

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?



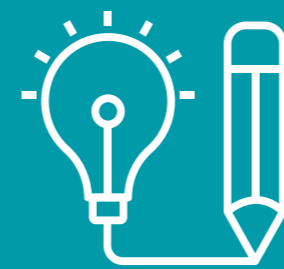
Attention to Details

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.



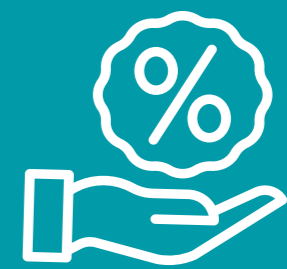
A Plan for Success

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

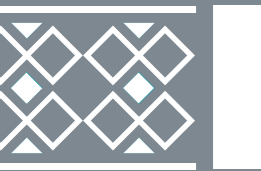
- Social Media Consultancy
- Social Media Content Management
- Social Media Ad Management
- Web Design and Development
- Search Engine Optimization
- Email Marketing
- Online Banner Advertising
- Mobile App Development
- UI/UX Design
- E-Publishing
- 360 Virtual Tours

◆ Photo/Video Production

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



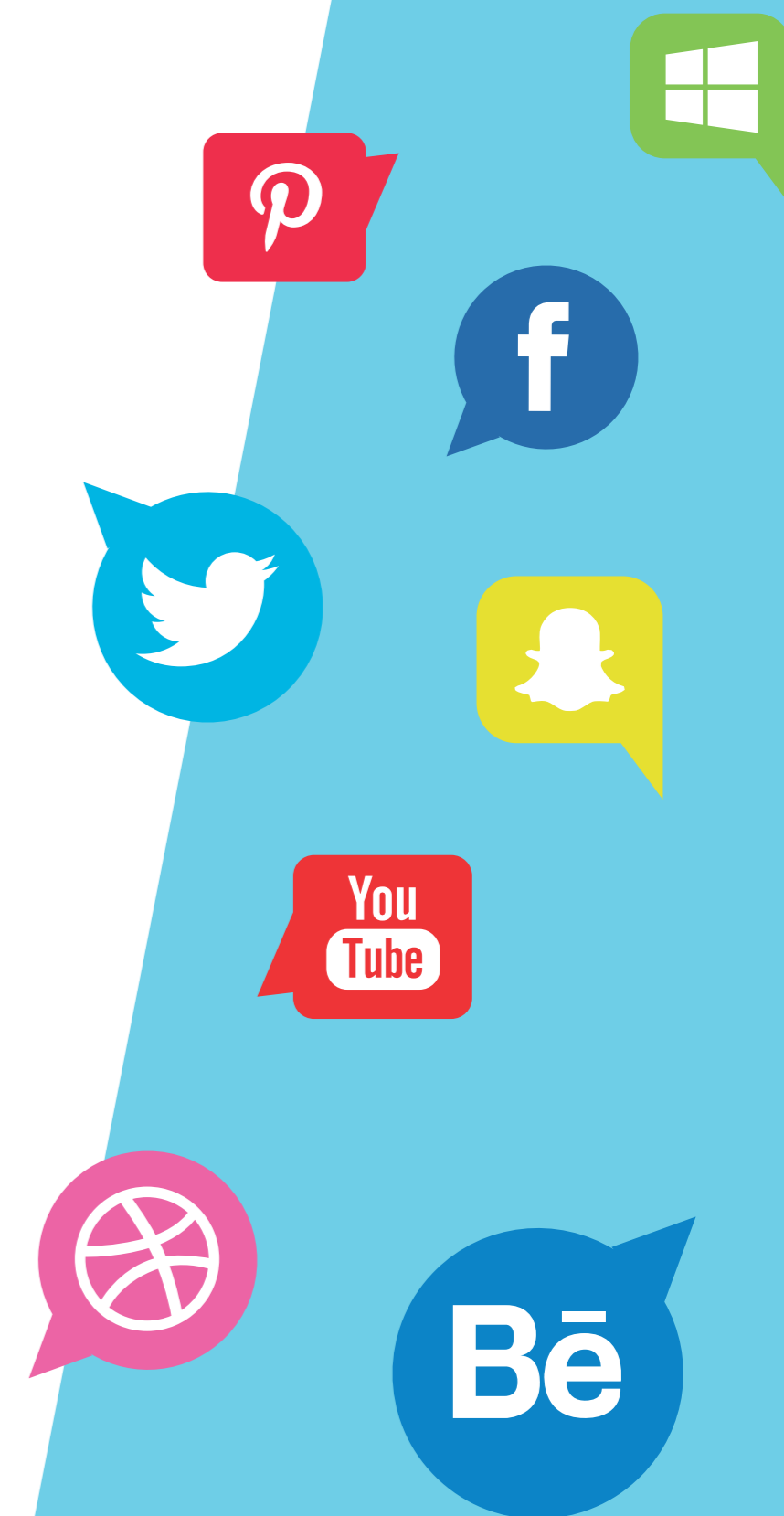
What we love doing.





