



TCCA

THE COLLECTIVE
C R E A T I V E A G E N C Y

A Foundry for

The Collective is a creative space and machine where raw ideas are transformed into impactful narratives. It suggests a passionate team of skilled storytellers who are dedicated to crafting meaningful stories that connect with audiences and drive results.

Stories that are more than just words.

Narratives

Uncommon + Agency

When combined, these two words create a powerful statement. It's not just about being different; it's about using that difference to achieve impactful results for their clients. They are agents of change, using their uncommon thinking to build brands, tell stories, and shape the future of their clients' businesses.

In essence, The Collective conveys a bold brand that promises:

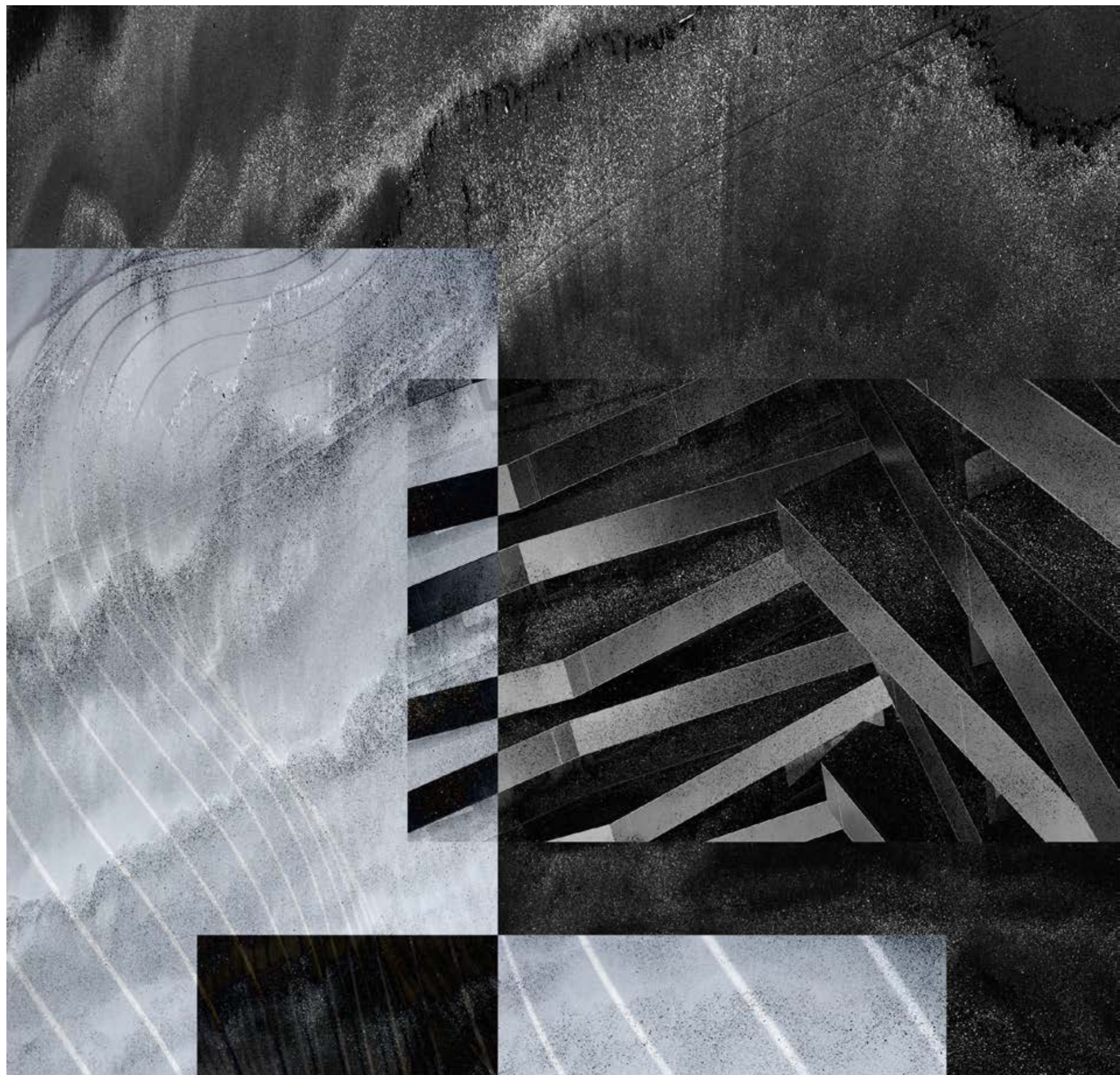
- › **Fresh perspectives and disruptive ideas**
- › **High-quality solutions and impactful results**
- › **Collaborative partnerships and shared success**
- › **Standing out from the crowd and leaving a lasting mark**

At the heart of

THE COLLECTIVE

We empower creativity.

