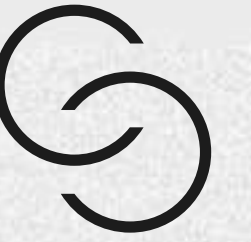




COMPANY
PROFILE

crime connexion



Content

01. ABOUT US

02. VISION/ MISSION

03. CLIENTS

04. SERVICES

- DIGITAL MARKETING
- PUBLIC RELATIONS
- MEDIA RELATIONS
- BRANDING
- EVENTS
- PRODUCTION



About Us

Our objective is pushing the boundaries of what PR can do. Public relations, in our perspective, is based on the 3 C's: consistency, congruence and commitment. Based in Cairo and France, Crimeconnexion is a full-service public relations business dedicated to serving the needs of our clients and their needs, whatever they are.

We specialize in media relations and influencing, issue management, strategic counseling, advertising and marketing, and ofcourse, event planning and management. In addition, we give the client the tools and resources they need to effectively execute and sustain their brands and their reputation.

Crimeconnexion can also assist and provide all the help you need with communication and reaching out to the brand's stakeholders and general audience, as well as obtaining special media coverage and planning a glamorous event.

01.



02.



Vision

Delivering results-driven brand marketing and public relations initiatives that raise brand recognition, increase revenue, and encourage growth for our clients.

Mission

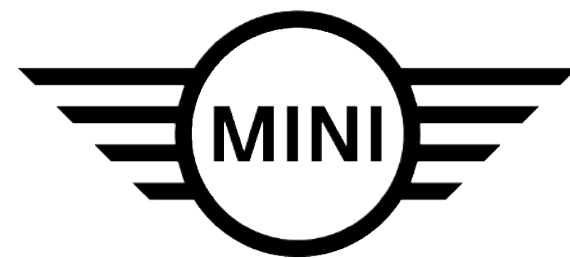
To supply our clients with unique and effective integrated brand marketing and public relations solutions that will help them expand their businesses and achieve their purpose. We never lose sight of what's most Important: our client connection.

We can only be successful if our clients are successful.

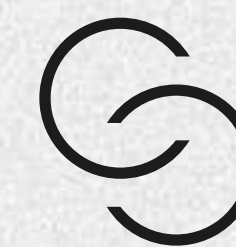
03.

Our Clinets



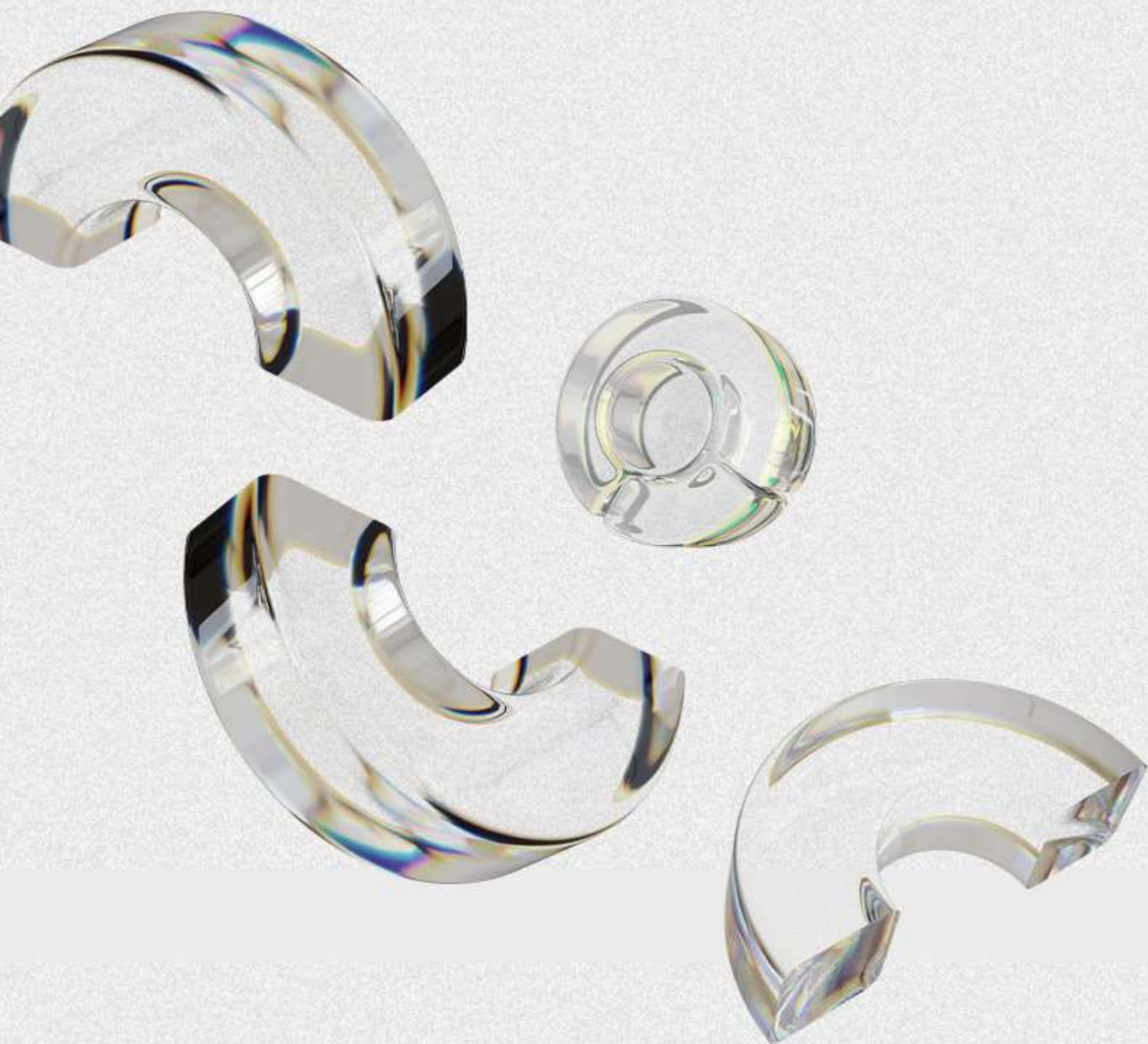


04.



Services

- DIGITAL MARKETING
- PUBLIC RELATIONS
- MEDIA RELATIONS
- BRANDING
- EVENTS
- PRODUCTION





Digital Marketing

Through a continual marketing discussion, we create brand affinity, resulting in an engaged and close relationship between a company and its audience.



CONTENT CREATION

- Create unique and special campaigns to promote your brand
- We oversee all the company's digital content
- Optimize content for the website and social media platforms like Facebook, and Instagram.

CONTENT MODERATION

- Correct any mistakes in online material and schedule posts and digital content.
- Create and plan product launches and networking events.
- Identify new digital marketing trends and keep the brand up to date with industry changes.
- Improve KPIs, likes, shares, tweets, and other social media metrics.

MEDIA BUYING

- Identify and purchase ad space on channels that are relevant to the target audience at the optimal time, for the least amount of money.





Public Relations

BRAND ACTIVATION

- We oversee the design, development, and communication of our essential marketing strategies that are designed to establish your brand
- We create a connection between the consumer and the brand.

LAUNCHES

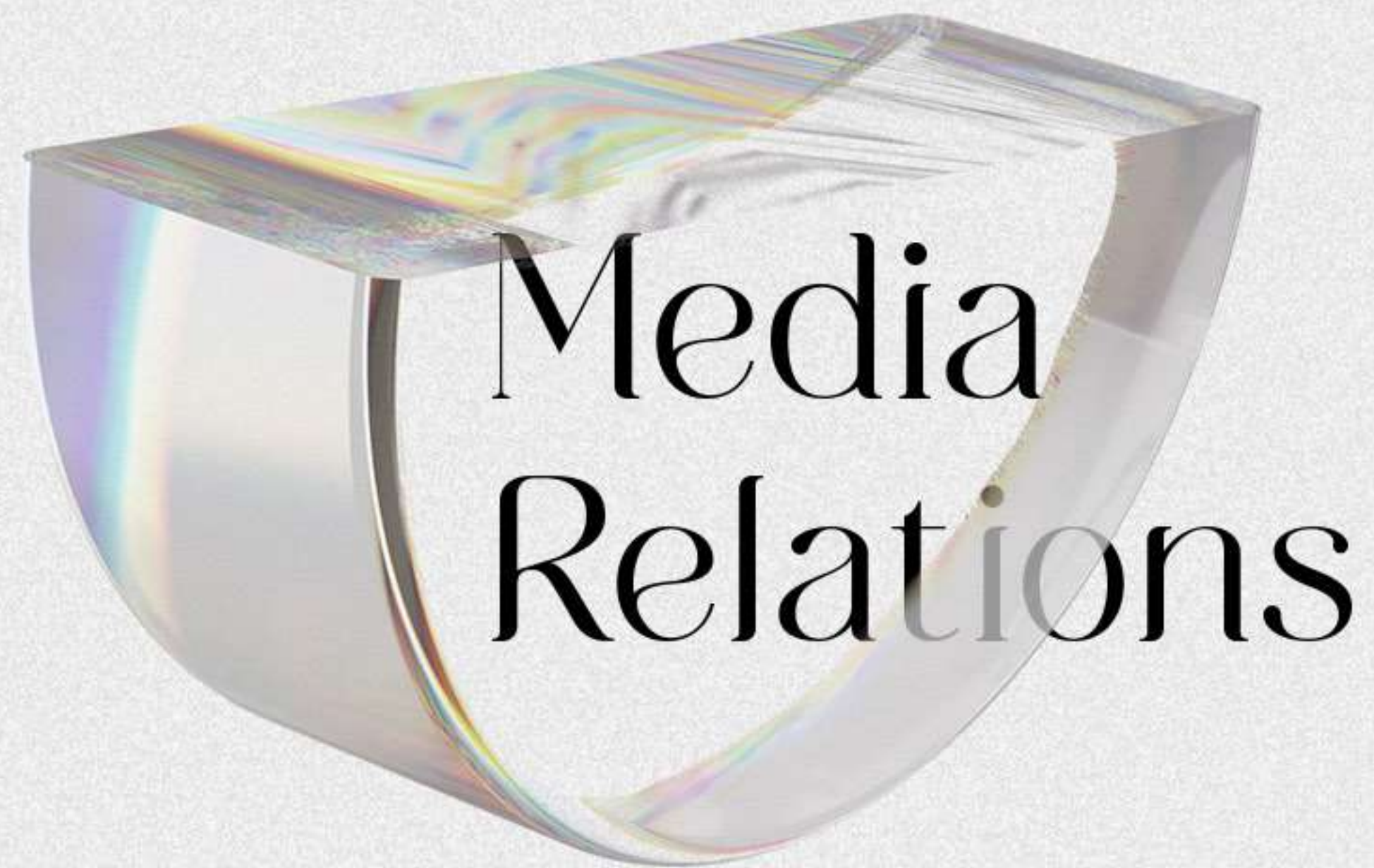
- We create initiatives that represent your brand consistently and exclusively.
- We launch a strategy that includes elements to emphasize how your brand is better and more special than your competitors.

CELEBRITIES AND BLOGGERS CAMPAIGNS

- We establish personalised public relations campaigns that promote the work you want to be recognised for, collaborating with celebrities and bloggers to create brand awareness and recognition across all media platforms.

GUEST LISTS

- Local
- Regional
- International



MEDIA BUYING

- We purchase advertising slots across Instagram, Facebook, YouTube and even offline, in physical spaces such as banners and billboards

PRESS RELEASE

- We provide formal statements that present information to make a public announcement.

