



Marketing Agency

OCTA is a multidisciplinary company dedicated to crafting **brand experiences** through organizing large-scale events & concerts, designing interactive installations, providing smart marketing solutions for experiential marketing campaigns and events

About OCTA

Reason behind the name

OCTA is the Latin word for the number '**8,**' inspired by our belief in creating **+1 experiences** and symbolizing that our events go beyond the ordinary, like adding an extra day to the week.

We extend brand storytelling into immersive experiences leaving a last impression and connecting emotionally with consumer

+1 experience = OCTA

How we do it

Crafting immersive brand experiences by blending cutting-edge technology.

Designing and executing events that transform brand narratives into memorable moments, and shareable experiences "SOV"

high-energy activations to interactive installations and live entertainment push the boundaries of innovation and engagement

Core Values

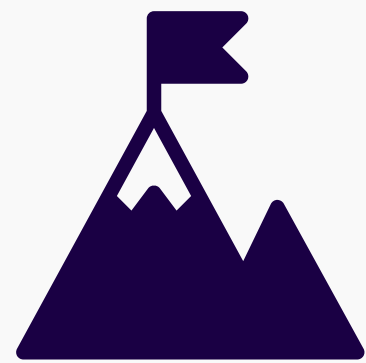
Perseverance – Management & Planning – Co-operation

Our Mission & Vision



Vision

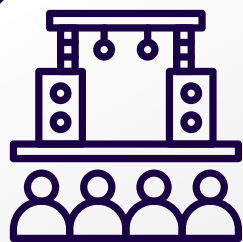
To be a leading force in experiential marketing and immersive brand storytelling, expanding into new markets and redefining the regional events industry.



Mission

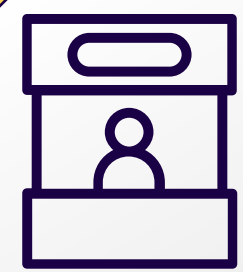
To bring brands to life through concept-driven events, push the boundaries of experiential marketing, and design innovative brand experiences that go beyond events—creating story-driven, immersive connections that leave a lasting impact.

Our services



Conceptual events

We craft immersive, story-driven experiences that bring brand strategy into life. We design photo-experiences and installation that connect with audience emotionally and create engaging and shareable moments.



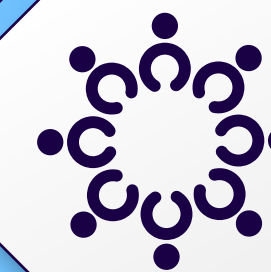
Brand Experience

We transform consumer interactions into unforgettable journeys. Through live activations, product samplings, and customized giveaways, we integrate the brand identity with experience in meaningful ways.



Experiential Installation

We merge creativity with technology to develop interactive brand spaces. From 3D projection mapping to holograms and Instagrammable installations, we design experiences that captivate and inspire.



Internal Comm

We elevate corporate engagement through dynamic events that foster connection and alignment. From conferences to team-building activations, we create experiences that inspire and unite organizations.

