



freezil
CREATIVE AGENCY

COMPANY PROFILE 2026

Creative minds. Powerful visuals.

Freezil is where bold ideas meet brilliant visuals — animation, design and digital experiences that shape your brand's story.



IDEA FACTORY

WHO WE ARE

A creative studio built for impact

Freezil is a creative studio specializing in digital experiences that are bold, engaging and transformative — designers, animators, developers and strategists under one roof.

Core capabilities: 2D & 3D animation, motion graphics, brand identity, digital marketing, reports & publications, and web & app development — bilingual in English and Arabic.

We believe creativity should be purposeful: built on strategy, storytelling and design excellence. Rooted in Doha and Canada, ready for the world.

Meet the Frazils

FIVE SPECIALISTS - AND A TASTE OF THE CHARACTER WORK WE BUILD FOR BRANDS



BLINK

ECHO

FIZZ

INKY

BOLT

FIZZ | Spark Keeper BLINK | Animation & Production ECHO | Digital Marketing INKY | Design, Brand & Publications BOLT | Web & Mobile

WHY FREEZIL

Freezil at a glance

50+

clients across Qatar
and the GCC

6

continents where
our work has shipped

5

service lines under
one roof

2

home bases —
Doha & Canada

2

languages, both first-class —
Arabic & English

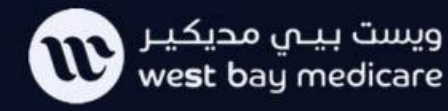
100s

of projects delivered
since 2019

Trusted by Qatar's leading organizations

GOVERNMENT | SEMI-GOVERNMENT | ENTERPRISE | STARTUPS

Communications Regulatory Authority
هيئة تنظيم الاتصالات
State of Qatar دولة قطر



SERVICE 01

Animation & Media Production

Custom 2D and 3D animation, motion graphics and explainer videos — handled end-to-end, from scriptwriting and storyboarding to voiceover and final delivery.

We produce for every use case: brand films, product launches, public-awareness campaigns, internal communications and social content — in English and Arabic.

Styles range from animated infographics to full character animation. Whatever the message, our job is the same: make it impossible to ignore.

PRESENTED BY BLINK - HEAD OF THE MOTION HALL



ANIMATION | MOTION GRAPHICS

HAMAD INTERNATIONAL AIRPORT

Skytrax Awards Campaign

Nominated for Skytrax Best Airport of the Year, HIA needed passengers to vote. We produced a motion-graphics campaign built on the airport's five pillars of excellence — retail, entertainment, relaxation, dining and innovation — delivering HIA's modern, luxurious feel across every screen in the terminal and on social media.



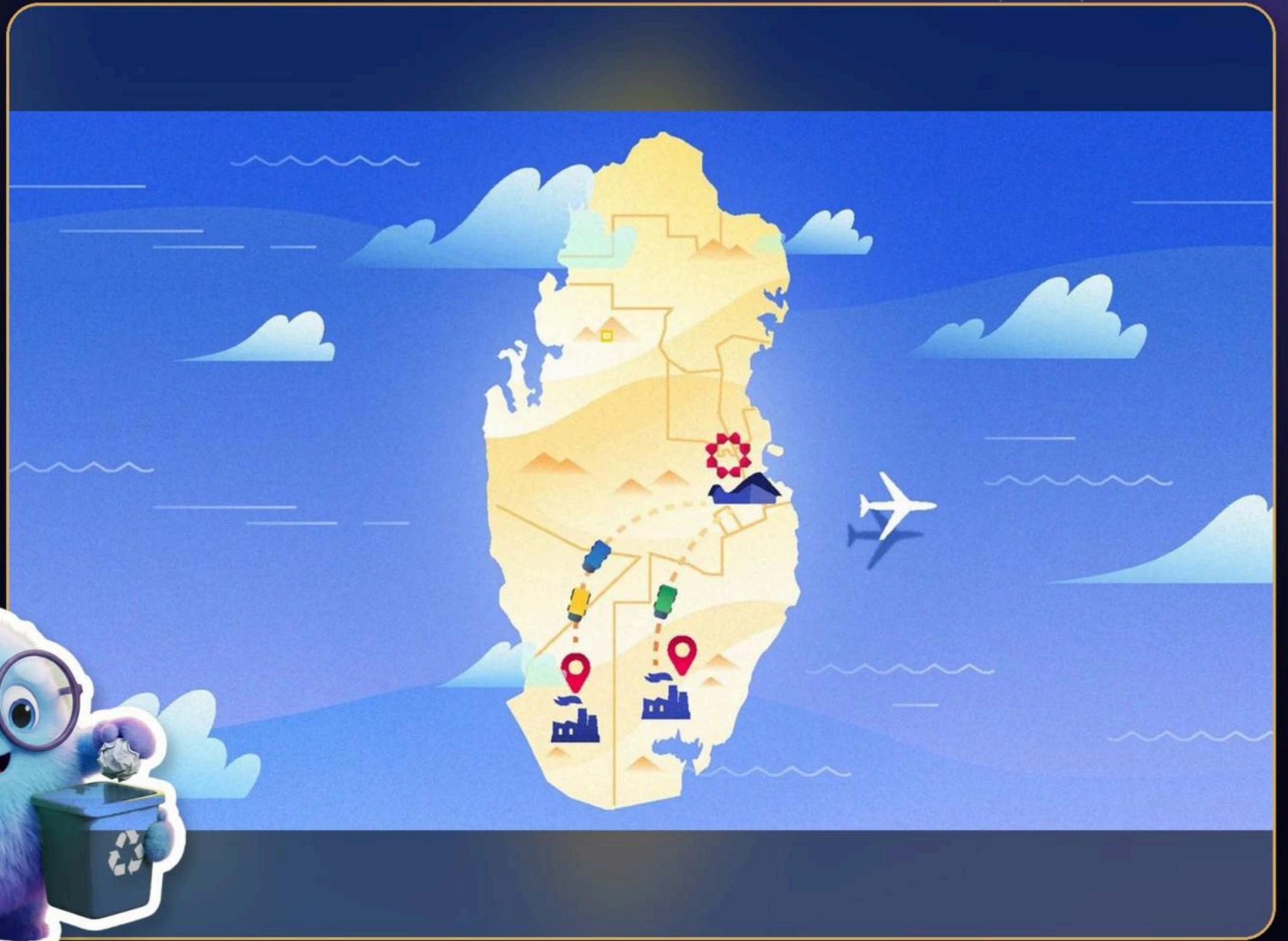
SEE IT LIVE - [FREEZIL.COM/WORK](https://www.freezil.com/work)

ANIMATION | SUSTAINABILITY

HAMAD INTERNATIONAL AIRPORT

Zero-Landfill Sustainability Film

An animated film explaining HIA's zero-landfill initiative — how waste is sorted, recycled and repurposed instead of ending up in landfill. Clear motion graphics turned an operational process into a story every passenger can follow.



