



MEMBER OF \_\_\_\_\_



## **o`minus profile**

**VOLUME 3 2010-2020**

# o`minus profile

VOLUME 2 2010-2017

We believe  
there's a better way

# TO GROW

FUSION between sights, strategy, creativity and imagination is what achieves optimal GROWTH. Our clients' businesses have exceeded growth through our better ways.

## o`minus!

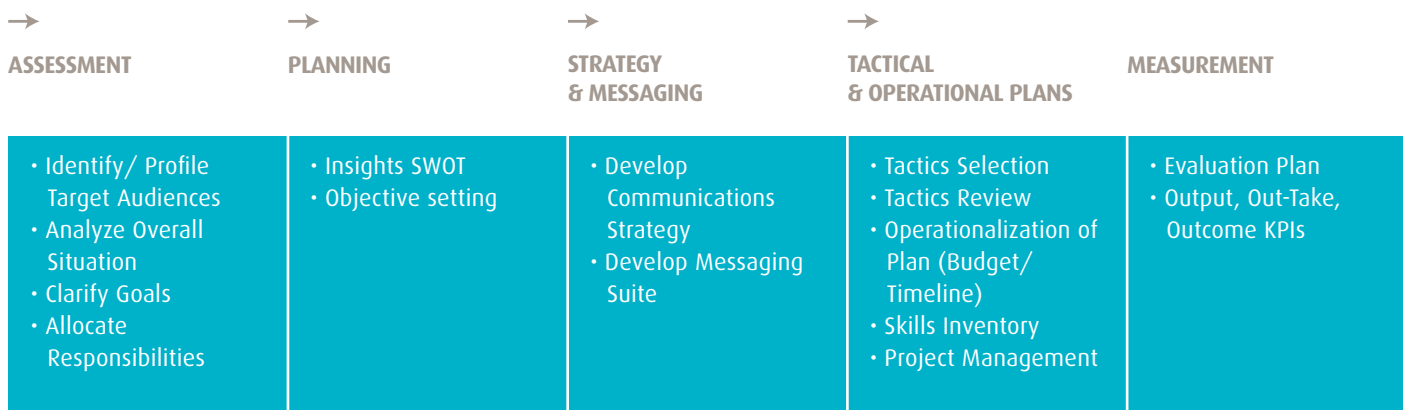
### The Power Of Giving

The most generous blood group, O, is where we got our name, which gives to all the other blood groups. Symbolizing the unlimited power of giving, and simultaneously indicating the purity of our resources and inputs. Offering services which meet with its clients' needs, by acting as a "consulting department" inside the client's agency. Increasing the efficiency of work, reducing costs, and building the capacity of the client's employees. Empowered through its experienced and creative employees, along with its insightful administration, which supervised, planned, and executed many Marketing Consultation, Branding, Promotion, Social media and PR and inside UAE, KSA, Qatar and Jordan.

## OUR METHODOLOGY

### We Believe

When delivering our custom solutions, we deliver **QUALITY** not QUANTITY. The key is to send one effective and **powerful** message, rather than multiple ineffective ones. Taking pride in **working** alongside our clients, **in** order to understand their needs to the smallest, most immaculate **details**, followed **by providing** our solutions that support, enhance and amplify their current **communication strategies**.







# OUR SERVICES

Ahead of the Marketing Game

## Marketing

O Minus Consulting develops comprehensive customer and market insights, in order to identify opportunities for growth, to meet the clients' needs for expansion within a market. We also guide senior executives in understanding what sales and marketing initiatives work for their industry, and which ones are flat lining. This is done through providing a deeper understanding of their customers, and the strategies applied to build bridges between them, turning it into a profitable relationship for both.

- Strategy
- Planning
- Communication
- Corporate communications
- internal communications
- PR (Press, CR, Coverage Networking)
- Media relations
- media training
- media outreach and relations
- Social Media
  1. Content, channel and conversation planning
  2. Buzz/pulse monitoring
  3. Community management (Facebook, Twitter, LinkedIn)
  4. Campaign support e.g. special promotions
- CSR
  1. Partnership activation
  2. Strategic philanthropy
  3. Cause related marketing
- Event Management
  1. Event planning, execution and training
  2. Press conference and roadshows
  3. Corporate training
  4. Awards and gala dinners
  5. Product launches
  6. Large scale community events
- Crisis Management
  1. Crisis planning and management
  2. Issues monitoring and management
- Writing & Translation
  1. 12 languages
  2. Copywriting
  3. Press materials
  4. Marketing collateral

## Branding

Put your Assets to Work, with our professional Brand Strategy, that has been developed after working with more than 100 credible brands over the past 6 years, and a solid track record to go along with it. Marketers must work harder today, due to an increase in competition and marketing mediums, along with the increased difficulty in creating relevant brand connections to capture a greater market share.

- Branding
- Brand campaigns, including lifecycle public relations
- Brand Audit
- Brand Equity

## Consulting

Is your competition ahead?

Is your strategy working?

Are your employees applying your strategy and are they empowered by it?

Since it was founded back in 2010, Strategy has been more than just a plan for us at O Minus. Strategy is our core business, working with companies that come from a wide spectrum of industries, developing their strategies and delivering results.

- Stakeholder and communications auditing
- Communications/public relations consultancy
- Strategic planning
- Concept development

## **O`BRAND**

- Put Person
- City
- Brand

## **O`IMAGE**

- Individuals
- institutions
- Celebrity
- Public leaders

## **O`PRUDUCT**

- Strategies
- Planning
- Distribution
- Promotion

## **O`BUDGET**

- Media Planing
- Budget vs ROI
- Agency Selection

Branding, Brand Strategy, Brand Audit, Marketing, Planning, Creative, Events, Online Marketing, Social Media, Animation, Production, Distribution Plan, Media, PR, Press, Influence PR, Entrepreneur Projects, Strat-Ups Planning, Execution, Team Building, Exhibitions, Internal Marketing, Total Quality Management, Excellence

O Minus Has Got You Covered



# #0minus Shield

We can always warn you about any mishaps that could happen before they do (safe-time), through determining the bugs, then provide optimal solutions.

