



# A Profile of Excellence

**Matrix Marketing**

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**06**

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# The Red M

## Mastery in Motion.

The red M stands for motion, mastery, and **momentum** a symbol of the **energy** we bring, the **dynamism** we embody, and the **precision** with which **we connect every dot**.

MATRIX is a vibrant and dynamic corporate communication company that specializes in providing comprehensive services to enhance the market positioning of our clients.

With our wide range of expertise, we offer a seamless integration of Creative Strategies, Public Relations, Branding, Marketing, Content creation, events management, and more.

**Matrix, your partner  
in market mastery.**

# The Founder

## **Soubah Abdulrahman Al Zayani**

Al Zayani possesses over 24 years of diverse experience in both the public and private sectors, having cultivated a robust skill set through various leadership roles. His extensive career spans over 15 years in the banking sector, with a focus on marketing, branding, and public relations. Additionally, he has held significant diplomatic positions, such as cultural attaché at the Embassy of the Kingdom of Bahrain in France and the United Kingdom, and served as Deputy Permanent Delegate to UNESCO. His background also encompasses contributions to Bahrain TV and Radio, as well as local newspapers.

Al Zayani is adept in management, marketing strategies, corporate communications, project leadership, creative and critical thinking, public relations, and branding, fostering strong connections across diverse sectors of society.



# Our Core

## About

**MATRIX** is a vibrant and dynamic corporate communication company that specializes in providing comprehensive services to enhance the market positioning of our clients.

With our wide range of expertise, we offer a seamless integration of Creative Strategies, Public Relations, Branding, Marketing, Content creation, events management, and more.

## Vision

At **MATRIX** we envision a future where strategic innovation and expertise empower brands to thrive.

We blend creative thinking with practical execution to set industry benchmarks, crafting data-driven strategies, standout campaigns, and consistent messaging.

## Mission

At **MATRIX**, our mission is to deliver integrated communication solutions that combine creative strategies, branding, public relations, and event management to strengthen our clients' market presence and drive measurable growth

# Key Strengths

A team with over 20 years of experience in management, marketing, corporate communication, and data analytics. The team's extensive expertise spans a wide range of disciplines, enabling **MATRIX** to offer a comprehensive suite of services designed to elevate the brand presence and drive measurable results.

**MATRIX** excels in crafting and executing strategic marketing initiatives that create lasting impact. From data-driven marketing strategies to communication campaigns, the team is known for blending creative thinking with practical, results-oriented approaches. **MATRIX** ensures that every project, large or small, is executed seamlessly with precision and purpose.

At the heart of **MATRIX'S** success is an unwavering commitment to staying ahead of the curve in a fast-paced, ever-evolving landscape.

# Our Services

**01**

Public  
Relations

**04**

Marketing  
Campaigns

**02**

Creative  
Copywriting

**05**

Social Media  
Content Creation

**03**

Brand  
Strategy

**06**

Event  
Planning

We're here not just to provide services, we're here to create meaningful experiences that take your brand from zero to hero.

# 01

# Public Relations



Our team's extensive network within the business community, government sector, media, and production industry enables us to deliver impactful PR strategies. By these relationships, we can secure effectively. Whether you're launching a new product, rebranding your company, or seeking to enhance your brand reputation, our team can tailor our approach to achieve your specific goals.

- ▼ **Create and distribute press releases**
- ▼ **Monitor media coverage**
- ▼ **Develop compelling brand narratives**
- ▼ **Identify and secure strategic sponsorships**
- ▼ **Implement CSR initiatives**

- ▼ **Organize press events**
- ▼ **Manage translation services**
- ▼ **Foster relationships with media outlets**

## 02

# Creative Copywriting



From crafting website content and persuasive sales copy to developing captivating social media posts and informative blog articles, our creative copywriting services are designed to elevate your brand and drive results. At **MATRIX** we specialize in developing a unique brand voice, and mastering persuasive language to resonate with your target audience. Our data-driven approach ensures that our copy is targeted, effective, and delivers measurable results.

- ▼ **Studying the Communication Strategy**
- ▼ **Proposing a varied Tone of Voice**
- ▼ **Identifying Key Messages**
- ▼ **Research & Analysis**

# 03

# Strategic Branding



**MATRIX** is here to support your brand with strategic management solutions that will help it grow and thrive over time. Our expert team is dedicated to maintaining consistent messaging and positioning across all your touchpoints, leading to stronger brand loyalty and recognition.

