

# RIZK GROUP

C O M M U N I C A T I O N S

*Full-Service Advertising  
& Communications Agency*

Brand Strategy · Advertising Campaigns  
Digital & Social Media  
Media Planning & Buying  
Event Planning & Branding

**30+**

Years

**200+**

Campaigns

**MENA**

Regional

**Where ideas become  
impactful campaigns.**

Headquartered in Beirut, Lebanon  
Serving clients across the Middle East & beyond

[rizkgroup.com](http://rizkgroup.com)

# An Agency Built on Strategic Thinking.

Rizk Group Communications is a full-service advertising and communications agency with over three decades of regional expertise. Founded in Beirut and operating across the Middle East, we partner with brands that want more than visibility — they want results.

From brand positioning and integrated campaigns to media planning and digital strategy, we bring together creative thinking and commercial intelligence to deliver communications that move people and markets.



## Strategy First

Every brief starts with a clear strategic foundation — audience, insight, and objective.



## Creative Excellence

Campaigns that stand out in cluttered markets and connect emotionally with audiences.



## Media Intelligence

Data-driven media planning that maximises reach, frequency and return on investment.

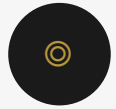


## Partnership Model

We work as an extension of your team — transparent, responsive, and accountable.

# What We Do.

*End-to-end communications — from the big idea to the last click.*



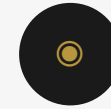
## Brand Strategy

Positioning, identity development, brand architecture and governance frameworks for leading regional and international brands.



## Advertising Campaigns

Integrated ATL/BTL campaigns — from insight and concept through to production and multi-channel deployment.



## Digital & Social Media

Social strategy, content production, performance marketing, influencer campaigns and always-on community management.



## Media Planning & Buying

Full-spectrum media — TV, OOH, digital, print, radio and cinema. Data-driven planning, negotiated buying and live optimisation.



## Event Planning

Corporate events, brand activations, experiential marketing, roadshows and sponsorship activation management.



## PR & Communications

Strategic public relations, media relations, crisis communications and stakeholder engagement across MENA markets.

# Industries We Serve.



**Automotive**



**Banking & Finance**



**Hospitality & Tourism**



**Retail & FMCG**



**Telecoms & Technology**



**Aviation & Transport**



**Real Estate & Development**



**Education & NGOs**

# 30+ Years of Regional Communications Excellence.

**30+**

Years in Business

---

Three decades of campaigns, brands and client relationships across MENA

**200+**

Campaigns Delivered

---

Integrated campaigns across all channels for leading regional brands

**MENA**

Regional Expertise

---

Deep market knowledge across Lebanon, Gulf, and North Africa

**FULL**

Service Offering

---

Strategy · Creative Media · Digital · Events PR & Communications

# Let's Build Something Great.

Reach out for a strategic  
consultation — no obligation.

[rizkgroup.com](https://rizkgroup.com)

## Contact Us

**Rizk Group Communications**

Beirut, Lebanon

[rizkgroup.com](https://rizkgroup.com)