



PERPETUAL

TRANSFORM

CREATE

GROW

OVERCOME

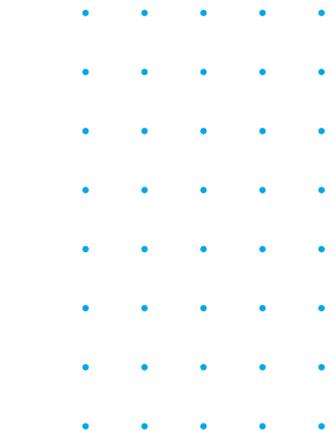


ELEVATION

**USING MEDIA &
MARKETING PSYCHOLOGY**

REATIVE
CREATIVE

10
20
30
40
50
40
30
20
10

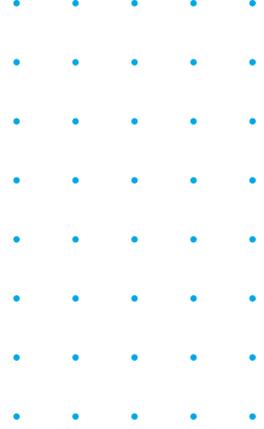


TOGETHER, WE

HELPING BRANDS EARN
Meaning in the everyday
person's life.

**TOGETHER,
WE LEAD THE CHANGE.**
SINCE 2012





WE AREN'T YOUR EVERYDAY AGENCY.

WE ARE ^PERPETUAL.

Through thick and thin, we drive brands to achieve excellence as a force towards growth.

Our team of visionaries and subject matter experts, gather around the needs of our partners and clients through top in its class services and integrated solutions, unlocking unique possibilities for sustainable value and lasting change.

Always available to support you, we are team players, thought leaders, and a partner you can always count on.

^TOGETHER,

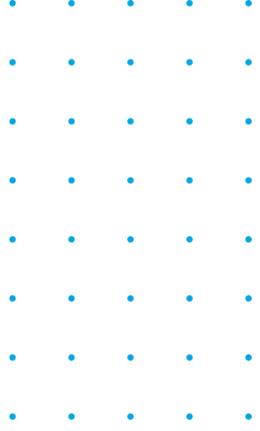
WE'RE HERE FOR YOU.



We're the **1ST**

AGENCY IN SAUDI ARABIA TO OFFER

**NEUROMARKETING USING
FACIAL ELECTROMYOGRAPHY (FEMG)**



We are happy to share that ^PERPETUAL is an official Google Partner marketing agency.

TOGETHER, WE GROW!



ABOUT US

Founded in Australia by Saudi founders, and headquartered in KSA, we are a regional powerhouse organization with a global touch, harboring the ambition of enabling and promoting the capabilities of KSA and the Gulf region across the world.

Established in 2012 in Australia, the PERPETUAL GROUP set up its Middle Eastern headquarters in the Kingdom of Saudi Arabia in 2014, and has been serving businesses throughout the Gulf region ever since, with an array of expert creative marketing services designed to enable optimized profitability and sustainable growth for small and large businesses.

Change being the only constant at PERPETUAL, we have been consistently adapting to the latest industry traits and trends, and have gradually transformed into a holding company with a hybrid brand architecture, housing as well as endorsing brands, and catering to both B2B and B2C segments. We have also significantly expanded our regional presence with offices in Bahrain and KSA.



TRIUMPH

We are hardworking and determined. We will leave no stone unturned and no question unanswered in our quest for triumph. We never lose, we either win or we learn.



CANDOUR

We are open and honest in everything we think, say and do. We believe being transparent creates the best culture and is the foundation for trust.



INSPIRATION

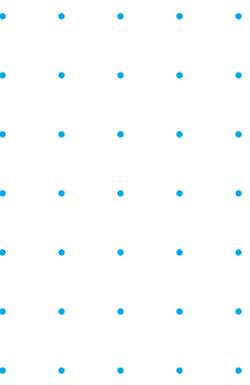
We are passionate about innovation and constantly push the boundaries of possibility. We inspire new opportunities through transformational solutions.



TENACITY

We are driven to succeed no matter what - always pushing ourselves to aim higher and go further. No obstacle is too great.

OUR VISION IS TO HELP YOU REACH YOURS.



OUR COACH'S MESSAGE

It is my pleasure to welcome you to **PERPETUAL**, and to a bright future of profit and sustainable growth for your business!

