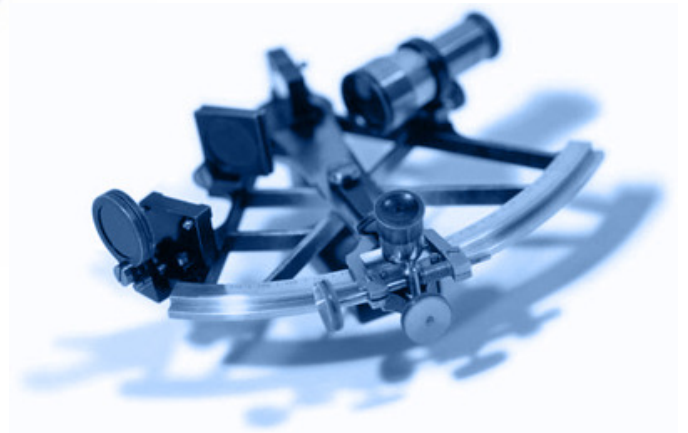


Branding Techniques

DRAFTED PROPOSAL



- ❁ WHY A BUSINESS NEEDS A BRAND TO BE SUCCESSFUL.
- ❁ THE KEY INGREDIENTS OF A BRAND.
- ❁ HOW TO MANAGE AND COMMUNICATE YOUR BRAND.
- ❁ BRANDING FOR DIFFERENT MARKET SECTORS.
- ❁ THE RELATIONSHIP BETWEEN DESIGN AND BRANDING.

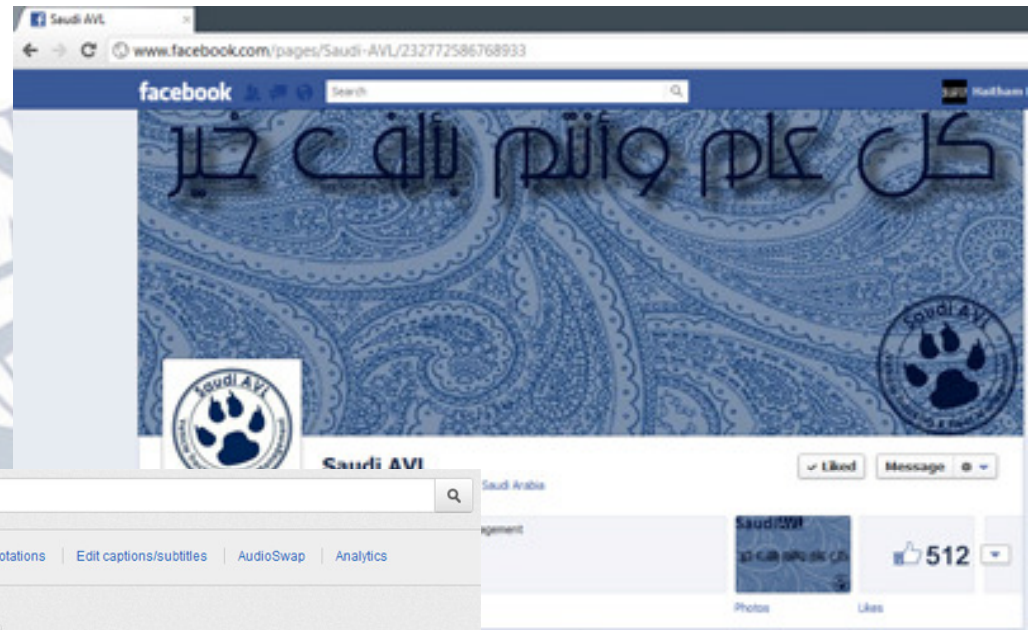


- ❁ STORYTELLING.
- ❁ CREDIBILITY.
- ❁ DIFFERENTIATION.
- ❁ YOUR CUSTOMERS.
- ❁ PRODUCT FOCUSING.
- ❁ MULTIPLE BRANDS.
- ❁ ACTIVATING YOUR BRAND.
- ❁ NAMING.
- ❁ CONSISTENCY.



- ⦿ WEBSITE: WWW.SAUDIAVL.COM
- ⦿ COMPANY PROFILE.
- ⦿ BROCHURES & LEAFLETS.
- ⦿ HEAD LETTERS AND ENVELOPES.
- ⦿ POWERPOINT PRESENTATIONS.
- ⦿ UNIFORMS & VEHICLES.
- ⦿ SOCIAL MEDIA NETWORKS.
- ⦿ ONLINE, PRINTED ADS.
- ⦿ GIFTS ITEMS.
- ⦿ OUTDOORS ADS.





Saudi Compass CASE STUDY



Saudi Compass CASE STUDY



WE ...

1. LISTEN TO YOU.
2. UNDERSTAND YOUR NEED.
3. TRANSLATE YOUR REQUIREMENTS.
4. SUBMIT YOU OUR PROPOSAL.
5. GET YOUR GREEN LIGHT.
6. START IMPLEMENTING.
7. FINALIZE DELIVERING.
8. DOCUMENTING YOUR ACCEPTANCE.





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