- ▼ **Visual Identity**
- ▼ **Brand Guidelines Creation**
- ▼ **Brand Communication**
- ▼ **Brand Implementation**

## 04

# Marketing & Campaigns

We have extensive experience in launching new products, services, and ventures. Our launch strategies are meticulously crafted to generate excitement, capture the attention of our target audience, and maximize market penetration. We begin by setting clear strategic goals and allocating a detailed budget. By combining strategic planning, creativity, and data-driven insights, we deliver successful product launches that drive growth and achieve long-term business objectives.

- ▼ **Market Research**
- ▼ **Set the Goal**
- ▼ **Budget Allocation**
- ▼ **Creative Directions**
- ▼ **Campaign Execution**

# 05

# Social Media Content Creation



At **MATRIX**, we craft tailored Social Media Content Creation strategies to elevate your brand's online presence. By understanding your audience, setting clear goals, and conducting competitive analysis, we create content that resonates and stands out. With a blend of creativity and data-driven insights, we ensure your social media content delivers impactful and measurable results.

- ▼ **Audience Research**
- ▼ **Competitor Analysis**
- ▼ **Creating Plan**
- ▼ **Content Production**
- ▼ **Analyse the Results**
- ▼ **Content Scheduling**

# 06

# Event Planning



Our dedicated team meticulously coordinates every detail, from the initial concept to the final execution. With a keen eye for design, innovative production techniques, and seamless on-site management, we create exceptional experiences that leave a lasting impression.

- ▼ **Define Event Objectives**
- ▼ **Create a Budget Plan**
- ▼ **On-site Management**
- ▼ **Staffing and Entertainment**
- ▼ **Develop Event Concept**

- ▼ **Concept Design**
- ▼ **AV Solutions**

# Why **Matrix**?



## Personalized Solutions

We creates customized strategies tailored to meet the unique needs and goals of each client, ensuring effective and targeted outcomes.



## Future Focused

We stays ahead of trends in an ever-evolving market, offering solutions that are not only relevant today but also prepared for future challenges.



## Attention to Detail

Every project, regardless of its size, is executed with precision and care, ensuring seamless delivery and exceptional quality.

# Our Success Partners

At MATRIX, we view our clients as vital collaborators and take pride in partnering with esteemed and reputable brands. Earning their trust and successfully addressing their needs is a deeply fulfilling aspect of our work.

KHALEEJI™

SEEF شيف

alBaraka

jahez

بيت التمويل الكويتي  
KFH

gfh

SAWAFI  
LEVORE

بنك البحرين الإسلامي  
BisB

Infracorp

University of  
Technology  
Bahrain  
جامعة البحرين للتكنولوجيا

البنك الاهلي المتجدد  
ahli united bank

Diyar  
AL MUHARRAQ

# New Brand

## Khaleeji Bank

### Brand Rollout Support

Matrix played a strategic advisory role in the rollout of Khaleeji Bank's new brand. Our responsibilities included reviewing the implementation roadmap, analyzing brand artwork, and selecting top production partners to ensure flawless execution. This careful oversight safeguarded brand consistency and supported Khaleeji Bank's ambitious repositioning in the market.

KHALEEJ



# Nama

## Ahli United Bank

### Identity Development

Ahli United Bank engaged **Matrix** to launch a premium individual product under its treasury department. We developed a complete brand ecosystem from naming and identity design to content creation across multiple channels. The outcome was **Nama**, a sophisticated brand that achieved strong market traction within a short timeframe, setting a new benchmark for AUB's product branding.

