



FMCG, HEALTHCARE, HOSPITALITY,
RETAILING AND LEISURE INDUSTRY
MARKETING

OUR WORK FOR RETAIL AND LEISURE INDUSTRIES

APRIL 2024

acuity
change the language

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01

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

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. Growing 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
Premier Group
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.

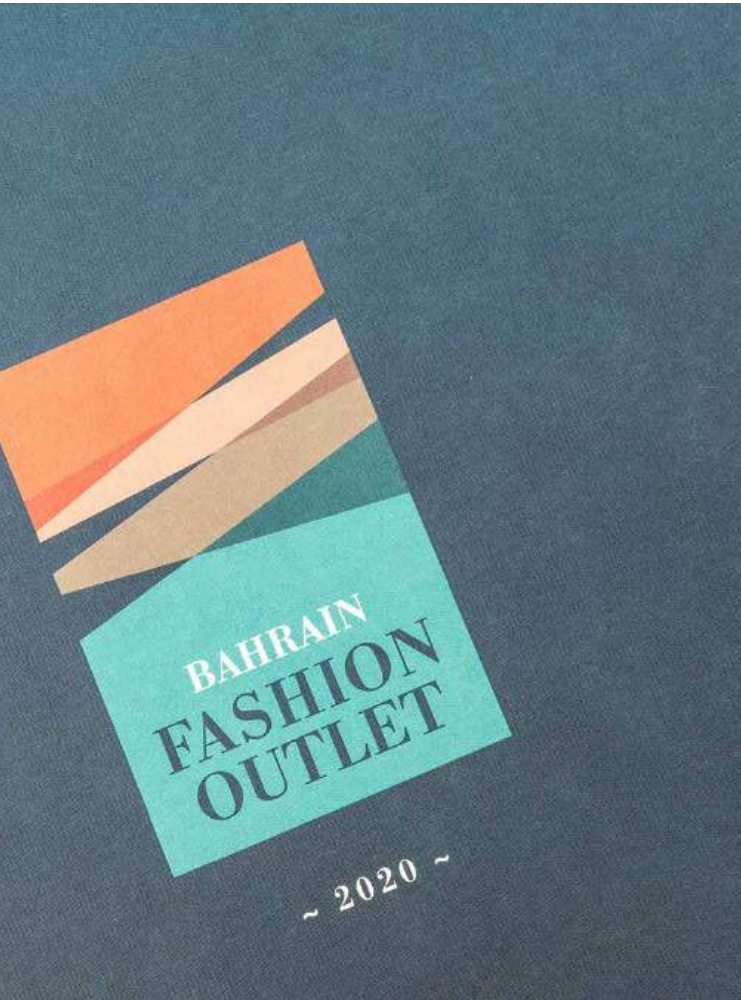
Working with SMEs - Full agency solution from branding to tactical and promotional, above and below the line.



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

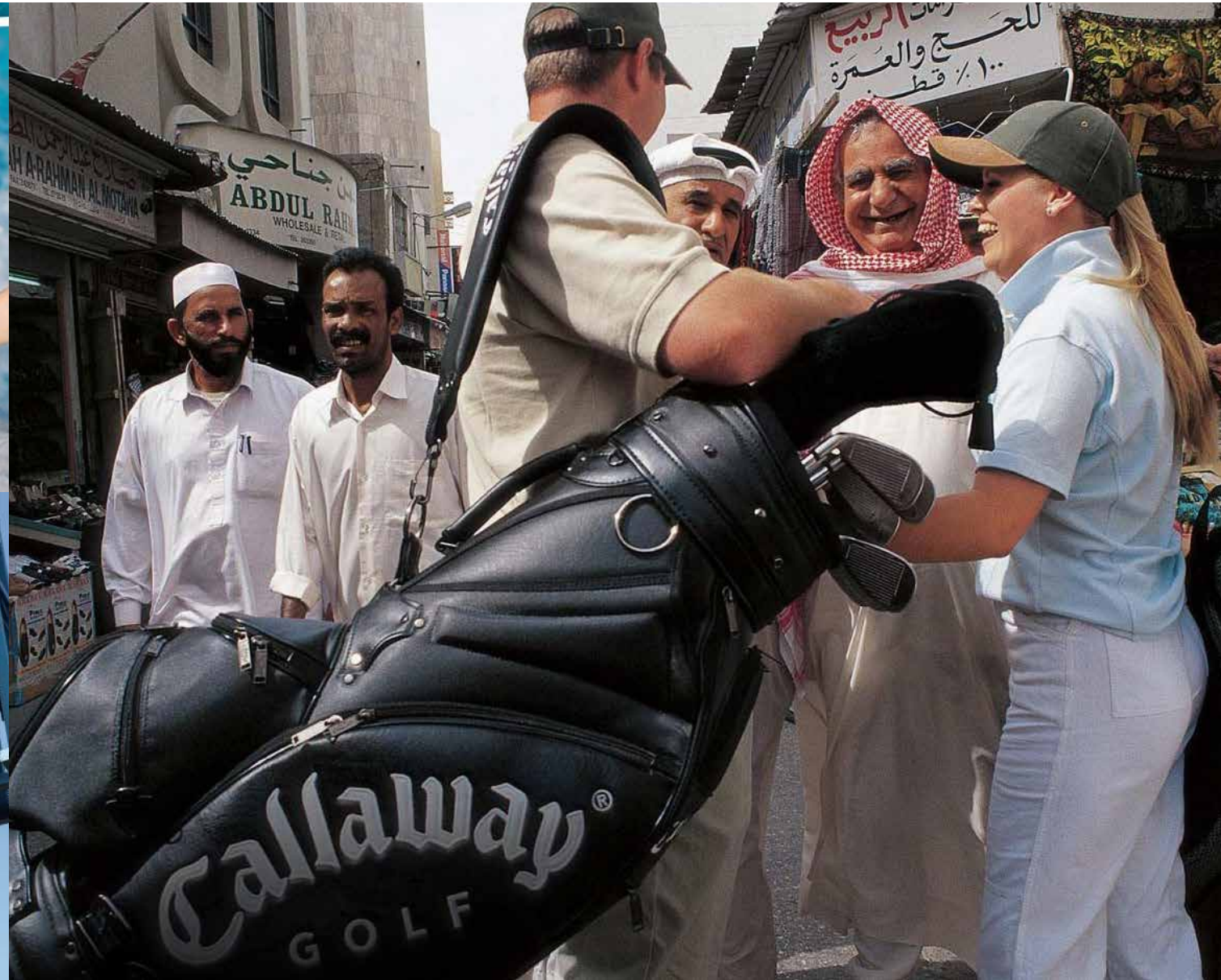
We created collateral for the promotion of Bahrain's first outlet mall, and we branded Onix Ladies-only fitness centre, a new-build concept in Riffa.

