

BE BOLD. BE REAL. BE UNFORGETTABLE.

TECA

BE UNFORGETTABLE.



FOUNDRY FOR NARRATIVES

The Collective Creative Agency is a creative collective that transforms bold ideas into unforgettable brand stories. Founded in Bahrain and expanding globally, we specialize in crafting culturally rich, visually compelling narratives that connect with real people.

We believe in the power of design, storytelling, and strategy to shape how brands show up in the world. Whether we're creating high-impact campaigns, building brands from the ground up, or producing content that cuts through the noise—everything we do is rooted in creativity, collaboration, and authenticity.

We're not just here to make things look good—we're here to make things matter.

OUR PURPOSE

Forge bold ideas and stories that cut through noise, push boundaries, and make brands unforgettable.



Our team operates with a shared set of values that guide everything we do:

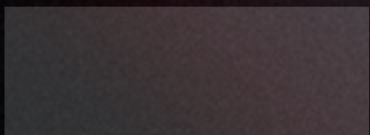
*AUTHENTICITY
AT ITS CORE*

*CREATIVITY
UNLEASHED*

*COLLABORATION
WITHOUT EGO*

*DRIVEN BY
SOLUTIONS*

*RELENTLESS
GROWTH*



THE TCCA

DIFFERENCE

*PARTNERS,
NOT PROVIDERS*

*CULTURE-DRIVEN
CREATIVITY*

*COMMITMENT TO
GROWTH*

*ABOVE &
BEYOND*

*STREAMLINED PROJECT
MANAGEMENT*

YES, WE DO CRAFT THE UNCOMMON

BRAND IDENTITY + STRATEGY

*BRAND AUDITS & STRATEGY / STRATEGIC POSITIONING /
VISUAL IDENTITY SYSTEMS / COMPREHENSIVE BRAND GUIDELINES*

CAMPAIGNS & STORYTELLING

*INTEGRATED CAMPAIGN DEVELOPMENT / COPYWRITING & MESSAGING /
ART DIRECTION & CONCEPTUALISATION / MULTI-CHANNEL EXECUTION*

YES, WE DO CRAFT THE UNCOMMON

SOCIAL MEDIA + CONTENT CREATION

*SOCIAL STRATEGY + PLANNING / COMMUNITY ENGAGEMENT /
CONTENT CREATION - STATIC + MOTION / PODCAST PRODUCTION / ANALYTICS + OPTIMIZATION*

DESIGN + VFX + POST-PRODUCTION

*PACKAGING + EDITORIAL DESIGNS / PRINT + DIGITAL COLLATERALS /
EVENT + ENVIRONMENTAL GRAPHICS / COLOR GRADING + COMPOSITING / VFX + 3D DESIGN /
MOTION GRAPHICS + ANIMATION / SOUND DESIGN*

LEADERSHIP

ALI ABDULHUSAIN

FOUNDER + CEO

ELIAS MADAN

CO-FOUNDER + DIRECTOR OF
PHOTOGRAPHY

AHMED HAZEEM

CO-FOUNDER + PEOPLE & CULTURE
DIRECTOR

SALEHA ALWAZZAN

OPERATIONS MANAGER

THAIYBA KHAN

MARKETING &
CLIENT-RELATIONSHIP MANAGER

NIDHIN M.C.

ART DIRECTOR +
CREATIVE MANAGER

CREATIVE + PRODUCTION

MUHAMMAD MISHAL

CREATIVE LEAD + VFX SUPERVISOR

AHMED TAREQ

SENIOR ANIMATOR

CRISTINE LUCILLO

SET DESIGN & PRODUCTION ASSISTANT

AYAH AMAN

PRODUCER + PHOTOGRAPHER

MOHAMMED ALAMMADI

VIDEOGRAPHER + EDITOR

ABRAHAM MATHEW

SENIOR GRAPHIC DESIGNER

EARDLEY TERRENCE

POST-PRODUCTION SPECIALIST

MARKETING + CONTENT








ABDULLAH ALDAAYSI






ASSISTANT MARKETING MANAGER






THE WORK




“Our work is where imagination meets intention—crafted to move, provoke and endure.”

OUR PROUD PATRONS









+ MORE

RAMADAN MUST-HAVES WITH TALABAT

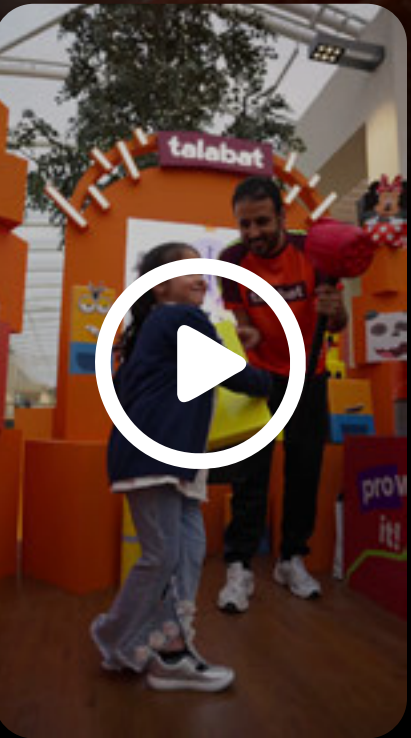
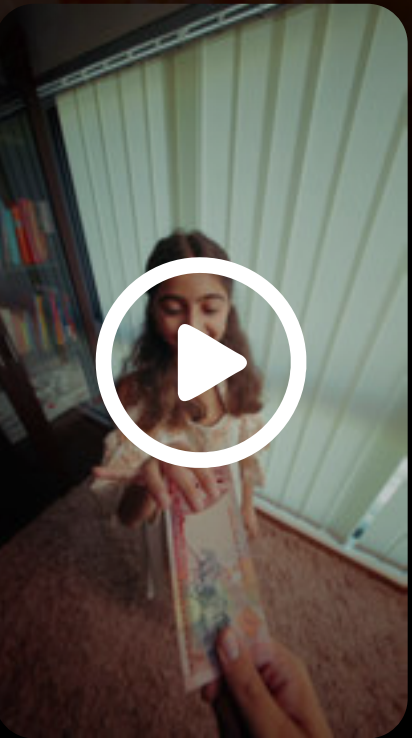
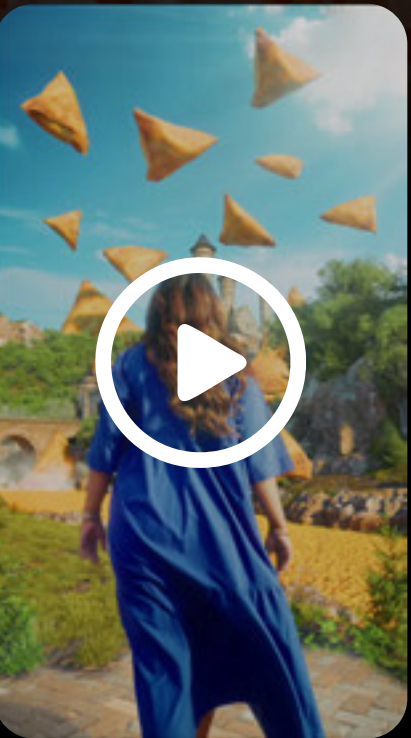
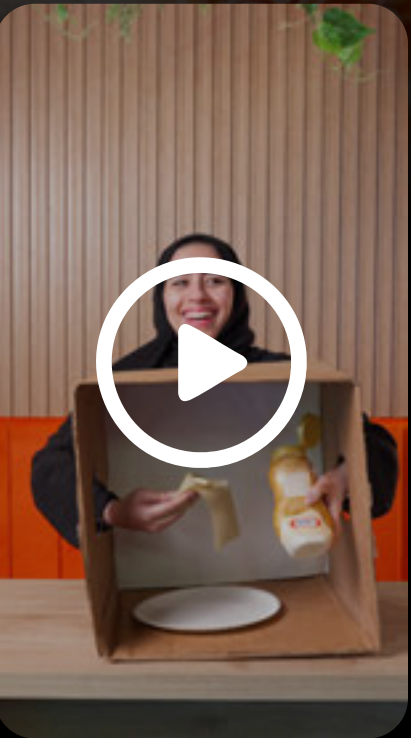
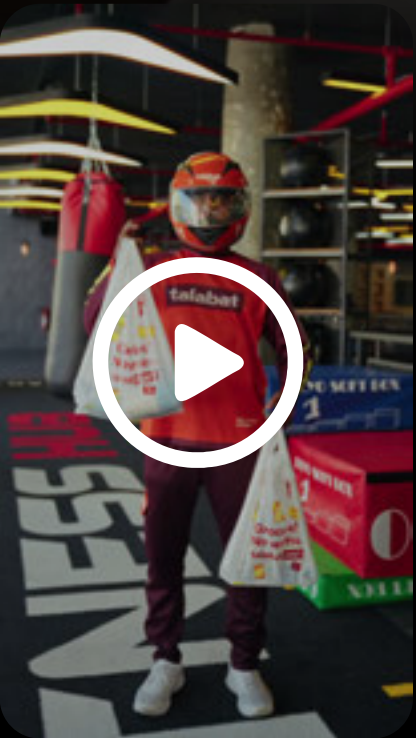
OVERVIEW Ramadan is more than a season. For Talabat, we knew the win wasn't just in offers or food—it was in timing, tone, and cultural truth.

