

PROF

OF

Where Brands Rise After Being Rejected

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Your Strategic Partner in Marketing & Business Management

We are **Rejected Agency**. Operating across the Middle East, we are a multinational powerhouse driving marketing and business management. Backed by over 14 years of battle-tested regional expertise, we specialize in engineering growth—literally and figuratively. While we have a deep-rooted focus on the engineering and industrial sectors, our high-impact strategies are purpose-built to scale lifestyle and essential brands across the food & beverage, medical, and fashion industries.



Our story

THE ABSOLUTE TRUTH

Through years of battle-tested experience and working alongside industry-leading brands, we've locked onto one absolute truth:

BUSINESS IS AN UNBREAKABLE LOOP

A single weak link inevitably breaks the entire machine.

05

We have always engineered brilliant, meticulously crafted marketing campaigns. Yet, we occasionally found that the final results didn't match the firepower of our ideas. When we dug deeper into the analytics, the reality was glaring, the problem was never the marketing. The bottlenecks were hiding in operational blind spots outside our direct scope, quietly sabotaging our impact.

So, we rewrote the rules. We stepped out of our lane to intervene, whether through strategic planning or direct supervision,

in everything that dictates the final outcome. From the production, to pricing strategies, sales channels, and executive decision-making.

This was our ultimate turning point. It fundamentally expanded our vision and cemented an undeniable fact: Marketing isn't just a standalone department; it's the strategic core of a massive, interconnected system. We don't just run campaigns; we master and re-engineer the entire business ecosystem to serve your marketing goals, translating directly into real, scalable, and sustainable profit.

Professional marketing is an integrated strategic powerhouse. It drives executive decisions, bridges the gap between production and the market, and builds an unstoppable, sustainable brand legacy.

VISION

We don't do "just promotions."
We command the entire product journey. We see marketing for what it truly is: the strategic nervous system of your business. From the manufacturing to the final sale, we fuse production, pricing, and distribution into one unstoppable machine to build undeniable, sustainable brand legacy.

MISSION

Our mission is to translate your operational muscle and heavy investments into relentless, sustainable sales. We engineer legacy brands that bypass short-term spikes to take deep root in the market, dictating industry standards for decades.

INSPIRATION WITHOUT INFORMATION IS USELESS

The second we take on your project, our analytical engine kicks into overdrive. We don't guess; we dissect. We strip your business down to its core, analyzing every variable before a single creative idea is pitched. Only when we have absolute clarity do we unleash the creative firepower.

Here is our exact blueprint for total project mastery:

PHASE 1: THE MARKET AUDIT

Environmental & Competitive Assessment

Before you target the consumer, you must master the terrain.

1- **Industry Reality Check**

We define the exact size, trajectory, and lifecycle of your market. No guesswork.

2- **Competitor Breakdown**

We map your competitors, their market share, pricing, and blind spots. We identify their vulnerabilities so you can capitalize on the gaps.

3- **Rigorous SWOT**

An unfiltered, objective audit of your internal capabilities (Strengths/Weaknesses) and external realities (Opportunities/Threats).

PHASE 2: THE CORE ENGINE

STP Analysis

This is the blueprint for market leadership. Right audience. Right message. Pinpoint accuracy.

1- **Segmentation (Slice the Market)**

We break the massive, chaotic market into highly targeted, profitable clusters.

- ✗ The Who (Demographics): Age, income, power, and status.
- ✗ The Where (Geographics): Territories, urban hubs, and regional climates.
- ✗ The Why (Psychographics): The beliefs, egos, and lifestyles driving their choices.
- ✗ The How (Behavioral): Their actual buying habits, loyalties, and triggers.

2- **Targeting (Zero In)**

We optimize every resource. We evaluate every segment and focus on the most lucrative audiences with the highest lifetime value and lowest acquisition costs. We deploy the exact strategy needed, whether that means multi-channel differentiation or absolute niche authority.

3- **Positioning (Own Their Minds)**

This is the real estate you claim in the consumer's head. We pinpoint your Unique Value Proposition (UVP), the exact problem you solve better than anyone else. We map the market, exploit the gaps, and craft a definitive positioning statement that dictates how the market perceives you.

PHASE 3: FUTURE- PROOFING

Trend Analysis & Forecasting

Markets evolve. We ensure you stay three steps ahead.

1- **Consumer Shifts**

We track the behavioral and technological trends rewriting the rules of engagement.

2- **Economic & Regulatory Radar**

We anticipate the economic tremors, supply chain shifts, and upcoming laws before they ever hit your bottom line.

PHASE 4: ACTIVATE THE DATA

Synthesis & Action Plan

Data without execution is a waste of time.
This is where we put the plan into action.

1- **Ambitious Objectives**

We establish rigorous, measurable goals (SMART) dictated directly by our STP strategy.

2- **The Tactical Mix (The 4 Ps)**

We align your Product, Price, Place, and Promotion into one highly effective, cohesive strategy built exclusively for your target audience.

3- **Hard KPIs**

We measure success in numbers. Customer acquisition costs, conversion rates, and raw market share growth. We track it, measure it, and scale it.



THE MILESTONES WE'LL REACH TOGETHER

- 1. Strategy & Consulting
- 2. Branding & Creative Services
- 3. Digital Marketing & Advertising
- 4. Web & Technology Services
- 5. Public Relations (PR) & Communications
- 6. Traditional / Offline Marketing
- 7. Media Production



Strategy & Consulting

At Rejected Agency, we don't guess; we engineer. Backed by hard data, we audit the landscape, define your undeniable value, and chart a precise trajectory to sustained industry leadership.

Market Research & Competitor Analysis

Gathering data on target audiences, market trends, and rival brands.

Brand Strategy & Positioning

Defining a brand's core identity, mission, voice, and unique value proposition (UVP).

Go-to-Market (GTM) Strategy:

Defining a brand's core identity, mission, voice, and unique value proposition (UVP).

Marketing Audits & Analytics:

Assessing current marketing performance and setting up data tracking (KPIs, ROI, conversion rates).

2- Branding & Creative Services

Design is strategy made visible. We engineer high-end visual identities that translate business objectives into market dominance, projecting absolute authority at every touchpoint.

Brand Identity & Logo Design

Creating the visual foundation of a brand, including color palettes, typography, and logo marks.

Graphic Design

Producing high-end visual assets for both digital and print mediums.

Packaging Design & Physical Crafting

Crafting the complete packaging experience, from shelf-dominating design to manufacturing-ready dielines.

Copywriting

Crafting compelling text for ads.

UI/UX Design

Designing user interfaces and optimizing the user experience.

3- **Digital Marketing & Advertising**

Digital presence is about market dominance. We build high-converting ecosystems, launching calculated, data-driven campaigns to capture attention, nurture leads, and relentlessly drive ROI.

通知が
いっぱいだ...

Search Engine Optimization

Optimizing a website to rank higher in organic search results.

Social Media Advertising

Running targeted paid campaigns across social media networks

Search Engine Marketing

Managing paid ad campaigns on platforms like Google Ads.

Social Media Management

Creating content, and engaging with communities on platforms like LinkedIn, Instagram, X, and TikTok.

Content Marketing

Developing valuable content (blogs, whitepapers, case studies, podcasts) to attract and retain an audience.

4- **Web & Technology Services**

We don't just build websites; we engineer high-performance digital infrastructures. We build robust, scalable assets designed for one ultimate purpose: turning traffic into revenue.

Website Development

Building functional websites, ranging from standard landing pages to complex e-commerce platforms.

App Development

Creating native or web-based mobile applications.

Conversion Rate Optimization (CRO)

Analyzing user behavior on a website and tweaking the design or copy to turn more visitors into customers.

5- **Public Relations & Communications**

Perception is reality. At Rejected Agency, we dictate the conversation. We control the narrative and establish unbreakable authority to ensure the industry is talking about you.

Media Relations

Pitching stories to journalists, securing press coverage, and distributing press releases.

Crisis Management

Protecting a brand's reputation during negative press or public backlash.

Event Marketing

Planning and promoting webinars, trade shows, product launches, or corporate events.

Influencer Marketing

Partnering with industry influencers or creators to promote products and expand reach.

6- **Traditional / Offline Marketing**

In a digital-first world, physical presence is authority. At Rejected Agency, we craft tangible, high-impact assets and dominate traditional media to project absolute stability.

Print Advertising

Placing ads in magazines, newspapers, or industry journals.

Out-of-Home Advertising

Designing campaigns for billboards, transit stations, and public spaces.

Precision Print Production

We engineer flawless physical assets. From premium corporate catalogs and definitive portfolios to high-impact collateral, we craft tangible touchpoints that command authority and leave an undeniable physical footprint in the market.

TV & Radio Broadcasting

Buying media spots and producing traditional broadcast commercials.

7- Media Production

Media is the visual proof of your brand's power. We engineer cinematic assets and premium media that dictate perception, dominate screens, and leave an unforgettable impact.

Pre-Production

Developing the creative vision, scriptwriting and storyboarding.

Video Production

Directing and shooting high-end broadcast commercials, corporate documentaries... etc.

Photography

Product shoots, lifestyle photography and corporate portraits.

Reel & Short-Form Content Creation

Strategizing, shooting, and editing high-engagement vertical video content (Instagram Reels, TikToks, YouTube Shorts).

Audio Production

Recording voiceovers, sound design and podcast.

Post-Production & Image Editing

Bringing the raw footage to life through video editing, and high-end image retouching.

Industries We Dominate

We don't classify industries by category.
We classify them by behavior, decision-making,
and growth dynamics.

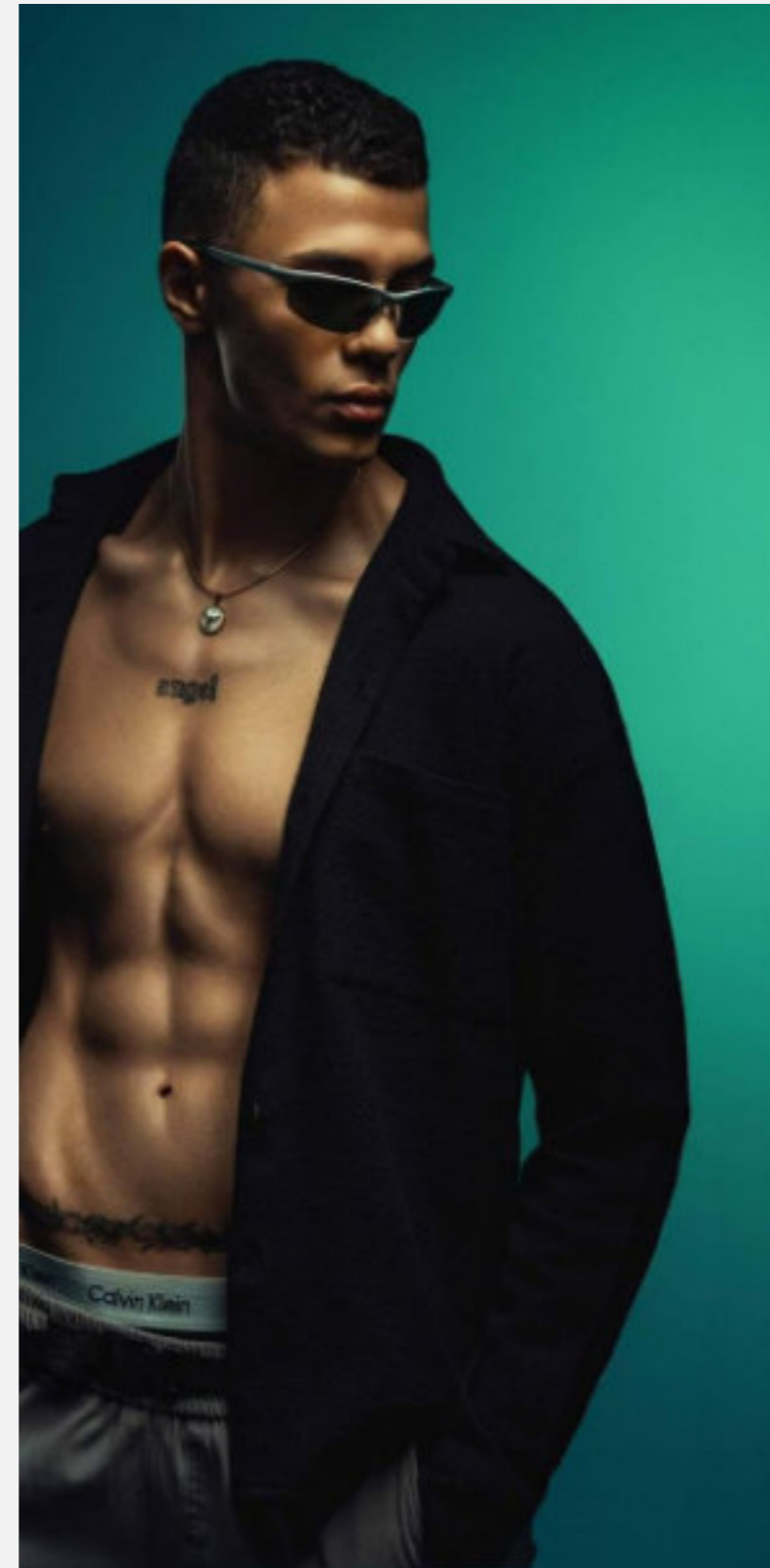
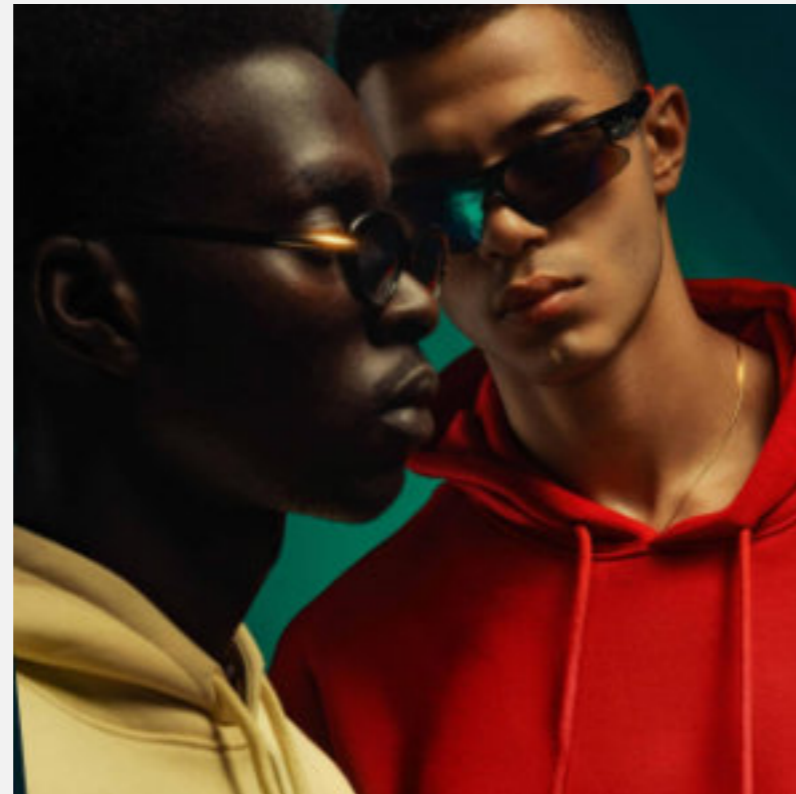
**Because not all markets are built the same,
and neither are our strategies**

ATTENTION- DRIVEN MARKETS

Where visibility is power, and emotion drives decisions. These are fast-moving, highly competitive spaces where brands win by staying relevant, desirable, and constantly seen.

- 1- **Fashion & Beauty**
- 2- **Food & Beverage**
- 3- **Restaurants & Cafés**
- 4- **Lifestyle Brands**

Aurora



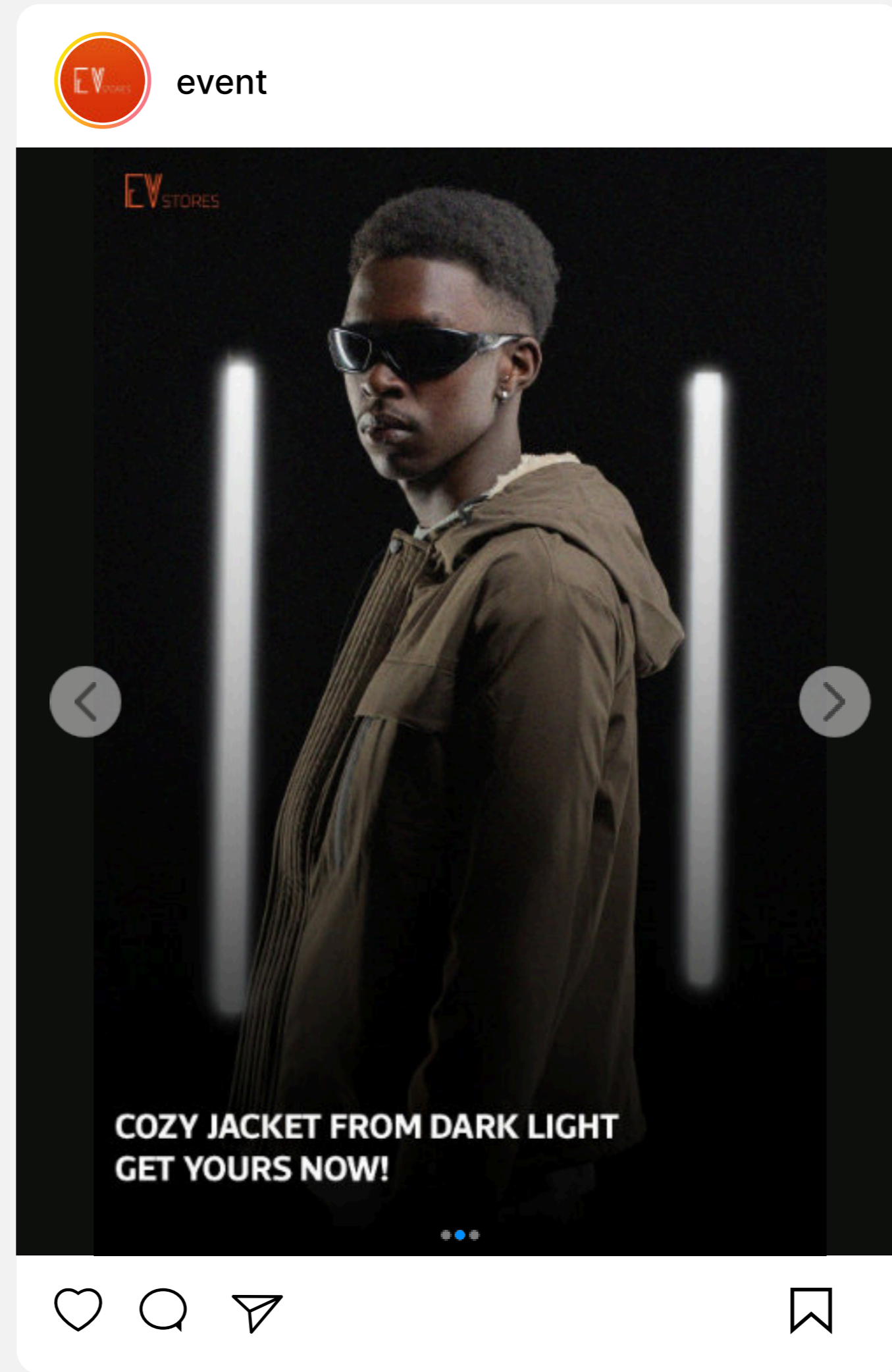
Client: Event

Industry: Fashion

Jun 2023

Photoshoot

E G Y



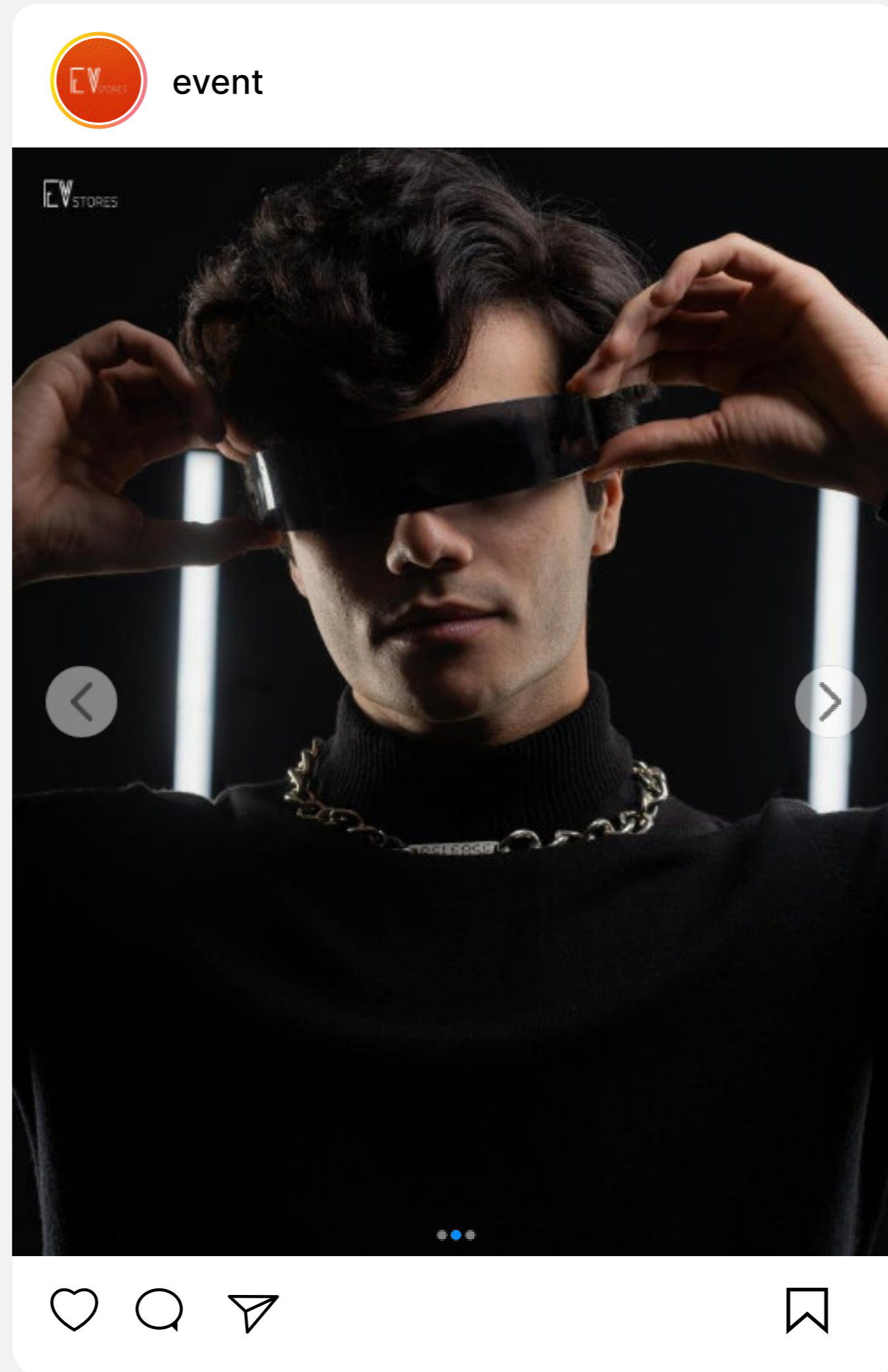
Client: Event

Industry: Fashion

Dec 2023

Social Media

E G Y



Client: Event

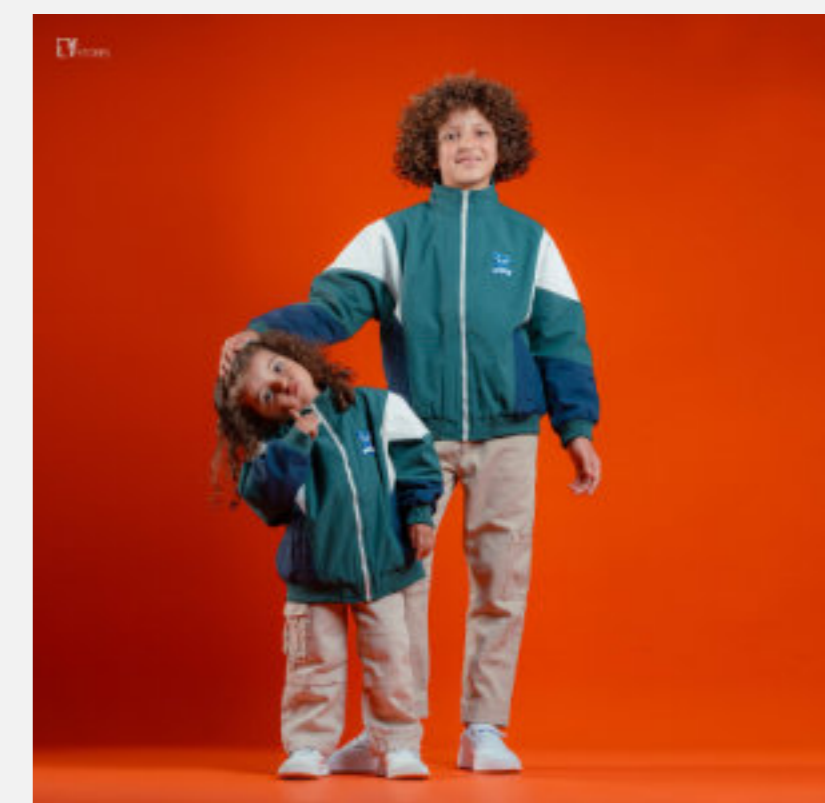
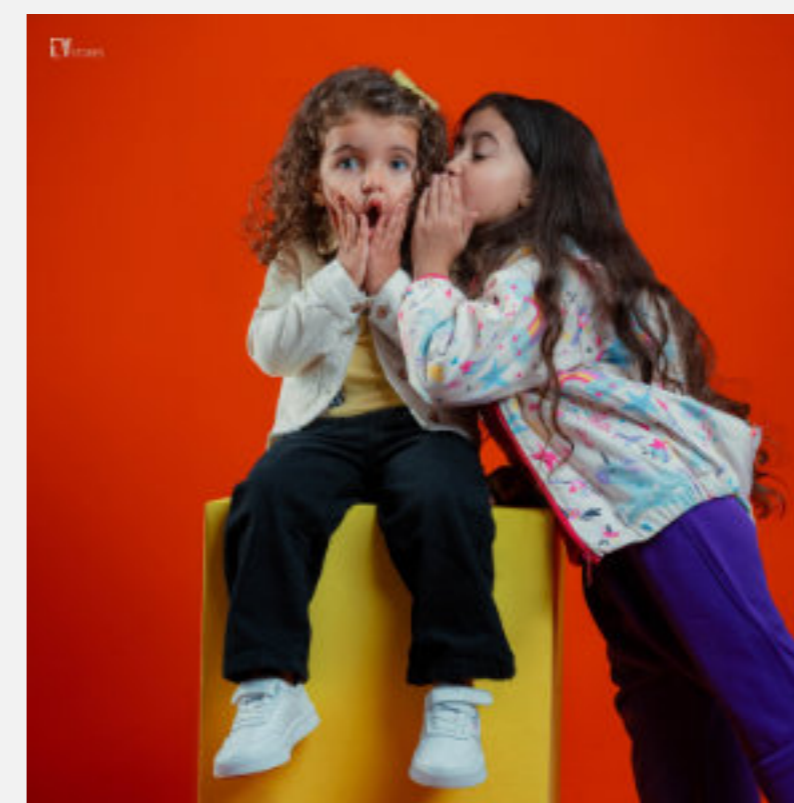
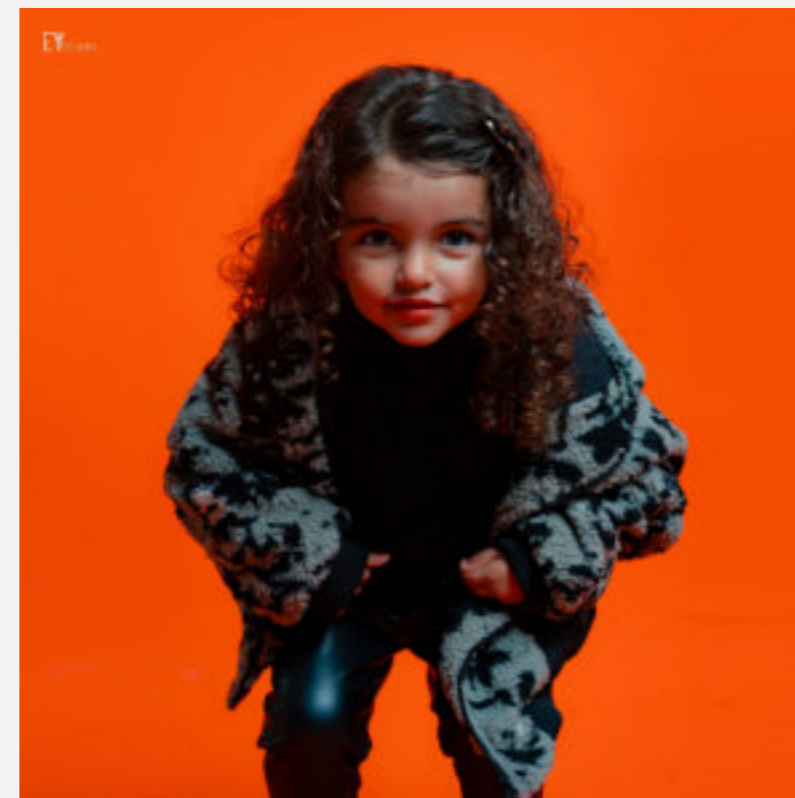
Industry: Fashion

