



THINREDLINE
ADVERTISING LLC

Displaying one's work is frustrating. The impact of the pieces is diminished by squeezing them to fit this cursed screen. And explaining why this program or that door hanger was a spectacular success works a lot better in person. Besides, every agency has a portfolio of successful stuff, or else they wouldn't be in business. Case studies blur into one endlessly repeated story, The client needed such and such. We created so and so. Our solution exceeded their goals and expectations. Happy happy.



Inspired by

Nature and Coffee...

Having said that, you can glean a gestalt impression of the look, feel and thinking that goes into our work, and that has to be worth something. In an industry where an awful lot of stuff looks an awful lot the same, a body of work that stands out, stands out.

See for yourself

The Company

When Thin Red Line advertising llc was founded in 2006, we knew it was never destined to be a typical design agency. We didn't want the bureaucracy, the revolving door of designers, and outrageous egos that we knew drove many design houses. Instead, our priorities were fixed from the beginning on three things

“doing great work.”

“treating our employees really well.”

“exceeding our clients' expectations.”

We never set out to be the biggest, most cutting edge, or hippest firm out there, because good business isn't about those things – it's about delivering outstanding solutions that are sensible and that drive profit. What's more, talent isn't found in European light fixtures or expensive coffee – it's found in amazing employees who truly believe in what they do, not just in their paychecks.

Our mission is to solve business problems with strategic marketing solutions. Some solutions are better than others. The best ones are a seamlessly integrated blend of brand, creative, media, production, retails graphics and technology strategies. Strategy with a smile.Strategy isn't some abstract process, taking place in a void. It's a dynamic, fluid, fascinating and often fun process, implemented by nice, smart people (that would be us and our clients) working hard—and in full collaboration.

THIN RED LINE ADVERTISING LLC



Our Services



Print Publishing

More than just pretty pictures, our print design work is a product of 15 years of in the trenches experience. In design. In sourcing artwork. In pre-press. In production. In studying what works and what doesn't. All to create that indelible first impression. Whether what we're designing is destined for the Digital machine or an offset printer, trust in us from design to delivery. For direct mail, brochures, and other print materials you'll be proud to mail to prospects, send out with your salesforce, or distribute to your associates.

Concept / Design Campaign

Intelligent design is about researching, calibrating, and measuring twice before executing to make sure that the end product not only fits, but performs like a well-oiled machine. With every decision we make, we consider what it means for you - your brand, your budget, your customers, your prospects, your competition and your market.



Media

Over the past few years, many industry experts have discussed the rising importance of media planning and buying to the success of an overall advertising campaign. Having been relegated to the shadows, media planning and buying is now acknowledged as a critical part of the advertising mix. We develop custom-tailored buying guidelines for each client and then execute your plan in the marketplace efficiently and effectively.

Event Production

We work across a broad spectrum of what would be classed as a live event. From a simple live marketing experience in a shopping centre, a product launch, party or conference, through to major outdoor shows & festivals: We can offer as much or as little production support as you require. Whether we are part of a bigger production team or running the whole show, our unique experience provides for endless possibilities.



Digital Printing

Digital Printing can be indoor or outdoor. Our Digital division specializes in wide format printing such as Posters, Banners, Sticker prints, Glass Prints, billboards, backdrops, building wraps and advertising hoardings.



Installation & Fabrication

Our expert technicians offer you the opportunity to complete your task on time with the highest quality and personal attention to detail. While we are on site, we are a representative of your business, and emulate your image. We understand the importance of your reputation.

FORGET THE RULES

MISS
KEEP IT
SIMPLE
STUPID

* THE CLIENT IS ALWAYS RIGHT, BUT HE'S NOT THE ART DIRECTOR *



A CAMEL IS A HORSE
DESIGNED BY A COMMITTEE



IF YOU
CAN'T SOLVE
A PROBLEM,
IT'S BECAUSE
YOU'RE PLAYING
BY THE RULES

MINIMALISM
IS DEAD

A PICTURE
IS BETTER
A
THOUSAND
WORDS

SEX SELLS & SIZE MATTERS

LESS IS MORE
WHERE
MORE IS
NO GOOD

IF YOU DON'T
KNOW WHAT TO
DO... JUST DO IT
BIG AND RED

IT'S BETTER
TO BE GOOD
THAN TO BE
ORIGINAL

UGLYNESS DOES NOT SELL

NEVER
USE WHITE
TYPE ON
A BLACK
BACK
GROUND

THE
MEDIUM
IS THE
MASS-
AGE

DON'T LET
BAD DESIGN
HURT GREAT
CONTENT



DESIGN IS
A PROBLEM
SOLVING
ACTIVITY

EVERY NIGHT I PRAY THAT CLIENTS WITH TASTE WILL GET
MONEY AND CLIENTS WITH MONEY WILL GET TASTE

DON'T
USE A
GRID

Helvetica always works

PERFECTIONISM
IS THE ENEMY OF
CREATION

YOUR AD
HERE

FORM
FOLLOWS
FUNCTION



MAKE IT
MEMORABLE

FILS DE
PUB



IN THIS BUSINESS,
YOU FOLLOW ONE
OF TWO MASTERS:
YOU EITHER FOLLOW
THE MUSE OR YOU
FOLLOW THE MONEY

MAKE
THE LOGO
SMALLER



FAILURE IS ALWAYS
AN OPTION

BE BELIEVABLE

SELL THEM WHAT THEY WANT,
NOT WHAT THEY NEED

HOPE
SELLS



WORD OF
MOUTH
IS THE
BEST
MEDIUM
OF ALL

TAKE RISKS



ADVERTISING
IS STORYTELLING



DON'T BELIEVE
THE
HYPE!