Social Media Campaigns

- Social Media Strategies
- Advertisement Campaigns
- Social Media Management
- Post Design
- Story design
- Brand Setting Videos
- Short Advertisement Video





Social Media Marketing Strategy & Execution

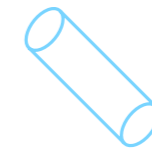
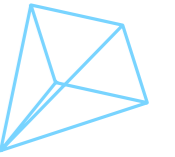


We, Excel Pixels Marketing Solutions, will bring you significant opportunities to optimize existing marketing and branding efforts to leverage the social components to attract additional prospects, customers, and revenue.

Through consulting, strategy and execution, Excel Pixels Marketing Solution will lead the proper implementation of Social Media channels that will further build the brand, loyal customer base, and community.

- ◆ General Social Media Strategy and Social Integrated Marketing consulting.
- ◆ Formal Analysis of current marketing deployment, Social strategy development, and integration.
- ◆ Social Media Account creation, management.
- ◆ Fan page custom landing page design and implementation.

- ◆ Development and execution of a social content strategy.
- ◆ Management of Fan page posting - We will be posting 3-1 times per day.
- ◆ Management of Twitter posting.
- ◆ Cross channel flow consulting from all media sites including website, fan page, Twitter, etc.
- ◆ General text, photo, video, and other posts to Social Media umbrella sites.
- ◆ General compilation and coordination of client news, events, community involvement postings within Social Media umbrella sites.
- ◆ Social Media cross-pollination and marketing integration plan and execution, ensuring all client channels are integrated and draw on one another toward social media.
- ◆ Responding and engaging with fans and followers to build relationships.



