



AGENCY PROFILE



Here is marca
Where reality meets
Creativity

ABOUT OUR AGENCY

From marketing communication to public relations to branding, and everything in-between. We're the high-powered marketing fuel that takes your business further and higher. To exactly where it needs to be - among the stars!



Marca Culture

Our core values are the foundations on which our company is built. These define what is important, and how we conduct business. Our daily commitment to these core values make our agency and our employees stand out from the ordinary.

Our values

Creativity

Value Creation

Excellence

Our behaviors

Respect

Care

Perform

Our Partners

In our professional hands,
marketing communication is
the force-multiplier that
delivers real-world success for
your brand and organization.

Creative



Change Management



Events



Web & Software



Our Clients





Meet the Team





Ahmed Al Hadhrami

Founder

Marca's Founder Ahmed Al Hadhrami is a corporate communications, media, marketing and change management expert with extensive experience in delivering integrated solutions within the Oil & Gas sector, and within a number of major multi-national companies. Ahmed is leading Marca on its mission to build better brands, better organizations, and a better world.



+6 Years of Experience

Sina

Head of Design

As Marca's Creative Director, Sina employs his expertise to conceptualize and craft visually compelling stories that deeply resonate with any target audience.



+6 Years of Experience

Aysha

Head of Operations

Aysha Almazidi is a marketing, communications, and IT expert with strong project management skills, known for delivering impactful campaigns through clear communication and problem-solving.



+15 Years of Experience

Paul

Head of Content

As a copywriter, writer and editor, Paul has multiple years' experience creating compelling content for agencies both in Oman, and abroad.



Sweetsell

Media Relation Specialist



Ammar

Creative director



Ahmed

Graphic Designer



Abha

Media Specialist & Content writer



Soori

Ui/Ux Designer



M.Hussain

Motion Designer



Nassra

Finaliser

Our Works



HONDA

The Power of Dreams

For OMASCO – Oman Marketing and Services Company LLC – our team got behind the wheel for their latest Honda social media marketing drive. Focusing on the popular Honda Accord 1.5 and Honda HR-V, we put together the marketing visuals and messaging designed to make a powerful and positive impact on both existing and potential Honda customers across Oman (especially during the Ramadan and Eid periods in 2025).

HONDA | How we move you.
The Power of Dreams | CREATE ► TRANSCEND, AUGMENT

Accord

سيارتك صائمة عن الصرف
وتمشيك أميال



إبتداءً من 11,799 ر.ع
6 سنوات ضمان
تسجيل المركبة مجاناً
40 ألف كيلومتر صيانة مجانية

يسري العرض من 23 فبراير إلى 15 أبريل 2025. تطبق الشروط والأحكام

HONDA | How we move you.
The Power of Dreams | CREATE ► TRANSCEND, AUGMENT

HR-V

سيارتك صائمة عن الصرف
وتمشيك أميال




إبتداءً من 10,150 ر.ع
6 سنوات ضمان
تسجيل المركبة مجاناً
40 ألف كيلومتر صيانة مجانية

يسري العرض من 23 فبراير إلى 15 أبريل 2025. تطبق الشروط والأحكام

HONDA | How we move you.
The Power of Dreams | CREATE ► TRANSCEND, AUGMENT

Odyssey

With Honda's Cost-Saving
Performance And Reliability
You Won't Be Fasting Alone




Starting from OMR 16,690
6 year warranty
Free registration
Free 40K service

Offer is valid from 23rd February to 15th April 2025. Terms & Conditions apply.




For OMASCO's flagship Volvo brand, Marca's mission was to showcase on social media how the Volvo Oman service team is standing by to deliver more of the luxury, safety and performance that Volvo owners in Oman have learned to appreciate. Central to the campaign was a call to action for owners to have their older Volvo model fitted with a complimentary 2025 software upgrade.

Rial 1



Living in the past?
Give your Volvo the latest **2025 software upgrade**,
for just **OMR 1**

Book today!

VOLVO | 

The offer is valid from 7th March to 30th May 2025. Terms & conditions apply

Rial 1



Living in the past?
Give your Volvo the latest **2025 software upgrade**,
for just **OMR 1**

Book today!

VOLVO | 

The offer is valid from 7th March to 30th May 2025. Terms & conditions apply



In December 2024, Nazdaher's Oman Nation brand visual identity voting campaign formed the first of many public engagement initiatives planned for the Sultanate's ongoing nation branding strategy. For the campaign, Marca developed a comprehensive social media strategy. We were also on hand to create the visual content and messaging to accompany daily posting requirements, along with press releases and other marketing/communication collateral. The campaign was a remarkable success, with over 62,500 Omani citizens and residents from all over the country casting their votes.

