



A Profile of Excellence

Agency Credentials



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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 a company that specializes in providing comprehensive services to enhance the market positioning of our clients.

With its 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.



Team

At **MATRIX**, our strength lies in our talented team of designers and marketers, each a connoisseur in their field. United by creativity and driven by innovation, our team embodies a blend of artistic vision and strategic thinking. We foster an environment where ideas flourish, collaboration is key, and excellence is the norm. Our team's diverse skills and experiences converge to transform challenges into opportunities, ensuring that every project is a testament to our commitment to exceptional quality and impactful results.

MANAGEMENT

Soubah Al Zayani

CEO – Matrix

STRATEGY & PLANNING

Mohamed Abu Adas

Senior Manager – Strategy & Planning

CLIENT SERVICING

Gaurav Paul

Senior Director – Acct. Mgt.

Sayed Mahdi Al Hashemi

Manager – Acct. Mgt.

New Member (To be hired)

Manager – Acct. Mgt.

CREATIVE, STUDIO & SOCIAL MEDIA

Ihsan Hammouri

Executive Creative Director

Al Muataz Al Saqri

Creative Director

Yasmin Ali

Senior Art Director

Afnan Ibrahim

Art Director

Ruba Adas

Senior Arabic Copywriter

Yasmin Shwaiki

Finalizer

Khalid Atawi

Digital Animator

Afnan Al Taher

Digital Designer

Omar Khalil

Digital Designer

Rama Khaleel

SM Account Director

Haya Shabban

SM Account Manager

Alia Ataya

Content Creator

Our Core

About

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

With its 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, marketing communications, 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

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

02

Creative
Copywriting

03

Brand
Strategy

04

Marketing
Campaigns

05

Social Media
Content Creation

06

Event
Planning

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**

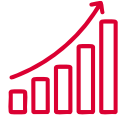
02 Creative Copywriting

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



Future Focused

We stay 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 سيف

بيت التمويل الكويتي
KFH

alBaraka

jahez

gfh

SAWAFI
LEVORE

بنك البحرين الإسلامي
BisB

Infracorp

University of
Technology
Bahrain
جامعة البحرين للتكنولوجيا

البنك الأهلي المتحد
ahli united bank

ديار
Diyar
AL MUHARRAQ

Work Portfolio

Marketing Campaigns & Communications

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ak
ABUKHADER



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حممت لتتأقلم

GMC
يفرض هيئته

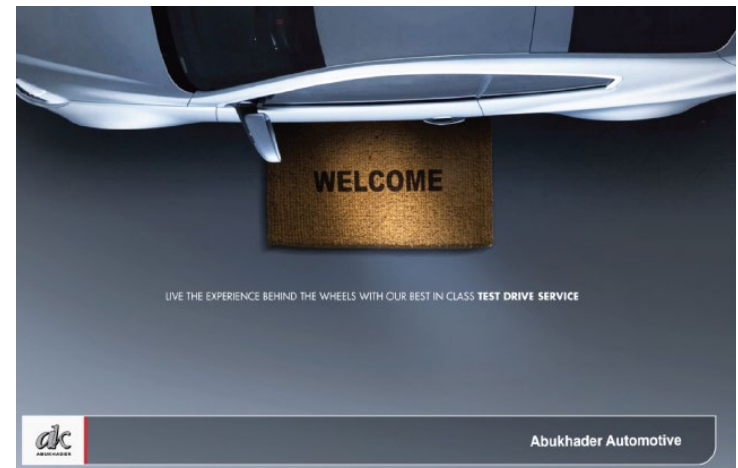
تصميم فريد، ترفيق داخلي، مساحة داخلية رحيّة، لمساحة فاخرة لرفضاء الرفاهية... نعم إنها مركبات جي إم سي جاءت لفرض هيئتها، مهملات الطرّوف و كيفما كانت أحوال الطقس فمركبات جي إم سي بجوانبها المميّزة و قوتها على جميع أنواع الطرق قادرة على اختراق و تخطي جميع المحاصير و توفر لساكنها الراحة و الأمان في القيادة.



