

# ON TIME AGENCY PORTFOLIO





## Who We Are



**At On Time Agency, we turn every minute into a milestone.**

We drive digital growth across the MENA region by crafting data-driven, visually compelling campaigns that connect brands with their audiences. With extensive experience partnering with leading companies, we turn insights into strategies that deliver measurable results from awareness to engagement and sales. Since 2019, OnTime Agency has grown into a trusted 360° regional partner across Egypt and the GCC, blending Egyptian creativity with regional insight to deliver marketing that's smart, fast, and genuinely effective.



# MISSION

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Our mission is to help brands grow through strategic thinking, creative execution, and measurable results. We turn every minute into progress — and every idea into a milestone.

# VISION

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Our vision is to become one of the Top 5 medical marketing agencies in the Middle East by 2030 ,leading the industry with innovation, quality, and meaningful brand impact.

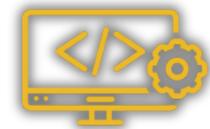


# What We Offer:



## BRANDING

We build distinctive brands from strategy to visuals shaping unique identities that inspire trust and stand out in the market.



## WEB DEVELOPMENT

We design and build seamless, high-performing websites that embody your brand and deliver exceptional user experiences.



## MEDIA BUYING

We plan and manage your paid ads across Meta, Google, and TikTok ensuring maximum reach, smart targeting, and the best ROI.



# What We Offer:



## CREATIVE DESIGNS

We craft visuals that stand out designing for all digital platforms with content that's creative, on-brand, and perfectly optimised for every format.



## PR & INFLUENCER CAMPAIGNS

We connect your brand with the right voices from influencers and bloggers to media outlets to boost visibility and strengthen your public image.



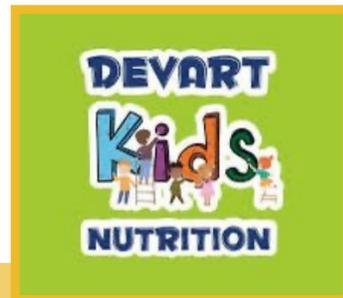
## SOCIAL MEDIA MANAGEMENT

We manage your online communication with the right tone for your audience ensuring timely, professional, and engaging interactions that build trust.

# Turning Brand Vision Into Measurable Growth.



# Turning Brand Vision Into Measurable Growth.





**PART OF**

**OUR WORK** >>



# Social Media Management

حابب تستمتع بعروضنا اللي بتوصل لأكثر من 50% خلال أيام

% 50 %

خدمة\_٢٤ ساعة

هدف

22-2021 - 21-2020 - 20-2019

2,802

spl .

للموسم الثالث على التوالي ينجح البرازيلي رومارينهو في تسجيل 15 هدف أو أكثر في #دورينا

3 فروع

التجمع - المعادي - الرحاب

معك ٢٤ ساعة

ahly vs zamalek

6-1

أخطاء شائعة في استخدام الصن بلوك ... خلي بالك!