#MyOmanMyStory

Cast your vote to select Oman Nation Brand Visual Identity

Voting opens 26 - 29 December 2024

#VoteNow



omanbrand_om

www.omanbrand.om





صَوْتٌ لِقِصَّتِنَا

صوتك يُحدث فرقاً و كل صوت منا
يسهم في تعريف قصتنا للعالم

صَوْتُ الْآن

www.omanbrand.om



omanbrand_om



My Oman My Story

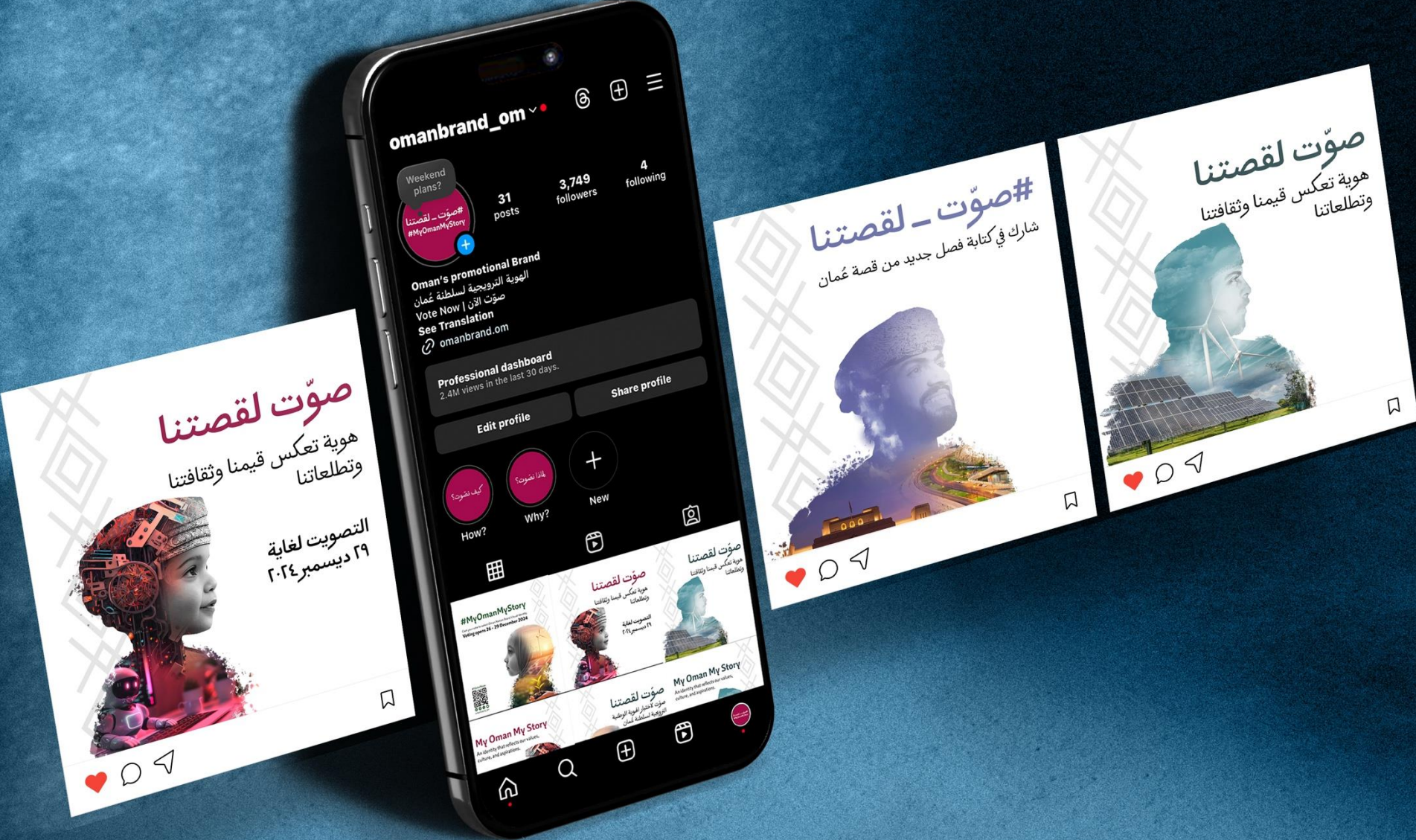
Every voice counts toward defining our
story for the world

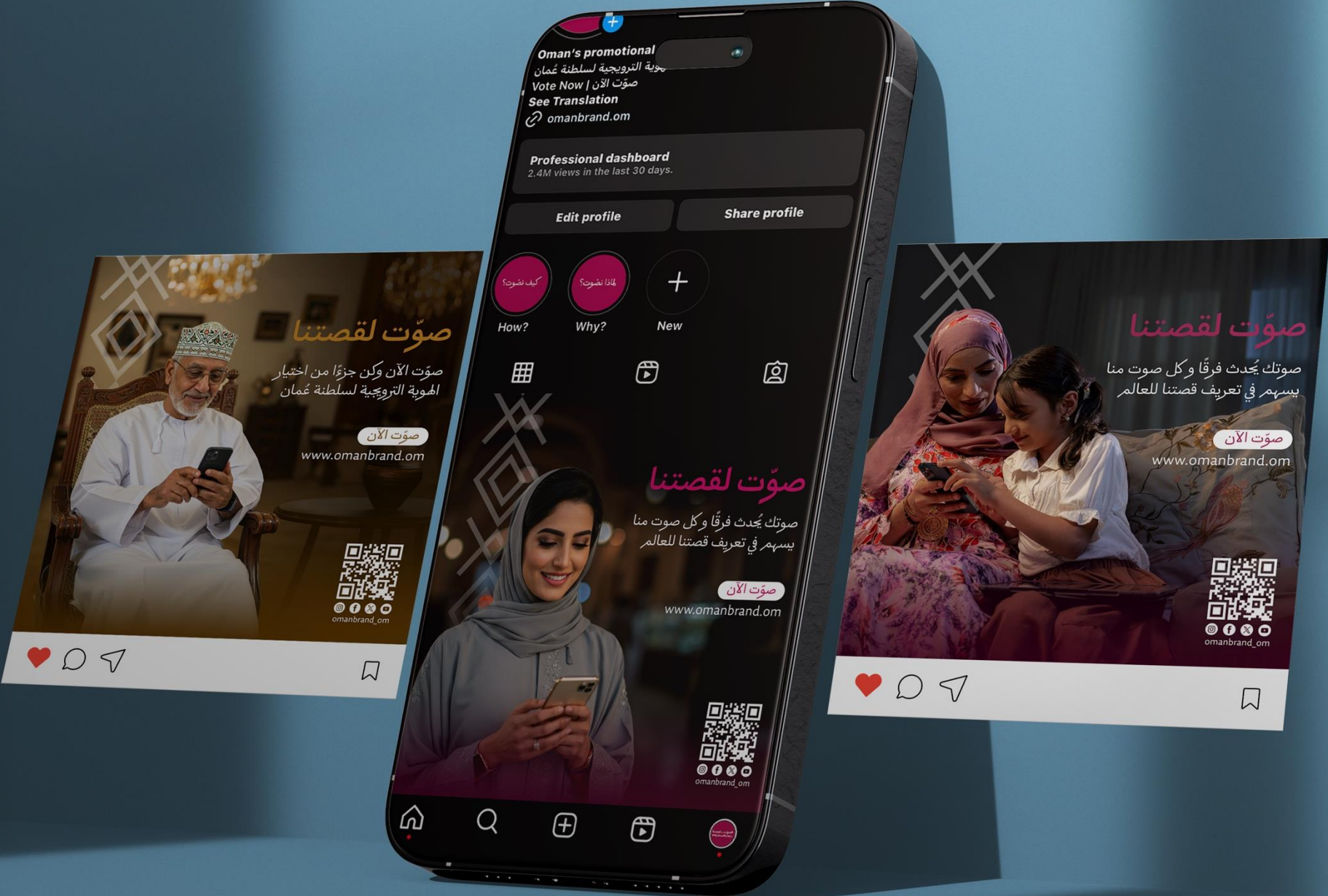
Vote Now

www.omanbrand.om



omanbrand_om







#MyOmanMyStory
Cast your vote to select
Oman Nation Brand Visual Identity

Voting opens
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www.omanbrand.om

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www.omanbrand.om

فتح باب التصويت المجتمعي لاختيار الهوية البصرية الترويجية لسلطنة عُمان

www.omanbrand.om

لماذا هذه الحملة؟

بعد ١٢ شهراً من البحث المكثف، تهدف الحملة لتعزيز قصة سلطنة عُمان من خلال هوية مستوحاة من عناصر تصميم متنوعة ومبتكرة.

