



BRAND DESIGN FOR A WIDE VARIETY OF  
CLIENTS ACROSS A BROAD SPECTRUM  
OF INDUSTRY SECTORS

## WORK IN STRATEGIC BRANDING AND POSITIONING

APRIL 2024

**acuity**  
change the language

© Acuity One, all rights reserved. The strategies, concepts and components comprising the material presented within this document are protected by copyright. Unauthorised copying or reproduction of any of the elements contained in this publication is prohibited.

# 01

## **An overview of our 25-year service in positioning and branding**

For over two decades, we have created brand solutions for a wide variety of industries - from retail and investment banking, real estate, industry, government, hospitality, FMCG, leisure destinations, corporates and start-ups.

Strategic services through deep-thinking for market positioning, business differentiation, naming and branding.

## Our services

### Thought Leadership

- Brand analysis
- Brand values, Mission, Vision
- Brand Personality Development
- Brand Tone of Voice
- Brand Positioning
- Brand Naming
- Brand Strategy Development
- Content and Language
- Brand Auditing
- Brand Education (stakeholders)

### Quality realisation

#### Design

- Master-brand Design
- Brand Identity Guidelines
- Copywriting
- Annual and Financial Reports
- Corporate Profile Design
- Newsletter Design
- Internal and External Signage
- Exhibition and event collateral
- Print Production
- Point of Sale and Merchandising

#### Environmental Design

- Brand Messaging
- Internal Environmental Standards
- Way-finding
- Customer Journey
- Experiential Design
- Point of Sale and merchandising
- Material selection
- Production Management

### Communications

- Marketing strategies and plans
- Marketing activities calendar
- Advertising campaigns
- Copywriting (campaign headlines and body copy)
- Campaign rollout management
- Social Media
- Email Communications
- Digital Display Advertising
- Re-targeting / Re-marketing
- Search Engine Marketing
- Video
- Outdoor
- Press / Print / Direct Marketing
- Promotions
- Point of Sale
- Events

### Web

- Website Design
- Content Writing Development
- Key Messaging
- Social Media Integration
- Forms
- News/Blog
- Gallery & Portfolio
- Analytics Dashboard
- Payment Gateway
- API Integration
- Parallax and SVG Animation
- Content Maintenance
- Search Engine Optimisation (SEO)
- Google Analytics
- Hosting

## 01 - A SELECTION OF THE CLIENTS WE WORK WITH

---

Abaad Real Estate	Bank of Bahrain & Kuwait	Fontana Towers	Kula Restaurant
Abu Dhabi Investment House	Bareeq Al Ritaj Real Estate	Future Telecoms, Kuwait	Kuwait Finance House
Ahli Bank Oman	BeRehab	Ghana Commercial Bank	Menas
Ahli Bank, Qatar	BIBF	Global Sourcing & Supply	Muntaza Supermarket
Al Salam Bank	BIGC	Gulf Business Machines	My Deli
Al Matrook Holdings	BMMI Group	Gulf Finance House	Naseej
Al Meer Group	BMMI Shops	GFH Capital	Nass Group
Al Noor Supermarkets, Oman	Box It Restaurants	Gulf Hotels Group	NCB Capital
Aljazira Supermarkets	Burgan Bank	Gulf International Bank	Onix Ladies Gym
Alosra Supermarkets	Capital Management House	Gulf One Bank	Orchid Salon
American School of Bahrain	City View Real Estate	Harbour Row, GFH	Palms School
American University of Bahrain	CBI Dubai	HV Holistic Health	Premier Group
Amwaj Islands	Central Bank of Bahrain	Health Insight UK	Physio Relief
Arcapita	Commercial Bank of Qatar	Ibdar Bank	QInvest, Qatar
Arbah Capital, KSA	Diners Club, Qatar	IDworks Interior design	Royal Ambassador
Archstone Real Estate	Dilmunia	IFAN maritime	Royal Golf Club
Apex Real Estate	Dr Nadia Clinics	Instrata Capital	Riffa Palms
Back on the Move Healthcare	Durrat Marina	International Investment Bank	SICO Investment Bank
Bahrain Gasoline Blending	Durrat Al Bahrain	Investcorp	Studio Ceramics
Bahrain Government	Edamah	Ithmaar Bank	Syria Gulf Bank
Bahrain India Society	Education City Golf Club	Ithmaar Development Co.	Technicas Reunidas
Bahrain Seaports	Enhance, Oman	Jashanmalls	Thejo Hatcon
Bahrain Triathlon Association	Eskan Bank	Khaleeji Commercial Bank	United Finance, Oman
Bahrain Marina	Esterad, Amwaj Beachfront	Knight Frank	Yatta Sports
Bank ABC	First Energy Bank	Kooheji Contractors	Zain Bahrain
Bank of Baghdad	First Leasing Bank	Kooheji Development	



