



LIKEWATER



WHAT WE ARE

An independent Creative Company

Specialists in brand development and communications

Providers of boutique style strategic solutions

Experienced in providing solutions on a global scale

A company that is growing organically

An impressive track record of acquisitions

A team that's easy to work with

Minimal contact persons makes for easier, simpler flow of communication



WHAT WE DO

Brand Stories Advertising **Design** Corporate
Identity Development **Social Media** **Blogs**
Event Scripts **Event Branding** Video
Production **Packaging** **Info-graphics**
Exhibition Design Content Development
Graphics **Scripts** **Photography** **Post**
Production **Animation** **Website** **Design**



TEAM LEAD



JOVAN JOHN
ROLE: CLIENT MANAGEMENT
CREATIVE DIRECTION

PREVIOUS ENGAGEMENTS

- Creative Director Pirana M&C Saatchi: Dubai
- Founder Earth Station Studios: Dubai
- Creative Director Max Vision International: Dubai, Jeddah
- Senior Writer, Impact BBDO: Dubai

CURRENT ENGAGEMENTS

- Partner at Likewater Branding Services LLC, Dubai

CAREER HIGHLIGHTS

- Various national and international awards
- Lecturer at Dubai School of Business, Academic City
- Worked with teams across the globe



TEAM LEAD



NIRMAL DIWADKAR
ROLE: CLIENT MANAGEMENT
CREATIVE DIRECTION

PREVIOUS ENGAGEMENTS

- Regional Creative Director and Chief Operating Officer, TBWA Dubai, Cairo, Beirut
- Executive Creative Director and Chief Operating Officer, Lowe Worldwide & Brandcom Dubai

CURRENT ENGAGEMENTS

- Partner at Likewater Branding Services LLC, Dubai

CAREER HIGHLIGHTS

- Multiple Award winner
- Jury Member at various Regional and International Advertising Award shows
- Lecturer at Cairo University
- Extensive experience working with teams across the globe



SOME OF OUR WORK

Within a short time, we have been able to showcase some fabulous work that we are truly proud of - a testament to our inspired creative.



BRANDING & BRAND IDENTITY

- **Corporate Identity development programs**
- **Collaterals**
- **Stationery**
- **Website Design**
- **Presentation Templates**





LIKEWATER

A culinary journey of family traditions

Unlimited Breakfast

Memorable get togethers

Sorry no fizzy!

We serve a healthy spread

Practice order when you order.

Food that tastes like memories

All real taste. All real colour.

Good food. Great memories.

masalabay

masalabox

LUNCH WITH A TOUCH OF HOME

masalabay

Good food. Great memories.

Karama 04 2340080
Discovery Gardens 04 4475553

masalabay

A Sri Lankan-Indian fusion

My LUNCH BOX

EVERYDAY HEALTHY MEAL

The Lunch Box is brought to you every afternoon keeping your health in mind. Prepared using only the best ingredients, we ensure that your everyday lunches are wholesome, while keeping in mind that your mind needs to be alert at work for the rest of the day. Enjoy your lunch box.

masalabay

Good food. Great memories.

Chicken Pumpkin soup
Desi Grilled Cottage Cheese
Mango Ki Tikka (Chicken)
Achari Fish Tikka
Bunni Kabab (Chicken)
Shami Kabab
Hyderabadi Chicken Biryani
Organic Roti
Butter Chicken
Crème Brûlée

masalabay

Work all day and eat all you can at night.

Tandoori Night

All you can eat Tandoori Platter AED 49/- only

masalabay

masalabay

Let us know how you had the dining experience.

masalabayrestaurant

masalabay

Good food. Great memories.

#masalabay

Tag your Masala Bay experience on our Instagram and Facebook account. If your pic gets more than 20 likes or 5 shares, enjoy a **free all you can eat breakfast** with us.

masalabayrestaurant

masalabay

Good food. Great memories.

All you can eat breakfast: Friday and Saturday

CHAAT CHARCHA

UNLIMITED DELIGHTS @ AED 17

the perfect mix to celebrate your diwali

masalabay

Good food. Great memories.

