DoubleBond
formula that doesn't exist

The cases.

19 case pages from the Double Bond portfolio, as they stand on doublebondeg.com. Figures are reported by our clients; each case says where its numbers come from.

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EDUCATION · 2026

Silicon Valley International School



52 students. Eight months later, 603.

About SVIS

Silicon Valley International School is an international school in Egypt's New Administrative Capital. Its education offering brings academic learning together with technology, entrepreneurship and student development.

What we did

We built the brand, the website and the content, produced the events and a large library of videos, and ran the media buying: five lead-generation campaigns that brought around 6,000 leads. Admissions ran through a CRM so every enquiry had a route to a visit and an enrolment.

brand · content · performance · PR · events · admissions / CRM · growth system · media buying · website · videos

WEBSITE WE BUILT siliconvalley-school.com ↗

RESULTS · SVIS

Client-reported

Lead generation · media buying

lead-generation campaigns	leads generated	students enrolled	enrolment revenue (580 students × EGP 155K average tuition, plus EGP 5K application fee each)
5	**~6,000**	**~580**	**~EGP 93M**

CAMPAIGN	COST PER LEAD
Campaign 1	EGP 280
Campaign 2	EGP 300
Campaign 3	EGP 350
Campaign 4	EGP 285
Campaign 5	EGP 310

Figures reported by the client. Cost per lead in Egyptian pounds.

RESULT · CLIENT-REPORTED

52 → 603 students in eight months

The client reports around 6,000 leads and about 580 enrolled students from the campaigns, and growth from 52 to 603 students in eight months.

Videos

12 videos · 11 min in total



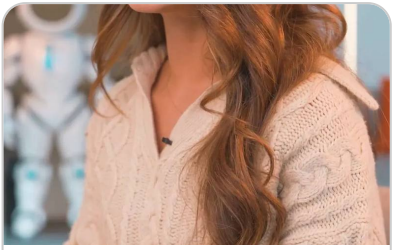
Silicon Valley International School

Grand Opening



Silicon Valley International School

Commercial



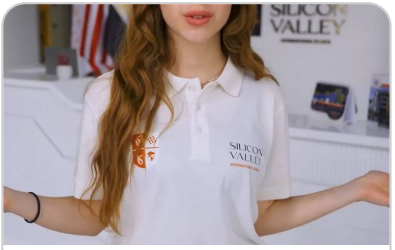
Silicon Valley International School

Sales



Silicon Valley International School

Reel 1



Silicon Valley International School

Reel 2



Silicon Valley International School

Sales video 2



Silicon Valley International School

Sales video 3



Silicon Valley International School

Sales video 4



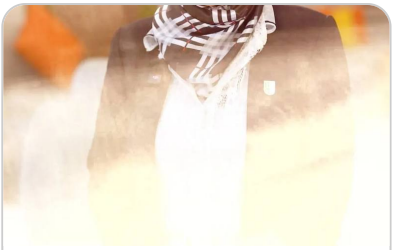
Silicon Valley International School

Sales video 5



Silicon Valley International School

Duo video



Silicon Valley International School

Mrs. Dina



Silicon Valley International School

Mrs. Miha

Branding 4 materials

brand



Identity



Logo system



Colour system



Application

INTERIOR DESIGN

Nesma Farrag Interior Design



From 700 followers to more than 40,000, without media buying.

About Nesma Farrag

Nesma Farrag is an interior-design practice. The portfolio brings together its identity, digital presence and visual presentation of design work.

What we did

We built the branding and the website, produced a large body of videos, and ran the content on Instagram and Facebook. No media buying: the growth is organic.

full identity · digital · website · content strategy · videos · branding

WEBSITE WE BUILT nf-designs.com ↗

RESULT · CLIENT-REPORTED

~700 → 40,000+ followers on Instagram and Facebook

The page grew from about 700 followers to more than 40,000 across Instagram and Facebook (Instagram 16.6K, Facebook 23.7K, November 2026).

