



About Us

Capstone International General Trading Co. Ltd. (CAPSINT) is a private sector firm based in KUWAIT. The Company was incorporated in the year 2010. CAPSINT falls under the umbrella of Al-Shayji Integrated Group.

In less than a decade of our establishment, we have been able to make an impact in several business sectors.

CAPSINT is a company with diverse business interest which is led by a group of young, experienced, creative and dynamic professionals from various fields and sectors that aim to cater to the growing demands of clients in Kuwait and overseas.

With its dedicated service, professional approach and innovative marketing strategies, the company has grown to a level where it stands as one of the most reputed companies in Kuwait.

CAPSINT is now a trusted destination for International Manufacturers, companies and contractors who seek a proficient representation in The State of Kuwait and other middle-east regions.



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What Is IMC ..?

Industry trends are shifting from mainly tactical promotions to more strategic marketing services and becoming entirely integrated and multi-disciplinary. Integrated marketing communications has become one of the most effective and efficient uses of marketing resources.

Integrated marketing services include elements from brand and image development, advertising and public relations to traditional marketing such as print, radio and television advertising to non-traditional marketing such as internet marketing or innovative digital marketing. Each element is designed and integrated to further your companies' brand and message.

Whether you are looking for a comprehensive marketing solution or a single marketing tool to engage your audiences, we can develop and implement marketing strategies that work.

Our ability to consolidate and integrate these services into one comprehensive solution sets us apart from our competition.

Our highly-trained integrated marketing consultants will work with you to deliver your message across several forms of media.



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WHAT WE OFFER

Brand Development

- Brand Strategy
- Brand Identity
- Brand Management

Innovative Digital Marketing

- Augmented Reality Solutions
- Interactive Info Graphics
- Interactive html5 contents
- Web / App Design & Development
- Search Engine Optimization
- Social Media
- Commercial Photography
- Interactive Sales Campaigns



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Design & Creativity

- Graphic Design
- 3D Animations
- Motion Graphics
- Logo & Title Animations
- Web / Demonstration / Internal -
- Company - Videos
- Info graphics
- Product Visualization
- Booth / Interior Design

Advertising & Marketing

- Marketing Consultancy
- Branding
- ATL / BTL
- Media Planning & Booking
- Public Relations
- Production
- CSR Events



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BRAND DEVELOPMENT

This is where we bring your ideas or vision to reality , developing your brand or business right from scratch.

BRAND IS NOT ONLY - A LOGO - AN IDENTITY - A PRODUCT OR A SERVICE !

Just like you don't begin designing a building or house by putting up the curtains — you must first start by designing the foundation. Building a strong brand begins the very same way.

Brand Strategy : This includes Brand Definition , Market Research & Analysis , Brand Story & History, Brand Value , Vision & Mission , Brand Positioning etc..

Brand Identity : This is where we identify the look and feel of your brand. This includes Logos , Taglines or punch lines , Brand Typography , Corporate Collaterals , Brand Guideline & Manual etc..

Brand Management : This is the launch phase of your brand , how you want to position your brand and who to target. This includes Brand Launch Plan & Strategies , Design to Build Process , Sales Strategies , Launch & opening etc..



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DESIGN & CREATIVITY

Design makes its own statement, helps establish brand personality and identity, adds layers of meaning and feeling, and puts a creative spin on the messaging.

Creating a distinct message, creating new markets, creating innovation with results is what we call creativity. And what forms the case of every design that we produce.

Graphic Design : Whether it's a corporate brochure, logo design, newsletter, poster, billboard, product catalog, direct mailer, a marketing collateral, an exhibition display or an interactive kiosk, creativity makes our work stand out in the crowd. And leave a lasting impression on the minds of the target audience.

3D Animations : A great way to bring to life an idea or design that is still on the drawing board or just too difficult to describe with words. 3D animation or models are all designed to create an experience of your unique vision before a major investment is made to produce the reality.



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DESIGN & CREATIVITY

Motion Graphics : Motion graphics is a digital graphic design technique that combines pictures, words, sound and video. Everyday people are bombarded with graphics and advertising , So to make you stand out from the others we create unique and creative graphics and best of all – they capture the attention of potential clients and customers.

Logo & Title Animations : Our animations brings life to your logo. You can use the animated logo on your website, youtube channels , instagram and other social media to make an impact on your followers or customers. This will help create higher impression of your brand identity in minds of the people.

Videos : Whether its web videos , demonstration videos or internal company videos we do it all.

Web Videos : From 3d animation to whiteboard animations can all be shared over instagram , facebook , youtube etc.. Hence giving maximum exposure to your company.



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Demonstration Videos: Its a great way of teaching your customers on how to use your product or service whether it's a mobile app or website or any other technology.

Internal Company Videos : Used for training and presentations, it will keep your audience awake and teach them about the company, Products & Services.

Info Graphics : 'Animated info graphics' are an increasingly popular and powerful way to explain products, ideas and services. It is used to transform complex processes and concepts into a visually interesting format, animations are a highly 'sharable' medium and a very effective way of communicating information.

