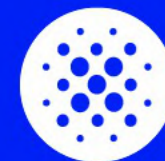




**Let's Build Digital Experiences.**

[www.kailab.com](http://www.kailab.com)



K A I I L A B  
K A I I L A B  
**K A I I L A B**  
K A I I L A B  
K A I I L A B

KAILAB is an exciting creative and digital agency based in Cairo, Egypt that provides the latest and most advanced digital and marketing solutions, as well as premium design services.



# Technology & design solutions that transform businesses and fuel their growth.

We are here to set new standards of excellence in the industry. We challenge the status quo, and take new approaches to solve your business's core challenges.

COMPANIES THAT TRUST US





# Our Values

KAll LAB is composed of a team of the most talented, ambitious and humble designers and developers who are passionate about all aspects of technology and who strive to take part in the digital transformation of businesses in Egypt.



## Mission

We aspire to be at the forefront of supporting businesses in Egypt excel in today's fast advancing digital world.




## Vision

We are eager to have a positive impact, daily, on people's life through the products we make and the services we offer.



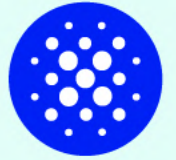
## Values

Passion produces excellence; excellence gives satisfaction; and satisfaction produces personal fulfilment. We believe that passion is contagious and are thus driven to create an environment that fosters it.



KAIL LAB

**Polished,  
professional,  
meaningful.**



### **Dedicated Team of Creatives**


Our creative team will work on building your one-of-a-kind brand story that resonates with your audience. We curate and create design ideas, that are completely unique to your business.

### **Simple, Smart Strategies**

Nobody does it better than us! We create the right content, for the right people at the right time. Just be yourself and let us do the rest!

### **Satisfaction, Guaranteed**

We've got your back every step of the way. From ideas to reality, we like to constantly check in with you to ensure your vision materializes.





## SERVICES



### Websites

We design and develop outstanding websites built specifically for the end user. Our websites are eye-catching, easy to navigate and tailored for your brand.



### Social Media Marketing

We create fully optimized social media content and professionally manage your brand's social media accounts. We will connect you to your customers on all the right platforms.



### Logo Design & Branding

We'll help tell your unique story, create a new logo and design a value-driven art direction to position your brand for success.



## SERVICES



### Web Design & Development

We design and develop outstanding websites built specifically for the end user. Our websites are eye-catching, easy to navigate and tailored for your brand.

### Website Maintenance

Maintaining updates and monitoring website security through intricate assessments and analyses, to ensure your website is achieving its core objectives and give you the peace of mind knowing that your website will be up and available for your audience 24/7.

### Search Engine Optimisation (SEO)

We know SEO! Your target market will find you easily and you will always be at the top. Through blogs and articles, we redirect traffic to your website and get you more recognition.



# Our Process

01

## Research, Research and More Research

Identifying your exact needs, goals, and unique proposition through creative and technical briefs.

02

## Wireframes

In this step, we lay the basic foundation of the structure of the website.

03

## UI/UX Design

Both visuals and content are created at this step. We gather all collected information from previous steps, to deliver a brand look-and-feel that is authentic, user-centered and equally informative to the user.

04

## Development

Developing (home) pages that truly feel like home. This is where we start to create the website itself.

05

## User Assurance Testing

In this step, we lay the basic foundation of the structure of the website.

