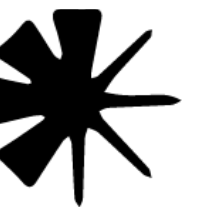


Menes Lab®

Studio Profile

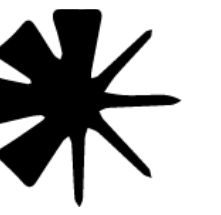


At Menes Lab, We Believe Marketing Is More Than Campaigns. It's A Vision, A Voice, And A Connection That Moves Audiences.

Born Where Strategy Meets Creativity, We Turn Ambitious Ideas Into Campaigns That Don't Just Reach People. They Move Them.

Our Story Began With A Passion: Understanding How Storytelling And Smart Media Can Transform Businesses Into Market Leaders. From Brand Positioning To Content Creation, Performance Marketing, And Beyond, We Build Strategies That Resonate, Engage, And Deliver Real Results.

We're Not Just Running Campaigns. We're Crafting Growth Journeys. One Idea, One Campaign, One Measurable Win At A Time.



Who We Are

Menes Lab is a full-service marketing and creative agency dedicated to turning bold ideas into measurable growth. We combine strategy, Creative, and performance marketing to help brands connect with the right audience and stand out in competitive markets.

Born from a passion for storytelling and data-driven results, we craft campaigns that resonate, inspire action, and build lasting brand value. From brand positioning and content creation to media buying and performance optimization, we deliver end-to-end solutions tailored to each client's unique vision.



belmazad.com

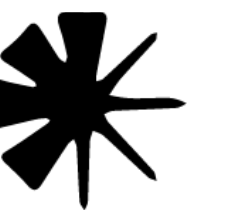


MEN'S CLUB



SALT





The Process



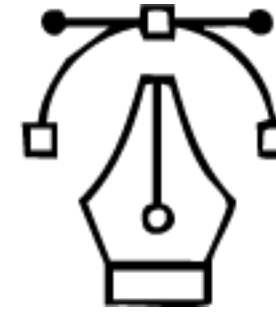
Assess

Asses the brand landscape
& immerse in it



Strategize

Planning - Building
strategy - Identifying
the core value - Proposition
- Prime prospect.



Design

Brand design - Online
presence -
Playbook & content



Execute

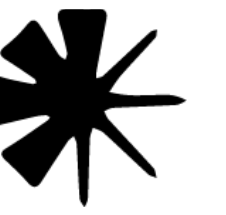
Fledging & executing
communication presence
across core mediums &
platforms.



Optimize

Track - Analyze - Optimize
Preformance.

What We Offer



01

Strategy & Consulting

Brand strategy & positioning
Market research & audience insights
Competitive analysis
Go-to-market strategy

02

Creative & Content

Visual identity & branding
Graphic design & motion graphics
Photography & video production
Creative Copy & Brand Storytelling
Integrated Campaign Development

03

Digital Marketing

Social Media Marketing
Media Buying & Campaign optimization
Influencer Marketing
Funnel Design (TOF–MOF–BOF)
Automated CRM & Email Journeys

04

BTL & Activations

Giveaways
On-ground activations
Booth production
Event production
PR event coverage

05

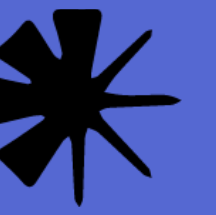
Web & Digital Experiences

Website design & development
Landing page optimization
UI/UX design
E-commerce integrations

06

Analytics & Growth

Campaign performance analysis
Conversion rate optimization (CRO)
Reporting & insights dashboards

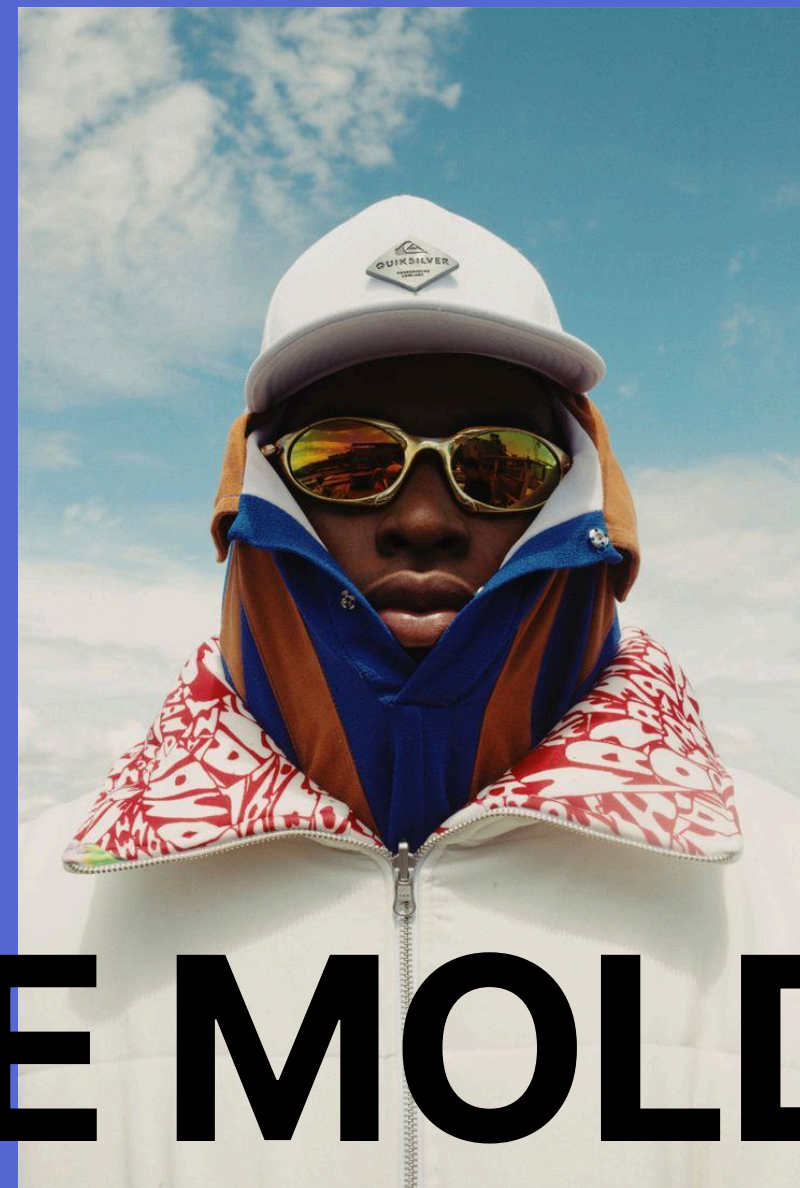


MENES LAB BELIEVES GREAT BRANDS ARE BUILT AT THE INTERSECTION OF STRATEGY, CREATIVITY, AND GROWTH. OUR FOUNDATION IS SOLID: VISIONARY, FEARLESS, AND UNAPOLOGETICALLY ORIGINAL. BUT OUR EXPRESSION? AS VARIED AS THE MARKETS AND CATEGORIES WE HELP DISRUPT.