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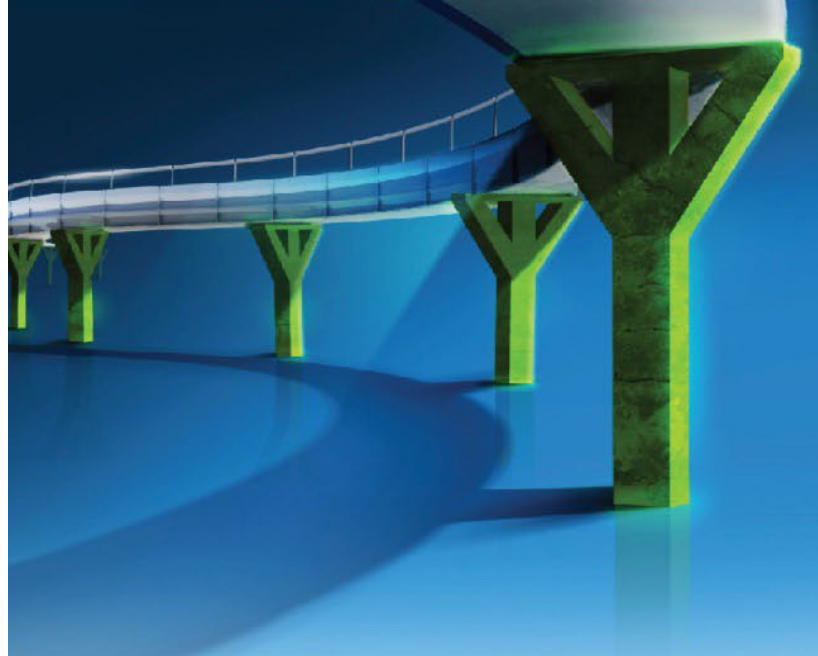
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تأمين



صحي

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استرجاع نقدی

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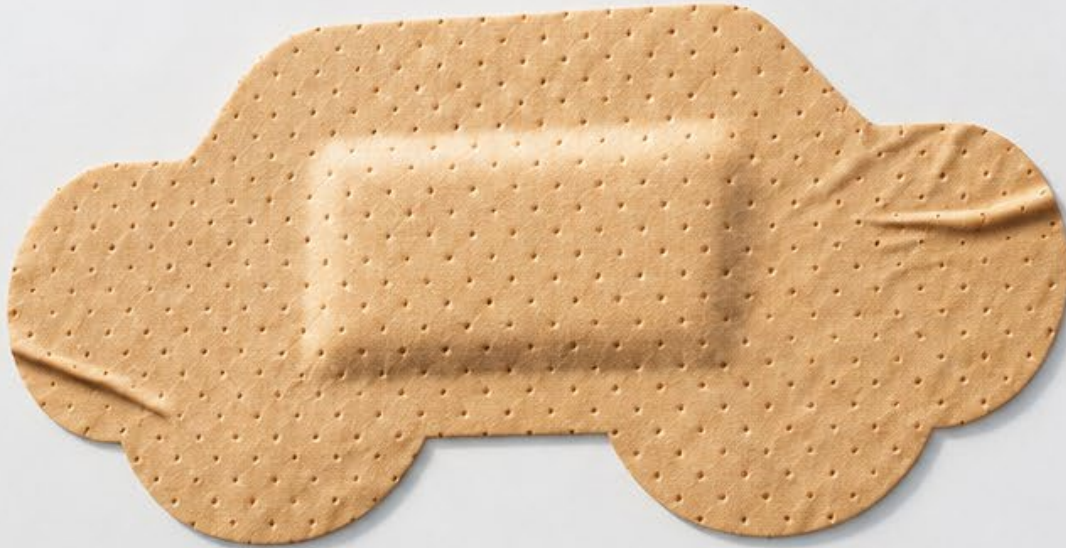
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Branding

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.

KHALEEJI 



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.



