

THIRTYSIX - CREATIVE SOLUTIONS

SOLUTIONS

Tool Kit

JANUARY 2025

WWW.THIRTYSIX36.COM



ABOUT US

Your Story Matters

ThirtySix is a marketing agency dedicated to creating meaningful impact in the industry, with a strong focus on delivering value through storytelling. Established with a vision to amplify messages and bring them to life in the most brilliant and creative way, storytelling lies at the heart of everything ThirtySix does.

The name “ThirtySix” carries a unique and personal significance, chosen for its connection to creativity and imagination. This identity reflects the agency’s commitment to innovation and the art of conveying ideas through compelling narratives.

With an urban, friendly, and welcoming culture, ThirtySix is a team of forward-thinking creatives who embrace optimism and stay at the forefront of new technologies and solutions. The agency combines professionalism with practicality, ensuring every project aligns with clients’ needs while delivering innovative and impactful results.



Impact OUR VISION ↘

ABOUT US ●●

At ThirtySix, our vision is to create purposeful content and meaningful campaigns that drive impact in the most creative and simple way. We strive to bring our clients' messages to life with clarity, professionalism, and strategy, using innovation, creativity, and high-quality production as our pillars.

Our goal is to craft campaigns that resonate globally—producing international work, going viral, and gaining recognition across regions. By giving deserving brands the attention and storytelling they need, we illuminate their value and support their mission to help people and provide solutions that matter.





MISSION

●● DRIVEN BY STORIES, POWERED BY STRATEGY

ThirtySix exists to clearly communicate visions and tell stories because we believe in the transformative power of storytelling. Through impactful campaign strategies and creative media production, we aim to help brands reach the awareness they need.

Our collaborative and creative workspace allows us to work across diverse industries, continuously generating ideas and fostering discussions that fuel passion and innovation. By embracing a growth mindset, we explore new strategies, partner effectively, and consistently deliver successful, impactful results.

We value the trust our clients place in us and commit to delivering innovative approaches that exceed expectations.



Our VALUES

●● COMMITMENT TO QUALITY

We deliver strategies and work that reflect excellence and attention to detail.

●● COLLABORATION

We believe every team member contributes to perfection by building ideas together.

●● TRANSPARENCY

We provide clear timelines, expectations, and briefs to ensure clarity at every step.

●● PURPOSEFUL MESSAGING

We create work that delivers messages simply and effectively while staying true to our clients' vision.

SERVICES

Branding and Identity Design

Crafting unique brand identities, including logos, branding materials, and offline designs to bring your vision to life.

Social Media Management & Content Creation

Managing social platforms, creating tailored content calendars, and designing strategies to boost engagement and visibility.

Creative Production



Comprehensive TVC production, videography, photography, video editing, and motion graphics for high-quality storytelling.



SERVICES

3D Design and Animation

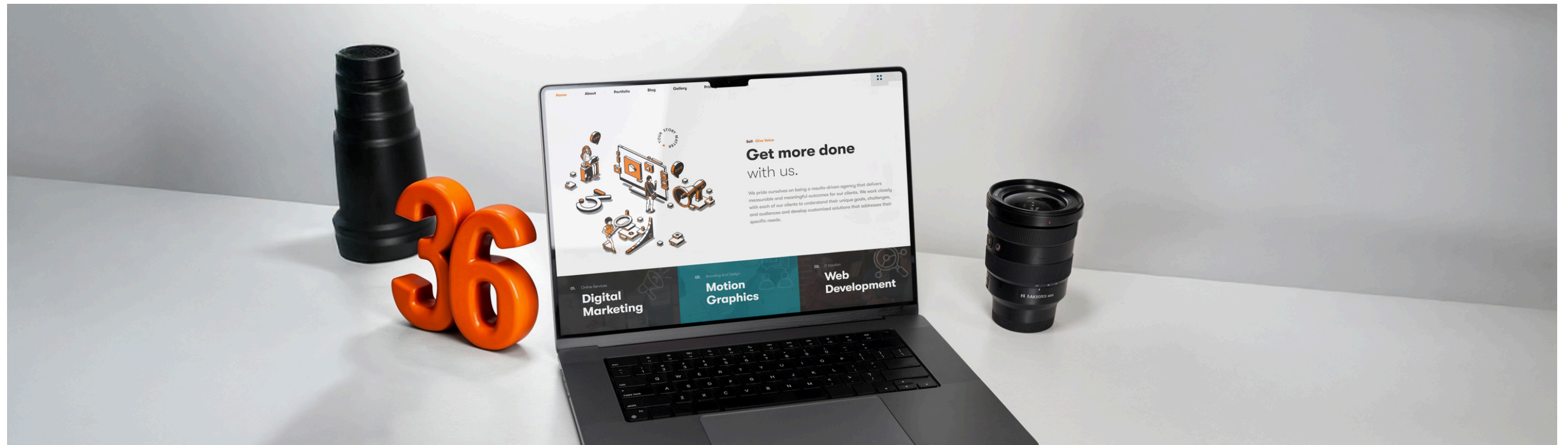
Developing 3D models, animations, and motion graphics to create impactful and visually stunning content.

Digital Solutions

Providing UI/UX design and web development services, including e-commerce solutions & SEO, to elevate your online presence.

Campaign Strategy and Online Advertising

Designing strategic campaigns, running online ads, and leveraging specialized expertise to maximize reach and results.



SERVICES

Marketing Analysis and Strategy

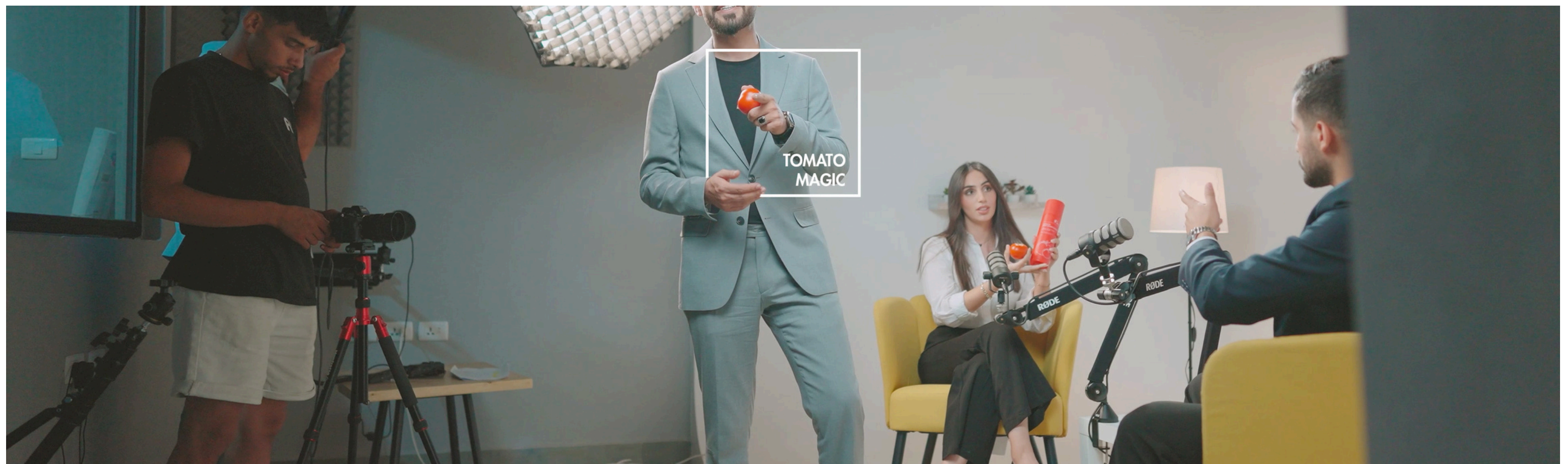
Conducting in-depth marketing analysis and crafting strategies to align with your business objectives.

