

Brand Strategist Portfolio



Bio

Business & Brand strategist based in Dubai with 17 years of experience holding senior roles in worldwide agencies such as Leo Burnett and DDB in the Latam

region and consulting advertising firms in the Middle East like Y&R, Publicis Groupe, Weber Shandwick, Main Division, La Mesa and Deloitte.

Background



Technology
Samsung



Government
SILA (Sharjah International Literary Agency)



Beauty
Loreal



Energy
Tabreed India. COLD



Beverage
Coca-Cola, AB InBev, Corona, Chivas Regal, Paien



Consumer Goods and Food
Unilever, Coca-Cola, Kimberly-Clark, P&G, Mondelez. Nestlé (ME)



Pharma
Heel, Novartis



Tourism
Aruba "The Happy Island"
MOFA Saudi Arabia



Startup & Niche Brands
Kitopi (UAE), Monetta.



Corporate and Financial
Bancolombia, HSBC



Automotive:
Exxon Mobil



Retail:
Jeronimo Martins, Carrefour

Platform to
business

HOW WE WORK

WE RECEIVE
Orders received through delivery portals

WE SOURCE
We are your complete supply chain solution

WE COOK
We cook with the highest levels of consistency & quality

We partner with you to deliver your business

At Kitopi, we can help you develop your F&B concept - just ask our restaurant partners. As the managed cloud kitchen partner, we work closely with you to build your needs and then everything else.

KITAPI

DELIVERY PARTNERS

كيتوبي KITAPI

POWERING THE FOOD ECONOMY

KITOPI

About

The middle eastern company that disrupted the status quo of the food industry.

Kitopi cut the noise within the food industry by challenging some sacred cows :

- Does “scale” mean “expensive”, “nearby” or “everywhere”?
- What is the restaurateur’s perfect kitchen?
- What is the ideal ambience/experience for a memorable meal?

They wanted

To revamp and refresh the brand.



To truly refresh the brand

I reframed the challenge to go beyond just improving the design.

Kitopi has indisputably made a significant impact on the food industry, impressing both investors and industry experts with their innovative approach.

However, what really sets Kitopi apart is the powerful transformation they have triggered with their business model.

How could we bring Kitopi's purpose to the forefront and make it a powerful "why"?

To achieve that, I helped my client rediscover who and why they work for, suggesting this:

Consumer insight

“It seems that when you want a business to scale, you take care of everything except what you do best”

Growing your food business, expanding, and opening more branches often means sacrificing what you love the most - cooking.

Functional benefit

Kitopi handles the heavy operational work saving your business its most important assets: your time and talent.

Emotional benefit

Kitopi helps you grow your restaurant's reach and revenue - so your fans can continue enjoying what you do best, no matter where they are.



Brand positioning

Freedom to expand your best to the world

Brand story

Growth is painful they say. But nothing is more painful than staying somewhere you don't belong. That cannot be what success meant to be.

That should mean to grow your capabilities, not your busywork.

