



2024 CORPORATE **PROFILE**

Mindfield



WE KEEP A **CURIOUS** MIND IN AN
EVER-EVOLVING
FIELD



FOUNDED IN

2009



CLIENTS

400+



PROJECTS

800+



INDUSTRIES

35+



COUNTRIES

10+

OUR PURPOSE

Empowering our partners to drive consistent and sustainable growth in the digital field.



OUR STORY
BEGINS...



OUR STORY

MOVING FORWARD

Since our debut in 2009, we have matured into a full-fledged data-driven Digital Agency, enabling our clients to embrace their challenges, explore their solutions, and evolve in the digital landscape. Initially established as a digital development supplier, the agency has now become the home of a team of aspiring digital specialists and a hub for growing brands.

Following the most advanced disciplines in communication, analytics, digital marketing, content creation, design, and web and app development, we have been able to expand our clients' horizons and help them build brand equity.

We are continuously thriving to perfect the services we provide, expand our presence in new markets, and tackle new challenges.



OUR POSITIONING

SETTING STANDARDS



**EXPERTISE
IN THE FIELD**

01



**INTEGRATED
DIGITAL SERVICES**

02



**DATA-DRIVEN
FRAMEWORK**

03



**USER-CENTERED
APPROACH**

04



**AGILE
METHODOLOGY**

05

OUR SERVICES

OFFERING EXPERTISE

Digital Consultancy

- Digital Strategy
- Digital Audit
- Digital Training
- Digital Workshops
- Digital Marketing Frameworks
- Onboarding Digital Structures



Data & Analytics

- Market Insights
- Industry Research
- Consumer Behavior
- Audience Profiling
- Brand Assessment
- Competitive Analysis
- Analytical Listening
- Trends Analysis
- Dashboard Services



Social Media Marketing

- Social Media Strategy
- Channel Optimization
- Content Creation
- Social Media Campaign
- Influencer Marketing
- Community Management
- Social Media Advertising



DevOps: Web & App

- UX Services
- UI Design
- Content Management
- Platform Development
- Hosting & Management
- Maintenance & Support
- Marketing Automation



Search Marketing

- SEO Strategy
- Keyword Analysis
- Technical Optimization
- Content Optimization
- App Store Optimization
- Offsite Optimization
- Google My Business Management
- SEM



Paid Media

- Media Strategy
- Media Audit
- Media Planning
- Media Buying
- Media Reporting
- Media Technology
- Special Ad Execution



Content Creation

- Content Writing
- Content Localization
- Articles & Blogs
- Design Execution
- Animation
- Video Production
- Photography
- Integrated Campaigns



Branding

- Brand Strategy
- Identity Branding
- Brand Makeover
- Brand Guidelines
- Messaging Statements
- Marketing Collaterals
- Newsletters



OUR PRESENCE

OPERATING GLOBALLY

- 📍 UAE
- 📍 SAUDI ARABIA
- 📍 LEBANON
- 📍 EGYPT
- 📍 BAHRAIN
- 📍 OMAN
- 📍 CYPRUS
- 📍 GEORGIA
- 📍 USA
- 📍 AUSTRALIA
- 📍 SOUTH AFRICA



OUR CLIENTELE





**SAUDI
ARABIA**



L'AZURDE





ALDO

Bershka

CHARLES & KEITH



IPEKYOL



women'ssecret

okaïdi-obaïbi

OYSHO

PULL&BEAR

stradivarius

زهرة الربيع
SPRING ROSE

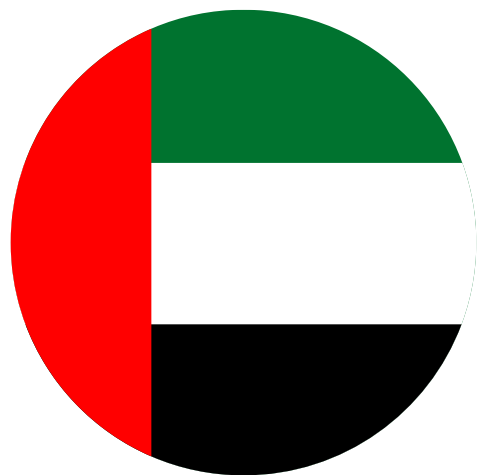
انجاز
enjaz



أصول
OSOOL

الإقامة المميزة
Premium Residency

Sign



UAE





LEBANON





OMAN





QATAR

BAHRAIN

AFGHANISTAN

GHANA

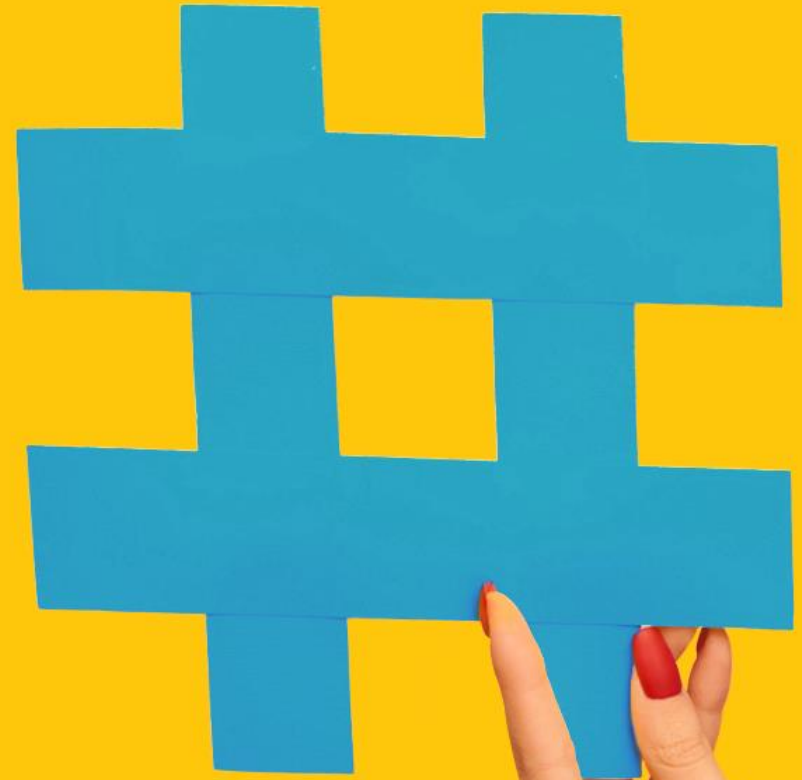
EGYPT

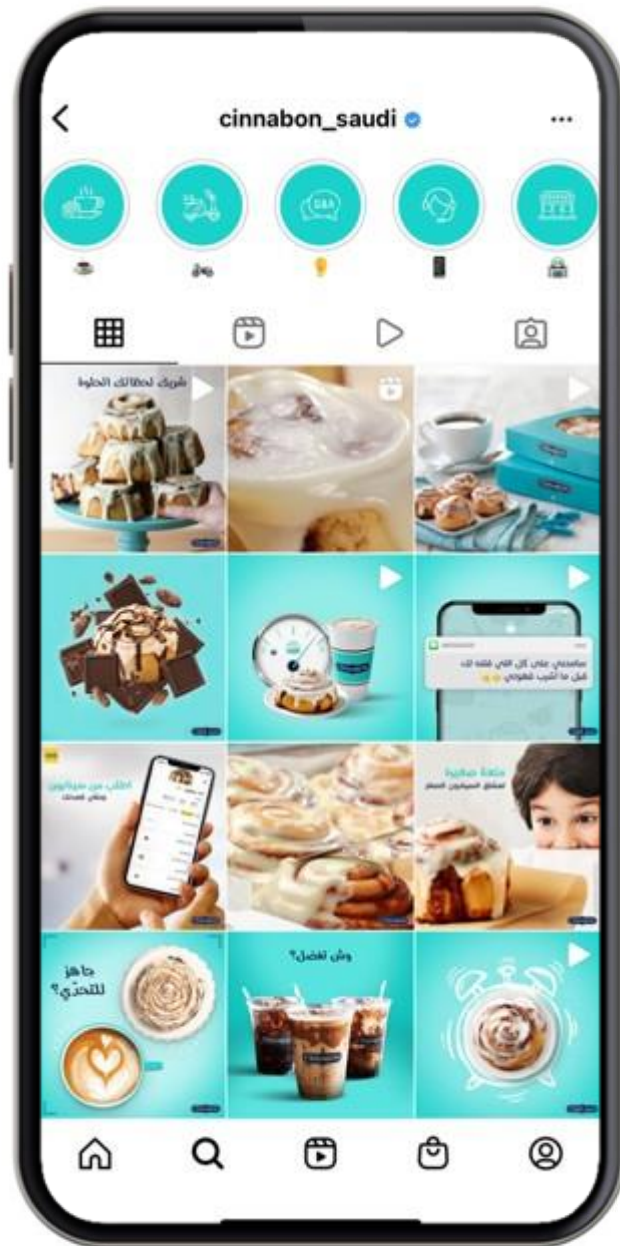
OTHER-REGIONAL



SOCIAL MEDIA PORTFOLIO

Social media is key to reach customers, gain valuable insights,
and grow brand.





