



Empowering Brands, Inspiring Change

2026 PORTFOLIO



— WHO WE ARE

ABA Agency is a premier creative and strategic partner dedicated to delivering world-class solutions. We blend innovation with execution to help brands and organizations achieve their most ambitious goals.



Mission

ABA's mission is to empower organizations and brands through integrated, results-driven solutions that combine creativity, technology, and execution. The agency goes beyond traditional service delivery by building meaningful, long-term impact—supporting clients in achieving their goals while contributing to a more sustainable, connected, and forward-looking Palestinian ecosystem.



Vision

ABA aims to be a leading creative and digital solutions agency in Palestine and the region, recognized for transforming ideas into scalable impact. The agency envisions a future where Palestinian organizations are equipped with advanced tools, innovative strategies, and world-class capabilities that enable them to grow, compete globally, and create lasting value.

AT A GLANCE

2018
ESTABLISHED



Head Office: Ramallah, Palestine

300+
Clients served



500+



Projects delivered

Project scale

\$100K+



Assignments exceeding

\$250K+



**long-term engagements
exceeding**

Fully integrated in-house teams and production facilities. Operational capacity across the West Bank and Gaza

Why ABA ?

Unmatched Expertise

Years of experience across diverse industries and complex projects. We bring a wealth of knowledge and a track record of success to every client engagement.



Client-Centric Focus

We build long-term partnerships based on trust and shared success. Your goals are our goals, and we are committed to delivering exceptional value at every stage.



Comprehensive Solutions

From concept to completion, we handle every aspect of your project. Our end-to-end services ensure a cohesive and high-quality result every time.



Proven Impact

A track record of delivering measurable results for world-class brands. We focus on outcomes that drive growth and enhance brand reputation.



Strategic Innovation in Action



Insight-Driven Strategy

Understanding the "why" before the "how." We dive deep into data and market insights to build a solid foundation for every project



Creative Excellence

Pushing boundaries to deliver unique and memorable experiences. Our creative team transforms strategy into visually stunning and impactful narratives.



Flawless Execution

Ensuring every detail is managed with precision and care. From logistics to final delivery, we guarantee a seamless and professional experience.

Services

ABA supports organizations through integrated capabilities that combine strategy, creativity, technology, and execution.

1 National Awareness Campaigns & Strategic Communication

ABA designs and delivers national and institutional awareness campaigns that combine research, audience segmentation, clear messaging, and multi-channel outreach. Campaigns are developed to support understanding, trust, behavior change, and adoption of services, and are implemented across digital platforms, media, events, and community engagement channels.



2 Branding and Design

ABA develops visual identities, campaign creatives, and content systems that are consistent across digital and physical environments. Creative work includes branding, graphic design, publications, campaign materials, and content toolkits designed for scale and reuse across platforms.



3 Events and Public Engagement

ABA plans and implements events of varying scale, from focused institutional workshops to national festivals and multi-day public engagement programs. Services include concept development, logistics, staging, audiovisual production, crowd management, and on-site coordination.



4 Printing and Production

ABA operates in-house printing and production facilities delivering banners, signage, visibility materials, textiles, and promotional items. Production is handled using modern equipment and eco-conscious processes that ensure consistent quality, speed, and controlled costs.

- **Promotional items and branded gifts**

Design and production of customized promotional products and gift packages used for events, campaigns, and institutional visibility.

- **Flexible printing solutions**

Provision of cost-efficient printing options including one-color production solutions and no minimum order quantities, enabling organizations and small businesses to access high-quality materials regardless of scale.



5 Audiovisual Production, Photography & 3D Animation

ABA produces videos, photography, motion graphics, and 3D animations for awareness campaigns, institutional communication, and digital platforms. Work is delivered by specialized in-house teams operating across the West Bank and Gaza.



6 SOCIAL MEDIA MANAGEMENT

Management of social media platforms through structured content planning, scheduling, audience engagement, moderation, and performance monitoring to ensure consistent communication and effective digital presence.



