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THE ALCHEMIST  
STUDIO





# WE ARE CRAZY DESIGNERS WE LOVE HUNTING..

Barely 14 years ago, a little-big 360 ° Communication Agency came to life, "The Alchemist".

Barely 14 years ago, a little-big 360 ° Communication Agency came to life, "The Alchemist". Little by the choice of a small team, big by his ambitions. Because behind its permanent quest for the Holy Grail, our agency always chases the sublime.

With an original logo designed in wood, we convey our attachment to a work based on respect for ethics. This does not prevent us from adopting the highest technologies for an optimal rendering for your product.

Pushing the boundaries of the possible and sharing our passion is our motto. Creativity, speed, and quality are our bywords, for maximum visibility and differentiation.

Because we are challengers by spirit, we make emergency response and internationalization our specialty and daily adventure.

You won't waste your time with a team that quickly understands your deepest desire and intuitive marketers who offer adapted solutions. Come and meet a firm partner, a partner who adopts the "Zero bullshit"!



THE  
HUNTERS





## WE DONT MAKE WAR WE MAKE CREATIVITY



**Aymen Ouhibi**  
Founder & CEO



**Wafa Chennaoui**  
Co Founder

We've a dedicated team of Qualified Professionals with deep industry experience and technical expertise to manage a multitude of tasks ranging in complexity and size.



**Khaled Boukraa**  
Chief creative officer



**Kamel Khammassi**  
Junior Art Director



**Abdel Karim Jridi**  
Marketing Manager



**Henda Gharbi**  
Designer



**Yasmine Chennaoui**  
Designer



**Loulou**  
Positive Vibes Creator





OUR  
COSTUMERS



# VIP CUSTOMERS

We've had the pleasure to work with some remarkable brands from various industries and regions of the globe, some of whom we have been in partnership for over 12 years.





KFW

Ola  
Gelati

Ovita

HILTI

Instituto  
Cervantes  
T ú n e z

المليح

Al Jazira

STARTEC  
PARIS

Vilavi  
ICE CREAM

MPCPROKIM  
STANDARD

BKFOOD  
LA CONSERVIERE TUNISIENNE

Vita

De

IBEROSTAR  
HOTELS & RESORTS

Chimie  
pour  
l'agriculture

Randa

HAICOP  
Haute Instance de la Commande Publique  
10-09-0000-0111111111111111

EL  
FONDOUK  
D J E R B A

speedeco

AW

We've had the pleasure to work with some remarkable brands from various industries and regions of the globe, some of whom we have been in partnership for over 12 years.

VIP  
CUSTOMERS



**WE HAVE STRONG PRINCIPLES  
& PROVEN READY TO WORK PROCESSES**



WHAT  
WE DO?