• In-store branding and packaging design for MasalaBay Group of Restaurants



- Packaging design development for Sunkist and Nut King





- Branding, Corporate ID development and packaging design for Rock Land Music Cafes



earth

Organic Spa



- Corporate branding and packaging design for Earth Organic Spas



FILMS



- **WESTAR – WATCHES**
- **OTOBI – LIFESTYLE FURNITURE**
- **AMAZE - PERFUMES**
- **BRITE N NITE – PERFUMES**
- **NATIVE**

FROM THE PORTFOLIO

- <https://www.youtube.com/watch?v=5ebutwG0Gs8>
- <http://www.youtube.com/watch?v=hCgdzA47joA>
- <https://www.youtube.com/watch?v=lwADR9vUWwo>
- <https://www.youtube.com/watch?v=HrkGKPBE1f8>
- <https://www.youtube.com/watch?v=hCgdzA47joA>
- <https://www.youtube.com/watch?v=pFJt5eHDIZQ>
- <https://www.youtube.com/watch?v=ZjHpN8Rcxbg>



CUSTOMER EXPERIENCE VIDEOS



<https://www.youtube.com/watch?v=TB08kl3cS3E>



<https://www.youtube.com/watch?v=SMLMP9arh9M>



https://www.youtube.com/watch?v=Nh639UR_dmc



SOCIAL MEDIA/PRINT/ CREATIVE



Regional Print and
digital campaign
for FedEx

Message:
FedEx is easy to use

100% wrinkle free

You are at peace when you understand that your shipment always arrives on time and is safe in the hands of FedEx. You are more relaxed when you learn that our own aircraft fly your packages and documents to 211 countries.

Ship with FedEx, and rest easy, watching those wrinkles fade away.

FedEx

800fedex

www.fedex.com



LIKEWATER



Print and digital designs for Native, a homegrown lifestyle brand in Dubai

STRONGWOOD

Be careful with Strongwood

tel +971 4 2959907
e-mail info@strongwood.ae
www.strongwood.ae

Print advertising for
Strongwood, a
timber dealer and
private airliner.

SUKHOI



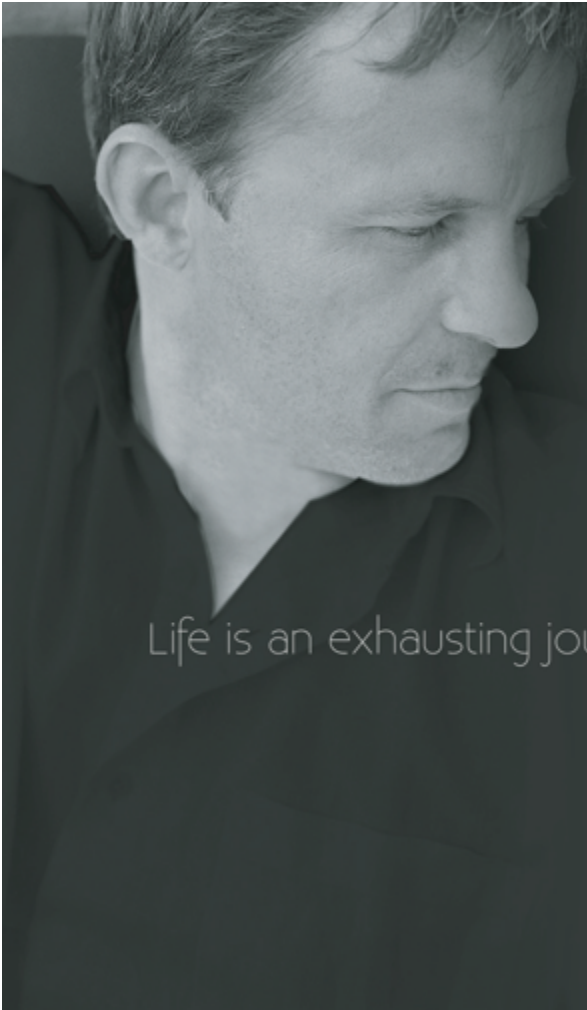
At the very top,
it's not what you have for lunch.
It's who.

