



Alpha Concept Studio

FULL-SERVICE MARKETING AGENCY

SCROLL TO EXPLORE ↓



Where brands find
their **edge.**

We build brands through strategy, marketing, and experience.

Alpha Concept Studio is a Dubai-based full-service marketing agency led by Argentine creatives.

We work with organizations at every stage (from early-stage brand definition to large-scale campaign execution and live experience management).

Our approach combines strategic clarity, creative direction, and operational capability to deliver integrated solutions across sectors.

01 Integrated Marketing & Growth

Campaign development, digital presence management, content strategy, and performance marketing across channels and platforms.

02 Brand Strategy & Identity

Market positioning, brand architecture, visual identity systems, and naming.
Built for clarity and long-term scalability.

03 Experiential & Event Execution

End-to-end management of brand activations, corporate events, and large-scale live experiences.
Operational delivery at scale.

5+

Years Operating

3

Core Service Areas

UAE & GCC

Primary Market

6+

Industries Served

50+

Projects Delivered

SERVICE MATRIX

Integrated Marketing & Growth

Campaign Strategy & Development

Digital Brand Presence Management

Content Strategy & Production

Social Channel Management

Influencer & Partnership Programmes

Brand Strategy & Identity

Market Positioning & Competitive Analysis

Brand Architecture & Naming

Visual Identity Systems

Brand Guidelines & Governance

Rebranding & Brand Evolution

Experiential & Event Execution

Brand Activation & Experiential Design

Corporate & B2B Event Management

Large-Scale Live Experience Operations

Production Coordination & Logistics

On-Site Operational Management

SECTORS & INDUSTRIES

Corporate & Professional Services

Brand Strategy, internal communications, B2B marketing

Real Estate & Property

Launch campaigns, identity systems, project marketing

Healthcare & Wellness

Brand definition, digital presence, patient communications

Entertainment & Live Events

Large-scale operational delivery, live experience management

Hospitality & Luxury

Brand positioning, experience design, content strategy

Retail & Consumer Brands

Campaign strategy, channel management, product launches

TRUSTED COLLABORATIONS



Logos belong to their respective owners



SOME OF OUR *SELECTED* WORK

Developed by professionals with experience across marketing,
brand development, and event execution.

Disclaimer:
Some of the projects listed were
completed in collaboration with other
agencies and freelancers, which retain
ownership of those specific projects.

ember

ABOVE AND BEYOND THE ORDINARY

The logo for 'ember' features a stylized infinity symbol or two interlocking loops above the word 'ember' in a lowercase, serif typeface.

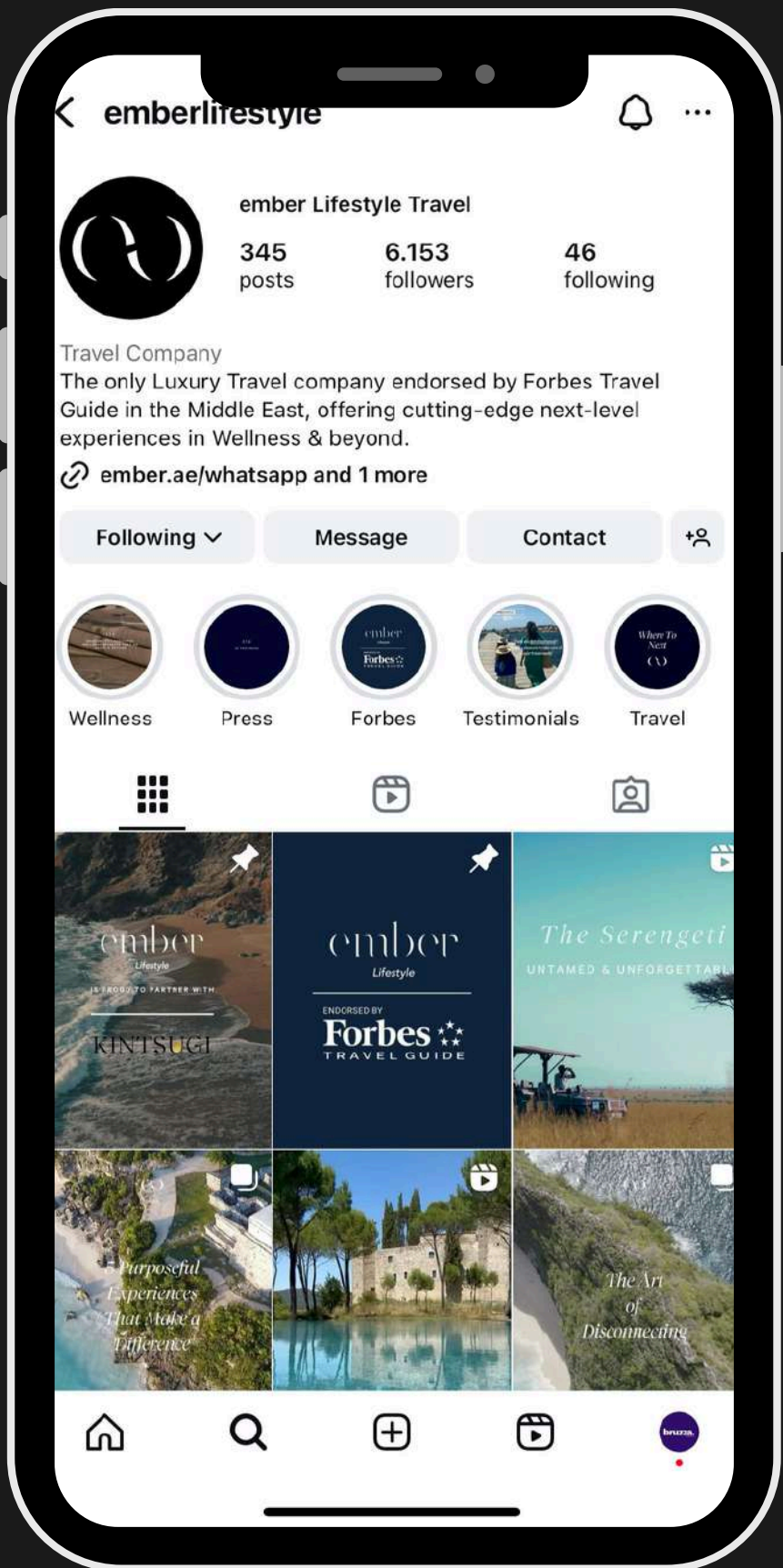
An established travel agency undergoing a **re-branding process** needed to translate its new identity into a more refined and cohesive digital presence.

