

UNLIMITED IDEAS



Trying to find ideas that match your unlimited needs?

We wish to offer you our experience of a quarter century, our expertise in various design platforms, our mastery in creative communications management, our values inherited from the parent company **Albawardi Enterprises**, and our ideas, unlimited as ever.

Critical Creativity

Creativity is a hugely misconceived item in communications terminology.

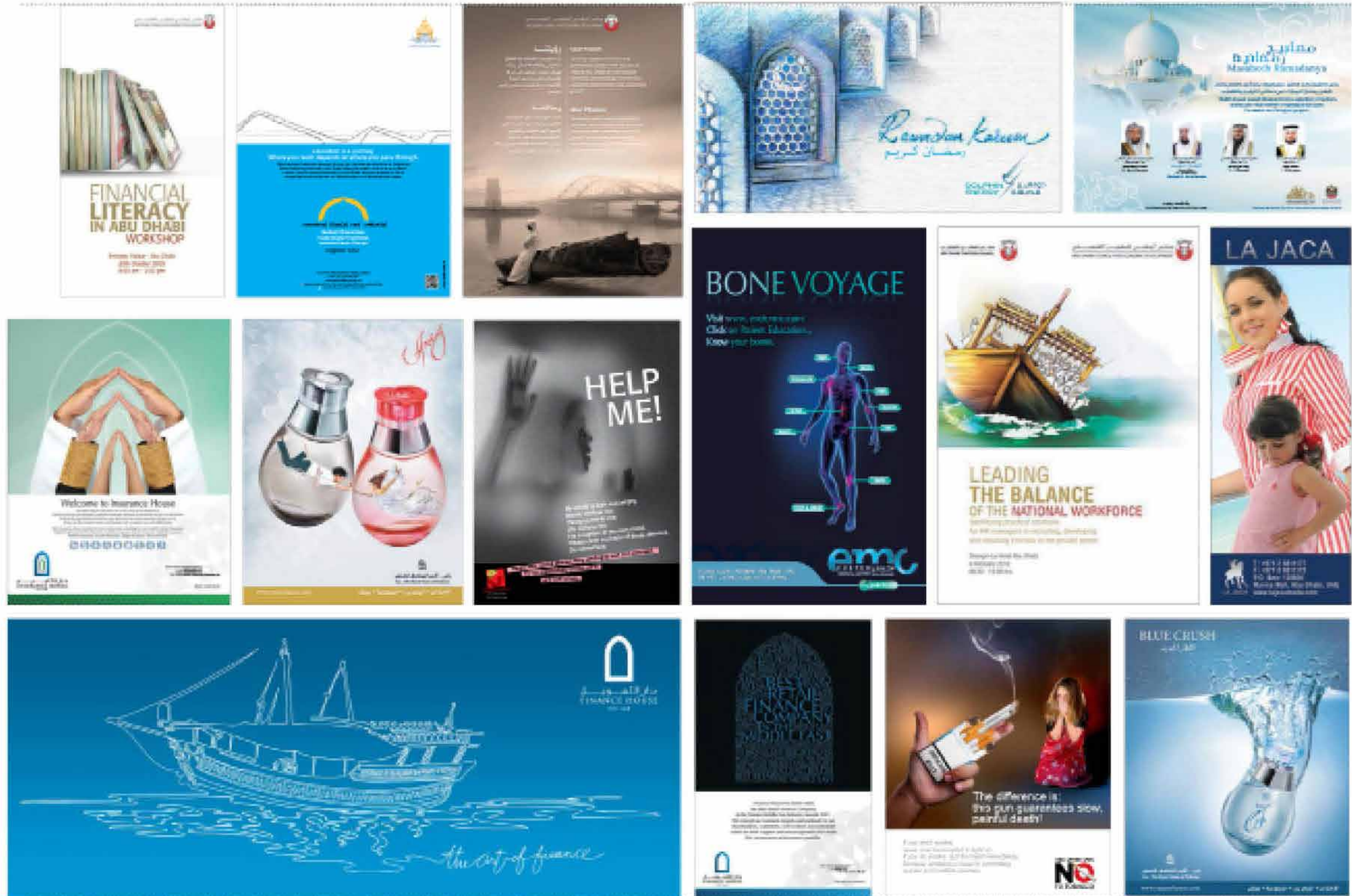
Its definition differs from person to person.