Our *SERVICES*



WE BUILD *BRANDS*

- + Brand Audit
- + Brand Strategy
- + Brand Design & Development
- + Market Research

WE MAKE BRANDS *LOOK GOOD*

- + Visual Language & Direction
- + Multimedia Design
- + 3d & Motion Design
- + VFX & Color Grading
- + Presentation Decks

WE MANAGE *SOCIALS*

- + Social Strategy + Persona
- + Content Strategy
- + Community Management
- + Distribution + Scheduling
- + Copywriting

WE ACTIVATE *BRANDS*

- + Activation Strategy
- + Conceptualisation
- + Events

WE PRODUCE *CONTENT*

- + Photography
- + Video Production
- + Reels
- + Podcasts

WE HELP YOU *MARKET*

- + Social Ad Marketing
- + PPC Campaign Management
- + ATL & BTL Marketing
- + Media Buying



The CREW

ALI ABDULHUSAIN
GENERAL MANAGER

SALEHA ALWAZZAN
OPERATIONS MANAGER

ABDULLAH ALDAAYSI
ASST. MARKETING MANAGER

EARDLEY TERRENCE
MOGRAPHER + EDITOR

THYBA KHAN
*MARKETING + CLIENT
RELATIONSHIP MANAGER*

NIDHIN MC
ART DIRECTOR

AYAH AMAN
PRODUCER + PHOTOGRAPHER

ELIAS MADAN
DIRECTOR OF PHOTOGRAPHY

MUHAMMED MISHAAL
CREATIVE LEAD

AHMAD TAREQ
SENIOR ANIMATOR + EDITOR



CORPORATE

- + Mumtalakat
- + Bahrain International Circuit
- + KPMG Fakhro
- + Bahrain Precast Concrete
- + Kalaam Telecom
- + Al Dana Amphitheatre
- + Tenmou
- + Bapco Energies
- + Euro Motors
- + Seef Properties

Meet Our *CLIENTS*

LIFESTYLE + ART

- + Al Riwaq Artspace
- + Lumineux Interiors
- + Yabeela!
- + Kenz Furnishing
- + The Wellness Studio
- + Bahrain Jewellery Centre
- + Seef Entertainment
- + Magic Island
- + Aisha Jewels

FOOD & BEVERAGE + HOSPITALITY

- + Talabat
- + Palm Yard Hotel
- + The Orangery
- + Four Seasons Bahrain
- + Bagatelle
- + Blaze Burgers
- + Circa Lounge
- + Masso Restaurant
- + Royal Saray Resort & Spa
- + Scalini
- + Akaya Bistro

OTHER

- + Festival City
- + Outlaw Productions
- + The Collective Hub
- + St. Christopher School

+ more



OUR *WORK*



MUMTALAKAT



We developed a comprehensive visual strategy that celebrated the diverse experiences of Mumtalakat. We crafted high-impact commercials that resonated with Mumtalakat's personality and inspiring connection.

Additionally, professional team photos and management portraits conveyed professionalism and trustworthiness, further solidifying Mumtalakat's brand image.

We deliver high-quality visual solutions that not only capture moments but also achieve specific marketing objectives.

Creating *IMPACT*



ONE FRAME
at a Time



NARRATIVES



TALABAT

This project showcases our expertise in delivering comprehensive content solutions for major brands. We excel at crafting culturally relevant content that resonates with local audiences and drives significant engagement.

Our eye-catching motion graphics and VFX posts stood out, while design posts communicated deals and promotions with clarity. We developed a data-driven content strategy that targeted a diverse audience with fresh, localized content.