EVERY BRAND WE SHAPE CARRIES ITS OWN SIGNATURE: SMART, PURPOSEFUL, AND IMPOSSIBLE TO IGNORE, WHILE CLAIMING ITS RIGHTFUL PLACE IN THE WORLD. IT'S NEVER JUST A CAMPAIGN; IT'S A CONVERSATION STARTER. NEVER JUST AN IDENTITY; IT'S THE BEGINNING OF A MOVEMENT.

WE DON'T CHASE TRENDS. WE BUILD THE FUTURE OTHERS TRY TO CATCH. FROM A SINGLE LAUNCH TO A COMPLETE BRAND ECOSYSTEM, WE ENSURE EVERY IDEA SPEAKS LOUD, STAYS TRUE, AND IS UNMISTAKABLY ALIGNED WITH THE BRAND'S VISION AND GROWTH AMBITIONS.

**MENES LAB
BREAKS THE MOLD.**



PROJECTS WE WORKED ON



MOUAWAD

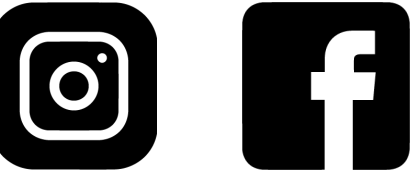
Menes Lab partnered with **Mouawad**, a global luxury jewelry house, to craft high-impact visual campaigns, produce premium photography and videography, and drive performance-focused marketing and social media initiatives that elevated the brand's digital presence and engagement.

Services

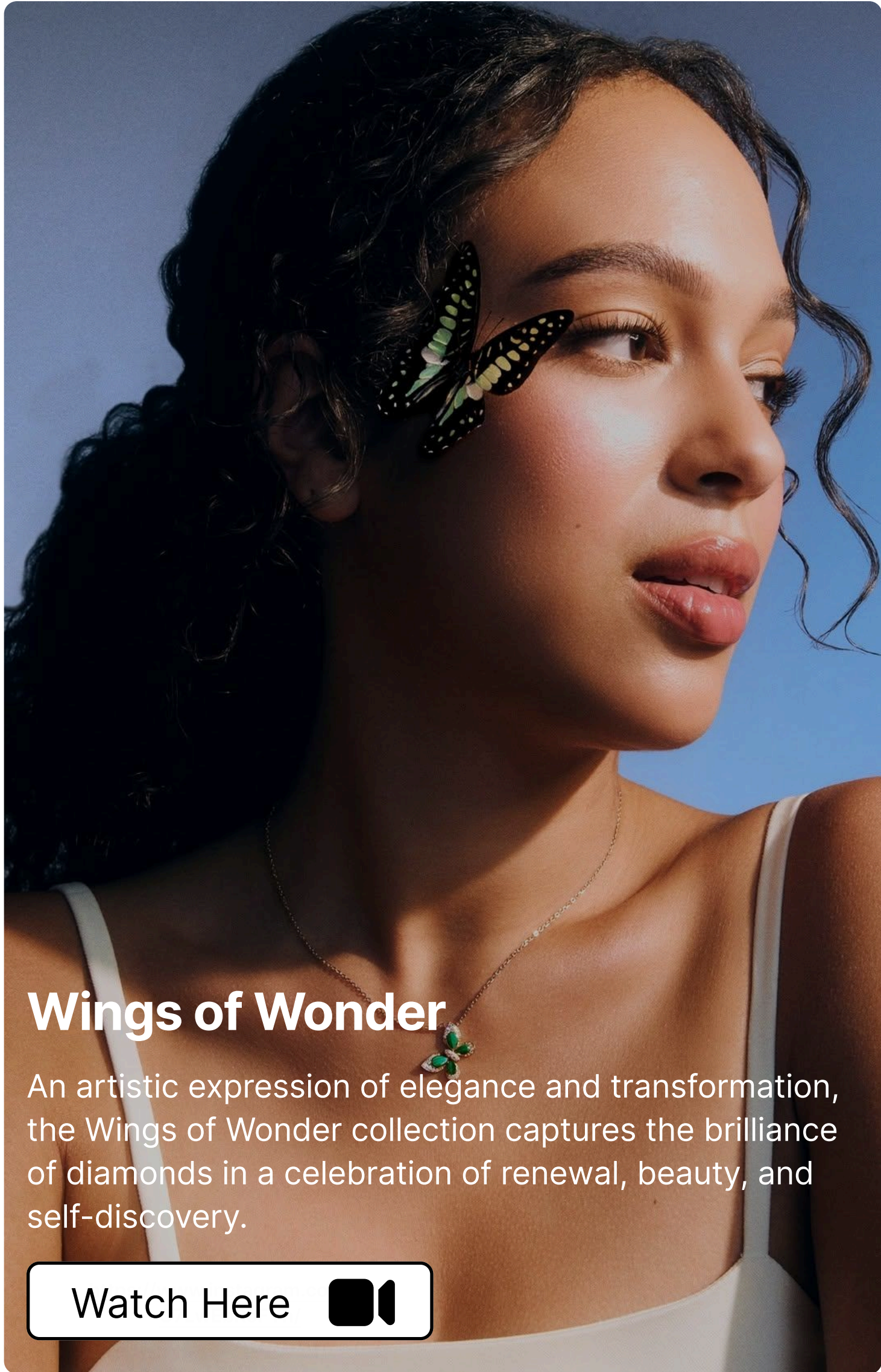
- Creative Campaign Development
- Photography
- Videography
- Social Media Management
- Performance Marketing