FEATURES & INTERVIEWS

- We conduct interviews with famous media personalities to promote and create recognition for your brand





Media Publication

Esquire

925

FLAIR
MAGAZINE

Forbes

BAZAAR Harpers

VOGUE ARABIA

GRAIL

ELLE عربية

MAG LEBANON

bt business today



Branding

BRAND IDENTITY

- We allow customers to recognize YOUR brand in a sea of others due to our exquisite selection of brand designs, logos, social media presence, taglines and slogans, company culture and most importantly customer awareness.

TONE OF VOICE / BRAND TONE

- With our consistency and credibility, we acquire customer loyalty to your brand and help you stay ahead of the competition.

BRAND VISUALS:

More than just colours and design, we go into how we show your brand visually. Due to our consistency, we connect with consumers more successfully than any other agency.



Events

CONTENT CREATION:

- We clearly define your event's main goal and objectives
- We increase awareness of your brand through attraction of exclusive attendees
- Our goals are always specific, objective and achievable.

PRODUCTION:

- We work against the clock to provide all what your event needs, by structuring the whole event
 - We coordinate all of the moving parts, and make sure everyone has a good time
- Invitation Concepts:**
- Our extra special invitations provides all of the necessary information to your guests and generates a sense of anticipation, which improves the overall event.

ENTERTAINMENT BOOKING

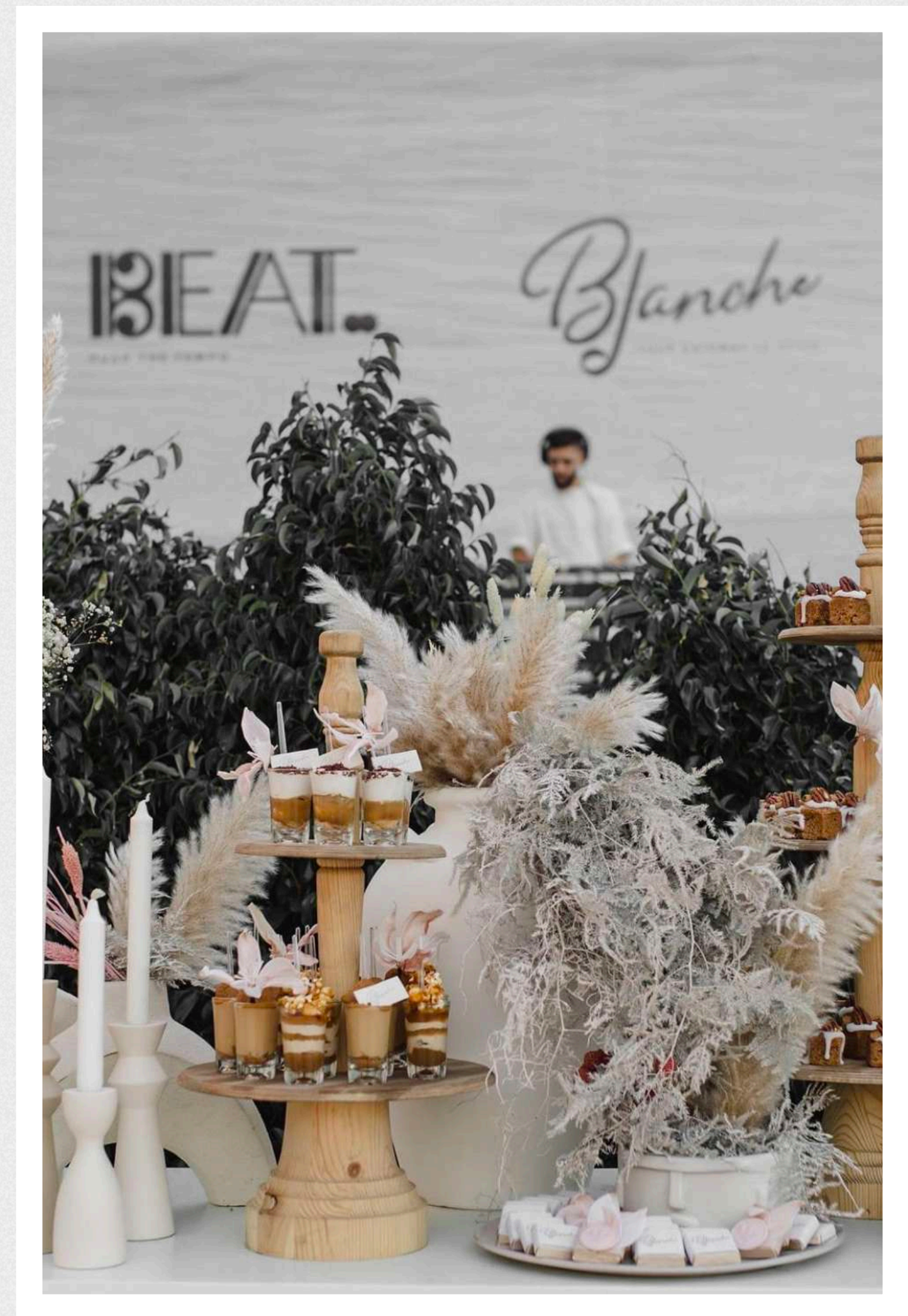
- Catering
- Liveshows

COVERAGE (PHOTOGRAPHY + VIDEOGRAPHY)

- We provide professional photography and video coverage for your events to create endless and timeless memories and event showcasing

MEDIA PLATFORMS ONLINE COVERAGE

- By live broadcasting to platforms like Facebook and Instagram, you'll be able to create engaging content that will help you rank higher in news feed algorithms and attract new followers.

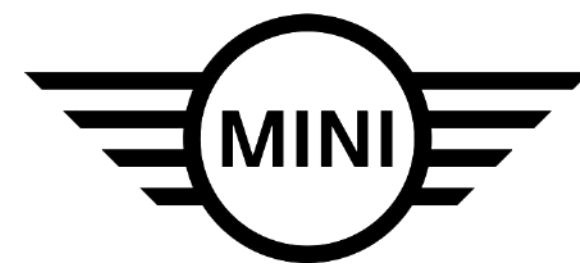


Latest Events



maison
6

MISK ITALIA



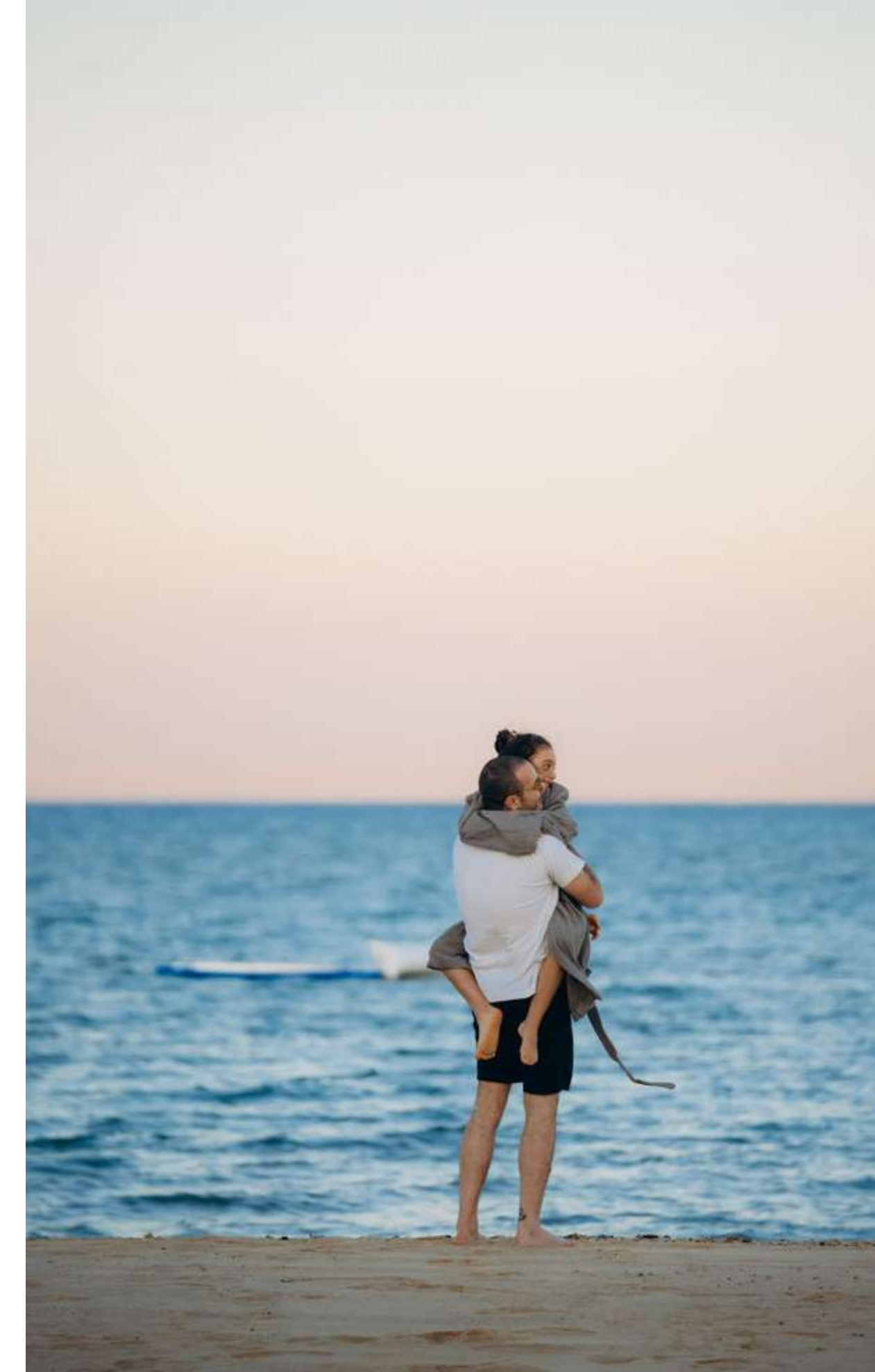
**entor
arage**

Mini Cooper Launching Event
PR Featuring Yasmina Eyad, Yasmina
El Abd, Gehad Abdullah, Nour Ehab,
Nour El Nabawy, Ramez Youssef, Laila
Ezzat, Miral Mahillian, Arwa Zahran,
Enjy Kiwan.