“Ramadan Starts with Talabat” was built on a sharp insight: in Bahrain, everything bends around Ramadan’s rhythm—and Talabat is always first to adapt. From suhoor fails to Eid prep panic, we crafted a bold, multi-platform campaign rooted in local humor and daily reality. The result? A breakthrough Ramadan moment that didn't just ride the season—it owned the conversation.

 WATCH THE MAIN VIDEO

BREAKDOWN We followed how real people live Ramadan. From pre-Ramadan prep lists to last-minute Eid panic, we mapped content to each phase of behavior.

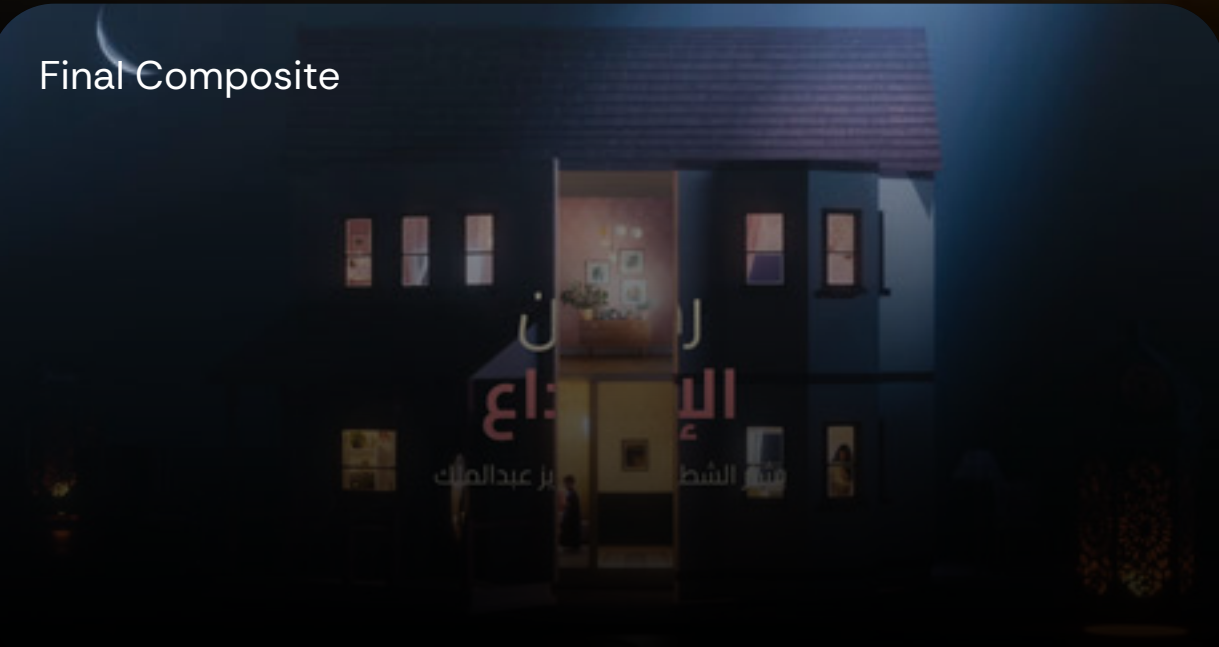
The campaign unfolded in beats: stocking up, suhoor rituals, iftar tables, and finally Eid mode. Every touchpoint—TV spots, fast-paced reels, scroll-stopping OOH, and digital branding—was shaped by what Bahrainis were feeling that week.



AISHA JEWELS RAMADAN SPECIAL

THE INSIGHT In moments of preparation, love shines the brightest. This heartfelt Ramadan film captures the unseen joy of family togetherness through a whimsical dollhouse lens—where every detail, every gift, and every laugh reflects the warmth of home. A tribute to gratitude, led by a father’s devotion and crowned with a jewel that speaks louder than words.

 WATCH THE MAIN VIDEO



PRODUCTION NOTES Tackling this project within a one-week turnaround was a challenge in both speed and precision. The dollhouse sequence required extensive CGI, VFX for floral elements weaving through characters, and chroma key with plate development for the window scenes. Capturing realistic perspective in the dollhouse shots demanded meticulous previsualization and production planning, ensuring visual coherence across every frame.



REDBULL WATERMELON X TALABAT

For Red Bull's bold new watermelon flavor launch on Talabat, we tapped into the brand's adventurous spirit and the high-energy vibe of summer. Through stylized 3D visuals, we created a punchy, cinematic reveal that blended flavor, thrill, and the season's energy in one striking moment.

MOTION GRAPHICS





Radio Bahrain

96.5 We Play The Hits

VIDEO PORTFOLIO



MUMTALAKAT BAHRAINI WOMEN'S DAY 2024

To celebrate Bahraini Women's Day, we created a dynamic video for Mumtalakat spotlighting the women powering its portfolio companies.

A modern, uplifting tribute to the real faces behind progress.