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 its 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...



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

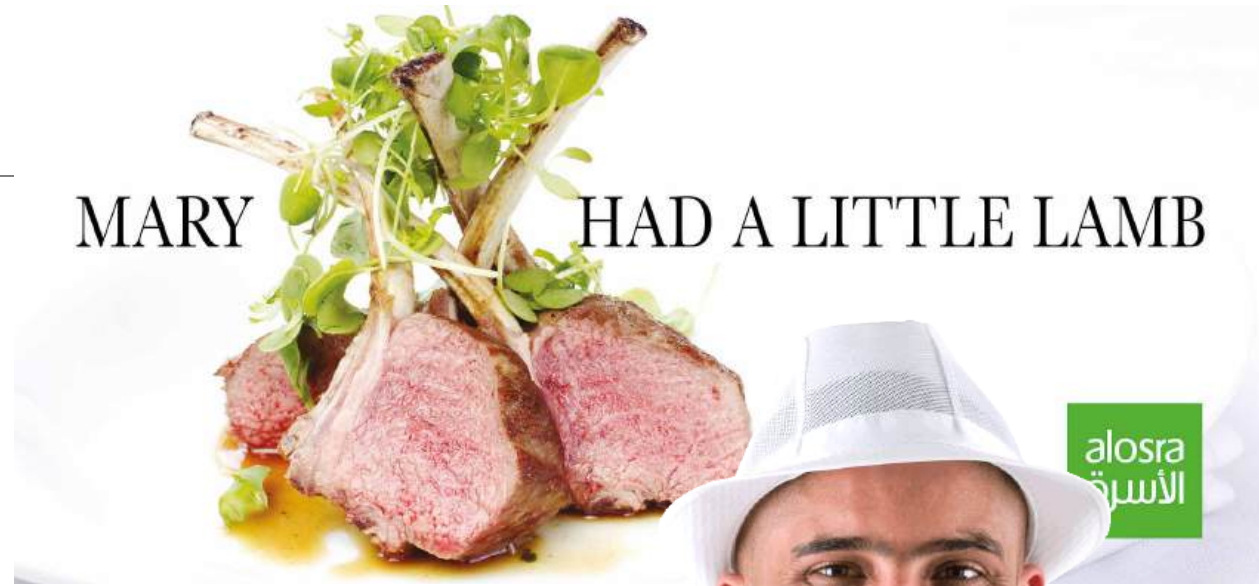
Re-branding and strategic positioning of Supermarket operation; development of full brand identity guidelines; store / environment design; way-finding signage and messaging systems; ongoing advertising and promotions.

الأُسرة alosra

fresh and friendly



MARY HAD A LITTLE LAMB



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

Back to School Holiday stories always taste fun!



