



LOOBOW ARTISTRY

CREATIVE. STRATEGY. GROWTH.

We help businesses build stronger brands, attract more customers, and grow through strategic design, digital marketing, and AI-powered solutions.



W W W . L O O B O W . C O M



B2B Exhibition Campaign & Key Visual Development

Challenge

Create a premium B2B campaign that balances industrial precision with human craftsmanship.

Project Overview

Developed two master key visuals for WOODEX 2026, including the 25th Anniversary and Global editions, built around craftsmanship, precision, and industry expertise.

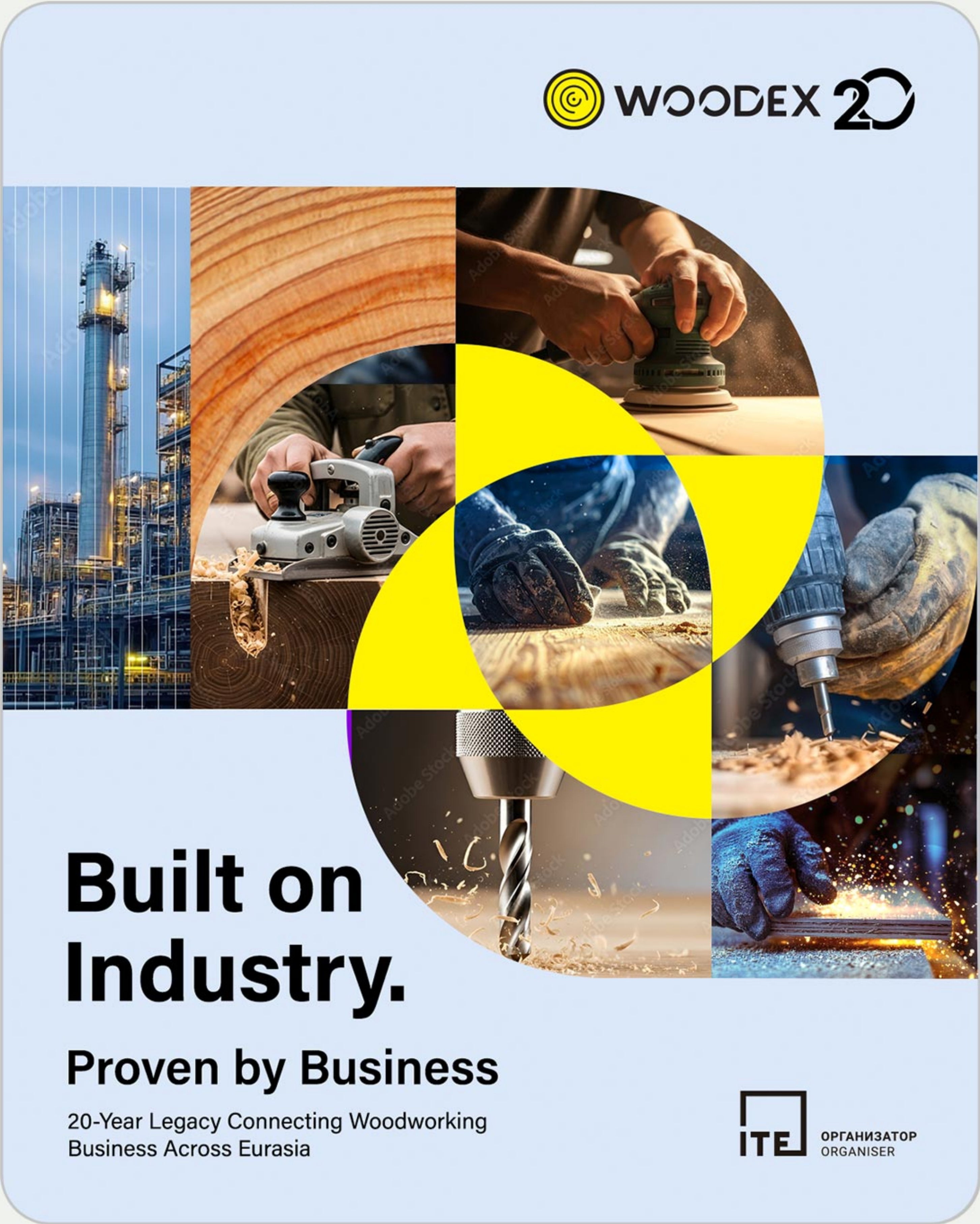
Scope

- Campaign Concept Development
- Key Visual Design (2 Routes)
- Print & Digital Adaptations
- Exhibition & Event Branding
- Production Artwork

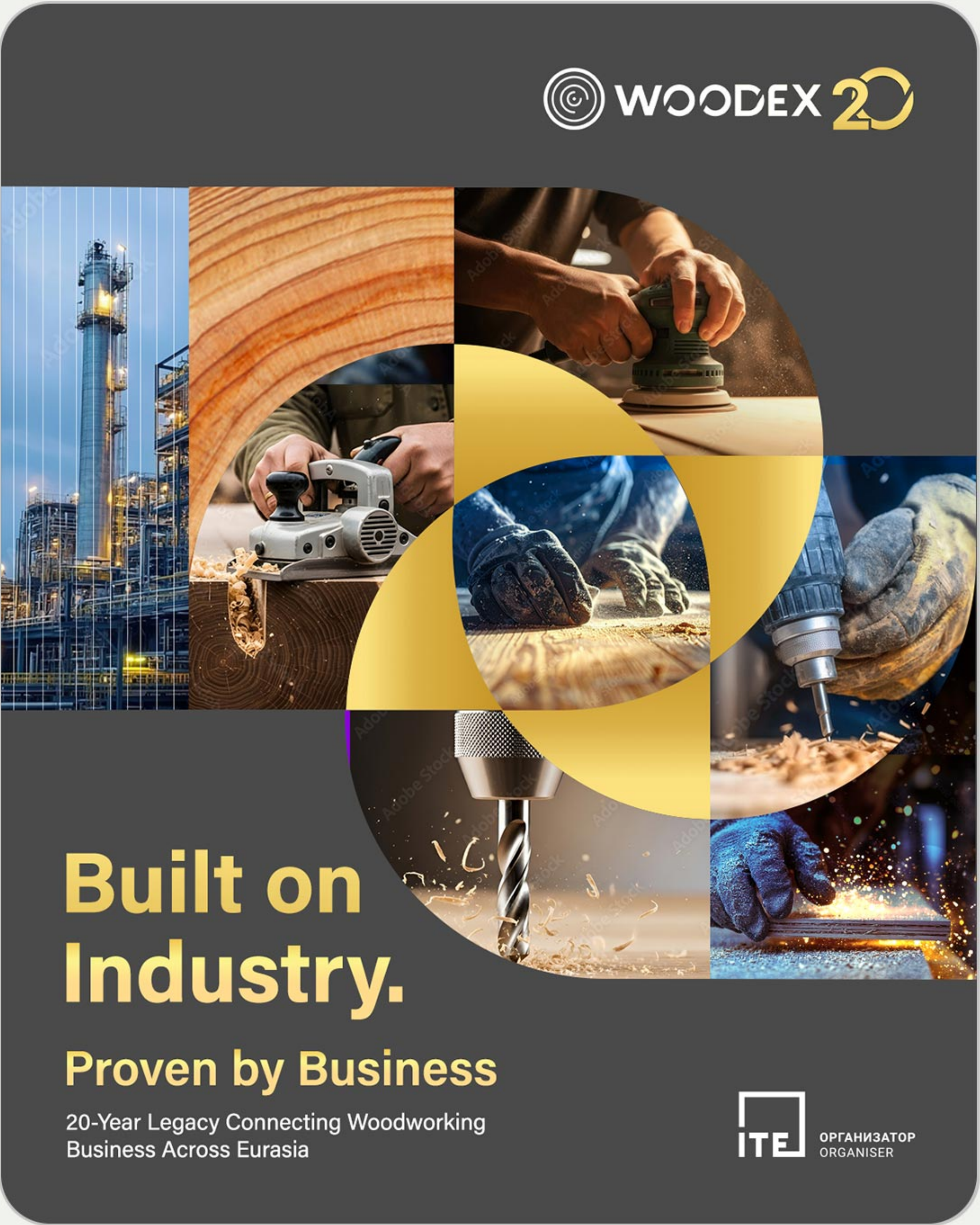
Result

Created a scalable visual system used across exhibition communications, marketing collateral, digital channels, and large-format event applications.