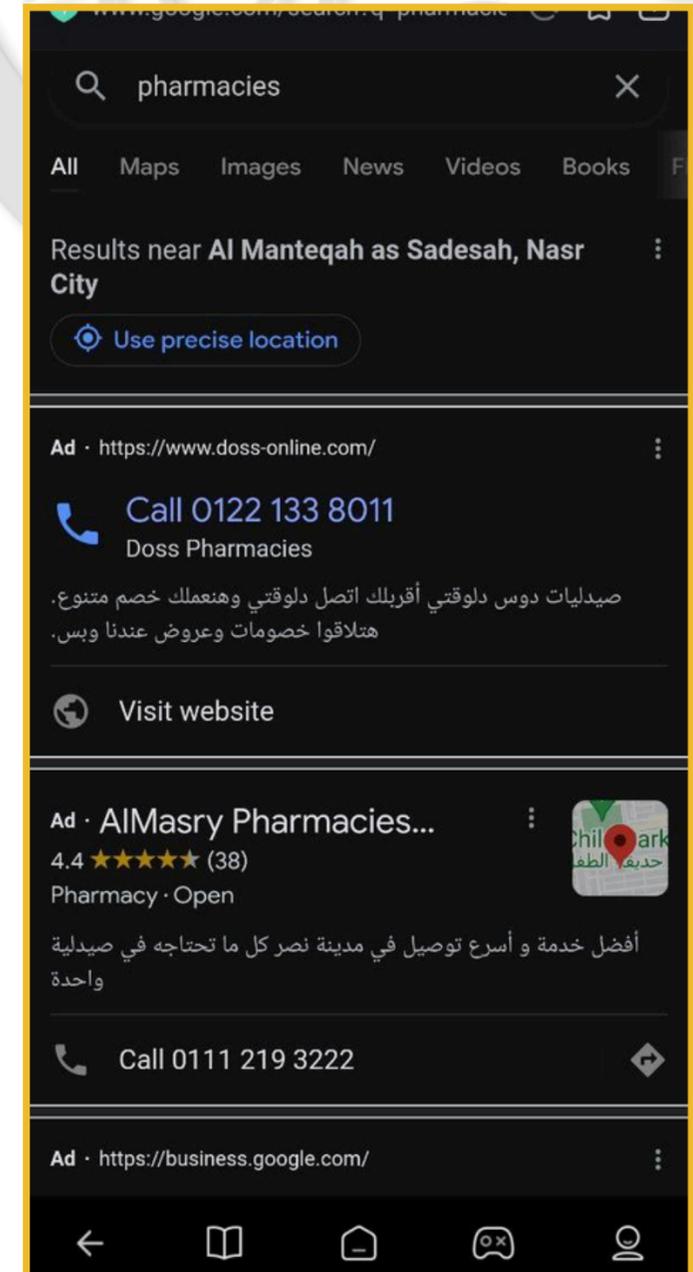
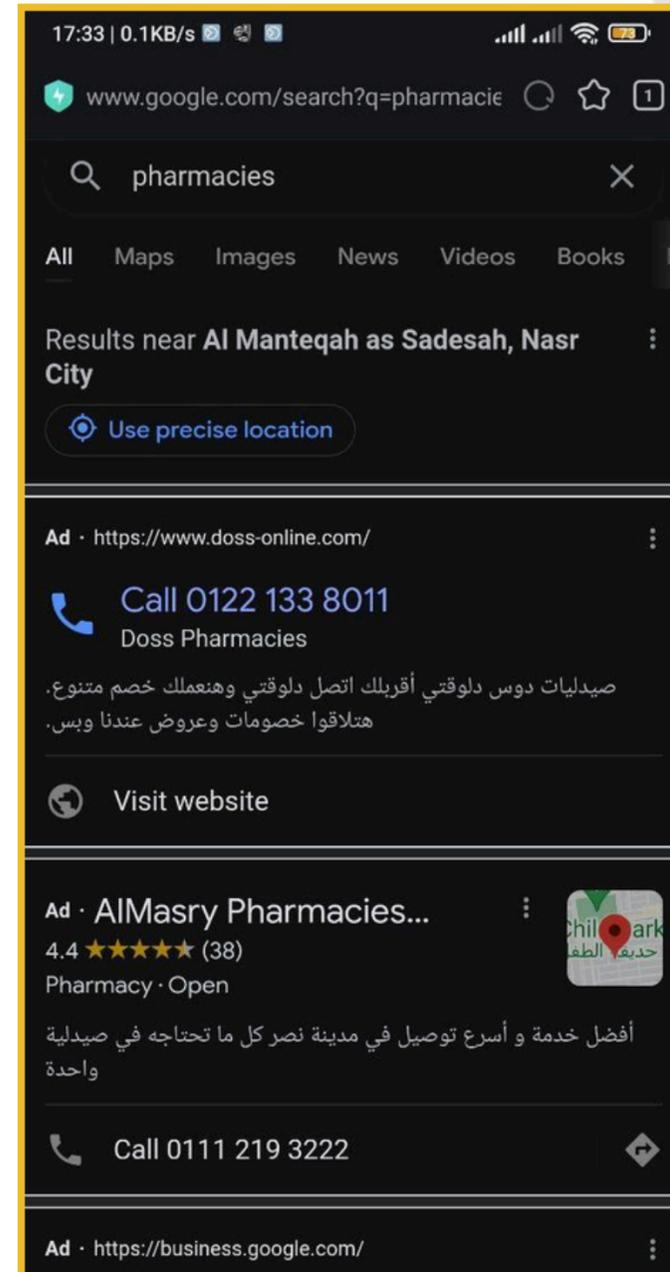
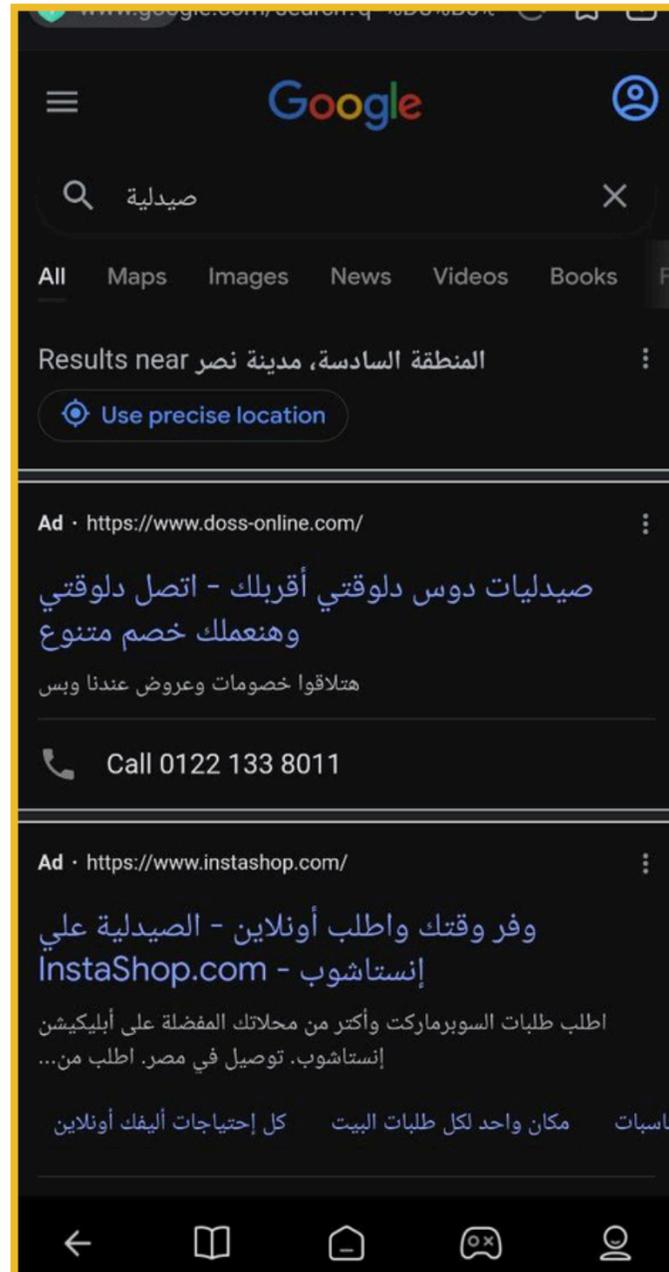
SUN