06

## Website Launch

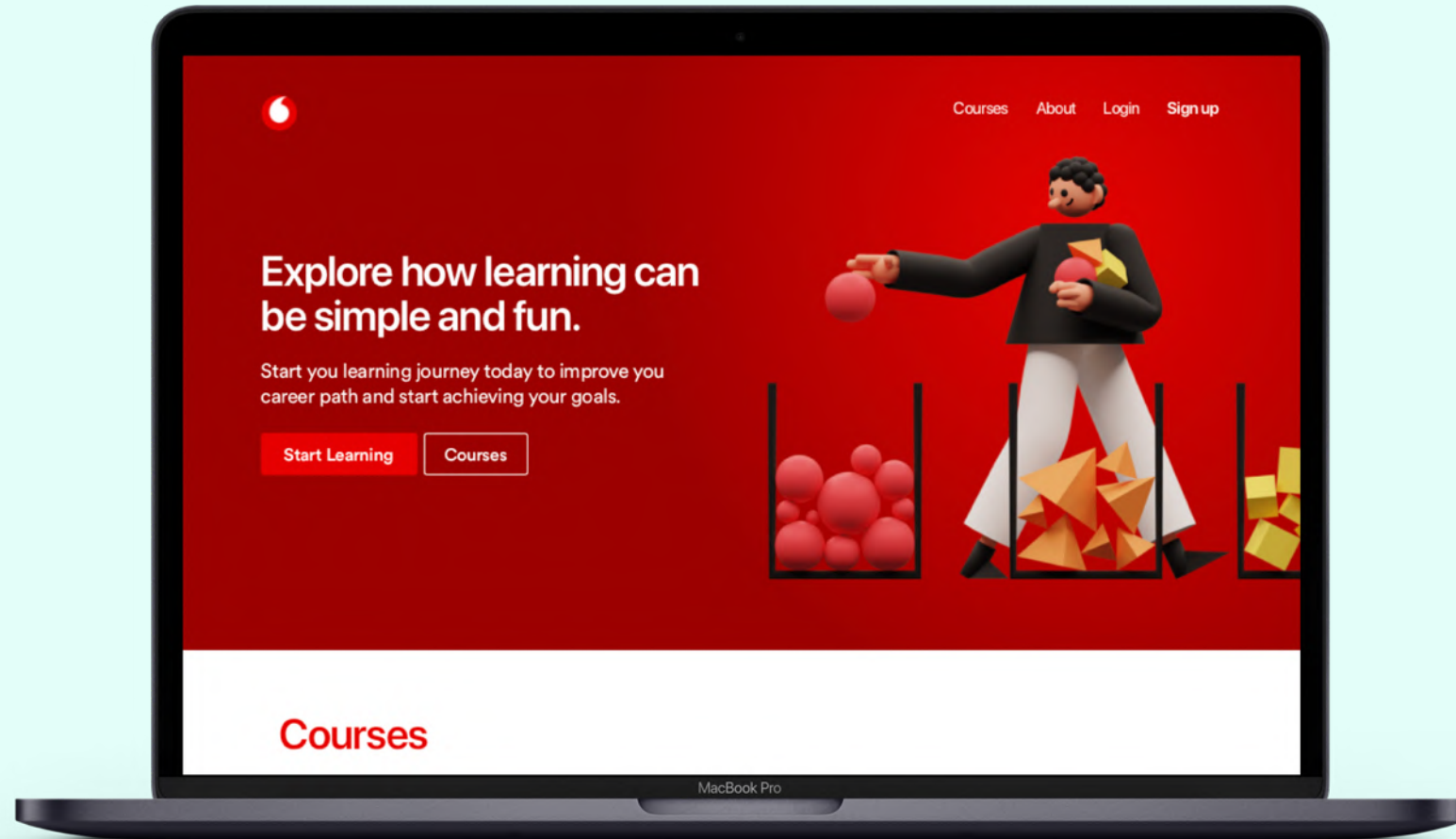
This is the most exciting part, where your business story gets told!





# Vodafone Egypt

The talent and leadership team at Vodafone Egypt got in touch with us as they were looking to create an interactive e-learning website for their employees. The main features that they required to have in their platform were: registration and log in feature, point system integration to categorize users based on pre-determined levels i.e. beginner, intermediate and advanced as well video recommendation tailored to each employee.