Global Business edition



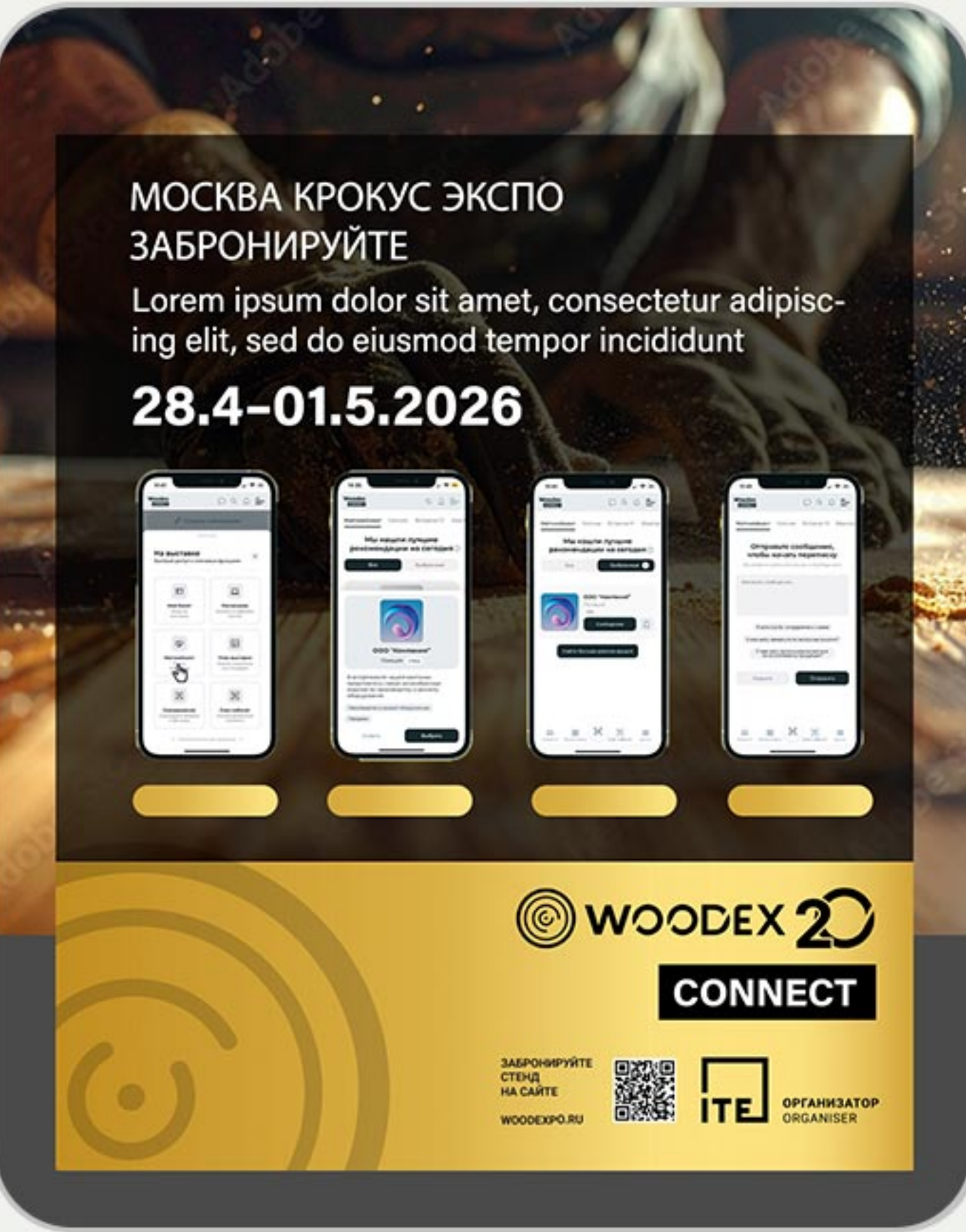
25th Anniversary campaign



Client | Country | Year

WOODEX | UK | 2026

View Project



Performance Marketing Creative

Creative + Strategy: designed to convert, not just to look good.

Challenge

Create engaging performance marketing creatives that increase brand awareness, generate qualified leads, and promote premium residential communities across digital platforms.

Project Overview

Collaborated with the creative team to develop performance marketing assets for Imara Homes, leading the design and production of short-form videos, digital ads, and social media creatives across TikTok, Meta, and Instagram.

Scope

- Performance Marketing Creatives
- Short-Form Video Production
- Meta, Instagram & TikTok Ads
- Motion Graphics & Video Editing
- Campaign Creative Optimization
- Digital Marketing Strategy & Audience Targeting

Result

Delivered a scalable creative system for ongoing paid social campaigns, supporting brand awareness, audience engagement, and lead generation across multiple digital platforms backed by full-funnel digital marketing strategy, not just creative assets.

