



**COM MANIA**  
AGENCE DE COMMUNICATION

*we perform your thoughts*



The question is

**Who is Com'Mania?**

Our presentation consists of telling you about  
our experience, our strategy, and our vision.

Before we begin... let's talk about **our branding** :  
Why purple ? What does this **color** mean ?  
Why is there a small triangle under the C ?



**PURPLE**

**PANTONE  
7678C**

This color dates back to our Carthaginian ancestors. For them, the purple extracted from murex shells symbolized royalty and wealth. This purple dye, reserved for the elite, was a valuable economic resource that contributed to Carthage's prestige.

A dialogue bubble that invites you to **express**  
your needs and encourages us to **talk about** them.





**COM MANIA**

for communication

the mania of doing things with  
great excitement or euphoria

2015

*The birth  
of the agency*



الجمهورية التونسية  
وزارة الداخلية  
ولاية: \_\_\_\_\_  
معمدية: \_\_\_\_\_  
بلدية: \_\_\_\_\_  
الدائرة البلدية: \_\_\_\_\_  
عمادة: \_\_\_\_\_

مضمون  
من دفاتر الحالة المدنية  
الولادات

|                       |           |
|-----------------------|-----------|
| الاسم                 | كوم مانيا |
| اللقب                 |           |
| تاريخ الولادة         |           |
| اليوم - الشهر - السنة |           |

