

Alarabi Portfolio

About

AlArabi Creative Solutions is a 1992–founded creative agency and advertising firm. Based in Palestine, we have worked with both national and global brands over the years, creating a strong local presence and achieving an impressive global reach.

We established Al Arabi with the vision of leading the advertising and media market in Palestine and expanding beyond our locality. Over the years, we have successfully met the promotional and advertising needs of various domestic and international clients, thanks to the creativity and innovation we bring to the table.



Shihab Jewelry

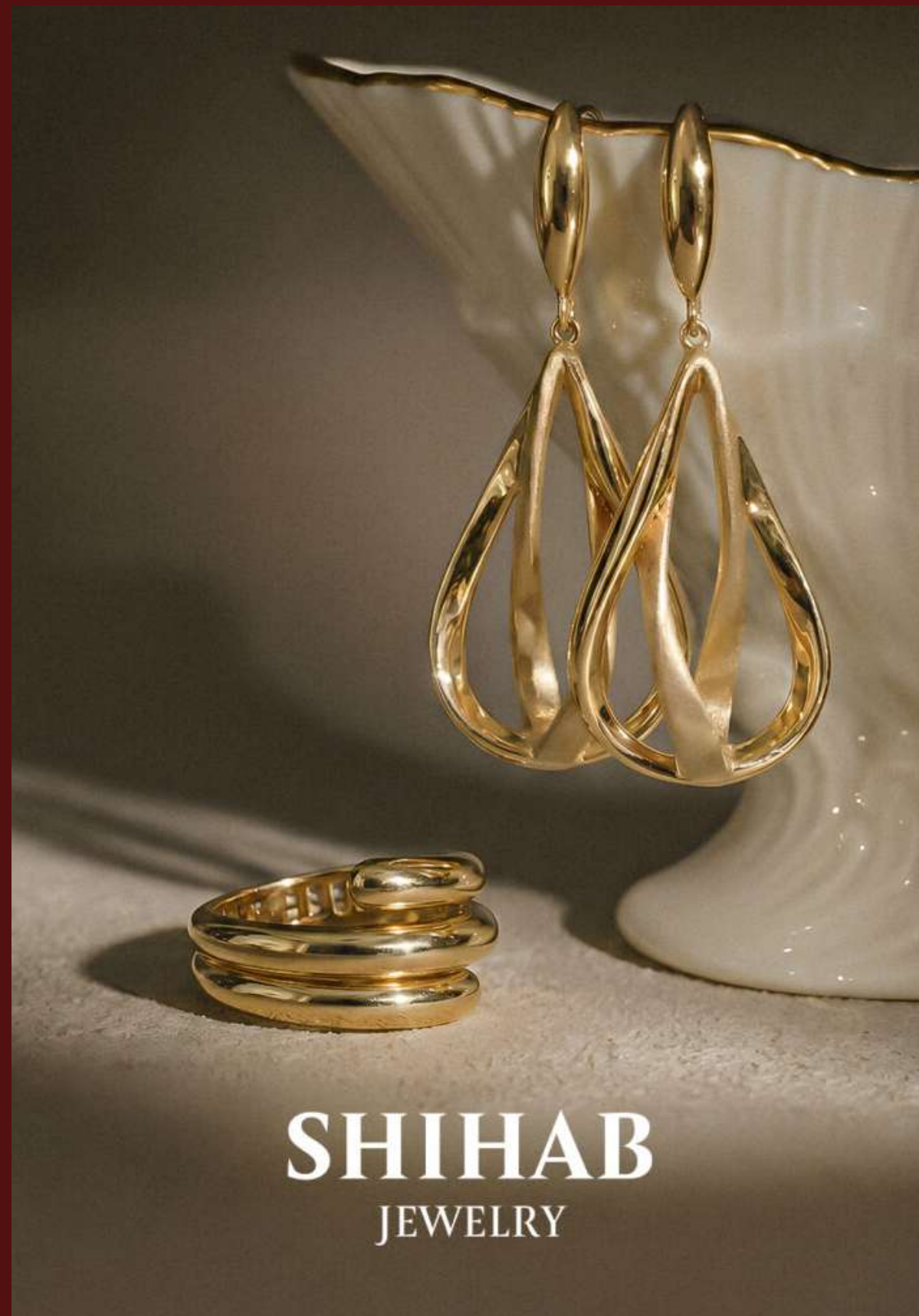
We collaborated with Shihab Jewelry to create engaging visual content, including social media designs, reels, and targeted campaigns for key occasions such as Mother's Day and Valentine's Day, enhancing brand presence and audience engagement.

Social Media Designs

We created a series of visually engaging social media designs for Shihab Jewelry, focusing on elegance and brand consistency to highlight their unique pieces and capture audience attention.

Shihab Jewelry – Social Media Designs

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Creative Reels

We produced dynamic and engaging reels that showcase the beauty and details of the jewelry, helping the brand connect with a wider audience and increase reach across social platforms.

SHIHAB

JEWELRY



the
SUNFLOWER
EARRINGS



the
TREE LEAF
EARRINGS

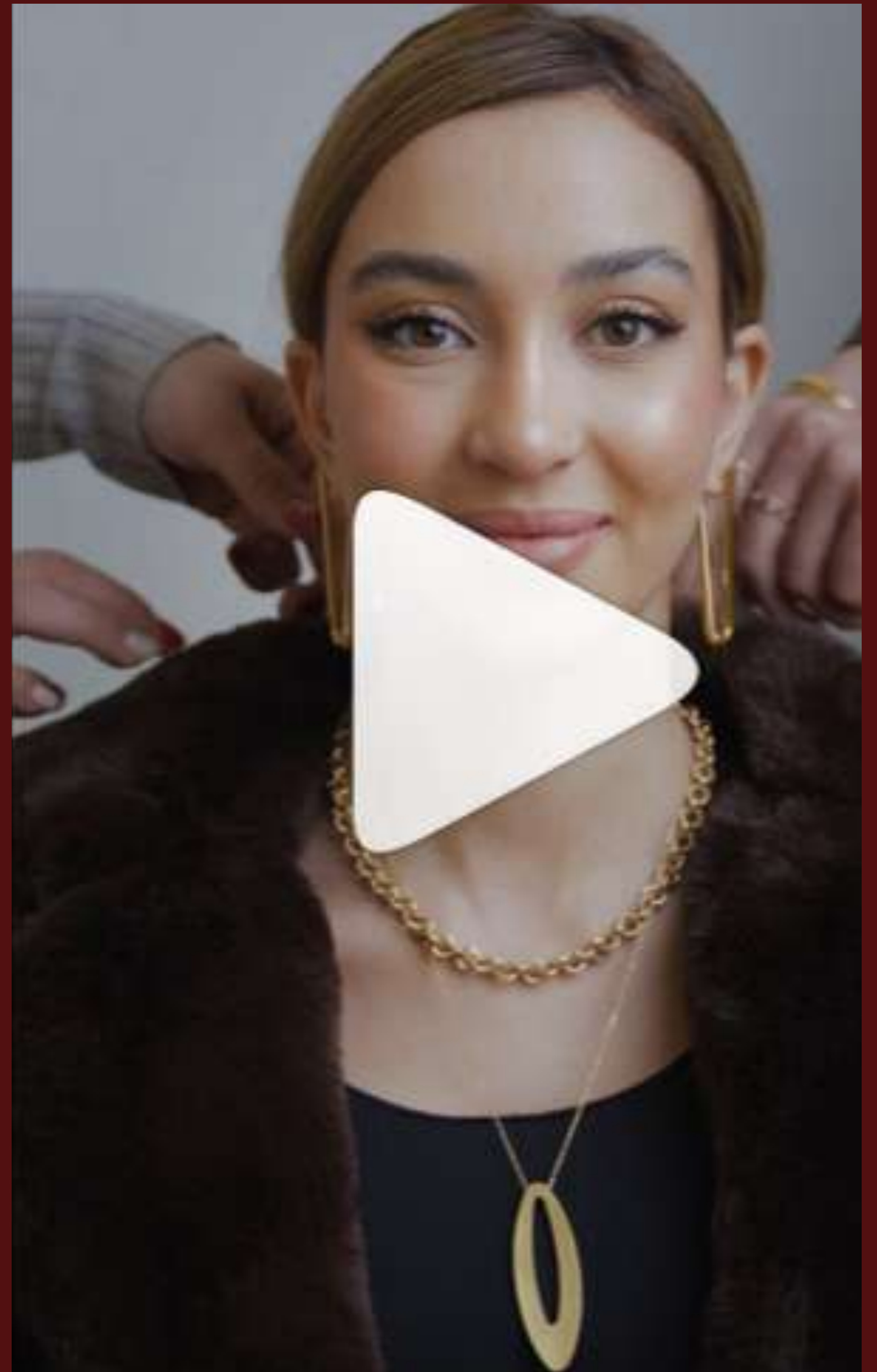
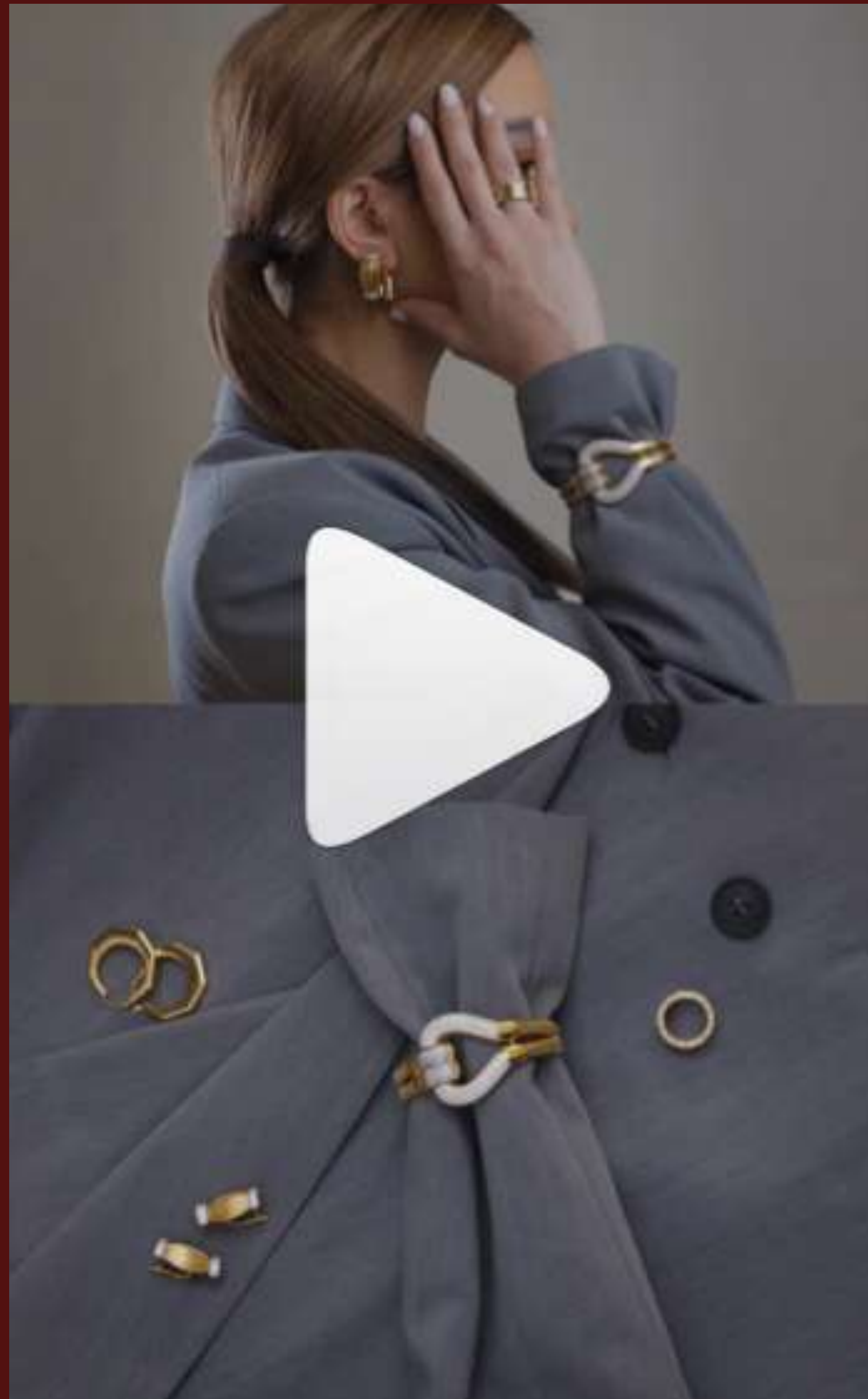