Dec 2023

Social Media

E G Y

Magic Orange



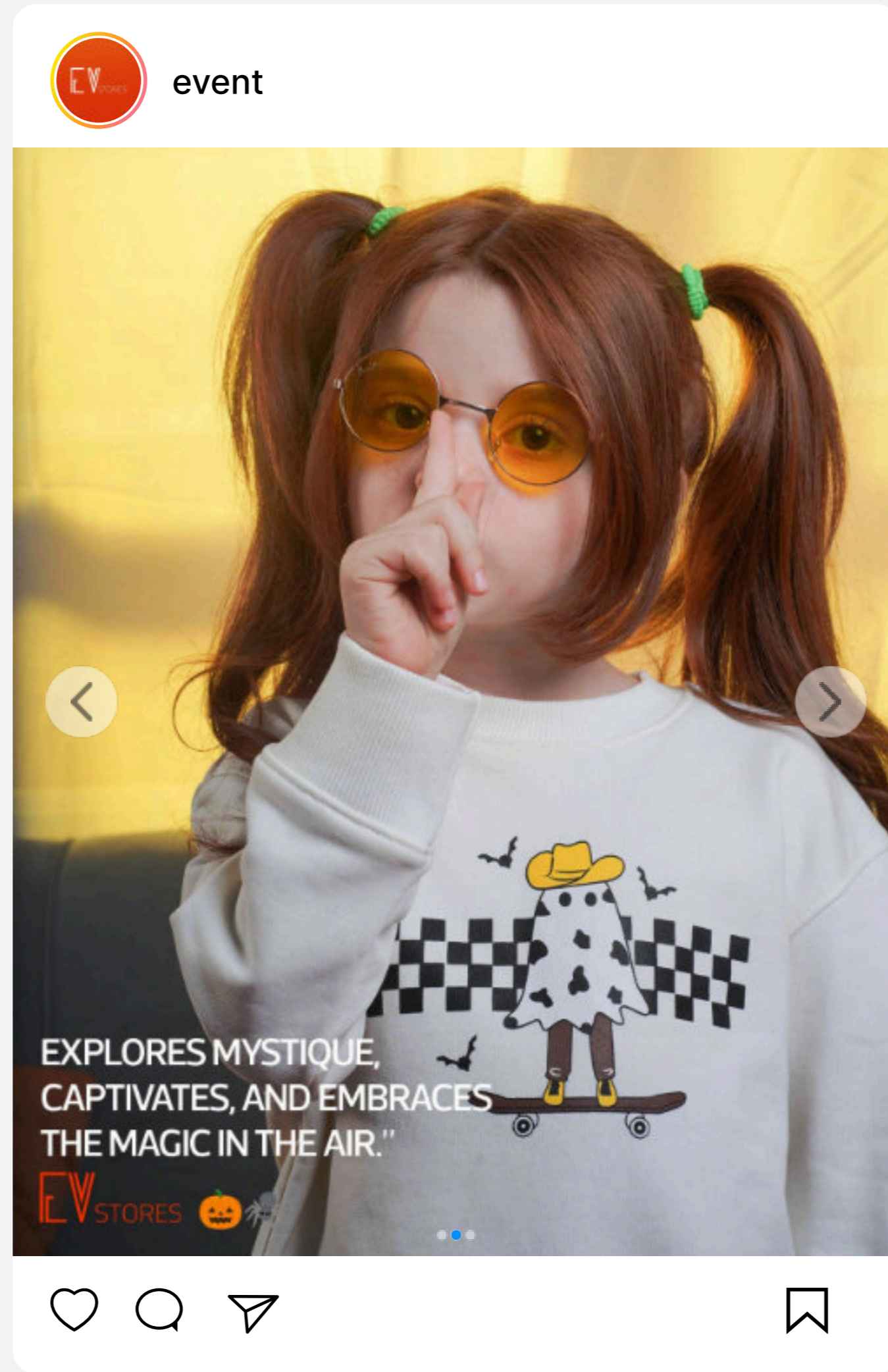
Client: EvKids

Industry: Fashion

Aug 2024

Photoshoot

E G Y



Client: EvKids

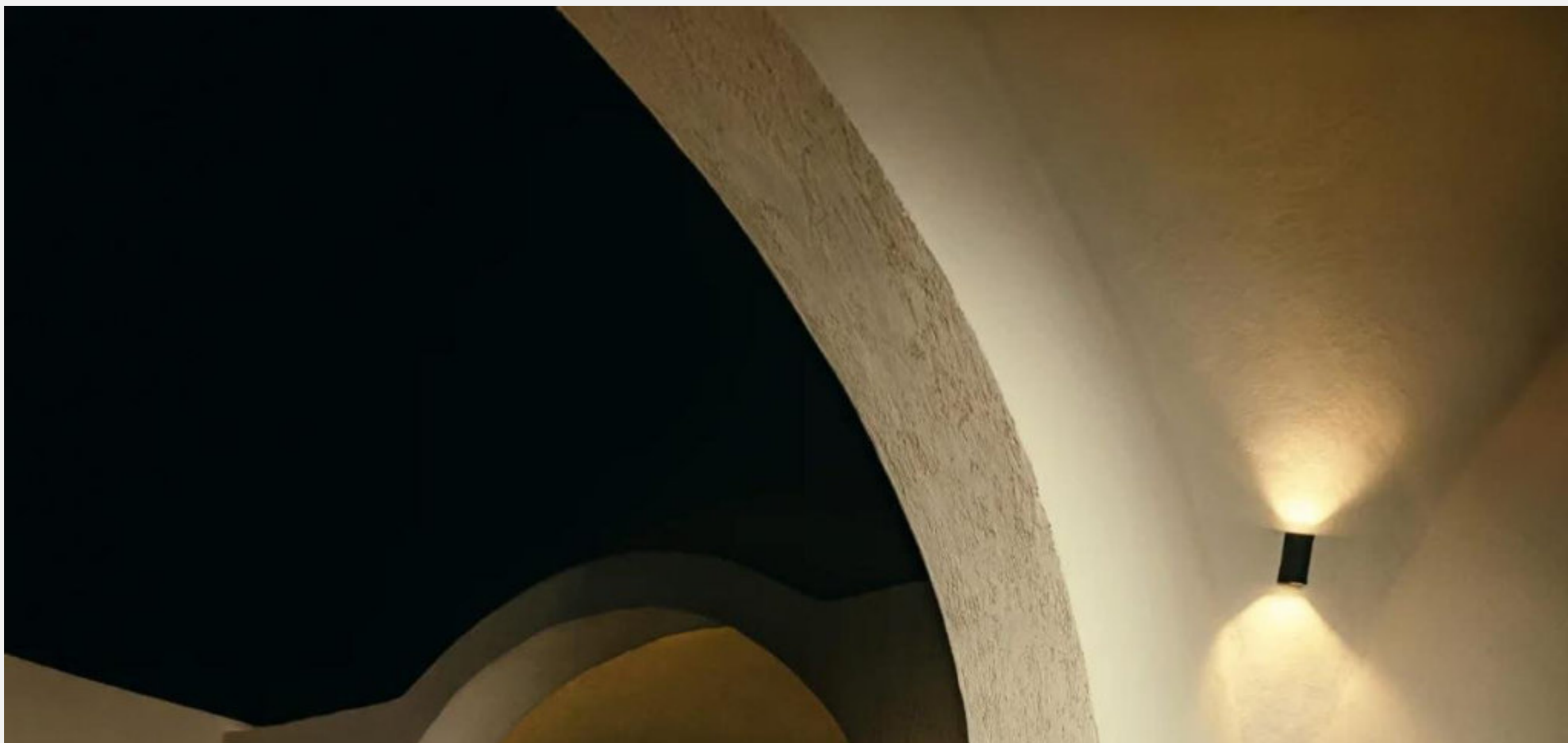
Industry: Fashion

Location: Egypt

Jan 2024

Social Media

E G Y





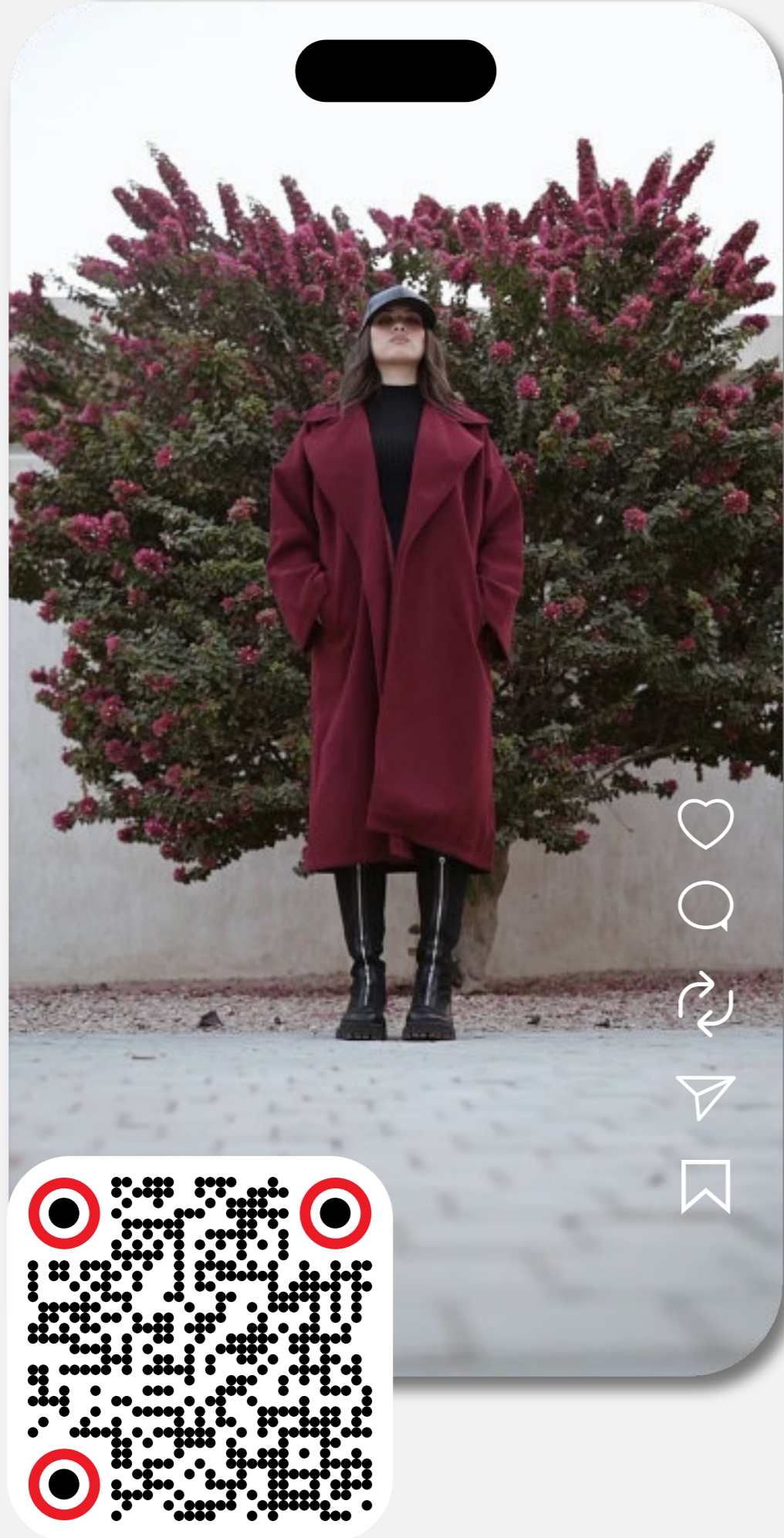
Client: Studio 54 Women

Industry: Fashion

Dec 2025

Photshoot

E G Y



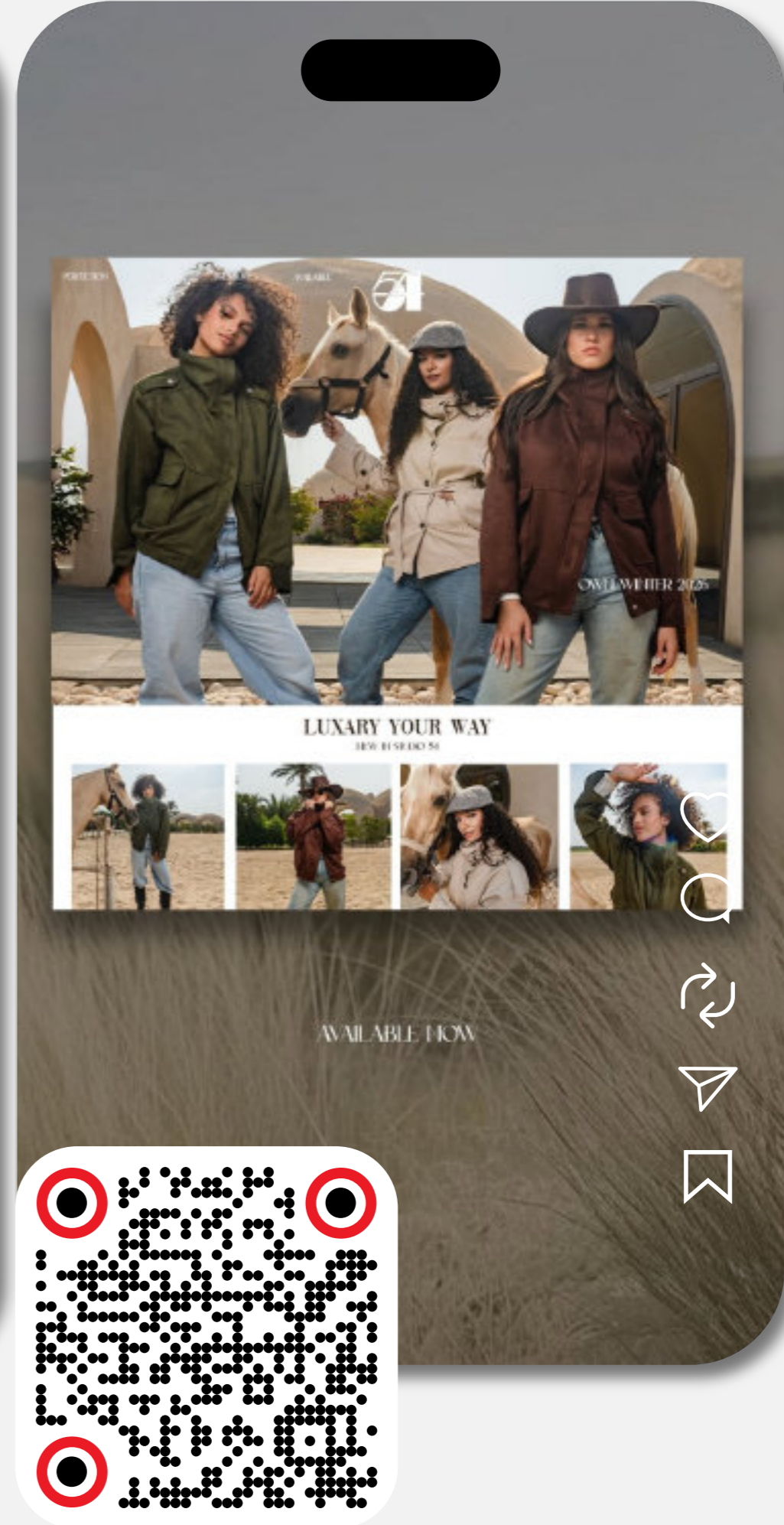
Client: Studio 54 Women



Industry: Fashion



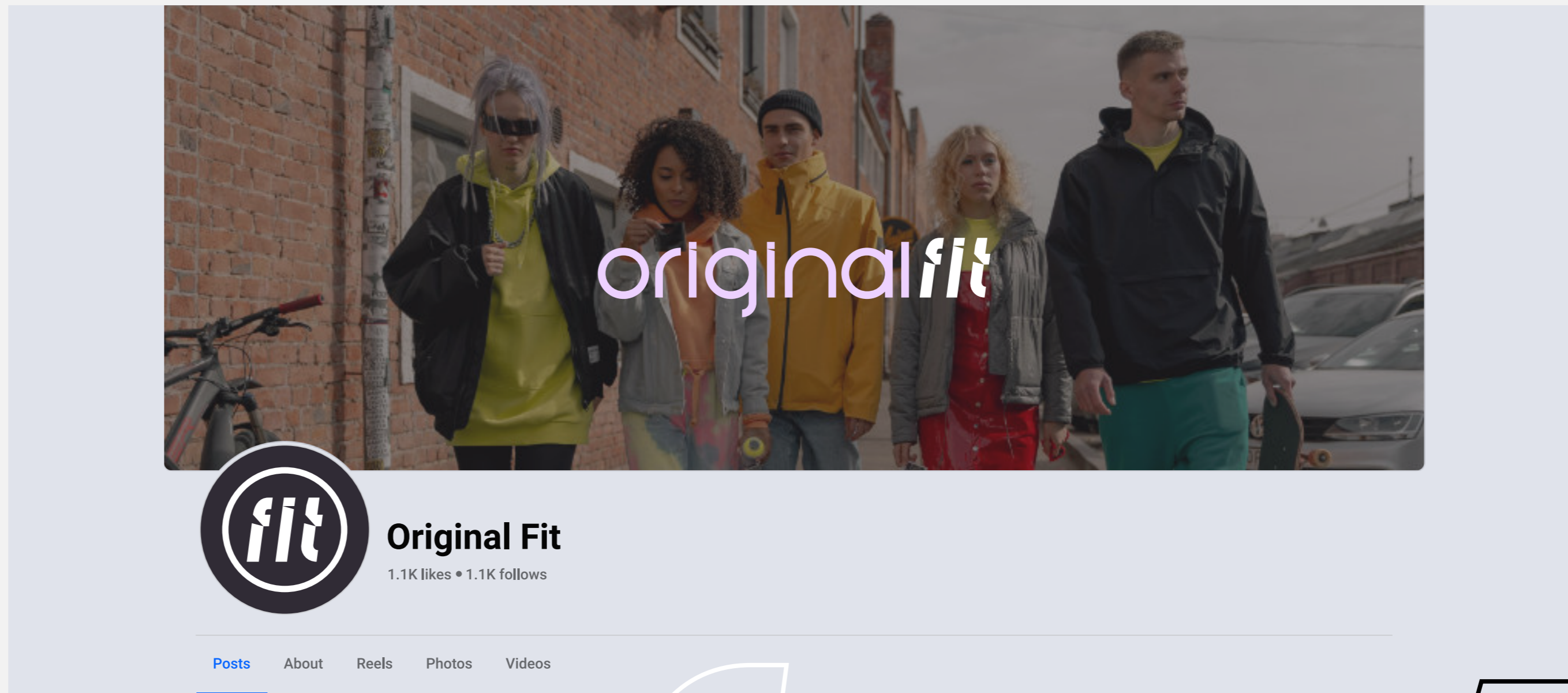
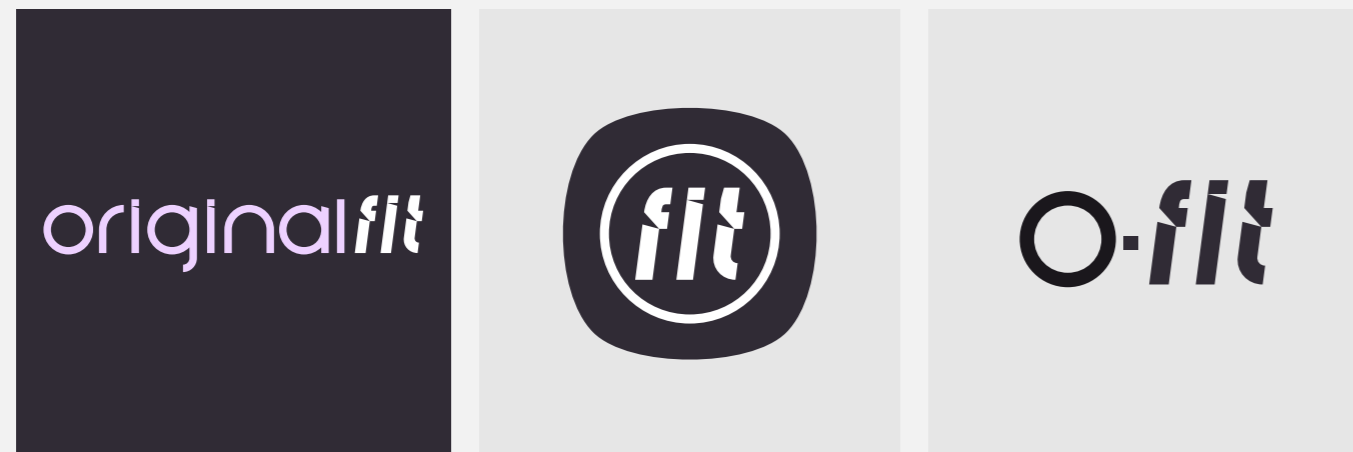
Feb 2024



Media Production

originalfit

Original Fit is an online-only fashion startup based in Egypt, specializing in casual, modern apparel and footwear. The brand curates and sells highly sought-after global streetwear and casual brands, such as American Eagle, Pull & Bear, and Zara, directly to the Egyptian consumer.



Target Audience

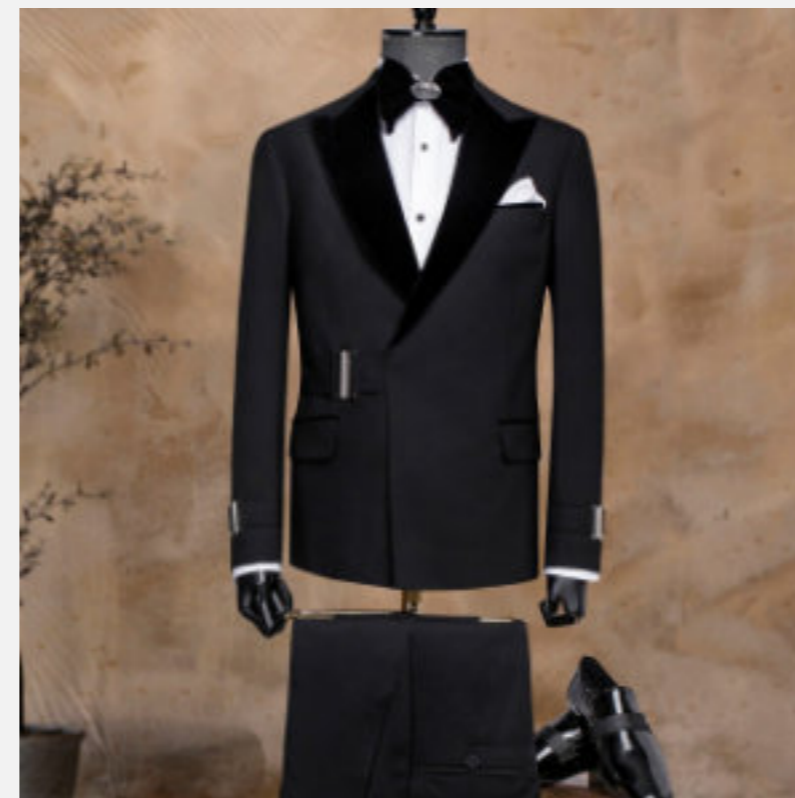
Demographics: Egyptians aged 16–35, including students and young professionals.

Psychographics: Trend-focused social media users who prioritize brand recognition but are price-sensitive. They are savvy, value-driven shoppers navigating high inflation.

Behavior: Mobile-first consumers influenced by social proof, reviews, and digital creators.



Elegance



Client: Vanetty

Industry: Fashion

Feb 2023

Photoshoot

E G Y

Case Study

Client: Studio 54

Industry: Fashion



EGY

Scaling Studio 54 From a Local Manufacturer to an E-Commerce Fashion Powerhouse

Client: Studio 54
Agency: Rejected Agency
Industry: Fashion & Apparel Manufacturing
Core Objective: Brand Repositioning, E-commerce Scaling, & Profit Maximization.



The Challenge

Studio 54, a high-quality mirror tracksuit manufacturer, had a strong operational advantage, consistent inventory and competitive pricing. However, their digital presence did not reflect their product quality. Relying solely on low-quality smartphone photography, targeting a limited audience, and depending entirely on Instagram DMs for sales, the brand was bottlenecked and unable to scale its massive B2B and B2C potential.

Phase 1: Brand & Visuals

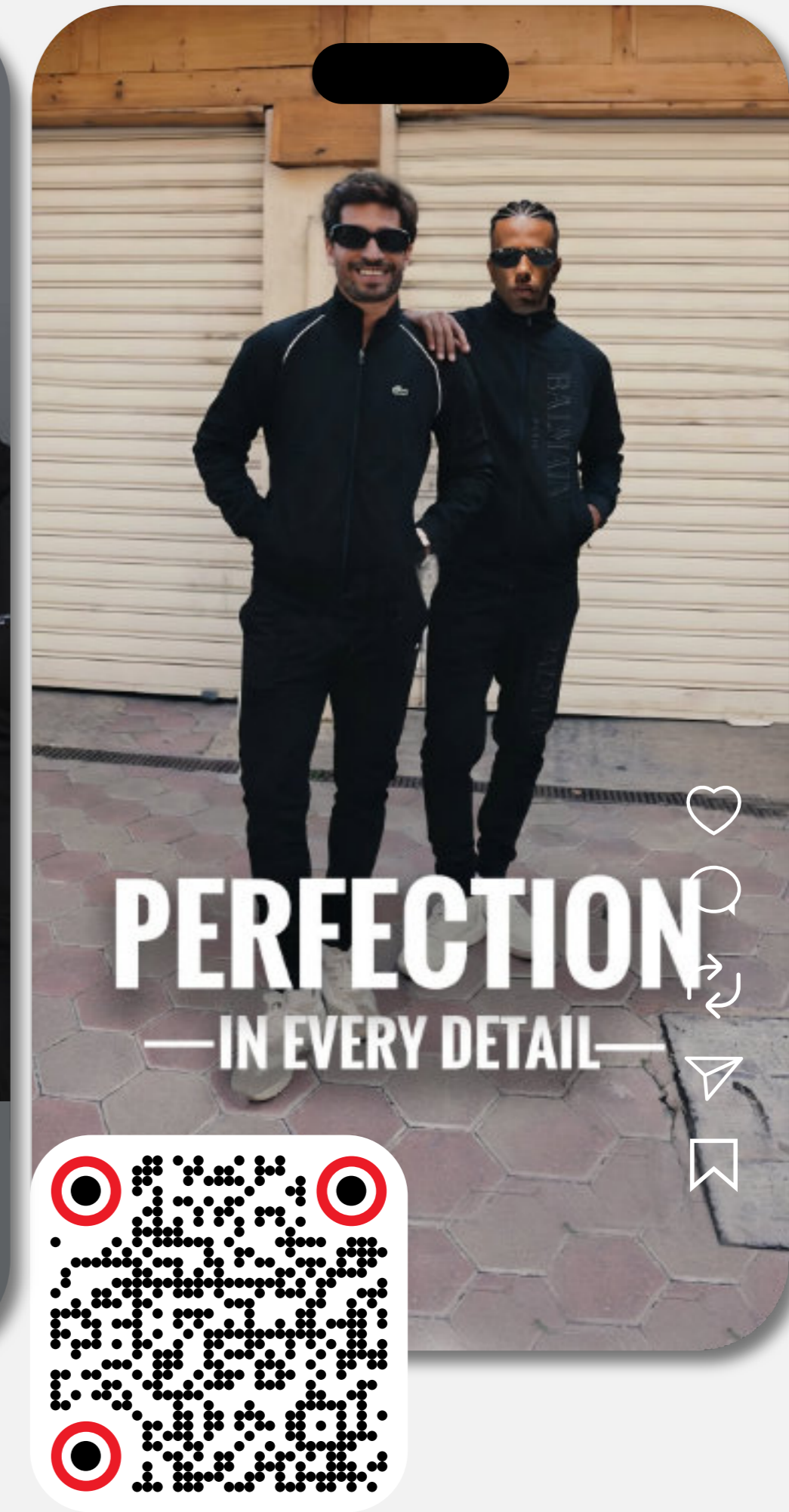
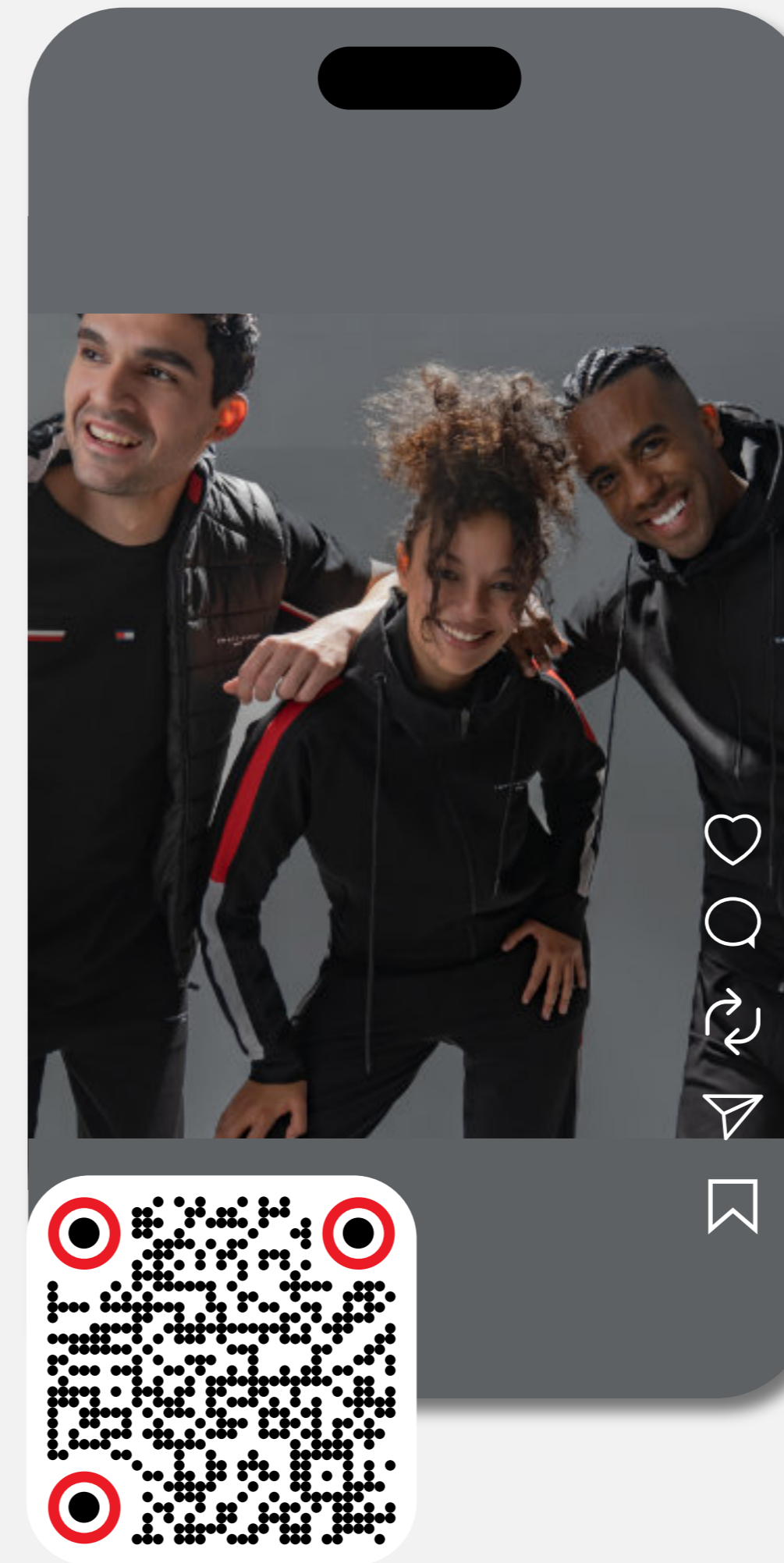
The "Rejected"
Strategy

