

REAL ESTATE DEVELOPMENT
AND CONTRACTING
DESTINATION MARKETING

WORK FOR THE REAL ESTATE INDUSTRY ACROSS THE GULF

AUGUST 2025

acuity
change the language

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01

An overview of our 25-year service for the real estate industry

For over two decades, we have created solutions for the real estate and destination industries, from deep-thinking in branding, project naming and wayfinding, through to longer-term tactical marketing. Building insight. Developing reality.

01 - SOME OF OUR REAL ESTATE AND DESTINATION CLIENTS



01 - SOME OF THE REAL ESTATE / DESTINATION 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
Aljazeera Supermarkets
Alosra Supermarkets
American University of Bahrain

Amwaj Islands

Arcapita
Arbah Capital, KSA

Archstone Real Estate

Apex Real Estate

Bahrain Gasoline Blending
Bahrain Government

Bahrain Seaports

Bahrain Marina

Bank ABC
Bank of Baghdad
Bank of Bahrain & Kuwait

Bareeq Al Ritaj Real Estate

BIBF

BIGC

BMMI Group
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

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

Ibdar Bank
IDworks Interior design
IFAN maritime
Instrata Capital
International Investment Bank
Investcorp
Ithmaar Bank

Ithmaar Development Co.

Khaleeji Commercial Bank

Knight Frank

Kooheji Contractors

Kooheji Development

Kuwait Finance House

Menas
Muntaza Supermarket
My Deli

Naseej

Nass Group

NCB Capital

Premier Group

QInvest, Qatar

Royal Ambassador

Royal Golf Club

Riffa Palms

SICO Investment Bank
Syria Gulf Bank
Technicas Reunidas
Thejo Hatcon
United Finance, Oman
Zain Bahrain

02

Experience in naming and marketing the large destinations of tomorrow

Since 2001, we have worked with dozens of leading real estate companies, projects, developments and leisure operators from around the region, and we have gained an intimate knowledge of the destination industry and the physical projects we help promote.

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

Consulting for master-planned mixed-use 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.



We have worked for Gulf Finance House since the year 2000, creating all of their investment placement material comprising many dozens of investment fund packs - and helping to build their brand through a consistent and unique grid system. The example above is a recent project raising capital for a new boutique hotel to be included in the Harbour Row project.