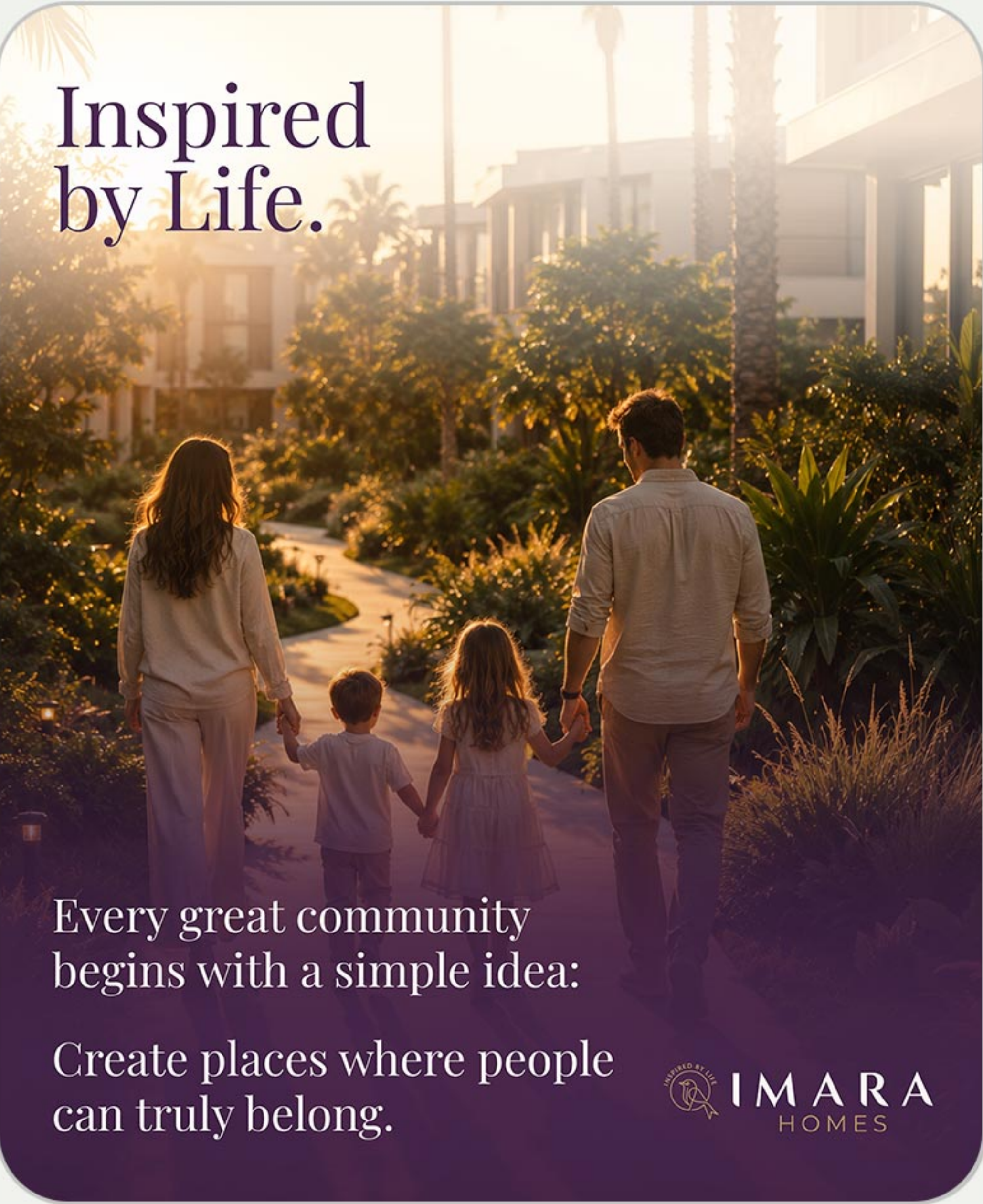
Client | Country | Year

IMARA HOMES | CA | 2026

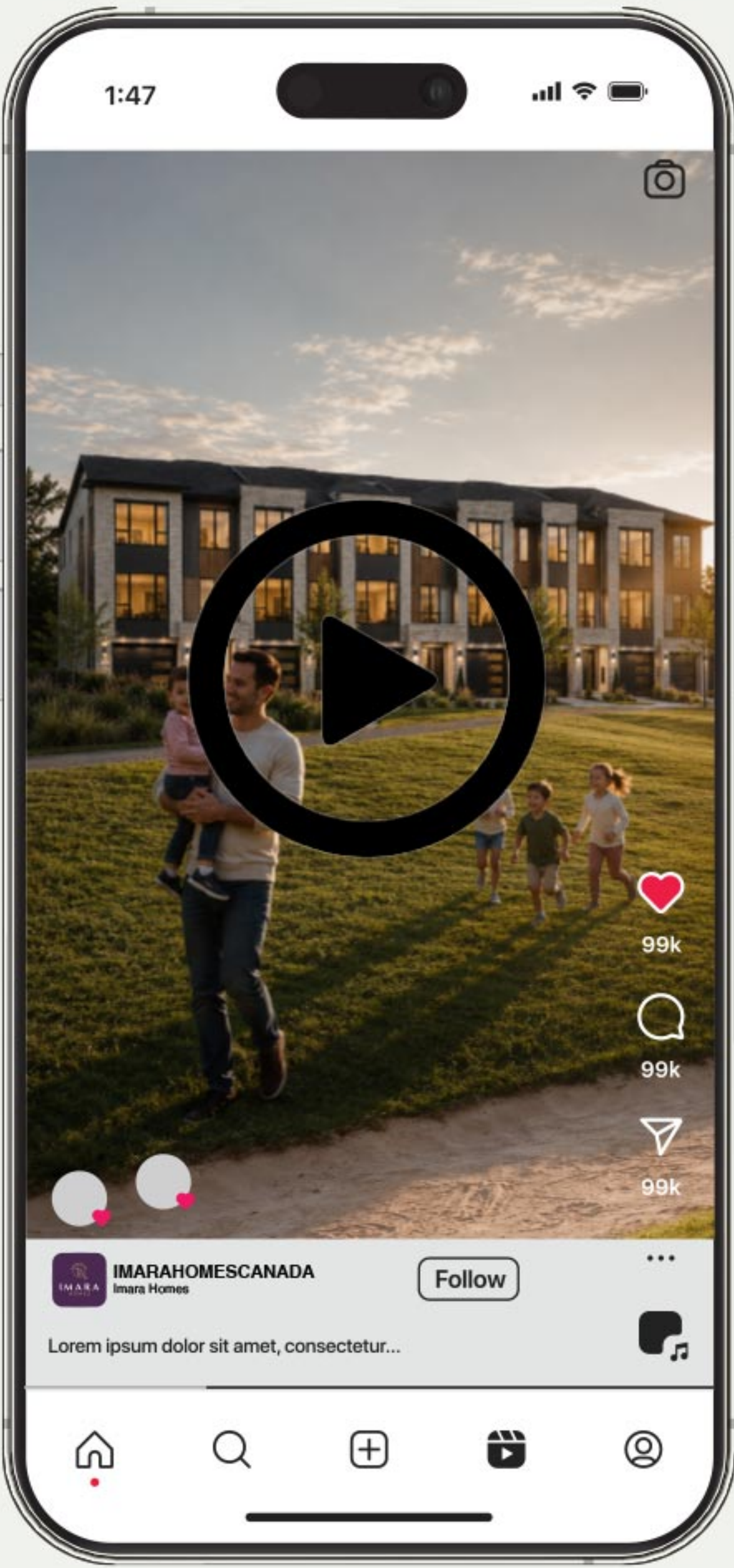
View Project



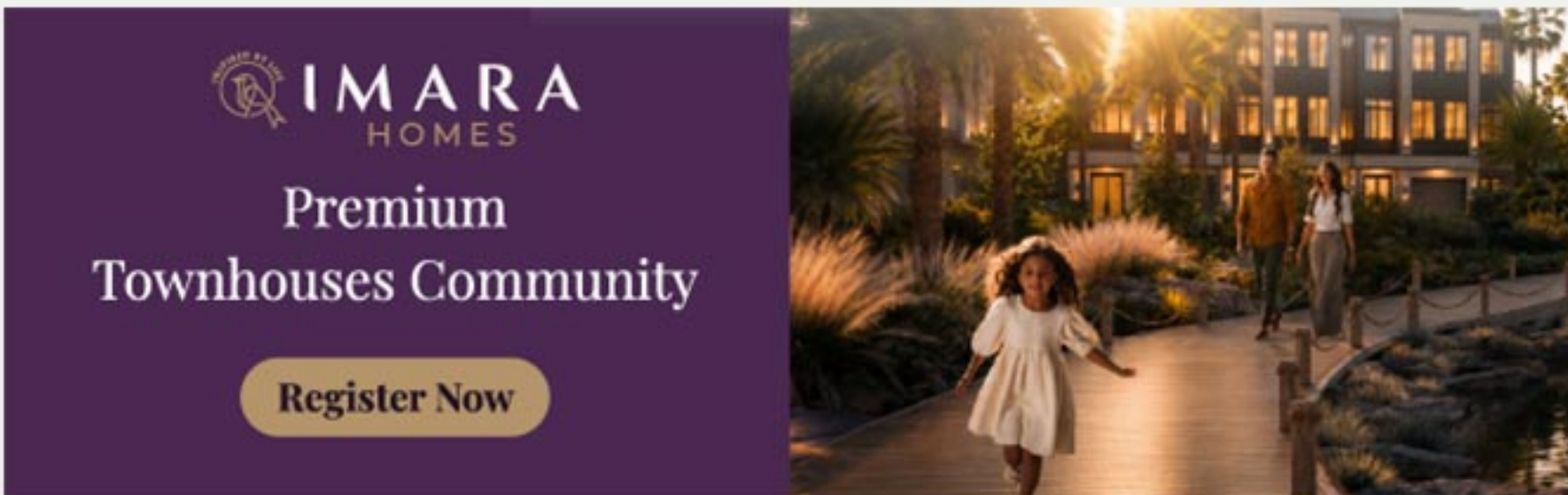
Meta and Instagram



Video | Tiktok | IG



Google Display Network



B2B Performance Marketing Campaign (Paid Creative System)

Creative + Strategy: designed to convert, not just to look good.

Challenge

Develop a high-performing paid media creative system for LinkedIn and Google Display to drive early-stage registrations and test multiple messaging pillars for UKCW 2026.

Project Overview

Created a modular set of campaign creatives based on four strategic messaging routes Scale & Authority, Meet the Buyer, CPD & Knowledge, and Sustainability aligned with UKCW's brand toolkit and performance objectives.

Scope

- Performance Campaign Concept Development
- Paid Media Creative System (4 Directions)
- Multi-format Adaptation (LinkedIn + Display)
- Messaging Hierarchy & Layout System
- Design Production for Scalable Rollout
- Digital Marketing Strategy & Audience Targeting

Result

Established a structured creative testing system for registration-focused campaigns, enabling performance evaluation across messaging themes and audience segments driven by data-led targeting and campaign strategy.

Client | Country | Year

UKCW | UK | 2026

View Project



UK Construction Week

BACKGROUND
Square | Portrait
Landscape

PATTERN

CPD Accredited

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UK Construction Week
12 - 14 May 2026
ExCel, London

UK Construction Week

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ExCel, London

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600+ Exhibitors.
700+ Speakers.
250+ Hours of CPD.

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25,000+ Built Environment Professionals

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25,000+ Built Environment Professionals

600+ Exhibitors. 700+ Speakers. 250+ Hours of CPD.

REGISTER FREE

UK Construction Week

12 - 14 May 2026
ExCel, London

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Meet the People Behind £187bn Projects

GET YOUR FREE PASS

UK Construction Week

12 - 14 May 2026
ExCel, London

25,000+ Built Environment Professionals

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Tourism Campaign Banner System

Challenge

Adapt a master campaign concept into a consistent banner system across multiple landscape and portrait formats while maintaining visual hierarchy, spacing, and brand consistency.

Project Overview

Developed a scalable banner adaptation system for Ahlan Jordan, promoting curated day-trip experiences across Jordan. The project focused on translating a single creative concept into multiple digital formats while ensuring consistency, readability, and production accuracy.

Scope

- Banner Adaptation System
- Multi-Format Digital Assets
- Campaign Layout Optimization
- Production Artwork
- Quality Assurance & Design Consistency

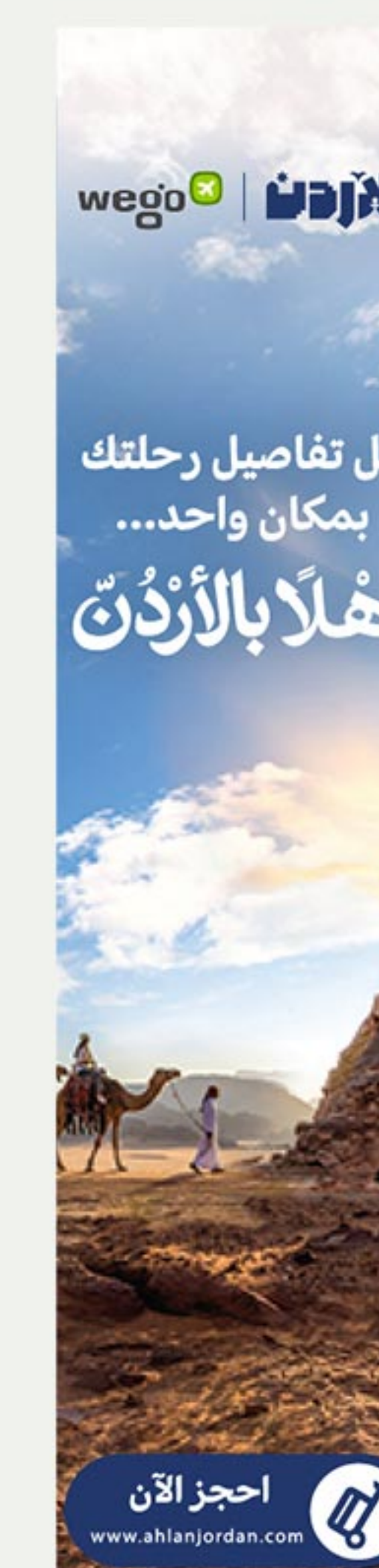
Result

Delivered a cohesive set of production-ready campaign banners optimized for multiple placements, ensuring consistent branding and efficient deployment across digital channels.

Client | Country | Year

Ahlan Jordan | JO | 2026

View Project



B2B Performance Marketing Campaign (Paid Creative System)

Challenge

Develop a high-performing paid creative system to drive event registrations and promote the exhibition across multiple digital advertising channels.

Project Overview

Created a modular paid media creative system for Stone & Surfaces Show 2026, producing high-impact campaign assets aligned with the brand toolkit and optimized for LinkedIn, Google Display, and other digital advertising platforms.

Scope

- Performance Campaign Concept Development
- Paid Media Creative System (4 Directions)
- Multi-format Adaptation (LinkedIn + Display)
- Messaging Hierarchy & Layout System
- Design Production for Scalable Rollout

Result

Established a structured creative testing system for registration-focused campaigns, enabling performance evaluation across messaging themes and audience segments.

Client | Country | Year

SSS | UK | 2026

View Project



SSS
STONE & SURFACES
12-14 MAY 2026
LONDON EXCEL
SHOW

UK Construction Week
futurebuild
STONE & SURFACES
SHOW
THREE SHOWS, ONE SUPER EVENT



Can AI Replace Creativity?

The Future of A&D is Here

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SSS
STONE & SURFACES
12-14 MAY 2026
LONDON EXCEL
SHOW

UK Construction Week
futurebuild
STONE & SURFACES
SHOW
THREE SHOWS, ONE SUPER EVENT



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SSS
STONE & SURFACES
12-14 MAY 2026
LONDON EXCEL
SHOW

UK Construction Week
futurebuild
STONE & SURFACES
SHOW
THREE SHOWS, ONE SUPER EVENT



The UK's Leading Stone & Surfaces Event

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SSS
STONE & SURFACES
12-14 MAY 2026
LONDON EXCEL
SHOW

UK Construction Week
futurebuild
STONE & SURFACES
SHOW
THREE SHOWS, ONE SUPER EVENT



600+ Exhibitors. 25,000+ Professionals.

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Strategic Partnership & Co-Marketing Campaigns

Challenge

Develop co-branded campaigns that align multiple stakeholder requirements while maintaining brand consistency and driving promotional objectives.

Project Overview

Created partnership campaign key visuals and multi-channel creative assets for leading brands including HSBC, First Abu Dhabi Bank, Emirates Islamic Bank, ENBD, GEMS Education, and Air Arabia, supporting year-round promotional, loyalty, and customer acquisition campaigns.

Scope

- Campaign Concept Development
- Key Visual Design
- Co-Brand Integration
- Stakeholder & Executive Approvals
- Multi-Channel Adaptations
- Production Artwork

Result

Delivered scalable campaign assets across digital, CRM, social, app, web, and retail touchpoints, enabling consistent execution of partnership initiatives throughout the year.