عدد الرسم \_\_\_\_\_  
تصريح \_\_\_\_\_  
حكم \_\_\_\_\_  
المطبعة \_\_\_\_\_

وينو الزرير؟



WE STARTED AS A TEAM WITH  
**AN AVERAGE  
AGE OF**

**25**  
**YEARS**



*Young  
Wild <sup>AND</sup>  
Free!*

**FIRST STEPS...  
FIRST CLIENTS...  
FIRST BUDGETS...**

**BTL,  
EVENTS,  
& DIGITAL**





**AFRICA**

DEVELOPMENT CLUB

نادي إفريقيا و التنمية



# INTERNATIONAL FORUM

## AFRICAN DEVELOPMENT



**AFRICA**  
DEVELOPMENT CLUB  
نادي إفريقيا و التنمية



**AN ICONIC  
LOCATION**



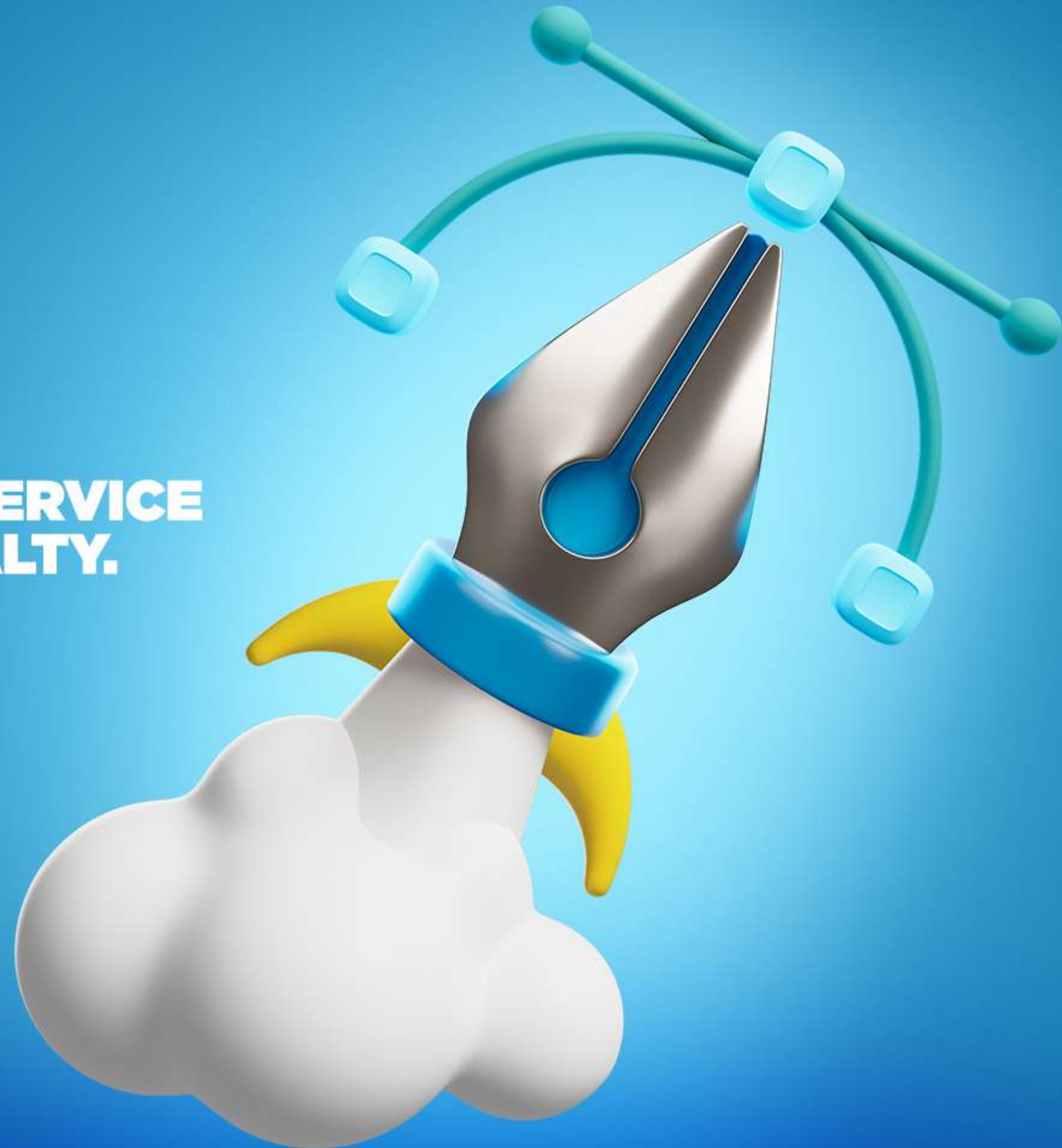
**ACROPOLIS  
OF CARTHAGE**

**+2000**

**ATTENDEES**  
**INFLUENTIAL**  
**PERSONALITIES**  
**AND VIPS**



**COM'MANIA IS TAKING OFF  
BY PROVIDING EXCELLENT SERVICE  
& BUILDING CUSTOMER LOYALTY.**



**2017**

**Yalla !**



BY



التجاري بنك  
Attijari bank



# ART EXHIBITION OPENING & ART INSTALLATIONS



# YES FOR ART & CULTURE

Attijari actively supports its civic engagement by reaching out to local communities and its environment. The bank sponsors several major cultural festivals, such as those in Carthage, Gafsa, and Sicca Jazz. The acquisition of a kinetic sculpture by Noutayel Belkadhi for its headquarters demonstrates its commitment to encouraging innovative young Tunisian artists.



## LISTE DES ARTISTES

Abdelmagid Bekri  
Abderrazek Sahli  
Adel Megdich  
Ali Bellegha  
Ali Ben Salem  
Ali Znaïdi  
Amel Ben Attia  
Baker Ben Fraj  
Fatma Charfi  
Habib Bouabana  
Hammadi Ben Saad  
Hela Ammar  
Houda Ghorbel  
Imed Jmaïl  
Lamin Sassi  
Meriem Bouderbala  
Mohamed Zouari  
Monji Maatoug  
Naceur Ben Cheikh  
Nejib Belkhodja  
Othman Taleb  
Rachid Fakhfakh  
Rafik El Kamel  
Raouf Karray  
Ridha Bettaieb  
Sami Ben Ameer  
Samir Triki  
Taher M'Guedmini  
Ymen Berhouma