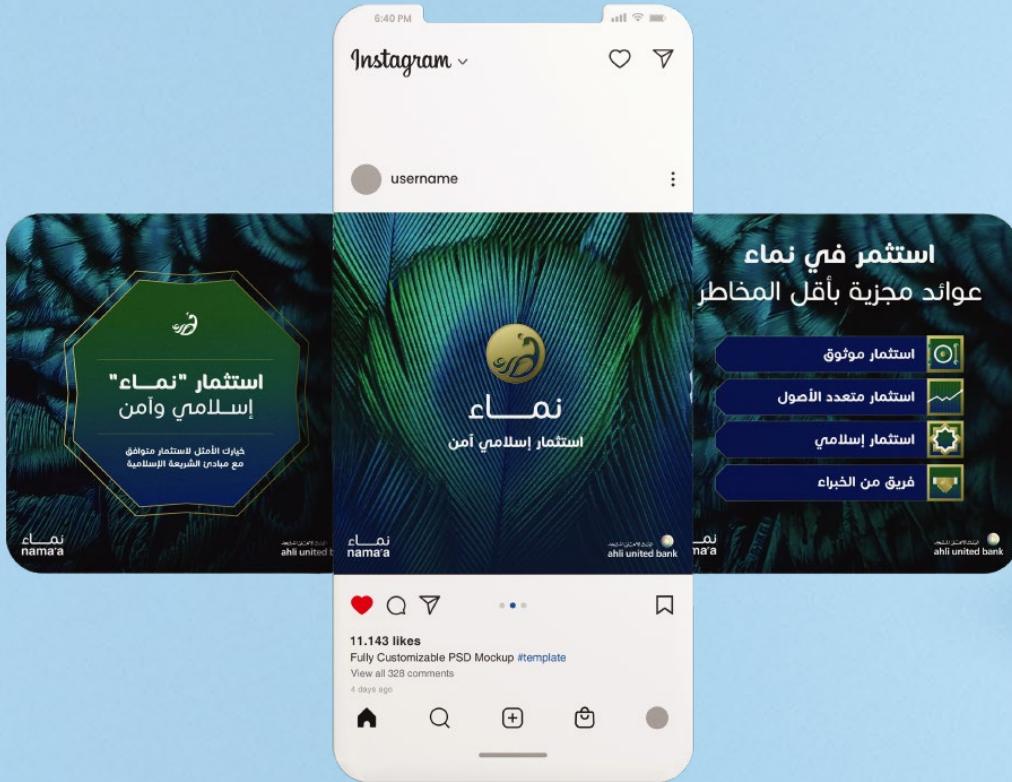


# Grow Your Wealth

with **Nama'a Investments**  
from Ahli United Bank.

نماء  
nama'a





# We Rise

## Ahli United Bank

### Identity Development

After the success of Nama, Ahli United Bank once again turned to **Matrix** to develop a brand for its employee wellbeing program. We created **We Rise**, an uplifting identity that reflects the bank's commitment to nurturing workplace culture, personal growth, and employee support. The program branding not only inspires staff but also positions AUB as a forward-thinking employer that values holistic wellbeing.





