



# 2020-Forever

UPDATED: 23 SEP, 2022

EightySix<sup>Media</sup>

Brand Culture Doc



Create

x

Quality







Many people think that a brand is simply a matter of having a logo and a website.

But you don't just have a brand. You are the brand.





The only way to do great work is to love what you do

Neha Sharma  
SEO Specialist

Live your life. Don't just exist.

Simran Shaikh  
Social Media Manager

Either you run the day, or the day runs you

Latifa Khalil  
PR Intern



You didn't come this far to only come this far

Negar Vaghayeei  
Creative Designer

She believed she could, so she did.

Nikita Chhatwani  
UI/ UX Developer

Geniuses behind the brand



I believe design is part of life,  
not just on screens

Emil Aloysius  
Creative Head | Co-Founder

Your intentions is what  
steers your destiny

Mohammed Ahmed Al Baloshi  
Managing Director | Co-Founder

There is no progress without  
struggle

Ebrahim Khalil  
Head of Operations | Partner

If people aren't scared  
about your vision, you are  
on the wrong path

Belal Al Sheik  
CFO | Partner



# The 86 experience

- We are a "Marketing" Agency
- We are a "Design Studio"
- We Enhance brands
- We Create Experiences

In a short span of 2 years from launching in 2020, we managed to develop brands from scratch and boost existing brands to reach a higher online presence in the MENA market. Our ideal mode of working with our clients is to function as their extended Marketing Department (on-scale) to make sure we go a few steps ahead ensuring all our strategies work.



