Agency Credentials 2023

directions agency

Contents

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- Our services
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About Us

Just like you… we're customer obsessed!

About Us

The old ways of working will simply not do anymore, Advertising is being replaced by consumer experiences that are connected and personalized at every touchpoint.

The only successful way to do this is to have an integrated, agile methodology & approach that meets the needs of a fast and ever-changing communication landscape.

We need to act fast, be smarter and have people within our team that are not only specialists in their core fields, but also multi-disciplined and creative so that they can act to any response within minutes.

Today, more than ever, we have data at our fingertips; in 2023, there will be more than 1,000 connected devices around us at any time and yet, we require the tools and data to support the creative work that we produce, consumer insights, behaviors, emotions, attitudes, channel usage, locations, and it doesn't stop there; geo-targeted media, ROI, and Programmatic media are all now in the mix of a modern-day agency model.

But it is all so meaningless without context and knowing what to do with the data to make it useful.

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About Us

Directions has invested heavily in people, tools and processes to create stronger, robust planning and media communications solutions that meet the demands of the modern-day marketing arena.

We have relationships with SocialBakers, Google, Facebook, Snapchat, Twitter, Double-click and YouTube amongst other partners.

Finally, whilst we are a local company with international affiliations, we always think '**glocal**' for brands wanting cultural differentiation through a strategic, centralized framework.

Integration in our eyes is the only way forward, as long as we can act fast, be agile and create ongoing value for the brands we work with.

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Our Philosophy

Project Process

Our Stand

We are a Saudi Brand design and Communications firm. We work with best in class international partners to create and build engaging and innovative brands. Working together with our partners we combine rigorous analytical thinking, persuasive creativity and practical local implementation to create and build memorable brand, innovative brands that will enhance business performance.

Our Approach

We combine the experience and creativity of industry experts to offer imaginative and contemporary solutions to established brands across a range of media platforms.

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Agency Agility

Agency Agility

Directions has created a new 21st century agency model fit for the new world of creativity & technology

Agility is the Game-changer

The Definition of Agile Agility

agility

ə'dʒɪlɪti/

noun

1. ability to move quickly and easily."though he was without formal training as dancer or athlete, his physical agility was inexhaustible"

ability to think and understand quickly."games teach hand–eye coordination, mental agility, and alertness"

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Agency Agility

The traditional creative agency model is **archaic in the new digital transformational world** in which we live

Archaic practices that are dying

The Definition of Agile Agility

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Transitioning to Agile is as much about **organizational change,** empowering your teams and a mindset shift

The Transition and Mindset

The Definition of Agile Agility

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Agency Agility

Strong, **creative, agile teams** will be more **engaged**, deliver better software, and stay more **in tune** with their customers

Engaged and more in-tune

The Definition of Agile Agility

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Agency Agility

At Directions we **prioritize innovation and empowerment** of employees to **drive the creation of business value** for our clients

Prioritizing empowerment

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Agency Agility

We have organized your Creative and Client services team so that they are **cross-functional and multi disciplined** a team from being **managed to being empowered**

Cross functional and multi-disciplined

The Definition of Agile Agility

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Agency Agility

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A hybrid of **strategy, traditional client services** and **digital project management disciplines**

Directions
Product owners

directions agency

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Agency Agility

In a world where digital has taken over, today we start all creative with a mobile first methodology because after all, thats the first point of call in any communication.

Mobile First Creativity

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Agency Agility

Our team is **dedicated resource** with creative releases and **strategic delivery** all within an integrated hub and **supported by additional expertise** on non permanent basis, UX Architecture, Creative technologists, data campaign analysts

Your integrated hub

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Agency Agility

DATA ANALYST	CREATIVE TECHNOLOGIST	PRODUCER
BRAND / CONTENT STRATEGIST	**HUB LEADER**	COMMUNITY MANAGEMENT
CREATIVE TEAM	ARABIC CREATIVE WRITERS	CONTENT MANAGEMENT

The Definition of Agile Agility

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Agency Agility

Creative **customer journey planning** understanding / considering customer mind states Aspirational points of **lifecycle connection**, focus on creative delivery of customer value over all metrics **data with context** (focus on what should be managed and where the team should focus attention)

End to end strategic transformation

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Our Services

Our Services

Strategic planning
& consulting

Brand creation
& branding

Brand launch & activation
(ATL, BTL)

Event planning,
management

Digital & social
media marketing

Digital production
(websites, mobile apps)

Film production
(video content, 2D-3D animation)

Media planning
& booking

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Methodology & Tools

Project Process

We carefully assess the SOW and derive the right resources and time to service every business.

Our developments are dependent on people and by having the right people and adequate support, we directly contribute to the favorable output that is expected by our clients. We will carefully assess your SOW and derive a structure that would function efficiently and utilize resources in a balanced manner, to better serve your business.

It is inevitable that if an attribute changes, the others will be affected. The old agency way of working will not do; Traffic, long-winded briefs and 4 weeks to turn around campaigns.

At Directions we recognize this. We need to be fresh, full of energy and not have our minds sidetracked by endless processed and paperwork. In the new digital world that we live in, old laborious systems will not suffice. We need new ways of working that are agile, collaborative, creative, fast-paced and cost-effective.

For brand we work with, we will create new ways of working. Your brand, will have its own specific hub of specialists. The creative and media hub will be made up of dedicated strategic thinkers, creatives, designers, social analysts, producers, media and data analysts, account executives and technologists, all with one purpose in mind; to ensure that any output always has the 'you' at the centre and puts the consumer first.

This will result in faster concepts to market, greater creativity and more cost-effective and efficient ways of working, ensuring that your brand, gets greater value and increased activity.

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We Believe in

The power of creativity

The magic of technology

The beauty of data

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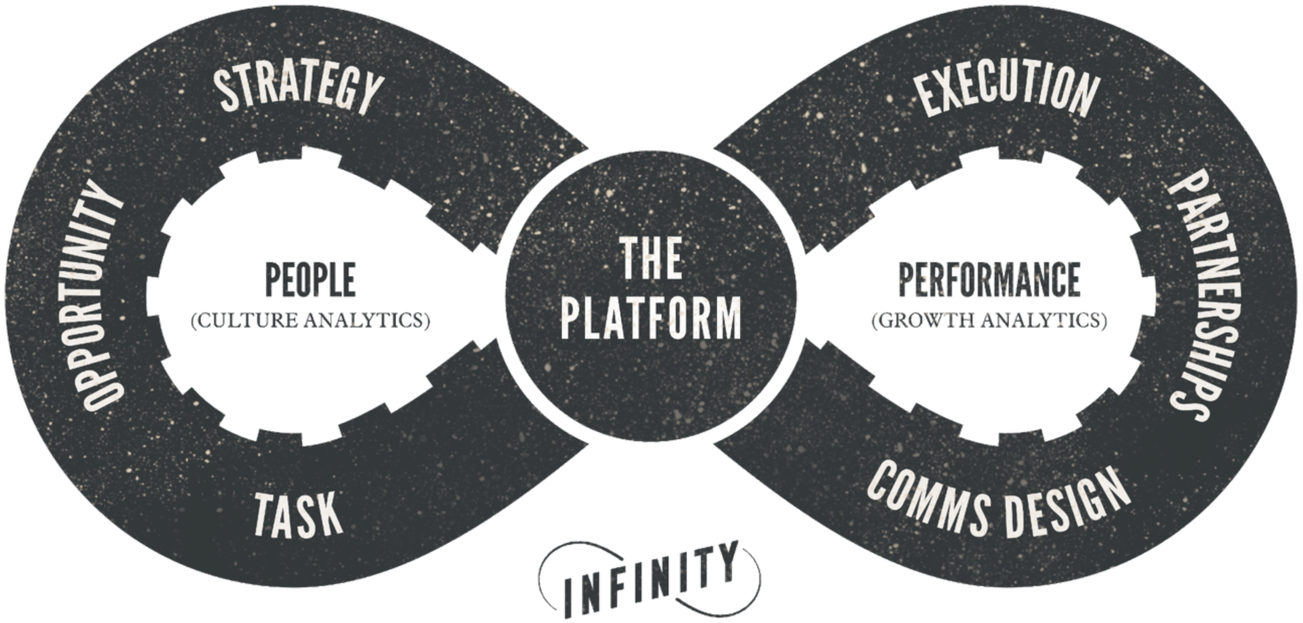
Planning Approach

The Infinity Loop is Directions agile planning process, designed as a never-ending process to continually adapt to changing consumer and technology trends.

This enables us to be faster and more nimble to challenge the platform as well as ourselves. The Infinity Loop is powered by two analytics cogs.



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Our Methodology - 5Ds

We use a strongly insight-based process aimed at delivery of the best strategic solutions through the following three steps:

- LISTEN & EXPLORE – Discovery workshops, Customer or Stakeholder Research, Site Review
- ANALYZE & ITERATE – Develop unique requirements and strategies
- VISUALIZE & DOCUMENT – Customer Experience Journeys, Personas, Information Architecture, Technical expertise & Digital Governance

Discovery

Getting to know your business, understanding your goals and objectives. This is the essential strategic first step.

During this time we would run face-to-face workshops and meetings to help define the direction of the project as clearly as possible.

We would also look to establish the project team, roles and responsibilities and ways of working.

Define

The define phase is about creating the blueprint for project success and formally documenting the project requirements.

Typical outputs include customer journeys, creative concepts, user stories and product backlogs, technical and analytics specifications, content modelling, KPI definition, test and support plans.

Design

Crafting the user experience with visual design and enhancing our technical approach.

Our creative output focusses on the execution of detailed interactive design for mobile and desktop, alongside the creation and retouching of media assets.

Develop

This phase sees the content, communication and code transform into the finished project.

