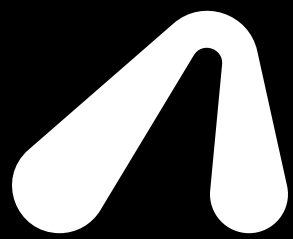


SPADE



**DIGGING IN,
STANDING OUT.**

GO DEEPER! THE SURFACE IS EASY. WE GO DEEPER!



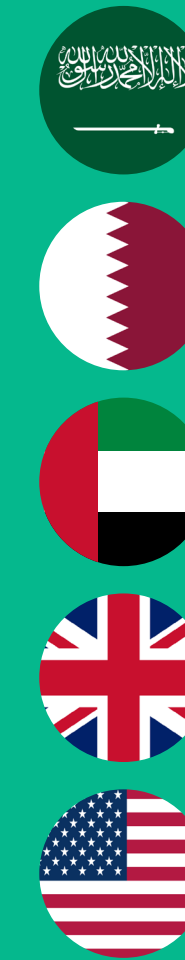
AT SPADE, WE CHOOSE TO:

dig deep to discover & investigate, and Grow ideas to **stand out** with bold ideas that break the pattern.

&THE RESULT OF THAT DISCIPLINE?

10 YEARS
in the
Local market.

7+ YEARS
of Global
Reach.



100+ BRANDS
have trusted us
to help them
STAND OUT.



& WHAT'S COMMON AMONG ALL?

Work that wins hearts
and **drives results.**

SPADE



We help brands:



★ Own their story

★ Be culturally relevant

★ Scale their growth

& turn followers into advocates



Industries we serve:



Fintech

Automotive

FMCG

Tech

Healthcare

Real Estate

Education

E-commerce



THE SPADE
WAY

Digging in, **Standing out.**

DIGGING IN

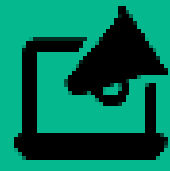
From research to platform mechanics; we mine, map and strategize.

We start with the planning layer; research, truth-finding and strategic gravity that make creative stick and media convert through formulating:



COMMAND TO STANDOUT

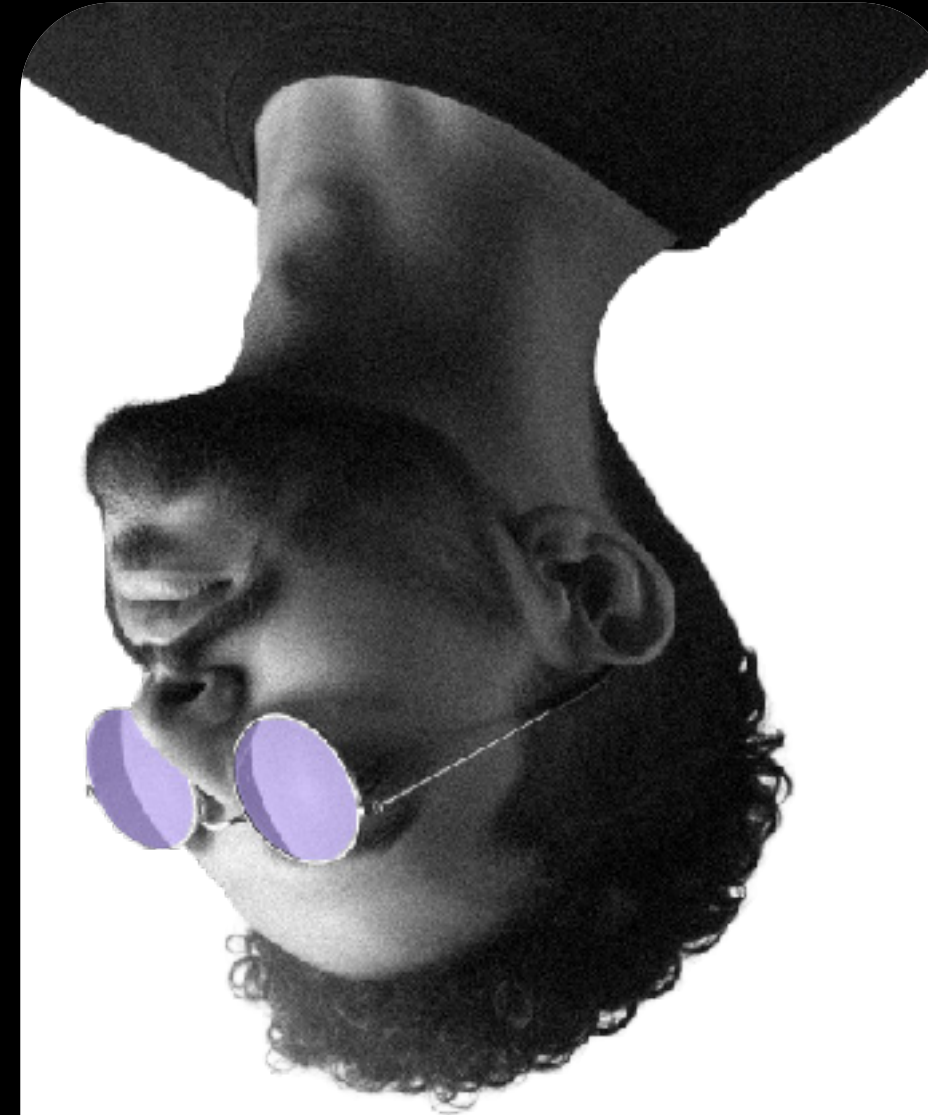
→ THROUGH:



Campaigns
that break categories.



