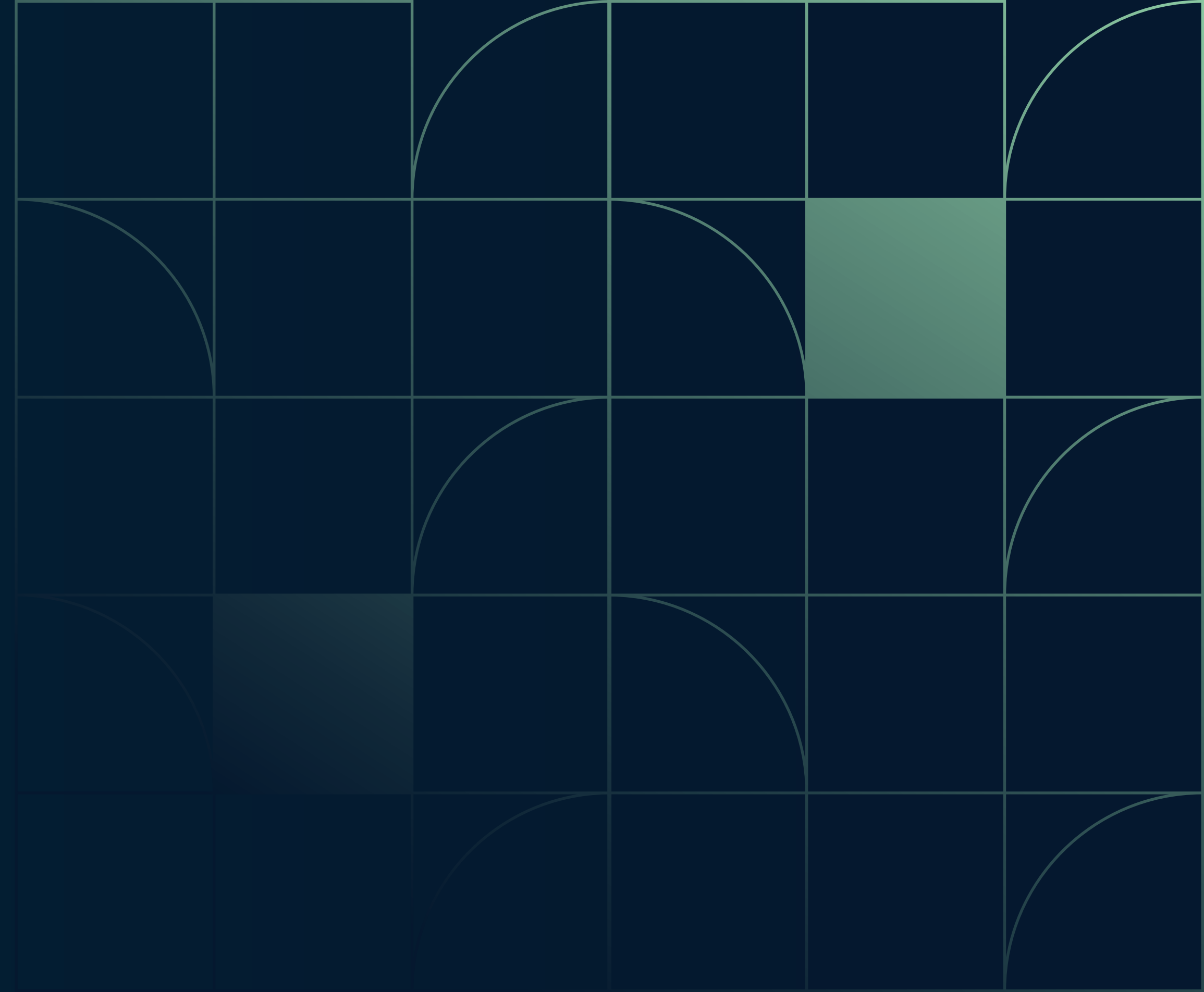




Marca Agency Profile

Building Brilliant Brands





WEL
COME

OUR CORE

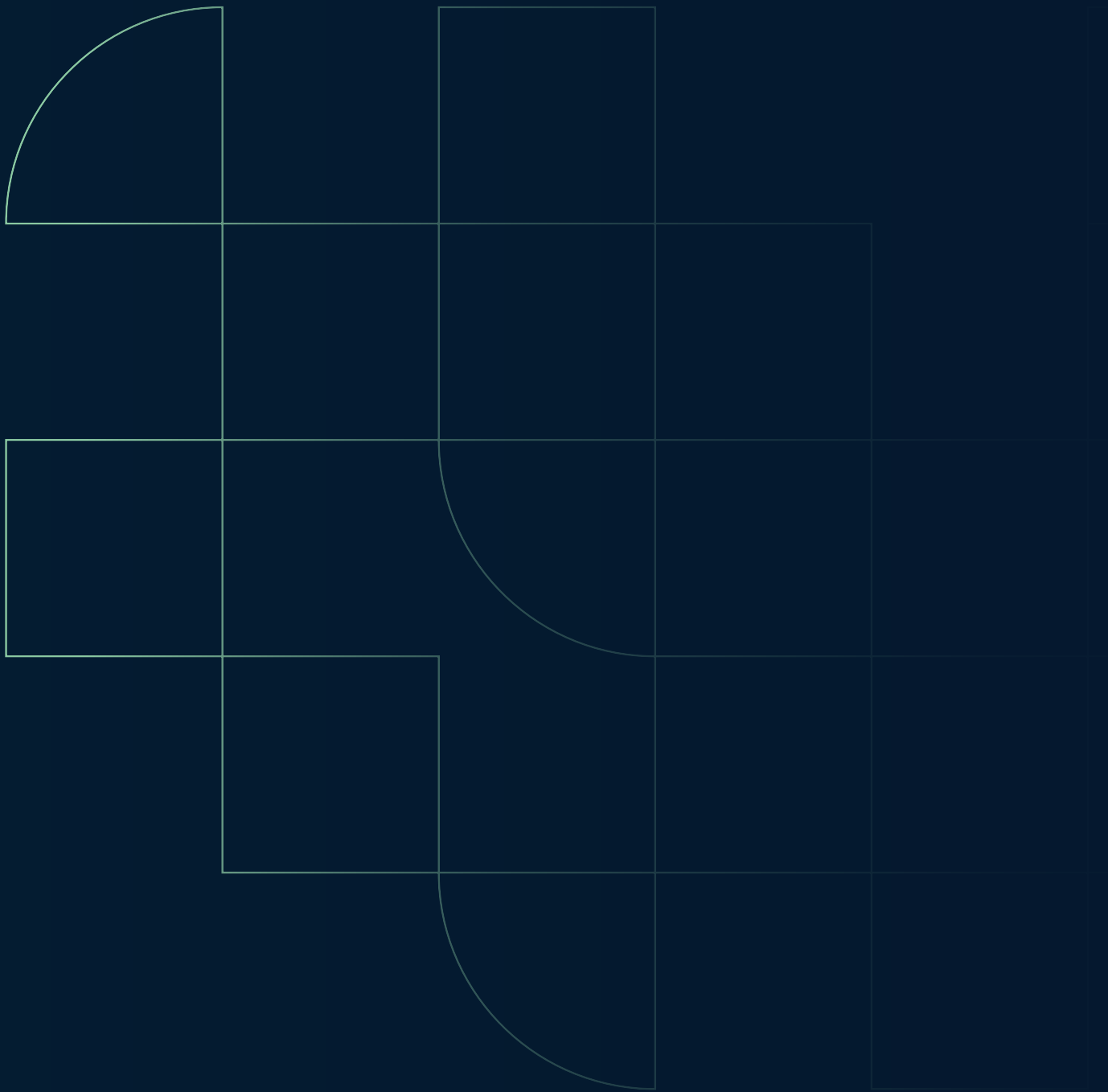
From marketing communication to public relations to branding, and everything in-between. We're the high-powered marketing fuel that takes your business further and higher. To exactly where it needs to be - among the stars!

OUR VALUES

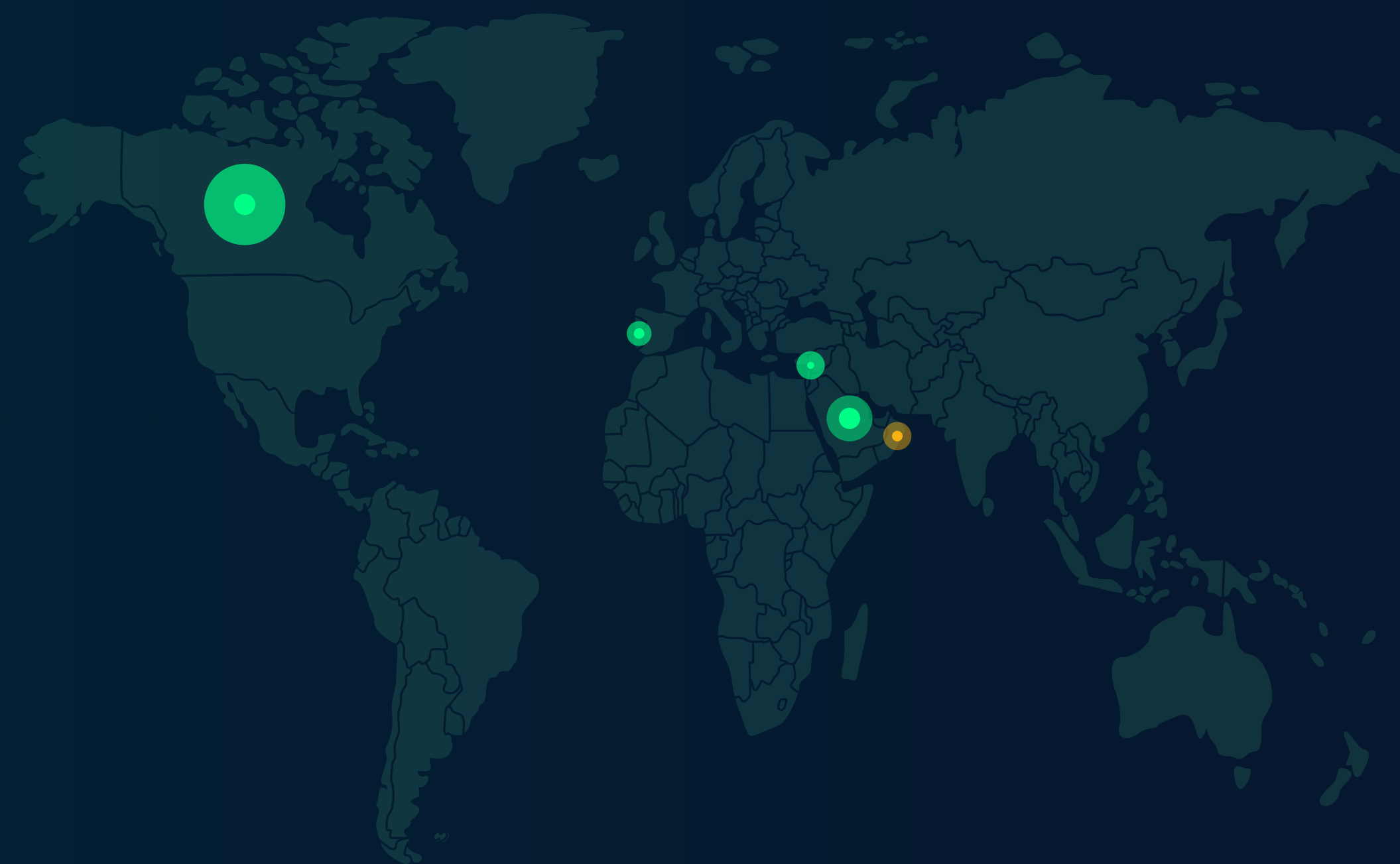
- Creativity
- Value Creation
- Excellence

OUR BEHAVIORS

- Respect
- Care
- Perform



● Our Presence



An Omani Agency with International Footprint

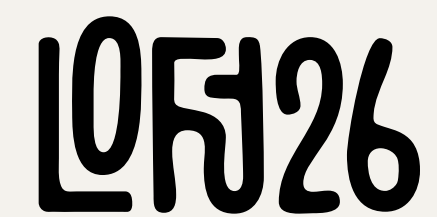
Our Clients



Our client list is as diverse as it is exciting. We create impact, delivering campaigns that connect, engage, and keep our clients ahead of the curve.

Our Partners

Creative



Change Management



Events



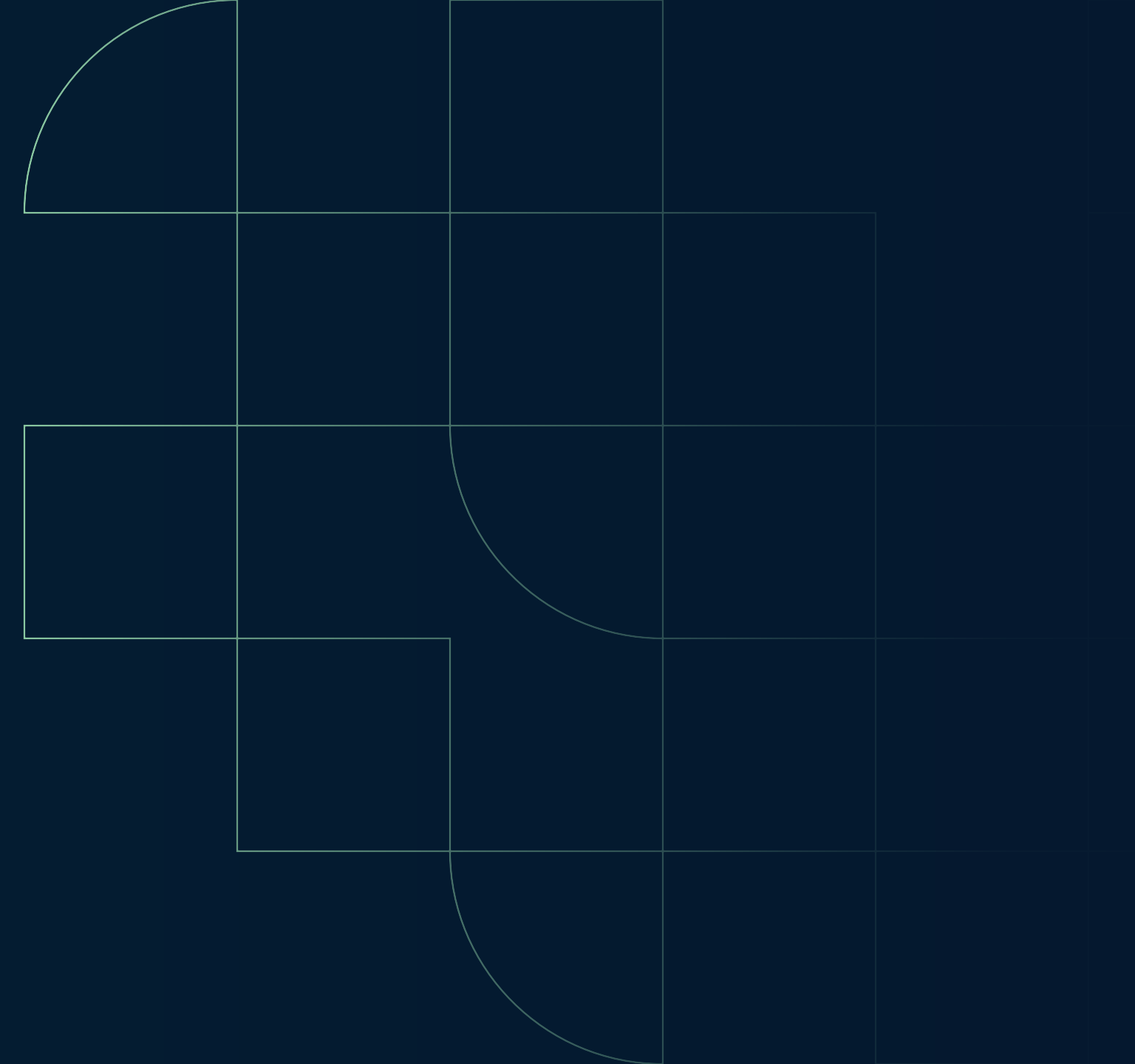
Web Software development & Media Monitoring



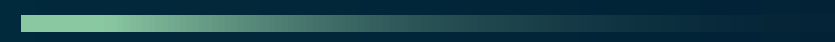
Translation



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



- **Our 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.



7 Years of Experience

Sina Head of Design

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



7 Years of Experience

Aysha Head of Operations

Aysha Almazidi is a marketing, communications with extensive experience as a project manager and campaign lead. By leveraging excellent and effective communication, and through proven problem solving and analytical skills, she's ready to deliver exceptional outcomes for any campaign!



16 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.



Ammar

Creative Director



Jad

Int. Creative Director



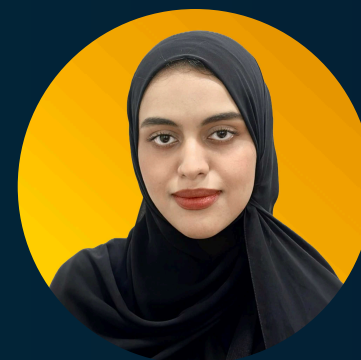
Katya

Brand Strategist



Albaraa

Project Manager



Arwa

Marketing & Commiunication Specialist



Suad

Content Writer



Bashir

Sr. Graphic Designer



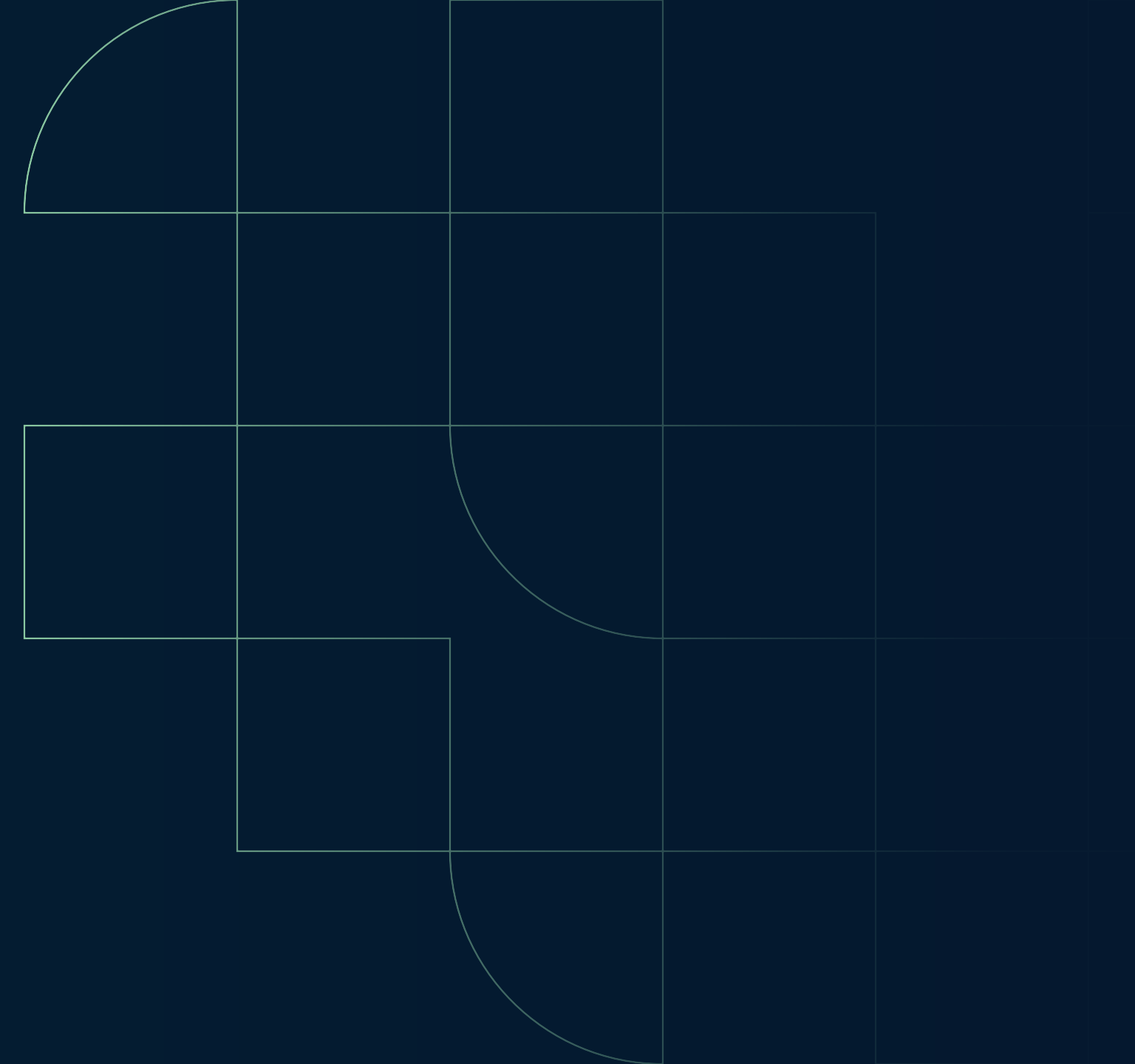
Soori

Ui/Ux Designer



M.Hussain

Motion Designer



- **Our Works**



We partnered with MCSY to amplify their programmes through strategic social media marketing, seamless Arabic–English translation, and various rebranding activities. The result was a clear and unified voice that strengthened engagement across platforms, while aligning the Ministry's services with the expectations and aspirations of its cultural, sports, and youth communities.

Social Media Marketing

Rebranding & Renaming

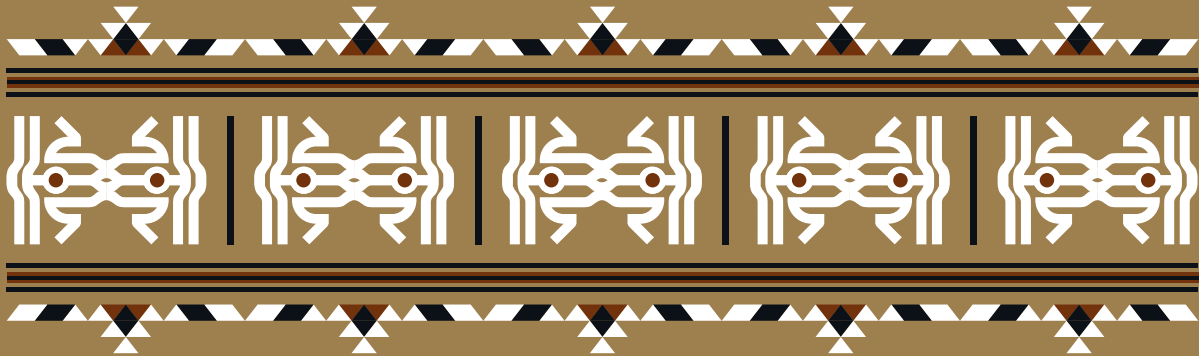
Arabic / English Translation



4.1

Photography Overview

Our photography highlights Oman's athletic prowess, cultural heritage, and youthful energy. Each image embodies a forward-thinking vision, capturing authenticity and reflecting the nation's vibrant spirit.



