



# ONE VOICE FOR EGYPT

Welcome to Egypt.  
You want sun, sea and sand? Tick. Tick. Tick.  
You want vibrant cities and exciting nightlife? It's all here.  
You want culture, and history, and timeless wonder? We invented these things.  
But there's a problem. They're not the real reason why Egypt is Egypt.  
They're not enough to make people reappraise our amazing country. Not enough to restore confidence.  
We have to go deeper. We must bring to life our secret weapon.  
Who we are. How we are. How we do things. How we think. How we behave. How we are unique.  
More friendly. More clever. More funny. More fun.  
More inventive. More trail-blazing. More carefree. More kind.  
Egypt isn't just a country. It's a free spirit. An attitude.  
A joyous celebration of life's possibilities; now, more than ever.  
For all its famous pyramids and deserts and River Niles the real Egypt lies undiscovered.

IT'S TIME TO SHOW PEOPLE THE WAY:

**THE EGYPT WAY**



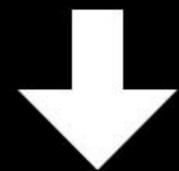
# THE CREATIVE WORK

# THE EGYPT WAY

BRAND TVC



**Scroll down and click to play film.**

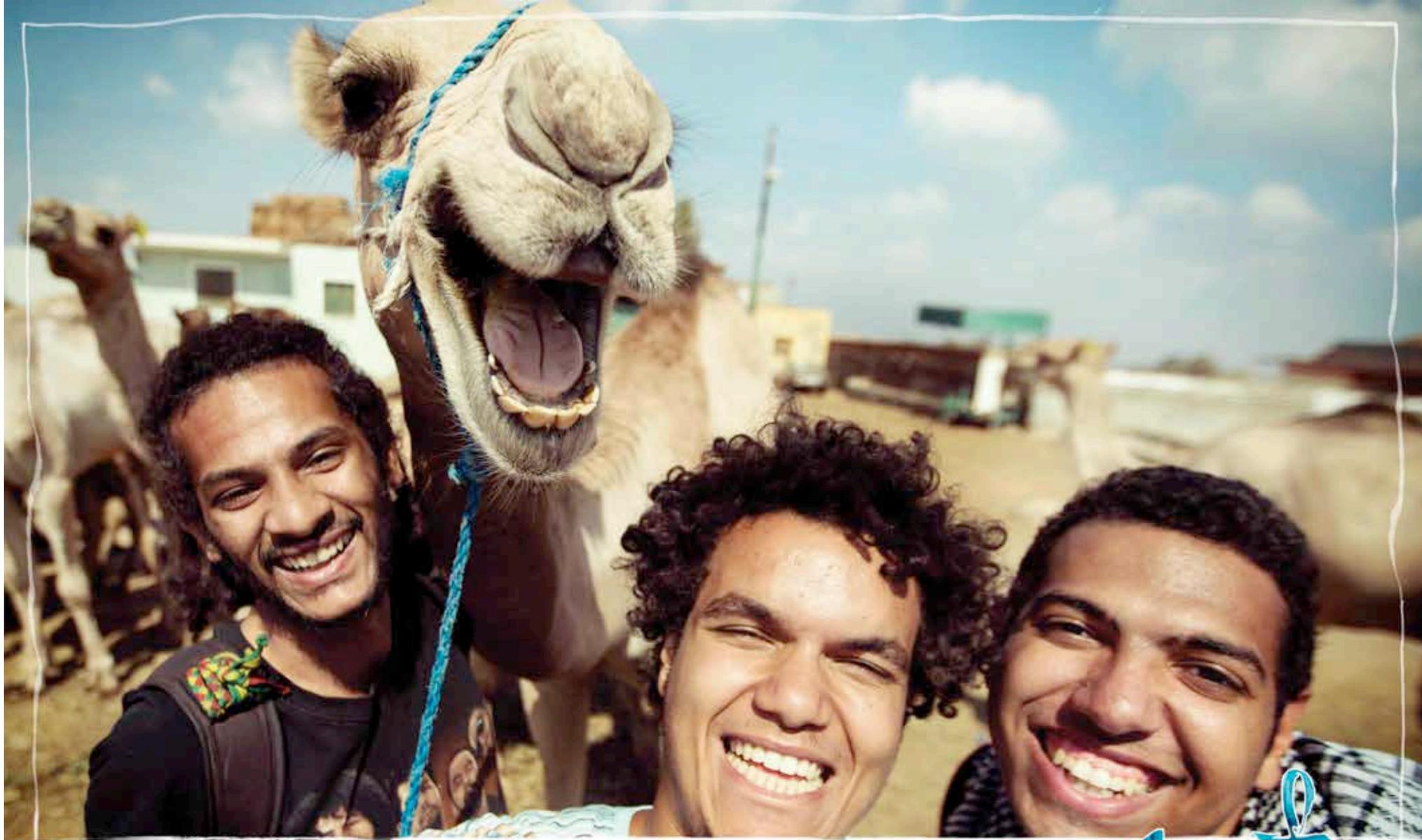


**THE EGYPT WAY**

BRAND PRINT



PARKING. THE *Egypt* WAY



SELFIE. THE *Egypt* WAY

في مصر  
تجد الحياة والرفاه والسعادة

GOOD LIFE IMMORTALITY AND  
HAPPINESS IS FOUND IN EGYPT



ROAD SIGNS. THE **Egypt** WAY



I LOVE

Egypt

GRAFFITI. THE *Egypt* WAY



FAST FOOD. THE *Egypt* WAY



WINTER SPORTS, **THE** *Egypt* **WAY**

There's more to Egyptian sand than deserts and sunbathing.



