



SCULPTING
SHADES
TO BEAUTIFY
YOUR QUILLS

PineTree



OUR STORY

[illegible]

OUR STORY



OUR CLIENTS

			
			
		 Mercedes-Benz	
			
			
	 BIN HILAL GROUP		

BRANDING MEDIA PRODUCTION DIGITAL CAMPAIGNS





MICHELIN

SCOPE: CREATIVE CONCEPT / DIGITAL CAMPAIGN / SOCIAL MEDIA

SYNOPSIS

We're proud to be the retainer agency for MICHELIN in India and the UAE for the past 9 years, handling all their branding, creative strategy, and campaign management needs. MICHELIN launched an exhilarating campaign aimed at increasing awareness of its seamless integration into our daily lives. Whether it's bikes or cars, buses or food, MICHELIN is there, supporting us every step of the way. Brace yourself, because we took the 'Motion for Life' Campaign to a whole new level by creating collaterals, emailers, and concept KV's for this 360-degree campaign! It's a game-changer, seriously.

SOCIAL MEDIA LINKS

 <https://www.instagram.com/michelinarabia/>

 <https://www.facebook.com/MichelinArabia>



SYNOPSIS

Ring Inc. is a home security company owned by Amazon. We changed the outlook of Ring in the Middle east by bring in the local flavors and traditions.

It is how we transformed the entire tone of the videos by taking a family and emotional route than an existing direct route.

Created a campaign of videos as series for each season every year for all the main Ring cams.

SOCIAL MEDIA LINKS

 <https://www.instagram.com/ringarabia/>

 <https://www.facebook.com/ringarabia>

Video Campaign

[Spotlight Cam](#)
[Stickup Cam](#)
[Video Door Bell](#)
[Floodlight Cam](#)



ring

amazon

VIDEO CAMPAIGN / SOCIAL MEDIA

SYNOPSIS

Ring Inc. is a home security company owned by Amazon. This season we created a series for by introducing a "Ring family" for better brand image retention.

The series consists of family members evolving around a Ring girl "Reem".



LINKS

[Spotlight Cam](#)

[Indoor Cam](#)

[Stickup Cam](#)

[Video Door Bell](#)

[Floodlight Cam](#)



SYNOPSIS

Yogup, a vibrant restaurant brand, caters to Emirati tastes while offering a diverse array of global dishes. With over four branches across the UAE, Yogup has become a go-to destination for food lovers. To amplify its presence, we crafted a tailored social media strategy focusing on authentic visuals, engaging storytelling, and highlighting signature dishes. By celebrating Emirati heritage while showcasing variety, Yogup's social media platforms attracted 40% more engagement and 25% increased footfall within three months. This dynamic approach not only boosted brand visibility but also positioned Yogup as a leading culinary hub in the UAE's competitive restaurant scene.

SOCIAL MEDIA LINKS

 <https://www.instagram.com/yog.up>

 <https://www.tiktok.com/tag/yogup>





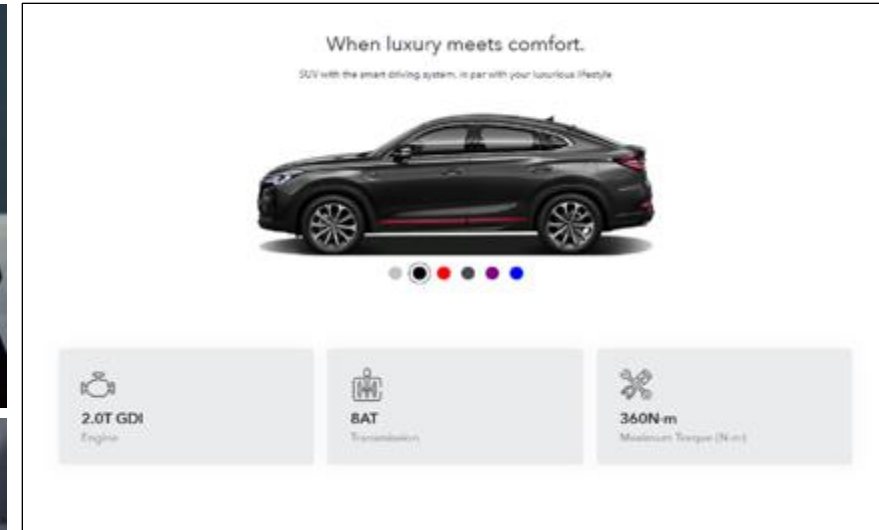
SYNOPSIS

We have developed a high-end website for Changan cars, incorporating advanced functionality that allows users to track services and view cars in 3D rotation. This feature enables customers to see a full view of the car from all angles. Since the website's launch, it has driven a significant increase in sales, with 50% of all sales now coming through the site.