In-House Studio Services

Offering professional studio access for seamless content creation, including UGC video production.

Web Development & IT Solutions

Creating tailored websites and IT solutions to enhance your brand's digital presence with seamless design, functionality, and support.



CASE

Studies



CLICK DELIVERY

Case 1



Click Delivery, a reliable delivery service in Jordan, aimed to stand out by offering more than deliveries. ThirtySix Marketing transformed them into a full-service logistics partner, showcasing their value and empowering business growth.

SERVICES

SERVICES PROVIDED FOR CLICK DELIVERY

Marketing Strategy:

- Developed campaigns showcasing Click Delivery's commitment to empowering clients.
- Designed targeted content for businesses to build awareness of their services.
- Crafted a growth-focused narrative that appealed to their client base.

Brand Positioning:

Rebranded them as a logistics company, not just a delivery service, emphasizing added value like growth support and consultation.

Client-Centric Focus:

1. Created messaging emphasizing Click Delivery's dedication to client success through advice, customer service, and added tools.

Service Differentiation:

Highlighted unique offerings like storage options, branded bags, receipt printers, and consultation calls to create a full-service logistics image.

Technology Promotion:

Promoted their app's unique features (order tracking, sales statistics, etc.) as a key differentiator.



THE ACTION PLAN



The Solution:

Highlighting Unique Services:

- Emphasized their app's functionality, allowing clients to place orders, track deliveries, and gain valuable sales statistics to monitor their growth.
- Promoted their additional client-centric services, including storage options, branded packaging (bags and stickers), receipt machines, and consultation calls to optimize online advertising strategies.

- **Shifting the Perception:**

Click Delivery was rebranded as a partner in business growth, showcasing their commitment to empowering clients through tools, advice, and reliable service.

- **Adding New Services:**

With their expanded warehouse and storage options, Click Delivery now offers comprehensive solutions for businesses to store and manage their products with ease.

- **Customer Engagement:**

Their customer service professionals actively follow up with clients, ensuring satisfaction and providing personalized support to strengthen long-term relationships.

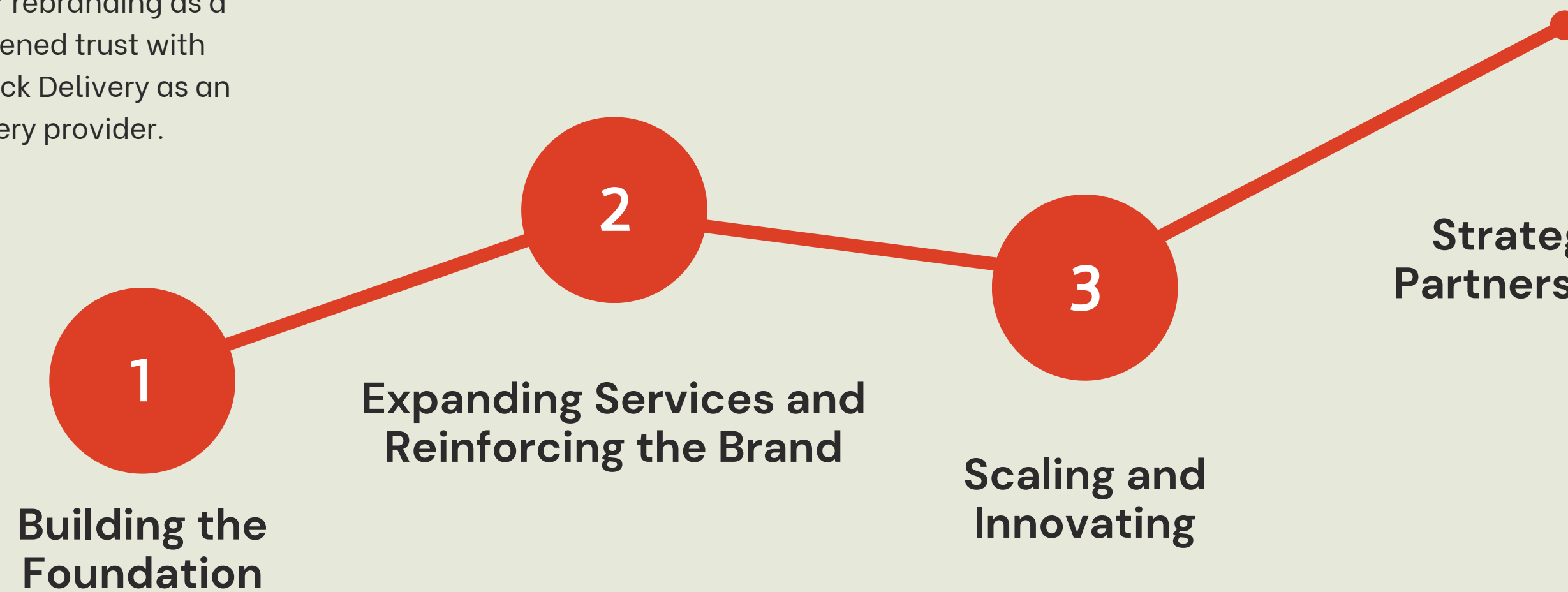
The Challenge:

Click Delivery needed to evolve beyond delivering packages. They wanted to create a brand that businesses could rely on for comprehensive logistical support, empowering their clients with tools and services that help them grow and succeed.



THE OUTCOME

Click Delivery has transformed into a one-stop logistics hub that goes above and beyond traditional delivery services. Their rebranding as a logistics partner has attracted new clients and deepened trust with existing ones. Businesses across Jordan now view Click Delivery as an essential ally in their growth journey, not just a delivery provider.