OCTA Partners

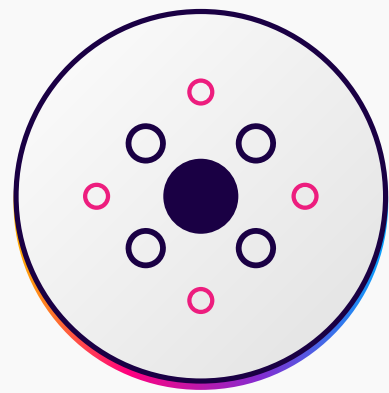


Insights & Numbers



+50

**Conceptual
events**



+1M

**Consumer
Interatctions**



+500K

Giveaways



+70

**Brand
Experience**



+200

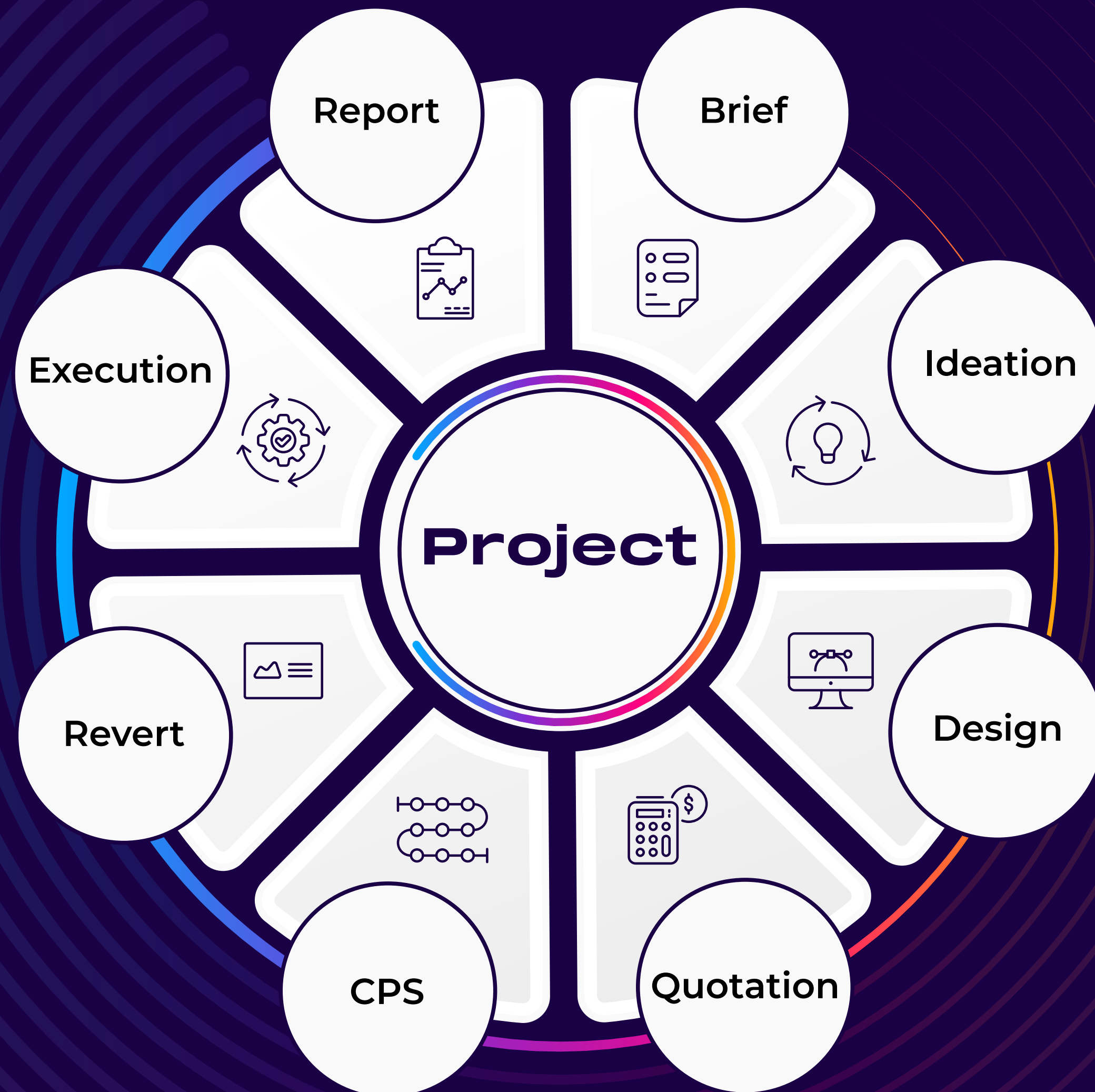
**Experiential
Installations**



+300K

**Flow
Management**

Work Flow Chart



Conceptual Events



2024 WRAPPED

The brief:

"Spotify aims to close out 2024 by bringing together top celebrities, artists, and leading influencers to wrap up the music scene in Egypt and showcase 24 Data & Trend."

The concept:

Curating a series of performances, games, activities, merch store and photo-worthy experiences that invite the audience to capture and share moments on social media for driving buzz, FOMO, and maximizing share of voice

Venue: Cairo jazz Club 610

Capacity: 800 Pax

Date: 16th December









MASTERCLASS

The brief:

Spotify typically hosts a workshop for artist managers, record labels, and music rights professionals to help them leverage Spotify for Artists, boosting exposure and strengthening ties within the music scene

The concept:

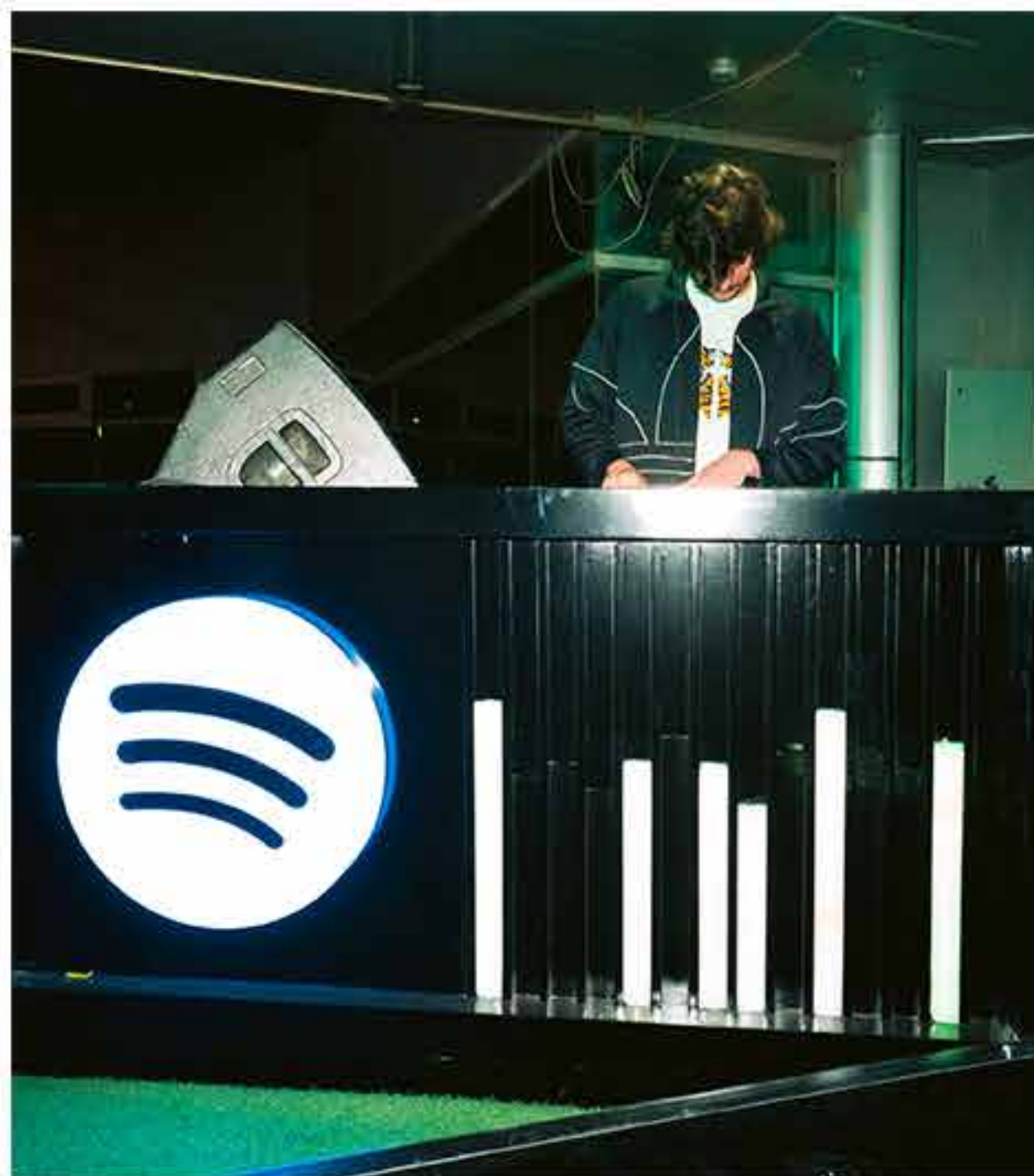
Organizing a stylish gathering featuring premium catering and coffee, customized giveaways, and instant-print photo moments. A dedicated stage to host talks and sessions, creating a space for meaningful connection and engagement

Venue: Greek Campus Roof top

Capacity: 120 Pax

Date: 24th November







**Description:**

Sodic Celebrated its 25th anniversary in 2022 and they wanted to reflect this on their annual event. Sodic strategy is cool by applying the PAA model, and they created Recognition values for their employees.

Concept:

We planned a 4 hours event fully of synchronized videos and talks that show up 25 years success of sodic, cool strategy, and PAA Model. The entertainment was based on this PAA Model as there was a progressive light dancer show, authentic violin, and aspirational percussion

The recognition values was announced by videos showing up the names & photos of the employees who can describe this value, with every value we celebrated with different fireworks show that can portray it.







