



# ADVERTISING AGENCY

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CREATIVE COMMUNICATION Services proposal



# GREENLINE

We're 25+ individuals from across Sudan driven by bold ideas and diverse perspectives. Craft, service, and efficiency drive us forward and we see our agency as a place for our shared values to collide.



# Welcome to Green Line

Green line is an independent branding & experience design company working at the intersection of culture, design, and technology. We value our craft, have a deep passion for progression, and exist to solve challenges for brands we believe in. Since the beginning, our mission has been to do great work and to have a great time doing it. We believe our mission has guided us well.



# Green Line Numbers story



25

Re branding  
& brand  
Refresh



16K

artwork



107

Radio  
Production



126

Creative  
productions



97

Creative  
& strategic  
planning



62

Big &  
Medium  
Client



7

During 7  
Years



# CAPABILITIES

- 1- STRATEGIC PLANNING
- 2- BRAND EXPERIENCE
- 3- CONTENT CREATION





# CAPABILITIES

## 1-STRATEGIC PLANNING

- Creative planning
- Product & Service Vision
- Go-To-Market Planning
- Call TO action Planning
- Product & service Analytics



# CAPABILITIES

## 2- BRAND EXPERIENCE

- Identity Development
- Positioning & Re-Positioning
- Visual Language
- Art Direction
- Design Production & Execution
- Brand Messaging
- Brand Guidelines & Playbooks
- Campaign Development





# CAPABILITIES

## 3- CONTENT CREATION

- Creative Concepts
- Content Strategy
- Art Direction
- Photography
- Video Production
- 3D / Motion Graphics
- Copywriting





# Green Line Advertising services

## Creative business strategy

Challenging and proactive brand thinking and innovation support

## Development of creative tools

developing concepts that support the brand strategy.

## Follow up execution of the concepts and designs till the final stage

of the production and execution regardless of the media as long as it is within the scope of services stated.

## Account Handling and Coordination & management

of all the workflow related to the activities performed by the Service Provider internally and /or with third party suppliers.



# WORK FLOW

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## 3 different project types each with a different work process:



Communication Campaigns  
(Products and Services and  
Corporate Brand)



Branding Jobs



Social Media  
Management





# Communication Campaigns (Products and Services )

## Phase 1



Getting started

The Communication Brief



24 hours

Client will send to Agency an Communication brief on a previously agreed on template & any supporting documents or material

Client and Agency will discuss the brief via Email , telephone or a face-to-face meeting

## Phase 2



Strategy and planning

The Creative Brief



72 hours

**Revise communication brief:** Agency to revise communication brief and note down all additional information required to develop strategy.  
-Request of information  
-Briefing session  
-Submission of creative brief  
-Approval of the creative brief

## Phase 3



Creative Concept and Design

ON Process



7 days

**Concept development:** In alignment with the approved brief, Agency will develop 2 or more concepts depending on the requirements of the job and size.  
-Concept Presentation  
-Concept Approval  
-Concepts & Artwork Executions

## Phase 4



Finalization & delivery

Job close



72 hours

**Artwork Delivery:** Based on approval on artwork for executions shared with Client, Agency will provide finished artwork in CDs, external hard discs or tapes depending on the material requested.



# Branding Jobs

According to SLA

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This refers to all jobs where the Client brand with has to be applied to any material including, but not limited to

- Promotional material
- Venue branding
- Corporate Identity (Fleet, Stationary & Signage)
- Online (mainly website and social media), limited to design role.
- Internal communications material
- Client shop channels
- Sponsorships
- Packaging
- Event





# Branding Jobs

## Phase 1



Getting started

The Branding Brief



24 hours

Client will send to Agency a branding brief on a previously agreed on template & any supporting material required for final delivery

## Phase 2



Creative Concept and Design

ON Process



7 days

**Design Presentation:** Agency will present designs to Client by email. Client will provide feedback and approval.  
**Design approval:** Client will provide approval on selected artwork via email

## Phase 4



Finalization & delivery

Job close



48 hours

Artwork Delivery: Based on approval Agency will provide Client with final artwork on a disk.





# Branding Jobs - EVENT

## Phase 1



Getting started

The Events Brief



24 hours

Client will send to **Agency** an events brief on a previously agreed on template & any supporting documents or material

Client and **Agency** will discuss the brief via telephone or a face-to-face meeting

## Phase 3



Creative Concept and Design

ON Process



7 days

**Agency** will develop at least **2 concepts** in alignment with the events brief drafted by **Client** (with presentation)

**Design Development:** **Agency** will develop design in line with **client** written feedback and present to **client** by email. **client** will provide written approval

## Phase 4



Finalization & delivery

Job close



48 hours

Artwork Delivery: Based on approval of artwork for executions shared with **Client**, **Agency** will provide finished artwork in disks.

# Resizing & adjustments

## Phase 1



Getting started

Job open



24 hours

Client will send to Agency

Client and Agency will discuss the job via telephone or a face-to-face meeting or by email

## Phase 3



Process

ON Process



72 hours

Agency **Design Development:** Agency will develop design in line with client written feedback and present to client by email. client will provide written approval

## Phase 4



Finalization & delivery

Job close



48 hours

Artwork Delivery; Agency will provide finished artwork in disks.



