

# INCEPTION

PROJECT

INCEPTION PROFILE

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# THE PURPOSE



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THE PURPOSE\_

PORTRAY A STORY. CREATE A  
SCENARIO. MAKE IT EVER-LASTING.





# THE STORY

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## THE STORY\_

It all started with a dream, a group of creatives coming together to make the impossible possible and achievable, a dream that includes us all became a reality.

We started with very little to get to where we are now, with a small but mighty team and an office where most of its gadget was handmade and very much loved; from the famous egg trays glued to the ceiling of our first ever office to block out the noise to cabinets custom made to suit us, because we are just picky about what works for us. Our team is filled with innovators who just won't quit until we reach a goal we're satisfied with. We don't really strive for perfection; we strive to tell a story that very much looks and feels real and watch as these intangible things become a reality.

We are our people, and their choices and experiences are very much ours; we started out small, but it keeps getting bigger. Each individual is a valuable member with something to add. Every little touch you see in Inception is there for a reason. It was talked about, discussed, and ultimately made to better our community.



# GROWING VOICE



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We don't only see things as they are, we see them as we are. As cliché as it sounds, our team does things their own way. It's in our blood to feel what a storyteller can only say, and it's in our eyes to see what genuine art each person carries within. And because we believe in everyone's voice, our voice keeps growing too.

**Belief? It's our fate, and it takes our clients to their own too.**



# THE HISTORY

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We are living in a time where there is such an obvious thirst for good stories and ideas. We've kept them in our minds and pockets for years. But one day, we decided to share with the world our very first untold story. We noticed where the light pours in; we made room for gratitude over and over again. And we haven't stopped telling stories ever since.



# OUR SERVICES

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## BRANDING

Logo Design

Interior  
Moodboard

Full Brand  
Visual Identity

Concept  
Development

Illustration  
Development

Packaging  
Design

User Interface  
Design

Game Identity  
Development  
and Design

Application  
Development

Rebranding

## CONTENT CREATION

Copywriting

Editing

Article  
Writing

Blog  
Writing

Proofreading

Press  
Release

Online  
Commentary

## MARKETING AND PR

Strategy

Market  
Research

Promotion

Media  
Buying

Public  
Relations

Sponsorships

Influencers  
Relationships

Strategic  
Partnerships

## SOCIAL MEDIA

Social Media  
Coverage

Photography

Account  
Management

Videography

Social Media  
Concept  
Development

Social Media  
Design

Paid  
Promotions

## EVENTS

Live  
Streaming

Media  
Center

TV Ads

Social Media  
Coverage

Influencers  
Management

Newspapers  
Coverage

Newsletter

Photography

Videography





## BRANDING

Every story that we tell is unique and different, hence not worthy of comparison. We believe that branding is not only what people see, but also what they feel when they hear your brand's name.

The crowd  
2024, INCEPTION team



A burst of color, bubbly decor, and adorable yellow ducks everywhere.

A nail salon to kick back, relax, and soak in the good times.





ملاحي  
Malahi

*Malahi, but with a simple vision: to be a part of your happiest memories.*

*A leading Saudi entertainment holding company, dedicated to creating unforgettable experiences for families across the Kingdom.*



A place where every day feels like spring.

Vernă, meaning "spring" in Latin, isn't just a lounge – it's a state of mind

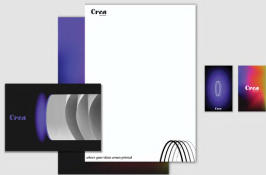


*"Mi casa es su casa, but mi taco es mi favorito"*

Inspired by the sunset sun, the cactus, and the familiar Coco skull, Tuesday Tacos are a no more because **LOSTACOS**, the true and authentic Mexican taste of tacos, is now under your nose.



"Roasting is art. we do it everyday."



Go ahead. Judge the book by its cover.  
We actually don't mind it

because we're the ones who **CREATED** it



A large graphic showing the Cream Car logo in a vibrant, tropical setting. The logo is rendered in a bright yellow color with a thick orange drop shadow. It is set against a light blue sky. Above the logo is a large, bright yellow sun. To the left, there are stylized green leaves and branches, suggesting a tropical or summer theme.

**CREAM  
CAR**

Imagine mango flavor in a tangy passion fruit sorbet, or juicy berries dancing with lavender honey ice cream.

That's Cream Car tasty scoops on wheels.





"Follow your heart, but take  
coffee with you."

Just like that, and casually.



"BE STRONG"

I whispered to my coffee





Going back to the classics, nothing beats shawarma.

A fun branding that works well with the restaurant's concept of bringing back the traditional feel of shawarma restaurants.





"enough said."





A grill that's all about loud orange, bold flavors, and that real deal Irani taste.

The logo features the face of Mahran himself, a man who knows a thing or two about cooking up epic rice and chicken.



A coffee roaster, steeped in history and rich with flavor.



A **BLENDUP** of bright colors, fresh ingredients, and a positive lifestyle that helps you jumpstart your day.





THE WILD ROSE, WHICH IS THE SCIENTIFIC  
TERM OF THE FOUNDER'S BIRTHNAME,  
**NESREEN.**

RC





The logo inspiration  
comes from the *architect*  
of nature.





Within the calendar of the Saudi Equestrian Federation tournaments, the 2021 Riyadh tours

Show Jumping Championship was held where elite jockeys across the Kingdom and the MENA region joined the competition.

A team of our experts designed the brand identity of the championship and covered the event throughout the media and the press.









