

AVA ✦ RASAN'S

COMPANY PROFILE

ava-rasans.com

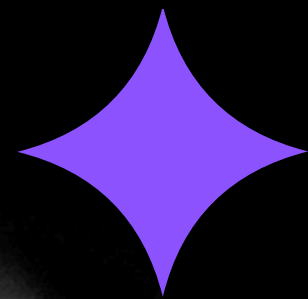
WE DON'T BRAND. WE DESIGN DESTINIES

We don't just build brands , we engineer emotions, code creativity, and design destinies. At **AVA/RASANS**, we fuse human insight with AI intelligence to craft bold identities, unforgettable experiences and marketing strategies that speak louder than algorithms. From creative design and social media branding to high-end production, we deliver solutions that are tailored, scalable, and future-ready.

Your brand isn't a logo, it's living future- and we're here to make it move, breathe, and rise above. Whether it's pixels or poetry, data or design, we blend it all to make your audience not just see you, but feel you.

Your visibility is what we live, breath and brand.

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Hello.

Ready to rise above?

AVA/RASANS has grown from a start-up advertising agency in Cairo in 2017. We are a full service, integrated communications network making people fall head over heels for what our clients create. Products, services—whatever it is, we turn interest into obsession.

“From day one at AVA/RASANS, we’ve been driven by your spotlight & our spirit that the sky is the limit. For us, ‘impossible’ just means ‘not done yet.’

DIRECTOR FORWARD

WE REACH FOR STARS

Welcome to AVA/RASANS, where brands do not just get seen — they get felt.
As designers of brand's destinies, we fuse strategy, story & style.

At **AVA/RASANS**, we are serving your business with vision that intends legacy. Because success isn't measured by likes or logos — it's measured by the power to stand out, to lead markets, and to leave a mark that lasts.

We partner with those who dare to firmly leave that mark with their brand, business, service and product. Every project is a stage for bold ideas, relentless creativity, and flawless execution. We don't chase excellence — we set it.

If you're ready to create something the world can't ignore, let's rise above together.

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AVA VON DÜSTERLHO

Managing Director Germany/UAE
Founder Berlin
Vision of the agency



MINA ISAAC

Executive Director Egypt/
Founder Cairo
Heart of the agency



KARSTEN VON DÜSTERLHO

International Business Developer/
Co-Founder Berlin
Brain of the agency

INTRODUCTION

WE ARE AVA ✦ RASAN'S

We craft bold, strategic brands that don't just compete — they elevate markets, ignite imagination, and earn lasting loyalty.

Driven by vision, powered by method, and obsessed with impact, we follow a rigorous process that turns strategy into market-shifting results.

With a team of fearless thinkers, relentless researchers, creative visionaries, and brand guardians, we uncover what makes a brand truly matter — and build it into something unforgettable.

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WHAT GUIDES US?

◆ Core values

Our Core Values are the foundation of everything we create and stand for at **AVA/RASANS**.

They shape how we work, how we lead, and how we impact the world around us. We call them the AVA/RASANS IDEAL — because for us, values aren't just words. They are a standard we live by, every day.

INNOVATION, DEDICATION, EXCELLENCE, AUTHENTICITY, LEADERSHIP

These values shape our culture, guide our decisions, and connect us to the communities and markets we serve.

◆ Innovation

We equip our people and teams in order to grow a culture of innovation. We are innovative & creative so for you we can challenge the ordinary and create the extraordinary

◆ Excellence

Keeping up excellence requires us to hold ourselves to the highest standard — in attitude, craft, and impact. Rising above means always aiming for the highest. We keep our eyes on the stars while standing with our feet firmly on the ground.

◆ Authenticity

We believe that standing out and being seen is not to be made at cost of truthfulness. We lead with honesty and clarity, stay true to our purpose, and build trust through real connections and sustainable impact.

◆ Dedication

Though being bold, our dedication to our clients' success and growth is the heart we operate from. With passion, perseverance and in service of your company's potential we give our best. Every single time

◆ Leadership

Everything rises and falls with leadership. Because the way you lead- is how you succeed. We remain growing as leaders in thought, execution and result so as to remain effective and relevant.



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PHILOSOPHY

At AVA/RASANS, we create deeper, smarter connections between brands and people. We relentlessly explore better ways to communicate, inspire, and lead markets forward.

We don't just promote — we amplify visibility. Whether it's a product, service, or story, we define the mission, shape the strategy, and deliver results that drive real impact.

With clear goals and bold execution, we take ownership from start to finish — on time, on budget, beyond expectations.

Creativity fuels us. Strategy guides us. Excellence defines us. We evolve with culture and technology, helping our clients rise above noise and lead with meaning.

At AVA/RASANS, we merge fearless creativity with smart strategy to build brands that aren't just seen — they're felt.

We don't do competition. We do different.

Driven by talent, united by vision

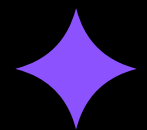
At AVA/RASANS, our people are our greatest strength — bold minds, diverse talents, and a shared vision to create work that shapes markets and inspires action.

Individually, we are talented. Together, we rise above. Whether crafting concepts, designing bold visuals, building strategies, or handling the details that bring it all together — we show up with passion and purpose, united by one goal: delivering excellence for our clients.

We hire the curious, the courageous, the ones hungry for challenge and growth. Our team is ready to roll up their sleeves, think bigger, and push brands to rise above.

This is who we are. This is how we lead.

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SERVICES

- BRANDING
- WEB
- DIGITAL



BRANDING NOW

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CUSTOM MODELLING STUDIO

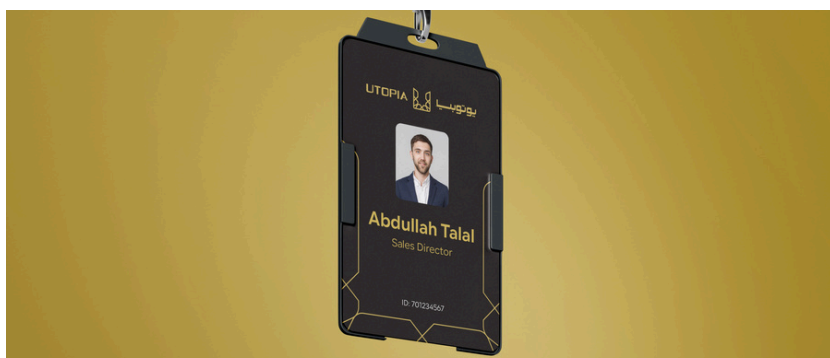
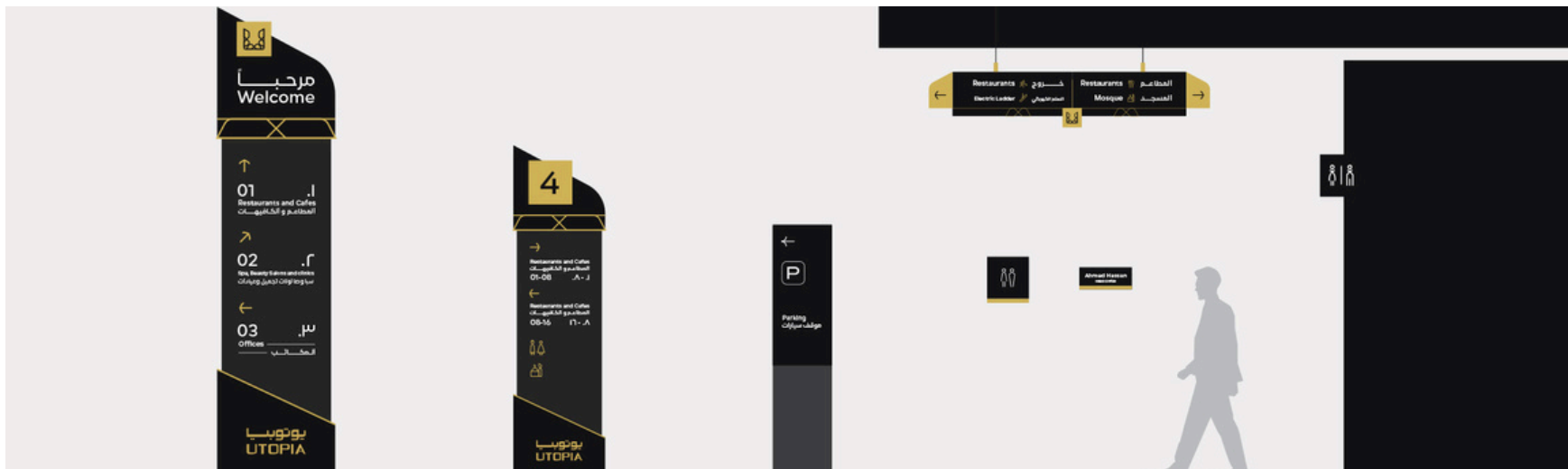
Engineering
CA, USA





