



STERLING
COOPER

www.sterlingcooper.group

The Mission

At Sterling Cooper, we embark on a relentless mission to redefine the landscape of advertising and media. With creativity as our compass and innovation as our engine, we navigate through the dynamic currents of the industry, crafting captivating narratives, and delivering impactful campaigns that resonate deeply with audiences worldwide. Our mission is to not only meet the demands of a rapidly evolving media landscape but to exceed them, setting new standards of excellence with every project we undertake.

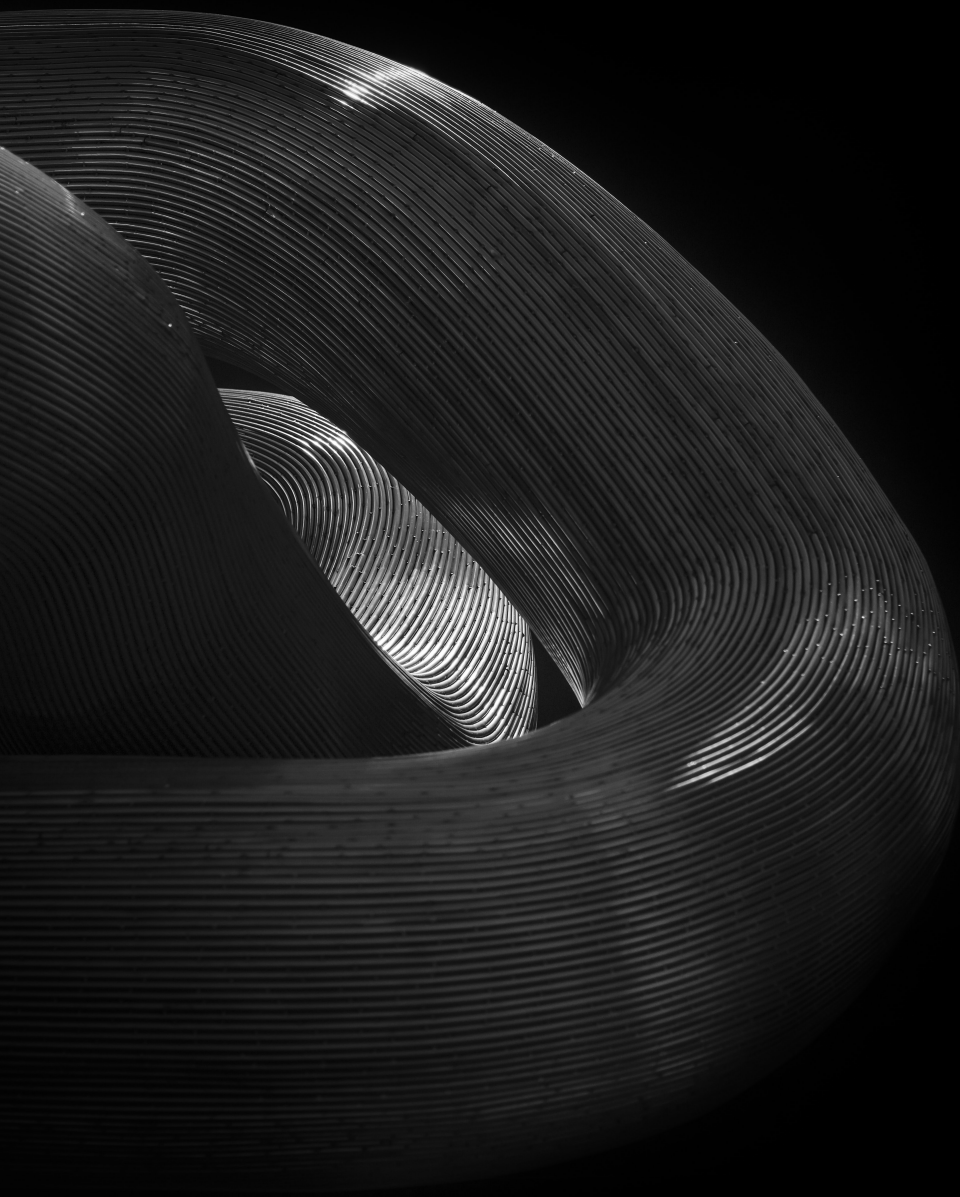


Data-Driven MARKETING

Our team has a diverse range of capabilities to enhance a brand's customer experience. We develop business strategies, create visions, build approaches and propositions, design service solutions, devise communication cycles, and plan performance marketing initiatives.



