

WORKS

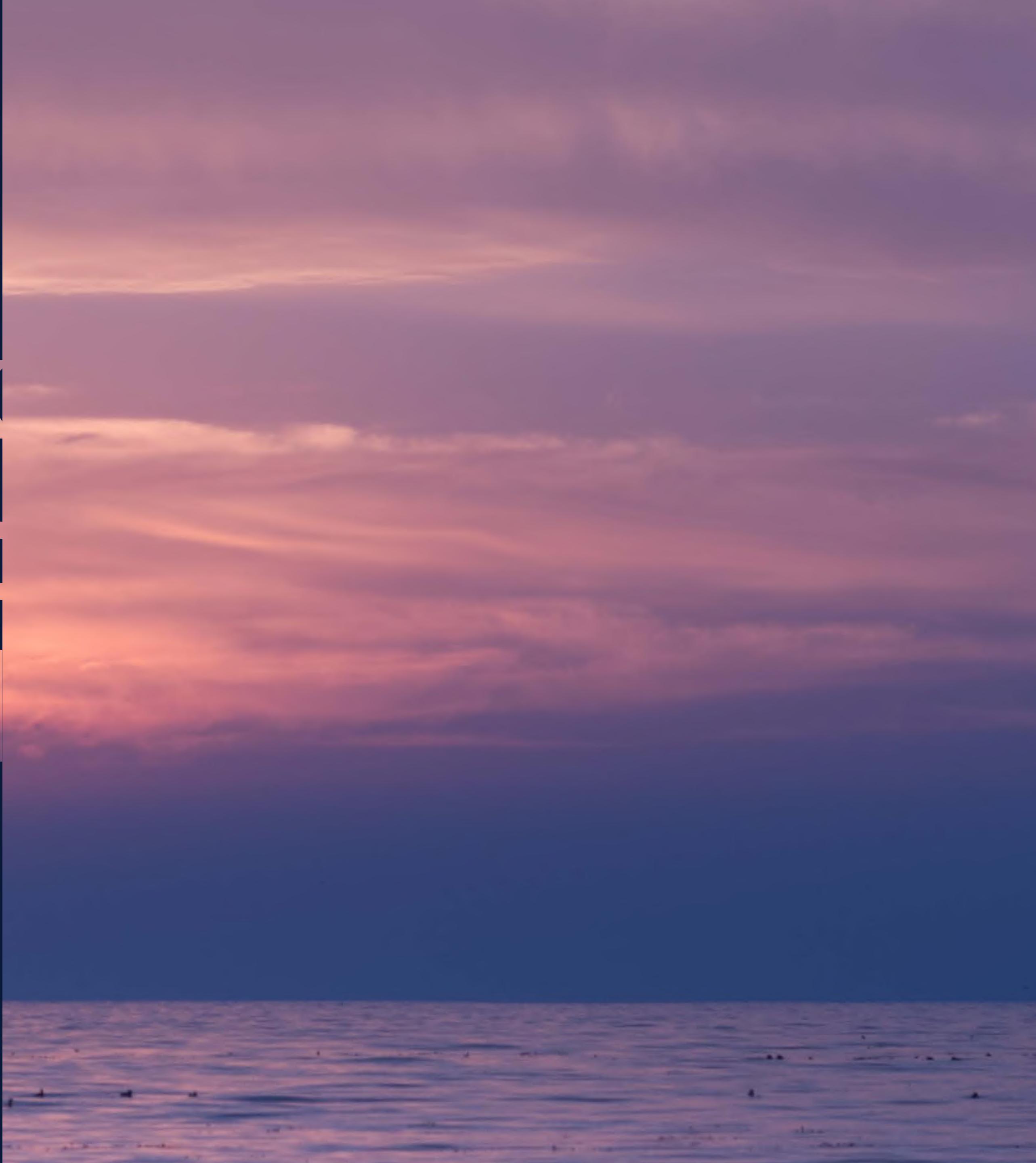
Profile

نجز للمستقبل
impacting FUTURE

mm-brand.com

mm
brand

Let' talk
about
MMBrand



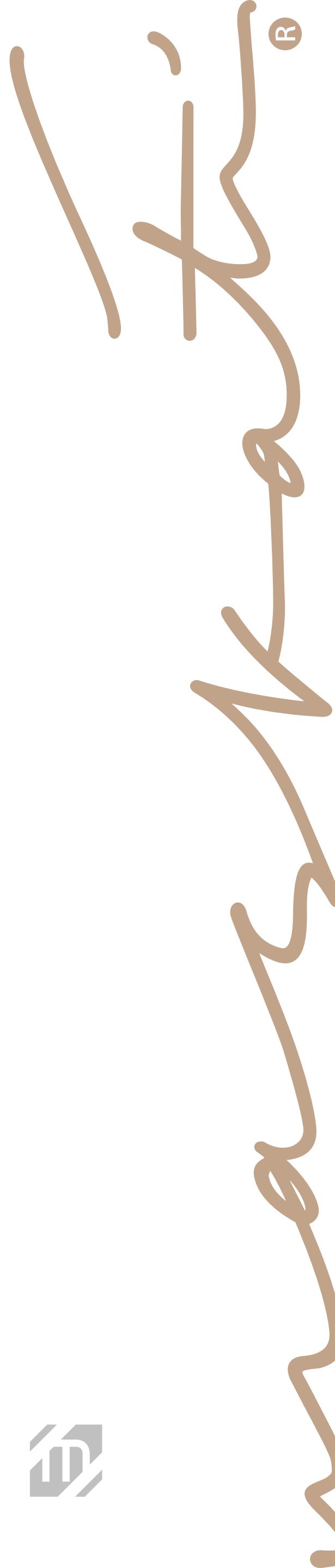


mmbrand

a multicultural full-service design firm with multicultural capabilities tapping into all business platforms including branding, advertising, print, interiors, packaging, events, and films.

Headquartered in Bahrain, the firm was established with a vision to build a new type of high impact branding partnering with regional clients across all communication disciplines. Our portfolio includes projects in diverse business categories in Bahrain and Saudi Arabia such as real estate, maintenance and operations, hospitality, medical and health care, and entertainment.





“ DESIGNING THE GULF’S MOST
ICONIC BRANDS SINCE 2005 ”

The Company has earned a reputation for developing the Gulf’s most iconic brands since 2005. We create niche brands and breathe life into existing brands through the delivery of creative excellence in all forms of communication. This forms the basis of competitive advantage and long-term profitability for clients going forward. At MM Brand, we offer strategic partnership that works with our business clients to deliver marketing excellence.





“We Are Going Beyond!”

Why are we different?

We know what we are doing, we have been doing it for over 13 years! We served different markets and sectors and have a lot of success stories to share. Our creative department consists of a mixture of cultures, where we understand the local Arabic market because we are deeply rooted in it, while mixing it with modern and international standards.

We are not an ordinary design house, we are more of a consultancy, we will find solutions that are best suited for your business and needs in terms of branding and communications.

“We Only Work for Award Winning Partners”

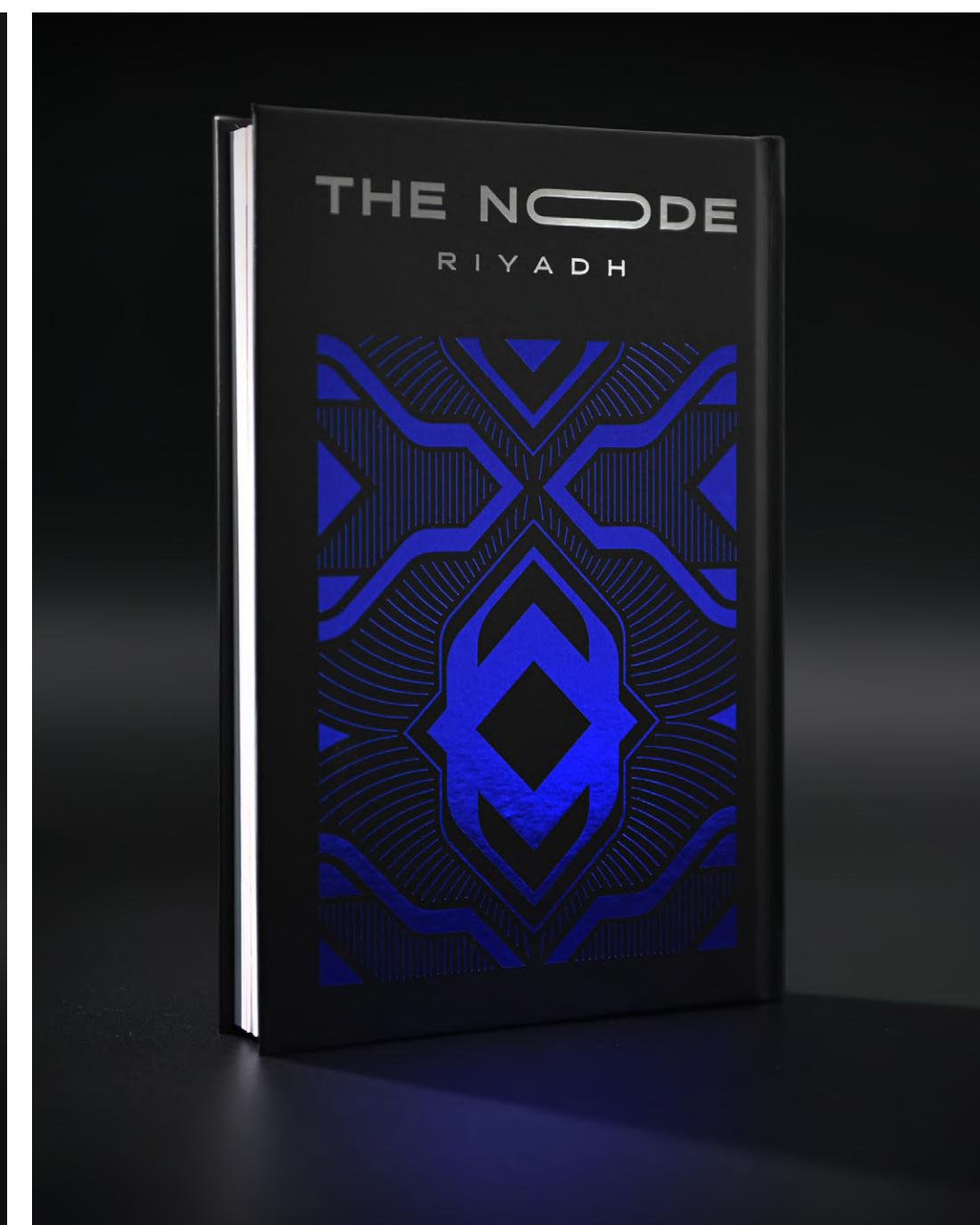
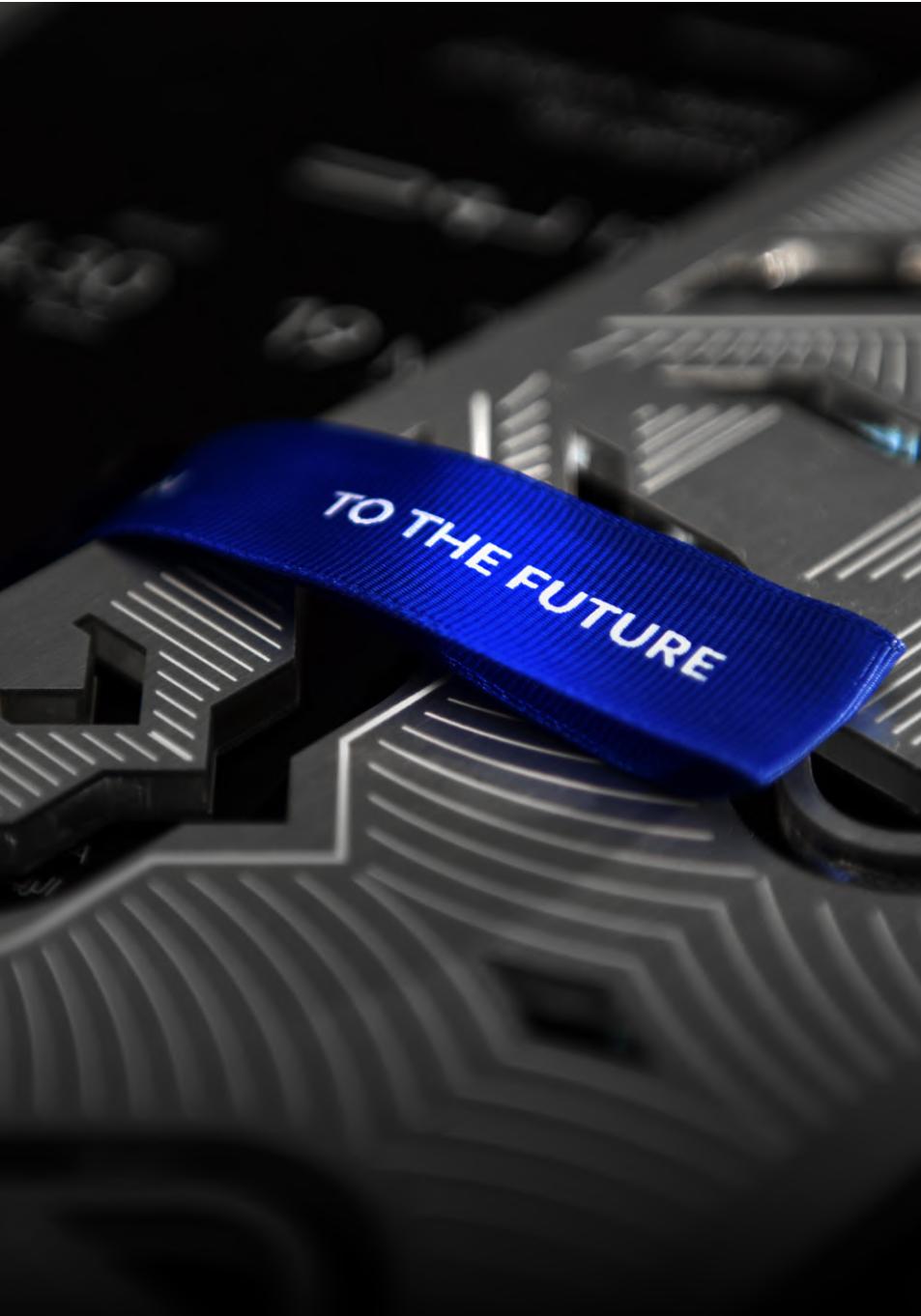




