





About Us

Founded in 2018 in the Kingdom of Saudi Arabia, Hawia offers its innovative services in digital marketing, web design, and public relations in line with the identity and essence of the client, and the structure of the target audience.

Hawia relies on the talented creative team of designers and programmers, writing experts, social media and copywriters, marketing specialists, and their relentless passion for providing ground-breaking, distinctive and profitable experience to the client at the same time.

In Hawia, we help the clients rediscover their identities and develop the services and products that realise their vision and objectives and communicate them better to the most significant number of recipients in a tone that reflects the true identity of the client.

Vision

Enhance the visual and written identity concept of the products and services of our clients in a way that reflects their character and enables attaining their vision and objectives.

Mission

To bring together the bright talents in smart technology solutions and the best innovators in visual design, communication, and media, to form the basis of a massive advertising and marketing platform that invents and makes the difference in the Saudi and Gulf markets.

Hawia Services

Visual Identity

Corporate visual identity plays a vital role in the way the organisation presents itself to the public and expresses the values and aspirations of the organisation, its business and its characteristics. Accordingly, Hawia provides the following services:

- Designing and developing companies, enterprises, and projects brands.
- Designing and developing websites and mobile applications.
- Developing comprehensive marketing plans.
- Designing exhibitions booths and kiosks.

Written Identity

Written identity paves the way for qualified companies to understand their role in engaging with society. It includes the familiar concepts of reality, methods of delivering messages, and the adoption of different identities in various contexts. Among the several services Hawia provides in this regard are:

- Launching campaigns and managing social media accounts
- E-message and e-mail campaigns
- Google and search engines campaigns.

Media Identity

- Coverage in local and regional media
- Interviews coordination
- Press conferences and roadmap.



Designing and Developing Business Identity

The first thing that comes to mind when initiating a new activity or establishing a business entity is assigning a distinctive feature to it, or what we call "Business Identity". In the early stages, each business is trying to keep ahead of competitors. Yet, the unique brand and the unity of a distinctive logo stick to the consumer's minds, making it easy to be recalled, and create what we call the "mental footprint". By following a set of necessary steps, Hawia ensures that the customer has a brand that complies with the business character, distinguishes the entity from other players, and expresses the messages they want to deliver:

First: Design Strategy

Design strategy means understanding the core of the business (company, establishment, sector, etc.). It requires gathering as much information about the activity, products and services; whether the company owner has a specific concept in designing the logo, or the colours they want to combine, and the expected uses of the logo (website, publications, or products).

Second: Initial Study

Here we unleash our creatives' imagination to prepare an initial study of designing four to nine ideas for different logos. The best five designs will be selected to be submitted to the client.

Third: Revision

When the client chooses one of the initial designs, we incorporate the required amendment, carry out a comprehensive assessment of the idea, develop it, review the colours, and the preparations needed for the logo.

Four: Configuration and Delivery

In this stage, the required logo is prepared in the format required by the client, in addition to extracting several files of the logo, which business usually need to work effectively whether in publications, or on the internet, or mobile applications.

Five: Slogan Design

A catchy and straightforward phrase accompanying a logo or brand that encapsulates a product's appeal or the mission of a firm and makes it more memorable. When used consistently over a long period, slogan becomes an essential component of its identification or image and communicates messages the company wants to deliver to the Customer. In Hawia we also call it catchline, strapline, or tagline.

Designing and Developing Websites

Why Hawia

Whether you look for developing a personal website or a gate for your establishment, Hawia puts all innovative web design options in your hands, along with the support of a renewable vision that keeps abreast of the latest trends in web designing. We have elite web designers whose sole task is to transform your ideas and business activity into attractive and exciting designs.

Smartphone Era

With more than 2.5 billion users and more than 1.5 billion devices sold in 2017, the smartphone sector continues to grow. In Hawia, we realise the importance of smartphones, so we have designed websites that are compatible with all smartphones, to appeal for the size of the small mobile screen.

Magic Formula

We know how to offer you the best solutions at the lowest cost. In Hawia, we study everything about your business and the objectives you aspire for. We listen to you very carefully and employ our talents and potential to provide all solutions that fit the purposes of your website and budget.





Mobile Application Development

Why You Need Mobile Application

Mobile apps create a direct marketing channel and immediate connection with the clients anytime and anywhere. They improve customer engagement and help building brand and recognition. Last, but not least, the most important reason why you should consider having your own mobile app is that it cultivates customer loyalty.

Multiple Advantages

We utilise the latest design technology to provide you with an easy-to-use, lightweight and fast-loading application that attracts many users. We allow the features of ads inclusion, smart search, store upload, and deliver a special control panel for the business owner. All this, and much more advantages that we offer as per client's request.