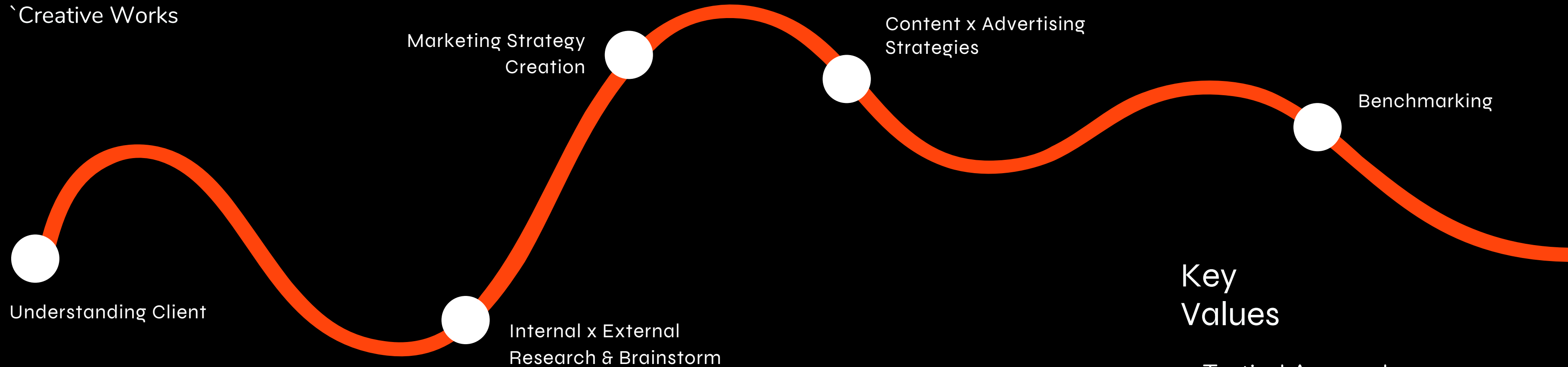
# Key Services

#Content

\_UX Strategy

\*Affiliate Marketing

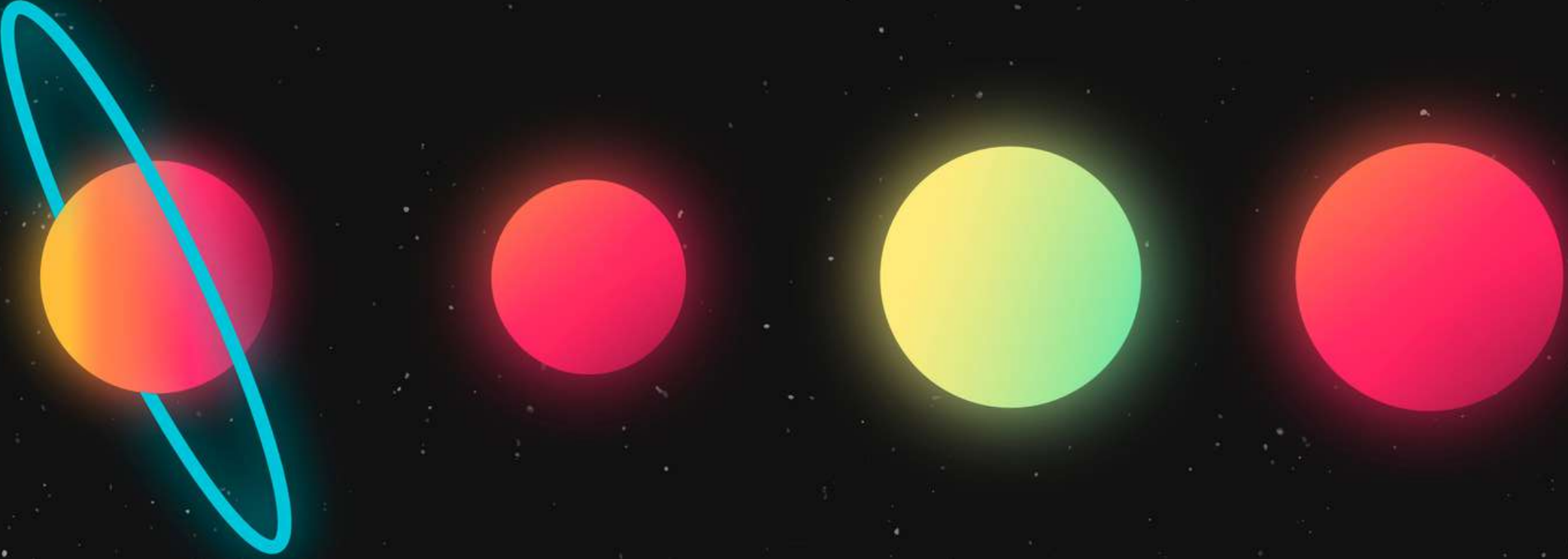
`Creative Works



# Key Values

- Tactical Approach
- Strategic Execution
- Performance Driven
- Quality Focused

Adding value  
to brands



Since 2020



Delivering  
Quality

## Transparency

Our methods, tools & team work with the most transparency, owning our skills & talents and committing to our work.

## Reliability

Why hire us? we work as an extension of your marketing division. That is our mindset and it is visible in our ethics - **being there for you.**

## Consistency

Going digital is a game of consistency in being relevant to your audience, we make sure your brand is active online to your users.

## Responsibility

Following trends, managing digital accounts, making sure you are active and people reach you, it's not easy but it is our responsibility to make sure you are there with the best.

Purpose x Strategy





# Logo evolution

Different stages of our logo

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VIBES

2019

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D I G I T A L   L A B

2020

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EightySix<sup>Media</sup>

2021 - PRESENT

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Started as "Vibes", we transitioned to a much more elegant yet funky brand currently known as Eighty Six Media.



## Key Beliefs

We target each brand for their audience only (not for the mass)

Quality is everything

We are a Marketing Agency,  
NOT just a Social Media Agency

Every project deserves attention,  
leave the finances to the management

We are a strategic consultancy that helps clients maximize business performance through, Brand Development, Marketing & Positioning

We are consistent. **In everything.**

We create meaningful connections between brands & people





We are truly green.

Unlike most businesses in the Emirates, we try to maintain a low-paper usage policy.



Human  
Centered  
Strategies





## From the sands.

Case Study

We took the all-new SQ8 to Al Ain to shoot in the desert.  
The outcome was something we are really proud of.





