

Dra



COMMUNICATE
LOUDER

Digital Marketing

Organizing Exhibitions and conferences



keffah group Co.
مجموعة كفاح الشرق

www.dra.sa | www.dra.agency | www.kg.sa

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Welcome Message

We provide integrated digital marketing and event management solutions designed to enhance brand visibility and engagement.

Our team combines strategic insight, creative excellence, and operational precision to deliver impactful, results-driven services.

Committed to quality and client satisfaction, we turn ideas into lasting experiences.



Abdullah Al Gharawi
CEO of compagny

How KASCCO Began?

By: *Abdullah Al-Gharawi Founder*

KASCCO Co. started with a simple idea and a big dream. I saw a gap in the market for a company built on quality and trust, and I decided to take the first step, no matter how small.

In the beginning, resources were limited, but we had determination and a clear vision. We worked hard, learned from every experience, and grew project by project.

Today, KASCCO has become a trusted name in the contracting world. Our ambition continues, guided by the same values we started with.

Through this profile, we aim to showcase our expertise, creativity, and commitment to excellence in digital marketing and event management. Whether you're looking to elevate your brand, launch a campaign, or create impactful experiences, our team is equipped to support your goals with precision, innovation, and professionalism.

Thank you for considering **DRA Agency** as your trusted partner in marketing and event solutions.



About Compagny

DRA Agency is a full-service digital marketing agency, specializing in event and conference organization.

Our goal is to help businesses realize their potential online and through exceptional events.

We empower brands to reach their target audience through well-thought-out strategies, professional execution, and brand loyalty building.

DRA Agency is proudly affiliated with **Kascco Group**, a reputable organization established in 2006, known for its excellence across multiple sectors.



Our Team



Mr. Abdulwahid Almahdi

Deputy General Manager

Mr. Abdulwahid has been a vital part of the company since its early days in 2012. He serves as the Deputy General Manager of both Kascco and its parent company, Kifah Al Sharq. His long standing leadership continues to shape the success of the group's manpower operations.



Mr. Soufiane El Jaouhari

Digital Marketing Department Manager

Mr. Soufiane El Jaouhari manages DRA Agency's Digital Marketing and Event Management teams. He oversees campaign planning, client relations, and project execution, ensuring efficiency and impactful results.



Mrs Salma Essaji

Marketing Specialist

Mrs. Salma is a Marketing Specialist at DRA Agency, focusing on strategic campaign development and brand engagement to drive measurable growth.



Mrs Salma Essaji
Marketing Specialist

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Mr. Soufiane El Jaouhari
Digital Marketing Department Manager

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Our Vision

To be a leading force in the MENA region in connecting brands with people

through unforgettable digital experiences and exceptional event execution.

Our Mission

To empower businesses and institutions by creating powerful brand stories, building strong online presence, and delivering professional events that leave a lasting impression.



Why **DRA** Agency?

Expert Team

Our team brings extensive and diverse experience, combining professionalism with deep expertise in marketing and event management.

Data-Driven Approach

We use cutting-edge tools and analytics to inform our strategies and measure success.

Custom Solutions

We believe in bespoke strategies tailored to the unique needs of each client

Proven Results

Our track record of successful campaigns speaks for itself. We pride ourselves on delivering measurable results



Our Core **Services**

Digital Marketing Services

We help you build your brand online and engage your audience effectively through:

Social Media Strategy & Management
Daily/weekly content planning, publishing, and audience engagement.

Content Creation & Creative Copywriting
High-quality visuals, video production, storytelling, and ad copy.

Brand Identity & Graphic Design
Logo creation, brand guidelines, visuals for digital and print.

Web Design & Development
Corporate websites, landing pages, and e-commerce integration.

Paid Advertising Campaigns
Ads on Meta (Facebook/Instagram), Google Ads, TikTok Ads, LinkedIn, and more.

SEO & Analytics
Improve search engine rankings and monitor campaign performance with detailed reports.



Event & Conference Management

We turn your ideas into extraordinary real-life experiences through:

Conference & Forum Organization From concept to execution program development, speaker coordination, logistics

Exhibition & Trade Show Management Booth design, space planning, branding, and visitor experience.

Corporate Events Product launches, company anniversaries, team-building events

Guest Management & Logistics Registration systems, invitations, accommodations, VIP coordination.

Media & PR Coverage Press releases, media relations, photography, and videography

Thematic Concepts & Décor Creative event design aligned with your brand and message

Dra
Digits Reality for Advertising
خبرة الأرقام للدعاية والإعلان



Certificates



الدرجة
الشاشة

هيئة المحتوى المحلي
والمشتريات الحكومية
Local Content & Government
Procurement Authority





Summary

At **DRA Agency**, we are proud to have collaborated with a diverse range of esteemed clients in delivering tailored digital marketing and event management solutions.

Our services go beyond strategy and design we offer end-to-end campaign management, content creation, branding, digital advertising, social media execution, and seamless event coordination.

Supported by a skilled team and a dedicated digital infrastructure, we ensure high service quality, real-time monitoring, and full integration across all project stages.

We are committed to excellence, creativity, and measurable impact adapting our approach to meet each client's unique goals and ensure long-term success.

We look forward to the opportunity to collaborate with you and bring your vision to life.

TASNEE التصنيع
National Industrialization Company



PEPSICO

Rowad

حديقة الملك سلمان
King Salman Park



أرامكو السعودية
saudi aramco



الشركة الوطنية لصناعة البطاريات
National Batteries Company

التنمية
TANMIAH

NAQEL
EXPRESS

نون
noon

اسمنت اليمامة
YAMAMA CEMENT

كارفور
Carrefour

تلدين
Taldeen

العربية للعود
Arabian Oud

CLARIANT



سيپوركس
SIPOREX



المدينة
City General Company

أسمنت الجوف
AL JOUF CEMENT

SEHAM CLEAN
سهام ك्लीن



CANDOUR CAFE

moño

مستعمل أضواء
بنيت النور
التسويق الإلكتروني



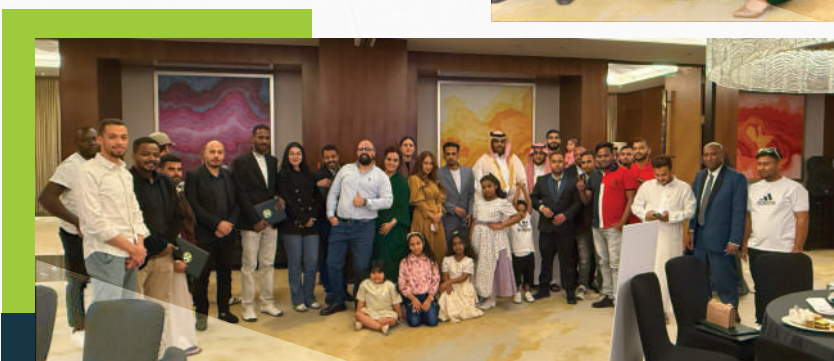
الشركة الوطنية لصناعة البطاريات
National Batteries Company

أسواق ومخابز
منجم الإبداع



Company Event Highlights

Here are snapshots from our company events and celebrations that reflect our team spirit, positive work environment, and shared achievements.





➤ *Get in Touch*

Ready to take your digital marketing to the next level?

Contact us today to schedule a consultation and discover how DRA Agency can help your business thrive online



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درا

وكالة التسويق الرقمي وتنظيم المعارض والمؤتمرات
Digital Marketing Agency & Organizing Exhibitions and conferences