

Social!t

Since 2021

Credentials 2026

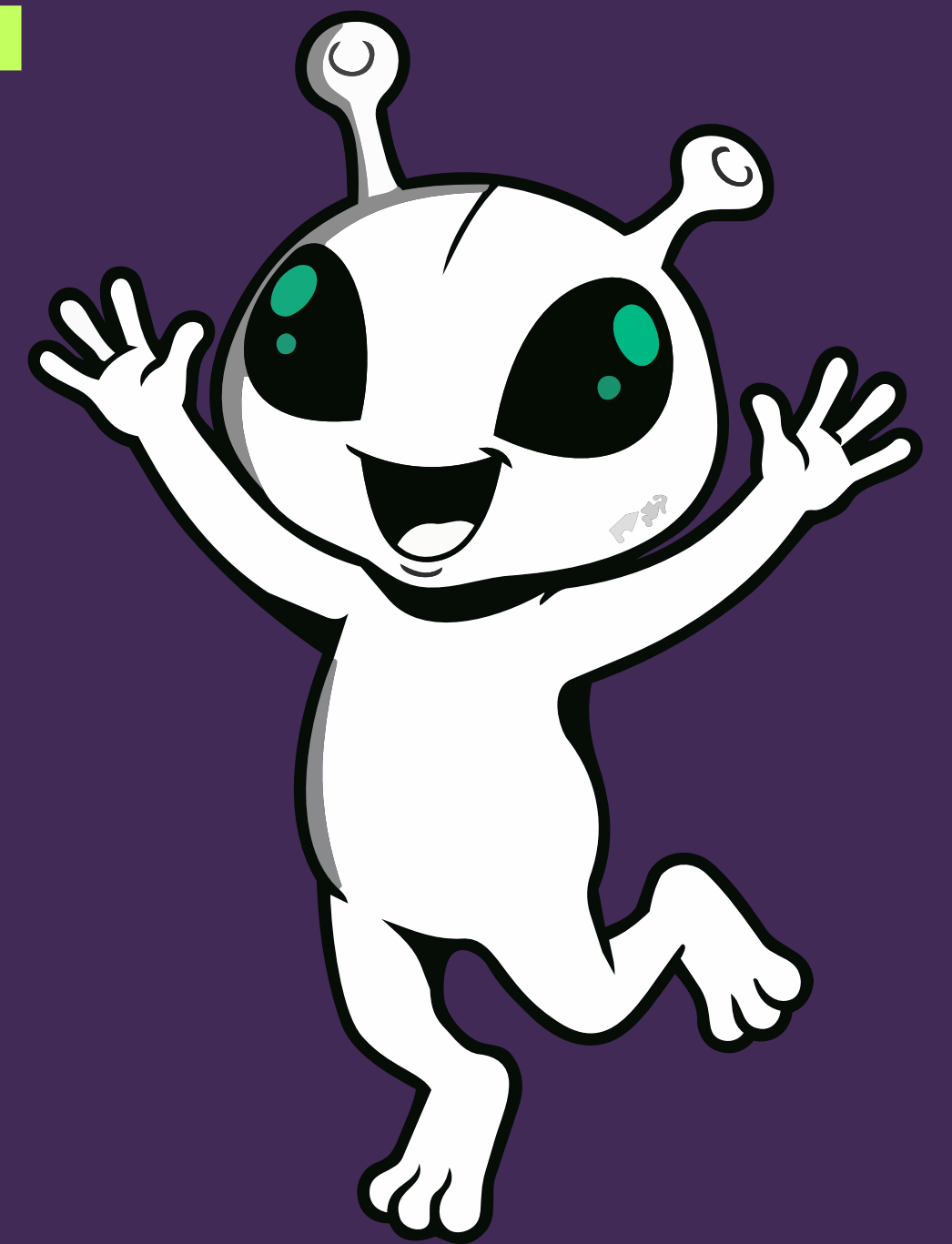


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- How We Social It
- Brands That Got Socialied
- Influencers Who Social It
- Socialied Campaigns
- People of Socialit

MEET SOCIALIT

Our Story



Established in 2021, we were built to be more than a traditional agency. We are a global collective united by one clear mission... to make your brand “**SOCIAL IT.**”

Having expanded rapidly from Egypt to the UAE and the USA, our vision is completely borderless. Wherever your audience is, we are already there, ready to help you social it... everywhere, in every way.”

HOW WE SOCIALIT

Our Services



360 Creative

- Creative Strategy
- Brand Identity Development
- Branding & Packaging
- Digital Campaigns
- OOH & Print Design
- Motion, Editing, and Design
- Copywriting & Content Creation

Events & Experiential

- Brand Activations
- Pop-Up Experiences
- Booth & Space Design
- Event Concept Development
- On-ground Consumer Engagement
- Roadshows & Sampling Activations
- Event Production & Logistics
- Event Coverage Content

Public Relations

- Public Relations Strategy
- Press Release Development
- Media Outreach & Relations
- Product Launches
- Corporate Communications
- Crisis Communication Support
- Media Partnerships
- Roundtable Event Management

Influencer Marketing

- Influencer Strategy & Campaign Planning
- Influencer Sourcing & Matching
- Macro, Micro & Nano Influencer Campaigns
- Campaign Execution & Management
- Performance Tracking & Reporting
- Seeding & Product Gifting Campaigns
- UGC

Media Production

- TVC & Commercial Production
- Digital Content Production
- Product Photography
- Lifestyle Photography
- Video Production & Editing
- Motion Graphics & Animation
- CGI & AI-Powered Content
- Post Production

Community Management

- Community Management
- Publishing & Scheduling
- Trend Monitoring
- Social Listening
- Monthly Reporting & Insights

Performance Marketing

- Meta Ads Management
- Google Ads (SEM, Display, YouTube)
- Performance Max Campaigns
- TikTok & Snapchat Advertising
- Media Buying & Optimization
- Conversion Funnel Strategy
- Lead Generation Campaigns
- Analytics, Tracking & Reporting

Offline Marketing

- TV – Broad-reach television advertising.
- VOD – Targeted advertising on streaming platforms (Shahid - Watchit)
- OOH – High-impact outdoor and digital out-of-home media.
- Radio – Audio advertising across leading radio networks.

