Company profile

2026

Creative storytelling.
Structured strategy.
Meaningful brand experiences.

PATLIJAN CREATIVE STUDIO

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01

Company overview

01 Who we are
02 Mission & vision
03 Our culture

Who we are

Creative storytellers

We are a collective of passionate creative storytellers from diverse backgrounds, united by a shared vision: to transform brands through exceptional marketing.

Our journey

Patlijan began with the belief that impactful storytelling, supported by structured strategies and data-driven insights, can help businesses achieve exceptional results.

Mission & vision

Our mission

To blend creativity and innovation into compelling stories, connecting business objectives with customer aspirations to achieve exceptional outcomes.

Our vision

To pioneer digital storytelling through innovative experiences that captivate audiences and build lasting connections. We aim to help brands turn their objectives into achievements.

Our culture

A shared drive for creative excellence

People & collaboration

Our team brings together like-minded individuals in a dynamic workplace.

Diversity & accountability

We value diversity, equality, passion, quality and accountability.

Worldwide collaboration

Headquartered in Turkey, we work with teams in different countries and serve clients worldwide.

02

Our services

01 Social media marketing

02 Video editing & motion

03 Media planning & paid promotion

04 Branding

05 Production

Social media marketing

01 / 05

A full-funnel approach

We work across the customer journey to address core business needs, support new client acquisition and strengthen retention.

From awareness to conversion

We begin with broad audience reach, then focus marketing on qualified audiences as prospects move towards conversion.

Video editing & motion

02 / 05

Creative concepts, expertly executed

Our artists combine creative thinking with expert execution to produce videos that capture attention and bring each story to life.

Stories in motion

From lively animation to refined business identities, we transform brand concepts into compelling visual stories.

Media planning & paid promotion

03 / 05

Strategy across the customer journey

We connect media implementation with creative and messaging execution, from programmatic activity to in-house campaigns.

Audience insight & transparency

Audience insights and campaign data inform a cohesive media plan across channels.

Branding

04 / 05

A clear brand foundation

A brand expresses who you are. Every identity we create begins with an idea that supports your positioning and differentiates you from the competition.

Identity with lasting meaning

We build visual identities that give brands relevance and meaning, grounded in a solid brand strategy.

Production

05 / 05

Your brand story, on screen

From on-ground shoots to social media video, our team creates work that expresses your brand story and engages audiences.

Production formats

Branded content, customer stories, corporate video, event video and product video.

03

Business projects

01 BISSELL / General Electric / L’Oréal

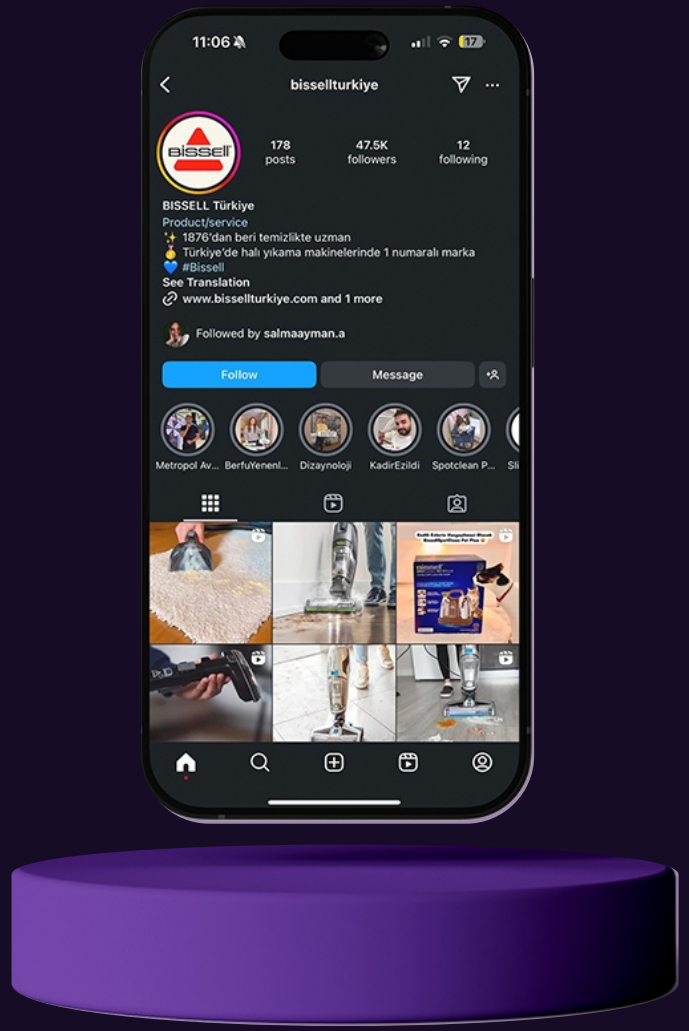
02 PUBG Mobile / AUC

03 Fanta / Renaissance Cinemas

01

BISSELL

SOCIAL MEDIA & E-COMMERCE



Social content

for everyday living

We collaborated with BISSELL to create social media e-commerce posts for its Meta platforms, producing videos and designs across its campaigns.