Our development is followed by a thorough quality assurance process and a window of time for client acceptance.

Drive

Once live, we measure digital performance & ensure all parties have a clear understanding of areas of success.

The insights gained during this phase help us to form plans that continuously look to evolve and enhance the plan. New user stories get fed into the product backlog and prioritized and scopes are written for the next project phase.

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The 5Ds in Action

We combine our project phases to form a ‘Hybrid’ approach.

We think of this approach as "modified Agile," using the benefits and tools of an Agile project where we feel they add the most value.

The initial Discovery & Define phases allow us to investigate our clients’ business, project vision & technical landscape. These essential project phases reduce the risk of failure, they cement relationships across all parties & maximize our chances of getting off to a great start.

Ultimately the Discovery & Define phases give us, both client and agency as a team, a chance to share ideas collaboratively, exploring every angle to eliminate assumptions and subjective views before we start the build phase of the project.

We have found our hybrid approach to be the most effective means of completing projects with shifting requirements. It enables us to quickly introduce new features while ensuring documentation & traditional Project Management techniques help keep projects on track, reducing risk & financial burn.

Team Experience

Past experiences

Al Rajhi Bank
مصرف الراجحي
الراجحي المالية
Al Rajhi Capital
البنك الأول
Alawwal bank
samba سامبا
مصرف الإنماء
alinma bank
الإنماء للاستثمار
alinma investment
تكافل الراجحي
Al Rajhi Takaful

Financial

STC
الاتصالات السعودية
STC
SAMSUNG
HUAWEI
hp
Virgin

Telecom & IT

EMAAR
درة الرياض
العبيكان
Obeikan
SAFID
SLC
الفنار
alfanar

Real Estate & Industrial

badir
كفاءة
SEDA
للحوار الوطني
منشآت
monsha'at
SAR

Government

ساسكو
sasco
المراكز العربية
Arabian Centres
مكتبة جرير
JARIR BOOKSTORE
الزهراني التجارية
ALZAHRANI TRADING

Retail

دايت سنتر
SUBWAY
Kudu
DQ
LONDON
FISH & CHIPS

F&B

النهدي
Dallah

Non-profit & Healthcare

المراعي
Almarai
nadec
ÜLKER
Seara

FMCG

Audi
VOLVO
SEAT

Automobile

Recent experiences

العقارية
AL AKARIA

ekar

AMERICAN EXPRESS

تعمير
TAMEAR

كون زون
Cone Zone

Almosafer

صندوق تنمية الموارد البشرية
HUMAN RESOURCES DEVELOPMENT FUND

XACT

BCare

فيو
view
Bottled Water

HUNGER STATION

وايتس
whites

MELEX

هيئة الهلال الأحمر السعودي
SAUDI RED CRESCENT AUTHORITY

SASO
المواصفات السعودية
Saudi Standards

Agency Portfolio

Film Production

TVs

- Melex
- NCVC
- Shawya House
- Tamesa
- TAQEES

Note: The films are available at the following link to view :

https://www.youtube.com/@directionsagency

Integrated Campaigns

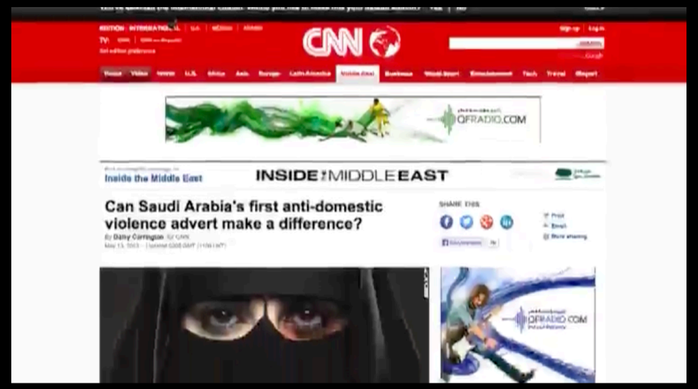
TVs

- Ekar
- Xact
- STC
- CITC CyberCrime
- Al-Nahda
- Al-Rajhi Bank

Note: The films are available at the following link to view :

https://www.youtube.com/@directionsagency

KING KHALID FOUNDATION



ALRAJHI BANK

انتِهاؤنا. ابتِداؤنا.

من حيث ننتهي.. نبدأ من جديد. فلا نهاية لنا سوى رضاكم،
ومنها سعيْنا الدؤوبَ لنرضيَكم أكثر فأكثر.

مصرف الراجحي Al Rajhi Bank

نعتز بقيمنا

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www.alrajhibank.com.sa

نجاحُنا. أخطاؤنا.

لا تكتمل الصورة إلا بنقصانها، ولا معصومَ عن الخطأ. ومن
أخطائنا نكتسب علماً ونغتنى خبرةً لنبقى دوماً على عهدِ
تقديم مصرفيةٍ إنسانية هي رايتنا.

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نعتز بقيمنا

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أصالتُنا. تطَوّرُنا.

قيمٌ أصيلة لا نحيد عنها، تدفعُنا لتسخير كل تقنيّة طوّرها
العلم كي تكون في خدمتِك من دون تعبٍ.

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Al Rajhi Bank مصرف الراجحي

(possibilities)∞

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ANB BANK

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A CHAIR,
YOU
CHOOSE
WHERE!
Infinite...limitless imagination
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SOME
SEE ART,
YOU
CHOOSE
WHAT!
Infinite...limitless imagination
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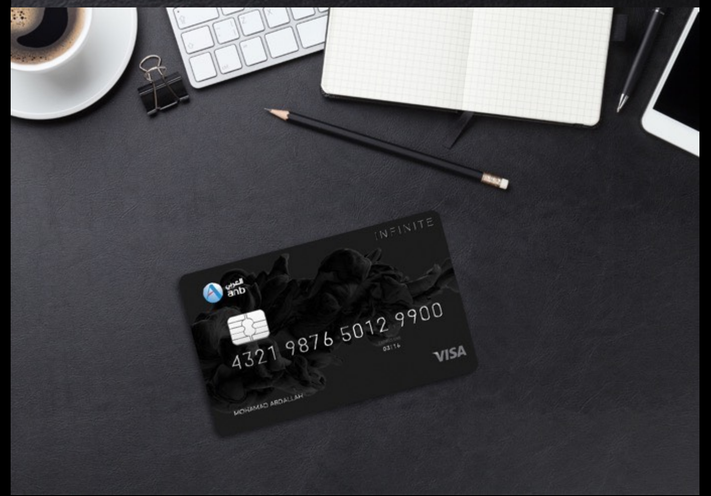
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YOU CAN'T
CHANGE REALITY..
BUT YOU CAN
ENJOY EVERY
DETAIL ABOUT IT
My card.. my style
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العربي
anb

YOU CAN'T BUY
HAPPINESS..
BUT YOU ALWAYS CAN
ENJOY THE SMELL OF
COFFEE WITH RAIN
My card.. my style
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العربي
anb

Signature
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VISA
MOHAMAD ABDALLAH

Visa Signature...
Beyond the ordinary

Signature

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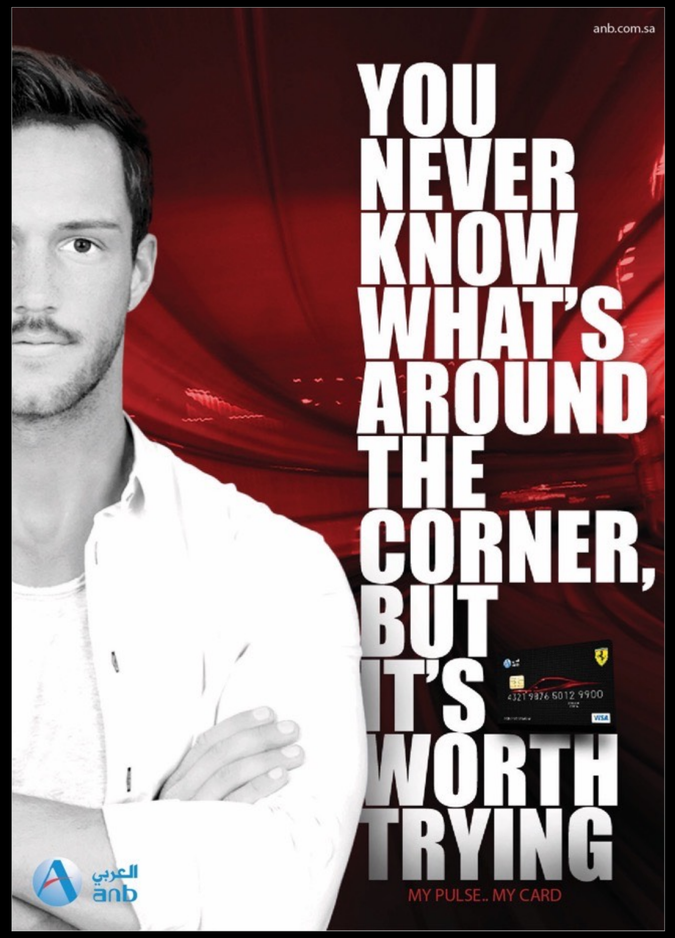
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YOU NEVER KNOW WHAT'S AROUND THE CORNER, BUT IT'S WORTH TRYING
MY PULSE.. MY CARD
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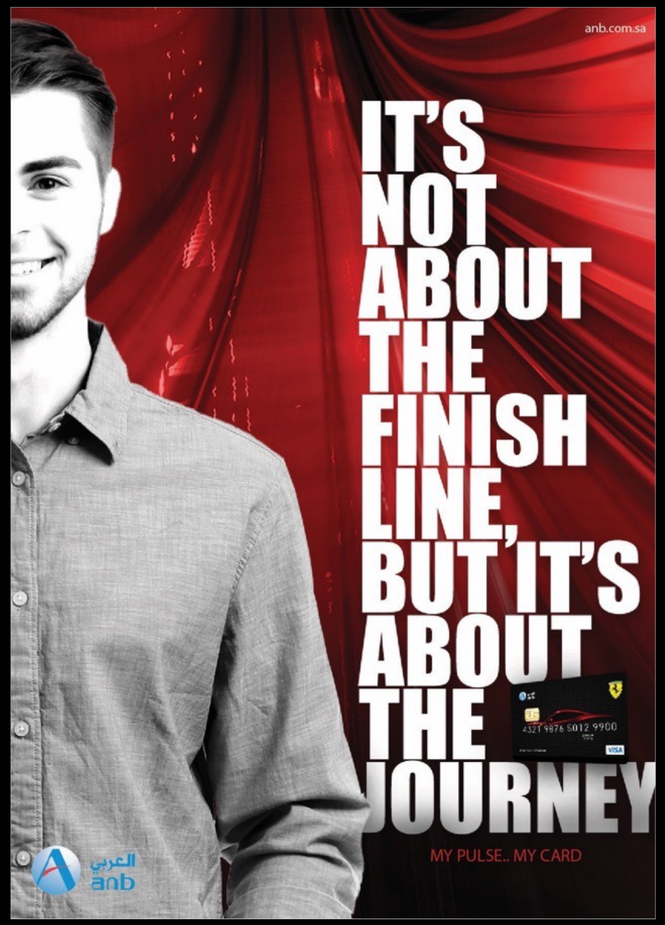
anb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IT'S NOT ABOUT THE FINISH LINE, BUT IT'S ABOUT THE JOURNEY
MY PULSE.. MY CARD
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اطلق طاقتك من القمة

