

# MOUNT

THE COMMUNICATION TEAM



# OUR STORY

Our name is our mission: **to help organizations reach new peaks of influence, connection, and impact.**

With a team of **over 50** seasoned professionals, we bring together a powerful blend of insights, experience, creativity, and strategic thinking **to move minds - and climb higher.**

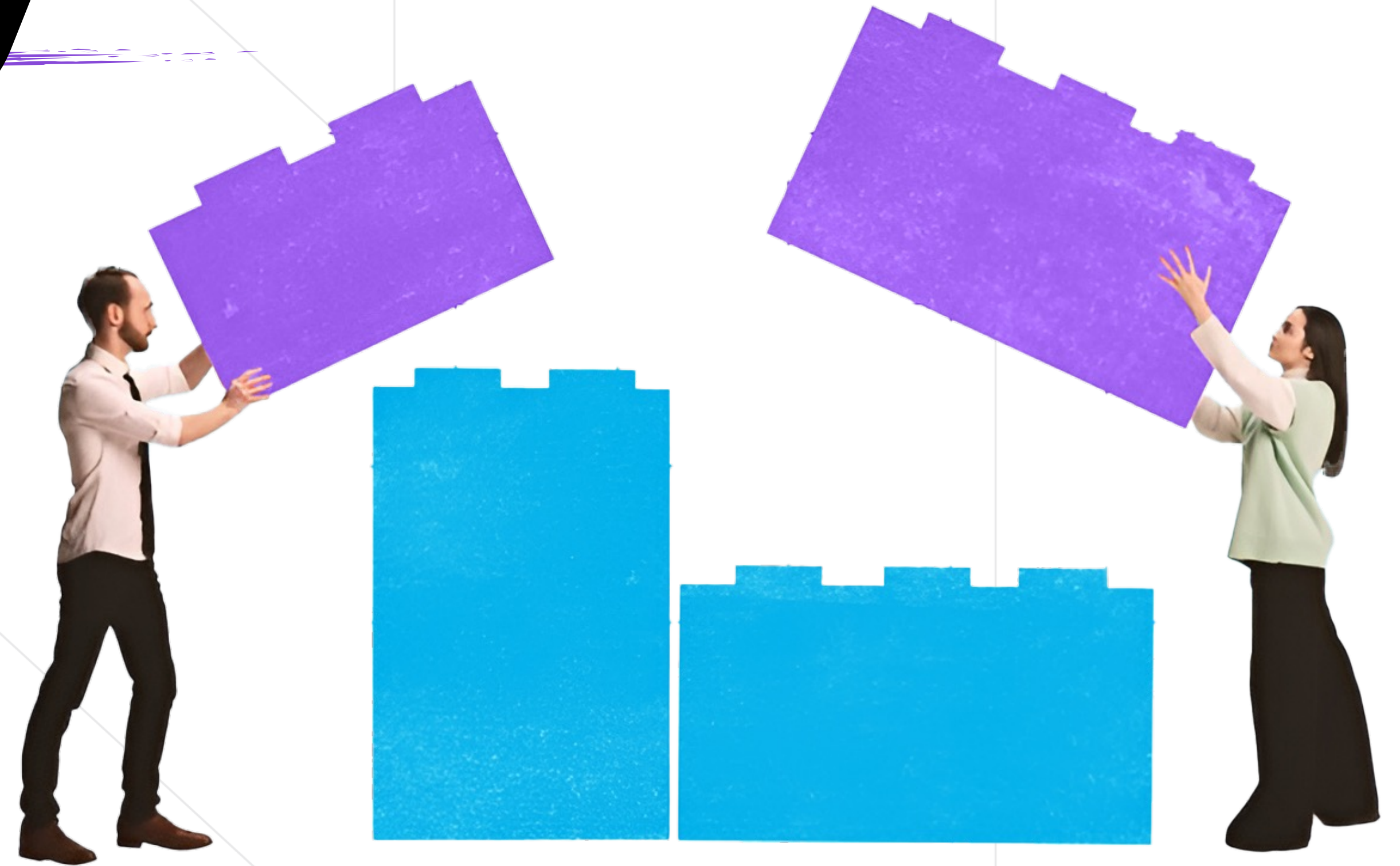




# OUR Philosophy

We don't believe in one-size-fits-all campaigns. Instead, we believe in the power of **custom-built strategies** that bring each client's story to life.