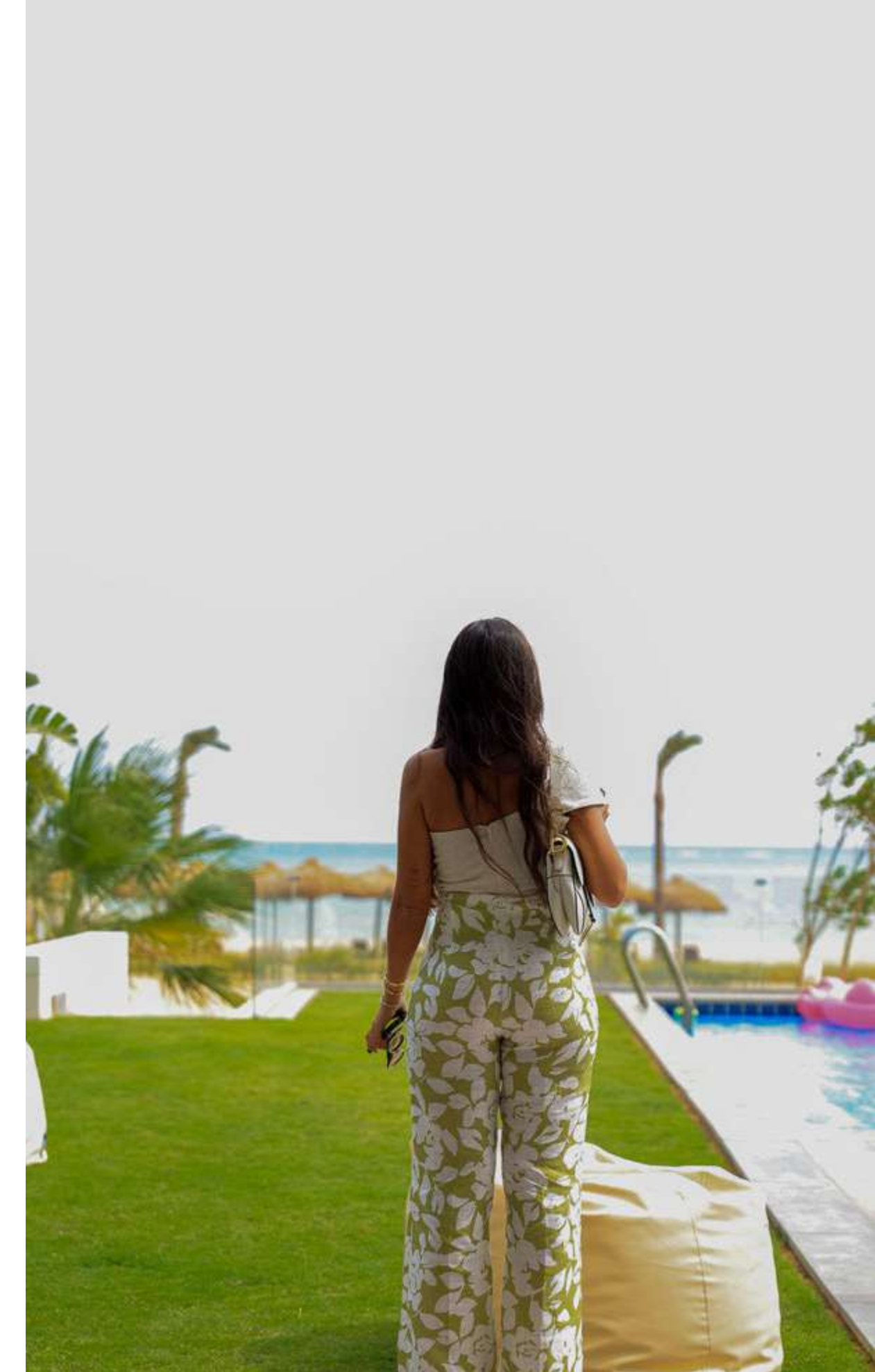
Showcasing our latest projects with Misr Italia Properties "My Kai Experience" at Kai Sokhna executing a PR Campaign including Pr Kits & activations.



#MyKāi Experience

Day 01: Featuring NOUR ARIDA.

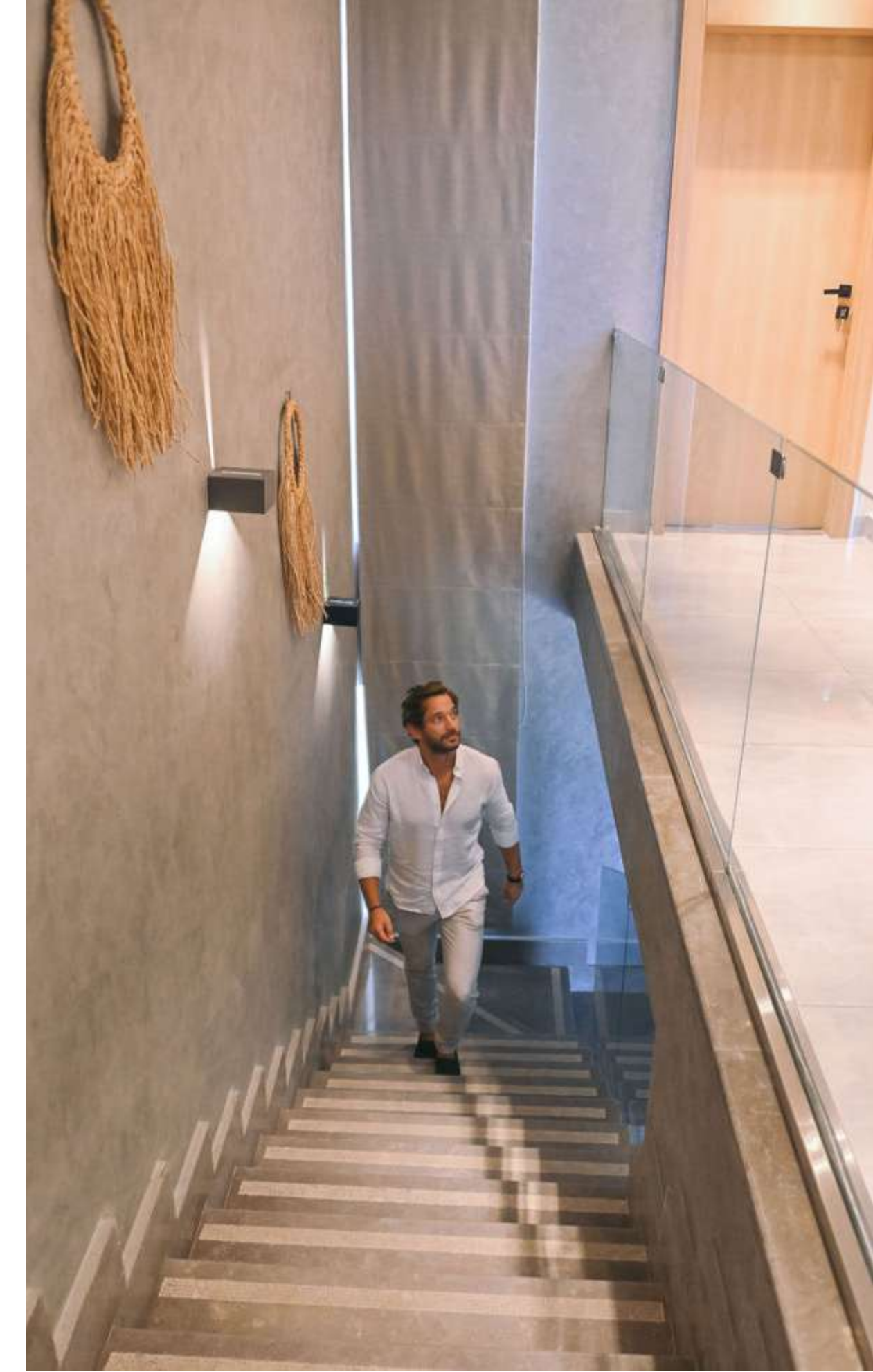




#MyKāi Experience

Day 02: Featuring FOZAZA.





#MyKāi Experience

Day 03: Featuring **SHERIF FAYED**.





#My Kāi Experience

Day 04: Featuring ENJY KIWAN.



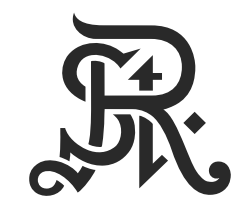
#My Kāi Experience

Day 05: Featuring COUCLA & OMAR.





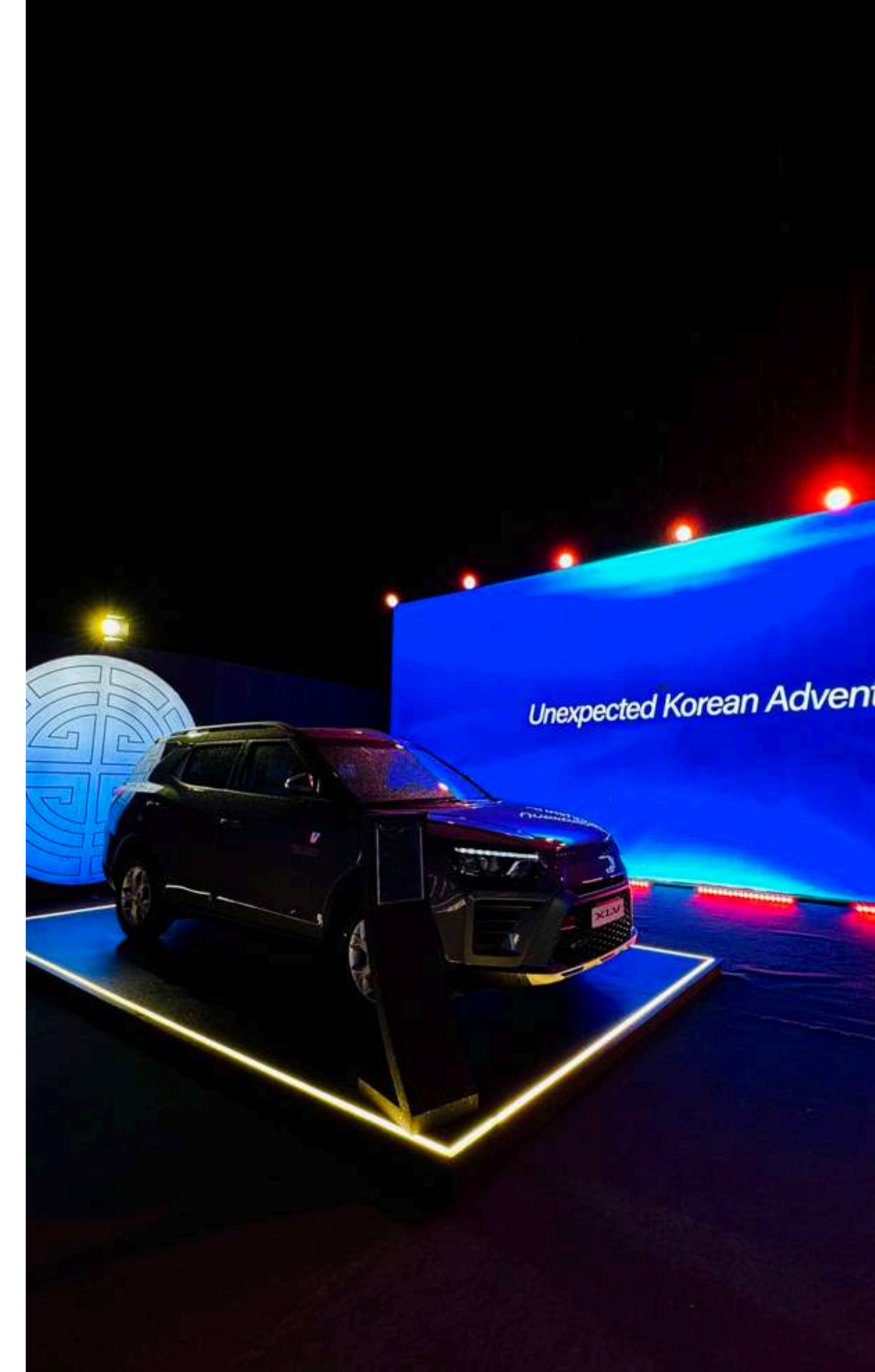
La Zisa
TASTE ITALIAN



ST REGIS
CAIRO

Opening Event
Production, Pr & Media Coverage.