بنك بروقان  
BURGAN BANK

BBK



BGB



Royal Golf Club  
BAHRAIN

متحدون لعمان  
United for Oman



بنك سورية و الخليج  
Syria Gulf Bank

CAFÉ

be Rehab

قطر صدق الامنا

alosra  
الأسرة



DIVERSE  
ENGINEERING

فكر محلياً  
think local



The flame of ambition  
(Customer)

The crucible of care  
(United Finance)

United Finance Company is a financial services provider for individuals and businesses, offering responsive, friendly and helpful advice through services created to suit specific needs, making life easier for people who want to enjoy greater opportunities.

United Finance Company  
**Achieve more**



Whatever your ambition, we'll help you achieve [Achieve more here](#)

We're here to make life easier for you, so you can enjoy greater opportunities and achieve more. We do this by offering responsive, friendly and helpful financial advice and a range of financing options. Welcome to United Finance. **How can we help you today?**

Quick Links



Vehicle Finance



Equipment Finance



Business Finance



About United Finance

Over the past two decades we, at United Finance Company, have strived to remain the first-choice finance company in Oman. We've helped Omanis achieve more with structured finance packages and assistance from dedicated professionals working to understand and cater to our customers' long-term needs, and we are committed to providing customised and timely financial solutions.

Established in 1997, United Finance started its business with just one office in Muscat - and five established competitors. 25 years later, we have 8 branches, an asset base of RO 115 million, over 12,000 satisfied customers, and 135 staff members. We have earned a reputation as a finance provider that can be counted on to deliver, and to help our customers do more, grow more and achieve more.



**Quick**

Your financing approved in as little as 1 hour.



**Friendly**

Our friendly helpful staff will assist you in your application process.



**Easy**

Enjoy our hassle free finance application process.



**من سيفوز بجهاز آيفون  
١٣ برو؟ شاهدنا على  
البث المباشر**

كن معنا في البث  
المباشر في الساعة  
١٢ ظهراً في ٣٠ من  
أكتوبر على إنستقرام



المتحدة للتمويل  
United Finance  
أبوظبي - الإمارات

رقم الهاتف: ٩٢٦١ ٧٧٧٣  
خط رقم مجاني: ٨٠٠٠ ٨٢٢٢

شاهد السحب المباشر في  
الساعة ١٢ ظهراً بتاريخ ٣٠  
أكتوبر على إنستقرام

**من الفائز بجهاز آيفون  
١٣ برو، كن معنا في البث  
المباشر**

سيتم الاعلان عن ثلاثة  
فائزين محظوظين مع  
عرضنا الصيفي



المتحدة للتمويل  
United Finance  
أبوظبي - الإمارات

رقم الهاتف: ٩٢٦١ ٧٧٧٣  
خط رقم مجاني: ٨٠٠٠ ٨٢٢٢

**من سيفوز بجهاز آيفون  
١٣ برو؟ شاهدنا على  
البث المباشر**

كن معنا في البث المباشر في  
الساعة ١٢ ظهراً في ٣٠ من  
أكتوبر على إنستقرام



المتحدة للتمويل  
United Finance  
أبوظبي - الإمارات

رقم الهاتف: ٩٢٦١ ٧٧٧٣  
خط رقم مجاني: ٨٠٠٠ ٨٢٢٢



## Project example: Brand-led

### The Muntaza Project

We handled the strategic repositioning of Almeer Group, one of Bahrain's oldest family owned businesses, with full brand development of the Group and its subsidiaries.

One of the most important subsidiaries of Almeer Group is "Al Muntazah Markets", the oldest local supermarket chain on the island and a much-loved community brand.

We undertook extensive research into grocery shopping trends and, determining that no competitors were positioning their offer for 'just in time' small basket, shoppers of millennials / gen-Z, we positioned Muntaza as a C-store, then developing a slogan of "Where fresh meets local". This single statement drives the essence of the brand through colour, imagery and language, plus the internal refurbishment of the stores, aligning with new consumer shopping habits and expectation of fresh counters in-store.

Our strategy development effort also resulted in a minor name change, a complete overhaul of the brand look and feel and key brand messages. The project was a balancing act between maintaining the recognition of the Muntaza

brand and upgrading the positioning to attract a new customer base used to specific brands and high quality service.

Another learning exercise was customizing the brand applications to fit the cost requirements of production while maintaining high quality finishes and a consistent look. We advised the client on specific materials of outdoor signs, packages and in-store branding.