Click Delivery Client Growth Rate

GROWTH RATE

New Clients Year#1 – 40%

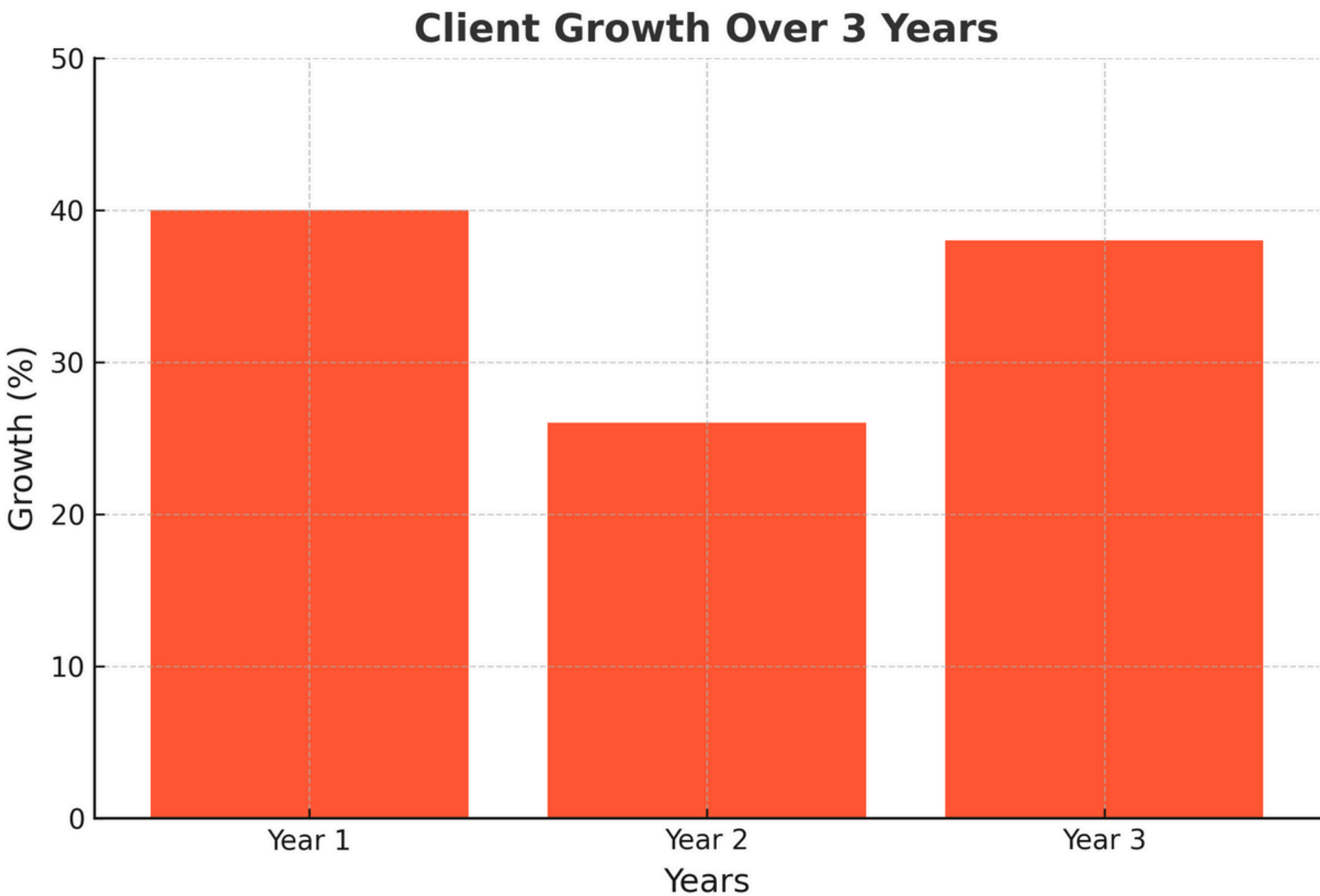
67 +

New Clients Year#2 – 20%

34 +

New Clients Year#3 – 38%

63 +



CAMPAIGNS WITH CLICK DELIVERY



company_profile.pdf



#اعتبره_تم



تطبيقك بين ايديك
(اضافة احصائيات و تتبع)



توصيل يعكس هويتك
اضافة تغليف مخصص للعملاء
بالتعاون مع كليك



خليك زي سامي
قصة نجاح سامي احد عملاء
كليك



من البداية حتى النجاح
توفير جلسات استشارة للاعلانات مجانية
و توفير آلات طباعة بوالص حرارية مجاناً



خزن, سلم و ارتاح
توفير مخازن



اطبع , وصل, تابع, حصل
خدمات لوجستية متكاملة

PRODUCTION

SCOPE OF WORK: SCRIPT - DIRECTION - PRODUCTION

VIDEO SERIES 1

VIDEO SERIES 2

VIDEO SERIES 3



AFTER





JORSAL

Case Study

Jorsal has been a trusted name in luxury kitchens since 1981, offering quality that lasts for generations. While they also design home furniture, office furniture, and dressing rooms, their reputation has primarily been built around kitchens. As a local luxury brand, Jorsal's commitment to excellence deserved to be showcased in a way that reflected their true value and craftsmanship.



SERVICES

SERVICES PROVIDED FOR CLICK DELIVERY

Social Media Management

- Platforms: Instagram, LinkedIn, Pinterest, and Facebook (Jordan and Iraq branches).
- Content calendar creation and posting.

Marketing Strategy

- Developing a clear brand strategy to reposition Jorsal as a comprehensive luxury furniture provider.

Photography and Videography

- High-quality photoshoots, including showcasing client homes post-installation.
- Creating professional videos for social media and marketing purposes.

Branding

- Establishing brand guidelines to maintain consistency.
- Developing their slogan: "جورسال، صُنع للأجيال".

Content Creation

- Luxury lifestyle content tailored to reach target audiences.
- Exceptional visuals representing their craftsmanship.
- AI-enhanced visuals to help clients imagine the furniture in their spaces.

Influencer Marketing

- Collaborations with influencers like Rania Omeish and FeedMureed to boost brand awareness and engagement.

Campaigns and Monthly Management

- Organizing and managing monthly campaigns for sustained growth and visibility.



THE ACTION PLAN



ThirtySix partnered with Jorsal to redefine their brand presence and elevate their marketing strategy. We worked passionately to:

The Solution:

- **Establish their brand story:**
Infused consistency into their messaging and presentation, creating a compelling brand narrative.
- **Develop brand guidelines:**
Designed professional guidelines, including their slogan **"جورسال، صُنع لأجيال"** which perfectly encapsulates their legacy.
- **Revamp social media presence:**
Managed their Instagram, LinkedIn, Pinterest, and Facebook accounts for both Jordan and Iraq branches.

Provide web support:

Improved their online platforms to enhance accessibility and brand appeal.

- **Enhance visual presentation:**
Organized professional photoshoots, including capturing client homes after installations, and used AI to create immersive visuals.
- **Execute influencer marketing:**
Collaborated with notable influencers like Rania Omeish and FeedMureed to amplify brand awareness.