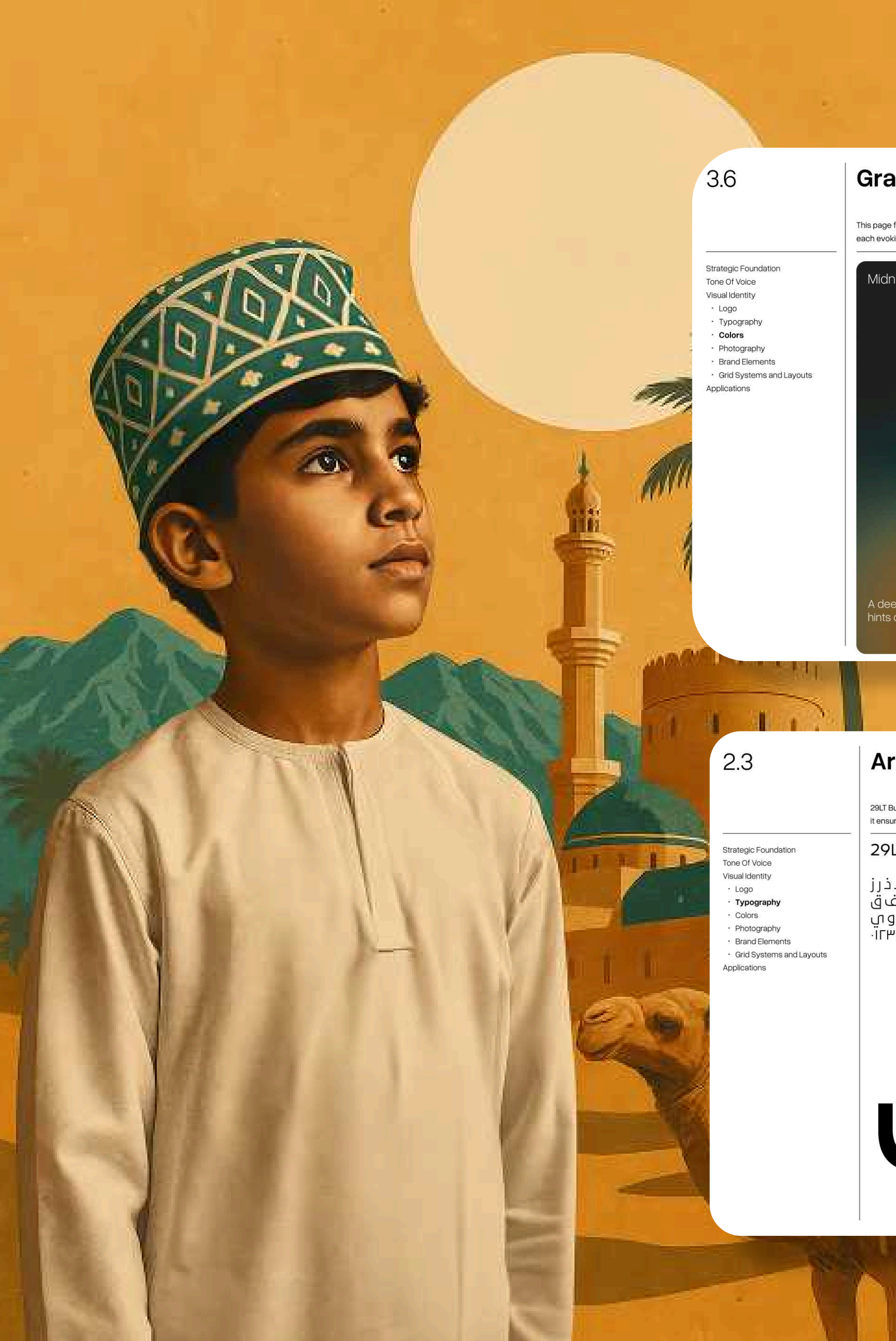
Proportion

Our color palette embodies Oman's diverse landscapes and rich heritage, from tranquil oasis waters to golden desert hues. Each shade reinforces our identity as a credible, vibrant media hub that connects, inspires, and shapes meaningful dialogue.

| | | | |
|----------------------------|------------------------------|------------------------------|------------------------|
| Oasis Depths #053333 | Jebel Green #12664F | Palm Grove #3B8F75 | Amber Dunes #C7F266 |
| Sunrise Majesty #D1BFAD | Sandstone Whisper #F2E8DE | Frankincense Mist #B0D9C7 | Falaj Stone #2B2B2B |
| | | White #FFFFFF | |

- Strategic Foundation
- Tone Of Voice
- Visual Identity
 - Logo
 - Typography
 - Colors
 - **Photography**
 - Brand Elements
 - Grid Systems and Layouts
- Applications

- Visual Identity
 - Logo
 - Typography
 - **Colors**
 - Photography
 - Brand Elements
 - Grid Systems and Layouts
- Applications




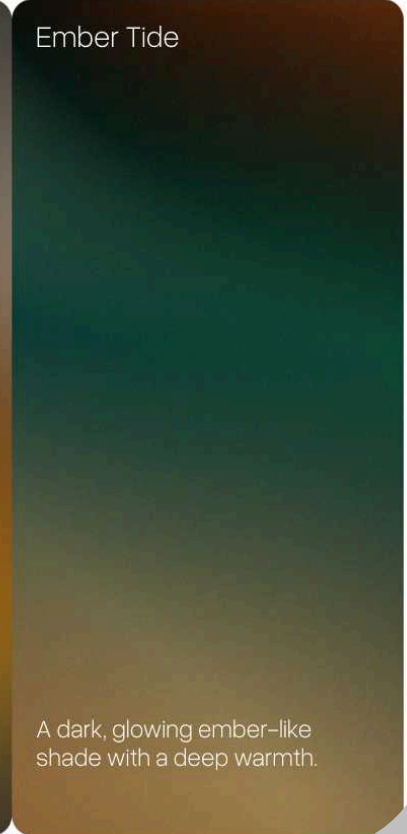


3.6

Gradient Shades

This page features four radiant gradient palettes, Wadi Twilight, Golden Dunes, Oasis Dawn, and Desert Mirage, each evoking the region's warmth and subtle transitions. They enrich our visual identity with depth and cohesion.

- Strategic Foundation
- Tone Of Voice
- Visual Identity
- Logo
 - Typography
 - **Colors**
 - Photography
 - Brand Elements
 - Grid Systems and Layouts
- Applications

| | | | |
|---|--|--|---|
| <p>Midnight Wadi</p>  <p>A deep, mysterious black with hints of teal and gold.</p> | <p>Desert Mirage</p>  <p>A warm mix of dark sand and oasis green, creating an illusion of shifting tones.</p> | <p>Golden Dusk</p>  <p>Inspired by the golden hues of a fading desert sunset.</p> | <p>Ember Tide</p>  <p>A dark, glowing ember-like shade with a deep warmth.</p> |
|---|--|--|---|

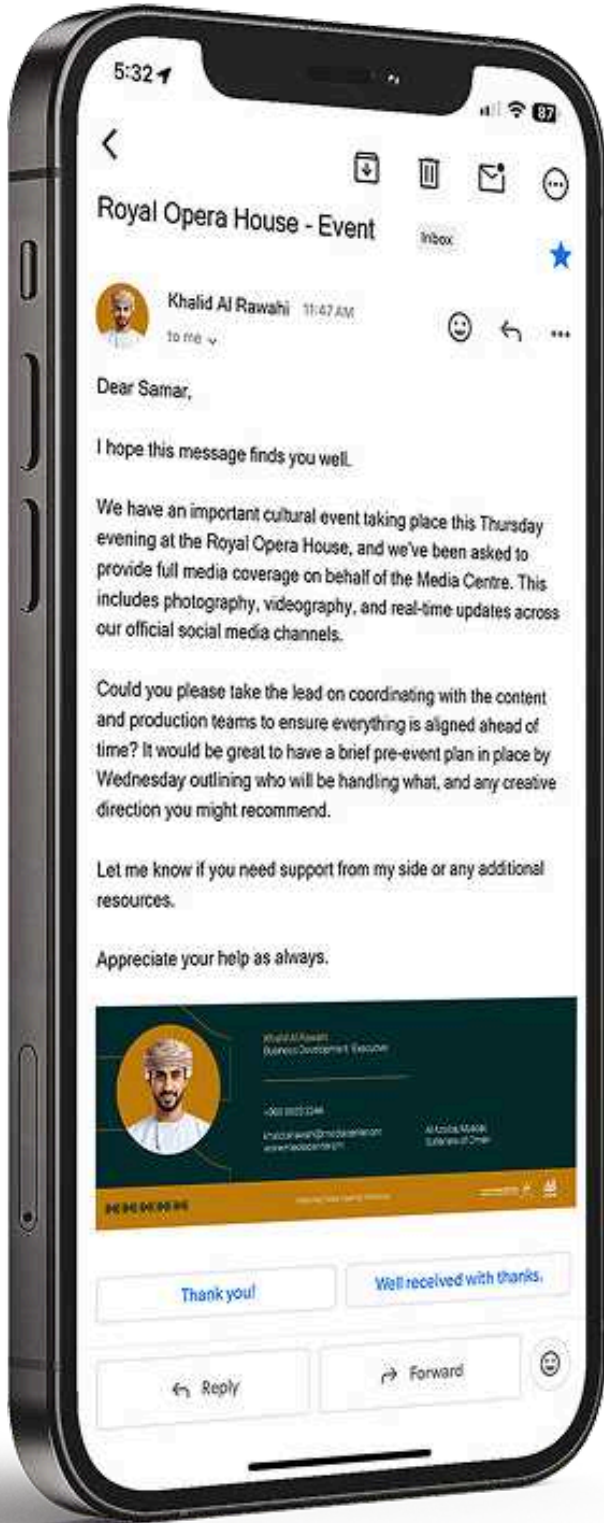
2.3

Arabic Typeface

29LT Bukra is our dedicated Arabic typeface. Handpicked for its versatility and clarity. It ensures that our communications maintain a visually cohesive aesthetic across both digital and print platforms.

| | | |
|--|--|--|
| <p>29LT Bukra light</p> <p>أ ب ت ث ج ح ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩</p> | <p>29LT Bukra regular</p> <p>أ ب ت ث ج ح ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩</p> | <p>29LT Bukra semi bold</p> <p>أ ب ت ث ج ح ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩</p> |
|--|--|--|

ج ح ت ث أ ب





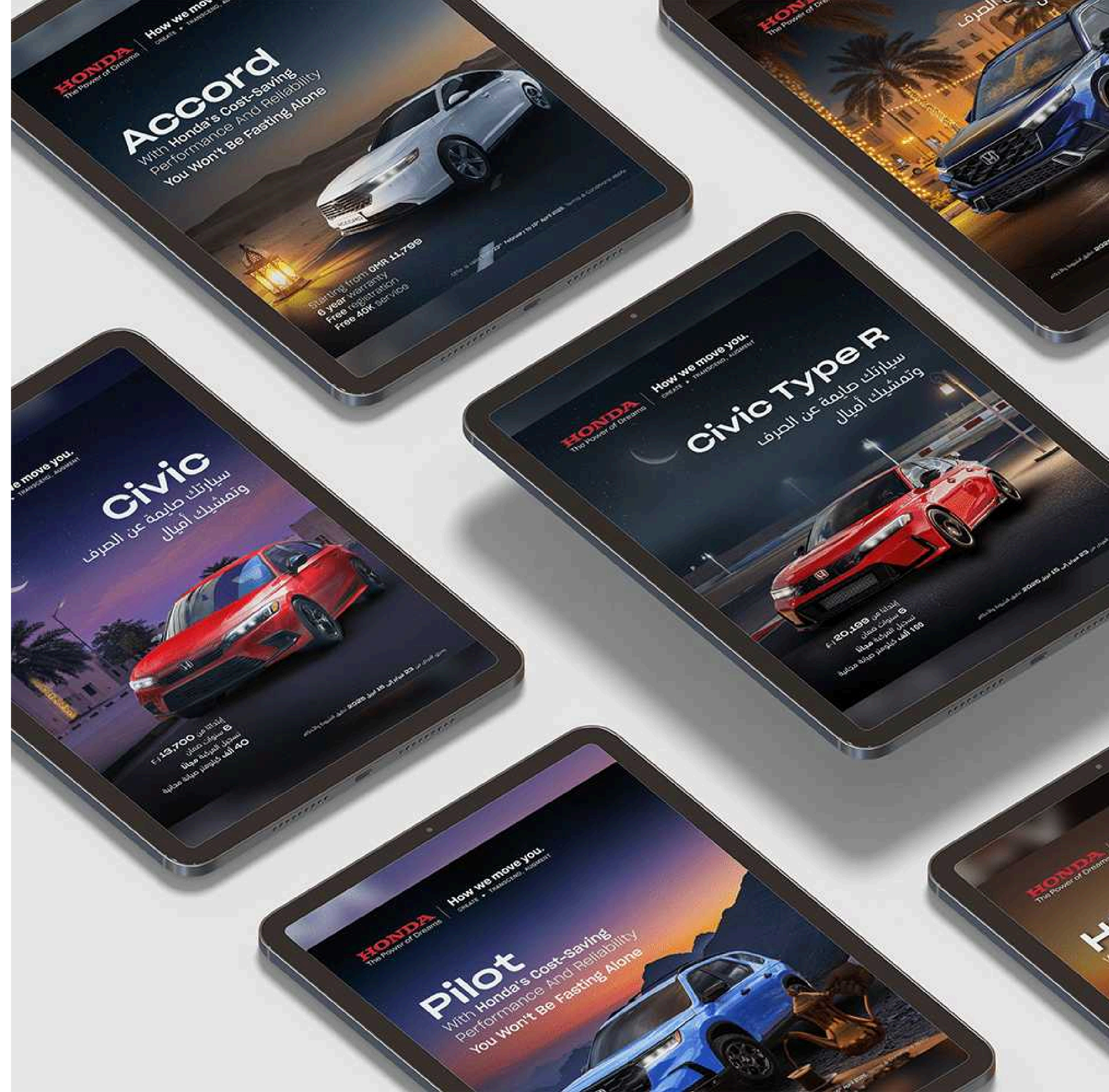
HONDA

The Power of Dreams

For OMASCO – Oman Marketing and Services Company LLC – our team is behind the wheel for their latest Honda Cars and Honda Bikes social media marketing campaigns. Focusing on Honda Oman's popular car and bike models, we're putting together the marketing visuals and messaging designed to make a powerful and positive impact on existing and new Honda customers across Oman. Honda is a super-exciting brand, and we're thrilled to be involved!

Social Media Campaign Management

Creative Support



HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT

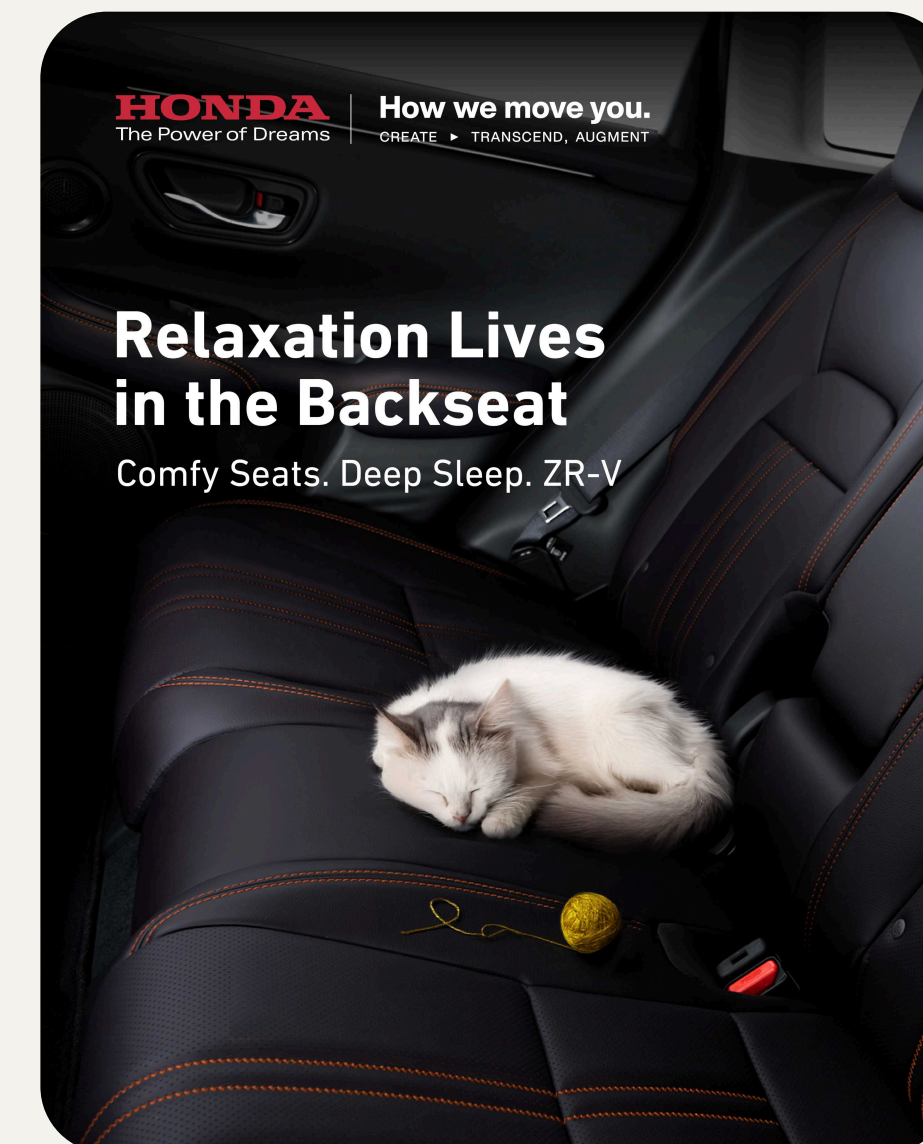


**Safer in
Honda's hands**
With Lane Keeping Assist System technology

HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT

**Relaxation Lives
in the Backseat**
Comfy Seats. Deep Sleep. ZR-V



HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT



HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT

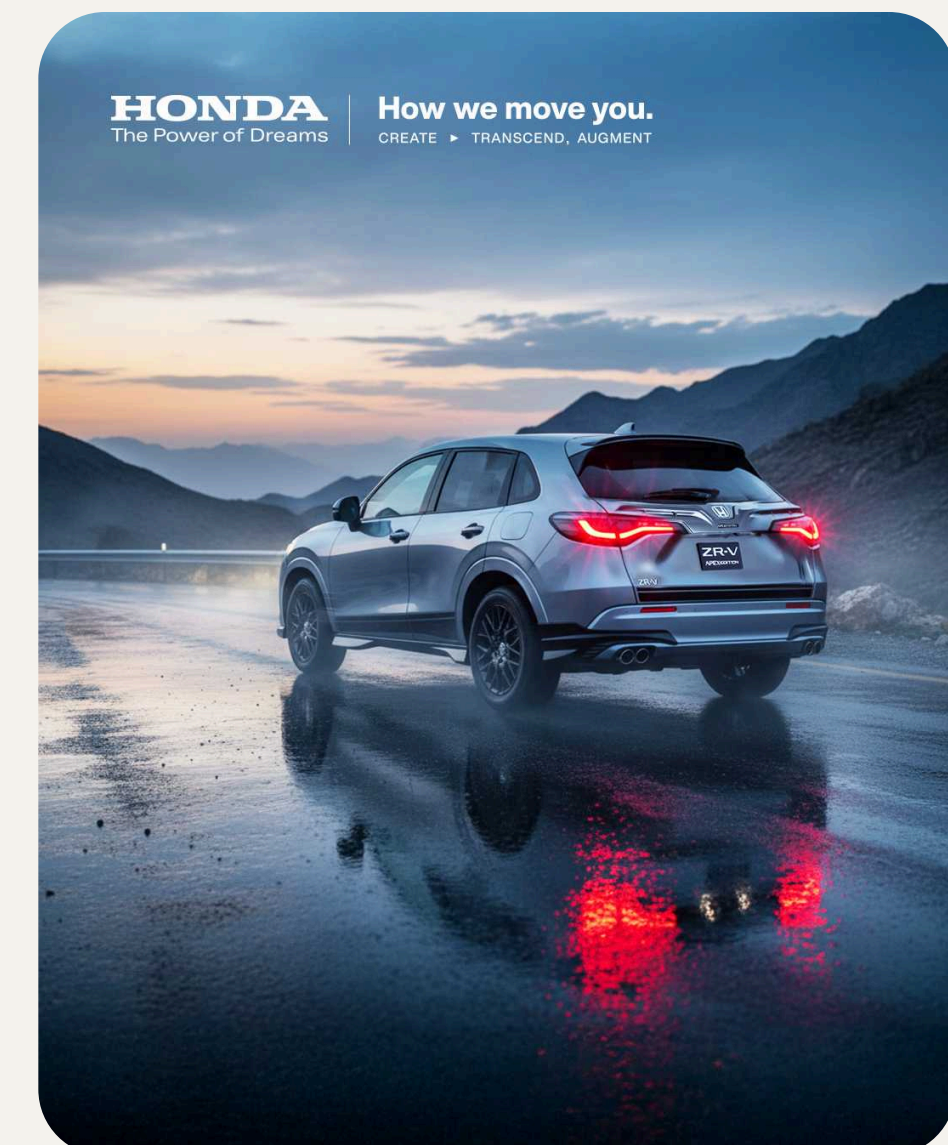


CTBER

Breast Cancer
Awareness month

HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT





HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT

This summer...
your AC makes all the difference

Anti Bacterial Treatments | AC Filter Inspection | Radiator Coolant Inspection

Offer valid from **21st May** to **31st August** 2025, T&C apply



HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT

Your Personal Winter,
All Summer.

Anti Bacterial Treatments | AC Filter Inspection | Radiator Coolant Inspection

Offer valid from **21st May** to **31st August** 2025, T&C apply



HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT

Always Winter,
Even When It's Blazing

Anti Bacterial Treatments | AC Filter Inspection | Radiator Coolant Inspection

Offer valid from **21st May** to **31st August** 2025, T&C apply

HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT

Beat the
summer heat...

Anti Bacterial
Treatments | AC Filter
Inspection | Radiator Coolant
Inspection

Offer valid from **21st May** to **31st August** 2025, T&C apply

Honda | Social Media | AC Summer Campaign

HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT

Keep it chilled
this summer

Anti Bacterial
Treatments | AC Filter
Inspection | Radiator Coolant
Inspection

Offer valid from **21st May** to **31st August** 2025, T&C apply

HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT

لا تحاتي
حر الصيف مع هوندا

معالجة ضد البكتيريا | فحص فلتر المكيف | فحص سائل تبريد المحرك

يسري العرض من **21 مايو** إلى **31 أغسطس 2025**, تطبق الشروط والأحكام

HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT

Thursday

Friday

Saturday

Sunday

Weekdays for work
weekends for the road!

HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT

Leave
the Heat Outside.

Summer

Check & Get Your **FREE** Honda Sunshade.

