



W@theloft® – Profile

WETHELOFT
www.wetheloft.com

We are based in
Jeddah, Saudi Arabia

Call us on
+966 12 662 9080

Email us at
we@wetheloft.com

Humanization

We

Humanize Brands

Grand initiatives

**Grand plans,
and grand designs**

our process begins with
a thorough understanding,
followed by meticulous execution.

LET'S START



What is Humanization?

The narrative process of our strategy is guided by a concept called humanization.

Humanization asks: if a brand's main purpose is to speak to humans, how can the look, feel and voice invoke emotional reactions and a relatable appeal that will genuinely encourage audiences to become loyal to the brand?

In the fast-paced age of social media, it is easy to want to develop brands and publish content very quickly, or to make quick creative directions to begin with the work immediately.

We believe in taking the time to truly study the audience, and the creative style that is most humanized, to achieve great results.

Our Services

We connect the dots
for insightful solutions.



Strategy

- + Brand Strategy
- + Social Strategy

Production

- + Photography
- + Videography
- + Animation
- + Stop Motion
- + 3D visualization

Branding

- + Branding & Rebranding
- + Product Branding
- + Brand Collaterals
- + Interior Branding
- + Packaging
- + Editorial

Social Media

- + Content Development
- + Community Managements
- + Reporting & Analytics
- + Paid Ads

Brand Strategy

A -10hour interactive workshop, split into multiple sessions. We do this virtually using Zoom and Miro*.

Conducted to understand your brand essence, we translate it into a solid brand strategy to inform the visual brand and brand assets.

If you have an existing brand strategy, we offer you a branding service in which we develop three options for your brand identity. The direction you choose out of the three options will be developed further along with its brand applications.

*Miro is an online collaborative whiteboard platform that brings teams together, anytime, anywhere. It helps run productive, engaging online workshops so that our clients can be more hands-on during and post workshops.

Strategy and Branding

If you choose the full strategy and branding service, you will fill in our interactive Miro board and we complete the workshop together, then we conduct further research and develop the brand strategy. Once the strategy is complete, we use it to inform and create the visual brand.

Packaging

Whether you have an existing brand or developing one from scratch with us, we offer packaging services that include fashion packaging, food containers, creative game boxes, innovative and promotional packaging, you name it. We love working with dielines and sometimes creating them from scratch.

Editorial Design

We offer editorial design services that include anything printed from books, posters, brochures, and the occasional board games.

Social Strategy

In a nutshell, strategy, and branding, but we make it social. Here, we create a guidebook for your brand on how it looks, acts, feels, and speak on social media.

Campaigns

We provide innovative solutions to your needs by crafting inspired campaigns that are both uniquely yours and collaborative.

Social Media Content Creation

We will develop and create monthly content for your brand's social account, which is always informed by the social strategy and social branding. The content includes design, photography, video, and animation.

Photography & Videography

We handle photography projects starting from art direction, to pre-production, casting, location scouting, and styling by joining forces with our creative partners and collaborators.

Animation

The cherry on top of everything we do; motion graphics, stop-motion, frame by frame, and 3D animation.

Our process is guided
by research then diagnosis
to create a compelling story.

Let's walk you through it



Our Strategy & Branding Process

Our Strategy & Branding Process

At Wetheloft, our relationships with clients are of utmost importance.

Our team is as professional as it is closely connected, drawing its uniqueness from strong personal and professional relationships.

While team members are assigned key roles and tasks, we believe that the process should always remain collaborative and not hierarchical.

We will be conducting workshops to understand your brand essence in order to translate it into a solid social brand strategy & social brand strategy that will inform the visual brand, brand assets, and social content.

Together, we will be diving deep into the market to further understand and analyze your competitors or aspirations both in your local market and around the globe. Then, we will conduct an in-depth diagnosis to improve the viability of the brand and draw conclusions based on real data.

This will lead us to the target audience, which we will analyze together and create personas in order to maximize our reach and strengthen our narrative. Later, we will conduct quantitative research to test our assumptions and increase our understanding.

Then, we will craft the brand and social brand narrative and the core identity to create a full brand and social brand manual; including all of the above in addition to the visual brand messaging manual.

This will cover understanding the industry and market on social media with an overview of regional and international best practices, to draw conclusions that would inform the brands' objectives, KPIs and content planning.

Finally, we dive into visual branding then content planning & creation, which your team will be involved in to ensure that their insights, needs and on the ground experience can be brought to life. **The client's marketing team's input, coupled with our strategy and planning expertise will allow us to develop a humanized brand and social content that builds loyalty and excitement with the target audience.**

Prior experience and qualification
**at Wetheloft, we prioritize the process
over the outcome,** and we do this while
keeping humanization at the core.

