Good design is good business
Agency Fish

London | Doha | Perth
With eighteen years of global experience in the airline and corporate sectors, and with offices on three continents, Agency Fish produces creative, design, publishing, and new media services that work.

Agency Fish can handle all aspects of a brief, from the initial consultancy required to establish the most effective medium, creating the solution, and effective tracking of the results.

Agency Fish develops briefs that answer the needs of each client, and each individual project. We work hard to understand clients’ competitive landscape, needs and offerings, and create solutions that work. As a by-product, we also win awards, but that’s not as important to us as delivering results.

Agency Fish has, over the last 18 years, built a reputation for award-winning best practice publishing, creative and new media services.

Agency Fish is a publisher of high-quality magazines and IFE guides; we pride ourselves in using original content, and commissioning the best writers and photographers from around the world.

Agency Fish ensures good communication with all our partners, the key to success with all relationships.

Agency Fish works closely with clients to develop projects that reflect and enhance the values and dynamics of their business, reinforcing the brand in line with the companies’ status and audience.
Agency Fish

Team leaders

Stephen Peaple – Creative Director
Based: Australia
Steve is a founding director and has worked with many of our Middle Eastern clients such as Qatar Airways, Doha Bank, Qatar Tourism Authority, Aamal, Gulf Air and Emirates Airline. Steve is responsible for the effective brand positioning of our clients, conceptualising and overseeing creative that dovetails a client’s marketing plan.

Lindy Polmeer – Account Director
Based: UK
Lindy has over 15 years experience in the advertising and communications industry. Her ultimate responsibility is to ensure the delivery of the completed product, and to ensure the client relationship is managed to Agency Fish’s high standards. She has worked as account manager for GE Finance (retail), Orange (telecom), and DTZ (property).

Julian Jordan – Managing Director Agency Fish
Based: UK
As a founding director Julian manages third-party relationships, and drives projects internally, ensuring that all clients’ agreed actions are implemented and documented, and that the client is kept fully aware of any issues that may arise. Julian was integral in building Fish’s digital division; in 1993 Fish was one of the first UK agencies to have a dedicated web department. Julian has worked and consulted on digital products for Blockbuster Video, NDS, Sky TV and many other digital entertainment companies.

Pascal Zoghbi – Arabic Art Direction
Based: Lebanon
For the Arabic Art Direction our team is led by a Master of Design from the Type & Media course at the Royal Academy of Arts in The Hague. In 2002 he received his Bachelor Degree of Arts from Notre Dame University in Lebanon. Prior to his postgraduate studies, he worked in Beirut for several years as a graphic designer in print and web design. He is an independent type and graphic designer and has instructed teaching graphic design and typography courses at LAU (Lebanese American University) and NDU (Notre Dame University). His design work ranges from creating new Arabic fonts, corporate identities and print design applications and publications. He frequently gives lectures and workshops on Arabic type and typography.

Gareth Watson – Head of Advertising
Based: UK
Gareth has over thirty years publishing experience. During his career he has launched over six global circulated magazines, covering iron and steel, aluminum, telecommunications and exhibitions within Europe, Middle East, China and Russia. He has also been extensively involved in setting up new exhibitions and conferences. He was more recently involved in the launching of IT Expert, a major IT Publication within the Agency Fish stable of magazines.
Agency Fish utilises its global contacts to enhance PR and marketing partnerships for its clients. With access to an extensive global team and offices in London, Doha and Perth we are perfectly placed to handle any client and any brief across the globe. We offer a truly global network.

**Agency Fish**

**Global Network**

- Julian Jordan – Managing Director
  Based: UK
- Lindy Polmeer – Account Director
  Based: UK
- Gareth Watson – Head of Advertising
  Based: UK
- Pascal Zoghbi – Arabic Art Direction
  Based: Lebanon
- Stephen Peaple – Executive Editor & Creative Director
  Based: Australia
Agency Fish
Quality Service – Quality Delivery

Creative Network

With access to an extensive global team of award-winning writers, photographers, illustrators and other creatives across five continents, Agency Fish ensures all projects are resourced effectively. The results of our collaborative approach ensures materials are to the highest possible standard.

Agency Fish has extensive experience working in partnership with people and organisations. These third-party relationships include the provision of Arabic typographical design and creative direction exclusively from the renowned Pascal Zoghbi, and fashion photography from Toufic Araman.

Translation and Transliteration Services

Agency Fish design of Arabic/English bi-lingual corporate literature and editorial design can negate the need to duplicate content, harmoniously integrating the languages.

Where appropriate we suggest translation and transliteration options for consideration. We also help companies define tone of voice and copy style consistency across multiple languages.

Typographic Resources

Agency Fish use sets of English/Arabic fonts that have been specifically designed to work harmoniously together. Most English fonts have a rough Arabic equivalent, but few have been designed specifically to work as a set; we work exclusively in partnership with Pascal Zoghbi (see Creative Network), who is one of the few Arabic type designers working specifically within this field, to ensure type design is world class.
OUR EXPERIENCE: QATAR AIRWAYS

CLIENT WORK
TIMELINE
1993-2000

BLOCKBUSTER VIDEO
- Touch Screen Kiosk
- Internet Strategy
- Six European Websites

SIMPSON SPENCE AND YOUNG SHIP BROKERS
- Communications Audit
- Corporate Literature
- Direct Mail
- Event Graphics

RIDGEBACK CYCLES
- Branding
- Point of Sales
- Consumer Brochure
- Exhibition Graphics
- Advertising