UTOPIA COMPLEX

Real Estate
Mecca, Saudi Arabia





STEINCRETE

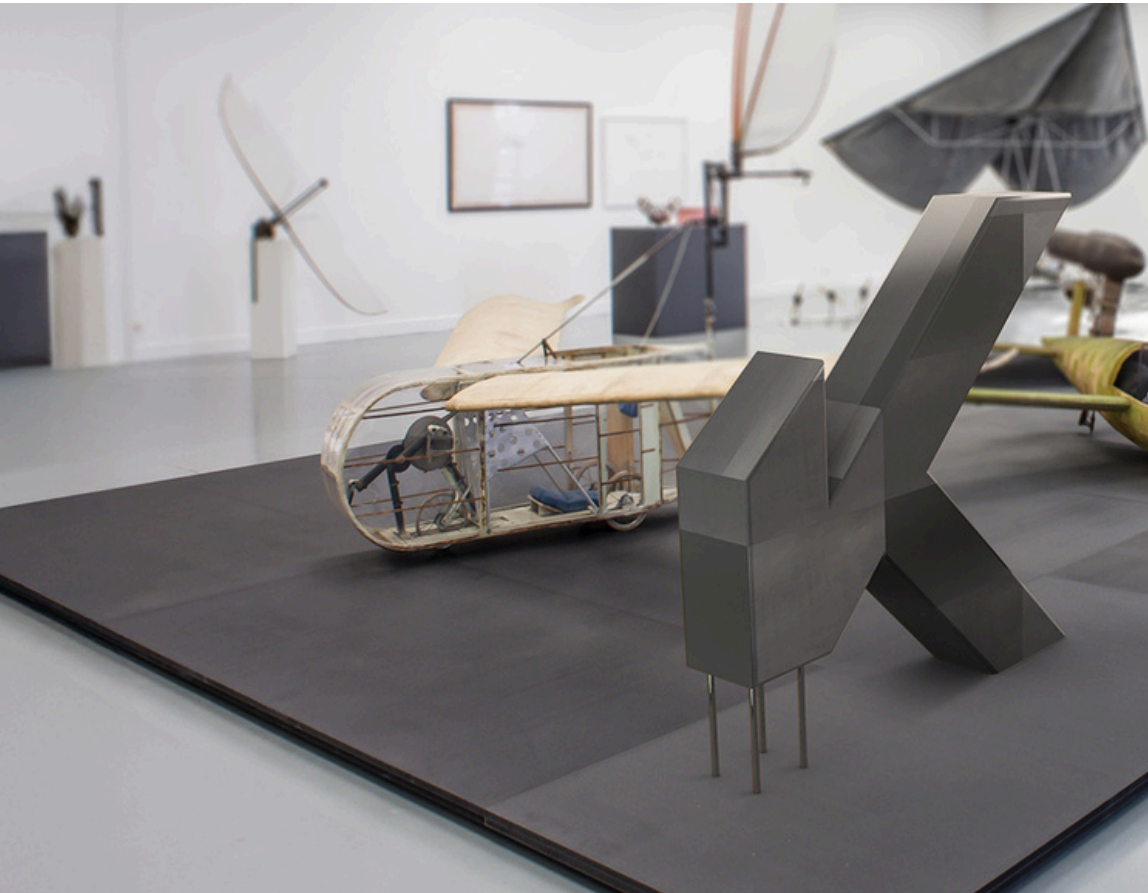
Manufacturer, Concrete Products
Cairo, Egypt

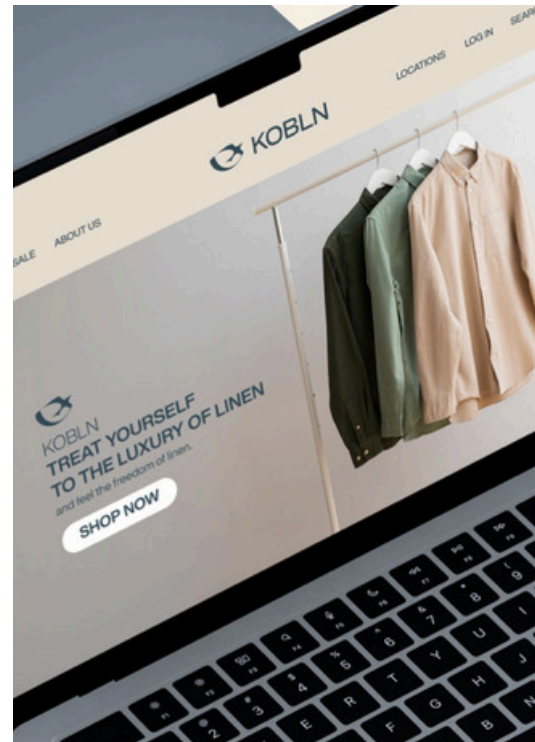




KLUGMANN HAUSGERÄTE GMBH

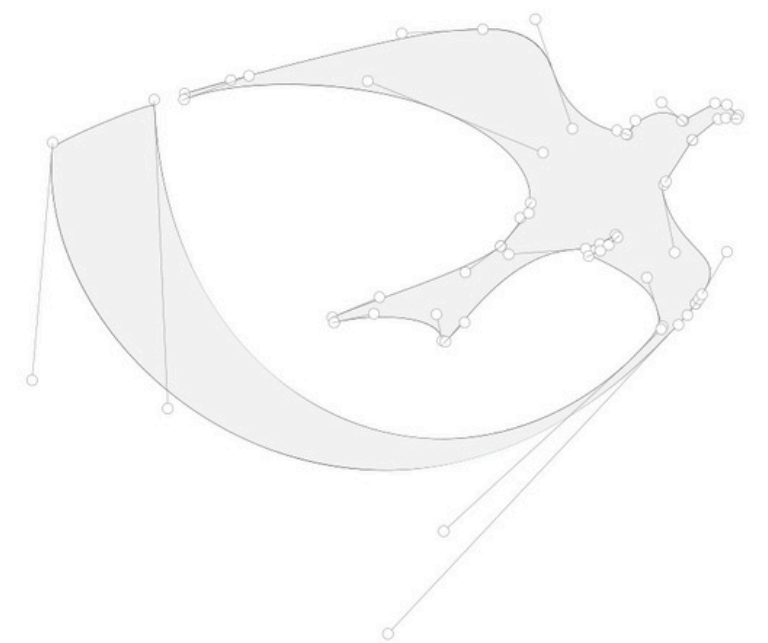
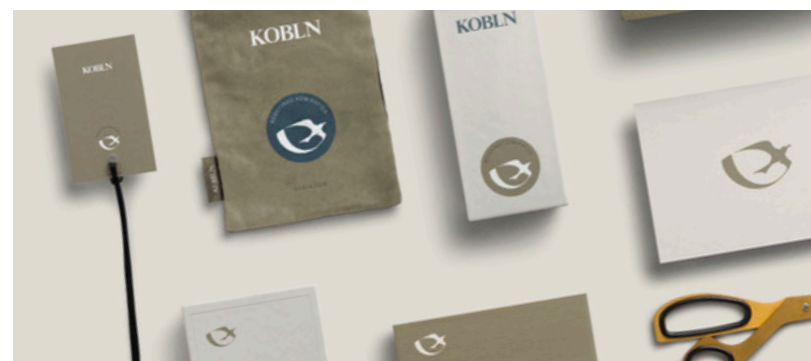
Appliances
Munster, Germany