STRONGWOOD/AVIATION

Exclusive representatives of Sukhoi Superjet 100 in the Middle East

LIKEWATER

Regional Print and outdoor
campaign for Kolber
Watches, a division of
Al Futtaim Watches and
Jewellery, UAE



Life is an exhausting journey | Celebrate

When Swiss passion ticks together with high precision engineering, every moment of life becomes a celebration. Having infused luxury, precision and aesthetics into each of its timepieces, Kolber Geneve is a true reflection of uncompromising taste. No wonder it is the preferred expression of those who have mastered life.

Kolber
GENEVE



LIKEWATER

NATIONAL STADIUM, WARSAW

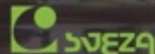
ICONIC PROJECTS

ACROSS THE WORLD

HAVE ONE THING

IN COMMON

www.sveza.com



The world leader in birch plywood

GOLDEN EARS BRIDGE, VANCOUVER

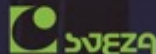
ICONIC STRUCTURES

ACROSS THE WORLD

HAVE ONE THING

IN COMMON

www.sveza.com



The world leader in birch plywood

OPERA HOUSE, MUSCAT

ICONIC ADDRESSES

ACROSS THE WORLD

HAVE ONE THING

IN COMMON

www.sveza.com



The world leader in birch plywood

Print campaign for Sveza Group, Russia - in leading newspapers across the GCC



LIKEWATER



KANSAI'S ACTIVE COOL
REDUCES 30% OF SURFACE TEMPERATURE



KANSAI'S ACTIVE SILVER
KILLS 99.9% OF BACTERIA



KANSAI'S HYDRO TECHNOLOGY
REPELS 100% OF WATER & STEAM

Social Media Campaign for Kansai Paints



LIKEWATER



tigo

Live it.
Love it.



A world of opportunities
in your hands.

tigo

Live it.
Love it.