Branding
that reshapes
perception.



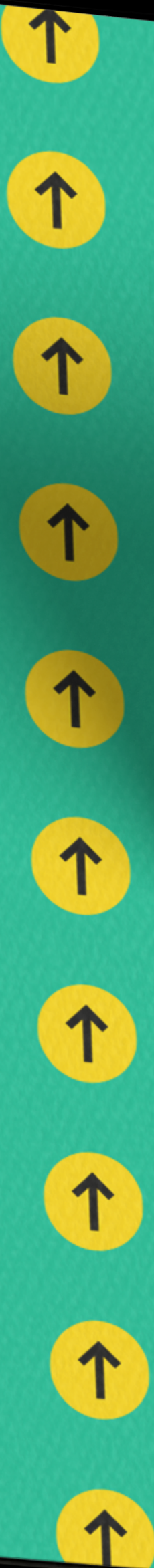
Content
that earns attention,
not just impressions.



Paid Media
that converts
attention into
growth.



TACTICS AND TOOLS



**THE
CRAFTS
THAT
STAND
OUT**

SPADE

MEDIA & PERFORMANCE MARKETING



MAJID ALFUTTAIM

Securing the MAF pitch against top-tier agencies was a major win—but the real challenge came post-launch!

While the campaign initially drove high-quality leads, performance dipped mid-way. We pivoted our strategy with refined targeting and creative optimization, restoring results and sustaining a **60%+ high-quality lead rate**.

60%+ HIGH-QUALITY LEAD RATE

BASTANA

By launching a multi-channel performance strategy for a major Saudi plant retailer “Bastana”, we transitioned the brand from near-zero activity to a competitive market player.

Within just three months, we generated **113,000 SAR** in sales with a ROAS exceeding 3.5x.