The Challenge:

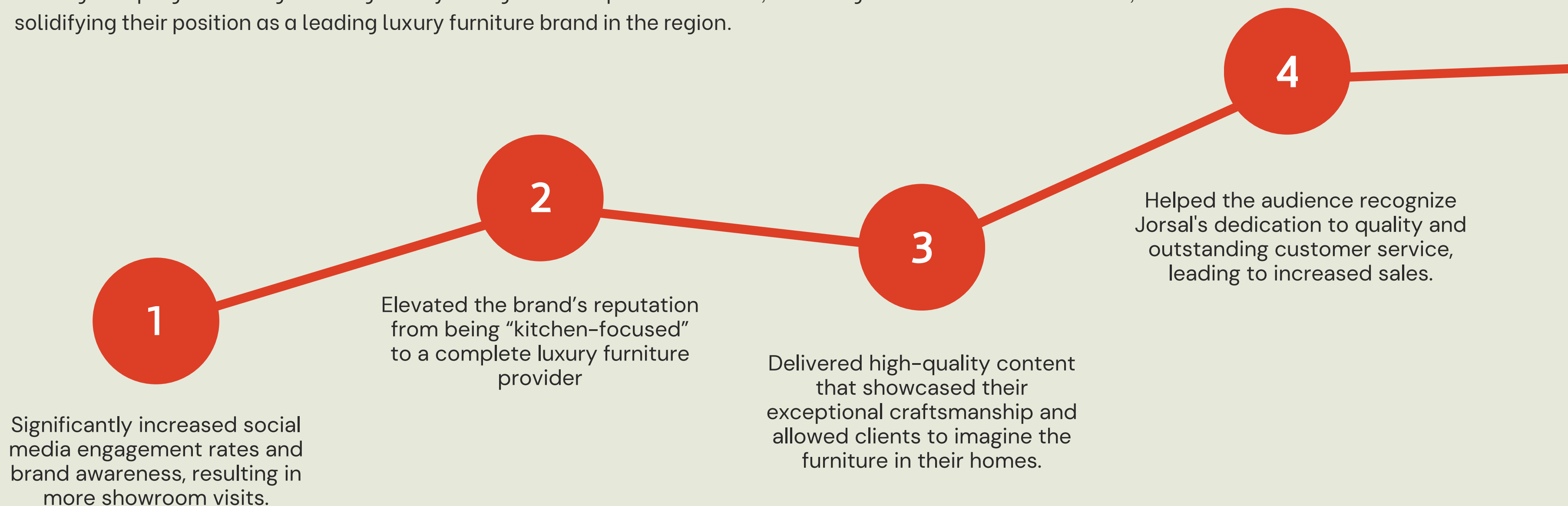
Despite Jorsal's exceptional quality and heritage, their online presence and marketing strategy did not align with their brand's luxury positioning. They were primarily recognized for kitchens, with limited awareness about their broader furniture offerings. Photography and branding lacked consistency and impact, failing to showcase the lifetime quality and exceptional craftsmanship they provide.



THE IMPACT

Why It Matters:

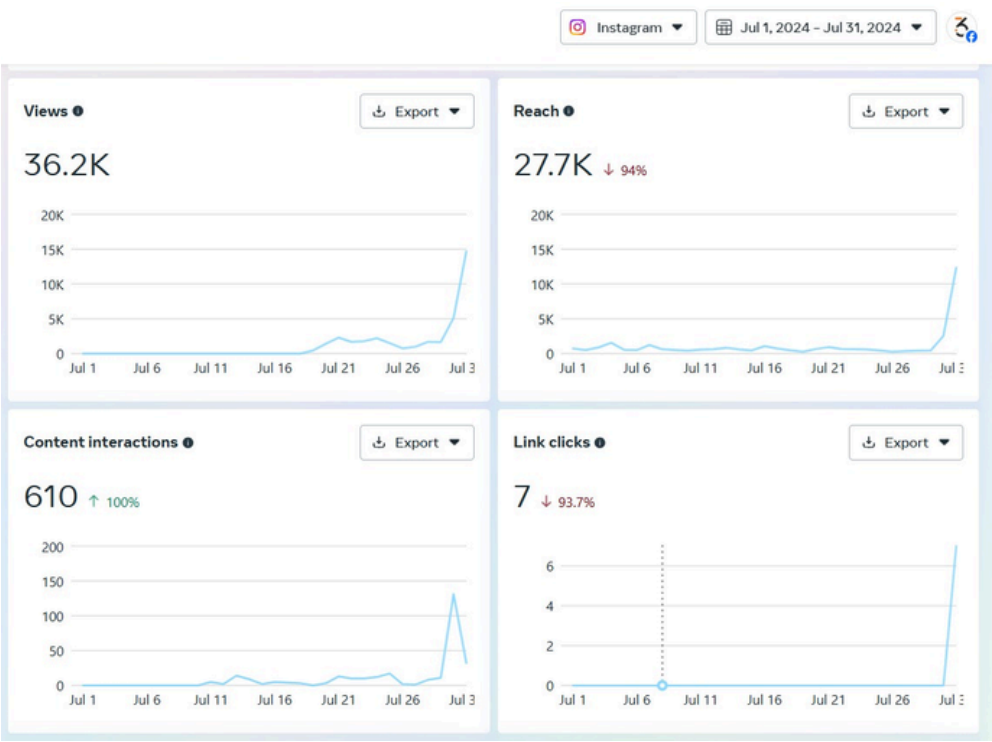
The Jorsal project exemplifies how ThirtySix can transform a brand by creating consistent, professional, and visually striking campaigns. Through strategic storytelling and exceptional content, we brought Jorsal's true value to life, solidifying their position as a leading luxury furniture brand in the region.