Videos

11 videos · 9 min in total



Nesma Farrag Interior Design

3D visualisation · 1 of 5



Nesma Farrag Interior Design

3D visualisation · 2 of 5



Nesma Farrag Interior Design

3D visualisation · 3 of 5



Nesma Farrag Interior Design

3D visualisation · 4 of 5



Nesma Farrag Interior Design

3D visualisation · 5 of 5



Nesma Farrag Interior Design

Reel 1



Nesma Farrag Interior Design

Reel 2



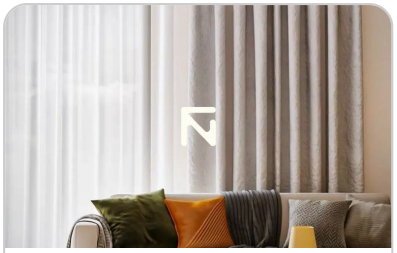
Nesma Farrag Interior Design

Reel 3



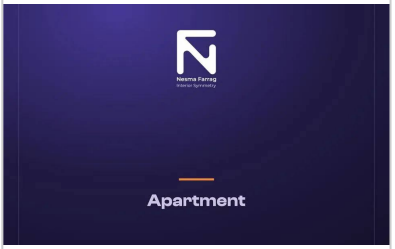
Nesma Farrag Interior Design

Reel 4



Nesma Farrag Interior Design

Apartment, vertical



Nesma Farrag Interior Design

Apartment

Branding 4 materials

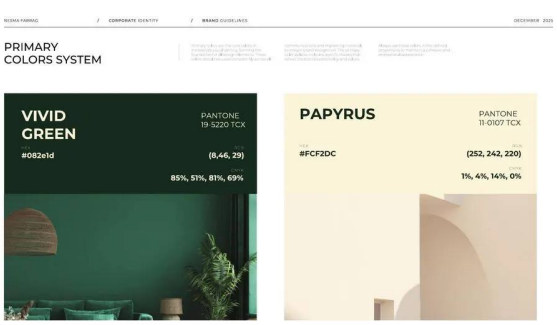
full identity · branding



Identity



Logo system



Colour system



Application

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REAL ESTATE BROKERAGE / BUSINESS DEVELOPMENT

Inland Real Estate



Marketing that stayed in the room until the inventory moved.

About Inland

Inland operates in real-estate brokerage and business development, connecting property projects with buyers and supporting the journey from enquiry to sale.

What we did

We rebranded and repositioned the company, built its website, produced the project videos and ran many media buying campaigns, with lead generation connected to the CRM and the sales team.

rebrand · repositioning · CRM · lead generation · project videos · business development · Ashrafiya Residence · media buying · website

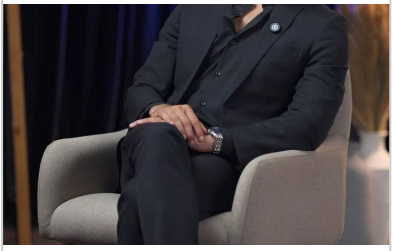
RESULT · CLIENT-REPORTED

EGP 400M+ in sales from our media buying

The client reports more than EGP 400M in sales from our media buying.

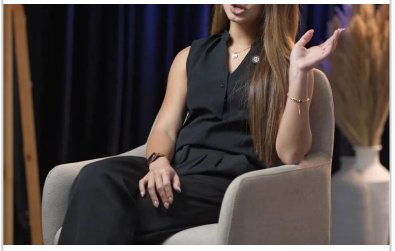
Videos

6 videos · 6 min in total



Inland Real Estate

Reel 1



Inland Real Estate

Reel 2



View Signature

Resale opportunity



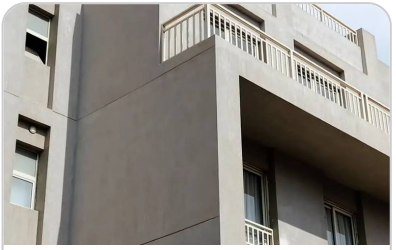
The Waterway

Film



The Waterway

The developer



View Signature

Drone

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REAL ESTATE DEVELOPMENT

Home Group formerly MASS 90

MASS 90 became Home Group.

About Home Group

Home Group is a real-estate developer in Egypt, known until its rebrand as MASS 90.

What we did

We delivered the rebrand from MASS 90 to Home Group, with the outdoor, digital and engagement around the new name.

full rebrand
full marketing
Grand Egyptian Museum opening
VR experience
website
outdoor
digital
engagement

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VENTURE / BUSINESS DEVELOPMENT · CONSUMER · 2022

Mendoja by Sanad Funds

A toy brand, built from a slime kit.