صندوق أكنان ريت للاستثمار العقاري

تقدم الإنماء للاستثمار فرصة استثمارية مميزة متاحة لجميع الفئات للاستثمار في صندوق أكنان ريت للاستثمار العقاري متعدد الأصول. وهو جزء من مشروع تطوير منطقة جبل عمر بجوار المسجد الحرام والذي يعتبر أحد مشاريع التطوير العقاري الكبرى في الشرق الأوسط، التي تهدف إلى توفير مرافق سكنية ذات مستوى راقي لتلبية العدد المتزايد لزوار بيت الله الحرام.

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من القمة

اطلق طاقتك
من القمة
صندوق أكنان ريت
للاستثمار العقاري

أعرف أكثر
عن ريت
أداء
السهم
68.50
0.13%
0.09
34000
معلومات
عن السهم

الإنماء للاستثمار
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من القمة
صندوق أكنان ريت
للاستثمار العقاري
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العدد المتزايد لزوار بيت الله الحرام
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أين ما كنت .. اهتمامك يصلهم

حساب الأسرة

في مصرف الإنماء ندرك مدى اهتمامك وحمايتك لعائلتك، لذا حرصنا على توفير خدمة حساب الأسرة. الذي يخولك لتصميم حسابات مصرفية تكون تابعة لحسابك ومخصصة للاستخدامات الشخصية أو العائلية، من خلال إنترنت الإنماء، الذي يتيح لك إدارة ومتابعة هذه الحسابات بكل يسر وسهولة و اطمئنان ... في أي وقت و في أي مكان.

مزايا تواكب إحتياجك

- بدون رسوم إدارية.
- لا حاجة لزيارة الفرع.
- رسائل نصية قصيرة لتتبع عمليات الحسابات.
- كشوفات حساب شهرية إلكترونية (اختياري).
- تأسيس فوري للحسابات الرديفة وإدارتها عبر إنترنت الإنماء.
- تحكم أكبر من خلال تحديد الصلاحيات للمستخدم الفرعي.
- سهولة تتبع الحسابات الرديفة من خلال إعطاء أسماء مختصرة للحسابات.
- إمكانية إصدار بطاقة الإنماء مدى للمستفيد المباشر مع تحديد مبالغ السحب والشراء على البطاقة.

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مصرف الإنماء
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لخدمتكم في
حي الفاروق
بمدينة الرياض
فرع جديد
مرحباً بك
في فرع
حي المحمدية
بمدينة صبيا
شريكنا العزيز ..
نعتز في مصرف الإنماء بنمونا وتوسعنا لخدمتك، وتقديم خدماتنا المصرفية المعاصرة لك، التي صممناها خصيصاً من أجلك لنؤكد لك التزامنا الكامل في المصرف بالاهتمام بمتطلباتك المصرفية من خلال تجربة مصرفية رائعة وأقرب لأسلوب حياتك.
مواعيد العمل:
الأحد - الخميس: من الساعة 9:30 صباحاً وحتى 4:30 عصراً
رقم هاتف الفرع: 0112146767
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مرحباً بك
في فرع
حي المحمدية
بمدينة صبيا

Innovation Campaign

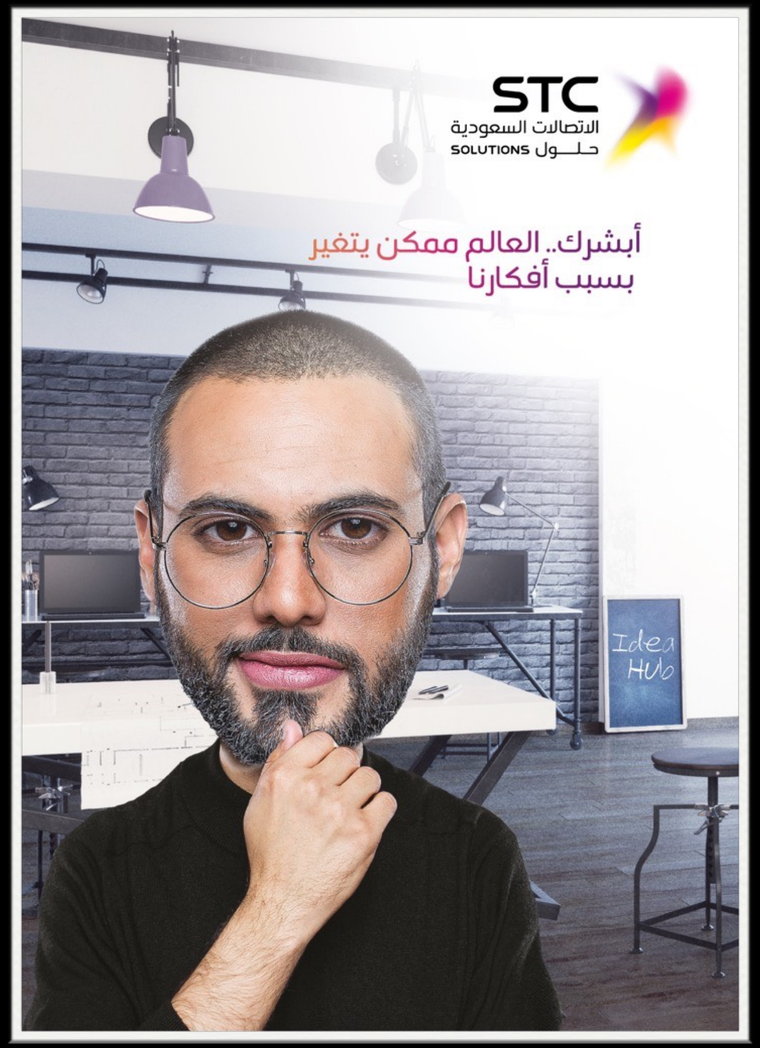
Innovation is what fuels growth and that what made STCS today is #1 IT Solutions Provider in KSA.

The only way to maintain that lead is by making sure they are constantly coming up with something new…Innovation.

Abo Rass (Big head) A 360 fully integrated internal campaign that created a new space for creativity and interactive communication with uncommon character.

83% of STCS employees were engaged with Abo Rass campaign.

STC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SOLUTIONS حلـــول
أبشرك.. العالم ممكن يتغير
بسبب أفكارنا
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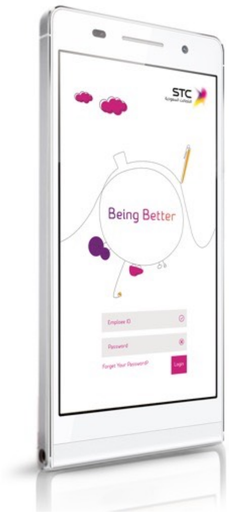
STC
الاتصالات السعودية
SOLUTIONS حلـــول
معك أبو راس..
أنا مخي كبير وأفكاري رهيبة.. كل
المطلوب منك انك تشاركني الافكار اللي
براسك الكبير من خلال برنامج "فكرة"
وانا راح ادعمك وابشر بسعدك

STC
الاتصالات السعودية
SOLUTIONS حلـــول
أبشرك.. العالم ممكن يتغير
بسبب أفكارنا
Idea Hub

STC

Welcome John | My Profile | Help | Sign Out
STC
الاتصالات السعودية
SOLUTIONS
Home
Post Ideas
Leaderboard
Dashboard
How It Works
Resources
IdeaHub
Abu Ras here! and I'm here to help
If you have any great ideas, and I know you do! Let me help show you how we can turn them into a reality by simply visiting me at the IdeaHub. Together, we can find all the solutions.
Activity Stream
Show Filters
All activity.
Check here to see all activity occurring throughout the program.
Open Challenges
This Community
Looks like there aren't any challenges.