Project

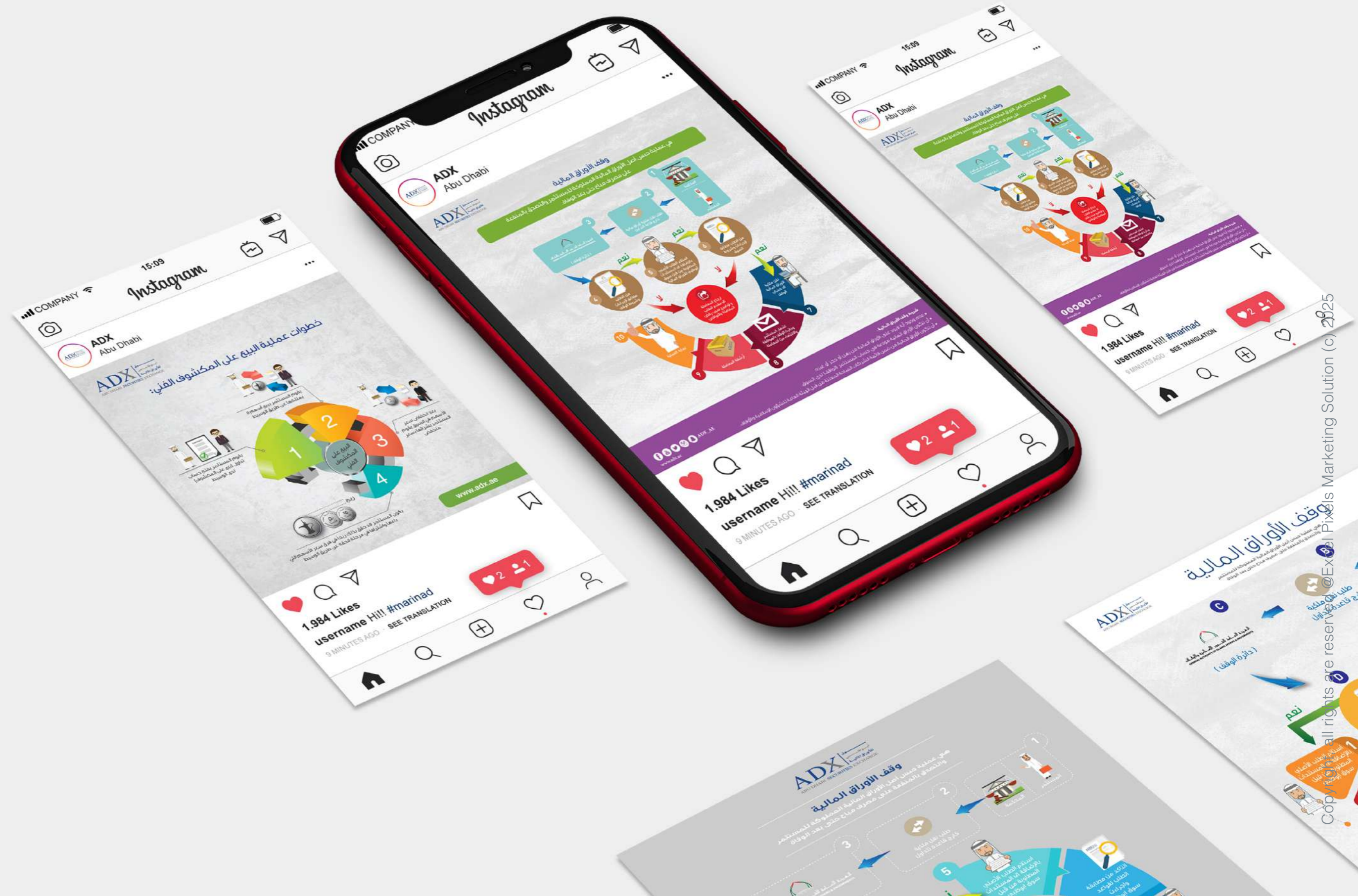
ADX Social Media Posts
Design &
Infographics Design