Every project is an ascent—a purposeful journey driven by passion, shaped by experience, and defined by results.



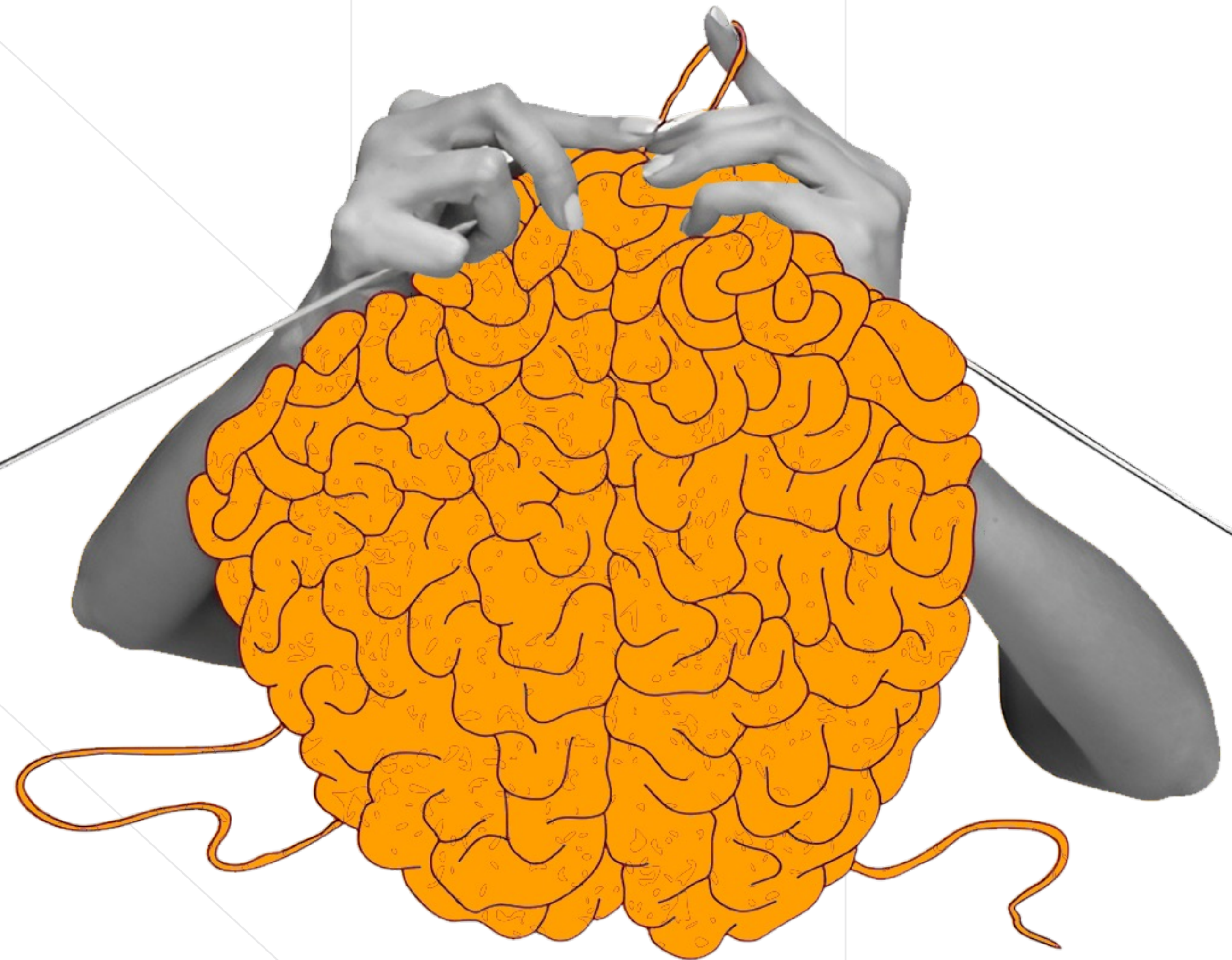


# OUR Blend

At MOUNT Communication, we believe in the power of storytelling to captivate, connect, and drive impact.

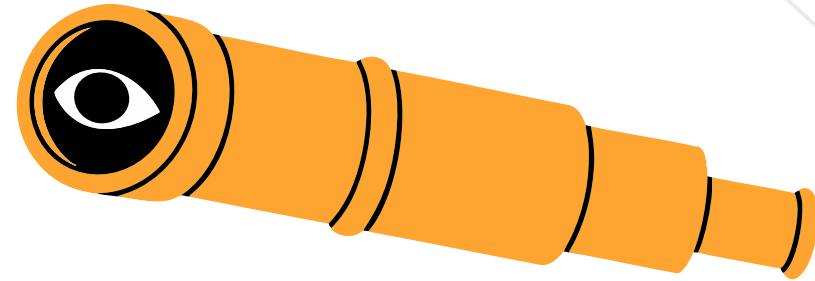
We combine a blend of creative, strategic and technical services to turn ideas into experiences that engage, inspire, and deliver results.

Our blend includes **strategy and research, PR, GR, media relations, creative design, digital studio, branding, production, and event management**, to deliver seamless through-the-line (TTL) solutions.





# OUR Approach



## Story Finding

Start with a deep understanding of industry landscape and clients' needs

- ✓ Research
- ✓ Understand & Absorb
- ✓ Plan & Select
- ✓ Consult