**entor
arage Arabiat**

New Torres
Launching Event



level

SHOES



Level Shoes
x New Balance



Riadh Coverage
Crime Connexion KSA



PFV
PARIS
FASHION
WEEK

EDDIECORPS
PARIS

Fashion Show
Media Coverage






İzmir Saray
A taste of Turkey, a touch of luxury

NEWGIZA

Launching Event Media
Coverage & PR





SCHÖN

AESTHETIC CLINICS

—

S | P I E R 8 8

Sunset Dinner
Media Coverage, PR & Production





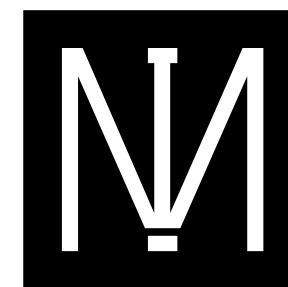
SCHÖN

AESTHETIC CLINICS

—
S | P I E R 8 8

Sunset Dinner
Media Coverage, PR & Production





MISR ITALIA
PROPERTIES



Ambasciata d'Italia
Il Cairo

The Italian Embass
Live Coverage

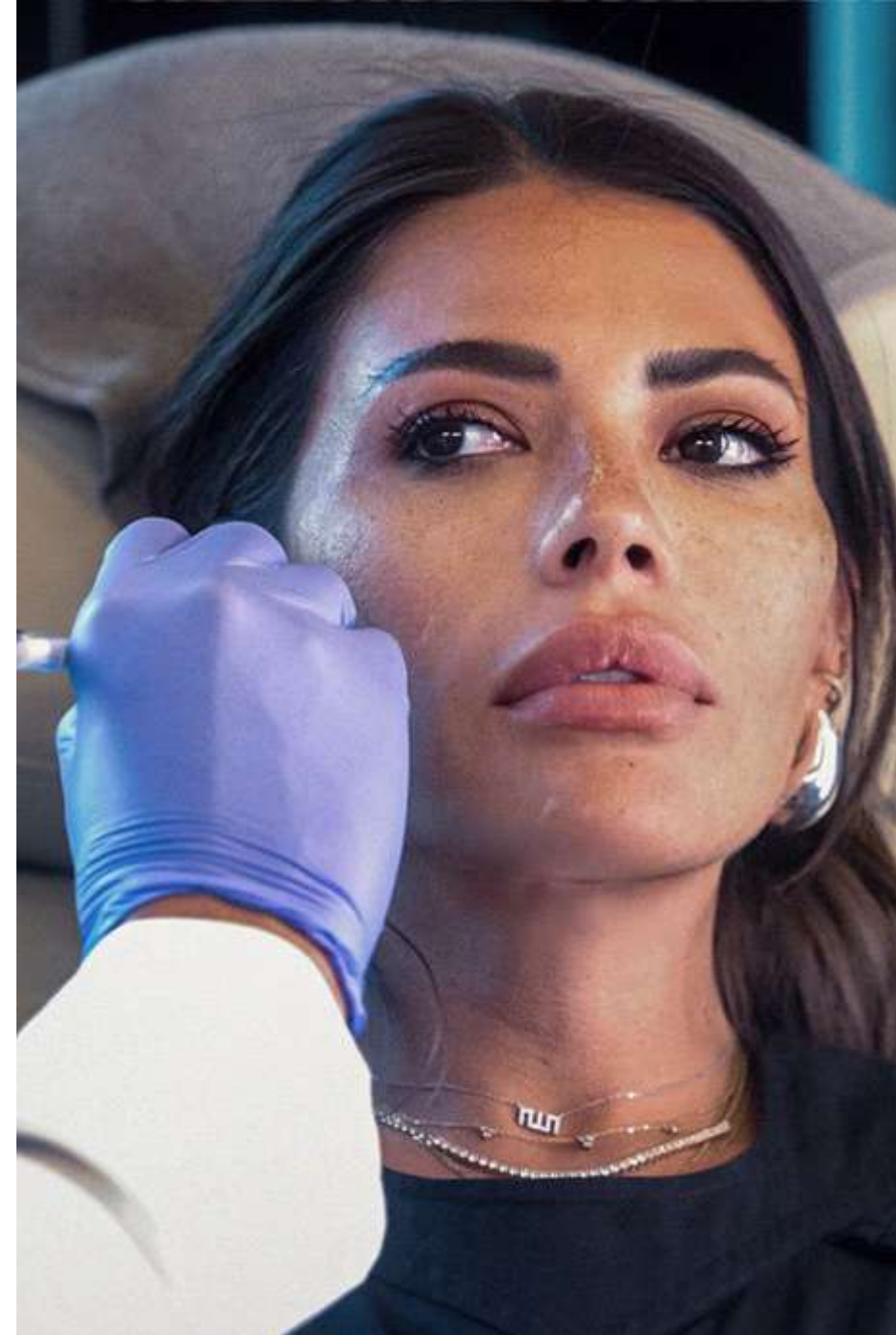


M
MISR ITALIA
PROPERTIES



The Origins Of Dough
At Otto, Garden 8
Live Coverage.