KOBLN

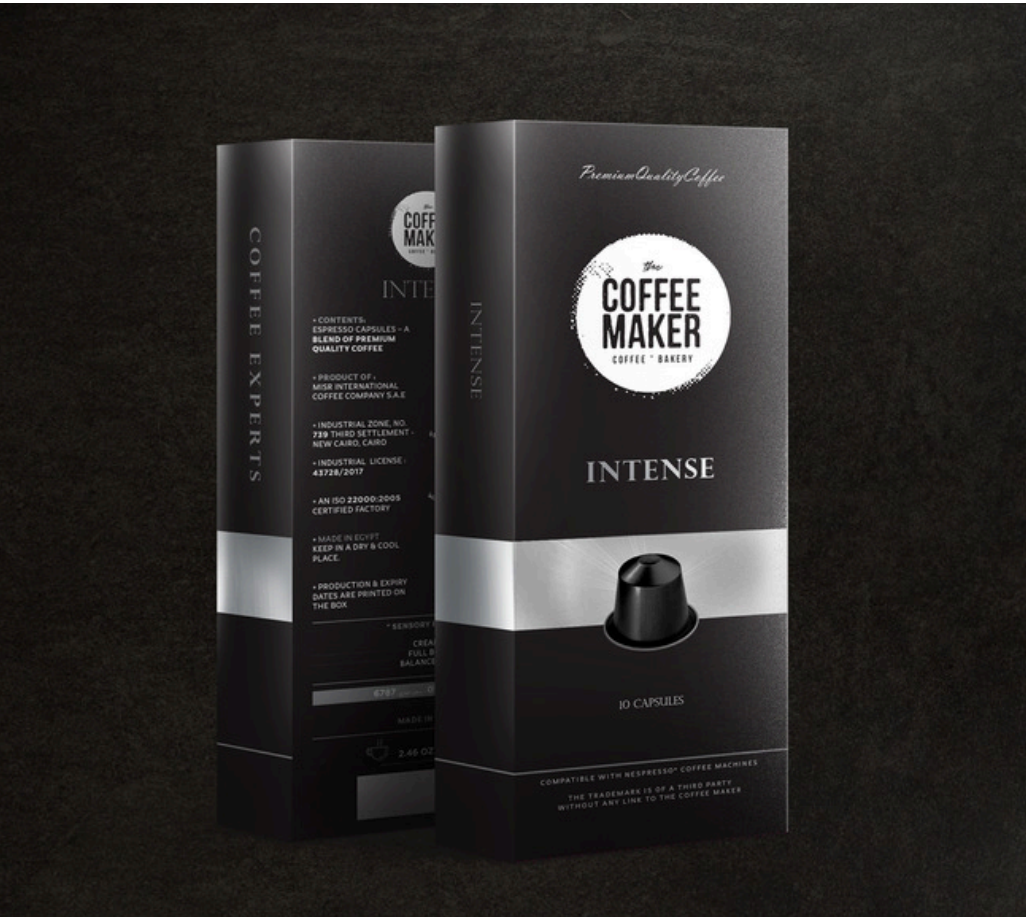
FASHION
RIYADH, KSA





THE COFFEE MAKER

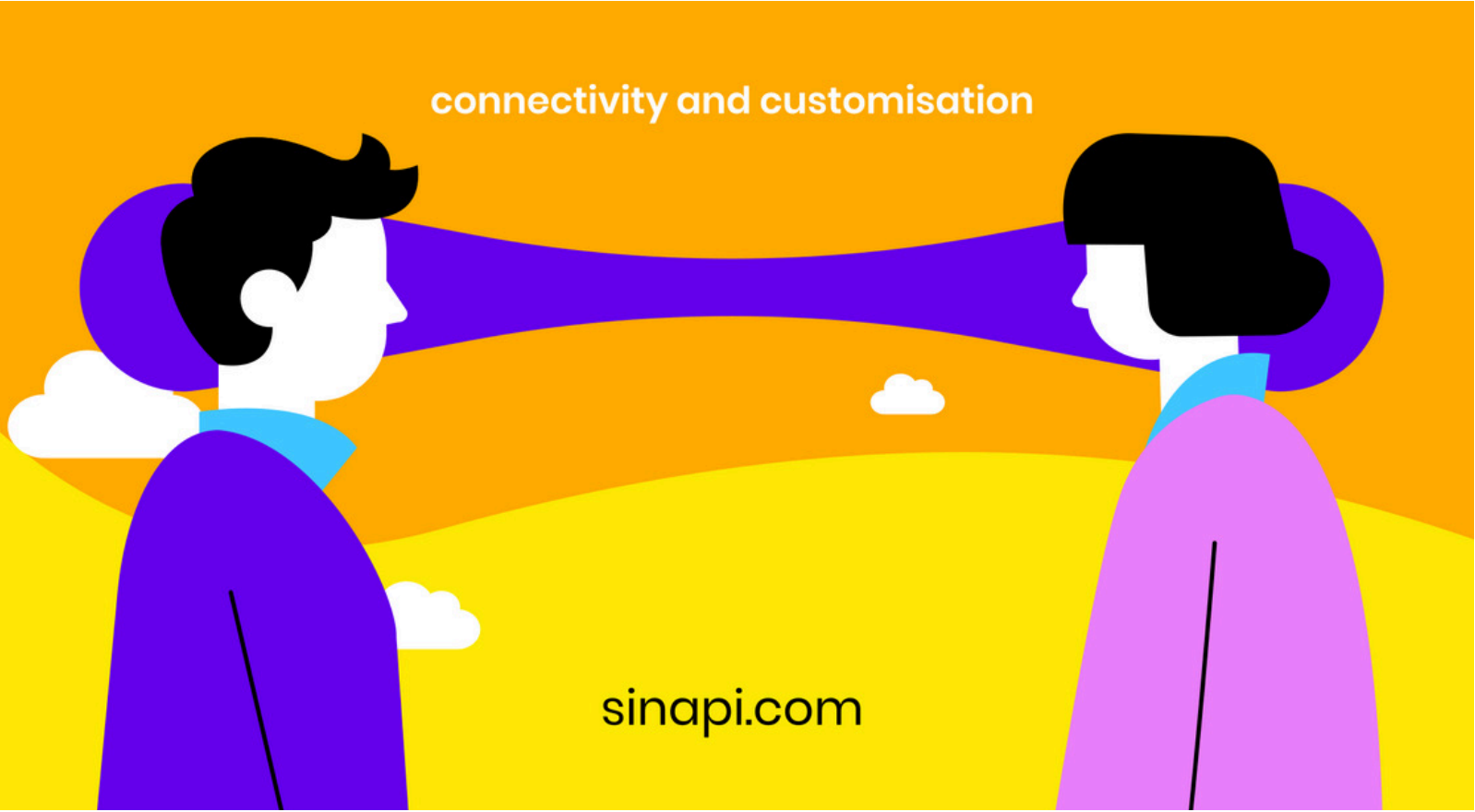
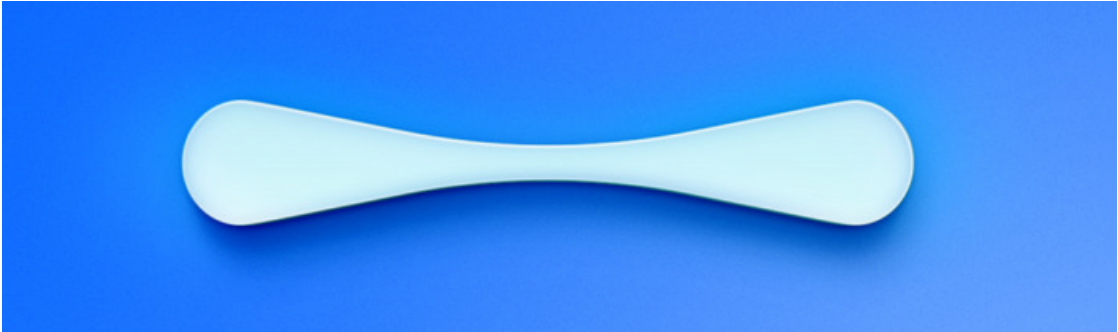
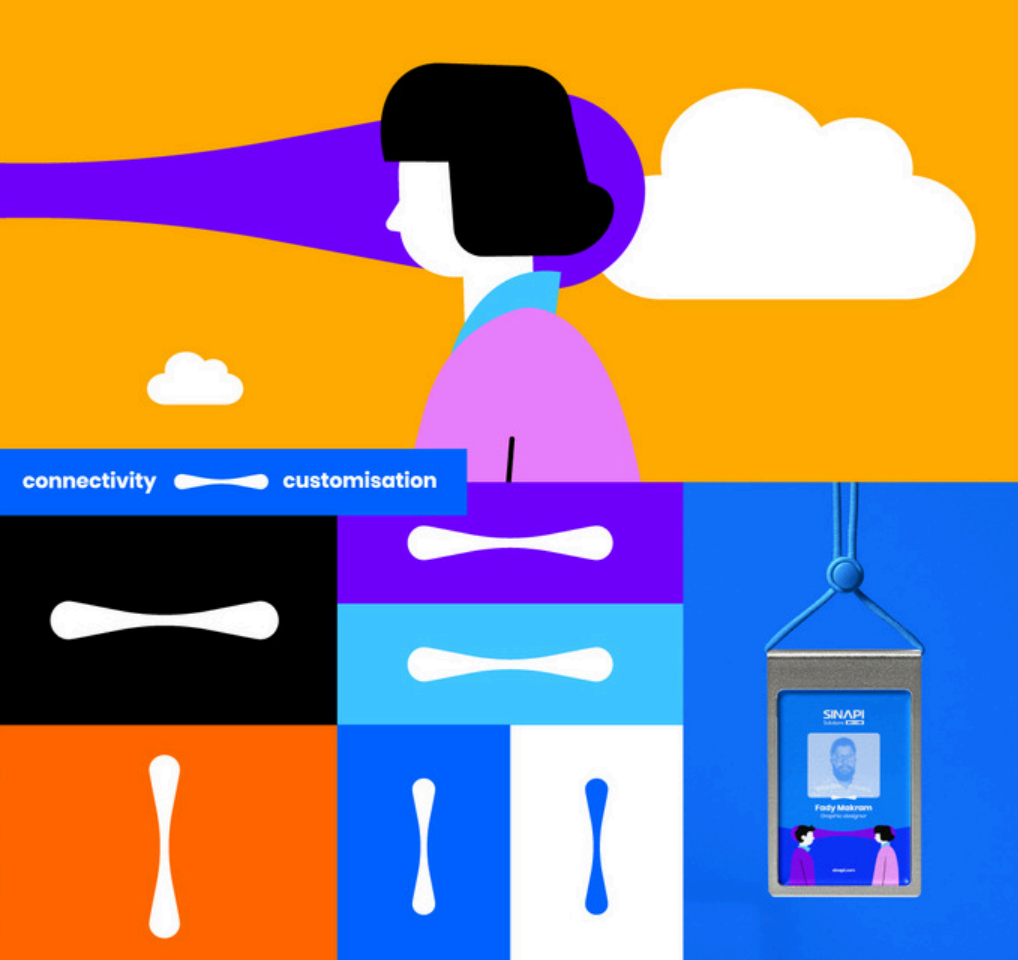
Food and Beverage
Cairo, Egypt

