

ALL THE ENERGY YOU NEED TO ACCOMPLISH!

01

23WATT

WATTS
WORTH
OF WORK



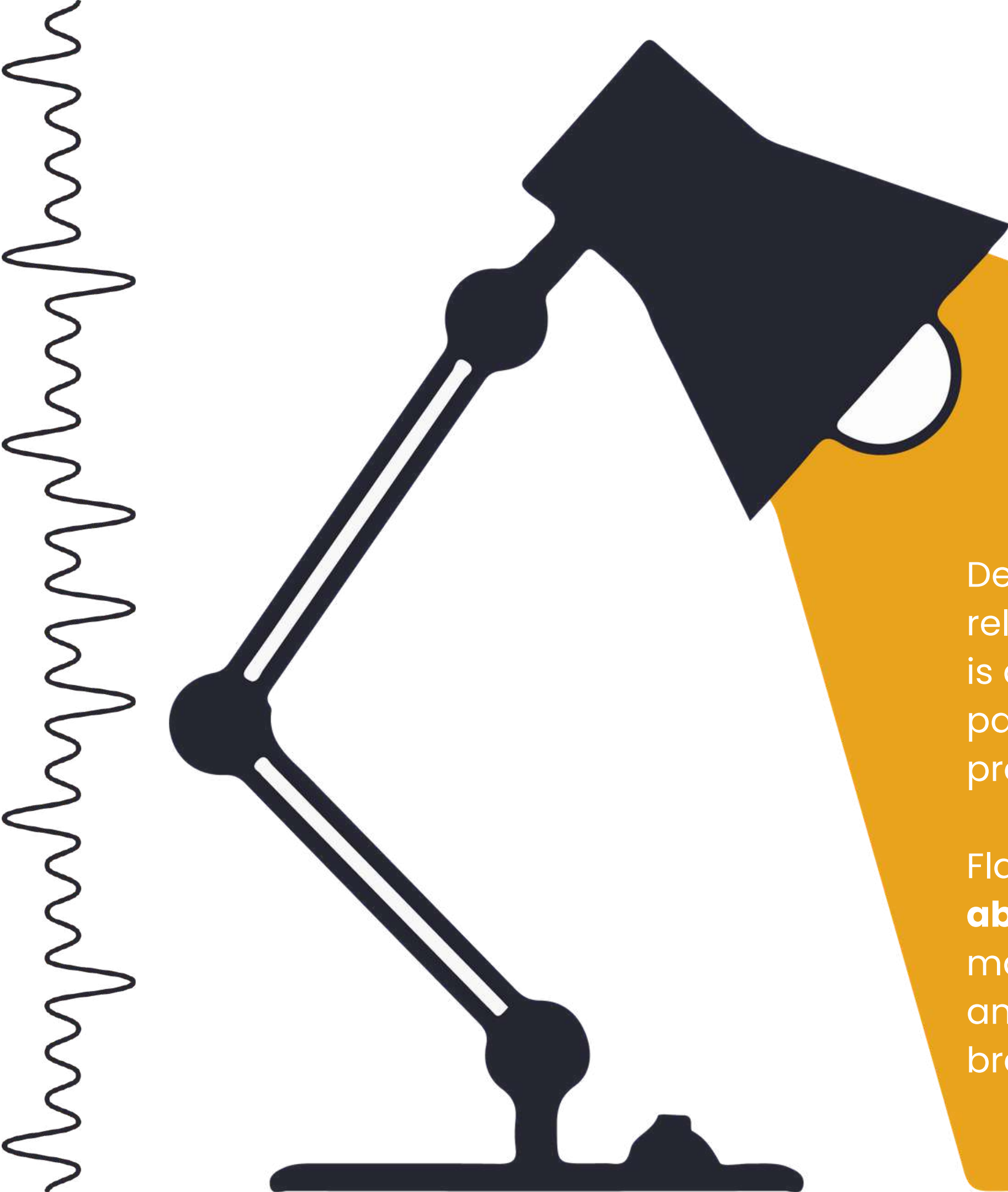


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Let's Dive In...

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Logos
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Social Media
Video Production/Editing
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Training and Consultancy
Events
Photo Retouching
Photo Compositing
Realistic 3D Modeling
Some of Our Happy Clients
BUZZ US

WATT We Are About?



Derived from the amount of energy a brain releases for a full productive day, **23WATT** is dedicating this energy, both the creative and analytical parts, and its resources to deliver the creative and productive quality work your brand deserves & needs.

Flavored with a personal touch, scientific approach and **absolute transparency**, through all our services, our **16+** marketing and branding experience in several industries and markets will be dedicated to the success of your brand.

WATT We Do?

04



WEB DEVELOPMENT
SEO
GOOGLE ADS
DIGITAL MARKETING
SOCIAL MEDIA STRATEGY
MARKETING STRATEGY
TRANSLATION (3 LANGUAGES)
VIDEO EDITING
VIDEO ANIMATION
POST-PRODUCTION
TRAINING & CONSULTANCY



MARKETING
BRANDING
DESIGN
SOCIAL MEDIA MANAGEMENT
COPYWRITING
PHOTO EDITING/RETOUCHING
PHOTO COMPOSITING
WEB DESIGN
3D MODELING
PRESENTATION DESIGN & ANIMATION
CHARACTER CREATION
GOOGLE MY BUSINESS