113,000 SAR

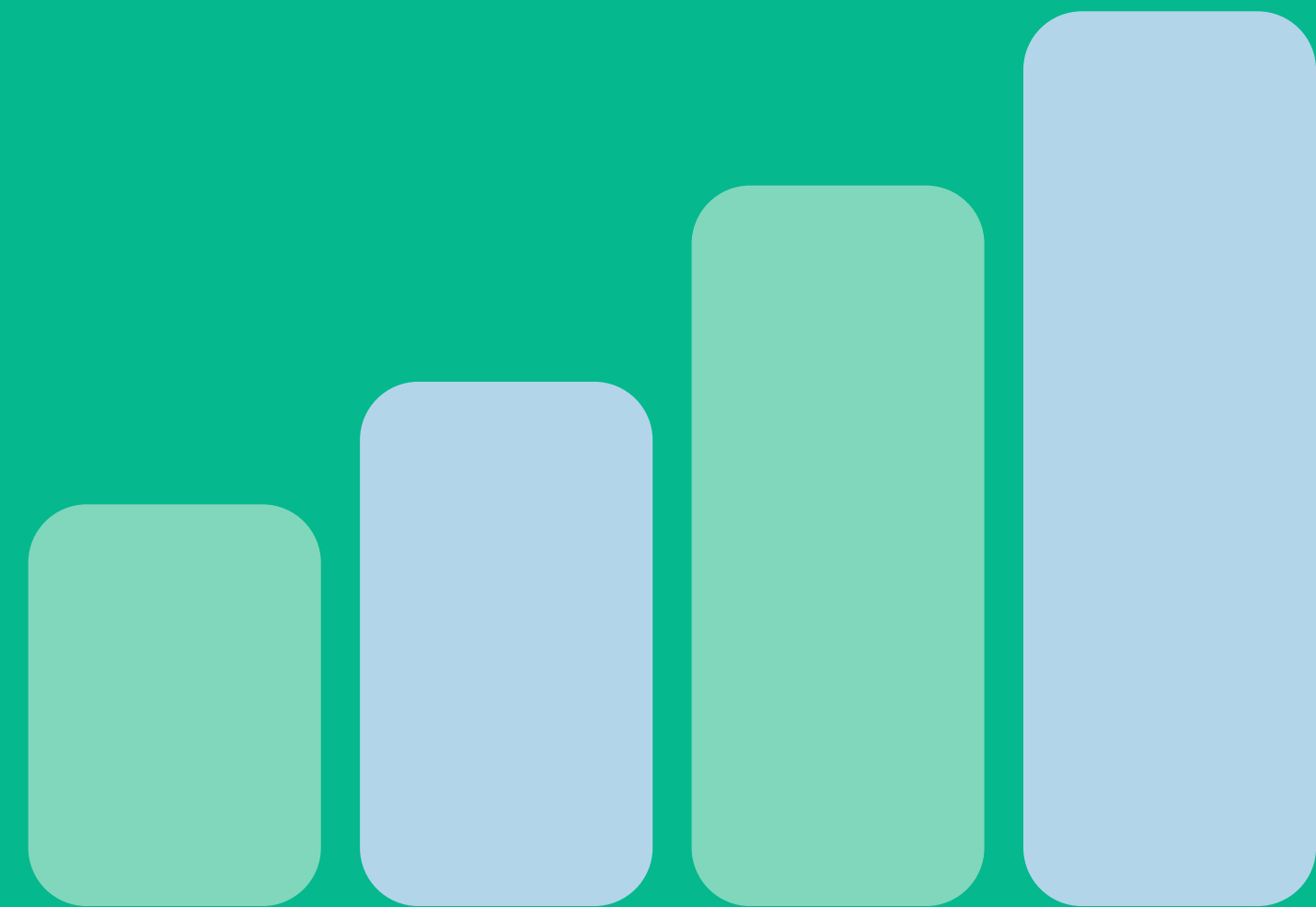
WITH A ROAS EXCEEDING 3.5X

GAC EGYPT

The GAC launch was a textbook full-funnel success—moving audiences from buzz to booking. With sharp targeting and real-time optimization, all available units were fully booked, surpassing the campaign’s goals and proving how smart strategy meets market readiness.

FULL-FUNNEL
SUCCESS

THE IMPACT - THE NUMBERS SPEAK FOR THEMSELVES.