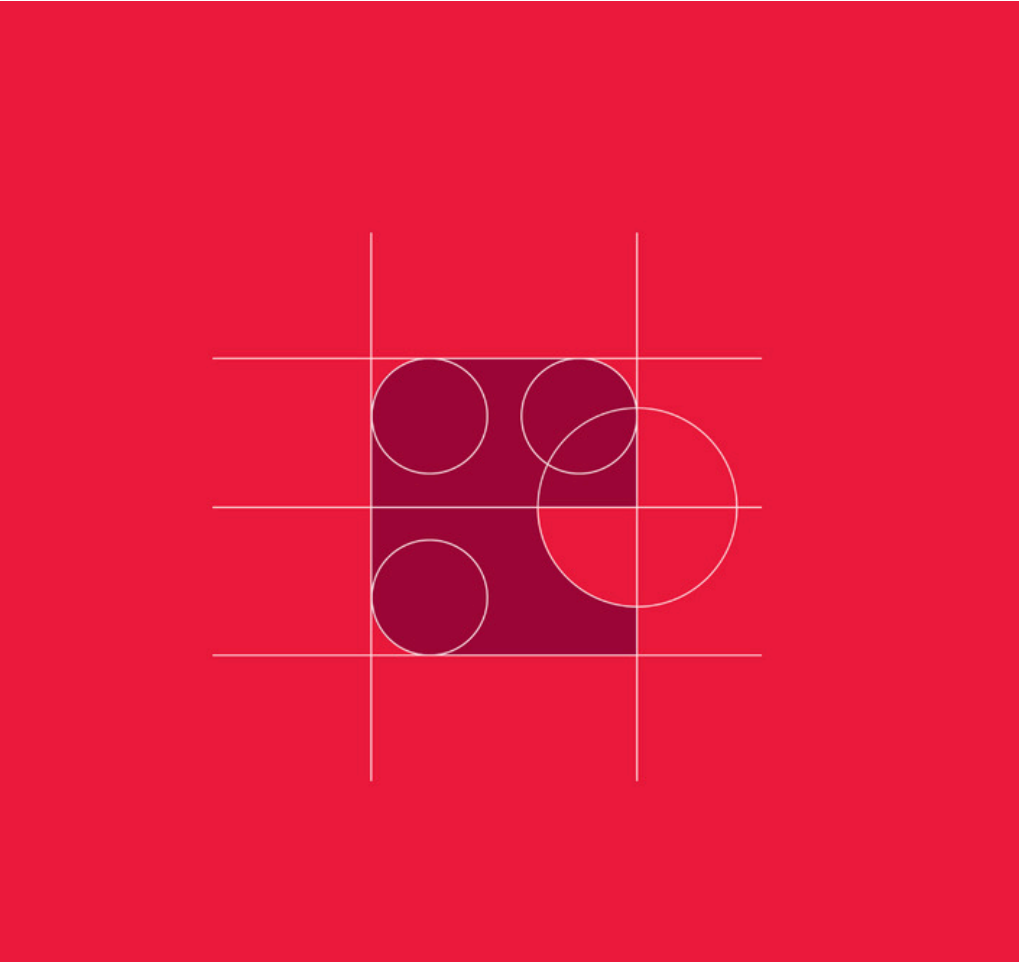




SINAPI

Digital services
California, USA





ELEGANT HOME
Manufacturer, Furniture
CAIRO, EGYPT



EGITAL INKS™

PIONEER MANUFACTURERS OF OFFSET INKS & PRINTING ADDITIVES
IN THE MIDDLE EAST & AFRICA

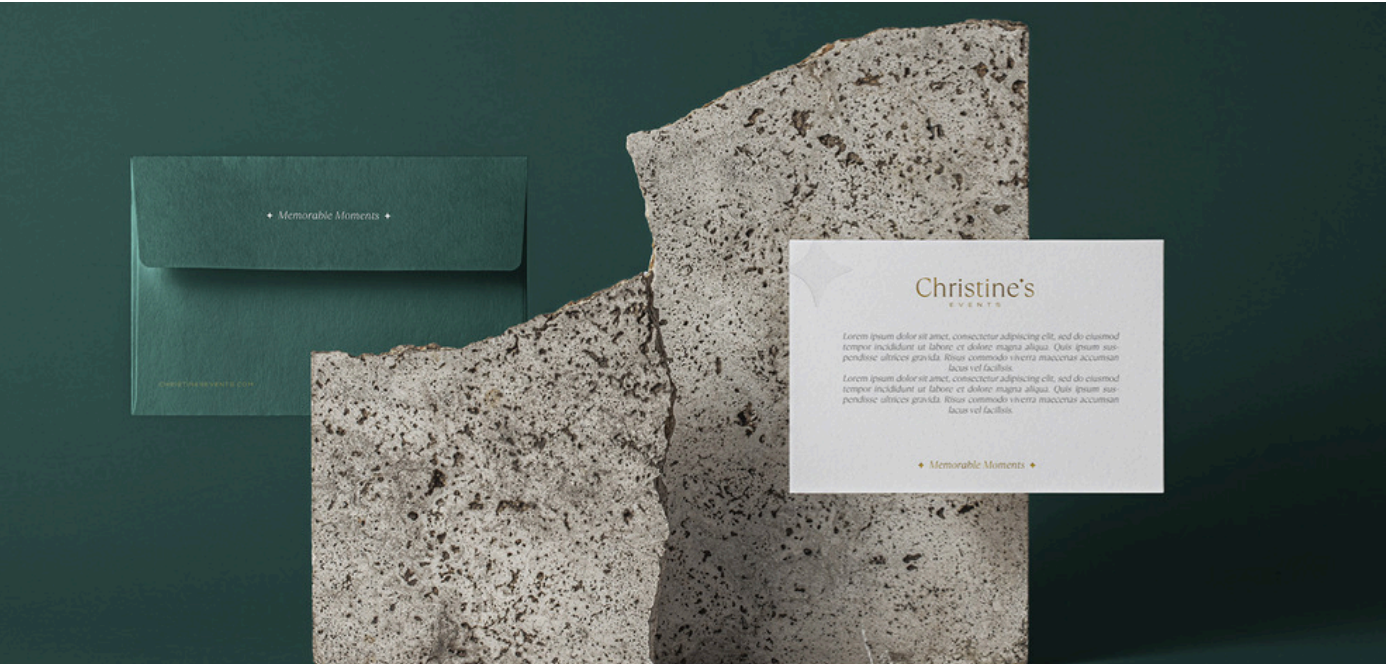
EGITAL INKS

Manufacturer, Printing Solutions
Cairo, Egypt

Christine's

CHRISTINE'S

