

# BRAND LOUNGE™



مرحباً Hello

We help brands uncover their  
point of differentiation so they  
can maximize their value.

**We're an Award-winning,  
Strategy-led Brand Consultancy  
with over 15 years of experience.**

We see ourselves as strategists-first.  
That means we're thinkers, not just doers;  
we use insight and our intuition in everything we do.



# We're part of a Global Network, with a home and heart in Dubai & Riyadh.

## West Asia

India

## East Asia

Australia  
China

## West Europe

Germany  
Greece  
Italy  
Portugal  
Spain

## East Europe

Poland  
Republic Of Belarus  
Romania  
Russian Federation  
Ukraine

## North America

USA

## Africa

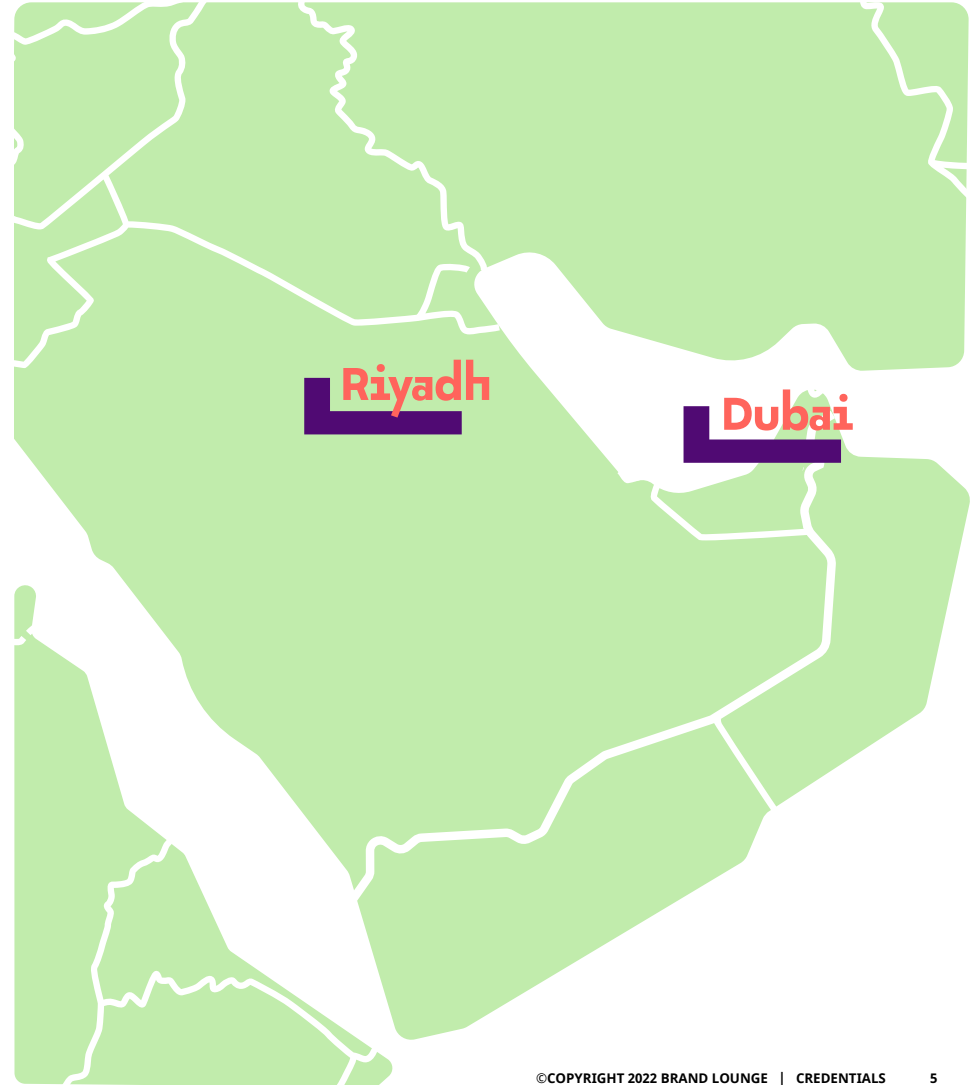
Egypt  
Mauritius  
South Africa

## Middle East & Gulf

UAE  
Lebanon  
KSA  
Turkey

## South & Central America

Argentina	Peru
Brazil	Uruguay
Chile Colombia	Venezuela
Ecuador	
Mexico	
Paraguay	



We're the designated partner  
of **Trout & Partners** in the  
Middle East, Africa and India.

Jack Trout is one of the founders and pioneers of positioning theory and also marketing warfare theory.