TALABAT

OOH CAMPAIGNS





Watch Now



Watch Now

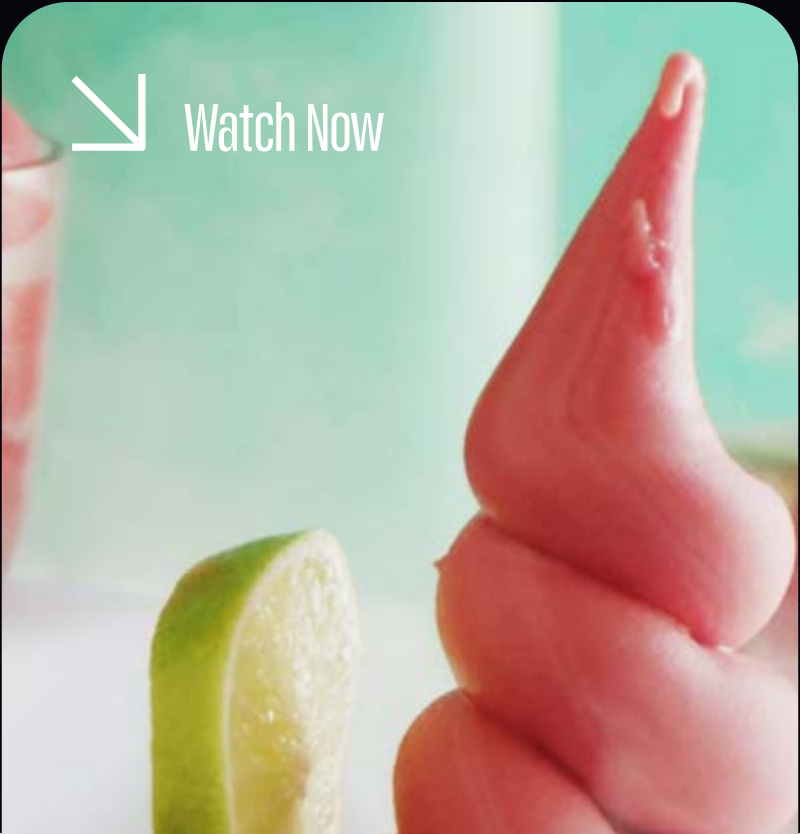
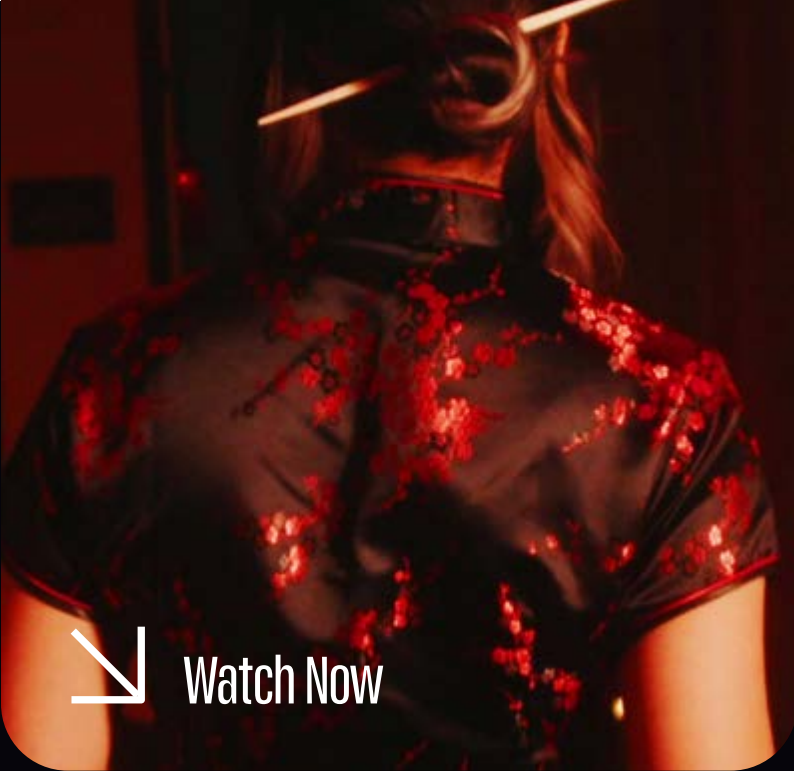


Watch Now



Watch Now

3D MIXED REALITY VIDEOS



Branding & *DESIGN*

SWAY SUITES

Scope of Work

Brand Identity Design

Sway Suites, located at the heart of Juffair is an up and coming residential suites / serviced apartments. These spacious and stylish suites offer the best of both worlds: the convenience of hotel and privacy of home.

Selling Proposition

Sway Suites is a modern and elegant hotel that offers spacious rooms, excellent amenities, and friendly service. The location and services is the main value proposition of Sway. With an amazing view overlooking the sea-side, Sway focuses on providing a relaxing staycation spot, at the same time cater to business travelers.

The Identity

A minimal typeface with a unique 'S' complemented by a well balanced logomark based on a monogram derived from the letter 'S'. Though resembling a flower, the symbol/logomark is a representation of approach/success in all verticals. The semi-circular shapes add height in-turn making the logo appear taller and leaner to balance the thinner typemark at the bottom. The logomark and typeface is designed to reflect calmness, relaxation and comfort.

Industry

Hospitality



BLUE MONK STUDIO

Scope of Work

Brand Design
Marketing Content

Industry

Media & Design

Blue Monk is a modern, urban and a fun VFX and animation studio based in the Kingdom of Bahrain.

Selling Proposition

Blue Monk focuses on creating snappier, short and engaging reel content for advertising purposes. The strength of Blue Monk lies in faster turn-around-times for VFX and animation demands.

