

intuition®

# MOVING THE NEEDLE

human first.

impact driven.

purpose driven.

intuition®

# INTRODUCING YOUR PARTNER FOR GROWTH

We exist because we believe in being the catalysts for positive change, supporting brands with purposeful strategy and an effective plan for implementation. Yes, we tell stories, but we do it by understanding the business, the industry and the people we are talking to. We see the human on the other side of data. We are constantly behind that meaningful connection, chasing and optimizing analytics through a strong narrative stemming from humanized creative and digital experiences.

we are after impact, not glory. we are after scale, not one-off hits.

# SMALL, BUT WITH BIG AMBITION.

Our collective team of best in field talents, young and seasoned have built and helped reshape globally and locally acclaimed brands, changing the narrative on public and private sector institutions.



REINVENTING...

# BRAND EXPERIENCES

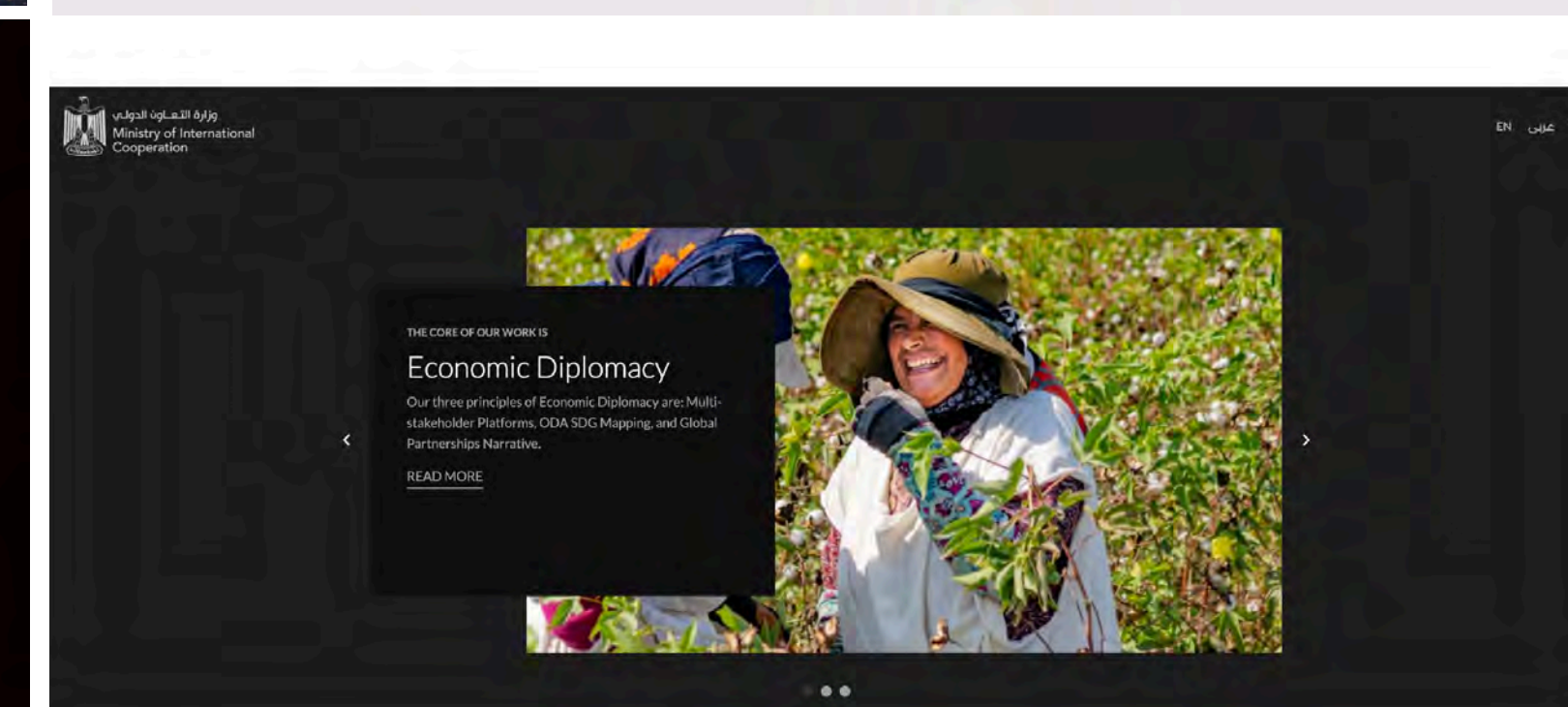
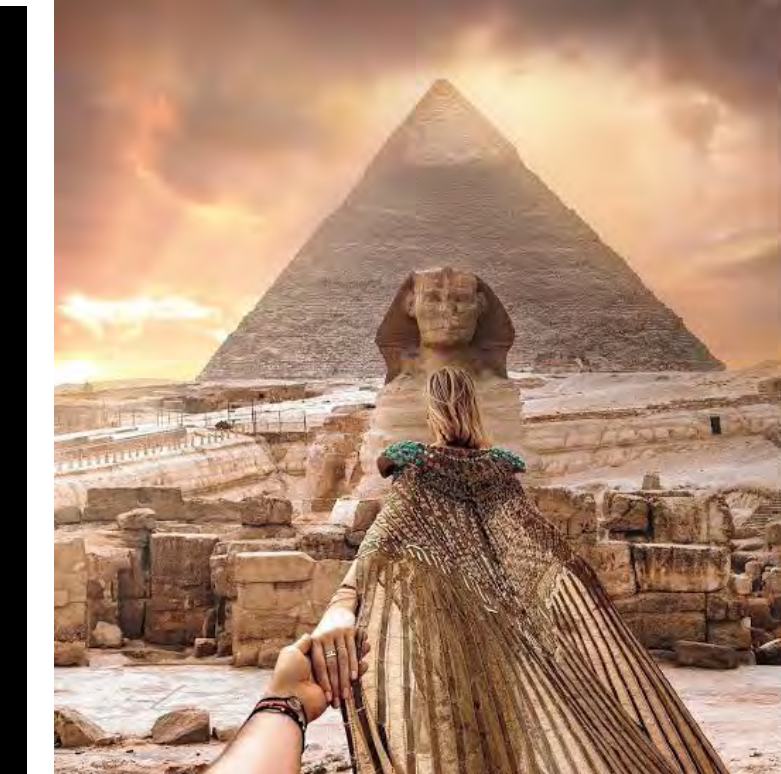
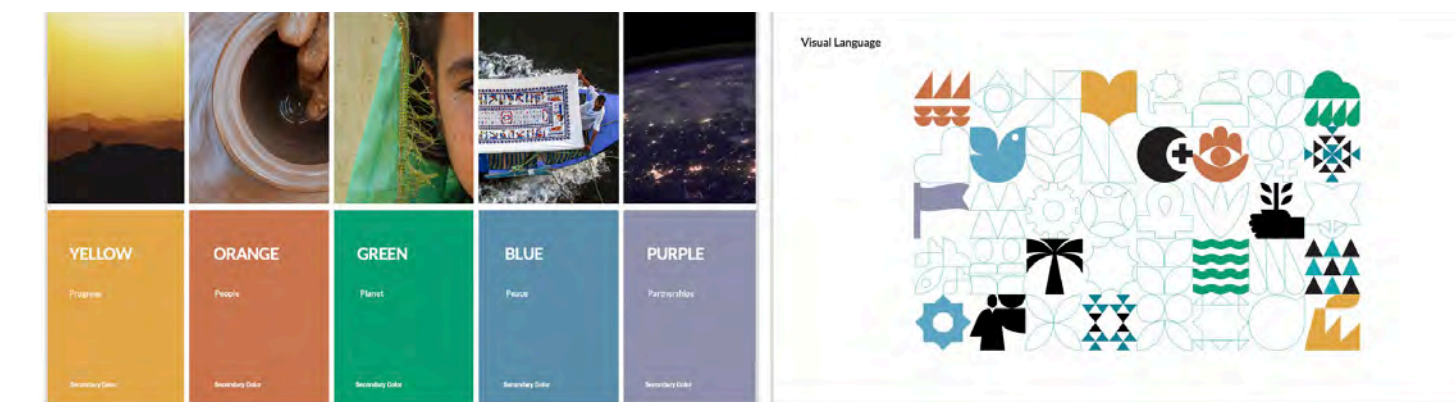
across people and projects  
through purpose and impact.



# IMAGINE THE GOVERNMENT OF EGYPT WINNING A GLOBAL WEBBY AWARD.

We did that.

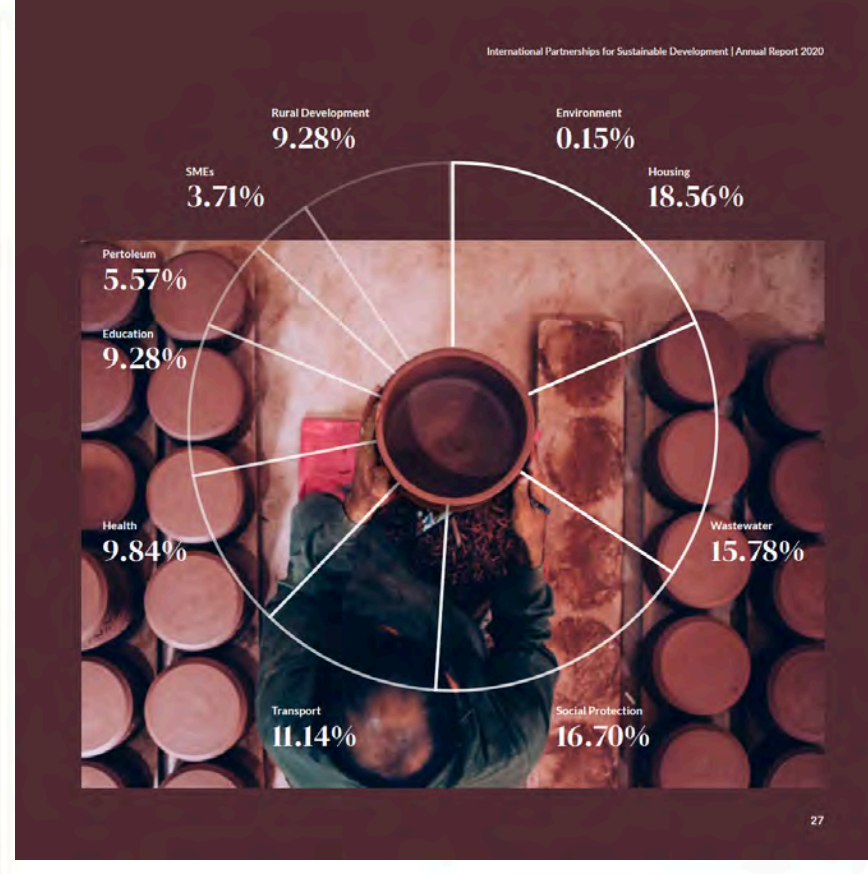
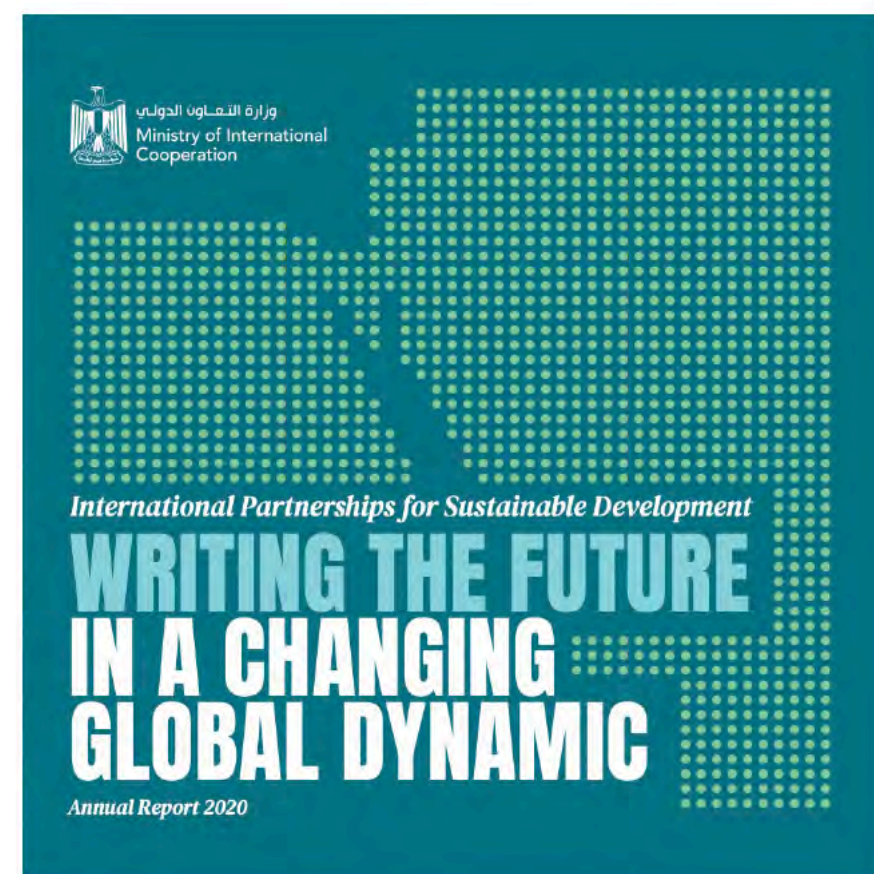
Our work with the Ministry of International Cooperation was definitely one of a kind. We've developed and lead an inclusive strategic communications ecosystem empowering public service with innovation and agility to create awareness, built trust and promote transparency between the Government of Egypt and its stakeholders, through powerful storytelling, great design and interactive website built on personalized user experience.





# RESHAPING THE WAY THE PUBLIC SECTOR SPEAKS.

Whoever said that brands can only be built effectively and creatively for the private sector? Through strategic communications, we could translate national strategic goals into results through the development and execution of creatively crafted work across the Ministry of Environment, Ministry of International Cooperation, Ministry of Youth and Sports and Ministry of Education and Technical Education.



## CONTENTS

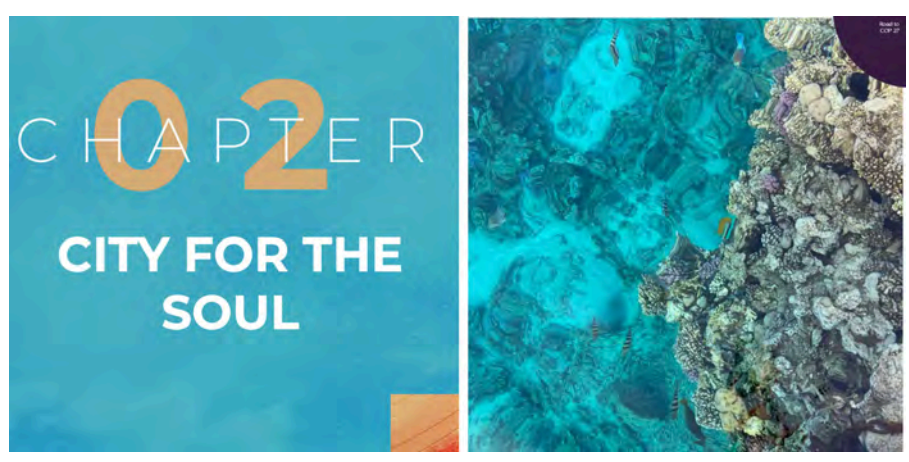
01	Statement of the President
02	Statement by H.E. President Abdel Fattah el Sisi
03	Statement by H.E. Prime Minister Mostafa Madhat el Morsi
04	Statement by H.E. Minister of International Cooperation
05	Statement by H.E. Minister of Environment
06	Statement by H.E. Minister of Education and Technical Education
07	Statement by H.E. Minister of Youth and Sports
08	Statement by H.E. Minister of Economic Planning and Economic Research

### STATEMENT BY H.E. PRESIDENT ABDEL FATTAH EL SISI

Water is a fundamental resource that underpins all drivers of growth, from agricultural production, energy generation, industry or manufacturing. It also connects these sectors into a broader system that must balance social development with environmental interests.

Egypt seeks to embed water at the center of economic growth planning. To do so, it supports a range of collaborations to identify and scale up a new generation of public-private partnerships that can deliver the implementation of UN SDG 6, Clean Water and Sanitation.

This year under housing and wastewater management, the Ministry of International Cooperation received financing for \$1.47 billion from the Arab Fund for Economic and Social Development, World Bank, Kuwait Fund for Arab Economic Development, and the ADB, EBRD and Germany.



### SMALL FARMER, BIG IMPACT

The long-term perspective shift to climate change will begin by making the farmer a more resilient and profitable. This is achieved by making use of the new technologies in the agricultural sector, such as precision farming, which uses data and sensors to optimize crop yields and reduce inputs. This is achieved by making use of the new technologies in the agricultural sector, such as precision farming, which uses data and sensors to optimize crop yields and reduce inputs.



### A LEAP INTO THE FUTURE

Cities are the **invisible backbone** that connect people, nature, and economies, and are the determinant of success for a true revolution in urban living to ensure that everyday life is seamless through tech-enabled, green infrastructure.

Currently, cities in Africa are being reimagined to tackle the core problems of pollution and traffic, the exposure of cities to environmental disasters, and the diminishment of biodiversity.

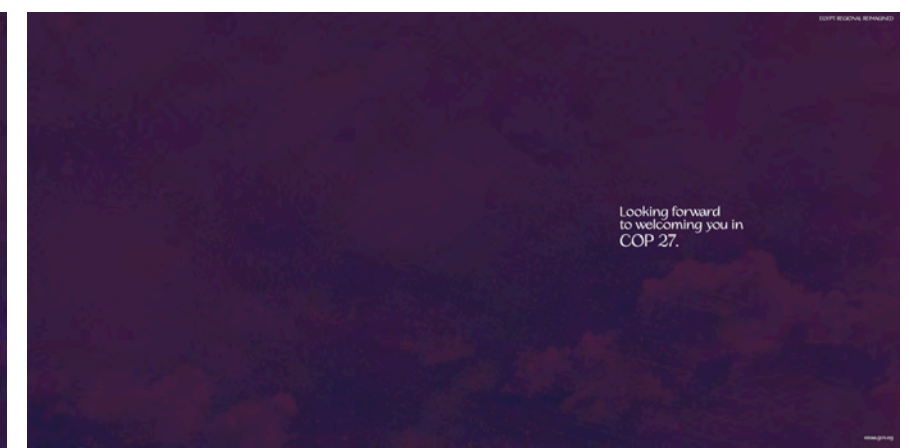


Moving towards green mobility to guarantee universal access, better health, efficiency, and safety, Egypt has focused on centralizing the issue of social impact as an integral part of climate policy to provide alternative green jobs for low-income workers. Aiming to replace unsafe tuk-tuks with natural gas-powered minivans nationwide, the government introduced a unified tariff for the operation of tuk-tuks in side streets or villages, and is coordinating with the Ministry of Military Production to produce minivans. Egypt also recently launched its first ever electric bus route in cooperation with China's Wanxiang Group Corporation and Egypt's Transport Company Mowasalat Masr, and is aiming to manufacture 2,000 electric buses over the next four years.



### SHAPING THE GLOBAL CONVERSATION ON AFRICA

As world leaders converge for the global climate summit in Egypt, the Ministry of International Cooperation is leading the charge in shaping the global conversation on Africa. This is achieved by making use of the new technologies in the agricultural sector, such as precision farming, which uses data and sensors to optimize crop yields and reduce inputs.





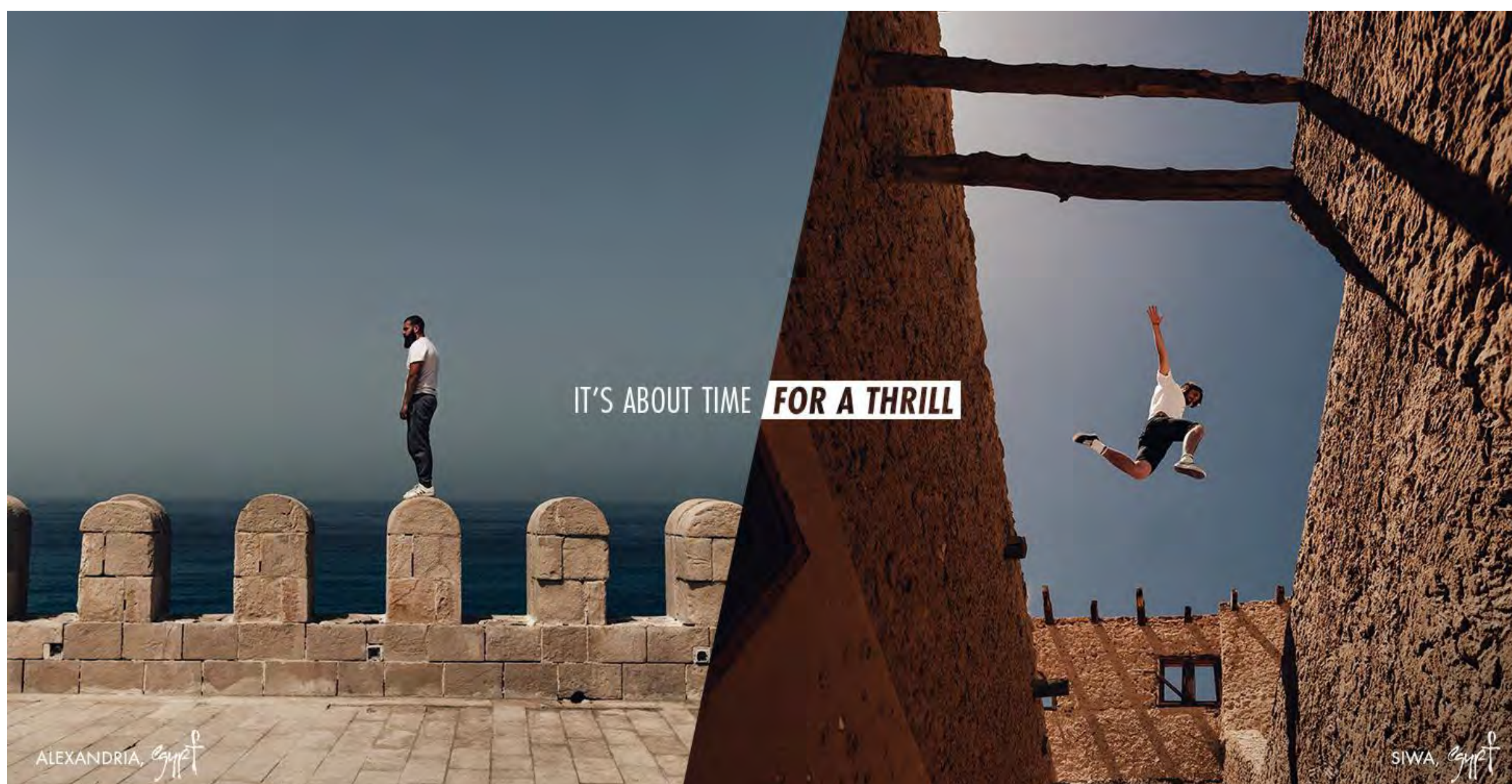
# BUILDING A NATION BRAND WITH TOUCH-POINTS ACROSS THE JOURNEY.

Yes, it was about time Egypt did that.

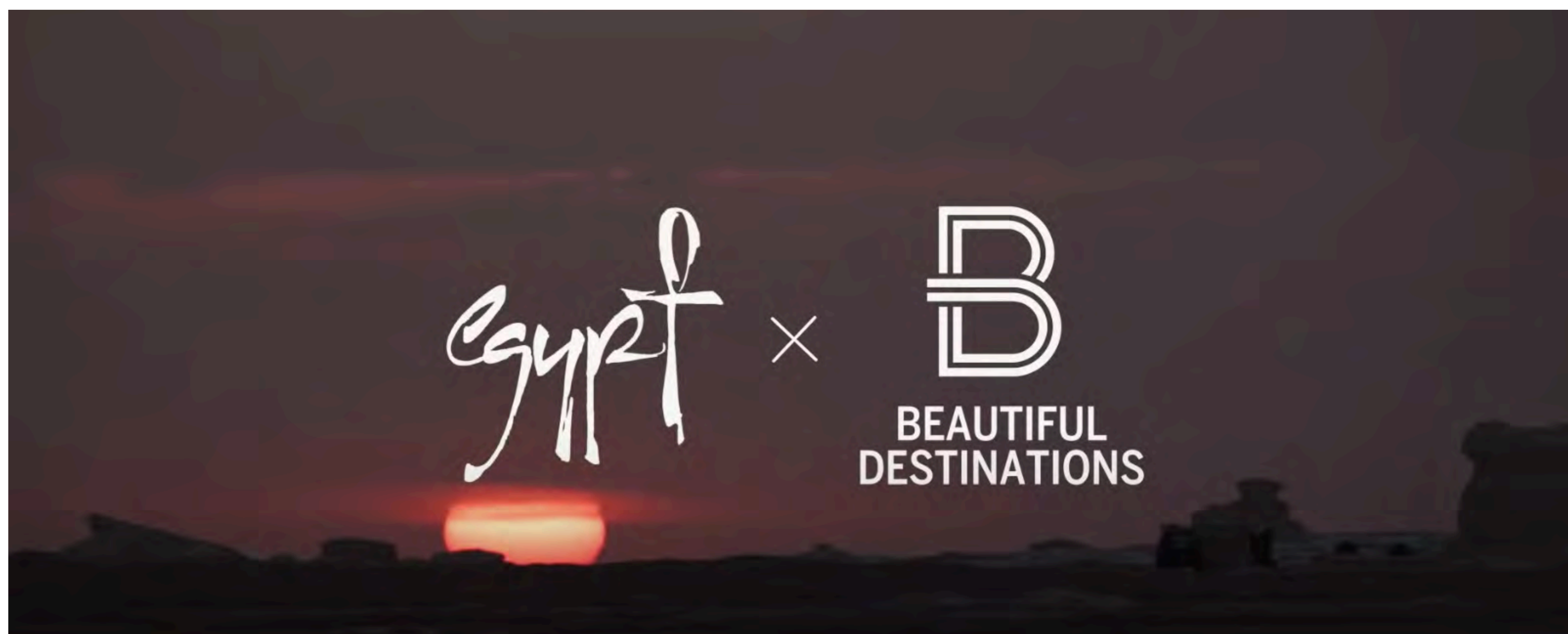
Developing a holistic digital-led communications framework with go to market strategies for the Ministry of Tourism through the partnership with Beautiful Destination that spans the globe; starting strategy first. After 6 months of intensive research and another 6 months for content creation; the campaigns People to People and Branding by Destination articulated Egypt's value proposition as a tourism destination that is awe-inspiring. The campaign won several tourism awards by the UNWTO, Skift Travel and CNN Travel Awards.













