

			Company Profile		
			 Events & Marketing		
			Lit Creative Agency FZE		

01

Who We Are

We are your marketing department.

We Are Your Marketing Department

“We stay LIT by staying ahead—of trends, technology and the way the world moves. Making impact matter.

— Monika Papadopoulou, Founder & CEO

WWW.LITDXB.COM

We are a social impact and digital agency built on the belief that creativity can do more than grow brands—it can inspire action, strengthen communities and contribute to a better future.

Inspired by the United Nations Sustainable Development Goals (SDGs), LIT was founded at the intersection of creativity, innovation and purpose. This

inspiration is reflected in our brand colours, representing the diversity of the global goals and the many dimensions of positive impact.

Today, we are a 360° partner across marketing, communications, digital strategy, content, events, experiential activations and social impact programmes. We embrace AI, emerging

technologies and evolving trends to create smarter, faster and more innovative work—while keeping human creativity at the heart of everything we do.

Making brands LIT.

50+
Brands Served

20+
Years of Experience

200+
Projects Delivered

24/7
Always LIT

02

The LIT 360° Growth System.

Six connected disciplines, one engine for predictable revenue.



LIT 360°

GROWTH SYSTEM

BUILD PREDICTABLE REVENUE

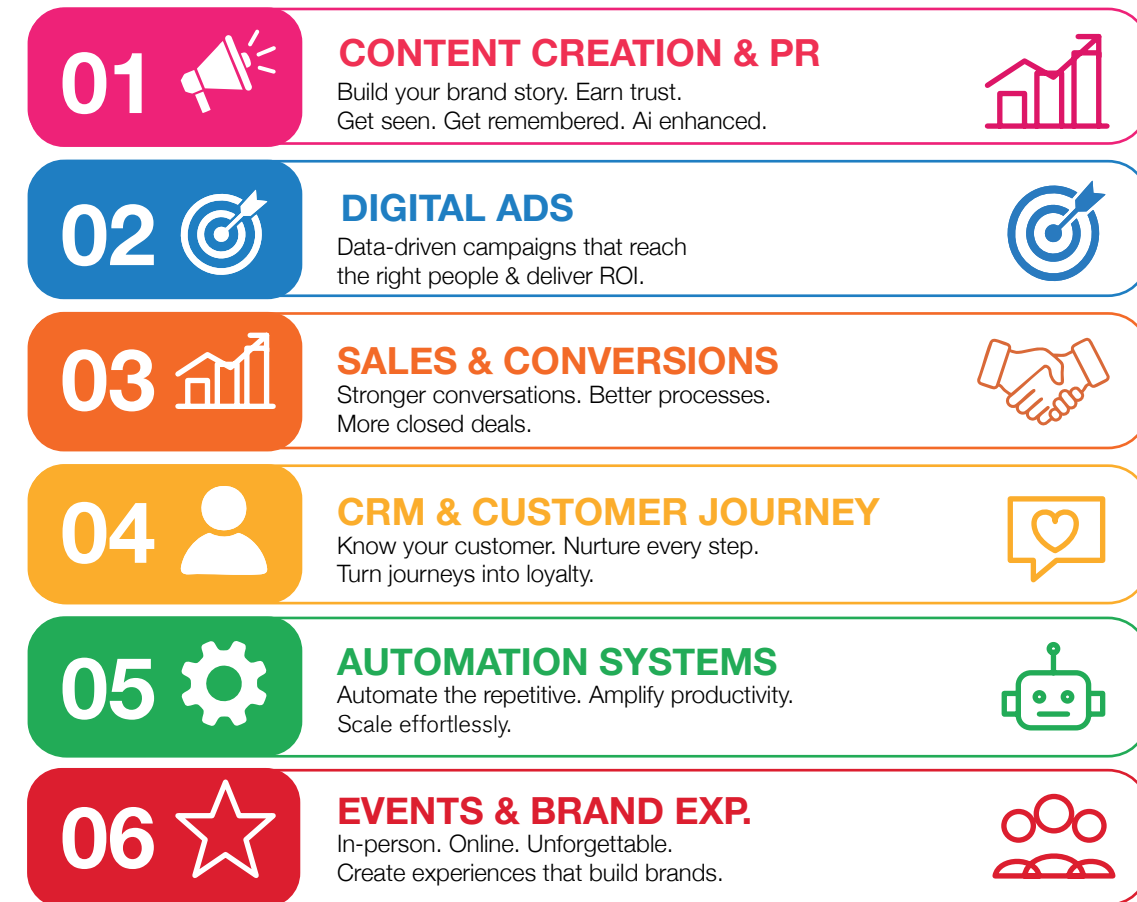


CREATIVITY LEADS. AI AMPLIFIES

Made Lit

A FULL-FUNNEL FRAMEWORK.

Our 360 Growth System brings all the moving parts of your business together - so you can attract, engage, convert and retain customers at every stage.



1.1 CONTENT CREATION

Content Creation:

Strategy

- Brief from the Client
- Develop content in Arabic and English
- Develop correct media plans
- Develop the correct Hashtags
- Develop custom designed posts with a uniform look and feel of the calendar
- Develop a monthly social media calendar to align with your marketing objectives and goals.

Audience

- Target audience segmentation including their habits & demographics.
- Tracking of performance and progress to adapt next month calendar.

Creative

- Identifying creative ideas social media activations to embed within the campaigns to drive engagement

Photography / Videography

- Making the page layout consistent



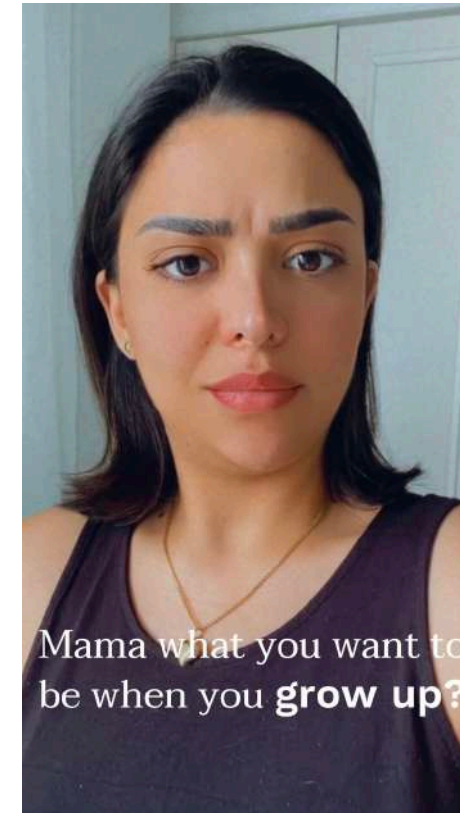
Snapchat AR Filter: Dancing Avocado

As a marketing agency, we always strive to provide cutting-edge marketing solutions to our clients, and our recent AR filter campaign for Mustela is a perfect example of that. The campaign aimed to increase engagement and bring their avocado product to life.

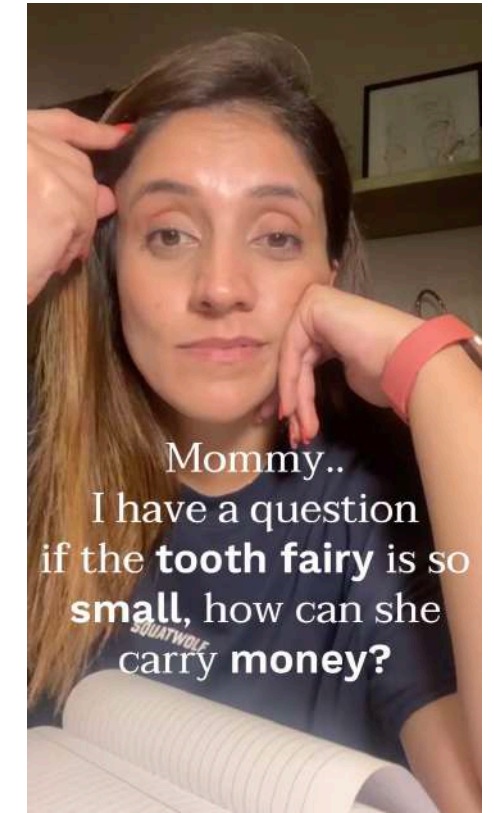
Our team created an interactive and fun AR filter that allowed users to play with the avocado, take pictures or videos, and share them on their social media profiles. In addition to the filter, we launched a TikTok campaign with micro influencers from across the region that showcased the filter and encouraged users to participate in a challenge.

