



**AURORA**  
THE AGENCY

**CREDENTIALS**  
[www.auroratheagency.com](http://www.auroratheagency.com)



We are a 360 Emirati-owned agency based in Dubai, UAE. We offer bespoke solutions for PR strategies and campaigns, social media and digital support, event management and creative design.

Founded in 2013, Aurora the Agency consists of creative minds, events and activation gurus, PR talents and digital experts, who bring a deep understanding of the Arab, Emirati and GCC cultures.

Our agency philosophy is to work closely with our clients to best understand their needs and in response develop tailored communication solutions that deliver impactful results and drive sustainable growth.

# Our Services



## CORPORATE COMMUNICATIONS

- Strategy Planning
- Reputation Building & Management
- Editorial Content
- Press Office Management
- Strong Arabic Capabilities



## DIGITAL COMMUNICATIONS

- Social Strategy
- Content Creation
- Community Management
- Influencer Management
- Copywriting



## EVENTS & ACTIVATION

- Sponsorships
- Brand Activations
- Trade Shows
- Conferences & Corporate Events
- Roadshows across GCC



## CREATIVE

- Creative Strategy
- Brand Development & Rebranding
- Marketing Collaterals
- Print & Banner Ads
- Photography & Videography

# A Glimpse of Our Valued Clients

# CORPORATE COMMUNICATIONS

## BUILDING RELATIONSHIPS | MANAGING REPUTATION

At Aurora the Agency, we specialise in both corporate and consumer lifestyle PR, delivering measurable success through tailored communication strategies. Here's what sets us apart:

- **Deep understanding:** close collaboration with clients to fully grasp their needs
- **Bespoke strategies:** custom communication solutions that drive impactful results
- **Strict KPIs:** adherence to key performance indicators ensures accountability
- **High ROI:** focus on delivering a significant return on investment
- **Exceptional client loyalty:** high retention rates due to our commitment to excellence



# INEOS AUTOMOTIVE

## AUTOMOTIVE SECTOR

Founded in 2017, UK-based INEOS Automotive Limited blends British ruggedness with German engineering to deliver 4x4 vehicles that offer unmatched off-road capability, durability and reliability worldwide.

We work closely with INEOS Automotive to promote the brand across key MENA markets.



## ACTIVITIES UNDERTAKEN

- Ongoing PR support to promote INEOS Automotive across the MENA region
- Building and nurturing brand awareness for the INEOS Grenadier, the INEOS Quartermaster and the INEOS Fusilier
- Media outreach: media mapping across various top-tier media in the region in both English and Arabic, covering automotive, luxury lifestyle, business and general news titles.
- PR planning and execution with INEOS Automotive's global PR team
- Press release distribution and coverage monitoring
- PR event management

## SUCCESSSES

### Media launch event:

- Conceptualised, planned, organised, managed and executed event
- Two rotations of media launch drives through varied UAE terrain
- Involved 20 journalists from 20 different media titles across the GCC
- Resulted in extensive and positive media coverage in both English and Arabic

## ROYALJET

### AVIATION SECTOR

RoyalJet, an Abu Dhabi-based luxury charter operator, has been a prominent player in the market since 2003. Aiming to recalibrate its brand and expand its audience, RoyalJet is now also focusing on attracting inbound travellers.

We manage RoyalJet's communication strategy, PR activities, social media and content development, media and influencer outreach, partnerships, speaking opportunities and brand storytelling.



### ACTIVITIES UNDERTAKEN

- Ongoing PR support to promote RoyalJet's offerings across the GCC countries.
- Media outreach: media invites /followups, interview set-ups with English and Arabic lifestyle and trade media.
- Content development: press releases, opinion pieces, Q&A write-ups and speeches
- Third-party liaison: identifying and end-to-end execution of relevant opportunities
- Sponsorships: identifying, negotiating and executing relevant opportunities.
- Campaigns: managing creation and implementation of advertising campaigns on social channels including in-mail campaigns

### SUCCESSSES

- Garnered extensive media coverage in top-tier aviation, business, logistics, travel and lifestyle media, including dailies and trade
- Built strong relationships with aviation journalists across the region and globally

## TUNGSTEN

### FINTECH SECTOR

Tungsten provides institutional investors with safe and secure digital assets custody services under strict regulatory compliance and governance standards. It is regulated by the Financial Services Regulatory Authority of Abu Dhabi Global Markets (ADGM) and backed by Further Ventures, a venture building and investment firm under Abu Dhabi's ADQ.