# ADOPTING A BROAD VIEW THAT ALLOWS BRAND TO ADAPT.

In an ever-changing life with different needs and priorities.



## CONCEPTUAL MANUAL FOR A GENDER-RESPONSIVE SUSTAINABLE DEVELOPMENT PLAN

Date of Publication: March 2022

وزارة التخطيط والتنمية الاقتصادية  
Ministry of Planning and Economic Development



### Foreword from the Minister of Planning and Economic Development, Arab Republic of Egypt

One of the main concerns of the Arab Republic of Egypt taps on the needs of the most vulnerable social groups, which is reflected in the UN Sustainable Development Goals and Egypt's Vision 2030.

This prompted the Ministry of Planning and Economic Development to issue this introductory manual that responds to the needs of different social groups, especially women. This manual sets a framework that details controls for analyzing and responding to the needs of women, children and people with disabilities, when developing the annual plan for sustainable development. Moreover, it underlines the tools and mechanisms that should be employed to integrate social groups in all stages of the project study: identifying the needs, designing and implementing the project, in addition to following up on the impacts of various developmental projects and programs.

Egypt was proactive in taking precautionary measures to deal with the covid-19 pandemic, with swift responses that deal with its socio-economic repercussions through concerted government efforts to respond and to rebuild, protecting its most vulnerable groups, especially women. Among the most prominent measures taken is the preparation of the first manual for a Gender-Responsive Sustainable Development Plan, emphasizing the importance of:

- Directing public institutions towards the implementation of development programs and projects through elevating the social aspect for women and children.
- Giving priority for financing to these programs and projects within the state's plans.
- Creating conducive and inclusive work environment for women to enhance efforts in women economic empowerment within the labor market.

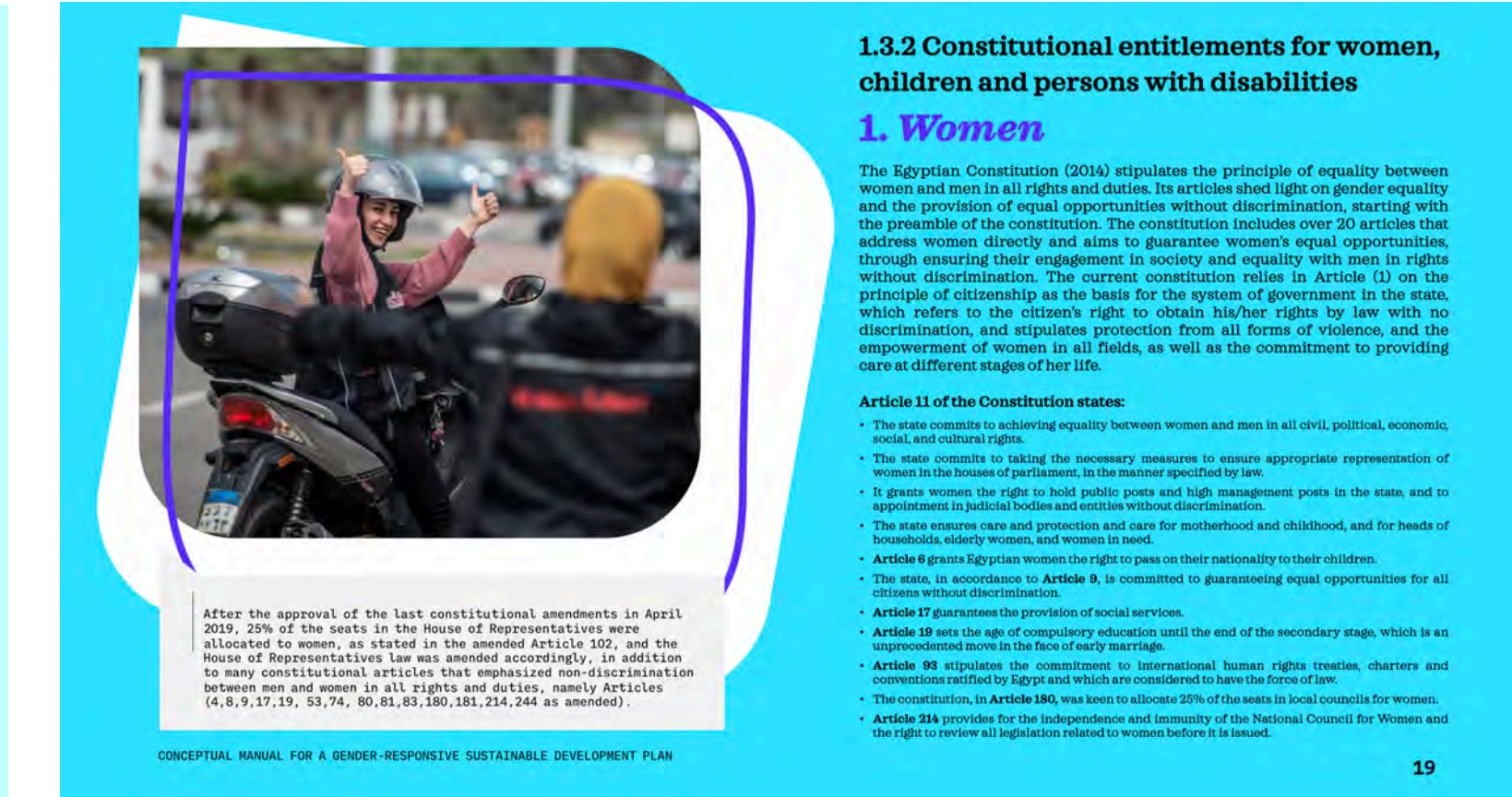
We believe that this manual represents a reference document that aims to enable ministries and development agencies to understand and implement gender-responsive planning based on a thorough and conscious study of global experiences within this regard. It also includes a detailed study of the Sustainable Development Goals set by Egypt in its vision for the future and of all laws, legislation and strategies issued by various agencies that serve the goal of comprehensive planning without leaving anyone behind.

H.E. Professor Dr. Hala H. Elsaid



### 1.1 Definition and objectives of gender-responsive planning

Gender-responsive planning is a comprehensive approach that integrates the social dimension into development plans so that the programs, projects, and activities developed by all government agencies within the framework of sustainable development plans, ensure equality and equal opportunities among different social groups, and serve priority issues for women, children and people with disabilities. Hence, the responsive planning is the process through which society's goals and priorities are reflected, so that government programs and projects contribute to the advancement of the targeted social groups and their economic, social, political, and environmental empowerment. The importance of gender-responsive planning stems from the fact that it is a means of bridging developmental gaps between all social groups, achieving equality and equal opportunities. In addition to enhancing community participation for all groups in the development process (LOGOS, 2011).



### 1.3.2 Constitutional entitlements for women, children and persons with disabilities

#### 1. Women

The Egyptian Constitution (2014) stipulates the principle of equality between women and men in all rights and duties. In articles shed light on gender equality and the provision of equal opportunities without discrimination, starting with the preamble of the constitution. The constitution includes over 20 articles that address women directly and aims to guarantee women's equal opportunities, through ensuring their engagement in society and equality with men in rights without discrimination. The current constitution relies in Article (1) on the principle of citizenship as the basis for the system of government in the state, which refers to the citizen's right to obtain his/her rights by law with no discrimination, and stipulates protection from all forms of violence, and the empowerment of women in all fields, as well as the commitment to providing care at different stages of her life.

#### Article 11 of the Constitution states:

- The state commits to achieving equality between women and men in all civil, political, economic, social, and cultural rights.
- The state commits to taking the necessary measures to ensure appropriate representation of women in the houses of parliament, in the manner specified by law.
- It grants women the right to hold public posts and high management posts in the state, and to appointment in judicial bodies and courts without discrimination.
- The state ensures care and protection and care for motherhood and childhood, and for needs of households, elderly women, and women in need.
- Article 6 grants Egyptian women the right to pass on their nationality to their children.
- The state, in accordance to Article 8, is committed to guaranteeing equal opportunities for all citizens without discrimination.
- Article 17 guarantees the provision of social services.
- Article 18 sets the age of compulsory education until the end of the secondary stage, which is an unprecedented move in the favor of early marriage.
- Article 91 stipulates the commitment to international human rights treaties, charters and conventions ratified by Egypt and which are considered to have the force of law.
- The constitution, in Article 180, was keen to allocate 25% of the seats in local councils for women.
- Article 216 provides for the independence and immunity of the National Council for Women and the right to review all legislation related to women before it is issued.

**1.2.1 Related UN Sustainable Development Goals**  
The United Nations Sustainable Development Goals integrate the empowerment of women, children and persons with disabilities, across its goals, in addition to ways through which their living conditions can improve.

THE GLOBAL GOALS  
For Sustainable Development

INTERNATIONAL GOAL	OBJECTIVES	MEASUREMENT INDICATORS
<p>Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable</p>	<p>11.3 Provide access for all to safe, affordable, accessible and sustainable transport systems, and improve road safety by expanding public transport, paying particular attention to the needs of people in vulnerable situations, women, children, people with disabilities and the elderly.</p>	<p>11.2 Percentage of the population who have access to suitable public transportation, by age, gender and persons with disabilities</p>

CONCEPTUAL MANUAL FOR A GENDER-RESPONSIVE SUSTAINABLE DEVELOPMENT PLAN

18

**The methodology of applying responsive planning in the state plan**

In order for ministries and different sectors to integrate the perspective of social groups in the planning process, this part presents the steps to be followed, in addition to the mechanism for evaluating gender-responsive planning based on quantitative and qualitative indicators. This will be done in order to assess the success of the steps that have been followed to meet the needs of different groups and to economically, politically, and socially integrate these categories.

**Gender Responsive Planning Steps**

Figure 1 shows the general framework for the steps of gender-responsive planning. These steps begin with the identifying stage of the gaps and the urgent needs of social groups. This is followed by a formulation of goals that each sector works to achieve, and translating these goals into executive programs and projects. This is further followed by the implementing process of the program and project activities, and finally the performance appraisal process to ensure that program and project activities meet the needs of different groups. In each of these stages, the appropriate tools and mechanisms shown in Table (1) are used to ensure that the social perspective is taken into account at all stages of planning.

**Figure #1 general framework for gender-responsive planning steps sectors**

CONCEPTUAL MANUAL FOR A GENDER-RESPONSIVE SUSTAINABLE DEVELOPMENT PLAN

44



# WE BELIEVE IN BUILDING BRANDS THAT ARE DIVERSE AND INSIGHTFUL

From improving children's skills for the future, to car rentals in a country that emphasizes car ownership, to curing Hepatitis C, to disconnecting the world's most loved football player Mohammed Salah to show the power of connecting through human; our team has built brands across a diversity of industries, channels and audiences.

Developed By: **Rula El Kaliouby**

**Youth for the Future**

Communication Strategy & Outreach Blueprint

► **Improving Livelihood Opportunities for the Future Ahead**

Strengthening the socio-economic resilience of migrant, refugee and host communities' youth through improved policy frameworks, employability skills, career prospects and inclusive youth centers.

ما تشيخ هم العربية

Want a worry free car?

**Sixt**

أجر عربية

FOR A WORLD FREE OF Hepatitis C

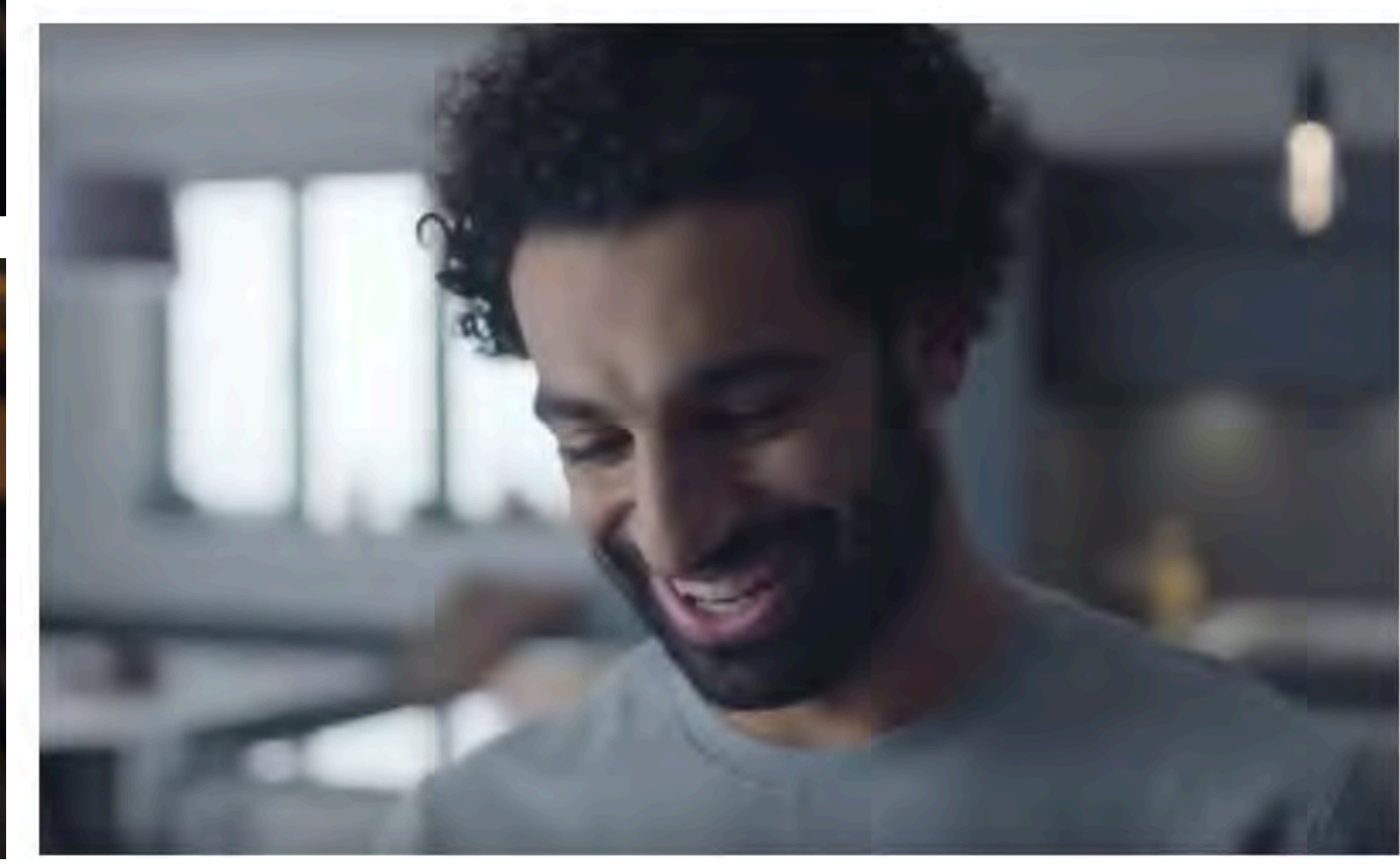
www.tournure.com

**#STOP THE WAIT**

LIONEL MESSI  
TOUR N' CURE WORLD AMBASSADOR

**“The Human Network”: DHL Express & Mo Salah’s Message to the World**

EGYPTIAN STREETS  
 6 FEBRUARY 2019





# WE OWNED COP27, WITHOUT SPONSORING COP27.

For the 2022 United Nations Climate Change Conference held in Sharm El Sheikh, we designed a billboard campaign for Etisalat Egypt by e& that spread across the city with powerful and attention grabbing messaging on the importance of sustainability and acting together for people, purpose and planet.

**NATURE NEEDS A LITTLE NURTURE**



It's a small world. We have a big responsibility to look after it.

etisalat by e& #makepossible


**SUSTAINABLE SOLUTIONS DON'T GROW ON TREES**



But almost everything we need does. Welcoming future agents to Sharm El-Sheikh. Change starts here.

etisalat by e& #makepossible

**MOVING FORWARD OR MOVING UPWARDS?**



Smart cities start with people. Together, we reimagine partnerships that speed up the development of the future.

etisalat by e& #makepossible

**DEAR WORLD, IT IS (YOUR) JOB TO TAKE ACTION**



1.8 million tons of CO2eq saved per year. Together, we can race to zero.

etisalat by e& #makepossible

**TAKE A LOOK AT THE PAST**



Let's say hello to tomorrow. For 15 years, we've connected and acted together to imagine a future where people and planet thrive.

etisalat by e& #makepossible



# CREATING GROWTH THROUGH RELEVANCE.

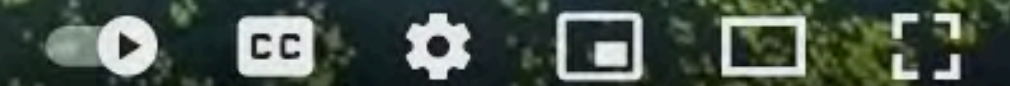
We've created a full identity for the Aswan Forum for Sustainable Development and managed its execution and implementation pre, during and post forum for the Cairo International Center for Conflict Resolution, Peacekeeping and Peacebuilding.

<https://youtu.be/19AFHvpPpBc>



Play (k)

0:39 / 1:51



#AswanForum #African #Egypt

Building the Africa We Want: The 3rd Edition of the Aswan Forum For Sustainable Peace & Development



ASWAN FORUM  
21-22 June 2022

**LIVE FROM EGYPT  
JUNE 21 - 22**

#AswanForum  
www.aswanforum.org

ASWAN FORUM  
21-22 June 2022

**EMPOWERING  
AFRICAN YOUTH VOICES**  
JOIN OUR YOUTH DIALOGUE

#AswanForum  
www.aswanforum.org

ASWAN FORUM  
21-22 June 2022

**THE ROAD  
TO COP27**

#AswanForum  
www.aswanforum.org

ASWAN FORUM  
21-22 June 2022

**STRENGTHENING  
RESILIENCE THROUGH  
INCLUSIVE & INTEGRATED  
RESPONSES**

#AswanForum  
3rdaswanforum.com

ASWAN FORUM  
21-22 June 2022

**PEACE  
PROGRESS  
PROSPERITY**

#AswanForum  
www.aswanforum.org

ASWAN FORUM  
21-22 June 2022

**DAY 02** JUNE 22  
10:45 - 12:15

PANEL

**FINANCING  
SUSTAINABLE PEACE  
AND DEVELOPMENT IN THE  
FACE OF CASCADING RISKS**

#AswanForum  
3rdaswanforum.com

ASWAN FORUM  
21-22 June 2022

**BØRGE BRENDE**  
PRESIDENT OF THE WORLD ECONOMIC FORUM

FINANCING SUSTAINABLE PEACE AND  
DEVELOPMENT IN THE FACE OF CASCADING  
RISKS

#AswanForum  
www.aswanforum.org

ASWAN FORUM  
21-22 June 2022

**Date: 22 June, 2022  
Time: 10:45 - 12:15**

**Financing Sustainable Peace and Development  
in the Face of Cascading Risks**

Speakers:

- Børge Brende**, President, World Economic Forum
- Jenny Ohlsson**, State Secretary to Minister for International Development Cooperation Matilda Ernkrans, Ministry for Foreign Affairs, Kingdom of Sweden
- Mahmoud Mohieldin**, Egypt's Climate Champion, UNFCCC, COP27; UN Special Envoy on Financing the 2030 Agenda for Sustainable Development; Executive Director of the International Monetary Fund
- Elizabeth Spehar**, Assistant Secretary-General for Peacebuilding Support, Department of Political and Peacebuilding Affairs, United Nations
- Kevin Urama**, Acting Chief Economist and Vice President for Economic Governance and Knowledge Management, African Development Bank
- Hafsa Maalim**, Partnership Officer & Focal Person on the Peace Fund, Office of the Commissioner, Department of Political Affairs, Peace & Security, African Union

Moderator:

- Franck Bousquet**, Deputy Director, International Monetary Fund
- Stephen Hammer**, Advisor, Global Climate Policy and Strategy, World Bank, Climate Change Group
- Nena Stojkovic**, Under Secretary General for Global Relations, Humanitarian Diplomacy and Digitalization, International Federation of Red Cross and Red Crescent Societies
- Hanaa Helmy**, Head of CSR & CEO, EFG Hermes Foundation
- Vipul Bhagat**, Global Innovative Financing Advisor, UN Women

#AswanForum  
3rdaswanforum.com

ASWAN FORUM  
21-22 June 2022

**Providing the youth with business opportunities, and supporting them to reach their full potential will give them purpose, and will help them feel the progress in the society.**

**Emanuela Gregorio**  
Coordinator of Fashionomics Africa, African Development Bank (AfDB)

#AswanForum  
3rdaswanforum.com

ASWAN FORUM  
21-22 June 2022

**3  
DAYS TO GO**

#AswanForum  
www.aswanforum.org



REDEFINING

# BRAND ARCHITECT

through proactive thinking  
& transformative insights.







# SETTING BUSINESSES UP ON A GROWTH TRAJECTORY

## MAXAB - Marketing & Communications Strategic & Creative Roadmap + Brand Corporate Identity

intuition® X maxab

High level presentation  
November 6th, 2022

### OUR BUSINESS CHALLENGE

To differentiate and sustain. *growth* → Maximizing shareholder Value

**WE LED ALL DAY SESSIONS** for a holistic view of our brand

**WE HAD TRUTHFUL CONVERSATIONS** with the Founders, Board Members, Employees, Retailers and Suppliers. Over 20 interviews

**WE CONDUCTED AN IN-DEPTH RESEARCH & ANALYSED FINDINGS** to unlock big-data insights

**WE JOINED THE MAXAB COMMUNITY** to get a real life glimpse of the ecosystem and offering

There was a almost unanimous opinion among stakeholders on the need to do more through a unified brand and creative platform with one very obvious purpose and a diversity of offerings where consistency is a key to growth

**Unified Purpose**

"The ultimate dream is to become the biggest mover of goods and money in the Middle East & digitalize the movement of cash in underdeveloped markets. Connecting those markets together through a cross border platform for trade and money remittance"  
Basil ElMaghrabi - Co-Founder & CEO

"Solving the multi-fragmented supply chain in the country. Our biggest strength is the people and the culture is what determines our milestones."  
Mansour Benham - Co-Founder & COO

"If I could sum up Maxab in one sentence, it would be organizing an unorganized market."  
Wael Lihana - Managing Director

**Multiple Audience**

"Maxab has so much to offer, but I am not sure that all relevant people know much about it."  
Khaled Fathy - E-Commerce Channel Manager, Unilever North Africa, Levant, Iraq

"E-Commerce is a way forward for multinationals. They need to see Maxab as a partner."  
Cherif Wajdi - Head of Commercial

"Since we maximize profits for retailers by giving them new revenue streams through our different verticals, this needs to constantly be communicated."  
Ahmed Sultan - Principal Manager Product Supply

**Multiple Messaging**

"There are lots of ideas that we have, we have built some of them and showing others and the right maturity level. For the time being we want to be the success to the manufacturers."  
Ahmed Gazi - CEO

"For e-commerce international expansion is the biggest growth lever and for fin-tech it's the fastest growing lever in terms of reach and scope of services. The priority now is to create synergies between them."  
Ayman - Head of Strategy and Business Development

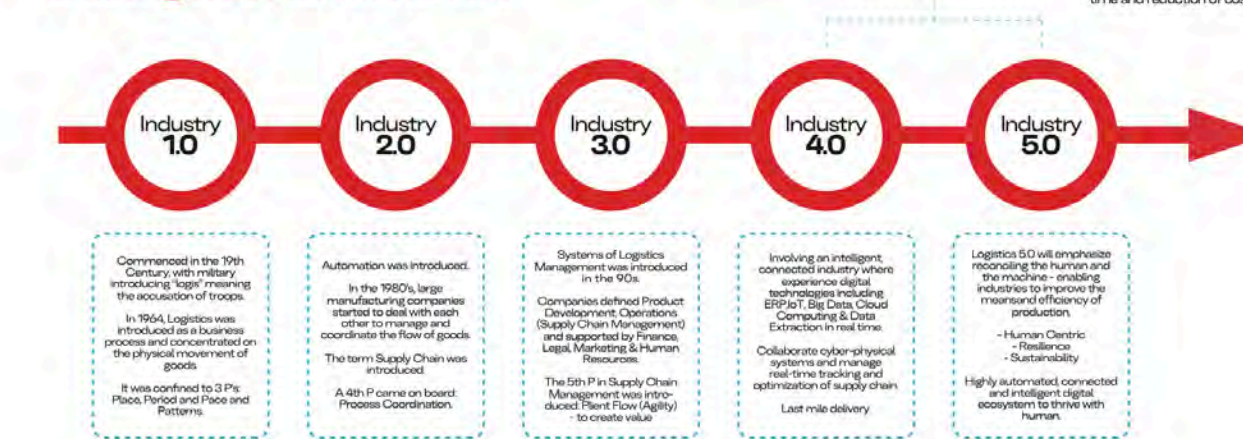
"I believe there will emerge a super tech company in the Middle East with a big impact and I think we have a really good chance of becoming that company."  
Basil ElMaghrabi - Co-Founder & CEO

### OUR APPROACH TO BUILDING our unique strategic value proposition.



### THE FUTURISTIC JOURNEY OF LOGISTICS

Looking back, to look ahead.



