

A group of business professionals in a meeting, with a large yellow text overlay. The background is a dark, grayscale image of several people in a meeting room, looking at documents and talking. The text 'FUSION 360' is prominently displayed in the center in a bold, yellow, sans-serif font. The number '360' is significantly larger than the word 'FUSION'.

# FUSION 360

**Advertising & Marketing Solutions**

**Company Profile 2022**

# Our Agency Values



**HARD  
WORK**



**CREATIVE  
INSIGHT**



**TEAMWORK**

# Who We Are

- **FUSION 360** has been developed into becoming one of the top and classy Advertising Agency and 360 service provider in Egypt. It stood out in a unique way so as to mainly aim to fulfill its precious clients needs and effectively realize their imagination through its own eyes. Driven by a passionate team.
- **FUSION 360** has been revealing a new element of its creative and evolving core identity in each account it carried out after the other.

# Mission & Vision

- **Mission:** to work with passion in a family that creatively embodies its clients imagination through its far fetched Idea.
  - Inspired by our flexible environment, we strive consistent quality delivery, simplicity and innovation.
- **Vision:** to become the number one 360 advertising agency in Egypt and the Middle East, while incorporating in other countries to develop into an international corporation. Moreover, continue being a unique provider in our diverse services whilst offering the best quality and optimum price through extravagant harmony between **FUSION 360's** employees to develop the required growth.

# What is 360 Advertising !



# What We Do

## Offline

- Design & Printing
- In-house Production
- Exhibitions & Conferences
- Events Creation & planning
- Beach Management
- Road Shows
- Interactive Solutions
- Giveaways

## Online

- Social Media Management
- Website Hosting & Domain Registration
- Web Developing
- E-Commerce
- Mobile application

# Design & Printing

- **FUSION 360** designers are uniquely crafted in a creative manner, always meeting our client's needs and imaginations.
- They are finalized with the expected quality printed and delivered to the client on the agreed upon date.
- Handles both 2D & 3D Designs with interactive perspectives.

# In-house Production

- **FUSION 360** has its own design manufacturing capabilities where its expertise extends to all outdoor and indoor creations including all needed publications, promotional materials, and custom made works.



# Exhibitions & Conferences

- **FUSION 360** is highly specialized in creating and manufacturing exceptional Booth designs and realizing them to their fullest and optimal representation.
- Furthermore, it is capable of carrying out successful exhibitions in any fields and with any size or capacity.
- **FUSION 360** is able to create conferences in various fields and efficiently handle all of its required intricate details, to become one of the best in town.

# Event Creation & planning

- **FUSION 360** masters the creation, planning, organization, and execution of all types of events from A to Z, while customizing the Client's needs and imaginations, adding its own Idea to the final full picture. Types of events include but are not limited to :
  - **Entertainment events:** such as color festivals, international circuses, celebrities, etc.
  - **Seasonal events:** such as Christmas, Halloween, Moulid, Easter, etc.
  - **Special events:** such as weddings, birthday parties, baby showers, etc.
  - **Family events:** organized for corporations

# Beach Management

- Perfecting its knowhow, **FUSION 360** is an expert in cohesive beach management, where it is highly equipped and experienced to manage and supply the location with all its needed equipment, setup, production, and manpower including ushers, Security, life guards, beach boys, and much more needed for the operation.
- Creating Proposals for different sponsorship Packages alongside with Branding Items & Materials.
- Organizing Events & Sponsors Activations throughout Creative exposure to the Audience with a whole new Ideas.

# Road Shows

- Our cost-effective promotional marketing roadshows operate Egypt-wide, with fully customized buses, trucks and cars that effectively **take your brand message directly to your audience**. Don't you want a moving billboard? No problem, our promotional marketing roadshows can involve venues and locations perfectly suited to your brand.
- Roadshows should be both professional *and* fun. In essence, you want all of your attendees to leave the event with a smile, and great company will leave nothing but positive thoughts in your attendees' minds and leave that lasting good impression we all hope for.

# Digital & Interactive Solutions

- We have a set of engineers specialized in all smart technology advertising tricks and systems which meet the newest trends of advertising.
- We can fit any ideas to deliver your advertising show.
- We do not just execute solutions we also create new ideas and work on briefs to generate appropriate ideas.
- We believe that new smart technologies make it easier and human interaction is the optimal way of advertising.
- Briefly, We use engineering to serve advertising.