Client



Delivered

Facebook & Instagram
Posters



Project

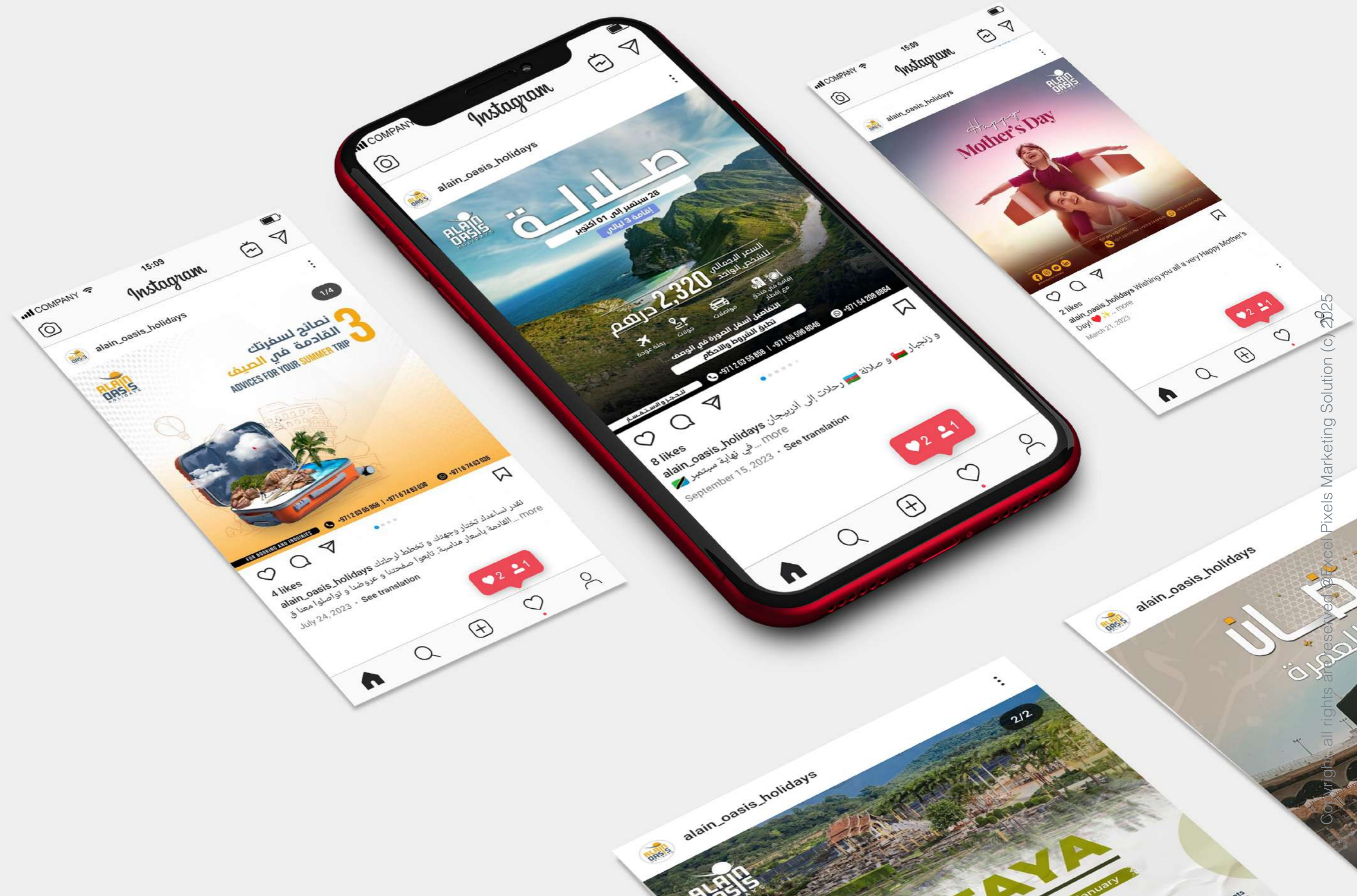
Al Ain Oasis Holidays
Social Media Posts
Design