Services That Excel

We don't just SATISFY OUR CUSTOMERS

# WE ENHANCE THEIR EXPERIENCE

**PART OF OUR  
CLIENTS**



JORDAN



ORIGANO

## KSA



## UAE



## QATAR



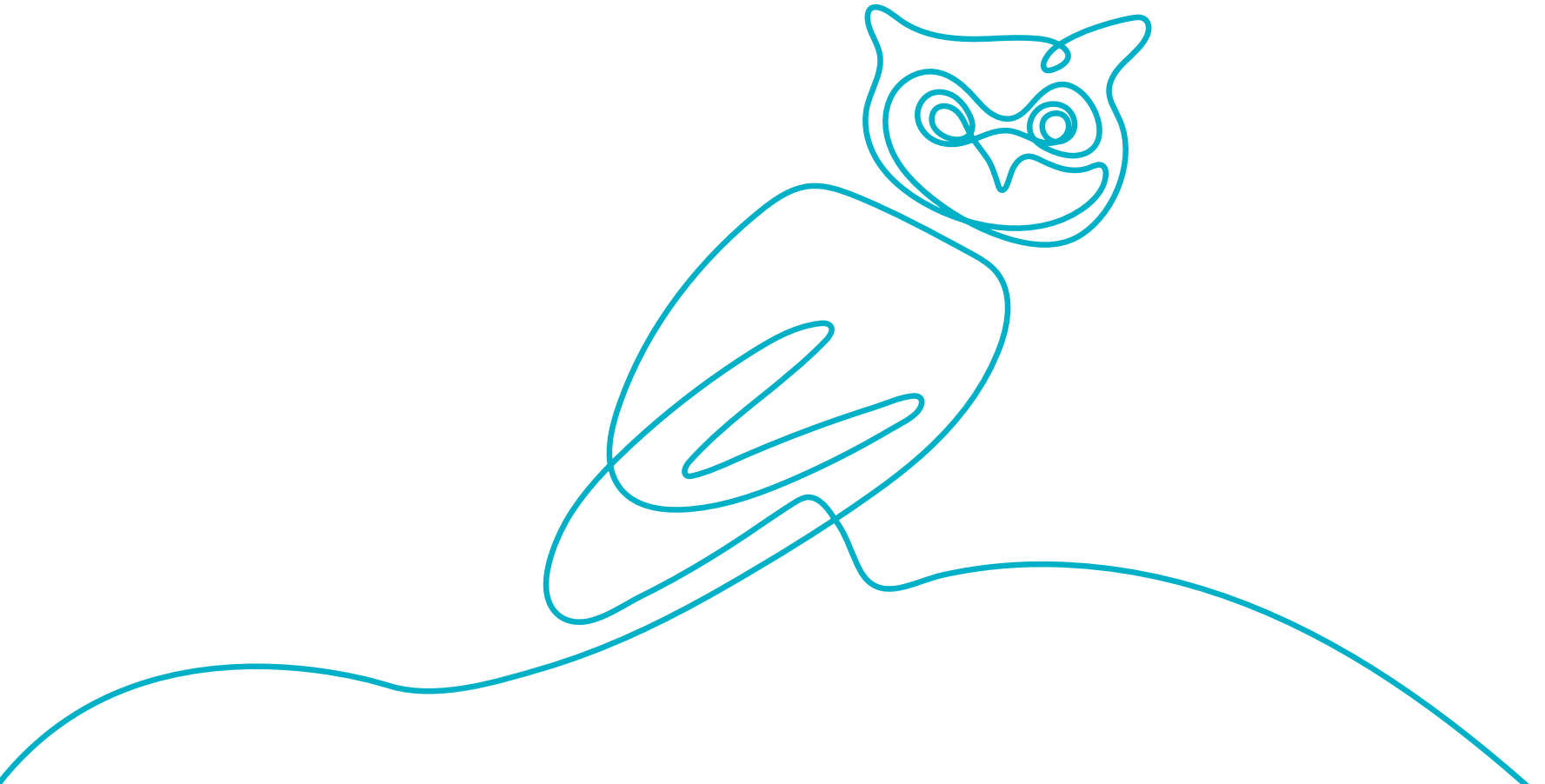
OTHERS

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# THE POWER OF GIVING



Companies

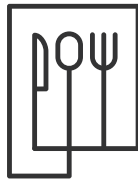
# PAY TOO MUCH

Attention to the cost of doing something.  
They should worry more about the cost of  
not doing it.



# CASE STUDY





## CHEFCORNER CATERING

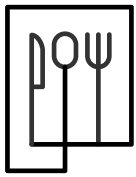
Chef Corner Catering is an elite catering company in the UAE, which provides a wide array of mouthwatering dishes, made by International renowned talented Chefs, serving the original taste, with using the freshest of ingredients. The premium service is provided online, or through the phone or App, with optimal performance to meet the operation's ability and capacity. The brand was supported with fresh innovated food pictures, and support through all social media platforms and promotional tools was provided by O Minus.











**CHEFCORNER**  
*express*









1 9 8 1

LAUNDRY

UAE, especially in Abu Dhabi and Dubai, are constantly undergoing lifestyle improvements, this has opened the doors for big projects and new opportunities. 1981 Laundry seized the opportunity, through Re-Branding, creating a new market strategy. This was done by creating the relevant tools, which meet the 1981 Laundry new business model, focusing on competitive advantage. Today, they are planning to move forward by franchising, in addition to creating premium services as a Laundry Chain in the UAE.







# Snails

SAFE NAILS

Safe N Beautiful isn't your conventional nail polish, because it doesn't contain Parabens and Phthalates and all other toxins. The brand color lines use nature-based lacquer, adding sophistication, and natural vibrant styles of color to life to the collection. The nail polish is made in France, and the lead-free premium bottles used are imported from Italy. The manufacturing of products is done in Athens, Greece, where the head-office and warehouse of the company are located. Providing natural products goes beyond nail polish, to chemical free cosmetics, all containing premium quality raw materials. O Minus was responsible for the distribution of the products in Jordan's market and weaving the brand's identity.











A company specialized in training for childhood growth. The brand was created to assist children who had a difficult childhood. The sky was the limit, when it came to the tools used to innovate the solutions, in addition to matching between the tools. Proud to have been a part of this innovative project.



surprised



queezy



anxious



satisfide



Happy



Frustrated



furious



mad



Ideas



Feeling



Growth



Action





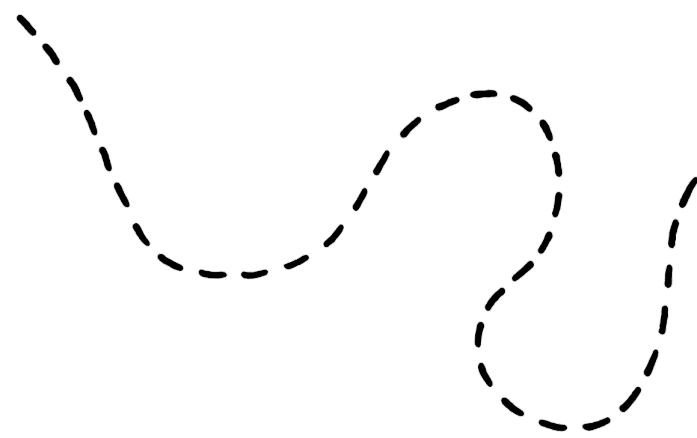
# Alhodhud

Creative content for children

"I think it's fair to say that personal computers have become the most empowering tool we've ever created. They're tools of communication, they're tools of creativity, and they can be shaped by their user."