# Giveaways

- Promoting your business with free items is a good strategy in any economic climate. You grab the attention of your target audience, people love to get free stuff. You establish credibility by giving away items of value. You create a sense of obligation and gratitude in the recipients, they'll be more likely to purchase from you.
- And you create an opportunity to capture contact information, which gives you the opportunity to follow up with interested prospects.
- Choose the items you plan to give away. Choose a gift that makes sense in the context of your business Branded with your company's name along side with flyers upon your request.

# Our Group



# Some of Our Partners





# Some of Our Partners



magicpharma



Radrosa 



COOLEX



# Photo Gallery



# Corporate Identity Designing & printing



# Corporate Identity Designing & printing



# Corporate Identity Designing & printing



# Stands & Floor Displays



# In-house Production & Outdoor Campaigns



# In-house Production (Displays)





# In-house Production & Outdoor Campaigns



# In-house Production & Outdoor Campaigns



# Office & Administrative Branding



# Office & Administrative Branding



# Office & Administrative Branding

SINCE  1981  
**CAIRO 3A**



# Office & Administrative Branding



# Conferences Booths (Cairo Urology 2021) **magicpharma**



# Conferences Booths (Cairo OBGYN 2020)

magicpharma

VITABIOTICS



FUSION  
360



# Conferences Booths (Cairo OBGYN 2020)

magicpharma  
*Radrosa* 



# Conferences Booths (Alex GYNA 2020)

magicpharma

  
VITABIOTICS



# Conferences Booths (Alex GYNA 2020)

magicpharma  
*Radrosa* 



# Exhibitions Booths (TransMEA 2021)

SINCE  1981  
**CAIRO 3A**



# Exhibitions Booths (Cityscape 2021)



# Exhibitions Booths (Cityscape 2021)



# Exhibitions Booths (AQARI 2021)



# Exhibitions Booths (AQARI 2021)



CCR DEVELOPMENTS





# Exhibitions Booths (Next Move 2021)



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# Exhibitions Booths (Next Move 2021)



CCR DEVELOPMENTS



# Exhibitions Booths (Akhbar El Youm 2021)



# Exhibitions Booths (Akhbar El Youm 2021)



# Exhibitions Booths (Cityscape 2020)



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# Exhibitions Booths (EPIS 2020)



# Exhibitions Booths (Cityscape 2019)



# Exhibitions Booths (Egypt Property 2019)





# Exhibitions Booths (Next Move 2019)

AROMA



# Exhibitions Booths (Cityscape 2018)



# Signage, Shop Branding & Campaigns

magicpharma



# Signage, Shop Branding & Campaigns



# Signage, Shop Branding & Campaigns

  
**Classic**



# Signage, Shop Branding & Campaigns

  
**Classic**



# Tents For Outdoor Exhibitions & Events



# Events Setup & Production

## Roland Garros (NGD Developments)





# Events Setup & Production

## ARABIA Development (Sun Capital Event)

ARABIA  
HOLDING



FUSION  
360

# Events Setup & Production (CAIRO 3 A & HUBBARD Event)



# Events Setup & Production (PISC Event)



الأهرام للدواجن  
PYRAMIDS POULTRY



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360

# Events Setup & decoration



**ALFTH GROUP**  
COMMITMENT BUILDS TRUST



# Events Setup & decoration



# Events Setup & decoration



# Events Setup & decoration



**PROGATE**



**FUSION  
360**

# Events Setup & decoration





# Events Setup & decoration

# PHILIPS



# Events Setup & decoration



# Events Setup & decoration



# Beach Management



marassi



# Beach Management



# Road Shows & Activations



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# Road Shows & Activations



# Road Shows & Activations





# Digital & Interactive Solutions

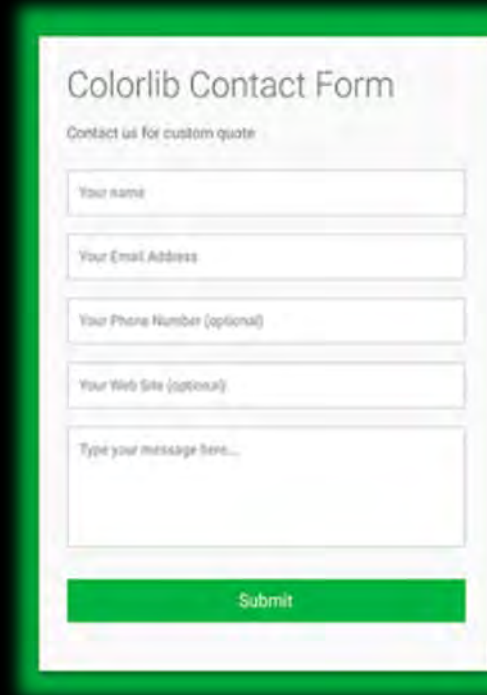
## Landing page (website) :

A link will be send to all guests.