Client

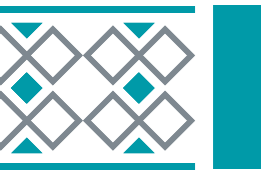


Delivered

Facebook & Instagram
Posters



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Project

Social Media Marketing

Client



Delivered

Social Media Management - Facebook & Instagram



Project

PCC Social Media Campaign

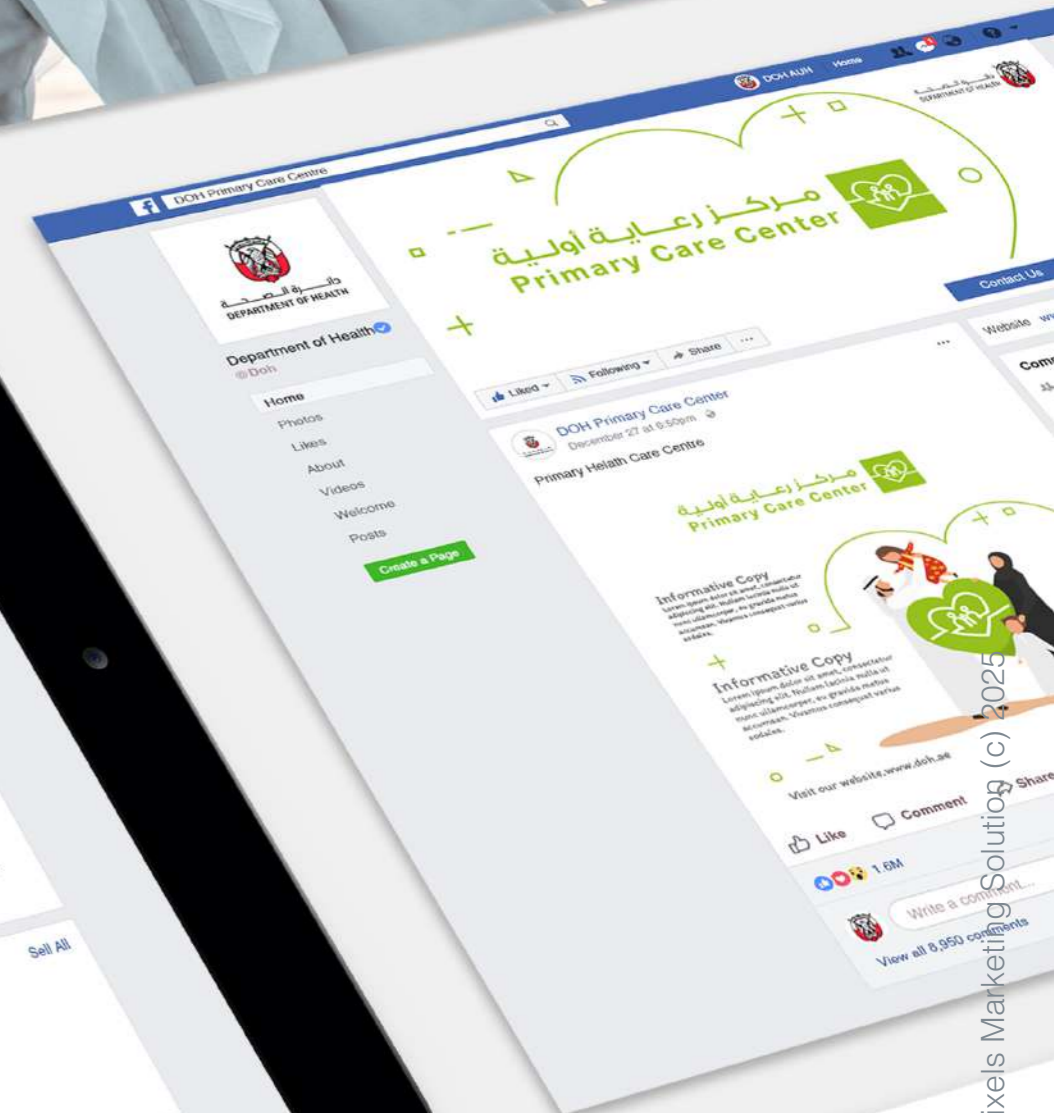
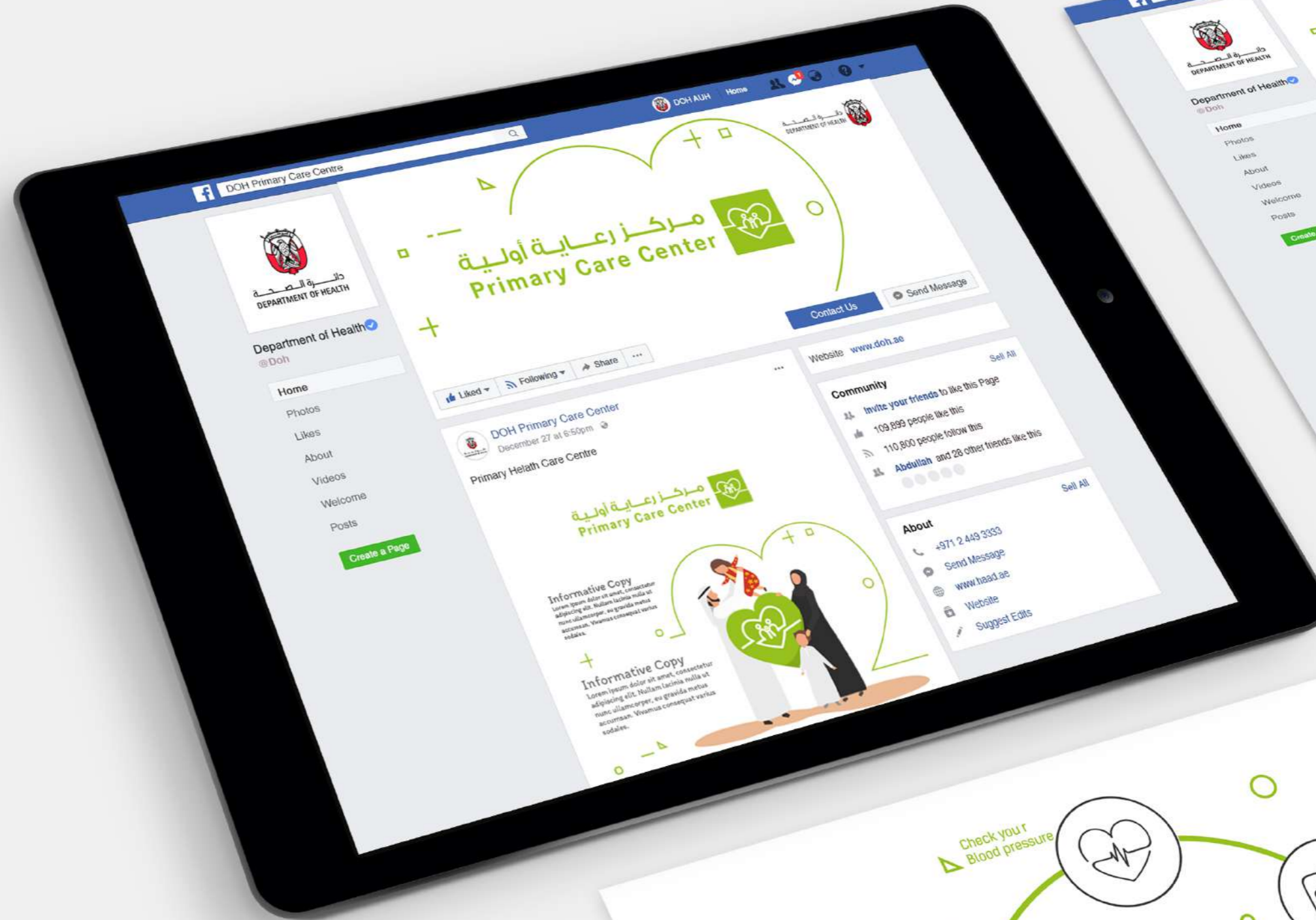
Client