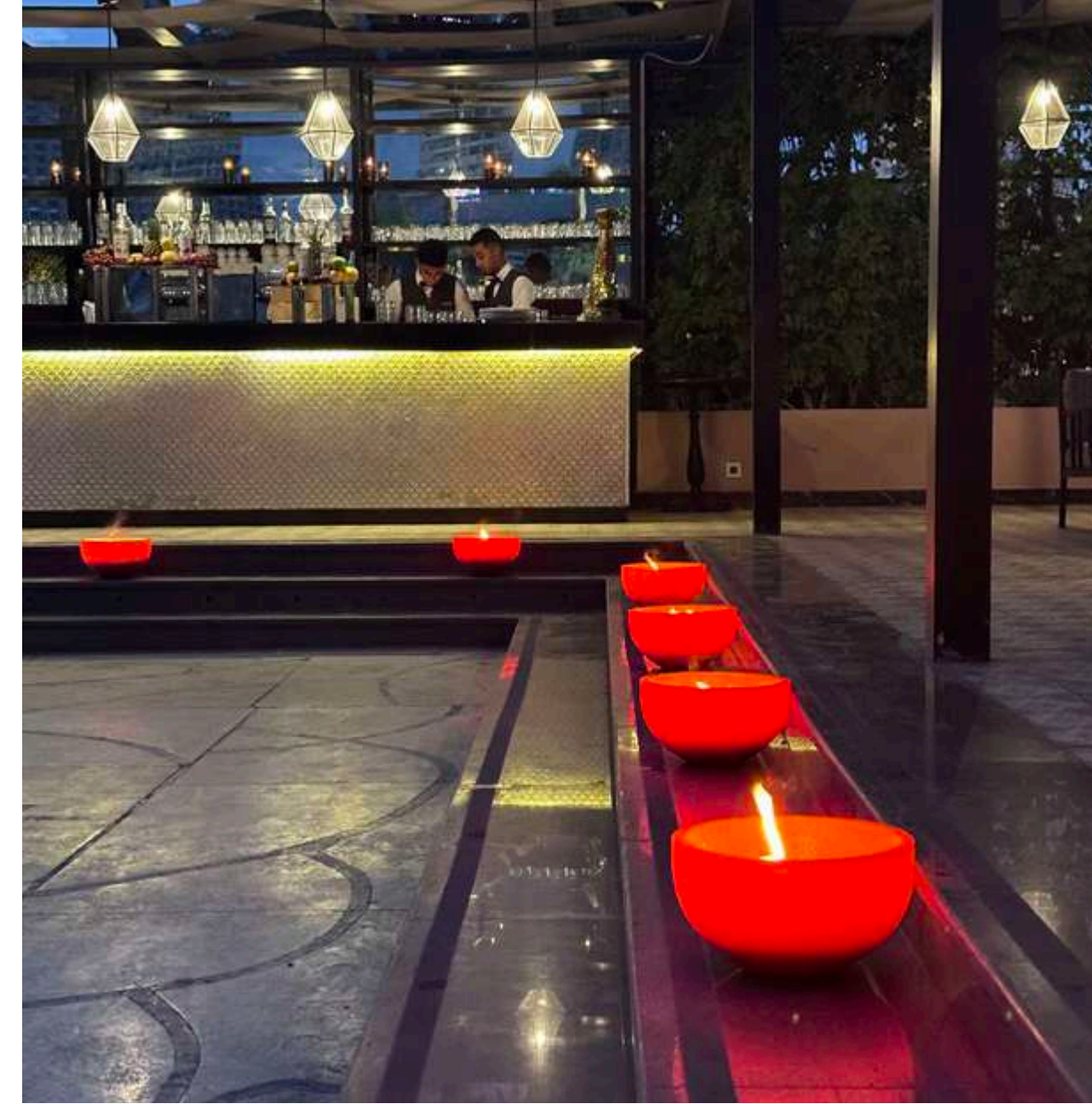




SCHÖN

AESTHETIC CLINICS

Featuring **FOZAZA**
Public Relations



COTERIE

THE

LONDON

EST. 2022

Private Dinner
Live Coverage & Setup

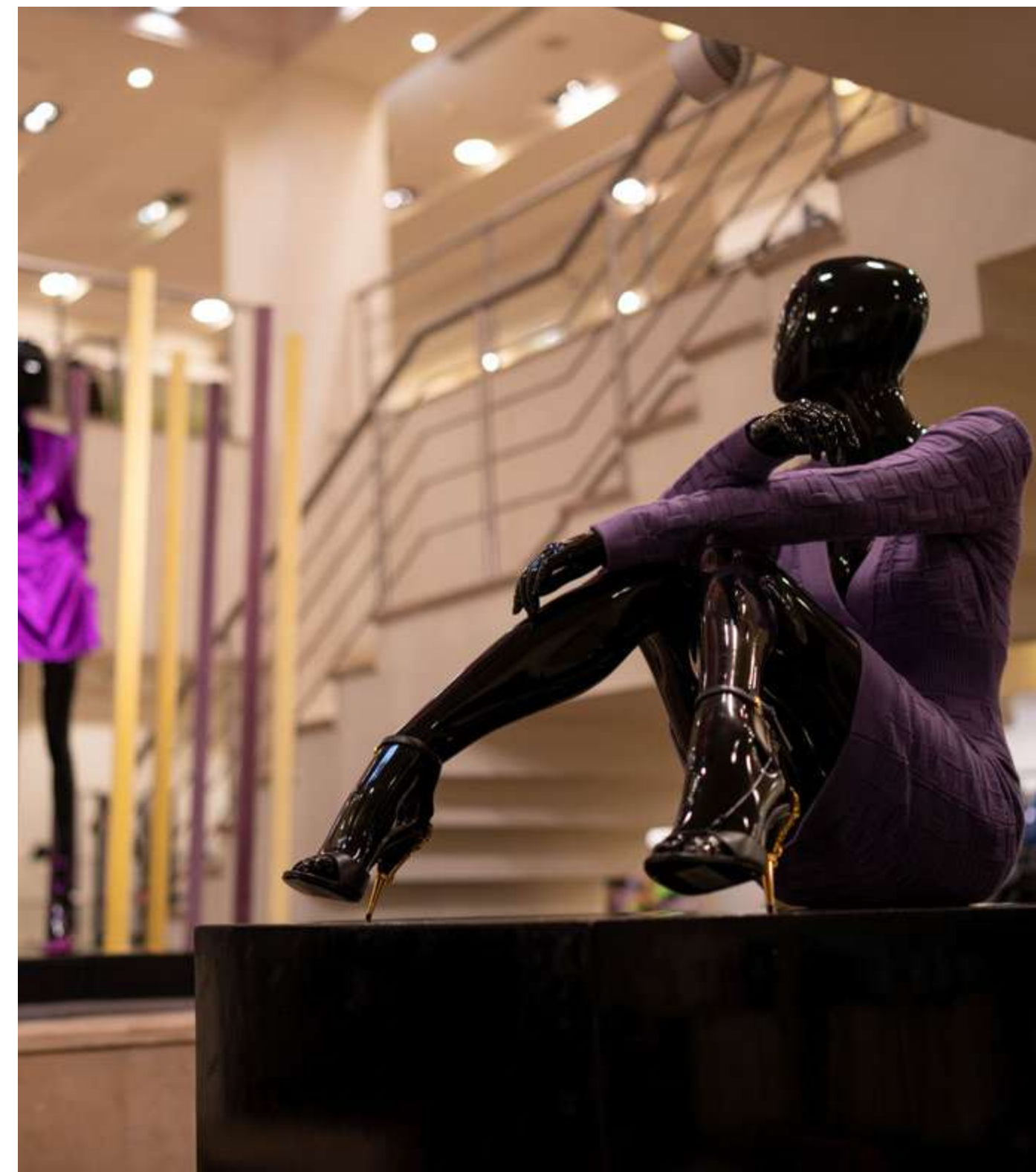




 **CIB | Wealth**


YOUR FASHION DESTINATION

The Secret Society
Live Coverage & Setup





BOHO
S O K H N A

ATRIC
DEVELOPMENTS

Brunch at
TLT Bistro





BOHO
S O K H N A

ATRIC
DEVELOPMENTS

Brunch at
TLT Bistro





BOHO
S O K H N A

ATRIC
DEVELOPMENTS

Brunch at TLT Bistro
Production Design





Behind The Scenes
Media Coverage & PR



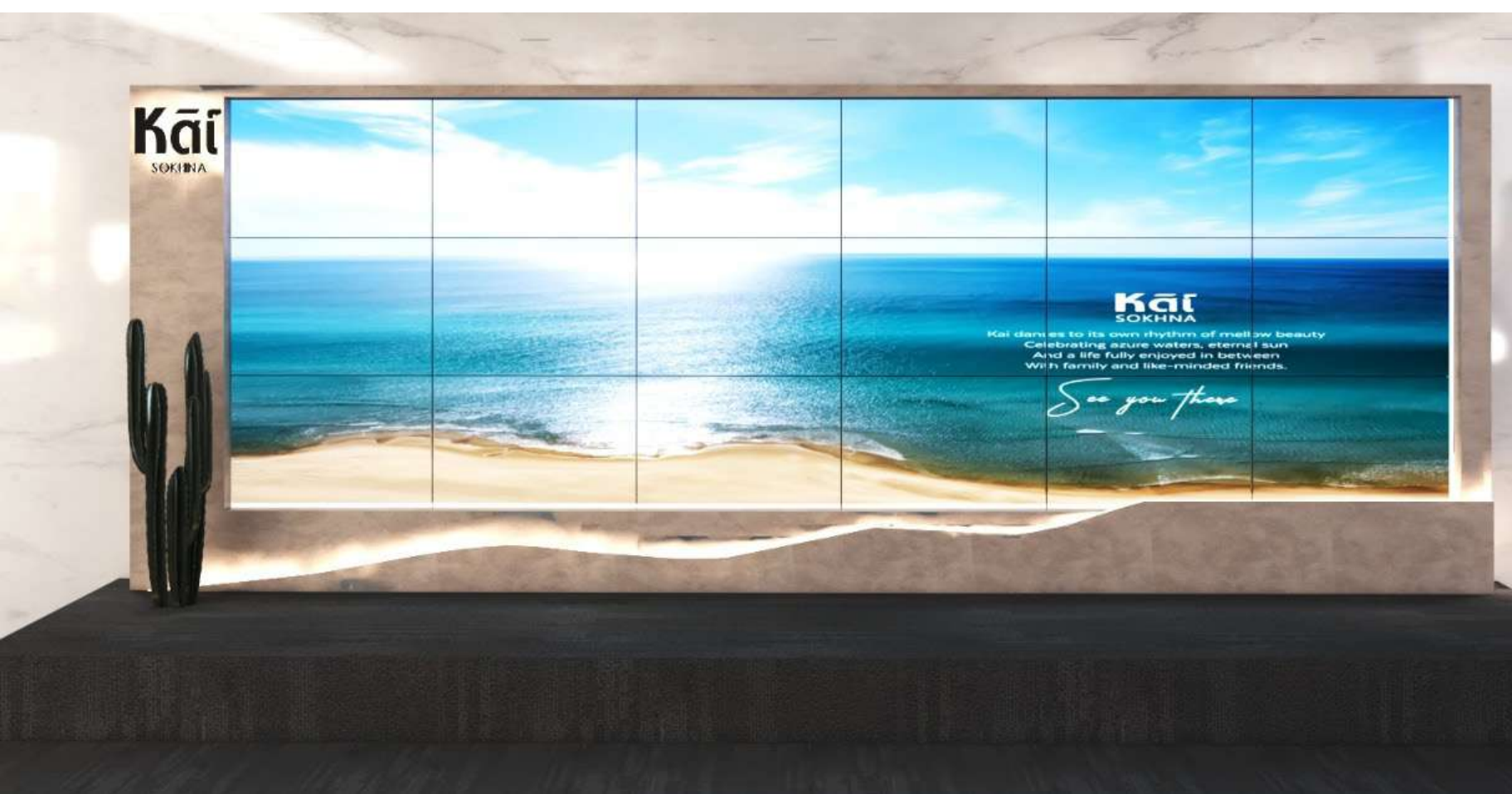
After Party
Media Coverage & PR





After Party
Media Coverage & PR

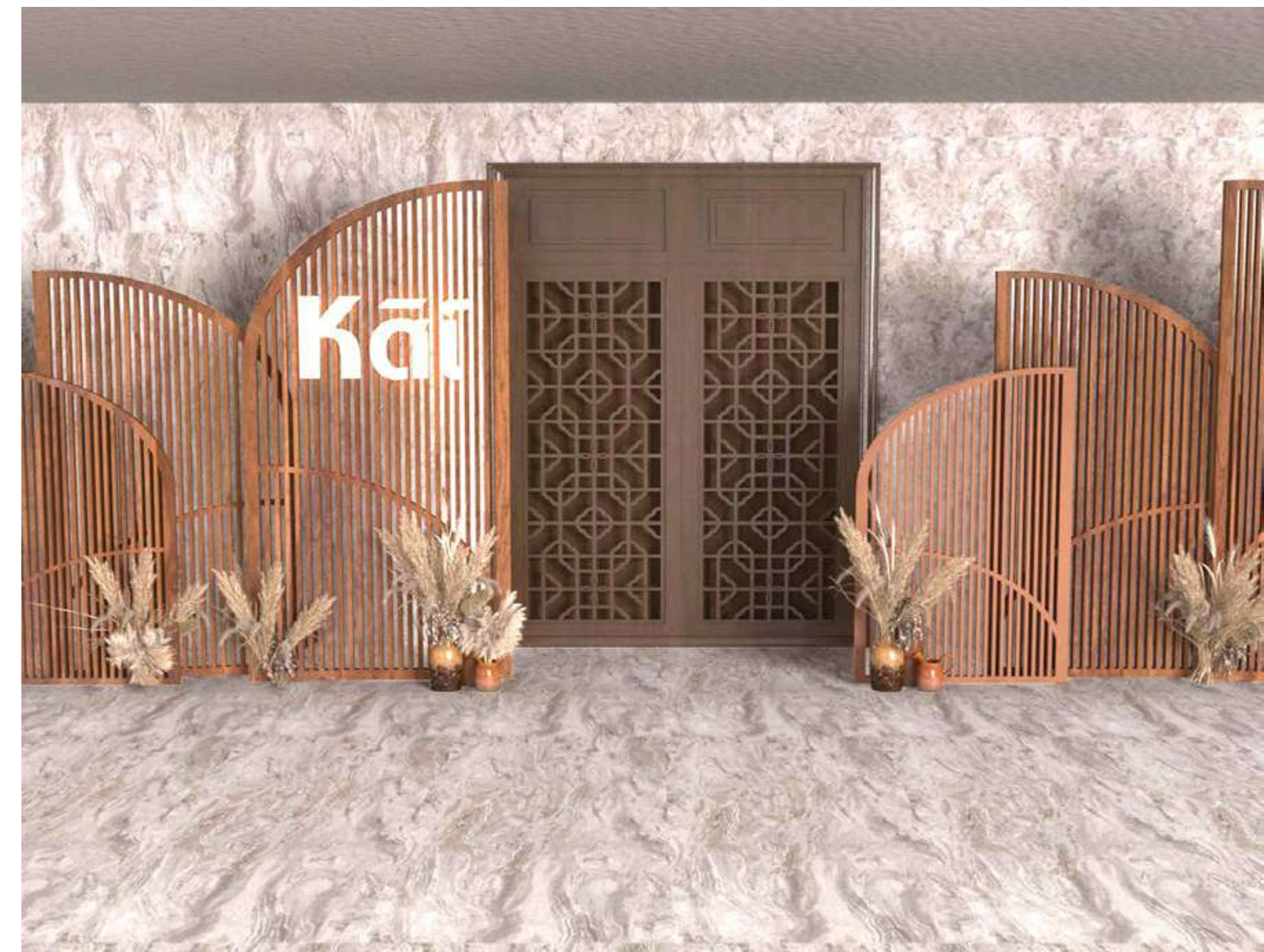






MISR ITALIA **Kāī**
 PROPERTIES SOKHNA

Launch Event
 Production Design.






MISR ITALIA
PROPERTIES

Kāī
SOKHNA

Launch Event
Production Design.



Launch Event
Production Design.





N° 37 x Winter Garden
by GARDEN 8

Christmas Activation
Production Design



M
MISR ITALIA
PROPERTIES

x Winter
Garden
by GARDEN 8

Christmas Activation
Packaging Production



M
MISR ITALIA
PROPERTIES

x

Winter
Garden
by GARDEN 8

Christmas Activation
Acts & WalkABOUTs



M x **maison 69**
MISR ITALIA
PROPERTIES

Christmas Brunch
Production Design



M
MISR ITALIA
PROPERTIES

x

maison
69

Christmas Entertainment
Flower Workshop



M
MISR ITALIA
PROPERTIES

x maison
69

Christmas Brunch
Panel Talk



maison
69



Christmas Brunch
Trunk Show at Maison 69



*people[®]
& places.*

Production
Design

BOHO
S O K H N A



C
CAMPBELL GRAY
HOTELS & RESORTS



Campel Grey Hotel launch
Production Design.



Blanche
YOUR GATEWAY TO STYLE

Featuring Amr Diab
Opening Event.