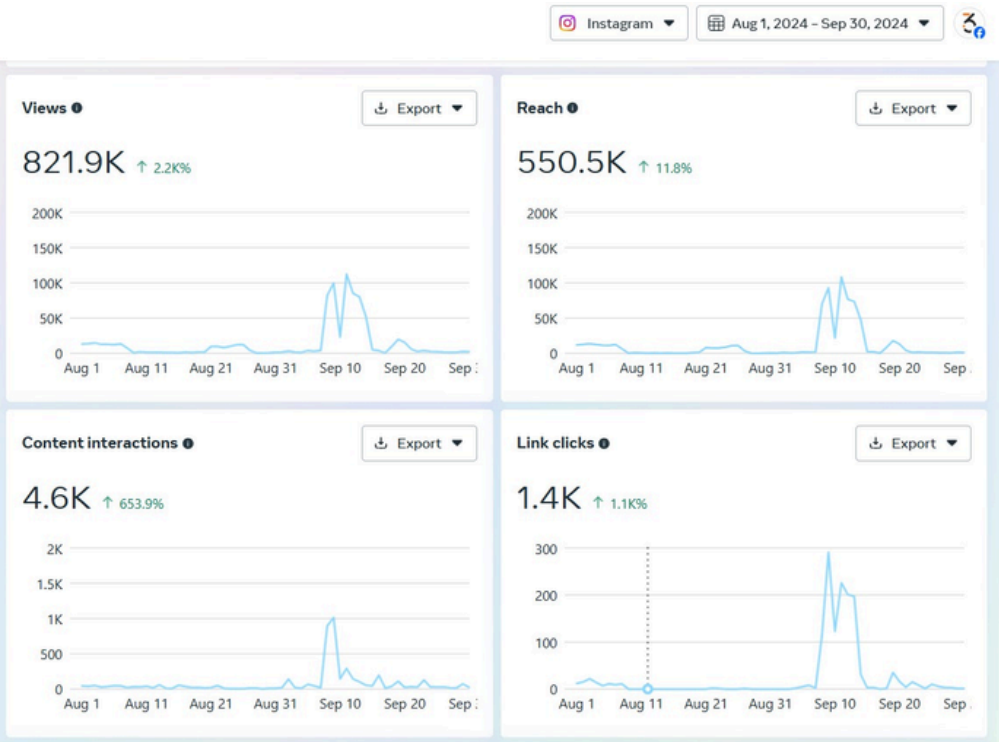
GROWTH RATE

Instagram Growth:

Views: 2170.44%
Reach: 1887.36%
Interactions: 654.1%
Clicks: 19900.0%



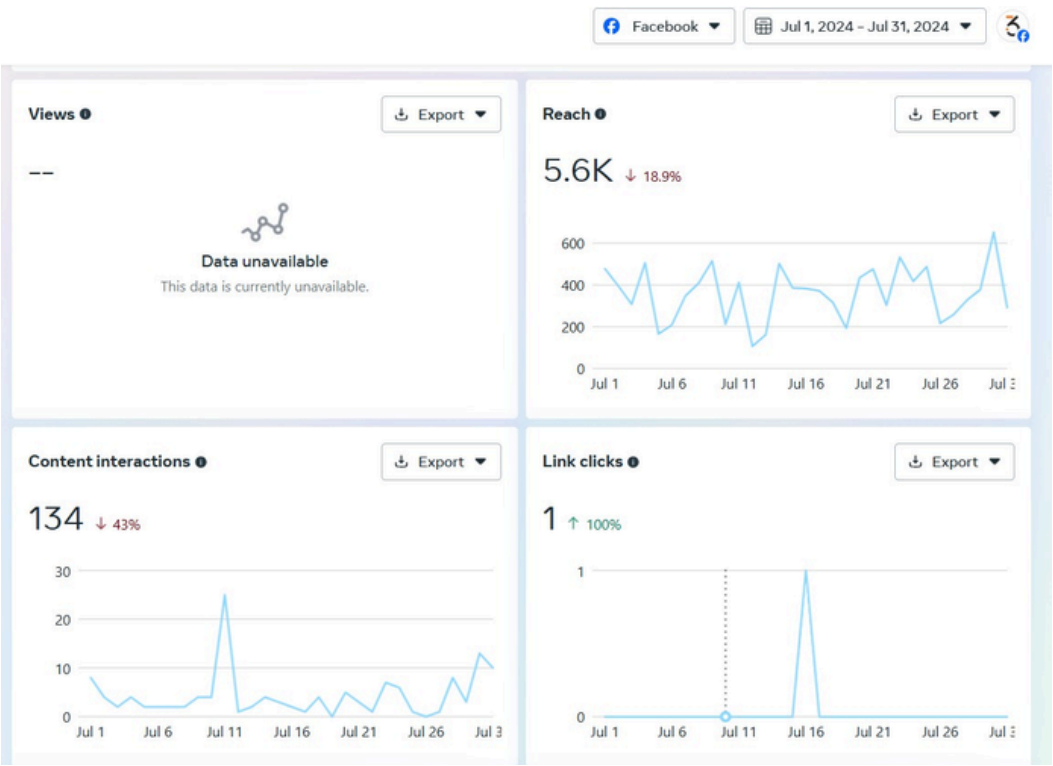
BEFORE
(INSTAGRAM)



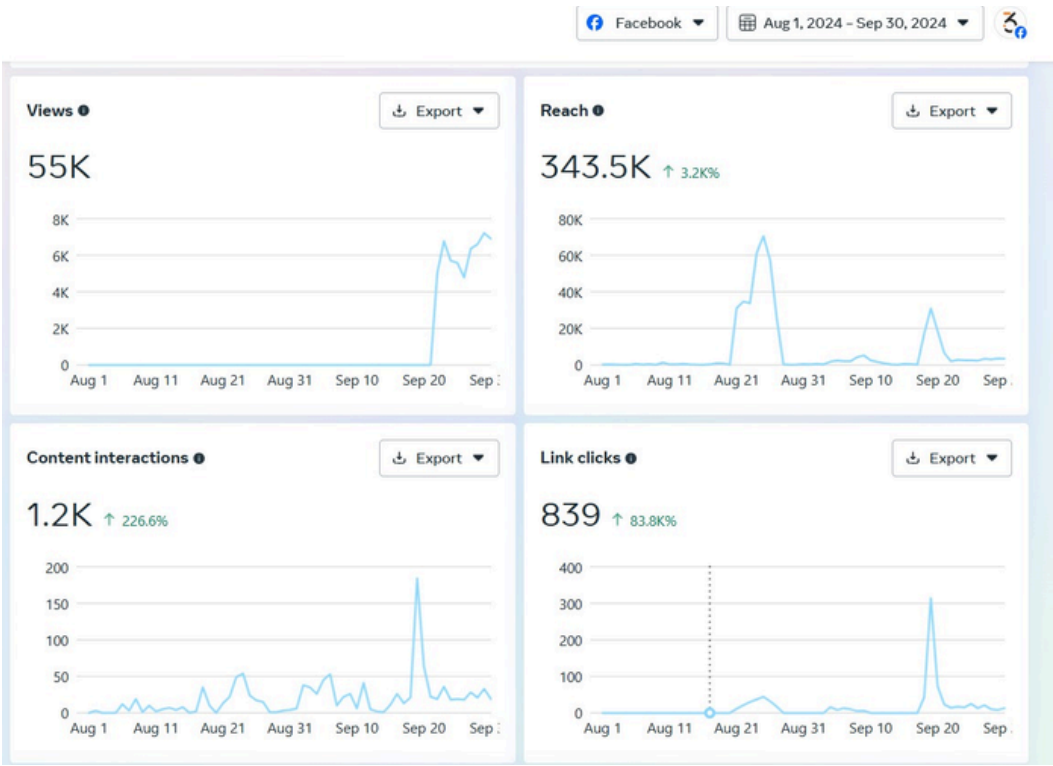
AFTER 1 MONTH
(INSTAGRAM)

Facebook Growth:

Views: 2170.44%
Reach: 1887.36%
Interactions: 654.1%
Clicks: 19900.0%



BEFORE
(FACEBOOK)



AFTER
(FACEBOOK)