## Our Practices

We provide our customers with a fan of services that help maximize their brand's value.

### Brand Strategy & Activation

#### Brand Strategy

Industry & Sector Analysis  
Brand Intelligence  
Brand Audit  
Market Segmentation  
Landscape & Competitive Assessment  
Brand Positioning  
Customer Journey  
Brand Architecture  
Brand Messaging  
Naming Strategy  
Digital Strategy  
Brand Induction  
Insights & Analytics

#### Brand Culture

Culture-building Programs  
Brand Culture Design  
Employee Experience  
Employee Engagement  
Employer Branding  
Brand Values  
Values to Behavior

#### Brand Innovation

Innovation Workshops  
Digital Transformation & Strategy  
Trends & Forecasting  
Innovation Strategy  
Innovation Planning & Roadmaps

#### Brand Activation

Brand Culture Design  
Brand Messaging  
Marketing Campaigns  
Go-to-market strategy  
Communication Strategy  
Social & Content Strategy  
Social Calendar Creation  
Brand Launch

### Design & Creative Impact

#### Brand Design

Logo & Visual Language  
Visual Identity Creation  
Visual Rebranding  
Color Strategy  
Creative Territory  
Development  
Creative Concepts  
& Ideation  
Creative & Verbal Narratives  
Brand Guidelines  
Packaging

#### Space & Retail

Environmental Graphics  
Way-finding & Signage  
Space Design  
Interactive & Media Solutions

#### Digital & Content Experience

UX/UI Design  
Web Design & Development  
Social Content Design  
Motion & Animation  
Video Production  
Brand & Identity Films  
Corporate Films  
Brand Photo Libraries



## Our Clients

We've worked with some great brands, regional and global.

From some of the world's most recognized to the region's most influential brands, we've consistently helped our clients differentiate by "thinking different."





## Our Clients

# And we've worked within many industries.

Our experience spans a variety of industries.

But no matter the business you're in, our commitment to helping you differentiate and maximize your brand's value remains the same.

### Healthcare

Salehiya  
Digitum  
Medpharma  
Bupa  
Novartis  
Nawah  
Hayat Biotech  
Emitac Healthcare  
Solutions (EHS)  
AXA Gulf  
Daman  
Avivo Clinics  
Avivo Group  
Primacare Clinic

### Hospitality / F&B

Freshst  
Formedough  
Qasr Al Sharq  
Hilton  
Jumeirah Group  
glo spa  
Del Monte Foods  
Garden Inn by Hilton  
DoubleTree by Hilton

### Financial Services

Abu Dhabi Financial Group  
Twelve Circles  
Shuaa Capital  
VATPRO  
Bank of Beirut  
Reem Finance  
Axa Insurance

### Governmental

RAKEZ  
RTA  
GDMO  
Government of Ras Al  
Khaimah  
RAK IDO  
Abu Dhabi Media  
Snake Island Integrated Free  
Zone  
Baynounah TV  
Tabreed

### Corporate

Karma Solar  
Sarvest  
Waqf Suleiman Al Rajhi  
AIMS Holding  
Abdul Latif Jameel  
Nazer  
AlSayer  
Kaizen  
Jagal  
Al Foah

### Industrial

COCO Logistics  
ADNOC  
ALIF  
EGA  
JNL  
MKU  
Nigerdock  
iPot  
ADBase  
RATP

### Real Estate

Aldyar Alarabiya  
Leman  
Etihad REIT  
Tameer  
Heart of Jeddah  
Bimma Bay  
Livin Style  
Durub Jeddah  
Here2There  
Emaar  
Al Akaria  
ProperT Group

### NGOs

Nama  
Irtiqa  
Al Ghurair Group  
FUNN  
Badiri

### Retail

Ewoli  
Charles Zuber  
Procter & Gamble  
OshKosh B'Gosh  
Auchan  
Osheq  
Alhilal  
Uneva  
Al Foah  
Aims Square  
EIDEAL  
Potatoeville  
Aswaaq  
Usturah  
HyperPanda  
La Cure Gourmande  
Al Dahra Kohinoor  
Magic Energy Drink  
Kiwi St. Tropez  
Zadina  
Dubai Real Estate Center

### Technology

Digitum  
Rack Centre  
VatPro  
G42  
Abjadiyat

## Our Clients

# We've supported our clients through many endeavours.



### Supporting RTA in leveraging their current brand equity

Strategy Consulting, Design Support, Capabilities Development through Workshops



### Pioneering the first personal brand guideline for HH MBR

Strategy Consulting, Personal Branding, Photo Guidelines, Psychology & Communication Workshops



