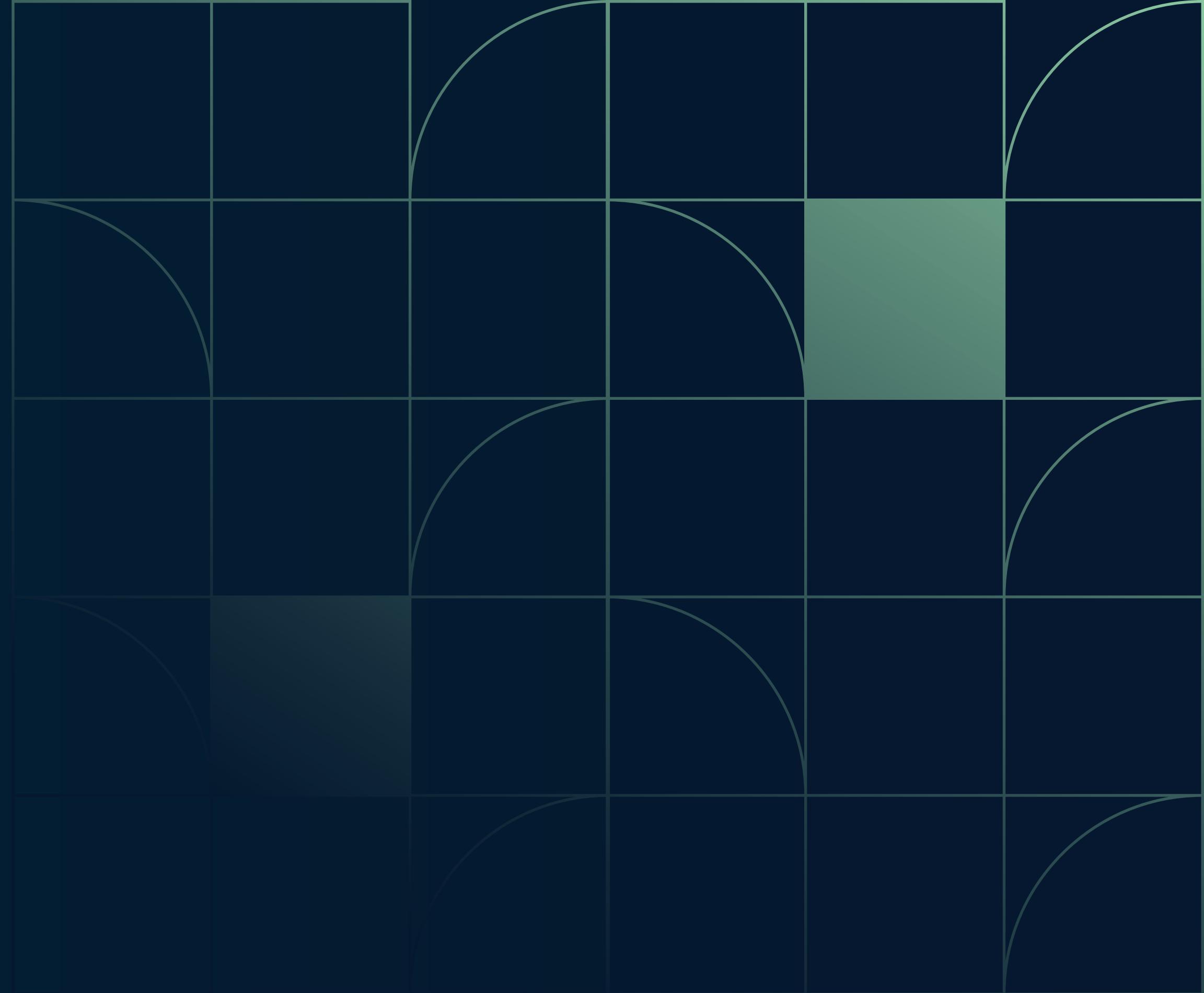




Marca Agency Profile

Building Brilliant Brands

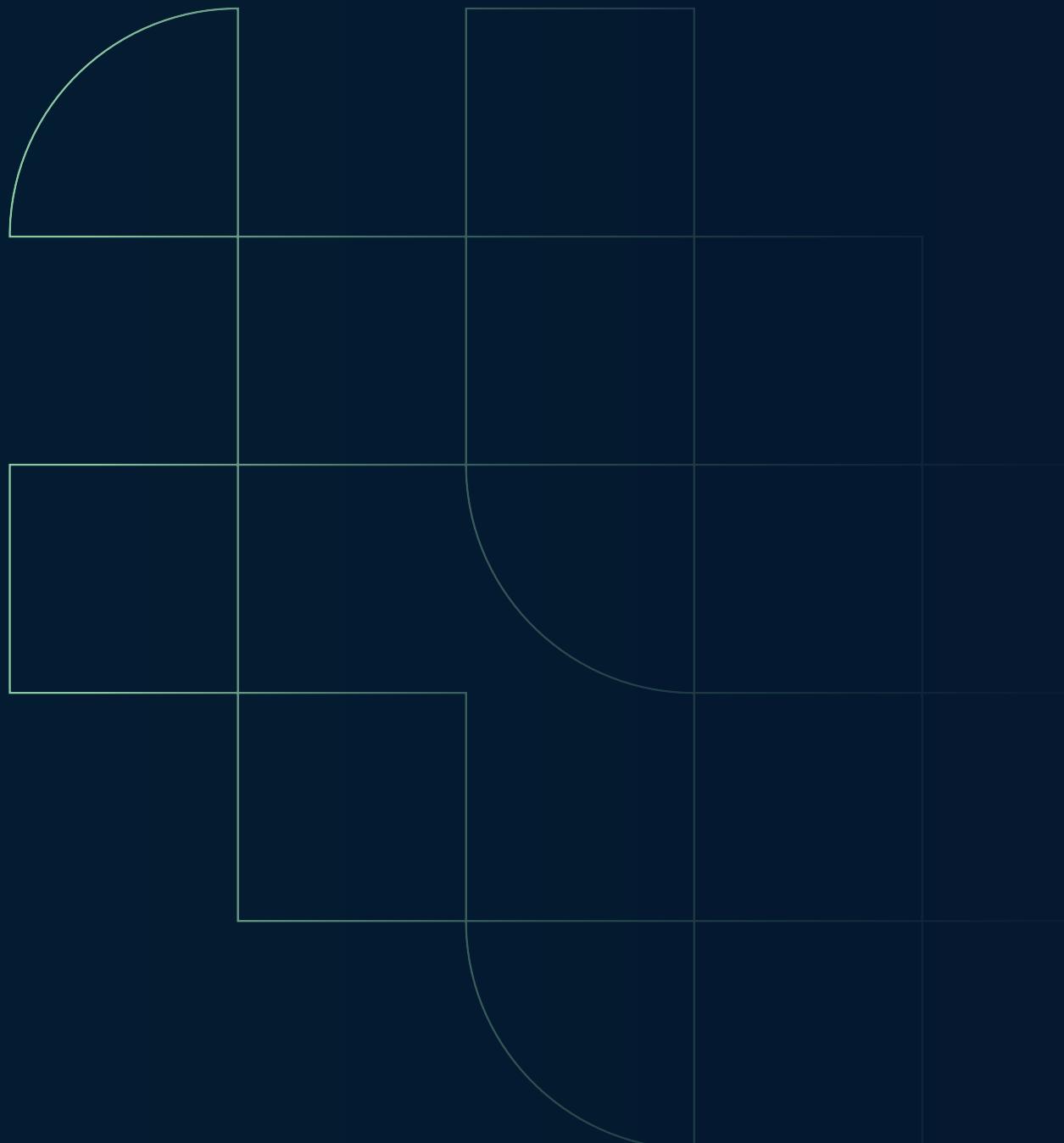


WEL
COME



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

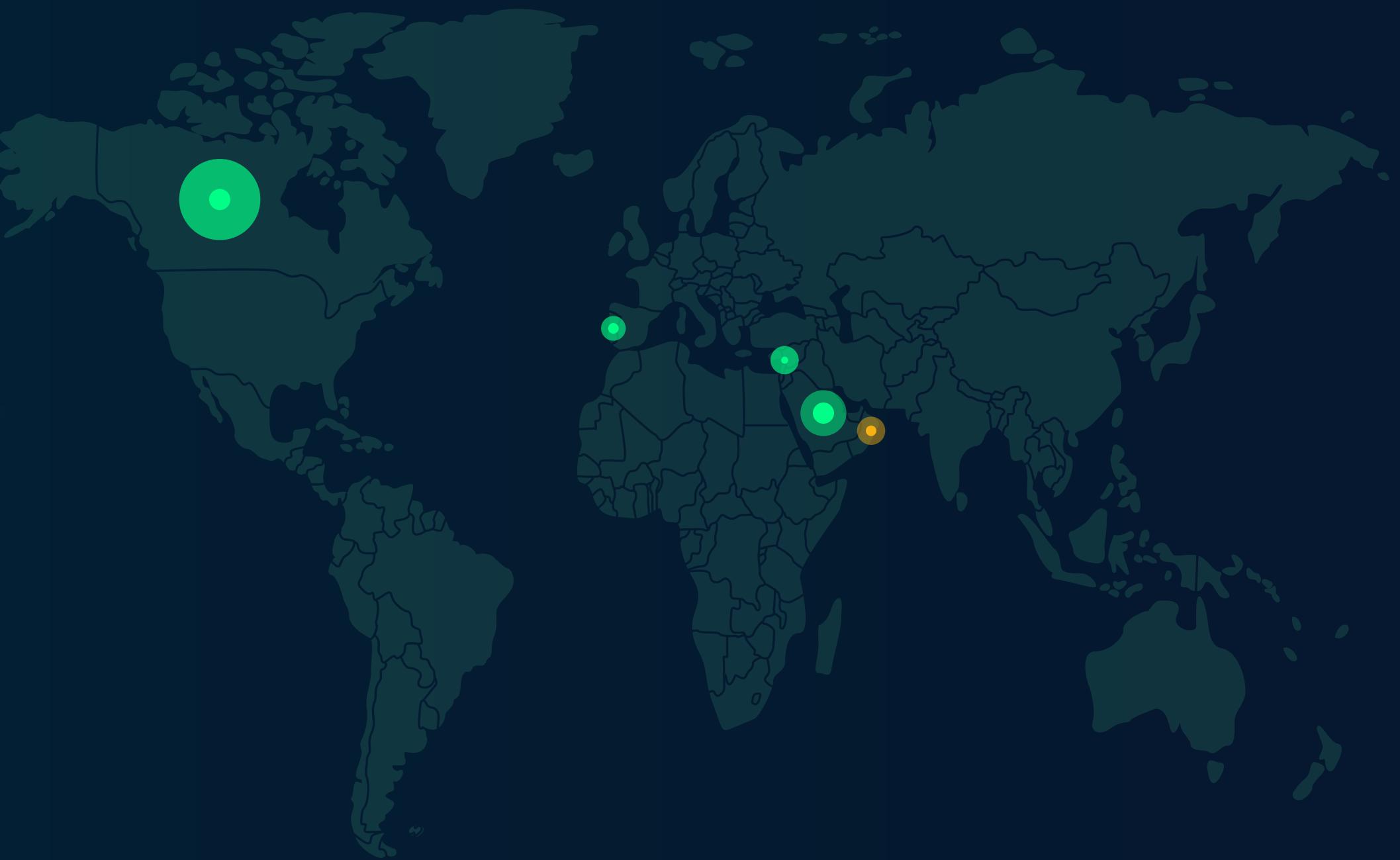
OUR BEHAVIORS

Respect

Care

Perform

- Our Presence



An Omani Agency with International Footprint

Our Clients



شركة تنمية طاقة عُمان
ENERGY DEVELOPMENT OMAN



v o l v o



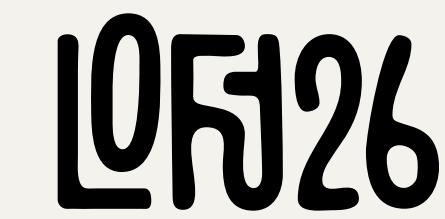
HONDA
The Power of Dreams



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



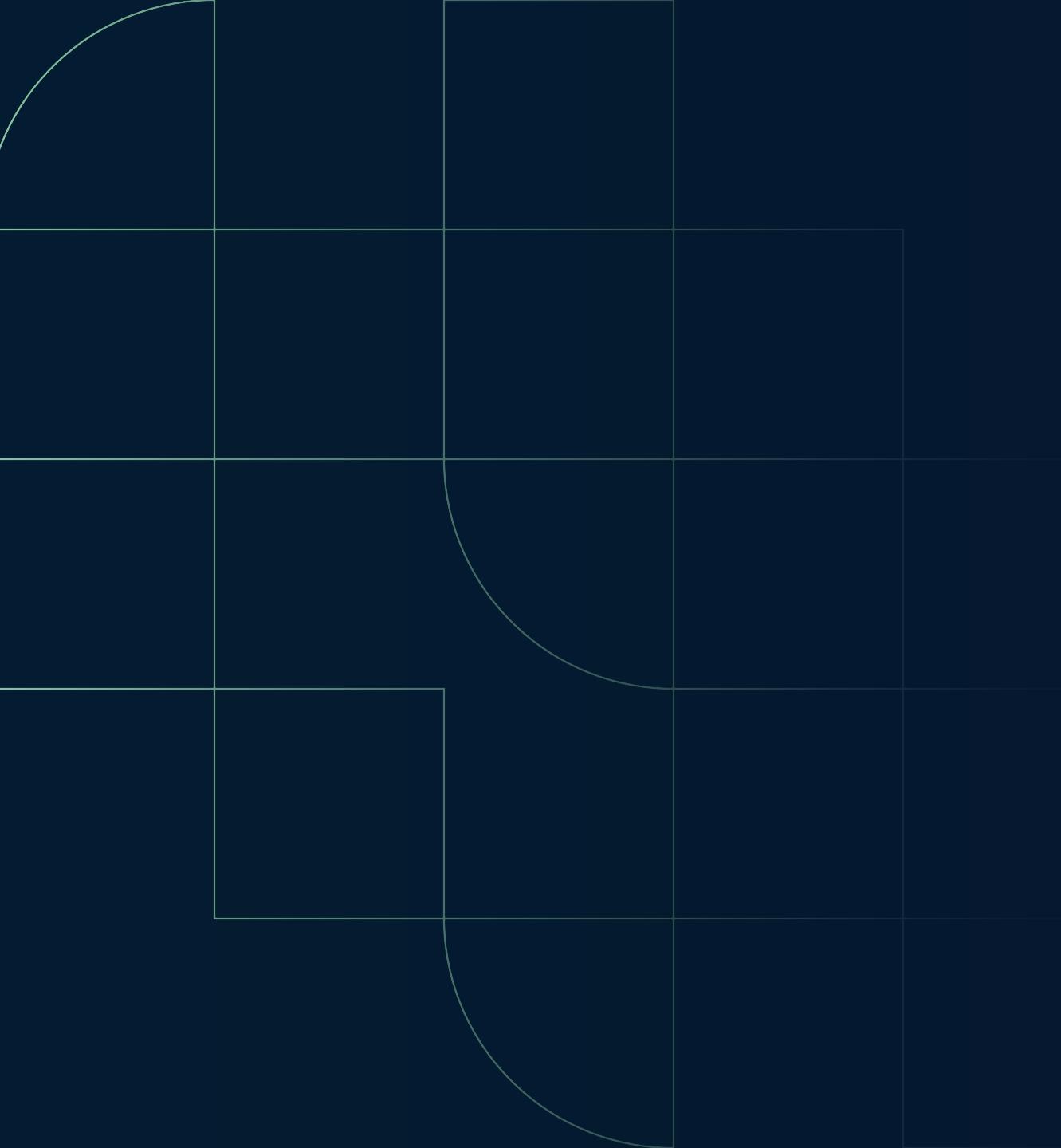
Web Software development & Media Monitoring