CATEGORY
Bakery Café

PLATFORM




MARKET
Saudi





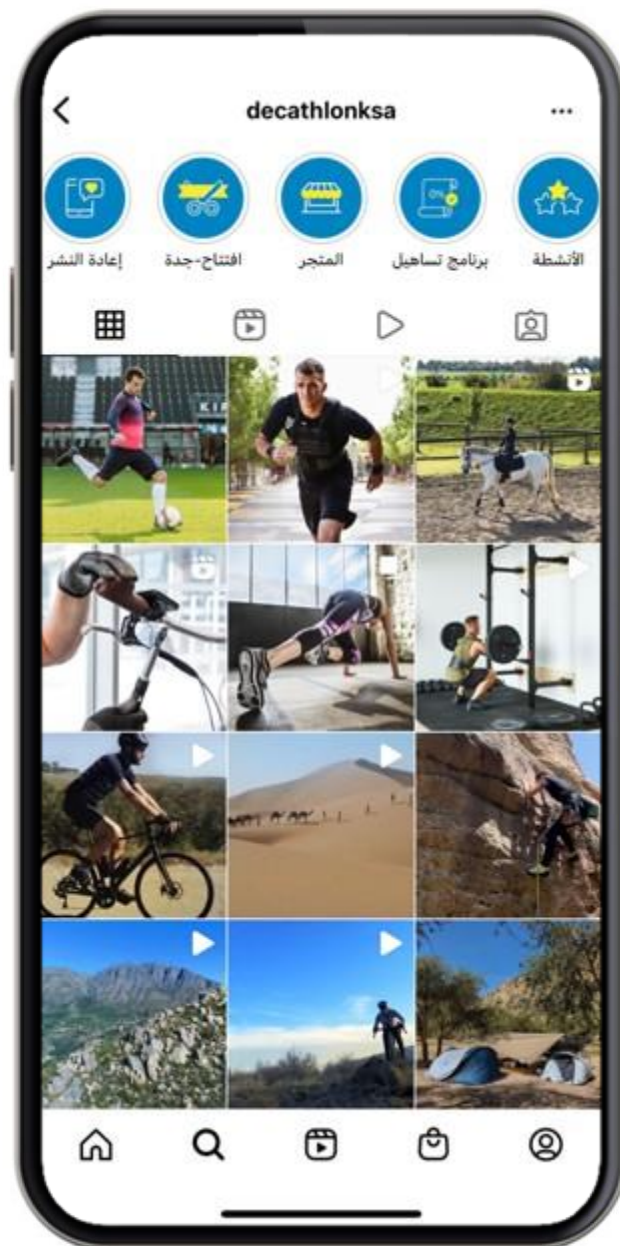
CATEGORY
Coffee Shop

PLATFORM



MARKET
Saudi





DECATHLON

CATEGORY
Shopping & Retail

PLATFORM




MARKET
Saudi



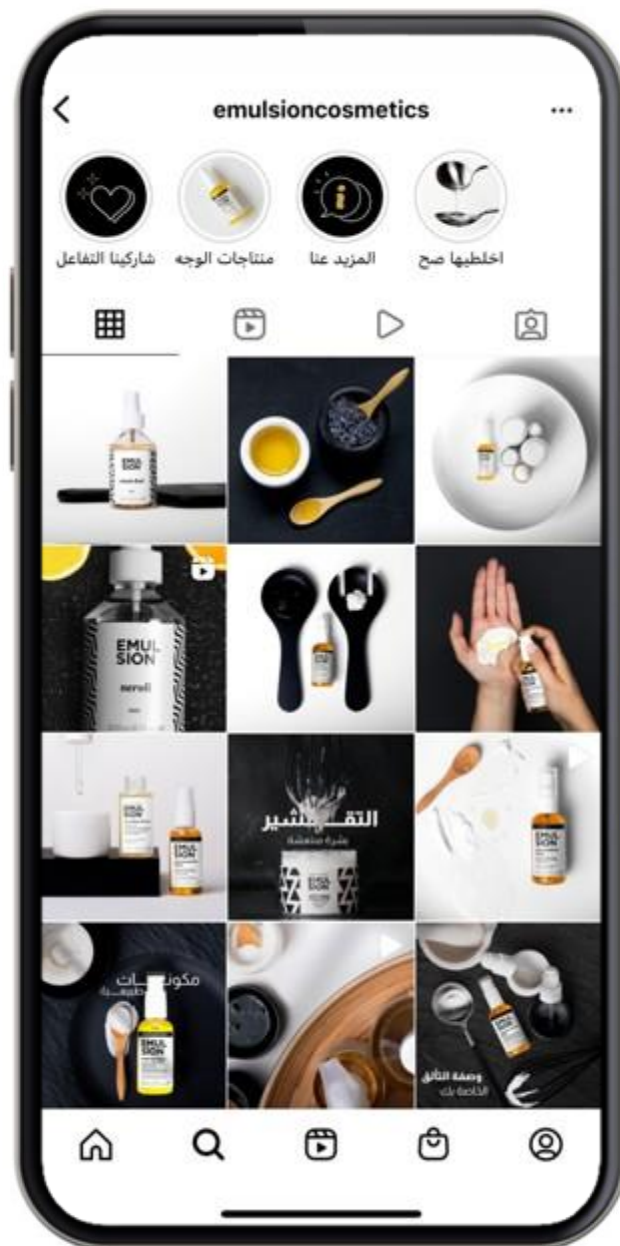
avalon care

CATEGORY
Beauty & Personal Care

PLATFORM



MARKET
Saudi



EMULSION

CATEGORY
Beauty & Personal Care

PLATFORM
Instagram, Facebook, Snapchat, TikTok

MARKET
Saudi





ALPHA PLUS

CATEGORY
Beauty & Personal Care

PLATFORM



MARKET
Saudi



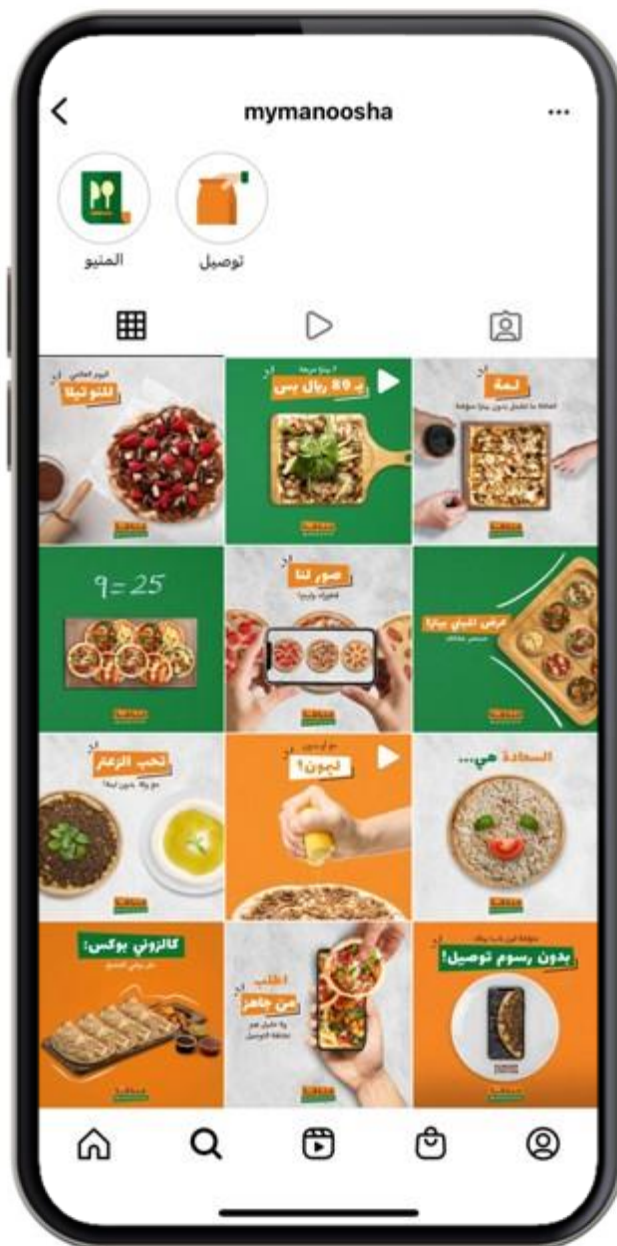


CATEGORY
Health & Wellness

PLATFORM



MARKET
Saudi



منوشة
MANOOSHA

CATEGORY
Fast Casual

PLATFORM




MARKET
Saudi





CATEGORY
Dairy Product

PLATFORM



MARKET
UAE



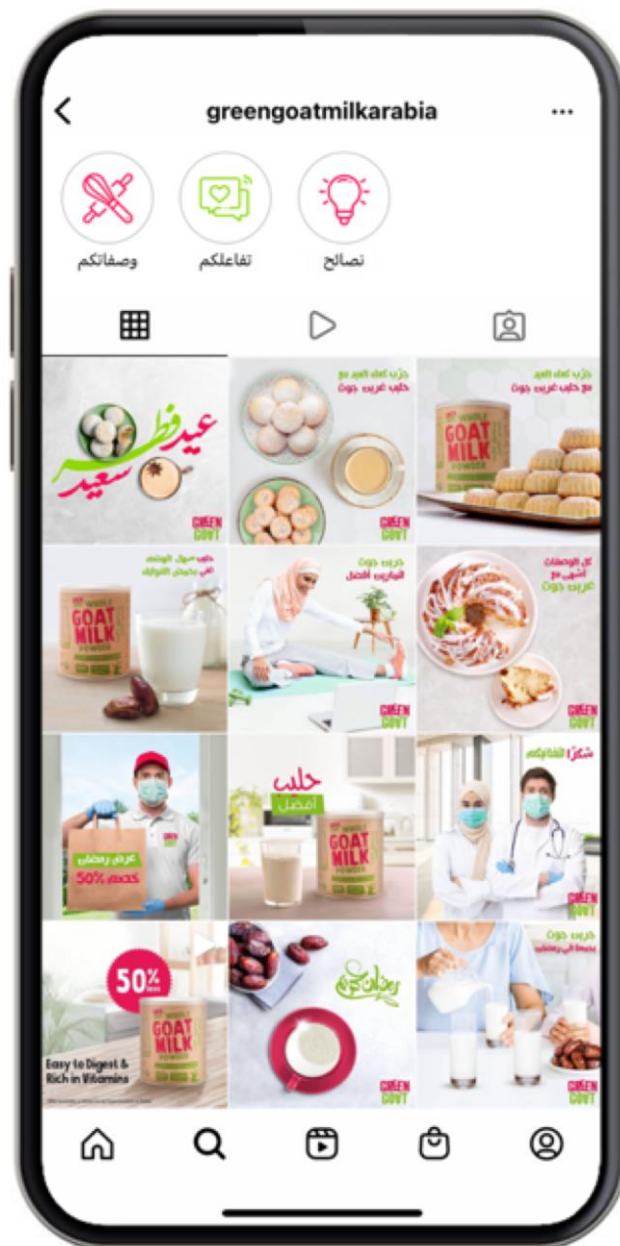


CATEGORY
Fast Casual

PLATFORM



MARKET
Saudi



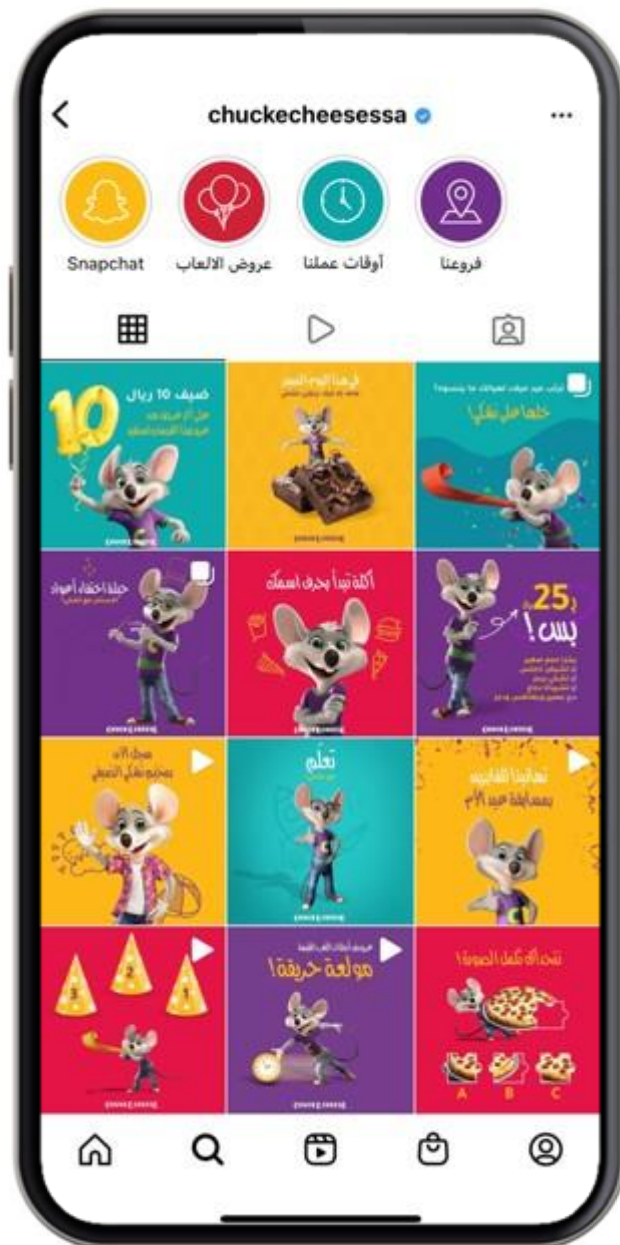
**GREEN
GOVT**

CATEGORY
Dairy Product

PLATFORM



MARKET
UAE



CATEGORY
Family Entertainment

PLATFORM




MARKET
Saudi



سايكو
SAICO

CATEGORY
Insurance

PLATFORM



MARKET
Saudi





CATEGORY
Food Security

PLATFORM



MARKET
Saudi



نايف الراجحي للاستثمار
NAIF ALRAJHI INVESTMENT

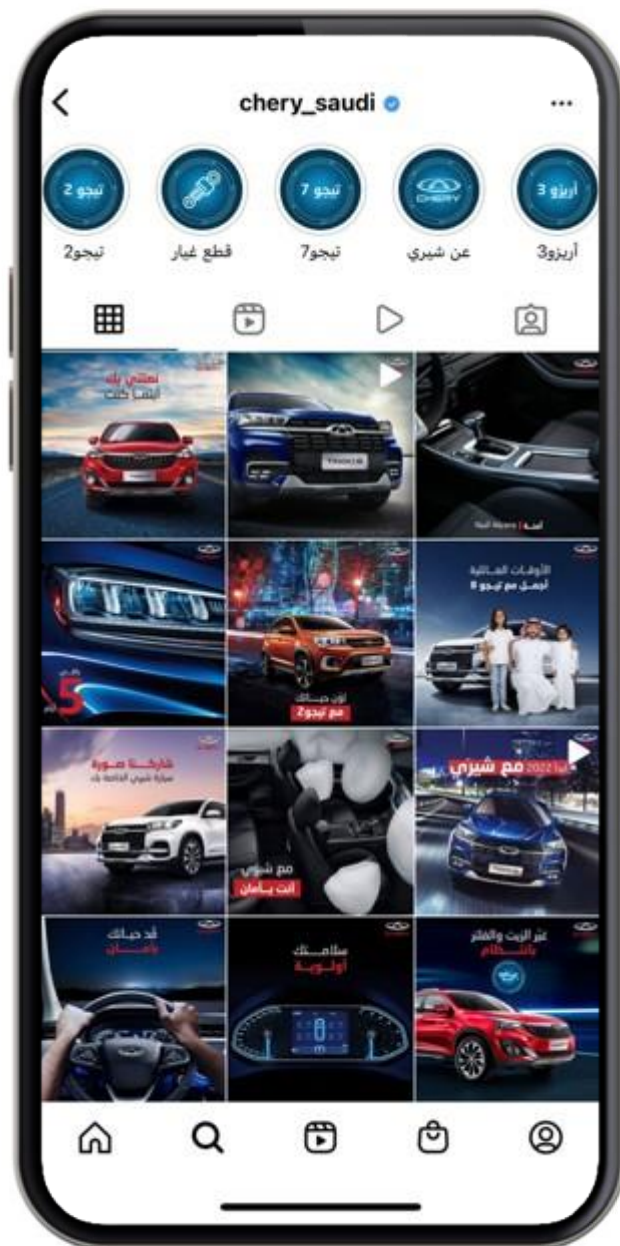
CATEGORY
Investment Company

PLATFORM



MARKET
Saudi



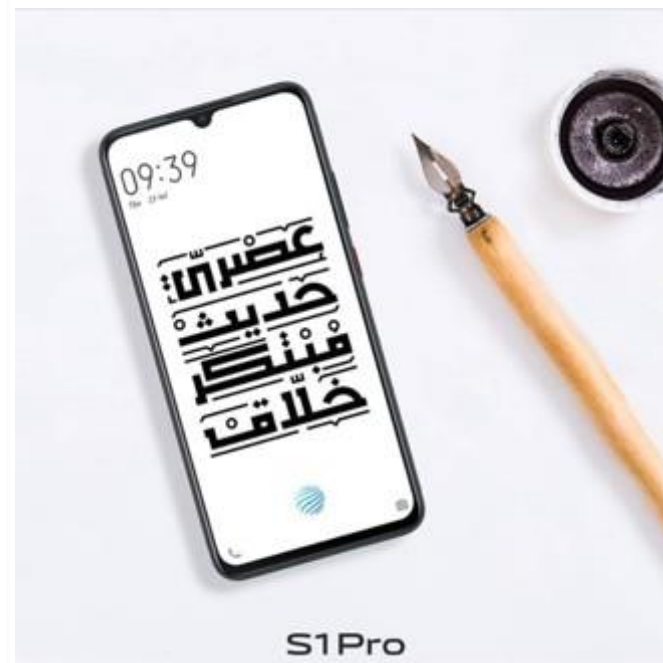
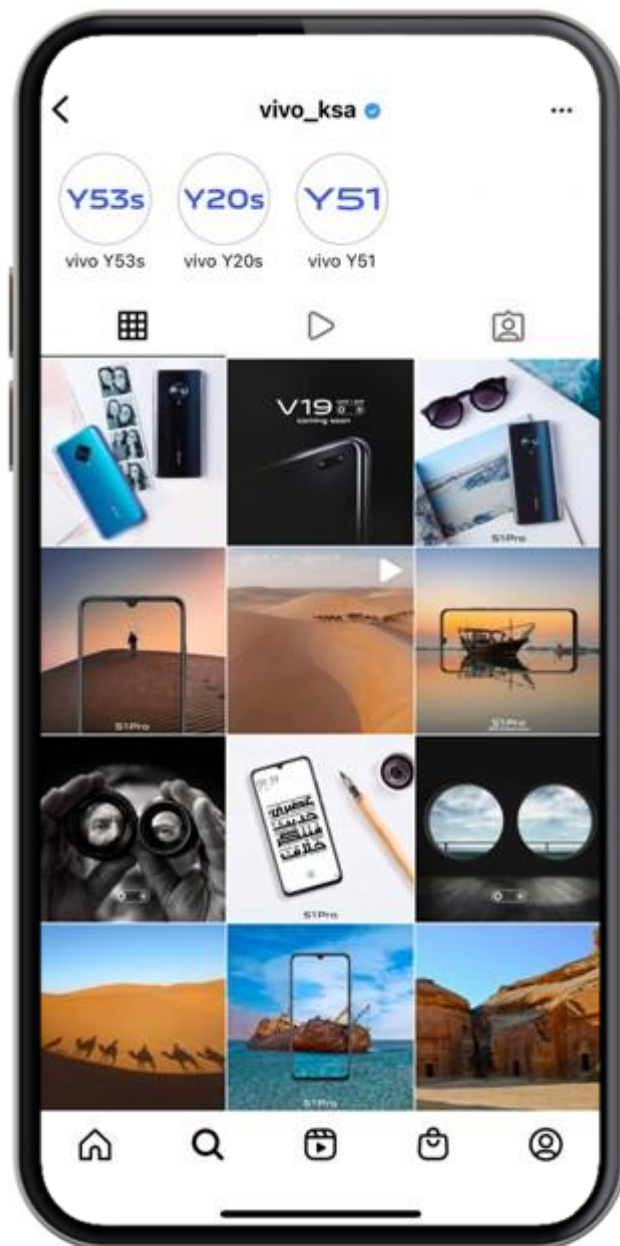


CATEGORY
Automotive

PLATFORM



MARKET
Saudi



vivo

CATEGORY
Phones & Tablets

PLATFORM



MARKET
Saudi





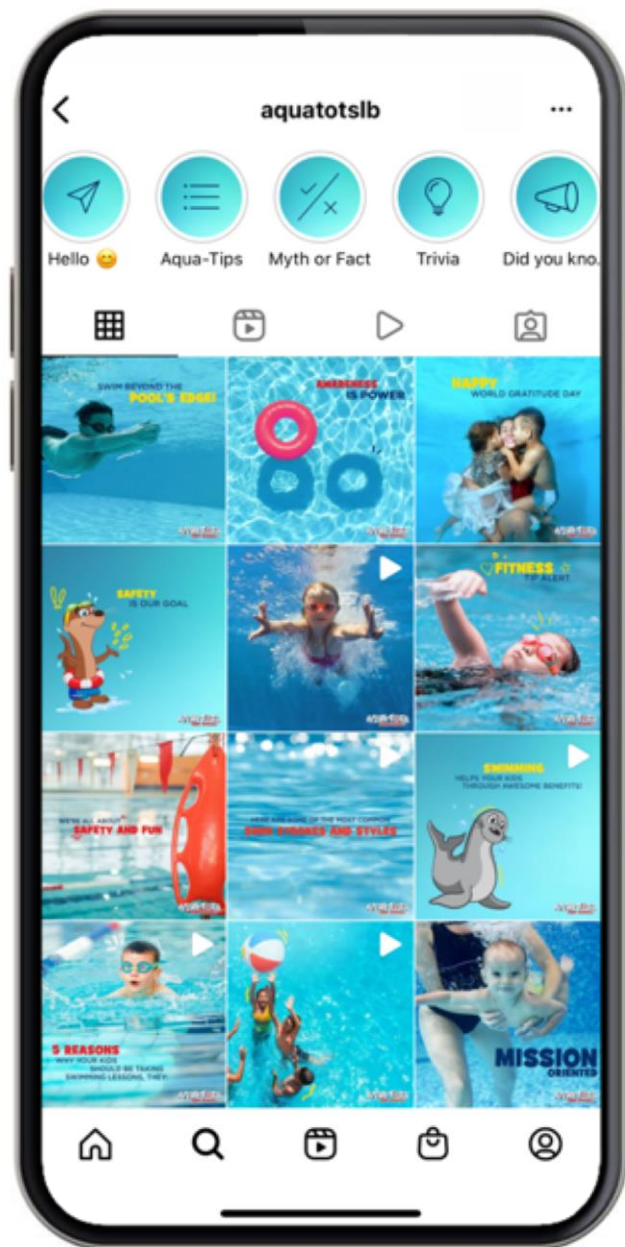
okaïdi
OBAIBI

CATEGORY
Shopping & Retail

PLATFORM



MARKET
Saudi



CATEGORY
Swim School

PLATFORM



MARKET
Lebanon



SOCIAL MEDIA CAMPAIGNS

Social media campaigns help boost awareness, drive action, and convert followers into leads.



BRAND NAME
DECATHLON

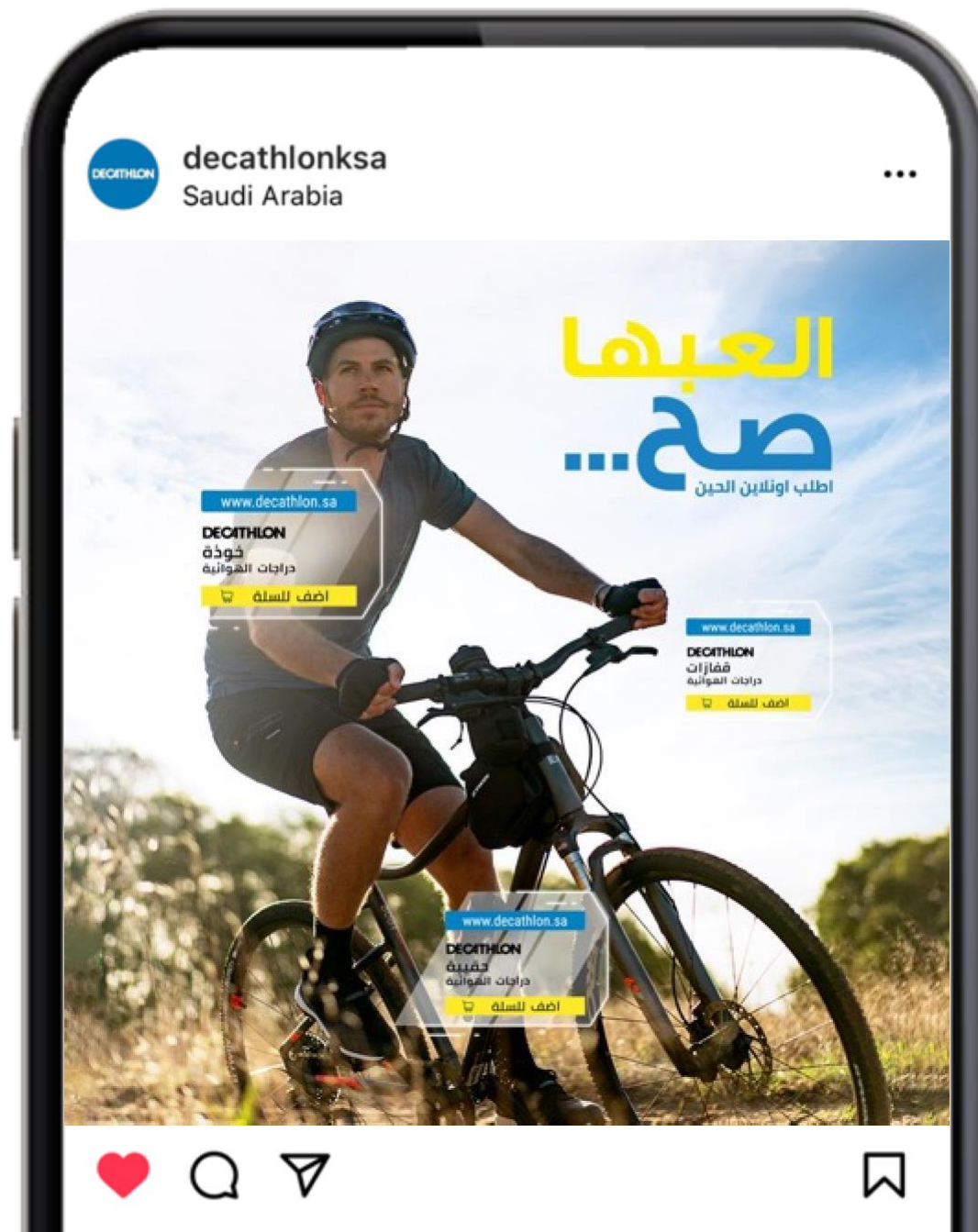
PROJECT
eCommerce Launch

MARKET
Saudi Arabia

OBJECTIVE
Decathlon launched an e-commerce website to amplify its reach in Saudi Arabia. The goal of the campaign was to raise awareness, create a buzz, and ultimately drive traffic to the website.

#ديكاتلون_اونلاين

TOUCHPOINTS





BRAND NAME
ALPHA PLUS

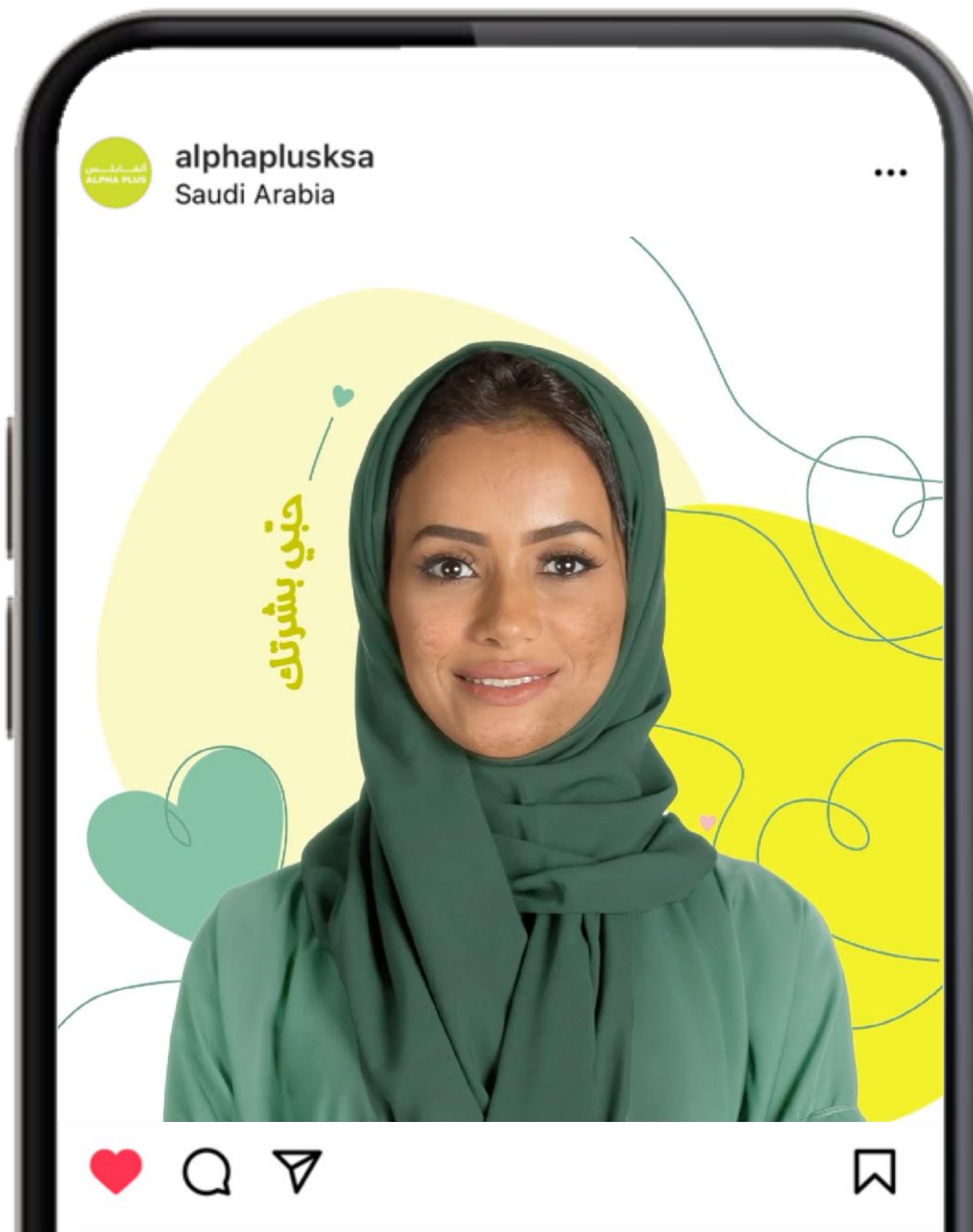
PROJECT
Influencer Collaboration

MARKET
Saudi Arabia

OBJECTIVE
Alpha Plus wants to connect and engage with the audience using endorsements and product mentions from influencers to encourage the community to share UGC content.