صيدليات بدير

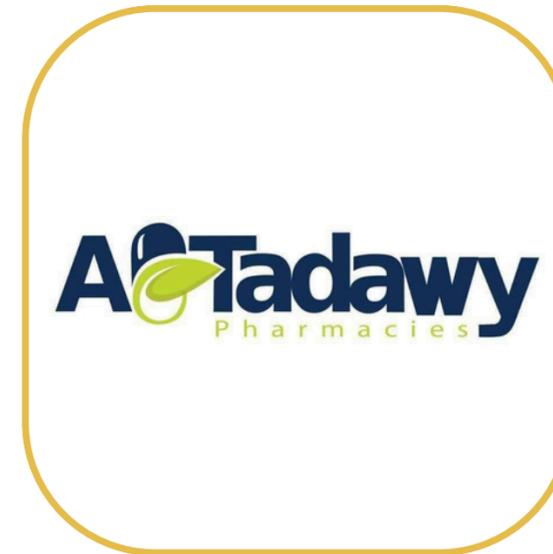
صيدليات بدير - Pharmacies

رتاجي واطلبني من بدير

# Media Buying



# Branding - Logo Design



# Branding - Brand Identity Creation

## La Viva Health Company

Care.Excellence.Loyalty



### Typography

We use a custom font selected for readability and elegance. This typography helps to reinforce our brand identity and should be used in all communications.

