

CAIRO
DESIGN
AWARD

E&MONEY

CATEGORY: VISUAL COMMUNICATION
SUBCATEGORY: ADVERTISING

CODE : HA0401

BREIF

The Brief & Visual Direction

The E& Money × Akram Hosny commercial was one of the most visually challenging projects, built entirely around a one continuous shot concept. This meant that every environment had to transition seamlessly into the next — not just visually, but spatially — maintaining a logical and natural flow throughout the film.

The concept follows Akram as he moves through a series of interconnected worlds — from the red carpet to the streets, the arcade, and finally the seaside — each representing a different aspect of how E& Money fits into everyday life.

This required a significant creative effort from the Art Director, whose role was crucial in developing the visual references, art direction, and overall aesthetic of each set. The challenge was to ensure that every environment felt unique while still belonging to the same cohesive visual world.

Visual Vision & Design Harmony

From the very beginning of the project, the Art Director's vision played a key role in shaping my approach as a graphic designer. Their clear visual direction helped me understand the overall mood, composition, and visual elements I needed to develop — ensuring that my artwork aligned perfectly with the set design.

This connection between art direction and set design was essential. Every graphic element — from textures and colors to signage and props — had to feel naturally integrated into each environment, reinforcing the story rather than distracting from it. My goal was to make the graphic artwork an organic part of the world being built, enhancing the visual storytelling and supporting the seamless transitions between sets.

The Art Director's vision created a strong foundation for consistency across all scenes, allowing me to contribute to a unified aesthetic where the artwork and set design work hand-in-hand to express the same narrative and visual identity.

SET BEFORE ARTWORK





دلوقتي إي آند کاش بقت e& money...

ARTWORK



The arcade machines were brought to life with fully customized artwork, each designed to tell its own story through bold visuals and unique styles. These designs added depth and authenticity to the set, becoming a focal point for the director's vision. They also gave the actors a more realistic environment to interact with, making the arcade an essential part of the storytelling.

ARTWORK



The Pizza Speed menus were designed with vibrant colors and bold typography to perfectly match the lively atmosphere of the arcade set. Each menu section—pizzas, soft drinks, and offers—was given a distinct look, making the designs fun, clear, and visually engaging. More than just props, the menus blended seamlessly with the arcade environment, adding authenticity to the space and giving the actors natural elements to interact with during filming.



e&
etisalat and

تلا ابلېكېشن e& money
لفتح محفظه زود اقرب فرع

ARTWORK



The Astro Pizza boxes were designed with playful, arcade-inspired graphics to perfectly match the gaming environment. Beyond being props, they reinforced the brand identity of the set and gave the actors interactive elements that felt authentic, adding fun and realism to the scenes.

ARTWORK



**Pizza
Speed**

PHOTOBOOTH

COLD DRINKS



The signage system was designed to add clarity, style, and realism to the arcade environment. Each element—whether food labels like Popcorn, Candy, and Cotton Candy, or directional signs like Toilet—was crafted to fit seamlessly with the visual identity of the set. These designs were not just decorative; they provided functional cues for the environment and gave the actors tangible references to interact with during filming, enhancing the immersive arcade experience.

ARTWORK



The custom-designed popcorn boxes and soda cans were created to complement the arcade environment and enhance the overall visual storytelling. With playful branding and bold graphics, they added realism to the set and gave the actors interactive props that felt authentic to the gaming world. These small details helped reinforce the energetic atmosphere of the arcade, making the scenes more immersive and engaging.



ARTWORK



The photobooth artwork was created using AI-generated characters to achieve a large variety of realistic faces that couldn't be photographed in real life. All images were then refined in Photoshop to ensure authenticity, resulting in professional, natural-looking photo strips.

SET AFTER ARTWORK



SET BEFORE ARTWORK





You'll get discounts every outing.

ARTWORK



This artwork was created as part of the Beach Set instructions board, designed to provide a clear set of rules and enhance the atmosphere of the location. The color palette was carefully chosen to avoid conflict with the blue chroma background used on set, ensuring smooth integration during filming. The warm tones not only solved the technical challenge but also reflected the beach's relaxed, sunny vibe, resulting in a final design that feels both functional and visually engaging.



BEACH



The surfboards were a key visual element in building the Beach Set, designed with a wide range of custom patterns, colors, and finishes to create a realistic and dynamic seaside environment. Instead of relying on generic props, each board was illustrated with its own identity—some inspired by tropical motifs, others by bold stripes or minimalist shapes—giving the scene a rich layer of authenticity.

SET AFTER ARTWORK

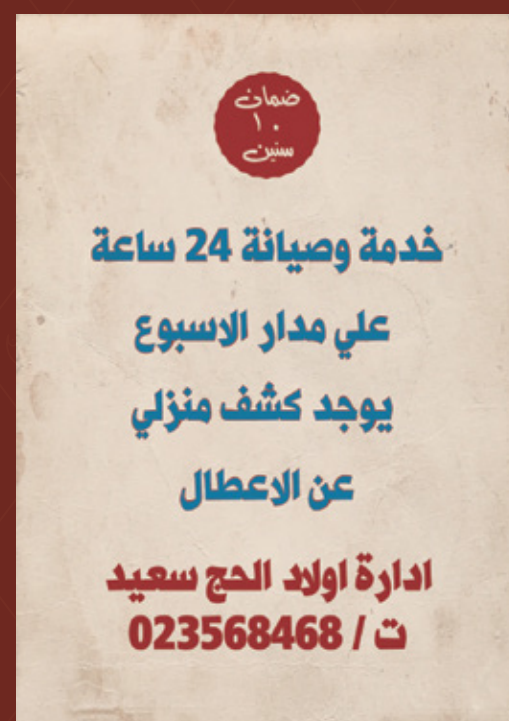
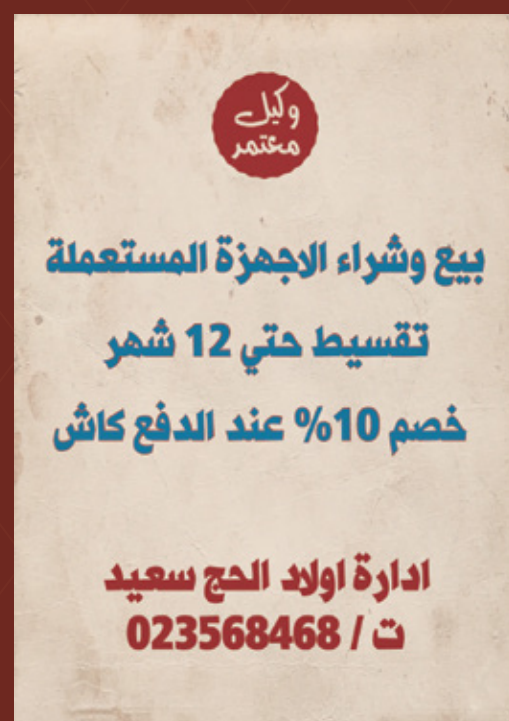


And you'll get the highest interest in Egypt!

ARTWORK FROM THE REST OF THE AD



إدارة احسام ابو علي



Smile 

Life
Comes in
Waves!

These are Extra Artworks that were distributed across different sets to enhance realism and visual depth. In the Hag Sayed electronics set, shop signs and advertisements were designed in an authentic vintage Egyptian style, complete with offers and repair services, to reinforce the local feel.

In the Arcade set, circular neon-style slogans were added, creating a sense of energy, playfulness, and competition.

Actual Scenes From The Advertisement



Actual Scenes From The Advertisement



Actual Scenes From The Advertisement



FINAL COPY LINK



Click Here



Thank You