There will be landing page that contains registration forum.

After guest fill in all data and click submit , An invitation with QR code will be sent for him through his mail.

A QR code system reader and a validator will be used to check the QR code for the invitation and retrieve user information.



Colorlib Contact Form

Contact us for custom quote

Your name

Your Email Address

Your Phone Number (optional)

Your Web Site (optional)

Type your message here...

Submit



# Digital & Interactive Solutions

## Registration On Touch screen:

The guests can register on a touch screen.

We can print the guest info on a paper automatically after registration to use it as ID.



# Digital & Interactive Solutions

## Interactive Mapping:

There are different mock ups .

Each mock up shows a different project by projection mapping.



# Digital & Interactive Solutions

## Hologram:

There are 3d mock ups for the project .

Data about it will be shown as a hologram



# Digital & Interactive Solutions

## Interactive Wall:

There will be hidden messages on the wall .

When the guest passes , It will be shown.



# Digital & Interactive Solutions

## Interactive Wheel:

It's an interactive wheel that can display (projects ,3d models , empty units,... etc.)

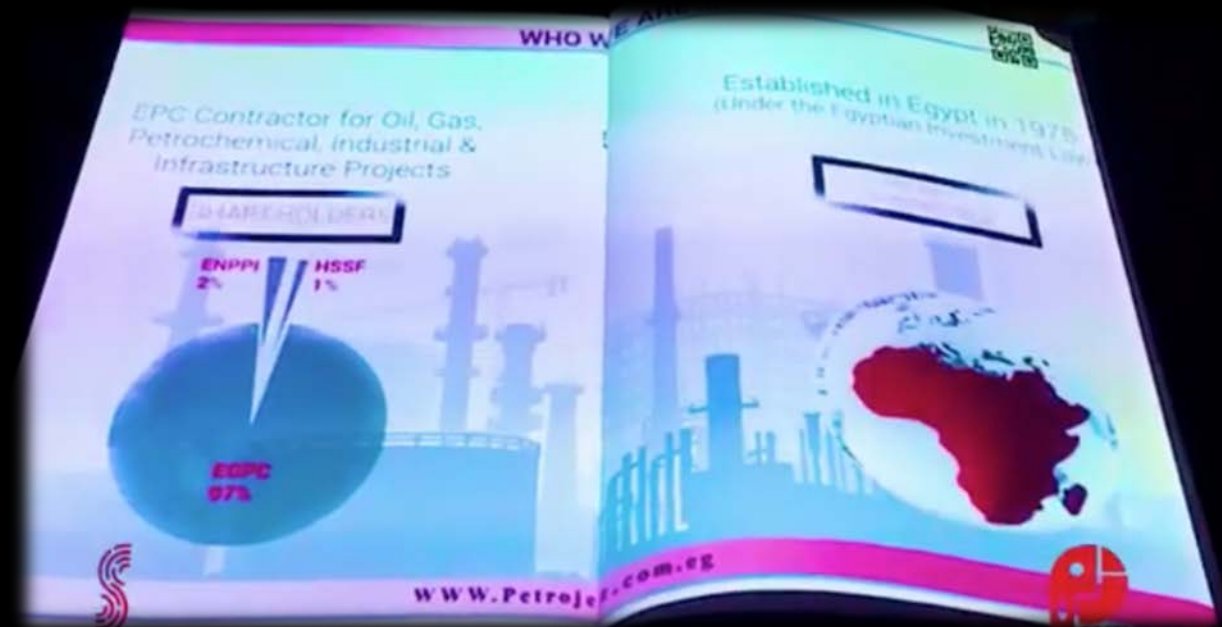
The visitor uses his hand to show different projects.



# Digital & Interactive Solutions

## E-Book:

It's an interactive real book that has a digital media shown on its white pages to present data for the project



# Digital & Interactive Solutions

## Laser Steam:

The consumer can choose specific option as viewing (videos , 3D models , etc... ) for selected projects by passing his hand through a laser steam and selected option will be viewed on a screen.





# Digital & Interactive Solutions

## Digital Wings:

It's a presentation with projector that can explain all projects.