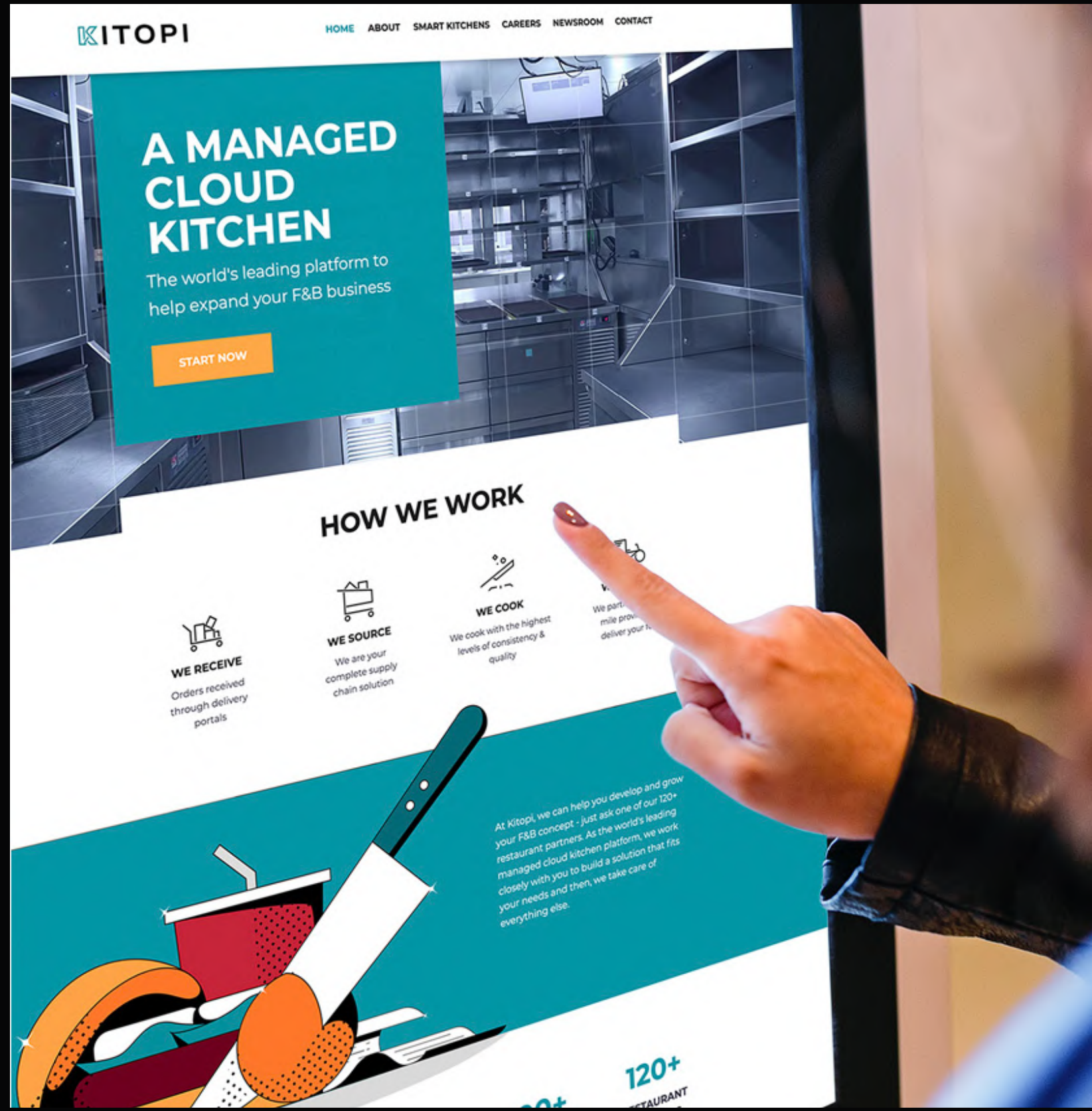
That should mean to take your recipes everywhere. Without going crazy—without working 80 hours a week—Without getting trapped on the treadmill. Anything but that!

Nobody wants to get stuck into that. That's not success. That's a trap.

You need more time to think, to create, to explore. To breathe. To dream big with your food.

Don't let old manners convince you can do it all!. That's not smart. Let's free yourself from burden.

You are a creator. An innovator. We power that.



The team did an amazing job with the creative work, which turned out great and it even won an award.

TRANSFORM AWARDS MEA - 2022
CATEGORY:
Best implementation of a brand development project





Cooling Innovation Lab



Cooling Innovation Lab



About

Tabreed, IFC, and Tech Emerge have come together to power an initiative aimed at seeking innovative ideas to cool down the planet.

They wanted

To create one single brand that inspires the initiative to take flight.



To avoid linear overused and cliché ideas as inspiration, I reframe the challenge as follows

The opportunity

Instead of telling the story of how to save the planet from heating up, with COLD we have an opportunity area to build trust in the idea that there are solutions to improve our lives despite tomorrow's climate.



Insight

We have been taught that the future of global heating is an unavoidable result of our past decisions, creating a limiting belief that snatch away our power to act.

Rational benefit

COLD offers a platform that helps doers for the planet to connect with the right environment, network and grants to make their actions towards cooling down the planet to move forward and scale.

Emotional benefit

COLD ignites your power to see an opportunity to act where others only see a problem to worry about.



Brand positioning

COLD scales (accelerates) your power to act.

Brand story

How you tackle important matters for the humanity is up to you.

You can either adopt a passive attitude, wait for someone else to act, blame others, or complain about things that cannot be changed; Or, you can recognize that your power lies in how you approach the situation, and harness the unique power within you to transform negativity into something good.

We are seeking individuals who view the challenge of mitigating global warming as a chance to innovate and implement the best corporate practices for efficiency and sustainability.

Therefore, foster and accelerate their way of thinking and acting is what COLD is about.

Cold's core values

Ambition

To encourage people to take action and become agents of change regardless of their origin, by reinforcing the belief that anyone can be an innovator and promoting pride in the community they belong to.