BRANDS THAT GOT SOCIALED

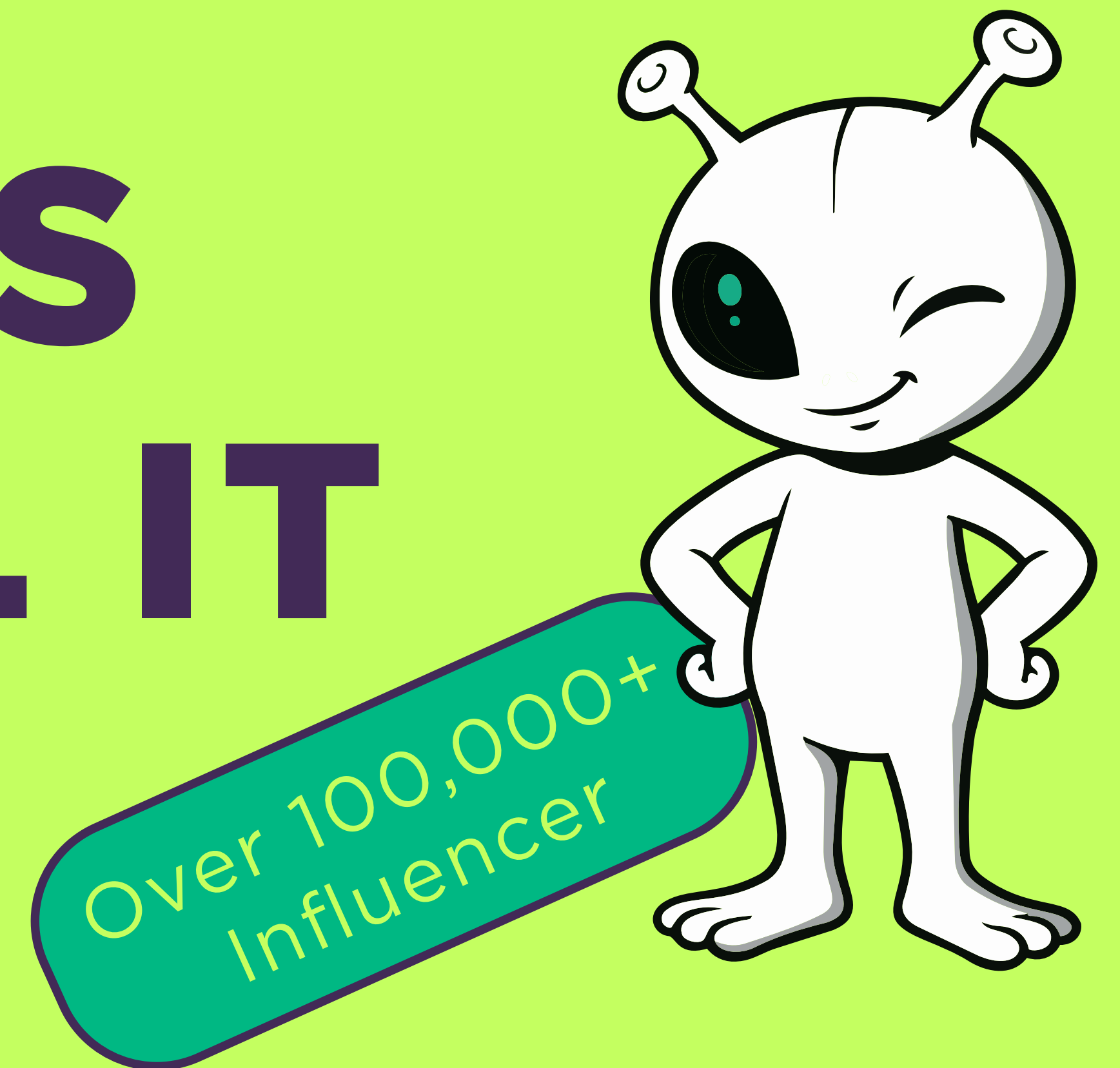
Our Clients





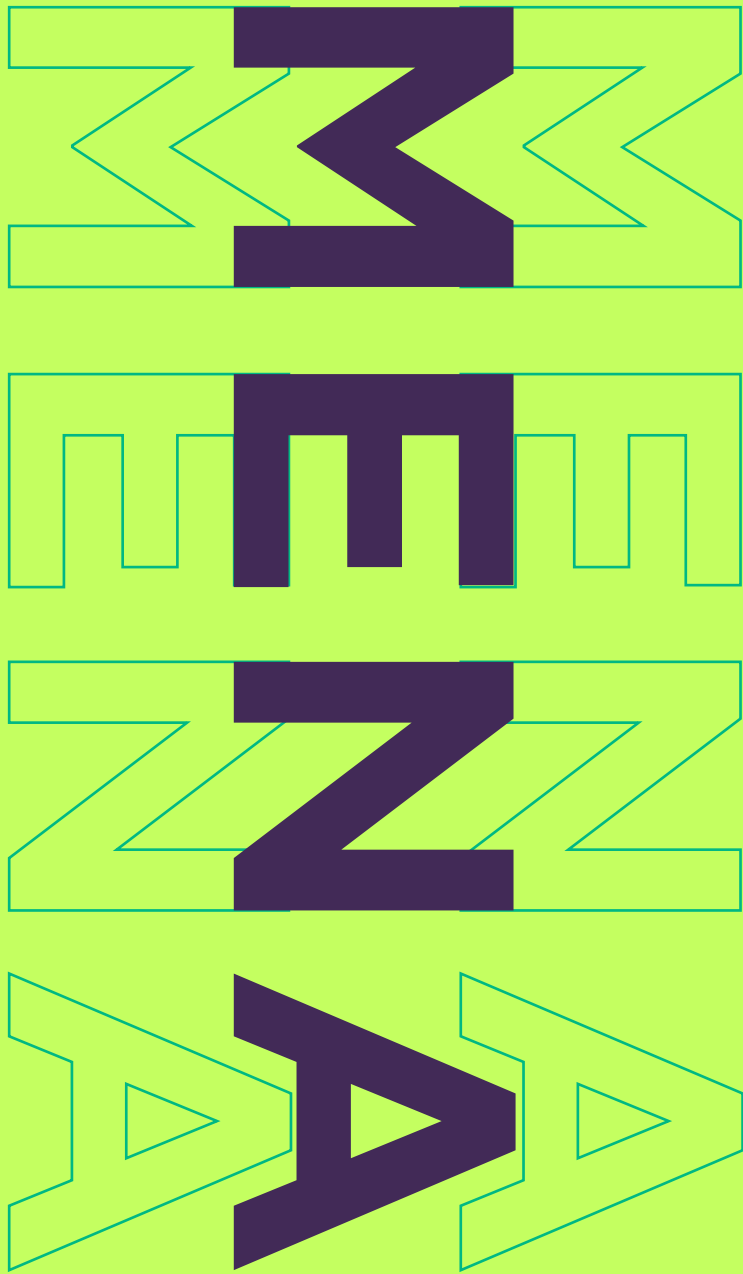
INFLUENCERS WHO SOCIAL IT

Our Network





ME
GO
Y
P
T

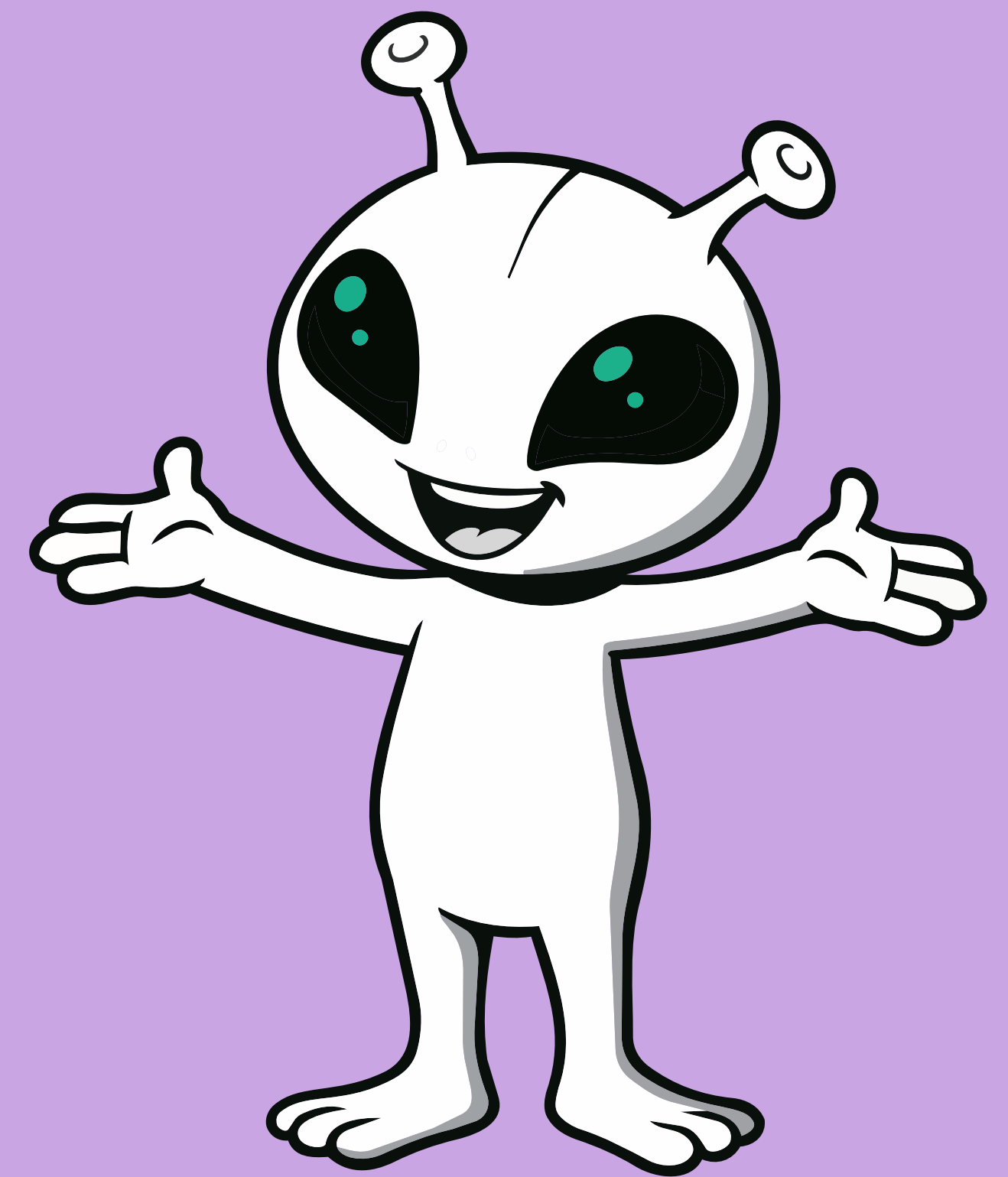




USA

SOCIALED CAMPAIGNS

Our Work





We are proudly as of 2025 the 3rd on a global scale for LG electronics in social media creatives, digital ads and creative designs.

371M

IMPRESSIONS

20M

ENGAGEMENT

28%

INCREASED VTR

50M+

ORGANIC VIEWS







LG QNED AI
Mini LED

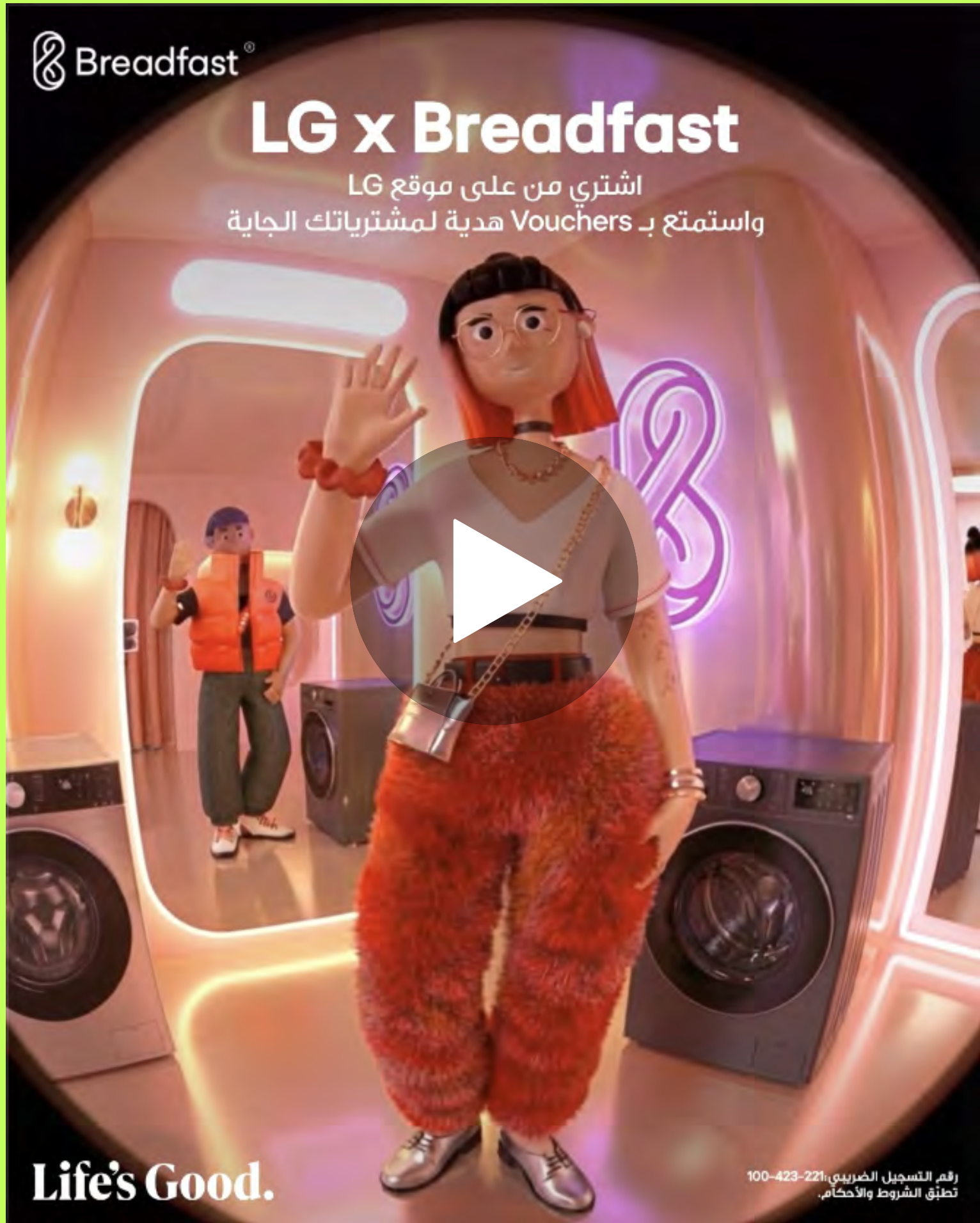
عيش الحماس .. شجع بحماس

* تطبق الشروط والأحكام
رقم التسجيل الضريبي: 221-423-100



خصم يصل لـ
40% على خدمة
التنظيف العميق
عشان جهاز ماما غالي عليها

رقم التسجيل الضريبي: 100-423-221
تطبق الشروط والأحكام







During our first two years of building the brand's presence among the mass audience, we managed to drive strong demand for the product, leading it to sell out and go out of stock more than four times within that period.

Our scope included strategy and account establishment, growing the brand's followers organically from zero to its current number, billboard and celebrity campaigns, partnership management in the UK with Chelsea players, advertisements, online content integration, UGC, and influencer marketing.