The campaign was a resounding success, generating a high level of engagement from the target audience. The AR filter campaign helped to increase brand awareness, encourage social sharing, and create a buzz around the product..

TikTok Campaign: Big questions that kids have



<https://www.litdxb.com/mustela>



<https://www.litdxb.com/mustela>



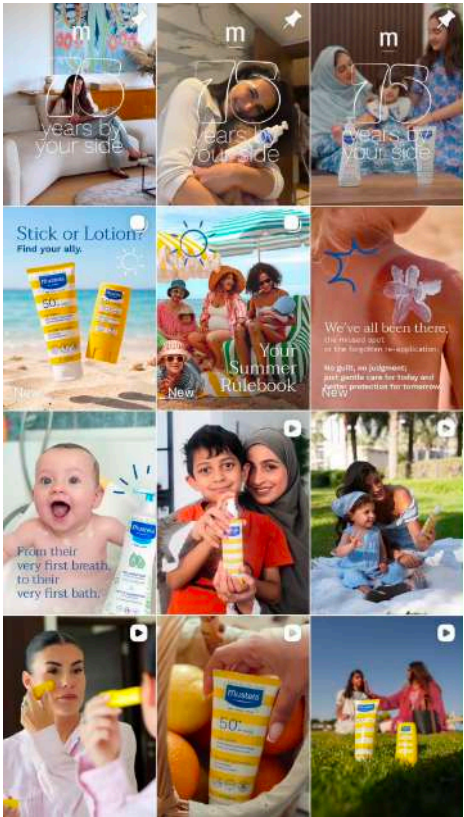
Social Media & Digital Marketing Management

As Mustela’s marketing partner, we manage the brand’s social media presence, ensuring consistent, engaging and locally relevant communication across digital platforms while remaining fully aligned with the brand guidelines and global direction provided by Mustela.

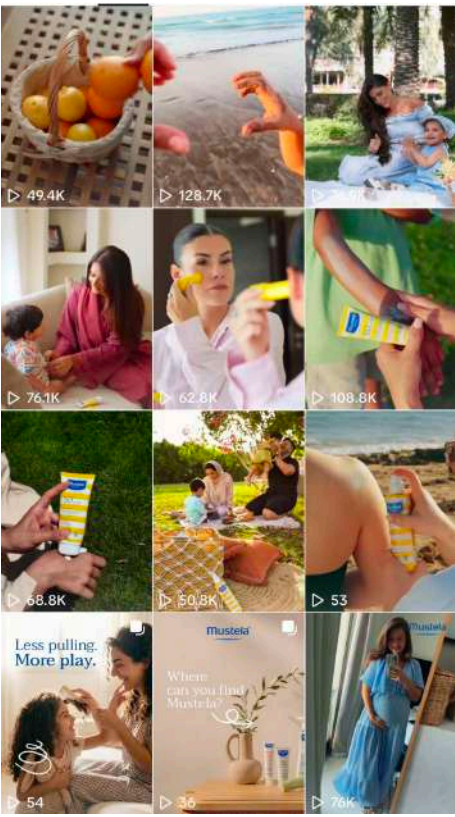
Our scope includes social media strategy, content planning and management, supported by ad hoc influencer marketing campaigns designed to strengthen awareness, engagement and brand relevance among key target audiences. We identify and collaborate with suitable creators to develop authentic campaigns that complement Mustela’s wider communication objectives.

In addition, we manage Google Ads campaigns to strengthen the brand’s digital visibility and reach relevant audiences through targeted, performance-driven advertising. Across every touchpoint, our approach combines strategic planning, creative execution and digital performance while maintaining consistency with Mustela’s established brand identity and guidelines.

Social Media Grids: Instagram & TikTok



[Mustela Middleeast](#)



[@mustela.middleeast](#)



Facebook & Instagram Posts

We created engaging Facebook and Instagram posts complete with captivating captions and targeted hashtags. This strategic approach ensures maximum reach and engagement with the clients audience, enhancing their social media presence and driving interaction.



Caption: Are you passionate about tackling global challenges like hunger and climate change? Join the Regenerative Agriculture Venture program to find innovative, science-based solutions for these issues. Develop your entrepreneurship skills in regenerative agriculture at www.RegenerativeAgricultureVenture.com.

Hashtags: #regenerativeagriculture #agriculture #farming #nature #agroforestry #soil #soilhealth #soilregeneration #sustainableliving #ecofriendly #ecosystem #climatechange #hunger #nutrition #waterscarcity #desertification #salinity #farmerconditions



Caption: Do you have a solution to support soil health? Healthy soils are vital for nutrient-rich crops, resilient farming, and environmental sustainability. Join us in enhancing soil health for a sustainable future at www.RegenerativeAgricultureVenture.com.

Hashtags: #regenerativeagriculture #agriculture #farming #nature #agroforestry #soil #soilhealth #soilregeneration #sustainableliving #ecofriendly #ecosystem #climatechange #hunger #nutrition #waterscarcity #desertification #salinity #farmerconditions

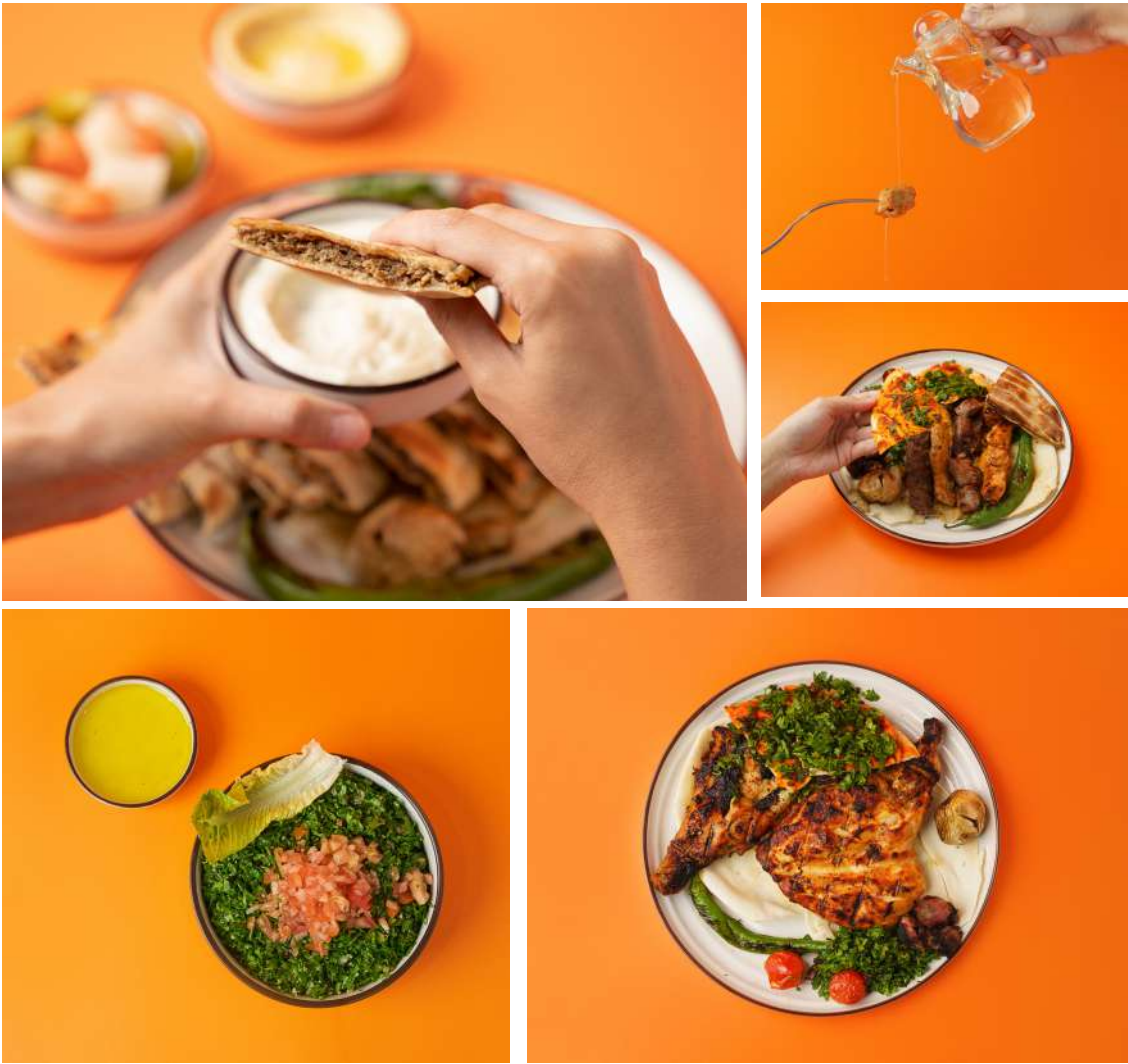


Caption: Passionate about solving global challenges like hunger and climate change? Join the Regenerative Agriculture Venture program to develop innovative, science-based solutions. Enhance your entrepreneurship skills in regenerative agriculture at www.RegenerativeAgricultureVenture.com.