PINTEREST

GROWTH RATE

PINTEREST

Overall performance

Impressions ⓘ	Engagements ⓘ	Total audience ⓘ	Engaged audience ⓘ
2.81k ↑ 425%	50 ↑ 316%	2.34k ↑ 1354%	49 ↑ 880%

AFTER

(31 days of our management)



CONTENT

SAMPLES FROM OUR PROFESSIONAL
VIDEOGRAPHY FOR JORSAL

[KITCHEN VIDEO](#)

[CLIENT BEDROOM](#)

[JORSAL X NATURAL LOOKS](#)

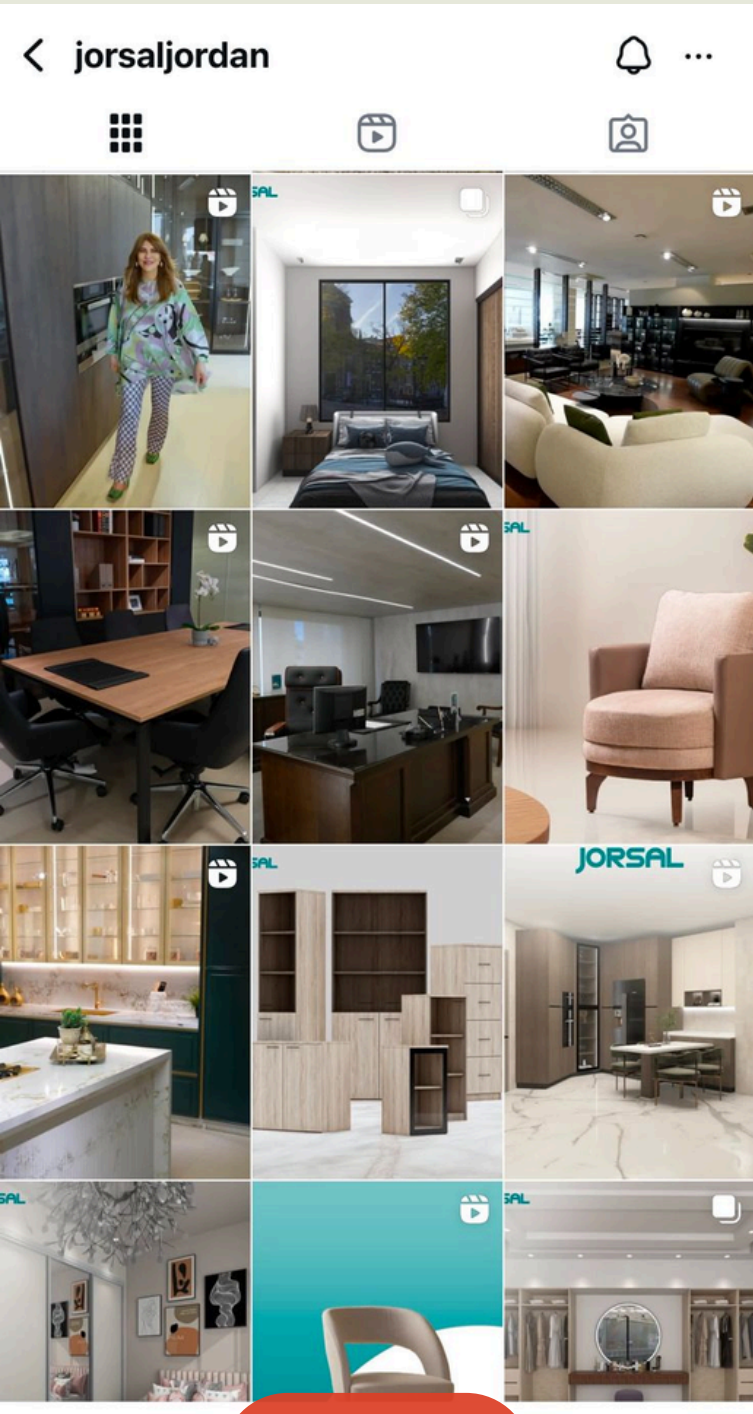
[KITCHEN VIDEO](#)



