

FATHOM

ABOUT FATHOM

BRANDING

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Fathom

/ˈfæð.əm/

To understand—a difficult problem or an enigmatic person—after much thought



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Technical Process and Creative Discovery.

At Fathom, we combine technical ability and creative discovery to construct marketing solutions and generate measurable results. With an iterative approach to processes and a taste for exploration—we craft the current.



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Stats & Facts

- We are a team of **20** multi-disciplined professionals
- We've been active since **2012**
- Our experience spans over **450** projects
- Our clients range from institutions, corporate to SMEs and startups



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Approach

- We study our audience and aim for communicating clarity, relevance, emotional connection, and appeal.
- Our team takes a “Design Thinking” approach to develop successful and effective outcomes. This means researching, empathizing, and having a true understanding of the different target audience segments we are creating communications work for.
- We develop concepts and storyboards based on target segments and personas as a standard part of our processes.



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Project Methodology

- Our Team Directors lead the charge from the frontlines. We promote management from within, as each team director has been trained in-house and has hands-on skillsets and experience.
- Our Team Directors are not just account managers, they have three to five hands-on skillsets that are directly relevant to the deliverables and projects they produce.
- We have a dedicated HR and Project coordinator (Traditionally a role split between an HR Manager and a Traffic Manager) whose main purpose is to optimize our resource allocation and to ensure that no time is wasted.
- We ensure constant communication with all parties involved in the projects.
- Official updates via email, implemented through a templated report, with deliverables percentages and timelines.
- Stay tuned to the launch of our own reporting mobile app designed to become the primary reporting tool.



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The Management Team



HASSAN AL HAMAD
CEO & Founder



EMAN MOOSA
Team Director



RAKAN BAIZ
Team Director



FATIMA AL HAYKI
Team Director



EYAD MALALLA
Team Director

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Our Clients



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Our Clients



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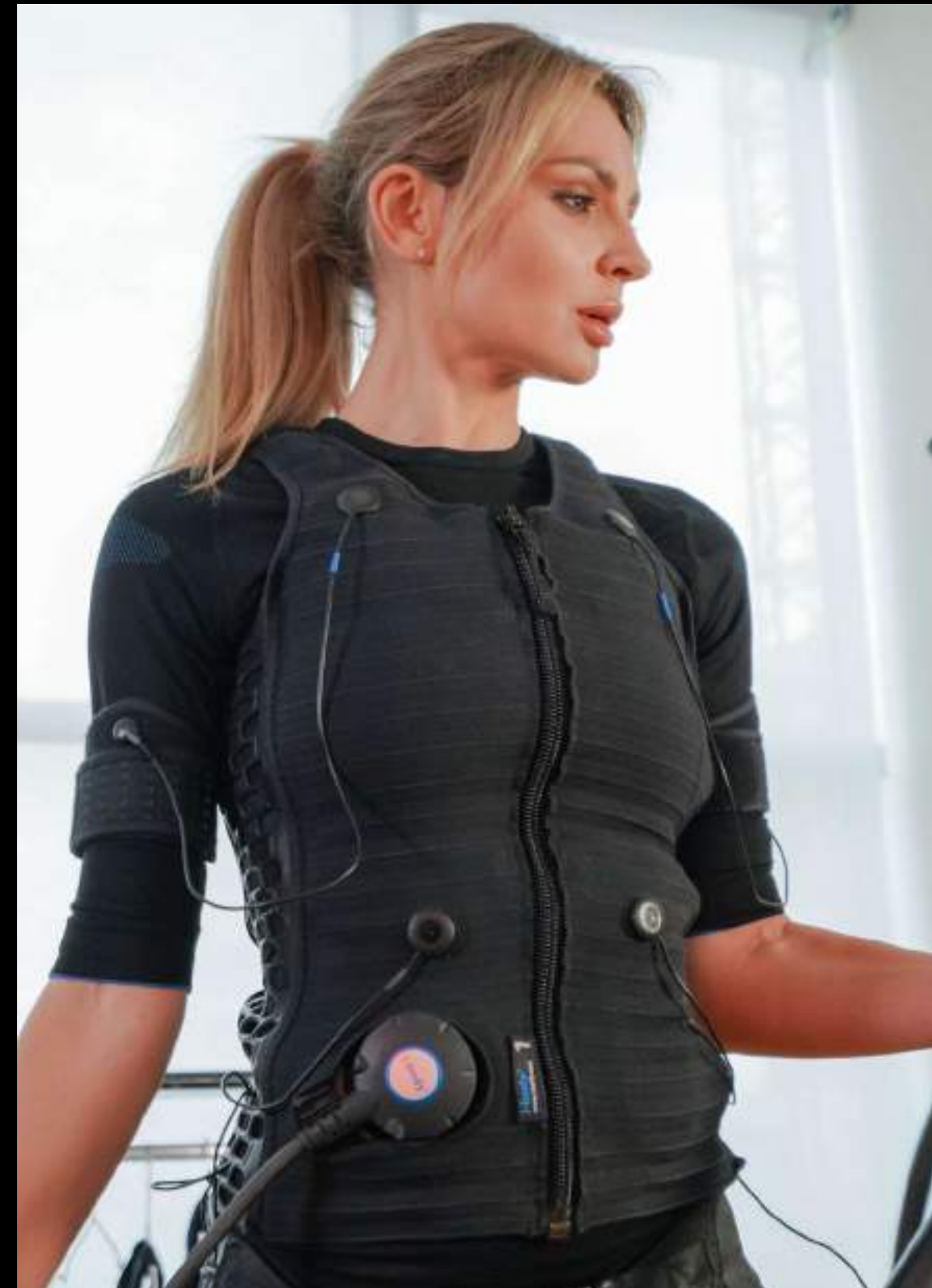
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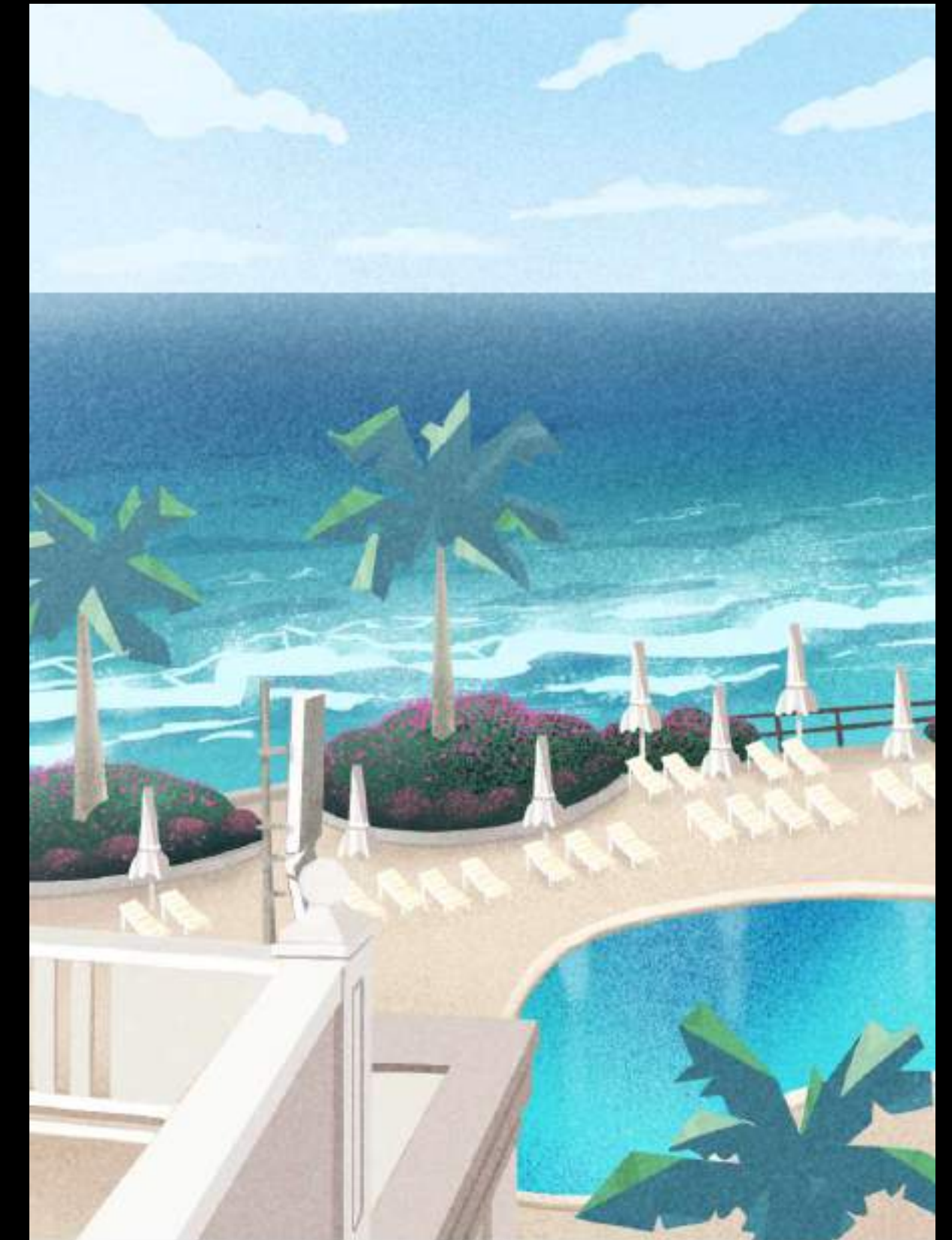
EL BALCÓN