HONDA
The Power of Dreams

How we move you.
CREATE ► TRANSCEND, AUGMENT

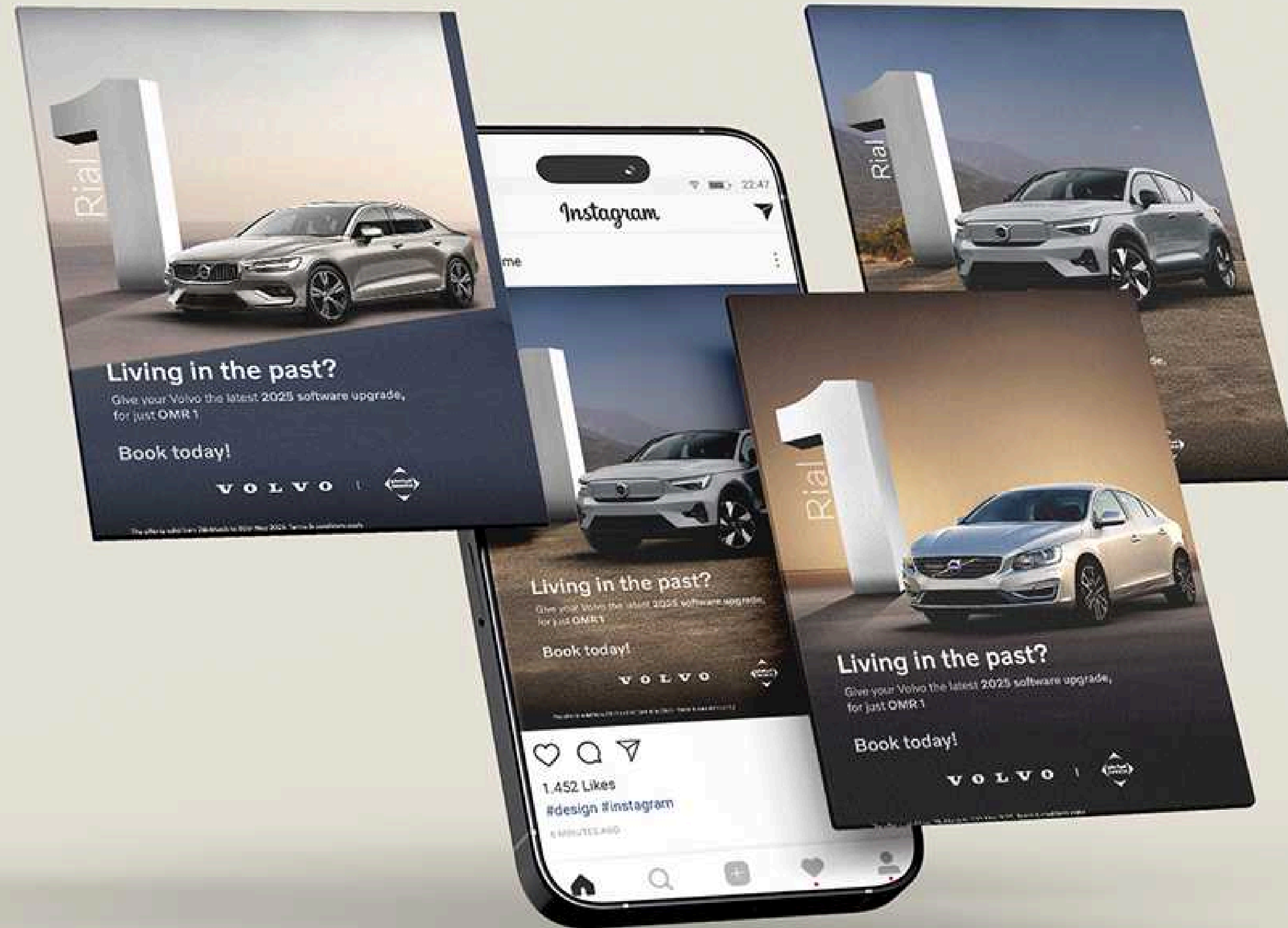
AL HAWYRA SCHOOL
for Grades 5-10

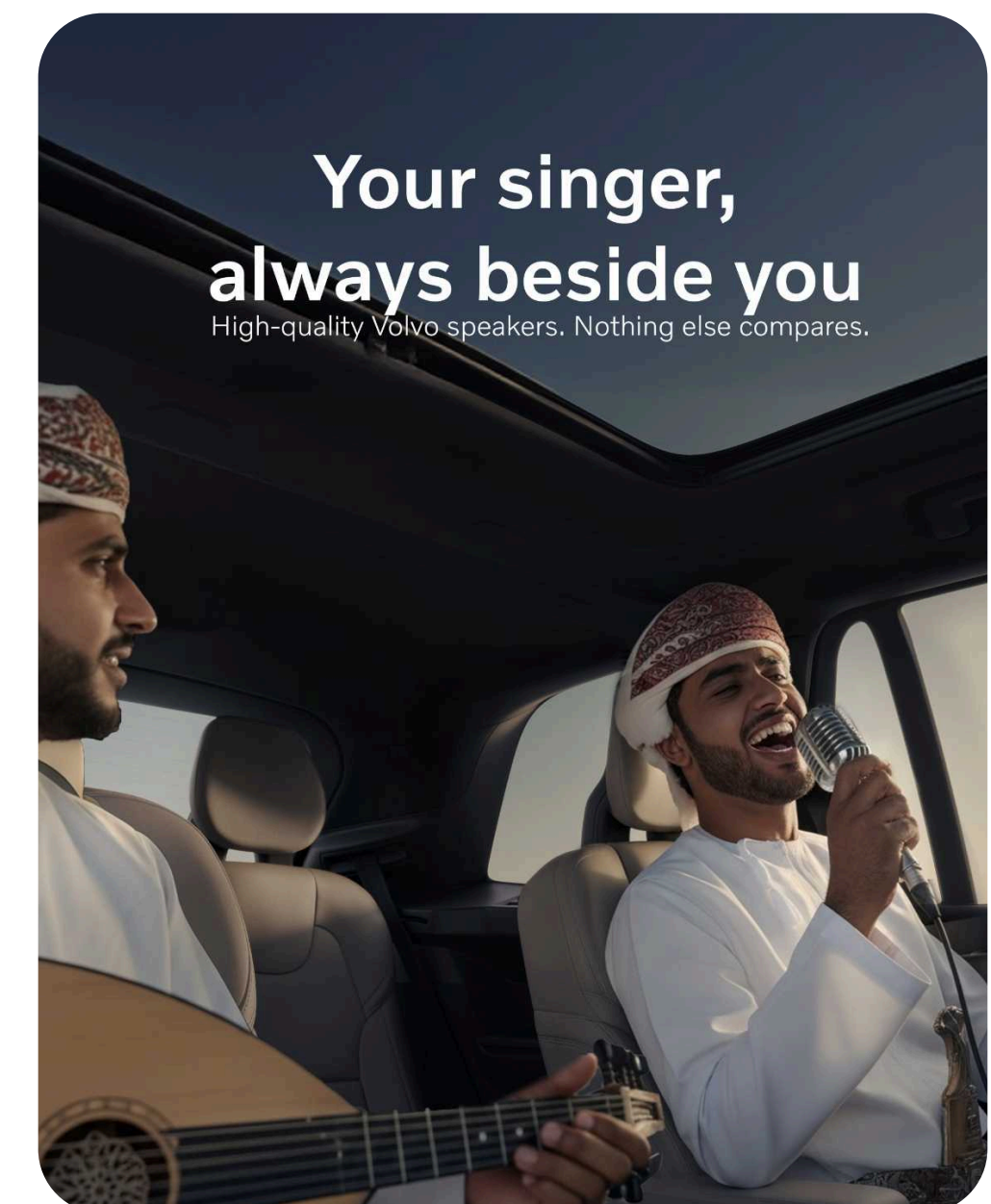
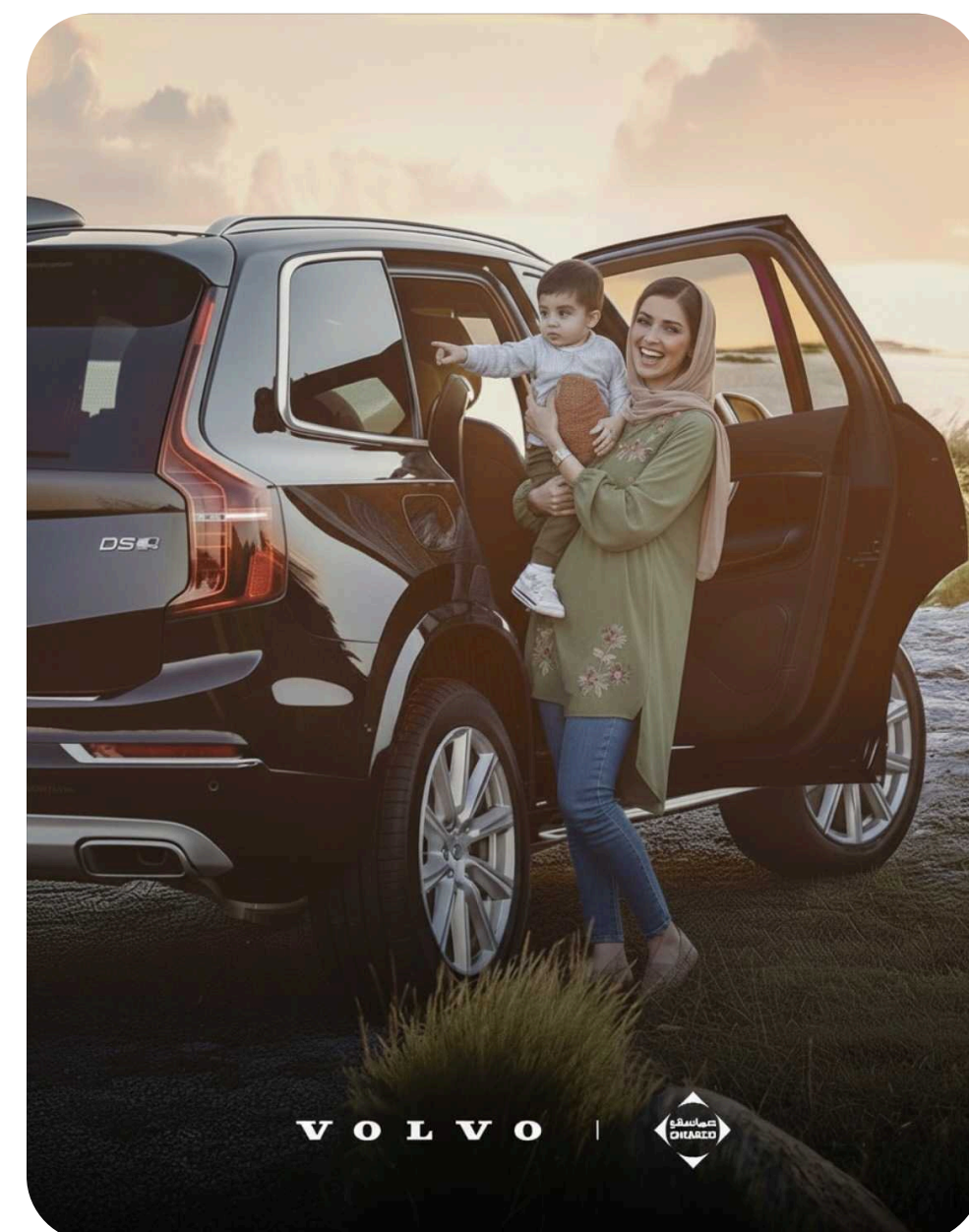
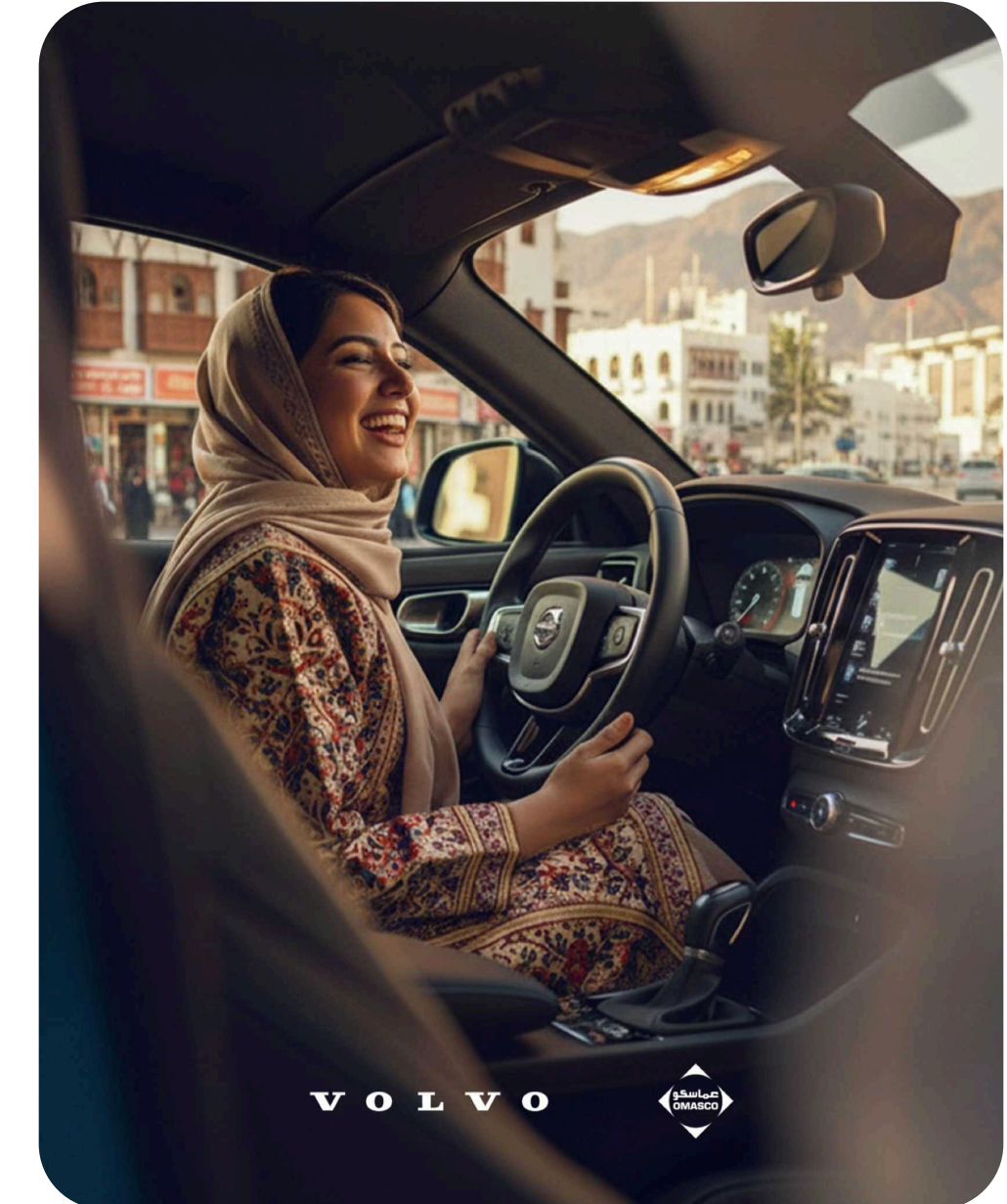
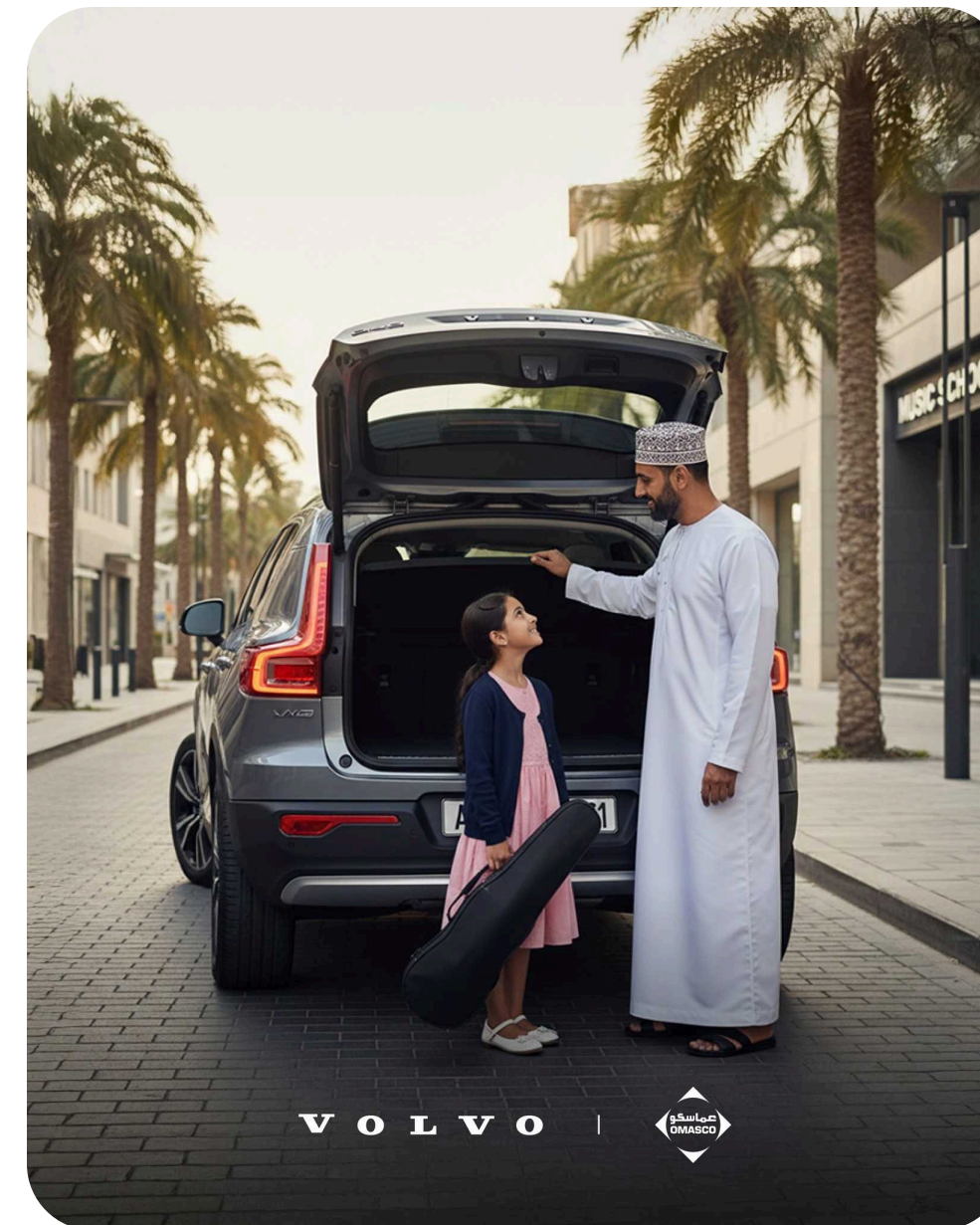
VOLVO

For OMASCO's prestigious Volvo Cars retail and after-sales service, Marca's mission is to showcase on social media how a Volvo purchase in Oman means the confidence of acquiring a vehicle globally recognized for its Scandinavian design, its sophisticated luxury, and its advanced safety and driving technology; along with the manufacturer's prioritization of the planet (as much as it has always prioritized people).

Social Media Management

Creative Support





V O L V O

Year-end Deals S90



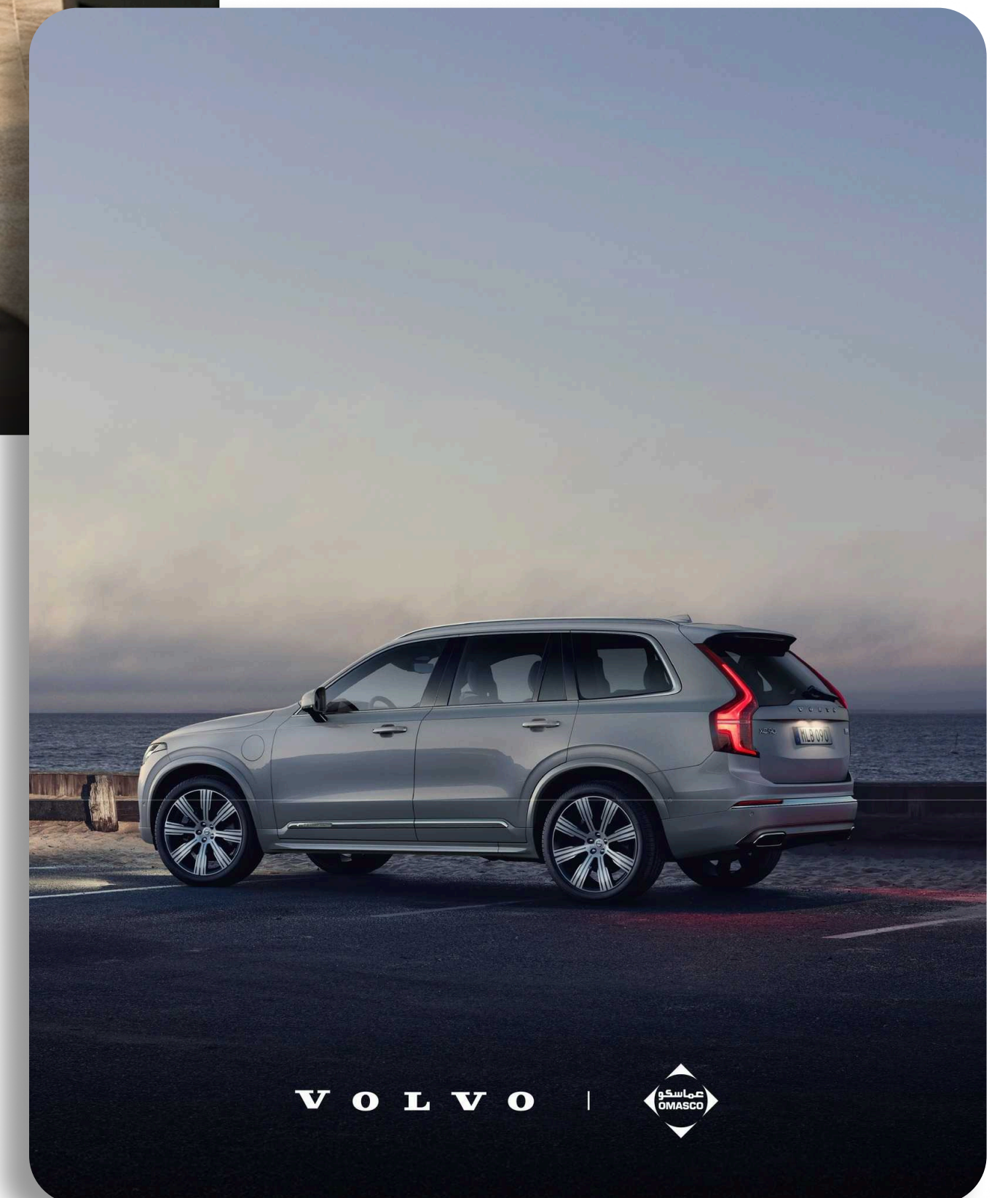
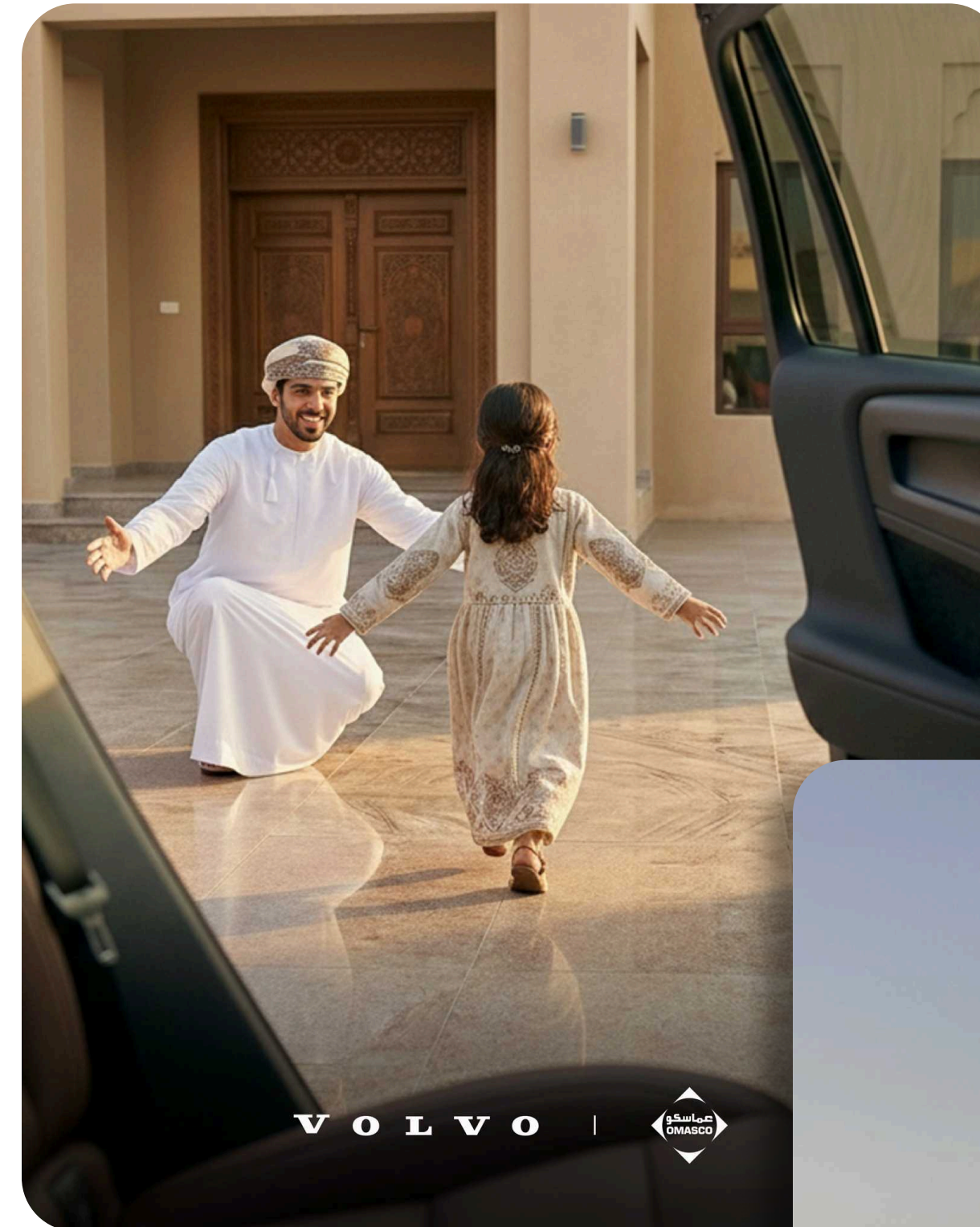
Free Registration | 105K / 7-Year Service | 5-Year Warranty