SOCIAL MEDIA



AFTER



BEFORE



PHOTOGRAPHY FOR JORSAL



JORSAL X THIRTYSIX



brandboard.pdf



Made To Last
صنع لأجيال



JORSAL X Dr. Nadine
Tamimi



JORSAL X World Bank



JORSAL X NATURAL LOOKS



JORSAL X ROTOLOEX



JORSAL X LAMIS CLEANING
COLLECTION



Brand ambassador

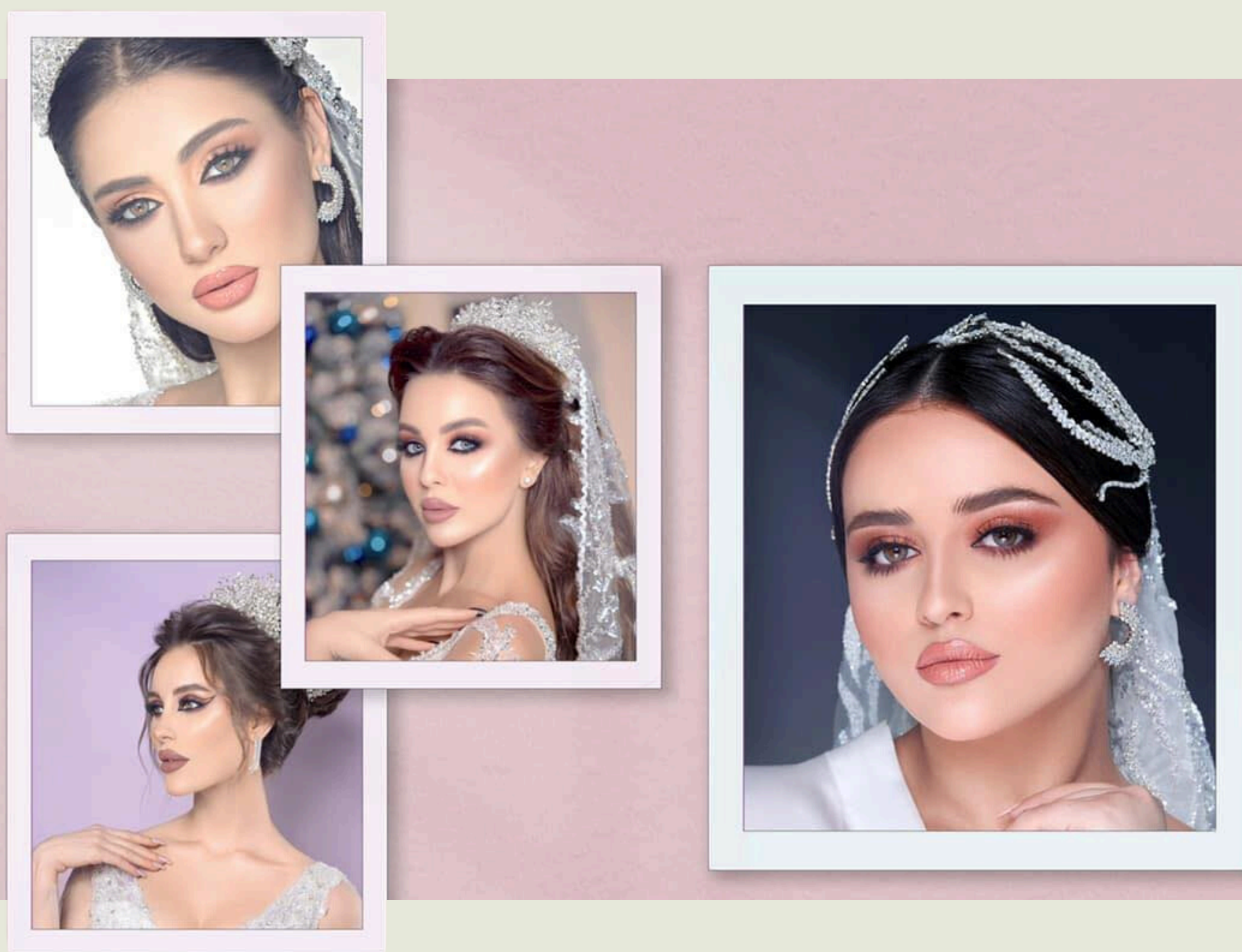
JORSAL X RANIA OMEISH

GORGEIOUS BEAUTY HOUSE

Case 2

3

Gorgeous Beauty House, formerly known as Gorgeous Beauty Center, initially had its main branch in Sweifieh and a smaller branch at the Fairmont Amman Hotel. When we first onboarded them, the brand's focus was on brides, but their previous marketing efforts primarily attracted clients seeking lower-cost services. With a vision to elevate their brand and attract high-paying clients who value professional and luxurious beauty services, we collaborated with them to redefine their identity and achieve exponential growth.



OBJECTIVES



Rebrand and reposition the brand to appeal to a more affluent audience.

Expand operations by supporting the opening of new branches and relocating the main branch.

Establish a strong social media presence and grow their online platforms.

Increase sales by adjusting their packages and pricing to match their target audience.



2019
(when we started)



2024

LEVERAGING PERSONAL BRANDING

@SAMARALJBORI

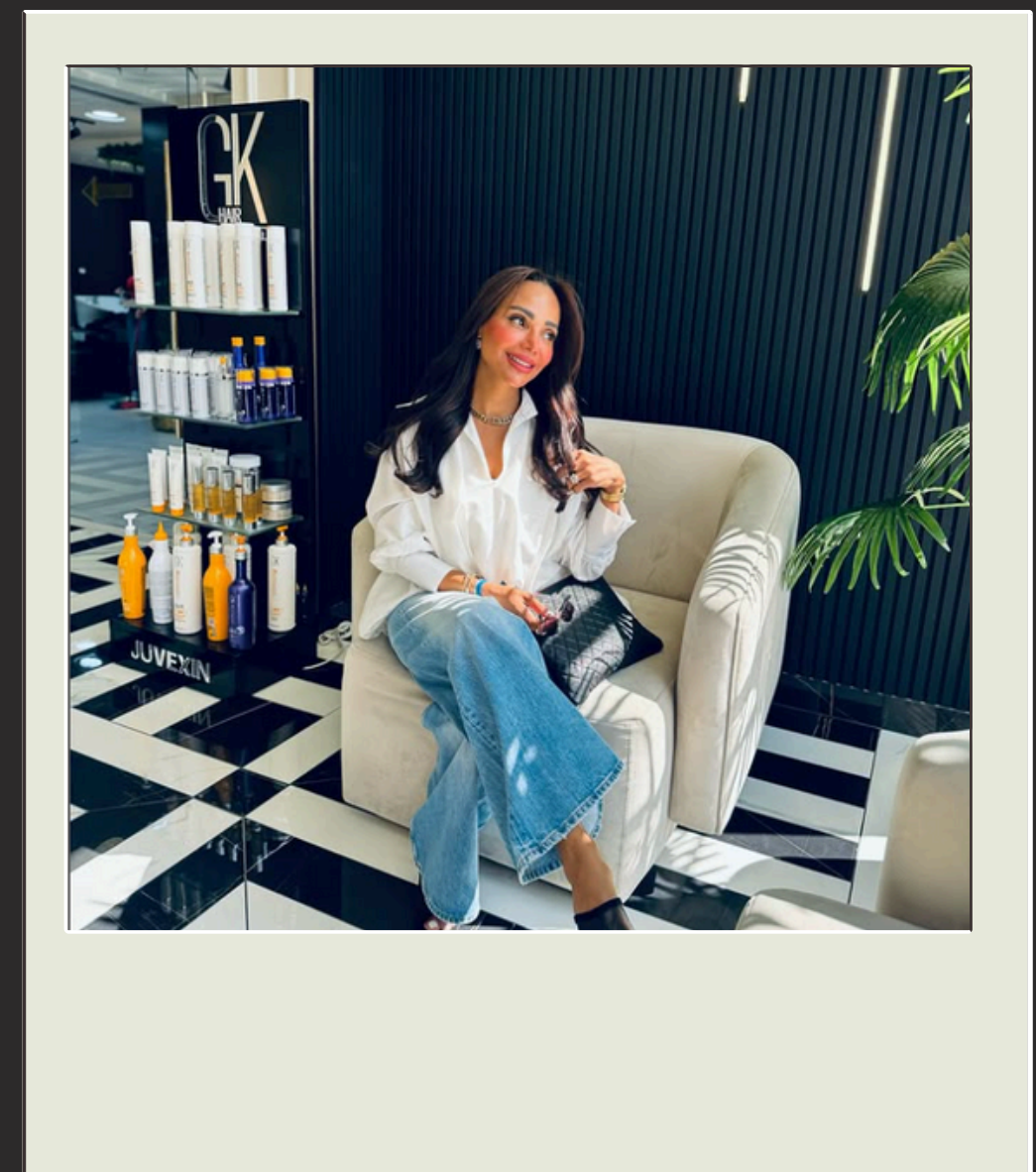


One of the most successful strategies we implemented for Gorgeous Beauty House was leveraging the personal branding of its owner and lead makeup artist, Samar Aljbori. Recognizing her talent, expertise, and unique position as the face of the Beauty House, we focused on establishing her as a credible and engaging figure in the beauty industry.

We worked extensively on enhancing Samar's online presence, helping her grow her social media platforms and connect authentically with her audience. Through tailored content strategies, Samar became a trusted voice in the beauty community. Key initiatives included:

- **Live Engagements:** Regular live sessions where she demonstrated makeup techniques, answered questions, and engaged directly with her audience, fostering trust and transparency.
- **Showcasing Expertise:** Content that highlighted her skills, product knowledge, and honest recommendations, establishing her as a credible expert.
- **Community Building:** Encouraging interaction through Q&A sessions, tutorials, and behind-the-scenes glimpses of her work at Gorgeous Beauty House, drawing attention to the business.