Hashtags: #regenerativeagriculture #agriculture #farming #nature #agroforestry #soil #soilhealth #soilregeneration #sustainableliving #ecofriendly #ecosystem #climatechange #hunger #nutrition #waterscarcity #desertification #salinity #farmerconditions











1.2 Branding

We offer comprehensive branding services that cover every aspect of your brand's journey. From initial concept and design to final execution and promotion, our expert team ensures your brand stands out and resonates with your target audience. Whether you need logo design, marketing materials, social media management, or event branding, we provide end-to-end solutions tailored to your unique needs.

Trust us to bring your brand to life with creativity, consistency, and impact.



Logo Guideline

Logo Concept

The brand name, “Kube,” is crafted in a bold and modern font, conveying a sense of strength and reliability.

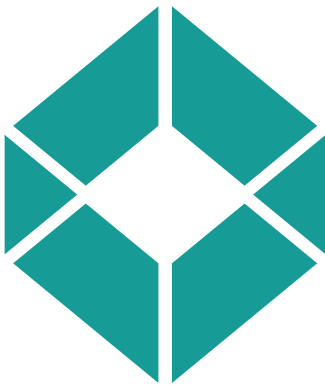
Positioned above the text is a cube shaped icon, serving as a powerful visual element. Within the cube, two arrows point in and out, symbolizing the seamless flow of items in and out of storage.



KUBES
SELF STORAGE

Primary Logo

In the primary logo for Kube Storage, a compact cube icon is positioned alongside the brand name, “Kube,” creating a unified and modern visual representation of the company’s commitment to efficient storage solutions.



KUBES
SELF STORAGE



KUBES
SELF STORAGE

Secondary Logo

Kube Storage’s secondary logo features a sleek “Kube” in modern font beneath a cube icon with arrows, symbolizing efficient and dynamic storage solutions

Montserrat Family Font



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,'()/-?!\$&

Font Combination

Aa.

Heading 1

38 px / 45 px Page Header

Heading 2

26 px / 30 px Page Header

“Space Made Simple”
“Space Made Simple”
“Space Made Simple”
“Space Made Simple”
“Space Made Simple”
“ *Space Made Simple*”

Thin
Light
Regular
Semibold
Bold
Bold Italic





1.3 PR & Media Relations Services

PR & THOUGHT LEADERSHIP

Build Credibility. Increase Visibility. Create Influence.

At LIT Creative Agency, we help brands, executives, and industry leaders strengthen their reputation, establish authority, and secure meaningful media exposure across the GCC and beyond.

Our integrated PR and Thought Leadership offering combines strategic communications, media relations, executive positioning, and content-driven visibility to ensure your brand remains relevant, credible, and top of mind.

SERVICES INCLUDE

- * Press Release Writing & Distribution (English & Arabic)
- * Media Relations & Journalist Outreach
- * Executive Thought Leadership & Op-Ed Placements
- * Feature Articles & Contributed Content
- * Interview Sourcing & Media Opportunities
- * Executive Profiling & Personal Brand Positioning
- * Media Kit & Corporate Messaging Development
- * Award Submission Management
- * Spokesperson & Media Training
- * Crisis Communications Support
- * Media Monitoring, Coverage Tracking & Reporting

OUTCOMES

- * Increased Brand Credibility
- * Stronger Executive Positioning
- * Enhanced Industry Visibility
- * Consistent Media Exposure
- * Sustainable Thought Leadership Presence

“

**THE FUNCTION
OF GOOD
SOFTWARE IS
TO MAKE THE
COMPLEX
APPEAR TO BE
SIMPLE.**

”

WWW.LITDXB.COM

2. DIGITAL ADS

Digital Advertising

Data-driven campaigns designed to reach the right audience, increase brand visibility, and deliver measurable ROI through strategic media planning and optimization.

- Social Media Advertising (Meta, Instagram, LinkedIn, TikTok & Snapchat)
- Google Search, Display & YouTube Advertising
- Audience Targeting & Retargeting Campaigns
- Lead Generation & Conversion-Focused Strategies
- Campaign Management, Monitoring & Optimization
- Performance Reporting & Analytics
- Budget Planning & Media Buying
- A/B Testing to Maximize Results and ROI

2.1 Managing Paid Campaigns

Meta, Snapchat, Google ADS, Whatsapp

- **Meta (Facebook & Instagram)**
 - Targeting: Utilize advanced demographic and interest targeting.
 - Ad Formats: Use carousel, video, and story ads.
 - Budget: Efficient budget allocation to maximize ROI.
 - Tracking: Monitor reach, engagement, CTR, and conversions.
 - Optimization: Refine targeting, creatives, and bidding based on data.
- **Snapchat**
 - Creative Ads: Design engaging video ads, collection ads, and AR lenses.
 - Targeting: Use geofilters and interest targeting.
 - Performance: Track reach, impressions, and interactions.
 - Optimization: Adjust creatives and placements based on analytics.
- **Google Ads**
 - Keyword Research: Identify high-performing keywords.
 - Ad Formats: Use search, display, video, and shopping ads.
 - Bidding: Implement smart bidding strategies.
 - Metrics: Monitor CPC, CTR, conversions, and quality scores.
 - Optimization: Test and refine ad copy, keywords, and landing pages.
- **WhatsApp**
 - Message Ads: Create ads leading to direct WhatsApp conversations.
 - Targeting: Reach specific audience segments.
 - Interactive: Provide personalized customer service via chat.
 - Tracking: Measure open rates, response rates, and conversions.
 - Optimization: Refine messaging strategies based on user feedback.

2.2 Media Plan

Facebook, Instagram & LinkedIn

- **Detailed Media Plan:**
 - Outline strategy, budget, and expected outcomes.
- **Client Approval:**
 - Present plan, get feedback, make adjustments, then launch.
- **Bi-Weekly Reports:**
 - Provide updates on key metrics and insights.
- **Ongoing Optimization:**
 - Continuously monitor and adjust strategy based on performance data.

	Client Name	Ministry of Education
	Campaign Duration	13th Mar'24 – 30th Apr'24
	Campaign Objective	Awareness / Conversions
	Campaign Name	Ministry of Education
	Budget	AED 40,000
	Channels / Platforms	Instagram and Snap ADS
	Media	Videos/Images

Funnel	Channels	Target	Communication	Buying Model	Impressions	CTR%	Clicks	Budget	Budget distribution
 Awareness / Conversions	 Instagram ADS 30 sec video	Previous campaign engagers + remarketing list (users who have visited the website) + look alike audience Location: UAE	 Ministry of Education	CPC	1,000,000	3%	30,000	AED 30,000	
	 Snap ADS Video story or image story				333,333	1%	3,333	AED 10,000	
TOTAL					1,333,333	–	33,333	AED 40,000	

Approval Status	Date
CMO/CXOs	

- Notes:
- Offers, promotions, website issues and seasonality can affect the performance.
 - Estimates are based on industry standards of Snap and Meta marketing platforms for education industry. Actual performance may vary.

CLIENT NAME	Goumbook
CAMPAIGN	Lead generation campaign
CAMPAIGN DURATION	1 month
GAMPAIGN OBJECTIVE	Generate qualified leads for Goumbook
BUDGET	AED 13,000
CHANNELS / PLATFORMS	LinkedIn, Instagram, Google display ADS
MEDIA	Lead forms, images or videos

FUNNEL	CHANNELS	TARGET	COMMUNICATION	OBJECTIVE	BUYING MODEL	IMPRESSIONS	CTR%	CLICKS	CT%	BUDGET	BUDGET DISTRIBUTION
Awareness	Google Display Ads	Highest education (Bachelor's degree and above)	Program awareness and visibility	Reach	-	210,000	0.25%	525	-	AED 2,000	15.4%
	Google Search Ads	People actively searching for relevant programs and support	Drive registrations via search	CPC	CPC	20,000	2%	400	4%	AED 4,000	30.8%
Leads	LinkedIn Forms	Professionals, founders and students interested in programs	Capture leads via lead forms	CPC	CPC	96,067	0.6%	580	4%	AED 7,000	53.8%
TOTAL						326,067	0.31%	1,505	4.1%	AED 13,000	100%

APPROVAL STATUS	DATE
CMO/CXOs	

NOTES:

- Offers, promotions, website issues and seasonality can affect the performance.
- Estimates are based on industry standards of Snap and Meta marketing platforms for education industry. Actual performance may vary.