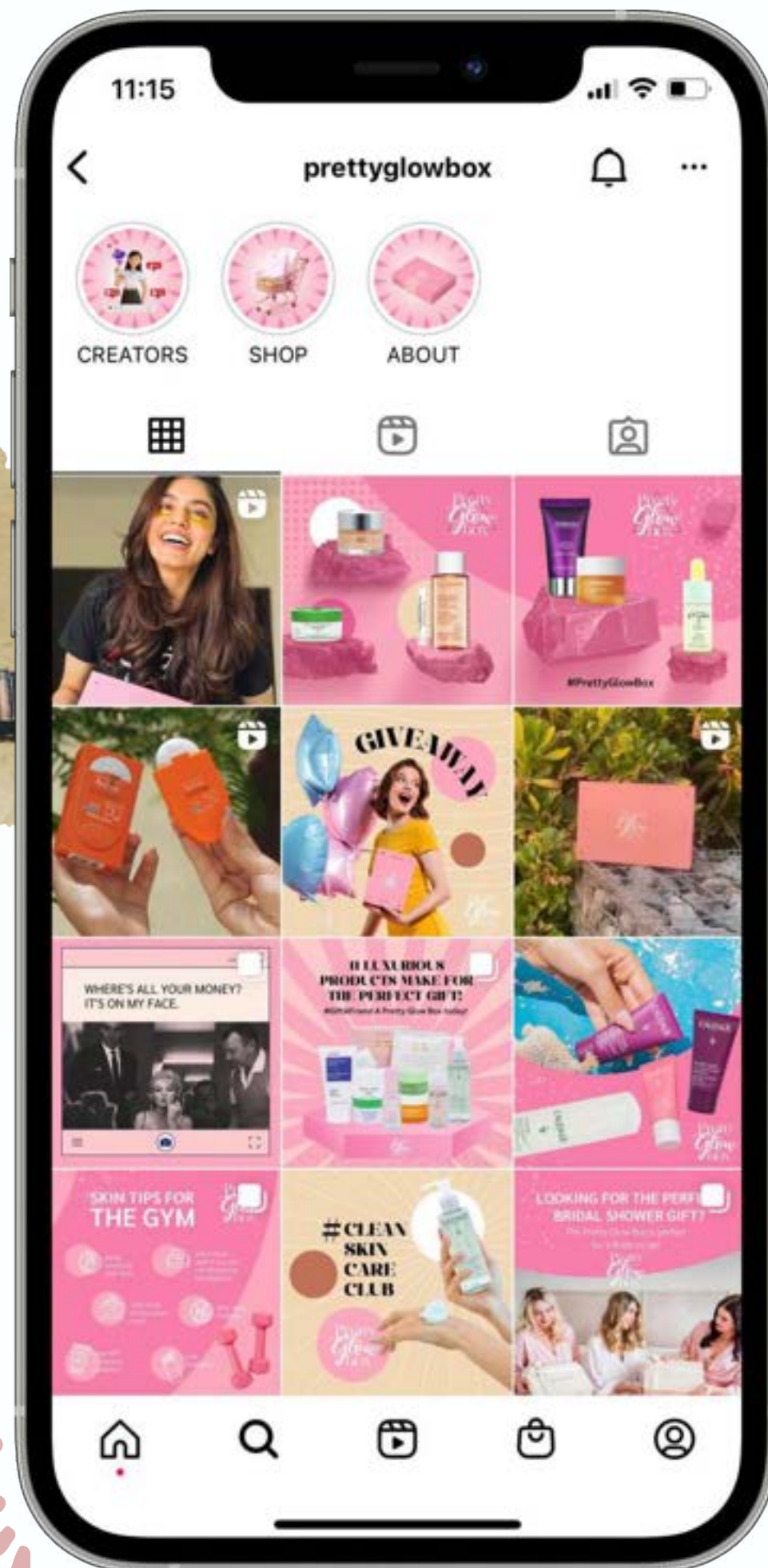
Case Study

## Pretty Branding.

Vision 86 worked on highlighting all the beautiful elements of the brand for this branding project.







“I enjoy creating content calendars as it helps me get a better sense of the brand and be my creative best. The calendar I did for Pretty Glow Box, is one that I love in particular because all the different departments at 86 came together and worked hard not just on copy, but also branding and filming, etc; creating a stunning feed that they do have today.”

Simran Shaikh  
Social Media Manager







I think my best work is a website I developed for Pretty Glow Box. My favourite part was the ability to show what the brand is about through website design. I love how the colors and font can completely transform a website into something beautiful and inspiring.

