

 What did it do? |



Every brand, message, campaign and digital moment has a role in moving a business forward.

CONTENT

It Probably Wasn't Your Fault



About us



Vision



Mission



Core Values



The Momentum System



Performance Commitment



Measurement and Eligibility



Services



Organizational Structure



Selected Team Certifications



Contact



IT PROBABLY *WASN'T YOUR FAULT*

➔ A list can be delivered completely and still leave **no evidence of outcome**, A list counts production, The real question **measures movement**, These are **not** the same measurement.

You approved a list:

- Twelve posts
- Four videos
- Two reels
- A report at the end of the month

Everything
on the list
arrived.

THE REAL QUESTION

The list was never the point, **But it was the only thing anyone gave you to look at?**

CREATIVE WORK *HAS A DESTINATION*

Next Future connects the work people see to the business movement it is meant to create

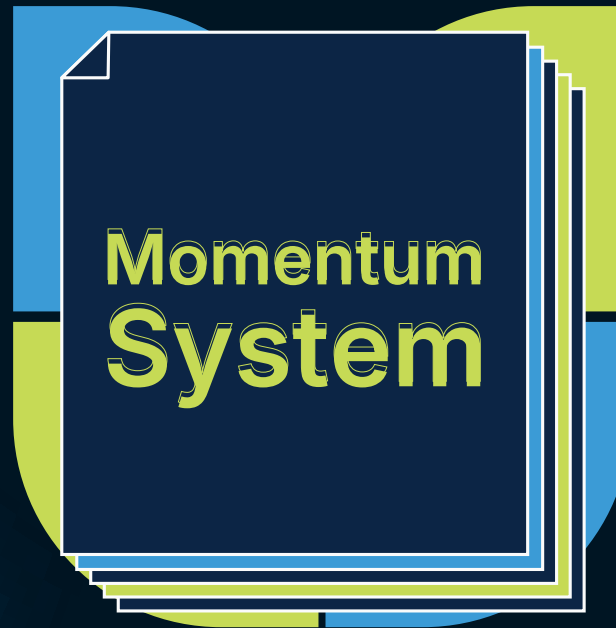
Creative work should not end at delivery, A brand must create belief, Content must earn attention, Media must turn attention into movement, Digital experiences must make the next step easier.



CREATIVE WORK *HAS A DESTINATION*

This connected operating model is The

*Every deliverable **has a job in the journey***



*The work is designed **to move a business forward, not simply fill a calendar.***



OUR VISION

TO RAISE THE STANDARD *OF WHAT CREATIVE WORK IS EXPECTED TO DO*



Not merely to appear



To move brands forward



To make decisions clearer

➔ TO CREATE MEASURABLE BUSINESS MOMENTUM

THE VISION

A FUTURE WHERE GOOD CREATIVE CARRIES
COMMERCIAL WEIGHT.

Numbers first
Meaning always

➔ *A number without meaning is noise, Meaning without movement is incomplete.*



OUR MISSION

BUILD THE PATH
BEHIND THE NUMBER

WE CONNECT
WE CONNECT



- ➔ *Everything is built around the business outcome that matter,
We build, measure and improve the path that moves it.*

HOW WE WORK?

DEFINE

- Choose the outcome.
- Set the baseline.
- Confirm the offer.
- Define the source of truth.



EARN

- Build relevance.
- Build the message that earns attention.



MAKE

- Create work for the right platform and moment.



TURN

- Turn attention into action through media and experience.



LEARN

- Read the signal.
- Improve the next move.



➔ *Our mission is not to make more things, It is to make the right things move together.*



CORE VALUES

THE WAY WE MOVE MATTERS

THE NUMBER MUST MEAN SOMETHING

- WE CHOOSE MEASURES THAT REFLECT REAL BUSINESS PROGRESS.
- NOT DECORATIVE ACTIVITY.

EVERY PART HAS A ROLE

- STRATEGY, DESIGN, CONTENT, MEDIA AND EXPERIENCE MUST EACH CARRY THEIR WEIGHT.

GOOD TASTE HAS A JOB

- A STRONG VISUAL STANDARD MATTERS BECAUSE TRUST, ATTENTION AND CLARITY MATTER.