The Identity

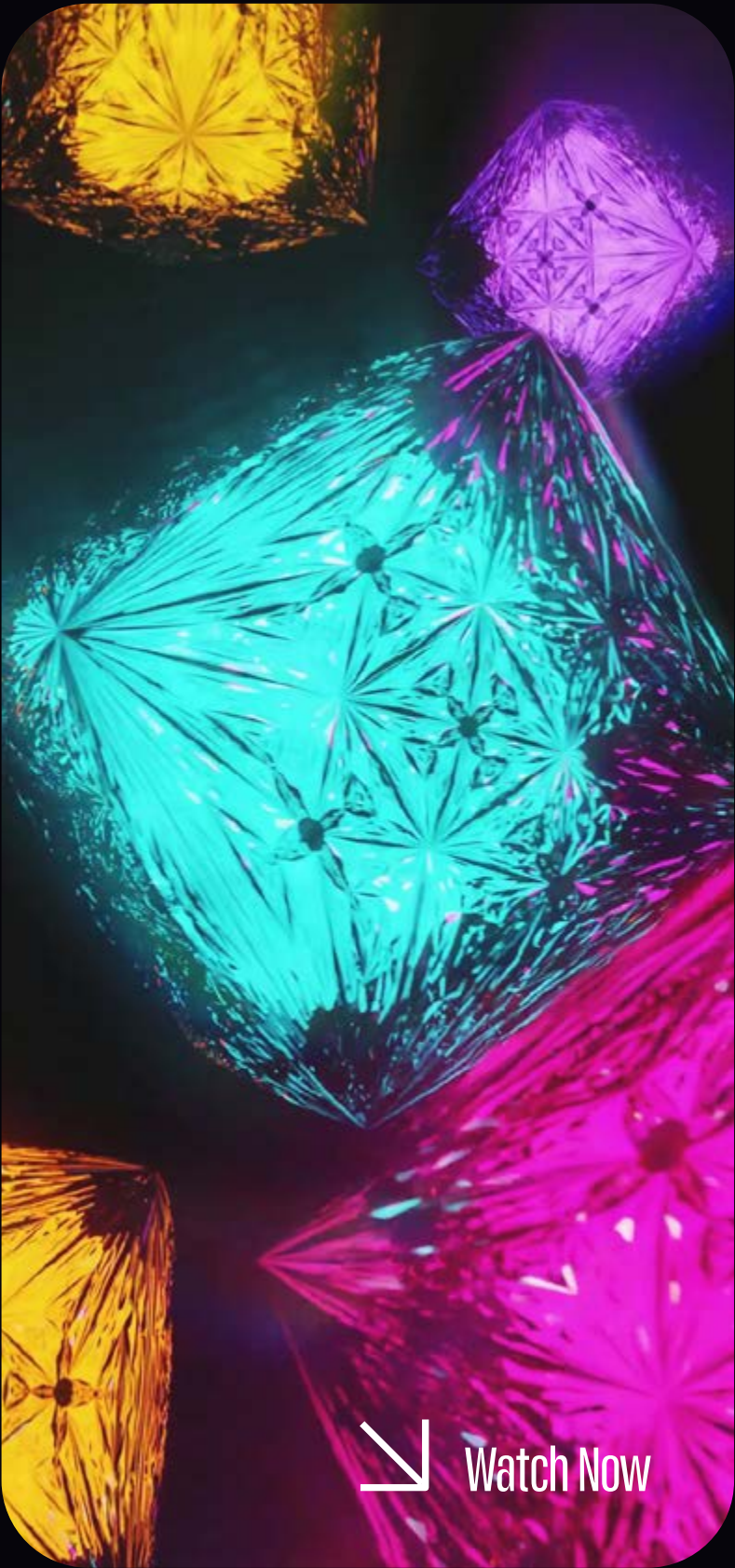
Blue Monk’s design philosophy in its brand vertical relies mostly on its simplicity of communication whilst retaining the fun elements associated in representing a young and energetic crowd.

A unique ‘O’, which in essence translates into a ‘monk’ that rests between the two syllables of Monk, defines the logomark. The secondary focus lies on the quirky ‘M’ with a smoothly stretched stem further adds onto the fun nature of the brand.

BLUE MONK™



Watch Now



Watch Now



Watch Now

CUSP & CO.

Scope of Work

Brand Design
Marketing Content

Industry

Media & Design

Cusp & Co. is one of decadence, refinement, and a relentless pursuit of perfection – a bespoke brand transformation agency, an embodiment of luxury and sophistication.

