

WFL

ANALYZE
VISUALIZE
IMPROVIZE
OPTIMIZE
INTERNALIZE
MAGNETIZE
ECONOMIZE
SENSITIZE
MAXIMIZE
GLOBALIZE

YOU CAPITALIZE

international advertising agency

C r e d e n t i a l s



الوكالة العالمية للاعلان
international advertising agency

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Who we are

We are a full-service communications agency, offering 360-degree Marketing, Advertising and Public Relations solutions.

What we think

Simple, relevant messages

We reduce any communication into a single, powerful and relevant message.

Intelligent not aggressive

Corporate communication is not about being the most aggressive or the cheapest solution, it's about being intelligent and most efficient.

Grown up thinking and straight talking

We like to keep even the most sophisticated opportunities simple and relate everything to the changing customer behaviour and relevance. We are committed to providing first class client service based on honesty, integrity, and reliability.

Our roots

In 1973, following an unprecedented growth in business and market response, International Agencies Company Ltd. (Intercol), one of Bahrain's pioneering business conglomerate, decided to create a professional in-house agency that will deliver the advertising and public relations solutions for Intercol and its distributors. That's how we, International Advertising Agency (IAA) came into being.

IAA team worked pro-actively to help build brands locally through advertising, promotional and event management activities for Intercol and its array of International brands such as Nokia, Nestle, Evian, Life Insurance Corporation (International), Phillip Morris, Merten, Alcatel, Paramount Computer Systems, Haagen Dazs, Blue Star, Shell, Volvo Trucks, California Garden and International Travel Bureau, to name a few.

Inspired by our consistent performance and market response, we took our next step of realising our true potential. In 2005, we forayed into mainstream advertising and public relations in Bahrain with a think tank of creative professionals with international portfolios and versatile experience; a focused team of dynamic client servicing and media executives. Our creative and dedicated team in no time delivered creative solutions and business for clients such as Bahrain International Circuit (BIC), Abdul Aal Group Holding Co., Better Homes, Ministry of Works and Al Aali Mall.

What makes our work, work

We listen

We listen to you and understand your products, your customers, your market and your brand values. We listen to your customers and understand their needs and expectations. We do so by our specific market research to obtain the relevant “market insight” from your target audience. Next we filter this insight into a single message.

We think ideas

We believe that it takes a “powerful idea” to create a powerful brand image and further receive a powerful response from the target market. We do this by turning our single message into attractive press ad ideas; endearing TV commercials, entertaining radio spots, visual stopper hoardings to page-turner brochures or an invitation mailer that invokes interest. In addition, we ensure that the message is communicated to your customers through public relations activities and interesting events.

We turn opportunities into business

With our advantage of working with multiple international and local clients, promotions and events, we can suggest pro-active Advertising & Public Relations Plan in advance so you get to tap the market at the right time, with a powerful message and get maximum response.

Our people

Our creative team comes with international experience with agencies like JWT, Percept, Speer Communications, Ulka, Global Media Services and 141 worldwide, to name a few. IAA has a seasoned team of competent English & Arabic copywriters, art directors, illustrator, web designer, publications content editor, events manager, client servicing executives, media planners, all dedicated to manage competent projects as required.

Our diverse experience and our people with unique talents ensure fresh communication approach to various business sectors including Real Estate, Banking, IT, Finance, Medical, Tourism, Leisure & Hospitality and FMCG amongst others.

What we have to offer

We offer 360-degree Advertising & Public Relations solutions, spanning all media. We also offer customised solutions tailored to your individual requirement.

Advertising (ATL & BTL)

- Print
- Outdoor
- TV/Film
- Online
- Radio
- Ambient
- Leaflets
- Coupons
- Direct Marketing
- Point-of-Sale
- Media Planning
- Media Buying

Brand Identity

- Brand Essence
- Logo Evolution
- Corporate Design
- Specifications

Direct Marketing

- Brochures
- Annual Reports
- Souvenirs
- Corporate Gifts
- Direct Mailer
- Direct E-mails
- Catalogues
- Road Shows
- Product/Service
- Public Promotions

What we have to offer

Film

- Corporate Films
- TV Commercials
- Audio-Visuals
- Movie Hall Special
- Digital Displays
- You tube Videos
- Concept
- Scripting
- Storyboard
- Talent Hunt
- Coordination with Production House
- Location Recce
- Props
- Post Production Supervision
- Final Cut

Public Relations

- Press Conference
- Press Nights/Events
- Press/Media Invites
- Press Release
- Permissions
- Photography
- Media Tours
- Media Monitoring

Event Management

- Event Concept
- Planning
- Liaising for Permission
- Collaterals
- Giveaways
- Post-Event Celebration
- Event Success Evaluation
- Exhibitions

What we have to offer

Publications Management

- Content Editing
- Designing
- Magazines
- Books
- Brochures
- Other Literatures

Market Research and Consultation

- Market Segmentation
- Specific Market Survey
- Market Study
- Market Trends
- Consumer Behaviour Patterns
- Consumer Insights
- Customer View and Opinion
- Customer Habits
- Market Culture
- Market Sensitivities

Things we have done

Brand identity





Campaign for LIC (International)

Trusted by over 190 million people...