STC



living the values (internal Branding)

STC

STC
Values That Bring Value

STC
Values That Bring Value
Know Me Better

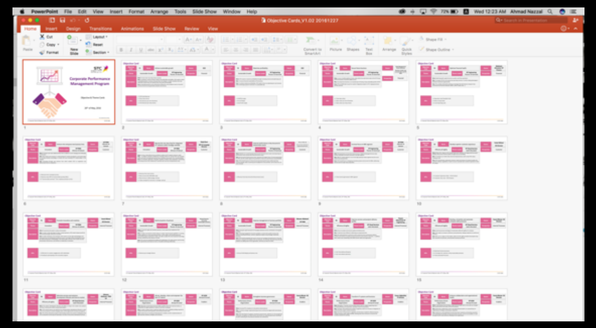
STC
WEEK 1
How to use it

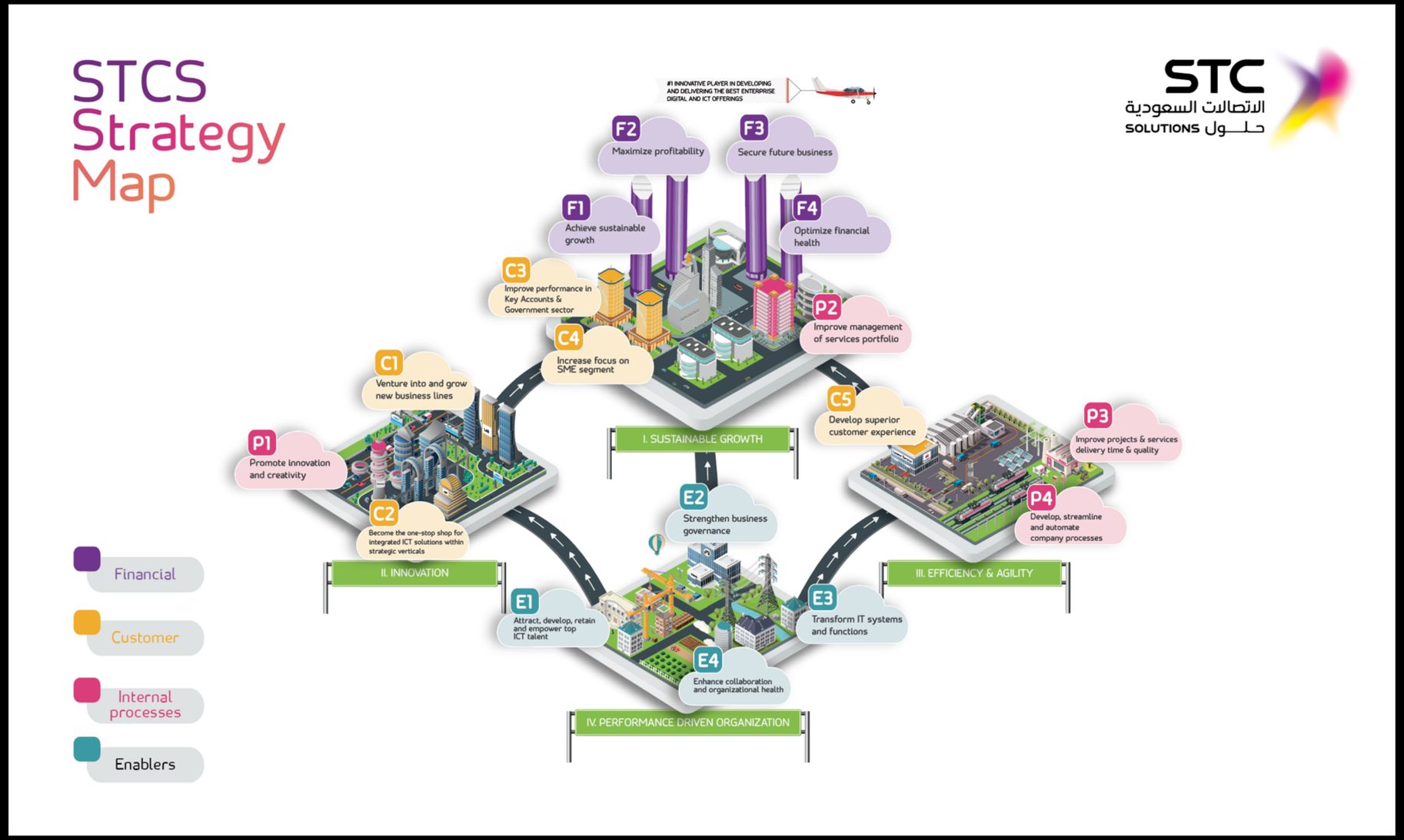
Build Trust
We work
with integrity
and mutual trust

Employee First

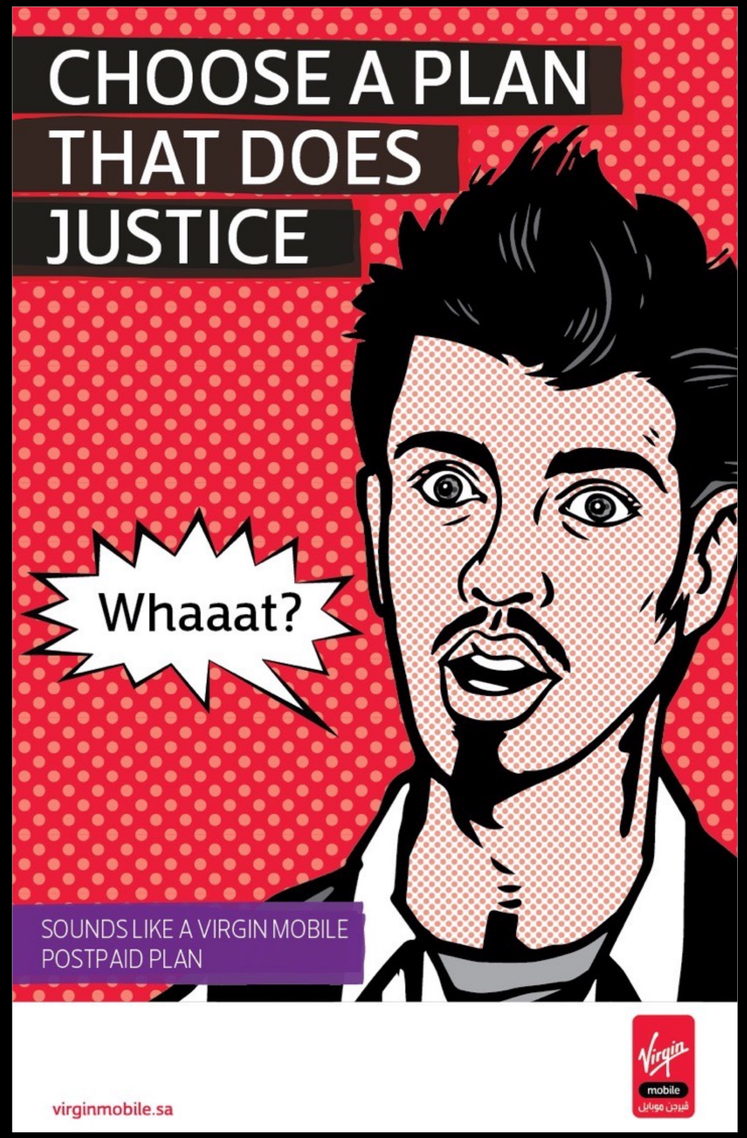
One STC
We collaborate to
deliver STC's vision

ETQAN DATA VISUALIZATION





VIRGIN MOBILE



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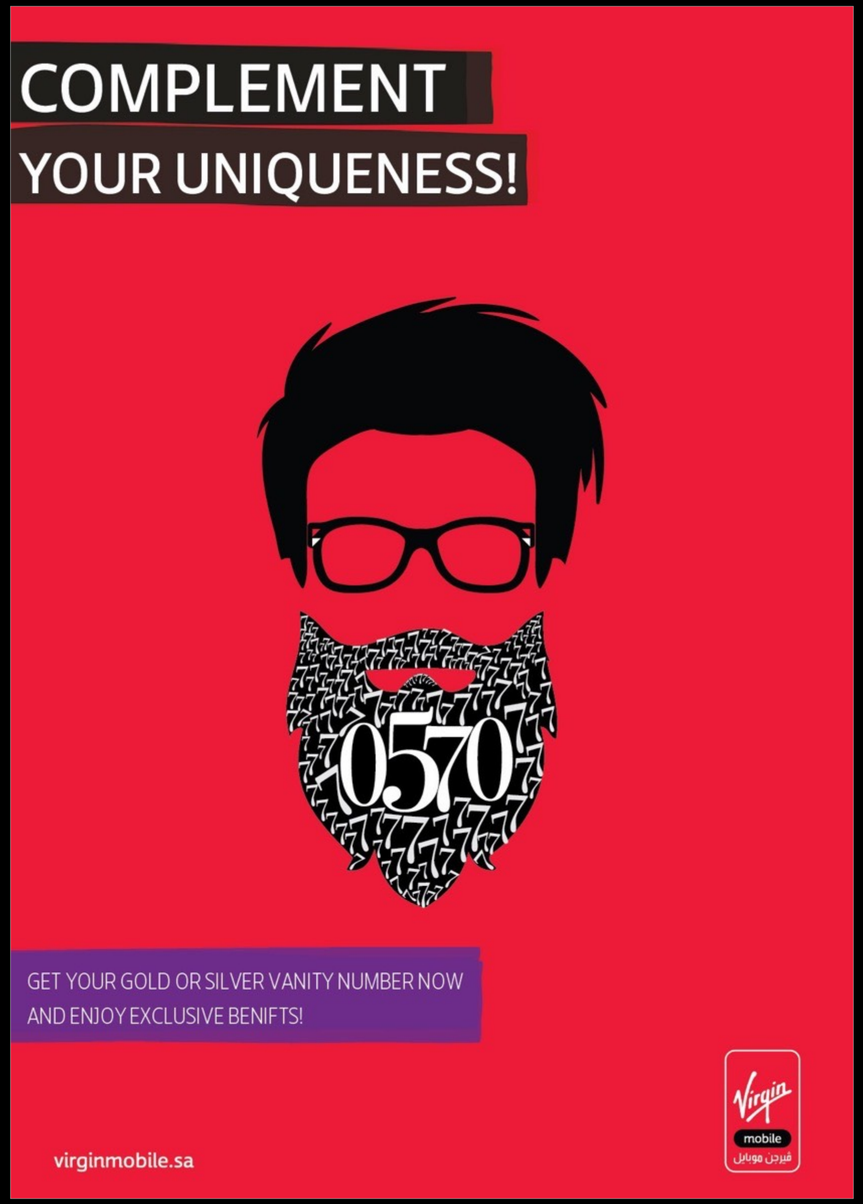