Partnership | UAE | 2020–24

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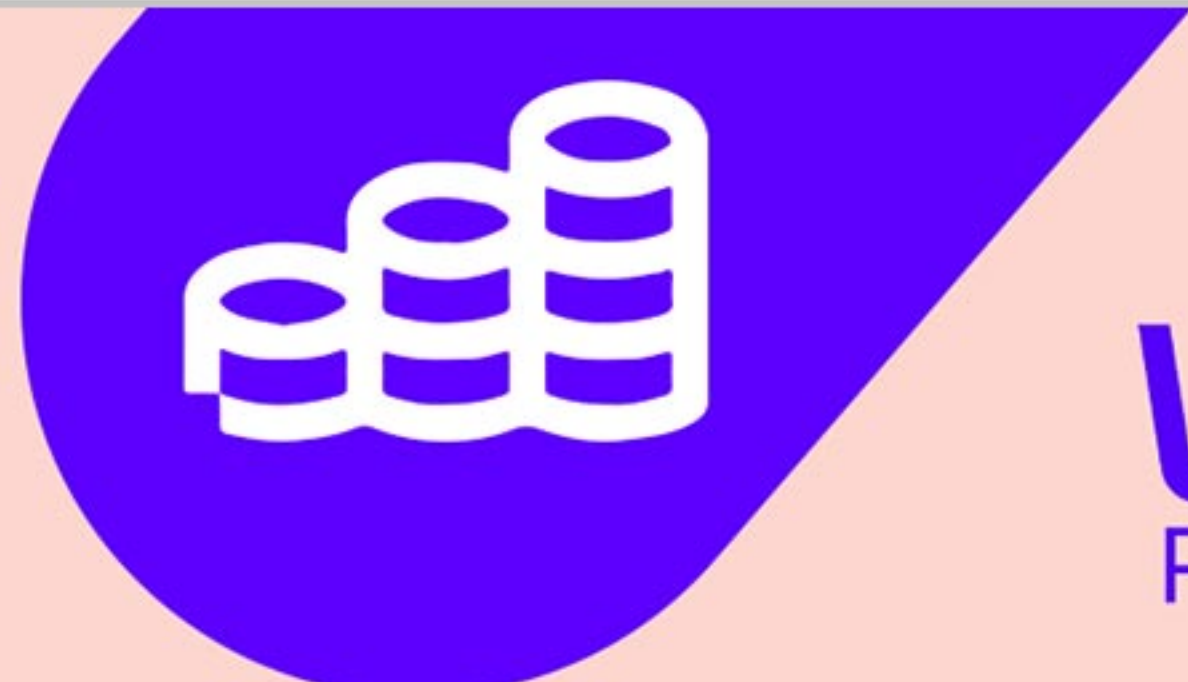


Get 75 AED off*

When you spend 250 AED or more

Use code: **WIO75**

*T&C apply

Ecommerce Hero Banners (Web & App)

Challenge

Design high-impact ecommerce hero banners to drive traffic, boost daily sales, and support urgent promotional campaigns across web and mobile app entry points.

Project Overview

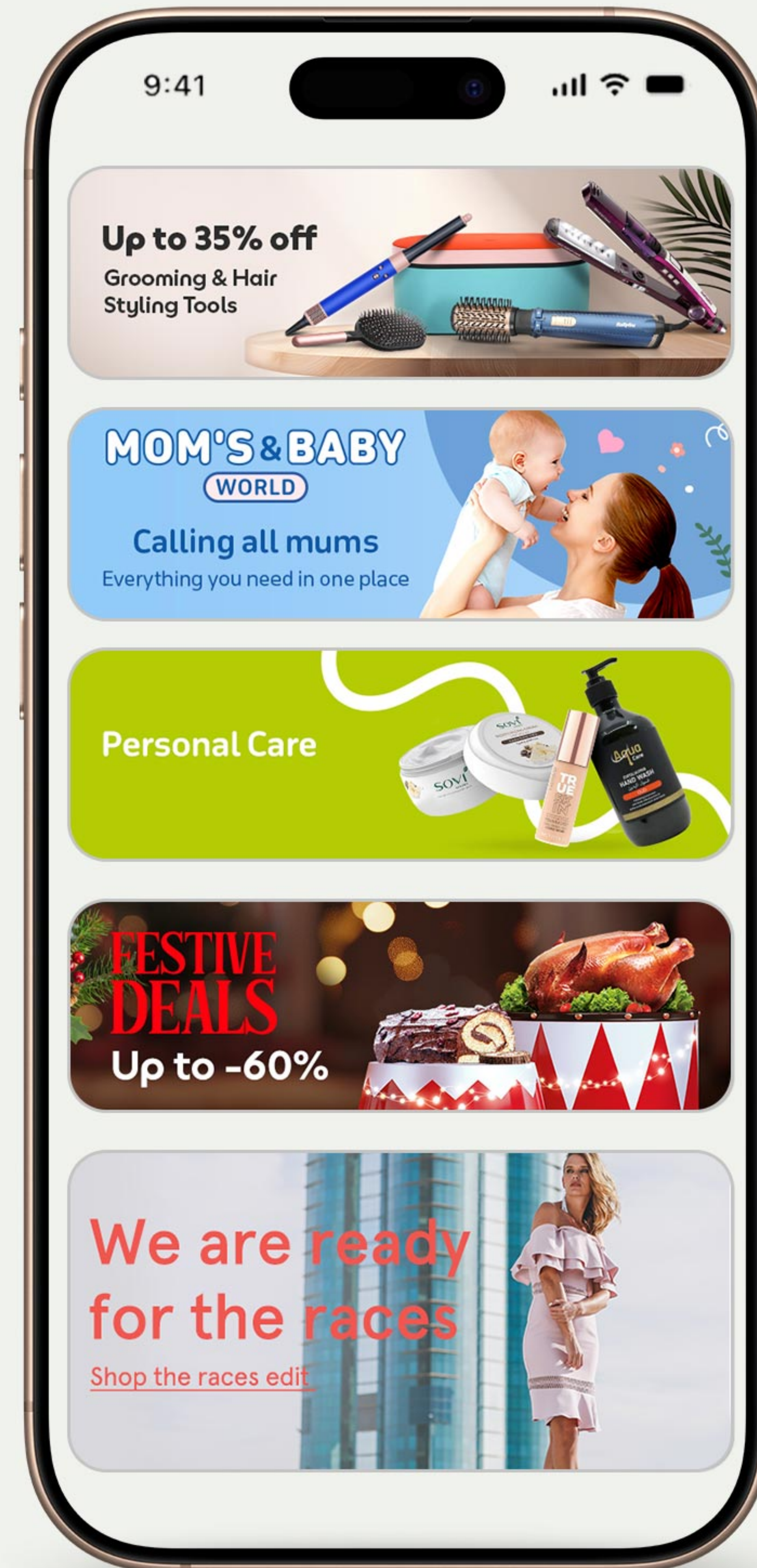
Created dynamic hero banner systems for daily deals, seasonal campaigns, and major promotional events, focused on increasing click-through rates and guiding users from homepage entry points to category landing pages.

Scope

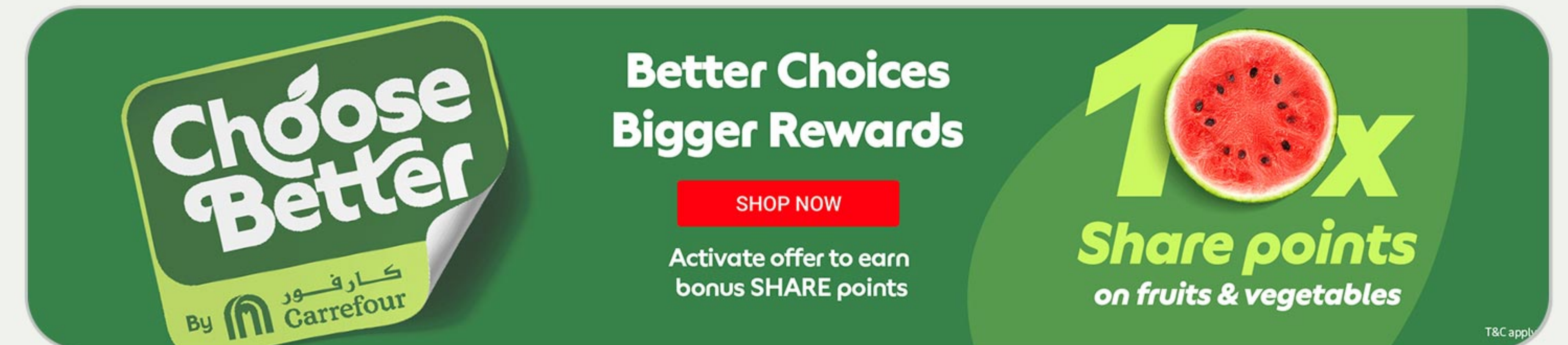
- Campaign Key Visual Adaptation
- Daily / Seasonal / Major Promotions
- Web & App Hero Banner Design
- Traffic & Conversion-Focused Layouts
- Multi-format Resizing & Optimization

Result

Delivered high-visibility promotional assets supporting rapid campaign deployment and continuous sales uplift across ecommerce platforms.



Carrefour | Namshi | UAE 2017-24



Seasonal & Mega Sale Campaigns

Challenge

Develop scalable campaign key visuals for major seasonal retail events that drive high-volume sales, maintain brand consistency, and work across global markets.

Project Overview

Created master key visual systems for annual flagship campaigns including Ramadan, Eid, Black Friday, and Festive season. Each campaign ran for 1-2 months and was adapted across multiple countries and marketing channels, ensuring consistency while supporting local market execution.