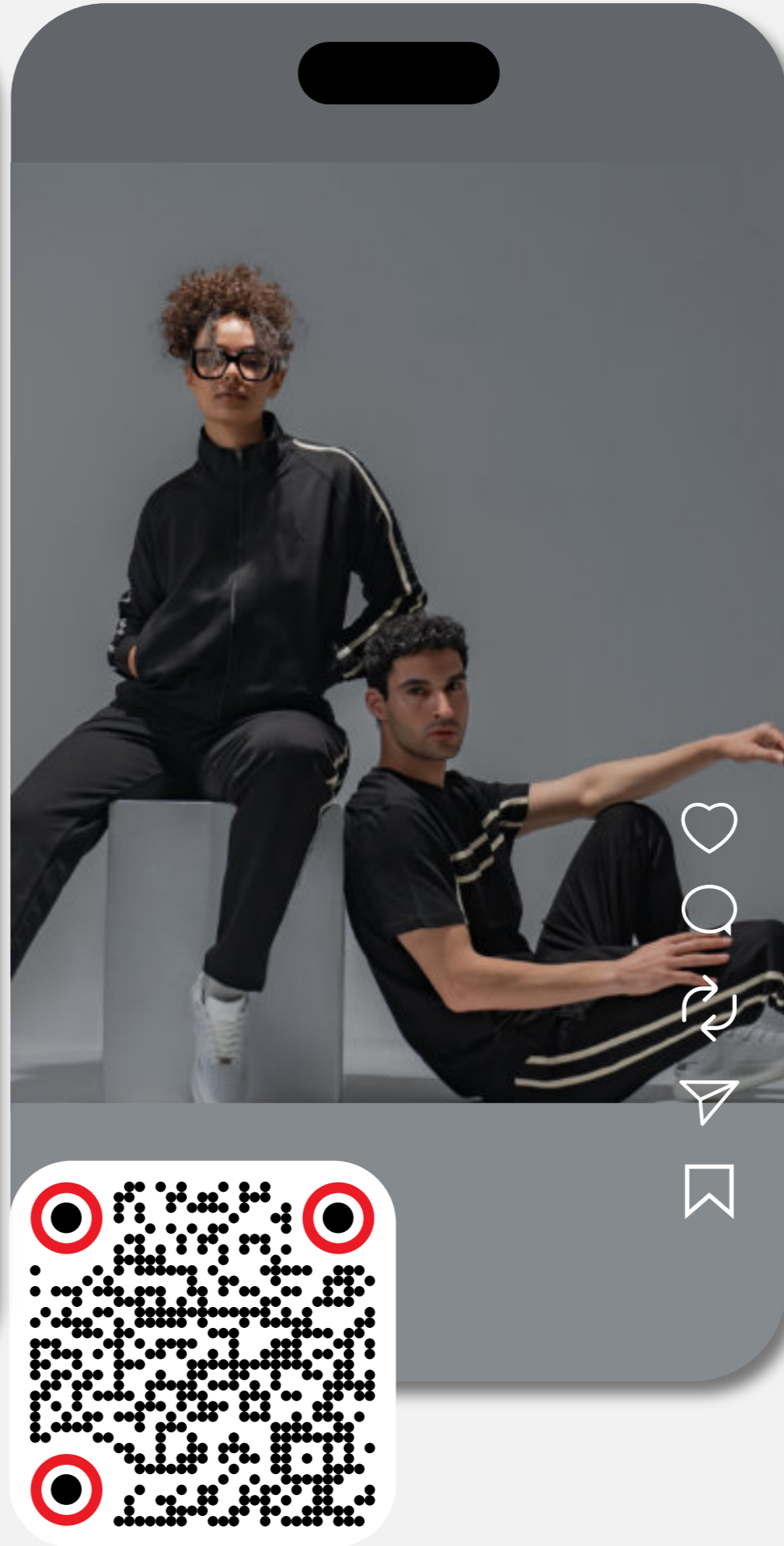
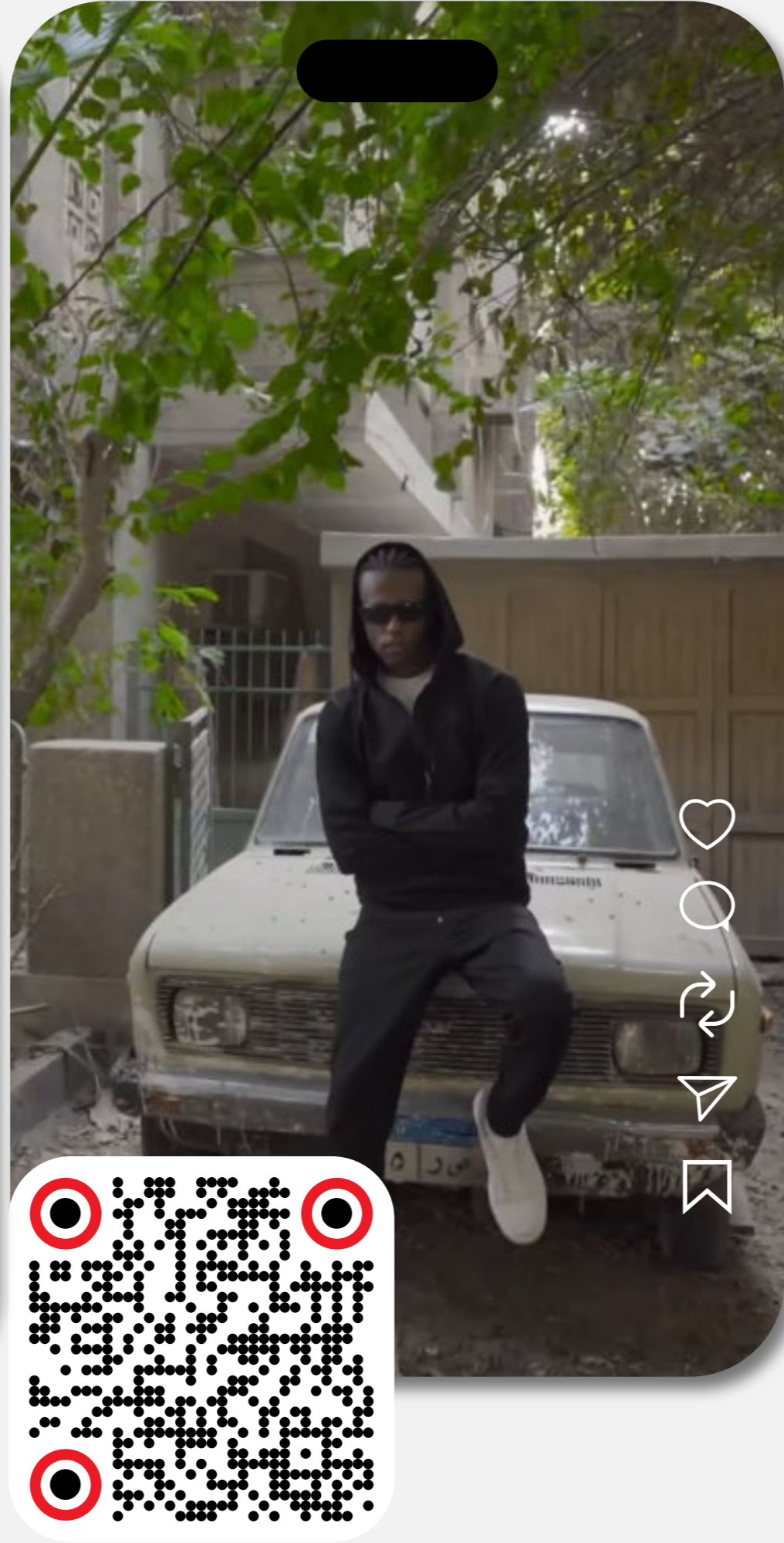
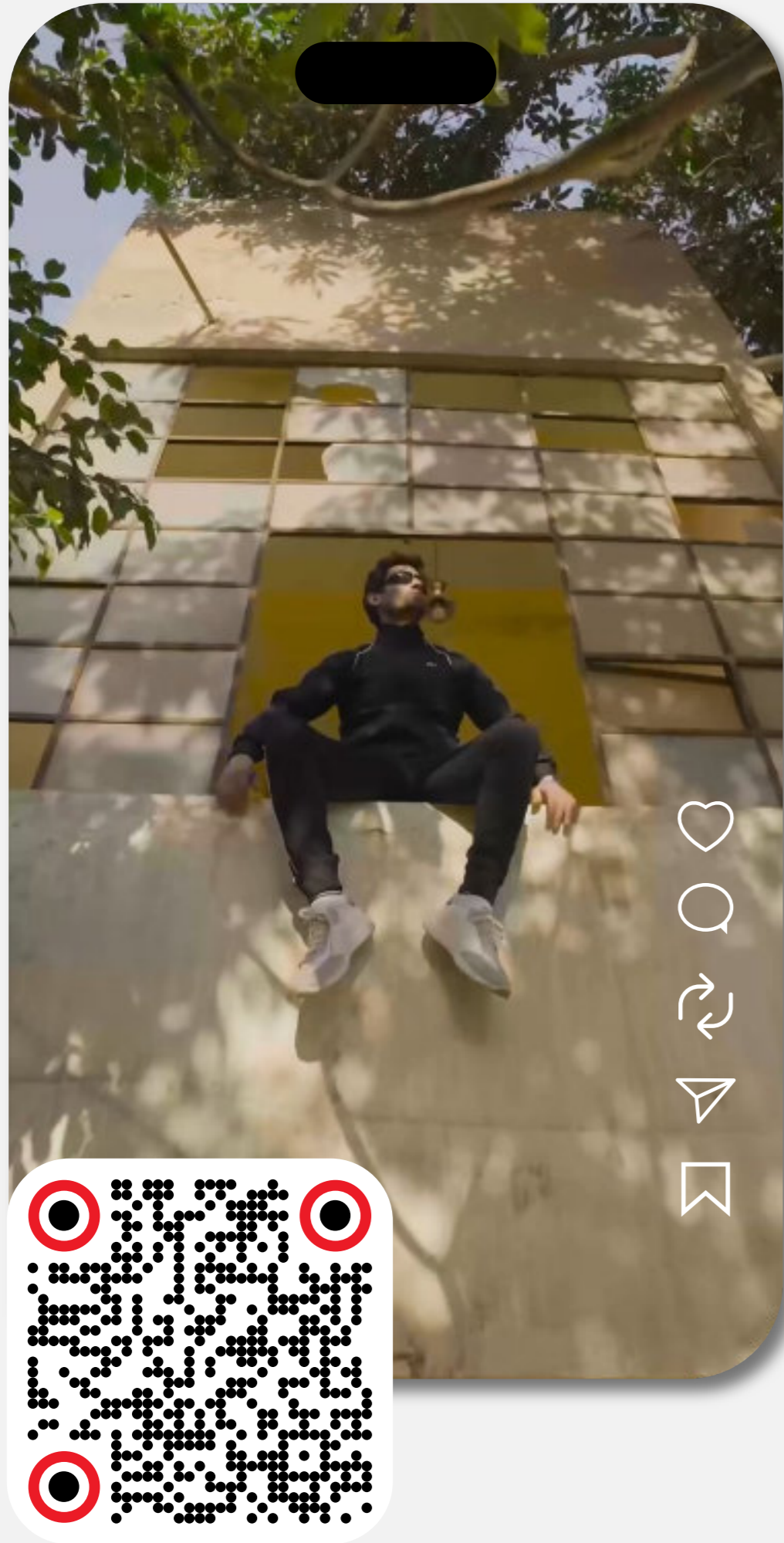
The Strategy - Part 1:
Visual Repositioning & Expansion
Market Expansion: Successfully launched a female tracksuit line, instantly capturing a high-purchasing-power segment.
AI-Driven Visuals: Replaced low-quality photos with premium lifestyle shoots. To optimize the budget, we heavily integrated AI-generated visuals, placing real products in hyper-realistic AI environments to elevate perceived value while cutting production costs.



Phase 2: Tech & Performance

The Strategy - Part 2:
Digital Infrastructure & GrowthE-
Commerce Migration: Shifted the primary sales engine from manual DMs to a conversion-optimized website, driving traffic through exclusive web-only offers.
Performance Marketing: Developed a premium bilingual tone of voice and launched aggressive, ROI-focused ad campaigns targeting higher-tier segments, supported by engaging lifestyle Reels.





The Results

Driven by Numbers

Within a 9-month timeline, Rejected Agency successfully transformed Studio 54 from a basic Instagram page into a premium e-commerce brand, achieving groundbreaking metrics:

3M+
EGP

Monthly sales reached by the 4th month.

~200k

Efficient monthly ad spend.

40%

Increase in B2B wholesale orders.

20%

Reduction in marketing budget using AI imagery.

2x

Website sales volume compared to direct messaging.

~100k

Followers gained over 9 months.

8M

Consistent monthly profile visits.

CALMA

restaurant and cafe

CALMA is a premium cafe and restaurant entering the crowded food and beverage market in Assiut. To stand out and communicate its elite services, the brand required high-end, top-tier graphics that accurately reflect its premium quality.



The Strategy & Vision

Driven by a "Cool and Fancy" theme and the core message to "Relax And Enjoy," the design approach focused on minimalism. By utilizing clean, balanced, and simple aesthetics, the visual identity was crafted to effectively connect with a youthful audience while maintaining an upscale feel.



Kouraiem Style



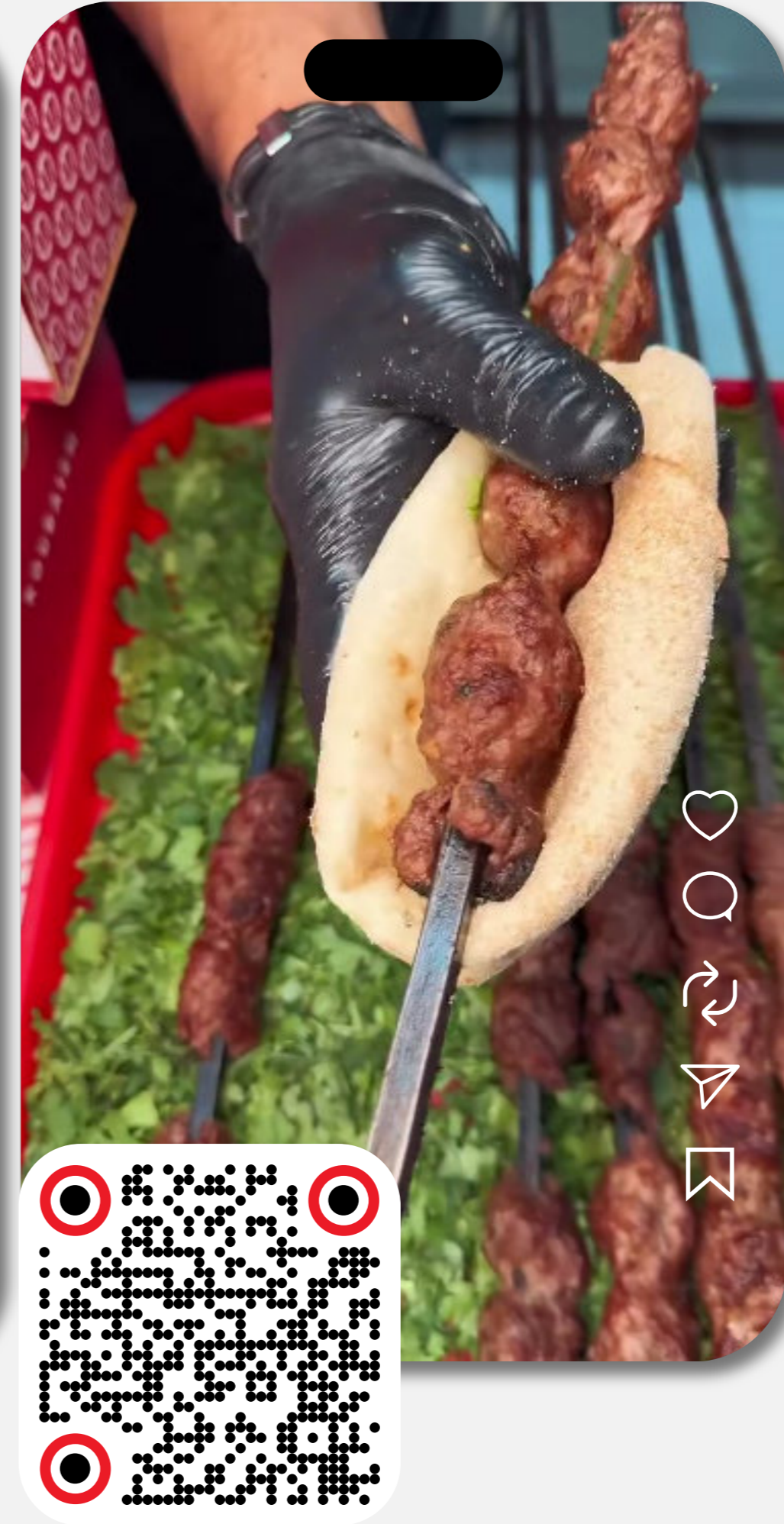
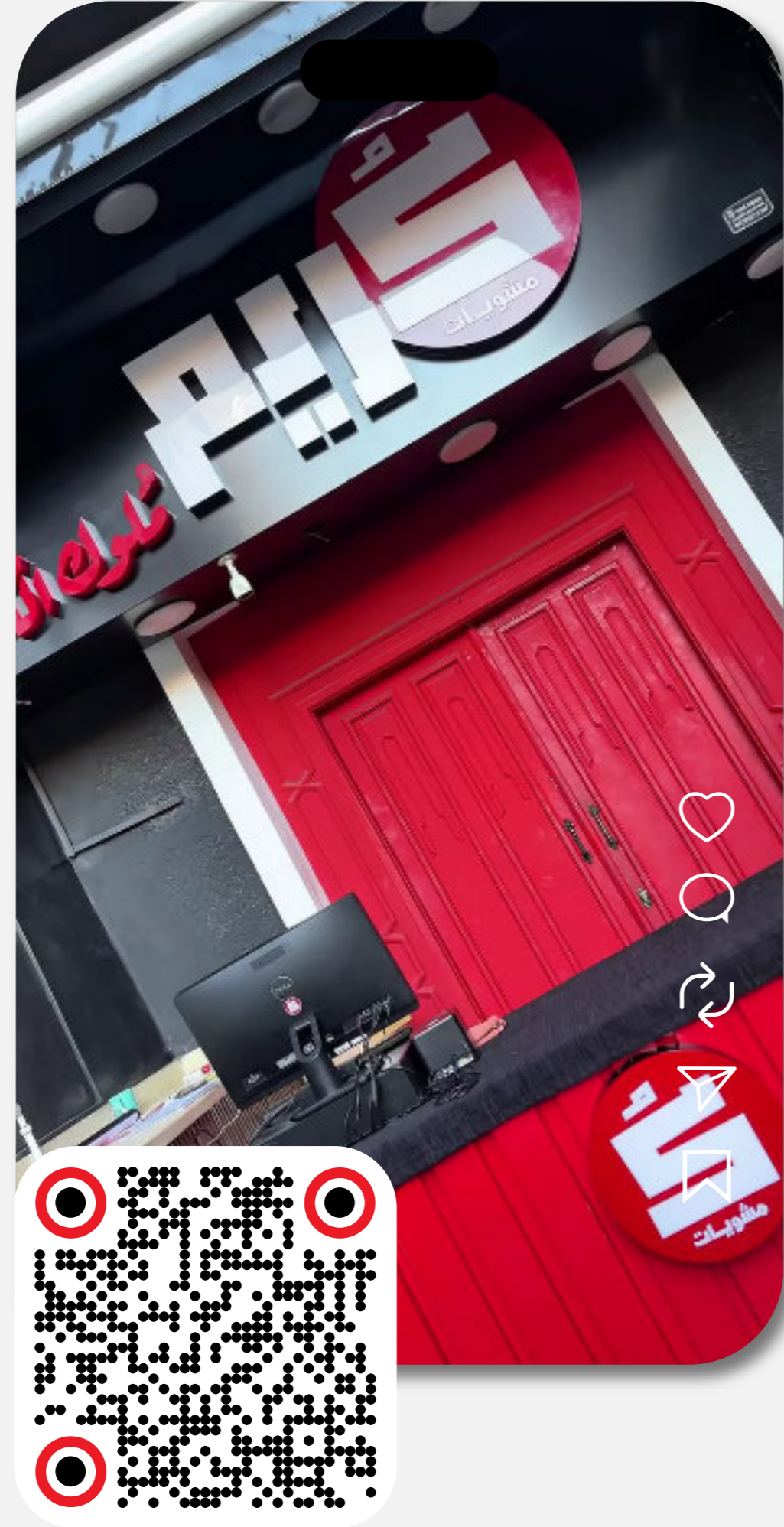
Client: Kouraiem

Industry: Fast Food

Jun 2025

Photoshoot

E G Y



Client: Kouraiem

Industry: Fast Food

Jun 2025

Photoshoot

E G Y





The Campaign & The Squad

Hawawshino: Disrupting Alexandria in Ramadan
Category: PR & Influencer Marketing

The Innovation: To penetrate the highly loyal Alexandrian food market with a Cairene Hawawshi brand, we launched "Fattouta", a disruptive Ramadan dish combining rice, mini hawawshi bites, and premium meats.

The PR Squad

We bypassed traditional ads and engineered a massive influencer takeover to create instant FOMO:



Essamyat



Kiro Fawzy



Hania Walid



Ahmed Gharib



Ibrahim El Khweksy



Mohamed Ahmed

The Impact

250k

Guaranteed organic views per influencer video.

#1

Brand status established in Alexandria, successfully breaking the local Hawawshi monopoly.

340%

In daily Ramadan sales and footfall driven by PR hype.

Case Study

Client: Doppio
Industry: Cafe & Restaurant

22%
GET YOUR DISCOUNT
NOW!



EGY

FREE!
FREE PIZZA FOR OUR
FIRST 22 CLIENTS

Doppio: End-to-End F&B Brand Incubation

Client: Doppio
Agency: Rejected Agency
Industry: Cafe & Restaurant
Duration: 2.5+ Years



The Challenge: Building from Day Zero

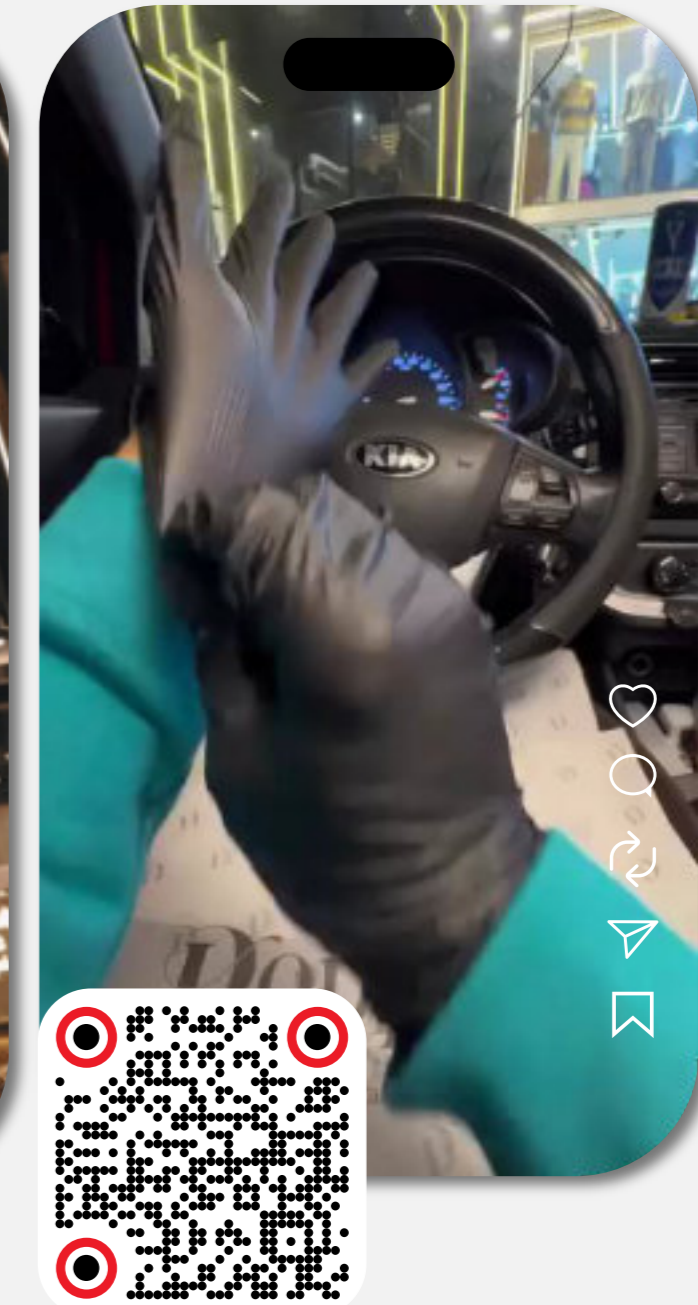
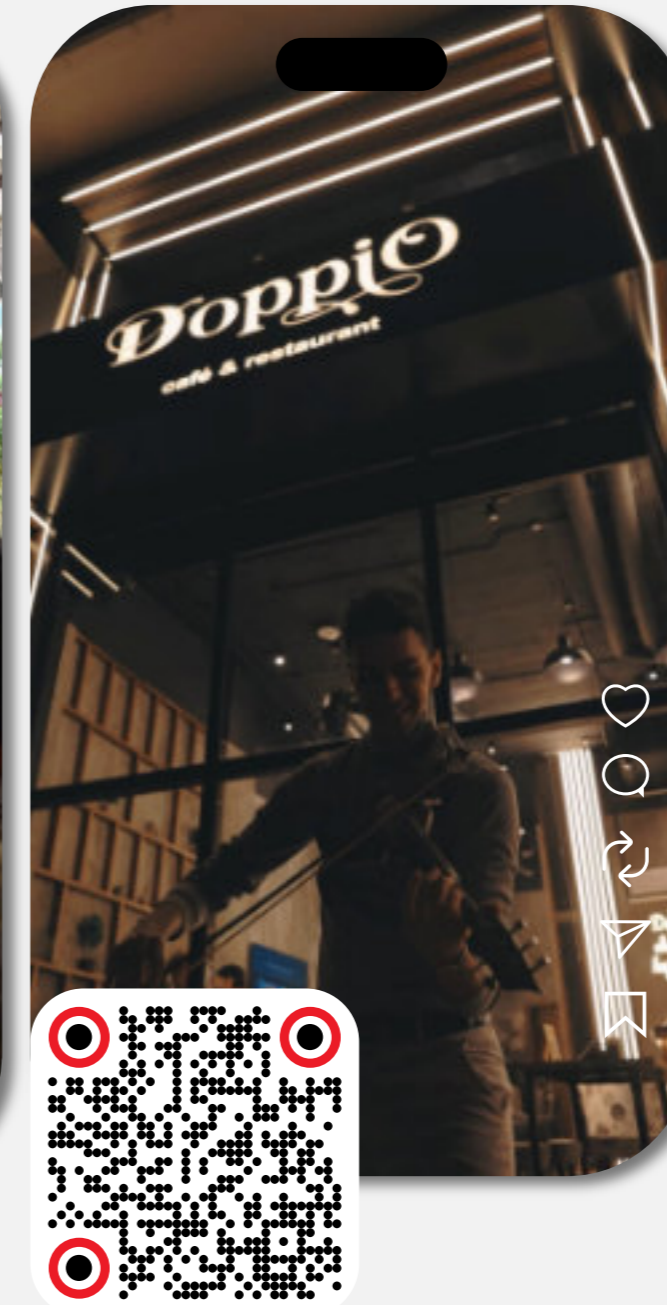
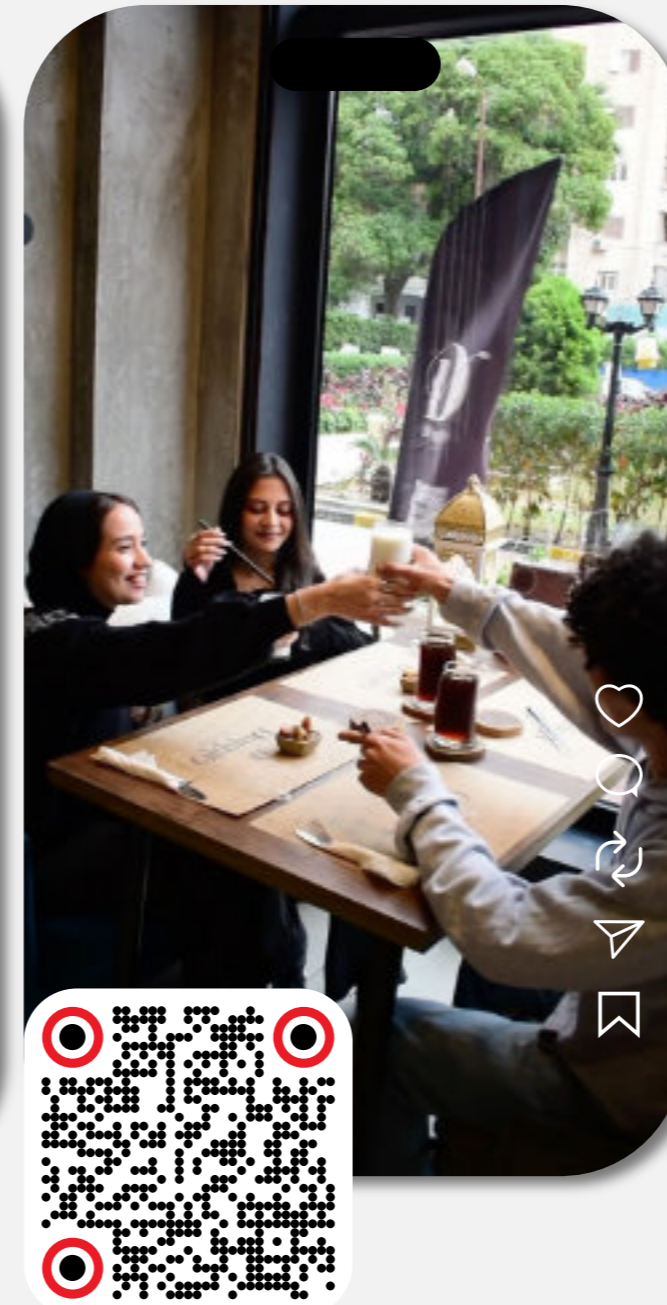
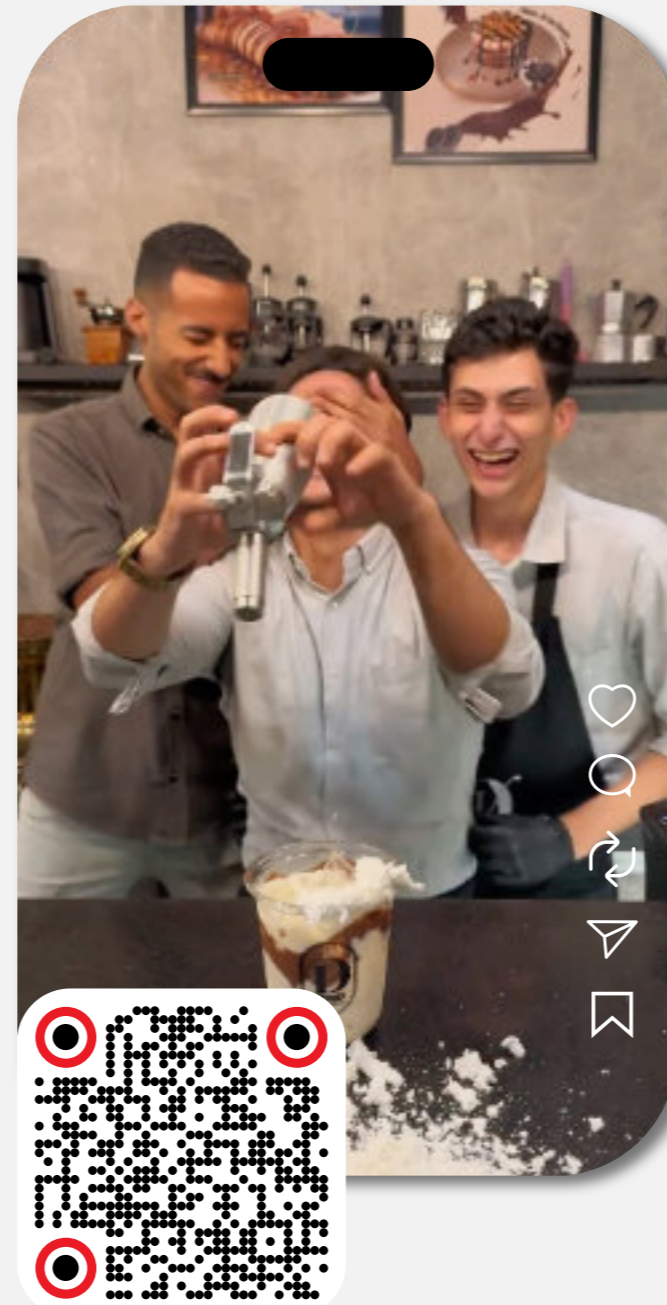
Launching a premium F&B brand in Alexandria requires solid foundations. We needed to engineer the brand identity, menu, and pricing from scratch, while simultaneously turning a hidden, garden-view location into a hotspot that competes against established sea-view giants.