### THE LAST MILE SPRINT

As consumers turn to e-commerce to fulfill their purchasing needs, fast delivery is no longer a luxury - **it is an expectation.**

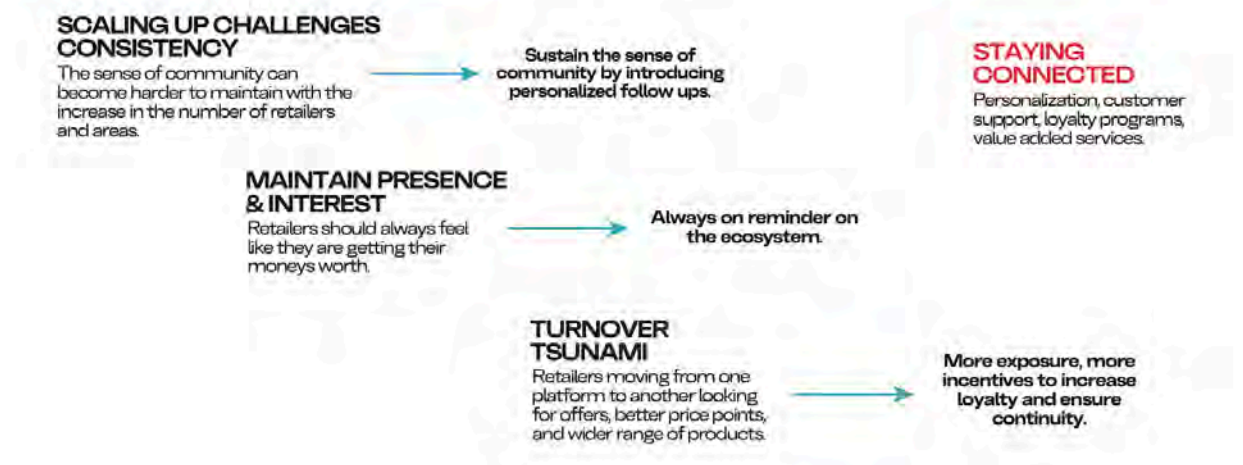
Costing **53%** of total shipping

**41%** of total supply chain costs

More than **6 out of 10** business owners agree that last mile delivery is the most inefficient process in supply chain.

**58%** agree that having a mobile-first strategy for last mile delivery reduces operational costs.

### PRODUCT INSIGHT





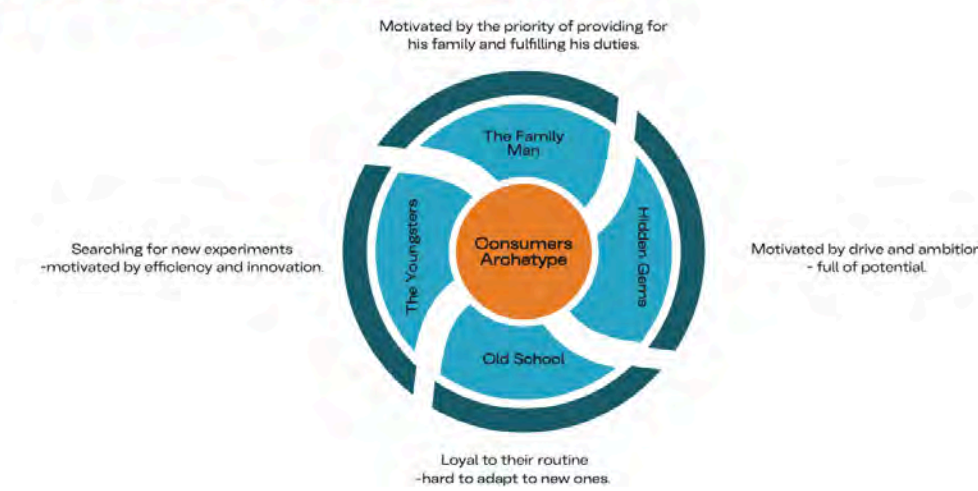
# SETTING BUSINESSES UP ON A GROWTH TRAJECTORY

## MAXAB - Marketing & Communications Strategic & Creative Roadmap + Brand Corporate Identity

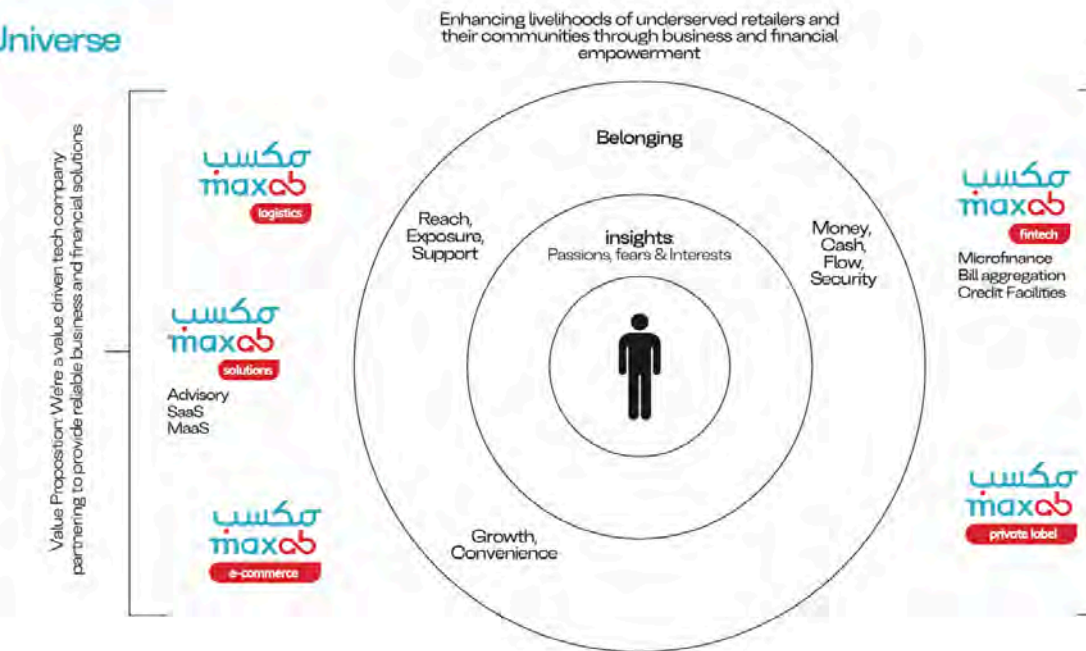
### STAKEHOLDERS



### CONSUMER SEGMENTS



### Our Universe



### HOW ARE WE GOING TO CREATE?

#### Hero-Hub-Hygiene Model

There are various different kinds of content that we can push out to our audiences that are within Alessandro's voice. These range from low-effort, bite-sized tidbits with quick turnaround times (short text messages, quotes etc) to more time-intensive and elaborate "brand" building content.



Large-scale content created on "events" or "campaigns" or big announcements that really helps us pump up our profile and purpose as well as drive mass awareness to Maxab. **Delivers authority.**

Content to create inspiring stories, generate engagement and advocacy. It is interesting and attractive content designed to communicate to our several stakeholders. Hub content can be done once every two-three months. **Improves awareness and engagement.**

Content that we will post weekly that serves our strategy and content pillars. Hygiene content is platform-specific, always on content optimized for intent and interests. It is also geared towards interacting & engaging with our audience. **Boosts depth and relevancy.**

#### 1. logo design



© 2022 This brandbook is meant to aid and ensure the highest level of consistency to all Maxab's marketing material, and maintain a professional look throughout all communication platforms.

#### 7. identity application

##### 7.1 stationary

delivery box design in kraft paper with Maxab's logo applied in black.



© 2022 This brandbook is meant to aid and ensure the highest level of consistency to all Maxab's marketing material, and maintain a professional look throughout all communication platforms.

#### 6. app icon

##### Option #01



##### Option #02



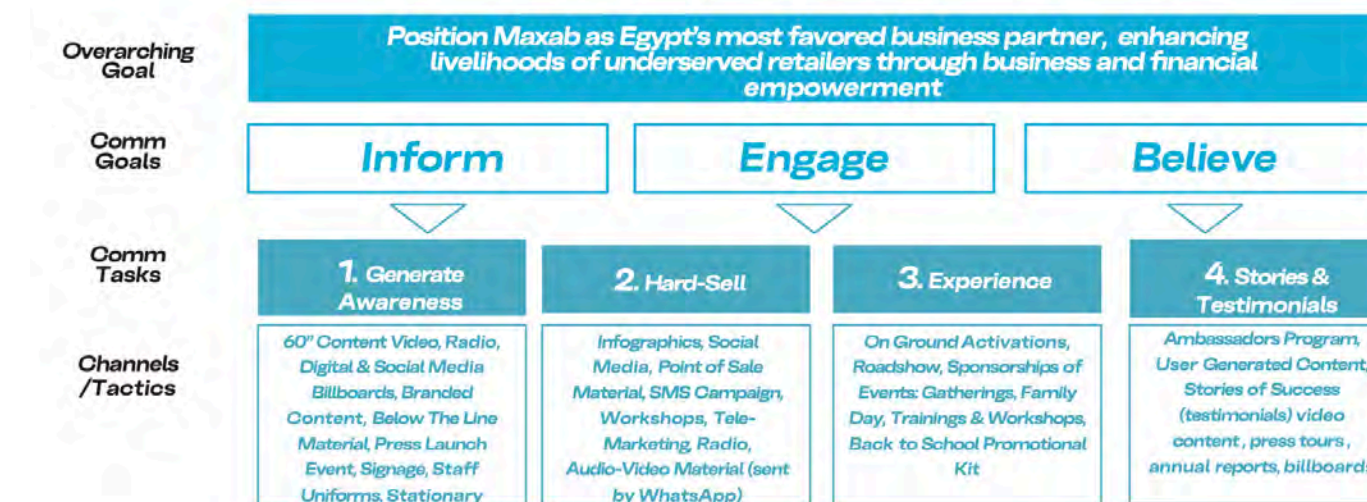
#### 7. identity application

##### 7.1 stationary

when it comes to our stationary we have both our logo as in our pattern duplicated applied on some of our stationary in an embossed effect to give it a rich look and feel. Either up or down, depends on the application and type of stationary.



### COMMUNICATIONS PLAN





# A SECOND CHANCE FOR A LEGACY FAMILY BUSINESS

## HAMZA Group - Marketing & Communications Strategic & Creative Framework & Implementation



Today, we're charting the industry of the future

20 years from now, demand for water will be 40% higher than it is today.

The ever-expanding water demand of the world's growing population and economy, combined with the impacts of climate change and consumption, are making water scarcity a reality and with it we are witnessing severe damage to livelihoods, human health and ecosystems.

Supply expansion and efficiency improvement is the only way to close the gap.

The way we envision and manage water, is the only forward.

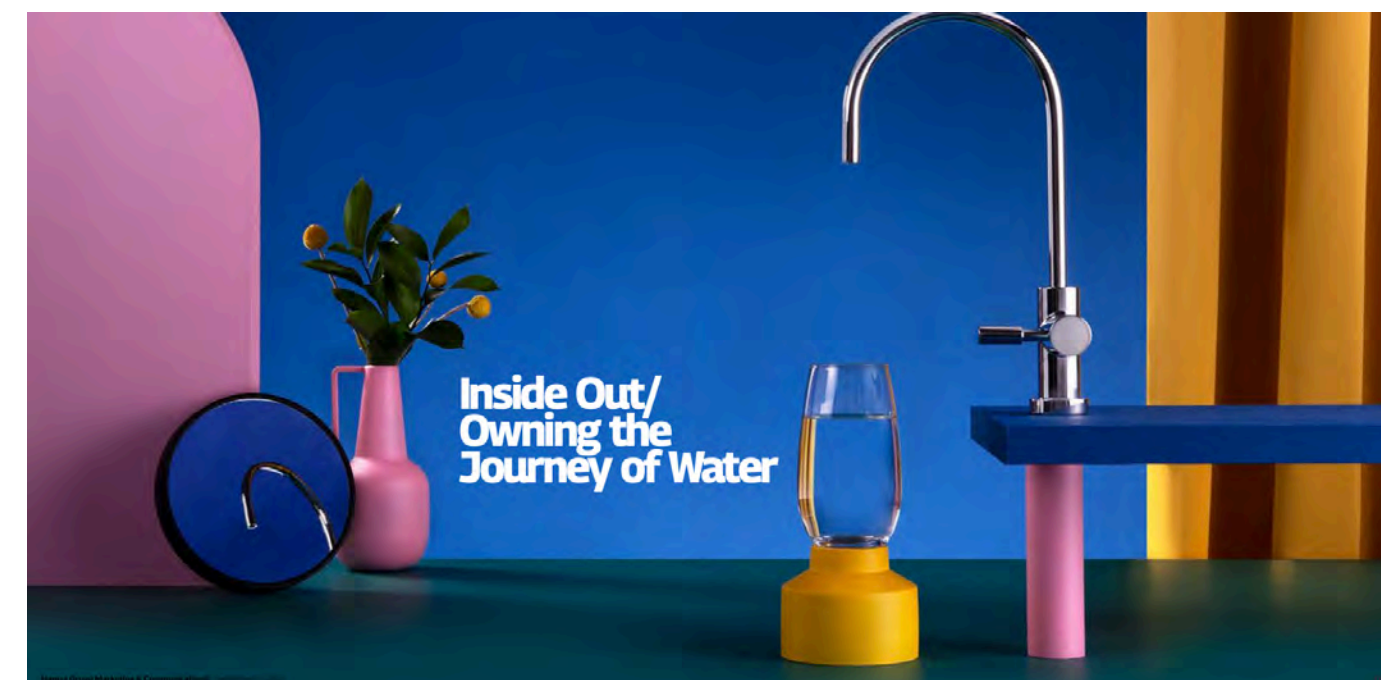
**Water Tight Solutions 2.0**

Completing the journey through top-notch high quality water solutions systems with a team of more than 400 employees managing a diverse product portfolio.

Embarking on a Consumer-Led Transformation

Today, consumers are more than ever empowered by digital technology. As a result, they continuously expect more personalized products and services to optimize and improve their way of life and help them reach their goals.

To meet these expectations, in 2020 and 2021 we've taken steps towards transforming the industry, inside out for an empowered customer, co-creating solutions with our customers to build opportunities ahead within the water domain.



Our Vision: to become the region's leading

**Sustainable & Integrated Water Solutions**

HAMZA WATER TIGHT SOLUTIONS SINCE 1949

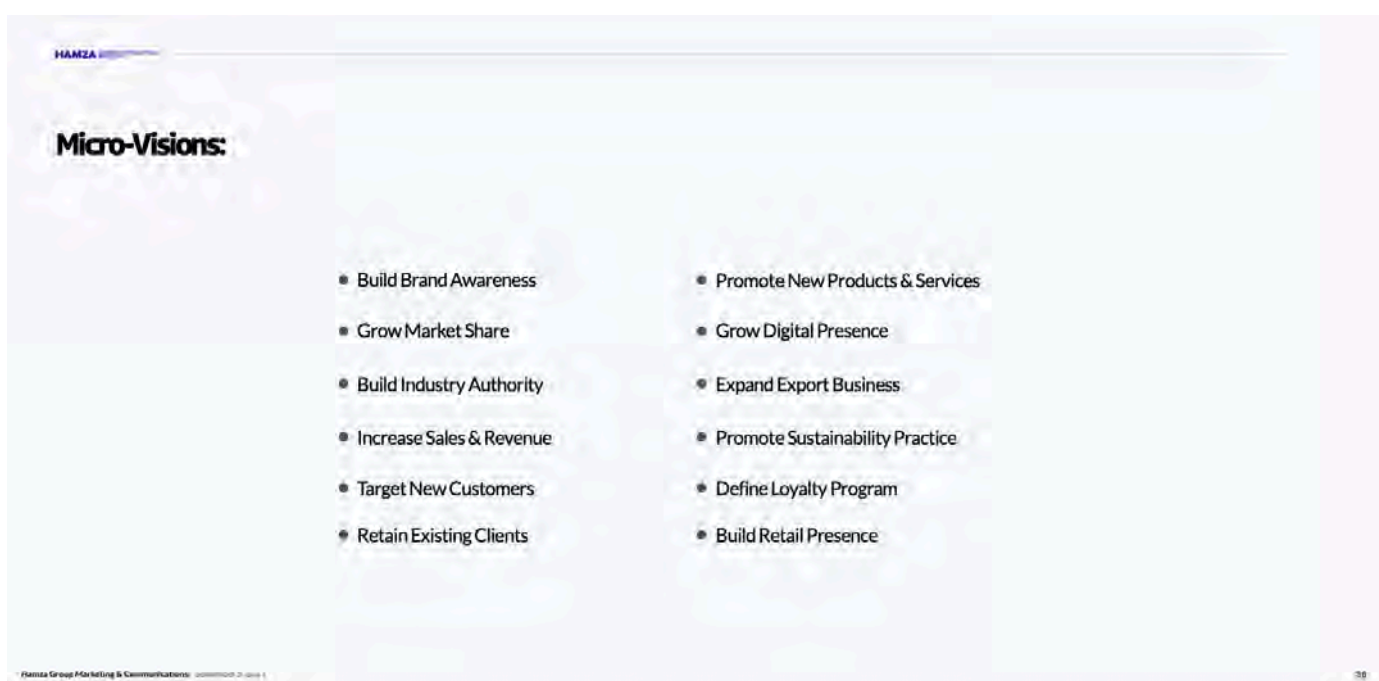
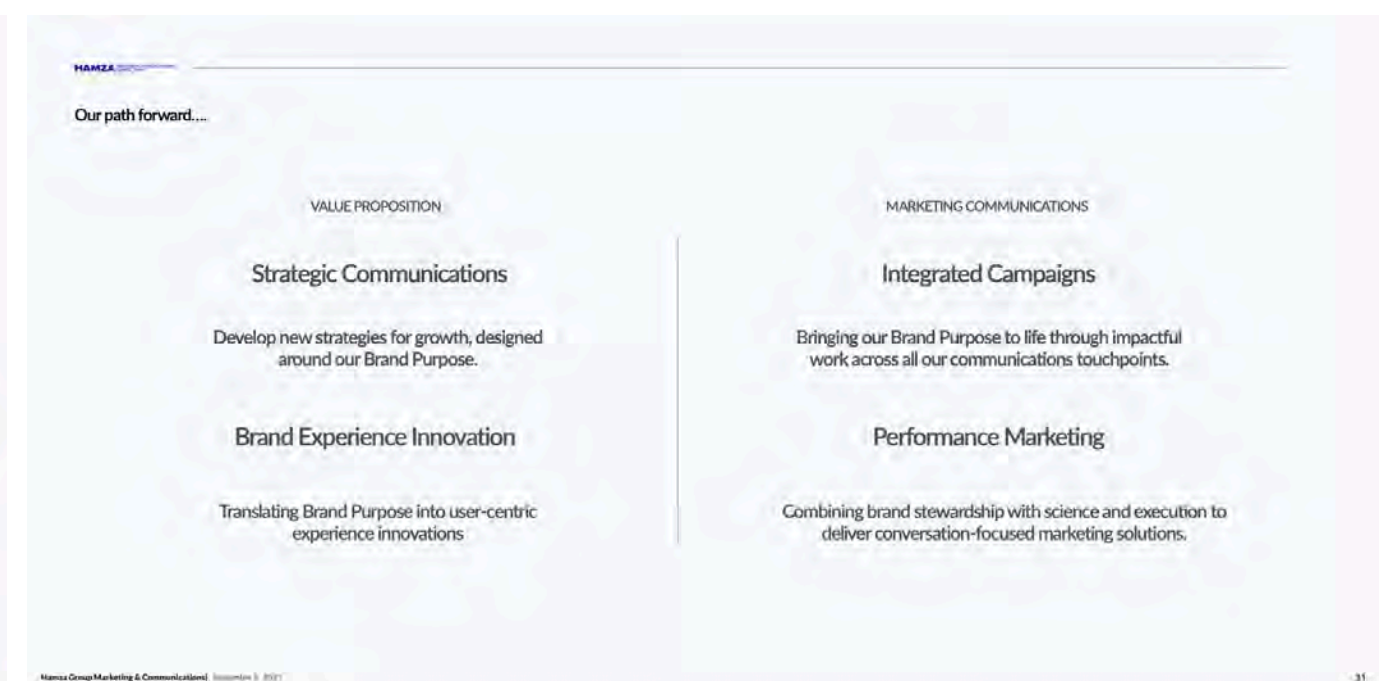
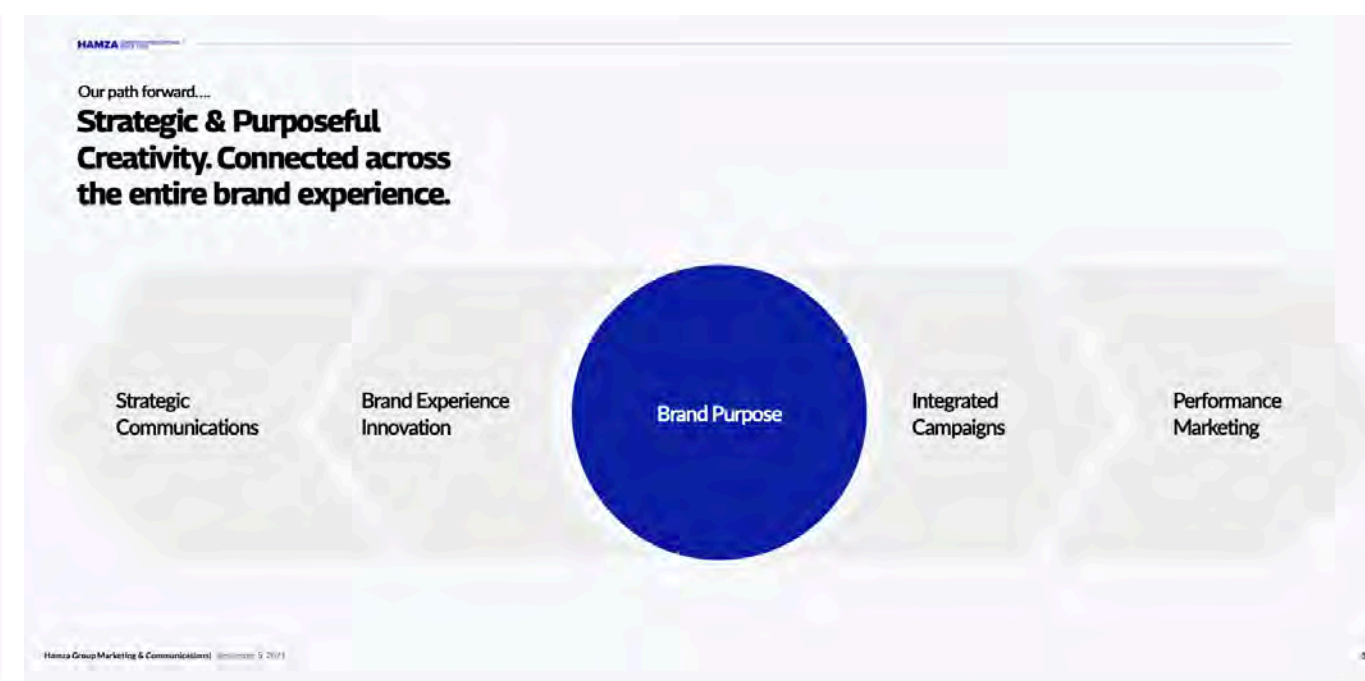
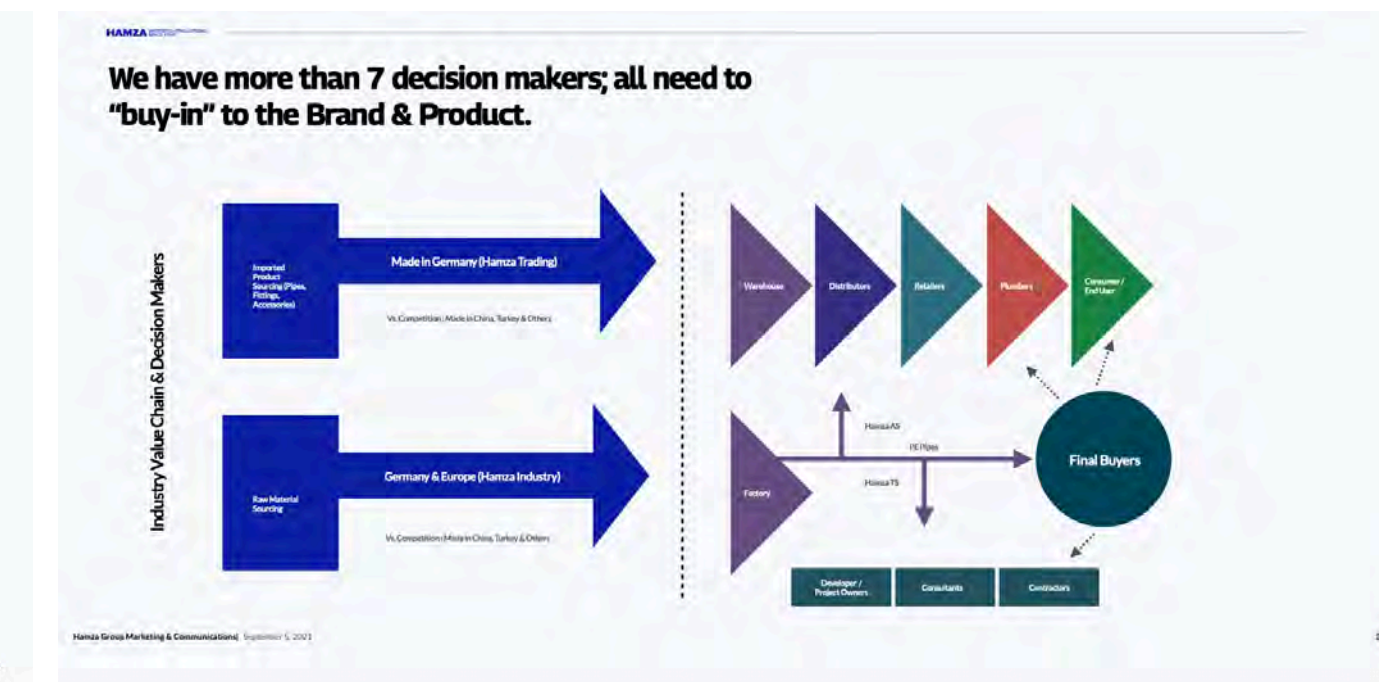
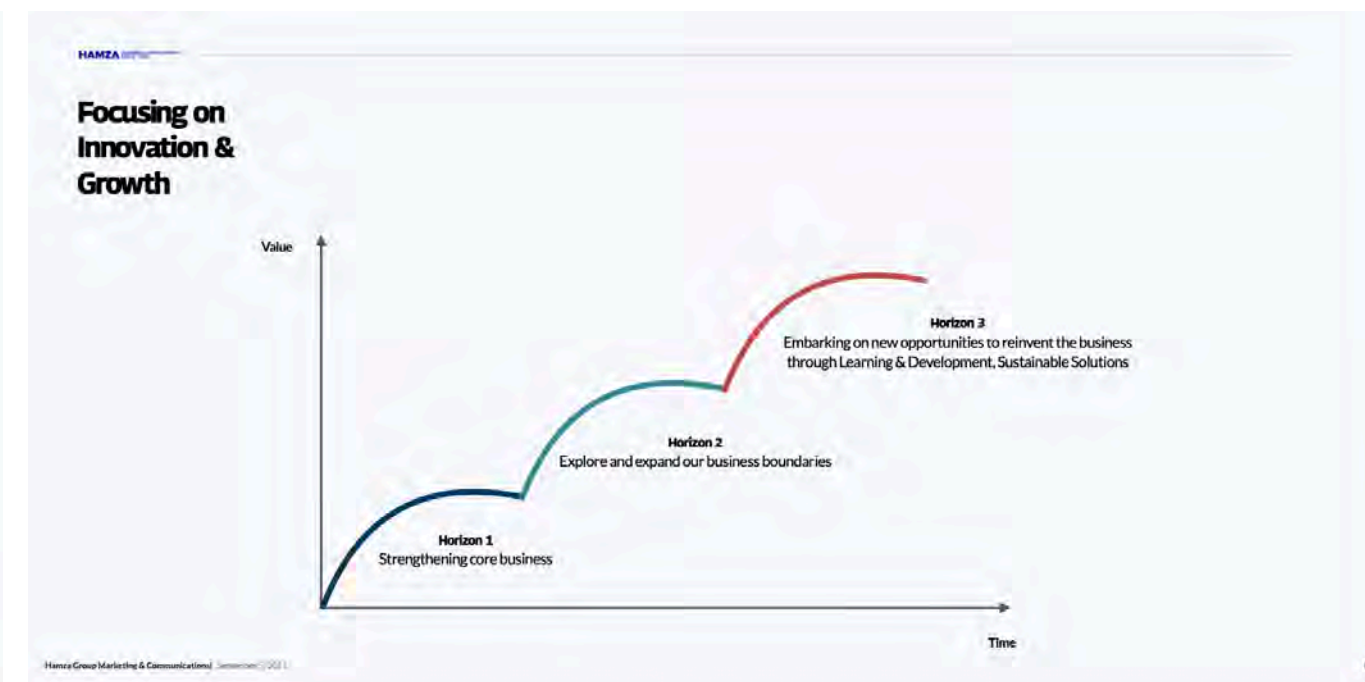
Our Mission: To provide integrated and sustainable water solutions management, through our combined technical expertise, relentless agility, and efficiency, coupled with product innovation, transforming the industry and co-creating solutions with our customers to build opportunities ahead.