Client: First Bahrain
Industry: Real Estate
Year: 2019



20ACTIV

Client: Rahim Group
Industry: Boutique Fitness
Year: 2018



TARABUT GATEWAY

Client: Tarabut Gateway
Industry: Fintech
Year: 2019 - 2020

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TAMARRAN

Client: Tamarran

Industry: Health and Wellness

Year: 2019



OVENFRESH

Client: Ovenfresh

Industry: Food and Beverage

Year: 2018



LEENAZ

Client: Leenaz

Industry: Fashion

Year: 2019 - 2020

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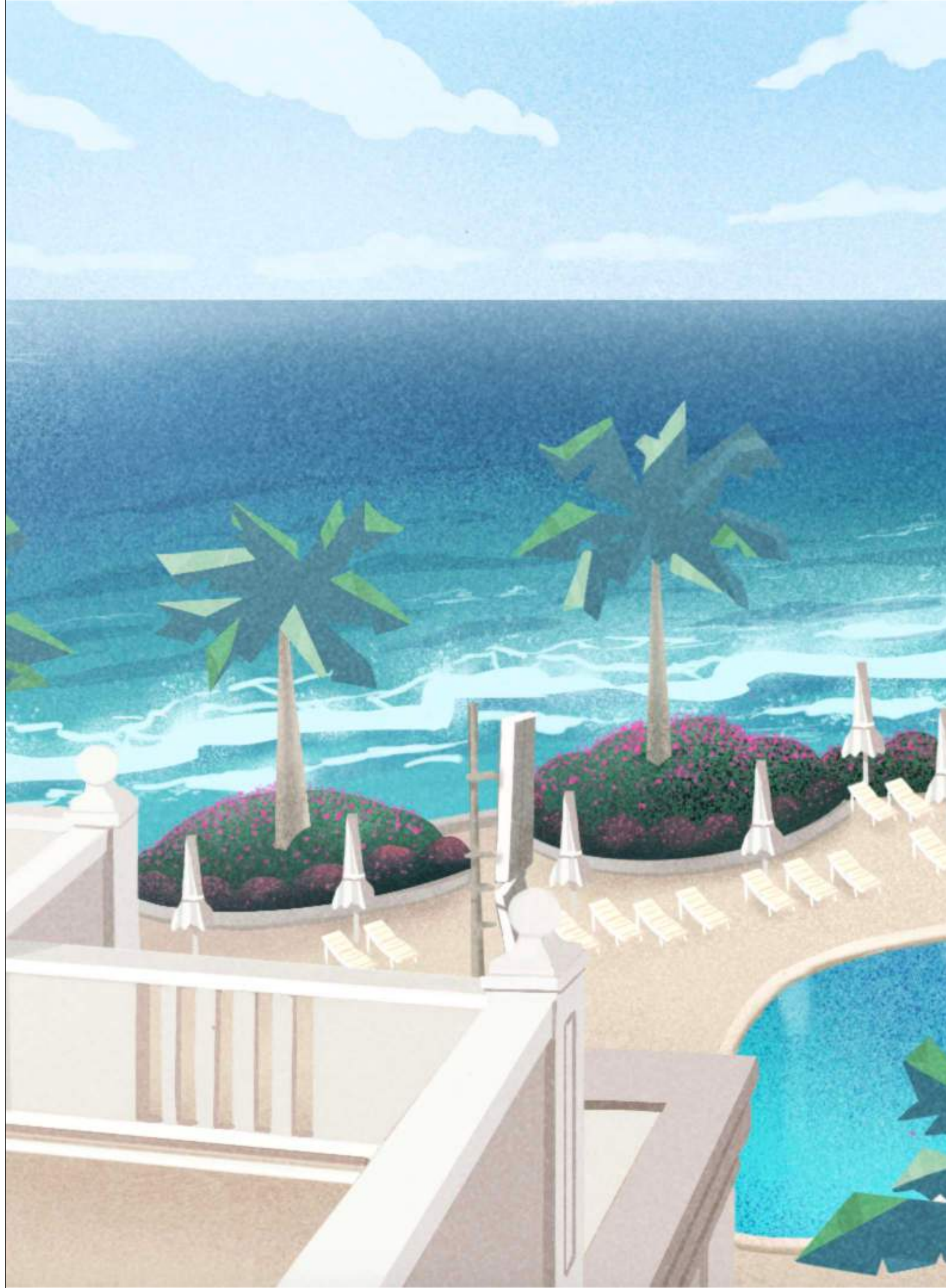
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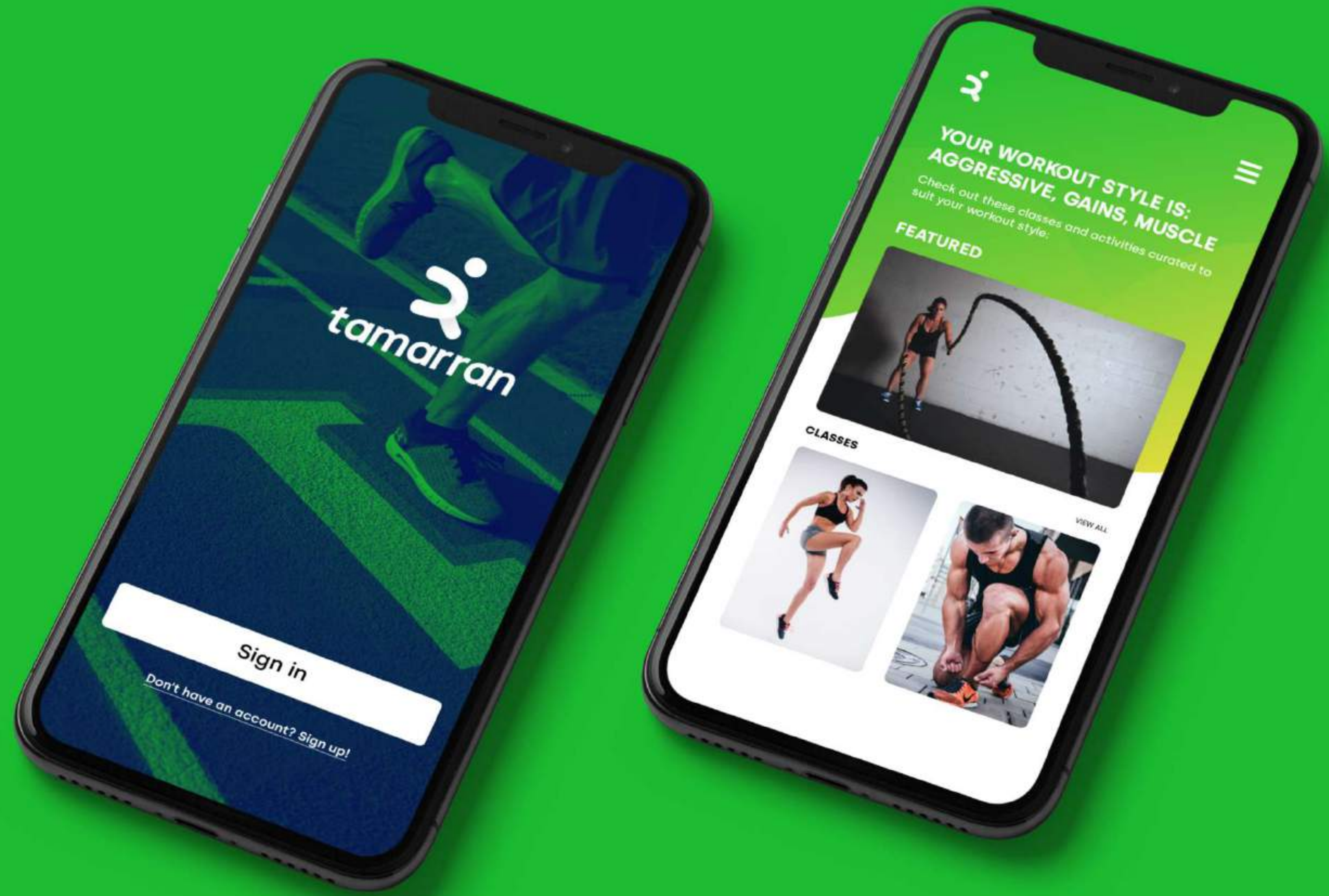
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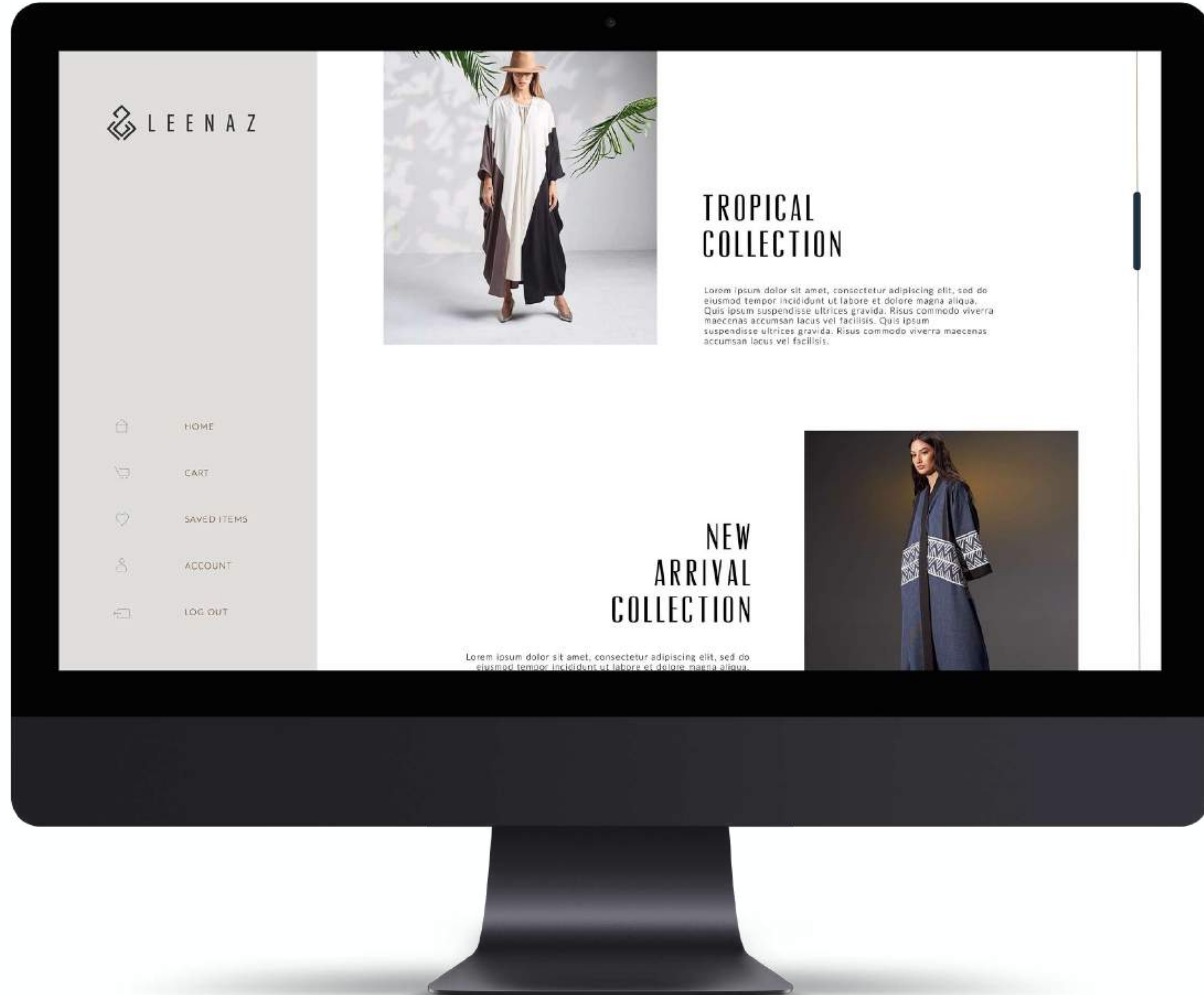
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RIDE NATION