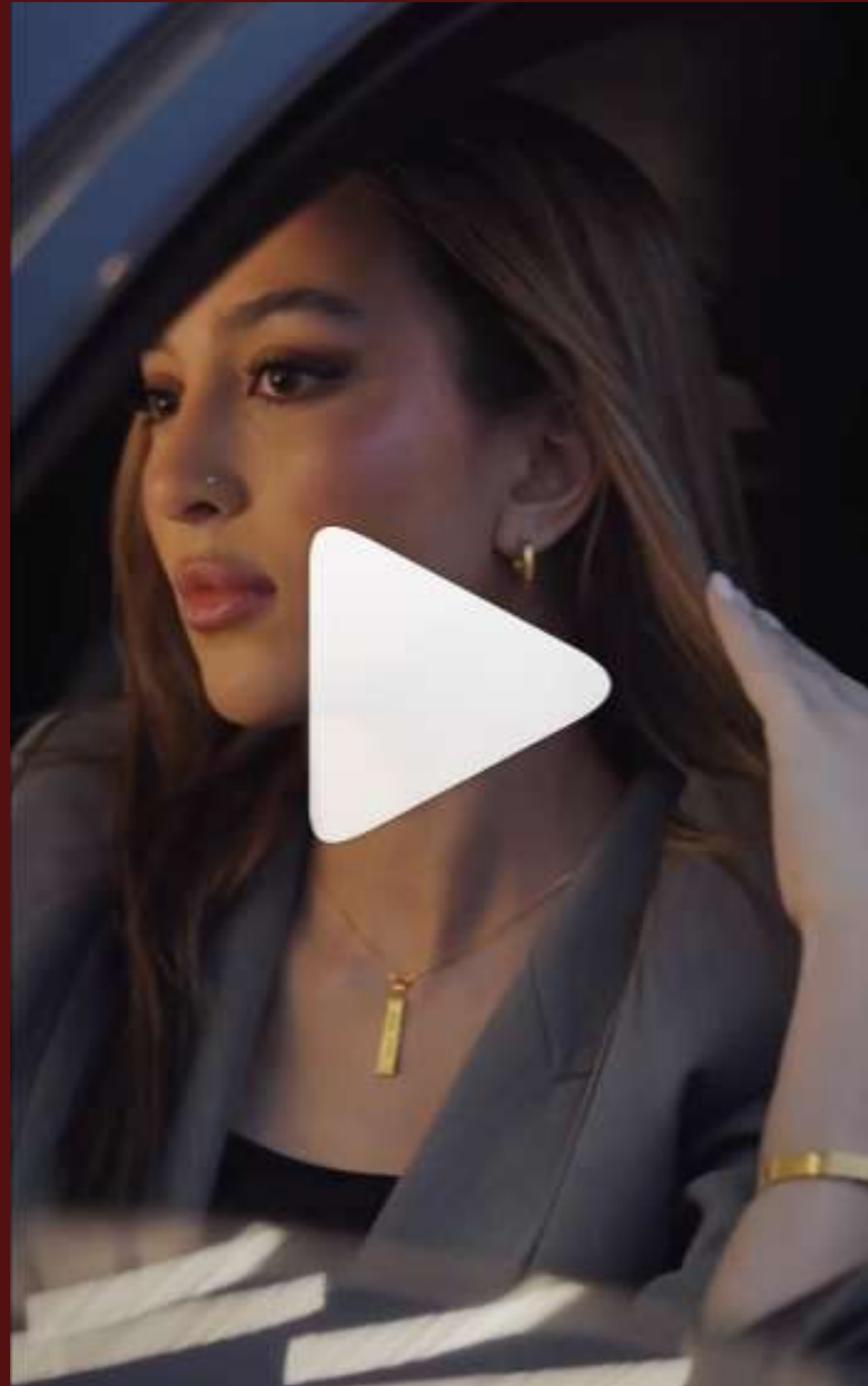
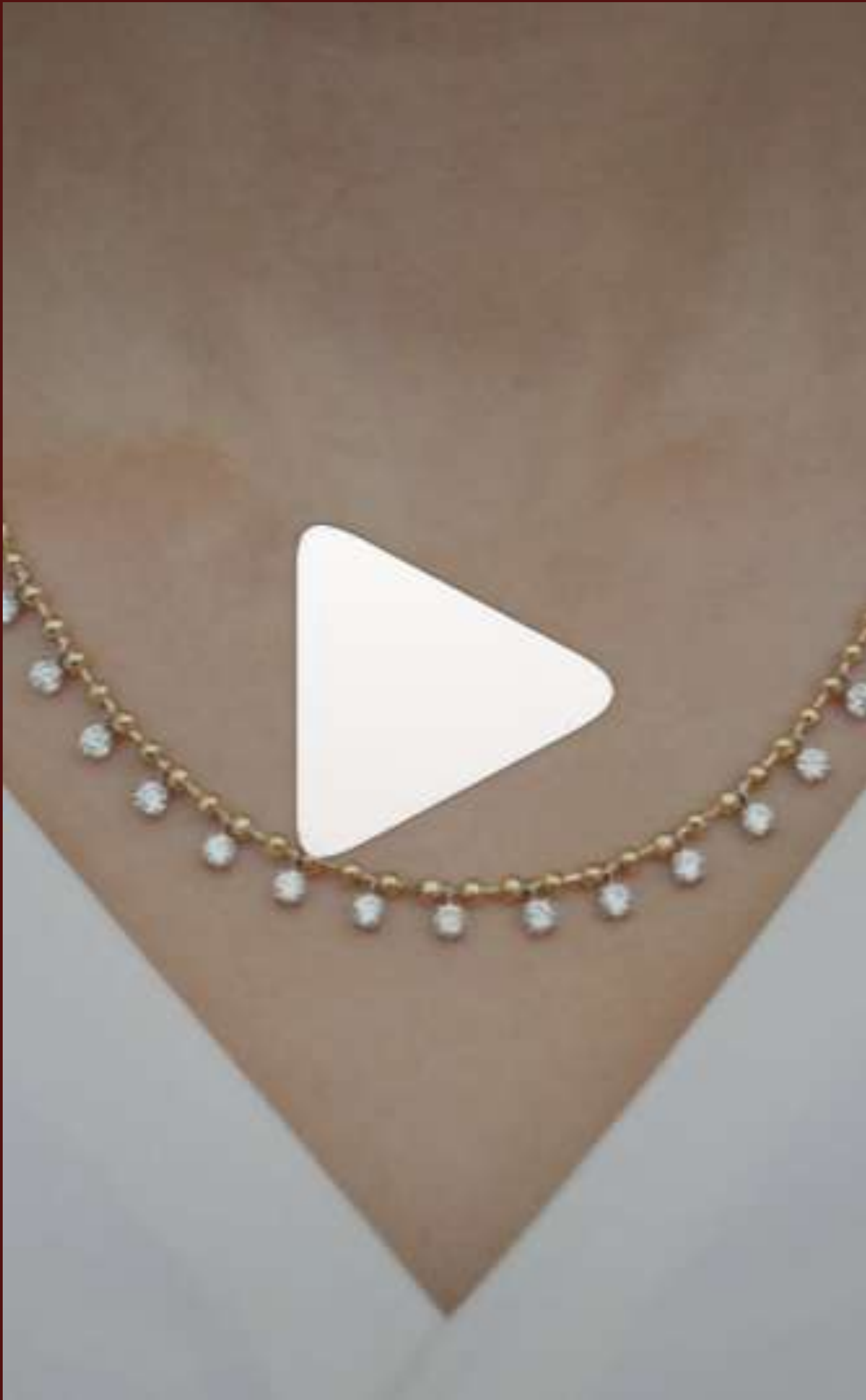
the
ANGLED DROP
EARRINGS



SHIHAB
JEWELRY







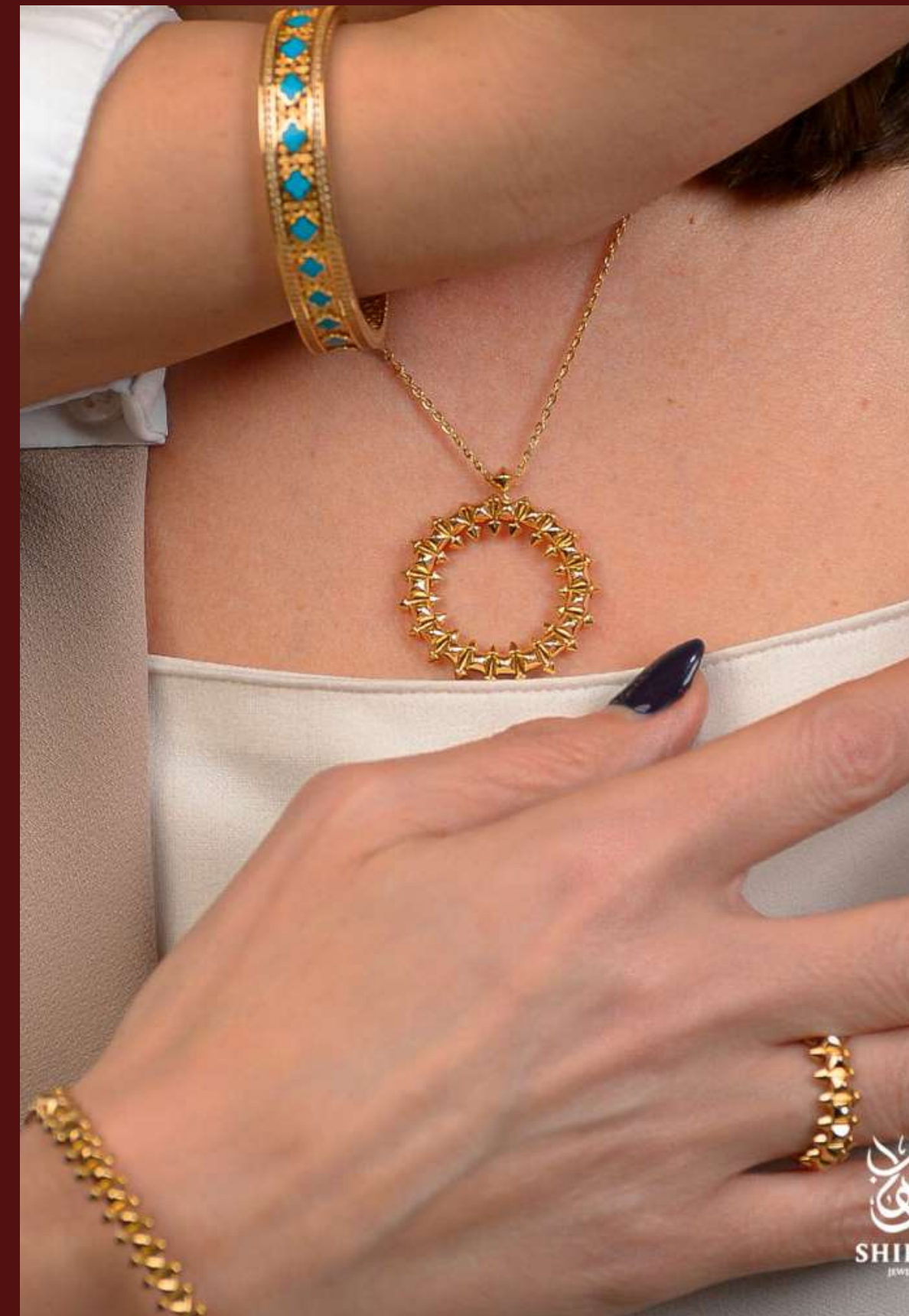
Mother's Day Campaign

Social Media Designs

We designed a heartfelt campaign for Mother's Day, combining emotional storytelling with elegant visuals to celebrate the occasion and drive meaningful engagement with the audience.

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Mother's Day Campaign

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Valentine's Day Campaign

Social Media Designs

We created a romantic and visually appealing campaign for Valentine's Day, highlighting the brand's jewelry as perfect gifts and boosting engagement during one of the most important seasonal moments.

Valentine's Day Campaign – Social Media Designs

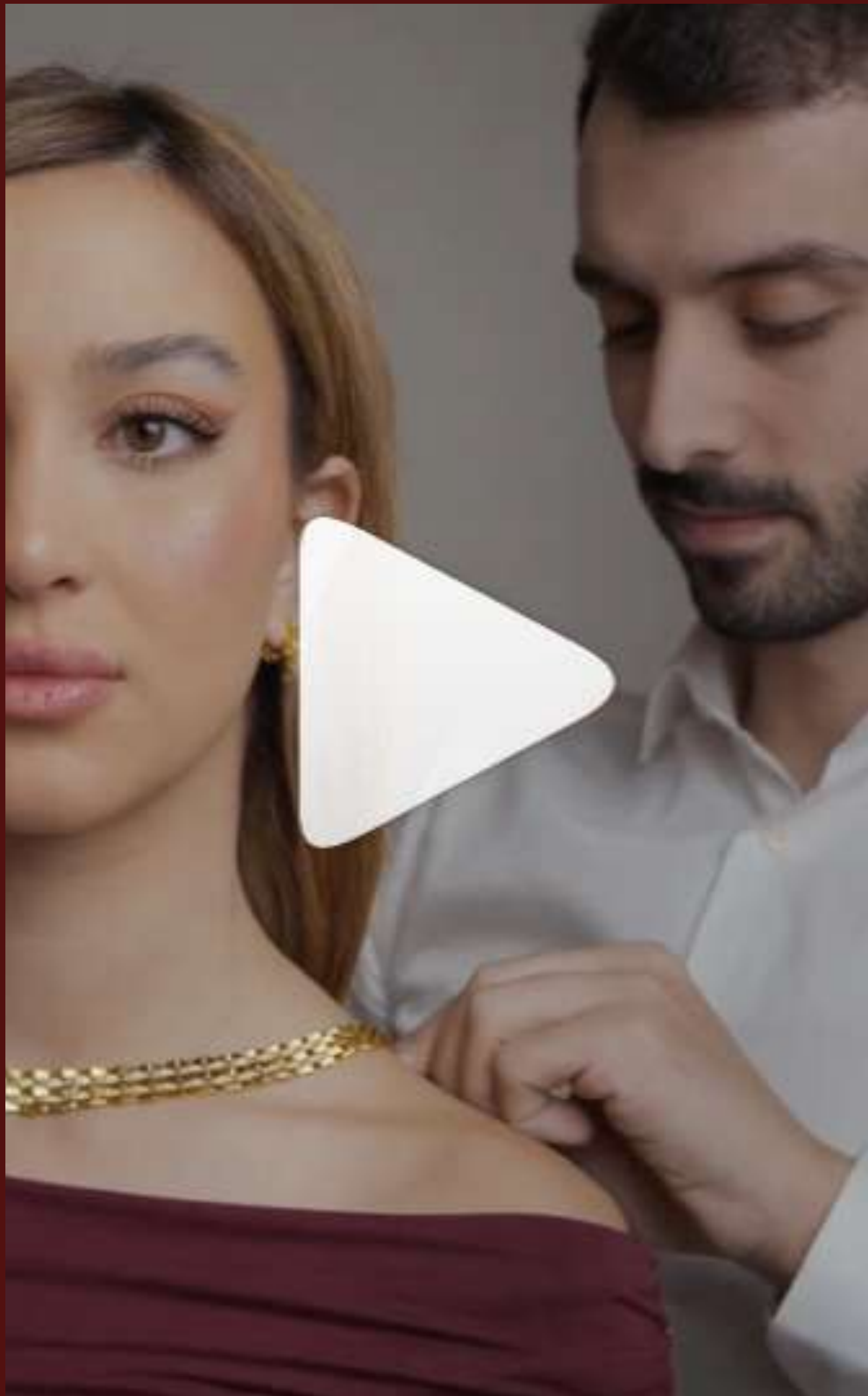
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Creative Reels

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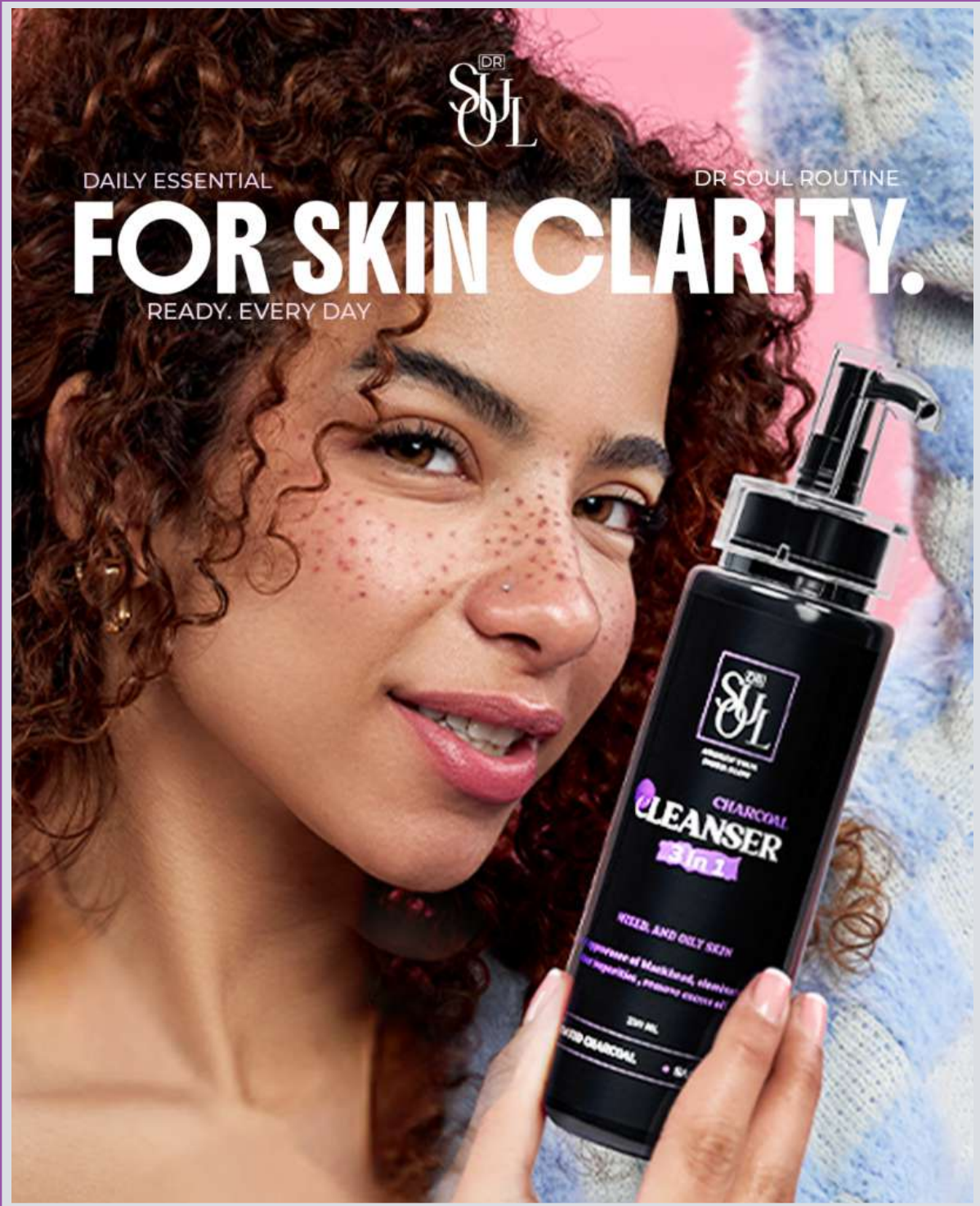


DR.SOUL

Dr. Soul was built from the ground up. We took the brand from just a name to launch, crafting its identity, producing its content, and creating powerful teasing and launching campaigns that introduced it to the market with impact.