WHO WE ARE

WHO WE ARE

Co-founded by Nada Hakeem in 2012, Wetheloft is a creative strategy and social communications studio that specializes in strategy, branding, and social branding.

Our team is composed of talented artists, researchers, and strategists.

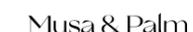
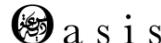
Our process is guided by research, diagnosis, then narrative, to build creative work that is guided by detailed analysis.

For the past ten years, Wetheloft's most high-in-demand service has been branding and social media strategy and content creation.

Wetheloft builds and materializes brands that constantly evolve to maintain a consistent, relatable and memorable identity. Our collective experience can be elevated through a humanistic approach to bridge the gap between the market and the individual.

We awaken the potential of the humanized authentic experience, setting a new standard that uplifts the creative industry.

Some of Our Happy Clients



**FOR ALL OUR WORK PLEASE
CHECK OUR [ONLINE PORTFOLIO](#)**

WetheloftTeam — Strategy & Planning

Nada Hakeem

Nada Hakeem founded Wetheloft in 2012, and is now CEO as well as a Strategist. She also co-founded The Social Clinic, an agency that specializes in digital marketing and social media, in 2014. Her leadership in both companies has secured accounts such as Adidas, Casio, and several governmental entities. Nada has nearly a decade of experience in social media, and regularly facilitates workshops on social media design and humanization.

Wassim Orfaly

Wassim Orfaly, joined Wetheloft as a Digital and Social Media Director in 2020 and has since been promoted to Managing Director in 2022. He has over 10 years of experience in developing, planning, and executing integrated marketing strategies as well as campaigns and activities. He has worked with several local and multinational brands. With experience in digital and social media marketing, above-the-line advertising, below-the-line advertising, brand activation, and corporate events management, his marketing experience is holistic as it is extensive.

Adham Darwisha

Our Account Manager Adham first joined WTL from -2015 2018. In 2021, we decided our alignment was too strong for us not to work together and Adham rejoined our team, proving his gift for kindling strong lasting professional and personal relationships. His background in design, photography and digital marketing allows him to understand the creative process from multiple facets.

Eman Gadri

Eman is an Account Executive who joined our team in 2021 with a Journalism & Public Relations degree from New Mexico State University. Her interests in volleyball, art, astrological signs, space, documentaries and travel make her a dedicated team player and comprehensive communicator.

Anas Al Saydali

Anas joined our team in 2021 as our communications coordinator and pre-production manager. Anas has a degree in International Media & Public Relations from King Abdulaziz University and has prior experience as an account executive. As a team we always rely on Anas to coordinate our lunch and to bring exciting games to our weekly UN meetings.

Eman El Ghobary

Eman joined our team in 2021 as our community manager and communications coordinator. With a degree in advertising and communication and a diploma in marketing communications from UBT, it makes her an exceptional addition to the team. She is always learning new things and engaging with our community through our social media platforms.

WetheloftTeam — Strategy & Planning

Aliaa Kurdi

Aliaa, a multi-disciplinary creative, joined Wetheloft as a Strategist in 2020. She has a Criminology and Creative Writing degree from the University of Miami. After working with children in the non-profit sector in Toronto for two years, she got a degree in Art Direction and Copywriting from the Miami Ad School of Toronto. She most recently worked with agencies in Toronto, NYC, and Berlin.

Wafaa Omar

Wafaa, a multidisciplinary designer and visual artist, joined us in 2020. She holds a BA of Arts in Graphic Design and Certificate in Human Centered Design from UCSD. She has years of experience in design and concept development and is our in-house typography enthusiast. Her curious and collaborative nature pushes her to navigate and combine different disciplines whilst learning new methods to create opportunities, realize objectives and embody growth. She takes a strategic approach in dealing with all projects and managing them with team members to achieve clear, realistic goals.

Asma Haddad

Asma is a Certified Branding Strategist (by Level C) who joined WTL in 2021. She holds a Bachelor of Arts in Visual Communication and Visual Communication Design from Eastern Mediterranean University. She previously worked as an Art Director at Hiii Creative, a Creative & Digital Marketing Manager at Swiss Hospitality Company and a Branding and Graphic Design Executive at Crown & Co. Her love for the Arts, Film, Video Games, Music, and Philosophy make Asma an introspective, curious, and self-aware team member.