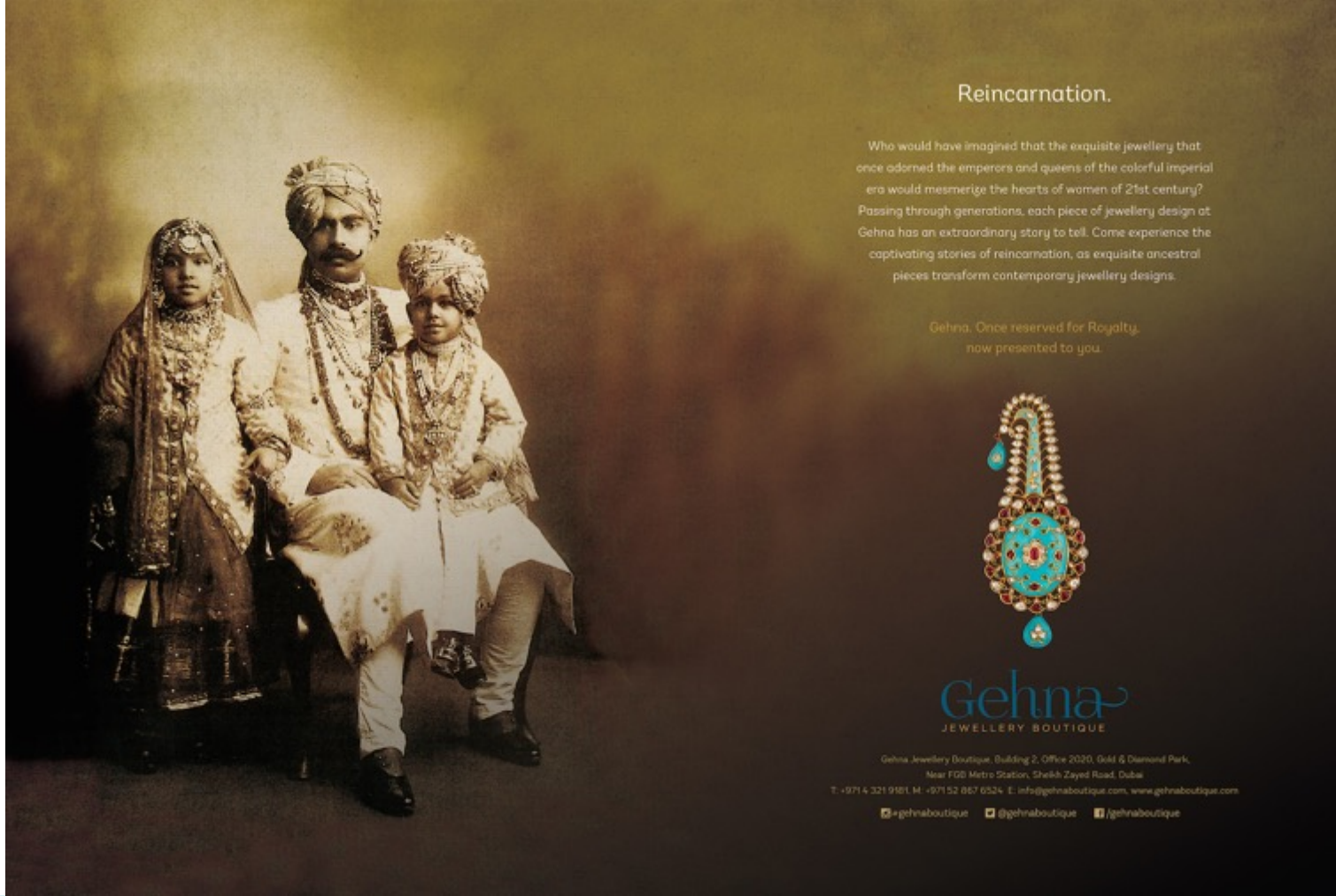


Pan Africa Campaign for Tigo. TVCs, Print Ads, Brochures, Social Media Creative



LIKEWATER


Print campaign for
Gehna Jewellery, a
leading Indian
Bespoke Jeweller,
based in Jaipur,
Mumbai and Dubai



Reincarnation.

Who would have imagined that the exquisite jewellery that once adorned the emperors and queens of the colorful imperial era would mesmerize the hearts of women of 21st century? Passing through generations, each piece of jewellery design at Gehna has an extraordinary story to tell. Come experience the captivating stories of reincarnation, as exquisite ancestral pieces transform contemporary jewellery designs.

Gehna. Once reserved for Royalty,
now presented to you.



Gehna
JEWELLERY BOUTIQUE

Gehna Jewellery Boutique, Building 2, Office 2020, Gold & Diamond Park,
Near F02 Metro Station, Sheikh Zayed Road, Dubai
T: +971 4 321 9181, M: +971 52 867 6524 E: info@gehnaboutique.com, www.gehnaboutique.com

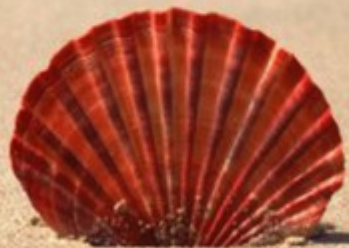
[#gehnaboutique](#) [@gehnaboutique](#) [/gehnaboutique](#)



LIKewater

BLUVU
DUBAI
by urban assets

fashionable residences by the sea
starting from AED 1M



BLUVU
DUBAI
by urban assets

fabulous retreats by the sea
starting from AED 1M



BLUVU
DUBAI
by urban assets

stylish homes by the sea
starting from AED 1M



Teaser campaign for a real estate
developer in Dubai



LIKEWATER



175,000 NEW JOBS

A MILLION SMILES OF HAPPINESS

POWER TO THE PEOPLE

CELEBRATING 40 YEARS WITH THE PEOPLE

 **Post Courier**
THE HEARTBEAT OF PNG

40 Years Campaign for Post Courier in
Papua New Guinea



LIKEWATER

40-minute lessons.
43 years of legacy.



Virtual learning.
Real results.

REGISTER NOW

After school is
when we make
Science fun.