**Bill Gates**

Al-Hudhud ventured in creating unique, creative Arabic learning content for children for many different levels. When we met the children related to the project, we realized that we needed to hire an expert on Children, and so we did. The project was critical, that's why we tested the tools constantly, until we guaranteed the results, every time. It was an honor being a part of it.





## The Story Of Numbers

One of the vital global key sectors is the Health Sector, and investments within the sector are considered the most successful compared to other industries. It is renowned for its sustainable profits, even during economic recessions. That was clear back in 2008, during the economic recession, with no noticeable drop in profits recorded with any of the pharmaceutical companies.







## Our Community, Our National Responsibility

Our slogan is “New Horizons... Unlimited Care...”, a goal and commitment made towards our local community, through hundreds of free medical days, that were held across the Kingdom. We reach them by making all communication channels easily accessible for them. Our reach extends to National Organizations, Associations and Civil Society Institutions. We also sponsored National activities and ceremonies, in addition to supporting and participating in National awareness campaigns. Following his His Majesty King Abdullah the Second’s saying, Strong resolves come in proportion to men of determination”.











Similar Case  
in Jordan:



in Qatar:











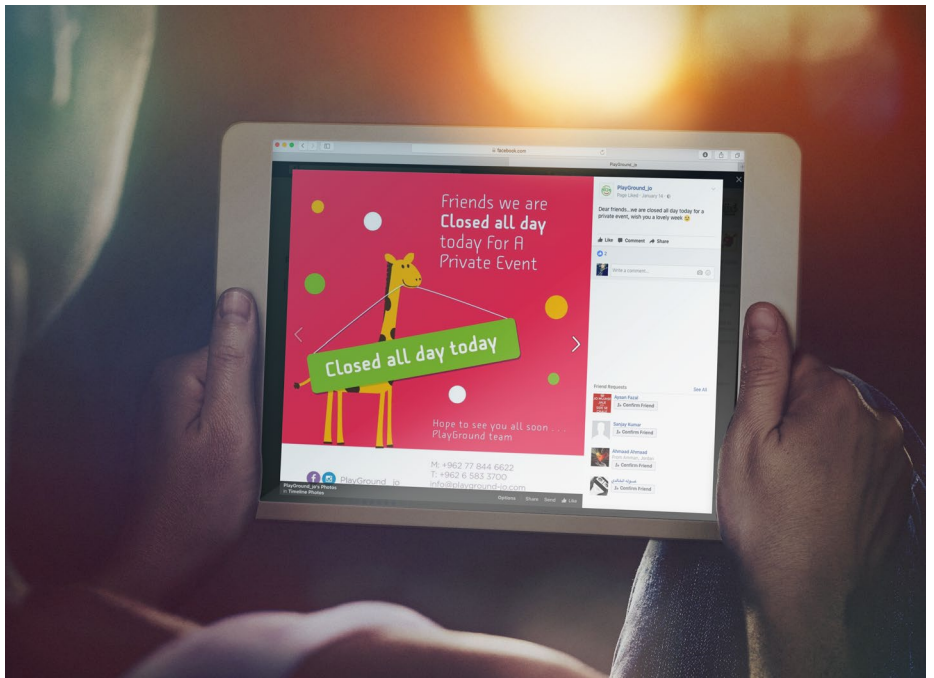
Play Ground® is the time and place for every child to play and have fun, through providing a safe environment for children to express themselves. Molding creativity involves purposeful play, that's why we have designed different programs to cater for a wide spectrum of ages, using the experience and knowledge, since playing is just the beginning.

O Minus created playful and joyful marketing tools, which start from branding, up to specialized interiors and promotional material, to creating the desired overall brand package.









## CUSTOMIZED EVENT

Children and their families will never stop being amazed by the organized events in various local and public venues. Each is carefully designed, and joyfully implemented to give a huge treat of fun which adds another level to the experience. With our partnership with PlayGround we are proud to be a part of such events that help families create special memories.

### Hekayat Karema







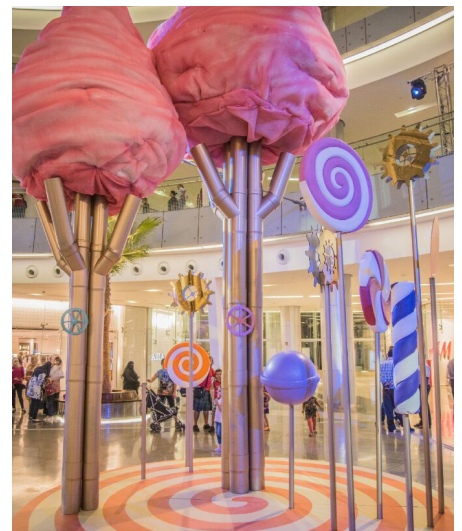


# Abdali Mall Ramadan





# Abdali Mall Eid Al Adha







# زيد روحاني الكيلاني

Zeid Kilani is the chairman of the Jordanian pharmacists association and the Chief Executive Manager of Rawhi Group. We as o'minus are branding Zeid Kilani as a celebrity in his field, we are managing all his social media platforms based on our celebrity marketing strategy.