DR.SOUL- Social Media Designs

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DR SOUL

READY STARTS

HERE.
READY. EVERY DAY

new

DAILY ESSENTIAL

DR SOUL ROUTINE

DR SOUL

AM / PM ROUTINE
FIGHT ACNE DAILY.

CLEANSER 3 in 1

MORNING AND NIGHT. THAT'S HOW RESULTS HAPPEN.

DR SOUL

THIS IS READY.
NO FILTER. NO EFFORT.

DR SOUL

READY, FROM THE START.

Why charcoal?
It acts like a magnet for impurities.
Absorbs excess oil.
Minimizes clogged pores.
Supports clearer-looking skin.

The foundation of a consistent routine.

DR SOUL
CHARCOAL
CLEANSER
3 in 1
WASH, AND ONLY WASH

DAILY ESSENTIAL

DR SOUL

DR SOUL ROUTINE

DR SOUL

Spring Vibes

NEW SEASON.
NEW ROUTINE.
SAME CONFIDENCE.

DR SOUL
CHARCOAL
CLEANSER
3 in 1
WASH, AND ONLY WASH

DR SOUL
CHARCOAL
CLEANSER
3 in 1
WASH, AND ONLY WASH

DAILY ROUTINE

CONSISTENCY LOOKS GOOD

GOOD SKIN ISN'T
RANDOM.
IT'S REPEATED.





ARAB BANK — 1 MILLION OOH MANAGMENT

ARAB BANK — 1 MILLION OOH CAMPAIGN in Palestine

We're proud to partner once again with Arab Bank — one of the region's most trusted financial institutions — for their latest 1 Million Campaign in Palestine.

Now in our second consecutive year of collaboration, our team continues to deliver high-impact out-of-home (OOH) campaigns that drive real visibility and engagement across key cities. From strategy to execution, our focus remains on creating bold, eye-catching placements that connect with diverse audiences on the move.

With a strong presence across Palestine's major roads and urban centers, this campaign reinforces Arab Bank's ongoing commitment to innovation, customer rewards, and regional leadership in banking.







Tiger Chips

Social Media Designs

Tiger Chips – Social Media Designs

We launched a bold campaign that celebrated the brand’s new flavors and reconnected it with its energetic, youthful audience. The idea was to remind everyone that snacking can be fun, flavorful, and full of attitude — just like Tiger.

Through creative visuals, influencer collaborations, and interactive social media moments, we turned excitement into action — and people loved it. The new flavors quickly became fan favorites, sparking massive conversations and authentic love for the brand.









Creative Reels



A close-up photograph of a person's hands holding two rectangular, golden-brown cakes with a visible filling. The person is wearing a green long-sleeved shirt and a gold ring. The background is a solid green color.

Torta Cake

Torta cake is a mini packaged cake available across supermarkets and retail stores. Positioned as a quick, tasty, and affordable snack, it appeals to a broad audience looking for an everyday treat.

Torta Cake – Social Media Designs

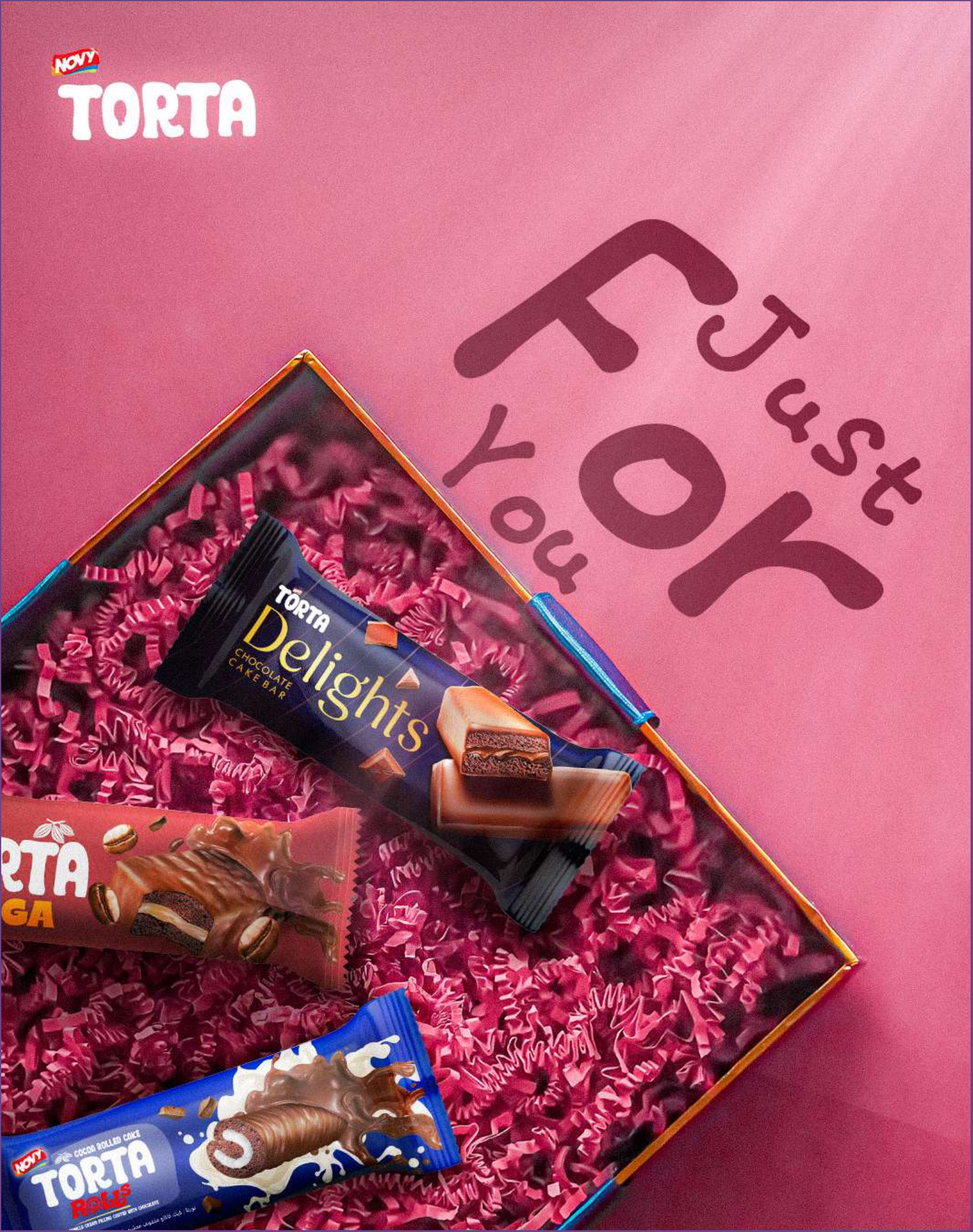
Torta cake is a mini packaged cake available across supermarkets and retail stores. Positioned as a quick, tasty, and affordable snack, it appeals to a broad audience looking for an everyday treat.

Our role was to redefine the visual identity on social media to match the brand's youthful and casual spirit. We introduced a fresh design direction focusing on:

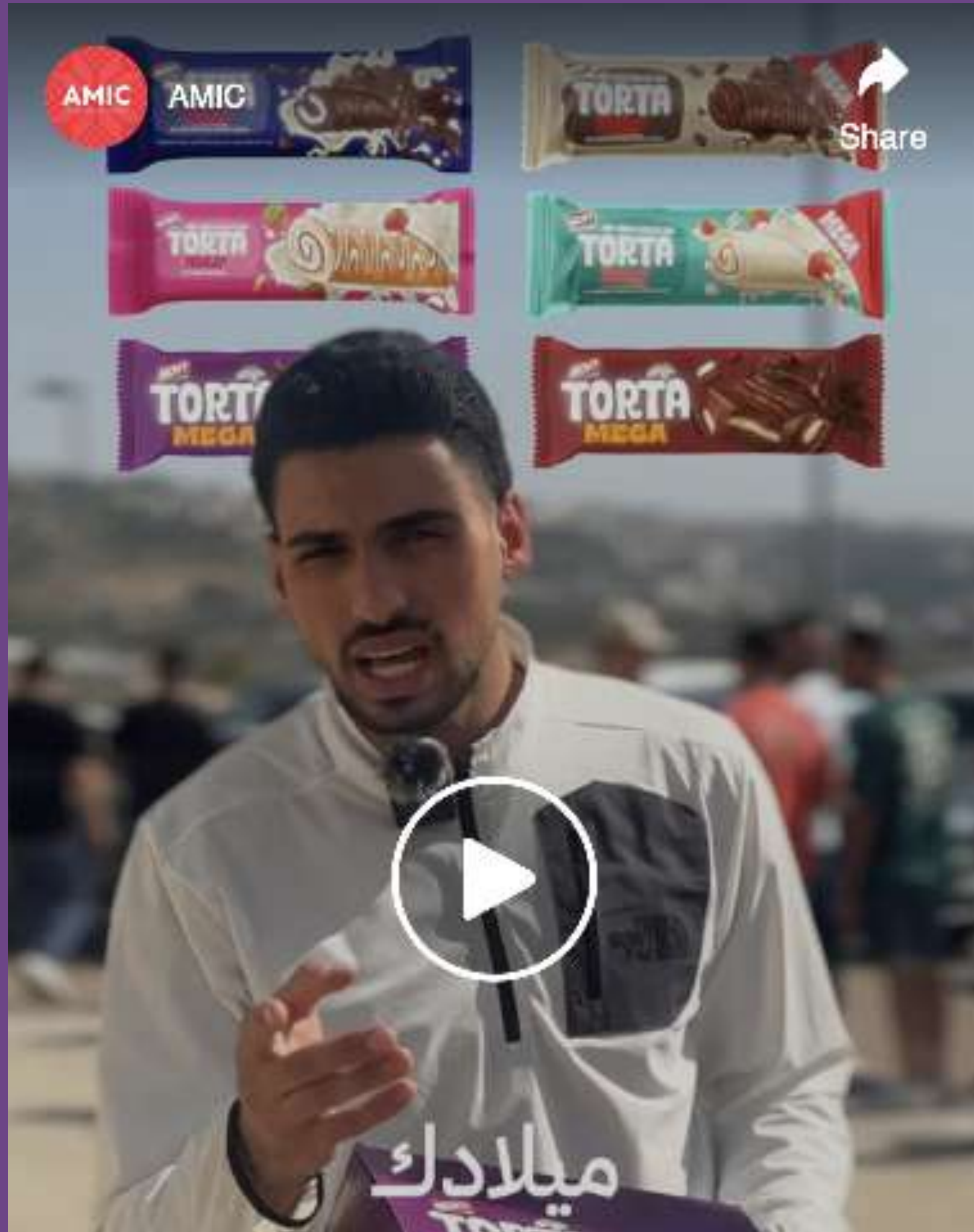
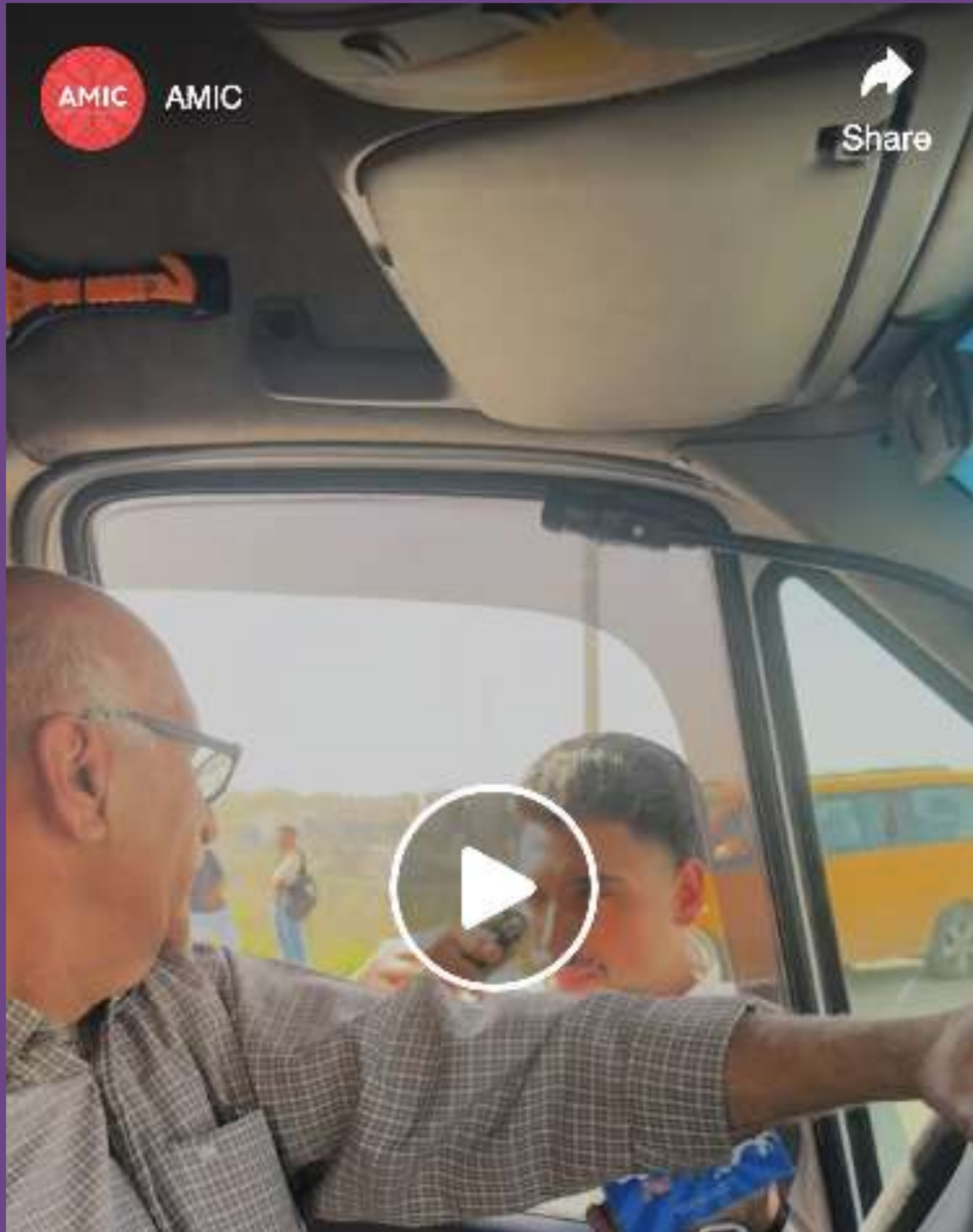
- Vibrant and appetizing visuals to highlight the delicious flavor.
- Playful and accessible tone that reflects Torta's fun personality.
- Relatable, everyday lifestyle positioning to make the product part of daily moments and quick snack choices.