EMAAR

Marassi Wonder
Art Exhibition



marassi

Egypt Padel Tournament
Media Coverage





FAITH CONNEXION

Fashion Show
Media Coverage



SCHÖN
AESTHETIC CLINICS

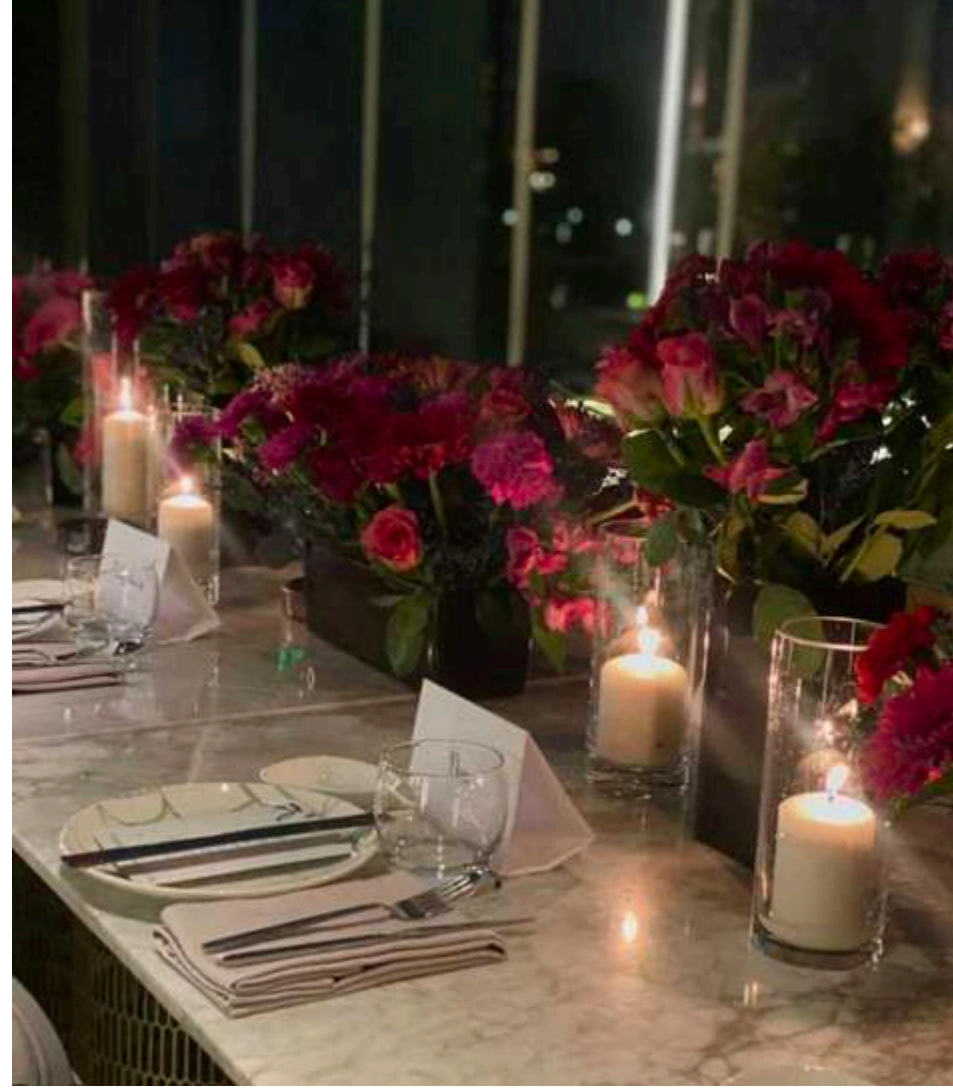
Park St. Branch
Opening Event





PAOLOBONGIA

Le Brunch avec
Paolobongia
Esca Terrnal



FAHAD AL MARZOUK
Private Dinner

MARZOOK





SOCIALISTA

LIFESTYLE EVENTS

La fête de Noël
By Park St.

GARDEN 8'S
JARDIN PRIVÉ II
BY SOCIALISTA EVENTS





NICOLAS JEBRAN

NICOLAS JEBRAN
Private Dinner





DSQUARED2



PRIVATE DINNER





BVLGARI







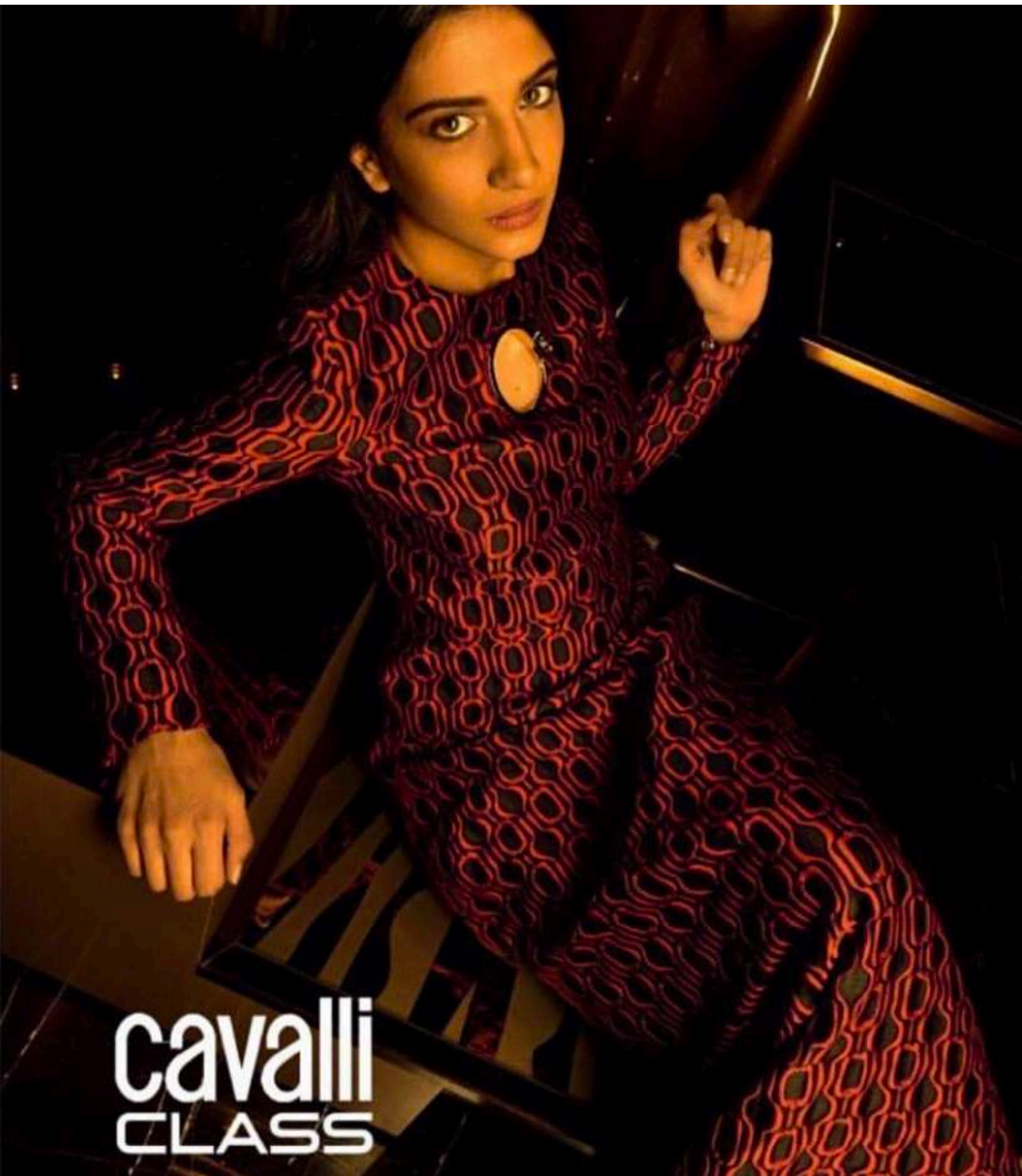
Le Relais De L'entrecôte Lunch

AT 5A WATERWAY

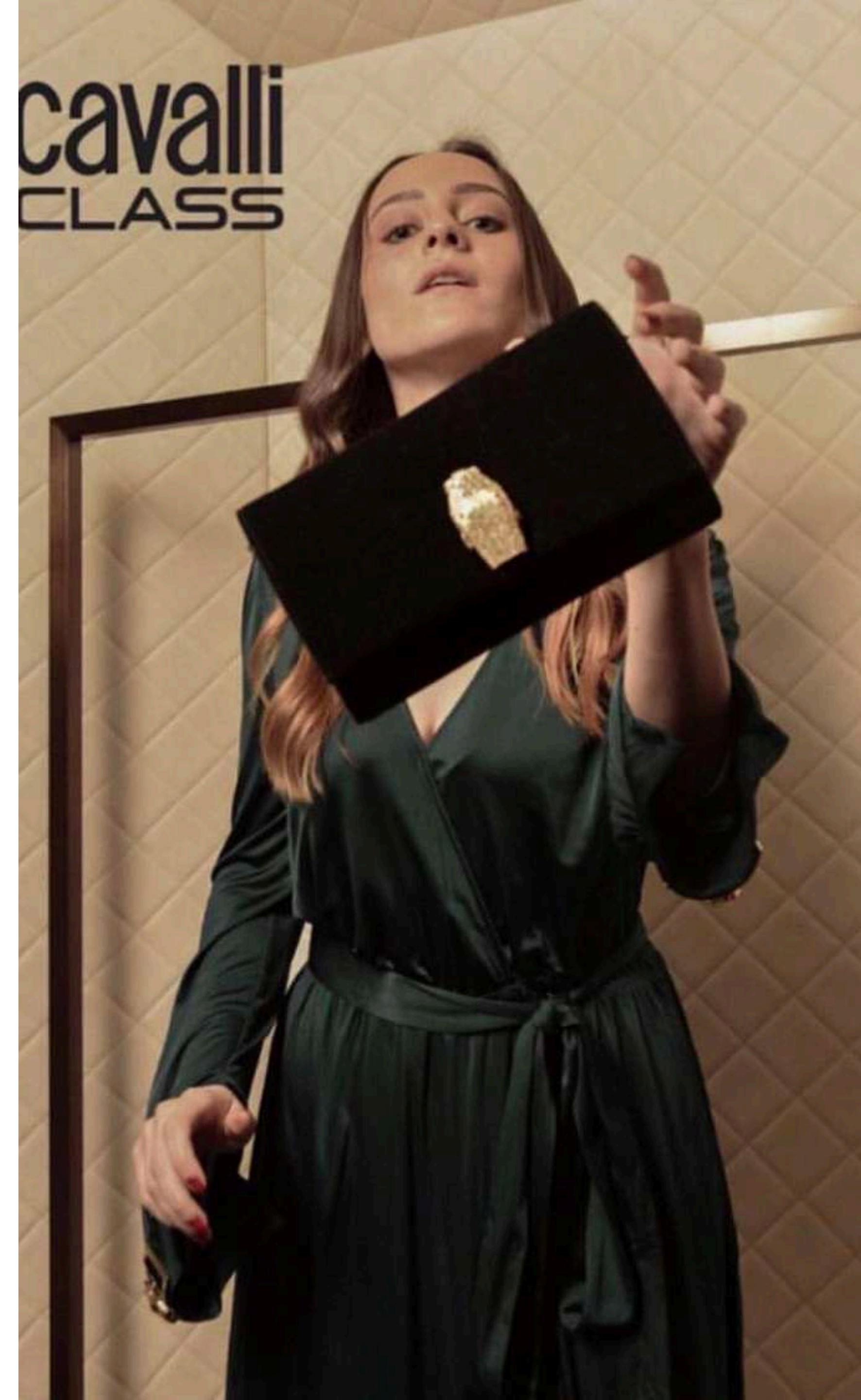




**HYDE
OUT**
DO EVERYTHING & NOTHING



cavalli
CLASS





A woman with dark hair pulled back, wearing a light-colored jacket with a dense floral pattern over a white collared shirt, stands in a clothing store. She is looking directly at the camera with a neutral expression. The background is filled with various garments hanging on racks, including blouses and trousers. The overall lighting is soft and even.