NEVER USE
COPY AND
PASTE



DON'T
TRY THIS
AT HOME

NE DITES PAS À MA MÈRE QUE JE
SUIS DANS LA PUBLICITÉ... ELLE ME
CROIT PIANISTE DANS UN BORDEL

GOD
IS IN THE
DETAILS

IF YOU CAN'T FIND
THE RIGHT ANSWER,
LOOK FOR THE RIGHT
QUESTION



NOTHING IS SO DANGEROUS AS BEING
TOO MODERN. ONE IS APT TO GROW
OLD-FASHIONED QUITE SUDDENLY



FORGET ALL THE RULES
YOU EVER LEARNED
ABOUT GRAPHIC DESIGN

DON'T USE
BIG WORDS
THEY MEAN
SO LITTLE

MAKE IT

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Zamil
MADE IN U.A.E. / K.S.A.

Outdoor Unit ALL Series

- Low Noise Level
- Powerful Reliable Compressor
- High Energy Efficiency Ratio

Mini Split HWX Series

Sleep Mode

Powerful De - Humidification
Wireless Controller with LCD
Micro Computer Control
Sleep Mode
Quiet Operation
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High Temperature Protection for Condenser
Auto Re - start Function
Emergency Switch (ON / OFF Control)
Frost & Frost Protection
One Touch Filter Removal
Auto Vertical Air Sweep
4 speed fan control LMFPlus

Comfortable Indoor living...

Zamil
MADE IN U.A.E. / K.S.A.

HEALTHY AIR
Blue
LMP Plus
Sleep Mode

Classic
AIR CONDITIONERS

Zamil Air Conditioning P.O. Box 14444, Dammam 31424, K.S.A. Tel: +966 3 867 2222 Fax: +966 3 867 2204
E-mail: info@zamil.com.sa

Enjoy Fresh and Healthy Air
One Touch Filter Removal
Environmental Friendly
De-Humidification
Quiet Operation
Quick cooling
Clear Filter

Comfortable Indoor living...

Mini Split / Window / Free Standing / Ceiling mounted
Air Conditioners

Classic
AIR CONDITIONERS

Zamil Air Conditioning P.O. Box 14444, Dammam 31424, K.S.A. Tel: +966 3 867 2222 Fax: +966 3 867 2204
E-mail: info@zamil.com.sa

CLIENT : ZAMIL GULF
BRAND : CLASSIC AIR CONDITIONERS
SCOPE OF WORK : MENA INSERTION

“Creative ideas flourish best in a shop which preserves some spirit of fun. Nobody is in business for fun, but that does not mean there cannot be fun in business.”

Leo Burnett

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TAWSEEL

CLIENT : EMOPOST
BRAND : TAWSEEL
SCOPE OF WORK : DUBAI INSERTION

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TEL: 04 381 3813

مجلس دبي الرياضي
DUBAI SPORTS COUNCIL

بطولة دبي الدولية للعبة
الرابعة

4TH DUBAI INT'L OPEN BOWLING TOURNAMENT

12 - 28 SEPTEMBER 2013, DUBAI, UAE

CLIENT: DAEWOO INTERNATIONAL
BRAND: DAEWOO INTERNATIONAL LHA
SCOPE OF WORK: CONCEPT & DESIGN
FOR ALL COLATERALS

CLIENT: EMIRATES BOWLING FED
BRAND: 4TH DUBAI OPEN EVENT
SCOPE OF WORK: CONCEPT, DESIGN &
TURNKEY BRANDING SOLUTION

CLIENT : EMIRATES EQUESTRIAN CLUB
BRAND : PRESIDENT OF THE UAE SHOW
JUMPING CUP
SCOPE OF WORK : CONCEPT, DESIGN &
TURNKEY BRANDING SOLUTION