#حبي_بشرتك

TOUCHPOINTS





SARA BASRAWI | 74K FOLLOWERS



EMAN MUHANNA | 203K FOLLOWERS



BRAND NAME
CHUCK E. CHEESE

PROJECT
Ramadan Campaign

MARKET
Saudi Arabia

OBJECTIVE
Chuck E. Cheese wanted to increase footfall during the Holy month. The campaign was developed to revive the real Ramadan vibe and spread joy while giving back to the less fortunate.

#الفرحة_بتشكي_فرحتين

TOUCHPOINTS



BRAND NAME
CHUCK E. CHEESE

PROJECT
Ramadan Campaign

MARKET
Saudi Arabia



BRAND NAME
OK AIDI

PROJECT
Ramadan Collection

MARKET
Saudi Arabia

OBJECTIVE
Okaidi wanted to launch their festive collection during the month of Ramadan. The campaign was developed to invite the audience to sparkle and shine in elegant outfits, and celebrate in style.

#رمضان_اوكليدي

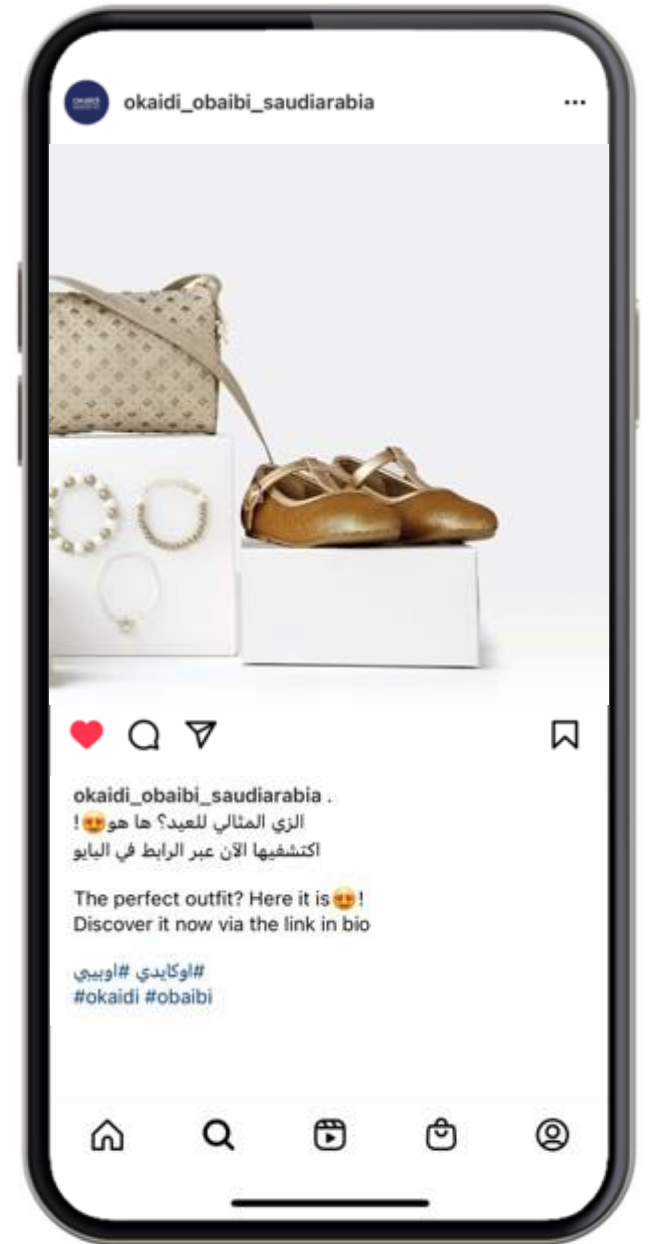
TOUCHPOINTS
 



BRAND NAME
OK AIDI

PROJECT
Ramadan Collection

MARKET
Saudi Arabia



BRAND NAME
MANOOSHA

PROJECT
Euro Cup Campaign

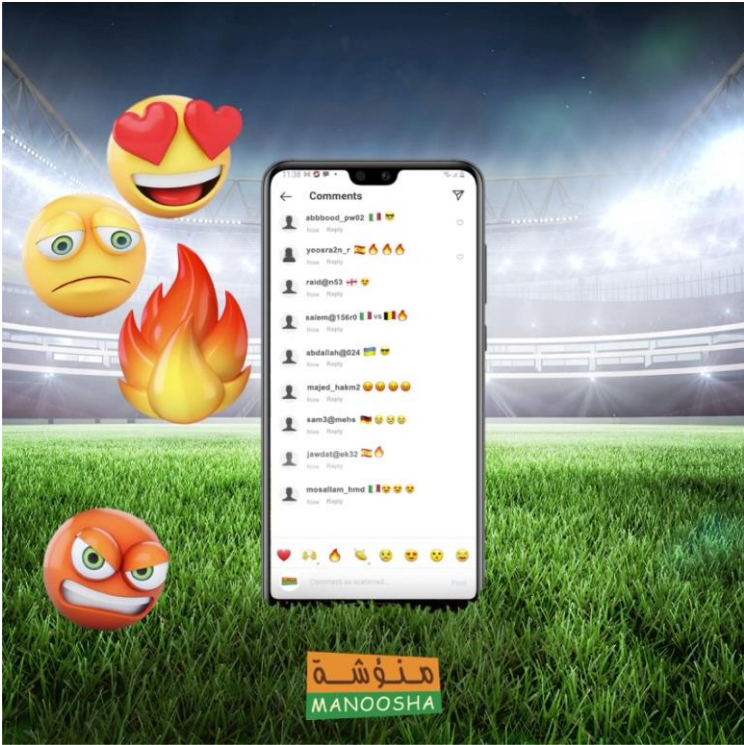
MARKET
Saudi Arabia

OBJECTIVE
The campaign aimed to increase engagement by interacting with the audience with content revolving around the Euro Cup, and connecting with the Saudi football fans who follow us.

#اليورو_مع_منوشة

TOUCHPOINTS





PLAY VIDEO



BRAND NAME
VIVO

PROJECT
S1 Pro Football

MARKET
Saudi Arabia

OBJECTIVE
Vivo enhances everyday experiences. S1Pro provides football lovers a wide and immersive view while watching games. The campaign was developed to highlight the phone and its features.

#VivoS1Pro

TOUCHPOINTS



BRAND NAME
VIVO

PROJECT
S1 Pro Football

MARKET
Saudi Arabia



BRAND NAME
NAD E C

PROJECT
Vitamin Campaign

MARKET
Saudi Arabia

OBJECTIVE
Nadec wanted to launch their new fortified range of products. The campaign was developed to highlight the brand's positive impact on a daily basis through cheerful shots and well lit settings.

تغذي _ حياتك _ كل _ يوم

TOUCHPOINTS



BRAND NAME
NADEC

PROJECT
Vitamin Campaign

MARKET
Saudi Arabia



BRANDING PORTFOLIO

The selected work developed by our team for a memorable, distinct, and timeless logo that tells the brand's story and reflects its message.



BRAND NAME

HALA LONDON

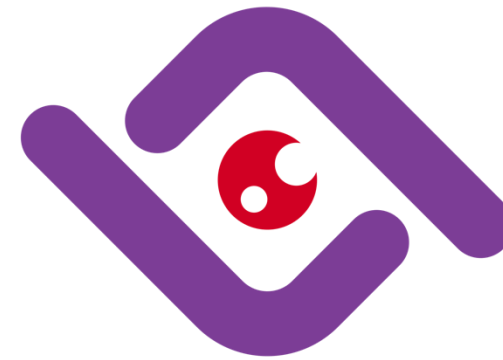
MARKET

EU & MENA

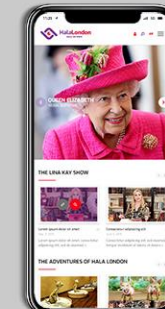
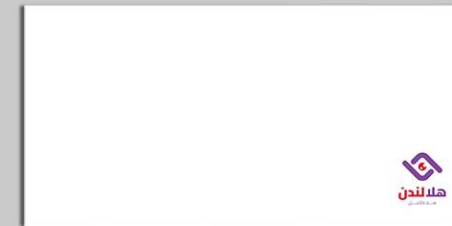
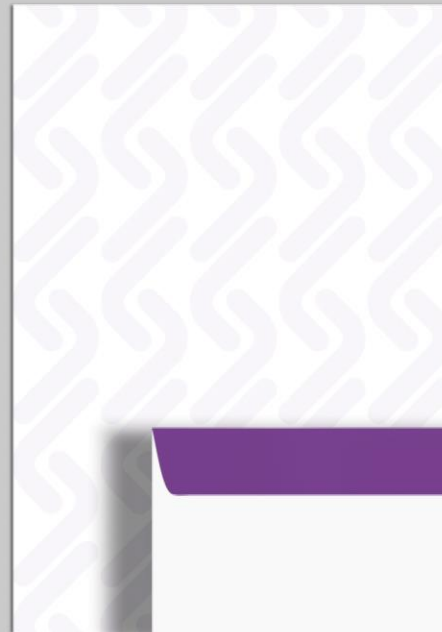
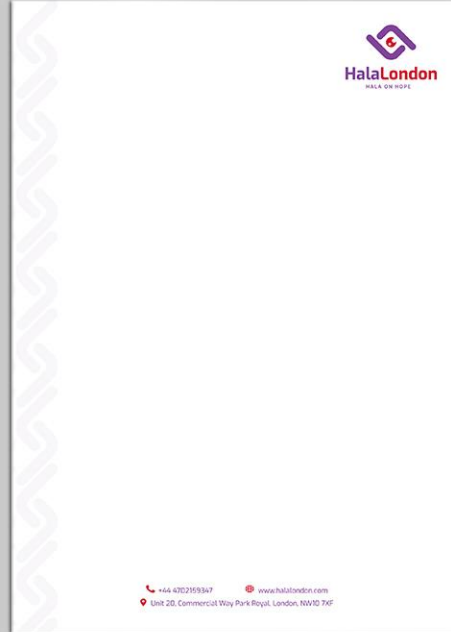
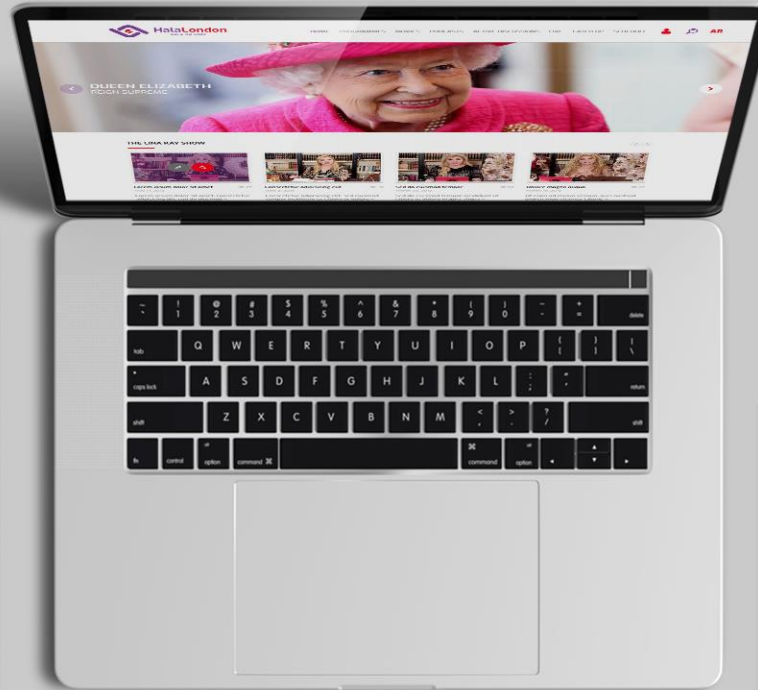
BRAND STORY

Hala London gained fans across the world as it served exciting and unique content, promoting peace and wellness. The brand's identity looked outdated and did not reflect what Hala London stands for.

Our objective was to create a memorable brand story with an uplifted logo and brand promise.



HalaLondon



BRAND NAME

THE PREMIUM COLLECTION

MARKET

Saudi Arabia

BRAND STORY

The Premium Collection is a supplier of a unique automobile class aiming to give the driver an exceptional driving experience. Our objective was to uplift the logo and create a memorable brand story. The lion is a symbol of majesty and strength. The emblem is designed in a curvy approach and sealed in a shield to transmit a luxurious feel.



— THE —
PREMIUM®
COLLECTION



BRAND NAME
Y U S U R

MARKET
Saudi Arabia

BRAND STORY

By providing unique transport solutions, Yusur aims to transform the Hajj or the Umrah experience, making the journey easier and allowing pilgrims to focus on the rituals.

Our objective was to select a brand name that can be easily pronounced and understood by non-Arab Muslims, and create a memorable logo design that tells the brand's story and reflects its message.





BRAND NAME

DETACLOUD

MARKET

Saudi Arabia

BRAND STORY

To provide businesses with innovative solutions, DETASAD launched the first Saudi made cloud marketplace in the region. In order to introduce the product in the Kingdom, a distinct name and brand were created to stand out from the competition, build awareness, and position DETACLOUD as the leader in the cloud servicing field.





PAID MEDIA PROFILE



AL GUTHMI

MARKET

Saudi

OBJECTIVE

Increase landing page traffic

CHALLENGE

Generate 4K clicks with around 22M impressions across KSA and convert them into end customers

SOLUTION

We used different technologies like Push ads notification & Footfall attribution in order to increase sales and footfall to the actual showrooms

RESULTS

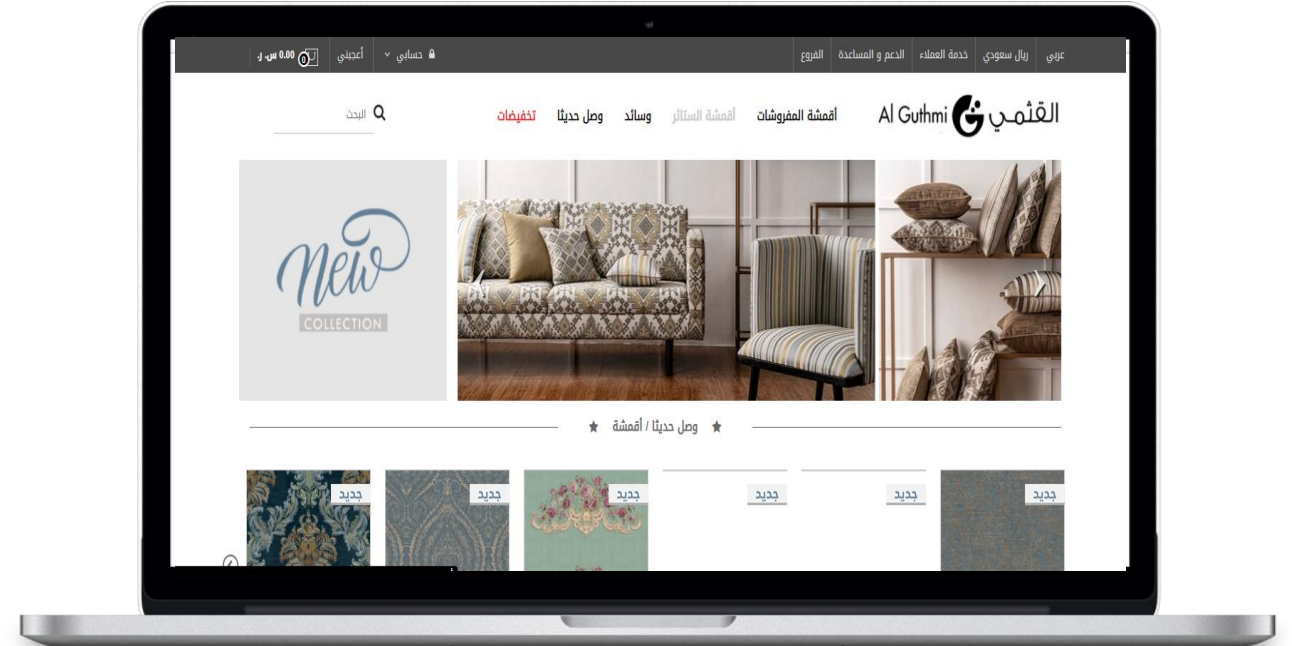
Clicks: 138K

Impressions: 50M

CPM: 1.92\$

Duration: 3 Months

We have achieved more than double the planned clicks & impressions with an average CPM of \$1.92



GXR

MARKET

Saudi

OBJECTIVE

Lead Generation (fill a form)

CHALLENGE

Generate 500 qualified leads across KSA and convert them into end-buyers.

SOLUTION

Appear on different platforms & formats In order to widen our reach

Target news ,business and real estate websites (Ikar, Property Finder , Bayout..) using programmatic

RESULTS

Qualified Leads: Filling a form

Leads: 525

Conversion Rate: 0.47%

CPL: 55\$

Duration: 3 weeks

We have over achieved the leads by 5% with more than 7M impression and 100,000 clicks



DAR AL ARKAN

MARKET

Saudi

OBJECTIVE

Direct users to WhatsApp message

CHALLENGE

Generate 100 leads with more than 10,000 clicks across KSA and convert them into end-buyers.