StartupPharma

نقابتك Live

هزيبه

نقابتك App

PharmDClinic

الونقابتك



# ARAB DOCUMENTARY FILM PROGRAM

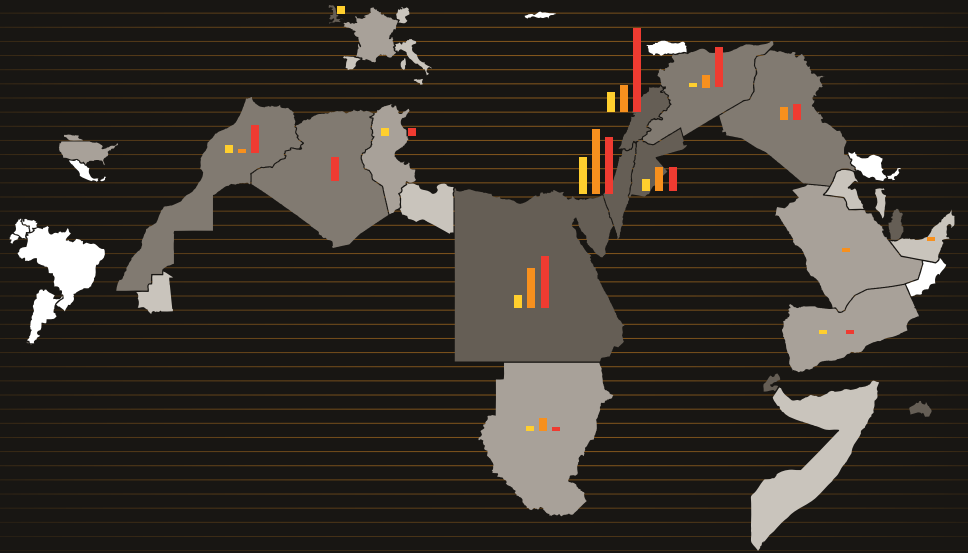


AFAC

The Arab Fund For Arts and Culture  
الصندوق العربي للثقافة والفنون

In Partnership With

**SUNDANCE**  
INSTITUTE | DOCUMENTARY



**Number of Applicants**  
sum of 2007 to 2010

- More than 100
- Between 50 and 99
- Between 10 and 49
- Between 1 and 9
- No applicants

**Number of Grantees**  
per year





# Nisreen Atari

Architects . Consultants

Based in Amman, Jordan, Nisreen Atari™ Architects, takes up a wide range of design activities Locally, Regionally, and Internationally, providing designs that are unique in being both universal in application, with an added personal touch to give the designs life. Pushing the boundaries of innovation, through the latest trends and technology within the industry, along with the continuous development of talent, to provide creative smart living. All this is then provided individually to meet the specific needs of each client.

Nisreen Atari™ was "Branded" by O Minus, creating the identity, and reflecting their style and concept. The project proved to be challenging due to its sophistication, requiring premium quality, and custom marketing tools to be channeled accurately, due to the sensitivity of the Architecture Industry.



















ابدأ  
إبتسامك  
معنا

زراعة  
الأسنان  
بالتقنية  
الألمانية

**RAM**  
DENTAL CARE  
رام لطب الأسنان

ramdentalcare  
www.ramdentalcare.com

ينبع الهيئة الملكية - شارع خالد بن الوليد - حي خالد 2 هاتف 00143931222

ابدأ  
إبتسامك  
معنا

تبييض  
الأسنان  
بتقنية  
ZOOM3  
الأمريكية

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Works on developing soft skills, leadership, management and entrepreneurship of Doctors, Pharmacists, Nurses and their teams, which in turn increases team communication for the medical staff, which will also increase patient satisfaction. This includes Hospitals or Private Practices, which require a raise in operational standards and level of care. O Minus completed this strategy, through providing Branding, and any needed tools based on the target market.

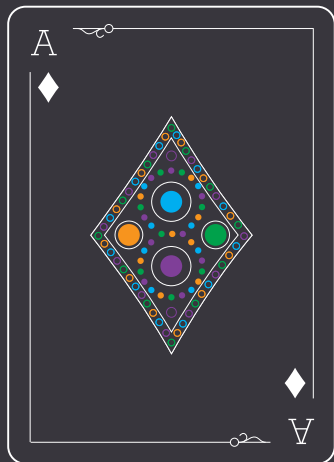
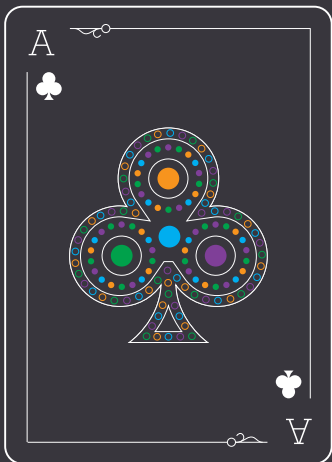
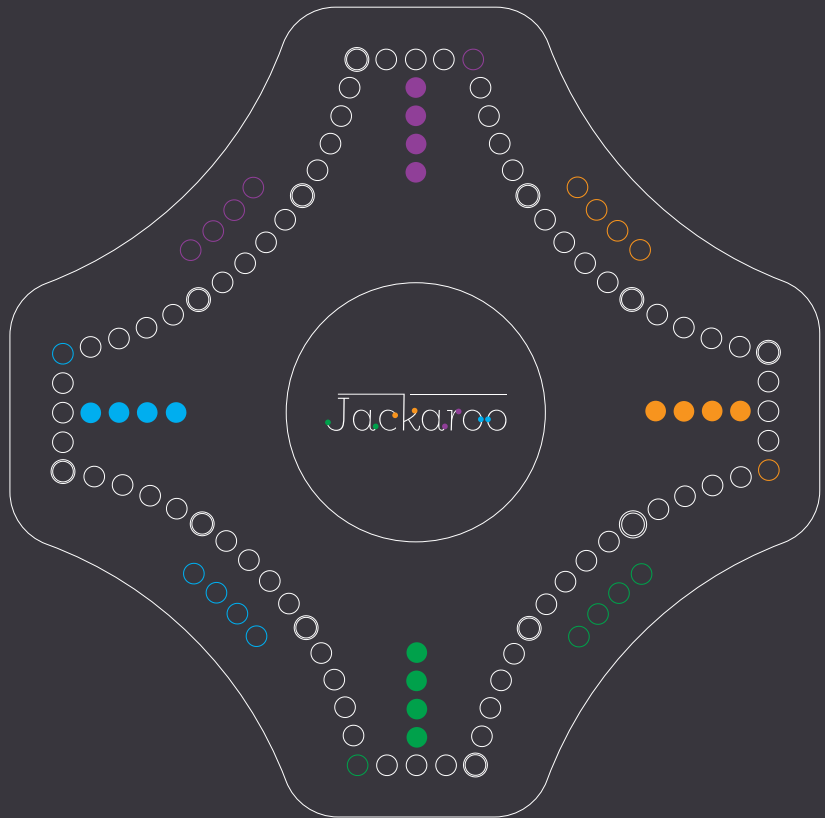


