



FMCG, HEALTHCARE, HOSPITALITY,  
RETAILING AND LEISURE INDUSTRY  
MARKETING

## OUR WORK FOR RETAIL AND LEISURE INDUSTRIES

AUGUST 2025

**acuity**  
change the language

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# 01

## **An overview of our 25-year service for the retail and leisure industries**

We help our clients maximise brand performance to deliver competitive advantage and increase stakeholder value. For over two decades, we have created solutions for the FMCG, hospitality and destination industries, from deep-thinking in branding, naming and positioning, through to tactical and promotional marketing.

Inviting commitment. Boosting revenue.

## 01 - SOME OF OUR RETAIL AND LEISURE CLIENTS



O1 - FMCG, HOSPITALITY AND RETAIL LEISURE BRANDS WE HAVE DESIGNED





Abaad Real Estate  
Abu Dhabi Investment House  
Ahli Bank Oman  
Ahli Bank, Qatar  
Al Salam Bank  
Al Matrook Holdings  
Al Meer Group  
**Al Noor Supermarkets, Oman**  
**Aljazira Supermarkets**  
**Alosra Supermarkets**  
**American School of Bahrain**  
**American University of Bahrain**  
Amwaj Islands  
Arcapita  
Arbah Capital, KSA  
Archstone Real Estate  
Apex Real Estate  
**Back on the Move Healthcare**  
Bahrain Gasoline Blending  
Bahrain Government  
**Bahrain India Society**  
Bahrain Seaports  
**Bahrain Triathlon Association**  
Bahrain Marina  
Bank ABC  
Bank of Baghdad

Bank of Bahrain & Kuwait  
Bareeq Al Ritaj Real Estate  
**BeRehab**  
**BIBF**  
**BIGC**  
**BMMI Group**  
**BMMI Shops**  
**Box It Restaurants**  
Burgan Bank  
Capital Management House  
City View Real Estate  
CBI Dubai  
Central Bank of Bahrain  
Commercial Bank of Qatar  
Diners Club, Qatar  
Dilmunia  
**Dr Nadia Clinics**  
Durrat Marina  
Durrat Al Bahrain  
Edamah  
**Education City Golf Club**  
**Enhance, Oman**  
Eskan Bank  
Esterad, Amwaj Beachfront  
First Energy Bank  
First Leasing Bank

Fontana Towers  
**Future Telecoms, Kuwait**  
Ghana Commercial Bank  
Global Sourcing & Supply  
**Gulf Business Machines**  
Gulf Finance House  
GFH Capital  
**Gulf Hotels Group**  
Gulf International Bank  
Gulf One Bank  
Harbour Row, GFH  
**HV Holistic Health**  
**Health Insight UK**  
Ibdar Bank  
**IDworks Interior design**  
IFAN maritime  
Instrata Capital  
International Investment Bank  
Investcorp  
Ithmaar Bank  
Ithmaar Development Co.  
**Jashanmalls**  
Khaleeji Commercial Bank  
Knight Frank  
Kooheji Contractors  
Kooheji Development

**Kula Restaurant**  
Kuwait Finance House  
Menas  
**Muntaza Supermarket**  
**My Deli**  
Naseej  
Nass Group  
NCB Capital  
**Onix Ladies Gym**  
**Orchid Salon**  
**Palms School**  
**Physio Relief**  
QInvest, Qatar  
Royal Ambassador  
**Royal Golf Club**  
**Riffa Palms**  
SICO Investment Bank  
**Studio Ceramics**  
Syria Gulf Bank  
Technicas Reunidas  
Thejo Hatcon  
**United Finance, Oman**  
**Yatta Sports**  
**Zain Bahrain**

# 02

## **Experience in branding and tactical marketing for retail consumer segments**

Since 2001, we have worked with dozens of leading companies, including FMCG, supermarket operations, healthcare providers, restaurants and leisure operators around the region, and we have gained an intimate knowledge of the consumer, hospitality and leisure industries that we help promote.

We lead through research and evaluation of competitors and project parameters, and follow through with a considered approach to naming, branding and the subsequent delivery of ongoing marketing solutions that strongly resonate with customers.

## Sales-driven solutions for supermarkets, healthcare, hospitality and a wide variety of consumer sectors

Branding and **strategic work** for consumer products - from FMCG to fresh food, telecom products to luxury goods.

We have created full brand solutions for **three supermarkets in Bahrain** - Alosra, Al Jazira and Muntaza together with audits for **Al Noor stores** in Oman.

We have branded and created full marketing materials for **five healthcare practices** - Back on the Move Osteopathy, beRehab Integrated Health, HV Holistic training, Onix Fitness Centre and Health Insight nutrition and diagnostics, Harley Street, London.

Experienced in **developing brands for retail** sectors across fast foods, **franchises** and luxury goods. This includes significant restaurants, fast food franchises, health-food delis and more.

Determination of **point of sale, merchandising** systems and **core customer messaging** in store and external.

**Customer segmentation** and experience in aligning products and brands to sector specific marketing.

**Digital transformation** initiatives in-store and branch centric covering FMCG and retail banking.

**Working with SMEs** - Full agency solution from branding to tactical and promotional, above and below the line.

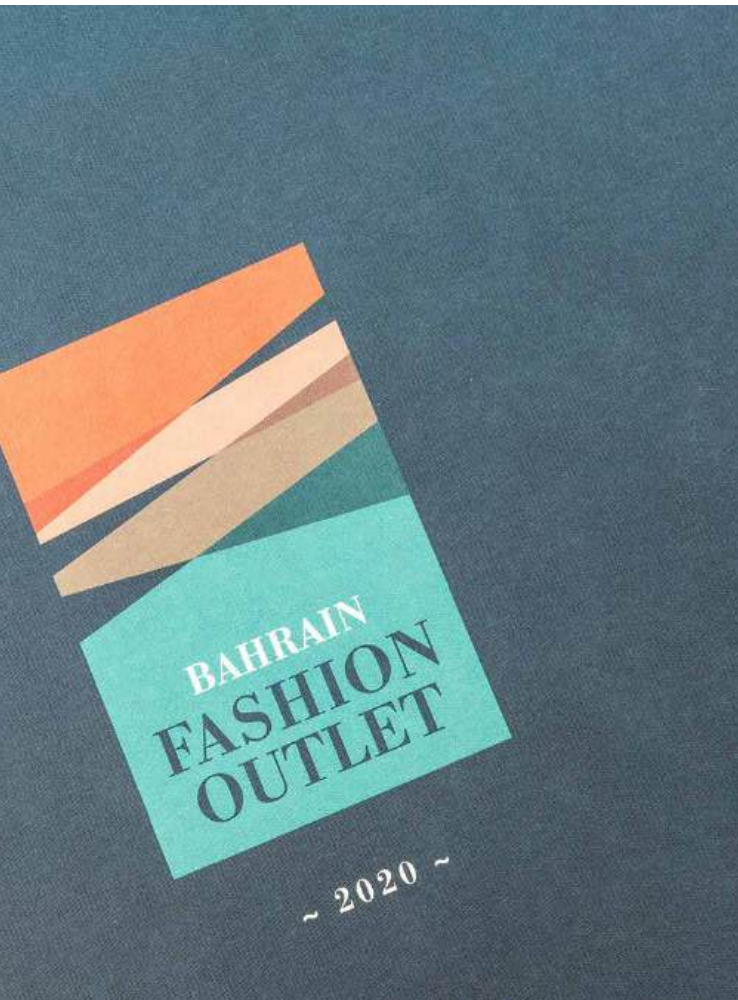


Creating custom calligraphy and wall graphics we named and created a brand for Repartee, Royal Golf Club's signature restaurant outlet. We also named and branded all of the Club's other outlets and services - Academy, Cafe-T, Prego Italian Restaurant, golf shop and more.



Naming and branding a lifestyle healthcare business in Zallaq Springs. The physiotherapy concept centred on the action word; Be... Be healthy, Be strong, Be flexible, Be everything you can be - creating a lifestyle brand that resonated strongly and becoming something more than just a physio centre!