Inclusion

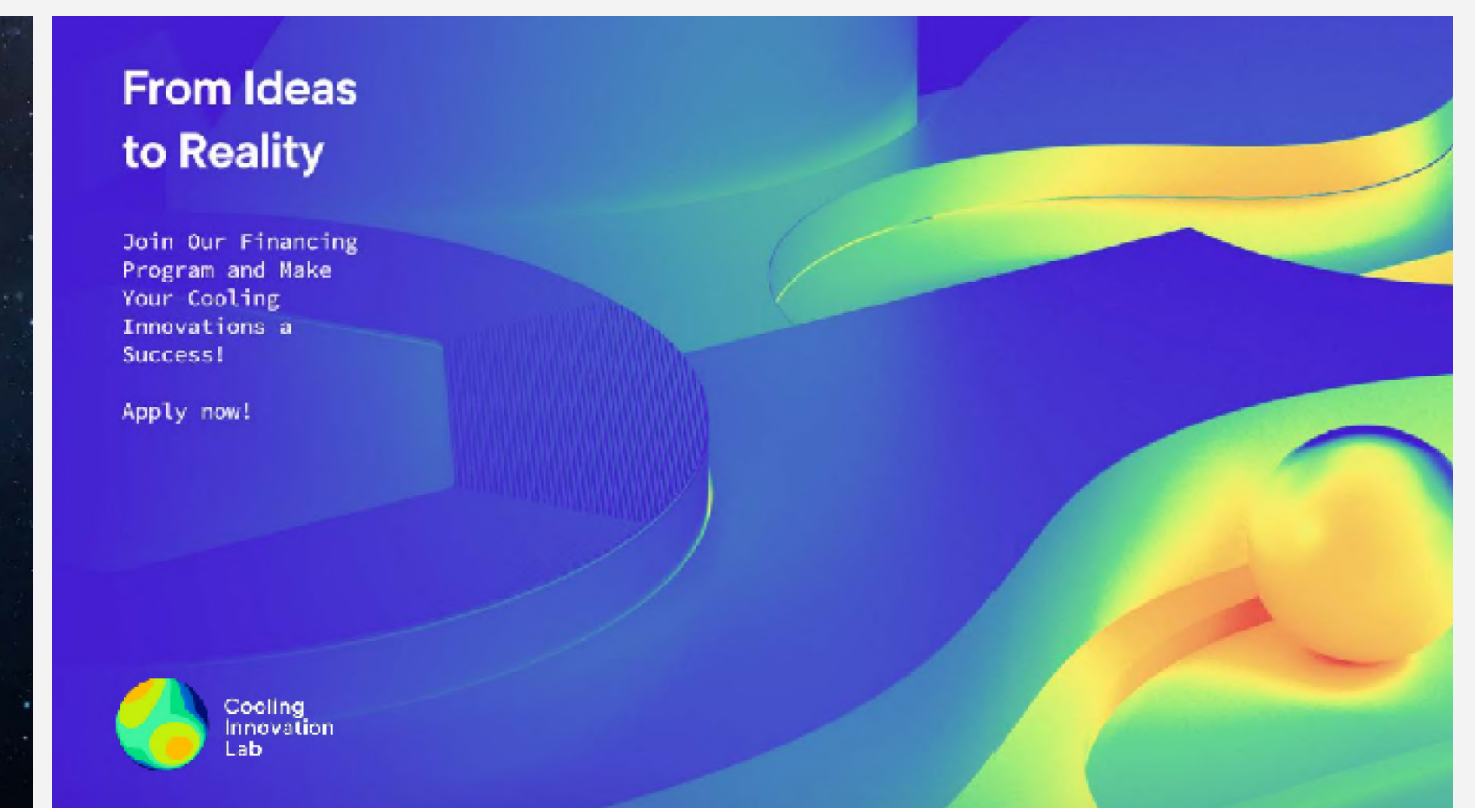
As a call for people from all backgrounds to contribute with their ideas and problem-solving mindset to make a positive difference.

Innovation

To inspire creativity and provide the right platform to make new ideas to solve global heating problems and cooling demand tangible and available for more people and companies.

Collaboration

To teamwork to turn ideas into reality, working along with organizations, innovators and private companies who wants to support the huge goal to create a meaningful change



Everything so cool with building brands but...

As professionals in communication and advertising, we run the risk of being active agents of pollution and outrage if we don't push our clients to stand for something real and avoid whitewashing their brands.

So I wondered



What role I want to play in helping my world?

Beyond being a strategist I see myself as an enemy hunter.



To do what?

Assist brands in finding a conscience that make them stand.

[Learn about my proprietary brand conscience framework - Brand Iceberg](#)



paiën





About

The brave client with a specialty coffee brand that let us shake up their industry by targeting a common enemy to prove my framework.