Client: Rahim Group
Year: 2018 - Present

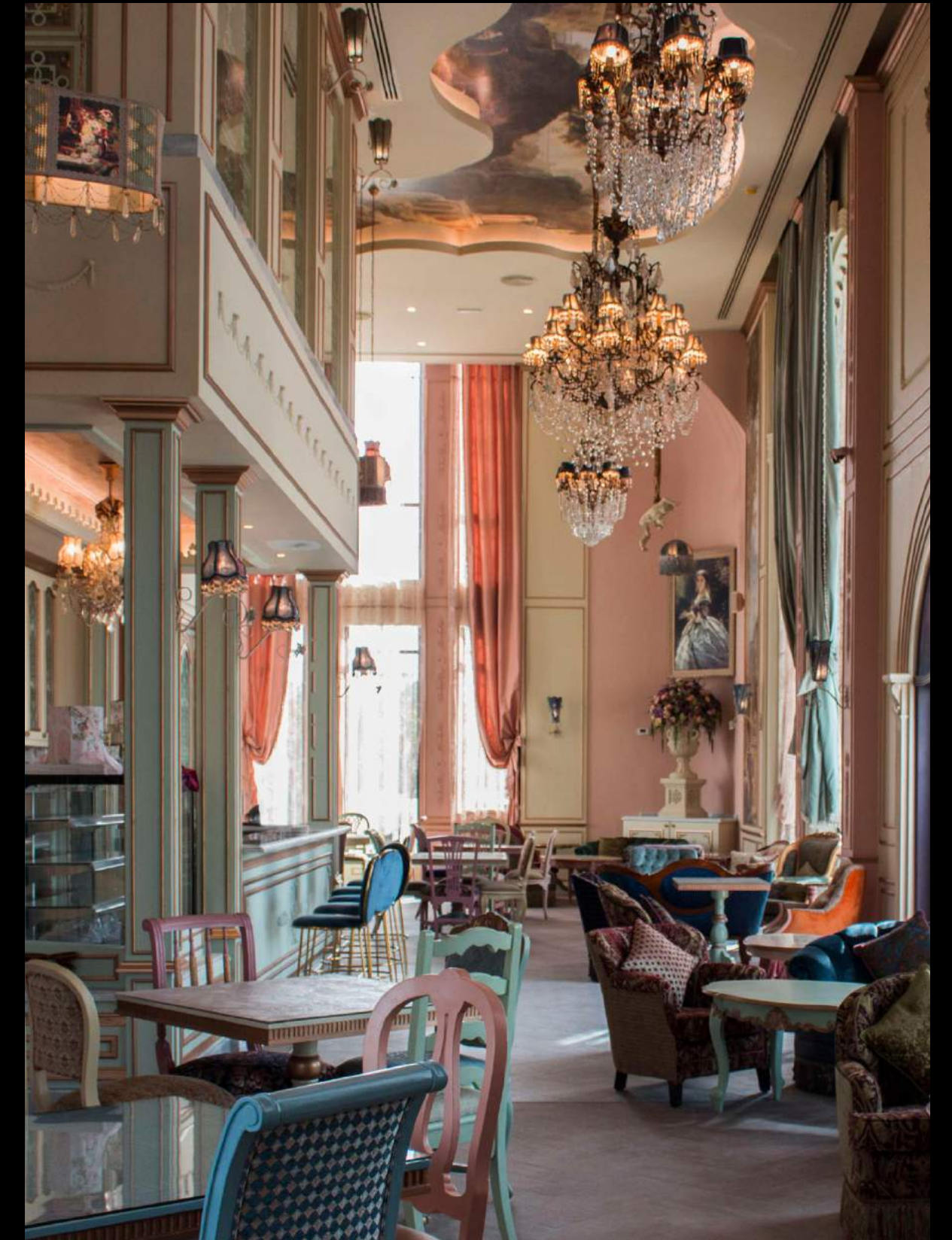
Scope: Photography, Videography, Event Coverage, Graphic Design and Media Content creation, Activations, Social Media Management