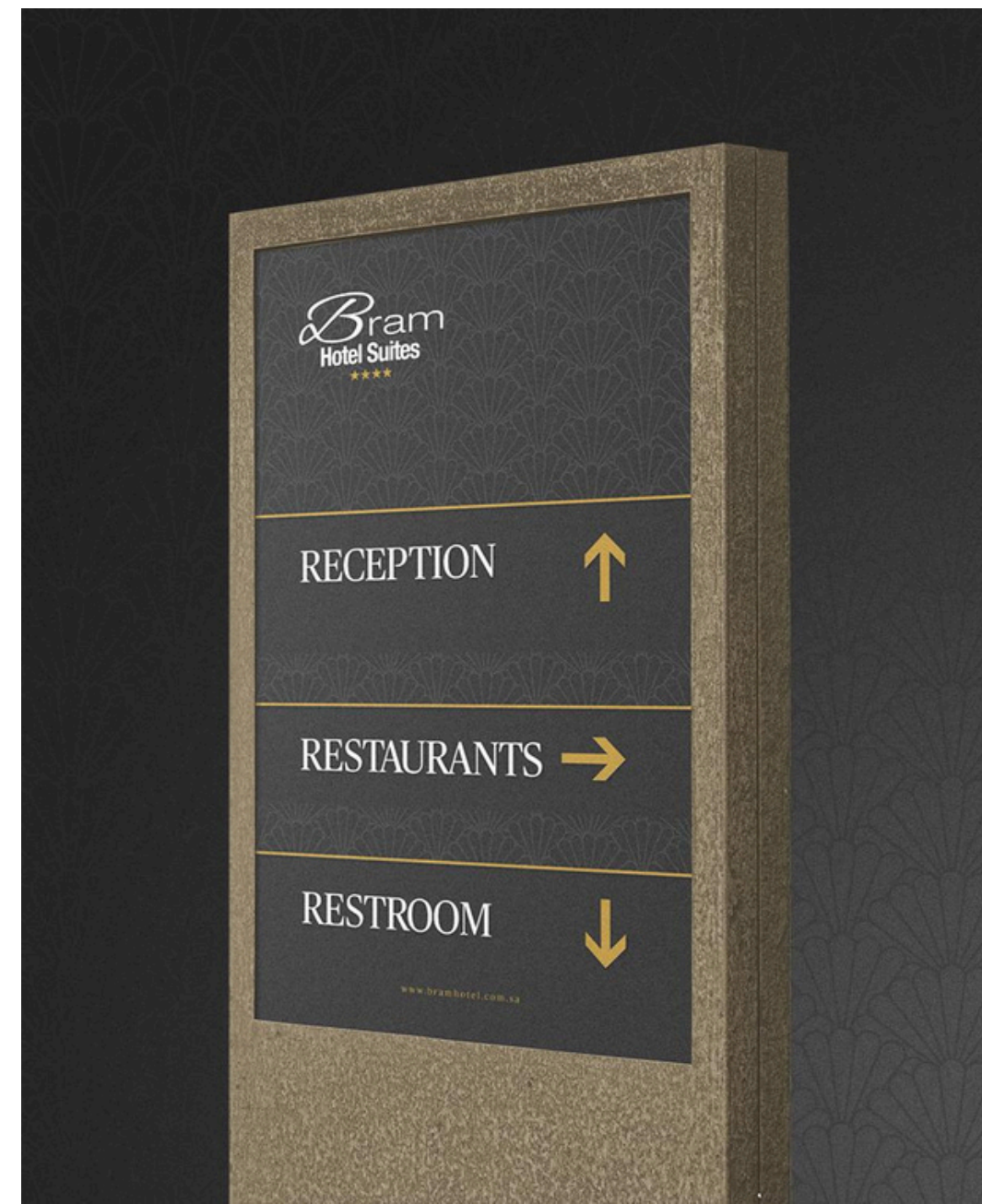
EVENTS MANAGEMENT
DUBAI, UAE





BRAM HOTELS

Hotels
Jeddah, KSA

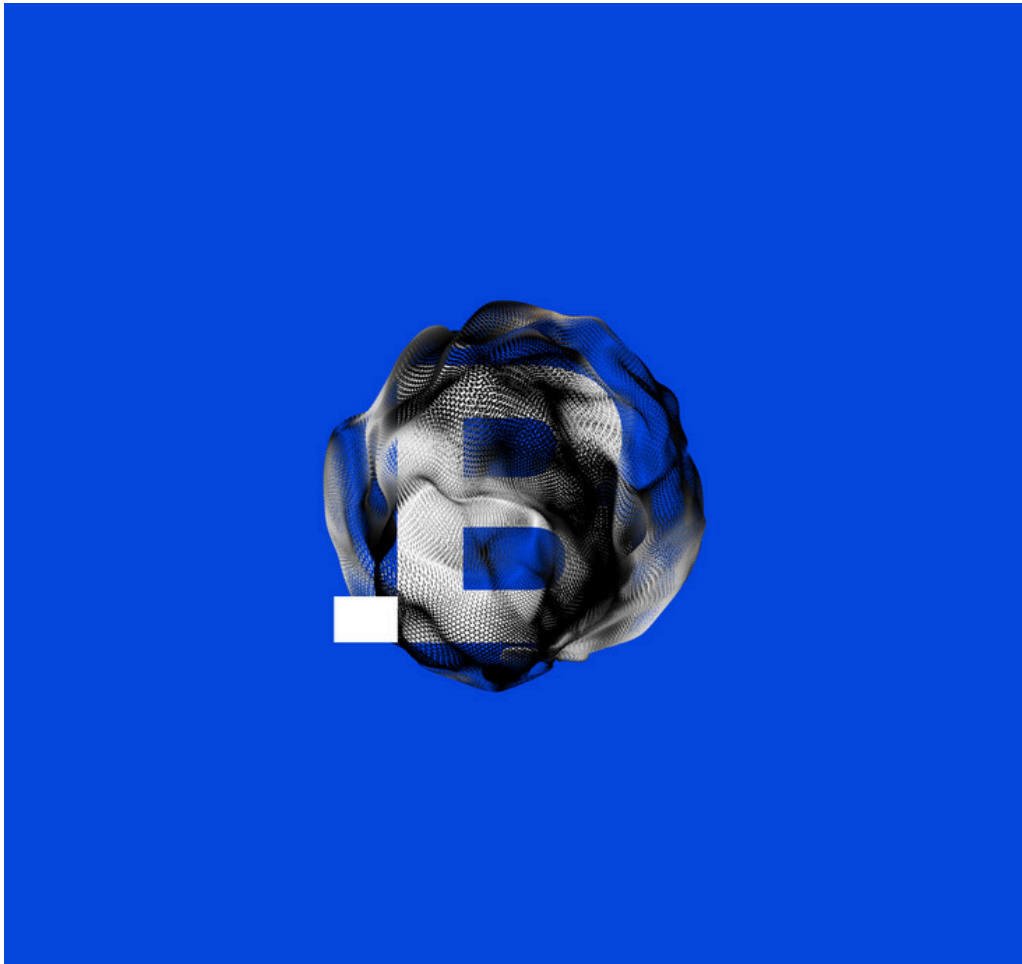




LA JOIE

Food and Beverages
Jeddah, KSA

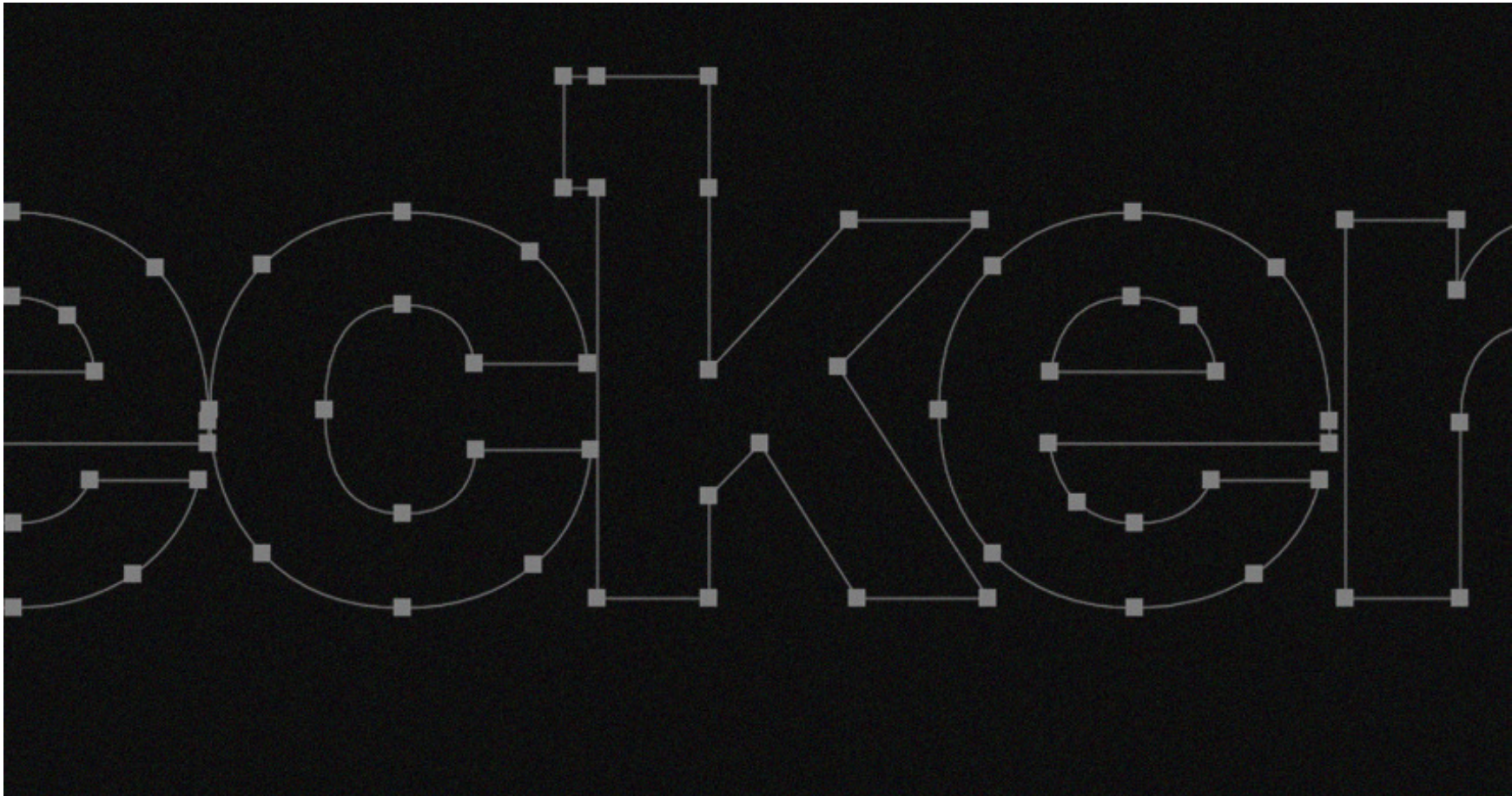




.Beckerfeld™

BEKERFELD

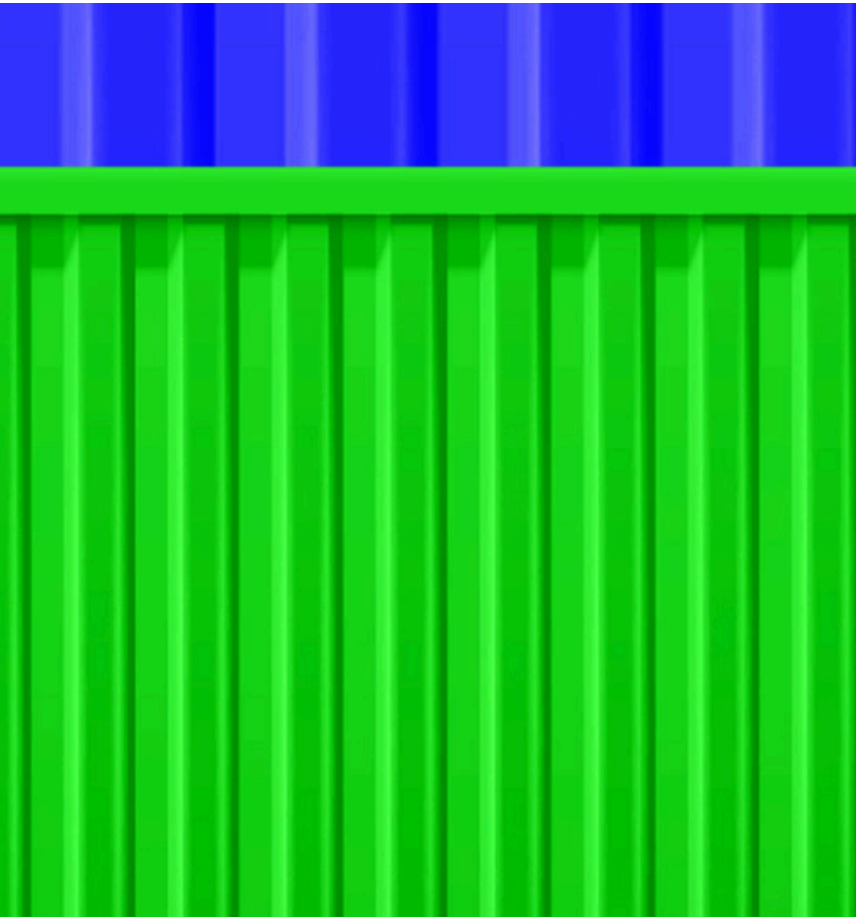
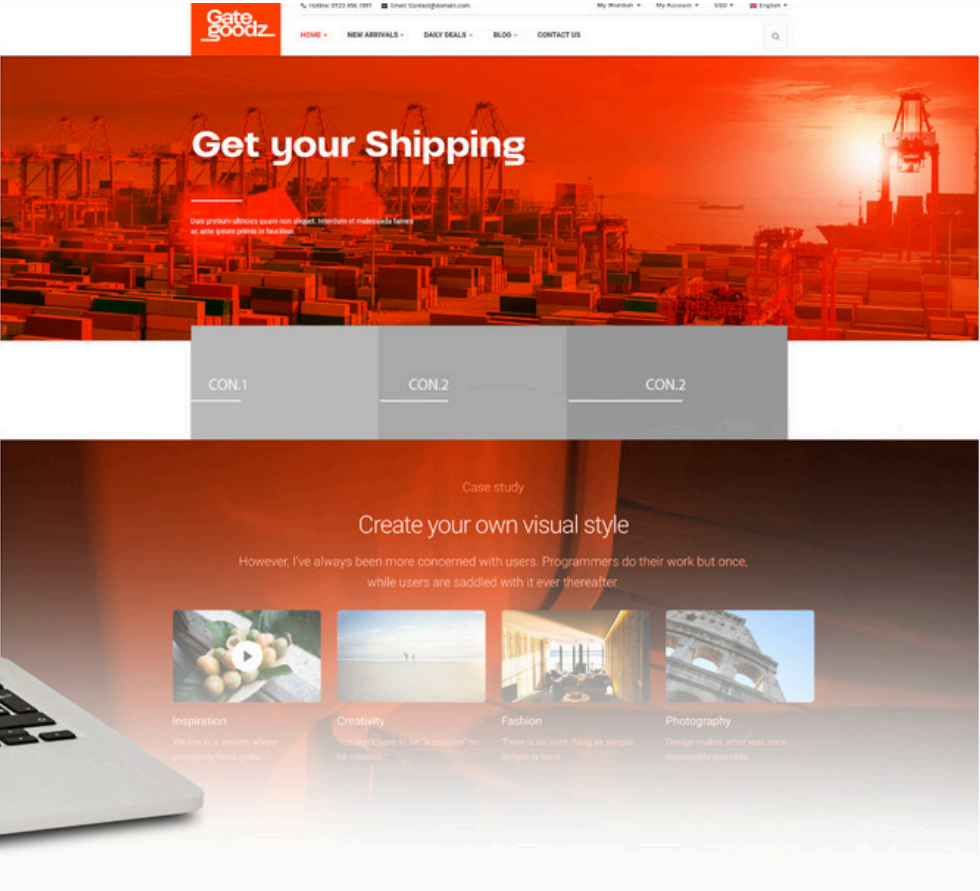
Appliances
Munster, Germany