Creative Reels





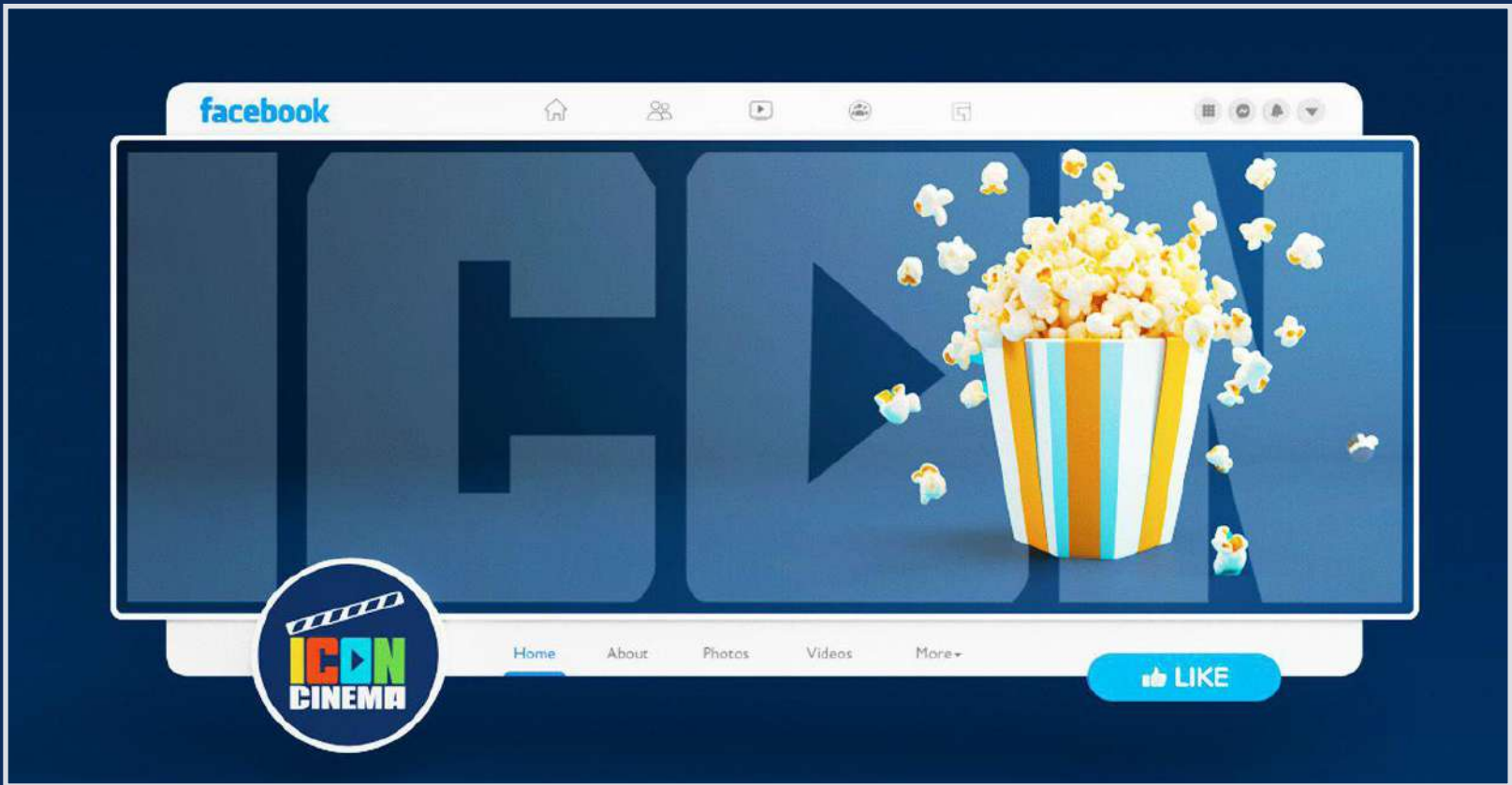
ICON CINEMA

ICON CINEMA – A Cinematic Identity For Ramallah’s Premier Mall

Located in the heart of Ramallah’s largest and most iconic shopping destination, Icon Mall, Icon Cinema deserved a bold and memorable brand to match its surroundings.

We led the full brand development journey — from crafting a modern, sleek logo to shaping the full visual identity across digital and physical touch-points. The result is a cinema experience that feels premium, immersive, and perfectly aligned with today’s entertainment expectations in the MENA region.

With a name like Icon, every detail had to stand out. From signage to social media assets, we built a brand that reflects top-tier movie experiences — positioning Icon Cinema as a cultural and entertainment hub for Palestinian youth, families, and regional visitors alike.



Primary
Dark navy blue

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M	87%
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Logo



Branding Icon Cinema

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The Bahij TheSansArabic

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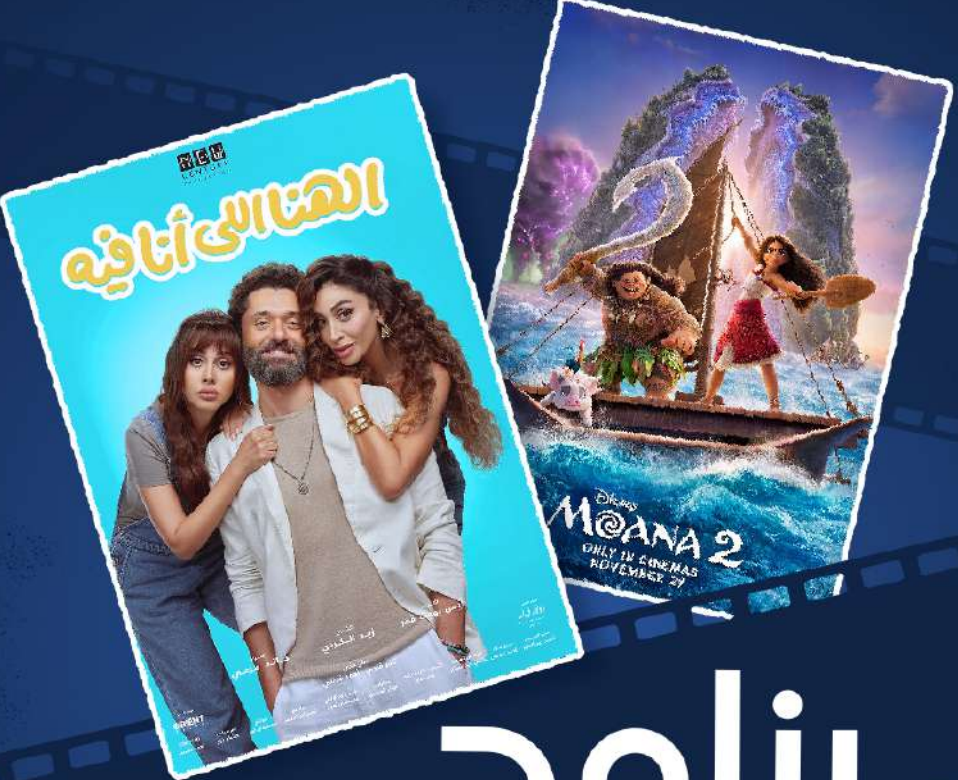
H3

H4

H5

Typeface

Socail Media Designs



برنامج عروض الاسبوع

ICON CINEMA

فيلم مين يصدق



من الخميس 12/26 حتى الاربعاء 1/1
من 12:00PM حتى 10:00PM
رومانسي, كوميدى , 2hr 4 min

ICON CINEMA



2 JAN	3 JAN	4 JAN	5 JAN	6 JAN	7 JAN	8 JAN
15:00	16:00	12:00	14:00 17:00	20:00	15:00	12:00 19:00

ICON CINEMA



05:00 08:00	16 JAN
04:00 09:00	17 JAN
03:00 07:00	18 JAN
02:00 10:00	19 JAN
05:00 08:00	20 JAN
04:00 09:00	21 JAN
03:00 07:00	22 JAN

الدشاش

ICON CINEMA



FOX Chips

Socail Media Designs

Fox Chips – Social Media Designs

Being part of the Fox Chips journey has been nothing short of exciting. From the very beginning, our mission was clear: to create content that doesn't just talk about the brand, but actually lives every moment with the audience.

With Fox, we focused on building a dynamic presence that interacts with every occasion — whether it's a holiday, a trending moment, or simply a fun day worth celebrating. Through engaging videos and creative ideas, Fox became more than just a snack; it turned into a conversation starter that people love to share.

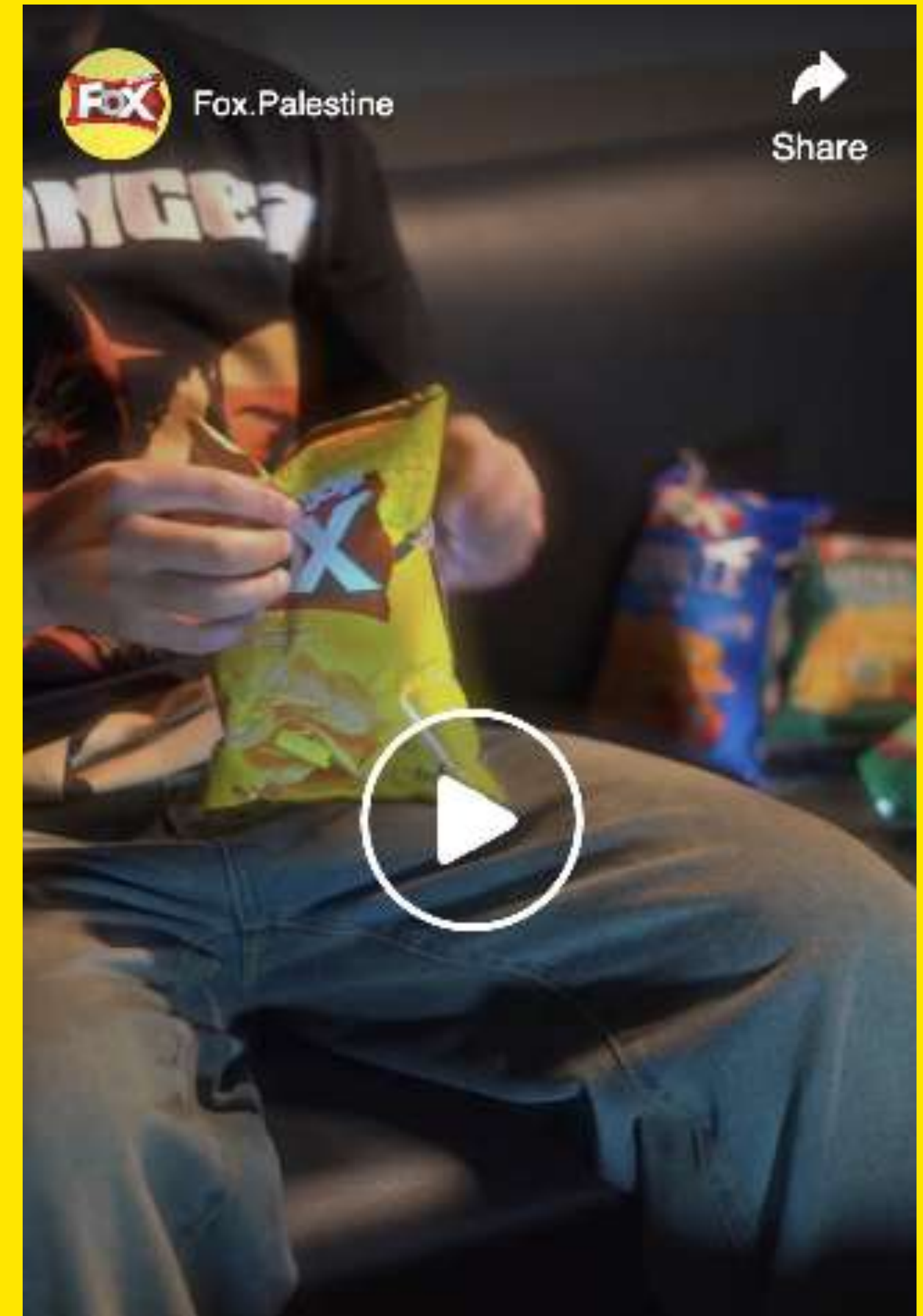
The results were incredible. The engagement we received proved that when a brand connects with people in a fun, authentic, and relatable way, it naturally becomes part of their everyday life.

Take a look at some of the highlights that made Fox Chips the go-to snack for every occasion.





Creative Reels





DYNAMICS

We partnered with Dynamics, the official electric vehicle dealer in Palestine, to build a strong and modern digital presence that reflects the future of mobility. From developing their website to managing their social media and producing high-quality media content, we positioned the brand as innovative, reliable, and forward-thinking.

Socail Media Designs

Dynamics – Social Media Designs

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Creative Reels





Dynamics Billboard

We designed and launched eye-catching billboards for Dynamics, showcasing their premium car collection and positioning the brand prominently across the streets to attract car enthusiasts and potential buyers.





UNITED EXPRESS

Social Media Designs

UNITED EXPRESS CAMPAIGN – Social Media Designs

United Express, a leading Palestinian shipping and logistics company, wanted to elevate its digital presence and strengthen its connection with customers.

Our collaboration focused on crafting a fresh visual identity and dynamic social media content that reflected the brand's professionalism, reliability, and speed.

Through consistent storytelling and a unified design direction, we helped United Express boost brand awareness, increase engagement, and achieve measurable growth across all digital platforms.



