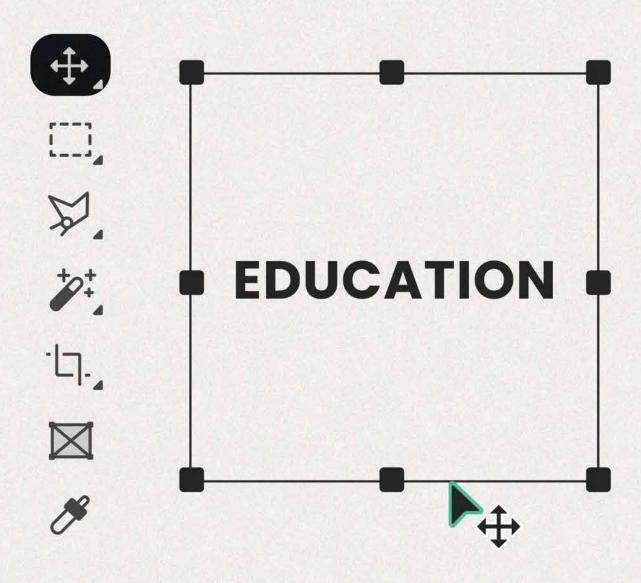












U-EXPAND

An educational and development center in Lebanon with a focus on teaching and personal growth, partnered with us to transform their social media presence. We developed a strategy that combined educational and promotional content, effectively elevating their brand image and setting them on the right path to success.

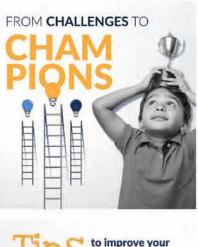










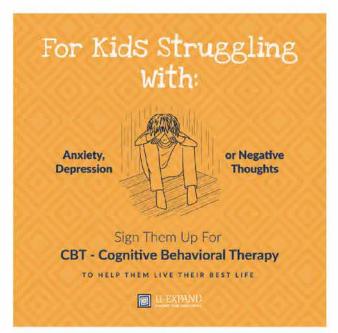


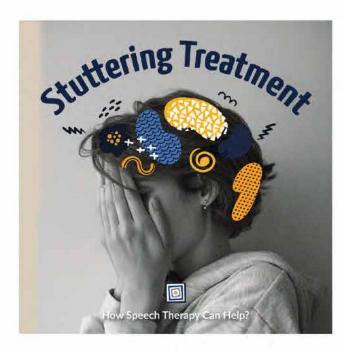
a group















JOHNNY KHOURY

A music academy specializing in vocal training. Our social media strategy balanced educational and engaging content featuring Johnny Khoury's expertise with targeted commercials promoting his singing classes. This approach attracted new students while solidifying Johnny Khoury's reputation as a leading vocal coach.





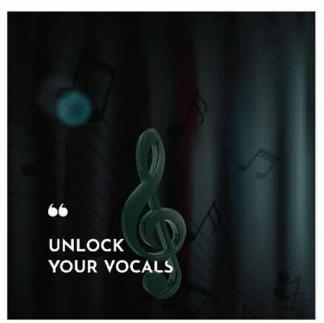


















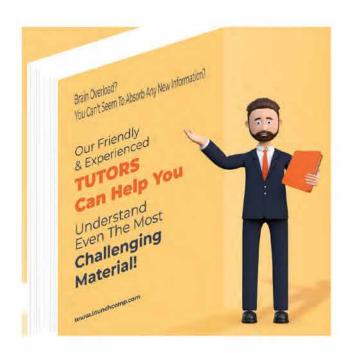


LAUNCH COMPANY

Community of tutors, developers, and consultants. They empower students by providing academic support and resources. Through social media campaigns and diverse content, we helped Launch Company connect with students and showcase their expertise for learners seeking academic success.