GATEGOODZ

Technology
Riyadh, Saudi Arabia

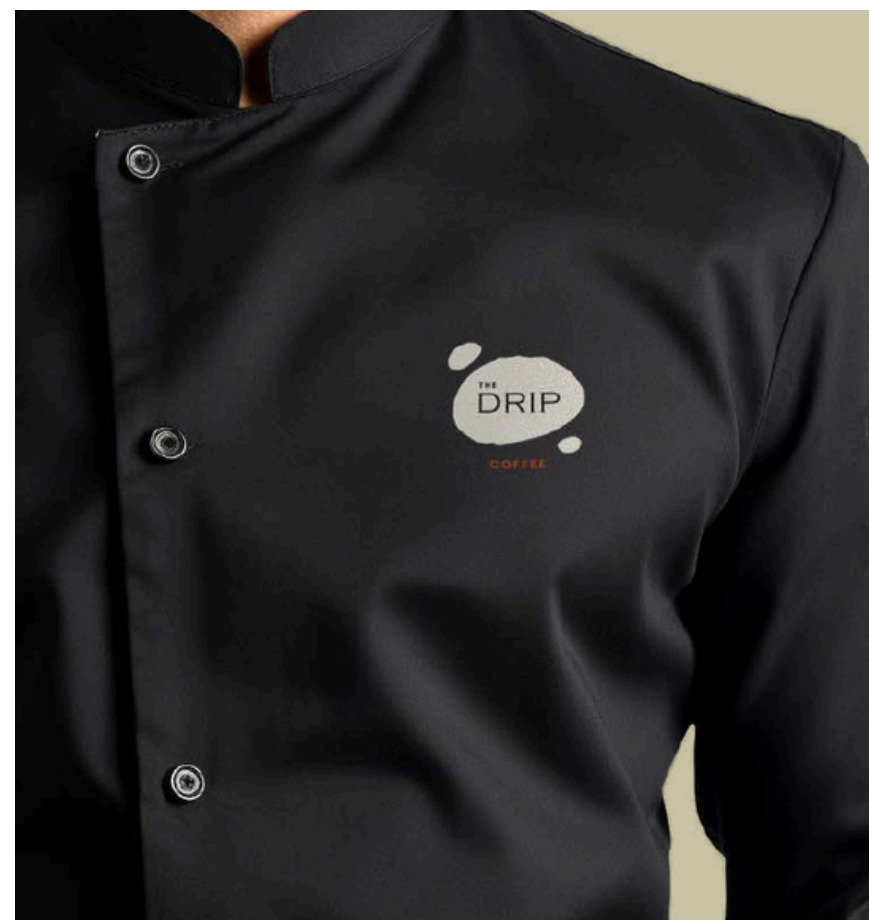




COFFEE

DRIP COFFEE

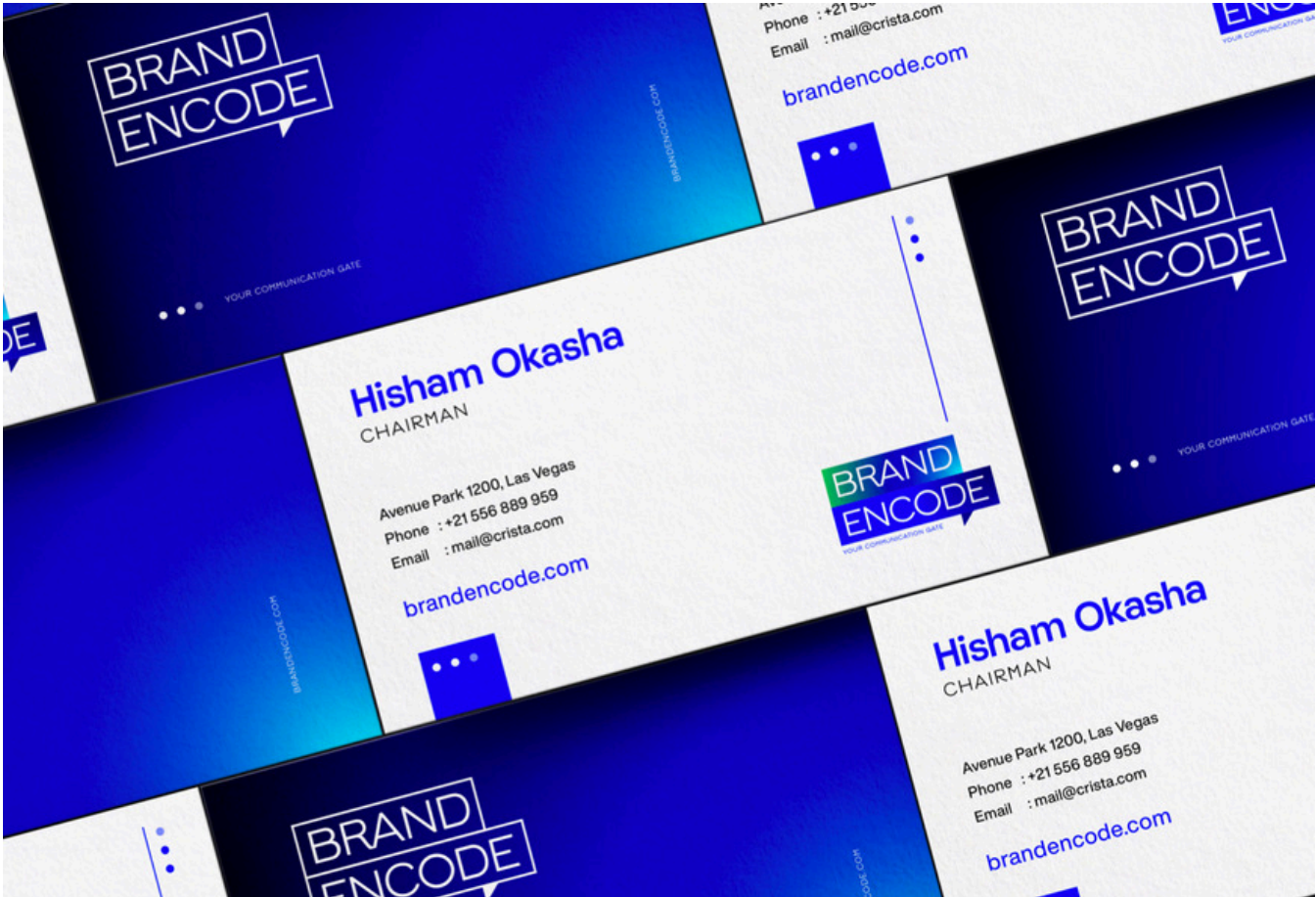
Food and Beverage
Cairo, Egypt





BRAND ENCODE

Technology
Dubai, UAE





MOSHTARAIAT.COM

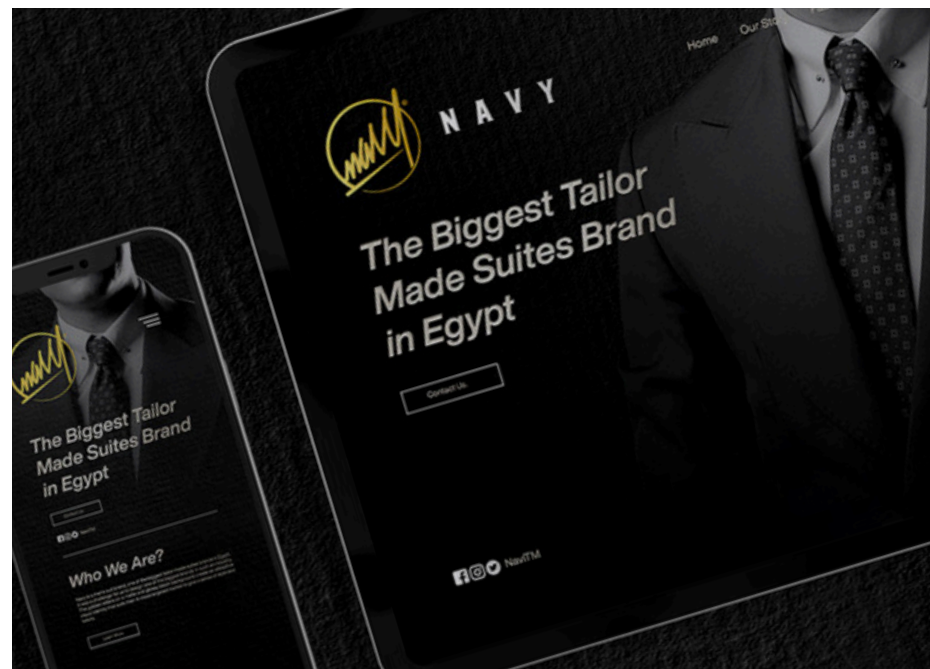
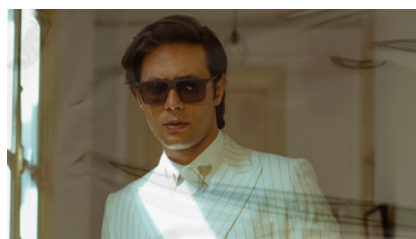
Technology
Cairo, Egypt