SOLUTION

Be present on different platforms in order to reach a maximum number of interested users

Presence on real estate websites(Ikar, Property Finder, Bayout...) and on local & international news websites

RESULTS

Qualified Leads: Directing users to WhatsApp message

Leads: 109

Conversion Rate: 0.46%

CPL: 49\$

Duration: 2 weeks

We have achieved more than double the planned clicks and over achieved leads by 9%



REBUNE

MARKET
Saudi

OBJECTIVE
Generate views

CHALLENGE
Achieve around 2.9M views with more than 19M impressions across KSA and convert them customers

SOLUTION
We were very selective in choosing the channels and targeting to reach a high number of users and it was a successful campaign

RESULTS
Views: More than 6M
CTR: 0.33%
CPV: 0.04\$
Duration: 4 weeks

We have achieved more than double the planned views and over achieved impressions by 16%



CHUCK E CHEESE

MARKET

Saudi

OBJECTIVE

Increase Engagements & Views

CHALLENGE

Reach 30K engagements with around 207K views 12K and transform them to customers

SOLUTION

We created an offer campaign to increase engagements on the page

Be present on different platforms in order to optimize by platform and get better results

RESULTS

Engagements: 82K

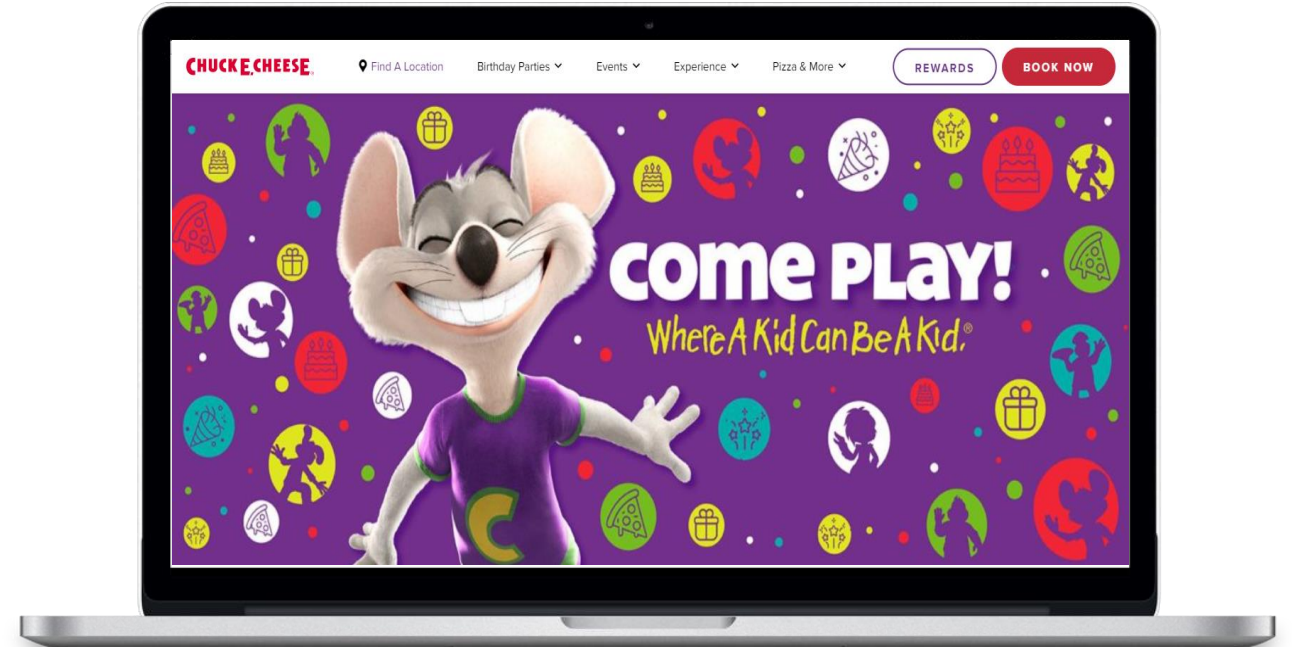
Views: 808K

CPE: 0.13\$

CPV: 0.03\$

Duration: 4 weeks

We have achieved +270% engagements with an average CPE of 0.05\$ and 389% more views with an average CPV of \$0.01



CINNABON

MARKET

Saudi

OBJECTIVE

Increase Engagements & Views

CHALLENGE

Generate around 207K views & 30k engagements across KSA on different channels to attract new customers

SOLUTION

We have created an interactive catalogue that shown the product image, info, pricing and direct users to the Cinnabon's website which lead to an increase of engagements on the page

RESULTS

Objective: Increase views & engagements

Views: 807k

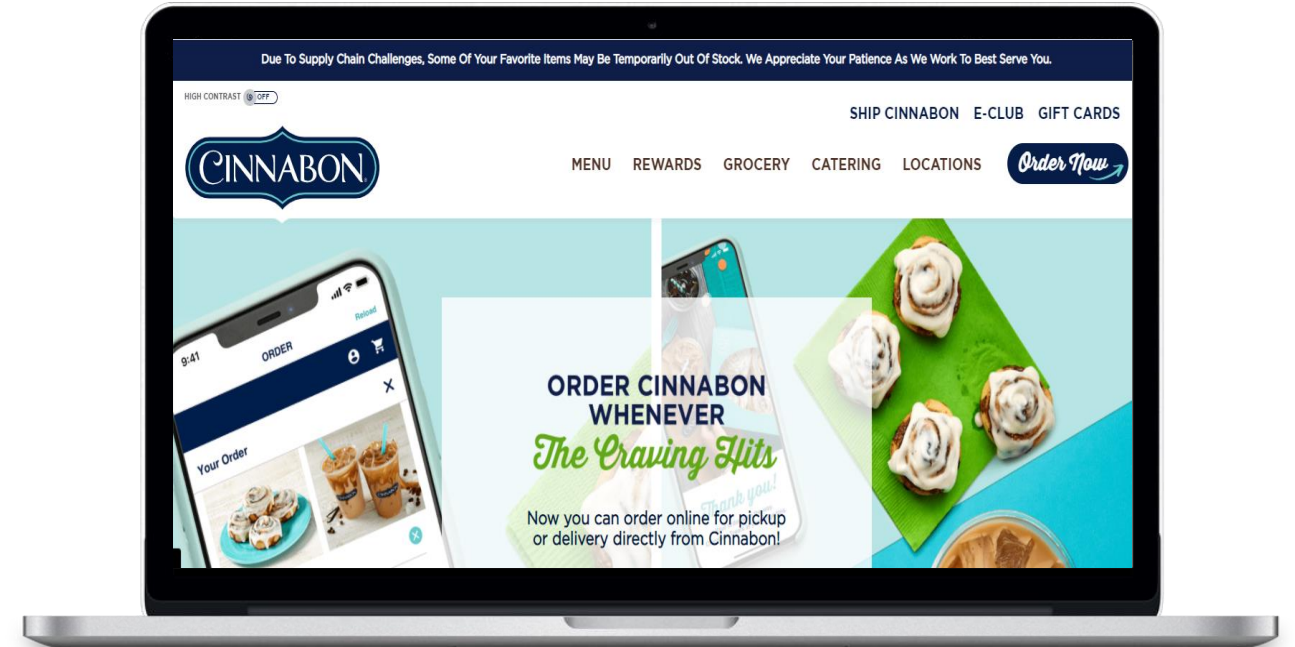
Engagements: 81K

CPV: 0.01\$

CPE: 0.05\$

Duration: 4 weeks

We have achieved +270% engagements with an average CPE of 0.05\$ and 389% more views with an average CPV of \$0.01



BABYLISS

MARKET
Saudi

OBJECTIVE
Increase landing page traffic

CHALLENGE
Achieve 20.5K clicks across KSA on Instagram & GDN and convert them into end buyer

SOLUTION
We have used different landing pages like Extra & Jareer in order to increase the number of Online purchase

RESULTS
Clicks: 63K
Impressions: 7.4M
CPC: 0.45\$
Duration: 4 weeks

We have over achieved the planned clicks by 207% with an average CPC of \$0.45



AVALON ACTIV

MARKET

Saudi

OBJECTIVE

Generate views

CHALLENGE

Attain around 66K views across KSA on different channels to attract users

SOLUTION

We used the swipe able advert format on Instagram by uploading both (static photos & video) within one carousel which lead to high interaction from the users and increases the number of clicks to their website

RESULTS

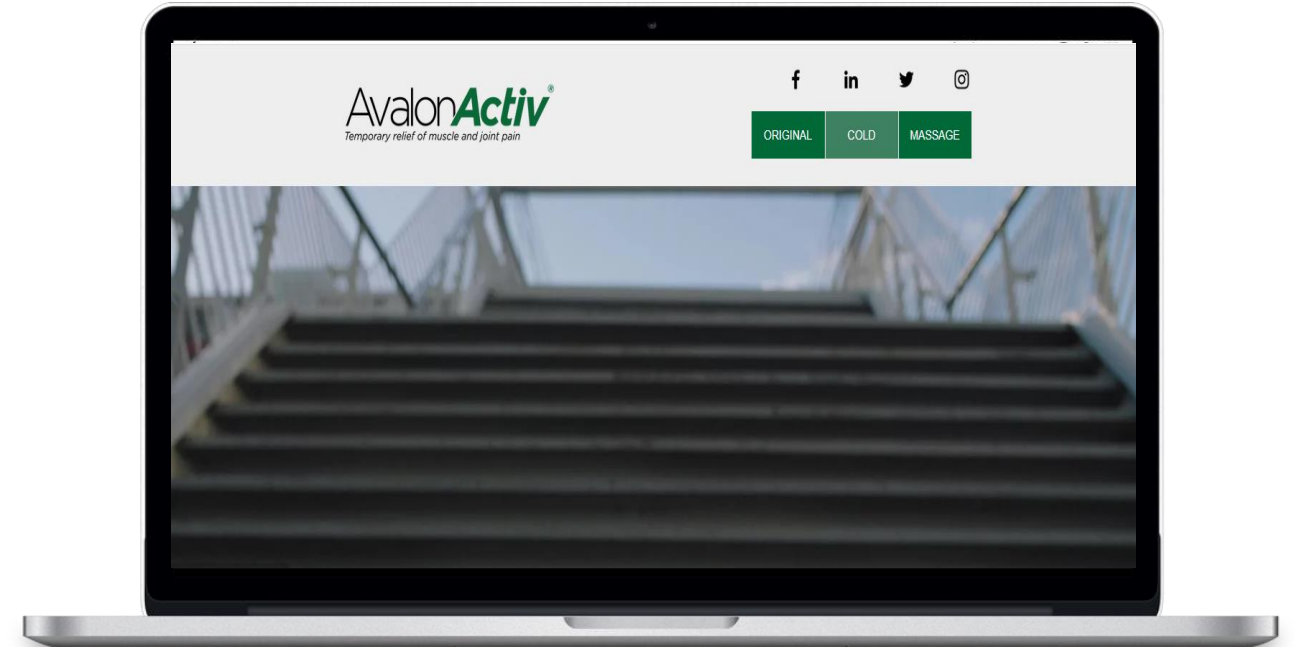
Objective: Increase views

Views: 125K

CPV: 0.03\$

Duration: 4 weeks

We have over achieved the planned views by 89% with an average CPV of \$0.03



KKT

MARKET

Saudi

OBJECTIVE

Lead Generation (fill a form)

CHALLENGE

Achieve around 500 Leads on different channels and convert them into end buyers

SOLUTION

We have used different videos/images in order to optimize and decrease the cost of the lead

We have optimized against target audience (gender, age segment, income, location)

RESULTS

Qualified Leads: Filling a form

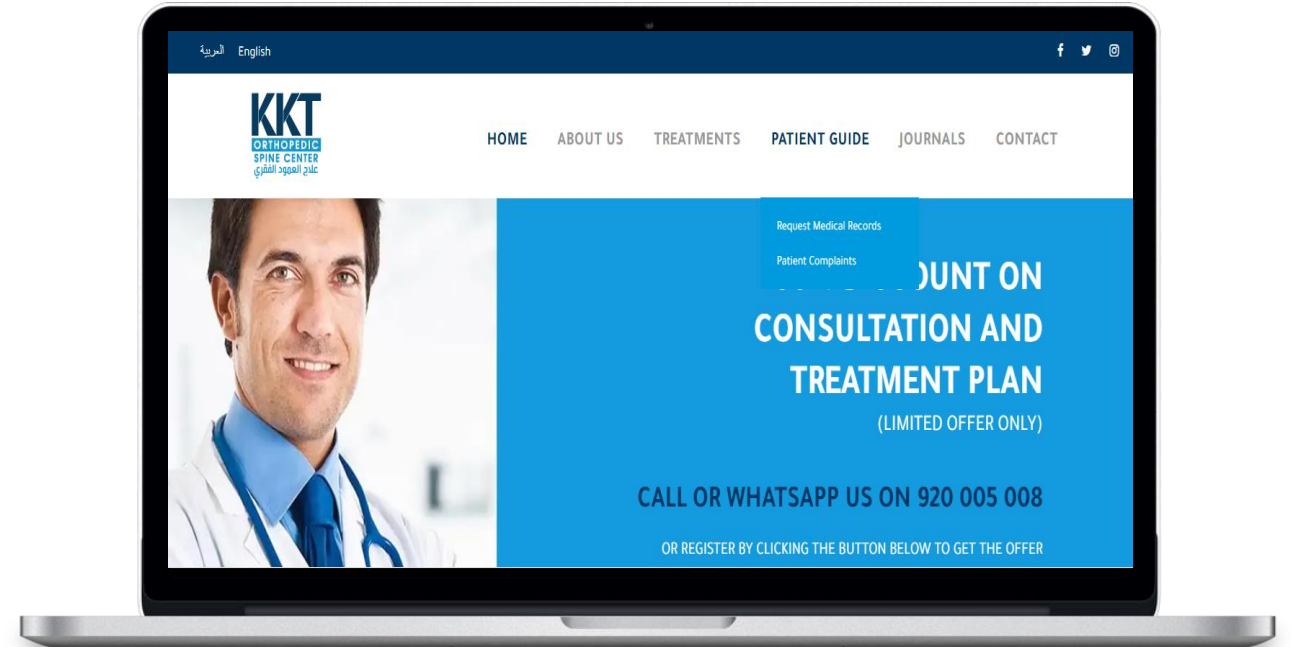
Leads: 721

CTR: 1.28%

CPL: 20.14\$

Duration: 3 weeks

We have over achieved the planned leads by 44% with an average CPL of \$20.14



DMFH

MARKET

Saudi

OBJECTIVE

Increase landing page traffic

CHALLENGE

Attain around 24K clicks & 230K views across KSA on different channels to attract users

SOLUTION

We've targeted our target audience by keywords on Twitter and it was a successful campaign

RESULTS

Clicks: 51K

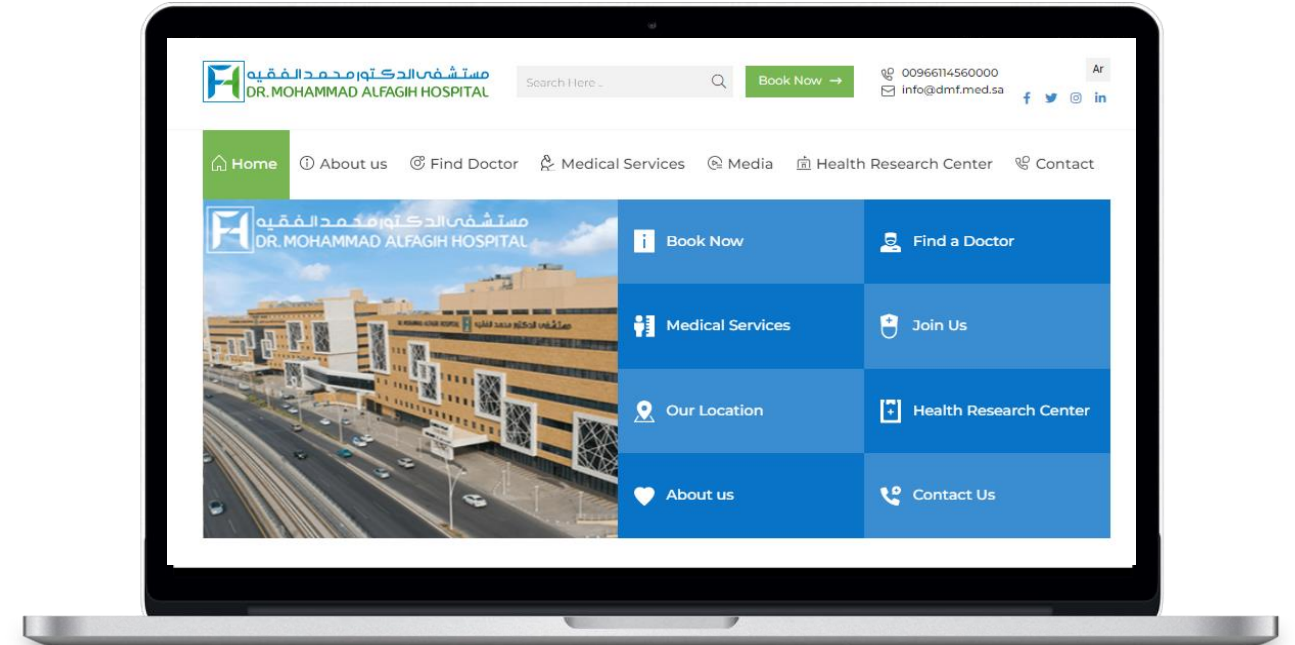
Views: 785k

CPC: 0.41\$

CPV: 0.02\$

Duration: 4 weeks

We have over achieved the planned clicks by 113% with an average CPC of \$0.41



AL QASR MALL

MARKET

Saudi

OBJECTIVE

Increase impressions of the brand

CHALLENGE

Generate around 1.7M impressions across KSA among different channels to attract new customers

SOLUTION

We applied geotargeting feature which helped us to reach customers that entered the determined radius and increase sales

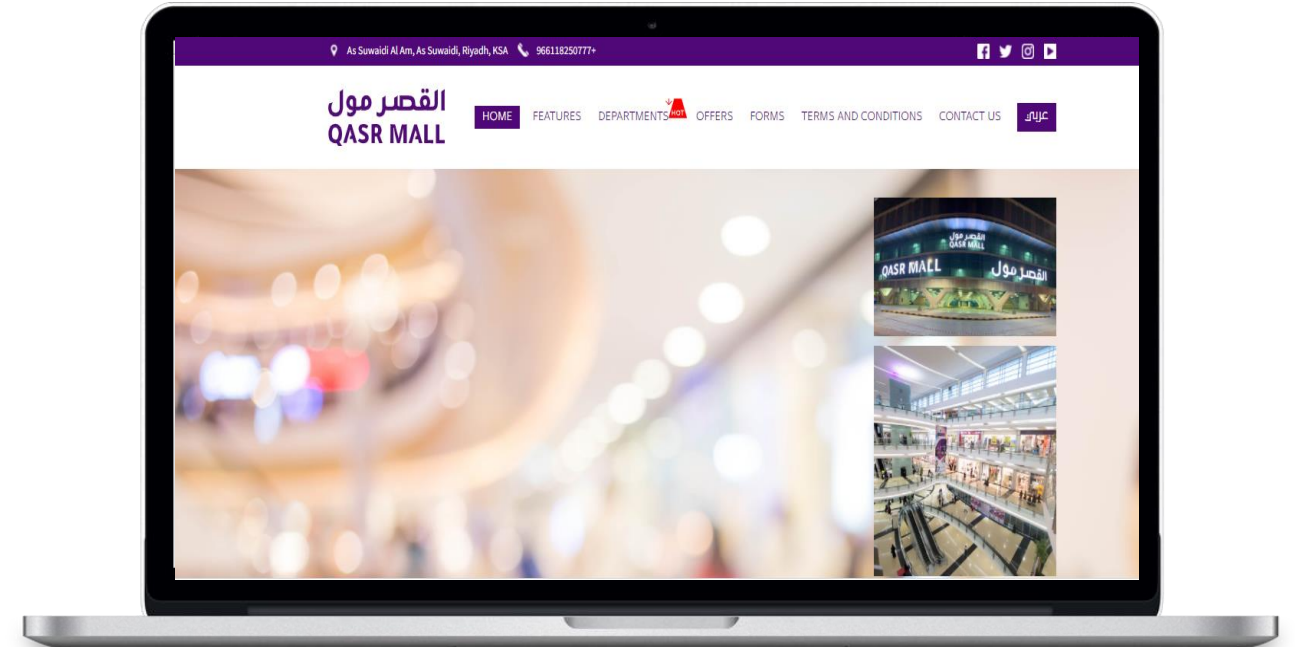
RESULTS

Impressions: 3.1M

CPM: 2.28\$

Duration: 4 weeks

We have over achieved the planned impressions by 82% with an average CPM of \$2.28



THE MOVE

MARKET

Saudi

OBJECTIVE

Increase website traffic & Engagements

CHALLENGE

Reach around 13K clicks and 8k engagements across KSA among different channels

SOLUTION

We used google performance max that includes: Search, Display, & YouTube in order to increase the reach and drive better performance for the campaign

RESULTS

Objective: Direct users to the website & Increase engagements

Clicks: 24.6k

Engagements: 186k

CPC: 0.2\$

Duration: 2 weeks

We have over achieved the planned clicks by 85% and planned engagements by 2,180%



THE ENTERTAINER

MARKET

Saudi

OBJECTIVE

Increase Number of App Installs

CHALLENGE

Generate the maximum number of app installs in KSA on different touchpoints

SOLUTION

We decreased the budget from UAC and allocate it on Snapchat & TikTok since they performed better

We focused on Android devices when it comes to Snapchat & TikTok since Android recorded lower CPI compared to IOS

RESULTS

Objective: Increase number of app installs

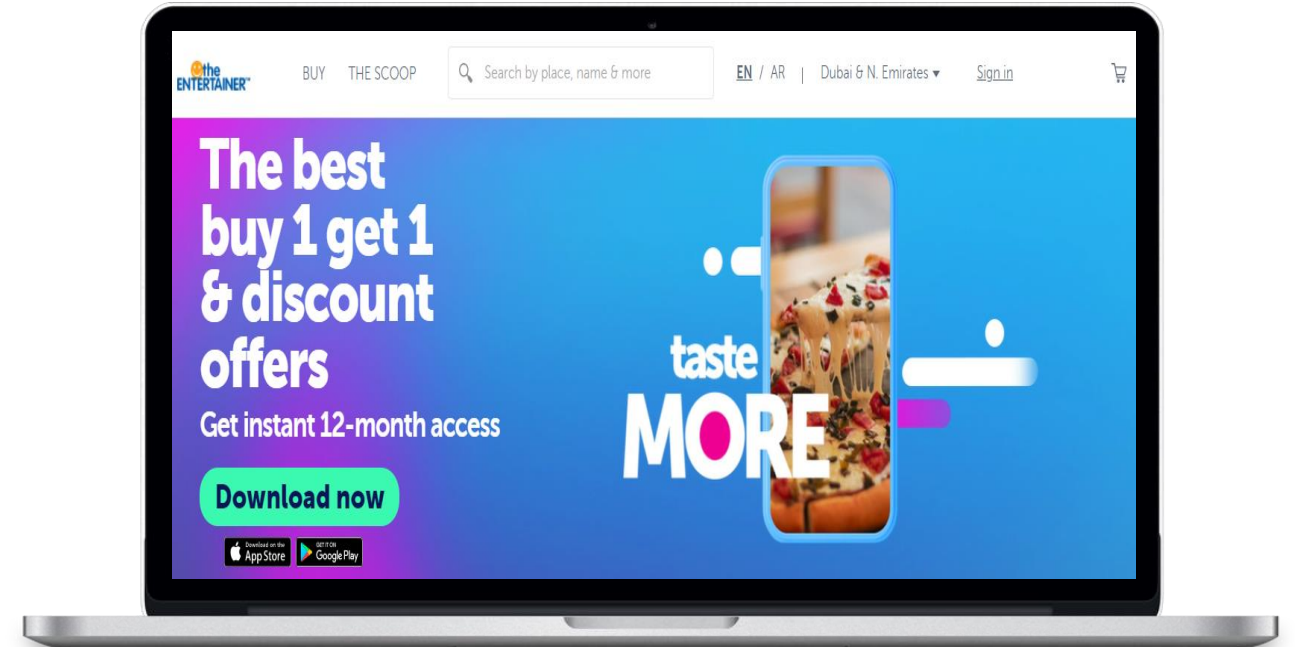
Installs: 1,830

Clicks: 200k

CPI: 6\$

Duration: 4 weeks

We have over achieved the planned clicks by 429% with an average CPI of \$6



ALDENHAM

MARKET

Saudi

OBJECTIVE

Clicks optimized toward leads.