UnitedExp

معك 24 ساعة



#50
02 295 5625

www.unitedexpress.ps

UnitedExp

شحناتك
بأيدي أمينة

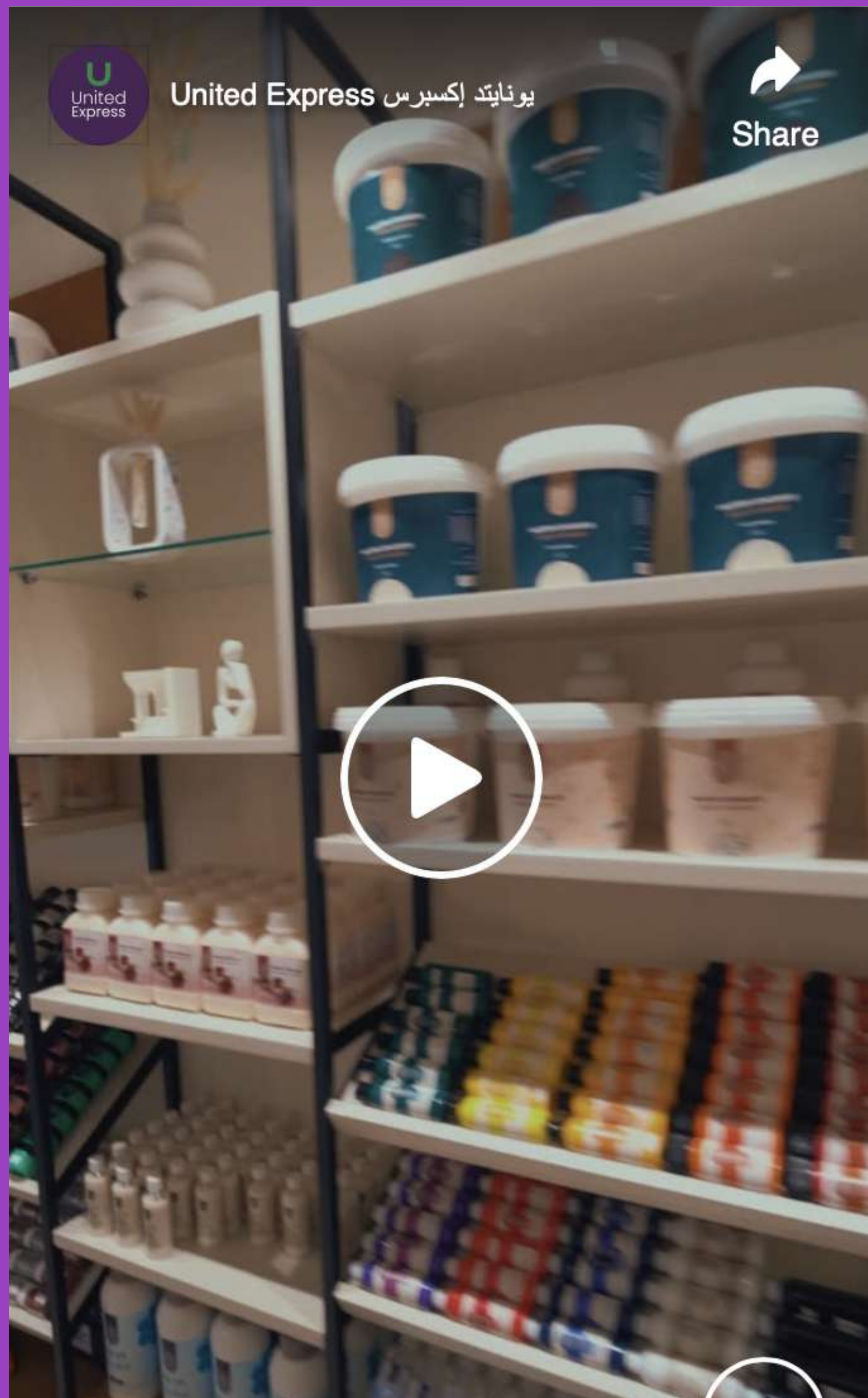


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www.unitedexpress.ps

Creative Reels





Social Media Designs

TOP SHAWRMA – Social Media Designs

For Top Shawarma, we created a social media campaign that brought the brand to life in a fun, engaging, and highly shareable way. We crafted a fun, bold, and highly engaging social media presence, producing reels and posts packed with humor and creativity that instantly captured the audience's attention and drove massive engagement.

In addition to social media, we designed stickers, PVC displays, and printed materials to strengthen the brand's visibility both in-store. To complete the digital experience, we designed and developed a fully functional website that showcased the full menu and provided an intuitive user experience, reflecting the brand's personality.

We don't make Top Shawarma just a meal option, but a memorable and shareable part of the community.



Creative Reels





GHAWWAR

In the heart of Jericho, one of the world's oldest cities, Ghawwar stands out as a go-to destination for authentic oriental cuisine. We had the pleasure of working on their social media campaign — one of our favorite projects to date.

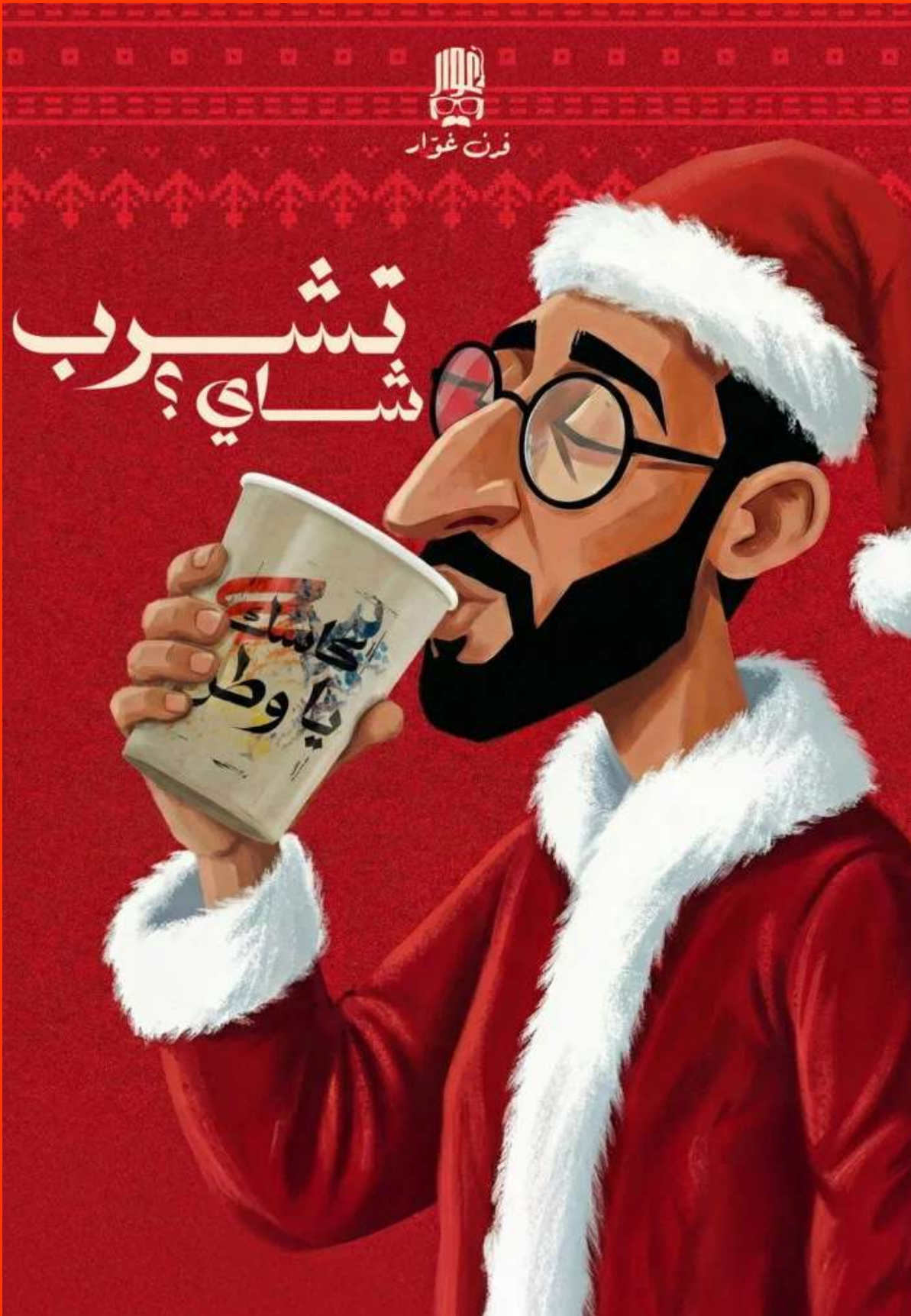
Social Media Designs

GHAWWAR – Social Media Designs

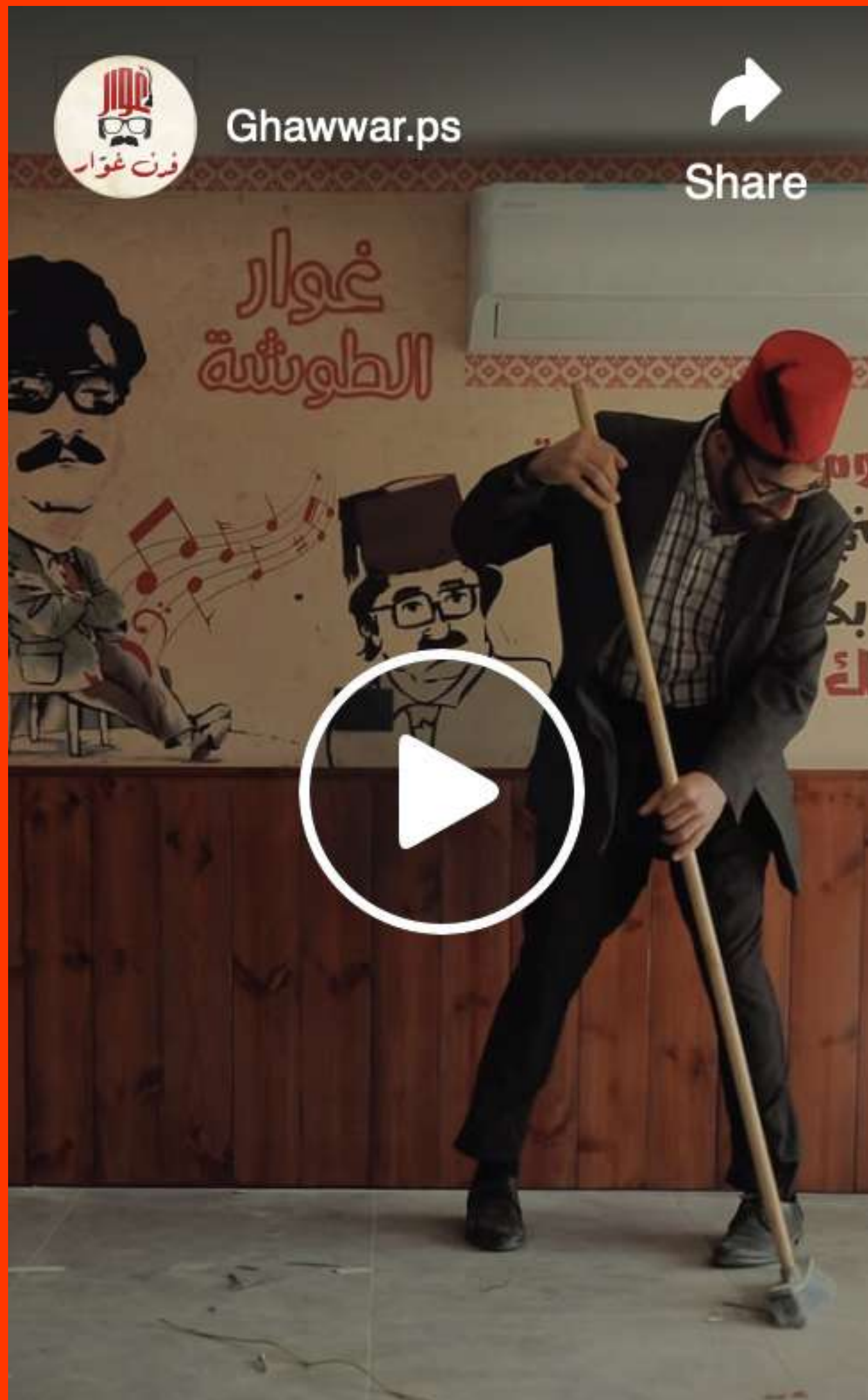
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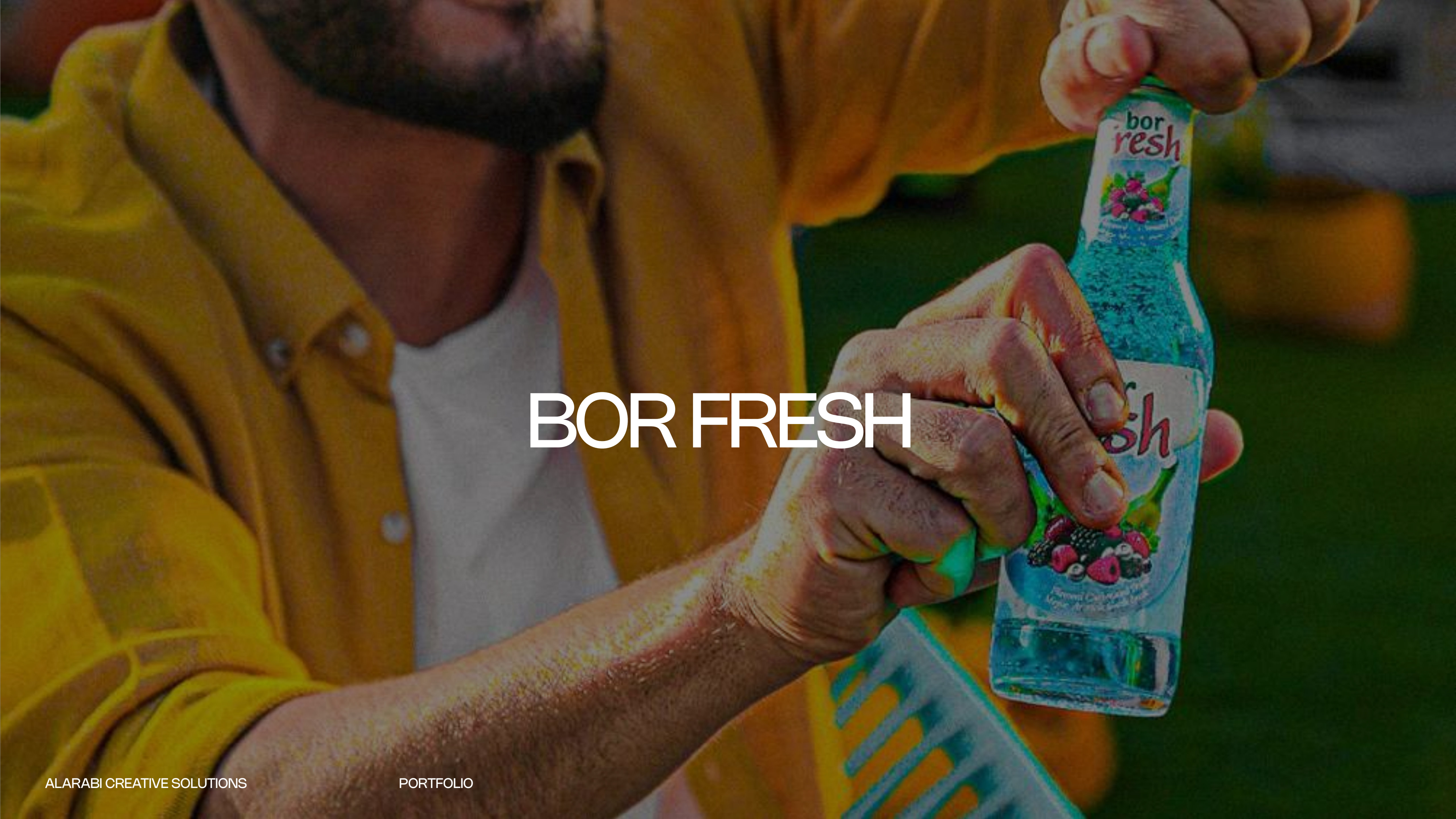
From capturing the rich atmosphere through a carefully styled photoshoot to writing content that reflects the soul of the place, the campaign delivered strong engagement and real connection with the audience. The mix of tradition, flavor, and storytelling made it a real success.

Some of the videos we created for the grand opening of Ghawwar in Jericho. You can take a look through the page to explore the full experience!



Creative Reels



A man with a beard, wearing a yellow button-down shirt over a white t-shirt, is holding a clear glass bottle of Bor Fresh beverage. The bottle has a label with the brand name 'bor fresh' and an image of various berries. The background is a blurred outdoor setting with greenery and a yellow object.