Industry

Luxury Jewelry



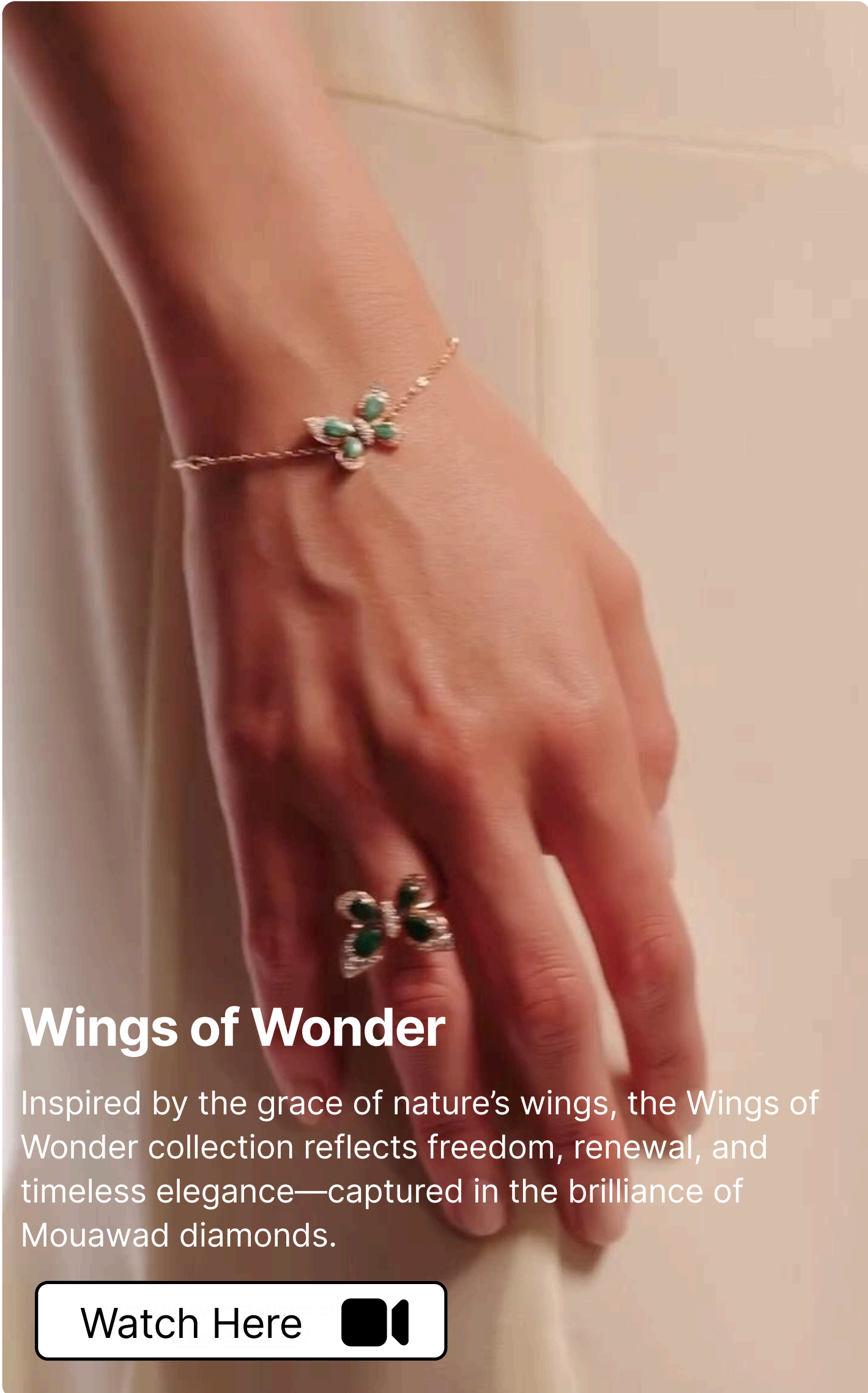
Key Campaigns & Brand Moments



Wings of Wonder

An artistic expression of elegance and transformation, the Wings of Wonder collection captures the brilliance of diamonds in a celebration of renewal, beauty, and self-discovery.

Watch Here 



Wings of Wonder

Inspired by the grace of nature's wings, the Wings of Wonder collection reflects freedom, renewal, and timeless elegance—captured in the brilliance of Mouawad diamonds.

Watch Here 

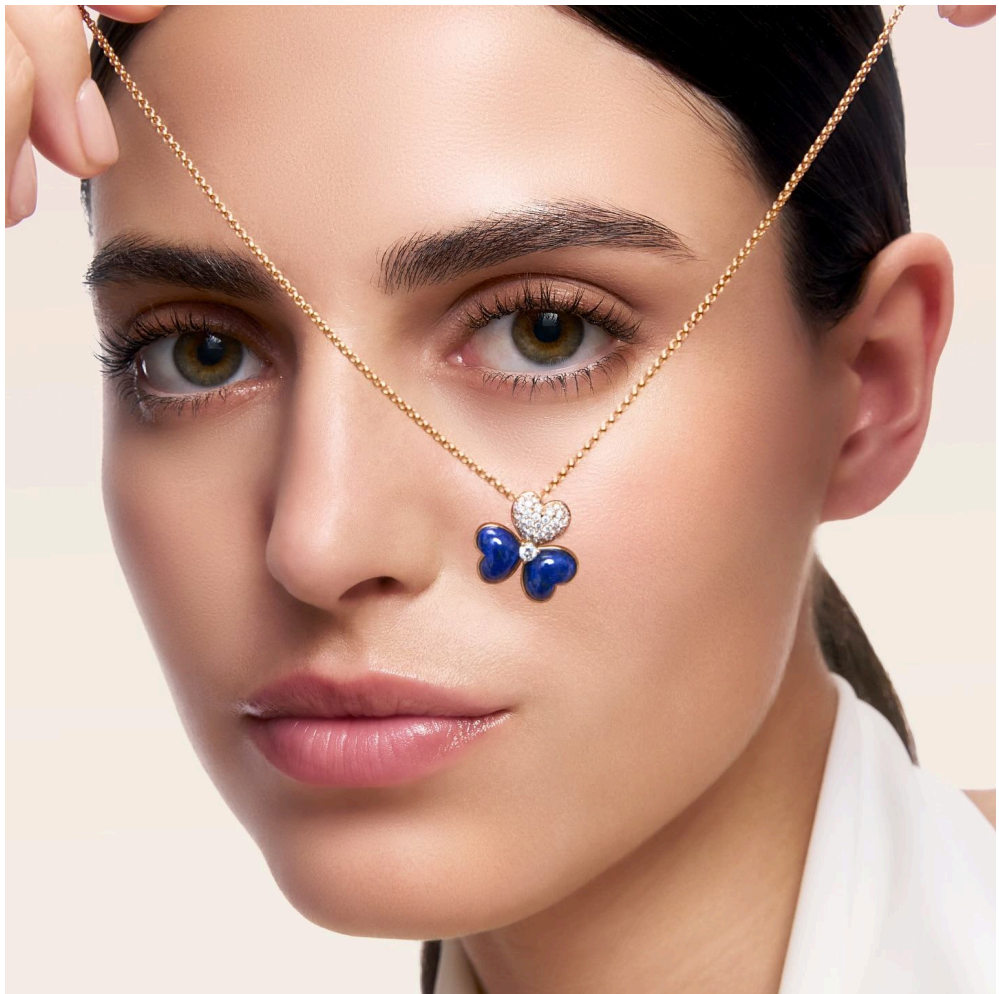


HIDDEN SPLENDOR

Hidden Splendor channels the mystery of Petra, where yellow diamonds reflect the sun's golden light in timeless brilliance

Watch Here 

Social Media Content

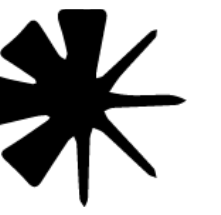


Structure.

Creativity.

Resonance.