## Story Making

Anchor our strategy to deliver compelling purposeful messages

- ✓ Strategy Development
- ✓ Concept Development
- ✓ Visual & Content Creation



## Story Telling

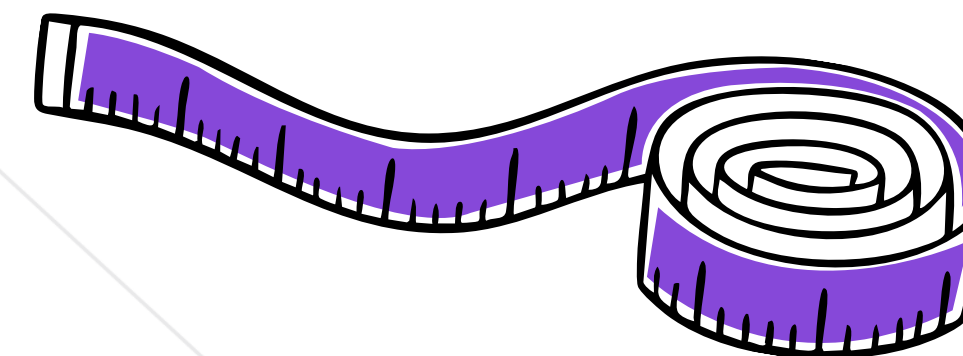
Harness all forces to deliver the campaign

- ✓ Communication & PR
- ✓ Social Media
- ✓ Government Relations
- ✓ Media Planning & Selection
- ✓ Production



## Story Endorsing

Collaborate with campaign champions across government entities, influencers, and business partners



## Story Measured Impact

Track resonance and results

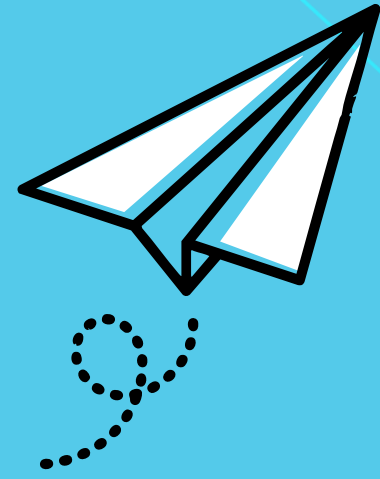
The background is a solid blue color with several thin, light blue lines. A diagonal line runs from the top-left towards the bottom-right. A vertical line is positioned on the right side. Another diagonal line runs from the top-right towards the bottom-left, intersecting the first diagonal line.

