



# CORPORATE NEWSLETTER

JAN.-DEC. 2023

## Lamia Kamel's Newsletter Message

**My dear CC Plus family and valued clients,**

What a year it has been! I'm filled with gratitude as I reflect on all we've accomplished together. While awards and achievements bring me pride, it's the relationships we've built and the impact we've made that truly warm my heart.



Each client brings new lessons and opportunities to spread our mission of positive change. Whether supporting creative initiatives to enrich the culture and art scene, or promoting businesses, industries, and communities, witnessing your visions come to life through our collaborative efforts is the greatest joy.

This past year, our work was recognized with 'THE BIZZ 2023' award. It was a great honor to be acknowledged among the most distinguished companies in Egypt and the Middle East, serving as a testament that we strive each day to help people through our services.

Perhaps most rewarding has been playing a role in supporting causes of national importance, like branding our nation on the global stage. Our annual **Narrative PR Summit** was a high point. Seeing thought leaders from every corner of the globe gather in our home to share stories of progress gave me chills. The conversations that day around building a brighter future for Egypt will stay with me forever. They remind me that our potential is limitless when we support one another.

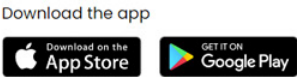
As we turn the page to 2024, I can't wait to continue the journey by your side. Our work is about so much more than publicity or numbers - it's about bringing people together to make this world a little bit better. As long as we keep lifting each other up, the sky is the limit of what we can achieve.

Thank you for your partnership, creativity and trust as we walk forward into whatever wonders may come next. Here's to another year of building communities, shaping narratives, and spreading light. Onwards!





# OUR CLIENTS' **ACTIVITIES**



# Narrative Summit 2023 Brings Egyptian Storytelling to a Global Stage

The annual PR summit is bringing together eminent industry names across Egypt and the world, this year at the Red Sea destination of Somabay.

Cairo Scene – May 29, 2023



## The Impact

Reach	PR Value
33M	19M



## NARRATIVE PR SUMMIT

## Narrative. PR SUMMIT



الرئيسية > سياحة وسفر

لمياء كامل: الاستثمار السياحي على رأس أجندة الدولة المصرية



لمياء كامل مساعد وزير السياحة والآثار للترويج السابق

Women of Egypt Mag  
An Advocacy Movement to Empower the Women of Egypt



رجل الأعمال البريطاني "بن إليوت" يحضر قمة  
صوت مصر - سبتمبر 2023

٧ يونيو ٢٠٢٣  
سينات مصر



## DAILY NEWS EGYPT

Dailynewsegypt > Blog > Egypt > Narrative PR Summit 2023 to include international expert Ben Elliot

EGYPT

## Narrative PR Summit 2023 to include international expert Ben Elliot



NARRATIVE PR SUMMIT

**:Narrative.**  
PR SUMMIT





## NARRATIVE PR SUMMIT

**Narrative.**  
PR SUMMIT



ABB



**INTERVIEW: ‘Energy Efficiency is the ‘first fuel’ for a decarbonized future’ – Ahmed Hassan, ABB official**



**ABB’s** sustainable Energy Efficiency Movement received notable attention after an interview was conducted with the company’s Motion Business Area Manager for Egypt, North & Central Africa, with **Zawya**.

The interview tackled the company’s sustainability movement as a solution to a global, environmental, and existential crisis.

Through strong media ties and client service management, **CC Plus** delivered excellent coverage for the company’s movement by making this interview possible.

The Impact

Total Reach	Ad Value	PR Value
34K	8K	24K



ABB



**ABB Female Employees Interviews  
Featured in Women of Egypt Magazine**

To engage **ABB’s** female employees during the month of March, **CC Plus** secured top-tier interviews with Women of Egypt through strong media relations and client service management. This series of interviews carried out throughout Women’s Month, looked at the women’s careers and success stories.

The Impact

Total Reach	Ad Value	PR Value
24K	15K	45K

ABB



ABB supplied  
1 million  
electric vehicle  
charges  
worldwide



Having doubled its production capacity, Swiss-Swedish company ABB announced selling one million electric chargers globally.

**CC Plus** ensured significant coverage of this happening through drafting and dispatching a press release in top-tier publications including **Al Mal, Al Alam Al Youm, and Al Wafd.**

The Impact

Total Reach	Ad Value	PR Value
886K	297K	891K



ABB



الاقتصادية

CNN

## CNN Business Arabic interview: ABB Exports 25% of its Production in Egypt to Africa and Gulf

In an insightful interview with **CNN Business Arabic**, two ABB spokespeople have shed light on the company's sustainability milestones and the Energy Efficiency Movement, while talking the current forex shortage and **ABB** solid export strategy.

**CC Plus** proudly managed to secure this free opportunity, backed by its robust media relations and client management services.

ABB



## ABB Brings Together its Key Media Partners in a Classy Iftar

Enjoying the captivating vibes of Ramadan, our esteemed client **ABB** hosted a classy iftar, gathering 36 of top strategic media partners who are walking with us side by side in narrating ABB's unique success journey.

**CC Plus** feels pride in helping **ABB** in strengthening its media connections and navigating future collaborations.



| ABB



## Introducing ABB to the Fascinating Power of LinkedIn Content

Once again, **CC Plus** revolutionizes the PR landscape in Egypt but this time through distilling ABB Egypt expert insights into LinkedIn articles, solidifying further the company's stand as a thought industry leader.

Driven by our solid client management and content writing skills, we successfully delivered two articles by both ABB spokespeople that garnered huge viewership and appeared on **ABB** Global website.

Check articles here:

[1st article by Eng. Ahmed Hassan](#)

[2nd article by Eng. Sherif Ismail](#)

ABB



## Al Dostor Interview: ABB Executive Stresses its Commitment to Supporting Water Projects in Egypt

In an exclusive interview with **Al Dostor Newspaper**, **Sherif Ismail**, Vice President-Electrification Commercial Director at **ABB Egypt**, shared ABB's recent contributions to mega water projects in Egypt, using its energy efficient solutions and products.

**CC Plus** has followed closely with the outlet to ensure quality coverage, to highlight **ABB** milestones in light of its 45-year celebrations.



| ABB



### Ozone Interview: ABB Egypt Motion Lead Shares Expert Insights on Energy Efficiency and Renewables

Backed by his global experience in key markets, **Eng. Ahmed Hassan**, Head of Motion Business Area at **ABB Egypt**, North & Central Africa, has shared his keen insights on energy efficiency and key international impact of the Energy Efficiency Movement.

**CC Plus** is glad to help its client by drafting and securing this opportunity in one of the most highly acclaimed environment publications in MENA.



ABB Launches Energy Efficiency Movement in Egypt

In a mega press conference, **ABB** launched successfully last May its Energy Efficiency Movement in Egypt, an ambitious initiative forum that brings together stakeholders from around the world to collaborate and innovate for a more energy-efficient, regenerative, and adaptive world.

The conference witnessed a wide presence from top publications, which was followed by solid media coverage of the press release drafted and dispatched by **CC Plus** .

The Impact

Reach	PR Value
967.6M	382.5K



| ABB



## **ABB cooling solutions saved up to 30% of annual energy use in New Alamein City**

**ABB Egypt** estimated that New Alamein City has saved up to 30% of its annual energy use for cooling.

This was a significant achievement, as cooling accounts for a significant portion of energy consumption in buildings.

**This PRL reached 1 billion generating £2 million in PR Value for this campaign.**



## ABB: Electric motors accounted for 45% of the world's energy consumption

**ABB** was calling on governments and businesses to take action to reduce the energy consumption of electric motors. The company had developed a number of energy-efficient motor solutions that can help to reduce energy consumption by up to 50%.

**CC Plus** is proud to have partnered with **ABB Egypt** to raise awareness of the importance of energy-efficient electric motors. We believe that this is an important issue that needs to be addressed in order to protect our planet.





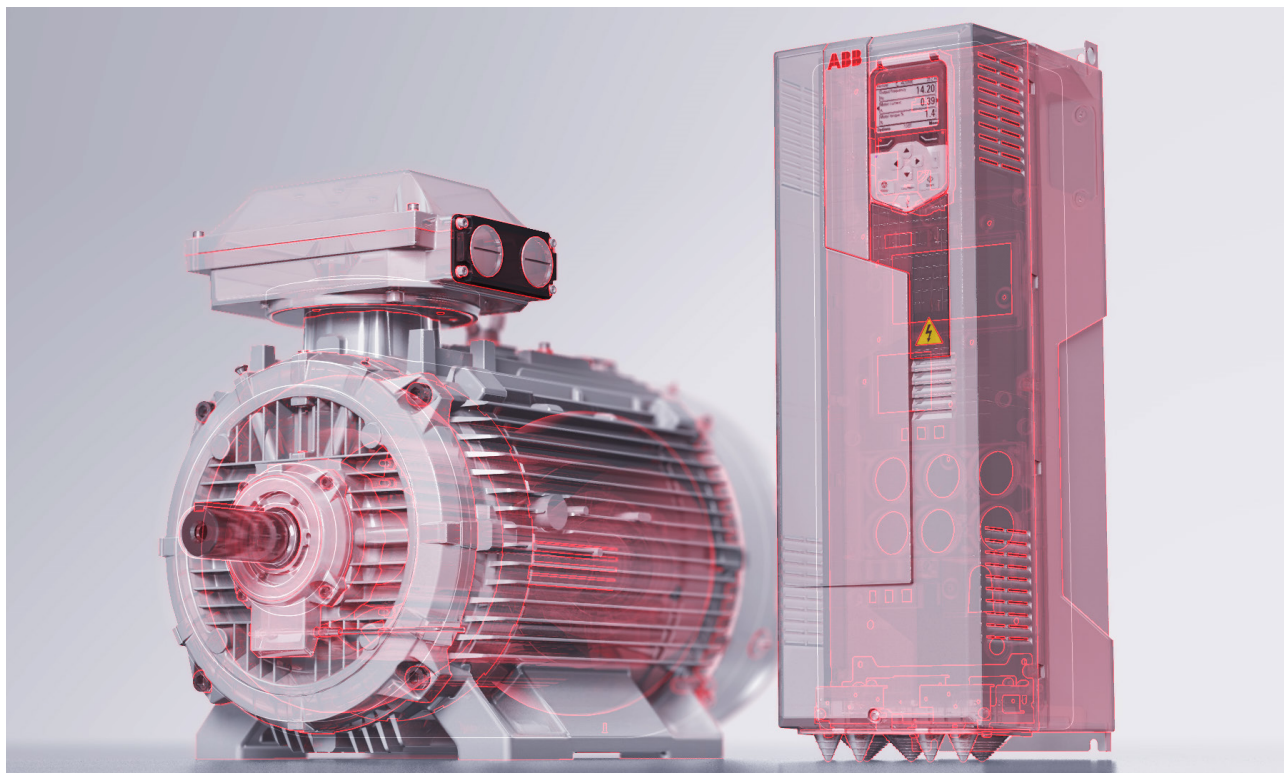
## ABB showcased its efforts in integrating energy efficiency practices in cooperation with the Egyptian state during the Environmental and Climate Investment Forum

Egypt's Environmental and Climate Investment Forum brought together key stakeholders to discuss sustainable development opportunities.

**ABB** Egypt's participation in the forum supported by its PR arm CC Plus showed its commitment to helping Egypt achieve its environmental and climate goals through energy efficiency solutions.

**CC Plus** generated a PR Value of £1.8 million with a PRL reaching 546 million for ABB Egypt's participation at the forum.

ABB



## ABB is the world leader in manufacturing high-efficient IE5 motors, for explosive environments

CC Plus is proud to be ABB Egypt's PR partner. We are committed to helping ABB Egypt to communicate its message to the world, and we are excited to be part of ABB's success story.

CC Plus successfully generated a high reach for this PRL accounting for a reach of 546 million and £1.8 million in PR Value.

We believe that ABB's claim to world leadership in the manufacturing of high-efficiency IE5 motors for explosive environments is well-deserved, and we look forward to continuing to work with ABB Egypt to help it achieve its goals.





ABB



## ABB and SwissCham Egypt Led Egypt's Energy Efficiency Future in a Riveting Roundtable Discussion

In an insightful roundtable featuring **ABB spokespeople**, by Mr. Kamal Abdel Malek, Chairman of SwissCham delivered welcome remarks followed by a warm address from H.E. Mrs. Yvonne Baumann. The floor was then given to **ABB's** keynote speakers Eng. Sherif Ismail, Electrification Commercial Leader Egypt & Central Africa, Vice President, **ABB Egypt**, and Eng. Ahmed Hassan, Local Business Area Manager, North and Central Africa, **ABB Egypt**.

**CC Plus** ensured a smooth execution and strong media coverage as well as providing on-ground support for the event. Additionally, **CC Plus** had followed closely with the outlet to ensure quality coverage, to highlight **ABB** milestones in light of its 45-year celebrations.



## ABB Collaborated with ACUD to Initiate A Training Program for Egyptian University Students

**ABB**, a leading provider of technology and services for power and automation, had collaborated with the Administrative Capital for Urban Development Company (ACUD) to initiate a program for the training of Egyptian university students.

**CC Plus** is proud to support this valuable investment in Egypt's future through **ABB** and ACUD's training program for the next generation of engineers and be the PR arm of it.

**This announcement achieved £1.8 million in PR Value and reached 1.4 billion**

ABB



## ABB Contributed To A New Report Which Shows Industry Can Reduce Global Carbon Emissions By %11 By 2030

CC Plus Fueled Buzz for Cutting-Edge Energy Efficiency Report. As the industry faced the unprecedented challenge of meeting global decarbonization targets while addressing growing demand, a new report from the Energy Efficiency Movement (EEM) demonstrated how businesses could start acting immediately to adopt the latest state-of-the-art technologies for energy efficiency.

### The Impact

Reach	PR Value
242K	1M





CC Plus was thrilled with their on-ground support for this participation.

## The Impact

Reach	PR Value
553K	960K

ABB



## Elevating Egypt's Energy Efficiency: ABB And Ezz Steel Led An Engaging Panel Discussion.

The panel discussion provided a platform to address the challenges faced by industries in Egypt while exploring opportunities for sustainable development.

CC Plus, known for its strategic communication expertise, delivered exceptional post-event media coverage, reaching nearly half a million people, and generating significant PR value. Their impressive work ensured the event's message resonated far beyond the initial audience, leaving a lasting impact.

### The Impact

Reach	PR Value
498K	1.8M



Exploring Medium Voltage Grid Solutions: Electrical Engineering Training Committee Collaborates with ABB

Global technology leader ABB scored a major win in the electric vehicle (EV) space and secured a contract with Polara, a leading EV infrastructure company. This strategic partnership positioned ABB as a key player in powering the future of clean transportation.

Our team went beyond simply sending out the press release, and secured its placement in top-tier, sector-specific publications.