Despite having a strong foundation, the brand **lacked consistent content direction** and struggled to connect with a more **luxury-oriented audience** in a subtle and organic way.

A structured, on-brand **digital presence established** within only **45 days**. Consistent content delivery improved audience engagement metrics and reinforced the brand's positioning in a competitive luxury tourism market.

DIGITAL MARKETING

SOCIAL MEDIA CONTENT







Zumba Factory is an **official Zumba studio** and the premier Zumba hub in the Middle East. It offers daily **high-energy Zumba classes**.

The implementation of targeted digital campaigns and coordinated marketing initiatives contributed to a **30% increase in class attendance** over a **six-month period**.

Through the integration of **digital promotion, strategic partnerships, and live event support**, the brand strengthened its community presence, increased audience engagement, and developed a more active and recognizable presence within the local market.

DIGITAL MARKETING

SOCIAL MEDIA MANAGEMENT & CONTENT PRODUCTION



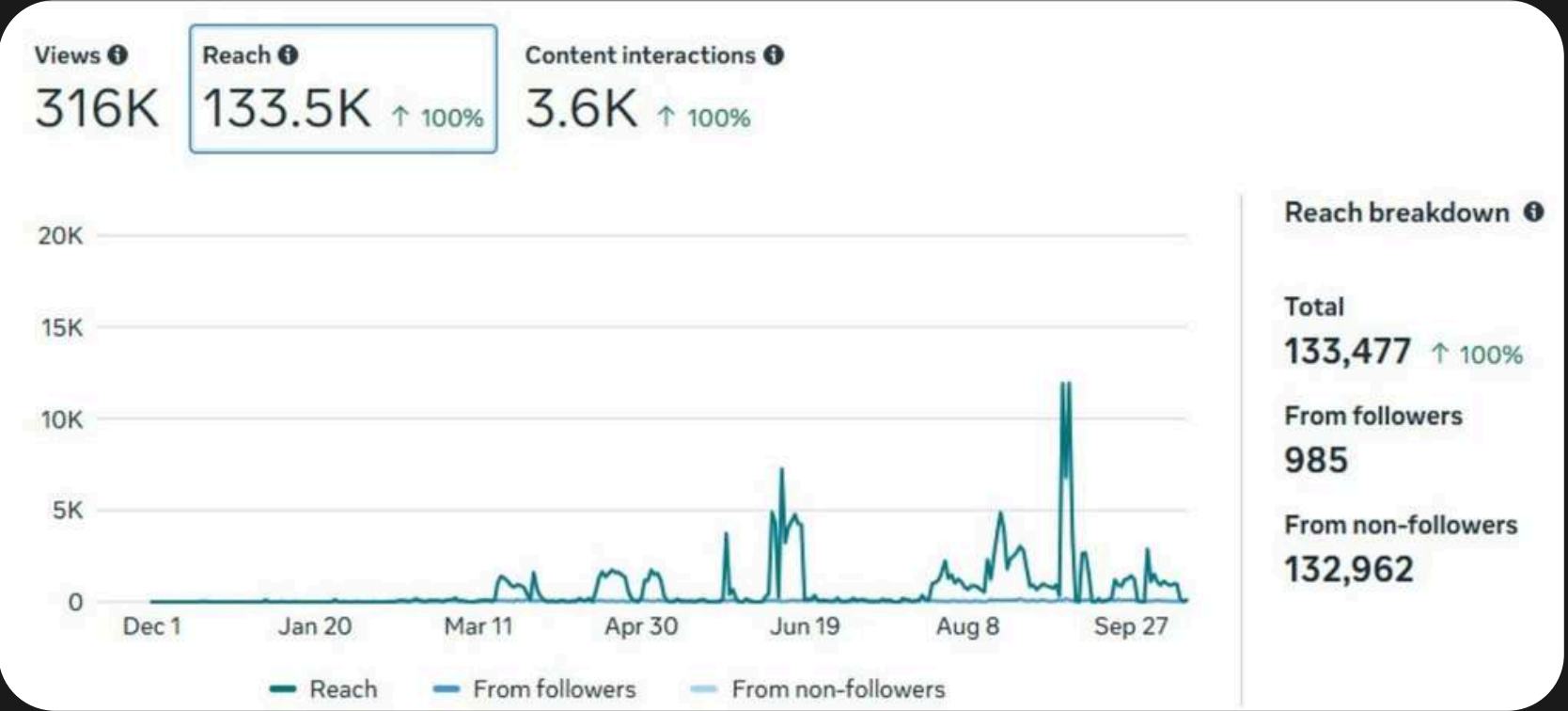
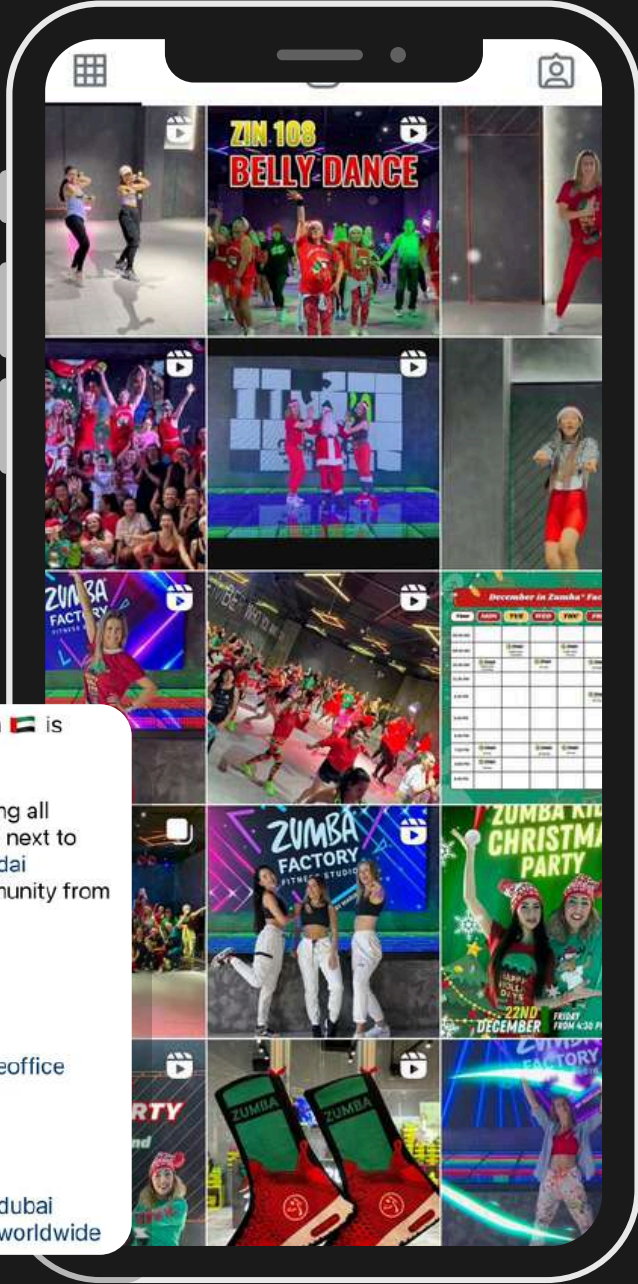
zumba_factory All we need for Christmas in 🇦🇪 is #bellydance 🥰

Directly from #dubai we couldn't stop dancing all together 🥳 this amazing song from #zin108 next to @zjcinthiavalencia @leoandance @masterjedai @marianamaciel_ok with our beautiful community from UAE 🇦🇪

🧠 Choreo: @ricardomarmitte & @zjannam
🎵 Song by: @zumba - #UrbanBellyDance

@zumbabeto @zincommunity @zumbahomeoffice
@zumbamiddleeast @albertoperlman
@zumbatradeshow

#zumba #zumbabellydance #zin #zinfam
#zincommunity #zumbamiddleeast #zumbadubai
#zumbacommunity #zumbavolume #zumbaworldwide

