



Social Media Campaign For Ramadan

2024

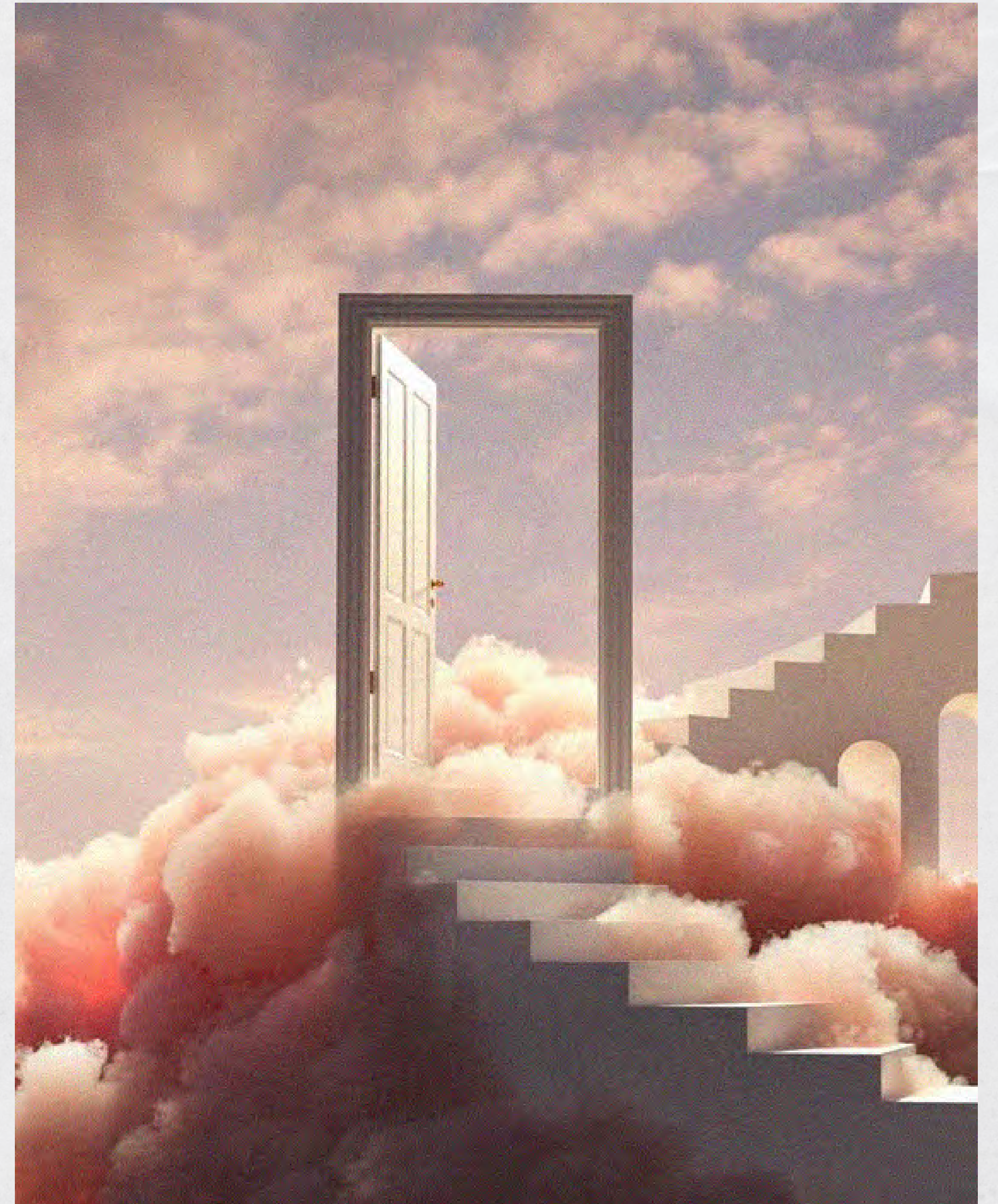
INTRODUCTION

From our earliest memories, the month of Ramadan has evoked a sense of nostalgia and warmth, Overwhelming us in its rich traditions and cherished rituals. For us, Ramadan embodies cherished moments of family reunions, gatherings with friends, indulging in delectable cuisines, and refreshing Ramadan beverages, all amidst the enchanting spiritual ambiance.