LOGOS

06



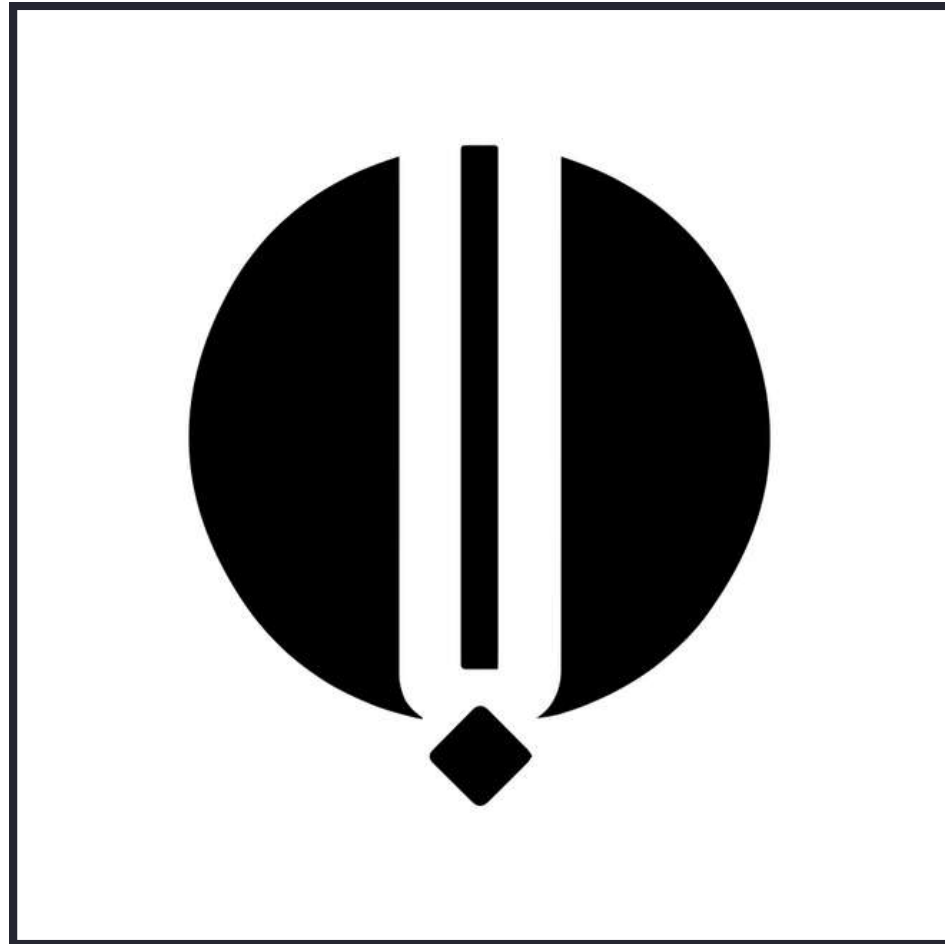
BYBLOS PALMS SUITES HOTEL



ROYAL WHISKEY



NINE BURGER BOUTIQUE



BEYOU



LILY AMBER

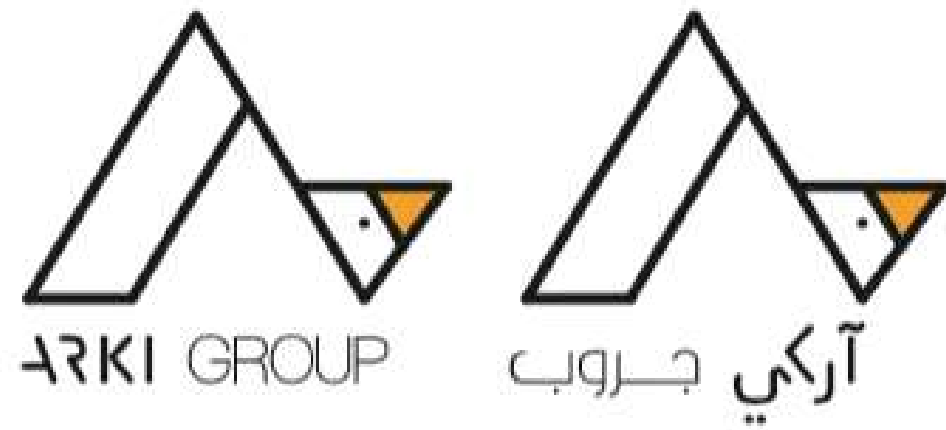


AL MUNA SOLUTIONS

BRANDING

Under Upsidedown Marketing

08



WEBSITES

09



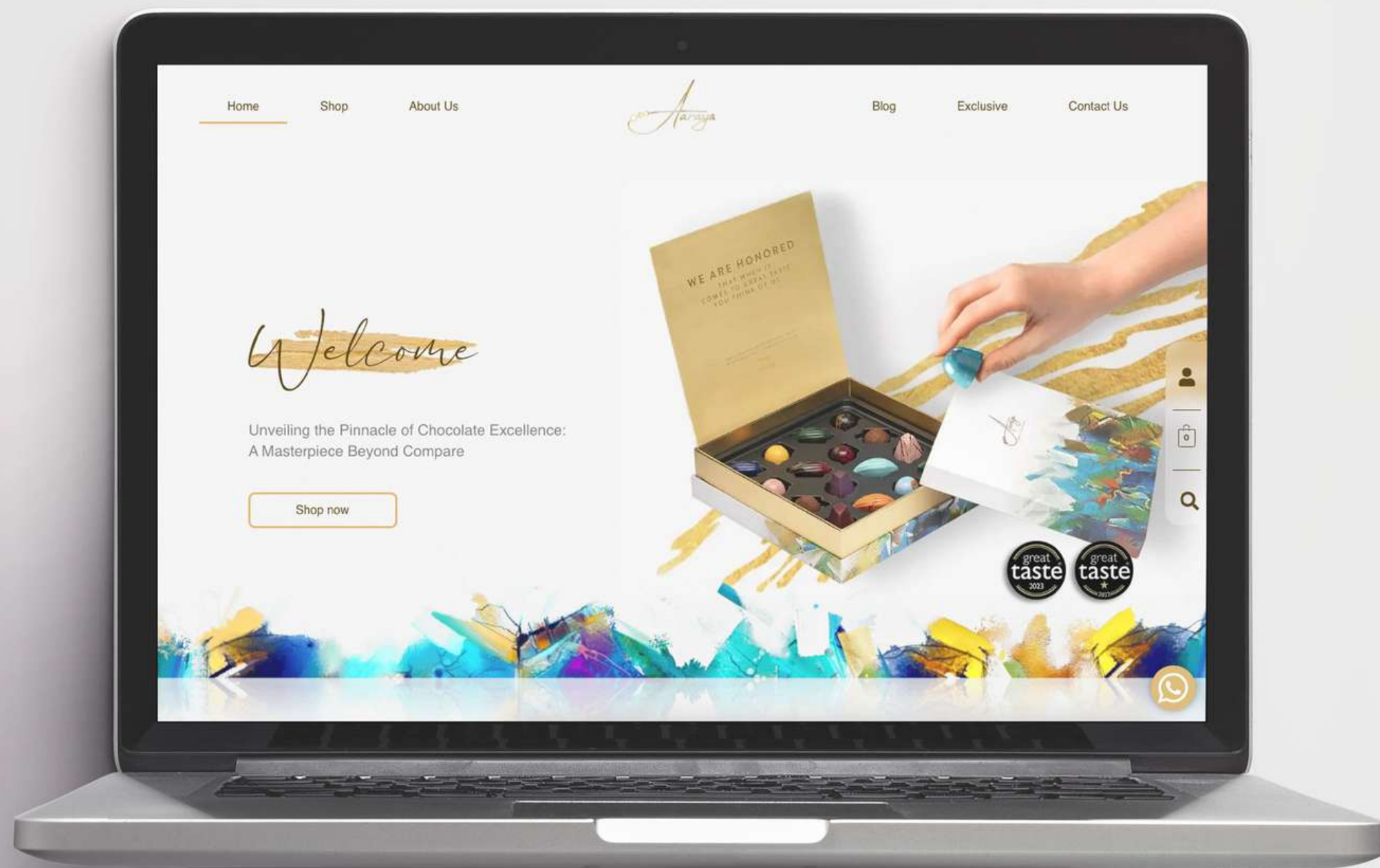
Country: UAE, Dubai

Scope: Design | Development

Marketing: SEO

Under Upsidedown Marketing

www.poltronafraugroupme.com



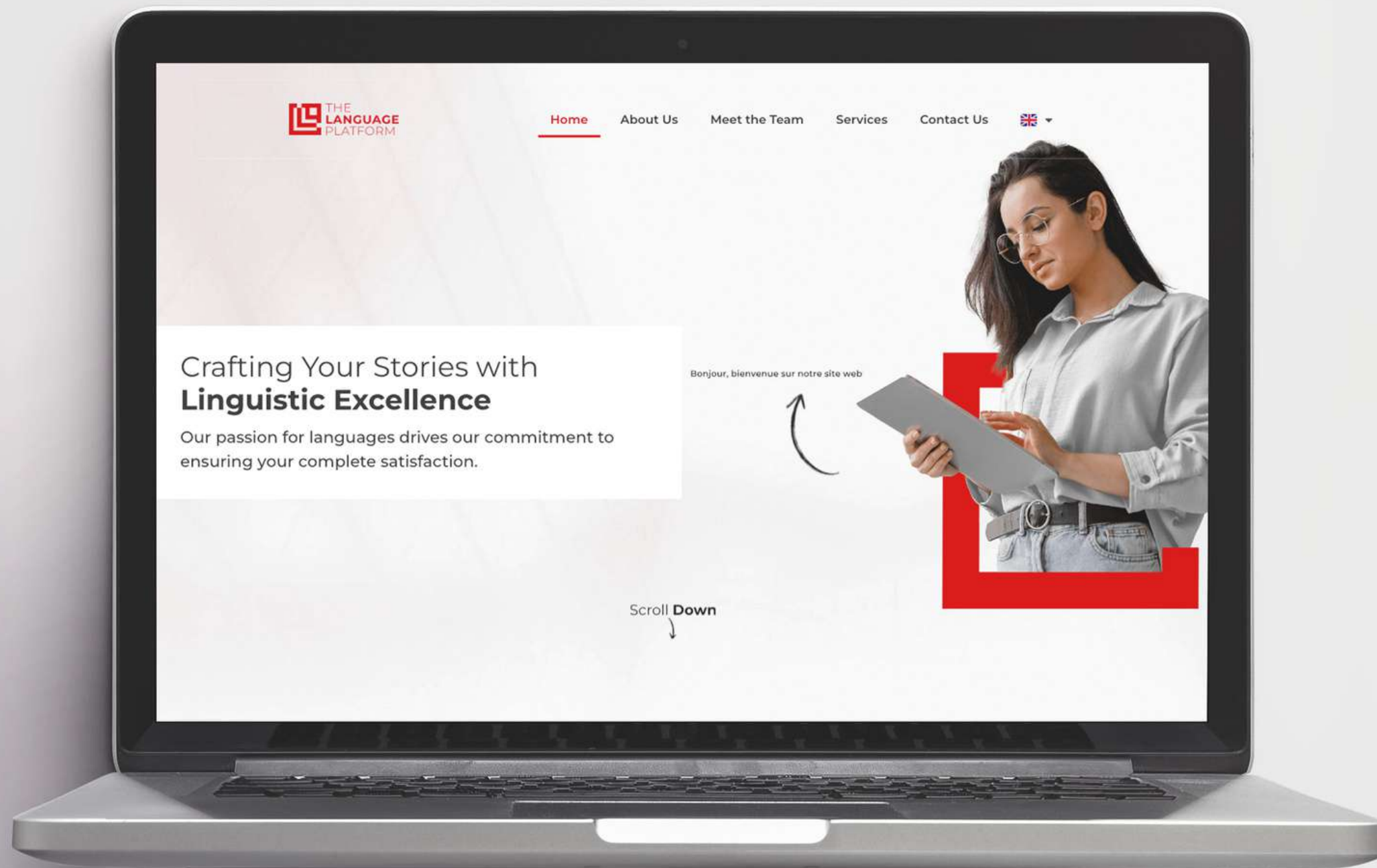
Country: UAE, Dubai

Scope: Design | Development

Marketing: SEO

Under 23Watt Comms

www.aaraya.ae