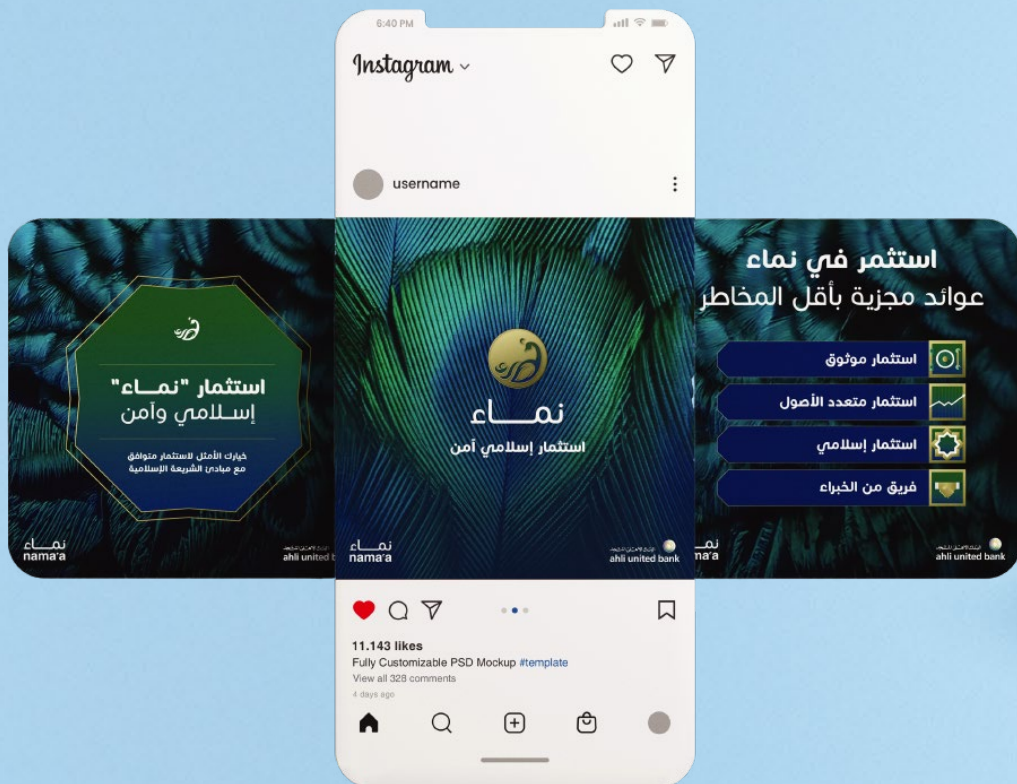
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We Rise

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.



werise*



Event Management

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



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





CLICK OR SCAN
TO PLAY VIDEO



KFH Retail Banking 2026 Town Hall

Kuwait Finance House

Event Management

Matrix successfully organized and executed **the KFH Retail Banking 2026 Town Hall**, delivering a refined corporate experience that reflected the bank's vision, professionalism, and leadership spirit.

Through seamless execution and carefully curated event elements, **Matrix** created an engaging platform that fostered communication, inspiration, and alignment among attendees, reflecting the ambitions of KFH Retail Banking for 2026.





Welcome to the
KFH 2026 Town Hall



CLICK OR SCAN
TO PLAY VIDEO



Bahraini Football Pioneers Honoring Ceremony

Seef Properties

Event Management

Matrix successfully organized and executed the **Bahraini Football Pioneers Honoring Ceremony**, delivering a distinguished experience that celebrated **the pioneering figures who shaped the history of Bahraini football**. Through seamless execution and carefully curated event elements, **Matrix** created a memorable occasion that reflected the values of appreciation, national pride, and sporting excellence.

The event was held **at Seef Mall – Seef District** in collaboration with **Seef Properties**, reinforcing the mall's position as a leading destination for distinguished national and community events.





CLICK OR SCAN
TO PLAY VIDEO



Pearly Night Gala Dinner

UNIDO

Event Management

Matrix led the successful organization and execution of a refined gala night on behalf of **UNIDO Bahrain**, inspired by the Kingdom's pearl-diving heritage. Through a meticulously crafted visual identity rooted in the elegance and symbolism of pearls, **Matrix** delivered a seamless and sophisticated experience across every event element.

The result was an immersive, high-end gala that powerfully honored Bahrain's heritage while reflecting the prestige and excellence of the occasion.

د. هاشم حسين
رئيس مكتب ترويج الاستثمار والتكنولوجيا
التابع لمنظمة الأمم المتحدة للتنمية الصناعية

DR. HASHIM HUSSEIN
HEAD OF ITPO - BAHRAIN





PEARLY NIGHTS

GALA DINNER
CELEBRATING EMERALDS CRYSTAL PLANNING



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Video Production

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.