Finding an enemy helped us build the brand and sparked some really cool inspiration along the way.

They wanted

Stand out from the flood of new coffee brands popping up in Barcelona.



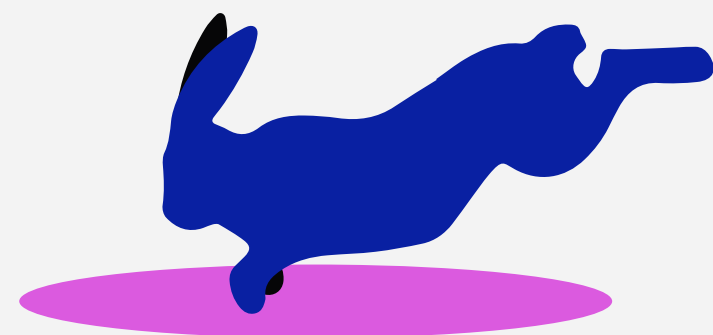
After listening to their dream

I reframed the challenge this way:

Paiën aims to take people on a journey of discovery into the world of coffee, allowing them to explore and learn at their own pace without any preconceived notions.

Being the problem is that some people feel like they don't fit in with the standards of specialty coffee drinkers.

How can we make people fall into our **Coffee Rabbit Hole** with Paiën?



Target audience

We talk to everyone - literally anyone who wants to immerse themselves in what coffee has to offer, not just those who feel entitled.

Average coffee consumer

The one who says:
“I may like specialty coffee but I feel like I don't fit their standards. However, that's not going to stop me from enjoying a cup of coffee.”

Specialized coffee consumer

Whose statement claims:
“I'm on my way to grow my knowledge into the coffee world, but contrary to what the industry says, the more I try, the more I can encourage myself to break some rules and flow among varieties, tastes and keep learning my way”

A decorative graphic on the left side of the page. It features a thick blue line that starts as a straight horizontal line, then curves into a rounded shape. Above this line are several geometric shapes: a pink triangle on the left, a white square, a pink circle, a white triangle, and a pink square. Below the blue line, a white circle is partially visible.

The enemy

(in common with the planet)

We are fighting against making part of the immense pool of sameness, and all things can be harmful to the world in that regard: mass production, fast fashion, serial production, manufacturing, etc. A production type made only for the purpose to fit.

Brand conscience

Brand iceberg

What people see of the brand

The narrative that makes people own the brand, engage with it and spread the word.

Brand Conscience

Brand Conscience

Paiën defends the specialty of being you

At removing all useless things when you learn about coffee, you please the only person for whom it is important to be a coffee specialist, You.

What supports our conscience

The narrative that enables the brand's team members to sleep happy, while awake achieve their most conscious dreams.