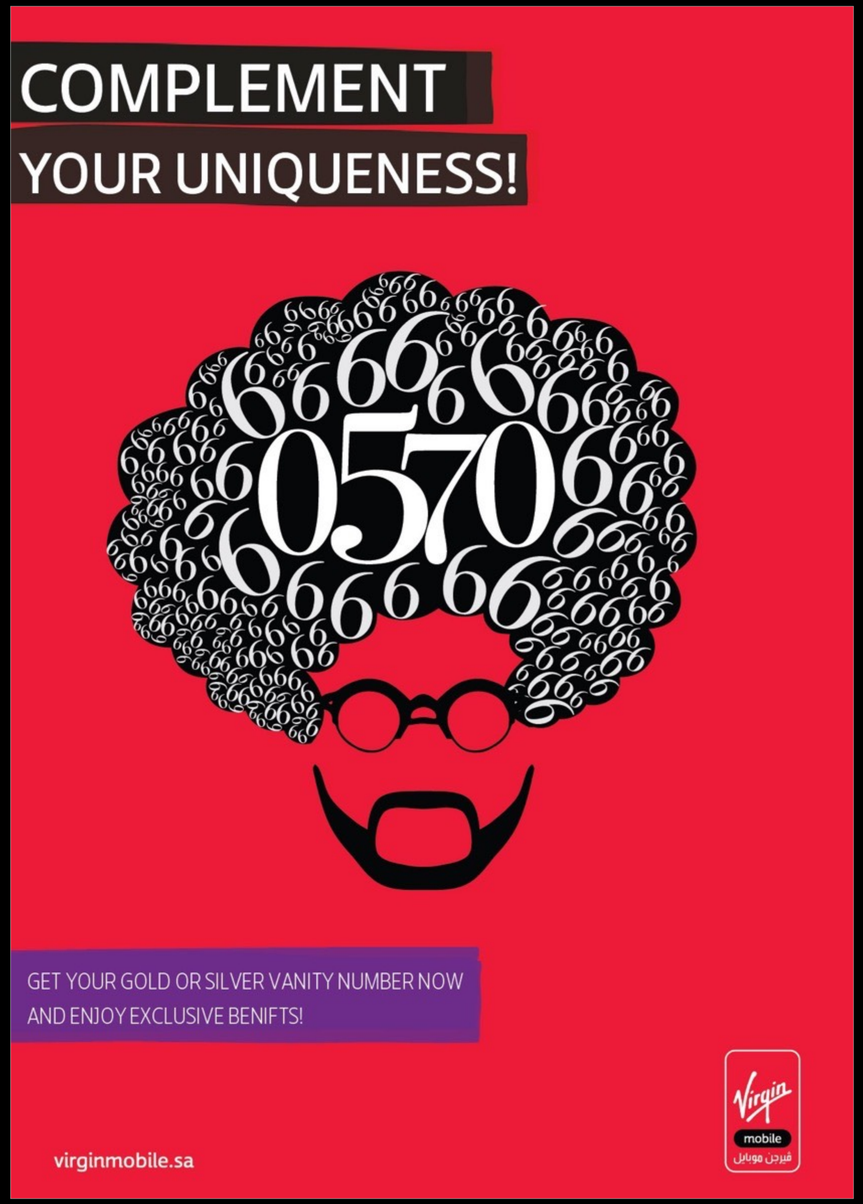

VIRGIN MOBILE

VIRGIN MOBILE

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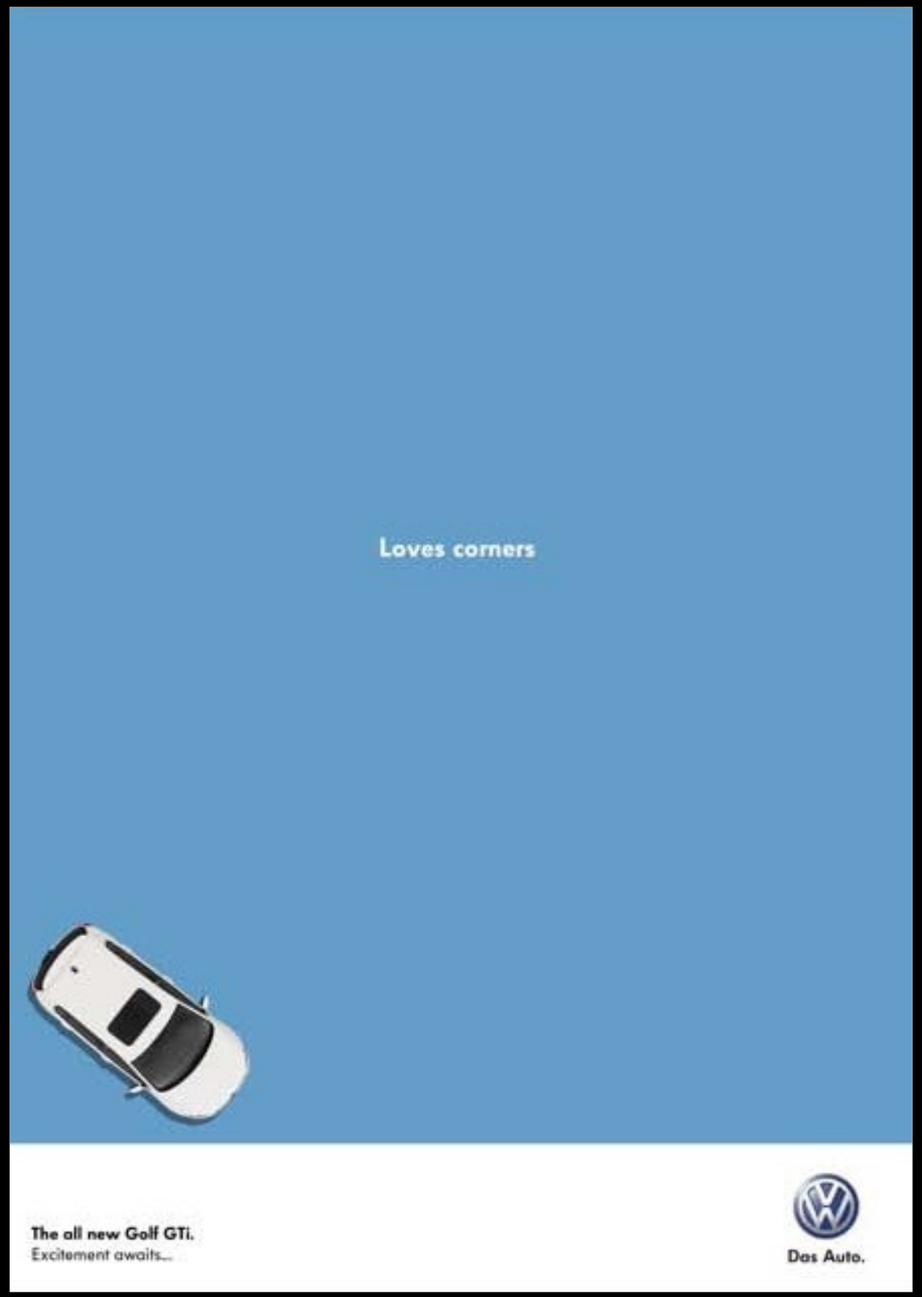
DUNKIN' DONUTS
صار وقتها!
dunkindonutsksa

DUNKIN' DONUTS
اللمّة يزيد حلاها!
dunkindonutsksa

VW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Das Auto.