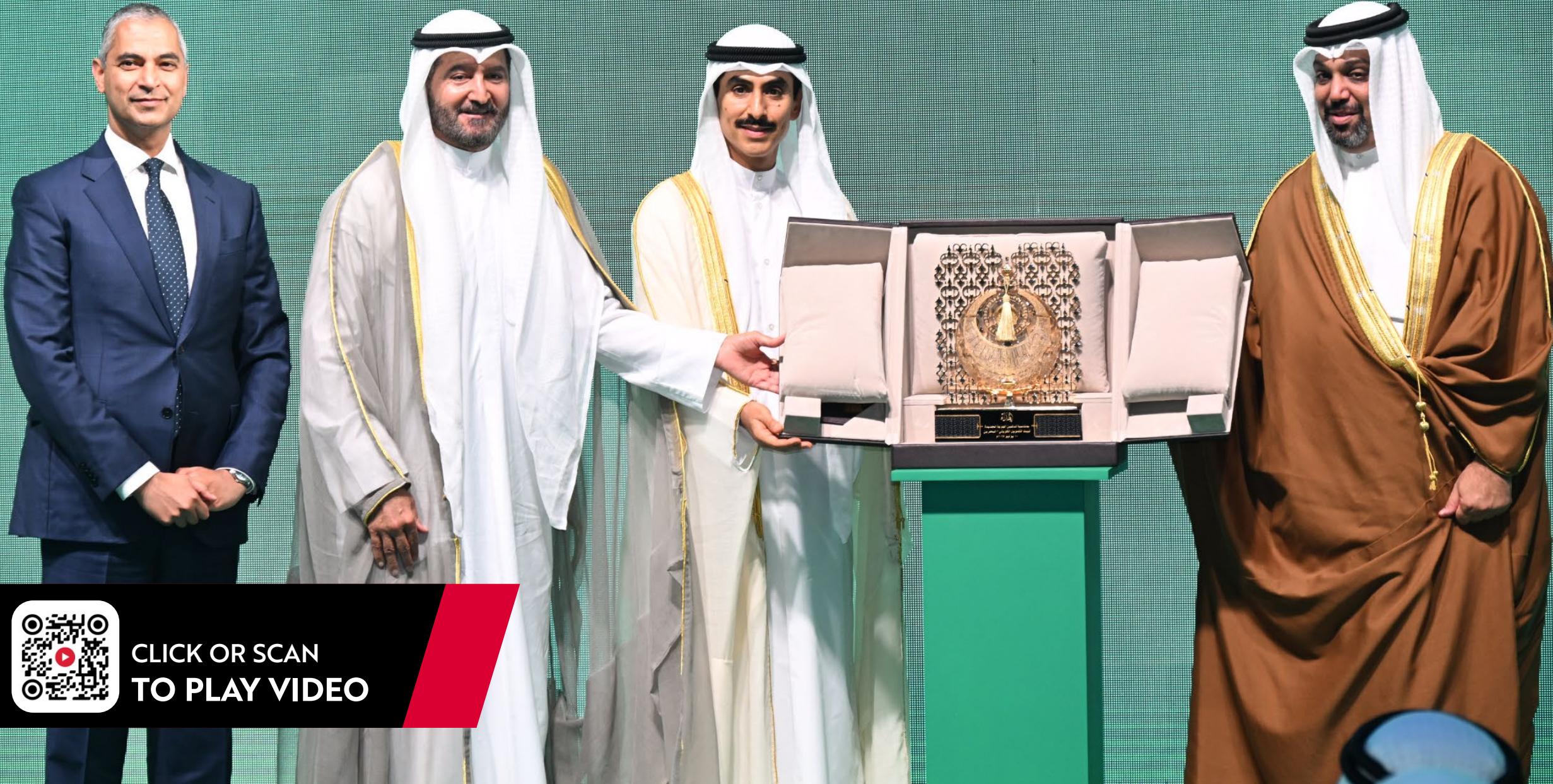
# New Identity

**Kuwait Finance House**

## Event Management

**Matrix** was honored to manage the launch of Kuwait Finance House in Bahrain—one of the region's most prominent Islamic banks. Our team designed the event's theme and executed a comprehensive plan covering invitations, speeches, on-screen content, hospitality, and full media management including press kits and coverage. The event was a resounding success, reflecting KFH's stature and **Matrix's** meticulous attention to detail.





CLICK OR SCAN  
TO PLAY VIDEO



# My Hassad

Ahli United Bank

## Reward Video Production

Building on our trusted partnership with Ahli United Bank, Matrix was tasked with creating a high-impact announcement for the half-million Dinar winner of **My Hassad**. We crafted the full creative journey: audience analysis, concept development, scripting, casting, location selection, and video production. The final campaign delivered a compelling narrative that resonated widely with viewers and reinforced the prestige of My Hassad.

The logo for My Hassad, featuring the Arabic name 'جائزه' (Jaizah) above the English name 'MyHassad'. The Arabic text is in gold, and the English text is in blue, both with a textured, embossed appearance.



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# Tactical Campaign

**Jahez**

## Video Production

**Matrix** partnered with Jahez to conceptualize and produce a series of tactical campaign videos promoting their "Shake and Win" and "Cashback" initiatives. Our role spanned from creative direction to multi-platform adaptation across YouTube, Instagram, Snapchat, and TikTok. By combining engaging storytelling with strategic media planning, the videos delivered exceptional engagement and measurable results, strengthening Jahez's digital presence.