  
**Almeer**





# Never miss another point with my-muntaza

Pick up one point per BD 1 spent in-store and online

## Organic Goods

Treat your taste buds to delicious organic treats exclusively at Muntaza. Lorem ipsum dolor est.

Low Prices.  
Every day.  
On everything.

Prime Australian ribeye steak **new**

10.830

المنتزه مونتازا

جديد

1.830

المنتزه مونتازا

Weeknight Stirry **recipe**

المنتزه مونتازا

نعمكم بان تحافظ دائما على اسعار منخفضة وجودة عالية، مع الأطعمة الطازجة المختارة بعناية لتتناسب لمتطلباتكم

المنتزه مونتازا

اصناف الجبنة الشغية من جميع انحاء العالم

عرض خاص

المنتزه مونتازا

Our stores aim to offer a truly enjoyable shopping experience, embracing freshness and quality through dedicated deli and fresh-food counters, in a welcoming environment designed to suit the fast-paced lifestyles of today.

المنتزه مونتازا

Roast beef sandwich and coffee for BDT .5 **special offer**

المنتزه مونتازا

fresh green salad, with tomato, cucumber, onion and mint **special offer**

المنتزه مونتازا

Fresh cut prime New Zealand Ribeye steak **special offer**

المنتزه مونتازا

عرض خاص

خبزات متنوعة من خبزات يونانية مخصوصة يونانيا

المنتزه مونتازا

مقبلات هامة من بحار الطبخ

عرض خاص

المنتزه مونتازا

شعيرة مانتيزا طازجة محضرة يونانيا

عرض خاص

المنتزه مونتازا

## Project example: Campaign-led

This client had an existing contracted agency who were failing to deliver 'big idea' concepts for a brand new university. Their mistake? Trying to be 'clever' without considering the underlying issues, resulting in creative work that was more suited for an existing, established university.

What was needed was a very direct, simple proposition to drive enrolment for the very first semester of a brand-new university.

We looked at the issue and considered the fundamentals. What is this university? Why does it exist?

Basis of concept - It exists to provide an American college education IN BAHRAIN. Many Bahraini parents favour such an education, but are not comfortable with their children living overseas, so the concept was simple: "Study in the states, live in Bahrain" (at home).

Creative concept - How do you get right to the point visually across online, press and outdoor? The first thing that people think of for "American university" is the sports aspect. The football, basketball, baseball...

We created an integrated (digital-heavy) enrolment campaign. How? By shooting compelling imagery of Arab / Bahraini youth wearing American university / sports related clothing and accessories - a juxtaposition between a baseball shirt and hajab, thobe to American football... a concept of immediacy and cut through to the audience - and with low cost to shoot.

**Our campaign was very successful and over-achieved our planned KPI with 114%. We served almost 20 million impressions with 17,000 clicks recorded leading to an above average CTR of 0.89%. An average CTR ranges between 0.07% - 0.1% Moreover, we were able to generate over 119,000 engagements on social platforms leading to an above average engagement rate of 11.69%. An average engagement rate ranges between 3-5%.**

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).

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

سجل الآن! Enroll Now!

+973 1726 0798  
enroll.aubh.edu.bh

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



شهادة من جامعة  
أمريكية في البحرين،  
لمستقبل مشرق  
بالنجاح.

Earn an American  
University degree  
without moving  
to the States.

enroll.aubh.edu.bh

American  
campus,  
Bahrain  
address.

enroll.aubh.edu.bh

توفر الجامعة الأمريكية بالبحرين مجموعة من الخدمات المتنوعة مقدمة على يد هيئة مختارة من الأساتذة والمرشدين بمنهج فريد يقوم على مبدأ المشاركة، نعد التحريين للإلتحاق بسوق العمل بشكل أفضل. يقدم حرم الجامعة في الرفاع فرصة للنمو والتعلم في جو مفعم بالحيوية والتواصل. يمكن الطلاب من إكتساب القدرات العلمية والذاتية الضروريتان لضمان مستقبل مشرق بالنجاح.