ما هي الحملة؟

حملة وطنية لاختيار الهوية البصرية الترويجية لسلطنة عُمان، وهي ضمن استراتيجية طويلة تهدف لعرض قصة سلطنة عُمان الملهمة للعالم.

خطوة القادمة >>



صوت الآن

الإعلان عن الهوية الفائزة في أوائل عام ٢٠٢٥

الهوية الفائزة ستصبح الهوية البصرية الترويجية لسلطنة عُمان

التصويت على الهوية البصرية الترويجية

قم بزيارة الموقع الإلكتروني omanbrand.om

ادخل بياناتك

اختر التصميم المفضل من بين خيارات المنافسة

احفظ على كفة "تصويت" التصويت

omanbrand_om

Voting for Oman's Promotional Brand

www.omanbrand.om

What is the campaign?

The Sultanate's country-wide Oman Promotional Visual Identity Voting Campaign is dedicated to selecting a visual identity for the long-term nation brand strategy aimed at showcasing Oman's inspiring story to the world.

Why this campaign?

After 12 months of extensive research, the campaign aims to enhance Oman's promotional positioning through a brand inspired by diverse and innovative Omani design elements.

Voting for Oman's Promotional Brand

- 1 Visit omanbrand.om
- 2 Select your preferred logo from the available options
- 3 Enter your information
- 4 Click on "Vote"

Voting Mechanism

Next Step >>

The winning identity will be announced **early 2025**

The winning logo will become the official emblem of Oman's promotional visual identity



Vote Now!

omanbrand_om



Marca was proud to collaborate with Dera'a on their latest “Essence of Elegance” campaign, celebrating the art of perfumery through immersive storytelling and captivating visuals. Showcasing the brand’s exceptional craftsmanship and luxurious fragrances, the campaign highlighted Dera’a’s sophistication and elegance. With extensive experience in the perfume industry and beyond, Marca delivers innovative campaigns that elevate brands across diverse markets.

درعه
DERAAH

Since 1976

متوفر الآن

عطر
روباست

براون
ليذر



درعه
DERAAH

Since 1976

اهدي من تحب

تشكيلة من الهدايا الراقية
في انتظارك

ساعة براود ستيل
فضي رجالي



درعه
DERAAH

Since 1976

اهدي من تحب

تشكيلة من الهدايا الراقية
في انتظارك

طقم سوارية جديد





Marca was proud to collaborate with Visit Oman on their engaging Trade Partner Handbook Project, designed to inspire and encourage travelers to explore Oman. The flip book beautifully showcased Oman's breathtaking landscapes, rich cultural heritage, and unique experiences through stunning visuals and rich, informative content. Combining creativity with impactful storytelling, Marca brought Oman's vibrant charm to life, creating an unforgettable invitation for the world to discover this captivating destination.



EXCURSIONS

With a selection of over 80 experiences, below is a snapshot of our most popular offerings, with prices starting from...

Excursion

Duration

Muscat City Tour	4 hours
Salaan City Tour	4 hours
Daymaniyah Island Snorkelling Trip	2 hours
Dolphin Watching Trip	8 hours
Desert Safari Tour	8 hours
Navar to Jabal Akhdar Day Trip	

Price

OMR 53 | STD 3-1 pax
OMR 65 | AWD 4-1 pax
OMR 94 | Mini Van 7-1 pax

Trade Partner Handbook

EVERYTHING OMAN HAS TO OFFER,
READY TO BE EXPLORED WITH VISIT OMAN
Partner with Visit Oman to unlock the
limitless potential of Oman for your clients!
<https://booking.visitoman.om>

VISIT OMAN

POWERED BY
OC





RELAX & RECHARGE WITH LOUNGE ACCESS

Majan Lounge (OMR 13 pp)

Travellers can unwind on the 7th floor of the Departure Terminal at Muscat International Airport, starting at 9:00 am. Amenities include:

- Complimentary Wi-Fi
- Quiet area for relaxation
- Workstations
- Laptops available for use
- Conference rooms
- Food and drinks available

Primeclass Lounge (OMR 22 pp MCT | OMR 11 pp DQM)

Guests can indulge in a premium 24/7 experience at Muscat International Airport (5th floor, Departure Terminal), or Duqm International Airport. Amenities include:

- Buffet spread of local and international dishes
- Beverages and alcoholic drinks
- Sports, gaming zone, cinema, and kids' play area
- Private suites, and family rooms
- Meetings rooms
- Designated prayer area
- Shower facilities
- Relaxing zone, and massage chairs
- Smoking area