Ladies-only fitness and lifestyle centre  
with membership gym, fitness studios,  
café and beauty salon

ONIX ONIX  
FIT FOR HER

*We created collateral for the promotion of Bahrain's first outlet mall, and we branded Onix Ladies-only fitness centre, a new-build concept in Riffa.*

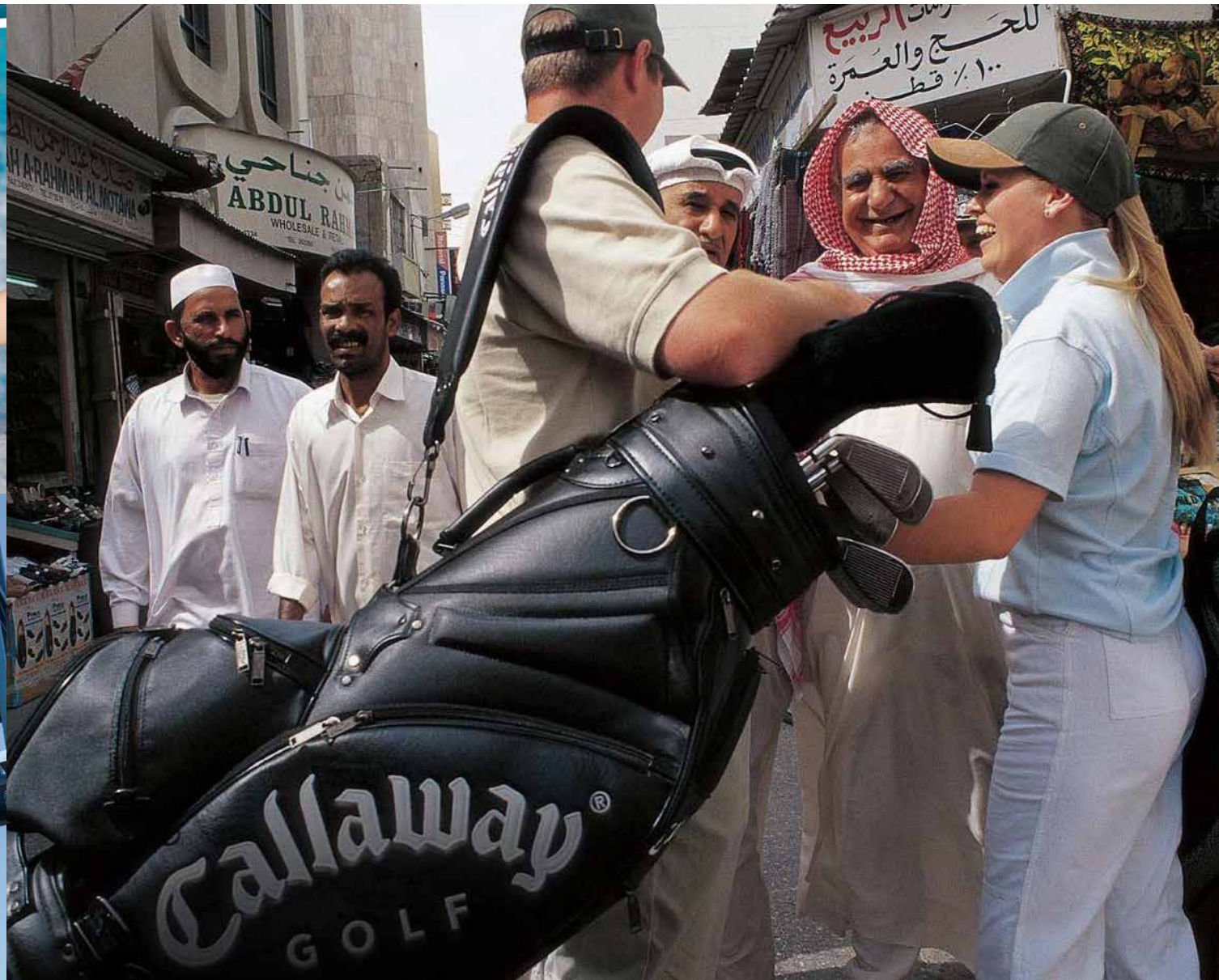
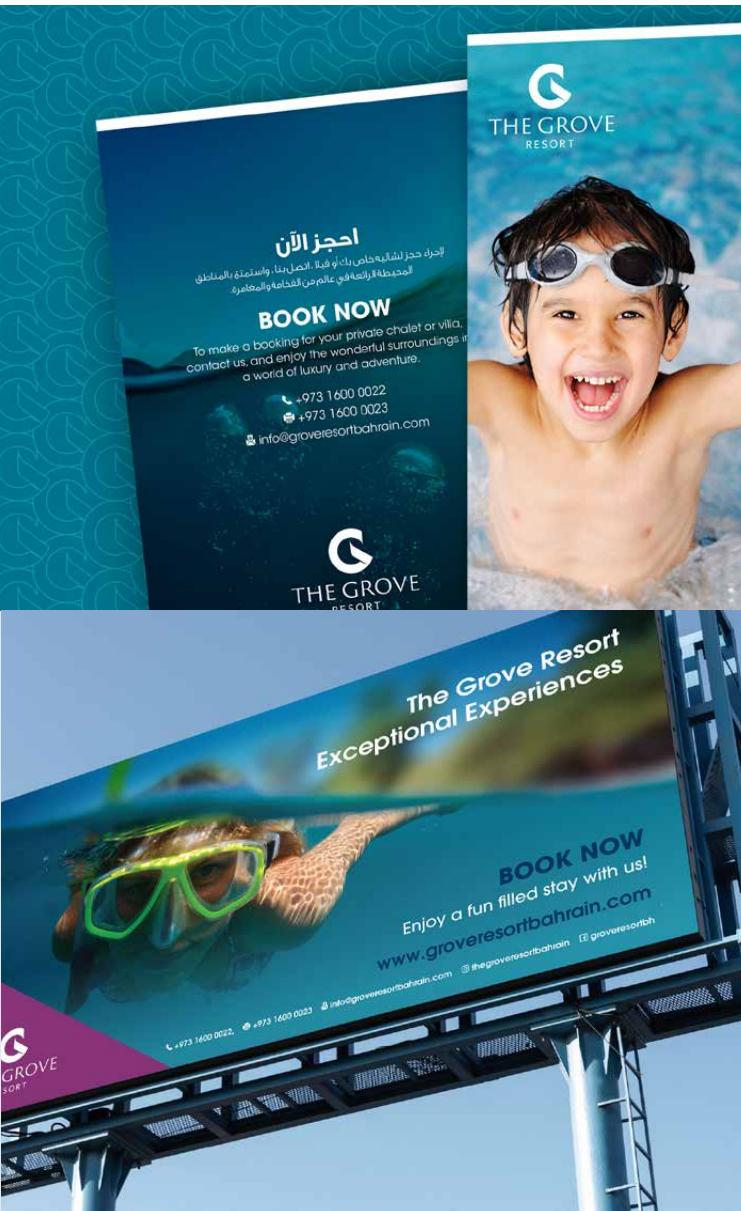
## Our work in retail and consumer focused industries

- 12 years of tactical and promotional marketing for **Riffa Golf Club**, covering sport and all F&B outlets including branding, naming and ongoing tactical and promotional marketing.
- **Branding The Gulf Hotel Group** together with it's Hotel, Residences and Convention Centre, together with production of corporate marketing collateral.
- Brand definition, signages and wayfinding for **the Grove Resort in Amwaj** together with integrated marketing promotions.
- Developing **a name and brand for Yatta** together with brand manual and graphic components for an App that brings together sports people of all abilities.
- Several years of tactical promotion work including **branding of BMMI Shops**, creation of campaigns and website design.
- Branding **BMMI Group** and 10+ years of annual report and corporate collateral production.
- Branding and strategic positioning of **Alosra Supermarkets** and helping them expand from one store to seven and in entering the Saudi Arabian market.
- **Launched several food concepts** for Alosra's commercial food production unit, including naming, branding and packaging of Great Deli and To Go
- Branding both the **American School of Bahrain** and **Palms School**, plus various collateral production.
- Developed a positioning strap-line, For a lifetime of Success, for the new **American University of Bahrain**, built their new website and launched an integrated enrolment campaign for the University's first semester intake - that over-achieved.
- Developed a market positioning strategy and branded **Al Jazira Supermarkets** in Bahrain.
- Branded GBM (IBM retailer, **Gulf Business Machines**) twice and created ongoing communications including their quarterly magazine, Horizons.



We developed a brand for the Grove Resort in Amwaj, working with an existing logo but developing a strategic direction and fulfilling that through a brand guide, through signage and wayfinding and by developing a compelling story to Saudi Arabian clients.

Working with Riffa Golf Club for over a decade before rebranding the Club to become the Royal Golf Club, we engaged with audiences across Bahrain by bringing golf to the heart of Manama's Souq - and many other places as well.