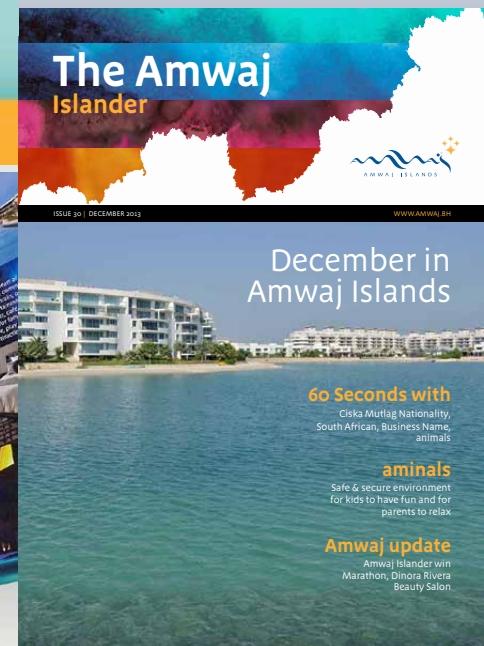
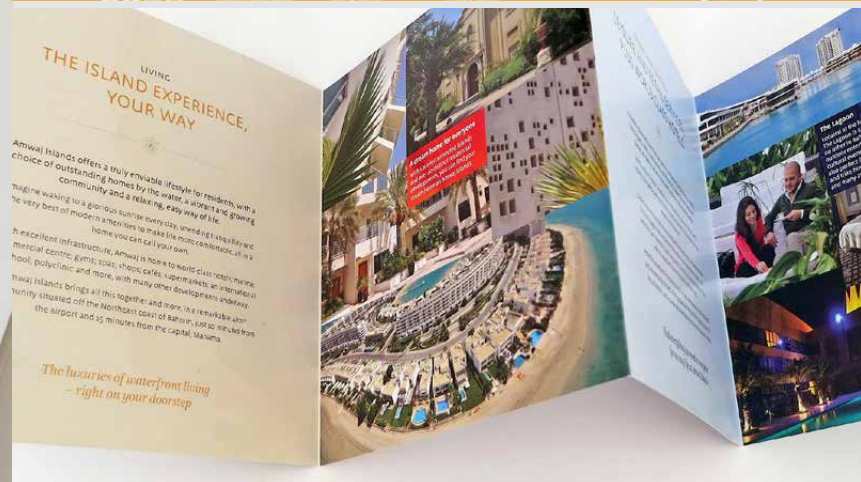
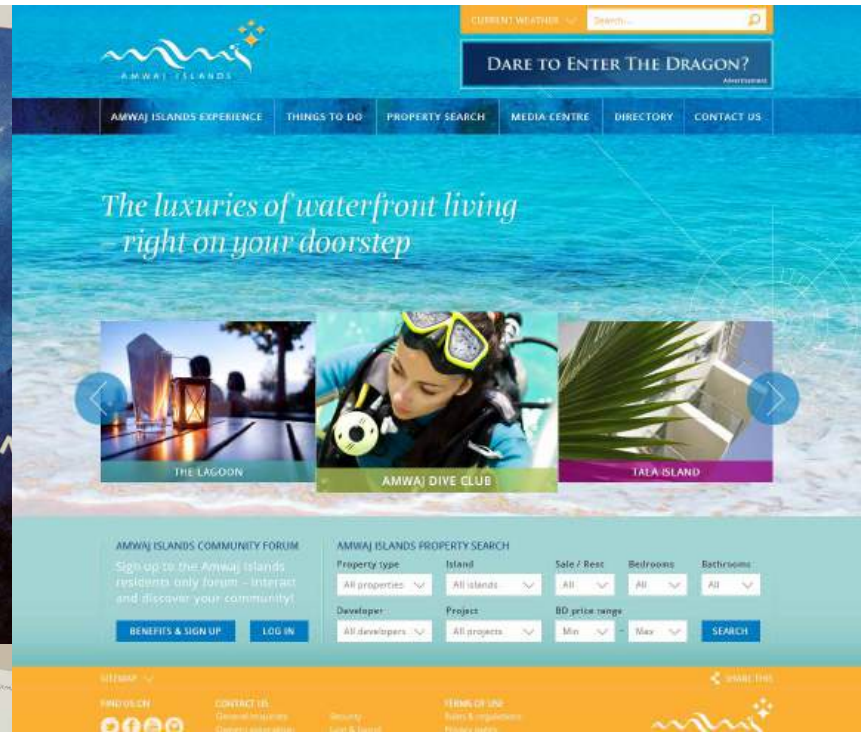
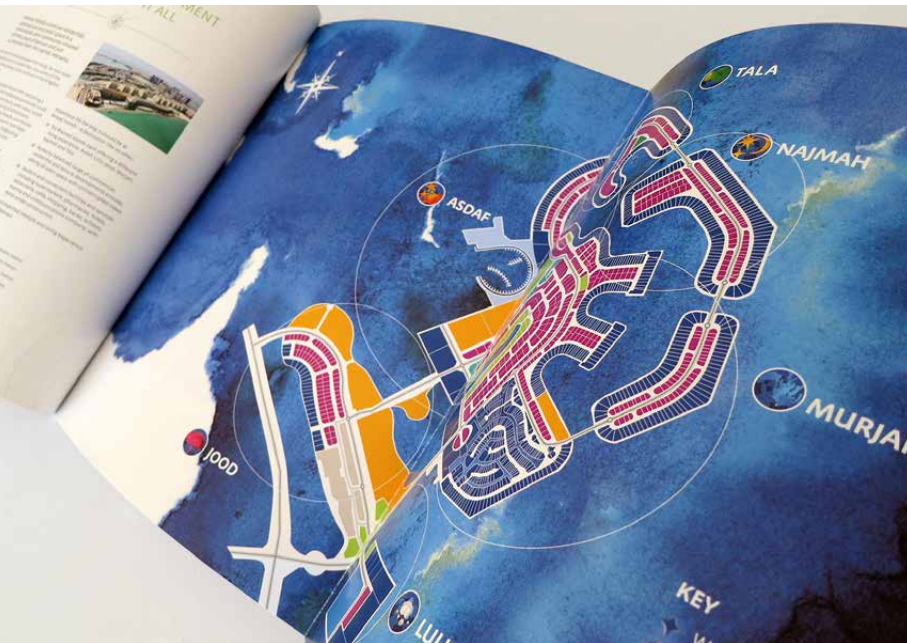


Naming, branding and all launch material for a new master-planned residential development on Bahrain's south-eastern coast. The destination has a shared 'entertainment island' at its core which becomes the Arabic noon or 'N' letter and thus removing any implication of 'menorah' from the shape of the reclamation.

Our work in real estate and related industries

- Bina'a Development - branding, strategising and naming for a mixed-use new suburb at the heart of Manama, Bahrain for **Premier Group**
- Launch of **Fontana towers**, a high rise up-market residential tower for **Kooheji Developments**. Work comprised integrated advertising channels.
- Launch of the first REIT in Bahrain for **Eskan Bank**, multi-level marketing to educate and inform in order to launch on the Bahrain Stock Exchange.
- Creating a comprehensive, multi-tiered marketing plan for **Bahrain Marina**.
- 12 years of destination marketing for **Riffa Golf Club**, covering sport and all F&B outlets including branding, naming and ongoing tactical and promotional marketing
- Integrated marketing and website design for **Durrat Marina**, a US\$ 1.3 billion waterside development, part of **Durrat Al Bahrain**. Creation of naming and branding for the development's marina-frontage retail development.
- Working with **Kuwait Finance House** and the Durrat team to brand and launch The Crescent, Durrat's central commercial quarter.
- **Naseej** - Creation of large scale submission documents (c. 2,000 pages) to promote an affordable housing concept to Bahrain Government.
- First marketing collateral for **Bahrain's Financial Harbour** high rise development - some time ago, working with the architects when the project was still at the 'clay model' stage.
- Continued work with **Gulf Finance House** for **Al Areen Development**; Harbour Row and numerous real-estate projects.
- Branding **Tala Island** and subsequently working with **Tameer** (corporate profile) and **Amwaj Islands** management right through to the present day, working with **Matrook Holdings** on corporate profiles and websites.