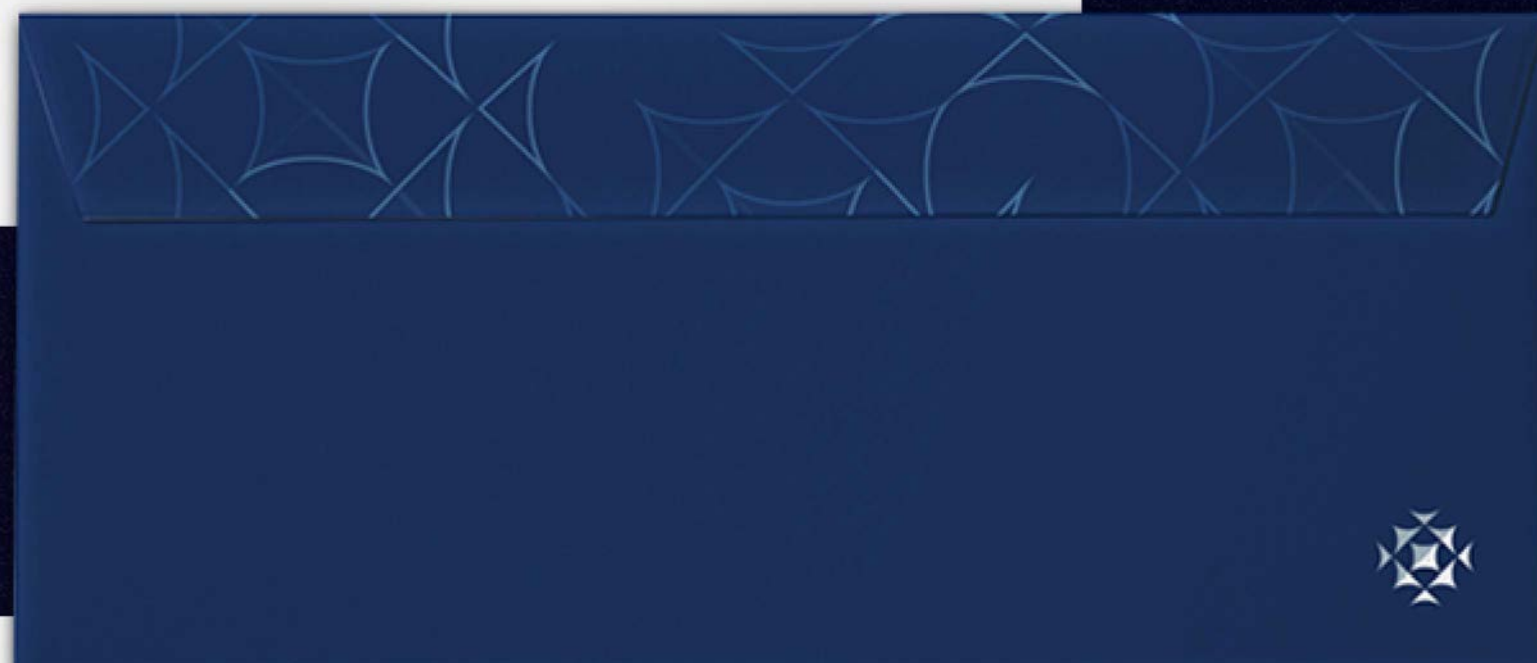
Selling Proposition

Cusp & Co. crafts bespoke design experiences, meticulously tailored to translate the client’s vision into a captivating reality.

The Identity

Cusp has an edgy, futuristic and vibrant design approach to the branding devices. It is designed to reflect abstraction and sophistication. The logomark in itself stands out due to it’s simplicity, when laid out against a smooth and well defined elements.

C U
S P



TARGET INSURANCE & REINSURANCE

Scope of Work

Brand Strategy
Brand Identity Design

Industry

Financial Services

Target Insurance Brokerage offers comprehensive coverage for life, health, property, and liability risks, as well as re-insurance services to protect against catastrophic losses.

Selling Proposition

Target is more than just an insurance provider; it is a lifestyle partner that ensures peace of mind and security for its clients.

The Identity

The sharpness of the logomark emphasizes dexterity, diligence and clarity of services offered. The composition offers balance with arrows pointing inwards and outwards, emphasizing the dual nature of growth and perspective.

DUNE LOUNGE

Scope of Work

Brand Identity Design

Industry

Hospitality

Dune is an all-day open lounge that offers a fun and relaxing ambiance for its guests. Whether you want to enjoy a coffee break, a casual lunch, a cocktail hour, or a late-night snack, Dune has something for everyone.

Selling Proposition

An all-day open lounge, positioned in a prominent Hotel, located in the heart of the city. The entertainment has a unique offering highlighting local artists, weekly or bi-monthly.

The Identity

Dune’s logomark is reflective of marks written in sand dunes. The color is a representation of the orange dunes, against the midnight sky. The darks of the blue accentuates the brightness of the earthy orange. An addition of a vibrant pattern, offers a stark contrast to the otherwise complacent and quiet brand.



MISE EN PLACE

Scope of Work

Brand Identity Design

Industry

Fashion / Lifestyle

Mise En Place is a future-forward brand that will change ready-to-wear clothing industry. Mise En Place offers made to last pieces in a permanent collection.