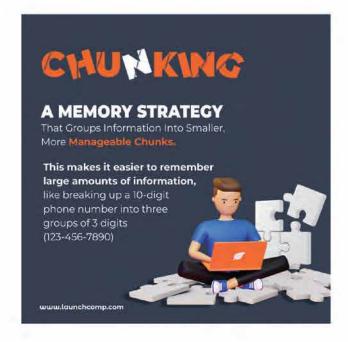






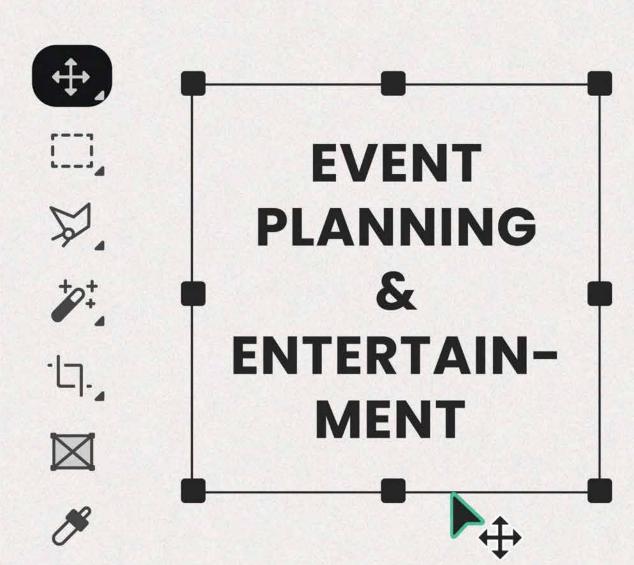






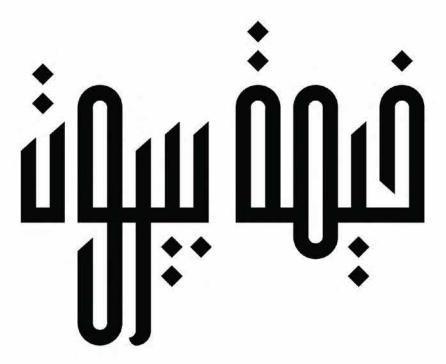




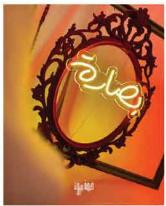


KHAYMET BEIRUT

Khaymet Beirut is a Ramadan Tent that opened last year, providing a vibrant atmosphere for the Ramadan nights. We had the pleasure of capturing the joyous moments through our lens, showcasing the Arab traditions, decorations, and food. Khaymet Beirut is a destination for unforgettable Ramadan experiences.







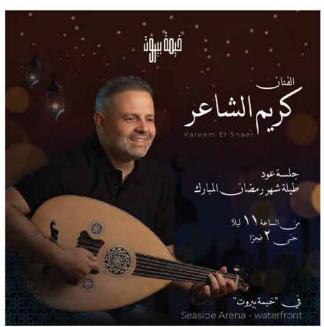






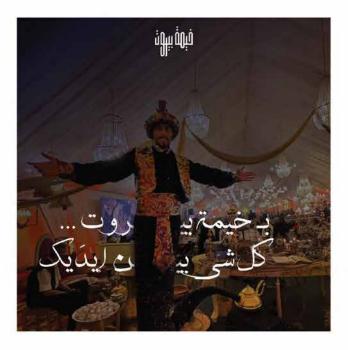












AFROBIANO

A dynamic event planner specializing in unforgettable Afrobeat festivals. We successfully managed their latest event, featuring a vibrant mix of multiple artists and DJs. The next Afrobiano festival is slated for summer 2024, and we can't wait to create another electrifying experience.