LEADS
QUALITY

75%

LEADS TO
SITE VISIT
CONVERSION

45%

CART
ABANDONMENT
REDUCTION

40%

FUNNEL
COMPLETION
RATE

30%

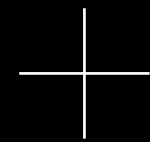
CONVERSION
RATE

15%

VIDEO PRODUCTION & PHOTOGRAPHY

LIVE

LIVE



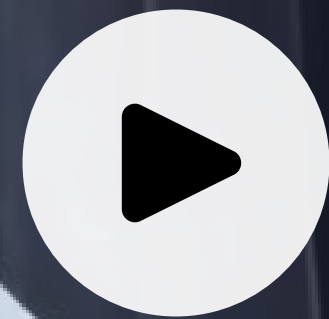






Cleopatra Hospitals Group — Care Without the Clichés

Ads

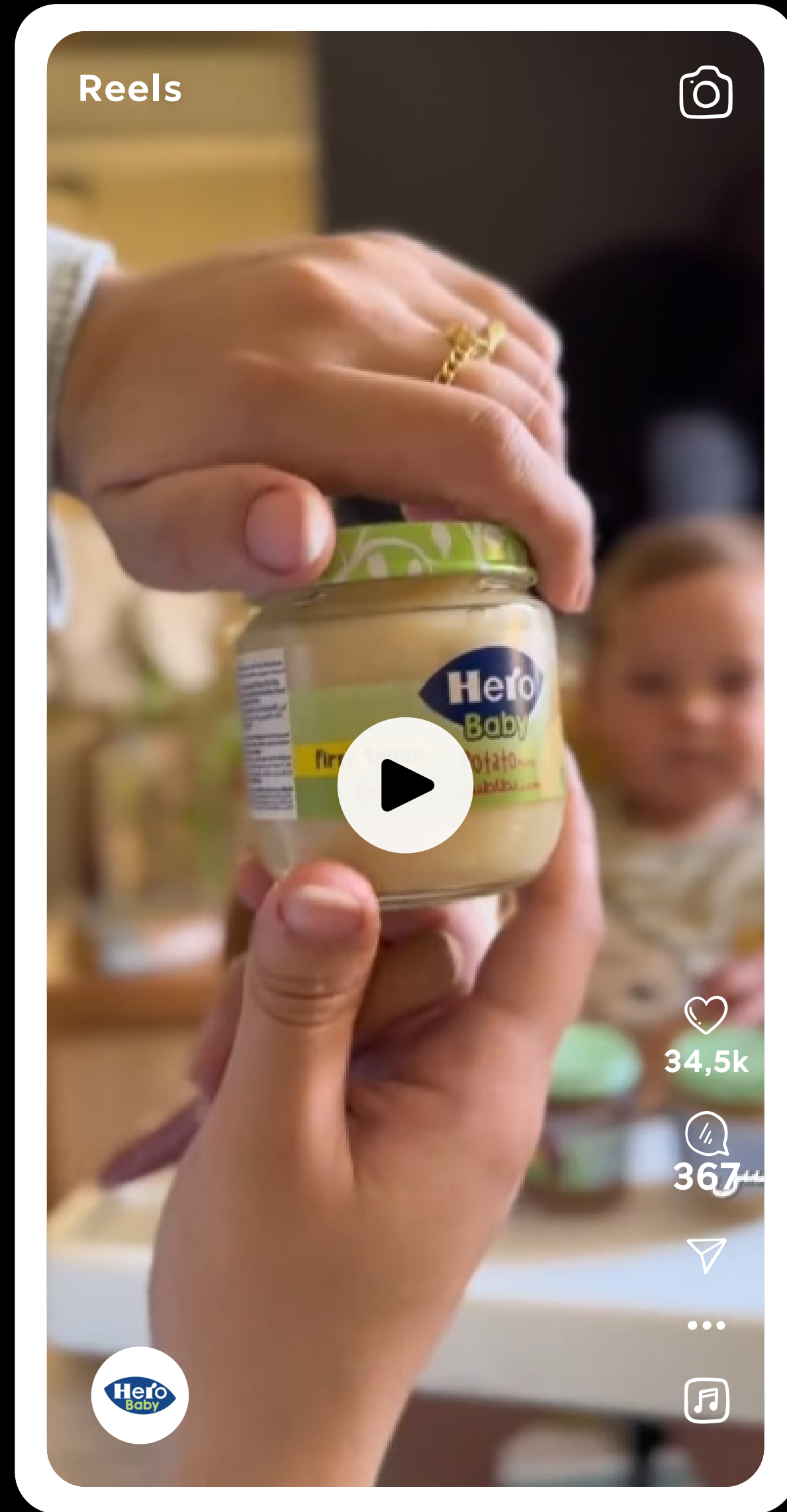
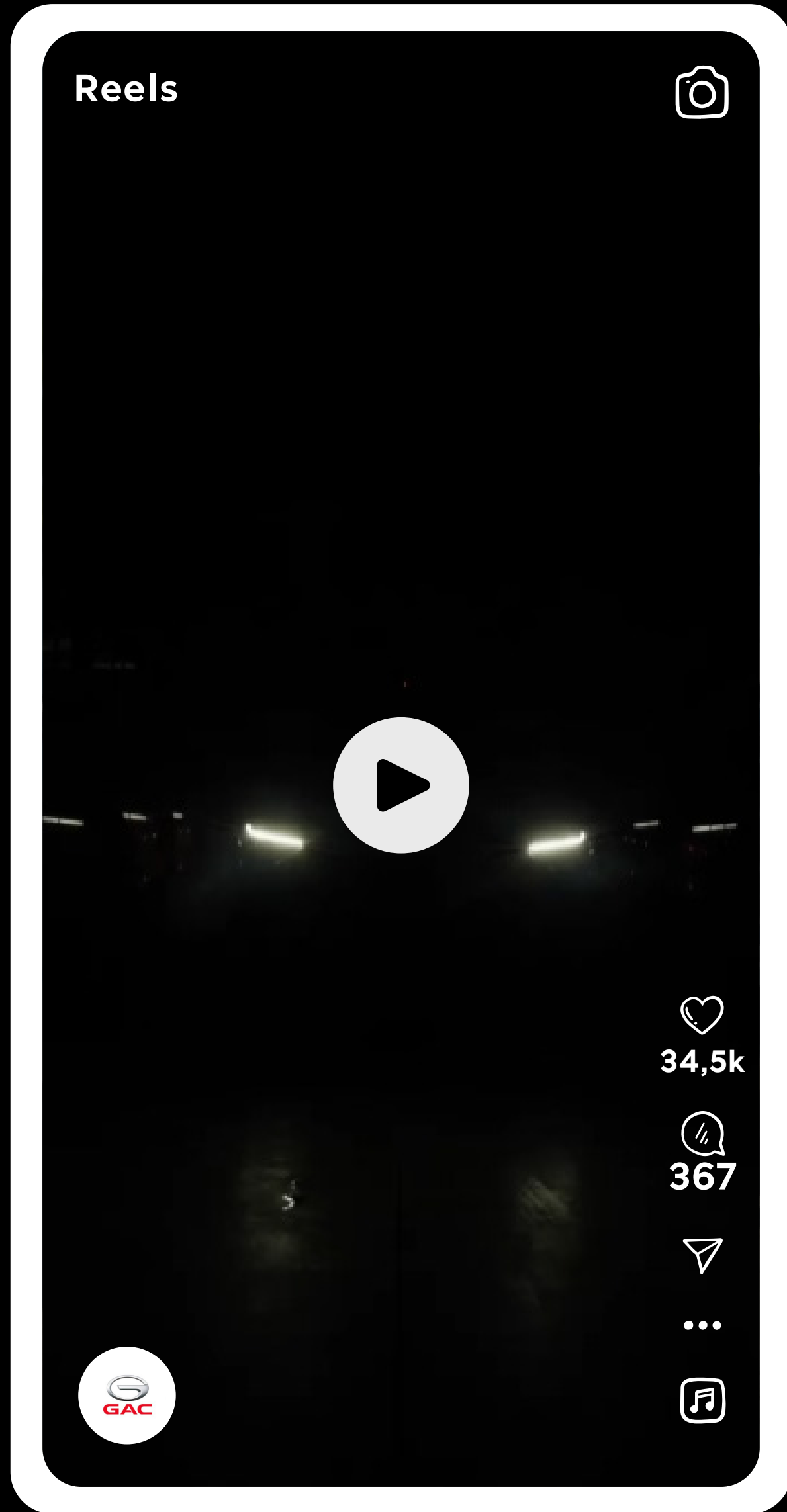
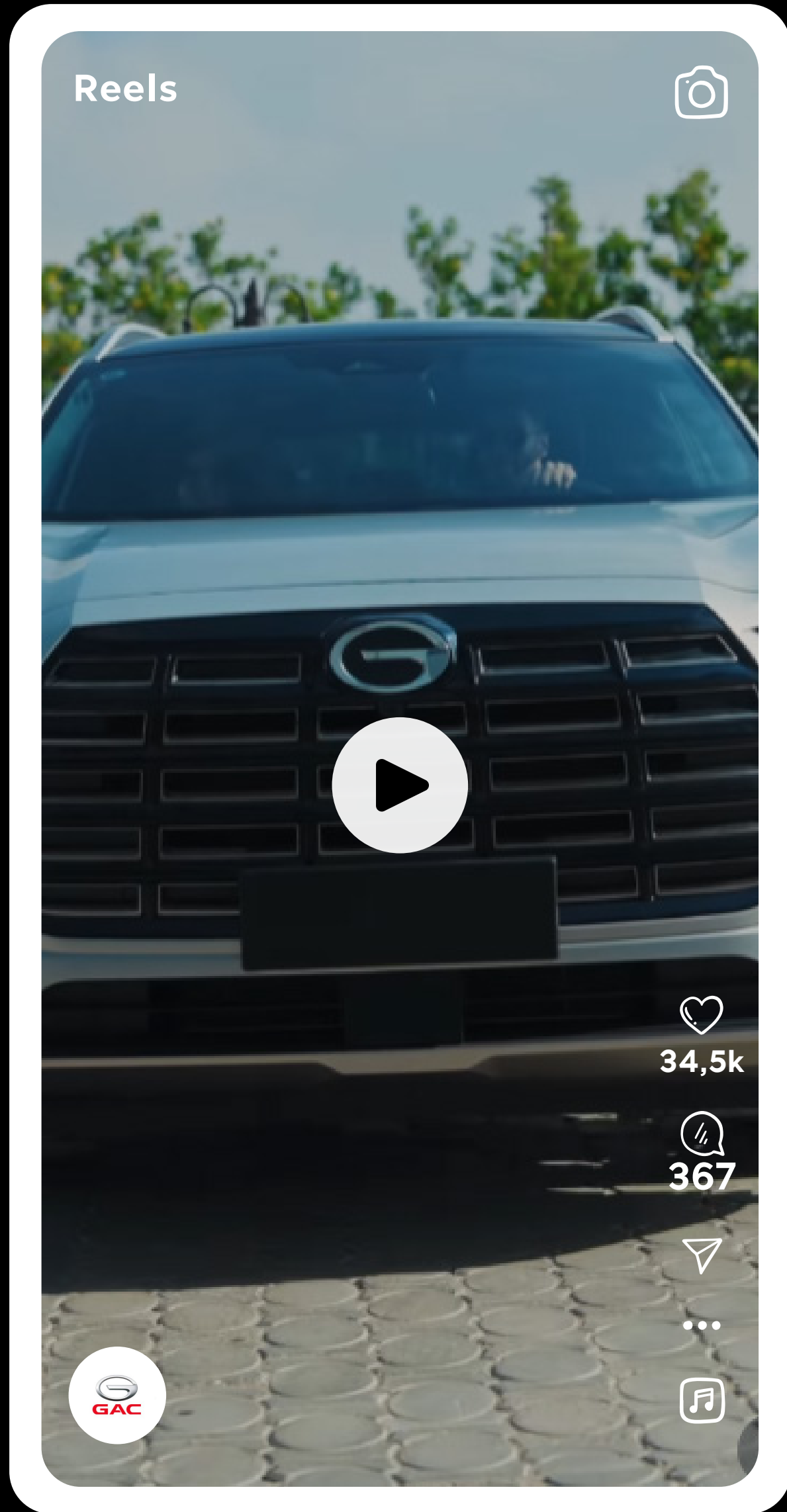