5 TRANSFERS

17

 Muscat

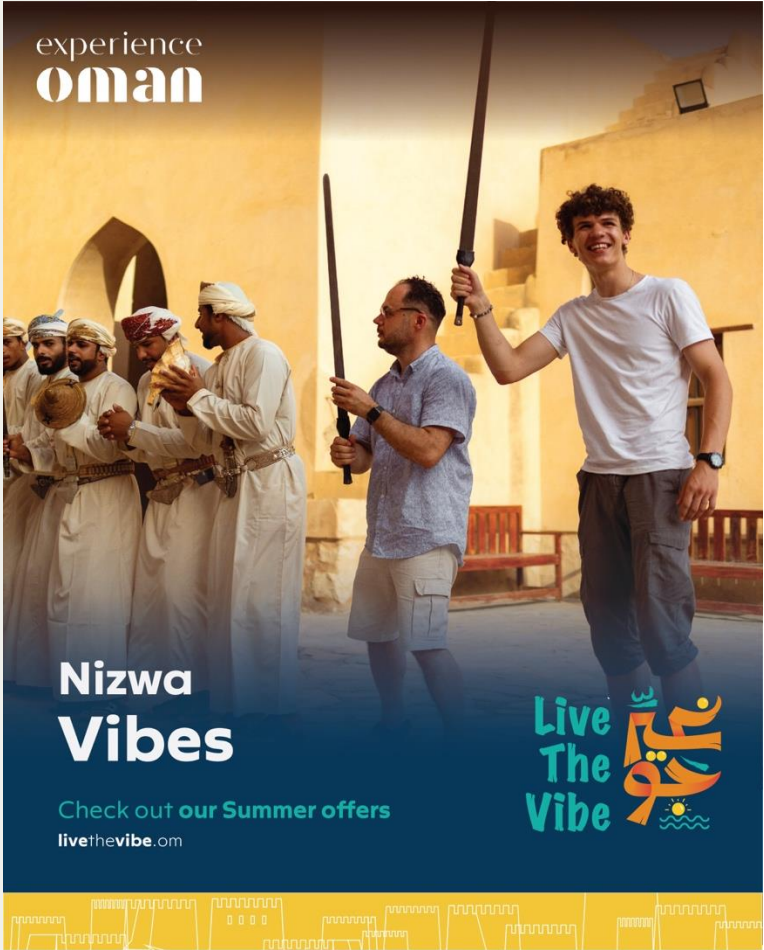


Seasons



Marca was proud to collaborate with Visit Oman, in association with OMRAN and Experience Oman, for their latest “Live the Vibe” project; an inspiring campaign dedicated to enhancing tourism in Oman by showcasing its rich cultural heritage and stunning natural landscapes. Through the power of storytelling and engaging visuals, the campaign brings to life the unique experiences that make Oman a vibrant and captivating destination.









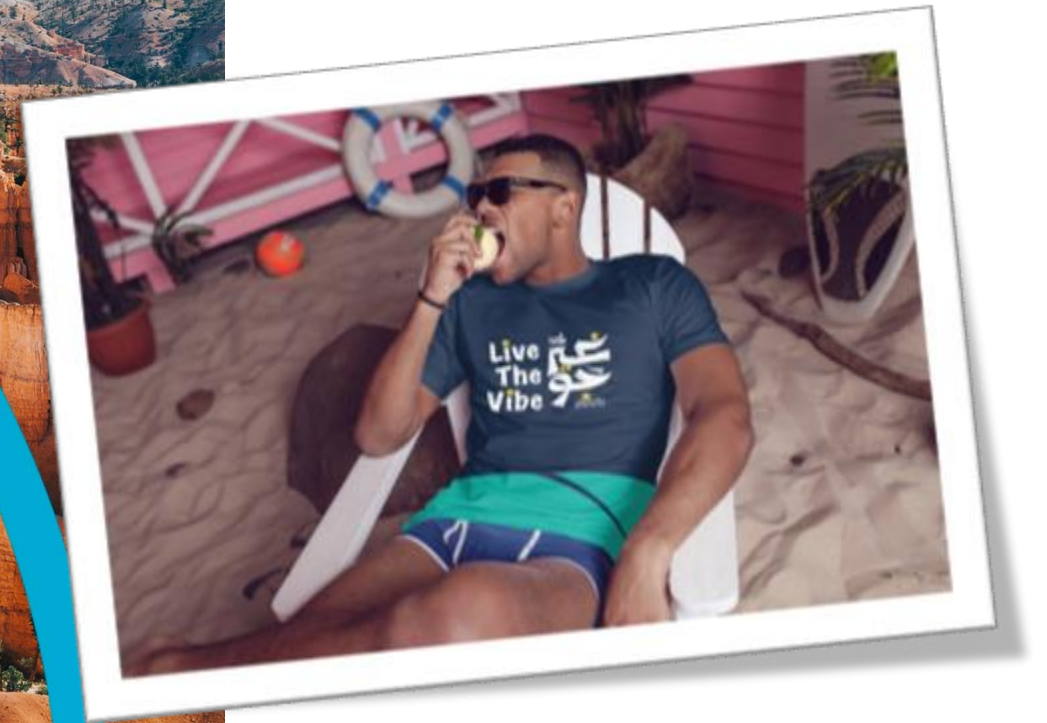
Live_the_vibe
Oman



12,853 likes

Live_the_vibe Live the vibe of your life and be happy
we have special offers for you!

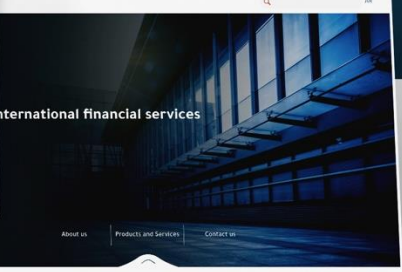
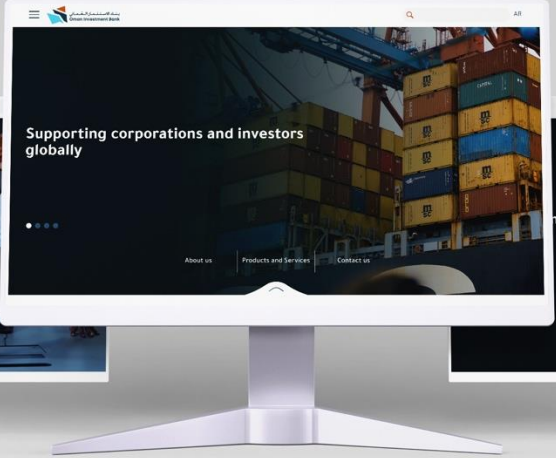
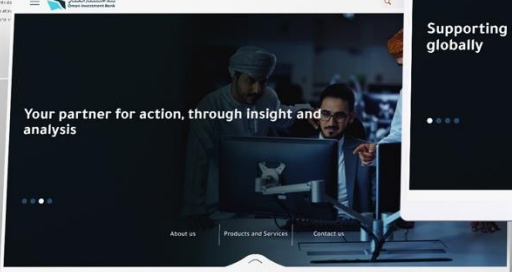
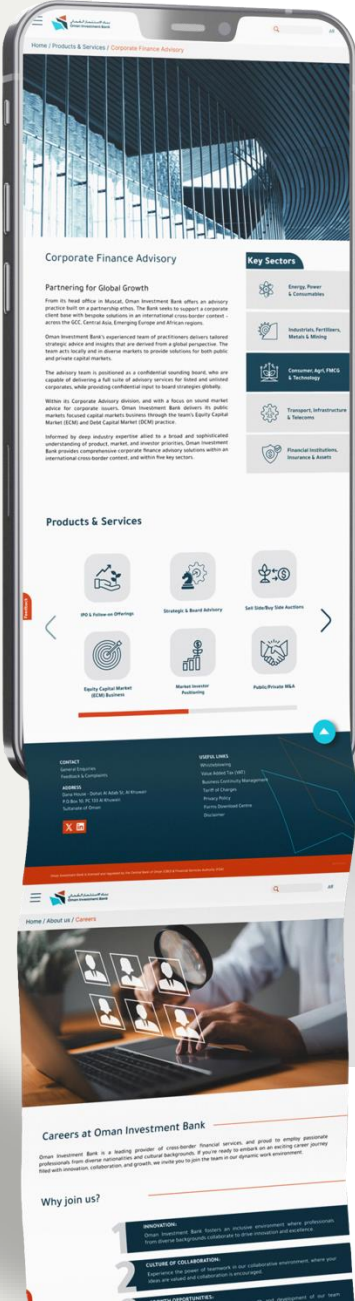
@instagram #oman #beautiful #funny #dailypost