About Mendoja

Mendoja is a kids' toy project by Sanad Funds, built around the Slime Kit and the toys created for it.

What we did

We created the Mendoja brand: the identity, the packaging and the presentation of the Slime Kit and the toys.

- concept development
- business-model evaluation
- business development
- funding facilitation
- operations
- marketing
- Slime Kit → Mendoja experiential concept
- packaging
- website

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cred REAL ESTATE DEVELOPMENT

CRED Developments



A new name, launched in public, with the brokers still in the room.

About CRED

CRED Developments is a real-estate developer, formerly known as Castle Landmark.

What we did

We took part in the rebrand from Castle Landmark to CRED, and in the marketing that launched the new name.

- full rebrand from Castle Landmark
- grand opening
- brokerage event
- outdoor
- digital
- integrated real-estate marketing

RESULT · CLIENT-REPORTED

EGP 1B+ in sales after the relaunch as CRED

The client reports the move from Castle Landmark to CRED and EGP 1B+ in sales.

Branding 4 materials

full rebrand from Castle Landmark



Identity



Logo system



Colour system



Application

MINT BY AL AHLY SABBOUR

REAL ESTATE DEVELOPMENT

MINT
Ahly Sabbour



One developer, several projects, one team behind all of them.

About MINT

MINT is a real-estate business with a portfolio that includes Fustat View and Forty Square. Our engagement brought its project launches and ongoing marketing into one coordinated operation.

What we did

We wrote the guidelines and corporate identity, filmed the locations, ran the social calendars and lead generation, integrated the CRM, and kept marketing and sales operations working together week to week. The Forty Square PR conference and the billboards ran from the same desk.

guidelines | corporate identity | Fustat View | Forty Square | location videos | social calendars | lead generation | CRM | marketing / operations cycle | Forty Square PR conference | billboards

RESULT · CLIENT-REPORTED

4,000+ leads · ~EGP 300M in sales

The client reports 4,000+ leads and approximately EGP 300M in sales.

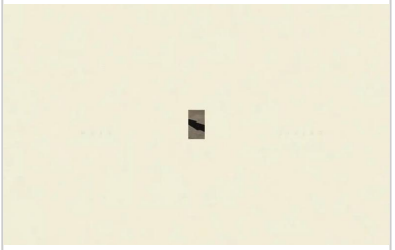
Videos

12 videos · 7 min in total



Forty Square

Location



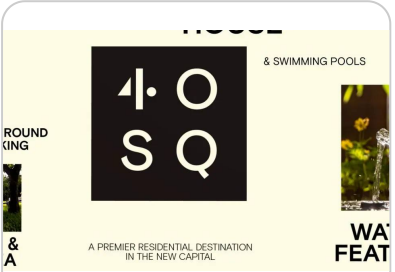
Forty Square

Look & Feel



Forty Square

Look & Feel / Vertical



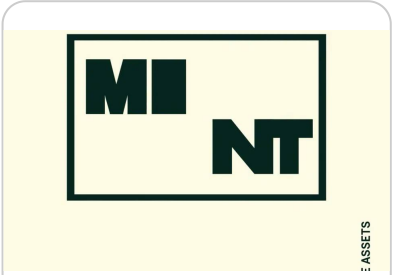
Forty Square

Facilities



Forty Square

Launch event / PR conference



MINT — Ahly Sabbour

Post · 1 of 3



MINT — Ahly Sabbour

Post · 2 of 3

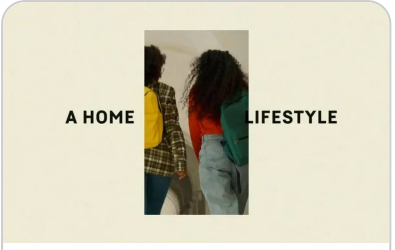


MINT — Ahly Sabbour

Post 3

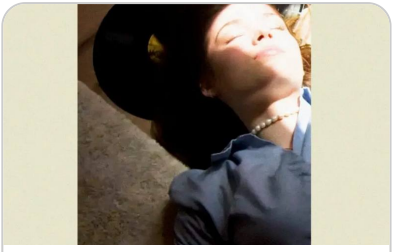
MINT — Ahly Sabbour

May post, animated



MINT — Ahly Sabbour

Post 8



MINT — Ahly Sabbour

Post · 3 of 3

MINT — Ahly Sabbour

Logo reveal

Branding

8 materials

guidelines · corporate identity



Identity



Logo system



Typography



Colour system



Identity



Logo system



Colour system



Application

4·ORTY SQ. REAL ESTATE DEVELOPMENT

Forty Square



A project given a name of its own, from the first mark to the launch.