8 Signage & LED Displays

Each solution is carefully defined and tailored based on the nature of the space, audience flow, and communication objectives, ensuring maximum visibility, clarity, and engagement.

ABA designs and installs indoor and outdoor signage, exhibition systems, and high-resolution LED displays that enhance visibility and audience engagement across events and public spaces.

The full process is managed from concept development and design to fabrication, installation, and on-site execution, ensuring consistency between visual identity and the physical environment while maintaining quality, durability, and impact.



7 Promotional Products & Giveaways

Each item is carefully selected and tailored based on the nature of the organization, the target audience, and the intended use ensuring relevance, impact, and meaningful brand representation.

ABA designs, produces, and supplies branded promotional items and giveaways, including eco-friendly options, to reinforce brand presence and institutional visibility across various contexts.

The full cycle is covered "from concept development and design to sourcing and production" ensuring a balance between creativity, functionality, and cost-efficiency while maintaining strong visual consistency.



9 Sustainable Production & Solutions

ABA integrates environmentally responsible technologies and materials across its production and promotional services.

The agency utilizes advanced eco-friendly printing systems, including DTF UV printing technology, which significantly reduces material waste and improves efficiency. The DTF UV printer offers precise ink application with strong adhesion to various substrates, minimizing excessive ink usage and reducing overall waste generation.

These systems support printing on a wide range of materials, including recycled papers and cartons, enabling the use of sustainable and environmentally friendly substrates across projects.

In addition, the inks used are formulated to be eco-friendly, free from harmful substances such as heavy metals, volatile solvents, and ozone-depleting chemicals. This contributes to safer production processes and reduced environmental impact.

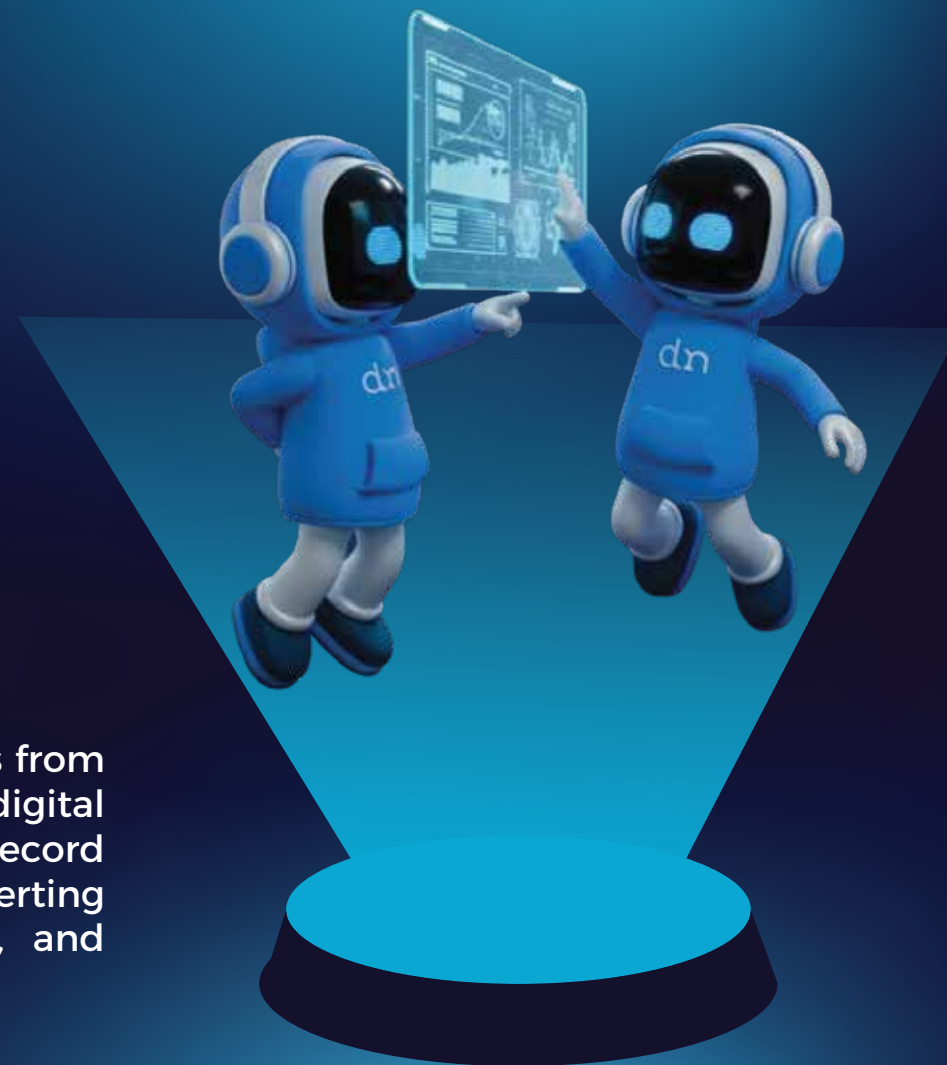
ABA also provides a wide range of customized promotional items and branded giveaways, designed to support campaigns, events, and institutional visibility while maintaining a balance between quality, cost-efficiency, and environmental responsibility.