Our Works

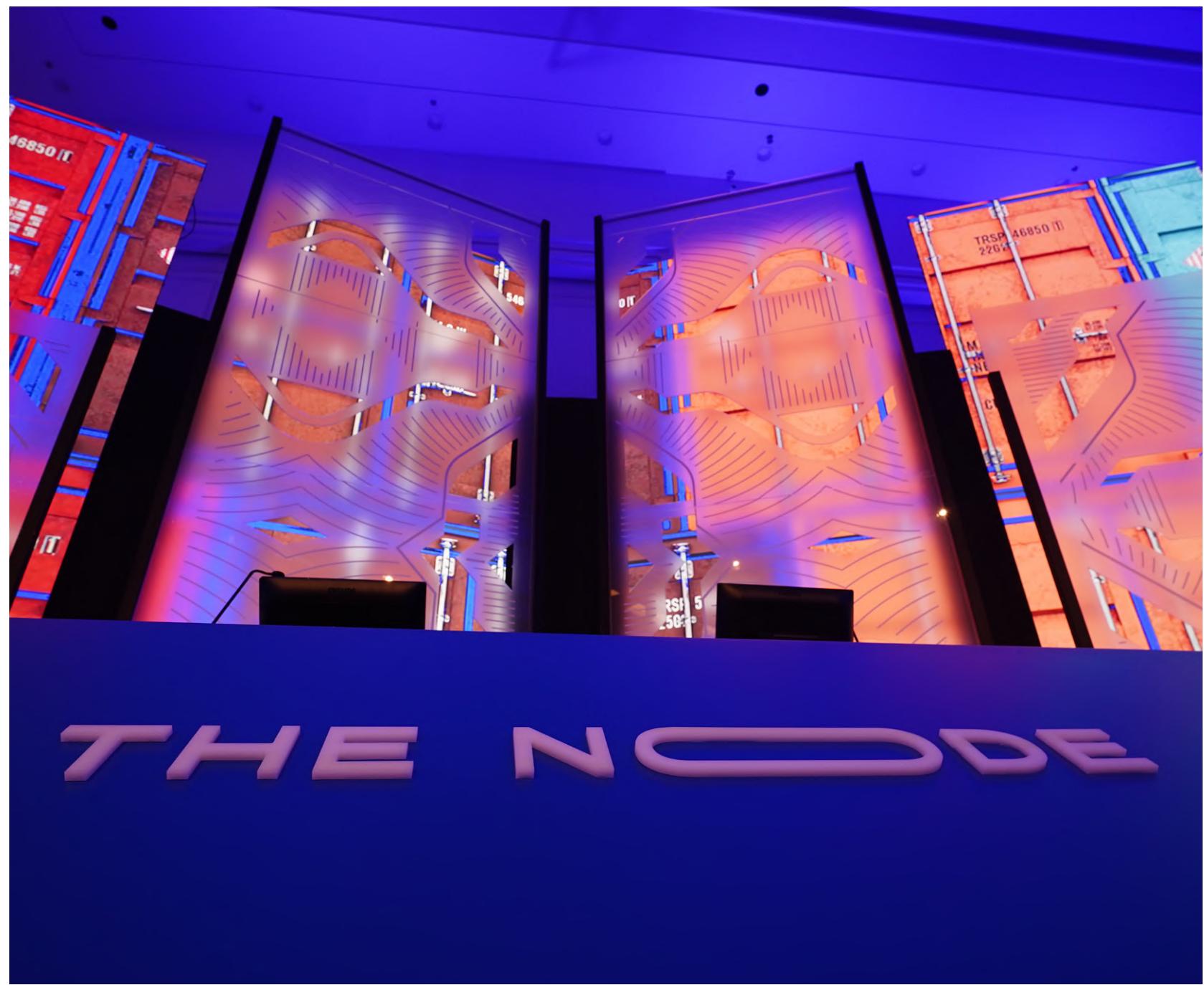
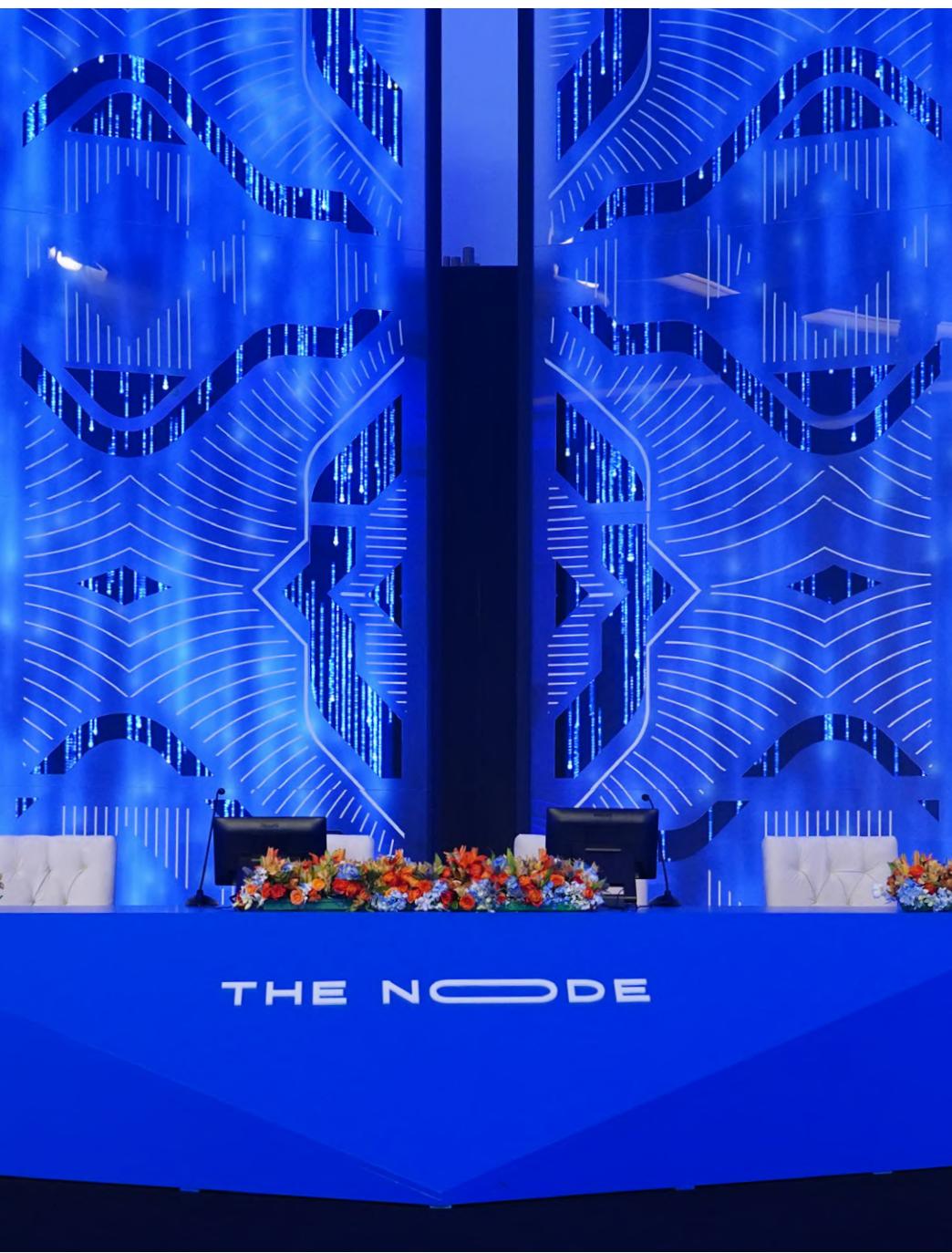
THE NODE

The Node
Riyadh



THE NODE

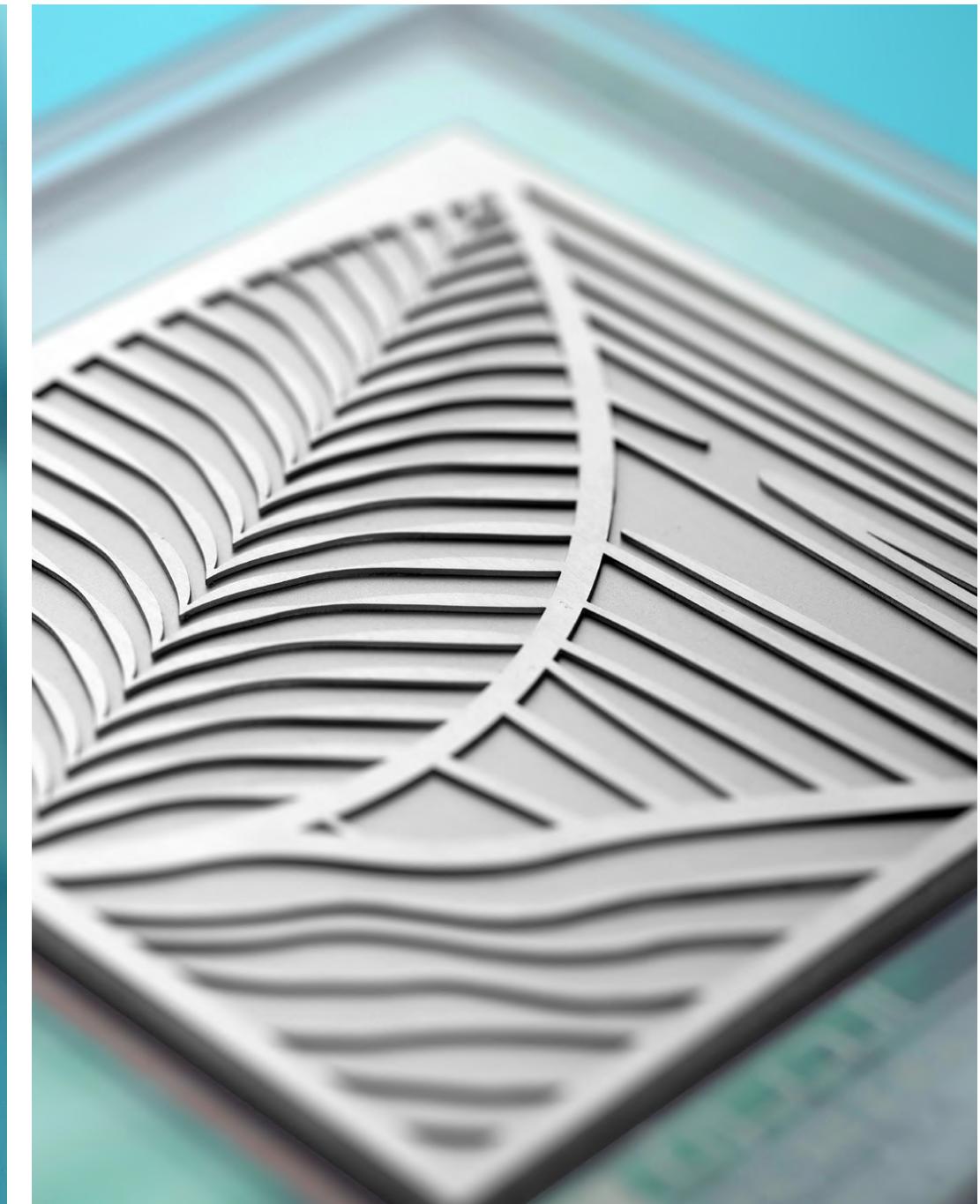
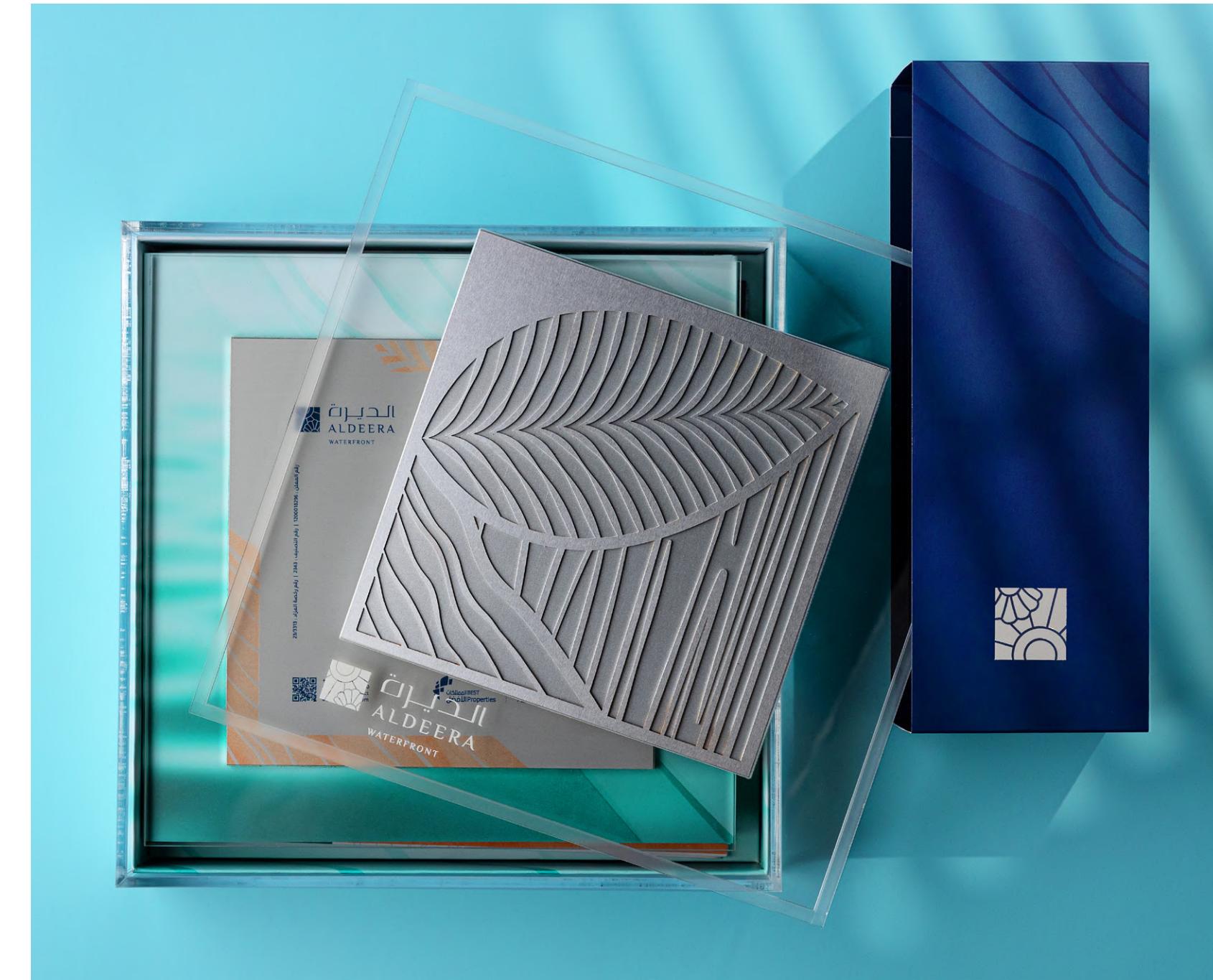
The Node
Riyadh