CLARITY IS A FORM OF CARE

- DECISIONS, REPORTING AND RESPONSIBILITIES MUST BE EASY TO UNDERSTAND.

WE STAY WITH THE OUTCOME

- WE LEARN FROM WHAT HAPPENED.
- WE USE IT TO MAKE THE NEXT MOVE STRONGER.

MOMENTUM BEATS NOISE

- WE PREFER CONNECTED, REPEATABLE PROGRESS
- NOT DISCONNECTED BURSTS OF ACTIVITY.



THE MOMENTUM SYSTEM

GROWTH BECOMES CLEARER *WHEN THE WORK IS CONNECTED*

A VISIBLE PIECE OF WORK IS NEVER THE WHOLE ANSWER, THE SYSTEM LINKS WHAT THE AUDIENCE:

→ **FEELS**

→ **SEES**

→ **DOES**

→ **BECOMES**

THE CONNECTED PATH

BRAND

WHAT THE
BUSINESS
STANDS FOR



Message

WHAT THE
AUDIENCE
UNDERSTANDS



Content

WHAT EARNS
ATTENTION



Experience

WHAT MAKES
ACTION EASIER



Demand

WHAT MOVES
THE NUMBER





*THE SYSTEM IS CIRCULAR
BY DESIGN*



*EACH RESULT BECOMES A **SIGNAL**
FOR THE NEXT DECISION*



***WE DO NOT SEPARATE BRAND EXPRESSION
FROM COMMERCIAL MOVEMENT***

BELIEF → ATTENTION → ACTION → LEARNING → STRONGER BELIEF



OUR SERVICES

9 *CAPABILITIES*

AND ONE CONNECTED OUTCOME

Branding & Design

WE BUILD ***DISTINCTIVE IDENTITIES*** AND DESIGN SYSTEMS
THAT ***MAKE THE BUSINESS RECOGNISABLE, CREDIBLE, AND***
READY TO BE CHOSEN AT EVERY MEANINGFUL TOUCHPOINT.

Content Strategy & Copywriting

WE ORGANISE THE MESSAGE, LANGUAGE, AND SEQUENCE **SO EVERY PIECE EARNS** ATTENTION **AND LEADS** THE AUDIENCE NATURALLY TO WHAT MATTERS NEXT.

Social Media Marketing

WE CREATE A **CONSISTENT SOCIAL PRESENCE** WITH THE **RIGHT VOICE, FORMATS, AND RHYTHM**—KEEPING THE RELATIONSHIP ACTIVE, **RELEVANT, AND MOVING**.

Video Production & Editing

WE SHAPE IDEAS INTO VISUAL STORIES WITH **DELIBERATE PACING, CRAFT, AND EMOTION**—BUILT TO CAPTURE ATTENTION AND **LEAVE THE MESSAGE** WITH THE AUDIENCE.

Performance Marketing

***WE PLAN, TEST, AND OPTIMISE** MEDIA INVESTMENT CONTINUOUSLY,
TURNING LIVE INSIGHT INTO **MORE EFFICIENT REACH, STRONGER
RESULTS, AND SMARTER NEXT ACTIONS.***

Lead Generation & Funnels

WE DESIGN FOCUSED ACQUISITION PATHS THAT TURN INTEREST INTO QUALIFIED ACTION THROUGH CLEAR OFFERS, FRICTION-FREE JOURNEYS, AND MEASURABLE CONVERSION POINTS.

UI / UX

WE SIMPLIFY HOW PEOPLE MOVE THROUGH A DIGITAL PRODUCT,
USING **CLEAR STRUCTURE AND THOUGHTFUL INTERACTIONS**
THAT **REMOVE FRICTION AND BUILD CONFIDENCE.**

Website Development

WE CREATE **HIGH-PERFORMING WEBSITES** WHERE BRAND, CONTENT, AND TECHNOLOGY WORK TOGETHER TO **MAKE EVERY IMPORTANT DECISION EASIER TO TAKE.**

Mobile Applications & Digital Systems

WE BUILD USEFUL MOBILE PRODUCTS AND CONNECTED SYSTEMS THAT SOLVE REAL NEEDS, CREATE REPEAT VALUE, AND GIVE PEOPLE A REASON TO RETURN.