About Forty Square

Forty Square is a real-estate project presented within the MINT engagement, with a distinct identity, location story and launch programme.
See the full partnership: MINT — Ahly Sabbour.

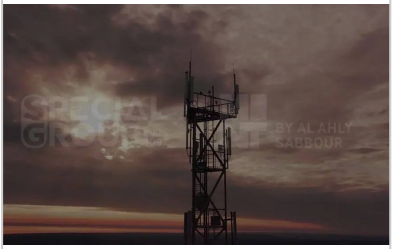
What we did

We built the Forty Square brand identity and produced the location, look-and-feel and facilities videos, then staged the launch event and its PR conference.

- brand identity
- location, look-and-feel and facilities videos
- launch event / PR conference
- website

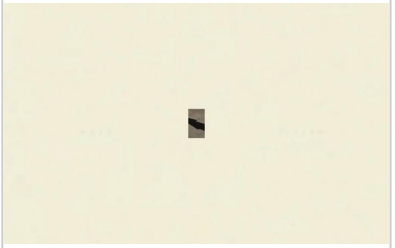
Videos

5 videos · 5 min in total



Forty Square

Location



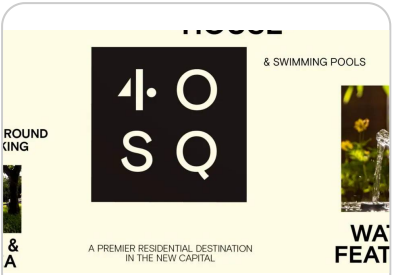
Forty Square

Look & Feel



Forty Square

Look & Feel / Vertical



Forty Square

Facilities



Forty Square

Launch event / PR conference

Branding

4 materials

brand identity



Identity



Logo system





Colour system

Application

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CARIZMA DEVELOPMENTS

REAL ESTATE DEVELOPMENT

Carizma Developments



A launch shaped from strategy to the final video.

About Carizma

Carizma Developments is a real-estate developer in Egypt.

What we did

We created the Carizma brand identity and took part in the launch of Carizma Developments across strategy, marketing, creative and the launch talk. We also produced many of its videos.

brand identity · rebrand · guidelines · digital · lead generation · engagement · grand opening · celebrity activation · videos · launch strategy

RESULT · CLIENT-REPORTED

Mall acquired by a GCC investor following the campaign

The client reports that the mall was acquired by a GCC investor following the campaign.