60M+
IMPRESSIONS
ORGANIC

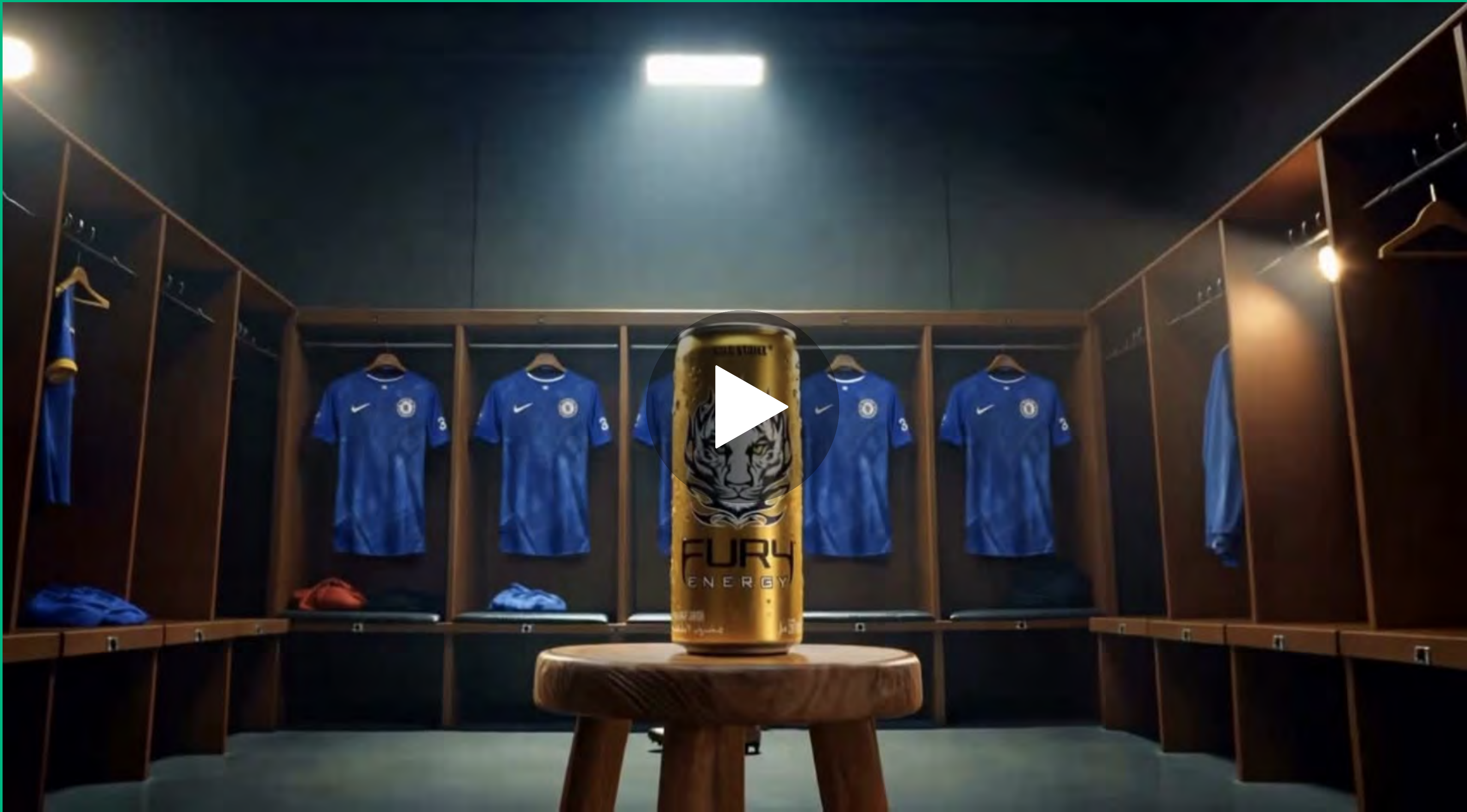
3.3M
ENGAGEMENT

52%
INCREASED VTR

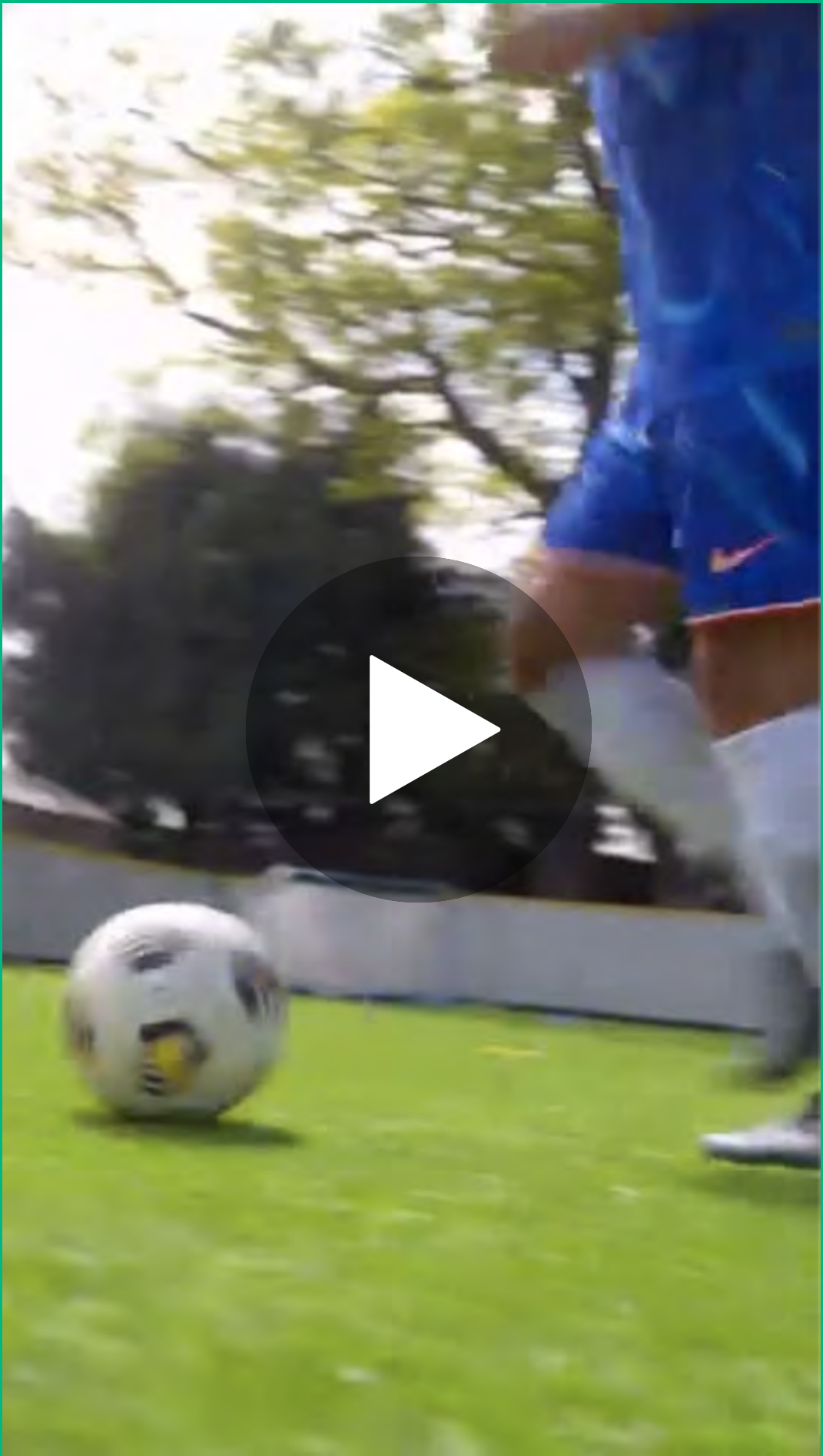
60M+
ORGANIC VIEWS







Chelsea Campaign



Fury Energy Drink x Zamalek SC Partnership Announcement

As part of our strategic communications and media relations efforts, we successfully organized and managed the official media roundtable announcing the three-year partnership between Fury Energy Drink and Zamalek SC. The event brought together key media representatives and stakeholders to unveil Fury as the Official Energy Drink Partner of the club, generating extensive national coverage and strengthening the visibility of both brands.

Results Achieved:

109 media placements across Tier 1, Tier 2, and Tier 3 outlets

288.1 million total reach

EGP 1.6 million AVE

EGP 4.8 million PR Value

The announcement successfully positioned Fury Energy Drink within Egypt's sports landscape, delivering widespread media exposure and supporting the brand's association with one of the country's most prominent football clubs.





This 4-month campaign for Juhayna activated 30 influencers across lifestyle, food, family, and entertainment to highlight its full product range; yogurt, juice, milk, and flavored milk.

Each creator delivered 2 Reels across Instagram and TikTok, showcasing everyday consumption, recipes, and family-friendly moments.

The campaign also featured an on-ground activation at a branded North Coast beach booth with 10+ influencers capturing summer-themed content.

Together, the always-on digital presence and live activation boosted brand visibility, relevance, and engagement across multiple lifestyle occasions.

60
PIECES OF CONTENT

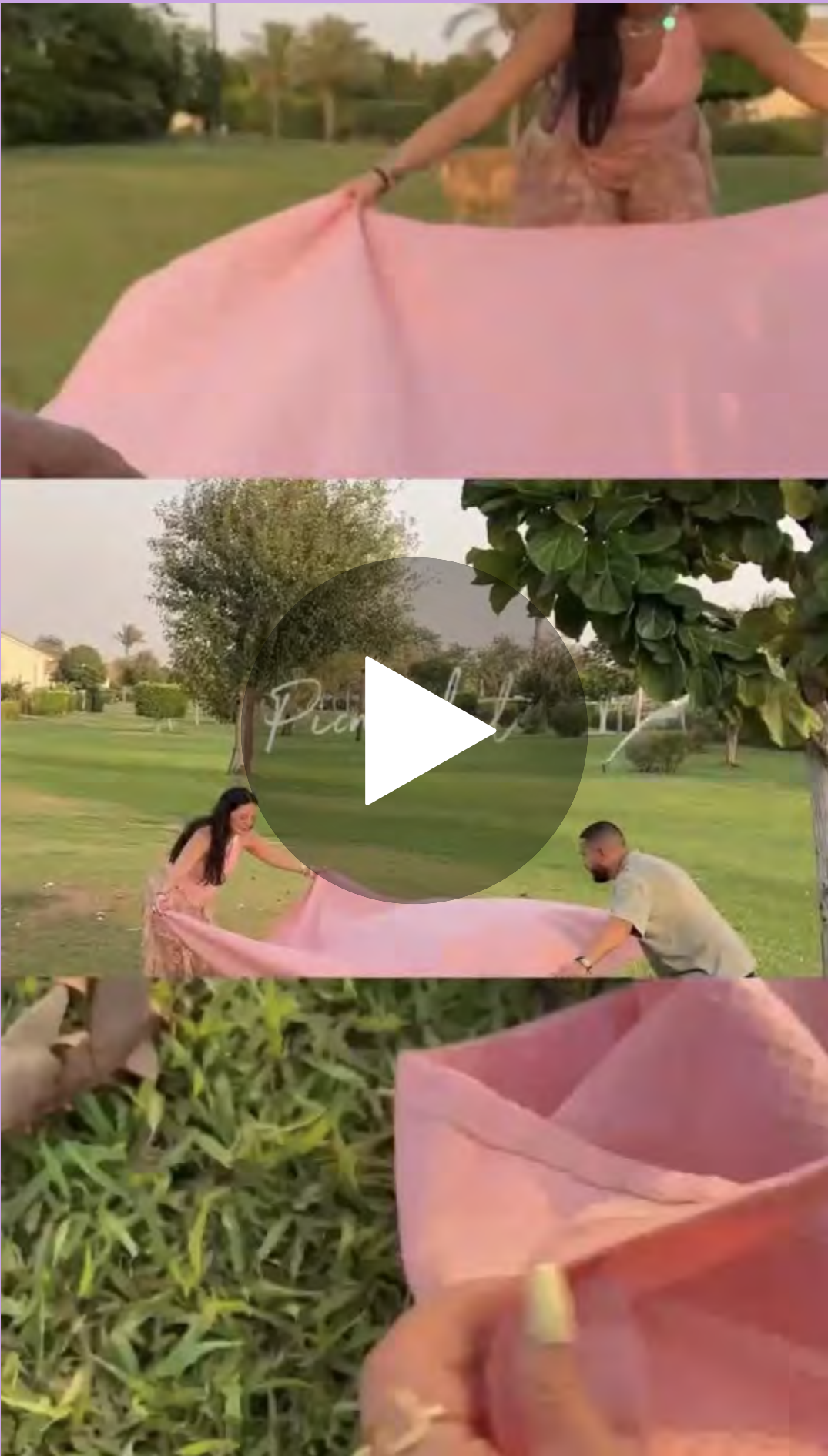
30
INFLUENCERS

3.7M
REACH

11.5M
TOTAL VIEWS

0.26EGP
TOTAL CPR











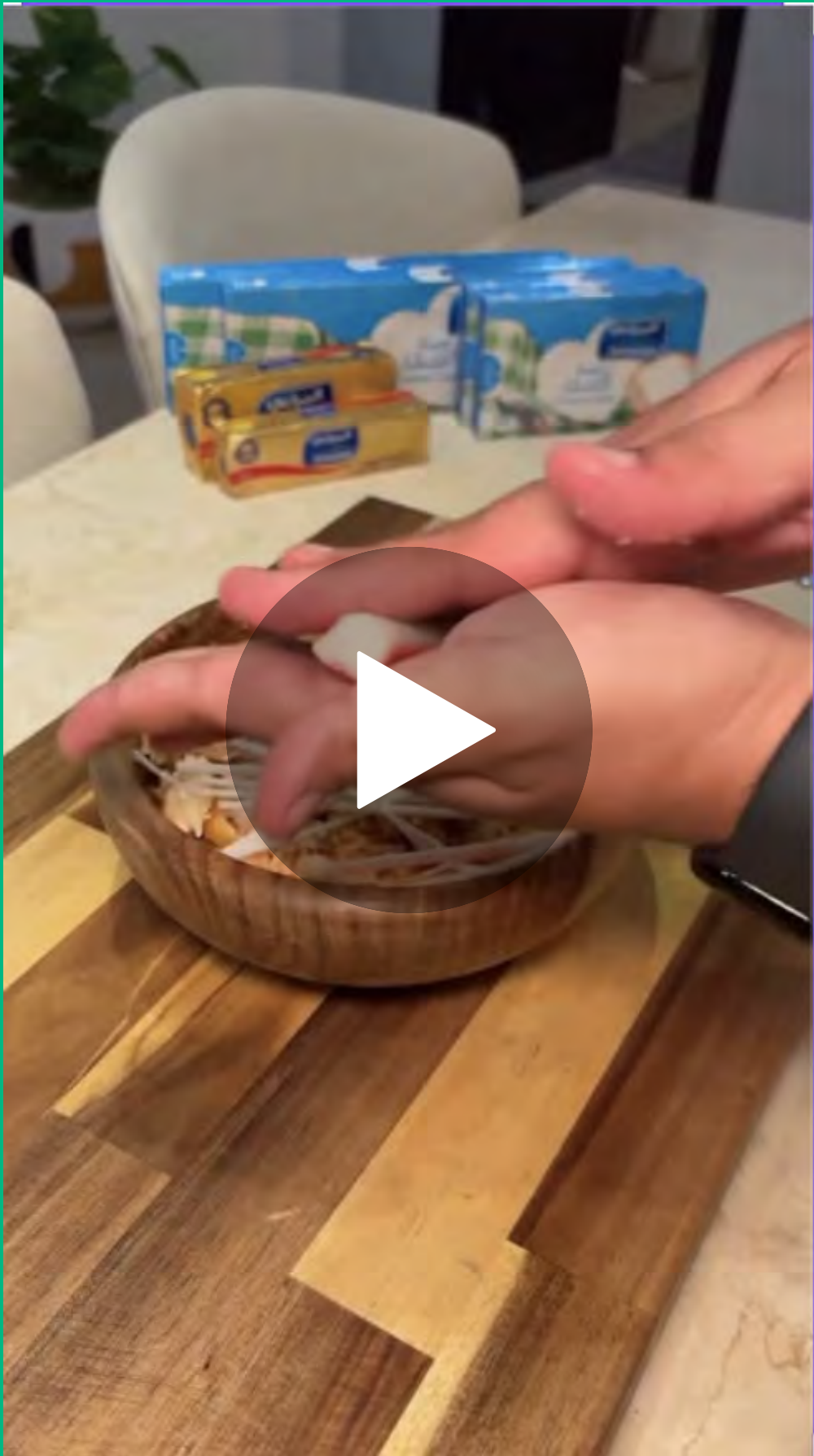
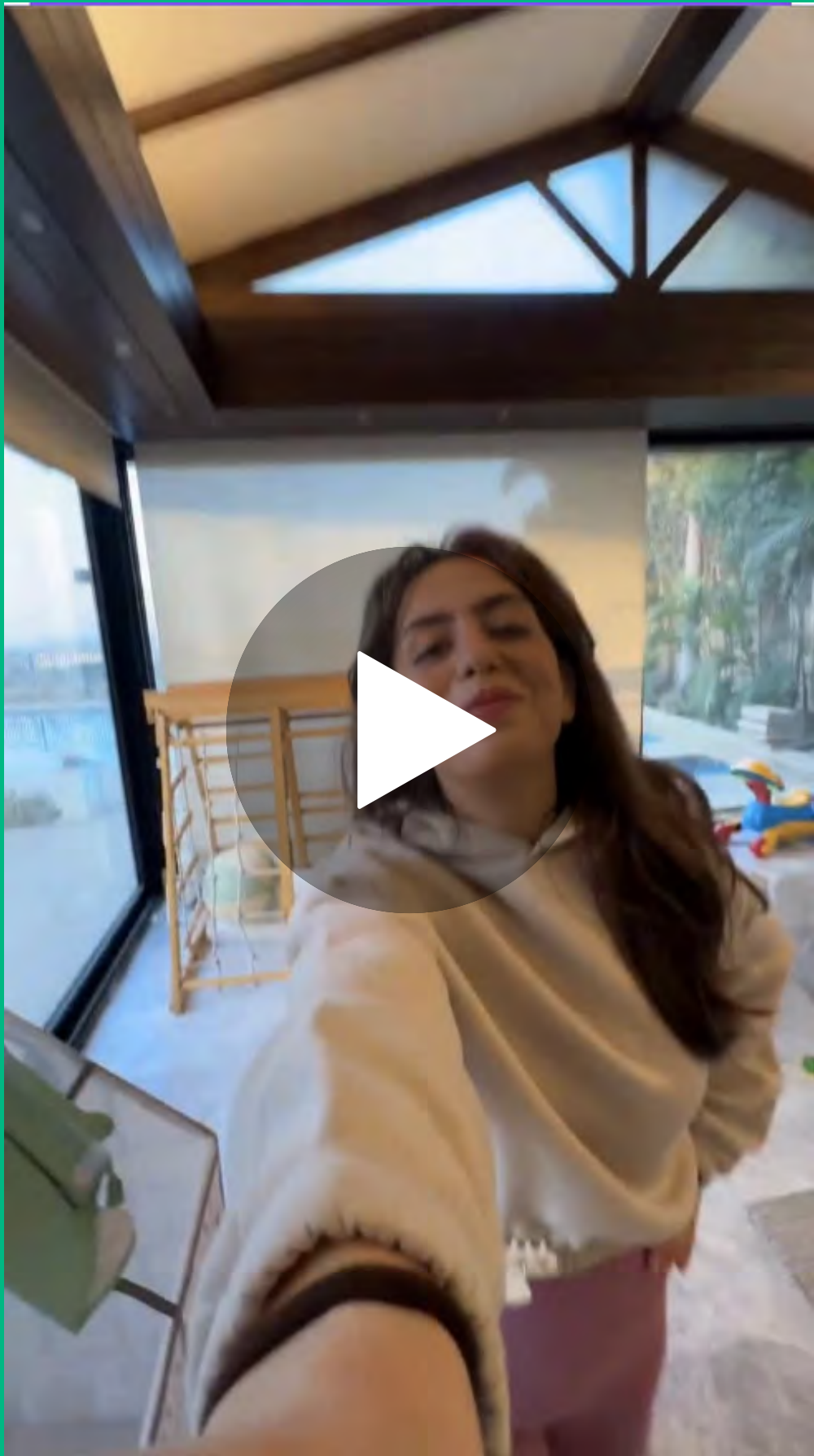