DIWAN HUB

Client: Diwan Hub
Year: 2019 - Present

Scope: Graphic Design and Media Content creation, Marketing Copy Writing, Social Media Management



SHAKESPEARE & CO.

Client: Rahim Group
Year: 2018 - Present

Scope: Photography, Videography, Event Coverage, Graphic Design and Media Content creation, Marketing Copy Writing



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BRC

Client: Bahrain Rowing Club

Year: 2019 - Present

Scope: Photography, Videography, Event Coverage, Graphic Design and Media Content Creation, Social Media Management



AL GHALYA RESIDENCE

Client: Autograph BH

Year: 2020

Scope: Graphic Design and Media Content Creation, Marketing Copy Writing, Social Media Management



EL MERCADO MALL

Client: First Bahrain

Year: 2017 - 2019

Scope: Photography, Videography, Event Coverage, Graphic Design and Media Content creation, Marketing Copy Writing



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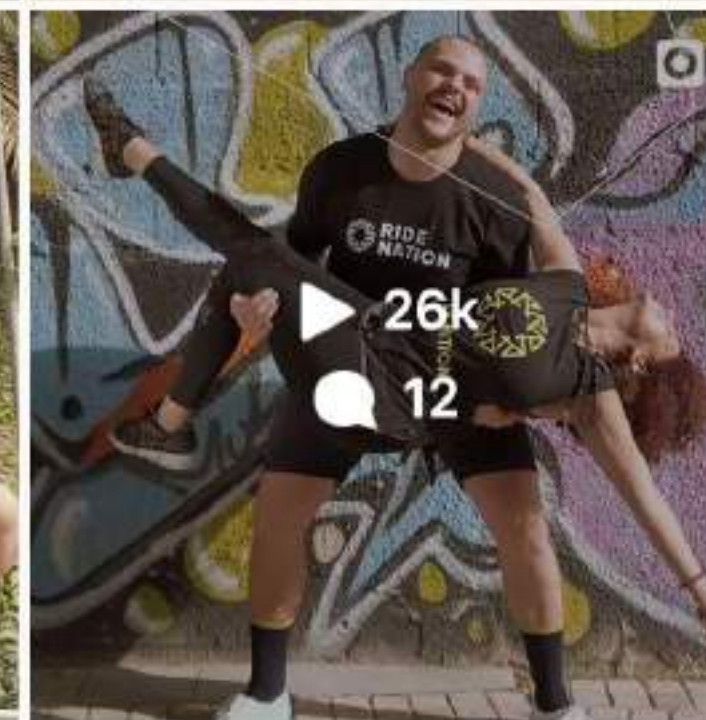
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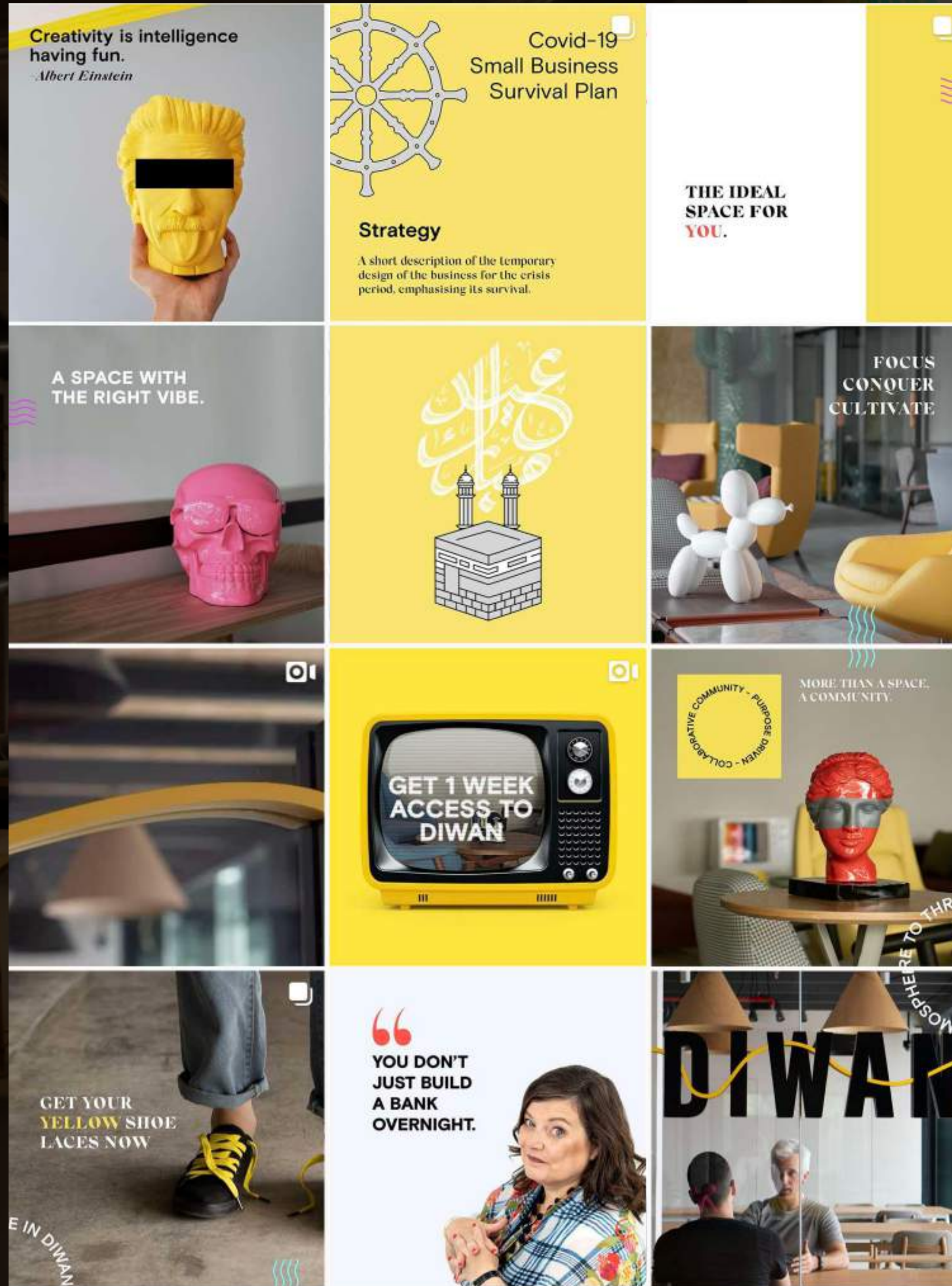
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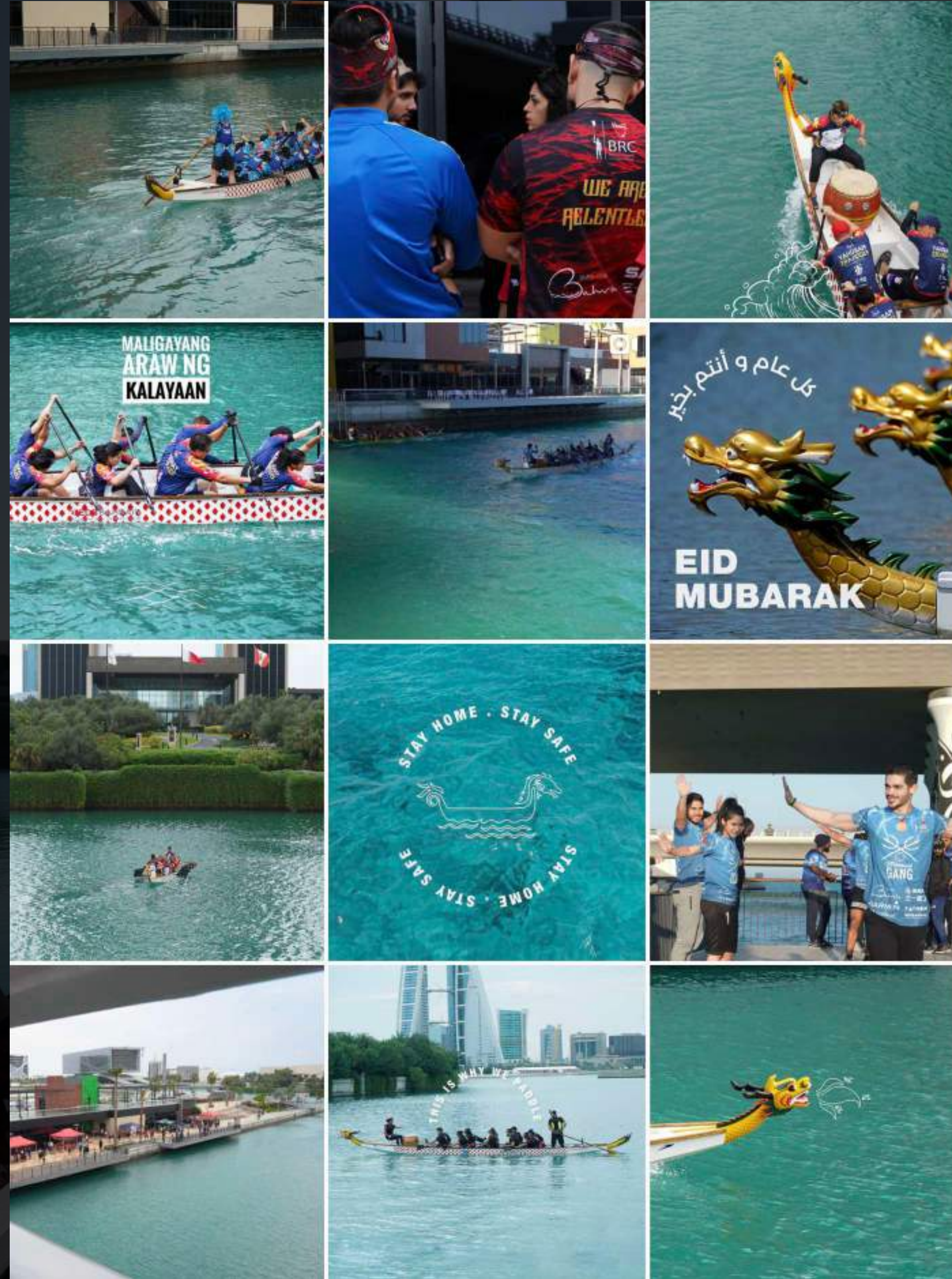
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ALGHALYA RESIDENCE