Nikita Chhatwani  
UI/ UX Developer





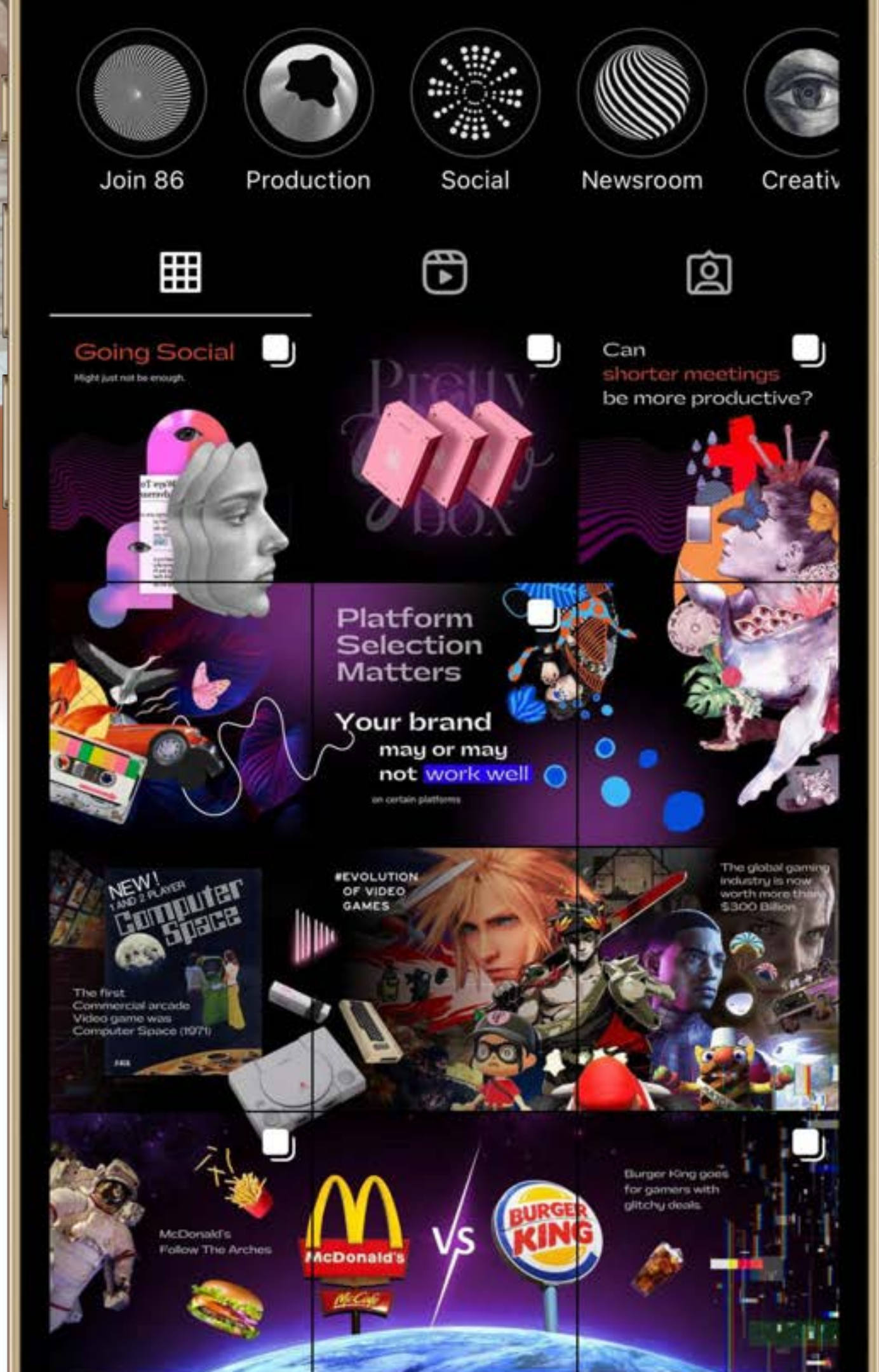


“Glow full branding project was one of those times I really challenged myself to see how far can I go, fascinating how a single task helps to know yourself better.”

Shakib Sharifi  
Senior Designer







“I enjoyed the process of making this feed for 86 Media Instagram because I got the chance to show my creativity through this artwork and I am happy with the final result.”

Negar Vaghayeei  
Creative Designer





# Consistency in growing

One of the few reasons why we continue to grow is our ability to adapt and consistently keep growing with the market trends. I believe the moment we lose this, we are done.