Videos

9 videos · 9 min in total



Carizma Developments

Film



Z55 Mall

Reel 1 — Karim



Z55 Mall

Reel 2 — Karim



Z55 Mall

Reel 3 — Mariam



Z55 Mall

Reel 4 — Karim



Z55 Mall

Reel 5 — Mariam



Z55 Mall

Reel 6 — Karim



Z55 Mall

Reel 7 — Mariam



Z55 Mall

Reel 8 — Mariam

Branding 4 materials

brand identity · rebrand · guidelines



Identity



Logo system



Colour system

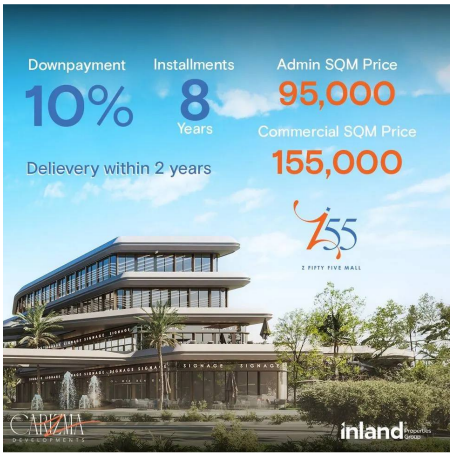


Application

Social content 9 posts



Z55 Mall — Sales carousel, English · 1 of 2



Z55 Mall — Sales carousel, English · 2 of 2



Z55 Mall — Sales carousel, Arabic · 1 of 2



Z55 Mall — Sales carousel, Arabic · 2 of 2



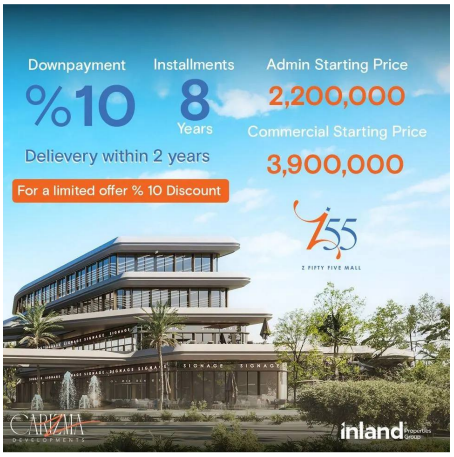
Z55 Mall — Offer carousel, Arabic · 1 of 2



Z55 Mall — Offer carousel, Arabic · 2 of 2



Z55 Mall — Offer carousel, English · 1 of 2



Z55 Mall — Offer carousel, English · 2 of 2



Z55 Mall — Sales post, Arabic

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CONSULTING (CANADA) / ONGOING ENGAGEMENT

Yanmu Consultancy



A new identity, and a website to carry it.

About Yanmu

Yanmu is a consultancy based in Canada. The engagement brings its visual identity and website into a consistent brand presentation.

What we did

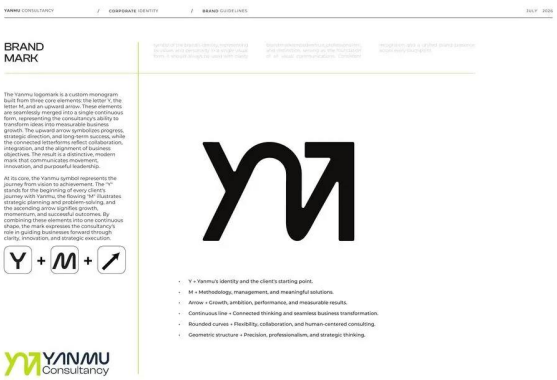
We rebranded Yanmu and built its website, yanmu.ca.

rebrand website

WEBSITE WE BUILT yanmu.ca ↗

Branding 4 materials

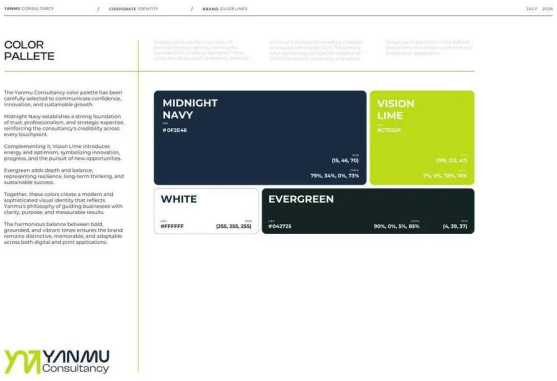
rebrand



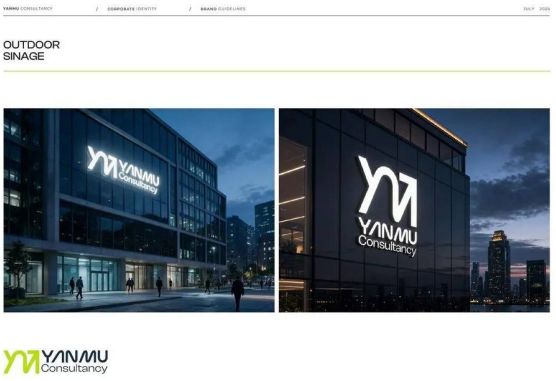
Identity



Logo system



Colour system



Application

REAL ESTATE DEVELOPMENT

Karma Urban Development



Brand first, then a launch, then the volume to sustain it.

About Karma

Karma is a real-estate developer whose portfolio includes KAVI Mall. The engagement spans the developer's identity and the marketing of its project launch.