CLIENT NAME	Mustela
CAMPAIGN DURATION	3 Weeks
CAMPAIGN OBJECTIVE	Views
CAMPAIGN NAME	Mustela (Parents without Borders)
BUDGET	AED 10,000
CHANNELS / PLATFORMS	Instagram & TikTok
MEDIA	Lead forms, images or videos

FUNNEL	CHANNELS	TARGET	KPI	TOTAL BUDGET	DAILY BUDGET	ESTIMATED VIEWS	ESTIMATED LIKES	VISITS/FOLLOWERS	CPV	CPPV
Views/Engagements/Likes	Meta Ads Instagram (Reels)	First-Time Parents (High-Anxiety Segment), Parents of Children with Skin Conditions, Healthcare & Medical Influencers, Premium & Organic Lifestyle Consumers, Children & Education Institutions, Pharmacies & Retail Buyers (B2B) and more.	Views/ Engagements/ Followers	7,000	335	170K - 230K	1K - 2.5K	3500 / 300	0.5 - 0.8 AED	1.5 - 4 AED
									Cost Per View	Cost Per Profile View

Note: Because it's collab content: Views High, Engagement High, Followers Lower (collab effect)
Followers are split between influencer + brand. Users connect more with influencer. Brand page gets smaller share.

FUNNEL	CHANNELS	TARGET	KPI	TOTAL BUDGET	DAILY BUDGET	ESTIMATED VIEWS	ESTIMATED LIKES	VISITS/FOLLOWERS	CPC	CPPV
Views/Engagements/Likes	Tik Tok Ads (Reels)	#MomLife #BabyCare #NewMom #SkincareRoutine #Beauty #Skincare Buyers and more.	Views/ Engagements/ Followers	3,000	140	200K - 250K	1.6K - 2K	3000 / 150	0.5 - 0.9 AED	1 - 2 AED
									Cost Per Click	Cost Per Profile View

APPROVAL STATUS	DATE
CMO/CXOs	

- NOTES:**
- Influencers reach can affect the performance.
 - Estimates are based on industry standards of Meta and TikTok marketing platforms for education industry. Actual performance may vary.

2.3 Website Development

We specialize in creating stunning and functional websites that perfectly represent your brand. Our team of experienced developers and designers work collaboratively to deliver customized websites that are not only visually appealing but also user-friendly and optimized for performance. Whether you need a simple informational site, an e-commerce platform, or a complex web application,

we provide end-to-end solutions tailored to your unique requirements.

SAMPLE WEBSITES

<https://leaderhealthcaregroup.com>

<https://nbar.com>

<https://www.lingua.com>

<https://nahar.ae>

<https://www.kaizenams.com/>

<https://www.ams pares.com>

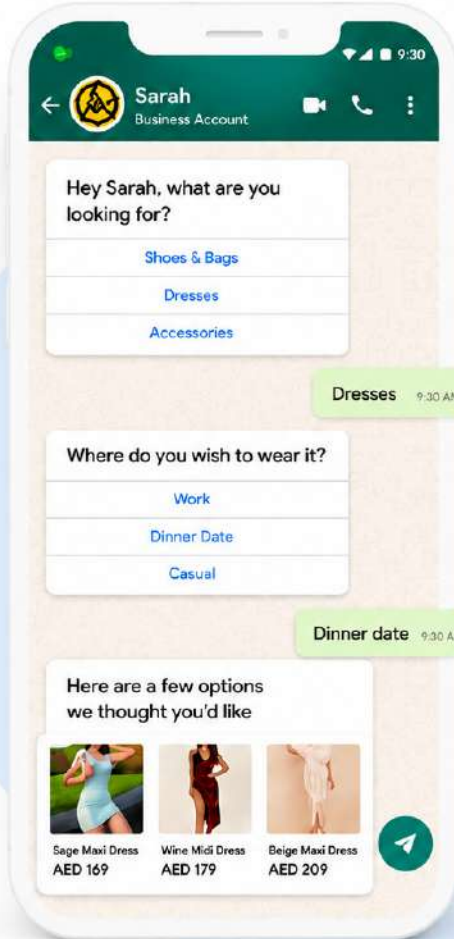
3. Sales & Conversions

WhatsApp Sales & Conversions

Drive direct customer engagement and increase conversions through targeted WhatsApp campaigns that create meaningful conversations and generate qualified leads.

- WhatsApp Marketing Campaigns
- Lead Generation & Customer Acquisition
- Direct Customer Communication & Follow-Ups
- Promotional Broadcast Messages
- Automated Responses & Customer Journeys
- Click-to-WhatsApp Advertising Campaigns
- Lead Nurturing & Conversion Tracking
- Increased Customer Engagement, Sales & ROI

WHATSAPP CAMPAIGN



 Google Ads WhatsApp

 **Instant Conversations**
Connect with potential customers directly on WhatsApp.

 **Qualified Leads**
Drive relevant conversations and generate high-intent leads.

 **Better Engagement**
Personalized interactions that improve engagement and conversions.

 **Reach Your Audience**
Engage users where they are most active.

 **Build Trust**
Verified business profile for credible communication.

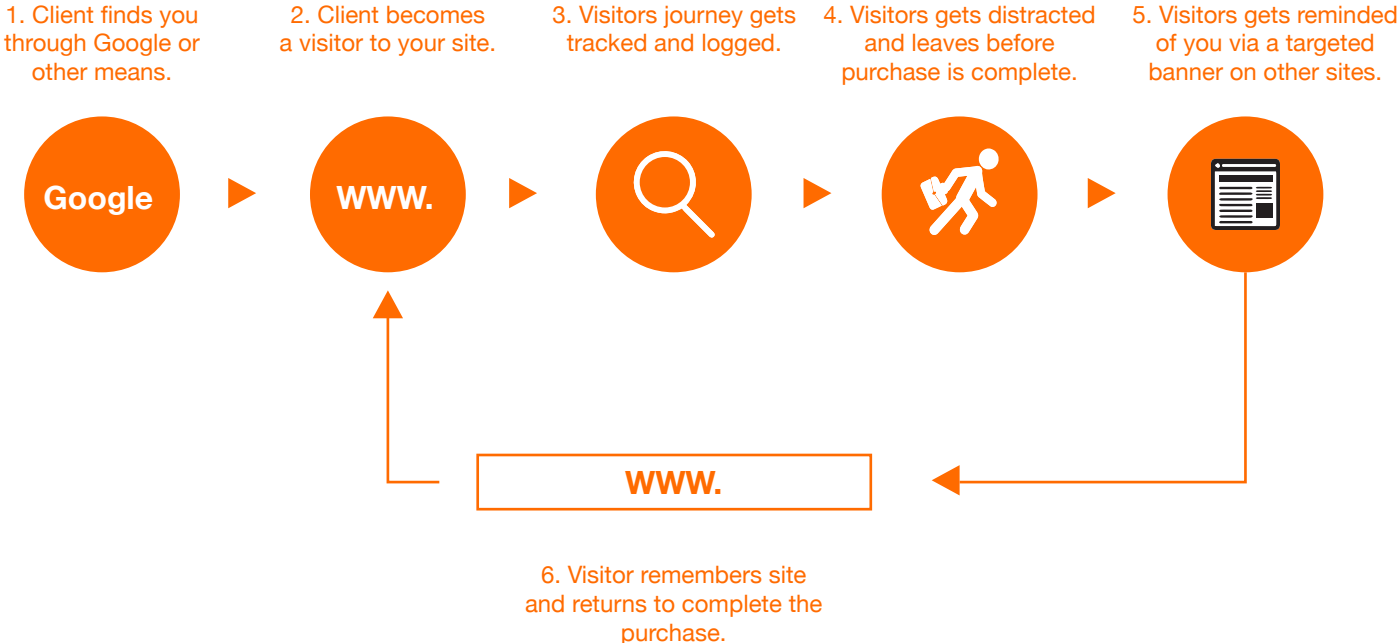
 **Drive Results**
More conversations.
More conversions.