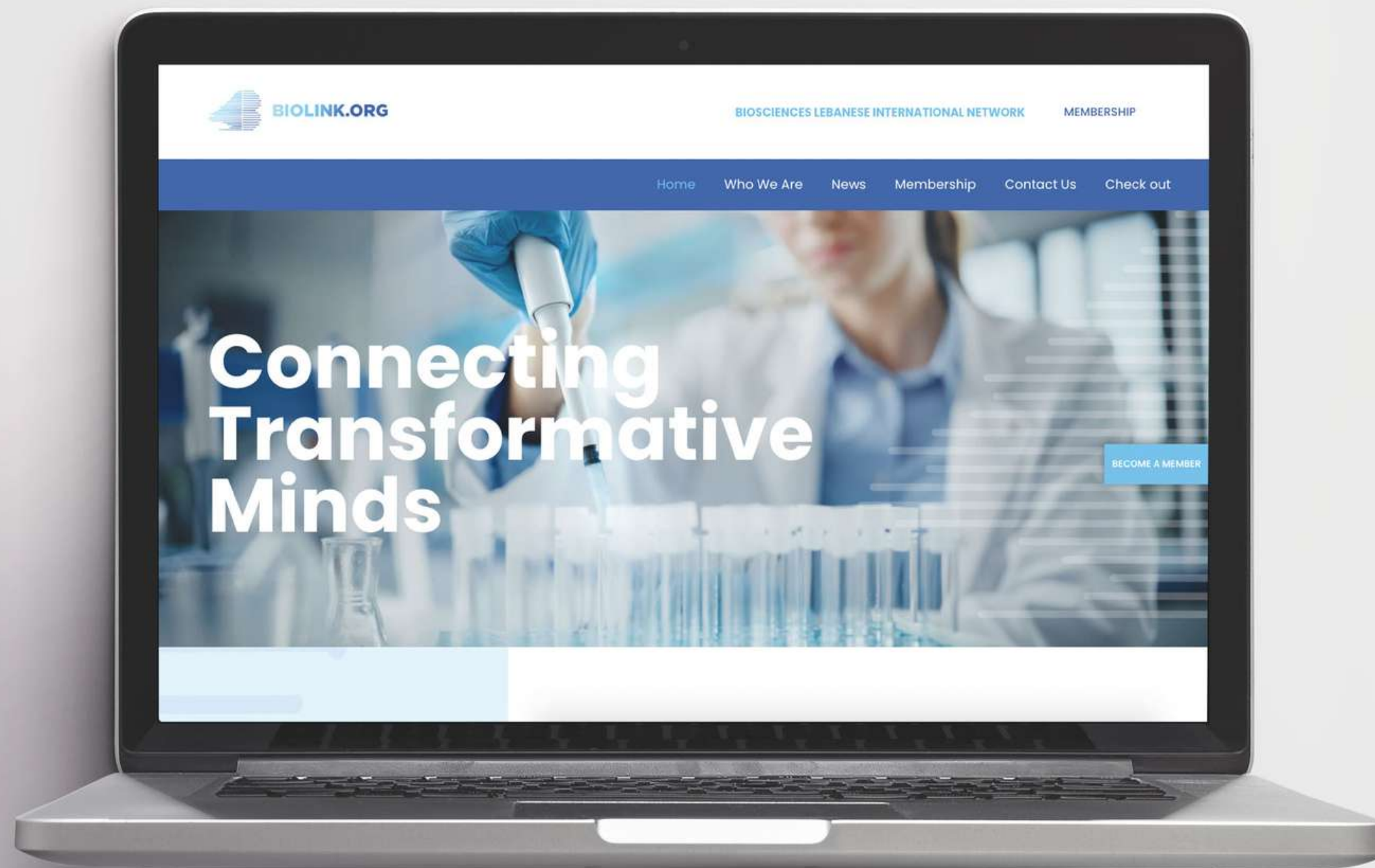
Country: Lebanon

Scope: Design | Development

Marketing: SEO

Under 23Watt Comms

www.languageplatform.com



Country: US, New York

Scope: Design | Development

Marketing: SEO

Under 23Watt Comms

www.biolink.org



Country: Lebanon

Scope: Design & Development
Under vzblt Comms

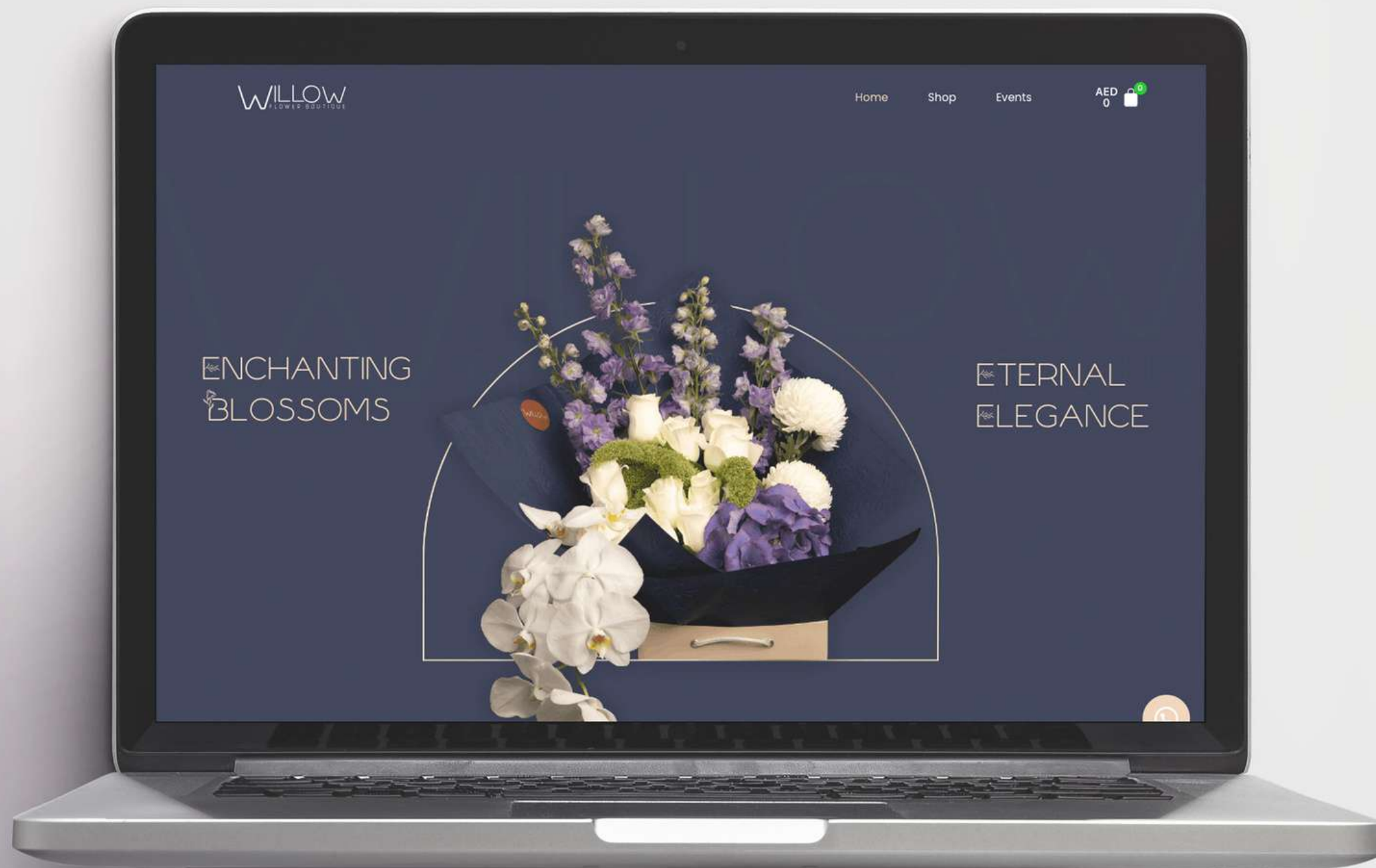
www.alayaconstruction.com



Country: UAE, ABU DHABI

Scope: Design & Development
Under 23Watt Comms

www.al-muna.com

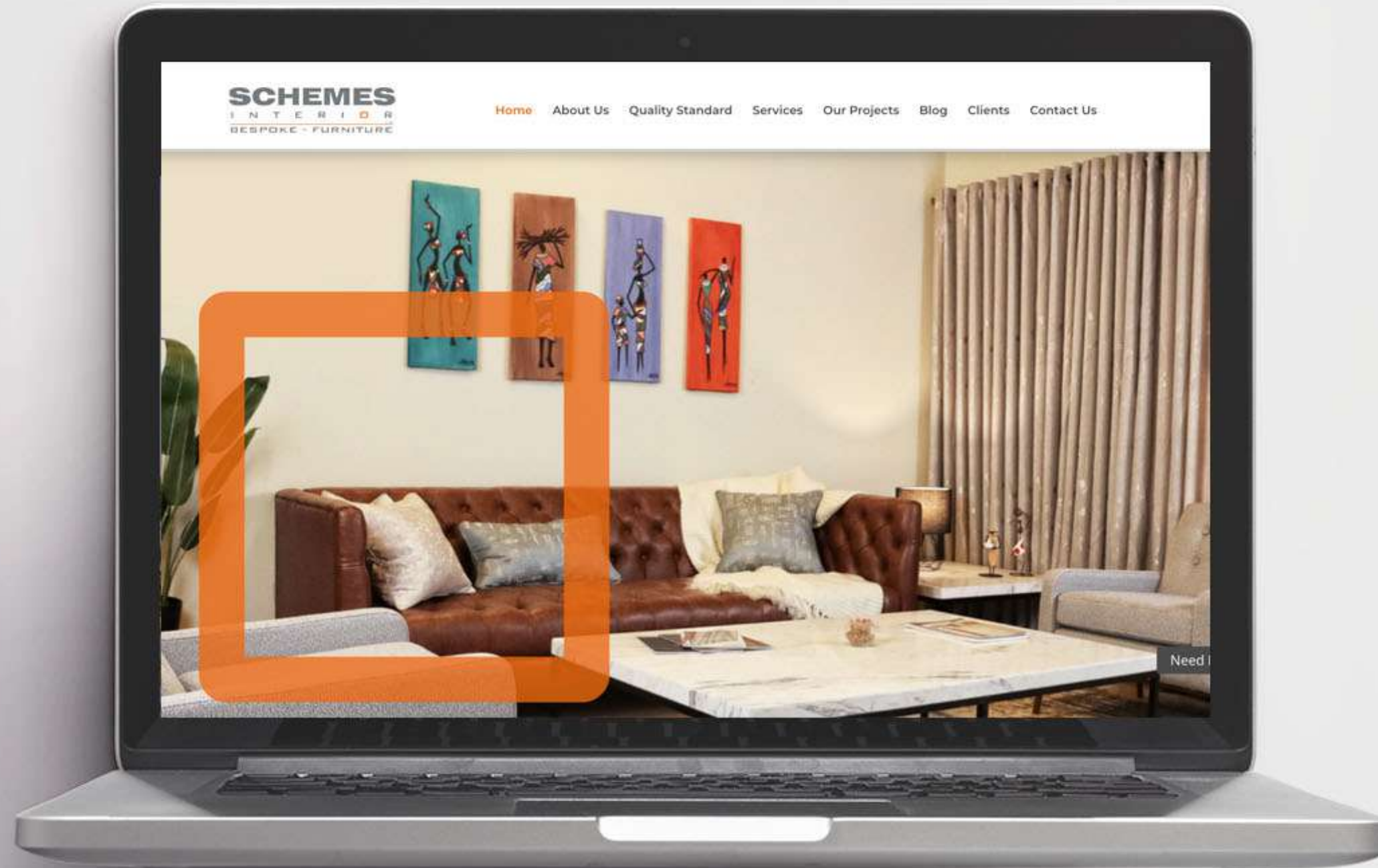


Country: UAE, Dubai

Scope: Design & Development

Under 23Watt Comms