حصادي
MyHassad



CLICK OR SCAN
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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 Jahez logo is rendered in a bold, red, sans-serif font. The letter 'a' is stylized with a yellow and white circular graphic inside it. The logo is set against a light gray background with a fine, pebbled texture. The entire composition is framed by a large red diagonal shape that cuts across the slide from the top left to the bottom right.



Shake & Win



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TO PLAY VIDEO



CLICK OR SCAN
TO PLAY VIDEO

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 Bahraini people. 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

من حضارة الخلود...

إلى

آفاق

بلا حدود



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A Tribute to Bahrain's Heroes

Seef Properties

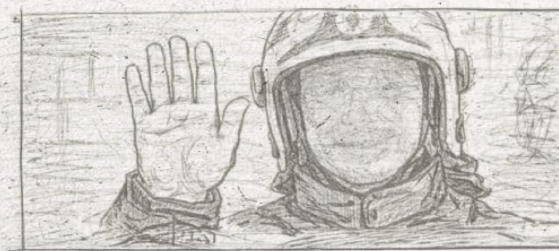
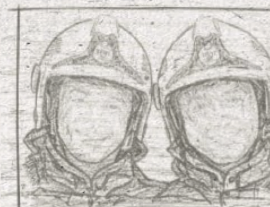
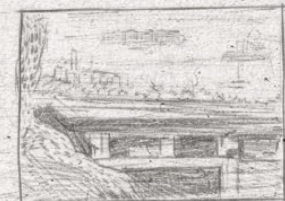
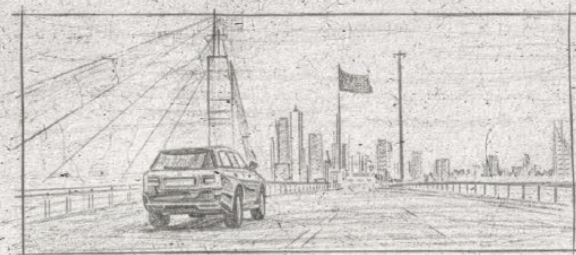
Video Production

Matrix has produced a heartfelt and emotional video for **Seef Properties**, showcasing Bahrain's everyday heroes, including the police, civil defence, and armed forces, as an integral part of the community.

Built around the message **"Bahrain is well as long as you are its people"** the work reflects unity, reassurance, and national pride through an authentic and relatable narrative.

We are proud to have delivered a project that honors those who protect the nation while reflecting the values of Bahraini society in celebration of Eid Al Fitr.





Sketches

البحرين بخير دام إنتو أهلهما



CLICK OR SCAN
TO PLAY VIDEO

Bahraini Football Pioneers Honoring Ceremony

Seef Properties

Video Production

Starting with archival footage and historic photographs, **Matrix** transformed Bahrain's football legacy into an AI-powered cinematic story. Through historical research, collaboration with football experts, and restored archival materials from Bahrain TV, the project preserved the authenticity of every scene.

Using AI, 3D reconstruction, and animation, the project brought decades-old photographs to life, honoring Bahrain's football pioneers through immersive visual storytelling.



رحلة صناعة الفيديو من الفكرة إلى الملعب

① البحث في الأرشيف ARCHIVE RESEARCH

1980s
- Players
- Matches
- Stadiums
- Jerseys
- Fans



أسماء اللاعبين
1980 - 1990

هدفنا:
إحياء ذكريات جيل
وصناعة حلم جديد

أسماء اللاعبين

② جمع المراجع REFERENCE GATHERING



الجمهور



المديرين



الملعب



اللاعبين



الحكام



الملابس والشعارات

③ إعادة بناء الشخصيات CHARACTER RECONSTRUCTION

صورة أرشيفية
(ARCHIVE PHOTO)