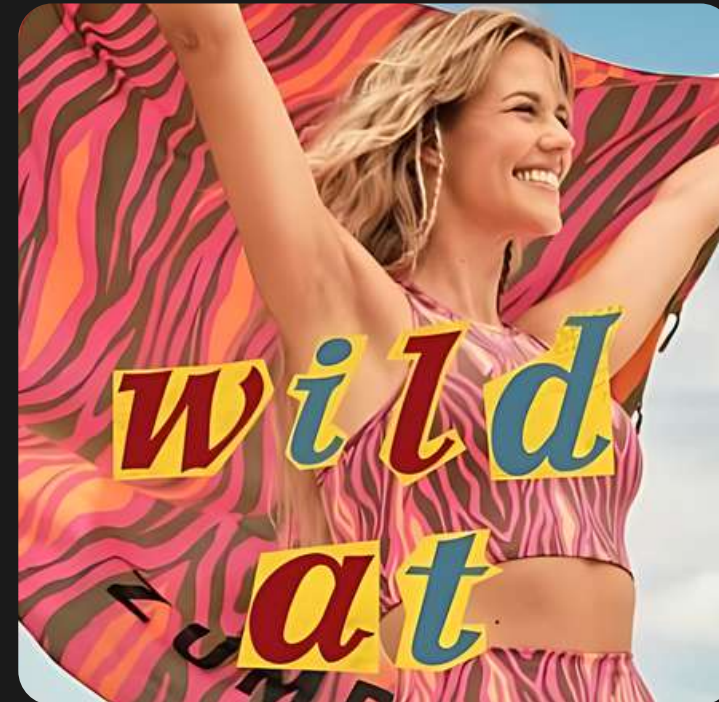




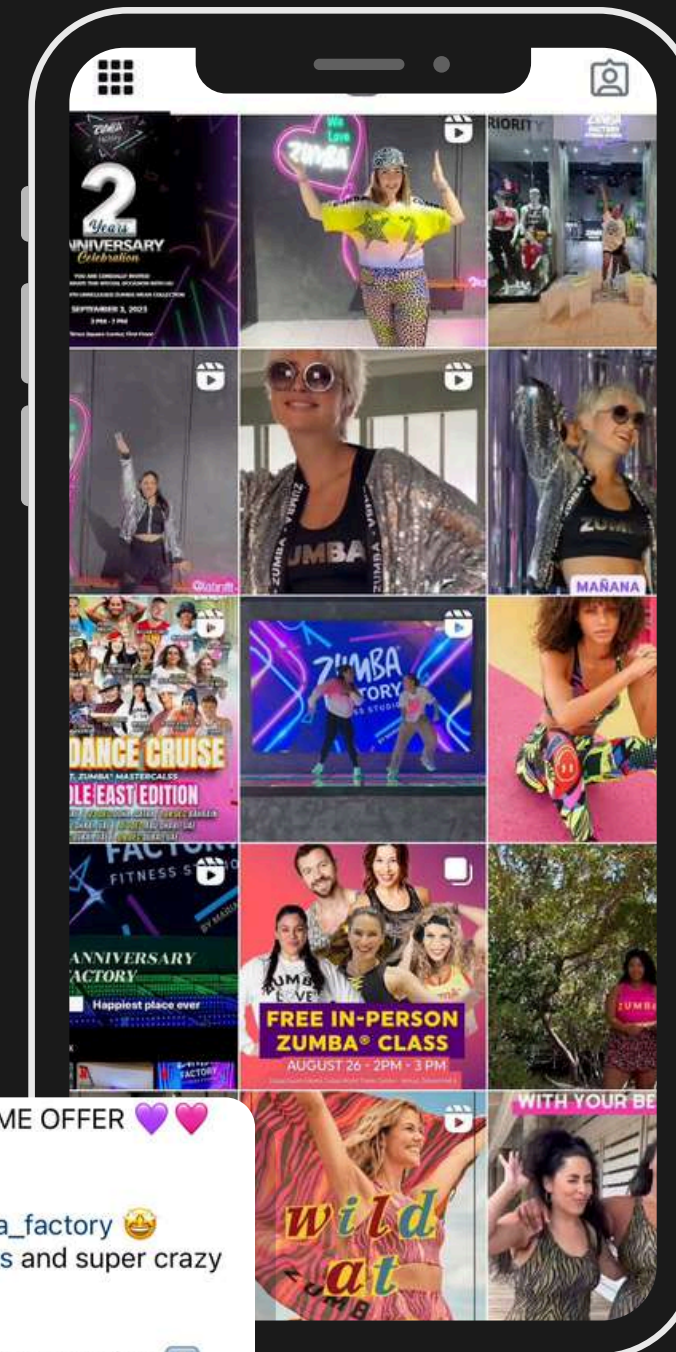


Zumba Wear Middle East is the official distributor of Zumba® fitness apparel and activewear in the region, based in Dubai, UAE. They supply high-quality, colorful, and branded clothing.

The **refined digital approach** helped strengthen audience interaction and improve the consistency of the brand's online presence across platforms. Through a combination of strategic content, community engagement, and visually aligned communication, **the brand reinforced its connection** with the regional fitness audience while increasing overall visibility and engagement within its digital community.



Tag your #zumbafrind below and come together 
 @timessquaredxb (3 HOURS FREE PARKING)







Noor & Sol is a UAE-based children's lifestyle brand founded by two Spanish mothers, bringing timeless Spanish craftsmanship into the everyday lifestyle of families in the Gulf. Built around quality, heritage, and thoughtful design, the brand combines Mediterranean tradition with a refined and culturally aligned presence tailored for the UAE market.

The **strategic direction** helped establish a more intentional and culturally aligned brand presence during its entry into the UAE market. By creating a cohesive narrative and refined communication system, **the brand strengthened its ability to connect with its target audience** while reinforcing a more premium and trustworthy perception across digital channels.

