

# AGSI COMMUNICATIONS ASSESSMENT

CORPORATE COMMUNICATIONS  
& BRAND COMMUNICATIONS

Presented by **HIRA SHAKIL**

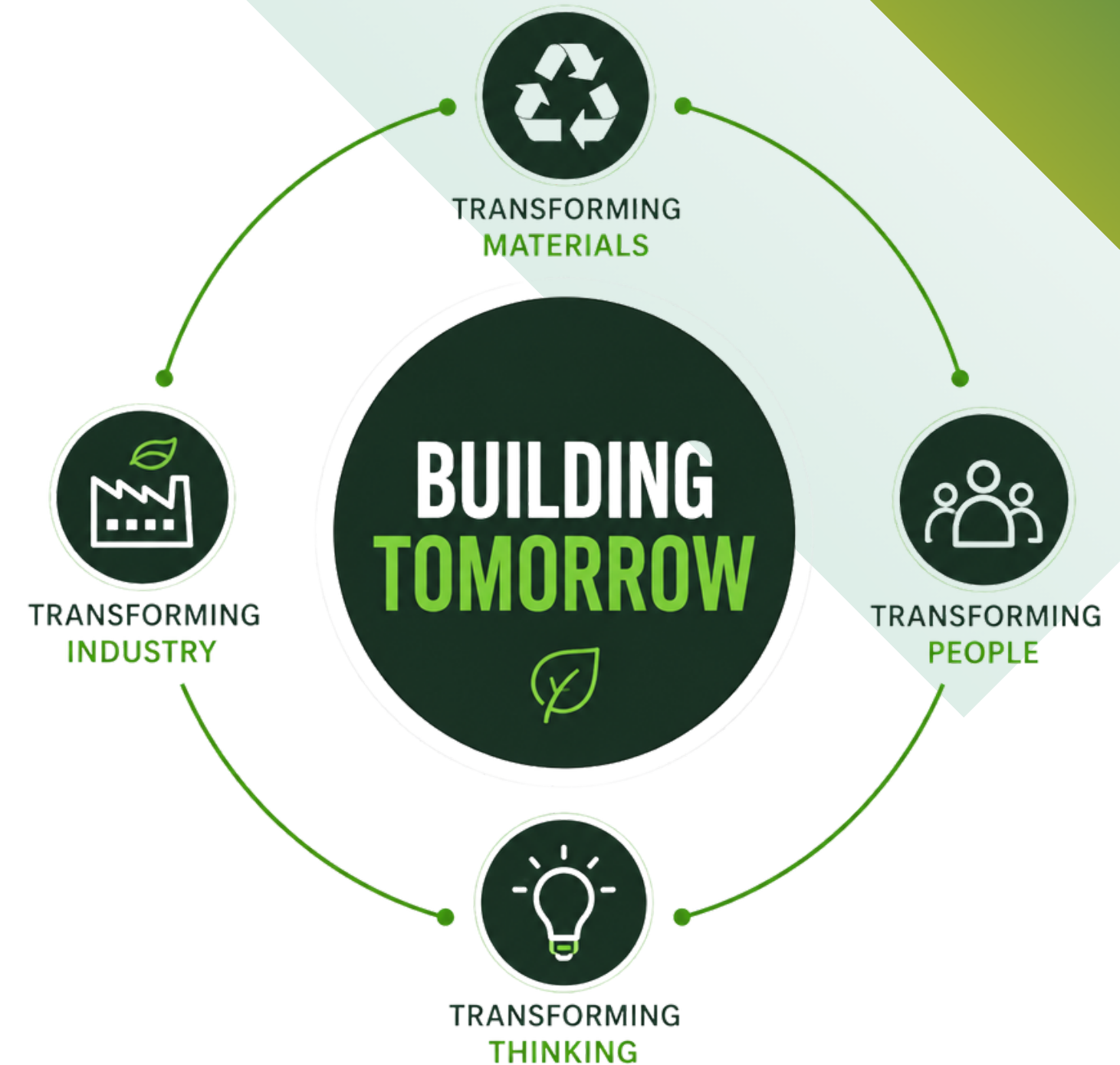


# COMMUNICATIONS APPROACH

## A UNIFIED COMMUNICATIONS PLATFORM

Each deliverable was developed as part of a unified communications platform, ensuring a consistent brand narrative while adapting messaging for different audiences, channels and objectives.