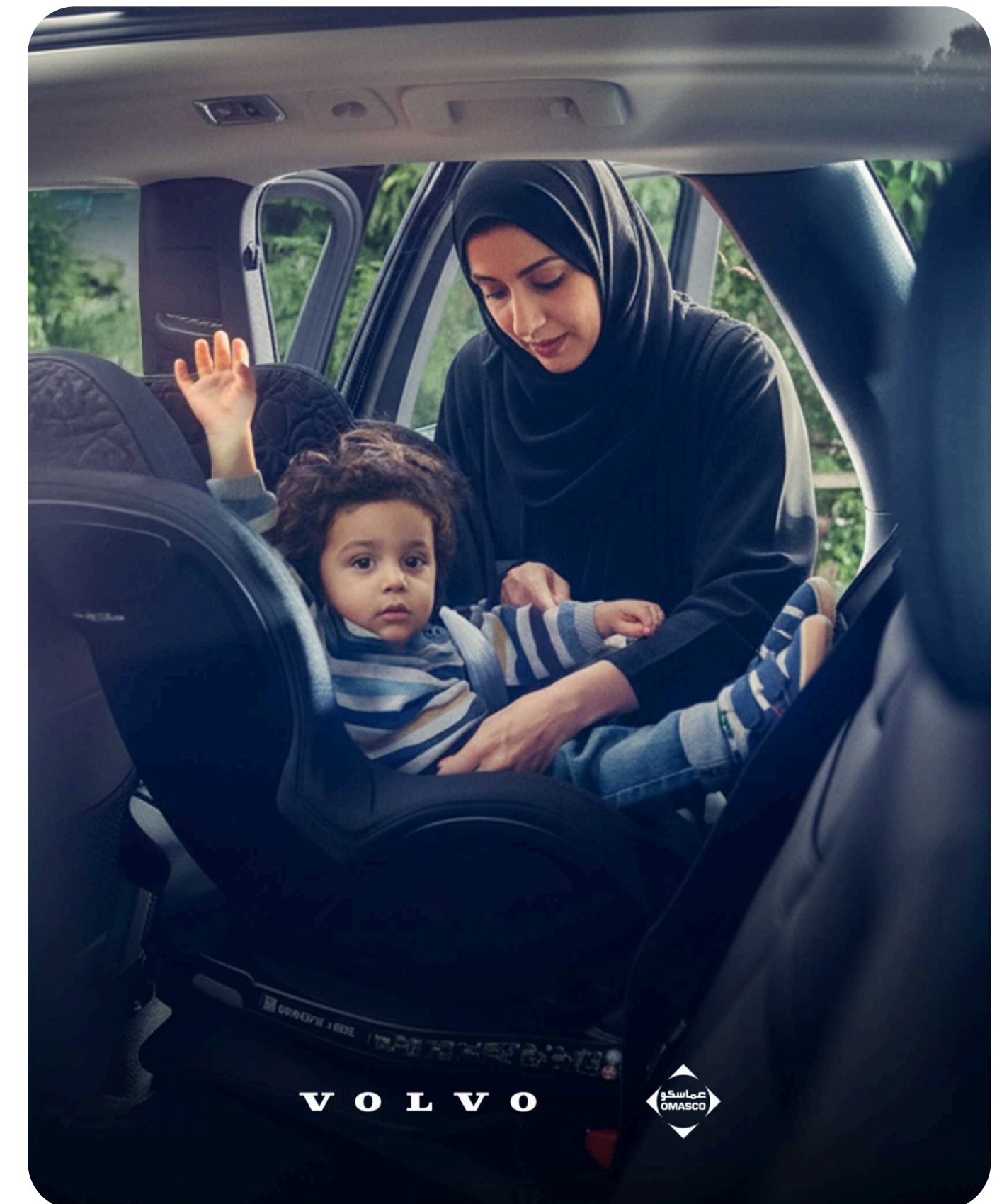
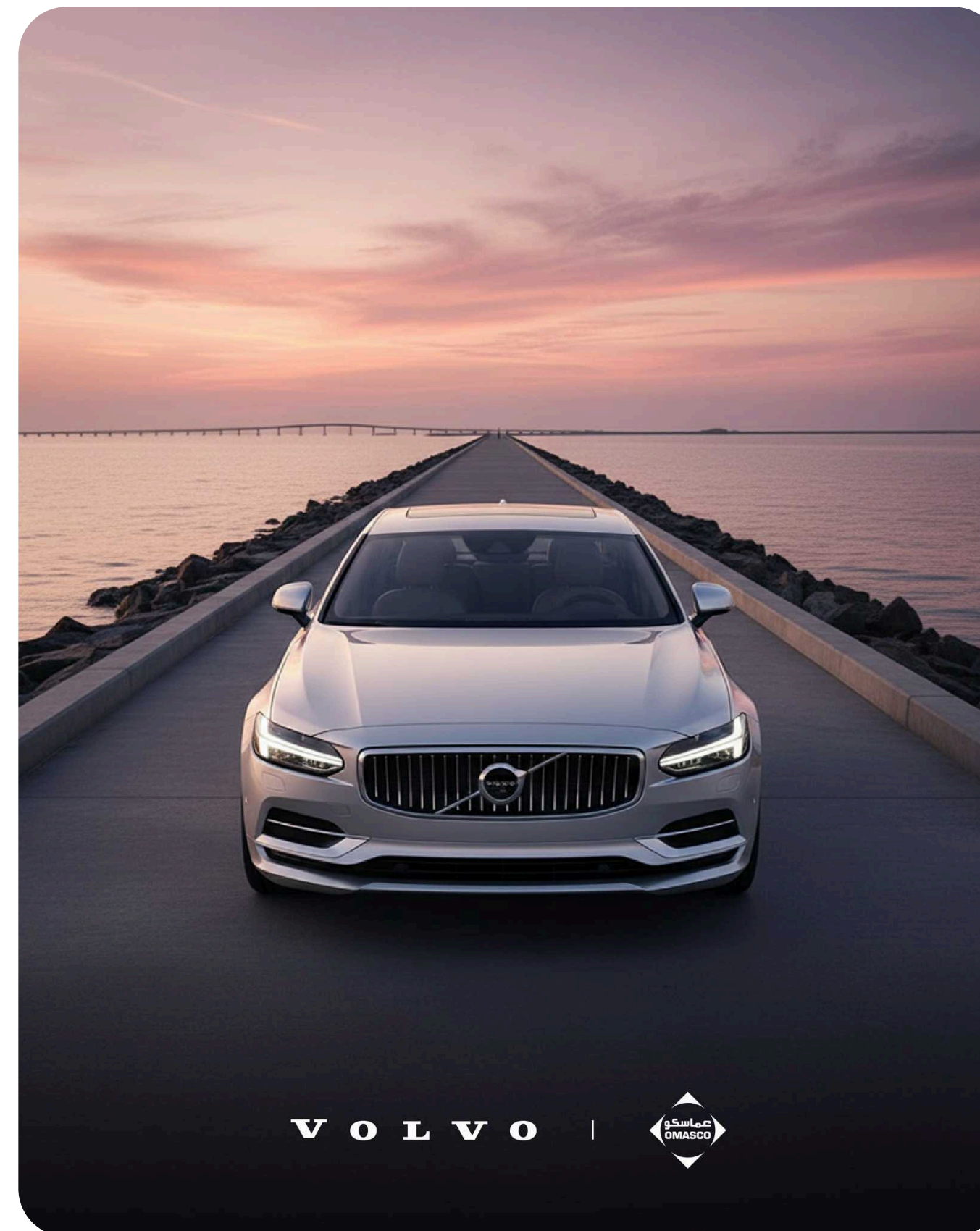
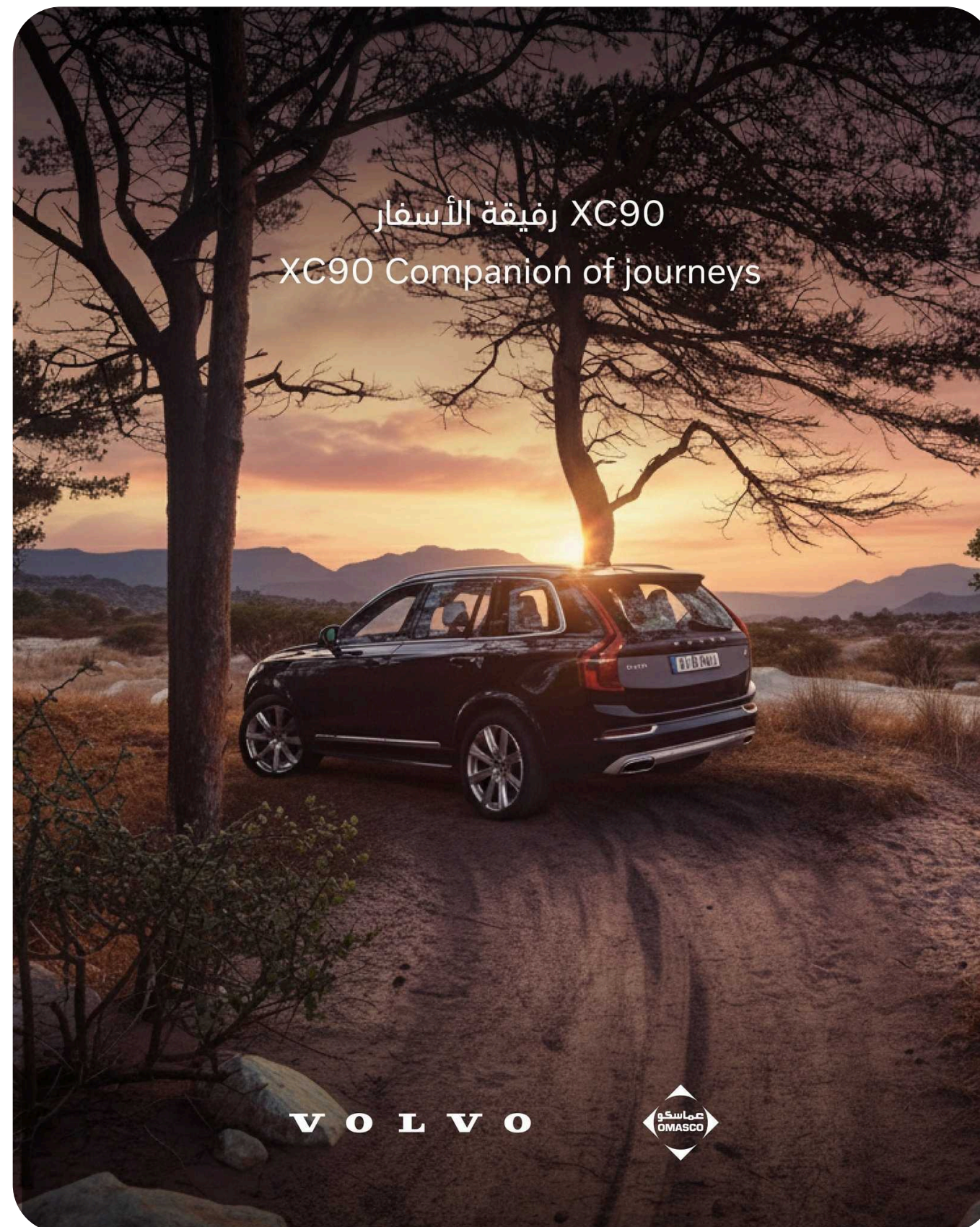
From
OMR **17,950**

Volvo Car - Wattayah | OMASCO

Offer Valid From 14th Dec to 31st Dec 2025

T&C Apply





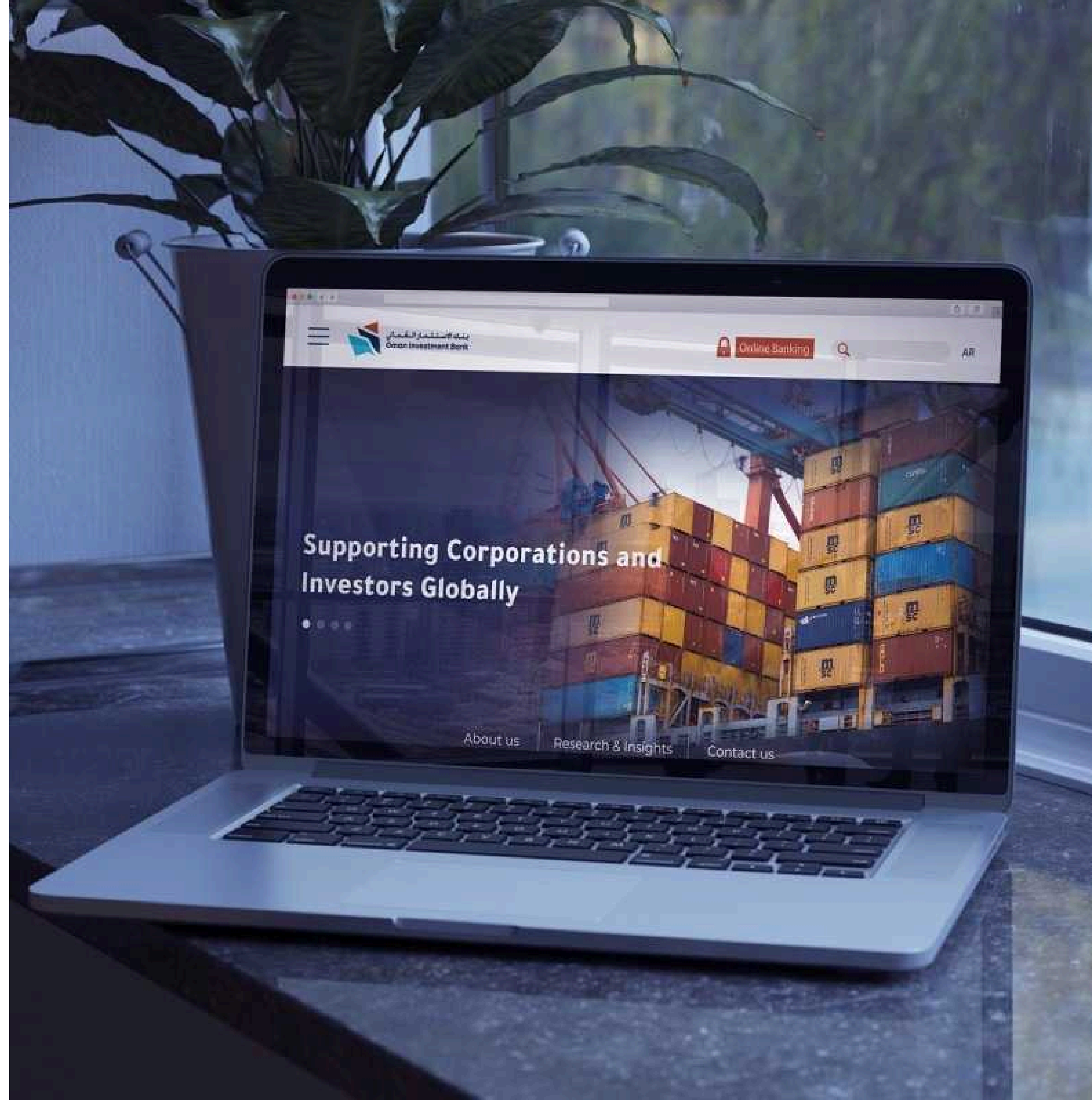


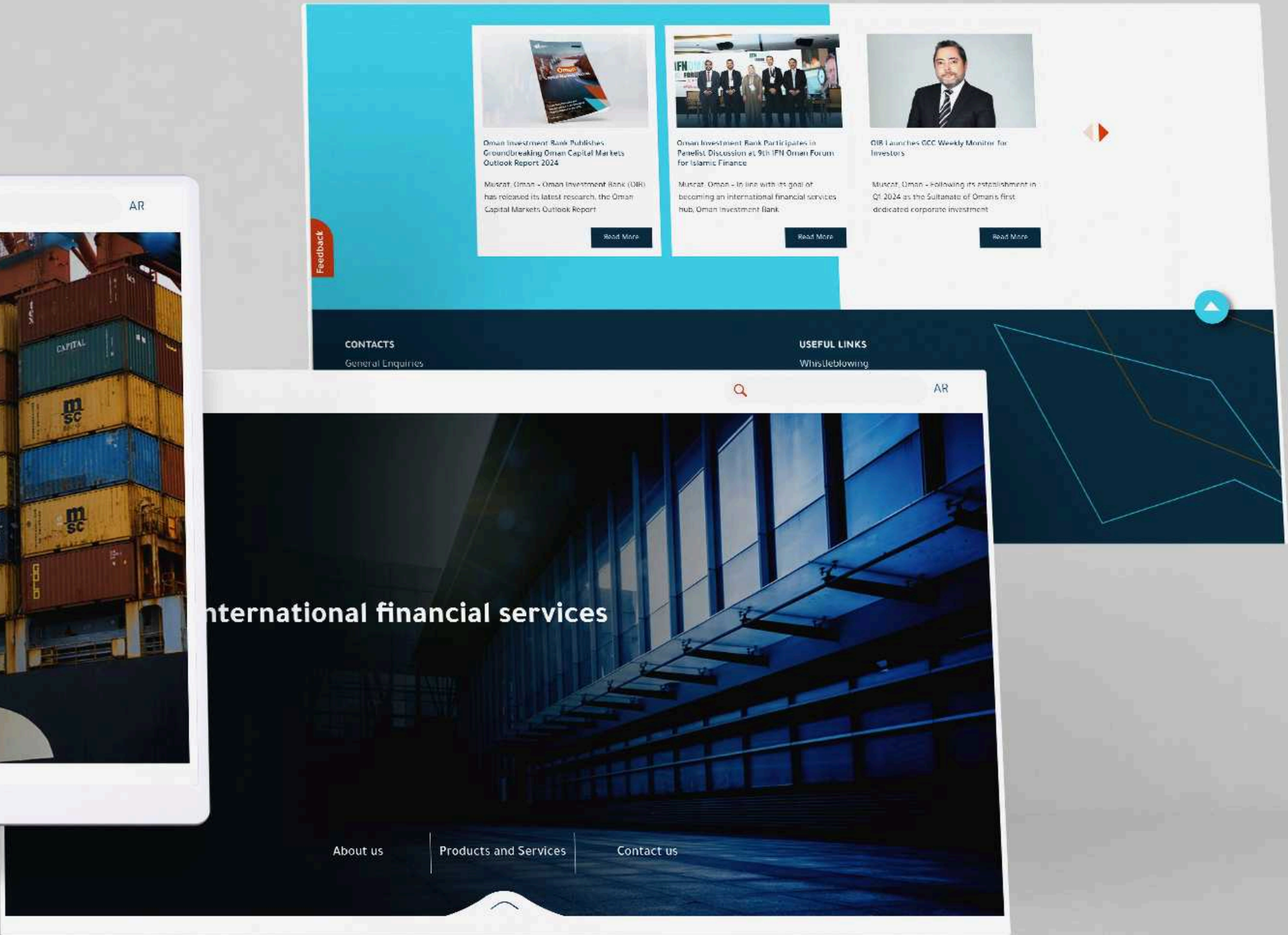
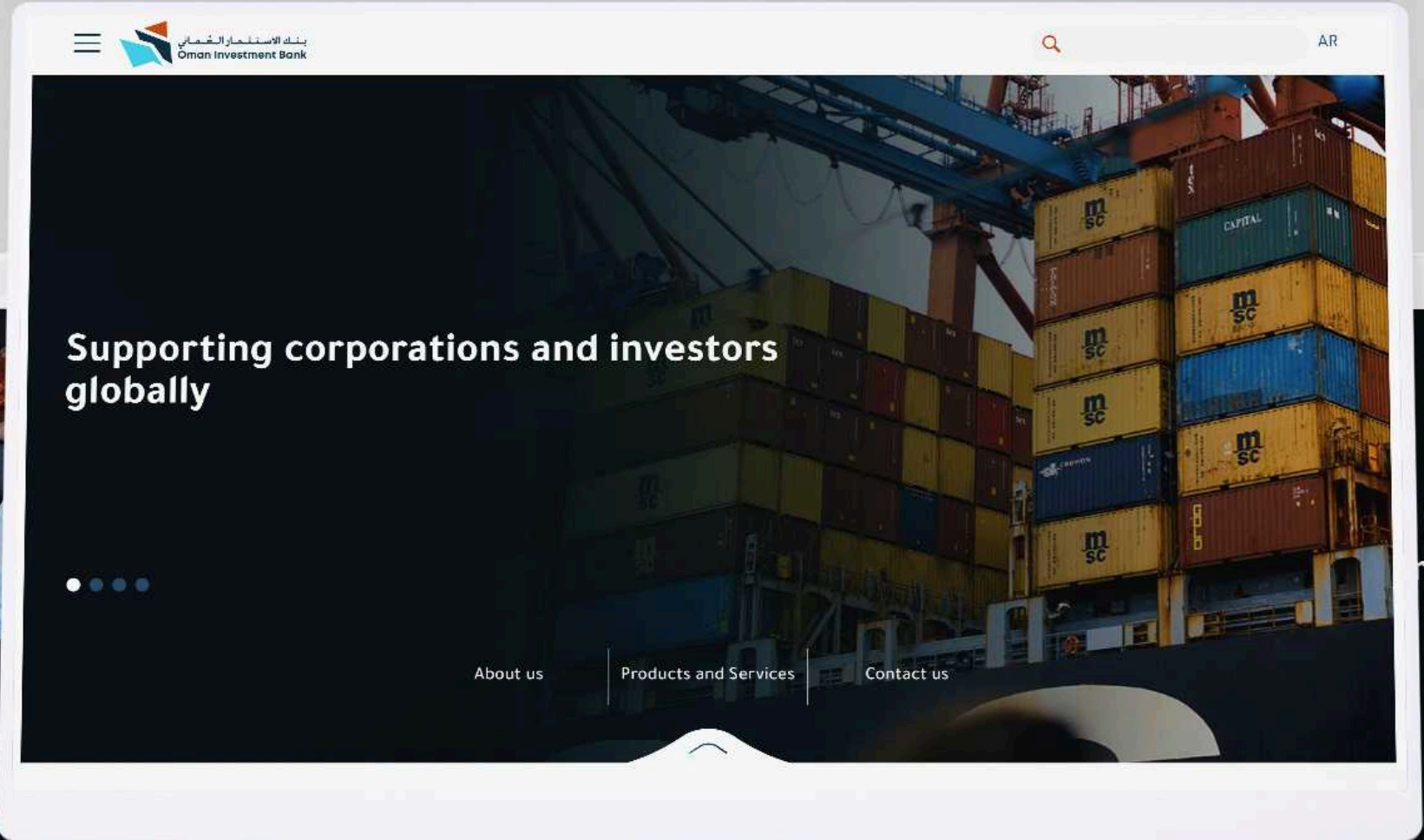
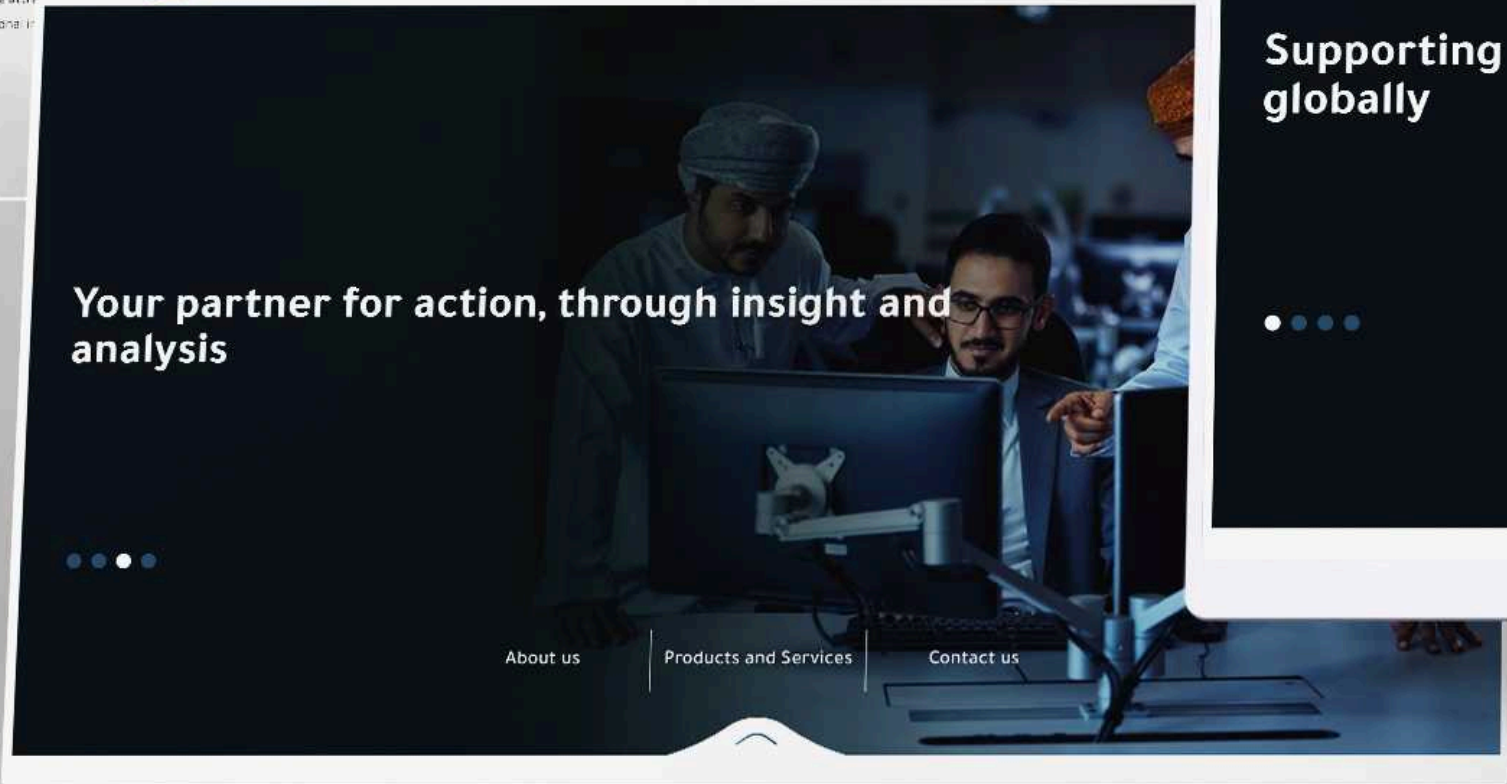
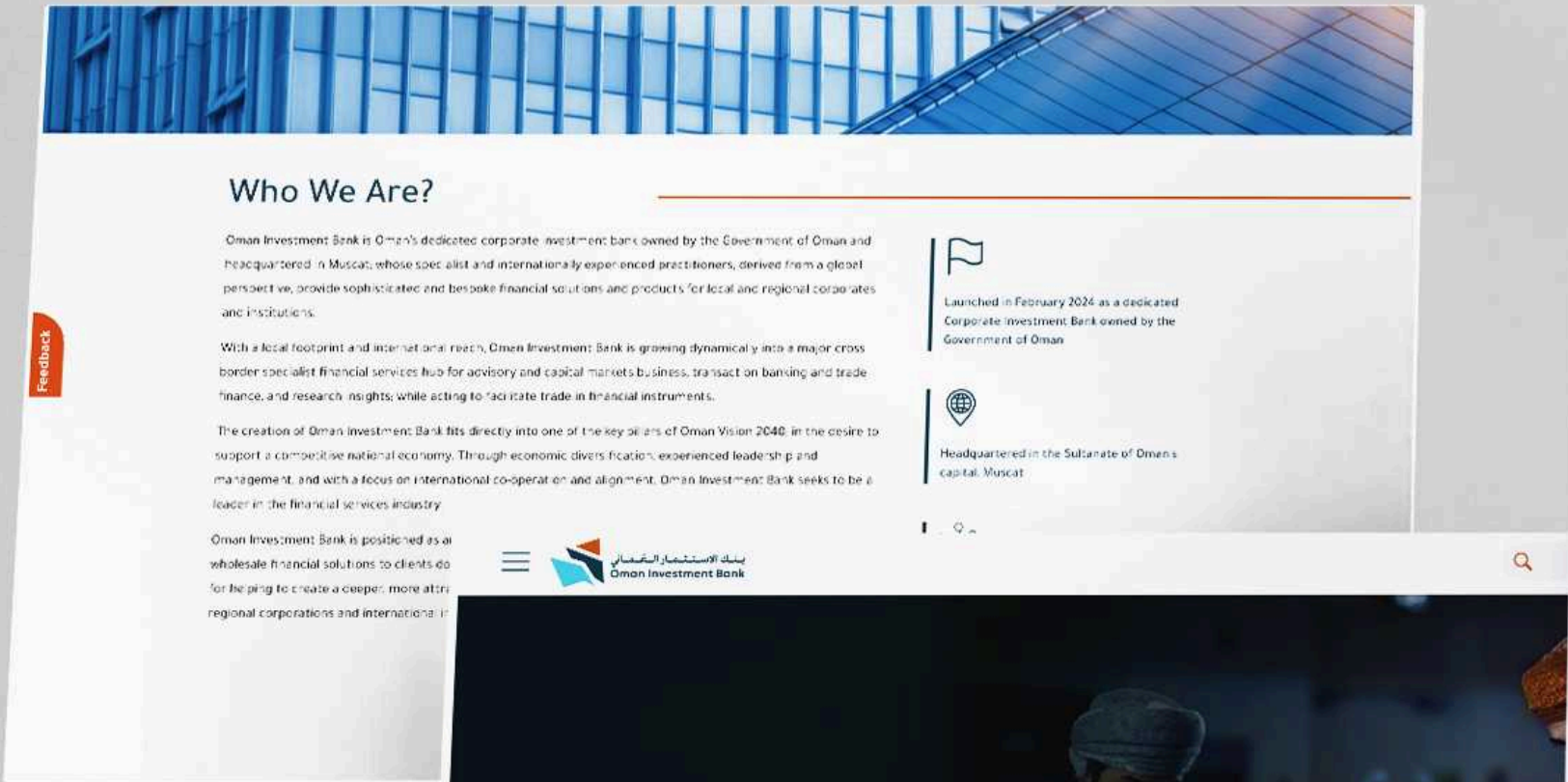
Marcia partnered with Oman Investment Bank to design and develop their brand-new English and Arabic website, along with various social media/public relations projects. Our key focus for OIB was to build trust and credibility within a short time frame. The solution? Marcia developed an initial “soft-launch” landing page to coincide with the bank’s launch in 2024, followed by a fully-fledged site at a later stage.