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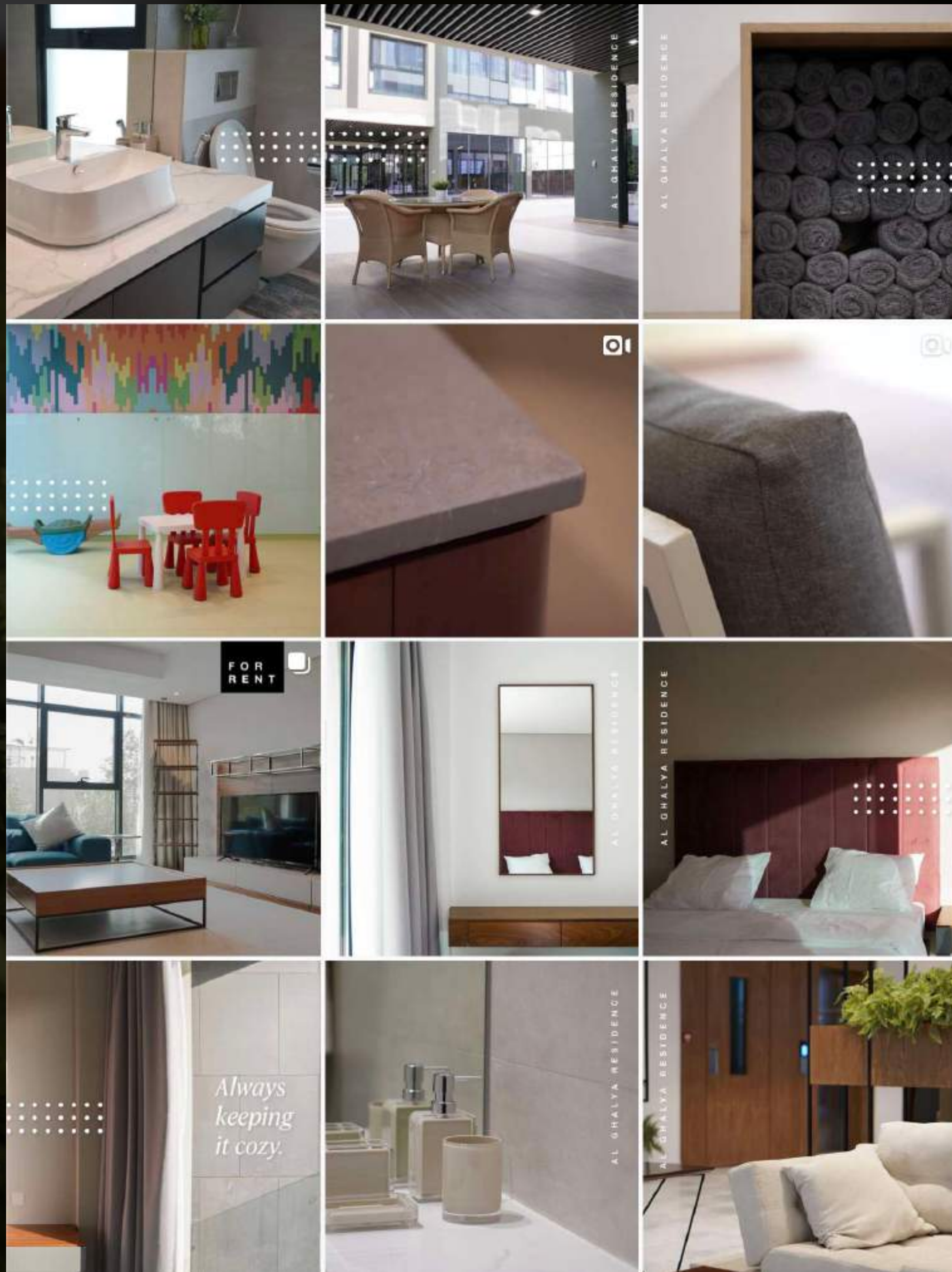
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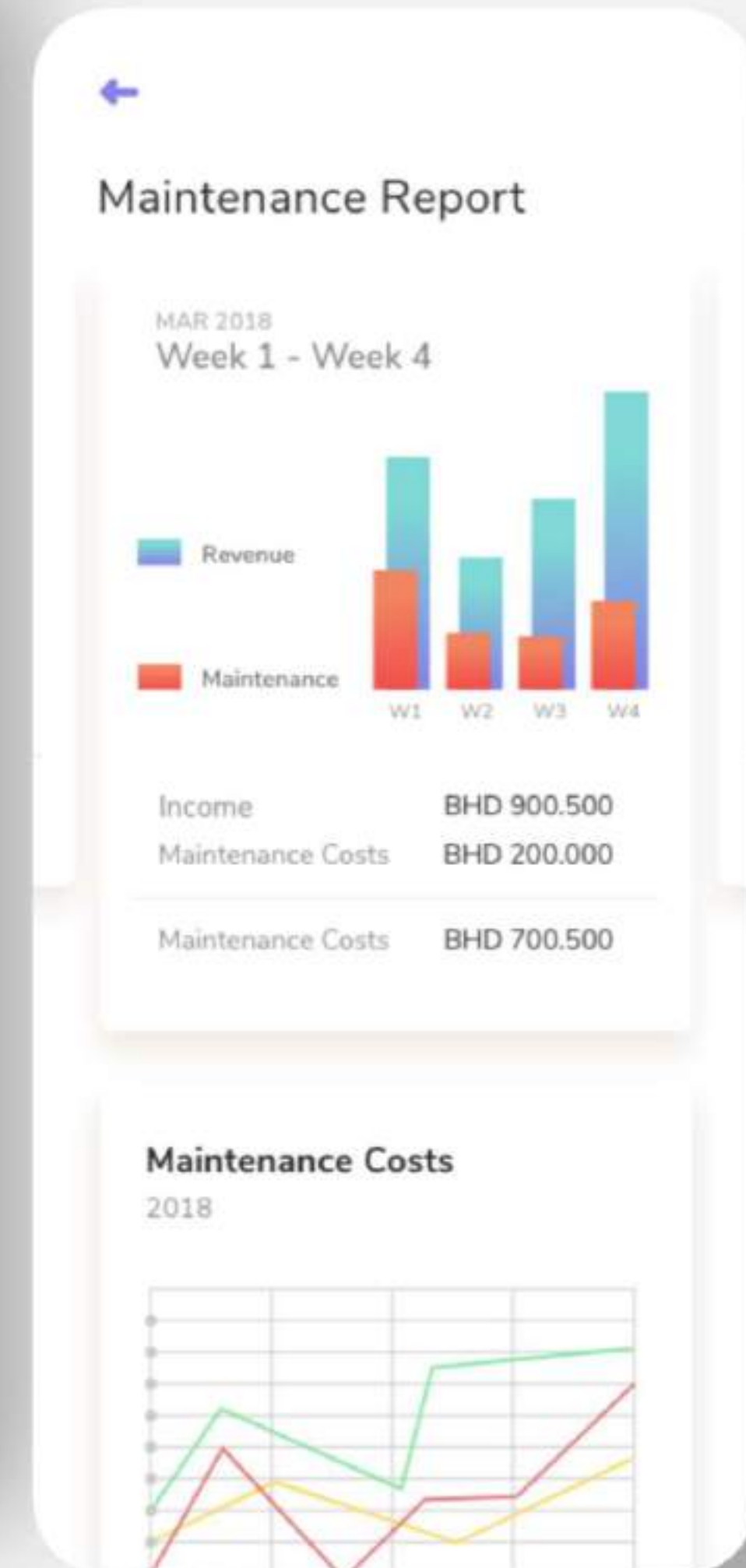