# nova accessories

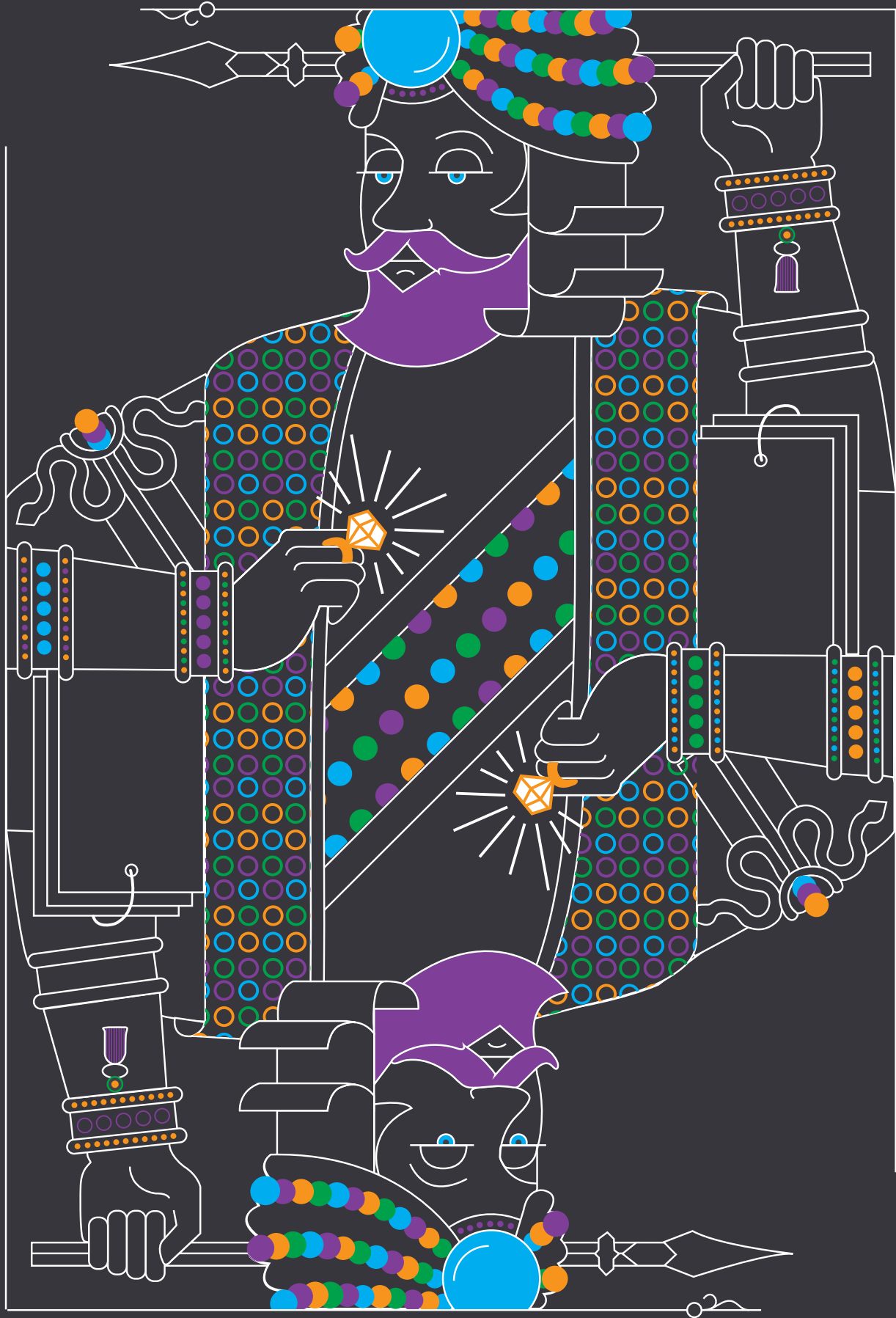


# Jackaroo

Evolving from the new trends in the region came Jackaroo which is a board game for up to four players, that consists of colored glass marbles as playing pieces and a deck of cards. The main goal of the game is getting your 4 marbles to your home base, this game mixes fun with defying your friend's stubbornness and being the ultimate winner.







# ArabHeart

ArabHeart is a Health Magazine that educates people and patients around the world about all diseases, to promote the MENA region as the first destination in Medical tourism in the world, and also to promote the most famous Doctors, and high quality health care providers available in the MENA region.



Arab Heart: Do you consider investment in hospitals worthy? How long does it take to make a profit?

Eng. Sobhi Batterjee: Investing in the medical sector is profitable but in the long run it requires a wise and conscious administration. Investors should not expect profit before seven years, and the period before that requires too much patience and steadfast efforts in acting within international standards of which there is no room for error. Dealing with such pressure is not that easy and requires experience, professionalism and patience.

Arab Heart: Twenty-five years of work in this sector, what makes the Saudi German Hospitals a good option for the Arab patients today? How do you see the future of the group?

Eng. Sobhi Batterjee: When we succeeded in helping a sick person and I see happiness on his face and his parents' feelings seeing him recovered from a disability or a physical illness, to me, this is the greatest reward I can ever get.

We have inspired our approach from the Holy Qur'an, if anyone killed a person not in retaliation of murder, or to spread mischief in the land, it would be as if he killed all mankind, and if anyone saved a life, it would be as if he saved the life of all mankind" (Al-Maida 32). We seek to create a balance between the health of the body through proper care, and the health of the soul through knowledge and faith in Allah, the Almighty. Therefore, we focus on the spiritual awareness among our employees by motivating them to do their jobs as perfect as they can for Allah's

sake. Sky is the limit to my ambition, and serious work is the way to achieve my goals of continuity and expansion.

Arab Heart: Where do SGH stand today in the market of medical tourism regionally and internationally?

Eng. Sobhi Batterjee: The Saudi German Hospital "in Dubai" is the most distinguished in the field of medical tourism, patients come to us from all countries in the Middle East and Africa, from Saudi Arabia patients come during the Hajj season only due to difficulty in obtaining visa to Saudi Arabia. Here, I wish to express my admiration of the wise government of the United Arab Emirates, and its great support for the field of health tourism and their success in making Dubai to occupy such a significant rank in medical tourism in the Middle East and worldwide through serious cooperation between the government of Dubai and the private sector, that succeeded to make it a developed city, not only in the Arab World but in the whole world as well.

**"MY LOVE AND DEDICATION TO MY WORK LED ME TO SUCCESS"**

Arab Heart: What is the message you would like to deliver through "ArabHeart" magazine to those who work in the medical sector?

Eng. Sobhi Batterjee: We, who work in the health sector are really lucky because Allah gave us the blessing to ease the pain of people, therefore, we all have to do our best to help the patients, honestly out of this approach. When we think of Heaven and Hell, the shortest way to heaven's sincerity in the treatment of people, and we in the private sector are keen to ease their pain more than any other hospital outside, as we serve them faithfully and humanely, dealing with the Arab patients as our brothers, fathers, mothers, sons or daughters.