STERLING COOPER



WE FIND *Your* CUSTOMERS
AND *Move* THEM TO *Action*

The ability to empathize with people and understand different perspectives – how people think, what makes them buy, how they consider alternative choices. We're believers in behavioral science and using proven motivators to overcome our many biases.



MK-*Ultra*

Through our MK-Ultra methodology we use data modeling and psychographic profiling to grow audiences, identify key influencers, and connect with people in ways that move them to action.

OPPENNESS

CONSCIENTIOUSNESS

EXTROVERSION

AGREEABLENESS

NEUROTICISM

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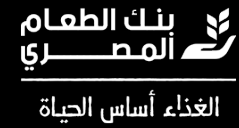
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Our PARTNERS



VOLVO



Client: RATP DEV

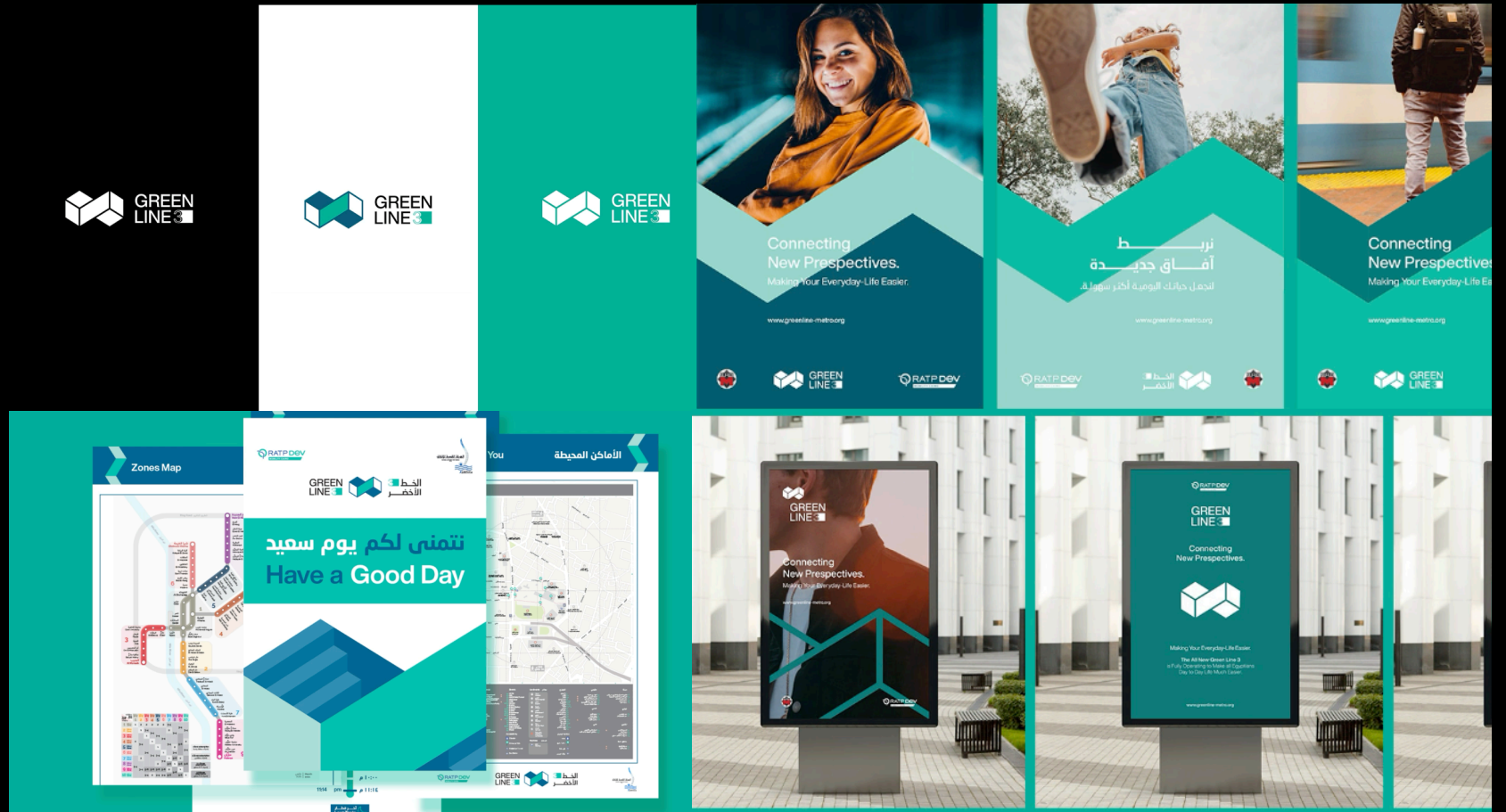
Project: Branding/
Social / Digital Media