VIDEO PORTFOLIO

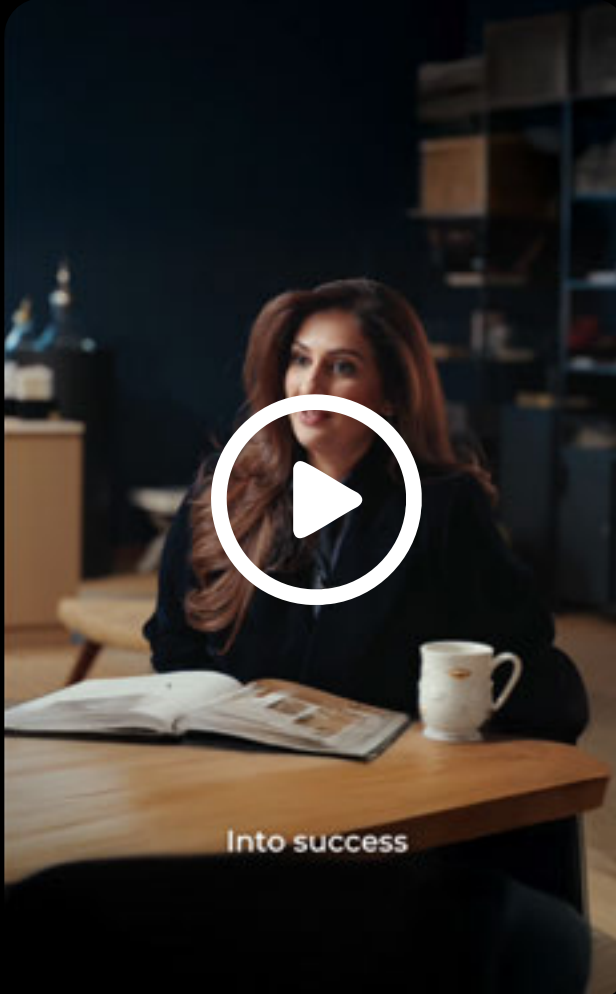


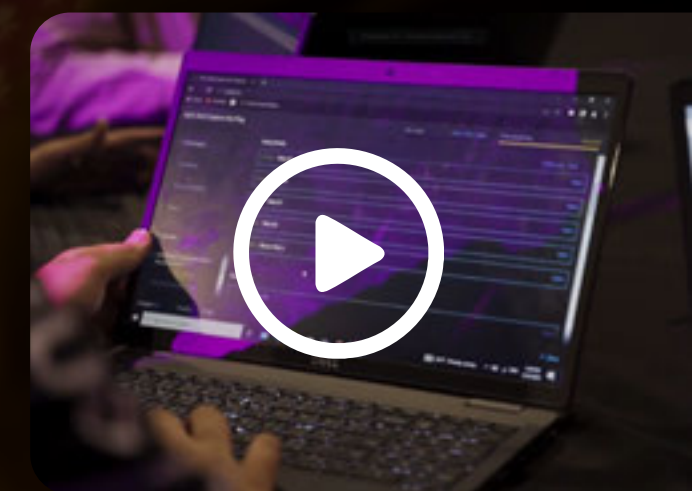
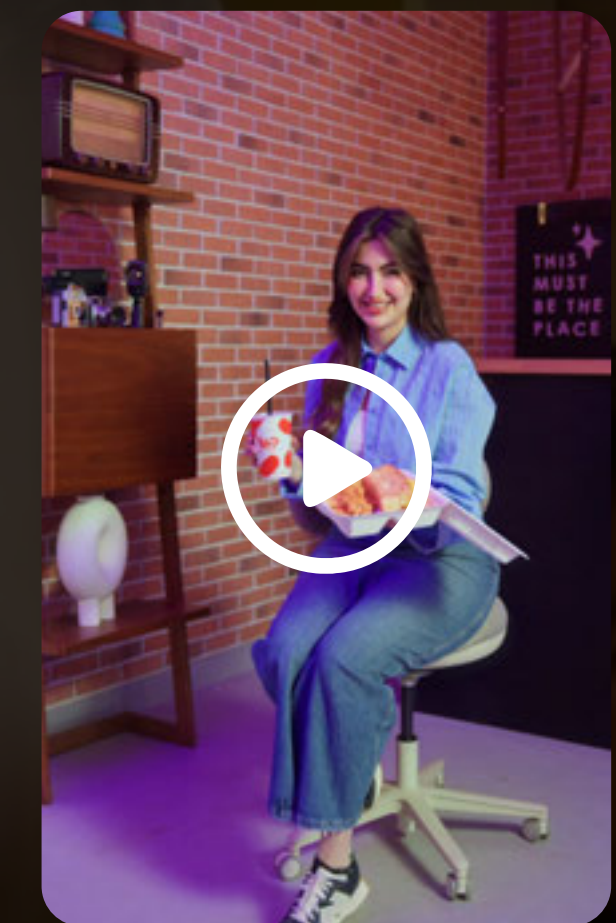
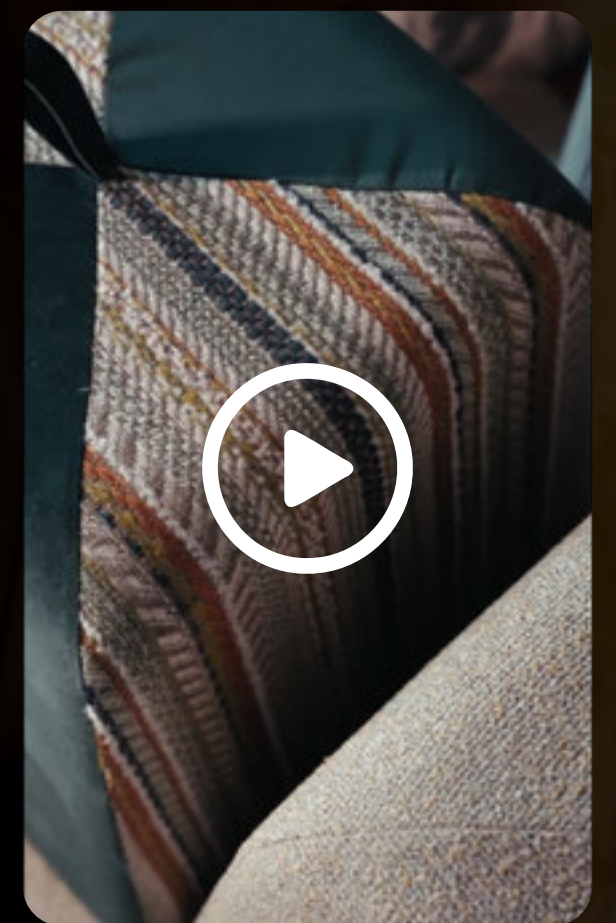
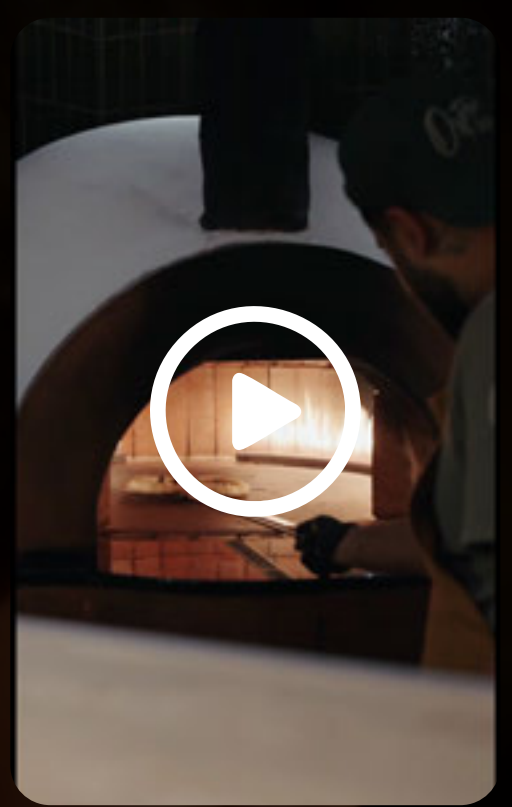
From brand stories to cultural moments, event coverages to artist journeys — our video work spans genres, industries, and emotions. our goal is always the same: translate vision into visuals that connect, inspire, and leave a lasting impression.



