

# excel/pixels

MARKETING SOLUTION



ISO Certified Company  
ISO 9001:2015 ; ISO 14001:2015 ; ISO 45001:2018

*Passion for ideas.*

# Who We Are

We are Excel Pixels Marketing Solutions, a privately-owned creative agency from the sunny capital of Abu Dhabi in the United Arab Emirates.

Since Excel Pixels' opening in 2012, we've evolved to meet the ever-increasing advertising needs of the region. We offer our clientele a variety of advertising, creative designing, marketing, branding, and digital formats mixed with both talent and skill, driven by passion-based creative ideas that make a difference.





# Vision

Our Vision is to be Abu Dhabi's #1 inbound advertising agency, and eventually the entire UAE.



# Mission

To deliver innovative, creative, and cutting-edge solutions focused on boosting the performance of clients' businesses and making a lasting impression in the ever-changing marketplace.



# Our Value

Commitment  
Respect  
Integrity  
Accountability  
Teamwork



# Why Choose Us?



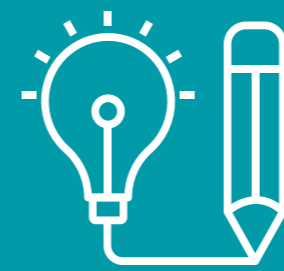
## Attention to Details

It's our attention to the small stuff, scheduling of timelines, and keen project management that makes us stand out from the rest. We are creative while keeping a close eye on the calendar and your budget.



## A Plan for Success

You want results. We have found that the best way to get them is with up-front research – of your company, competitors, target market, and customer psychographics. Only after we fully understand you and your customers, do we recommend a plan of attack.



## Creativity

We bring our diverse background in advertising, design, branding, public relations, research, and strategic planning to work for your company. Not only will your materials look great – they will get results.



## Pricing

Our prices are competitive and fair. There are no surprise bills. Any unexpected or additional expenses must be pre-approved by you. That's how we would like to be treated, and that is how our clients are treated.



# Our Team

At Excel Pixels, we are a team of creative thinkers and problem solvers trained and committed to delivering breakthrough solutions. We pride ourselves as people who believe in constant change. We never stop learning new ways and adopt new ideas and strategies in our effort to strive for excellence in everything we do.



# Our Services

## ◆ Creative Management

- Marketing consultancy, research, and analysis
- Indoor and Outdoor Printing
- Branding
- Creative Design
- Corporate Gifts
- Media Buying
- Product and Packaging Design
- Editorial Design
- Content Writing
- Script Writing
- Offset and Digital Printing

## ◆ Infographics

- Motion Graphics and Animation
- Decks and Presentations
- Data Visualization
- Interactive & Parallax infographics
- Explainer Video

## ◆ Event Organization and Management

- Exhibition booth design & Build Up
- Corporate Events
- Seminars
- PR activities
- Brand activations
- Promotional campaigns
- Tradeshow and exhibitions
- Event Décor and Production
- Event Coverage
- Collateral design and production  
(badges, certificates, conference book, etc.)
- Onsite coordination

## ◆ OOH & Signages

- Signage Design & Fabrication - Outdoor &
- Indoor Graphics
- Vehicle Graphics

## ◆ Digital Development

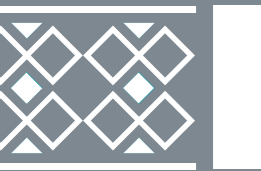
- Social Media Consultancy
- Social Media Content Management
- Social Media Ad Management
- Web Design and Development
- Search Engine Optimization
- Email Marketing
- Online Banner Advertising
- Mobile App Development
- UI/UX Design
- E-Publishing
- 360 Virtual Tours