The campaign theme, ***Building Tomorrow***, positions AGSI as a company transforming materials, people and industry to create a more sustainable future.



# ANNIVERSARY FILM



## CAMPAIGN THEME

### Building Tomorrow

*Building tomorrow by transforming yesterday.*

Instead of celebrating milestones, the film celebrates AGSI's **impact** by telling a story of transformation, sustainability and progress.



Every journey begins with a decision. Ours was to build differently.



To see value where others saw waste. To transform yesterday... into tomorrow.



Every beam. Every structure. Every project. Built for a stronger, greener tomorrow.



Sustainability isn't where our journey ended. It is how we chose to move forward.



Setting new standards. Inspiring new possibilities. Building lasting impact.



Powered by our people. Driven by collaboration.



The first ten years... Were only the **beginning.**

# SCHOLARSHIP PROGRAMME LAUNCH

## ONE MESSAGE. THREE AUDIENCES

The scholarship programme was communicated through three complementary content formats, each tailored to its intended audience. Together, they built awareness, strengthened credibility and encouraged participation while reinforcing a consistent brand message.

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## AGSI to Support 500 Students Annually Through New Scholarship and Technical Training Programme

Abu Dhabi, UAE – Reinforcing its commitment to strengthening the UAE's industrial future, Arabian Gulf Steel Industries (AGSI), the UAE's leading sustainable steel producer and the world's first carbon-neutral steel plant, has announced the launch of its new Scholarship and Technical Training Programme. The programme will support 500 students annually through financial support, internships and mentoring opportunities that bridge education with industry.

Beginning with its first intake, the programme will provide support to 500 students annually through financial support, industry exposure and mentoring opportunities that bridge education with industry. The programme reflects AGSI's commitment to supporting the country's industrial ambition and providing first-hand experience within the manufacturing sector, building confidence and skills needed for a successful career in industry.

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Employees across AGSI will act as mentors, sharing their expertise and helping students gain valuable insights through these mentoring relationships.

**AGSI**  
10,423 followers  
2h · 🌐

A stronger industrial future depends on more than innovation and infrastructure. It depends on developing the next generation of engineers, technicians and manufacturing professionals.

That's why we're proud to launch the AGSI Scholarship & Technical Training Programme, supporting 500 students annually through financial support, internships and mentoring opportunities that bridge education with industry.

Learn more about the programme and our vision for developing future industrial talent: [\[Press release link\]](#)

Know someone ready to shape the future of manufacturing? Share this opportunity with them.