## CONTENT CREATION

Some say we were born to tell stories. Little do they know, we don't only tell them. We write them honestly, incessantly, and obsessively with hunger. And because we love to give every character and every detail a reason to be in the story, our content spirals out of us freely, the way we thought, the way we know it should be taught.

The crowd,  
2024. INCEPTION team

TRUTHBENDER

BOMBSHELLDROPPER

EXCUSEE

SATIRIST

STOERTONGUED

STINGROSTER

BENEFITCLAIMER WOODSEER

DEATHCOURIER

WIDECRACKER

SUCKWELLER

FEATUREWRITER

STGHOSHTNER

CROWDPLEASER

PENPUSHER

DEALCLOSER

WORDSWRANGLER

FRIENDMAKER

BCOOPERATOR

WORDSWRANGLER

SWIPESTARTER

DEARMEKER

WORDSWRANGLER

NEWSBREAKER

WORDSWRANGLER

WORDSWRANGLER

Copywriters. Yes, our copywriters are all those individuals blended together.



## MARKETING & PR

How will our todays change our tomorrow? We give you insights that grow your business with a human view. Human driven force: focused on the people. For the people.

The crowd.  
2024, INCEPTION team

ROSHNI SAUDI  
LEAGUE



دوري روشن  
السعودي



روشن  
صندوق الاستثمارات العامة  
Public Investment Fund

صندوق الإنماء  
alima bank



روشن  
صندوق الاستثمارات العامة  
Public Investment Fund

صندوق الإنماء  
alima bank







Working as a sponsorship mediator, INCEPTION was able to successfully facilitate a sponsorship deal between SPL and ROSHN that certainly opened new doors for all parties involved and was stepping stone for a fruitful partnership.

Our partnership with ROSHN didn't stop at the sponsorship agreement, we were there every step of the way to facilitate and support with marketing, activations, connections, and ensuring maximum exposure.



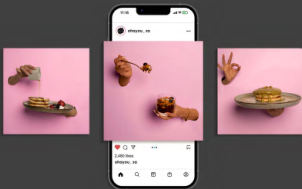
## SOCIAL MEDIA

We find your fire, and make it burn. In short, it is clear thinking made visual, where aesthetics and functionality meet.

The crowd,  
3034, INCUBATION team





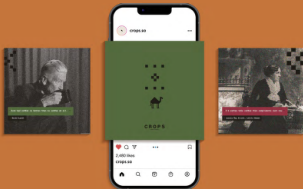








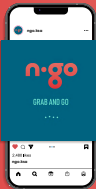






\*Click or Scan the codes to watch some of our work









## EVENTS

We could fill this page with interesting information about the events we covered, but research indicates you wouldn't read it. Wanna see something instead?

The crowd.  
2024 INCEPTION team







# Developing the game of golf in Saudi with Golf Saudi

A long and fruitful partnership with Golf Saudi, the governing entity of golf in the Kingdom. Since 2019, **INCEPTION** have been their supporting partner collaborating with their global team and becoming their local consultant all in the effort of developing and introducing an amazing game like golf to Saudi Arabia.



Golf Saudi  
 Marketing  
 Events  
 IT  
 Translations  
 Content  
 Social media

Our team always says that with our work with Golf Saudi, sky's the limit. We work with Golf Saudi on a wide range of services from content creation and social media management to translations and media relations.







منتدى  
الإعلام  
السعودي  
Saudi Media



seamless



Ministry of Economic  
Planning and Economic  
Development

القطاعات الاقتصادية  
SAUDI PROMENTS

New Areas Have D

(Smaller Cities, Regi

seamless



Agreement on Digital  
SAUDI PAYMENTS

Saudia  
Seamless Group  
SAUDI PAYMENTS

New Payment Models  
Local Payments  
The Future of Payments: AI, Blockchain, & Immersive Technologies

Choose a Topic to Play

CHOOSE A TOPIC

SAUDI PAYMENTS





seamless

تحويل الأموال  
SAUDI PAYMENTS









## PRODUCTION

No backstage meltdowns. Just pure creative alchemy. From concept to curtain call (or launch, or whatever epic finish you have in mind), we make it happen.

The crowd,  
3034, INCORPORATED team



### History of Payments

Our concept, teamed up with our partners creativity, turned a very simple storyboard into these eye-popping vignettes. We blended traditional animation with modern tricks to create this wild visual that would leave Walt Disney himself impressed. Each vignette is a tiny masterpiece, a whirlwind of colors, textures, and movement.

**CLIENT: SAUDI PAYMENTS**

**PRODUCTION HOUSE: GOOD PEOPLE**

**ANIMATION HOUSE: ZANAD TV**



### Jahez x Qitaf

A video concept that embodies the essence of swift action and giving back. We've streamlined the message to showcase how seamlessly you can use your Qitaf points to pay for your food orders from Jahez.

CLIENT: JAHEZ

PRODUCTION HOUSE: NEW VIEW



### Jahez x Saudi Founding Day

A music video concept that celebrates Saudi Arabia's Founding Day with a vibrant fusion of past and present. The renowned 'Arda' dance takes center stage, performed in a way that bridges the gap between generations. A history that we know can't be overlooked and still has its impact.

**CLIENT: JAHEZ**

**PRODUCTION HOUSE: SYNC**



## CLIENTS\_



# CONTACT US



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*"When you feel like your story is out of reach and don't know where to begin, we're here with you, every step of the way."*

LET YOUR STORY BEGIN..



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LINKEDIN

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INSTAGRAM

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TWITTER

[inception\\_us](https://twitter.com/inception_us)

Where the Story Begins