### Aligning Daman brand strategy to their business strategy

Strategy Consulting, Brand Architecture, Design Support, Positioning & Communication Workshops



### Repositioning a Body Armor business into a global defense brand

Strategy Consulting, Brand Identity, Brand Roll-out, Positioning Workshops



### Activating the brand on digital channels for maximum reach

Digital Consulting, Social Media & Community Management, Communication Workshops



### Unleashing the brand potential strategically & digitally

Strategy Consulting, Digital Consulting, Capabilities Development through Workshops



### Expanding the brand into new verticals & markets.

Brand Consulting, Brand Identity, Brand Roll-out, Brand Experience



### Growing RAKEZ as a leading free zone in region

Strategy Consulting, Brand Identity, Brand Roll-out, Positioning Workshops



### Repositioning KSA's largest pharma & medical solutions provider

Strategy Consulting, Brand Identity, Brand Roll-out, Positioning Workshops



### Supporting RATP entering new markets & territories

Strategy Consulting, Marketing Support, Ideation workshops

Brand Lounge | Credentials

# A Brand is...

Our Point of View on Branding

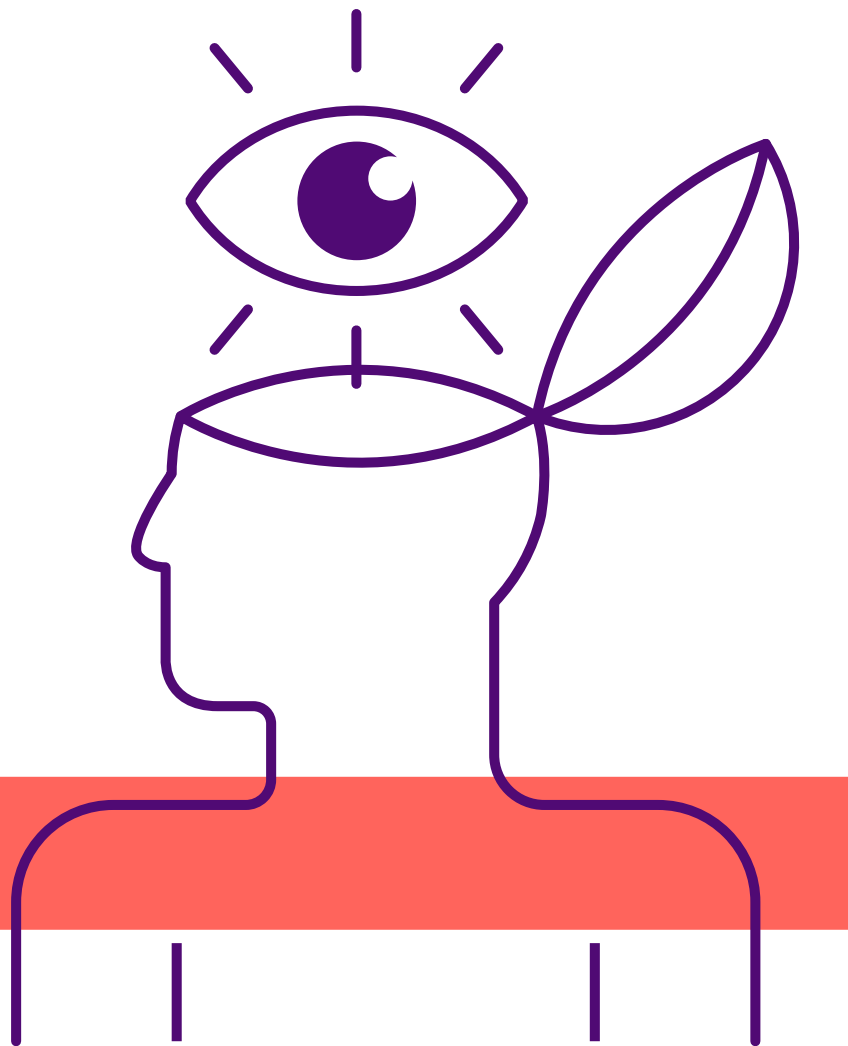
**"Positioning is how you  
differentiate yourself in  
the minds of your prospects."**

— Jack Trout



# A brand is: Perception

It's a story that reflects **vision**, **culture** & overall **experience**; a story that speaks to the hearts and minds of customers, end users, and stakeholders.



# A brand is: Everything & Everyone

Brands take on many shapes and forms, from  
**Services** to **Cities & Nations**, **Corporations &**  
**Institutions**, **Products** and even **People**.



# A brand: Stands for Something

Brands are powerful enough to **embody an idea**, generate a **feeling**, create a **perception** and even **stand for a greater purpose**.