**THE EGYPT WAY**

DESTINATION PRINT

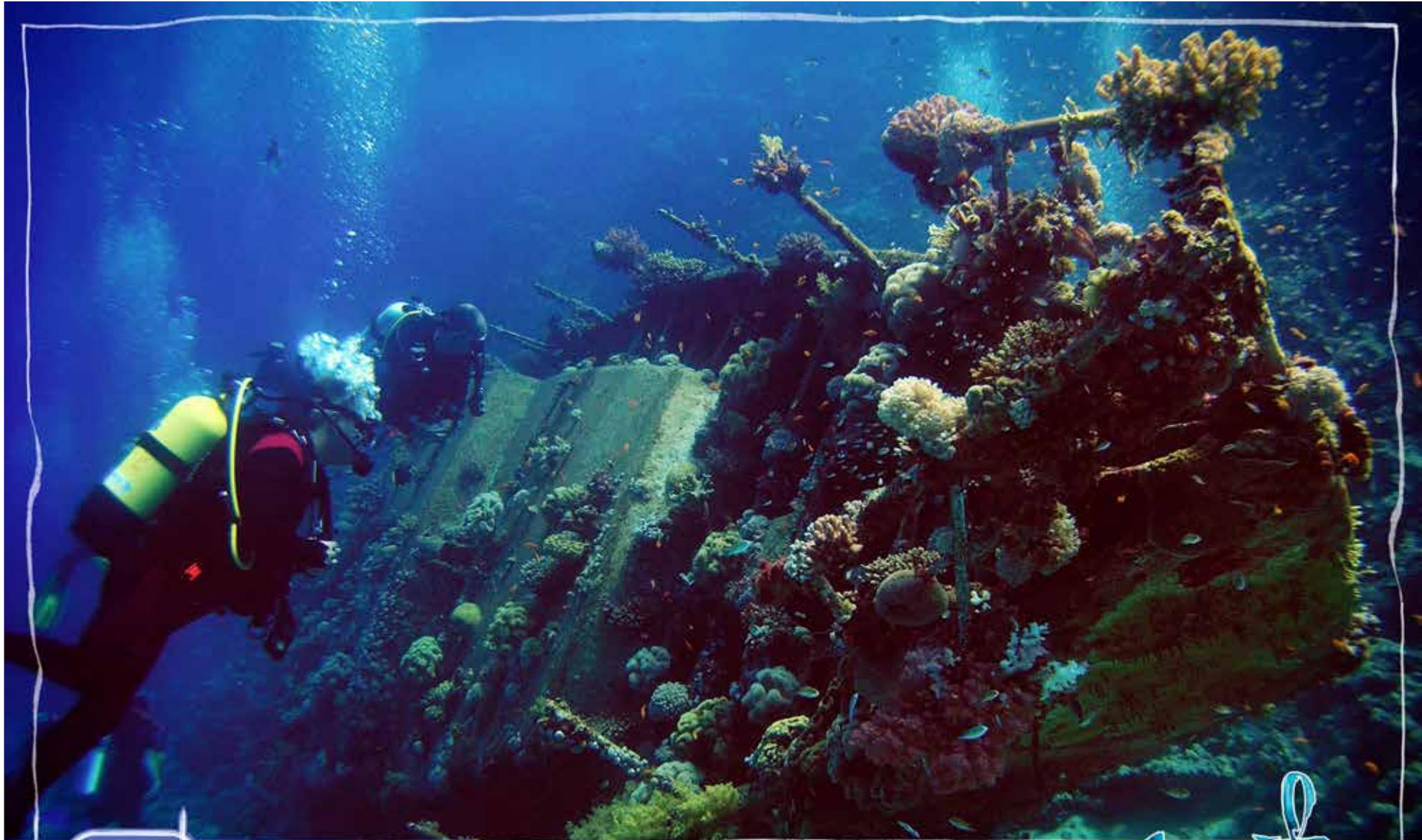


**DIVING & SNORKELLING**  
SHARM EL-SHEIKH

FINDING NEMO, **THE** *Egypt* **WAY**

In Egypt, kids don't watch exciting adventures - they have them.  
All Egyptian beach hotels come with their own 'house reefs'. So you can leave the DVDs at home.





**DIVING & SNORKELLING**  
RAS MOHAMMED

BOAT TRIP, **THE** *Egypt* **WAY**

All Egyptian beach hotels come with their own 'house reefs'.  
Discover the sunken treasures right outside your room.





 **SPORTS & PLAY**  
EL GOUNA

SEAGULLS, **THE** *Egypt* **WAY**

Egypt has some of the best kitesurfing spots in the world. Here in El Gouna, kitesurfers flock to enjoy the ever-present sun, the turquoise water and the perfect wind.



**CULTURE & WONDER**  
NILE CRUISES

TRIP ADVISOR, **THE**

*Egypt*

**WAY**

Meet Ahmed. The skipper of a beautiful Felucca sailboat and your wise, witty guide for a daytrip around Aswan.



CITY & BUSTLE  
CAIRO

STARBUCKS, THE *Egypt* WAY

If you thought wi-fi and muffins were the most interesting things you could get with your coffee, then Cairo is the place for you. Games, shows, street sellers, passers-by; you can stay there for hours and never get bored.



**CULTURE & WONDER**  
NILE CRUISES

ROAD TRIP, **THE** *Egypt* **WAY**

The Nile is the road of Egypt. If you want to see the beating heart of our country, you can't do better than a Nile Cruise from Luxor to Aswan.





CITY & BUSTLE  
CAIRO

SUBURBIA, THE



WAY

Most cities get less exciting as you get further away from the center.  
Cairo gets the Pyramids.