BOR FRESH

Social Media Designs

BOR FRESH CAMPAIGN – Social Media Designs

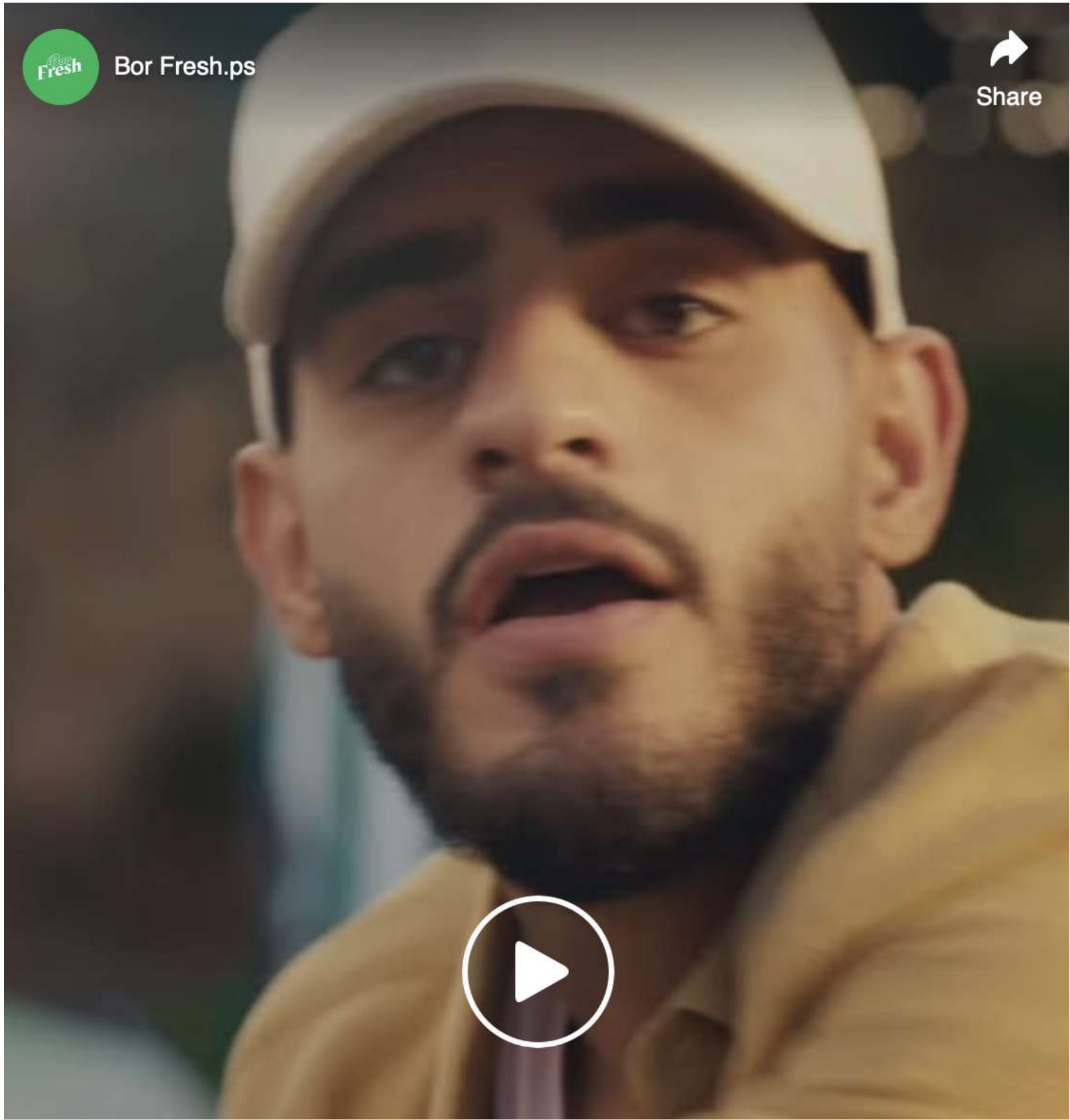
To launch Bor Fresh, the newest soda drink in the MENA market, we teamed up with rapper DABOOR, the team at BLTNM Records, and filmmaker Jawdi Abu Eisheh to create a bold, high-energy campaign that speaks directly to the region's youth.

The idea was simple: we asked people, "Have you heard of Bor fresh?" to make the name Bor Fresh catchy, memorable, and easy to say — then bring it to life through music.

We created a custom jingle that blended local sound with modern vibes, and pushed it across all major platforms: outdoor billboards, radio stations, social media, and digital outlets.

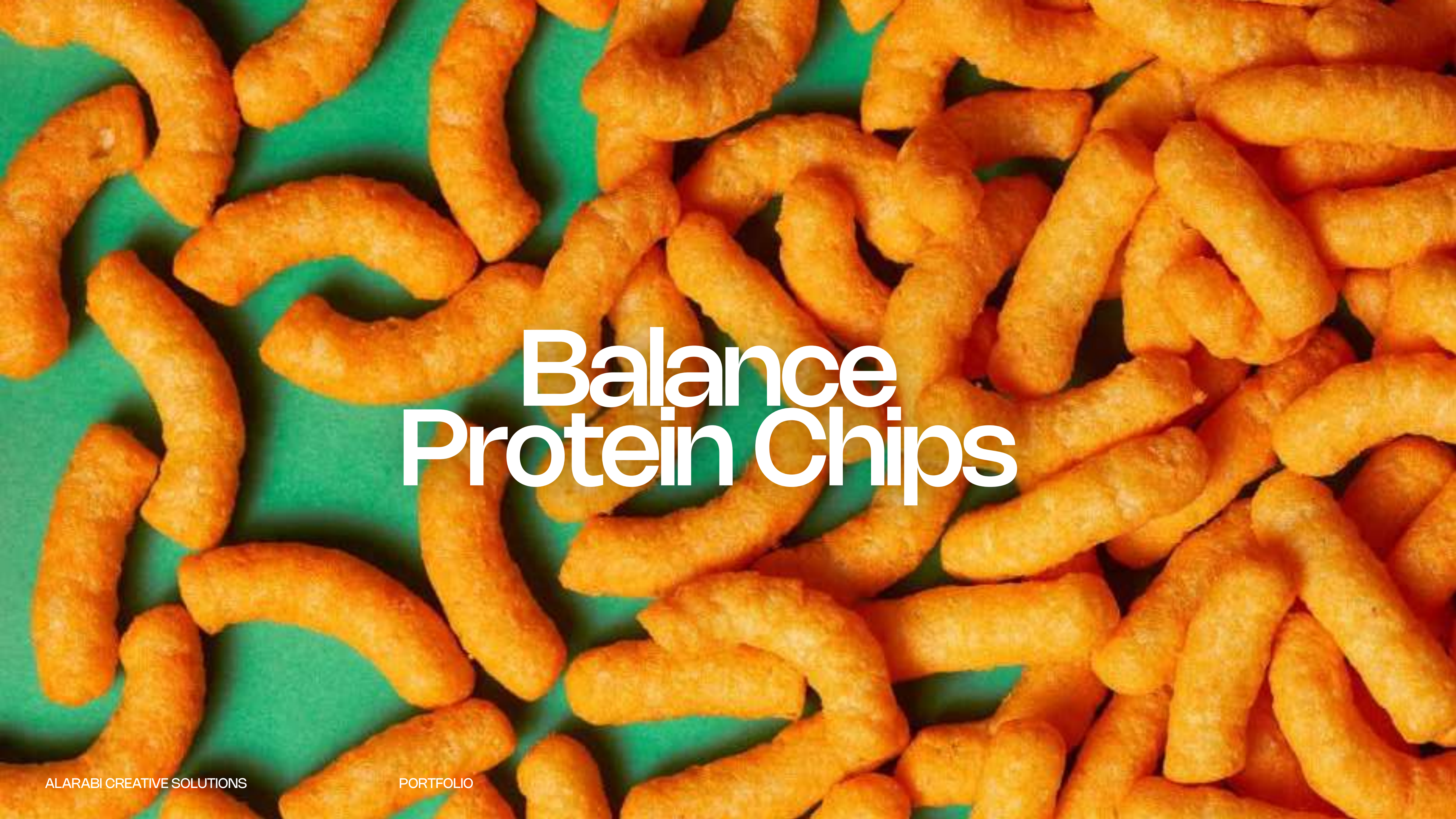


Creative Reels



Billboard





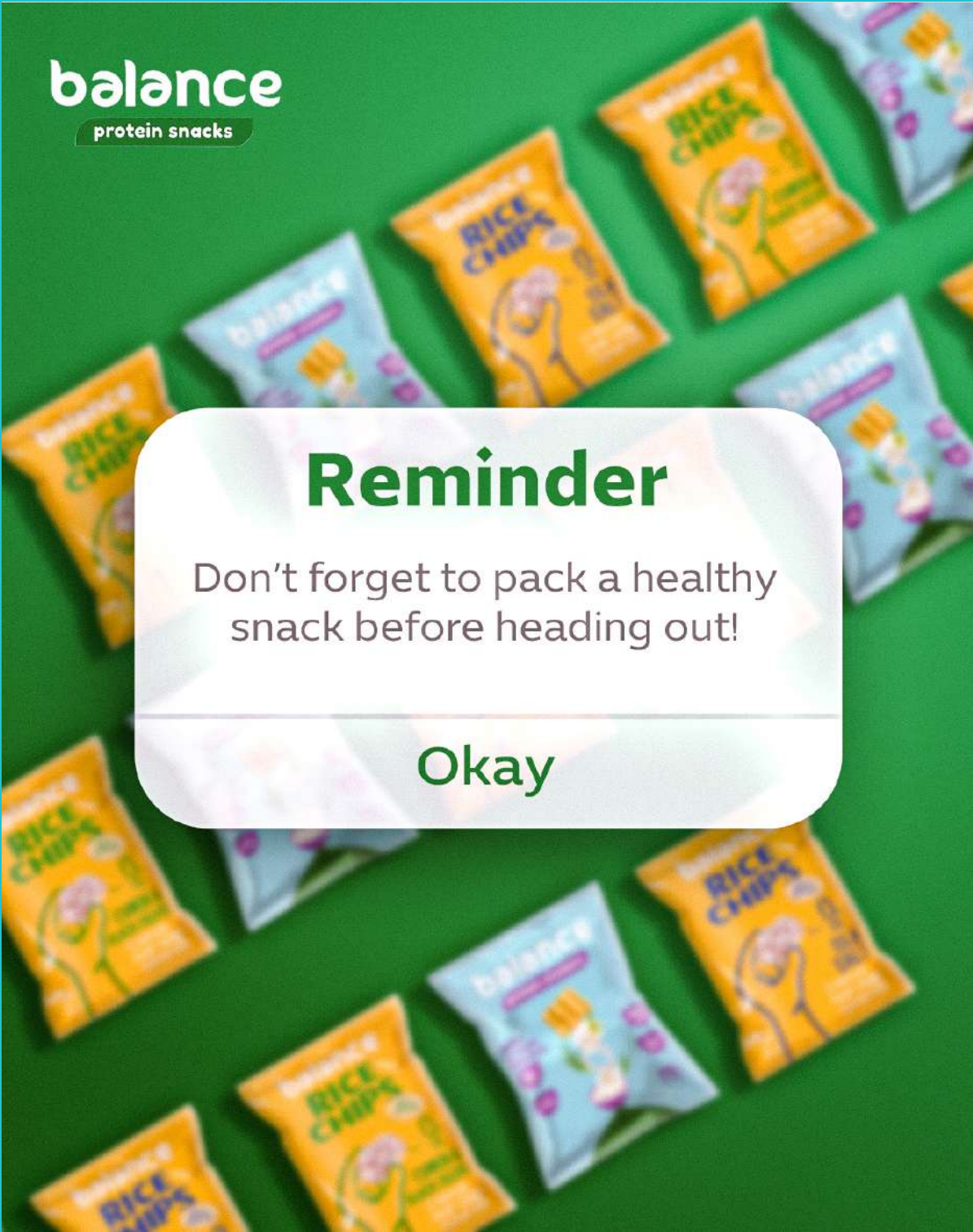
Balance Protein Chips

Social Media Designs

Balance Protein Chips – Social Media Designs

We focused on building an organic campaign that spoke directly to the right audience — health-conscious snack lovers — and helped introduce Balance to the market in an authentic, relatable way. The response was amazing, and the feedback we received made all the hard work worth it. Take a look at some highlights from our work.

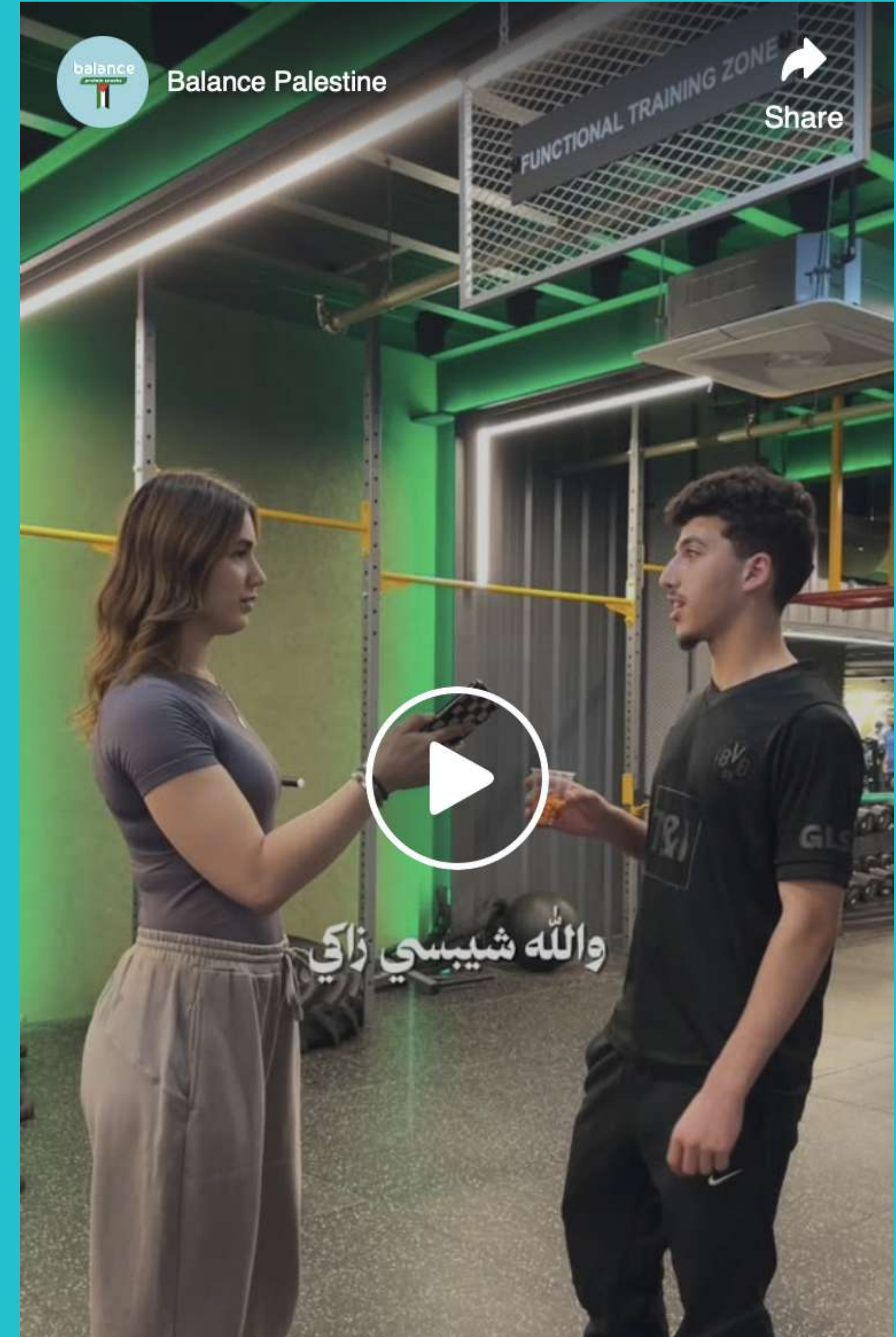
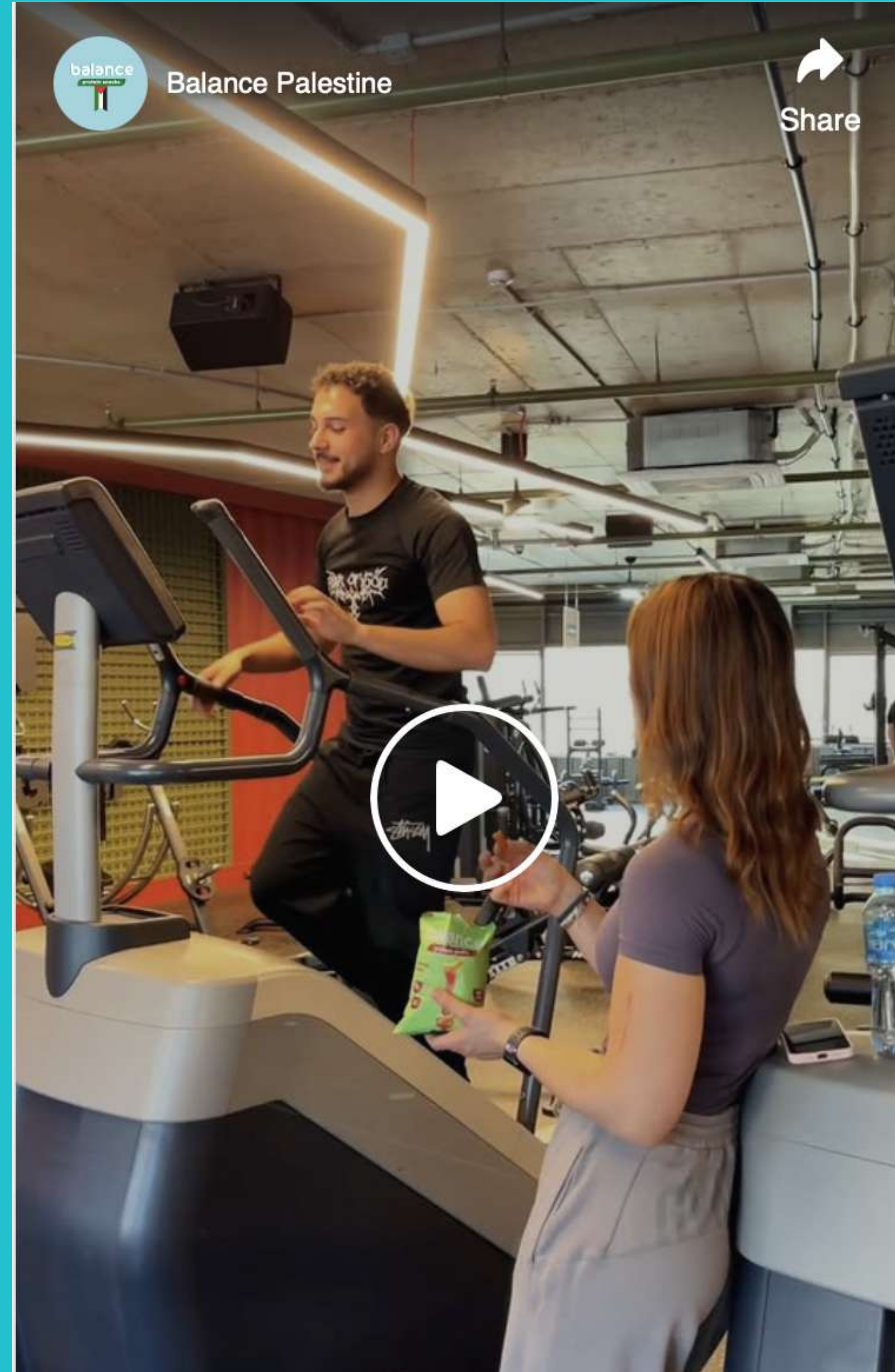
Being part of the launch of Balance Protein Chips was a great experience. From day one, we worked closely with the team at AMIC, and the collaboration was not only smooth but genuinely fun and driven by smart data and insights.