# +25

## FAMOUS ARTISTS





# **EXTRAORDINARY WORKS OF ART**

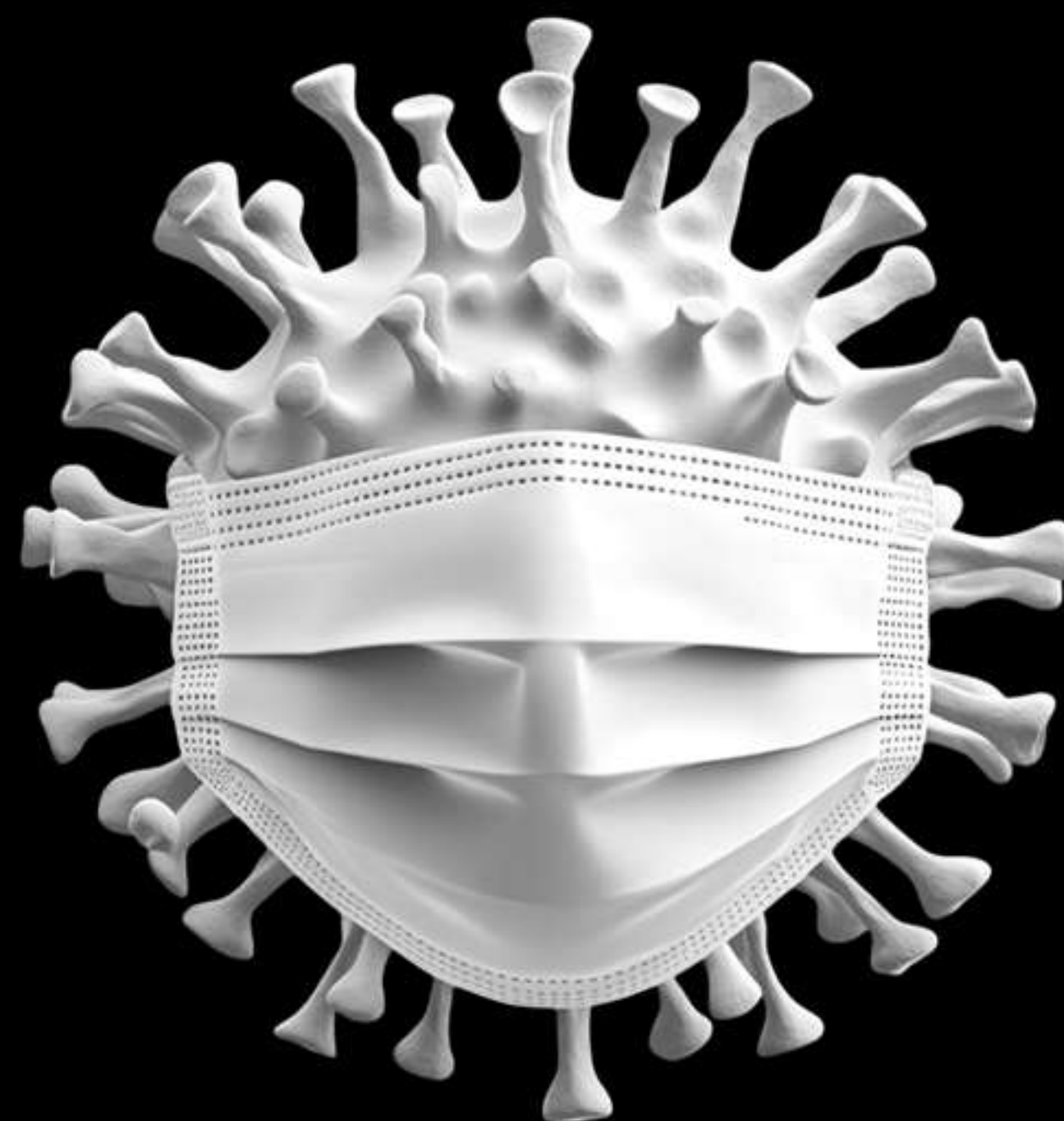
**+30  
PAINTINGS**

**+200  
GUEST**

FIRST CASES OF COVID-19  
APPEAR IN CHINA

2019  
2020

GLOBAL PANDEMIC AND LOCKDOWN :  
DISCOVERING REMOTE WORKING



# DIGITAL IMMERSIVE EVENT



التجاري بنك  
Attijari bank



# Hackathon Tek صح



التجاري بنك  
Attijari bank





# صحة - Tek HACKATHON

**Hackathon Tek** 

# **L'E-SANTÉ À LA PORTÉE DE TOUS**

**DU 09 AVRIL AU 11 AVRIL 2021**

**HACKATHON EN LIGNE**



**A FULLY IMMERSIVE ONLINE EXPERIENCE  
//IN THE MIDST OF COVID**



# Hackathon Tekwes

**A 72-hour online hackathon bringing together students, entrepreneurs, healthcare professionals, designers, and IT specialists to develop digital solutions to challenges facing the Tunisian healthcare sector. The event aims to raise awareness of Sustainable Development Goal 3, which focuses on improving the quality and accessibility of healthcare.**

# 2021

The advertising landscape in  
Tunisia is changing...  
post-COVID creativity is  
becoming increasingly bold...  
**digital is taking over !**



2022

Com'mania rides the fifth  
wave of Covid-19 and manages  
to overcome the crisis...

**THANKS  
TO OUR  
PARTNERS**





# FAMILY DAY

For the 100th anniversary, it's nice to see each other in a different environment than work. It's better if the various employees can come with their families to discover who Socomec is.



# 100

# years

OF SHARED ENERGY



**socomec**  
Innovative Power Solutions

**+1400 PERSONS**



A chef with a beard, wearing a black t-shirt and a dark apron, is grilling food at an outdoor stand. He is wearing black heat-resistant gloves and using tongs to handle food on a grill. In the foreground, there are several black trays filled with grilled food, including skewers of meat and vegetables, and a large tray of roasted cherry tomatoes. The background is blurred, showing green foliage and other people, suggesting an outdoor market or festival setting.

# 10

## STANDS

### FOOD & BARBECUE



# **20**

## **ATTRACTIONS**

### **FOR ENTERTAINMENT AND ACTIVITIES**

# 8 YEARS AND STILL LEARNING...

Rapid expansion of generative AI  
(ChatGPT, Claude, etc.)



2023

# THINGS ARE PICKING UP...

BUDGETS ARE RETURNING  
TO NORMAL (OR ALMOST)...

