

HORIZON GROUP

Integrated Marketing Solutions

Strategy · Creative · Digital · Media

Dubai · Riyadh · Cairo
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WHO WE ARE

We build brands that move markets.

Horizon Group is a full-service marketing agency operating across the MENA region. We combine strategic insight with creative execution to deliver campaigns that resonate with Arabic and English-speaking audiences alike.

OUR SERVICES

■ Brand Strategy

Market positioning, audience research, and brand architecture for regional and global brands.

■ Creative Production

From concept to delivery — video, print, social content, and experiential campaigns.

■ Digital Marketing

Performance marketing, SEO/SEM, social media management, and analytics across all platforms.

■ Media Planning

Strategic media buying across TV, digital, outdoor, and print channels in MENA markets.

150+
CAMPAIGNS

12
MARKETS

8
YEARS

40+
TEAM

SELECTED WORK

Campaigns that connect.

CAMPAIGN PHOTO

Saudi Tourism — “Visit the Kingdom”

Brand campaign · Digital + OOH · 2024

CAMPAIGN PHOTO

Al Marai — Ramadan Series

Video production · Social · 2024

CAMPAIGN PHOTO

Dubai Expo — Pavilion Launch

Event + digital · Bilingual · 2023

CAMPAIGN PHOTO

STC — Brand Refresh

Identity · Guidelines · Rollout · 2023

Saudi Tourism — “Visit the Kingdom”

HERO IMAGE — CAMPAIGN KEY VISUAL

The Brief

Position Saudi Arabia as a premium leisure destination for GCC and European travellers. The campaign needed to balance cultural authenticity with modern aspiration across Arabic and English touchpoints.

The Approach

A multi-channel campaign spanning digital, outdoor, and experiential activations across 6 markets. Bilingual creative adapted for cultural nuance in each region.

Results

2.4M

REACH

340%

ENGAGEMENT

12

MARKETS

85%

BRAND RECALL

GET IN TOUCH

Let's build something great.

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