What we did

We created the Karma brand and the KAVI brand, built the websites for both, and ran the content, lead generation, PR and outdoor around the launch.

rebrand · guidelines · digital · high-volume content · lead generation · grand opening · PR · outdoor · branding · website

WEBSITE WE BUILT karma-ud.com ↗

RESULT · CLIENT-REPORTED

~EGP 400M in sales

The client reports approximately EGP 400M in sales.

Videos

22 videos · 34 min in total



Karma Urban Development

Karma Event



KAVI Mall

Outdoor · 1 of 2



Karma Urban Development

Outdoor · 2 of 2



Karma Urban Development

Look & Feel



Karma Urban Development

Recap



Karma Urban Development

Film · 1 of 2



Karma Urban Development

Film · 2 of 2



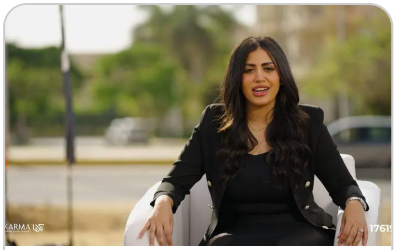
Construction day

Cut 1



Construction day

Cut 2



Construction day

Cut 3



Construction day

Full film · 1 of 2



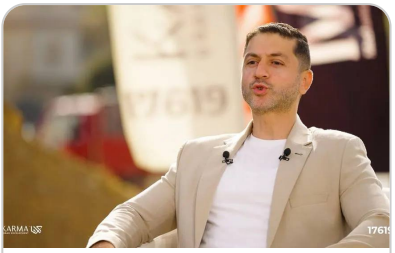
Construction day

Full film · 2 of 2



Construction day

Part 1



Construction day

Part 2



Construction day

Teaser 1



Construction day

Teaser 2



Karma Urban Development

Sales video 1



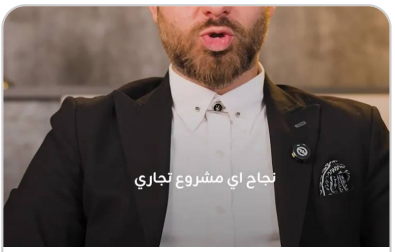
Karma Urban Development

Sales video 2



Karma Urban Development

Sales video 3



Karma Urban Development

Sales video 4



Karma Urban Development

Sales video 5



Karma Urban Development

Sales video 6

Branding 8 materials

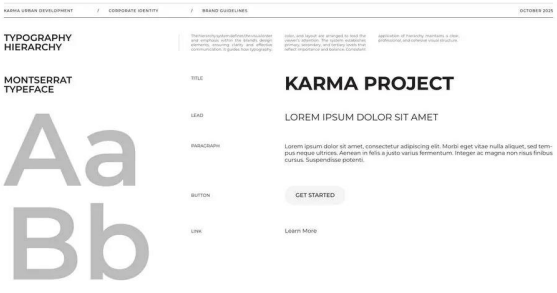
rebrand · guidelines · branding



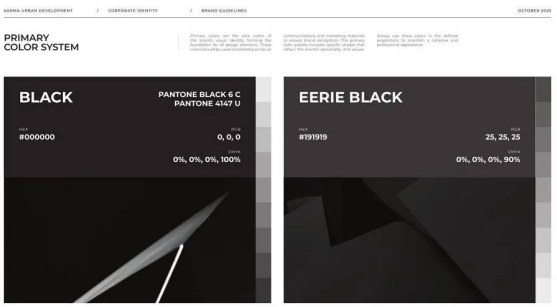
Identity



Logo system



Typography



Colour system



Identity



Logo system



Colour system



Application

KAVI™ REAL ESTATE DEVELOPMENT

KAVI Mall



A flagship mall, launched in public.

About KAVI

KAVI Mall is the flagship mall of Karma Urban Development. Its showcase focuses on the launch, outdoor presence and videos introducing the project. See the full partnership: Karma Urban Development.