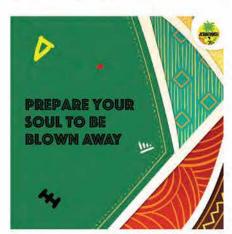




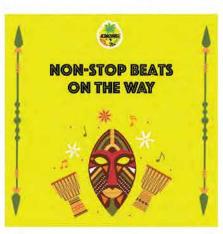




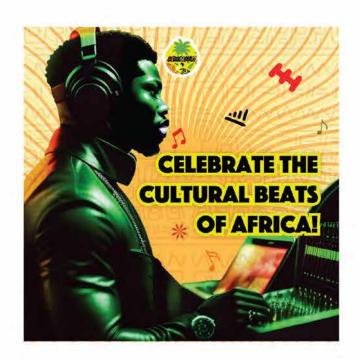




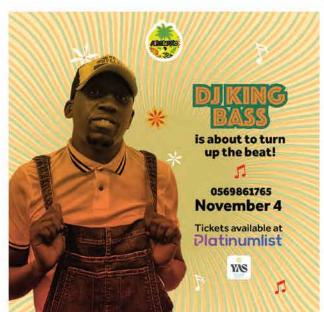


















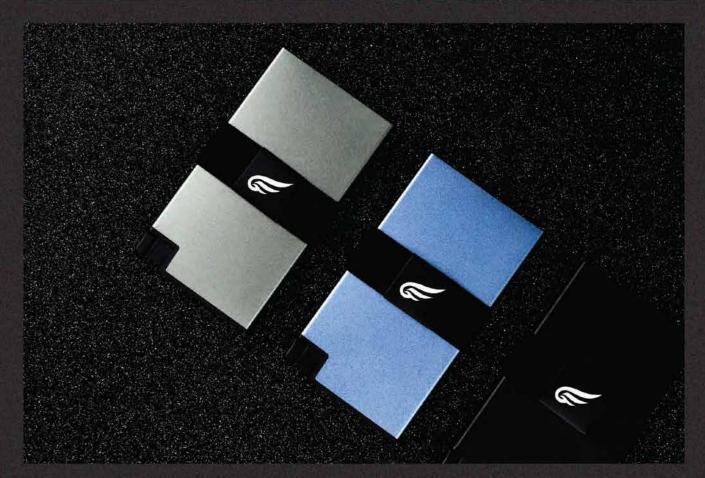


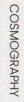
COSMOGRAPHY

To accurately capture the essence of your brand, we carefully create custom mood boards informed by in-depth trend research, competitor analysis, and visual studies. This approach translates into professional and commercially-driven social media photography that is perfectly optimized for high-performing paid advertising campaigns.