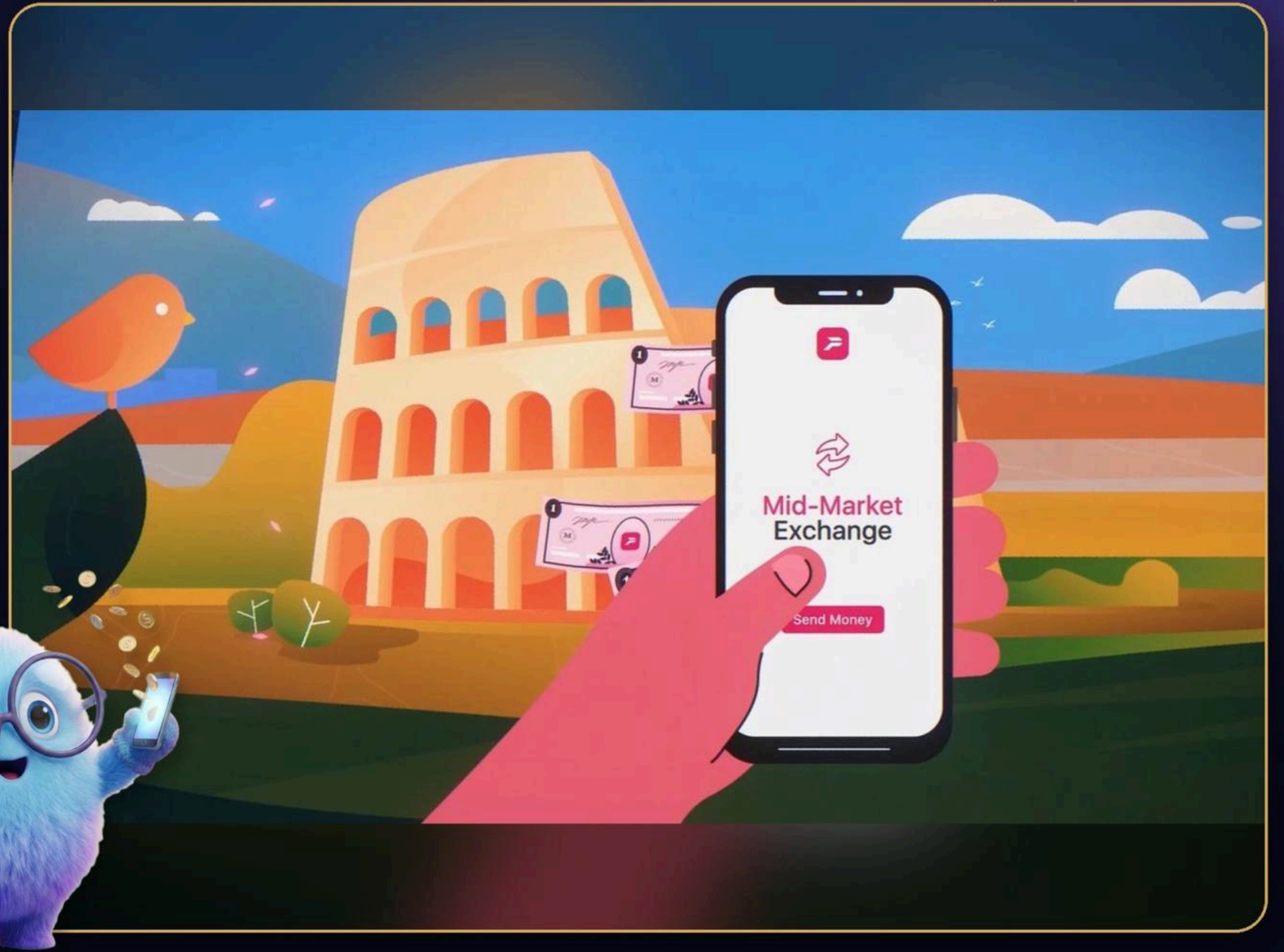
SEE IT LIVE - [FREEZIL.COM/WORK](https://freezil.com/work)

ANIMATION | PRODUCT LAUNCH

PASSTO

Fintech App Launch Film

PassTo lets you send money anywhere in the world in under two minutes. The launch film uses humour and story-driven motion graphics to poke fun at slow legacy banking — while letting viewers experience exactly how fast the app feels.



SEE IT LIVE - [FREEZIL.COM/WORK](https://freezil.com/work)

ANIMATION | EXPLAINER

QATAR RAIL | DOHA METRO

Travel Card Explainer

An animated explainer walking riders through the Doha Metro Travel Card — features, top-ups and benefits — with vibrant visuals and smooth transitions aligned to the Metro brand.



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ANIMATION | 3D + 2D

MSHEIREB PROPERTIES

Smart City Infrastructure Film

What makes Msheireb Downtown Doha one of the smartest, most sustainable districts in the world? A hybrid 3D/2D animation reveals the systems beneath the surface — energy, waste, water efficiency and transportation — in one cinematic journey.



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ANIMATION | EXPLAINER

BEEMA

Luxury Yacht Insurance Explainer

Insure a yacht online in under two minutes. The film follows a fisherman whose peaceful day never gets interrupted — convenience, speed and peace of mind for marine insurance, told in one story.