Loves bends
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Excitement awaits...
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listen to your skin..
Ask the Experts
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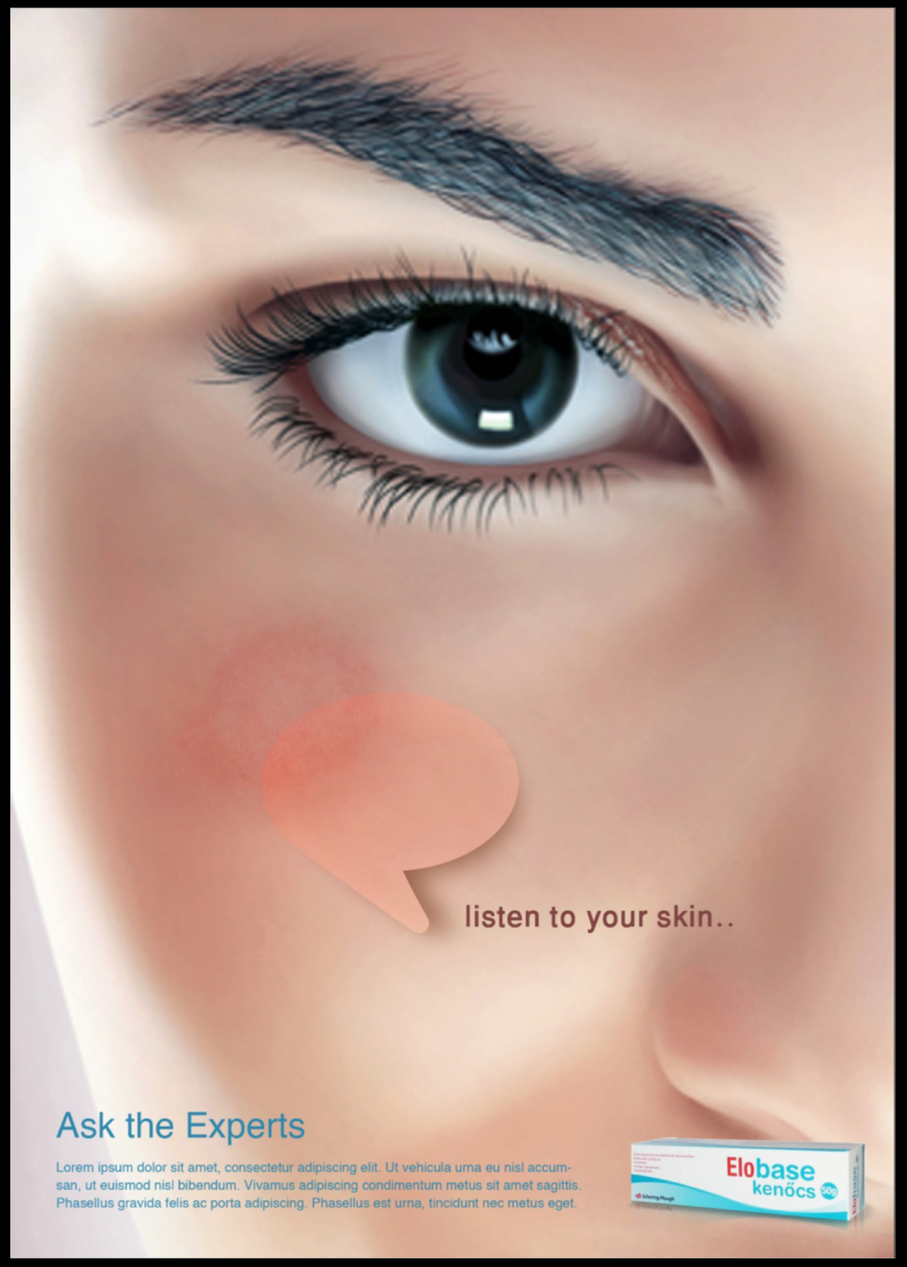
listen to your skin..
Ask the Experts
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to the power of Clarinase
Just two for a better you
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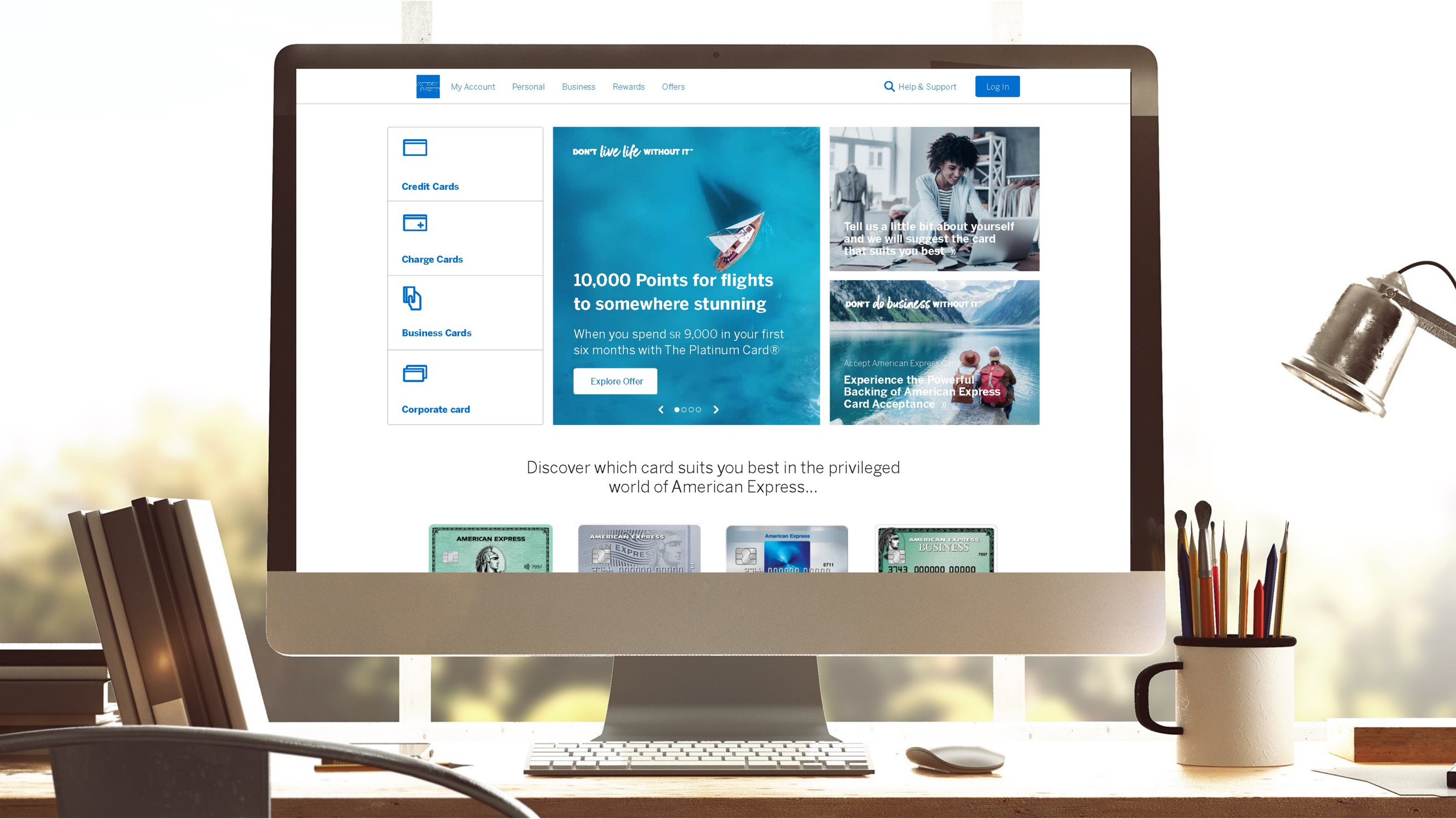
LORATADINE AND PSEUDOEPHEDRINE

Web & App Development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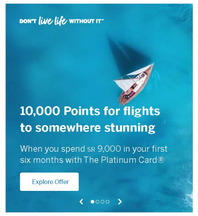

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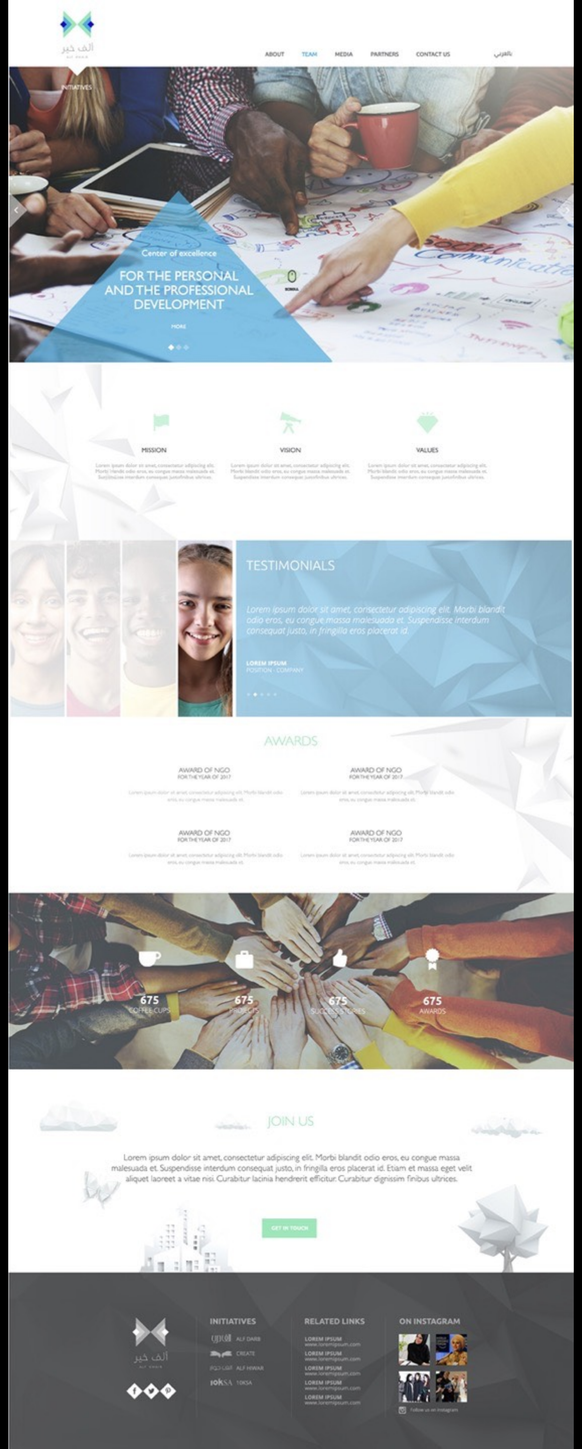
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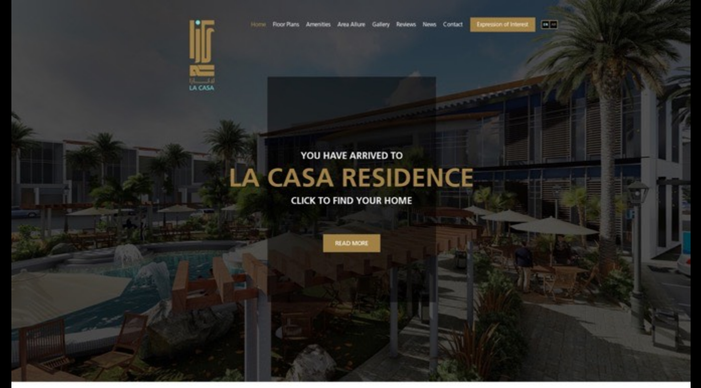

Luxury Apartments

INTRODUCING A NEW RESIDENTIAL COMPLEX

Each apartments has been individually designed to maximise space and light. Smart Home Technology installed as standard in each apartment putting you in total control of your home at the touch of a button from wherever you might be.