Now earns the trust of Bahrain

LIC Insurance Corporation (International) now offers all confidence in Bahrain and needs of selling to what these come with advanced life insurance products, following the special permission given by the Government of Bahrain.

Established in 1980, LIC International is a subsidiary of LIC of India, the largest life insurance company in the world in terms of market in volume. In Bahrain, LIC International is a joint venture between LIC of India and International Agreements Co. Ltd (Bahrain).

LIC International is a company you can rely on for your life and the life of your family.

Life and LIC Insurance, you need them both.

شركة التأمين على الحياة (الليمان) في البحرين
 The Insurance Corporation (International) B.S.C. (P.L.C.)

بالتعاون مع
 International Agreements Co. Ltd



يثق بها أكثر من ١٩٠ مليون شخص...

وحصلت الآن على ثقة البحرين

شركة التأمين على الحياة (الليمان) الدولية تقدم لكم منتجات التأمين على الحياة المتقدمة التي تحتاجها أنت وأهلكم، بعد الحصول على الترخيص الخاص من قبل حكومة البحرين.

تأسست في عام 1980، شركة LIC International هي شركة تابعة لشركة LIC من الهند، أكبر شركة تأمين على الحياة في العالم من حيث الحجم. في البحرين، LIC International هي شركة شراكة بين LIC من الهند وشركة International Agreements Co. Ltd (البحرين).

LIC International هي شركة يمكنك الاعتماد عليها لحياةك ولحياة عائلتك.

الحياة والتأمين على الحياة، كلاهما تحتاجهما.

شركة التأمين على الحياة (الليمان) في البحرين
 The Insurance Corporation (International) B.S.C. (P.L.C.)

بالتعاون مع
 International Agreements Co. Ltd



Giving confidence to over 190 million people around the globe



شركة التأمين على الحياة (الليمان) الدولية تقدم لكم منتجات التأمين على الحياة المتقدمة التي تحتاجها أنت وأهلكم، بعد الحصول على الترخيص الخاص من قبل حكومة البحرين.

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الحياة والتأمين على الحياة، كلاهما تحتاجهما.

شركة التأمين على الحياة (الليمان) في البحرين
 The Insurance Corporation (International) B.S.C. (P.L.C.)

بالتعاون مع
 International Agreements Co. Ltd

Caring for Life



Now Children's Expenses are covered by Health Plan

شركة التأمين على الحياة (الليمان) في البحرين
 The Insurance Corporation (International) B.S.C. (P.L.C.)

بالتعاون مع
 International Agreements Co. Ltd

Caring for Life



It only takes 15 minutes to get a Health Cover Card (LIC)

شركة التأمين على الحياة (الليمان) في البحرين
 The Insurance Corporation (International) B.S.C. (P.L.C.)

بالتعاون مع
 International Agreements Co. Ltd

Caring for Life



Insurance is like life insurance. Secure life package

شركة التأمين على الحياة (الليمان) في البحرين
 The Insurance Corporation (International) B.S.C. (P.L.C.)

بالتعاون مع
 International Agreements Co. Ltd

Print



Häagen-Dazs

made like no other™

Cookies and cream from Häagen-Dazs. Crunchy chocolate cookies dunked in delicious, creamy vanilla ice cream. It makes every mouthful a tasty adventure. Created using the finest of natural ingredients, which are sourced from around the world, Häagen-Dazs frozen desserts come in 25 delicious flavors in 16 sizes.

Select the flavor of your choice at Häagen-Dazs Callebaut Dairy Mall, Tel. 1700480 or from any of the major hypermarkets, supermarkets and food stores.



Flying high since 1957.

From a humble shipping agent in 1957, to one of the world's leading logistics companies today, we're leading with the spirit. We value innovation, teamwork, integrity and excellence. We're committed to providing exceptional service, customer satisfaction, and continuous improvement. We're committed to the growth of the future today and tomorrow.

Whiting you a Happy National Day!



100 Years of National Day, 1957-2022. Tel. 488 11000. Fax. 488 11000. www.whiting.com.my



making a difference

To the first generation of women leaders in Malaysia, we wish you all the best in your journey. We are proud to be part of the team that has made a difference in the lives of many women in Malaysia. We are committed to providing the best service to our customers and to the community. We are committed to the growth of the future today and tomorrow.

50th Anniversary 1960 - 2010



100 Years of National Day, 1957-2022. Tel. 488 11000. Fax. 488 11000. www.whiting.com.my

Print



Print



Attack!

Attack, they say, is the first word that comes to the mind of our customers when we serve them. Just the thought on the roof tops of Israel, England and Afghanistan is soon under the mask, under the hood, but before the laser, gifts, and more, capture the opportunity with them, also and real action.

Declare it a weekend holiday and we're a phone call away. 17 719054.