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ANIMATION | EXPLAINER

QBIC

Lean Startup Program Explainer

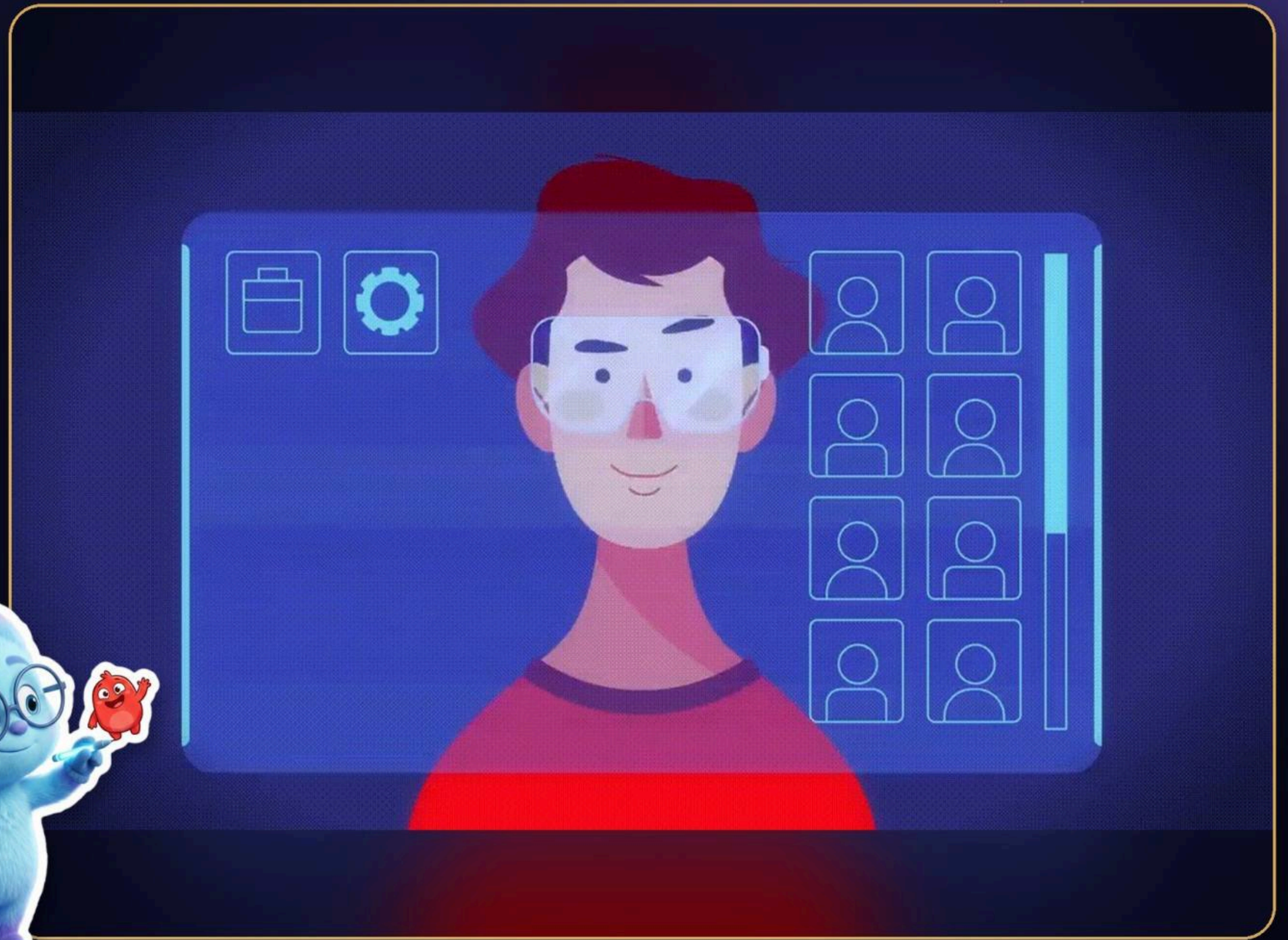
One concise animation replaced hours of onboarding sessions — simplifying QBIC's Lean Startup Program into a clear, brand-aligned explainer for every new entrepreneur who walks in.

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Branded Character Development

Original branded characters — Mr. Teckey, Slash, Geekster and the Ooredions — designed to give Ooredoo a storytelling cast for digital transformation and online-purchase campaigns. Character design is a Freezil speciality: this profile is living proof.



SEE IT LIVE - [FREEZIL.COM/WORK](https://www.freezil.com/work)

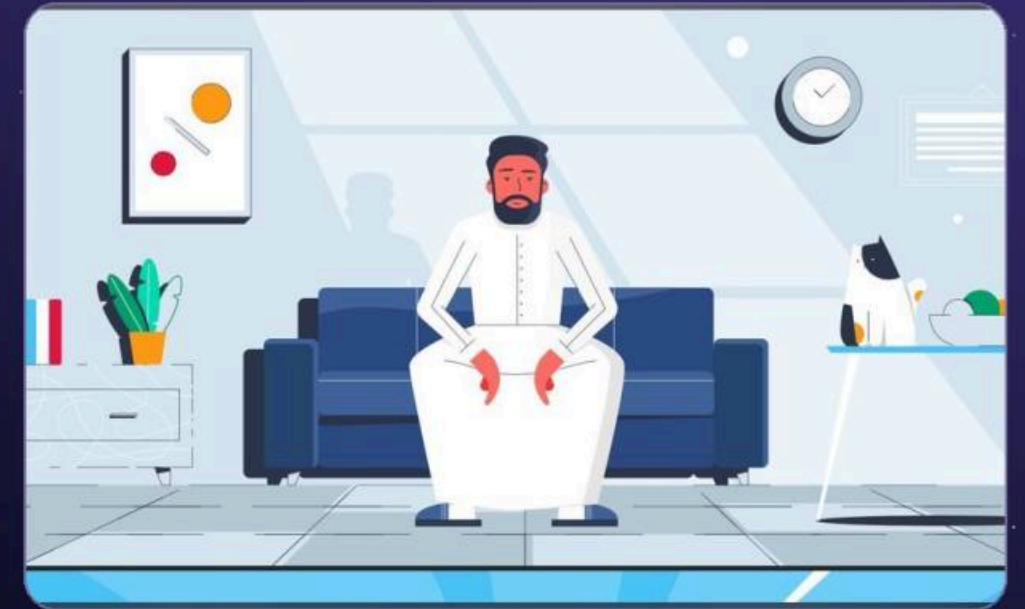
More animation, in brief



HIA - Eid Al-Fitr Greeting



RAF - Water Donation Awareness



CRA - COVID-19 Awareness



Beema - Corporate Story Film



Ministry of Culture & Sports



CRA - Service Domains Film



SERVICE 02

Digital Marketing

Digital strategy, SEO, content, social campaigns and performance marketing — planned around your values, voice, goals and audience.