Raghad Muhalhal

Raghad, our Pop Culture encyclopedia, is a passionate digital marketing enthusiast and creative problem solver who loves good content and storytelling. She joined WTL as a Strategist in 2021 with a Bachelors in Film and Media Studies and a minor in Marketing from the American University. Raghad's experience working at the RSFF coupled with her degree have provided her with in-depth knowledge of the film & entertainment industry.

Sabine Daou

Sabine Daou joined Wetheloft as a senior designer since 2014. A graduate from Notre Dame University, specializing in Visual Communication and Graphic Design. She is passionate about research, education, studying and humanizing consumer behaviors and building creative strategies. Her experience in the field of editorial design and branding, which she gained from working with multinational and international agencies like Almohtaraf and Leo Burnett, enabled her to work on major creative projects such as the visual identity and packaging of Musa & Palm, exhibition booklets for Hafiz gallery, and the complete rebranding of Majid Society.

WetheloftTeam — Creative

Ibrahim Bin Talib

A first honors graduate of Nottingham Trent University, Ibrahim Bin Talib is a graphic designer who specializes in editorial and book design. He has led the creative team on the designs of books such as Saudi Art Council's "The Simorgh Always Rises," prepared for Saudi artist Sara Al-Abdali's first solo exhibition, as well as all the guidebooks of Winter at Tantoura 2019.

Amina Khodairy

Amina is our senior graphic designer who joined our team in 2022 from Cairo. Her bachelor's degree in graphic design from the German University in Cairo, coupled up with freelancing and being outsourced for agencies paved the way for her and her sister's mini startup, Cloud Nine Designs, that specializes in branding. With an ever-growing hat collection and sharp insight into human behavior, it makes her the perfect fit at WTL.

Adwa Adil

Adwa joined our team in 2021 as a graphic designer. Her strong observation skills make her a meticulous designer with strong attention to detail. Her interest and knowledge of the visual arts make her strategic and excellent at researching and execution. Her work in mixed mediums connects the digital with raw.

Nader Ibrahim

Nader is a Graphic Designer/Art Director who joined our team in 2021 with 8 years of experience in the field. His Bachelor of Commerce in Business Management from Cairo University coupled with his curiosity allows his work to always go across and beyond design disciplines, exploring the theory of brands as products of language and communication, and thus makers of culture.

Aya Kseibi

Aya joined our creative team in 2021. Her Bachelors degree in Visual Communication Design and minor in TV & Cinema coupled with her years of freelance experience make her a proactive and innovative multi-disciplinary who dabbles in music and design in her free time.

Mohamed Al Zaidi

Zaidi is our living proof that degrees are obsolete. He is a self-taught Motion Designer who joined our team in 2021 and never fails to amaze us with his vast software skills in 2D and 3D design. His work experience in advertising and projects ranging from music videos to visual identity design make him a valuable addition to our creative team.

WetheloftTeam — Creative

Mohamed Adel

Mohamed joined WTL in 2021 as a Senior Graphic Designer with a talent for 3D, illustration, and comic arts. His Bachelor's Degree in Fashion Design and Textile coupled with over a decade of experience in the creative industry make him a treasured addition to our team.

Salma Zahid

Salma joined our family in 2017 as an intern. We call her our graduate, since four years later, she became our highly skilled lead photographer. She is experimental, creative, and won't stop until she gets it right. She goes beyond photography in her projects, always adding a personal touch that goes beyond the client's vision. Her happy clients include Jeddah Season, Rabie, Pattis, and Siblings.

Nouf Bokhari

Nouf joined our team as a designer in 2021 but quickly steered towards the production team due to her passion and eye for photography. Nouf's Bachelor of Arts in Visual Communication coupled with her interest in food, travel, sports, fashion, and her dog motivate her to demonstrate strong work ethics and creative abilities in her designs.

Abdullah Salem

Abdullah joined our creative department in 2021. His Graphic Design degree and passion for film photography, videography and short films make him a refreshing and insightful addition to the production team.

Meg Dacumos

Meg joined our team in 2021 as a photographer and videographer. With her BS in Multimedia Arts and Sciences from the Mapua Institute of Technology, coupled up with her passion for exploring new food and different types of coffee, she has an excellent eye for capturing exquisite and mouth drooling images.

Khadija Abdullah

Khadija joined our team in 2022 as part of our production team. She has a bachelor's degree in marketing from KAU and has previously worked as head of production. Her previous experience and eye for videography make her a distinguished addition to our team.

ARRETES

Let us document
your story