At **PERPETUAL**, we partner with Companies businesses to offer an affordable, turnkey solution to achieve profitability and long-term growth for your business. We do this by working closely with you to ensure that the way that you structure, manage and market your business is aligned towards the achievement of your organizational goals and vision.

Our team of young and passionate branding, digital marketing and creative experts, understand the regional market and have extensive international experience. Together, we will analyze your business, and shape and implement results-based strategies that drive sustainable business success.

What I think makes **PERPETUAL** stand out from the crowd is that our services and transformation methodologies are built on proven, real-world business success. We test our methods on our own portfolio of companies first, so that you can be sure that the strategies and services we deliver to you are proven to work.

A partnership with **PERPETUAL** will provide you with a thorough analysis of your business and current market position, in depth feasibility studies, the creation of clear goals and objectives, and the delivery of realistic, bespoke online and offline marketing strategies that are designed to drive business growth now and for the long term.

AHMED AL MASSARI
Chief Executive Officer





THE GUYS WITH THE PLAN AKA OUR BOARD OF DIRECTORS

Even though the Board of Directors has a strong presence and backing in the Kingdom of Saudi Arabia, they proudly treat ^PERPETUAL AGENCY as a multicultural, diverse organization with the goal to be top-of-mind in the region when it comes to marketing services.



CO FOUNDER | GROUP CEO | COACH
AHMED ALMASSARI

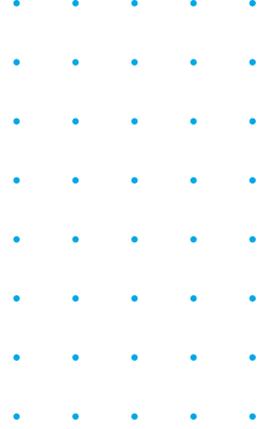
CO FOUNDER | CHAIRMAN
DR. ABDULAZIZ ALOBAID



CO FOUNDER | BOARD MEMBER
DR. RAKAN ALOBAID

CO FOUNDER | BOARD MEMBER
OTHMAN ALZHRANI

CO FOUNDER | BOARD MEMBER
FAHAD ALFARAJ



^PERPETUAL IN NUMBERS

10+



YEARS
OF SERVICE

8+



NATIONALITIES

15+



INDUSTRIES
SERVED

2+



LOCATIONS

07+



CORE SERVICES
AND COUNTING

190+



PROJECTS
DELIVERED

45+



CHAMPIONS

20+

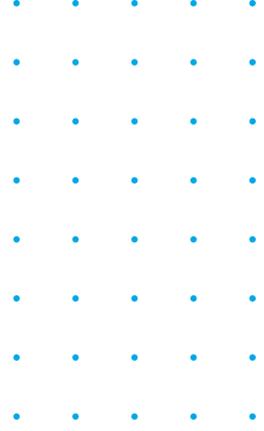


GCC UNIVERSITIES
AND INSTITUTES LECTURED

100+



CLIENTS SERVED



OUR PROJECT PROCESS AT A GLANCE



THINKING

WE THINK:

Research & Discovery
Mood boards & Concepts
Strategy & Planning



CREATING

BEFORE CREATING:

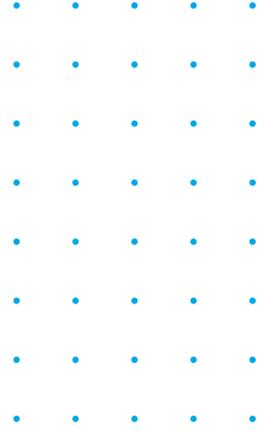
Branding & Collateral
Campaigns & Promotions
Social Media Assets
Websites & Apps
Photography & Videography



DELIVERING

AND DELIVERING:

Production, Print & Sourcing
Digital & Traditional Media
Events, TV & Radio
Quality Assurance
Reporting



OUR CLIENTS

You know how they say that the grass is always greener on the other side?