We build campaigns that are both effective and sustainable: earned trust first, paid reach where it counts, and everything measured against real business outcomes.

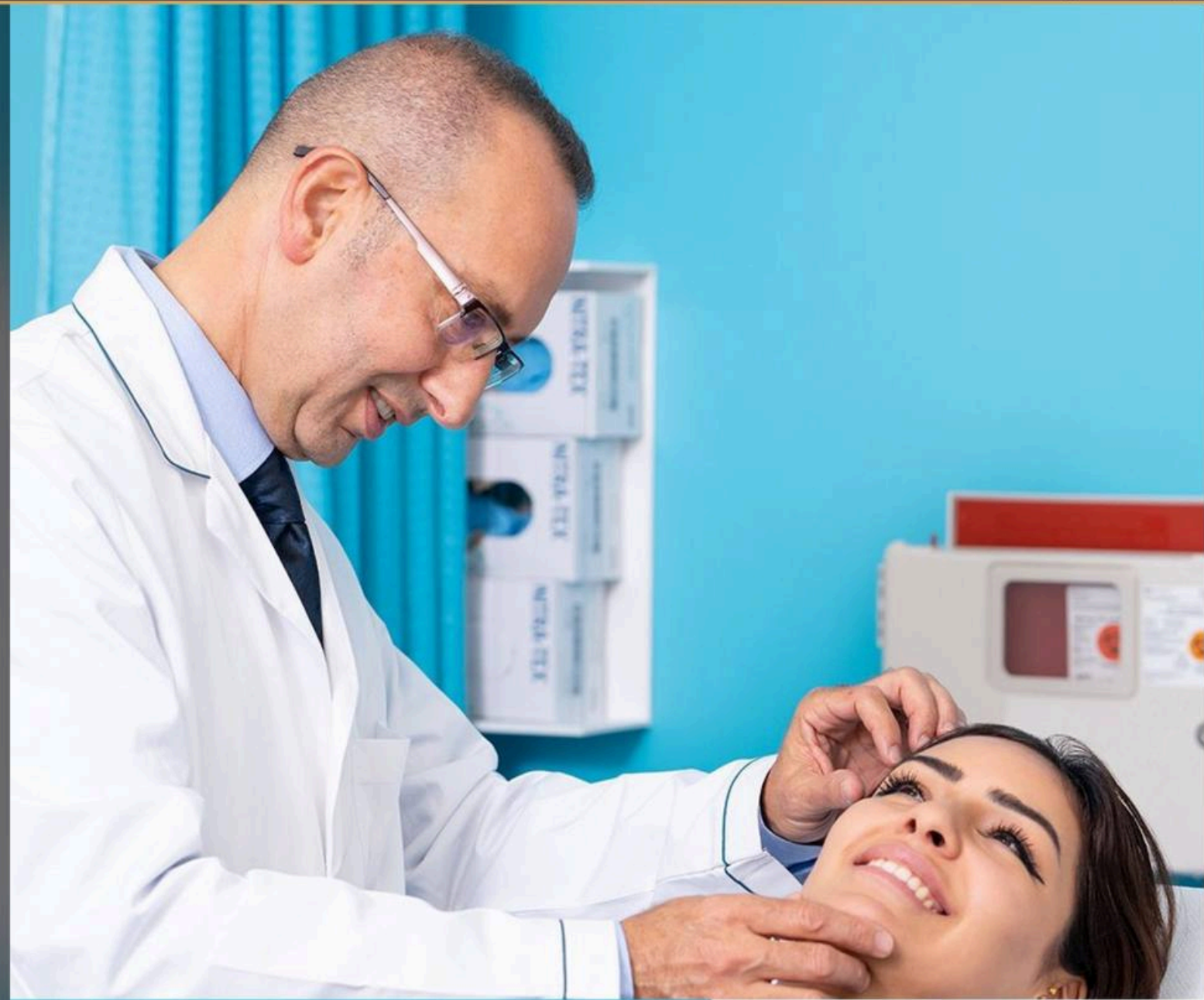
Launches, lead generation, public awareness, always-on social — bilingual and culturally fluent.

PRESENTED BY ECHO - HEAD OF THE ECHO CHAMBER

Clinic Launch Campaign

A full launch campaign for a new healthcare provider in Qatar — health-education content, service promotions, patient stories, photography and video across Instagram and beyond. From zero presence to a recognised clinic brand.

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Plastic Surgery Clinic
Now Open



ويست بيبي مديكير
west bay medicare

Call Us Campaign

Beema shifted from branch visits to phone and social channels — and needed customers to follow. A lead-generation campaign across social ads and SEO repositioned the call center as the faster, easier way to buy, claim and renew.



SEE IT LIVE - [FREEZIL.COM/WORK](https://www.freezil.com/work)

Buy Local, Eat Fresh

A mouth-watering social identity for Mazzraty poultry — appetite-first art direction, playful bilingual copy and a from-farm-to-fork feed that made local produce the tastier choice.

SEE IT LIVE - FREEZIL.COM/WORK



Activate Passport Pack

A public-awareness campaign that turned the dread of roaming bill shocks into one simple, reassuring message — delivered consistently across every channel and format for CRA Qatar.