A large-scale influencer marketing campaign was executed across Facebook, Instagram, and TikTok to maximize brand awareness, audience engagement, and digital reach for Almarai. The campaign focused on authentic influencer-driven storytelling across lifestyle, motherhood, comedy, and chef creators. The concepts included recipe-sharing challenges tied to personal memories, factory visits showcasing new packaging and production quality, humorous competitor roasts to promote Beyti Juice, back-to-school recipe integrations for imported products, and subtle lifestyle content organically featuring Almarai Cheese without direct branding. The campaigns also highlighted innovation and sustainability through influencer-led factory experiences and awareness around recyclable packaging in collaboration with Tetra Pak.

57	48	18.4M	0.17EGP	47.8M	61M	0.44EGP
PIECES OF CONTENT	INFLUENCERS	REACH	TOTAL CPV	TOTAL VIEWS	FOLLOWERS	TOTAL CPR





5
INFLUENCERS

11.4M
VIEWS

980K
ENGAGEMENT

0.003EGP
TOTAL CPV

9.7%
ENGAGEMENT RATE

0.013EGP
TOTAL CPE

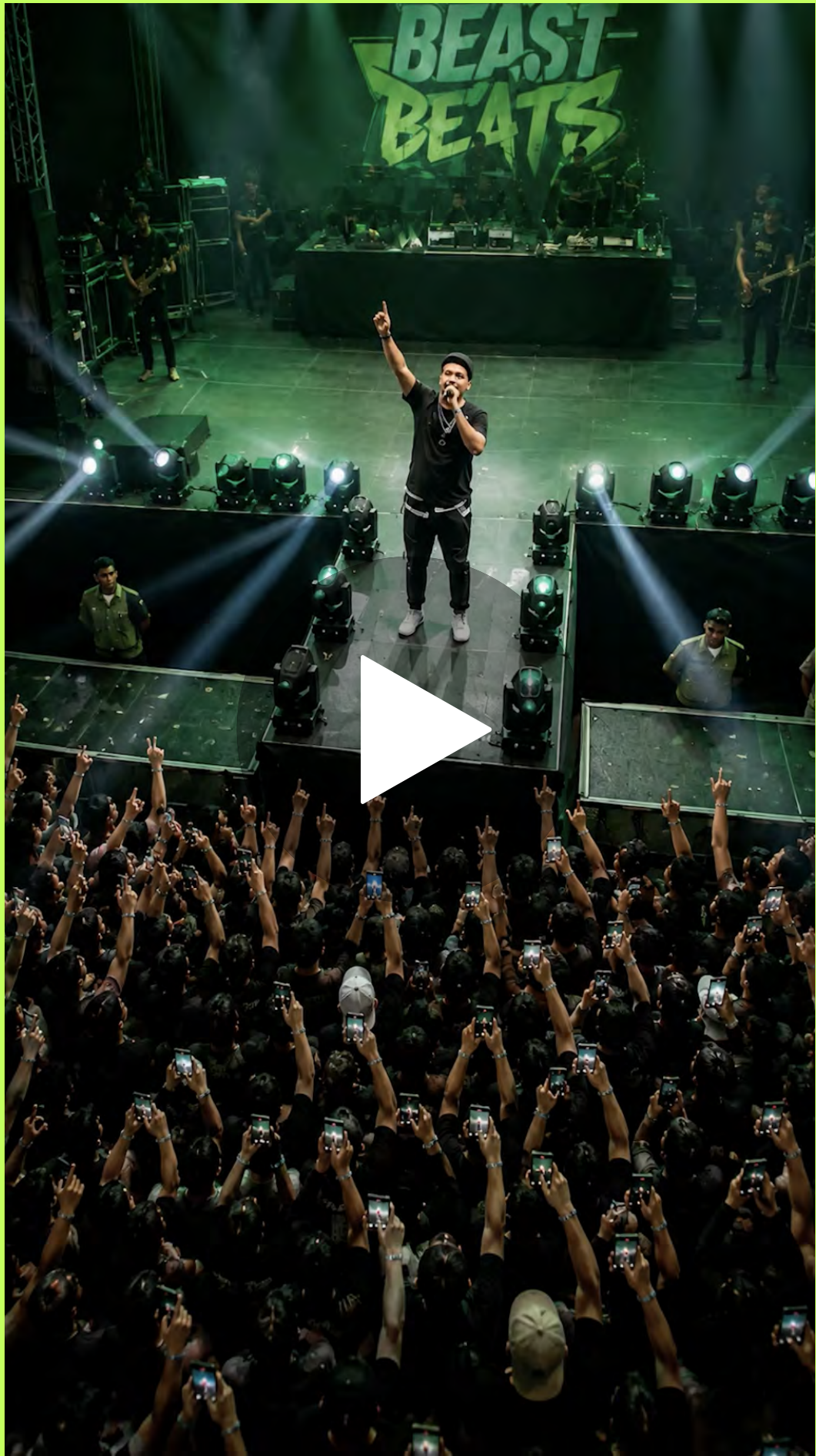
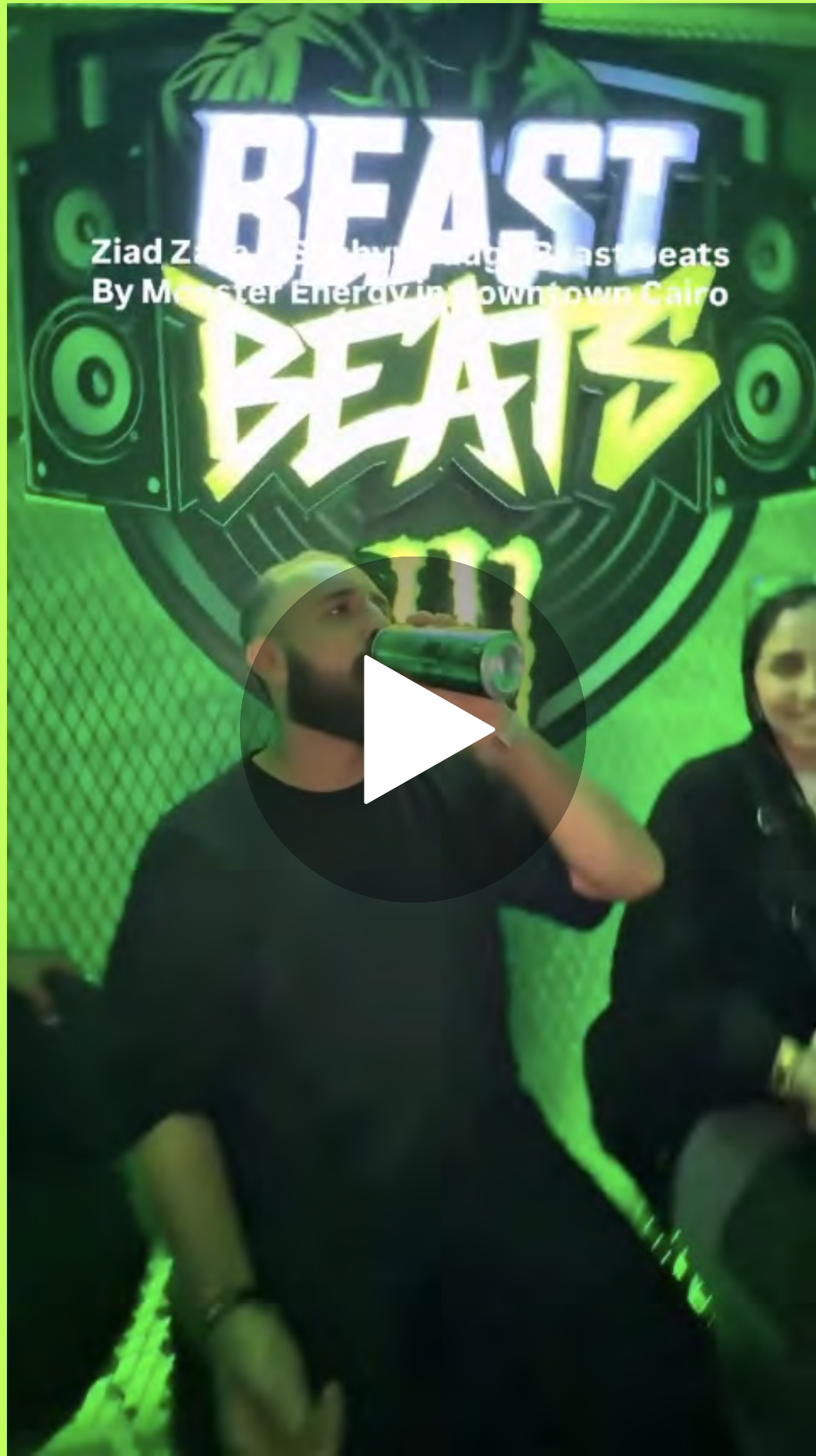