WIRE FRAME



CLAY MODEL



3D MODEL



⑥ بناء البيئة ENVIRONMENT BUILDING



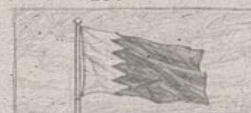
الاستاد



الجمهور



الإضاءة



علم البحرين

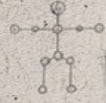


الكرة



الملعب

④ تجهيز النموذج RIGGING



- Bones ✓
- Joints ✓
- Controllers ✓

⑤ التحريك ANIMATION



FRAME 1



FRAME 2



FRAME 3

⑦ المشهد النهائي THE FINAL SCENE



الأطفال المرافقين



المدرّب



الجمهور



الشخصيات الرسمية



لحظة الفخر

Sketches



CLICK OR SCAN
TO PLAY VIDEO

تكریم رواد كرة القدم البحرينية

Social Media Management

Social Media

Seef Properties

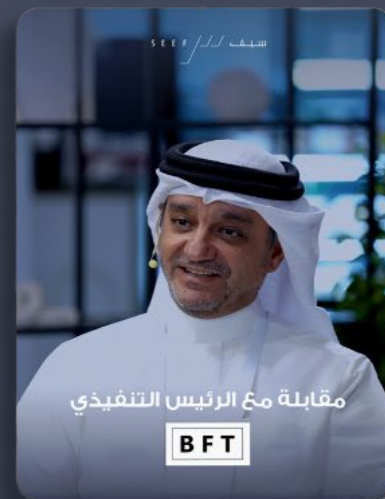
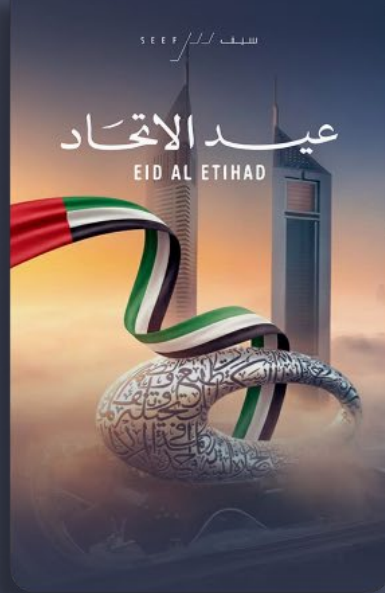
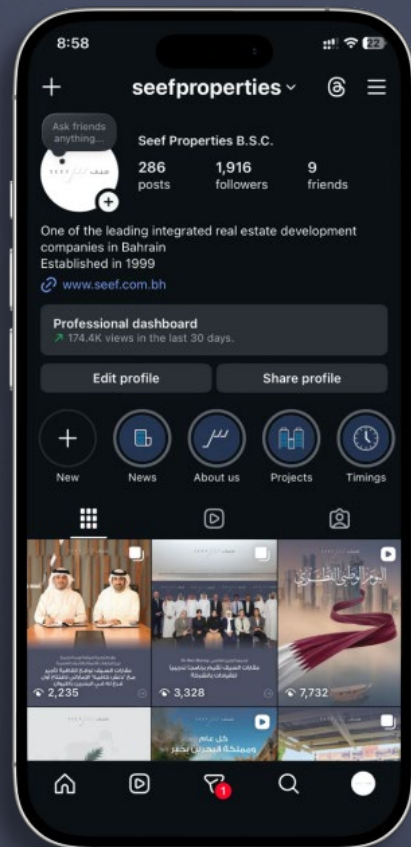
Social Media Management

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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Public Relations

PR 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 Khooaji Constructions and Al Zayani Investments, highlight our capability to address the diverse needs of various sectors.





مرحلة تاريخية جديدة في القطاع المصرفي

برعاية وزير المالية والاقتصاد الوطني



بنك الأهلي الإماراتي يعلن عن إطلاق مرحلة جديدة تحت اسم «بيت التمويل الكويتي»

بنك الأهلي الإماراتي يعلن عن إطلاق مرحلة جديدة تحت اسم «بيت التمويل الكويتي»

عقد «تلال» على «أحمد عمر للمقاولات»



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عقد «تلال» على «أحمد عمر للمقاولات»

الزباني للسيارات - إم جي موتور البحرين تطلق عرض 3 سنوات



الزباني للسيارات - إم جي موتور البحرين تطلق عرض 3 سنوات

إطلاق مشروع «ميلييا بيتش فرونت» في البحرين بالشراكة مع «ميلييا العالمية»



إطلاق مشروع «ميلييا بيتش فرونت» في البحرين بالشراكة مع «ميلييا العالمية»



إطلاق مشروع «ميلييا بيتش فرونت» في البحرين بالشراكة مع «ميلييا العالمية»

إطلاق مشروع «ميلييا بيتش فرونت» في البحرين بالشراكة مع «ميلييا العالمية»

إطلاق مشروع «ميلييا بيتش فرونت» في البحرين بالشراكة مع «ميلييا العالمية»

ESTIDAMAH 2026

Bahrain Chamber Elections

Media Campaign

We delivered a **fully integrated media campaign** for the Estidamah Bloc, building a cohesive identity and a **unified communication strategy**.