We support Tungsten by providing bespoke public relations services, with the objective of enhancing Tungsten's brand visibility and reputation in the GCC market.



### ACTIVITIES UNDERTAKEN

- Ongoing PR support to promote the brand across the GCC
- Media outreach: media invites, follow-ups, and interview set-ups with English and Arabic business and technology titles
- Executive profiling
- Content development: press releases, thought leadership and opinion pieces

### SUCCESSSES

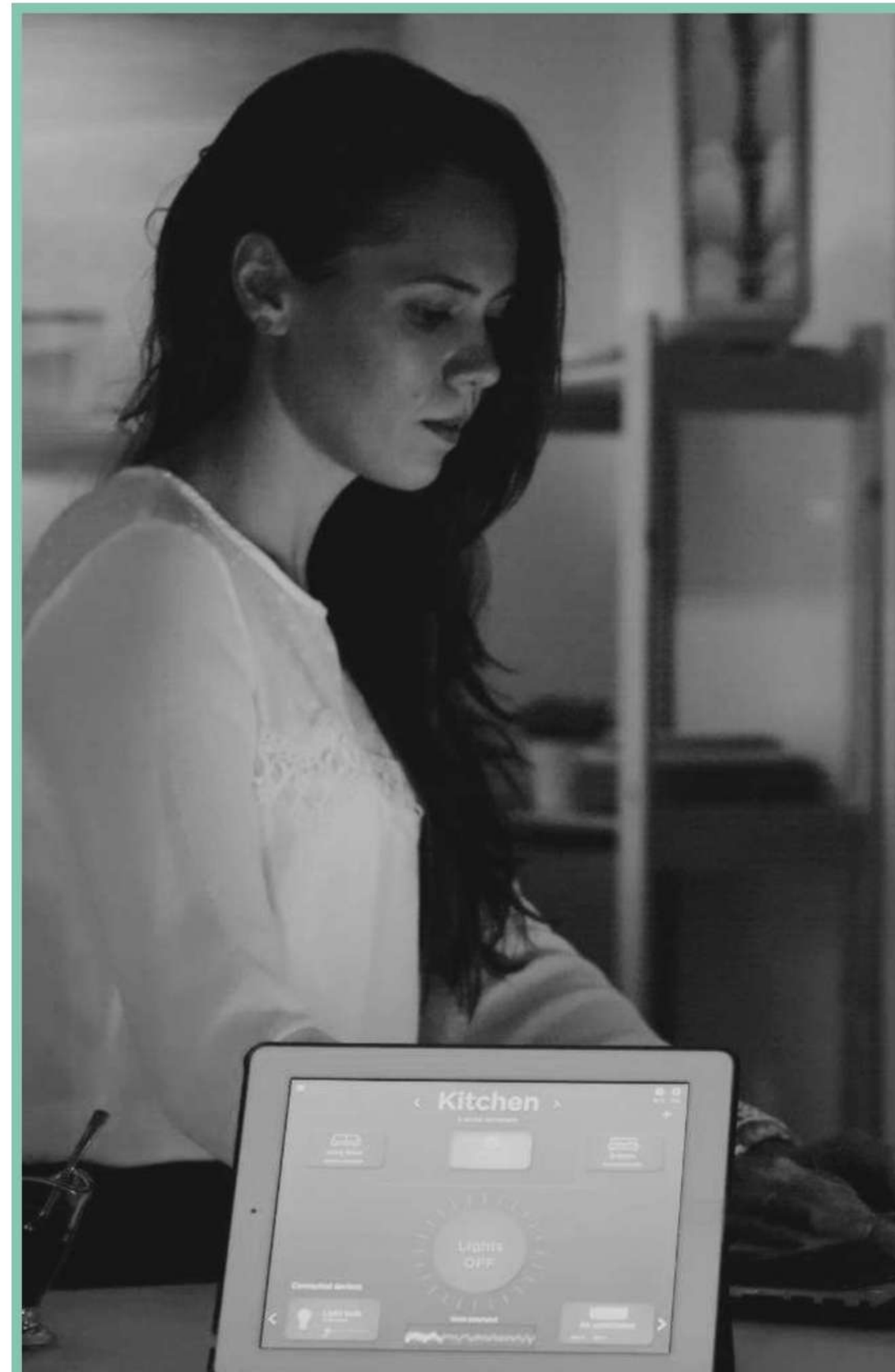
- Crafted a key messaging matrix and PR roadmap to guide both Tungsten and Aurora in engaging with the media and other external entities
- Created and distributed multiple press releases that were picked up by leading business and cryptocurrency industry publications
- Secured interviews and opinion editorials in top-tier publications such as CNBC Arabia's Crypto Weekly, The Byteline and Unlock Blockchain
- Supported Tungsten leadership as they attend various crypto/digital asset industry events