# MOUNT

THE COMMUNICATION TEAM

## MOUNT Forces

# MOUNT PR



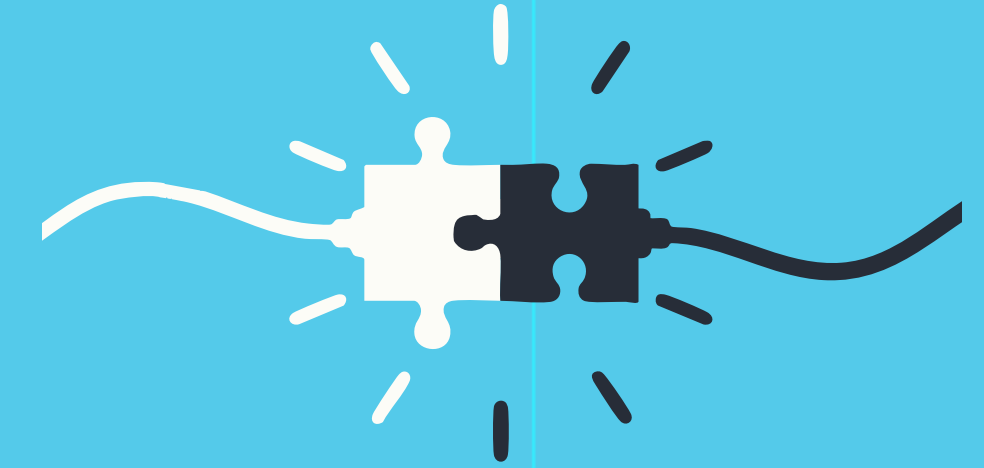
**External  
Communications**



**Internal  
Communications**



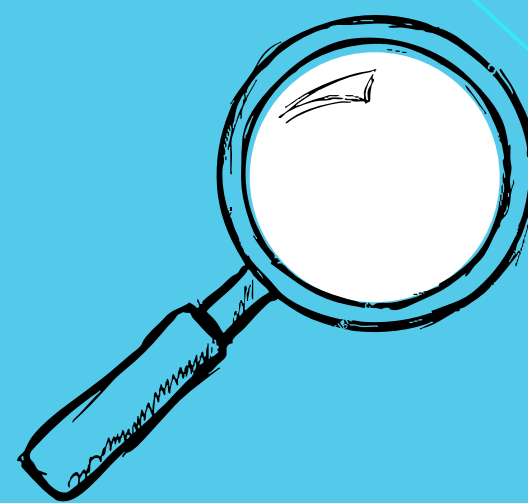
**Communication  
For Leaders**



**Blending Community  
Outreach &  
Sustainability with  
Business Goals**



**Media  
Relations**



**Media  
Monitoring**

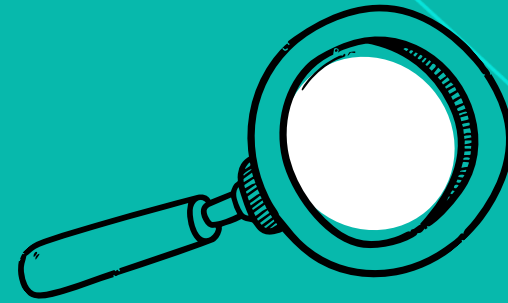


**Thought  
Leadership**



**Issues/  
Crisis Manual**