VIDEO PORTFOLIO

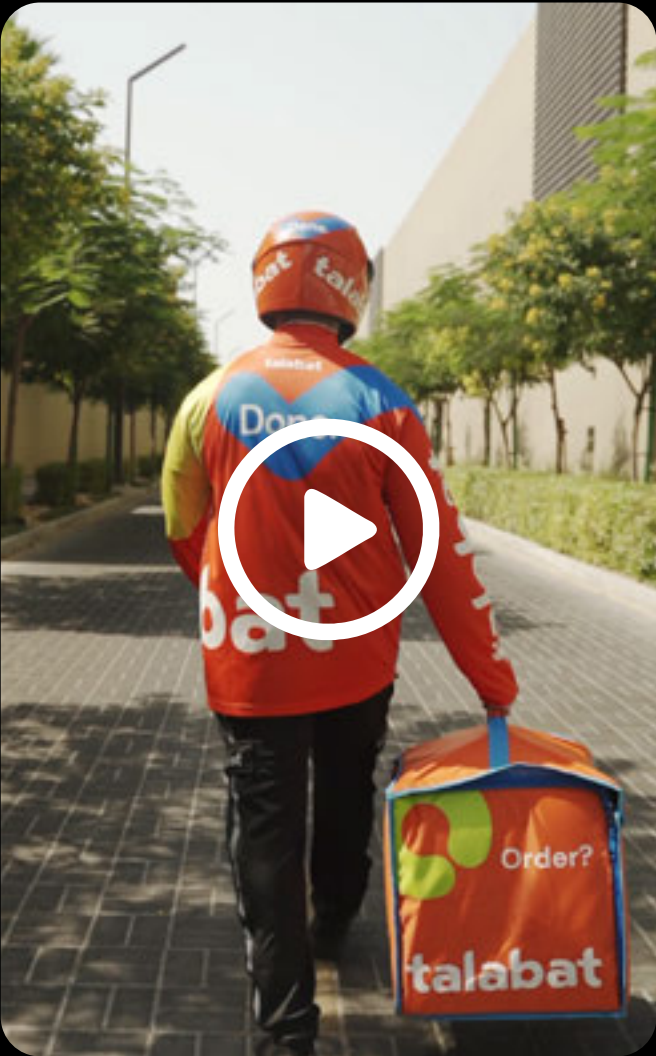
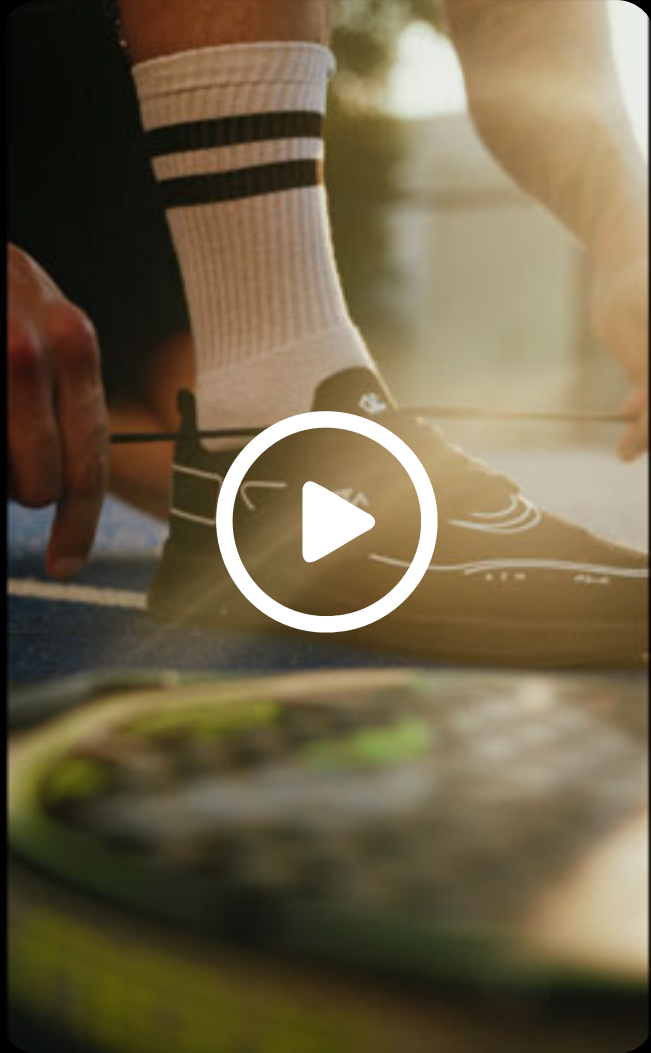
VIDEO PORTFOLIO