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

Follow us on @Alosra_Bahrain Alosra Supermarket Alosrasupermarket Saar 17 697928 Amwaj 16 033773 Durrat 77 770001 Riffa 17 750006 www.bmmigroup.com

alosra
الأسرة
fresh and friendly

Premium every day.

alosra
الأسرة

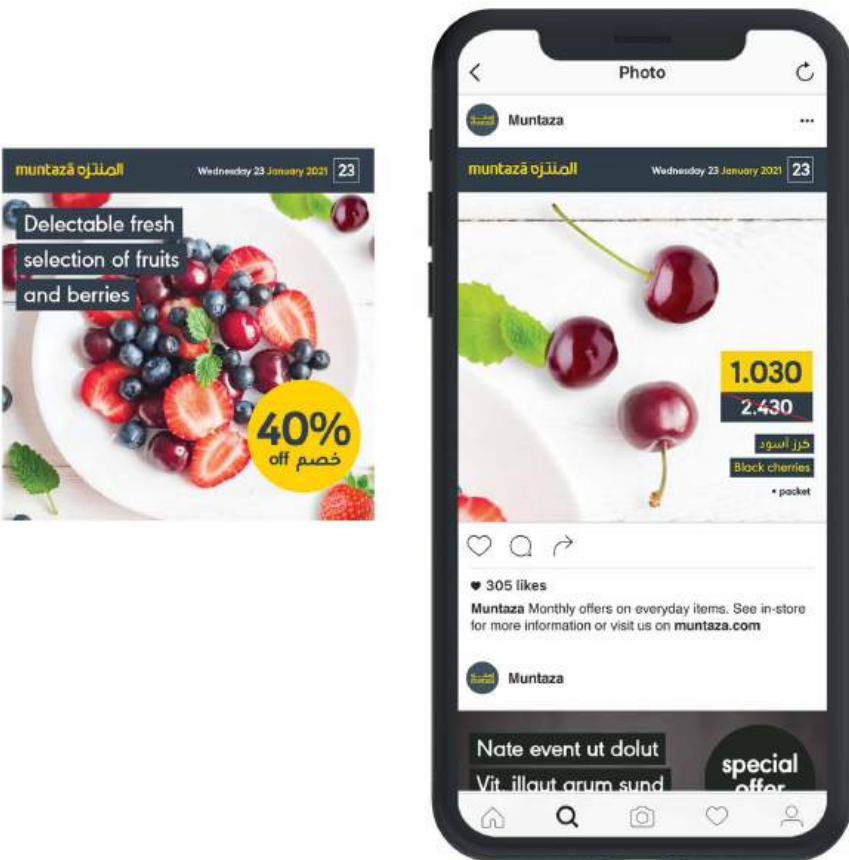
OUR NEW YEAR'S PROMISE TO YOU:
ALWAYS FRESH, ALWAYS FRIENDLY