# MOUNT Government



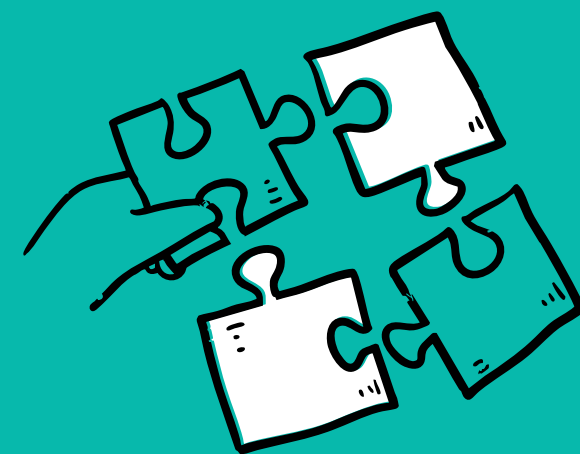
**Issues Scanning**



**Strategy & Messaging**



**Government Advocacy**



**Issues Resolving**



**Reporting**



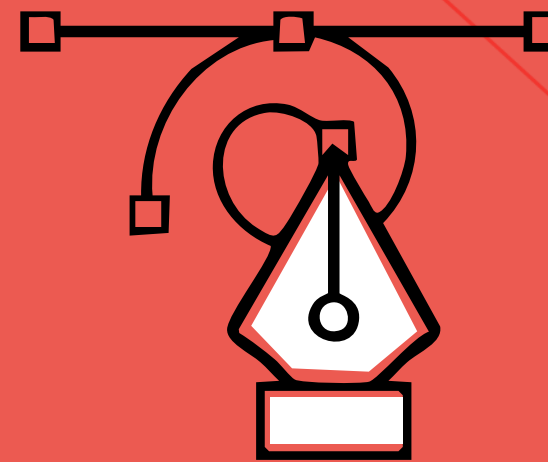
**Legislative Tracking**



# MOUNT Creative



**Strategic Communication  
Planning**



**Campaign Development &  
Artwork Design**



**Marketing Communication  
Activities**

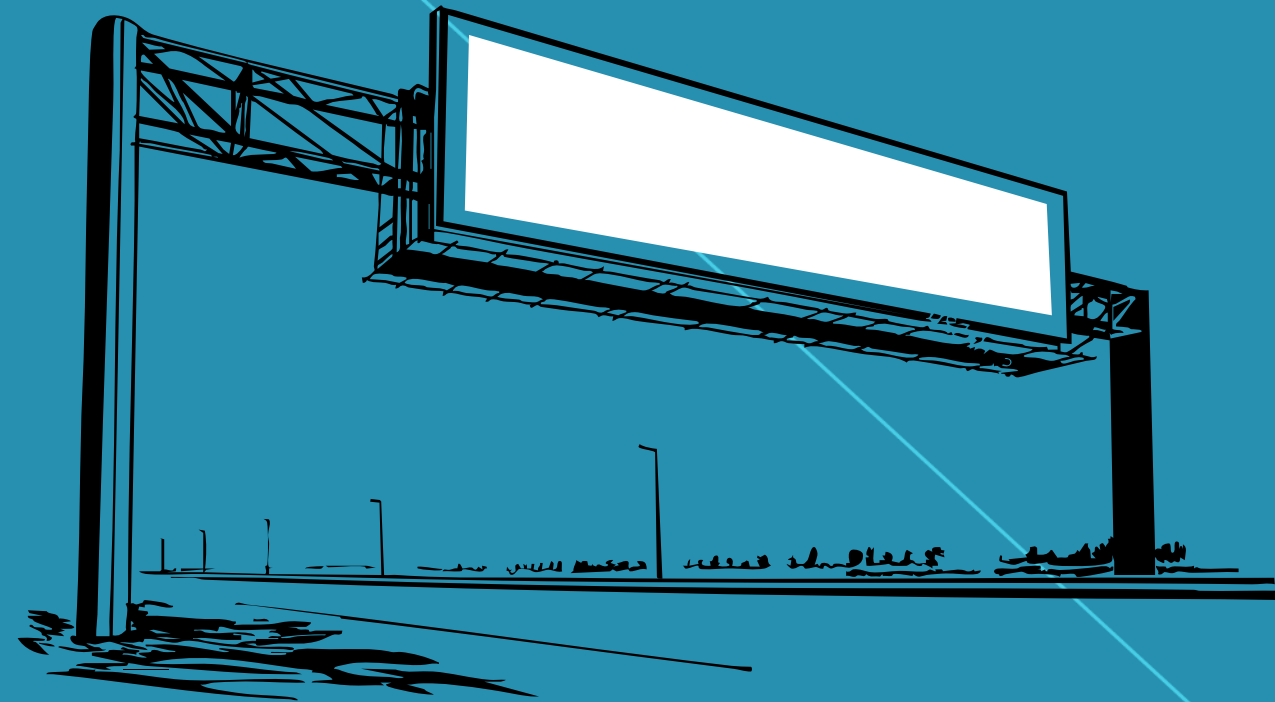


**Social Media**



**Copywriting**

# MOUNT Media

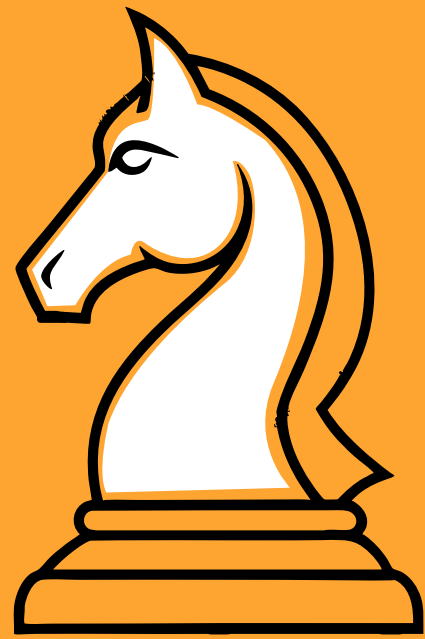