CHALLENGE

Reach around 4.6K clicks across KSA on different channels to generate leads

SOLUTION

We used different visuals/videos with diverse sizes and optimized accordingly against the most performing ad

We applied a geotargeting around the school in order to generate more leads on Facebook & Instagram

RESULTS

Objective: Filling a form

Clicks: 12K

CPC: \$0.41

Leads: 415

Duration: 4 weeks

We have over achieved the planned clicks by 157% and generated 415 leads in total



SOUQ7

MARKET

Saudi

OBJECTIVE

Increase Engagements & Number of followers

CHALLENGE

Achieve around 5K engagements on Instagram & LinkedIn with around 2.7K followers on Twitter

SOLUTION

Be present on different platforms in order to optimize by platform and get better results

We used an attractive promoted tweet on Twitter for the follower campaign

RESULTS

Objective: Increase number of engagements & followers

Engagements: 15K

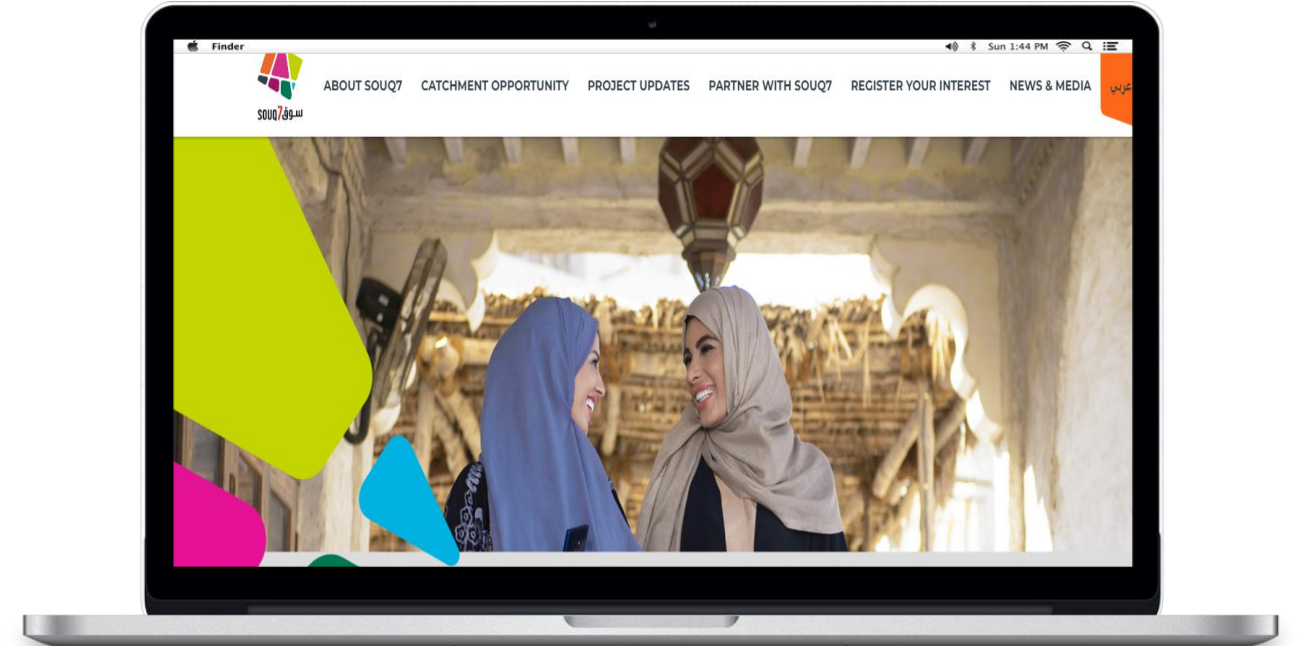
Followers: 2,729

CPE: \$0.13

CPF: \$2.19

Duration: 4 weeks

We have over achieved the planned clicks by 243% and generated 2,729 leads on Twitter



RIGHT CHOICE REALITY

MARKET

UAE - UK

OBJECTIVE

Generate Leads (Fill a form)

CHALLENGE

Generate 1.7K clicks across UK and convert them into end customers

SOLUTION

We optimized toward best performing keywords

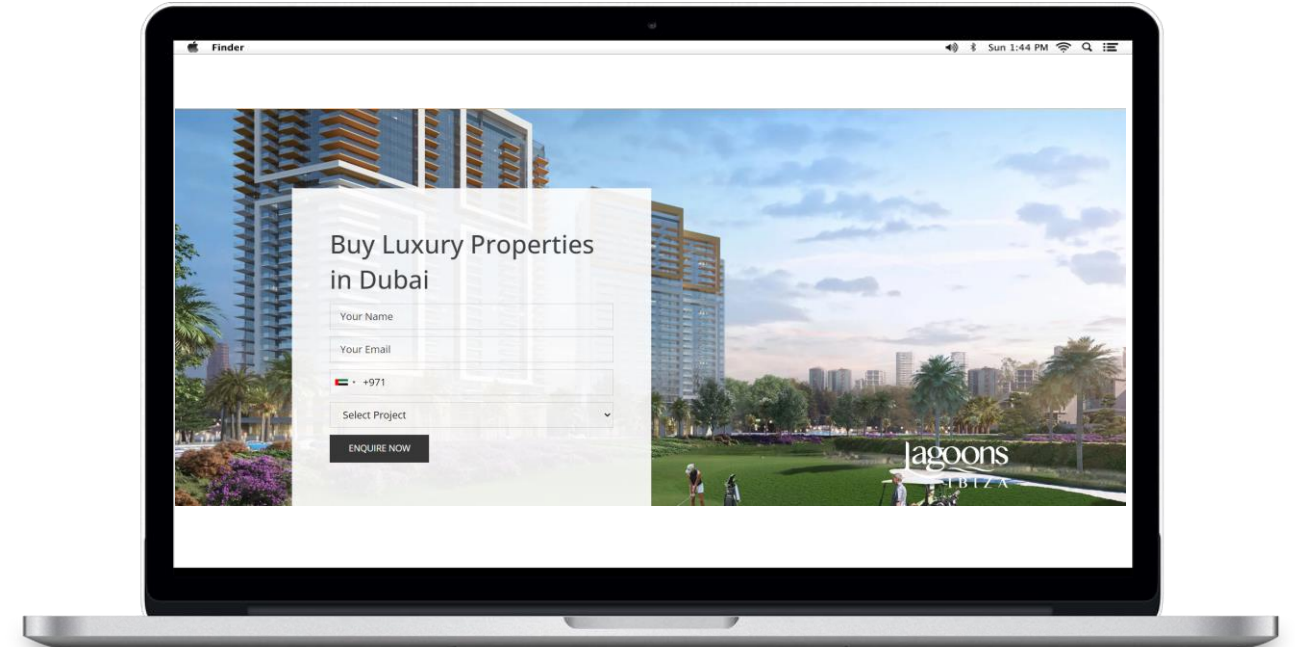
RESULTS

Clicks: 2.2K

Impressions: 30K

Duration: 1 Month

We have achieved +28% of the planned clicks and generate around 30 leads



MITSUBISHI

MARKET

Saudi

OBJECTIVE

Direct users to the website

CHALLENGE

Achieve 474 clicks across KSA

SOLUTION

- We optimized towards best performing countries (Kuwait & KSA)
- We allocated more budget on English ad copies since they achieved better than the Arabic ones

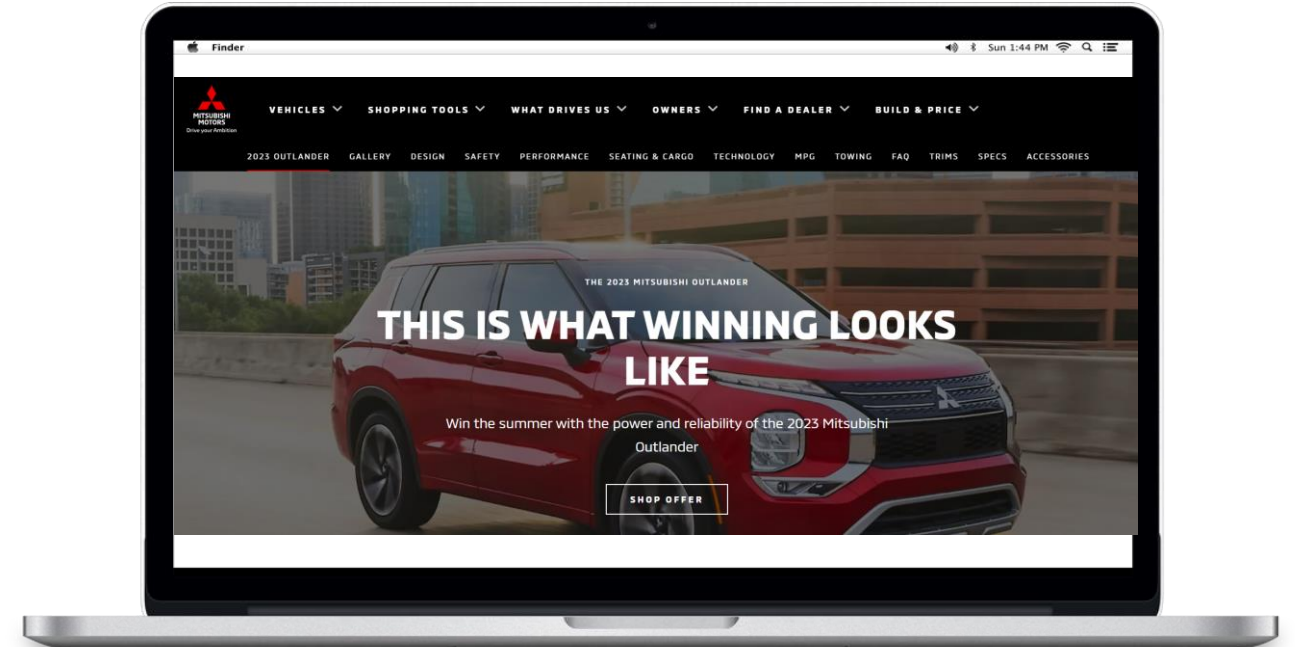
RESULTS

Clicks: 54,267

Impressions: 2,346,117

CTR: 2.31%

We have achieved +438% of the planned clicks



CREDIMAX

MARKET
Bahrain

OBJECTIVE
Direct users to the website

CHALLENGE
Achieve 932 clicks across Bahrain

SOLUTION

- As the English ad copies performed better than the Arabic ones, we increased the budget allocated to them.

RESULTS

Clicks: 3,061
Impressions: 23,972
CTR: 12.77%

We have achieved +228% of the planned clicks



WEBSITES



BASSOUL HENEINE

MARKET

Lebanon

OBJECTIVE

Building a new website for Bashen's brand name cars and services that offers.

CHALLENGE

Presenting car information in a user friendly and attractive way that reflect car features.

SOLUTION

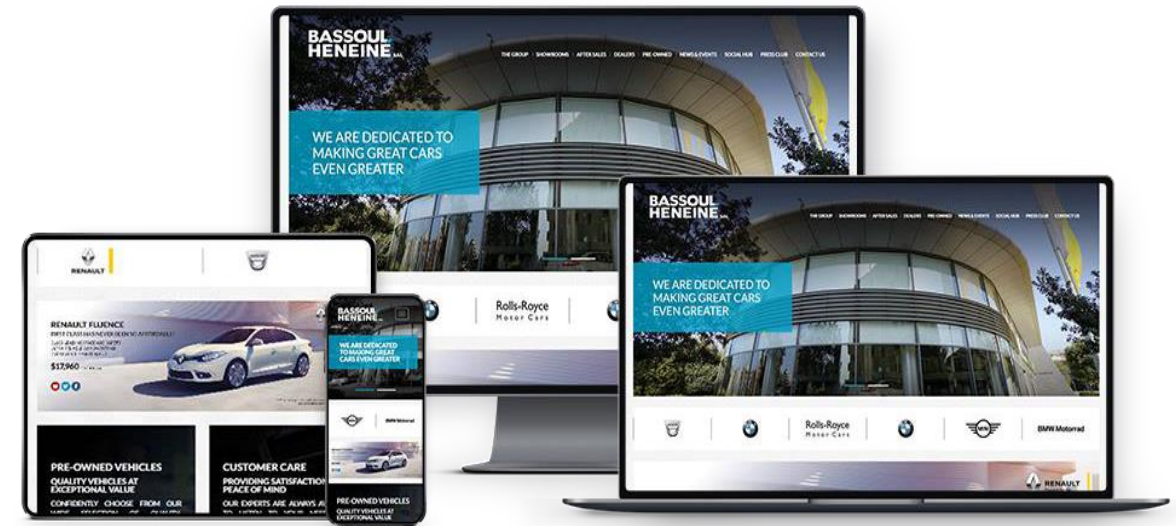
A website that lists a wide variety of cars, presenting their features, prices, and after-sale services.

RESULTS

- Informative website
- Responsive website
- Efficient UX/UI design
- Deliver conversion-focused design
- Deliver a user-friendly website

WEBSITE

<https://www.bashen.com/>



SIBLOU

MARKET

Lebanon

OBJECTIVE

Created a new website to present a lot of delicious recipes for the user to try from Siblou products.

Allow the user to become a Siblou distributor.

CHALLENGE

Providing the user with a clear way to view variety of products and recipes.

Providing the user with a simple form to become a distributor.

SOLUTION

Short form

Search functionality

User-friendly website in terms of user journey and design

RESULTS

Responsive website

Efficient UX/UI design

Deliver conversion-focused design

Deliver a user-friendly website

WEBSITE

<http://www.siblou.com>



AUB

MARKET

Lebanon

OBJECTIVE

Create a website that allows students to view courses, classes, and admissions online.

CHALLENGE

Detailed information of all majors and courses
Smooth administration process
Prominent search functionality

SOLUTION

Rich content
User-friendly website

RESULTS

Responsive website
Efficient UX/UI design
Deliver conversion-focused design
Restructure website

WEBSITE

<https://www.aub.edu.lb/>



ALMARAI

MARKET

Saudi

OBJECTIVE

Create a website that showcases AlMarai products and recipes.

CHALLENGE

Almarai wanted to stimulate demand for its refreshing juices, while emphasizing its superior quality products to its audience. It aimed to achieve maximum online presence.

SOLUTION

SMV Group commissioned MindField Digital to develop the Almarai Juices website project. The website needed to be designed and developed in a reliable and user-friendly manner. It had two side panels that slide out when needed and a shortcut for all the website's highlights. There was a section for cataloging the juices, along with their nutritional facts, bottle size, and other pertinent information. There was another section where you could go through their media, which later included an entertainment page filled with games. The website was available in both Arabic and English for different audiences.

RESULTS

Informative website

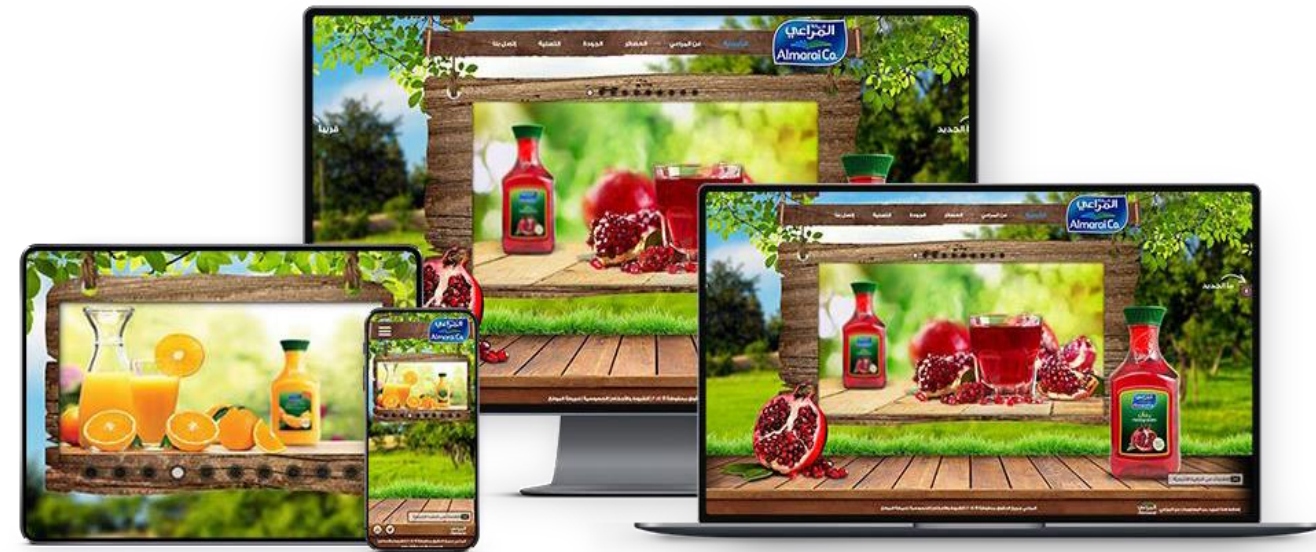
Responsive website

Efficient UX/UI design

Deliver conversion-focused design

WEBSITE

<https://www.almarai.com/en>



NADEC

MARKET

Saudi

OBJECTIVE

Created a new website to present a lot of Nadek products.

Allow the user to become a supplier.

CHALLENGE

Providing the user with a clear way to view variety of products.

Providing the user with a simple form to become an investor.

SOLUTION

User-friendly website in terms of user journey and design

RESULTS

Informative website

Responsive website

Efficient UX/UI design

Deliver conversion-focused design

Bilingual website

WEBSITE

<https://nadek.com/en/>



L'AZURDE

MARKET

Lebanon

OBJECTIVE

To create an online jewelry store that promotes the company's name across the MENA region.

CHALLENGE

L'AZURDE wanted to promote its name across the MENA region, and broaden its reach to segments from different backgrounds. L'AZURDE also sought to extend its social media presence and stimulate engagement, as well as increase its store Visibility.