Meneslab.studio



Performance Marketing Growth

Reach & Visibility

620K

Website traffic

12K

Search Traffic Growth

360K

Social Media Followers

96K

Posts Engagements

32M

Ads Reach

51M

Ads Impressions

193K

Link Clicks

4m 20s

Time on Site (Avg)

Conversion & Acquisition

14.8K

Appointment Bookings

12.1K

Appointment Attendance

4.2K

In-Store Purchases

\$7,200

Average Order Value

\$0.54

Cost Per Click (CPC)

14%

Click Through Rate (CTR)

Polar Sunglasses

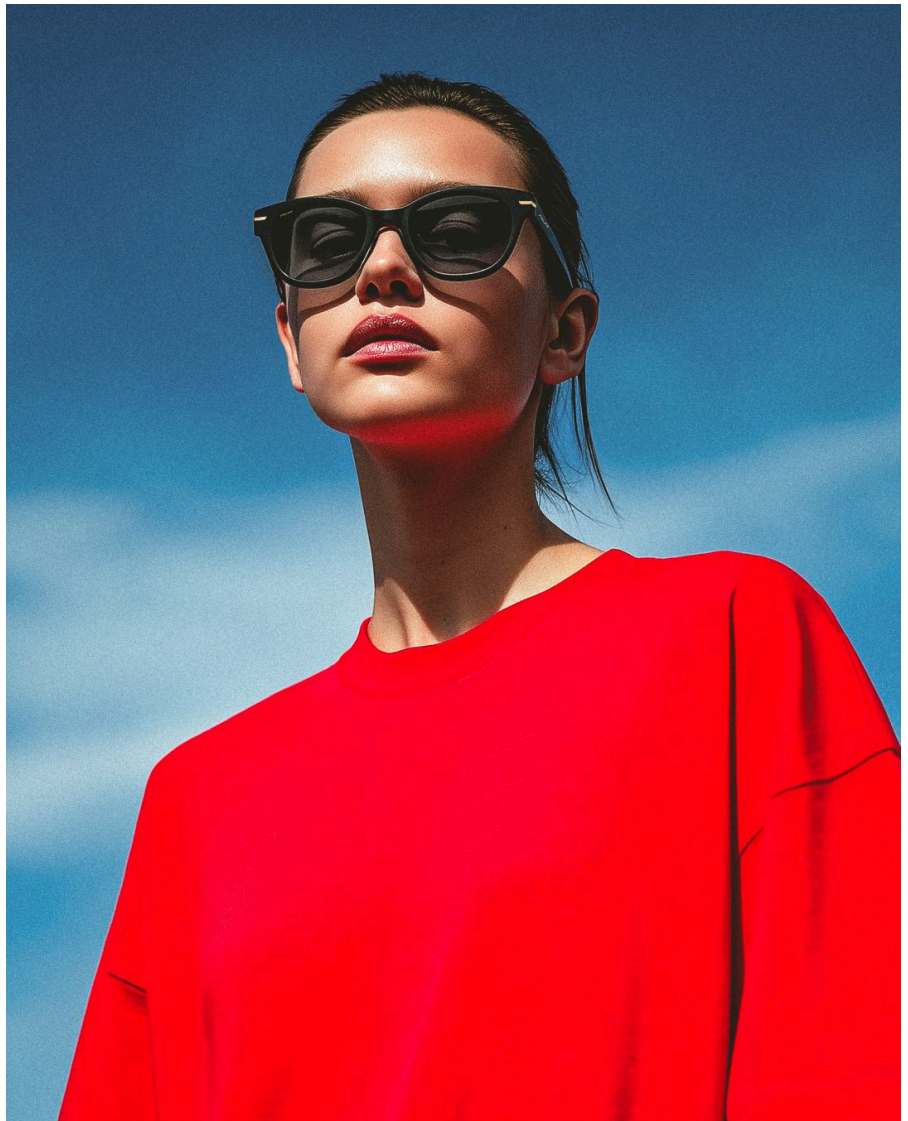
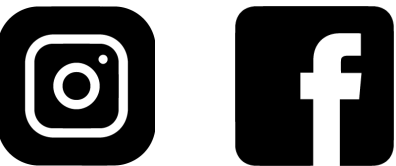
Menes Lab partnered with **Polar Sunglasses**, an Italian eyewear brand from Belluno known for its SuperPolarized® technology, to strengthen its global digital presence and brand appeal. The collaboration focused on elevating the brand’s Italian design heritage while showcasing its modern, lifestyle-oriented identity. Through strategic creative direction and performance-driven campaigns, the goal was to connect Polar’s craftsmanship and innovation with audiences worldwide.

Services

- AI-Generated Visual & Video Content
- Creative & Content Strategy
- Social Media Management
- Performance Marketing

Industry

Eyewear & Fashion Accessories



Social Media Content



MEN’S CLUB

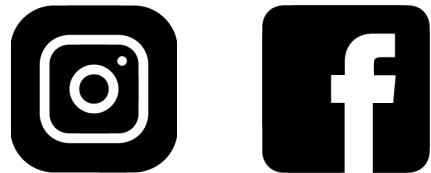
Menes Lab partnered with **Men’s Club** to create a summer image campaign built around a fresh, confident, and lifestyle-led visual direction. Through campaign photography and short-form video, we developed a cohesive set of digital assets that presented the brand in a more expressive and contemporary way.