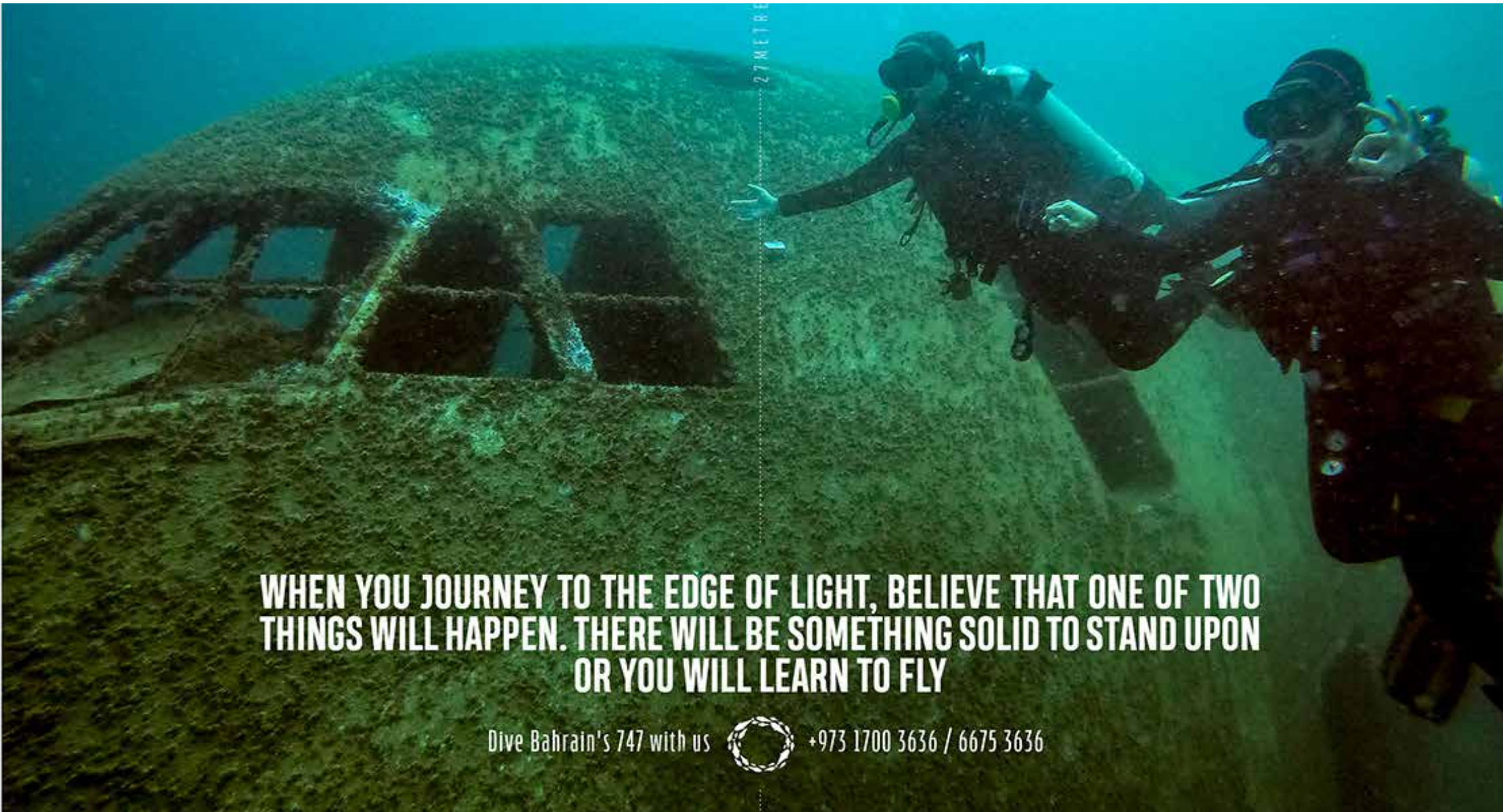


## More work in retail and consumer focused industries


- Rebranded **Al Muntazah Markets** - Bahrain's oldest supermarket chain - to become Muntaza - and repositioned the stores to align with the just-in-time, small basket shopping preferences of millennials.
  - We played a pivotal role in establishing **Back on the Move Osteopathy** through branding, positioning, all collaterals and building a website of high integrity.
  - Branding **Physio Relief** and **Dr Nadia Clinics**, one of Bahrain's leading plastic surgeons.
  - Naming and branding for KULA (meaning eat in Swahili) an **African themed restaurant**. We also consulted on menus, website and interior design of this multi-million dollar establishment - and sat on the food-tasting panel to establish the menu - yum!
  - Naming, positioning and branding for **My Deli** - a gluten and dairy-free commercial food production service.
  - Naming and **branding of retail shopping malls** including Latitudes, the waterside mall at Durrat Marina, Al Raya Mall in Juffair and Al Baha Mall.
  - Branding and interior design for Box-It, a **fast food franchise** that grew rapidly across Bahrain and beyond.
  - Branding for **various marine-based entities** including Biss Marine, Smart Boating Centre and Bahrain Maritime Academy plus advising on the introduction of advanced recreational boating standards.
  - **Naming and branding of UpDate**, a retail franchisor of chocolate dates. We developed a catchy positioning concept using various slogans such as "Don't be late for a first date".
  - **Brand creation for various societies** including Bahrain Triathlon Association and Bahrain India Society together with work for Bahrain British Business Forum and several others.
  - Branding and promotion for **retail fashion** - Lolana Boutique with interior store design and Lammode with packaging concepts.
- And a lot more...



*There's often a crossover between marketing a destination and promoting a leisure operation. We marketed Bahrain's investment in the world's first underwater theme park, complete with 747 aircraft, and promoted the diving operator that would get clients down there. As in 20 metres below...*

An underwater photograph showing two divers in the foreground, one pointing towards a large, rusted metal structure in the background. The structure is the wreckage of a 747 aircraft, partially covered in green algae. A vertical dashed line with the word 'METRE' repeated vertically runs through the center of the image, indicating depth. The water is a deep blue-green color.

**WHEN YOU JOURNEY TO THE EDGE OF LIGHT, BELIEVE THAT ONE OF TWO THINGS WILL HAPPEN. THERE WILL BE SOMETHING SOLID TO STAND UPON OR YOU WILL LEARN TO FLY**

Dive Bahrain's 747 with us  +973 1700 3636 / 6675 3636

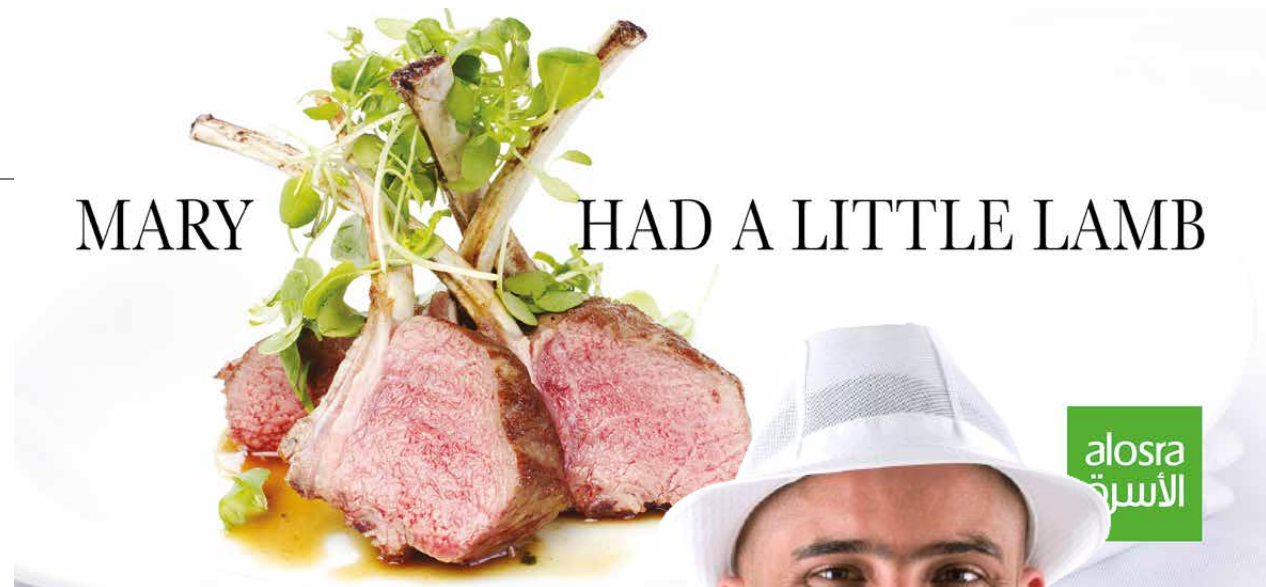


## 02 - OUR WORK FOR SUPERMARKETS

Re-branding and strategic positioning of Supermarket operation; development of full brand identity guidelines; store / environment design; way-finding signage and messaging systems; ongoing advertising and promotions.

# الأُسرة alosra

*fresh and friendly*





“...and then Sami and I rescued the cat from the evil caterpillar”



Holiday stories always taste fun!



fresh and friendly

Follow us on @Alosra\_Bahrain Alosra Supermarket Alosrasupermarket  
Saar 17 697558 Amwaj 16 033773 Durat 77 770001 Riffa 17 750006 www.bmmigroup.com



IF TEMPTATION  
IS A SIN, WE'VE GOT  
YOU COVERED.