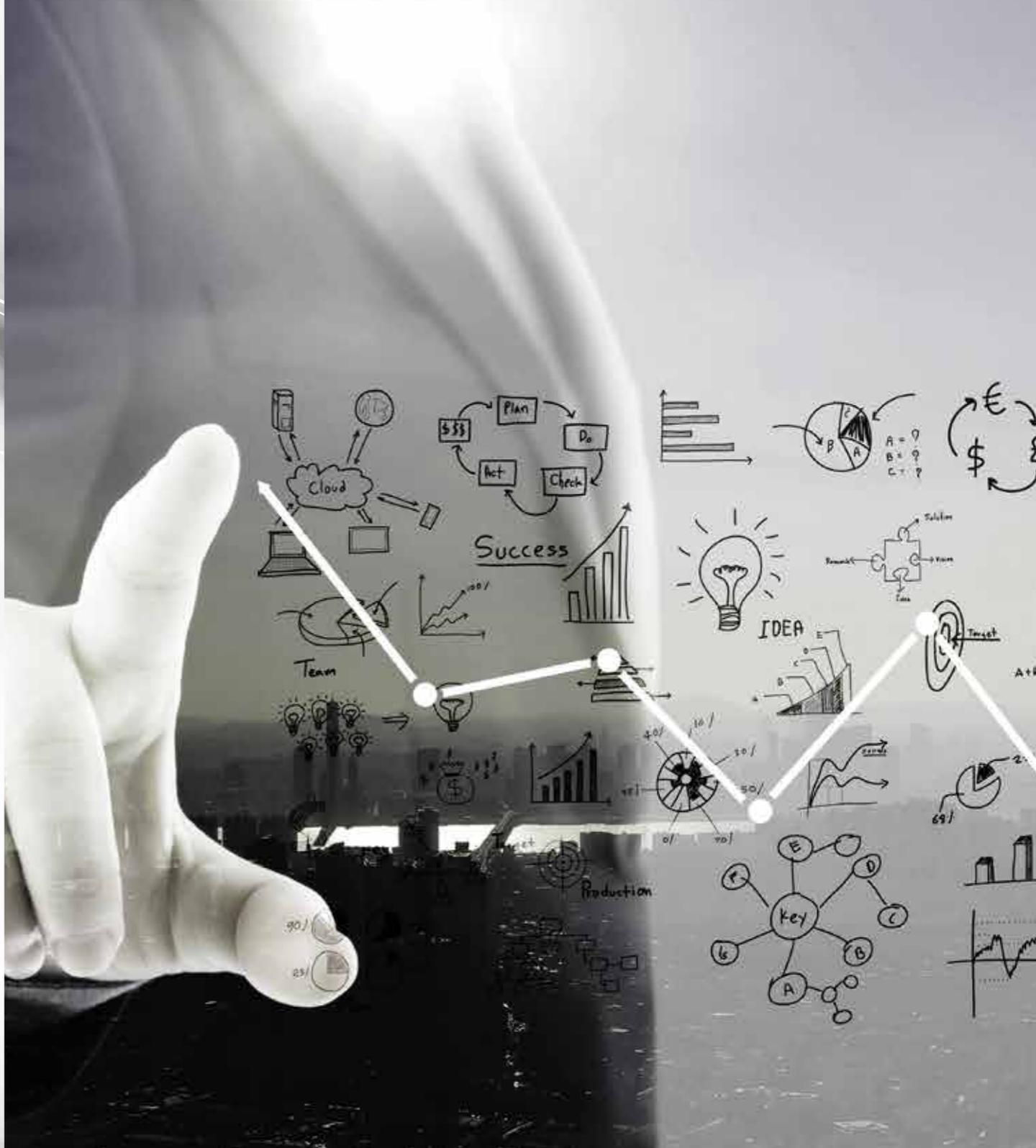


Marketing Plans

A set of tools that are used during a specified period and determines the current market status, the competitors, your rank among competitors, and the type of marketing strategy you should pursue. Through our broad understanding of the elements of the marketing plan, Hawia determines the marketing strategy that is appropriate for the client, whether their company is new or has a long history in the market.

Designing exhibitions

We offer the design of the exhibition pavilions in all its specialities, as well as sales booths in the malls. We use 3D technology in the specifications and colours required by the client, and offer multiple design options to select from. The client can see more than one view of the design from inside, outside, and more angles. And, to save cost and effort, the client can check the final design look, and propose the appropriate changes before implementation.



Written Identity

Hawia provides an integrated written identity service with an emphasis on the customer's experience. Through search engine optimisation, social networking, e-messages, and e-mail campaigns, we ensure that more and more potential clients are engaged and that more clients are satisfied.

Our digital marketing service covers three areas: content writing service, search engine marketing service, and social media marketing service:

Launching Campaigns and Managing Social Media Accounts

Hawia team of social media professionals strive to help you identify your clients, their places, and times of presence. Actually, many online users are interested in your business, but they only need to be redirected to your social networking pages. For this reason, our team develops the content of your accounts to match your customers' expectations and needs, thus expanding your audience until you realise the desired results.

SMS and E-Mail Campaigns

Hawia campaigns for SMS and e-mail enjoy many advantages that no other means of advertising offer. They enable the client to identify the target audience of consumers, provide unlimited advertising space, allow the recipient to possibly retrieve the message at any time, as well as the option of activating the website with the link received by the recipient. Moreover, the campaign's low cost can be compared to none.

Google and Search Engines Campaigns

The role of Hawia is to create valuable and unique content for your site to be eligible to appear in the search engine. The written text is the best way to let your website jumps to the front page of Google. We guarantee an easy to read context that contains valuable information and keywords that people use while searching in your domain to grab attention and increase traffic to your website.

Media Identity

Creating the client media identity is one of Hawia services which establishes direct and robust relationships between the client and prominent media entities. We open new channels of communication for our clients that enable them to enhance the media coverage of their news and achievements. For this purpose, Hawia provides the following services:

Media Coverage in Local and Regional Media

The professional media relations team at Hawia offers the services of editing and distributing news and press releases, and the media coverage of specific articles, newsletters and interviews in many prominent locals, regional, and international media, such as newspapers, magazines, radio stations, TV channels, and news websites.

Media Interviews

Hawia media relations services include interview coordination and media statements that are published in various printed, visual, and audio media, as well as field support during the interview.

Press Conferences and Roadmap Coverage

Hawia employs efficient management style of press conferences with a focus on increasing media presence in every event organised by your company, whether it was a new product or a project launch, company celebration, a forum or a conference. Clients, also, receive different published information materials related to that event or activity.



