



Majaz Company Profile

Solutions in Communication
Services in Culture, Arts, and Literature

MAJAZ COMPANY PROFILE

Majaz in Arabic signifies “trope”, “metaphor”, and “figurative language”. It also implies the sense of crossing over borders, from exterior to interior, and vice versa.

Through language, we cross borders and traverse the world with fluency, creativity, authenticity, and flexibility.

“

Perhaps figurative language is the most powerful invention ever created by humans; Its effect can reach the level of magic. It is the creative tool that God planted in one of His creatures when He created them

”

José Gasset



Majaz is

A Saudi company specializing in linguistic communication solutions, offering cultural, artistic, literary, and creative content services. The company focuses on enhancing the cultural presence of individuals and organizations, exploring opportunities for excellence in the communication, arts, and literature sectors. With a wide range of services and products, the company contributes to increasing cultural awareness and enriching digital cultural content.



“

**Language is not merely
a stock of words, it is
a horizon of metaphors**

”

Roland Barthes

Majaz: the strategic direction

Majaz aims to be an authority for strategic projects in the realms of culture, arts, literature, language, and communication. It seeks to serve individuals, communities, the government sector, the private sector, and the non-profit sector; locally, regionally, and internationally.

Majaz on the footsteps of Saudi Vision 2030

A Vibrant Society

Because society is the most important building block in the civilization and culture of any nation, Majaz aims to create a positive impact that nurtures pride in our rich history, heritage, and unique cultural identity through a range of pioneering activities and projects in various fields.

A Thriving Economy

We support the individual and integrate with institutions, companies, and sectors, to continue the great glory that the Kingdom has been and continues to achieve through a prosperous economy that everyone enjoys, thus contributing to creating distinctive opportunities for success and soaring in the horizons of brilliance and progress.

An Ambitious Nation

Because we are sons of an ambitious nation, we draw inspiration from its values and ethics. In Majaz, we pledge to adhere to high efficiency, effective performance, and transparency.

Why? Majaz

Because,

Because, at Majaz, we consider creative, cultural, and artistic aspects of language. We can invest in language and generate communicative solutions and cultural products. As such, language becomes a bridge on a road of three stops:

Thinking

Communication
plans, solutions and
strategies

Expressing

content
production

Influence

Publishing
Marketing



100%

National cadres



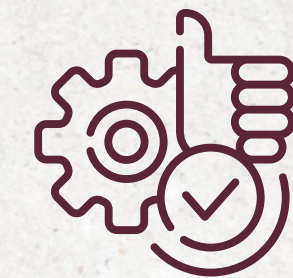
30+

Success partner



50+

Employee



20

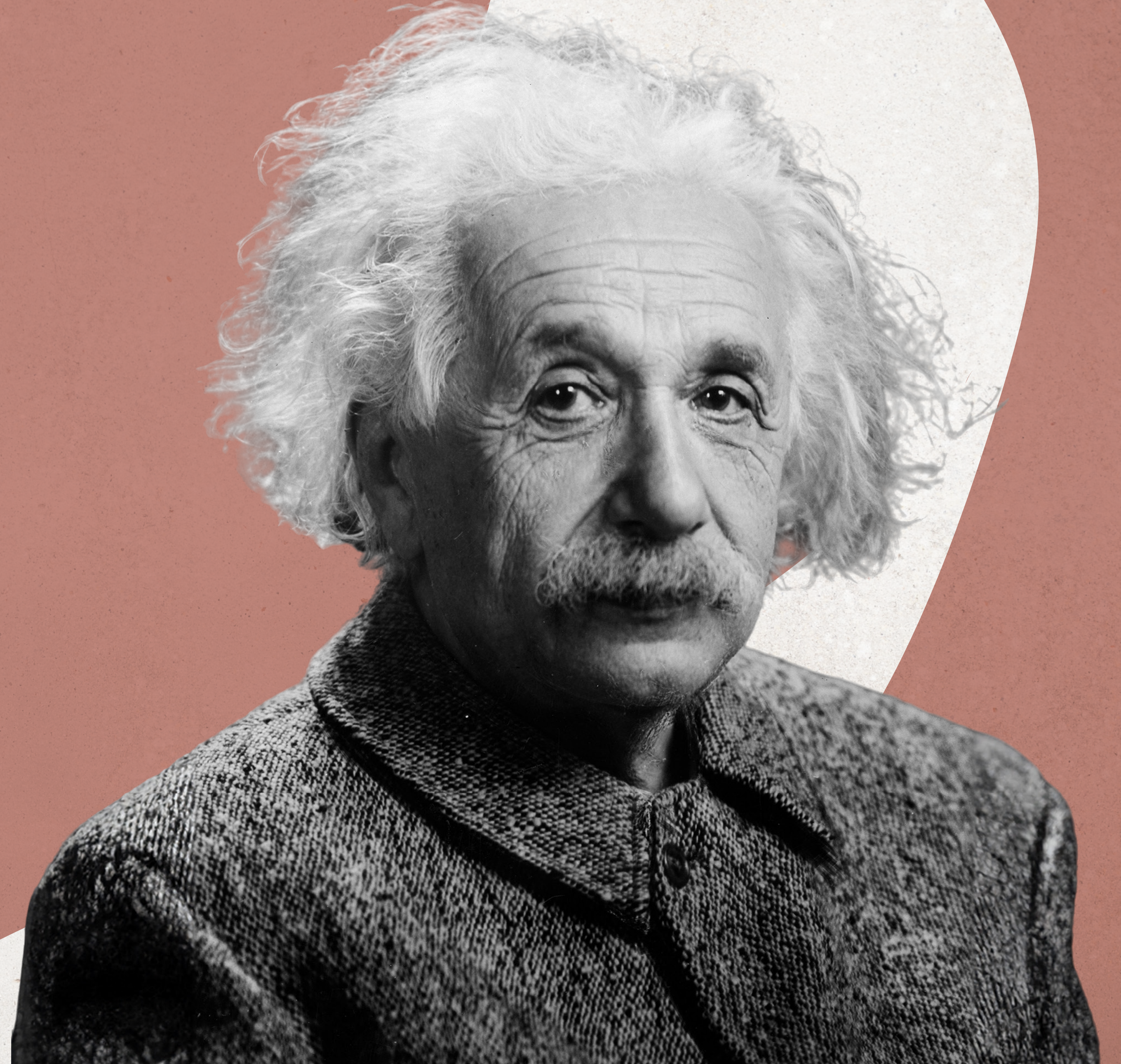
the average years
of experience of
the staff

“

Language is an army
of metaphors that
can build the world

”

Albert Einstein



We work in

01
Production

02
Content
Creation

03
Training

04
Business
Development

05
Consultation

06
Publishing and
Marketing

07
Research,
studies and
translation

08
Organizing
Events

09
Linguistic
Communication

10
Brand-identity
creation



“

Our Arabic language is a language of civilization and culture; before that, it is the language of Islam. From this, it is a major international language that includes beliefs, cultures, and civilizations and has become part of various global societies. It is an example of a living language that influences and is influenced by other languages

”

Custodian of the Two Holy Mosques
King Salman bin Abdulaziz Al Saud

Content Creation, Production, and Marketing

**Specialized
staff**

**Experts with
long experience**

**Modern working methods
and advanced technologies**

We enrich the content relating to language and communication, develop linguistic tools, and invest in language through creative solutions in producing and publishing visual and audio content. We also support digital platforms in all its types and prepare plans and strategies.

Linguistic Communication and Consultation

**Communicative solutions for
leaders**

**Developing and formulating
communication strategies**

**Analyzing institutional
discourse**

We believe that communication is vitally important for life and society. It is also essential for development and empowerment. We have experts in persuasive and effective communication. Our advisory team is dedicated to providing specialized communication consultations across various sectors such as financial, health, security, sports, and diplomatic.

Brand-Identity Creation

**We understand
the strategic direction**

**We know
customers needs**

**We shape the features of
media appearance**

We understand that building a distinctive brand identity is one of the key factors for the success of organizations, initiatives, and marketing campaigns. At Majaz, we consider building the brand identity from the initial concept to the final product. We think outside the box, create, and innovate to deliver a unique brand identity that remains in the audiences' minds. We leverage our extensive experience to create exceptional brands with a lasting and impactful presence.