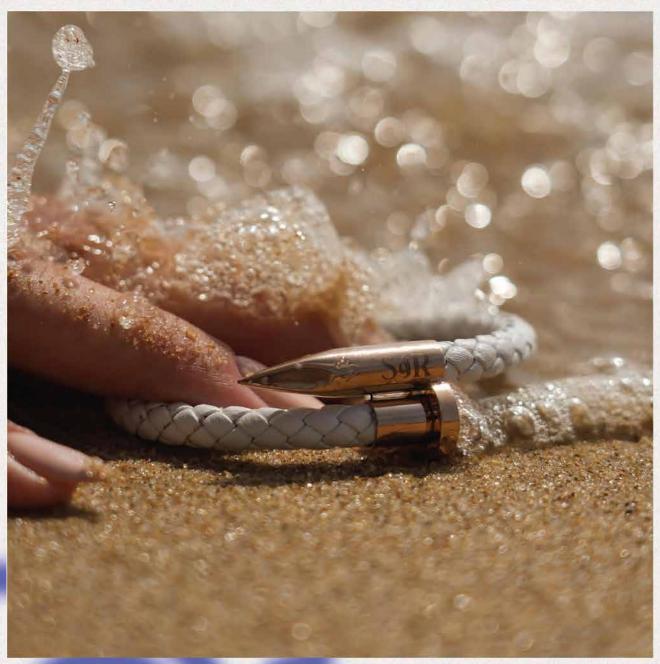












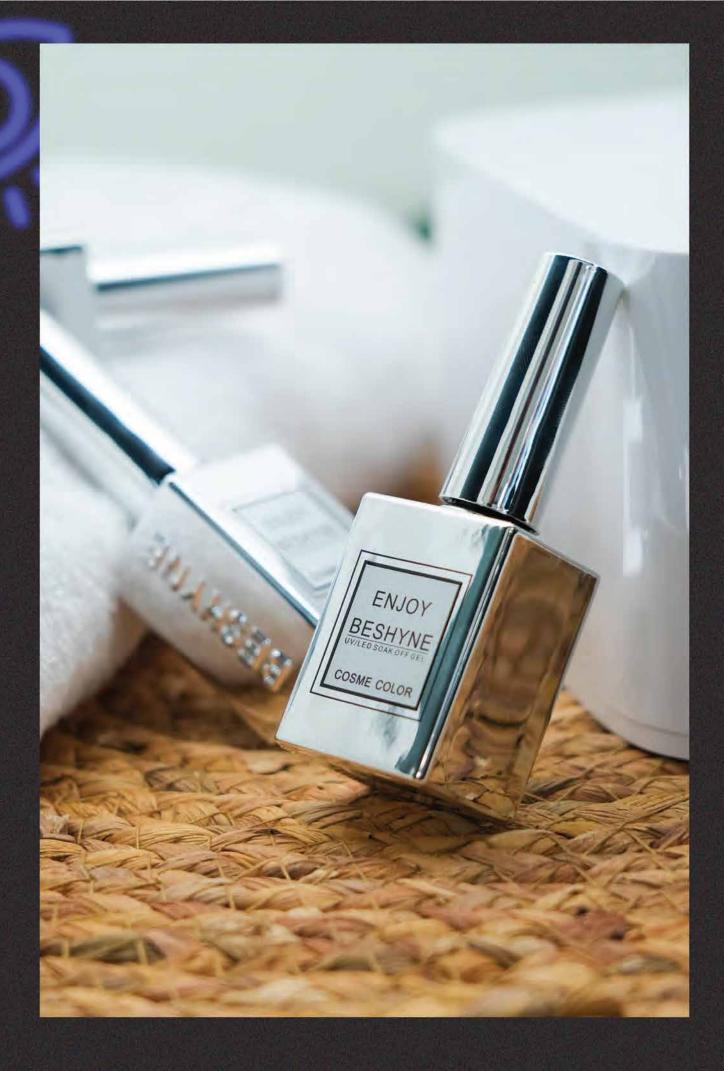














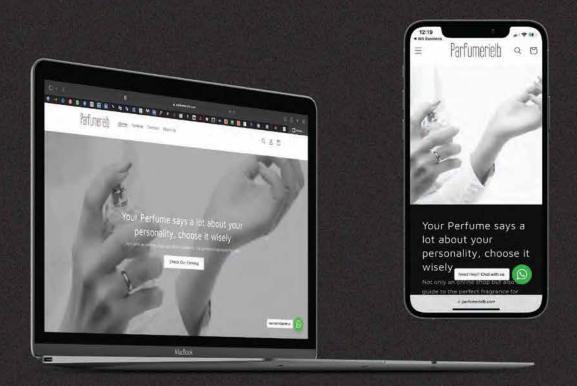


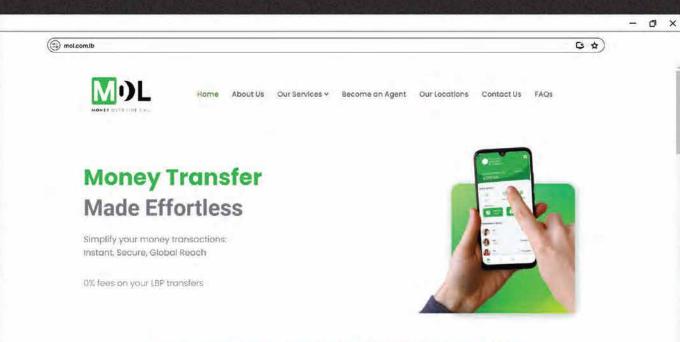




WEBSITE LIFTOFF

A unique restaurant concept offering healthy meal plans, spanning across UAE, Egypt, and Lebanon, provides customers with a delicious and hassle-free approach to healthy eating. Together, we boosted their sales, though the implementing the right commercial, content, design and video strategies.