What we did

We staged the grand opening and its PR, ran the outdoor campaign and the digital presence, and produced the launch videos: the event video, the outdoor video and the full animation. All of it for KAVI, the flagship of our Karma partnership.

grand opening · PR · outdoor · digital · branding · website

WEBSITE WE BUILT kavi-mall.com ↗

Videos 8 videos · 9 min in total



KAVI Mall

Outdoor



KAVI Mall

Film



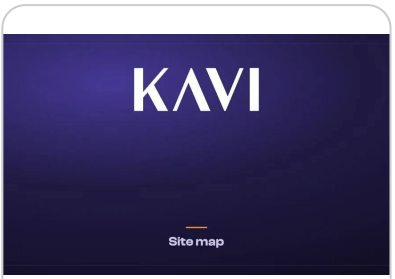
KAVI Mall

Full animation



KAVI Mall

Construction · 1 of 2



KAVI Mall

Site map



KAVI Mall

Construction · 2 of 2



KAVI Mall

Sales video



KAVI Mall

Karma Event

Branding 4 materials

branding



Identity



Logo system



Colour system



Application

EDUCATION · 2026 / ONGOING
ENGAGEMENT

Stanford International School



A school’s image, platforms and admissions brought into line.

About Stanford

Stanford International School is an international school in New Cairo. We created its imagery style, produced videos, managed its social media and Google platforms, built its website and ran its admissions media buying.

What we did

We created an enhanced imagery style for the school, produced its videos, managed its social media, fixed and organised its Google presence and platforms, built the website and ran the media buying for admissions.

- elite positioning
- rebrand in progress
- growth cycle
- admissions cycle
- website restructure
- media buying
- enhanced imagery style
- videos
- social media management
- Google platforms

WEBSITE WE BUILT **stanfordschool-eg.com ↗**

RESULTS · STANFORD

Client-reported

Admissions campaign · media buying

leads generated	cost per lead	students enrolled	lead-to-enrolment rate
~700	EGP 250	~60	~8.6%

CAMPAIGN	COST PER LEAD
Lead campaign	EGP 250

Figures reported by the client.

RESULT · IN PROGRESS

700 leads · 60 students enrolled

The client reports around 700 leads at EGP 250 per lead, and about 60 enrolled students from the campaign.

Videos 1 video



Stanford International School

Stanford International School

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NOMAD®Communities

REAL ESTATE DEVELOPMENT / ONGOING ENGAGEMENT

Nomad Communities



A developer’s brand, set out and refreshed.

About Nomad

Nomad Communities is a real-estate developer. Its projects include Sight, a boutique residential compound.

What we did

We did the branding and the rebranding for Nomad Communities, and built the website for Sight by Nomad.

branding | rebranding | website

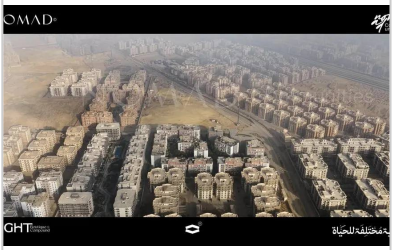
Videos

2 videos · 3 min in total



Sight Boutique Compound

Construction update



Sight Boutique Compound

Project video

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SIGHT Boutique Compound

REAL ESTATE DEVELOPMENT / ONGOING ENGAGEMENT

Sight Boutique Compound



A boutique compound, told in video.

About Sight

Sight is a boutique residential compound. Its current showcase brings together project videos and presenter-led video series.

What we did

We are producing the videos: the main video, and the outdoor and indoor series for Hania, Karim and the combined cut.

website

Videos 9 videos · 6 min in total



Sight Boutique Compound

Film



Sight Boutique Compound

Hania



Sight Boutique Compound

Karim



Sight Boutique Compound

Combined

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electronic VISION® ELECTRICAL / TECHNOLOGY

Electronic Vision



A new brand for a technology company.

About Electronic Vision

Electronic Vision is an electrical and technology company.

What we did

We rebranded Electronic Vision and built its website.