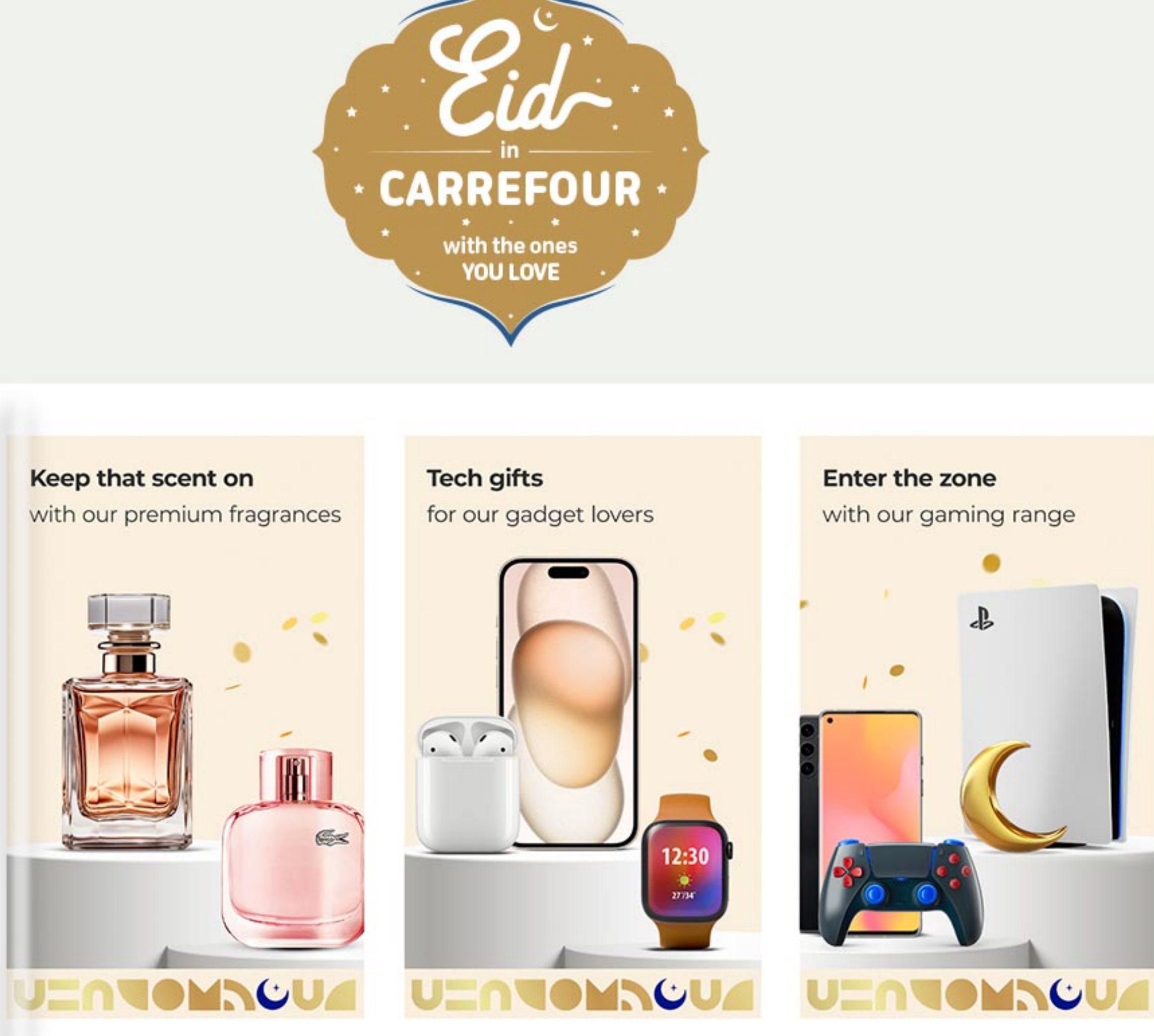
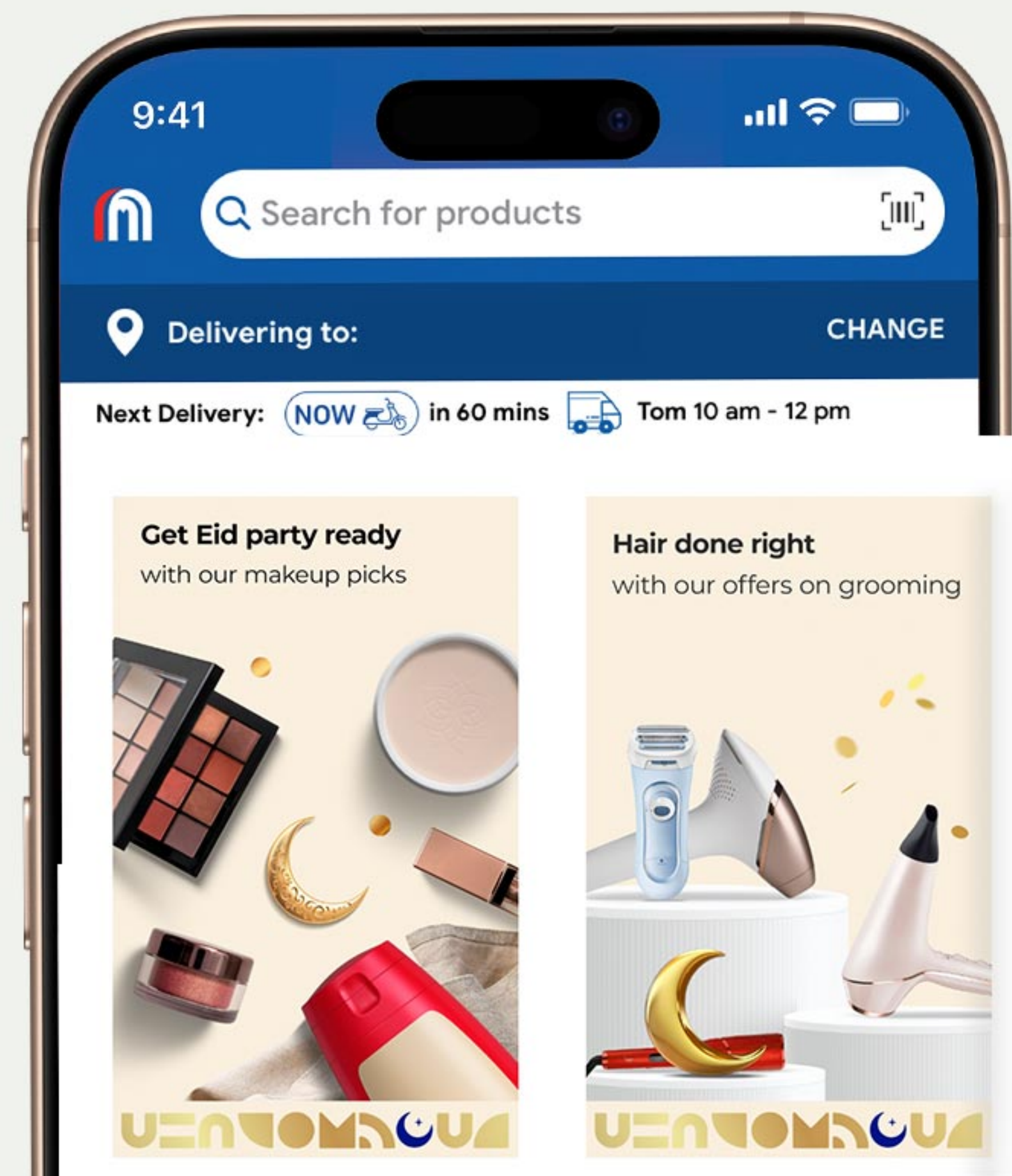
Scope

- Seasonal Campaign Key Visual Development
- Global KV System Adaptation
- Multi-Market Rollout Design
- Web, App & Retail Integration
- Performance-Focused Promotional Design

Result

Delivered high-impact seasonal campaigns that supported major retail sales periods and were deployed across multiple international markets and digital platforms.

In-House | UAE | 2018 - 25



Brand Identity & Marketing Collateral System

Challenge

Create a cohesive brand identity that translates seamlessly across marketing, packaging, outdoor advertising, and branded assets while maintaining consistency and recognition across all touchpoints.

Project Overview

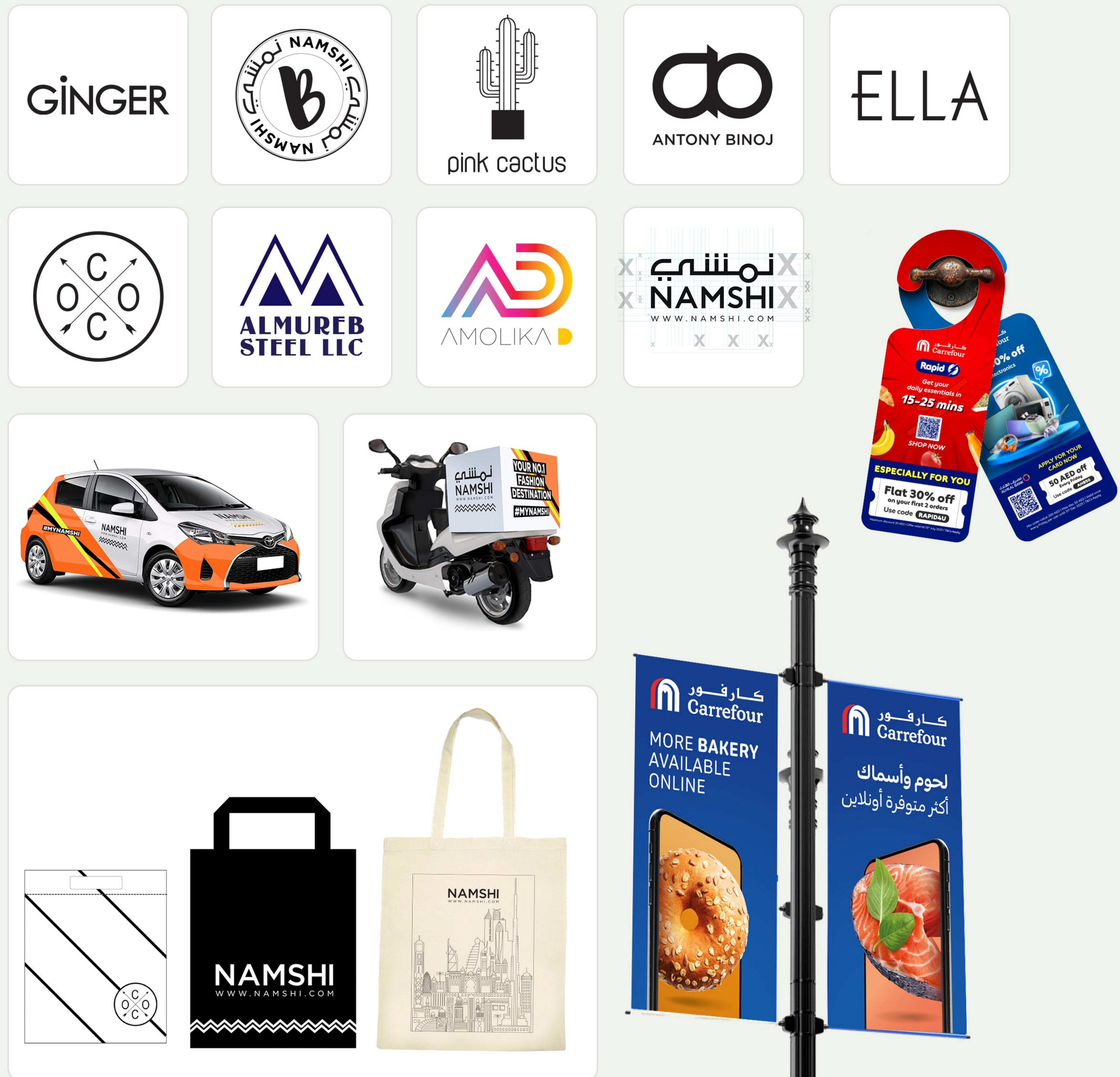
Developed a comprehensive brand identity system, including logo design, campaign visuals, marketing collateral, packaging, vehicle branding, and OOH advertising. The objective was to create a cohesive and scalable visual language that ensured brand consistency across all customer touchpoints.

