

# CT MEDIA

WE MAKE BRANDS IMPOSSIBLE TO IGNORE.

STRATEGY. • CREATIVITY. • RESULTS.



WHAT WE HELP

# BRANDS ACHIEVE

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- 01 Make your brand impossible to ignore  
A presence people instantly notice and remember.

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- 02 Give your brand a clear direction  
Beyond random visuals and trend-chasing.

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- 03 Make your brand feel impossible to overlook  
Stronger perception. More trust. Higher value.

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- 04 Build a consistent identity  
So every touchpoint feels connected and intentional.

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- 05 Turn ideas into a real brand system  
Not just moodboards and inspiration.

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- 06 Create a presence that reflects where you're going  
Strategic, premium, and built to stand out.

SELECTED

## RESULTS

Strategic direction backed  
by measurable growth.

CLIENT

**CARATS**  
LUXURY JEWELRY



+460.7%

**Reach**

More people discovered  
the brand.

+62.7%

**New Contacts**

High-intent leads  
driving real opportunities.

+56.4%

**Views**

Stronger visibility and  
content performance.

+25%

**Engagement**

More meaningful interactions  
that drive brand connection.

# Built for brands that **refuse** to blend in.



Every service is designed to strengthen perception, positioning, and long-term brand value.

01

## Brand Direction

Positioning, clarity, and strategic foundations built to guide every move.



02

## Identity Systems

Visual identities engineered for recognition, consistency, and longevity.



03

## Creative Direction

Campaigns and content directed with precision — not trends.



04

## Content Systems

Built to keep brands consistent, recognizable, and impossible to ignore.



05

## AI + Human Execution

Scalable creative execution without losing taste, consistency, or direction.



06

## Positioning & Messaging

The language, tone, and narrative that separates brands from their category.



# The strategy behind brands **built to lead.**

Before a brand can grow, scale, or stand out —  
it needs clarity.

We define the positioning, direction, and  
messaging that shape every future decision.

## 01

### Brand Direction

A strategic foundation that gives the brand  
consistency, confidence, and long-term clarity.

#### DELIVERABLES

Brand Strategy

Positioning Framework

Brand Architecture

Competitive Mapping

## 02

### Positioning & Messaging

The language, narrative, and tone that  
separate brands from their category.

#### DELIVERABLES

Brand Naming

Messaging System

Tone of Voice

Tagline Development

# Design with **intent.** Create with **clarity.**

We build visual identities and creative directions that make brands recognizable, desirable, and impossible to ignore.

From the core identity to every expression of the brand — every detail is intentional.



## 01

### Identity Systems

Visual identities engineered for recognition, consistency, and longevity.

#### DELIVERABLES

Logo & Mark Design

Typography System

Color Language

Visual Guidelines

Application System



## 02

### Creative Direction

Campaigns and content directed with precision — not trends.

#### DELIVERABLES

Campaign Direction

Art Direction

Content Standards

Talent & Production Briefs



# Consistent today. Scalable tomorrow.

We combine systems, content, and technology to execute at scale without compromising creativity, quality, or brand integrity.

Faster execution. Smarter systems.  
Stronger results.



## 01

### Content Systems

Built to keep brands consistent, recognizable, and impossible to ignore across every touchpoint.

#### DELIVERABLES

- Content Strategy
- Content Frameworks
- Content Calendars
- Multi-Platform Consistency



## 02

### AI + Human Execution

We blend the precision of AI with the judgment of human creatives to deliver faster, better, and at scale.

#### DELIVERABLES

- AI-Assisted Production
- Brand Asset Generation
- Content at Scale
- Consistent Quality Control



# Brands We've Helped Make Impossible To Ignore.

Luxury. Fashion. Real Estate. Culture.  
Built through positioning, strategy,  
and creative execution.



01 2024  
**Carats Jewellery**  
Luxury repositioning + campaign growth  
BRAND DIRECTION • CAMPAIGN STRATEGY →



02 2025  
**Carats Developments**  
Premium real estate positioning  
BRAND STRATEGY • REAL ESTATE POSITIONING →



03 2024  
**VOM Jewellery**  
Identity transformation for  
a modern luxury audience  
BRAND IDENTITY • CREATIVE DIRECTION →



04 2024  
**Zio Boxing Academy**  
Sharper positioning with  
stronger visual consistency  
BRAND IDENTITY • POSITIONING →



05 2024  
**Afro London**  
Streetwear storytelling built around  
culture and direction  
BRAND DIRECTION • CREATIVE EXECUTION →



06 2025  
**RVRS**  
Campaign storytelling designed to  
drive attention and engagement  
BRAND IDENTITY • CAMPAIGN STRATEGY →

# Built to feel as refined as the brands we help create.

From strategy to execution, every step is designed to keep communication clear, execution focused, and the experience seamless.



01



## Strategic Onboarding

Clear project direction from day one — goals, positioning, and expectations aligned early.

02



## Structured Communication

Fast response times, organized workflows, and a streamlined approval process.

03



## Consistent Creative Direction

Every deliverable follows a unified direction to maintain clarity and brand consistency.

04



## Precision In Execution

Detail-oriented execution built around quality, refinement, and long-term perception.

# Built with intention. Not trends.

*I never wanted CT MEDIA to become another agency chasing noise. The goal was always to build brands people genuinely remember.*

— Carlos Tawfik

CT MEDIA was built around one belief: Strong brands are not created through random content or temporary trends. They're built through clarity, positioning, consistency, and direction.

Every project we take on is approached with long-term brand value in mind — not short-term attention.

FOUNDER & CREATIVE DIRECTOR

Carlos Tawfik

CAIRO • LONDON



# Let's Build Something Impossible To Ignore.

For brands ready to move with clarity,  
direction, and intention.

START YOUR PROJECT →



WEBSITE

ctmedia.me



EMAIL

hello@ctmedia.me



INSTAGRAM

@\_ctmedia



LOCATION

Cairo • London

CT MEDIA