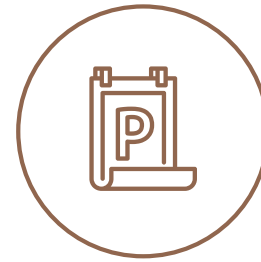




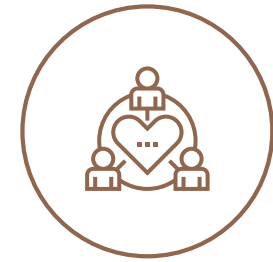
Graphic Design



Packaging Design



Branding



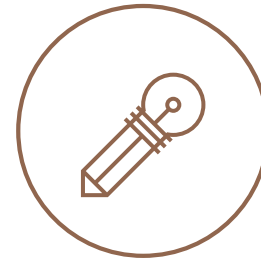
Social Media



Outdoor



Media Planning



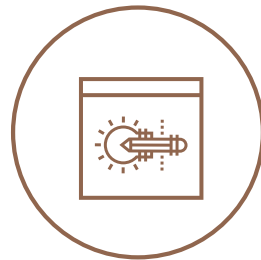
Copywriting



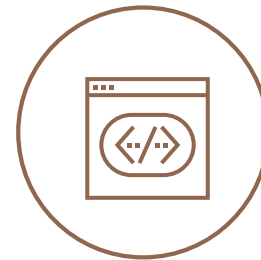
Seo & Sem



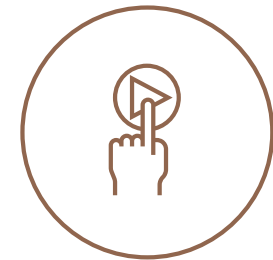
TV & Radio



Web Design



Web Development



Video Production



# SINCE 2010

REMEMBER TO ALWAYS KNOW WHAT YOU WANT.  
YOUR TREASURE MUST BE FOUND  
SO THAT ALL YOU HAVE DISCOVERED  
ON THE WAY CAN MAKE SENSE.



# OUR EXPERTISE



Market  
Studies

**10%** of Business



Branding

**30%** of Business



Packaging  
Design

**30%** of Business



Communication  
360°

**30%** of Business





## OUR SECTORS

**CPG** **70%** of Business  
40 clients 40 projects /year 7 Countries

**RETAIL** **10%** of Business  
10 clients 20 projects /year 3 Countries

**BANKING** **10%** of Business  
04 clients 20 projects /year 2 Countries

**INDUSTRY** **5%** of Business  
04 clients 15 projects /year 3 Countries

**TOURISM** **5%** of Business  
5 clients 10 projects /year 2 Countries



# ALCHI

## MOBILE PROJECT MANAGER



### Win time

Your project is well structured thanks to tickets for each art work version history.



### Visualize

You post tickets directly on the art works. Easy to visualize the elements to be corrected.



### Controle

You follow the work of the team: changes made, tasks in progress and scheduled.



Our app is available on  







9000  
References  
in products  
development

DEVELOPED SKU  
IN 2021-2022

400

products  
in one year

CPG  
BRAND

96

Brands  
Guideline

PRINTING  
VALIDATION IN 2021

290

50.000 km  
in one year

MEGA PROJECT  
(MORE THAN 100 SKU)