## TECHNOLOGY SECTOR

Syncrow is a provider of scalable, innovative, and customisable Internet of Things (IoT) automation solutions. It combines technology and creativity to enhance the quality of living and working environments and adaptability to evolving global lifestyles.

We are in charge of the upcoming launch of Syncrow's proprietary IoT software. We also assist their marketing function by generating brand awareness and cultivating stronger relationships with the media.

# Syncrow



## ACTIVITIES UNDERTAKEN

- Ongoing PR support to promote the brand across the GCC
- Media outreach: media invites, follow-ups, and interview set-ups with English and Arabic business and technology titles
- Executive profiling
- Content development: press releases and opinion pieces
- Product launch event management and support

## SUCCESSES

- Worked with Syncrow to develop its key messaging for both internal and external communications
- Provided media training to improve how Syncrow's leadership conveys its message to the media.
- Set up a press office for Syncrow
- Provided event support through various logistics and PR activities

## PANGAEA X

### TECHNOLOGY SECTOR

Pangea X, a leading platform for hiring top-tier freelance data analysts and machine learning experts, is revolutionising how businesses unlock insights from their data. By connecting companies with the best talent without the overheads of traditional consultancies, Pangea X ensures efficient and cost-effective solutions.

We support Pangea X with both PR and social media outreach, ensuring the brand's visibility with its target audience.



### ACTIVITIES UNDERTAKEN

- Ongoing PR support to promote the brand across the GCC
- Media Outreach: media invites, follow-ups, and interview set-ups with English and Arabic business and technology titles
- CEO Profiling
- Content Development: press releases and opinion pieces

### SUCCESSES

- Garnered extensive knowledge of business, technology, and trade publications
- Secured interviews and opinion editorials in top-tier publications like Entrepreneur Middle East, TECHx, Gulf Business, Khaleej Times, and Computer News ME

# DIGITAL COMMUNICATIONS

## STRATEGIC POSITIONING IN THE DIGITAL LANDSCAPE

Digital platforms are the fastest growing in the media space. And, with the increasingly shortening attention spans of people and the tremendous amount of traffic and noise on various social media platforms, our social media team works closely with clients to implement strategic campaigns that ensure correct positioning across the digital landscape.

Through our in-house capabilities, we provide end-to-end management of brands' digital presence. From setting up and managing social updates generating content, monitoring, advertising and engaging key digital influencers, we create bespoke and carefully curated campaigns for maximum digital impact.