SEE IT LIVE - FREEZIL.COM/WORK



Communications Regulatory Authority State of Qatar | هيئة تنظيم الاتصالات دولة قطر

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Activate Passport pack & forget about bill shocks

Activate Passport pack & forget about bill shocks

Activate Passport pack & forget about bill shocks

Activate Passport pack & forget about bill shocks

Activate Passport pack & forget about bill shocks

Activate Passport pack & forget about bill shocks

@craqatar cra.gov.qa

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SERVICE 03

Brand Identity & Design

Branding, creative campaigns and editorial design — identities your customers recognise at every touchpoint, on every device and screen.

From logo and guidelines to stationery, packaging, fleet livery and social templates, we put your customers at the center of the creative process.

The result: brands that feel engaging, rewarding and unmistakably yours.

PRESENTED BY INKY - KEEPER OF THE FOUNDRY



A Rebrand Built on Trust

A complete rebrand for one of Qatar's established insurers — built around trust, security and Sharia compliance, with geometric motifs inspired by Islamic art carried through logo, guidelines, stationery and every customer touchpoint.



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AKTI
الخليج للتأمين التكافلي
AlKhaleej Takaful Insurance



BRAND IDENTITY | REBRAND

KULUD PHARMACY

A Warmer Kind of Pharmacy

K + love + healthcare: a human-centered identity with a caring tone and wellness-oriented colors, applied across signage, packaging, print and digital — a pharmacy brand that treats care as a family matter.



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BRAND IDENTITY | INDUSTRIAL

QPLASTICS

An Industrial Brand Built to Travel

An end-to-end industrial rebrand — logo, palette, typography, imagery, social templates and corporate materials — that scales from a business card to a forty-foot truck without losing a drop of character.

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Plate + Fork = Happy

A joyful identity system for a food-ordering platform: a logomark built from a plate and a fork, a palette that smells like dinner, and a voice that makes ordering feel like a treat — from logo to app store.

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SERVICE 04

Reports & Publications

Everything a publication needs, from manuscript to print: content creation, English-Arabic translation, proofreading, editorial layout and formatting, and full report design.

Research institutions trust us with their most important documents — dozens of bilingual reports delivered for WISE, DIFI, Qatar Foundation institutions and CRA.

Print-ready, digital-ready, and reviewed line by line before anything goes to press.

PRESENTED BY INKY - MASTER OF THE PRESS ROOM

REPORTS | BILINGUAL RESEARCH

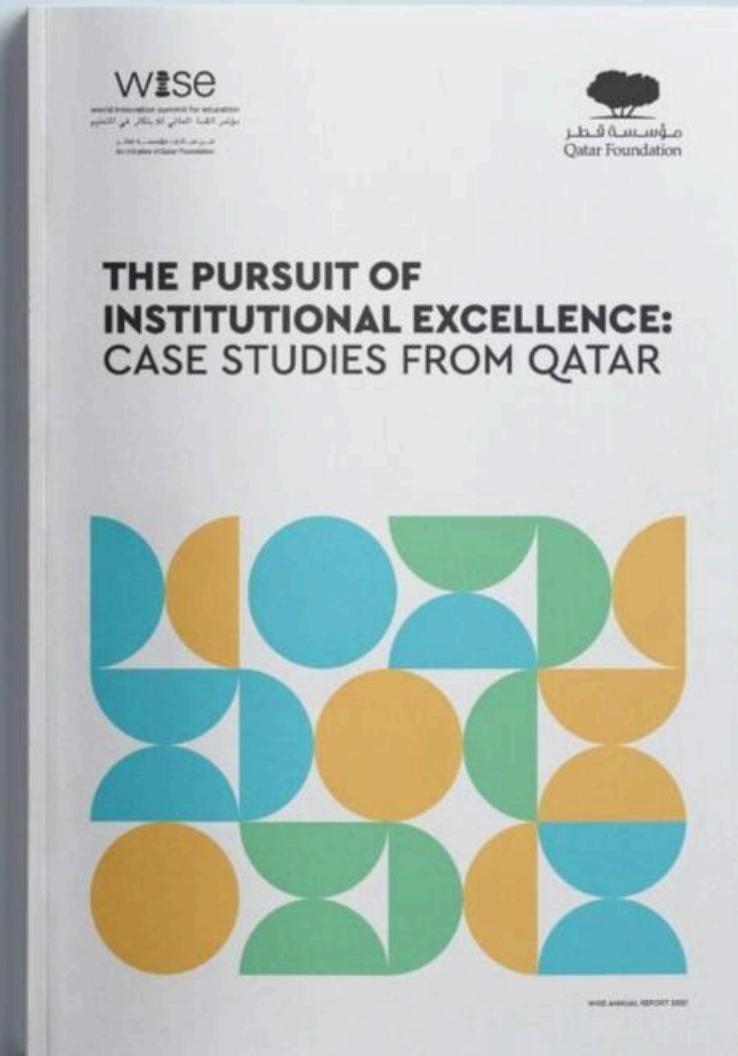
WISE | QATAR FOUNDATION

Research Report Series 2019-2023

A multi-year publishing partnership: more than a dozen bilingual research reports on education, innovation and policy — publication-grade layouts in Adobe InDesign with clear hierarchy, editorial styling, and mirrored Arabic/English design systems, ready for print, web and events.



SEE IT LIVE - [FREEZIL.COM/WORK](https://freezil.com/work)



Cloud Computing SME Handbook

Technical content made approachable: a full handbook guiding Qatar's small and medium enterprises into the cloud — content structuring, layout, formatting and bilingual editorial care, proofread line by line before going to press.