Emil Aloysius  
**Creative Head | Co-Founder**



## Key Beliefs

Here are a few quotes from the founder of our role model agency - David Ogilvy, founder of Ogilvy.

ref: [www.ogilvy.com](http://www.ogilvy.com)



Handling accounts once you have got them is deadly serious business. You are spending other people's money, and the fate of their company often rests in your hands. But I regard the hunt for new clients as a sport. If you play it grimly, you will die of ulcers. If you play it with lighthearted gusto, you will survive your failures without losing sleep. Play to win, but enjoy the fun.

Quotes from David Ogilvy - "Confessions of an Advertising Man"





(1) I admire people who work hard, who bite the bullet. I dislike passengers who don't pull their weight in the boat. It is more fun to be overworked than to be underworked. There is an economic factor built into hard work. The harder you work, the fewer employees we need, and the more profit we make. The more profit we make, the more money becomes available for all of us.

(2) I admire people with first-class brains, because you cannot run a great advertising agency without brainy people. But brains are not enough unless they are combined with *intellectual honesty*.

(3) I have an inviolable rule against employing nepots and spouses, because they breed politics. Whenever two of our people get married, one of them must depart—preferably the female, to look after her baby.

(4) I admire people who work with gusto. If you don't enjoy what you are doing, I beg you to find another job. Remember the Scottish proverb, "Be happy while you're living, for you're a long time dead."



(1) I try to be fair and to be firm, to make unpopular decisions without cowardice, to create an atmosphere of stability, and to listen more than I talk.

(2) I try to sustain the momentum of the agency—its ferment, its vitality, its forward thrust.

(3) I try to build the agency by landing new accounts. (At this point the upturned faces in my audience look like baby birds waiting for the father bird to feed them.)

(4) I try to win the confidence of our clients at their highest level.

(5) I try to make sufficient profits to keep you all from penury in old age.

(6) I plan our policies far into the future.

(7) I try to recruit people of the highest quality at all levels, to build the hottest staff in the agency business.

(8) I try to get the best out of every man and woman in the agency.





#ShotOniPhone

Check out this shot of the 2022 Audi A8 our production team made for Audi Ali & Sons.




## Key Beliefs



In my opinion, delegation has been carried too far in some of the big agencies. Their top men have withdrawn into administration, leaving all contact with clients to juniors. This process builds large agencies, but it leads to mediocrity in performance.

My success or failure as the head of an agency depends more than anything else on my ability to find people who can create great campaigns, men with fire in their bellies. Creativity has become the subject of formal study by psychologists.



Once every few years a great new agency is born. It is ambitious, hard working, full of dynamite. It gets accounts from soft old agencies. It does great work.


The years pass. The founders get rich, and tired. Their creative fires go out. They become extinct volcanoes.

The agency may continue to prosper. Its original momentum is not yet spent. It has powerful contacts. But it has grown too big. It produces dull, routine campaigns, based on the echo of old victories. Dry rot sets in. The emphasis

shifts to collateral services, to conceal the agency's creative bankruptcy. At this stage, it begins losing accounts to vital new agencies, ruthless upstarts who work hard and put all their dynamite into their advertisements.

We can all name famous agencies which are moribund. You hear demoralizing whispers in their corridors, long before the truth dawns on their clients.






My ambition is to add one new client every two years. Faster growth would force us to engage new staff faster than we could train them, and to divert too much of our best brain power from the service of our old clients to the difficult work involved in planning the first campaigns for new ones. I seek accounts which meet ten criteria:



We tread a narrow knife-edge, poised between overservicing our clients and going broke, or underservicing them and getting fired.