Whatsapp Campaign:

- Convert Leads to paying customers via automated notifications.
- Engage 24-7 via smart WhatsApp and Multi-agent live chat support.
- Broadcast Promotional offers, new product launches and get 7x better results compared to SMS and Email.
- Send payment reminders, event updates to drive users to payment portal and events immediately.
- Send relevant CTA button for better CTRs: 35-60%.
- Share details of your products, courses and services to your leads and drive instant interest and conversions via a clickable button.
- Send videos, images, pdfs along with product messages for better conversions.
- Solve for support using a multi-agent live dashboard.
- Automate your product discovery flow and customer support queries using NLP-based dialog flow chatbots.
- Qualify Leads manually on multiple levels and conversation stages automatically/ manually using attributes.
- Assign tags to leads for references which help to run targeted WhatsApp campaigns.
- Get your human agent-analytics: chats intervened and closed.
- Analytics on how many user and business messages are getting exchanged.
- Configure pre-set responses for human agents for quick response during live chat.

Google ADS & Shopping

What We Offer



CAMPAIGN OPTIMISATION

- 1. Campaign Creation for Search & Display Network
- 2. Thorough Keyword Research and Selection through Keyword Planner
- 3. Careful and Complete Negative Keyword Selection and Implementation
- 4. Appropriate Keyword Matching Options for superior Click through Rates
- 5. Use Advanced Ad Grouping techniques to Increase Relevancy
- 6. Drafting Effective Text Ad’s Using Tested Best Practices
- 7. Choosing the Right CPC based on Competition and Advertiser Budget

Core Activity: Shopping Ads and Search Ads.

- Campaign creation
- Researching Keywords
- Monitoring website for the Keywords

The credit to the google will be added by the customer or will paid in advance. Campaign will pause based upon the client but once it started it will be continuing for a month.

PLATINUM	GOLD	SILVER
-Search ADS -Display/banner ADS -Youtube ADS -Remarkng ADS -Mobile Ads -1 Landing page (P/A) Upto 4 banner/images ADS (P/A) Twice a month report	-Search ADS -Display/banner ADS -Mobile Ads -Monthly report	-Search ADS -Display/banner ADS -Monthly report (campaign setup & optimisation)

- SEO is the process of optimizing your online content so that a search engine likes to show it as a top result for searches of a certain keyword. For best results we need to do a 6 month campaign.

Ø Duration: Minimum 6 Months for Optimal Results

- Preliminary Site Audit
- Keyword Research
- Content Duplicity Check
- Google Penalty Check
- Initial Backlinks analysis
- HTML & XML Sitemap
- Forum Comment
- PPT creation & Submission
- Full report once a month.

4. CRM & CUSTOMER JOURNEY

Know Your Customer. Nurture Every Step.

In today's competitive landscape, customer experience is no longer a differentiator—it is a growth driver.

At LIT Creative Agency, we help businesses create connected customer journeys that transform leads into loyal customers through intelligent CRM systems, automation, multi-channel communication, and data-driven insights.

Our CRM & Customer Journey solutions provide a centralized view of every customer interaction, enabling businesses to capture leads more effectively, automate follow-ups, streamline sales processes, and deliver personalized experiences at every stage of the journey.

By connecting customer data, communication channels, reporting, and automation into one ecosystem, organizations gain complete visibility into their pipeline, improve team productivity, and increase conversion opportunities.

STRATEGY

OUR CRM & CUSTOMER JOURNEY SOLUTIONS INCLUDE

- Customer Relationship Management (CRM)
- Lead Capture & Pipeline Management
- Customer Journey Mapping
- Multi-Channel Communication & Engagement
- WhatsApp CRM Integration
- Automated Follow-Up & Nurturing
- Reporting & Analytics Dashboards
- Customer Retention & Loyalty Programs

BUSINESS OUTCOMES

Increased Lead Conversion Rates
Faster Response Times
Improved Customer Experience
Greater Team Productivity
Enhanced Customer Retention
Complete Visibility Across The Customer Journey

04

CRM & CUSTOMER JOURNEY.

KNOW YOUR CUSTOMER. NURTURE EVERY STEP.



We help businesses centralize customer data, streamline communication, and create seamless experiences that turn prospects into loyal customers. Through intelligent CRM systems and automation, every interaction is captured, managed, and optimized for growth.

POWERFUL CRM. REAL RESULTS.



2,547

Total Leads



140

Converted Leads



5.50%

Conversion Rate



189

Lost Leads



432

Conversations

OUR CRM SERVICES



CENTRALIZE & MANAGE

Centralized customer data for better segmentation and insights.



TRACK & NURTURE

Automate communication and nurture leads at every step.



JOURNEY MAPPING

Design end-to-end journeys that drive engagement and loyalty.



AUTOMATE & ENGAGE

Automated follow-ups across email, WhatsApp and multiple channels.



ANALYZE & IMPROVE

Real-time dashboards and reports to measure performance.



RETAIN & GROW

Build lasting relationships that turn customers into advocates.

THE CUSTOMER JOURNEY



LEAD

Attract prospects



CAPTURE

Capture & centralize data



NURTURE

Nurture with automation & reminders



CONVERT

Move leads to close deals



LOYALTY

Deliver great experiences & build loyalty

PIPELINE OVERVIEW



New Leads	40%
Contacted	27%
Qualified	17%
Proposal	8%
Won	13%

LEADS CONVERSIONS



Converted	40%
Created	25%
In Progress	17%
Lost	18%

JOURNEY IN ACTION



CAPTURE LEADS ANYWHERE

Collect leads from ads, website, WhatsApp, calls & more.



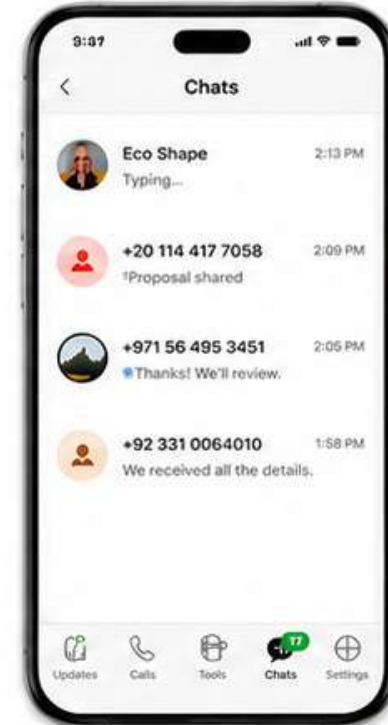
MANAGE & NURTURE IN CRM

Track every lead, assign, follow up and nurture with automation.



CONVERT & RETAIN MORE CUSTOMERS

Close more deals and keep customers coming back.



TRACK. PERSONALIZE. CONVERT. RETAIN.

Every interaction matters. Together, they create loyalty.

AUTOMATION SYSTEMS

AUTOMATION SYSTEMS & AI ENABLEMENT.

AUTOMATE. SCALE. GROW SMARTER.

At LIT Creative Agency, we help businesses streamline operations, improve customer experiences, and accelerate growth through intelligent automation, AI integration, and connected digital ecosystems.

05 

OUR AUTOMATION SERVICES INCLUDE



AI-POWERED SOLUTIONS

- AI assistants & chatbots
- Knowledge base automation
- Customer support automation



MARKETING AUTOMATION

- Lead nurturing workflows
- Email automation
- Customer journey mapping



CRM AUTOMATION

- Lead routing & assignment
- Pipeline management
- Customer lifecycle automation



WHATSAPP AUTOMATION

- Automated customer conversations
- Lead qualification flows
- Customer service journeys



REPORTING & ANALYTICS

- Automated dashboards
- Real-time KPI tracking
- Performance reporting



SYSTEMS INTEGRATION

- CRM connectivity
- Website integrations
- Cross-platform synchronization

AUTOMATION ECOSYSTEM



LEAD CAPTURE



AI QUALIFICATION



AUTOMATED NURTURING



WHATSAPP ENGAGEMENT



CRM MANAGEMENT



REPORTING & INSIGHTS



**SAVE TIME.
INCREASE EFFICIENCY.
SCALE OPERATIONS.**

*Every workflow matters.
Together, they create momentum.*

AI VOICE AGENT CASE STUDY: ARLI HOMES

24/7 CUSTOMER SERVICE. ZERO MISSED OPPORTUNITIES.

We implemented Grace, an AI Voice Agent for Arli Homes, to handle inbound calls 24/7, answer customer inquiries, capture leads, and provide instant, accurate information—ensuring every call is answered, every time.