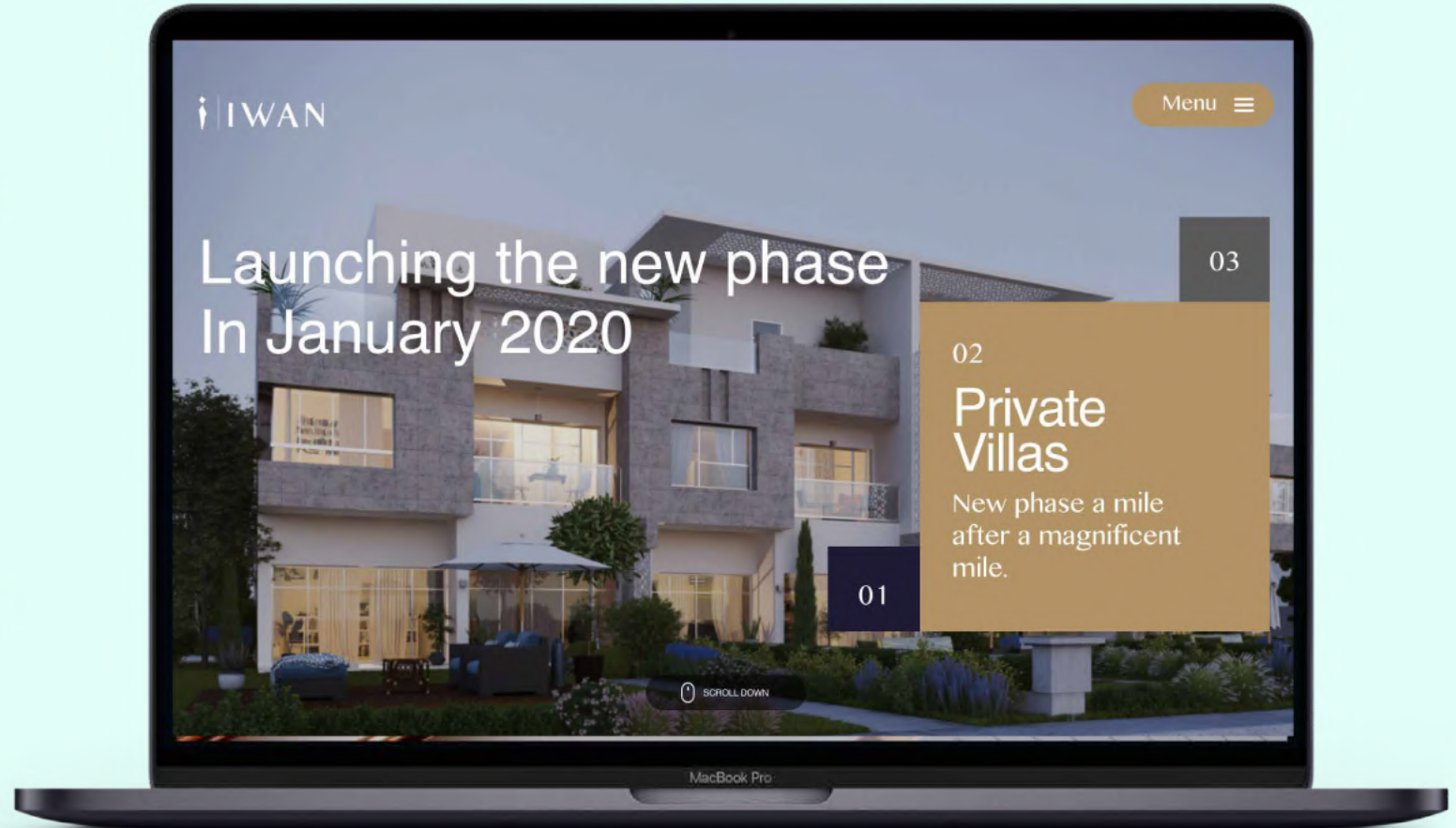
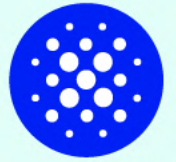
## OUR PORTFOLIO

### WEBSITE DESIGN



IWAN Developments is a leading Egyptian real estate development company. Founded on the vision of developing homes, built in feel-good neighborhoods with well-connected livable communities, we curate unique human experiences and elevated quality living.