A BETTER UNDERSTANDING OF MARKET/CUSTOMER DEMAND

2024

**YES !**





**Lilas**<sup>®</sup>  
COSMETICS

**SUPREME**

**THE BIGGEST  
LAUNCH**

**IN TUNISIA**



+200<sup>M2</sup>

+47  
ELEMENTS

+12  
PLATFORM

+36  
DISPLAY RACKS





# +12 PROVINCES

MALL  
of SOUSSE

TunisCity

AZUR CITY

MONOPRIX





**73**  
**GONDOLA**

**36**  
**DISPLAY  
RACKS**

Lilas<sup>®</sup>  
COSMETICS  
*Save 10%*

Lila<sup>®</sup>  
COSMETICS



أنا اخترت  
ليلا

Lilas<sup>®</sup>  
COSMETICS

Lilas<sup>®</sup>  
COSMETICS



PROMO  
قمة الدلال  
7.590



Nouveau

Lilas<sup>®</sup>  
COSMETICS

Lilas<sup>®</sup>  
COSMETICS

DÉCOUVREZ

Lilas<sup>®</sup>  
COSMETICS  
EXTREME



التونسي  
إلي يواتيك

Lilas

DÉCOUVREZ

Lilas<sup>®</sup>  
COSMETICS  
EXTREME



Lilas<sup>®</sup>  
COSMETICS

2025



thanks to



Lilas



Lilas<sup>®</sup>  
COSMETICS



التجاري بنك  
Attijari bank

FIS



VUNANI

ANATRICA

socomec  
Innovative Power Solutions

Cafés  
BEN YEDDER



GIVENCHY PARFOIS



atuge  
ASSOCIATION DES TUNISIENS  
DES GRANDES ECOLES



NeoXam UPES