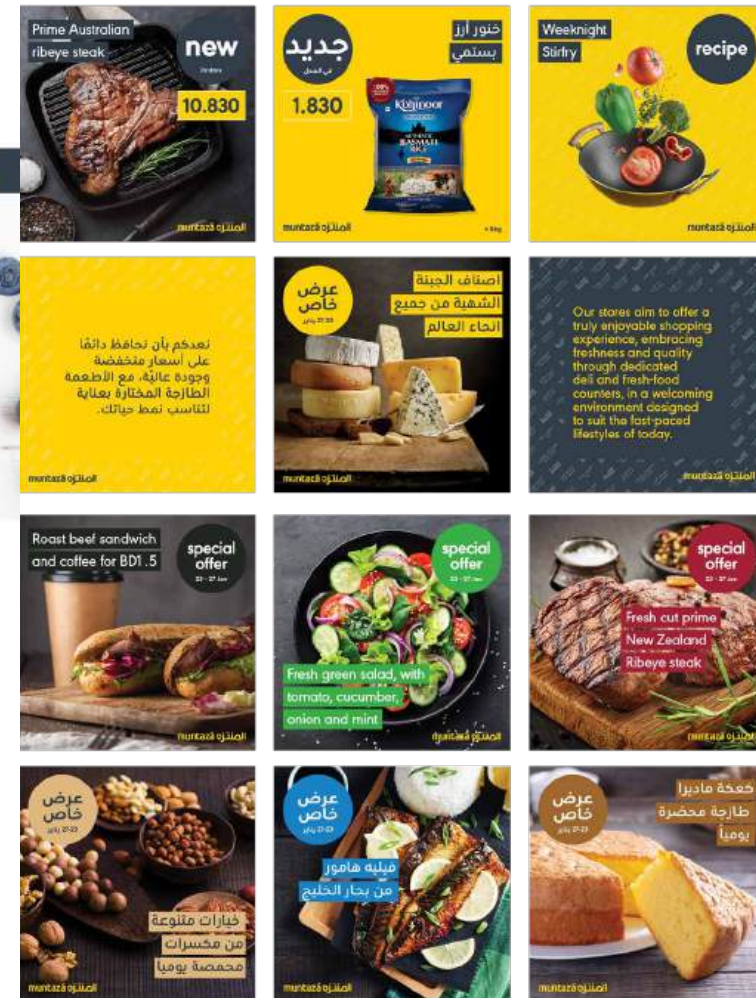
PREMIUM ALL YEAR ROUND



02 - OUR WORK FOR SUPERMARKETS

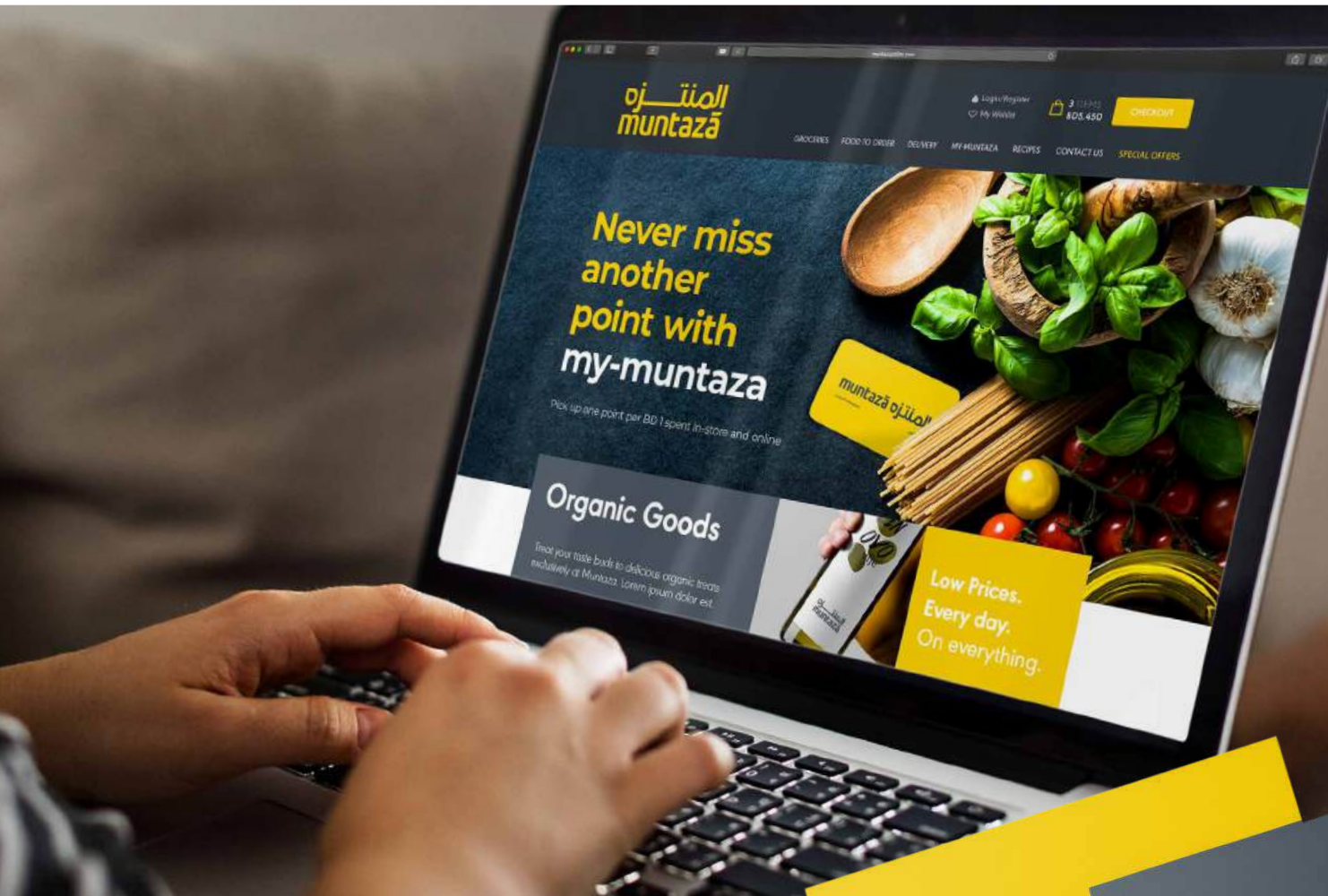


المنتزه muntazā



Rebrand of Bahrain's oldest supermarket chain, Al Muntazah Markets. We 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



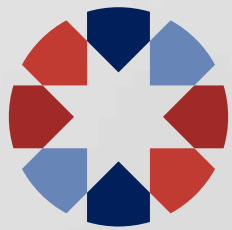


We rebranded another of Bahrain's long-established supermarkets. Al Jazeera carries one of the most diverse product ranges in the country and has a reputation for delivering variety. To position Al Jazeera into a niche, away from the impersonality of hypermarkets, we developed a farmers market approach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



AMERICAN
SCHOOL OF
BAHRAIN



مدرسة بالمرز
PALMS SCHOOL
البحرين 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.

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.