Brand's Intrinsic Conscience

Real Functional-self

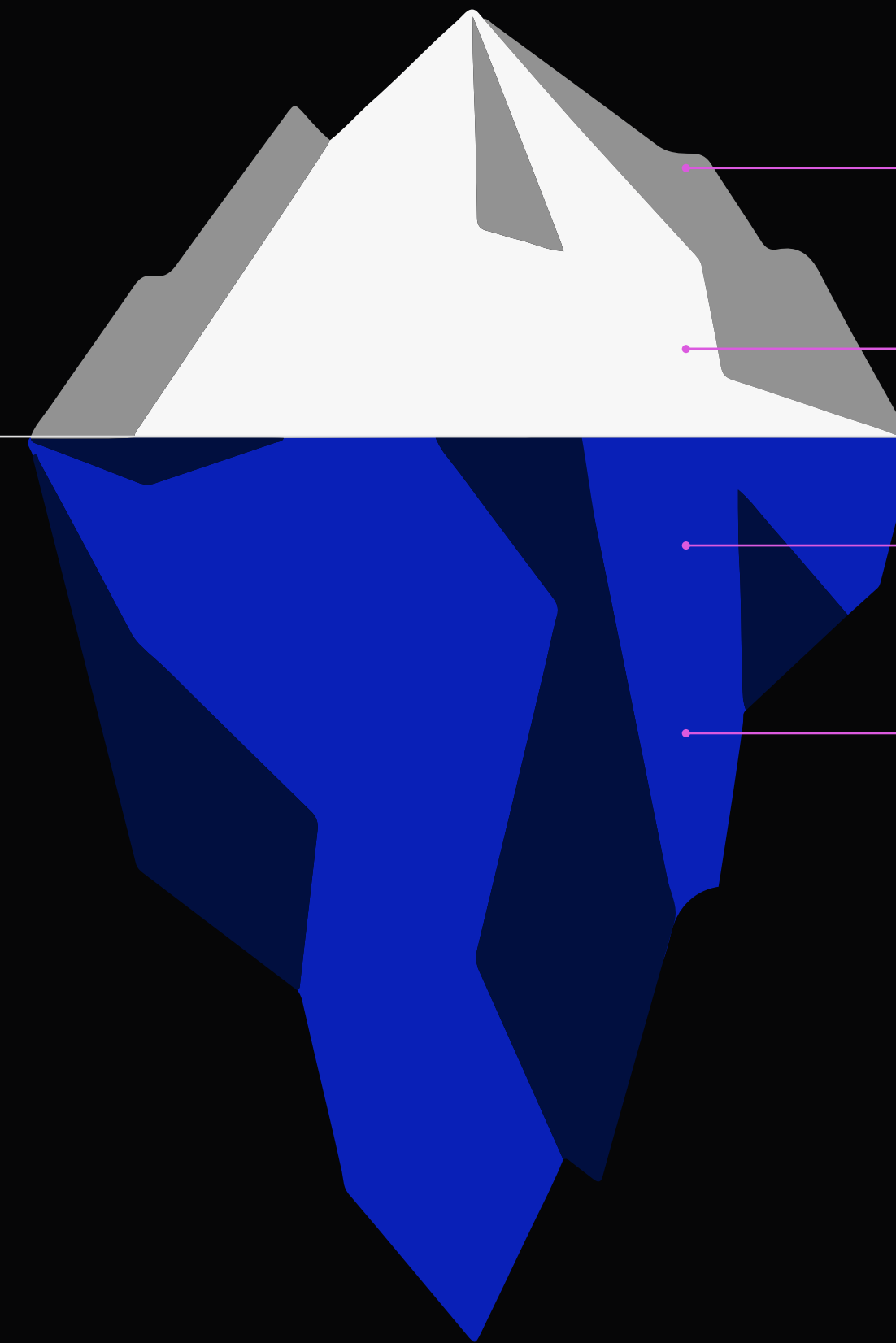
With Paiën you can become a coffee specialist that sets their own standards

End-to-end process to deliver the best coffee from trusted farms with whom we work and farmers you will know because we will shorten the bridge between consumers and producers.

A company made to encourage you to try as the best way to learn, by enjoying a great cup of specialty coffee without prejudices.

A wide range of flavors and roasting types from light, medium, dark, decaf, regular, special to exotic flavor profiles.

A company which principles are true to our pagan spirit.



Personality

The regular guy or gal (40%)

The explorer (40%)

The rebel (20%)

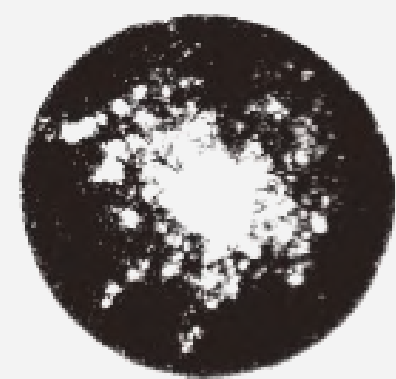
A true himself warrior

We have an unpretentious personality to reach the vast majority so that everyone can feel identified with us without judging your background or approach to coffee. Paiën defends and encourages people to protect their principles and tastes above any rule that comes from outside.

The warrior true to himself acts freely and adventurously as the best way to discover his world and himself.

A hint of rebellion

As Paiën keeps challenging what seems already transformed, it envisions an industry that should never stop transforming.



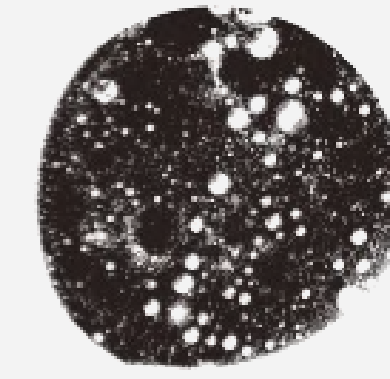
paiën



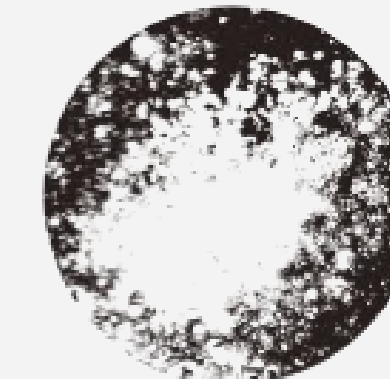
paiën



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