www.willow.ae



SCHEMES
I N T E R I O R
BESPOKE - FURNITURE

Country: Nigeria

Scope: Design & Development

Under vzblt Comms

www.schemesint.com

SOCIAL MEDIA



199

Posts

1,079

Followers

111

Following

Aaraya

Handcrafted Luxury Chocolates

Shop G-07, The Curve Building, Sheikh Zayed Road, Dubai, UAE.... more

[aaraya.ae](#)

Followed by rola_shbair

Following

Message

+o

Chocolate B...

Client's Love

Our Items

Events













Aaraya



49

Posts

4,031

Followers

97

Following

Dr. Roy Hassoun

Specialized Orthopedic & Neurosurgery Surgeon

Referral Veterinary Services... more

[www.linkedin.com/company/drroyhassoun](#)

Beirut, Lebanon

Followed by pluviofile, sachazar and 1 other

Follo...

Message

Contact

+o

Quizzes & Ca...

Hind Limbs

Knee Surger...

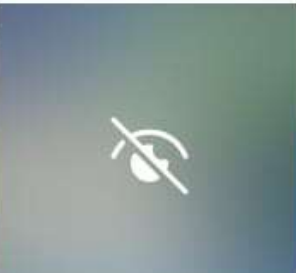
Front Limbs













Dr Roy



378

Posts

1,684

Followers

52

Following

Activemile

Sports & recreation

All your #sports and #outdoor needs in one place!

Products | Content | Community... more

[activemile.com](#)

Followed by hanadie82 and bittersweetcupcake28

Following

Message

+o

Interviews

Events

Blogs & Insi...