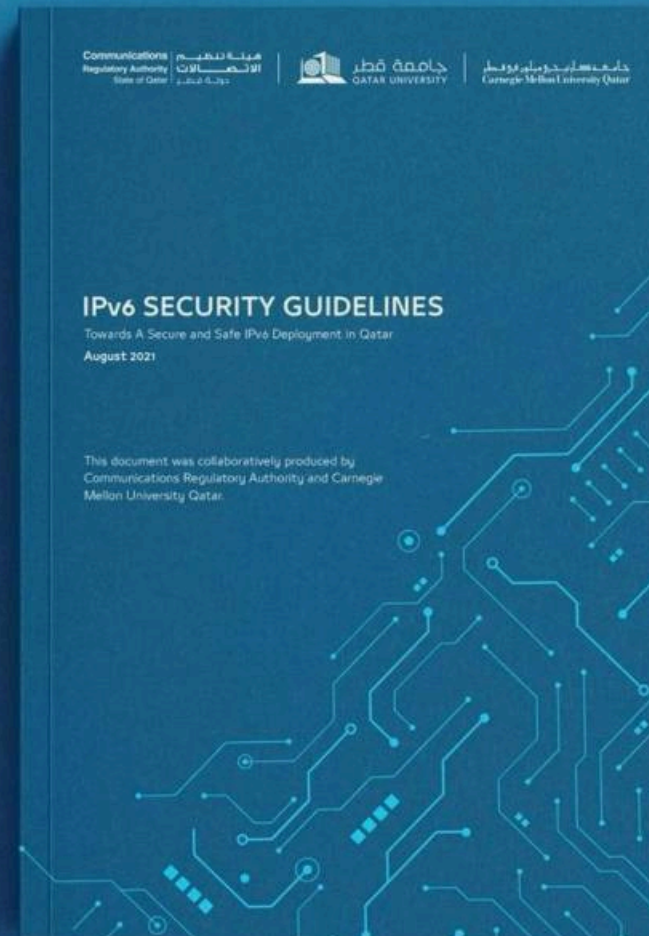
SEE IT LIVE - [FREEZIL.COM/WORK](https://freezil.com/work)



IPv6 Security Guidelines

Security guidelines co-published with Carnegie Mellon University in Qatar — complex network standards turned into a clean, credible publication through careful editorial design and technical formatting.

SEE IT LIVE - [FREEZIL.COM/WORK](https://freezil.com/work)



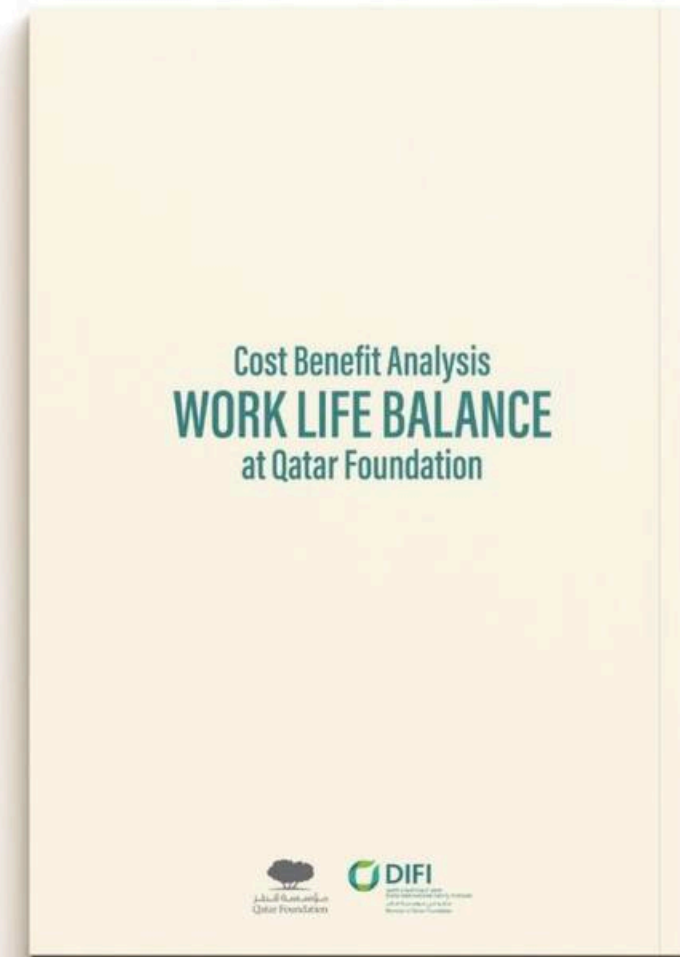
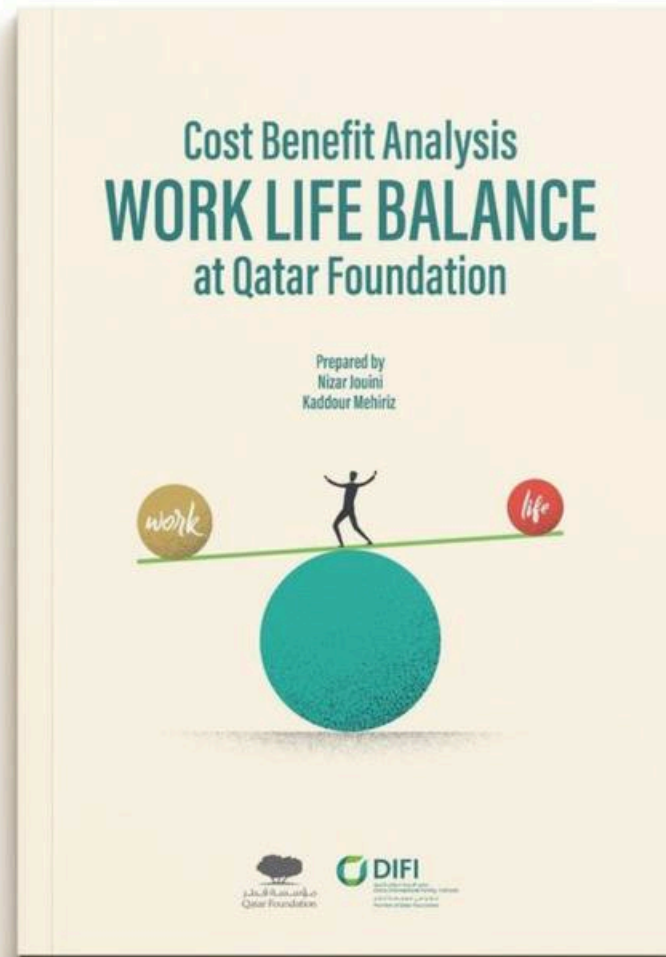
REPORTS | RESEARCH PUBLISHING

DIFI | QATAR FOUNDATION

Policy & Family Research Reports

Cost-benefit analyses and policy studies for the Doha International Family Institute — full-service publishing: content development, English-Arabic translation, proofreading and editorial design under one roof.