Headings	<b>Arial Bold</b>	Body	<b>Barlow</b>
	<i>Italic</i> Medium <b>Bold</b>		<i>Italic</i> Medium <b>Bold</b>

### Our Logo

Our logo is a visual representation of our brand identity and should be used in accordance with established guidelines. This includes the proper use of color, scale, and white space around it.

HEX: #4A90E2 RGB: 74 144 226	HEX: #808080 RGB: 128 128 128	HEX: #5DADE2 RGB: 93 210 226
HEX: #000000 RGB: 0 0 0	HEX: #FFFFFF RGB: 255 255 255	HEX: #000000 RGB: 0 0 0

### Brand Introduction

ecosystem.  
We exist to redefine how people in Egypt and the MENA region access healthcare, cosmetics, and wellness by connecting innovation, technology, and trusted medical expertise in one seamless experience.

We are the bridge between medicine and

### Core Value

- Quality
- Credibility
- Innovation
- Sustainable

### Color Palette

Usage :  
Primary colors are applied in the logo, official branding materials, and product packaging.  
Secondary colors are reserved for website accents, marketing collateral, and digital highlights.  
Neutral colors provide clean backgrounds, layout balance, and ensure readability across all applications.

#4A90E2	#5DADE2	#000000	#FFFFFF
#333333	#666666	#999999	#CCCCCC
#E0E0E0	#F0F0F0	#FFFFFF	

### Vision

To become the most trusted and innovative digital healthcare company in Egypt and across the MENA region leading the smart transformation of the medical field through technology, reliability, and creativity.

### Mission

Empowering pharmacists, doctors, and companies with integrated digital healthcare platforms including PharmaLink Pharmacy, PharmaSearch, and PharmaKit to make healthcare access faster, smarter, and more affordable.

We use data-driven insights and intelligent solutions to deliver real, life-improving impact for people and partners alike.

### Personality:

Trustworthy and clear  
Innovative and solution-oriented  
Dynamic

### Imagery style

- Clean, minimal, and well-fit compositions
- White or light backgrounds to reflect hygiene and clarity
- Use blue tones for consistency with brand colors

### Tone of Voice:

- Professional and Structured
- Confident and authoritative
- Positive and proactive

### Values:

Quality, credibility, innovation

### Legal Guidelines

- COPYRIGHT**: All materials produced related to our brand are protected by copyright. Always ensure to obtain permission before using third-party owned materials.
- TRADEMARK**: Logos, slogans, and other brand elements are registered trademarks. Always use "®" or "™" symbols correctly.
- LICENSING**: Follow all terms of licenses, including usage, attribution, and restrictions.
- UNAUTHORIZED USE**: Avoid any use that could damage the brand's reputation.
- OBJECTIONS AND VIOLATIONS**: Report any misuse or infringement to the legal department immediately.
- MARKETING MATERIAL APPROVAL**: All marketing materials must be approved by the legal department before distribution to ensure compliance.

## Bedier Pharmacies



### Our Logo

- Horror & Pencil**: A universal symbol of pharmacy and medicine. Reflects Bedier's long-standing expertise in healthcare since 1992. Represents science, trust, and safety at the brand's core.
- Leaves**: Symbolize nature, health, and beauty. Highlight the brand's focus not only on medicine but also on skincare and cosmetics. Communicate "Bedier Pharmacies - holistic care for health & beauty." Builds trust through legacy and

### How We Communicate

Values: **Trust, Care, Accessibility, Community**  
Personality:

- Bedier Pharmacies is perceived as:
  - Caring → Always putting customer health and comfort first.
  - Reliable → Consistent, professional, and trustworthy at all times.
  - Accessible → Close to customers with 12 branches and 24/7 delivery.
  - Helpful & Friendly → A partner in everyday health and beauty needs.
  - Modern & Dynamic → Adapting to trends and offering innovative solutions.