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 & Communication Specialist



Suad

Content Writer



Bashir

Sr. Graphic Designer



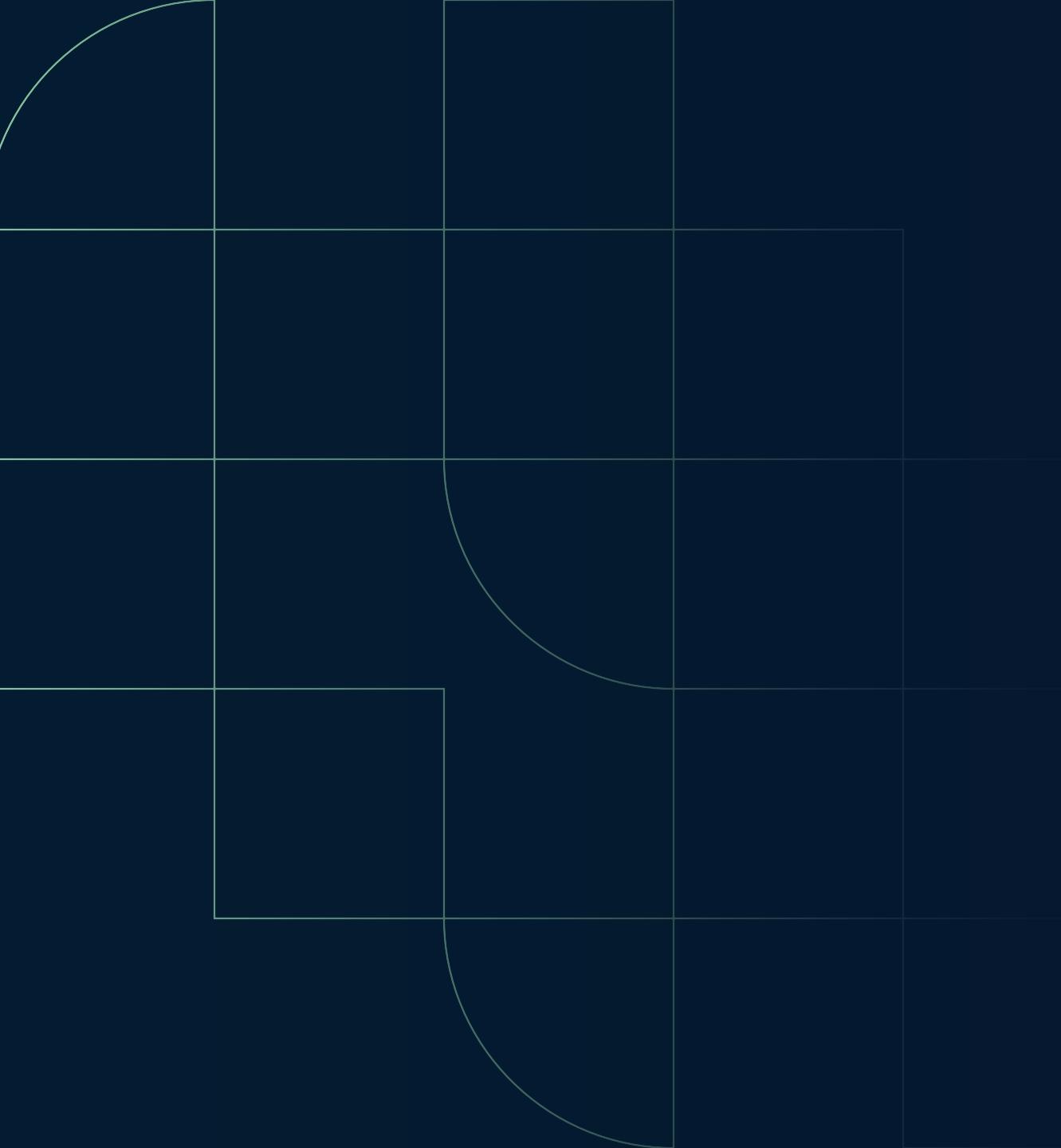
Soori

Ui/Ux Designer



M. Hussain

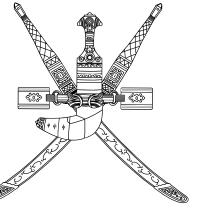
Motion Designer



- Our Works

وزارة الثقافة والرياضة والشباب

Ministry of Culture, Sports and Youth



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

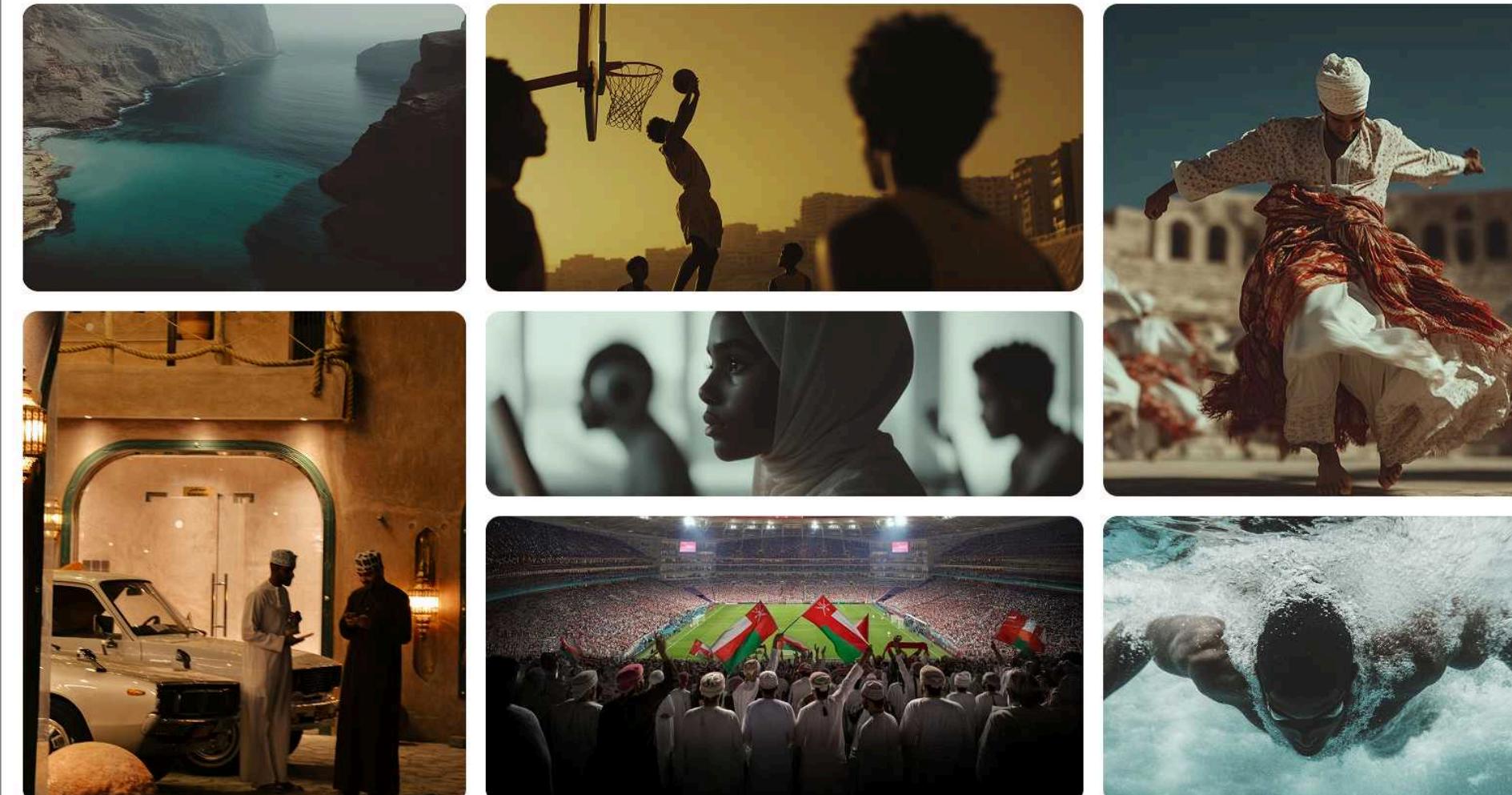


4.1

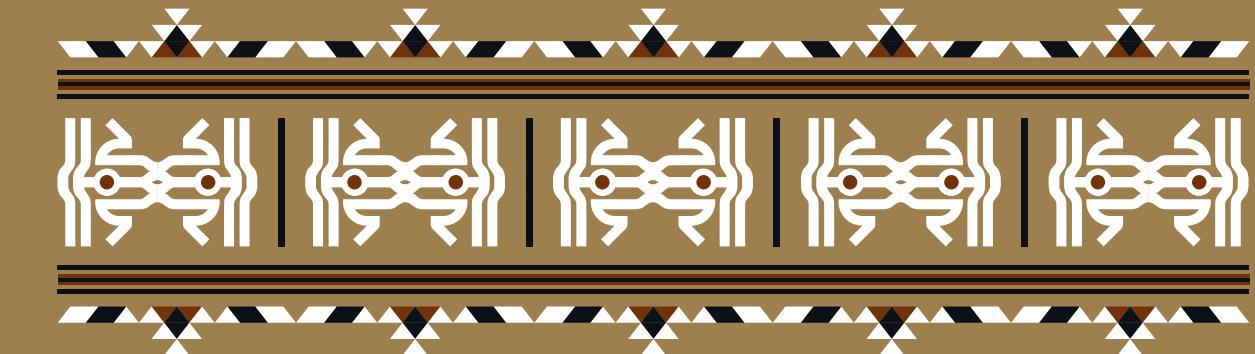
Photography Overview

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.

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



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

Sunrise Majesty

#D1BFAE

Jebel Green

#12664F

#F2E8DE

Palm Grove

#3B8F75

White

#FFFFFF

Amber Dunes

Frankincense Mist

Falaj Stone

#2B2B2B

3.6

Gradient Shades

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

Midnight Wadi

Desert Mirage

Golden Dusk

Ember Tide

A deep, mysterious black with hints of teal and gold.

A warm mix of dark sand and oasis green, creating an illusion of shifting tones.

Inspired by the golden hues of a fading desert sunset.

A dark, glowing ember-like shade with a deep warmth.

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.

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

29LT Bukra light

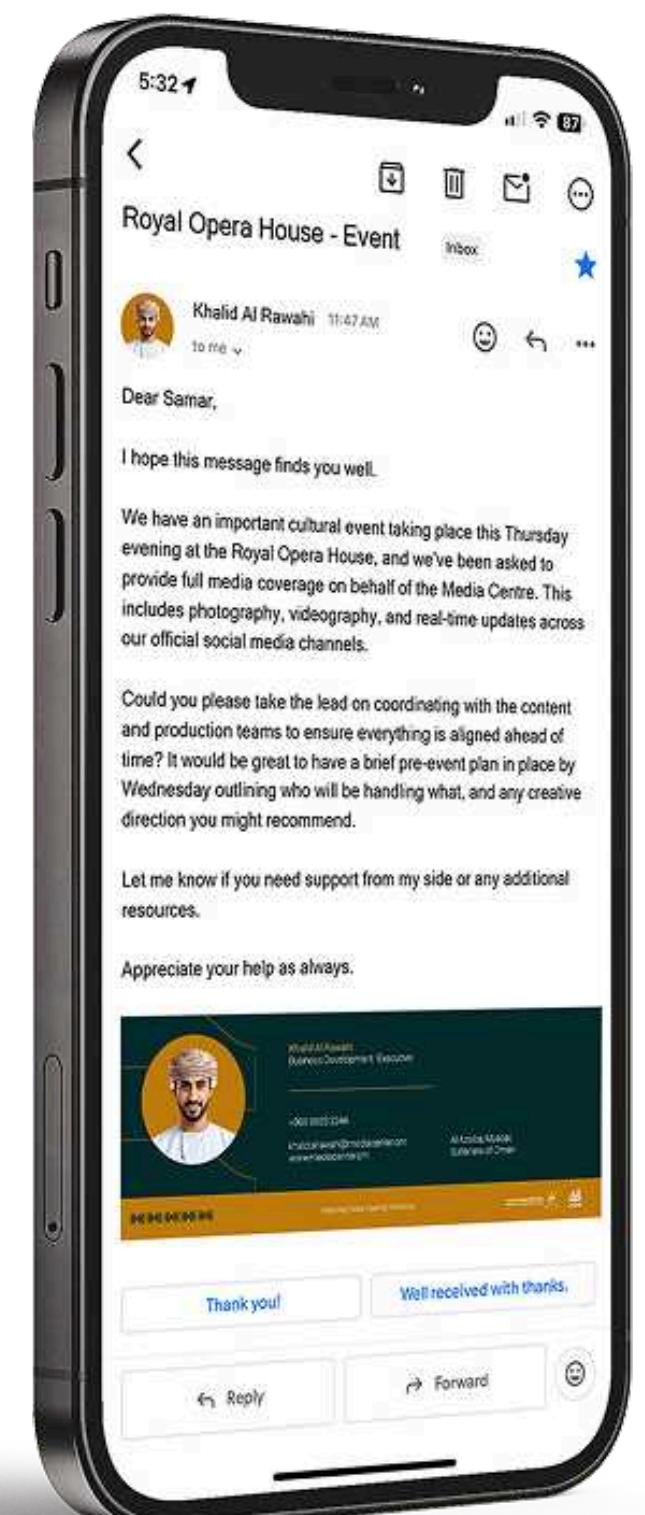
أَبْكَتْتْهُبْكَتْهُبْكَتْهُ

29LT Bukra regular

أَبْكَتْتْهُبْكَتْهُبْكَتْهُ

29LT Bukra semi bold

أَبْكَتْتْهُبْكَتْهُبْكَتْهُ







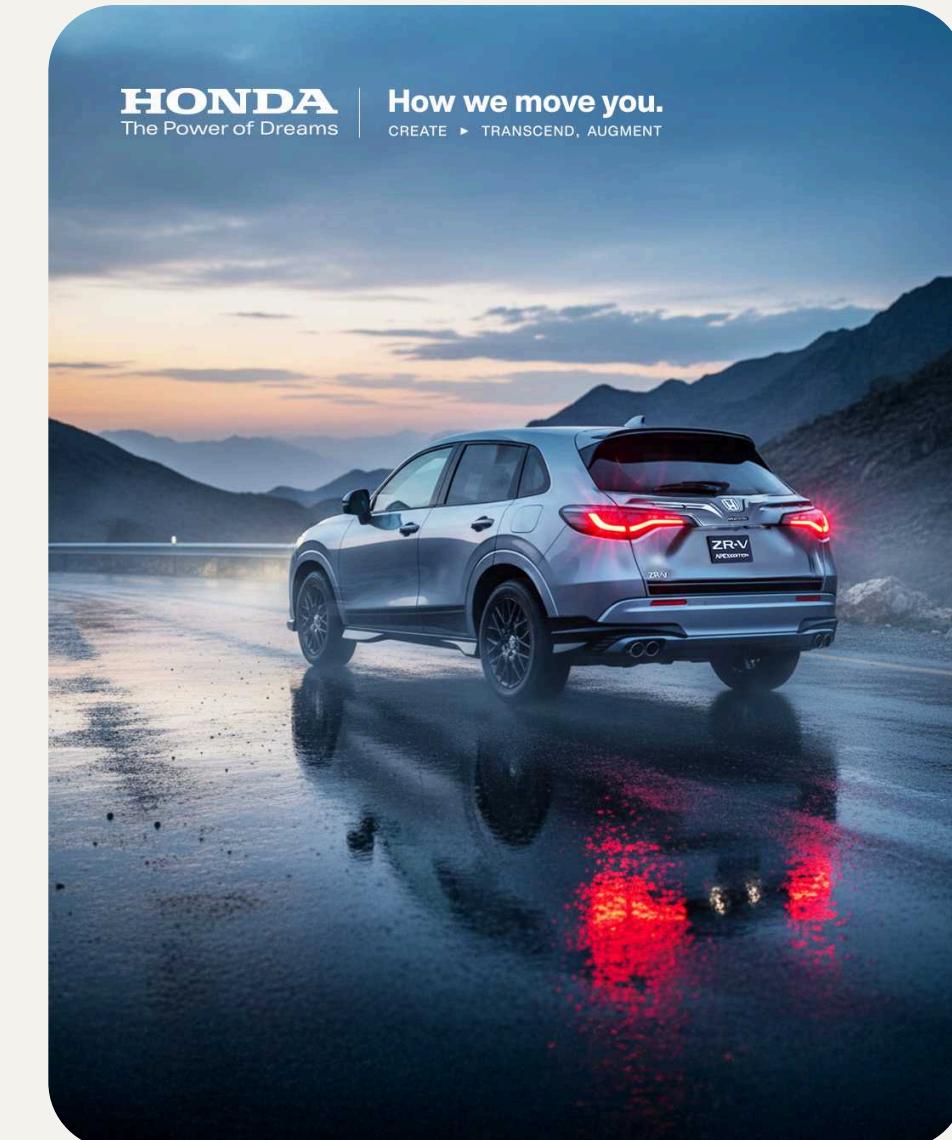
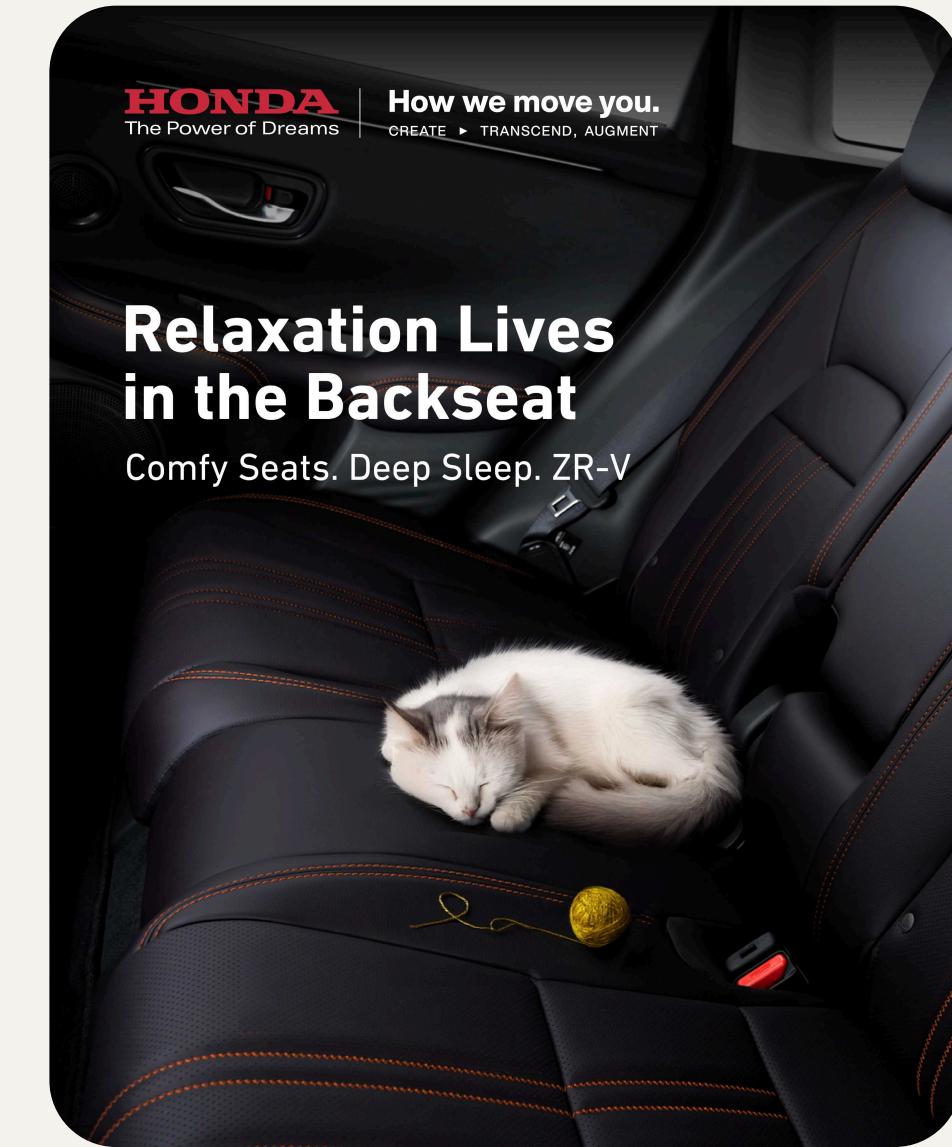
The Power of Dreams