SOLUTION

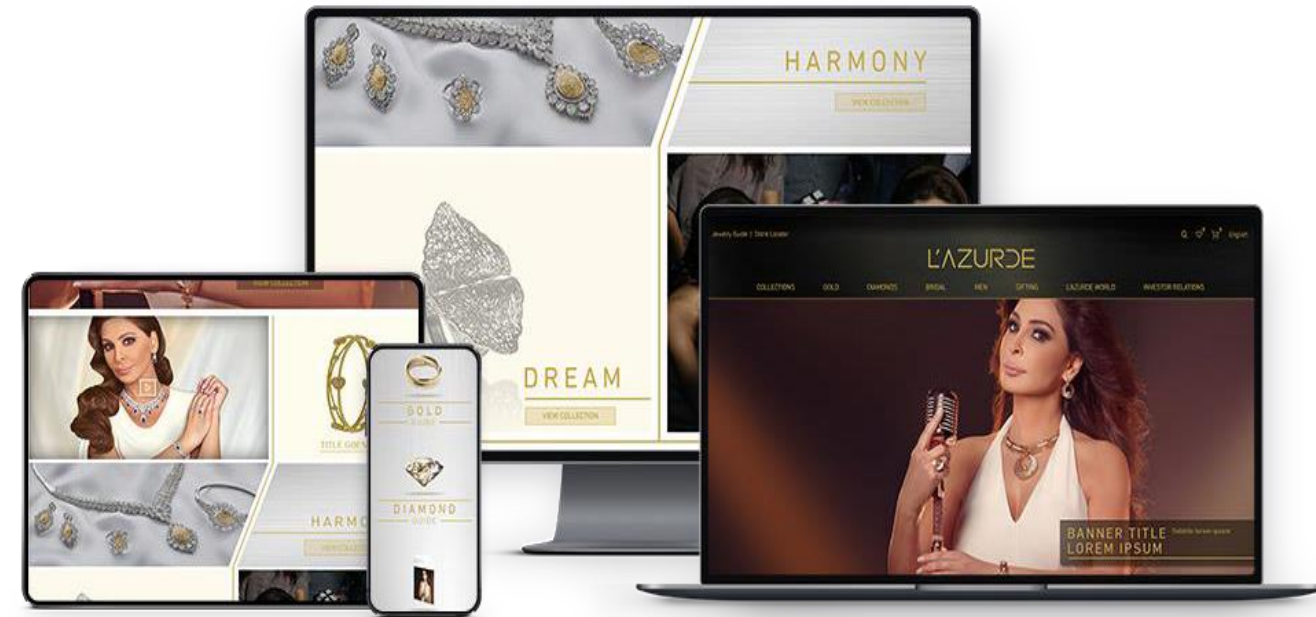
Develop a website that contains a list of product collections, the company's story, a heritage section, and additional catalogues. A one-step login through Facebook and Twitter was added. This allowed the audience to favour a product and share it with friends.

Allowed fans to create personalized greeting cards, by combining an image from the jewelry collections and a poem by Nizar Qabbany and sharing it with their friends

Developed a competition in the holidays' spirit where online fans could vote for their favourite sets, and valuable prizes were distributed to winners.

RESULTS

The competition was very well received; it increased L'AZURDE's fan base by 8,000 likes by the end of the first week. This played a major role in improving its social media presence and web visits.



WEBSITE

<https://lazurde.com/>

CARREFOUR

MARKET

Lebanon

OBJECTIVE

Create a website to present and sell products online.

CHALLENGE

Building an ecommerce website with advanced search functionality and allow users to create profiles of their own.

SOLUTION

Created a website to show product information that will lead to more conversion.

Allowed users to create their own wish lists.

RESULTS

Informative website

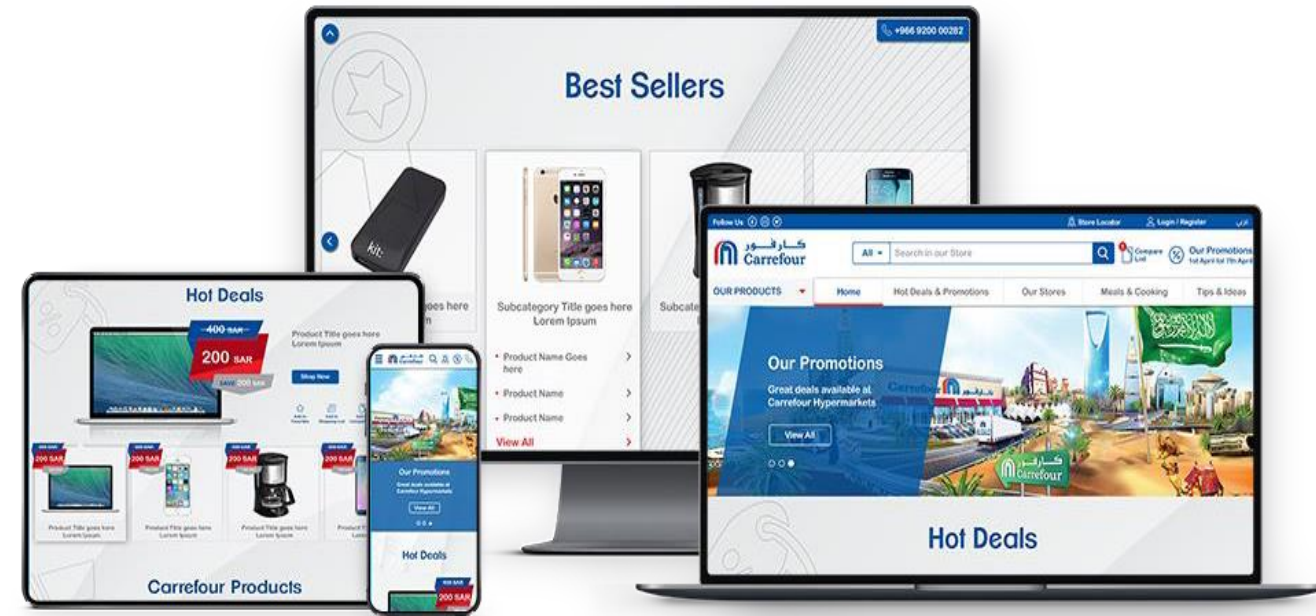
Responsive website

Efficient UX/UI design

Deliver conversion-focused design

WEBSITE

<https://www.carrefourlebanon.com/maflbn/en/>



GOODY

MARKET

Saudi

OBJECTIVE

Created a new website to present a lot of delicious recipes for the user

CHALLENGE

Providing the user with a clear way to view variety of products and recipes.

Providing the user with a smooth search functionality.

SOLUTION

User-friendly website in terms of user journey and design

RESULTS

Responsive website

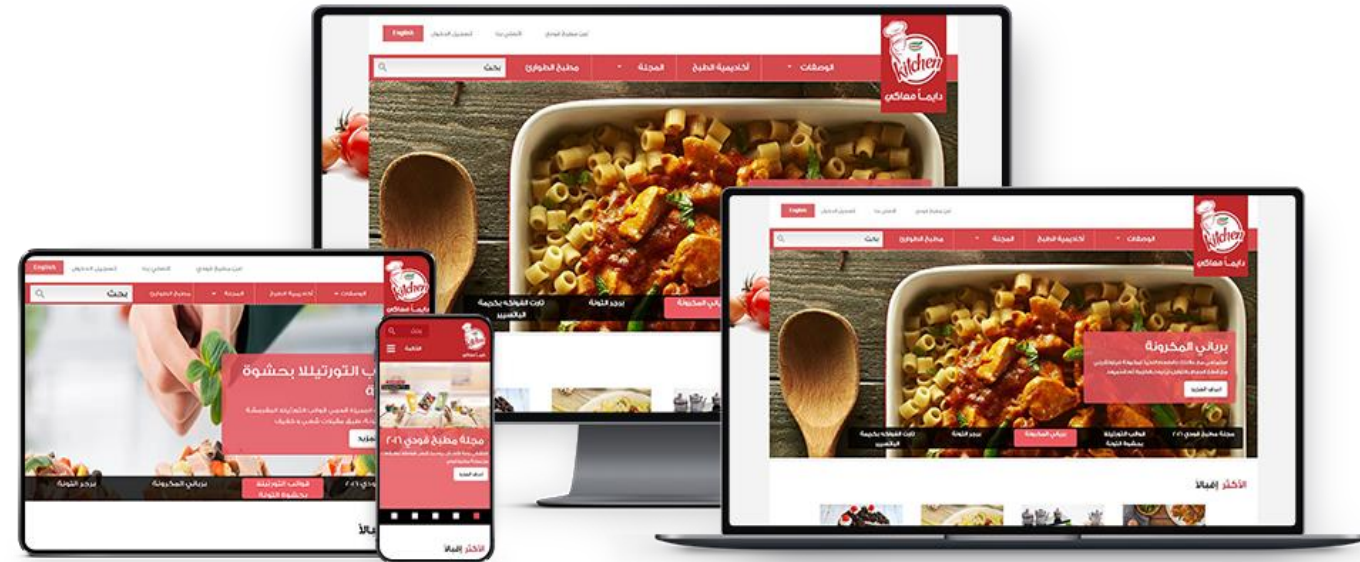
Efficient UX/UI design

Deliver conversion-focused design

Deliver a user-friendly website

WEBSITE

<https://www.goodykitchen.com/en>



SADAFECO

MARKET

Saudi

OBJECTIVE

Building a new website for SADAFECO company.

CHALLENGE

The goal is to create a new website from a UX/UI perspective, using new technologies and trendy features, to capture the essence of the company.

SOLUTION

The aim of this resulted website is to reinforce the brand and image of SADAFECO company on the Internet to drive new potential customers to the business.

The website highlights what makes the business stand out and supports the business from an investment and customer standpoint.

RESULTS

Responsive website (mobile first approach)

Efficient UX/UI design

Deliver conversion-focused design

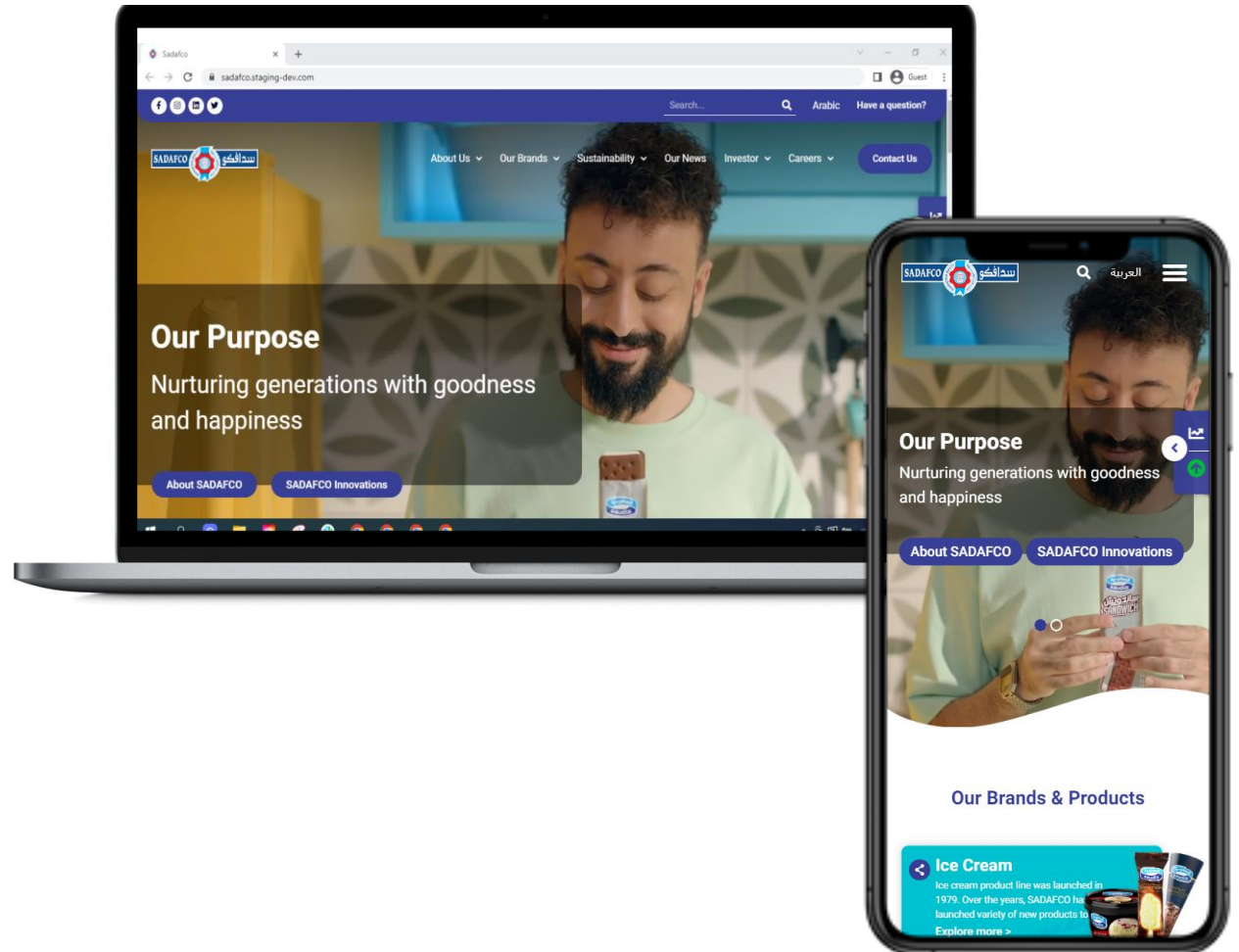
Deliver a user-friendly website

Restructure website

Bilingual website

WEBSITE

<https://www.sadafco.com/>



FORTHING

MARKET

Saudi

OBJECTIVE

Building a new website for Forthing new car.

CHALLENGE

Presenting car information in a user friendly and attractive way that reflect car features.

SOLUTION

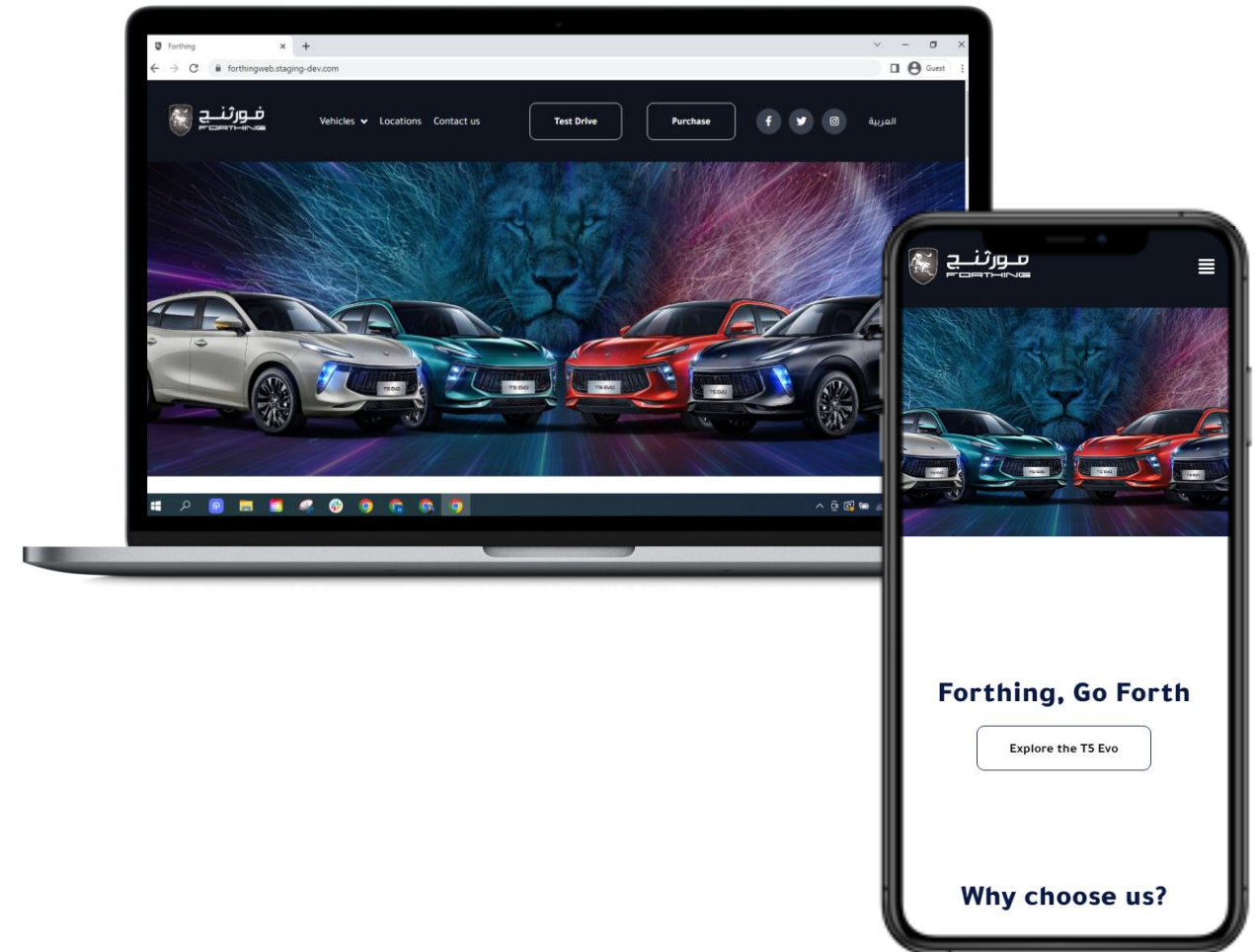
A website that describes car's features and offers customer forms to book test drives and other form to purchase the car.

RESULTS

Responsive website (mobile first approach)
Efficient UX/UI design
Deliver conversion-focused design
Deliver a user-friendly website
Restructure website

WEBSITE

<https://forthing.com.sa/>



CINNABON

MARKET

Saudi

OBJECTIVE

Building a brand new website for Cinnabon Saudi.

CHALLENGE

Cinnabon wanted to stimulate demand for its products, while emphasizing its superior quality to its customers. It aimed to achieve maximum online presence.

SOLUTION

Created a website to show product information. allow customers to submit feedback.

RESULTS

Responsive website (mobile-first approach)

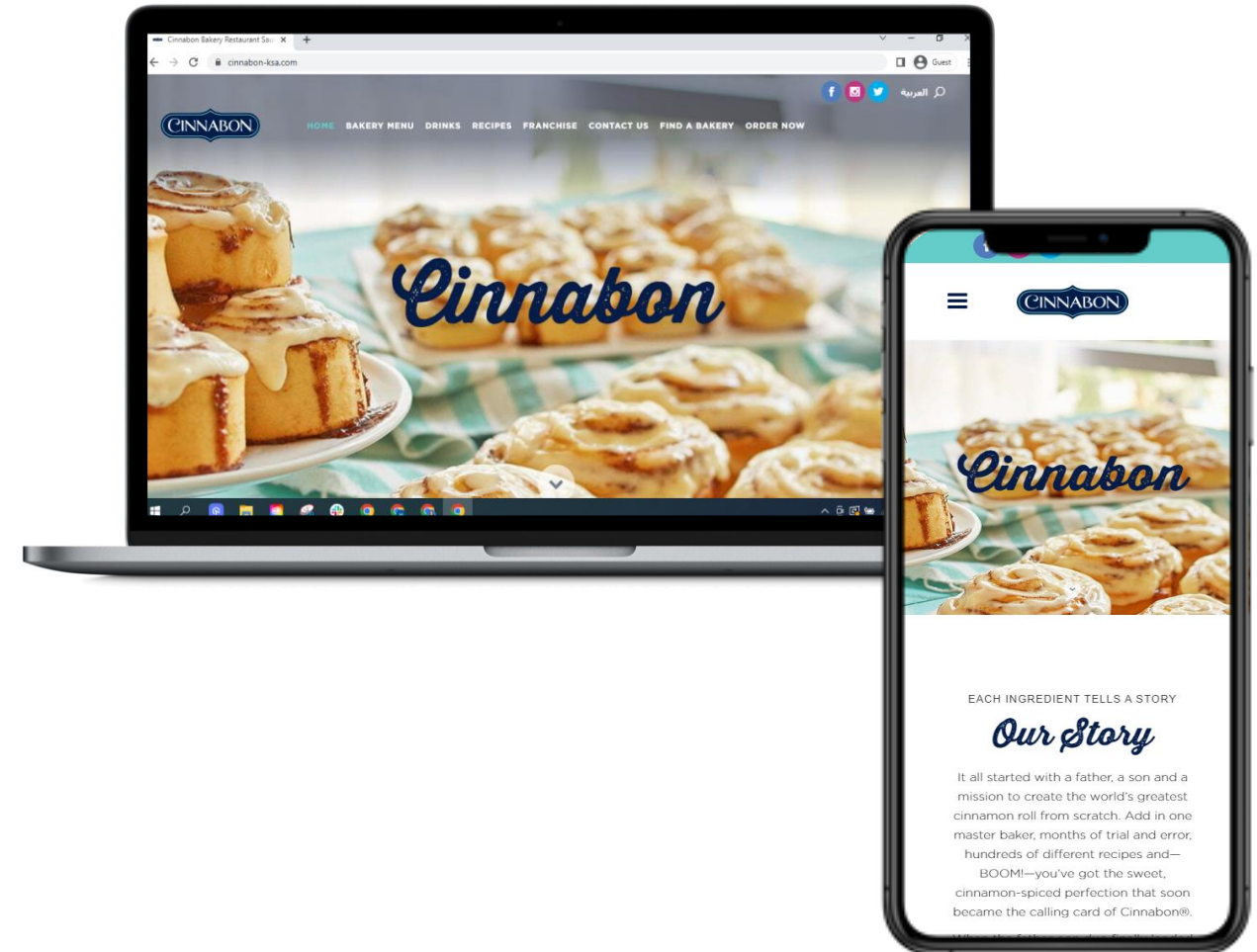
Efficient UX/UI design

Deliver conversion-focused design

Conduct a UX usability test/Audit

WEBSITE

<https://cinnabon-ksa.com/>



AL AILA RICE

MARKET
Saudi

OBJECTIVE
Building a landing page to promote AlAila Rice product

CHALLENGE
Offer a landing page with attractive design and storytelling style.