## المحتويات



**لقاء مع طبيب**

8 لقاء الدكتور مصطفى مغيزر

16 المتنوعة عبر كتاب

مستشار أول في أمراض وجراحة المسالك البولية

**صحة عليك**

12 قلبي سليم

لأنها من أراد الأمانة وشؤون الأمانك يداني



You Should Never Go to the

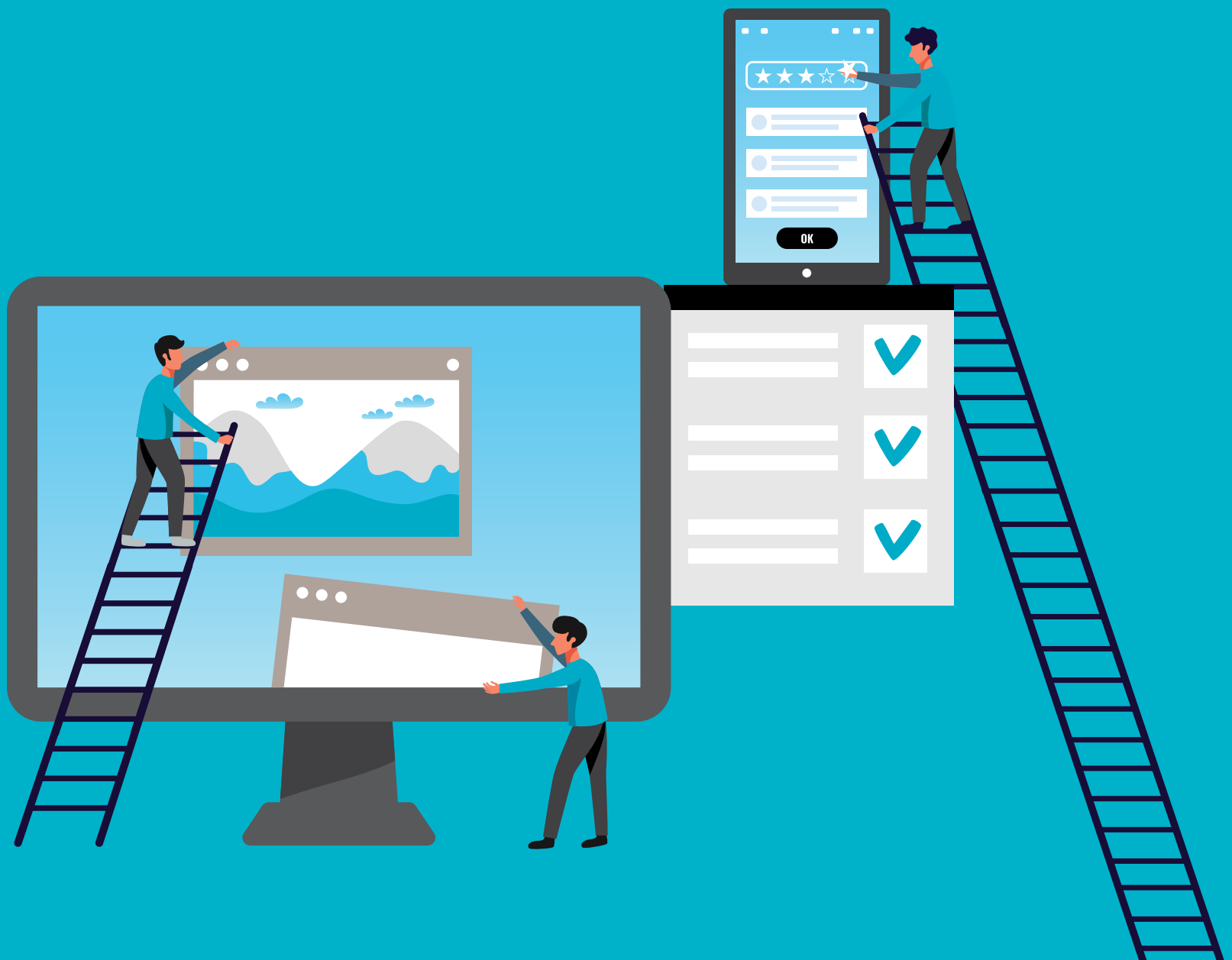
# BATTLE

before you've won the war of Paper

## WORLDWIDE SHIELD



# TECHNICAL PROJECTS



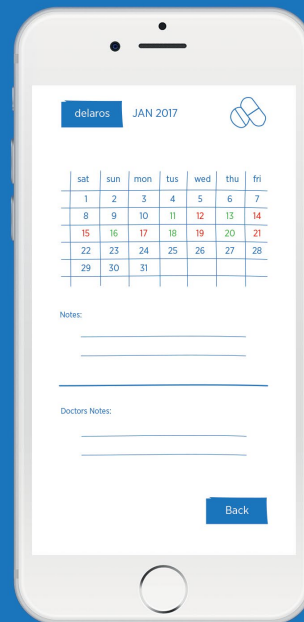
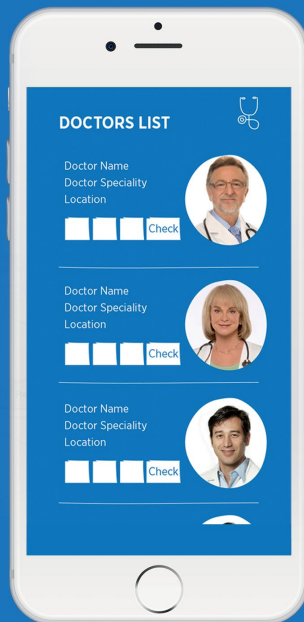






## Health Care Network

36.6® is an entrepreneurial project and software designed to create more active engagement between health service providers and their patients. It will keep “doctors” closer to their patients’ status and allow them to make an accurate real-time decision; that is at the right time and in the right way. And with 36.6 you can also communicate real time; for example, Doctors can send/ receive real-time information to and from the Labs, Radiologists and Pharmacies in a secure, straightforward and documented manner which can aid him in making accurate real-time decisions.