We developed a cutting-edge website that enables customers to browse and shop for cars online. With our revolutionary technology, potential customers can now compare cars, reserve exhilarating test drives, and even add their dream car to their online collection.

LINKS

[Website](#)
[Changan-CS95](#)
[Changan-CS85](#)
[Changan-CS35](#)
[Changan-Alswin](#)



Video Gallery

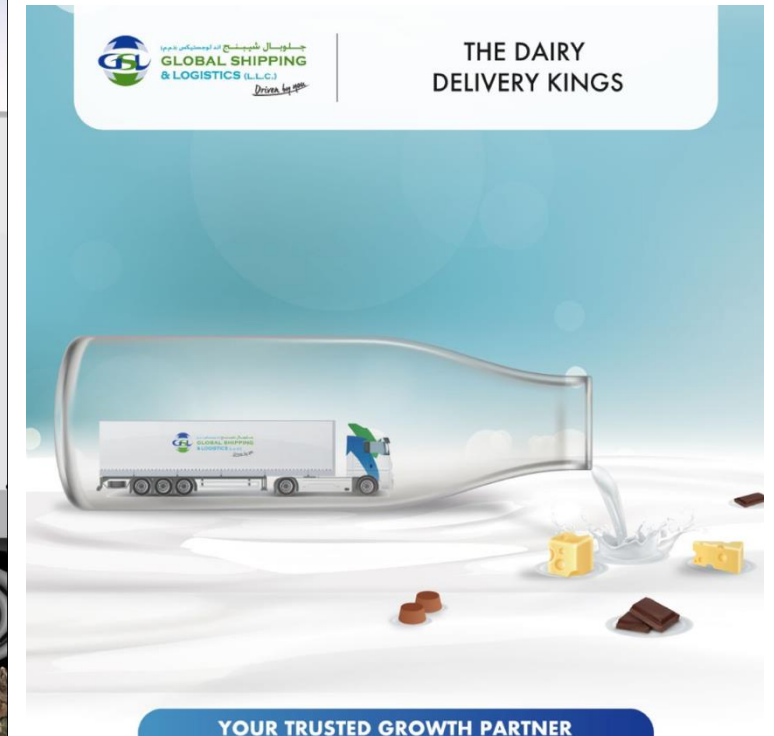


Photo Gallery



SYNOPSIS

GSL Shipping and Logistics, a Dubai-based global logistics company, partnered with us to enhance their social media presence. By crafting engaging content that showcased their expertise in freight solutions, we positioned GSL as a leader in the logistics industry. Our strategy included visually compelling posts, customer testimonials, and real-time updates on shipping innovations. The result? A 45% increase in audience engagement and significant growth in their follower base within three months. Through targeted campaigns and consistent branding, we elevated GSL's online visibility, making their services more accessible to a global clientele.



SOCIAL MEDIA LINKS

<https://www.linkedin.com/company/global-shipping-&-logistics-llc-gsl-/>

<https://www.facebook.com/gslDubai>



SYNOPSIS

Pinetree created this campaign for the Explosive Security Department of the Dubai Police to spread the public awareness about the dangers of Firecrackers and to curb the growing use of firecrackers in UAE.

We took our message directly to the people by organizing engaging activations across malls. These interactive events allowed children to learn firsthand about the dangers of fireworks in a fun and memorable way. Recognizing the power of media, we harnessed its reach by organizing a highly successful press conference. Through their coverage, we were able to spread awareness far and wide, ensuring that every child and parent understood the risks associated with fireworks.