To inspire the world



The third space between office & home



Being the bridge to the world



# A brand is: A Visual Image

Through a strong and ownable visual language, brands have  
**the power to become iconic** purely through their design assets.



Real Magic™



# A brand: Communicates with The World

Eventually, brands need to speak to their respective audiences through **unique and ownable communications.**

FIND YOUR  
GREATNESS.



#FINDGREATNESS



## Our Philosophy

# So, how do we do it all so well?

Simple. We see brands being developed in a multi-dimensional ecosystem, the sum of which is the Maximized Brand Experience.

Each of these four layers — Purpose, Innovation, Culture and Image — lives in harmony with the others, eventually merging to bring to life a cohesive, strong, differentiated and maximized brand experience.



## The Soul Differentiator

# Purpose

**The Purpose Dimension is the guiding force behind a winning strategy.**

A strong purpose is composed of the brand's Contribution and its Impact on the world.

When clearly defined, this allows a brand to define its reason for existence and claim a unique and differentiated perception in the minds of its desired audience.



## The Radical Differentiator

# Innovation

The Innovation Dimension taps into the Incremental, Business Model and Disruptive aspects of a brand to answer the question of:

**“What do we do better and differently than our competitors?”**





## The Core Differentiator

# Culture

The Culture Dimension defines how people behave.

It's about leadership, people, shared values and the collective behaviors that govern internal relationships.

Brand Culture has a strong & direct impact on business performance and external brand experiences.

## The Shallow Differentiator

# Image

The Image dimension is what people see and hear.

This is the outer-appearance of brands and the manifestation of their attributes and personality traits on a visual and communication level.



# Our Design Philosophy

We believe differentiated design is built on 4 dimensions.  
It is strategic, timeless, functional and authentic.



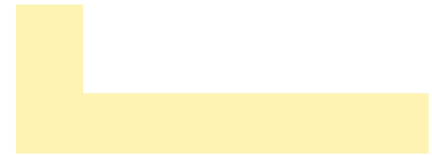
**Strategic**



**Timeless**



**Functional**



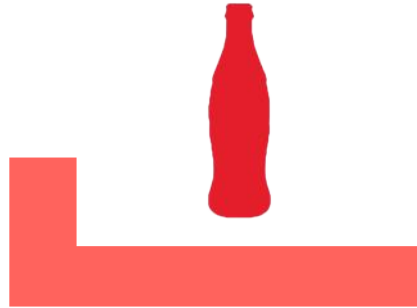
**Authentic**

# Our Design Philosophy

A differentiated design experience is built on smart strategy and is intended to be timeless, functional and relate to its end-users through authentic experiences.