Archetype	Values	Promise
Pioneer	We have the mission to pave the path forward for the water solutions industry, leading by example and learning by doing.	Always introducing groundbreaking innovations and solution techniques that not only benefit us, but benefit the entire category.
Engineer	Our technical expertise, relentless agility and efficiency, coupled with attention to detail, helps us turn the impossible into a possible reality.	Our advanced manufacturing techniques with global accreditations provides our consumers with exceptional quality and reliability.
Leader	We believe in the integrity, honesty and respect to operate in the water solutions industry, with a motivation to lead and empower our stakeholders with support first.	Having the expertise and competency to lead the market by acting as the entrusted advisor and empowering our stakeholders through expanding their knowledge and skills.



# A SECOND CHANCE FOR A LEGACY FAMILY BUSINESS

## HAMZA Group - Marketing & Communications Strategic & Creative Framework & Implementation





# A SECOND CHANCE FOR A LEGACY FAMILY BUSINESS

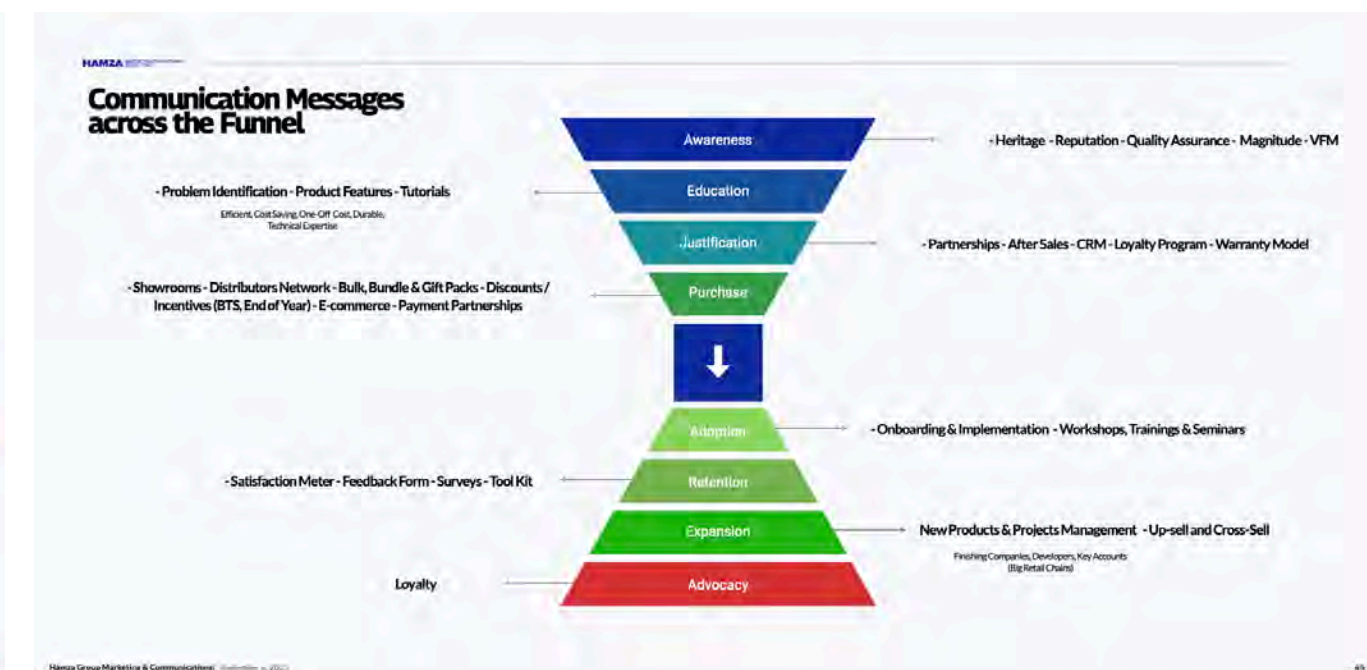
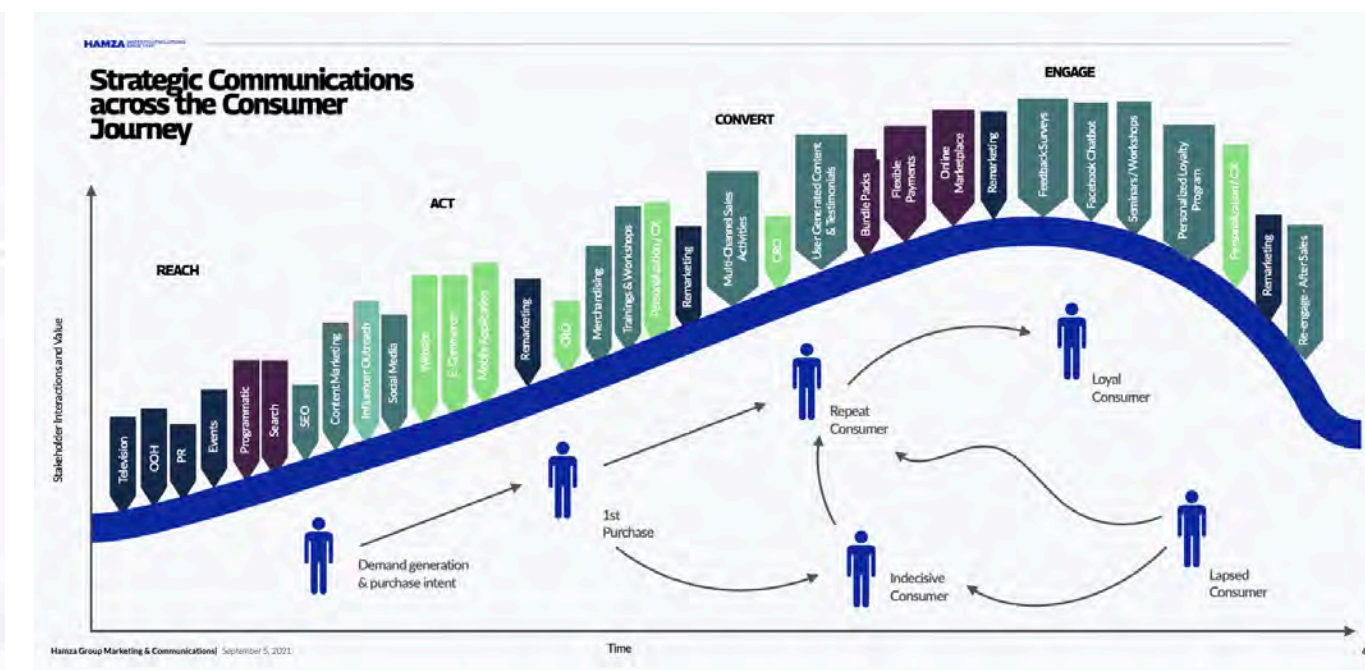
## HAMZA Group - Marketing & Communications Strategic & Creative Framework & Implementation

Brand Purpose:  
**Connected Water Companion**

Going from the hidden to the visible.

### What are the must-haves that we need to do in 2021/2022

<p><b>Thematic Brand Campaign</b></p> <p><b>Sustainable &amp; Integrated</b> Develop a Brand campaign on Hamza Group to own the journey inside out, as your connected water companion. The brand campaign will be aired on digital and social media, radio / OOH and in parallel to the tactical campaigns.</p>	<p><b>Tactical Hard Sell Campaigns</b></p> <p><b>Partnerships / Digital Services</b> Develop 3 tactical copies &amp; our digital services / loyalty program. The copies will air in parallel to the brand campaign on digital and social media, OOH, radio.</p>
<p><b>Build Digital &amp; Social Ecosystem</b></p> <p><b>Conversion Rate Optimization</b> We have the opportunity to reach all our stakeholders online through targeted, contextual and programmatic messaging. We have to equip ourselves with an assets - based model to convert our reach into sales.</p>	<p><b>Branding, Partnership &amp; Activations</b></p> <p><b>Portfolio Sustenance</b> We have to invest in the entire portfolio, supported by Brand Hamza through branding, partnerships and activations.</p>



Inseparable from the SUSTAINABLE DEVELOPMENT GOALS

<p><b>COOPERATION</b> Hand in hand for purity.</p>	<p><b>CLEAN WATER</b> Like magic, we turn dreams to reality.</p>	<p><b>CONSUMPTION</b> We don't consume, we create.</p>
--	--	--

Marketing & Communications

Celebrating our commitment to national projects and Sustainable Development through the announcements of mega-projects partnerships such as the Presidential Campaign "Decent Life" in rural areas of Egypt

**HAMZA WATER TIGHT SOLUTIONS SINCE 1949**

المياه حق للجميع  
فخورين باختيارنا كشركاء، في مبادرة حياة كريمة

حياة كريمة

\* Image captured on March 18th.

**HAMZA WATER TIGHT SOLUTIONS SINCE 1949**

aquelherm  
State of the pipe

People & Talent Development

Our people, whether internal or external are our greatest assets, we are investing in their L&D roadmap through technical and soft skills trainings.

**HAMZA WATER TIGHT SOLUTIONS SINCE 1949**



# SUPPORTING HOMEGROWN BRANDS TO EXPAND

## BEFIT - Marketing & Communications Strategic & Creative Framework

intuition® x BEFIT 30  
BRAND AND COMMUNICATIONS STRATEGY  
15.04.2022

### CRAFTING OUR NARRATIVE in an ever evolving industry.

- We develop an overarching brand strategy and creative platform** that repositions BeFit 360 from an arena into an exciting and dynamic empire with unique offering and relevance for all types of athletes.
- We build on current equities and perceptions** rather than reject them.
- We leverage a powerful, emotional human insight** that cuts across segments, by using innovative **mindset-based segmentation**.
- We define the functional and emotional needs** that BeFit 360 can uniquely deliver on today to drive urgency.
- We use innovative creative and media approaches** to promote our key pillars.

### WE DID A DEEP DIVE ON COMPETITION through our community of users and non-users

### GLOBAL MARKET SIZE

worth billions of dollars.

**PRE PANDEMIC**  
\$87.23 billion fitness industry

**DURING THE PANDEMIC**  
32.45% decline in revenues.  
Global rise in fitness and sports equipments, to nearly 23% as athletes turned to live streaming (virtual classes)  
58.30% decrease in gyms, health centers and boutique fitness studios.

**POST PANDEMIC**  
8.7% growth rate in revenues for the fitness and health industries.  
\$98.7 billion gym and fitness industry; with over 184 million gym memberships in the U.S.

### 2022 OBJECTIVES

- PUSH**: revenue streams to optimize current infrastructure
- FOCUS**: on cross-selling our core offerings such as PT, OT, FT, programs and camps through the wallet
- EXPAND**: memberships and facility usage, wider "VAS" such as Nutrition, Recovery, Customer Experience, New Classes / Programs, Acquisitions

### SWOT ANALYSIS DIAGRAM

<b>Strength</b> <ul style="list-style-type: none"> <li>Brand Heritage</li> <li>360 experience (GYM, ARENA, PT, OT)</li> <li>Aly Mazhar</li> <li>15+ Locations (convenience)</li> <li>Wallet (flexibility of choice)</li> <li>Qualified Coaches</li> <li>Programs and Classes</li> </ul>	<b>Weakness</b> <ul style="list-style-type: none"> <li>Instant Customer Support</li> <li>Marketing and Communications (Lack of differentiation)</li> <li>Consumer Psyche (Overwhelming for Potential Consumers)</li> <li>Not available in central Cairo</li> </ul>
<b>Opportunities</b> <ul style="list-style-type: none"> <li>Increased interest in a more holistic approach to health and fitness (mental, nutrition)</li> <li>Athletes always looking for more (new challenge, new work out, new approach)</li> <li>Room for cross-selling different offerings within</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>Rise of competition</li> <li>Boutique facilities with innovative concepts</li> <li>Athletes becoming more knowledgeable making it a challenge for the coaches</li> </ul>

### WITH A PURPOSE-FIRST APPROACH

People don't buy what you do, people buy why you do it.

### OUR GOLDEN CIRCLE

Value Proposition

**REASONS TO BELIEVE**

- Portfolio Diversity
- Community
- Value for Money
- Innovation
- Convenience
- Reputation & Credibility
- Quality of Services

### BRAND ARCHITECTURE

Monolithic Model (Branded House)

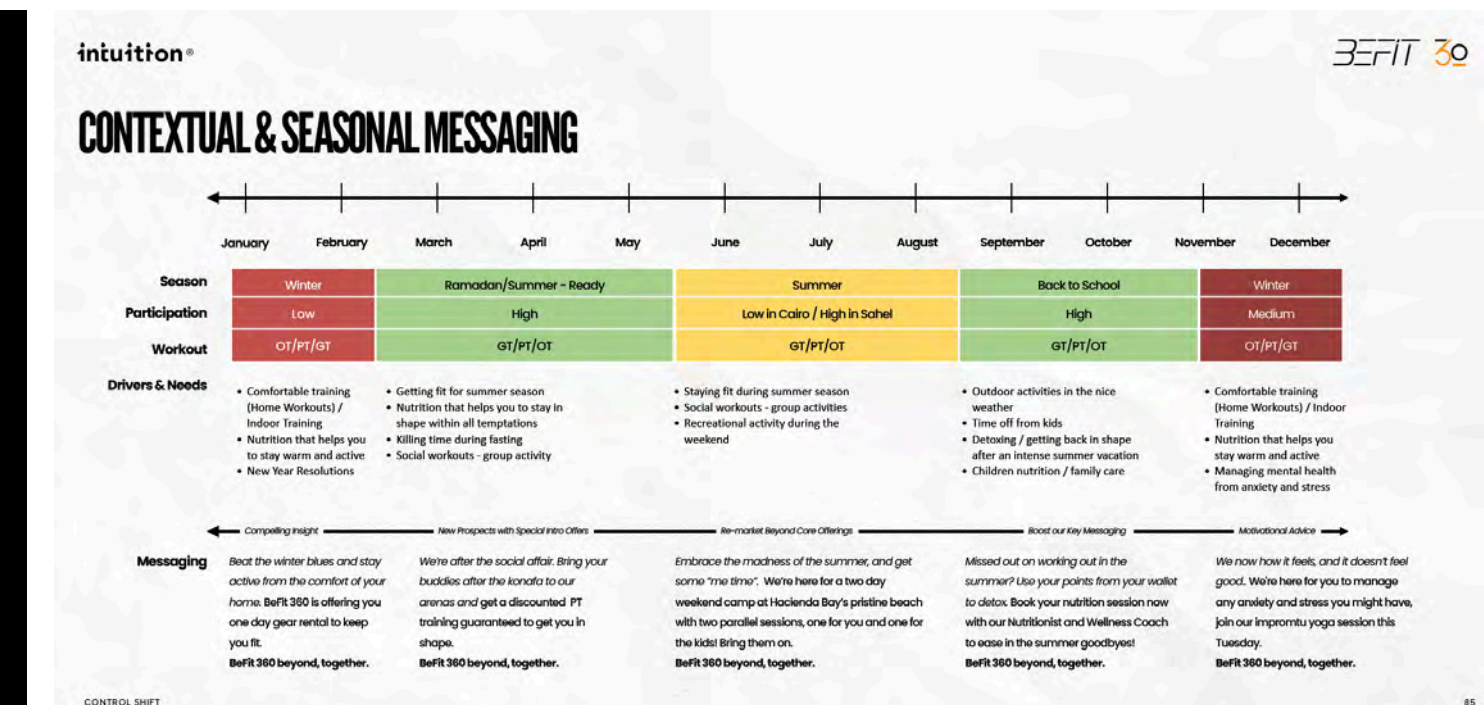
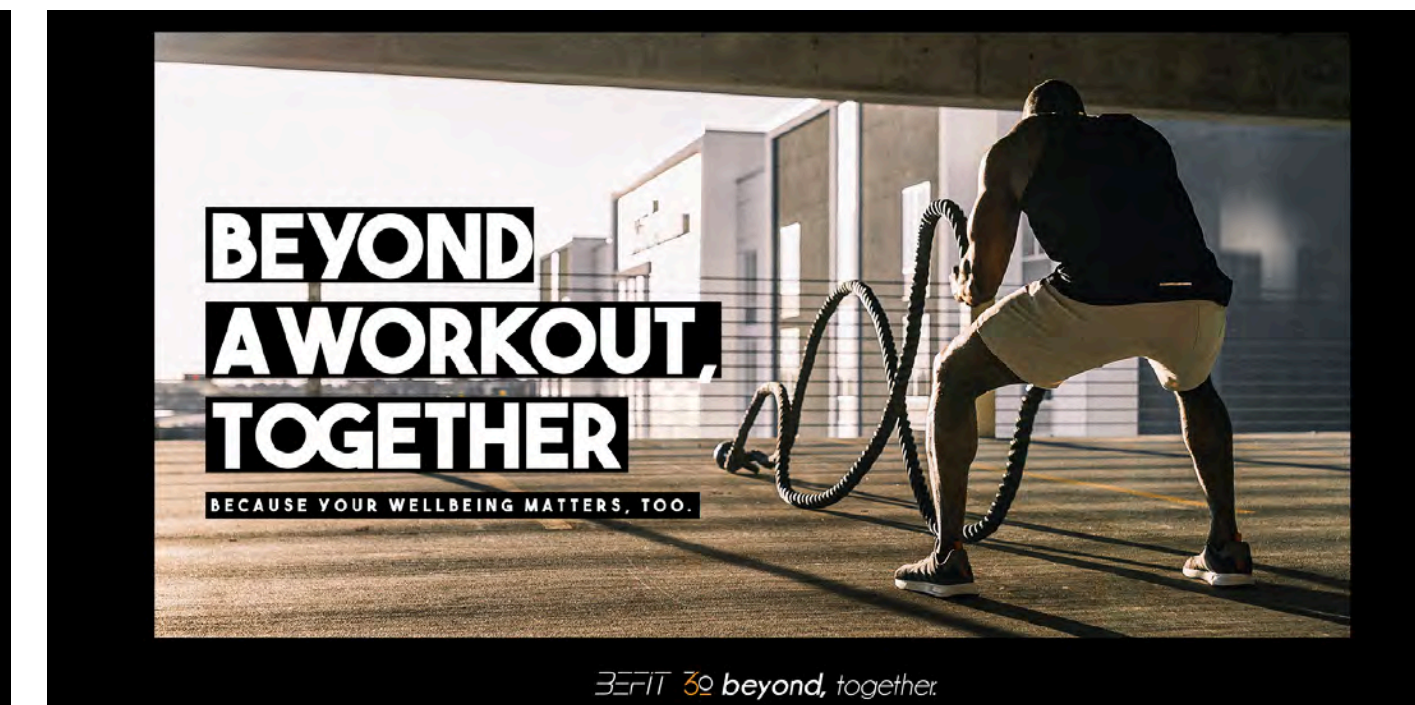
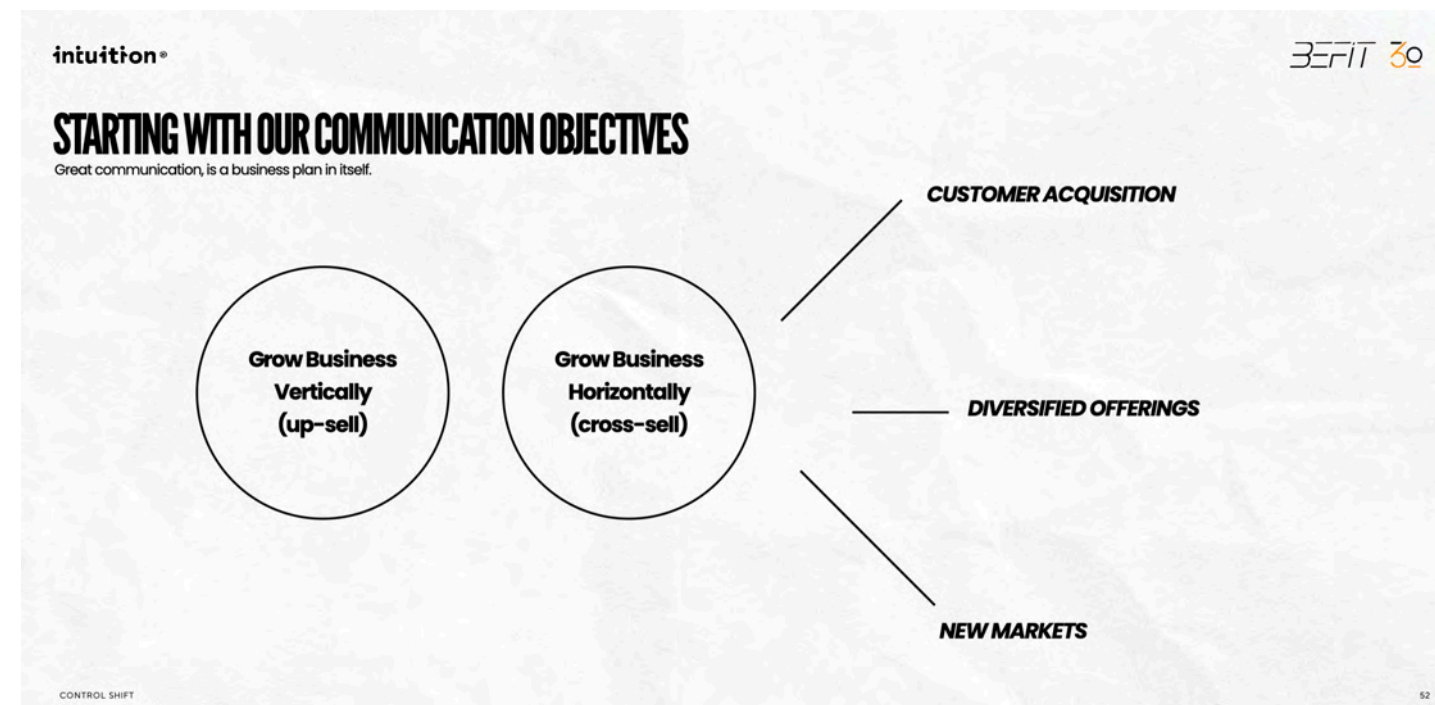
**Master Brand**: BEFIT 30

