

Agency presentation



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Introduction

The **essence** of visual communication

www.hca-me.com



Agency presentation

Introduction

We dedicate ourselves to **delivering tailor-made aspects of visual communication** and diverse media then layer them into consummate strategies that meet your business objectives.

Our communication philosophy is premised on a thorough strategic understanding of the culture, values and organizational activities of your cooperation. We translate this understanding into relevant and aesthetic design, which resonate within both the organization and its target market.



Communication essence

History

Over the past six years, we have expanded worldwide, serving high values of interactive, creative artwork and strong conceptual designs, including printed, environmental and electronic presentations of information.

Our solutions have served more than 400 satisfied clients all over the world.

Communication essence

Vision

Our purpose is to **enhance and change** the market's perspective in the world of visual communication.

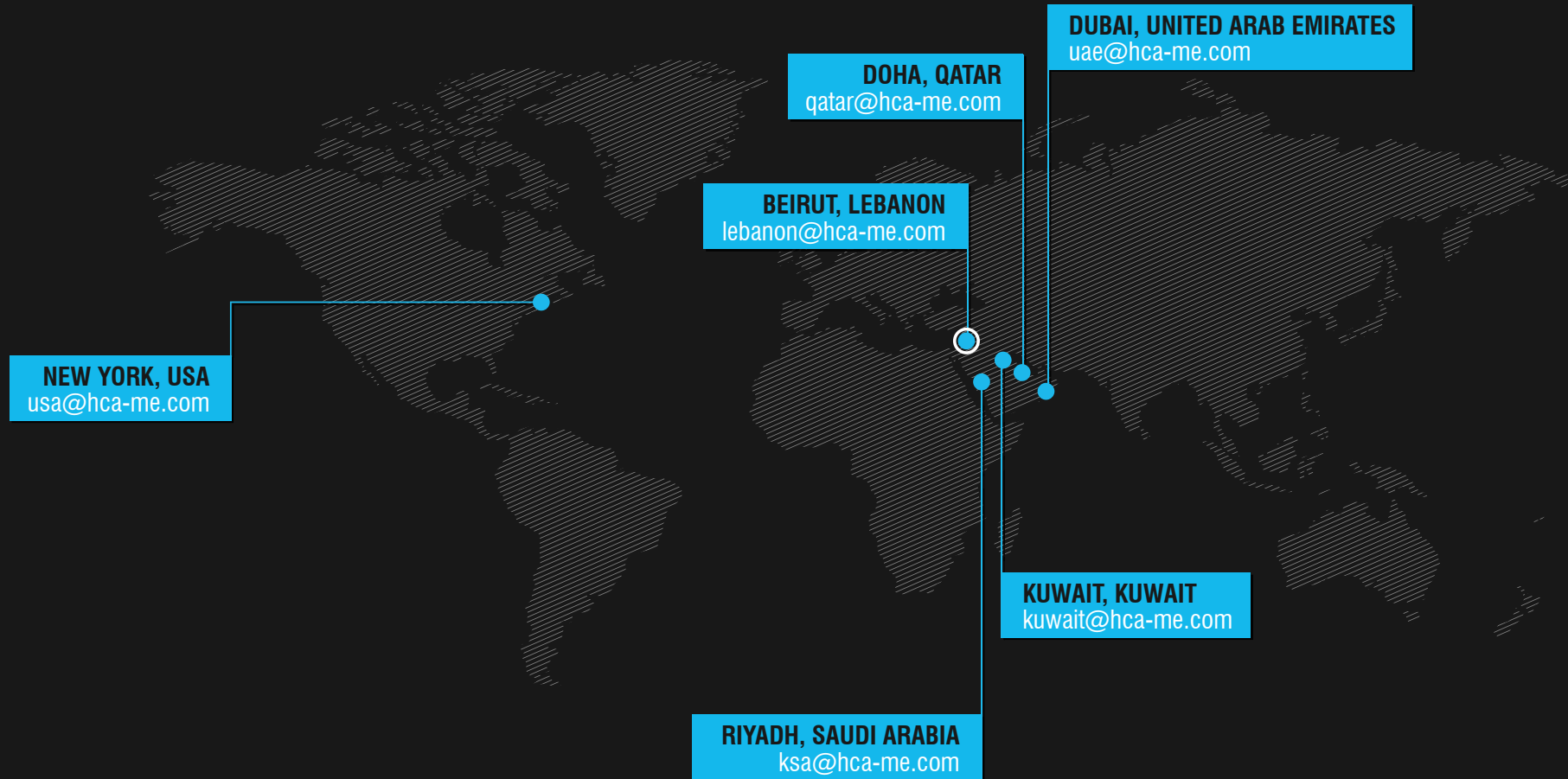
Communication essence

Mission

To exploit every aspect of our creative potential so that we may **deliver stimulating, inspiring, and exciting** material aimed at breaking available design standards.

Communication essence

Network



Communication essence

Team

Our people **work in cross-disciplined teams** rather than in departments. Our systems, our processes and environment have been configured to place creativity and our clients' business at the heart of our business.

Creative world

Our expertise

HCA helps clients communicate with their audiences by solving design problems in four key areas:

Branding, Branding Adaptation, Corporate Identity, and Interaction Design.



Creative world

Our expertise

Branding

We use brand personality to bring strategy to life.

We understand the power of a brand in the market. Branding is the key to triggering in-store or impulse buying through graphic communication of product ideals. It constitutes the crucial initial interface between product and consumer.



Creative world

Our expertise

Branding Adaptation

Create a brand name that hits home with your market.

The place to start in creating and ultimately adapting an identity is by being relevant first and foremost. Our adaptation technique process requires a complete and thorough study of the market, thus presenting every detail leaving the identity unchanged.



Creative world

Our expertise

Corporate Identity

The first face your customers see.

Your corporate identity is your reflection and image in the market. It represents your quality and abilities and reflects your stability within your field. The language you use should reflect the mood created in your identity, cementing the character of your communication and creating a partner to your visual representation.



Creative world

Our expertise

Interaction Design

Optimize the potential of your brand within the digital arena.

Choosing the right way of representing your self is essential; depending on not only design, but also a variety of factors working coherently to create the ideal face of the company. Visual communication is now signified in digital media, including web interface, cd presentations, and other interactive solutions.



Creative world

Our process

3Ds Process

HCA meets client challenges with a simple, yet powerful three-part process that brings together the innovator's vision. Balancing the freedom to create with the realities of the corporate world, we drive our business solutions from the drawing board to the marketplace.

Discover

Analysis Becomes Insight



Design

Insights Become Ideas



Deliver

Ideas Become Reality



Creative world

Our awards



37 Awards

Over the years, we have come to rely on the recognition of awards as our **internal standard for excellence**. Awards are an important part of our industry as they benchmark online excellence, and it is an honor to receive acclaim for the hard work required on a daily basis.

2009

9 Awards

2008

18 Awards

2007

6 Awards

2006

3 Awards

2005

1 Award



Contact HCA

Get in touch

Yes, let's talk business!

Are you interested in working with HCA? Please reach out and a business representative will get back to you swiftly.

sales@hca-me.com

Just want to say hi? Great!

You can come and visit us

[Dar Alaman building, 1st floor,](#)
[Elmazraa, Beirut Lebanon](#)

Call us

00961-3-561061

or check our website

www.hca-me.com