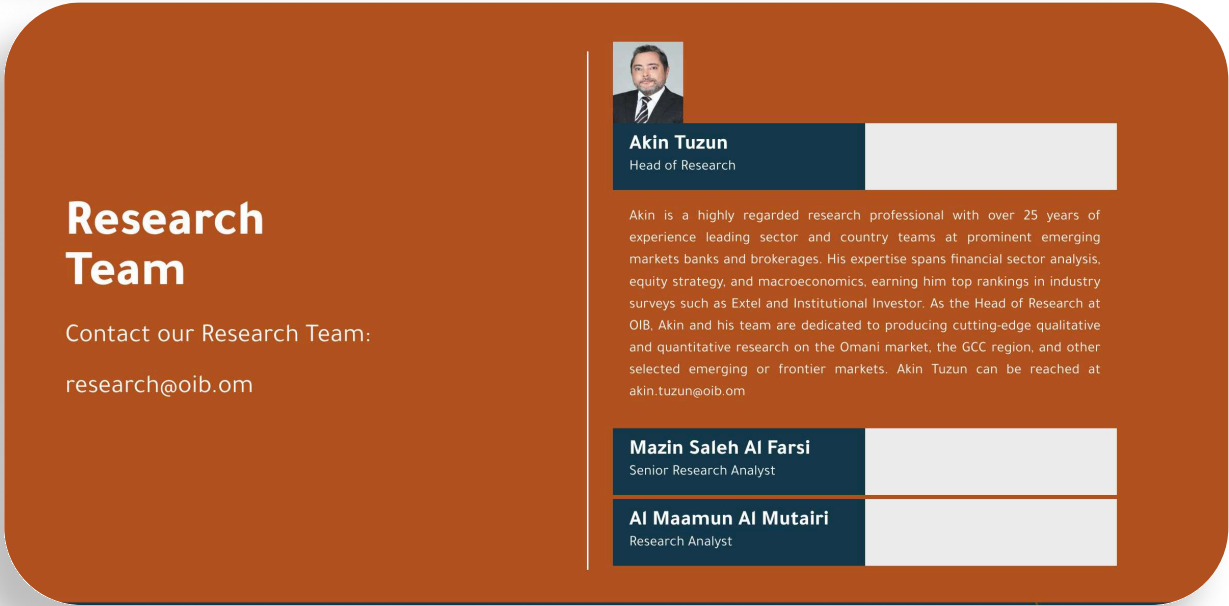
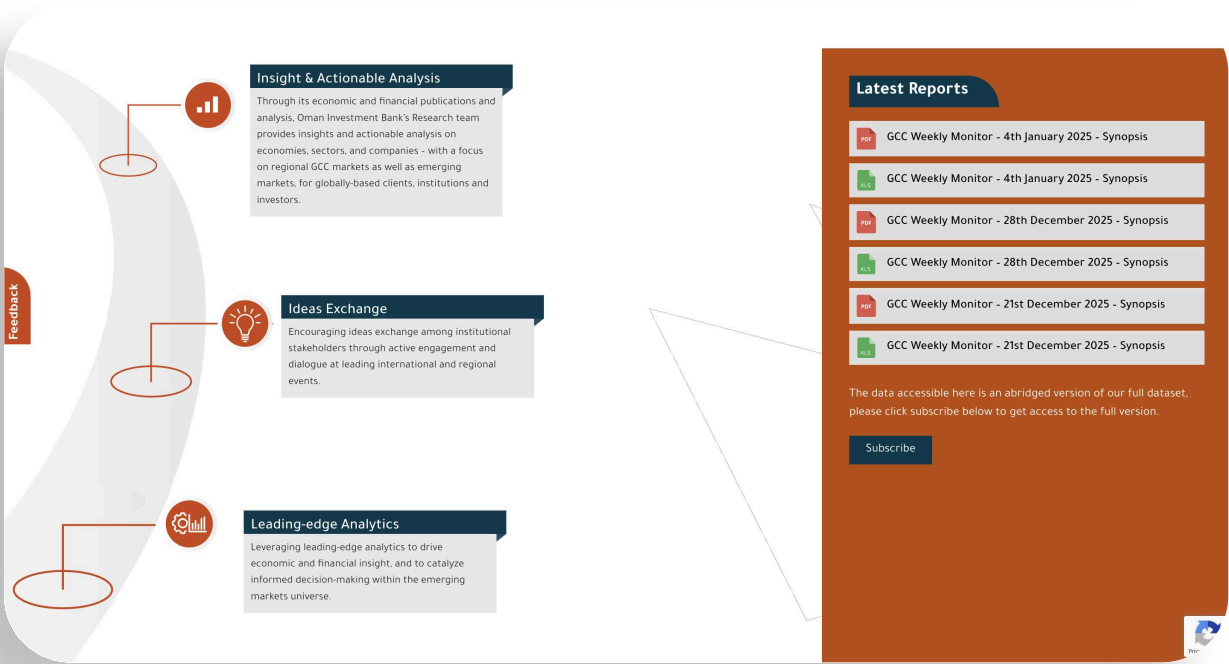
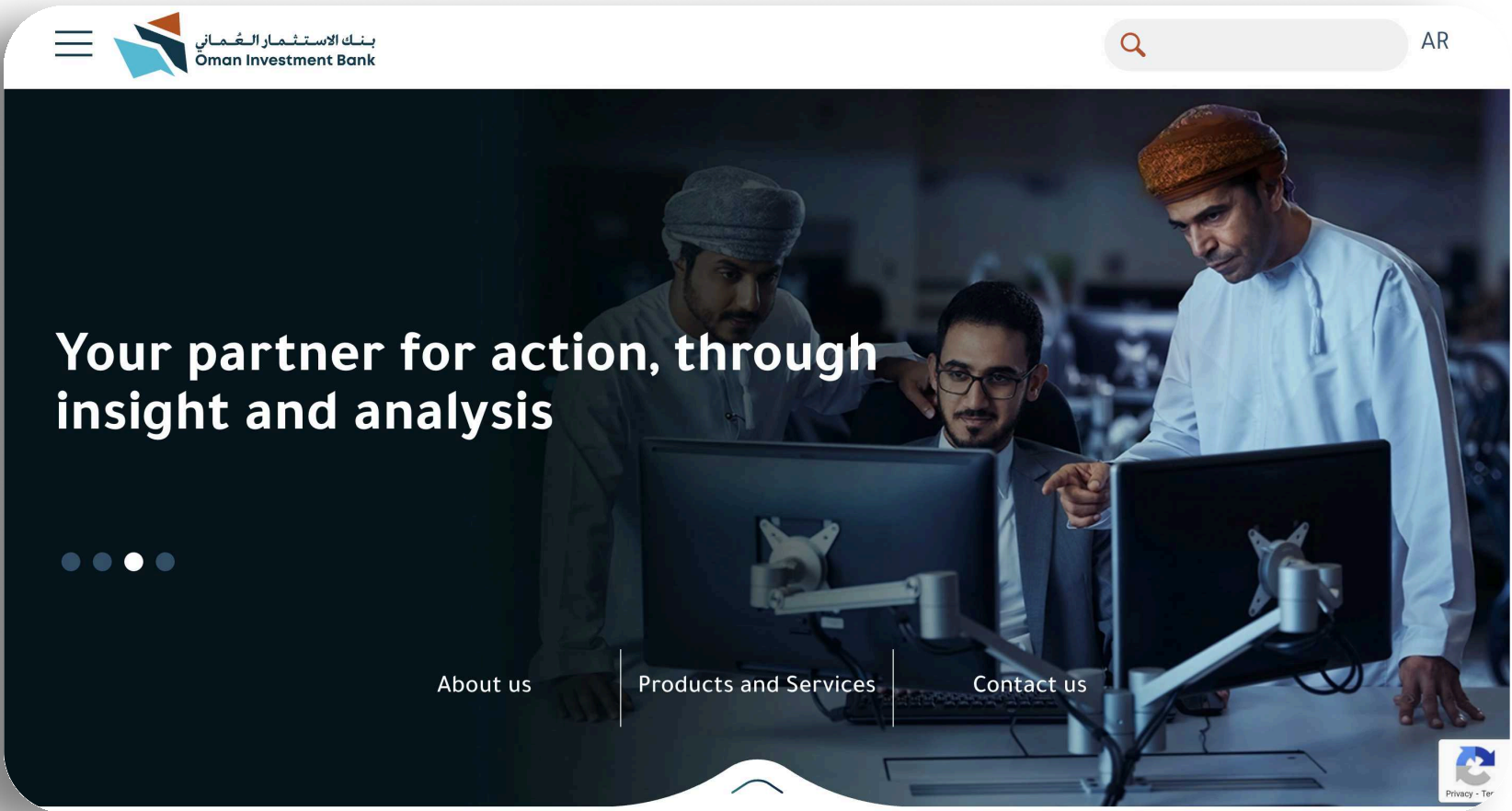
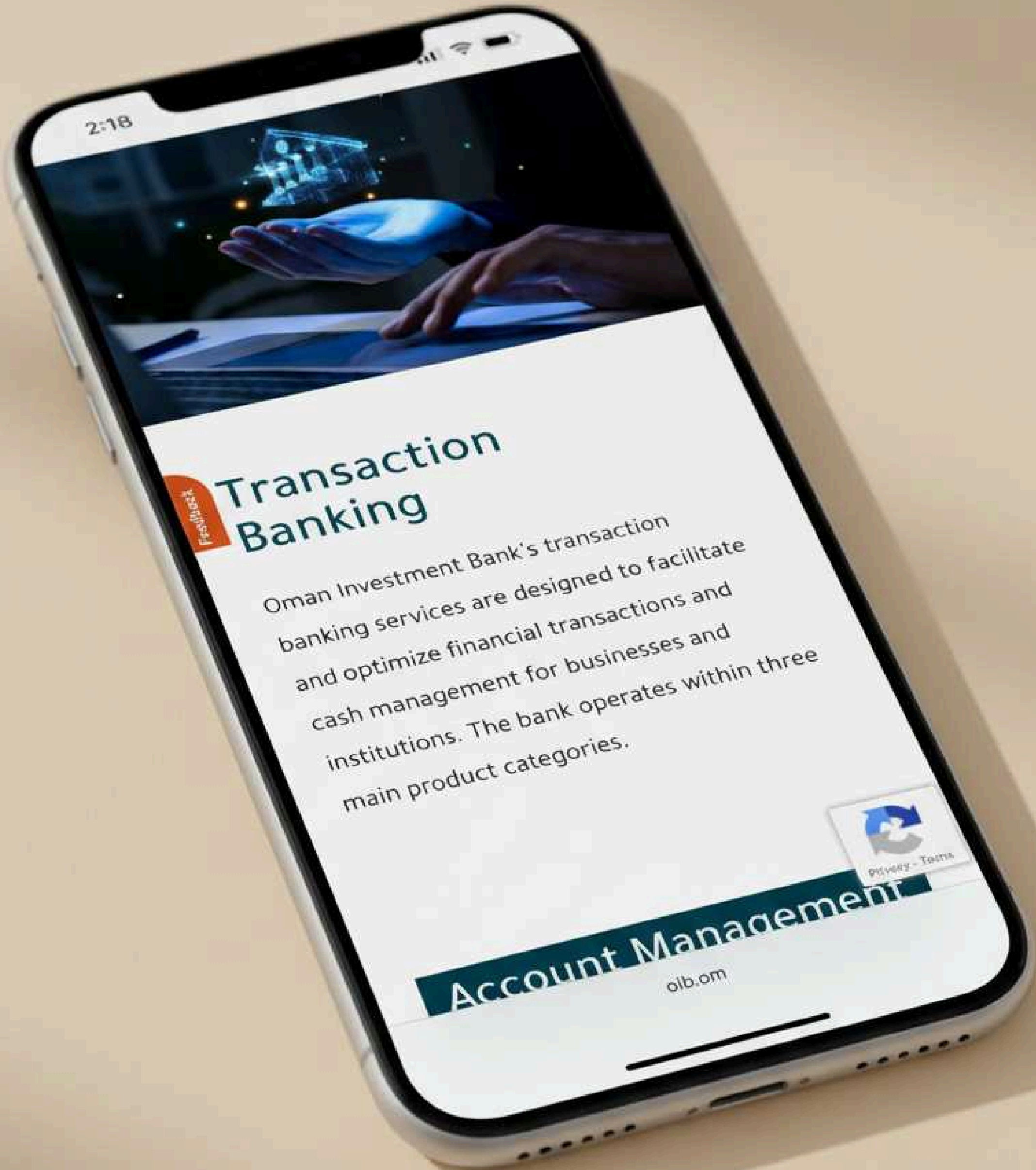
Website Development

PR Support

UI/UX Design









For Visit Oman – the online travel booking gateway that connects the world to “Unlimited Discovery in Oman” – Marca’s team were thrilled to have the opportunity to create the gateway’s official Trade Partner Handbook. Combining visual creativity with impactful storytelling, Marca created an unforgettable invitation for the world to discover the beauty and riches of the country.

Trade Partner Handbook

PR / Press Releases





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



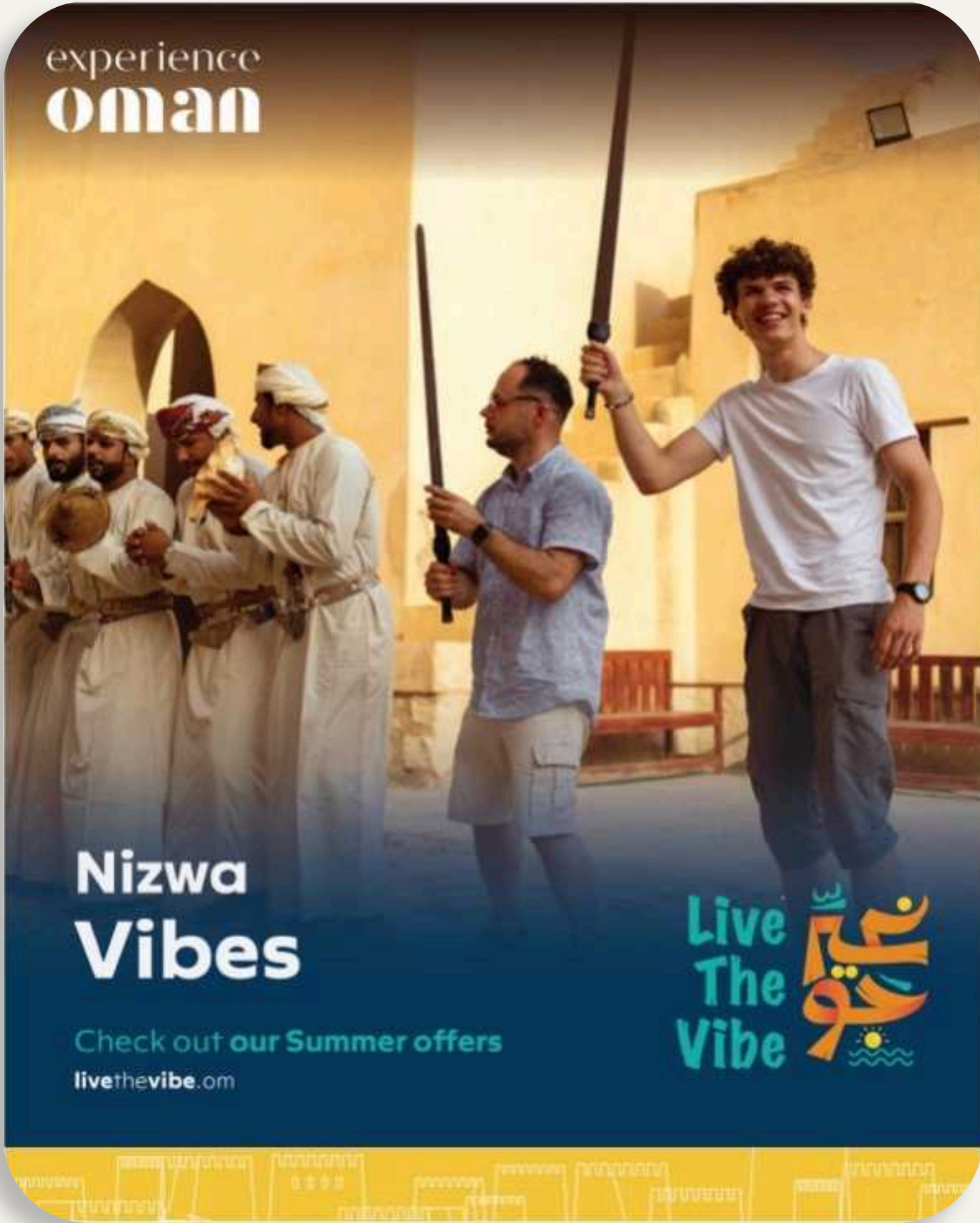
Launched by the MoHT in collaboration with OMRAN and Experience Oman, the Live the Vibe social media/influencer campaign was designed to create a positive buzz around domestic tourism in Oman. Together with the Live the Vibe team, Marca led the way in bringing to life the unique experiences that make Oman a vibrant and captivating travel and tourism destination for our local population.