We Digitize What You Envision

ABA Technology is the strategic arm through which ABA evolves from project based service delivery into the development of scalable digital products, platforms, and systems. It builds on ABA's proven track record across communication, production, and digital services, converting accumulated execution capacity into structured, repeatable, and growth oriented solutions designed for long term value.



Sectors We Serve

ABA delivers its services across a wide spectrum of sectors, applying a cohesive and flexible methodology shaped by diverse goals, audiences, and operational contexts. This integrated model enables us to effectively address varied client needs while maintaining consistent standards of quality, execution excellence, and measurable outcomes.

Local & International Private Sector



Sectors We Serve

Local & International NGO's



Government



صندوق تطوير وإعلاء الهيئات المحلية
Municipal Development & Lending Fund



الاتحاد الفلسطيني للهيئات المحلية
Association of Palestinian Local Authorities



الاتحاد الفلسطيني لشركات التأمين
Palestinian Insurance Federation



لجنة الانتخابات المركزية - فلسطين
Central Elections Commission - Palestine



المجلس الأعلى للابتكار وريادة الأعمال
Higher Council for Innovation and Entrepreneurship



دولة فلسطين
وزارة شؤون القدس



WSRC
مجلس تنظيم قطاع المياه
WATER SECTOR REGULATORY COUNCIL
PALESTINE | فلسطين



Selected projects

Public Events & Community Engagement

ABA Projects

Guava Festival

Challenge

Organize a large-scale national festival to celebrate a key agricultural product, support local farmers, and attract wide public attendance.

What ABA Delivered

- Planned and designed the full festival concept and site layout
- Produced all branding materials and event infrastructure
- Managed multi-day event operations and coordination
- Executed a media and outreach campaign to drive attendance

Results

[View Project](#)

15,000
VISITORS

60+
FARMERS
ENGAGED



ABA Projects

Career Day | MA'AN Development Center

Challenge

Design and deliver a large-scale career event that connects job seekers with employers while managing high attendance, multiple stakeholders, and coordinated participant engagement.

What ABA Delivered

- Designed the full event structure, layout, and participant flow
- Developed exhibition planning for 45+ company booths and networking areas
- Produced and installed booths, signage, and event branding materials
- Managed registration, entry flow, and on-site operations
- Coordinated companies, partners, and event logistics
- Developed and deployed a digital registration platform with CV database
- Enabled AI-assisted CV organization and filtering for participants

Results

[View Project](#)

45+
Companies Engaged
Participants

1,000+
Participants

300+
Employer-Candidate
Interactions

1,000
CVs Submitted
& Processed



ABA Projects

Hala Ramadan | Al-Bireh Municipality

Challenge

Create a public activation during Ramadan that reflects the spir
erating strong community engagement and visibility.