Scope

- Logo & Visual Identity Development
- Key Visual Creation
- Marketing & Print Collateral
- Packaging & Promotional Assets
- Vehicle Branding & OOH Applications
- Multi-Channel Design Adaptation

Result

Delivered a scalable brand system that strengthened visual consistency, improved brand recognition, and ensured cohesive communication across customer touchpoints.



UK | UAE | INDIA 2012 - 25



HOME

Illustration & Visual Storytelling

Challenge

Create distinctive visual assets that communicate ideas, enhance brand experiences, and engage audiences across a variety of formats and environments.

Project Overview

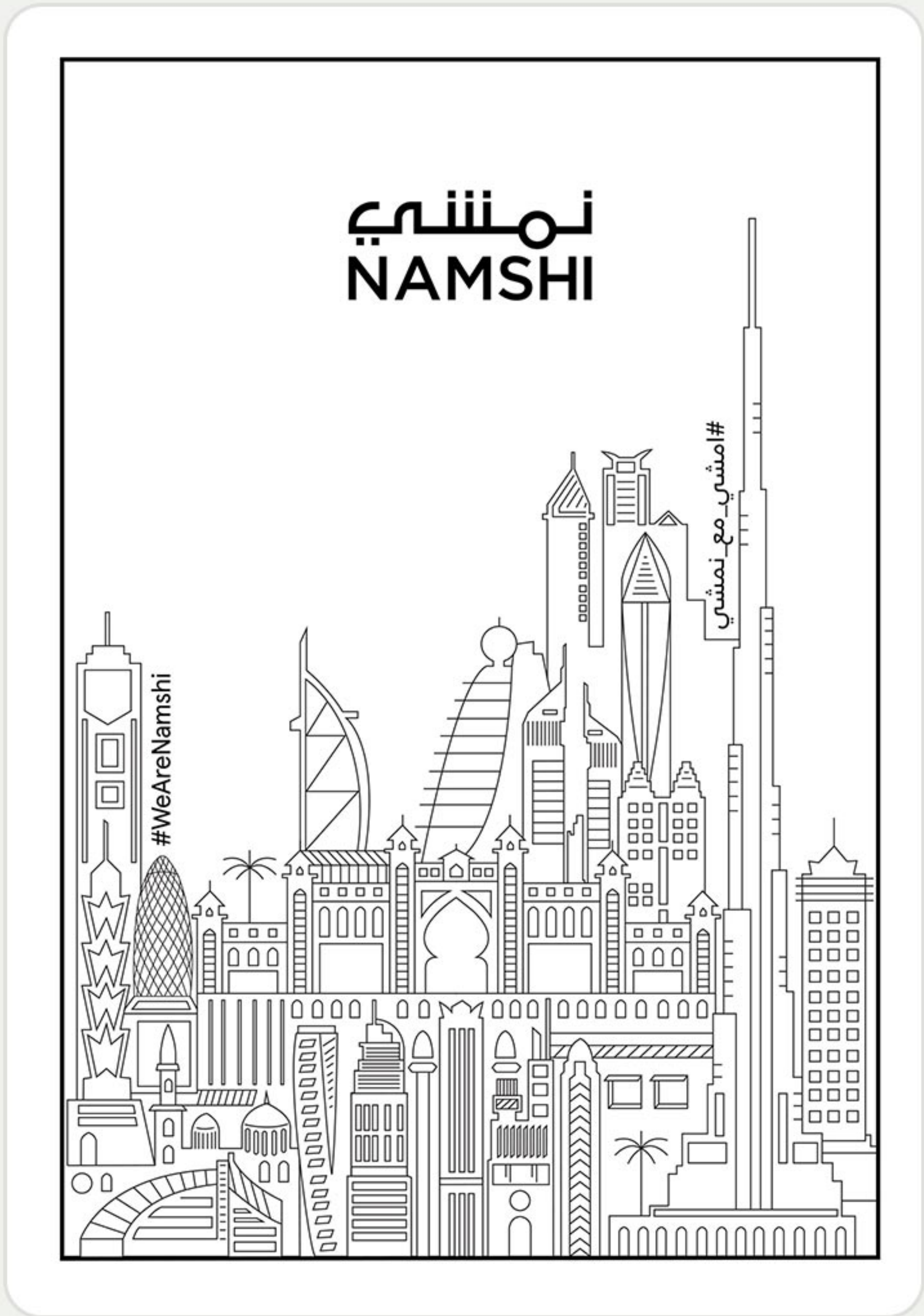
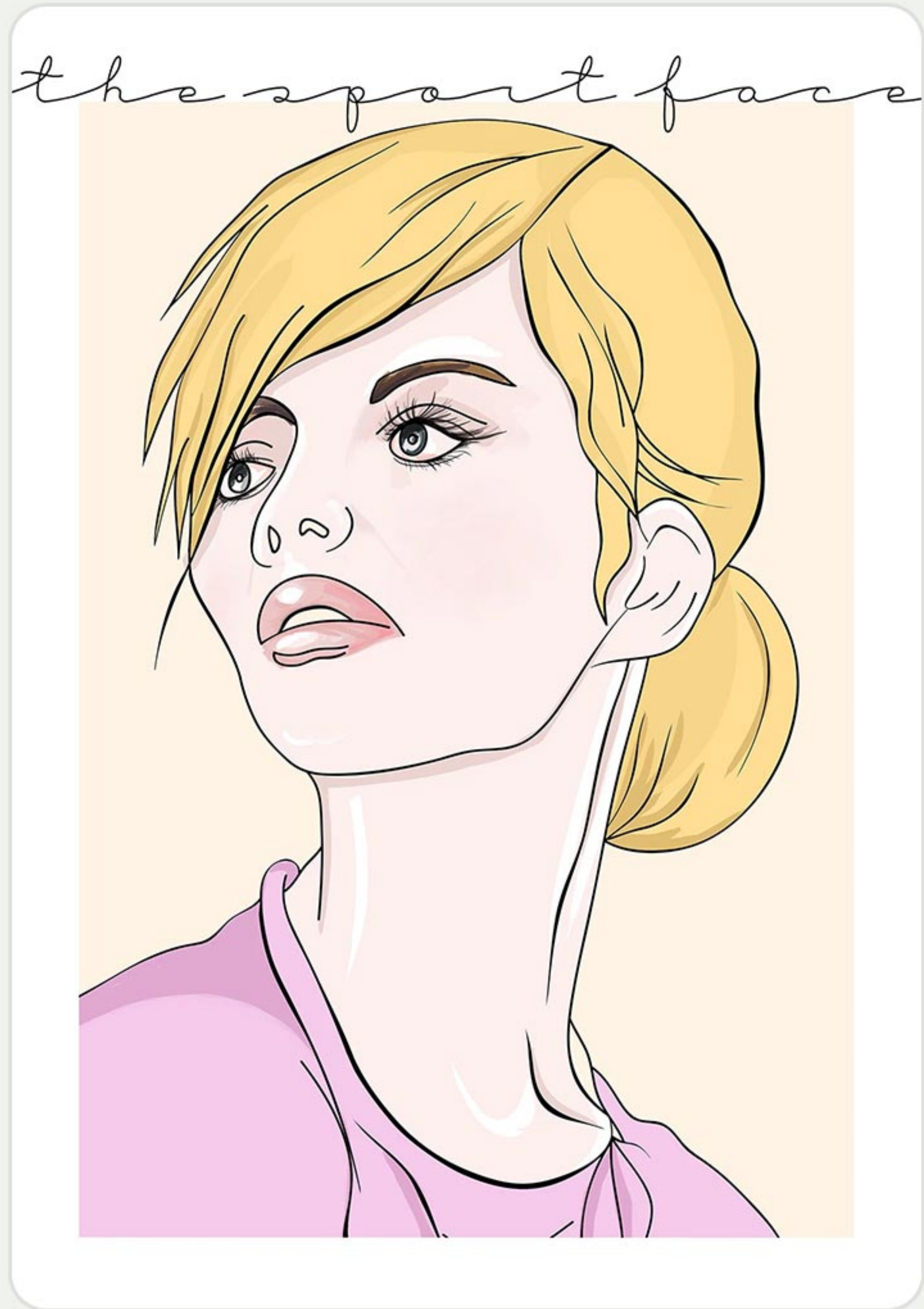
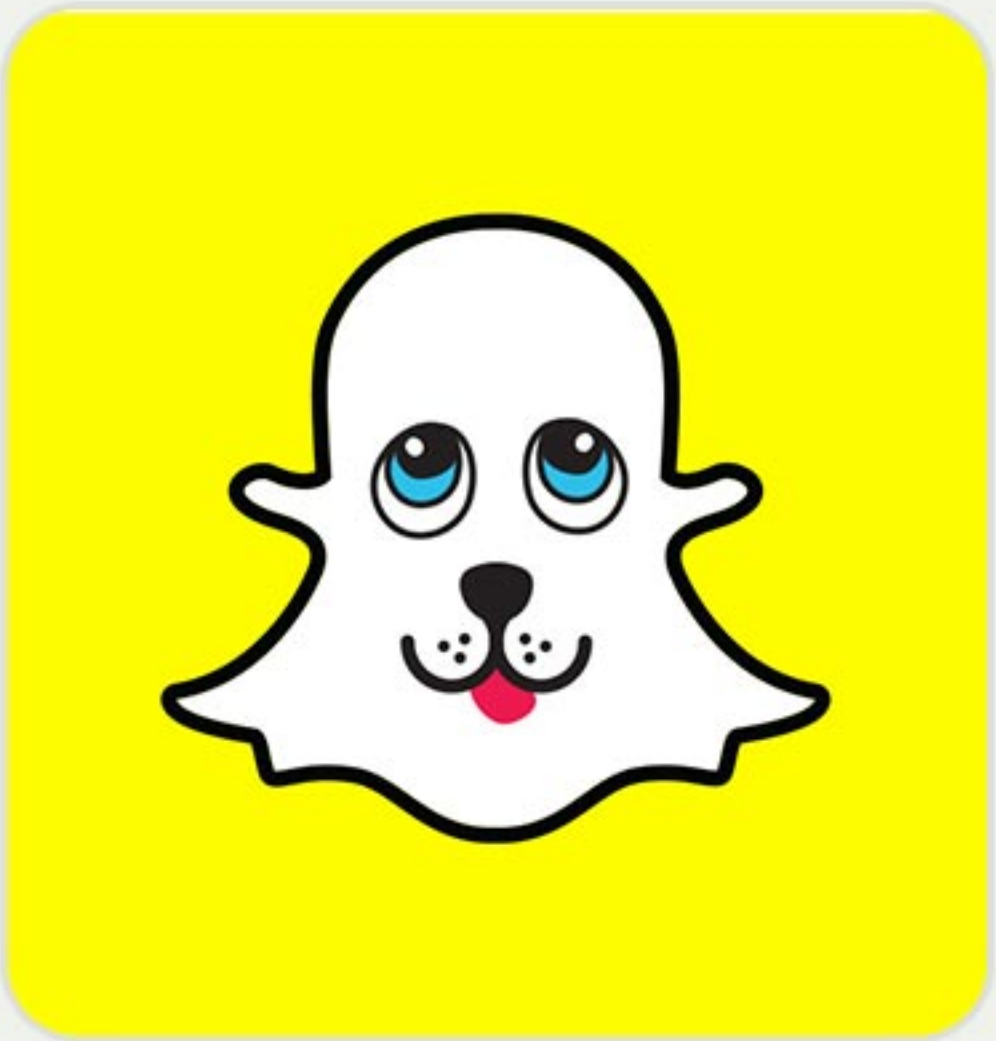
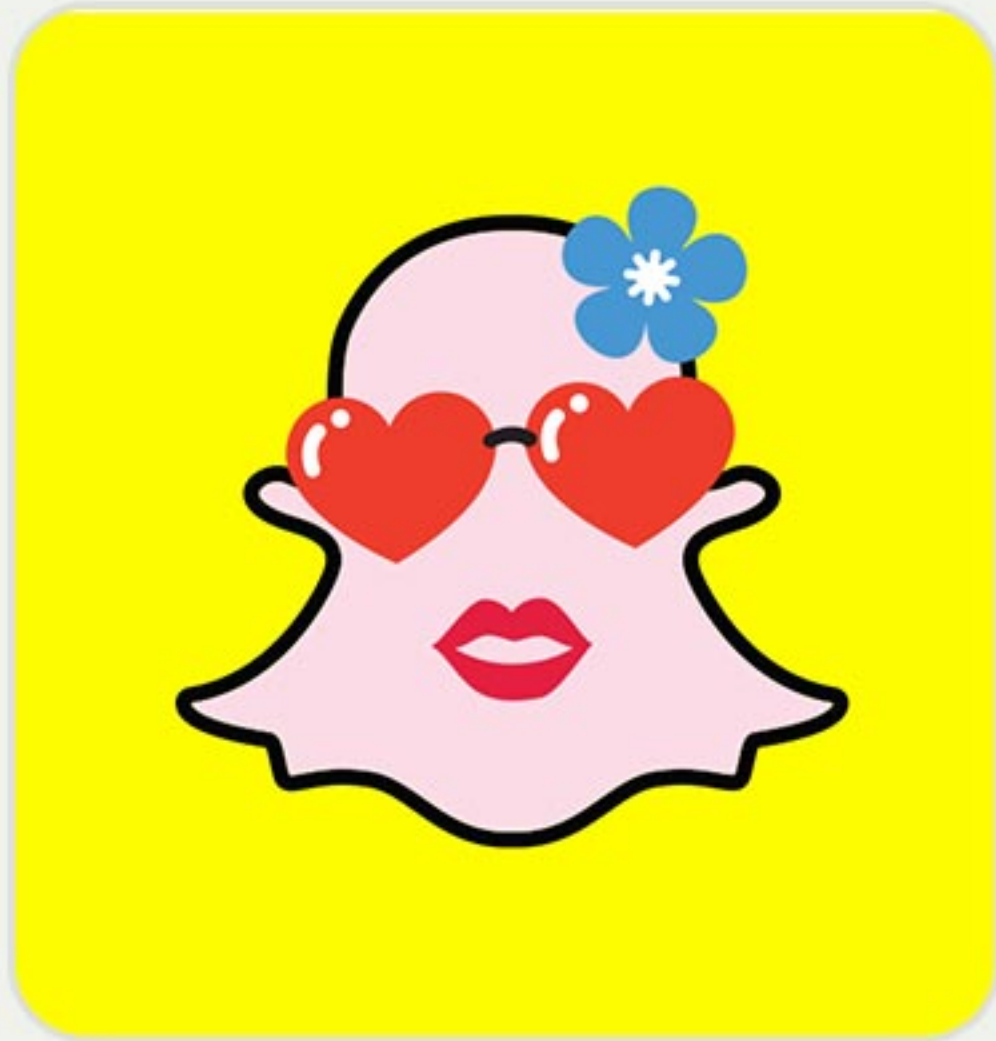
Developed original illustrations, hand-drawn artwork, cartoons, caricatures, wall graphics, stickers, labels, and campaign visuals for both commercial and creative applications. Each project required a unique visual approach while maintaining strong storytelling and visual impact.