Studies, Reports, Research, and Translation

**Accurate
data**

**Deep insights for
decision makers**

**Original contributions in the field of
language and communication studies**

We keep abreast of the most important developments in the publishing market in cultural, artistic, creative, and developmental communication. We also enrich knowledge in the field of language and communication studies. We produce various reports and studies, including communication studies, and awareness-raising reports. We publish and translate international reports on communication growth indicators in institutions and governments.

Training and Business

**Courses and workshops that
satisfy customers' training needs**

**Modern and
updated curricula**

**Qualified
trainers**

We believe in the importance of training in achieving progress and growth, and keeping up with the latest developments in knowledge. We offer a package of training courses and communication programs that enable the effective use of language in different contexts. Our programs include the following: «Leadership Communication», «Professional Communication», «Media Communication», «Cultural Communication», and «Communication and Customer Service».

Organizing Events

**Wide
relations**

**Professional
logistic support**

**Adherence to plans and meeting
deadlines**

We implement dazzling events at the lowest costs and with innovative ideas to create the desired impact and deliver the intended message. We make a difference in event making and have smart staff who are professionals in management and effective communication.



We are honored, at Majaz, to partner with government sectors in the success that comes from word, sound, and image. In this partnership, we face communication challenges and risks that emerge from language. Indeed, all communication challenges can be resolved by Majaz.

Projects We Are Proud Of



Content creation services and managing media presence for The General Authority of Media Regulation

About the project

In this Project, Majaz presented various services such as planning the communication strategy for The General Authority of Media Regulation, making creative content, producing podcast, initiating paid campaigns, and providing press coverage for events. Majaz also introduced the services of media monitoring and analysis, in addition to drafting qualitative reports to assess the efficiency of The Authority's media presence.



Offering supporting services in marketing and institutional communication for the marketing and communication department in The Saudi Technology and Security Comprehensive Control Company (Tahakom)

About the project

In this project, Majaz introduced services of marketing and communication, in addition to managing Tahakom's social media platforms. Majaz also offered other supporting services such as initiating paid campaigns, managing public relations, producing creative content, and organizing events. All the marketing and communicative solutions offered by Majaz enhanced Tahakom's media presence.



Managing marketing and communication activities of King Salman Global Academy for Arabic Language

About the project

In this project, Majaz informed the audience, in the Arab world, about the great efforts made by the King Salman Academy to preserve the Arabic language. Majaz also leveraged its media expertise to build a good image and reputation for The Academy. One of Majaz's tasks was to carry out a marketing media campaign to achieve The Academy's goals and deliver its messages.



Providing logistic and technical support for events and expositions of Ministry of Human Resources and Social Development

About the project

Majaz introduced many services in this project such as designing and printing services, producing introductory videos, and participating actively in the Ministry's expositions. Majaz played a crucial role in increasing the awareness of the Ministry's efforts and programs.

Our Success Partners who...

We are Proud of,



وزارة الرياضة
Ministry of Sport



وزارة الاتصالات
وتقنية المعلومات
MINISTRY OF COMMUNICATIONS
AND INFORMATION TECHNOLOGY



معهد السلطان قابوس
لتعليم اللغة العربية للتاطنين بعمان
Sultan Qaboos Institute
for Developing Arabic Language from Omani Heritage



المعهد الملكي
للفنون التقليدية
The Royal Institute
of Traditional Arts

الهيئة العامة
لتنظيم الإعلام
GENERAL AUTHORITY
OF MEDIA REGULATION



وزارة التعليم
Ministry of Education

هيئة الأدب والنشر والترجمة
Literature, Publishing & Translation Commission



هيئة الأفلام
Film Commission



وزارة الثقافة
Ministry of Culture



تحكم
TAHAKOM

وزارة السياحة
Ministry of Tourism



وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture



JAREED

الموارد البشرية
والتنمية الاجتماعية



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MOHAMMED BIN RASHID AL MAKTOUM
KNOWLEDGE FOUNDATION



حكومة الشارقة
Government of Sharjah
مجمع اللغة العربية بالشارقة
ARABIC LANGUAGE ACADEMY IN SHARJAH

And Continue with



مجمع الملك سلمان
العالمي للغة العربية
King Salman Global Academy for Arabic Language



King Abdulaziz Center for
National Dialogue



مركز الملك عبد العزيز
للحوار الوطني



مَجَاز

Majaz

Communication | Culture | Arts | Literature

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