THE President of the UAE SHOWJUMPING CUP

5-8 February 2014

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Up to 54°C Ambient
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High Ambient Conditions
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Titanium Apatite Filter
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DUBAI - Abdulla Mubarak Electronics, Deira - 04-2224232 / Manoj Electronics, Deira - 04-2272583 / Al Masara Electronics, Satwa - 04-3445144 / Perfecta Electronics, Bur Dubai - 04-3531796 / Al Ram Electronics, Deira - 04-3379064 / Dubai Marketing International - 04-2238888 / Libra Supermarket - 04-2727762 / Luff Trading - 04-2257914 / Adel Electronics, Murrar - 04-2256054 / Al Ram Electronics, Deira - 04-2286777 / Yasadath Al Sabah Trading, Nasar Sq, Deira - 04-2253222 / **ABU DHABI** - Halaema Trading, Electra Street - 02-6225299 / Golden Age Electronics, Electra Street - 02-6326752 / Luff Trading, Electra Street - 02-6346420 / EYA Electro Mechanical, Electra Street - 02-6342107 / **BANYAS** - Yusef Al Zubairi Electronics, Banyas - 02-5833862 / Saleh Al Khatib Electronics, Banyas - 02-5823380 / **AL AIN** - Fahim Rashid Electronics, Sonayya - 03-7250027 / Al Hashwa Electronics, Main Street - 03-7652000 / Mohammed Salega Electronics, Main Street - 03-7641506 / Anas Electronics, Main Street - 03-7531939 / Abu Dhabi Electronics Store, Main Street - 03-7654126 / Falcon Electronics Est., Main Street - 03-7660731 / Golden Line Electronics Store, Main Street - 03-7541116 / **Ab-Duba Alkhan Stores**, Main Street - 03-7654842 / **Wahat Zakhir Electronics**, Alkhan Street - 03-7655497 / Green Branch Electronics, Main Street - 03-7663255 / **AJMAN** - Nizamuddin Electronics, Deira RAFT - 06-7442838 / Iqbal Electronics, Ajman - 06-7441470 / Iqbal Electronics, Ajman - 06-7427285 / Luff Trading, Ajman - 06-7441749 / Saleh Al A Sons Trading - 06-7422794 / Al-Rayan Electronics & Equip - 06-7424975 / **SHARJAH** - Iqbal Electronics, Juba - 06-5488900 / Al Wardah Electronics, Juba - 06-5686572 / Al Anwar Center, Clock Tower - 06-5635995 / Al Nahar Electronics, Industrial Area - 06-5434089 / Electronics Service Co Ltd, Old Market - 06-5634637 / Al-Madinet Electronics, Dhaid RAFT - 06-8826970 / **RAK** - Al Yakhala Electronics, Kowait Rd - 07-3441465 / Brothers Electronics, Old Rak - 07-2441613 / Al Shabwan Electronics, Airport Rd - 07-2452322 / Al-Rabea Trading - 07-2220459 / **FUJAIRAH** - Anwar Electronics, Juba - 09-2447895 / Al Qusaymiah Trading, Old Bishat Rd - 09-2222396 / **DIBBA** - Al Ghool Electronics, Main Dibba - 09-2444283 / Al Hama Electronics, Dibba - 09-2524969 / **KHORFAKAN** - Al Sakhar Electronics, Bidge - 09-2389315 / Sajida General Trading, Main Street - 09-2386906 / **Musad Abdulla Murod**, Main Street - 09-2385100 / **KALBA** - Al Hashim Furniture, Kalba Road - 09-2778077 / **UAQ** - Al Harem Electronics, New Market - 06-7660854 / Al Malsama Electronics, New Market - 06-7680580 / Mohammed Abdulla Sultan Trading, Old Market - 06-7655297 / Al Aman Electronics, Salwa, UAQ - 06-7664654

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أعش حبائك...

- 1 نطاق تشغيل واسع لدرجات الحرارة
التي تصل إلى 54 درجة مئوية
- 2 قدرة عالية للغاية في درجات الحرارة العالية
- 3 زيادة راحة نوم و جودة النوم بفضل
وضع التشغيل الهادئ للتبريد
- 4 جودة عالية للهواء في الداخل
لأفضل صحة الأثاث من التآكل
- 5 عمر أطول مع الحماية القوية من التآكل

المرحبان بالجميع
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DAIKIN

من أجل رفاهيتكم، نقدم لكم أحدث وأفضل أجهزة التكييف من شركة دايكين، الشركة العالمية الرائدة في تصنيع أجهزة التكييف، التي تتميز بأعلى جودة وأداء، مع ضمان خدمة عملائنا على مدار الساعة. نحن نقدم لكم مجموعة متنوعة من أجهزة التكييف، بما في ذلك أجهزة التكييف المنزلية، التجارية، والصناعية، والتي تلبي احتياجاتكم المختلفة. نحن ملتزمون بتقديم أفضل خدمة عملاء، ونسعى جاهداً لتحقيق رضاكم التام. نحن نعدكم بأفضل جودة وأداء، مع ضمان خدمة عملائنا على مدار الساعة.

Invitation

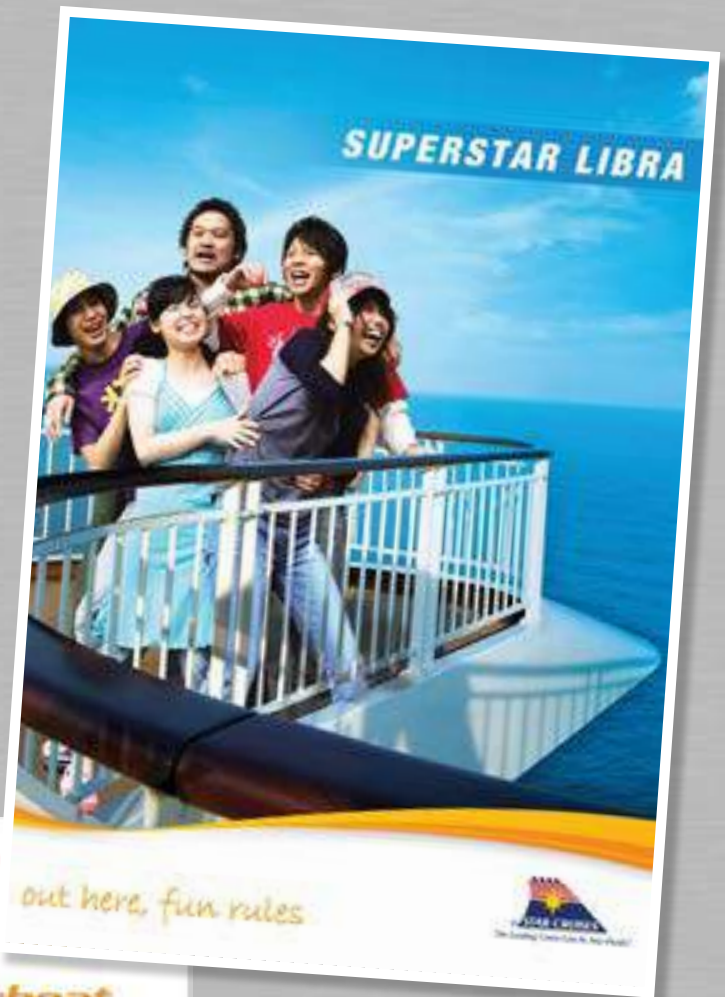
With sincere appreciation for making our progress possible...
 DAIKIN AirConditioners
 Cordially invites you
 to join us
 for a Customer Appreciation Festival and Gala dinner
 at the Atlantis The Palm...
 On 8th Oct 2012
 At Atlantis, Dubai Palm - XYZ Ballroom
 Time: 7:00 pm - 10:00 pm