Challenge:

Creating the whole brand architecture and identity in a modern trendy look without alienating Egyptian masses who currently use the Metro.

Approach:

Using minimalistic designs and smart integration of elements to create the logo and fledging the identity across all marketing materials. We created a social/digital strategy to reach almost everyone in greater Cairo with a smart phone.



Client: Panda Cheese

Project: Panda's Comeback

Challenge:

Reviving Panda Cheese after a decade hiatus while leveraging Mohamed Salam requires a strategic approach to captivate audiences and stand out in a competitive market.

Approach:

Using visually captivating frames inspired by iconic movie scenes, integrating Panda Cheese subtly yet effectively. Mohamed Salam's authentic presence enhanced our storytelling, while a multi-channel engagement strategy ensures maximum reach and impact. Throughout, we emphasized Panda Cheese's innovation and quality, ensuring its comeback resonates deeply with audiences old and new.



<https://www.instagram.com/reel/C6rE4VosAa0/?igsh=MWRjdTRoZnBieW5kcA==>



<https://www.instagram.com/reel/C6gK6Ynskjp/?igsh=Y2JkenYONzNxdHI=>



<https://www.instagram.com/reel/C6bLIPsOPCF/?igsh=MTFkNGx3Z2NzY2Vmcw==>



<https://www.instagram.com/reel/C6mFFHIMDB5/?igsh=aXo5eWhjeTJqODFx>

Client: Chery

Project: New Car Launch

Challenge:

To tackle the challenge of launching a new car amidst a downturn in consumer spending, we've shifted our strategy to social media reels, capitalizing on platforms like Instagram to engage our broad target audience..

Approach:

By crafting trendy content featuring, we positioned the 5 and 7 seater car as stylish and in-demand, despite market uncertainties. Our reels spotlight the car's "room for more" feature, emphasizing its versatility for families and various lifestyles.