**GOLFING & RELAXING**  
CAIRO

A BUCKET OF BALLS, **THE**



**WAY**

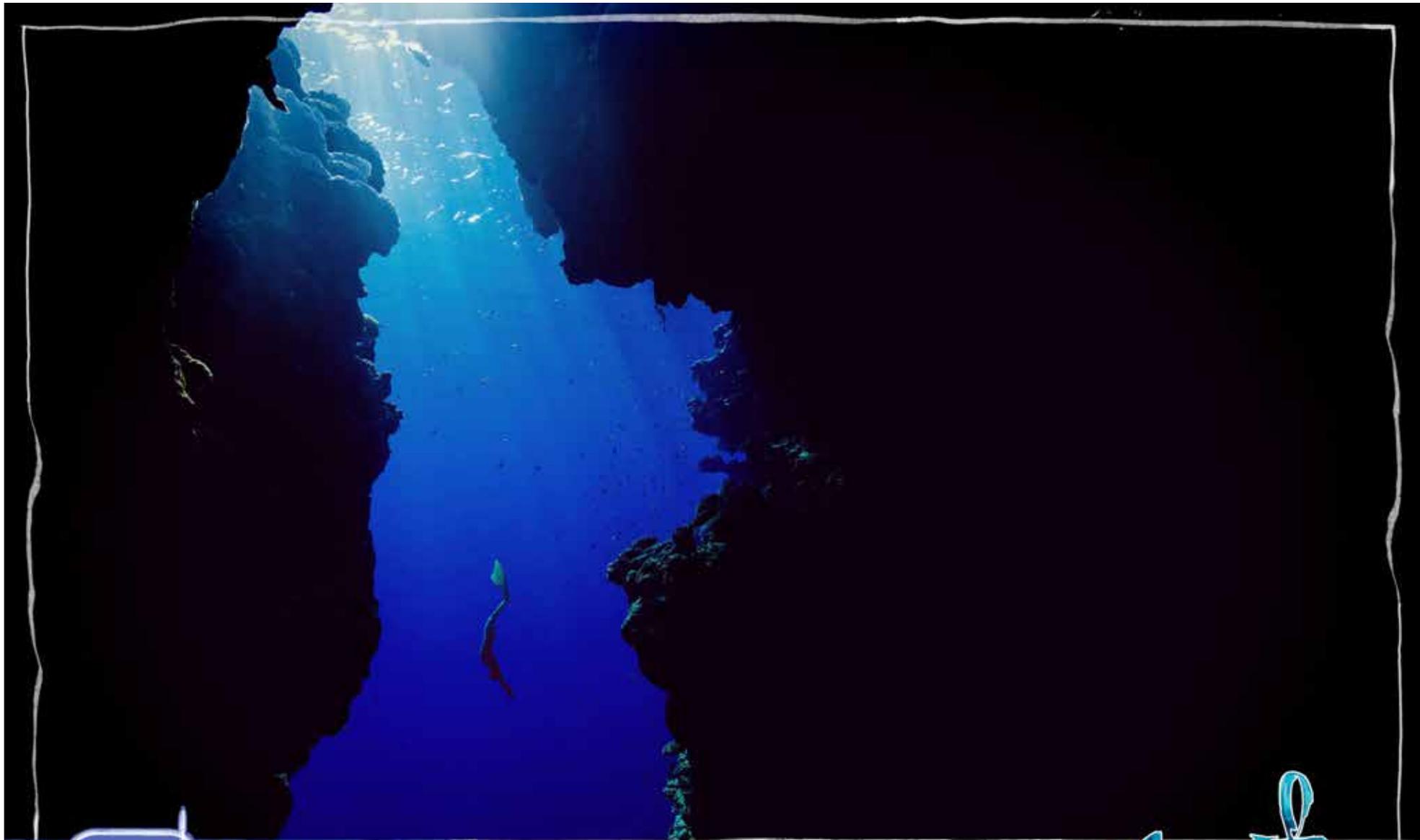
Coming to Cairo? Bringing your clubs? Best have a practice before the full 18 holes.  
Some courses are too special to play bad golf on.



SPORTS & PLAY  
EL GOUNA

BLUE. THE *Egypt* WAY





**DIVING & SNORKELLING**  
DAHAB

MOUNT EVEREST, **THE** *Egypt* **WAY**

The Blue Hole at Dahab is the dive that all true divers have to try and conquer. Not everyone can dive it, but those that do will feel warm and smug for the rest of the holiday.





DIVING & SNORKELLING  
HURGHADA

SUNBATHING. THE *Egypt* WAY



With clear waters and amazing scenery underwater becomes just as comfortable as lying on the beach.



 **BUSINESS & STYLE**  
SHARM EL-SHEIKH

**BUSINESS CONFERENCE, THE** *Egypt* **WAY**

You work hard, You put in the hours. Business is good and the share prices is up.  
You deserve to hold next conference in Egypt.





 SUN, SEA & SALVATION  
EL GOUNA

WITH SOME FRIENDS ON A BOAT. THE *Egypt* WAY

Parties are good. Boats are good.  
Parties on boats are very good. And very Egyptian.



DIVING & SNORKELLING  
TABA

HOTEL GARDEN. THE *Egypt* WAY

All Egyptian beach hotels come with their own 'house reefs'.  
Amazing, vibrant coral reefs just a starfish's throw from your room.



SUN, SEA & SALVATION  
WHITE MED

HOTEL DOORMAT. THE

*Egypt* WAY

A beach is a beach is a beach, yes? Well, no. Egyptian beaches are the only beaches in the Mediterranean Sea with soft Caribbean sand. Your toes will thank you.