**Description:**

SODIC Annual iftar where CEO & HR distribute Ramadan gifts among the employees after enjoying their Fetar

Concept:

We planned "Da Ramadanna" iftar where we changed the mechanism and experience of the Prize Distribution, gave more chance for the employees to engage by exposing their art illustrations & paints, and integrate some cultural habits, such as Tanour and Stand up Comedian

Date: 17th of April 2022

Venue: Seasons Country Club

Capacity: 1,000 employees





**Th brief:**

MetLife traditionally celebrates its top brokers with a Sohour night filled with Ramadan vibes and live performances, honoring their annual achievements in the spirit of the holy month

The concept:

An unforgettable night featuring live performances, soft ambient music, and a delicious So hour—brought to life with immersive installations that capture the spirit of the occasion. The evening culminates in a memorable awards ceremony honoring top sellers

Venue: Nile Ritz Roof Top

Capacity: 120 Pax

Date: 4th of April









The brief:

"Every year, MetLife celebrates its local agencies by showcasing their accomplishments and awarding the highest-performing sellers.

The concept: Elevate the awards ceremony, CREATING a dynamic brand experience that blends live performances, exquisite dining, and visually engaging content to recognize and celebrate achievements in a unique and memorable way. The event will integrate multiple sensory elements to ensure an engaging atmosphere from start to end, avoiding the monotony of traditional award shows

Venue: Dusit

Capacity: 500 Pax

Date: 10th of July







cap n' gown
elrow

Description:

AUC Graduates gather one last day before their commencement where they bring their family and friends to celebrate and capture their last moments as Students.

Concept:

We created **El row festival** experience by designing & executing Instagramable installations and photo-opportunities to be memorable to the parents and the students

Date: 18th of June 2022

Venue: AUC Library Gardens

Capacity: 3,000 Pax







CAP N' GOWN The Broad Night

The brief:

AUC Graduates gather one last day before their commencement where they bring their family and friends to celebrate and capture their last moments as Students.

The concept:

The broad night experience by designing & executing Instagrammable installations and photo-opportunities to create engaging and memorable moments to the parents and the students

Venue: AUC NEW Campus

Capacity: 1,200 Pax

Date: 14th june







Lenovo

LEGION Quest Vol.1

The brief:

The Quest Volume 1 of Lenovo legion that provides the opportunity for pro gamers to compete with each other in different games

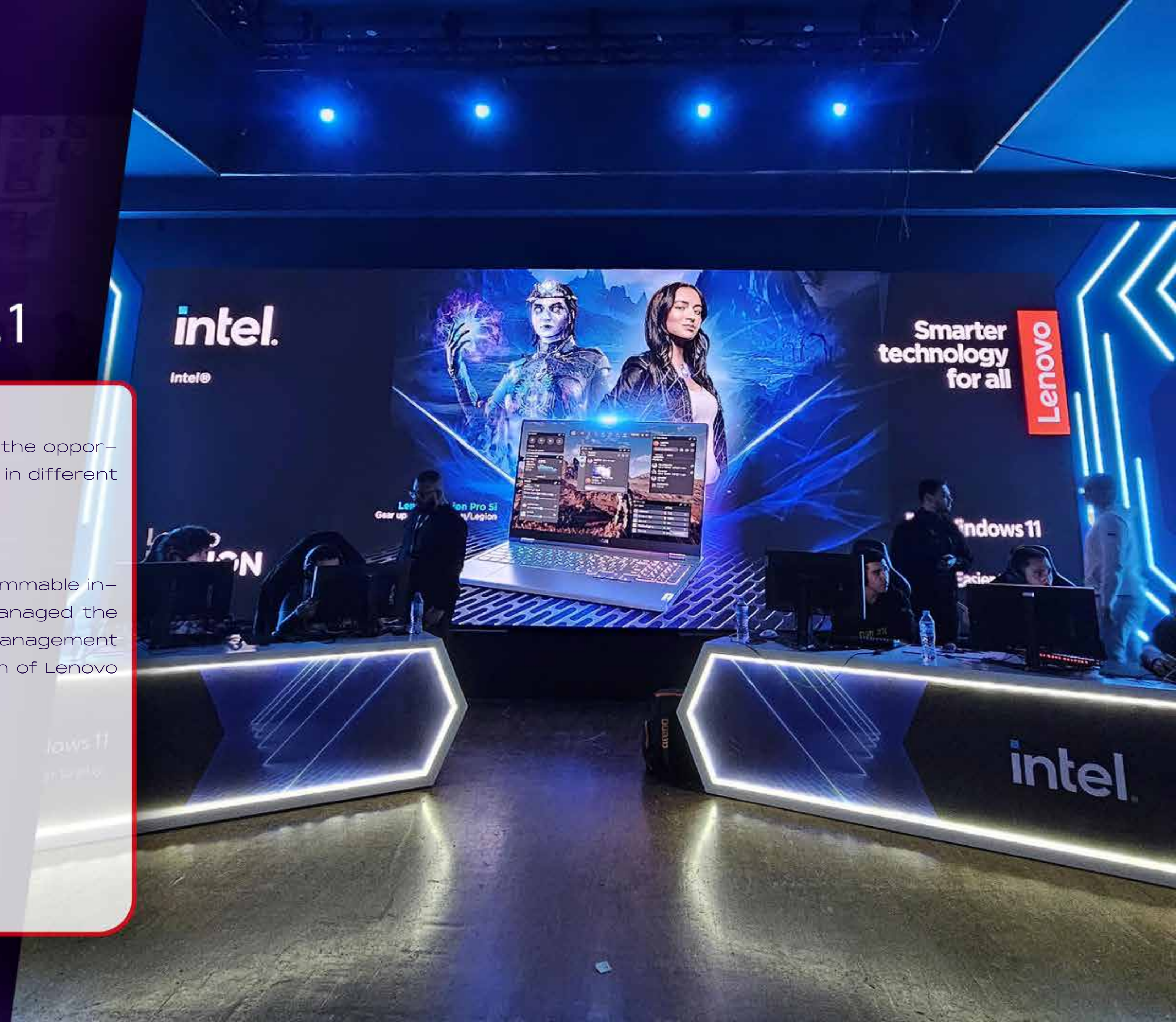
The concept:

We designed and planned the event from Instagrammable installations, stage set-up, event production and managed the day during competition streaming and Lenovo management talks about Benefits & Privileges of New generation of Lenovo PCs.