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







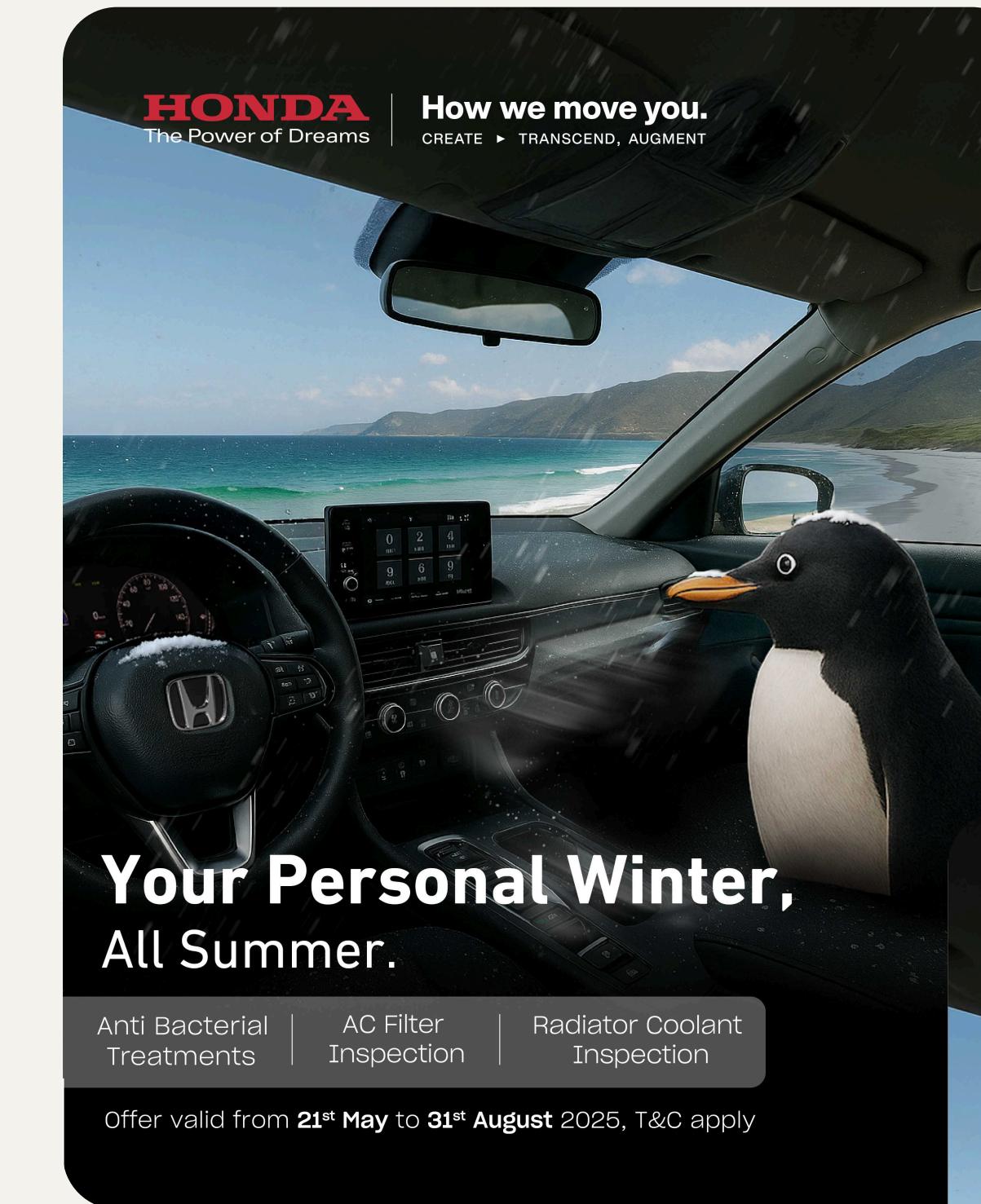
HONDA
The Power of Dreams

How we move you.
CREATE ▶ TRANSCEND, AUGMENT

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



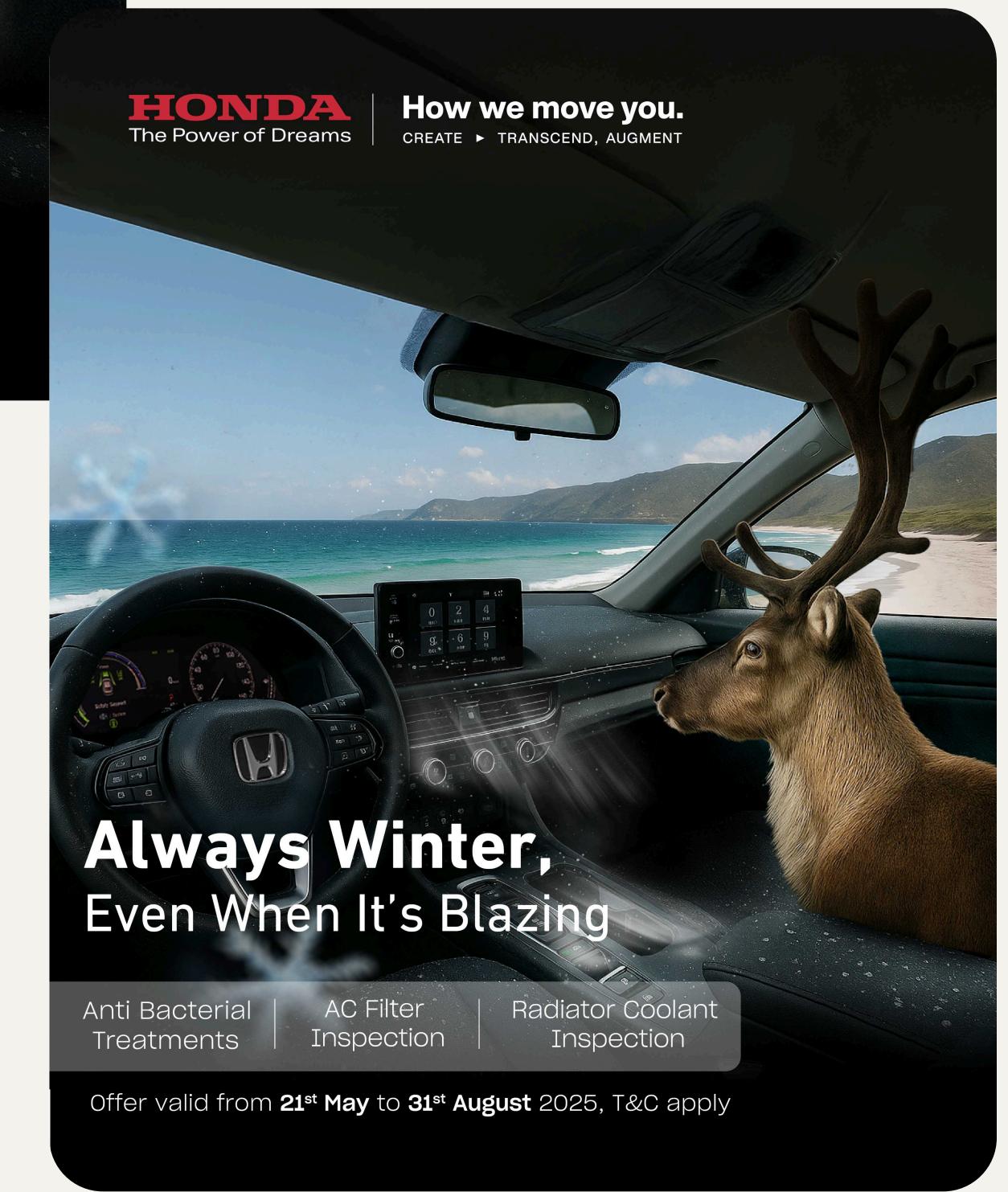
HONDA
The Power of Dreams

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

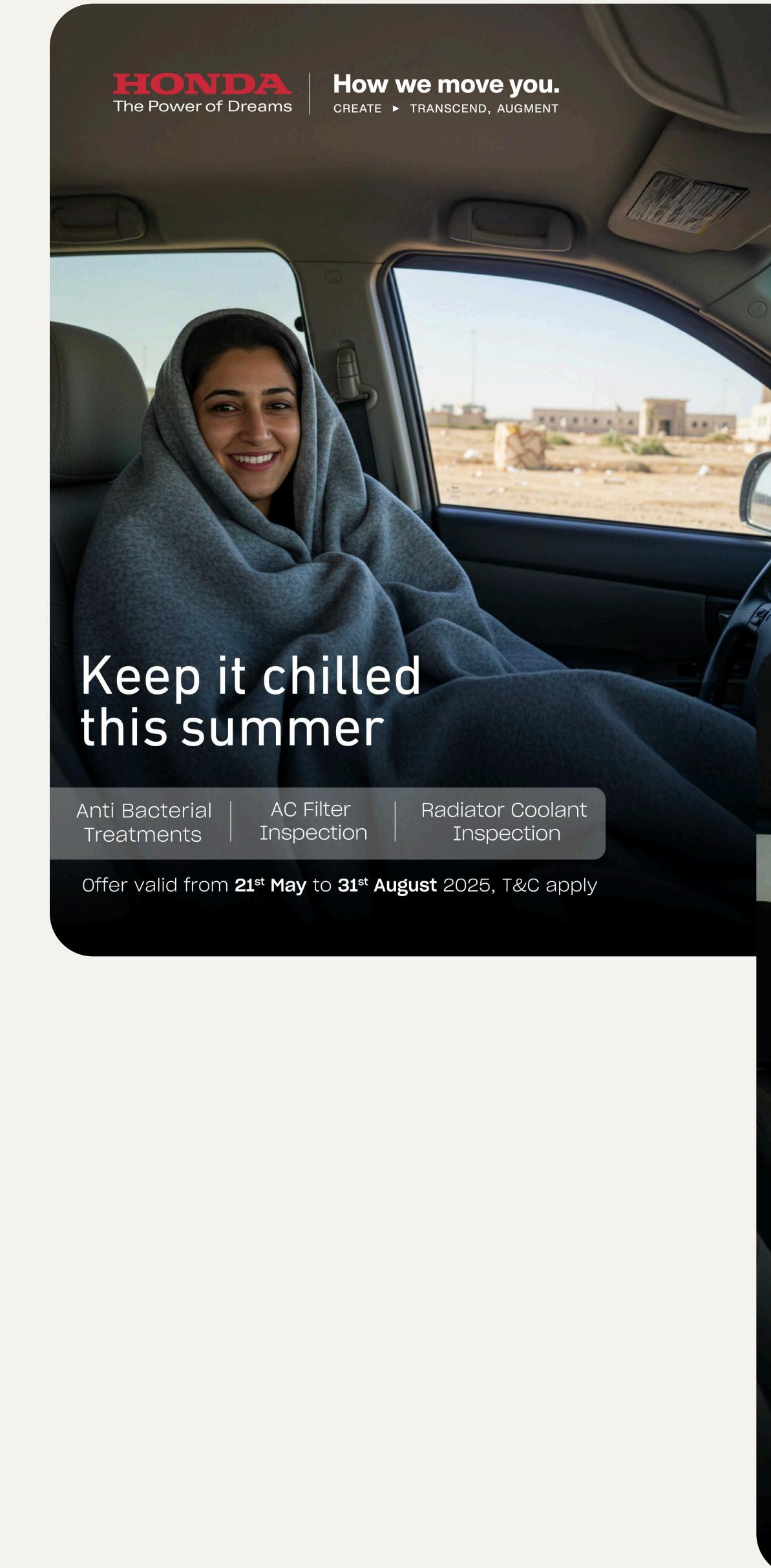
Always Winter, Even When It's Blazing

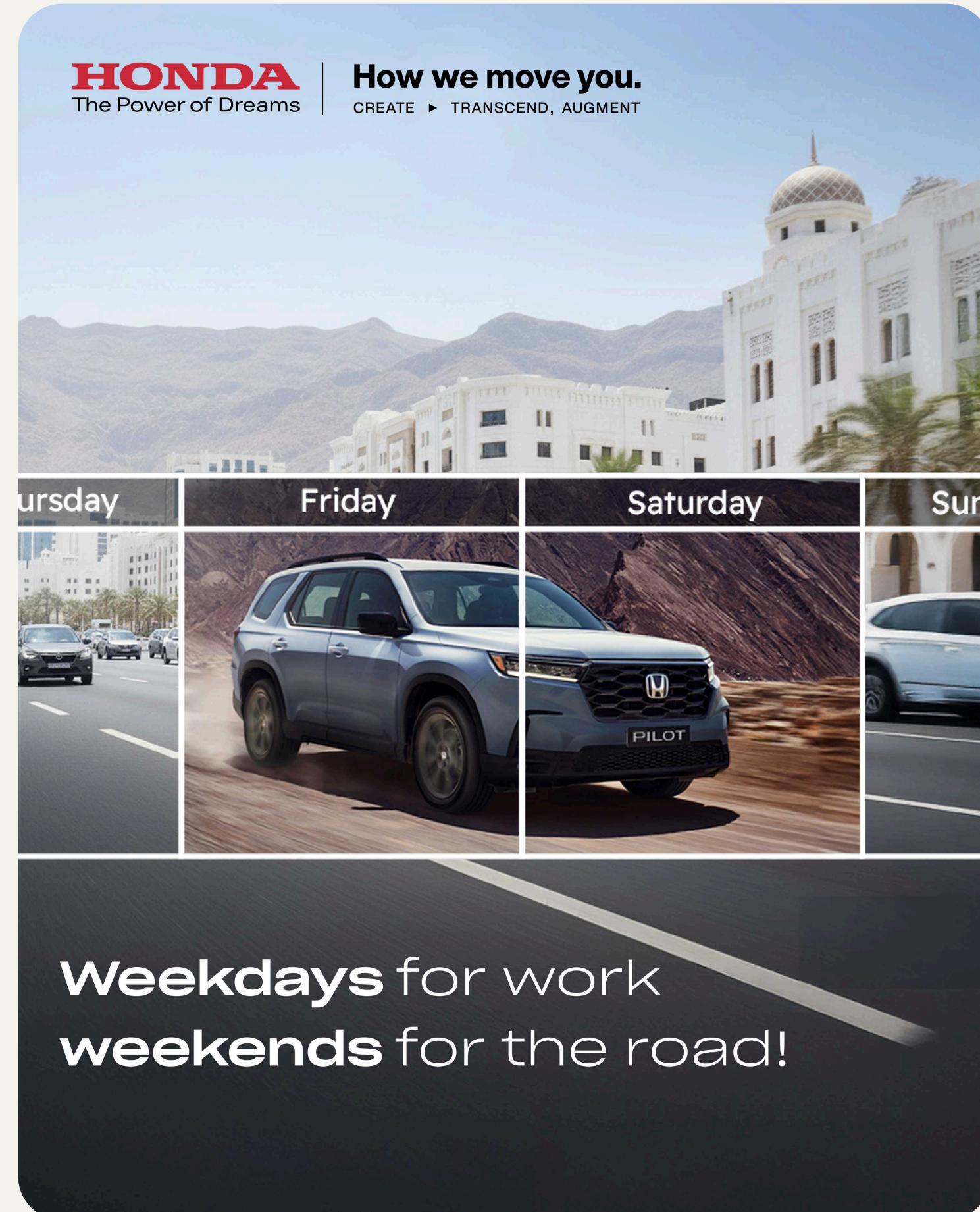
Anti Bacterial
Treatments | AC Filter
Inspection | Radiator Coolant
Inspection