Atlantis The Palm

DAIKIN
 Daikin McQuay LLC

CLIENT : DAIKIN MCQUAY ME
 BRAND : DAIKIN
 SCOPE OF WORK : DESIGN & CONCEPT

CLIENT : STARCRUISES MANAGEMENT LTD
 BRAND : SUPERSTAR LIBRA
 SCOPE OF WORK : MENA INSERTION



www.adimsc.ae

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 الأولى - جولة أبوظبي

out here, fun rules



**UIM Class 1 Powerboat
 World Championship 2010
 Abu Dhabi Grand Prix**

**24th - 26th, November 2010
 3:00 pm, Break Water (Before Heritage Village)**



**Live the
 Excitement...**
 Open for public with Lot of Attractions
 Kid zone, food court, DJ music, Prizes etc.



CLIENT : ABUDHABI INTERNATIONAL MARINE SPORTS CLUB
 BRAND : UIM CLASS1 POWERBOAT WORLD CHAMPIONSHIP
 SCOPE OF WORK : UAE INSERTION (ARABIC & ENGLISH)

RAMADAN FAMILY FIESTA

مركز دبي الدولي للبولينج
DUBAI INTERNATIONAL BOWLING CENTRE

KIDS BOWL FREE

برازيل عوليا الشهر

For More Information Please Contact
DUBAI INTERNATIONAL BOWLING CENTRE
Dubai International Bowling Centre, Al Nahda, Dubai - UAE
Tel: +971 4 2222222

1. Only for kids below 10 years.
2. Up to 2 free games daily.
3. Kids must book via Facebook.
4. Maximum 4 kids in one family per slot.
5. Valid for 2012 Ramadan, during 18.00 hrs to 7.00 hrs.

RAMADAN FIESTA

مركز دبي الدولي للبولينج
DUBAI INTERNATIONAL BOWLING CENTRE

Strike the Weekly Printed Score and WIN lots of prizes instantly

20th

20th

Prizes:

1. Strike event is eligible for all Bowlers (male, female and children).
2. Strike the event that the highest number of the week.
3. Digital prizes will be awarded based on those with an average bow of 200.0 (10 games per entry, including games).
4. All prizes will be given during the event. No cash prizes will be awarded.
5. All prizes will be given until the event.

For More Information Please Contact
DUBAI INTERNATIONAL BOWLING CENTRE
Dubai International Bowling Centre, Al Nahda, Dubai - UAE
Tel: +971 4 2222222

CLIENT: DUBAI INT'L BOWLING CENTER
BRAND: DUBAI INT'L BOWLING CENTER
SCOPE OF WORK: ART & DESIGN

موانئ دبي العالمية
DP WORLD

**توج جهودك،
و كافي إنجازاتك بالتقدير**
Be Outstanding and get
Recognized and Awarded

Self nomination awards

- People development
- Outstanding trainee (Ruwad)
- Outstanding project team
- Talent Award
- Self development

جوائز الترشيح الشخصي

- تطوير الموظفين
- المتدرب المتميز (رواد)
- الفريق المتميز
- جائزة المواهب
- التطوير الذاتي

HR nomination awards

- Outstanding performance
- Best Dept (department employee engagement)
- Silent champions

جوائز ترشيح الموارد البشرية

- الأداء المتميز
- أفضل إدارة في الترابط التوظيفي
- الحمدي المجهول

للترشيح والتقديم يرجى إرسال الطلبات الى قسم التقدير
لدى مبنى إدارة الموارد البشرية الواقع قرب البوابة رقم 3
Please send the application forms to Recognition team
(in HR Department at gate 3)

**تقدير
TAQDEER**

CLIENT: DP WORLD
BRAND: TAQDEER
SCOPE OF WORK: BRAND DESIGNING

Concept &
Design



Give them what they deserve

EDUCATION ...



Right now, children all over the world suffer in silence. Born into poverty, these poor children often live without access to food, adequate housing, a good education or a chance for a better future.

But there is hope - let us help the children chase their dreams. Through your support, AJMAL and YOU can turn this into a reality.

Take a stride and contribute to Children's Hope Foundation - Call +91 4 5111905 / 3449995

Issued in public interest by



AJMAL
REAL ESTATE

For information, Call Ajmal Real Estate or Toll Free 800-0573 (A300)



THE BEGINNING OF INFINITY: EDUCATION AND THE FUTURE

www.tedxwinchester.com

TEDxWinchesterTeachers

↳ Independently organized TED event

EVENT 2

The theme for this event is 'The Beginning of Infinity: Education and the Future'.

New advances and cutting-edge discoveries in the fields of artificial intelligence, neuroscience, genetics, quantum computing, nanotechnology, and space exploration are dramatically changing the way we perceive the world. If we wish to prepare students for a radically different future, the traditional methods of education cannot continue.