The Impact

Reach	PR Value
259K	897K



ELSEWEDY ELECTRIC



**ELSEWEDY ELECTRIC & Jinko Power Allied to Assist KSA Reach Net-zero emissions by 2050**

**ELSEWEDY ELECTRIC** signed a contract with Al-Ghazala Energy Company, a Jinko KSA-based subsidiary, for a 300 MW Saad Photovoltaic Solar Independent Power Producer Project in Saudi Arabia where the project is set to take place in Riyadh.

This large project received great coverage thanks to **CC Plus'** efforts in drafting and dispatching a press release to English and Arabic publications.

The Impact

Total Reach	Ad Value	PR Value
1M	317K	952K

ELSEWEDY ELECTRIC



Elsewedy Data Centers & Gulf Data Hub announced to Revamp Africa’s Largest Data Center in Egypt

In February, energy and infrastructure solutions provider, **ELSEWEDY ELECTRIC** signed a memorandum of understanding with the Emirati Gulf Data Hub to enhance and develop the largest data centre in Africa. **CC Plus** achieved significant coverage by writing and dispatching a press release to online and print publications.

The Impact

Total Reach	Ad Value	PR Value
2BN	1M	3M

ELSEWEDY ELECTRIC

**ELSEWEDY**  
**ELECTRIC**  


## ELSEWEDY ELECTRIC, DB Schenker, and General Authority for Land and Dry Ports Announced to Jointly Establish Egypt's First Dry Port, Revolutionizing Transportation and Logistics Sector (ODP Presidential Launch)

The opening of the October Dry Port was witnessed by President, Abdel Fattah El-Sisi where the integrated port was the result of a collaboration between ELSEWEDY ELECTRIC, DB Schenker, and the General Authority for Land and Dry Ports.

**CC Plus** ensured mass coverage for this announcement by writing and dispatching a press release to top-tier media including **Zawya**.

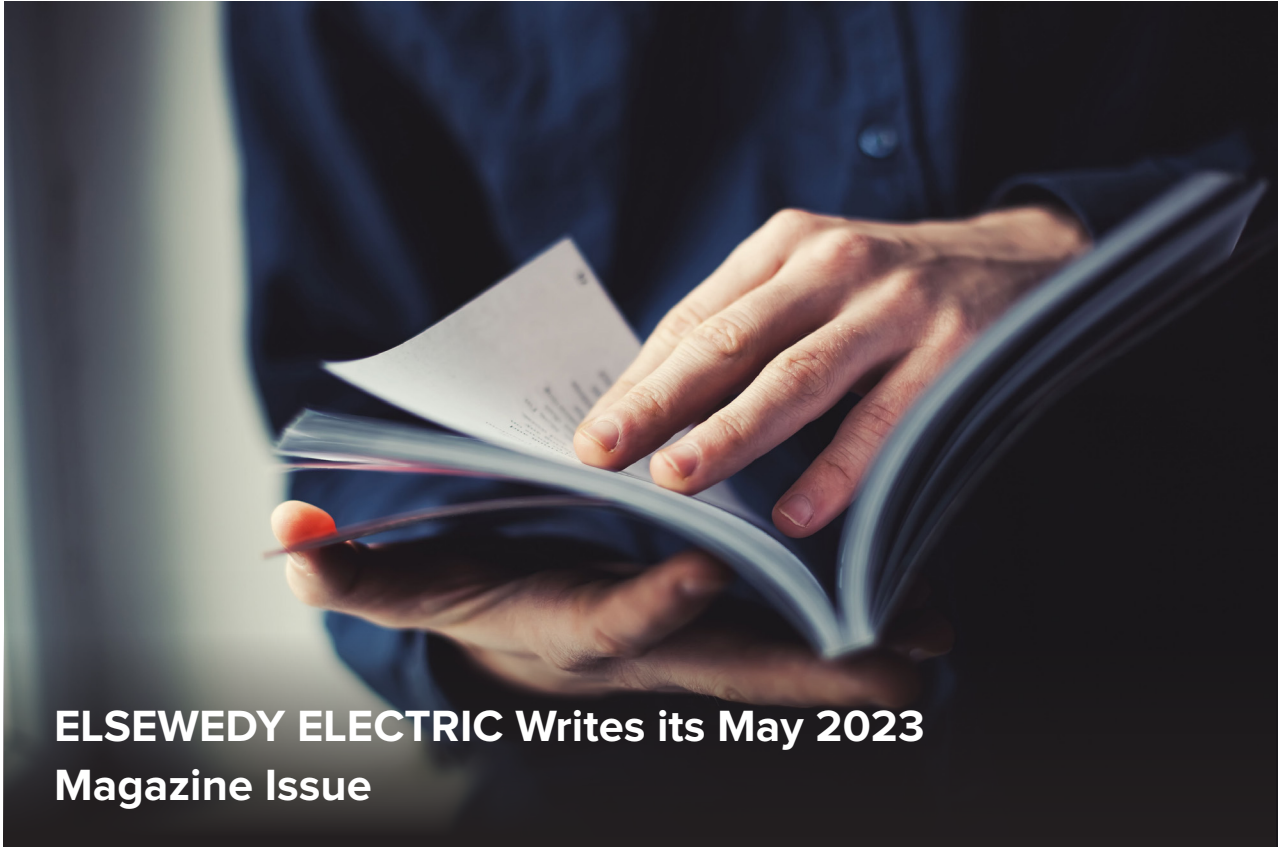
### The Impact

Total Reach	Ad Value	PR Value
911M	358.5K	1M



ELSEWEDY ELECTRIC

ELSEWEDY  
ELECTRIC



## ELSEWEDY ELECTRIC Writes its May 2023 Magazine Issue

As part of the company's carefully crafted communications strategy, **CC Plus** supported ELSEWEDY ELECTRIC with finely-drafted magazine articles.

The hard-working team at **CC Plus** made sure the magazine articles reflected and maintained the company's tone as well as included important details regarding their successful projects.

ELSEWEDY ELECTRIC

**ELSEWEDY  
ELECTRIC**  


## ELSEWEDY ELECTRIC Shares Its Insightful Newsletter with Stakeholders

**CC Plus** supported its esteemed client, ELSEWEDY ELECTRIC in drafting and translating several articles as part of its company newsletter.

The team at **CC Plus** consistently maintained diligence in the quality of content and led efficient client communications.

ELSEWEDY ELECTRIC



ELSEWEDY ELECTRIC Indonesia Proudly Secured Uganda’s Metropolitan Areas with Reliable Power

**ELSEWEDY ELECTRIC** Indonesia was awarded a \$3.6 million contract by the Japan International Cooperation Agency (JICA) and the Government of Uganda to strengthen the power transmission network in the urban area of Kampala through **ELSEWEDY ELECTRIC’S** first world-calss mobile substation in Africa.

This news gained over a billion in reach thanks to **CC Plus’** strong media relations.

**CC Plus** team drafted and dispatched a press release to English and Arabic top-tier publications, gaining mass coverage and exceeding client expectations.

The Impact

Total Reach	Ad Value	PR Value
1.2BN	402.5K	1.2M



ELSEWEDY ELECTRIC

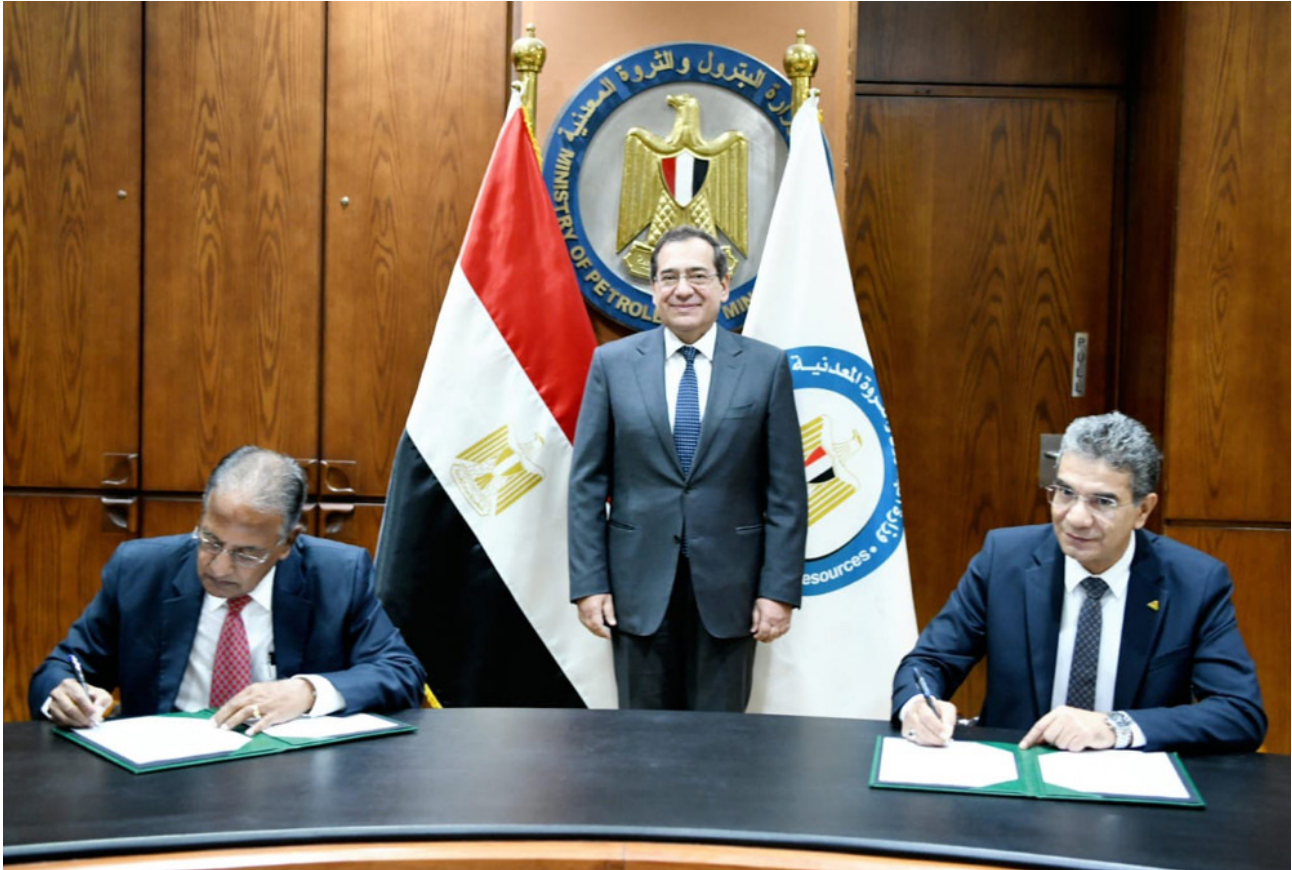
**ELSEWEDY**  
**ELECTRIC**  


## Elsewedy Technical Academy's Branch in SOKHNA360 Commemorated A Milestone with Cornerstone Laying Ceremony

ETA's new branch in SOKHNA360 plans to offer a variety of technical education programs and train over 1,000 students each year. It is expected to attract students from SOKHNA and the surrounding areas, and boost the local economy by creating jobs and attracting new businesses.

**CC Plus** is proud to have generated media coverage achieving **8 million in reach** and **£1 million in PR Value** for the cornerstone laying ceremony and helped ETA raise awareness of its new branch and the importance of technical education in Egypt.

ELSEWEDY ELECTRIC

ELSEWEDY  
ELECTRIC

## Elsewedy Industrial Development and Torishima of Japan joined forces to establish a state-of-the-art pumped maintenance center

**CC Plus** drafted and dispatched the press release announcing our client, ELSEWEDY ELECTRIC's partnership with Japanese company, Torishima Service Solutions which plans to invest USD 5 million in establishing a pumps maintenance center.

Using strong media relations and tailored copywriting, **CC Plus** ensured mass coverage and reach by distributing the PRL to top-tier publications **reaching 2 million individuals through top-tier media and £7.3 million in PR Value.**

## ELSEWEDY ELECTRIC



## French Mienta signed an agreement with Elsewedy Industrial Development to build its third factory in Egypt with a \$5 million investment

French home appliances manufacturer Mienta had signed an agreement with Elsewedy Industrial Development to build its third factory in Egypt with a \$5 million investment. The factory Would be located in the Industria Sokhna economic zone and is expected to be operational by the end of 2024.

The media coverage of the agreement had helped to raise awareness of the new factory and its potential benefits for the Egyptian economy. **The coverage achieved 2 billion in reach and £4.5 million in PR Value.**



ELSEWEDY ELECTRIC



During this year’s **COP28** held in the UAE, **Elsewedy Industrial Development**, an **ELSEWEDY ELECTRIC subsidiary**, and giant company Jushi joined forces for an expansion project in Industria El Sokhna. This strategic partnership aims to create a **60,000 sqm industrial complex**, extending Jushi’s current eco-friendly factory.

**CC Plus** delivered strong media coverage by distributing the press release to top-tier media through unique media relations and management.

The Impact

Reach	PR Value
681K	2M



**Elsowedy Industrial Development**, an **ELSEWEDY ELECTRIC** subsidiary, broke ground at COP28, signing a **\$50 million** investment to transform **127,000 sqm** of industrial land into a cutting-edge Agriculture Nutrients Complex with Futurefert.

Ensuring top-tier mass coverage, **CC Plus** delivered top-notch PR services utilizing strong media relationships and management.

#### The Impact

Reach	PR Value
385K	2M





ELSEWEDY ELECTRIC and PLN Inked an MoU for Green Infrastructure Advancement in Indonesia at COP28

Held in the UAE, this year’s COP28 saw the signing of an MoU between **ELSEWEDY ELECTRIC** and PT PLN (Persero), an Indonesian State-Owned Enterprise. The signing saw the presence of **Eng. Ahmed Elsewedy**, CEO and President of **ELSEWEDY ELECTRIC**, **Hany Gamal**, Managing Director of Elsewedy Electric Indonesia, and **Darmawan Prasodjo**, President of PT PLN (Persero).

CC Plus dispatched the press release to top-tier media leveraging outstanding media management and relations.

The Impact

Reach	PR Value
357K	1.2M



ELSEWEDY ELECTRIC



**Elsewedy Industrial Development  
Launched New Industrial City in Tanzania,  
Drawing \$400 Million in Investments**

**ELSEWEDY ELECTRIC's subsidiary**, Elsewedy Industrial Development, successfully launched a new industrial city in Tanzania drawing **\$400 million** in investments. The launch was attended by Hossam Heiba, CEO of the General Authority for Investment and Free Zones, and Mohamed AlKammah, CEO of Elsewedy Industrial Development.

CC Plus utilized skillful copywriting to draft a bilingual press release that was dispatched to top-tier media publications.

The Impact

Reach	PR Value
326K	1.3M

ELSEWEDY ELECTRIC

ELSEWEDY  
ELECTRIC



## CC Plus Drafted ELSEWEDY ELECTRIC's November and December Newsletters

As part of the company's carefully crafted communications strategy, CC Plus supported **ELSEWEDY ELECTRIC** with finely drafted newsletter articles.

The hard-working team at **CC Plus** made sure the articles reflected and maintained the company's tone, as well as included important details regarding their successful projects.