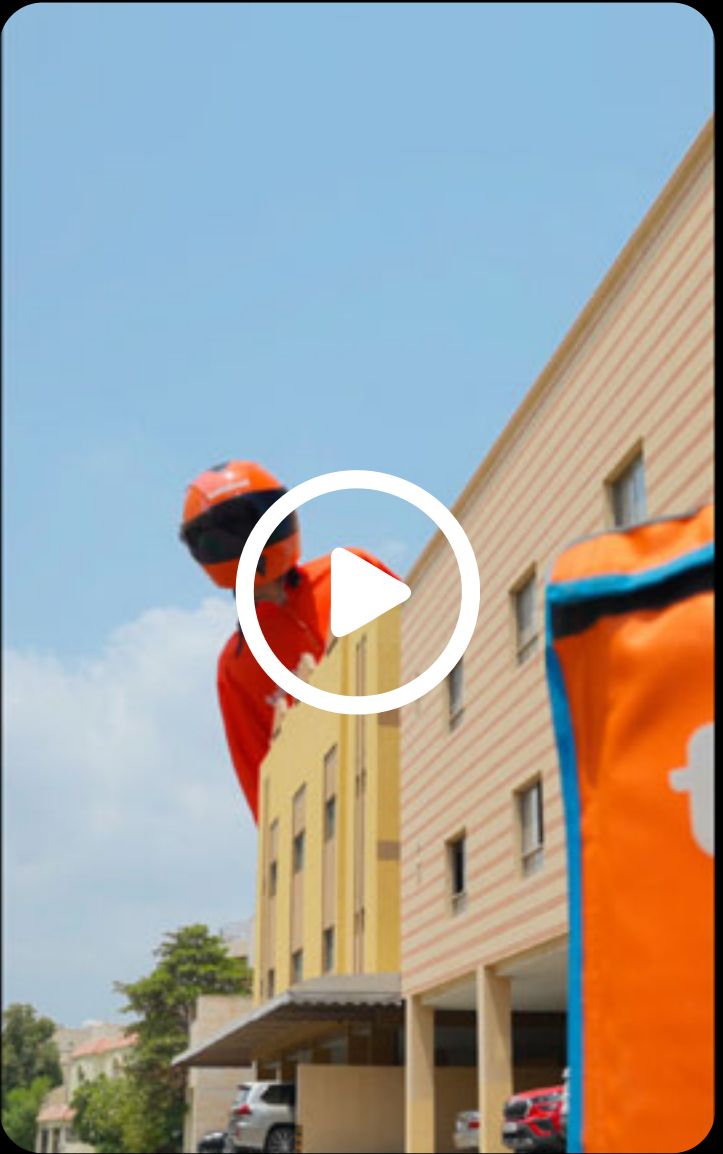
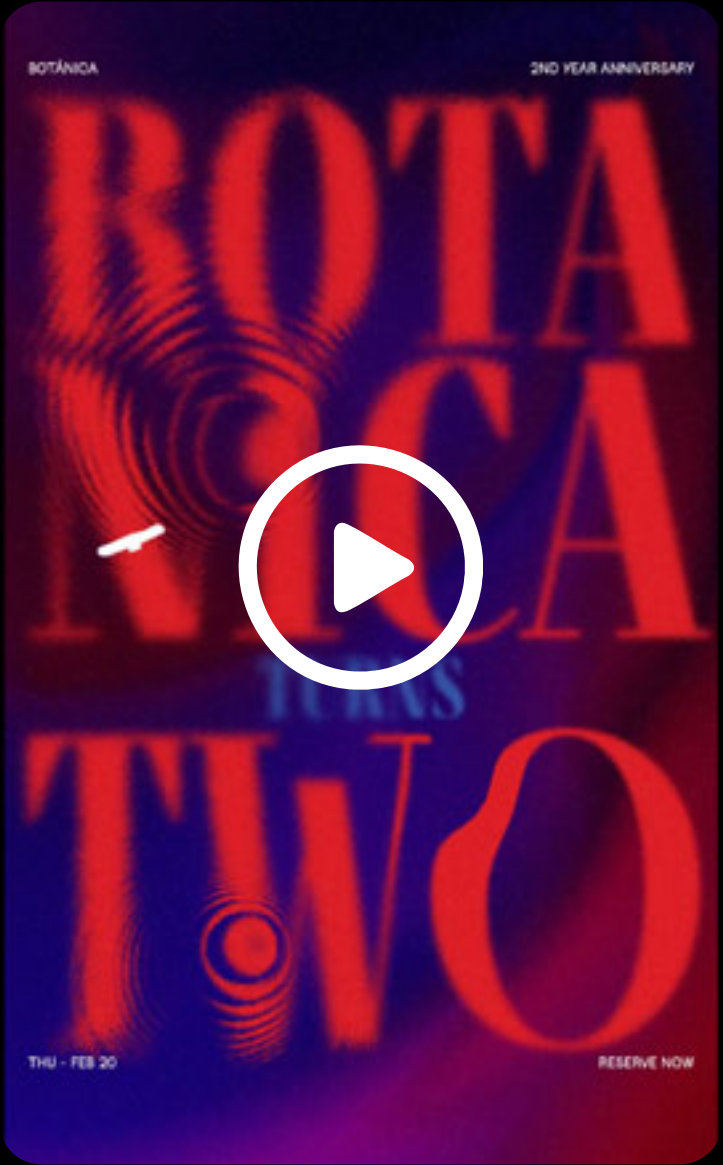
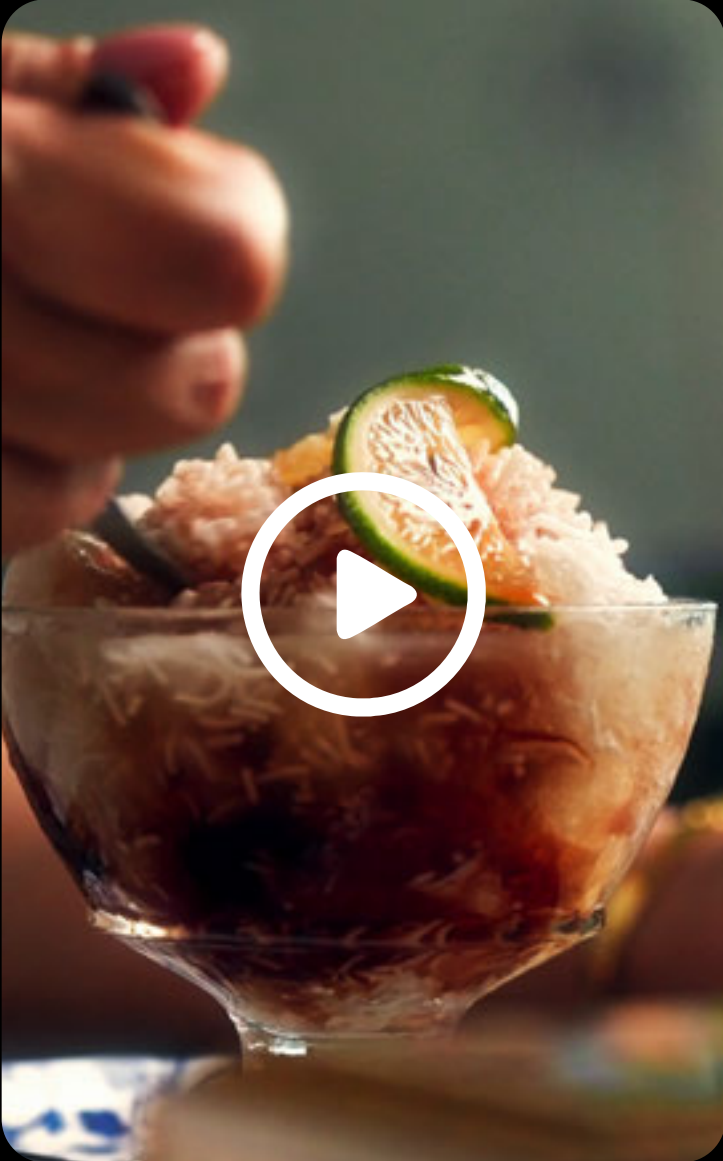