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



How we move you.
CREATE ▶ TRANSCEND, AUGMENT



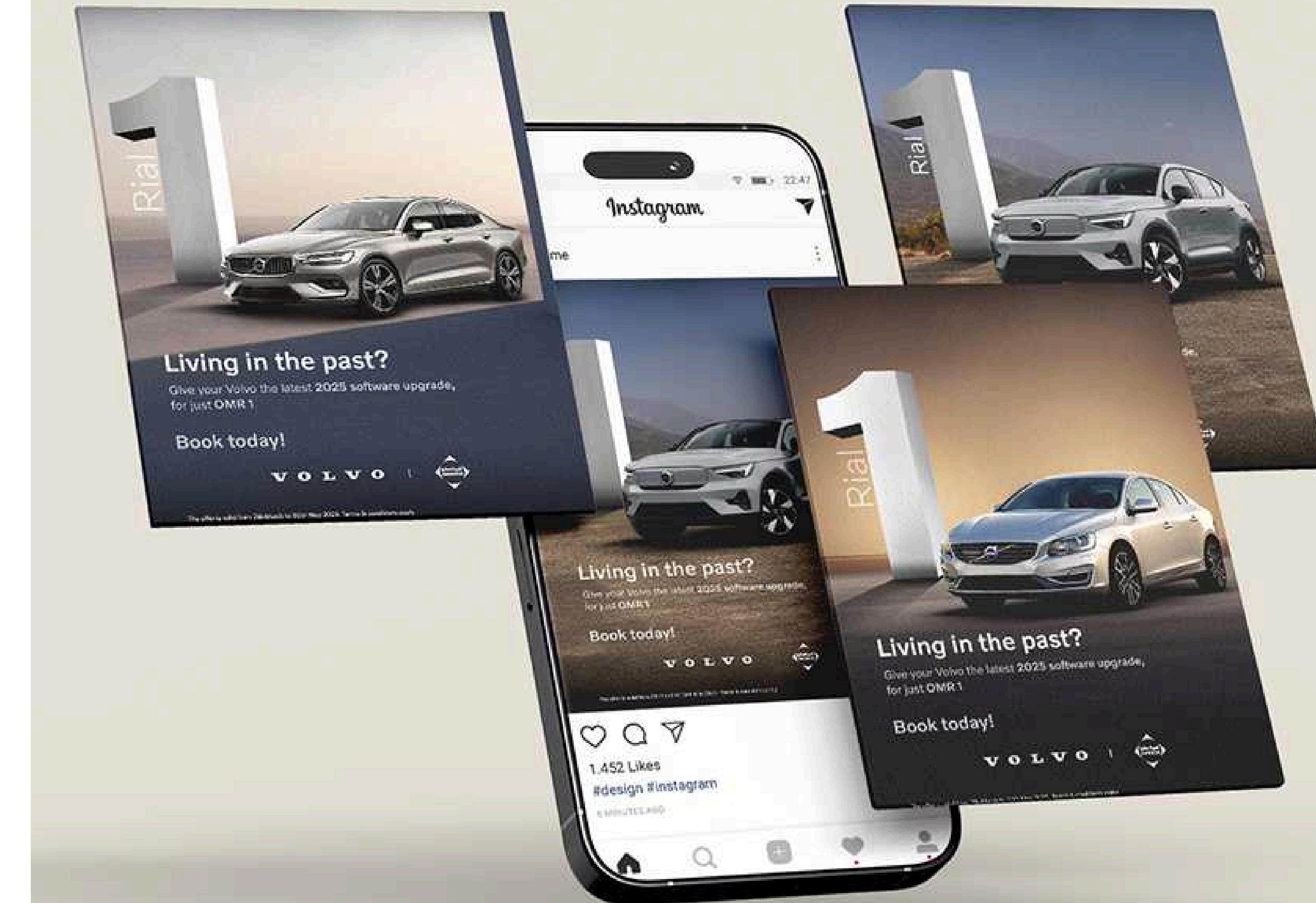


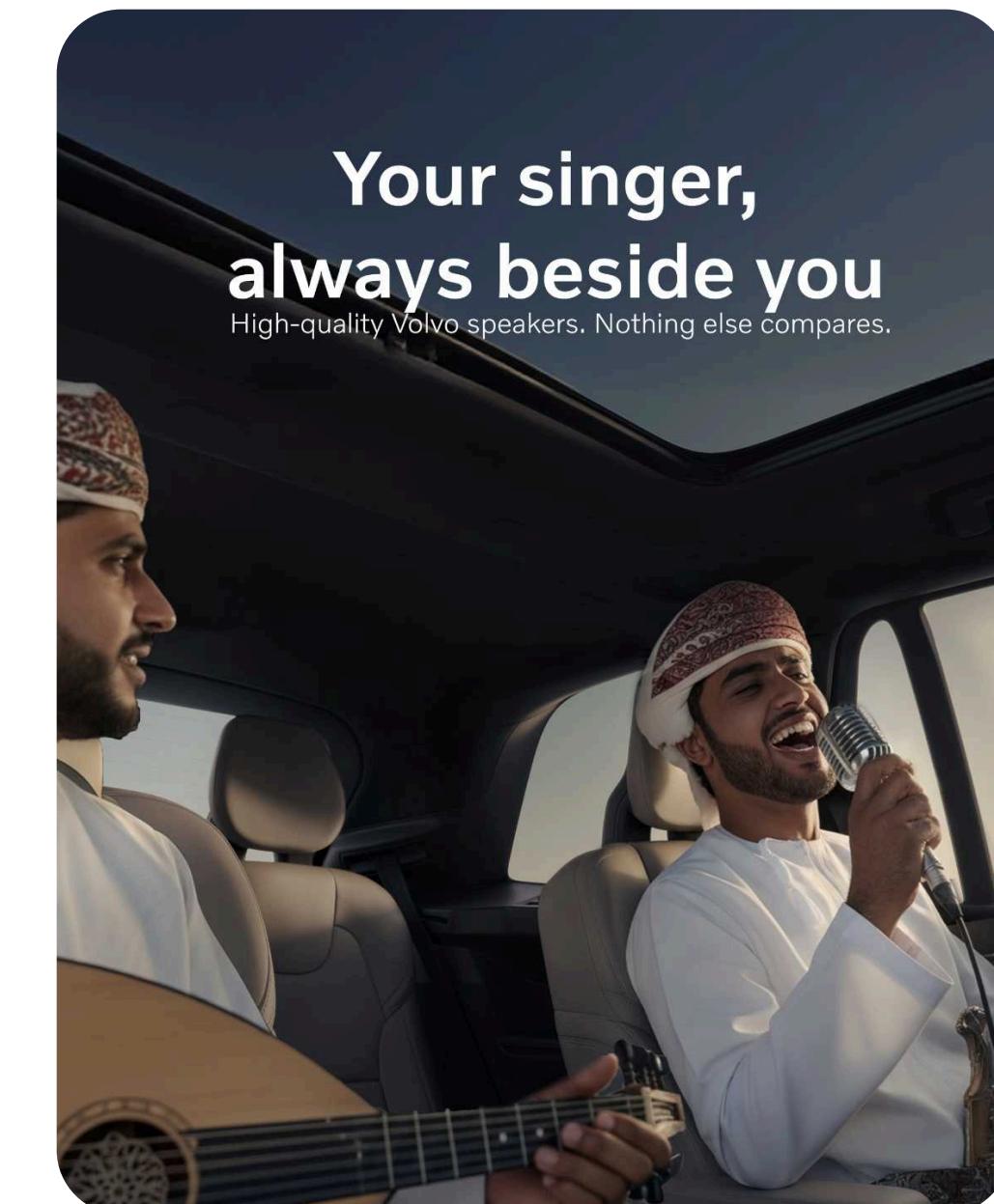
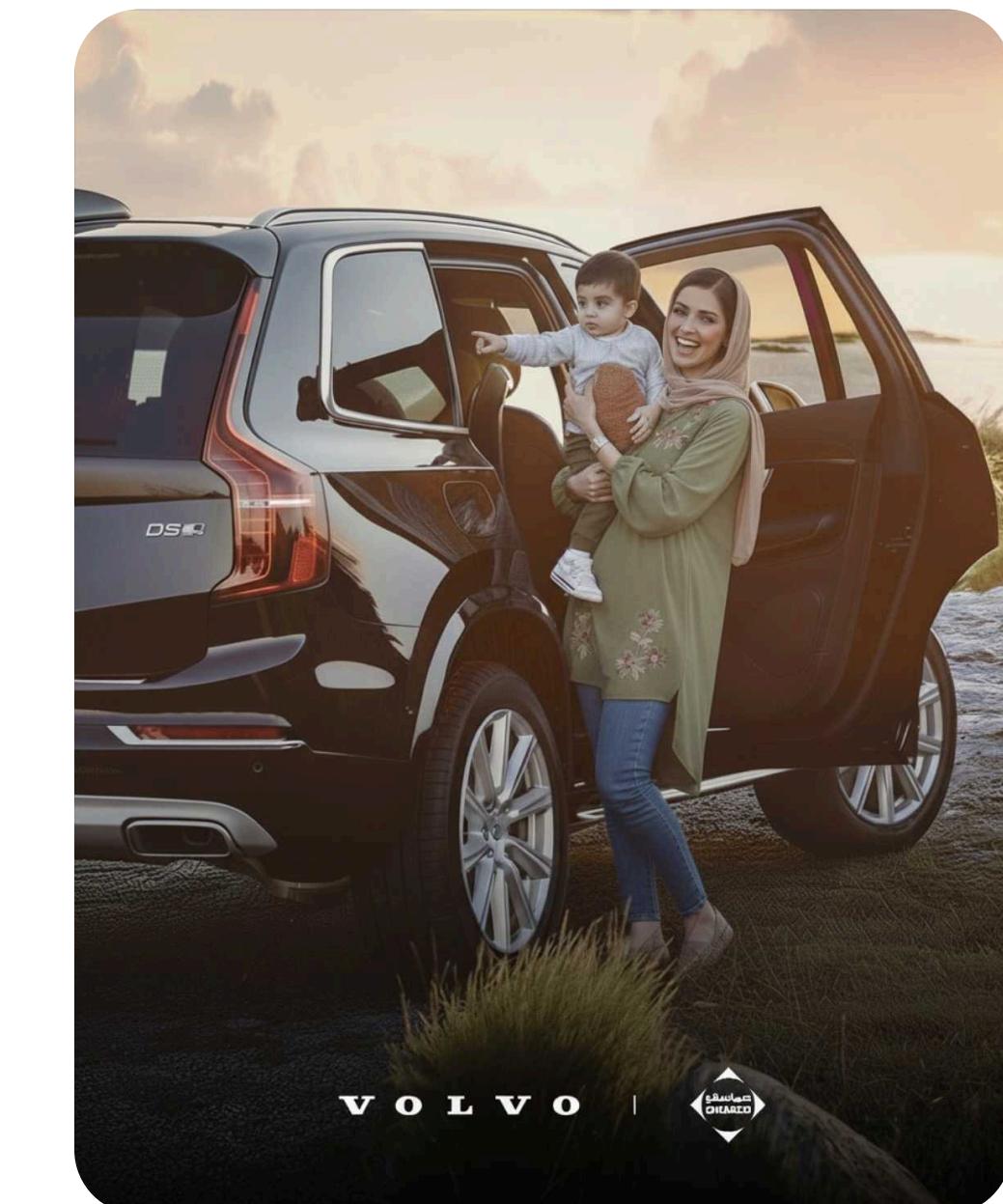
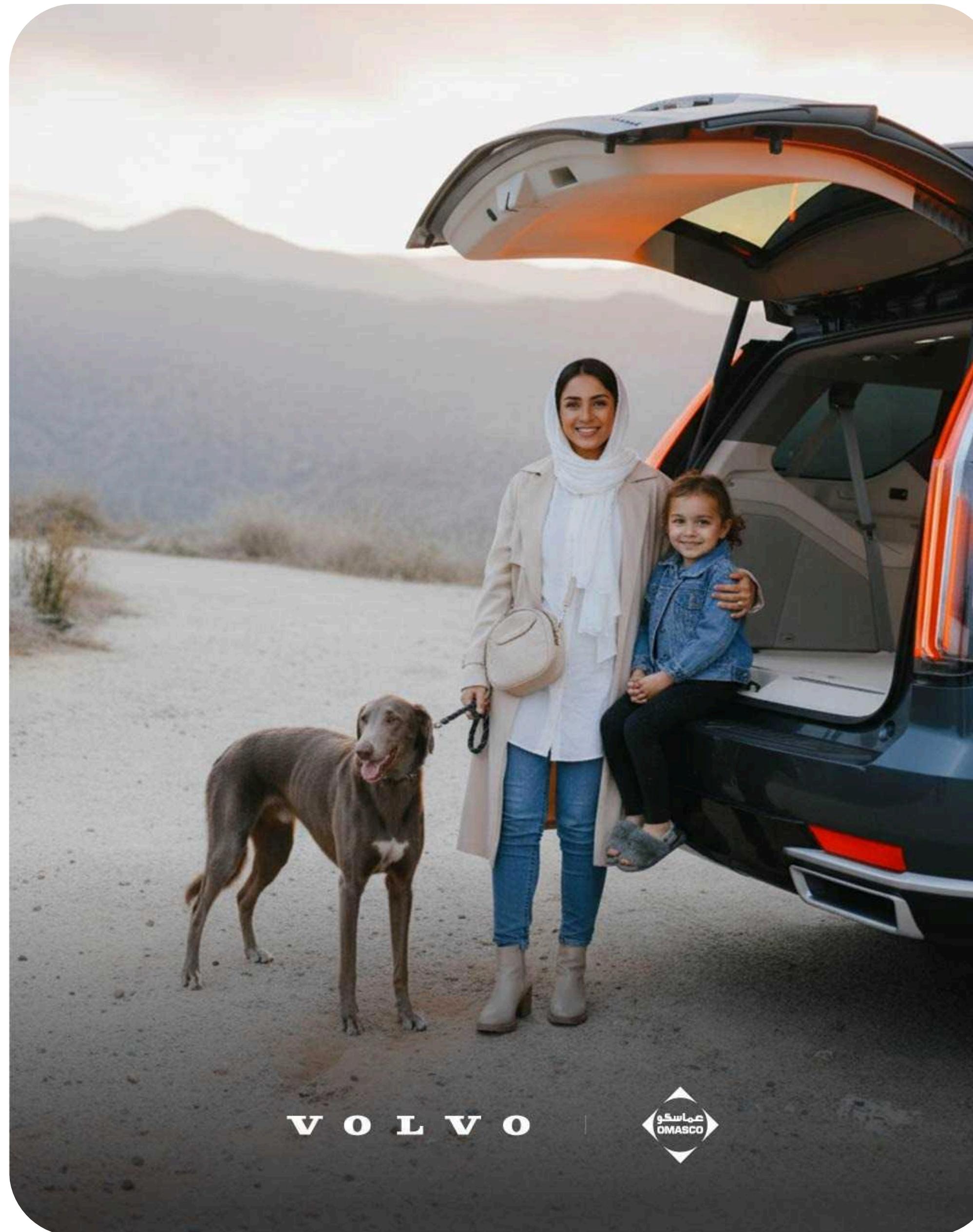
VOLVO

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

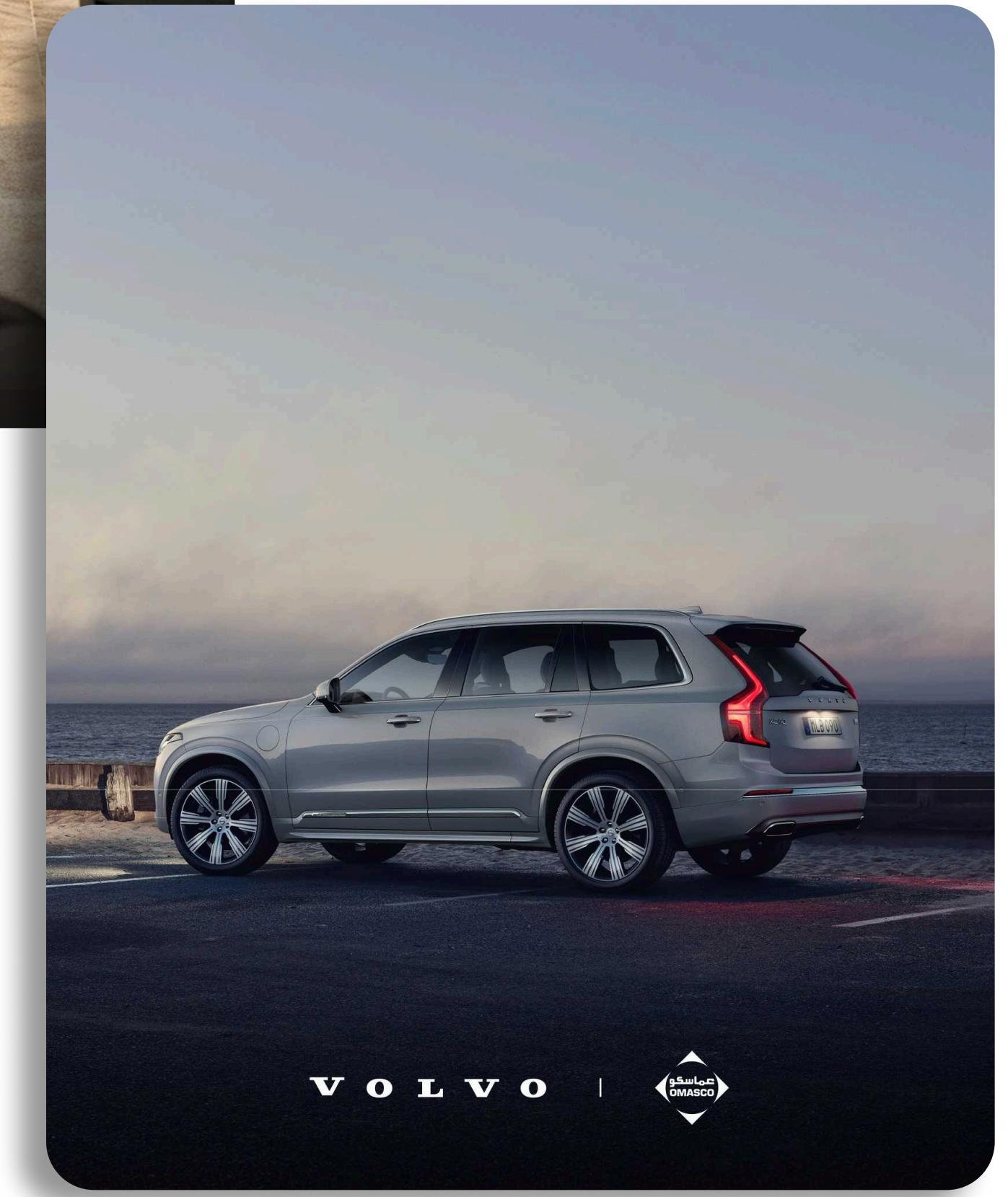
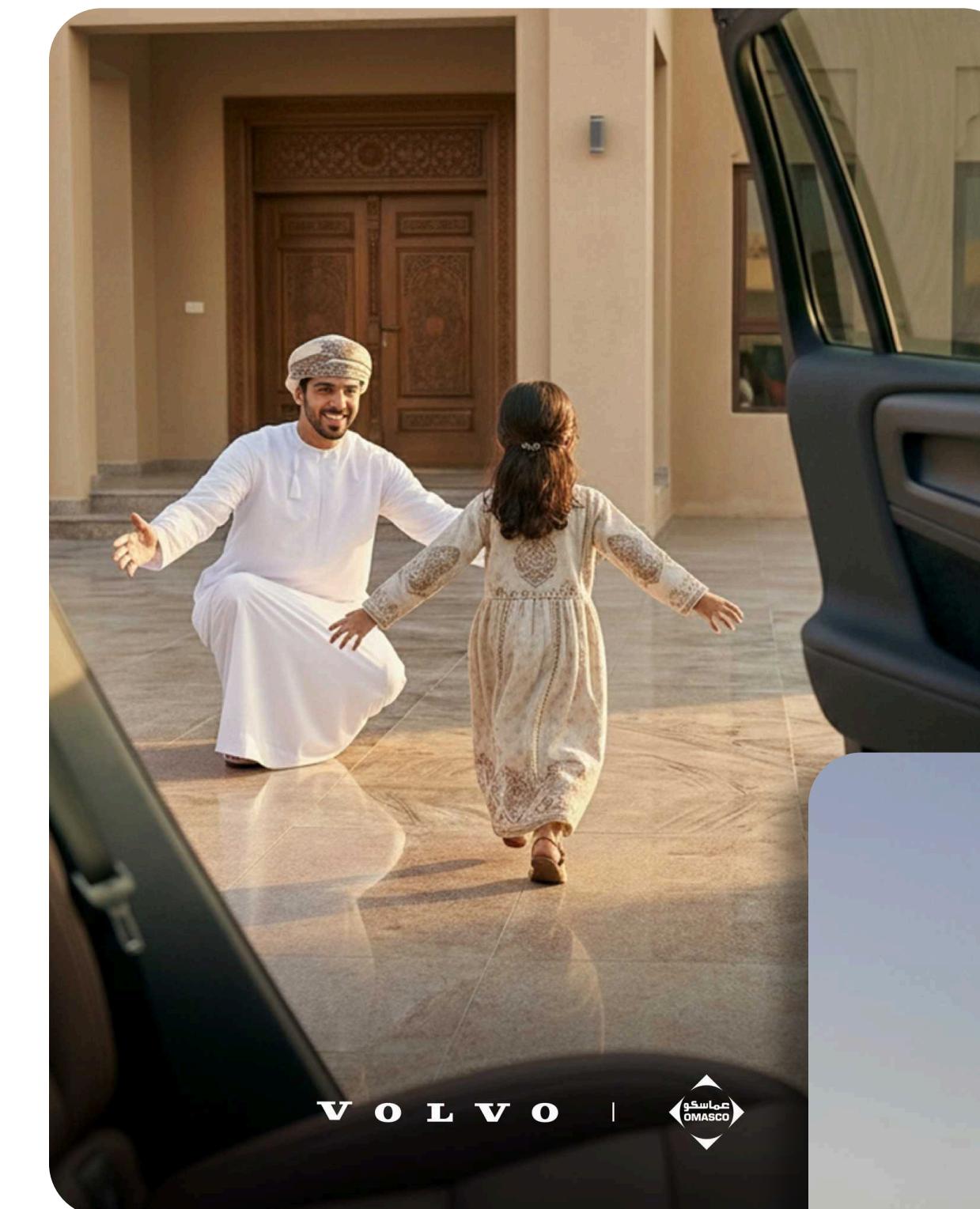
Year-end Deals S90