At GLC, previous Ramadan campaigns were carefully designed to capture these sentiments, weaving together narratives of bygone eras, stirring emotions, and invoking cherished memories. The approach hinges on a vibrant palette of colors, designed to foster a sense of connection and community. Through engaging initiatives such as weekly competitions, GLC strives to foster a sense of camaraderie and friendly competition, thereby fostering a deep sense of engagement and excitement among their audience.

After meticulous consideration, we've crafted a concept that builds upon the successes of previous years while introducing fresh perspectives and innovative approaches. So, what's in store?

Our concept seamlessly intertwines the essence of Ramadan with the rich tapestry of Egyptian culture, aligning perfectly with the ethos of your brand and the aspirations of your target audience. Through trendy storytelling techniques and a youthful flair, we aim to captivate and engage, fostering a deeper connection with your audience.



**RAMADAN
CAMPAIGN 2024!**

TAGLINE

In crafting the taglines, we delved into the rich tapestry of Ramadan's traditions, where captivating stories have been passed down through generations. From childhood stories to cherished moments shared over radio waves, these narratives have woven themselves into the fabric of our lives. Thus, our taglines were born, each infused with the essence of "Hawadit," reflecting the never-ending stream of stories that define Ramadan.

In the first tagline " **حواديت مليانة ألوان** ", we used the expression "full of colors" because each of the eight stories includes distinct colors specific to Ramadan landmarks and manifestations. It also reflects fundamentally and directly on the

GLC color trends in 2024. Meanwhile, In the second tagline, **حواديت مابتنتهيش**, we invite audience to embark on a journey where stories unfurl endlessly, promising new discoveries with each turn of the page.

These taglines serve as a bridge between tradition and innovation, capturing the spirit of Ramadan while aligning seamlessly with GLC's forward-thinking approach.

حواديت
مليانة
ألوان

حواديت مابتنتهيش

MAIN CONCEPT

2024 is the year of action and reverie! Our efforts have been directed towards the seamless integration of your four designated sections – "Generation Chroma, Raw Nature, Intense, and A Mysterious Journey" – into the overarching narrative of our Ramadan campaign. We carefully selected colors inspired by iconic elements such as the fanos, nuts, Yamish, Khayamiya, and Iftar Cannon to create a Cohesive visual tapestry.

Generation Chroma
Sustainable metaverse

الجيل الرقمي
عناصر مستدامة



1-Each story has its own unique colors, expressing its essence and reflecting current trends. Generation Z has no idea what a fanos is, thus with the story of the fanos, we tried to use the colors of the Generation Chroma to connect something original, traditional, that expresses our Egyptian identity in Ramadan to the younger generation.

Raw Nature
Living as one with nature

الطبيعة الخام
العيش كجزء من الطبيعة



2-For the story of Yamish, nuts, and spices, we chose "Raw Nature" colors with sustainable shades, such as mid-tones, earth colors, and water.

Intense

Passion for action!

إنتس
شغف للعمل



3-For the Intense section, we used chromatic colors, especially pure red colors, in the family and gatherings story. Red triggers us to act, it evokes emotions and unites us all as humans.

Mysterious Journey

Finding the path

رحلة غامضة
للكشف الطريق

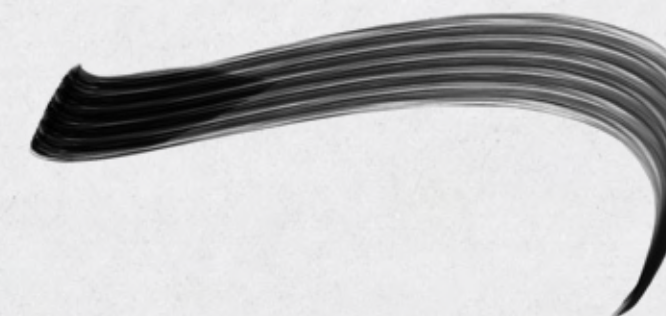


4-Lastly, the "Mysterious Journey" section was best suited to the story of Al-Khayamiya and the Iftar Cannon, as they contain interesting details that no one knows about.