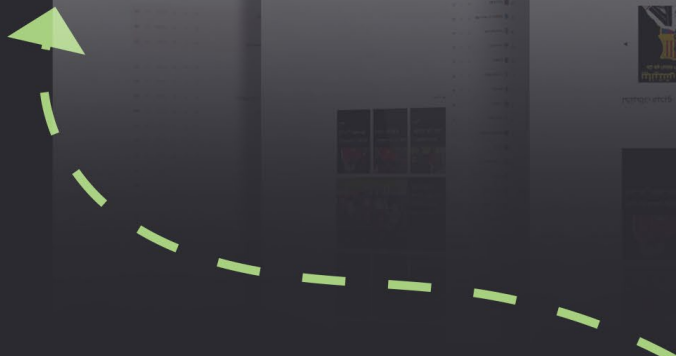
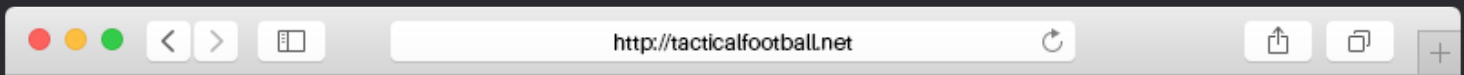
شيفرن

# الشبكة الصحية الذكية

## SMART HEALTH NETWORK



# تكتيكات







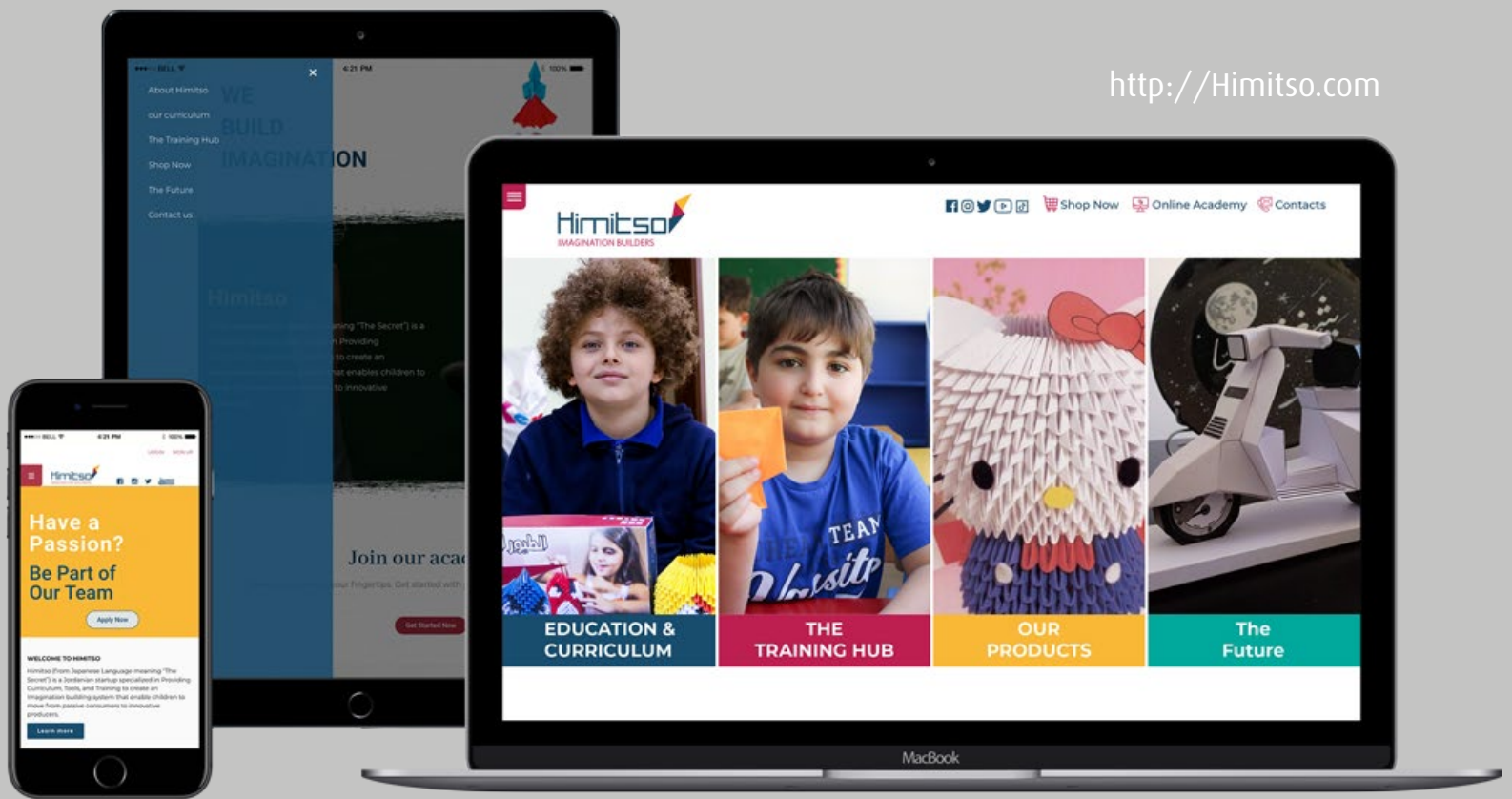


What we do is that we take part of the burden off the companies' shoulders, so that they can focus on achieving their ultimate goals.









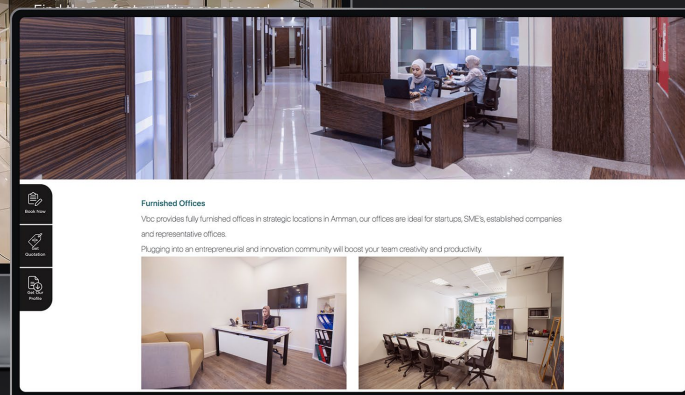
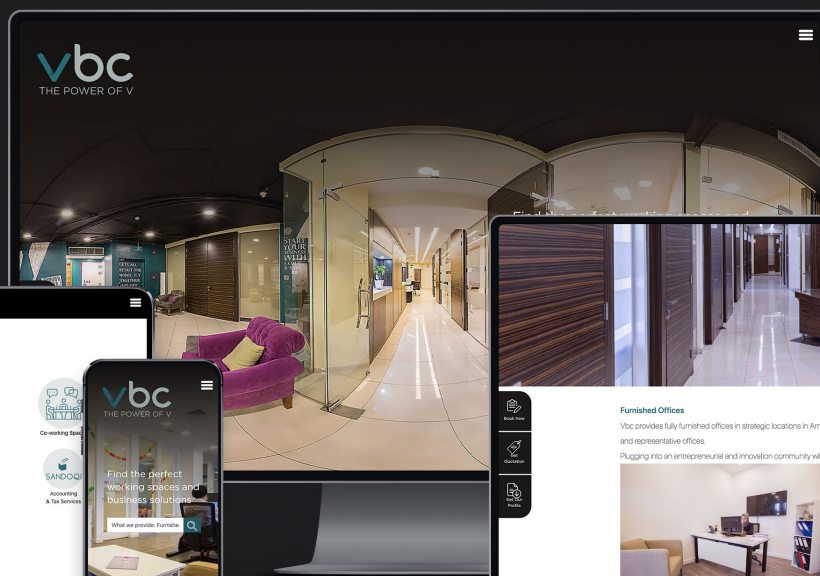
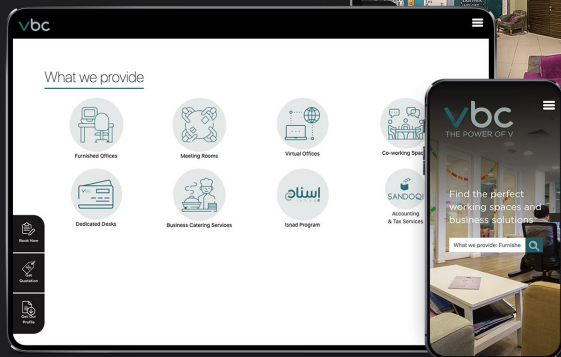
<http://Himitso.com>