Product Visualization : When a product or concept is still in its early stages 3D product rendering and visualization can be used to create an image to tell the story. 3D product rendering saves prototyping time and expense, and it lets users see physical conditions which is not obvious in 2D.

Booth / Interior Design : Interactive Kiosk , Creative booths or interior designs we help you create a long lasting impression in the minds of your customers. Exhibitions , trade shows or fit-outs we do it all.



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Innovative Digital Marketing

Digital marketing has already revolutionized the way we look at and deal with interactive marketing and customer experience, the need is to wow the consumer –long enough to engage them.

Augmented Reality Solutions : An innovative way to reach consumers by giving brands the opportunity to integrate the digital world with the real world to provide an engaging experience to their consumer.

Interactive Info graphics & HTML5 Content : We create engaging html5 interactive content for various platforms such as web, Mobile Devices & tablet devices. Interactive contents can be used in live Educational demos to interactive 3d visualization for product, Info graphics, Presentations, Games & any idea you want to present visually. We do it all.

Web / App Design & Development : A website or an App with the right blend of creativity and functionality can boost up the online presence of your business. It has become a basic requirement for every business today. We provide flexible design & development solutions.

SEO & Social Media : We provide a comprehensive range of online marketing solutions whether its search engine optimization or social media platforms like facebook , twitter ,youtube , instagram etc.. We come up with campaigns that works and gives your company maximum exposure.



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Advertising & Marketing

We create the best possible advertising and marketing solutions for all of our clients, ensuring that each and every one is completely satisfied with our services. Our motivated and focused team works hard to get to know you as a new client and business partner before starting our work, so that we have the clearest possible idea about your brand and your goals.

Our goal is to make a lasting impression to secure brand loyalty and increased profitability. Our marketing specialists approach every campaign with ingenuity and professionalism. We deliver smart solutions that give clients a larger share of their target market.

By using every available marketing communication media we create advertising, sales promotion, public relations, and direct response campaigns that achieve a high return on our clients' marketing investments.

- Marketing Consultancy
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Our Process

We make sure you own who you are, find your voice, attract the right clients, and create a surefire plan to get you where you want to go.

THERAPY : We start with a step we call Brand Therapy™. We'll assess the current state of your brand, dive into your personal strengths and start dreaming about where you'd like to be.

STRATEGY : Once you have a firm grip on reality and are clear about where you want your business to go, it's time to create a strategy. Think of this step as a blue print for how we'll lay the foundation for your dream business.

DESIGN : Once we solidify who you are and what makes your brand unique, it's time for us to give your core message a visual identity - think logo, color scheme, typeface, print materials, packaging and a strong (meaningful) online presence.

BUILD : This is when your strategy and design come to life. Your brand suddenly becomes tangible and interactive. Your hard work has paid off and now you have a platform where you and your ideal client can interact.

LAUNCH : The strategy doesn't end just because you're ready to tell the world about who you are. In this final step, we develop long and short-term strategies for sustaining a strong web presence and building lasting relationships with your clients



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Clientele

 ashraf & co. ltd. شركة اشرف وشركاه المحدودة	 هيئة حكومية مستقلة INDEPENDENT GOVT. AUTHORITY	 Agility www.agilityuae.com		 شركة علي بن عبد الوهاب الفديسي وشركاه Al Fudaishi Sons & Co. LLC
 KAZEMA	 Al Nassma النسمة FIRST AND FINEST CAMEL MILK CHOCOLATE	 مصرف الراجحي Al Rajhi Bank	 ALRIFAI	 alyasra FOODS
 BOU جامعة الشرق المفتوحة Arab Open University	 AL SHULA GENERAL TRADING CO. LLC	 المصرف للبتروكيمياويات Ashorajef Petroleum	 BlackBerry	 BLIMPIE America's Sub Shop
 بنك بوبيان Boubyan Bank	 Canon	 CAVARATY CAVARATY GROUP CO. LTD.	 CORN FOODS	 Delivery Express Delivering your world
 KIE'S KUWAIT INTERNATIONAL SCHOOL	 KBE	 IBS INTERNATIONAL BRITISH SCHOOL	 Gloria Jean's COFFEES	 dolcissimo pastries
 Mr. Delivery	 MOVE ONE	 SunTek	 LET'S POPCORN AMERICAN COTTAGE	 KLSC الشركة الكويتية للعلوم الحياتية Kuwait Life Sciences Company
 OM	 Oriental RESTAURANT	 عالم البيئة Environment World	 شركة التنمية الوطنية NATIONAL DEVELOPMENT COMPANY	 Nando's
 SOVO TACOS TACOS RESTAURANT	 saveco	 رد تاغ REDTAG	 Pure Gold JEWELLERS www.puregoldjw.com	 posta plus
 VIGOR Technology & Internet Area Sales	 VICTUS RESTAURANT	 BSK	 technocare	 TABCo. FOOD
 CELSIUS	 Sweet Bar شوكولاتة الآيس كريم 240 80 800 - 240 80 700		 WRAP IT INTERNATIONAL PACKING & REPAIR	 Hendyful