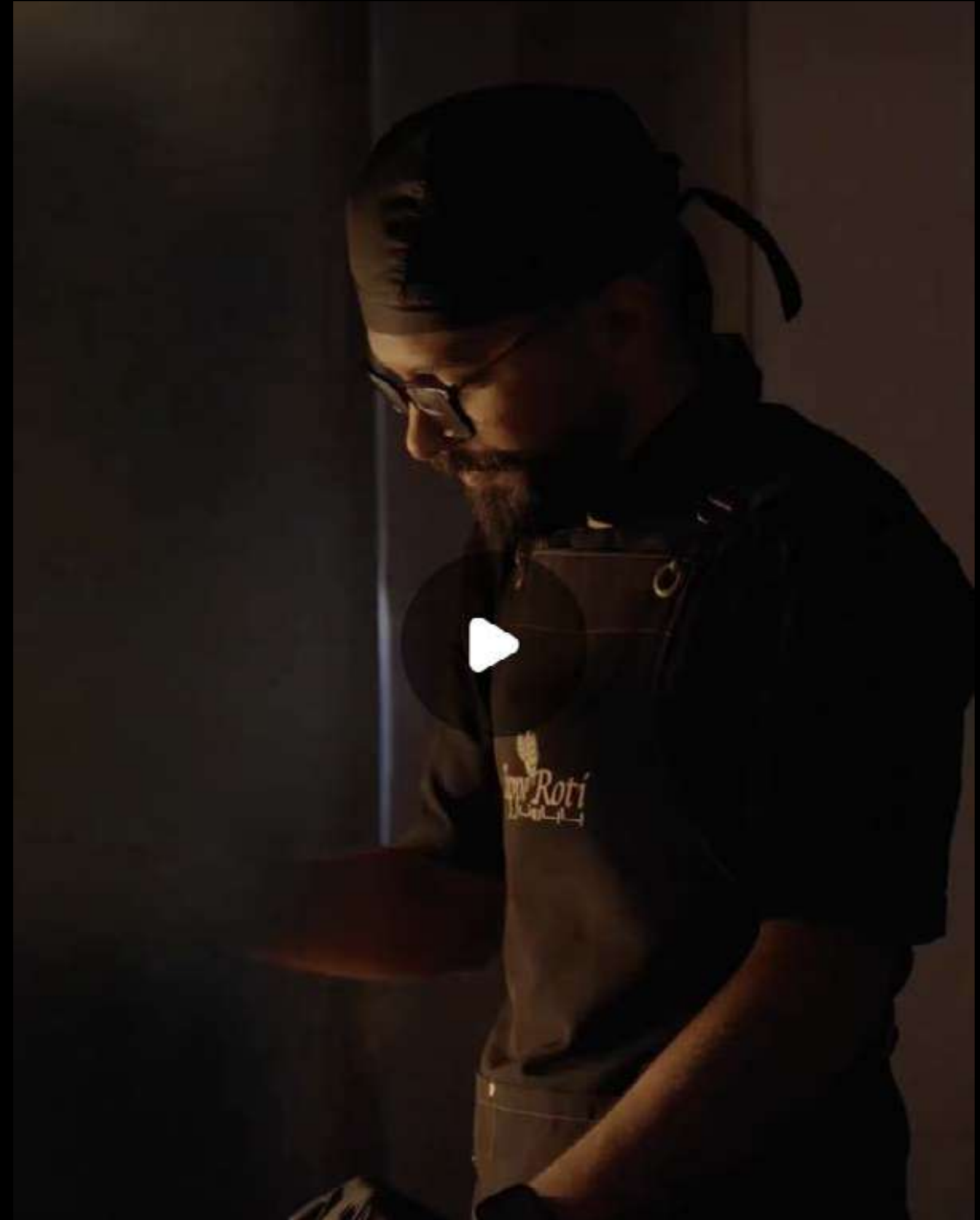
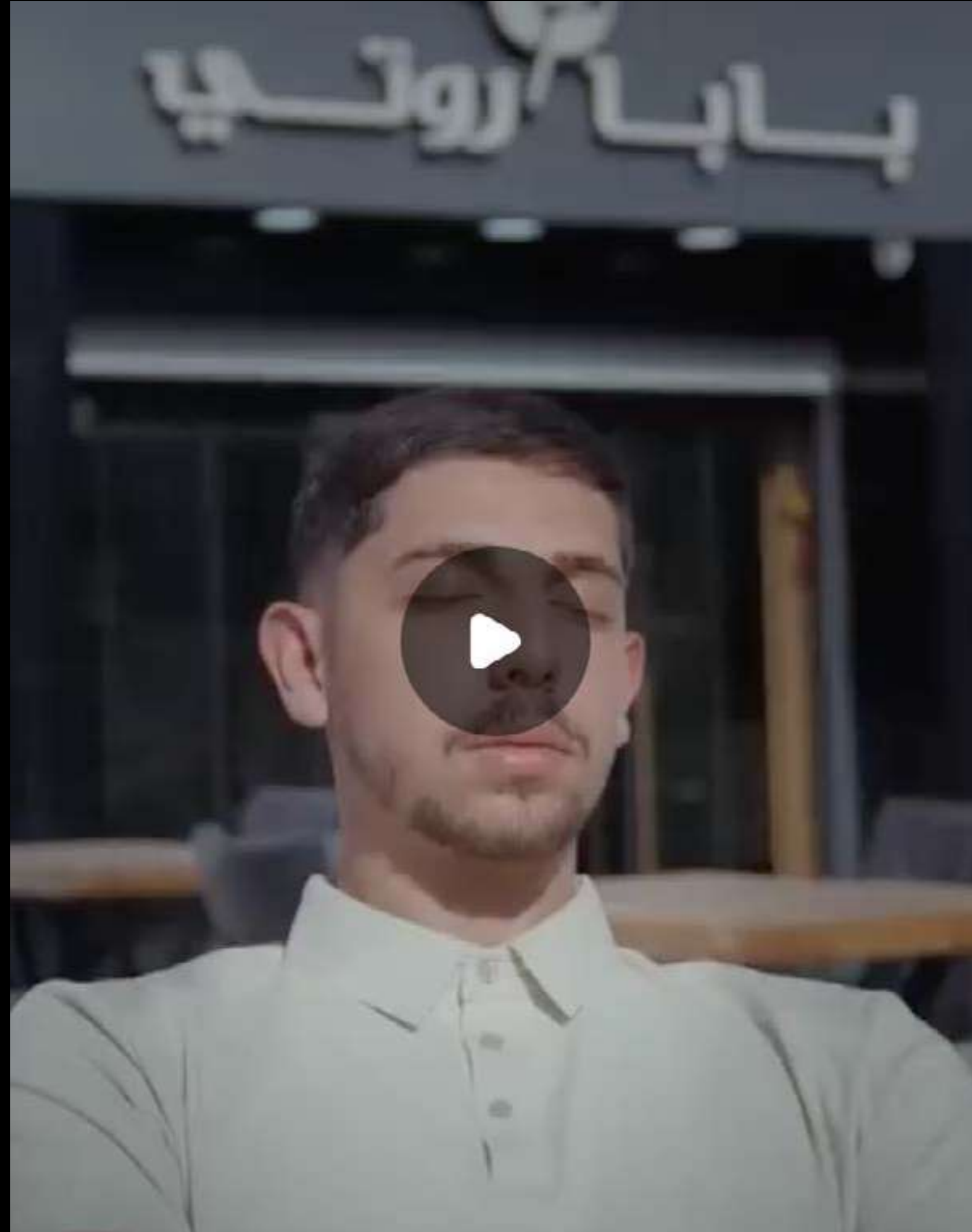
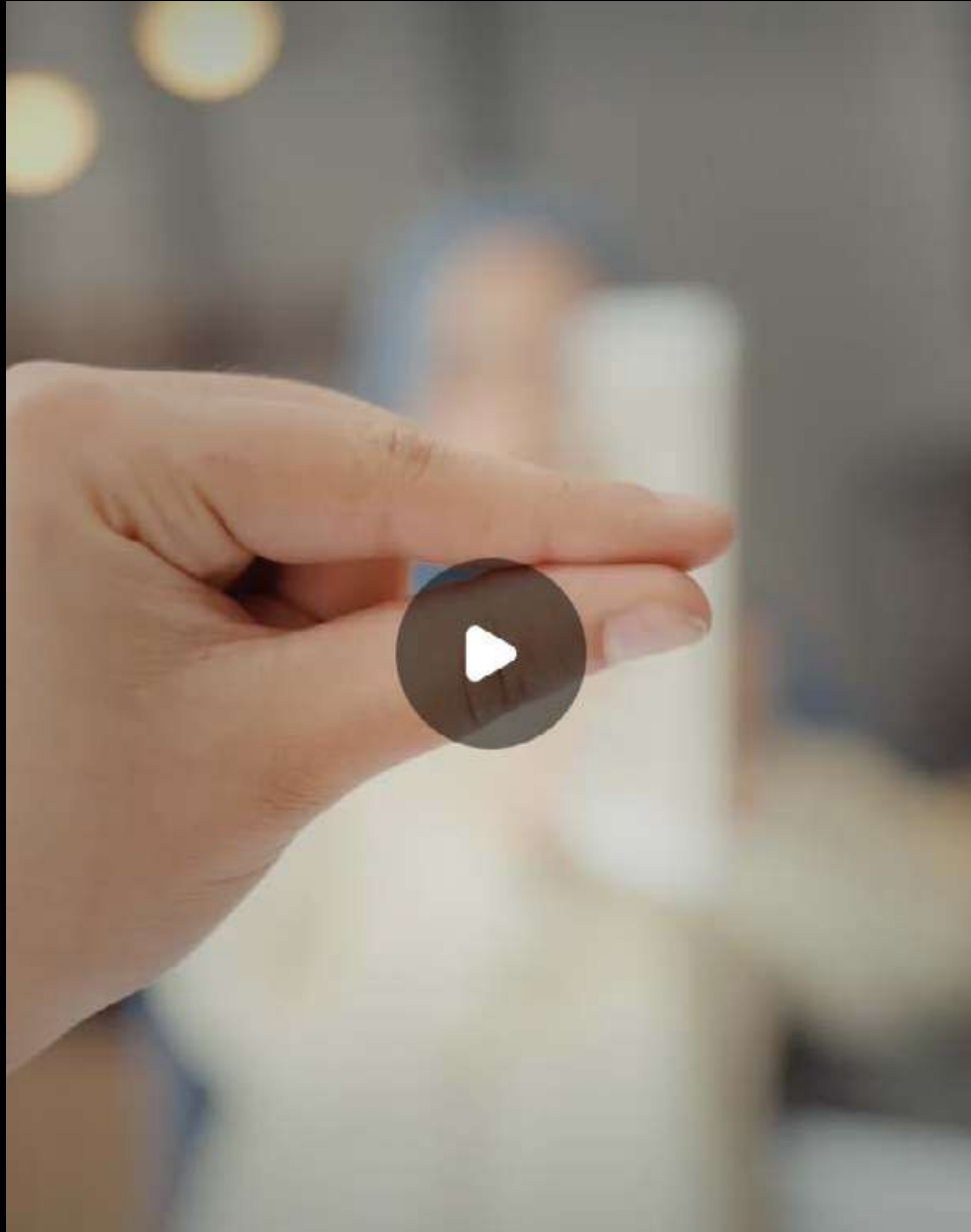
Creative Reels