NAVY

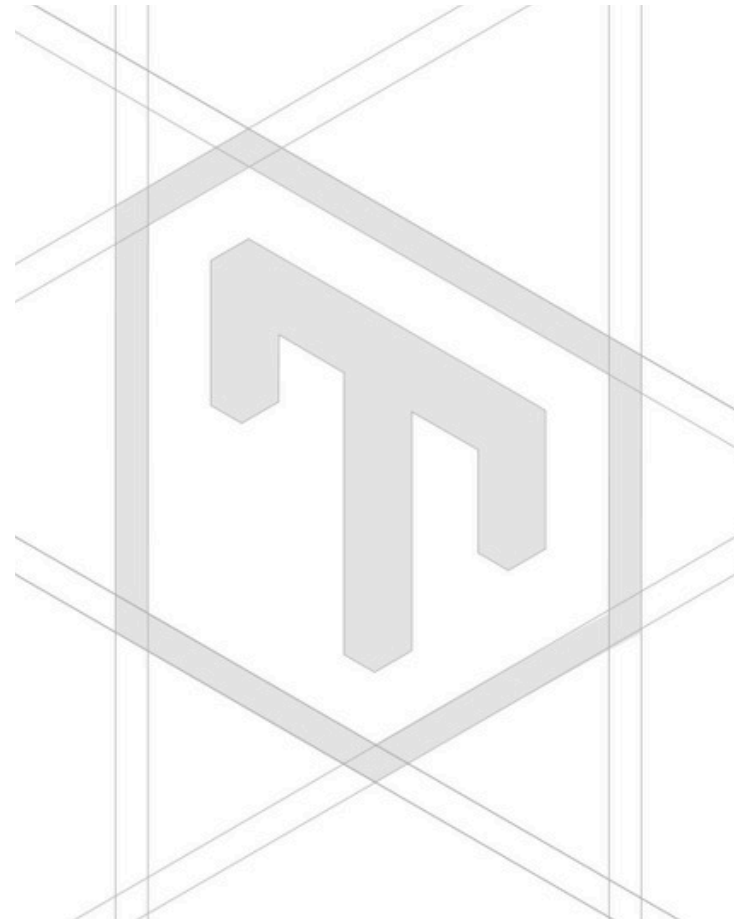
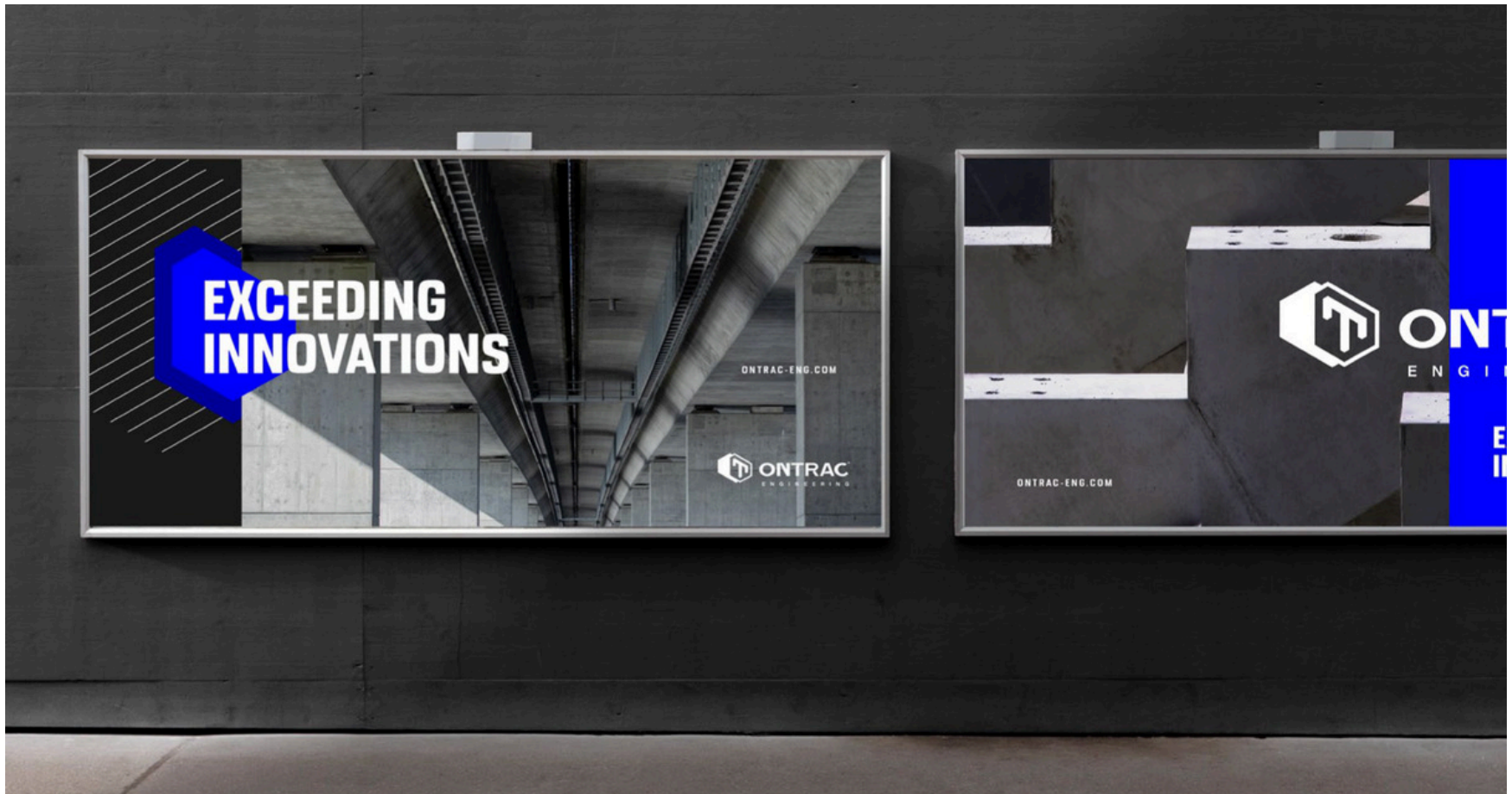
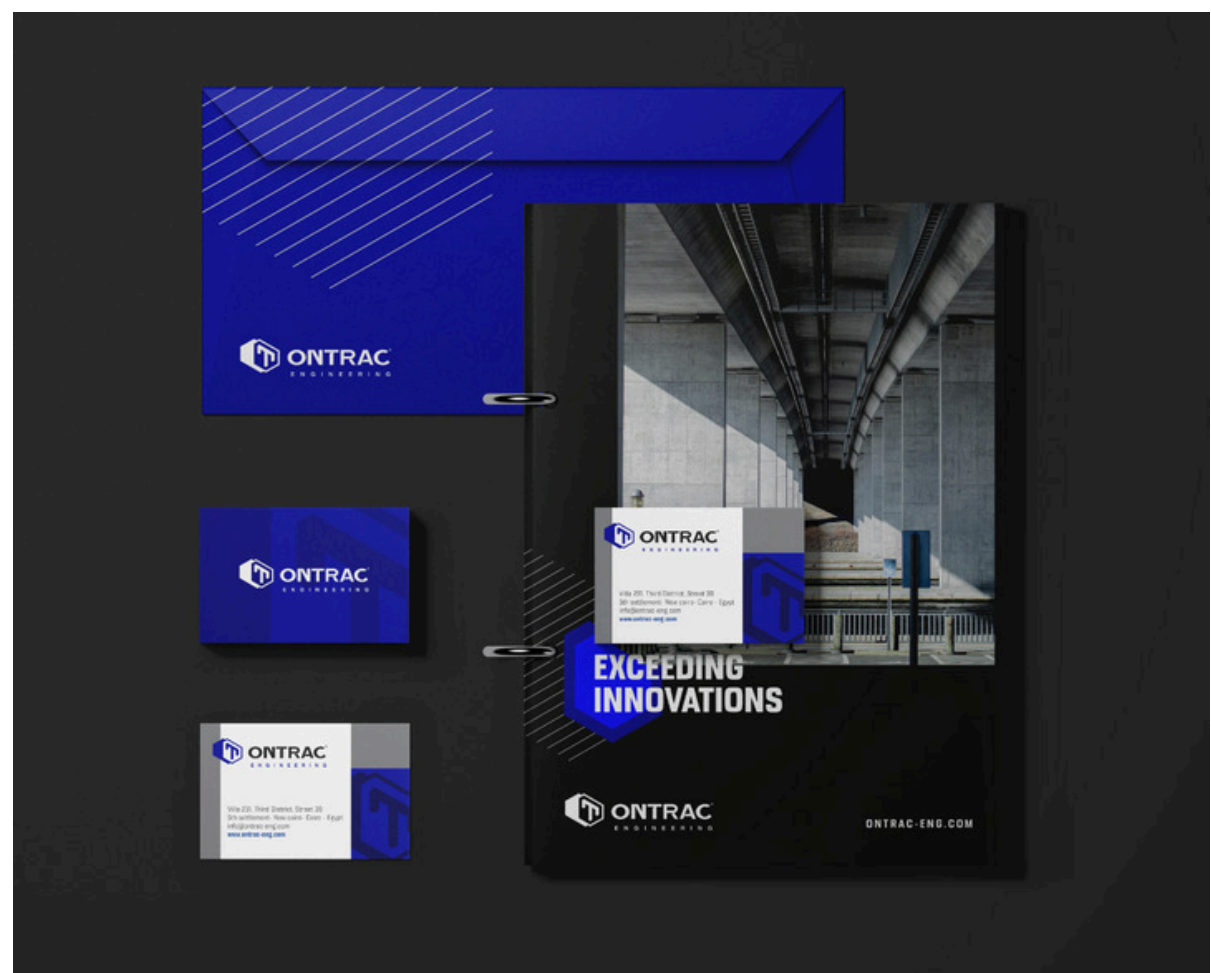
Clothing
Cairo, Egypt