- Core Business**: BEFIT 30 Facilities (Hybrid, Arena, Gyms)
- Supplementary**: BEFIT 30 Wellness (Nutrition, Coaching, Wellness Programs, Supplements, Meal Prepping)
- Endorsements**: ALY MAZHAR, PADDLE 30
- Invisible**: TRAIN amplify
- BEFIT 30 Training**: PT, OT, PT, Camps, Programs
- BEFIT 30 Tech**: Wallet, Content Management, Community Engagement (through app)
- BEFIT 30 Apparel**: Hoodies, Leggings, T-Shirts & Tops and more.
- BEFIT 30 Recovery**: Recovery Centers, Programs, Retreats, Physiotherapy
- BEFIT 30 Geers**: Equipment, Mats, Resistance Bands, Heavy Bags
- BEFIT 30 Sustainability**: Education Program, Mentorship, CSR Arm



# SUPPORTING HOMEGROWN BRANDS TO EXPAND

## BEFIT - Marketing & Communications Strategic & Creative Framework

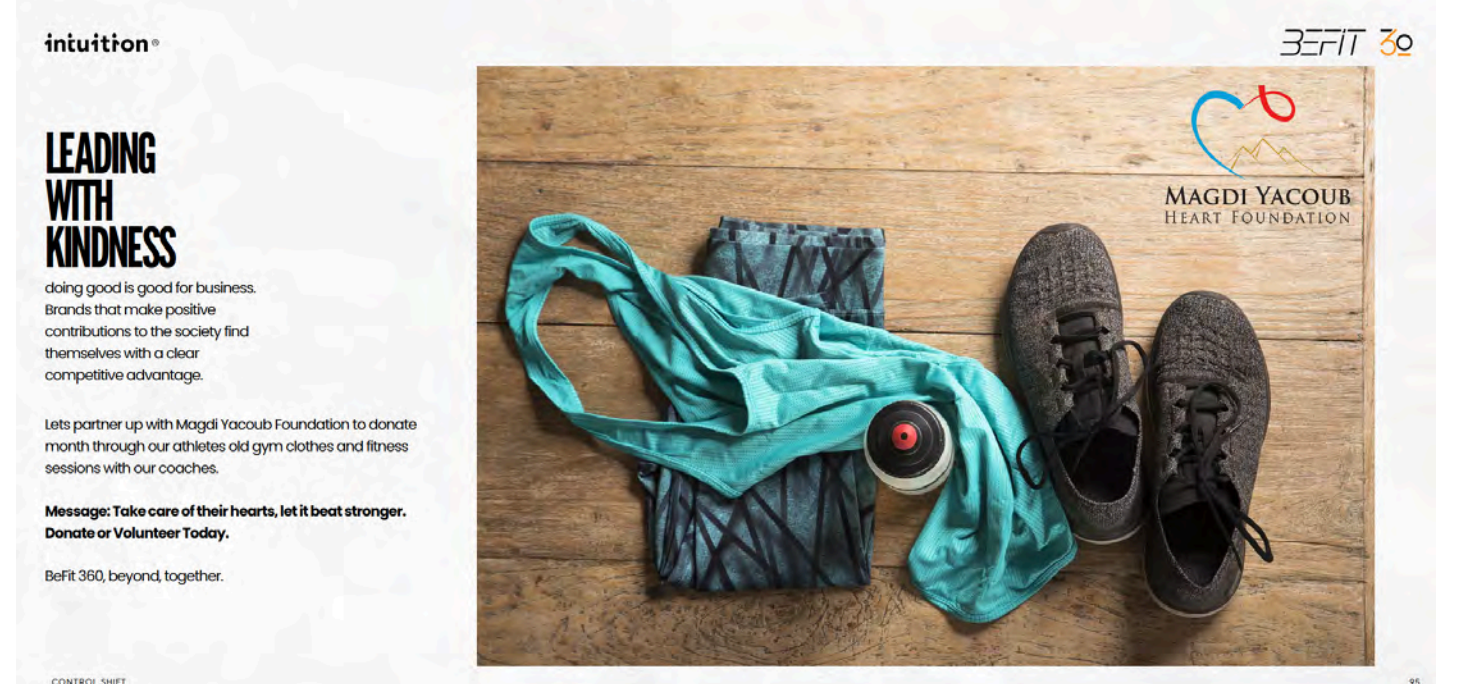
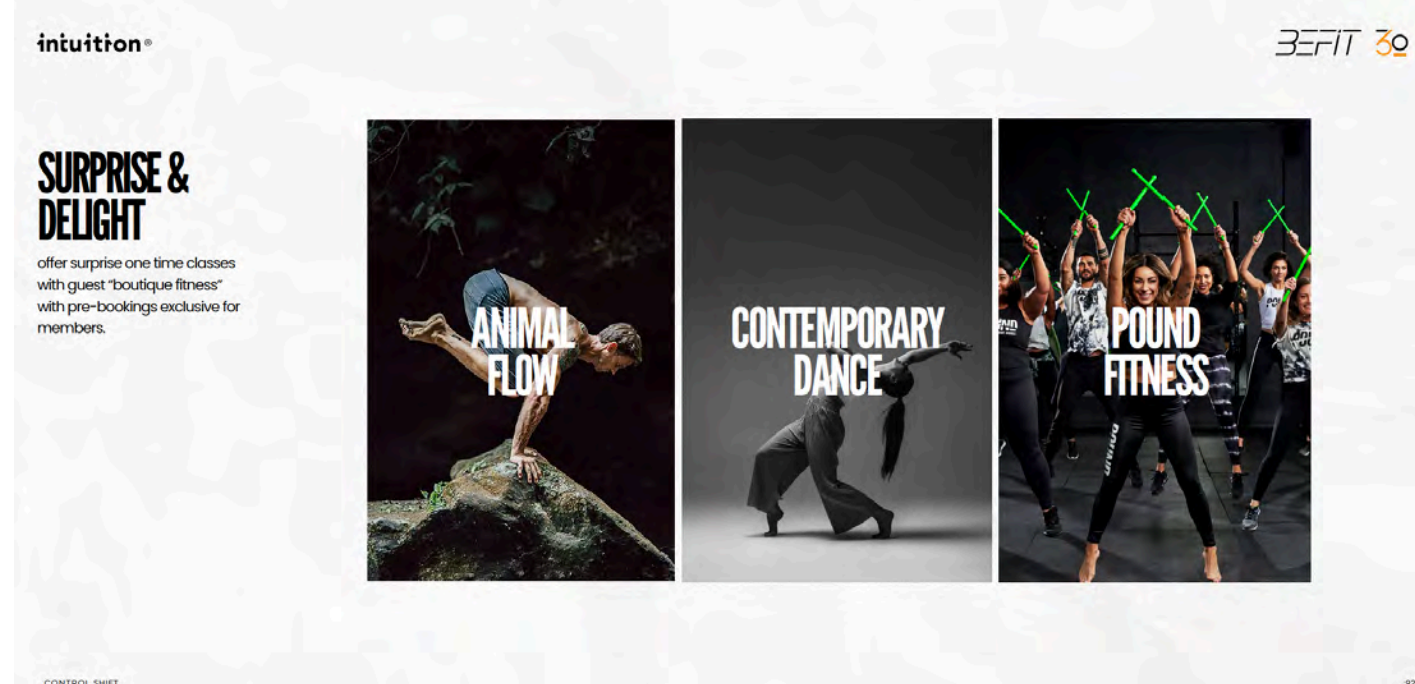
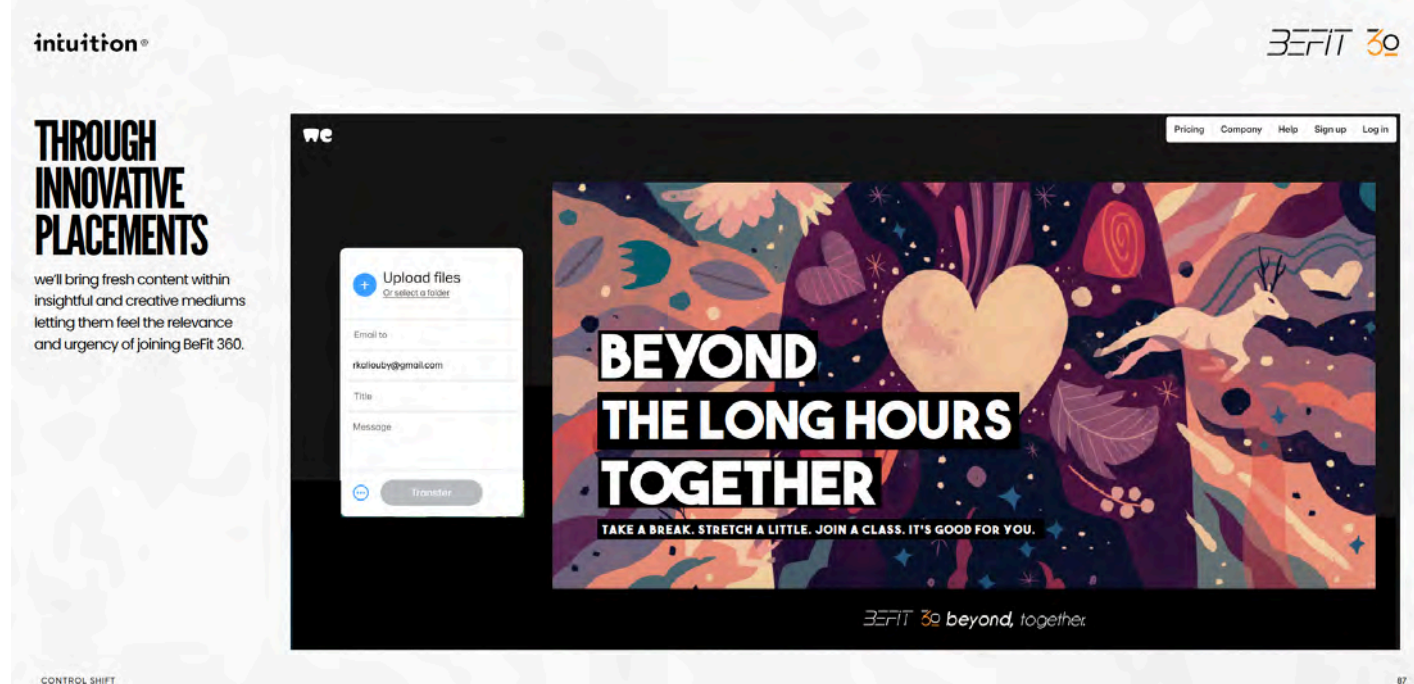


**intuition®** **BEPFIT 360**

**ADDITIONAL MESSAGING**  
example of ideas, fit for purpose

Persona	Wellness Enthusiast	Experimenter	Traditionalist	Passive Practitioner
<b>Main Challenge</b>	Getting bored from the routine in workout and life	Not willing to settle to one type of workout	Comfortable with what he/she knows and not willing to explore	Fear of commitment and not wanting to put in the work
<b>Opportunity</b>	Give them something to look forward to	Showcase variety of offering and add some more	Challenge the comfort zone	Reassurance and sense of belonging
<b>Product Offering</b>	Create a periodical workout challenge like Iron man or a triathlon (sponsored by BeFit 360)	Include "ad hoc" workouts that are fun and exciting	Promote the camp since it will be a fun activity to do as a family	Personalized Messaging
<b>Medium to Reach</b>	Social Media & App, Landing Page on Website	Through partnerships with brands she already consumes and/or sponsored ads.	Sponsored ads before a camp and preferably once that are in line with school holidays	Social Media, WhatsApp, Application
<b>Outcome</b>	Increase the BeFit 360 loyalists and encourage other Befitters to be sponsored next	Decrease their appetite of going to different facilities and to stay within the ecosystem	Turn them into Befitters as they can enjoy both the facilities along and cross sell the rest of our offerings	Encourage people who don't already have a healthy lifestyle to be part of the community and great advocates for new-comers

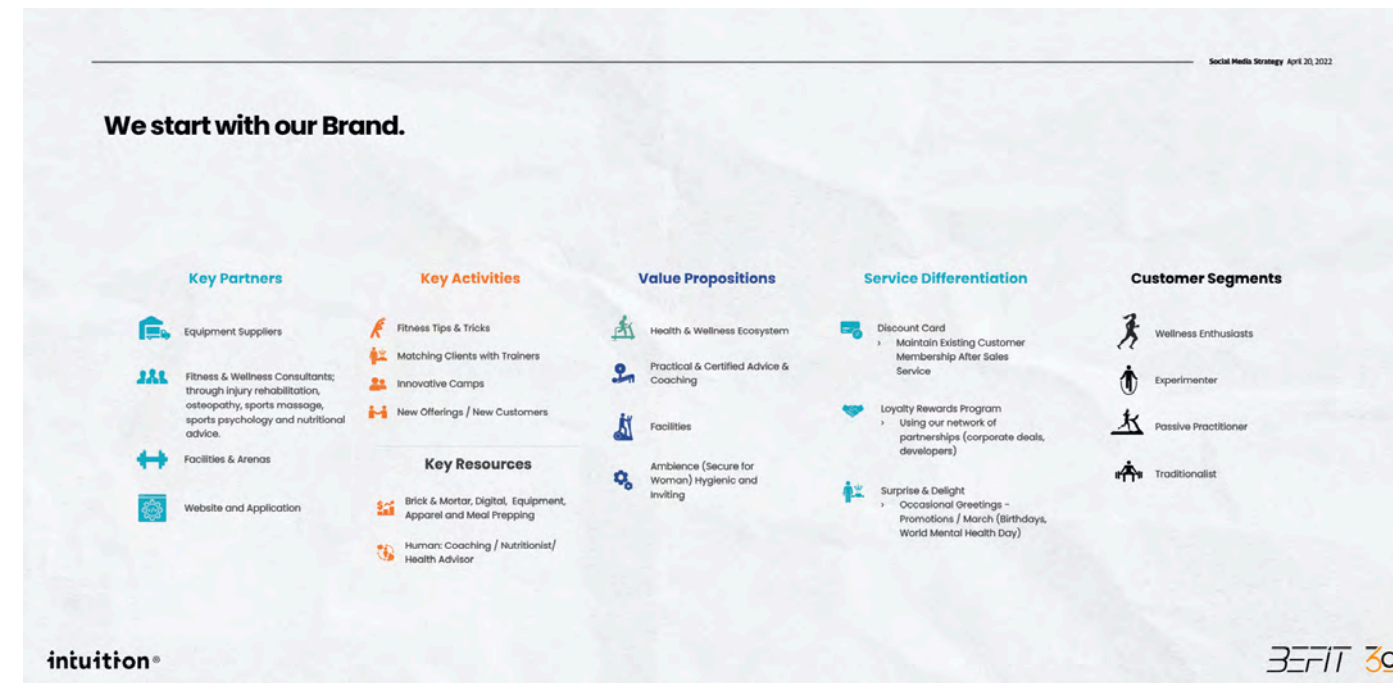
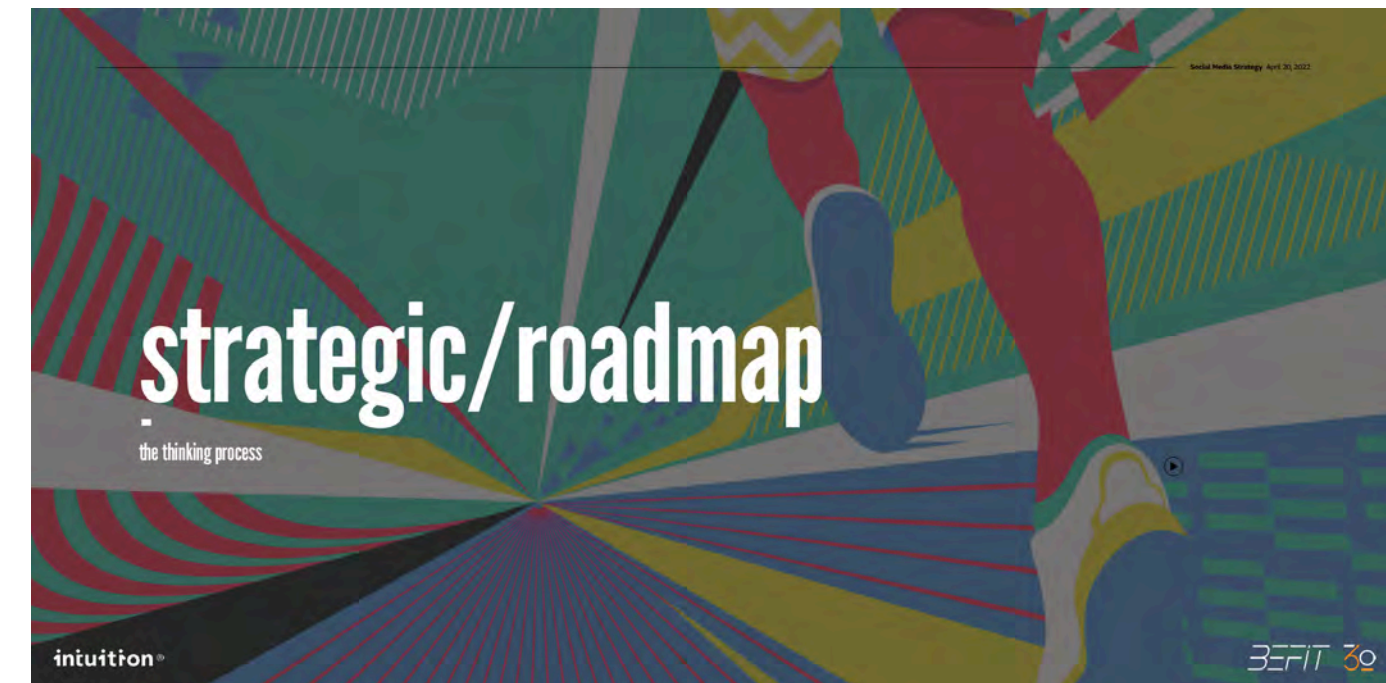
CONTROL SHEET





# SUPPORTING HOMEGROWN BRANDS TO EXPAND

## BEFIT - Marketing & Communications Strategic & Creative Framework



### Key Learnings

**Fanbase**

- Gold's has the largest fanbase on FB followed by LA7 and Fibers.
- Gold's IG account comes on the 1<sup>st</sup> place with the largest followers followed by BEFIT & LA7.
- Gold's has the highest follower growth rate followed by Ignite & BeFit.

**Engagement**

- CrossFit Engine has the highest ER & total interactions followed by HT & Elevate.

**Content Quality**

- The majority if not all of the competition are using the same content pillars, formats and approach however, LA7 leads the race with the highest quality of produced content followed by Gold's.
- Reels & bite-sized content are the most engaging followed by coaches posts & athletes.
- None of the competition rely on professional photography & videography except LA7 & Gold's.
- Imagery that used on mostly taken by mobile phones which look more real yet, less professional. Template designs for the schedule, announcements and collabs need more enhancements.
- LA7 also relies on media promotions to boost some of their video & stills while their organically created Reels receive outrageous engagement and the same goes for Gold's Gym.

**Consistency**

- BEFIT scored the highest no. of published posts on both platforms as the most consistent brand followed by Ignite, Move & Hit.
- Although the consistency in posting is very important on SM but content quality is much more important than the quantity. We can create less and spend more on content production & boosting LA7 & Gold's are the best practices here.

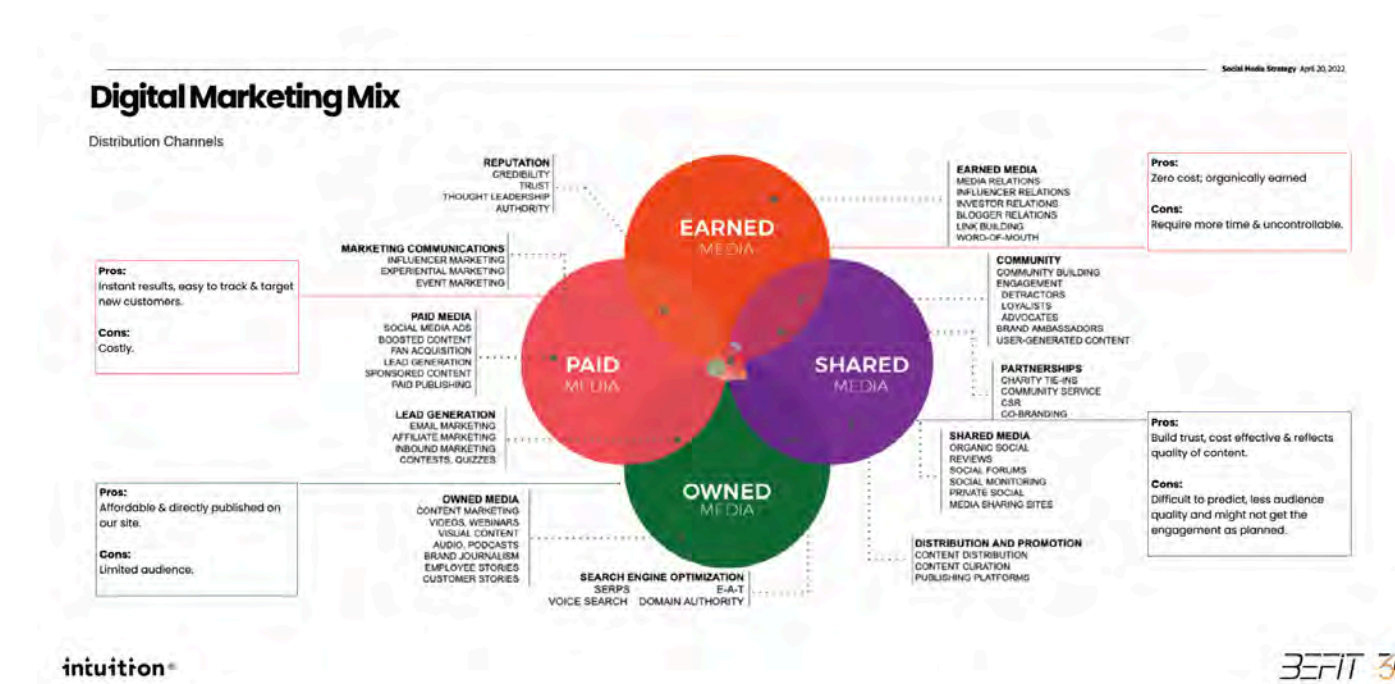
**Website**

- From a UI perspective, LA7 has the simplest & most appealing website design followed by BEFIT.
- Talking about the UX, all competition websites including ours using templates and have technical & performance issues that require improvements & development fixation such as (load speed time, alt-text, speed index, 3rd party coding, Java execution time, long thread task, etc.)