PERFORMANCE COMMITMENT

A PROMISE OF MOVEMENT NEEDS A SHARED DEFINITION

*FOR QUALIFYING 90-DAY ENGAGEMENTS, THE OUTCOME
IS AGREED BEFORE WORK BEGINS,*

THE AGREEMENT DEFINES:

METRIC → BASELINE → TARGET → SOURCE OF TRUTH → CLIENT COMMITMENTS

GROWTH CREDIT**IF THE TARGET IS MET**

- THE CLIENT RECEIVES THE PRE-AGREED GROWTH CREDIT.
- IT IS DEFINED IN THE SIGNED PERFORMANCE SCHEDULE.
- IT IS A CREDIT TOWARD ONE APPROVED NEXT INVESTMENT.

SERVICE CREDIT**IF THE TARGET FALLS SHORT**

- WHEN ALL ELIGIBILITY CONDITIONS ARE MET, THE CLIENT RECEIVES THE PRE-AGREED SERVICE CREDIT.
- IT APPLIES TOWARD ONE IMMEDIATE RENEWAL PERIOD.
- IT IS NOT AUTOMATIC CASH-BACK.

RECOMMENDED DEFAULT POLICY:**→ GROWTH CREDIT:**

5% OF THE 90-DAY NEXT FUTURE SERVICE FEE.

→ SERVICE CREDIT:

10% OF THE 90-DAY NEXT FUTURE SERVICE FEE.

→ DEFINE THE CREDIT IN SAR BEFORE SIGNATURE.

EXCLUDE: MEDIA SPEND - PLATFORM FEES
- INFLUENCERS - PRINTING - SOFTWARE -
OTHER THIRD-PARTY COSTS.



*CREDITS ARE VALID ONLY FOR THE PERIOD STATED
IN THE SIGNED SCHEDULE.*



*THIS IS A COMMERCIAL FRAMEWORK, IT IS NOT A
UNIVERSAL GUARANTEE OR A LEGAL PROMISE.*



THE SIGNED PERFORMANCE SCHEDULE CONTROLS:

FINAL METRIC → THRESHOLD → REMEDIES → EXCLUSIONS



OUR CLIENTS

SELECTED CLIENTS





PORTFOLIO

BRAND IDENTITY & DESIGN

SHOW THE WORK THAT MADE RECOGNITION MORE DISTINCTIVE AND
THE NEXT INTERACTION EASIER TO UNDERSTAND.

OPEN PROJECT



Tilal & Rimal

Brand identity system

OPEN PROJECT



Shatla

Identity direction and applications

OPEN PROJECT

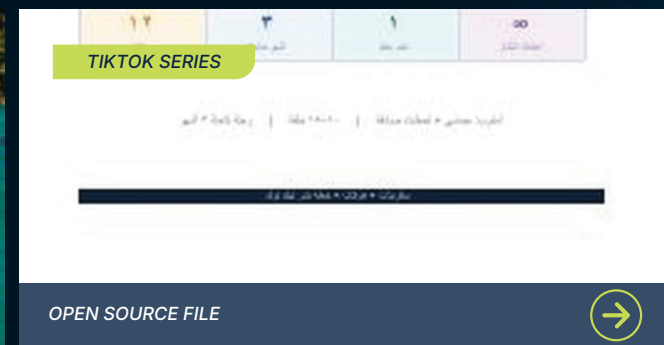
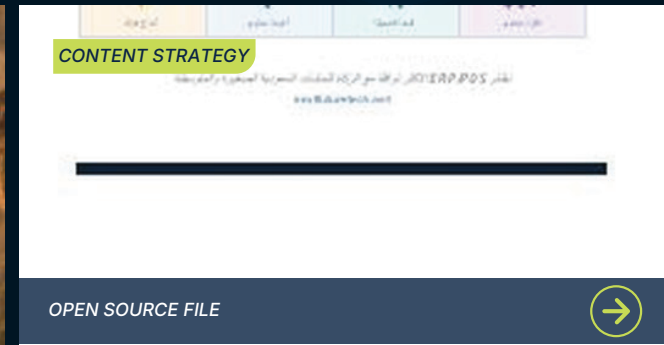