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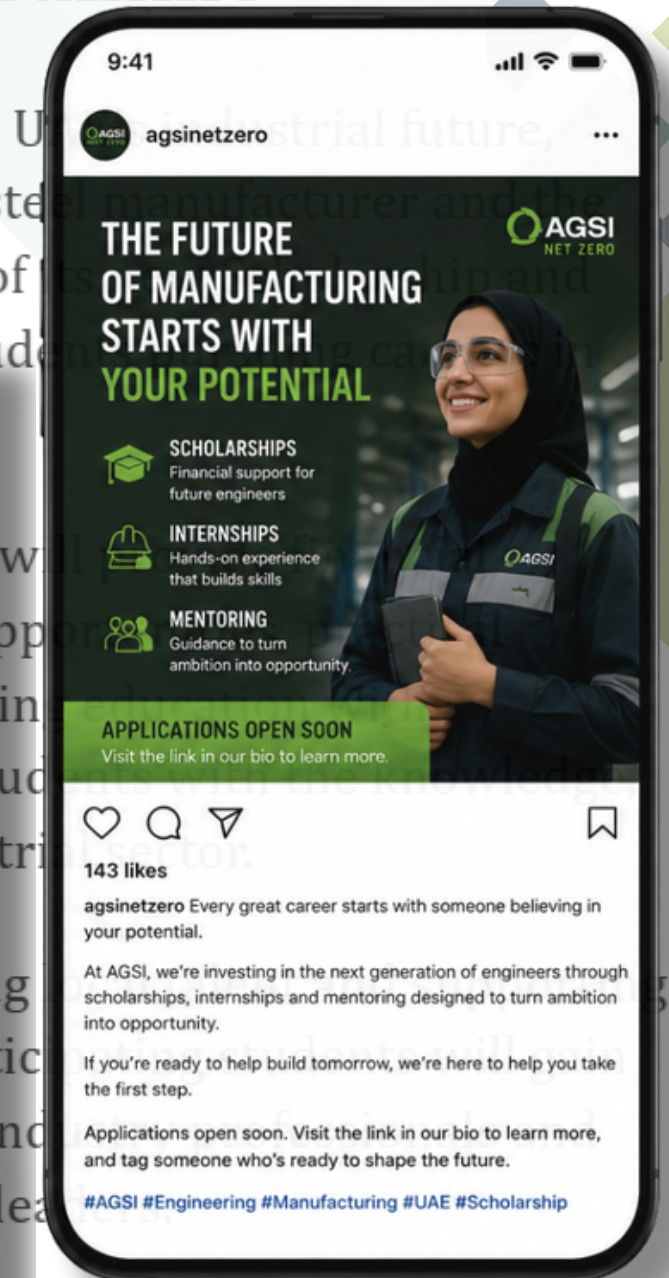
8 comments · 15 reposts

Like

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Repost

Send



Detailed deliverables are attached in the accompanying appendix.

# MEDIA COVERAGE SOCIAL CREATIVE



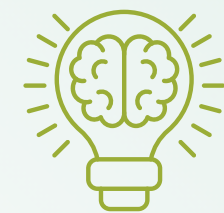
## OBJECTIVE

Turn earned media into engaging social content.



## MESSAGE

Progress comes from having the courage to think differently.