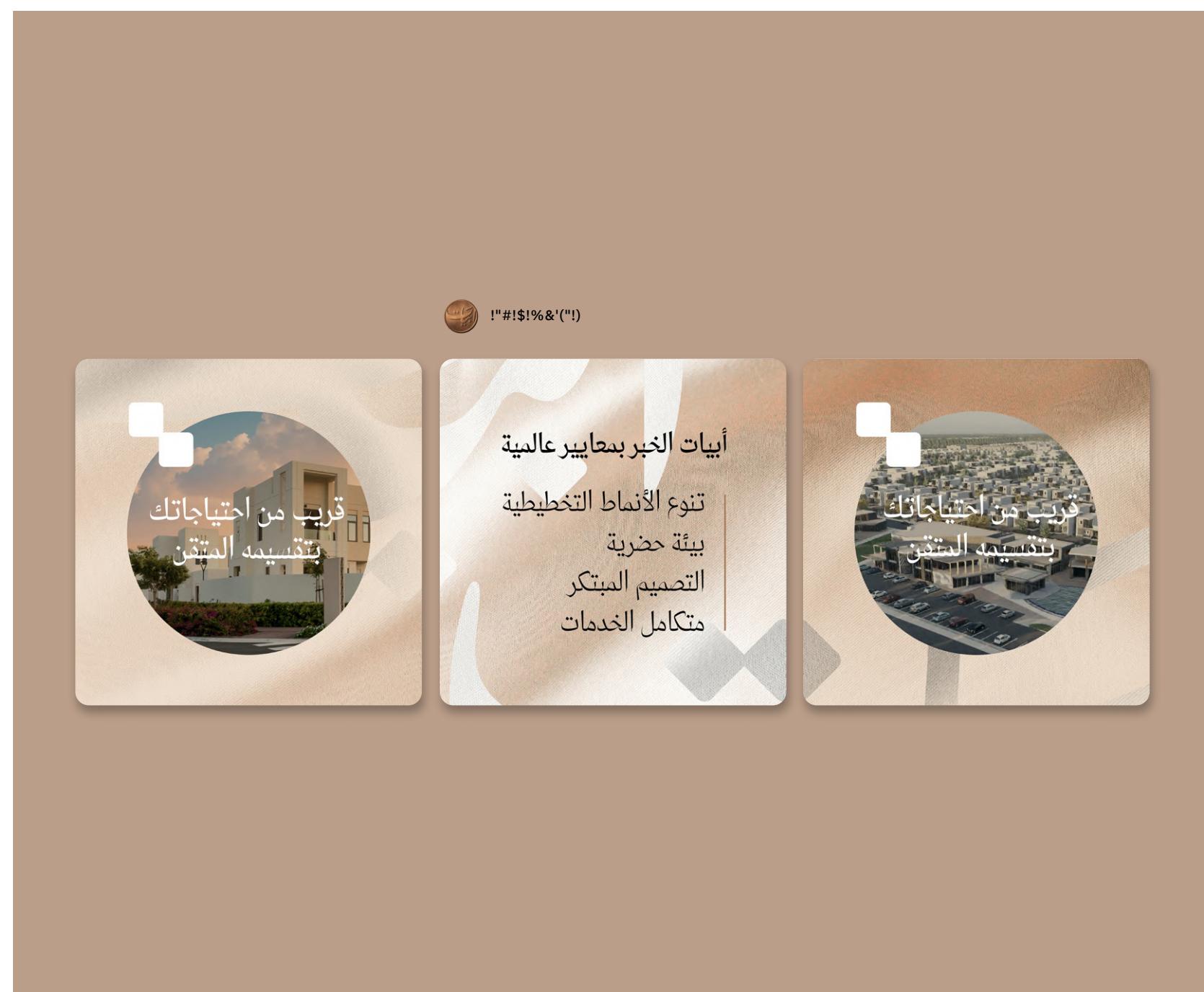
الدیرة ALDEERA WATERFRONT

Aldeera Dammam





Abyat
AlKhobar



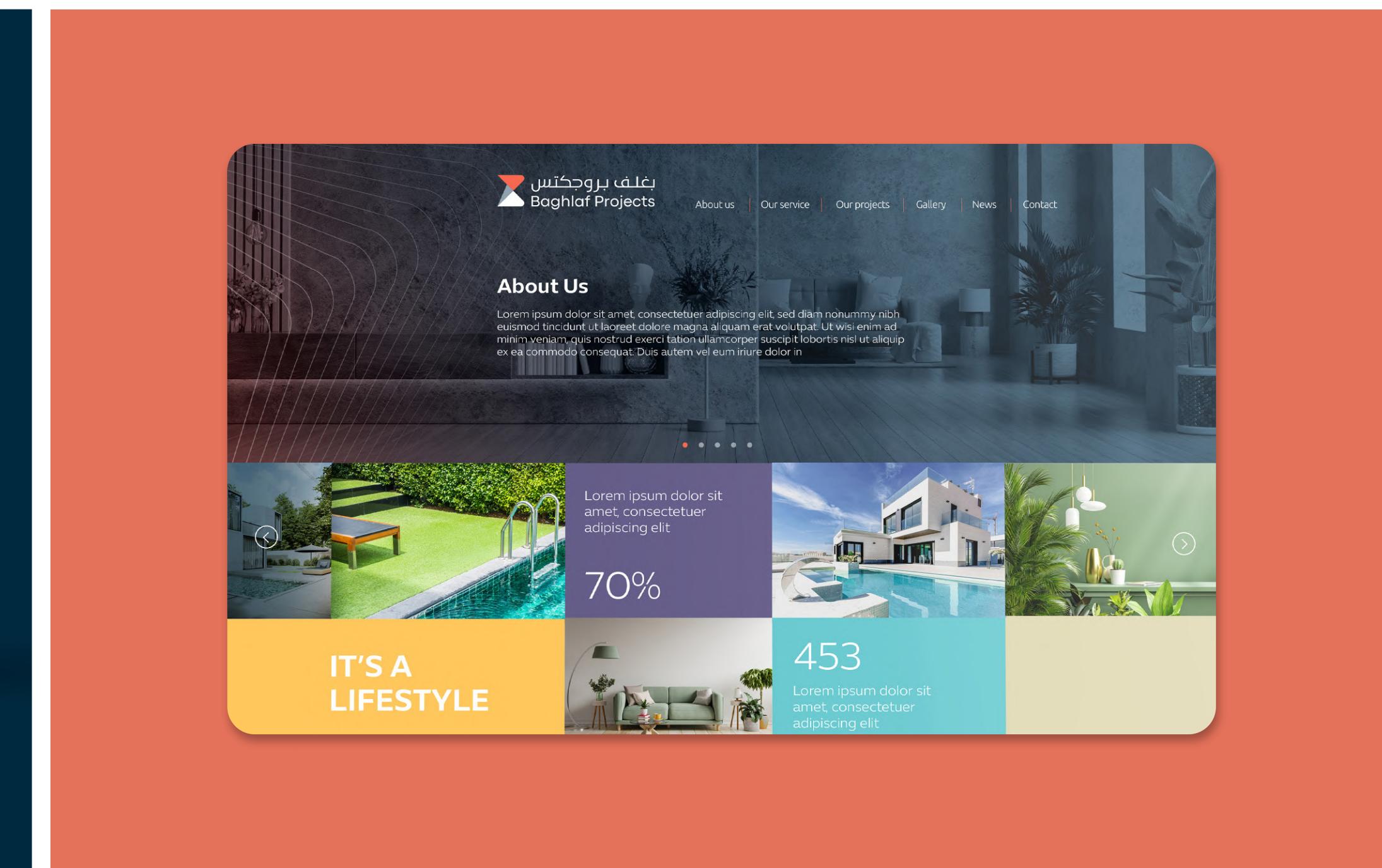
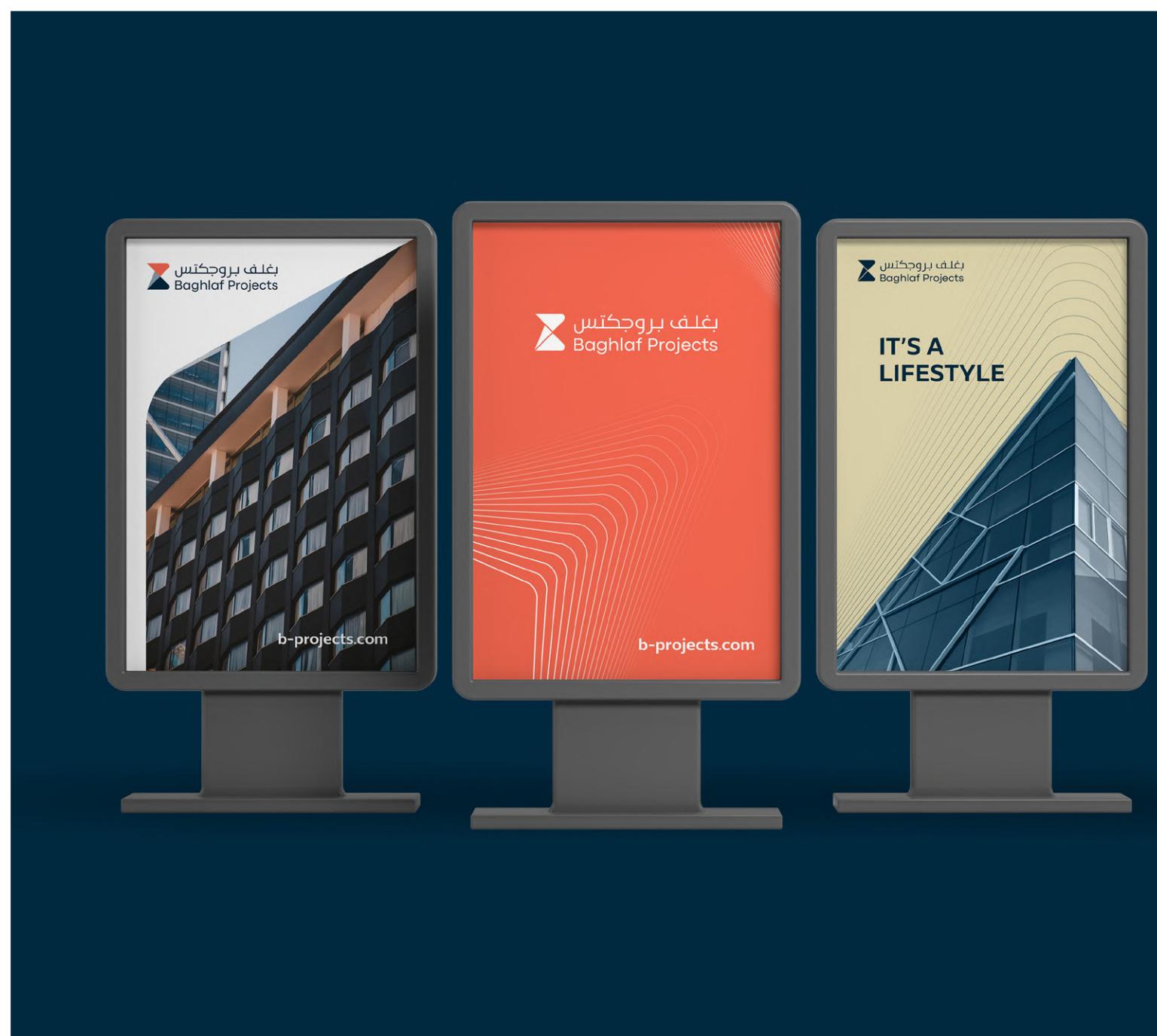


Kooheji Development
Bahrain





Baghla Projects Alkhobar

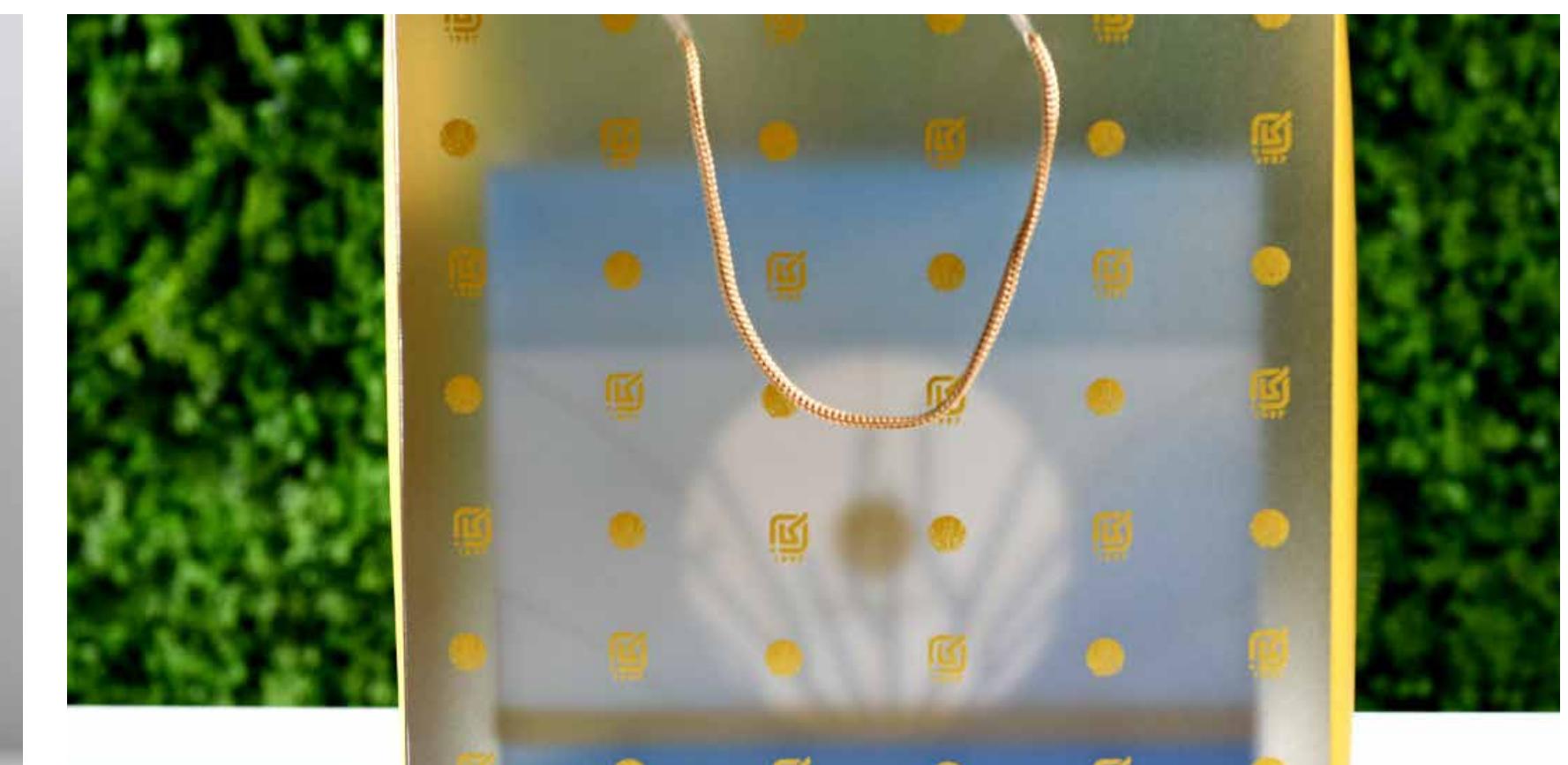
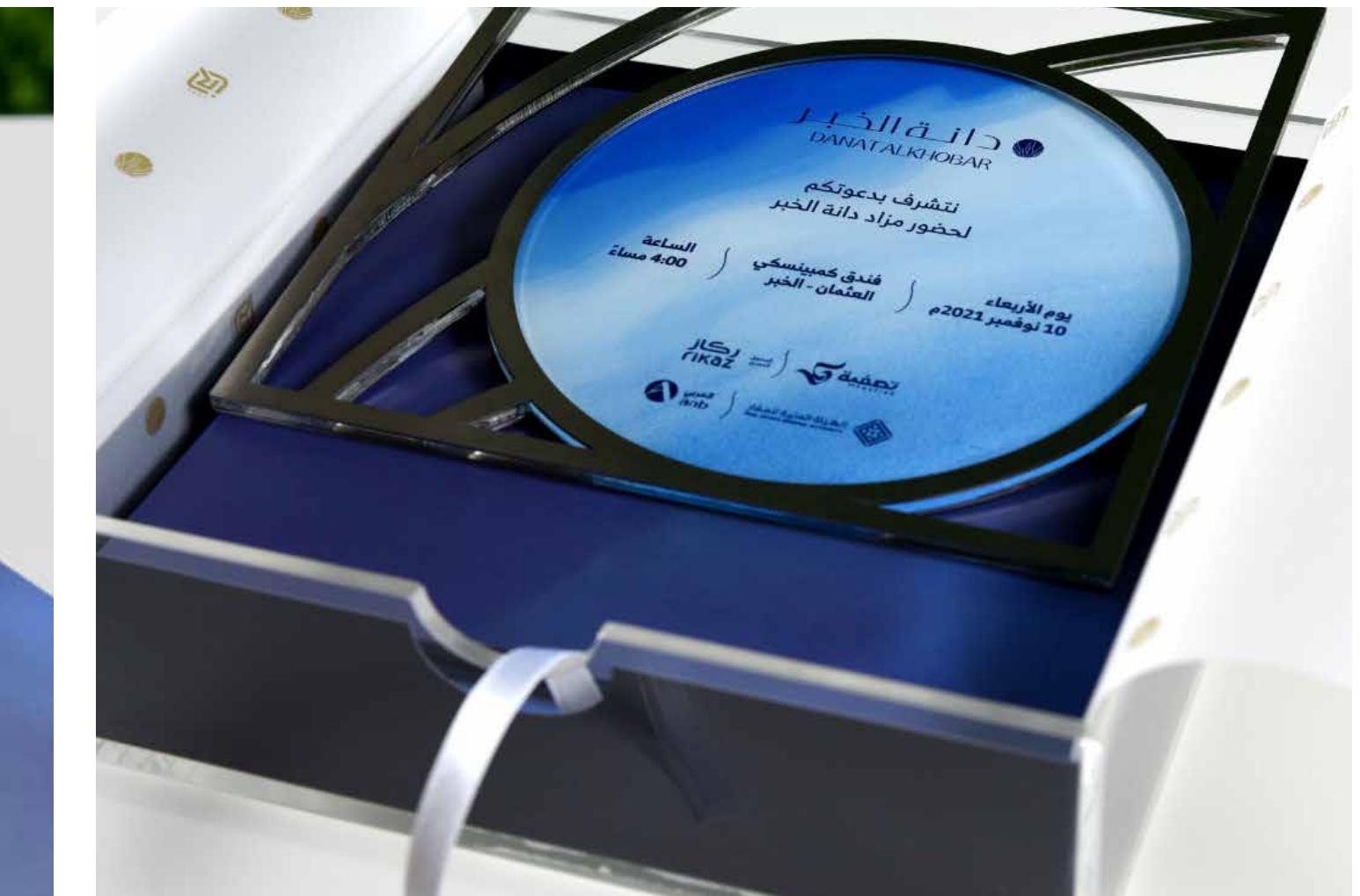