DIGITAL MARKETING

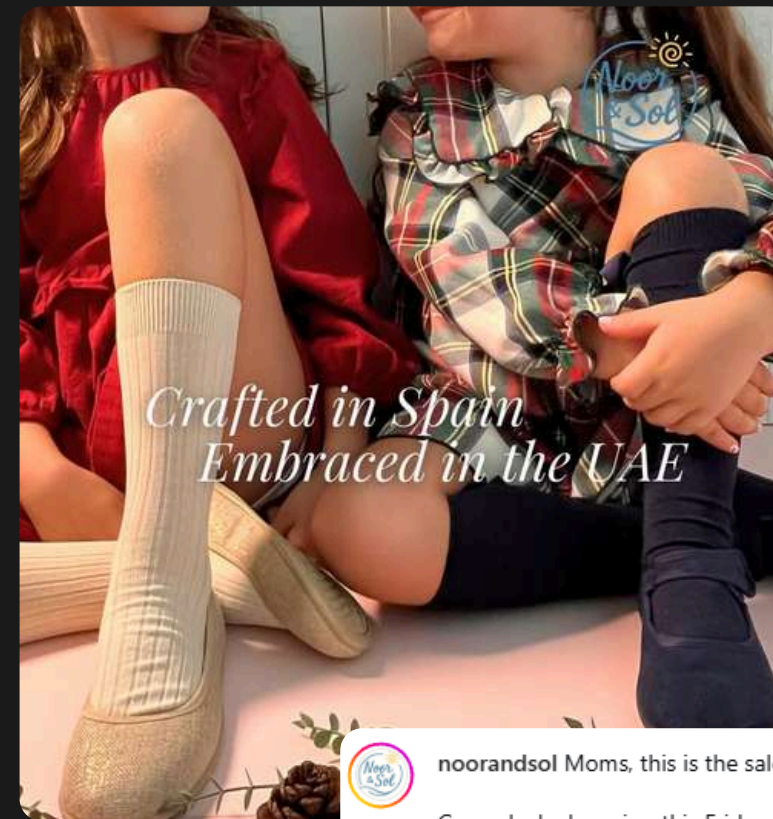
SOCIAL MEDIA MANAGEMENT

Every step
leaves a mark

At Noor & Sol,
we want ours to
be a kind one

Hey!
I'm a 100%
Biodegradable
Mailer.

Crafted in Spain
Embraced in the UAE



noorandsol Moms, this is the sale you wait for all year 🛍️🎁

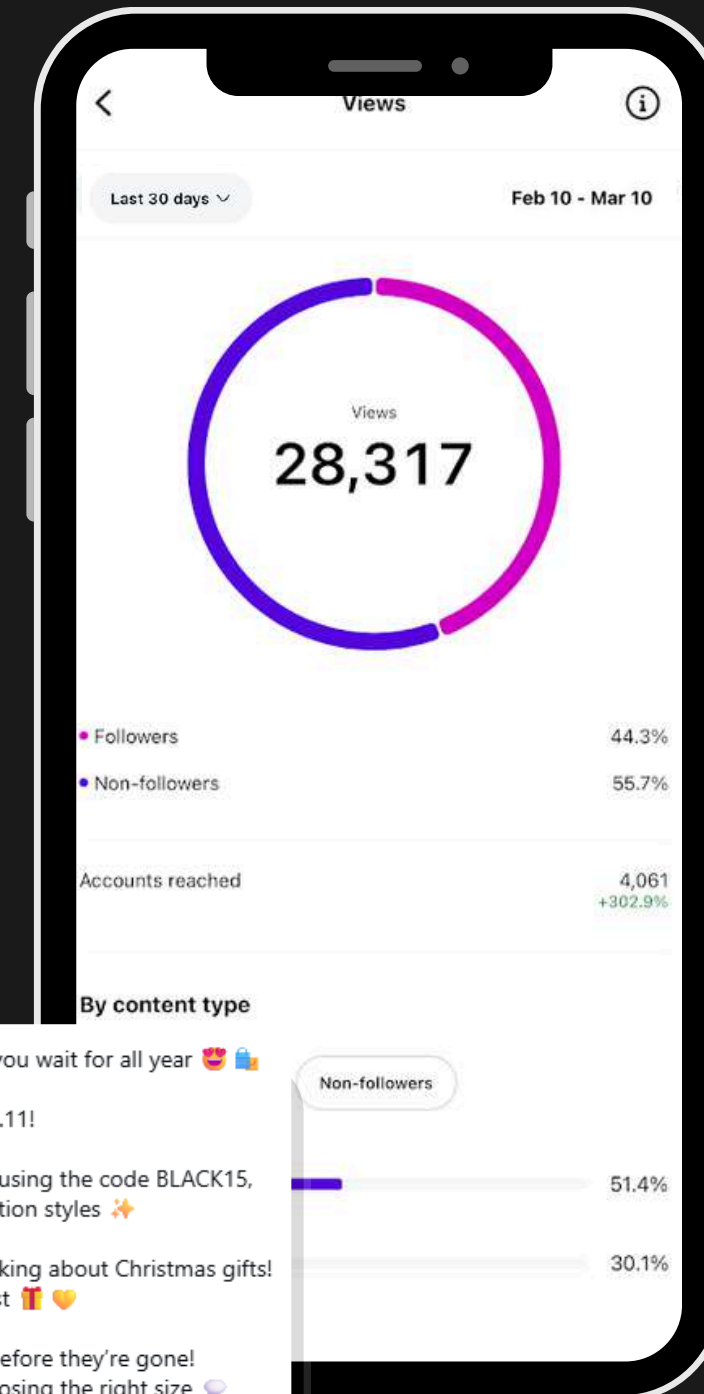
Crazy deals dropping this Friday 28.11!