https://www.instagram.com/reel/CzMJi_7slgc/?igsh=bHhlyjI0Ymd5bGV3



<https://www.instagram.com/reel/Cy6BsTgMxaQ/?igsh=N3JxcWZIZG1pdDk0>



<https://www.instagram.com/reel/C0jDY7XM1z9/?igsh=MXRIMzE0ZW1ubGttZw=>



<https://www.instagram.com/reel/Czs-uToLZcl/?igsh=N2VseXRuNXJtNWZn>

Client: GLC Paints

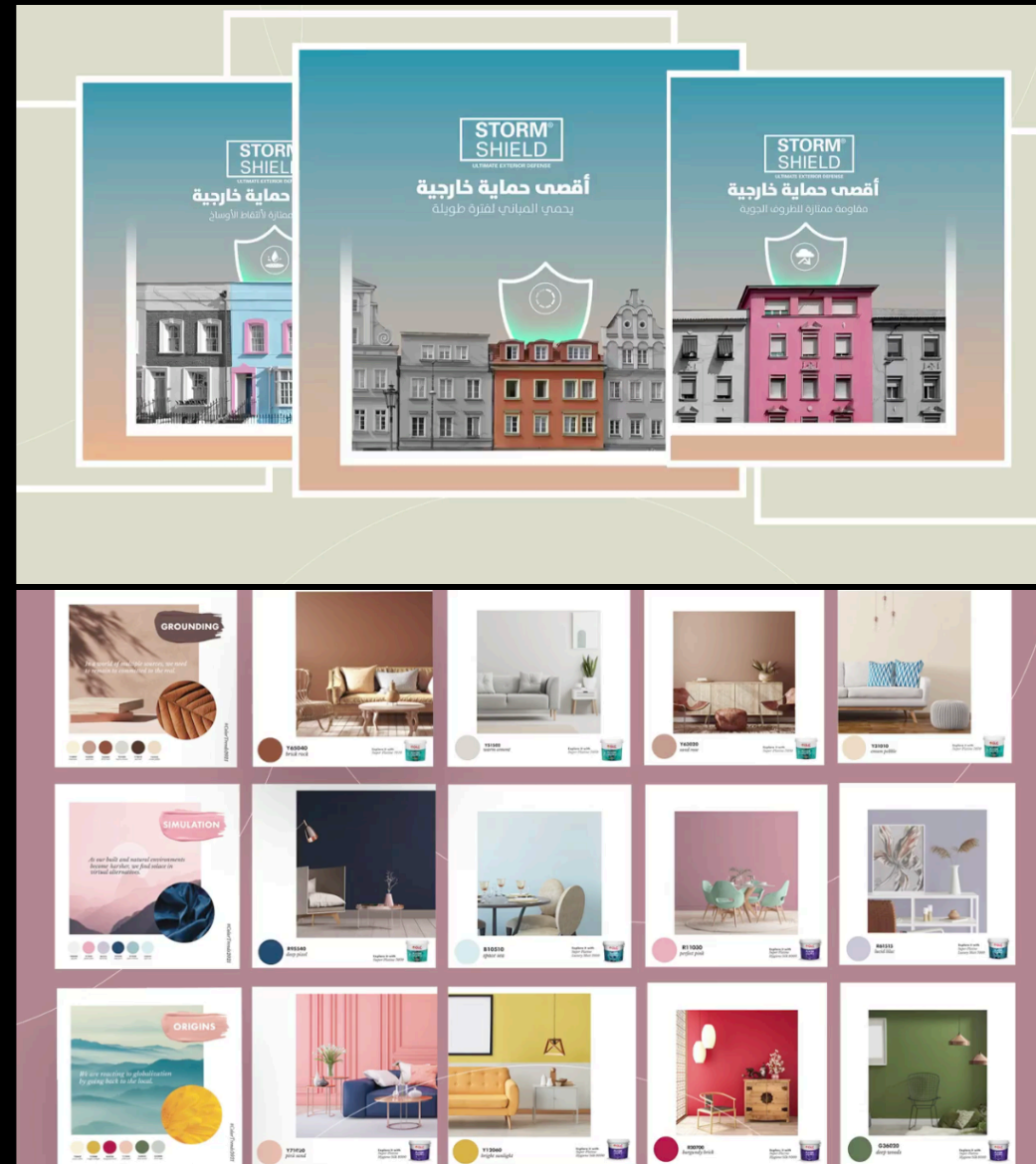
Project: Social Media/
Digital Media Buying

Challenge:

Perceived as a B-class brand mainly used by blue collars compared to Jotun.

Approach:

Creating a new platform “We Speak Colors” to reposition the brand and communicate with architects & interior designers.



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Client: Mercedes-Benz

Project: Social Media/
Digital Media Buying

Challenge:

Reposition CNA, HNA, ANA and GNA all under a single umbrella of Star National Automotive.

Approach:

Created the platform “Always a Star” and ensured the brand appears through content that appeals to it’s target audience.