Selling Proposition

Mise En Place is a brand focused on delivering meaningful essentials, with a focus on simplicity, signature colors, high quality fabric and made-to-last permanent collection in all sizes.

The Identity

Mise En Place s an elevated and mildly artistic approach, neutral in nature dominated by grey undertones. Relatable to both Gen-Z and Millenials who are currently the largest consumers of fast fashion / casual fashion.

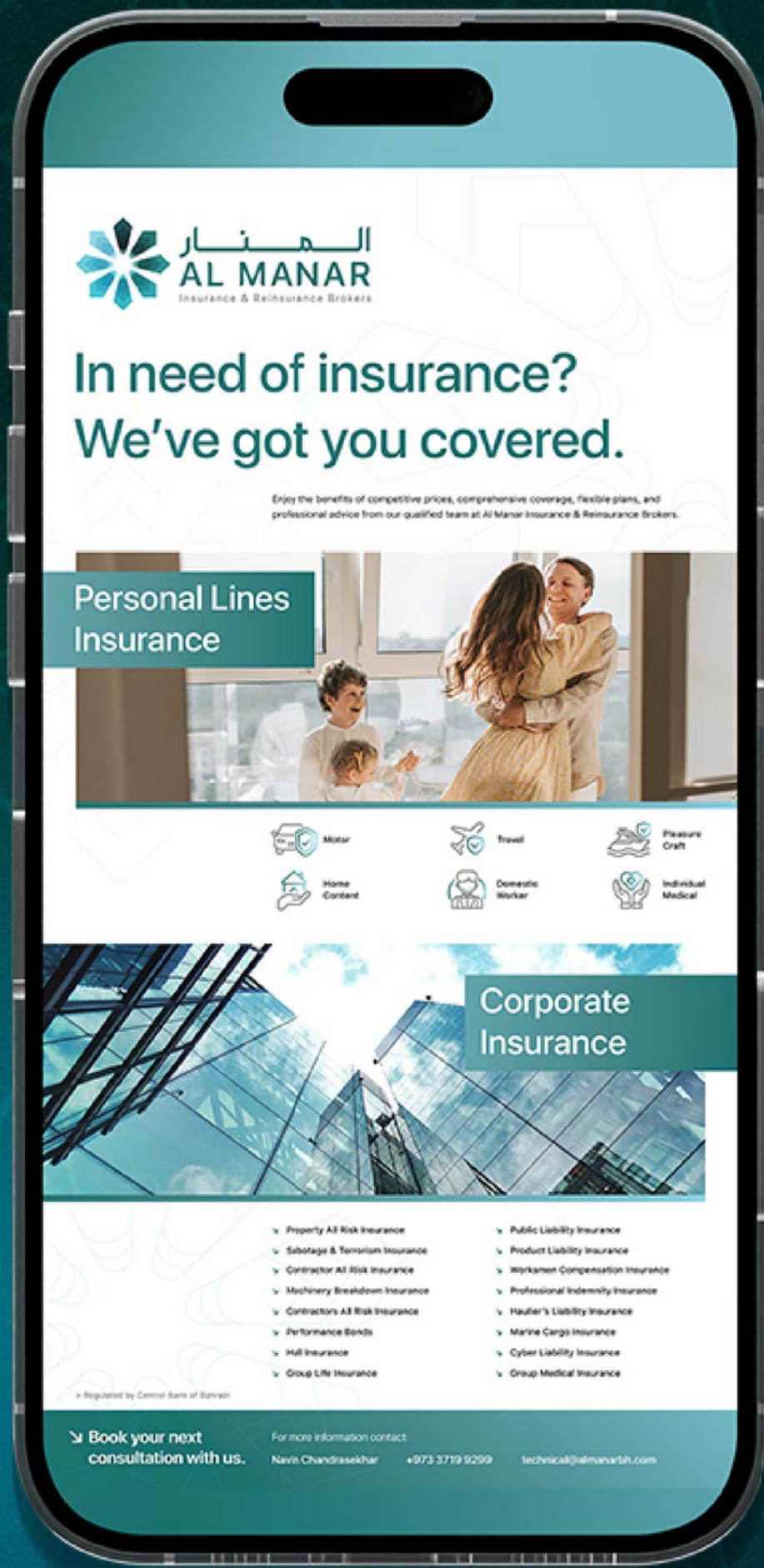
The logomark is designed with a hint of quirkiness, unique in it's form. The applications / touchpoints are designed to accommodate the idea of affordable premium product.

MISE EN PLACE



This garment is designed to last and made with love. Take good care of it.
Wash cold. Wash (and dry) inside out. Do not tumble dry. Iron on reverse.