NIGHTLIFE & PARTY  
CAIRO

THE NEWS HEADLINES. THE *Egypt* WAY

World politics? Local gossip? Sport?  
A Cairo taxi driver will tell you everything you never knew you needed to know.





CULTURE & WONDER  
LUXOR

WANDERING AROUND A MUSEUM. **THE** *Egypt* **WAY**

Luxor is the world's largest open-air museum.  
And the most inspiring view of it is from up in the air.





 SUN, SEA & SALVATION  
SHARM EL-SHEIKH

INFINITY POOL. THE *Egypt* WAY

In Egypt, when we say a hotel is by the sea, we mean it.  
Usually, there isn't even a road between you and the ocean.





SUN, SEA & SALVATION  
EL GOUNA

BEACH SHUTTLE. THE *Egypt* WAY

It's a shame that most of our resorts have direct access to beach,  
because in El Gouna even public transport becomes fun.



DESERTS & CALM  
OASES OF DAKHLA

HOT TUB THE *Egypt* WAY

Sand bathing, first practiced in Cairo in ancient Egypt, will purge the body of 'impure water'. It's like a sauna, with no wobbly bits on show.





DIVING & SNORKELLING  
RED SEA RIVIERA

WILL YOU MARRY ME? **THE** *Egypt* **WAY**

Egypt is one of the most romantic countries on earth. Or sea.  
And when diving in the Red Sea, there's definitely something in the compressed air.



# GOING DIGITAL





# Hop-on, hop-off Taxi Tour

SEE CAIRO FOR REAL

JOIN THE RIDE



## The Egypt way

Friendly, fun, clever, better.



## The 2020 social experiment



## Camels

Cats with humps.



## Egyptians you should meet

You'll like them.



# **BIG BRAND** ACTIVATION

# THE REAL EGYPT

## LIFE BEHIND-THE-SCENES.

### INSIGHT

All too often, Egypt gets defined by its news headlines. Bad images/ photographs are regularly seen in other countries. This is a skewed and fatalistic view of Egypt, directly at odds with how many people experience life here.

### IDEA

We will try to counter these extreme images by providing a context to them. We will break the stereotypes and misconceptions about Egypt. The idea is to implement pictures from a Instagram account called “Everyday Egypt” to the online hub to become a curated photo blog. We would show natural, human and peaceful images of daily life continuing; the wonderful small moments; the everyday, celebrated. This would also be an excellent source for high-quality photography of the country.

### HOW WILL IT WORK?

“Everyday Egypt” ([www.instagram.com/everydayegypt](http://www.instagram.com/everydayegypt)) is an Instagram feed and Facebook page managed by a group of Egyptian and foreign photographers who want to present a more honest and complex picture of Egypt. We will simply implement pictures from them into our online hub based on collaboration. Everyday a new picture of how beautiful the everyday life in Egypt is.

### WHY IT WILL BE A SUCCESS

It will be a refreshing antidote to the touristy images people are used to. We will instead apply a beautiful photographic sensibility to normal Egyptian life. There will be an appealing honesty to these simple images that force a re-appraisal of the country. Besides that, we can also rely on the great success that this account already has: people already respond really positively and more followers keep streaming in each day. As the founder of the site says: “It seems that there really was a need for this type of project”.



# HOP-ON, HOP-OFF TAXI TOUR SEE CAIRO FOR REAL.

## INSIGHT

Taxi drivers in Egypt are well known for being great talkers. Whatever the subject, they are happy to tell you about it. From helpful city information, to tourist tips, to great stories about city life, to strongly held opinions on everything under the sun.

## IDEA

We build an interactive website in which people can have a real time tour inside a real Taxi, with a real driver, from a real a passenger's POV.



## HOW WILL IT WORK?

The tours will happen in main cities, like Cairo, Aswan, Luxor, etc. In real-time, the user can 'hop-on' and talk with the driver, listen to stories and ask any questions they want about Egypt. From inside the taxi the driver will tell you when to look around outside the cab to see interesting spots. While we are sure that the Egyptian drivers will be good company, the ride can 'hop-off' whenever they want. Using cameras, microphones and keyboards, a conversation with the taxi driver will be possible. By scrolling, the user can move the camera that is inside the taxi to check the interesting monuments and places that the driver is pointing out. Information about what the taxi driver is referring to will pop up on the screen, so the users can have a great Egypt experience.