gipa

ZIPPY

PANTENE

LEONI

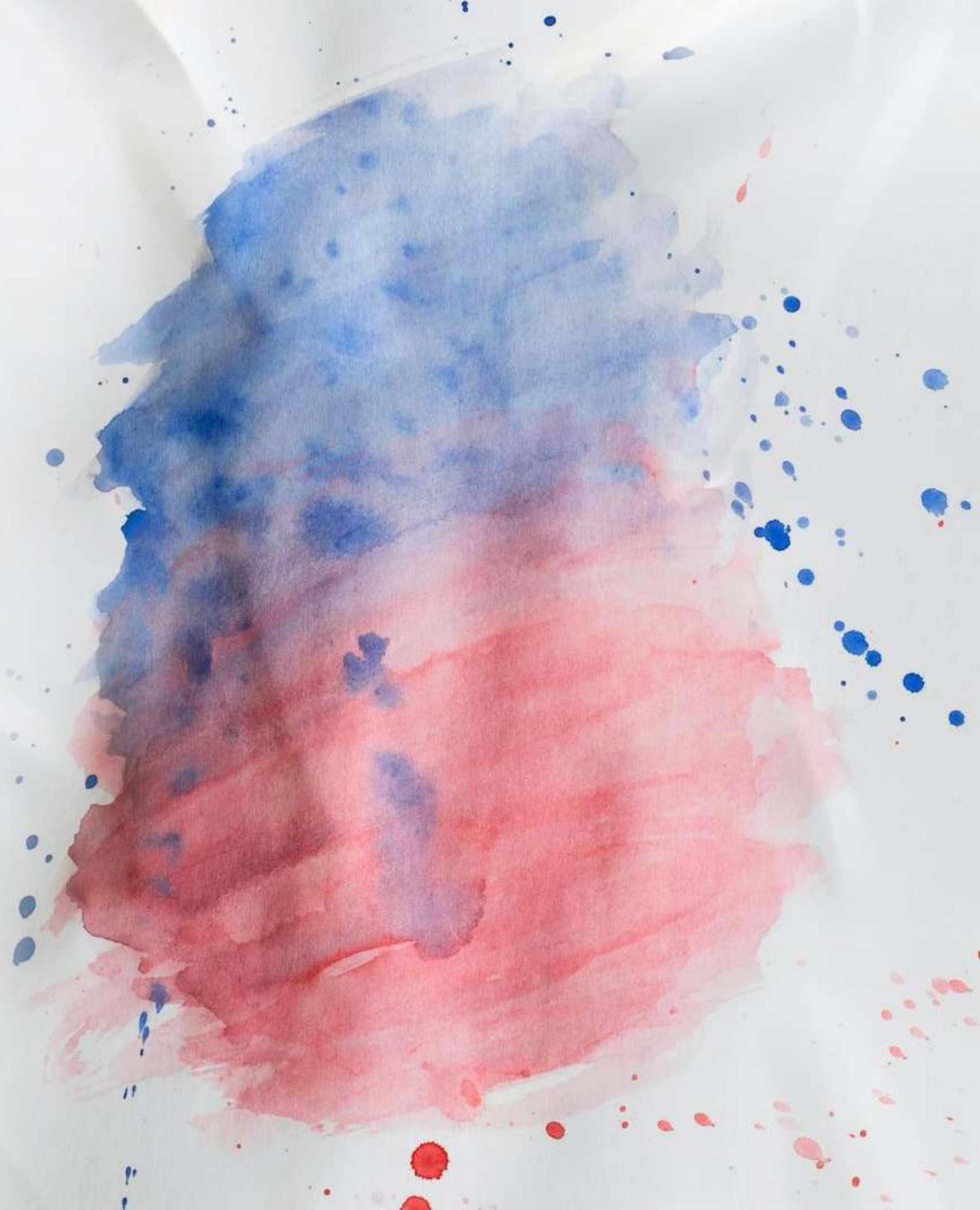


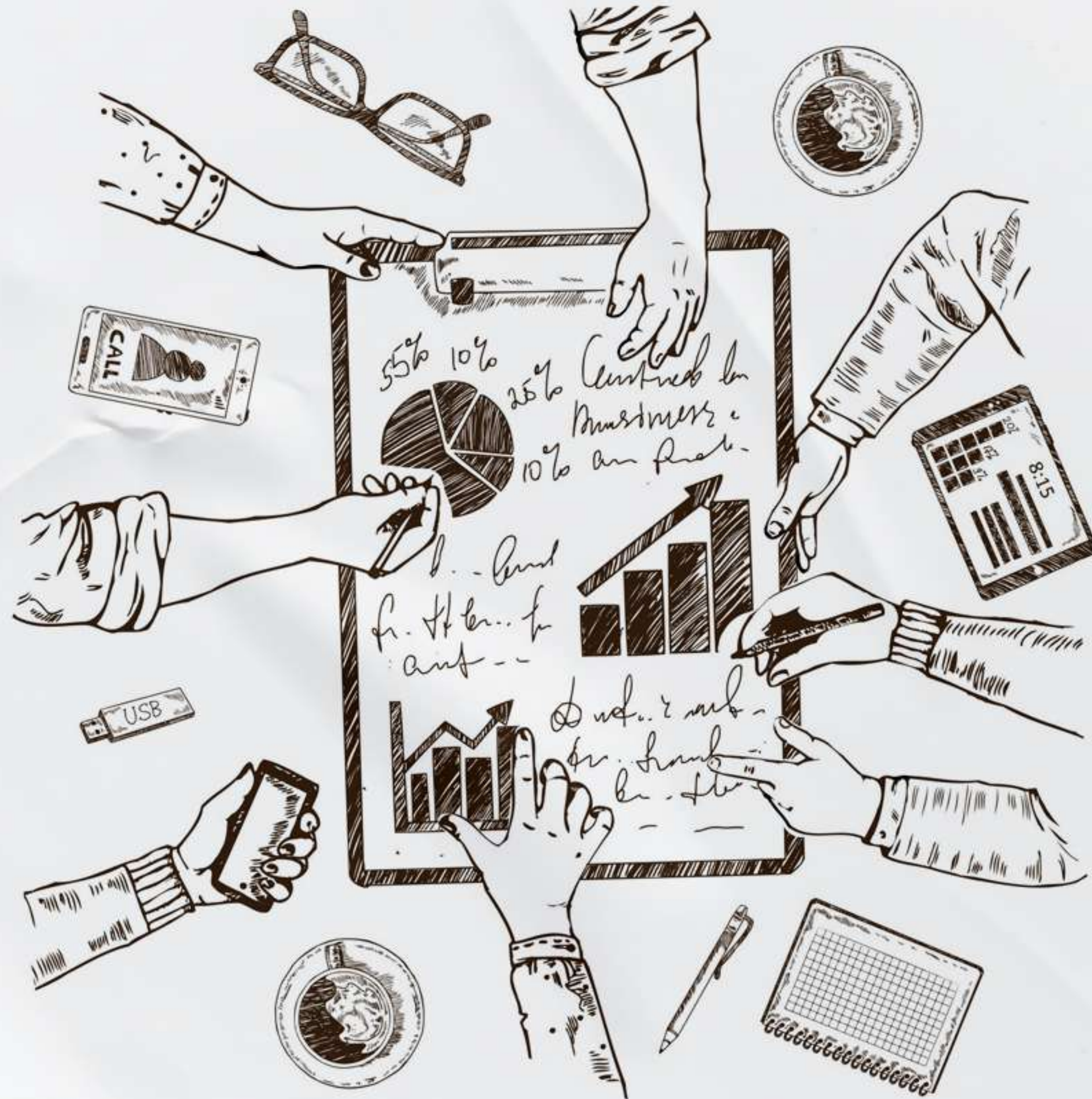


**COM MANIA**  
AGENCE DE COMMUNICATION

**Grow...**  
**and become a**  
**360°**  
**agency**

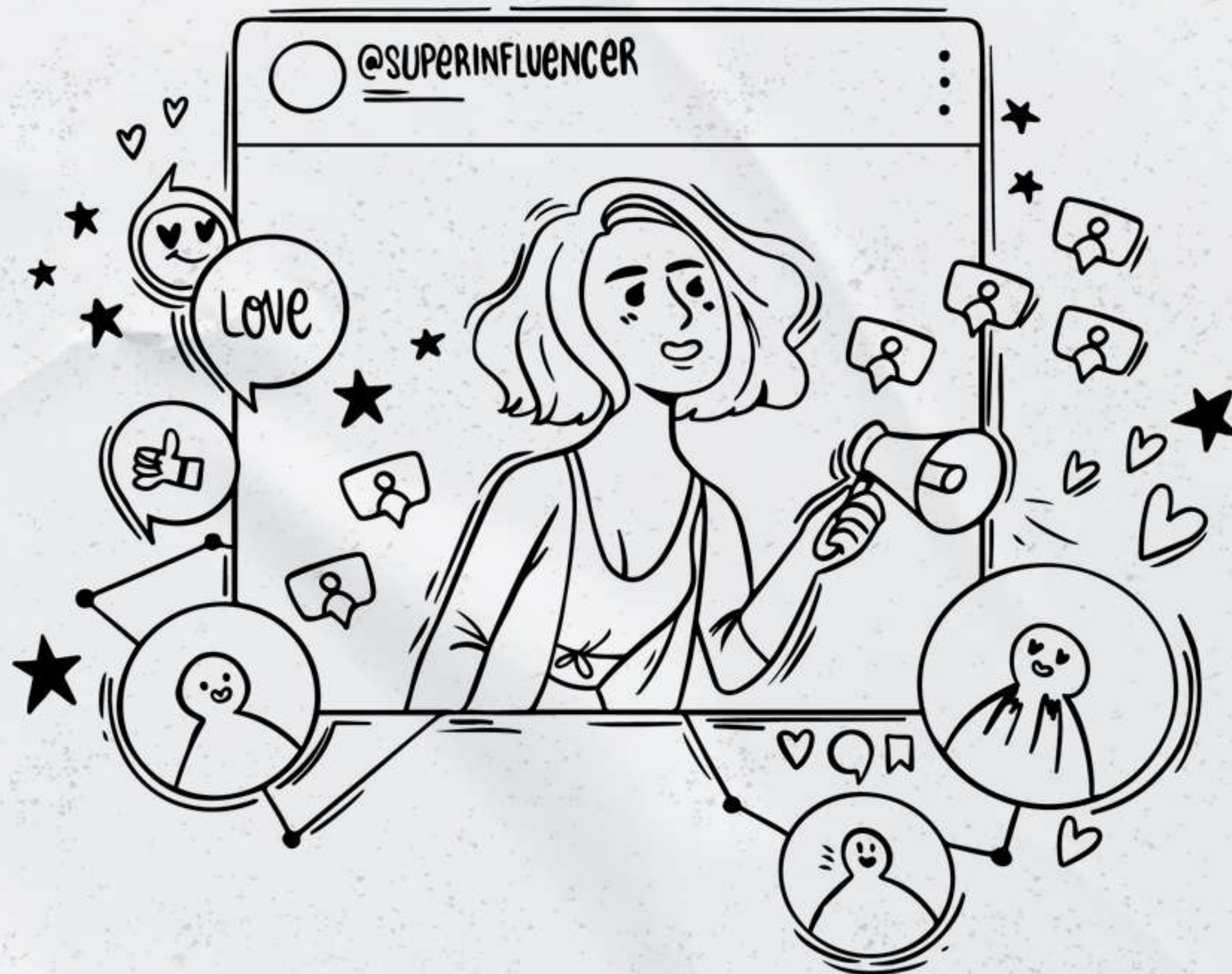
**Digital**  
**Packaging**  
**Branding**  
**BTL**  
**Event**





# Creation & Strategy

We give meaning to your brand to create a strong and memorable identity. Positioning, target audience, storytelling—every element is designed to set you apart in a lasting way.