VIDEO PORTFOLIO

VIDEO PORTFOLIO



VIDEO PORTFOLIO





VIDEO PORTFOLIO



*AISHA JEWELS
NEW COLLECTION LAUNCH 2024*

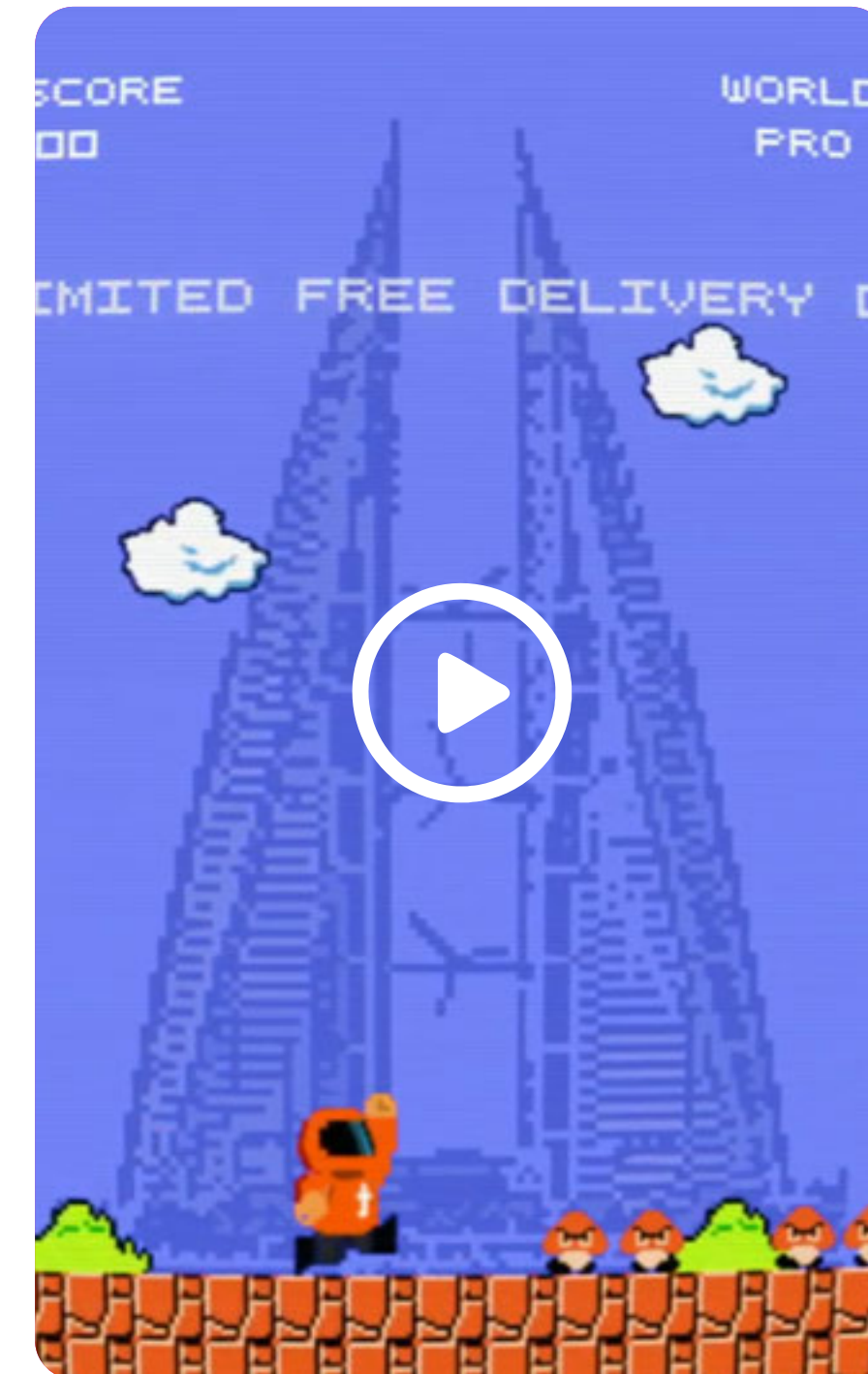
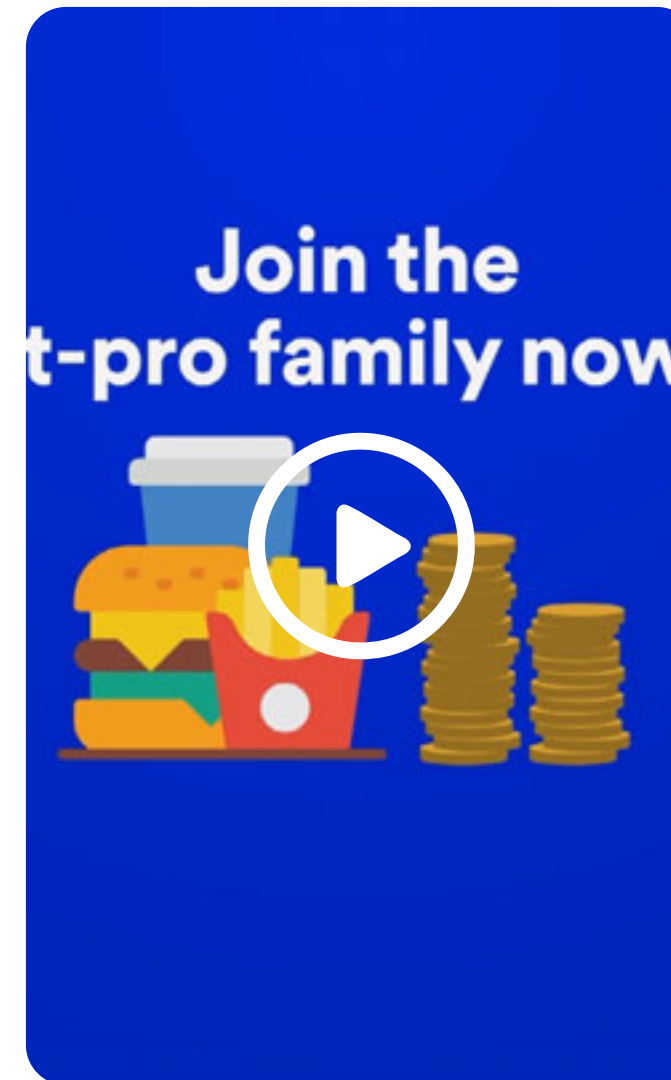
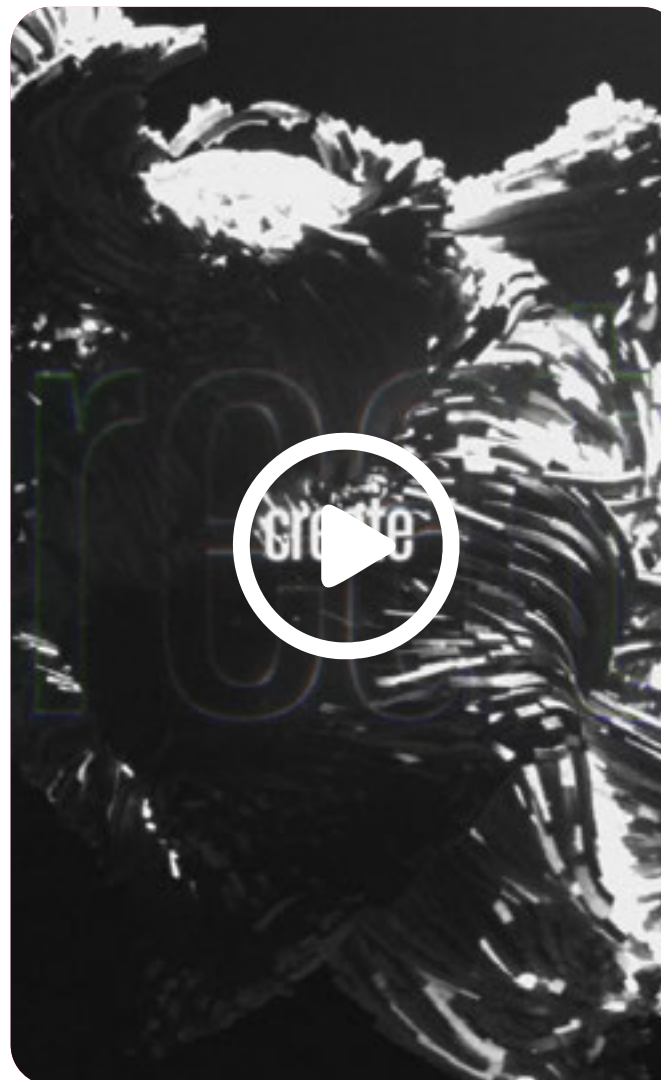
Timeless beauty lies in how we honor the past while embracing the future. By mirroring two eras through a split-screen narrative, this film celebrates Aisha Jewels’ evolution—blending heritage and modernity.

It’s a visual love letter to tradition and transformation, capturing generational elegance through parallel moments that shine with nostalgia, optimism, and forward-thinking style.

MOTION GRAPHICS

Our motion graphics work is all about rhythm, clarity, and intention.

From campaign intros to platform-native content, each piece is designed to move — not just visually, but conceptually.



MIXED REALITY & 3D

From larger-than-life grocery drops to city-stopping reveals, our 3D and VFX work turns everyday moments into cinematic play.

We use scale, surprise, and a little mischief to make campaigns feel immersive.