Speakers at this event are encouraged to talk about the changes in the educational system that need to take place that will encourage innovation, creativity, compassion, curiosity, risk-taking, and a love for learning.

(Speaking time: 7-10 mins.)

CLIENT : AJMAL REAL ESTATE
BRAND : AJMAL REAL ESTATE
SCOPE OF WORK : INDIA INSERTION



CLIENT : TED X
BRAND : WINCHESTER SCHOOL
SCOPE OF WORK : BRAND DESIGN



CLIENT: CS GROUP OF HOTELS
 BRAND: ROYAL ROSE ABUDHABI
 SCOPE OF WORK: CONCEPT & DESIGN



CLIENT: EMIRATES BOWLING FED
 BRAND: ARAB BOWLING CHAMPIONSHIP
 SCOPE OF WORK: CONCEPT, DESIGN & TURNKEY BRANDING SOLUTION

More hands
to manage your mails...

Total Integrated Mail Management Solution

A Comprehensive single solution to manage and fulfil the entire requirements of the management of the organisation - both incoming & outgoing.

Empost will use reusable flexible sorting frames to handle all sorts of mail in the Mail Room.

Update Inside Offices/Departments for mail, Empost will use bag boxes which ensure safety and security, which travel between Mail Room and Offices/Departments.

Empost will also function as a total post-Office solution inside the Mail room, whenever the Customer as well as staff can avail of posted services at no extra cost.

Extended working hours (8 hr X 5 days) will help speed mail movements.

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www.empost.ae

Empost امبوست

CLIENT : EMPOST
BRAND : TMRM SOLUTION
SCOPE OF WORK : DUBAI INSERTION

بطولة التصنيف العالمي للبولينج جولة أبوظبي
ABU DHABI WORLD BOWLING TOUR
24 NOVEMBER - 06 DECEMBER 2013, UNITED ARAB EMIRATES

KHALIFA BOWLING CENTRE, ZAYED SPORTS CITY, ABU DHABI / **11:AM - 11:PM**

CLIENT: EMIRATES BOWLING FED
BRAND: ABU DHABI WORLD BOWLING TOUR
SCOPE OF WORK: CONCEPT, DESIGN & TURNKEY BRANDING SOLUTION

بطولة التصنيف العالمي للبولينج جولة أبوظبي
ABU DHABI WORLD BOWLING TOUR
24 NOVEMBER - 06 DECEMBER 2013, UNITED ARAB EMIRATES

مجلس أبوظبي الرياضي
Abu Dhabi Sports Council

مجلس أبوظبي الرياضي
Abu Dhabi Sports Council

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رئيس مجلس أبوظبي الرياضي
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Chairman of Abu Dhabi Sports Council

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adidas

Concept & Design

CLIENT: AVIATION CLUB
BRAND: IRISH VILLAGE
SCOPE OF WORK: DUBAI INSERTION

Grape
expectations

from grape to glass.....

A HARVEST FAIR

Friday and Sunday, November 9 & 10, 2007 from 14:00 to 22:00 hours at the cellar restaurant, Bar and Terrace

Taste great crops from around the world served with a variety of boards and hearty cheeses garden seating, jazz music, a new gastronomic experience in the city.

AED 149 net for 5 tastings, nibbles and a souvenir glass AED 25 per extra tasting glass

For reservation, please call: Ocala on 04 282 91 33
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The Aviation Club

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adidas

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TELEVISION, FREEZER, WASHING MACHINE, REFRIGERATOR, WATER DISPENSER, COOKING RANGE, AIR CONDITIONER

CLIENT: DAEWOO INTERNATIONAL
 BRAND: DAYTEK ELECTRONICS
 SCOPE OF WORK: CONCEPT & DESIGN OF ALL MARKETING ACTIVITIES AND BRAND ACTIVATION

Design &
 Concept

CLIENT: HSBC
 BRAND: CORPORATE
 SCOPE OF WORK: ADVERTISING CAMPAIGN

FM EXPO
 FACILITIES MANAGEMENT

08-10 June 2008
 Dubai International
 Exhibition Centre

Integrating people, property, processes and technology



Take part in the Middle East's largest Facilities Management Exhibition and Conference and benefit from an outstanding opportunity to showcase your products and services at FM Expo's 'Supplier's Zone'. Meet, network and do business with over 15,000 key decision makers* looking to source product manufacturers and suppliers for major public and private developments.



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*Collocated with The Hood Show and Infrared Exhibition.

For further information please contact the organizers:
 Middle East FM EXPO (www.fmeexpo.com) Tel: +971 4 361 1111
 Email: info@fmeexpo.com sm@fmeexpo.com
 Stand: 1001, 1002 & 1003, Booth: 1001 & 1002
www.hsbc.com




CLIENT : STREAMLINE
 MARKETING
 BRAND: FM EXPO
 SCOPE OF WORK : DUBAI
 INSERTION

You are Invited



Play hard, play fair

HSBC 
 The world's local bank

We want all the fun and none of the stress.
We want to play together and stay together.
We want to feel at home away from home.

We choose
Star Cruises.

Set sail with Asia's favourite cruise line.

For the perfect family holiday, cruise or cruise. It's refreshing, exciting and hassle-free, with something for everyone. From exhilarating voyages to the young to relaxing adventures for grown-ups, we provide the magical high over the natural beauty of food, off-cruise, time on the beach and lifetime memories to indulge in, along with exciting destinations to discover. Most of all, everyone will feel right at home with our warm, Asian hospitality, a fact that has made us the most loved of cruise lines in the region. Set sail with us today.