**THE GRAND OPENING
OF THE ALL NEW
INTERCONTINENTAL.**

Discover the next level of Intercontinental life. Food Festival, Live International Concert, Mosque Bell Dance and a lot more.

Aug 20, Thursday, 7pm+
entry by invitation
c: 1722 7777

There's more to Intercontinental than meets the eye



**FOR THOSE WHO
PREFER JUST
CLASSIC ITALIAN**

Presenting **MonaLisa**
the Italian Restaurant
Intercontinental

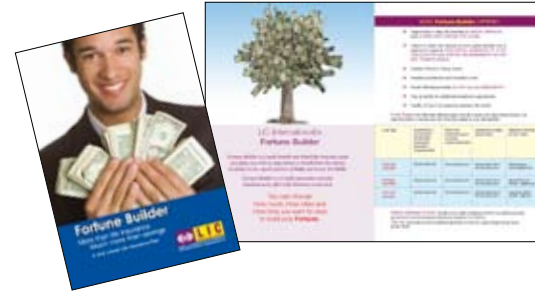
There's more to Intercontinental than meets the eye



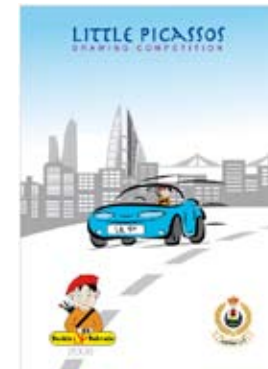
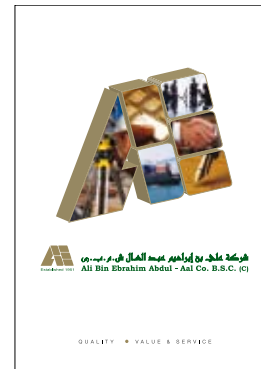
Brochures



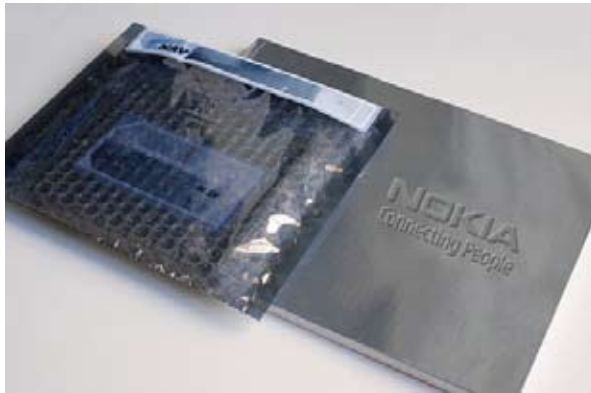
Brochures



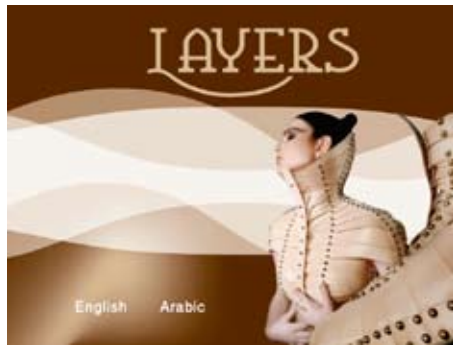
Brochures



Annual Reports



Online



Events

Paramount IT Seminar



LIC (International) Product Launch



Nokia Promotion



Events

Princess Launch - Yaquby Stores



Intercol Shop Opening Ceremony



How we can help you



You want your current customers to stick to you? Ask us.



Looking for better sales response?
We've got the solution.



You are targeting new customers?
Allow us to help you.



Not happy with the way customers
perceive your brand or service?
Let's change it.

What our clients think of us



"We are very happy indeed to have approached IAA and entrusted them with the task of our corporate rebranding. As a renowned Law Firm in the Kingdom of Bahrain, we had very specific requirements and certain qualms about the corporate branding exercise. However, the IAA company management was both professional and highly efficient in their handling of our branding project, offering us various diverse alternative identities, showing us elaborate mock products and continually following up with our firm requirements to produce the very best of results. With the International Advertising Agency, our Law Firm was made to feel special and individual through one to one meetings and correspondence to discuss the various aspects of our professional requirements for and creative needs for the new identity.

IAA has indeed went well beyond their duties as Marketing / PR specialists and made us feel that our corporate identity project was a joint business venture than an outsourced project. We happily continue to work with them on various Marketing projects, as both large-scale and miscellaneous small projects are treated by them with the same degree of professionalism, skill and attention to detail."

Waleed Hashim
Senior Associate

What our clients think of us



"IAA has been a reliable agency for the past 3 years of our relationship which included many existing projects like our monthly DRIVEN magazine, F1 promotions and many retail products, promotional items and events. Looking forward to maintain a stronger relationship with time, and wish you all the best in the coming future"

Mr. Mohammad Al Awadhi
Sr. Public Relations Executive

Brands we work with

NOKIA

KRUPS

Moulinex



 **Polaroid**



**RECKITT
BENCKISER**



ASUS[®]
Rock Solid • Heart Touching



Get in touch with us

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