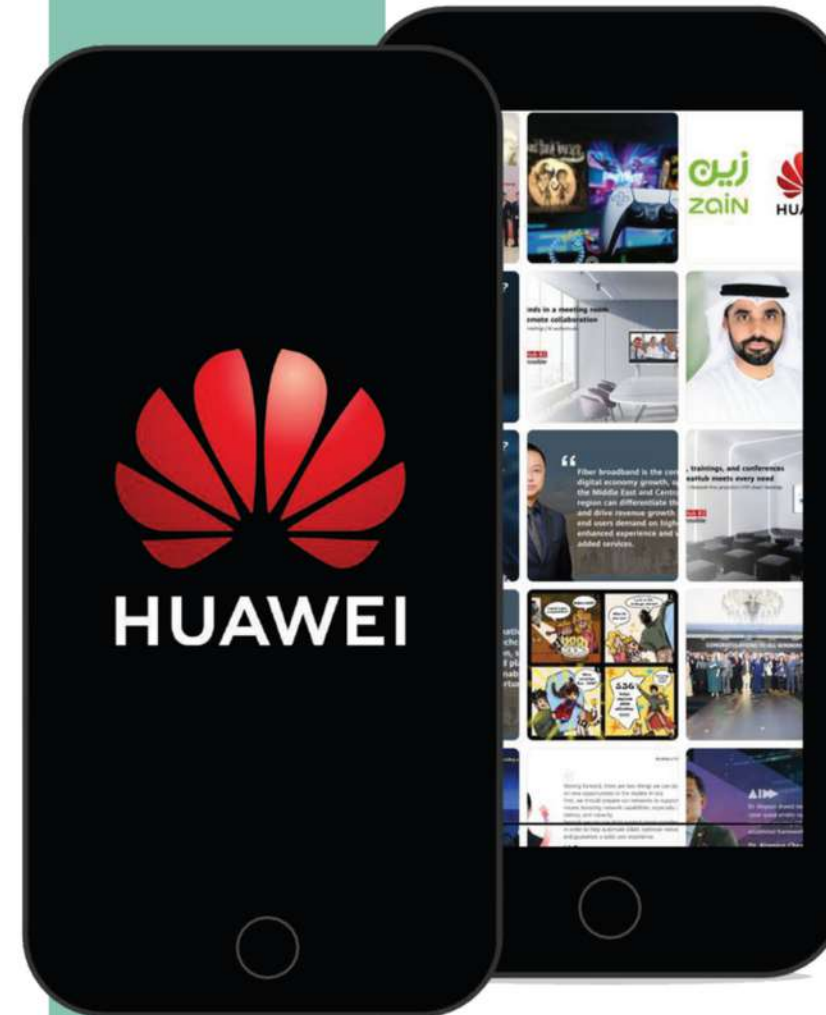


## TECHNOLOGY SECTOR

Huawei, a global technology leader, is a standout participant at GITEX, the region's premier annual tech event in Dubai, showcasing cutting-edge innovations across various sectors. This event attracts thousands of industry leaders, innovators and tech enthusiasts from around the world.

Recognising the immense potential to engage with the regional audience, Huawei entrusted us with managing their social media for this high-profile event. Our mission was to amplify their impact, connecting their technological advancements with the dynamic global tech community.

## HUAWEI



## ACTIVITIES UNDERTAKEN

- Managed five days of real-time coverage focused on Huawei's B2B audience at GITEX
- Showcased Huawei's latest technology, highlighted key speakers and shared notable quotes
- Covered key partnerships, such as MoUs, to demonstrate Huawei's strategic role in the region
- Coordinated seamlessly with multiple teams, delivering efficiently and on schedule
- Provided coverage in both English and Arabic, ensuring wider reach and engagement

## SUCCESSSES

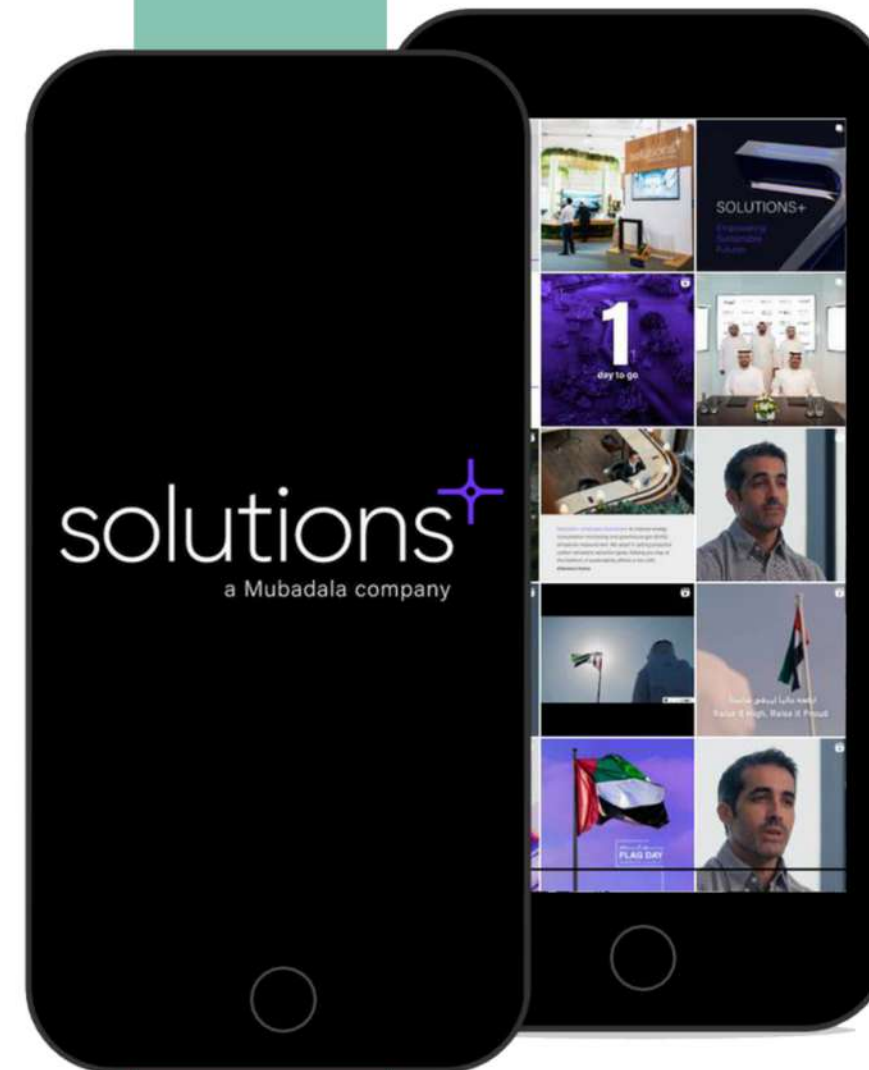
- Significant increase in footfall to Huawei's booth
- Notable boost in social traffic and engagement across platforms
- Expanded reach among relevant B2B audiences, strengthening Huawei's brand presence in the region's tech community