Virtual learning.
Real results.

REGISTER NOW

After school is
when we make
learning safe.



Virtual learning.
Real results.

REGISTER NOW

Social media creative for Online Learning World, an after school education portal



LIKEWATER

Poster design for Hala
Equipment Trading LLC

Message: Heli, the leading
forklifts from China, is now
in the Middle East



Heli Forklifts from China.

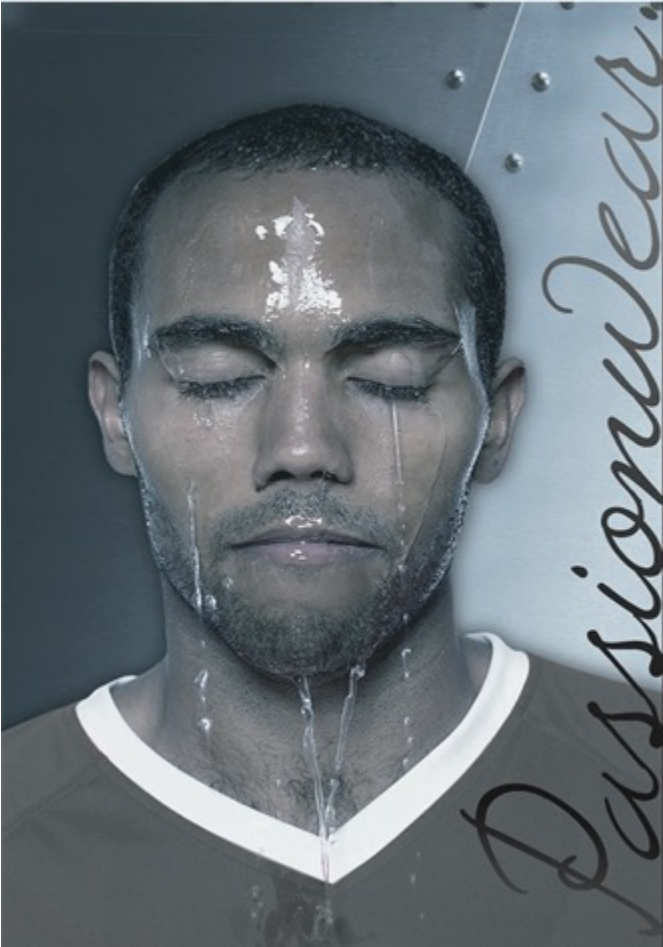
Hala Equipment Trading LLC, Sole distributor of Heli Forklifts, Dubai Tel +971 4 284 7078 Sharjah Tel +971 4 534 3325

HALA
LIFTING ^ MOVING > LEADING



LIKewater

Regional Print campaign for
Westar Sports Watches, a
division of
Al Futtaim Watches and
Jewellery, UAE



Raise the bar. Feel the rush. Squeeze the maximum out of every second. When you are driven by passion, the world stops on its tracks and applauds. Embrace that moment and wear it on your heart.

activ 
WESTAR



LIKEWATER



<https://www.instagram.com/gehnaboutique/>
<https://www.facebook.com/halaequipmenttrading/>
<https://www.facebook.com/alanwaar.jewellers/>
<https://www.facebook.com/iteautomotive/>
<https://www.facebook.com/masalabayrestaurant/>
<https://www.instagram.com/alanwaarjewellers/>
<https://www.instagram.com/likewaterworld/>