The "Rejected" Strategy

Full-Scale F&B Management

We didn't just run ads; we operated as comprehensive growth partners:

- Brand Foundation: Engineered the menu, formulated pricing strategies, and designed all packaging and print materials.
- Launch & PR: Executed a massive Grand Opening utilizing top-tier bloggers to create an exclusive FOMO effect.
- Sustained Authority: Directed and produced continuous, high-end weekly Reels and operational marketing for over 2.5 years.





The Results

Driven by Numbers

Within a 9-month timeline, Rejected Agency successfully transformed Studio 54 from a basic Instagram page into a premium e-commerce brand, achieving groundbreaking metrics:

1M+
VIEWS

Monthly organic views consistently generated across all platforms.

2.5 YRS

Sustained growth and top market positioning.

50 k

Consistent daily sales.

100 k

Sales peak reached on weekends.

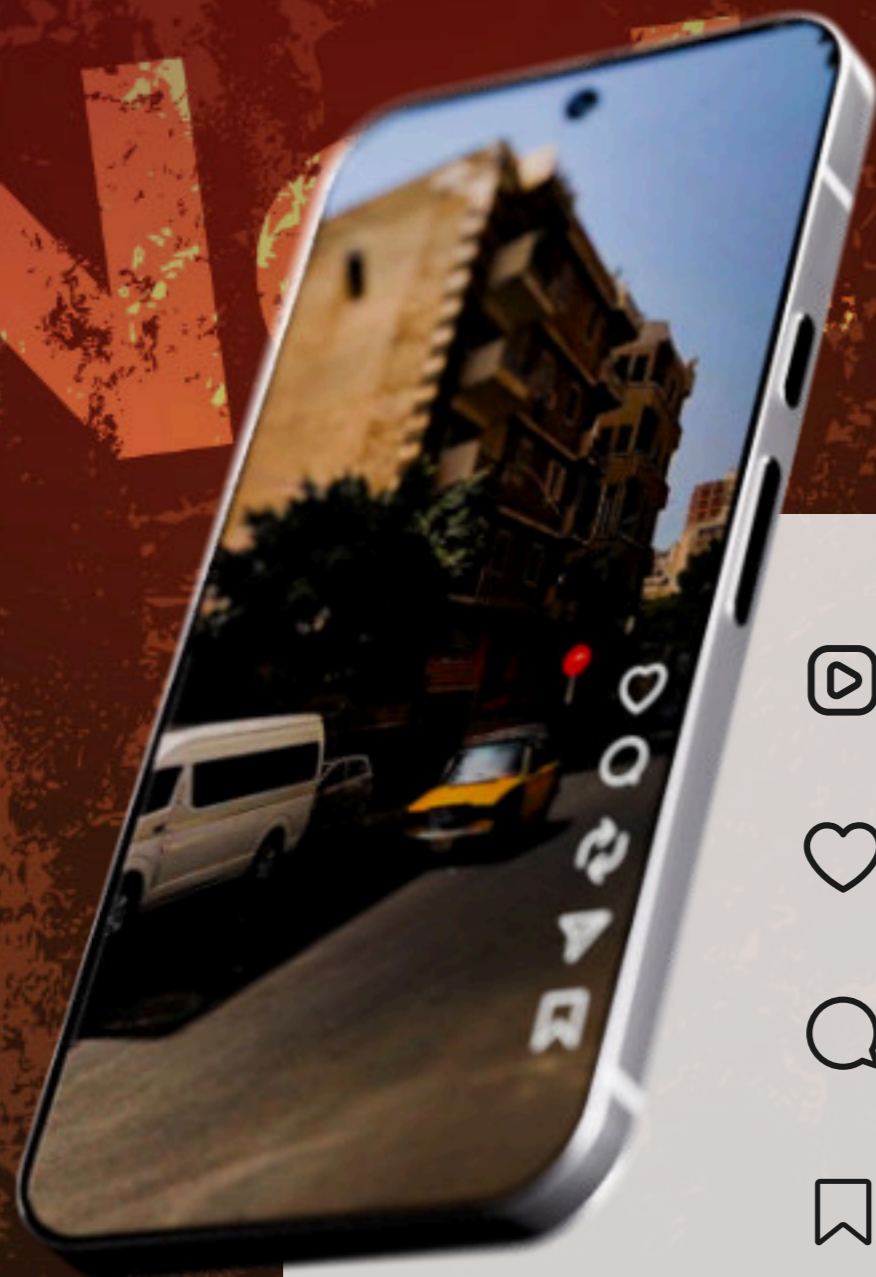
60 %

Returning customer rate.



The Content Puzzle

Zero Budget, Maximum Impact:
Turning Organic Virality into
Sales.



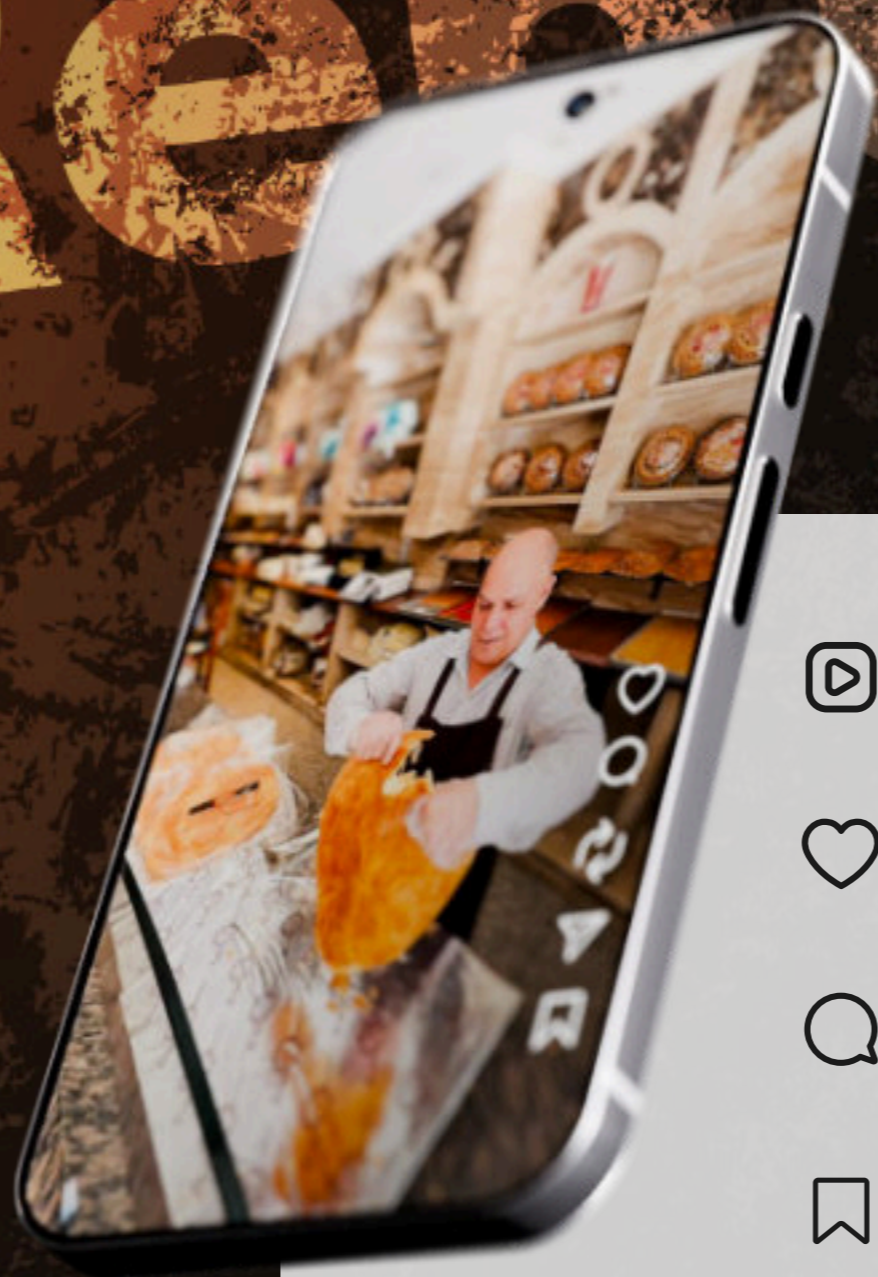
📺 581k

❤️ 9.3k

💬 6.4k

🔖 475

📄 282



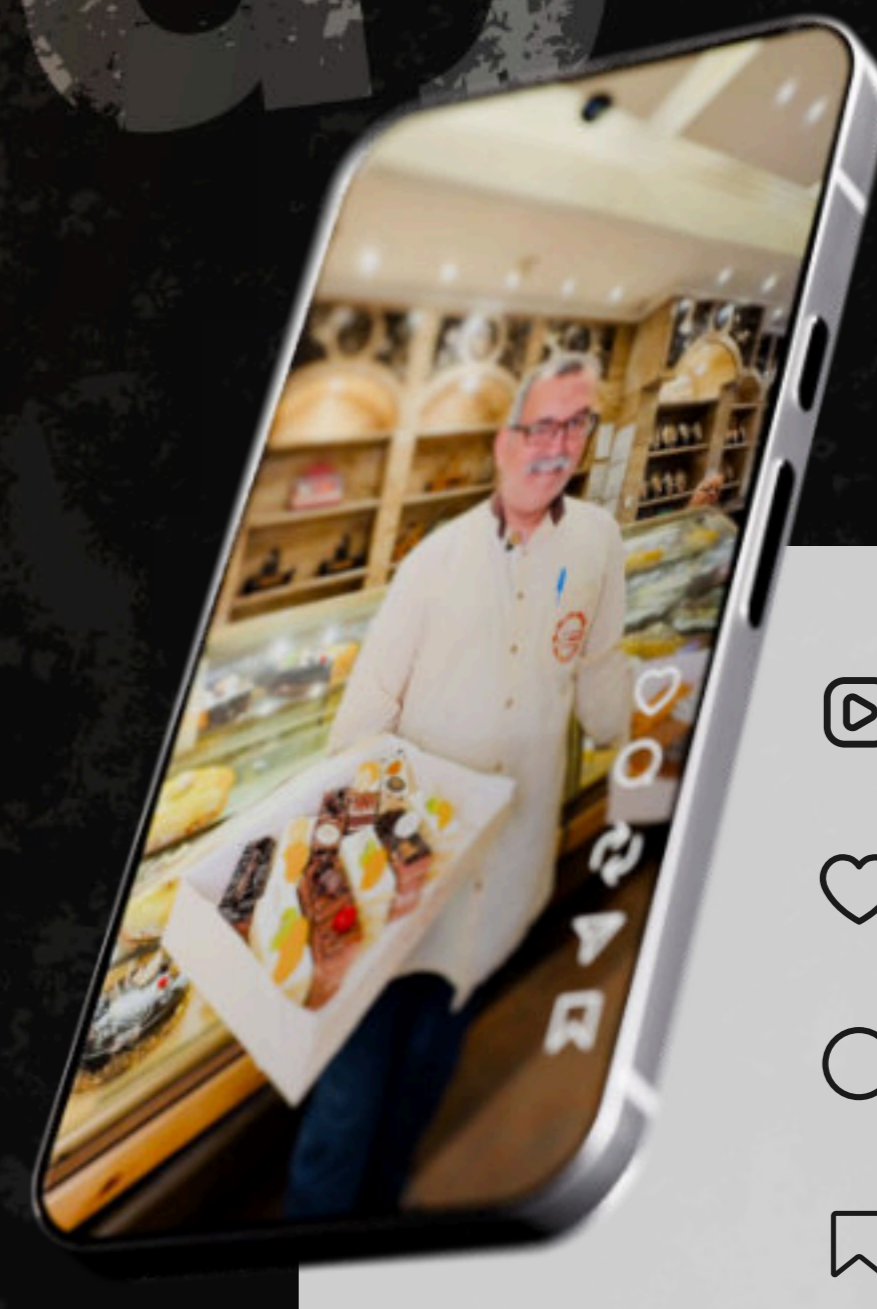
📺 1.7M

❤️ 12k

💬 5k

🔖 305

📄 235



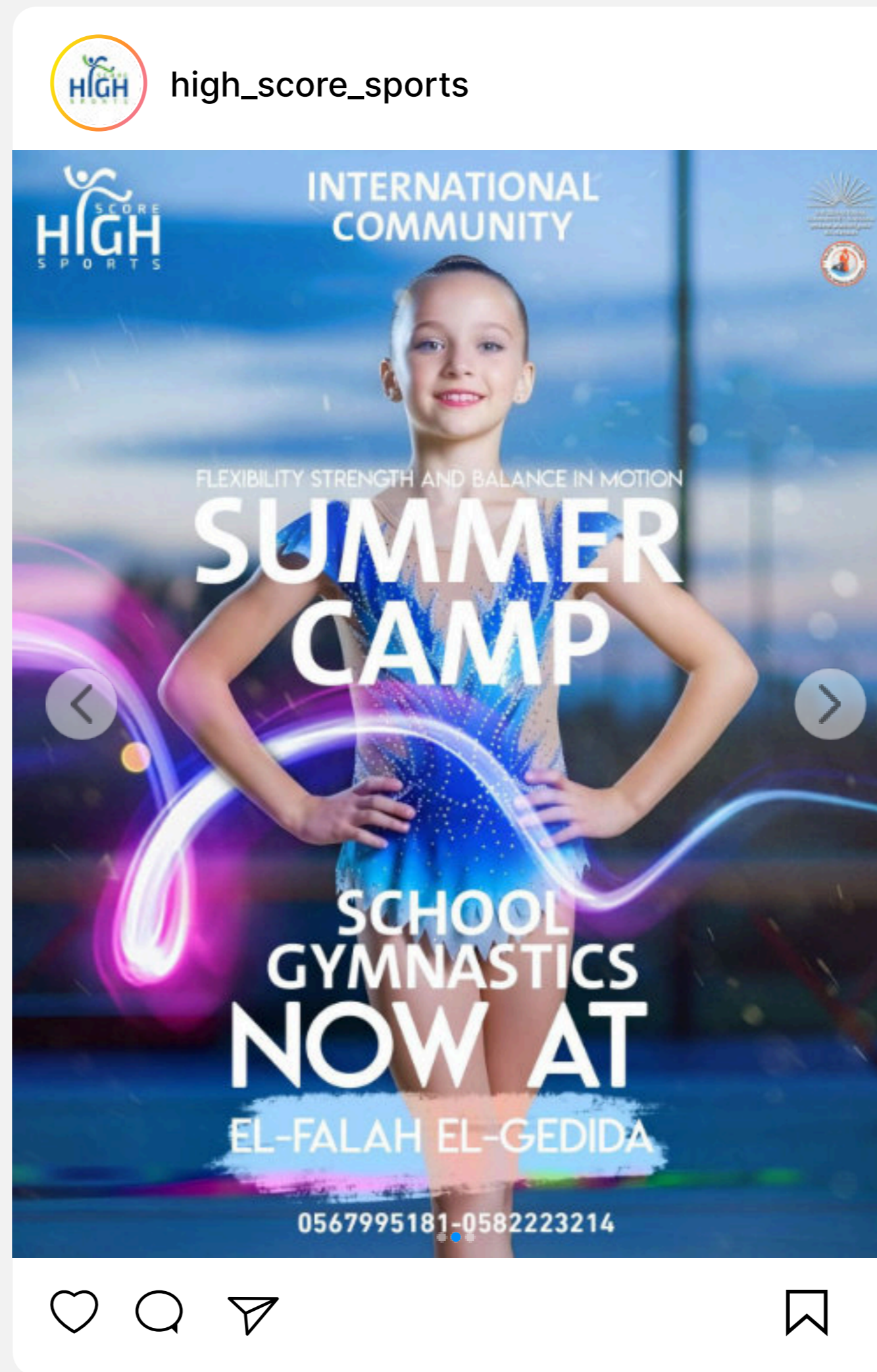
📺 1.3M

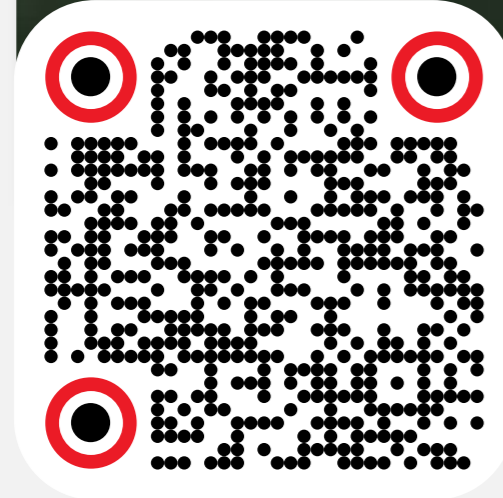
❤️ 9.8k

💬 2.7k

🔖 403

📄 185





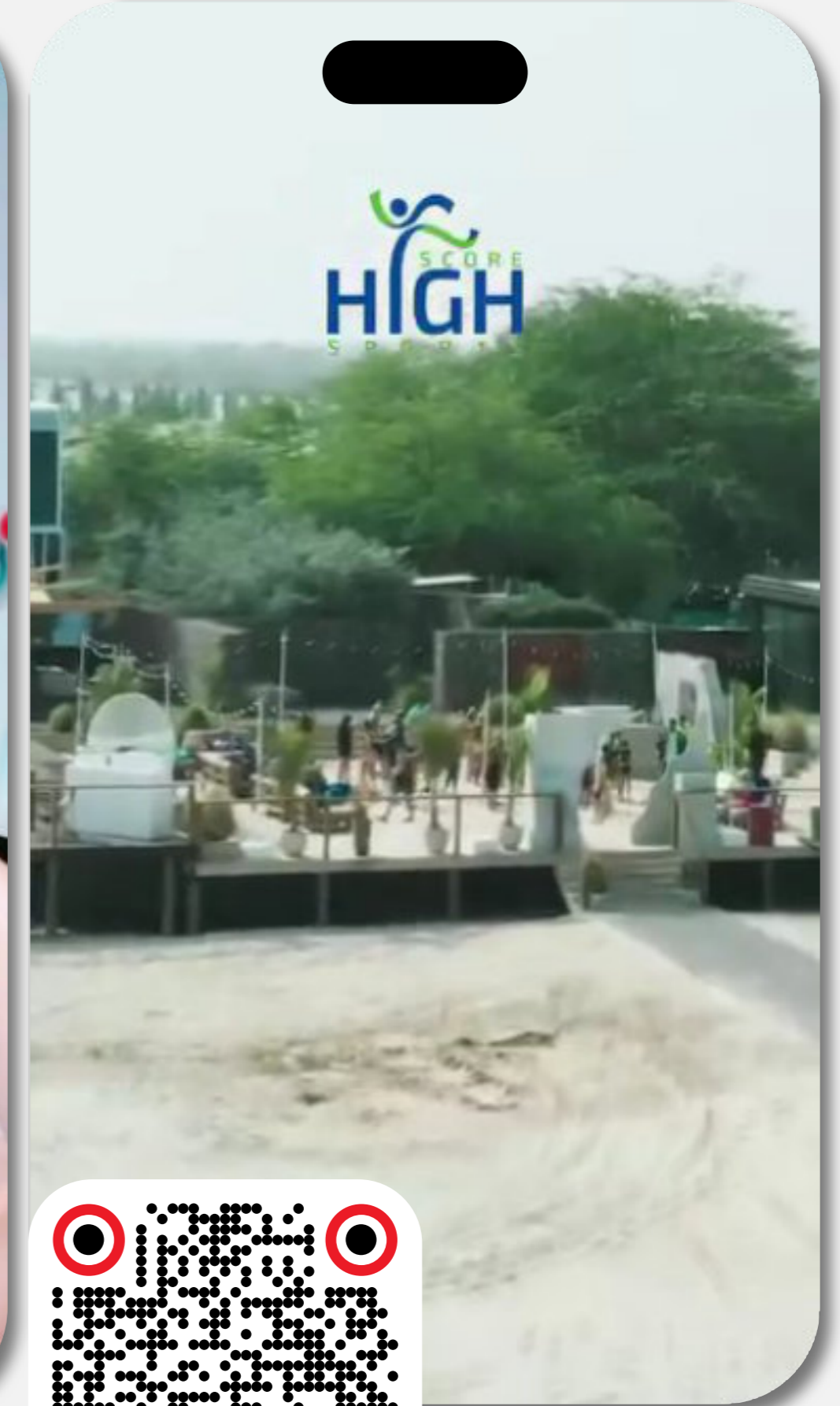
Client: Score High



Industry: Sports Academy

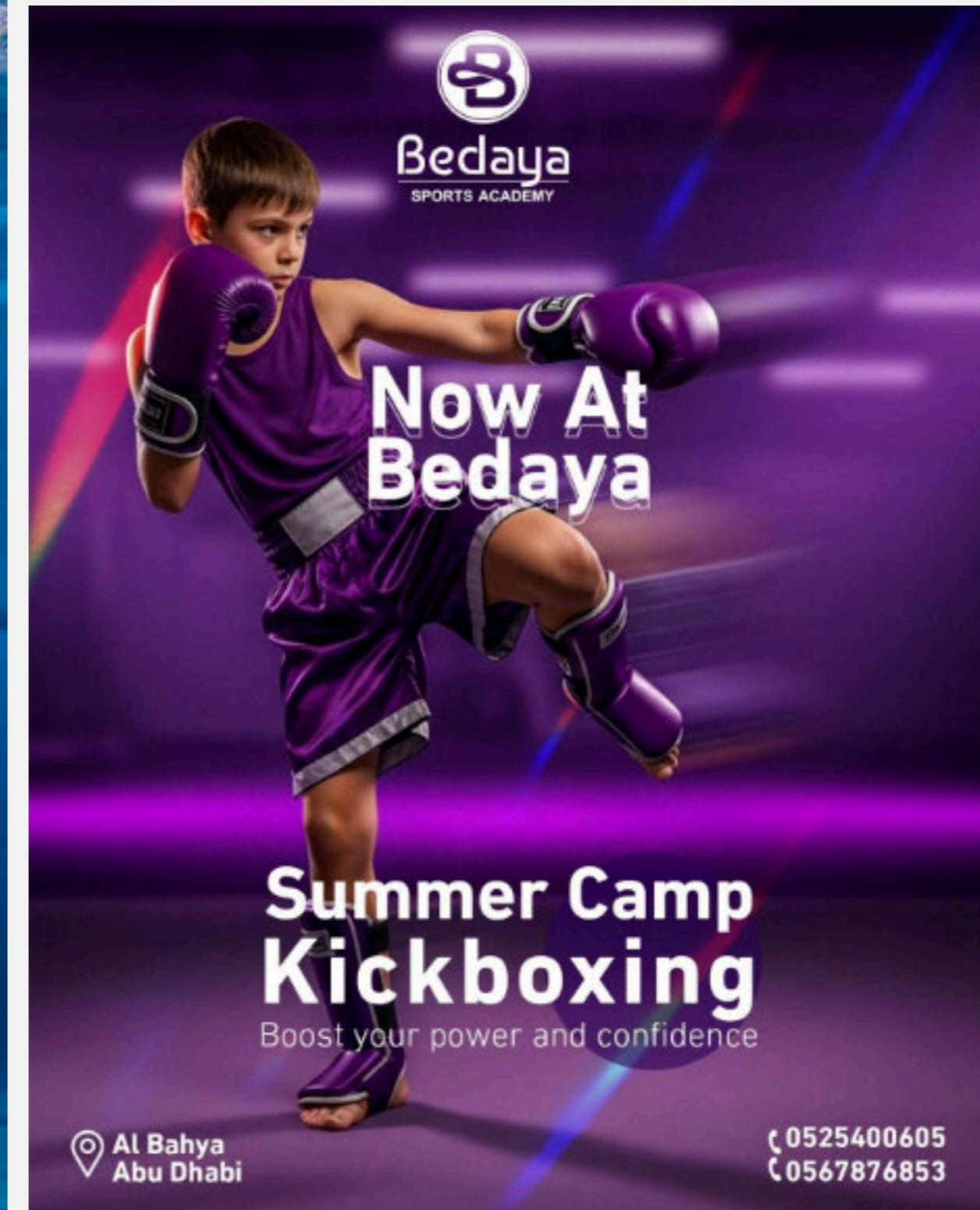
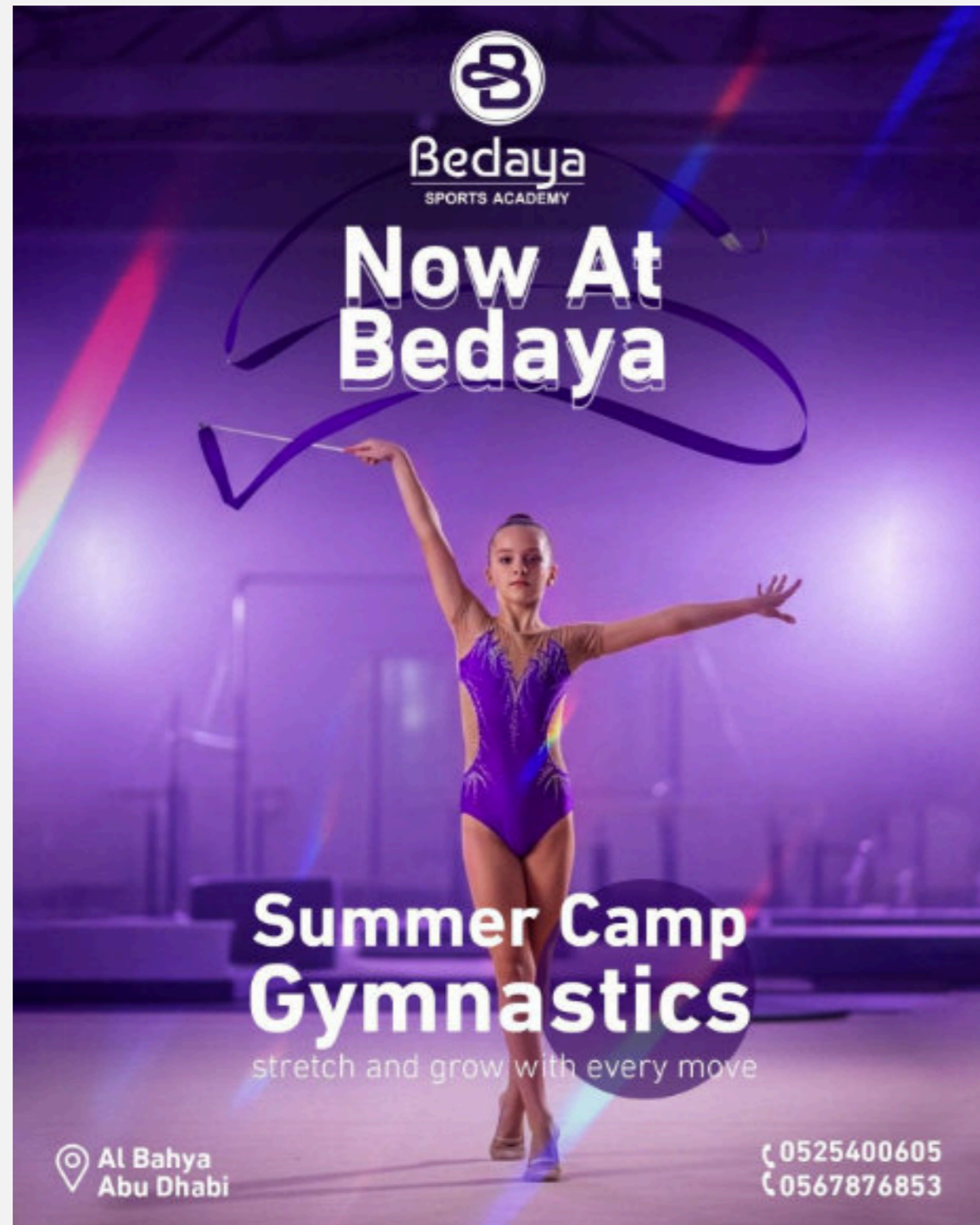