## TECHNOLOGY SECTOR

Originally established as MDBMS, Solutions Plus UAE emerged as an independent brand to broaden its services and reach a wider audience. With a mission to provide advanced ICT and digital solutions across sectors like government, healthcare, and energy, Solutions Plus UAE sought to drive transformation across the UAE's digital landscape.

For their brand launch, we managed their social media presence, delivering bilingual content in both English and Arabic to connect with diverse audiences effectively.

## SOLUTIONS+



## ACTIVITIES UNDERTAKEN

- Provided live coverage for COP28, including booth highlights, panel appearances, and key announcements
- Managed end-to-end ideation, content creation, and ad campaigns for Solutions Plus UAE's various verticals and services
- Developed bilingual content in English and Arabic to connect with a wider audience
- Ran targeted social media ads to boost visibility across different sectors.

## SUCSESSES

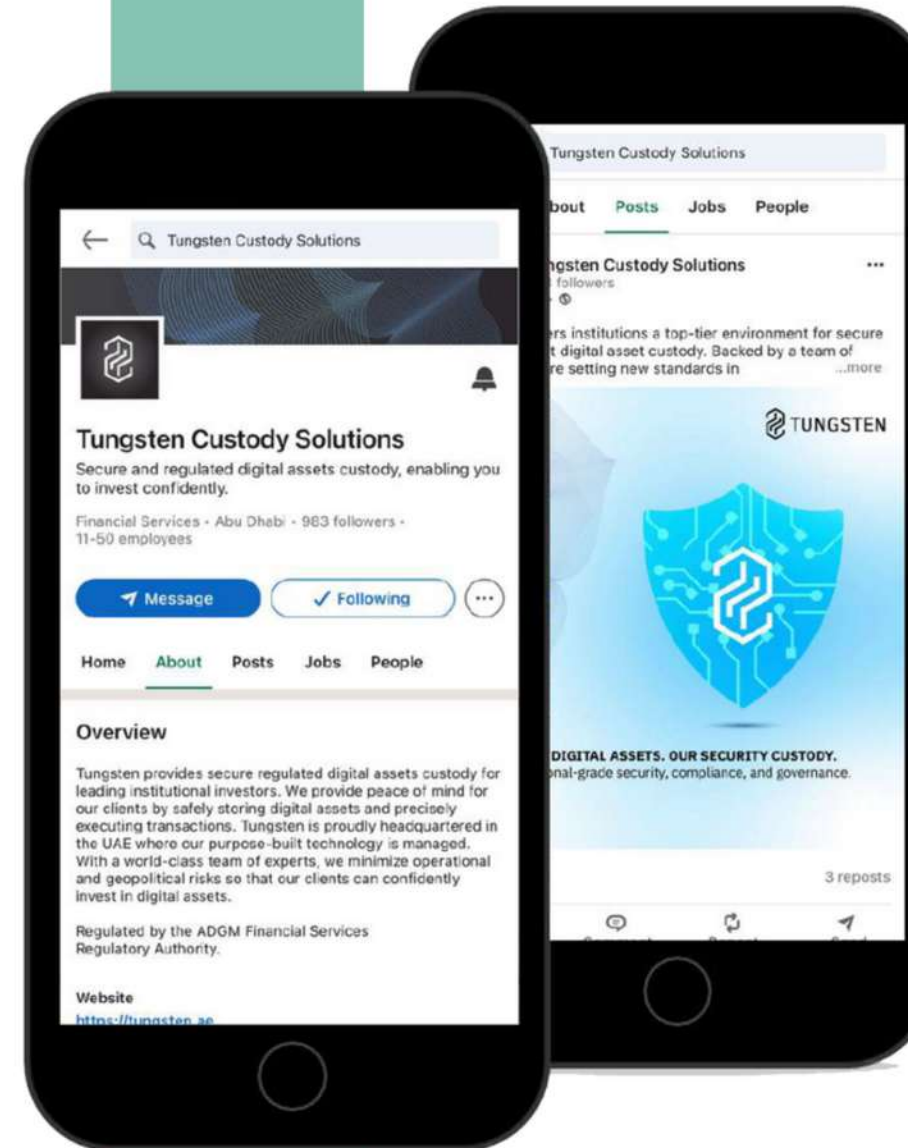
- Strengthened Solutions Plus UAE's presence at COP28 by delivering timely, relevant content that captured audience interest and expanded brand recognition
- Successfully launched the brand, increasing visibility in the UAE and beyond
- Achieved significant organic reach through engaging content, complemented by targeted paid campaigns