GreenGulf

Brand identity and applied system

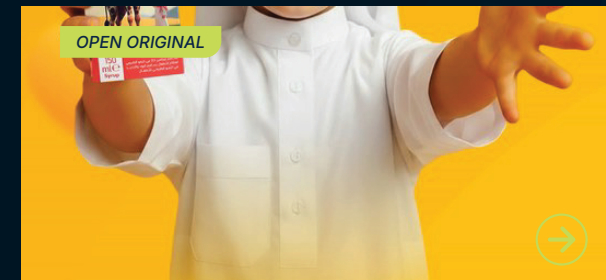
CONTENT, SOCIAL & CAMPAIGNS

SHOW THE WORK THAT EARNED ATTENTION, GIVE THE AUDIENCE A REASON TO CONTINUE.



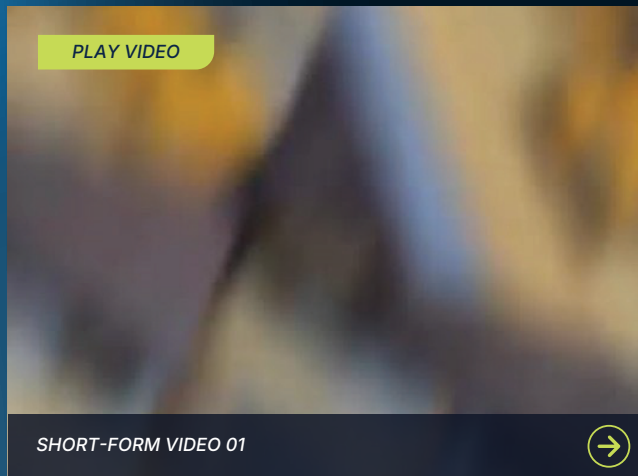
CONTENT, SOCIAL & CAMPAIGNS

A SELECTION OF PLATFORM-NATIVE CAMPAIGN, OFFER AND AUDIENCE STORYTELLING WORK.

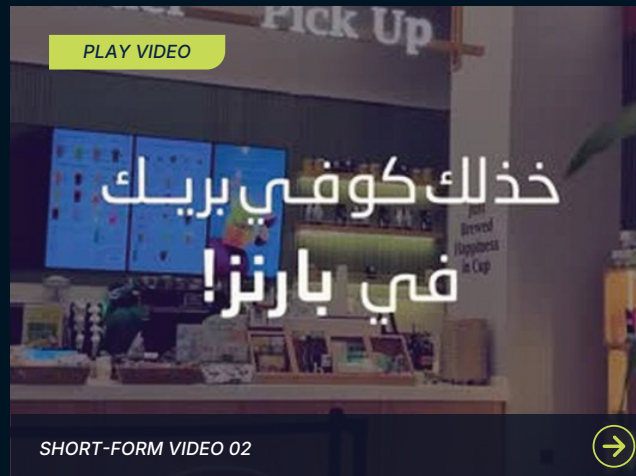


FILM, VIDEO & MOTION

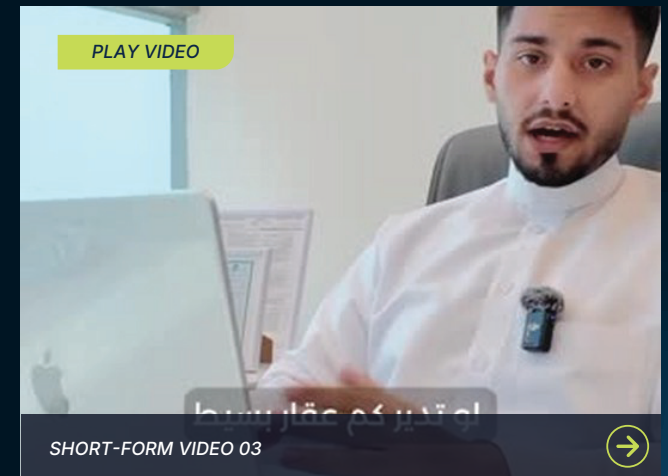
SHOW THE WORK THAT GAVE THE MESSAGE A FEELING, A RHYTHM AND A MEMORABLE FORM.