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SERVICE 05

Web & Mobile Development

Websites and applications designed around your customers' behavior — educational platforms, corporate sites and interactive builds that feel effortless on every device.

Bilingual English/Arabic interfaces, accessibility and performance as defaults, and design systems that keep everything consistent as you grow.

From first wireframe to launch and beyond.

PRESENTED BY BOLT - CHIEF OF THE BUILD DECK

WEB DEVELOPMENT | EDUCATION

GEORGETOWN UNIVERSITY QATAR

Indian Ocean Mapping Website

An interactive educational platform on the historical evolution of mapmaking — timeline navigation, filtering, accessibility and performance-first build, turning academic research into an experience students actually explore.



SEE IT LIVE - FREEZIL.COM/WORK



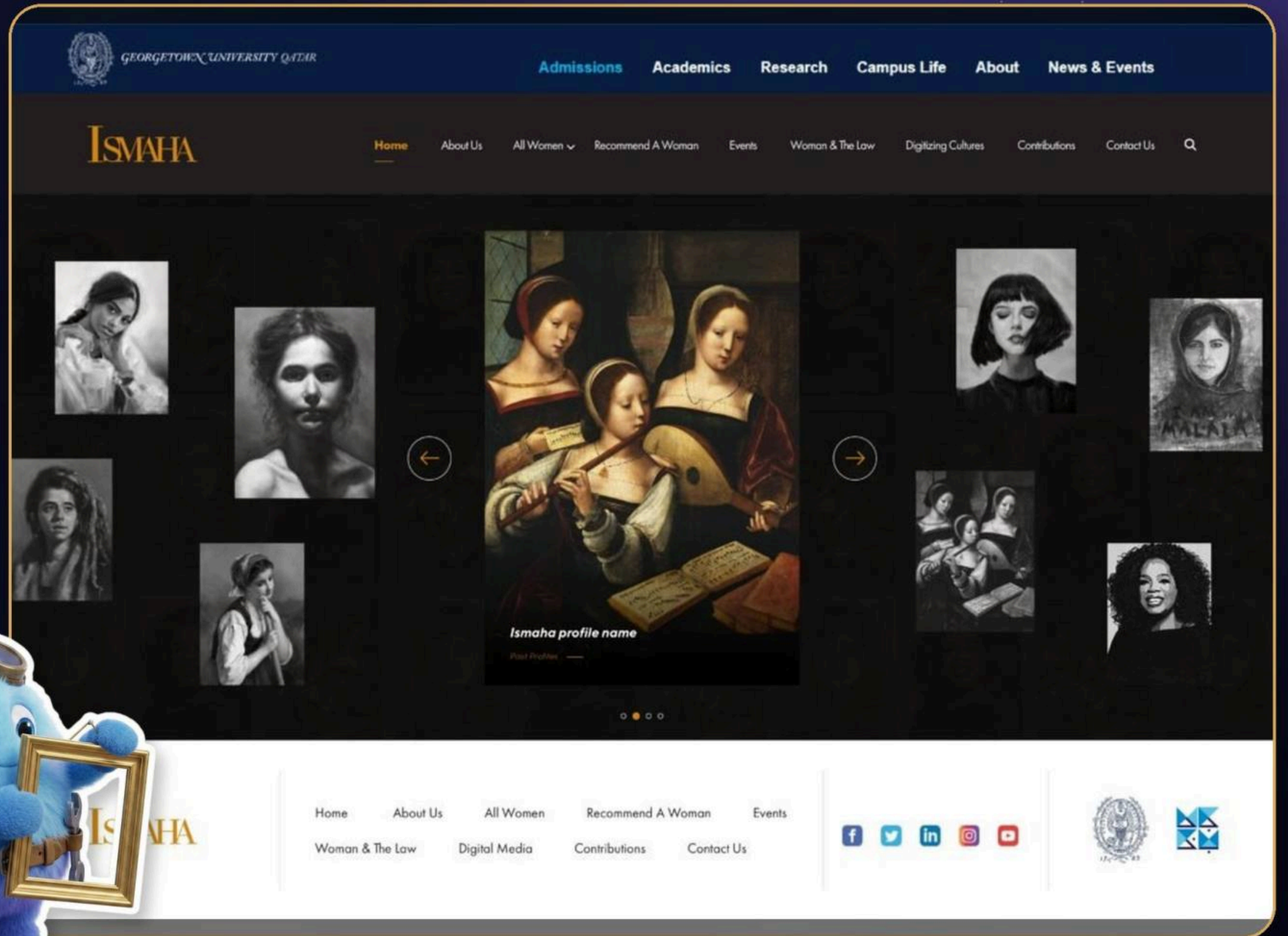
WEB DEVELOPMENT | EDUCATION

GEORGETOWN UNIVERSITY QATAR

ISMAHA Initiative Website

The official platform for a Georgetown initiative on research, academic programming and global dialogue — a content-rich, multimedia website with a strong emphasis on women's empowerment.

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Bilingual Corporate Website

A bilingual English/Arabic corporate website with product catalog, news and customer-service flows — presenting QPlastics' products and sustainability story to Qatar and the GCC, and built to turn industrial buyers into enquiries.