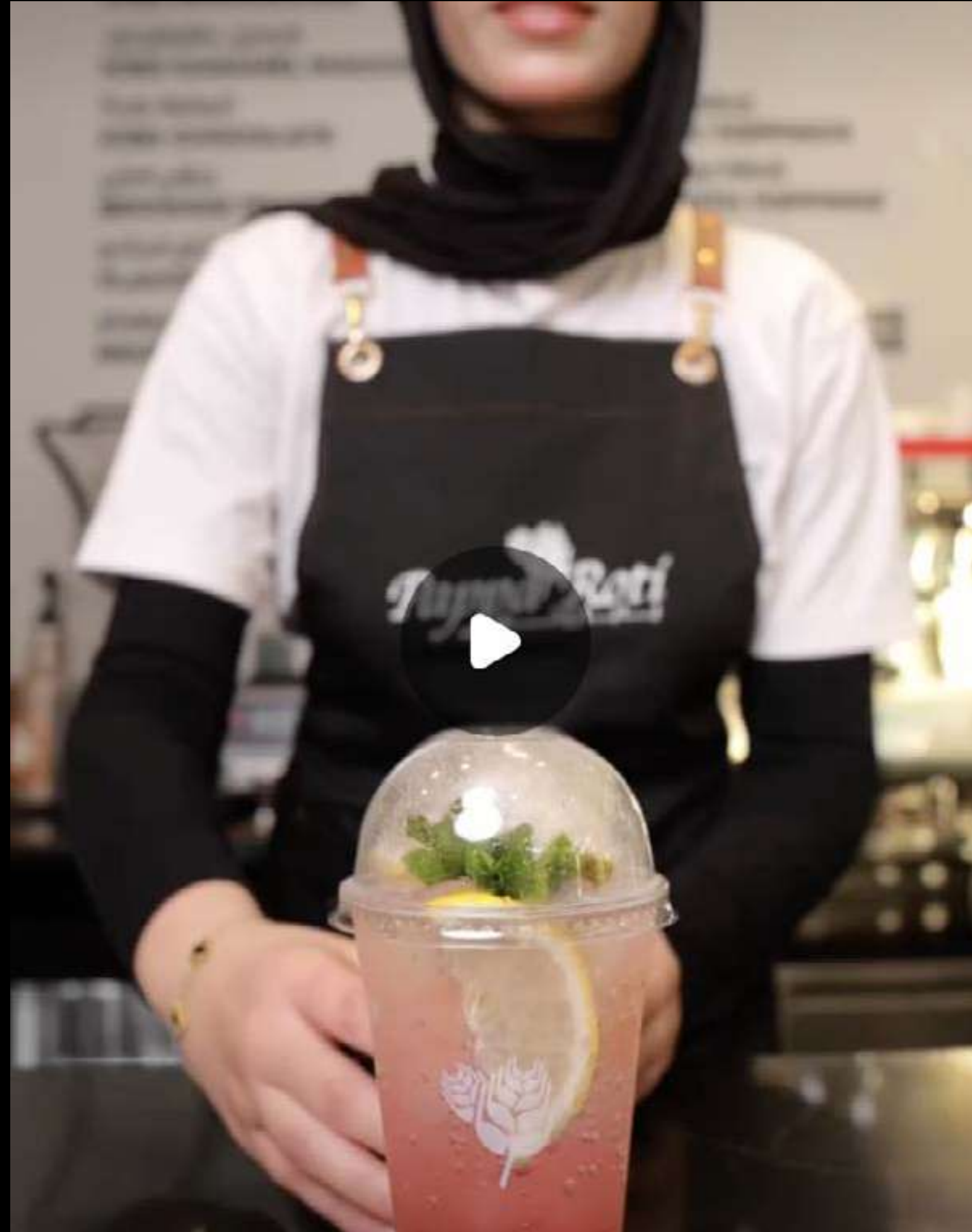


A close-up, macro photograph of beer foam. The image shows a dense layer of small, dark brown bubbles rising to the surface of a lighter, golden-brown liquid. The lighting creates highlights on the edges of the bubbles, giving them a three-dimensional appearance. The overall texture is bubbly and organic.

PappaRoti

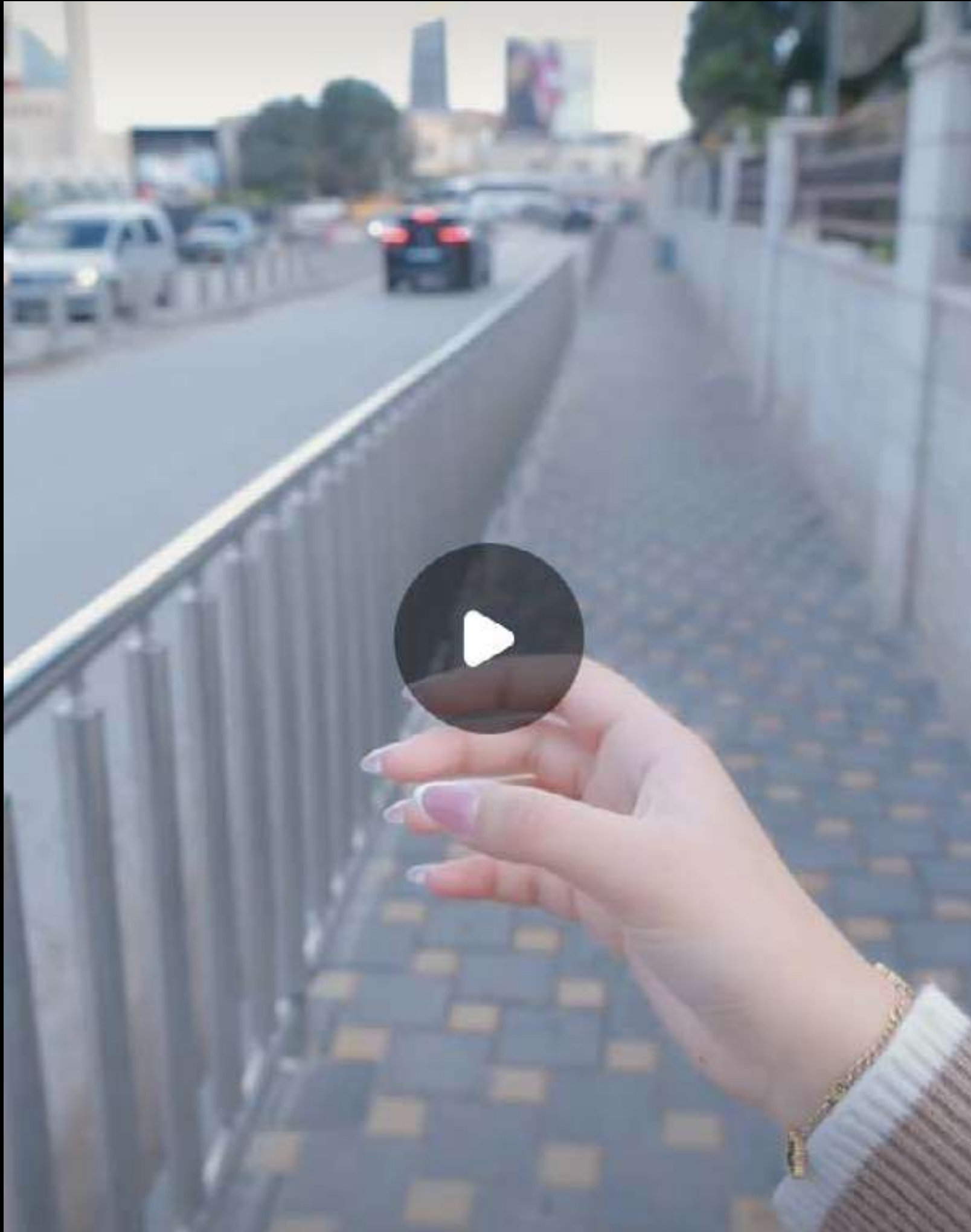
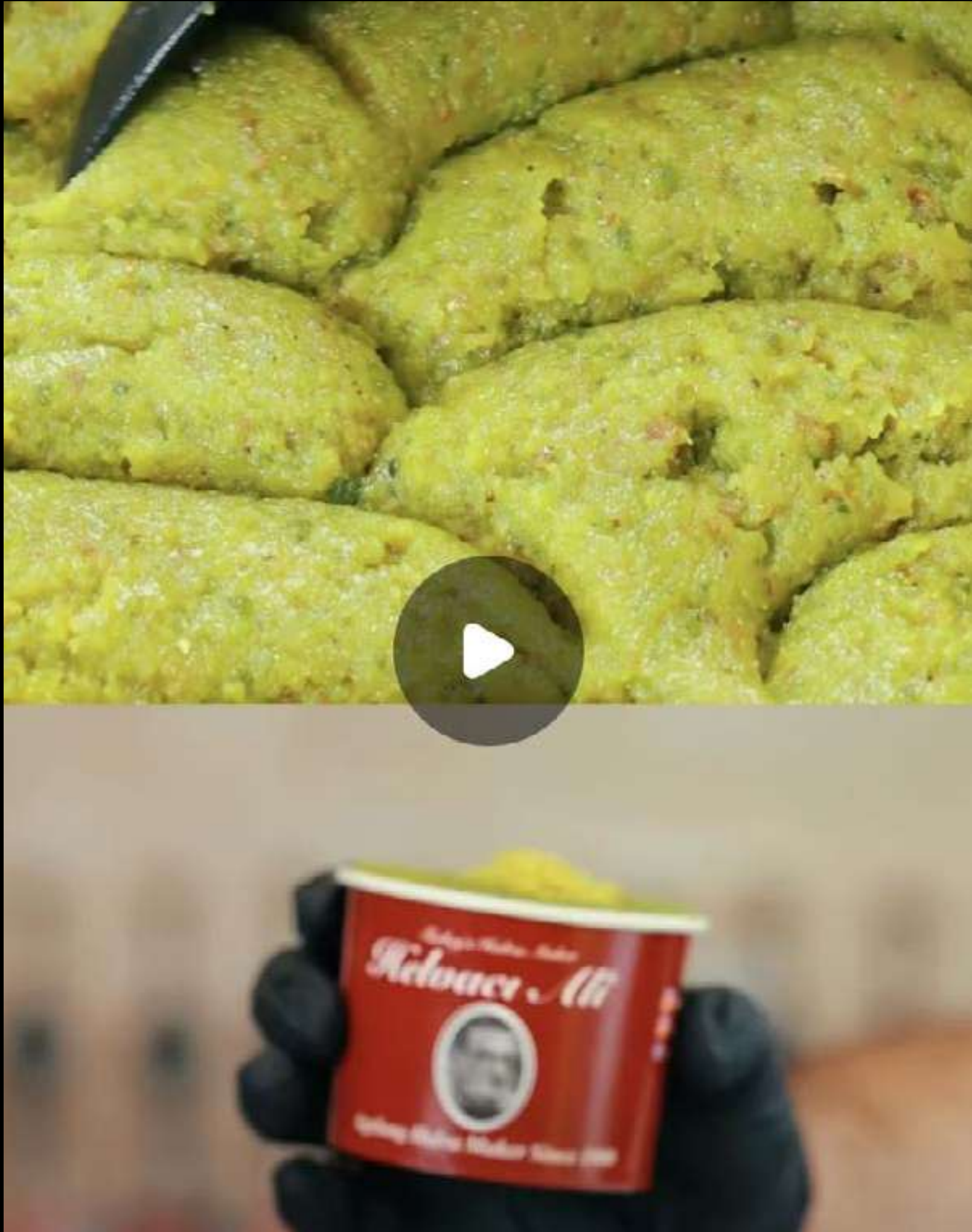
Creative Reels





Helvacı Ali

Creative Reels





Al Sharif Sports

Branding

Al-Sharif Sports - Branding

To launch Al-Sharif's newest sportswear and sneaker store, we teamed up with the Al-Sharif team to create a vibrant, attention-grabbing campaign that connects directly with sports enthusiasts and trendsetters.

The idea was simple: we wanted people to feel the energy and style of Al-Sharif the moment they see it — from the store exterior to the city streets.

We designed a bold branding identity and executed it across multiple touchpoints: outdoor billboards, in-store visuals, and digital promotions — ensuring Al-Sharif stands out as the go-to destination for the latest sports fashion.

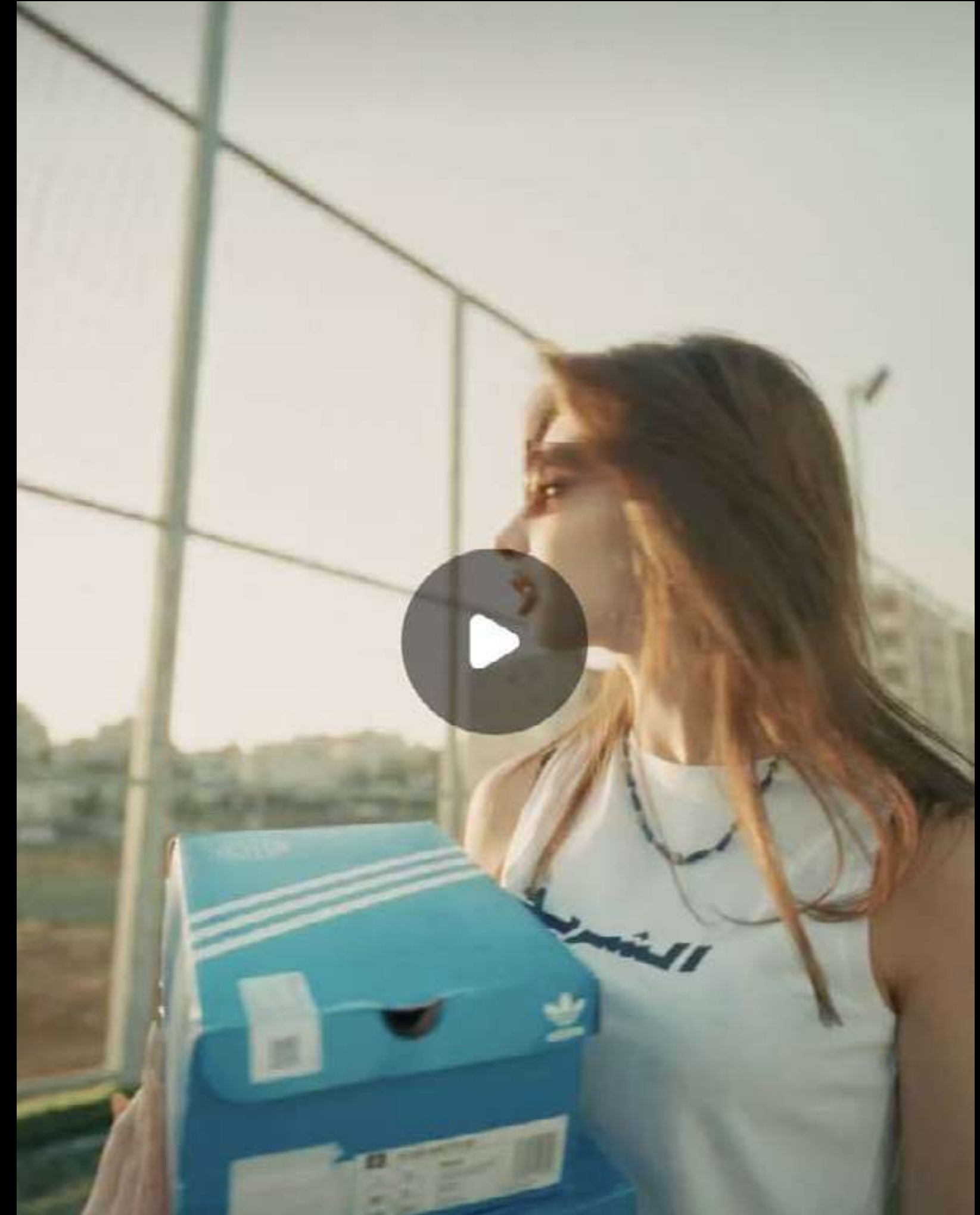


Al-Sharif Sports Billboards

We designed and launched eye-catching billboards for Al-Sharif, bringing the brand to the streets and making it impossible to miss for sports enthusiasts and trendsetters.



Creative Reels



AL ARABI

CREATIVE SOLUTIONS