### Our athletes & coaches are our influencers.

We have the top and most-popular macro-micro coaches & athletes within reach but all we need is to activate them by providing the trendiest content ideas & directions for sports that will increase their popularity & our equity under one umbrella. This will account for the User Generated Content that we can use across platforms and on our website.

Remember, people trust people more than they trust brands.



### Our Content Marketing KPIs

How to measure content ROI per goal?

Content Marketing Goal	Metric to Track
Increase organic traffic to our website	Number of visits to our site from organic traffic, number of leads from organic traffic, keyword rankings, onsite engagement
Increase traffic to our website	Number of visits to our site from all channels, number of leads, onsite engagement
Increase blog views	Blog views per month, CTA clickthrough rates, number of leads that originated from blogs
Generate more leads	CTA clickthrough rates, landing page conversion rates, leads generated per month
Improve keyword rankings	Monitor keyword rankings (at least once per quarter, but ideally monthly)
Convert leads into customers	Lead to customer conversion rate, average time to close new customers
Increase brand awareness	Hard to measure, but we can look at blog views, social media shares and following, direct website traffic, returning visitors
Improve audience engagement	Social shares, comments on blogs, CTA clickthrough rates, landing page conversion rates



# SUPPORTING HOMEGROWN BRANDS TO EXPAND

## Kashier - Marketing & Communications Strategic & Creative Framework

intuition

# DREAM WEAVING

bringing our brand to life.

our starting point

# OUR BHAG

TO BE THE LEADING DIGITAL FINANCIAL SERVICES HUB FOR BUSINESSES IN THE MIDDLE EAST AND AFRICA WITH A GLOBAL FOOTPRINT IN 2035.

through...

# PERFORMANCE STORYTELLING

We believe that all marketing spend should be driving performance. There is no difference between brand awareness and performance because all parts of our mission should work across the funnel working in synchronicity, to differentiate and generate our brand, despite any other individual parts of the funnel performing in the way we expect as part of the whole.

what this roadmap aims to do...

## SCALE BY SPEAKING TO CUSTOMERS THAT ARE ACTIVELY LOOKING FOR PAYMENT SOLUTIONS AND THOSE THAT MAY DO SO IN THE FUTURE.

	9%	95%
	IN-CATEGORY CURRENT CUSTOMERS	NOT IN-CATEGORY FUTURE CUSTOMERS
TYPE OF MARKETING	Performance marketing	Brand marketing
TARGET	Those in category now	Total addressable market
OBJECTIVE	Convert existing customers	Create future customers
HOW	Hard sell, product centric messages that nudge people to buy now	Soft sell messages that vs build awareness and warm feelings for brand
HOW MUCH	40% of media spend	60% of media spend

BY INVESTING IN THE ENTIRE JOURNEY FROM AWARENESS + ACQUISITION + AUTHORITY + ADVOCACY

20% CAGR (2022-2025)  
Growth in Payments & Wallets

11 KEY COUNTRIES AT THE CENTER OF THE EVOLUTION

70% of the continent's GDP.

Possible market to penetrate.

## MOST OF OUR 35,000 QAM AREN'T READY FOR KASHIER NOW.

<h3>VIRGIN CATEGORY</h3> <p>Since the payments industry is relatively new, communications and brand building activities remain to be at a base line level.</p>	<h3>PRODUCT DIFFERENTIATION</h3> <p>Is key. Creating sub-categories within, naming them, promoting them creates not only differentiation but leads to a magnitude effect to the business and brand.</p>	<h3>ACROSS THE FUNNEL</h3> <p>Some brands are successful in thought leadership, others in tactical messaging, but no brand has yet articulated their framework to work across the funnel.</p>	<h3>REGIONAL IS NOT RELEVANT</h3> <p>Regional players that do create and promote content, are not relevant to the Egypt-Based Consumer. An opportunity to create, not compete.</p>
--	---	---	--

## WHO MAKES UP OUR CUP OF TEA?

20/20 rule: + 20 Sales Agents > 120 Acquisitions / Month

20/80 rule: + 5 Sales Agents > 20-30 Acquisitions / Month

Point of Sale & VAS

## OUR BRAND IS ONE OF THE MOST VALUABLE ASSETS THAT WE CAN HOLD.

In marketing we have the 4 or 7 Ps...

On Brand we have the 3 Ps...

## PEOPLE PURPOSE POSITIONING PERSONALITY PLANNING

The right path is to strike a balance between head & heart.

System 1: Rational Messaging: Functional Benefits & Reasons to Believe

System 2: Emotional Brand Associations

Rational messaging: Short term sales uplifts, but Brand perceptions unchanged. No long term increase in sales or reduction in price sensitivity.

Emotional pricing: Brand grows stronger, leading to long term volume increase.

## DAVID TO GOLIATH WE ARE A CHALLENGER BRAND

Don't underestimate the underdog, learning from incumbents and previous entries to spur our offering.

## WORKING ACROSS THE FUNNEL

ATTRACT	LONG TERM PROSPECTS (\$5,000 QAM)	VISIBILITY
CONVERT	IMMEDIATE PROSPECTS	CHOICE
LEAD	CUSTOMER BASE	EXPERIENCE
ENGAGE	REFERRALS	LOYALTY



CREATING

# OMNI-CHANNEL EXPERIENCES

from strategy to delivering

beyond just a keynote to implementation.



# THOUGHT LEADERSHIP NOT REPUTATION LAUNDERING.

It is about authentic storytelling—it humanizes strong leaders and their organizations to be trusted authorities. From Ministers to CEOs; we've helped developed their voice in an increasingly competitive creative society.



### Dear Younger Me, Don't Panic. Yet.

Published on August 12, 2021



**Hazem Metwally**  
Chief Executive Officer at Etisalat Misr

3 articles  Following

**Dr. Rana el Kaliouby** @kaliouby

With @BillGates during a @gatesfoundation session on #AI. I talked about how #EmotionAI has the potential to democratize access to education globally. There has been enormous progress as we further the effectiveness & leverage #technology to make positive impacts on our society.



**Rania A. Al Mashat** @RaniaAlMashat

I follow your work with a lot of admiration. I invite you & Space X to explore the writings about how the pyramids were built and also to check out the tombs of the pyramid builders. Mr. Musk, we are waiting for you 🚀. @elonmusk

**Elon Musk** @elonmusk · 31/07/2020  
Aliens built the pyramids obv  
[Show this thread](#)


09:08 · 01/08/2020 · [Twitter for iPhone](#)

[View Tweet activity](#)

2,192 Retweets 537 Quote Tweets 7,819 Likes

### Innovative approaches to policy making can speed climate progress. Lessons from Egypt.

Jun 16, 2023



#### Why more attention needs to be directed to policy

Policies to address climate change have been historically difficult to implement. For far too long, the overarching fear of climate policy in possibly igniting price spirals or affecting fiscal budgeting for other development priorities have largely affected the integration and relocation of climate change into national strategies and plans.

The perceived impacts on households and inequality concerns have been the key determinants of support for climate policies in many countries. Countries' own socio-economic and macroeconomic differences are also usually seen as the main reasons for their inconsistencies in abiding to the Paris Agreement and the blueprint established by the United Nations.

Yet COP27, which was held in Egypt's Sharm El-Sheikh this year, has shown that countries from Africa, the Middle East and South America demonstrated that they are ambitiously adopting innovative strategies and are sharing their climate actions, experiences and lessons learned to enhance the

**A Gateway for Believers, A Runway for Doers**

**Scaling Up Promising Solutions**

**Translating Pledges into Action**

**Regional Talks, Towards Implementation**

**Renewing Balanced, Sustainable Growth: A Foothold Towards Development**

**Capitalising on Business Investment Opportunities**





# YOUTH-CENTRIC APPROACH FOR AN INITIATIVE BUILT FOR THEM.

We worked with the National Initiative for Smart and Green Projects; a major project under the Ministry of Planning and Economic Development to create their overarching narrative and visual identity.



تطوير  
ابتكارية لمستقبل  
مستدام

وزارة التخطيط والتنمية الاقتصادية  
Ministry of Planning and Economic Development

www.sgg.eg



المبادرة الوطنية  
للمسروعات الخضراء الذكية  
Smart Green Governorates  
SHARM EL SHEIKH  
CGP27 EGYPT 2022



تنمية الطاقة الجديدة  
والمتجددة حول مصر

وزارة التخطيط والتنمية الاقتصادية  
Ministry of Planning and Economic Development  
www.sgg.eg

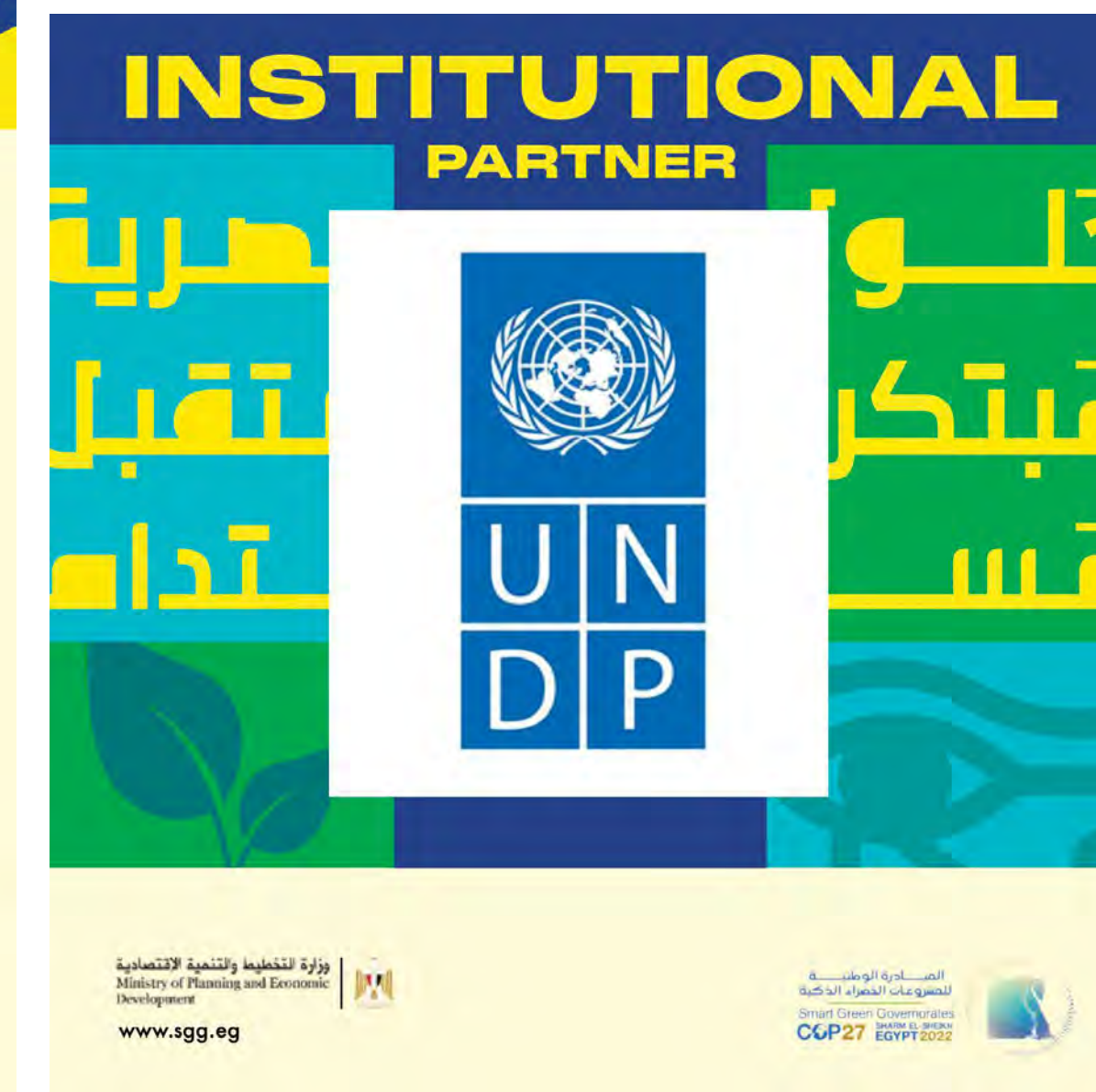
المبادرة الوطنية  
للمسروعات الخضراء الذكية  
Smart Green Governorates  
SHARM EL SHEIKH  
CGP27 EGYPT 2022



التنمية المحلية لمستقبل  
شامل ومستدام

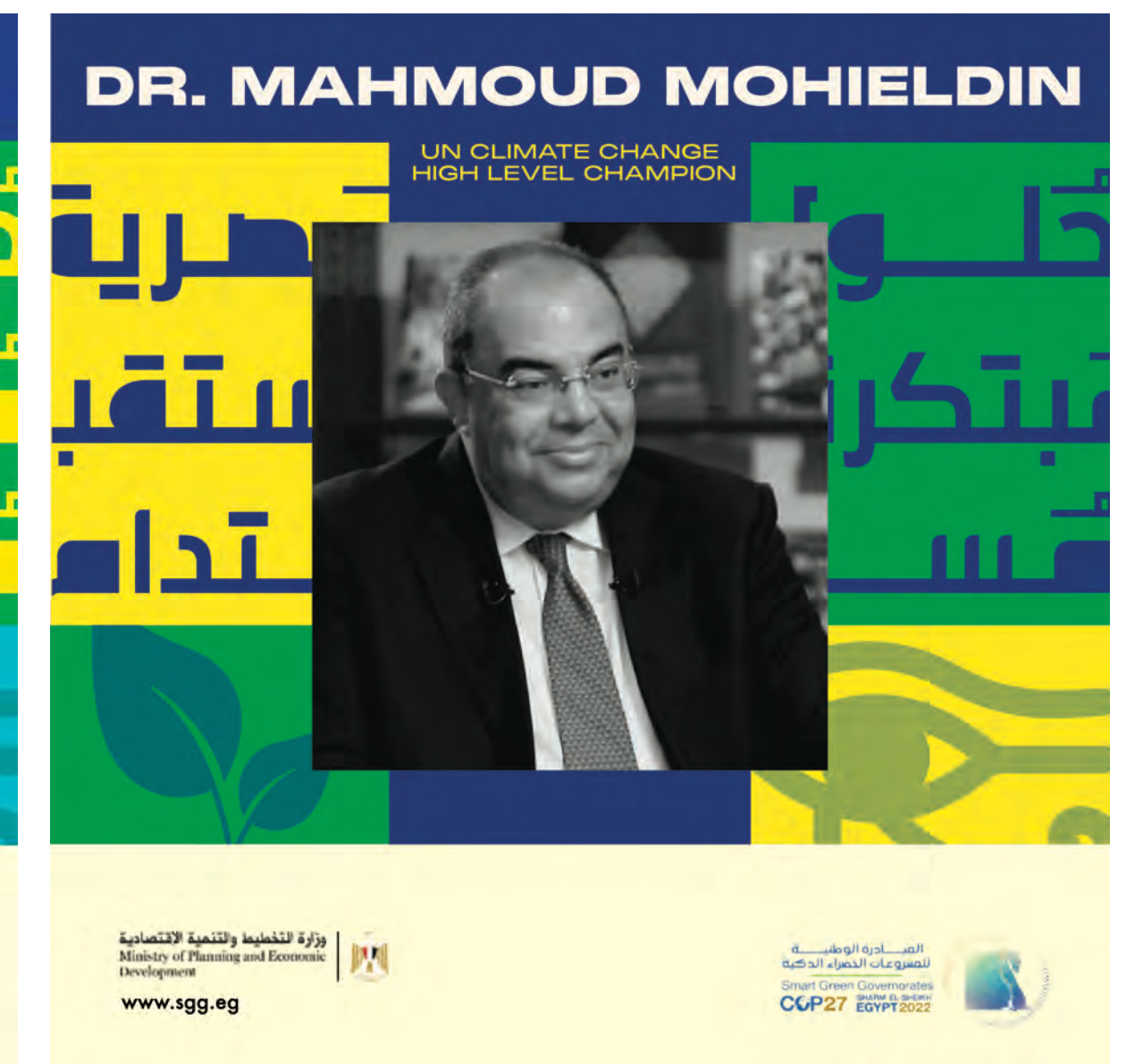
وزارة التخطيط والتنمية الاقتصادية  
Ministry of Planning and Economic Development  
www.sgg.eg

المبادرة الوطنية  
للمسروعات الخضراء الذكية  
Smart Green Governorates  
SHARM EL SHEIKH  
CGP27 EGYPT 2022



وزارة التخطيط والتنمية الاقتصادية  
Ministry of Planning and Economic Development  
www.sgg.eg

المبادرة الوطنية  
للمسروعات الخضراء الذكية  
Smart Green Governorates  
SHARM EL SHEIKH  
CGP27 EGYPT 2022



وزارة التخطيط والتنمية الاقتصادية  
Ministry of Planning and Economic Development  
www.sgg.eg

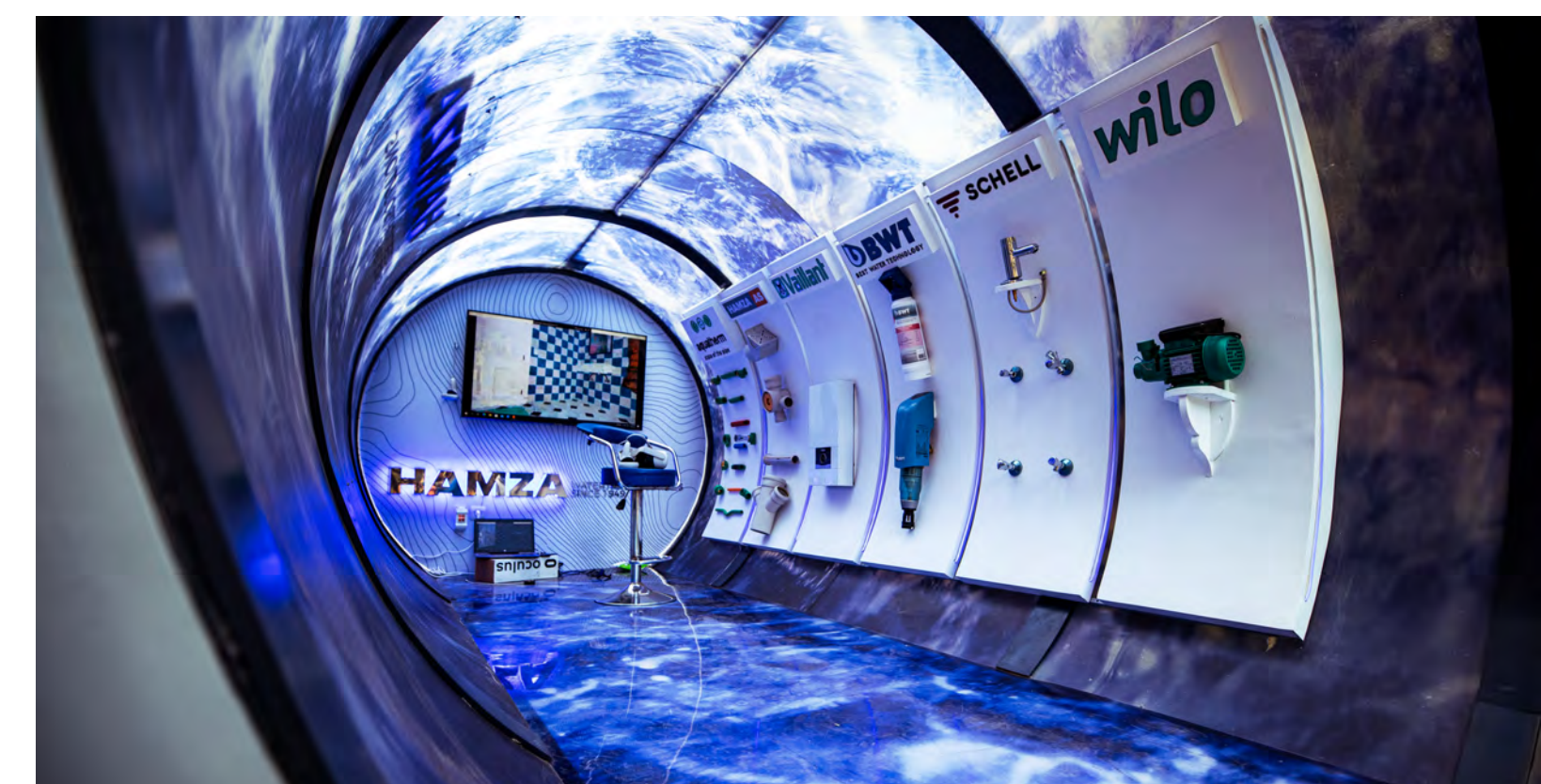
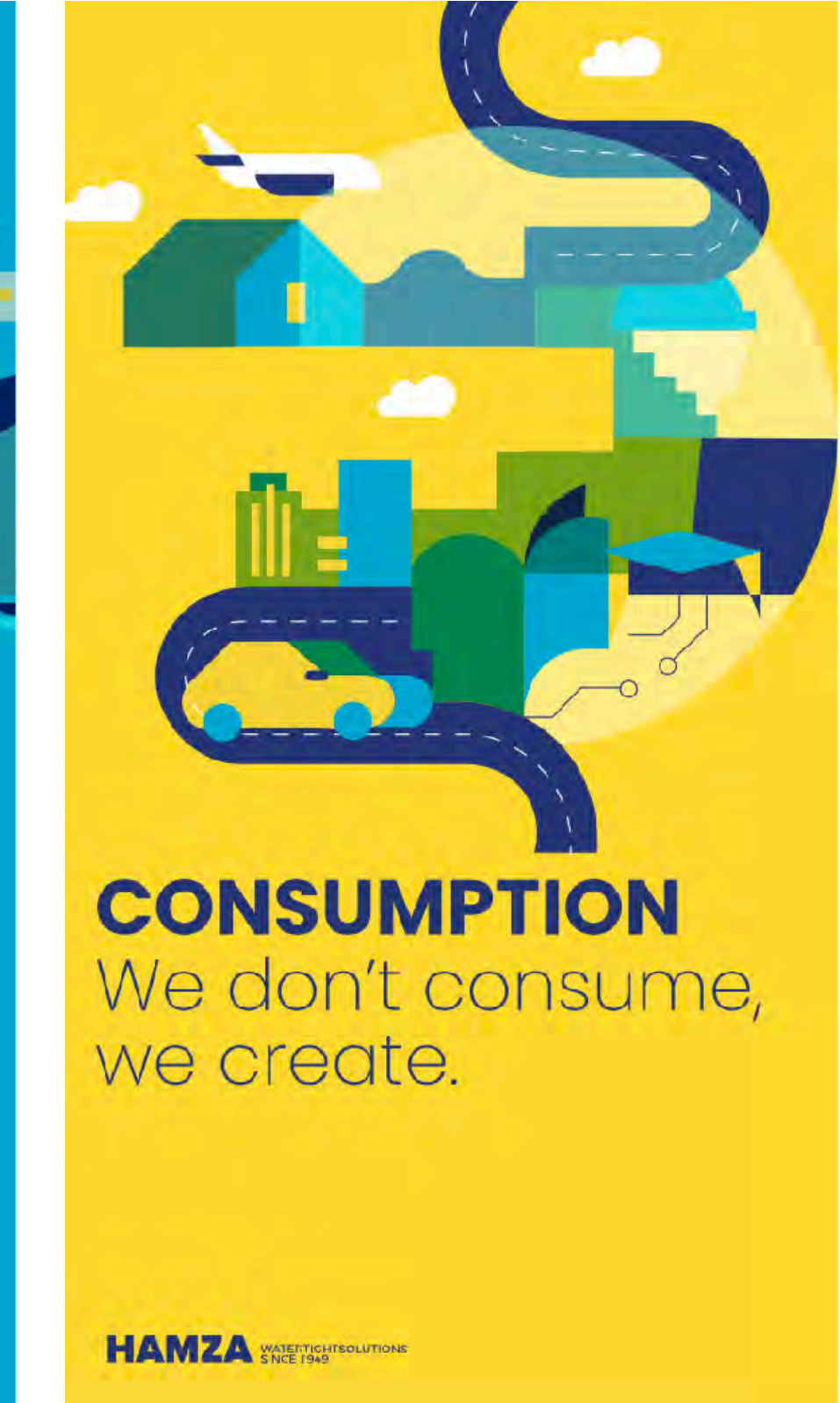
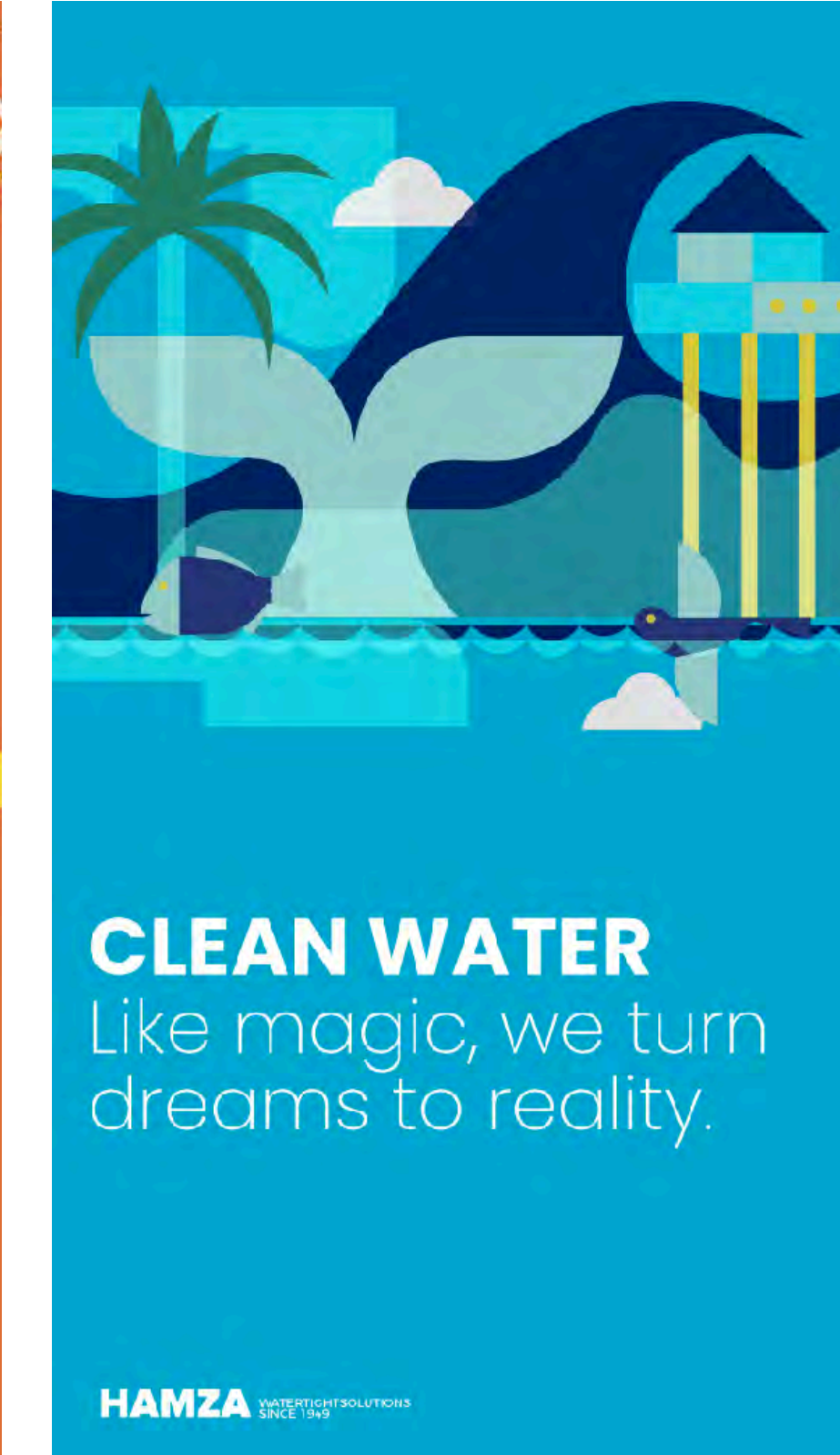
المبادرة الوطنية  
للمسروعات الخضراء الذكية  
Smart Green Governorates  
SHARM EL SHEIKH  
CGP27 EGYPT 2022





# A PHYDIGITAL LEAP FOR A BRAND ON AND OFF THE GROUND.

Using the essence of the customer journey to develop top and bottom of the funnel communication for Hamza Group.