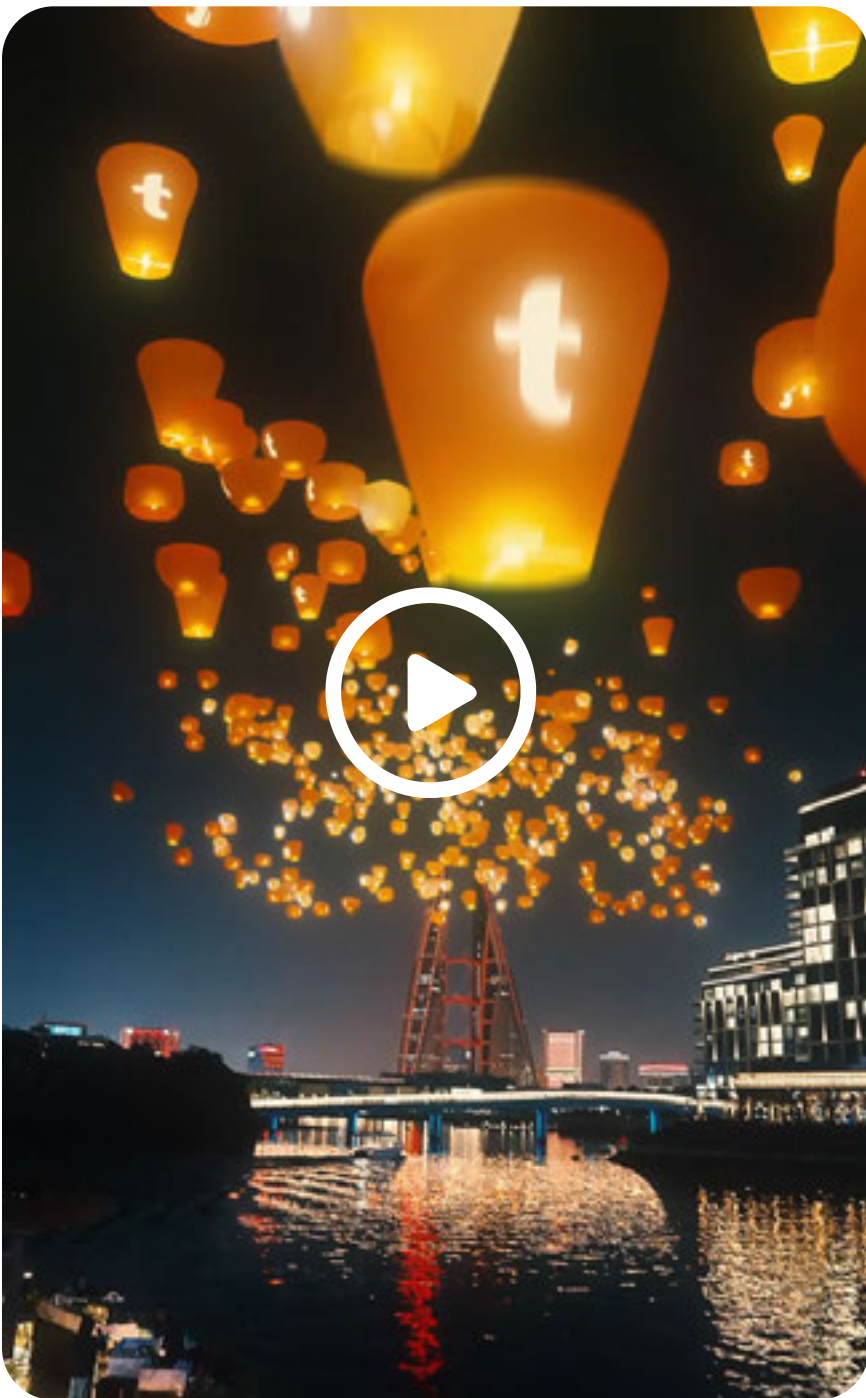
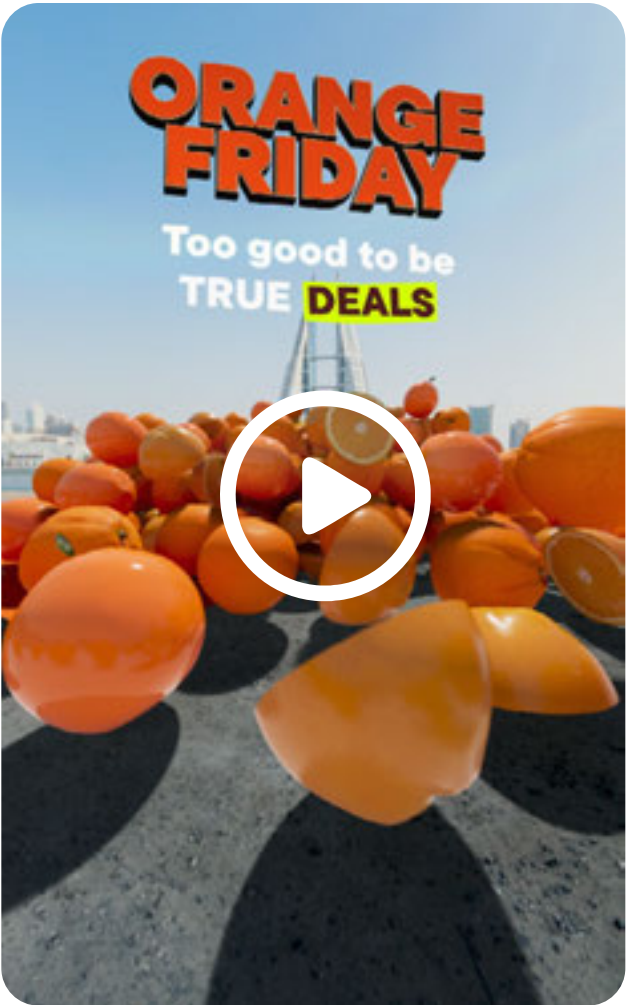
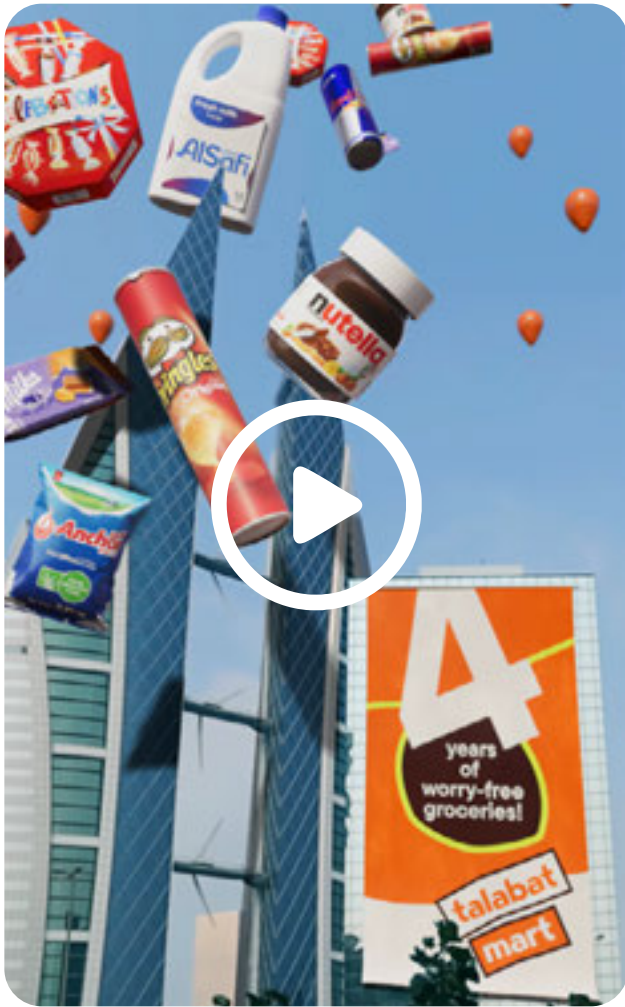




PHOTO GRAPHY

PHOTO GRAPHY

We shoot what matters.