Scope

- Custom Illustration
- Hand-Drawn Artwork & Sketching
- Cartoon & Character Design
- Caricatures & Portrait Illustration
- Wall Graphics & Murals
- Sticker & Label Design
- Key Visual Development

Result

Created engaging visual assets that enhanced brand communication, supported marketing campaigns, and transformed concepts into memorable visual experiences across digital and physical environments.



NAMSHI | UAE | 2012 - 25

CRM & Lifecycle Marketing Design

Challenge

Design high-performing CRM creatives that support customer retention, engagement, and conversion across multiple digital touchpoints while maintaining brand consistency.

Project Overview

Developed CRM and lifecycle marketing assets including email templates, campaign banners, product modules, newsletters, push notifications, WhatsApp creatives, in-app messages, pop-ups, loyalty program communications, and bank partnership campaigns. The focus was on creating consistent, conversion-driven communication systems across the customer journey.

Scope

- Email Template Design
- CRM Campaign Banners & Modules
- Push Notifications & In-App Messaging
- WhatsApp Marketing Creatives
- Loyalty Program Journeys
- Pop-ups & On-site Messaging
- Bank Partnership CRM Campaigns

Result

Delivered scalable CRM design systems that improved engagement, supported retention strategies, and enabled consistent communication across multiple lifecycle stages and promotional campaigns.

UAE | INDIA 2012 - 25

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Textile Pattern & Apparel Graphics Design

Challenge

Create scalable vector artwork and repeat patterns that translate seamlessly from digital design to garment production while maintaining visual quality and consistency.

Project Overview

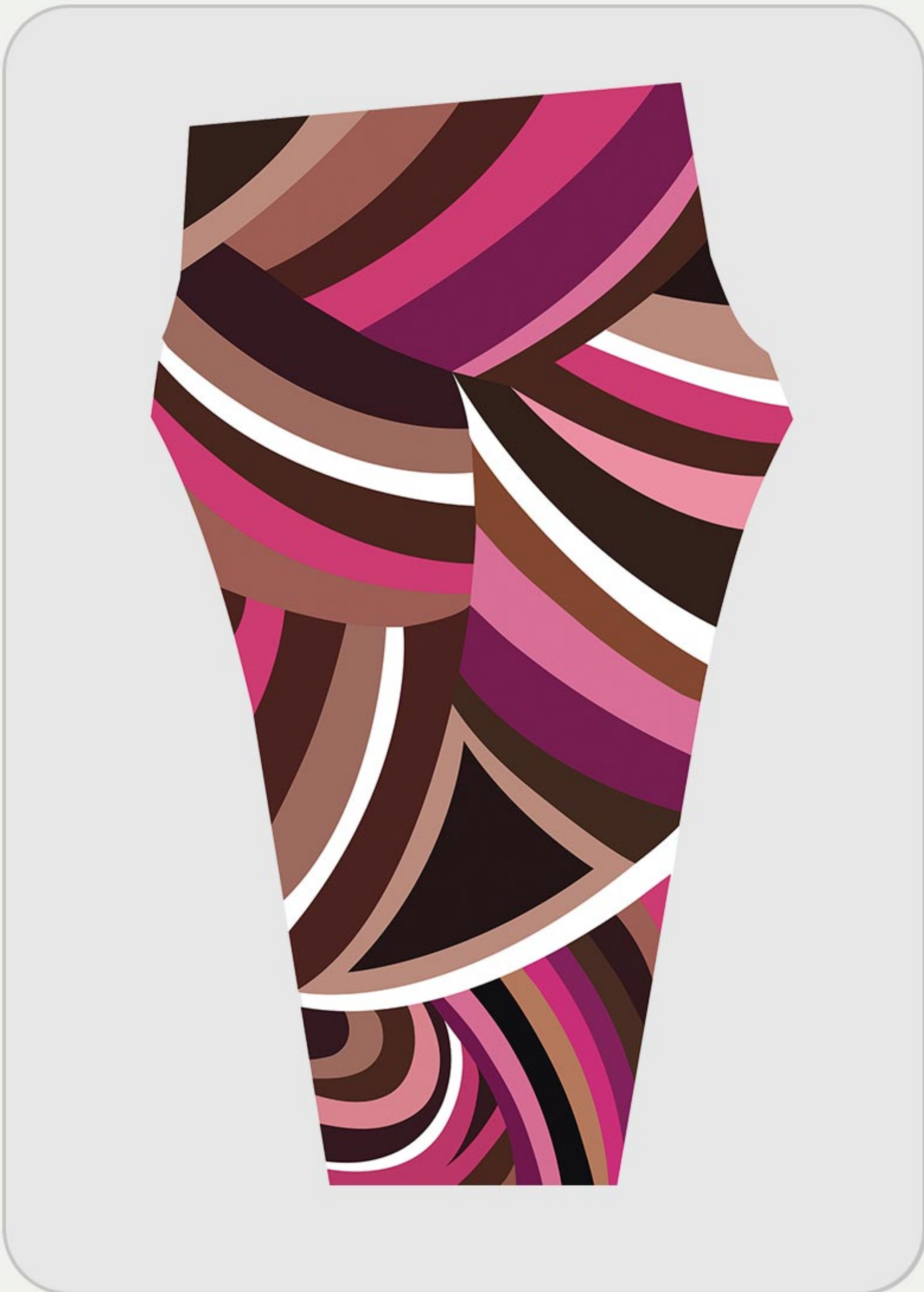
Developed custom vector illustrations, apparel graphics, and repeat textile patterns for clothing applications. The work focused on creating production-ready artwork that balances creativity, brand requirements, and manufacturing standards.