**Strategic**



**Timeless**



**Functional**



**Authentic**

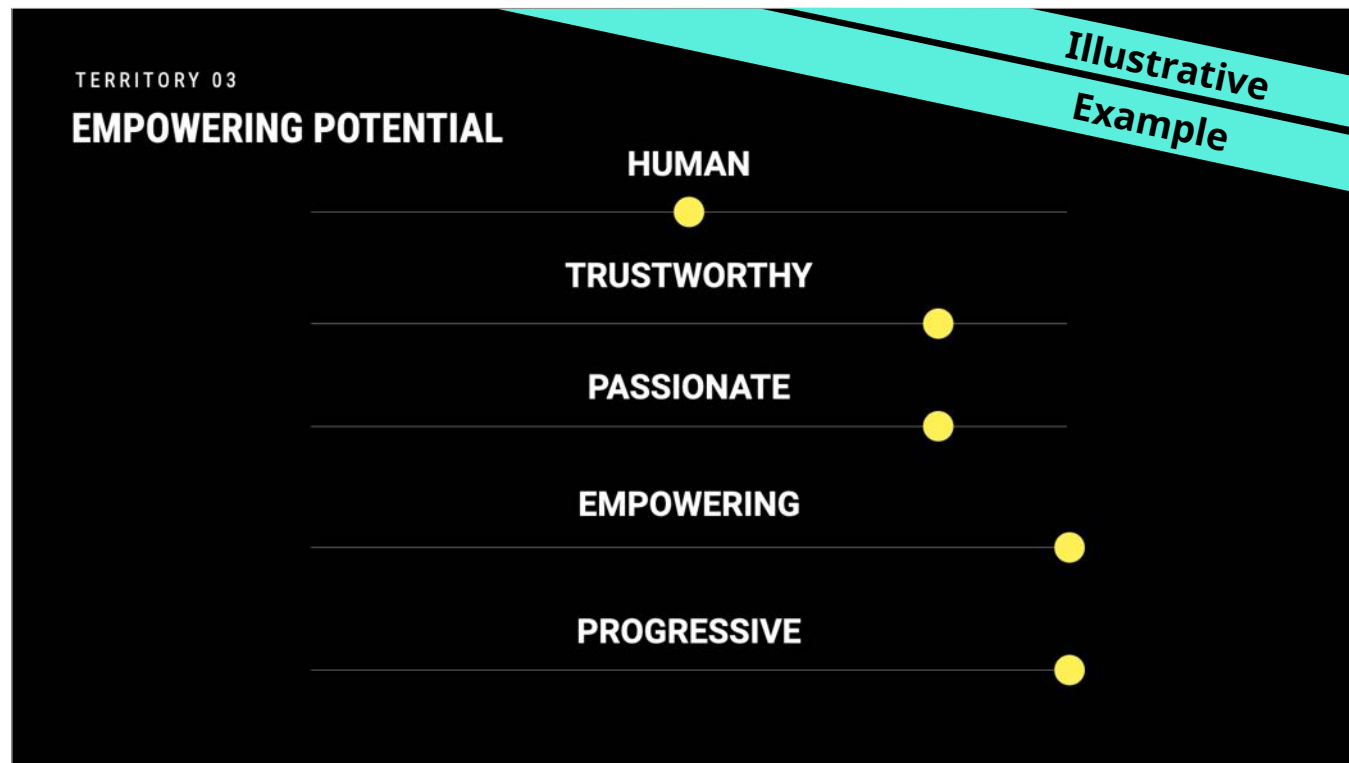
# Creative Territories



Defining Creative Territories based the brand's positioning and personality helps us align on a design direction most suitable for the final visual brand identity.