The billboard features a young woman with headphones and a backpack, smiling while holding a smartphone. The text on the billboard includes the university's name in Arabic and English, the slogan "Your future starts here", and a call to action "Enroll Now!". Contact information "8000 8900" and "admit@ruw.edu.bh" is also visible.

The laptop displays the Facebook page for Royal University For Women, featuring a cover photo with the slogan "مستقبلك يبدأ من هنا" and a post with the text "Your post message text goes in this area, you can edit it easily".

The three smartphones show mobile-optimized versions of the campaign content, featuring the slogan "ابدئي الآن" (Start Now) and the text "ارفعي الشاشة لتبدي مستقبلك" (Lift the screen to change your future).

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 hajab, 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.

Enroll Now! سجل الآن!

+973 1726 0798
enroll.aubh.edu.bh

الجامعة
الأمريكية
بالبحرين

AMERICAN
UNIVERSITY
OF BAHRAIN

This ad is under the HEC approval no. 1805-19

O2 - OUR WORK IN EDUCATION

Earn an American University degree without moving to the States.



enroll.aubh.edu.bh

American campus, Bahrain address.



enroll.aubh.edu.bh

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 fac
erat a dui. Nam malesua
omare dolor. Cras grav

Arabic Type



شهادة من جامعة
أمريكية في البحرين،
لمستقبل مشرق
بالنجاح.

الجامعة
الأمريكية
بالبحرين



للتواصل معنا
٤٤٣٣ ٦٦٤٣٣ ٩٧٣٣

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

enroll.aubh.edu.bh +٩٧٣ ١٧٢٦ ٠٧٩٨ سجّل الآن



O2 - 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.

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



CENTRE OF Excellence

play life better





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.



Golf at Riffa gets back to normal after the European Seniors Tour!

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 Papparazzi 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.

02 - OUR WORK FOR FRANCHISING



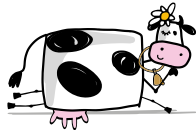
Promoting the global PADI franchise, collateral packs for a dive centre in Dubai.



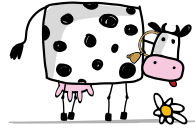
Box-It is a successful franchise that opened its first branch at Bahrain University. The concept? Pick your food base, choose proteins, choose sauces and have it all cooked for you and placed in a box for take-away. So the slogan defines the experience and the image is of a box with a bite mark. We supported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

02 - OUR WORK FOR HOSPITALITY

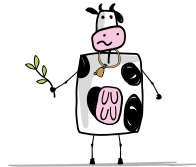
Branding isn't always about the corporate world. Sometimes it can be **really** fun. An established restaurant wanted to brand and promote their own, home made ice cream. So we created a story... About a family of [mad] cows - each one with a quirky character. We planned a kid's story book about their 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!



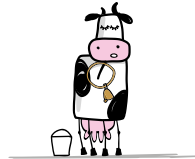
Annabelle



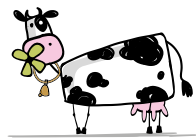
Buttercup



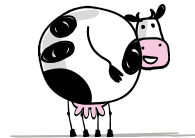
Daisy



Chloé



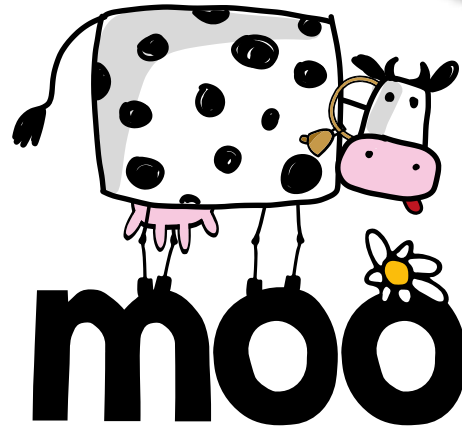
Clover



Patches

تعرف على عائلة موو
(٦ ستیکر للتجميع)

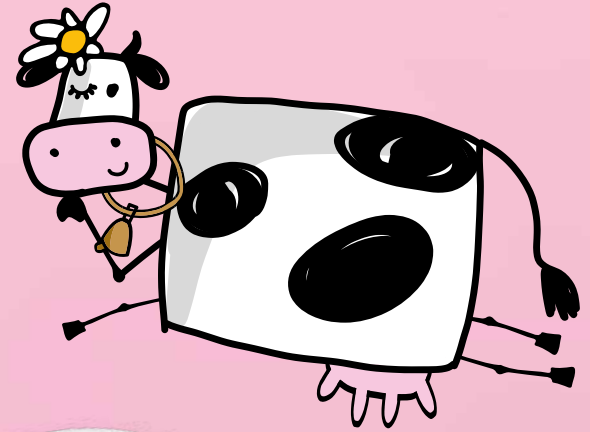
Meet the moo-family
(6 stickers to collect)



the coolest ice cream
by far

کتیب 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.