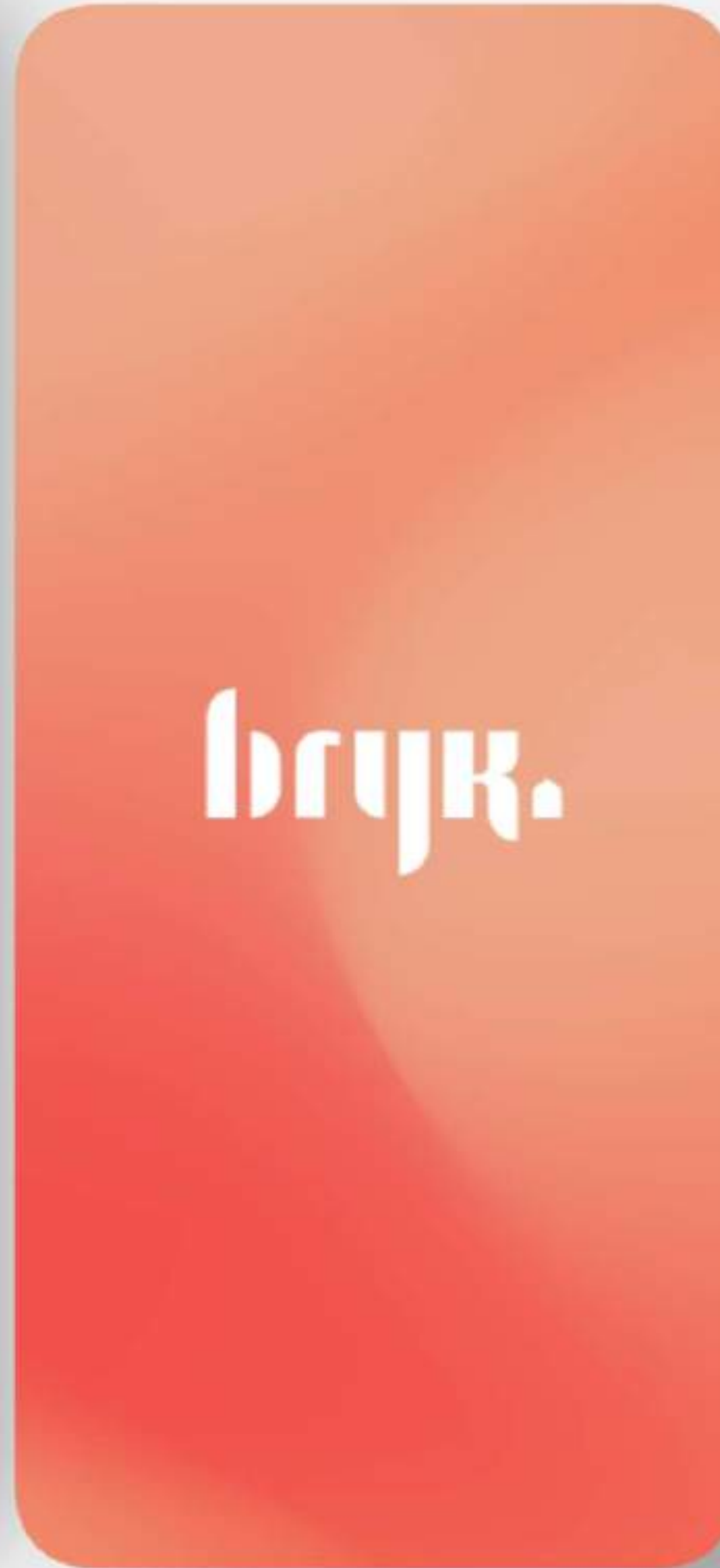
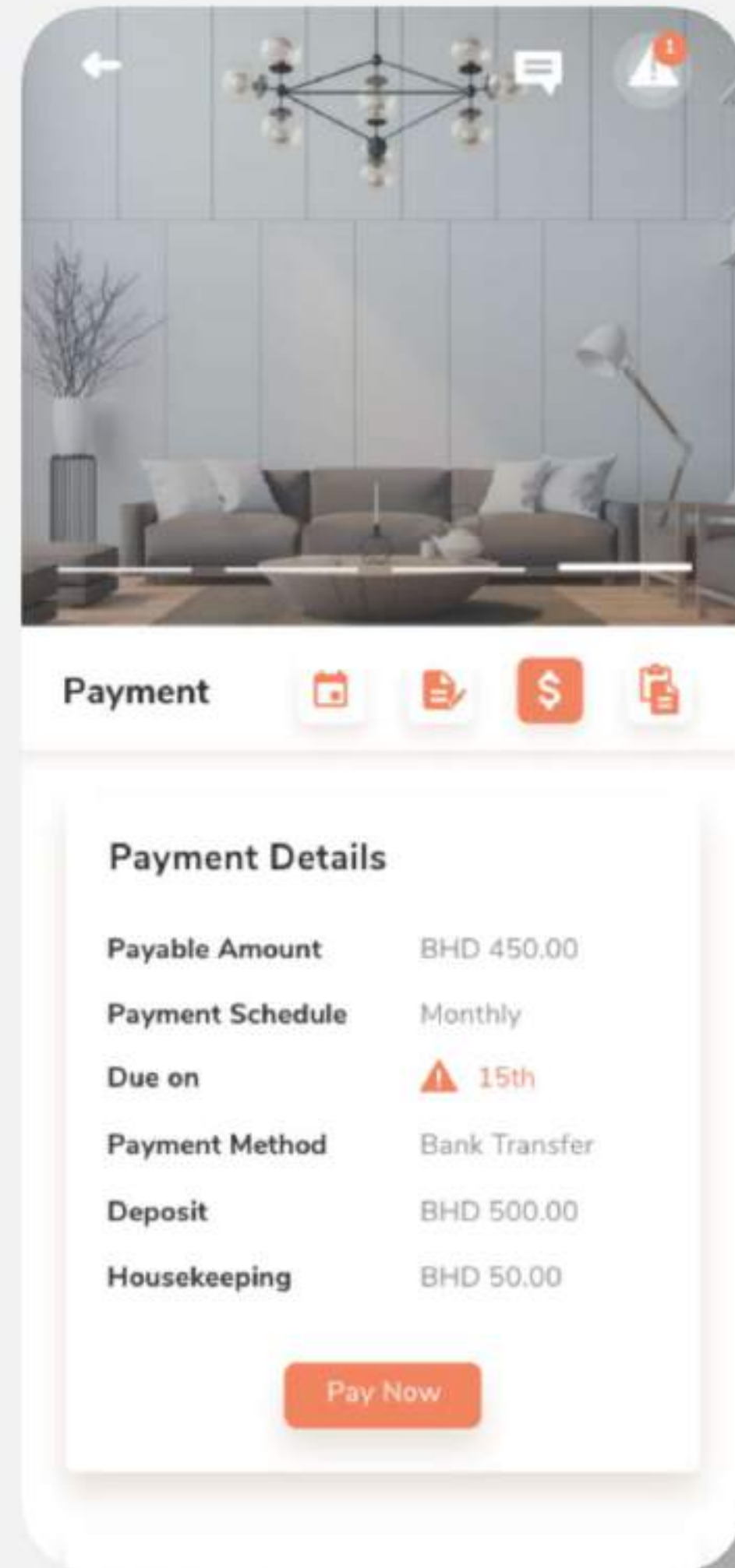
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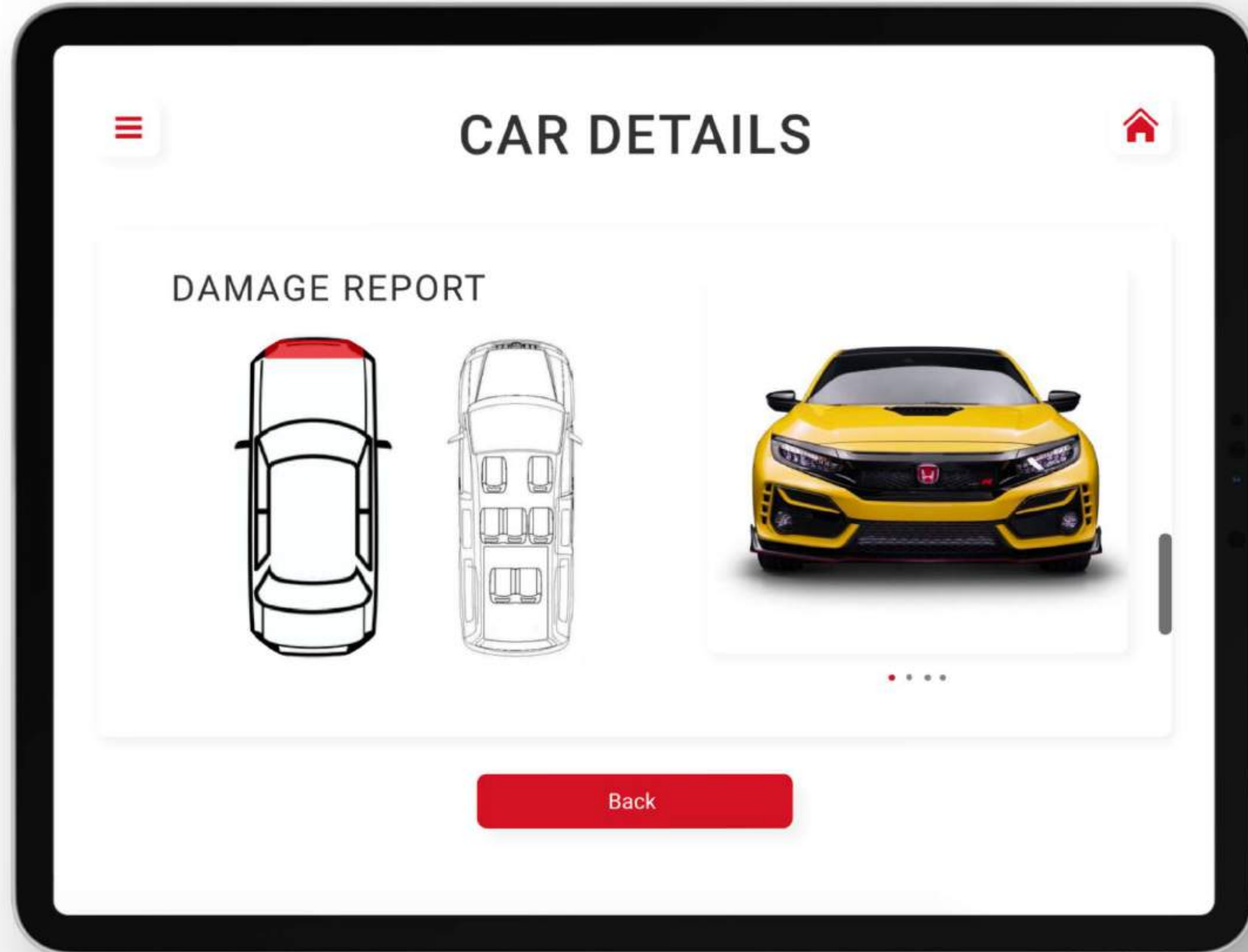
