



# Media Production **PORTFOLIO**



# Three Titans. One Vision. Infinite Possibilities.

When WIS, Plan-B, and WAT join forces, the result isn't just collaboration—it's a revolution in media production. Together, we are a powerhouse alliance, uniting strategy, creativity, and precision to create content that doesn't just speak—it roars.

Think bold ideas, crafted with precision. Think visual artistry that commands attention. Think immersive experiences that transform brands into cultural phenomena. With WIS's strategic genius, Plan-B's boundless innovation, and WAT's technical mastery, we deliver production that doesn't just tell a story—it becomes the story.

**This is more than a partnership—it's a phenomenon. Welcome to the fusion of three industry leaders.  
Welcome to the future of media. Welcome to**



MEDIA

PRODUCTION



# MEDIA PRODUCTION

EL-TELWANY



# MEDIA PRODUCTION

CARNELIA



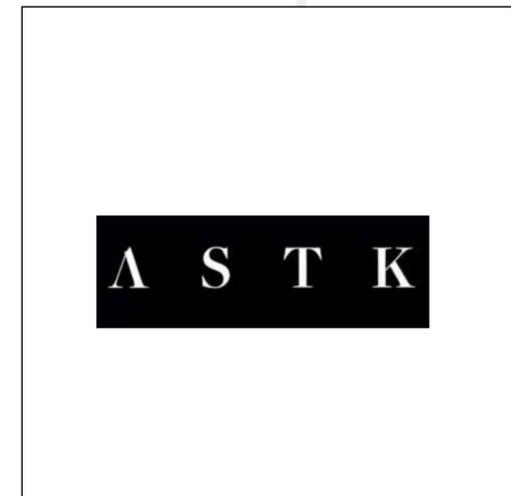
# MEDIA PRODUCTION

*HEALTHY & TASTY*



# MEDIA PRODUCTION

ASTK



# MEDIA PRODUCTION

NBE TOURS



# MEDIA PRODUCTION

SOUEAST

IFG GROUP

صوياً مقبولاً وإفطاراً شهياً

SOUEAST

DX8

DX8

16 434

16 IFG



# MEDIA PRODUCTION

## CAPITAL LINK



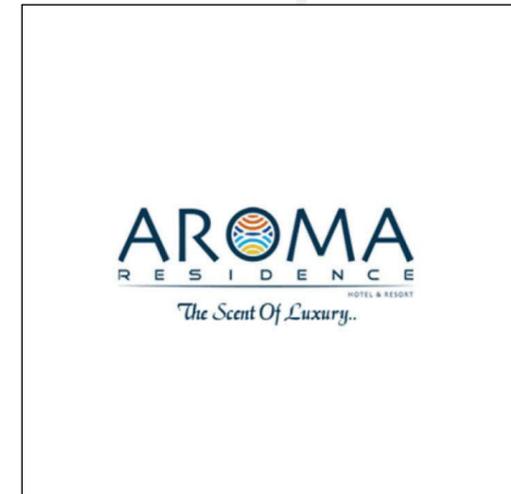
# MEDIA PRODUCTION

*HOME TOWN*



# MEDIA PRODUCTION

AROMA



# MEDIA PRODUCTION

*HOME TOWN*



# MEDIA PRODUCTION

SMART



# MEDIA PRODUCTION

## LIPTON EGYPT

**Brand:** *Lipton Egypt ENCT*

"منتخب مشجعي مصر"

**Concept:** Football is a very important element of our social community, at this time all generations were engaged to watch and support the national football team, Lipton launched the *Egyptian national cheering team (ENCT)*, that created the bond between Lipton and the ENCT, this campaign aimed to highlight the African Cup of Nations.. The main message was to encourage all Egyptian to support the national team in Angola and increase their trust in the team hoping to win the cup for the third time to keep it forever.

TVC



**WAT**

# MEDIA PRODUCTION

## GALAXY MILK

**Brand:** *Galaxy Milk*

**Concept:** *Galaxy Chocolate* is a product targeting women, a research on the insights showed that Egyptian and Lebanese women are different than the GCC women, therefore we came up with the idea of launching the first regional copy from Egypt.