LOGO DESIGN

**HAMZA**  
SUSTAINABILITY

ICON DISSECTION

PEOPLE  
PLANET  
PROSPERITY

ICON DISSECTION

PROSPERITY

ICON DISSECTION

PEOPLE

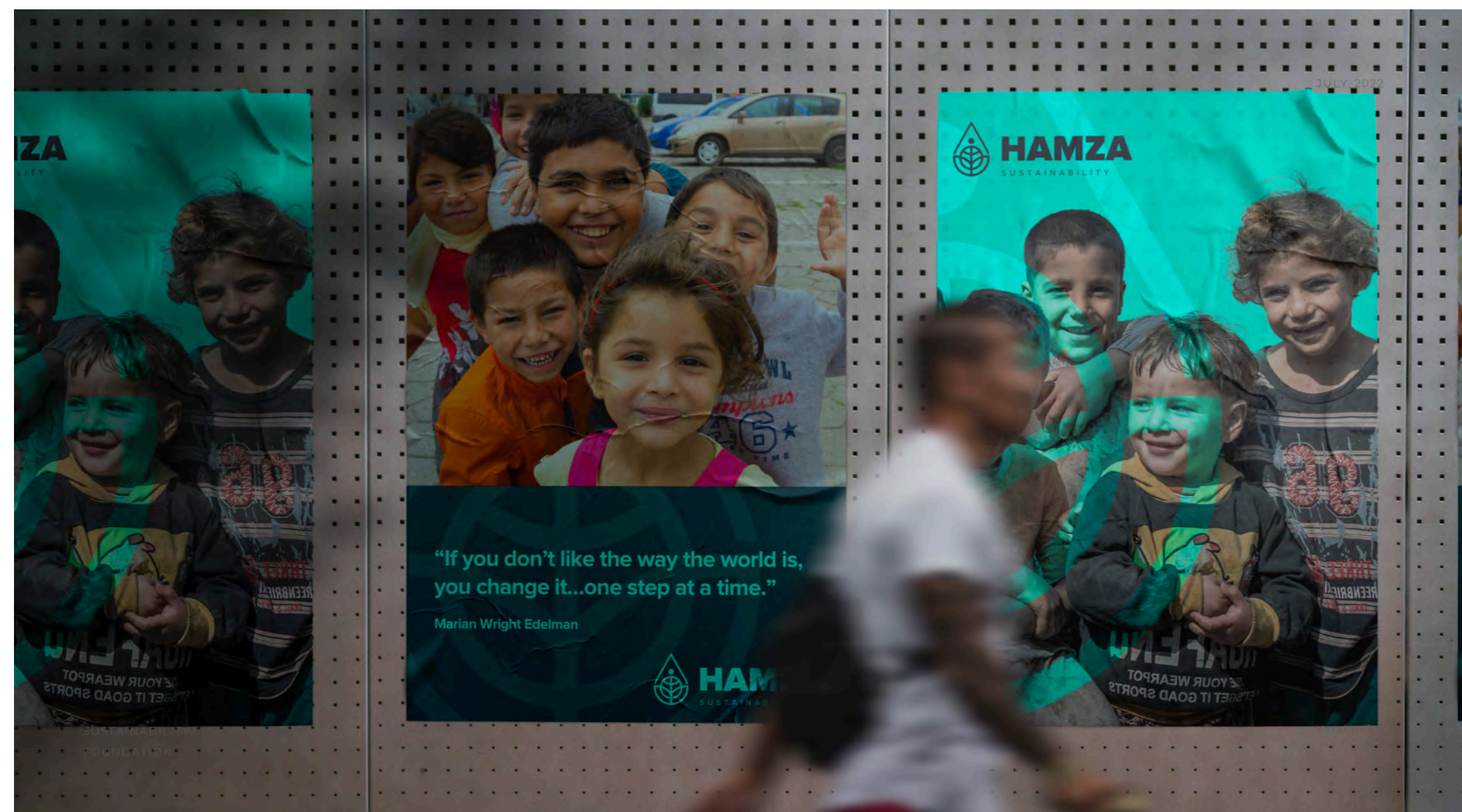
ICON DISSECTION

WATER DROP

ICON DISSECTION

PLANET

**HAMZA**  
SUSTAINABILITY





LOGO DESIGN

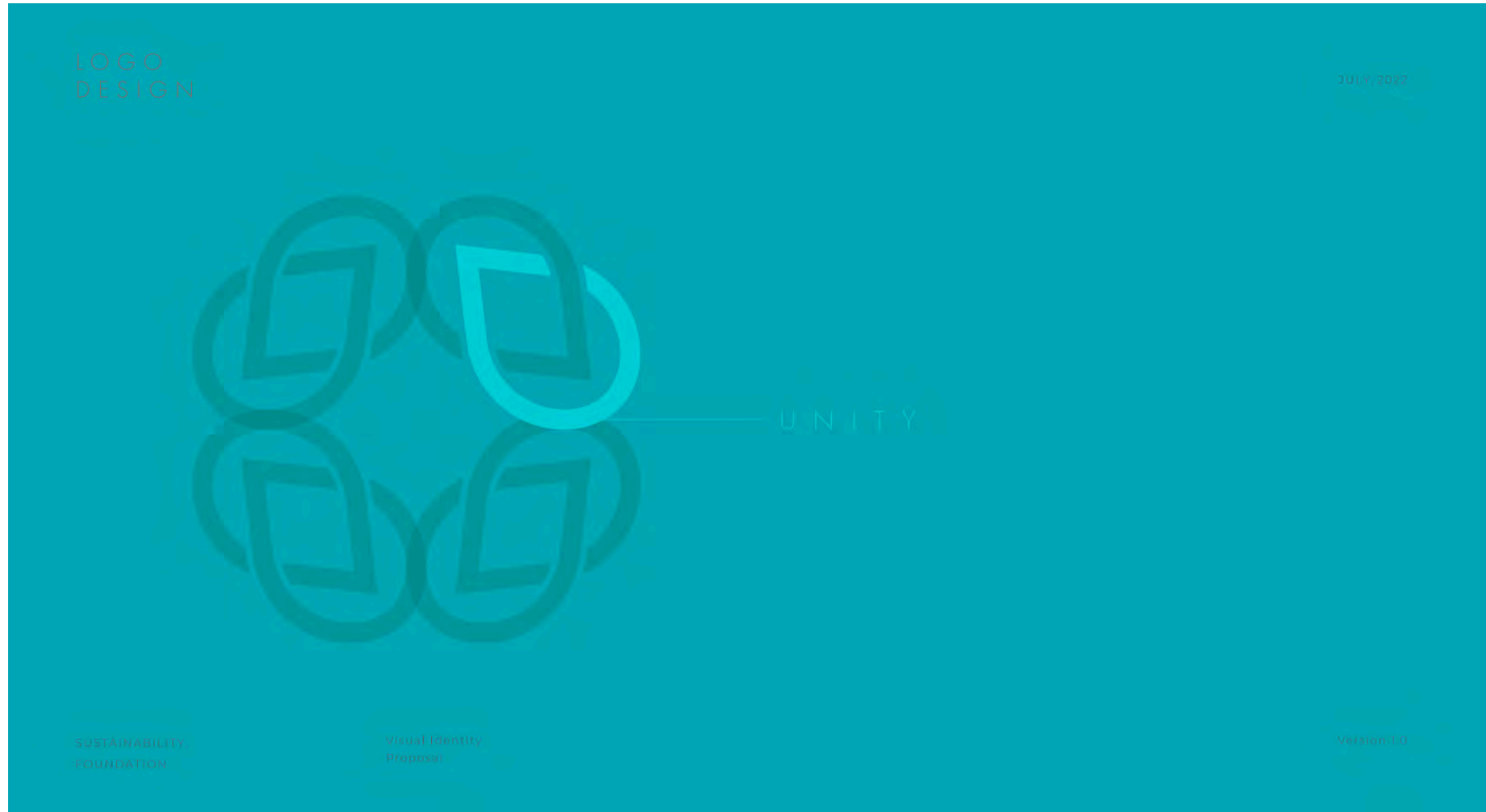
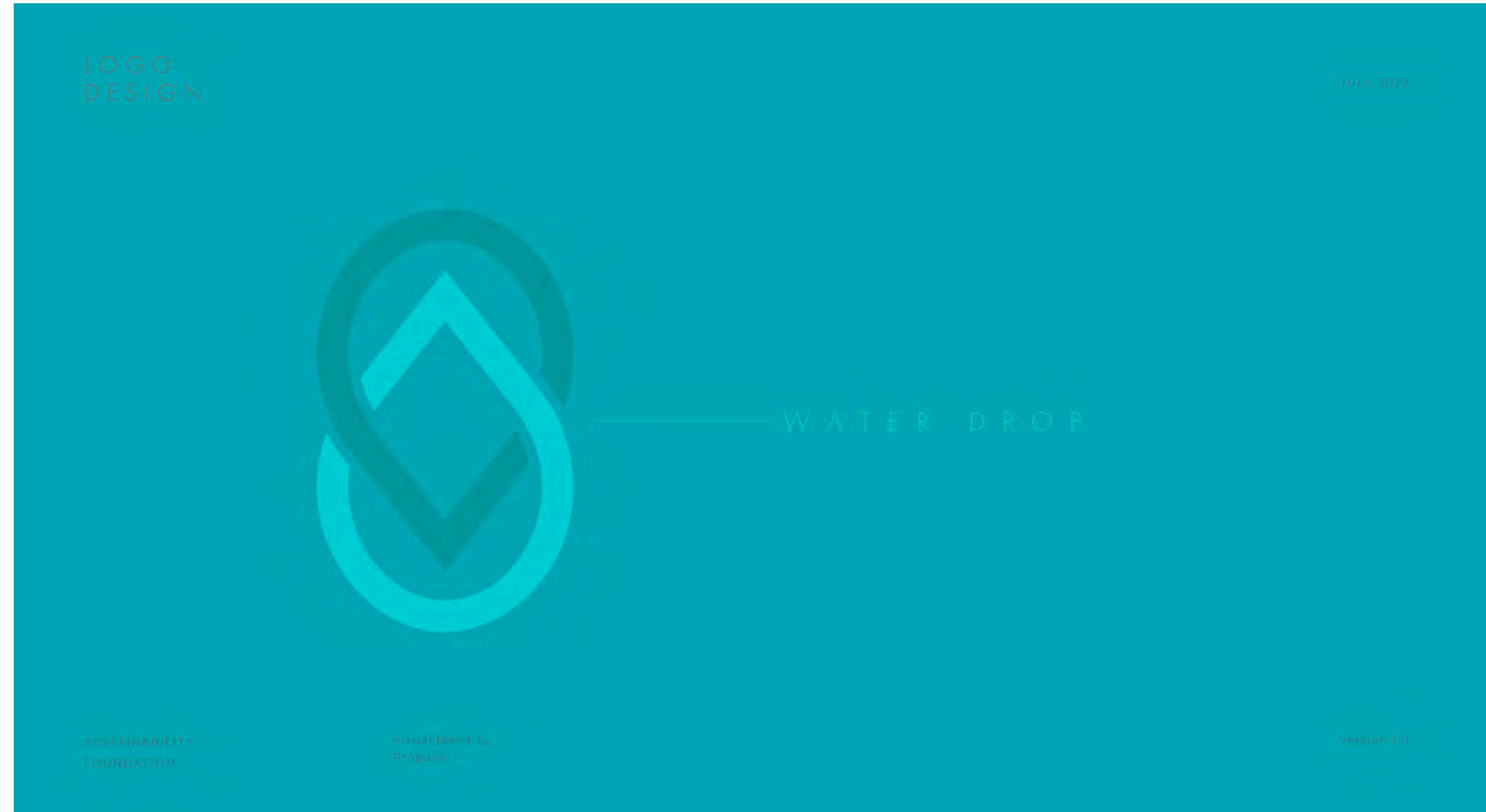
JULY 2022



SUSTAINABILITY FOUNDATION

Visual Identity Proposal

Version 1.0

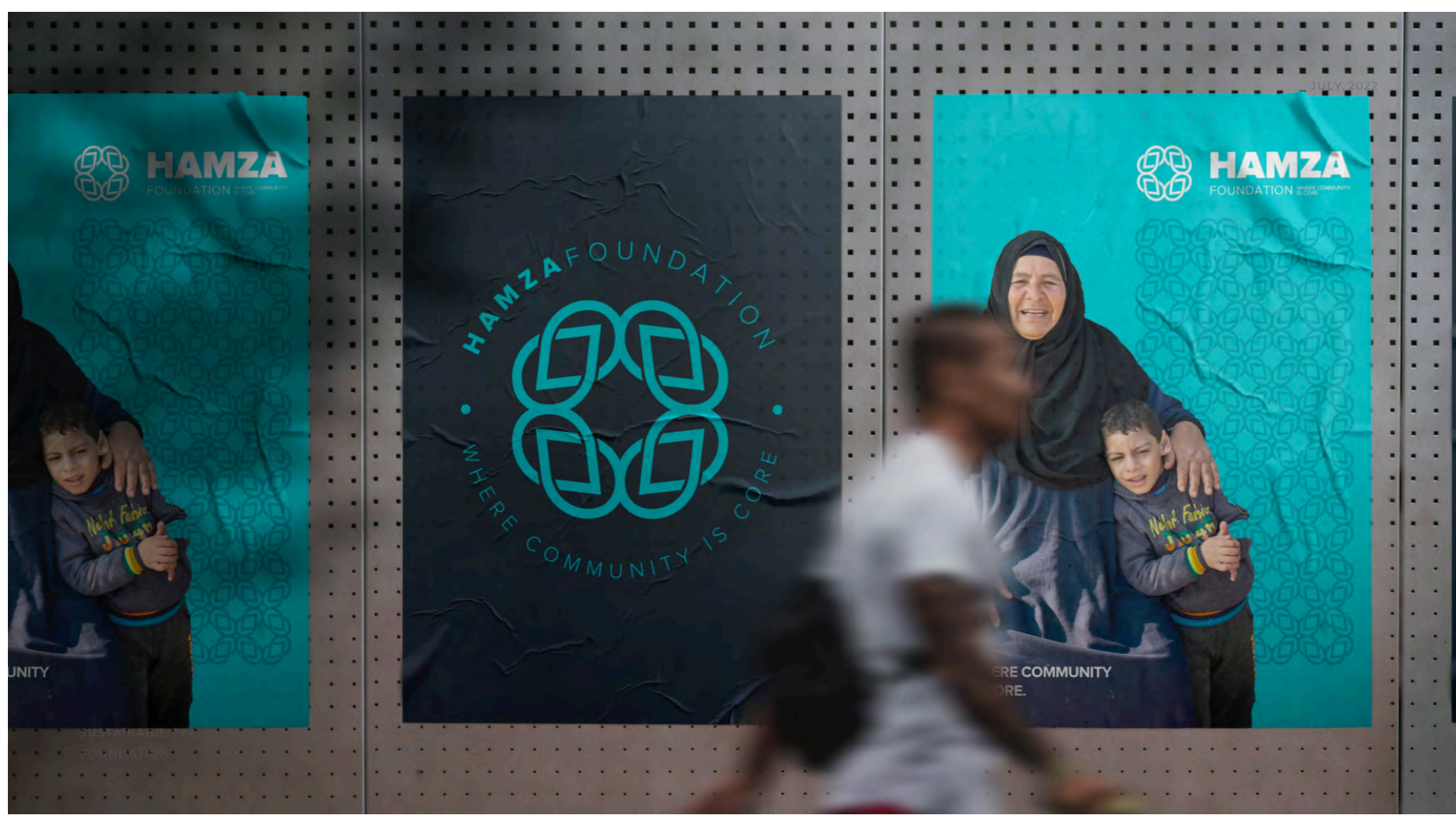


JULY 2022

SUSTAINABILITY FOUNDATION

Visual Identity Proposal

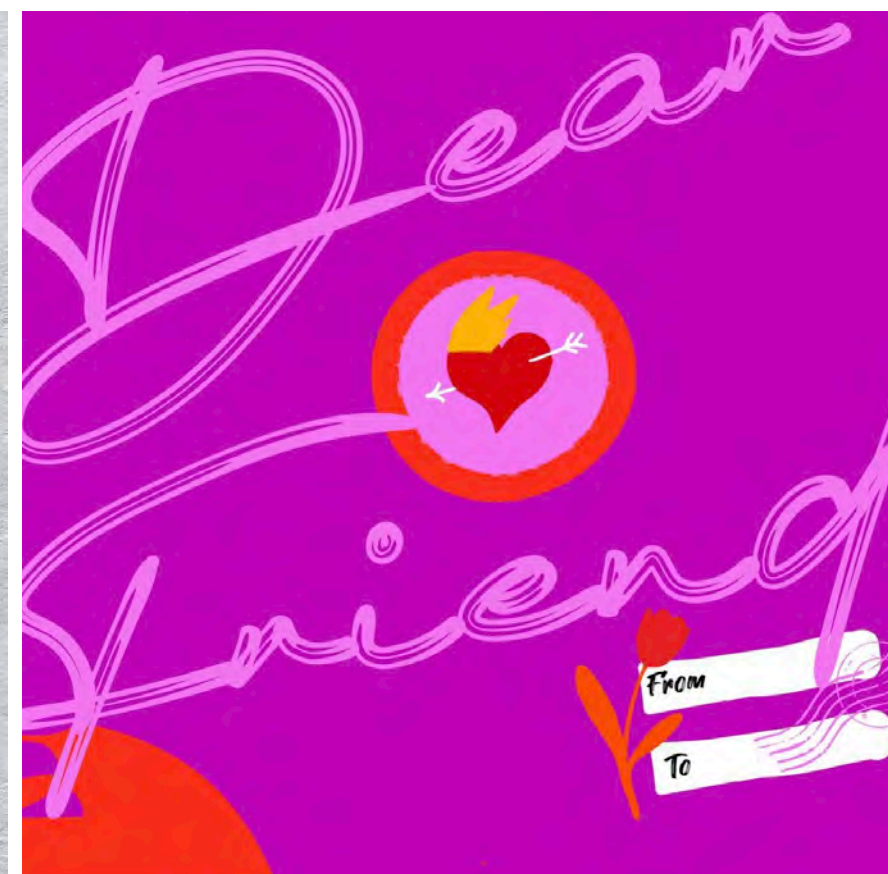
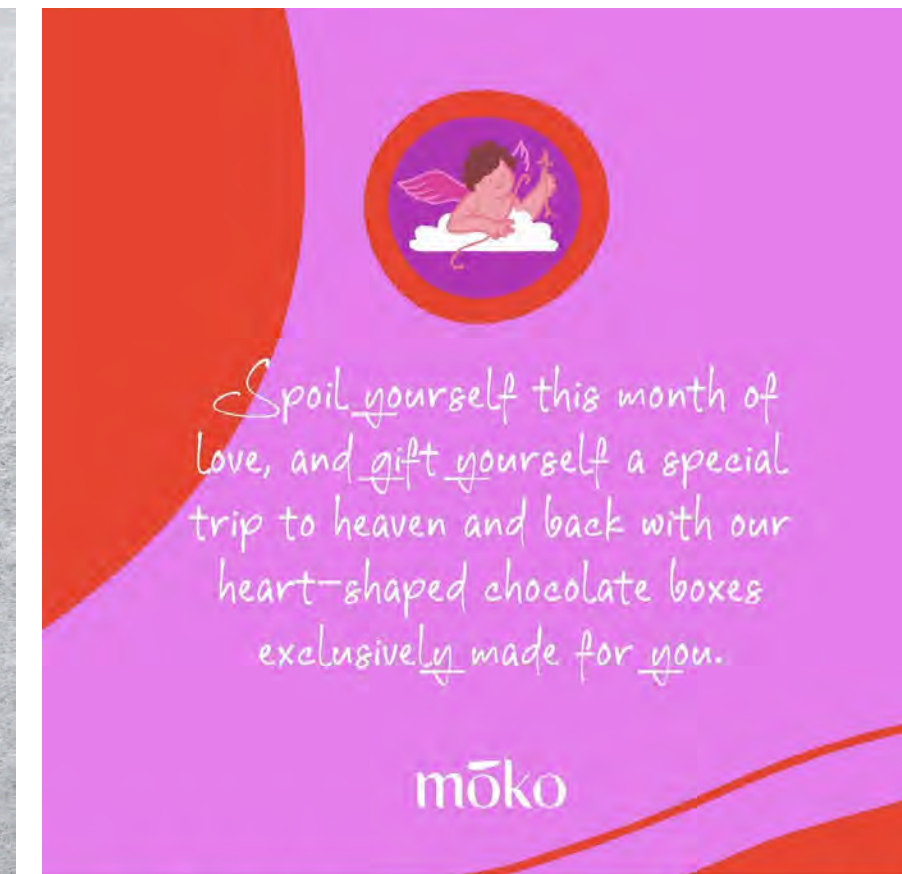
Version 1.0