Services

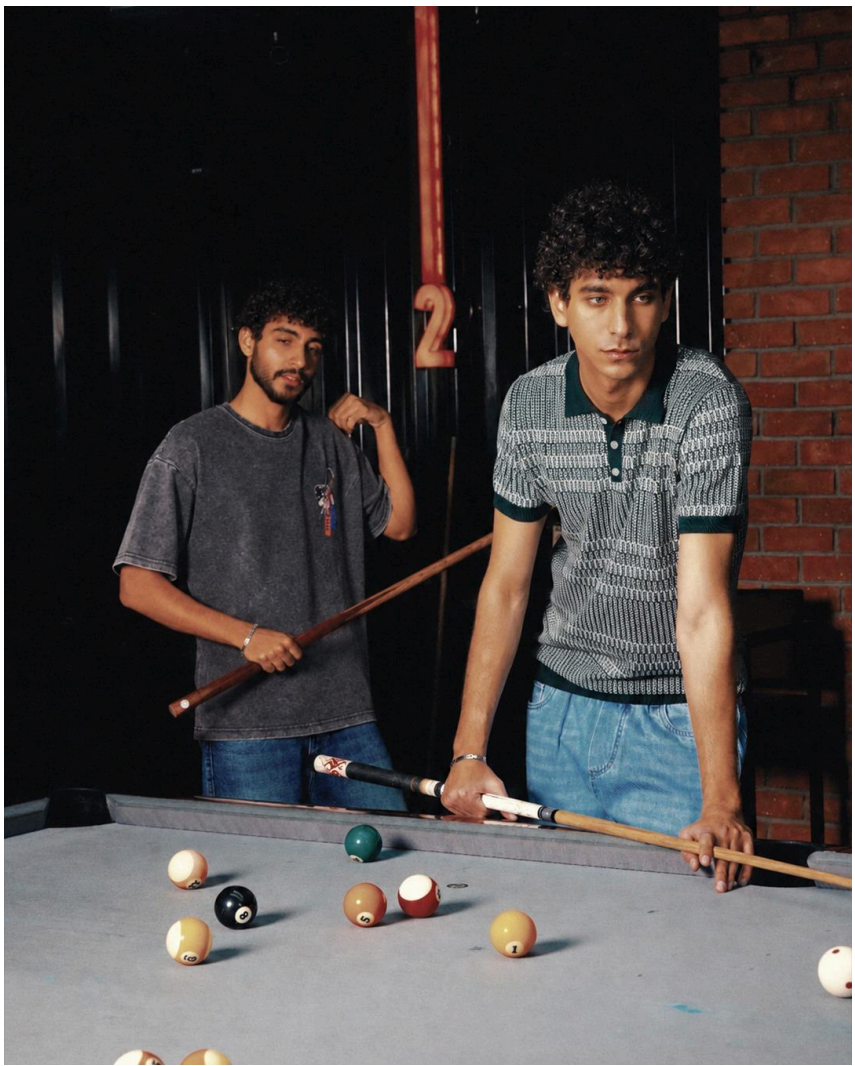
- Creative Campaign Development
- Art Direction
- Photography
- Videography

Industry

Men’s Fashion



Social Media Content



Belmazed

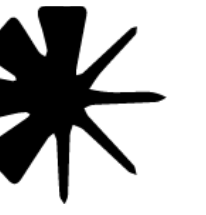
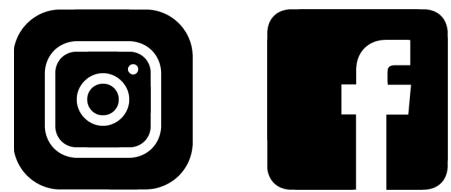
Menes Lab partnered with **Belmazed**, Egypt's first digital real estate auction platform, to build its brand, digital presence, and performance-driven growth

Services

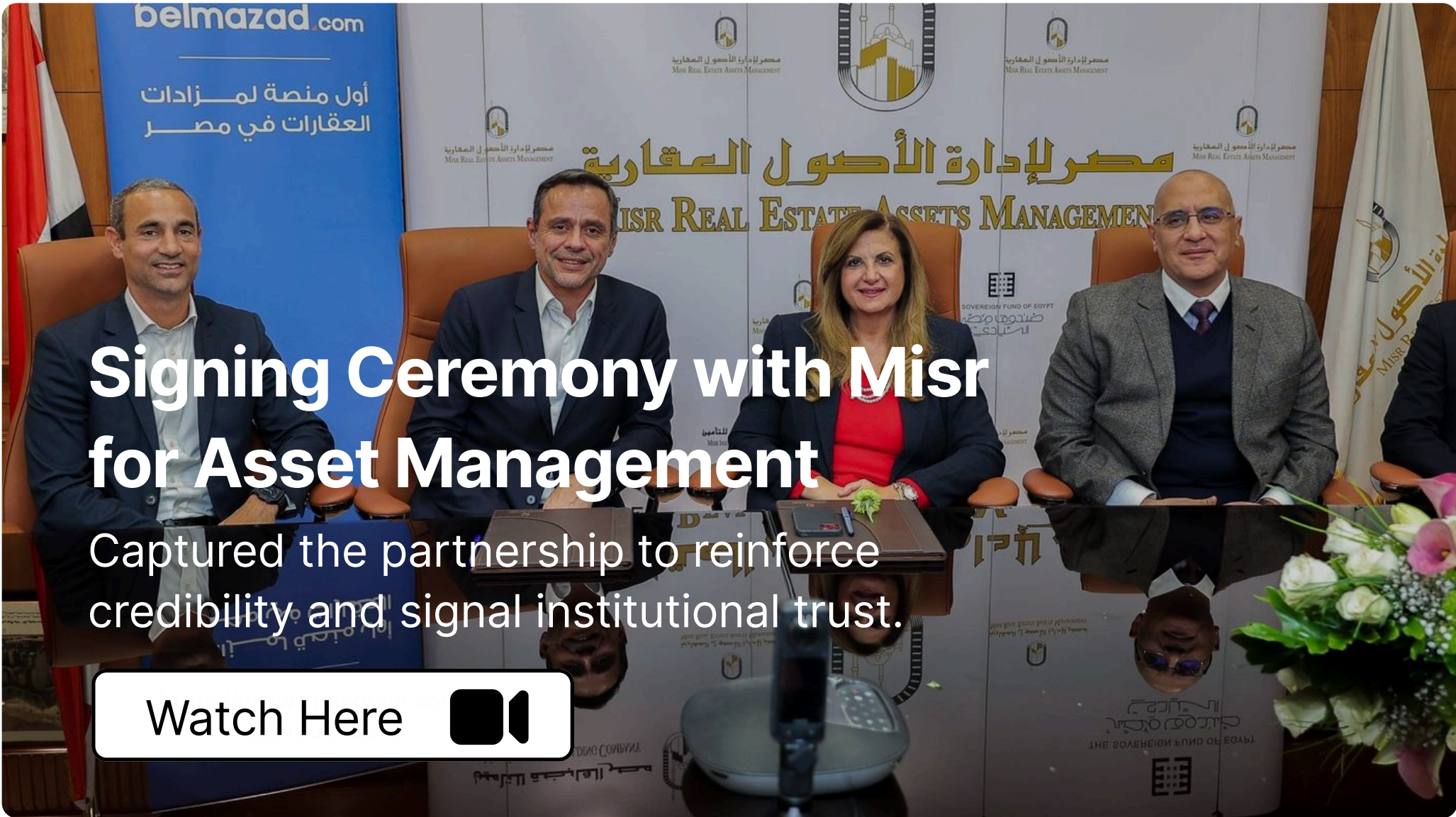
Brand & Creative Strategy
Content & Social Media
Performance Marketing
Web & SEO Optimization