Its degree varies from cabin to cabin.

Naively, everyone claims to have it.

Some demand it beyond the point of reason and some, ironically, see it below the depths of imagination. To survive this murky scenario, we devised a crossover approach which we call Critical Creativity. It effectively combines the subtle elements indigenous to the concept of creativity with the emerging needs and exotic infusions. They call it the **GI** experience.





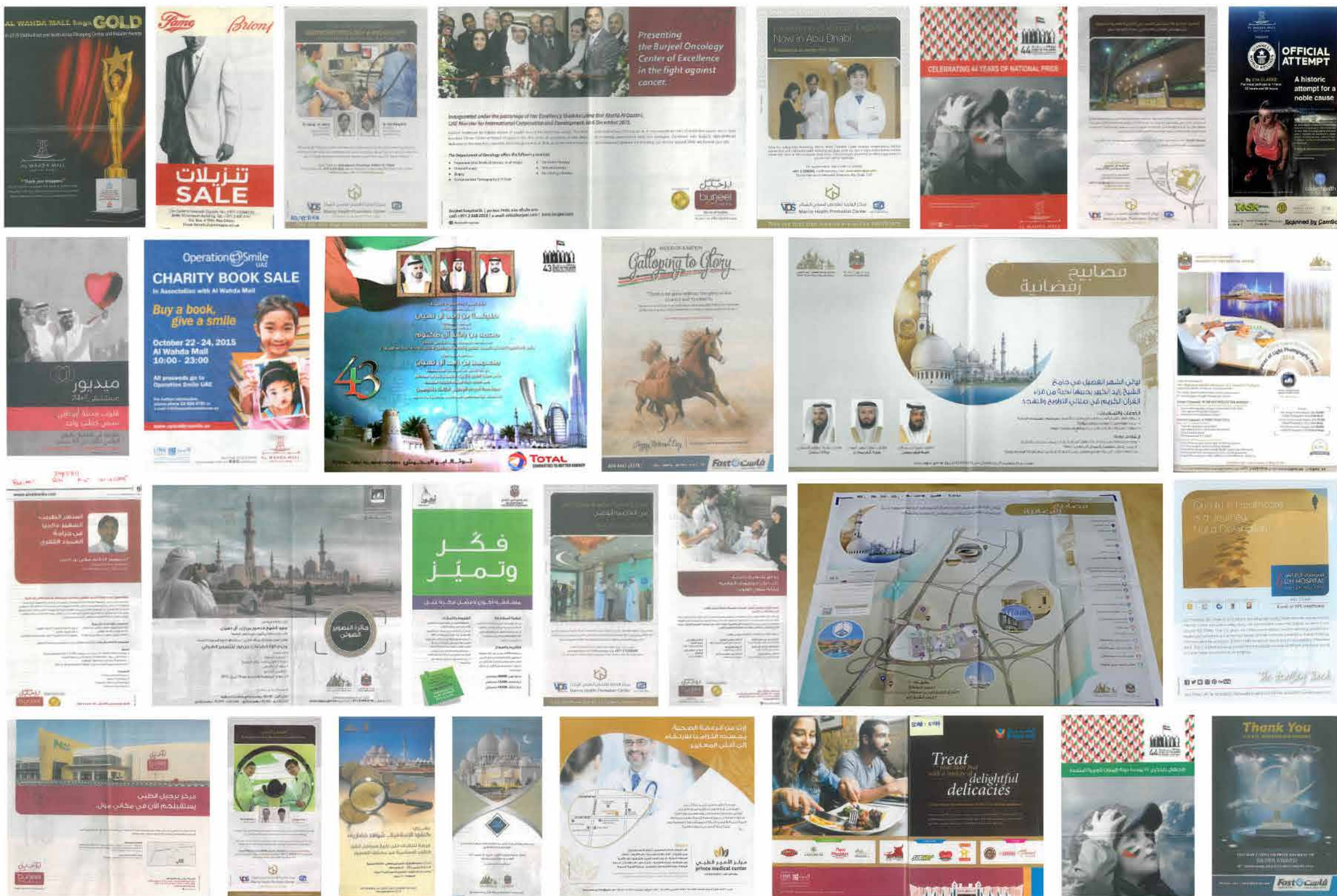
Media Interface

Suddenly, we're under the media rule.

And everyone wants to be everywhere and flex their muscles. But is the show worth the spend? Is omnipresence a potent marketing tool in all cases? What is advertising prudence and where