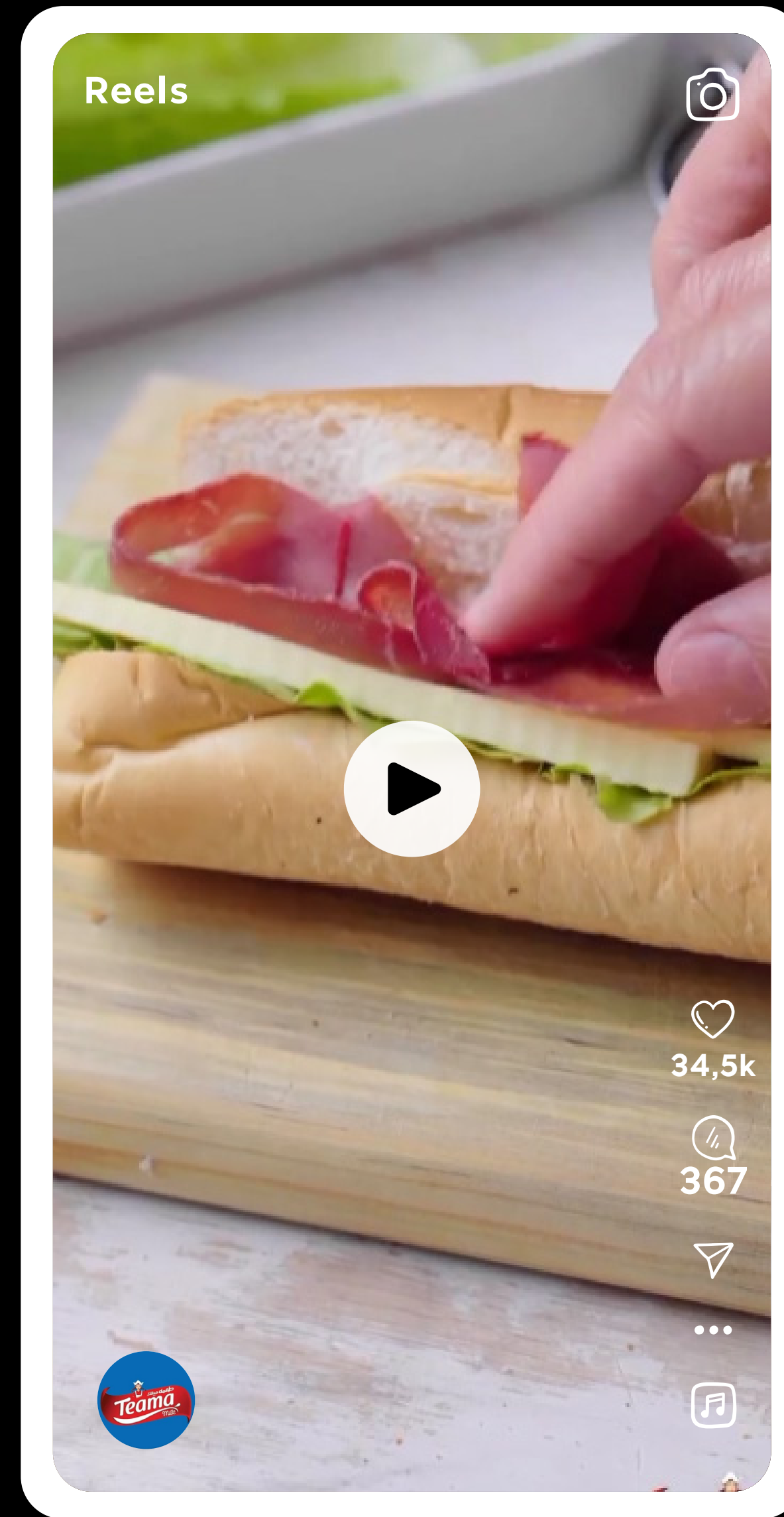
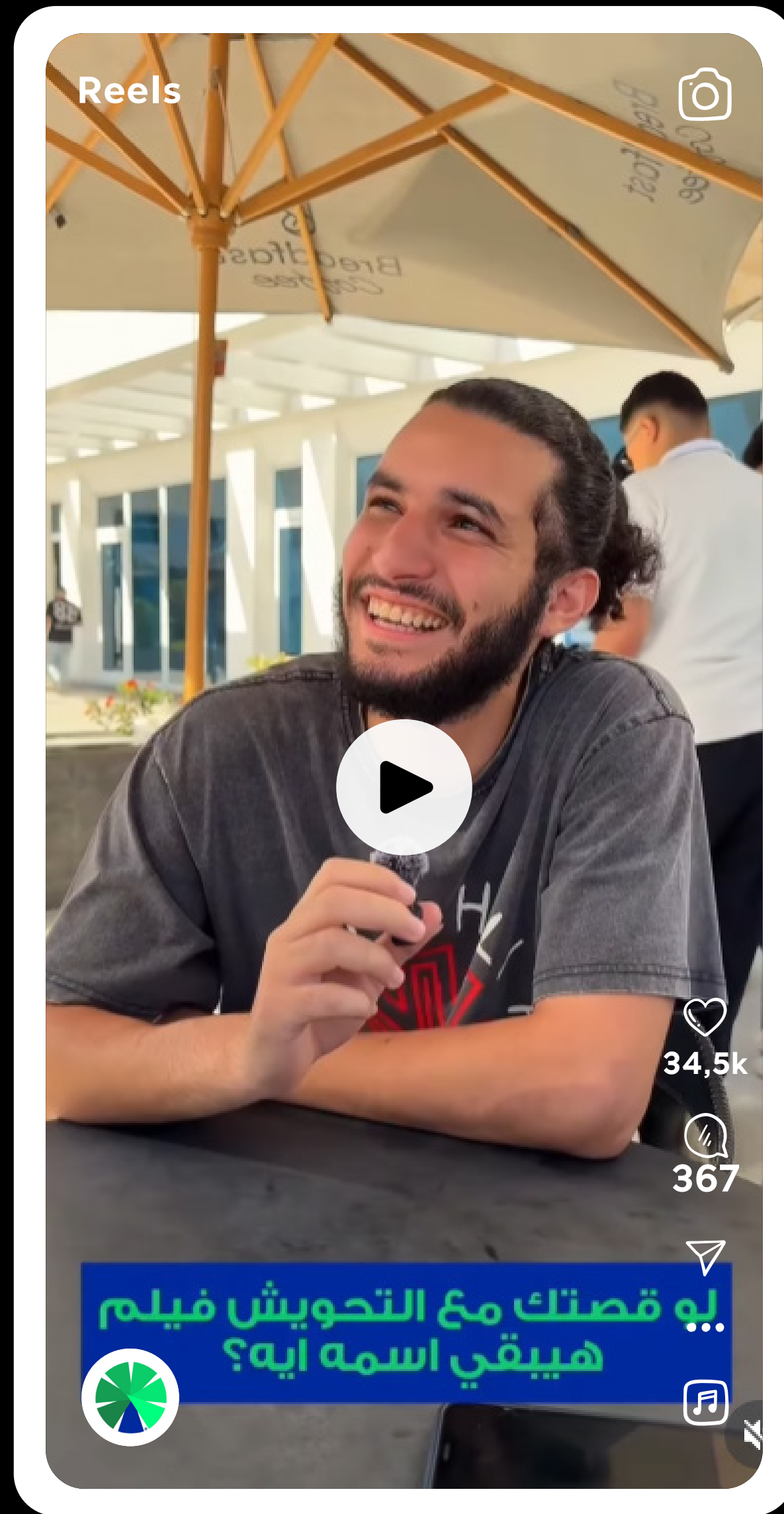
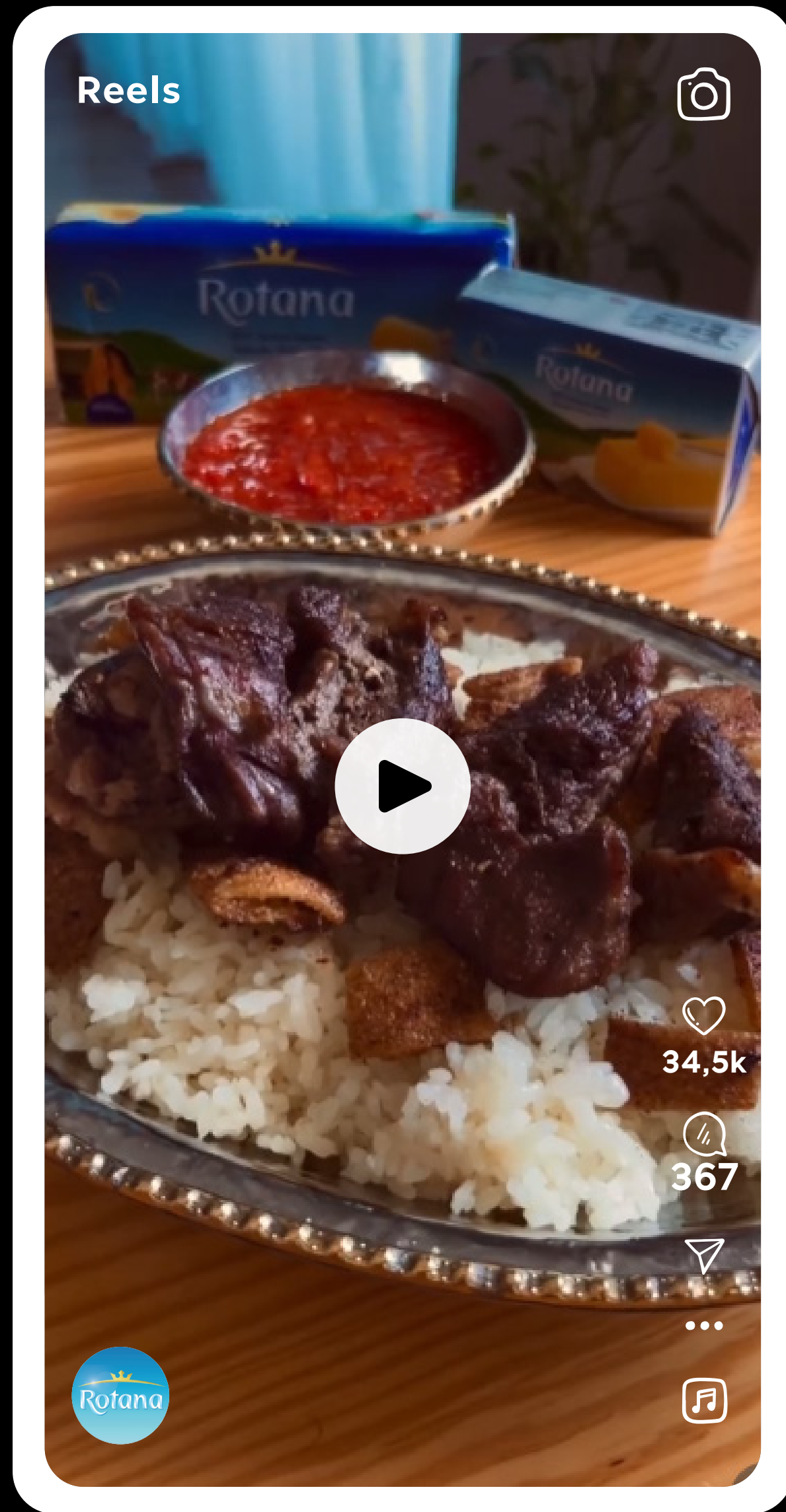
Wuzzuf — Dreams, Not Just Jobs