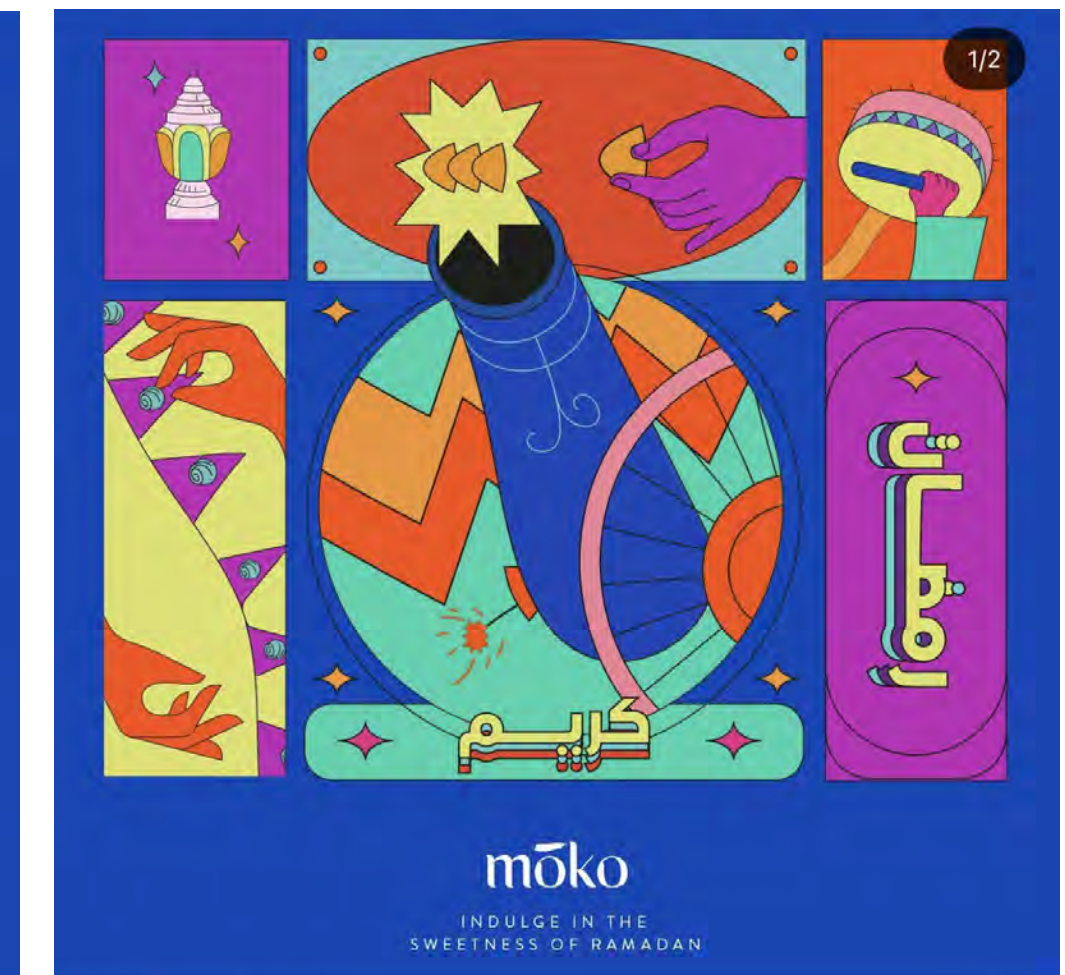
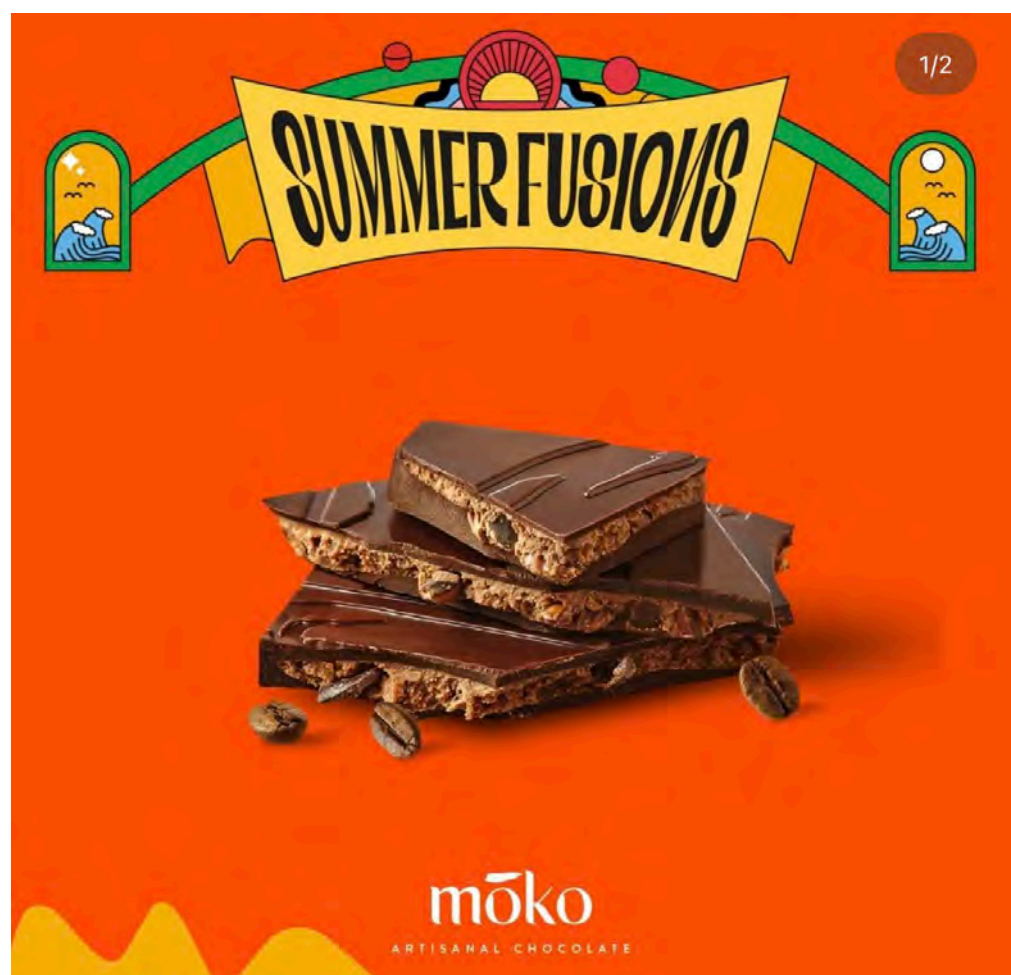


# WE'RE ALSO HAVING ALOT OF FUN PLAYING WITH BRANDS.

Working together with several partners to bring to life a home-grown chocolate brand to life.









# BUILDING STORIES FOR A CAUSE


And creating impact along the way...

When is the last time a legacy private sector institution spoke about bullying and sexual harassment? Together with Etisalat Egypt by e& we developed an internal campaign for all employees to tackle a taboo-cultural and sensitive topic through a proactive approach.

etisalat by e&

## ONLY YOU CAN HELP CHANGE THAT.

We are fully committed to providing a bullying and harassment-free workplace.



“ I feel uncomfortable when I receive personal texts after work and when I receive constant remarks and comments on my appearance at the workplace . ”

SpeakUp@etisalat.com

etisalat by e&

## ONLY YOU CAN HELP CHANGE THAT.

We are fully committed to providing a bullying and harassment-free workplace.

72% of people globally reported being bullied in a remote work setting, leading to higher levels of mental strain and lower job satisfaction.



SpeakUp@etisalat.com

etisalat by e&

## ONLY YOU CAN HELP CHANGE THAT.

We are fully committed to providing a bullying and harassment-free workplace.

“ My colleagues at work love to joke around, but I always end up feeling picked on and regularly undermined. ”



SpeakUp@etisalat.com

etisalat by e&

### WORKPLACE BULLYING & HARRASSMENT DO'S & DONT'S

At Etisalat Egypt by e&, we always strive to create a diverse and inclusive work environment, reinforce kindness and ignite a sense of empathy, starting from within. We are committed to creating a safe and harmonious workplace which fosters respect and integrity and we encourage you all to uphold our company values and act in professional conduct. We are certain that our Anti-bullying and Harassment Campaign has been a holistic and eye-opening experience for everyone. So always remember, only you can help change that.

- Develop respectful workplace relationships through positive and respectful communication.
- Disrespect people or their personal responsibility.
- Accept differences.
- Be intolerant of differences.
- Address issues through team building and harmony.
- Target someone or cause damage or friction between teams.
- Treat others with dignity and respect.
- Disregard or mock others' beliefs, thoughts and feelings.

**ONLY YOU CAN HELP CHANGE THAT.**

SpeakUp@etisalat.com

etisalat by e&

## ONLY YOU CAN HELP CHANGE THAT.

### Bathroom [ˈbɑːθˌruːm]

*A place to dispose everything but your feelings.*

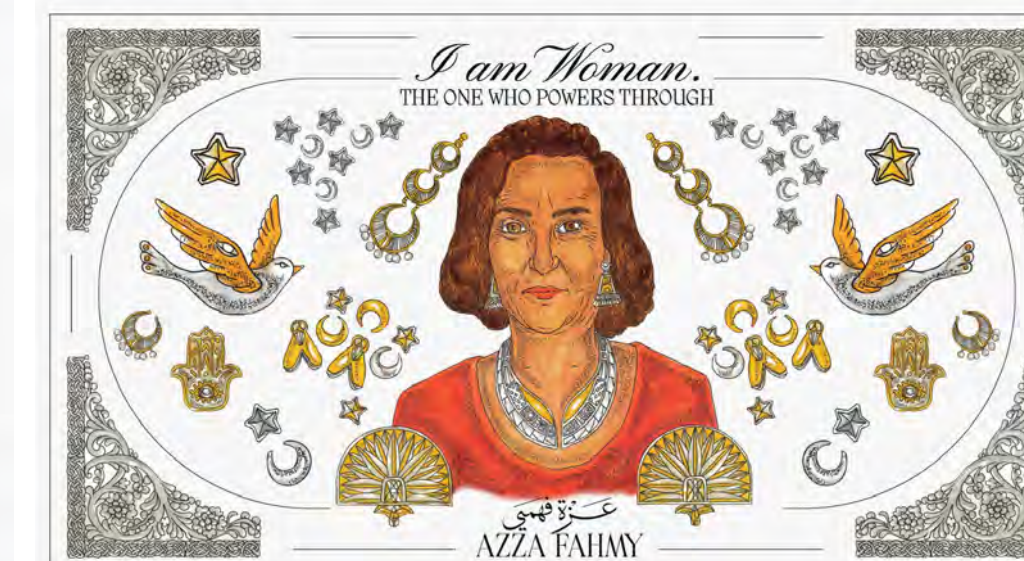
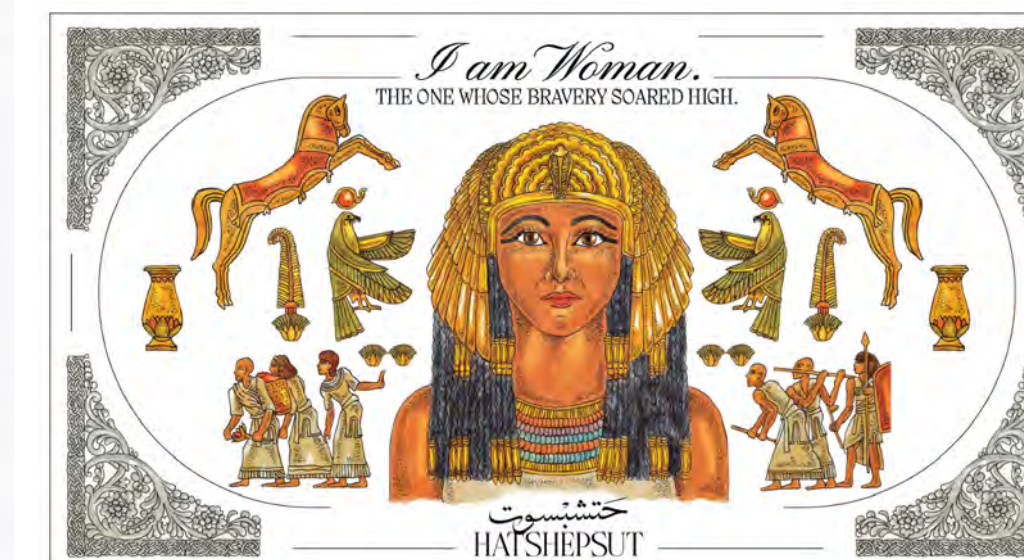


If you've experienced any bullying or harassment, talk to us through [SpeakUp@etisalat.com](mailto:SpeakUp@etisalat.com)



# SHEDDING LIGHT ON THE IMPORTANCE OF DIVERSITY & INCLUSION.

Honoring our past and present through role models that lead the way throughout history.





# BRINGING CORPORATE CLOSER TO HUMANS.

Creating an awareness and engagement campaign to bring Etisalat by e& Egypt's culture into play.

I AM CONFIDENT IN MY SKILLS AND ABILITIES  
TO EXCEL IN MY WORK.

etisalat by e&

AGILITY. COLLABORATION. LEADERSHIP. CUSTOMER CENTRICITY.

## CUSTOMER CENTRICITY

WE EMBRACE CUSTOMER CENTRICITY AS ONE OF OUR CORE VALUES.

etisalat by e& OUR VALUES

AGILITY. COLLABORATION. LEADERSHIP. CUSTOMER CENTRICITY.

## COLLABORATION

WE EXIST TO SERVE OUR CUSTOMERS.

etisalat by e& OUR VALUES

AGILITY. COLLABORATION. LEADERSHIP. CUSTOMER CENTRICITY.

## AGILITY

WE ARE ALERT, FAST AND INNOVATIVE

etisalat by e& OUR VALUES

AGILITY. COLLABORATION. LEADERSHIP. CUSTOMER CENTRICITY.

## CUSTOMER CENTRICITY

"THE MOST IMPORTANT SINGLE THING IS TO FOCUS OBSESSIVELY ON THE CUSTOMER"

etisalat by e& OUR VALUES

STAY STRESS FREE AND PROTECT YOUR ENERGY!

- REMINDER: TAKE SOME "ME TIME."
- SOAK UP THE SUNLIGHT
- CARE FOR A PLANT
- TALK TO A FRIEND
- EAT SOMETHING SWEET
- WRITE YOUR HEART OUT

etisalat by e& MAINTAIN WORK LIFE BALANCE

I CHOOSE PEACE  
OVER PERFECTION

etisalat by e&

AGILITY. COLLABORATION. LEADERSHIP. CUSTOMER CENTRICITY.

## LEADERSHIP

LEADERS BECOME GREAT, NOT BECAUSE OF THEIR POWER BUT BECAUSE OF THEIR ABILITY TO EMPOWER

etisalat by e& OUR VALUES

AGILITY. COLLABORATION. LEADERSHIP. CUSTOMER CENTRICITY.

## LEADERSHIP

WE ADMIT MISTAKES AND LEARN FROM THEM.

etisalat by e& OUR VALUES

AGILITY. COLLABORATION. LEADERSHIP. CUSTOMER CENTRICITY.

## AGILITY

WE EMBRACE AGILITY AS ONE OF OUR CORE VALUES.

etisalat by e& OUR VALUES

AGILITY. COLLABORATION. LEADERSHIP. CUSTOMER CENTRICITY.

## COLLABORATION

WE EMBRACE COLLABORATION AS ONE OF OUR CORE VALUES.

etisalat by e& OUR VALUES

5 STRESS-BUSTING TECHNIQUES FOR A HAPPIER YOU!

- FIND THE WRITER IN YOU & JOURNAL YOUR THOUGHTS
- LISTEN TO CALMING MUSIC
- TAKE A DEEP BREATH
- HIT THE STREET & GO FOR A WALK
- LET LOOSE & STRETCH A LITTLE

etisalat by e& MAINTAIN WORK LIFE BALANCE



DEVELOPING

# GENERATIONS OF BRAND ARCHITECTS

through mentorship and capacity building.



INTUITION | 500 GLOBAL | BRAND STRATEGY WORKSHOP 500

Investing in your Brand.

How to build your company's most valuable asset

BRAND STRATEGY WORKSHOP

INTUITION | 500 GLOBAL | BRAND STRATEGY WORKSHOP OVERVIEW 05

# What is a brand?

I think "brand" is one of those words that is widely used, but universally misunderstood.

PRODUCT OR SERVICE | NAME / LOGO | STORY

→ & is it tangible or intangible?

INTUITION | 500 GLOBAL | BRAND STRATEGY WORKSHOP OVERVIEW 08

# & money never stands in the way of building a great brand... strategy does.

→ 🧡 😊

INTUITION | 500 GLOBAL | BRAND STRATEGY WORKSHOP THINK STRATEGY FIRST 09

STRATEGY-FIRST

DRIVING VALUE FROM INSIGHT TO ADVANTAGE

It is not fancy, it is not expensive, it should not be complicated. The main job is to find the way to get from point A to B.

There is no point in rowing harder, if you are rowing in the wrong direction.

INTUITION | 500 GLOBAL | BRAND STRATEGY WORKSHOP THINK STRATEGY FIRST 10

Start with thinking about the 4 Cs

<b>Consumer Truth</b> The impression of a conscious or subconscious need or tension for a consumer.	<b>Category Truth</b> What is an insight on the industry that is not being harnesssed?
<b>Competitive Truth</b> What is your company's play-to-win tactic?	<b>Cultural Truth</b> What defines the cultural norms, beliefs on this industry?

STRATEGY

There is a thread between all these truths, inside and outside of a company — and this how you can start building a brand strategy

INTUITION | 500 GLOBAL | BRAND STRATEGY WORKSHOP DEFINING YOUR BRAND POSITIONING 27

Great positioning is not just about being different, it's about being different in a way that matters.

Positioning our brand externally, in the market place.

In the second section of our workshop, we're going to develop your positioning strategy — which includes (1) your target audience, (2) your market analysis and (3) your awareness goals.

INTUITION | 500 GLOBAL | BRAND STRATEGY WORKSHOP CREATING YOUR BRAND 35

First, select your archetypal mix.

\* The key and the trick is to keep you archetypal mix refined and focused, so that you might end up with 70% of the core archetype and then 30% of the secondary archetype for differentiation.

5 mins

ARCHETYPAL MIX

INTUITION | 500 GLOBAL | BRAND STRATEGY WORKSHOP CREATING YOUR BRAND 38

Third, create your brand salience.

\* how do you stand out from others? Branding Elements include Logo Design, Visual Identity, Iconography, etc.

INTUITION | 500 GLOBAL | BRAND STRATEGY WORKSHOP CREATING YOUR BRAND 39

intuition You've made it!

Congrats on becoming a brand new brand strategist! Now you have everything you need to get out there and build a successful brand.

# Thanks



intuition®

# SO, HOW DO WE SING & DANCE WITH OUR PARTNERS?

Choreographing in sync one performance.

We are a purpose-built group that brings together data geeks, design legends, creative masterminds, technology wizards and marketing mavericks to deliver impactful, scalable, tech-powered ideas that create meaningful value.



# OUR PEOPLE

## MOVING AT THE SPEED OF LIFE

We see around corners. We solve our clients' biggest challenges. We simplify by turning rigorous inputs into delightful outputs—and valuable human experiences.

Meet the founding collectives of Intuition.



### THE THINKER

*Rula El Kaliouby, Founder & CEO.*



### THE TECH GENIUS

*Mohammed Salah, Managing Partner.*



### THE REBEL

*Menna Hagrass, Managing Partner.*



### THE ACTIVIST

*Mariam Hassanen, Senior Strategist & Content Creator.*



### THE POET

*Eman Kharoshah, Senior Strategist & Content Creator.*

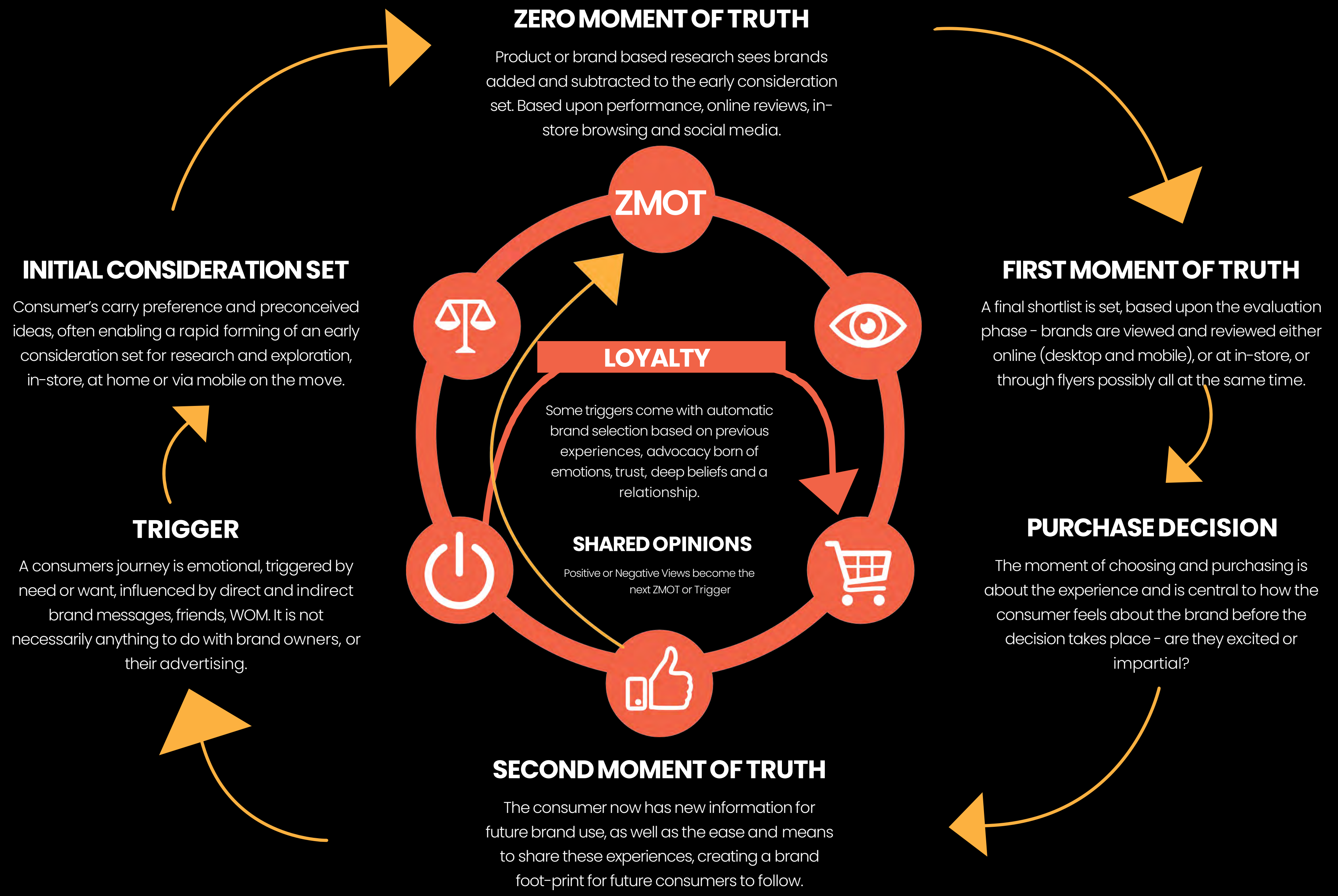


### THE ARTIST

*Nour Aboughaly, Senior Graphic Designer.*



# SEIZING THE ZERO MOMENT OF TRUTH



**INITIAL CONSIDERATION SET**  
 Consumer's carry preference and preconceived ideas, often enabling a rapid forming of an early consideration set for research and exploration, in-store, at home or via mobile on the move.

**ZERO MOMENT OF TRUTH**  
 Product or brand based research sees brands added and subtracted to the early consideration set. Based upon performance, online reviews, in-store browsing and social media.

**FIRST MOMENT OF TRUTH**  
 A final shortlist is set, based upon the evaluation phase - brands are viewed and reviewed either online (desktop and mobile), or at in-store, or through flyers possibly all at the same time.

**PURCHASE DECISION**  
 The moment of choosing and purchasing is about the experience and is central to how the consumer feels about the brand before the decision takes place - are they excited or impartial?

**SECOND MOMENT OF TRUTH**  
 The consumer now has new information for future brand use, as well as the ease and means to share these experiences, creating a brand foot-print for future consumers to follow.

**TRIGGER**  
 A consumers journey is emotional, triggered by need or want, influenced by direct and indirect brand messages, friends, WOM. It is not necessarily anything to do with brand owners, or their advertising.

**LOYALTY**  
 Some triggers come with automatic brand selection based on previous experiences, advocacy born of emotions, trust, deep beliefs and a relationship.

**SHARED OPINIONS**  
 Positive or Negative Views become the next ZMOT or Trigger



# CLOSING THE ATTRIBUTION GAP.



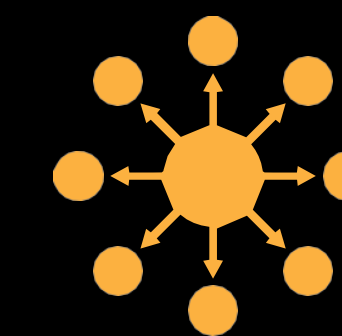
## New Perspectives

are highly valued. We should be creating with the mindset of adding substantial value exploring potential challenges or new opportunities, offering actionable competitive intelligence.



## Timeliness & Brevity

are key to engagement. We can't be more "white noise" merely repeating what everyone else is saying or publishing content that is too elementary or superficial.



## Effective Consistency

is a must. Most people "stumble" into content as they browse or swipe on a day-to-day basis. Mindfully, we must be present in these micro-moments.



**NOW  
LET US GET  
OUR STORY  
RIGHT.**



**intuition®**