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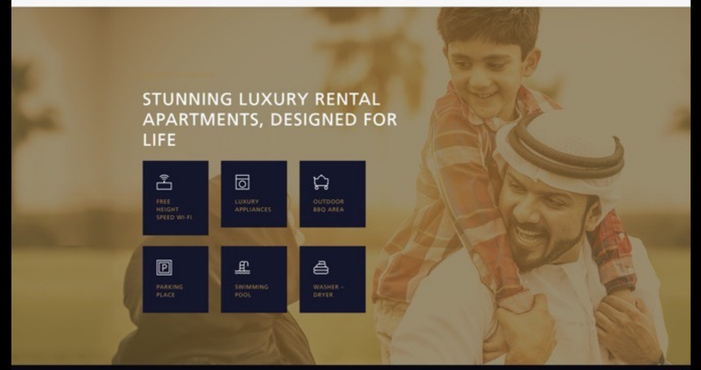
136	355	326	1225
Huge multi-use projects	*Subsidiaries of the parent company*	*Million square meters project area*	*Total capital*

PHOTO TOUR

5 / 9



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العقارية
AL AKARIA
تعمير
الشركة العقارية السعودية للتعمير

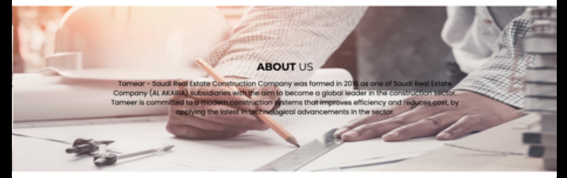
MESSAGE from the CEO

In a promising and challenging sector, the vision of the Saudi Real Estate Construction Company (Tameer) was launched to take its decent place among the major national contracting companies, and Tameer has taken seriously the challenges of the market to manufacture products worthy of the confidence of our customers, Our vision in Tameer focuses on being a reliable partner on whom our partners depend to build their projects and realize their dreams, Tameer also foresees its vision of a promising future in which its goals will be achieved with all seriousness and competence. Tameer is one of the Saudi Real Estate Company (AL AKARIA - Joint Stock Company), specialized in all building and construction contracting works. Since its establishment in 2016, it has been committed to providing the highest levels of quality and achieving total customer satisfaction through high professional standards and efficiency. This commitment helped build a solid reputation for the company over a short period of time.

Tameer holds the highest classification (first degree) according to the classification of the Ministry of Municipal and Rural Affairs and has succeeded in building a good reputation for quality work and timely delivery, which has earned it the confidence and satisfaction of its customers. Tameer Company was keen to take advantage of modern technologies in building and construction, which made it a pioneer in this field, and God willing, it will continue in this direction to achieve the highest technical standards and creative solutions to achieve the satisfaction of our valued customers.

Read More

MESSAGE FROM THE CEO



ABOUT US

Tameer - Saudi Real Estate Construction Company was formed in 2016 as one of Saudi Real Estate Company (AL AKARIA) subsidiaries with the aim to become a global leader in the construction sector. Tameer is committed to a modern construction systems that improves efficiency and reduces cost, by applying the latest in technological advancements in the sector.

TAMEAR'S MISSION

To deliver high quality projects for sustainable development (Economic, Social and Environmental) while also maximizing shareholder value.

TAMEAR'S VISION

To become a trusted construction partner within KSA, renowned globally.

OUR GOALS

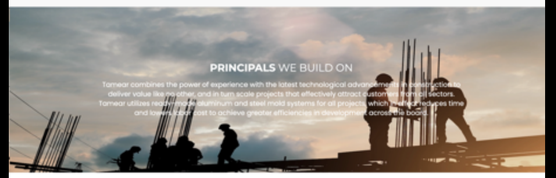
- Sustaining excellence in the implementation of projects.
- Attracting, developing, maintaining and supporting the best human competences.
- Strengthening relationships with existing customers and attracting new customers.
- Further developing the technology used in the implementation of projects.

OUR FOUNDATION
OUR VALUES

Tameer adheres to five core values that are consistently ingrained into the company's culture, workflow, and way of doing business. The values we're proud to uphold:

- **Integrity:** Tameer believes that integrity is fundamental to all aspects of its business with no exception, and has a zero-tolerance policy towards compromising that value both internally and externally.
- **Passion:** Tameer implements all its projects with passion, leading by example and demonstrating true commitment to top tier global standards.
- **Openness to the world:** Tameer adopts an adaptable vision that future-proofs its business, considering the rapid developments the world is witnessing everyday.
- **Team Spirit:** Tameer invests heavily in a leadership team that are able to unite and harness the power of teamwork both locally and remotely to bring world-class real estate solutions and execution to every project regardless of size.

TAMEAR'S ACHIEVEMENTS



PRINCIPALS WE BUILD ON

Tameer combines the power of experience with the latest technological advancements to deliver cities, deliver value likewise, and in turn scale projects that effectively attract customers from all sectors. Tameer utilizes recent aluminum and steel mold systems for all projects, which reduces time and labor cost to achieve greater efficiencies in development across the board.

ORGANIZATIONAL STRUCTURE

CONTACT US

please fill out form below and we will be get in touch with you within 24 hours.

Your Name
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SEND MESSAGE

Main Office

Saudi Real Estate Construction Company Akaria 2, Olaya Street, P.O. Box 50438, Riyadh 11523, Kingdom of Saudi Arabia