Mango Loco Launch Campaign



Mango Loco Launch Campaign







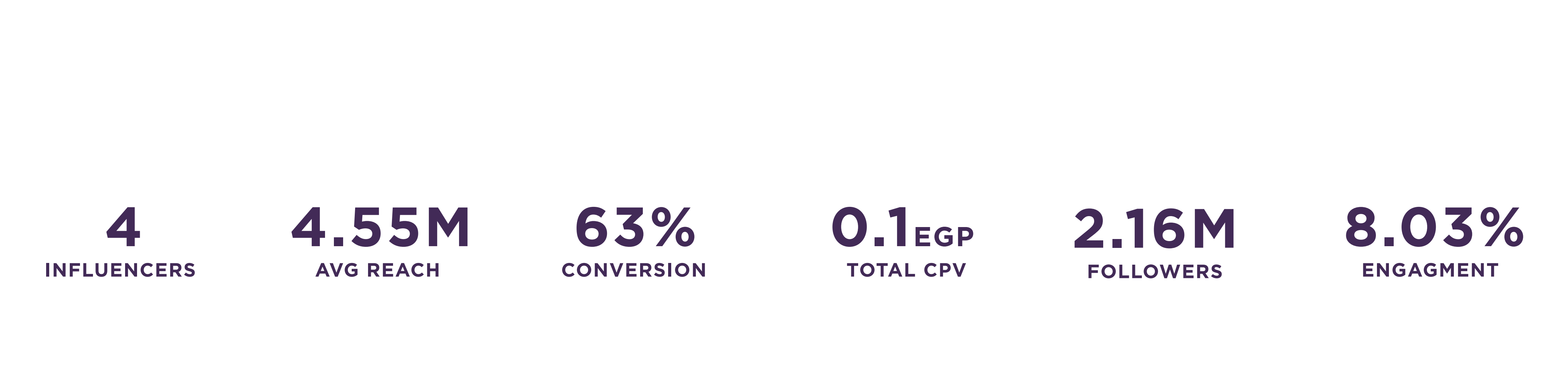


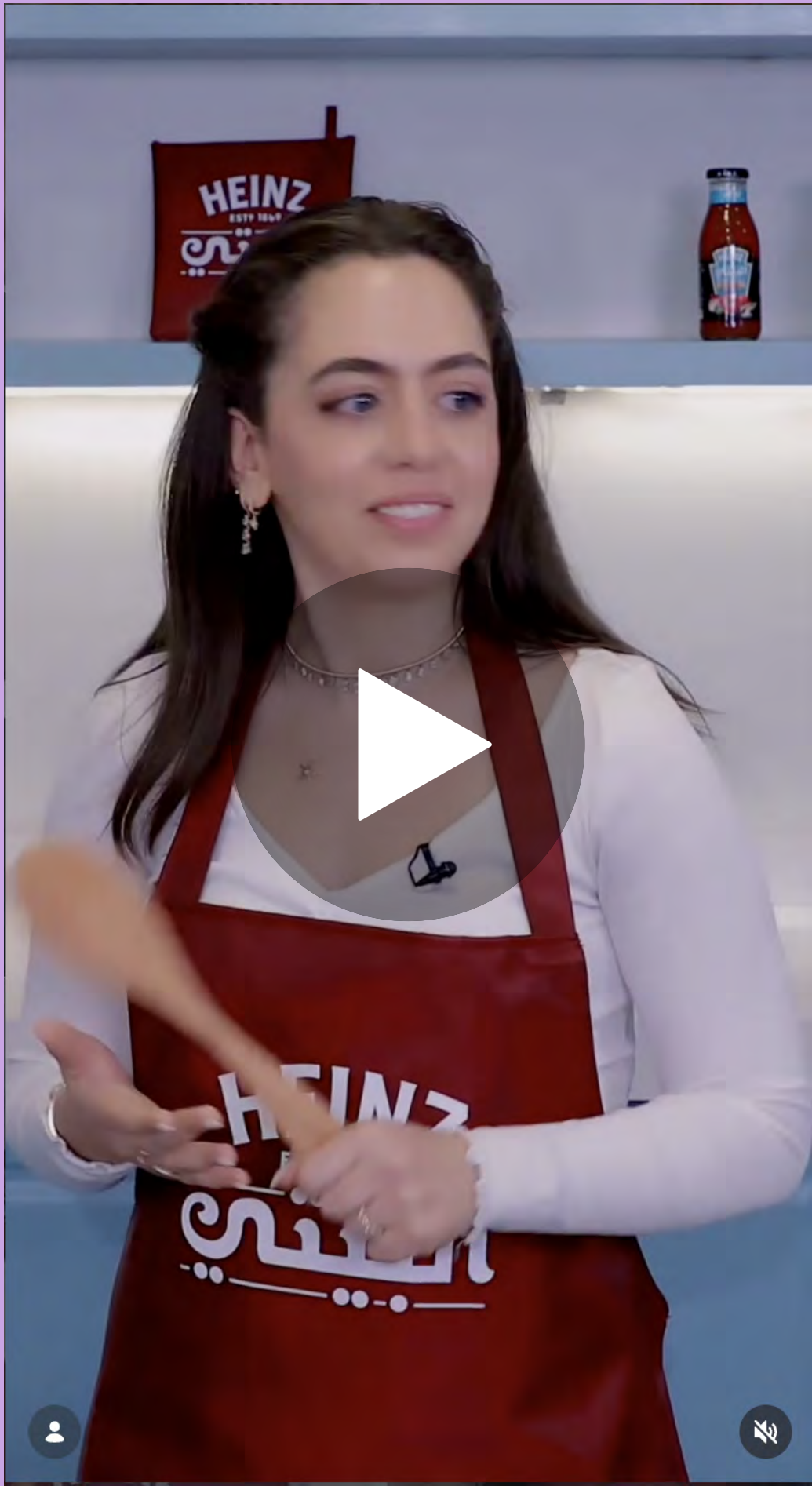
















For Abu Auf, we launched a digital campaign centered around a branded jingle featuring Taha Desouky.

We developed a custom choreography and partnered with 30 influencers to create content using the jingle across TikTok and Instagram. The campaign generated strong engagement, resulting in over 50 organic UGC videos, while Identity further amplified the launch through a dedicated carousel post, helping expand the campaign’s reach and visibility.

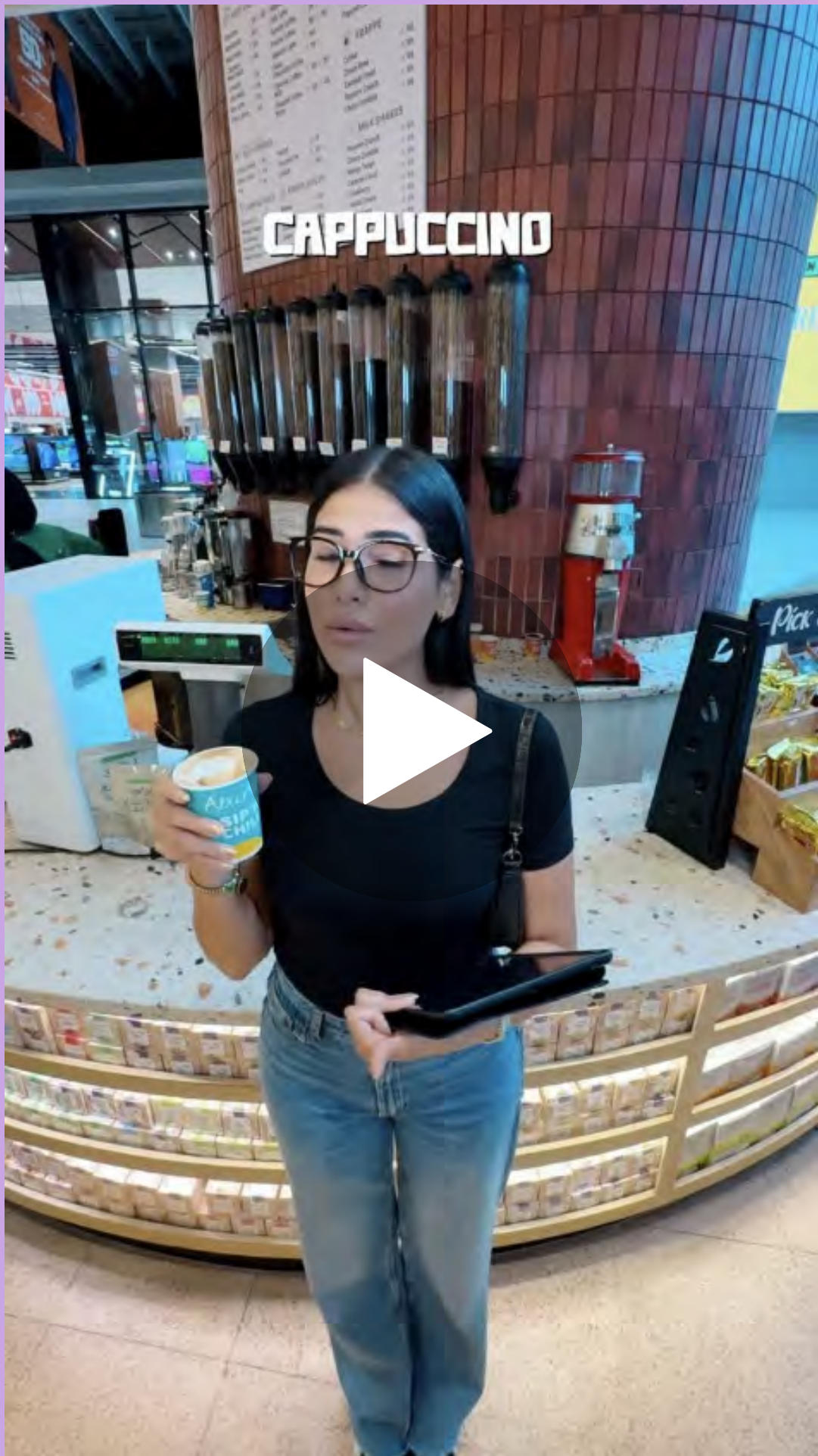
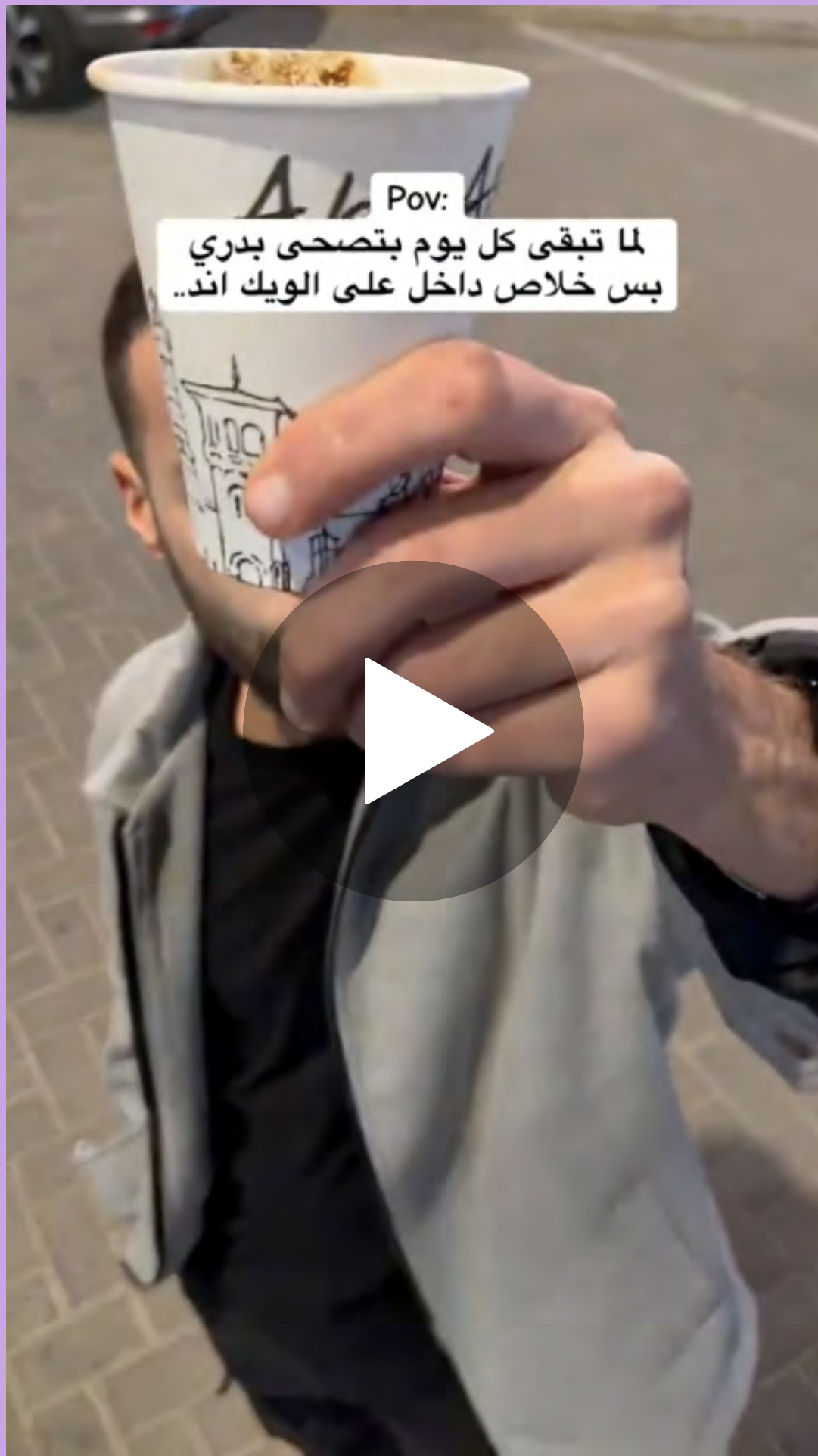
30
INFLUENCERS

22M
VIEWS

0.12_{EGP}
TOTAL CPV

1.14M
ENGAGEMENT

2.3_{EGP}
TOTAL CPE





We partnered with Ramy Soliman to create the viral "Dorg El Talaga" content series, built around the refrigerator's freshness drawer. The concept featured Ramy preparing various sweet and savory recipes, then placing them in the fridge drawer before returning to enjoy them immediately. Starting with a tiramisu recipe and expanding into multiple food categories, the series organically highlighted the product's functionality in an entertaining and relatable way. One of the videos surpassed 70 million views, making it one of Beko's most successful digital activations and earning recognition as a Best Marketing Practice by Beko Global, with the campaign later shared across multiple international markets