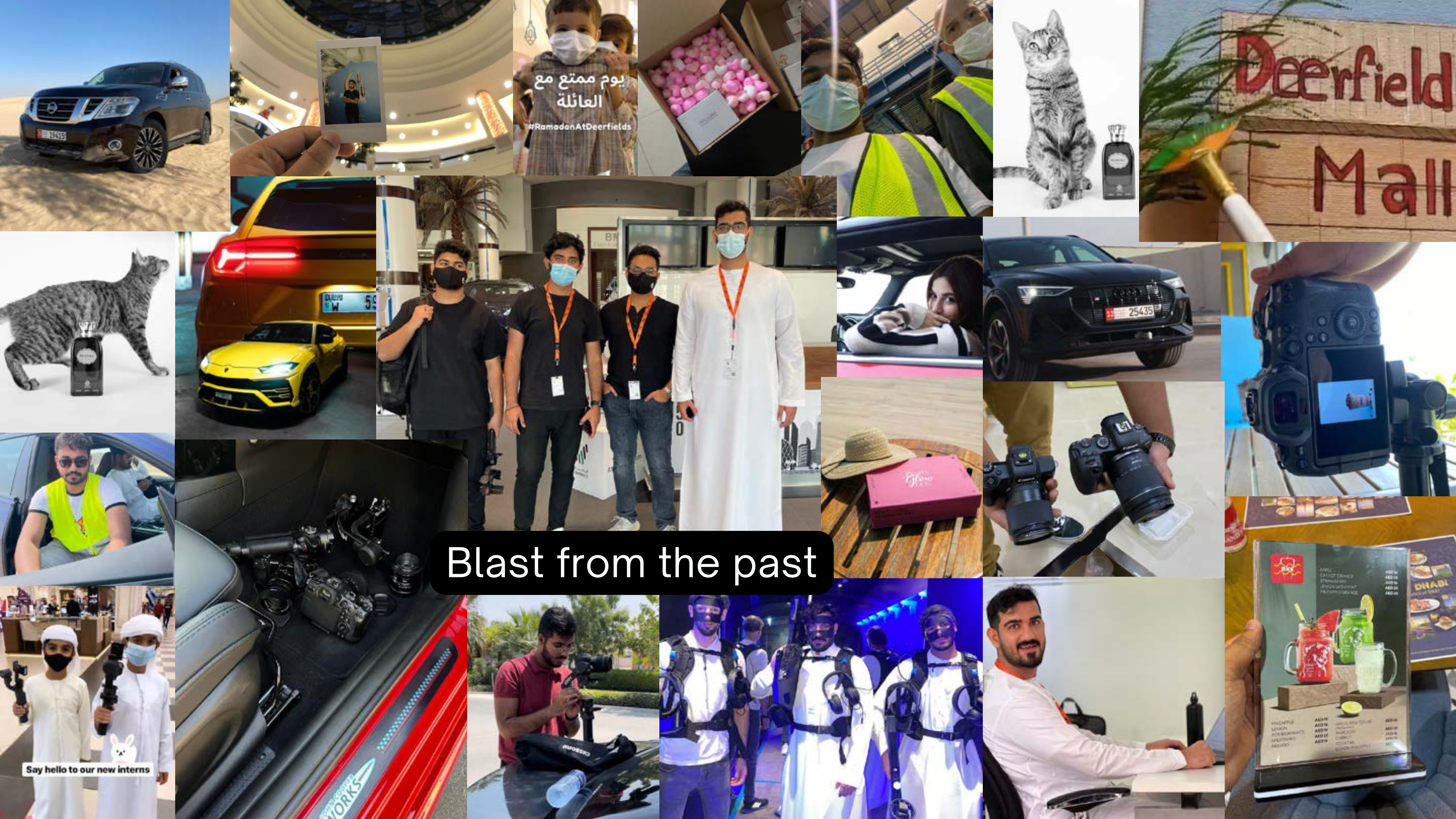


(1) The product must be one which we would be proud to advertise. On those few occasions when we have advertised products which we privately despised, we have failed. A lawyer may be able to defend a murderer whom he knows to be guilty, and a surgeon may be able to operate on a man he dislikes, but professional detachment doesn't work in advertising. Some measure of personal commitment is required before a copywriter can sell a product.

(2) I never accept an account unless I believe that we can do a conspicuously better job than the previous agency. When *The New York Times* asked us to do their advertising, I declined, because I didn't think we could produce better advertisements than the brilliant ones they had been running.

(3) I steer clear of products whose sales have been falling over a long period, because this almost always means that there is an intrinsic weakness in the product, or that the management of the company is incompetent. No amount of good advertising can make up for either of these deficiencies.