**WE'RE
THE OTHER SIDE.**



OUR CLIENTS AND ACHIEVEMENTS



INTERNATIONAL



Australian Government

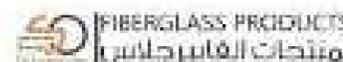
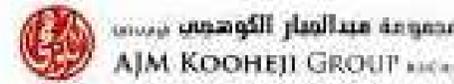
GOVERNMENT



الهيئة السعودية للتخصصات الصحية
Saudi Commission for Health Specialties



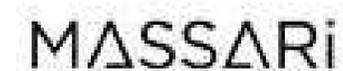
LARGE FIRMS



HEALTH



COSMETICS





OUR CLIENTS AND ACHIEVEMENTS

SPORTS



F&B



HEALTH



COSMETICS



OUR CLIENTS AND ACHIEVEMENTS



OTHERS



ACHIEVEMENTS





**WHAT DO
WE DO?**

^TOGETHER,

WE TRANSFORM BRAND

BUILD WEB JOURNEYS

TAKE YOU TO THE DIGITAL WORLD

TELL STORIES

ALSO ARE SUPER CREATIVE



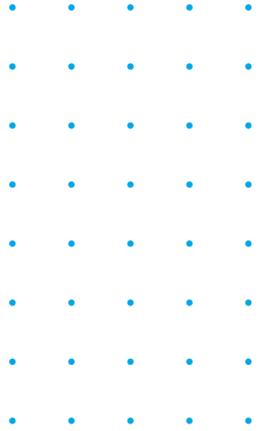
**WE COMBINE
CREATIVITY AND
SCIENCE TO DELIVER
REMARKABLE
RESULTS**



CREATIVITY AND SCIENCE ARE AT THE CORE OF WHAT WE DO.

Through this, we transform businesses into well-known brands that people love. Our understanding of clients' needs, motivations, and behaviors inform the power of creative and design thinking. Each creative project we take on begins with a thorough creative brief that identifies not just our clients' objectives, but also the people we're trying to reach and the response we want to gain. We use our scientific findings and creative studio to conceive, ideate, prototype, and test the greatest creative solutions the region has to offer.

**WE THINK,
FEEL AND DO.**





TRANSFORM
CREATE *Grow*



منذ أكثر من ٤٠ عام
ولحن نتفرد بأسلوبنا العصري
وجودتنا العالية



ARGAN
OIL



ORDER NOW



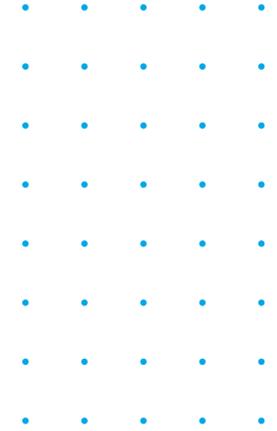
▶ NEUROMARKETING

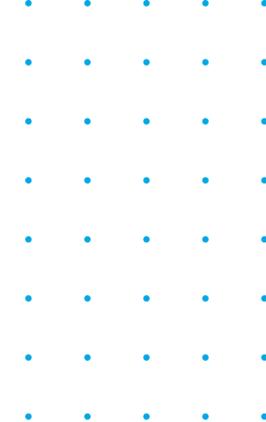
At ^PERPETUAL, we value success rates. Facial electromyography (fEMG) is an advanced neuromarketing technique used to evaluate and record the electrical activity produced by facial muscles.

This technique is proven to monitor consumers' facial expressions once exposed to content. Facial electromyography senses consumers' emotional reactions which helps us measure which content is most effective. This gives us insights into how to communicate with them effectively and choose the right content to boost sales.

We use this technique to measure the success of projects before launching in order to ensure success for our clients. Projects where neuromarketing proves to have significant value are:

- ▶ IN BRANDING; by seeing how the target audience reacts to a new brand or rebrand.
- ▶ IN PACKAGING DESIGN, by seeing if the target audience is likely to pick it out from the shelf.
- ▶ IN WEBSITE DESIGN AND DEVELOPMENT; by seeing if the user journey is smooth or not.
- ▶ IN MARKETING CAMPAIGNS; by seeing if an ad garners positive or negative reactions from its target audience.
- ▶ IN SOCIAL MEDIA; by seeing if certain content will prove engaging or not.





► **BRANDING**

With brand purpose at the center of what we do, we design communications and experiences that ignite business growth. Our teams cater to our clients' individual business needs, and bring diverse creative thinking at every stage of the project.

Who cares about what you and I like? We're in it to make an impact for them.

Our branding service includes:

- Research and audit
- Brand workshop
- Brand strategy
- Brand identity
- Brand rollout
- Brand guidelines
- Media test
- Environmental branding
- Packaging design
- Company profile design
- English and Arabic copywriting

**TOGETHER, WE
TRANSFORM.**





هيئة الفروسية
EQUESTRIAN AUTHORITY





► ENVIRONMENTAL BRANDING



► PACKAGING



La Touche
Restaurant & Cafe



► PACKAGING



Find Your
◀ FLAVOR ▶





► WEBSITES

Ever seen those websites that look super weird and out of place on your phone? Yeah, we don't build stuff like that.