## Digital

**We create content that converts. From engaging posts to high-performing ads. Each campaign is designed to perform and adapt in real time.**

## A collection of hand-drawn sketches of various objects. At the top left is a sketch of a book or folder with some text and a small rectangular object next to it. To its right is a sketch of a pair of round glasses. In the center is a large sketch of a cup of coffee on a saucer. To the right of the coffee cup is a sketch of a stick figure inside a square frame. Below the book is a sketch of a washing machine with the text 'RVE' and 'Afr m' and 'Bachn' written on it. To the right of the washing machine is a sketch of a bag with a handle and a pocket. Below the washing machine is a sketch of a door with a handle. To the right of the door is a sketch of a microwave oven. Below the door is a sketch of a toaster. To the right of the toaster is a small sketch of a house-like structure with a chimney.

# TEAM TOP MANAGEMENT



# OUSSAMA ROUISSI // STRATEGIC MARKETER



Specialist in strategic marketing, I guide brands through constantly evolving markets. Navigating rigorously between insights and opportunities, I build solid strategies focused on results and sustainable growth.

## TOP BRANDS

**Lilas**



Schwarzkopf & Henkel

Schwarzkopf  
PROFESSIONAL

★ **Heineken**



Avène

**paco rabanne**

**GIVENCHY**



التجاري بنك  
**Attijari bank**

## TOP CAMPAIGNS

**NADHIF RELAUNCH 2014 / TAFT / BERBER LAUNCH  
LILAS COSMETICS LAUNCH**

SAILOR  
AT  
HEART

**B1  
LEVEL  
DIVER**

*I navigate both oceans and opportunities*

# HAMZA MESBAH // CREATIVE

**+14**  
*years exp*

**+5**  
*local awards*

**CANNES LIONS**  
SHORTLISTED FOR A GLASS

**LOERIES**  
AFRICA MIDDLE EAST  
**SILVER AWARD**

TOP AGENCIES  
I WORKED FOR

*Leo Burnett*

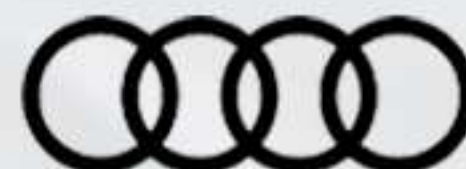
*Ogilvy*

**Y&R**



TOP BRANDS  
I WORKED ON

**ooredoo**



**SANOBI**



**DANONE**

**BURBERRY**

**L'ORÉAL**

**MAX FACTOR**  
THE MAKE-UP OF MAKE-UP ARTISTS



**BOURJOIS**  
PARIS

**CARTOON NETWORK**



**MARVEL STUDIOS**

ABOUT ME !

Behance  
Gmail  
LinkedIn  
Hamzamesbah

I WRITE  
AND  
CREATE

I AM A THINKER AND STRATEGIST

*i'm married, have two kids and also a*

**GAMER & SHY STREAMER**

# INES KOOLI // ARCHITECT & MORE



Graduate architect, assertive communicator. I build events like buildings: with foundations, vision, and soul. I speak both the language of plans and that of opportunities.

TOP BRANDS  
I WORKED ON



التجاري بنك  
Attijari bank



délice



timelec  
تميلك  
Innovative Power Solutions

NeoXam

Lilas®

EVENT  
PLANNER

& VOIX DES COULISSES *structure meets soul !*



✉ [contact@com-mania.tn](mailto:contact@com-mania.tn)

☎ (+216) 7123 25 20

🌐 [www.com-mania.tn](http://www.com-mania.tn)

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📍 Immeuble Sarra, Boulevard principal,  
Les Berges Du Lac - 1053, Tunis