يوم ممتع مع العائلة  
#RamadanAtDeerfields

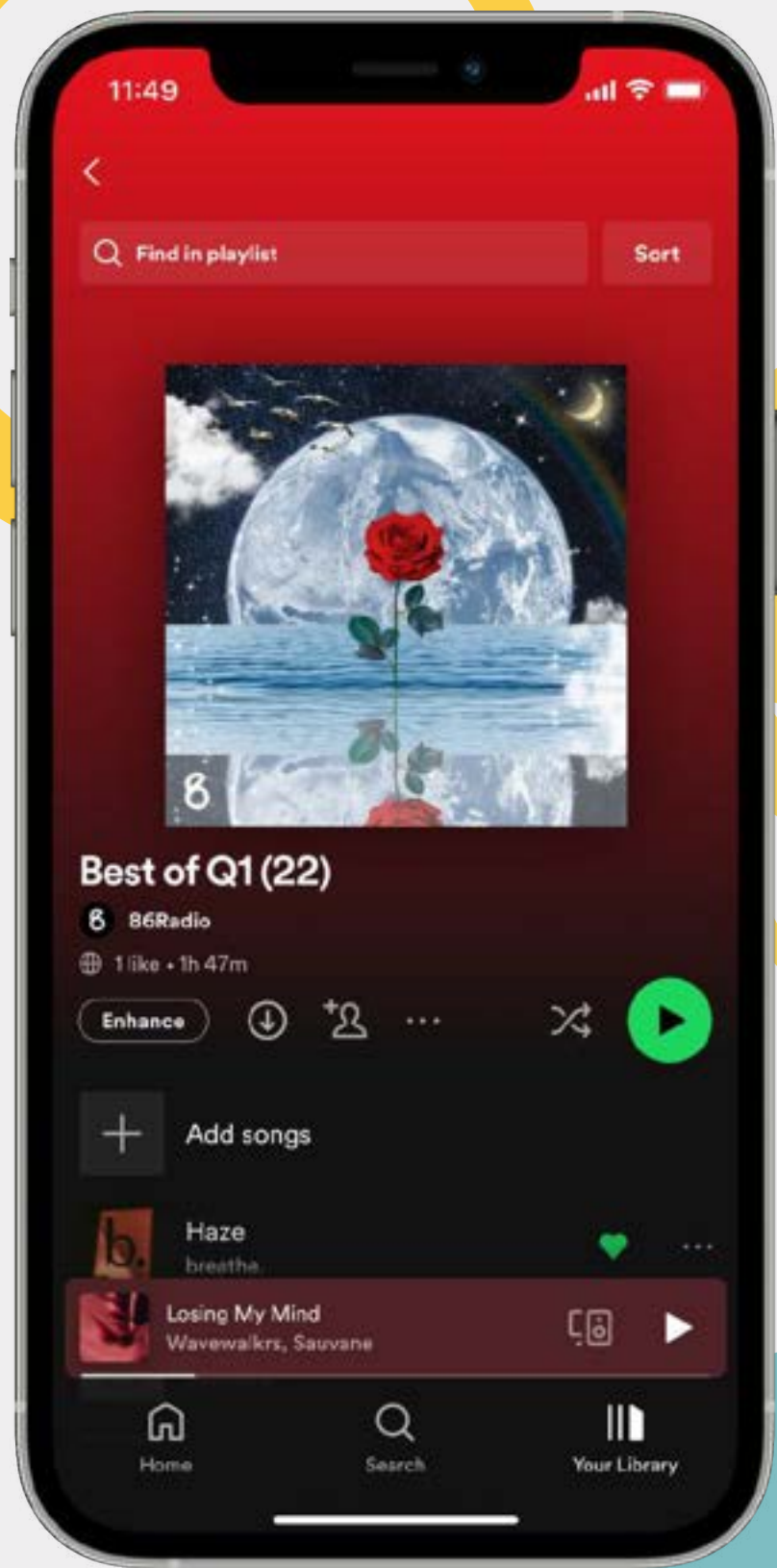
Deerfield Mall

Blast from the past

Say hello to our new interns

AFCI		AFCI	
CAFFEIN	AED 14	CAFFEIN	AED 14
FRUIT	AED 14	FRUIT	AED 14
LEMONADE	AED 14	LEMONADE	AED 14
PHILIP	AED 14	PHILIP	AED 14
ORANGE	AED 14	ORANGE	AED 14
AFCI		AFCI	
CAFFEIN	AED 14	CAFFEIN	AED 14
FRUIT	AED 14	FRUIT	AED 14
LEMONADE	AED 14	LEMONADE	AED 14
PHILIP	AED 14	PHILIP	AED 14
ORANGE	AED 14	ORANGE	AED 14
AFCI		AFCI	
CAFFEIN	AED 14	CAFFEIN	AED 14
FRUIT	AED 14	FRUIT	AED 14
LEMONADE	AED 14	LEMONADE	AED 14
PHILIP	AED 14	PHILIP	AED 14
ORANGE	AED 14	ORANGE	AED 14





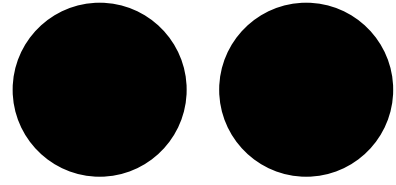
Listen to our team playlist on Spotify.