TVC

# MEDIA PRODUCTION

## GALAXY SHOPPING CARD

**Brand:** *Galaxy - Shopping Card*

**Concept:** Credit card promotion, the idea was about the code that give you a specific amount of money, search for it and enjoy spending the money on shopping. This campaign increased the sales and competed with the market leader at this time.



TVC



# MEDIA PRODUCTION

## GALAXY FLUTES

**Brand:** *Galaxy Flutes*

**Concept:** After the success of *Galaxy Chocolate bar* campaign, galaxy decided to launch Galaxy Flutes TV commercial ads, that was the second regional copy from Egypt.



TVC



# MEDIA PRODUCTION

## COFFEE MIX

**Brand:** *Coffee Mix*

**Concept:** This campaign was an answer on Nescafe 3 in 1 campaign launched by Ahmed Mekky to announce the perfect mix of Coffee Mix - by using Mekky lookalike model and highlighting coffee mix slogan- with this creative concept had led Nescafe to buy Coffee Mix.



TVC



# MEDIA PRODUCTION

## COFFEE MIX

**Brand:** *Coffee Mix*

**Concept:** This ad was done by the motion control techniques that added value to the ad visualization, sharing the positivity in the song HAPPY had a great impact, highlighting the main message “how to be happy with the exact mix of coffee mix”



TVC



# MEDIA PRODUCTION

## COCA-COLA

**Brand:** *Coca-Cola - Hisham Abbas*  
*1997*

**Concept:** It was the first campaign to be done by a celebrity, using the *big hit* "حببتها". The campaign created a very big emotional bond between the consumer and Coca, it also helped increase the market share of coca-cola.



TVC

**WAT**

# MEDIA PRODUCTION

## COCA-COLA

**Brand:** *Coca-Cola - Mahmoud El*

*Khatib*

**Concept:** Based on the long relationship between *Coca and el Ahly T-shirt*, Coke decided to use the superstar *Bibo* to use this historical emotional relation to attract fans more into Coca.

*Bibo* used his real skills in bouncing the ball which added more credibility and value to the ad.



TVC

# MEDIA PRODUCTION

## COCA-COLA

**Brand:** *CoCa-Cola - Amer Mounib*

**Concept:** Based on the success of *Hisham Abass* ad, *Coca* decided to proceed with the same concept with the rising star at that time *Amer Mounib*.



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# MEDIA PRODUCTION

*IDEAL*

**Brand:** *Ideal*

**Concept:** This was a purely branding ad for *Ideal* Fridges highlighting the new generation of it.



TVC

# MEDIA PRODUCTION

HOOVER

**Brand:** *Hoover*

**Concept:** Introducing all the products of Hoover with this corporate ad, we highlighted that Hoover had other products than vacuums, and highlighted that Hoover is an *Italian* company.



TVC

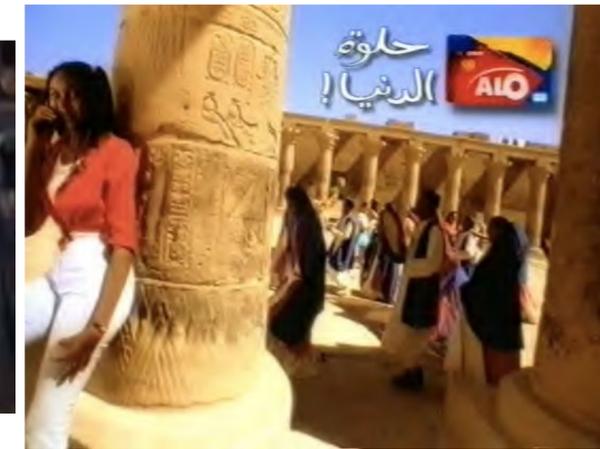


# MEDIA PRODUCTION

## ALO MOBINOL

**Brand:** *Alo MobiNil*  
*Prepaid Credit*

**Concept:** This campaign took the *AAA Golden Award*, it was addressed to all the provinces of Egypt, every ad was addressed to a certain region. The results was the increase of the sales.