## Second edition of LEAP technology conference opened in Saudi Arabia

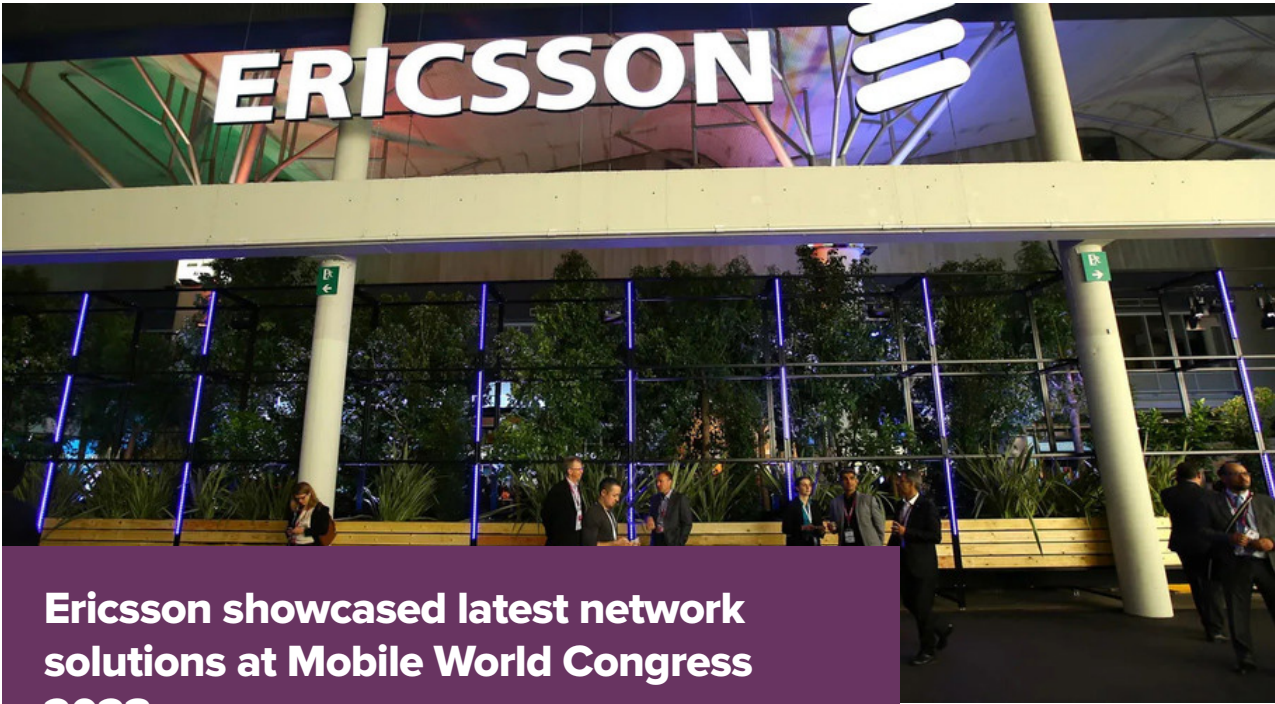
This year, **Ericsson** took part in LEAP, one of the world's biggest technology conferences that was held in Saudi Arabia. Ericsson was among the many large corporations exhibiting and showcasing their state-of-the-art technologies.

CC Plus leveraged the company's participation in the conference through securing top-tier interviews for the company's spokespersons with **Al Ahram, Al Gomhoreya**, and dispatching a PR press release among selected media including **Zawya, Sada El Balad, and Ahram Gate**.

### The Impact

Total Reach	Ad Value	PR Value
25M	129K	388K





Ericsson showcased latest network solutions at Mobile World Congress 2023

**Ericsson** took part in the world’s largest mobile industry event, the Mobile World Congress (MWC) this year in Barcelona and showcased its latest network-related demos and addressed other topics including accelerating networks, monetizing 5G, and its vision for future networks.

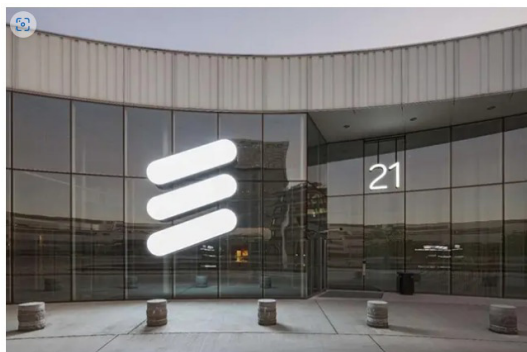
**CC Plus** allowed Ericsson to maximize their exposure at MWC by securing top-tier interviews for the company’s spokespersons with Egyptian Gazette, Al Gomhoreya, Masrawy, Daily News, and dispatching a PR press release to publications such as **Egyptian Gazette, Masrawy.**

The Impact

Total Reach	Ad Value	PR Value
118M	52K	157K



ERICSSON



تواصلت

107015

يهدف إطلاق مرحلتها الأولى من تقنية الحبل الخامس

IN continuation of the ongoing strategic partnership between the two companies, Umniah announced Ericsson as its partner for the launch of its first phase of 5G technology deployment in the Hashemite Kingdom of Jordan. Umniah will introduce 5G in the Kingdom in several phases and across several governorates.

As part of the partnership, Ericsson will supply its 5G products and solutions to build Umniah's 5G network. In addition, Ericsson will provide 5G integration and support services to deliver holistic 5G solutions that enhance user experiences for individuals



The agreement was signed by Samer Taha, Chief Financial Officer of Umniah, and Kevin Mumby, Vice President and Head

quency licenses from the Telecommunications Regulatory Commission (TRC), Ummah started preparing the infrastructure for its 5G network in preparation for offering 5G in the Kingdom within the timeframe set by the TRC.

5G will enable the public and private sectors to achieve the full benefits of technological advancements such as enhancing the efficiency of services provided in a myriad of vital sectors like energy, health, transportation, industries, and education. Moreover, 5G will enable the development of applications and software based on virtual worlds with high speed and efficiency.

By : Amir Taha – Mohamed Shauky  
New research from the U



The report highlights a positive growth trend since the beginning of 2020 as the top 20<sup>th</sup> SG market accounting for almost 85 percent of subscriptions globally that continues with increasing SG subscription penetration in these markets.

The report finds Tiered pricing to be key for service providers, by effectively addressing the individual needs of each customer and enabling them to drive long-term growth. The top 20 SG markets present a significant network performance

services. And after a period of slow or no growth, wireless service revenue came under again pointing upward in the leading markets. This coincides with 5G subscription penetration growth.

Fredrik Jejdling, Executive Vice President and Head of Networks, Ericsson, says: "Meeting our customers' challenges is at the heart of our R&D efforts and every resulting product we develop. The link between 5G rollout and revenue growth in the top 20 5G markets underlines that not only is 5G a game changer, but that early adopters

As expected, Enhanced Mobile Broadband (eMBB) is the main early use case for 5G, driven by increasing geographical coverage and differentiated offerings. More than one billion 5G subscribers are currently active across over 220 live commercial networks globally. 5G eMBB offers the fastest

[illegible]

CC Plus supported the corporation in dispatching press releases announcing its major successes and partnerships in top-tier publications.

## The Impact

Total Reach	Ad Value	PR Value
42.68M	1.067M	3.2M



Ericsson Made Significant and Strategic Announcements

CC Plus supported the corporation in dispatching press releases announcing its major successes and partnerships during Q2 in top-tier publications such as: **Zawya, Al Ahram, Al Gomhourya, Masrawy and more...**

The Impact

Total Ad Value	PR Value
802K	2.4M

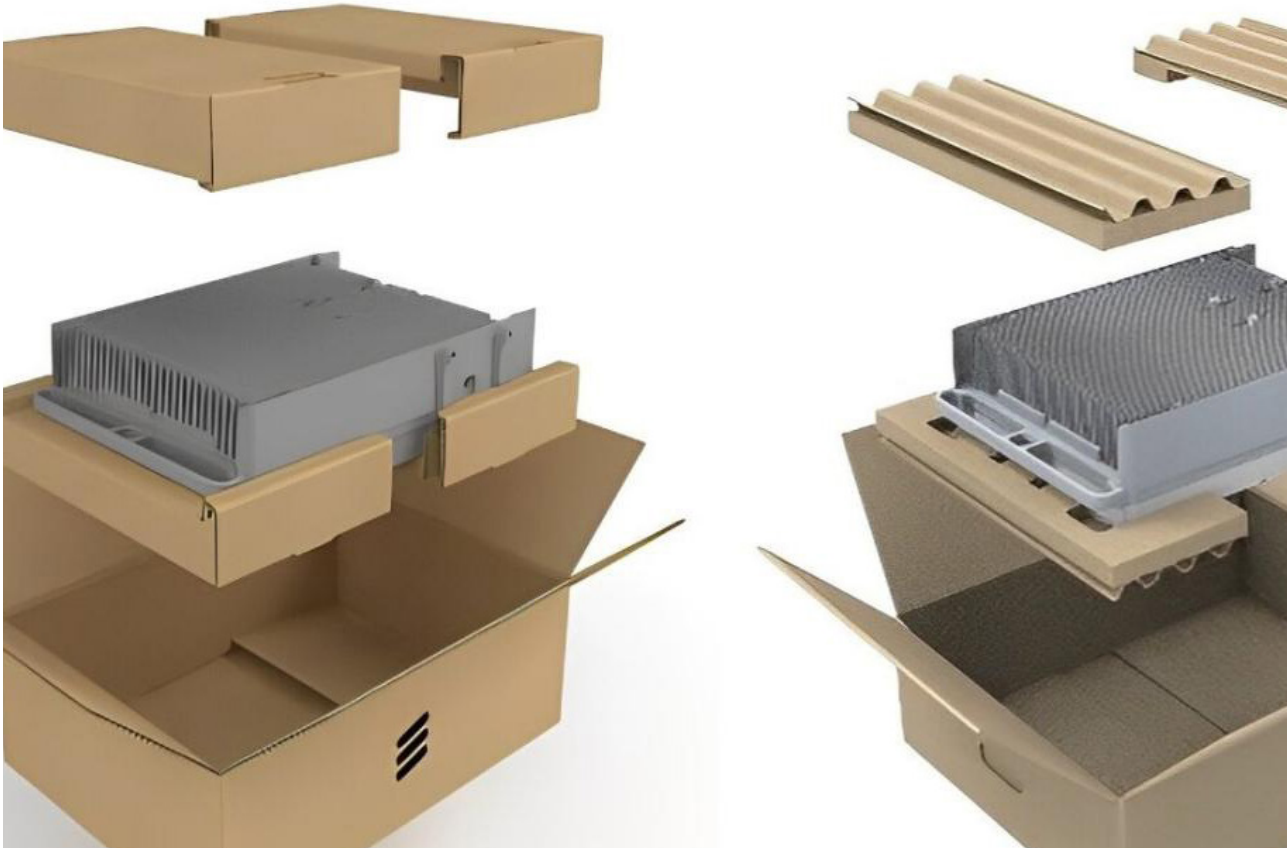




## How is Intelligence Transforming Telecom? Five Benefits that Reveal the Full Value of AI

**CC Plus** supported Ericsson to publish an opinion piece in **Al Ahram El Ektisady** by Zeljka Lemaster, Senior Director Strategic AI Engagements at Ericsson, Thomas Kinnman, AI and Automation development at Ericsson, and Andres Laya, Strategic Marketing Director for AI.

ERICSSON



## Ericsson drove sustainability improvements in the supply chain with plastic-free packaging

We are proud to have played a vital role in the success of the **Ericsson** report and its sustainable packaging initiatives. We worked closely with **Ericsson** to develop and execute comprehensive PR campaigns that generated significant media attention and engagement.

We are pleased that our work was able to help Ericsson achieve its PR goals and make a positive impact on the environment achieving **66 thousand in reach**.



## Ericsson Consumer & IndustryLab: Flexibility and technology change how people work in Africa

**CC Plus** is proud to announce that we recently secured strong media placements **achieving a reach of more than 25 thousand and £426 thousand in PR Value for our client, Ericsson.** We were tasked with promoting the release of Ericsson's new report on the future of 5G, and we developed a comprehensive PR campaign that generated significant media buzz and engagement.





## Egypt had one of the most dynamic growth rates in Africa: Ericsson's Håkan Cervell (MWC Interview)

**CC Plus** secured an interview opportunity for Håkan Cervell, Vice President and Head of Customer Unit stc, Saudi Arabia and Egypt at Ericsson Middle East & Africa with Daily News publication.



## Ericsson Mobility Report: Exponential 4G and 5G subscription growth forecasted for the Middle East and Africa

Our campaign included a variety of tactics, such as:

- Targeted media outreach: We pitched the PR news to relevant journalists and editors at top-tier media outlets in the MEA region.
- Expert interviews: We arranged for Ericsson executives to be interviewed by journalists about the Mobility Report.

**CC Plus** proudly achieved **over £2 million in PR Value and 122 thousand in reach** with the distribution of a press release announcing the success of their Mobility Report.