We supported the team briefly during internal assets such as: email marketing and team manual assets. We also sourced Kalematic Communications with the Iwan Moments video.





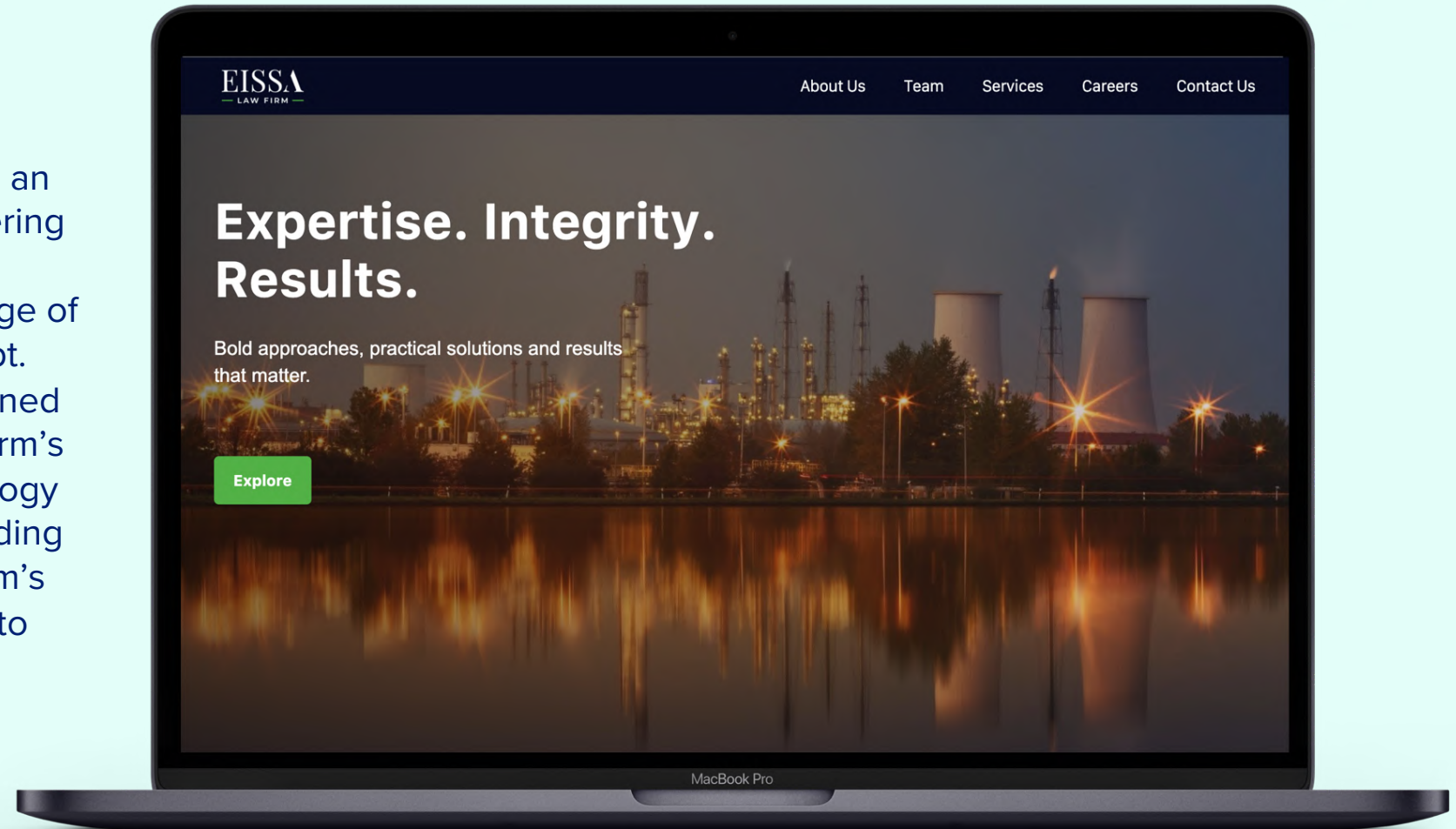
## OUR WORK: WEBSITE DESIGN & DEVELOPMENT



# Eissa Law Firm

Established in 1959, Eissa Law Firm is an innovative law firm focusing on delivering quick and reliable legal advisory and representation services to a wide range of clients from various industries in Egypt. The website was completely re-designed and developed to match Eissa Law Firm's new branding. The advanced technology of the website paired with its outstanding design is a reflection of Eissa Law Firm's experience and innovative approach to the legal industry.