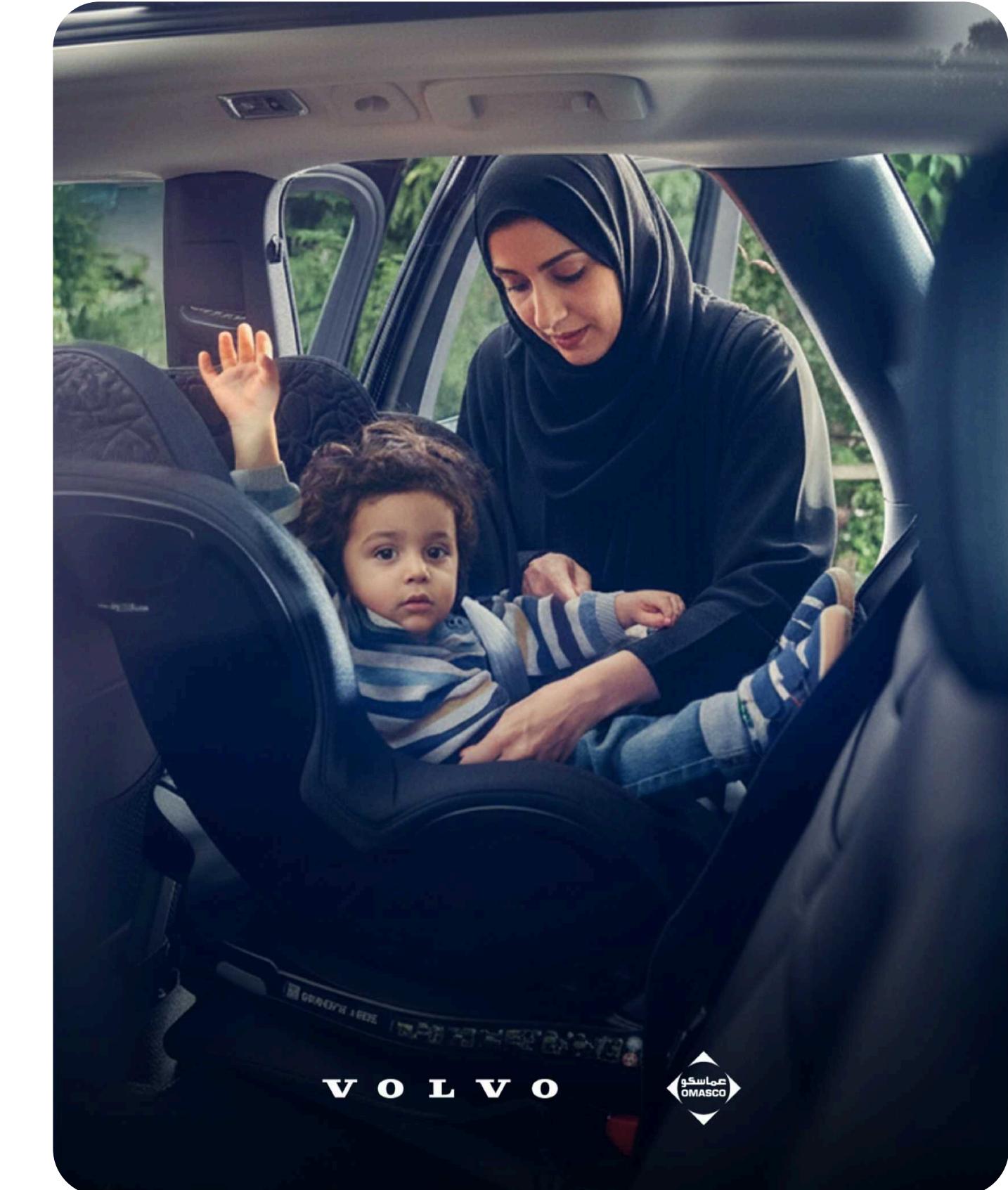
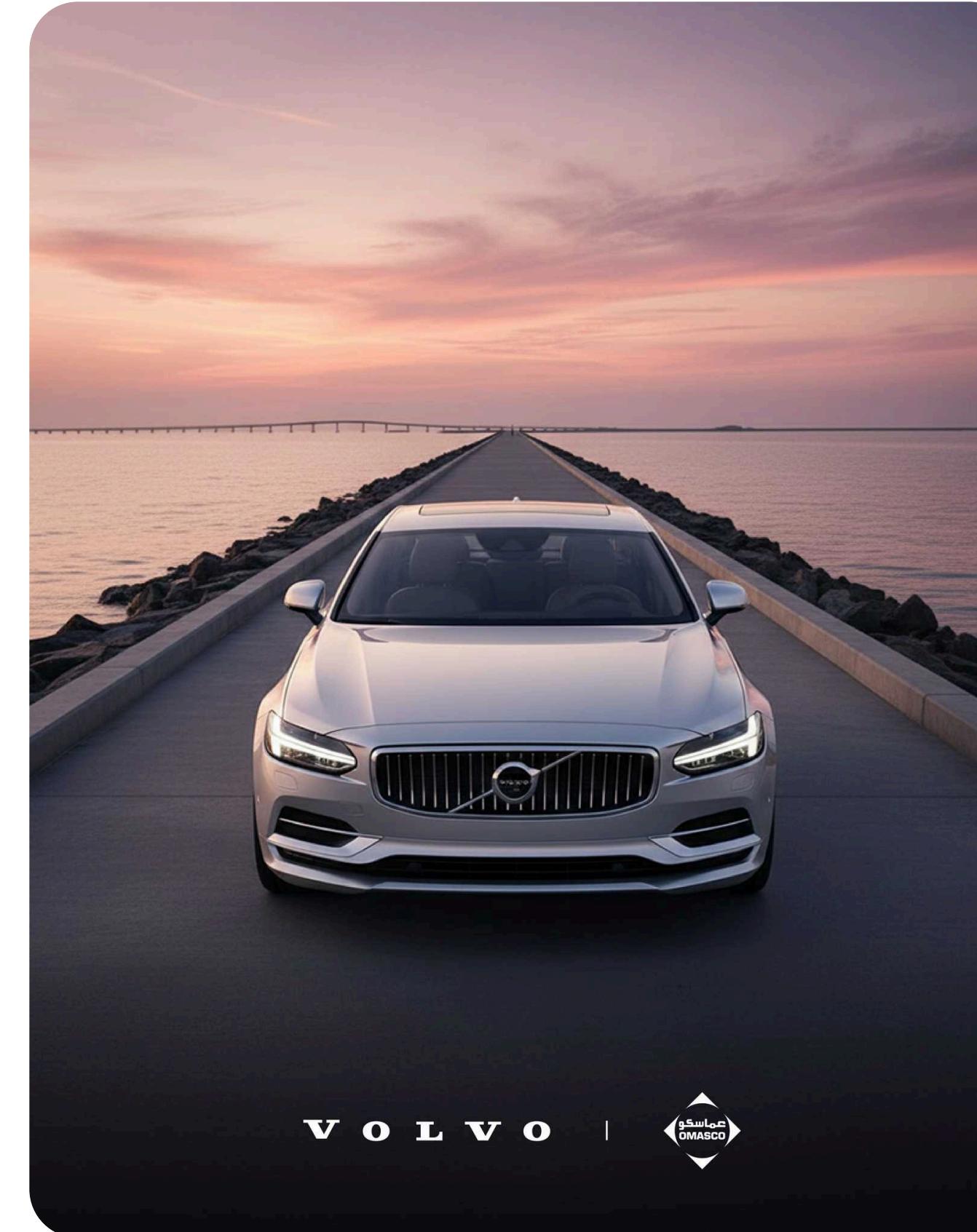
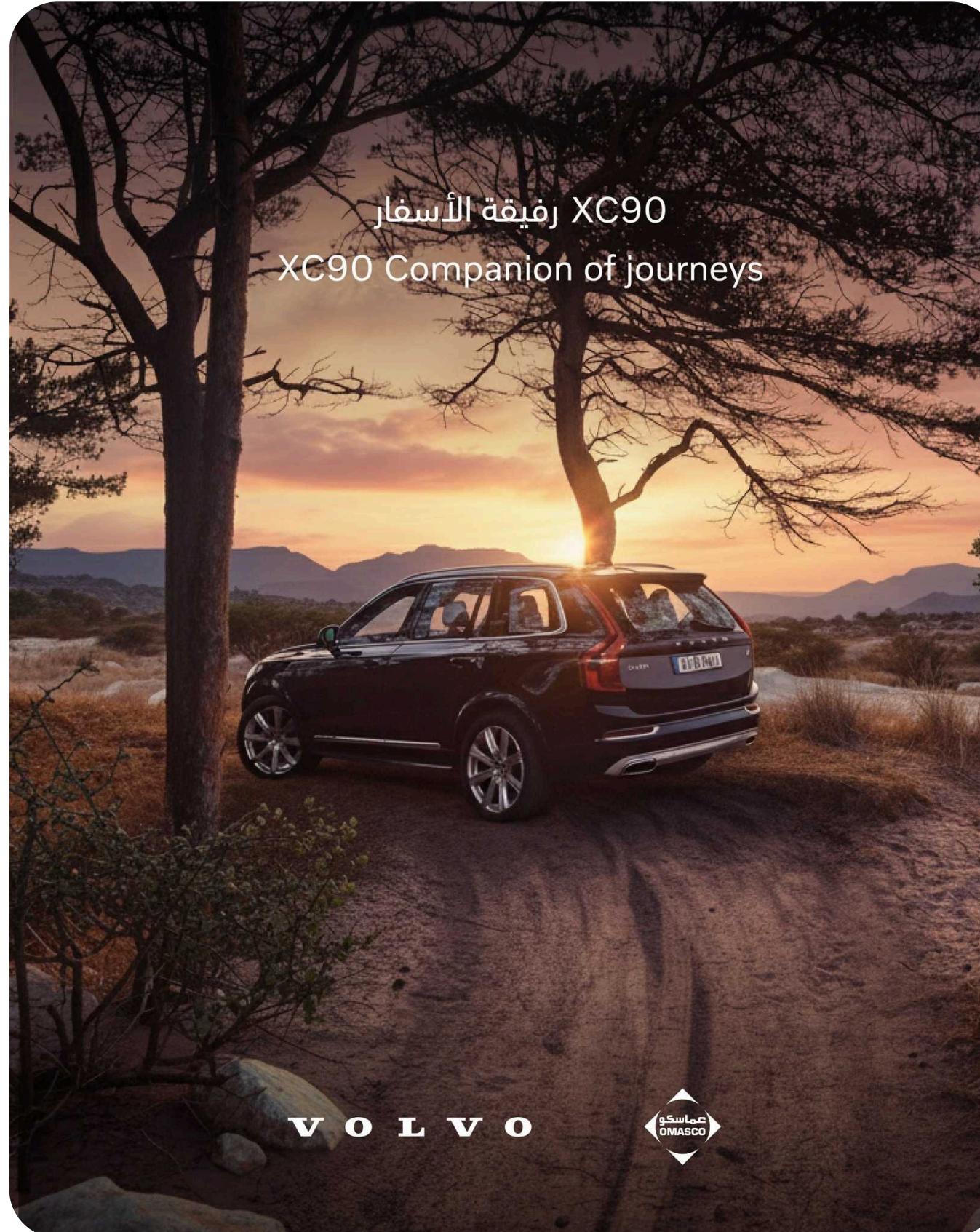


Free Registration | 105K / 7-Year Service | 5-Year Warranty

From
OMR **17,950**

Volvo Car - Wattayah | OMASCO







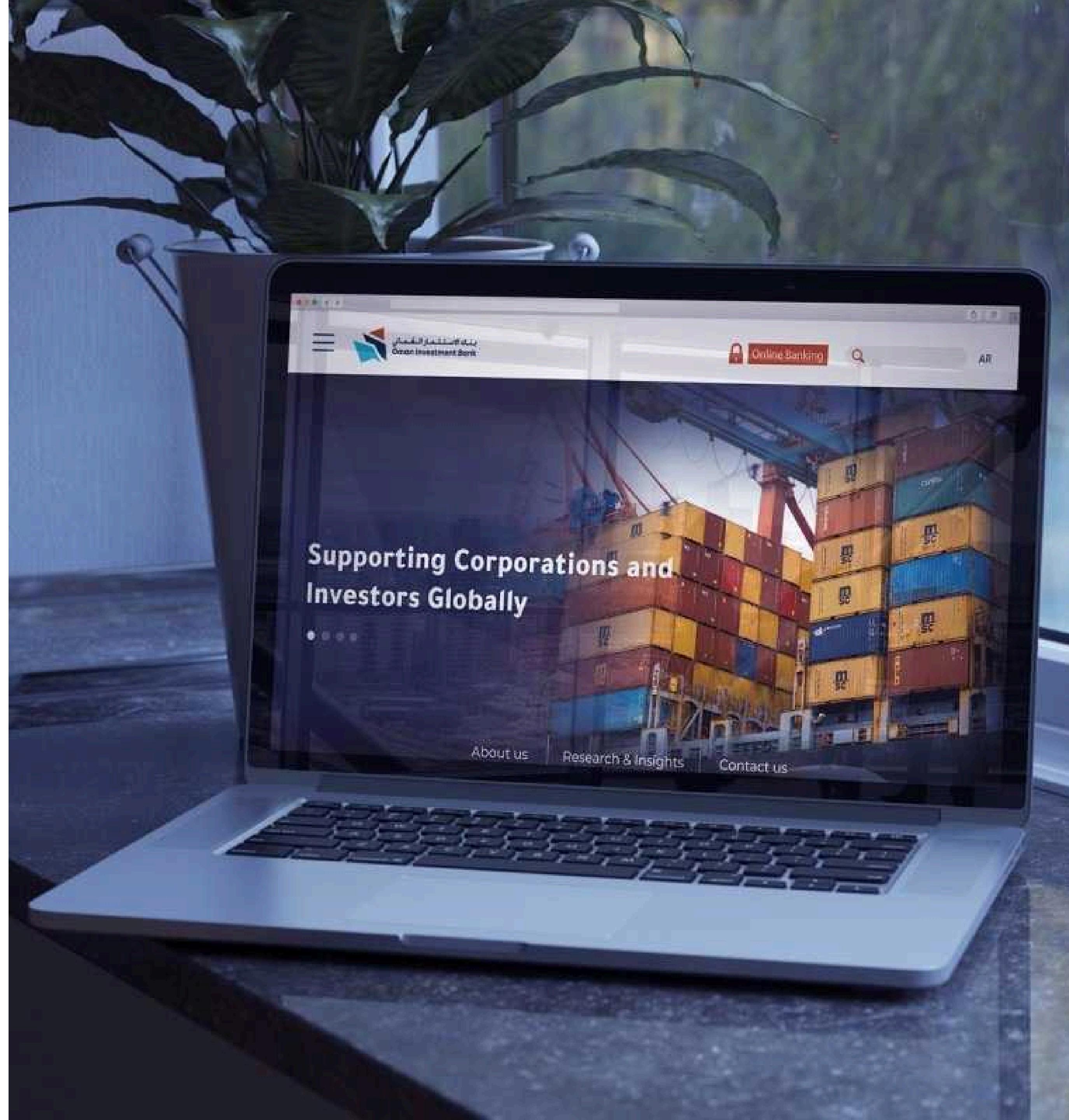
بنك الاستثمار العماني
Oman Investment Bank

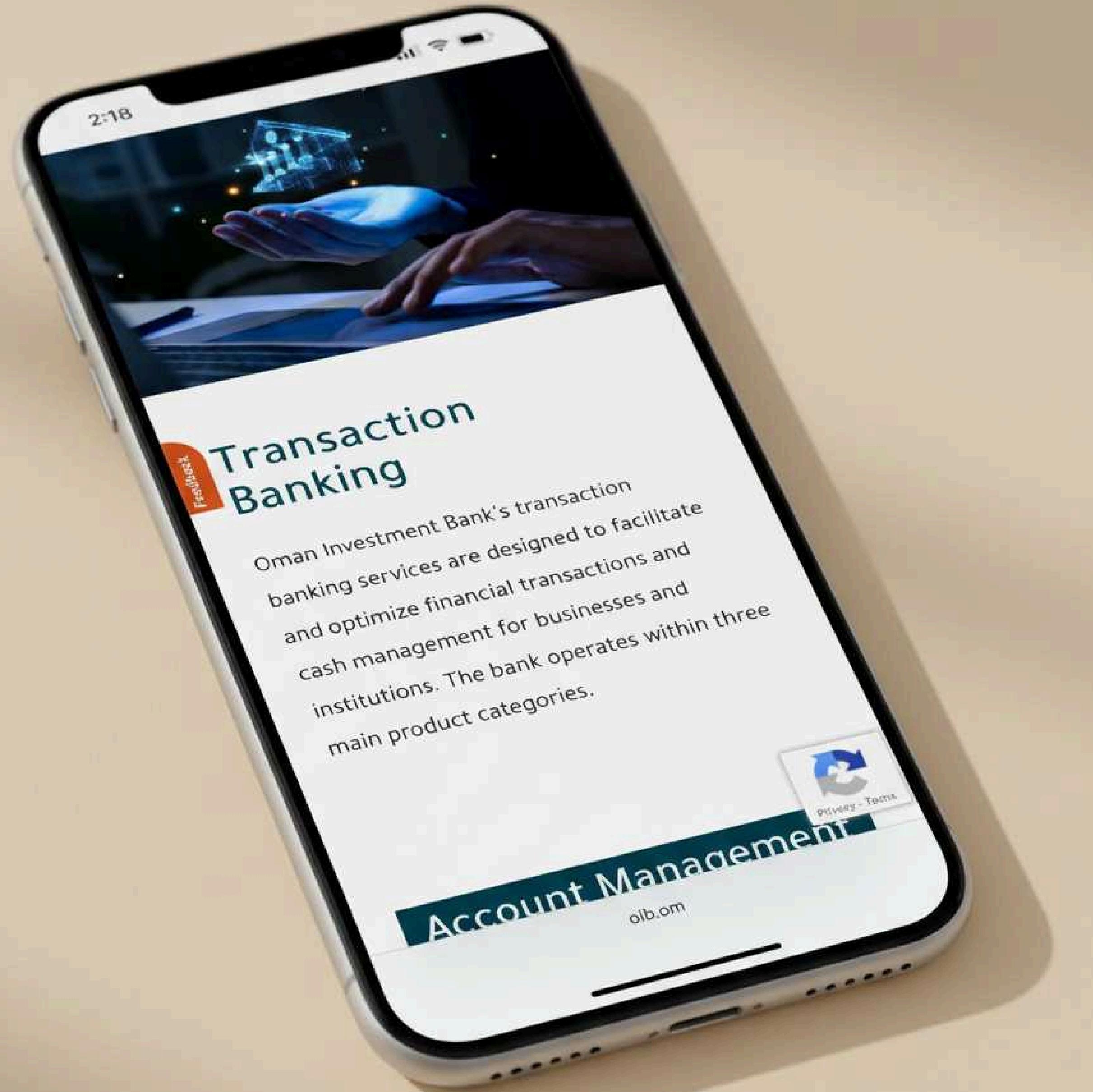
Marca partnered with Oman Investment Bank to design and develop their brand-new English and Arabic website, along with various social media/public relations projects. Our key focus for OIB was to build trust and credibility within a short time frame. The solution? Marca developed an initial “soft-launch” 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