## ◆ Photo/Video Production

- Corporate Videos
- Branded Content Video - 2D/3D Animation
- Photography



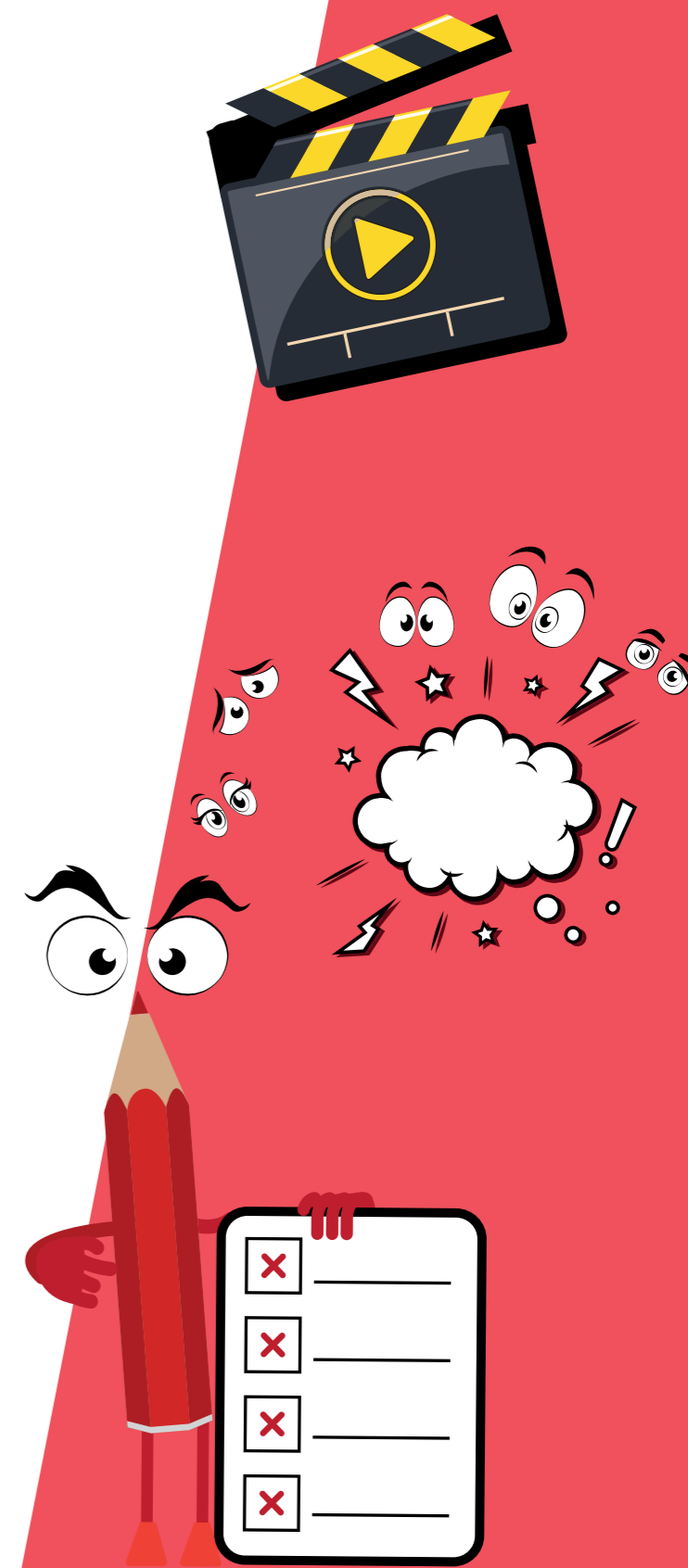
# What we love doing.





# 2D/3D Animations & Explainer Videos

- 2D Animations
- 3D Animations
- Motion Graphics
- Top Motion Videos
- Explainer Videos
- Slideshow Videos
- and more



## Project

ADNOC Yas Business  
Center

## Client



## Delivered

100 seconds 3D  
Animated Explainer  
video



يرجى الاستماع بعناية إلى إجراءات السلامة الهامة



## Project

ADNOC Ruwais City  
Fire Escape Plan

## Client



## Delivered

100 seconds 3D  
Animated Explainer  
video with 2D motion  
graphics.



## Project

ADNOC Ruwais City  
Fire Escape Plan

## Client



## Delivered

60 seconds 2D Explainer  
video.

100%  
HSE

شكراً لكم، ونتمنى لكم يوماً سعيداً



## Project

The Adventures of Pests

## Client

## Delivered

6 minutes animated 2D explainer video, and Flash Drive Card with UV print.



## Project

Ezba

## Client



## Delivered

2-Minute Cinematic 3D  
Animated Explainer Video



## Project

Explainer Videos

## Client



## Delivered

2D Explainer Videos



Safety Use of Pesticides



The Farm



Protect Your Family  
from Pests



How to Protect Your House  
from Ants



## Project

Explainer Videos

## Client



## Delivered

2D Video

# SHOWCASING OUR AI-DIGITAL TWIN

DESIGNED TO AUTOMATE AND OPTIMISE  
WATER NETWORK OPERATION.

## Project

Explainer Videos

## Client



## Delivered

Ai Videos



تأسست طاقة للتوزيع نتيجة اندماج شركة أبوظبي للتوزيع وشركة العين للتوزيع

# SMART UPGRADES IN ACTION

ENERGY-SAVING LIGHTING,  
SENSORS, AND DIGITAL METERS.