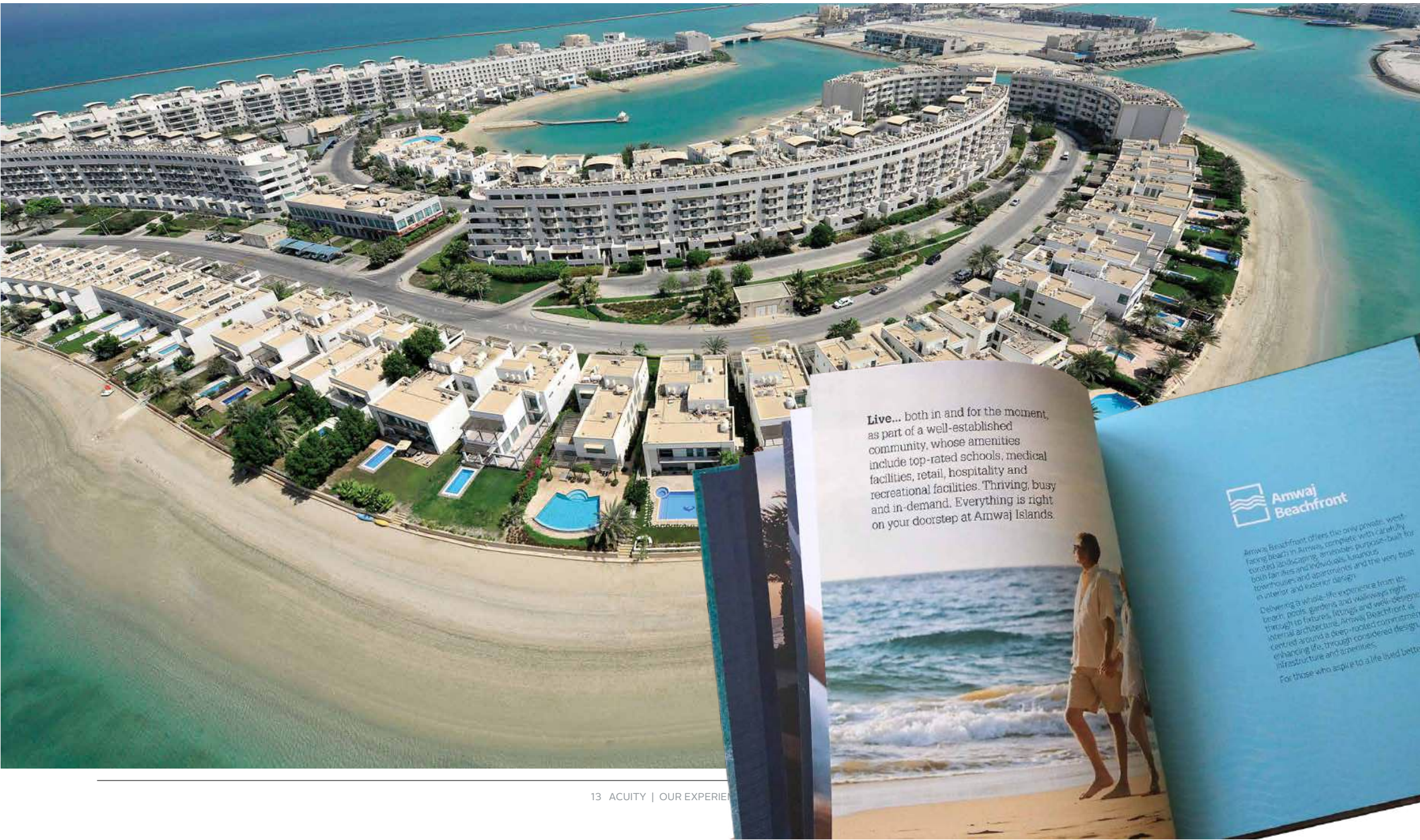
Complete refresh of the Amwaj Islands brand. The project included, photography, brochures, advertising, film, website and mobile app.