We build websites with flawless user journeys, brilliant user interfaces, flexible architectures and a squeaky clean code. Our design and development studio delivers frontend and backend development services in collaboration with our designers. We build platforms that are here to ease it for you and for your end user.

Our website service includes:

- Business websites
- E-commerce websites
- Membership websites
- Landing pages

**TOGETHER, WE GO LIVE
WITH YOUR VISION.**

Switch

HOME ABOUT US PRODUCTS OFFERS CONTACT

SWITCH ON YOUR LIFESTYLE

SHOP NOW

TRENDING ITEMS

READY **FREE** SAME

YOU WANT IT
So move on

TRCM

HOME ABOUT US SERVICES CONTACT US

WHY CHOOSING US

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CONSULTANCY

MAPPING & AUDITING

TRAINING

LOREM IPSUM

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HOME ABOUT US SHOP CONTACT

LADA WEAR

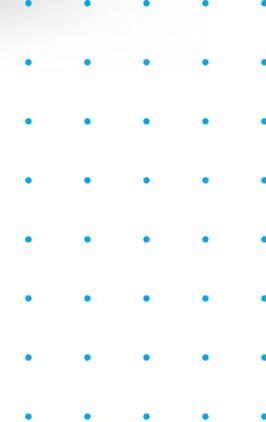
PERFUME

LADA

FROM MANY DESIGNS

ALL NOW!

LADA



▶ **SOCIAL MEDIA MANAGEMENT**

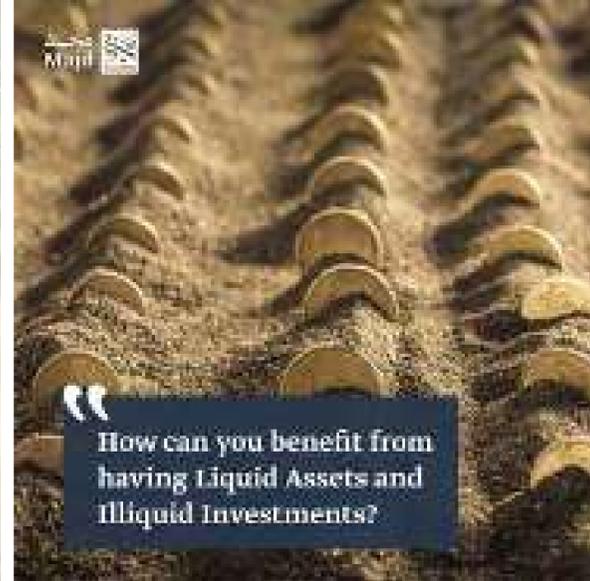
Our social media solutions are designed to deliver measurable, repeatable success for companies that are focused on meeting tangible growth targets, and are informed by a well-rounded mastery of branding and communications, applied with a nuanced understanding of each network's distinct technical and contextual understanding.

Our social media management service includes:

- ▶ Research and audit
- ▶ Social media strategy
- ▶ Content creation
- ▶ English and Arabic copywriting
- ▶ Scheduling and posting
- ▶ Social listening
- ▶ Monthly reporting

TOGETHER,
WE SOCIALIZE.





“
How can you benefit from
having Liquid Assets and
Illiquid Investments?”



مبادرة
السعودية الخضراء



Outlook for next
year's economy?

تمويل نقاط البيع



بدون ضامن
بدون اقساط شهرية ثابتة

tamweel.com.sa



IT'S ALL BASED ON
PSYCHOLOGY



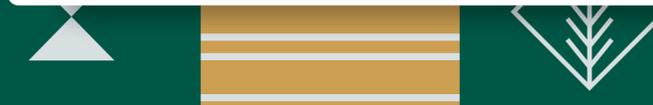
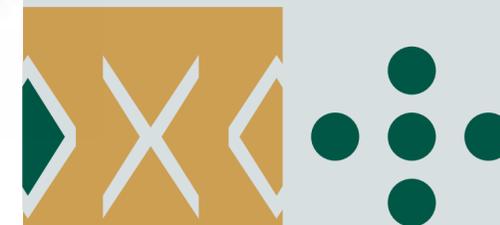
#jcsa#horseracing#kingdomofsaudi Arabia



eracing#kingdomofsaudi Arabia



#jcsa#horseracing#kingdomofsaudi Arabia



سهل الاستخدام
للمناطق المعينة



WHAT'S
YOUR
STYLE?