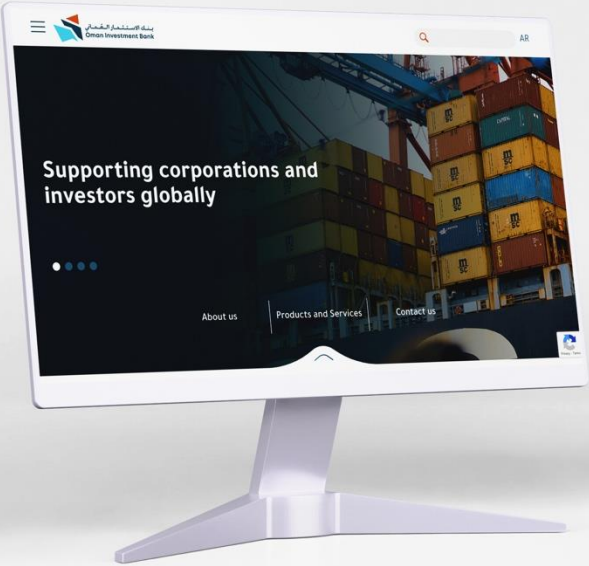
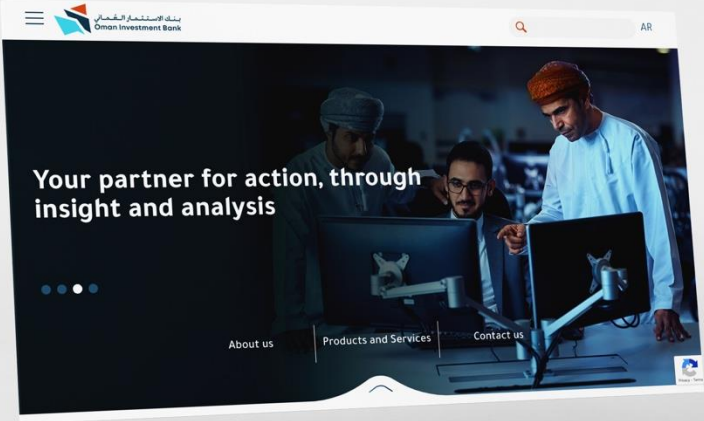