Social Media Management

Influencer Management

Creative Support





اكتشف
كُناك



جوك

مع الغوص في
جزر الديمانيات غير
احجز عروض الصيف الآن
livethevibe.om

Live
The
Vibe

experience
oman

خريف
ظفار
KHAREEF
DHO FAR



جوك

في خريف ظفار غير
احجز عروض الصيف الآن
livethevibe.om

Live
The
Vibe

اكتشف
كُناك

SNOW OMAN
سنو عمان



جوك

في سنو عُمان غير
عروض الصيف بانتظارك
livethevibe.om

Live
The
Vibe



أكواريوم عُمان
Oman Aquarium

اكتشف
عُمان



جوّك

في أكواريوم عُمان غير
احجز عروض الصيف الآن
livethevibe.om

Live
The
Vibe

نكتو



عُمان
OMRAN

اكتشف
عُمان




جوّك

في هوانا صلالة غير
احجز عروض الصيف الآن
livethevibe.om

Live
The
Vibe

نكتو

اكتشف
عُمان



جوّك

مع فيا فيراتا
والسلك الإنزلاقي غير
احجز عروض الصيف الآن
livethevibe.om

Live
The
Vibe

نكتو



مطارات عُمان
Oman Airports

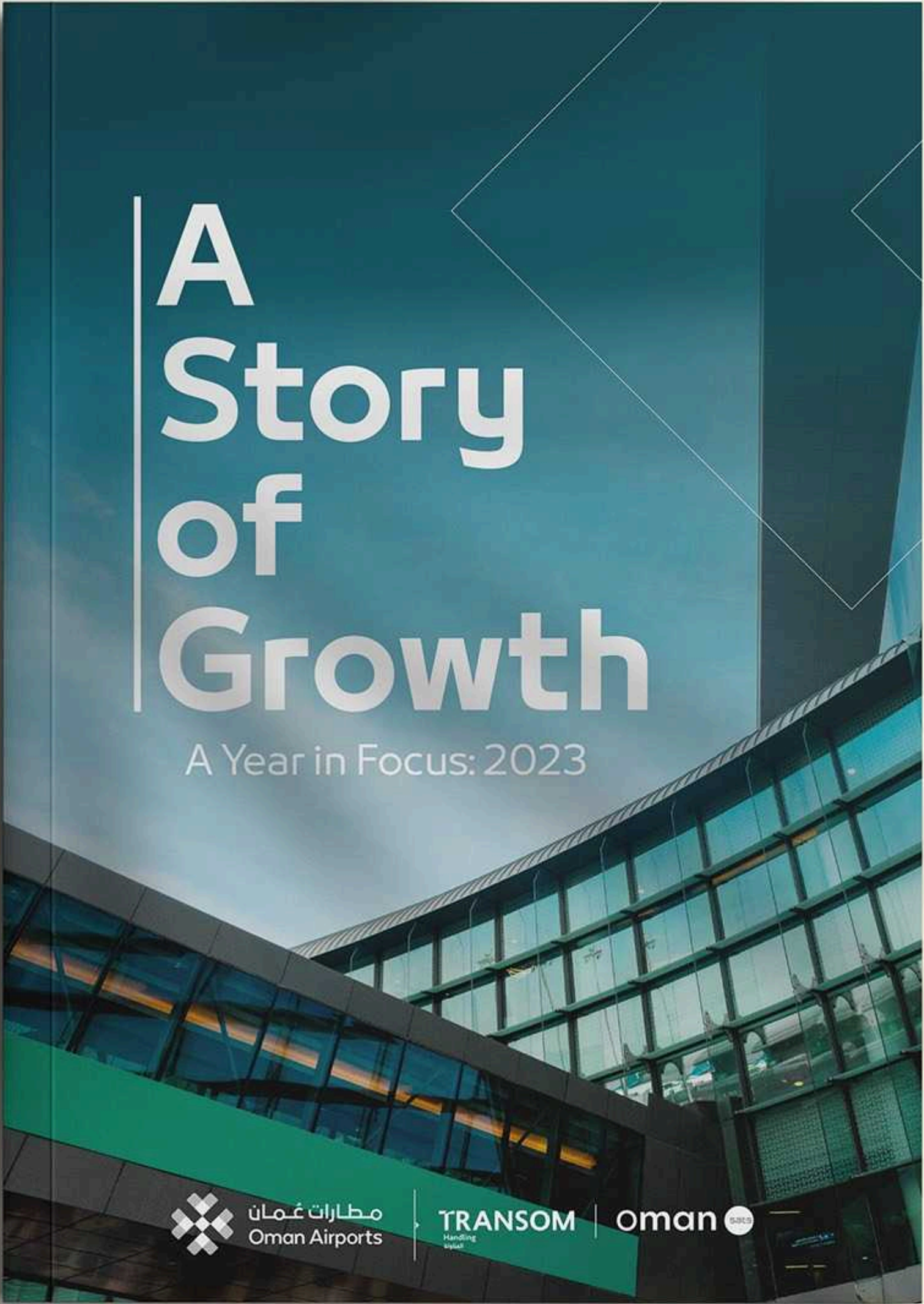
Marca's team conceptualized and designed the Oman Airports marketing department's new Brand Guideline in 2023, which made extensive use of a "visual first" approach to visually bring to life technical ideas. We also continue to compile Oman Airports' Annual Reports, along with a number of editorial and public relations projects. We're thrilled to contribute to Oman Airports' vision to develop "Gateways to Beauty & Opportunity" in the Sultanate.

Brand Guideline

Annual Reports

Editorial & Public Relations





Our Global Representation

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

Oman Airports: A Hub and Spoke Model

Our geographic location serves as a key advantage between East & West with 35% of our Y2023 passengers being...



East West Oman's central geographic advantage of being...

35% Such an advantage for passengers being...

146 destinations Post-Covid, our 146** destinations...

* Includes both scheduled and chartered airlines
** Includes all of our airports' scheduled and chartered...

Oman Airports Portfolio

We manage **7 airports** with different focuses to not only boost connectivity, but also to boost local and national economies & create more opportunities



Scopes of our airports are divided into three focus areas:

- Muscat:** foster national hub, increase global connectivity
- Regional:** foster tourism & investment, boost connectivity with seaports/freezones
- Oilfield:** provide operational activities

S27: Airport Cities

Our plan to develop airport cities will provide another diversified source of revenue, stimulate the local & national economies & further integrate our airports other industries

Business Gate
1,200,000 m²

Logistics Gate
250,000 m²

Hospitality Gate
150,000 m²



Free Zone
1,800,000 m²



Aviation Gate
550,000 m²



Oman Airports Strategy

We have a proven track record of implementing successful 5-year strategies which are holistic in nature, touching upon a series of operational aspects and inclusive of our airport shareholders

In 2016 we devised Strategy 2020, where we set a 5-year framework to be among the top 20 airports by 2020, a feat which we achieved. Currently, we are embarking in S27.

Our Business Drivers

Ensuring we shape our operations around focus areas & by measuring their performance with clear KPIs is key in excelling

In line with our strategies, we've identified **5 business drivers**, which define what we do, as well as the metrics of our success.



BUSINESS
TRANSFORMATION



OPERATIONAL
EXCELLENCE



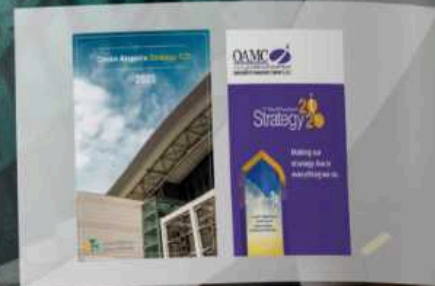
CUSTOMER
EXPERIENCE



ENVIRONMENTAL
SUSTAINABILITY



PEOPLE
WELL-BEING



ENGLISH USAGE

All typography that uses English characters should follow the following principles.

- 1. **Headlines**
29LT Bukra Bold Title Case
- 2. **Sub Headings**
29LT Bukra Semi bold Title Case
- 3. **Body Copy**
29LT Bukra Light Sentence Case
- 4. **Statistics**
29LTBukra Medium and Bold Sentence Case
- 5. **Pull Quotes**
Aktiv Grotesk Medium and Bold Sentence Case

Wherever possible text should be aligned left, and avoid the use of all caps. For dual language applications, keep the type sizes consistent across styles for each language.

1
The Headline
29LT Bukra Bold

2
Sub Heading
29LT Bukra Semi Bold

3
Body text 29LT Bukra Light
Oman Airports is a government company affiliated with the Oman Investment Authority established in 2002 for the purpose of the administration of civil airports in the Sultanate of Oman: Muscat International Airport, Salalah Airport, Duqm Airport, and Sohar Airport. The company expanded its services in 2019 to include the administration of regional airports in the oil concession areas of Fahud, Marmul, and Qarn Alam.

4
66 %
Statistics information descriptor
29LT Bukra Medium

5
Oman Airports is a government company affiliated with the Oman Investment Authority

COLOUR
PRIMARY PALETTE

Dark Blue

Print

C: 67%
M: 64%
Y: 62%
K: 57%

Screen

R: 65%
G: 52%
B: 52%

Light Gold

Print

C: 2%
M: 25%
Y: 93%
K: 0%

Screen

R: 250%
G: 194%
B: 14%

Gray

Print

C: 52%
M: 41%
Y: 30%
K: 23%

Screen

R: 121%
G: 120%
B: 123%

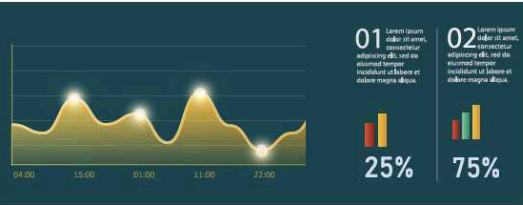
DATA VISUALISATION
GRAPHS & CHARTS

Bar and line graphs should be used to create data that covers a period of time. Pie charts are used when showing a percentage or proportional data. Both can use the primary and advanced colour palette.

Our graphs and charts should principally be two-dimensional, with three-dimensional versions reserved for external use and internal presentations.

The examples shown opposite should be used as a benchmark for quality when designing new graphs and charts.

- 1. Two-dimensional
- 2. Three-dimensional
for screening purposes only



LOGO OVERVIEW

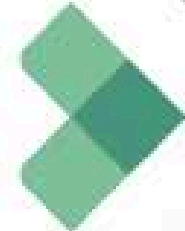


Icon

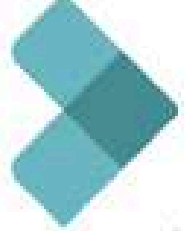
مطارات عُمان
Oman Airports

Brandmark

The logo's five colour tones represent five key Oman Airports attributes:



Green symbolizes the new commercial identity of the Sultanate of Oman's tourism sector.



Blue is used to represent the civil aviation sector and is also a reference to the beauty of Oman.



Gold symbolizes the logistics sector.



Gray refers to the industrial sector, and the investment opportunities offered by the Sultanate.



Red is located in the middle of the logo – and acts as a focal point of interest.



For Madayn – Oman’s Public Establishment for Industrial Estates – Marca’s latest work involves the design and development of the company’s new website for 2025, The site features rich UX/UI integration across a vast array of information critical to Madayn’s success. Our team also designed Madayn’s 2023 Annual Report; and we created the design and content for a series of e-Magazines highlighting the establishment’s ongoing industrial city growth.


Website Design, Development & Content

Annual Report

E-Magazines



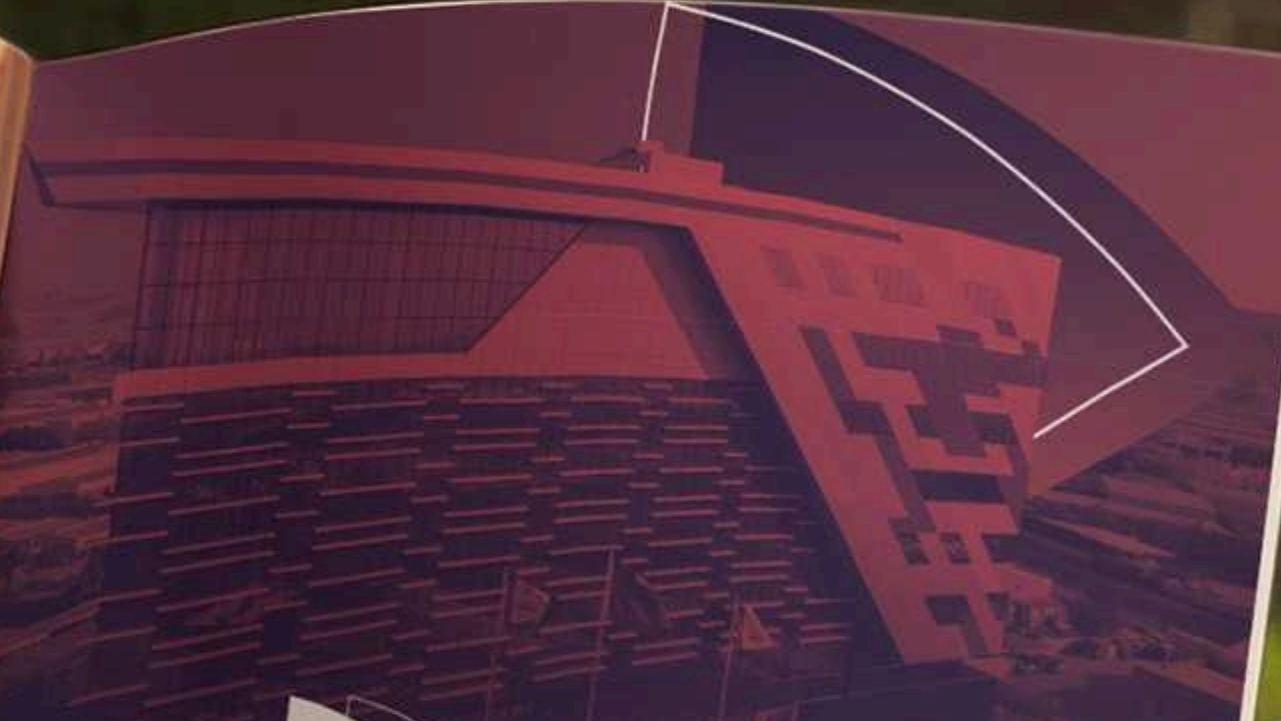




Statement of His Majesty Sultan Haitham bin Tariq Al Said

Over the past five decades, there has been a profound transformation in the establishment of the contemporary state and the preparation of modern and advanced infrastructure across all regions of the nation. This progress unfolded under the leadership of the builder of modern Oman, the late Sultan Qaboos bin Said bin Taimur, may his soul rest in peace. It is imperative to acknowledge the efforts of the loyal citizens of Oman, to whom we extend our utmost appreciation and tribute for their contributions to the elevation of Oman and the enhancement of its status.

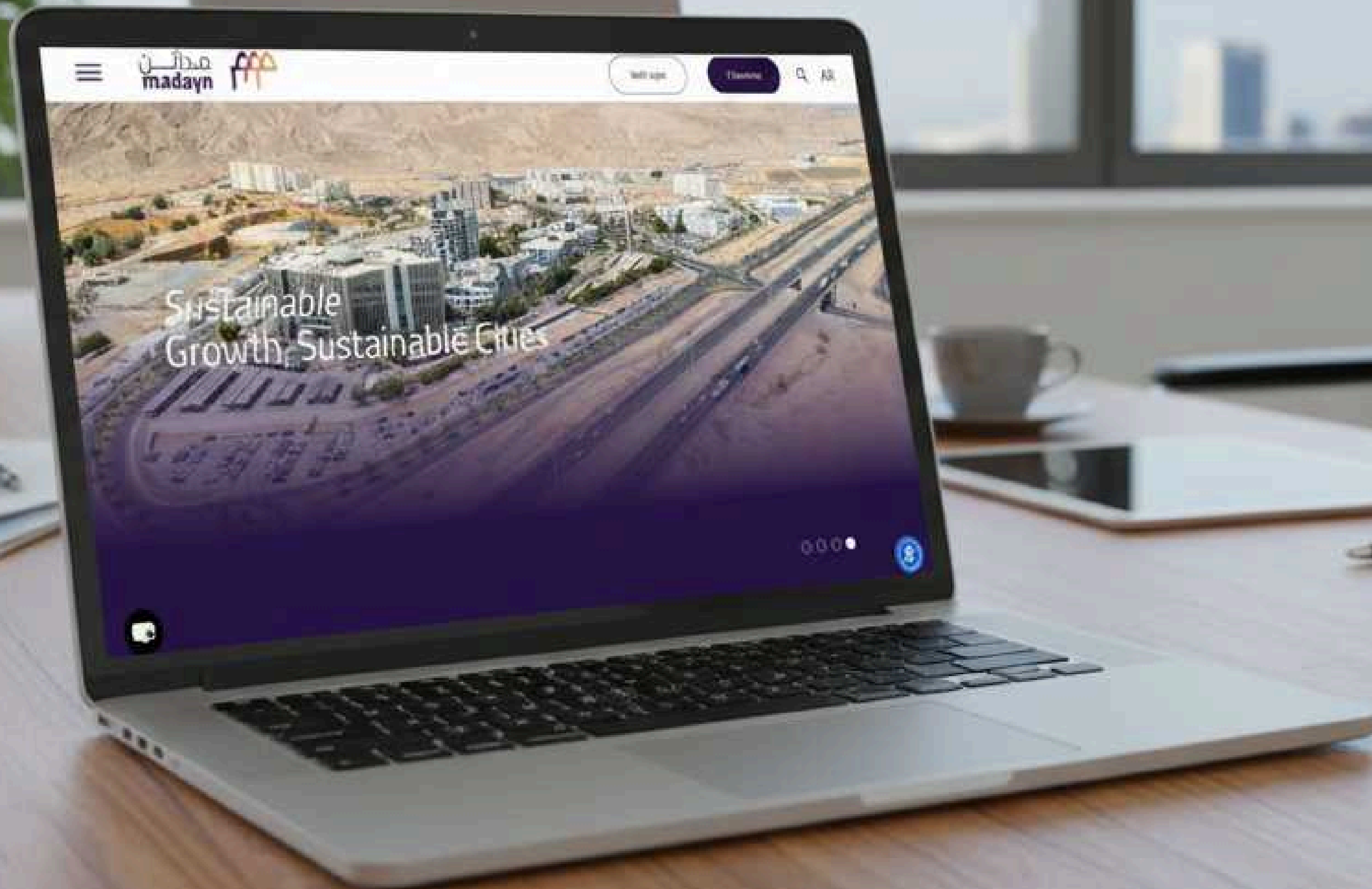
With divine guidance on the path of construction and development, we persist in the march of the blessed renaissance, as envisioned by the late Sultan, may he rest in peace, recognizing the magnitude and grandeur of the entrusted responsibility. Emphasizing that Oman remains the paramount objective in all our endeavors and aspirations, we implore every citizen of the country, without exception, to protect the gains of the blessed renaissance and actively engage in advancing the triumphant march, placing our trust in the Almighty, while aspiring for His assistance and triumph.