Dahran Warehouses Riyadh



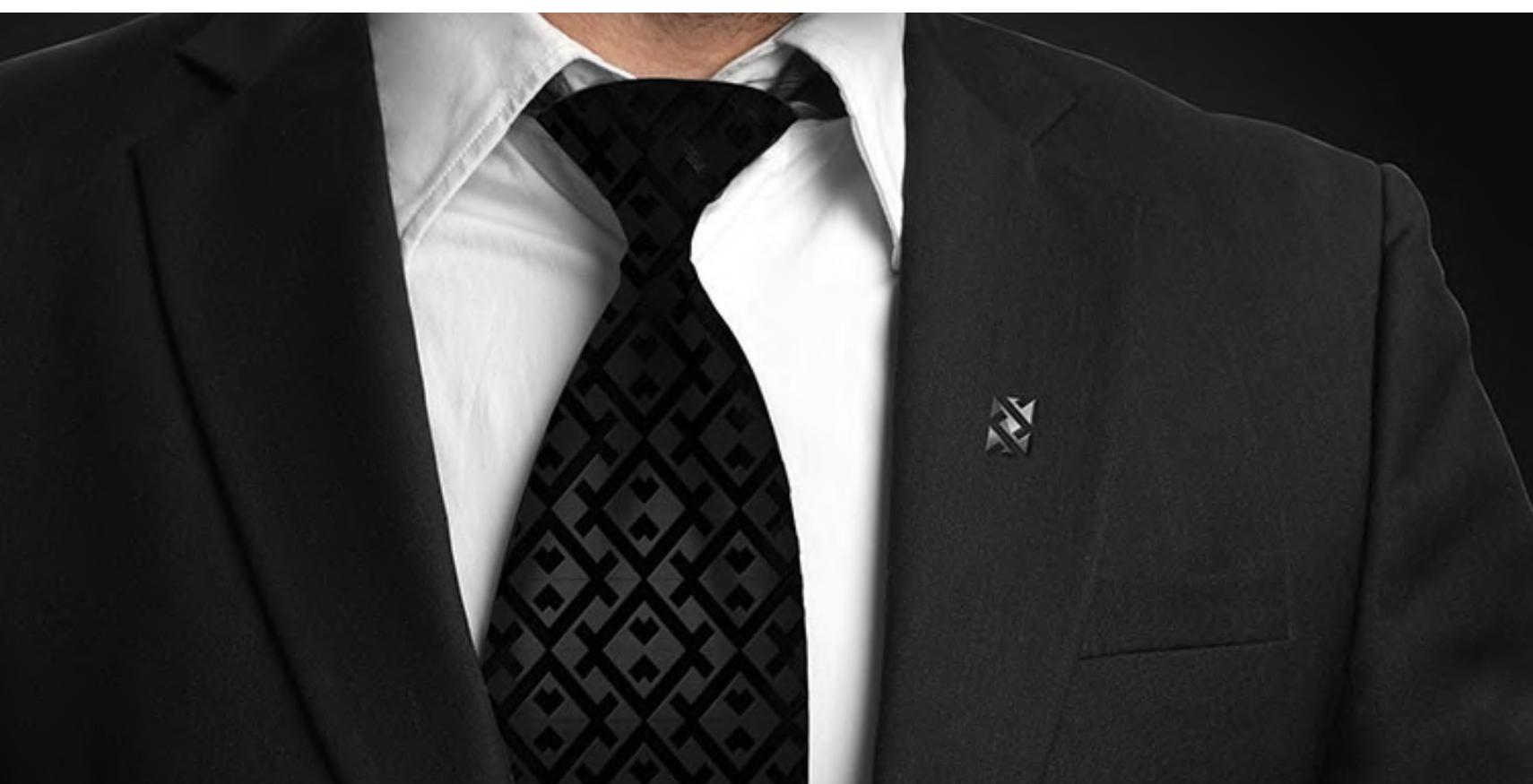


Danat AlKhobar
AlKhobar



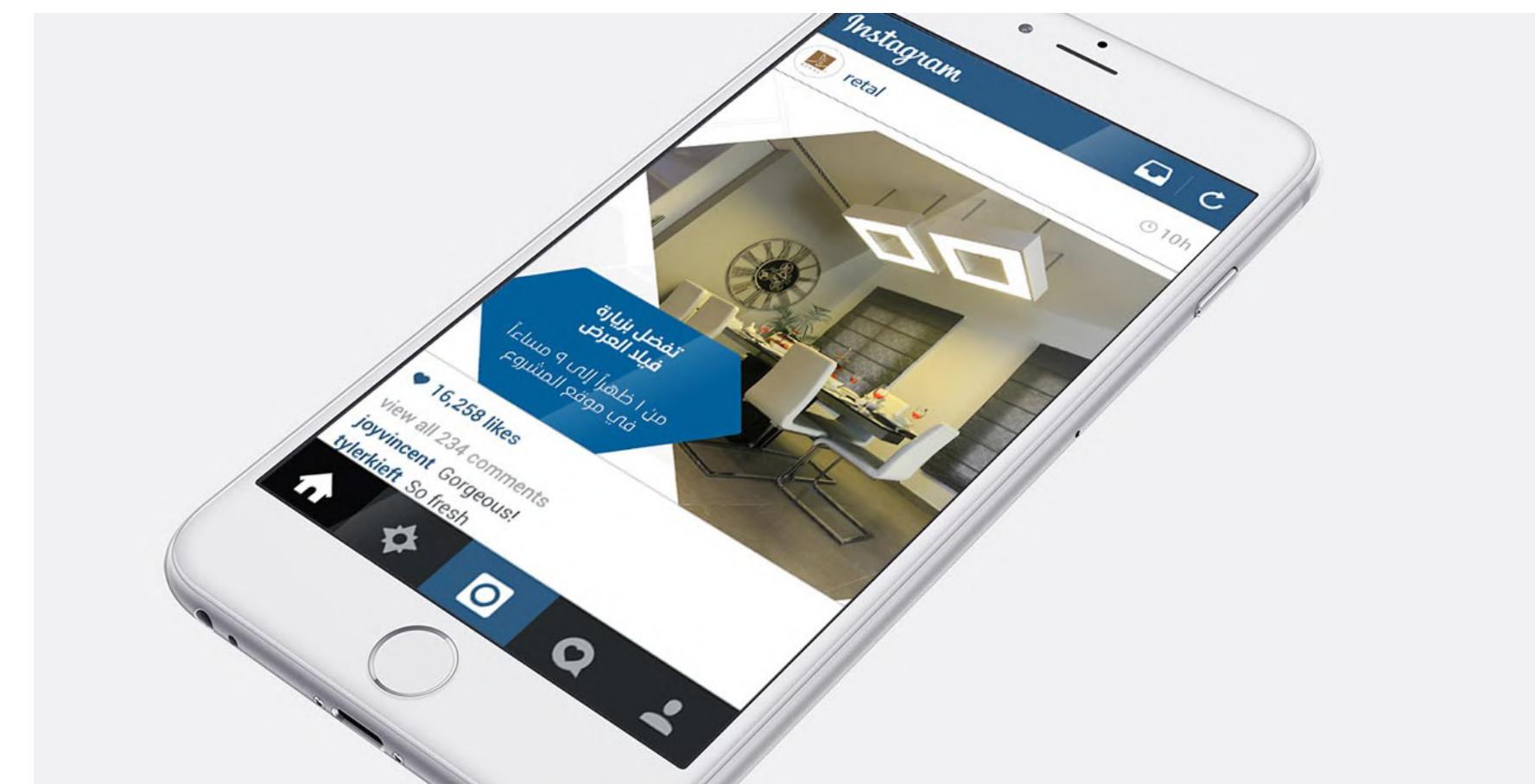


Downtown Rikaz AlKhobar



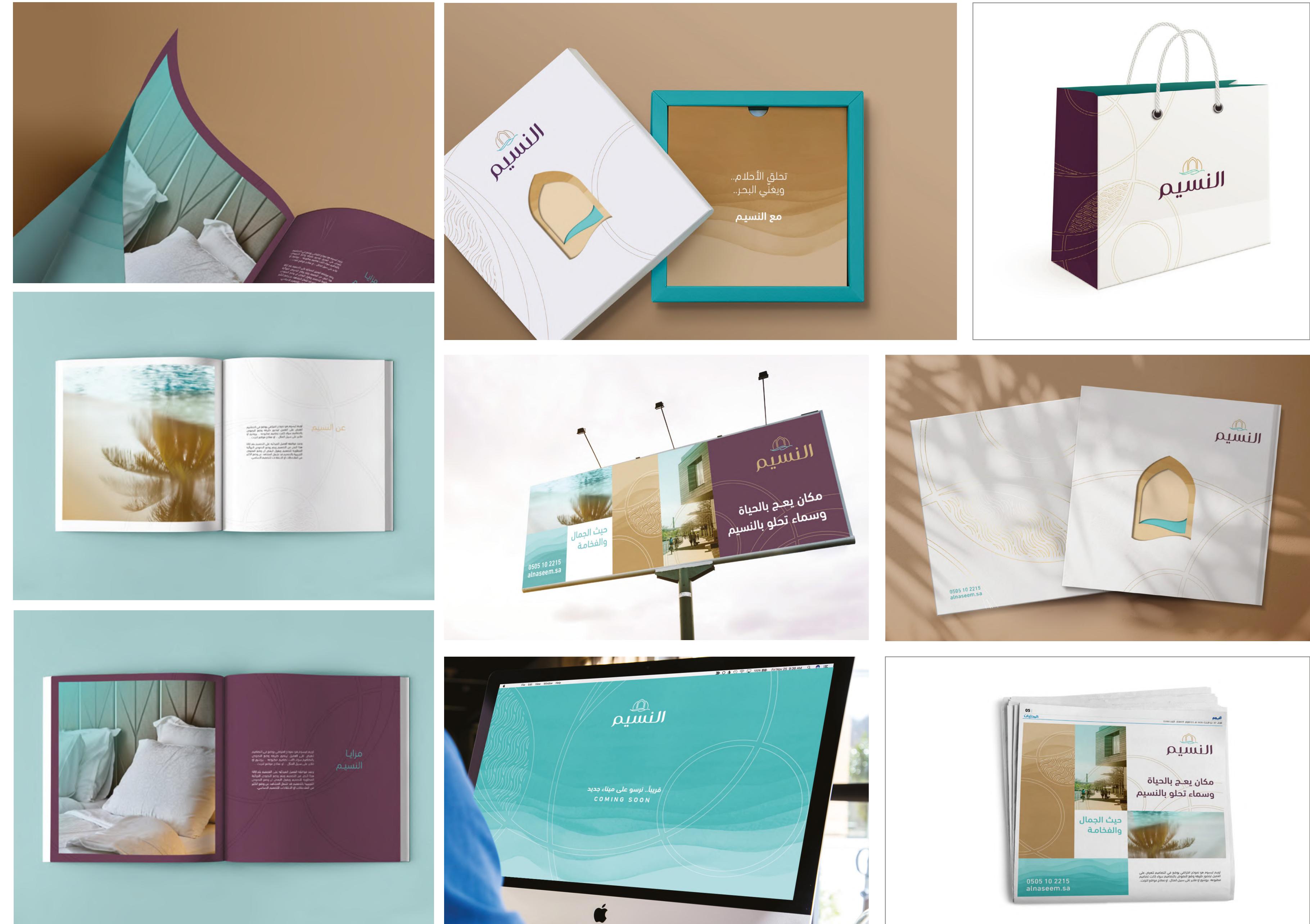


AlQayrawan
AlKhobar





AlNaseem
AlKhobar





Sumou Avenue AlKhobar



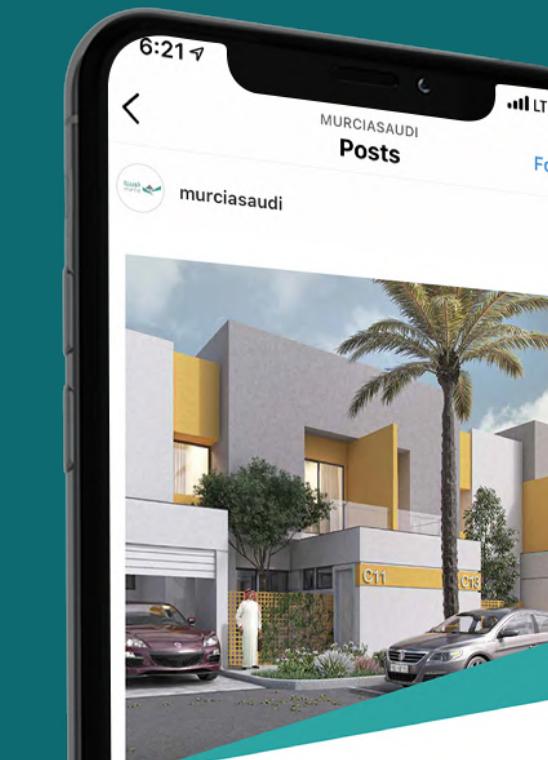


Blu Business Park Dammam





murcia
Riyadh



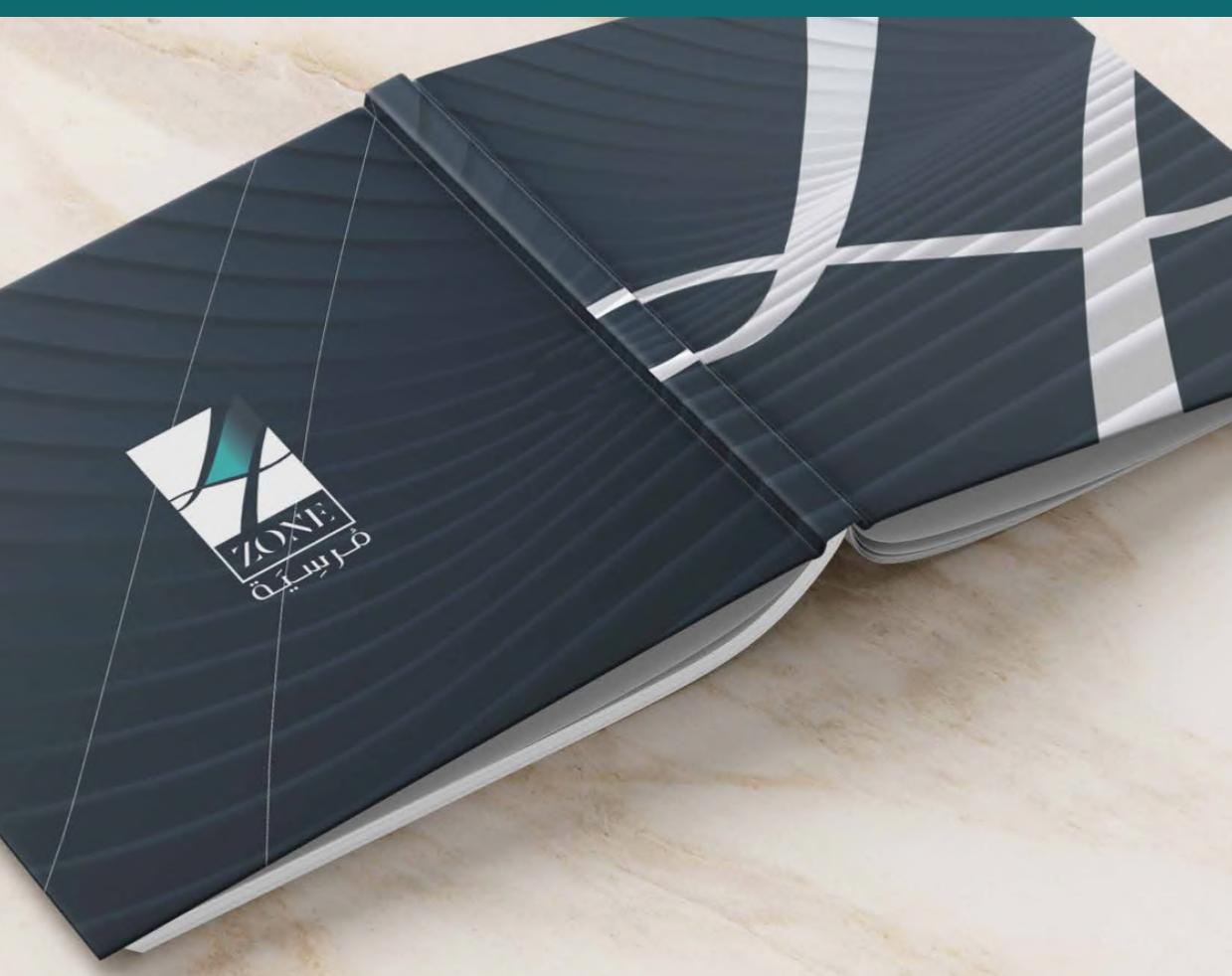
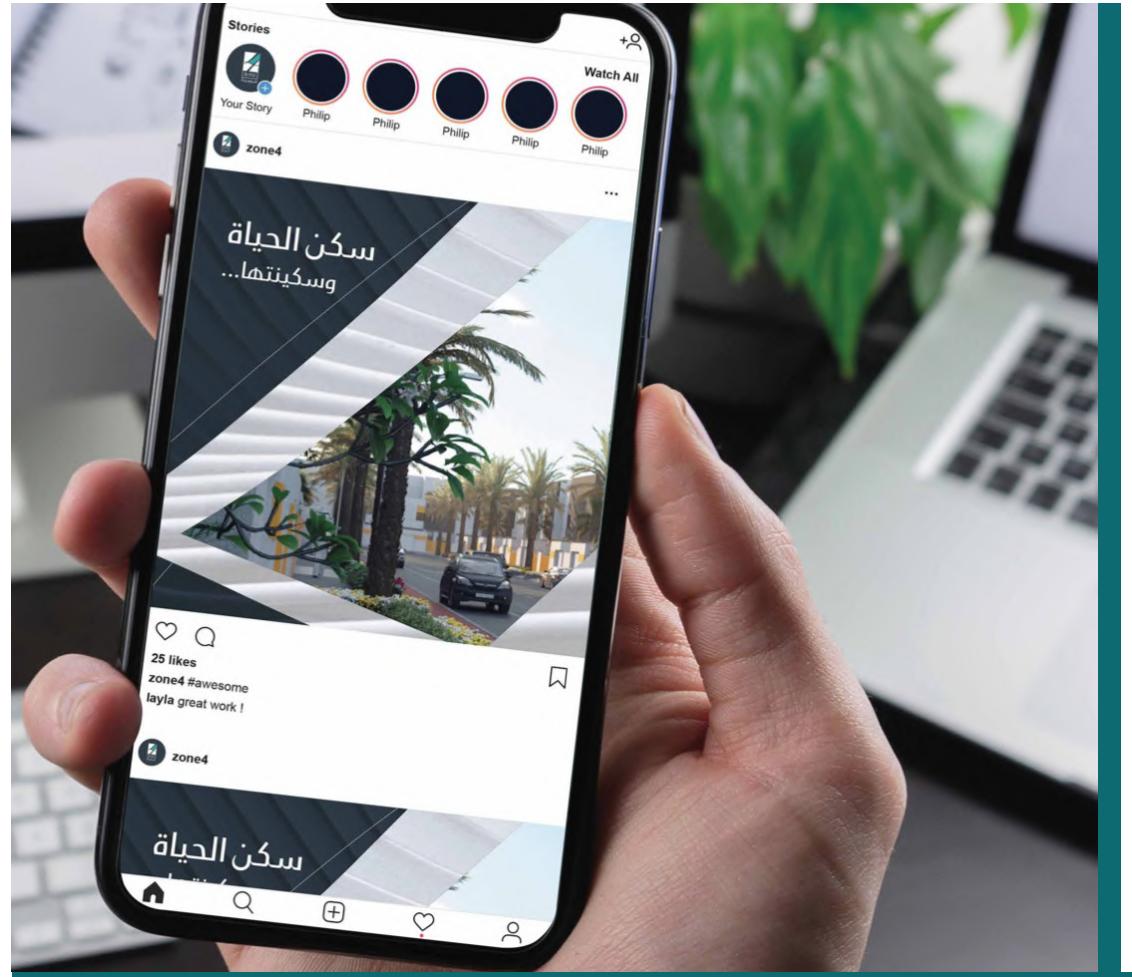