SOLUTION
Website rebranding
User-friendly website in terms of user journey and design

RESULTS
Be responsive across devices
Be browser compatible
Efficient UX/UI design
Clean design

WEBSITE
<https://www.mayar.com/AlAilaFortified/>



EDITION HATEM

MARKET

Lebanon

OBJECTIVE

Create a website to publish and sell children books and guides for teachers

CHALLENGE

Building a book library website with advanced search functionality and provide teachers with a private portal where they can download teacher guides.

SOLUTION

Built a website that:

List books and detailed information about each

Allow customers to pay for and purchase

Provide teachers with private portal to allow them to download teaching guides

RESULTS

Be responsive across devices

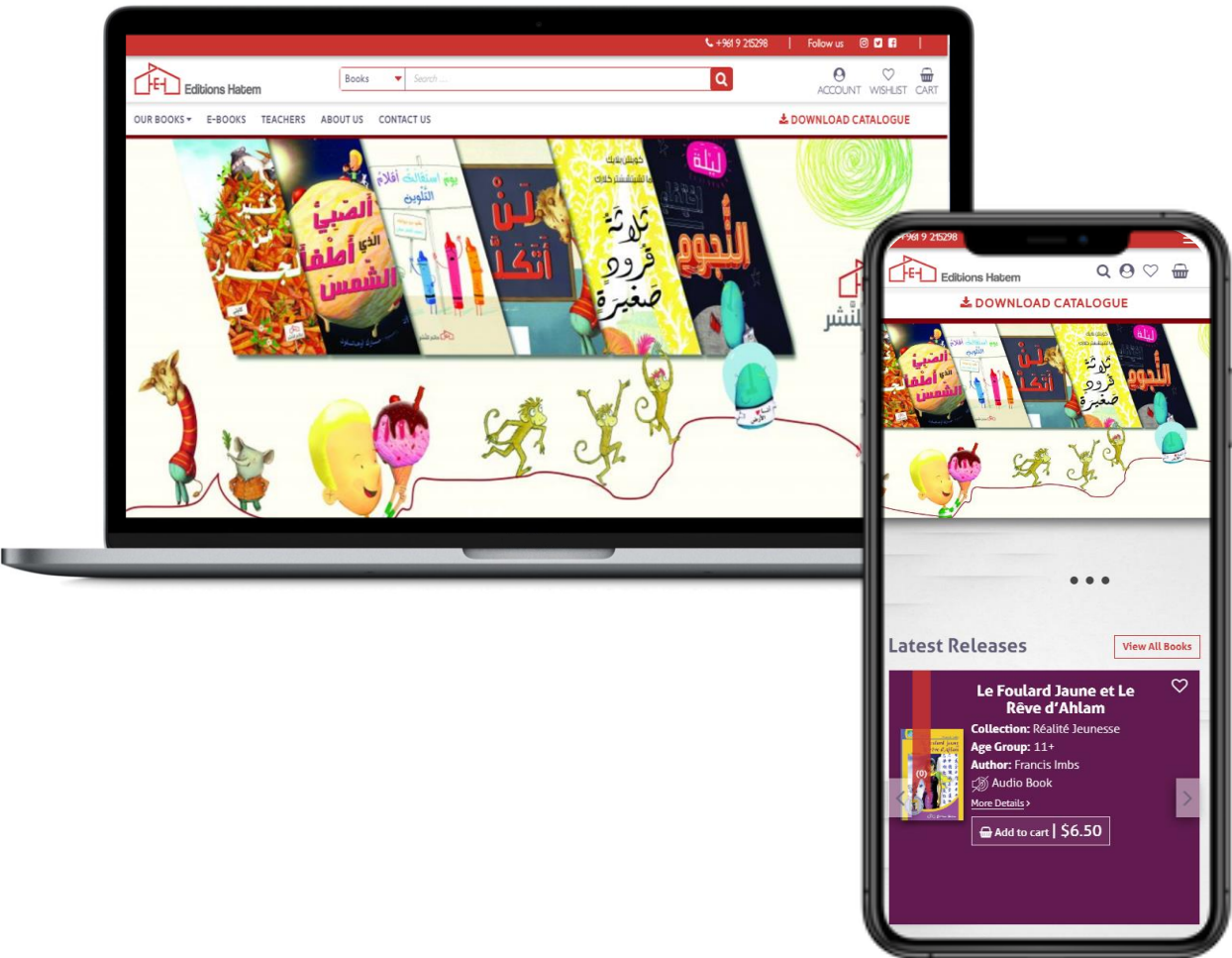
Be browser compatible

Efficient UX/UI design

Clean design

WEBSITE

<https://editionshatem.com/>



ASAR

MARKET

Saudi

OBJECTIVE

To promote the company on the internet.

CHALLENGE

To present company's rich information and its portfolio in an organized way so customers can find what they want easily.

SOLUTION

Build a website to reinforce the brand and image of ASAR company on the Internet to drive new potential customers to the business.

RESULTS

Informative website
Responsive website (mobile first approach)
Efficient UX/UI design
Deliver a user-friendly website

WEBSITE

<https://asarinvest.com/>



CHERY

MARKET

Saudi

OBJECTIVE

Building a landing page to promote a campaign

CHALLENGE

Simple short form

Drive more conversion to the website

SOLUTION

Provided users with a simple form to allow them to request a car offer.

RESULTS

Responsive landing page

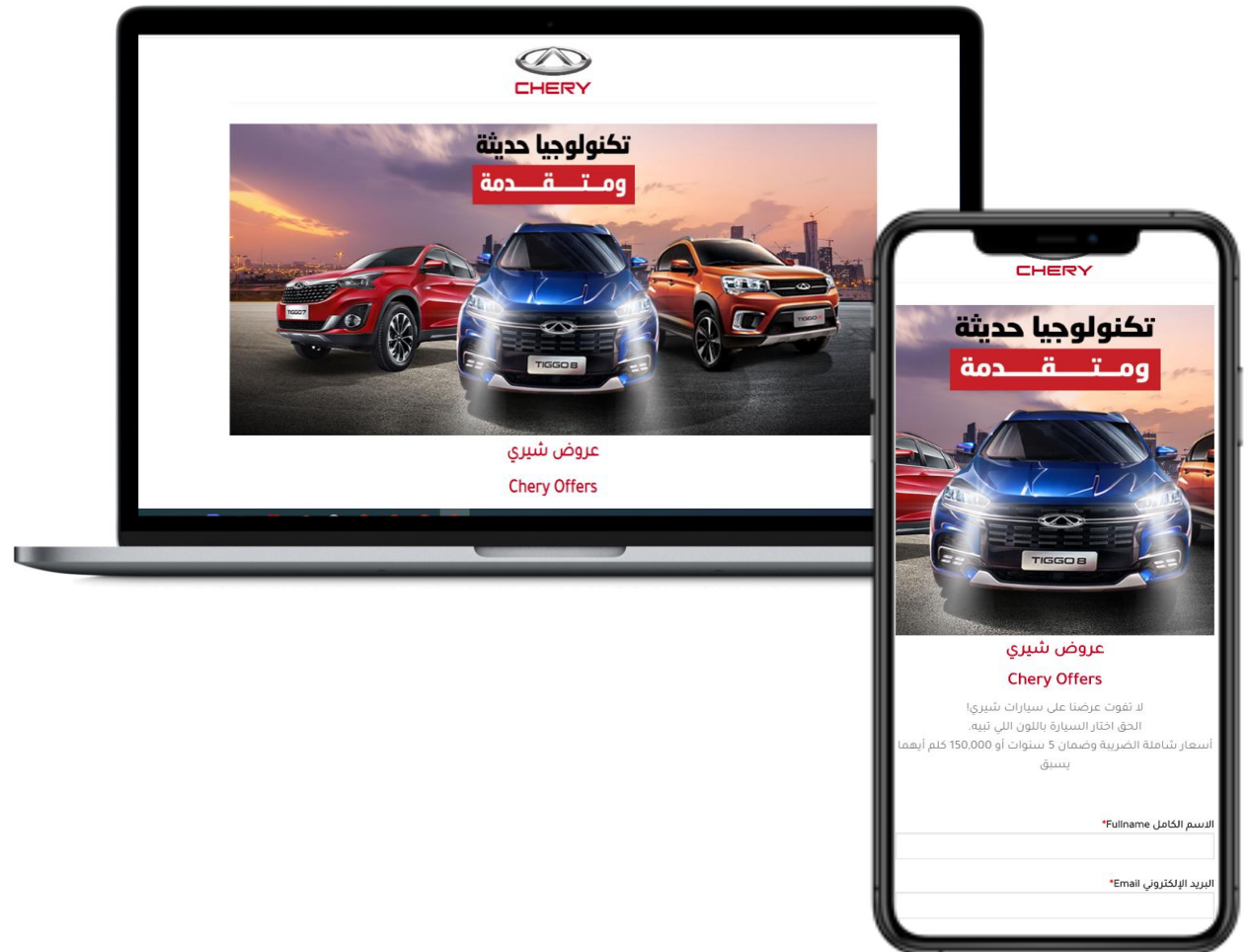
Efficient UX/UI design

Deliver a user-friendly landing page

Deliver conversion-focused design

WEBSITE

<https://cheryoffers.com/>



EZCLEAN

MARKET
Saudi

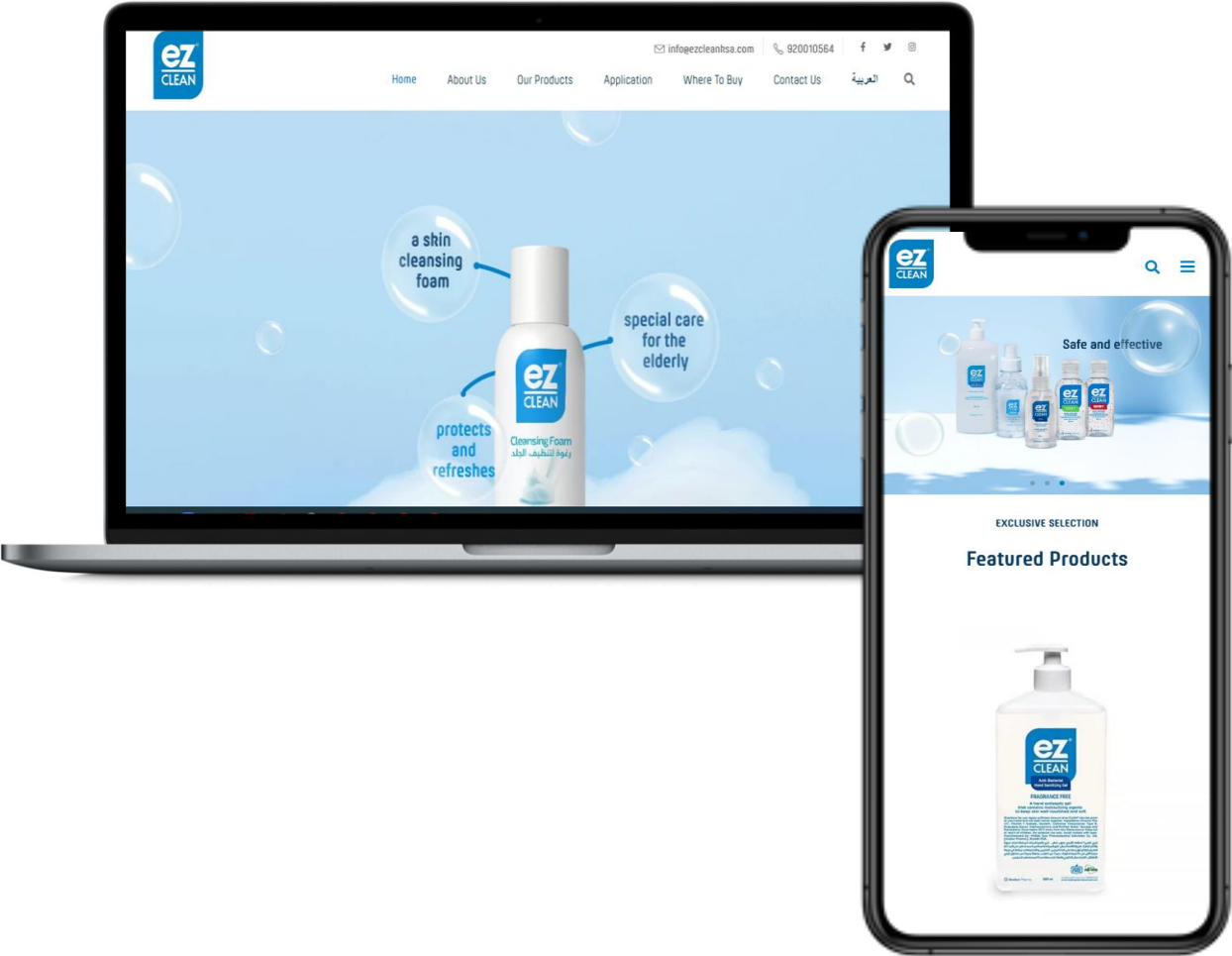
OBJECTIVE
Build a website to promote EZ clean brand's products

CHALLENGE
Provide the customers with an easy way to find suitable products for their needs.

SOLUTION
Provide a product catalog with an advance filtering functionality.
Provide the customer with a list of shops where they can purchase EZ clean products

RESULTS
Be responsive across devices
Be browser compatible
Efficient UX/UI design
Clean design

WEBSITE
<https://ezclean.staging-dev.com/>



HALWANY

MARKET

Lebanon

OBJECTIVE

To promote the company on the internet and showcase company's brands

CHALLENGE

To present company's rich information and brand details in an organized way, so customers can find what they want easily.

SOLUTION

Build a website to reinforce the brand and image of HALWANY company on the Internet to drive new potential customers to the business.

RESULTS

Responsive website (mobile first approach)
Efficient UX/UI design
Deliver conversion-focused design
Deliver a user-friendly website

WEBSITE

<https://halwany.staging-dev.com/>



CHUCKECHEESE

MARKET

Saudi

OBJECTIVE

To build a website that will help families plan a party for their children through a smooth booking experience.

CHALLENGE

To provide an eye-tracking, colorful website, with an easy and smooth booking experience, focusing mainly on mobile view.

SOLUTION

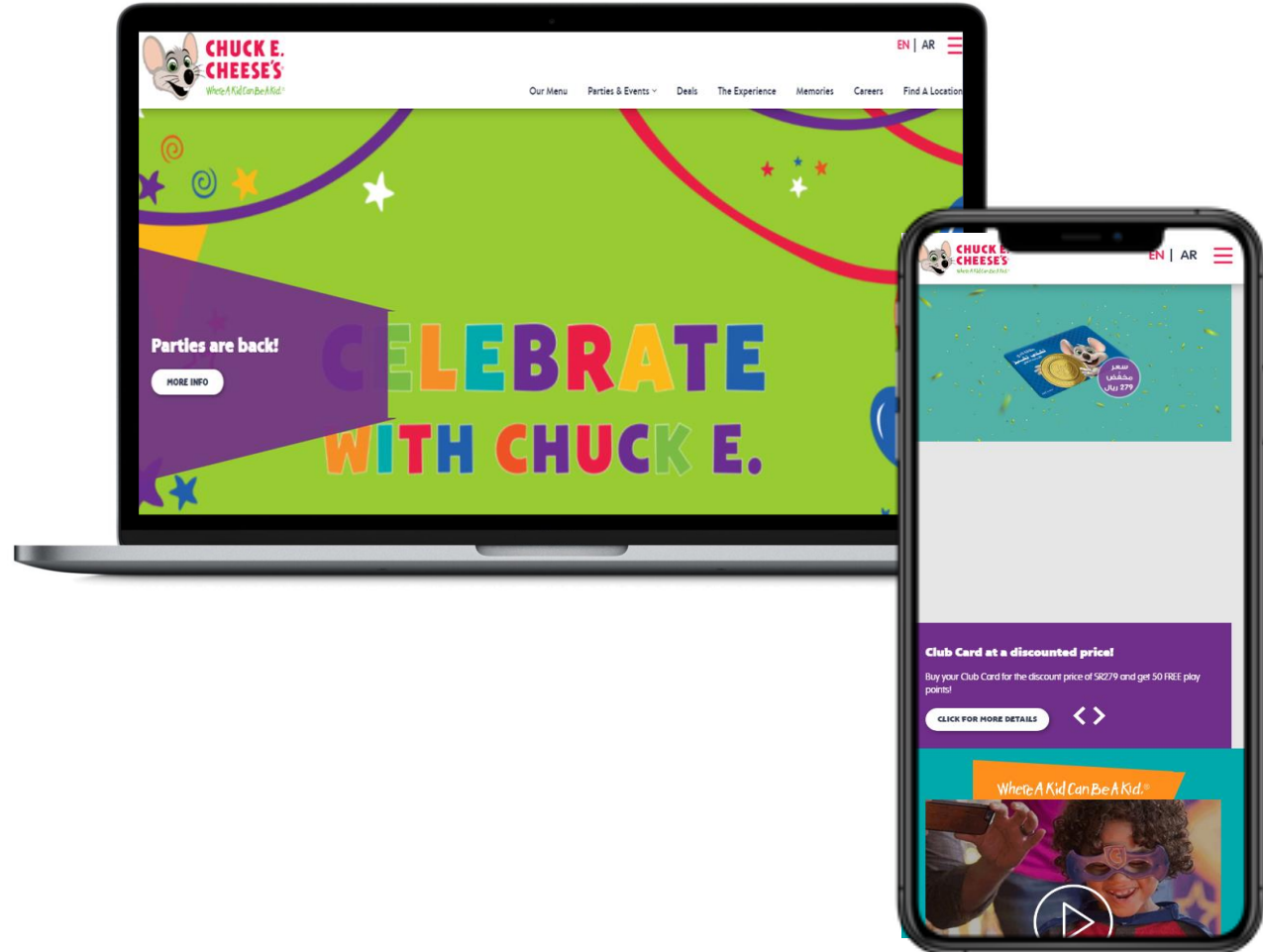
Mobile-first approach
UI-friendly design
Smooth booking experience

RESULTS

Responsive website
Efficient UX/UI design
Deliver conversion-focused design
Deliver a user-friendly website

WEBSITE

<https://chuckecheese.com.sa/>



MARKET
Saudi

OBJECTIVE
Build a website to publish philosophical articles and provide a book library

CHALLENGE
Provide the end-user with a reading ready UI, that allow users to navigate and read articles in the website.

SOLUTION
We build a Website using WordPress blogging CMS. with ability to read article and filter them by categories. and give the user the ability to adjust font size and switch to dark mode.

RESULTS
Responsive website
Efficient UX/UI design
Deliver a user-friendly website

WEBSITE
<https://mana.net/library/>



MICROSITES & LANDING PAGES






MARKET
Saudi




MARKET
Saudi



MARKET
UAE






1 Your child's info

2 Moments description

3 Your video preview

TELL US MORE ABOUT YOUR CHILD



YOUR CHILD'S PHOTO

☐ Boy ☒ Girl

First Name

Date of Birth:

Date

Month

Year

CHOOSE 6 MOMENTS THAT YOU CHERISH

+

+

+

+

+

+

MARKET
Saudi



MARKET
Saudi



MARKET
Saudi



MARKET
Oman



MARKET
Saudi

MOBILES APPS



MANA

MARKET
Saudi

OBJECTIVE

Build a mobile application for Mana book library which allow users to purchase subscription and read books inside the app.