Our scope included media training, full-scale production, video content creation, visual identity development, Instagram management, and on-ground PR execution, ensuring **consistency across all touchpoints**.

The campaign played a key role in strengthening the bloc's presence, enhancing **audience engagement**, and supporting its path to a **successful election outcome**.



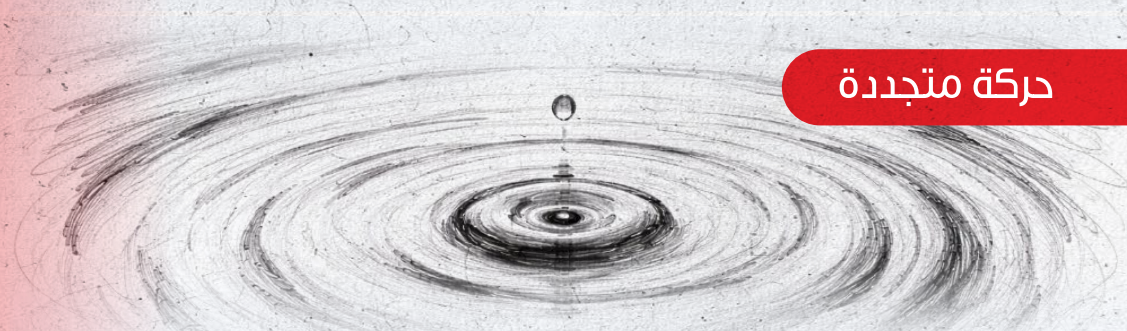
استدامة
ESTIDAMAH
2026



أيادي متكاتفه



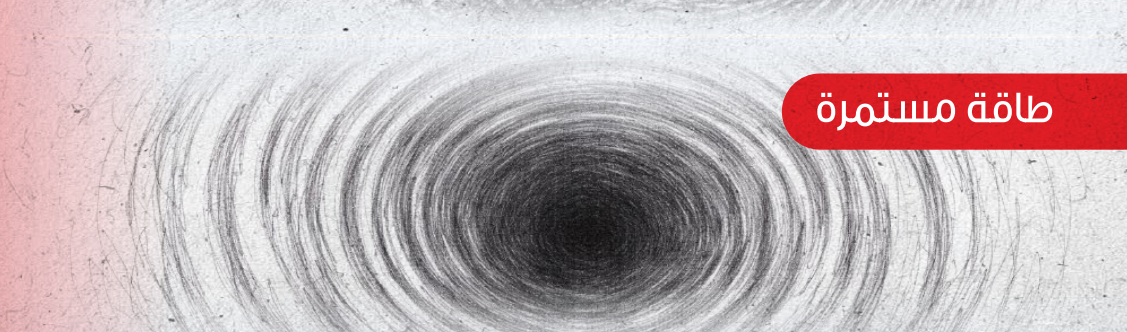
حركه متجدده



مشاركه واعيه



طاقه مستمره





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TO PLAY VIDEO

كتلة استدامة

قيادة الحملة الانتخابية والإعلامية

Corporate Giveaways

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.





Bahraini Football Pioneers Honoring Ceremony Bespoke Corporate Gifts

Matrix designed and produced **bespoke corporate gifts** that celebrated the legacy of Bahrain's football pioneers. Each **custom-crafted wooden box** featured a hand-carved portrait of the honored player, transforming every piece into a unique keepsake.

Inside, the box revealed a **premium wooden watch** alongside a **personalized commemorative plaque** engraved with a tribute message and the player's name, creating a meaningful gift that reflected **craftsmanship, attention to detail**, and lasting appreciation.





Let`s connect the dots.

 +973 37766690  Connect@matrix.com.bh