4

+100.000 mails  
+5000 parts



OUR  
**PORTFOLIO**



## WIKIPAM PROJECT Branding & Packagings Design



WORLDSTAR  
WINNER 2024



ARAB STARPACK PRO  
WINNER 2023







PLANTE SÉCHÉE  
**LAVANDE SAUVAGE**  
LAVANDE SAUVAGE ORGANIC

TUNISIAN  
PLANT POWER



10ml









**PRIVATE LABEL MG**  
**Packagings Design**

















**BabyBun**  
**Packagings Design**





## OWN BRAND AUCHAN Packagings Design



**OWN BRAND Sublime**  
**Packagings Design**



**OPALINE**  
**Branding & Packagings Design**



**OWN BRAND MG**  
**Packagings Design**

















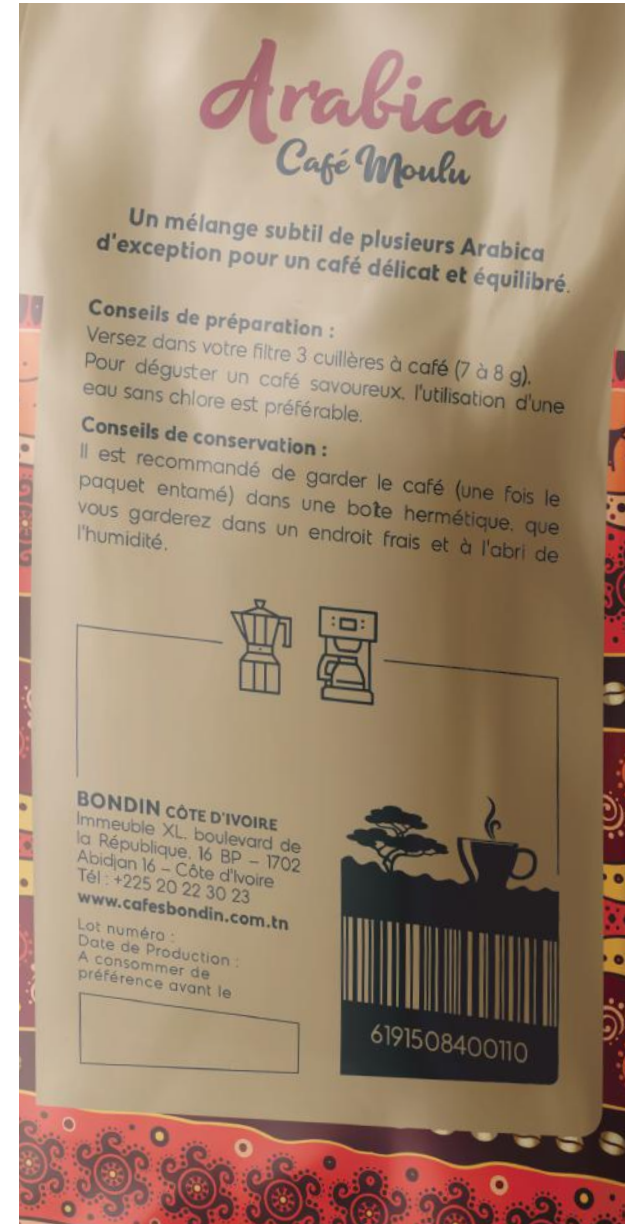




## BONDIN CÔTE D'IVOIRE

### Branding & Packagings Design









# BONDIN Rebranding







**JDOOD PROJECT**  
**Branding & Packagings Design**



**HIGH PHENOLIC PREMIUM ORGANIC EXTRA VIRGIN OLIVE OIL**

The olive tree and olive oil are deeply linked to the spirit of the Mediterranean. From field to oil mill, JAOA's Organic Harvest, superior quality olive production.

Harvested product of maximum quality. JAOA's olive is 100% and 100% organic. Harvested only by mechanical extraction.

Store in a cool place, protected from light and heat.

**jaoa**  
by *Armonia Italiana*

\*This product has been awarded the highest quality award by the Italian Ministry of Agriculture.

www.jaoa.com

**jaoa**



**HIGH PHENOLIC PREMIUM ORGANIC**

**EXTRA VIRGIN OLIVE OIL 1L**

**NUTRITION FACTS PER 100G**

Calories	830
Total Fat	19g
Total Carbohydrate	0g
Total Protein	0g
Total Fiber	0g
Total Sugar	0g
Total Cholesterol	0g
Total Sodium	0g
Total Potassium	0g
Total Calcium	0g
Total Iron	0g

Maximum daily USE

The quantity of olive oil provided is only an estimate.

Indicated during the day to be used in moderation.











