



Telling your story  
Building your Hawya

[hawya.com](http://hawya.com)



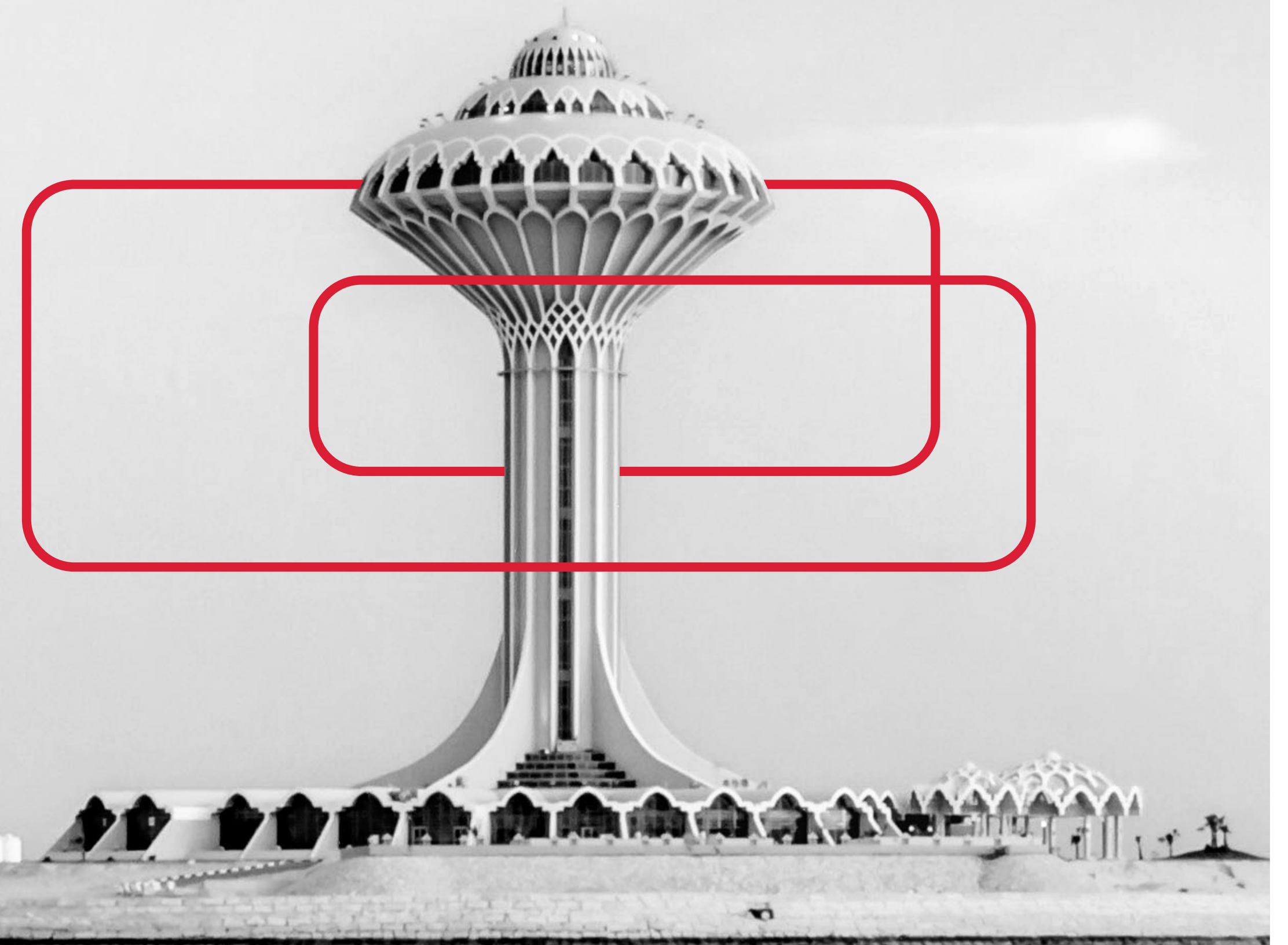
# The Start

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Hawyia was born in early 2005 to be the start of an evolutionary era in marketing and branding in Saudi Arabia


Guided by its deep values, believes, and persistence to inspire others to build their Hawyia

By offering differentiation and innovation in its services, to tell the greatest stories