KEY RESULTS

- 489** Total calls logged
- 10h 7m 8s** Total call duration
- 33%** Calls outside working hours
- 1m 14s** Average call duration

1 THE CHALLENGE

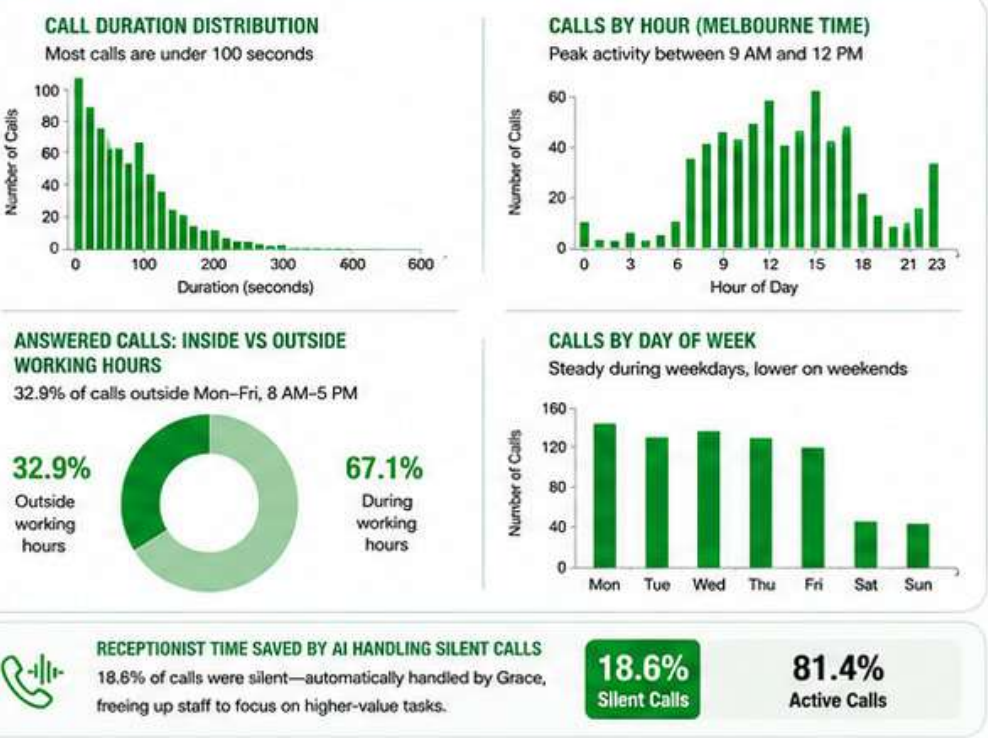


Arli Homes was missing calls outside business hours, dealing with repetitive inquiries, and facing delays in collecting customer details—leading to lost opportunities and slower response times.

2 OUR SOLUTION



3 THE IMPACT



4 THE OUTCOME

- 24/7 AVAILABILITY**
Every call answered, anytime.
- BETTER CUSTOMER EXPERIENCE**
Instant, accurate, and consistent support.
- MORE LEADS CAPTURED**
No missed opportunities.
- LOWER OPERATIONAL COSTS**
AI handles repetitive inquiries.
- IMPROVED EFFICIENCY**
Team focuses on high-value activities.
- RELIABLE & SCALABLE**
Built to grow with the business.

“ CLIENT TESTIMONIAL

“We have been using the AI Voice Agents for a few months now. The setup was easy, and the team was very helpful in trying to get all our information into the system before we launched. At the beginning, we had a few teething issues, as expected, but we were able to resolve them efficiently. We have found that Grace is getting goes on, and she now, and she now attends to calls with more accuracy. Having the email transcript and caller's number recorded helps us to follow up as required. Overall, it has been a positive experience, and I look forward to seeing Grace grow into a more mature AI receptionist for our business.”

Samantha Calleja
Arli Homes

EVENTS

5. COMMUNITY EVENTS.

For more pictures of our renders, please visit our website at www.litdx.com. Explore our portfolio and discover how we bring ideas to life through stunning visualizations tailored to perfection.

We have crafted and executed a diverse array of events for communities like Kaizen AMS, enriching their year with celebrations that span from Valentine's Day and Mother's Day to dynamic summer activations, delightful Ice Cream festivals, and engaging movie nights. Our festive repertoire includes vibrant celebrations for Diwali, Halloween, National Day, and Christmas, each meticulously tailored to create unforgettable experiences and foster a sense of community. Every event we organize features decorations that perfectly capture the spirit of the occasion, enhancing the overall atmosphere and making each celebration truly special.

For instance, our Valentine's Day events are adorned with romantic decor, including heart-shaped balloons and floral arrangements, creating a warm and inviting ambiance. Mother's Day events feature elegant and thoughtful decorations, making mothers feel cherished and appreciated. Our summer activations come alive

with vibrant, sunny decor, while Ice Cream festivals boast colorful, playful setups that delight both children and adults. During Diwali, venues glow with traditional lamps, intricate rangoli designs, and vibrant hues, honoring the festival's cultural richness. Halloween events, like our Union Properties extravaganza, thrill with spooky decorations, interactive activities, and elaborate costumes. National Day festivities shine with patriotic decor, fostering pride and unity.

Christmas transforms venues into winter wonderlands with twinkling lights, adorned trees, and festive ornaments, creating magical holiday vibes. At Al Ghurair, our grand Ice Cream celebration delights with whimsical decor, uniting families and friends in joyous moments.

Our commitment to excellence ensures each event leaves lasting memories, with carefully curated decorations enhancing the experience and capturing the essence of celebration.

**EVENTS ARE
THE THREADS
THAT WEAVE
UNFORGETTABLE
MOMENTS
INTO THE
FABRICS
OF OUR LIVES.**

<https://www.litdx.com/community-and-kids-events>

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TRANSFORMING

IMMAGINATION

INTO REALITY

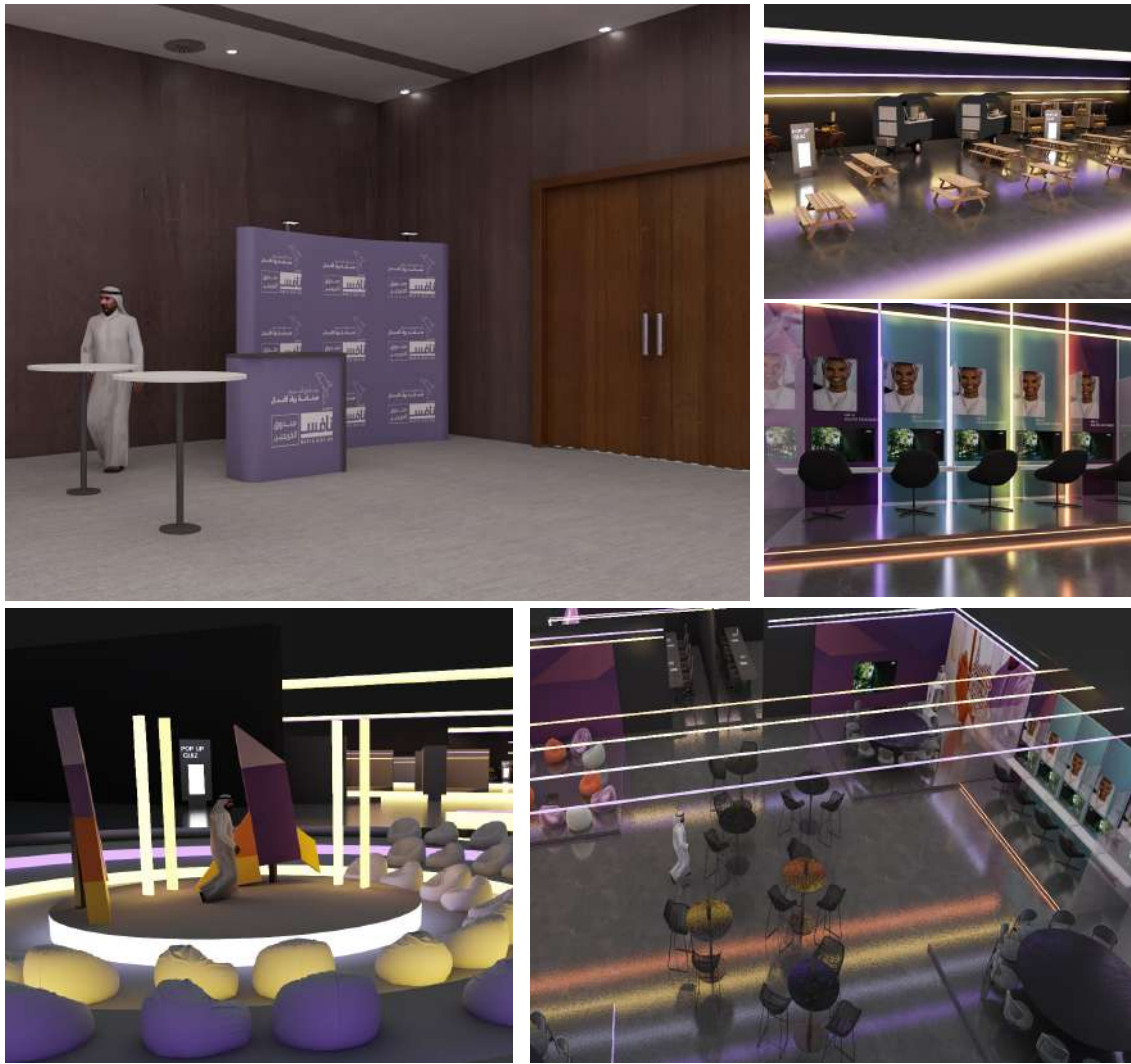
Visualizations Of Our Work

For more pictures of our renders, please visit our website at www.litdx.com. Explore our portfolio and discover how we bring ideas to life through stunning visualizations tailored to perfection.