Photo Shoots & Collaborations





كايرو فيستيڤال سيتى مول
Cairo Festival City Mall



**2023 FALL EDITORIAL
SHOOT**



كايرو فستيفال سيتي مول
Cairo Festival City Mall



**2023 FALL EDITORIAL
SHOOT**



#PREMODA

FALL/WINTER 23
NEW COLLECTION



DALYDRESS

FALL/WINTER 23
NEW COLLECTION



SCHÖN
AESTHETIC CLINICS

AT

Casa Cook
— HOTELS —

SUMMER 2023



MOUITY

PARIS





Dusit Thani

HOTELS & RESORTS





ALI EL



BALIBODY



FOUR SEASONS



ELLE



Gc x ELGOUNA
FILM FESTIVAL
مهرجان الجونة السينمائي



Featuring

—
Giovanni
Bolandrini

AD FOR ROLLS ROYCE





VERSACE JEANS

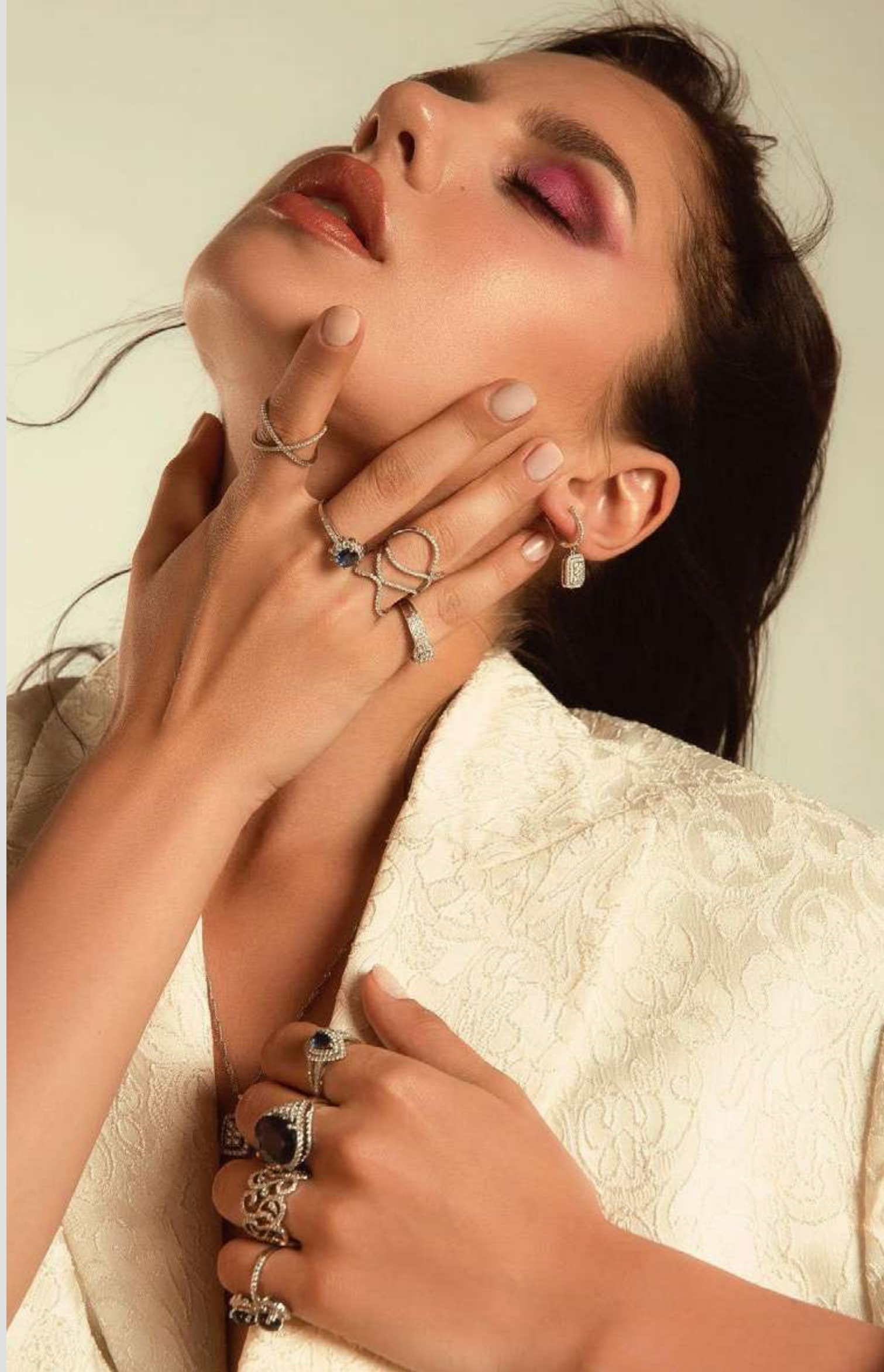