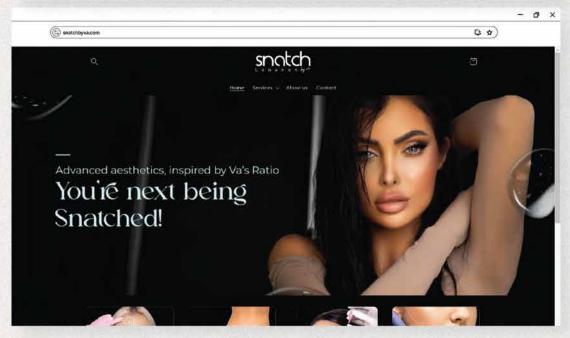


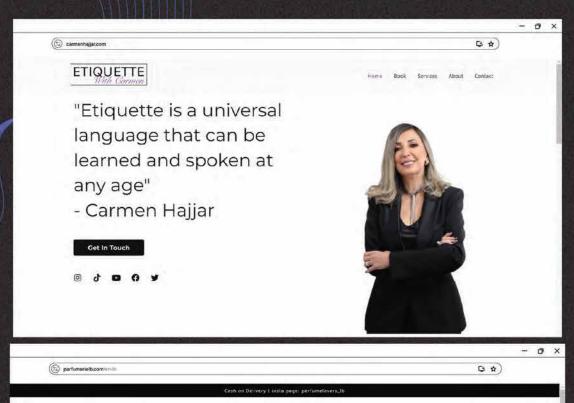


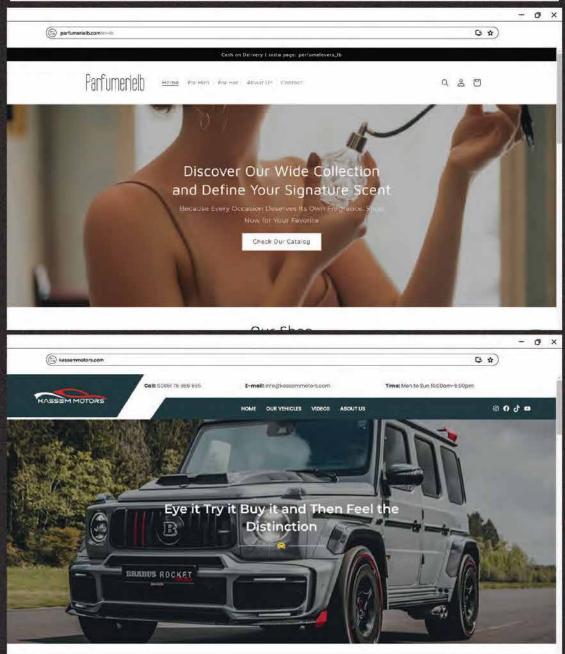
Committed to Safely Connecting You with Your Loved Ones, Wherever You Are.









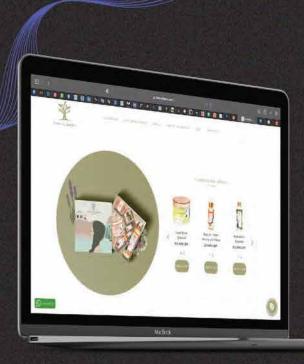








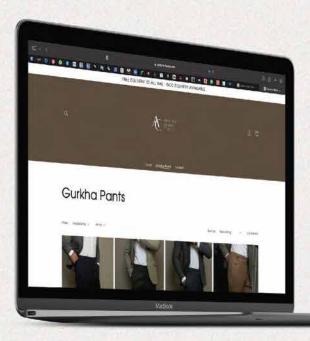


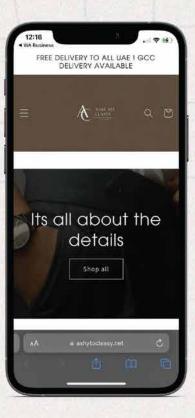










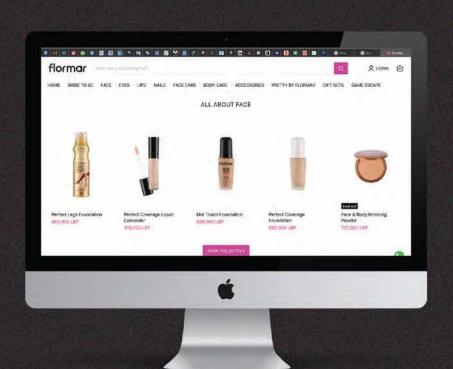














THE END? Meh... It's the start!

This is just a glimpse into the incredible 2023 journey we've shared with over 200 Digi-Partners across various industries and countries. We're proud to be a part of their success stories through the power of social media!

Are you ready to turn the page and write your business success story on the 2024 IY Media Booklet pages?