**Ericsson (NASDAQ: ERIC) and “Hack for Earth” partnered to launch the ‘Hack for Earth at COP28 co-organized with Ericsson’, which took place between 1 and 3 December 2023 to create innovative and viable solutions in sustainability.**

CC Plus team meticulously crafted articles that embodied the company’s essence about their groundbreaking initiatives in sustainability

The Impact

Reach	PR Value
69K	96K



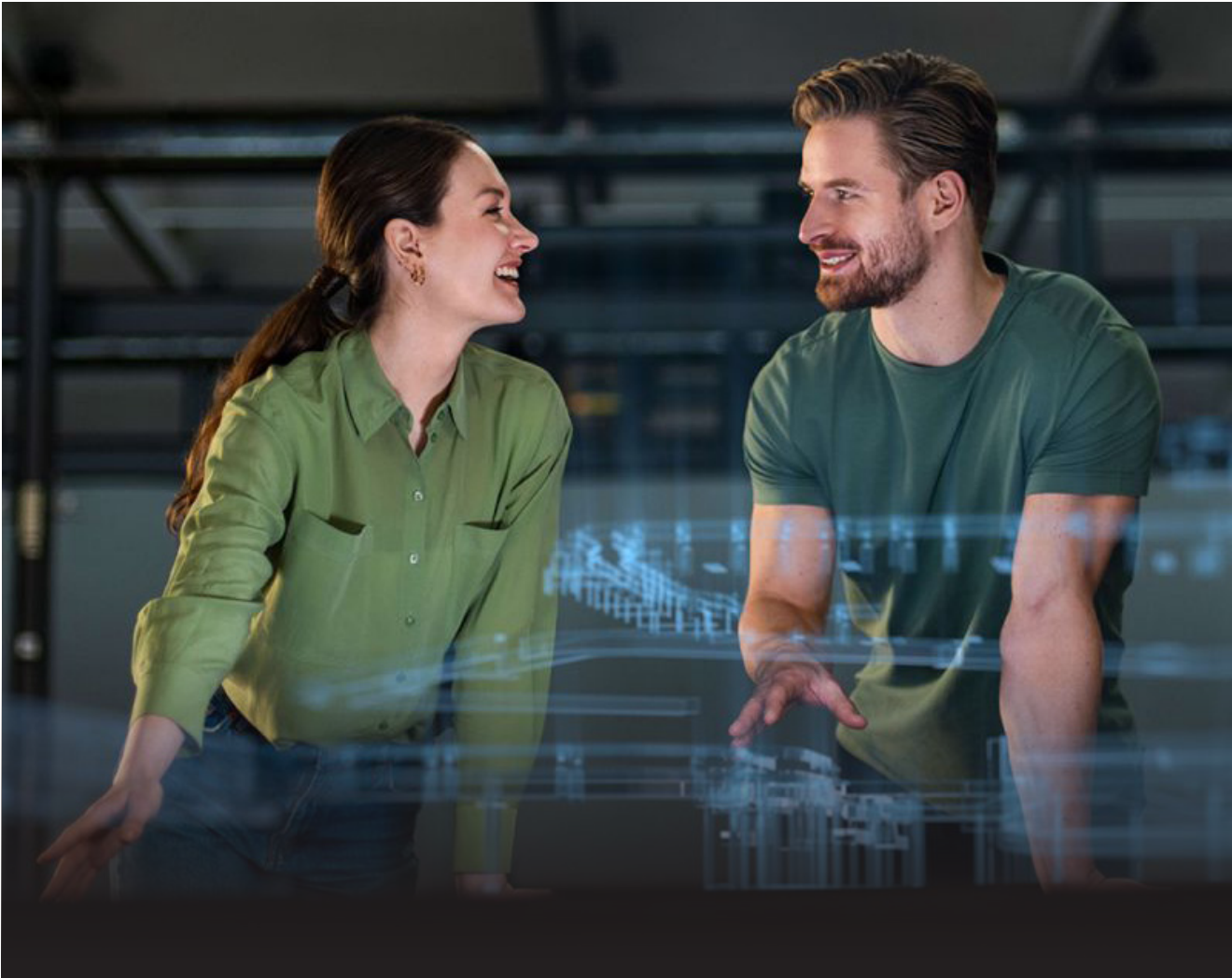


**Ericsson (NASDAQ: ERIC) won the coveted 5G Innovator of the Year at the edge Technology Leadership Awards 2023 for the second year in a row.**

In a feat of strategic communication and media blitz, our agency masterminded the announcement of Ericsson’s groundbreaking second-time win as 5G Innovator of the Year at the Edge Technology Leadership Awards. From crafting a captivating press release that resonated with industry influencers to securing placements in top-tier publications.

The Impact

Reach	PR Value
75K	195K



**Ericsson executed a strategy to build a platform business with strategic partnership to provide access to network APIs**

**CC Plus** Team Played a vital role in crafting and amplifying the news of Ericsson’s recent platform-based business, offering access to network APIs.

Our strategic communication plan secured placements in top-tier publications.

The Impact

Reach	PR Value
7.8K	130K



**Ericsson GITEX 2023 Participation**

To ensure Ericsson’s voice touched every corner of the event, we implemented a multi-pronged approach. We secured prominent media coverage in leading publications

The Impact

Reach	PR Value
84K	156K





**Ericsson Consumer Lab report highlighted differentiated 5G connectivity opportunities for CSPs**

Our team worked on crafting and distributing compelling press releases and media pitches that generated interest and coverage in relevant publications, reaching a wider audience of CSPs and industry stakeholders.

The Impact

Reach	PR Value
3.4K	38K



ERICSSON



## Ericsson launched 5G Core Excellence Center to serve the Middle East and Africa

As Ericsson's 5G Core Excellence Center took root, the Middle East and Africa were poised to witness a wave of innovation and digital transformation unlike anything before.

CC Plus supported its journey and dispatched this press release to targeted and top-tier media publications.

### The Impact

Reach	PR Value
37K	132K



**Ericsson Caught Visitors’ Attention At Gitex Global 2023 With Its Immersive Sports Demo**

The roar of the crowd at GITEX Global 2023 wasn’t just for the latest tech launches, but for a game-changing innovation – Ericsson’s immersive sports demo. And behind the scenes, our team orchestrated a strategic PR campaign that amplified the buzz and drove home Ericsson’s message loud and clear. We knew this wasn’t just for tech heads. We identified media outlets.

The Impact

Reach	PR Value
88K	135K





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ERICSSON



## Seven Tenets of a Modern Antenna Strategy and Why It Matters More Than You Think

With careful attention to detail, CC Plus team wove the company’s tone into each article, weaving in compelling narratives of their triumphant projects

### The Impact

Reach	PR Value
16K	96K



**Ericsson Mobility Report: 5G subscriptions in MENA forecasted to reach 350 million in 2029**

CC Plus secured prominent media coverage in top-tier publications for Ericsson

The Impact

Reach	PR Value
254K	289K



**Ericsson Invited Graduates To Register To Its Gen-E Graduate Program.**

We are proud to Play a role in shaping the future of Ericsson’s workforce. We believe in the power of storytelling and strategic communication to attract top talent and empower businesses to achieve their goals.

This is just a starting point, and you can personalize it further by mentioning specific tactics your agency used or unique challenges you overcame. Adding data points and quotes from Ericsson representatives or Gen-E alumni can further enhance the impact of your story.

The Impact

Reach	PR Value
210K	261K





**CC Plus is glad to be the SwissCham PR partner in hosting a significant Cocktail Networking Event, gathering the foremost Swiss companies in Egypt alongside prominent Egyptian and African companies.**

The Impact

Reach	PR Value
761K	1M

SWISSCHAM



SwissCham hosted an executive CEO roundtable unpacking the Egyptian Customs Authority’s influence on Business and investment policies.

The Impact

Reach	PR Value
545K	1M



The Swiss Chamber of Commerce in Cairo hosted a number of major Swiss companies operating in the Egyptian market, during the third edition of the African Intra-Trade Fair (IATF 2023), which was held at the Al-Manara International Conference Center in New Cairo.

The Impact

Reach	PR Value
506K	603K



## MARAKEZ

**MARAKEZ added the Post Office to Mall of Arabia's wide range of services**

In February of 2023, **MARAKEZ** inaugurated Egypt Post's first post office in Mall of Arabia in a strategy to prioritize their customers by making services inclusive and accessible.

This opening achieved wide media and public reach through **CC Plus'** efforts, which included on-ground support during the opening and dispatching a press release among top-tier publications.

## The Impact

Total Reach	Ad Value	PR Value
1BN	967K	2.9M

MARAKEZ



“RiseUp Summit 2023” for entrepreneurship

For its 10th edition, the leading entrepreneurship summit in Egypt held a press conference in anticipation of this year’s edition of the event in which **MARAKEZ** was a sponsor.

CC Plus guaranteed great reach and visibility for this announcement by dispatching a press release to a selected media list including publications such as **Al Masry Al Youm, Al Mal.**

The Impact

Total Reach	Ad Value	PR Value
118M	170K	510K

MARAKEZ



## MARAKEZ partnered with LUCKY FINANCIAL to offer exclusive credit and cashback offers to Mall of Arabia and Mall of Tanta's visitors

In March 2023, **MARAKEZ** and **LUCKY FINANCIAL** joined forces to launch Extra cashback through Lucky one card at Mall of Arabia and Mall of Tanta to provide more value and benefits for shoppers.

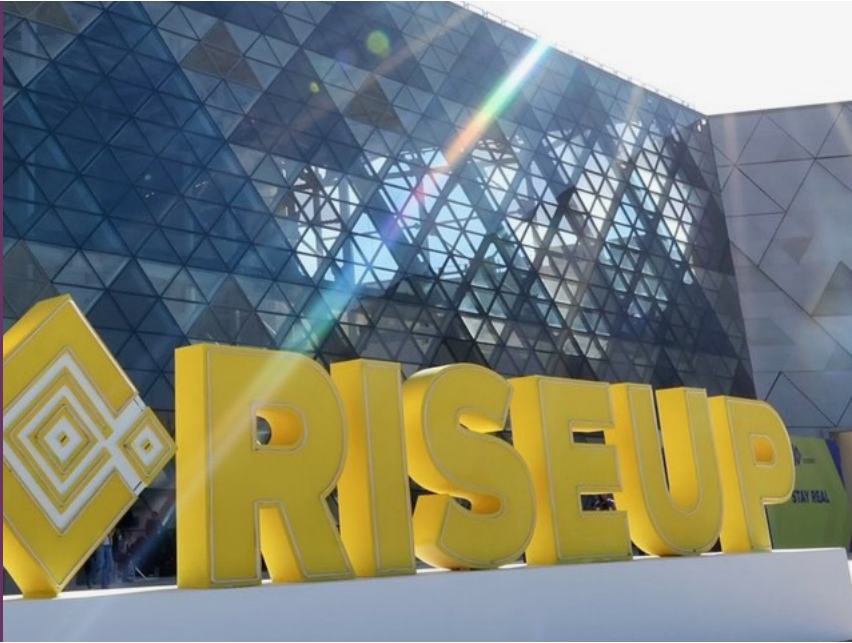
**CC Plus** ensured that the collaboration widely reached the public through content development by dispatching a press release and securing top-tier coverage.

### The Impact

Total Reach	Ad Value	PR Value
614M	617K	1.8M



**MARAKEZ Launched  
First Vertical Event  
for “RiseUp Retail”  
From District Five in  
May 2023**



In the first quarter of 2023, **MARAKEZ** gained notable visibility by engaging in the biggest entrepreneurship summit in Egypt, RiseUp. The company also announced to launch an event in collaboration with the summit organizers, “RiseUp Retail”.

CC Plus facilitated successful and smooth communication between the two parties as well as achieved successful coverage by dispatching a press release to publications.

The Impact

Total Reach	Ad Value	PR Value
474M	238K	715K

MARAKEZ



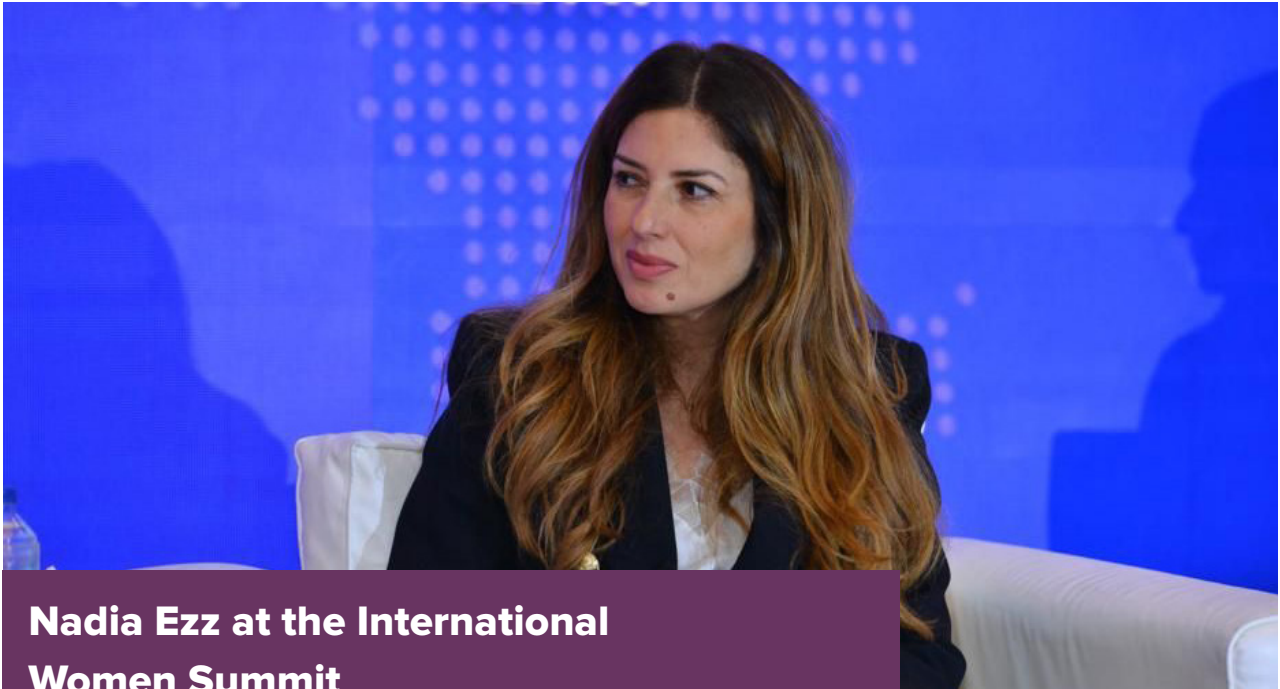
## MARAKEZ Complemented Mall of Arabia With a Variety of Brands in the First Quarter of 2023

**MARAKEZ** collaborated with major brands as part of its plan to provide its customers with unique experiences. These collaborations resulted in several shop openings in Mall of Arabia including Seoudi Supermarket among others.

These stores launched in Mall of Arabia were highlighted through **CC Plus'** content development efforts by dispatching a press release to a targeted media list.

### The Impact

Total Reach	Ad Value	PR Value
308M	270K	811K



## Nadia Ezz at the International Women Summit

Celebrating women during Women's Month, the International Women Summit featured some of the most prominent female leaders including **Nadia Ezz, Marakez's Executive Marketing & PR Director** for whom CC Plus secured a speaking opportunity during the Summit.



| MARAKEZ

MARAKEZ 

## Nadia Ezz Interview Featured in Flair Magazine

**CC Plus** was able to secure an interview for **MARAKEZ's** Executive Marketing & PR Director, Nadia Ezz with lifestyle and luxury magazine, Flair celebrating women in leadership.

The interview took an in-depth look at Nadia Ezz's career at Marakez, personal routines for success, and more.



**CC Plus** organized a press conference announcing the second edition of the Egypt Fashion Awards. The event was a big success, where **CC Plus** secured many interviews for **EFA’s spokespeople**.

The Impact

Total Reach	Ad Value	Total Clipping
2.4B	1M	105

MARAKEZ



## Once Again MARAKEZ Sponsors Hana Goda, the Youngest Egyptian National Table Tennis Champion

**CC Plus** drafted a press release for **MARAKEZ** announcing their sponsorship of Hana Goda, the Egyptian table tennis rising star for the second year in a row. The leading award-winning mixed-use real estate developer continues to sponsor **Hana Goda**, the youngest Egyptian national table tennis champion, for the second year in a row. Goda is the first time-ever table tennis player who tops the world rankings for girls under 15, 17 and 19 year old. Having achieved unprecedented standards, she has been marked as Africa's first game-changer in history by the International Table Tennis Federation.

### The Impact

Total Reach	Ad Value	Total Clipping
118M	2M	38





CC Plus drafted a press release for MARAKEZ wrapping up the launch of the first RiseUp vertical event that took place at District 5 - “RiseUp Retail”, on June 9th & 10th, 2023. RiseUp Retail is an exceptional gathering of industry pioneers, thought leaders and entrepreneurs united by their passion for retail to unlock the limitless potential of the industry. The event also featured the magnificent **Bazarna Summer Expo** providing an exceptional shopping experience for visitors and enabling **250 +** local talents to showcase their innovative products.