BIKKEMBERGS

Featuring

Giovanni Bolandrini
& Hany Saad



DIAMOND ZONE



HYPÉ

Featuring

—
Salma Abu Daif

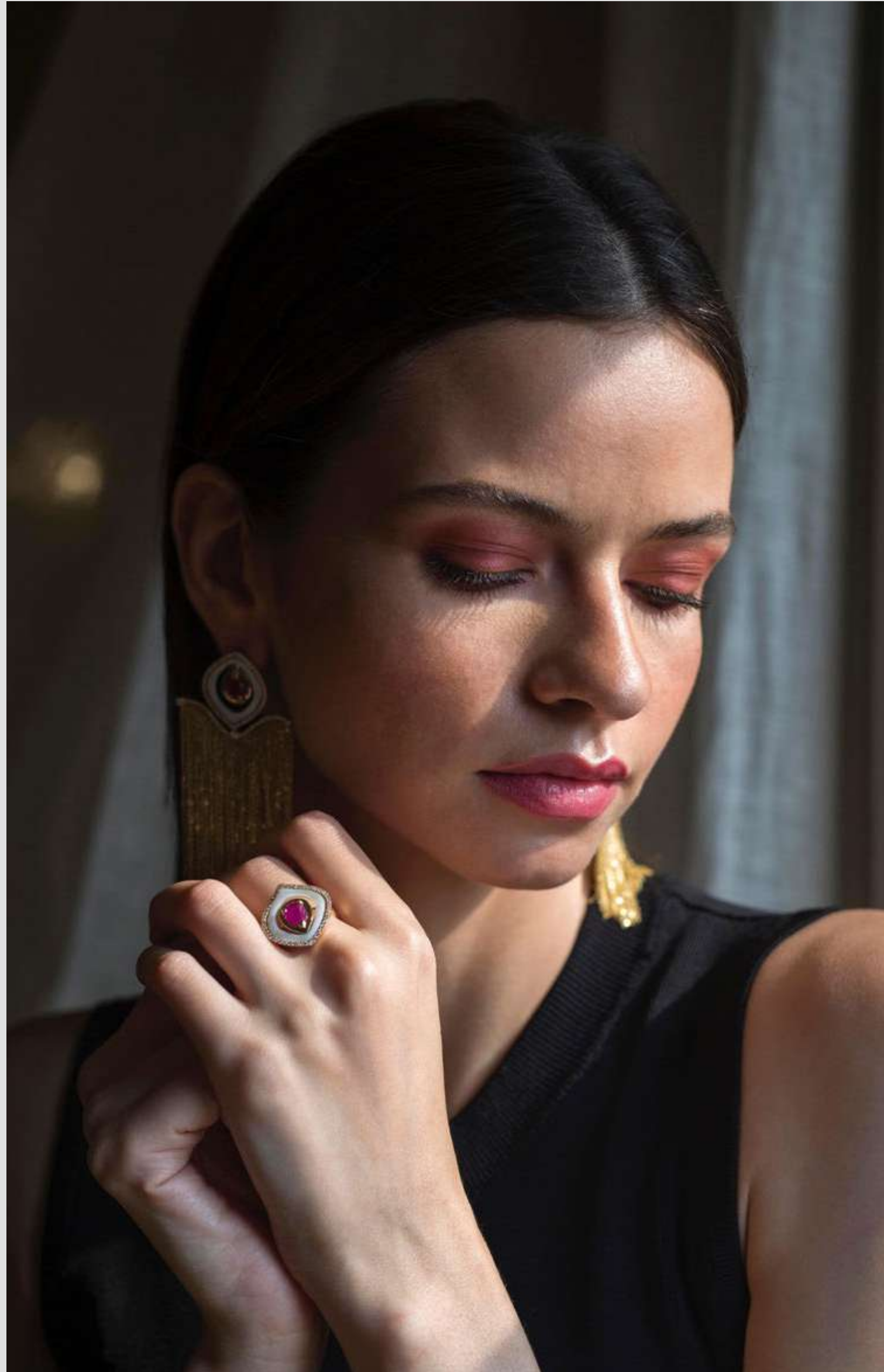




H U W A



Image
Keeping Time Since 1958



DIMA
JEWELLERY



GEMMA AZZURRO 

Featuring

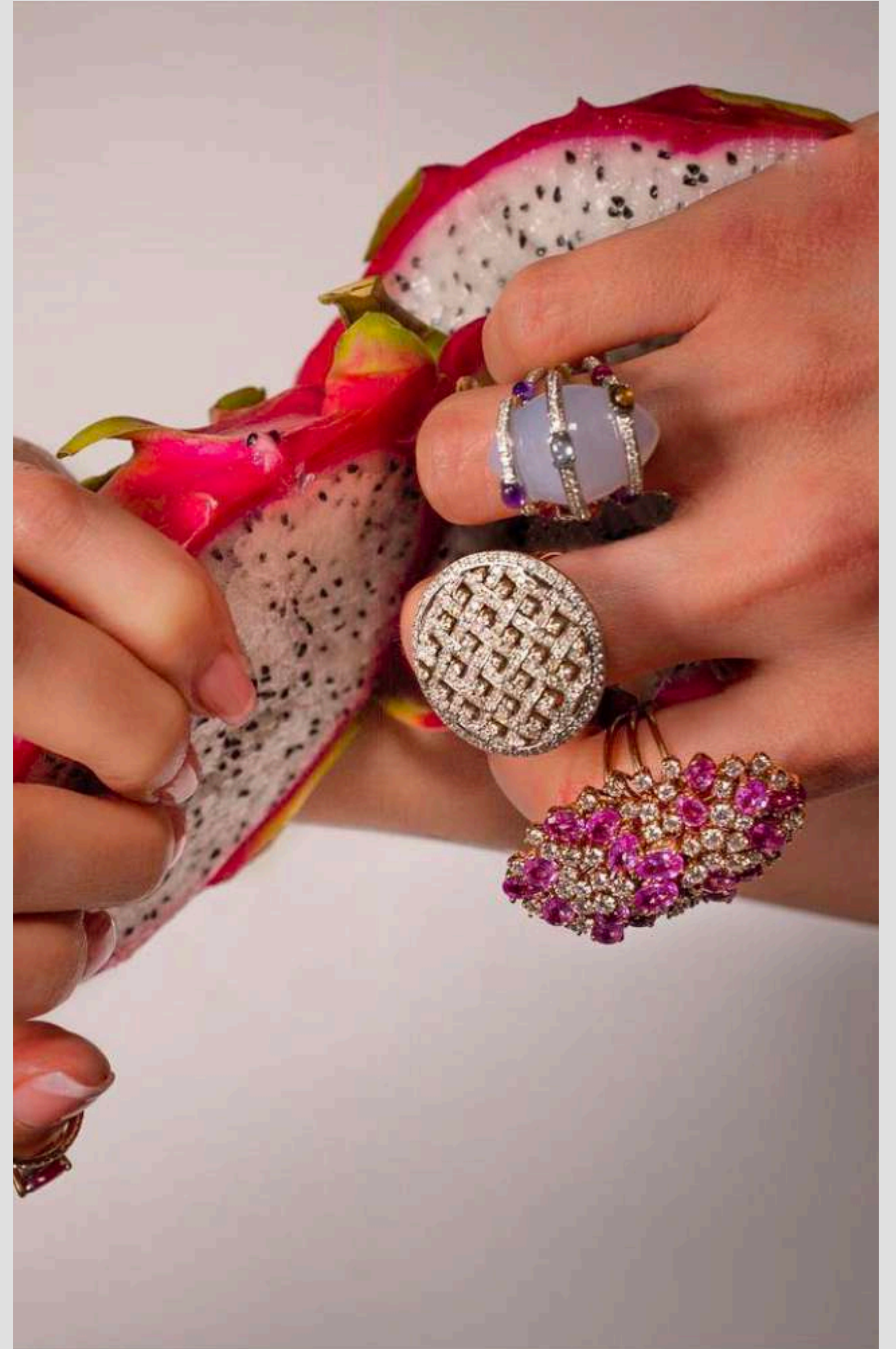


Dorra Zarrouk



BTC





 **OSAIL**
JEWELLERY

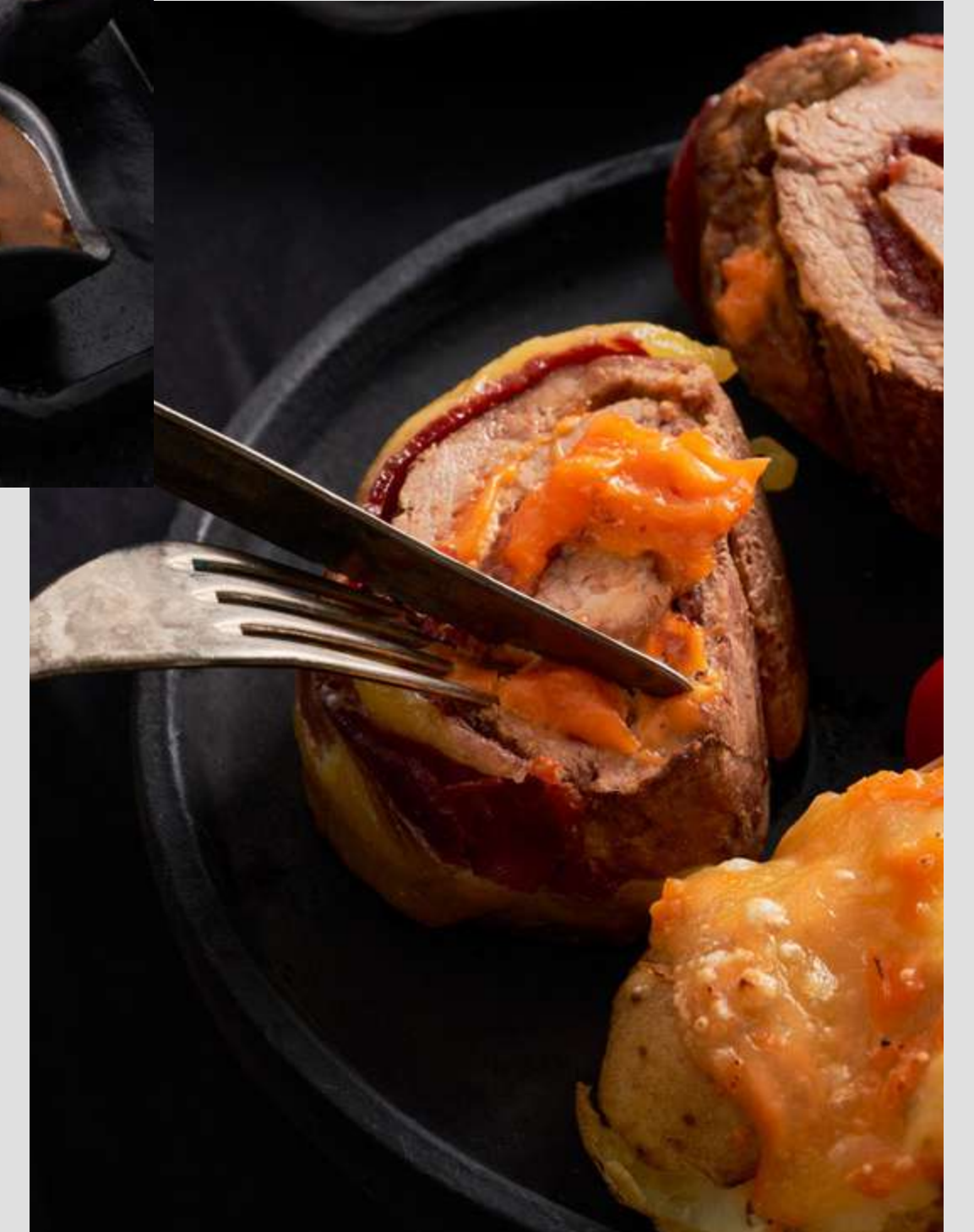


Jennyfer



Food & Beverage

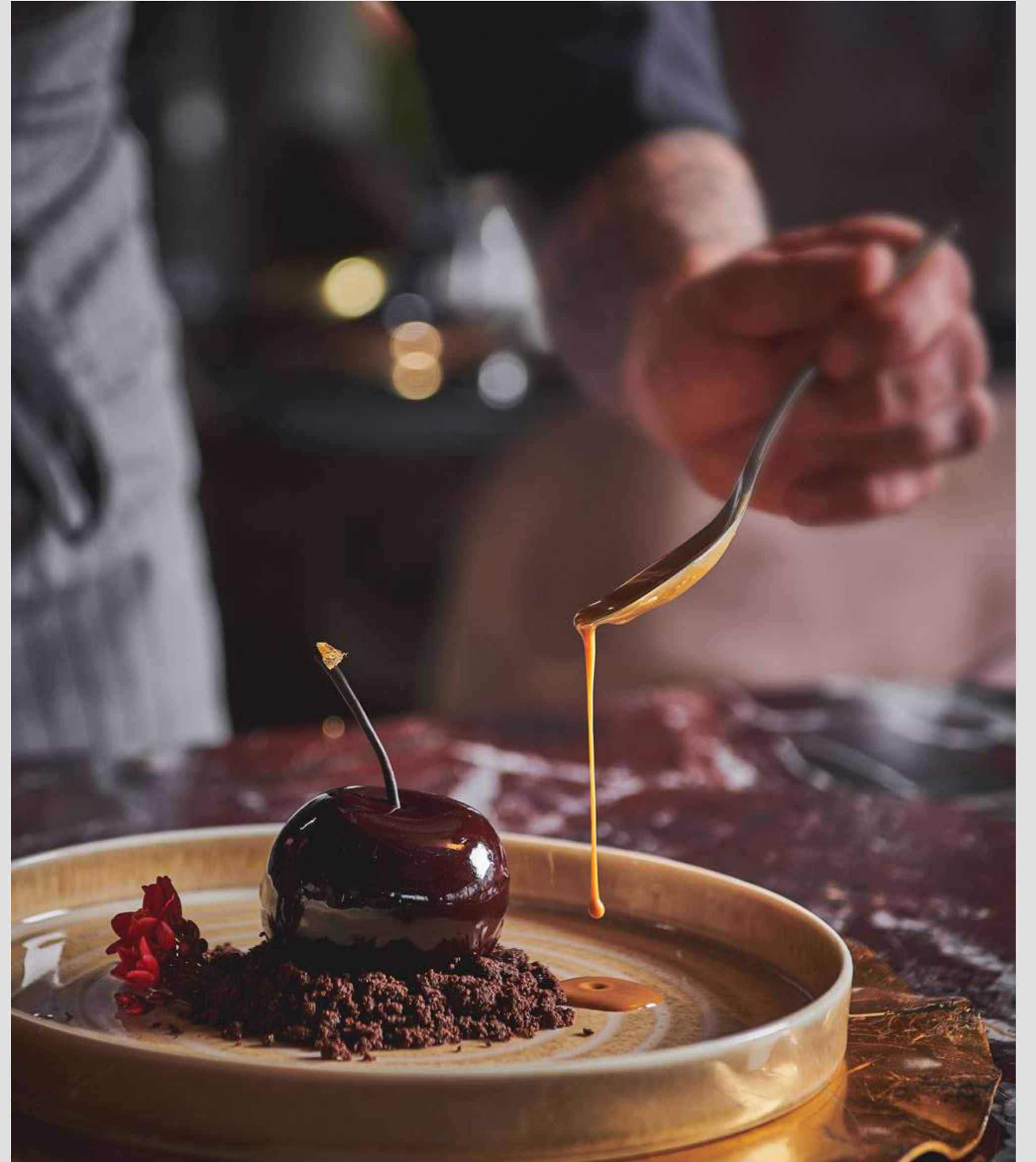


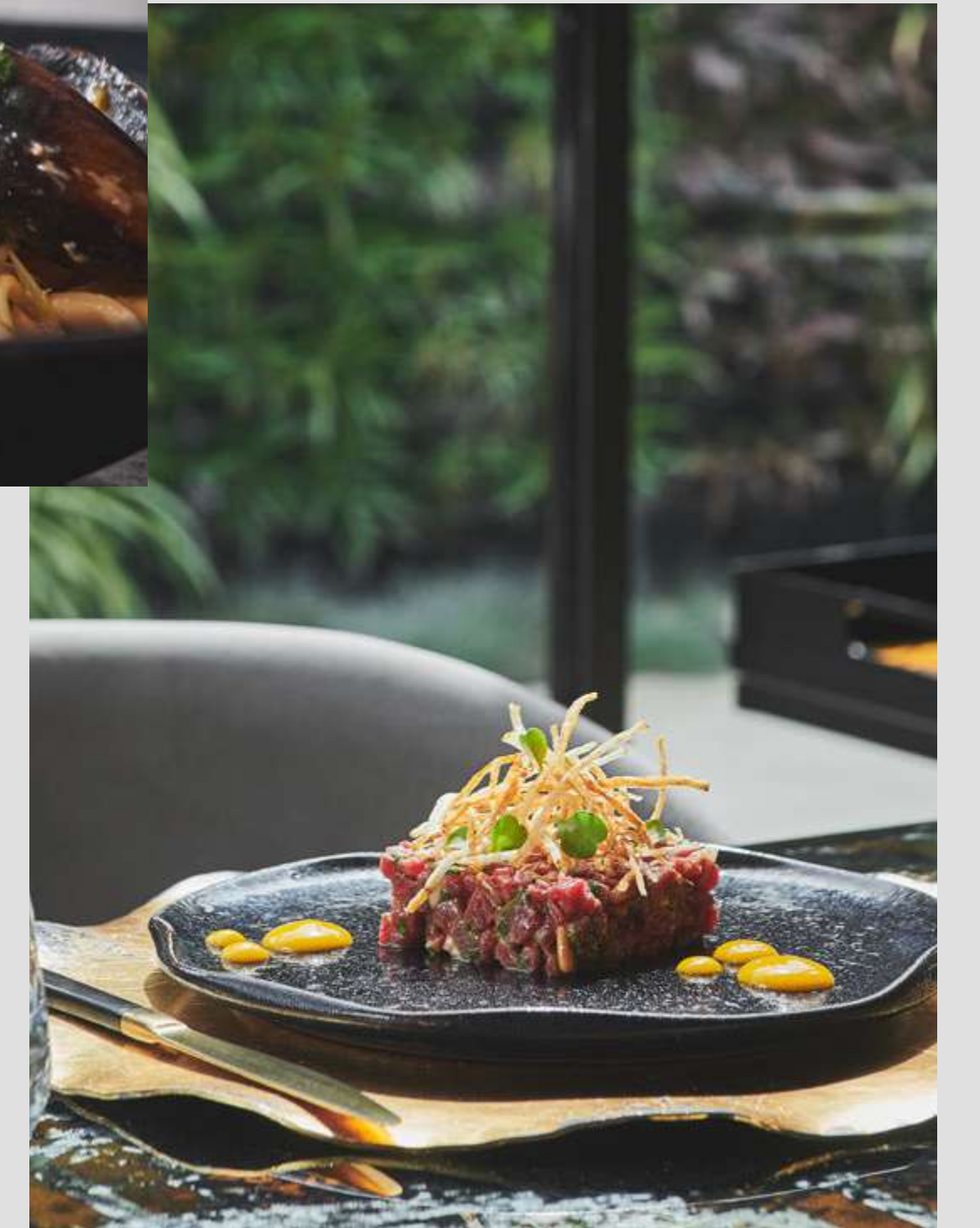


food 
haus



PIER 8 8





—
PIER 88



L'ULIVETO FAIRMONT



ESCĂ





PIER 88



Pier 88 Almaza Bay



italiano 



Corino S.G.[®]