1
INFLUENCER

100M
VIEWS

0.008EGP
TOTAL CPV

1.5M
ENGAGEMENT

0.5EGP
TOTAL CPE













Aeroflow Summer Campaign





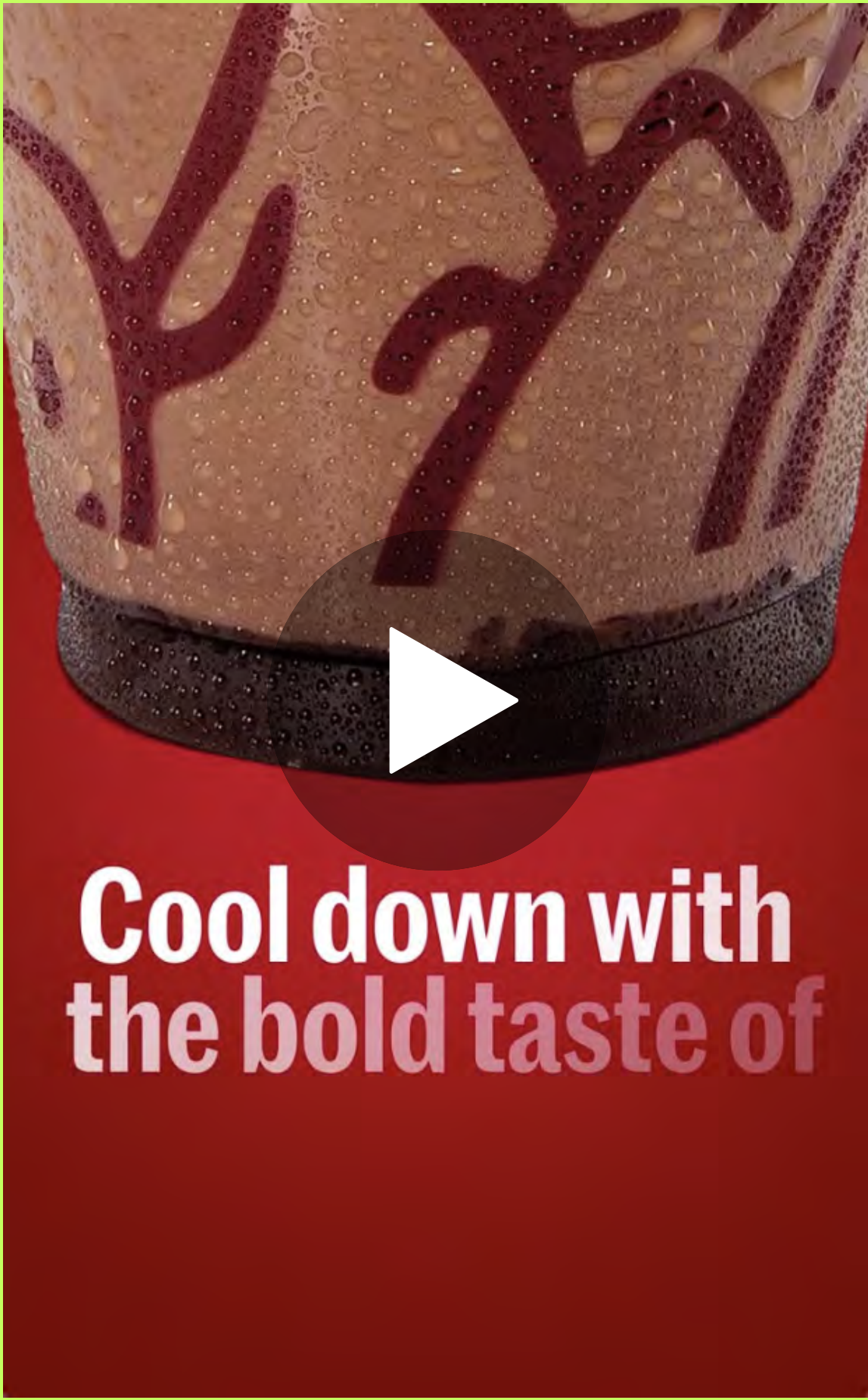








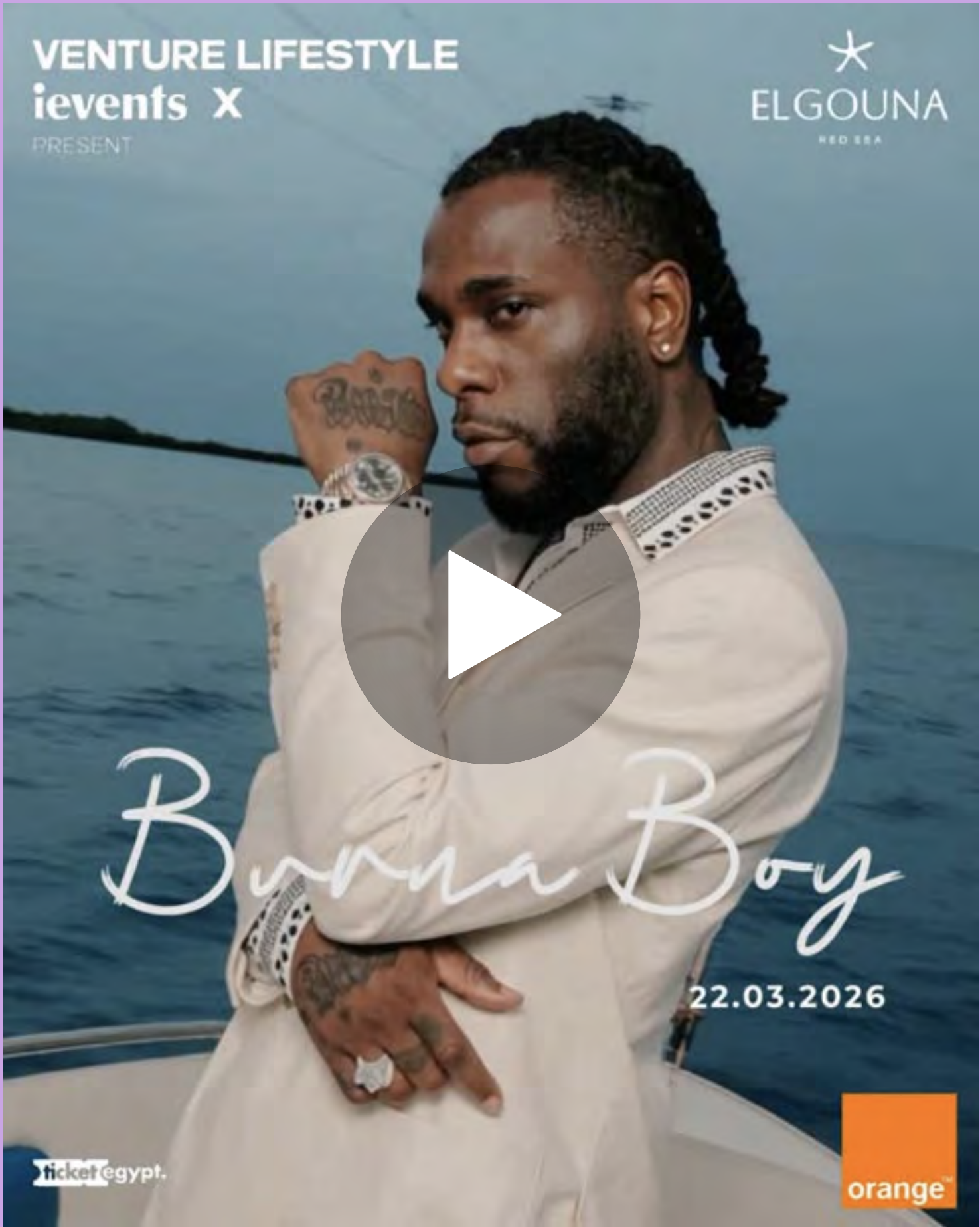


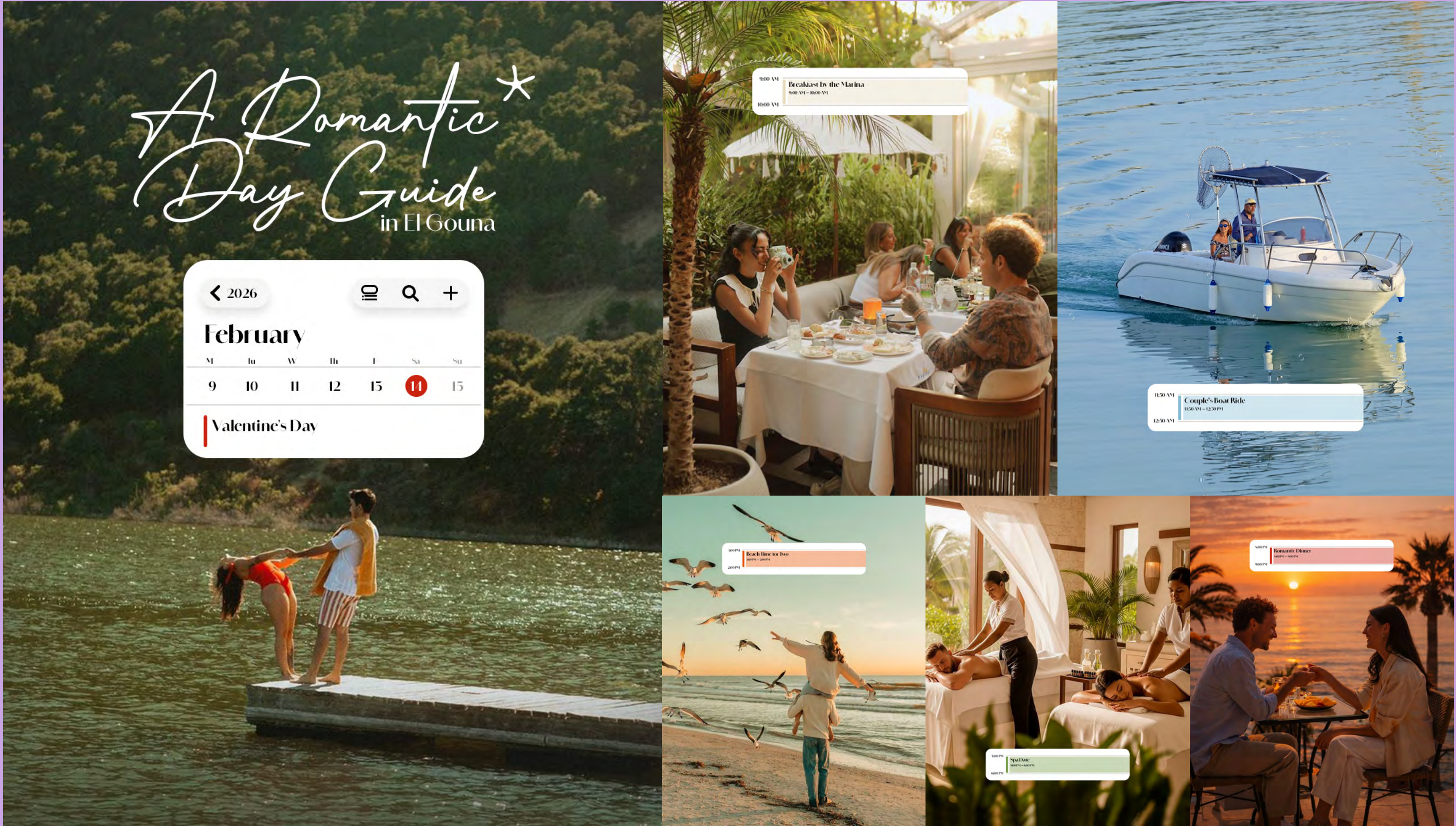


Cool down with
the bold taste of









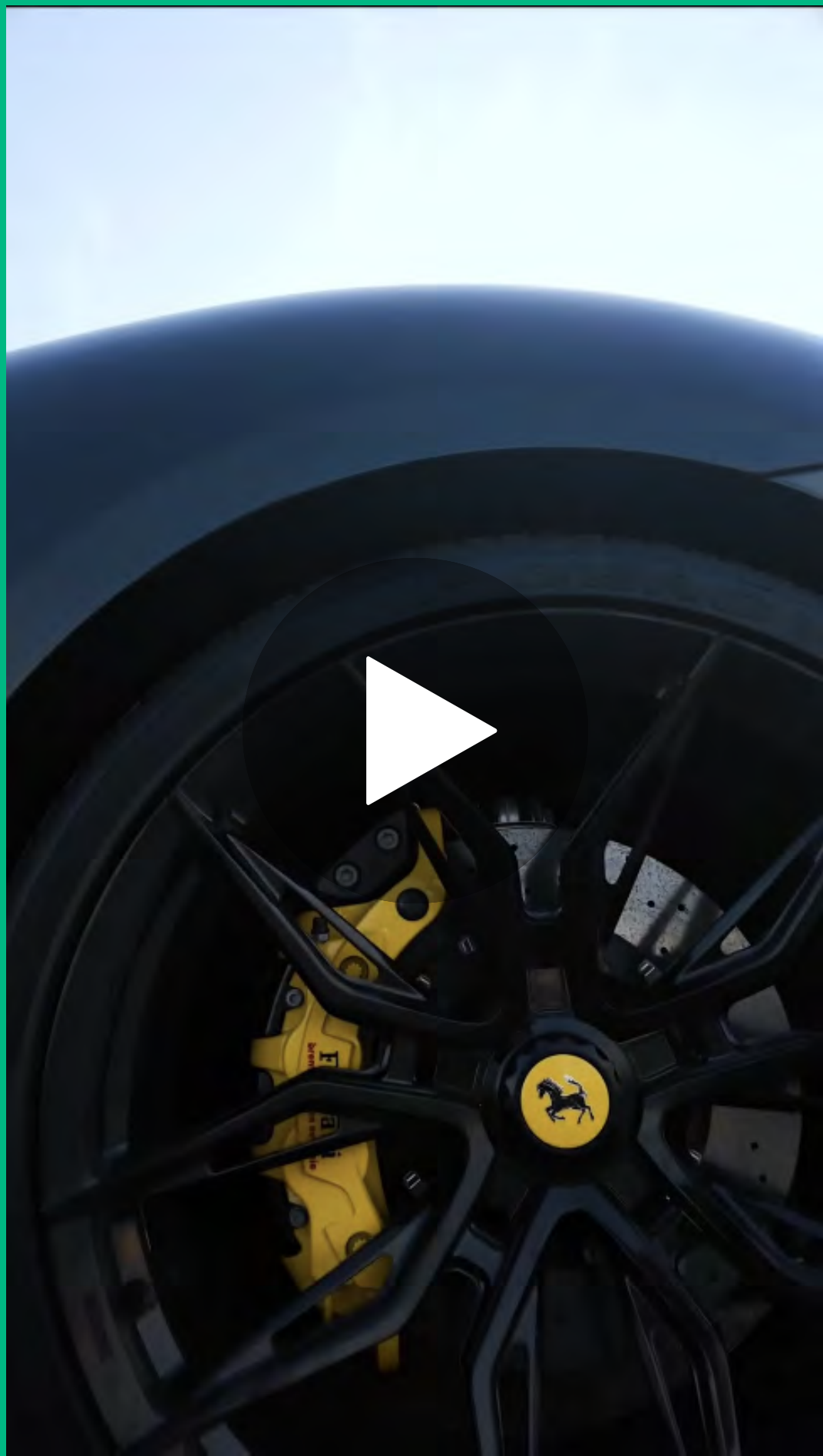




Shell



Ferrari





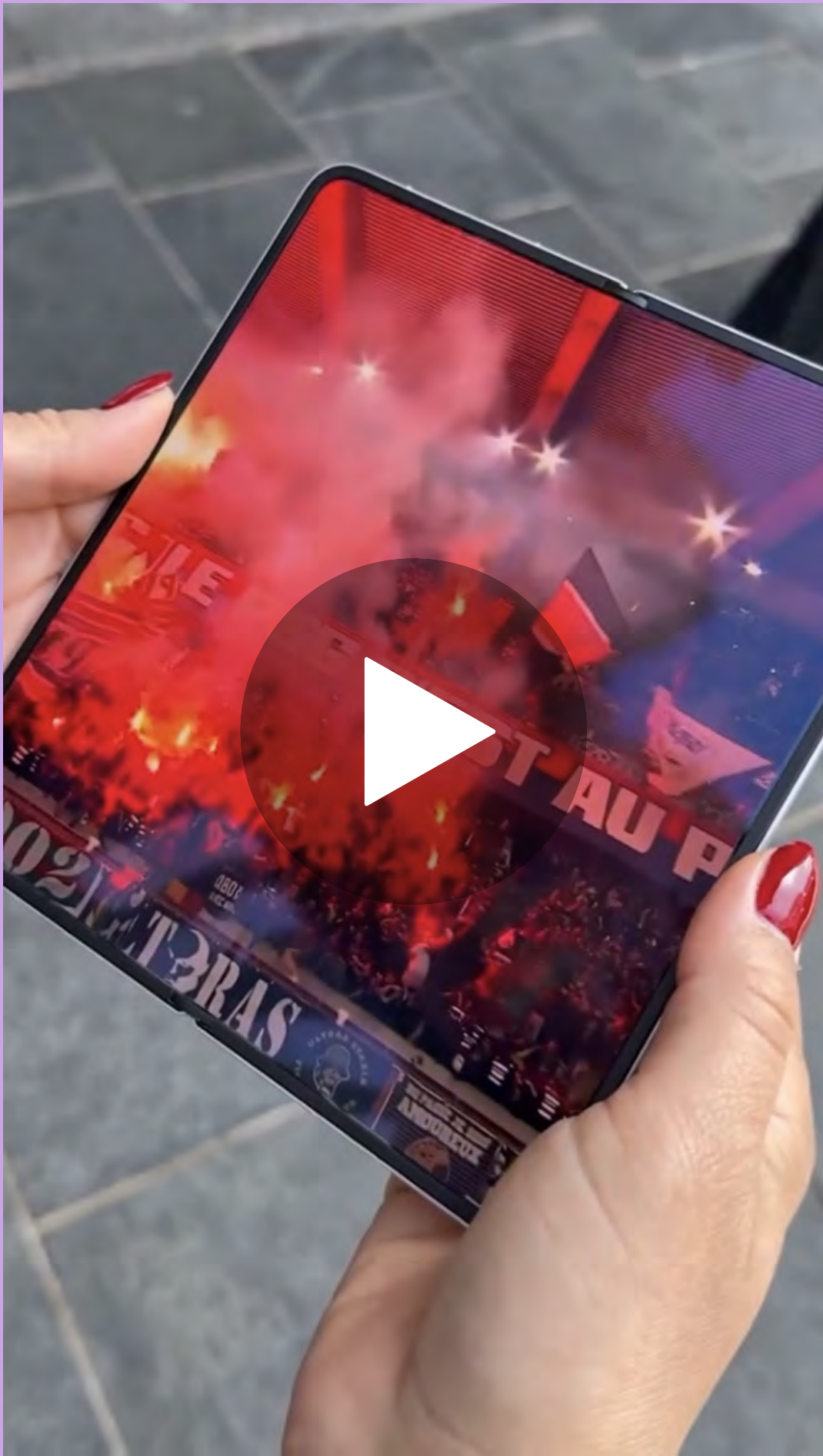






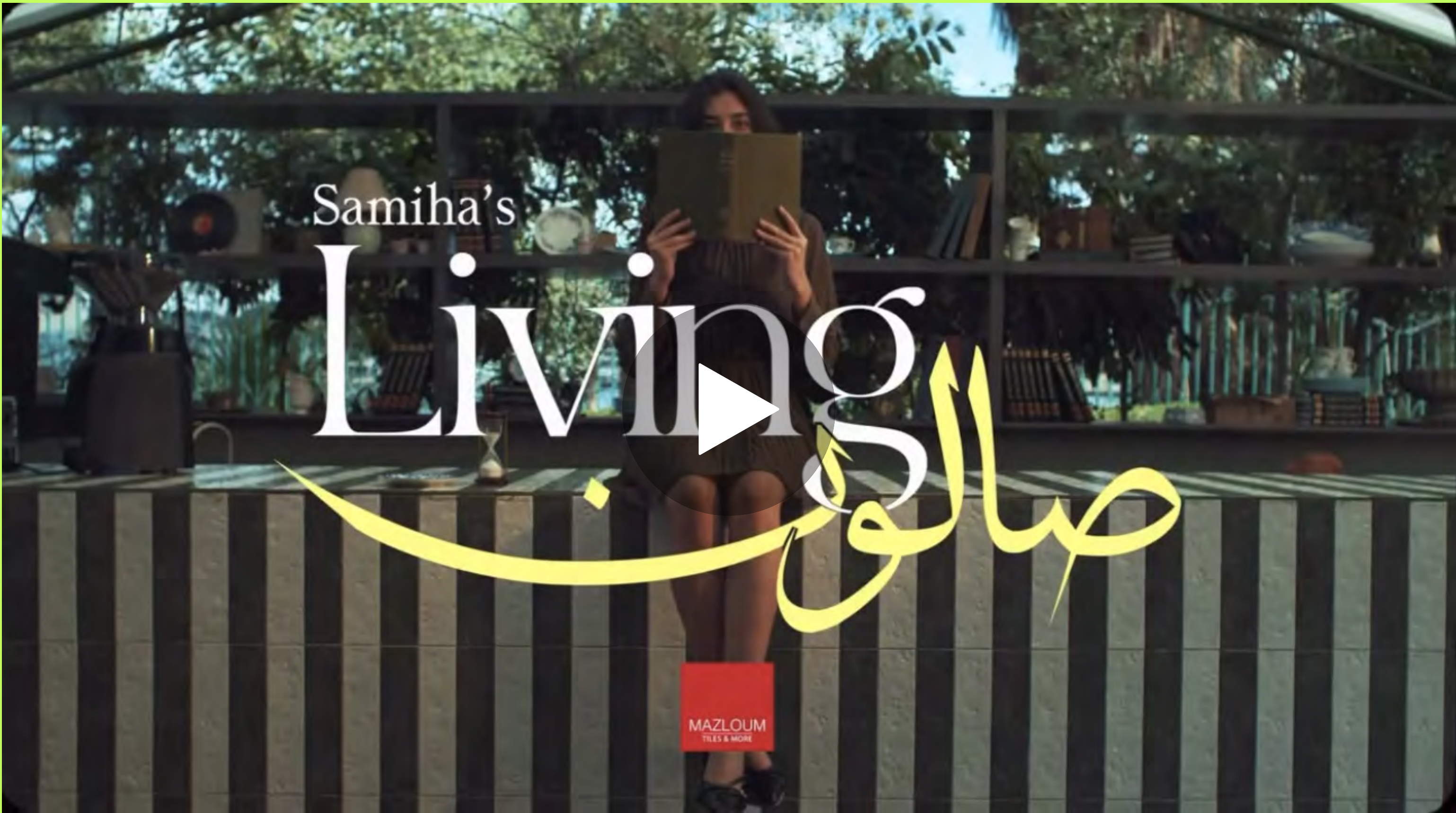
oppo





The logo for MAZLOUM TILES & MORE is centered within a solid red square. The word "MAZLOUM" is written in a large, white, serif font. A thin white horizontal line is positioned directly beneath "MAZLOUM". Below this line, the words "TILES & MORE" are written in a smaller, white, sans-serif font. The entire red square is set against a light green background that features a large, flowing, wavy pattern in a slightly darker shade of green.