### Color Palette

Our color palette is inspired by nature, creating a fresh and vibrant look. These colors should be used consistently across all media to maintain brand integrity.

HEX: #309459	HEX: #1372bb	HEX: #9fc031	HEX: #f4f4f2
RGB: 48 148 89	RGB: 19 114 187	RGB: 159 192 49	RGB: 244 244 242

### Suggested slogans

معاك 24 ساعة منذ 1992

بدير... ثقة وصحة 24/7

### Imagery Style

Imagery style follows these principles:

- Real People, Real Moments → Featuring pharmacists, customers, and everyday life to create genuine connections.
- In-Store & Lifestyle Shots → Showcasing real branches, staff, and delivery services to emphasize accessibility and reliability.

### Why We Exist?

**Vision**  
To be the most trusted and accessible pharmacy chain in Egypt, offering reliable healthcare services, beauty solutions, and 24/7 support that improve the everyday lives of our customers.

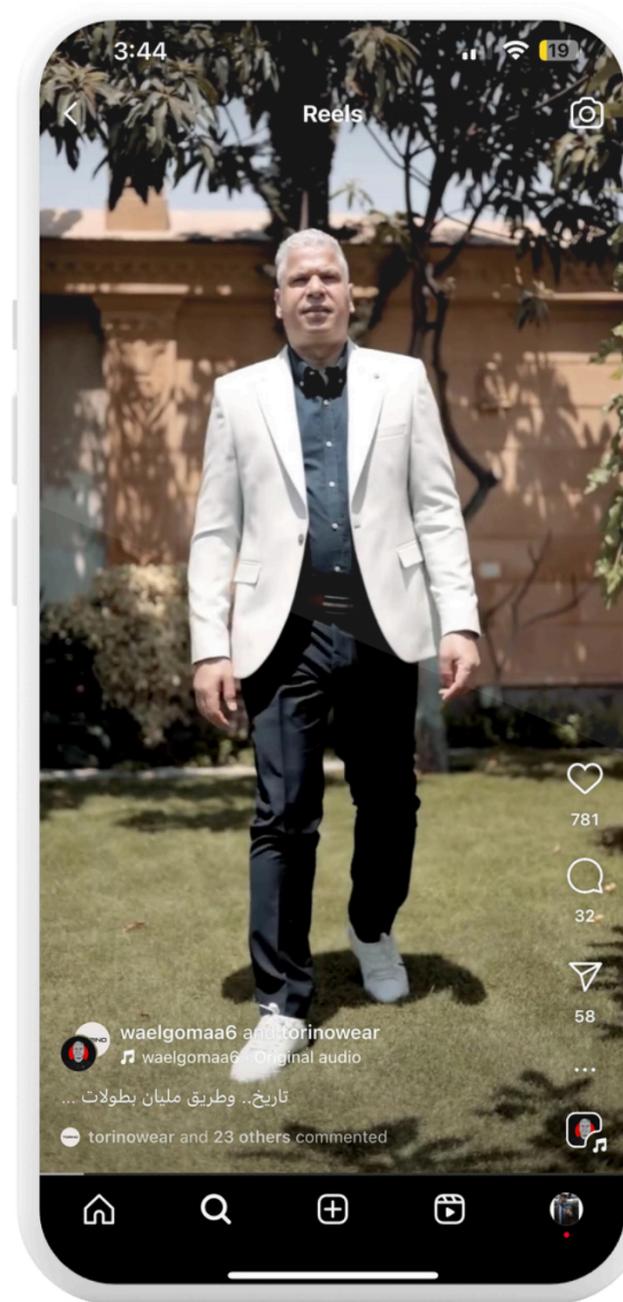
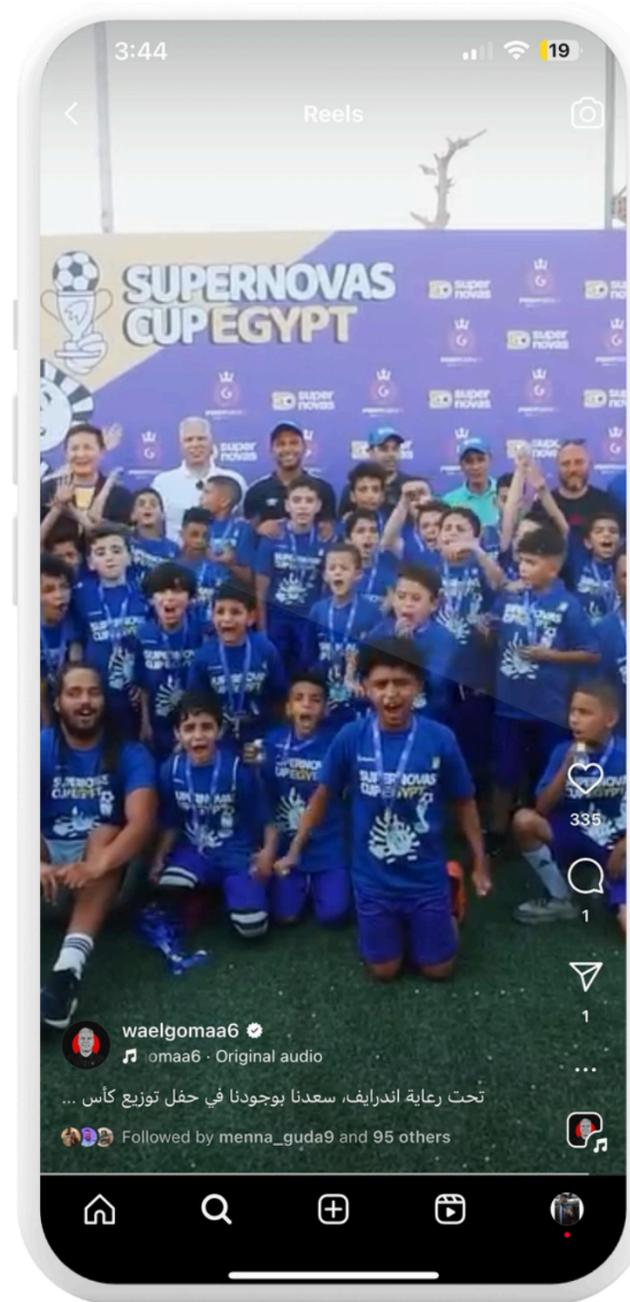
**Mission**  
Our mission is to deliver trusted healthcare and beauty solutions through our 12 branches and 24/7 delivery service. We aim to provide authentic medicines, professional consultations, and continuous offers that make healthcare more accessible, affordable, and reliable for Class B & B+ communities across Egypt.

