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Brand Lounge Launches Full-Scale Operations in Saudi Arabia

Brand Lounge Launches New Office to Help Businesses Maximize Value and Drive Growth

Riyadh, October 18, 2023—Brand Lounge, a strategy-led brand consultancy, has officially marked its presence in the heart of the Kingdom of Saudi Arabia with the launch of its Riyadh office.

Founded in 2006, Brand Lounge has played a pioneering role in shaping brand narratives in the region. The consultancy is renowned for its proprietary approach to brand development, which helps businesses create and communicate differentiated brands that align with their business goals and maximize value.

The consultancy has established itself as a benchmark for brand development firms in the region, delivering excellence time and again with a nuanced understanding of the local market's needs. The launch of Brand Lounge's Riyadh office marks a new chapter in its journey, highlighting its commitment to maximizing value in the dynamic landscape of the Kingdom.

The launch event, "Maximizing Vision: Unveiling Brand Lounge in Saudi Arabia," took place at the prestigious Marriott Diplomatic Quarter on Wednesday, October 18. The occasion brought together influential figures, including C-level executives, senior managers, government officials, entrepreneurs, and valued partners of the consultancy.

Themed "Maximizing Vision," the event emphasized the strategic importance of brand development and the private sector's integral role in contributing to the Kingdom's Vision 2030, particularly in achieving a thriving economy.

The evening unfolded with captivating keynote speeches, insightful showcases, and an exploration of the distinctive methodologies that have positioned Brand Lounge at the forefront of strategy-led brand development. The consultancy's outstanding work has been recognized with numerous awards, notably the Grand Prix Award for Transform MEA 2023.

A highlight of the event was the revelation of details about Brand Lounge's recent acquisition of PeopleMena, resulting in the formation of BLP, the Brand Lounge culture practice. Additionally, Brand Lounge hinted at an upcoming innovative partnership in Saudi Arabia, promising innovative solutions for the Kingdom's people. An official announcement is anticipated in the coming weeks.

Commenting on this milestone, Hasan Fadlallah, Founder & CEO of Brand Lounge remarked, "Saudi Arabia has always been a key market for us, and we've been working with Saudi brands since 2007. However, today's launch event symbolizes our renewed commitment to the Kingdom, collaborating with Saudi businesses to usher in a new era of branding excellence."

The launch event underscores Brand Lounge's ongoing commitment to maximizing value, creating differentiated brands for clients, and contributing to the broader strategic vision of the Kingdom.

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About Brand Lounge

Founded nearly two decades ago, Brand Lounge is a strategy-led brand consultancy headquartered in Dubai and Riyadh. They have worked with leading brands such as Emaar, Salehiya Healthcare, Del Monte, Daman Insurance, the RTA, Etihad Rail, the Government of Dubai Media Office, and G42.

Committed to delivering tailor-made brand development services, Brand Lounge aligns with business objectives to promote growth. Their strategy-led methodology uncovers unique strengths and differentiates clients from the competition.

At Brand Lounge, the focus is on maximizing value. Learn more about their services and how they can differentiate your brand at www.brandlounge.com and follow [@BrandLounge](https://www.linkedin.com/company/brandlounge) on LinkedIn.

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