More work in real estate and related industries

- Naming, brand identity and marketing brochures for a new building in Dilmunia - '**Strata**' for **Archstone**, a real estate company that we branded.
- Naming, branding and marketing brochure for a revitalised **Amwaj Beachfront** for Esterad.
- Naming, branding and marketing brochure for '**The Breeze**', a luxury apartment block in Dilmunia for Apex Real Estate.
- Naming, branding and marketing collateral suits for Hasabi, a reclamation in Bahrain's South City that is now called '**Nuun**'.
- Promotional work for Gulf Finance House's, '**Harbour Row**', together with strategic material for a new hotel entity within that development.
- Working with **Premier Group** to develop the first marketing material for a new **Outlet Mall concept** for Bahrain's southern governate.
- Branding Bahrain's first investment park and free-zone in Hidd, **Bahrain International Investment Park**
- Writing a book about Bahrain's ports and launching the new **Shaikh Khalifa Port** in Hidd.
- Working with Eskan Bank to promote **social housing in Bahrain**. This work included significant work with Naseej (we launched their IPO) and Ithmaar Development Company.
- Working with **Edamah** to launch **Sa'ada Bahrain** and creating a tenant signage guideline for **Wadi Al Sail**.
- Branding **Kooheji Contractors** and launching Fontana Towers in Juffair. Branding and promoting **Royal Ambassador**. Creating websites for the group including Kooheji Developers.
- Branding of **The Palms** shopping centre in Riffa. Branding the **Royal Golf Club** (and working on all promotions for Riffa Golf Club for 12 years).
- Working with **Abaad Real Estate** on multiple marketing projects.
- Plus many more...

We branded Tala Island quite some time ago, and more recently rescued a stalled project - Amwaj Gate - by creating a new name, brand and sales material to launch the first phase of the new endeavour - its beachfront villa duplexes.



Live... both in and for the moment, as part of a well-established community, whose amenities include top-rated schools, medical facilities, retail, hospitality and recreational facilities. Thriving, busy and in-demand. Everything is right on your doorstep at Amwaj Islands.

Amwaj Beachfront

Amwaj Beachfront offers the only private, west-facing beach in Amwaj, complete with carefully curated landscaping, amenities purpose-built for both families and individuals. Lush, lush townhouses and apartments and the very best in interior and exterior design.

Delivering a whole-life experience from its beach, pools, gardens and walkways right through to interiors, Amwaj Beachfront is centred around a deep-rooted commitment to enhancing life through considered design, infrastructure and amenities.

For those who aspire to a life lived better.

02 - OUR WORK FOR THE REAL ESTATE / DESTINATION INDUSTRY

Integrated marketing for Durrat Marina Development including website creation, print collateral, flyers and primary development brochure in print and electronic forms, B2B (Investor) programmes, Apartment sales(Consumer) initiatives. Branding of retail component together with wayfinding and signage systems, outdoor and event marketing.

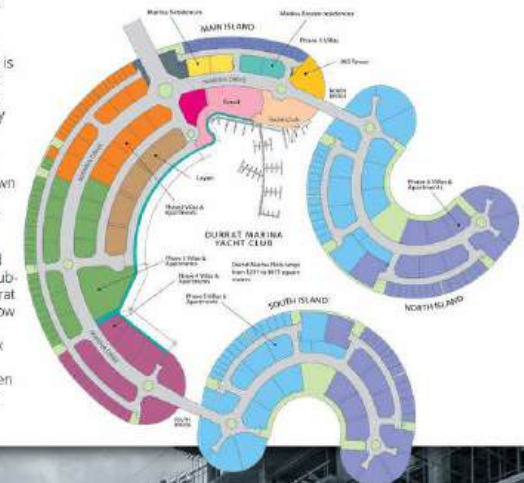
Naming and Branding of retail mall.



LIVE YOUR DREAM AT DURRAT MARINA, BAHRAIN. A NEW WATERSIDE COMMUNITY FOR A NEW ERA

Durrat Marina is a US\$ 1.3 billion, iconic waterside development that has been conceived and shaped by some of the world's leading designers and is envisaged to be one of the finest examples of urban planning in the world today. A reflection of the unlimited potential of dreams, Durrat Marina is a grand vision for waterside living and a blueprint for a landmark community for the 21st century. The winner of CNBC Property Award in 2008, the development is a key component of the US\$ 6 billion Durrat Al Bahrain. Covering an area of 600,000 square metres, and catering to nearly 4,000 households, this specially designed waterfront project comprises villas; town houses and apartments; commercial space; recreational facilities; restaurants and cafes. The marina will accommodate up to 400 berths for boats and yachts, with all the needed facilities and services.