<https://www.facebook.com/SNA.mercedesbenz.eg/videos/4102109656577610>

Client: El Rashidi El Mizan

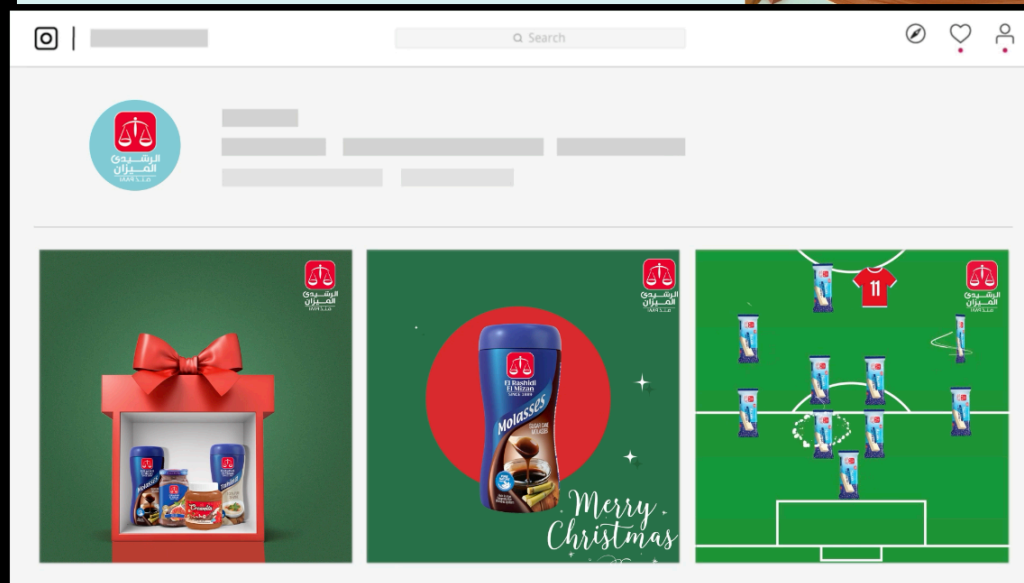
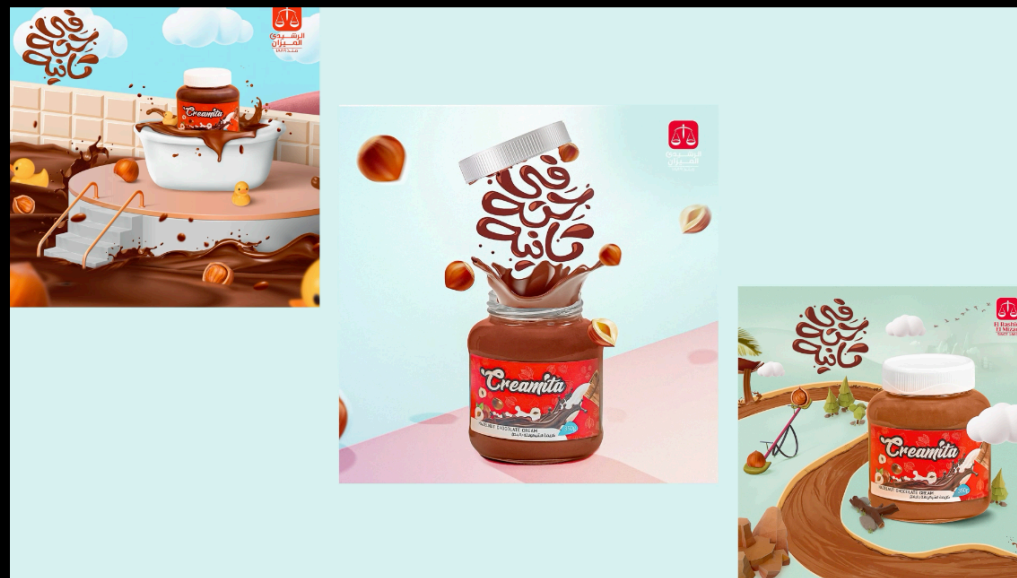
Project: Social Media/
Digital Media Buying

Challenge:

Re-introducing an old and stagnant brand in a modern way relevant to the younger audience.

Approach:

Creating a platform and content to keep the audience engaged for as long as possible through mixed-asset campaigns.



<https://fb.watch/oD1ALQeMxX/>

Client: Etisalat

Project: 360 Campaign

Challenge:

Unlike the other telecom companies Etisalat didn't have a reason to run a campaign during the CAF tournament.

Approach:

Creating a witty sports platform that allows the brand to communicate during any sports event without needing to sponsor the tournament, the players, or the national team.



<https://www.youtube.com/watch?v=QoJ9XePMcP0>

Client: Egyptian Foodbank

Project: Ramadan Campaign

Challenge:

The key challenge is to differentiate ourselves in a crowded field, particularly during Ramadan, the busiest time for donations. Crafting copies that appeal to diverse audiences while effectively communicating the significance of food donations demands a thoughtful strategy. Moreover, maintaining relevance and impact across seasons requires ongoing adaptation and innovation.

Approach:

We utilize a variety of methods to ensure each copy resonates with the audience and stands out amidst competition. By grasping the unique needs and emotions of our audience, we craft compelling messages that encapsulate the essence of our cause.



Client: Honda Kuwait

Project: Corporate Campaign

Challenge:

To create a creative concept that communicates that Honda is not just a car, they are everything and to highlight the diversification of Honda products.

Approach:

known to be difficult to achieve, our approach was to communicate that Honda is everything that can help you achieve your dreams.





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