Meaningful Essentials
miseenplace.com



AL MANAR INSURANCE & REINSURANCE

Scope of Work

Brand Strategy
Brand Identity Design

Industry

Financial Services

Al Manar is more than just a brokerage; it is a mentor, an educator, and a market leader. Al Manar's team of professionals have extensive knowledge and experience in the insurance and reinsurance industry. They help their clients understand their risks, evaluate their options, and negotiate the best terms.

Selling Proposition

Al Manar employs their entire work force in cultivating trust, delivering promises and constantly tries to alleviate the gap between the customer and Insurance service providers whilst ensuring transparency through all their communication channels.

The Identity

Al Manar's brand personality is elegant, minimal, and strong. Al Manar's logo is a representation of a lighthouse with light emanating out of the chamber that symbolizes its role as a trusted mentor or guidance in the complex world of insurance and reinsurance.

MERVYN JAMES CLOTHING

Scope of Work

Brand Strategy
Brand Identity Design
Marketing Strategy

Industry

Fashion / Lifestyle

Mervyn James is a gender-fluid clothing brand that challenges industry norms whilst focusing on curating and designing great fitting-clothes that are fashionable, trendy and makes you feel comfortable and confident in your own skin.

Selling Proposition

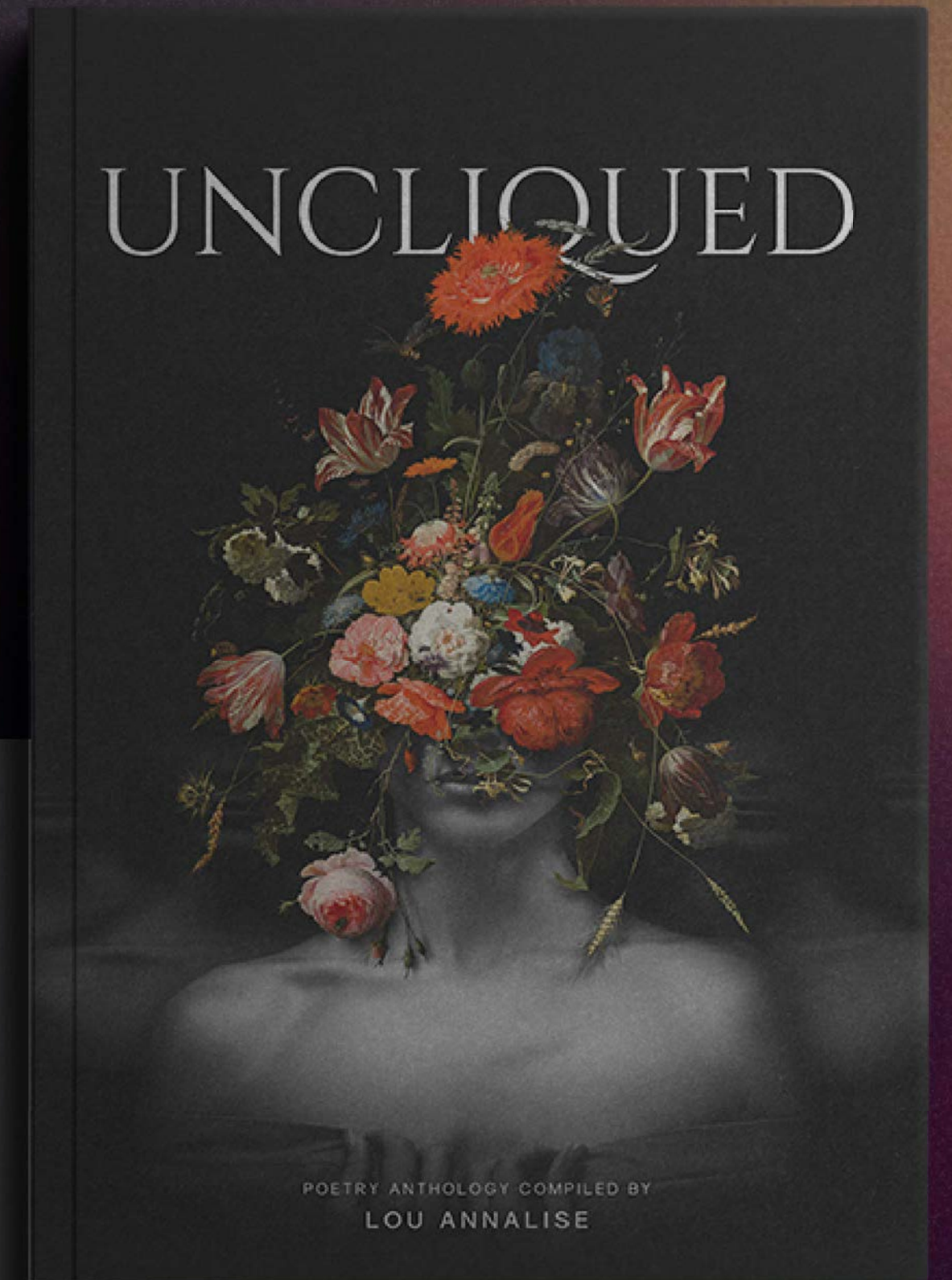
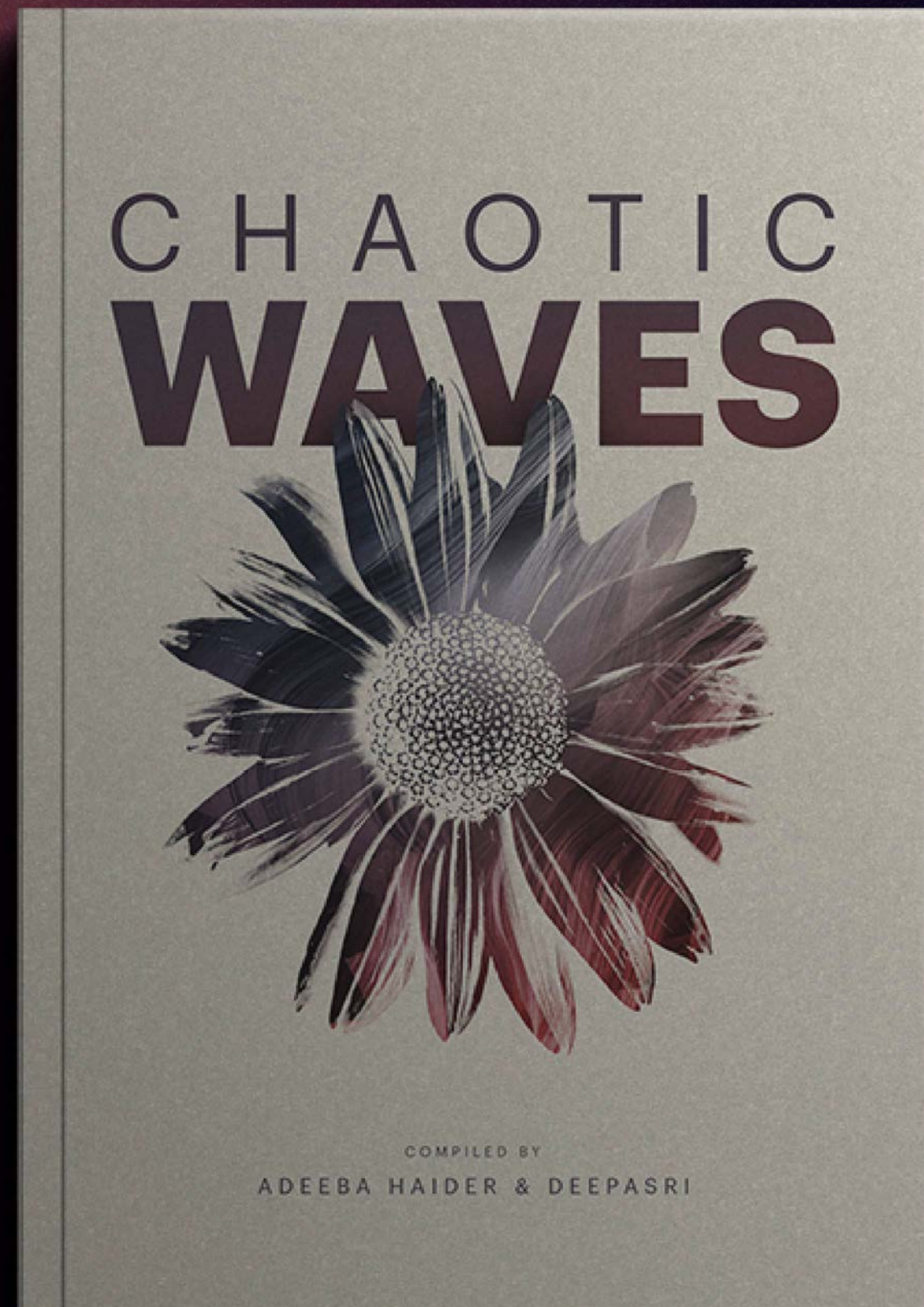
Mostly unique in ideology with very few competitors worldwide, Mervyn James will be an easily recognisable brand with a simple vision and a great philosophy.

The Identity

Mervyn James as a brand serves as a medium to explore, engage and innovate different modes of freedom and expression. Blending in 'Rebel' and 'Creator' personalities, Mervyn James as a brand is a representation of bold and beautiful. A classy typemark with hints of quirky typography, when combined with offbeat visuals affirms the idiosyncratic nature of the brand.



BOOK



COVERS



ILLUSTRATIONS



PACKAGING



Logo FOLIO



LET'S CONNECT

At The Collective, we believe in making history with every project that we work on and we truly believe in building relationships.

Start your journey with us today.

THE COLLECTIVE

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