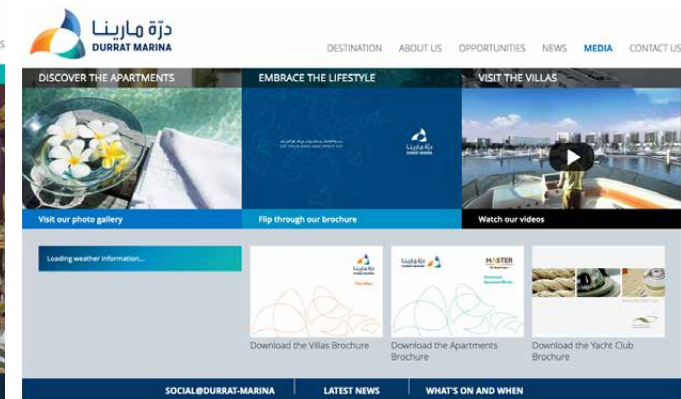
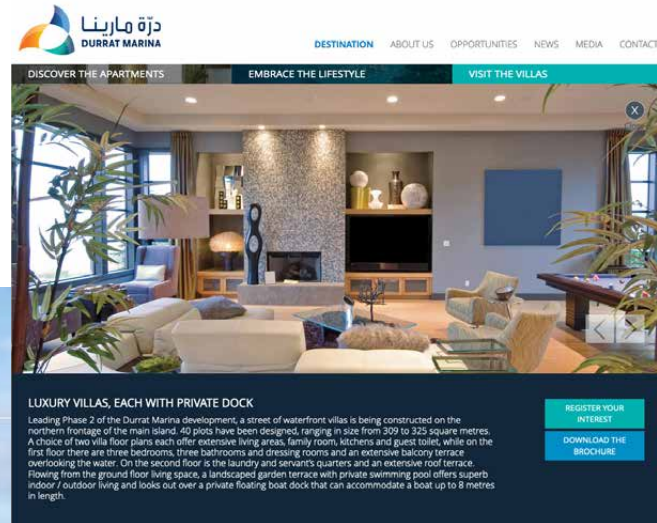
Three islands form the extent of the master-plan. The main island is linked by bridges to the north and south islands. Developed in phases, various sub-developments have been named and branded to date. These include Durrat Marina Yacht Club together with a retail strip that overlooks the marina, now under construction. Marina Breeze and The Residences residential apartments are nearing completion and 360o, a mixed-use tower complex overlooking the marina is also in final stages of construction. In addition, Layan, a residential masterpiece complete with private water park, has been announced. Phase 1 waterside villas have been constructed, with Phase 2 villas now underway.



دعوا ارواحكم تحلق في آفاق الحلم
LET YOUR SOUL AND SPIRIT FLY



02 - OUR WORK FOR THE REAL ESTATE / DESTINATION INDUSTRY



Durrat Marina is a reflection of the unlimited potential of dreams. It is a grand vision for the next level of living and a blueprint for a landmark city of the 21st century. The winner of CNBC Property Award in 2008, Durrat Marina is being jointly developed by Inovent and Durrat Khaleej Al Bahrain and is a key component of the US\$ 6 billion Durrat Al Bahrain. This US\$ 1.3 billion, iconic waterside development has been conceived and shaped by some of the world's leading designers and is envisaged to be one of the finest examples of urban planning in the world today.

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O2 - OUR WORK FOR THE REAL ESTATE / DESTINATION INDUSTRY

A launch campaign for Dilmunia, a reclaimed island slated to become a centre for healthcare and lifestyle living. To answer the brief we developed an integrated campaign centred around the premise that “healthy living has one address” - Dilmunia. We developed a full suite of collaterals including a concept of postage stamps to reinforce the ‘address’ theme.



The Dilmunia masterplan

Wellness

1. Wellness Centre
2. Diagnostic Centre
3. Nutrition Centre
4. Diabetes Centre
5. Aesthetics Centre
6. Sports Medical Centre
7. Women and Children Hospital
8. Future Hospital

Nature

9. Wellness Garden
10. Dilmunia Waterway
11. Reflection Field
12. Spray Pool
13. Jetty Pool
14. Moor
15. Wetlands
16. Botanical Garden
17. Dilmunia Boardwalk
18. Dilmunia Runner
19. Dilmunia Terrace
20. Dilmunia Boardwalk
21. Dilmunia Jetty
22. Dilmunia Promenade

Lifestyle

23. Dilmunia Administrative Centre
24. Lifestyle Genesis
25. Lifestyle Quay
26. Lifestyle Shop
27. Lifestyle Plaza
28. Lifestyle Pavilion

Hospitality

29. 4-Star Middle Eastern-inspired Hotel & Serviced Residence
30. Food-inspired Boutique Hotel
31. Thai-inspired Boutique Hotel
32. Chinese-inspired Boutique Hotel

Residence

33. Lifestyle Studio Pads
34. Riverside Housing
35. Quayside Housing
36. Waterside Housing
37. Luxury Condominiums
38. Exclusive Villas