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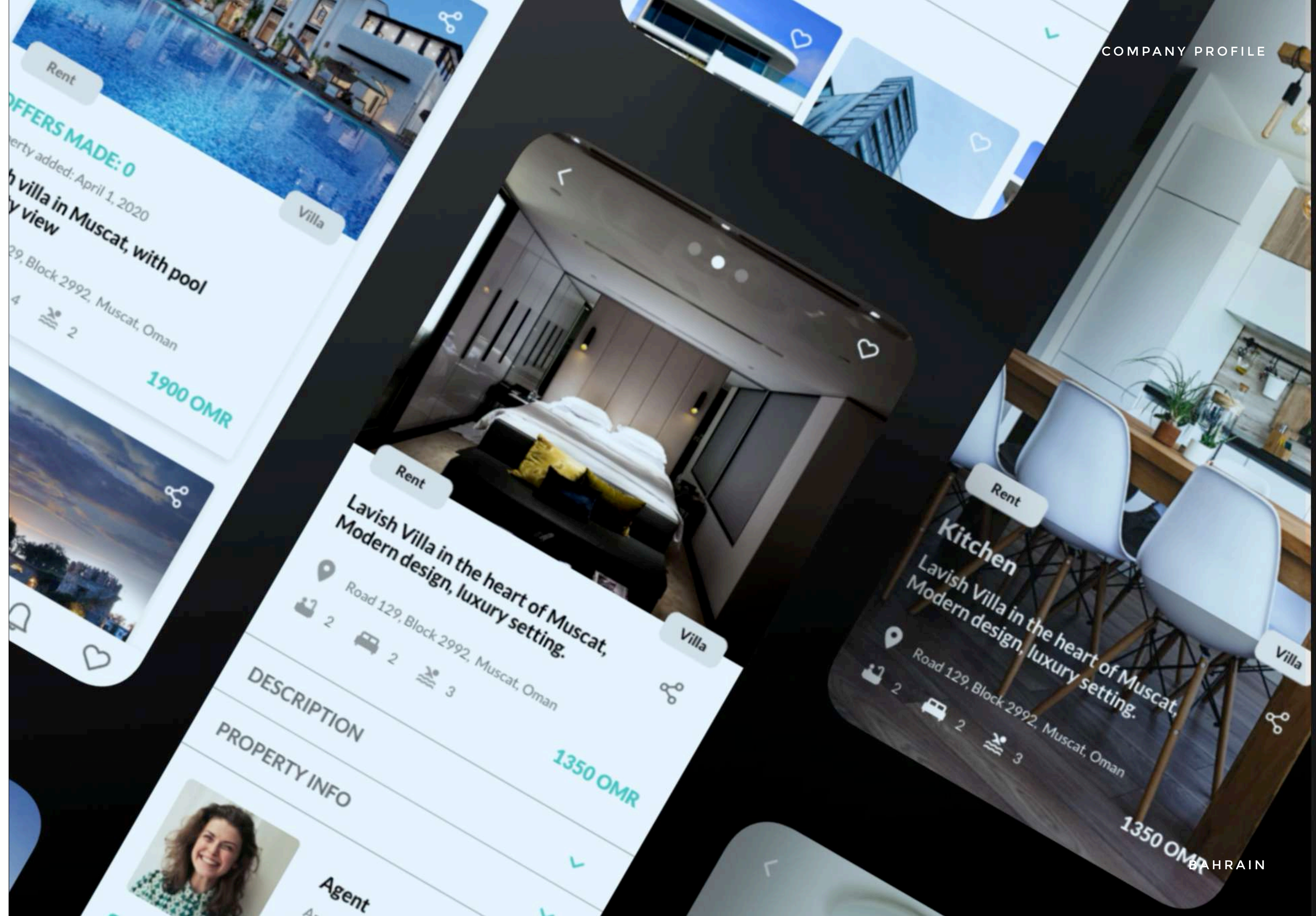
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//EMPOWERING WOMEN