Enjoy 15% off our entire collection using the code BLACK15, and 25% off our special limited-edition styles ✨

Perfect timing if you're already thinking about Christmas gifts! Beautiful, practical, and made to last 🎁💖

Stock is limited, so grab your pair before they're gone! Send us a DM if you need help choosing the right size 💬

يا مامات... هذا هو العرض اللي ناظرينه طول السنة 🛍️🎁





Talabar't
marroquineria
exclusiva

Talabar't Marroquineria is an Argentine brand specializing in 100% original leather products, focusing on high-quality handcrafted items. Based in Buenos Aires, they manufacture and sell personal accessories such as wallets, purses, belts, and bags, often featuring, or offering,, detailed, refined designs for daily use.

The new identity system helped **elevate the brand's visual perception**, creating a more structured and recognizable presence across both digital and physical touchpoints. By establishing a cohesive brand architecture and a more intentional visual direction,

Talabar't strengthened its positioning while improving consistency, professionalism, and overall brand recognition.

BRANDING

VISUAL IDENTITY & SOCIAL MEDIA POSTS DESIGN



talabart.marroquineria 🔥 Conocé el interior de nuestra Bandolera Golfera Simple, uno de nuestros modelos más queridos y pedidos por ustedes!

.

Capacidad para guardar tus llaves, billetera, anteojos y perfume!

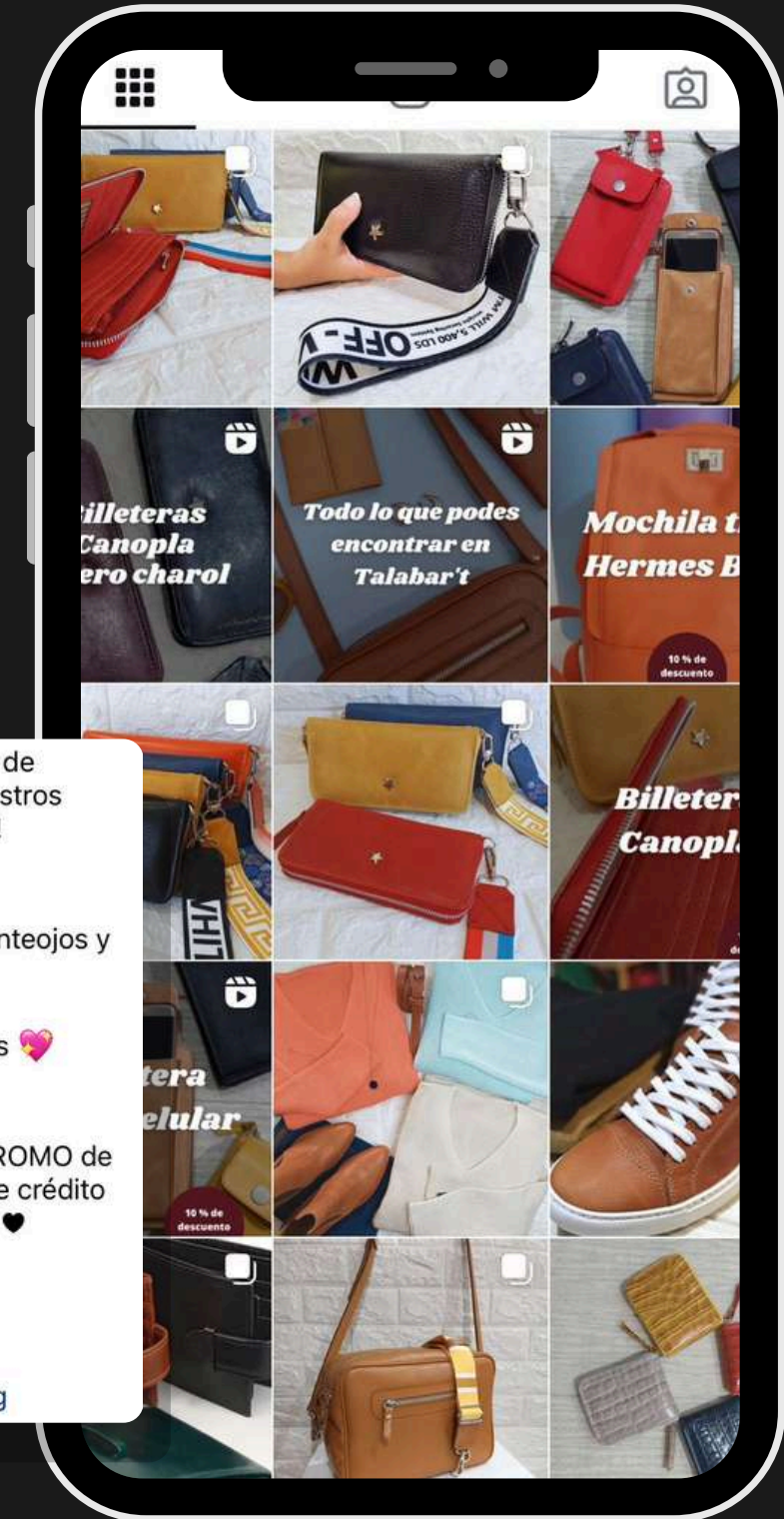
Incluye dos correas intercambiables

Bolsillo exterior e interior con cierres metálicos 💖

.