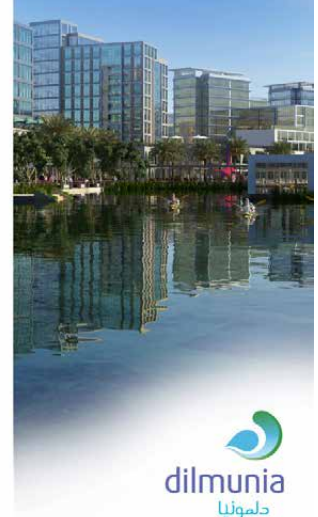
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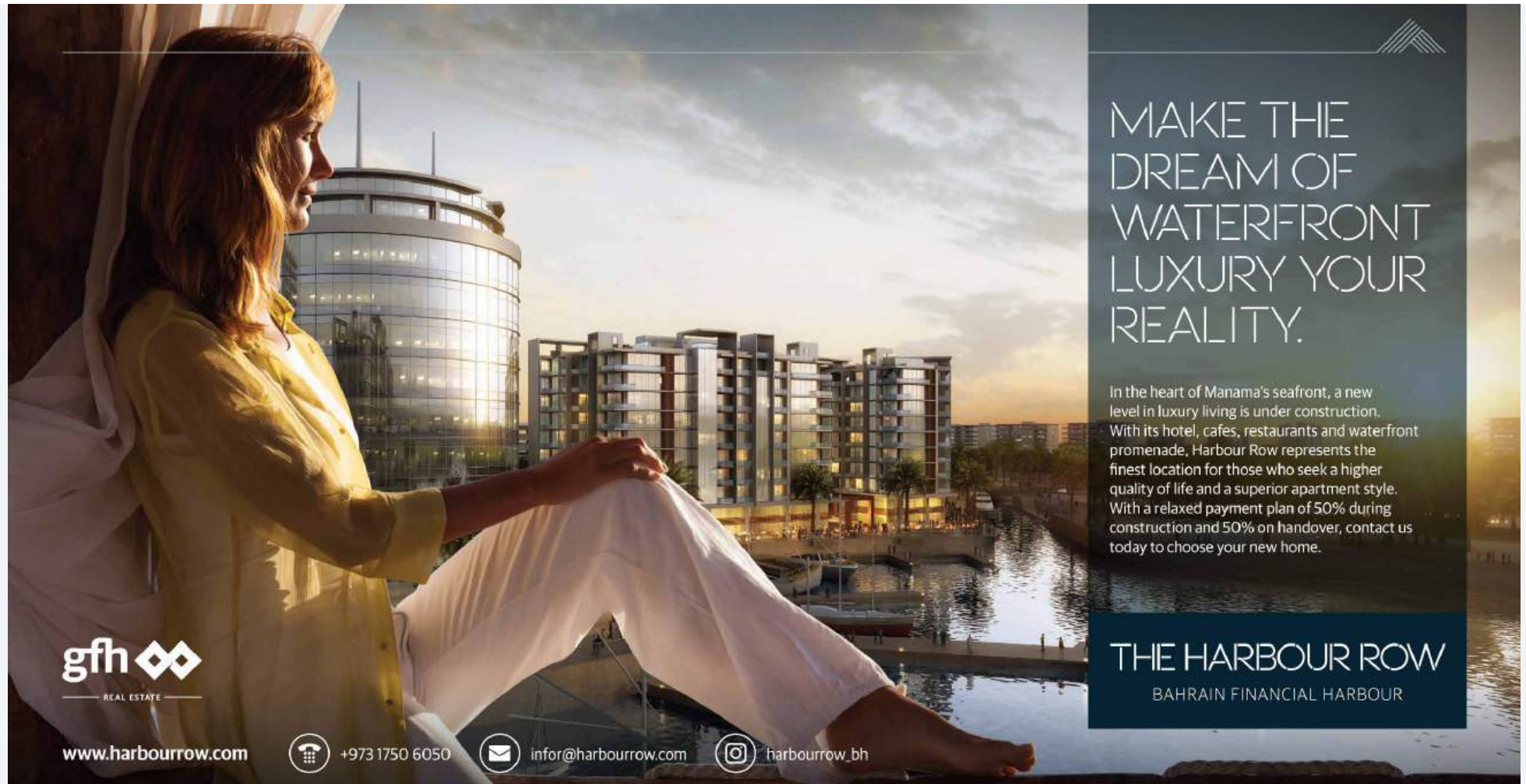
www.dilmuniaatbahrain.com



Investment
has one web
address...

www.dilmuniaatbahrain.com





MAKE THE
DREAM OF
WATERFRONT
LUXURY YOUR
REALITY.

In the heart of Manama's seafront, a new level in luxury living is under construction. With its hotel, cafes, restaurants and waterfront promenade, Harbour Row represents the finest location for those who seek a higher quality of life and a superior apartment style. With a relaxed payment plan of 50% during construction and 50% on handover, contact us today to choose your new home.

THE HARBOUR ROW
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gfh REAL ESTATE

www.harbourrow.com

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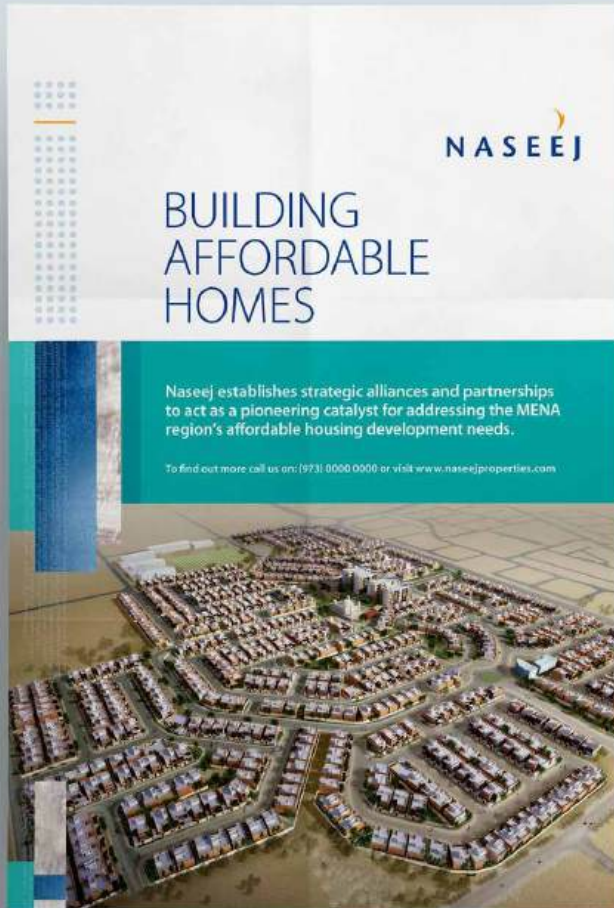
harbourrow_bh