MAZLOUM
TILES & MORE





Centrum Energy
Pharmacists UGC Campaign

40
UGC

929K
VIEWS

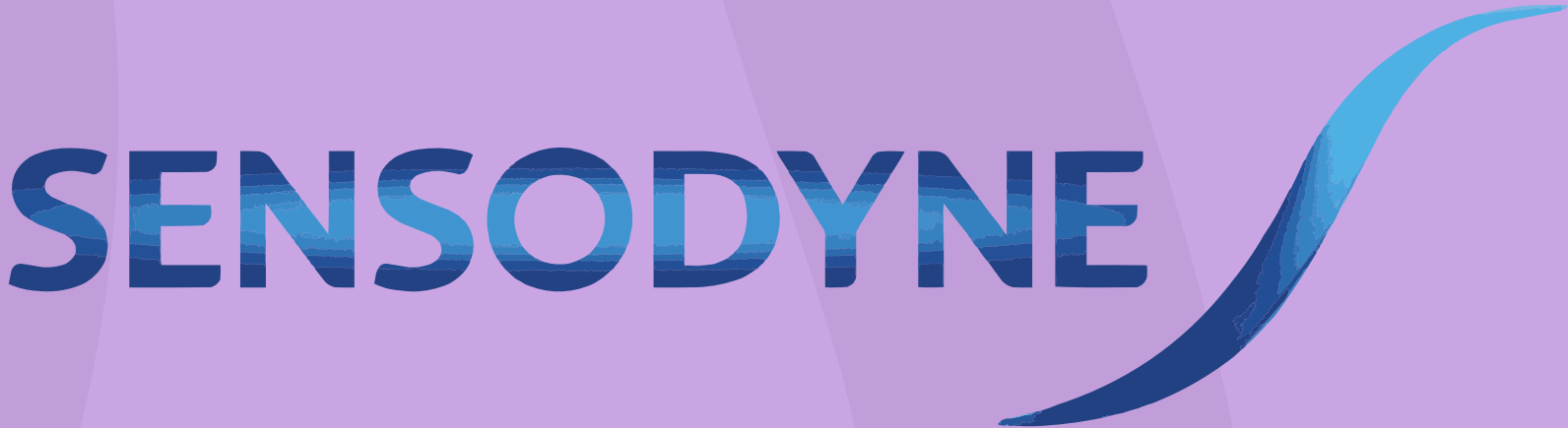
0.34_{EGP}
TOTAL CPV

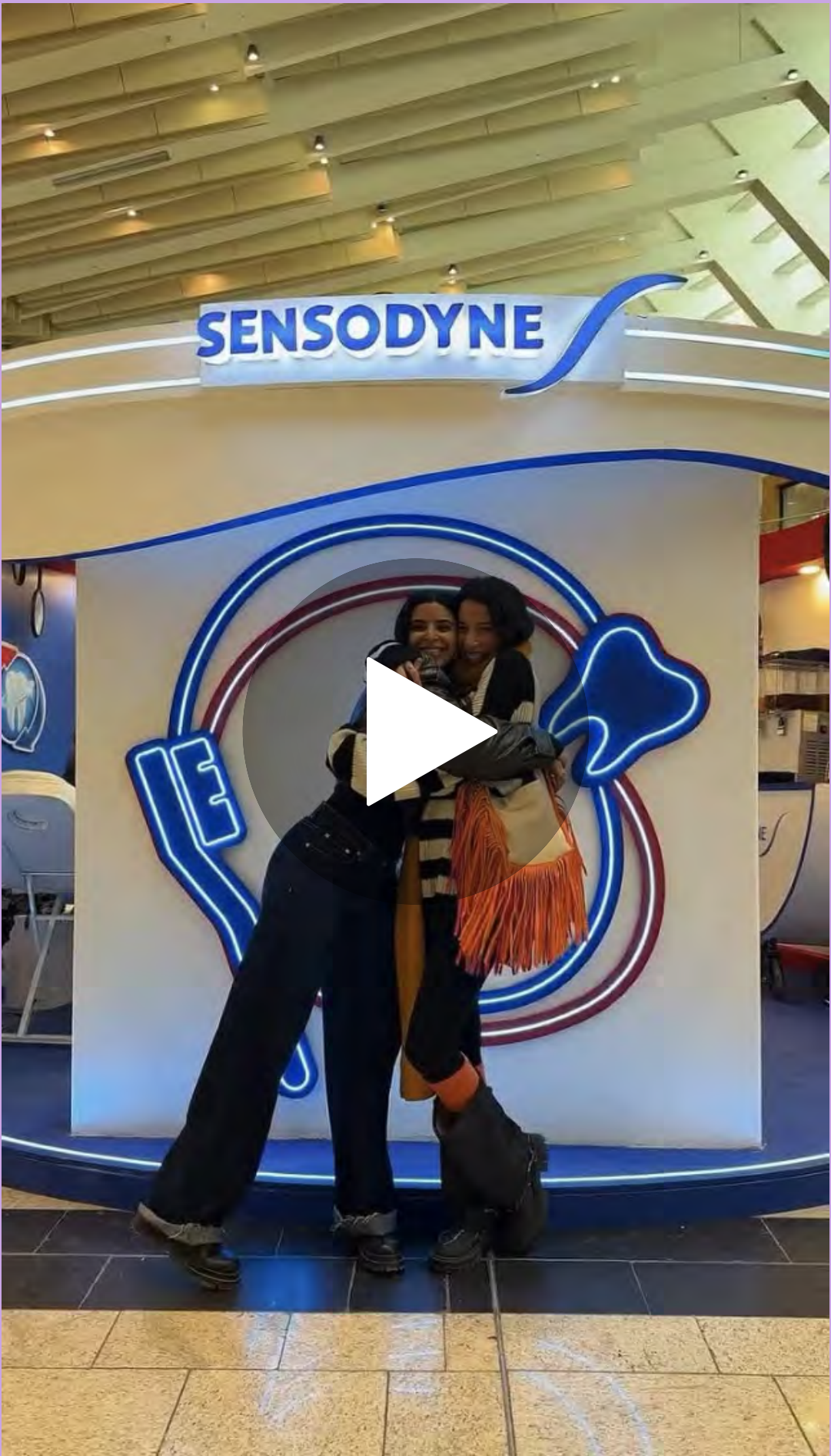
42K
ENGAGEMENT

6.9M
TOTAL FOLLOWERS











Panadol Extra & Advance
UGC Campaign

40
UGC

984K
VIEWS

0.987EGP
TOTAL CPV

2.1M
TOTAL FOLLOWERS





Art of Release & Cinema Campaign



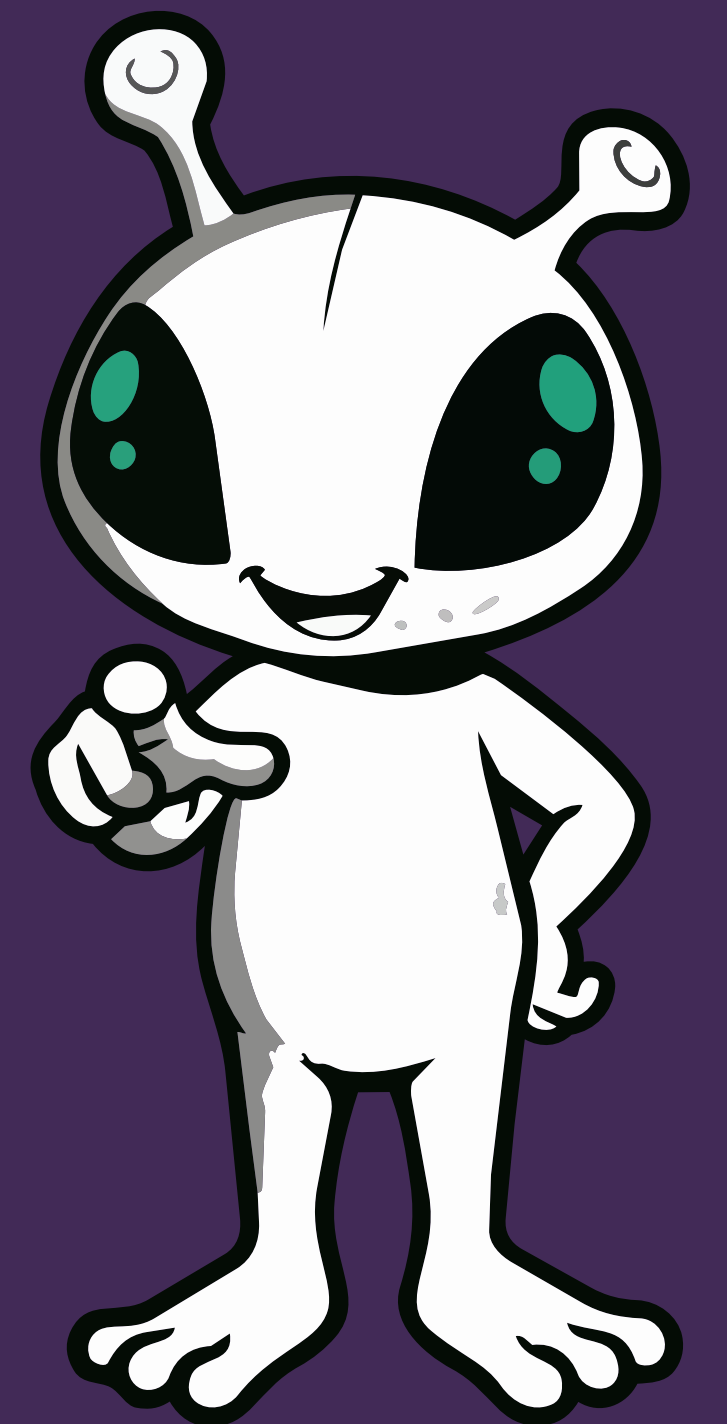
In May 2026, we executed a UGC campaign for Aer Pockets, an international air freshener brand, engaging 36 creators across three phases over three months. Each month, 12 creators produced authentic, lifestyle-focused videos showcasing the product's usage and key benefits in everyday situations.

Our team managed the campaign end-to-end, including creator selection, budgeting, product delivery, briefing, content review, and final asset delivery to the client, ensuring a seamless process and high-quality UGC output throughout the campaign.

5	36	330.5K	10.8M	67.4K	0.03 _{EGP}
PIECES OF CONTENT & STILL RUNING	INFLUENCERS	TOTAL FOLLOWERS	TOTAL VIEWS	TOTAL ENGAGEMENT	CPV

PEOPLE OF SOCIALIT

Our Team



Credentials 2026 | Our Team

Management

Social!t



Mohab Darwish
CEO



Shrouk Sherif
CMO



Moataz Darwish
COO

Marketing Department



Perihan
MARKETING DIRECTOR



Nada
ACCOUNT MANAGER



Rokaya
ACCOUNT MANAGER



Basel
MEDIA BUYER

PR & Influencers Departement



Maya
DEPARTMENT DIRECTOR



Joury
DEPARTMENT TEAM LEAD



Gasser
TALENT MANAGER



Ragia
ACCOUNT MANAGER



Sandy
ACCOUNT EXECUTIVE

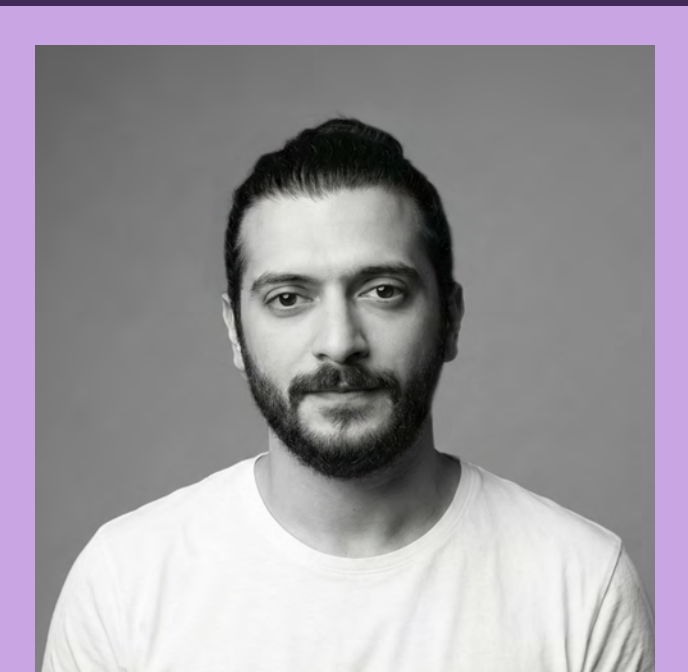


Fatma
ACCOUNT EXECUTIVE

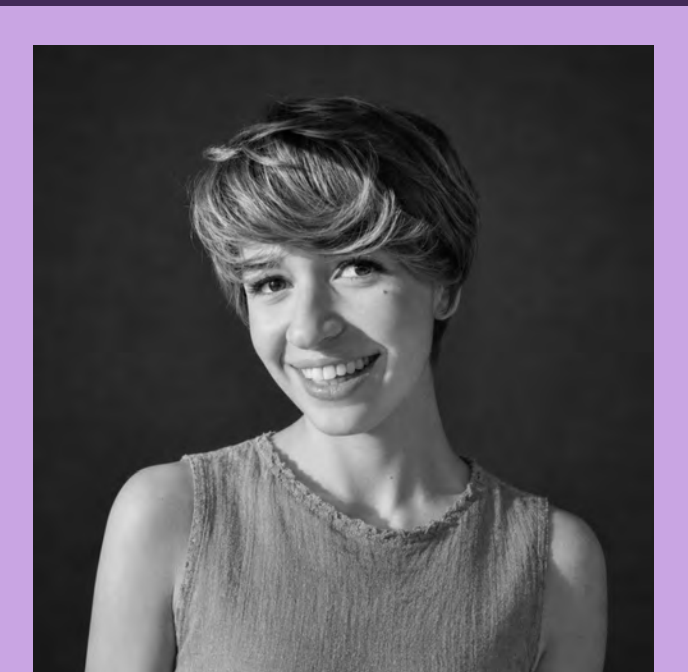
Creative Department



Farah Shabana
HEAD OF CREATIVE



Mohanad
ART DIRECTOR



Malak
ANIMATION LEAD



Ramy
S. GRAPHIC DESIGNER



Abdelrahman
GRAPHIC DESIGNER

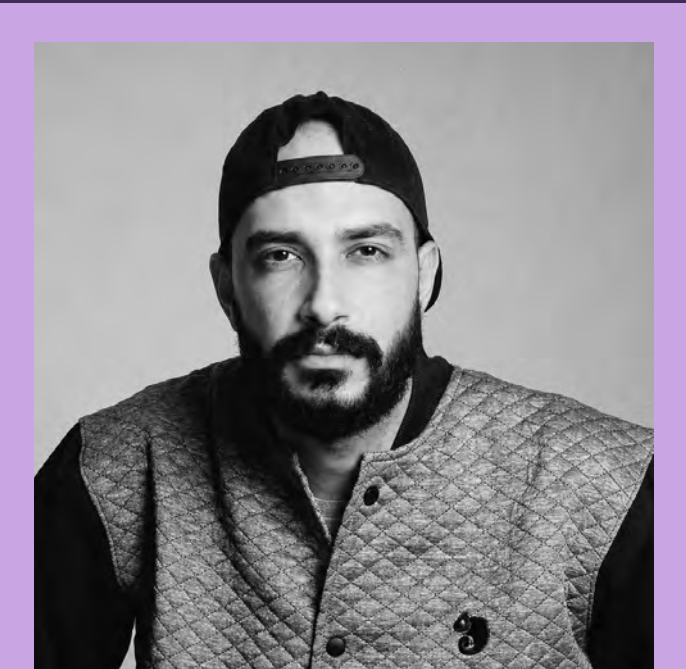


Mounir
CONTENT CREATOR

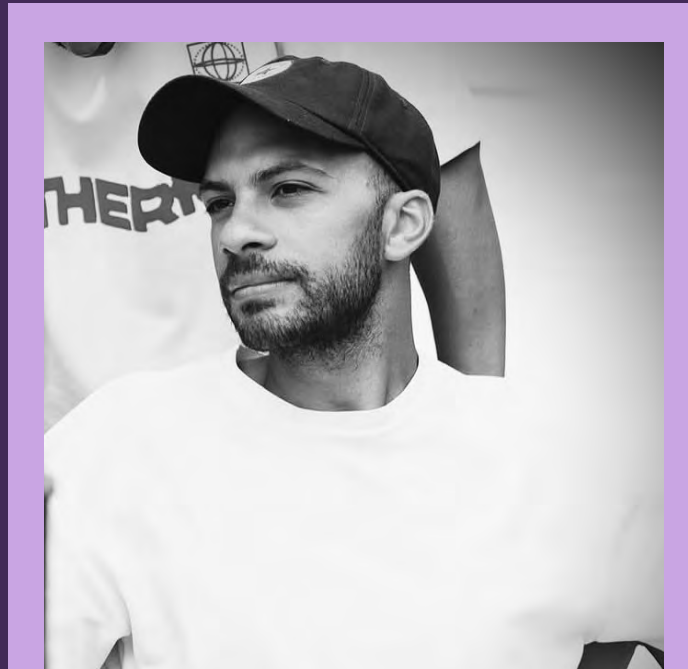


Magdy
REEL CREATOR

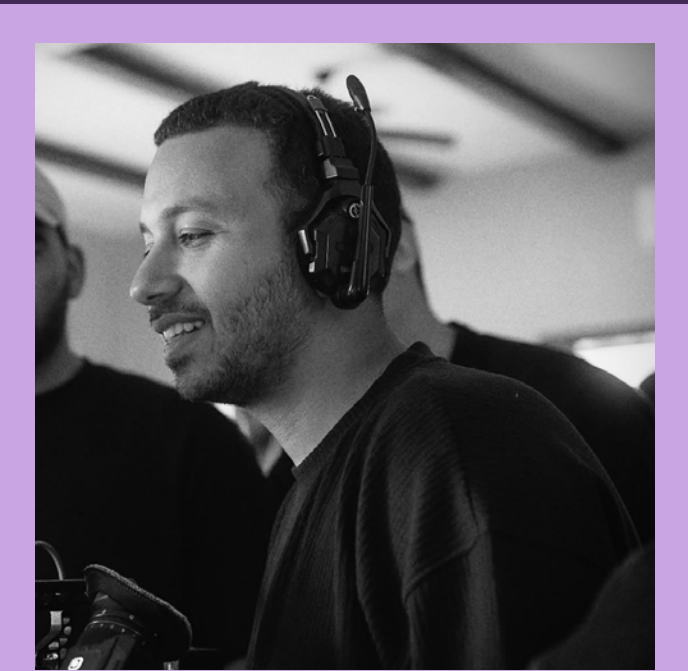
Media Production Department



Seif
DIRECTOR



Ali
DOP



Mohamed
VIDEOGRAPHER



Thank You!
Get in touch with us!

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Social!t