Industry

Real Estate



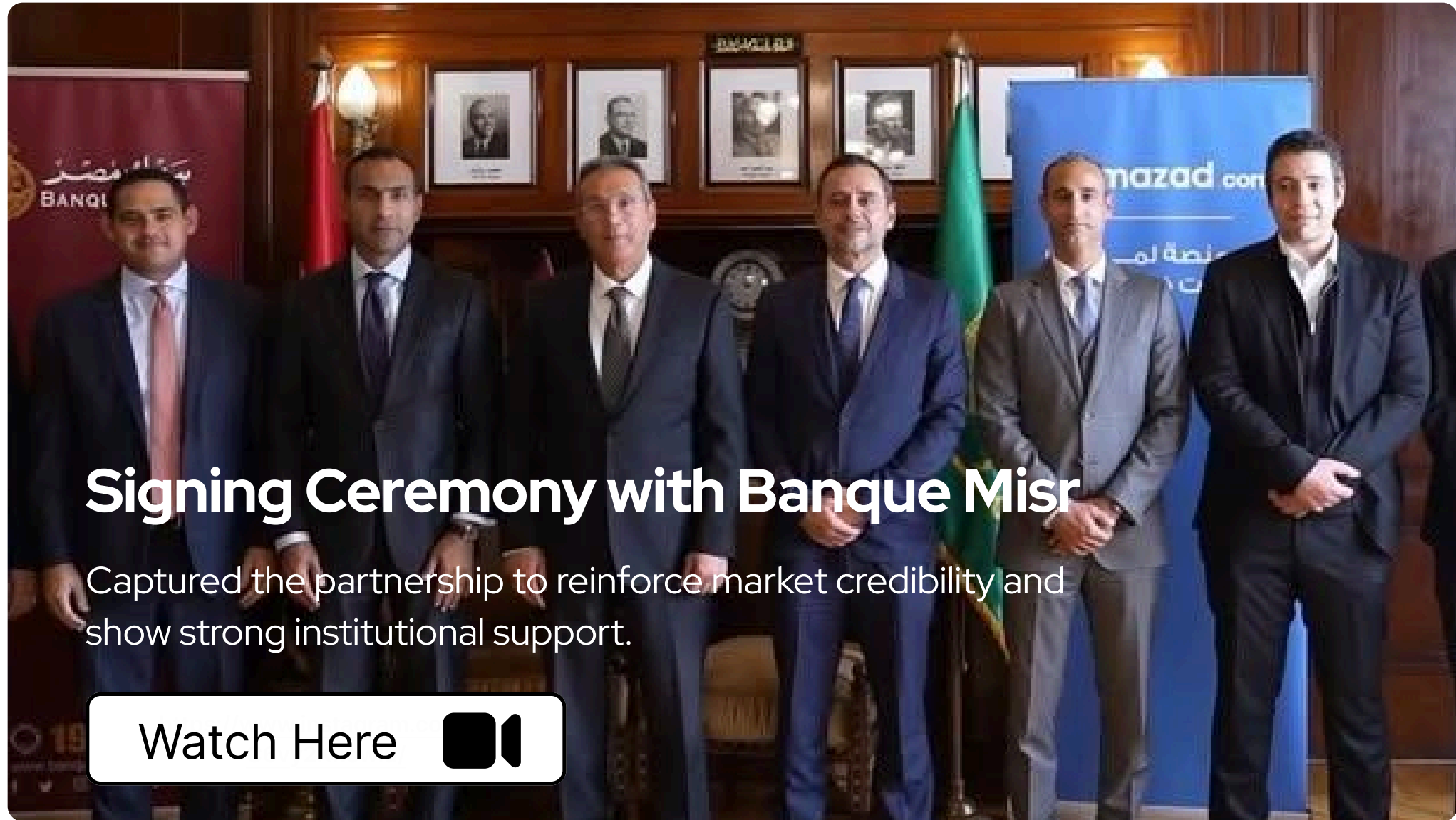
Key Campaigns & Brand Moments



Signing Ceremony with Misr for Asset Management

Captured the partnership to reinforce credibility and signal institutional trust.

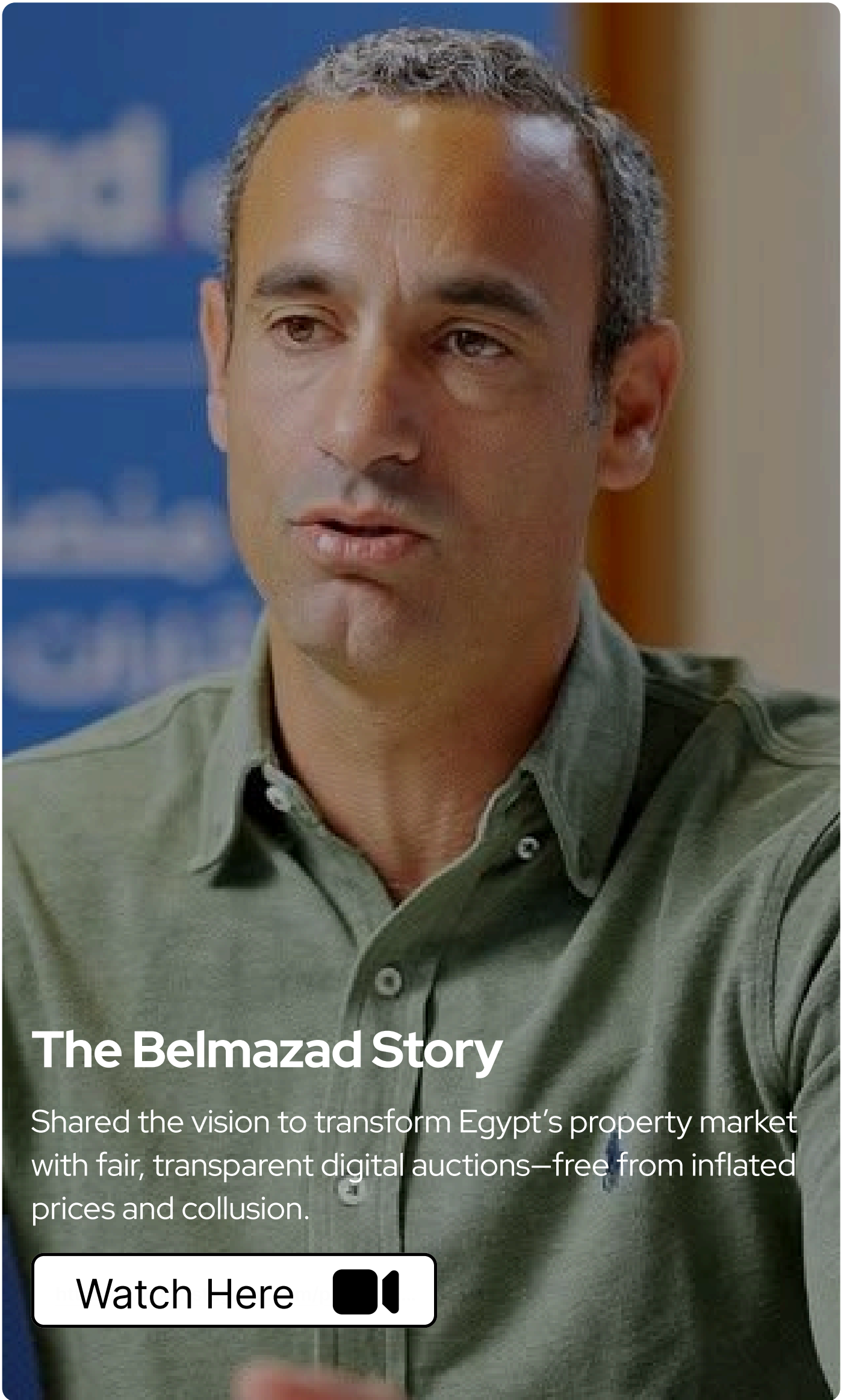
Watch Here 



Signing Ceremony with Banque Misr

Captured the partnership to reinforce market credibility and show strong institutional support.