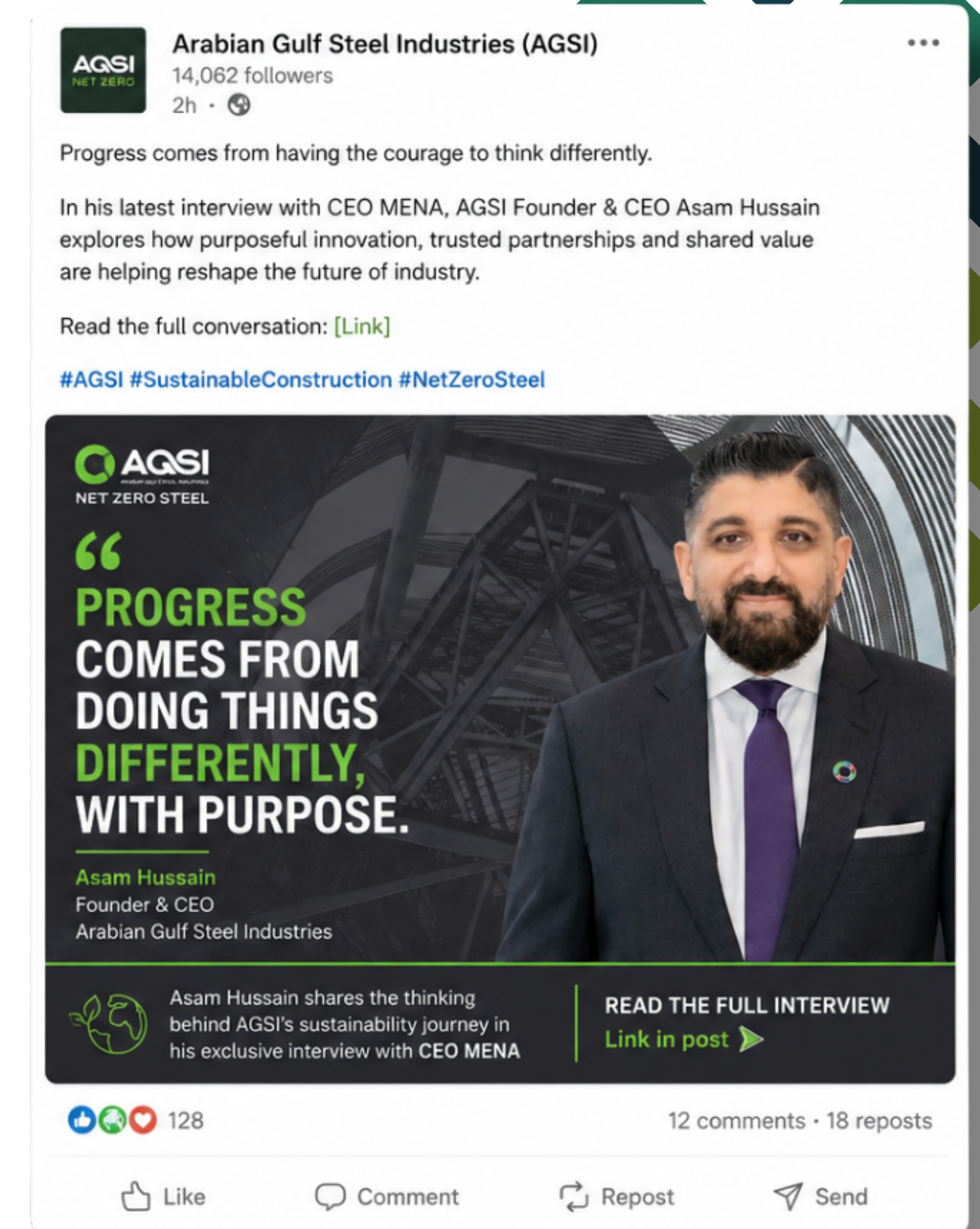


## APPROACH

Lead with an insight, not a summary. Highlight AGSI's leadership philosophy to spark interest and drive engagement.

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Detailed deliverables are attached in the accompanying appendix.



# EVENT BRANDING CONCEPT

## CONCEPT

Visualise how circular manufacturing powers AGSI's Net Zero leadership.