Various marketing work for Gulf Finance House - including brochures and ad campaign concepts for Harbour Row together with an investment memorandum for Club Privé, a proposed exclusive hotel operator for the development.

02 - OUR WORK FOR REAL ESTATE FINANCING



We have produced legal documentation for 90% of Bahrain's IPOs over the years including Naseej; Zain Bahrain; Nass Corporation; Kaleeji Bank and most recently, APM Terminals. For ESKAN REIT we also created a full suite of marketing materials and a launch campaign in Press and online together with a custom website. Part of the job was to educate the public about what a REIT is...



Case-bound book created in three languages for Road-show, with VIP version for events; advertising campaign to launch affordable housing concepts and tie in strategic partnerships with land-owners. Additional work was developing an online campaign to launch Naseej' 'Canal Views' development at Dilmunia



We were commissioned by Kuwait Finance House, to market The Crescent, a new commercial hub for Durrat Al Bahrain. We created a brand together with a case-bound book to showcase the vision of the Crescent and to market plots of land within the development to investors around the region.

O2 - OUR WORK FOR REAL ESTATE DEVELOPMENT



Rebrand of Kooheji Contractors. Full rebrand including all stationery systems, corporate profile, hoardings design, brand manual, website development. Fontana Towers. A suite of marketing tools to launch the opening of a luxurious twin tower residential development in Juffair. We commissioned photography and designed a range of brochures; an awareness campaign; direct mail and invitations for the official launch.

02 - OUR WORK FOR THE REAL ESTATE FINANCIAL INDUSTRY



We produced the first collateral for Bahrain's Financial Harbour, creating brochures and various marketing and capital-raising material, working with detailed drawings, clay models and architects' renderings to organising photography (shooting the first pilings being installed following land reclamation). We have continued to work with various property developers and financiers on the project since launch.

02 - OUR WORK FOR THE REAL ESTATE SERVICES INDUSTRY



Working with Gulf Finance House, we developed Real Estate Investment seminar material, various investment fund packs and, along the way, helped to launch Knight Frank's Middle East operations.

02 - OUR WORK FOR THE REAL ESTATE DEVELOPMENT INDUSTRY



For BIBF (Bahrain Institute of Banking and Finance) we created a digitally produced case-bound book to launch its new campus building located in Bahrain Bay - and continued to create a wide array of real estate related investment fund packs (this one in conjunction with Knight Frank).

02 - OUR WORK FOR REAL ESTATE / DESTINATION MARKETING



As part of our work with Durrat Marina, we created a master-plan brochure presentation aimed at both parcel investors and the general public (buying apartments). This featured real life photos showing the progress of turning architects' renders into reality - which resonated well with all stakeholders and brought a sense of reality to the US\$ 1.2 billion development.

O2 - OUR WORK IN DESTINATION MARKETING



We developed a brandmark and applications for a retail mall in Bahrain, envisaged by Amlak. The brand embraced Arabic roots with a contemporary twist through colour vibrancy to create an atmosphere of diversity and fun.



For APEX Real Estate, we developed a brand for a medium rise, high quality apartment building located on the eastern shore of Dilmunia Island - a reclaimed 'health island' off the coast of Muharraq. We then created marketing material.

Bilaj Al Jazayer / A Vibrant Place To Be

Edamah's initial focus is on the detailed design and approval of Phase 1, and most particularly the construction of the first hotel and mixed-use buildings with associated supporting infrastructure.



We have worked with Edamah on a number of projects including collateral for the newly launched Bilaj Al Jazayer beach development, Wadi Al Sail Mall and on Sa'ada on the coast of Muharraq. Our remit covered branding, promotional and wayfinding signage, while for the Wadi Al Sail Mall, we created a comprehensive tenant guide.



Naming and branding of a stand-alone building in Dilmunia together with collateral production.