TVC



# MEDIA PRODUCTION

## MACDONALD'S

**Brand:** *McDonald's - Khaled Bibo*

**Concept:** *McDonald's Egypt* was the first global branch to launch the delivery concept.

Selecting *Khaled Bibo* after his huge success at the 6:1 game and based on his speed relating it to the speed of the delivery. *McDonald's* used his T-shirt number which matches the Mc short number created a nice relation between both.

TVC



# MEDIA PRODUCTION

CARRIER

**Brand:** *Carrier*

**Concept:** With big competition at the window products in the market, as they were the market leader for other products except the *Carrier window*.

They decided to promote for *Carrier window* in an emotional idea based on the family house idea to create awareness and creating a bond with the consumer which led them to be the market leader for the window air conditioner after this ad.

TVC



WAT

# MEDIA PRODUCTION

## CARRIER

**Brand:** *Carrier*

**Concept:** Changing the perception of carrier from a male product to show that it s a shared decision, for the first time we saw a couple buying Carrier together.

This ad was for *Carrier* positioning and showing the durability through the slogan.



TVC

# MEDIA PRODUCTION

## SAMA TOWERS

**Brand:** *Sama Towers*

**Concept:** Linking the brand name with the sky was a creative concept to highlight that the customer can choose between the apartment space and the suitable price for him.



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19723



TVC

# MEDIA PRODUCTION

JUHAYNA

**Brand:** *Juhayna*

**Concept:** The concept was built to change the perception of the consumer that the milk is only for kids it also showed that milk is for the whole family.

The idea was all about the *smile and happiness* when people drink milk, then we discover the milk mustache that draws the smile.



TVC

# MEDIA PRODUCTION

## COCA-COLA-SUDAN

**Brand:** *Coca-Cola - Sudan*

**Concept:** This campaign was a re-launch of *Coca Cola* in *Sudan*. The main message was to highlight the brand name in *Sudan*.



TVC

# MEDIA PRODUCTION

## LIPTON TEA-SUDAN

**Brand:** *Lipton Loose tea - Sudan*

**Concept:** *Sudanese* people are used to drink a lot of tea during the day, the main objective was to announce *Lipton* loose in *Sudan* with highlighting the reasonable price of *Lipton*.



TVC

**WAT**

# MEDIA PRODUCTION

## ZAIN-SUDAN

**Brand:** *Zain - Sudan*

**Concept:** The main objective was to Communicate that all *Zain* users will be charged with the local rates at any of the 12 countries that are operating with *Zain* in *Africa*.

This happened through the idea of making one currency that you can deal with it in the 12 countries with the message of “what if the world has one currency?”..



TVC



# MEDIA PRODUCTION

*GOLDI*

**Brand:** *Goldi*

**Concept:** The concept was built in humor way to show how the fridge keeps the food fresh and happy which reflects this moods on the family.

This concept and the jingle was engraved in people s memory at this time and created some kind of happy perception toward the product.



TVC

**WAT**

# MEDIA PRODUCTION

LAY'S

**Brand:** *Lay's*

**Concept:** Launching *Lay's* in *Egypt* with the dominance of *Chipsy* in the market was very hard, That s why they came with a choice for the most popular football player in *Egypt* *Mahmoud El Khatib -Biboo*, which led to perfect introduction ad bond with the consumer.

Nowadays *Lay's* launched almost the same concept with *Messi* and in the middle east with *Ahmed Helmy* the actor.

TVC



**WAT**

# MEDIA PRODUCTION

AL HANEM

**Brand:** *Al Hanem*

**Concept:** This was branding and positioning ad for *Al Hanem* for keeping presence at the media.

At this time *Al Hanem* was a market leader so this was more like showing muscles.



TVC

# MEDIA PRODUCTION

*NISSAN*

**Brand:** *Nissan*

**Concept:** To announce that *Nissan* is a *Japanese* car assembled in *Egypt*.

The Ad took an award at *Dubai*.



TVC

**WAT**

# MEDIA PRODUCTION

## MCDONALD'S

**Brand:** *McDonald's*

**Concept:** This was a very special ad, it was one of the first ads done by *Promoseven* in its re-launch in 2002, this ad was before changing the *McDonald's* slogan to "*I'm lovin' it*".

This was to communicate the reasonable price of *Mc combos* to the normal families.