Scope

- Vector Illustration & Artwork
- Repeat Pattern Design
- Apparel Graphics Development
- Textile Print Design
- Production-Ready Artwork
- Adobe Illustrator Asset Creation

Result

Delivered high-quality vector designs and seamless textile patterns ready for garment production, ensuring consistency across multiple products and print applications.



UAE | INDIA 2026

Motion, Video & AI Content

Challenge

Create engaging video content across multiple platforms and objectives, balancing storytelling, brand communication, and performance marketing requirements.

Project Overview

Developed motion graphics, promotional videos, social media reels, AI-assisted creative content, and performance marketing assets for digital campaigns. The work combined concept development, visual storytelling, animation, and creative direction to deliver impactful content across various channels.

Scope

- Motion Graphics & Animation
- Video Editing & Social Reels
- AI-Assisted Creative Content
- Performance Marketing Videos
- Explainer & Promotional Content
- Multi-Platform Content Adaptation

Result

Delivered engaging video content that enhanced brand communication, supported campaign objectives, and increased audience engagement across digital platforms.

UAE | 2020 - 2026

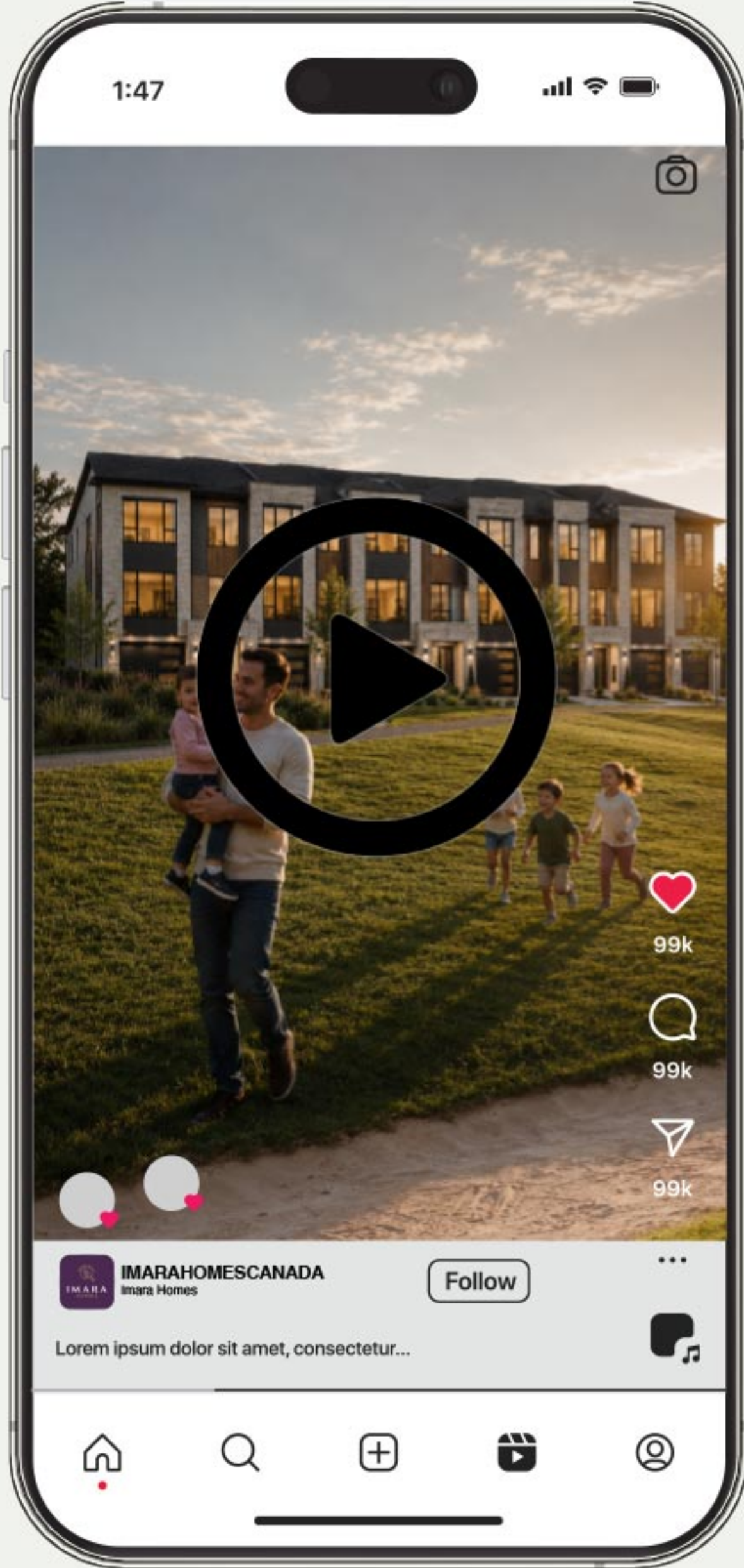
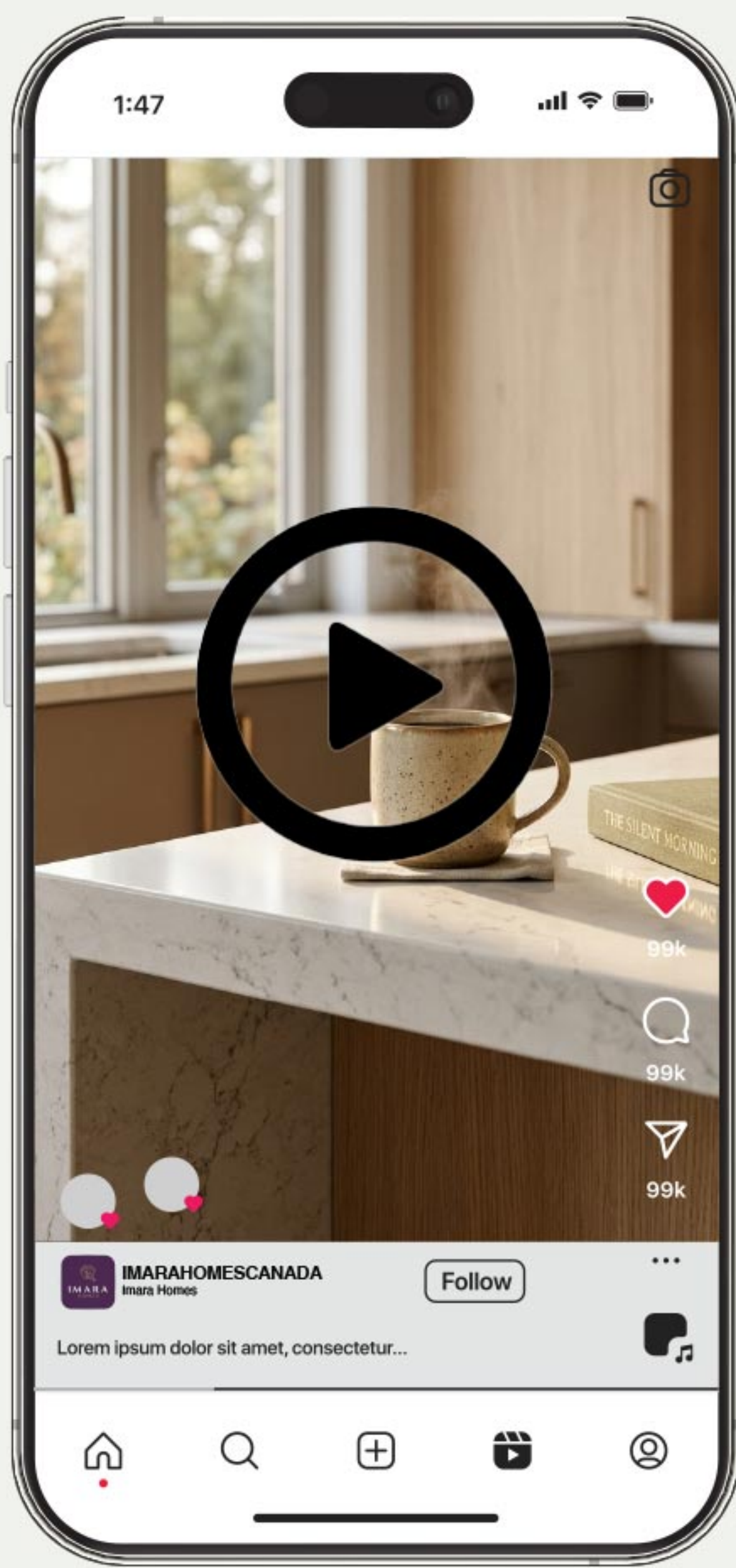
UGC | Awareness



Tiktok



Organic





THANK YOU



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