The Impact

Total Reach	Ad Value	Total Clipping
880M	3M	50

MARAKEZ



## District Five hosts Le 5ème - A Fashion Extravaganza by Posh Management

**CC Plus** supported **MARAKEZ** announcing the hosting of 2023's biggest fashion extravaganza event at District 5. This was an inclusive four-day fashion event bringing **over 5,000 visitors** including fashion icons, celebrities, businesswomen, trendsetters, and influencers together under one roof.

### The Impact

Total Reach	Ad Value	Total Clippings
2.5B	9M	108



MARAKEZ and Scene Cinemas Unveil the Ultimate Cinematic Experience in East Cairo’s District Five

**MARAKEZ** announced the first Scene Cinema branch in East Cairo, a prominent cinema operator dedicated to delivering cinematic excellence across Egypt.

The collaboration marks a significant milestone in providing high-quality entertainment options to the residents and visitors of **District Five**.

**CC Plus** drafted & dispatched a press release and secured high media coverage.

The Impact

Total Reach	Ad Value	Total Clipping



MARAKEZ

MARAKEZ 

## Egypt Fashion Awards gathered talented Egyptian designers

The judges also attended, including the actress **Hanady Mahana, Injy El Mokaddem, Susan Sabet, Princess Fawzia Foad Farouk, Rami Salamoun, Walid Khairy, Nadia Ezz, Heba El Zein, Amina Ghali and Yasmeen Sarwat.**

Winners were selected in 4 categories, which are young designers, emerging designers, accessory designers and jewellery designers

**CC Plus's** support for the EFA & Marakez had been instrumental in helping the awards to achieve its goals of promoting Egyptian fashion on a global stage and **supporting emerging designers, achieving a remarkable PR Value of £5.6 million and 1.6 billion in reach.**



## Marakez introduced cutting-edge Facility Management company, elevating standards in mixed-use Developments - Marakez Facility Management.

**MARAKEZ**, the award-winning mixed-use real estate developer, was proud to announce the establishment of its own world-class Facility Management (FM) Company, MARAKEZ Facility Management (MFM). This strategic move demonstrated MARAKEZ's unwavering commitment to delivering top-notch services to its community and enhancing the safety and security of its spaces.

**CC Plus** had a **pivotal** role in distributing the press release to relevant media outlets, online publications, and industry associations.

MARAKEZ

MARAKEZ 



## Marakez And Sync School Elevated Creative Synergy With The 2nd Sync Summit On-Ground Edition At District Five

**Marakez** teamed up with SYNC School for the 2nd SYNC Summit on-ground edition at District Five, and our team had a prime opportunity to dispatch a press release that spotlighted this powerful creative synergy.

### The Impact

Reach	PR Value
131K	420K





**Marakez Awards Athletes Who Broke National Records In Collaboration With Egyptian Athletics Federation And Sponsors The Marakez Pyramids Half Marathon.**

With MARAKEZ having recognized breaking athletes, and sponsored the renowned MARAKEZ Pyramids Half Marathon, our PR agency has a fantastic opportunity to amplify its commitment to sports, community, and Egyptian athletics.

The Impact

Reach	PR Value
21M	1.6M

## Beyti - an almarai Subsidiary



### Beyti - an Almarai Subsidiary Quality Products Earned Chad's Trust Grew Exports by 30% & Expand in Africa

In February of 2023, **Beyti - an Almarai Subsidiary** welcomed the Chad Minister of State for Agricultural Development and Chad Ambassador to Cairo in their Al Beheira facility. The visit boosted the company's high-end exports in the African and the Chadian market.

**CC Plus** demonstrated its expertise in media management by skillfully distributing a press release to key publications, resulting in successful coverage.

#### The Impact

Total Reach	Ad Value	PR Value
144M	277K	831K

Beyti - an almarai Subsidiary



**Beyti- an Almarai Subsidiary honored by the Arab League as one of the pioneers of sustainability in the Arab region**

The Arab League honored Beyti - an Almarai Subsidiary among other companies in the private sector with a Pioneer of Sustainability award.

Successful coverage was reached for this prestigious achievement by providing onground support during the event, drafting the talking points for Beyti - an Almarai Subsidiary CEO, drafting and dispatching a press release in top-tier publications.

The Impact

Total Reach	Ad Value	PR Value
118M	160K	481K



Beyti - an almarai Subsidiary



**A memorandum of understanding between Beyti - an Almarai Subsidiary and Gate Zone International to open export markets in Africa**

**Beyti - an Almarai Subsidiary** signed a memorandum of understanding with Gate Zone International to cooperate on various export opportunities and widen **Beyti - an Almarai Subsidiary** export markets in Africa.

The announcement attained wide coverage thanks to the dispatching of a press release by **CC Plus** to a list of selected media.

The Impact

Total Reach	Ad Value	PR Value
381K	161K	483K

Beyti - an almarai Subsidiary



Beyti - an Almarai Subsidiary Inked an MoU with EBRD to promote Gender Equality across all its operations in Egypt

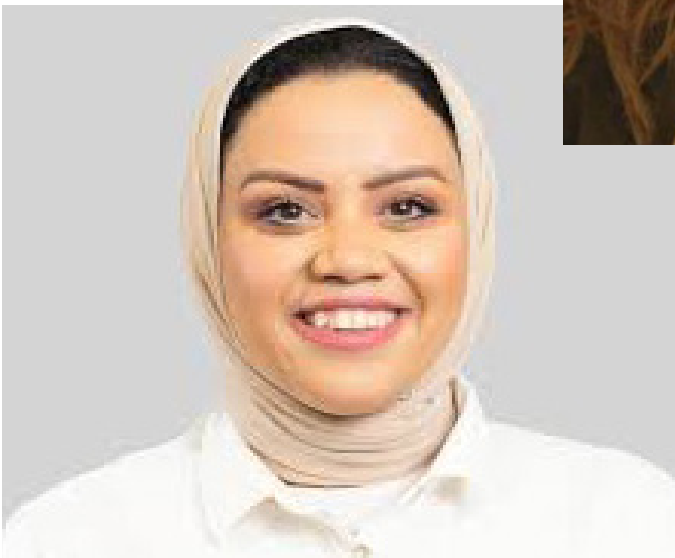
**Beyti - an Almarai Subsidiary** successfully signed a memorandum of understanding with the European Bank for Reconstruction and Development to bridge the gender gap and strengthen economic inclusion in Egypt.

This memorandum of understanding was strongly covered thanks to CC Plus’ efforts in dispatching the press release to several media publications including **Zawya, Property Plus EG, and Al Alam Al Youm.**

The Impact

Total Reach	Ad Value	PR Value
144M	225K	675K

Beyti - an almarai Subsidiary



## Shaimaa Fathi and Samia Makar Featured in Women of Egypt Magazine

During Women's Month, **CC Plus** secured interview opportunities for female employees, Shaimaa Fathi and Samia Makar at **Beyti - an Almarai Subsidiary with Women of Egypt**.

Being known for their women-focused content, Women of Egypt wrote on these women at Beyti - an Almarai Subsidiary regarding their careers, previous backgrounds, challenges they face as women in their fields, and more.



Beyti - an almarai Subsidiary



**Beyti - an Almarai Subsidiary partnered with Tahya Misr during Ramadan to provide “Abwab Al Kheir” caravans**

Within their mission of acting on social responsibility, **Beyti - an Almarai Subsidiary** collaborated with Tahya Misr Fund to provide Ramadan caravans for vulnerable families during Iftar under the name “**Abwab Al Kheir**”.

This cooperation was made successful thanks to CC Plus’ client and media relations and content development services.

The partnership gained coverage through a drafted and dispatched press release by CC Plus.

The Impact

Total Reach	Ad Value	PR Value
511K	208K	624K

## Beyti - an almarai Subsidiary



**Beyti - an Almarai Subsidiary aimed to inject 220 million EGP in new investments into the food market in 2023**

During Gulf Food, the world's largest food exhibition, CC Plus drafted and dispatched an advertorial for Beyti - an Almarai Subsidiary.

The company had announced its future plans to invest largely in the food market as well as its hopes to take part in large exhibitions and connect with notable producers and investors in the field.

Beyti - an almarai Subsidiary



This March, CC Plus secured a speaking opportunity for **Ghada Fouad**, Corporate Affairs & Communications Director at **Beyti** on the Women in Leadership Panel at the International Women Summit. **Ghada** discussed the challenges and issues facing women in their workplaces, how companies can create a safer and more inclusive environment for women and how women can excel in leadership positions.



## Beyti - an almarai Subsidiary



### FI Africa: Soud Zaki

**CC Plus** secured a speaking opportunity for Beyti's Quality VP, Soud Zaki – where he hosted a panel titled **"Food Safety Culture Transformation Journey in Egypt"** alongside with John C. Hughes, Senior Manager, Client Support EMEA at AIB International, Dr. Eman Helmy, Head of Central Administartion of Branch Affairs at National Food Safety Authority and Mahmoud El Basyouni, Executive Director of the Chamber of Food Industries.

#### The Impact

Reach	Total Clippings
561M	17

Beyti - an almarai Subsidiary



**CC Plus** took part in a momentous signing ceremony between **Beyti** and superstar **Mahmoud El Esseily**.

**CC Plus** secured interviews for Beyti’s CEO Mark Wyllie, Chief Commercial Officer Tamer Naguib, Juice and Foods VP Karim Samaha, with including **Al Borsa, Sada Al Balad, Amwal Al Ghad, Daily News, and Middle East News Agency (MENA)**.

The Impact

Total Reach	Ad Value	Total Clippings
5.4B	2.7M	186



## Beyti - an almarai Subsidiary



### PM Madbouly Commended Investments of Saudi Almarai in Egypt

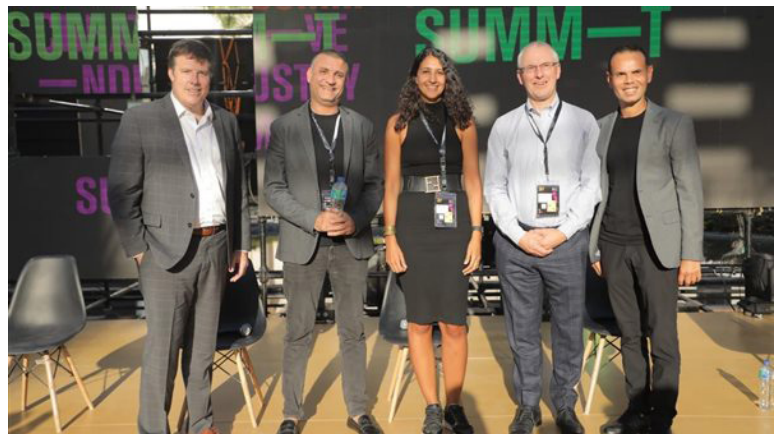
**Prime Minister Mostafa Madbouly** commended investments of Saudi Almarai Company in Egypt and its role in boosting food security strategy.

Madbouly asserted the government's utmost keenness in encouraging the company to expand its projects in the Egyptian market in the coming period.

**CC Plus's** coverage is likely to boost Beyti's brand image in Egypt and attract more customers and investors. The company is well-positioned to continue to grow its business in Egypt and contribute to the country's economic development which was highlighted through the PRL that **achieved £6 million in PR Value and reached 57 million viewers.**



## Beyti - an almarai Subsidiary



### Beyti Participated and Shared Innovative Corporate Solution Strategies at the 9th Creative Industry Summit

**Beyti's** speech focused on the company's commitment to sustainability and innovation. The company also discussed its corporate social responsibility programs, which support local communities and provide opportunities for job creation. The talk was well-received by the audience, which included representatives from the creative industry, government, and academia.

The panel of experts praised Beyti for its commitment to sustainability and innovation, and they called on other companies to follow Beyti's lead. **CC Plus** teamed up with **Beyti** and dispatched a PRL about this participation generating **£417 thousand PR Value reaching 86 thousand**.

Beyti - an almarai Subsidiary



## Beyti Explored Global Market Opportunities At Food Africa 2023

Beyti was actively involved in the exhibition to contribute to the ongoing development of the Food & Beverage Sector and solidify its leading position in this pivotal industry.

Metito



Metito and British International Investment launched “AWID” For Water Infrastructure Investment Opportunities



In March 2023, Metito and BII came together and created the Africa Water Infrastructure Development (AWID) platform addressing water insecurity.

**CC Plus** was part of the esteemed occasion through media event management, on-ground support, social media coverage, securing TV interviews including Amr Adib, developing content by writing and dispatching a press release, written interviews, biographies for the company’s spokespeople, and a fact sheet.

Written interviews were conducted with and published in **Al Mal, Al Borsa, Daily News Egypt, and Zawya English**.

The press release was dispatched to top-tier publications including **Al-Ahram, Al Mal, and Al-Gomhuria**.

The Impact

Total Reach	Ad Value	PR Value
1BN	1.9M	5.85M



Metito

**metito**



## Metito Announces its Consortium with Orascom Construction to Develop, Own and Operate a Large-Scale Seawater Treatment and Water Transportation Project Worth up to \$2.4 Billion in the UAE

**CC Plus** ensured the mass coverage for this big announcements through publishing the news in the top-tier publications such as: **Zawya, Masrawy, Al Borsa & more...**

### The Impact

Total Reach	Ad Value	PR Value
436K	738K	2.2M



## Alpha Dhabi's Majority Stake Acquisition in Metito Holdings Reaffirmed Ongoing Commitment to Addressing Global Water Scarcity

The acquisition was a significant step forward helping Metito raise awareness of this important issue and communicate its impact to the world.

Metito is a global leader in the water and wastewater industry, and Alpha Dhabi's investment will help the company to expand its reach and impact.