EXPLORER AQUARIUS (Singapore)
 • 4-Night Singapore - Pinang - Phuket Island - Kuala Lumpur
 • 2-Night Singapore - High Seas - Singapore

Book on Explorer from 11 April - 31 August 2010. Available for travel between 15th September 2010 and 31st October 2010.

For Further Information & Bookings:
 Please call Al Raya's Travel or Your preferred travel agent.
 Alternatively, log on to www.starcruiises.com.

CLIENT : STAR CRUISES MANAGEMENT LTD
 BRAND : SS VIRGO & SS AQUARIUS
 SCOPE OF WORK : UAE INSERTION



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CLIENT: BEST LOCATION
 BRAND: CORPORATE
 SCOPE OF WORK: ADVERTISING CAMPAIGN

CLIENT : STAR CRUISES MANAGEMENT LTD
 BRAND : SS LIBRA
 SCOPE OF WORK : ME INSERTION

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BUSINESS LITERATURE

First we thought the PC was a calculator. Then we found out how to turn numbers into letters with ASCII - and we thought it was a typewriter. Then we discovered graphics, and we thought it was a television. With the World Wide Web, we've realized it's a brochure.

-Douglas Adams

CLIENT: INGERSOL & RAND
BRAND: TRANE
SCOPE OF WORK: BUSINESS LITERATURE



CLIENT: TED X
BRAND: WINCHESTER EVENT
SCOPE OF WORK: BUSINESS LITERATURE & COLATERAL

CLIENT: DP WORLD
BRAND: GLOBAL SAFETY & ENVIRONMENT
SCOPE OF WORK: DESIGN, CONCEPT & PRINT



CLIENT: INGERSOL & RAND
BRAND: INGERSOL & RAND
SCOPE OF WORK: CALENDAR







CLIENT : GOVT OF OMAN
 BRAND : TELECOMMUNICATIONS REGULATORY AUTHORITY
 SCOPE OF WORK : ANNUAL REPORT

Business Literature

CLIENT : BONJOUR BONSOIR
 BRAND : COFFEE SHOP
 SCOPE OF WORK : INTERNAL BRANDING, SIGNAGE, MENU,
 FLYERS, ADVERTS, OUTDOOR ADVERTISING