JOIN NOW

Nebula is a C5 Accelerate initiative empowering women to engage and excel in the tech space. The membership network will raise awareness, appetite, and aptitude through access to mentorship, connectivity and technology



Client:
C5 Accelerate

Industry:
Fintech

Year:
2018

Country:
Bahrain



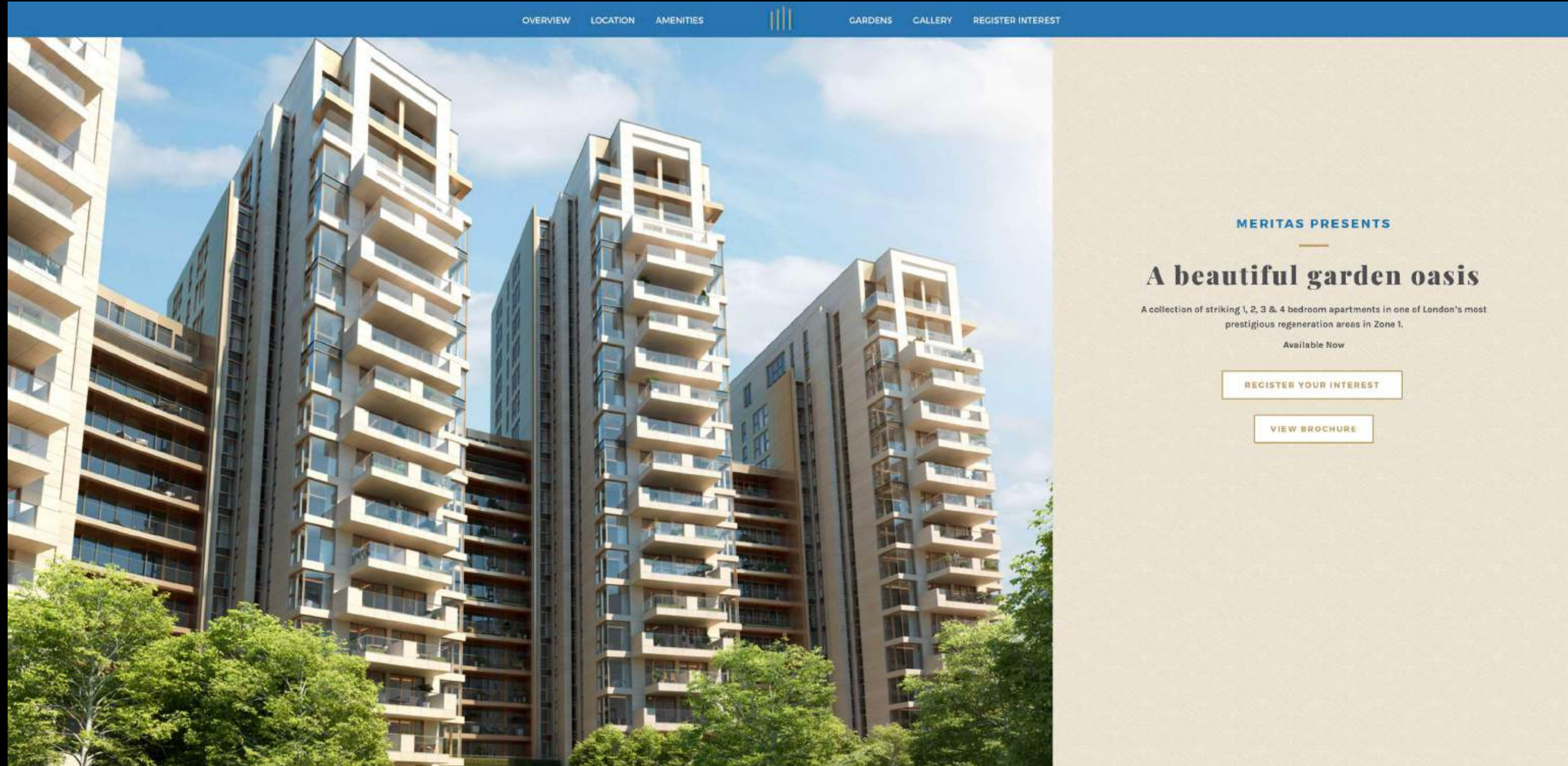
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Client:
Meritas

Industry:
Real Estate

Year:
2018

Country:
United Kingdom





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Client:
EduCluster Finland

Industry:
Education

Year:
2018

Country:
Finland





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MENA 2018

McLaren SHADOW PROJECT

THE OFFICIAL ORGANIZERS FOR ALL MENA ACTIVITIES FOR
THE SHADOW PROJECT 2018.

Client:
Atyaf E-Sports

Industry:
E-Sports

Year:
2019

Country:
Bahrain




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تعرف على مدريك



Client:
Revive

Industry:
Fitness & Wellness

Year:
2018 - Present

Country:
Bahrain



Thank you