👁️ Recordá que puedes aprovechar nuestra PROMO de 10% de descuento en efectivo! Con tarjetas de crédito bancarias tenes entre 3 y 6 cuotas sin interés ♥️

#cueroargentino #artesanal #leather #cuero
#bandoleras #bandoleradecuero
#talabartmarroquineria #SomosFabricantes
#cuerogenuino #cueroliso #regalos #unboxing







Coiro 1935 is an upcoming Argentine leather goods brand focused on timeless craftsmanship and refined everyday essentials. Specializing in premium handbags, totes, backpacks, and accessories.

The brand was developed around a cohesive visual identity and a more intentional positioning strategy designed to establish a strong and elevated market presence ahead of its launch in early 2027.

The identity system provided Coiro 1935 with a refined visual foundation from its earliest stages, helping shape a more **premium**, cohesive, and recognizable **brand perception** prior to launch.

BRANDING

LOGO & VARIATIONS

COIRO



BRANDING

VISUAL IDENTITY





ANANTARA

WORLD ISLANDS DUBAI
RESORT



Provided live event content coverage for the **NYE Gala Dinner Show at Anantara World Islands Dubai**, capturing the atmosphere, guest experience, and key moments through real-time social media and visual content production.

HAPPY
ZUMBA
DAYS



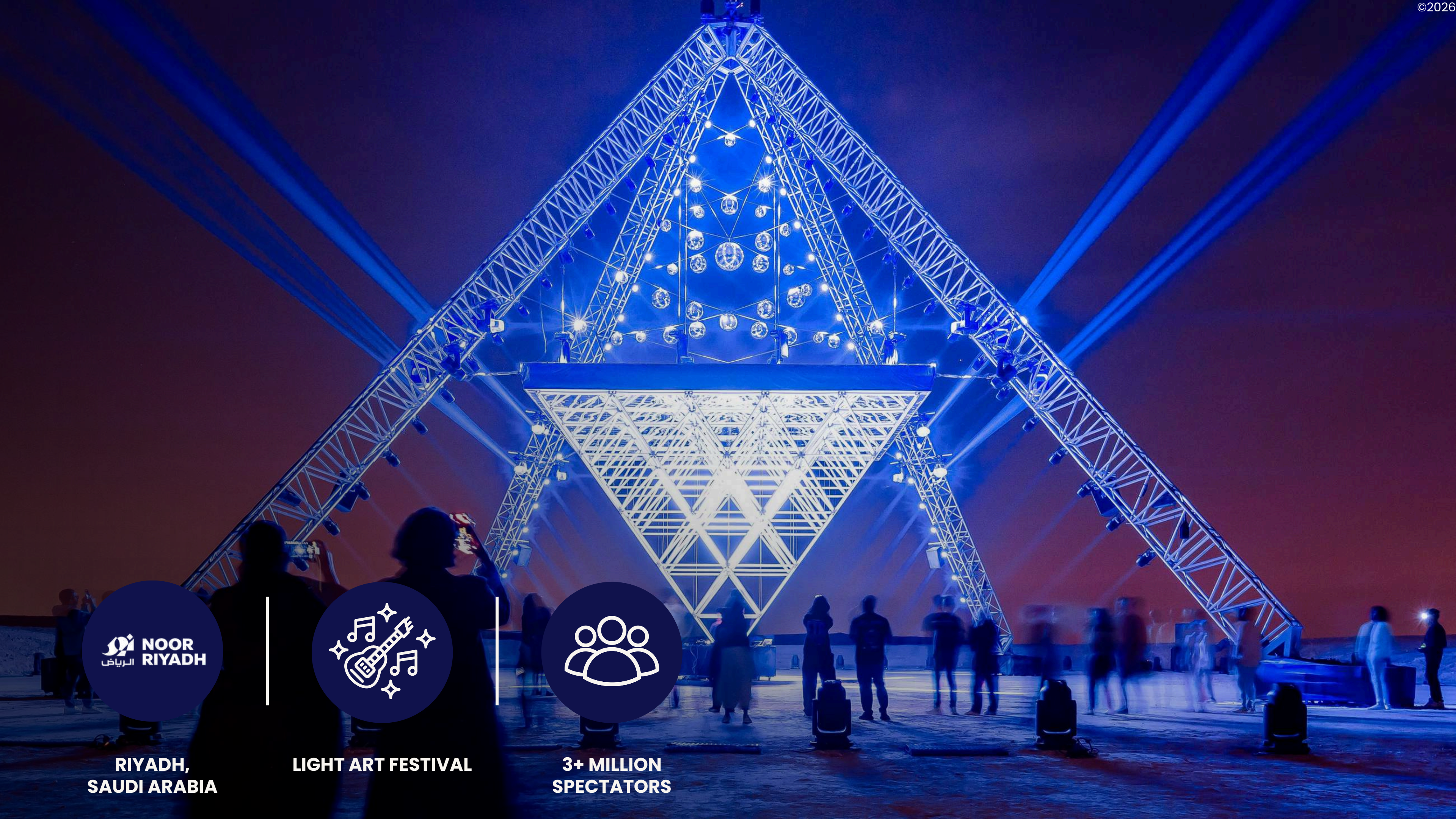


Delivered live content coverage during **Dubai Active Show 2024**, producing real-time visual and social media content focused on audience engagement, brand visibility, and on-ground event storytelling.