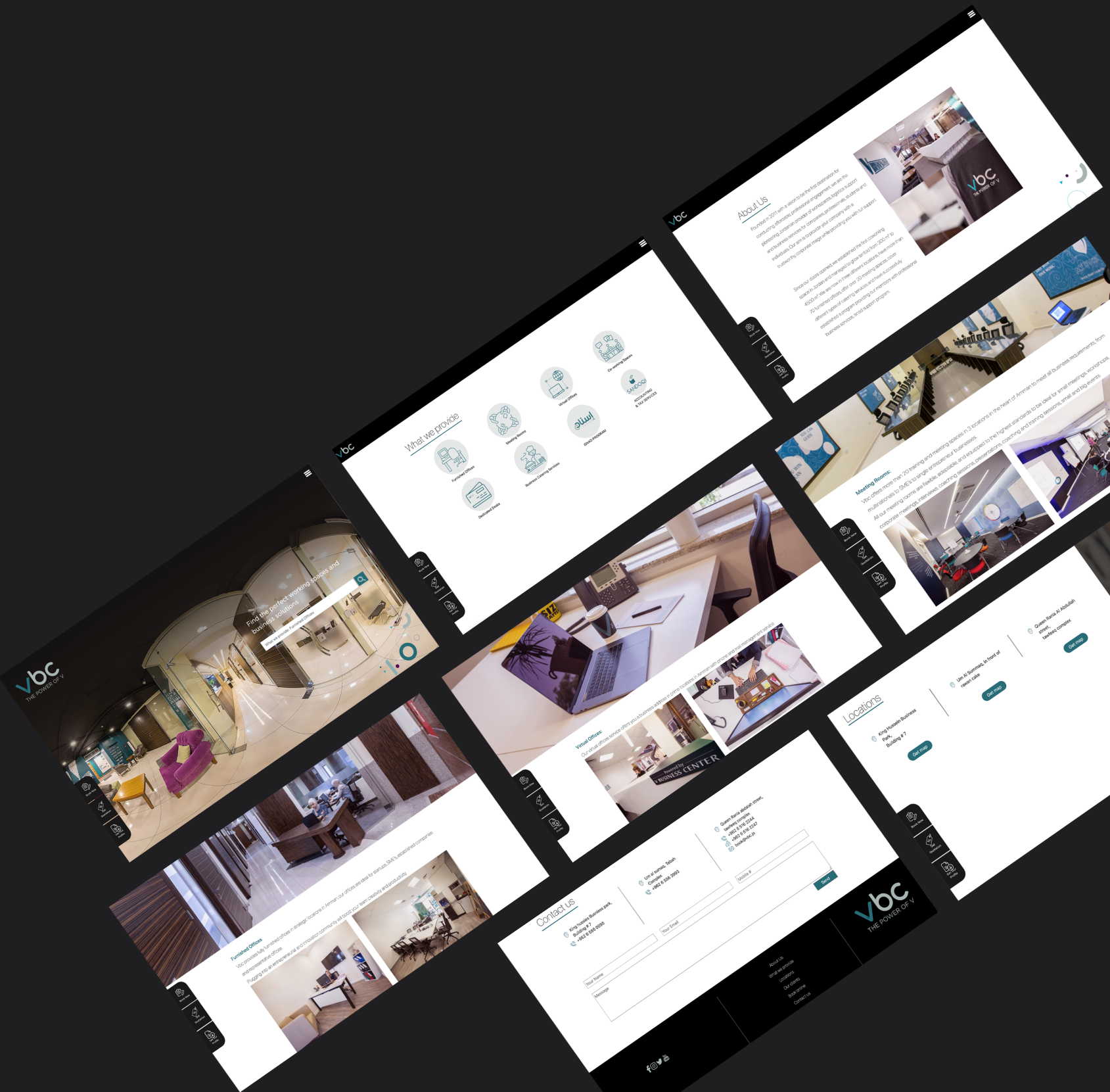




<http://vbc.jo>







**vbc**  
THE POWER OF V

Find the perfect working spaces and business solutions

**What we provide**

- Flexible Offices
- Meeting Rooms
- Shared Offices
- Virtual Offices
- Co-working Spaces
- الصالون
- مركز الأعمال
- التدريب
- التطوير
- التدريب
- التطوير

**About Us**

For more than 20 years, we have been the first choice for providing innovative office environment, with the pioneering business models of services, primarily co-working and flex offices. Our aim is to create your company with the industry's most competitive prices available in the market.

Since our inception, we established the first company in the Kingdom of Saudi Arabia to provide 200,000 sq. ft. of office space in the heart of Riyadh. We have the largest office space in the Kingdom, with the most established program serving our investors with professional business services and support program.

**Meeting Rooms**

Vbc offers more than 70 training and meeting rooms in 13 locations in the heart of Ar-Ramla to meet all business requirements from professionals to SMEs to large enterprises & businesses.

Also, our meeting rooms are well equipped with the latest technology, including and training sessions, small and big events, corporate meetings, site visits, coaching sessions, presentation, and training.

**Locations**

- King Hussein Business Park, Building #7
- Green House Al Aduliah, 1st floor, 1st level of main lobby

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**vbc**  
THE POWER OF V

- About Us
- Office Locations
- Our Clients
- Our Services
- Contact Us





# DOCTOR RESTAURANTS











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