**Offline Media  
Planning & Buying**



**Online Media Planning  
& Buying**

# MOUNT Branding



**Brand Strategy**



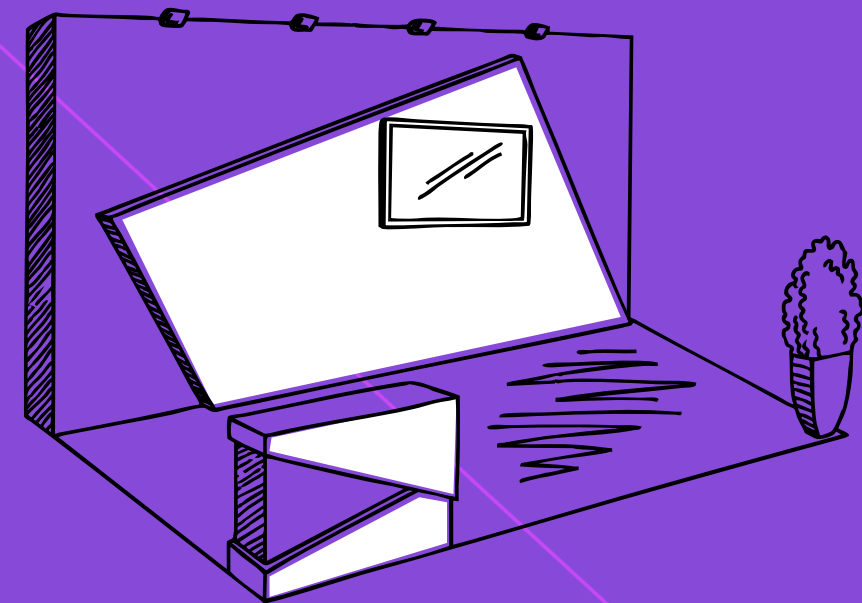
**Content / Copywriting**



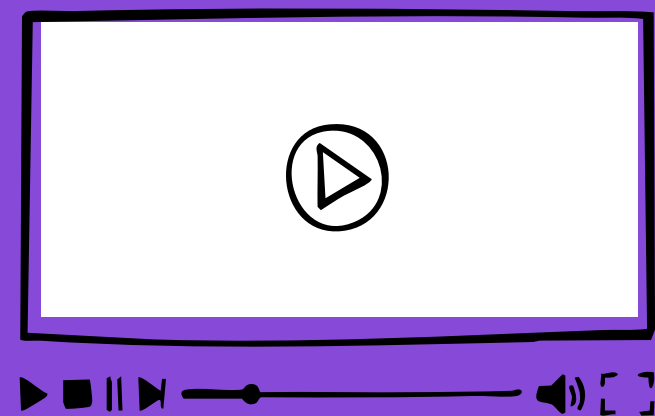
**Personal Branding**



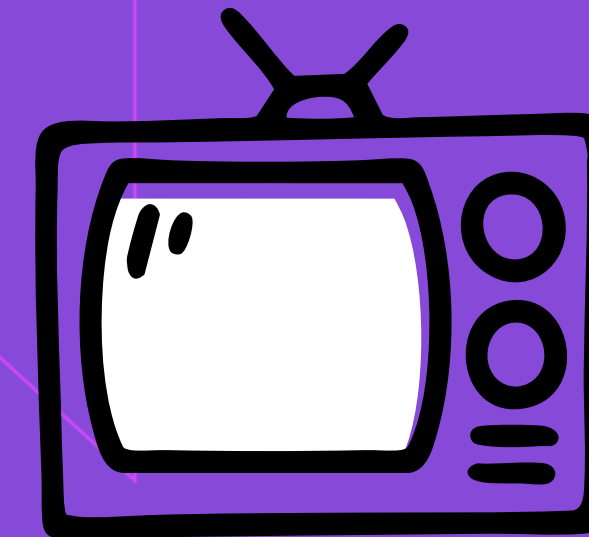
# MOUNT Production



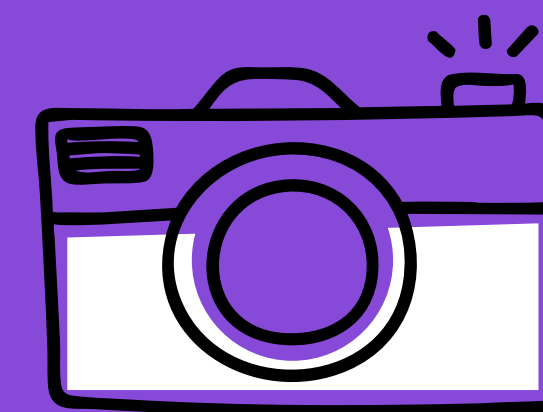
**Below-The-Line (BTL)  
Activities**



**Through-The-Line  
(TTL) Activities**



**Above-The-Line (ATL)  
Activities**



**Videography &  
Photography Services**

# Partners







Investing for Employment

vivo

صافولا  
SAVOLA

Hitachi Energy

أمان

Lenovo



aldahra

BARQ  
SYSTEMS

باراجون  
PARAGON

المشروع  
الوطني  
للقراءة  
المشروع الوطني للقراءة

afs

amideast  
أمديست

PATHFINDER



USAID  
FROM THE AMERICAN PEOPLE

methanex  
the power of agility

WUZZUF



رصيدي  
raseedy



THE AMERICAN  
UNIVERSITY IN CAIRO

intella



القناة للسكر  
CANAL SUGAR

Zoomcar  
Never Stop Living

KONE









**THANK  
YOU**