19-SECOND VERTICAL VIDEO



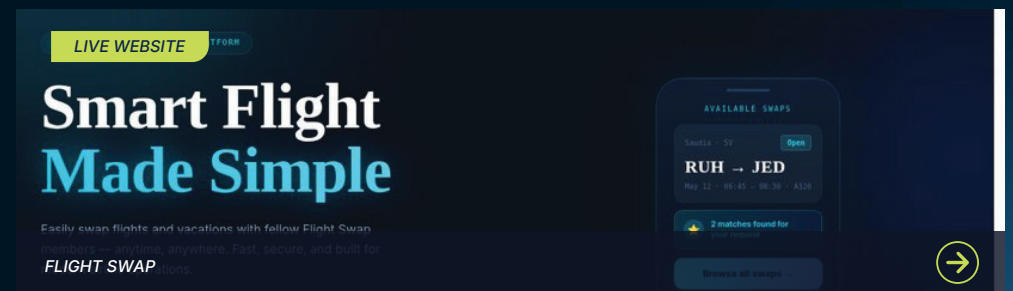
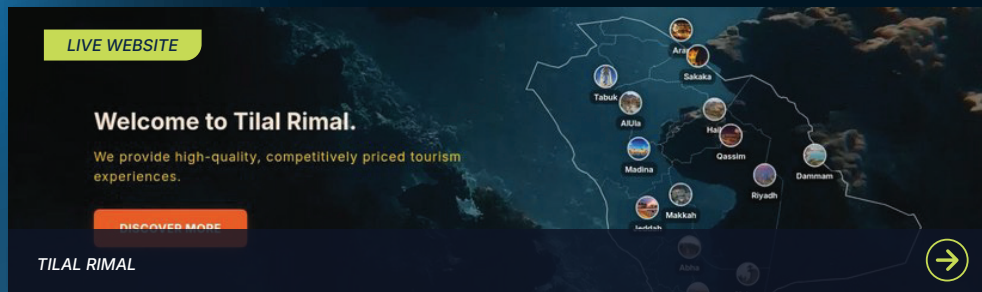
21-SECOND VERTICAL VIDEO



19-SECOND VERTICAL VIDEO

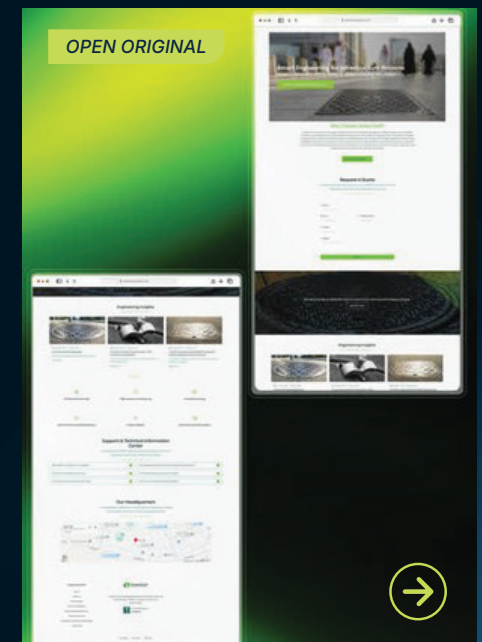
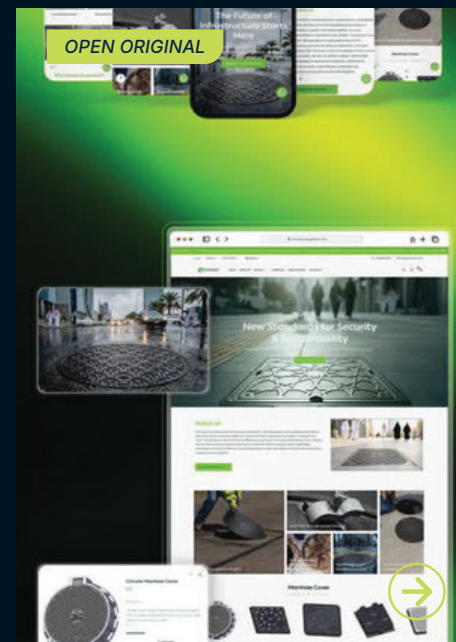
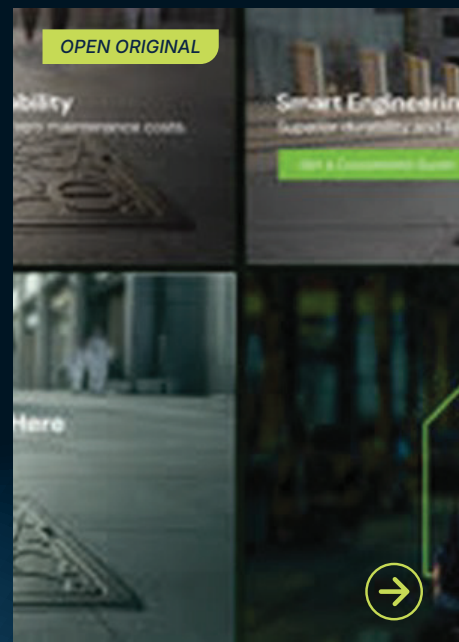
DIGITAL EXPERIENCES & SYSTEMS