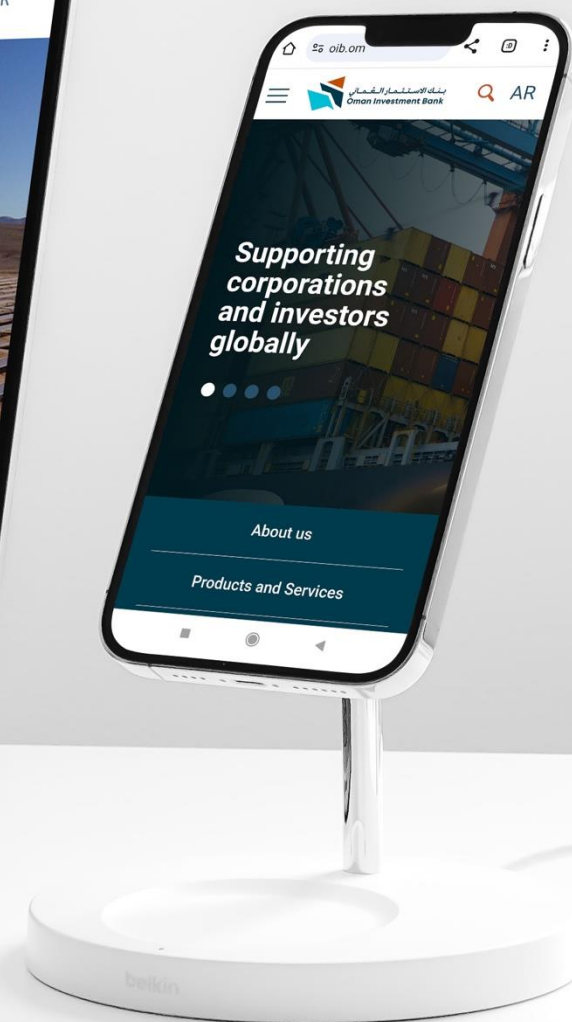
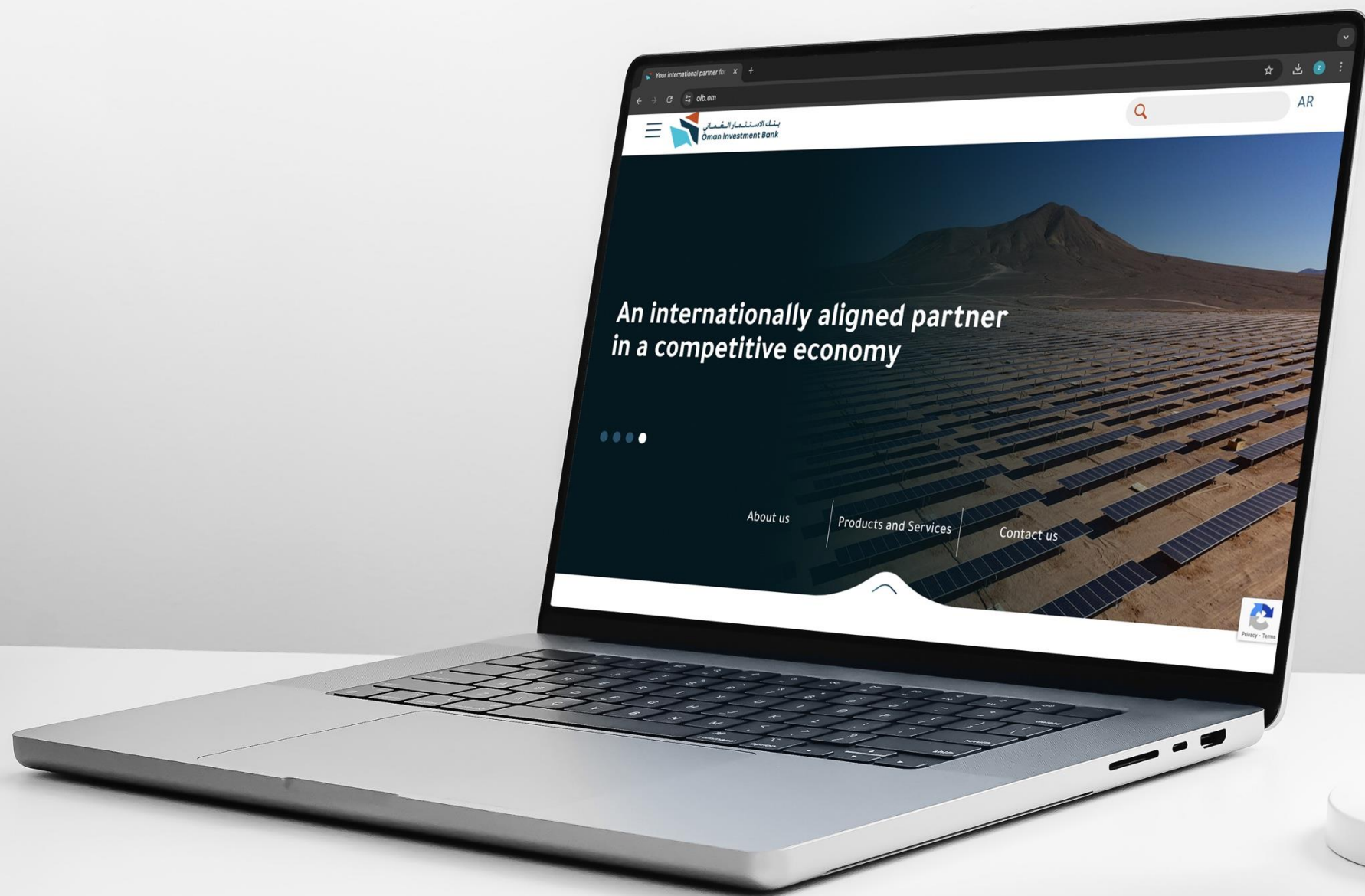
بنك الاستثمار العُماني
Oman Investment Bank



Marca is currently in the process of developing and finalizing Oman Investment Bank's website presence in English and Arabic. Our team is also in the process of developing and managing the bank's social media campaign for the 2024 year. (Our writers also compile Oman Investment Bank's press releases in Arabic/English).









Marca has had the privilege of working with Oman Airports Management Company on a multiple range of projects. Most noteworthy, our team conceptualized and designed the Oman Airports marketing department's brand new Brand Guideline in 2023. We also compiled their 2022 Annual Report, and now continue to oversee Oman Airports' many content writing and editorial projects. Marca is proud to be contributing to Oman Airports' vision to be the nation's "Gateways to Beauty & Opportunity".





2015
Salalah Airport opening

2018
New Muscat International Airport terminal opening

... ago with our inception, ... international & regional

We're privileged to have a number of representations in both ACI World and ACI regional committees (2022-2023)



Aimen Al-Hosni
Chairman, ACI World
CEO Oman Airports



Nagy Abu Zeid
Chair, ACI Asia-Pacific Regional Economics Committee
VP, Corporate Planning



Abdullah Al-Yafaei
Member, Regional Human Resources Committee, ACI Asia-Pacific
VP Support Services



Saud Al-Hubaishi
Member, ACI World Facilitation & Service Committee
VP, Muscat International Airport



Musab Al-Rawahy
Member, ACI Asia-Pacific Regional Environment Committee
Lead, Corporate HSE

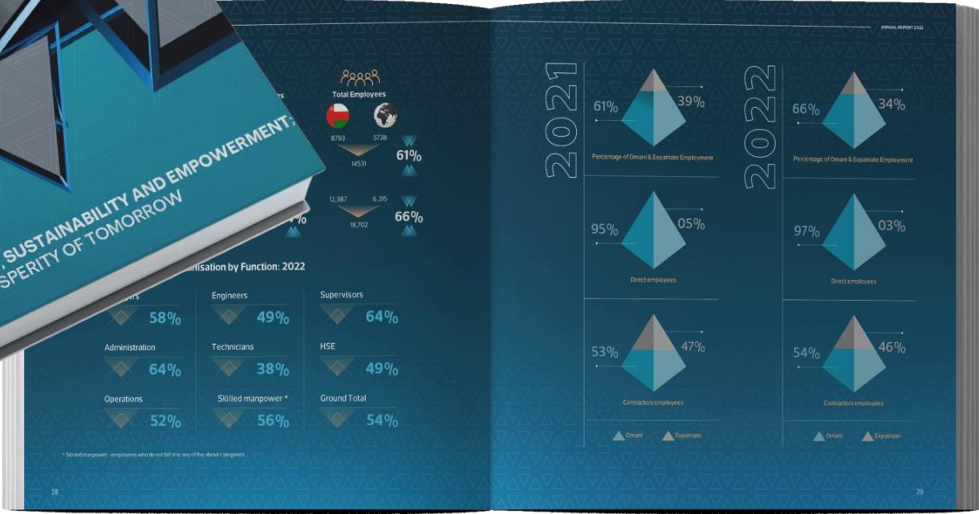






هيئة تنظيم الخدمات العامة
Authority for Public Services Regulation

The Authority for Public Services Regulation is responsible for regulating the electricity/water sector in the Sultanate. For their 2022 Annual Report, APSR awarded Marca the contract to edit, write, design, and manage the production of the report for both print/digital format. This comprehensive report marked another milestone year for APSR, and Marca's team, along with our strategic service providers, also managed the integration of the report into an online live web-page version with detailed graphic charts and tables.