## TUNGSTEN

### TECHNOLOGY SECTOR

Tungsten, a leader in secure and regulated digital asset custody, sought to strengthen its LinkedIn presence to enhance brand awareness, position itself as an industry authority, and engage with high-net-worth individuals (HNW) and institutional investors.

We support Tungsten with their LinkedIn strategy, helping drive visibility, thought leadership, and engagement.



### ACTIVITIES UNDERTAKEN

- Developed a LinkedIn strategy aligned with industry trends and audience insights.
- Conducted in-depth research on fintech and digital assets to create high-quality content.
- Published thought leadership pieces to position Tungsten's executives as industry experts.
- Regular reporting and analysis to track performance and refine content approach.
- Focused on organic audience growth and improving engagement through tailored content.

### SUCCESSSES

- Aurora's strategic LinkedIn approach led to significant performance improvements in just one month:
- Impressions skyrocketed by 566.3%, growing from 1,148 in January to 5,557 in February.
- Reactions surged by 5,200%, increasing from 20 to 159.
- Engagement rate nearly doubled, climbing from 5.1% in January to 9.5% in February.
- Comments increased from 1 to 9, fostering more industry discussions.
- Reposts grew from 0 to 9, expanding content reach within the professional community.

# EVENTS & ACTIVATIONS

## MAKING AN IMPACT

Industry events and conferences, as well as brand and product launches and activations are opportunities to leave lasting impressions on industry peers and target audiences. Experiential campaigns and activations are a powerful way of improving brand positioning, gaining brand presence and of course increasing sales and/or footfall.

Our team of experts is able to create unique activations for brands, right from conceptualisation and design through to execution



## ASPEN MEDICAL

### HEALTHCARE SECTOR

Aspen Medical showcased their emergency response and deployable healthcare capabilities at the WHO's sixth Global EMT Conference.

We managed the event on their behalf, starting with booth production and design. We also created brochures and organised branded giveaways for visitors. Our photography and videography team captured the event, including a speaking opportunity we secured for Aspen Medical's Founder and Executive Chair, who had flown in from Australia to attend the conference.



## **ASICS TIGER**

### **RETAIL SECTOR**

ASICS TIGER had a presence at the trainer festival Sole DXB.

We created and produced all activations on the stand and project managed all third parties involved, including F&B execution and staff, DJ, dancers, hosts and activation artists, ensuring the stand roared with action.



## **ADVENTURE ISLAND**

### **ENTERTAINMENT SECTOR**

Aurora the Agency was tasked with managing the launch of Adventure Island's flagship venue in Dubai that offers eight entertainment attractions under one roof.

Aurora the Agency supported Adventure Island's exclusive sneak peek event for media and influencers. The team handled all aspects of the launch event from writing invitation copy and coordinating schedules to monitoring on- and offline coverage, thus ensuring seamless execution every step of the way.



# ROYALJET

## Aviation Sector

RoyalJet, the Abu Dhabi-based premium private aviation provider, recently announced its order of several Airbus ACJ320neo aircraft, a major milestone in its fleet expansion and strategic growth.