TVC



# MEDIA PRODUCTION

## DAR AL-FOUAD HOSPITAL

**Brand:** *Dar Al Fouad Hospital*

**Concept:** The brief was mainly to highlight that they are the hospital number 1 in heart surgeries nominated from Cleveland Clinic.



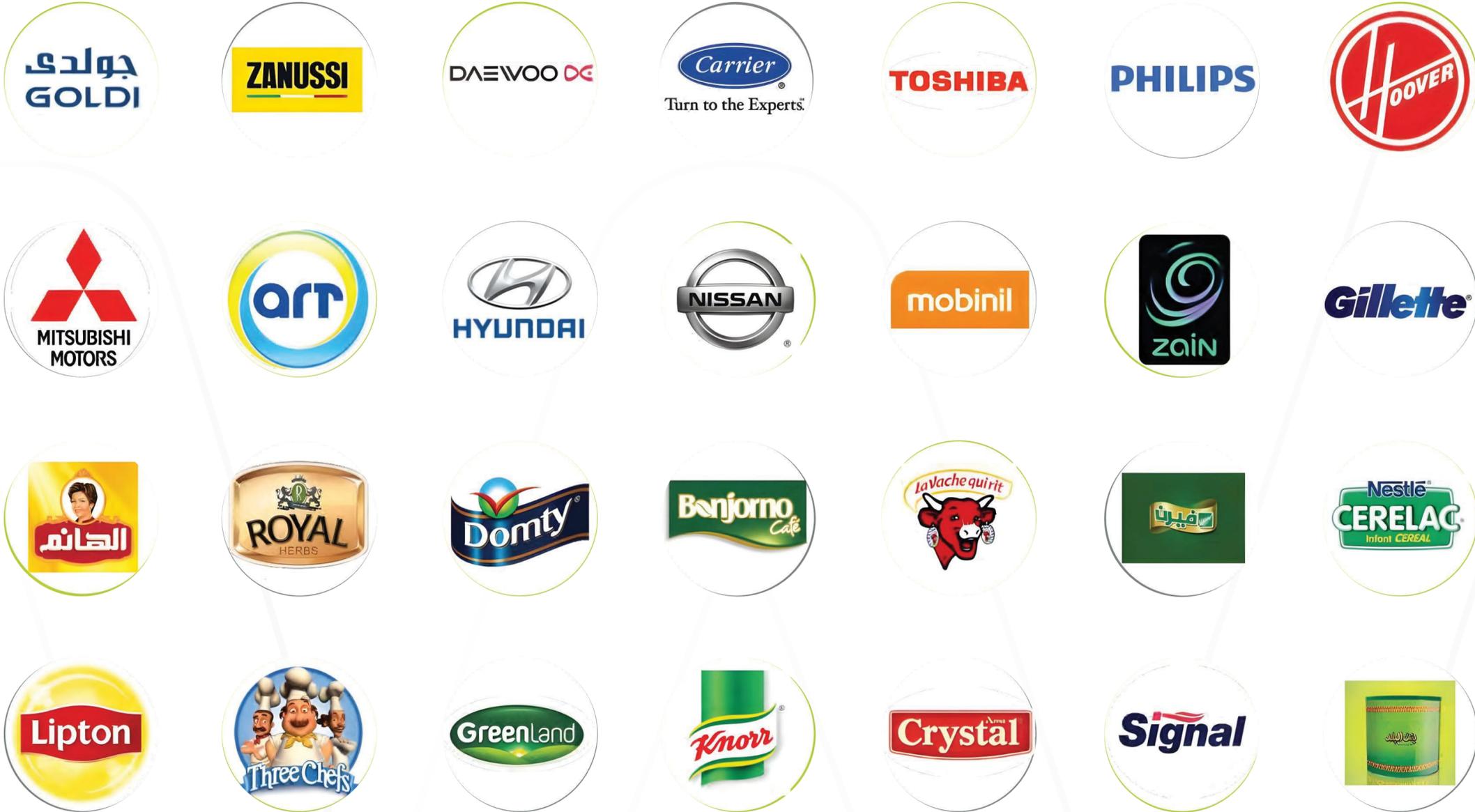
TVC



# SOME OF OUR CLIENTS



# SOME OF OUR CLIENTS





***THANK YOU***