SHOW THE WORK THAT REDUCED FRICTION BETWEEN INTENT AND ACTION
EACH LIVE PREVIEW OPENS ITS PUBLIC DESTINATION.



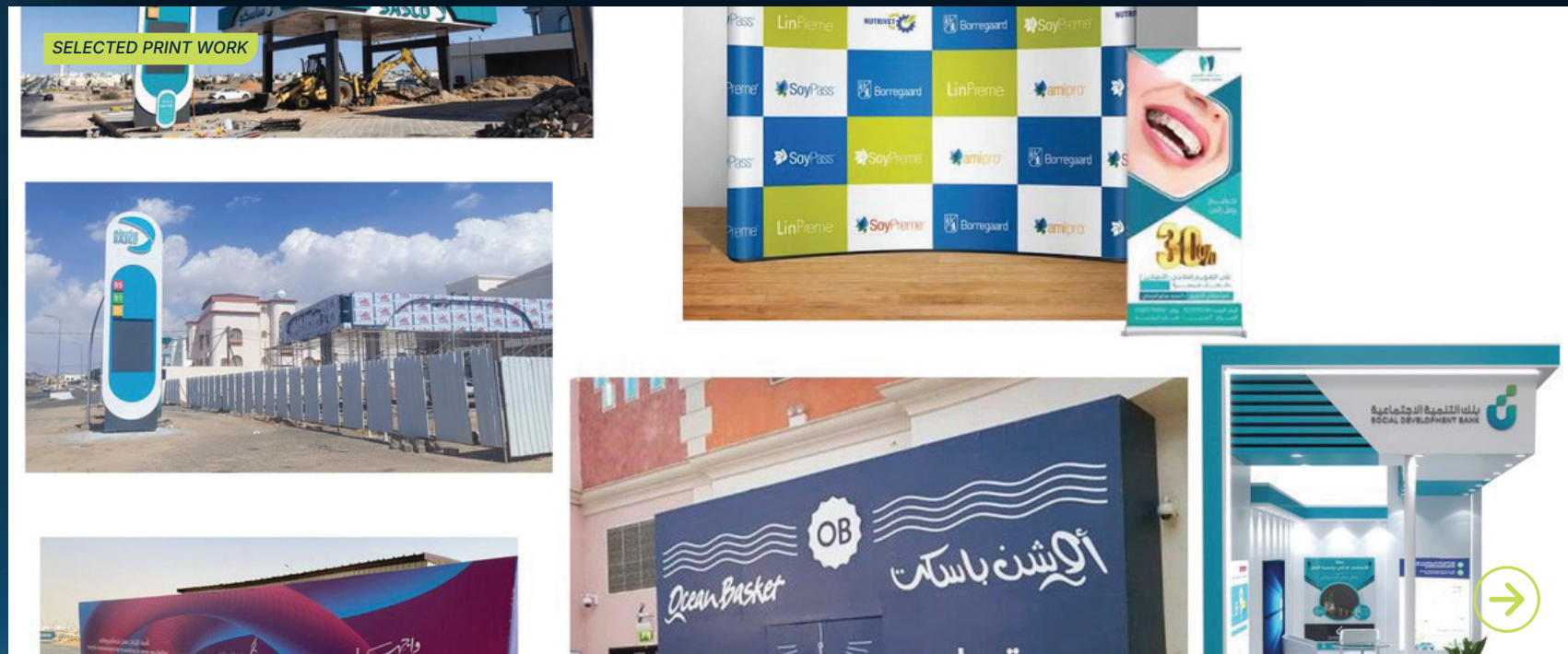
DIGITAL EXPERIENCES & SYSTEMS

WEB, E-COMMERCE AND PRODUCT PRESENTATION ARTEFACTS
THAT MAKE DISCOVERY AND ACTION EASIER.



NEXT FUTURE PRINT HOUSE

PRINT IS PART OF THE SAME MOMENTUM WHEN THE PHYSICAL EXPERIENCE CARRIES THE SAME CLARITY AS THE DIGITAL





OUR TEAM

ONE CONNECTED OPERATING MODEL.

A TEAM STRUCTURED AROUND THE ROLES REQUIRED TO MOVE WORK FROM DIRECTION THROUGH EXECUTION AND LEARNING

ENG. FAROUK MOHAMED FAROUK
HEAD OF MARKETING

DIRECTION, RELATIONSHIPS AND DECISIONS.

ENG. MOHAMMED MOUNIR HAMMAD
ART DIRECTOR

IDENTITY, DESIGN, COPY AND CREATIVE SYSTEMS.

ENG. YOUSEF SARKAR
DIGITAL EXPERIENCE & SYSTEMS

UX, WEBSITES, APPS AND SYSTEM INTEGRATION.

ENG. HUSSEIN MOHAMED BABIKAR
CONTENT & PRODUCTION

SHOOTING, EDITING AND CONTENT

ENG. KHALED SABER
MEDIA & PERFORMANCE