Ads



Anchor — The Sound of Warmth





BRANDING AND CREATIVE DESIGN

SPRAN



 **GAC**

 |  | 

GS4 MAX

كل حاجة فيها **MAX**



بسعير

1,440,000

جنيه

Hero
SINCE 1886



اللي جربوه
بيفضلوا ياكلوه



ALFA ROMEO GIULIA AND STELVIO
EMOTIONS, THE ITALIAN WAY




EZZ ELARAB


CONTACT US AT ☎ 18288

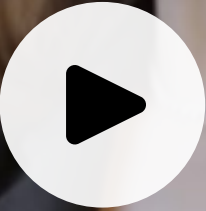
INFLUENCER & PR CAMPAIGNS










Reels 








 34,5k
 367





ان اللي بيدي حياه للبيت ... 





Reels 




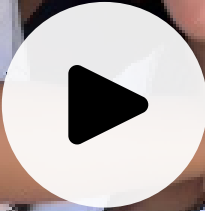





 34,5k
 367





Reels 





 34,5k
 367






SPADE
DIGGING IN,
STANDING OUT.

DIGGING IN,
STANDING OUT.

SPADE

SPADE

OUR DNA

THE SPADE DIFFERENCE

OUR DNA

STANDING
OUT.

DIGGING
IN,
STANDING
OUT.