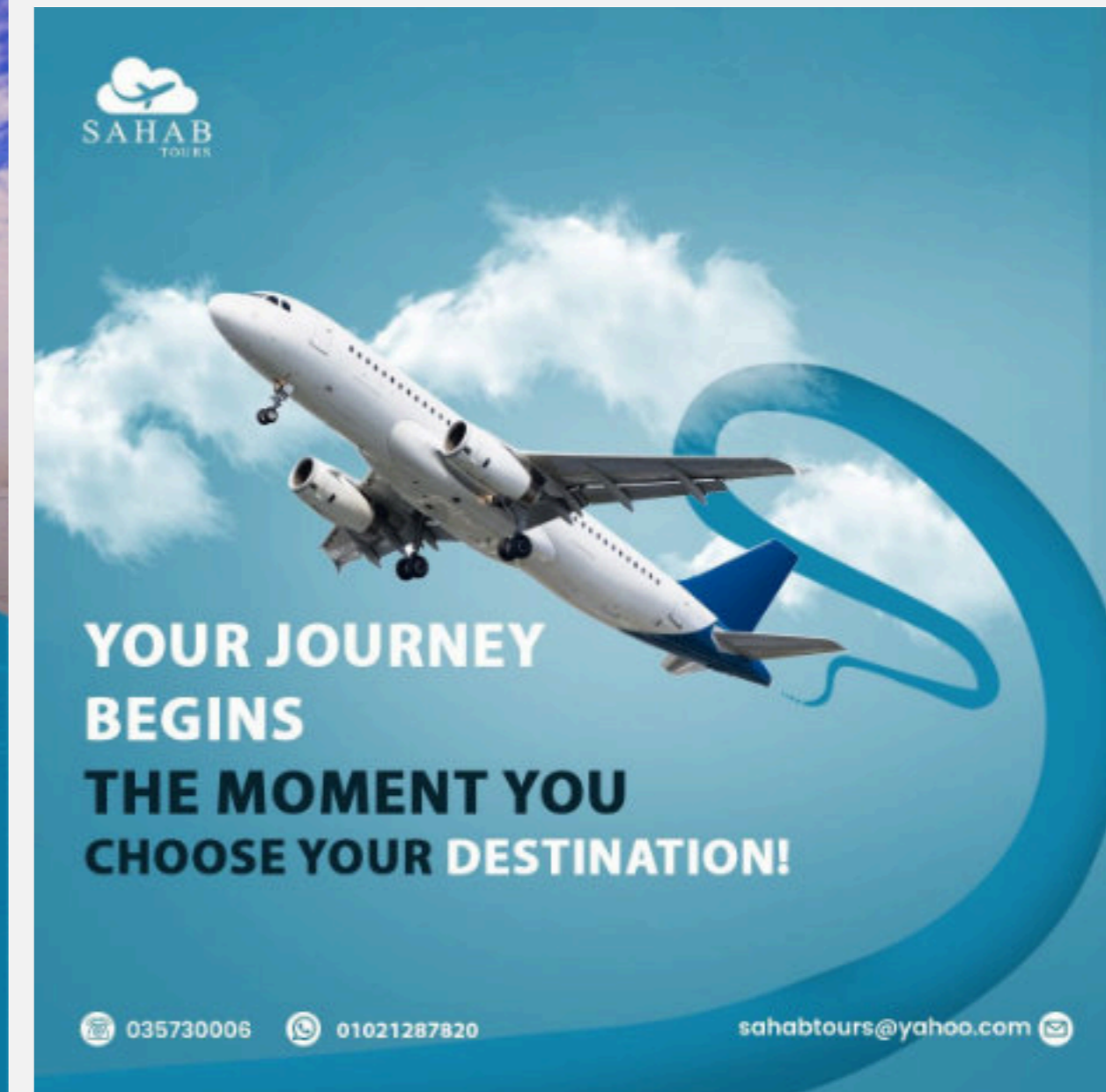
Jun 2025

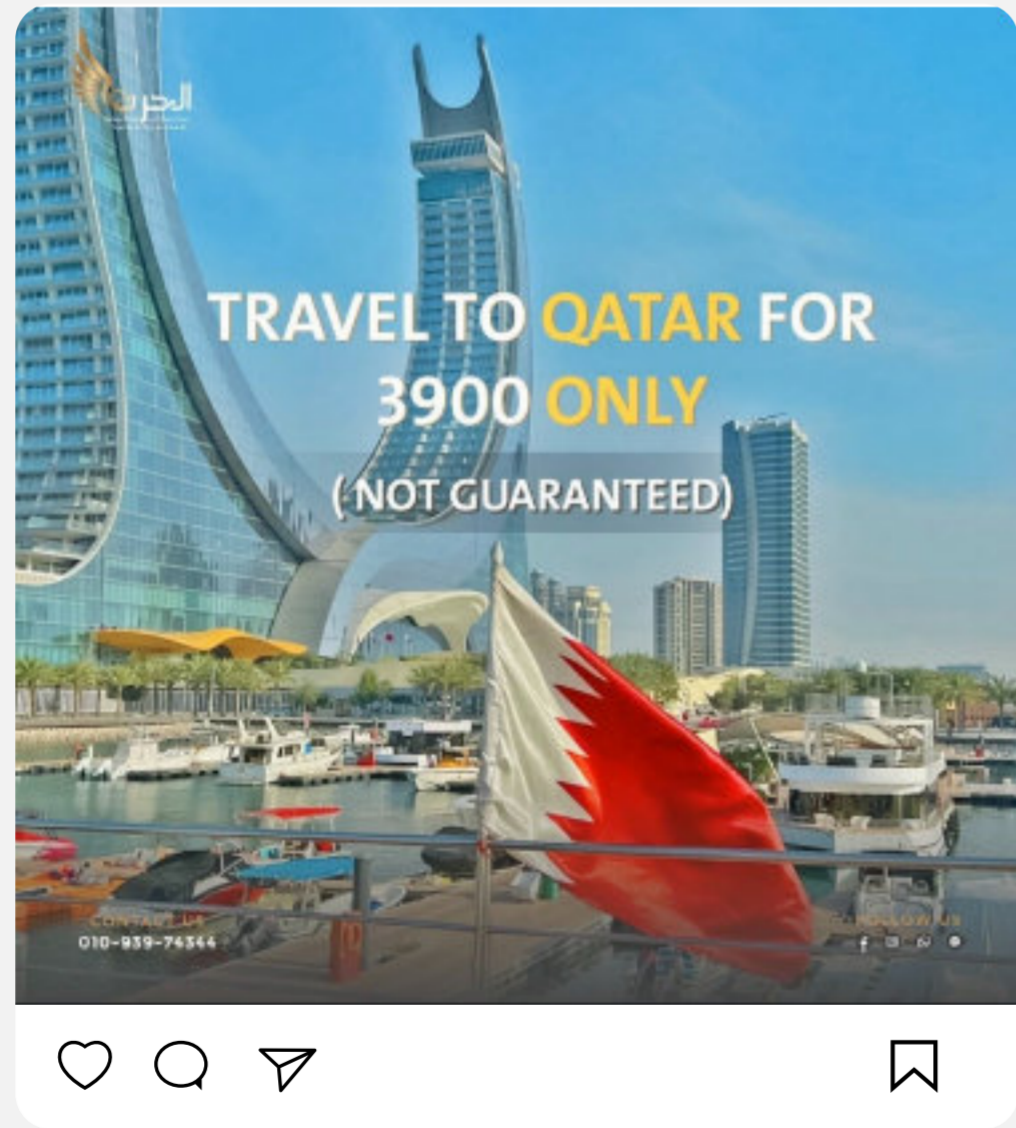
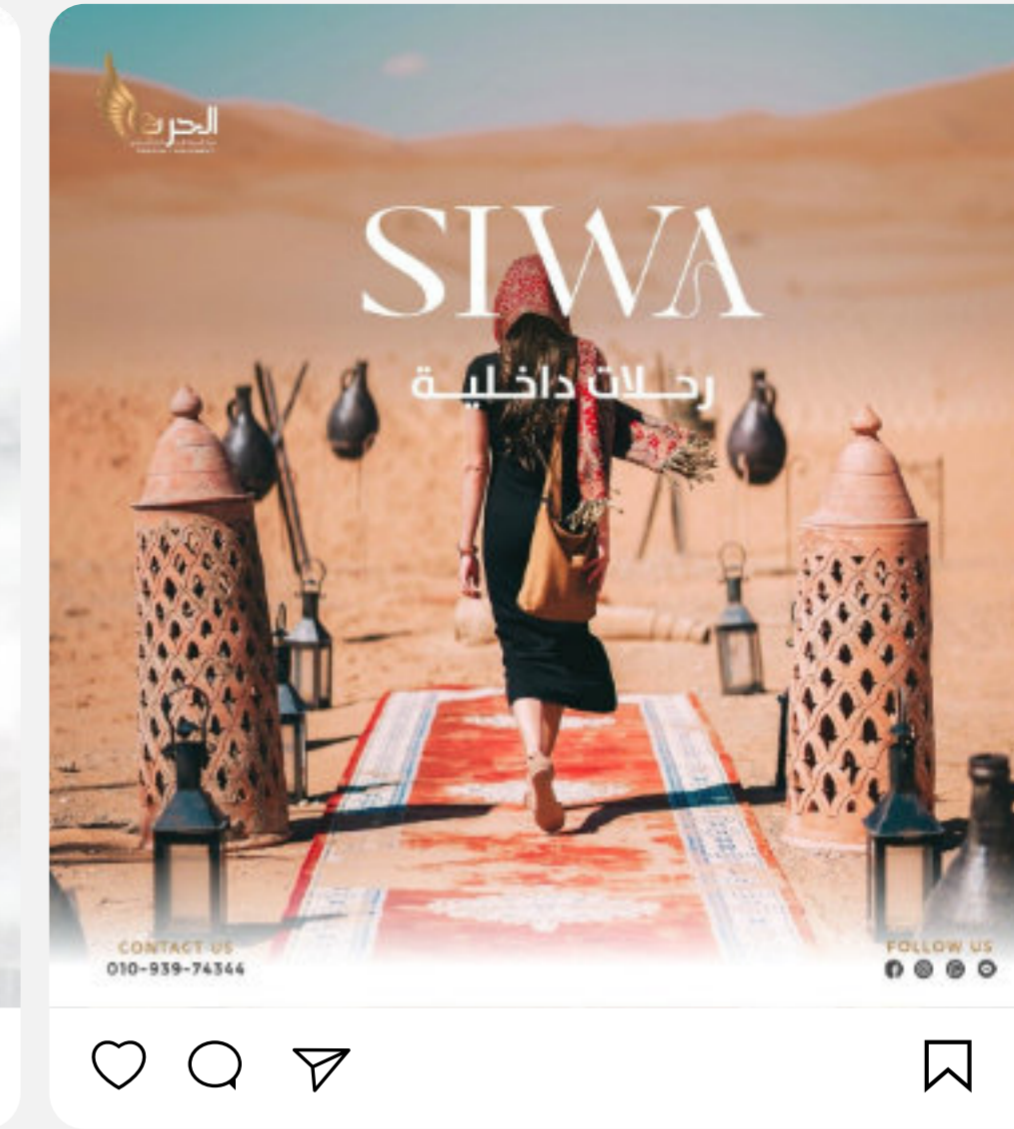


Media Production

U A E







Client: Al Hurreya

Industry: Tourism

Mar 2024

Social Media

E G Y

Case Study

Client: Al Aqtar Travel

Industry: Tourism & Travel



IRQ

Incoming Call



Al Aqtar: Redefining Tourism in Post-War Iraq

Client: Al Aqtar Travel
Agency: Rejected Agency
Industry: Tourism & Travel
Project: Full Brand Identity & Market Entry



The Market Gap

Post-war Iraq saw travel only as a necessity (work/study), handled by basic "Travel Offices." Al Aqtar aimed to introduce the concept of a modern "Tourism Powerhouse."

The Challenge

Was to create a premium visual identity that commands trust and professionalism without alienating customers accustomed to traditional offices.

The "Rejected" Strategy

Engineering Trust

We built the brand from the ground up, focusing on a systematic visual language:

- Total Identity Design: From the core logo to every physical touchpoint, including custom ticket envelopes and business stationery, to create a "Premium Experience" from the first interaction.
- Strategic Positioning: Balanced high-end professional aesthetics with approachable messaging, moving the brand from a "Utility Service" to a "Trusted Travel Partner."
- Omnichannel Presence: Integrated the new identity into social media systems and marketing collateral to ensure a unified brand voice across Iraq.



Engineering a Premium Experience

The objective was never just to design a logo; it was to architect a comprehensive visual system that radiates luxury and unshakeable reliability. We tailored this identity to resonate with an ambitious, upper-middle-class audience (Gen Z and Millennials) traveling for education, career growth, and lifestyle exploration.

The Psychology of the Logo

The Typography: We engineered a custom English typeface that flawlessly blends serif and sans-serif characteristics. This fusion delivers a visual language that balances classic refinement with striking modernity.

The Iconography: A silhouette of bird wings seamlessly emerges from the center of the logotype. It symbolizes absolute freedom, seamless mobility, and the high-end professionalism travelers desperately seek in a recovering market.

alaqtar
القطار للسفر والسياحة

The Visual Language



Color Strategy
 A Premium Palette | Designed to break away from traditional travel offices
 Midnight Voyage: Commands luxury, exclusivity.
 Slate & Cloud: Grounds the brand with a solid.

Global Typography
 We utilized Inter for English and Dubai for Arabic. This pairing ensures perfect bilingual harmony (matching width, weight, and form), projecting the image of a global powerhouse rather than a local startup.

The Brand Pattern
 We developed a precise, geometric motif derived from the core symbol. By applying this consistently across all physical and digital touchpoints, we guaranteed absolute brand consistency.



The Results

Driven by Numbers

Every visual element was strategically engineered to shift the consumer's mindset from "traveling out of necessity" to "experiencing a premium, trusted journey." This cohesive brand architecture directly fueled the rapid acquisition of 50,000+ customers and Alaqtar's nationwide expansion in the first year.

2M+
VIEWS

People reached across social media platforms.

50k

Loyal customers acquired within the first year.

5+

Branches expanded nationwide, including Baghdad.

30+

Major travel regions covered, shifting the mindset to lifestyle tourism.

TRUST-DRIVEN MARKETS

Where credibility isn't optional, it's everything.

Decisions here are slower, more rational, and built on reputation, consistency, and perceived expertise.

- 1- **Medical & Healthcare**
- 2- **Educational Platforms**
- 3- **Professional Services**
- 4- **Real Estate**

Cedar labs is a medical laboratory chain in Assiut giving a high quality medical services with experiences since 1980.



Old logo



New logo

The old identity was having many weak points and lacked professionalism which are negative spots for a large brand, especially a medical brand which depends on trust.

معامل
سیدار
للتحاليل الطبية



The Challenge

Our objective was to comprehensively revitalize the brand's visual identity and communication strategy. This required harmonizing all marketing assets, brand language, and voice to project professionalism and reflect the core values of a brand with over three decades of history.

Executing Cohesive Campaigns

Our work



64

We leveraged the newly established brand identity to launch integrated offline and online campaigns. Executed during the COVID-19 pandemic,

our strategy addressed the global crisis alongside prevalent Egyptian medical concerns to create highly relevant promotions.

Our comprehensive offline rollout included posters, street billboards, pamphlets, flyers, and brochures.

These materials were distributed in tandem with promotional events held at the most prominent social clubs in Assiut, with the

entire initiative backed by a robust social media campaign.



Client: Cedar Labs

Industry: Medical Labs

Jun 2021

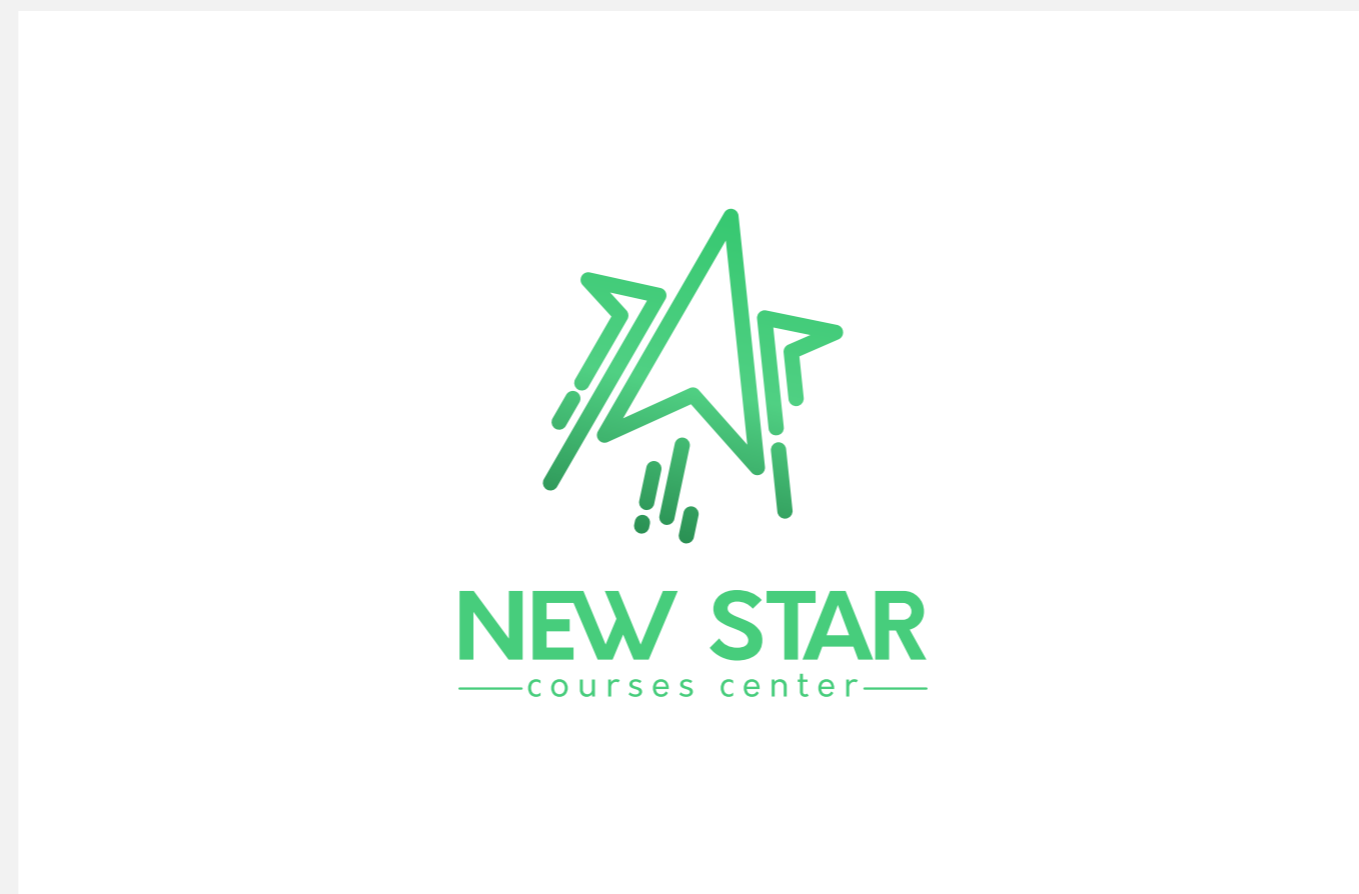
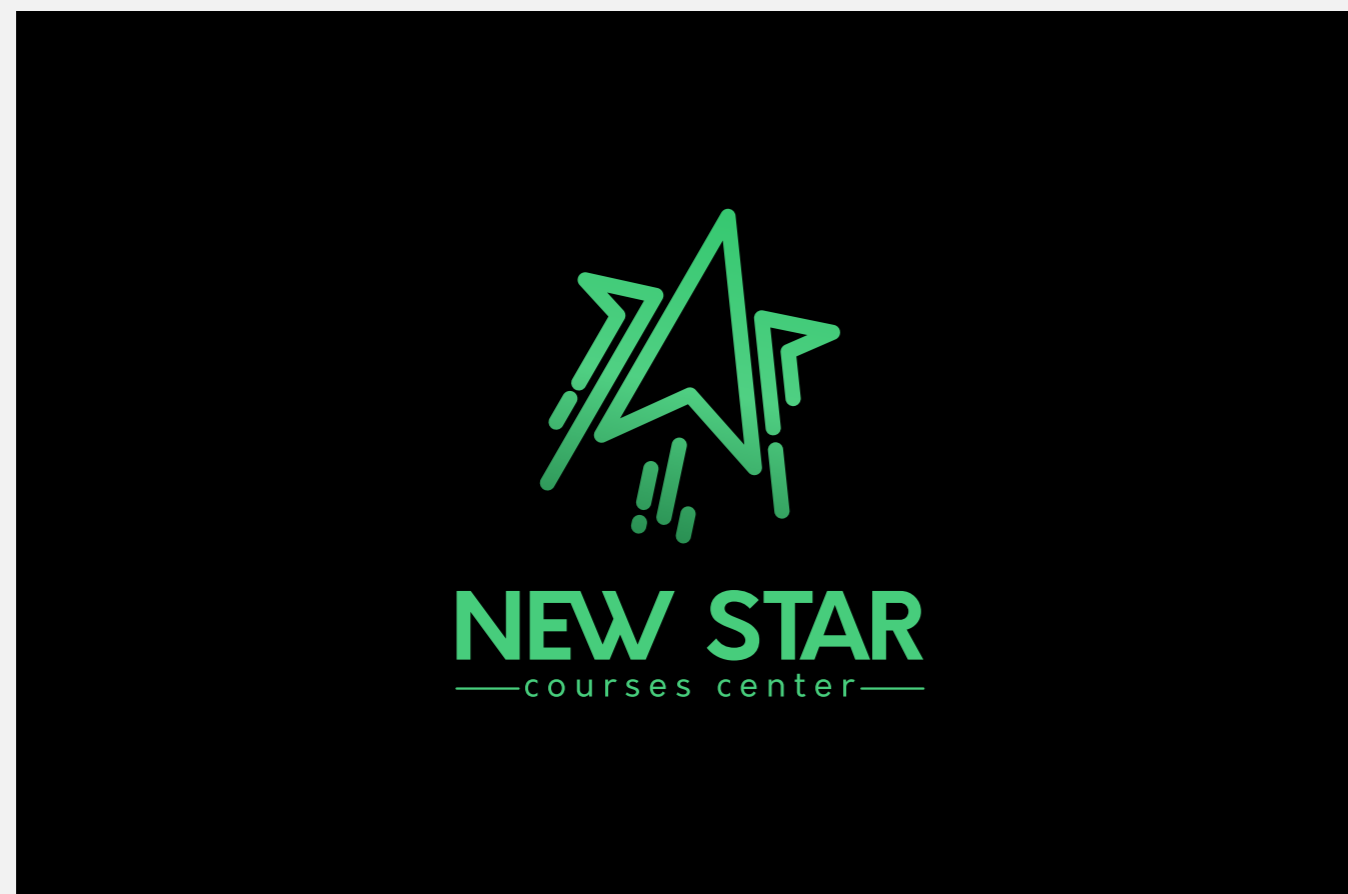
Rebranding

E G Y

NEW STAR

The client wanted to upgrade their existing center with better technology and student tracking. Our strategy was to build a brand that spoke directly to the youth—moving away from boring, standard educational branding to something vibrant, bold, and undeniably Gen Z.

For the logo, we merged a nostalgic symbol of academic achievement, the teacher's star, with a rocket to symbolize forward momentum and technology. We then rolled this 'crazy,' energetic spirit out across every touchpoint, creating a unified visual ecosystem anchored by a highly distinctive custom pattern.



#25884d

#48cd7d

#37c871

Gradient



Engaging Social Media Presence

We crafted stunning social media designs tailored specifically to our Gen Z audience. By swapping a rigid, traditional educational tone for a playful, relatable aesthetic, we fostered genuine connection and maximized engagement with the students.

Rapid Market Recognition & Immediate Enrollment Growth.

The bold visual identity was an immediate success, leading to rapid market recognition and strong growth for the center. While the global COVID-19 pandemic eventually forced the center to halt physical operations, the branding successfully established New Star as a premium, unforgettable presence in the market.



جدول الصف الثالث الثانوي

NEW STAR

ساعة	يوم	المادة	الأستاذ
١٢:٠٠ - ٠٥:٠٠	السبت الخميس	لغة انجليزية	نادر رجب
٠٢:٠٠ - ٠٤:٠٠	السبت الثلاثاء	إيطالي فرنساوي	خالد عبد السلام مسيه شكري
٠٥:٠٠ - ٠٥:٠٠	الأحد السبت	رياضيات فيزياء	حسن إبراهيم أشرف حسام
٠٢:٠٠ - ٠٦:٣٠	الأربعاء الأحد	كيمياء Physics	سامح إبراهيم شريف القاضي
٠٣:٠٠ - ٠٤:٠٠	الخميس الخميس	Physics Chemistry	عمرو عبد العال مروان

Beautifully Crafted Schedules

Case Study

Client: aDispatcher

**Industry: Business Process
Outsourcing (BPO)**



EGY

Standing Out in a \$4 Billion BPO Market

Client: aDispatcher
Agency: Rejected Agency
Industry: Industry: (BPO)
Core Objective: To instantly position a newly established BPO startup as a trusted.



The Challenge

Egypt's BPO sector is a highly competitive, \$4 billion market employing over 300,000 people. Entering this saturated landscape as a newly established startup presents a massive credibility barrier. To secure high-value foreign contracts, specifically targeting USA-based luxury black car services and multinational decision-makers.

Entering A Very Competitive Market

aDispatcher could not afford to look like a beginner. They needed to completely bypass the "amateur startup" phase and project the operational capacity and "professional, win-win, direct" attitude of an established enterprise.

Important To Know

Before Design Know Who Your Are Designing For

Market Size

In 2021, the BPO market in Egypt was valued at approximately USD 4 billion, with a significant portion attributed to call center services.

Employment

The BPO industry in Egypt, including call centers, employs over 300,000 people. A substantial portion of this workforce is engaged in providing services to foreign clients, especially from Europe, the Middle East, and North America.

Clients

Many global companies outsource their customer service, technical support, and other functions to Egyptian call centers.

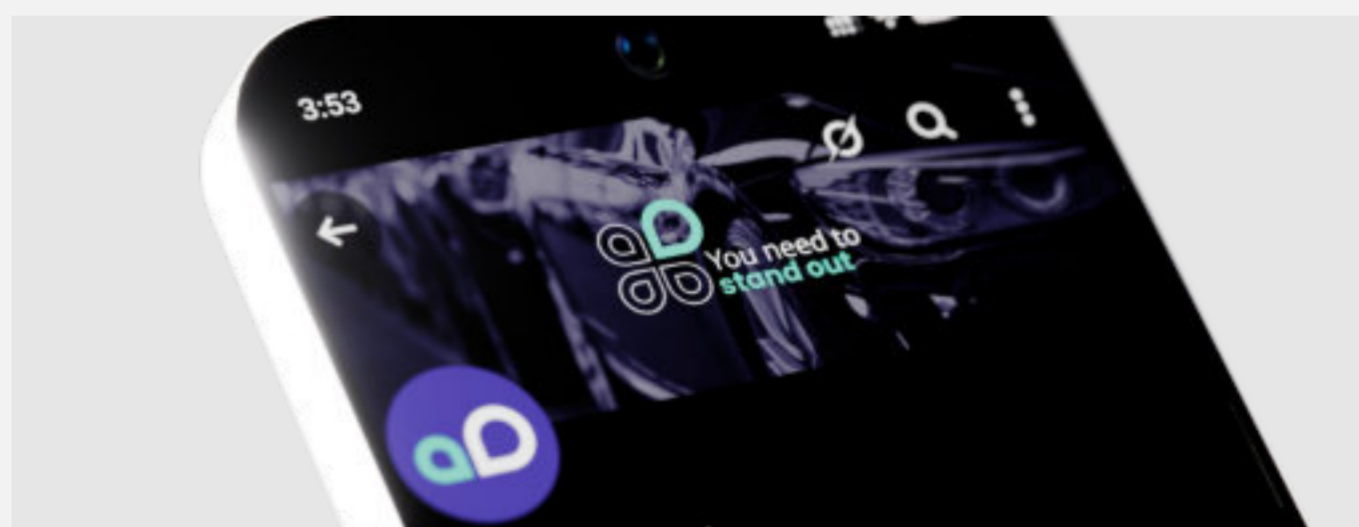
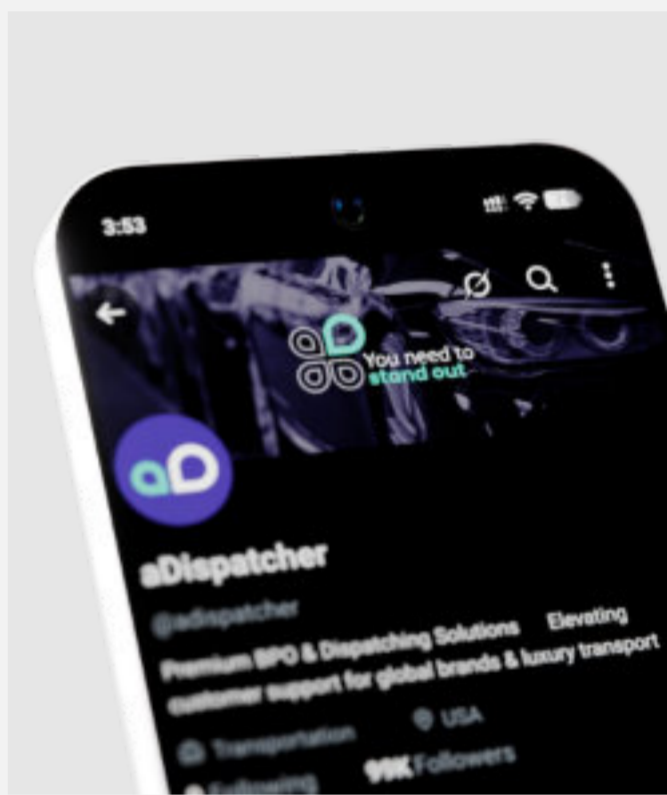
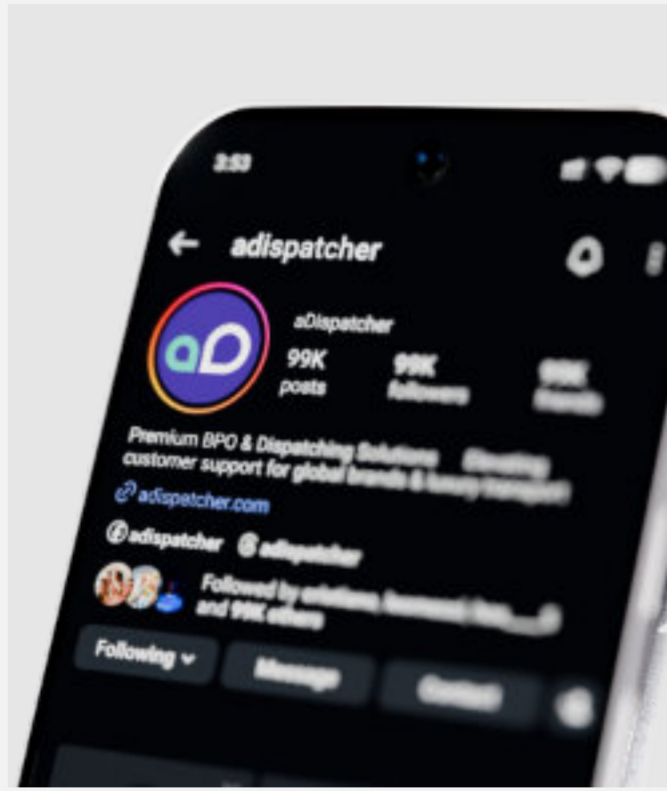
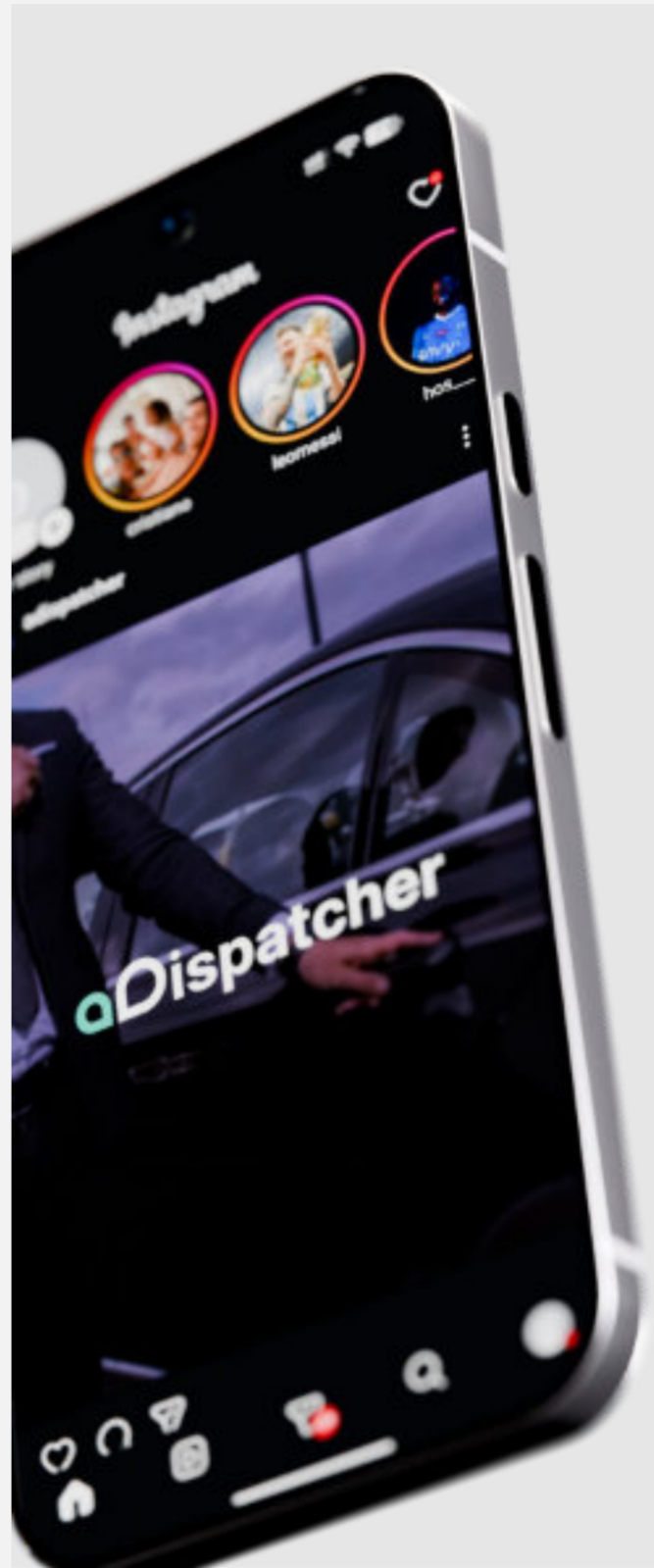
The Strategy: Engineering Instant Authority

We built a minimal, highly strategic brand identity focused entirely on the concept of superior communication:

The Iconography of Conversation: The core logo innovatively shapes the letters "a" and "d" into rounded chat bubbles. This friendly, curved design visually translates to intimacy and a seamless, high-quality call experience.