and when should we exert it? How not to get into a media mess? We ask. And we make our clients ask. Our media service doubles as a platform for ideas exchange. We talk effectiveness rather than mere exposure. And thus

GI graduates from agency to partner.





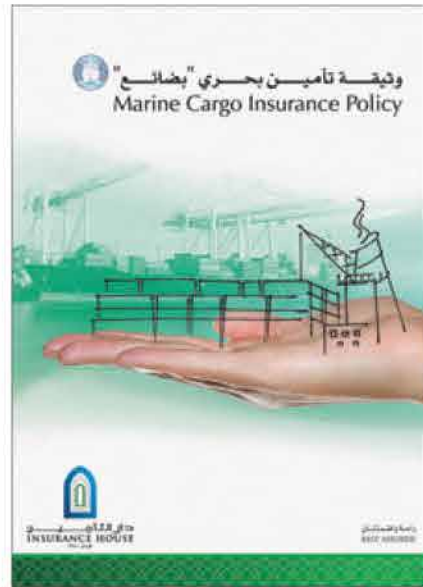
Design Dynamic

Not only images, even written words appeal to our senses as visuals at first glance. It's all in the design of the human perception.

Which is why when we work on a design, we find ways to give visual form even to verbal ideas. We load our designs with maximum mass and velocity as we hurtle the message towards the target audience. It's creative energy bursting into an electrifying force. The **GI** force.