This approach significantly boosted Samar's personal following and strengthened the Beauty House's brand identity. By showcasing her authentic personality and expertise, we not only brought in a larger audience but also created a sense of community and trust around the Gorgeous brand. This strategy not only positioned Samar Aljbori as a beauty authority but also directed attention and credibility back to the Beauty House, driving growth in engagement, clientele, and brand awareness.





THE IMPACT

Through strategic rebranding, social media growth, and operational support, Gorgeous Beauty House transformed from a small beauty center into a leading luxury beauty destination. This case study highlights how thoughtful marketing strategies and consistent branding can drive significant growth and reposition a business to better serve its target audience.



FOR GORGEOUS BEAUTY HOUSE

STRATEGY & EXECUTION

Branch Expansion & Relocation:

- Supported the opening of new branches in Al-Zarqaa and Tabarbour.
- Relocated the Sweifieh main branch to a premium location with an entire building offering comprehensive bridal services, including a Moroccan bath, spa, skincare, lash extensions, and a full bridal dress boutique.

Daily Marketing Operations:

- Handled all photography, videography, and social media posting to maintain a consistent and premium online presence.
- Created and curated content that reflected the elegance and professionalism of the brand.

Rebranding & Brand Positioning:

- Elevated the brand image to attract high-paying clients by showcasing their luxurious and professional services.
- Shifted their identity from a standard beauty center to a full-fledged luxury beauty house.

Sales Optimization:

- Adjusted service packages and pricing to align with the preferences of their target audience.
- Implemented sales-focused campaigns that drove client bookings and increased revenue.

Social Media Growth:

- **Increased Instagram followers from 100K to 190K through consistent, high-quality content and engaging campaigns.**
- **Built their TikTok account from 0 to 100K followers in just 3 months, focusing on visually captivating and trend-driven content.**

Campaigns & Advertising:

- Designed and executed campaigns that aligned with their target audience's preferences, focusing on quality and value.
- Managed strategic ads to boost sales and highlight new service packages.





GROWTH RATE

Through strategic rebranding, social media growth, and operational support, Gorgeous Beauty House transformed from a small beauty center into a leading luxury beauty destination. This case study highlights how thoughtful marketing strategies and consistent branding can drive significant growth and reposition a business to better serve its target audience.

Instagram Followers:

From **110K** to **190K** —
Growth: **72.7%**

Facebook Followers:

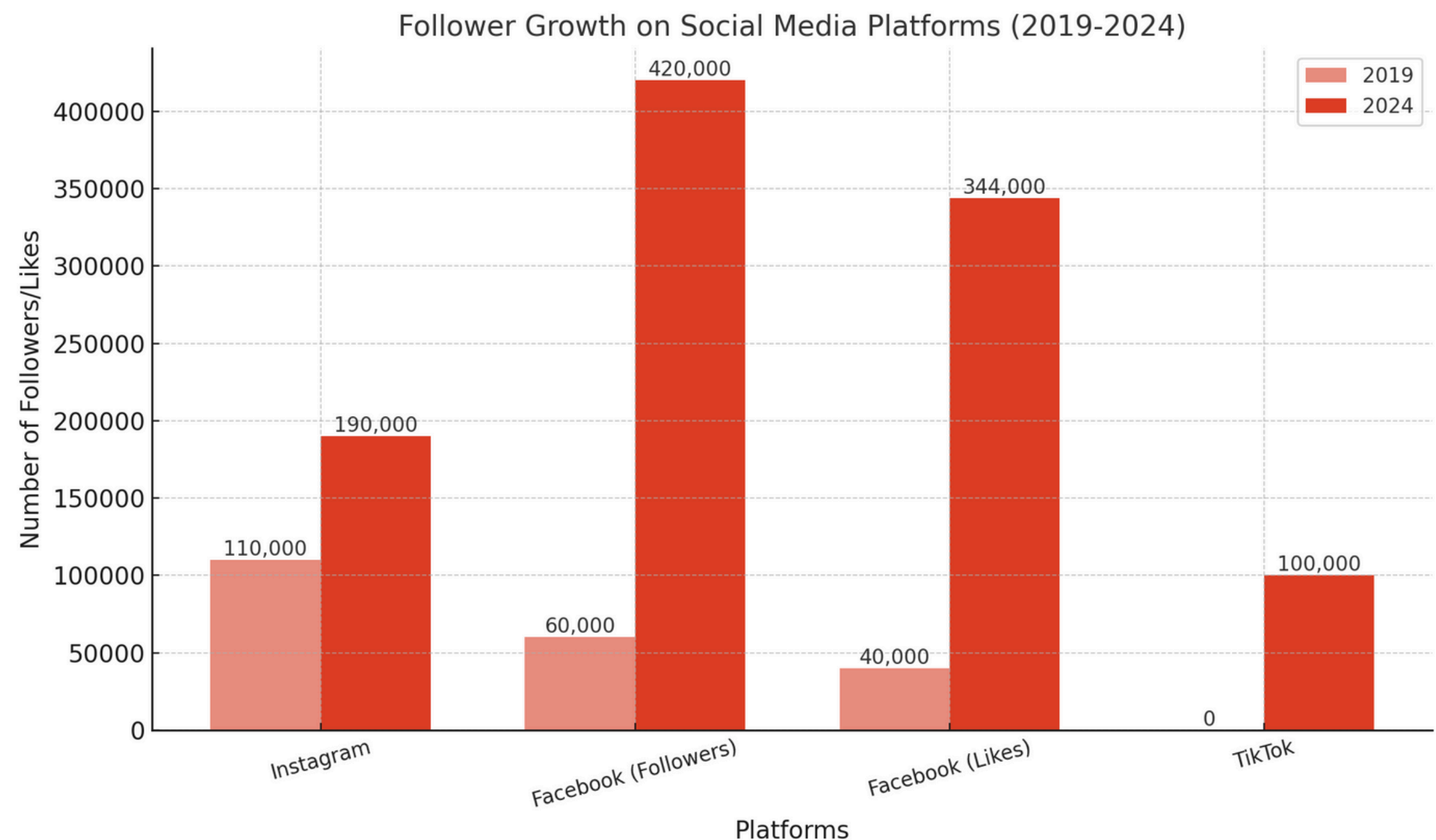
From **60K** to **420K** —
Growth: **600%**

Facebook Likes:

From **40K** to **344K** —
Growth: **760%**

TikTok Followers:

100K — In 5 months



GORGEOUS X THIRTYSIX



First 1M views on
instagram



My Beauty Team
Campaign



Best Boutique In
Town



GORGEOUS X GK



GORGEOUS X
TKIYET UM ALI



BLACK DECEMBER

PHOTOGRAPHY FOR GORGEOUS



LET'S CREATE NOW

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