The visitor can control what will be shown by controller button.



# Digital & Interactive Solutions

## Smart Sensors:

There are smart sensors on the ground.

Each sensor display different project or presentation



# Digital & Interactive Solutions

## AR Catalogue:

It's an AR app.

When the client scan the paper, 3d models and information for unit will be shown on the screen.

Recommended for VIP room



# Digital & Interactive Solutions

## Smart Table:

It's a customize software that can show all (pictures, 3D models , data, ...etc.) for the project.

Also sales can use it for Financial transactions with the client.

Recommended for VIP room



# Digital & Interactive Solutions

## AR Wall:

There will be a banner printed that contains the selected project.

When the client scanned it by mobile all and features of project will be shown.

Recommended for VIP room



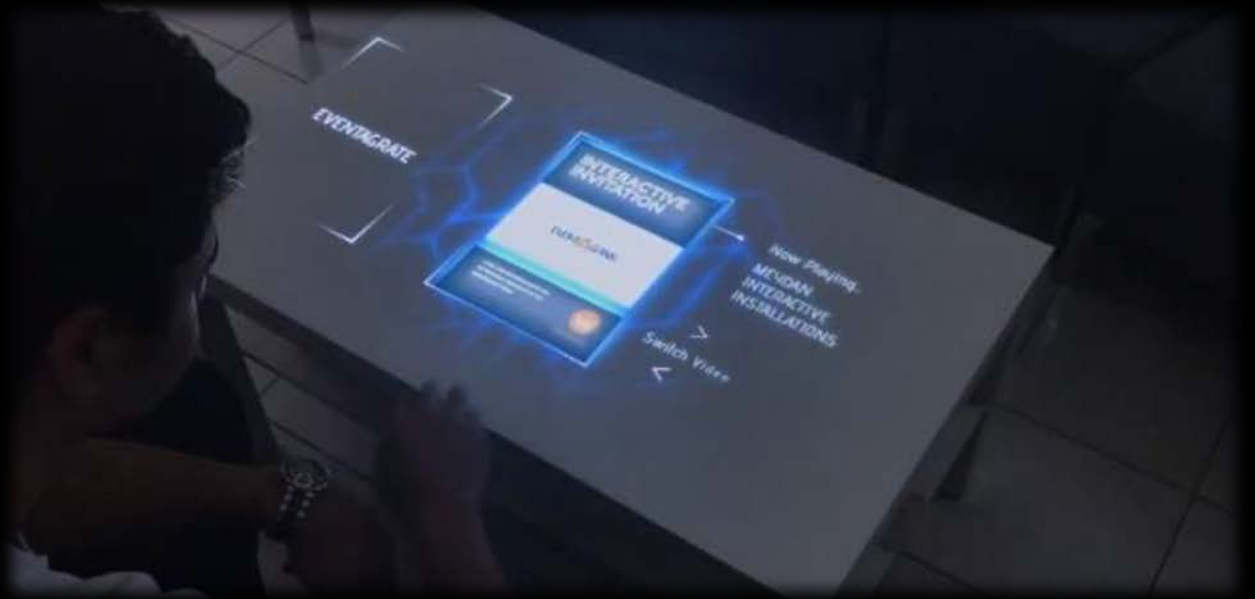
# Digital & Interactive Solutions

## Interactive Brochure :

It's an interactive brochure that can explain all data for project.

We can create an interactive brochure for each project.

Recommended for VIP room



# Digital & Interactive Solutions

## VR Bike Tour:

The client will ride a bike with VR.

He can take a tour inside the compound .



# Digital & Interactive Solutions

## Digital Photobooth:

The visitor can take a photo inside the project .

He can share it on social media and get printed.





# Digital & Interactive Solutions

## 360 Photo booth:

The visitor can take a 360 photo with their friends.

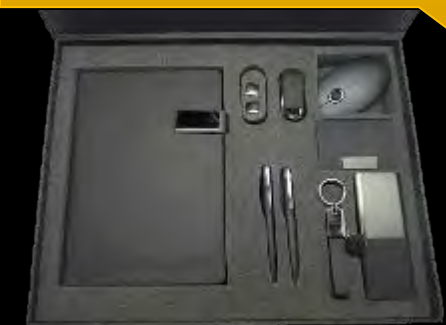
They can share it on social media and get printed.



# Customized Giveaways



# Giveaways: \*please ask for our Giveaways Catalogue



# FUSION 360

Advertising & Marketing Solutions

## Thank You

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