# Our Design Process

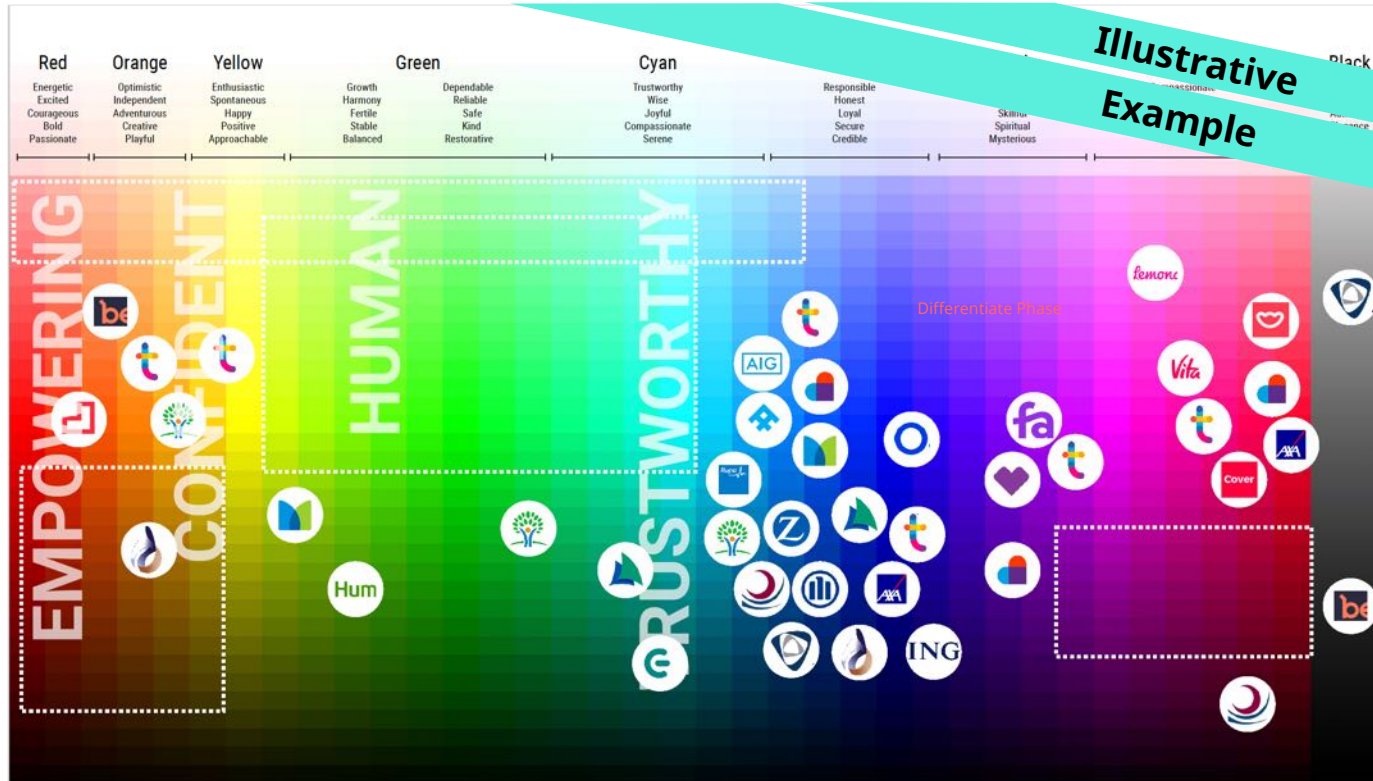
## Brand Personalities Ratio



When the brand's personality is defined, we use that to dial up or down the ratios of each trait to best serve our visual identity approach.

# Our Design Process

## Color Strategy



We look at color as a strategic exercise based on color psychology and industry cues; we remove the subjectivity out of the narrative, focusing on what is best for the brand and its audience.

## Our Methodology

# Our end game is to maximize value

Through a tried-and-tested three-step approach, we work with our clients to first *Discover* their brands and then *Uncover* what makes them different.

We leverage these learnings to then *Differentiate* on a strategic, visual and communication level.

### Discover

#### Who are you and where do you play?

At the beginning, we want to learn everything we can about your current brand, its plans for the future, and your market landscape.

### Uncover

### Differentiate

## Our Methodology

# Our end game is to maximize value

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### Discover

### Uncover

### Differentiate

#### What makes you different?

Our second step is to uncover potential points of differentiation by using our curiosity and intuitive insights. Co-creation workshops accompany this step.



## Our Methodology

# Our end game is to maximize value

Through a tried-and-tested three-step approach, we work with our clients to first *Discover* their brands and then *Uncover* what makes them different.

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Discover

Uncover

Differentiate

### How do we bring out your differentiation?

Leveraging everything we've "discovered" and "uncovered", we use this last stage to help differentiate your brand strategically, visually, and in appropriate communication and marketing channels.

## Our Methodology

### Discover

#### Brand Discovery

##### Where are we? What do we expect?

Kick-off Session  
Stakeholder Interviews  
Internal Data Review

##### Where do we play?

Competitive Landscape  
Benchmarks & Comparative Analysis  
Trends Tracking & Assessment

##### Who do we target?

Audience Profiling  
Customer Insights

### Uncover

#### Brand Differentiation

##### How can we be different?

'Point of Differentiation' Workshop  
Positioning Territories  
Brand Differentiation Platform

### Differentiate

#### Brand Strategy

##### How do we differentiate Strategically?

Brand Positioning  
Brand Story  
Strategic Implications  
Strategic Roadmap

##### How do we organize?

Brand Architecture  
Relationship Branding

#### Brand Design

##### How do we differentiate Verbally?

Brand Naming

##### How do we differentiate Visually?

Brand Visual Story & Concept  
Brand Logo  
Brand Identity & Visual Experience

##### How do we differentiate Digitally?

Brand Website Design

##### How do we ensure Brand Consistency?

Touchpoints Mapping  
Brand Guidelines

#### Brand Rollout

##### How do we bring the brand to life Internally?

Internal Induction Sessions  
Brand Culture Strategy & Deployment

##### How do we bring the Brand to Life Externally?

Offline Activation  
Website & Online Platforms  
Digital & Social

Brand Lounge | Credentials

# We are Different

Why Brand Lounge is the Right Choice

# We are Strategists First

Winning brands are built on strong foundations and differentiated strategies first.

That's why everything we do at Brand Lounge is strategy-led with the aim to differentiate your brand; so **you** can win the hearts and minds of your customers.





# We are Passionate People

Great brands are built by passionate people  
with the ambition to win.

As **Maximizers**, we challenge ourselves to look at challenges differently every day so we can deliver solutions that are driven by curiosity with the aim to differentiate on all levels.

# We are Design Thinkers

We believe design has the power  
to create perceptions and to change the  
world.

As the surface manifestation of your brand strategy,  
design not only drives the “image” of your identity but  
can address many challenges and redefine the way you  
interact with and experience your brand overall.





# We are Purpose Advocates

**Everyone needs a purpose to exist, even brands.**

Uncovering your brand's purpose is the most inspiring and most strategic step in differentiating your brand. We do this better than anyone else.

We help you uncover the soul of your brand and embed it across all functions of your business.



# We are Business & Brand Builders

The line between building a brand  
and business has become obsolete.

A mere illusion in the modern age, “winning brands” are “differentiated businesses” and “winning businesses” are “differentiated brands.”

Our role is to bridge the gap in the customer's mind by building a total experience.