What ABA Delivered

- Conceived and designed a large-scale public installation
- Produced and installed the largest crescent moon lighting structure in Palestine
- Managed full technical setup and installation
- Executed a supporting media and communication campaign

Results

[View Project](#)

30+
Media Coverage

2000+
Participants

3M+
Social Media
Impressions



ABA Projects

FIFA World Cup Qatar 2022

Challenge

Deliver a continuous public event over an extended period while maintaining consistent quality and operational performance over an extended period

What ABA Delivered

- Developed event concept, site layout, and daily program structure
- Installed full event infrastructure including screens, staging, lighting, and sound systems
- Produced branding materials and on-site visuals
- Managed daily operations across 32 consecutive event days
- Coordinated audience flow, activity zones, and on-ground teams
- Delivered continuous public viewing and engagement activities

Results

[View Project](#)

32 Days

CONTINUOUS
OPERATION

1,000

DAILY
PARTICIPANTS

37,000

CONTINUOUS
OPERATION



Selected projects

Corporate & Private Sector Partnerships

ABA Projects

NeoCash Launch Event

Challenge

Launch a fintech service to key stakeholders in a way that builds credibility, ensures visibility, and aligns with the digital nature of the product.

What ABA Delivered

- Developed the launch concept, event structure, and program flow
- Designed full visual identity, stage visuals, and presentation materials
- Produced and installed stage setup, LED screens, lighting, and sound systems
- Managed venue setup, guest experience, and event-day operations
- Coordinated media coverage and influencer participation
- Executed a fully digital, paperless event format
- Managed event documentation including photography and video production

Results

[View Project video](#)[View Project Photos](#)

150-300

PARTICIPANTS

20

MEDIA OUTLETS

10

INFLUENCERS

50+

DIGITAL ASSETS



ABA Projects

Ooredoo

Challenge

Serve as a strategic partner for a leading national telecommunications company, delivering a wide range of campaigns, launches, and public engagement activities across different locations and audiences

What ABA Delivered

- Executed the official service launch in Salfit
- Designed and produced branded retail and activation spaces for major events
- Managed multiple campaigns and community-focused initiatives
- Delivered consistent branding, production, and operational execution across projects

Results

[View Project](#)

Long-term
COLLABORATION

Diverse
PROJECT PORTFOLIO

Multi-location
DELIVERY



ooredoo



ABA Projects

La Roche-Posay Product Launch

Demonstrates our expertise in the specialized beauty and dermatological sector

Challenge

Introduce a new line of La Roche-Posay skincare products to Palestinian pharmacists, dermatologists, and beauty influencers

What ABA Delivered

Designed and managed a professional launch event with scientific content, an experiential product testing zone, and a targeted influencer campaign

Results

[View Project](#)

+350

Increase in Footfall

50+

Key Attendees

100%

Pharmacy Stocking
Commitment



LA ROCHE-POSAY
LABORATOIRE PHARMACEUTIQUE



ABA Projects

BMW 7 Series & XM Launch

Demonstrates our ability to execute for world-class luxury brands.

Challenge

Launch two of BMW's flagship luxury vehicles in Palestine with an event that matches the brand's global standards for sophistication and media impact.

What ABA Delivered

Executed the concept of "The most luxurious event in Palestine," managing all aspects of event production, including a high-end environment, VIP guest management, and a multi-channel media campaign.

Results

[View Project](#)

200
VIP guests

10+
Generated media
coverage pieces

1M
reach of people
Achieved an estimated



Selected projects

National & Institutional Programs

ABA Projects

Higher Council for Innovation & Excellence

Challenge

Design and implement recurring national forums that bring together innovators, entrepreneurs, institutions, and international experts to showcase Palestinian creativity and innovation.