CALLIGRAPHY

The calligraphy blends Naskh and Reqaa styles, specially handcrafted from scratch. It is similar to painting with a brush, capturing the soul of the brand.



ماتتندھیں
خود نہیں

خود نہیں
ماتتندھیں
خود نہیں

جوادین
ما بیند حکمتین

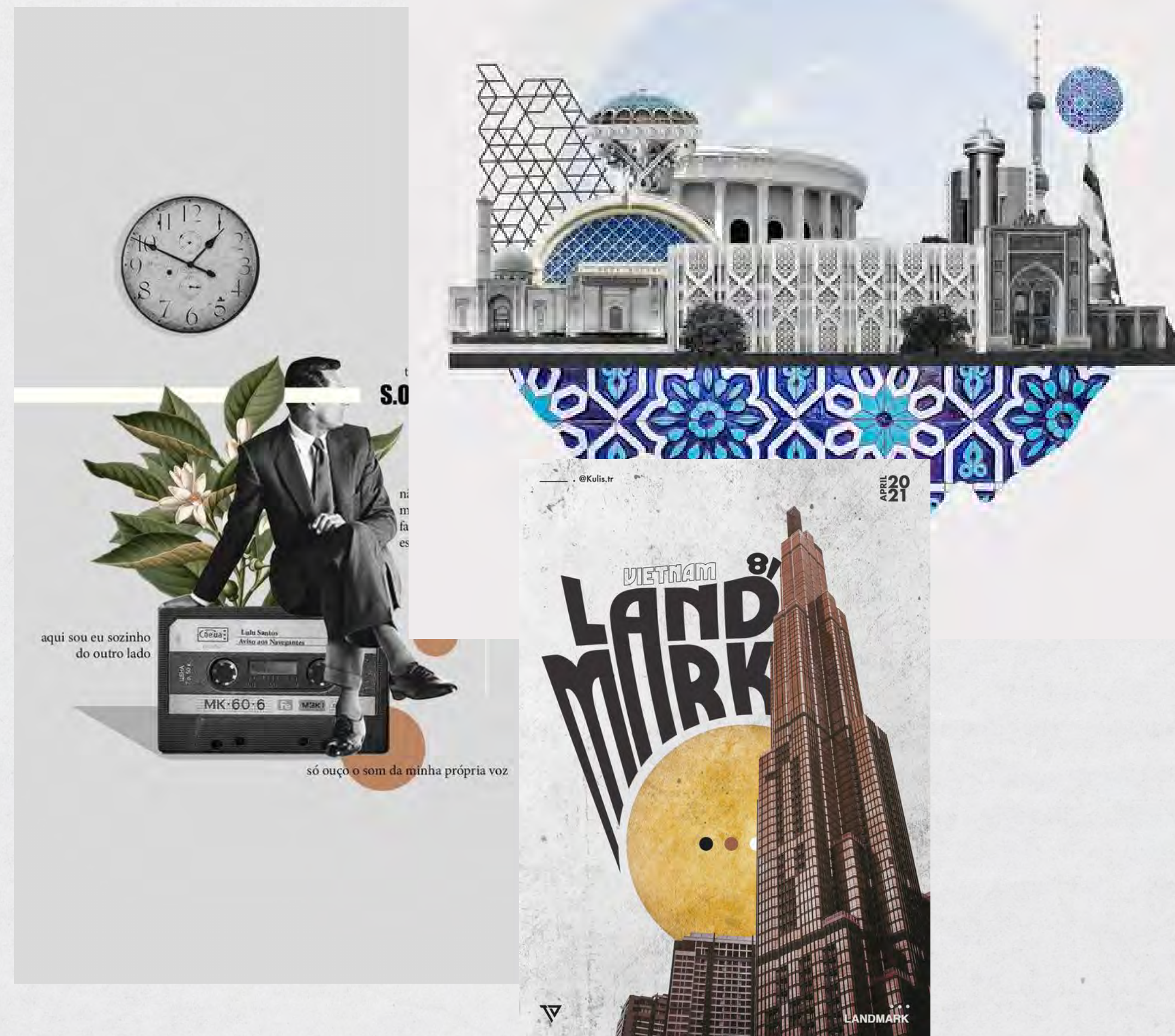
جوادین
ما بیند حکمتین
العوالم

FREEHAND ?!