Noor Riyadh is one of the world's largest annual light art festivals, transforming the city through immersive installations, large-scale public artworks, cultural experiences, and international creative collaborations across multiple locations in **Riyadh, Saudi Arabia**.

Collaborated on **end-to-end event management** for the **2024 edition**, supporting operational coordination across multiple event areas including the **Preview Night, Opening Ceremony, and Wadi Hanifah gathering**, while liaising with different teams to ensure smooth execution throughout the festival experience.



 **NOOR**
الرياض **RIYADH**

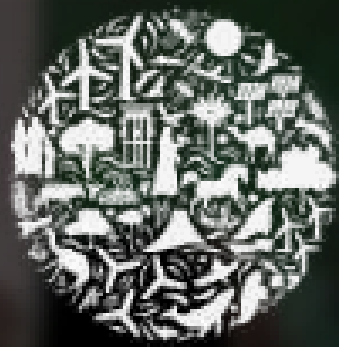
**RIYADH,
SAUDI ARABIA**



LIGHT ART FESTIVAL



**3+ MILLION
SPECTATORS**



COP28
UAE

Provided on-site audio and technical support during **COP28 Dubai**, assisting with live event preparation, audio system coordination, and equipment management across operational areas.

Responsibilities included supporting sound optimization during pre-event checks, managing technical setup and signal flow, coordinating audio equipment adjustments, and assisting with the installation and maintenance of speakers, amplifiers, and processing systems to ensure smooth **event execution** throughout the summit.

DUBAI 2023



DUBAI, UAE



**WORLD'S LARGEST CLIMATE
CONFERENCE IN 2023**



**80,000+
ATTENDEES**

القمة WORLD
العالمية GOVERNMENT
للحكومات SUMMIT

Provided technical and audio support during the **World Government Summit in Dubai**, assisting with live event preparation, system coordination, equipment setup, and operational execution across conference environments and live sessions.



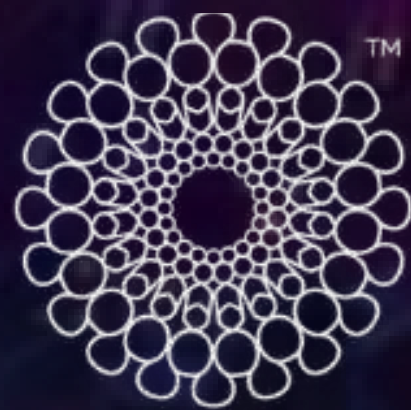
DUBAI, UAE

**INTERNATIONAL MULTI-DAY
CONFERENCE EXPERIENCE**



**4,000+ GLOBAL ATTENDEES
& GOVERNMENT DELEGATES**





EXPO
2020
DUBAI
UAE

A large-scale cultural and empowerment-focused festival held during **Expo 2020 Dubai**, bringing together global speakers, artists, entrepreneurs, and communities through live talks, performances, wellness experiences, and interactive activations centered around women's voices, leadership, and creativity.

Provided **on-site technical and audio support during the event**, assisting with sound checks, audio system setup, equipment coordination, and live operational support to ensure seamless execution and optimal sound performance throughout the festival experience.



DUBAI, UAE



LIVE ENTERTAINMENT



+50,000 VISITORS

The logo for Coca-Cola Arena, featuring the iconic Coca-Cola script in white, followed by the word "arena" in a clean, white, sans-serif font. The background is a blurred image of a concert stage with blue and purple lighting and a large audience.

Coca-Cola Arena is one of the **Middle East's leading live entertainment venues**, hosting major international concerts, touring productions, cultural events, and large-scale performances in **the heart of Dubai**.

Recognized for bringing globally renowned artists and entertainment experiences to the region, the venue has become a key destination within the UAE's live entertainment and cultural landscape.

Contributed to the execution of multiple **large-scale live productions at Coca-Cola Arena**, supporting technical audio operations and show preparation for international performances featuring artists such as Ricky Martin and Jason Derulo. Involvement included live production support, audio coordination, system preparation, and operational assistance across high-capacity concert environments.



DUBAI, UAE



LIVE ENTERTAINMENT



17000 ATTENDEES



DUBAI, UAE



LIVE ENTERTAINMENT



14000 ATTENDEES

Our Process

A structured, transparent approach, from brief to delivery.

01

Briefing

We start by understanding your business, market, and objectives. This phase includes stakeholder briefing, competitive landscape analysis, and alignment on strategic priorities.

02

Strategize & Plan

From discovery insights, we develop a clear strategic framework, positioning, messaging, channel strategy, and a project roadmap aligned to your goals and timeline.

03

Create & Execute

Our integrated team delivers across strategy, design, content, and operations. We maintain rigorous quality control and client communication throughout every phase of execution.

04

Measure & Optimize

Post-delivery, we evaluate performance against defined objectives, share structured reporting, and recommend next steps for continued brand growth and market impact.

ENGAGEMENT MODELS

Project-Based

Defined scope, timeline, and deliverables. Suitable for brand launches, campaigns, and event execution.

Retainer Partnership

Ongoing strategic and operational support. Ideal for brands requiring consistent presence management and growth.

Consultancy

Strategic advisory for leadership teams. Brand audits, positioning reviews, and market entry strategy.



Let's create something
amazing **together.**



Alpha Concept
Studio

GET IN TOUCH

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