CLIENT : D P WORLD

BRAND : CORPORATE

SCOPE OF WORK : WALL CALENDAR / TABLE TOP CALENDAR / PLANNERS





CLIENT : DUBAI MUNICIPALITY
BRAND : CORPORATE
SCOPE OF WORK : BUSINESS LITERATURE

Business Literature

CLIENT : DUBAI COURTS
BRAND : CORPORATE
SCOPE OF WORK : BUSINESS LITERATURE







Retail Graphics

CLIENT : D P WORLD
BRAND : CORPORATE
SCOPE OF WORK : WALL CALENDAR / TABLE TOP CALENDAR / PLANNERS





FLAGS

ACRLIC POSTER



Brand Signage

CLIENT : AUDI VOLKSWAGEN ME FZE
BRAND : AUDI
SCOPE OF WORK : PILLON ALL OVER ME



CLIENT : AUDI VOLKSWAGEN ME FZE
BRAND : AUDI
SCOPE OF WORK : SIGNAGE ALL OVER ME



CLIENT : DP WORLD
BRAND : HR DEPARTMENT
SCOPE OF WORK : OUTDOOR CUT LETTER - OUTDOOR & INDOOR



Brand Signage

CLIENT : EMPOST
BRAND : HEADOFFICE - AL GARHOUD
SCOPE OF WORK : FLEX SIGNAGE



CLIENT : BONJOUR BONSOIR CAFE & REST
BRAND : RESTAURANT AT DUBAI MARINA
SCOPE OF WORK : FABRICATED LIGHT BOX



CLIENT : EMPOST
BRAND : IPVASC - KARAMA
SCOPE OF WORK : FLEX SIGNAGE

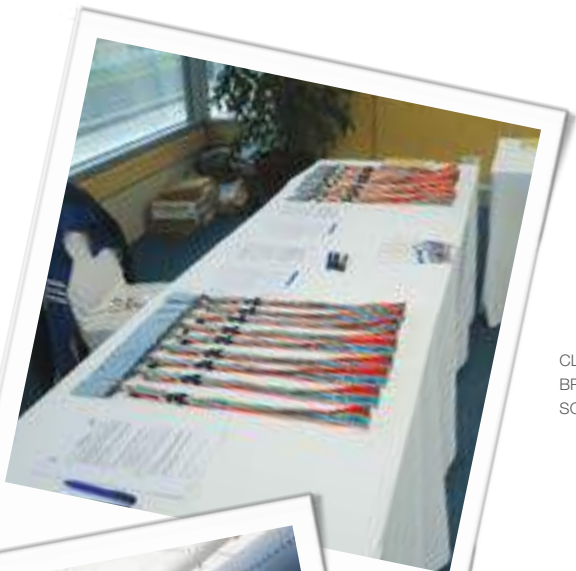


CLIENT : DP WORLD
BRAND : MINA RASHID PORT
SCOPE OF WORK : OUTDOOR GATE SIGNAGE



CLIENT : DP WORLD
BRAND : PASSENGER TERMINAL
SCOPE OF WORK : OUTDOOR SIGNAGE





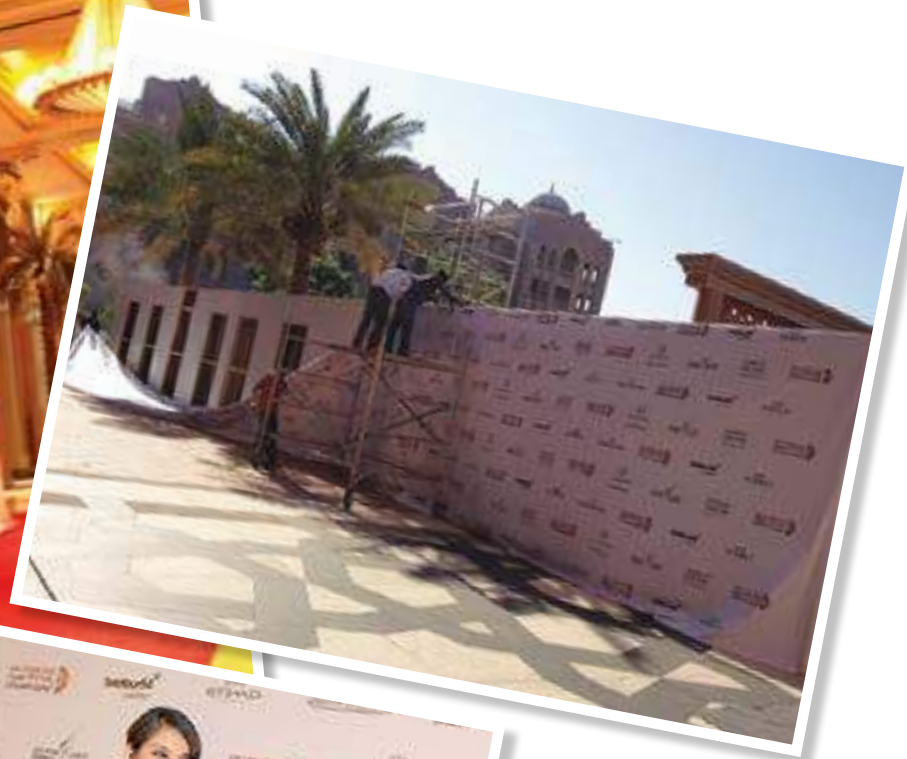
CLIENT : AUDI VOLKSWAGEN ME FZE
BRAND : VOLKSWAGEN
SCOPE OF WORK : BAHRAIN LAUNCH ALL MODEL



Events & Promotion

CLIENT : BARCLAYS BANK PLC
BRAND : CORPORATE
SCOPE OF WORK : UAE LAUNCH PRODUCTION





احتفل بالسينما
CELEBRATE FILM
OCT. 11-20, 2012

ABU DHABI FILM
مهرجان FESTIVAL
أبو ظبي السينمائي



Events & Promotion



CLIENT : **ADFF**
BRAND : **FILM FESTIVAL**
SCOPE OF WORK : **TURNKEY PRODUCTION SOLUTION**
WOODEN STRUCTURES / INSTALLATION / PRESS BACKDROP / TOBLERONES /
BANNERS / RED CARPET BACKDROPS



CLIENT : MEIFF
BRAND : FILM FESTIVAL
SCOPE OF WORK : TURNKEY PRODUCTION SOLUTION
WOODEN STRUCTURES / INSTALLATION / PRESS BACKDROP /
TOBLERONES / BANNERS / RED CARPET BACKDROPS



CLIENT : MEIFF
 BRAND : FILM FESTIVAL
 SCOPE OF WORK : TURNKEY PRODUCTION SOLUTION
 BARACADE / INSTALLATION / PRESS BACKDROP / BANNERS / RED
 CARPET BACKDROPS / FREESTANDING SIGNS



CLIENT : UEC
BRAND : DAIKIN AIRCONTIONERS
SCOPE OF WORK : TURNKEY SHOWROOM BRANDING
ALUMINIUM PANNELS FOR AC / STICKERS / BACKDROP / BROCHURE STANDS / SIGNAGE



BRAND : UAE NATIONAL DAY AT ZABEEL PARK
SCOPE OF WORK : **TURNKEY PRODUCTION SOLUTION**
DIGITAL PRINTING / PRESS BACKDROP / BANNERS / TOBLERONE
BACKDROPS / FREESTANDING SIGNS





CLIENT : DP WORLD
BRAND : CORPORATE
SCOPE OF WORK : **TURNKEY EVENT PRODUCTION SOLUTION**
WOODEN STRUCTURES / INSTALLATION / PRESS BACKDROP /
STAGE / TOBLERONES / BANNERS / FLAGS ETC





CLIENT : **GOVT OF AJMAN**
BRAND : **DEPARTMENT OF ECONOMIC DEVELOPMENT**
SCOPE OF WORK : **TURNKEY PRODUCTION SOLUTION**
INDOOR SIGNAGES, OFFICE BRANDING, GLASS FROSTING,
CORPORATE IMAGE POSTERS, INFORMATION PANNELS.