Brand Algorithm

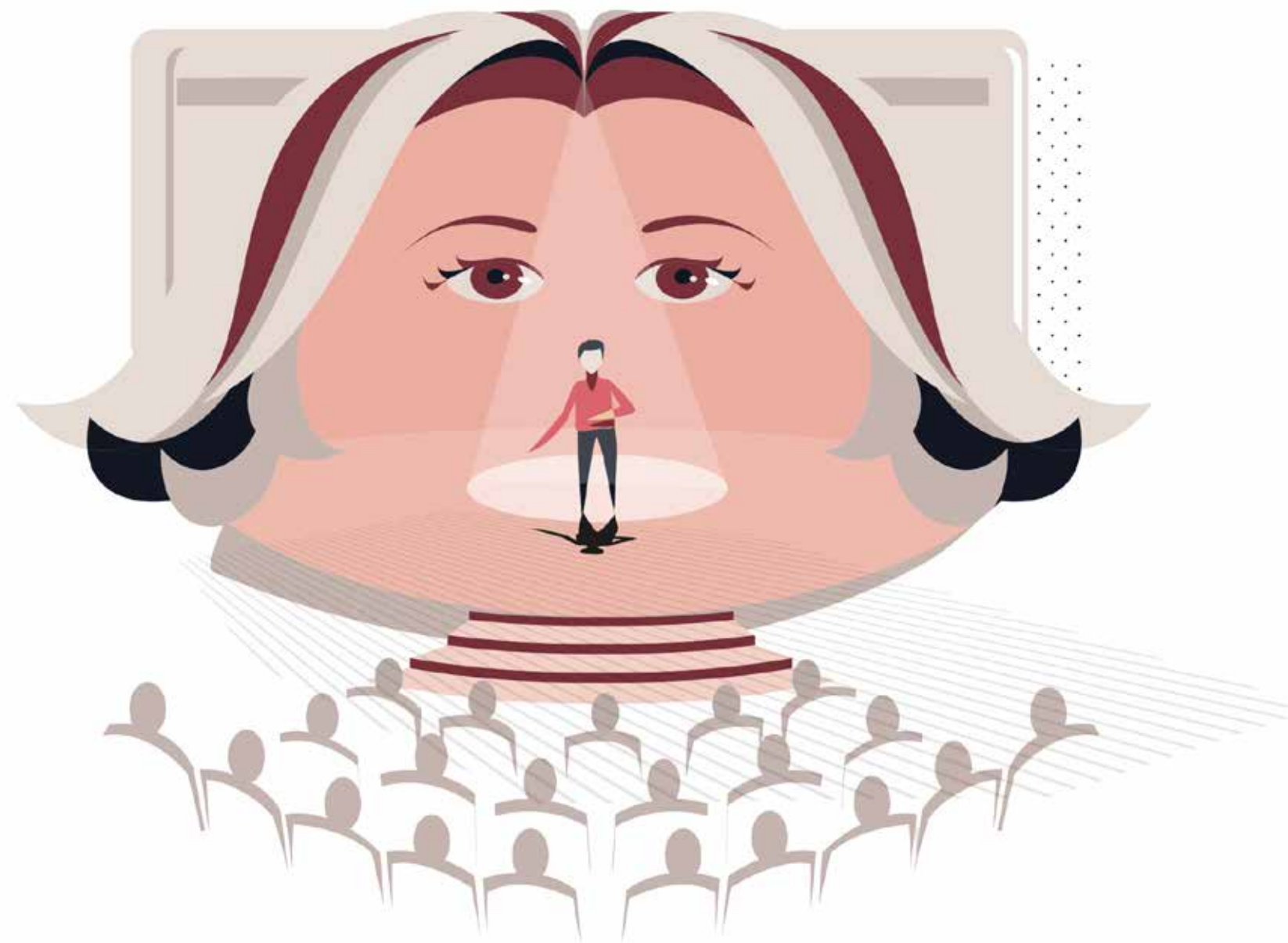
'How many logos must a product try before it becomes a brand?' Well, it's like begging the question. The premise that logo is a prerequisite for brand building is not always right. Or rather, an iconic logo alone doesn't make an iconic brand. There could be successful brands without tastefully designed logos just as there are magical logos struggling to become successful brands. Branding is a delicate, subtle process where sights, sounds and even silence and scantiness have each a role to play. It's like playing with fire. Brand **GI** is used to the game.





PR & Event Mechanics

If there's anything in the universe so malleable and so unpredictable at the same time, it's none other than the public. The people. In a matter of seconds, they can transform a drop into an ocean and a star into a speck, if driven to do so. Striking the right chord with them is key to popularizing a vision, a mission or an occasion. It requires intense, well coordinated, laser-sharp communication. Whether it's a public relations exercise or an event management activity, we approach it with caution, preparedness and determination leaving no room for hiccups. What an eventful ride **GI** has had!