NEW IN







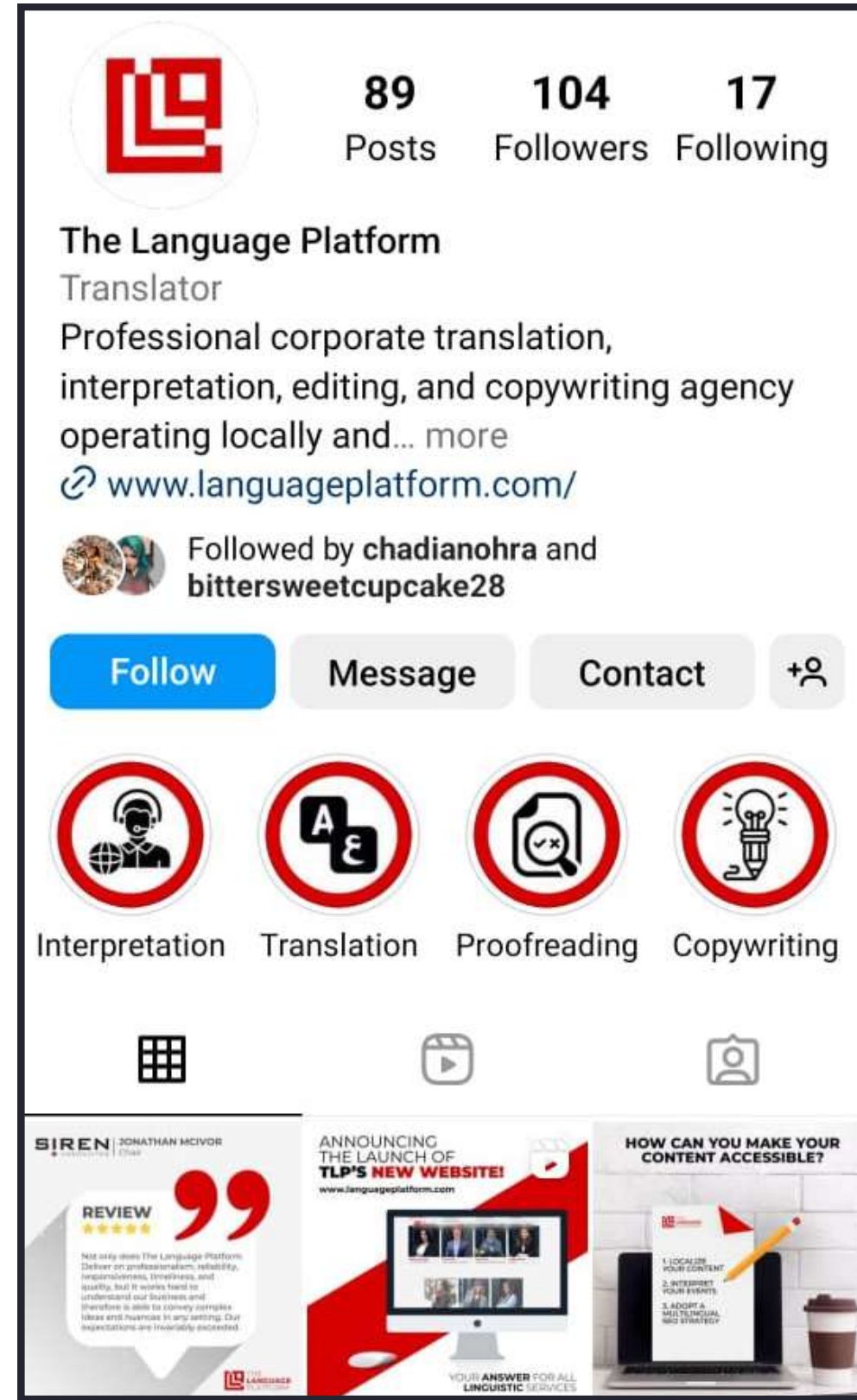




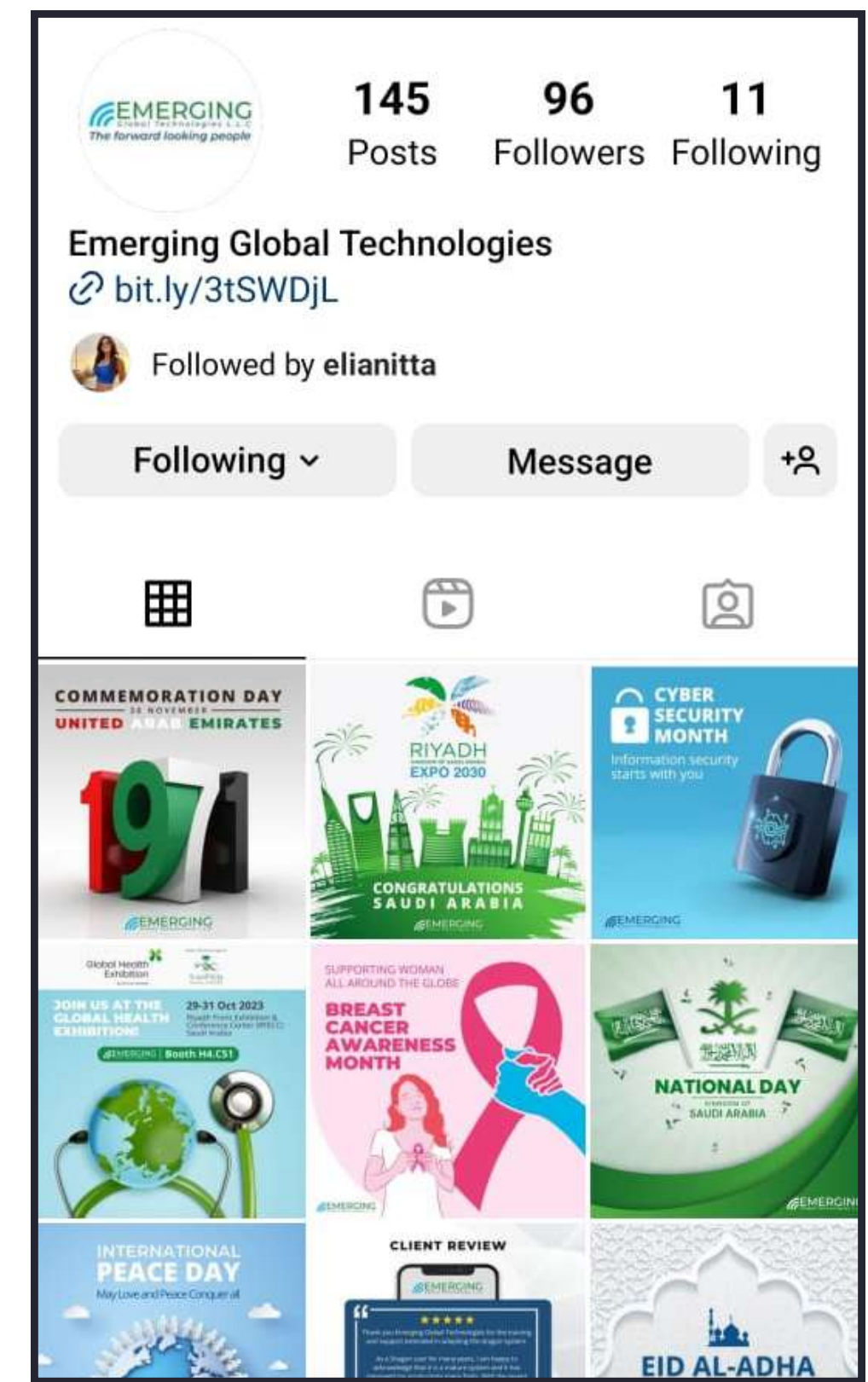


Activemile

SOCIAL MEDIA



The Language Platform



EGT

SOCIAL MEDIA MANAGEMENT

CAMPAIGNS

Under TOP

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#tweetforheat - #غرد للدفء CSR campaign. Queen Alia International Airport (QAIA)

Target

An online/offline integrated CSR activity.
Increase brand awareness through promoting @QAIAirport and
Twitter activity on our page using Hashtags.

Mechanism

For every 20 tweets, people post along with the handler, a family
at Zizia, a poor area near the airport, receives two blankets, a
heater, and 10 liters of fuel. The aim was 2000 Tweets to cover 100
Families in 6 days.

A gauge on a micro-site was created to encourage fans and
keep track of the families being covered.

The objective was to reach 2000 tweets in 6 days and the
result was **4560 tweets** in 3 days, **100 Tweets in 3 mins** at
one point, influencers/fans /international corporations took
part, **reach of 1,370,000**, negative sentiment of 0.01%, 85%
unique Tweets.