[Click here to listen](#)







Keeping up with the trends

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## Brand Culture

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Among a SEA of agencies in Abu Dhabi..

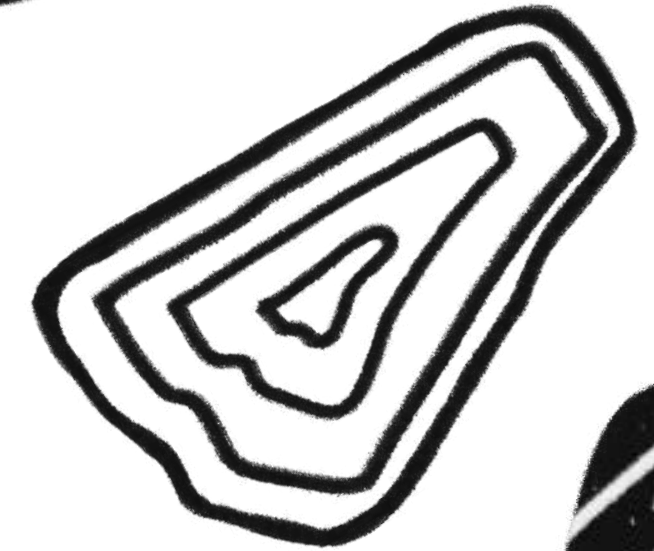
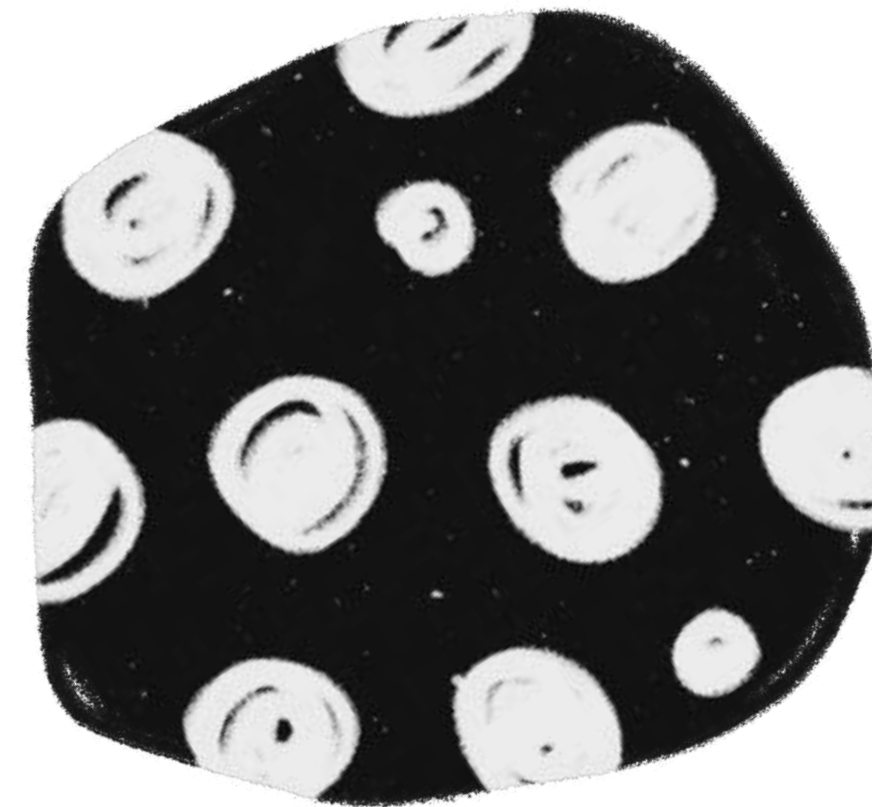
Eighty Six Media is known to have the most stunning, outstanding production value when it comes to content creation, design, strategy & more. Our unique selling point is Quality, Quality & Quality.







# Brand Culture Document



EightySix<sup>Media</sup>

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AM Consulting