Brand Lounge | Credentials

# The Maximizers

The Brand Lounge Team

We value and nurture  
multi-cultural diversity.

## Our Maximizers

Our foundations at Brand Lounge stand firm and strong on the shoulders of our people; our **Maximizers.**

Through shared values, an aligned purpose and common ambitions we've nourished a culture of seamlessness.

Inclusivity and diversity are key components to our day-to-day and are drivers to the **differentiation** that lives at the heart of every question we seek to answer.



# Leadership



**Hasan Fadlallah**

**Founder & Chief Executive Officer**

Hasan is a Serial Entrepreneur – Founder & CEO of Brand Lounge, the region's leading award-winning branding consultancy whose role is to uncover your point of differentiation and weave it into every touch point of your organization to maximize your brand value and business performance.

**Equipped with over 25 years of professional consulting experience, today he advises businesses throughout the Gulf and Africa on brand image and experience.**



**Mohamad Badr**

**Chief Strategy Officer & Head of Growth**

**Mohamad is an award-winning social entrepreneur and brand builder with more than 14 years of experience in the MENA region.**

He has extensive expertise in brand strategy, brand architecture & brand positioning across multiple industries like Corporate, Healthcare, Destination, Governmental & Family Businesses. As the COO & Head of Strategy at Brand Lounge,

Mohamad, led some of the major award-winning branding exercises in the Region including AIMS Holding in KSA, Jagal group in Nigeria, Avivo Group, & RAKEZ in the UAE to name a few. Mohamad is an active mentor to social entrepreneurs and a big believer in the power of brand purpose as "the Point of Differentiation"

# Leadership



**Fadi Darweesh**

Head of Operations

With over a decade in marketing experience, Fadi is a testament to passion driving your career, having worked with some of the top Brands around the world such as Ooredoo, Del Monte, RATP, Salam Stores, RTA & Al Foah to name a few, he constantly showcases his versatility in handling 360 projects regardless of the requirements behind them.

**This is why he oversees all active projects at Brand Lounge.**



**Ibrahim Lahoud**

Strategy Director & Head of Insights

**A marketing entrepreneur with a polished career as Apple Computer's regional marketing director for the Middle East, Ibrahim established the first branding firm in Dubai back in 1994.**

In Lebanon, he worked with Brand Central and owned a consultancy firm, BrandTribe.

Ibrahim co-created iconic brands such as Emaar, Dubai Economic Department, the American Hospital, and Abu Dhabi Water and Electricity, to name a few. A Conqueror Design Award winner and the Dubai Quality Appreciation Award recipient, Ibrahim is also a university teacher and credited author.



**Mo Saad**

Head of Design & Creative Impact

**By focusing on design-driven solutions, Mo specializes in building sustainable brands that aim to inspire and advance 'human experiences'.**

He has spent over 14+ years developing brand & design strategies for clients across the USA, Saudi Arabia, Singapore and the UAE.

Mo has worked across multiple industries from Pharmaceuticals to Aviation, Hospitality to Telecom, Entertainment to Banking. Mo has actively participated in and moderated a number of design panels & discussions and is a published contributing author on *"Brand Bible: The Complete Guide to Building, Designing & Sustaining Brands"*.

# Brand Strategy & Activation

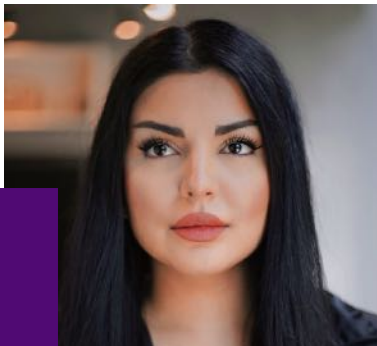


**Mayas Ayyash**

Strategy Consultant

**Mayas is a strategy consultant with 5 years of experience.**

She approaches her work from a behavioral science lens, focusing on stories and narratives, human behavior and decision making. Through creative strategy and a deep understanding of UX, she has collaborated with conscious brands to help them resonate with their audience, design meaningful user experiences and take their products to market.



**Fatima Patel**

Strategy Consultant

Born in South Africa and raised around the northern and southern areas of France, Fatima is an experienced digital marketing manager, social media executive, writer and content creator. Having managed several digital accounts in the UAE and South Africa, Fatima's expertise spans across a multitude of industries from beauty and F&B, to construction.

She is currently working on the digital networks for a Belgian construction firm, BESIX, and an Emirati water treatment plant, as well as writing content for a Saudi Arabian healthcare business, Salehiya, and working closely with Daman, the UAE's leading health insurance company.