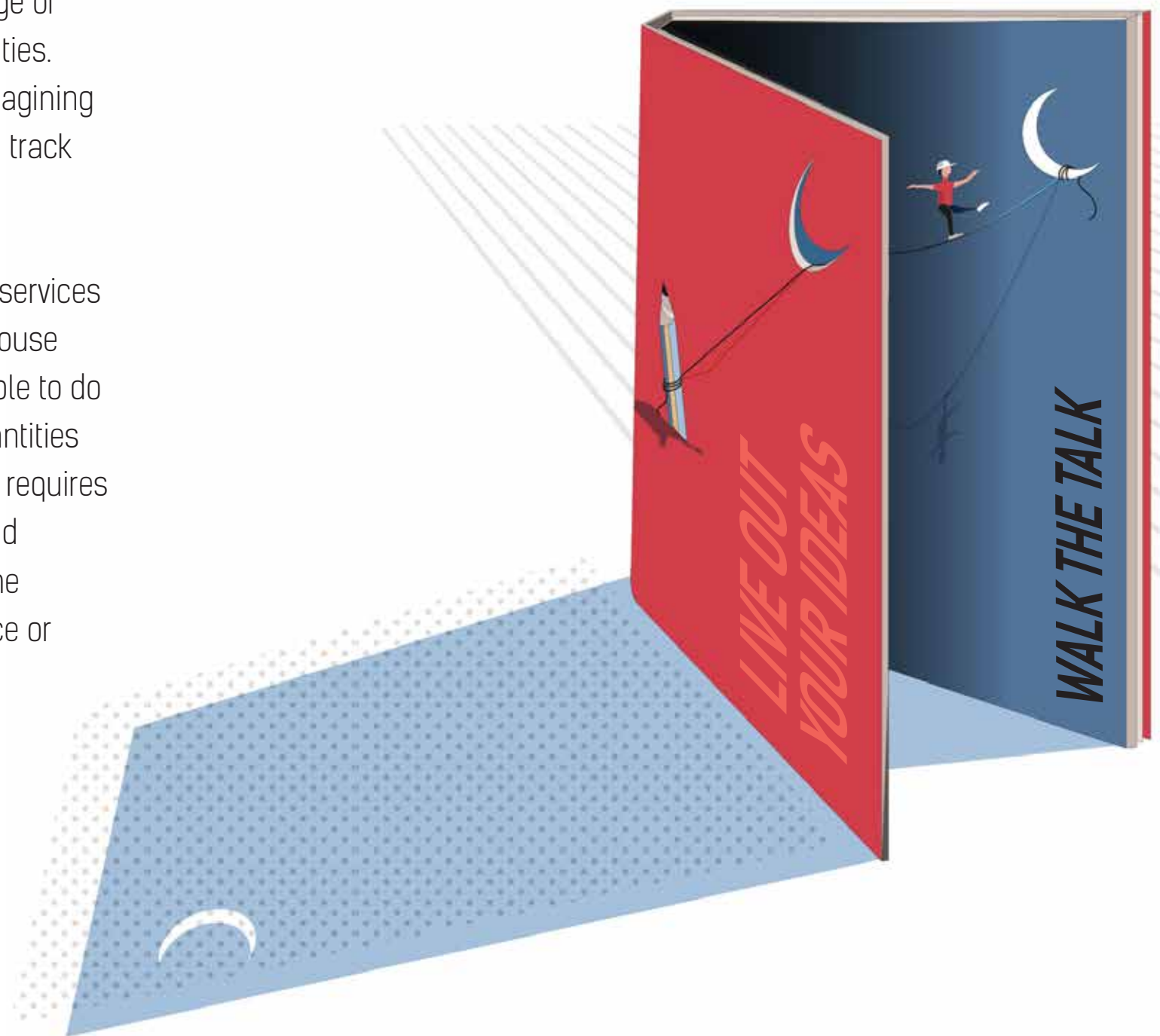




SERVICES

Production Outreach

Imagination's most formidable enemy is the need to translate it into physical form. What awaits an offbeat idea is a barrage of struggles with materials and practicalities. However, that doesn't deter us from imagining the impossible. We tread the unbeaten track and go to any length to see our idea executed as we imagined it. The approach to our Print On Demand services is no different. With our advanced in-house digital print production facility, we're able to do customized printing, even smaller quantities and at short notice. The whole process requires relentless resolve, intensive search, and back-breaking after hours. But that's the way the cookie crumbles; in art, science or communication. We're in this together, by choice, and we must see it through. That's the famous GI attitude.







PORTFOLIO







CULTURE

We listen. We like to greet your queries with a calm and reassuring 'it's possible'. We plan before we act.



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