SEE IT LIVE - FREEZIL.COM/WORK



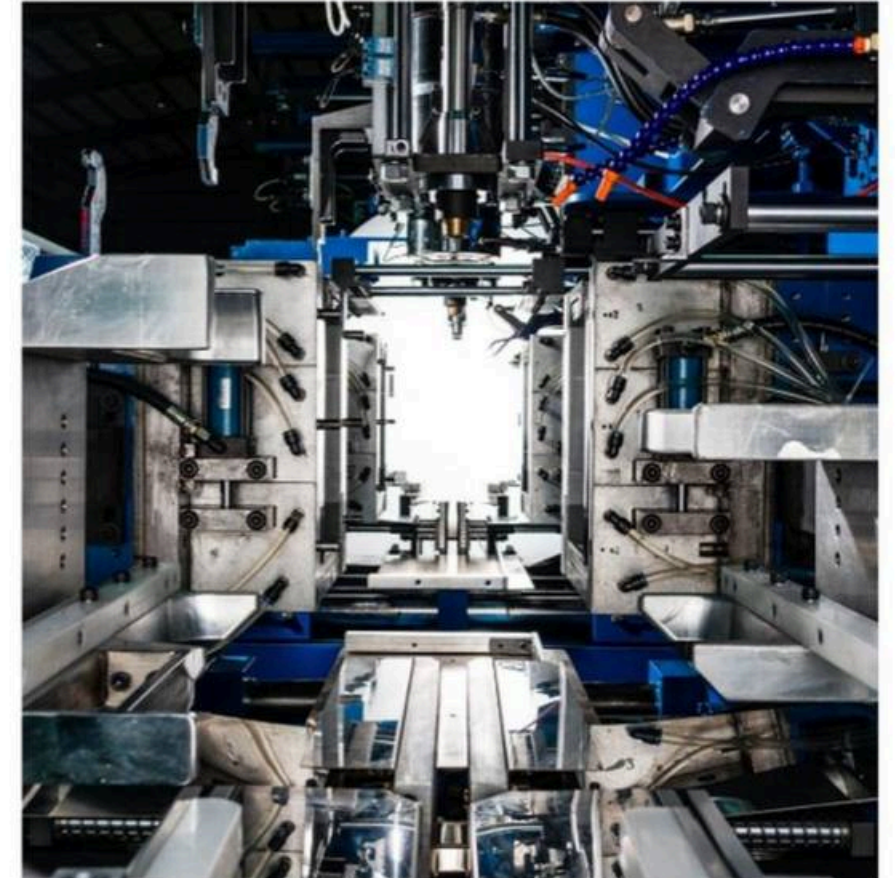
— Driven By Our Country's Ambitions To Become Self-Sufficient

Our Products Are Vital Throughout The Chemical, Petroleum, Oil, Food And

Driven By Our Country's Ambitions To Become Self-Sufficient, We Are A New Plastics Containers Manufacturing Specialist Offering International Standards And High-Quality Materials.

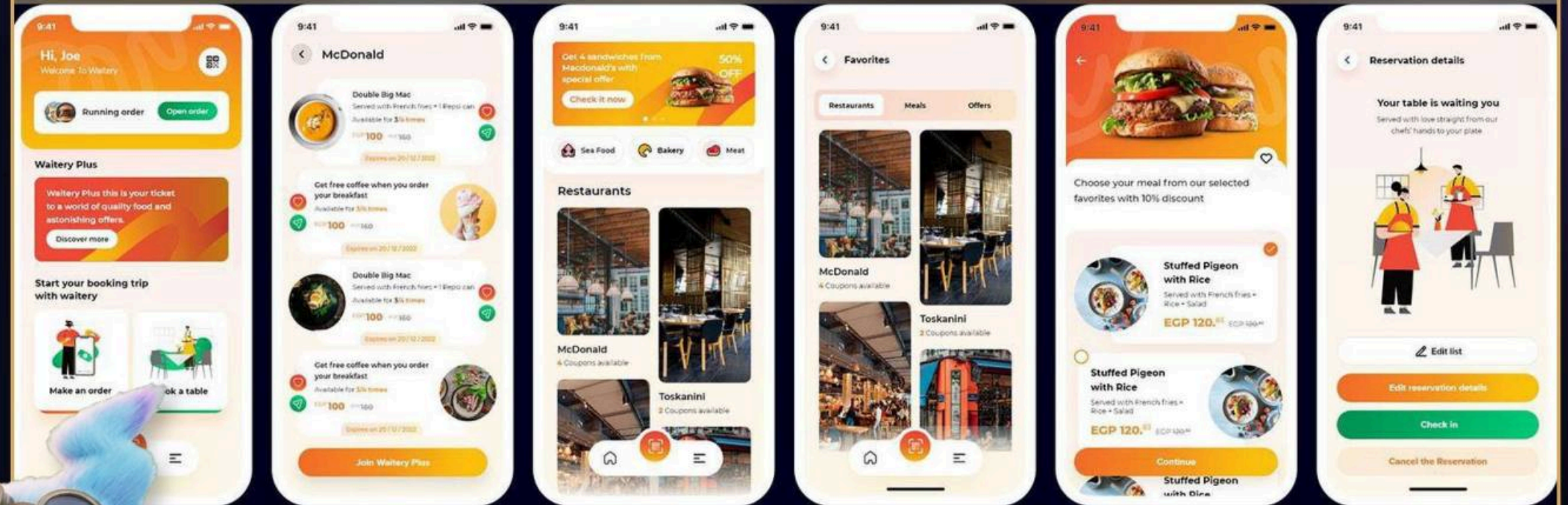
- ✓ Quality Control System
- ✓ 100% Satisfaction Guarantee
- ✓ Highly Professional Staff
- ✓ Quality Control System
- ✓ 100% Satisfaction Guarantee
- ✓ Highly Professional Staff

Latest Projects →



Order & Pay Mobile App

Browsing, favourites, offers and table reservations designed into one smooth, appetizing mobile flow — the whole restaurant in your pocket, designed screen by screen by Freezil.



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Our sky of stars

Hamad Int'l Airport

Ooredoo

WISE | Qatar Foundation

DIFI | Qatar Foundation

Ministry of Culture & Sports

Qatar Development Bank

Beema | Damaan Insurance

QIIC

Hassad | QIA

Doha Metro | Qatar Rail

Georgetown University Qatar

WISH | Qatar Foundation

Msheireb Properties

CRA Qatar

QBIC

Al Khaleej Takaful

RAF

QPlastics

+ 40 more friends on request

LET'S TALK

Let's have a cup of coffee
and discuss your
next project.

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Thank you for reading. The next showcase in this profile could be yours.

FREEZIL | COMPANY PROFILE 2026

THANK YOU

