

Acuity.one represents the work of Acuity Marketing WLL, Vision Strategies Gulf LLC and Insight Strategic WLL

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Nicholas Lunn - Biography

Acuity is a private consulting firm, established to deliver measured solutions to selected clients – a service exclusive to companies who demonstrate dedication to positive growth through professional communications. Due to this, its deliverables go beyond the ordinary, integrating multiple marketing modalities based on strategic insight to ensure positive outcomes.

The consultancy is founded by Nicholas Lunn, who has a 35+ year career in high-level branding and advertising for top level clients such as investment and retail banks, large-scale real estate developers and others. He is a partner in communications agencies with offices in the Middle East and New Zealand and has consulted across the Gulf region and beyond. His work for tier-1 clients has covered Bahrain, Qatar, Oman, Iraq, Syria, Lebanon, Saudi Arabia, Abu Dhabi and beyond to Africa.

He was one of the first accredited suppliers for Bahrain's Tamkeen marketing support programme at launch and has been pivotal in delivering branding and strategic marketing for no less than three Bahraini supermarkets - Alosra, Al Jazira and Muntaza, with work for Noor Supermarkets in Oman.

Heavily involved with the financial industry across the MENA region, Nicholas has worked with multiple investment banks such as GFH, Arbah Capital, Arcapita, Investcorp, NCB Capital and many dozens more. In the real estate sector, he has branded and marketed for Durrat Marina, Kooheji Developers, GFH, KFH, Premier Group, Amwaj Islands and more.

His strategic work includes the transformation of BBK and the creation of its Financial Malls; the first marketing material for Bahrain Financial Harbour - and financial publications support for every IPO launch in the Kingdom of Bahrain for the last 20 years.

His expertise extends across various other sectors – for example, launching, branding, and marketing two PGA golf courses and commercially establishing, branding, and marketing five healthcare operations in Bahrain. His expertise focuses on integrated, complementary, and alternative healthcare and he has been involved in the creation of submissions to NHRA and various authorities.

Nicholas' advisory work is underpinned by a deep understanding of consumer behaviours, backed by practical research and competitor analytics, and driven by real-world definitions of stakeholder/customer expectation.

This is followed by the creation of enduring business and brand strategies, and with communication solutions covering image, language, tactical and promotional marketing. Saying “what your customers want to hear, rather than what you think that you should say to them”, is a marketing ethos that generates a return on investment at less cost, with greater efficacy and is integral to his philosophy.