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04 المقدمة

6

14 الهيئة في سطور

16

24 الفصل الثاني استخدام وتمكين

26

38 الفصل الثالث الحفاة وكفاءة الحفاة

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66

94 الفصل السادس الحفاة كفاءة الحفاة

96

122 الملحق

124



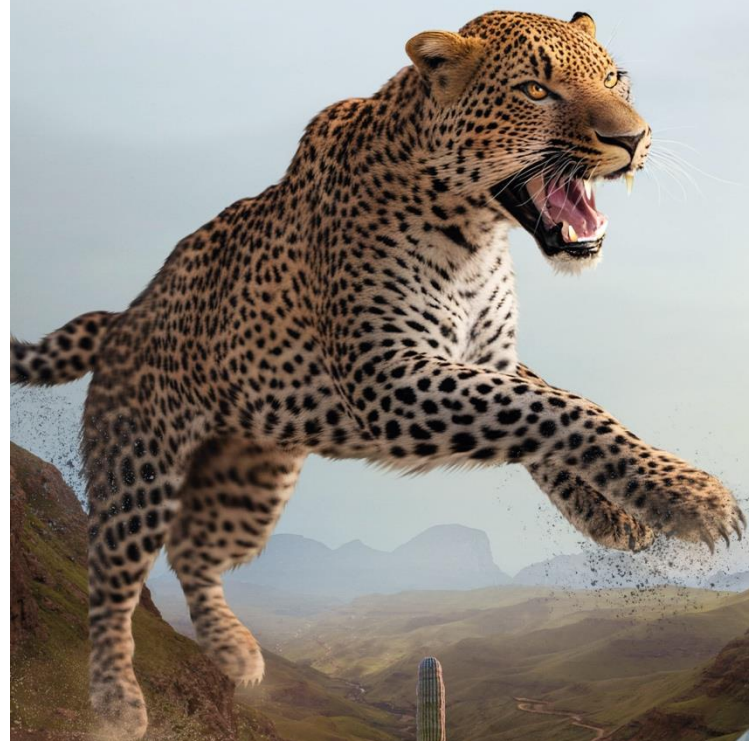
Bima **بيمة**

Bima Insurance is Oman's award-winning, and first-ever online insurance portal. Marca were delighted to be given the opportunity to conceptualize, design and manage the launch campaign for Bima's first-ever series of billboards installed around Oman's capital, Muscat. The campaign was successful in that the billboards were viewed by countless people as they made their way across the city. Designed as a somewhat humorous, somewhat disruptive advertising campaign, the billboards really hit the mark!

First, **Bima** Second, Run



bima.com



First, Bima
Second, Run

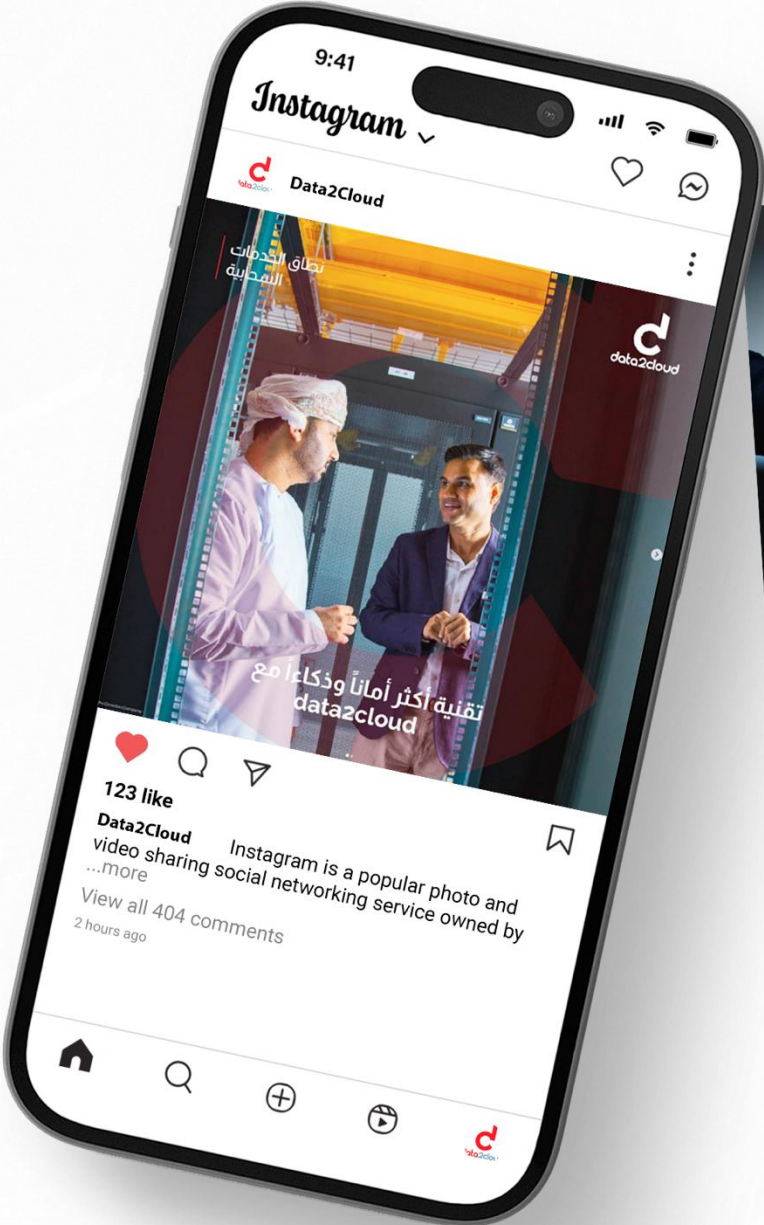


bima.om





For data2cloud – Oman’s leading cloud solutions provider – Marca was on hand to plan, create and manage the companies daily, weekly, and monthly social media content. Much of our social media content focused on building data2cloud’s brand awareness, and highlighting how data2cloud was playing a prominent role in the nation of Oman’s digital transformation. We also showcased how people across Oman could benefit from data2cloud’s many cloud-based solutions – to improve their careers, businesses, and lifestyle.