Premium every day.



OUR NEW YEAR'S PROMISE TO YOU:  
ALWAYS FRESH, ALWAYS FRIENDLY



PREMIUM ALL YEAR ROUND





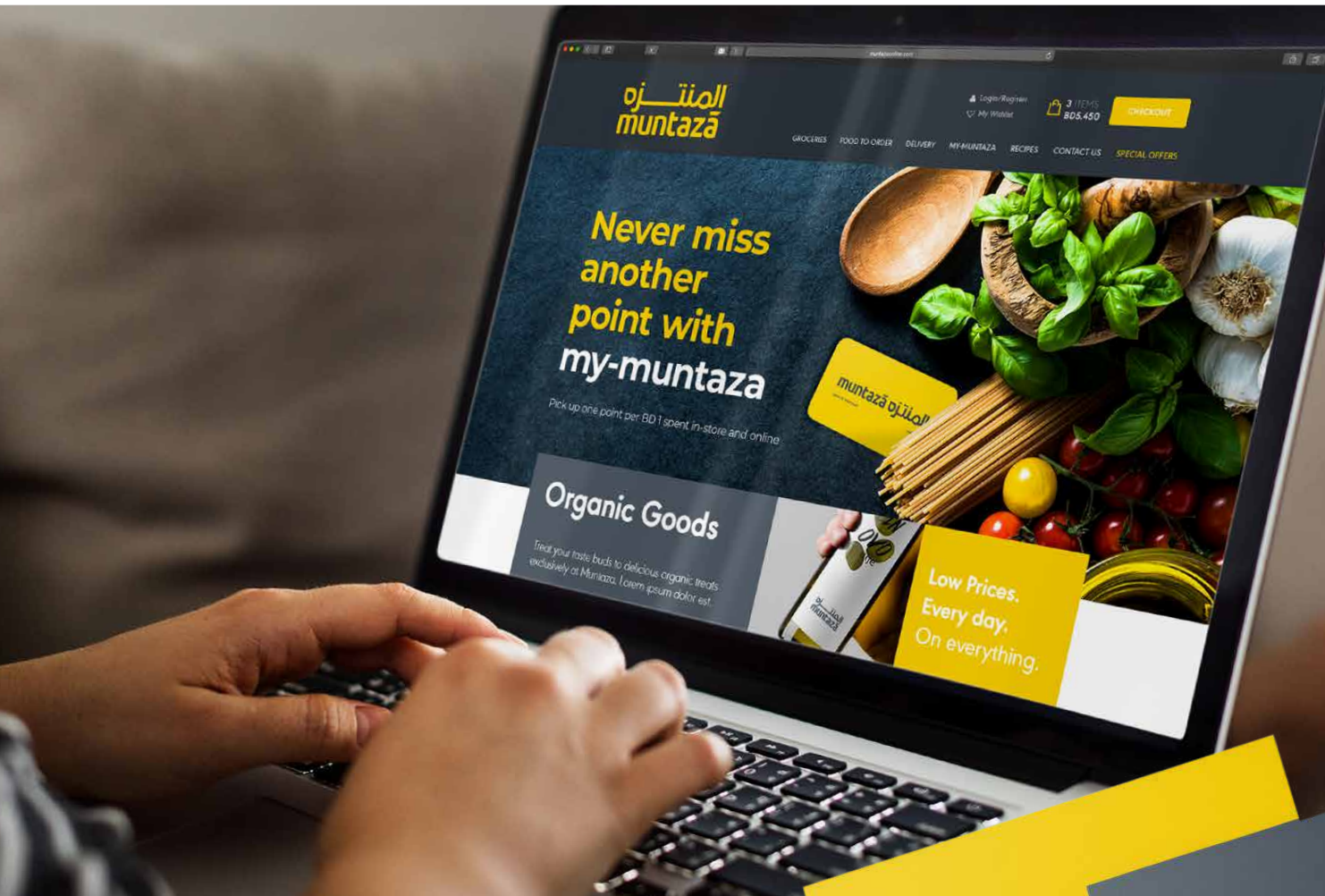
## 02 - OUR WORK FOR SUPERMARKETS



**Rebrand of Bahrain's oldest supermarket chain, Al Muntazah Markets.** Vision created a fresh, distinct colour palette and a vibrant, modern brand that resonates with younger consumers. The supermarkets are positioned in local neighbourhoods so a slogan was developed "Where fresh meets local" to position Muntaza as a modern convenience store catering to millennial demographics of 'just in time' shopping.



## 02 - OUR WORK FOR SUPERMARKETS







**We rebranded another of Bahrain's long-established supermarkets.** Al Jazeera carries one of the most diverse product ranges in the country and has a reputation for delivering variety. To position Al Jazeera into a niche, away from the impersonality of hypermarkets, we developed a farmers market approach to its fresh food and bakery offers through interior design and merchandising.



# الجزيرة Al Jazira



***Al Jazira has its own distribution and warehousing service** and part of our remit was to incorporate the attributes of Al Jazira through its FMCG and food distribution business. We created various material including a corporate profile that showcased the totality of the company's offer.*

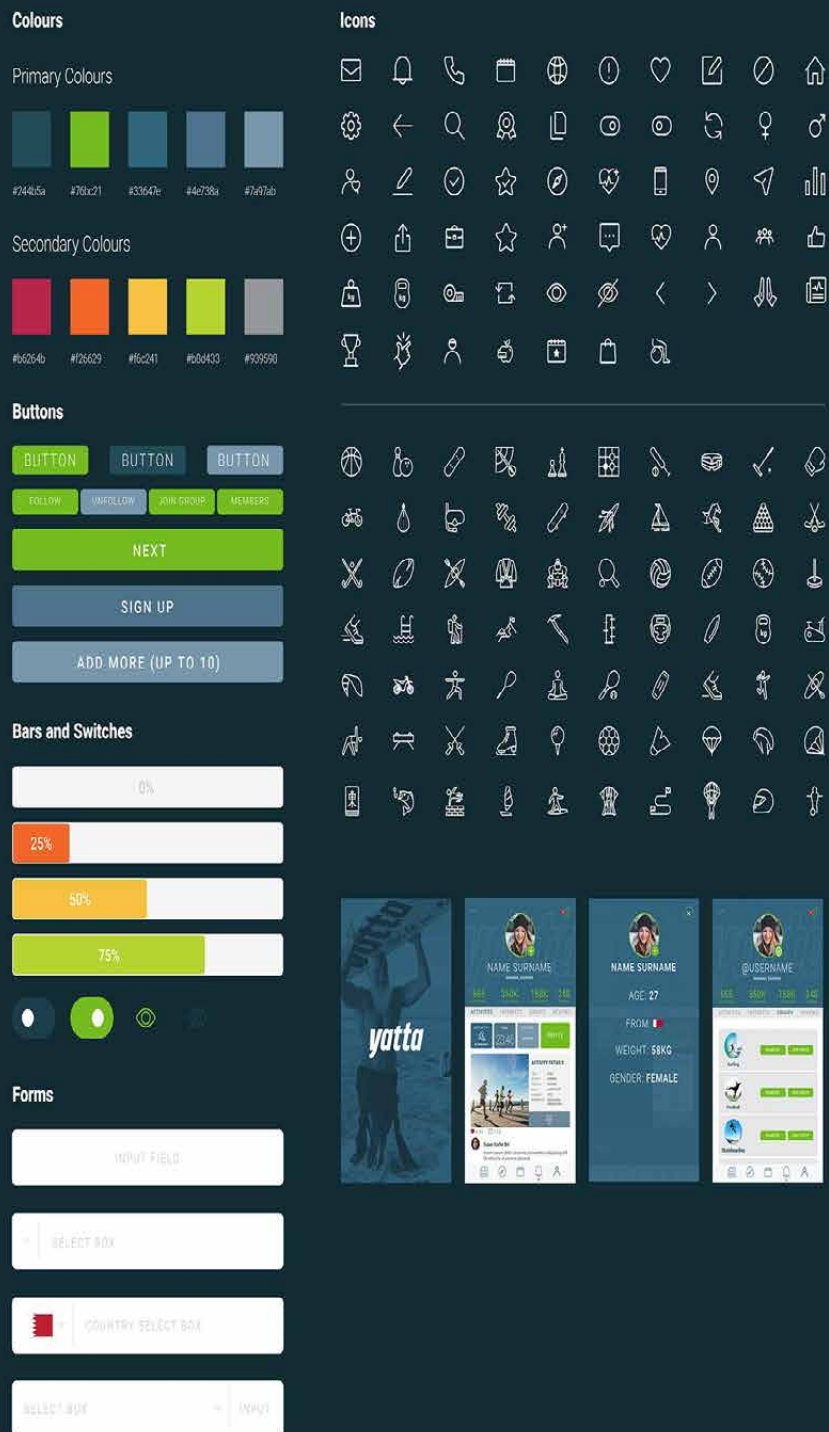




**yatta**

**We created an extreme brand for an extreme sports app** with all the usual brand systems and designed all of the UX and UI components. Our designs ranged from the core brand itself to a short form 'Ya' device for app buttons and branded clothing and accessories, together with depictions of the brand on sports gear. We also designed all App pages and created a full suite of icons, buttons and components.