MACMILLAN PUBLISHING
- Annual Conference
- Screen Presentation
- Digital Imaging

NATIONAL READERSHIP SURVEY
- Interactive Magazine
- Direct Mail

LOGICA
- Touch Screen Kiosk
- Corporate Video
- Exhibition Graphics
- Streaming Video
OUR EXPERIENCE: QATAR 2022

MORGAN STANLEY
DEAN WITTER
IPO Presentation for Spray, Sweden

GULF AIR
In-flight Entertainment Guide
Design and Production

NDS
Exhibition Programme:
Amsterdam
Singapore
New York
Los Angeles
New Orleans
Las Vegas
London

NDS
Product Brochures
Direct Mail
Interactive Product Demonstrations
On-line and Off-line Advertising

SAIL INTERIORS
Corporate Brochure
Stationery
Event Graphics

WORLDVISION
Logo Development,
HTML eNewsletter,
PDF Content Sheets
OUR EXPERIENCE: QATAR 2022

CLIENT WORK

TIMELINE
2001-2010

DALWA SECURITIES SMBC EUROPE
Internet Site
Branding
Annual Report

CNN TURNER
Promotional Print
Direct Mail
Brochures

HURLEY PALMER FLATT
Corporate Identity
Stationery
Event Graphics

ODB
Corporate Identity
Corporate Brochure
Stationery
Signage

STRATOS
Branding
Data Sheets
Advertising
Exhibitions Programme

JUNE
Corporate Identity
Branding
Internet Site
Advertising
Literature
OUR EXPERIENCE: QATAR TOURISM AUTHORITY

RANDOM PRODUCT DESIGN
- Corporate Brochure
- Exhibition Graphics
- Presentation Material

BODY CONTROL PILATES
- Identity
- Internet Site
- Literature

SHIMANO FISHING
- 30 Second Video
- Direct Mail
- Exhibition Graphics
- Fishing Game

DAVIES ARNOLD COOPER
- 30 Second Video
- Direct Mail
- Exhibition Graphics
- Advertising

MURPHY’S IRISH STOUT
- Screen Saver
- Presentation
- Shockwave Games
- Digital Imaging

IN-FLIGHT PRODUCTIONS
- Promotional Literature
- Exhibition Graphics
- Promotional Giveaways
- Advertising

LUTION
- Corporate Identity
- Product Identities
- Advertising
- Signage
- Internet Site

OUR BUSINESS DESTINATION
OUR EXPERIENCE: DOHA JEWELLERY & WATCHES EXHIBITION
OUR EXPERIENCE: DOHA BANK

Why make it complicated when it can be so easy?
OUR EXPERIENCE: AAMAL

CLIENT WORK
TIMELINE
2011-PRESENT

QATAR TOURISM AUTHORITY
Corporate Advertising
Consultancy
Promotional Literature

MOERLINA SCHOOL
WEBSITE
Corporate Literature
Event Graphics
Stationery

YAS MARINA CIRCUIT,
ABU DHABI
Corporate Advertising
Event Graphics
GT1 Official Programme

AAMAL

GOVERNMENT HOUSE,
WESTERN AUSTRALIA
Consultancy
Website
CRM Database Development

Four Divisions.
One Focus.

Industrial Manufacturing
Trading And Distribution
Property
Managed Services

Four Divisions.
One Focus.

Industrial Manufacturing
Trading And Distribution
Property
Managed Services

www.aamal.com.qa

AP. P.O.Box 22477 Doha, Qatar
T +974 435 0666
F +974 435 0777
E info@aamal.com.qa

www.aamal.com.qa

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Agency Fish’s network of dynamic advertising sales force in Europe, the Middle East, Asia and Australia can plan and buy your next campaign.

This network is controlled by our Head of Advertising, Gareth Watson in the UK.

Agency Fish – First Class Service for...

- Consultation and Briefing
- Branding
- Design and Creative Services
- Advertising Creative
- Company Marketing Collateral
- Project Management

With clean design and smart production techniques, the end result is creative that is in synergy with a company’s brand and aspirations.
Websites and Micro-sites

Agency Fish has the experience to help a client make the transition from paper to digital. Both directors have over 16 years of internet and digital experience. In 1993 Agency Fish was one of the first UK agencies to have a dedicated web department. In 1994 Agency Fish was appointed by Blockbuster Video Europe to plan, design and implement their first site, and create a multilingual web presence for all of their satellite websites throughout Europe.

eMagazines

Agency Fish develop, host and maintain online electronic versions of magazines in a page-turning format.

eMagazine Enhanced

Agency Fish has developed eMagazine Enhanced – a product that extends the online magazine to the next level – integrating marcoms, driving customer-loyalty and repeat sales. Agency Fish publications are produced in a format that is compatible with handheld devices and smartphones.
Our primary focus is to create engaging communications that achieve client targets.

Our goal is not to win awards, but they are an exciting by-product of great thinking, planning and execution.

In 2010 alone, Agency Fish won 21 International awards for design, photography, illustration and editorial content.
“Common-sense, creative, practical, realistic and affordable are some of Agency Fish’s basic characteristics – all of which are more than welcome.”

Patrick Brannelly – Emirates Airlines
VP Passenger Communications and Visual Services

“Without the 100% support from everyone at Fish this result just would not have happened. Needless to say we’re all delighted.”

Peter Hill,
CEO SriLankan Airlines

Contact
Julian Jordan - Director
julian.jordan@agencyfish.com
+44 (0)20 7234 0171
London, UK