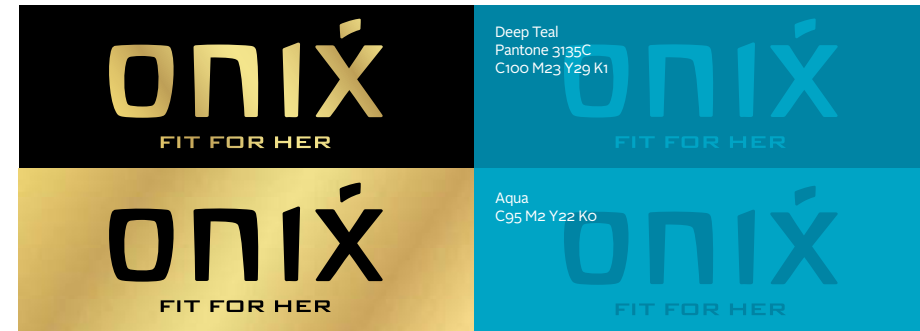
The tagline is also extendible: **Fit for her** (i.e. ladies-only) becomes '**Fit for Me**' (possessive, first person). A mens' gym is planned further down the track. The slogan then becomes **Fit for Him** (Fit for All).

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 FIT FOR HER

الفلأ
alula



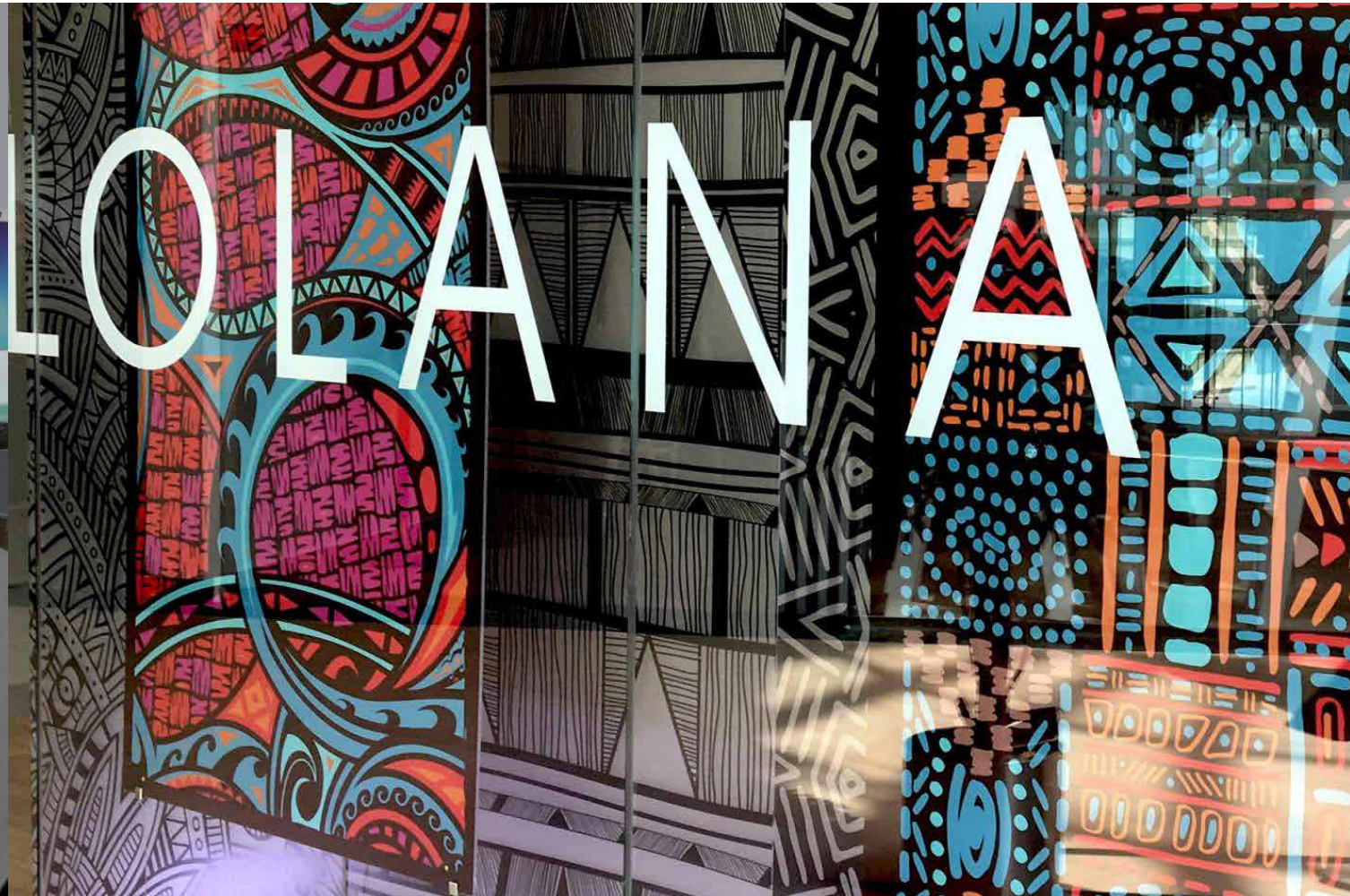
lifestyle brand across sports appare



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



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**

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

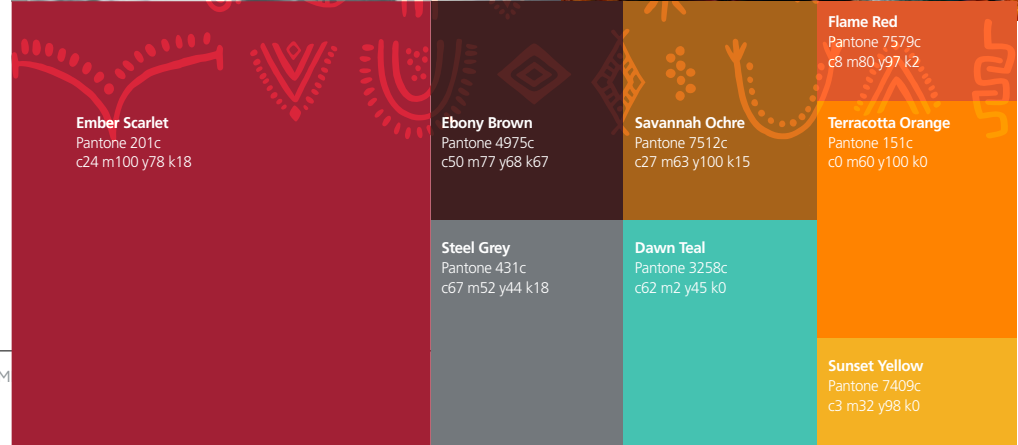
which is roughly 2.8% of the country's population, making it the country with the highest population of Sāns.

The Sans Light

The Sans Bold

The Sans Black Italic