شركة تنمية طاقة عُمان
ENERGY DEVELOPMENT OMAN

Oman's energy resources are the powerful key that unlocks opportunity: By optimizing our nation's energy assets, they're optimizing prosperity for the people of Oman. With this in mind, Marca has been honored to contribute to EDO's various branding and marketing material projects. Marca was delighted to assist EDO in their goal to "energize endless possibilities".



2024

creative concepts, graphic design



العيد الوطني الـ ٥٢ المجيد
HAPPY 52nd NATIONAL DAY



For Madayn – Oman’s Public Establishment for Industrial Estates – Marca has delivered a full portfolio of content creation and curation, thought leadership interviews, creative concepts, graphic design and photography, and their 2023 annual report. Referring to our work, Madayn has stated that, “Marca’s attention to detail, professionalism, creativity – and their ability to deliver a product that we are proud to showcase to our investors and stakeholders, as well as internally within our organization, makes them a joy to work with.”







1st half 2023

City	Consultant	Contractor	Supplier	Environmental Consulting Firms	Total
Al-Musayil	24	72	4	0	100
Sohar	9	23	1	1	33
Al-Buraimi	9	18	3	2	32
Sur	15	21	0	1	37
Nizwa	6	25	1	0	32
Samail	20	4	2	0	26
KOM	27	2	1	0	30
Al-Mazunah	6	2	1	0	9
Ibri	1	3	1	0	5
Al-Rusayl	1	1	0	0	2
Total	145	170	15	2	332

Permits and The following section focuses on Madaayn, by reviewing the ma and permits.

City	Number of permits (new and renewed)
Al-Mazunah	16
Mahas	32
Ibri	49
Al-Buraimi	57
Raysut	59
Sur	67
Nizwa	69
Samail	84
KOM	153
Sohar	
Al-Rusayl	

City	New	Renewal	1st half	Correction	Total
Al-Rusayl	30	19	1	4	54
Sohar	50	9	16	0	75
Raysut	11	11	12		34
Sur	11	11	12		34
Nizwa	11	11	12		34
Al-Buraimi	11	11	12		34
Samail	11	11	12		34
KOM	11	11	12		34
Al-Mazunah	11	11	12		34
Ibri	11	11	12		34







Marca is proud to have a long-standing relationship with Oman Broadband, and for delivering their marketing department a number of branding, marketing communications, and social media projects on an ongoing basis. Our team created their latest brand guideline for use across the company verticals; we have delivered on a large number of ad-hoc branding projects; and we continue to provide social media content and designs that bring the Oman Broadband to life in their target audience across the Sultanate.

ABOUT OMAN BROAD BAND

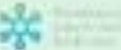
© 2014 Oman Broad Band

Our goal is to provide the highest quality service to our customers. We are committed to providing the best service possible, and we are committed to providing the best service possible.

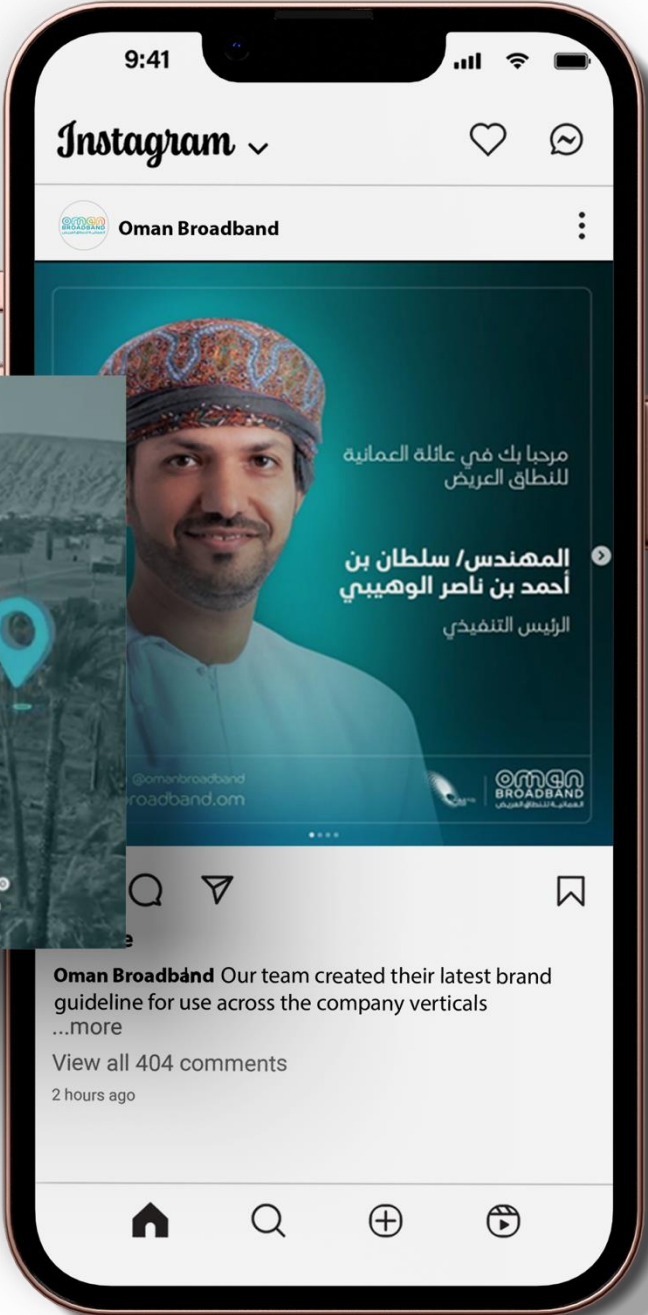
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أسرع فايبر
وصل

السويق

خضراء ال سعبد
السويق النبرة

Apply now

AWASR 94801000 عمانتل Omantel 90981010 ooredoo 95103000

أسرع فايبر
وصل

لوى

لوى الدوانيج

Apply now

AWASR 94801000 عمانتل Omantel 99777873 ooredoo 95103000



Marca provided Social Media content and graphic design for Cloud/IT related topics for Ooredoo Oman's Twitter and LinkedIn platforms.

Ooredoo Oman demands the very best when it comes to showcasing their brand and communicating their message – and Marca was delighted to raise the bar in terms of creating clear, concise impactful messaging, from which their target audience could be inspired to take action.





ooredoo

Contact Us: Let's Meet!
connect@marca.om
(+968) 9176 7770



Thank you!