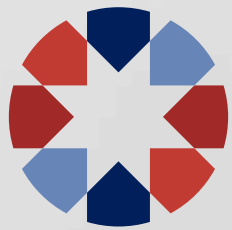




## O2 - OUR WORK IN E-SPORTS



Yatta is an app that connects like-minded people across all forms of sports, so that people can connect with others of similar interests whether that's extreme sports such as base-jumping, skiing or surfing, or for football, cricket and team sports. The App is now in widespread use, and can be downloaded from App stores.



AMERICAN  
SCHOOL OF  
BAHRAIN

**Branding of the new American School of Bahrain.** The symbol represents a convergence of culture and abilities integrating US and Bahrain colours to create a mark of excellence in the negative space.



مدرسة النخيل  
PALMS SCHOOL  
BAHRAIN

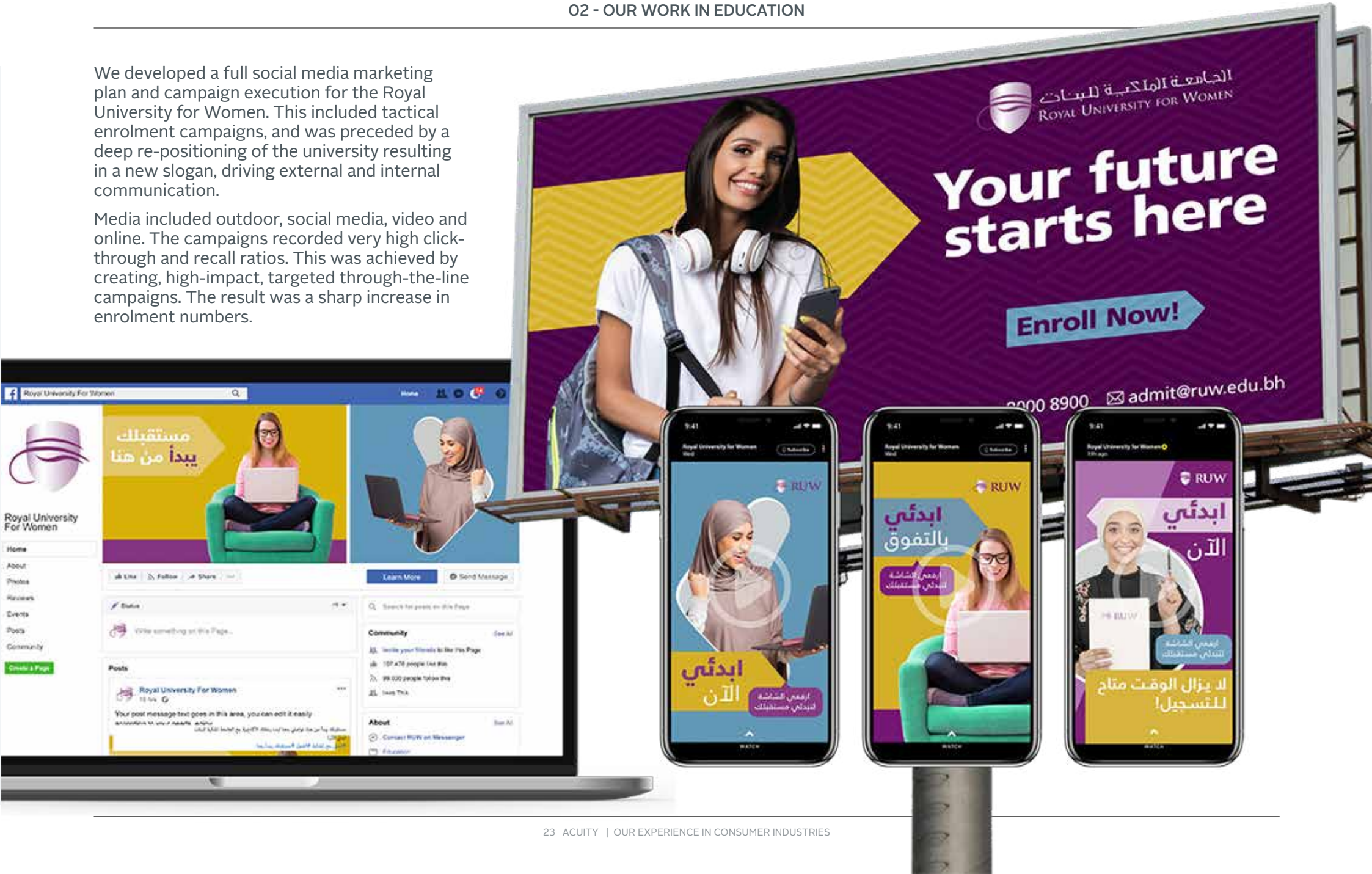
**Brandmark design for Palms School** depicts a palm in the shape of the pages of a book of learning, within a shield.



## O2 - OUR WORK IN EDUCATION

We developed a full social media marketing plan and campaign execution for the Royal University for Women. This included tactical enrolment campaigns, and was preceded by a deep re-positioning of the university resulting in a new slogan, driving external and internal communication.

Media included outdoor, social media, video and online. The campaigns recorded very high click-through and recall ratios. This was achieved by creating, high-impact, targeted through-the-line campaigns. The result was a sharp increase in enrolment numbers.



## O2 - OUR WORK IN EDUCATION

Integrated campaign for the launch of the new American University of Bahrain. Analytics demonstrated the highest click through and recall ratios of any campaign placed by our media company over the last several years. How? We created compelling imagery of Arab / Bahraini youth wearing American university / sports related clothing and accessories - a juxtaposition between a baseball shirt and hijab, thobe to American football... a concept of immediacy to the audience

at low production cost, resulting in higher than expected enrolment numbers and a successful launch for the University.

We over-achieved our planned KPI with 114%, 20 million impressions and an above average engagement rate of 11.69%. Campaign budget: circa BD 60,000 in total. ROI (over 3 years of annual fees from first semester enrolment) approx 6,500%. (130 students x 3 years).

### American University of Bahrain - Colors

#### Primary Colors

Origin of our colors



جامعة أمريكية،  
مع إقامة في البحرين.  
**American University,  
Bahrain living.**

**سجل الآن! Enroll Now!**

**+973 1726 0798**  
**enroll.aubh.edu.bh**

الجامعة  
الأمريكية  
بالبحرين

AMERICAN  
UNIVERSITY  
OF BAHRAIN

This ad is under the HEC approval no. 1806-19



## O2 - OUR WORK IN EDUCATION



### American University of Bahrain - Brandmark Sheet

#### English Type

Our main English headline font is:

**Merriweather Bold**

For Call-outs etc. available weights can be used i.e.:

Merriweather Light Merriweather Regular **Merriweather Bold** Merriweather Black

For sub-headlines we use:

**The Sans Bold or The Sans Black**

Body copy, wayfinding and other regular type usages:

The Sans Light -  
for body copy at regular  
sizes i.e. 8pt and higher.  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.

The Sans Plain -  
for body copy at sizes below  
8pt. Nulla facilisi. Nulla libero.  
Vivamus pharetra posuere  
sapien. Nam consectetur.

The Sans Semibold -  
for in-copy callouts or  
wayfinding. Quisque facilis  
erat a dui. Nam malesuada  
ornare dolor. Cras gravida.

#### Arabic Type



للتواصل معنا  
٢٤ ساعداً  
٩٧٣ ٣٣٣ ٩٧٣

توفر الجامعة الأمريكية بالبحرين مجموعة من التخصصات المتنوعة مقدمة على يد هيئة مختارة من الأساتذة والمرشدين بمنهج فريد يقوم على مبدأ المشاركة، يُعد الخريج للإلتحاق بسوق العمل بشكل أفضل. يقدم الحرم الجامعة في الرفاع فرصة للنمو والتعلم في جو مفعم بالحياة والتواصل، يمكن الطلاب من اكتساب القدرات العلمية والذاتية الضرورية لثمان مستقبل مشرق بالنجاح.

سجّل الآن ٧٩٨ ٠٧٢٦ ١٧٣٣ +973 enroll.aubh.edu.bh





## 02 - OUR WORK FOR THE BEVERAGE INDUSTRY



**How do you market alcoholic beverages where it's not allowed?** We came up with this campaign for BMMI Shops that featured human stereotypes and advertised the taste or essence of a place together with the delivery service. The viewer easily associates the place and caricature with a particular beverage. London Gin. Russian Vodka, and so on... And all more than meeting the strict advertising standards of our country.