02

General Electric

VIDEO INFOGRAPHIC

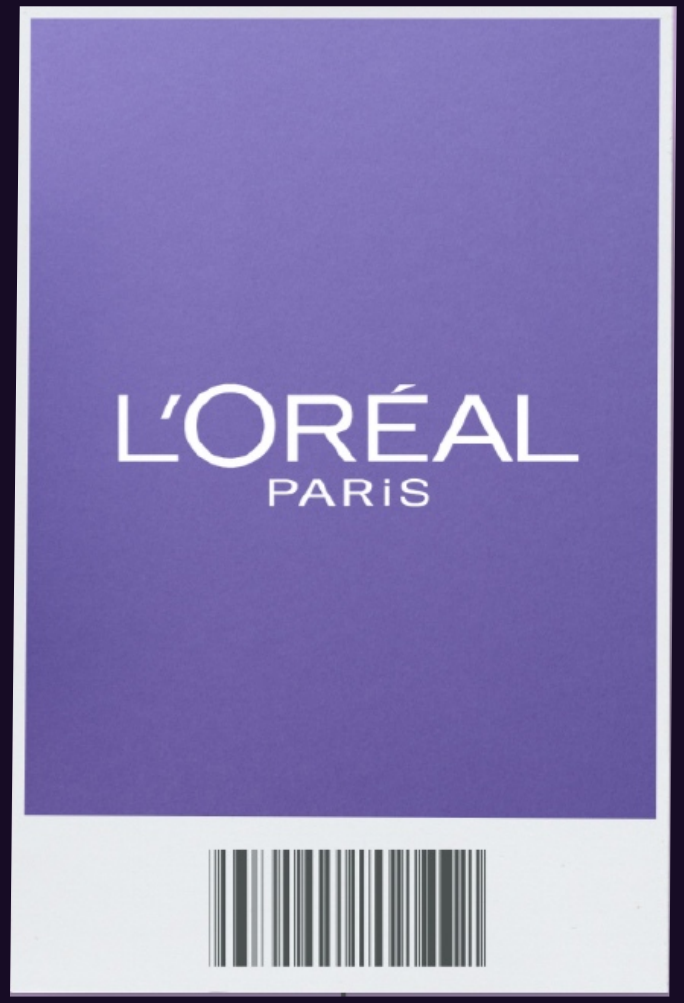


We created a video infographic for General Electric Iraq, highlighting the company’s role in supporting Iraq’s reconstruction through power facilities and local industries, and its contribution to energy and development.

03

L’Oréal

BEAUTY CONTENT



Beauty in focus

We designed a program featuring a renowned makeup artist experimenting with L’Oréal’s latest products on well-known models, creating an engaging showcase of beauty and style.



04

PUBG Mobile

VIDEO ADVERTISEMENT

We crafted a video advertisement for the collaboration between PUBG Mobile and Mohamed Henedy. Visual effects, retouching and compositing brought the comedian’s Ramadan surprise to life.

05

The American University in Cairo

ANNUAL REPORTING & MOTION



As part of our annual collaboration with AUC, we produced a video infographic for the Women on Boards Monitoring Report 2019. The film visualized findings on women’s representation on boards across Egypt’s banking, public enterprise, EGX-listed company and Financial Regulatory Authority sectors.



06

Fanta

ANIMATED ADVERTISING

For Fanta’s summer campaign, we designed an animated advertising video that expressed the brand’s playful character. The story introduced the new raspberry flavor and its companions through whimsical animation.

07

Renaissance Cinemas

CINEMA BRAND PORTFOLIO



Renaissance Cinemas is an Egyptian cinema chain operating 21 cinemas across 99 screens. It is a subsidiary of Al Arabia Cinema Production & Distribution.

04

Our process

01 Research & strategy

02 Design & production

03 Launch, connect & improve

How we work

A connected process from initial research to ongoing measurement and improvement.

01

Research

Day 1

- Needs assessment
- Target market
- Goals & objectives
- Buyer profile
- Investment

02

Digital marketing strategy

Month 1

- Inbound strategy
- Paid search & SEO
- Social media
- Website optimization
- Content calendar
- Paid media schedule
- ROI metrics

03

Design & production

Months 1-2

- Inbound elements
- Paid ads setup
- Social media profile
- Content writing
- UI/UX elements
- Content creation
- Content approval

04

Launch & connect

Months 2-3

- Social performance
- Management
- Email campaigns
- PPC campaign launch
- SEO / organic search
- Lead generation
- CRM integration

05

Deliver & convert

Month 3+

- Lead intelligence
- Lead nurturing
- Lead segmentation
- Online / offline
- ROI evaluation
- Measure & improve

Let’s talk

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Social channels

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