This Ramadan, let your creativity bloom with the expressive energy of textured brushstrokes. Just like the vibrant hues and intricate patterns adorning the streets, embrace the unique character of brushed textures to bring your artistic vision to life. Brushed textures add depth and dimension, imbuing your artwork with a handcrafted charm that resonates with the spirit of Ramadan. So, this season, delve into the world of textured brushes and let your creativity flourish, painting a masterpiece that reflects the beauty and joy of the holy month.

MOODBOARD

Collage art, with its playful mix of textures and unexpected pairings, offers a captivating canvas for commercial communication. Imagine a campaign where vibrant Ramadan imagery collides with modern trends, sparking curiosity and fostering deeper audience connections. This versatile technique allows brands to weave captivating narratives and evoke emotions, leaving a lasting impression during the holy month.



MASTER VISUALS

CONCEPT



رمضان كريم

البداية

حواديت
ملكانة
الوان

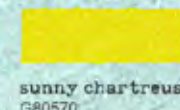
أكثر من 100 اسنّة



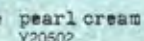
رمضان
كريم

رمضان
كريم

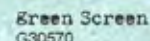
Generation Chroma
Sustainable networks



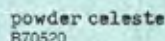
sunny chartreuse
G80570



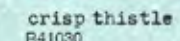
pearl cream
Y20502



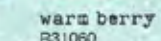
Green Screen
G30570



powder celeste
B70520



crisp thistle
R41030



warm berry
R31060

الجميل الرقي
ساعات مستدامة

الفانوس

Animated Video



حواديت
ملكانة
الوان

"سماط الخليفة"



- Raw Nature
Living as one with nature
- الطبيعة الحارة
التي تكثر من الطبيعة
- forest moss G78020
 - red sandalwood Y16010
 - oat stalk Y20100
 - stone dust Y20505
 - soft brick Y62040
 - pure water 920100

العطاء



حواديت
ملكانة
الوان



Mysterious Journey
Finding the path



رحلة غامضة
لتكشاف الطريق

أصوات رمضان

Animated Video



حواديت
ملكانة
الوان

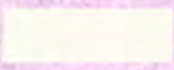
رايحنا معانا



Generation Chroma
Sustainable networks



sunny chartreuse
G80570



pearl cream
Y20502



Green Screen
G30570



powder celeste
B70520



crisp thistle
R41030



warm berry
R31060

المجيد الرقي
معايير مستدامة

عيد الأم

Animated Video

حواديت
ملكانة
الوان

فوش آب



Intense
Passion for action!

إنتنس
شغف للعمل

warm rose R20400	cream skin Y61010	concrete grey Y55502	heart red R15800	tan leather Y34040	perfect sky R83050
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الخشاف

Animated Video

حواديت
ملكانة
الوان



Mysterious Journey
Finding the path

رحلة غامضة
لتكشاف الطريق

stark purple
R63050

cosmic star
R63050

saturn dust
R63050

midnight plus
R63050

moonstone
R63050

mars soil
R63050

الشخصيات الكرتونية

Animated Video



حواديت
ملكانة
الوان

إيه هو أصل القطايف؟



Raw Nature
living as it is with nature

الطبيعة الحارة
التي تتكون من الطبيعة

forest moss C78020	red sandalwood Y16010	cat stalk Y20100	stone dust Y30505	soft brick Y62040	pure water 920100
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القطايف





حواديت
ملكانة
الوان

أمر الدين



قمر الدين





حواديت
ملكانة
الوان

عيد فطر سعيد



- Intense
Passion for action!
- إنتنس
شغف للعمل
- warm rose R20400
 - cream skin Y61010
 - concrete grey Y55502
 - heart red R15800
 - tan leather Y34040
 - perfect sky R83050

العيد



حوادير
مايند هكيش



عيد سعيد

النهاية

STORIES







Grid



Thank You