[View Live Website](#)



OUR WORK: WEBSITE DESIGN & DEVELOPMENT



# Kalemat Communications

Kalemat Communications is one of the fastest-growing PR & communication agencies across Egypt. They are the kings and queens of words. We're happy to have been trusted to create a website that beautifully exhibits their business.

[View Live Website](#)







# ObourPlast

We were asked by ObourPlast, the leader of manufacturing polypropylene bags in Egypt and the Middle East, to redesign and redevelop their existing website. Their main aim through the new website is to attract foreign clients. We designed and developed a modern, minimalistic and highly advanced website that not only exceeds current standards in the region but reflects ObourPlast's true capabilities.

[View Live Website](#)



OUR WORK: WEBSITE DESIGN & DEVELOPMENT

# Misir Real Estate Assets Management

This is the new design and development of Misr Real Estate Assets Management's website. The design of the website eloquently reflects Misr Real Estate Assets Management goal of leading the real estate industry in Egypt. Our modern design and the unique and organised manner in which content is displayed on the homepage ensures that targeted customers will have an outstanding experience on the website.

[View Live Website](#)





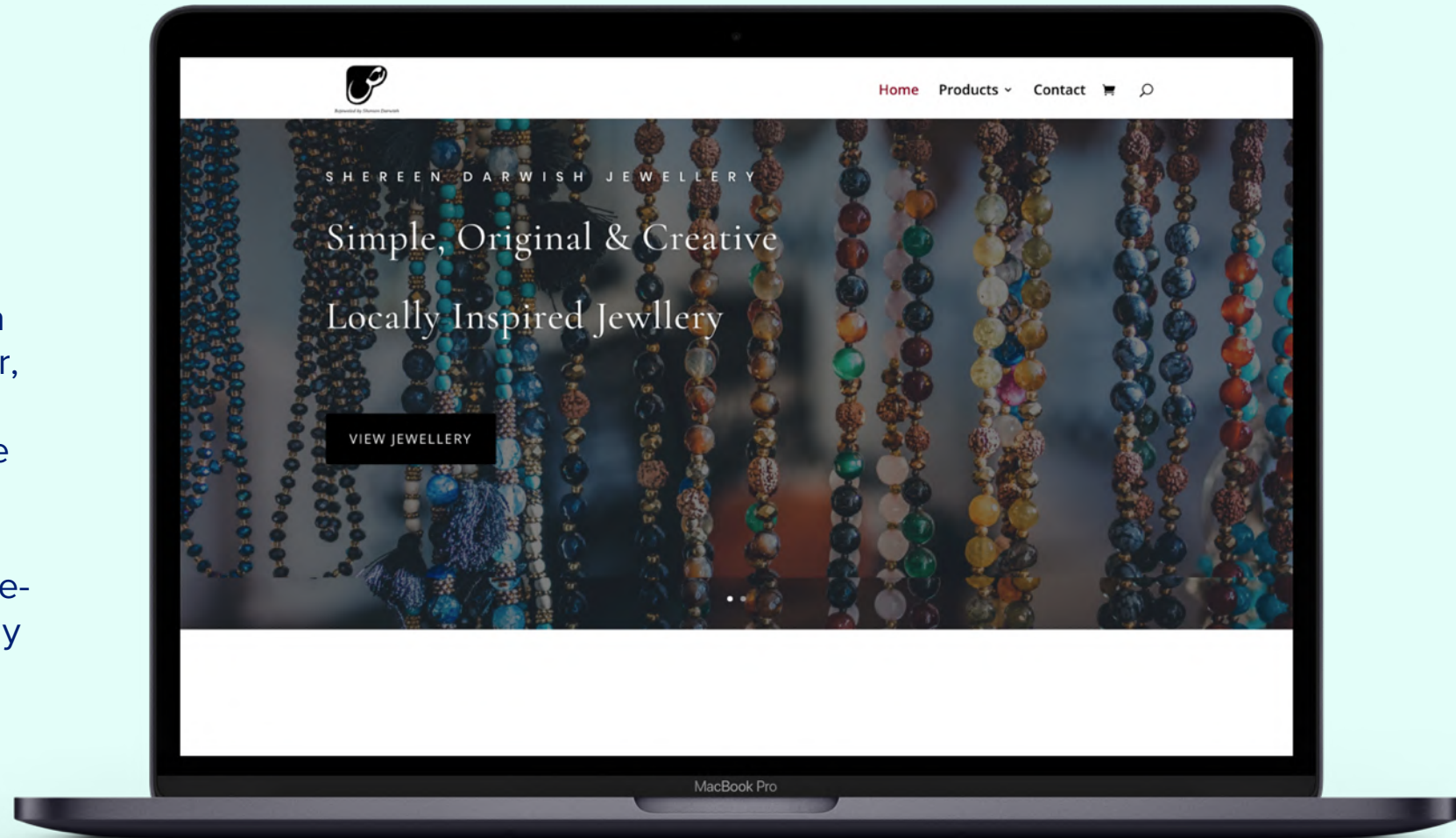
OUR WORK: WEBSITE DESIGN & DEVELOPMENT

# Shereen Darwish Jewellery

[www.shereendarwish.co.uk](http://www.shereendarwish.co.uk)