From brand events to quiet studio scenes, we focus on capturing the mood, not just the subject. just honest visuals that feel like they belong.



PHOTO GRAPHY



PHOTO GRAPHY





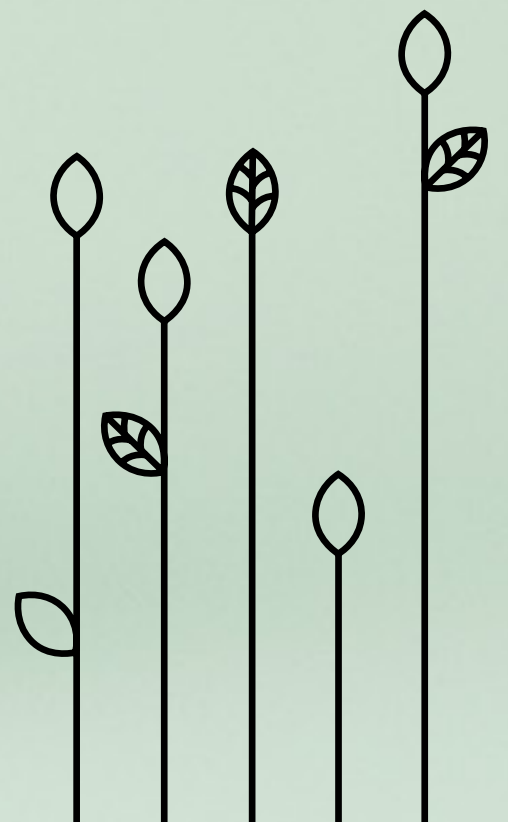
INDUSTRY Beauty, Healthcare & Costmetics

PROJECT SCOPE TCCA was tasked to design a bilingual corporate profile and influencer guidebook, documenting the features, availability and benefits of the product and also define visual and marketing guidelines to be utilized by influencers whilst promoting the product on digital platforms.

PAIN POINT The product’s uniqueness meant limited consumer awareness, making clear communication essential. The corporate profile was strategically crafted to also function as a pitch deck for listing on Boutiquaat, a leading Kuwaiti aggregator for healthcare products.

DELIVERY TCCA produced a bilingual corporate profile that doubled as a pitch deck, along with a detailed influencer guidebook in both English and Arabic—all completed within a tight turnaround.

BRANDING





INDUSTRY Education

PROJECT SCOPE TCCA was commissioned to develop a fresh set of brand guidelines and a master guidebook for the launch of Arabian Gulf University’s BSc Nursing programme. Outlining key visual assets and communication tools tailored to the department.

PAIN POINT With the university’s traditionally formal identity, creating a modern yet cohesive look for the new programme was a key challenge. The visual direction had to respect existing brand standards while introducing updated elements that reflect innovation and alignment with other university departments.

DELIVERY TCCA delivered a complete brand guidebook including image treatments, print and digital form templates, billboard designs, social media assets, and a new color palette—ensuring consistency across platforms while giving the programme its own distinct, modern identity.

BRANDING



C U
S P

INDUSTRY Media & Advertising

PROJECT
SCOPE TCCA was tasked with creating a full brand and visual identity for Cusp & Co, a boutique branding consultancy with a focus on premium, design-forward client.

PAIN
POINT Targeting a niche, elite audience, the brand needed to stand out through a refined tone of voice and elevated visuals. The challenge lay in balancing edge with sophistication, ensuring consistency across all brand touchpoints while reflecting Cusp & Co's unique positioning.

DELIVERY TCCA developed a bold, contemporary identity with sharp, fluid visual cues and a tone rooted in quiet luxury. Influenced by experimental music and design philosophy, the brand system captured the essence of Cusp & Co—distinct, refined, and intentionally out of the ordinary.

C U S P & co.

/ Bespoke Brand Agency /

BRANDING

INDUSTRY Interior Design & Home Décor

PROJECT SCOPE TCCA was commissioned to develop premium packaging solutions for Lumineoux Homes’ retail product line, ensuring both aesthetic appeal and global shipping durability across a diverse range of home décor items.

PAIN POINT With products ranging from ashtrays to heavy ceramic vases, the challenge lay in creating packaging that delivered a luxurious unboxing experience while meeting international shipping standards. The design also needed to reflect the elevated identity of Lumineoux Homes’ exclusive clientele.

DELIVERY TCCA conducted detailed product and shipment assessments to engineer durable, double-corrugated boxes for heavier items, alongside layered paper bags for smaller pieces. The bags featured a unique angular trapezoid shape—merging form with function to echo the brand’s distinct design language.

BRANDING



2
Tall Box - For tall / large vases
Closed Dimension: 50cm (L) x 50cm (W) x 100cm (H)
Material: Kraft paper wrapped foodboard or equivalent
Color: Single solid color print
Base: Thick base to support fragile and heavy items

1
Base Box - For general/fragile items
Closed Dimension with cover: 40cm (L) x 40cm (W) x 40cm (H)
Material: Kraft paper wrapped foodboard or equivalent
Color: Single solid color print
Base: Thick base to support fragile and heavy items



3
Small Box - For coasters / miniature decor
Closed Dimension with cover: 15cm (L) x 15cm (W) x 15cm (H)
Material: Kraft paper wrapped foodboard or equivalent
Color: Single solid color print
Base: Thick base to support fragile and heavy items

4
Small Box - For door handles / door knobs
Closed Dimension with cover: 35cm (L) x 15cm (W) x 15cm (H)
Material: Kraft paper wrapped foodboard or equivalent
Color: Single solid color print
Base: Thick base to support fragile and heavy items

Band heavy items



GYUTO
DIY PACKAGING

We brought Gyuto’s at-home sushi experience to life with a bold identity built around the playful line Devour It Yourself. From the typography to the layout, every detail was designed to feel sharp, fun, and unmistakably Gyuto

BRANDING



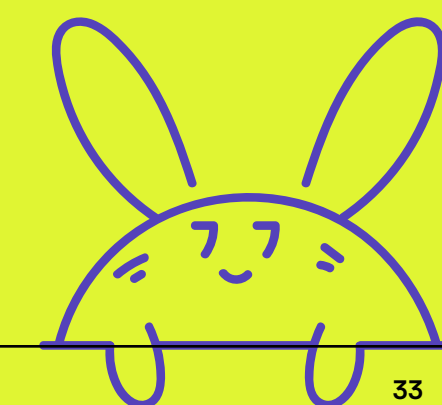


INDUSTRY Food & Beverage Hospitality

PROJECT SCOPE TCCA was tasked to build a fun and character driven brand for a Korean Streatory.

DELIVERY Tokki is a vibrant, fun, character-driven ghost kitchen based in Bahrain,TCCA did a full-brand rollout with essential marketing collaterals focused on digital-first approach to hospitality.

BRANDING



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THE COLLECTIVE
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