Love

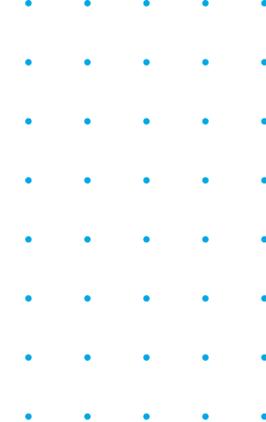
**WHAT
YOU HEAR
FROM YAMAHA**



**MUSCLES
FUTURE**

www.adawiahshop.com





▶ LIFESTYLE MARKETING

Through years of experience and multiple trials, the market has become easily predictable. Through proven case studies, researches, and statistics, we found that more than 80% of the younger generations check their social media at least once a day, and the majority of them are interested in lifestyle content from people that share the same interests.

Yes, the game has changed now and people no longer engage with fake content that they can't relate to.

We are proud to say that ^PERPETUAL is the pioneer in providing lifestyle marketing in the Middle East.

Our lifestyle marketing service includes:

- ▶ Talent management
- ▶ Lifestyle videography
- ▶ Lifestyle photography
- ▶ Photo and video editing

**TOGETHER, WE TELL
STORIES.**





Photography





FOLLOW



Lifestyle



▶ **MARKETING CAMPAIGNS**

We are more than just marketing consultants. We approach each project as if we are full-fledged business partners. Your success matters to us which is why we build the right marketing strategies to boost your business in concrete ways by leveraging the skills of our subject matter experts.

We let the numbers do the talking.

The message, medium, and target all work together in great advertising. It's a mathematical formula that can be modeled, well-planned, and boosted by outstanding creative work. We start with the math, then create thorough plans, solid deployment techniques, measure with analytics, and collaborate to create distinction.

Our marketing campaign service includes:

- ▶ Research and audit
- ▶ Marketing strategy
- ▶ Creative concept and adaptations
- ▶ English and Arabic copywriting
- ▶ Campaign execution and management
- ▶ Reporting