We were asked by Shereen Darwish, a renowned Egyptian Jewellery designer, to create a professional, personalised and elegant website for her brand. The platform we have created showcases Shereen's products and elegantly shares her story. It also has an in-built e-commerce feature for people to directly shop for her brand.

[View Live Website](#)



## OUR PORTFOLIO

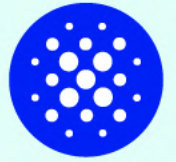
WWW.TAYFEGYPT.COM



Tayf is an emerging investment management company aiming to transform the Egyptian market through innovative concepts and unmatched investment opportunities.

This is the website design and development for their website. Our vision was to highlight the unique services offered by Tayf, in order to achieve the goals of showcasing their unique franchises, concepts and properties. By creating a concise, responsive and clear user experience we ensured that we were able to create a premium digital experience.

[View Live Website](#)





## CASE STUDY

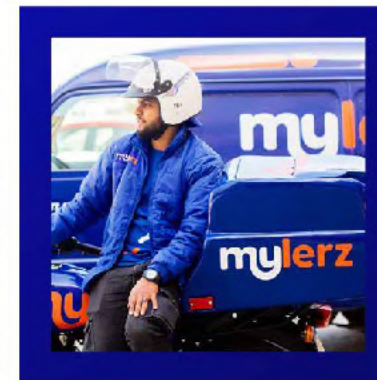
### SOCIAL MEDIA MARKETING



mylerz is an advanced shipping company operating in Egypt that offers breakthrough parcel delivery services. mylerz wanted to utilise the power of social media to increase brand awareness, humanise the brand, generate leads and ultimately boost sales.

#### Our achievements in 3 months:

- Maintained 100+ chats a day;
- 2,500 has been our average post reach;
- 14,000 qualified leads;
- 317% social media activity increase;
- 956+ new messages and more.