ONTRAC

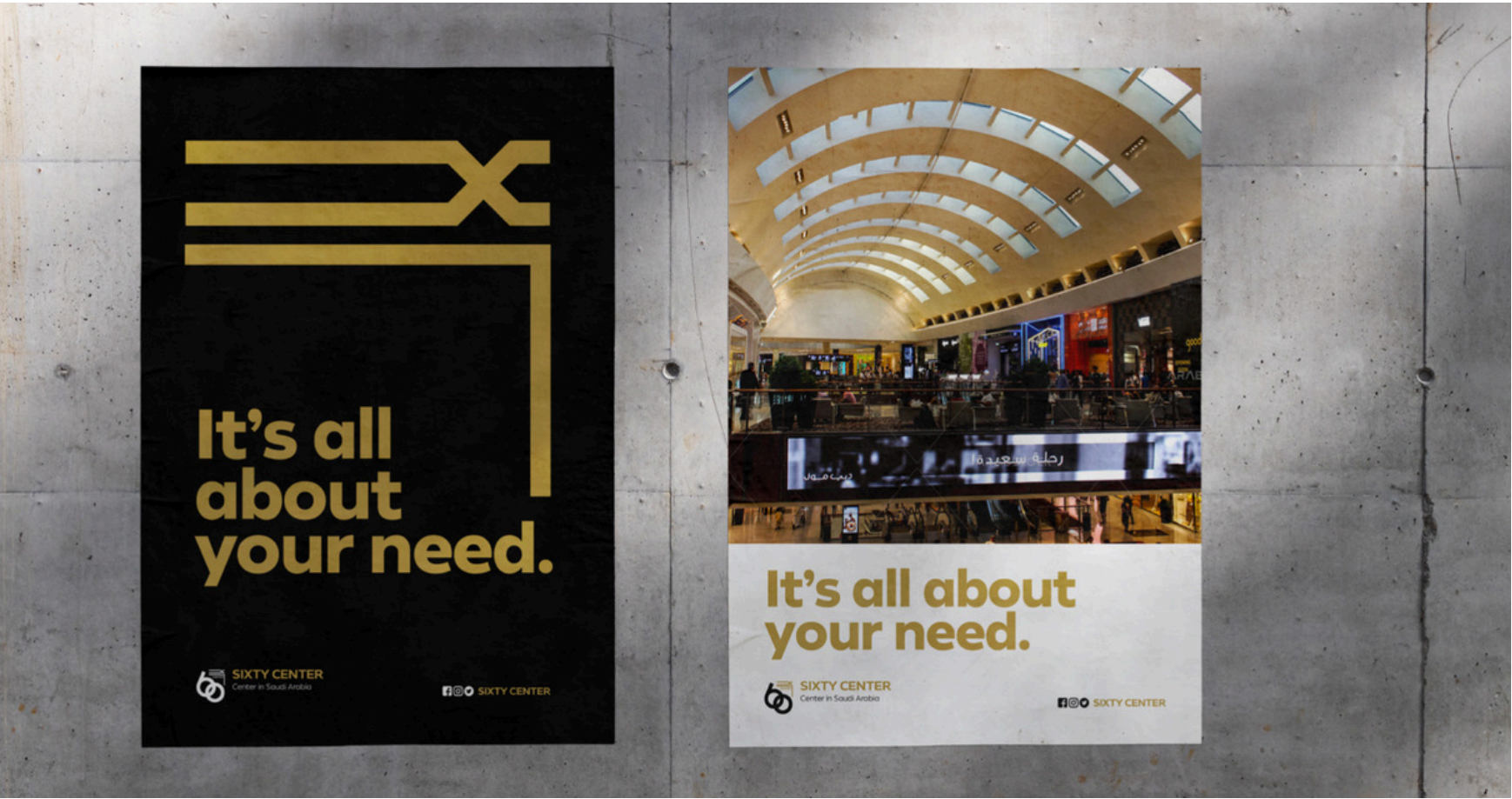
Contracting
Cairo, Egypt





60 CENTER

Shopping center
Mecca, KSA





WEB NOW



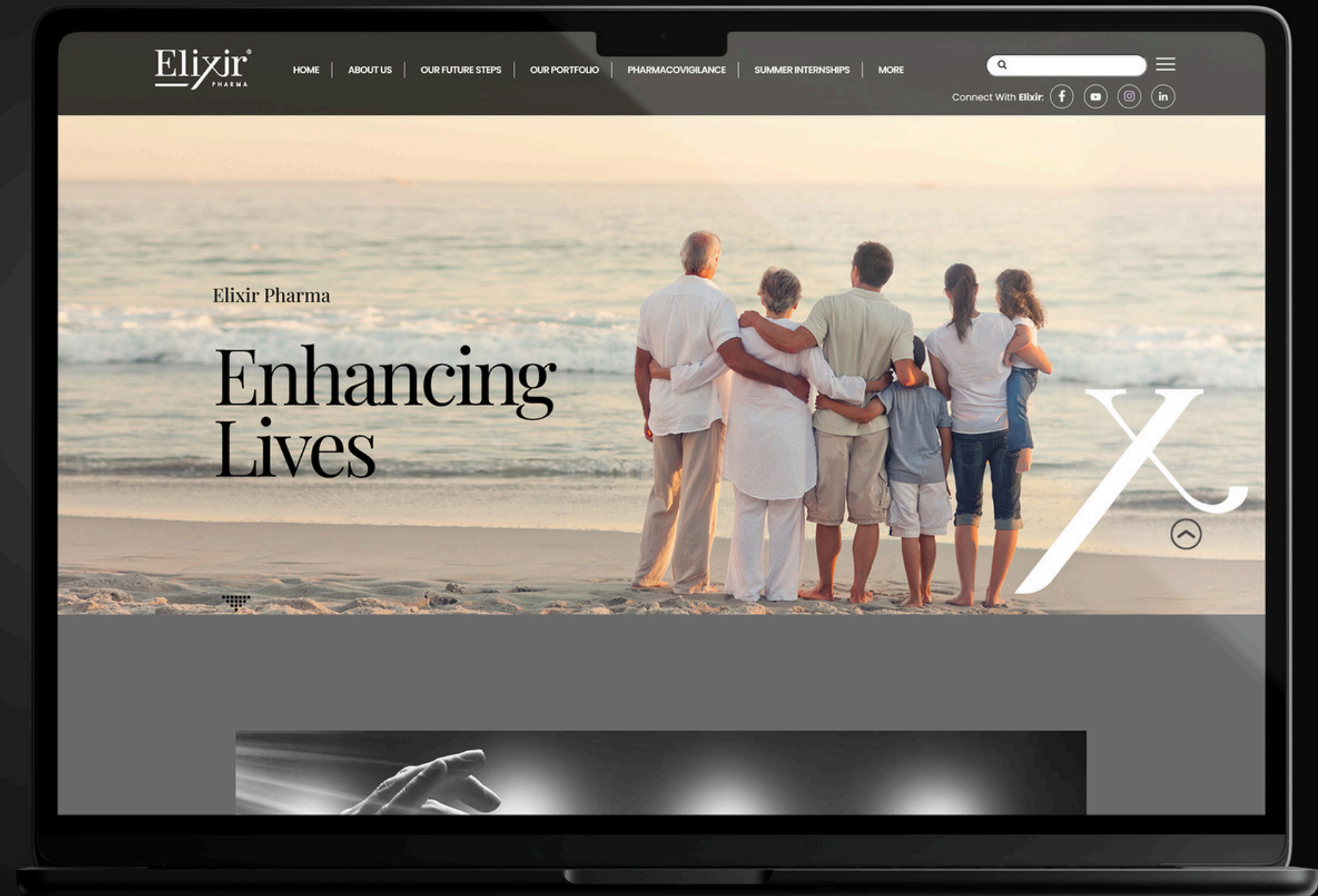


Elixir Pharma Pharmaceutical Company

Elixir Pharma is an emerging shareholding pharmaceutical company that specializes in the provision of varied commercial and scarce medication. Founded in 2018, we have rapidly grown by innovatively creating a diversified portfolio of products on the back of the ambition and drive of our highly qualified team.

As a consumer-centric organization, we aim to empower our communities and facilitate access to affordable (cost effective) medication across the nation, with our next step seeing us expand across Africa. As such, we fuel the creation of long-term partnerships with our stakeholders to maximize mutual benefits and create lasting value for everyone involved.

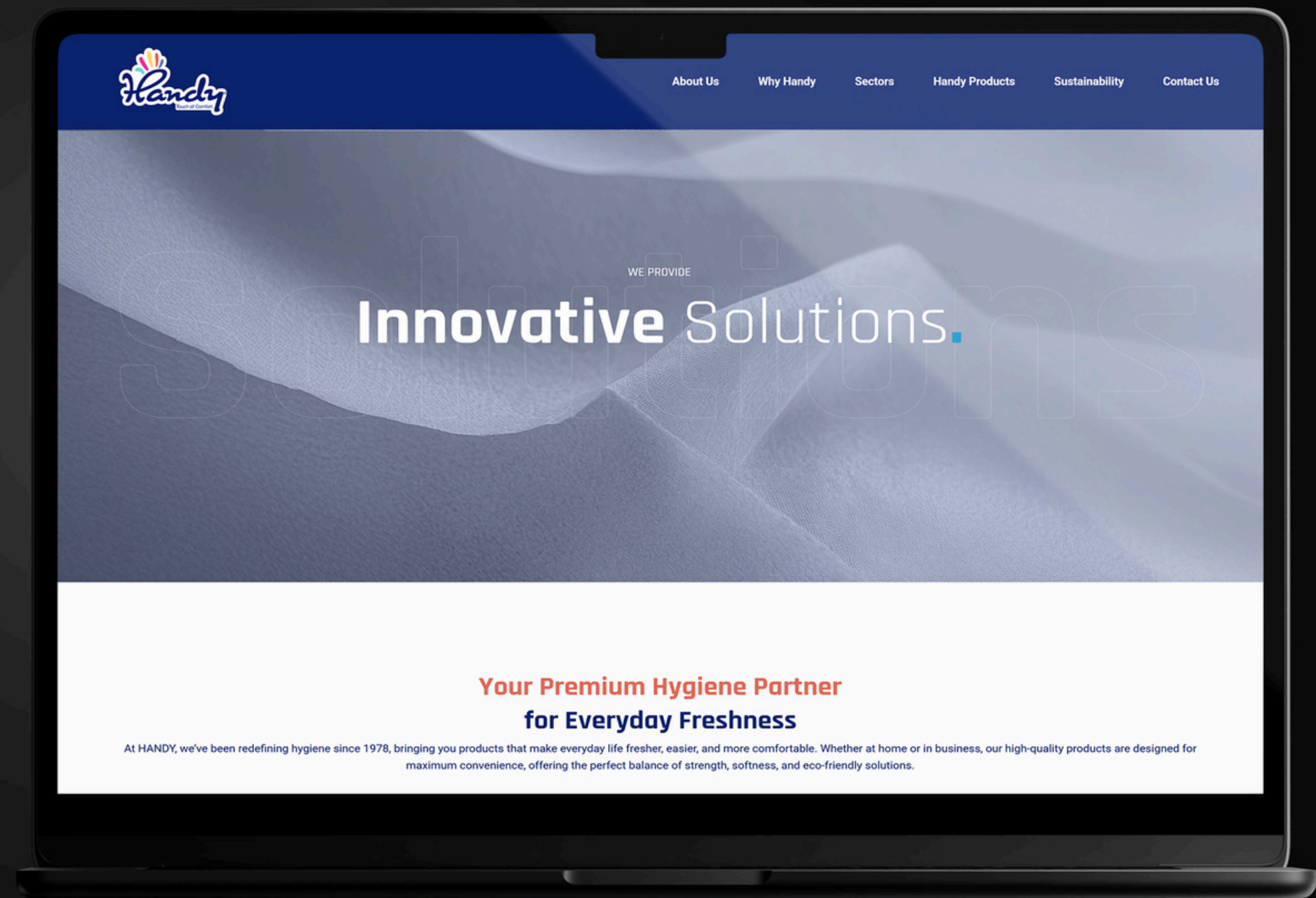
 [Go to Website](#)





Handy Hygiene Tissue

HANDY have been redefining hygiene since 1978, bringing you products that make everyday life fresher, easier, and more comfortable. Whether at home or in business, our high-quality products are designed for maximum convenience, offering the perfect balance of strength, softness, and eco-friendly solutions.





Owwone Digital Solutions

OWWONE is a digital solutions company that provides professional web services and creative solutions for a variety of clients.



 [Go to Website](#)

DIGITAL NOW

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Client Name

Navy

Project Description

Tailor

Project Location

EGYPT

We began with Navy by designing the complete visual identity, developing the logo and full branding to reflect the quality and luxury the place offers in the field of suits sales and tailoring. We also designed a fully integrated website to meet customer needs and provide a comfortable, easy browsing experience.

Additionally, we developed social media content focusing on showcasing customer experiences and celebrities who chose Navy suits, helping to build a strong reputation for the brand. Through these efforts, we increased audience engagement and enhanced Navy's position in the market.

Social Media



**The Biggest Tailor
Made Suits Brand
in Egypt.**





Client Name

The Coffee Maker

Project Description

Cafe Shop

Project Location

EGYPT

We began with The Coffee Maker by designing the brand identity from scratch, creating a distinctive visual identity that reflects the atmosphere of the place and its uniqueness in the coffee shop market. We took high-quality photos and videos of their products and the venue, which we used as the basis for designing their social media content. Based on this content, we designed advertising campaigns and creatively delivered the message the brand wanted to convey to its audience, contributing to increased customer engagement and building a strong relationship with the audience through digital platforms.

Social Media



NOW
We Deliver

Find us on



AVA ✦ RASAN'S

Berlin, Germany.

AVA/RASANS

Prenzlauer Allee 33
10405 Berlin

+49 170 3252422
welcome@ava-rasans.com
ava-rasans.com

Cairo, Egypt.

RASANS - Cairo

31 Syria Street, Mohandesseen,
Giza Governorate, Egypt.

+202 330 24 8 24
rise@rasans.com
rasans.com

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