## WHY IT WILL BE A SUCCESS

It will be a real, surprising, immersive, irresistible live experience. Our target audience value experiences, and this one will really bring Egypt to life.

# THE EGYPT WAY

## FRIENDLY, FUN, CLEVER, BETTER.

### INSIGHT

“The Egypt way” is more than an attitude. It is also a way of doing things that we can only find in Egypt. The Egyptian people are problem solvers and always look for the most practical and creative solutions. Let’s show the world how Egyptians do things.

### IDEA

We will produce funny and creative “How-to” videos explaining how we do things in Egypt, and showing the rest of the world how they can do it as well.



### HOW WILL IT WORK?

In our online hub, we will have a separate area with the “How-to videos: The Egypt Way”. There we will have a compilation of different short videos. Real Egyptians will be recorded explaining lots of different subjects:

- How to understand the Egyptian Car Horn language.
- How to understand the Egyptian Hand Sign Language.
- How to Snowboard, The Egypt Way.
- How to enjoy food, The Egypt way.
- How to enjoy weddings, The Egypt Way.
- How to replace a flat tire, The Egypt way.

### WHY IT WILL BE A SUCCESS

The most watched online content is people doing funny, creative, amazing things. (And cats.) Egyptians behave like this every day. We can create wonderful content that will give an irresistible glimpse into the engaging nature of the Egyptian people. We can be confident that the films would be spread and shared across people’s social networks.

# EGYPTIANS YOU SHOULD MEET YOU'LL LIKE THEM.



## INSIGHT

More than  
the cuisine, architecture  
and landscapes, it's the  
people that make a  
country interesting and  
exciting.

## IDEA

We introduce entertaining, inspiring and remarkable Egyptian characters. Visitors can discover the real, human face of The Egypt Way.

## HOW WILL IT WORK?

A section of our website presents each of our characters with a photo; visitors can click and discover their stories. We show videos of them giving us a glimpse into their life and how 'The Egypt way' is in everything they do. Among other fascinating people, we could feature:

- **SARA SAMIR. FIRST FEMALE FOOTBALL REFEREE,**  
<http://egyptianstreets.com/2015/01/20/egyptian-woman-becomes-first-female-football-referee/>
- **MONA HALA. ACTRESS, COMEDIAN AND YOUTUBE VIDEO BLOGGER.**
- **AZZA FAHMY. BLOGGER,**  
<http://www.telegraph.co.uk/luxury/jewellery/2368/egyptian-wonder-azza-fahmy.html>
- **KARIM EL HAYWAN. FOOD BLOGGER**  
<http://www.instagram.com/Karimelhayawan>
- **HOSSAM ATEF. PHOTOGRAPHER**  
<http://www.bbc.com/news/blogs-news-from-elsewhere-30393188>

## WHY IT WILL BE A SUCCESS

The content will be good; the people interesting. The films should appeal to a curious foreign audience.

# 2020 SOCIAL EXPERIMENT FILM



## INSIGHT

With the uncertainty of the last few years within Egypt, there may well be a global perception that Egyptians are feeling pessimistic about the future.

## IDEA

Let's reflect the actual truth: Egyptians are still riding the positive wave of the latest revolution and the feeling that anything is possible. They are optimistic and looking forward to the future, whereas the feeling amongst non-Egyptians will be more bleak - "War is coming.", "Pollution is a serious problem", "Global warming will get worse". It will be a surprise to see how positive Egyptians are compared to the cynical negativity of others around the world. And this will help overturn any negative perceptions outsiders may have of Egypt.

## HOW WILL IT WORK?

How do you see the future in 2020? We will ask 20 global citizens how they see the future in 5 years time – in 2020. Both in their country, and in the world. We will ask 20 Egyptians the same question, film all the answers and mix them together in one video. It's our firm belief that Egyptians will reveal a more positive, confident outlook, next to their global brothers and sisters. The video content will reveal all.