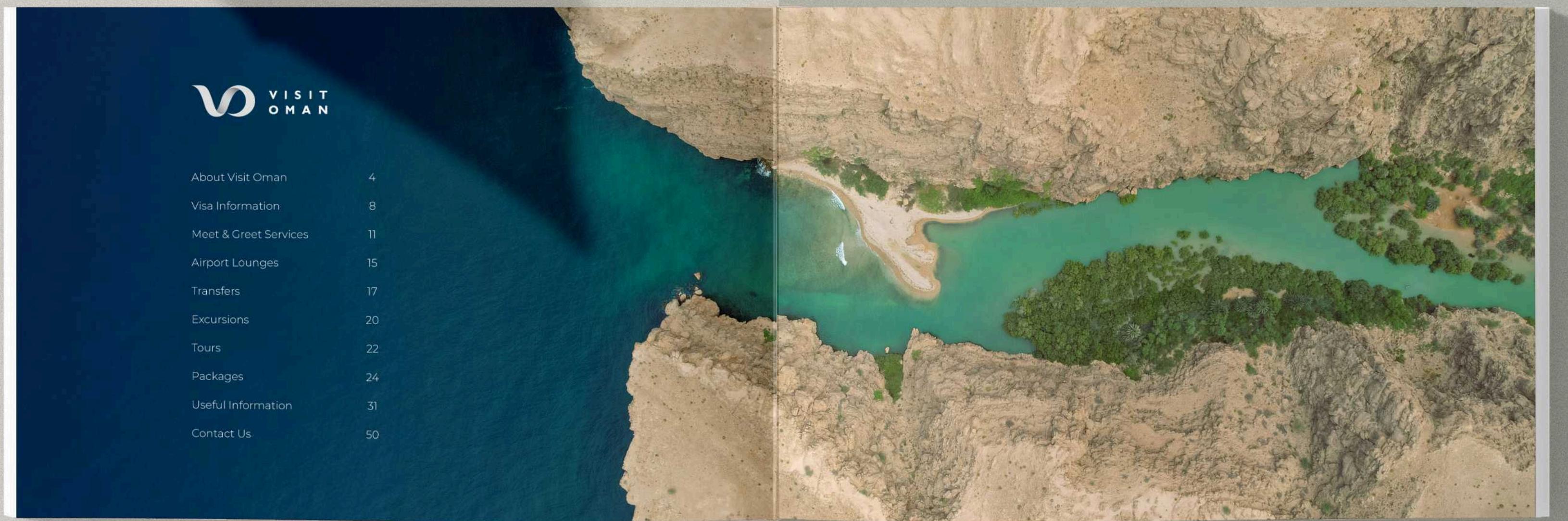


For Visit Oman – the online travel booking gateway that connects the world to “Unlimited Discovery in Oman” – Marca’s team were thrilled to have the opportunity to create the gateway’s official Trade Partner Handbook. Combining visual creativity with impactful storytelling, Marca created an unforgettable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

Trade Partner Handbook

PR / Press Releases









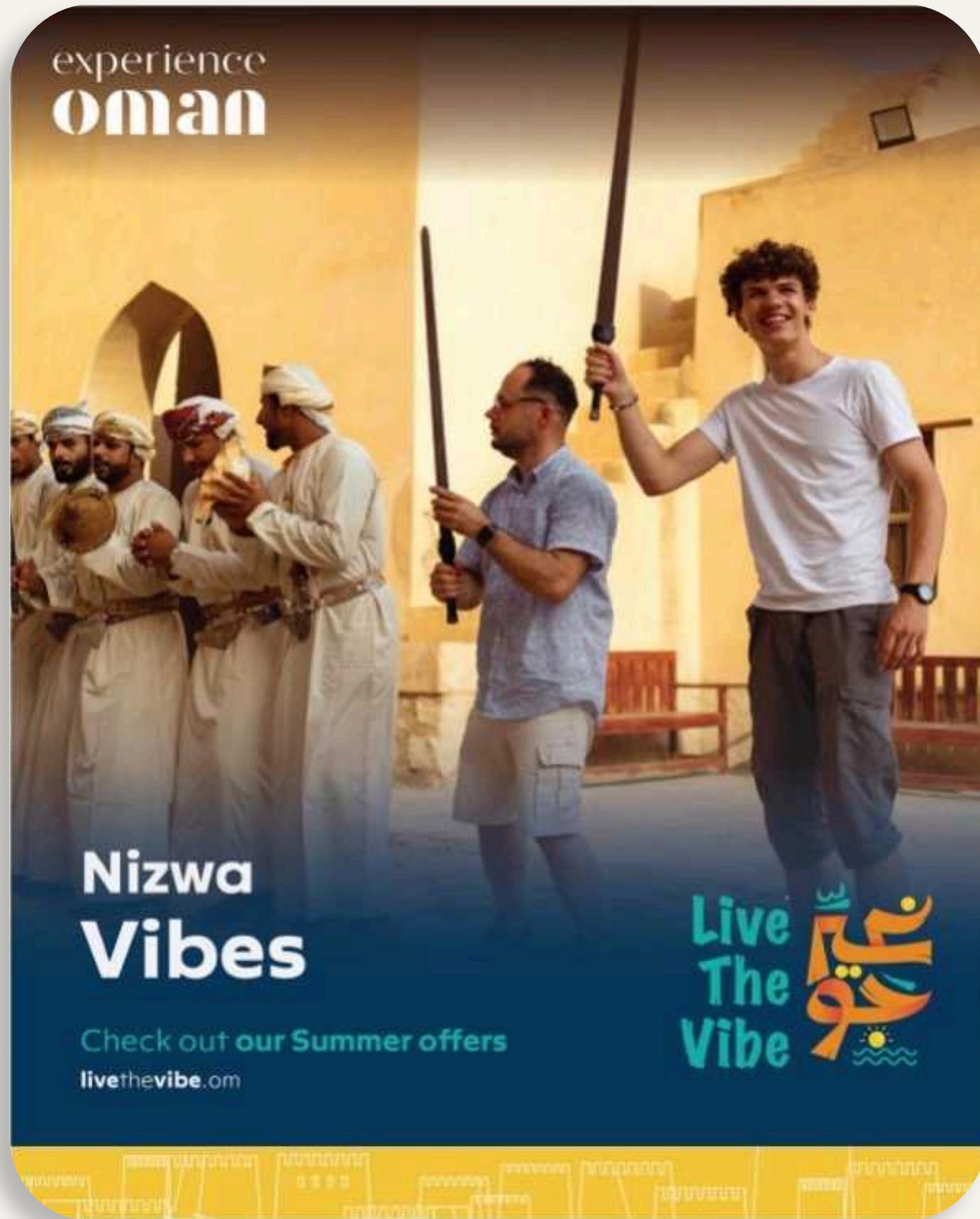
Launched by the MoHT in collaboration with OMRAN and Experience Oman, the Live the Vibe social media/influencer campaign was designed to create a positive buzz around domestic tourism in Oman. Together with the Live the Vibe team, Marca led the way in bringing to life the unique experiences that make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

Social Media Management

Influencer Management

Creative Support











مطارات عُمان
Oman Airports

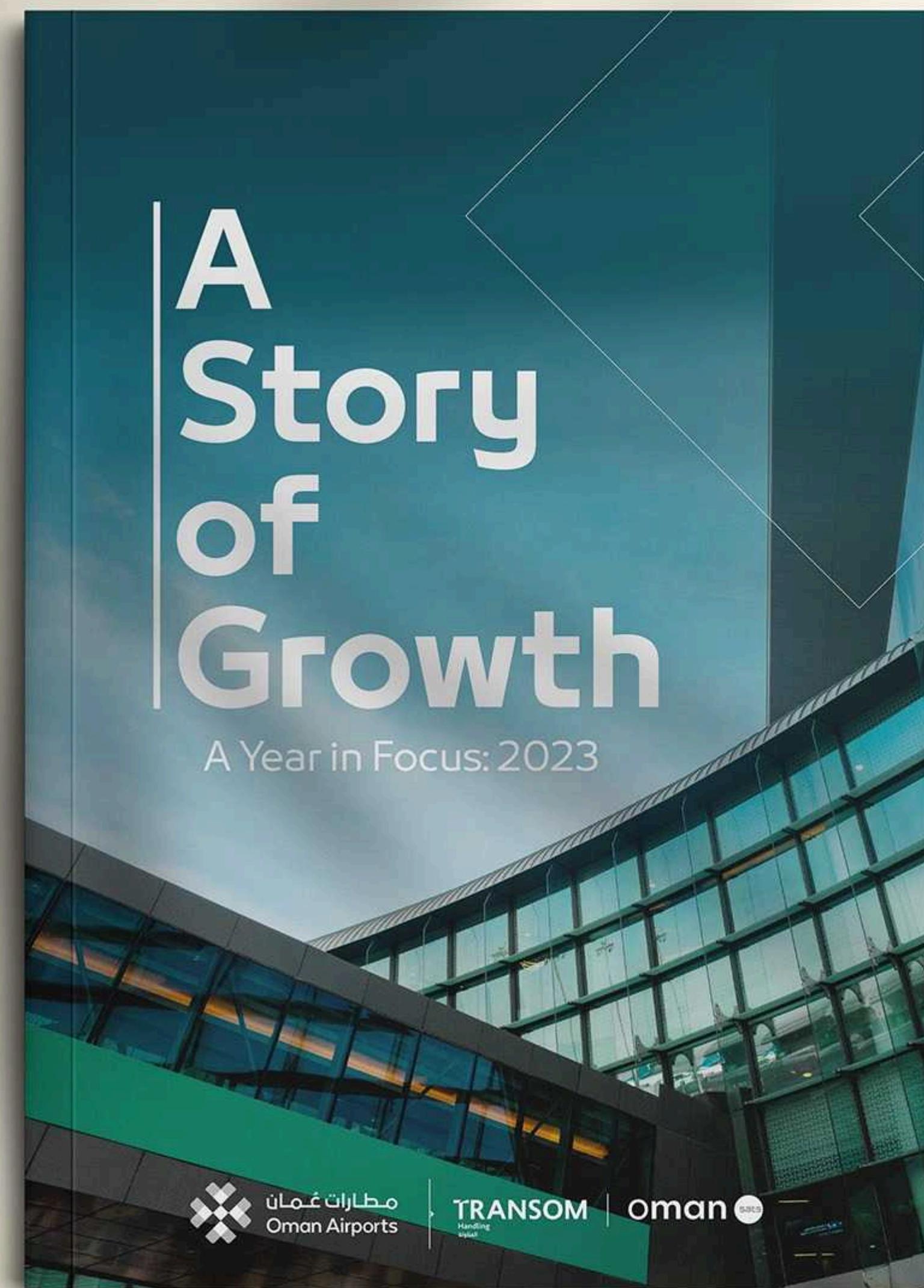
Marca's team conceptualized and designed the Oman Airports marketing department's new Brand Guideline in 2023, which made extensive use of a "visual first" approach to visually bring to life technical ideas. We also continue to compile Oman Airports' Annual Reports, along with a number of editorial and 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





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 international.

Our Global Representation

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

 <p>Aimen Al-Hosni Chairman, ACI World CEO Oman Airports</p>	 <p>Nagy Abu Zeid Chair, ACI Asia-Pacific Regional Economics Committee VP, Corporate Planning</p>
 <p>Abdullah Al-Yafeai Member, Regional Human Resources Committee, ACI Asia-Pacific VP, Support Services</p>	 <p>Saud Al-Hubaishi Member, ACI World Facilitation & Service Committee VP, Muscat International Airport</p>
 <p>Musab Al-Rawahi Member, ACI Asia-Pacific Regional Environment Committee Lead, Corporate HSE</p>	

East West 
Oman's central geographic location gives us a unique advantage of being equidistant from both the East and West.

35%
Such an advantage for our passengers being international.

146 destinations 
Post-Covid, our network has expanded to 146 destinations.
* Includes both scheduled and chartered airlines
** Includes all of our airports' scheduled and chartered flights

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

527: Airport Cities

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

Category	Area	Size (m ²)
Business Gate	Free Zone	1,800,000
	Logistics Gate	250,000
	Hospitality Gate	150,000
	Aviation Gate	550,000

Legend:

- Major competition airport
- Major Omani airport
- Regional Omani airport
- Oilfield Omani airport
- Omani seaport & freezone

Map: A detailed map of Oman showing the locations of various airports and the proposed layout of the 527 Airport Cities, including Business Gate, Free Zone, Logistics Gate, Hospitality Gate, and Aviation Gate.

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

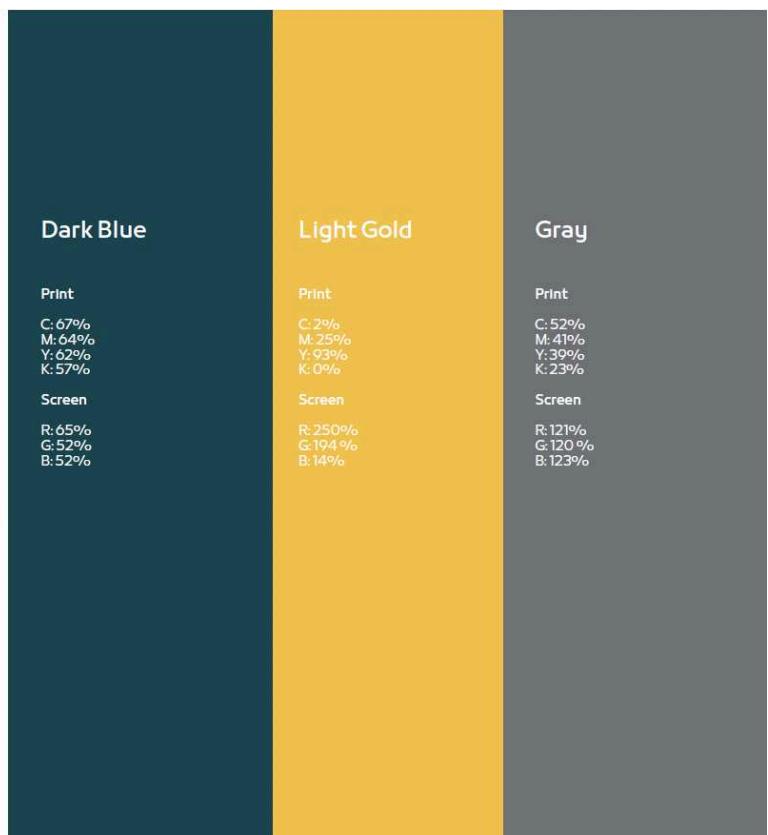
5. Pull Quotes

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.

Oman Airports Brand Guideline

COLOUR PRIMARY PALETTE



Oman Airports Brand Guideline

DATA VISUALISATION GRAPHS & CHARTS

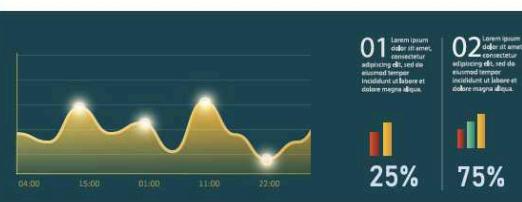
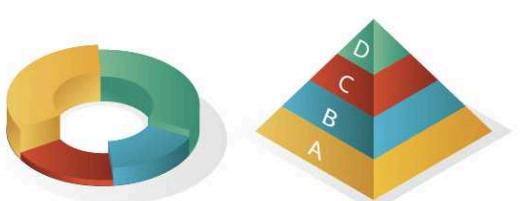
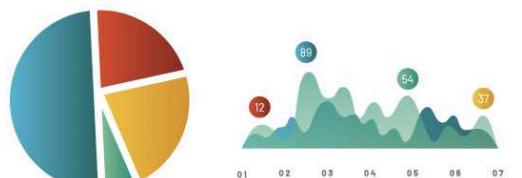
Bar and line graphs should be used to create data that covers a period of time. Pie charts are used when showing a percentage or proportional data. Both can use the primary and advanced colour palette.

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



Oman Airports Brand Guideline

LOGO OVERVIEW



مطارات عُمان
Oman Airports

Icon

Brandmark

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



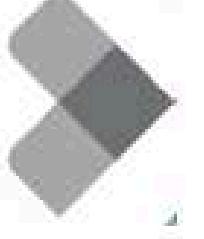
Green symbolizes the new commercial identity of the Sultanate of Oman's tourism sector.



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

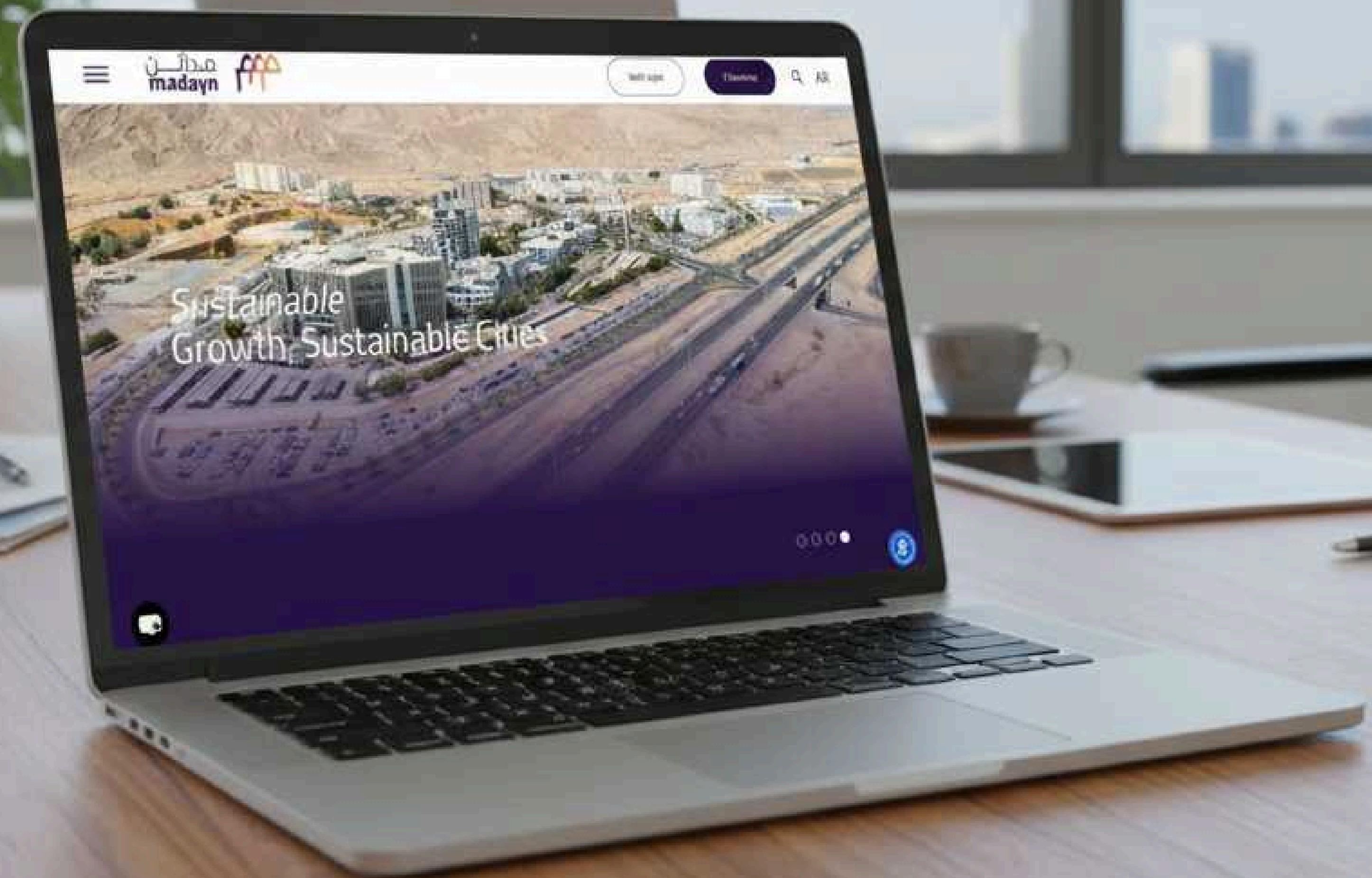
Over the past five decades, there has been a profound transformation in the establishment of the contemporary state and the preparation of modern and advanced infrastructure across all regions of the nation. This progress unfolded under the leadership of the builder of modern Oman, the late Sultan Qaboos 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.