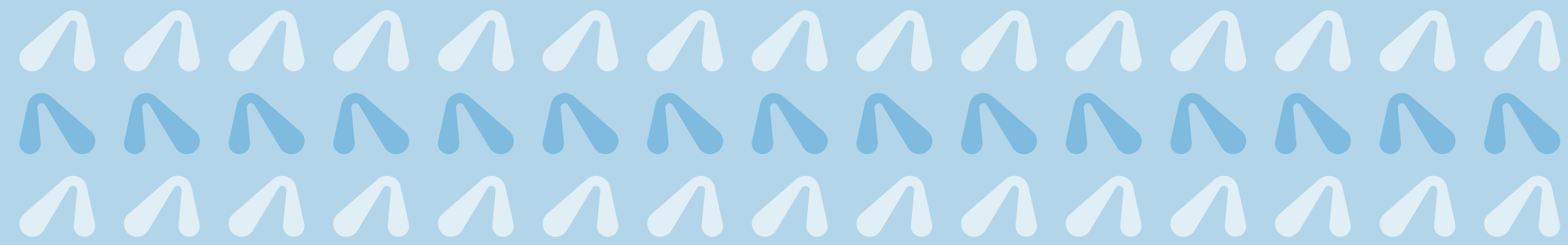
DIGGING IN,
STANDING OUT.

OUR DNA

THE

PARTNERSHIP

NOT SERVICE



→ We sit on the same side of the table.

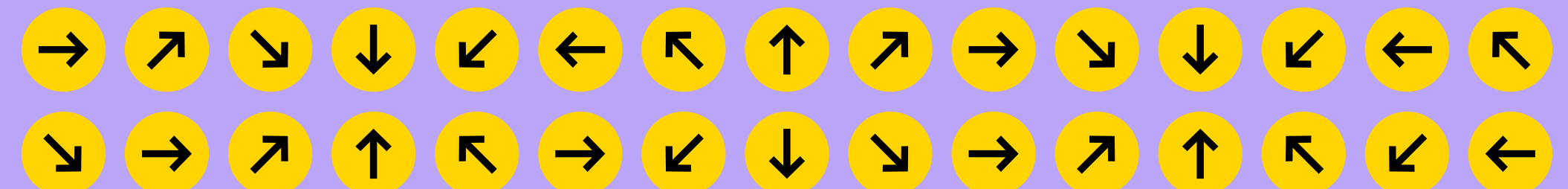
INTEGRITY FIRST

We win the right way—with fair practices, and values that build lasting partnerships.

BUILT AROUND YOU

We measure success by your business outcomes and the longevity of the relationship we earn together.

AGILITY THAT WINS



→ In a fast-moving digital world, we adapt as markets and moments shift.



MEET THE FOUNDERS



YASSER LOTFY

SPADE Partner & CEO, bringing over 22 years of experience in marketing, business development, and entrepreneurship. With an academic background in Engineering, he has founded and scaled multiple ventures from the ground up.

Under his leadership, SPADE has grown into a regional digital agency serving clients across MENA, US and UK.

In 2011, he co-founded Offerna.com, Egypt's first group-buying platform. He is also the Co-founder and CIO of dyne, a fully integrated FoodTech platform.

Before establishing his own ventures, Yasser held prominent marketing leadership positions at multinational telecommunications companies, specifically Vodafone Egypt and e&.

Alongside his executive roles, he actively advises startups, supporting them with business planning, marketing strategy, and talent development.

MOHAMAD ASHRAF

SPADE Partner & Managing Director, bringing over a decade of experience in sales, digital marketing, and media buying.

Under his leadership, SPADE's performance has scaled significantly, supporting the agency's regional growth ambitions.

Ashraf has held key leadership roles at leading organizations including Sarmady, OMD, and OLX Group, building a strong network of digital marketers and media partners across MENA region. He has built and led high-performing digital teams while delivering scalable growth across multiple industries.

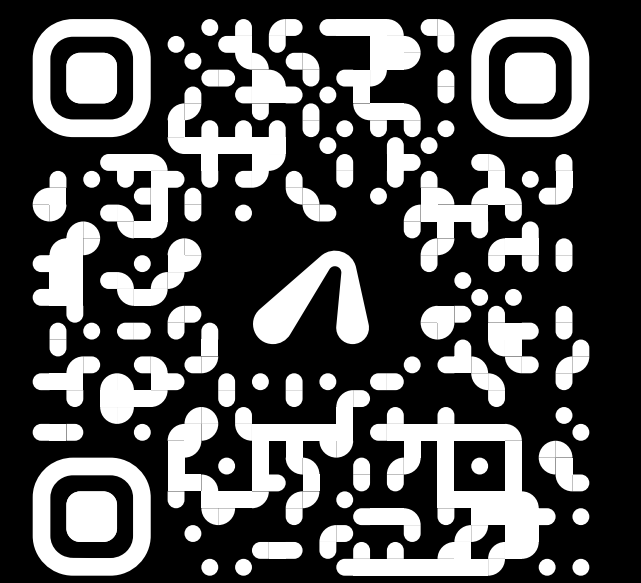
Renowned for crafting and executing award-winning digital media strategies, Ashraf has been a key driver behind several high-impact campaigns.





**Ready to dig deeper and stand out louder?
Let's build what's next!**

Contact Now:
info@spadeworld.com
Greek Campus, Mall of Arabia, Egypt



spadeworld.com