دائرة الصحة
DEPARTMENT OF HEALTH

Delivered

Digital Campaign Concept



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



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



شركة أبوظبي للخدمات الصحية
Abu Dhabi Health Services Co. P.J.S.C



Medical Park Consultants L.L.C.
One Day Surgery Center



مركز خدمات المزارعين بأبوظبي
ABU DHABI FARMERS' SERVICES CENTRE



Abu Dhabi Beaches
Corniche | الكورنيش



Abu Dhabi Beaches
Bateen | البطين



Abu Dhabi Beaches
Ladies Beach | شاطئ السيدات
Bateen | البطين



الحديرييات
Hudayriyat



شركة العين للتوزيع
Al Ain Distribution Company

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

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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 14001:2015

Environmental Management Systems

Scope of work

- ADVERTISEMENT SERVICES
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- 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



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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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Quality Registrar Systems Intl.
Abu Dhabi, United Arab Emirates
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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



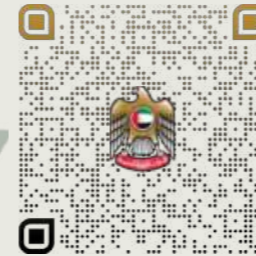
Certificate No.: 139139
Issue Date: 21.01.2025
Valid Until: 09.11.2025

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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

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