We are excited to be a part of this important partnership, and we look forward to working with Metito to make a real difference achieving **572 thousand in reach and £2 million in PR Value.**



 Metito**METITO**

## **Orascom Construction - Metito Consortium Achieved Financial Close for a Large-Scale Seawater Treatment and Water Transportation Project in Abu Dhabi Worth USD 2.2 Billion**

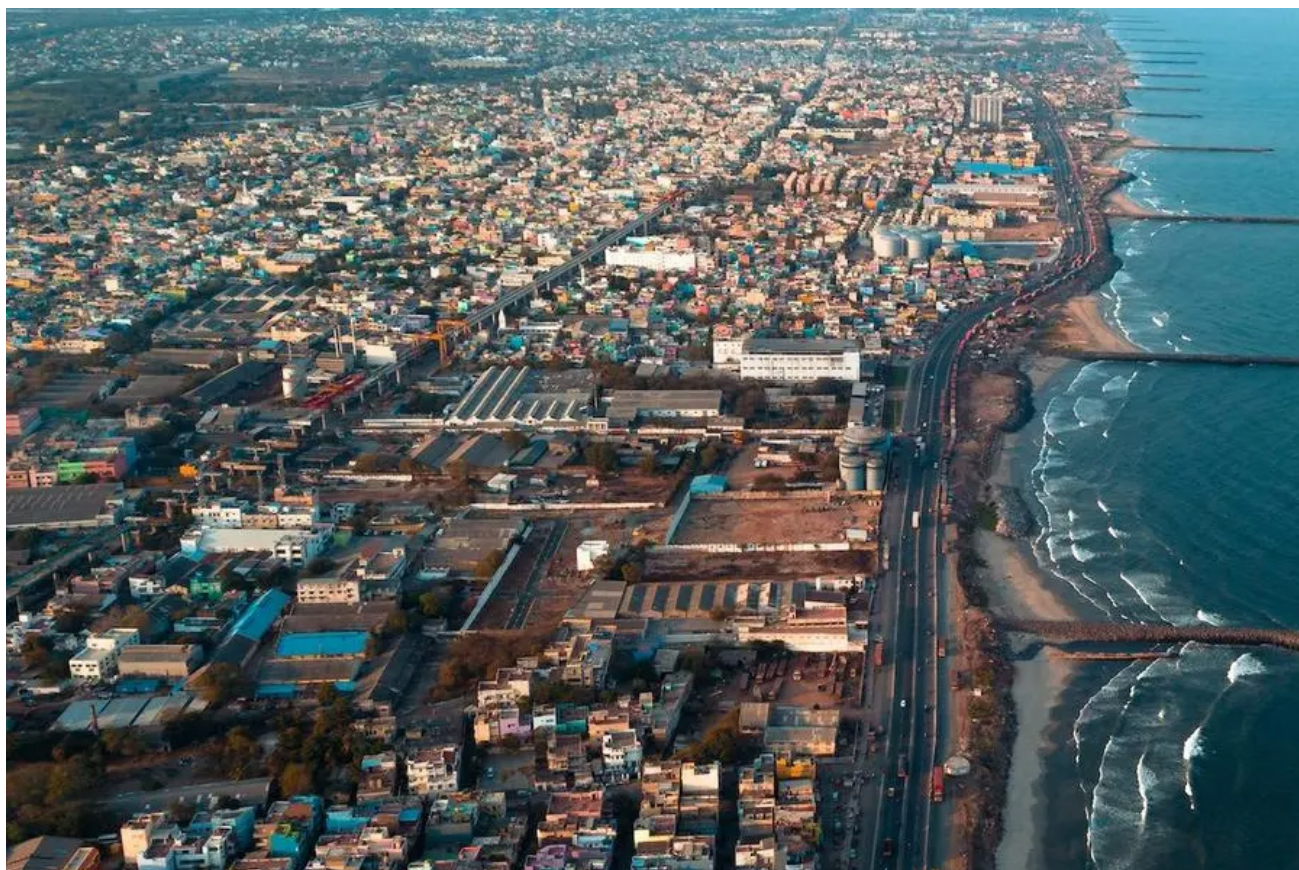
**CC Plus** provided strategic communications support to the consortium throughout the project lifecycle. We also worked to promote the project's benefits to the Abu Dhabi community and to attract investors and partners for the project implemented

**The announcement PRL, achieved 519 thousand in reach in top-tier publications and media outlets with a generated PR Value of £2 million.**



Metito

METITO



## Southeast Asia's Largest Desalination Plant Project Awarded to Consortium of VA TECH WABAG and Metito

**CC Plus** was thrilled to witness **VA TECH WABAG and Metito** winning the contract to build Southeast Asia's largest desalination plant. This project is a major milestone in the region's fight against water scarcity and climate change.

As a leading PR agency, CC Plus is committed to helping our clients tell their stories in a way that is informative, engaging, and impactful. We believe that the desalination plant project is an important story to tell, as it represents a significant step forward in the region's sustainable development journey.

**This announcement press release achieved a reach of 574 thousand and £2 million in PR Value.**



Metito

**metito**



**Metito utilities, a global investor and developer of sustainable water management solutions and climate-resilient water assets, signed an agreement with Tahliya Group, a prominent UAE-based infrastructure company specializing in power generation and desalinated water production plants in Africa.**





## International Acclaim For Desalination Initiatives To Advance Water Security

Desalination plays a crucial role in addressing water scarcity, especially in regions where freshwater resources are limited or where traditional water sources are becoming increasingly stressed. Metito, the leading global provider of intelligent water solutions, had been recognized for its key role in closing the growing gap between water supply and demand through its extensive desalination projects.



## Anchorage Investments



Anchorage Investments



**Dr. Ahmed Moharram: Partnership between the public and private sectors is a practical solution to activate and accelerate energy transition and carbon removal projects**

In this edition of EGYPS, Dr. Ahmed Moharram, CEO of Anchorage Investments got to be part of a panel discussion speaking on the importance of collaborations between the public and private sectors in the transition to decarbonization.

CC Plus successfully secured this speaking opportunity for Dr. Moharram and developed content involving his talking points as well as drafting and dispatching a press release to top-tier publications such as Zawya and the Egyptian Gazette.

### The Impact

Total Reach	Ad Value	PR Value
1BN	579K	1.6M



**Anchorage Investments** took part in the region’s leading oil and gas energy show which is held under the auspices of the **President Al Sisi**.

The founder and managing director of Anchorage Investments took part in a forum of discussion on the acceleration of decarbonization, along with other industry leaders where he spoke on the crucial significance of partnerships between the public and private sectors.

CC Plus facilitated Dr. Moharram’s participation in the conference as well as drafted and published a press release to top tier publications including **Al Alam Al Youm and Al Mal**.

The Impact

Total Reach	Ad Value	PR Value
1BN	579K	1.6M



Anchorage Investments Signed for USD 2.5 bn Petrochemicals Complex with SCZone

Egyptian petrochemical leader, Anchorage Investments signed an MoU with the Suez Canal Economic Zone for its upcoming petrochemical facility. The signing took place at the Suez Canal Authority’s Maritime Guidance and Navigation Center and was attended by Anchorage Investments’ Founder and Managing Director, Dr. Ahmed Moharram and Chairman and Managing Director of the Suez Canal Authority, Admiral Osama Rabie.

CC Plus ensured massive coverage for this notable announcement by drafting and dispatching a press release to both Arabic and English top-tier publications including **Enterprise, Arab Finance, Youm 7 and Ahram Gate.**

The Impact

Total Reach	Ad Value	PR Value
23M	1.2M	3.6M



Anchorage Investments



Anchorage Investments



## Profiling articles for Dr. Ahmed Moharram, Founder and Managing Director of Anchorage Investments

**CC Plus** demonstrated strong content writing and media relations in drafting and dispatching profiling articles for our client, Anchorage Investments Founder and Managing Director, Dr. Ahmed Moharram.

The articles were distributed in various top-tier publications including Youm7 and Ahram Gate. Additionally, **the article shared in Youm7 reached more than 340 thousand, and generated a PR Value of £105 thousand.**



Anchorage Investments



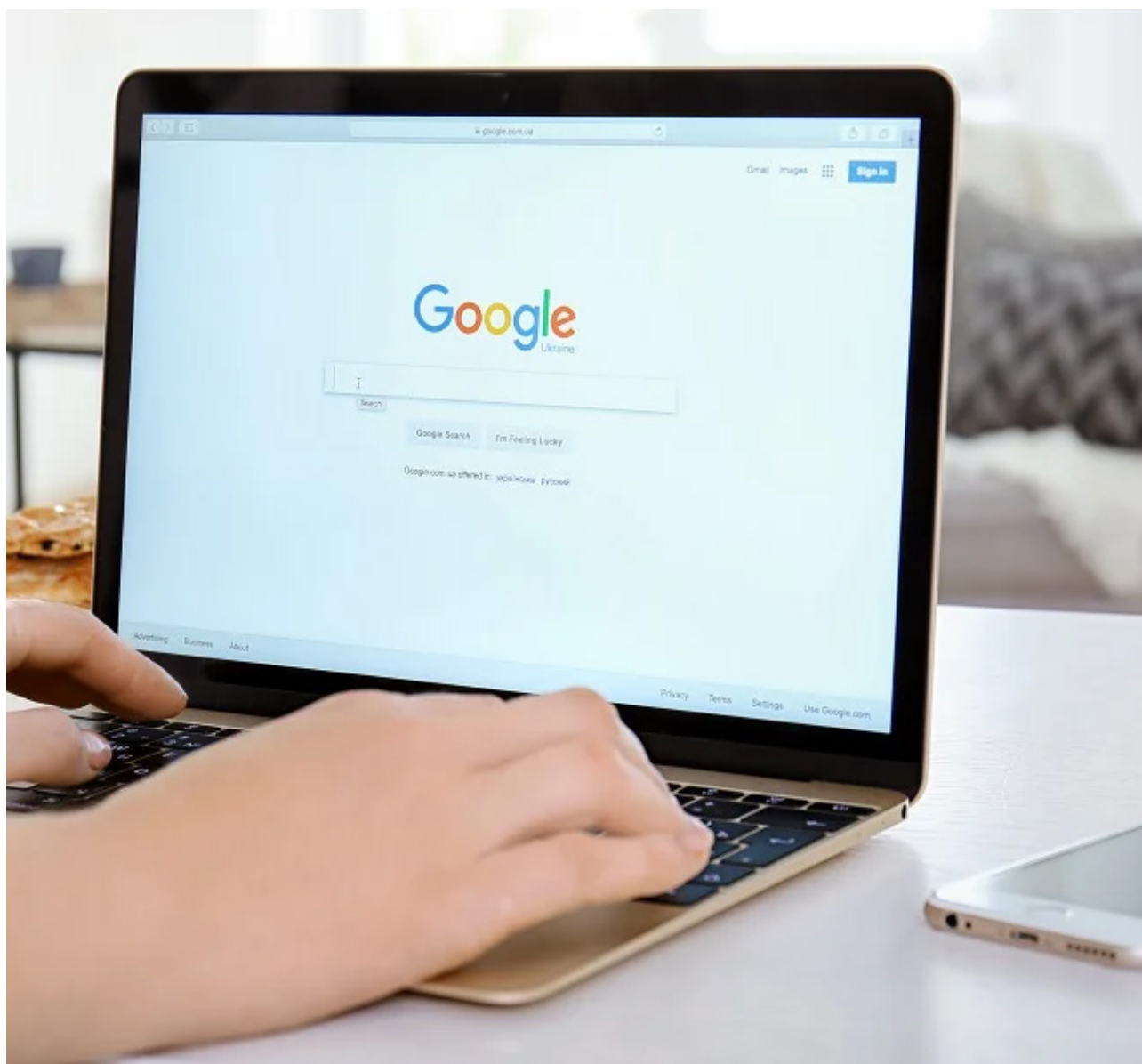
Anchorage Investments



# Anchorage Investments

## Anchorage Investments Achieved First Page Rankings On Google

As part of our strategic communications plan for Anchorage Investments, CC Plus provided strong and tailored copywriting in drafting optimized articles for search engines throughout the year. This effort has increased the company's rankings on Google, thereby strengthening Anchorage's brand awareness and positively impacting their PR strategy.



## Anchorage Investments Reached First Page Ranks on Google

Through continuous efforts by CC Plus in drafting monthly SEO articles, Anchorage Investments reached the top ranks on Google's first page.





Anchorage Investments



Anchorage Investments



## **CC Plus Drafted Profiling Articles For Anchorage Investments' Dr. Ahmed Moharram**

Following Anchorage Investments' communications strategy, CC Plus drafted profiling articles for the company's Founder and Managing Director, Dr. Ahmed Moharram.

The articles are being published in top-tier publications including Al Ahram, Youm7, and Daily News.



**IWG accelerated its expansion across egypt with fifteen new locations, as the demand for hybrid working continued to grow**

The Impact

Reach	PR Value
990K	1M

VISA

**VISA**



## Visa partnered with INJAZ Egypt to foster economic empowerment for female students in vocational schools

In its mission of female empowerment, Visa supported two new programs titles “Personal Economics” and “San3ety Schools Program” aimed to skill young girls by equipping them with the necessary financial skills to succeed.

Visa did so by collaborating with INJAZ, a non-profit organization for workforce education and training and financial literacy.

This partnership was well covered by CC Plus by drafting and dispatching a press release to English and Arabic publications including **Enterprise, Zawya, Youm 7**.

### The Impact

Total Reach	Ad Value	PR Value
2.7M	31K	95K



NETFLIX

NETFLIX



Netflix Revealed Official Trailer for Luther: The Fallen Angel Starring Idris Elba

Netflix also announced a second season of its show Luther: The Fallen Angel, starring Idris Elba.

CC Plus guaranteed great coverage for the event by dispatching a press release to English and Arabic publications including **Gulf Tech News, Ahram Gate, and Al Masry Al Youm.**

The Impact

Total Reach	Ad Value	PR Value
926K	209K	628K

NETFLIX

NETFLIX



## Wednesday Returned for a Second Season Only On Netflix

When **Netflix** announced the highly anticipated season 2 of the show Wednesday, CC Plus dispatched a press release to English and Arabic publications including **Flair Magazine, Youm 7, Ahram Gate, Al Masry Al Youm, and Masrawy.**

### The Impact

Total Reach	Ad Value	PR Value
12M	288K	864K

NETFLIX

NETFLIX



Netflix Renewed the AFI Awards Nominated and Gotham Award Winning Series MO For A Second Season

In addition to the numerous releases announced by **Netflix** was the announcement of the second series of MO.

CC Plus achieved large coverage for the event through dispatching an English press release to top-tier media.

The Impact

Total Reach	Ad Value	PR Value
159M	24K	72K



## NETFLIX

## NETFLIX



**The official poster of the Saudi cartoon series, “Masameer Governorate”, was released in its second season**

In this press release dispatched by CC Plus, Netflix announced the release of a second season of their Saudi animated show, **“Masameer Governorate”**. The series tells the evolution of the Kingdom of Saudi Arabia through dark comedy.

The press release was published in **Ahram Gate, Al Masry Al Youm, and Shorouk News among many other publications.**

## The Impact

Total Reach	Ad Value	PR Value
733K	176K	528K

NETFLIX

NETFLIX



Netflix Announced the Release of Unknown, a 4-part Documentary Series

Netflix announced to release a new docuseries, Unknown: The Lost Pyramid. The series is structured as a four-part film to be released this summer.

To announce this exciting project, CC Plus dispatched a press release to top-tier media publications including Masrawy to ensure strong and impactful coverage.

The Impact

Total Reach	Ad Value	PR Value
181.6K	97.5K	292.5K

NETFLIX

NETFLIX



## Netflix Unravels Ancient Egyptian Discoveries in an Official Trailer of Unknown: The Lost Pyramid

Netflix released their trailer for their new four-part film, Unknown: The Lost Pyramid. The show is a docuseries produced by Netflix.

CC Plus ensured mass coverage and buzz creation by dispatching a press release to top-tier media publications including **Youn 7, Al Ahram, and Al Masry Al Youm**.