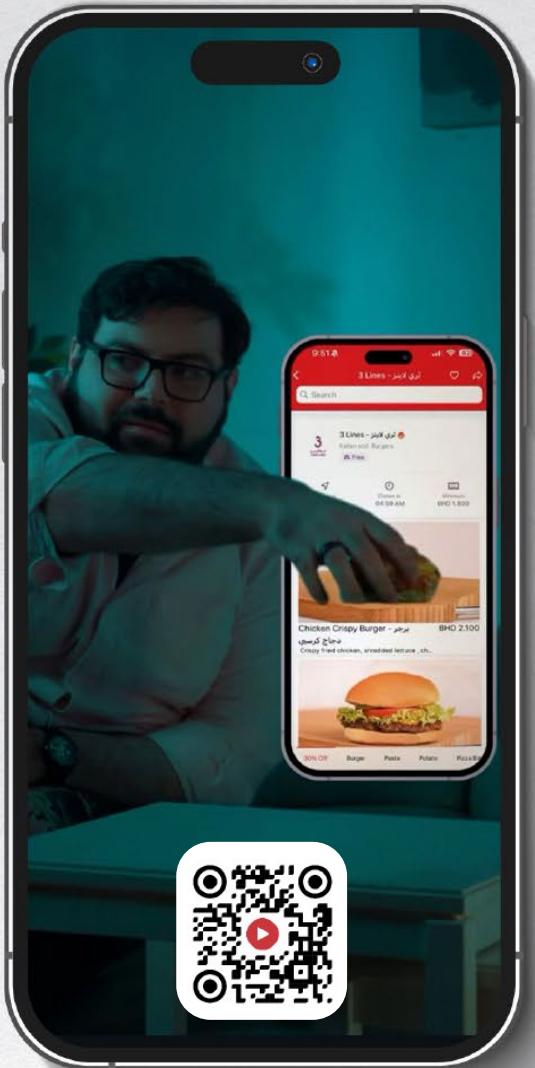
The logo for Jahez features the brand name in a bold, red, sans-serif font. The letter 'a' is unique, containing a white circle with a yellow center, resembling a stylized eye or a drop. The letters have a slightly textured, 3D appearance.



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# Shake&Win





# P.R. Services

Our Public Relations services are backed by a talented team that caters to a wide range of clients. We excel in fostering connections with journalists and media outlets, crafting and disseminating press releases and media kits, organizing press events, and offering translation services. Our notable clients, including GFH Group and its subsidiaries, along with Al Khoaji Constructions and Al Zayani Investments, highlight our capability to address the diverse needs of various sectors.





# Corporate Giveaways

At **MATRIX**, we pride ourselves on our expertise in the realm of corporate gifting, where our meticulous attention to detail and innovative approach set us apart in creating truly exceptional gifts. Our commitment to excellence is reflected in our collaborations with esteemed clients such as Bahrain Islamic Bank, Diyar Al Muharrq, and Kuwait Finance House, among others. Each gift we design is not just a token of appreciation but a carefully crafted concept that embodies the values and identity of the organizations we partner with, ensuring that every item resonates with the recipient and leaves a lasting impression.





# Tree Week Event

Seef Properties

## Event Management

We were pleased to collaborate with Seef Properties, a prominent real estate development company in Bahrain, to manage the Kingdom's annual "**Tree Week**" celebrations event.

Our responsibilities included conceptualizing the event, meticulously planning its details, managing production, and ensuring effective media coverage throughout the occasion.

The outcome was remarkable, earning recognition as one of the standout events during this national





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# Bahrain National Day

Kuwait Finance House

## Video Production

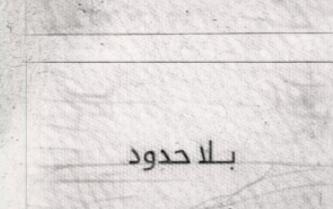
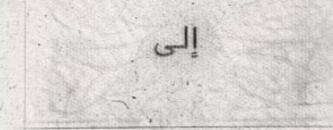
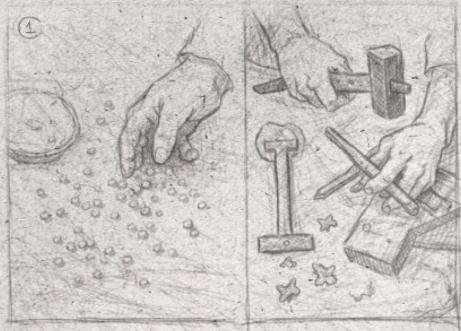
Despite our diversity, our identity is one.

The Bahrain National Day video for **KFH Bahrain** celebrates the authenticity and generosity of the

Through a human-centered visual narrative, the video conveys deeply rooted societal values and achieved strong engagement and viewership.

