



XISCHÉ (PRONOUNCED ZEE-SHAY) IS A HYBRID CONSULTING BOUTIQUE BASED ACROSS DUBAI, NEW YORK & KUALA LUMPUR. WE HELP GOVERNMENTS, GLOBAL BRANDS, AND STARTUPS INNOVATE, AND TELL MEMORABLE STORIES.

We combine management consulting, brand strategy and technology to solve modern day business challenges. This could mean building a brand identity, creating a website, digital campaign, running social media or training clients to deploy, or publishing a mobile app. We call this hybrid consulting. A project often starts with a brief and evolves into a much bigger remit that impacts the bottom line.

An independent boutique, Xische was established in 2001. Since then we have worked with hundreds of companies across the Middle East, Europe, North America and the Far East to help them innovate, create brand experiences across every medium.

We think like entrepreneurs, because we are, and understand the bottom line. The team is deliberately small but multicultural, which we believe is the key to comprehending, adapting and producing highly emotive and culturally relevant work no matter what we do.

Xische & Co. is a part of Xische Holdings Limited, an investment boutique with business interests ranging from design, technology, venture capital and real estate.

BRAND

Business strategy
Brand strategy
Identity development
Marketing strategy
Corporate presentations
Environment design

DIGITAL

Digital strategy
Motion branding
Websites & microsites
Interface design
Interactive advertising
Motion graphics

SOCIAL

Engagement strategy
Strategy & policy build
Training & workshops
Brand monitoring
24/7 management
Reporting

MOBILE

Mobile strategy
Monetisation strategy
Training & workshops
UX design & strategy
Native apps
Web apps

SELECT CLIENTS

Emirates Airline
Dubai Tourism
Qatar 2022 World Cup
BMW
Bur Juman
Grand Cinemas
HH Sheikh Hamdan
twofour54
Marlboro

Gucci
Yas Marina F1
P&G
Art Dubai
Filmworks
Red Bull
Russian State News
Loreal Group
Burj Al Arab

Burj Khalifa
Giorgio Armani
City of Life
Harvey Nichols
MBC Group
Rakbank
Puma
Jotun Paints
TEDxRamallah

DIFC
Le Meridien
Bloomberg
Nakheel
Harley-Davidson
Villa Moda
Jumeirah Group
Dubai Film Festival
Lexus UAE

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