Date: 23rd of Dec 2023

Venue: Shahrzad Hall Intercontinental City Stars

Capacity: 500 Pax





Lenovo

Back to School

The brief:

Lenovo aims to promote for their new devices at the beginning of schools & years

The concept:

We created concept of the events, designed installations that uplift experience of consumers, and managed the time plan of the program

Date: 29th of Sep 2023

Venue: Room Art-Space

Capacity: 300 Pax





A UBISOFT ORIGINAL

ASSASSIN'S CREED MIRAGE

The brief:

Launch of AC Mirage game

The concept:

Mini- Mockups & diecuts & giveaways for the gamers as well as managing the projection of game story.

Date: 13th of October 2023

Venue: Arabhardware Studio

Capacity: 150 Pax







Vezeeta.com

Coca-cola

Date:

13th of Dec 2021

Venue:

Katamye Heights

Capacity:

Top Managment & Egypt Board

Vezeeta

Date:

13th Sep 2021

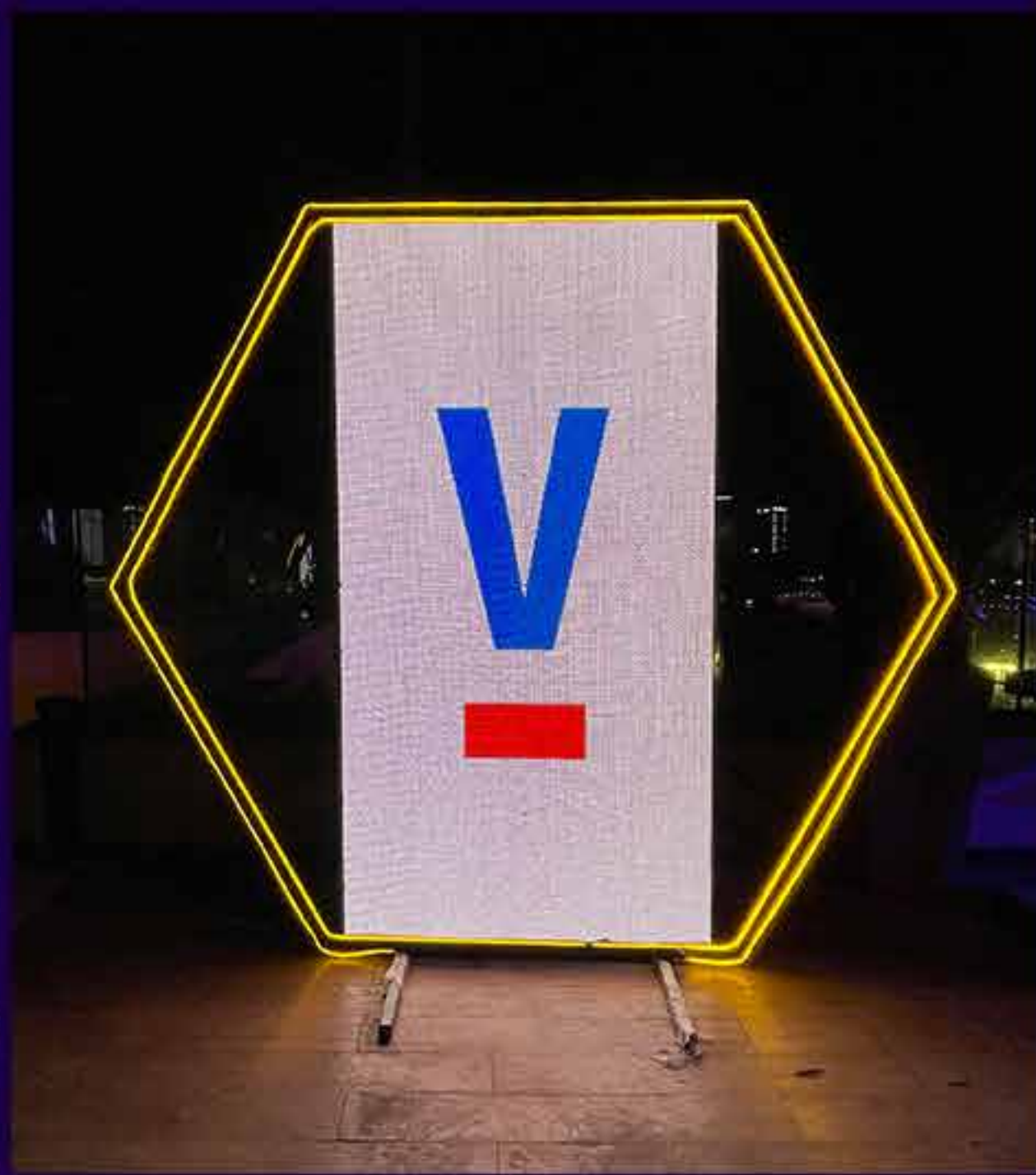
Venue:

Intercontinental Semeramis

Capacity:

600 international and local doctors





**Description:**

The AUC Talent show is a hub and an opportunity for all talented youth to expose and show up their gift. The show established from 1980s, and exposed a lot of popular artists, such as el-Esseily, and Hisham Abbas,

Judge Panel: Khadija, Dorra, Tamer Ashour, Ehab Abdelwahed

Mcs:

Date: 11th of April 2021

Venue: AUC Portal

Capacity: 2,000 Pax





realme



The brief:

Realme brings its loyal fans and tech bloggers together for an exciting festival, featuring live smartphone demos, showcasing the latest features in action

The concept:

Designing interactive installations and experience stations where audiences can explore key phone features—durability, performance, and camera capabilities. The journey is enhanced with themed catering and merchandise inspired by the 828 Festival, creating emotional connection through immersive storytelling

Venue: The Factory

Capacity: 120 Pax

Date: 13th of September







PARALCX

WARPING REALITY

Line-Up:

Tamer Hosney, Silento, Marwan Pablo

Date:

22nd of Nov 2019

Venue:

AUC Shot-put Field

Tickets Sold:

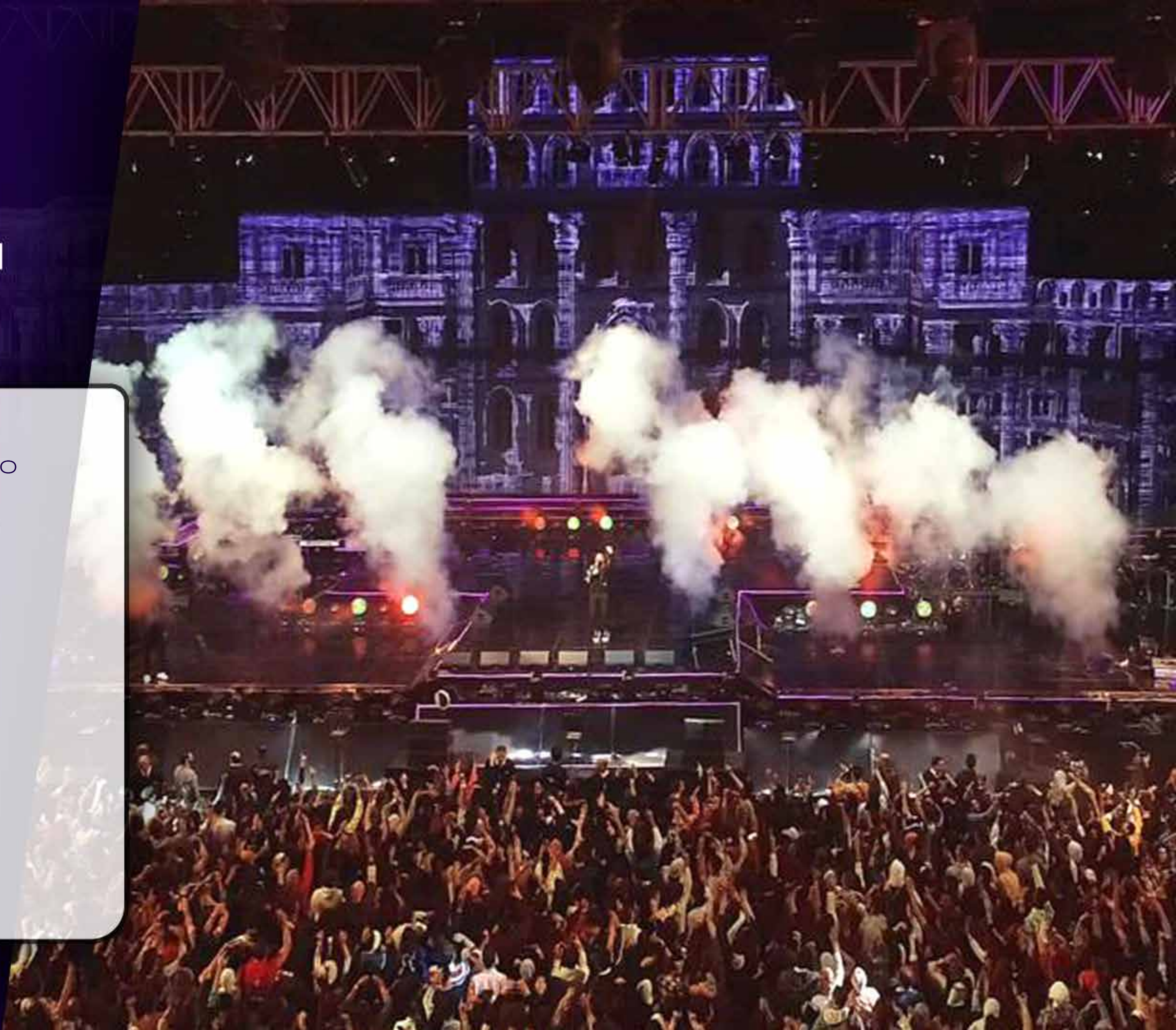
4,500

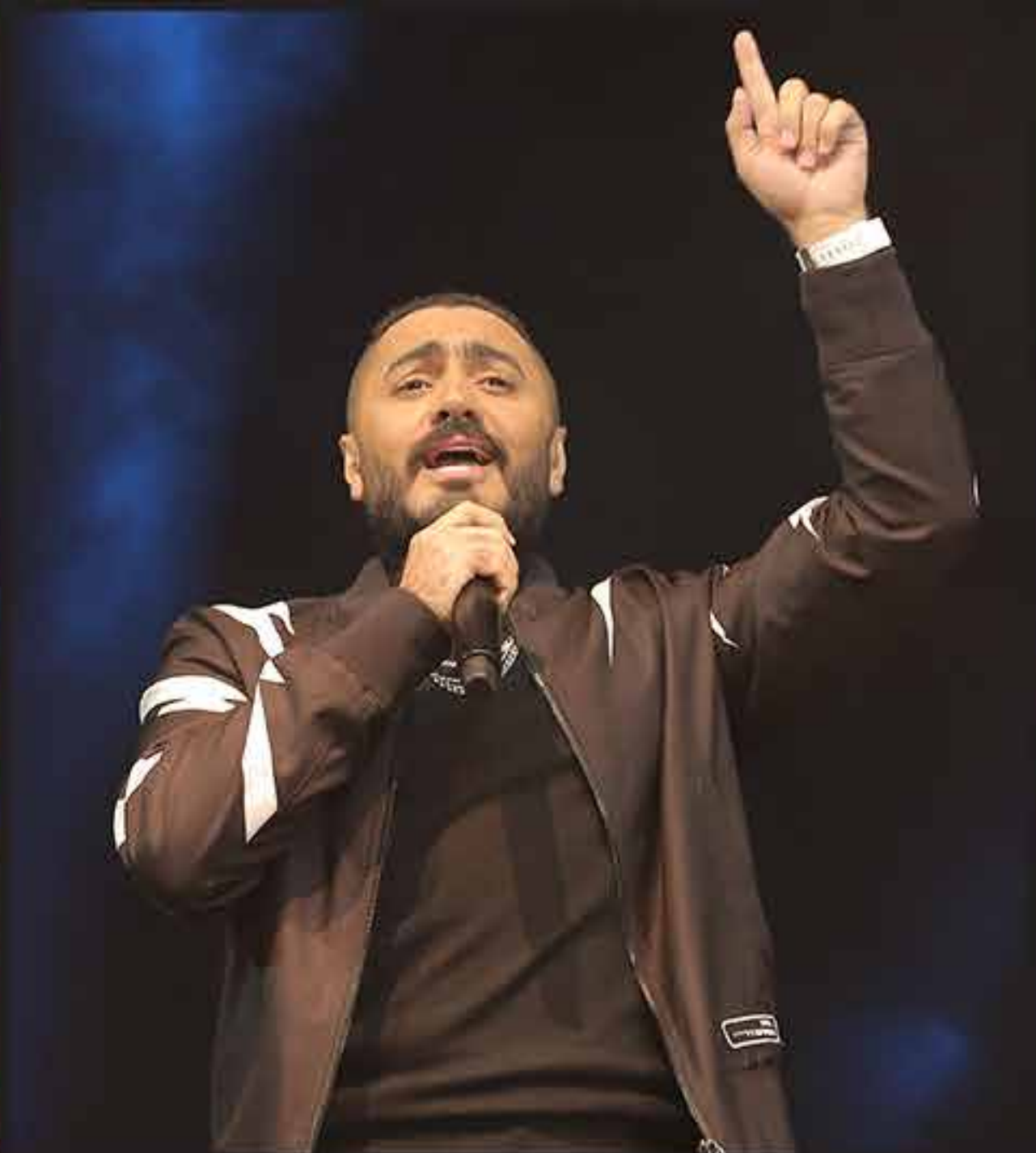
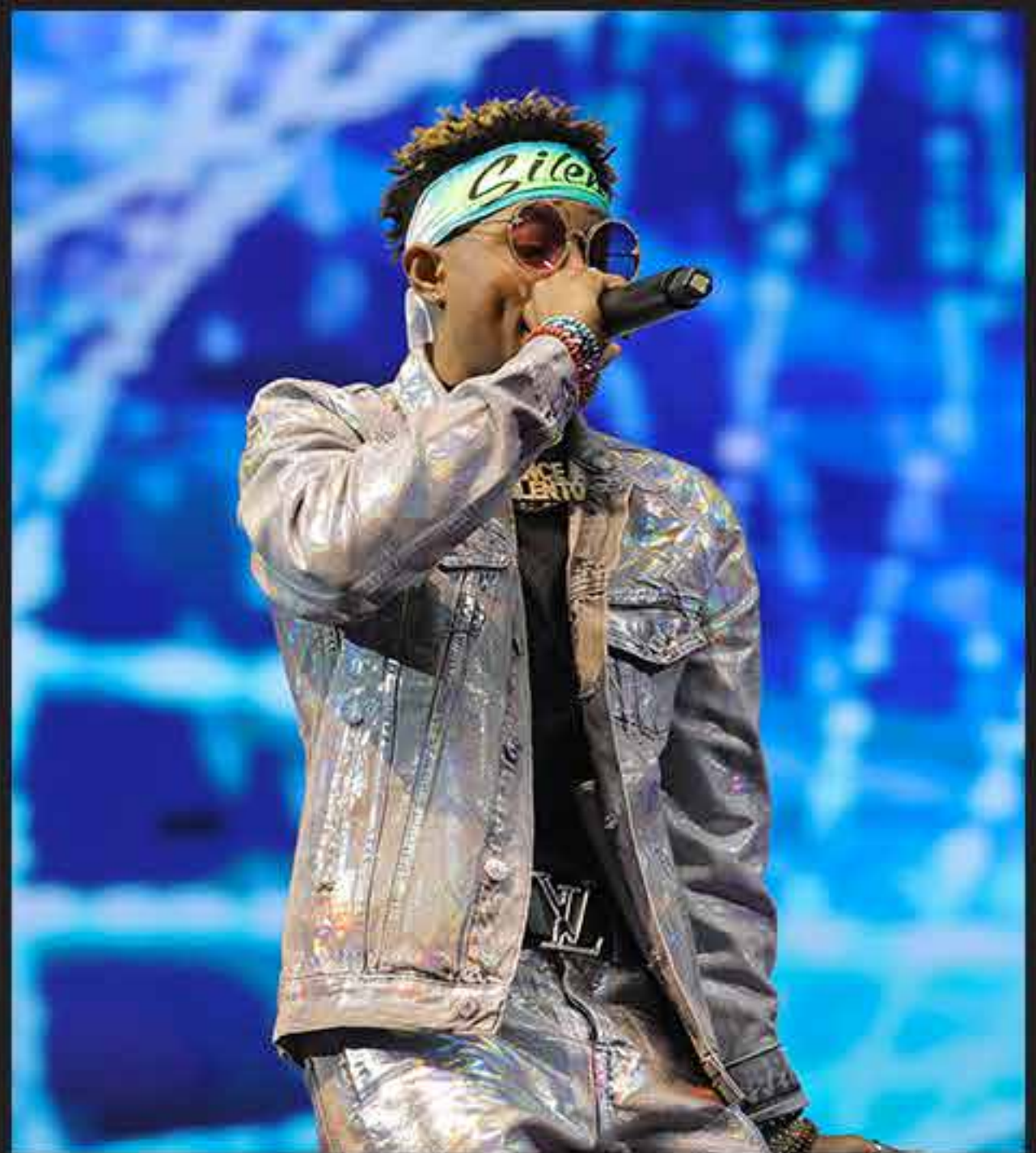
Funds:

350,000 EGP

Capacity:

5,500 Pax







3 D M A P P I N G



LUCID FEST

Line-Up:

James Arthur, Amr Diab, Mahmut Orhan

Date:

19th of April 2019

Venue:

AUC Football-Field

Tickets Sold:

10,500

Funds:

1.2M EGP

Capacity:

13,000 Pax





Brand Experience

Spotify *Blend* DATE*

The brief:

Spotify is launching an exciting new feature called "Blend with Friend", which allows users to merge their music tastes with their friends. It is a fun, personalized way to discover new tracks together, all while strengthening your musical bond.

The concept: Creating an immersive experience where users can blend their music tastes through Spotify in an interactive and engaging way. The idea involves setting up two separate rooms, where users cannot see each other, and developing a software that allows them to blend their music preferences in real-time through the Spotify app.

Venue: O WEST

Capacity: 1,200 Pax

Date: 14th February







The Brief:

Health insights contributed in **AFRICA Health Excoon June 2023**.

The Concept:

We deigned the booth to be fully of lights and led-screens that resemble futuristic and technological advancement of E-Health.







The Brief:

Health insights contributed in PHDC St.regis Almasa Sep 2023.

The Concept:

We designed the space to occupy a premium meeting room and we built the concept on interactive screens to allow the visitors to practice the app and feel the experience.







The Brief:

Beyti participated in GUC Employment Fair May 2023.

The Concept:

Crafted and designed experiential booth that shows DNA value ,strategic pillars of the company along with new products. Customized giveaways to attract the fresh grads and hire the most qualified calibers

Venue: GUC

Date: 11th & 12th of May 2023







The Brief:

Beyti participated in GUC Employment Fair May 2023.

The Concept:

We crafted and design experiential booth that shows DNA value and strategic pillars of the company to grab the fresh grads attention.