**DIVEBAR SWISS**

**Branding & Packagings Design**









## LANDOR Packagings Design





**MAD CHIPS**  
**Packagings Design**



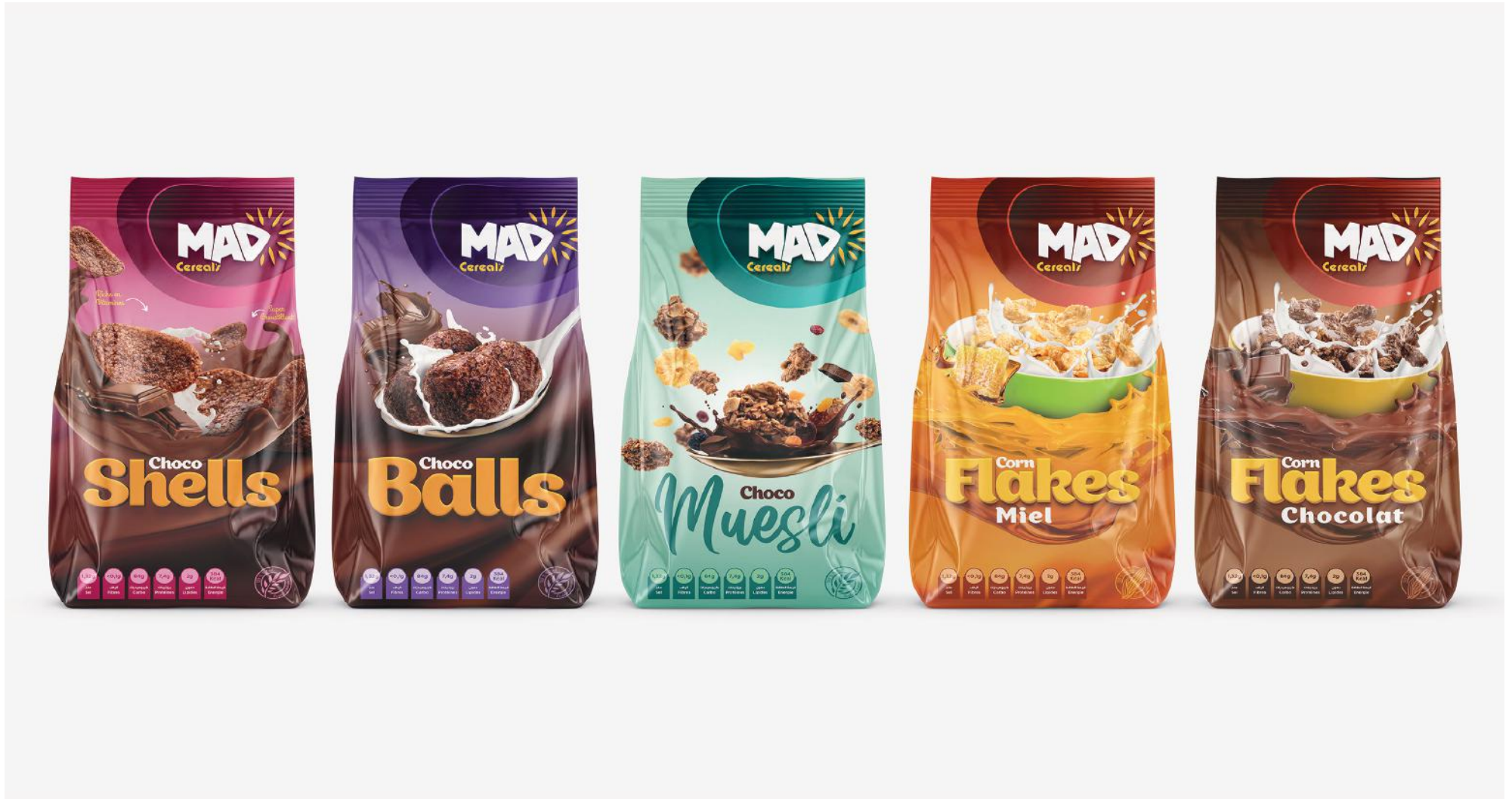






**MAD**

**Branding & Packagings Design**



**MAD**  
**Branding & Packagings Design**









**WHY  
CHOOSE US?**



# Custom DESIGN

Because our mastery of spoken and visual language is our strength, we create custom identities with our clients from A to Z.

We respect all copyright laws all-over the world.

We have the right of use of all our resources.





## Digitalized Process

Gain efficiency with our digital tools. Digital is a great tool because it makes it possible to simplify and automate a certain number of tasks. Our process allows our clients and collaborators to free up the time necessary to further improve the quality of our renderings.





# Work based **ON MARKET STUDIES**

Market research allows you to identify and precisely measure the different constituent elements of your sector of activity: the rank of each of its players, the authority they exercise, and also your target and its expectations.





## Focus on **THE DETAILS**

Being perfectionists, we pay attention to the smallest detail in order to provide you with an aesthetic and efficient product!



**LET'S MAKE  
BUSINESS GLORY**







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