CLIENT : DP WORLD
BRAND : NATIONAL DAY DECORATION 2012
SCOPE OF WORK : DECORATION OF 3 PORTS IN THE NATIONAL
THEME IN CLUDING BALLONS, FLAGS, STICKERS, SAIL FLAGS,
DANGLERS AND ALL GATES

CLIENT : DP WORLD
EVENT : UAE NATIONAL DAY 2013
SCOPE OF WORK : INSTALLATION AND REMOVAL OF
NATIONAL DAY BRANDING IN ALL PORTS OF DUBAI





CLIENT : **CARTOON NETWORK ARABIA**
BRAND : **CARTOON NETWORK**
SCOPE OF WORK : **TURNKEY PRODUCTION SOLUTION**
CHARACTER CUTOUTS / INSTALLATION / BANNERS





CLIENT : **ADIMSC**

BRAND : **F1 & C1 WORLD CHAMPIONSHIP ABUDHABI**

SCOPE OF WORK : **TURNKEY PRODUCTION SOLUTION**

PRESS BACKDROP / INSTALLATION / BANNERS / 22 METER TOWERS
WRAP / MALL BRANDING





Events & Promotion



CLIENT : EMIRATES BOWLING FED
BRAND : ARAB BOWLING CHAMPIONSHIP
SCOPE OF WORK : TURNKEY BRANDING OF THE EVENT VENUE (BANNER / BACKDROPS /
FLAGS / STICKERS / FORMS / POSTERS / ROLL UPS / PRESS BANNERS / ALLEY BANNERS)



CLIENT : **ABUDHABI UNIVERSITY**
BRAND : ANNUAL GRADUATION CEREMONY
SCOPE OF WORK : **TURNKEY PRODUCTION SOLUTION**
WOODEN STRUCTURES / INSTALLATION / HALL BACKDROP /
TOBLERONES / FLAGS / FENCE BANNERS





CLIENT : **ABUDHABI UNIVERSITY**
BRAND : ANNUAL GRADUATION CEREMONY
SCOPE OF WORK : **TURNKEY PRODUCTION SOLUTION**
WOODEN STRUCTURES / INSTALLATION / BANNERS / PILLAR WRAP
/ FLAGS / INTERNAL SIGNS / ROLLUP



CLIENT : CALVIN KLEIN
BRAND : CALVIN KLEIN
SCOPE OF WORK : DUBAI INDUCTION EVENT



CLIENT : AUDI VOLKSWAGEN ME FZE
BRAND : AUDI
SCOPE OF WORK : ABU DHABI AIR RACE BRANDING





Vehicle Graphics

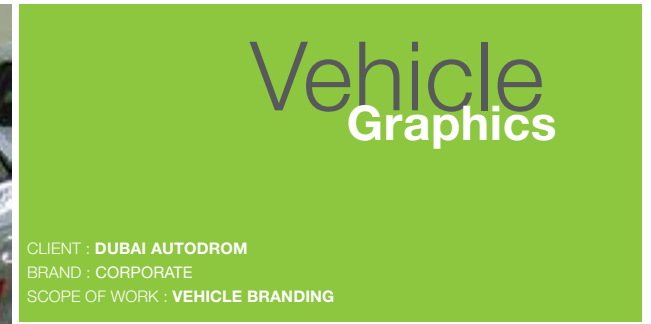
CLIENT : DUBAI AUTODROM
BRAND : CORPORATE
SCOPE OF WORK : VEHICLE BRANDING



CLIENT : NEW EDGE
BRAND : NEW EDGE
SCOPE OF WORK : VEHICLE BRANDING

CLIENT : INGERSOL & RAND
BRAND : TRANE
SCOPE OF WORK : VEHICLE BRANDING





CLIENT : NEW EDGE
 BRAND : NEW EDGE
 SCOPE OF WORK : VEHICLE BRANDING

CLIENT : AUDI VOLKSWAGEN ME FZE
 BRAND : VOLKSWAGEN
 SCOPE OF WORK : VEHICLE BRANDING



Vehicle Graphics

CLIENT : **GERMAN TOURISM**
BRAND : **GERMAN TOURISM**
SCOPE OF WORK : **VEHICLE BRANDING**



CLIENT : **AUDI VOLKSWAGEN ME FZE**
BRAND : **VOLKSWAGEN**
SCOPE OF WORK : **VEHICLE BRANDING FOR BAVARIAN EVENT**



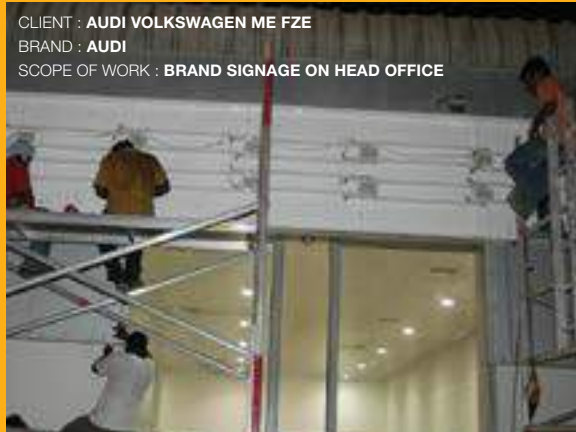
Installation & Fabrication



CLIENT : AVIATION CLUB
BRAND : AVIATION CLUB
SCOPE OF WORK : 27 X 1.5 METER PASTING ON BRIDGE



CLIENT : MAJID AL FUTTAIM
BRAND : DCC / MCC / ACC
SCOPE OF WORK : INFORMATION KIOSKS



CLIENT : AUDI VOLKSWAGEN ME FZE
BRAND : AUDI
SCOPE OF WORK : BRAND SIGNAGE ON HEAD OFFICE



Message of Originality

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The images in the brochure are just to illustrate what TRL does and is capable to do. It was not possible to show you a vast amount of work executed by us merely in a brochures. But we hope the brochure has served a purpose of explaining many marketing possibilities with TRL.

Thank You
Management
Thin Red Line Advertising L.L.C

THINREDLINE
ADVERTISING LLC

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