Venue: GUC

Date: May 2024







The brief:

Brand Awareness to a New sku launched on App at Ramadan "Kakh Pack"

The Concept:

We create brand experience through designing a van that pass by gated communities to sample kakh for awareness and testing the quality of product as well as consumers' preferences.







MetLife

LEADING THE CHANGE
AmCham HR Day

The brief:

Drive engagement and create memorable interactions with visitors.

Concept: We brought this to life with an interactive photo booth experience at the event. Visitors could capture their moments with a branded booth and walk away with a custom MetLife photo frame, making the experience personal and shareable

Venue: Nile Ritz

Date: April 2024

No.of Interactions: 150





On-ground Marketing

Activations – Production

Description:

We create on-ground activations, retail branding & Experiential installations.

AUC Ramadan Experiential Installations

Mcvitie's Campaign at AUC

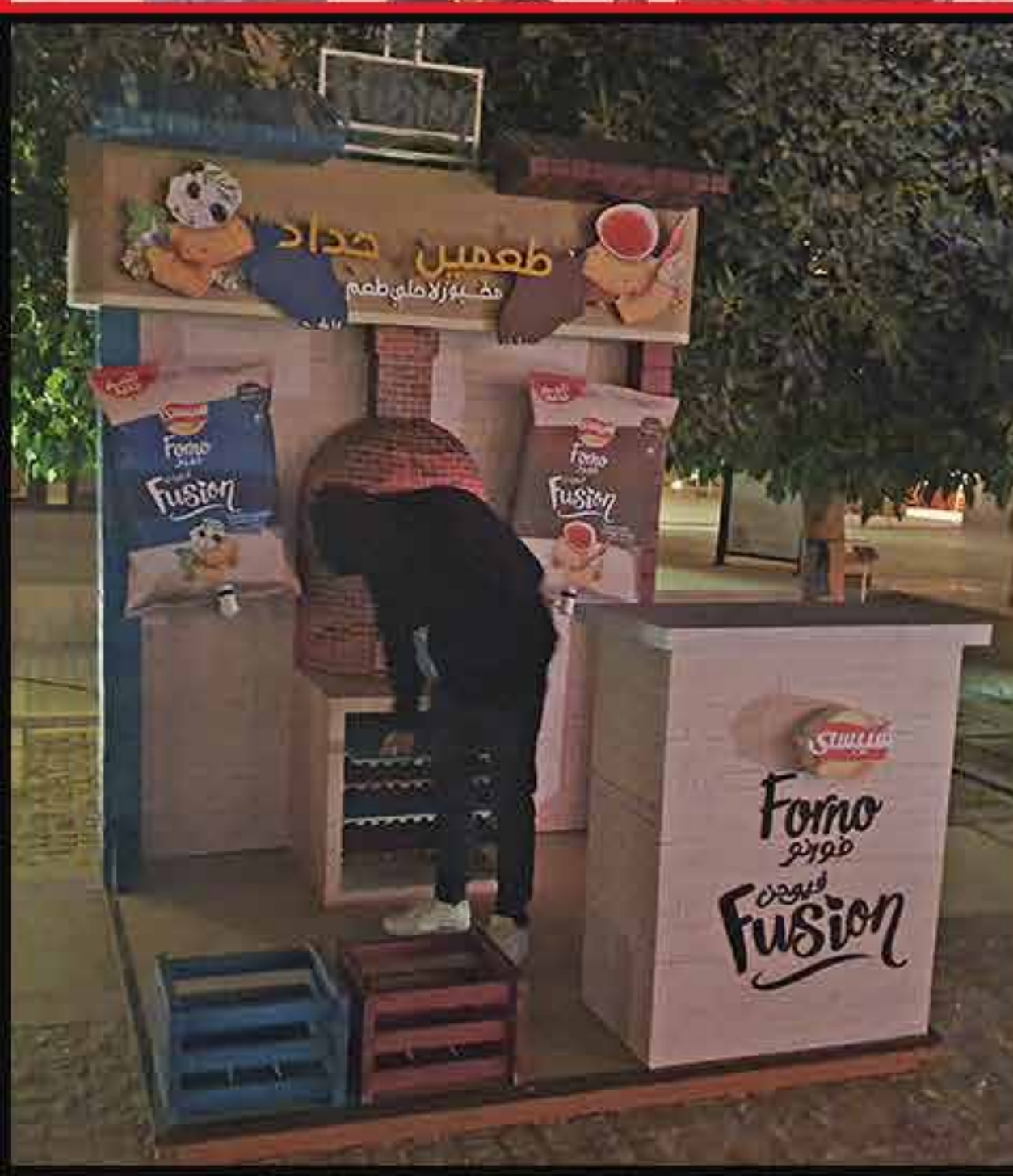
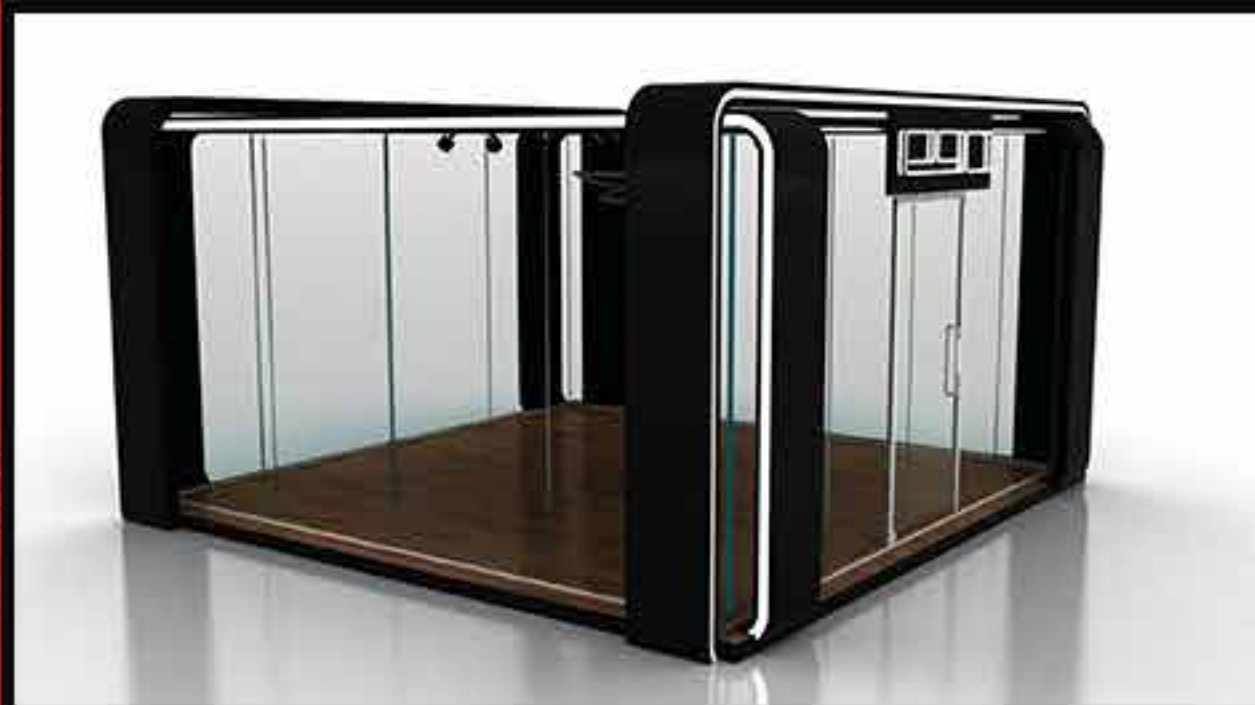
AUC Freshmen Pack