## Project

Explainer Videos

## Client



## Delivered

2D Animation  
with Ai Videos





## Project

Explainer Videos

## Client



## Delivered

2D Animation  
with Ai Videos



### A DIGITAL TWIN POWERED BY REAL-TIME DATA

Real-Time Data Feed



Smart  
Infrastructure

# Our Clients



United Arab Emirates  
Hemaya Security Services



دولة الإمارات العربية المتحدة  
حماية للخدمات الأمنية

UNITED ARAB EMIRATES  
MINISTRY OF EDUCATION



الإمارات العربية المتحدة  
وزارة التربية والتعليم



هيئة البيئة - أبوظبي  
Environment Agency - ABU DHABI



جامعة محمد الخامس - أبوظبي  
Mohammed V University - Abu Dhabi



البنسر  
eagle  
للخدمات البيئية وشركة الامتياز  
Environmental Services & Franchise



جامعة أبوظبي  
ABU DHABI UNIVERSITY



كلية فاطمة للعلوم الصحية  
FATIMA COLLEGE OF HEALTH SCIENCES



معهد أبوظبي للتعليم والتدريب المهني  
Abu Dhabi Vocational Education & Training Institute



الهيئة الاتحادية للمواصلات البرية والبحرية  
Federal Transport Authority - Land & Maritime



EWEC  
شركة مياه وكهرباء الإمارات  
Emirates Water & Electricity Co.



مركز أبوظبي للصحة العامة  
ABU DHABI PUBLIC HEALTH CENTRE



مركز خدمات المزارعين بأبوظبي  
ABU DHABI FARMERS' SERVICES CENTRE



# Certificates & Qualifications



### Certificate Of Registration

Awarded to

## EXCEL PIXELS MARKETING SOLUTION

at

P.O. BOX: 47247, ADCP TOWER A, NAJDA ST., ABU DHABI, UAE.

Quality Registrar Systems certify that the management system of the above organization has been audited and found to be in compliance with the QRS & ISO standard requirements for registration of the management system standard detailed below:

### ISO 9001:2015

Quality Management Systems

Scope of work

- ADVERTISEMENT SERVICES
- ADVERTISEMENT MATERIAL AND SAMPLES DISTRIBUTION
- DESIGN, PRODUCTION AND INSTALLATION OF BILLBOARDS
- ONSHORE AND OFFSHORE OIL AND GAS FIELDS AND FACILITIES SERVICES
- IMPORTING

IAF 29, 35  
Certificate No: AAU-1717  
Originally Registered: 10 AUG 2020  
Latest Issue: 09 OCT 2023  
Valid up-to: 09 AUG 2026



Quality Registrar Systems



**UAE OFFICE ADDRESS**  
Quality Registrar Systems Intl.  
Abu Dhabi, United Arab Emirates  
www.qrs-intl.com  
Tel: 02-3096166

WORLDWIDE CERTIFICATION

This is an accredited certificate authorized for issue by Accreditation Service for Certifying Bodies LLC who have accessed QRS (Intl.) as a Certifying Body for compliance with ISO 17021:2015 'Conformity Assessment - Requirements for bodies providing audit and certification of management systems. This certificate is only valid when confirmed by the register listed in the QRS (Intl.) (qrs-intl.com)



### Certificate Of Registration

Awarded to

## EXCEL PIXELS MARKETING SOLUTION

at

P.O. BOX: 47247, ADCP TOWER A, NAJDA ST., ABU DHABI, UAE.

Quality Registrar Systems certify that the management system of the above organization has been audited and found to be in compliance with the QRS & ISO standard requirements for registration of the management system standard detailed below:

### ISO 14001:2015

Environmental Management Systems

Scope of work

- ADVERTISEMENT SERVICES
- ADVERTISEMENT MATERIAL AND SAMPLES DISTRIBUTION
- DESIGN, PRODUCTION AND INSTALLATION OF BILLBOARDS
- ONSHORE AND OFFSHORE OIL AND GAS FIELDS AND FACILITIES SERVICES
- IMPORTING

IAF 29,35  
Certificate No: AAU-5423  
Originally Registered: 10 AUG 2020  
Latest Issue: 09 OCT 2023  
Valid up-to: 09 AUG 2026



Quality Registrar Systems



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### Certificate Of Registration

Awarded to

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at

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Quality Registrar Systems certify that the management system of the above organization has been audited and found to be in compliance with the QRS & ISO standard requirements for registration of the management system standard detailed below:

### ISO 45001:2018

Occupational Health and Safety Management Systems

Scope of work

- ADVERTISEMENT SERVICES
- ADVERTISEMENT MATERIAL AND SAMPLES DISTRIBUTION
- DESIGN, PRODUCTION AND INSTALLATION OF BILLBOARDS
- ONSHORE AND OFFSHORE OIL AND GAS FIELDS AND FACILITIES SERVICES
- IMPORTING

IAF 29, 35  
Certificate No: AAU-3512  
Originally Registered: 10 AUG 2020  
Latest Issue: 09 OCT 2023  
Valid up-to: 09 AUG 2026



Quality Registrar Systems



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MGT-FM-001

REV # 00

## QUALITY POLICY

*It is the Policy of EXCEL PIXEL MARKETING SOLUTION to provide High Quality Products and Services to our Valuable Customers and ensure to meet our customer's requirements and exceed their expectations on time, every time. The entire organizations are working as a team in accordance of ISO 9001-2015 and other statutory and regulatory requirements focusing on continual improvement.*

  
General Manager



### HEALTH, SAFETY AND ENVIRONMENT POLICY

#### POLICY

EXCEL PIXELS management is firmly committed to a policy enabling all work activities to be carried out safely, and with all possible measures taken to remove (or at least reduce) risks to the environment, health, safety and welfare of workers, contractors, authorised visitors, and anyone else who may be affected by our operations.

We are committed to ensuring we comply with the *Abu Dhabi Occupational Safety and Health System Framework*, applicable Codes of Practice, Local Law and Legislation and as well as Local and International standards as far as possible.

#### RESPONSIBILITY

##### Management:

Will provide and maintain as far as possible:

- a safe working environment and systems of work
- plant and substances in safe condition
- facilities for the welfare of workers
- information, instruction, training and supervision that is reasonably necessary to ensure that each worker is safe from injury and risks to health, and the environment is protected and preserved
- a commitment to consult and co-operate with workers in all matters relating to health and safety in the workplace
- a commitment to continually improve our performance through effective safety management
- protection and conservation of the environment and resources

##### Workers:

Each worker has an obligation to:

- comply with safe work practices, with the intent of avoiding injury to themselves and others and damage to plant and equipment
- take reasonable care of the health and safety of themselves and others
- wear personal protective equipment and clothing where necessary
- comply with any direction given by management for health and safety
- not misuse or interfere with anything provided for health and safety
- report all accidents and incidents on the job immediately, no matter how trivial
- report all known or observed hazards to their supervisor or manager

#### Application of this policy

We seek the co-operation of all workers, customers and other persons. We encourage suggestions for realising our health and safety objectives to create a safe working environment with a zero accident rate.

This policy applies to all business operations and functions, including those situations where workers are required to work off-site.

Policy authorised by:

  
FOAD SALEH JAFFAL  
Chairman



Rev.00-20/02/2019

# IN-COUNTRY VALUE CERTIFICATE



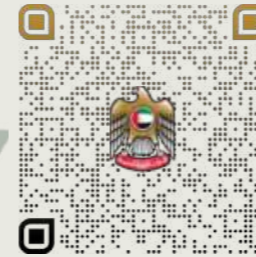
Certificate No.: 139139  
Issue Date: 21.01.2025  
Valid Until: 09.11.2025

## Excel Pixels Markting Sulotion L.LC

39.00%

### Company General Information

License No.: CN-1324419  
Company Type: SME in UAE  
Financial Year End Date: 31.12.2023  
Company Based In: Within UAE  
Company Business: SERVICE PROVIDER



### For Cases of Re-Certification

Re-Certification (\*) No.:

Reason for this Re-Certification

Scan the QR code to verify status

برنامج المحتوى الوطني

**Signed By**  
On behalf of Supplier

**Name:**  
Eman Al Dweik

**Designation:**  
Executive Manger

**Verified as per ICV Agreed Upon Procedures (AUP)**  
On behalf of Certification Body

**Name:**  
FIRAS KILANI

**Designation:**  
Executive Director

**Electronically signed by**  
FIRAS KILANI

**Company:**  
TALAL ABU GHAZALEH & CO. INTERNATIONAL

**Certificate Issued Based on ICV Version: 3.0**



**SAP Ariba** 



# LET'S COLLABORATE LIKE GREAT FRIENDS

✉ info@xl-pixels.com ☎ +971 2 66 56 967

Tel: +971 2 665 6967, Fax: +971 2 665 6963

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