[WWW.LITDX.COM](http://www.litdx.com)

At our firm, we excel in creating high-quality, meticulously detailed renders that precisely match your unique specifications. Whether you require architectural designs, compelling product launches, or immersive event environments, our team combines creativity with technical expertise to surpass your every expectation. Witness the caliber of our work through a glimpse into

one of our recent renders—an exemplary showcase of our ability to translate ideas into visually striking realities that truly engage and inspire audiences.







E

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CORPORAT

PROJECTS

Autodrome 20th Anniversary

Dubai Autodrome

Event Management & Coordination:

- Professional planning and execution from concept to completion
- Dedicated on-site team ensuring seamless event operations throughout

Branding & Event Production:

- Custom branding including entrance arches, branded bean bags, scannable location pins, signage, and creative event elements.

Entertainment & Activities:

- Stage performances including dancers, breakdancers, aerial performers, jumpers, cyclers, and roaming entertainment.
- Family activities included bouncy castles, arts & crafts, painting stations, games, and interactive attractions.

Technical Production:

- Sound, lighting, and AV management.

Food & Beverage:

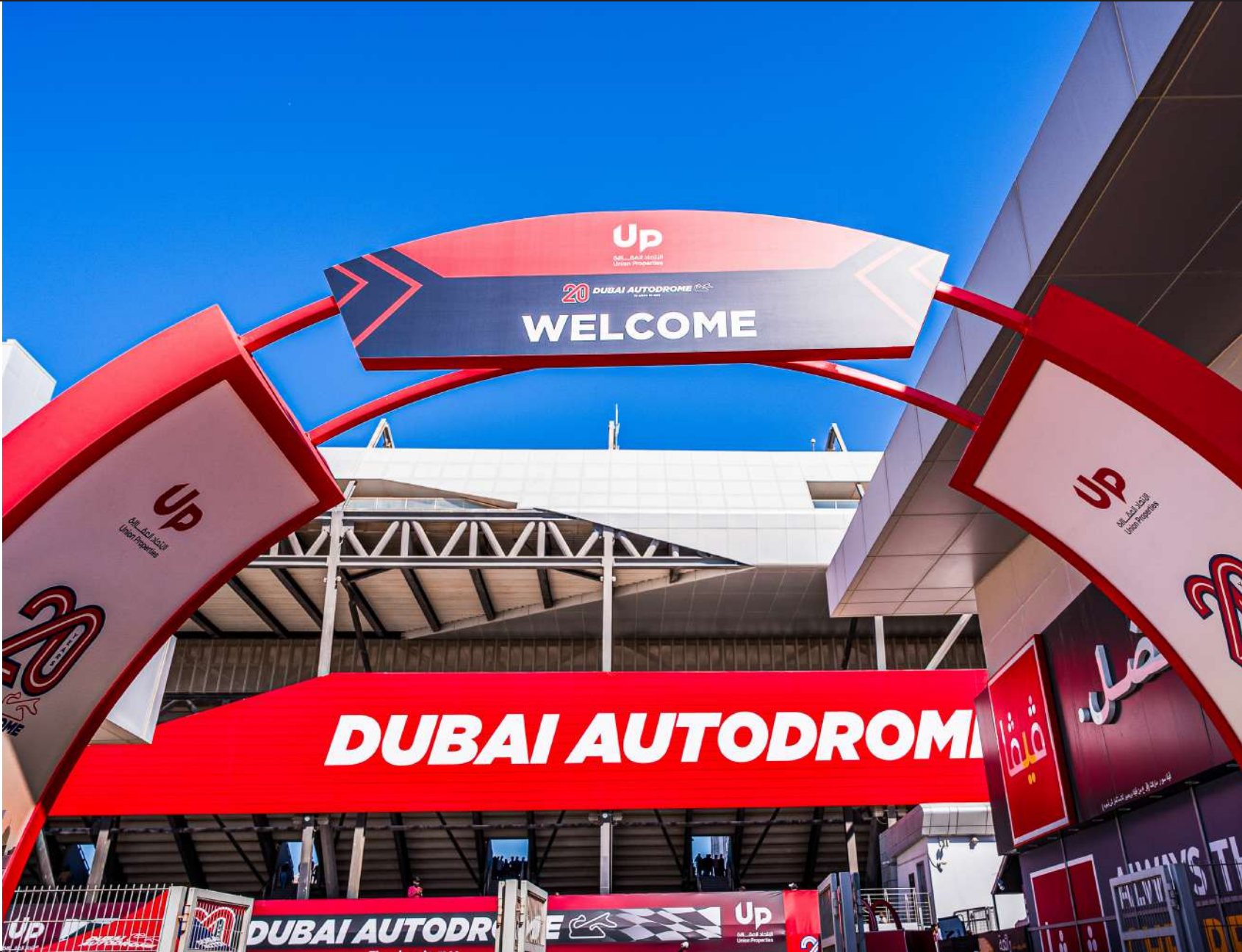
- Food truck sourcing and management

Photography & Videography:

- Professional event photography coverage
- Videography and highlight reel production for post-event marketing

Outcome:

- Successfully delivered a large-scale community event
- High levels of attendee engagement and participation







Nestfinders Gala Dinner

Nestfinders Real Estate

Venue Management & Hospitality:

- Hotel venue sourcing, evaluation, and booking coordination.
- Liaison with venue management to ensure smooth event planning and execution.

Event Styling & Setup:

- Custom seating area design and guest table arrangements.
- Bespoke table centrepieces and event décor to enhance the guest experience.

Branding & Event Production:

- Stage, backdrop and podium design with integrated event branding.
- Custom branded elements, signage, and visual assets implemented throughout the venue.

Entertainment Management:

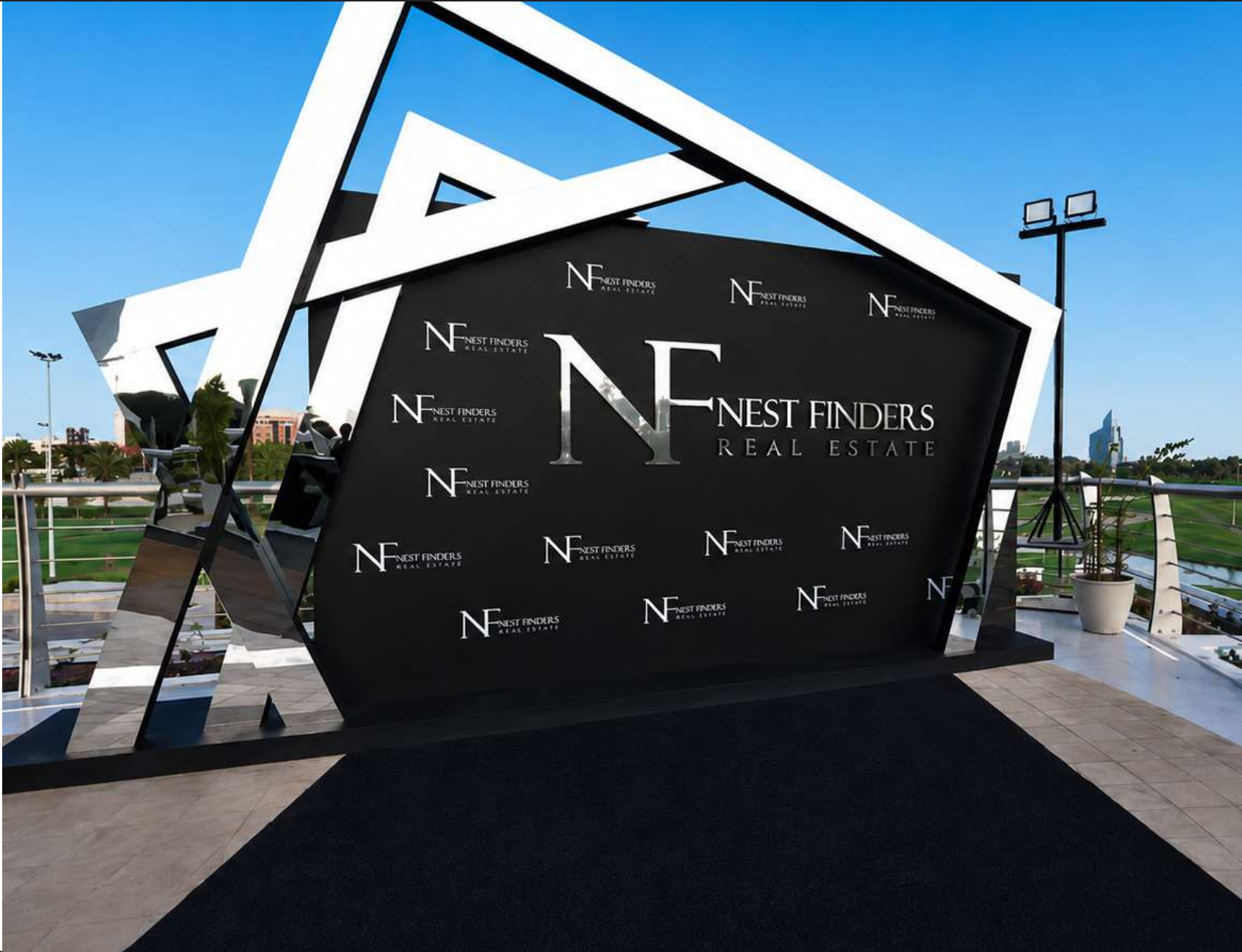
- End-to-end scheduling and performer liaison to ensure seamless show delivery.

Event Management & Coordination:

- Professional planning and execution from concept to completion.

Outcome:

- Outcome:
- Successfully delivered a polished corporate event aligned with the client’s brand objectives.
- Created an engaging and professional environment that enhanced networking, guest interaction, and overall event experience.











TY

COMMUNIT

EVENTS:

Mother's Day Yoga Event

Kaizen Communities

Instructor:

- Professional yoga instructor led the session
- Guided participants through various yoga poses and breathing exercises

Equipment and Supplies:

- Branded yoga mats provided for each tenant
- Branded water bottles distributed to all participants

Setup and Atmosphere:

- High-quality sound system for a calming and immersive experience
- Comfortable and serene environment created for relaxation and focus

Participant Engagement:

- Inclusive session designed for all skill levels
- Interactive and supportive environment encouraging participation

Special Touches:

- Personalized branded items to enhance the experience
- Thoughtful setup to make participants feel valued and appreciated

Outcome:

- Positive feedback from participants
- Enhanced sense of community and well-being among tenants
- Memorable and enjoyable Mother's Day event for all attendees



Painting Workshop

Kaizen Communities

Setup and Equipment:

- Provided chairs and easels for all participants
- Supplied canvases with different artworks tailored for various age groups
- Offered a selection of paintbrushes and water for easy painting

Art Materials:

- Wide range of canvases with pre-drawn designs
- Paintbrushes of various sizes for different techniques

Instruction and Guidance:

- Experienced instructor led the workshop
- Step-by-step guidance for creating beautiful artwork
- Tips and techniques shared for enhancing painting skills

Participant Engagement:

- Activities designed to cater to different skill levels and age groups
- Interactive and fun environment encouraging creativity

Additional Support:

- Provided all necessary painting supplies
- Ensured a comfortable and inspiring workspace for all attendees

Outcome:

- Participants created unique artworks to take home
- Positive feedback and enthusiasm for future workshops



Easter Egg Hunt

Kaizen Communities

Themed Decorations and Branding:

- Branded wooden eggs added a unique and branded touch
- Distributed baskets and Easter headbands to all participants

Activities and Setup:

- Benches set up for kids to sit and paint Easter eggs
- Organized an interactive egg hunt for children

Entertainment and Engagement:

- Game host led interactive games with the kids
- Special visit from the Easter Bunny for photo opportunities and fun

Additional Touches:

- Provided all necessary painting supplies for decorating eggs
- Ensured a lively and festive atmosphere

Outcome:

- Fun-filled day with a variety of activities
- Positive feedback from families and participants
- Created memorable Easter experiences for the community



Ice-cream Activation

Kaizen Communities

Branded Elements:

- Branded ice cream sleeves for a customized and professional touch
- Branded photobooth with fun props for memorable pictures

Equipment and Supplies:

- Ice cream machine provided a variety of flavors
- Wide selection of sprinkles and toppings available for customization

Setup and Atmosphere:

- High-quality sound system for an enjoyable and lively ambiance
- Professional photographer to capture special moments

Participant Engagement:

- Interactive photobooth with branded props encouraged participation
- Music and activities created a fun and engaging environment

Additional Touches:

- Ensured a seamless and enjoyable experience with well-organized setup
- Provided necessary supplies for a hassle-free event

Outcome:

- Positive feedback from attendees
- Enhanced community spirit and enjoyment
- Created lasting memories with unique branded elements



UAE National Day Event

Kaizen Communities

Live Cooking Stations:

- Two elderly Emirati nationals prepared traditional dishes: logimat and regag
- Authentic cooking demonstrations for a cultural experience

Tents and Seating:

- Tents with both high and low majlis available for tenants
- Comfortable and traditional seating arrangements for an authentic ambiance

Traditional Refreshments:

- Coffee man distributing Emirati coffee to all participants
- Traditional flavors and cultural touch in the refreshments

Cultural Activities:

- Henna artist available for traditional henna designs
- Falcon present for tenants to take memorable pictures

Setup and Atmosphere:

- High-quality sound system for traditional music and announcements
- Decor and environment reflecting UAE heritage

Participant Engagement:

- Interactive cooking stations and cultural activities
- Opportunities for tenants to experience and celebrate UAE traditions

Additional Touches:

- Ensured a seamless and enjoyable experience with well-organized setup
- Provided all necessary supplies and coordination for a successful event

Outcome:

- Positive feedback from tenants
- Enhanced cultural awareness and community spirit
- Created lasting memories with unique and traditional experiences







Halloween Event

Kaizen Communities & Union Properties

Food Machines:

- Burger machines serving freshly made burgers
- Fries machines offering hot and crispy fries
- Chicken nugget machines for delicious chicken nuggets
- Corn dog machines providing tasty corn dogs
- Cotton candy and popcorn machines for sweet treats
- Ice cream machines with various flavors
- Mini pancakes and waffle machines for delightful snacks

Entertainment and Activities:

- Game host leading interactive and fun games
- Face painting for kids with Halloween-themed designs
- Kids workshop with chairs and Halloween supplies for crafts and activities

Decorations and Branding:

- Branded arches and stations for a cohesive and festive look

- Balloon arches enhancing the Halloween atmosphere
- Fire shows for exciting and mesmerizing performances
- Stilt walkers adding to the spooky and entertaining ambiance

Setup and Atmosphere:

- Well-organized setup with clearly marked stations
- High-quality sound system for music and announcements
- Ensured a fun and spooky environment with Halloween decor

Participant Engagement:

- Variety of food options to cater to all tastes
- Interactive games and activities for kids and families
- Opportunities for memorable photos and experiences

Outcome:

- Positive feedback from attendees
- Enhanced community spirit and enjoyment
- Created lasting Halloween memories with unique and fun activities







Christmas Event

Kaizen Communities

Live Festive Stations:

- Live hot chocolate and festive treats station
- Freshly prepared seasonal favorites creating a warm holiday atmosphere

Festive Seating & Décor:

- Beautifully decorated Christmas lounge and seating areas
- Cozy festive setup with elegant holiday decorations and lighting

Festive Food:

- Selection of festive food stations and holiday-inspired treats

Christmas Entertainment:

- Meet & greet with Santa Claus
- Carnival Team

Family Activities:

- Games
- Games Host & Facepainting

Setup & Atmosphere:

- Professional sound system for Christmas music and announcements
- Elegant festive décor creating a magical holiday experience

Additional Touches:

- Ensured a seamless and enjoyable experience with well-organized setup
- All festive décor, activity materials, and operational support provided

Outcome:

- Positive feedback from tenants
- Enhanced cultural awareness and community spirit
- Created lasting memories with unique and traditional experiences







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