الجامعة  
الأمريكية  
بالبحرين

للتواصل معنا  
+973 1726 0798

enroll.aubh.edu.bh +973 1726 0798 سجل الآن

ID CREATION

O2 - A SELECTION OF OUR BRAND DESIGNS



متحدون لعمان  
United for Oman



O2 - A SELECTION OF OUR BRAND DESIGNS



الإثمار القابضة  
Ithmaar Holding



بنك بروقتان  
BURGAN BANK



Spring  
PRIVATE OFFICE



AMERICAN  
SCHOOL OF  
BAHRAIN

Archstone



BMMI  
Shops



IFAN

الجزيرة  
Al Jazira



GSS  
Global  
Sourcing &  
Supply



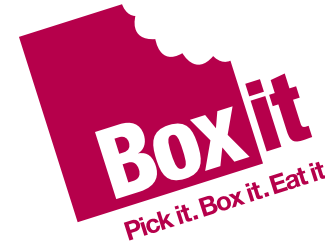
Al Batinah  
Development & Investment  
Holding Company

Kooheji  
Contractors

02 - A SELECTION OF OUR BRAND DESIGNS



O2 - A SELECTION OF OUR BRAND DESIGNS



## O2 - A SELECTION OF OUR BRAND CAPABILITY



**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.



## O2 - A SELECTION OF OUR BRAND CAPABILITY



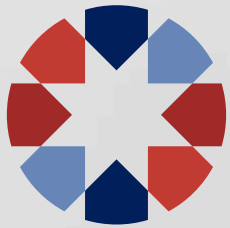
We created all of the tactical and promotional marketing for Riffa Golf Club since 1999, rebranded the destination to become Royal Golf Club and then continued with its tactical and promotional marketing focus. Subsequently we branded and helped launch the new Education City Golf Club, in Doha.

O2 - A SELECTION OF OUR BRAND DESIGNS



O2 - A SELECTION OF OUR BRAND DESIGNS

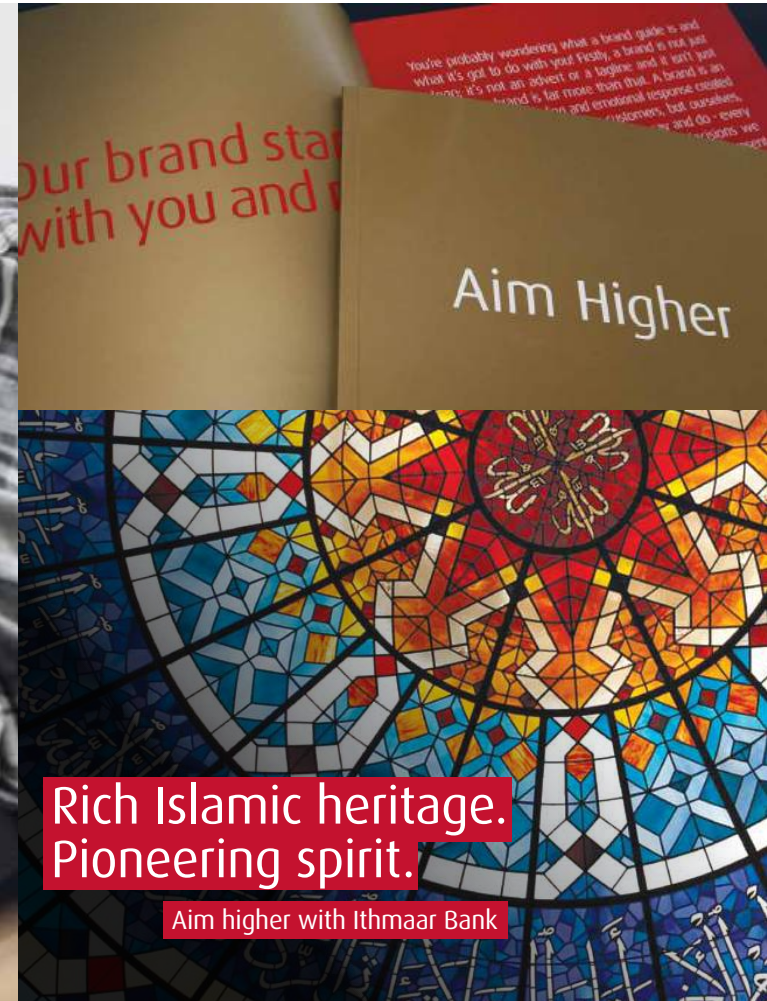




AMERICAN  
SCHOOL OF  
BAHRAIN



**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.



Rich Islamic heritage.  
Pioneering spirit.

Aim higher with Ithmaar Bank

Brand collaterals for Ithmaar Bank demonstrate the underlying tagline and a distinctive typographic style for collateral. We created their brand strategy and all collateral systems

## O2 - A SELECTION OF OUR BRAND CAPABILITY



**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.

## O2 - A SELECTION OF OUR BRAND CAPABILITY



**Rebrand of Kooheji Contractors.** Full rebrand including all stationery systems, corporate profile, hoardings design, brand manual, website development.

**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.



As a strategic 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

PO Box 54327, Adliya, Manama  
Kingdom of Bahrain  
Contact: +973 3963 8108  
+973 3987 8981  
<https://www.acuity.one>

**acuity**  
change the language