**TOGETHER, WE REACH
YOUR GOALS.**

اطلب تمويلك الحين

وشجع فريقك
من قلب الحدث

هامش فقط
ربح **8.49%**

بدون كفيل | حتى لو شركتك
بدون تحويل راتب | غير معتمدة

خاصة بشركتك بحد أقصى 10 آلاف ريال

تاريخ الشروع والأحكام

www.wfco.sa



محتاج قرض
شخصي
سريع
اطلب تمويلك الحين

هامش فقط
ربح **8.49%**

بدون كفيل | حتى لو شركتك
بدون تحويل راتب | غير معتمدة

خاصة بشركتك بحد أقصى 10 آلاف ريال

تاريخ الشروع والأحكام

www.wfco.sa



ودك
تستمتع
بمقدم الخصم
اطلب تمويلك الحين

شامش فقط
ربح **8.49%**

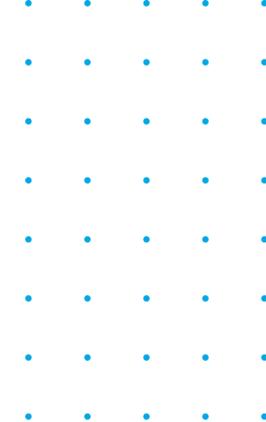
لموكل يبدأ من
10 آلاف ريال | غير معتمدة

خاصة بشركتك بحد أقصى 10 آلاف ريال

www.wfco.sa







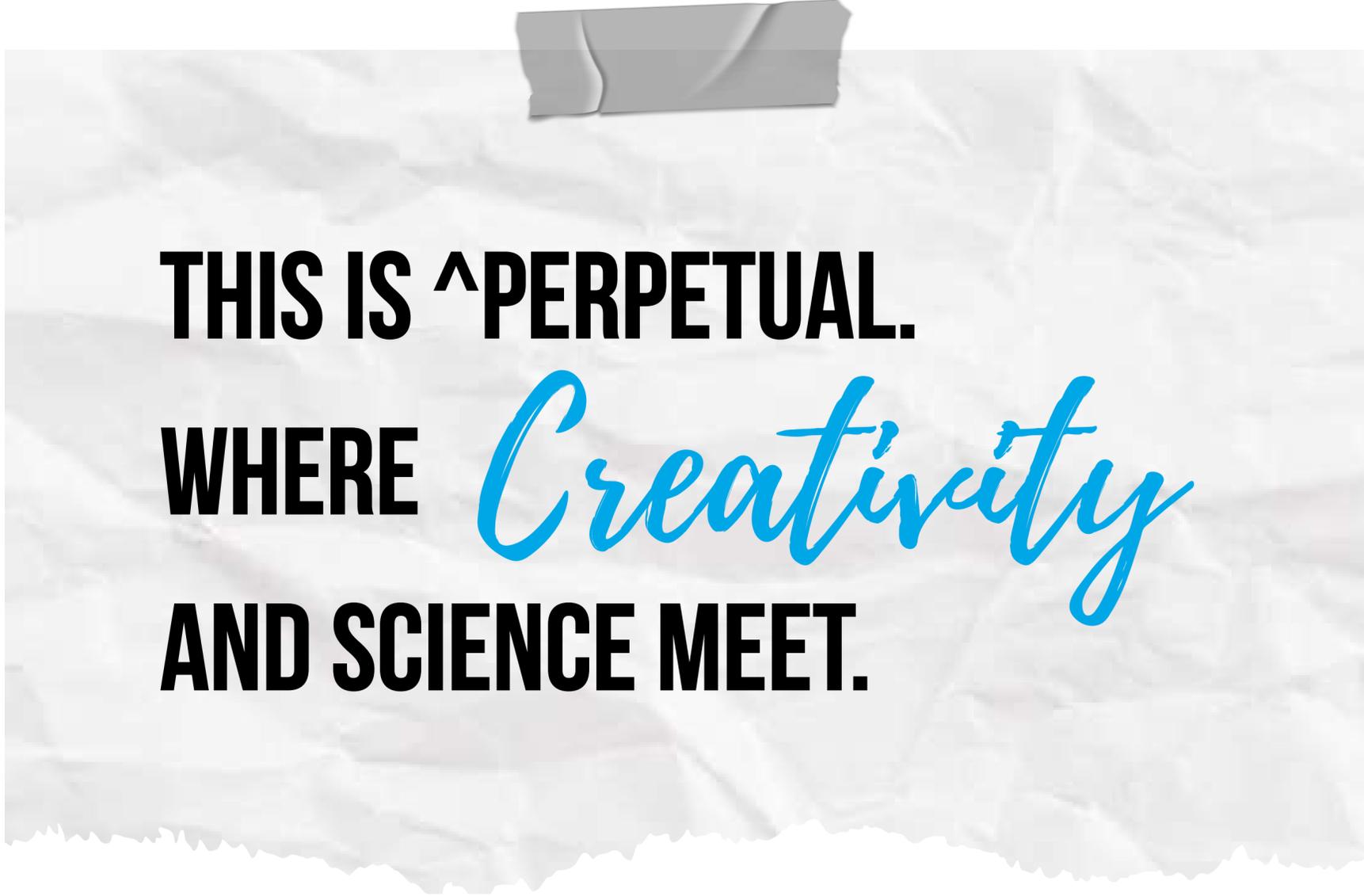
► PRODUCTION AND SOURCING

We offer a unique and effective combination of expertise as a supplier and a market expert, providing an end-to-end service for businesses across the world, from entrepreneurial start ups to global corporations. With our team of meticulous specialists, we manage the production of our designs from start to finish to ensure the quality of the end product. Whether it's stationery printing, packaging production or material sourcing, we got you covered.

Our production and sourcing services include:

- Brand collateral printing
- Packaging production
- International sourcing
- Product development and customizations
- Gifts and accessories

**TOGETHER, WE BRING
YOUR BRAND TO LIFE.**



THIS IS ^PERPETUAL.

WHERE *Creativity*

AND SCIENCE MEET.

Together
WE CAN DO THIS!

Like what you see? Tell us about
your needs today.





**LETS MAKE IT
BIG TOGETHER!**

YOUR QUARTERBACKS AND THEIR GOLDEN ARMS ARE LINED UP AND READY TO TAKE THIS CHALLENGE TO TAKE YOU TO TOUCHDOWN!

www.perpetualgroup.com | wecare@perpetualgroup.com