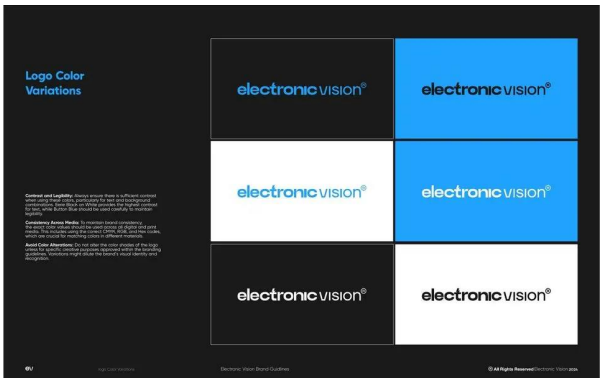
branding materials · rebranding · website

Branding 4 materials

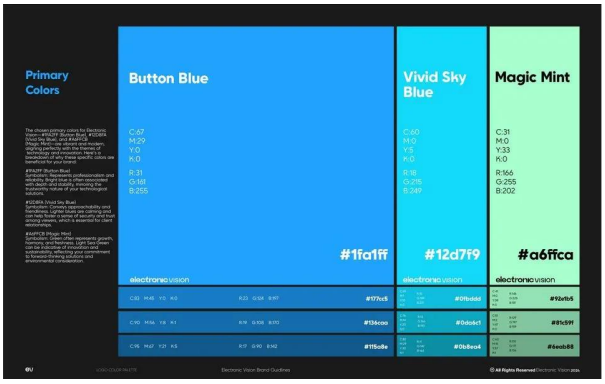
branding materials · rebranding



Identity



Logo system



Colour system



Application

REAL ESTATE DEVELOPMENT

Madaar Real Estate

A sales achievement at Azha Sokhna, recorded on camera.

About Madaar

Madaar is a real-estate company. Our work with it centred on Azha Sokhna: campaigns, a website, and videos recording its sales achievement.

What we did

We ran campaigns for Madaar, built its website, and produced the testimonial and achievement videos.

- Azha Sokhna
- testimonial video
- achievement video
- recognition
- campaigns
- website

RESULT · CLIENT-REPORTED

~EGP 300M in sales from our campaigns

The client reports about EGP 300M in sales from the campaigns.

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MOUNTAIN VIEW

REAL ESTATE DEVELOPMENT

Mountain View

Performance on its own, at scale.

About Mountain View

Mountain View is a real-estate developer. The engagement documented here focuses on digital media buying and performance campaigns.

What we did

We ran many media buying campaigns for Mountain View across different projects, and built its website.

- digital media buying
- performance campaigns
- website

RESULT · CLIENT-REPORTED

~EGP 600M in sales across campaigns

The client reports a total of about EGP 600M in sales across the campaigns.

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ARCHITECTURE / ONGOING ENGAGEMENT

Fahim Riyadh



An architecture studio, in its founder's own words on camera.

About Fahim Riyadh

Fahim Riyadh is an architecture studio working on real-estate developments and compounds.

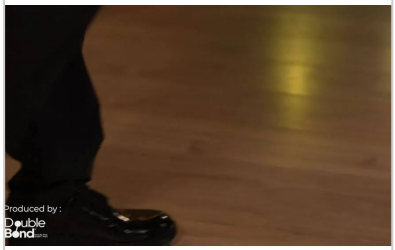
What we did

We produced a video series for the studio: a cinematic trailer, a biography, and filmed conversations and explainers with Fahim Riyadh on design, engineering and technology.

creative materials

Videos

19 videos · 30 min in total



Fahim Riyadh

Cinematic trailer



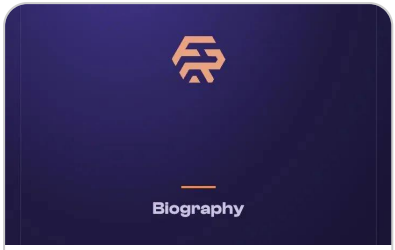
Fahim Riyadh

Design & project



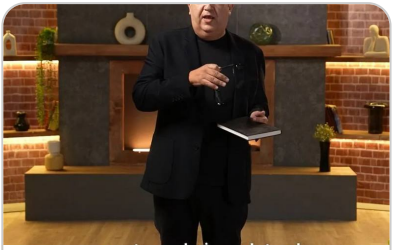
Fahim Riyadh

Engineers comparisons



Fahim Riyadh

Biography



Fahim Riyadh

Technology



Fahim Riyadh

Fahim & Bassem



Fahim Riyadh

Mayar & Fahim



Fahim Riyadh

Shady & Fahim

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