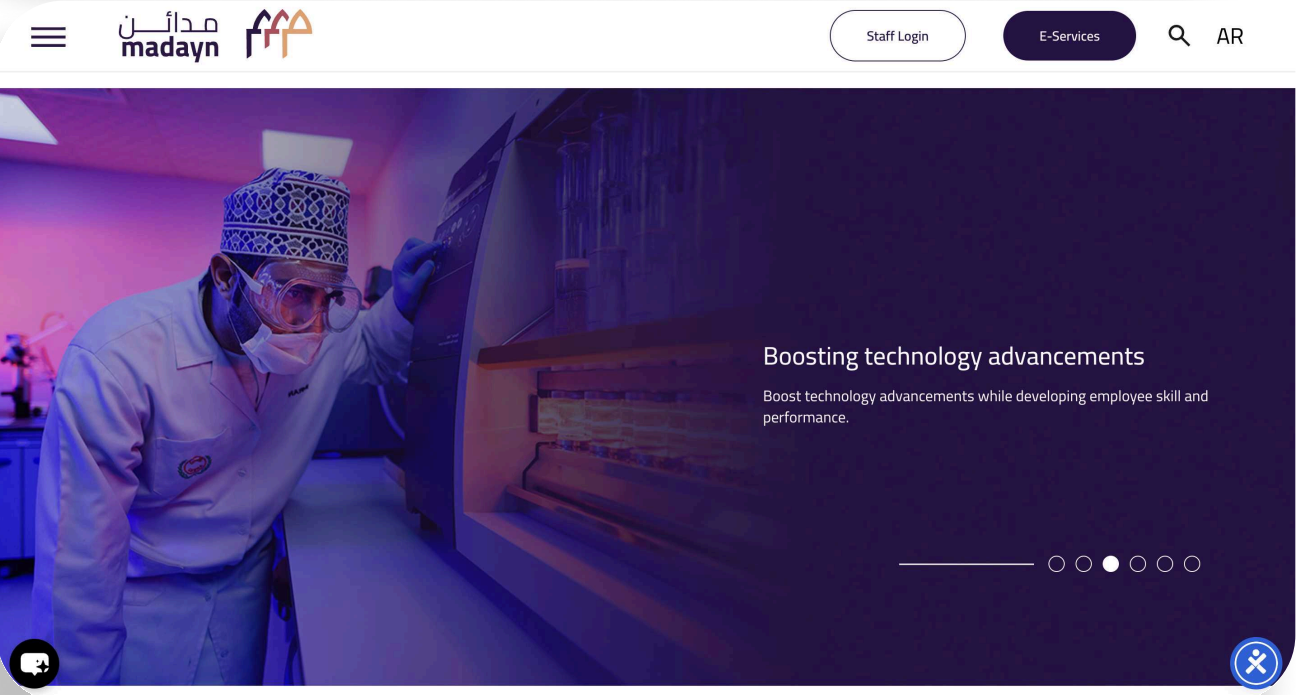
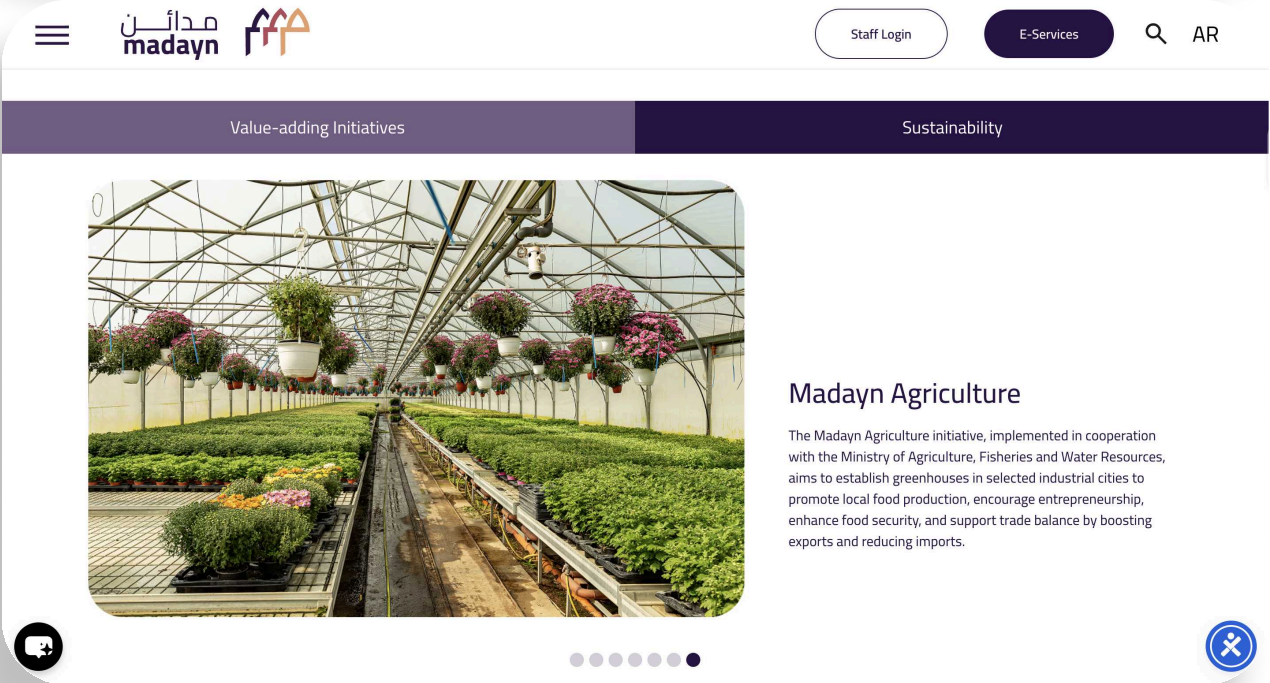
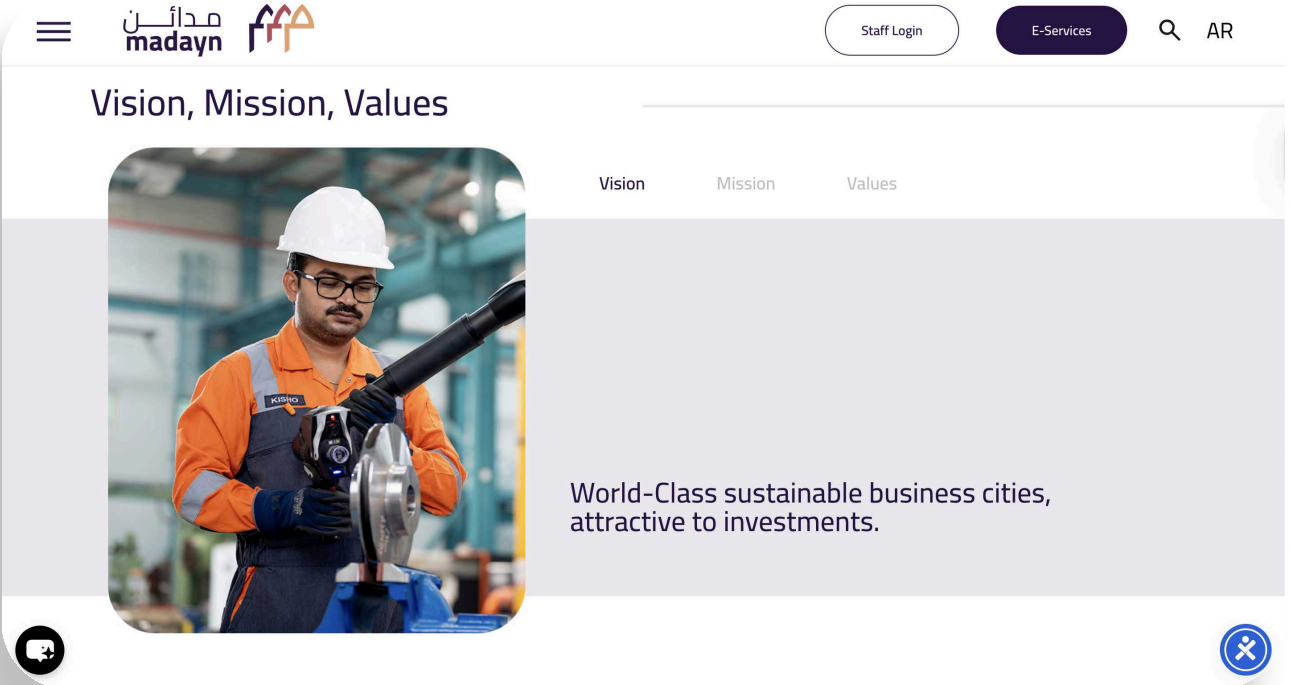
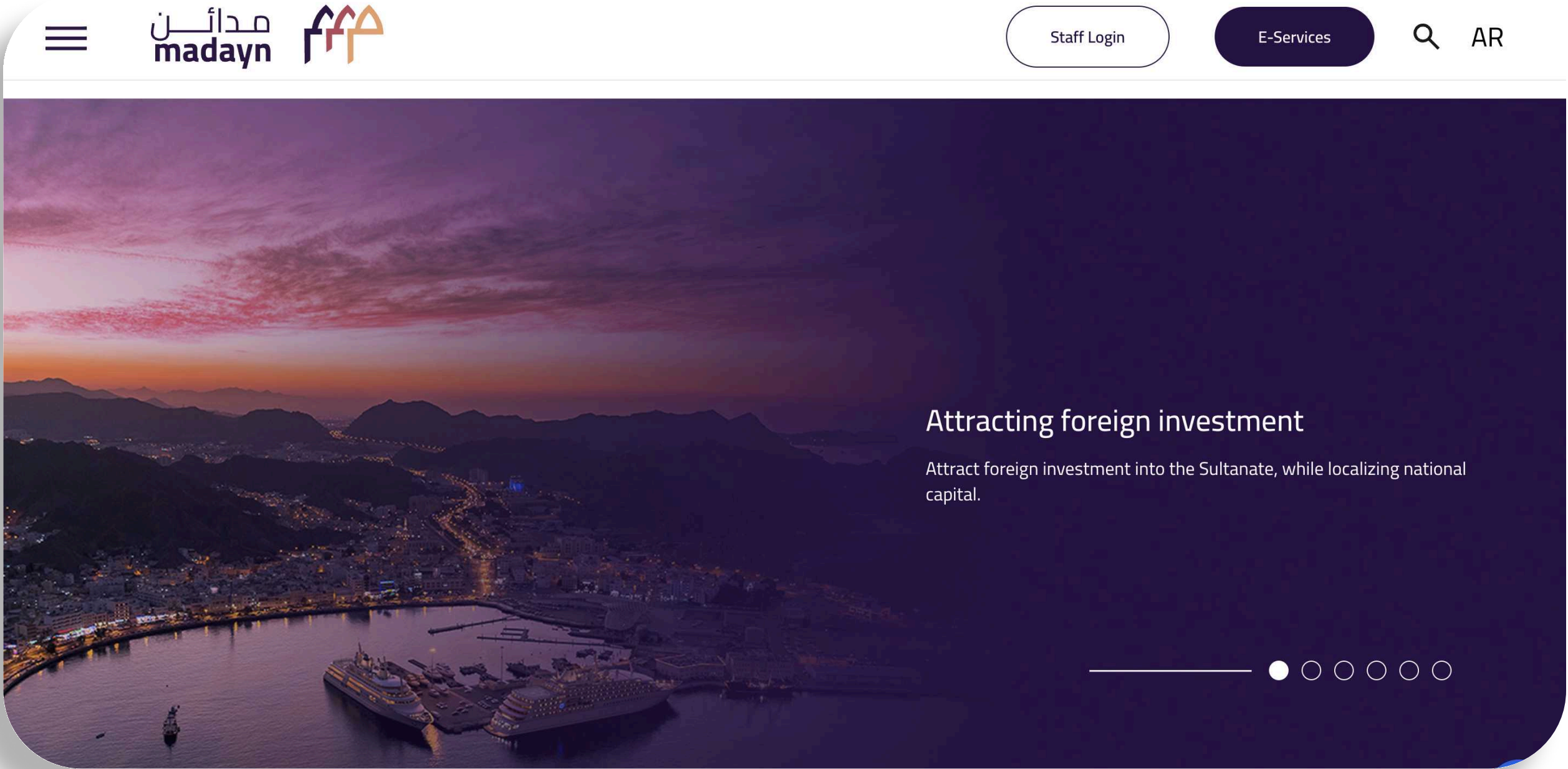


Introduction

6 With great pride, we present to you our 2023 Annual report, showcasing our steadfast and meticulous march of success and excellence. This publication underscores our unwavering dedication to activate the principles of transparency and integrity across all facets of Madayn's operations. The book aims to offer a comprehensive and concise overview of data, indicators, and tangible accomplishments across various sectors within industrial cities. This encompasses growth and expansion rates, utilized spaces, employment, initiatives for digital transformation, governance and compliance, enhancement of working environments, and augmentation of production efficiency. These endeavors are situated within the framework of tangible steps implemented by the prudent government as part of its economic recovery plans. Furthermore, these endeavors aim to enhance financial stability and business governance, and to capitalize on international opportunities and emerging economic sectors.

Our primary objective with this 2023 Annual report is to provide the public with a comprehensive point of reference. It encapsulates the works and advancements made by industrial cities throughout this challenging yet opportunistic year, aligning with the tracks and priorities outlined in the Madayn Vision 2040. Every word and figure in this book underscores our unwavering commitment to realizing the major and subsidiary objectives delineated by the vision. The book aims to provide comprehensive summaries, detailed statistics, and key indicators, thereby affording readers a profound insight into the establishment's march and future ambitions. It is worth noting that this book transcends a mere descriptive document; rather, it serves as an interactive guide fostering creative thought and the exchange of ideas. This approach enhances the multifaceted aspects of Madayn to deliver an optimal and sustainable service to investors and customers.





Location: Muscat Governorate

Date of Inauguration: 1983

Total Area: 10,9 million m2

Industrial Annual Rent /m²: OMR 1

Current Number of Investments: 300+

Industries:

Chemicals, batteries, electrical and building materials, fiber optic cables, foodstuff, textiles, garments, stationery, and paints.

Common Area Maintenance: Yes

Invest Now



Key Advantages



Proximity to major ports and airports – facilitating smooth import/export of goods.



Seamless connectivity to Gulf and international markets via road, sea, and air transport networks.



Appealing incentives for investors through tax and customs benefits.




Comprehensive facilities and services for businesses and employees (including availability of skilled labor).



Collaboration opportunities with existing industries.



Fully serviced industrial plots and facilities to suit diverse investment needs.



About Us

Industrial Cities

Investment Opportunitites

Open Data

Media Center

Digital Participation

Contact Us

Search For

Industrial Cities

Knowledge Oasis Muscat

Al Mazunah Free Zone

Al Rusayl Industrial City

Suhar Industrial City

Raysut Industrial City

Al Wadi Al Kabir Industrial City

Nizwa Industrial City

Al Buraimi Industrial City

Sur Industrial City


Samail Industrial City

Mahas Industrial City

Ibri Industrial City

Al Mudhaibi Industrial City

Al Suwaiq Industrial City



Staff Login

E-Services

Search

AR

Search

Al Rusayl Industrial City
Location: Muscat Governorate
Established: 1983

Suhar Industrial City
Location: Al Batinah North Govern
Established: 1992

Raysut Industrial City
Location: Dhofar Governorate
Established: 1992

AlMazunah Free Zone
Location: Dhofar Governorate
Established: 1992

Al Wadi Al Kabir Industrial C...
Location: Muscat Governorate
Established: 1993

Al Mudhaibi Industrial City
Location: North Al Sharqiyah Governorate
Established: 2021

More

Hi! What can I help you with?

Al Ruraimi Industrial Citv



In December 2024, Nazdahr's "Oman Nation Brand" visual identity voting campaign formed the first of many public engagement initiatives for the Sultanate's ongoing nation branding strategy. For this landmark campaign, Marca was asked to develop a comprehensive social media strategy. The campaign was a remarkable success, with over 62,500 citizens and residents from all over Oman casting their votes!

Social Media Management

Press Releases

PR Support



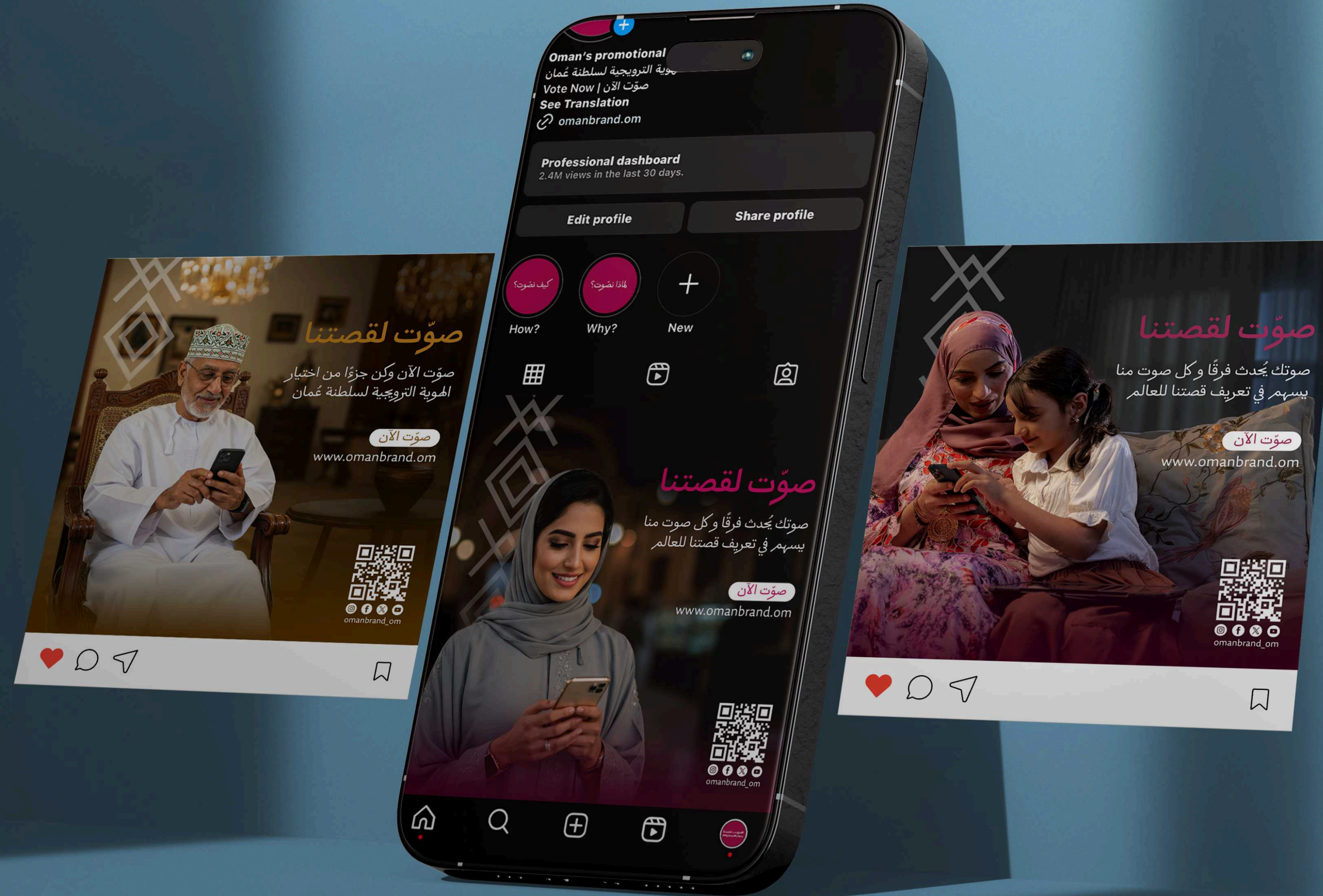
#MyOmanMyStory

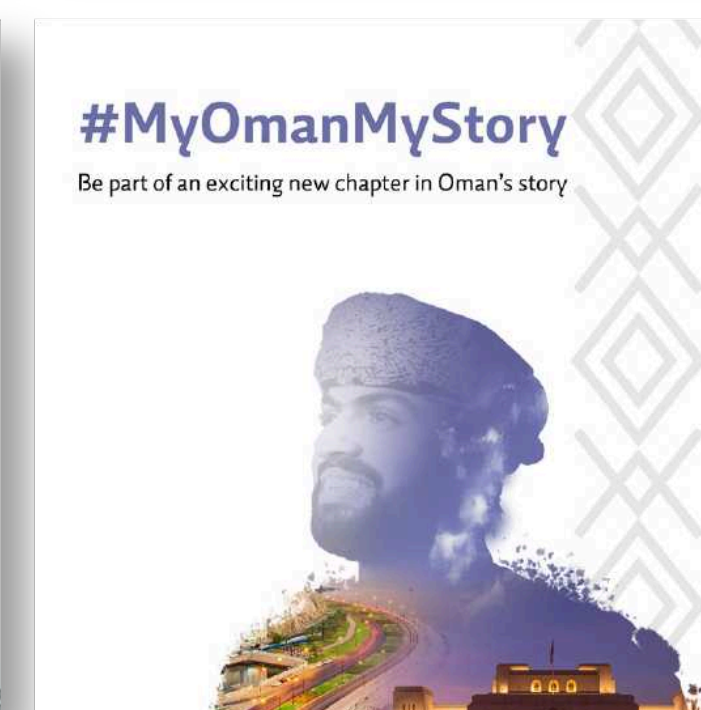
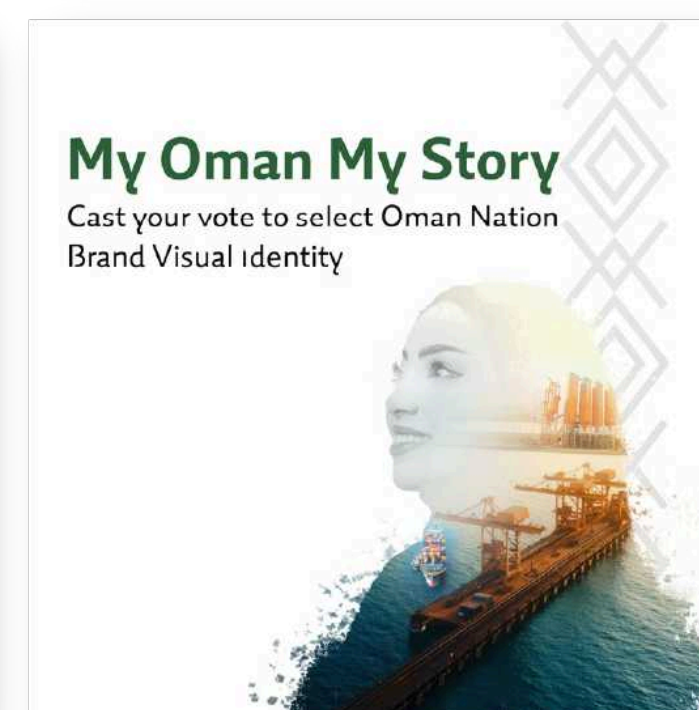
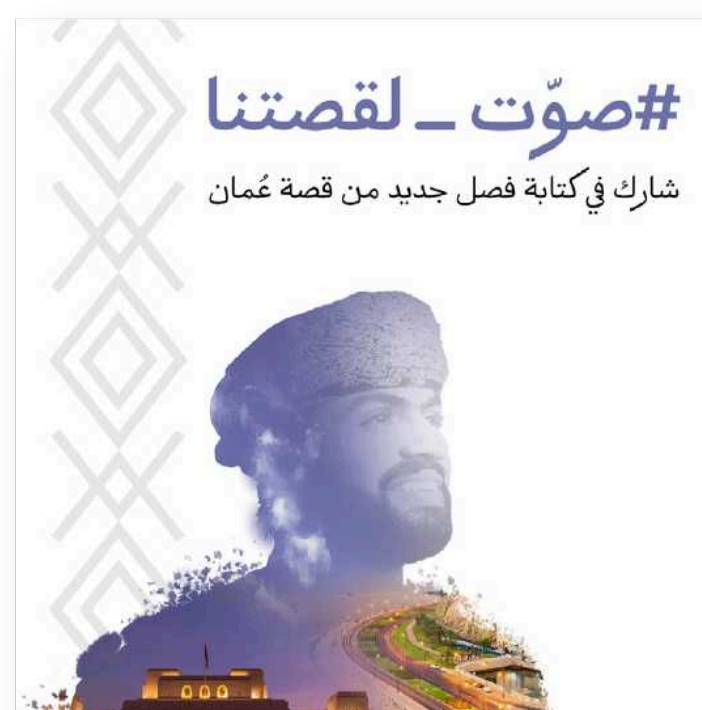
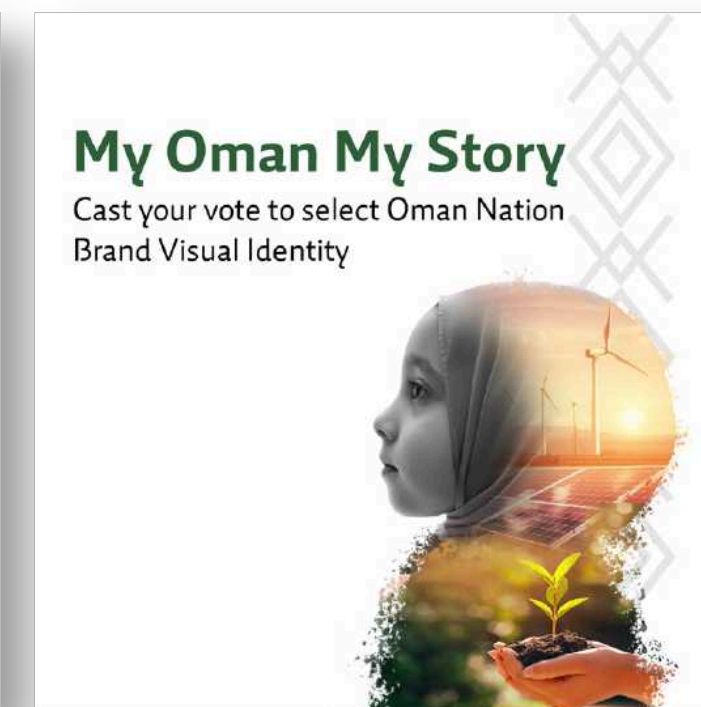
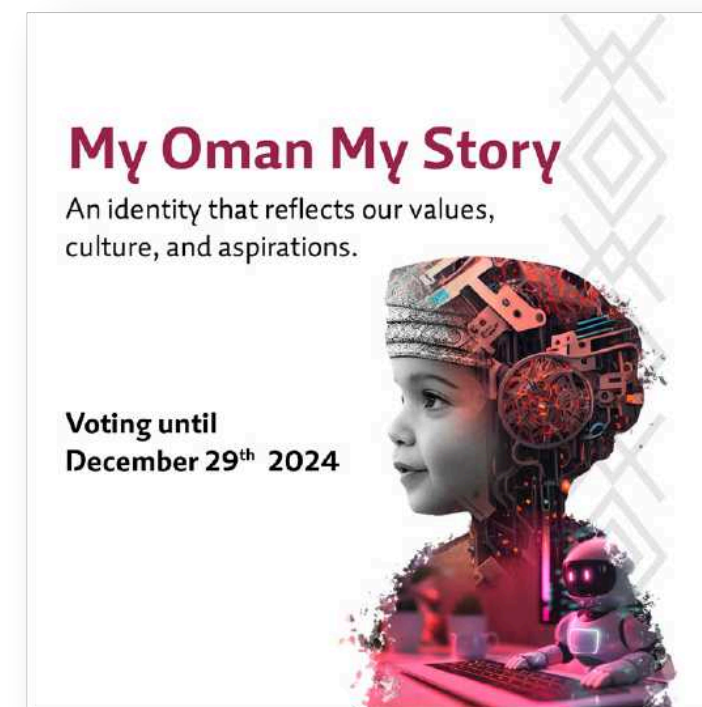
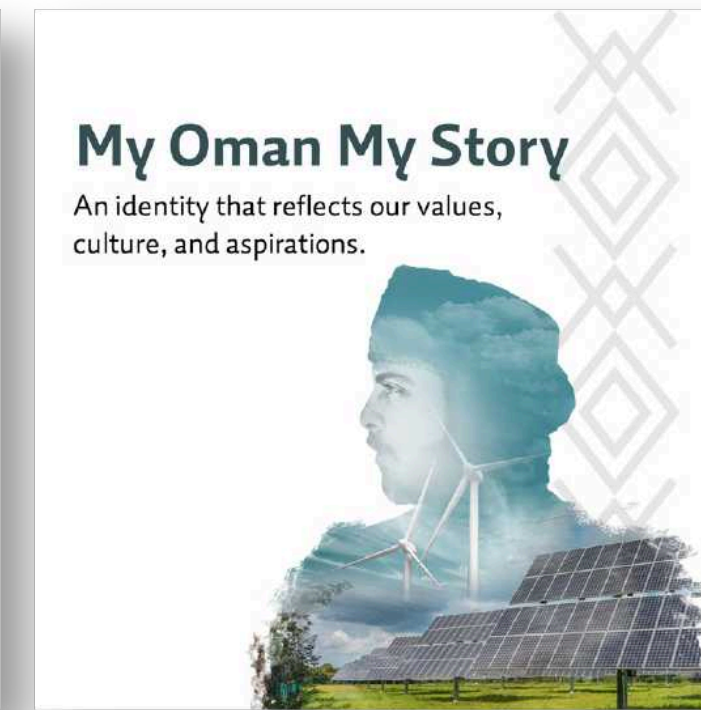
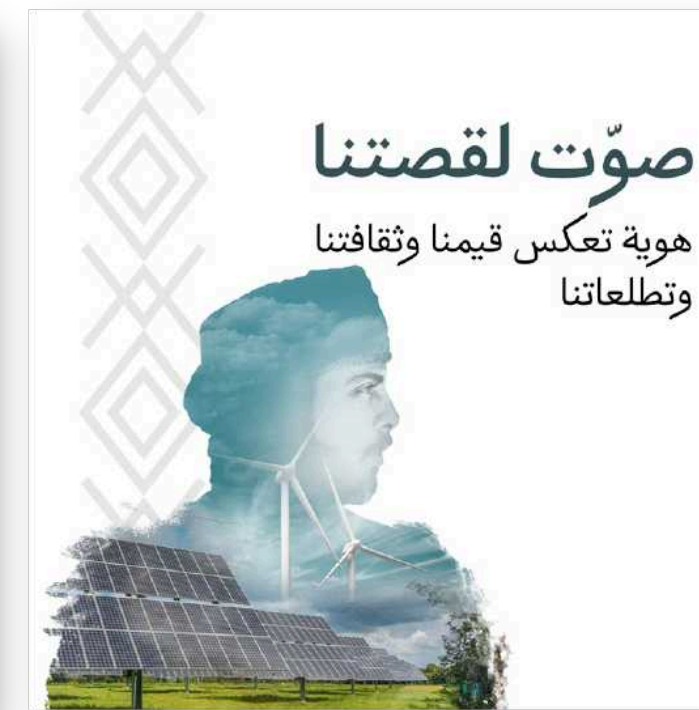
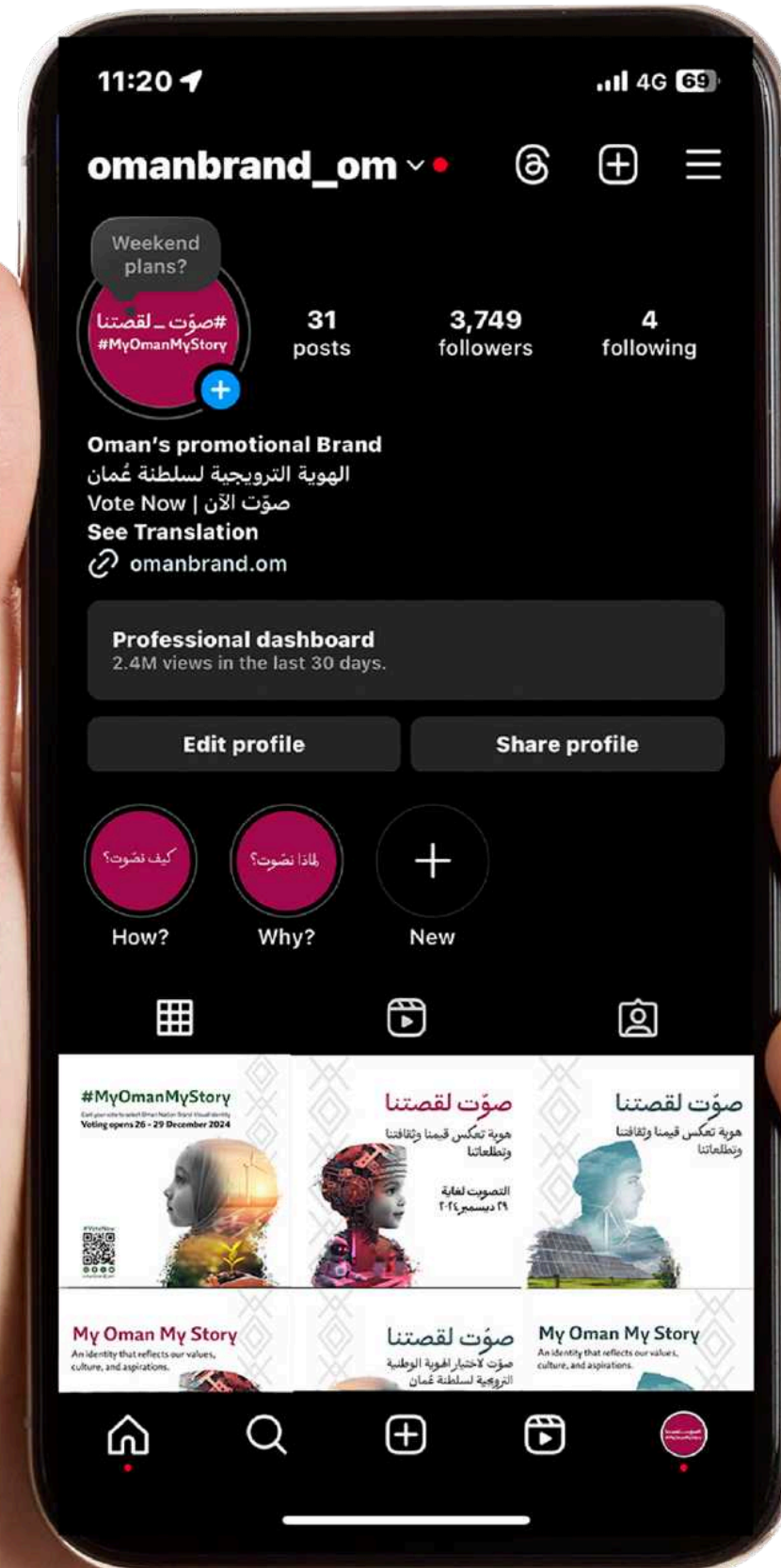