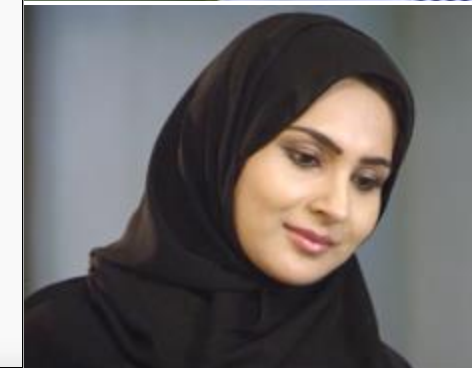
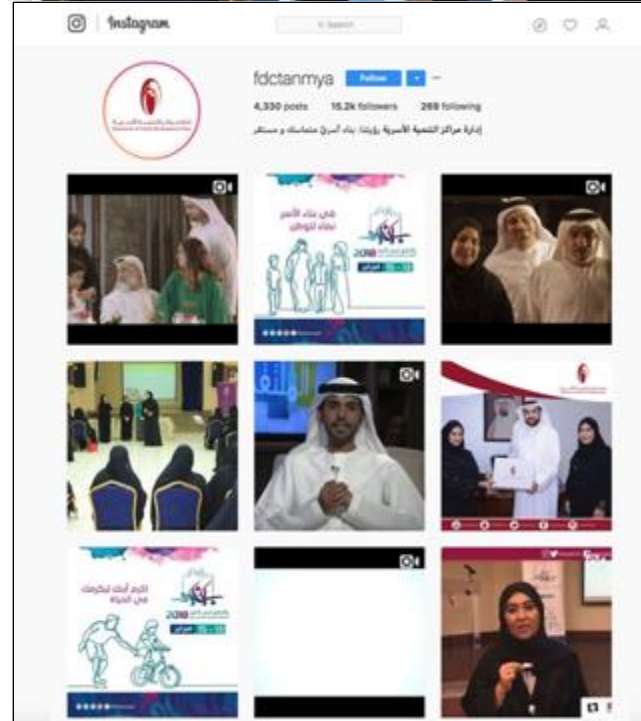
SYNOPSIS

The Family Development Centre in Sharjah had a powerful message to share - the importance of maintaining strong family bonds. And guess what? We were the ones who brought their incredible idea to life, transforming it into emotionally charged campaign that still tug at our heartstrings to this day!

The result? A collection of videos that not only resonate with viewers but also inspire them to cherish and nurture their family bonds. We also spread their message far and wide through the power by handling their social media and successfully hosting a press conference that was attended by several esteemed members of the press.

LINKS

[Dining Table](#)
[Family Tree](#)
[Influences](#)



SYNOPSIS

Farzana Trading, a leader in food distribution, partnered with us to enhance their digital footprint. We designed targeted social media campaigns and creative branding for their flagship brands: Formula, Lavida, and Farzana Trading.

We implemented engaging content strategies, including high-quality visuals, video storytelling, and interactive posts, tailored to platforms like Instagram and Facebook. Each brand was uniquely positioned—Formula for premium freshness and Lavida as a lifestyle choice.





SYNOPSIS

BFGoodrich, the leading tire brand for thrilling adventures on challenging terrains and unexplored roads, unveiled its latest tire collection in the vibrant Middle East region with an exhilarating debut campaign!

To truly amplify our campaign, we curated captivating content for social media platforms and designed eye-catching emailers and multiple video campaigns localized in Arabic for the Middle east global brand campaign.





SYNOPSIS

During a time when everyone was confined to their homes during the Covid, Gargash urgently sought means to establish a connection with potential car owners. And that's when they turned to us!

We embarked on a mission to create a remarkable visual bridge for their esteemed clients, utilizing the power of 360-degree photos and videography.

We curated an immersive and interactive experience that will transport you from the confines of your home straight into the lap of luxury within the car itself! But that's not all - we seamlessly integrated this extraordinary experience into their dynamic website, ensuring a seamless journey for all. Get ready to be blown away!



LINKS

[Mercedes Benz](#)
[Pine Tree 360](#)

SYNOPSIS

At the hint of sickness, we rush to book a doctor's appointment. But, how do we do about doing it?! We simplified the answer to this very question with our Royal Phoenix Clinic's Website Strategy.

It was Rx, 'Customer Experience' all the way! PineTree kicked off by prescribing the right SEO keyword sets. Then, we wireframed a personalized booking experience, aiming to provide value to readers who are in a rush and looking for specific nuggets of information. And voila! Patients could now search for doctors by specialty and schedule an appointment with them in under a minute!



Book Your Appointment

Effective healthcare is a click away. book your next appointment today!