# Defining Hawyia

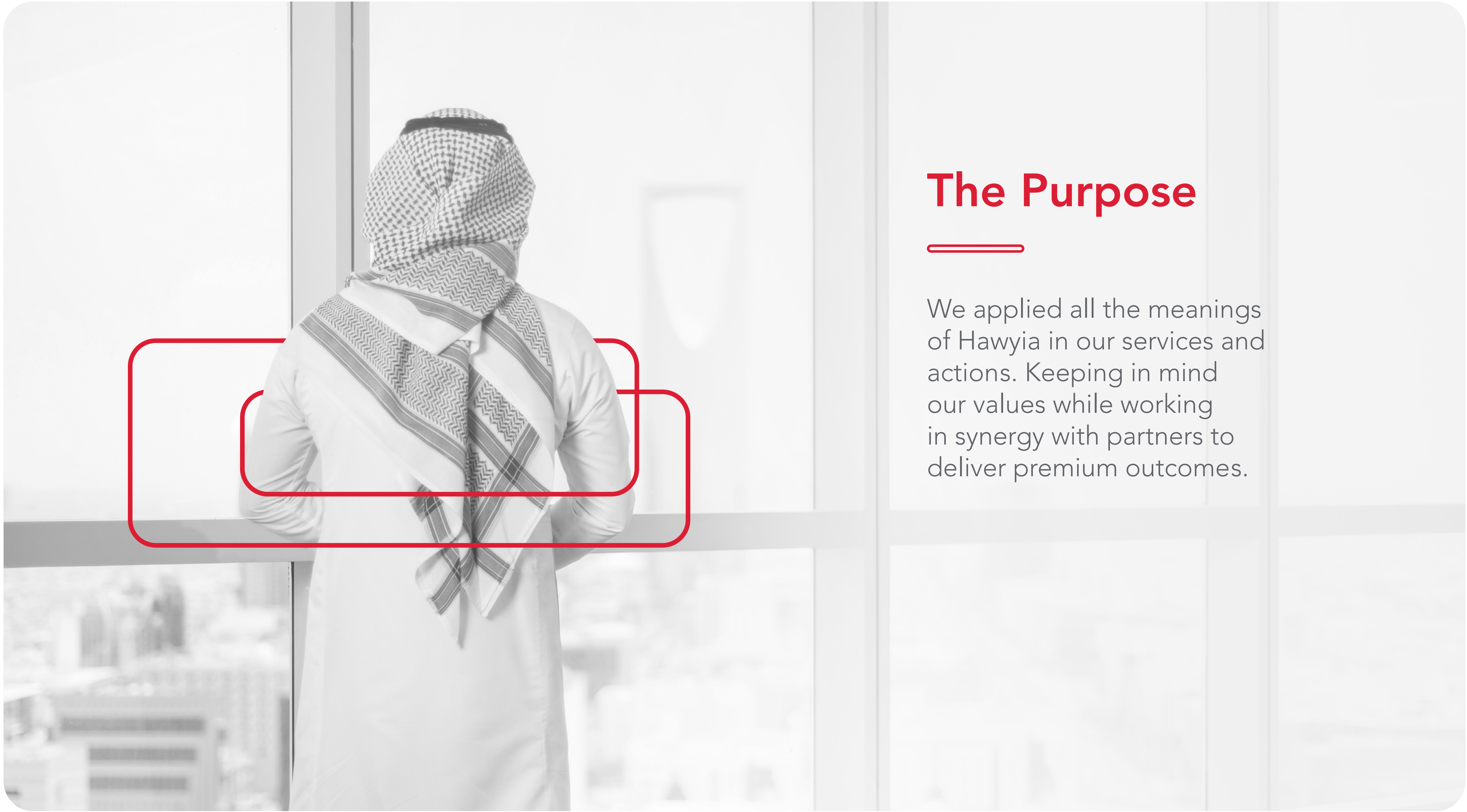
[ha·we·yia] 

*Noun, Arabic*

No synonyms

1. A creature's sense of himself, his individuality, values, behaviors, thoughts, and preservation of his integrity in various situations.
2. It is the absolute reality that holds essential attributes, features, distinctive characteristics, and authenticity.





## The Purpose

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We applied all the meanings of Hawyia in our services and actions. Keeping in mind our values while working in synergy with partners to deliver premium outcomes.




# Hawyia's Ambition

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// Building the greatest stories through creative and conventional practices in branding and communication to produce outstanding messages //





Introduce  
yourself to the  
world, before  
others define  
you.

 Hawyia team



[illegible]

- Integrity

Acting honestly and responsibly while keeping our promises.

- Empowerment

Trusting our team players to produce substantial outcomes.

- Agile

Executing thoughtful decisions quickly and effectively.

- Partnership

Contributing to partner's success as it is ours.

- Uniqueness

Daring to challenge our thoughts  
and exceeding the ordinary.

- Exclusivity

Allowing partners to  
indulge themselves into  
a premium journey.

- Continuity

Being a revolutionary in  
any disruption to sustain.



# Services

We build stories through:





A vibrant, abstract image of Antelope Canyon, showing smooth, undulating rock walls in shades of orange, red, and purple, illuminated by warm, low-angle light.

# Creating

It is more than  
something to be  
seen!

We structure unique images  
for brands by:

- Naming and Logo Creation
- Brand Guidelines
- Marketing Collateral



# Strategizing

“In life, as in chess,  
forethought wins.”  
—Charles Buxton

We draw the lines and make plans to  
ensure business's success via:

- Brand Strategy
- Marketing Consultation
- Brand Risk Management



# Communicating

Precise communication is the bridge between uncertainty and purity.

We establish paths that channel effective messages through:

- Creative Campaigns
- 360° Communications
- Social Media Management
- Public Relations & Media Buying



# Measuring

Data is everywhere  
but it should leads to  
somewhere.

We gauge results and efforts to reach  
critical decisions by:

- ☐ Analytics
- ☐ Optimization
- ☐ Media Monitoring
- ☐ Campaign Reporting



# Projects



# = Branding

Brand Creation, Brand Strategy Development, and Visual Applications.

NOTE: THE FOLLOWING BRANDS WERE CREATED BY HAWYIA





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زهور الريف  
Zohoor Alreef

إلهام

أزميل  
azmeel  
الفايزة  
Holding

الظهران للإعمار  
Dhahran Emaar

أكاديمية الزكاة والدخل  
ZAKAT & TAX Academy

بلدية  
محافظة  
الخبر

ربط  
Rabt

لوجستك  
LOGISTIC  
TAWA

أحمد الموصى للإستشارات الهندسية  
Ahmed Al-Mousa Eng'g Consultants

مجد  
MAJID  
العقارية  
Real Estate

الراشد للإطارات  
alrashed tires

إيفاء  
لرعاية ذوي البعاق

صندوق  
المناسبات

أم و أم  
a m w a j

البو  
إيفاء  
إزد  
The Boulevard

الراشد للنقل  
AIRashed Transport

البيوت المكتبية  
home offices

مجد سكوير  
Majd Square



# Integrated Communications

Managing communication strategy, campaigns, social media management or executing marketing designs and production.





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**Building your Hawyia**

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