### The Impact

Total Reach	Ad Value	PR Value
1.6M	298.5K	895.5K



NETFLIX

NETFLIX



Thirteen Women Creatives Completed the Second Phase of ‘Because She Created’ Writing Program in Egypt

Sard collaborated with **Netflix** on a second edition of their project which falls under the Because She Created initiative. The project was intended to equip Arab female screenwriters from Upper Egypt with the necessary skills to pursue their careers further through workshops.

**CC Plus** proudly took part in this remarkable initiative by ensuring mass coverage for the event which took place, June 24th at **AUC Tahrir** as well as providing on-ground support. CC Plus shared the event announcement and secured top media publications including **Al Ahram, Cairo360, and Masrawy** to conduct interviews with the founder of Sard, **Mariam Naoum**.

The Impact

Total Reach	Ad Value	PR Value
546.8K	212.9K	638.7K

NETFLIX

NETFLIX



## Extraction 2 Review with Scoop Empire

**CC Plus** has successfully secured a free review article opportunity for **Extraction 2** movie, in collaboration with the Lifestyle prominent website, Scoop Empire.

The article garnered wide readership and engagement on Scoop Empire's website, Facebook and Instagram pages.

Read the article [here](#).

### The Impact

Total Reach	Ad Value	PR Value
4136	40K	120K

NETFLIX

NETFLIX



Chris Hemsworth Returns in the Highly Anticipated EXTRACTION 2

By the start of quarter 2, **Netflix** has finally unearthed the return of the legend **Chris Hemsworth** in the highly expected **Extraction 2**. Two months later, the streaming platform has exclusively unveiled compelling key art posters from the movie.

CC Plus has orchestrated unique media coverage for both press releases, which were featured in **Al Ahram, Al Masry Al Youm, Youm 7, and Cairo Scene**.

The Impact

Reach	Ad Value
1.5M	388K



NETFLIX

NETFLIX



## Al Rawabi School for Girls is Finally Back

Unveiling exciting behind the scenes videos, Netflix celebrated the wrap production of season 2 of one of their most successful and highly anticipated Arabic series, **AlRawabi School For Girls**. **Netflix** and creator and director of **AlRawabi School** for Girls, Tima Shomali, have both released exclusive videos on their social platforms today confirming that filming has concluded after 60 days in Amman, Jordan.

**CC Plus** team has delivered exceptional coverage of this news in Egypt, including **Yum 7, Cairo Scene, and Al Masry Al Youm**.

### The Impact

Reach	PR Value
1.5M	427.5K

NETFLIX

NETFLIX



An exclusive sneak peek into Netflix’s newest MUST-SEE SAUDI CINEMATIC SPECTACLE, ‘Ras B Ras’

**Netflix** has made headlines regionally by announcing its newest Saudi live-action comedy sensation, ‘**Ras B Ras**’, created and written by Abdulaziz Almuzaini and directed by Malik Nejer, the talented masterminds behind the highly acclaimed Saudi Arabian animated series, Masameer County.

**CC Plus** helped trigger Egyptian audience interest in the movie by storming the top local media publications with the news, which created a media buzz.

The Impact

Reach	Ad Value
2.3M	504K

NETFLIX

NETFLIX



## Netflix Releases Trailer of Saudi Psychological Thriller, The Matchmaker

**Netflix** has opened the door to the mysterious, atmospheric and eerie world of The Matchmaker, with the latest release of the film's trailer. From the modern present day office setting to the ancient UNESCO World Heritage site of AlUla, The Matchmaker is one of the first psychological thrillers from Saudi Arabia and is filled with suspense moments that will leave you captivated.

Thanks to **CC Plus** robust media ties, we managed to secure solid coverage in top media publications including **Al Shorouk newspaper**.

### The Impact

Reach	Ad Value
172.2K	71K



NETFLIX

NETFLIX



From the filmmaker of Man of Steel and Army of the Dead, Netflix Announces the Epic Scifi, ‘Rebel Moon’

Netflix has offered an eye grabbing first official look debut at its Scifi Epic movie, ‘Rebel Moon’, brought by the mind behind Man of Steel and Army of the Dead, Zack Snyder.

CC Plus has fostered a groundbreaking media coverage of the announcement’s press release in key publications including **Youm 7, Akhbar Al Youm, and Al Masry Al Youm.**

The Impact

Reach	Ad Value
954.2K	152K

NETFLIX

NETFLIX



## Netflix to Release Its New Saudi Comedy “Tahir’s House”

The campaign helped to raise awareness of “**Beit Tahir**” and its importance in representing Saudi culture and humor on a global platform.

**CC Plus PR Agency** dispatched the PRL about the release of its new Saudi comedy, “**Beit Tahir**”, by developing and executing a comprehensive PR campaign that generated significant media attention and engagement.

**Reaching 514 thousand and £390 thousand in PR Value.**



NETFLIX

NETFLIX



## Netflix launched 5 new series in 2023

We played a key role in announcing 5 new series to be launched on **Netflix** in 2023 by executing a comprehensive PR campaign which included an announcement PRL that generated significant media attention and excitement for the upcoming releases.

**This PRL achieved a reach of 801 thousand and a total PR value of £636 thousand**, demonstrating the strong interest in Netflix's new series and its commitment to producing high-quality content for viewers around the world.



NETFLIX

NETFLIX



## Netflix and “AFAC” launch a training program for emerging female filmmakers

**Netflix and CC Plus PR Agency** had teamed up to announce the launch of a training program for emerging female filmmakers in Egypt and the region. The program aims to help female filmmakers develop the skills and knowledge they need to succeed in the film industry.

**CC Plus PR Agency** is proud to be a partner in this important initiative, and to have **achieved a PR Value of £490 thousand and a reach of 489 thousand** with this successful announcement.

NETFLIX

NETFLIX



## Netflix announced it will be introducing five new Korean romance series over the upcoming months

This summer, Netflix announced it will be introducing new Korean romance titles to the platform. CC Plus made sure the news received mass coverage and reached K-romance fans by dispatching a bilingual PRL in English and Arabic to top-tier entertainment publications.





NETFLIX

NETFLIX



## Influencers received exclusive early access to Netflix's "The Monkey King"

**CC Plus** established relations with popular social media content creators to grant them early access to **Netflix's** The Monkey King. This follows Netflix's larger strategy of showcasing its diversity of content on the platform.



## NETFLIX

NETFLIX



### Netflix shared gift boxes with Egyptian family content creators

As part of its dynamic and regional strategy of engaging family-friendly digital creators, **CC Plus** supported **Netflix** in coordinating with bloggers and social media creators to receive personalized Netflix gift boxes filled with fun items for the whole family.

**These gifts resulted in organic content created by the influencers.**

NETFLIX

NETFLIX



About Chicken Run: Dawn Of The Nugget

The Impact

Reach	PR Value
1.7M	702K

NETFLIX

NETFLIX



The Bling Is Back And It’s Shinier Than Ever

The Impact

Reach	PR Value
572K	523K



NETFLIX

**NETFLIX**



## Netflix Gave Exclusive First Look Into Basma, A New Saudi Film By Fatima Al-Banawi

The Impact

Reach	PR Value
541K	652K

NETFLIX

NETFLIX



## **CC Plus had been working on Netflix's Choice and Control Media Partnership in Egypt.**

This campaign involved social media content with The Glocal and a panel filmed with Youm7.

Through seamless client service experience, CC Plus had been continuously leading the project to fruition.

RMC

RMC  
worldwide  
partners

**Egypt's soprano  
Fatma Said along with  
acclaimed conductor  
Nader Abassi  
performed in the 1<sup>st</sup>  
concert at the Grand  
Egyptian Museum**



In this historical event, Grand Egyptian Museum celebrated a milestone by hosting its first concert featuring **Soprano, Fatma Said**, and Conductor, **Nader Abassi**.

**CC Plus** achieved great success for the event by creating a teaser video in anticipation of the concert, facilitating partnership with the Tourism and Promotion Authority, dispatching a press release, inviting selected influencers, and increasing media partners collaborating with **RMC**.

#### The Impact

Ad Value	PR Value
8M	24M



RMC

RMC  
worldwide  
partners

## Cairo Opera House presented 'Sound of Movies' Concert on February 14<sup>th</sup>

In February 2023, **RMC** organized a musical performance themed "Sound of Movies" at the Cairo Opera House featuring stars, Medhat Saleh and Riham Abdel Hakim.

The event received great reach and publicity through **CC Plus'** press release dispatching to **Al Masry Al Youm, Youm 7**, among many, invitation to numerous targeted influencers and increased media collaborators with **RMC**.

### The Impact

Total Reach	Ad Value	PR Value
1M	2.4M	7.3M

RMC

RMC  
worldwide  
partners



## Soprano Fatima Saeed released the clip “Egypt Is my Mother”

Following the great concert which took place at the Grand Egyptian Museum, Fatima Saeed released her clip for the **“Egypt is my mother”** for which **CC Plus** achieved a notably successful reach by dispatching a press release to several publications including **Ahram Gate, Al Masry Al Youm, and Shorouk News.**

### The Impact

Total Reach	Ad Value	PR Value
17.7M	1M	3.4M



The team at CC Plus Ensured Massive Coverage for the Highly Anticipated Backstreet Boy’s DNA Tour Concert in Egypt!

Being the events, PR arm, **CC Plus** contributed to the events unparalleled success where fans relived their childhood memories at **Zed East by Ora**.

The Impact

Total Reach	Ad Value	PR Value
72M	3.4M	10M



RMC

RMC  
worldwide  
partners

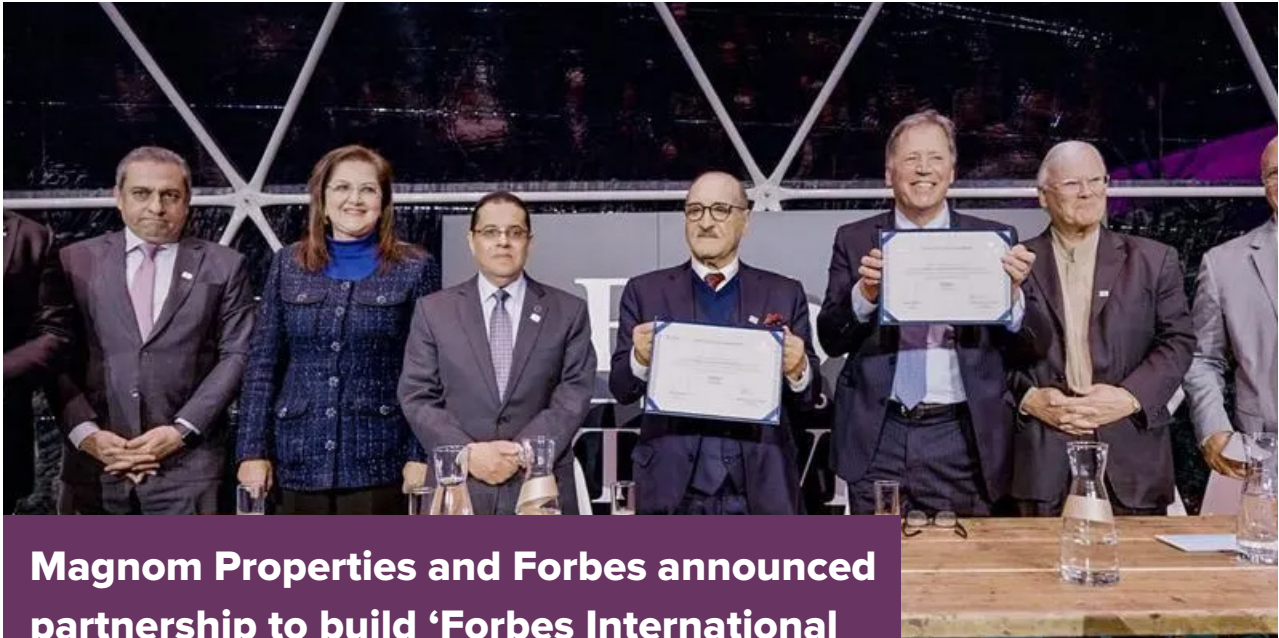


**CC Plus** achieved massive success by collaborating as a PR arm for the amazing concert by soprano **Amira Selim** at the National Museum of Egyptian Civilization last June.

She sang some of her best and new works in a diverse musical program that celebrates the eternal heritage of Egypt. This concert is part of the “**Eternal Egypt**” series of events organized by **RMC** in cooperation with the museum to promote the artistic and cultural scene in Egypt.

#### The Impact

Total Reach	Ad Value	PR Value
1.1B	2.4M	7.2M



**Magnom Properties and Forbes announced partnership to build ‘Forbes International Tower’ at World Economic Forum Annual Meeting**

During the World Economic Forum, **Magnom** Properties signed a memorandum of understanding with Forbes to build Forbes International Tower.

The project falls under the pursuit of a zero-carbon strategy and the beginning of a new era of modern design.

**CC Plus** dispatched a press release to numerous top-tier media to achieve successful coverage.

The Impact

Ad Value	PR Value
1.3M	4M

JLL



## Agile adoption of mitigation strategies enabled real estate companies in Egypt to combat the reeling effect of inflation: JLL

American real estate company **JLL** held a press conference in Egypt where company spokespeople spoke about the current situation of the real estate market in Egypt, predictions, and best practices in the industry.

**CC Plus** ensured a successful coverage of the event by selecting and inviting relevant journalists to attend, providing on ground support during the conference, dispatching a press release to top-tier media.