[Book Now](#)



Our Specialities



LINKS

[Royal Clinic \(royalphoenixclinic.ae\)](http://royalphoenixclinic.ae)

Health Checks & Screenings

We prioritize your well-being by offering comprehensive health checks and screenings with cutting-edge technology to ensure you receive quality healthcare.

[View Offers](#)



SYNOPSIS

When Amer Lounge approached us, they wanted to build on their brand equity as a 'Customer Happiness Centre'. We metamorphosed them as an Online One-stop Shop!

PineTree advised a plain Jane website framework for two reasons. One the customers are already exhausted from all the long queues and confusing paperwork. Second, they seek usability!

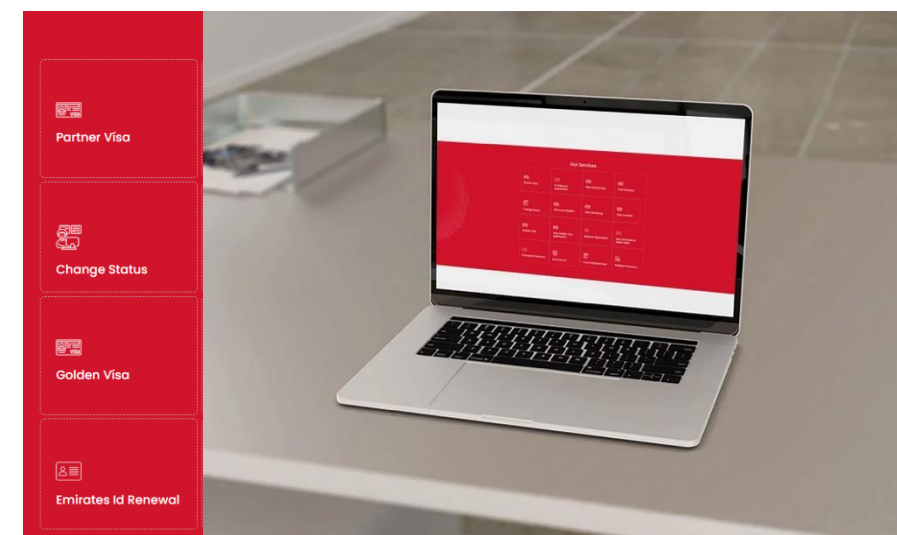
We fine-tuned the website user flow with a short introduction, laid out an entire service navigation layout, and put in front a quick 'get-in-touch' form!

With an easier life promised and the promise kept, the visa and immigration inquiries only kept pouring in!



LINKS

[Amer lounge || Home](#)





SYNOPSIS

For the Bin Hilal Group, that has been in the contracting business for over 14+ years in the UAE and has famed brands like Hemayah LPG, Tanfeedh, and Pesco under its wing, scripting a powerful web story was a mighty challenge. Our strategy here: Go over the top!

Understanding Bin Hilal's market leadership position, we sculpted the brand with authoritative content. Also, added some major URL redirects for sub-brand explorations into the picture! As proof of the pudding, we galleried ample Commercial and Government Projects & Maintenance Sites that the company worked on! Making the website as informative but as professional as possible hit the goldmine here, as the customers found it easier to come up with an informed decision. Eureka!

LINKS

[Bin Hilal || Group of Companies](#)

ABOUT US

We Dream, Believe and Achieve

Founded in 2020, the Bin Hilal group has successfully grown into one of the largest and most successful business sectors for all contracting solutions in the middle east. Consistently endeavoring to deliver remarkable value.

LEARN MORE

14 Years

Business Experience

250+

Employees

1000+

Successful Projects



News & Events

New Year Celebration

Jan 1, 2021

At Bin Hilal, we are ecstatic about the new year! A year filled with a powerful combination of hard work.

Learn More



Wetex

October 26, 2019

Wetex With immense pleasure we are proud to represent us in one of the most prestigious event WETEX venue in Dubai.