CAMPAIGN ARCHITECTURE

KHOLOUD MOHAMED
SOCIAL MEDIA MANAGEMENT & MODERATION

COMMUNITY ENGAGEMENT, MODERATION

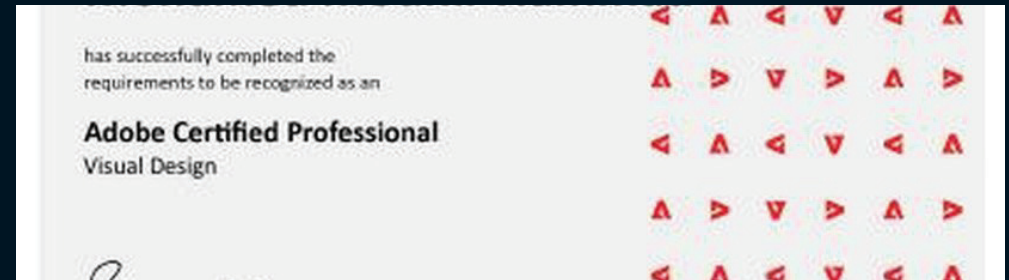
EVIDENCE EARNS ITS OWN SPACE

A SELECTION OF CURRENT, DIRECTLY RELEVANT PROFESSIONAL CREDENTIALS
FROM THE TEAM WORKING ON THE ACCOUNT



FAROUK MOHAMED FAROUK

GOOGLE DIGITAL GARAGE



MOHAMED MOUNIR HAMMAD

ADOBE CERTIFIED PROFESSIONAL - VISUAL DESIGN



MOHAMED MOUNIR HAMMAD

ADOBE ILLUSTRATOR



MOHAMED MOUNIR HAMMAD

ADOBE PHOTOSHOP

BRING US THE NUMBER YOU CARE ABOUT

WE WILL MAP THE PATH THAT CAN MOVE IT

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CONTACT PERSON

FAROUK MOHAMED FAROUK
HEAD OF MARKETING

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LEGAL ENTITY
NEXT FUTURE LLC

ENTITY TYPE
LIMITED LIABILITY COMPANY

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7049883445

VAT REGISTRATION NO.
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