Engineered for Dominance: We utilized bold strokes to convey corporate boldness. Furthermore, the deliberate difference in size between the "a" and "d" is not just a visual focal point; it strategically communicates that aDispatcher's clients will stand out in their respective markets because of this startup's professional execution.





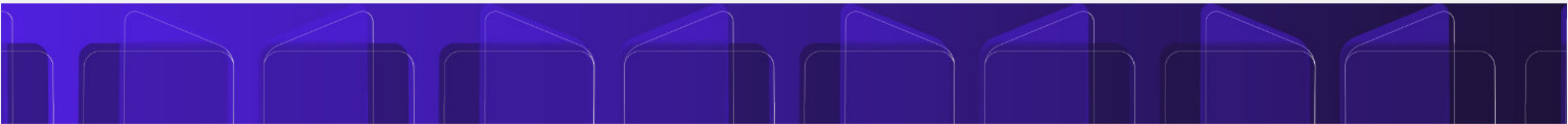
Everything's Starts With A Solid Moodboard

OSOUL is a comprehensive digital platform designed to meet the needs of property managers, owners, tenants, and service providers. The platform aims to streamline financial transactions, contract management, maintenance requests tracking, and provide accurate reports through an intuitive and user-friendly dashboard.



MASTER BRANDMARK

The logo highlights a bit of mystery that arouses the recipient's curiosity to know what is behind the half-open door. This door is a symbol of the asset that opens to smart and advanced management through the Osoul platform.



LOGO VARIATIONS & COLORS



The horizontal logo in full color presentation

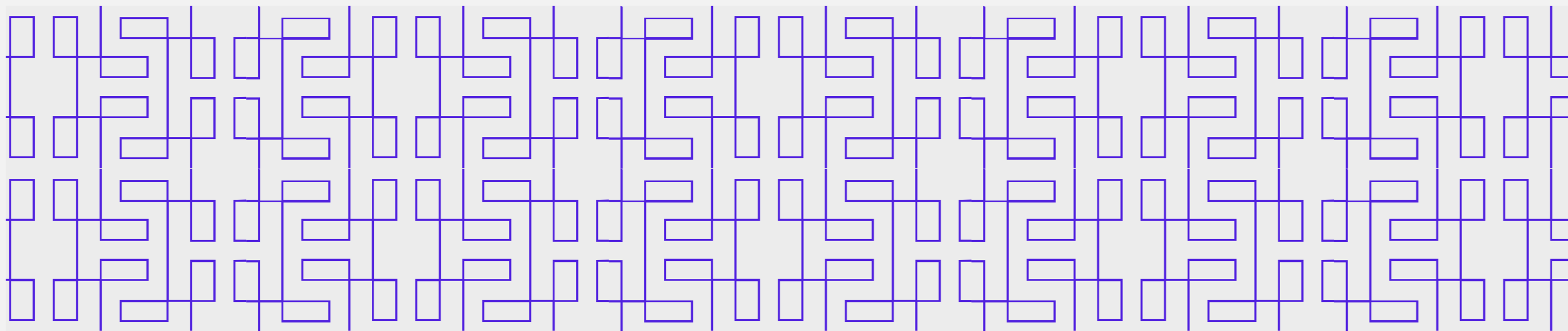
The vertical logo in full color presentation

The horizontal logo in mono-chromatic presentation

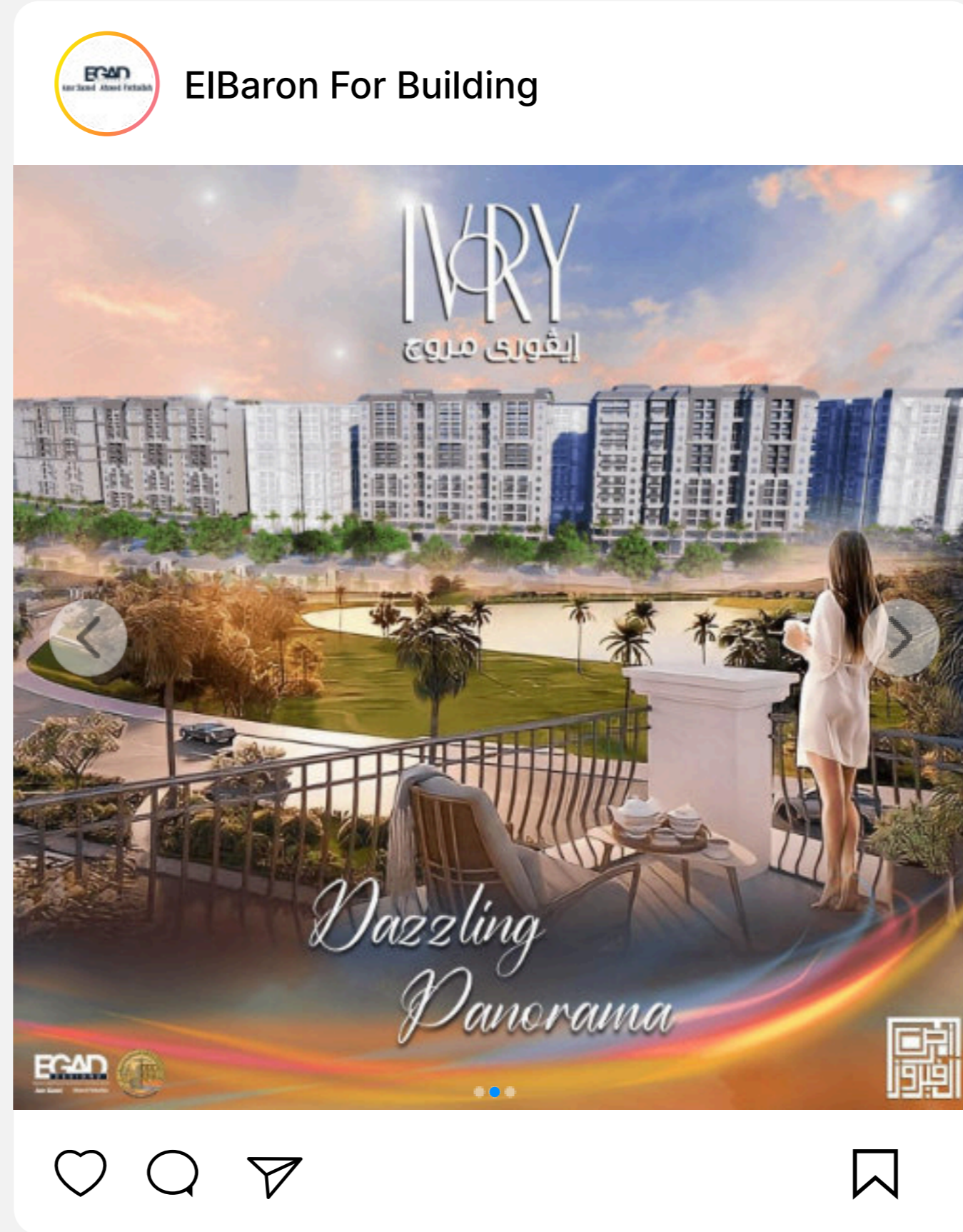


Every Element Speaks

Every element within the brand system works in harmony. By combining dynamic patterns with a vivid color palette, the brand strikes a perfect balance between energetic vitality and genuine authenticity.







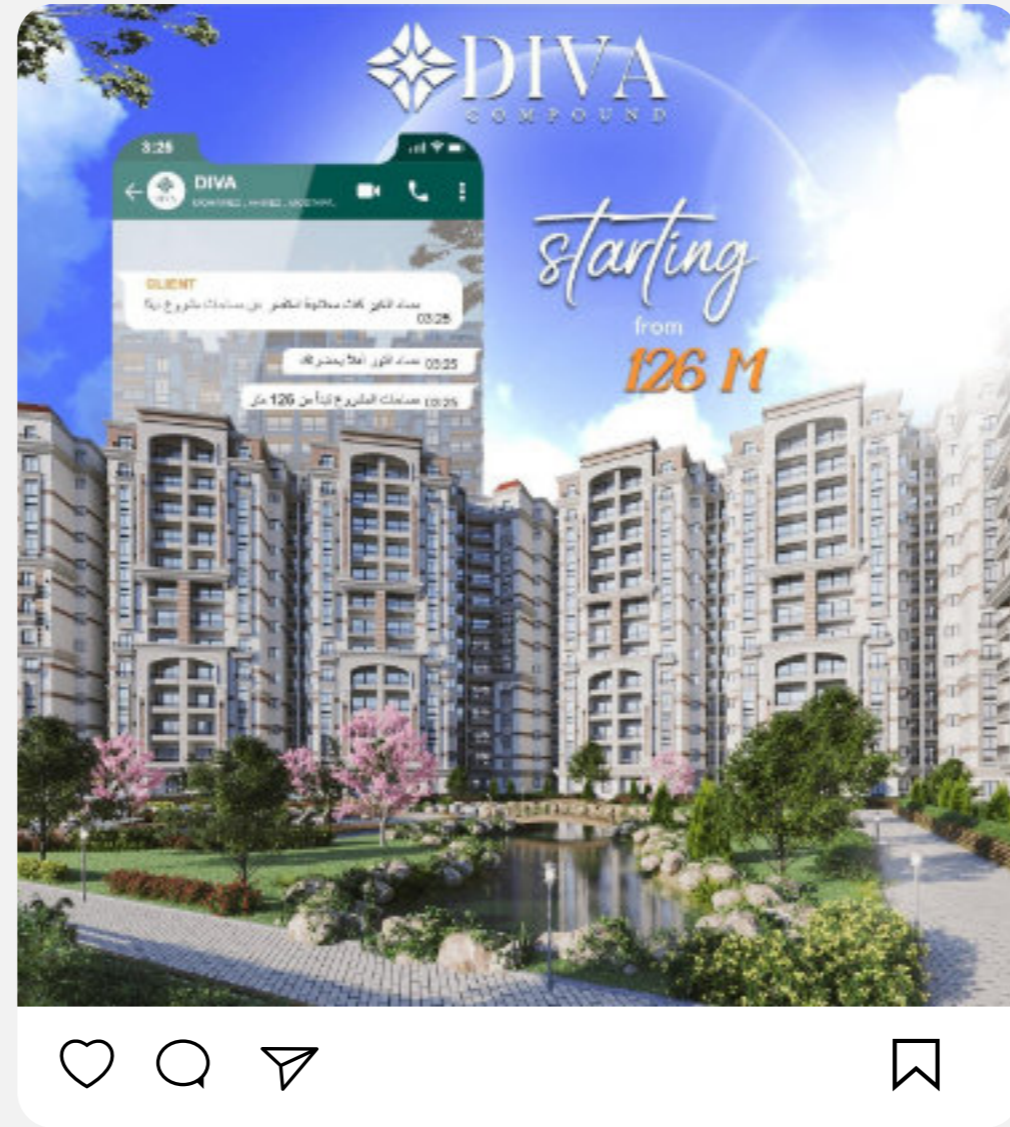
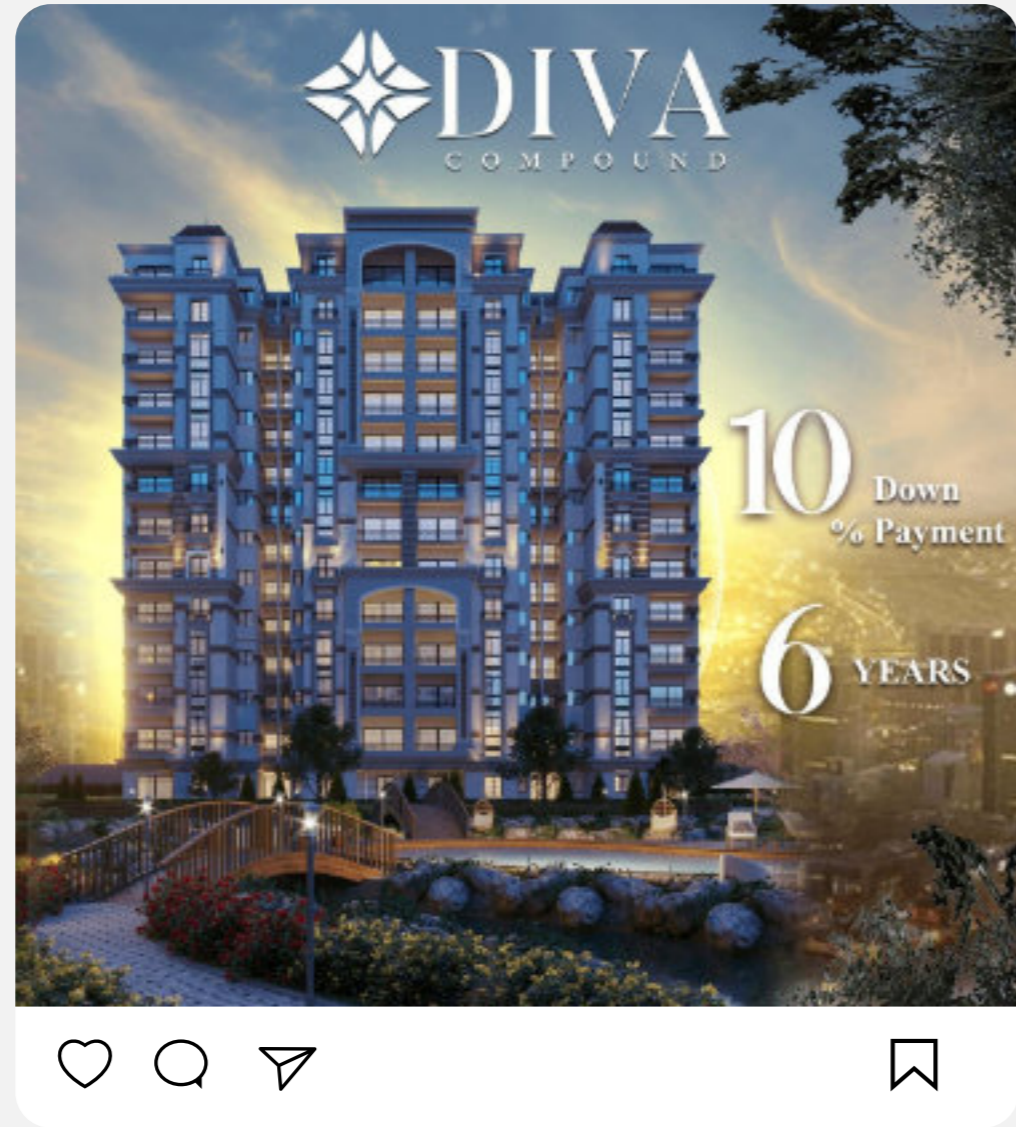
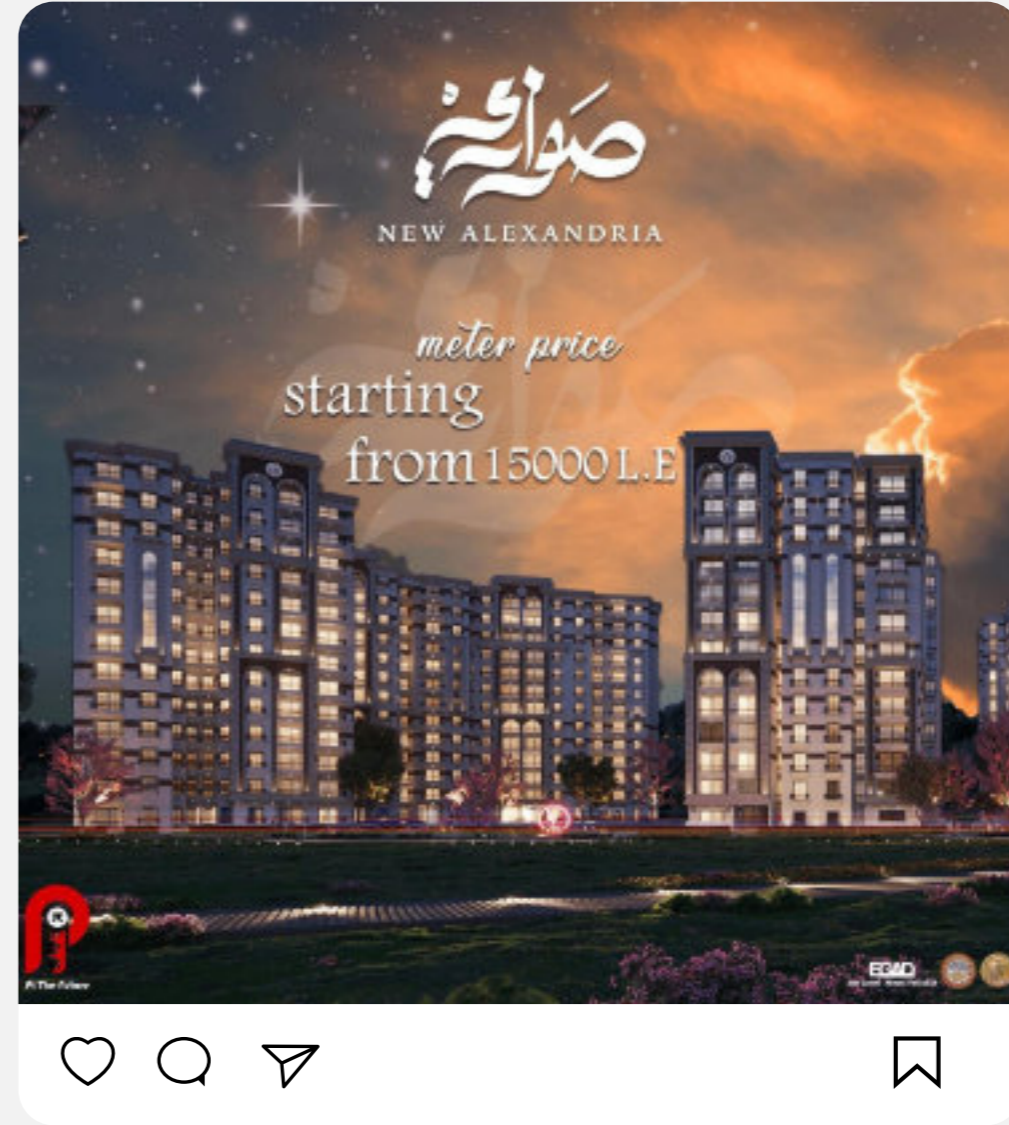
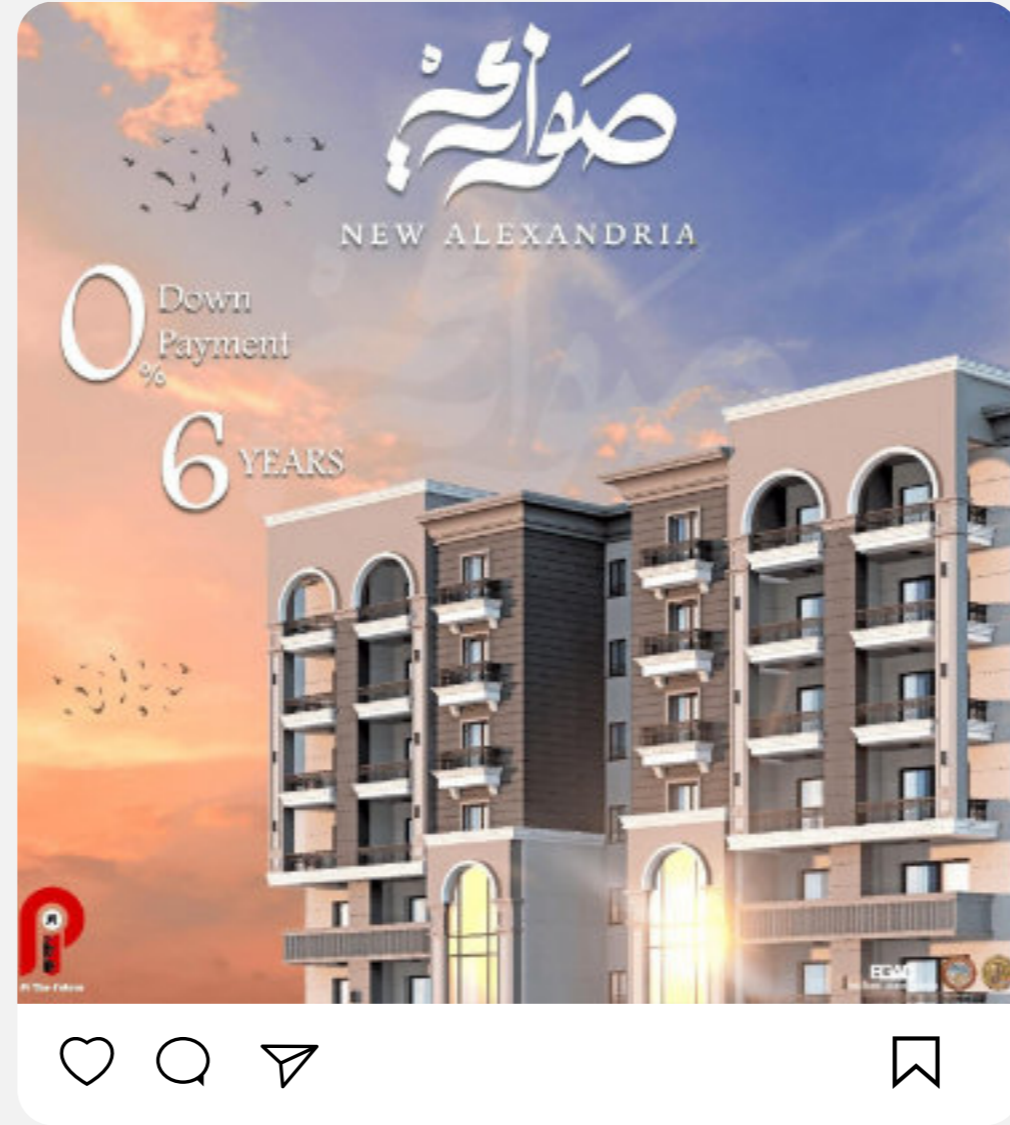
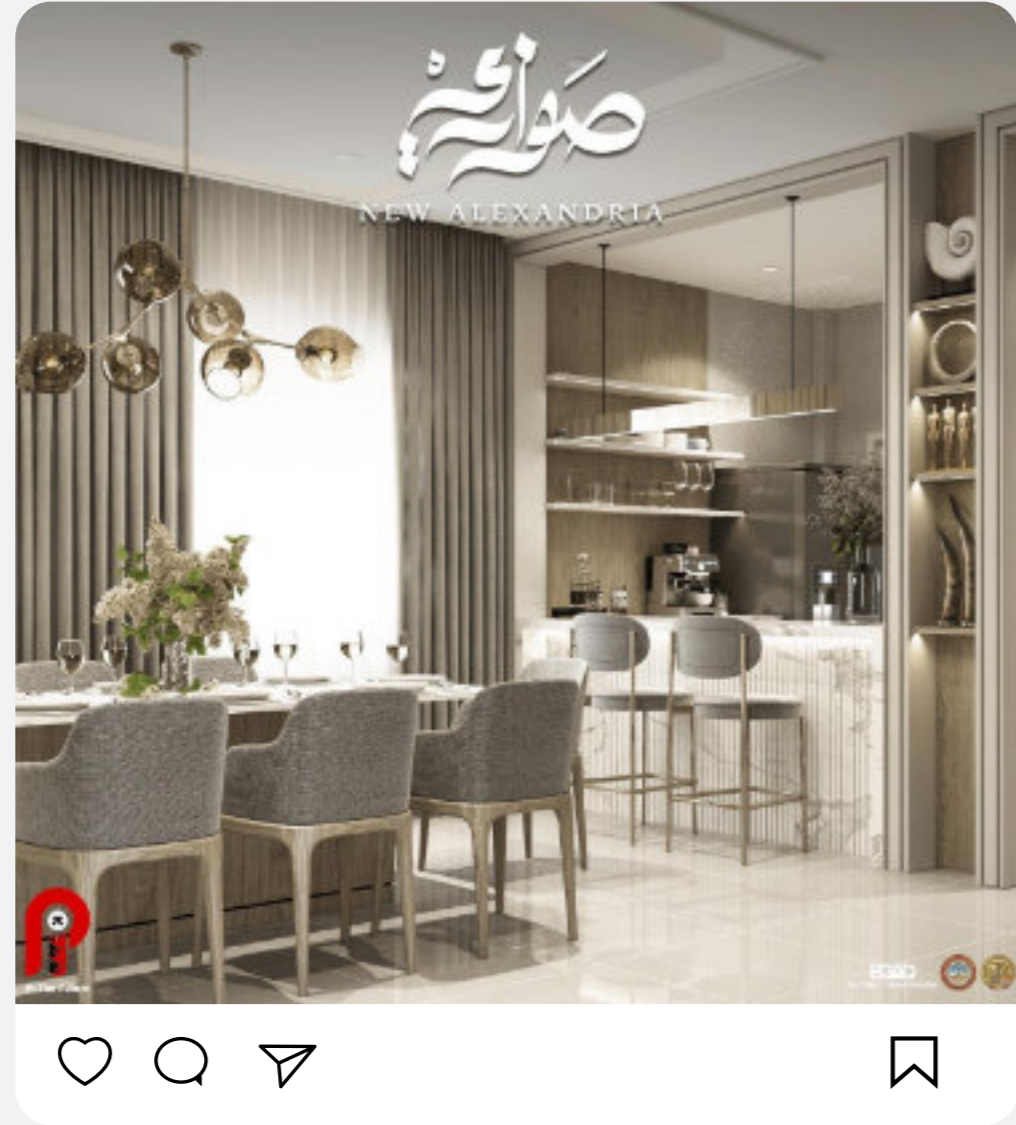
Client: EGAD

Industry: Real Estate

Nov 2023

Social Media

E G Y



PERFORMANCE-DRIVEN MARKETS

Where logic, efficiency, and ROI lead every decision.

These industries demand precision, strong value propositions, and clear competitive advantages.

- 1- **Industrial & Engineering**
- 2- **Manufacturing**
- 3- **B2B**

ALKAFFAS

SAFETY SOLUTIONS

Al Kaffas specializes in construction and industrial safety, providing metal scaffolding, formwork, and comprehensive fire protection systems. From manufacturing and maintenance to advanced suppression technology, we ensure every project meets the highest safety standards to protect your people and property.





The Design Language

We developed four distinct patterns, each featuring a unique color palette to represent the brand's four primary sectors.

This strategic approach ensures the logo functions seamlessly across all divisions simultaneously.



Constructions Sector



Fire Fighting Sector



Site Safety Sector

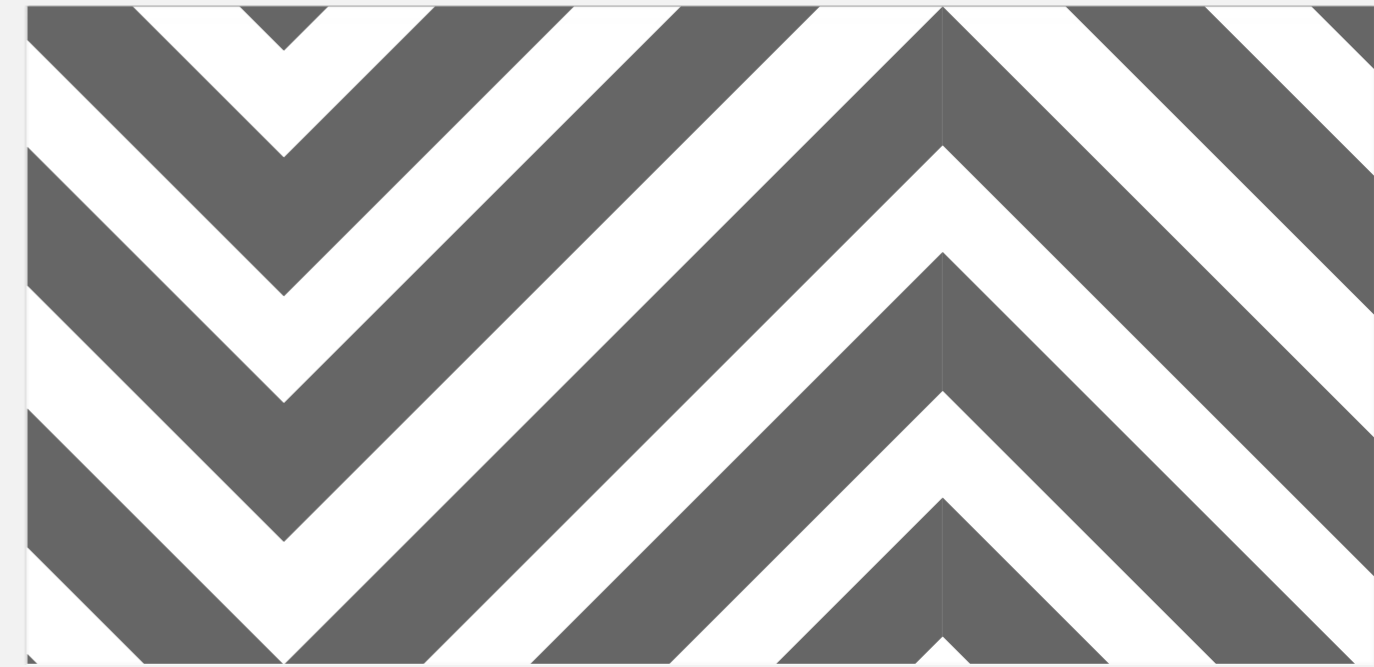
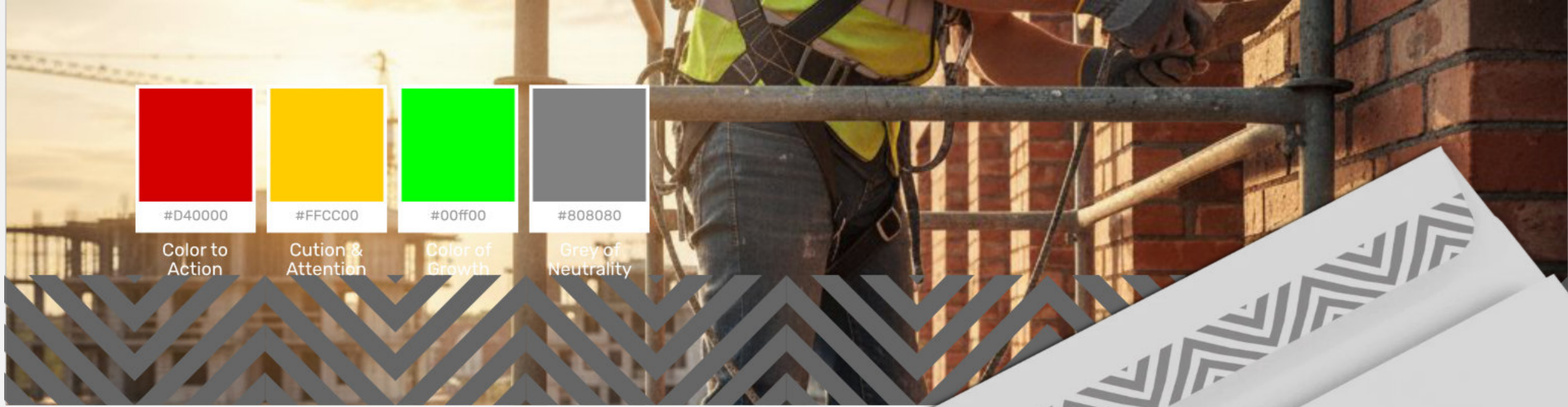


Smart Solutions Sector

Color Pallette

Color plays an important role in defining our brand and if applied consistently across all brand communications.