## WHY IT WILL BE A SUCCESS

How do you see the future in 2020? You will have your own personal opinions and perceptions of this question and you will expect your view to be reflected in the videos. It will be surprising and thought provoking to discover that Egyptians are more positive than you, let alone others around the world. This will, in turn, force a re-appraisal of Egypt, the country and tourist destination.

SALES ACTIVATION  
**IDEAS (ON / OFFLINE)**

# THE DIVING TREASURE HUNT

## INSIGHT

There are many great diving spots in the world. Lots of them are exciting and on divers 'bucket lists'. Divers go where the great dives can be found.

## IDEA

We add extra excitement to Egypt's already well-regarded diving spots. We get a bit of buzz going around Egypt, amongst the diving community. How? Somewhere in one of the thousands of house reefs in the red sea, we've hidden a real gold treasure. Which one? We won't tell, but be sure that it's in Egypt.



## HOW WILL IT WORK?

We will hide 50 geo-caches under water to be searched for by divers. Just one of them will hold a gold treasure you can keep. In geo-caching, people looking for and finding the geo-cache claim their fame by publishing their find online for others to see. After that, they put the geo-cache back for the next geo-cache player to find. On our digital hub, a map can be found with instructions for the geo-cache hunters. The suspense will get grow and bigger if more geo-caches are found, and the treasure is still out there.

## WHY IT WILL BE A SUCCESS

We connect to the worldwide trend of geo-caching and enhance it by taking geo-caching underwater. <https://www.geocaching.com/play> We hone in on a very specific target audience: divers and geo-cache enthusiasts who can be reached online in a cost-effective way. Our diving treasure hunt will generate PR and divers will spread the word themselves.

# THE FESTINILE

## INSIGHT

In the past few years we have seen boats and cruise ships play an exciting part in parties and cruises for a relatively young Millennial holiday crowd. Yet, the Nile Cruises still seem to cater primarily to older visitors.

## IDEA

Why reserve the Nile cruise ships for old people only? Let's get the party crowd to Egypt. We will offer them a new experience - 'The Festinile', a modern day festival on and along the Nile, with daily stops at new locations and daily new events and parties.



## HOW WILL IT WORK?

Party-minded people get onto a Nile cruise ship that travels downstream. Every day The Festinile ship(s) will stop at one of many stages along the river. Egyptian and international acts will perform against the great background of the awe-inspiring river Nile and other Egyptian sights and landscapes.

## WHY IT WILL BE A SUCCESS

The Festinile-package is attractive and exciting enough to create the urgency to travel now. Our target audience will not want to miss out (FOMO!) on the great parties, the entertainment and the opportunity to mingle with an international crowd of people like them. The Festinile-package is very compelling to a singular, young demographic that can be targeted (online) and reached in a very cost-effective way. Their activation will facilitate the audience to spread the the word about The Festinile further and get others to join. It will be easy for local Tour Operators to understand the advantages of having a package for a singular demographic that are flexible about finances and need less time to decide to travel.

# SENSATION WHITE IN EGYPT'S WHITE DESERT



## INSIGHT

The music festival movement is picking up speed rapidly – 2014 has seen more festivals worldwide than ever before.

The world's leading dance event with up to 50.000 attendees per location is the Sensation White festival. An electronic music tour held at first class venues all over the world. We have the opportunity to bring this event series and its visitors to meet the wonders of Egypt.

## IDEA

We'll announce Egypt as host to one of the most exclusive music events in 2016/2017: Sensation White in the White Desert. Among the many previous locations (like Great Britain, Italy, Germany, South Africa and Australia) Egypt will stand out with the most spectacular scenery – the dunes and wonders of the Farafra desert.

## HOW WILL IT WORK?

Step one is to include Egypt on the roadmap for the 2016/17 Sensation event series. Here we'll leverage the expertise of the Tarek Nour Group, the best and most respected company for event marketing in the Arab world.

Step two is to provide customized festival offers and packages that will trigger the immediate want to participate among music fans all around the globe.

## WHY IT WILL BE A SUCCESS

A dance event among the dunes of a desert is an undeniably unique experience. Knowing that the number of participants is limited will result in urgent bookings and create a natural rush for tickets. Promotion for customized festival packages can easily and efficiently be targeted towards to the right crowd – also leveraging a few exclusive tour operators.

The event itself will generate rich photo and video content online that can flow into the website as curated content and enrich social channels.