Innovest Al-Ahsa



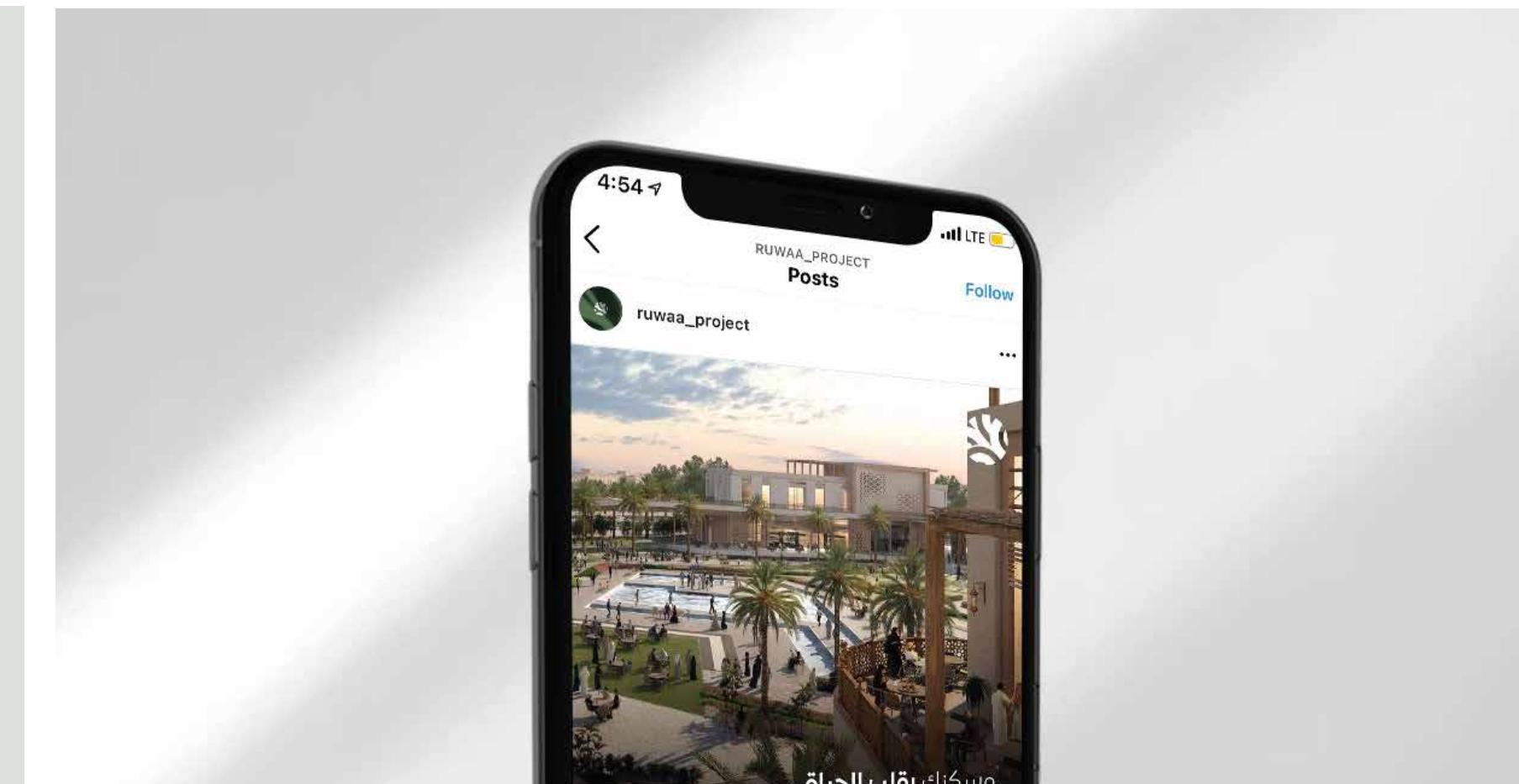
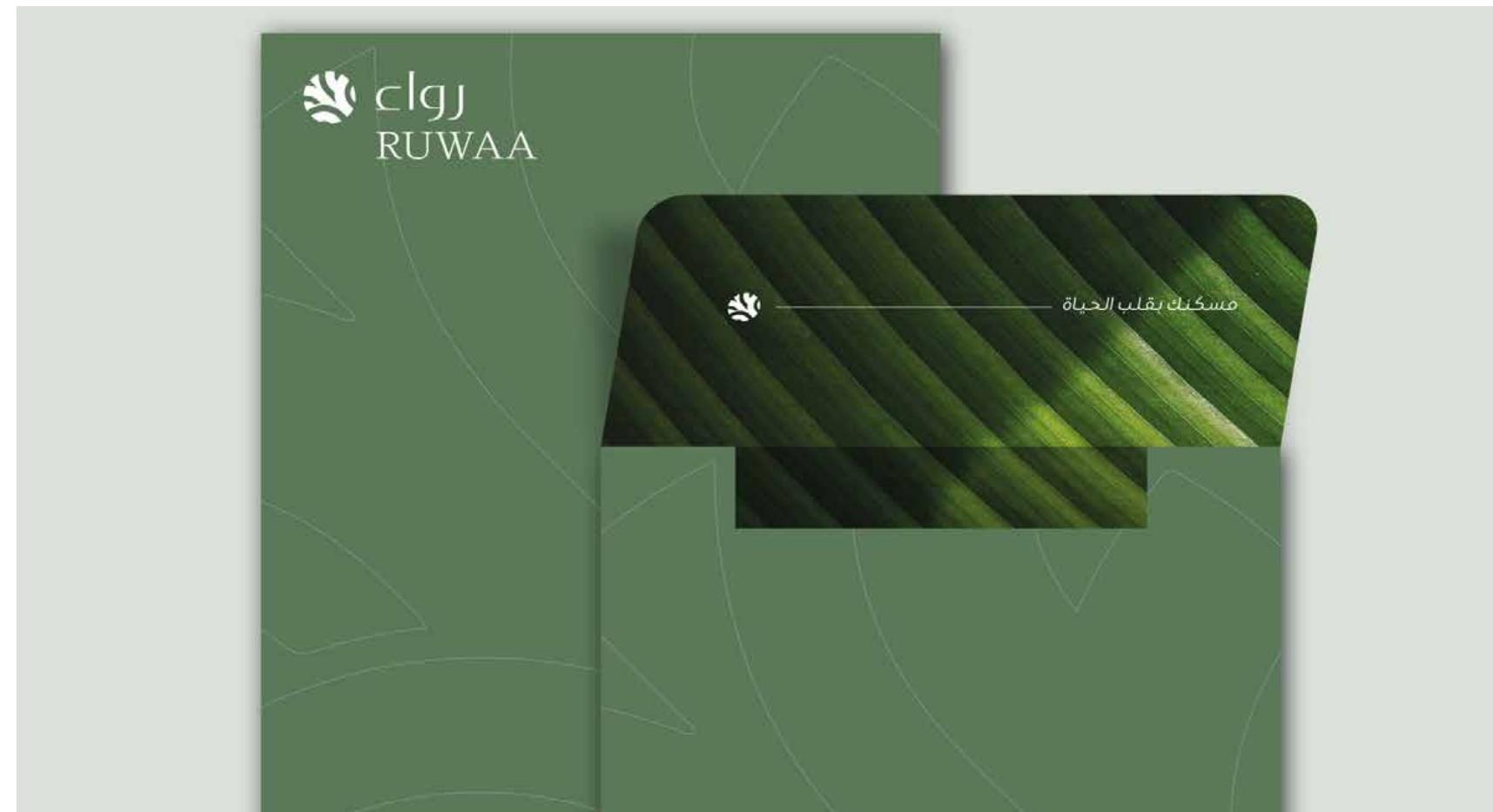
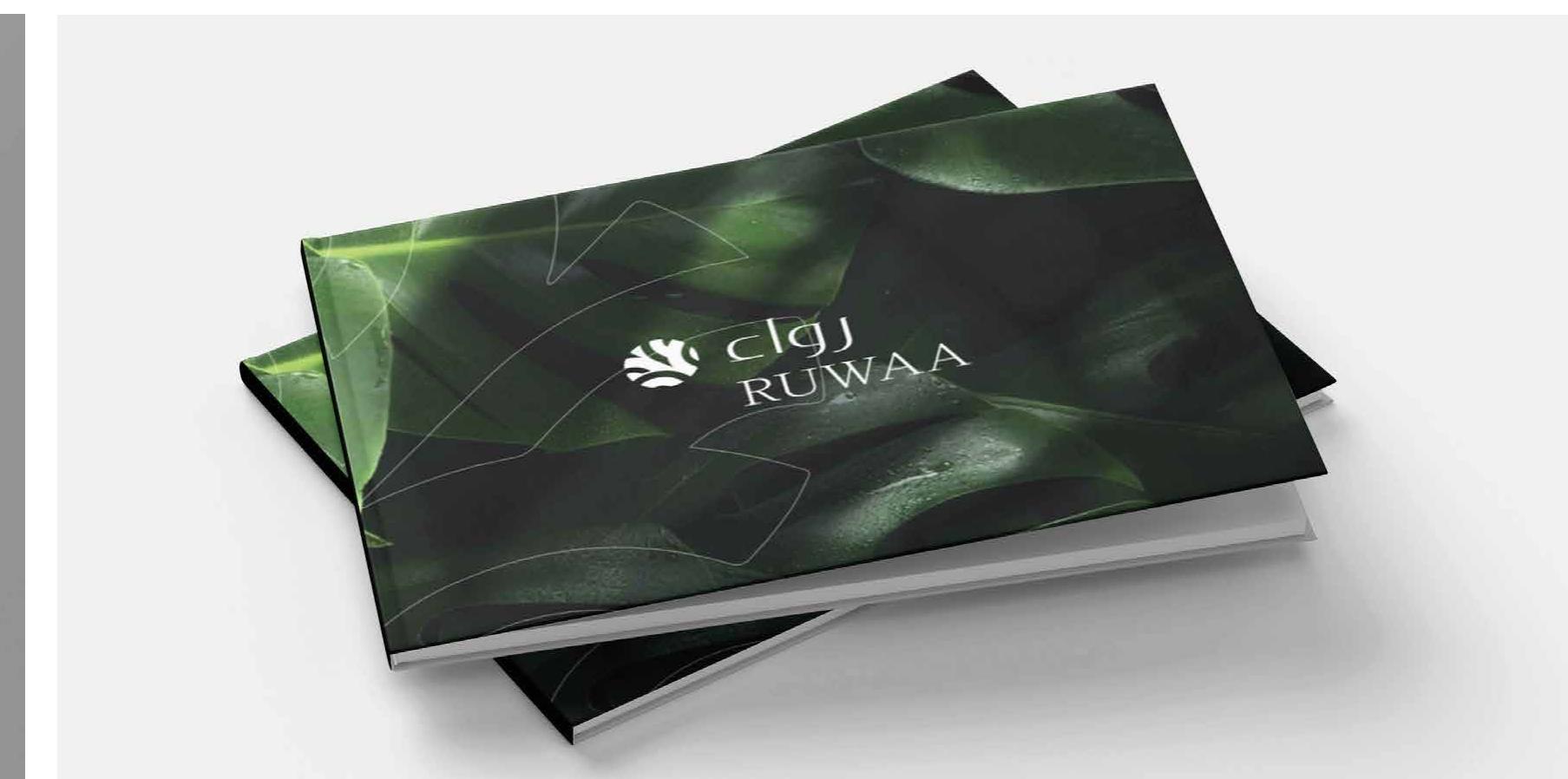


murcia
Riyadh





Ruwa
Riyadh





Ruwa
Riyadh



الشركة الوطنية للإسكان

تأسست الشركة الوطنية للإسكان عام 2016م تobic المرسوم الملكي رقم 7262 بتاريخ 1437/2/8هـ لتكون الدار الإستراتيجية لوزارة الشؤون البلدية وال甿务 والإسكان والإرث والمكان لقطاع التطوير الافقاري إلى جانب تطوير شراكات استراتيجية مع القطاعين العام والخاص وتطوير الاستثمارات العقارية وتوزيع مصادر الدخل ضمن مساراتها رؤية السعودية 2030م.
وتحرص الشركة على تقديم مشاريع نوعية عبر خواجي سككية ذات مجتمعات حمرية تتكامل مع عصرية ودولية مبنية على تطلعات جيل المستقبل وتحقيق جودة المباني وذلك بالشراكة مع المطورين المقاولين من ذوي الخبرة والكفاءة.
تهدف الشركة دوارةً في تطوير المفاهيم الاعطالية وتطوير قدراتهم، فقد تجده الطيبة للإسكان كشركة متخصصة من إمارات مشاريع نوعية، كسبت لقمة المستهلكين ويعود هذا الجاح إلى توفيق الله ثم الفادرات البشرية والمالية الضخمة التي تمتلكها الوطنية للإسكان.



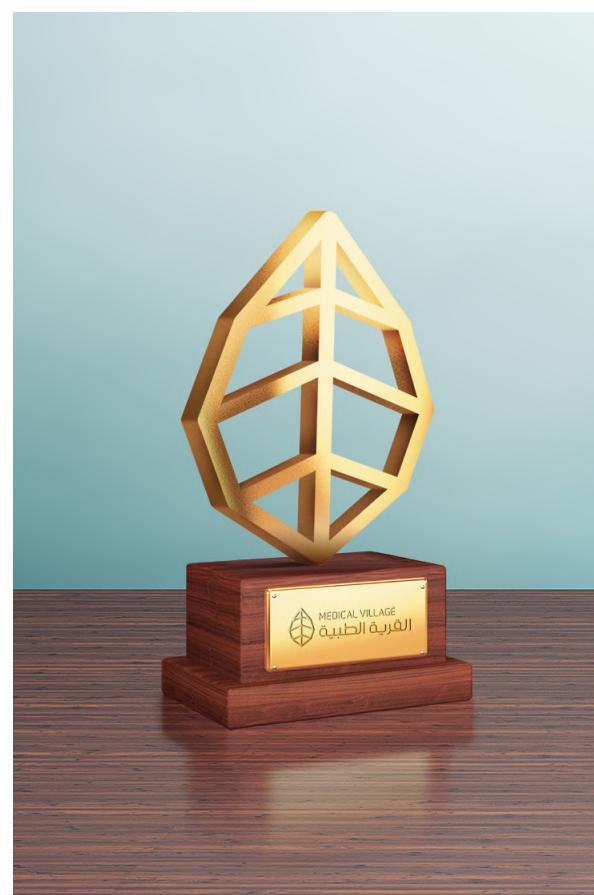
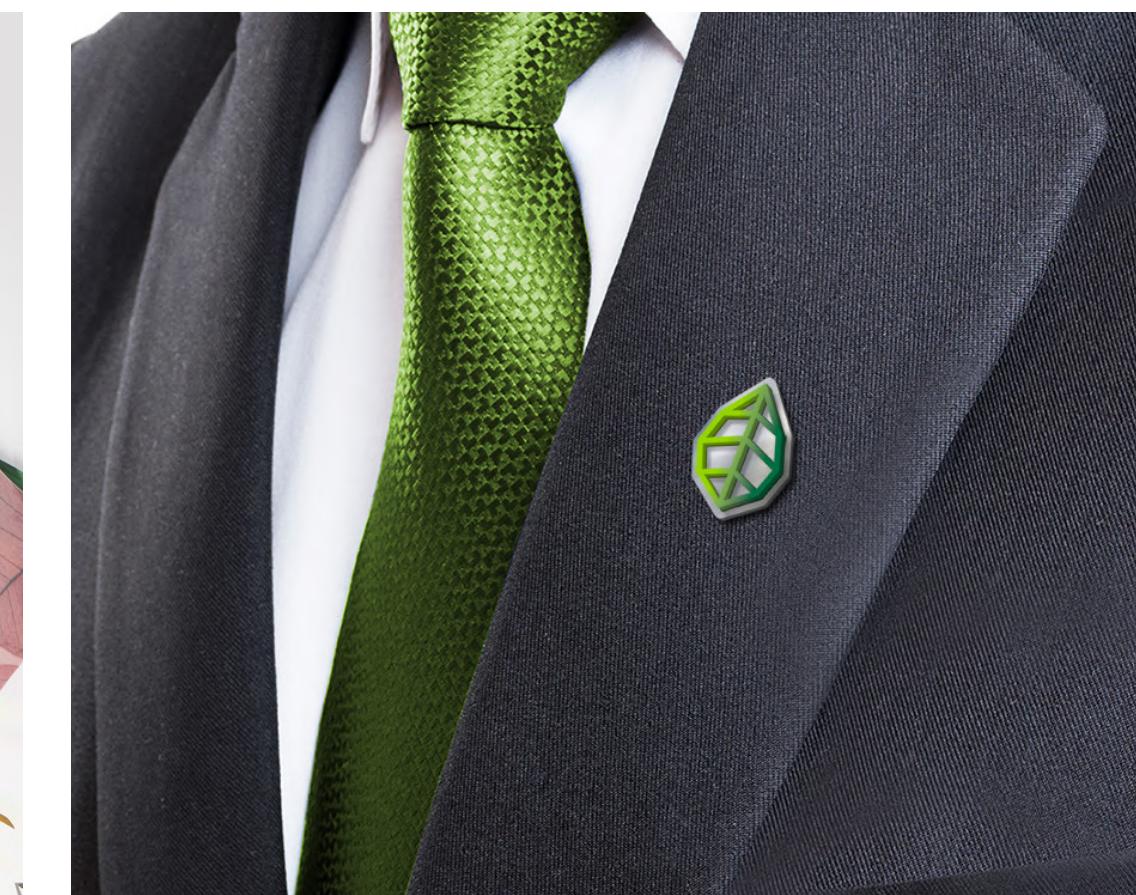