Learn More





SYNOPSIS

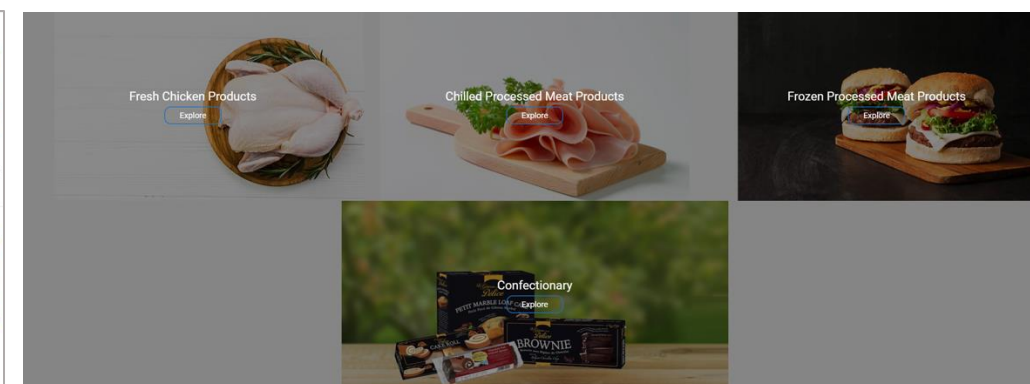
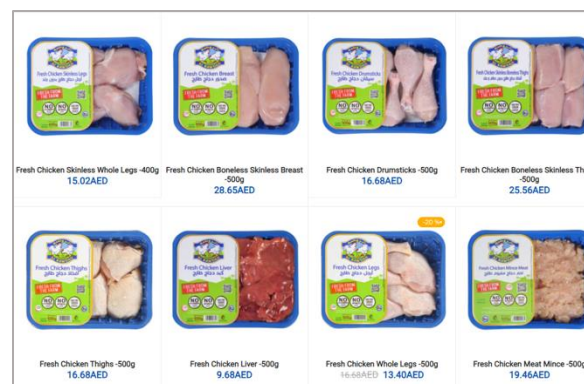
Al Rawdah Chicken, a renowned name in high-quality poultry, partnered with us to build an e-commerce website and improve their online visibility through SEO.

We created a user-friendly e-commerce platform showcasing their product range, recipes, and nutritional benefits. Our SEO strategy targeted high-impact keywords, propelling their website to the top of Google search results. Social media campaigns amplified visibility and drove traffic to the site.



LINKS

[Natural Fed Fresh Chickens Meat Products Dubai, UAE | Poultry Farms | Al Rawdah \(alrawdahfarm.ae\)](https://alrawdahfarm.ae)



SYNOPSIS

WeQayati Smart Medical Examination Center wanted to digitize its user journey and connected with PineTree to provide them with a seamless Website solution. PineTree made this a breakthrough! Here's how!