We value this collaboration with **KFH Bahrain** in delivering an impactful national project that aligns creativity with purpose and reflects our commitment to producing high-impact, strategic content.





Sketches



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# Social Media

**Seef Properties**

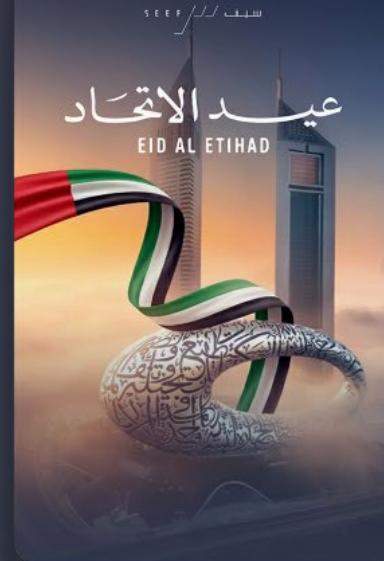
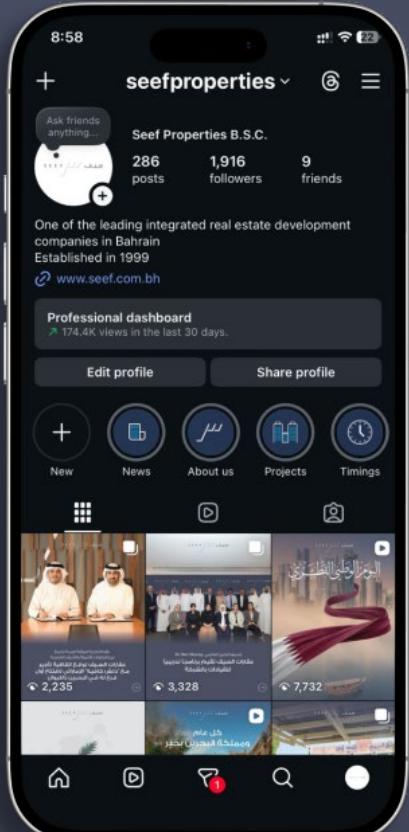
## Social Media Management

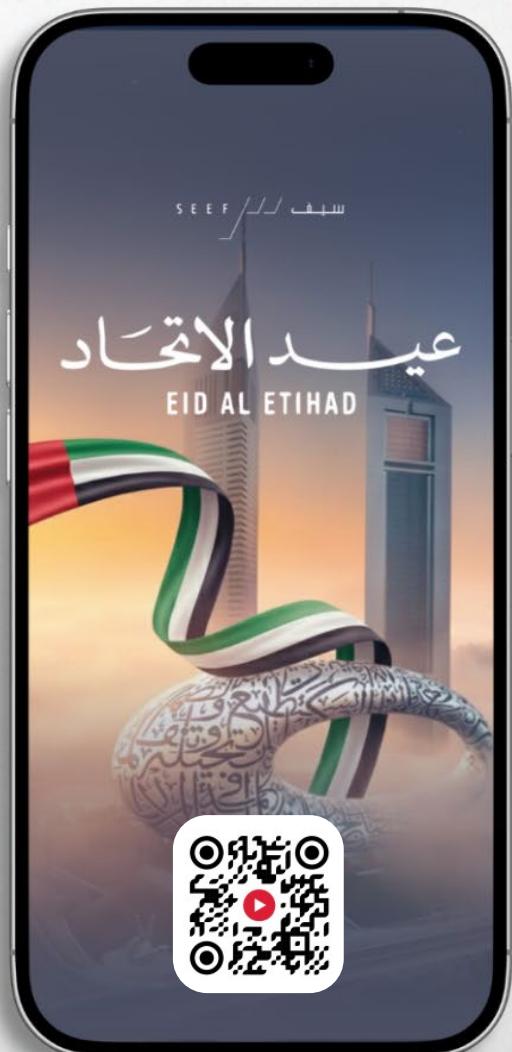
We collaborated with **Seef Properties**, a leading real estate development company in Bahrain, to manage their social media presence.

Our scope included content strategy, creative direction, visual and copy curation, publishing calendar planning, and ongoing audience engagement across platforms.

The results were outstanding, elevating the brand's digital presence and establishing a strong, consistent connection with its online community.







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# Let's connect the dots.