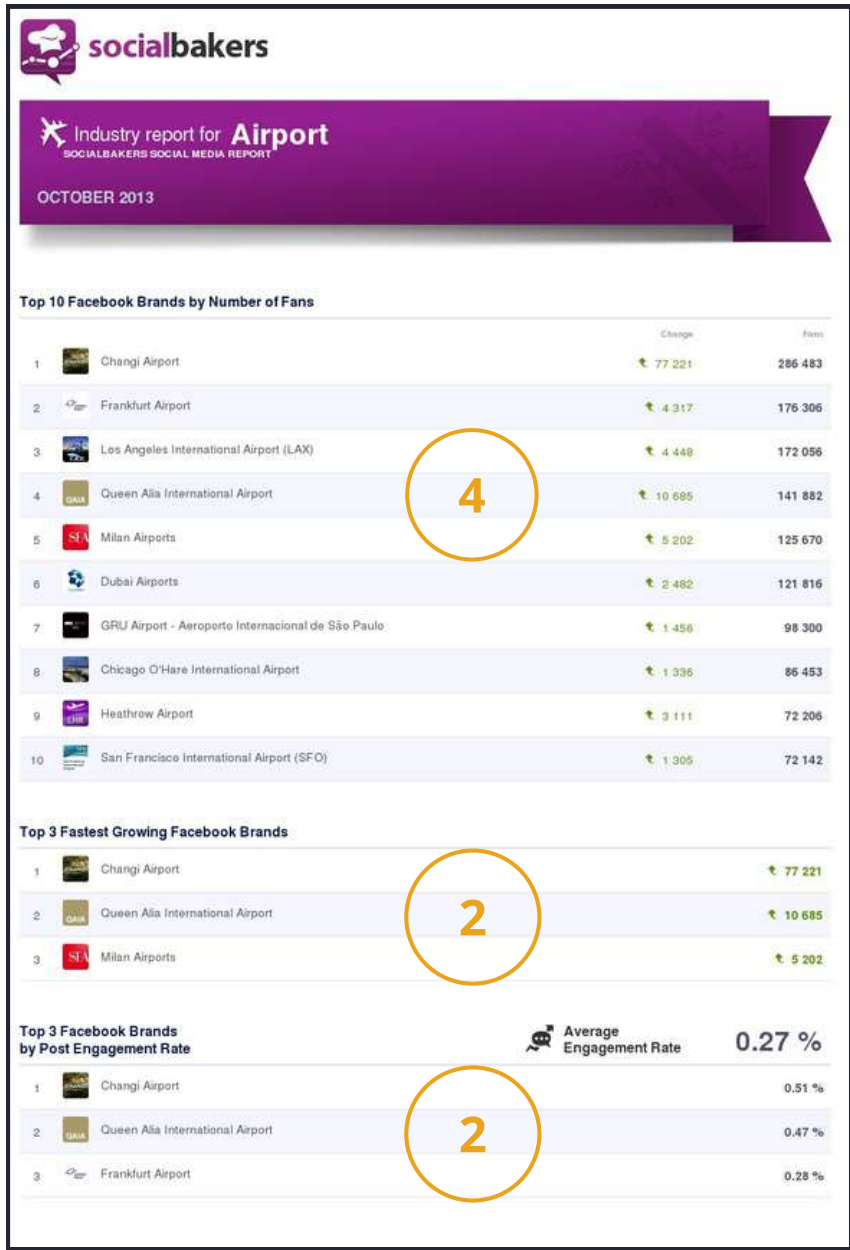


SOCIAL MEDIA MANAGEMENT

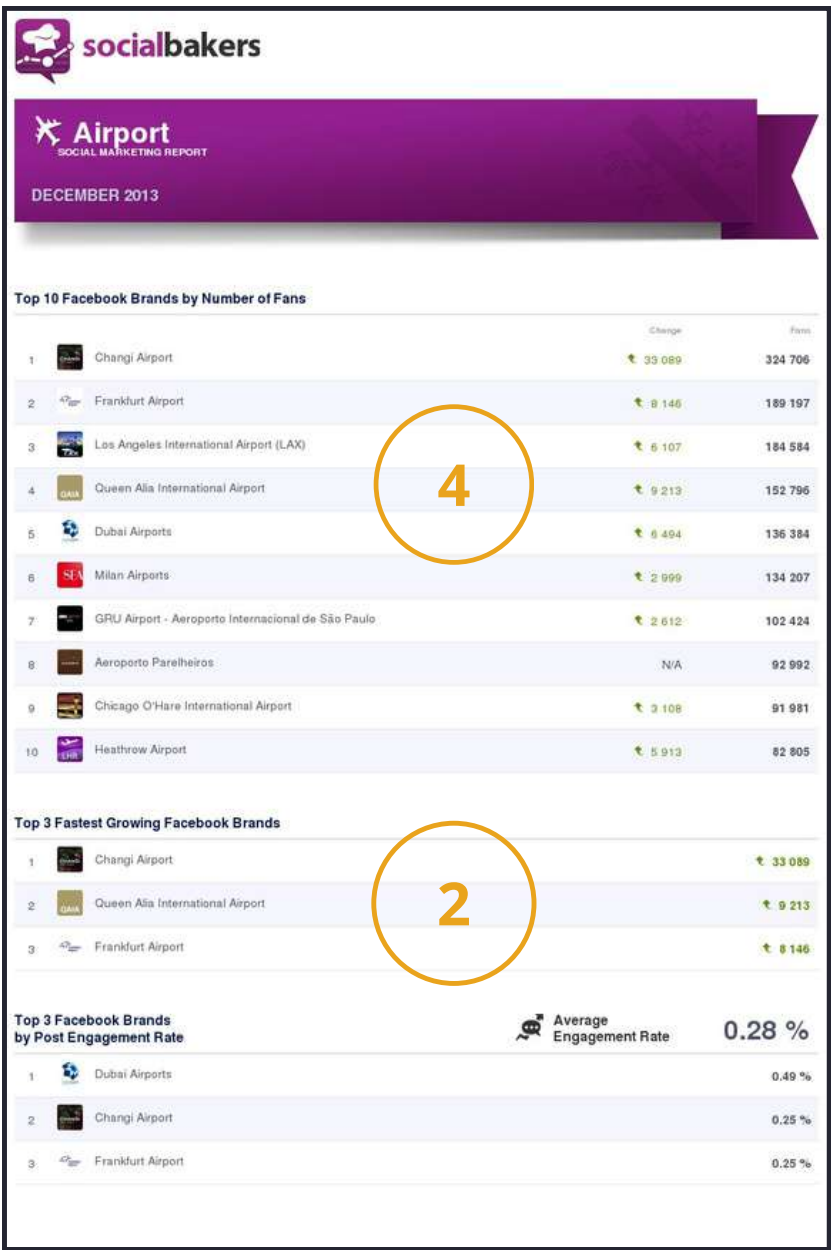
PERFORMANCE

Under TOP

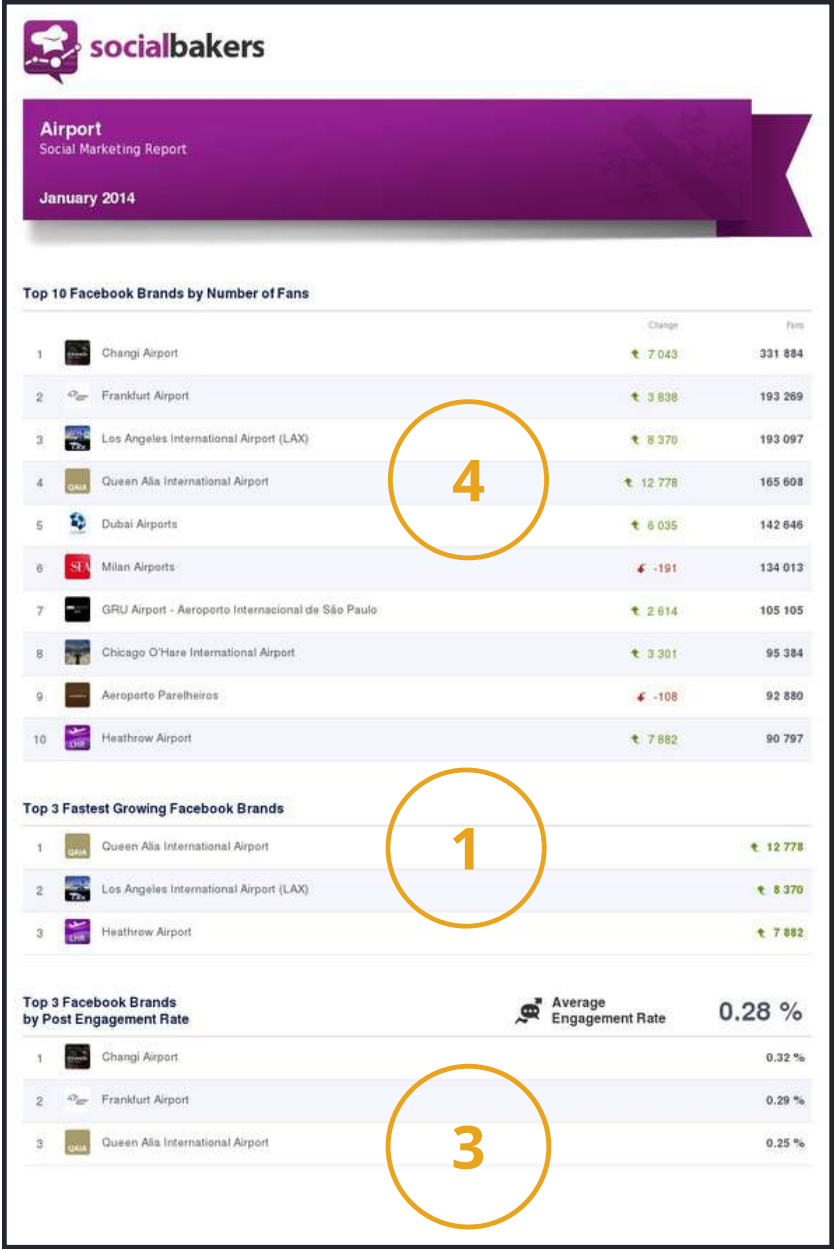
Performance on Facebook, **Global Ranking by Industry, Airports**
QAIA (Queen Alia International Airport)



October 2013:
4th by fans.
2nd fastest growing.
2nd by post engagement.



