



Design With Tech ,Deliver With Style

Innovative - Strategic - Impactful





COMPANY OVERVIEW

Founded in 2025 Al Falah BCN is a full-service advertising agency committed to delivering creative, corporate gifting, office branding. Based in Ajman, we help brands grow, connect, and engage with their audiences through innovative promotional items and marketing.

With a team of passionate strategists, designers, content creators, and media planners, we transform insights into impactful brand experiences that drive measurable success.





VISION

To be the most trusted and results-driven advertising agency, creating unforgettable brand stories that inspire action and loyalty.

MISSION

To craft compelling campaigns and innovative advertising strategies that deliver measurable ROI, strengthen brand identities, and foster meaningful customer relationships.

CORE VALUES

Creativity – Bold ideas that break through the noise.

Integrity – Honest communication and transparent work.

Results – Data-backed strategies that drive growth.

Collaboration – Working closely with clients to meet their unique goals.

Innovation – Staying ahead with emerging trends and technologies.

CREATIVE DESIGN

WEB DEVELOPMENT

BRANDING & DEVELOPMENT

CORPORATE GIFTING

OFFICE STATIONARY

SUPPORTING ITEMS FOR EVENTS

ACRYLIC FABRICATION ITEMS



CREATIVE DESIGN & COPYWRITING

Creative design is critically important for business success because it directly impacts how your brand is perceived, how effectively your message is communicated, and how customers engage with your products or services. We provide the creative design matters for business:

1. Builds Strong Brand Identity

2. Communicates Messages Clearly

3. Increases Customer Engagement

4. Boosts Marketing Effectiveness

5. Drives Sales and Conversions

6. Strengthens Professionalism and Credibility

7. Supports Innovation and Creativity





WEB DEVELOPMENT

1. ONLINE PRESENCE & CREDIBILITY

A professional-looking website builds trust and credibility. Without one, people may assume the business is outdated or unreliable.

2. 24/7 AVAILABILITY

Unlike a physical store, a website is open 24/7, allowing customers to learn about your products or services anytime.

3. MARKETING & VISIBILITY

A website allows you to:
Appear in search engine results. Run digital marketing campaigns (e.g., Google Ads, SEO). Share content through social media and link back to your site.

4. CUSTOMER CONVENIENCE

Customers can find your contact info, location, and hours. Browse your products

or services. Get support or make inquiries.

5. COMPETITIVE ADVANTAGE

If your competitors have websites and you don't, you're at a clear disadvantage. A well-designed site can set you apart from others in your industry.

6. DATA & INSIGHTS

You can track visitor behavior using tools like Google Analytics to understand:
What people are looking for.
Where they come from.
What leads to sales or inquiries.

7. COST-EFFECTIVE COMMUNICATION

Announce promotions, product launches, or updates without recurring costs like flyers or ads. Use contact forms, chatbots, or newsletters to stay in touch with customers.





BRANDING & DEVELOPMENT

Corporate branding involves creating a distinct and consistent identity for a company as a whole, rather than focusing solely on individual products or services. There are several types of corporate branding, each with its own strategic approach. Branding is important for any company because it shapes how people perceive and connect with the business. Here's why it's essential:

- Supports Marketing and Advertising
- Differentiates from Competitors
- Drives Customer Loyalty
- Aligns Internal Culture
- Adds Business Value
- Creates Recognition
- Builds Trust



CORPORATE GIFTING

Corporate Gifting refers to the practice of giving gifts by a company to its employees, clients, partners, or prospects as a gesture of appreciation, goodwill, or to strengthen business relationships.

WHY CORPORATE GIFTING MATTERS

Builds Stronger Relationships

Boosts Brand Awareness

Improves Employee Morale

Enhances Customer Loyalty

Celebrates Milestones





OFFICE STATIONERY

Here is a comprehensive list of essential office stationery items, useful for outfitting a workplace, preparing for a new office setup, or creating a procurement checklist.

PAPER PRODUCTS

A4 Copy Paper (70gsm/80gsm)
Letterheads & Envelopes
Sticky Notes / Post-it Notes
Notepads / Legal Pads
Diaries / Planners
Index Cards / Dividers

WRITING ITEMS

Ballpoint Pens
Gel Pens
Rollerball Pens
Highlighters (Multi-color)
Whiteboard Markers
Permanent Markers

FILING & ORGANIZING

Ring Binders / Lever Arch Files
File Folders / Expanding Folders
Document Holders / Report Covers
Plastic Sleeves / Sheet Protectors
Index Tabs / Flags
Clipboards / File Clips

GEN. DESK SUPPLIES

Staplers & Staples
Paper Punches / Rubber Bands
Paper Clips & Binder Clips
Tape Dispensers & Adhesive Tape
Glue Sticks / Scissors / Cutter
Rulers (Plastic/Steel)

OFFICE UTILITIES

Whiteboards / Notice Boards
Whiteboard Erasers & Cleaners
Desk Organizers / Pen Holders
Calculators
Label Makers / Labels
Desk Trays / In-Out Baskets

MAILING & PACKING

Envelopes (Plain / Window)
Packaging Tape & Dispensers
Packing Materials
(Bubble Wrap, Paper Filler)
Courier Bags
Document Pouches



SUPPORTING ITEMS FOR EVENTS

Event items commonly used for organizing and managing professional, corporate, social, and promotional events. These items are essential for ensuring smooth logistics, engaging decor, and a memorable guest experience.



ACRYLIC FABRICATION ITEMS

Display stands, risers, shelves, point-of-sale (POS) fixtures

Signage, letters, logos, illuminated signs

Protective screens, divider panels, sneeze guards

Acrylic boxes, gift boxes, cases, souvenir display

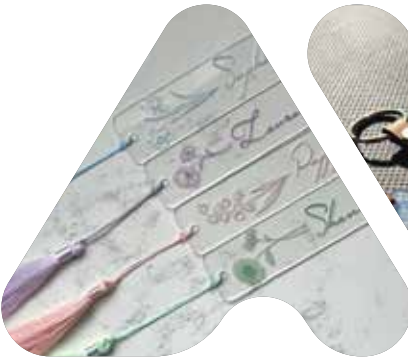
Furniture pieces: small tables, side stands

Domes, spheres, curved/formed shapes

Acrylic rods, tubes, sheets, blocks

Acrylic molded/thermoformed parts

Custom architectural features, decorative panels







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