## 02 - OUR WORK FOR GOLFING DESTINATION

Developed a unique brand strategy based on three value statement 'pillars' which form the tagline / essence of the Club "play life better". Designed a new brandmark based on an abstract play button. Followed with all implementation including brand manuals, staff guides, wardrobe specifications, merchandising and all advertising collaterals. Developed sub brands for the Club's F&B outlets



# play life better





## 02 - OUR WORK FOR GOLFING DESTINATIONS



Besides branding the Royal Golf Club and its outlets, we had huge fun **creating the Club's annual greeting cards**. It all started with the camel. Her name is Mesuna (meaning the beautiful one) and she somehow featured in every shoot that we did - from night golf with flaming palm fronds to jet ski racing, tennis and F1 cars converted to golf buggies. It didn't seem like work!



## 02 - OUR WORK FOR GOLFING DESTINATIONS



**Wall graphics in the Golf Academy** were designed and concepts changed regularly to keep the place looking fresh.



**Riffa (and then Royal) Golf Club's annual greeting cards** became a 'cult' as we picked topics such as the Captain of the Bahrain Golf Team trying to drive up the fairway while being heckled by Paparazzi following the Club's hosting of an international event.



## O2 - OUR WORK FOR LANDSCAPING SERVICES



**As an extension to our work with Riffa Golf Club** we became involved with the various businesses that support the golfing destination. In this case we branded the Bahrain International Golf Course Company (BiGC) and developed marketing collateral for its landscaping division.

## 02 - OUR WORK FOR CONVENIENCE FOODS

As Alosra had its own commercial food production unit, it made sense to capitalise on this by creating an in-house range of prepared meals including both cold and hot foods, but predominantly sandwiches, wraps, salads and sushi. A brand was required.

We developed the name “great” - as in superior, above expectation and, through changing colour within the wordmark, we accentuated the word ‘eat’ to become a directive: Eat salad, eat sushi.

We created labels, package stickers, and cardboard wrap sleeves and backed this with in-store merchandising systems including shelf talkers, wobblers and a dedicated take-away cabinet design.





## 02 - OUR WORK FOR FACILITIES MANAGEMENT



**BMMI ventured into Africa** with its facilities management and logistics operation, Global Sourcing and Supply. We branded the company and created various corporate communications collateral, sending our photographer to take shots on the ground in 6 countries, in remote mineral extraction locations.





**Promoting the global PADI franchise,** collateral packs for a dive centre in Dubai.

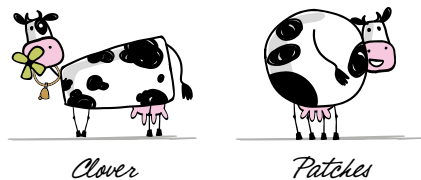
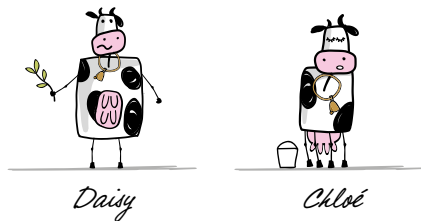
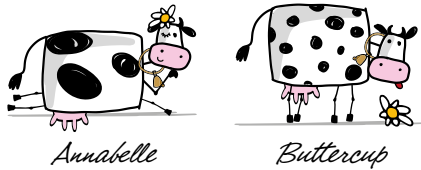


**Box-It is a successful franchise** that opened its first branch at Bahrain University. The concept? Pick your food base, choose proteins, choose sauces and have it all cooked for you and placed in a box for take-away. So the slogan defines the experience and the image is of a box with a bite mark. We supported the brand with grunge and street art graphics to resonate with a younger market and to celebrate the concept's roots.



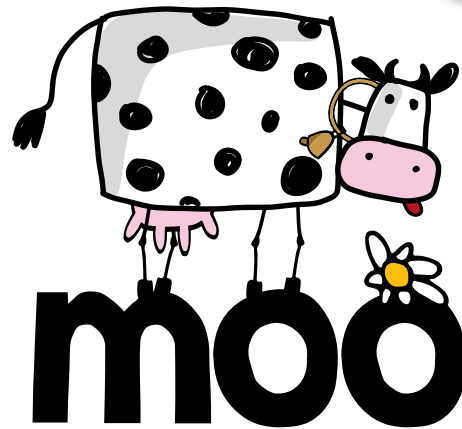
## 02 - OUR WORK FOR HOSPITALITY

Branding isn't always about the corporate world. Sometimes it can be **really** fun. An established restaurant wanted to brand and promote their own, home made ice cream. So we created a story... About a family of [mad] cows - each one with a quirky character. We planned a kid's story book about their adventures (and mental inadequacies) and we created button badges, colouring sheets and social media animations. Collect the family and get a free ice-cream. Solid retail marketing - but with an off-the-wall twist!



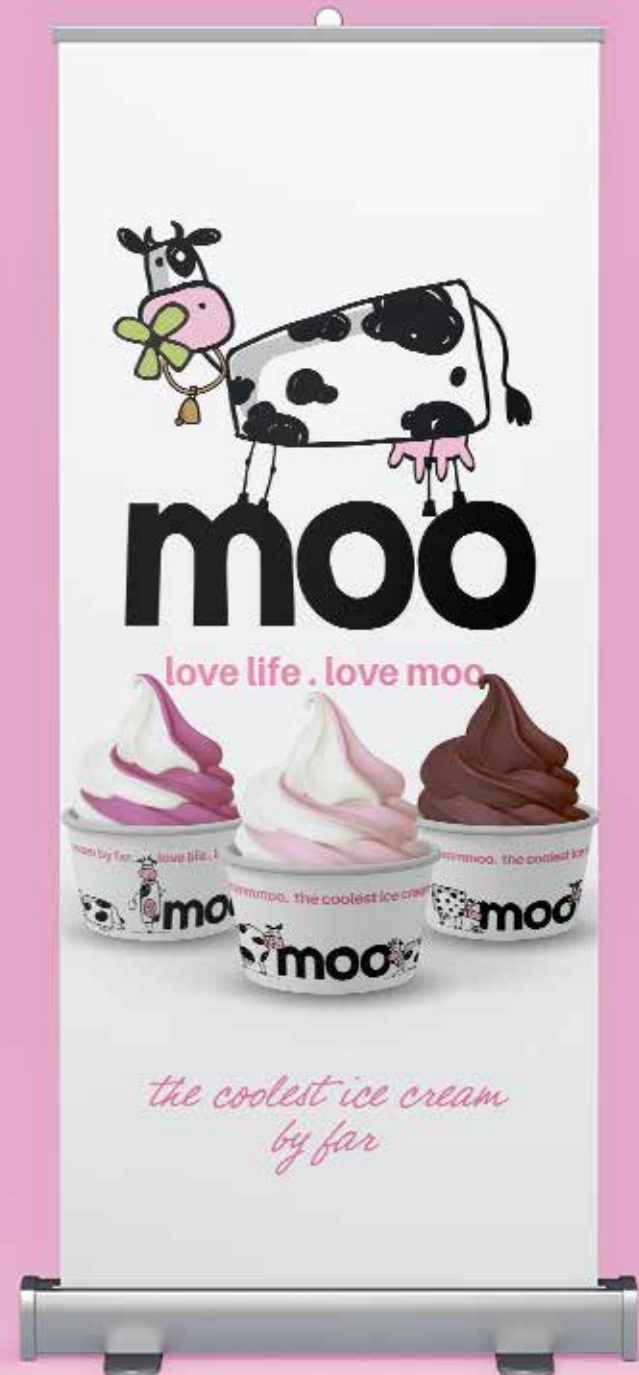
تعرف على عائلة موو  
(٦ ستیکر للتجميع)

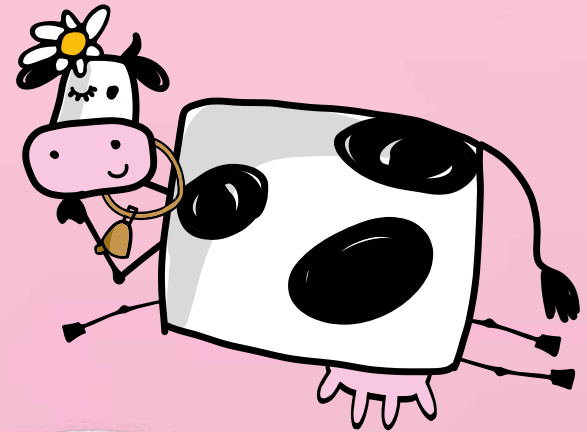
Meet the moo-family  
(6 stickers to collect)



the coolest ice cream  
by far

کتاب ستیکر  
Sticker Book







## 02 - OUR WORK IN HEALTHCARE

A new-build fitness studio required a new brand and identity system. Covering several floors, the centre is exclusively for ladies and comprises private training rooms, open studios and gymnasium, with a cafe and a beauty salon within the complex.

