

tīmata



# LET'S BEGIN

an introduction to tīmata

# the creative factory

tīmata is an independent creative agency born in the UAE and based in Dubai. Our team brings over 70 years of combined global experience working with start-ups through to global brands and government entities.

We specialise in branding, advertising, digital marketing and web design, but love to get involved with any type of creative project. Wherever you are in the world and whatever you are looking for, let us help you to create.

tīmata is a creative team specialising in branding and advertising, digital marketing and web design. Established in the UAE in 2010 (under the name Circus), we are a proudly independent agency and remain so to this day.

After leaving our first home in DMCC/JLT in mid-2017, we relocated into the heart of Dubai in DIFC, and moving in to our 10th year in the region, we decided to give ourselves an update and re-brand as tīmata.

We work with clients from many different business sectors, from start-ups through to global brands and government entities. With a trusted network of specialist support across different fields, we can scale ourselves accordingly based on our clients' needs and a project-by-project basis.



# what we do

design

digital marketing

web design & development

photography

print & production

event planning & consultancy

To find out more, click any of the services above or visit [timata.com/about-us](https://timata.com/about-us)

# clients



Department for International Trade

In 2017, after a lengthy and strict appointment process, timata became the regional creative and design agency UK Government's Department for International Trade.

Since then, timata has worked closely in collaboration with DIT and representatives in the British Embassy Dubai to create, setup and design the Arabic brand guidelines for the 'GREAT' campaign.

By the end of 2018, we are in the final stages of also completing the Arabic brand guidelines for the 'Defence & Security Organisation' (DSO) along with 'UK Export & Finance' (UKEF).

# IELTS™

IELTS is a globally recognised English Language standard and testing entity.

Although working locally with IELTS for a few years previous, at the end of 2016, timata was appointed as the branding and design agency for the Global IELTS brand.

timata has been involved across many aspects of their marketing campaigns from dealing with the head office is London to launch and execute Global campaigns, to dealing with key offices around the globe to produce Regional B2B and B2C campaigns and marketing collaterals for the likes of MENA and South Asia.



timata is the exclusive Brand and Marketing agency for the Equitativa Group.

Equitativa is a parent company with more than 8 brands under their umbrella, including 6 Real Estate Investment Trusts and 2 Wealth Management. Based from Dubai's Financial District DIFC, they own a number of properties across the region and globally, where their portfolio of property is valued at over 7 billion AED.

timata is responsible for all marketing and branding communications across the portfolio including requirements such as property launches, property branding and branded environments such as exhibitions and road-shows, as well as all digital and social marketing requirements.



# the global reach of our projects

Thanks to us being based from Dubai, we have a diverse team that comes from various parts of the world... something not always found in other cities and countries. This opens the doors for us to work across different regions and in multiple languages.

timata and our team have been involved in projects that have spanned the globe.

To view some of our showcase work, [click here](https://timata.com/showcases) or visit [timata.com/showcases](https://timata.com/showcases)

# key figures

Unlike some other agencies, at timata you get to speak directly with the people who will actually work on and oversee a project.

Here is a brief introduction about the key figures that head up the projects in our agency.



creative director

## matt hebditch

Matt is a creative designer at heart and loves nothing more than creating thoughtful brand experiences. He has a knack for highlighting a brand's unique personality through bold, considered design; helping clients build their brand stories into visual narratives that inspire a connection with the audience.

With over 10 years of experience, Matt has honed his skills as a visual storyteller working with brands such as British Council, Hendrick's, Al Raya, TripAdvisor, Blue Pencil, Ted Baker, Construction Week Middle East, Hilton Hotels, Nissan, Eaton, Sofitel, Honeywell, Informa, Kenneth Cole, McGettigan's, Yas Beach, Glenfiddich to name a few. Projects that Matt has been involved in have featured across the globe from the US and Europe to the Middle East and South Asia.



creative director

## mike baldock

As a firm believer in the big idea, Mike draws upon his 'old-school' skills along with current technologies to deliver fresh, cutting-edge creative work.

Mike's knowledge of TV and media advertising along with his skills in Art Direction has seen him work on local, regional and international accounts. Working with leading creative teams, he has worked across a large variety of sectors and industries, with clients such as Porsche, Emirates NBD, Qatar Airways, Mars, Accor Hotels, Intercontinental Hotels, Union Properties, Adidas, GlaxoSmithKline, ENOC, Christian Dior and Calvin Klein, to name just a few.

Thanks to over 25 years in the business, Mike is a vastly experienced, award-winning and resourceful creative with an ability to successfully translate 'the brief' into creative, integrated communications.



senior web developer

## asen sokolov

Asen brings over 10 years experience in the industry starting in Bulgaria and for the last 7 years in UAE.

Over the years he was part of award-winning teams in Europe and Canada focused on user problems and providing genuine solutions, specialising in Web Design & Development, UI and UX Design.

Over his career, Asen has worked with a range of clients including ExxonMobil, LG, Samsung, Visa, Hot Wheels, KPMG, Gatorade, Scotiabank, Gibson's, Taylor Made, Infiniti, KIA, VW, Publicis Marc, Homesense, MDL and many more.



# let's talk

Want to find out how we can help on your next project or idea?

Let's talk about what our full-service creative agency can do for your business.

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**THANK  
YOU**