## HEADLINE

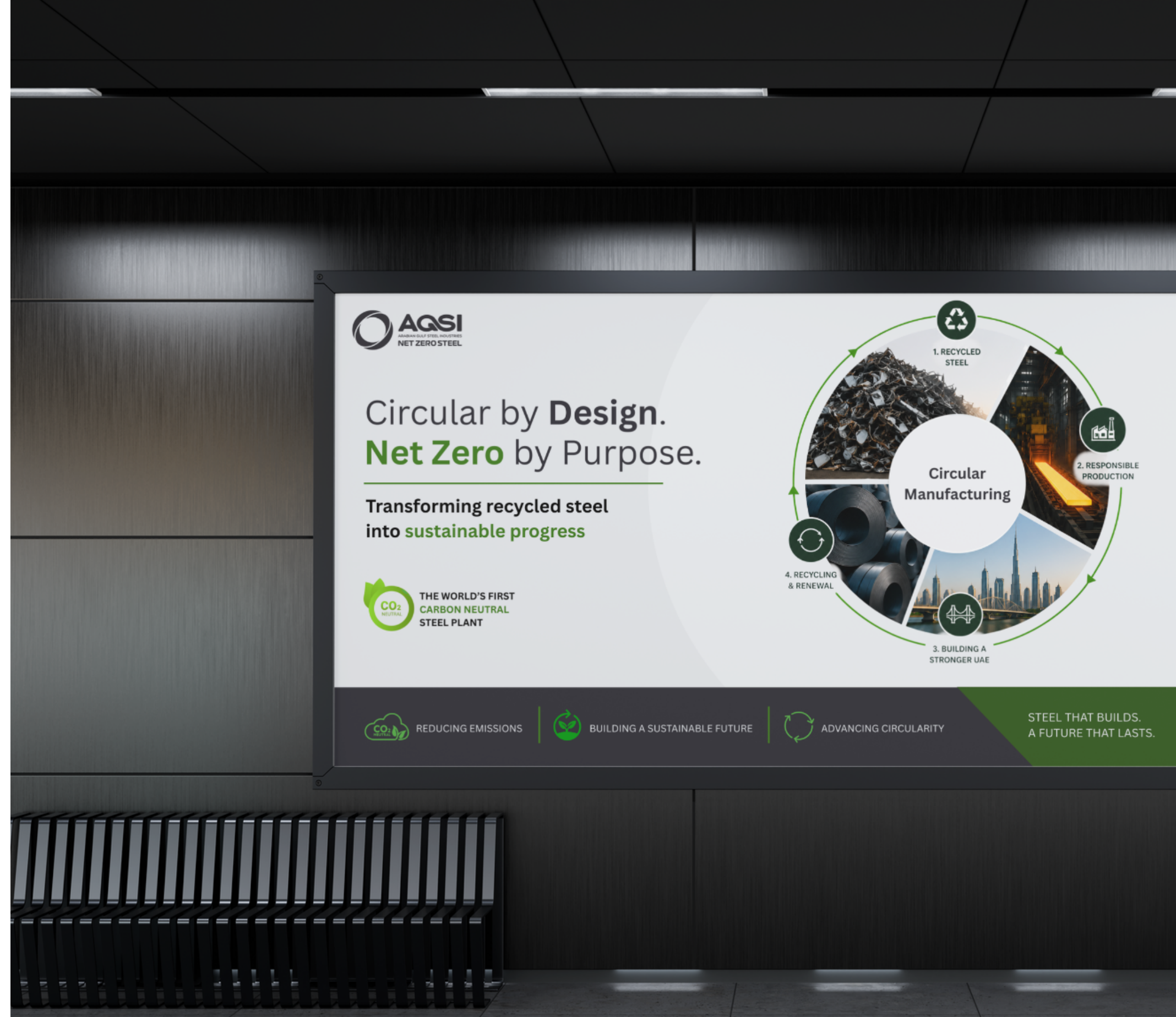
**Circular by Design. Net Zero by Purpose.**  
*Transforming recycled steel into sustainable progress.*

## CREATIVE APPROACH

- ✓ Circular manufacturing journey
- ✓ AGSI Net Zero visual identity
- ✓ Minimal copy, maximum impact

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Detailed deliverables are attached in the accompanying appendix.



# A UNIFIED BRAND STORY

## THEME

### Building Tomorrow

*Building tomorrow by transforming yesterday.*

Every deliverable reinforces the same brand narrative while adapting to its audience, channel and communication objective.

## DELIVERABLE

## STRATEGIC FOCUS



Anniversary Film

Transforming Materials



Scholarship Programme

Transforming People



Media Coverage

Transforming Thinking



Event Branding

Transforming Industry

# WHY THIS APPROACH



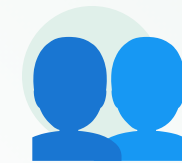
## Strategic Storytelling

Moves beyond milestones to communicate purpose and impact.



## Integrated Communications

Maintains one brand narrative across every touchpoint.



## Audience Adaptation

Tailors each deliverable without losing message consistency.

# APPENDIX

Detailed deliverables are attached in the accompanying appendix, including:



Anniversary film storyboard and script



Press release



LinkedIn post



Instagram caption



Media creative and caption



Event branding concept



# THANK YOU

HIRA SHAKIL



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