Our primary color palette comprises 4 single colors:



Client: Alkaffas

Industry: Industrial Safety

Oct 2025

Branding

E G Y

Case Study

Client: 3B

Industry: Constructions



EGY

Boarders For Building and Business: Engineering Dominance In The Construction Sector

Client: Boarders for Building and Business
Agency: Rejected Agency
Industry: Constructions
Core Objective: To engineer dominant branding and sales enablement.



The Challenge

The construction and real estate sector is a ruthless B2B market that rarely trusts newcomers; developers rely heavily on established giants with massive historical portfolios. Boarders for Building and Business needed to enter this aggressive landscape with a brand identity that instantly projected operational weight, unshakeable stability, and premium professionalism.

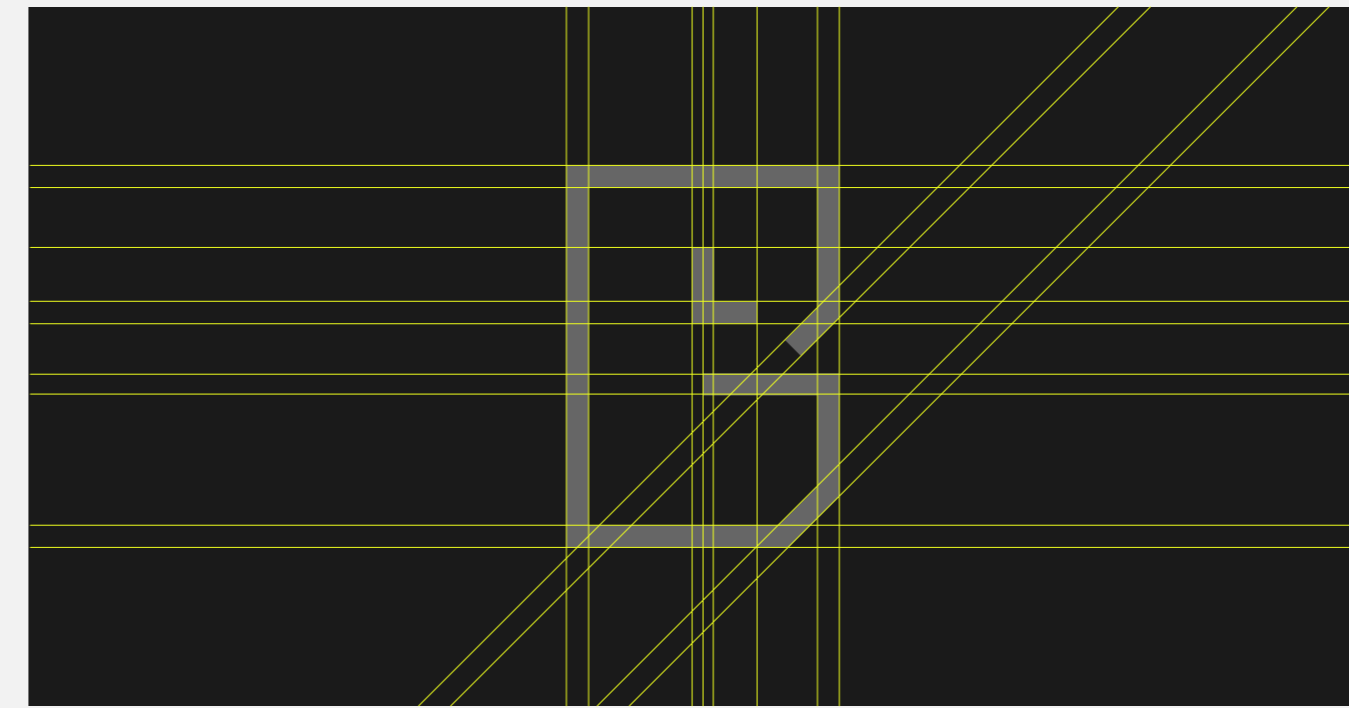
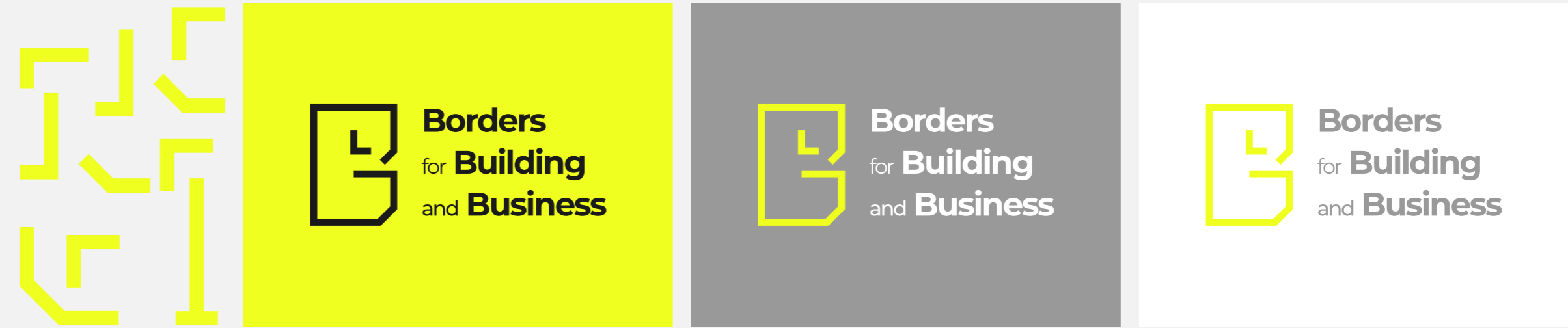
The Strategy:

Visual Weight & Sales Enablement

We didn't just design a logo; we built corporate armor and armed the sales team:

The Visual Authority: We engineered an identity centered entirely on "solidity and dominance." We boldly broke industry norms by introducing a striking phosphoric color, pairing it with massive geometric blocks and sharp, definitive angles. This guaranteed that every print and physical touchpoint projected absolute corporate weight.

Strategic Sales Enablement: We understood that in construction, real marketing happens inside boardrooms. We thoroughly equipped the sales engineers with high-end promotional collateral and trained them on aggressive, high-converting marketing messages, giving them the absolute confidence to negotiate with tier-1 developers.



We Didn't Design A Logo, We Engineered A Solution



The Results

Driven by Numbers

Fueled by an imposing corporate identity and a fully equipped sales force, Borders achieved an explosive first year in the market:

5+

Mega Projects

50+

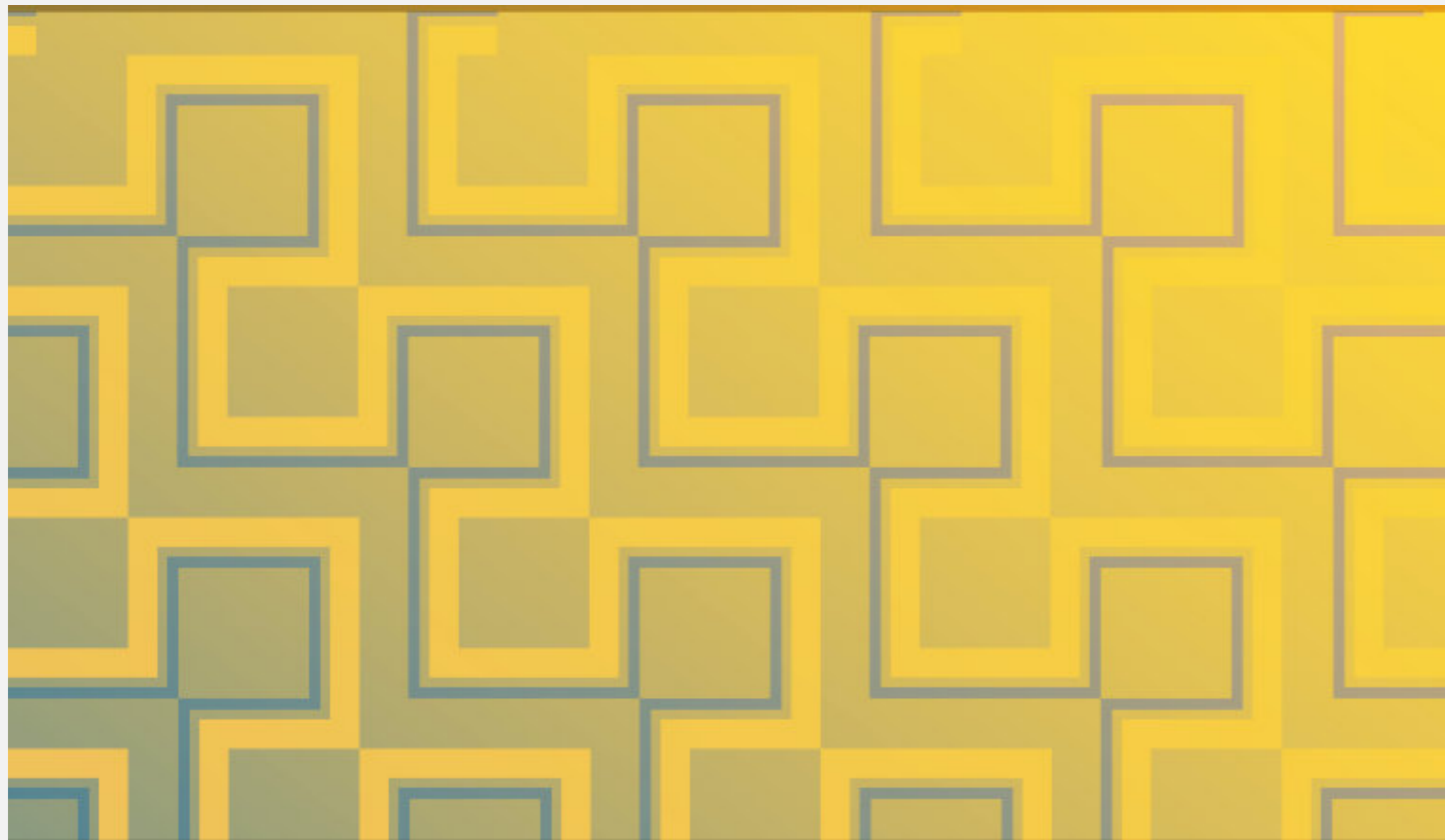
Clients with various sizes

200M+
EGP

Value of contracts in only 12 Months

230%

Capital growth of the company



Technical is an engineering services company that has specialized over the past years in steel construction works and providing cleanroom solutions for pharmaceutical and cosmetics factories. Building on this remarkable track record, the company established a specialized factory for manufacturing steel used in electromechanical contracting and sterile room doors.

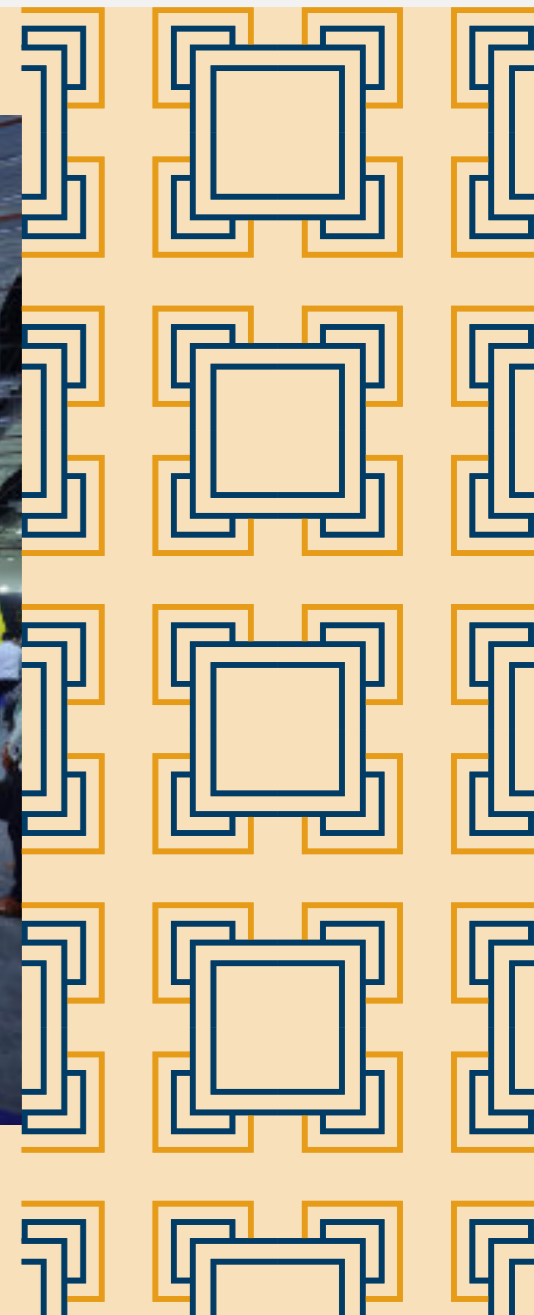
The Logo

The logo fundamentally represents the core essence of Technical's work, which is transforming raw materials into functional objects. The logo embodies strength, reflecting the essential quality needed in this field to shape conditions into functional spaces.



Engineering an Unforgettable Brand Experience: **Technical @ Pharmaconex 2025**

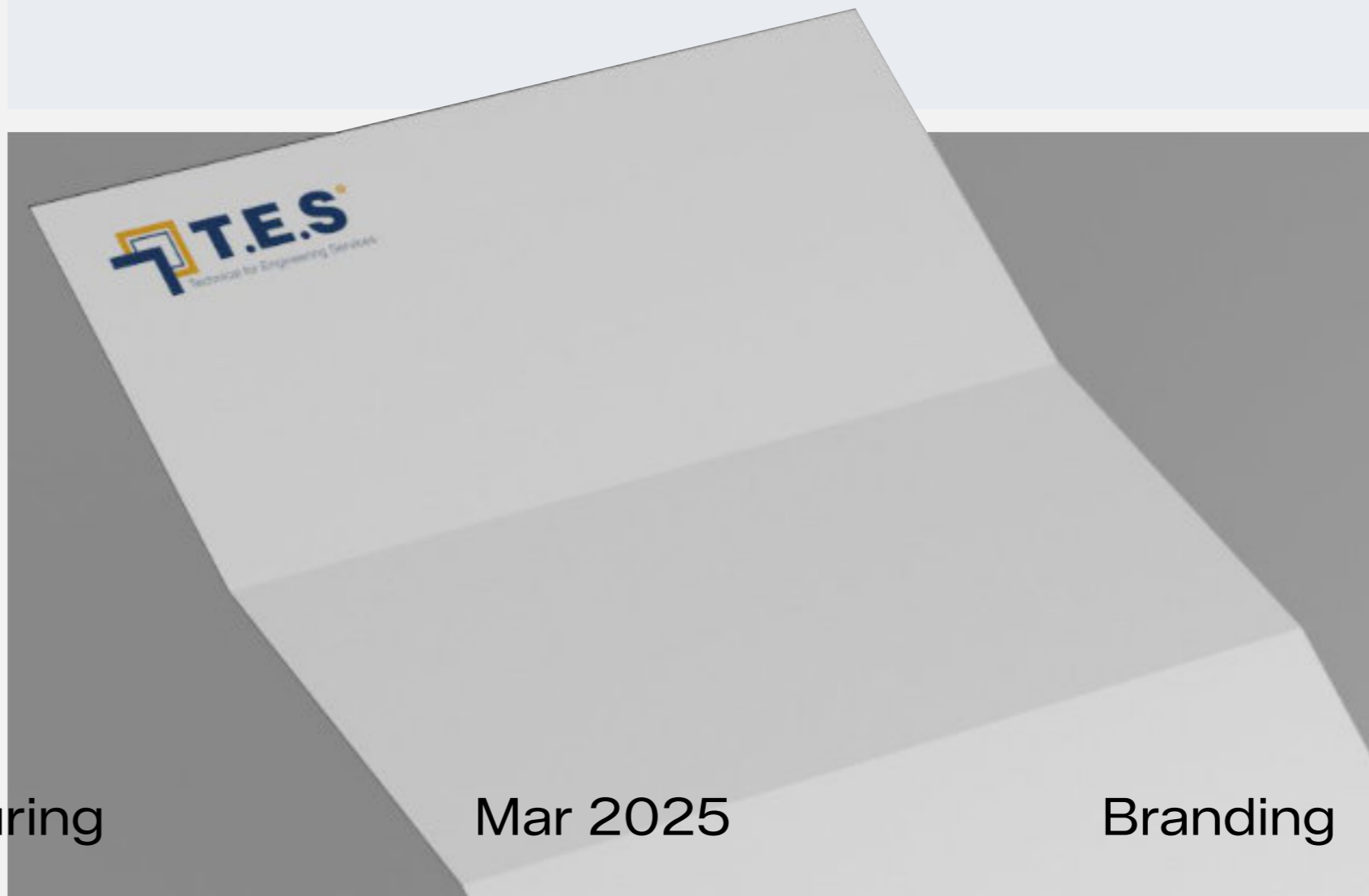
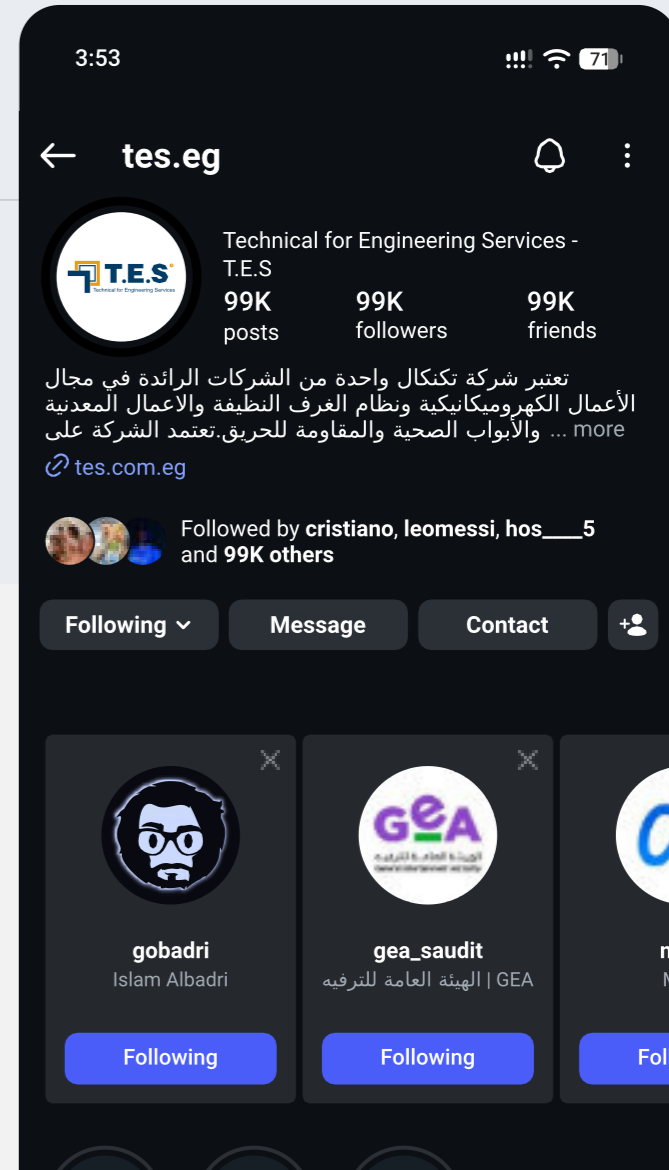
We partnered closely with Technical to elevate their presence at Pharmaconex 2025. Our end-to-end support covered everything from conceptual design to comprehensive media coverage. By developing strategic engagement scenarios, we empowered the sales team to lead immersive visitor tours, creating a lasting brand impression that resonated long after the expo ended.





Technical for Engineering Services - T.E.S
1.1K likes • 1.1K follows

Posts About Reels Photos Videos



Client: T.E.S.

Industry: Steel Manufacturing

Mar 2025

Branding

E G Y

Case Study

Client: Kevano
Industry: Manufacturing



EGY

Kevano: Resilient Crisis Management And Premium Brand Repositioning

Client: Kevano Bathtubs
Agency: Rejected Agency
Industry: Manufacturing
Core Objective: Transforming a local manufacturer into a \$100M+ EGP industry leader.



The Challenge

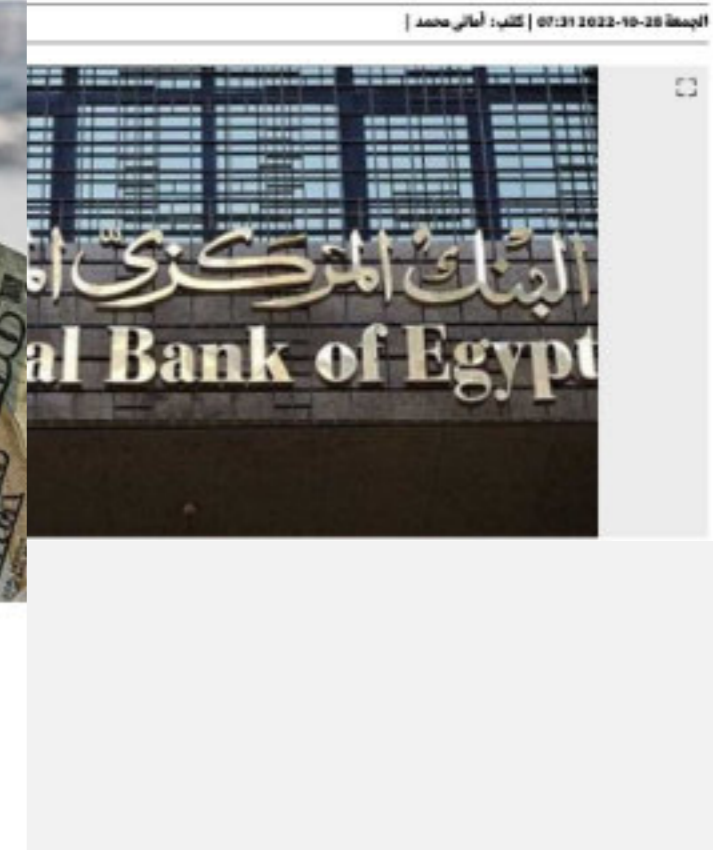
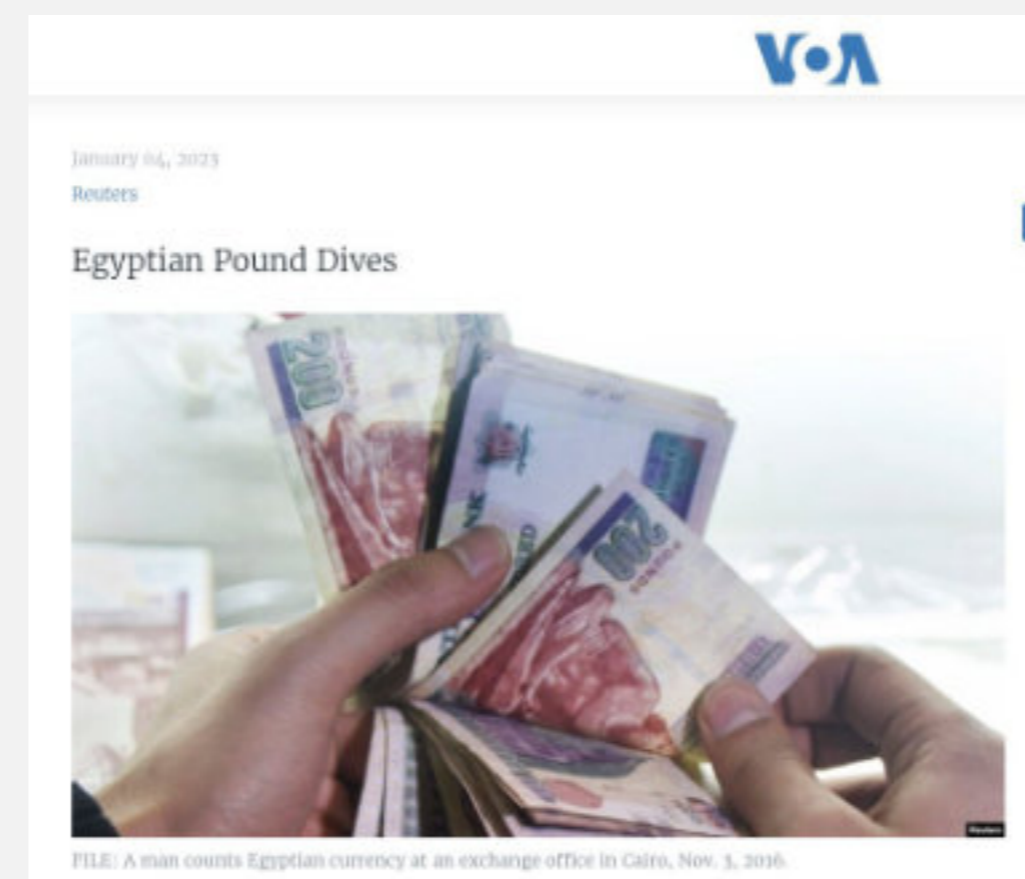
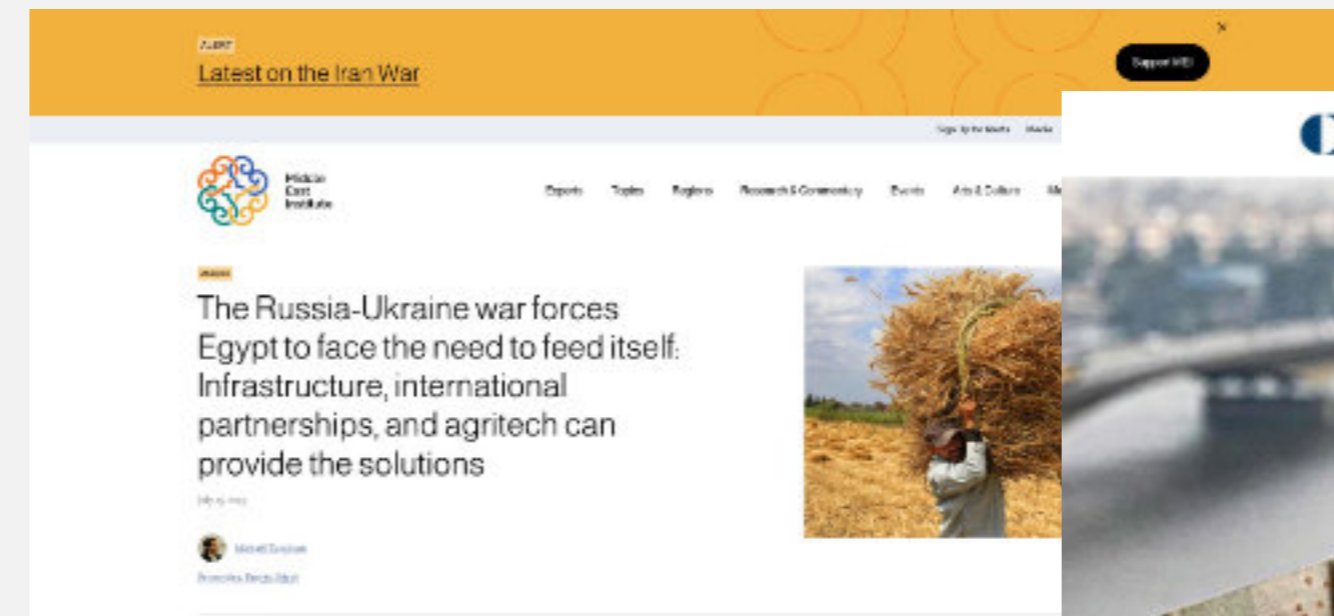
When our partnership with Kevano began, they were a promising but small-scale factory operating out of 6th of October City. Almost immediately, the brand was hit by severe macroeconomic headwinds, including the drastic devaluation of the Egyptian Pound and massive regional economic instability. The immediate challenge was no longer just about gaining market share; it was about sheer survival, protecting profit margins, and preventing the collapse of the supply chain in an unpredictable market.

Phase 1: Crisis Management

Proactive Forecasting & Operational Resilience

To survive the economic turbulence, we had to step beyond traditional marketing and act as comprehensive business growth partners.

- **Predictive Crisis Management:** Instead of reacting to daily market shocks, we engineered proactive forecasting models. We mapped out worst-case economic scenarios and developed preemptive solutions for pricing structures and raw material sourcing.
- **Supply Chain Armor:** By stabilizing their operational narrative and securing strategic communication with suppliers, we ensured that production never halted, allowing Kevano to maintain a competitive edge while competitors struggled to fulfill orders.



Phase 2: Brand Repositioning

From "Local Factory" to "Premium Brand"

Once operational stability was secured, we initiated a massive brand overhaul to scale the company's perceived market value.

- **Total Visual Overhaul:** As the company's capacity grew, we completely redesigned the corporate identity. We shed the "commodity manufacturer" aesthetic and built a brand architecture that radiated luxury, durability, and high-end engineering.
- **World-Class Collateral:** We designed and produced a comprehensive, premium product catalog built to international standards. This ensured that when Kevano's name entered a boardroom, it carried a reputation for uncompromising quality and elite aesthetics.

Analyzing the old logo reveals a snail shell mark symbolizing strength but lacking technical execution.

The outdated logotype follows trends from decades ago, missing modern simplicity and balance. Its Arabic counterpart performs poorly due to a weak font choice and flawed connecting strokes. Overall, the old logo has potential but necessitates substantial refinement to stay relevant. Strategic updates could transform the old logo into a strong, cohesive, and modern brand identity.



What Did We Do?