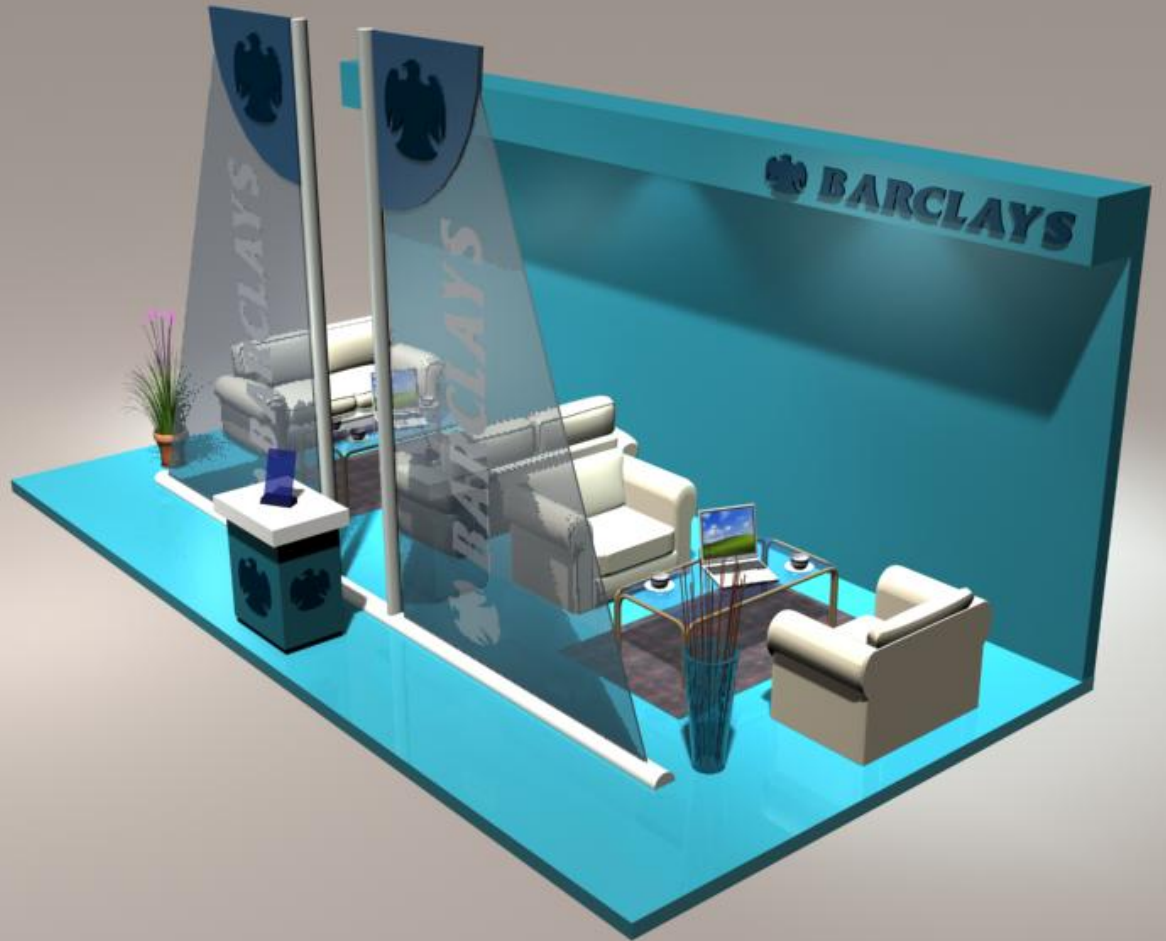
EXHIBITION/ RETAIL DESIGN





Exhibition Design for Strongwood
Location: Dubai World Trade Centre





Exhibition Design for Barclays Bank
Location: Dubai World Trade Centre



BROCHURES/ ANNUAL REPORTS/ PUBLISHING





Annual reports for various clients



INDUSTRY EXPERIENCE

Watches Healthcare Automotive Lifestyle
Real Estate White Goods & Electronics
Tourism Banking & Finance Heavy
Equipment Trading Hotels & Restaurants
Telecom Furniture Media Aviation
Education Jewellery



CLIENTS

nielsen

CESAB

Al-Futtaim

Gehna
JEWELLERY BOUTIQUE

SVEZA
The world leader in Birch Plywood

Office me
Everything your office needs

STRONGWOOD

AL ANWĀR

HALA
LIFTING ^ MOVING > LEADING

YESEN
SUSTAIN
Technology by nature

GHANADA

SW Miller & C^o
ESTD 1968

Überhomes
Real Estate

tigô

WORLDWIDE
FORMATIONS



LIKEWATER