Sandisk Retail Branding

Ego on-ground activation at AUC

Ego Parking muips and flag post branding at Egypt Mall, and CFC





Experiential Installation



The Brief:

Trivium tends to decorate the space with Ramadan installation.

The Concept:

We designed and curated experiential and instagrammable installation that add to the ramadan vibes all around the venue and give additional experience to the visitor.







MISR
UNIVERSITY
FOR SCIENCE & TECHNOLOGY

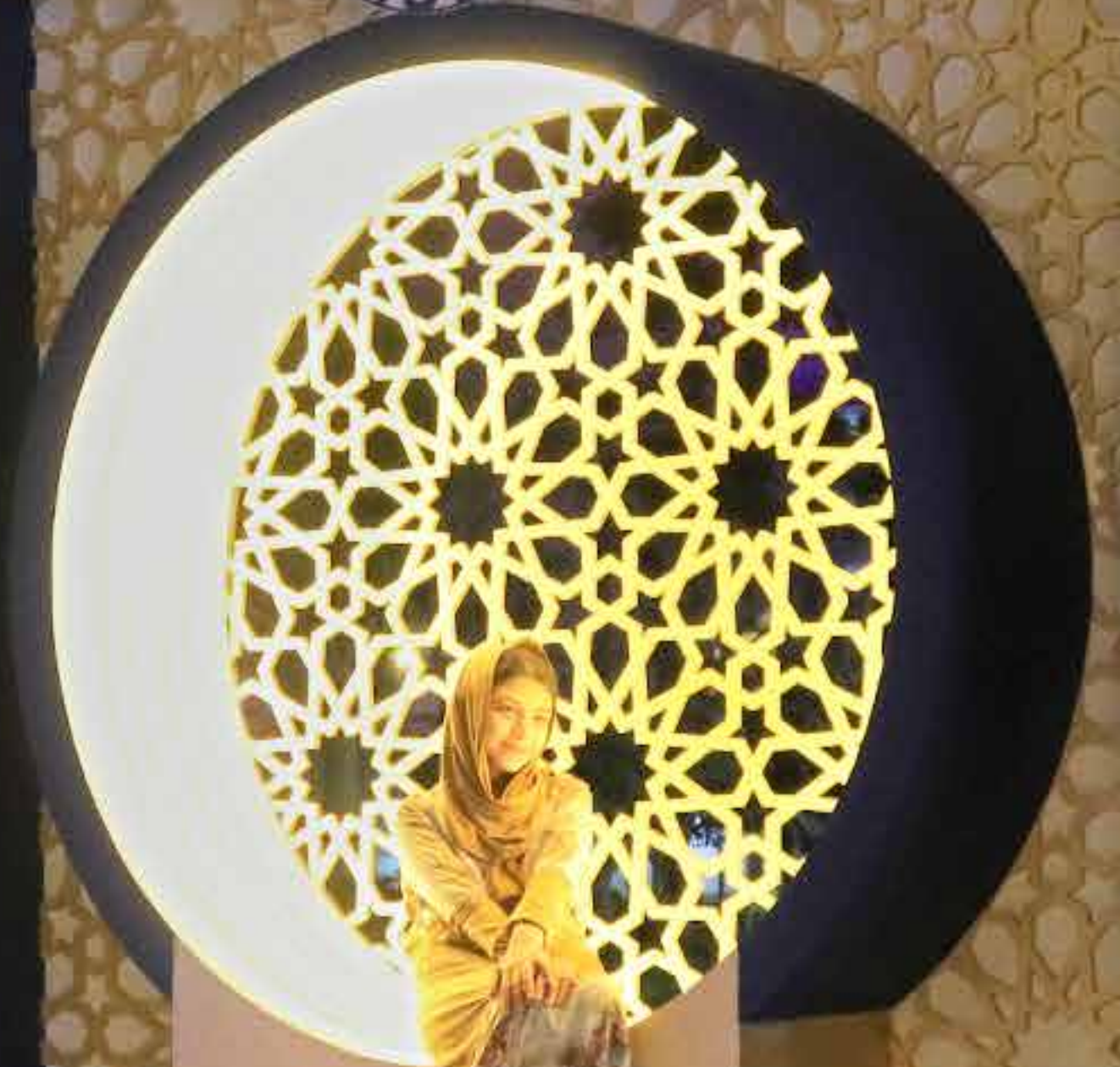
The brief:

Must University aims to decorate the campus with installations for the students to engage and interact during Ramadan

The concept:

We designed Instagrammable installations and interactive mockups that give the opportunity for students to feel Ramadan vibes within the campus

رمضان كريم







MISR
UNIVERSITY
FOR SCIENCE & TECHNOLOGY

The brief:

Must life club wants to own branded elements that can be easily moved and displayed on different events and fairs.

The Concept:

We integrated the artwork of must life within installations and assure that this branding elements match the students' interest





Internal Comm



The brief:

Launch of EWM Sap software "Internal Communication"

The concept:

We created logo, brand identity of project. Visualizing the project with graphics motion and animated videos. Distributing relevant giveaways to the employees, Producing experiential forklift that shows the benefits & impact of software. Finally, shooting and producing videos with animation that demonstrates the journey of implementing software as well as the impact on daily operations of warehouse.





The plus one Experience

 14 Saeed Zakaria St, Sefarat District, Nasr City

 01282271998

 info@octaevents.com

 octaevents.eg

 octaevents.eg