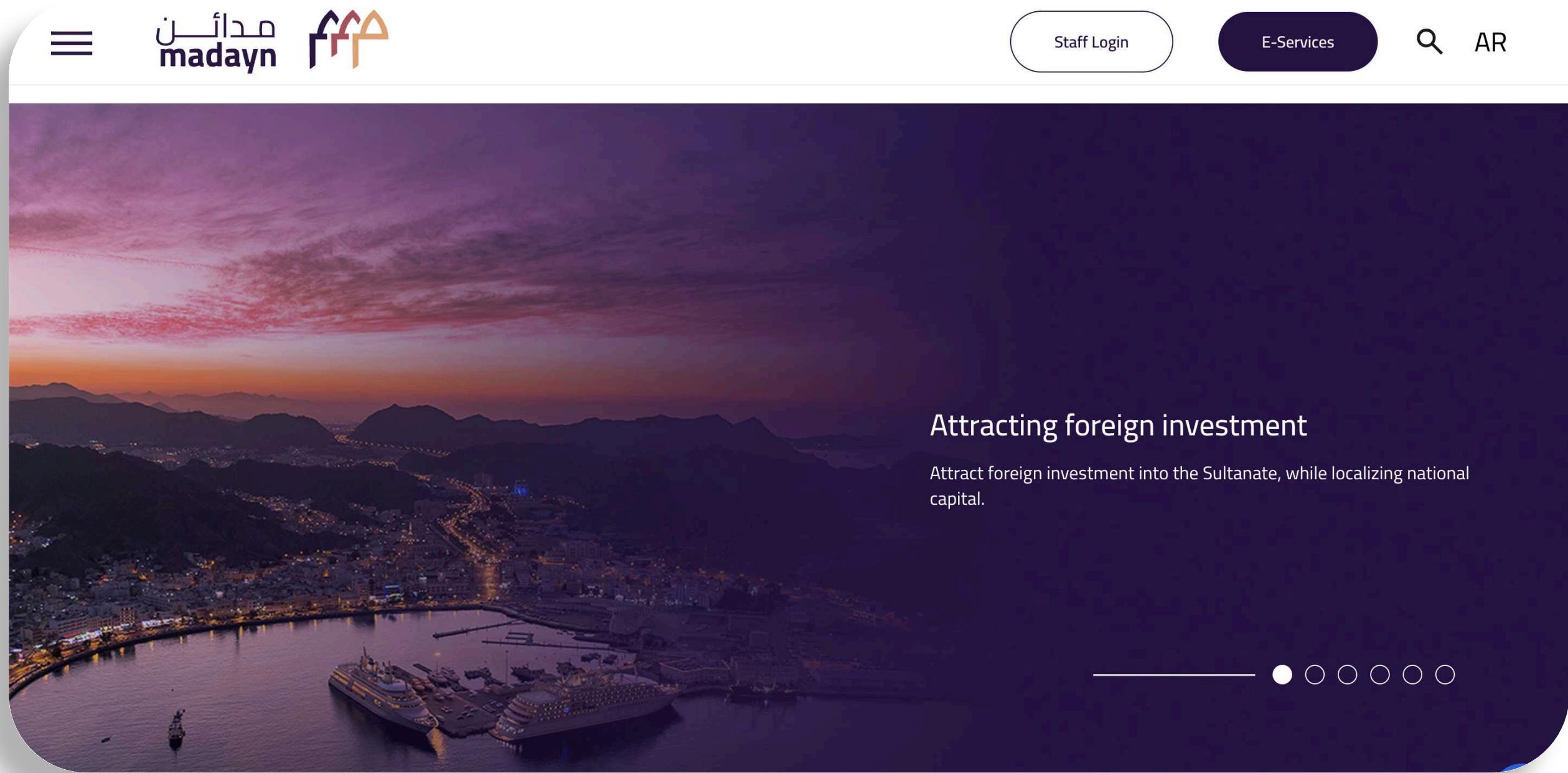
With divine guidance on the path of construction and development, we persist in the march of the blessed renaissance, as envisioned by the late Sultan, may he rest in peace, recognizing the magnitude and grandeur of the entrusted responsibility. Emphasizing that Oman remains the paramount objective in 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

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.





Madayn

Staff Login

E-Services

AR

Attracting foreign investment

Attract foreign investment into the Sultanate, while localizing national capital.

0 1 2 3 4 5 6



Vision, Mission, Values

Vision Mission Values

World-Class sustainable business cities, attractive to investments.

Staff Login

E-Services

AR



Value-adding Initiatives

Sustainability

Madayn Agriculture

The Madayn Agriculture initiative, implemented in cooperation with the Ministry of Agriculture, Fisheries and Water Resources, aims to establish greenhouses in selected industrial cities to promote local food production, encourage entrepreneurship, enhance food security, and support trade balance by boosting exports and reducing imports.

Staff Login

E-Services

AR



Boosting technology advancements

Boost technology advancements while developing employee skill and performance.

Staff Login

E-Services

AR

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.

Staff Login

E-Services

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 C...
- Al Buhais 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

About Us

Industrial Cities

Investment Opportunities

Open Data

Media Center

Digital Participation

Contact Us

AL-RUSAYL
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 Governorate
Established: 1992

Raysut Industrial City
Location: Dhofar Governorate
Established: 1992

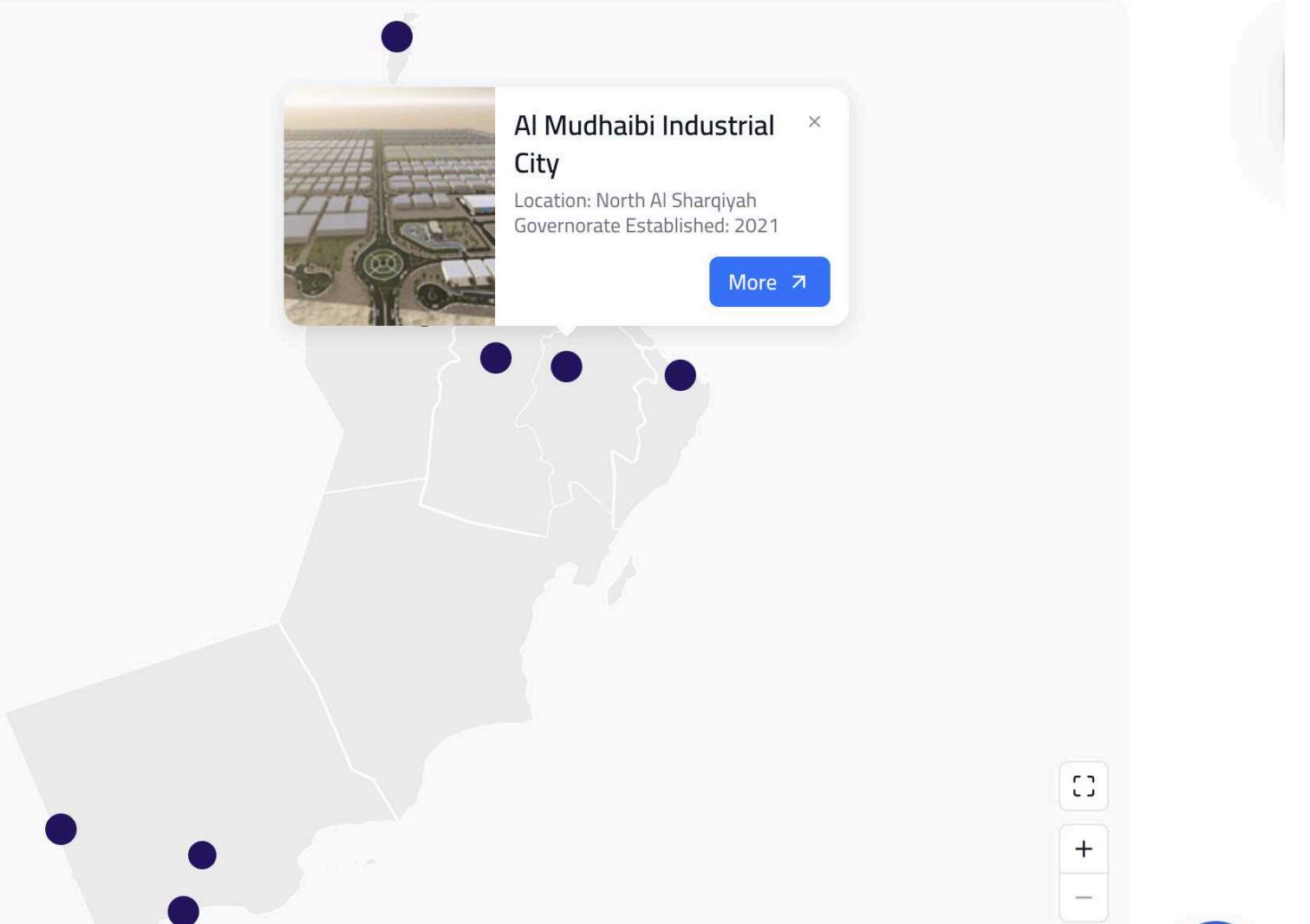
AlMazunah Free Zone
Location: Dhofar Governorate
Established: 1992