# Agency Structure



## Account Department

Account Director

1

Account Managers

2

Account Coordinators

2

Traffic Manager

1

Social media specialist

1

## Admin Department

HR Manager

1

finace manager

1

secretary

1

IT

1

## Art Department

Art directors

2

SeniorDesigners

2

Designers

3

finalizers

2

## Creative Department

Creative Director

1

A.Creative Director

1

Ctrative team

2

Ar Copywriter

2

En Copywriter

2


Fr Copywriter


1

## Strategy Department

Strategy Manager

1

 In source

 Out source





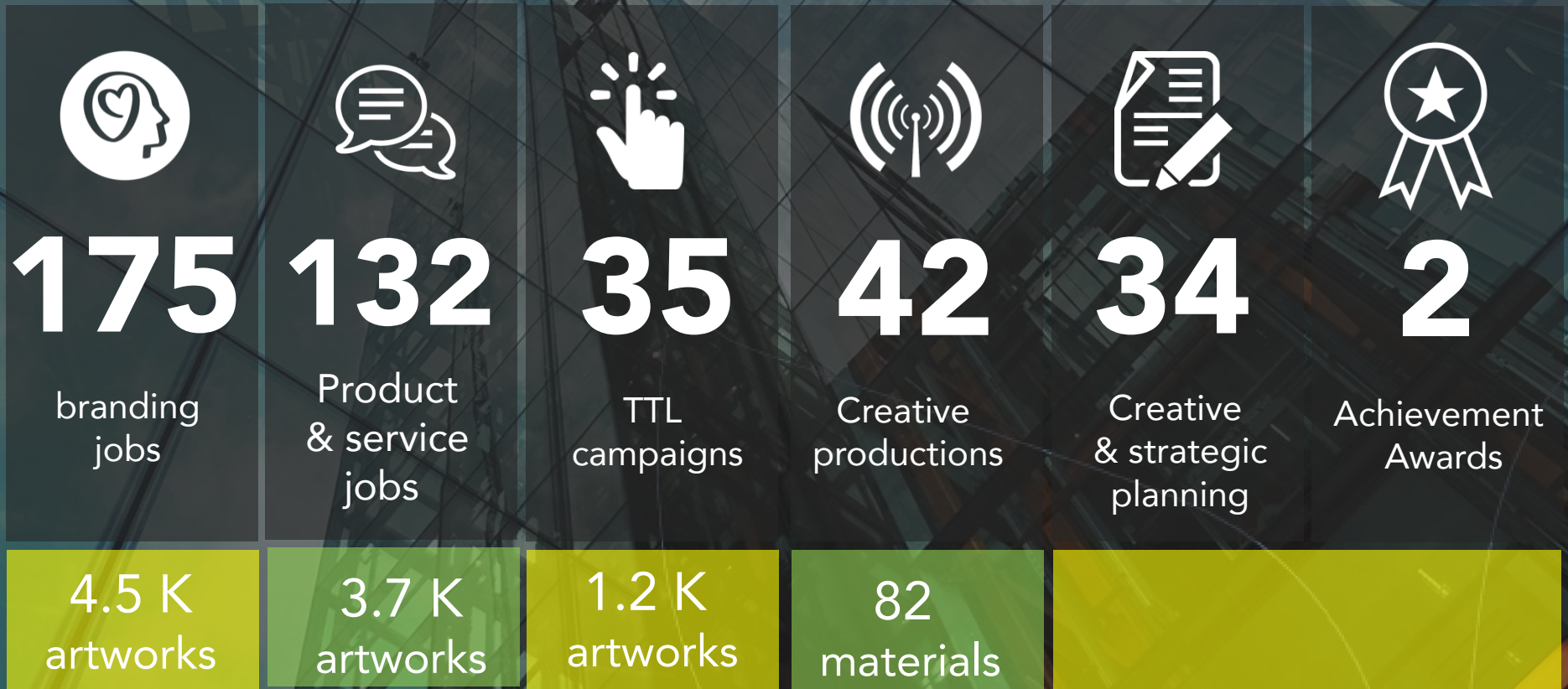
# Telecommunications Experiences

[www.greenlinesudan.com](http://www.greenlinesudan.com)





One of the most important experiences of the Green Line in the field of telecommunications companies is its work as a creative agency for Zain Sudan Telecom Company over three different periods of time.







# Other BrandCOMM Experiences

[www.greenlinesudan.com](http://www.greenlinesudan.com)



Green Line has worked with a number of clients and companies in Sudan and completed A lot of projects

### Banking sector

Fisal Islamic bank  
Current Creative  
Agency 2020

BOK/BANKK 2015  
Comm consultant  
& branding

Albalad bank 2019  
Comm consultant  
& Rebranding Agency

WNB 2017  
Services C TO A

FCB BANK 2020  
Comm consultant  
& branding REF Agency

BNMB 2017  
Comm consultant  
& branding REF Agency

Al Nile bank 2020  
Branding projects &  
bank app Comm plan

### Industry sector

Altatil Group  
Current Creative  
Agency 2020/2021

Fappy foods 2018

Alrawabi 2018

Alwatania company  
Current ATL /TTL  
Agency

Moroj  
Product packaging  
refreshments project

### Electronics sector

LG/Digetich CTC  
Creative Agency 2017

Samsung Sudan  
Creative projects 2017

SONY Sudan  
Creative projects 2016



Green Line has worked with a number of clients and companies in Sudan and completed A lot of projects

Aviation sector

Tarco Aviation  
Refreshed CI &  
creative projects

SAS  
Creative projects

Government sector

Sudan Police  
Traffic police

Military  
Industrialization

Others

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