AlNakhla Riyadh





Medical Village Riyadh





Dar Tanal
Riyadh





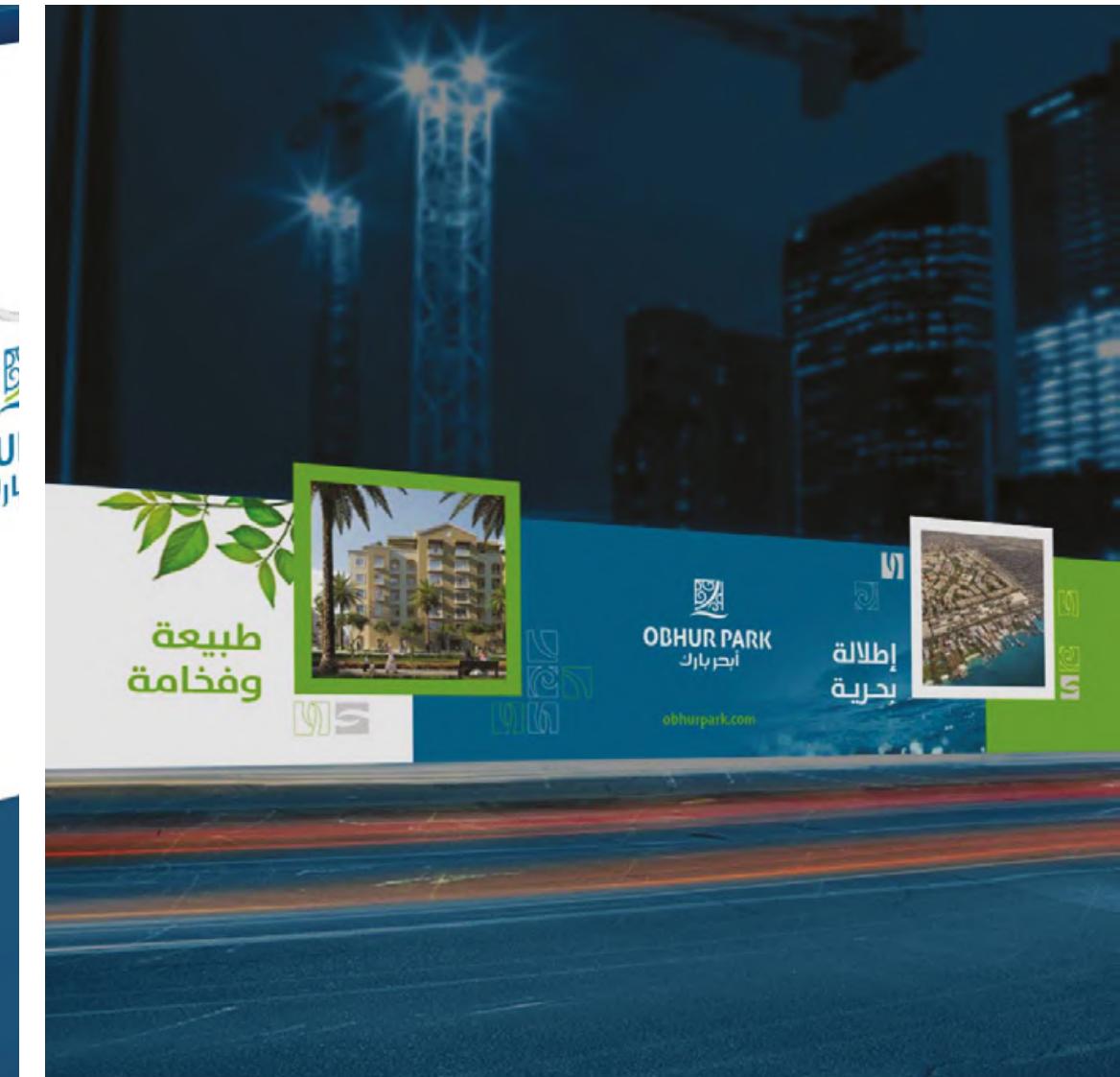
القناديل
مكة المكرمة

AlQanadeel
Makkah





Obhur Park
Jeddah





Rebranding Case Studies

Introduction:

Rebranding is a choice that businesses make to give their products and services a new look. By reviving the brand and making it appear more contemporary and relevant to the consumer's demands, rebranding typically aims to change how a customer perceives the product or service itself or the firm as a whole.

A company could present a different brand image for a variety of additional reasons. Repositioning the company and vision to reflect a shift in focus, differentiating the business from rivals, modernizing the corporate image to appeal to a younger market, extending the reach of the company, and reflecting a substantial merger or acquisition are all possible reasons.

Rebranding initiatives could involve a name change, a new logo or packaging, as well as updated marketing materials that use the newest trade phrases.

In this study, we will briefly discuss three re branding projects completed by mmbrand.

1. Lagate

“
From a single, simple store:
To a local and worldwide
supermarket chain ”

Lagate brand

(previous brand was: Romana Store)

Romana Store, a chain of supermarkets providing different products and various items.

Before



After



The Challenge:

Romana Store was rebranded because of the following:

- Brand name was misleading with end users (it did not reflect the entire business). Customers' perceptions of this brand were: (a juice bar, veggies and fruits market, or something similar), which does not match the company's identity as a chain of supermarkets offering a diverse range of products and items.
- The competitors: Some competitors were using a similar brand name (Romana), which had an impact on Romana Store advertising and marketing operations (which were misleading to competitors and customers).
- Brand Expanding Plan: Romana Store's expansion strategy required a brand that could reach all levels and layers of society, which was not possible with such a brand name.

The Solution:

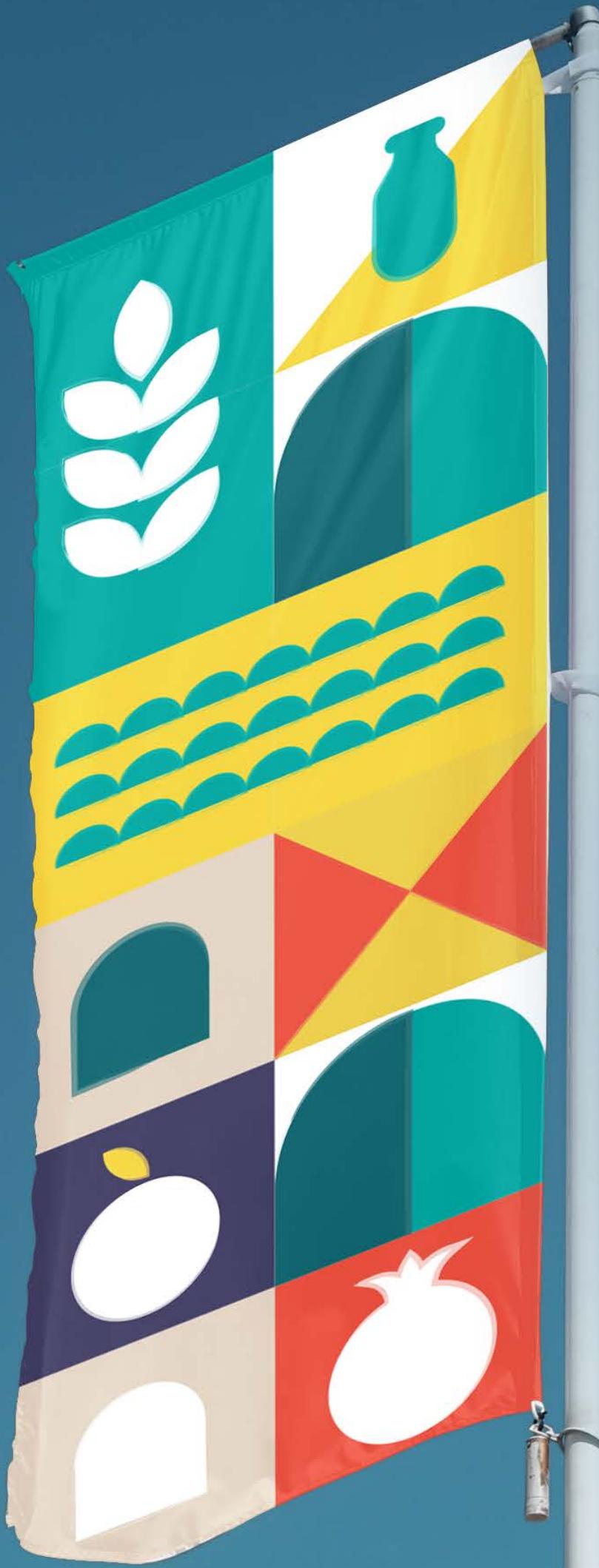
Considering the above, we conducted the following:

- Competitors studies: Number of competitors, competitors names and reflections, and competitors' weight in the market: their brands, their names, customers reactions to their brands, prices range, the look and feel of their brands and their impact on end users, Products nature, and variations.
- Brand positioning and personality: We proposed the position and personality of the new brand of Romana Stores, as well as the brand name and colors.
- Rebranding: We Came up with the following:
The new brand shall be friendly, direct to the point, have local and global popularity, Fresh brand colors, rememberable by customers and should have the ability to reflect their expectations.
- New brand name: "Lagate": which means "I found it" in Arabic and "the gate through which people can find whatever they want" in French and English.
- Rebranding included:
 - o New name
 - o New logo
 - o Different Colors
 - o New Themes
 - o Stores designs
 - o Different types of stores' brand design
 - o Sub brands of "Lagate".
 - o All other branding items: signages, products, bags, uniforms...etc.
- Communication Strategy.



The Effect:

Lagate began with six branches during the rebranding process and has now grown to 70 branches in and around the capital city "Riyadh", they also opened a store in NEOM and KAFD (King Abdullah Financial District).







Q3.21





2. Laysen Valley

“ From a limited specialized project:
To lifestyle and business destination. ”

Laysen Valley brand
(previous brand was: Medical Village)

Medical Village was a brand for a compound containing hospitals, health centers, clinics, healthy restaurants and coffeeshops, pharmacies, retail shops for medical and health products.

Before



After

لِيْسِنْ فَالِيِّ
LAYSEN Valley

The Challenge:

Medical Village was rebranded also because of the following:

- The demand was high, but the medical village faced some challenges in increasing the number of service providers to meet the demand; additionally, there were too many challenges in obtaining the necessary approvals and licenses from the concerned authorities for more specialized hospitals and treatment centers, resulting in a change of the involved activities in this compound (such as opening the business for different and global restaurants, coffee shops, and others.)
- A request by the stores involved (such as restaurants and coffee shops) to change the brand name since it was impacting their business. (For example, people avoided visiting coffeeshops and restaurants in the Medical Village because that area was generally recognized for patients, and there was a sense of embarrassment when they informed someone that they were - for example - in Starbucks coffeeshop in the Medical Village! There was some sort of a privacy breach, and it gave the idea that this consumer was there for a sickness or medical situation).
- The "Salmani" Building Code had been implemented in the Medical Village area, which required meeting the Architectural Designs and building materials related to this building code, which also reflects Saudi culture, historical, and popular legacy/ heritage.

The Solution:

Considering the above, we conducted the following:

- Competitors studies and analysis: the number of competitors, their names and reflections, competitors' market positioning, and the impact of their brands on end customers.
- A visitor survey and questionnaires regarding changing the brand identity revealed their acceptance and recommendations to rename the Medical Village.
- Brand positioning and personality: In light of the foregoing causes and conditions, we recommended the position and personality of the Medical Village's new brand.
- **Rebranding:** We Came up with the following:

The new brand shall correspond to the Saudi's Culture and reflect the range of the current and future activities, services, and products.

To lift it up, the new brand must comply with:

- Saudi Vision 2030
- International edge
- Future expansion plans

So, the new identity was based on five components:

- The Valley (being from the country's culture), moreover, there was an old valley near the medical village (it was called lysen valley).
- The Salmani architecture
- The greenery
- Nature
- The sky (which reflects a wide range of activities)

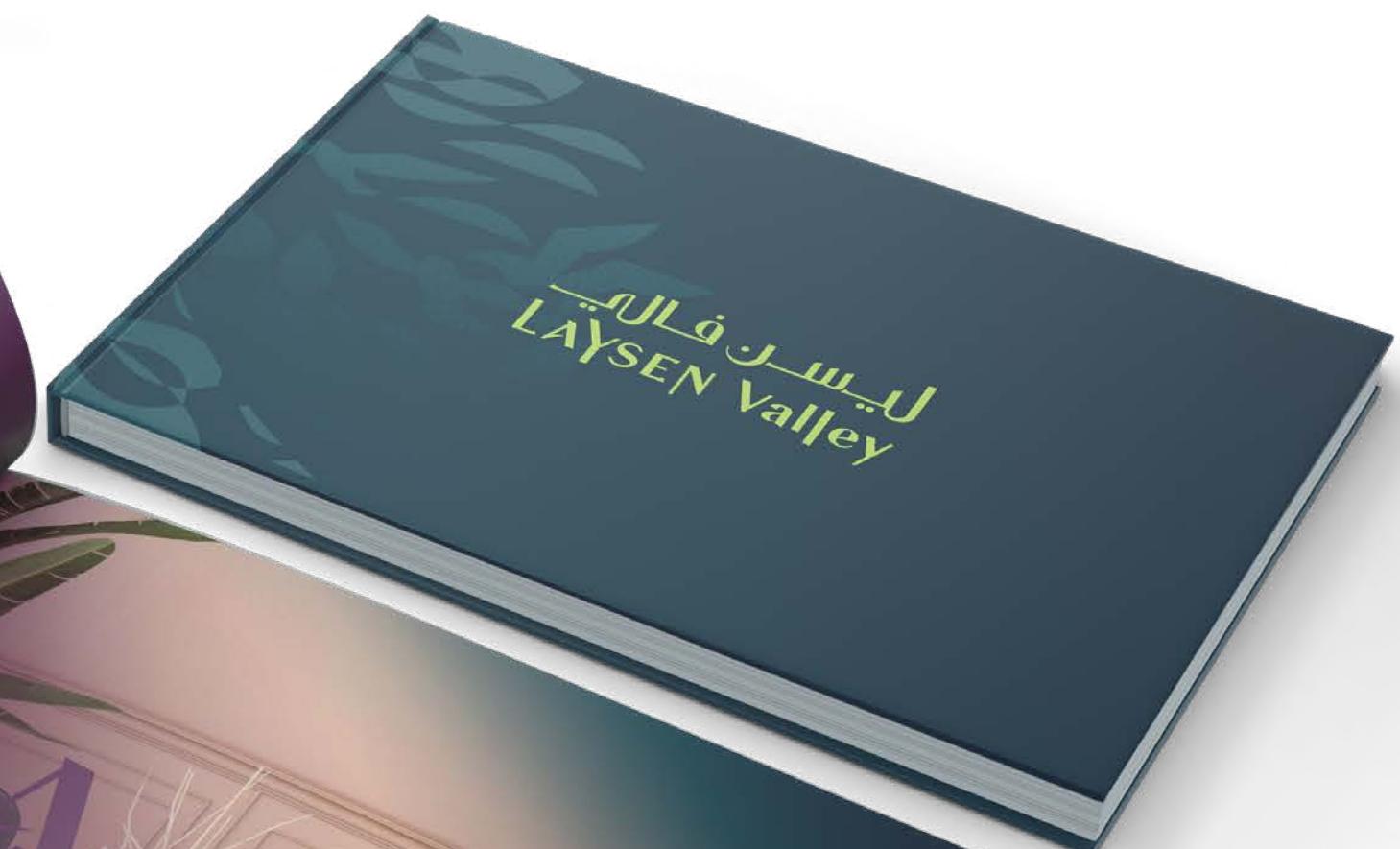
As a result, we came up with:

- The new brand name: **Laysen Valley**
- Rebranding included:
 - New name
 - New logo
 - Different Colors
 - New Themes
 - New applications
 - Signages
 - Gifts
 - Advertisements
 - Coming soon Boards
- New communication strategy

لیسن فلیٰ
LAYSEN Valley

The Effect:

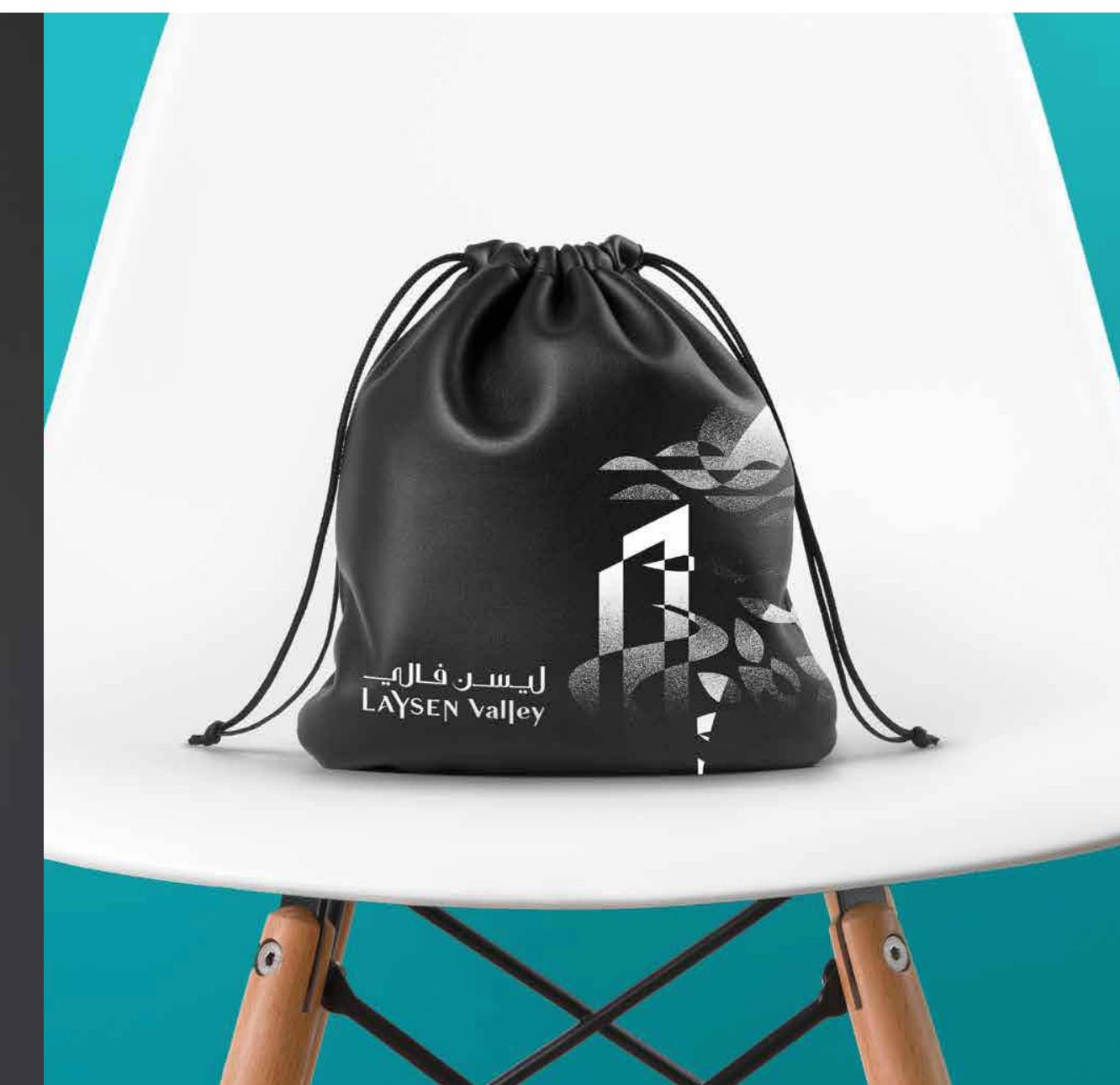
"Laysen Valley" is now functioning and operating under the new brand; they attracted the first line of restaurants, particularly "Michelin-stars" restaurants, and the majority of the coffee shops and restaurants there are the first in Saudi Arabia. They also attracted international corporations to establish their regional offices in Laysen Valley.

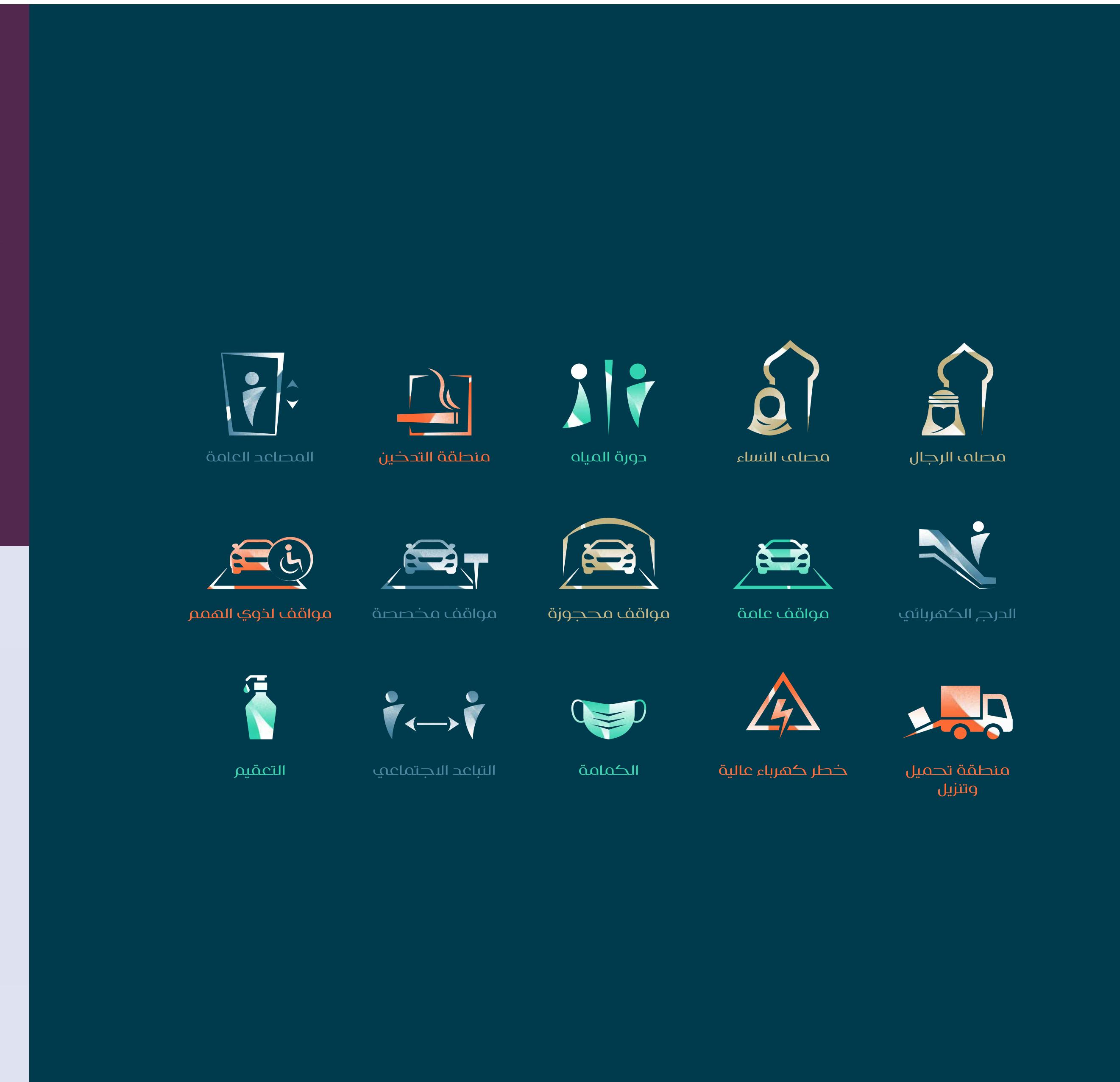


The Spirit of Najd,
Combined with Modernity

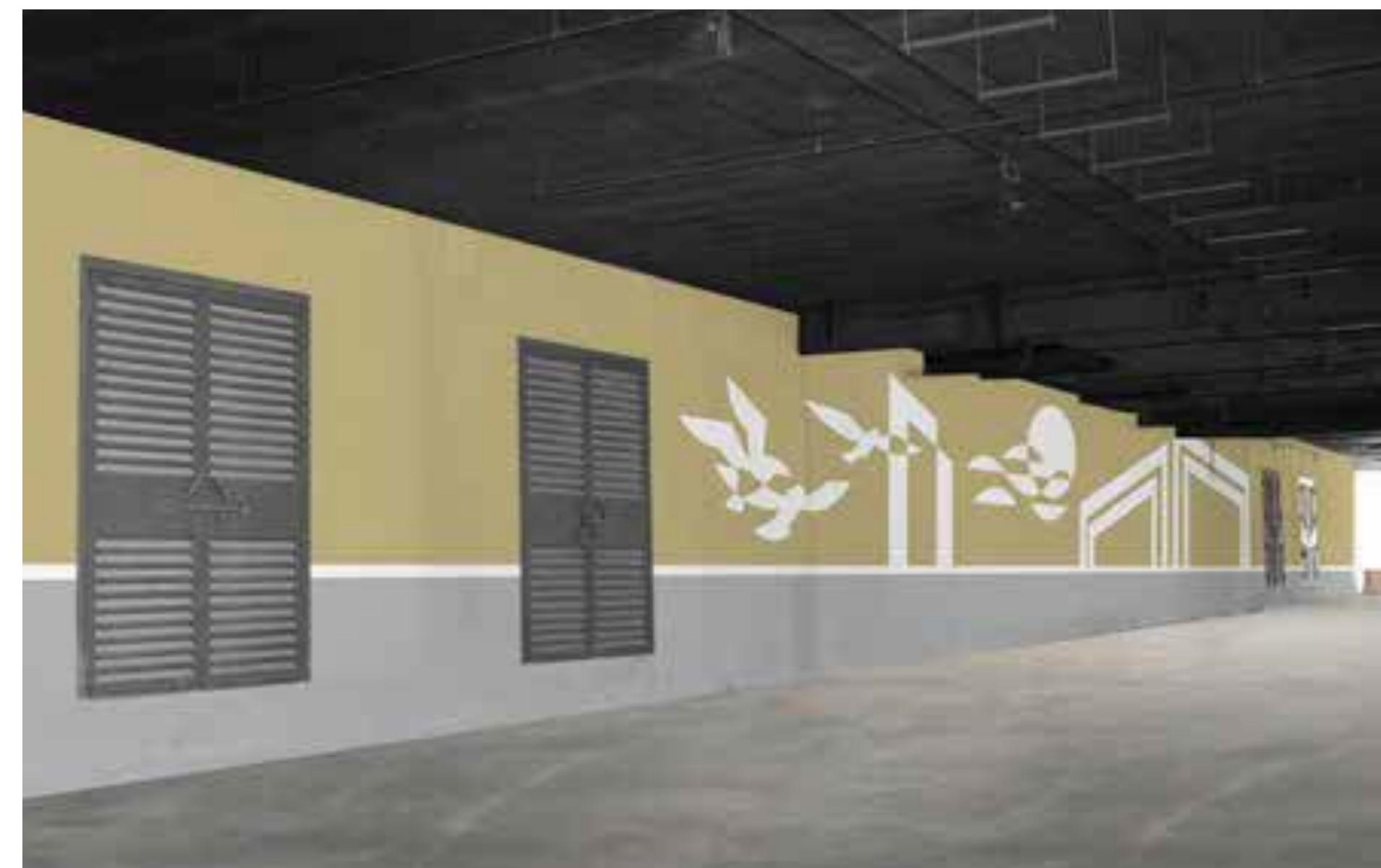
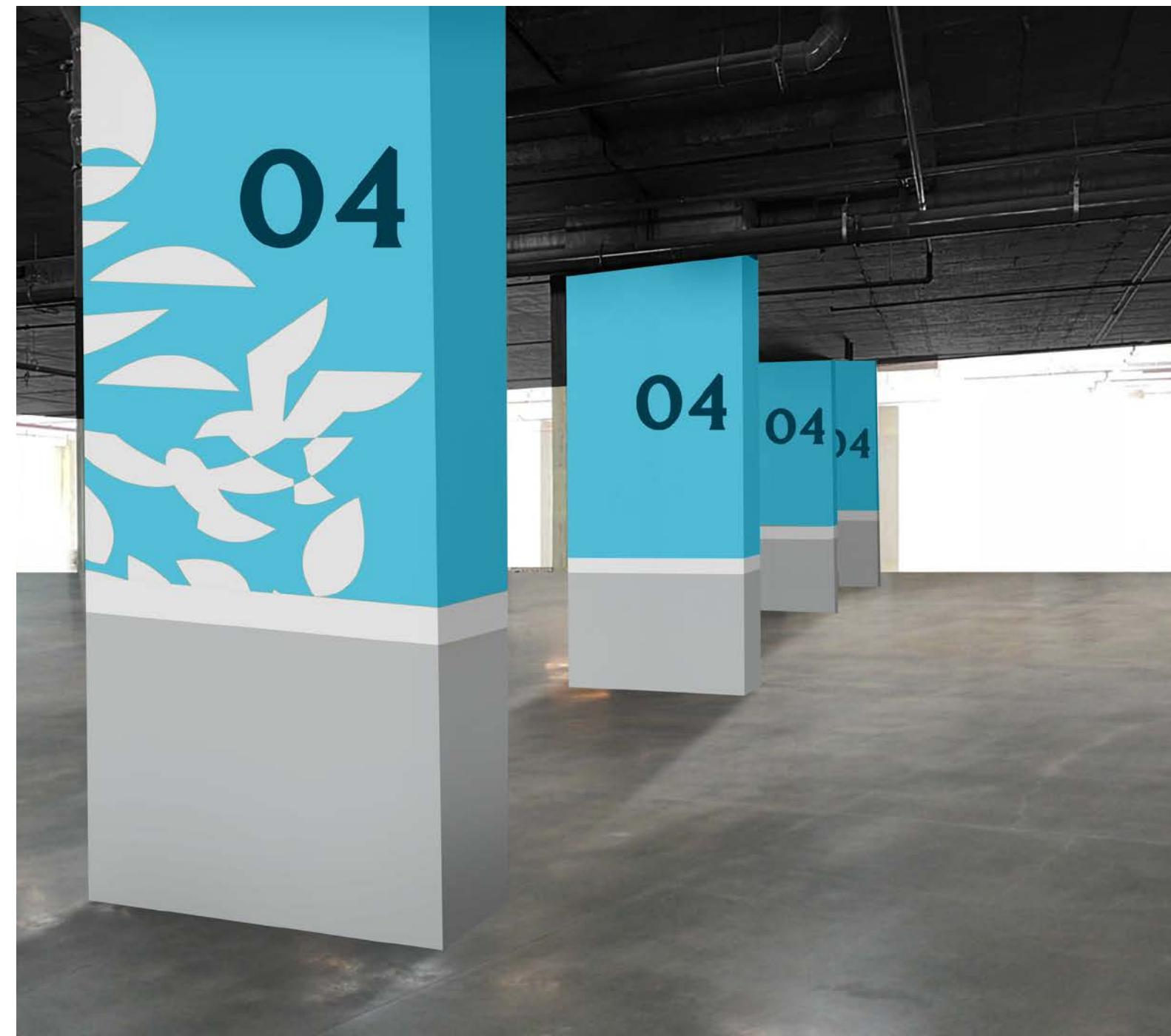
The distinctive, vibrant design of
Laycen Valley is inspired from the
Salmani architecture, which
highlights the characteristics of
the ancient spirit of Najd and the
spirit of modernity.













3. Baghlaf Projects

“ From a local-traditional company: To a modern-international company. ”

Baghlaf Projects

(previous brand was Jamal Ahmed Baghlaf Real Estate Development Holding Co.).

(Jamal Ahmed Baghlaf Real Estate Development Holding Co.) is a real estate development company.

Before

شركة جمال احمد بغلaf للتطوير العقاري القابضة

Jamal Ahmed Baghlaf Real Estate Development Holding Co.



After



The Challenge:

Jamal Ahmed Baghlaf Real Estate Development Holding Co.) was rebranded because of the following:

- The brand name was too long and unrememberable, so most people shortened it to Baghlaf to make it simpler to speak and remember.
- The overall appearance and feel of the brand (identity and name) conveyed the sense that it was a very old company, which did not reflect the company's business.
- The previous brand was not adhering to the company's plan and approach in updating its architectural plans and designs to match worldwide standards (they have extremely modern concepts).

The Solution:

Considering the above, we conducted the following:

- Local and international competitor studies: Because Baghlaf intends to target international architectures, it was necessary to internationalize its image in order to fulfill these objectives. Furthermore, the research went into deep details on the local competitors.
- Workshops with the firm owners and new management to debate and address the rebranding strategy.
- As a result, there was much of value for preserving the name "Baghlaf" because of its history and trustworthiness. So, the decision was made to use this name with a young and active personality that reflects the company's modernity and future objectives.
- It is worth noting that the rebranding procedure also applied to the holding firm (Mother company).