### The Impact

Total Reach	Ad Value	PR Value
238M	566K	1.7M





**Egypt, Saudi Arabia, and the UAE account for 60% of construction projects in the Arab region, worth \$3 trillion.**

The Impact

Reach	PR Value
63K	3M

## ABU DHABI ARABIC LANGUAGE CENTER



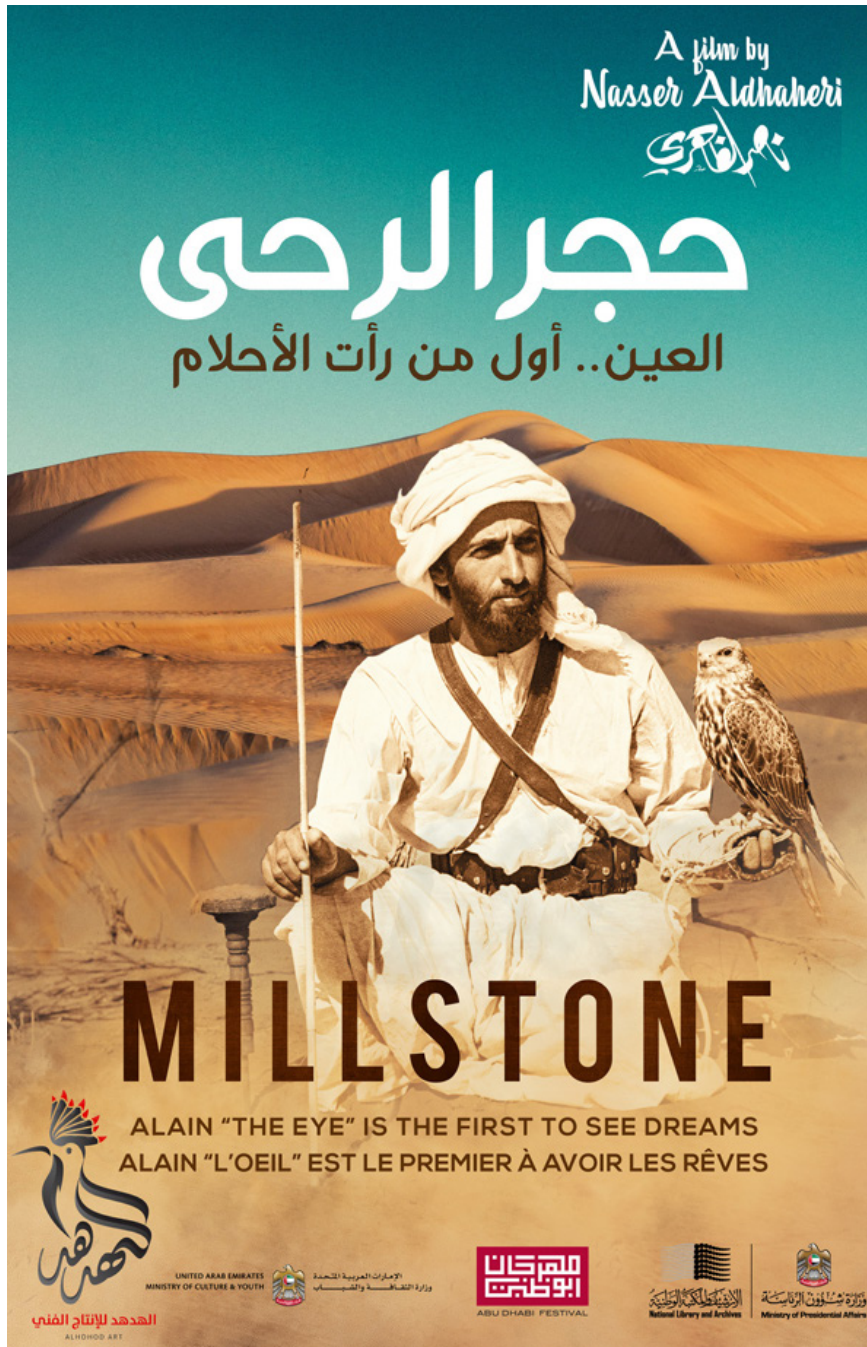
**Participants in the discussion of the book, “Umm Kulthum... Poetry and Singing”: Kawkab Al-Sharq contributed to building awareness**

During this year’s 54th edition of the International Cairo Book Fair, the Abu Dhabi Arabic Language Center held a forum to discuss the book, “Umm Kulthum... Poetry and Singing” by Dr. Ahmed Youssef Ali.

Through numerous interviews, on-ground support, and the dispatching of a press release, CC Plus ensured successful coverage of the event.

Interviews were conducted with top-tier media such as CBC, Sada ElBalad, and Al Hayah.

The press release was dispatched to top-tier media including **Youm 7, Masrawy, and Al Alam Al Youm.**



مركز أبوظبي  
لغة العربية  
Abu Dhabi Arabic  
Language Centre



**Cairo celebrates the Emirati film “Rahhi Stone, Al Aain... The “First to See Dream**

Also as part of their participation in the International Cairo Book Fair, the ALC center celebrated the screening of the Emirati film, “Rahhi Stone, Al Aain... The First to See Dream” at the Hanager Theater of the Cairo Opera House.

CC Plus provided on-ground support during this event and secured coverage through interviews conducted on media and dispatching a press release in numerous publications.



## ABU DHABI ARABIC LANGUAGE CENTER



### Umm Kulthum's historic Abu Dhabi concert celebrated at the Cairo Book Fair



Among the activities that celebrated Umm Kulthum during the International Cairo Book Fair, was this stellar performance by Egyptian singer, Marwa Nagy who performed some of Umm Kulthum's most famous songs.

The event was held at the Sultan Al Ghuri Complex where CC Plus assisted with on-ground support during the concert and dispatched a press release ensuring coverage in English and Arabic publications including **The National News**.

#### The Impact

Reach	PR Value
3.7M	11M

## SHEARTS



**Following the success of the She Arts Festival... March 7<sup>th</sup>, “She Arts” orchestra celebrated International Women’s Day at the American University in Cairo**

In celebration of Women’s Day, the **She Arts** orchestra (Hey El Funoun) held a concert at the Cultural Liberation Center at the American University appreciating the efforts and contributions of Egyptian women in our society.

To establish successful coverage and reach for this celebration, **CC Plus** wrote and dispatched a press release to list of publications including **Youn 7, Ahram Gate, Al Masry Al Youm**, and provided on-ground support during the event.

## The Impact

Total Reach	Ad Value	PR Value
334M	405K	1.2M

## SHEARTS



## SheArts Held the third edition of its Annual Festival Supporting Female Artists

**SheArts** held another successful edition of their musical festival for female singers and musicians. The initiative aims to support, empower and promote emerging and prominent artists in the region.

**CC Plus** got to be part of the success of the event by generating strong media coverage in top-tier media achieving over 140 million in reach and generating over £3 million in PR Value.





She Arts Festival launched in Cairo

The Egyptian capital witnessed a cultural explosion with the launch of the She Arts Festival, a vibrant celebration dedicated to showcasing the incredible talent and creativity of women artists. CC Plus secured Strategic Media Coverage, along with drafting and dispatching press release in the top tier and targeted media publications.

The Impact

Reach	PR Value
439M	1.6M

## CHAPTER ZERO



### Chapter Zero Egypt Held Its Fourth Awareness Session For Board Members And Senior Executives On Sustainability Reporting Guidelines For Businesses

Hosted by ELSEWEDY ELECTRIC, **Chapter Zero** held its fourth awareness session titled "Reporting guidelines for businesses". Participants were welcomed by Manal Hassan the Chief Sustainability Director of the company and the Advisor to the Board of Chapter Zero Egypt and was delivered by Dr. Abdel Hamid Beshara the Technical Advisor to the Board of Directors of Chapter Zero Egypt and the Founder and Chief Executive Officer of MASADER – Environmental & Energy Services as well as Eng. Menna Gomaa - ESG Engagement & Corporate Reporting Director MASADER – Environmental & Energy Services.

**CC Plus** contributed to the seminar's success by distributing the announcement press release to top-tier media.

#### The Impact

Reach	PR Value
378K	1.3M



Photopia Launched Cairo Photo Week’s 3<sup>rd</sup> Edition

Downtown Cairo was transformed with this year’s “Back to Raw” theme of Cairo Photo Week. The event took place in several locations around downtown Cairo where CC Plus provided media event management services, secured multiple lifestyle magazines and TV interviews, and developed content by writing and dispatching a press release.

The event’s press releases reached numerous publications including **Ros Al-Youssef, Al-Ahram, and Flair Magazine.**

The Impact

Total Reach	Ad Value	PR Value
407M	383K	1M



CAPITAL PROMENADE

CAPITAL  
PROMENADE  
by THE PLATFORM



Capital Promenade & CLEG Art Gallery  
Launched Capital Art to Address Climate  
Change through Fine Arts

This year, the 4 founders of **CLEG art gallery** launched the first edition of the Capital Art exhibition which was held at Capital Promenade in Cairo. The exhibition featured hundreds of artworks of all mediums and was dedicated to the role of art in climate change.

**CC Plus** ensured notable coverage and anticipation for the event through press conference management, inviting relevant media journalists, content development: writing press releases and speeches, press release dispatch to selected publications including Flair Magazine, Ahram Gate, and Al Gomhoureya, securing top-tier interviews, inviting influencers and public figures, on-ground support, and live coverage on social media platforms.

The Impact

Total Reach	Ad Value	PR Value
118M	535K	706K





## CC Plus Media Event

CC Plus held a media event for its clients and journalists to come together and facilitate networking and relationship-building between the three parties. The clients that attended included Visa and Marakez.

Spokespeople that attended the event were Eman El Gamal, Visa's Regional Director of Corporate Communications, North Africa, Levant, and Pakistan, and Nadia Ezz Marakez's Executive Marketing & PR Director.

CC PLUS



**A MOMENT OF XEN**

**EGYPT ON THE RISE AS A TOP DESTINATION FOR AMERICAN TOURISTS?**

**TRAVEL TREASURES**

**LIVE iHeart RADIO**

**AMUN STARR**  
Singer & Influencer

**LAMIA KAMEL**  
Fmr. Asst. Minister of Tourism  
Fndr CC Plus & Flair Magazine

**CC Plus Managing Director Lamia Kamel** was hosted in a distinguished radio interview on the famous American radio station, Voice of New York- iHeart radio. The interview tackled the cultural integration between Egypt and America, the tremendous growth Egypt witnessed as a tourist destination post pandemic, as well as an increase in bookings, especially from the U.S.





We are thrilled to announce that we had been honored with  
**THE BIZZ AWARD** for our commitment to business excellence.

NETWORK

networkpay>



**Network International drives financial inclusion and makes digital payments more accessible in Egypt, through new payment service ‘networkpay’**

Leading digital commerce enabler in the Middle East, Network International successfully launched its newest payment service, “**networkpay**”.

**CC Plus** ensured a successful launch and mass coverage by providing on-ground event support during the company’s launch event, drafting, and dispatching a press release to top-tier media including **Daily News**, through strong copywriting and media relations.

The Impact

Total Reach	Ad Value	PR Value
1.5Bn	718K	2.2M



## Network International Aimed To Inject An Extra Egp 1 Billion Of Investments In Egypt

**Network International**, a Dubai-based payments company, is investing an additional EGP 1 billion in Egypt. The company has ambitious plans for the Egyptian market, including introducing new solutions and products in various geographical areas. Egypt is the main center for Network International's operations in Africa, covering over **40 countries**.

**CC Plus** had helped Network International to raise its brand awareness in Egypt and position itself as a thought leader in the payments industry. The agency had secured two top-tier media interviews for Network International, **with a combined PR Value of over £1.3 million and a reach of over 260 thousand people**.



WAFDF



**CC Plus** had the pleasure to be the PR arm of the National Institute for Governance and Sustainable Development - the training arm of the Ministry of Planning and Economic Development. In cooperation with the International Forum for Fine Art for Development the "Sustainable Art and Human Development" initiative was launched, entitled "Bank Note" for the economic empowerment of women and youth. This workshop was hosted under the auspices of **Dr. Hala Al-Saeed, Minister of Planning and Economic Development**, the Ministries of Environment and Culture, the National Council for Women, and in partnership with the United Nations and a group of international institutions and private sector institutions.

**CC Plus** was responsible for writing the PRL as well as securing mass coverage in top-tier publications such as, **Al Masry Al Youm, Al Shrouk, Sada El Balad**.

### The Impact

Total Reach	Ad Value	PR Value
83M	1M	3M

WAFDF

**WA  
FDF** World Art Forum for  
Development Foundation  
مؤسسة المنتدى الدولي للفن  
التشكيلي من أجل التنمية



**CC Plus is proud to partner with The Bank Nut for Sustainable Art Exhibition for its third annual showcase on November 8, 2023, organized by the World Art Forum for Development Foundation**



## Beyond Canvas: Minister of Environment Endorses the World Art Forum for Development Foundation’s Impactful Presence at COP 28

The World Art Forum for Development Foundation participated in COP 28 with its distinctive session and introduced its youth initiative, “Sustainable Art and Human Development,” aimed at supporting youth and women.

### The Impact

Reach	PR Value
473K	690K





**For the First Time in Egypt, Stamina for Sports and Fitness  
Will be Hosting the Famously known International Cycling  
Event, Tour de France in Sharm El Sheikh!**

The announcement was made during a press conference hosted at **Dusit Hotel**, on May 16<sup>th</sup>, which was attended by Minister of Youth and Sports, **Dr. Ashraf Sobhy**.

**CC Plus's team** ensured to manage this press conference successfully and achieved the highest PR value for this event.

The Impact

Total Reach	Ad Value	PR Value
80M	881K	2.6M

Adidas



The new Al Ahly away jersey has helped to generate excitement among fans and supporters of the club. The jersey has also been praised by fashion critics for its sleek and modern design

**CC Plus PR Agency** is thrilled to have helped amplify the launch of the new Al Ahly away jersey. The agency is committed to helping Al Ahly reach its full potential and resonate with fans around the globe, **reaching 1 billion and achieving a PR Value of £1 million.**



## Art D'Égypte Announced the Launch of its Third Edition of The Cairo International Art District

**Art D'Égypte** announced the highly anticipated annual Cairo International Art District in Downtown Cairo for the third time. The exhibition features a series of international and Egyptian artists showcasing their work in several locations in the area.

**CC Plus** ensured the announcement generated buzz through top-tier media coverage including press, and social media, **which reached more than 377 million and achieved more than £3.2 million in PR Value.**



Something Else



“Something Else” is a groundbreaking exhibition that happened on November 24<sup>th</sup>, attracting international artists as part of the vibrant international art scene hosted by Salah El Din Citadel and organized by Darb 1718

The Impact

Reach	PR Value
64M	6.8M

## Something Else



In an episode of the program “Ladaina Akwal okhra” with Ibrahim Issa, the visual artist Moataz Nasr, talked about the “Something Else in the Castle exhibition”



## HASEB TEHLAM



### The Short Film, Haseb Tehlam Generates Impact Through a Lighthearted Comedy

Haseb Tehlam explores the impact of social media and AI in a comedy short film. The film directed by Mohamed Rabie and written by Mahmoud Maged joins a powerful cast of actors.

**CC Plus** ensured a successful announcement of the release through top-tier and mass media coverage. The announcement achieved nearly 2 million in reach and a PR Value worth more than £1.7 million.



Nawara

N  
NAWARA  
MUSIC



## Filmmaker Ahmed Wahba Exposed Double Standards in a Powerful Short Film

**Renowned filmmaker,** Ahmed Wahba announced the release of his shortfilm, "Hypocrisy: A Two-Faced Lens". The film's soundtrack was produced by the esteemed Nawara Productions.

**CC Plus** proudly ensured mass coverage with an announcement press release achieving more than **64 thousand in reach and more than £881 thousand in PR Value.**

## NEW EGYPT GOLD



### New Egypt Gold Shined At Nebu Expo, Forging Golden Connections!

New Egypt Gold, Egypt's leading gold company, participates in the third edition of the International **Nebu Expo for Gold & Jewelry in Cairo from 26 to 28 November 2023**. Held under the auspices of Prime Minister Dr. Mostafa Madbouly, this noteworthy event is attended by Dr. Ali Al-Moselhi, Minister of Supply and Internal Trade, and Major General Ahmed Soliman, Head of the Stamp and Weights Authority. CC Plus was thrilled to partner with New Egypt Gold in this event, delivering on-ground support and managing the dispatching of the press release.

#### The Impact

Reach	PR Value
1M	2.6M



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# CORPORATE NEWSLETTER

JAN-DEC. 2023