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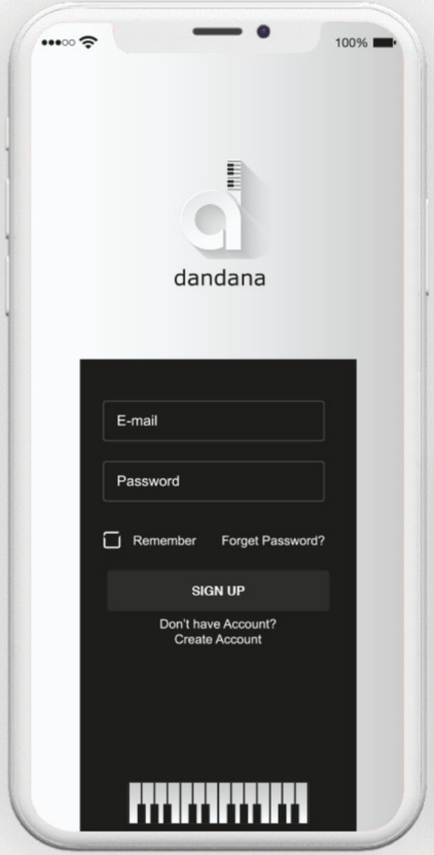
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More about the artist
Add to favorites
RED ROSES
Red roses
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108 songs
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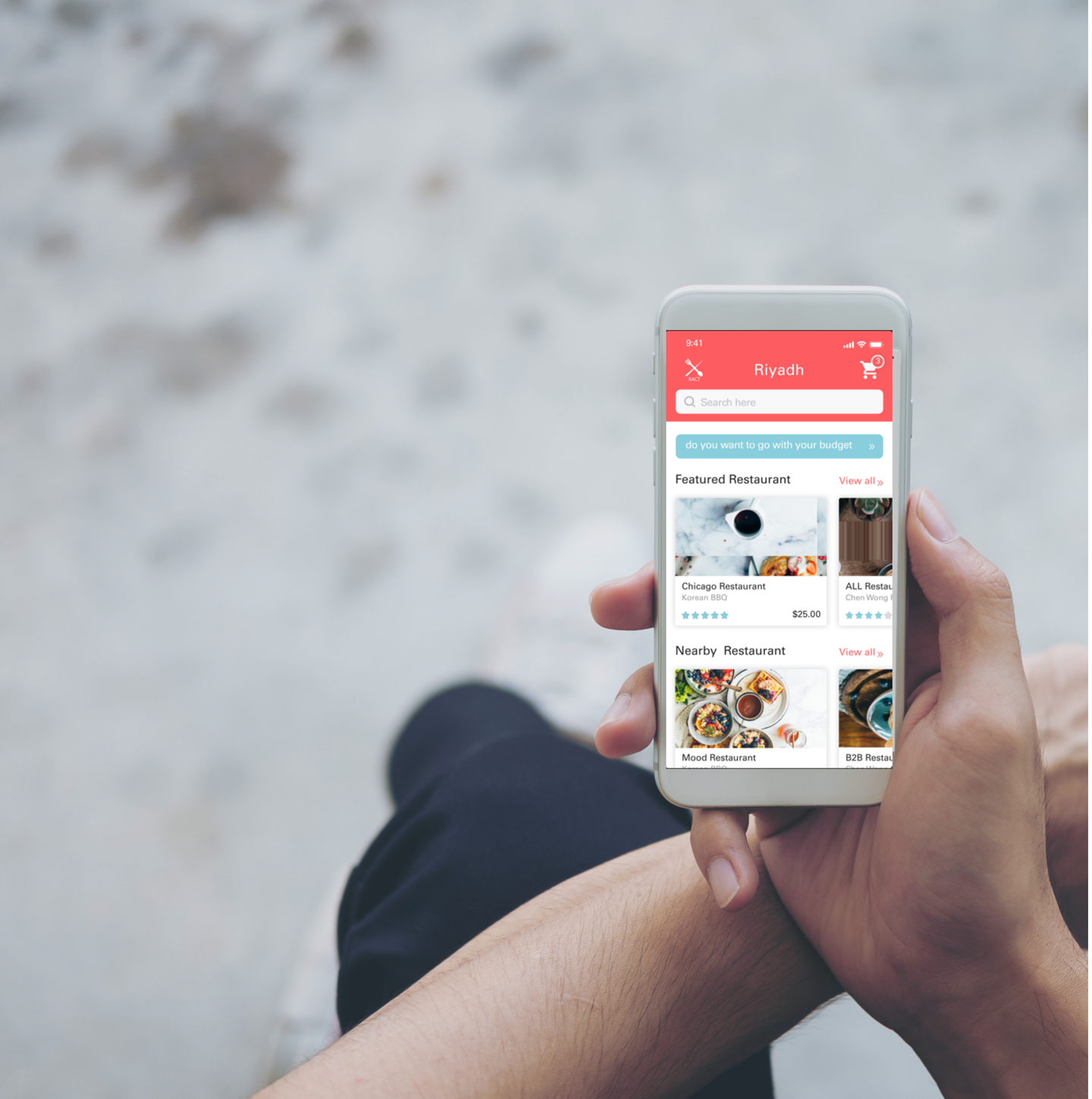
AVAILABLE DATES
July 2019
SIMILAR ARTISTS
BROWSE FAVORITES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regards,
John Doe
Chief Operator
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Columbia - 213-99
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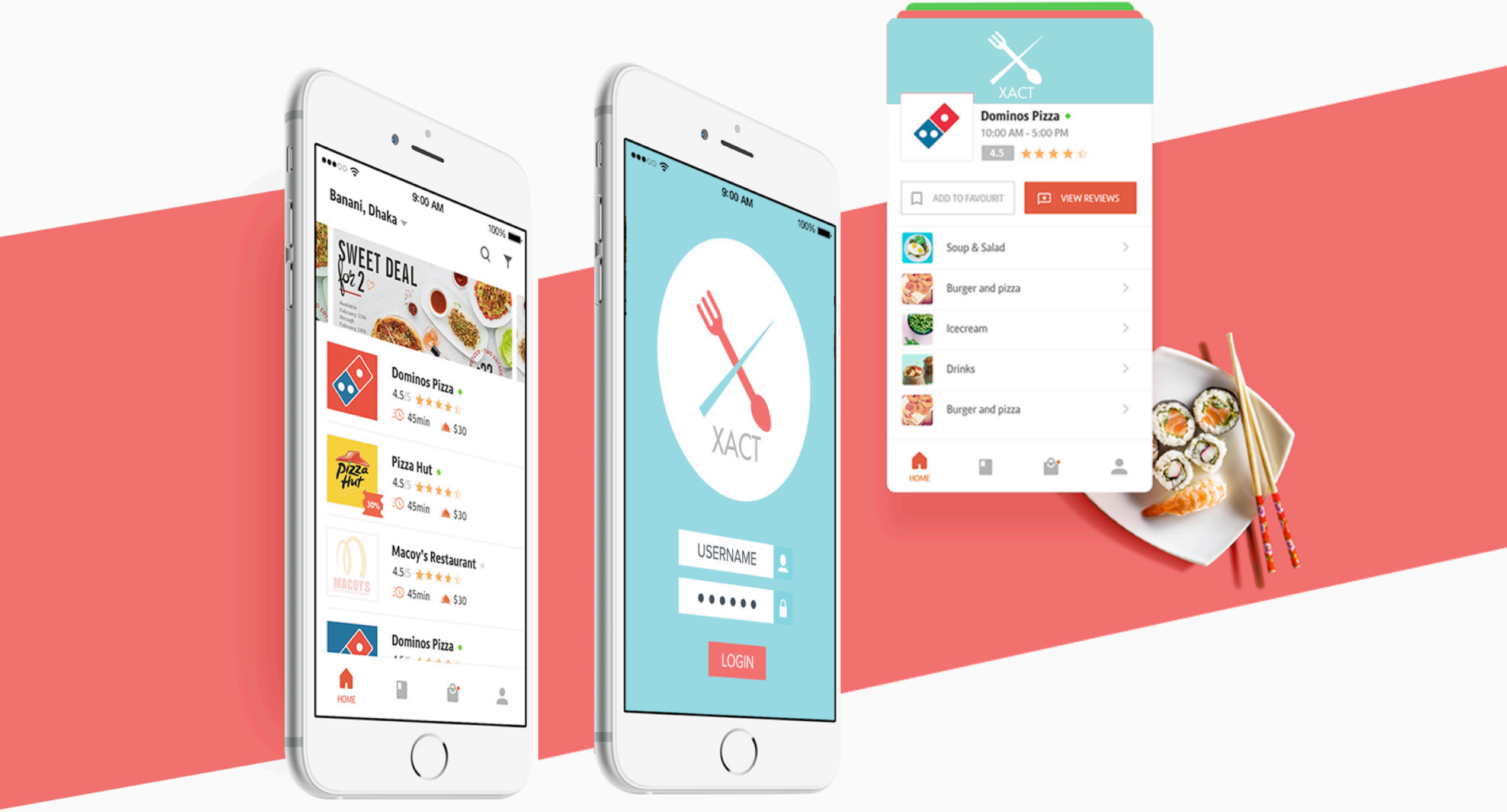
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VIEW REVIEWS
Soup & Salad
Burger and pizza
Icecream
Drinks
Burger and pizza

Corporate Identity

Dear Sirs,
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Best Regards,
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Director of Cultural Affairs
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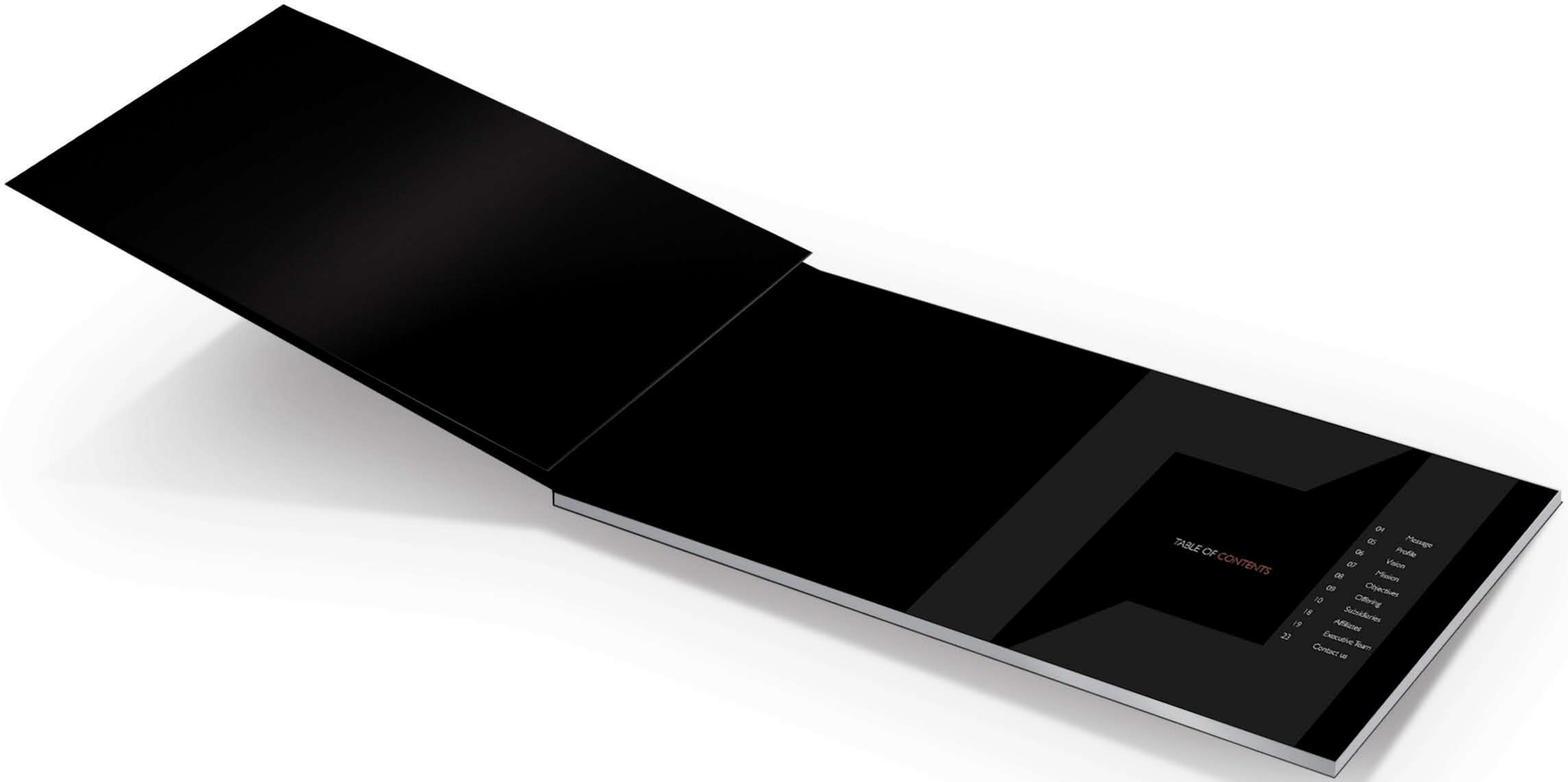
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