**Fatima is an avid cult film enthusiast, believes that wearing black is an etched identity trait, and appreciates traveling the world in search of fine culinary experiences.**



**Egi Hoxhallari**

Senior Strategy Associate

Egi is a creative and passionate marketer with a focused experience in strategic marketing & management. She believes in empowering creative ideas through strategic focused solutions.

Whether it is experience with a big-scale corporation, a food chain company or a luxury brand, she quickly uncover a customer's pain point and identifies a strategic solution.

**Egi believes that passion and storytelling is the key to connecting with customers and creating meaningful relationships.**

# Brand Strategy & Activation



**Majd Issa**  
Brand Consultant

A Strategic, highly motivated and detail-oriented Operation & Events Manager with 7+ years of experience working with Local & International organizations. Majd has outstanding organizational, time management, logistical planning, and problem-solving skills, social support, soft skills training & capacity building.

Equipped with distinctive leadership skills with strong budget management, organizing conferences, marketing and promotional events.



**Sanna Iverson**  
Strategy Associate

Sanna has a Bachelor of Science in Business & Economics from University of Stockholm and comes from a background in finance. She's approaching brand strategy in a process-oriented manner with an end-consumer mindset.

Sanna is passionate about enhancing distinctive brands and designing strategies and narratives from a psychological perspective.



**reine Saleh**  
Social Media Consultant

Reine, a digital marketing expert with over six years of experience in social media, backed by a Master's degree in Digital Marketing. Her expertise in tailoring content for different social platforms and copywriting for specific audiences enabled her to be business goals oriented. She has worked on digital marketing campaigns and crafted AR filters that caught the eye of online users, resulting in significant traction.

Working as a freelancer across the GCC, US, and Canada, Reine has developed an insatiable appetite for all things social media, remaining up-to-date with the latest trends and emerging technologies.

Reine's enthusiasm and social savviness make her confident in her ability to help brands thrive in the digital space.



# Design & Creative Impact

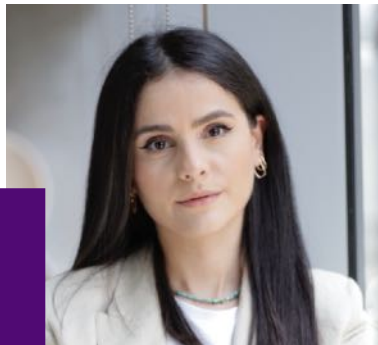


**Hammad Sheikh**

Brand Design Director

With over 10 years of Advertising and Branding experience, and has worked with diverse brands in various industries such as BMW, Rolls-Royce, Telenor, Daman, SIG Combibloc Obeikan, Del Monte including ADNOC.

He is a multi-talented creative with a passion for Film and Photography among Design Strategy and Creative Thinking.



**Michelle Shakhtoura**

Sr. Design Consultant

Michelle is a Lebanese creative consultant. With a background in graphic design and management and over 12 years of experience in the design world, she has consulted and worked with major clients from the Middle East, Europe and the United States of America.

Michelle possesses a minimal and clean visual style that sets her apart in the creative industry.



**Yogesh Rai**

Sr. Production Associate

With over 18 years of experience in production and design, Yogesh has worked between India and the UAE on some of the globe's most renowned agencies.

As a Senior Production Associate at Brand Lounge, Yogesh manages and oversees the final output of all brand assets and deliverables, from rolling out visual systems to building guidelines to pre-press and production.

Yogesh has worked within multiple industries from Hospitality, Finance, Aviation, Real estate FMCG and Education. His clients include the likes of Emaar Hospitality, Rove Hotels, Vida Hotels & Resorts, W Residences, XE Jet, The Arbor School, The Camel Soap Factory, Taj Hotels and Mahindra Group.

# Design & Creative Impact



**Adnan Hammoud**

Video & Content Consultant

Adnan is responsible for bringing brands to life on the digital front.

Focusing on Strategic Content Creation and Community Management within the company's digital sector, Adnan holds a Bachelor of Arts with a strong focus on Advertising, Photography and Design Software.

Adnan is presently working on large scale brands including the Saudi-based Salehiya Healthcare, and BESIX, a Belgian construction corporation with a new HQ in the Middle East.



**Zaher About Shakra**

Sr. Web Consultant

Our resident IT guy, Zaher speaks several languages including Arabic, English, Spanish, French, and Code.

He is an experienced full stack developer who likes spending time cooking, reading and watching Sci-Fi movies and series.

If not a Computer Science major, Zaher would have been an Astro-physician for his love of Space and being an avid fan of Stephen Hawking.



# Thank You

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LOUNGE™**

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