### Typography

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# PR & INFLUENCER CAMPAIGNS



# WHY CHOOSE US

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**+70**  
Great Client

**+23M**  
Reach

Since 2019, we've partnered with top names across the healthcare, retail, sports, and cosmetics industries, managing more than 20 pharmacy chains and 6 sports brands, achieving over 23 million reach, 2 million engagements, and 300K+ followers growth — all with zero ad budget in selected cases.

**2M**  
Engagements

**+300**  
Project

**+7**  
Years Of  
Experience

**+300K**  
Followers Growth

# Voices That Shape Our Story



**Wael Gomaa**

منذ ما اعتزلت وأنا بتعامل مع أجنسيز  
ومش بنكمل شهور لأول مرة أجنسي  
تكمل معايا أكثر من سنة بسبب  
احترافيتهم وشغلهم الممتاز



**PETER DOSS**

أبسط مثال إن أون تايم أجنسي قوية  
أولاً إنهم معانا من 2019 ... ثانيًا إنني  
استثمرت معاهم في بروجكت، فأكيد  
مفيش أحسن من كده



**AYMAN HEGAZY**

أول ما اتعاقدنا مع أون تايم كنا بنبيع بـ  
100 ألف دليفرى فقط .. الشباب  
ساعدونا إننا بعد سنة بنبيع حاليا 12X ..  
بقالنا سنتين ومكملين.





# THANK YOU

LET'S SHAPE THE FUTURE OF YOUR BRAND TOGETHER.



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Stay Connected