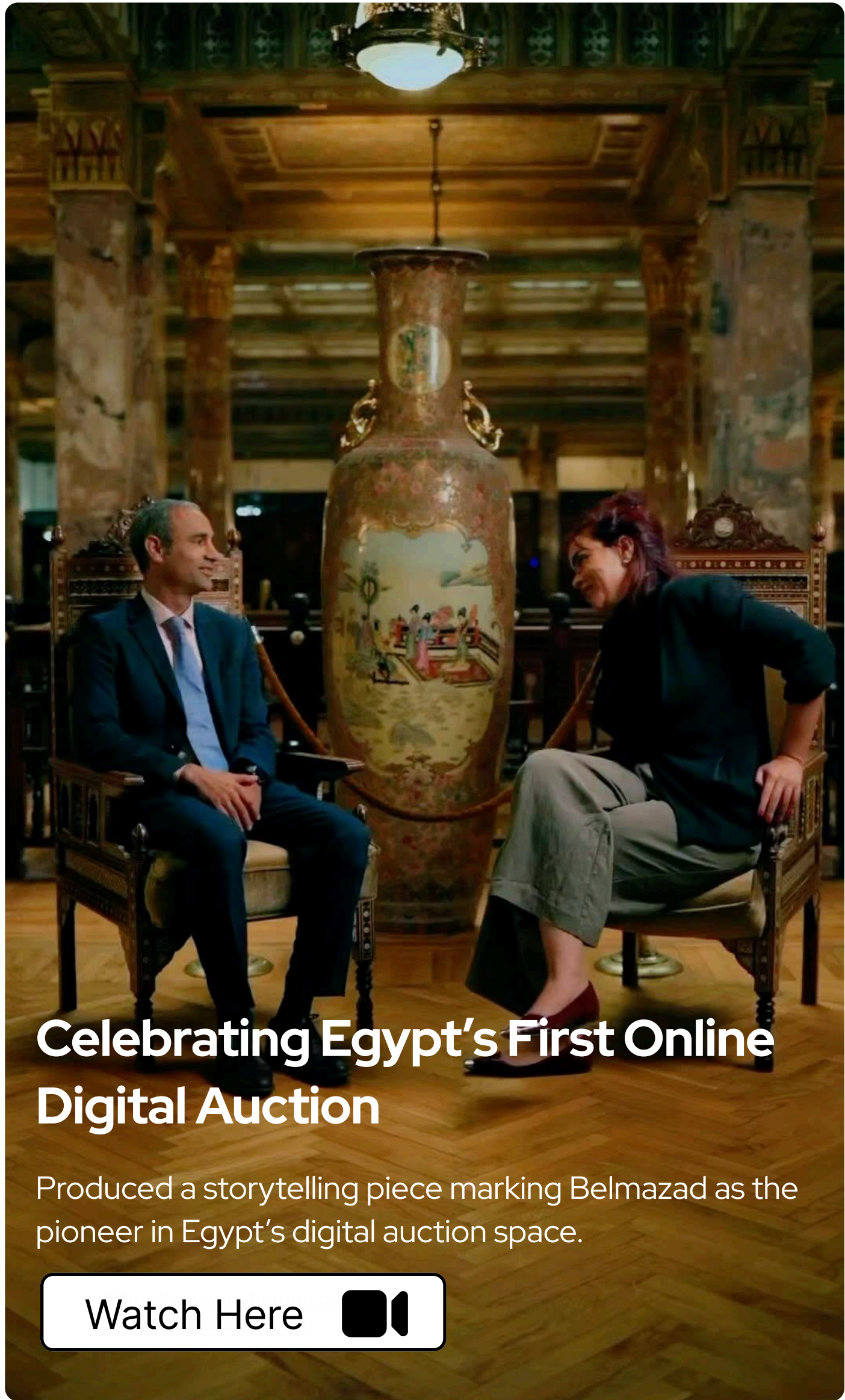
Watch Here 



The Belmazad Story

Shared the vision to transform Egypt’s property market with fair, transparent digital auctions—free from inflated prices and collusion.

Watch Here 



Celebrating Egypt’s First Online Digital Auction

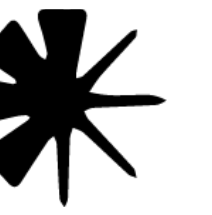
Produced a storytelling piece marking Belmazad as the pioneer in Egypt’s digital auction space.

Watch Here 

Social Media Content



Lead Generation Posts



Red Sea Luxury Villa
Below Market Price

Coral Bay - Sharm El Sheikh

Villa Sheherazade
3 Rooms x 4 Bathrooms
Single-story Villa
252 sqm

belmazad.com
Register, Bid & Win!

belmazad.com

Luxury Redefined In Villette
3-Bedroom Apartment with High-End Finishes

SODIC
Villette
New Cairo

بالشراكة مع
بنك مصر
BANQUE MISR

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belmazad.com

بالمزاد يعلن عن بيع

قصر في الإسكندرية أمام المتحف اليوناني بمساحة ١,١٧٣ م²
بُني في أوائل القرن العشرين

اضغط هنا لتجربة الجولة الافتراضية للعقار!

دولة الإمارات
٣٦
درجة

ادفع ١٠٪ مقدم والباقي على ١٠ سنين
تطبق الشروط والأحكام

تسهيلات في السداد | كراسه الشروط مجاناً و أونلاين | زايد من أي مكان علي مدار 3 أيام

بالشراكة مع
مصر لإدارة الأصول العقارية
MISR REAL ESTATE ASSETS MANAGEMENT

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الرقم الضريبي: 754-450-929

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BANQUE MISR

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Buy Smart
Live Better

Standalone villa
June - North Coast

Type V-03
Ground + First + Roof
221 sqm

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Register, Bid & Win!