# OUR ACHIEVEMENTS



Maintaining  
Over

**100**  
Chats Daily

**2.5k**  
Average  
Post Reach

**317%**  
Activity  
Increase in  
2 Months

**14k+**  
Shipment Requests

**1284**  
Connections Maintained

**27**  
Posts in 2  
Months

**956**  
New  
Connections

**100s**  
of Cash  
Outlet  
Requests

**200+**  
Leads in  
2 Months

**Daily**  
End-  
Customer  
Support

**30%**  
Unique  
Views

**155.4%** Increase in  
Engagement Monthly



## OUR PORTFOLIO

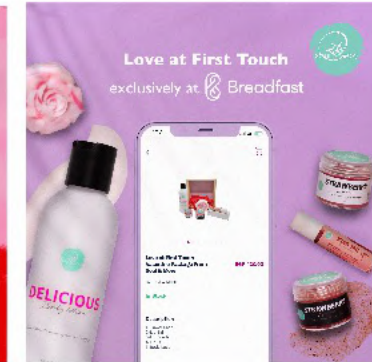
### SOCIAL MEDIA MARKETING



Soul & More, founded in 2017, is a leading source for all things natural cosmetics. They are dedicated to providing their customers the very best of natural skin care products in Egypt, with a focus on quality, customer service and sustainability. Their goal is to be the leading natural skin care provider in Egypt, and we are collaborating with them to help them achieve this mission. Soul & More are aiming to use the power of social media to increase their brand awareness, strengthen their existing community and ultimately boost their sales.

#### Our achievements:

- Account reached to 26,000+
- 1,400+ content interactions
- 218,000+ impressions
- 2,700+ website taps
- 11,400+ profile visits



# Our Instagram Achievements

**4.6k**

Post  
Shares

**810**

Post  
Shares

**7.8%**

Engagement  
Rate

**170,236**

Page Reach

**1,822,335**  
Page Impressions

**31**

Posts in 3 Months

**77**

Daily  
Followers

**7k**

New  
Page Likes

**432**

Average  
Engagement

**13,387**  
Engagement

All these numbers are as of Feb 7 to May 7. All data collected from Instagram insights. All numbers calculated are organic.



## OUR PORTFOLIO

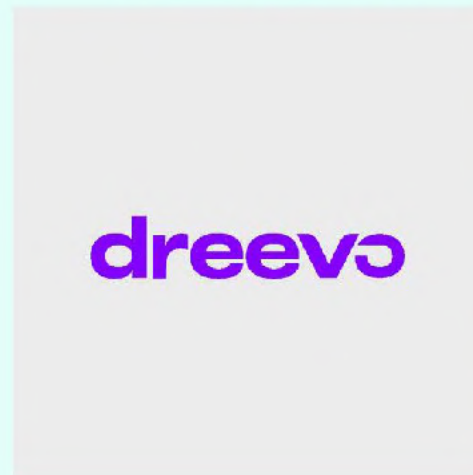
### BRANDING AND LOGO DESIGN

# dreevo

<https://cutt.ly/EjQ5mXr>

dreevo is a company based in Cairo, Egypt that aims to provide logistic solutions to e-commerce businesses. Dreevo approached us with a vision of a bold, daring logo and identity.

dreevo's typeface is unique and was bespoke. The project didn't stop at the logo; we designed business cards, shipping pouches, interior marketing stickers and more.





## Partners in Success

**“The collaboration with Kaii Lab on a couple of challenging projects was a fruitful experience which resulted in delivering a highly customized and sector changing website - with a great team and a real 'can do' attitude. I have no hesitation in recommending them to other potential clients.”**

**Youssef Kamand**  
Digital Project Manager  
ZN Consulting





## Partners in Success

**“We are really pleased to work with Kaii Lab on the design and development of our website. They showed great understanding and responsiveness on how to produce a state of art design. We will collaborate with the team for future**

**Mohamed Samy**  
Founder & CEO  
Tayf Egypt



## Partners in Success

**“Kaii Lab is a very dedicated team, passionate and wants to take the brand onto another level. Recommended by Soul and More”**

**Nadine Amer**  
Co-Founder  
Soul and More





## Partners in Success

**“Kaii Lab responded to an overnight request from IWAN and they did an amazing job. Great partner.”**

**Heba Fouad**  
HR Manager  
Iwan Developments



**Let's do great things!**  
**Together!**

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