We developed the brand positioning, design and identity, created guidelines and the tagline. The usual spelling of the word 'onyx' was not available for commercial registration so the different spelling of 'onix' became the name. By moving the dot of the 'i' to over the 'x', we created a brand device (an energetic,

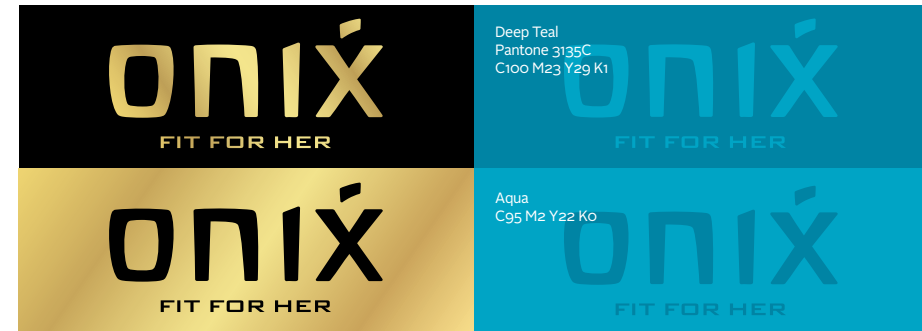
leaping figure). As a lifestyle brand, the X-icon and the tagline form the basis for a range of sports-gear designs.

The tagline is also extendible: **Fit for her** (i.e. ladies-only) becomes '**Fit for Me**' (possessive, first person). A mens' gym is planned further down the track. The slogan then becomes **Fit for Him** (Fit for All).

Primary colour comprises gold and rich black with supporting teal colours. The brand also enjoys an extensive palette of colour combinations.



ONIX  
FIT FOR HER



ONIX ONIX ONIX ONIX ONIX ONIX ONIX ONIX  
FIT FOR HER FIT FOR HER FIT FOR HER FIT FOR HER FIT FOR HER FIT FOR HER FIT FOR HER

ONIX  
FIT FOR HER



lifestyle brand across sports appare



ONIX  
FIT FOR HER

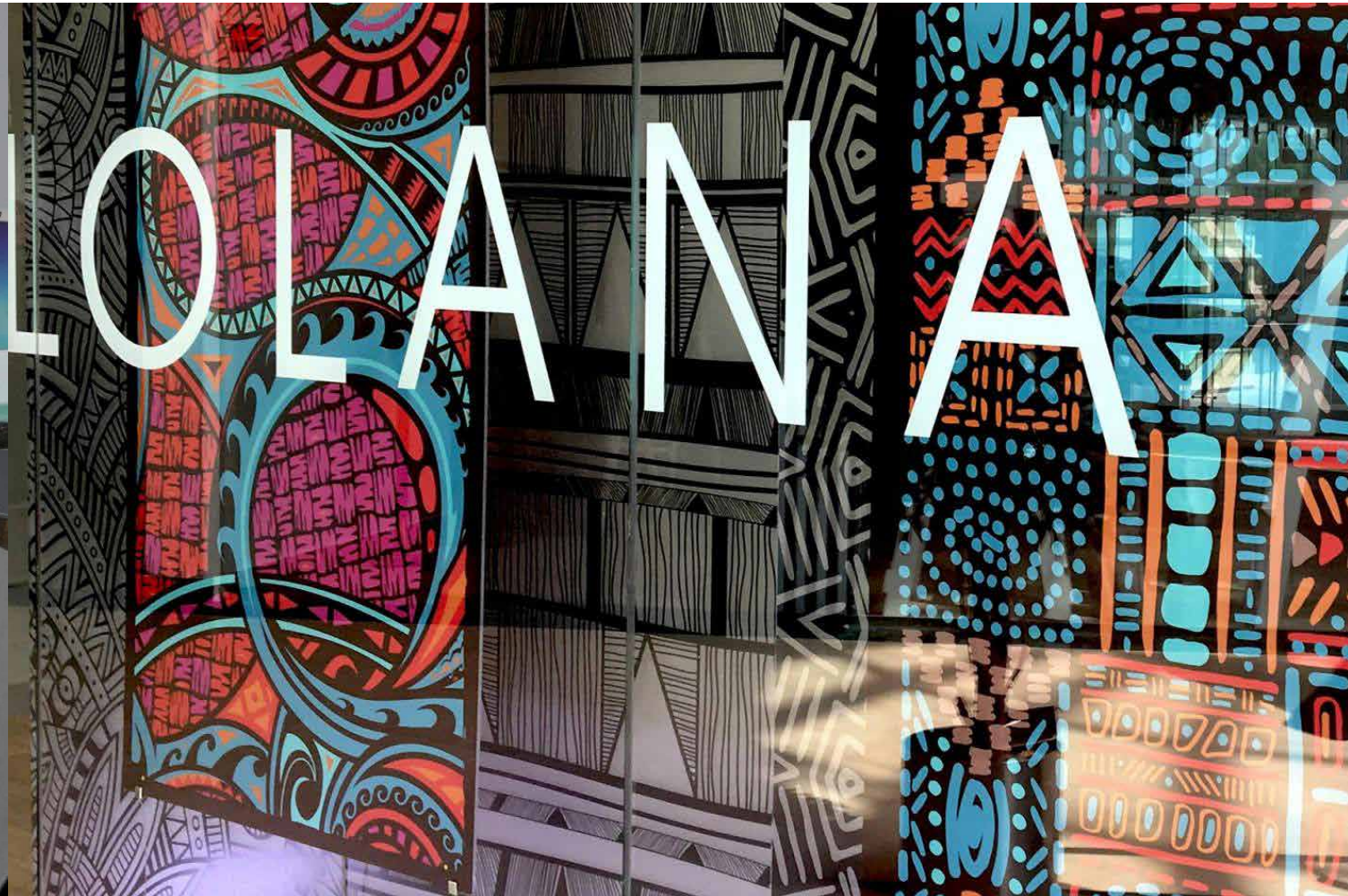


We are here to contribute to the health and well-being of people from all walks of life, by providing the highest levels of professional care within a superb fitness facility. Our aim is to inspire, educate and improve the health of individuals, families, and communities.





**Branding for BMMI Group and the Gulf Hotels Group** - two of Bahrain's oldest hospitality businesses.



**Branding and retail interior design for Lolana Boutique**, a conservative fashion label, located in Riyadhhat Mall (dedicated to start-up businesses by Bahraini women). We created the Lolana brand (Lolana means 'fly like an eagle' in Tahitian) and then developed brand extensions using polynesian patterns to provide privacy screens for this one-on-one consultancy and fitting service.



## 02 - OUR WORK FOR INTERNATIONAL YACHT RACING AND EVENTS

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**In the world of competitive yacht racing** we worked with GAC and Pindar Sailing Partners, designing yacht hull and sail graphics for our Extreme 40 catamaran which raced on an international circuit across the globe. As part of our work we strategised on and developed a logistics symbiosis between GAC and Pindar that resulted in a new business partnership and the successful acquisition of the lucrative 3-year Volvo Ocean Race logistics contract.



## 02 - OUR WORK FOR FOOD AND FRANCHISING

Naming and branding for a Gluten and Dairy-free food production concept. The slogan has different meanings 'Feel Good Food' - no bloating or sore stomach from wheat; better health; quality ingredients, beautifully baked/cooked. We developed all brand systems and packaging, menus and more - and we've been helping with the food tasting ever since!

# MyDeli

Feel Good Food







Creating a new brand for luxury chocolate dates. Work included naming, brand design, packaging and all communications material.





A new African-themed restaurant concept needed a name and brand. We came up with the name 'KULA' which means 'Eat' in Swahili (the most widespread language in Africa) and designed a brand that is ethnic, funky and upbeat. A menu of brand extension devices allow creative application across collateral and also throughout the restaurant environment itself.

Our work included, Brand, Slogan, Menus, Website, African Cuisine Book. Working with the owner and interior designers, we have consulted on both hard and soft furnishings - and advised on decor such as African artefacts, original photography and more.



The Sans Extra Bold The Sans Semi Light Italic

**The San people** *also known as the Bushmen (also Sān, Saan, Sākhoen, Sonqua, and in Afrikaans: Boesmans, after Dutch Boschjesmens; and Saake in the NlIng language) are members of various Khoe, Tuu, or Kx'a-speaking indigenous hunter-gatherer groups*

The Sans Black Italic

The Sans Extra Light

that are the first nations of Southern Africa, and whose territories span

**Botswana, Namibia, Angola, Zambia, Zimbabwe, Lesotho and South Africa.**

**In 2017, Botswana was home to approximately 63,500 San people**

which is roughly 2.8% of the country's population, making it the country with the highest population of Sans.