December 2013:
4th by fans
2nd fastest growing



January 2014:
4th by fans.
1st fastest growing.
3rd by post engagement.

VIDEO PRODUCTION/EDITING

Under Generations For Peace

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ABOUT US

Generations For Peace

Team Role

Storyboard

Script

Production Management



Nariman's Story – From Syria to Lebanon

Generations For Peace

Team Role

Script

Storyboard

Production management

Shooting

Editing



MAN OF STEEL

Empty Chair

Team Role

Directing
DOP
Location Scouting
Production Management
Video Editing



SHADOWS

Empty Chair

Team Role

Directing
Storyboard
Production Management
Animation
Video Editing

ANIMATED PRESENTATIONS

19



AUDI

<https://bit.ly/2Yh6DRc>

Team Role

Storyboard
Copywriting
Artwork
Special Effects



POLTRONA FRAU GROUP ME

<https://bit.ly/2JbzIza>

Team Role

Storyboard
Copywriting
Artwork
Special Effects

TRAINING & CONSULTANCY

Underr Generations For Peace

20

MEDIA AND COMMUNICATION TRAINING WORKSHOP Generation For Peace

Attendees

60 volunteers from 10 countries.

Modules

Media identification.

Media evaluation.

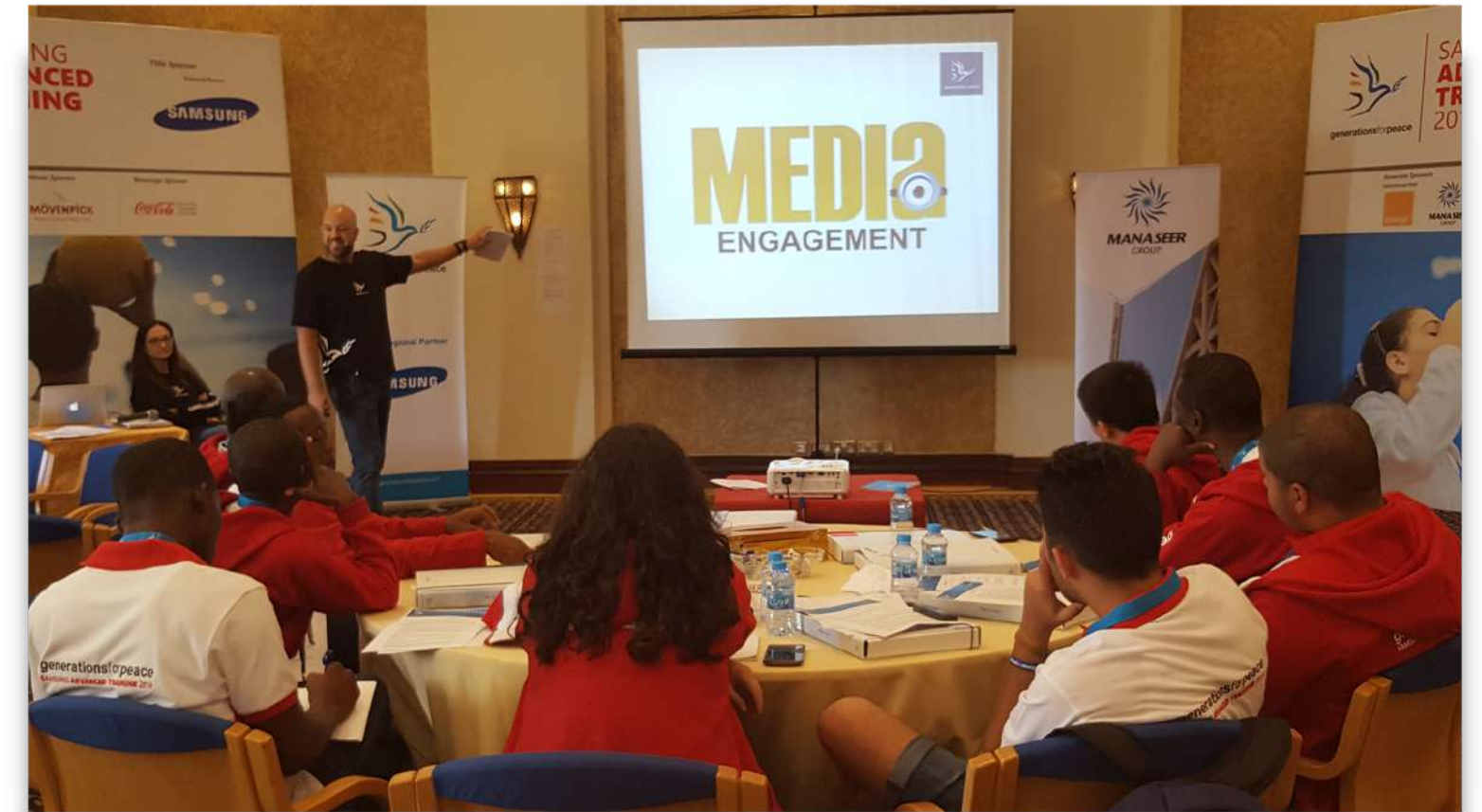
Initiating contact.

Press conference planning and follow-up.

Do's and Don'ts in communication.

Team Role

Conductor/trainer.



EVENTS

ARKI BRAND LAUNCH – ABU DHABI

Under Upsidedown Marketing

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THE RESULTS

The new ARKI brand was launched in a prestigious ceremony in the presence of key external stakeholders and business partners, targeted media, influencers, and internal stakeholders. The ceremony was a successful start to anchor ARKI's values; reliability and innovation.

PHOTO RETOUCHING

MODEL – BEFORE & AFTER

22



PHOTO COMPOSITING

PEPSI – AWARD WINNING

23



PHOTO COMPOSITING

HAIR – AWARD WINNING

24



PHOTO COMPOSITING

MODEL – BEFORE & AFTER

25



PHOTO COMPOSITING

MODEL – BEFORE & AFTER

26



REALISTIC 3D MODELING

HOUSE DESIGN

27



SOME OF OUR HAPPY CLIENTS

CLIENTS' WORDS

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WHY CHOOSE US?

EXTENSIVE EXPERIENCE

For over 13 years, we have served top brands from all over the region and the world in all things related to traditional/digital marketing and advertising. We were also among the very first in the Middle-East to jump into the social media world with several success stories to share and we are driven by exceeding your expectations when it comes to delivering and servicing.

PERSONAL TOUCH

Even though we are driven these days by digital means & activities, we never forget how important a personal touch is and how far, being hands on and available, could drive a customer's experience and projects' success. This is why, we never overwhelm ourselves and we focus on quality, whether in what we do or in how we serve YOU. Don't believe us? Ask all those we have served.

BUZZ US

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