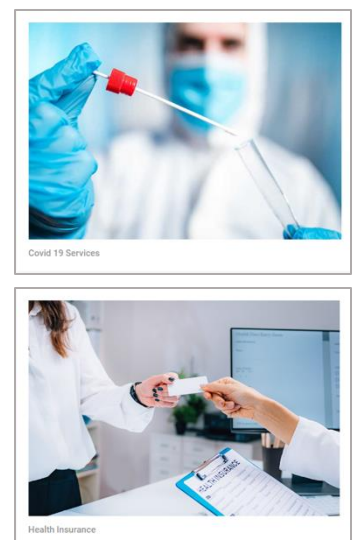
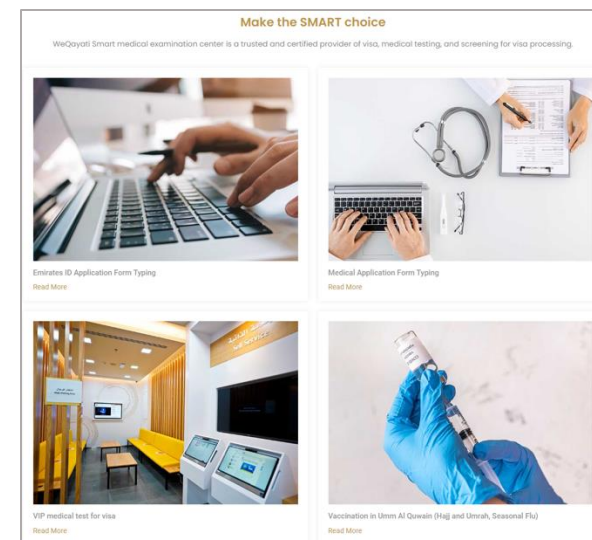
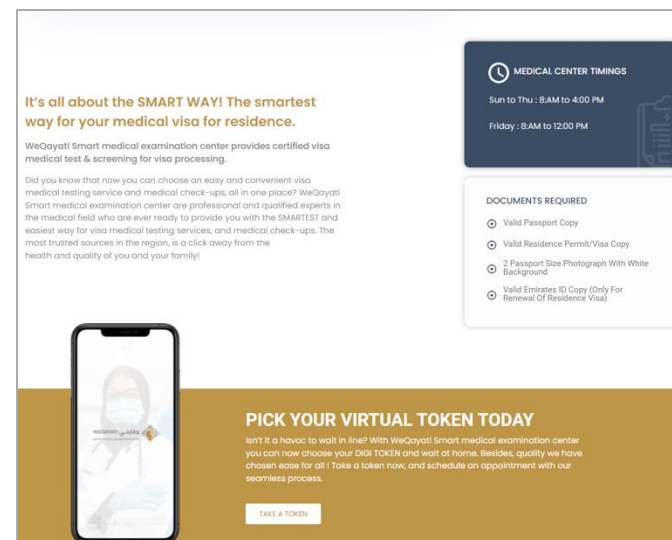
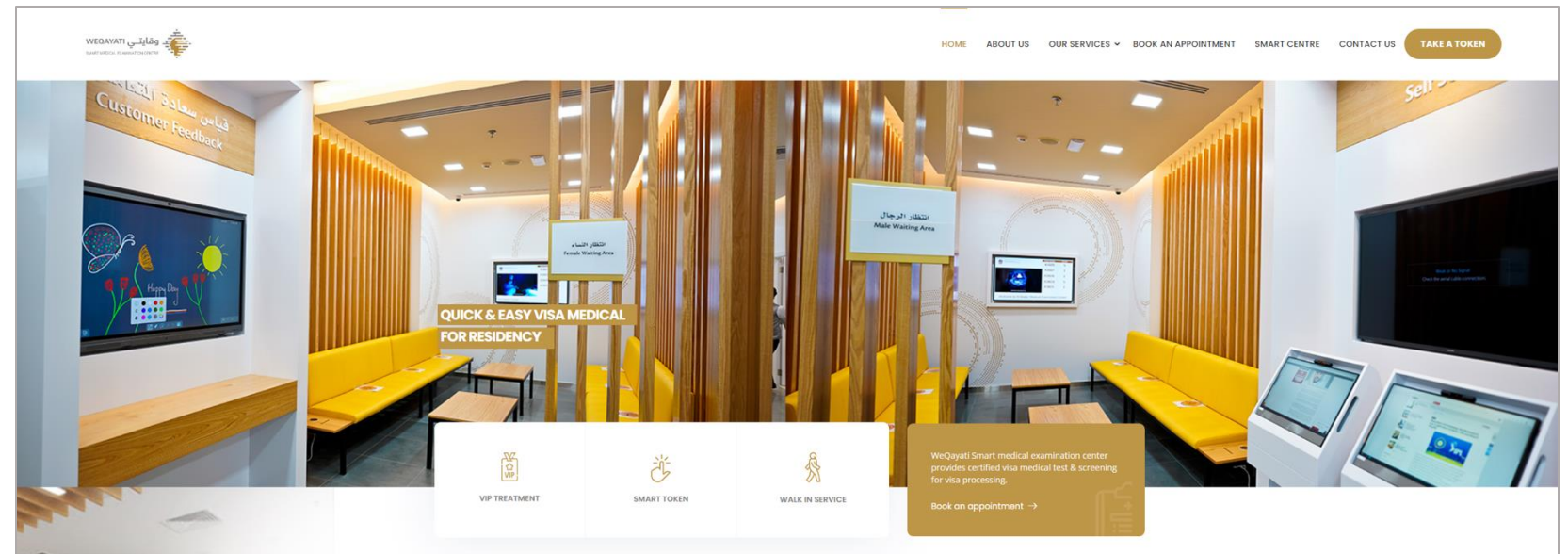
We went all out with exceptional 'interactive' content elements and a bright color scheme to grab eyeballs and boost engagement.

We proposed a minimalist design! Once the scrolling began, the website rolled with well-placed information snippets, each prompting a quick action.

We articulated the entire digital booking system with clear and coherent website instructions. Check out the WeQayati website for yourself!