The Sans Extra Light



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



brand extension





--- 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.



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

For example, exercises to improve posture, or giving advice on diet and lifestyle enhancements. 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 Peters
Osteopath (BSc/Hons)

Christopher Okoko
Osteopath

Balinda Spratt
Massage Therapist

Carlynn Jones
Rehabilitation Trainer

Anita Ferrer
Massage Therapist



Yasmeen Faleh
Office Administrator



Michelle Vilella
Receptionist

--- Make a booking ---

Back on the Move Osteopathy
First Floor, Building 1072, Southgate Plaza,
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

Call from your mobile

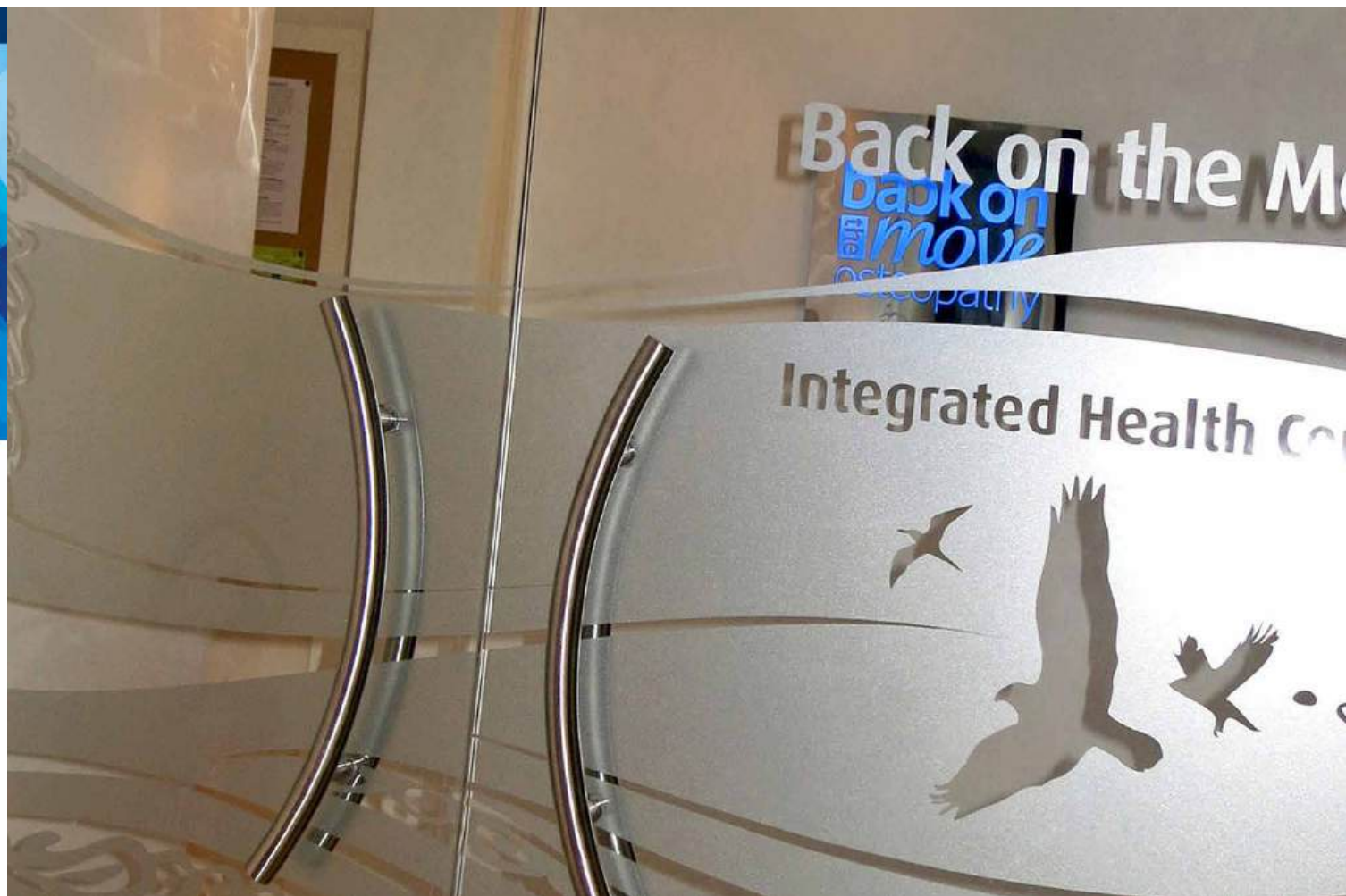
Name:

Email:

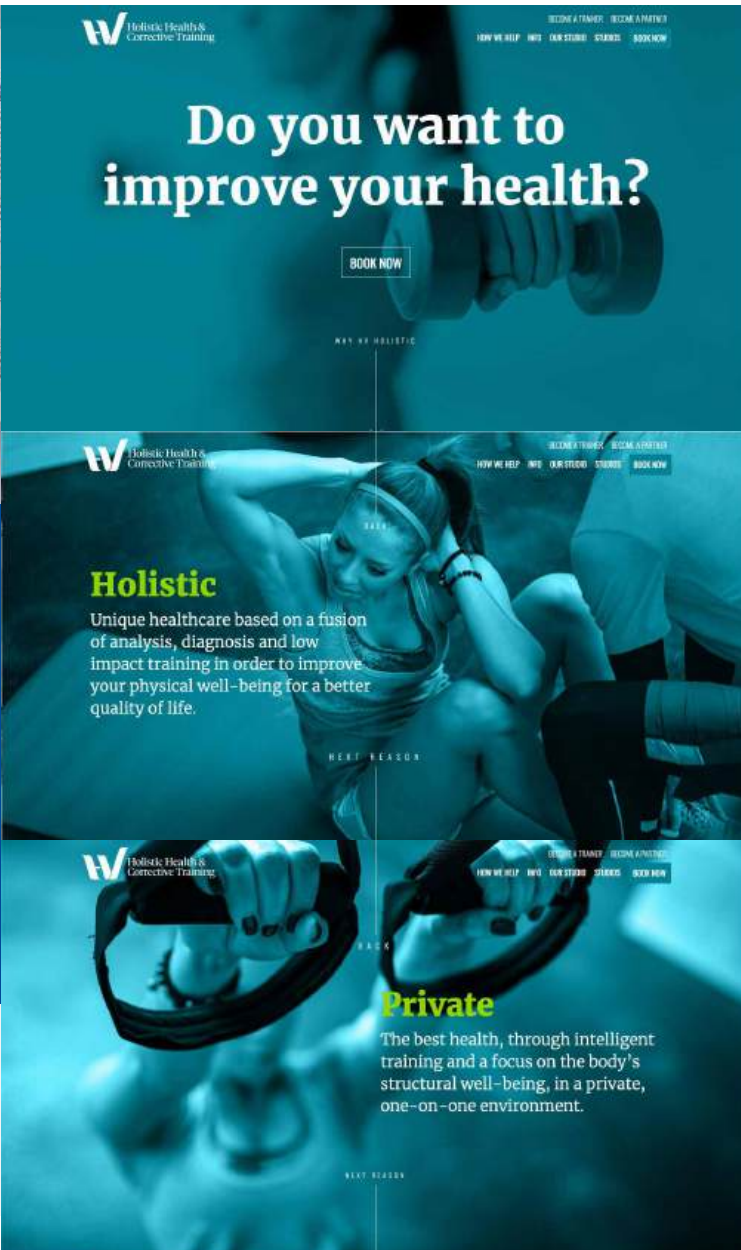
Phone:

Message:

Submit



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.



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



الإتحاد البحريني
للترايثلون

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; 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.



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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acuity
change the language