CHALLENGE

Provide users an Easy UI where they can read books and prevent taking screenshots of the app

SOLUTION

We built a Flutter mobile application which allow users to register, purchase a subscription, list books by category and read books.

RESULTS

Mobile application
Efficient UX/UI design
Deliver a user-friendly app



YAMAMA

MARKET

Saudi

OBJECTIVE

Build a mobile application to be used in the company internally in order to organize employees work and company's data

CHALLENGE

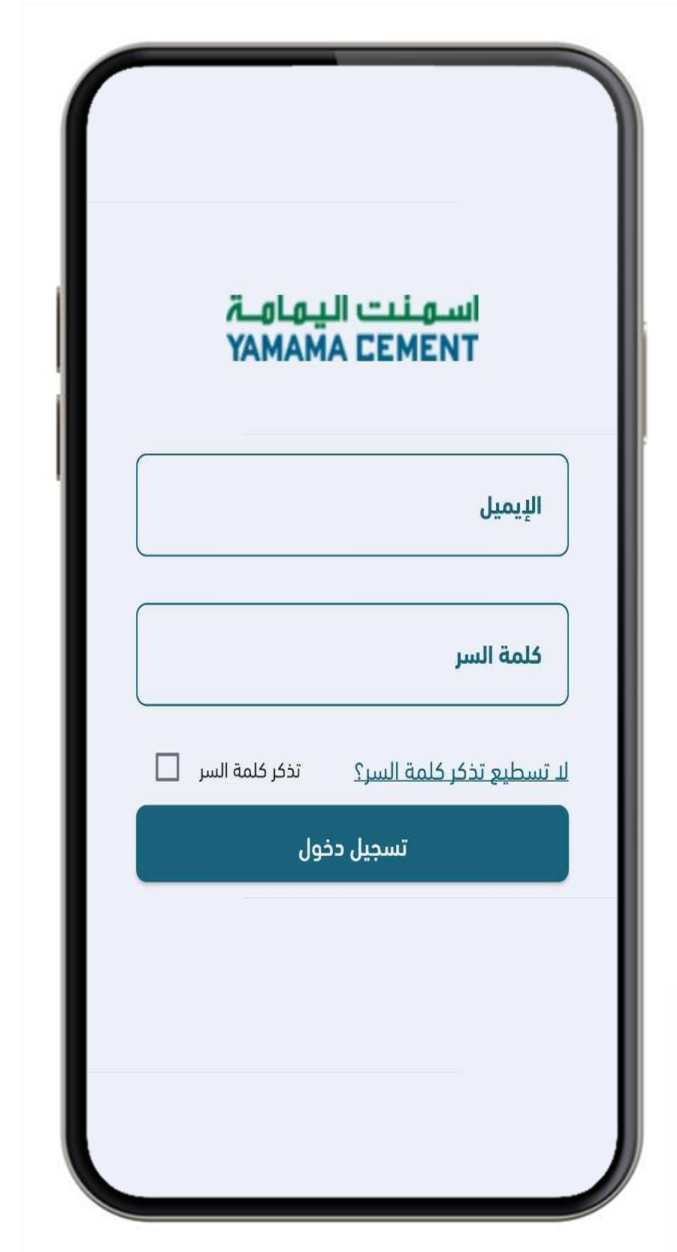
Connect the application to company's database.
Make the application restricted to certain countries.

SOLUTION

We build a Flutter mobile app that allow employees to access company's information easily and offer a task management system to organize employees tasks.

RESULTS

Efficient UX/UI design
Deliver a user-friendly app
User roles and user management



اسمنت اليمامة
YAMAMA CEMENT

DRAPP

MARKET

Lebanon

OBJECTIVE

Created a Mobile application to connect patients to their chosen doctors for formal and secured consultations on the go.

CHALLENGE

The app integrates a virtual assistant who guides users through the whole conversation for a smooth and convenient experience

SOLUTION

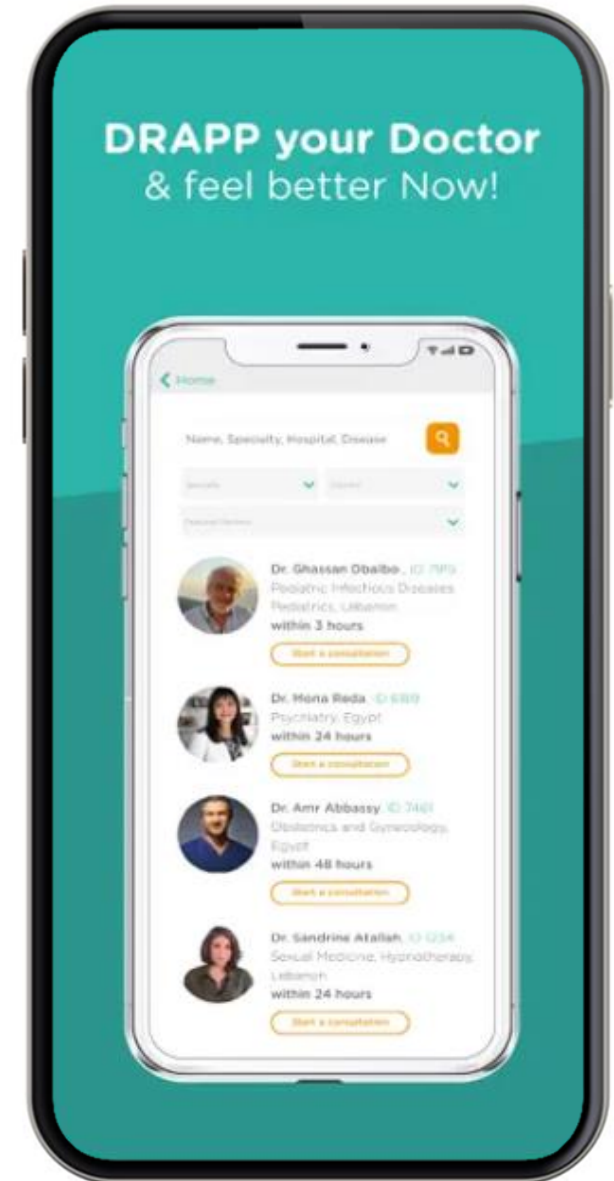
Users can start a conversation with DRAPP bot and let him connect to patient's selected doctor.

RESULTS

Mobile application
Efficient UX/UI design
Deliver a user-friendly app

APP

<https://apps.apple.com/us/app/drapp-app/id1448701261>



DRAPP

ARCO

MARKET

Saudi

OBJECTIVE

Creating a mobile application that provides the user with professional support services for human resources needs.

CHALLENGE

Smooth subscription experience
Easy registration process

SOLUTION

Users will be able to subscribe and hire a House Maid or a Private Driver after checking their profile.
Users can check when a subscription is expired and pay their active ones using Arco's mobile application

RESULTS

Mobile application
Efficient UX/UI design
Deliver a user-friendly app

APP

<https://play.google.com/store/apps/details?id=com.arco.lab&hl=en&gl=US>



QUAKER

MARKET

Lebanon

OBJECTIVE

Created a Mobile application to present a lot of delicious recipes for the user to try.

CHALLENGE

Allowing users to add recipes ingredients to shopping list

SOLUTION

Users can choose the recipe by cuisine or by meal.
Users can even watch Chef Osama preparing those recipes right on their phone.

RESULTS

Mobile application
Efficient UX/UI design
Deliver a user-friendly app

APP

<https://apps.apple.com/us/app/quaker-arabia-recipes/id1070284085?platform=iphone>



ZAIN

MARKET

Saudi

OBJECTIVE

Created a mobile application that presents Zain's telecommunication services for the users.

CHALLENGE

Online payment
Subscription

SOLUTION

Users buy new lines and services with real time delivery tracking.

Users can pay or recharge any number on the go.

Users will be able to see the subscriptions, line consumptions and activate various customized bundles and packages.

RESULTS

Mobile application

Efficient UX/UI design

Deliver a user-friendly app

APP

<https://play.google.com/store/apps/details?id=com.zain.sa.b2c>



EMIRATES

MARKET
UAE

OBJECTIVE

Creating a mobile application that provides the user with professional support services for traveling needs.

CHALLENGE

Push notifications
Real time updates
Online booking

SOLUTION

After registration the user will be able to search and book for his next getaway, manage the trip on the go, download the boarding pass, get real time flight updates. The app reminds you when it's time to board, if there is any changes in the flight and even where to pick your bags when landing.

RESULTS

Mobile application
Efficient UX/UI design
Deliver a user-friendly app



AUBMC

MARKET

Lebanon

OBJECTIVE

Creating a mobile application that provides the patients with professional support services for medical needs.

CHALLENGE

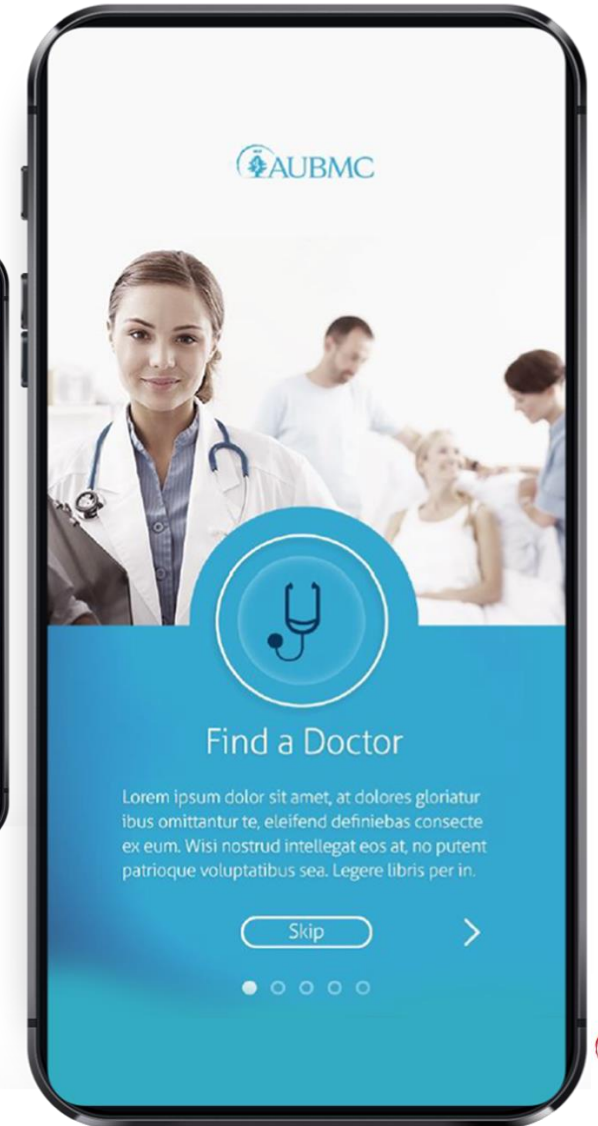
Registration
Book an appointment
Medication tracker
Book a service

SOLUTION

After registration the user will be able to find a Doctor, get appointments, have access to medication tracker, search for various services as blood tests and others. The users can check also to view details of any test at AUBMC molecular lab.

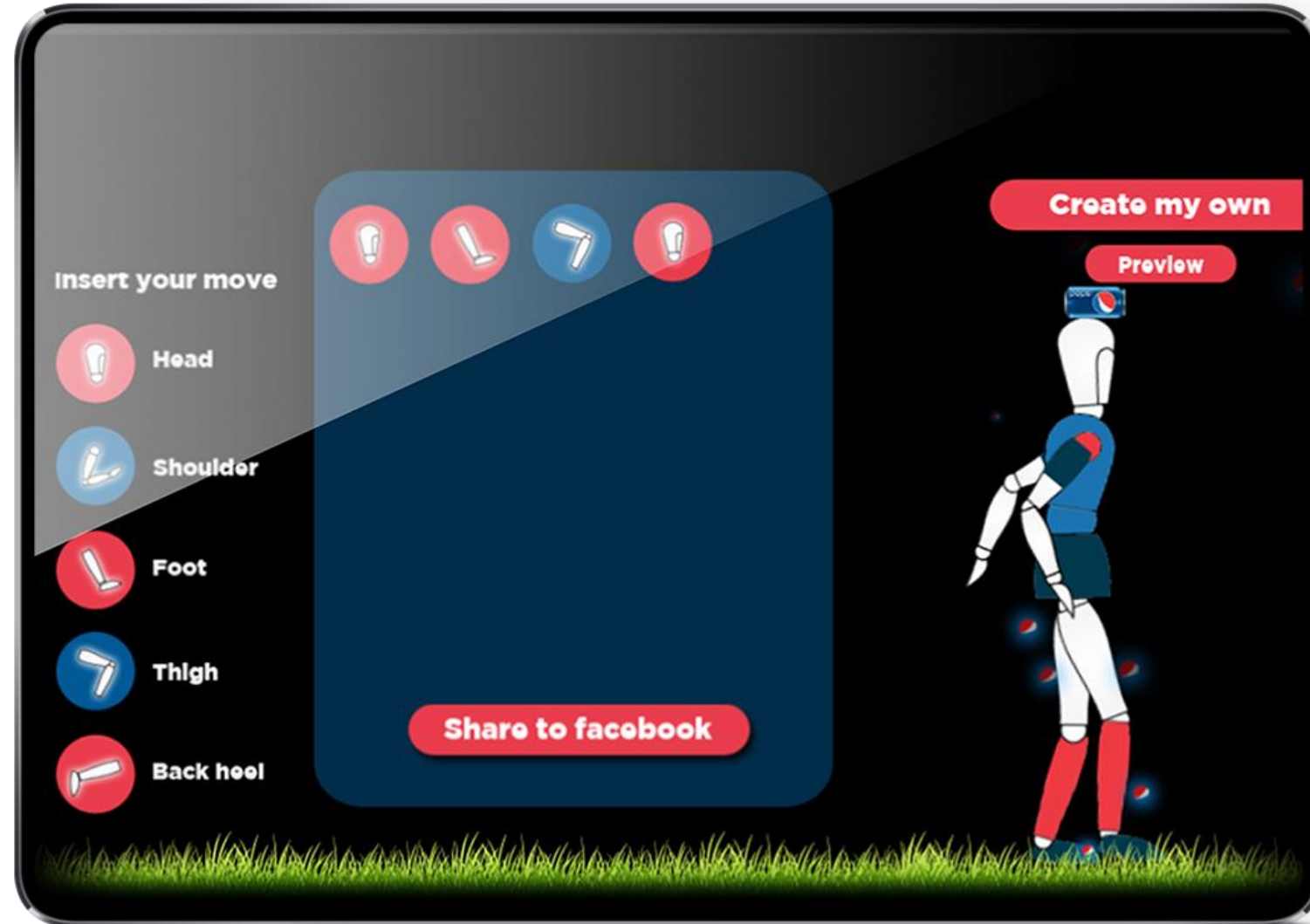
RESULTS

Mobile application
Efficient UX/UI design
Deliver a user-friendly app



GAMES





MARKET
UAE



البنك السعودي للاستثمار
The Saudi Investment Bank



score:

00360

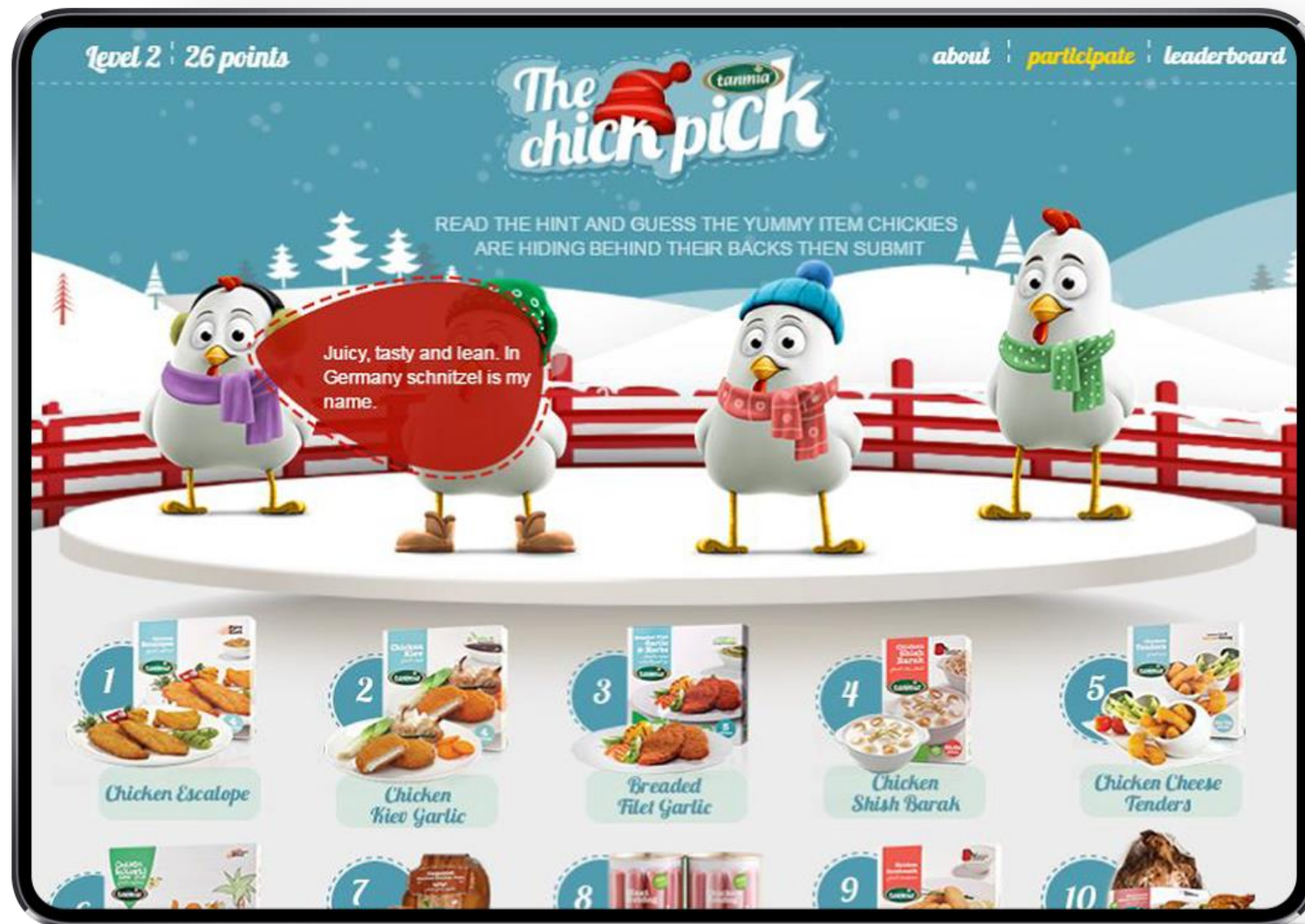


lives left



MARKET
Saudi





MARKET
Lebanon



MARKET
Lebanon



MARKET
Lebanon

DATA PROTECTION & CONFIDENTIALITY POLICY

At MindField Digital, we believe in serving our client's best interests. This includes confidentiality and data protection.

Confidential information is that which relates to the client's or MindField Digital's research, development, trade secrets, campaigns, or business affairs and includes, in the case of MindField Digital's confidential information, concepts presented to, but not selected by, the client; it does not include information that is generally known or easily ascertainable by third parties.

MindField Digital and the client shall mutually respect and maintain each other's confidential information and shall use it only to perform their respective obligations hereunder. To be clear, confidential information does not include information which is public knowledge, was in the recipient's possession before receipt or is independently developed by the recipient.

To alleviate doubt on the ability of MindField Digital's capability to serve clients identified as a direct competitor, employees within MindField Digital shall not exchange information internally on a direct competitor's activities nor shall a direct competitor be assigned to the same employee.

During the term of service, MindField Digital agrees and understands that they shall keep in strict confidence all information concerning the client's marketing efforts communicated in confidence so that we may serve the Client. MindField Digital ensures that it will not disclose, divulge, reveal, report or use, for any purpose, any confidential information which we have obtained, except as authorized by the client.



LET'S CREATE A STORY TOGETHER.



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