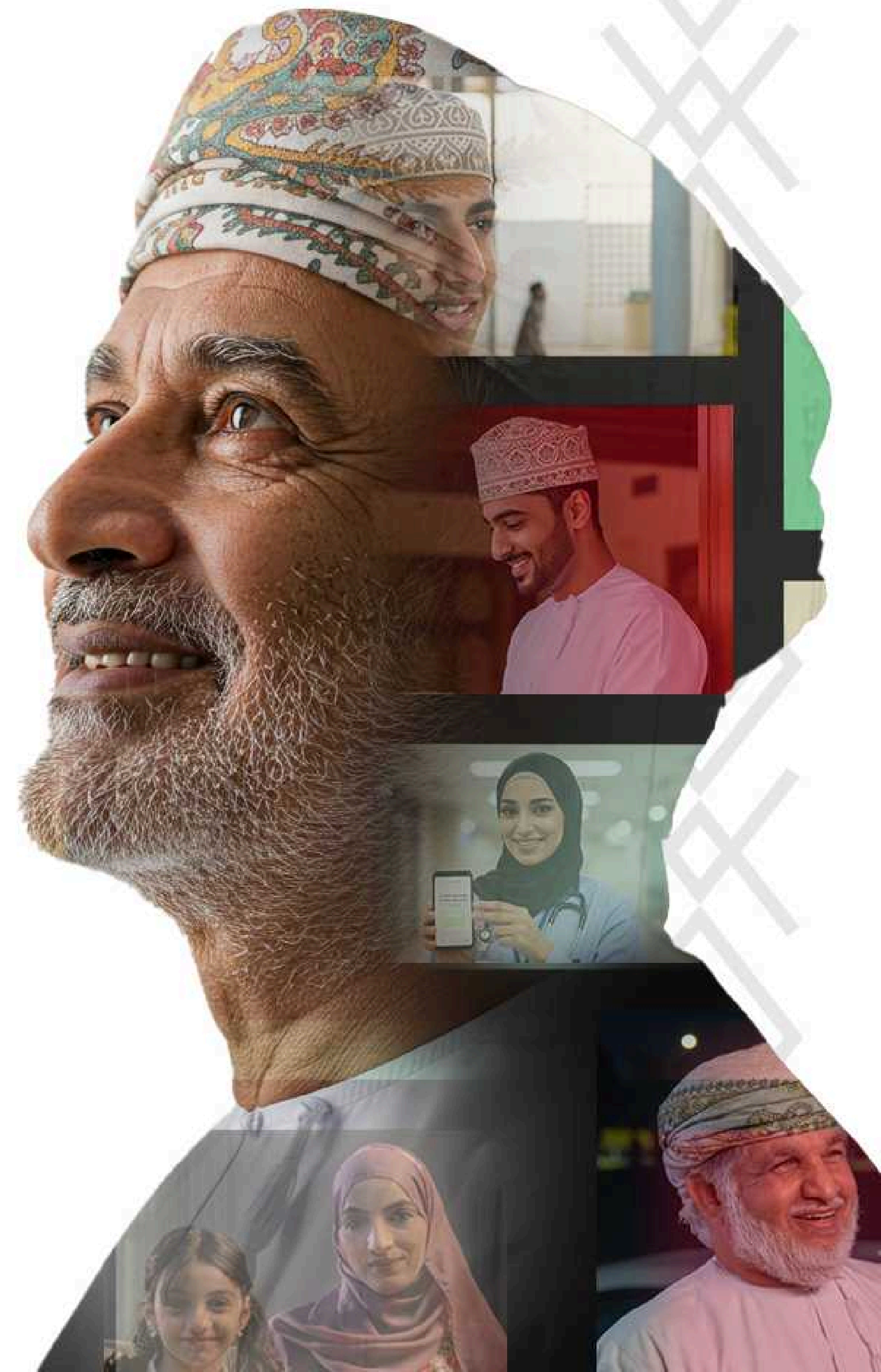
#MyOmanMyStory

Be part of an exciting new chapter in Oman's story









My Oman My Story

हर आवाज हमारी कहानी को
दुनिया के लिए परभाषति करने में
मदद करती है

अब वोट करें

www.omanbrand.om



omanbrand_om

صَوْتُ لِقَصْتِنَا

صوتك يحدّث فرقاً وكل صوت منا
يسهم في تعريف قصتنا للعالم

صَوْتُ الْآن

www.omanbrand.om



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My Oman My Story

दुनिया के लिए हमारी कहानी को परभाषति करने में हर
आवाज मायने रखती है.

अभी वोट करें

www.omanbrand.om



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My Oman My Story

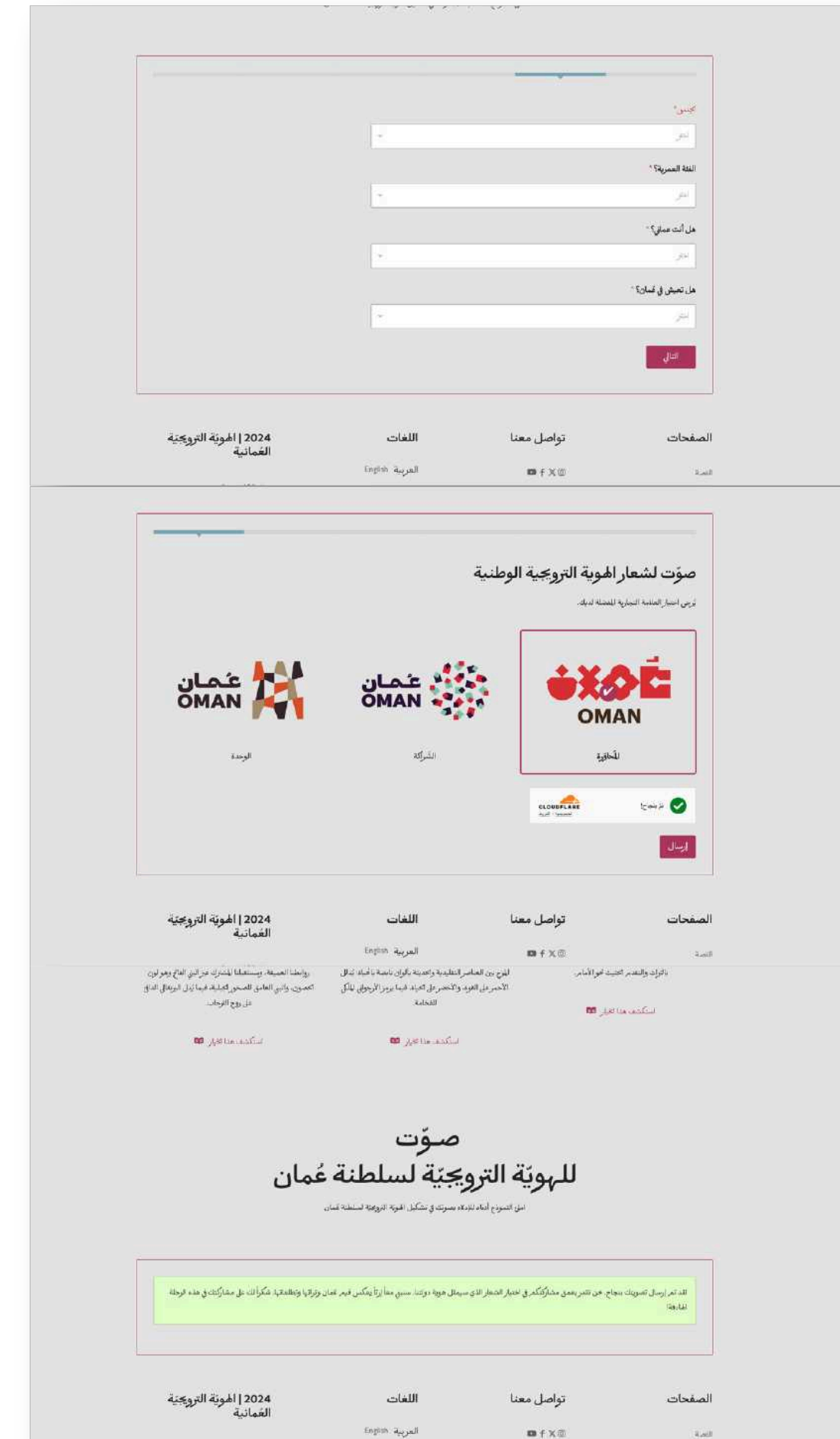
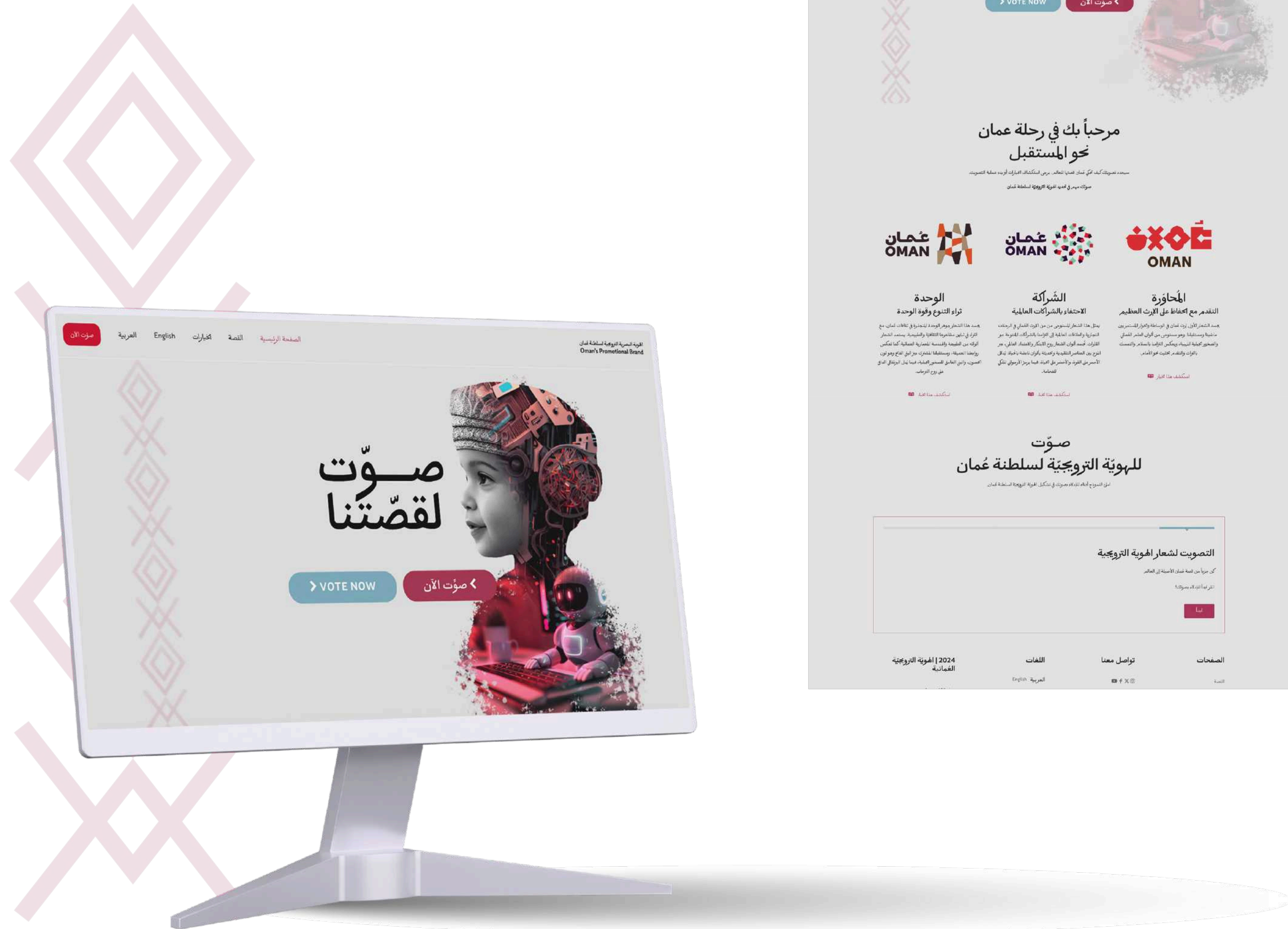
ہر آواز دنیا کے لیے ہماری کہانی کو بیان کرنے میں
شمار ہوتی ہے -

ابھی ووٹ دیں

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My Oman My Story

Vote now and take part in choosing
Oman's promotional brand



Vote Now

www.omanbrand.om



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فتح باب التصويت المجتمعي لاختيار الهوية البصرية الترويجية لسلطنة عُمان

www.omanbrand.om

لماذا هذه الحملة

بعد ١٢ شهراً من البحث المكثف،
تهدف حملة 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.

الخطوة القادمة >>

التصويت على الهوية البصرية الترويجية

الإعلان عن الهوية الفائزة
في أوائل عام ٢٠٢٥

الهوية الفائزة ستصبح
الهوية البصرية الترويجية
لسلطنة عُمان

قم بزيارة الموقع الإلكتروني
omanbrand.om

أدخل بياناتك

اختر الشكل المفضل
من بين خيارات المتاحة

الآن
الآن
الآن
الآن



صوّت الآن



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

Next Step >>

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

Voting
Mechanism

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



تحليل ورصد نتائج التصويت المجتمعي للهوية البصرية الترويجية لسلطنة عُمان

التصويت حسب الفئات العمرية



الفئة العمرية الأكثر مشاركة في التصويت كانت من 31 إلى 40 سنة بنسبة 31%، تلتها الفئة العمرية من 19 إلى 30 سنة بنسبة 26% ثم الفئة العمرية من 41 إلى 50 سنة بنسبة 21%.

التصويت حسب الجنس



بلغت نسبة التصويت بين الذكور 57%، بينما بلغت بين الإناث 43%.

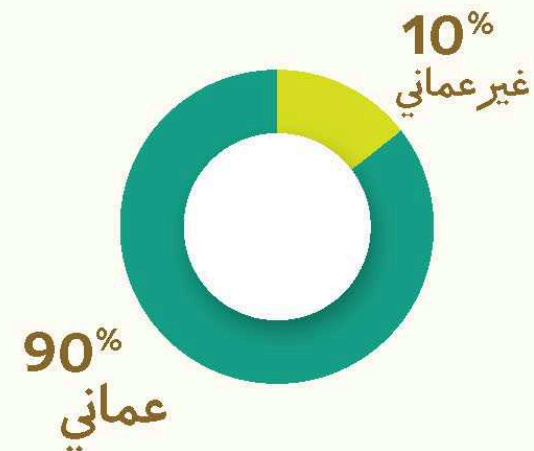
المحافظات الأعلى تصويتاً:

عدد الذين قاموا بالتصويت: 62584
نسبة الذين بدؤوا عملية التصويت ولم يكملوها: 0.6%



تصدرت محافظة مسقط التصويت بأعلى نسبة بين المحافظات، حيث بلغت 35%، تلتها محافظة ظفار بنسبة 16%، ثم محافظة شمال الباطنة بنسبة 13%.

التصويت حسب الجنسية



بلغت نسبة العُمانيين المشاركين في التصويت 90%، في حين بلغت نسبة المشاركين من المقيمين 10%.

التصويت من قبل المقيمين

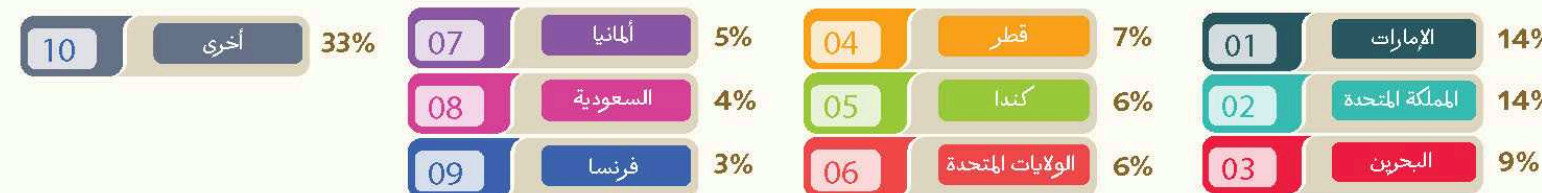


بلغت نسبة المشاركين في التصويت من المقيمين من الجنسية المصرية 29%، تلتها الجنسية الهندية بنسبة 24%، ثم الباكستانية بنسبة 9%.

الدول الأعلى زيارة لموقع التصويت



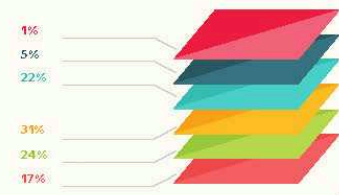
الدول التي صوّت منها العُمانيون من خارج سلطنة عُمان



بلغت نسبة المشاركين من العُمانيين المقيمين في دولة الإمارات 14%، مماثلةً نسبة المصوتين من العُمانيين في المملكة المتحدة، تلتها البحرين فقط.



التصويت حسب الفئة العمرية



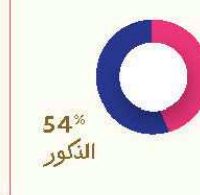
التصويت حسب الجنس



التصويت حسب الفئة العمرية



التصويت حسب الجنس



التصويت حسب الفئة العمرية



التصويت حسب الجنس







For the prestigious Saudi luxury goods brand Deraah, Marca's team was on hand to collaborate on their "Essence of Elegance" campaign, which celebrated the art of perfumery through immersive storytelling and captivating visuals. Our team delivered a range of marketing and branding collateral – which Deraah was delighted to share with their online audience.

Marketing & Branding Collateral

Creative Concepts



عبّر عن مشاعرك بطريقة مختلفة
واختار هديتك الآن

درعه
DERAAH

درعه
DERAAH

Since 1976

عطرك على جوك

BUY 1 GET
اشتر منتج واحد
واحصل على

مج 2
FREE

على كافة منتجات العطور
في جميع معارضنا والمتجر الإلكتروني

درعه
DERAAH

Since 1976



17 فرع

ذكرى تولى

جلالة السلطان هيثم بن طارق المعظم -حفظه الله ورعاه-

مقاليد الحكم

Jan 11 | Accession Day

درعه
DERAAH



مجاناً

نصف مشترياتك

Buy and get half of your bill for FREE!



درعه
DERAAH

Since 1976



درعه
DERAAH

Since 1976

مجاناً

نصف مشترياتك

Buy and get your half your bill as a free

درعه
DERAAH
Since 1976

عرض يجمّل

اشتر 1 واحصل
على 2 مجانًا

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

درعه
DERAAH
Since 1976

عطر بورموا POUR MOI

درعه
DERAAH
Since 1976

عطر بديستال LINK



For Bima, Oman's award-winning online insurance portal, Marca was given the opportunity to design the company's first-ever billboard campaign. The client's brief was to create a buzz with a humorous and disruptive message. Our creative team designed a series of billboard concepts showcasing an Omani man confronting an Arabian Leopard. Despite the danger of situation, the Bima insurance mobile app was there to save the day!

Billboard Marketing

Creative Concepts





Despite the danger of situation, the Bima insurance mobile app was there to save the day!



For the Authority for Public Services Regulation's 2022 Annual Report, Marca was tasked to manage the content/design production and publishing of the report. Our team also integrated key chapters of the report into an online web-page version with live, animated charts that could be easily read, understood, and shared.

Annual Report Content

Web Integration

Annual Report Design & Development









Thank you!

Contact Us: Let's Meet!

connect@marca.om

(+968) 9176 7770