What ABA Delivered

- Designed and executed multiple editions of the national forum across different years
- Managed multi-location event setups, including exhibitions and dialogue sessions
- Coordinated participation of government institutions, private sector, academia, and international speakers
- Produced large-scale exhibitions including over 100 booths
- Managed full technical production, branding, and operational execution

Results

[View Project](#)

130+
INNOVATORS

30+
INTL. SPEAKERS

127
EXHIBITION BOOTHS



ABA Projects

Apla - SDGs

Challenge

Support APLA in integrating Sustainable Development Goals (SDGs) across its operations, communication, and stakeholder engagement activities across the West Bank.

What ABA Delivered

- Developed and implemented awareness campaigns on sustainability and SDGs
- Designed and produced educational and promotional materials
- Organized conferences, workshops, and stakeholder engagement events
- Delivered full design and environmentally responsible printing solutions
- Managed integrated project execution across multiple components

Results

[View Project](#)

Comprehensive
SDG INTEGRATION

Strengthened
POSITIONING

Wide
Community
ENGAGEMENT



SDGs:GO LOCAL
يوم أهداف التنمية المستدامة: نحو التوطين



ABA Projects

Public Prosecution Annual Conference

Challenge

Deliver a high-level national conference bringing together government leadership, international partners, and legal experts, ensuring a seamless multi-day experience aligned with the importance and scale of the event.

What ABA Delivered

- Designed and executed the full conference setup and spatial layout
- Produced and installed all branding materials and event infrastructure
- Managed multi-day operations, logistics, and on-site coordination
- Delivered audiovisual setup including stage, lighting, and sound systems
- Coordinated guest experience for high-profile attendees and delegations

Results

[View Project](#)

3 Days
Continuous
Conference
Operation

100%
Operational
Continuity

Multi-Entity Coordination
Local & International Stakeholders



النيابة العامة
Public Prosecution
دولة فلسطين
State of Palestine



ABA Team

Team Structure:

ABA's teams are structured to ensure smooth coordination and efficient execution across locations, including a dedicated Gaza based team specializing in video production and social media. ABA operates through specialized in house teams including the Design team, the Printing and production team, the Digital marketing and content team, the Project management and administration team, the AI services team, the Three dimensional and animation team, the Event management team, and the Video production and photography team operating across the West Bank and Gaza.

Our Gaza team is a group of highly skilled creative professionals specializing in photography, video production, and motion graphics. With extensive experience collaborating with organizations, agencies, and international NGOs, they excel in visual storytelling, managing all stages of content creation from concept development to post-production. Proficient in Adobe Creative Suite and modern production tools, the team consistently delivers high-quality visuals that capture impactful stories and communicate messages aligned with brand identity.

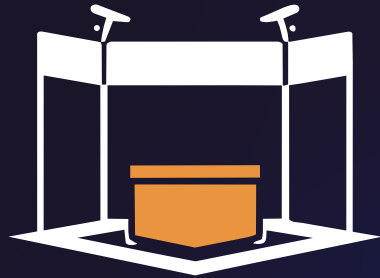


Built for Excellence

ABA supports its work with real production and implementation infrastructure. Our in-house facilities ensure quality control, efficiency, and the ability to deliver large-scale projects on time and within budget.



In-house Printing
& Production



Exhibition Booth
Fabrication



Large-volume
Printed Outputs



Eco-conscious
Technologies

Social Impact & Partnerships

ABA is committed to creating value beyond business outcomes by actively

contributing to community development and maintaining strong ties with leading institutions and industry networks.

Through strategic partnerships and memberships, ABA stays closely connected to the evolving business ecosystem while supporting initiatives that empower youth, entrepreneurs, and local organizations.

Memberships



Palestinian
Information
Technology
Association
of Companies



جمعية أصدقاء
جامعة بيرزيت
Birzeit University
Friends Association

Key Partnerships & Engagements

- Strategic collaboration with Birzeit University Friends Association
- Active engagement with An-Najah National University students



Location
Ramallah, Palestine



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