The Sans Light

The Sans Bold



**Ember Scarlet**  
Pantone 201 c  
c24 m100 y78 k18

**Ebony Brown**  
Pantone 4975c  
c50 m77 y68 k67

**Savannah Ochre**  
Pantone 7512c  
c27 m63 y100 k15

**Flame Red**  
Pantone 7579c  
c8 m80 y97 k2

**Terracotta Orange**  
Pantone 151c  
c0 m60 y100 k0

**Steel Grey**  
Pantone 431c  
c67 m52 y44 k18

**Dawn Teal**  
Pantone 3258c  
c62 m2 y45 k0

**Sunset Yellow**  
Pantone 7409c  
c3 m32 y98 k0



## 02 - OUR WORK FOR HOSPITALITY





## O2 - OUR WORK IN HEALTHCARE

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# Making a difference to the health and well-being of Bahrain's people

[FIND OUT MORE](#)

### About us

We are a friendly, professional and caring team who treat and bring relief to neck and back pain, shoulder, arm and hand problems, muscle, ligament and joint injuries, disc problems, trapped nerves and more. We treat leg pain and sciatica, tendon injuries and postural problems and we are experts in sporting injury rehabilitation.

We offer osteopathic treatment together with therapeutic massage, integrated with a range of additional healthcare practices. We use a broad range of gentle hands-on techniques including soft tissue stretching, deep tactile pressure, and mobilisation or manipulation of joints and, as part of our patient treatment and management, we may suggest how to maintain a realistic level of health.

For example, exercises to improve posture, or giving advice on diet and lifestyle enhancement. Our treatments provide natural pain relief and improved mobility for every age group, from newborn babies through to the elderly.

Back on the Move is proud to be the first integrated healthcare practice to be licensed in the Kingdom of Bahrain. We are dedicated to improving the lives of Bahraini citizens and expats from all walks of life and contributing to the social well-being of our Country. We look forward to helping you get back on the move again.

**Lana D. Peters**  
BSc (Hons) Ost. Med., DO, ND.

**Lana Peters**  
Osteopath (BSc/Hons)

**Christopher Skelton**  
Osteopath

**Belinda Spratt**  
Massage Therapist

**Cathryn Jones**  
Rehabilitation Trainer

**Annela Ferrer**  
Massage Therapist

**Yasmeen Faleh**  
Office Administrator

**Michelle Vilella**  
Receptionist

### Make a booking

Back on the Move Osteopathy  
First Floor, Building 1072, Souk Al-Raya  
Road 3622, Block #36, Seef District,  
Kingdom of Bahrain

Telephone: +973 77 300 600  
Mobile: +973 3919 7480

Send us an Email:  
[hello@backonthemove.com](mailto:hello@backonthemove.com)

[Call from your mobile](#)

Name:

Email:

Phone:

Message:



We were instrumental in helping to establish **Back on the Move Osteopathy as the first licensed alternative health centre in Bahrain** - creating the brand, the systems, collateral, website and advising on interior design. We wrote submissions to the National Health Regulatory Authority and assisted with the growth of the business.



## O2 - OUR WORK IN HEALTHCARE (AND TELECOM RETAIL)



**A website for HV Holistic Health & Corrective Training.** We developed a wide range of collateral including franchising support material.

**Branding a telecom retail network in Kuwait.** This included the brand, strategy and positioning (Let's Connect) and in-store merchandising.





**We developed a brand for Bahrain Maritime Academy**, styling this on a quasi-military insignia to create a feeling of authority and also branded Smart Boating Centre, a retail provider of marine equipment and rentals.

**We worked with BIBF** (Bahrain Institute of Banking and Finance) for several years developing brand propositions and corporate collateral. This included support for their significant education and training initiatives and we developed the tagline of “never stop learning”.

## Other Services: Consulting for master-planned developments, individual building projects and destinations

- **Naming** studies to create new suburbs for a country, for master-planned developments or for components within developments;
- Comparative **audits** of other projects;
- **Perception analysis** and research;
- **Branding** of real estate components or destinations, relative to target audiences. Lifestyle attribute creation, target positioning;
- **Street mapping** and naming;
- Development of **project launch material** and VIP packs;
- Design of environmental **signage and wayfinding** systems; design and implementation of large scale **graphic systems** for building façades;
- **Experienced in the creation of mega-developments** such as Bahrain Financial Harbour working with GFH and other real estate developments for Ithmaar Bank, Investcorp; Ibdar Bank.
- **Experience with Project Developers** (such as branding of Amwaj Islands components working with Tameer and Durrat Marina for Durrat Developers)
- **Experience with Leisure Operators**, marketing leisure destinations; Royal Golf Club, Gulf Hotels Group, The Grove Resort, Amwaj Islands etc.
- Launch of residential towers and gated communities for a variety of clients.



## Other Services: Branding and full-service solutions for retail banking and corporate clients

- **Full Retail banking solutions** from branding to tactical and promotional, above and below the line.
- We have conducted many **high profile branding and total communications projects** for retail banks across the GCC and MENA, advising on business and brand strategy, implementing the systems required and following through by providing full services in marketing and integrated communications.
- Retail banking services include **network and customer segmentation strategies**, cards marketing, high net-worth marketing, tactical and promotional marketing.
- Customer information collateral; **Segment-specific marketing solutions**.
- **Highly experienced** in credit card segmentation and marketing; customer loyalty programmes; retail network strategies; customer information collateral.
- **Branch-specific communications** include customer journey mapping; information display; signages, wayfinding and merchandising.
- High capability in **signage, wayfinding and environmental design** ensures that the brand is fully integrated to physical space.
- **In-depth communications audits** create clarity and inform subsequent work.
- Development of **underlying brand and business strategy** includes positioning statement and clearly defined vision and aspiration principles.
- **Strategic HR programmes** ensure that stakeholders and staff are trained and fully aware of brand and/or service values.
- Full **branding and subsequent implementation** for BBK, Burgan Bank Kuwait and Turkey, Commercial Bank of Qatar, Ghana Commercial Bank, Ithmaar Bank including development of branch designs, networks and customer journey.

## 02 - OUR CONSUMER WORK



**We brand a variety of societies and associations** - in this case Bahrain's Triathlon Association. We also have designed brands for the Bahrain India Society, Bahrain British Business Association and quite a few more.



**SME brands.** We create a large volume of brands for start ups and small businesses. Deliverables may be limited to just 'A logo and stationery' but we always go the extra distance.



## Other Services: Communication solutions for IPO and investment banking

- Significant **23+ year experience** of working within the financial industry, producing corporate profiles, annual reports, financial reports and investor presentation material plus branding and promotion.
- We specialise in the **time-critical production** of large-scale, legal and financial publications, such as investment fund documentation including offer memorandums; summary documents; pitch-books and more.
- **Absolute integrity** of typesetting and production - 150 page financials with zero errors produced in as little as three days!
- Time critical **production of quarterly financial adverts** for a variety of clients. These are produced in two languages and are turned around in as little as 48 hours to meet publishing dates.
- Investment banking **clients include** Investcorp; Gulf Finance House; Arcapita; Arbah Capital; Asas Capital; Ibdar Bank; Gulf One Bank; MAN Investments; QInvest; NCB Capital; Capital Management House; ADIH; Al Salam Bank; First Energy Bank; Ithmaar Bank - and more.
- Experts in the development of legal documentation, investment placement material and annual reports gives us the **credentials** to be **able to meet the demands** of IPO production.
- **Building brands** for investment banks through consistent grid systems and fund delivery.
- Creating the launch documentation for **virtually 100% of the IPOs** that have taken place in Bahrain over the last two decades.
- **IPO Documentation** and marketing for Naseej; Nass Corporation; Zain Bahrain; Eskin REIT. (which also involved a high degree of educational marketing). Plus production for the KFH Kuwait, purchase of Ahli United Bank ordinary shares.
- **Annual reports for multiple clients** including Eskin Bank; QInvest; Gulf Finance House; Commercial Bank of Qatar; Ahli Bank Oman and Qatar; Burgan Bank; SICO Investment Bank; Khaleeji Commercial Bank; Bank of Baghdad; Oasis Capital Bank; International Investment Bank; GIB; BIBF and many more.



As a full service brand-led firm, we develop marketing solutions that are grounded in business, yet with creative flair - through skills that are well-proven.

In addition to leisure, retail and hospitality, our work covers banking and finance - both investment and retail banking; real estate and destination marketing; IPO and legal, and we also work for various government departments, transport and Industry.

**We launched Bahrain's new currency** (some years back) for the Central Bank of Bahrain, creating an information campaign educating consumers and trade on the finer details of the new banknotes - and their new security features - and in doing so contributing to every retail operation in the Kingdom



## THANK YOU

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change the language