Al Wadi Al Kabir Industrial City
Location: Muscat Governorate
Established: 1993

Al Buhais Industrial City
Location: Iakhiliyah Governorate
Established: 1994

Al Buraimi Industrial City

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





In December 2024, Nazdaher'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

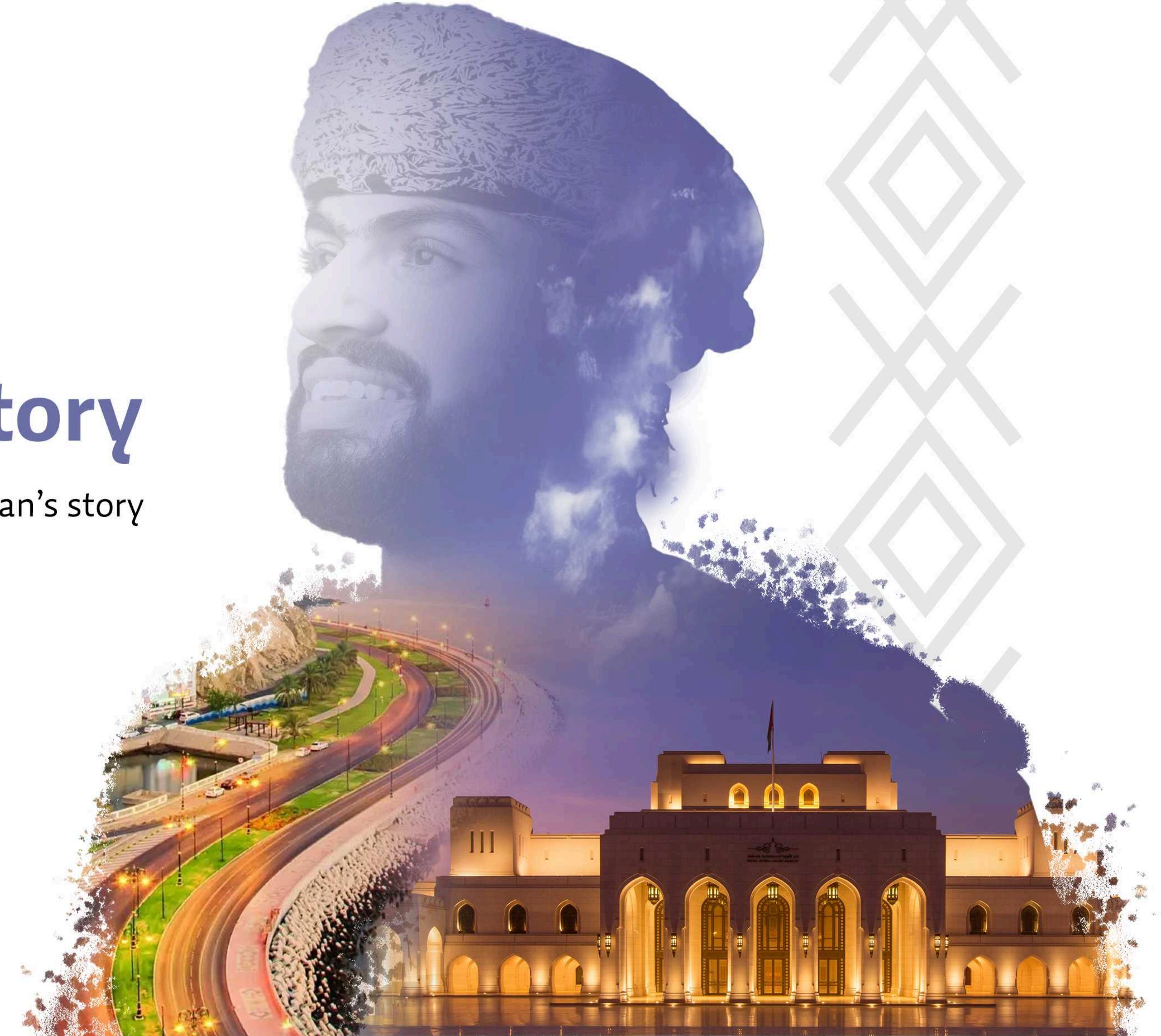


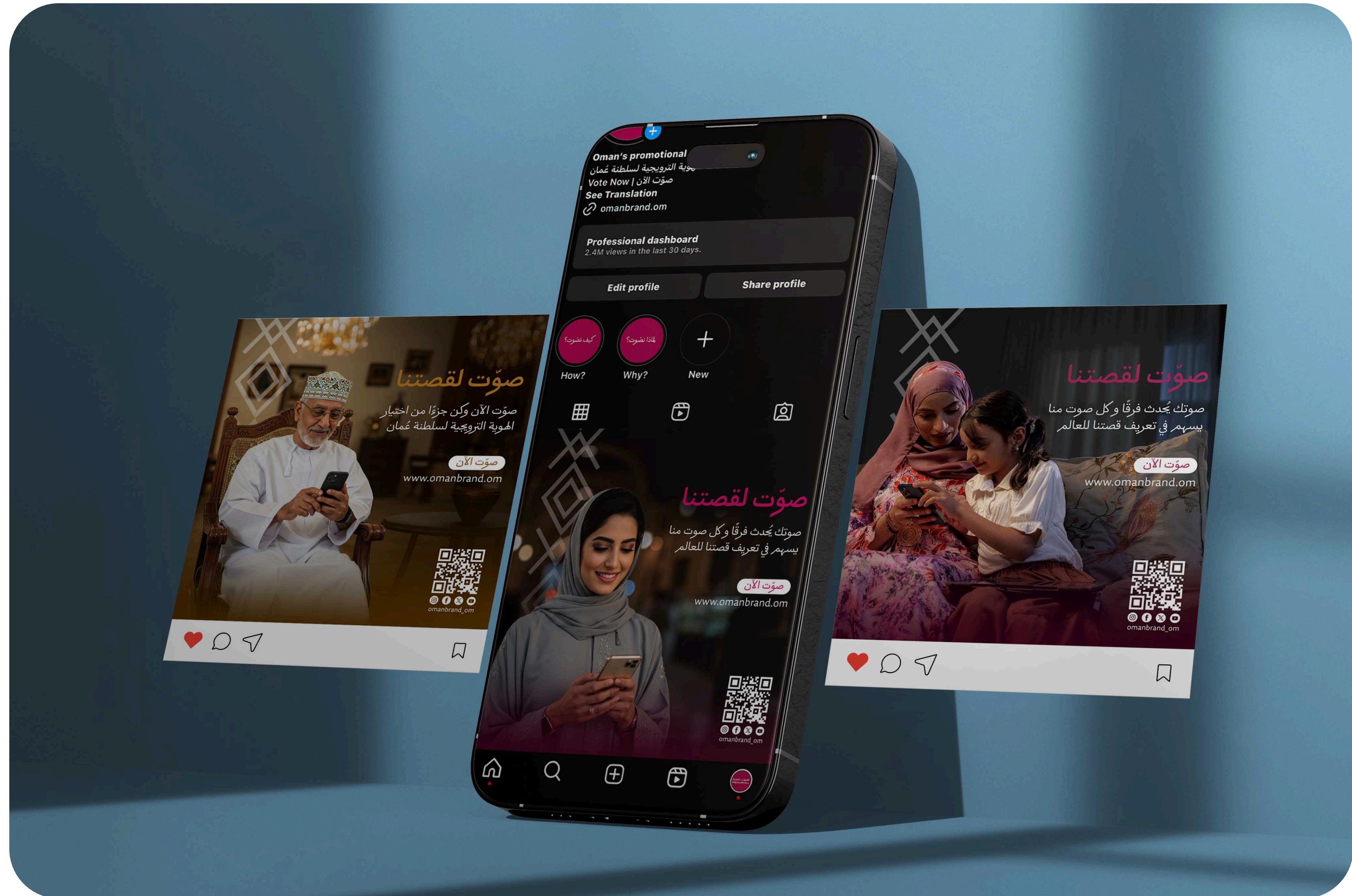
#MyOmanMyStory

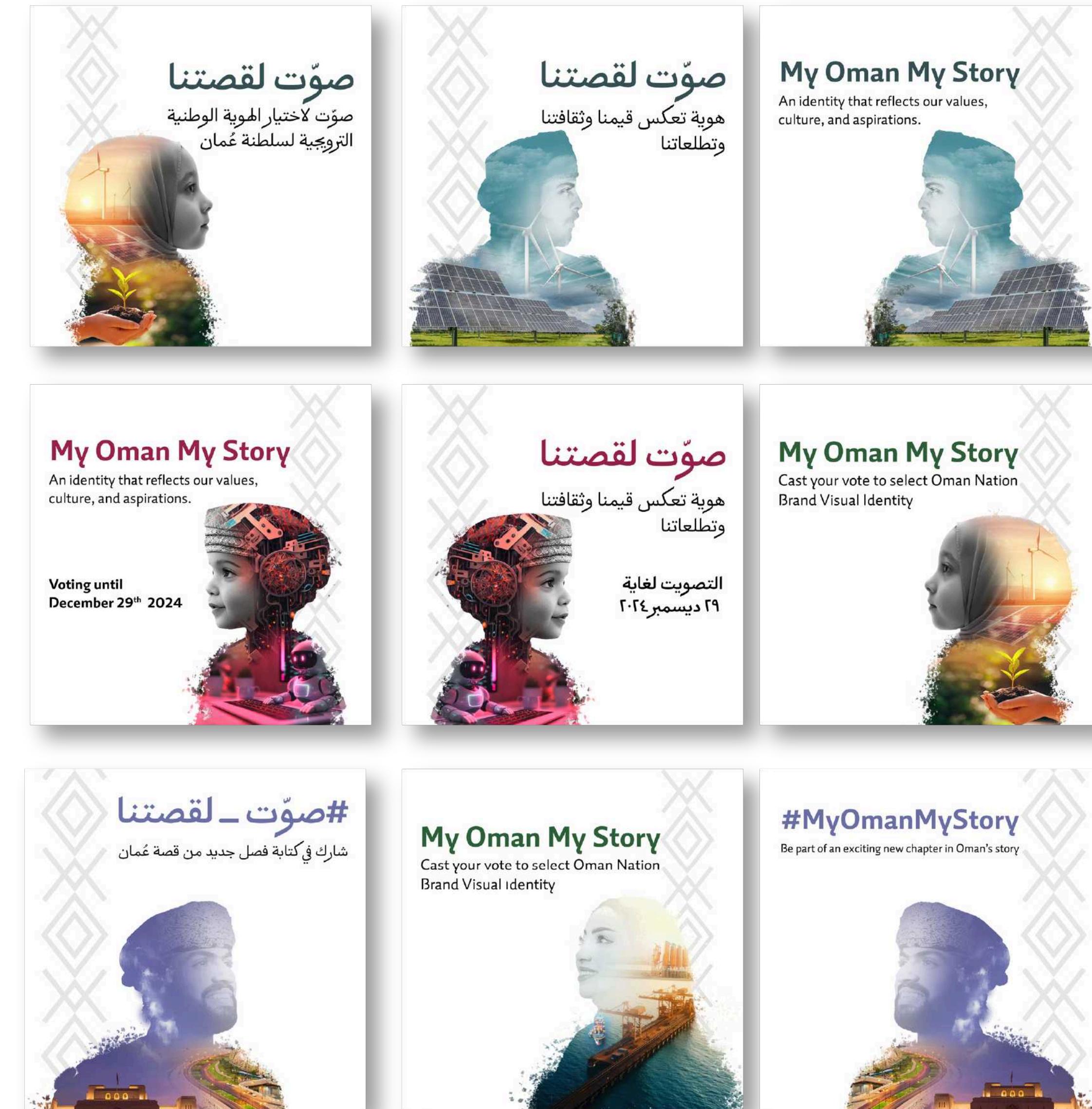
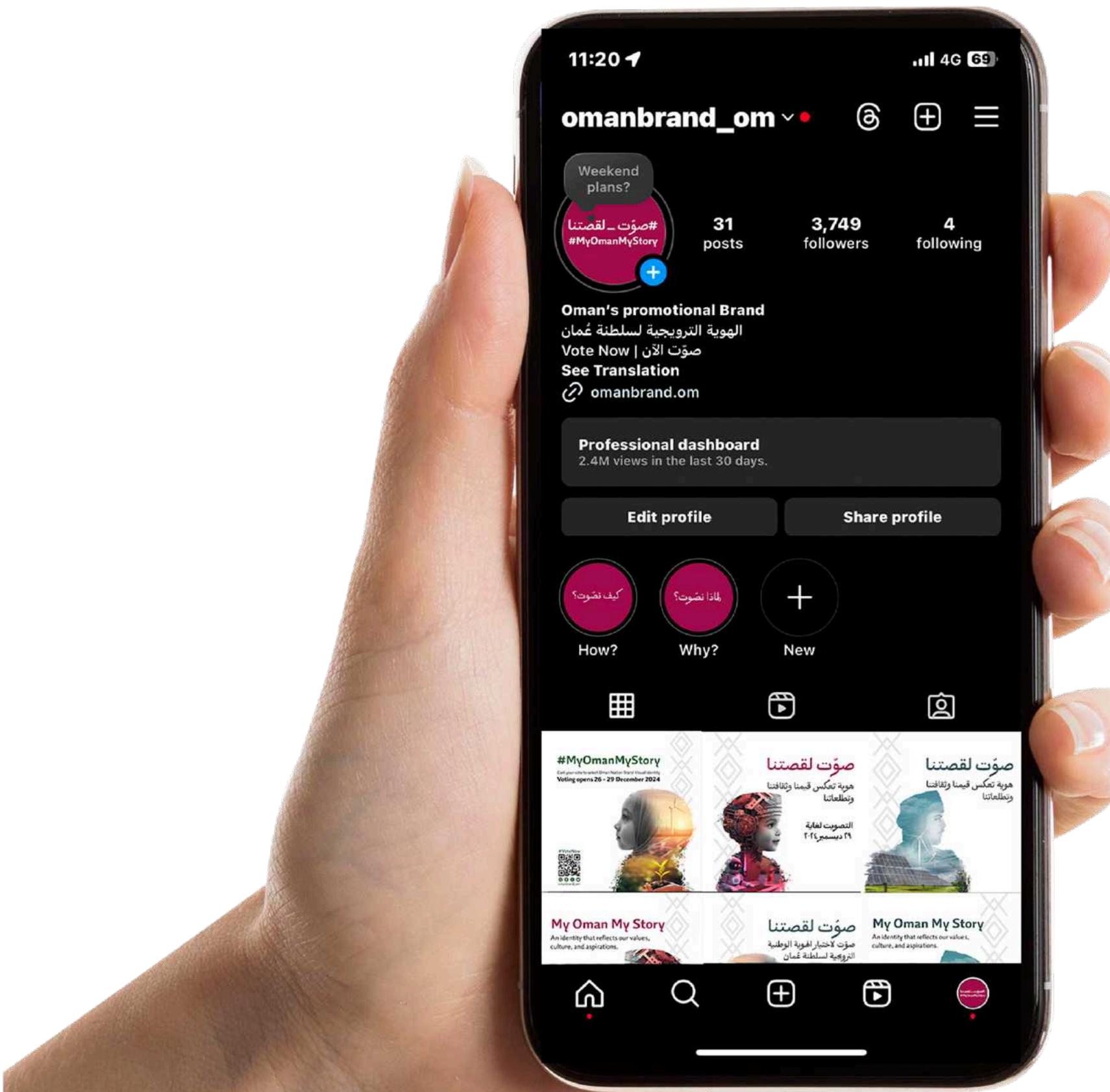
   
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#MyOmanMyStory

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











My Oman My Story

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

अब वोट करें

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صوت لقصتنا

صوتك يُجذب فرقاً وكل صوت منا يسهم في تعريف قصتنا للعالم

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My Oman My Story

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

अभी वोट करें

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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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صوت لقتننا

مرحباً بك في رحلة عمان نحو المستقبل

صوت يعبر عن فخرنا بـ عمان، عاصمة التكنولوجيا والابتكار. أهلاً بك في رحلة عمان نحو المستقبل.

الوحدة

الشراكة

المجاورة

الاتجاه بالشراكة العالمية

النقد مع احتفاظ على الابتكار

لـ شعار الهوية الترويجية لسلطنة عمان

التصويت لـ شعار الهوية الترويجية

صوت لـ شعار الهوية الترويجية الوطنية

الوحدة

الشراكة

المجاورة

اللغات

تواصل معنا

الصفحات

الصورة

الصورة

الصورة

الصورة

الصورة

الصورة

الصورة

My Oman My Story

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



Vote Now

www.omanbrand.om



فتح باب التصويت المجتمعي لاختيار الهوية البصرية الترويجية لسلطنة عُمان

www.omanbrand.com

ما هي أجملة؟

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

ماذا هذه أجملة؟

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

الخطوة القادمة <<

الإعلان عن الهوية الفائزة في أوائل عام ٢٠٢٥

الهوية الفائزة ستصبح الهوية البصرية الترويجية لسلطنة عُمان

التصويت على الهوية البصرية الترويجية

1. قسم بريزارة الموقع الإلكتروني omanbrand.com
2. أدخل بياناتك
3. اختر الشعار المفضل من بين اختيارات المتاحة
4. اضغط على كلمة "تصويت"

صوت الآن

Follow Us:

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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.com
- 2 Select your preferred logo from the available options
- 3 Enter your information
- 4 Click on "Vote"

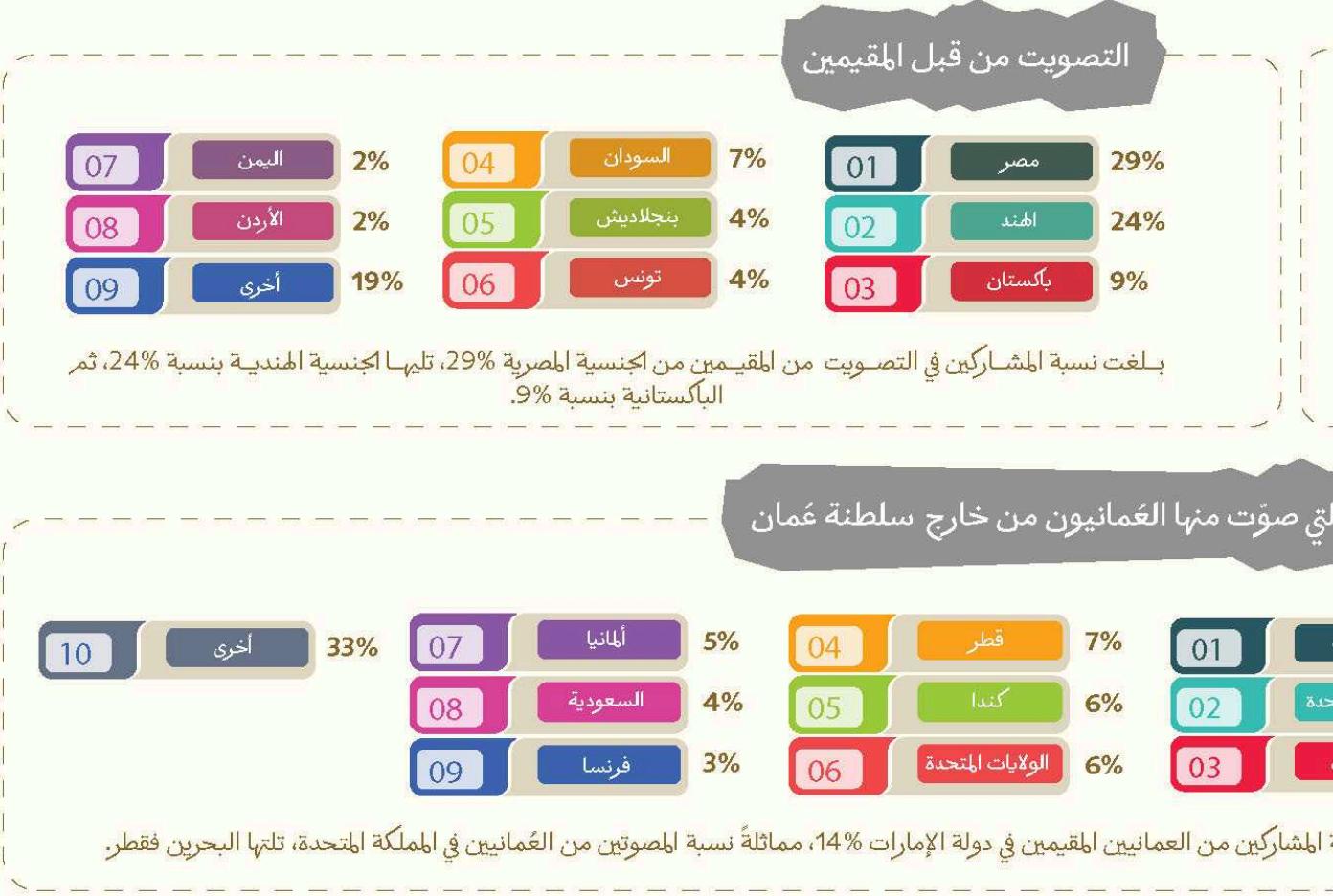
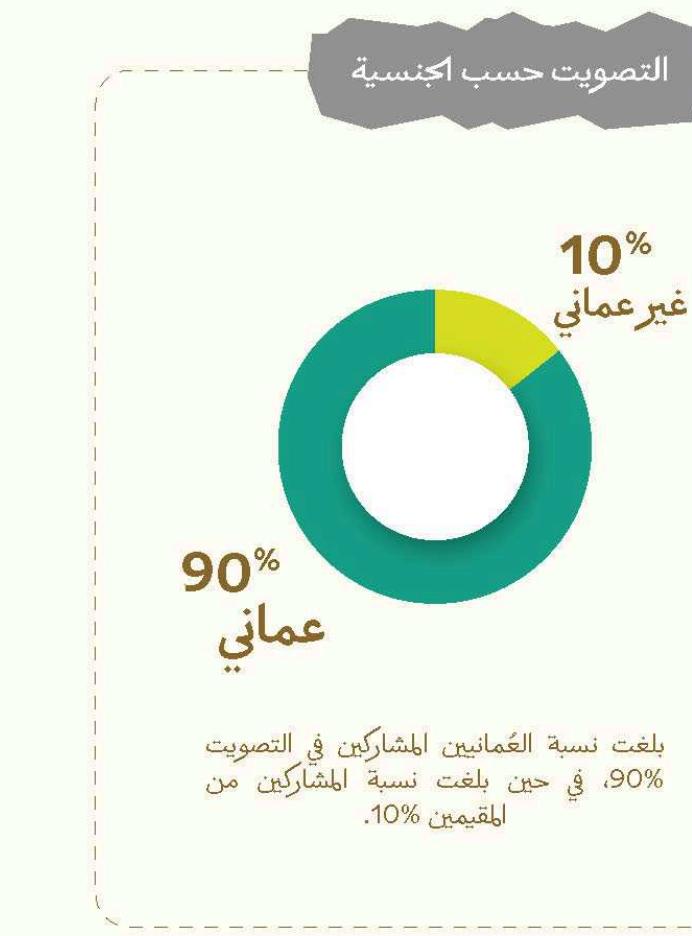
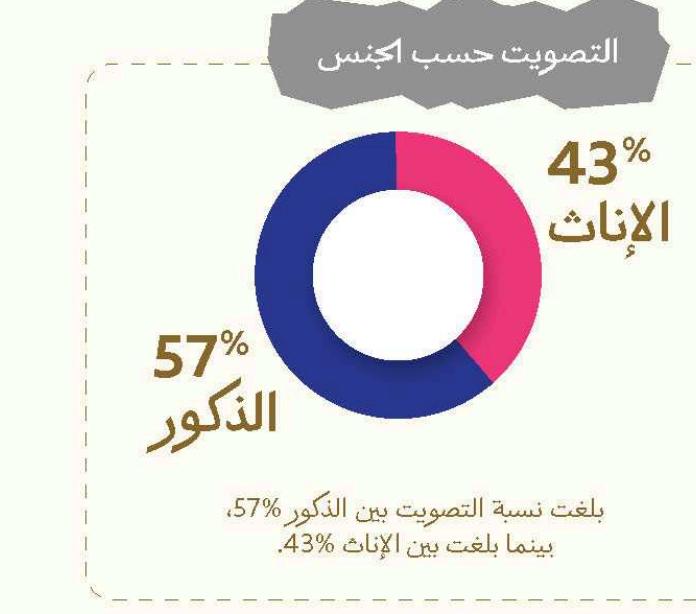
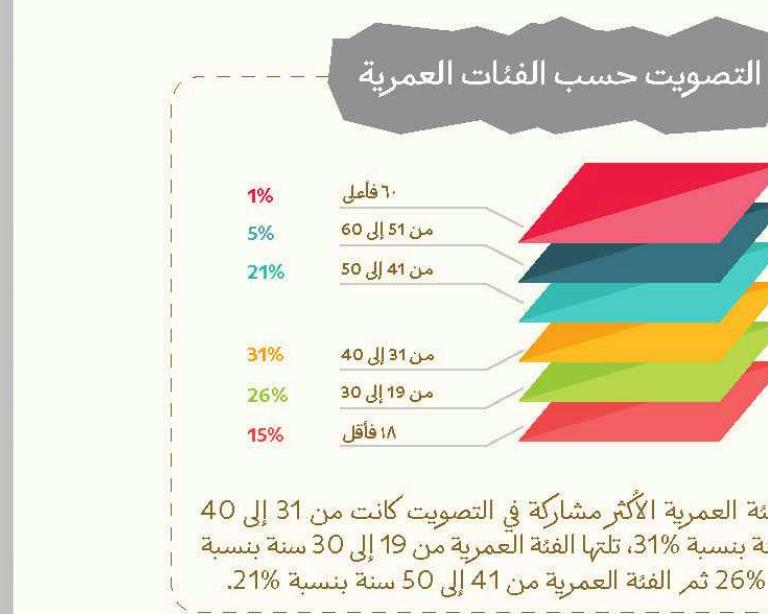
Voting Mechanism

-  The winning identity will be announced **early 2025**
-  The winning logo will become **the official emblem of Oman's promotional visual identity**

Vote Now!

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تحليل ورصد نتائج التصويت المجتمعي للهوية البصرية الترويجية لسلطنة عُمان







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



درعه
DERAAH

دراه
DERAAH

Since 1976

عطرك على جوك

BUY 1 GET 1
اشتر 1 منتج
واحصل على 1
مجاناً FREE

فرع 17

على كافة منتجات العطور
في جميع معارضنا والمتجز الإلكتروني

دراه
DERAAH

Since 1976

شمال الباطنة
1. ستي ستر - صدار
2. السوق

محافظة الظاهرة
1. لولو عربى

محافظة الداخلية
1. لولو نروي

جنوب الباطنة
1. سوق بركاء
2. لولو بركاء

مسقط
1. مول عمان
2. مسقط ستي ستر
3. الأفنيور مول
4. السبب - مسقط
5. سوق الخوض التجارى

جنوب الشرقية
1. جعلان بولى
2. ماي ستي ستر - صور
3. الكامل والواهى

محافظة ظفار
1. حاردن مول صلالة
2. صلالة جرائد مول
3. السلام مول في صلالة

ذكري تولي
جلالة السلطان هيثم بن طارق المعظم - حفظه الله ورعاه.

مقاليد الحكم

Jan 11 | Accession Day

دراه
DERAAH







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

