

Agency Profile Presentation



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Introduction

The **essence** of visual communication

www.hca-me.com



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Introduction

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



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History

Over the past 12 years, we have expanded worldwide, serving high values of communication, branding and strong conceptual creative art work, including ATL and BTL solutions, environmental and electronic presentations of information, user interface design and social media.

Our solutions have served more than 600 satisfied clients all over the world.

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Vision

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

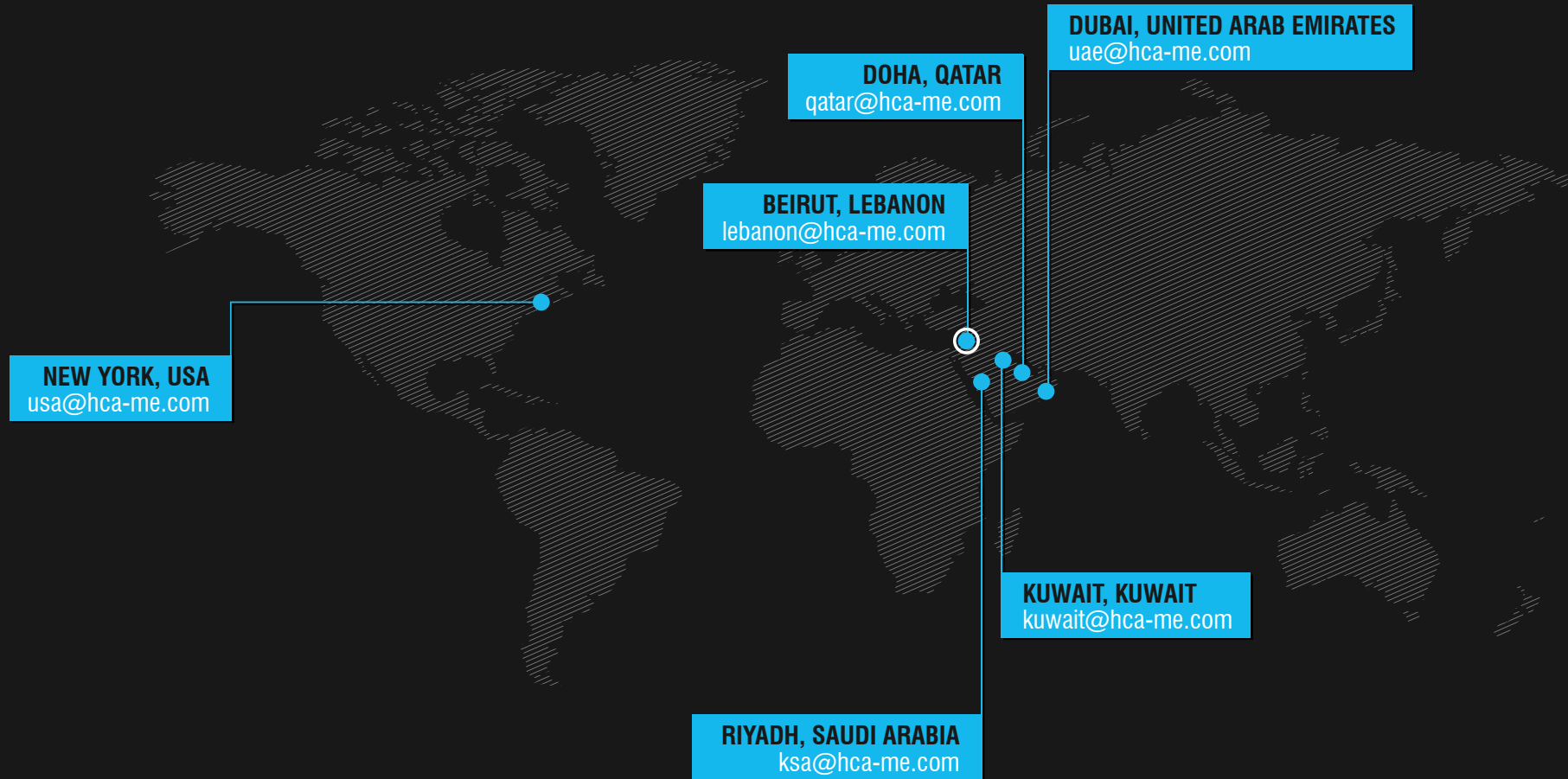
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Mission

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

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Network



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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.

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Our expertise

HCA helps you communicate with your audiences and define your role in the world, and how to achieve it.

**Marketing & Communication Strategy,
Brand Strategy, Brand Experience and
Digital Services.**



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Our expertise

Marketing & Communication Strategy

Creating full-fledged strategies that enable you to engage with consumer and sustain profitable growth in respective markets.

With experience in setting marketing strategy using segmentation and targeting, as well as identifying key communication channels to benefit the overall brand & company image.

Profile your market

Segment your market

Evaluate your competition

Stake a position

Define your value proposition

Market analysis

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Our expertise

Brand Strategy

By defining the purpose, identity and role your brand plays in the world, we build a strategic and creative foundation for the future.

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.

Brand Essence

Brand Positioning

Brand Loyalty

Brand Equity

Brand Identity

Visual Brand Identity

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Our expertise

Brand Experience

Through the development of products, services, and places, we craft unique experiences that connect people and your brand in meaningful ways.

Brand Management

Brand Identity

Retail & Environments

Consumer Branding

Internal Engagement

Visual Brand Identity

Implementation

Packaging



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Our expertise

Digital

Your digital brand has a life of its own, constantly communicating and interacting with your customers.

Anytime people connect to you - through your website, your mobile applications, a kiosk or any other interface - they're engaging with your brand.

Digital Strategy

Interactive Engagement

Digital Branding & Marketing

Digital Experience

Web/Mobile Design

Social Media Strategy

SEO / SEM

Motion graphics

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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



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Our awards

47 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.



Contact

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

009613561061

or check our website

www.hca-me.com