LINKS

[Al Madar Medical Examination Center \(almadarmec.com\)](http://Al Madar Medical Examination Center (almadarmec.com))



NEHRU TROPHY BOAT RACE EVENT

SCOPE: EVENT CONCEPT/EXECUTION



SYNOPSIS

It was the event of the year the passion of Kerala snake boat known as the Vallamkalli. Organized end – to end from execution, design and management of the whole event which was launch by the Honorable Kerala CM Mr. Pinarayi Vijayan.

The culmination of our efforts resulted in one of the most monumental Keralite events post-pandemic, drawing an astounding crowd of over 8,000 enthusiastic individuals.

The atmosphere was electric, pulsating with the exhilarating roars of the boat racers and the infectious rhythm of the synchronized Aattam Kalasamithi ft. Chemmeen Band.



Kerala's snake boat race set to kick up a storm in RAK

Eight teams are all set to vie for top honours at the RAK Nehru Trophy-UAE race this Sunday



LINKS

[Event Highlights](#)
[Event Highlights](#)
[Promo](#)
[Gulf News](#)
[Khaleej Times](#)





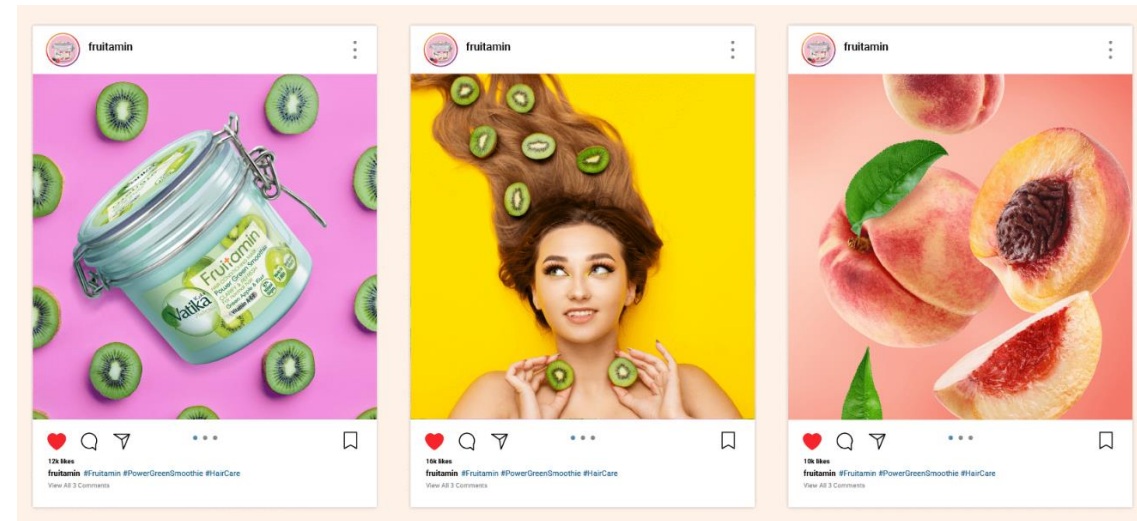
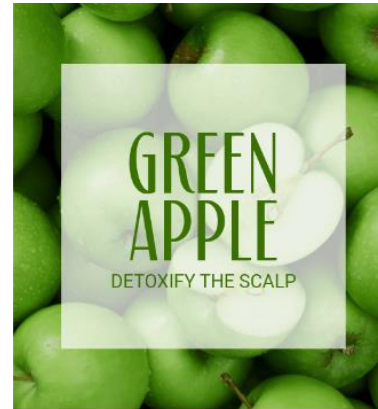
SYNOPSIS

The biggest woe of women in the UAE is shedding their lovely hairlocks aka experiencing Hair fall! Vatika Naturals was quick to the rescue. PineTree was entrusted with the website landing page for the Fruit and Vitamin mix – 'The Fruitamin' Conditioning Hair Mask range and we went all peachy and excited on this one!!

We didn't do the usual wordy content instead it was visually loud, fruity imagery with subtle hints of pitch text and ample CTAs that did all the talking! We also invited influencers and Instagrammers to let down their hair, experience a refreshing 'Fuitamin' Mask on their mane, and post it with the hashtag #fruitaminhairmask to optimize the interactions and build brand presence.

LINKS

[Vatika Fruitamin Microsite](#) | [Home](#)





branding



Media production



Digital



Campaigns

[Click on the link to see the portfolio](#)



THANKS



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