 **Fix Logomark**

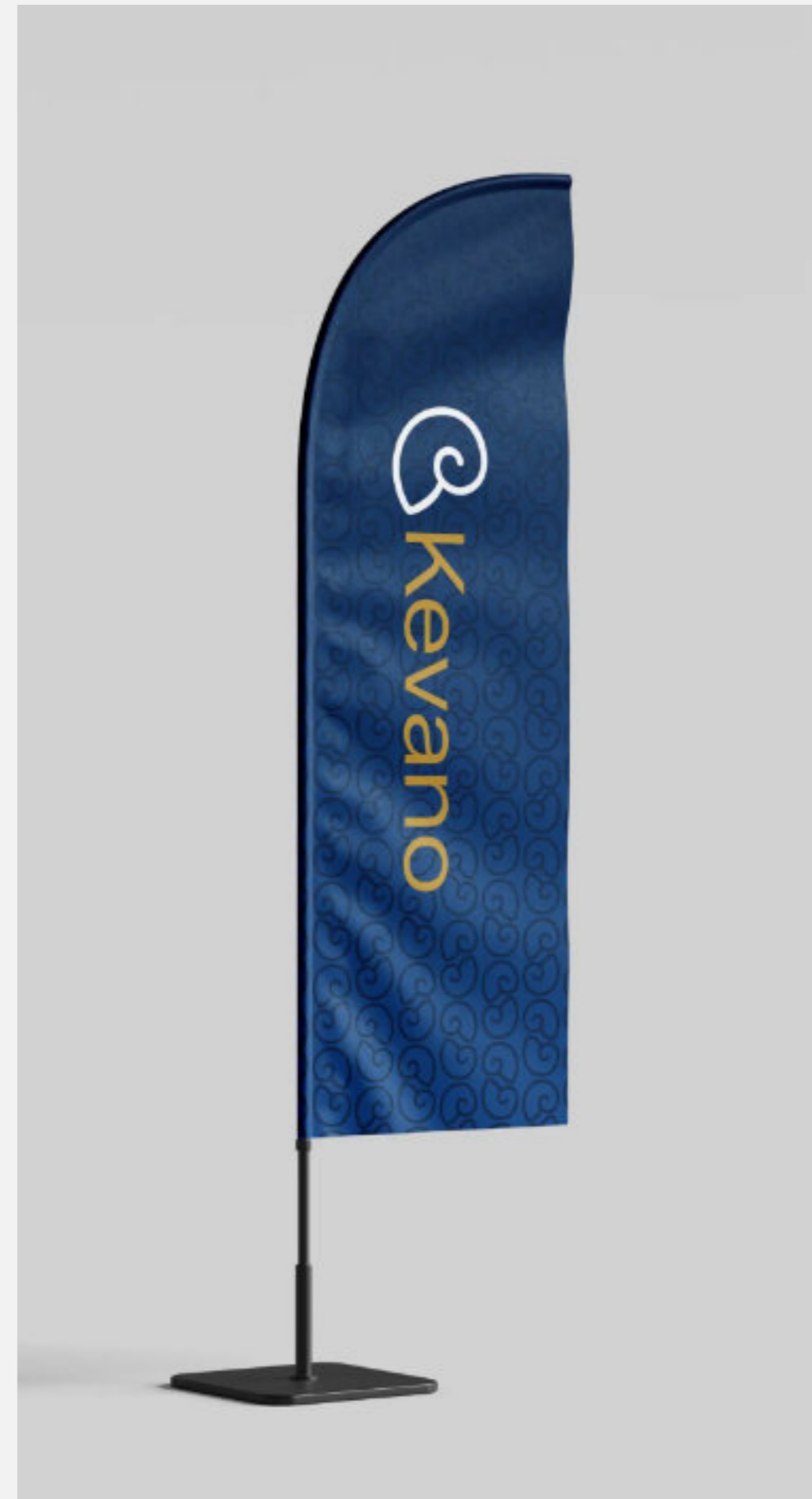
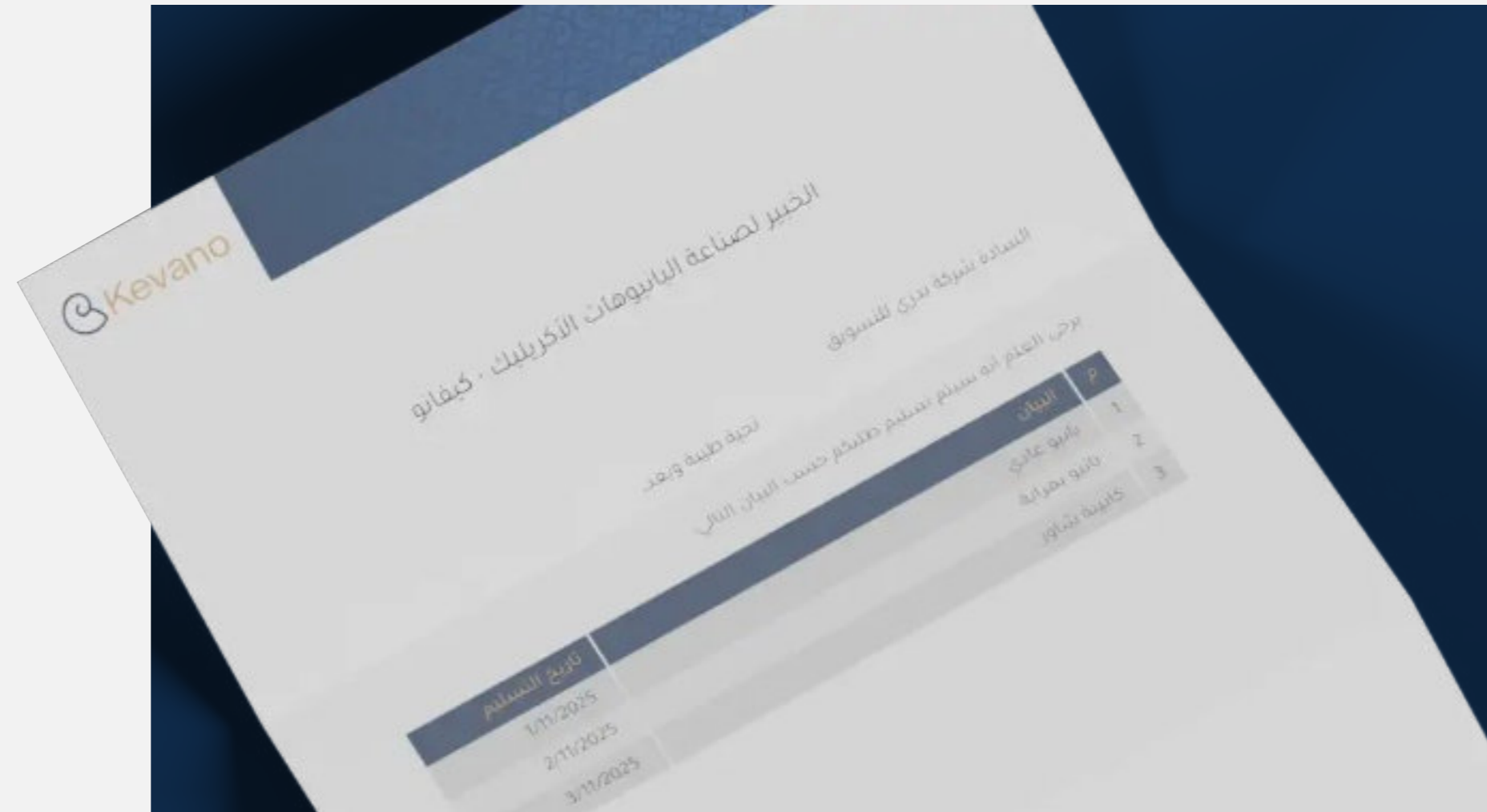
 **Redesigning the Logotype**

 **Build a Brand System**



Refinements to the old logo logomark provide a more balanced, elegant, and visually appealing shell. Updated fonts give the old logo logotype a modern, professional, and corporate appearance.

A refreshed blue and bronze-gold color palette enhances the old logo's sophistication and elegance.



Phase 3: Institutional B2B Penetration

Targeting the Titans

A premium brand identity requires a premium sales channel. We shifted the primary marketing focus toward the most critical decision-makers in the construction sector: Engineering Consultants.

- **Strategic Approvals:** We aligned Kevano's marketing and technical documentation to meet the rigorous standards required by top-tier consultants.
- **Project Integration:** By successfully securing these official consultant approvals, we transformed Kevano from a retail-dependent factory into a primary, trusted supplier for major corporate and national mega-projects, guaranteeing massive, high-volume B2B contracts.



The Results

Driven by Numbers

By turning an economic crisis into a strategic advantage, Kevano achieved monumental growth within just two years

20+

Highly engineered acrylic bathtub designs added to the scaled product portfolio.

100M+
EGP

Surpassed in annual sales.

500m²

New, fully-owned manufacturing facility acquired in Beni Suef to multiply production capacity.



In a globalized economy, the most powerful brands are those that can speak to multiple audiences simultaneously without losing their voice. We are proud to present LoadX, a premium brand identity concept that masterfully bridges the gap between English and Arabic typography through a stroke of design genius. This isn't just a logo; it is a visual solution for a business ready to dominate the MENA (Middle East & North Africa) and global markets.

The core brilliance of this design lies in the central, bright orange "X". In the world of typography, merging Latin (Left-to-Right) and Arabic (Right-to-Left) scripts is notoriously difficult. Usually, they are stacked or separated. LoadX defies this convention.

The Convergence Point: The "X" acts as a shared pivot point. It serves as the ending of the English word "load" and the phonetic bridge for the Arabic script "لود" (LoadX).

The Visual Anchor: By rendering the X in a vibrant Safety Orange, the eye is immediately drawn to the center. It creates a focal point that represents connection, exchange, and multiplication.

Modern Fluidity: The design creates a seamless flow. It reads naturally for English speakers from the left and Arabic speakers from the right, meeting perfectly in the middle.



loadx

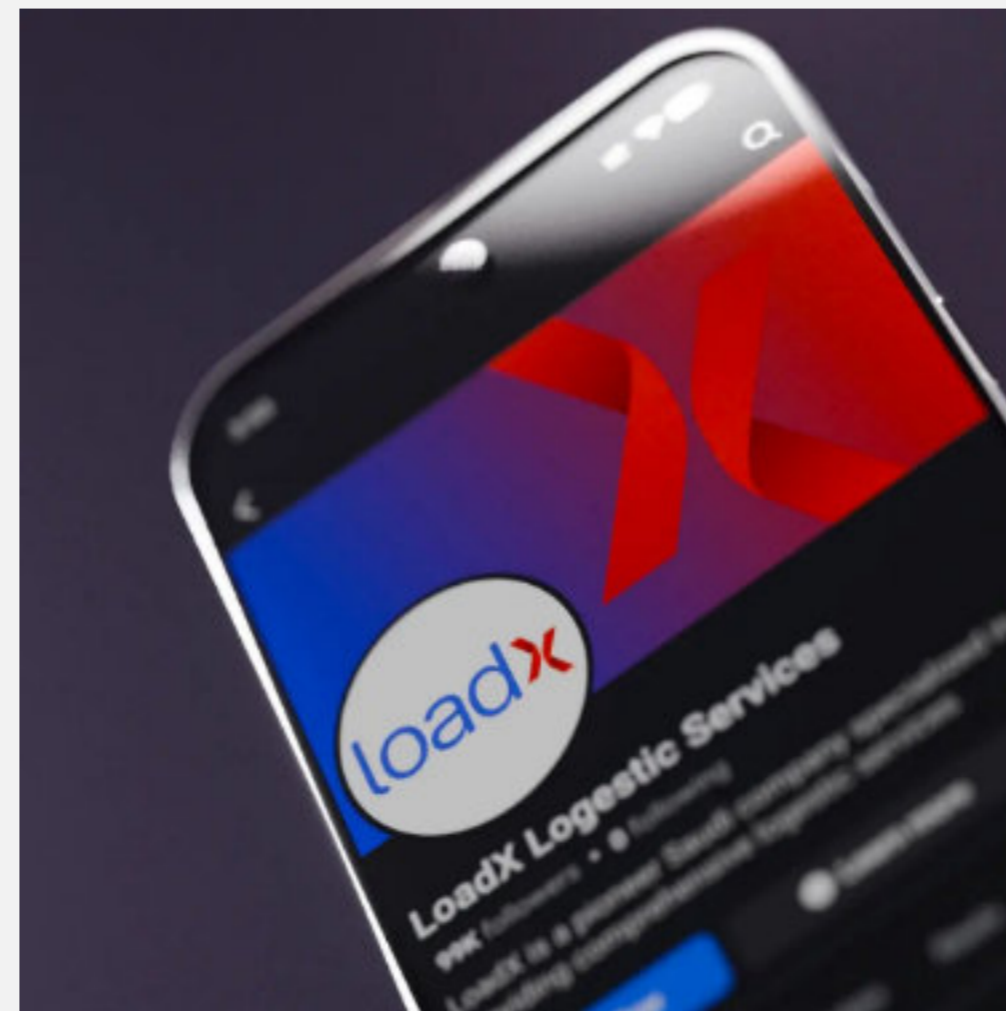
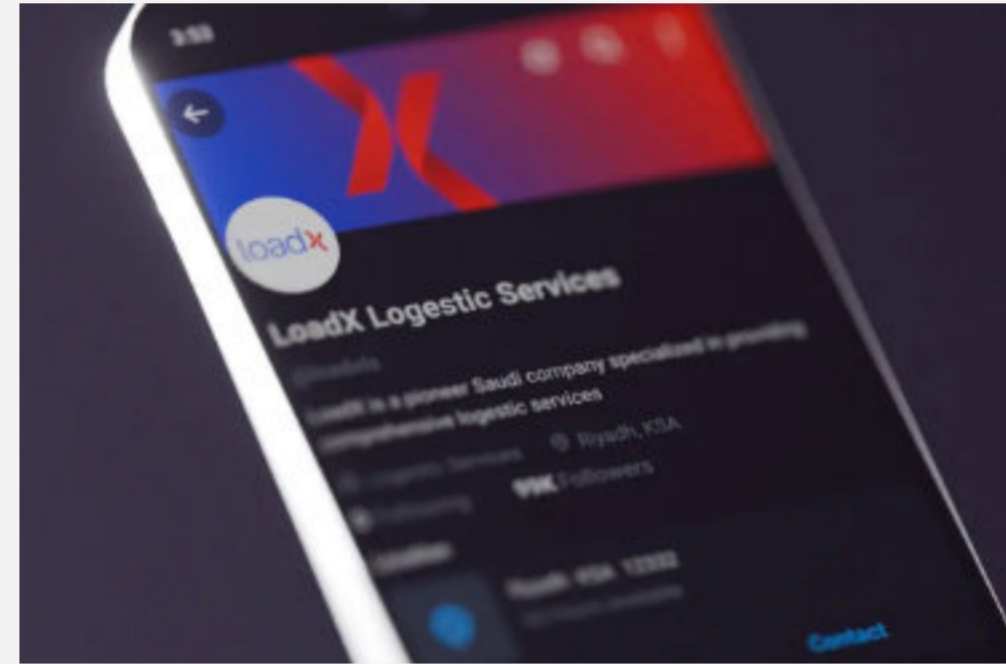
loadx لوجستك

لوجستك x

Action/Fast

Trust/Clearness

Bold/Authentic



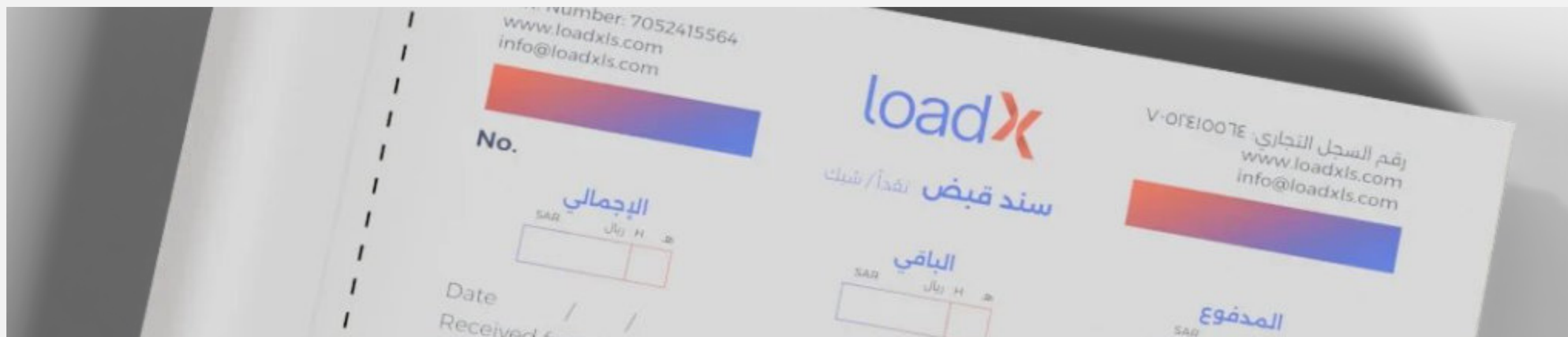
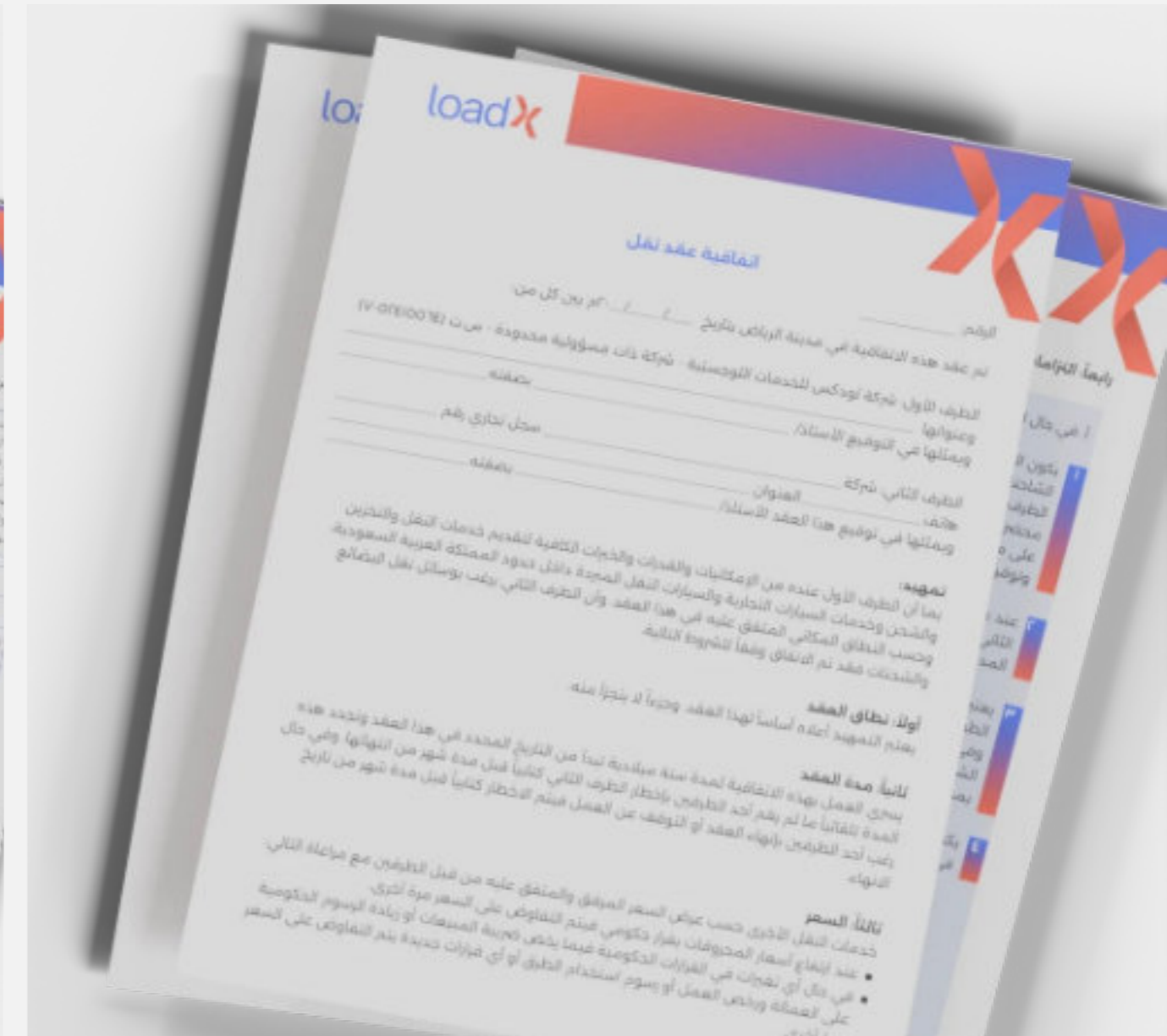
Beyond the Logo

Since a digital presence is now the baseline for corporate credibility, sophisticated branding requires a 'Digital from Day 0' mindset to ensure long-term resonance.



Beyond the Surface

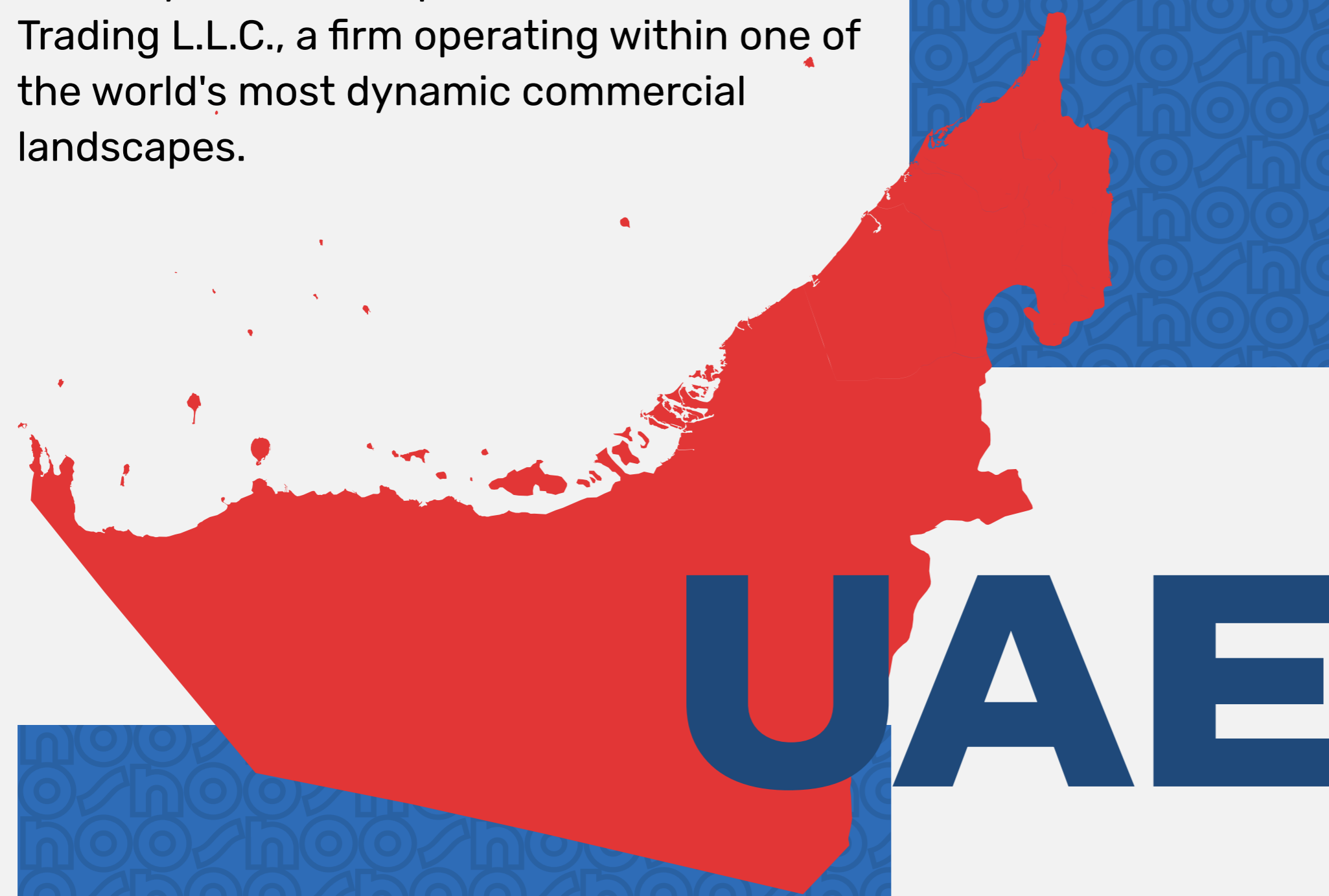
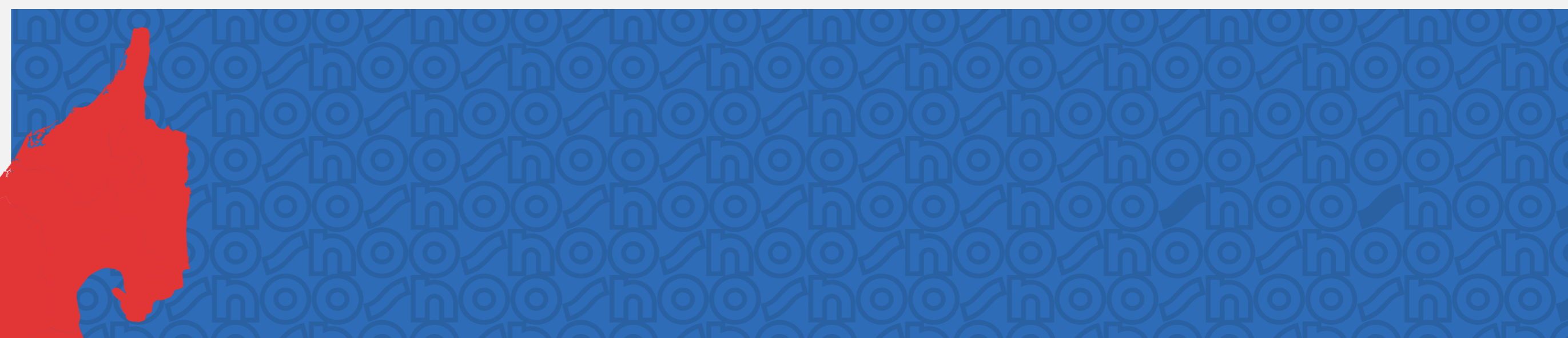
By anchoring our process in strategic depth, we developed a cohesive brand architecture that delivers the high-impact results we envisioned. Every touchpoint was meticulously crafted to ensure total system alignment. Here is the definitive identity we delivered to the client."



Strategic Trading, Redefined:

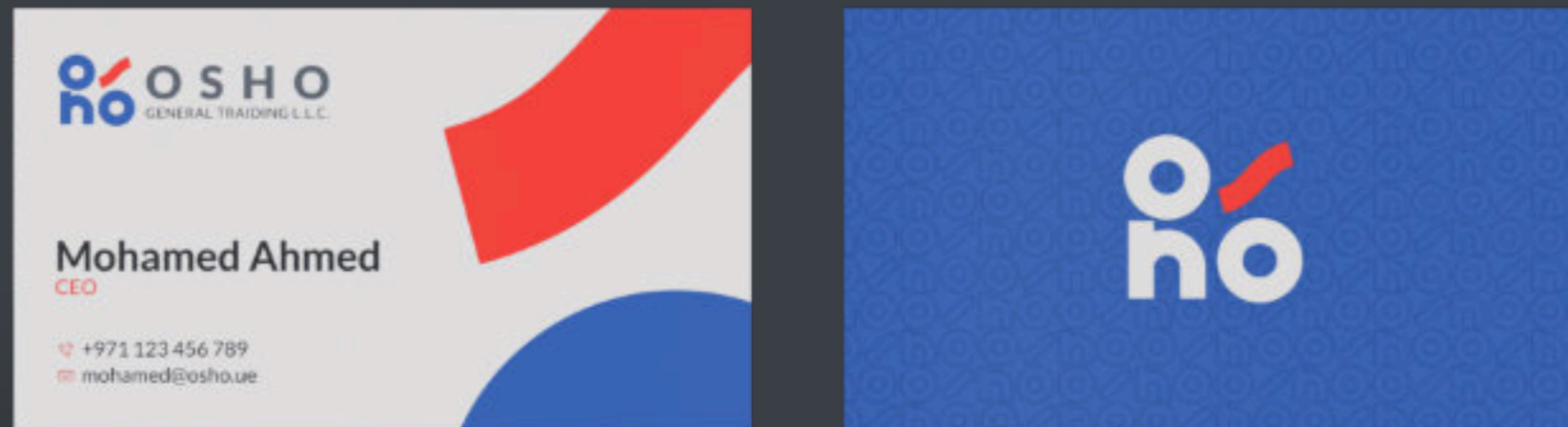
The OSHO Visual Identity

This project showcases a comprehensive brand system developed for OSHO General Trading L.L.C., a firm operating within one of the world's most dynamic commercial landscapes.



OSHO is positioned at the heart of the UAE, a strategic market hub connecting the world. General trading is a foundational pillar of the UAE economy, with the sector's non-oil foreign trade recently exceeding AED 1.9 trillion (USD 517 billion)

To succeed in this competitive environment, where Dubai alone accounts for approximately 30% of trade-related GDP, OSHO required a brand that reflected both regional expertise and global ambition.



Minimal, Global, Intimate

The design process was anchored by three core attributes that define the OSHO spirit: Minimal, Global, and Intimate. These keywords served as the inspiration for the entire visual system, aiming to tell a powerful story through the most refined presentation possible.

Our goal was to move away from cluttered, traditional trading aesthetics toward a "professional-looking" design that emphasizes a modern and powerful brand presence.

Design Execution & Visual Choices

Every element of the OSHO identity was meticulously chosen to balance reliability with decisive action:

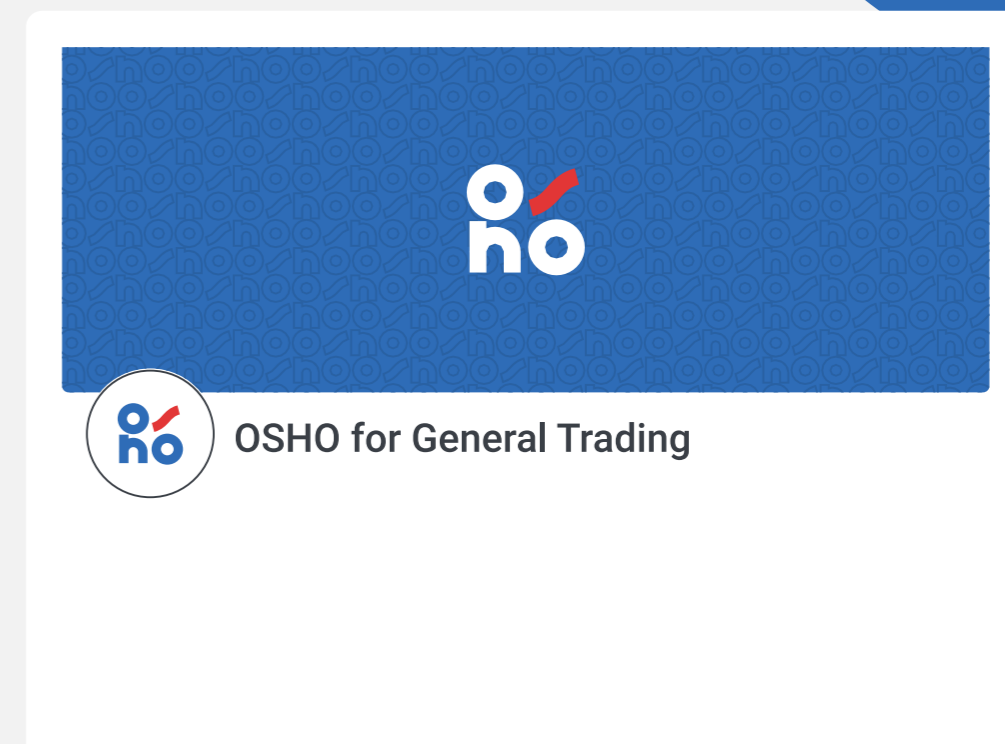
Color Theory for Credibility: The primary brand letters are rendered in blue to emphasize a foundation of trust and stability,

which is essential in the general trading sector.

Action-Oriented Accents: The letter "S" is intentionally differentiated from the rest of the wordmark. Rendered in red, it serves as a visual hook to grab attention and express the "action" and movement inherent in global logistics.

Systemic Cohesion:

The identity uses a shorthand "ho" mark as a recurring motif, creating a cohesive visual language that remains recognizable across business cards, digital platforms, and corporate patterns. By combining rigorous market insight with a "Digital from Day 0" mindset, we delivered a concept that prepares OSHO for its role as a key player in the UAE's robust trade activities.



Contact Us

CONTACT US

EMAIL

 contact@rejected.agency

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EGY

 Al Haram st., Giza

 01028603337

UAE

 Dera - Reqa Albutain - D-302

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