بنك مصر
BANQUE MISR

متبقي ٢ يوم على بدء أول مزاد إلكتروني

سارع في التسجيل لفرصة استثمارية كبرى

فيلا استثنائية في مصر الجديدة شارع بيروت
موقع راقي فيلا 6 غرف، طابقين وسطح
لديها مدخلان و جراج مساحه 738.25 م² و الارض تقريبا 720 م²

تسهيلات في السداد | كراسه الشروط مجاناً و أونلاين | زايد من أي مكان علي مدار 3 أيام

من خلال منصه
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مقر إداري فاخر
2704 م² جاهز بالكامل مع التكاليف
يطل على كورنيش النيل في المعادي

فرصة استثنائية بعائد مضمون

الدور الأرضي مؤجر بالكامل للبنك الأهلي المصري حتى عام 2030

دفع التأمين أونلاين | كراسه الشروط مجاناً و أونلاين | زايد من أي مكان علي مدار 3 أيام

010 1111 7376



Performance Marketing Growth

(May 2024 – Jul 2025)

Reach & Visibility

1.1M	16K	16K	72K
Website traffic	Search Traffic Growth	Social Media Followers	Posts Engagements
325M	450M	630K	
Ads Reach	Ads Impressions	Link Clicks	

Conversion & Acquisition

9.2K	23K	5K	23K	12K
Website Registered Users	CRM Contacts	Newsletter Sub.	Leads Generated	Qualified Leads (MQL)
7K	\$3.50	38%		
Sales-Qualified Leads (SQL)	Cost Per Lead (CPL)	Click Through Rate (CTR)		

Al Falak HR

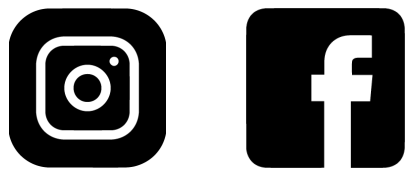
Menes Lab partnered with **El Falak HR** to refine the brand presence of a leading human resources solutions provider known for connecting businesses with top talent across the region. The goal was to craft a marketing approach that feels professional yet approachable, highlighting their expertise in workforce solutions while building trust, credibility, and engagement with both clients and candidates.

Services

- AI-Generated Visual & Video Content
- Creative & Content Strategy
- Social Media Management
- Community Moderation
- Performance Marketing

Industry

Human Resources & Workforce Solutions



Social Media Content



Structure.

Creativity.

Resonance.

Meneslab.studio

Social Media Content



BRANDING PROJECTS



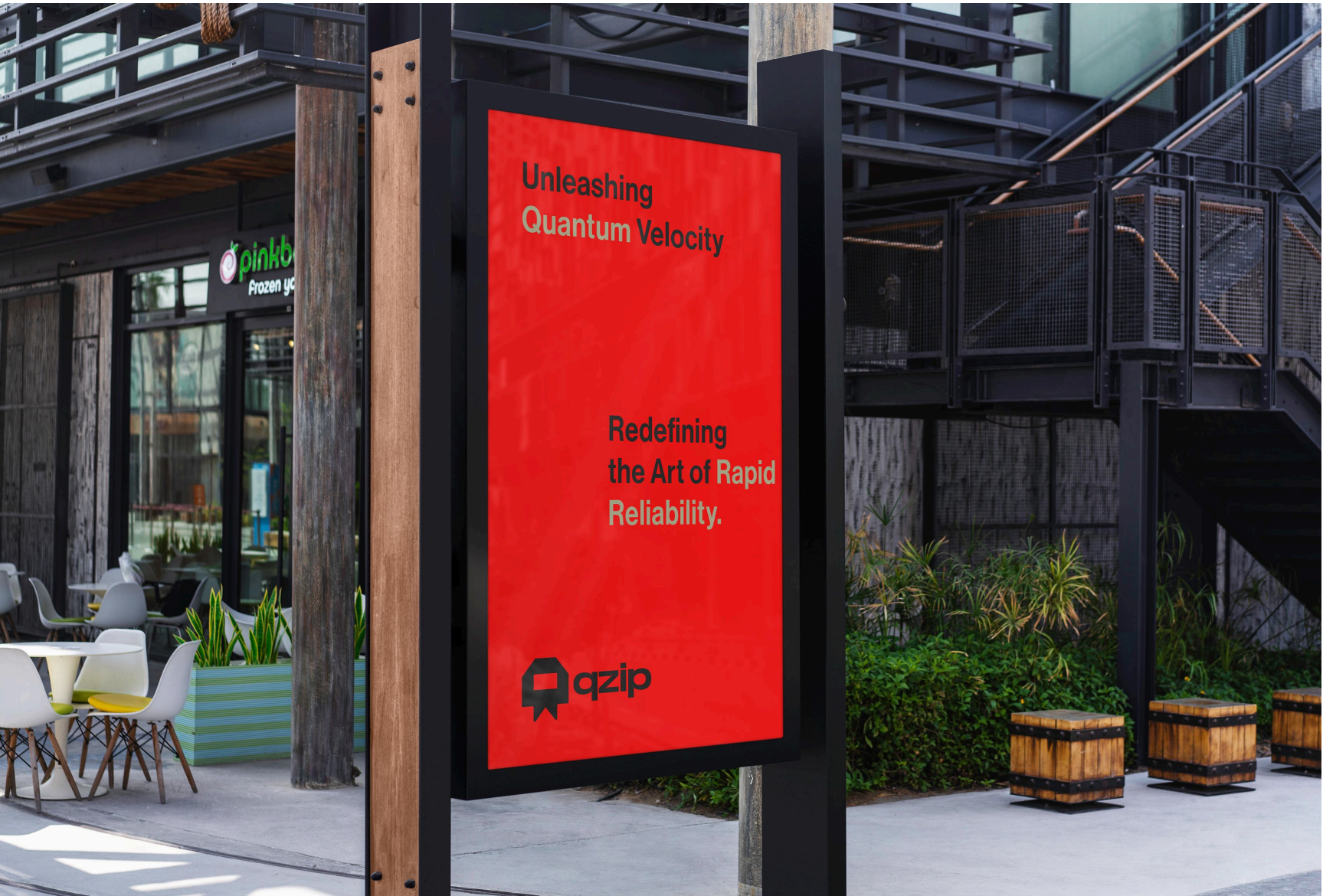
Qzip



Menes Lab partnered with **Qzip** to create a bold, future-ready brand identity for a next-generation logistics company. We developed a visual language and messaging framework that captured Qzip's promise of speed, reliability, and innovation, positioning it as a standout player redefining the logistics experience in today's fast-paced world.

Services
Branding

Industry
Logistic Carrier



Solaris



Menes Lab partnered with **Solaris™** to craft a forward-thinking brand identity for a leader in sustainable energy solutions. Our work captured Solaris’s mission to harness renewable resources and drive innovation in clean energy production, positioning the company as a key contributor to a greener, more resilient future.

Services
Branding

Industry
Renewable Energy Solutions



The Roasted House

Menes Lab partnered with **The Roasted House** Coffee Shop to craft a warm, distinctive brand identity for a specialty coffee destination. Our work captured the shop's passion for artisanal roasting and community connection, positioning it as a welcoming space where quality, craft, and culture blend seamlessly.

Services
Branding

Industry
Coffee Shop House