To celebrate this prestigious partnership, RoyalJet and Airbus Corporate Jets co-hosted a high-profile soirée on the sidelines of the European Business Aviation Convention & Exhibition (EBACE) 2025 in Geneva.

The responsibility of bringing this vision to life was entrusted to Aurora, RoyalJet's trusted communications and events agency, known for curating exclusive, brand-defining experiences.



## ACTIVITIES UNDERTAKEN

- Designed a sophisticated soiree concept that reflected RoyalJet's premium brand, blending modern luxury with timeless elegance
- Identified and secured La Reserve Hotel & Spa in Geneva for its exclusivity and ambience, managing all bookings, contracts and event logistics
- Created digital invitations, managing RSVP tracking and guest confirmations seamlessly
- On-site event management, managing AV, decor and branding while ensuring smooth guest flow and top-tier hospitality

## SUCCESSSES

- Over 60 high-profiled guests attended, including Airbus and RoyalJets execs and stakeholders
- Guests praised the event's intimate setting and high-end execution
- Strengthened brand positioning of Royaljet as a leader in premium aviation
- Delivered a seamless and well-managed event experience aligned with both RoyalJet and Airbus Corporate Jets

# CREATIVES

## DIGITAL COMMUNICATIONS

Aurora The Agency provides a holistic suite of services to elevate your brand, from innovative marketing strategies and impactful collaterals to high-quality visual content.

Our offerings include creative strategy, brand development, rebranding, marketing collaterals, print and banner ads, and professional photography and videography. Our creative wordsmiths and designers will ensure your brand captivates and inspires your audience.



# THE HASHGRAPH GROUP

## FINTECH SECTOR

Aurora the Agency was entrusted with the exciting task of conceptualising and designing two new regional websites for the Hashgraph Group.

Our scope included crafting a creative design with a fresh logo and comprehensive style guide, developing a full website, including a landing page, and producing brand collateral such as a compelling pitch deck, an informative brochure, and an engaging hero video.



# ASPEN MEDICAL

## HEALTHCARE SECTOR

Aurora the Agency writes, designs and produces all marketing and social media collateral, including roll-up banners, digital screens, email footers, website pop-ups, stakeholder newsletters and campaign videos.



# TEAM



**Iona Al Suwaidi**  
Agency Director



**Liz Bamford**  
PR Director



**Albert Alba**  
Senior Communications Manager



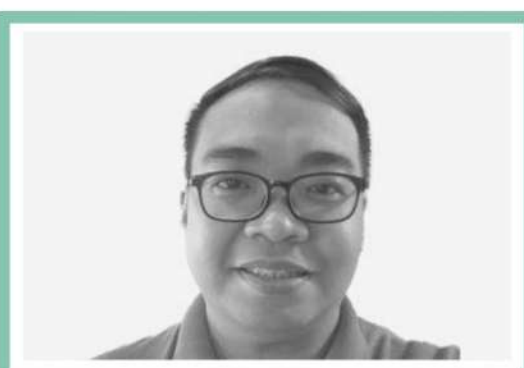
**Saveen Uthappa-Eck**  
Projects & Communications Manager



**Zeina Shebib**  
Arabic Media Relations Manager



**Deanna Chan**  
Account Coordinator



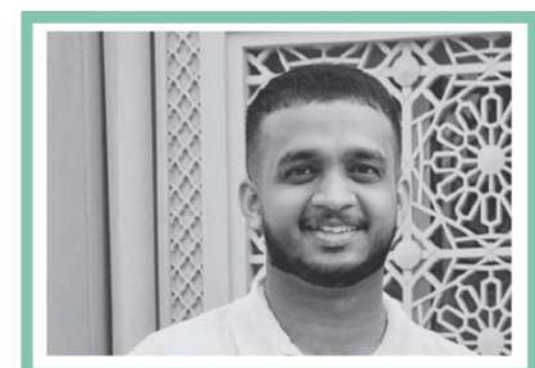
**Gabriel John Olano**  
Social Media Account Executive



**Swity Asnani**  
Social Media Account Executive



**Sabeh Shan**  
Senior Graphic Designer



**Afsal Chenoth Madathil**  
Graphic Designer

# Let's work together!

It all begins with an idea. Maybe you want to launch a business. Or maybe you have a creative project to share with the world. Whatever it is, the way you tell your story can make all the difference.

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**Thank YOU**