02 - OUR WORK IN DESTINATION MARKETING

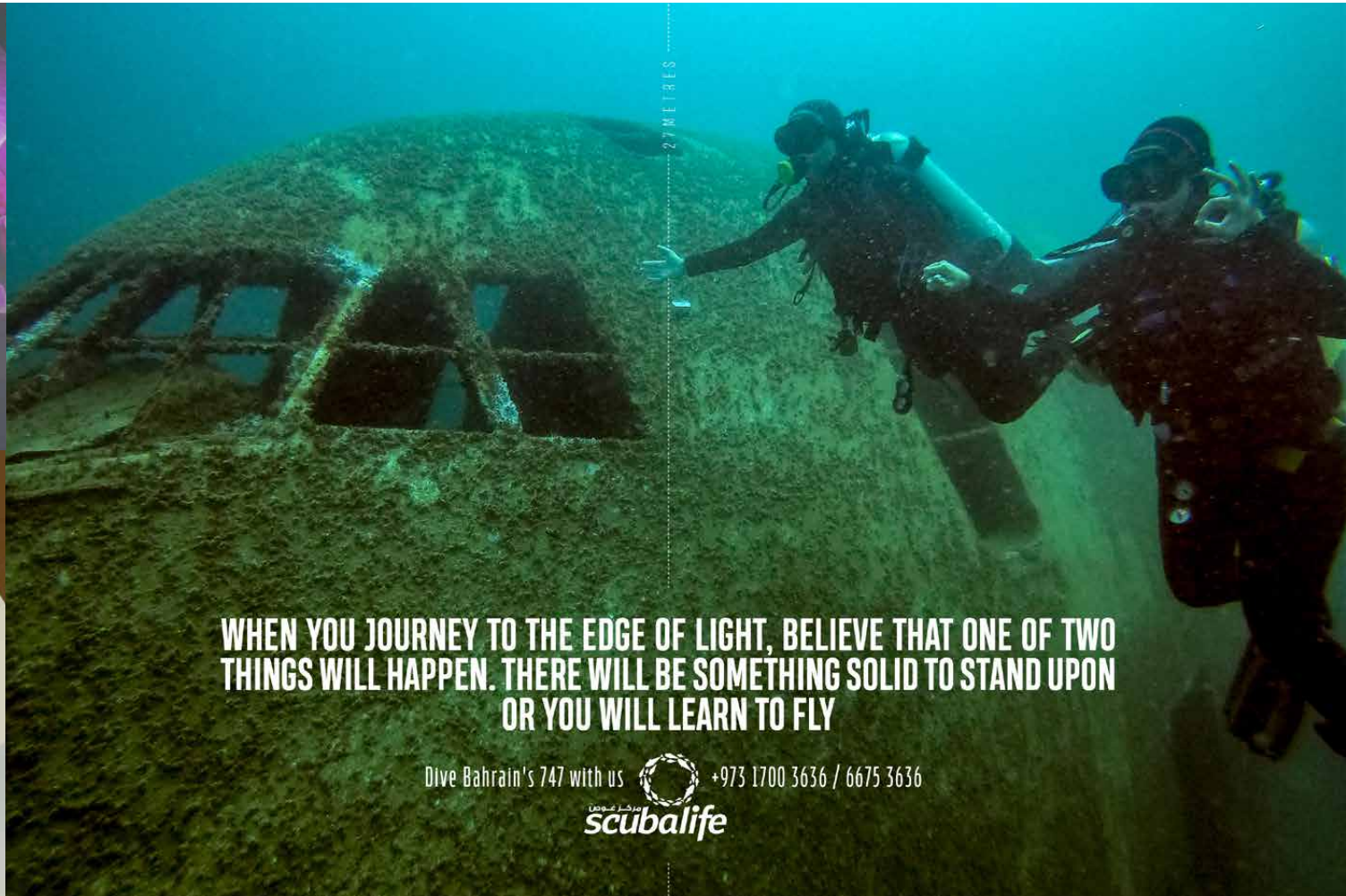


We created all of the tactical and promotional marketing for Riffa Golf Club since 1999, rebranded the destination to become Royal Golf Club and then continued with its tactical and promotional marketing focus. Subsequently we branded and helped launch the new Education City Golf Club, in Doha.

02 - OUR WORK IN DESTINATION MARKETING



Corporate literature and branding for Royal Ambassador, part of the Kooheji Group. Below: Annual Report production for ESKAN BANK promoting affordable housing developments.



We market a wide variety of destinations - even if they're submerged. In this case we were commissioned to promote Bahrain's new underwater theme park with its sunken 747 aircraft, forming a man-made reef and a source of inspiration for those who journey below.

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.

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; Eskan 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 Eskan 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.



Burgan Bank Kuwait - Full rebranding with implementation across all customer touch points; Creation of revitalised branch network and interior / exterior design work together with customer segmentation and branch network strategy.

BBK Bahrain - Full rebranding with development of Brighter Banking strategy and the creation of a new banking network comprising a new 'Financial Mall' initiative that promoted relationship banking as primary and pushed old-fashioned tellers (transactional banking) to the back.

Other Services: Sales-driven solutions for 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.

Development of customer **loyalty programmes** for mass market and high net worth sectors.

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

Customer segmentation strategies 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.



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 real estate, our work covers banking and finance - both investment and retail banking; leisure and retail; hospitality; FMCG; super-marketing and healthcare industries, 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.

THANK YOU

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