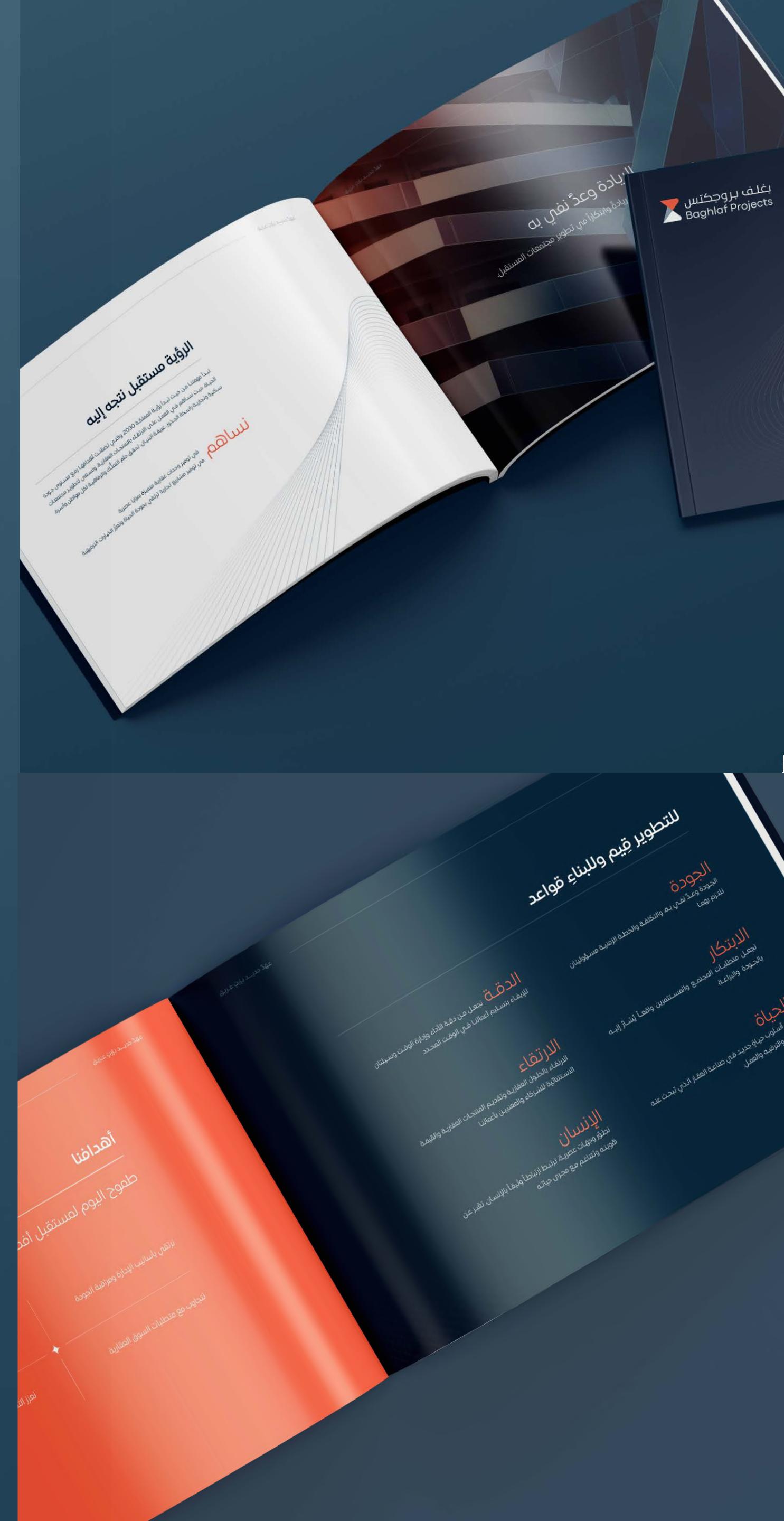
Rebranding: As a result, we came up with:

- New brand name: “Baghlaf Projects”
- Rebranding included:
 - New name
 - New logo
 - Different Colors
 - New Themes
 - Corporate
 - Projects
 - Sub brands (Reyad sub brand and others).
 - All other branding items: signages, products, bags, uniforms...etc.
- New communication strategy



The Effect:

Baghlaf Projects started creating communities, and they now have more than one community in Riyadh, as well as constructions that follow the new architectural and design trends.

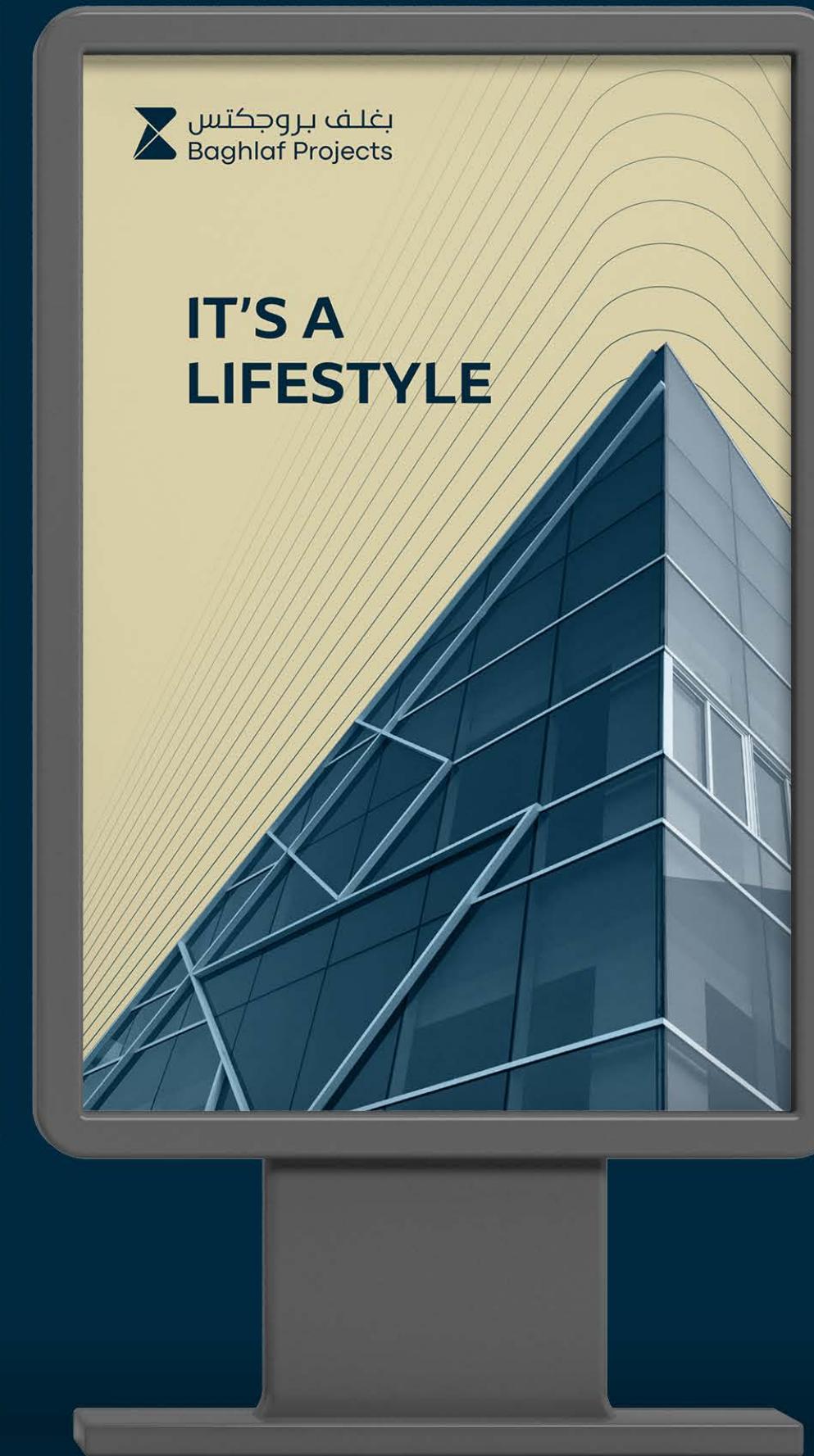
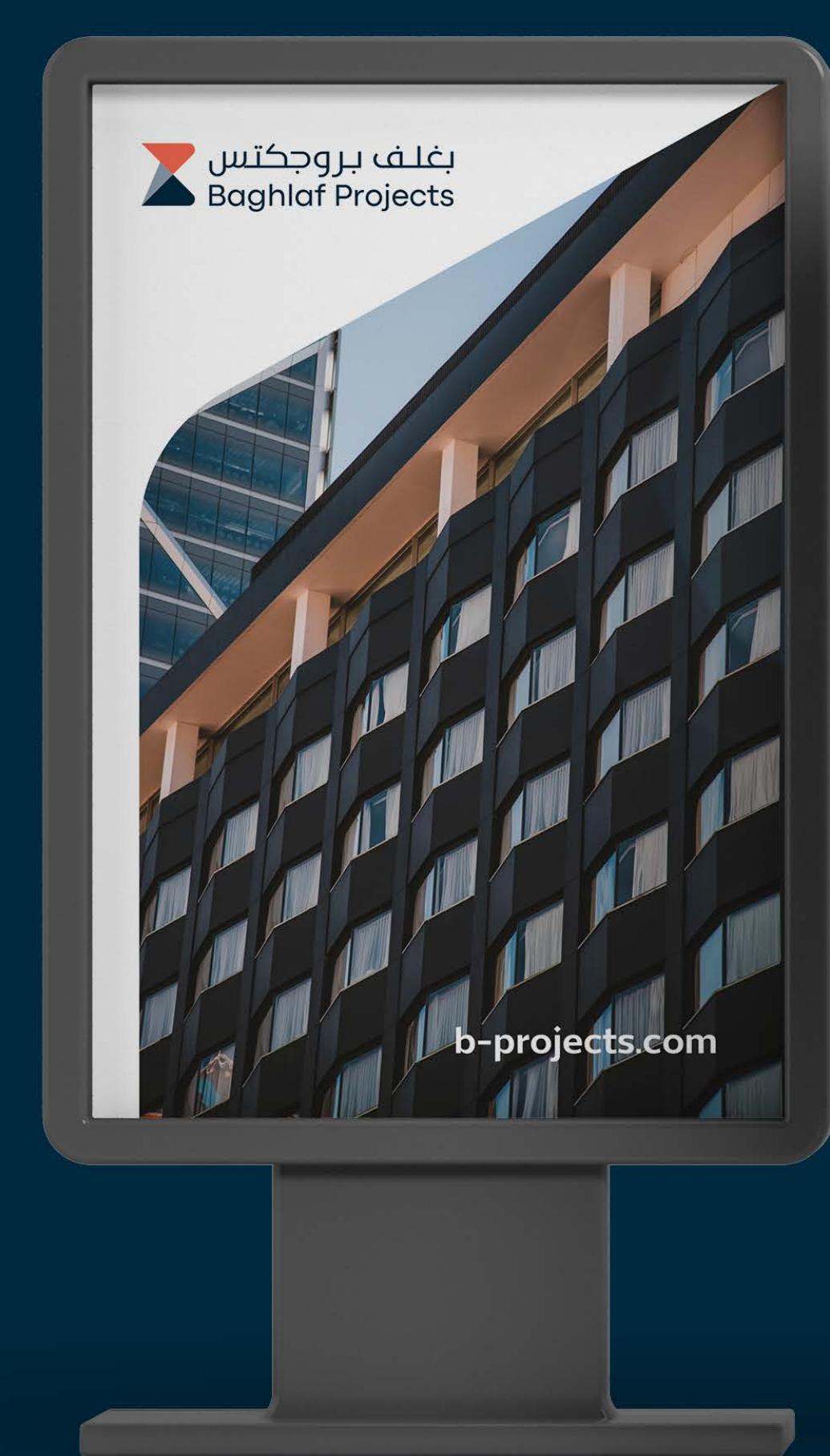


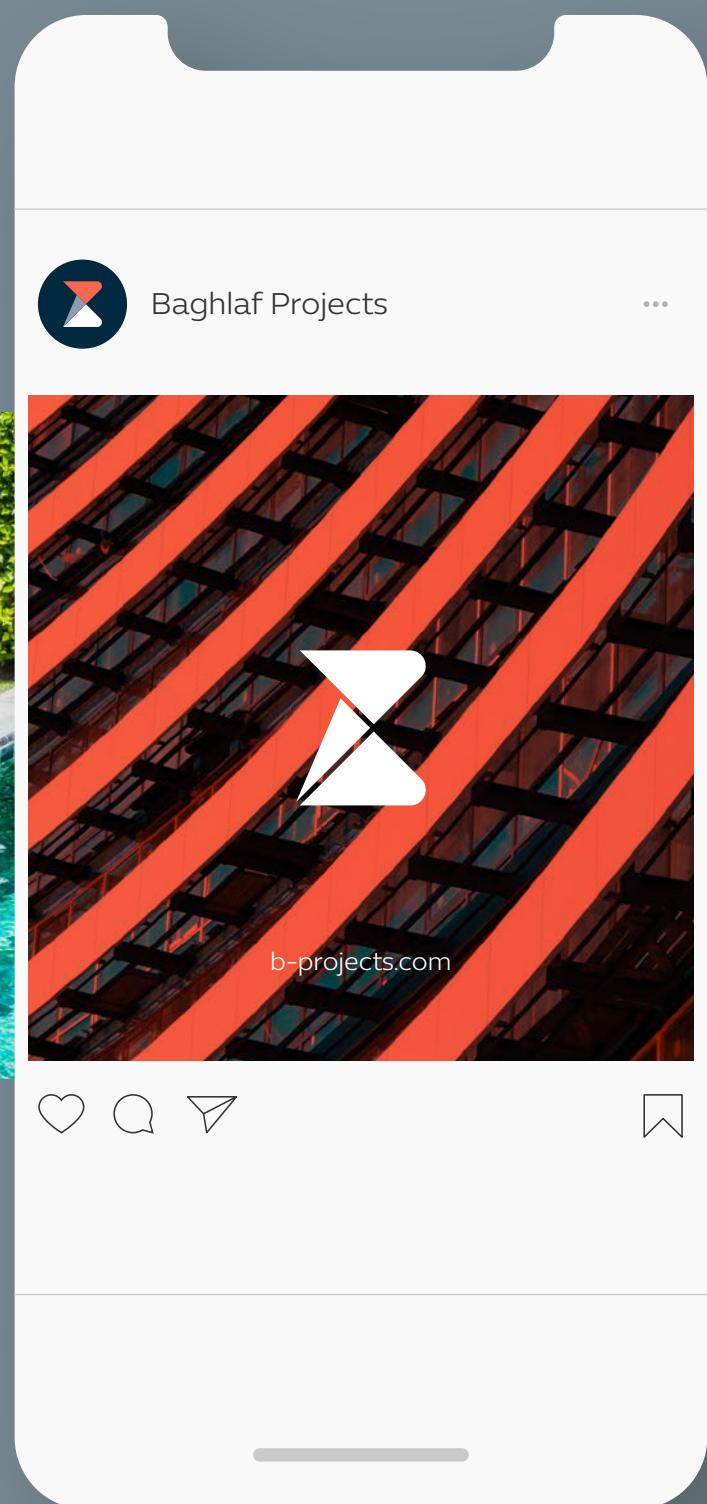
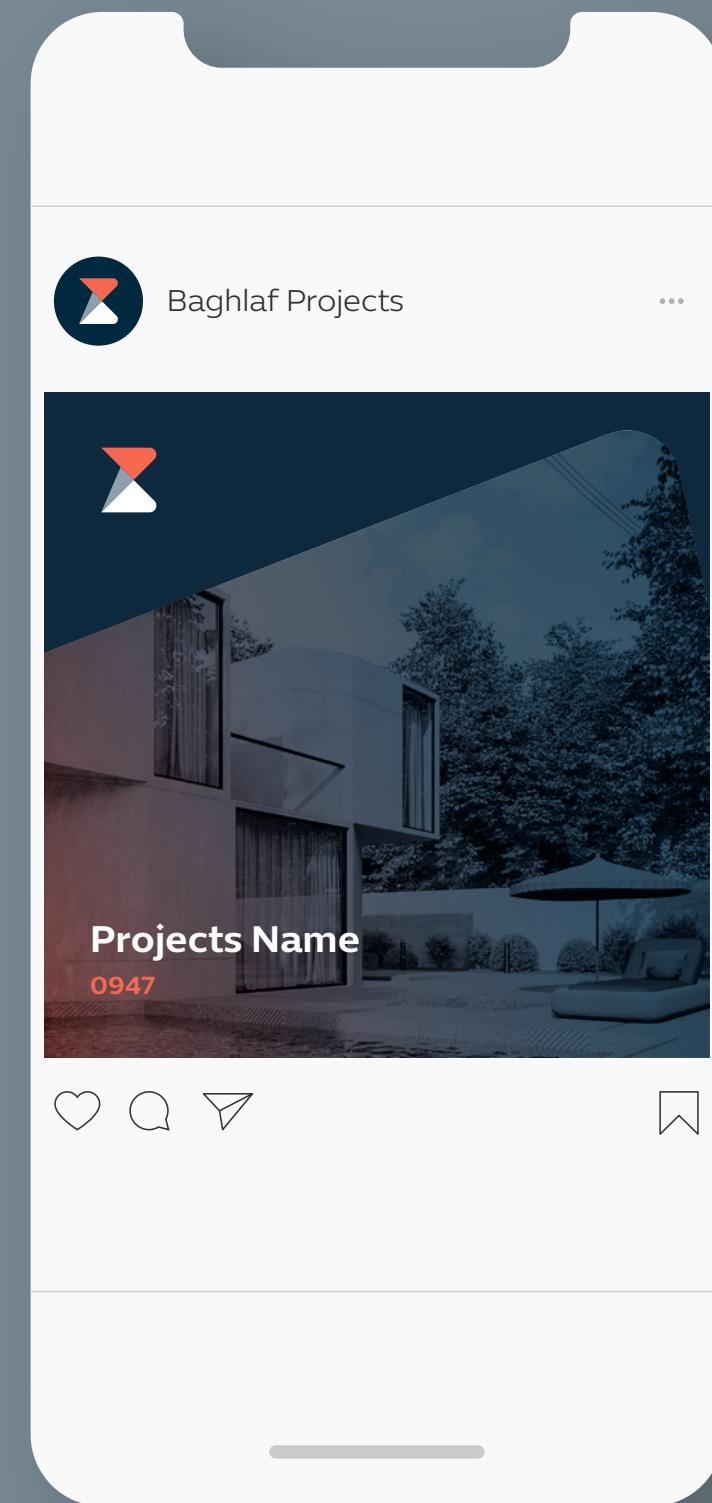
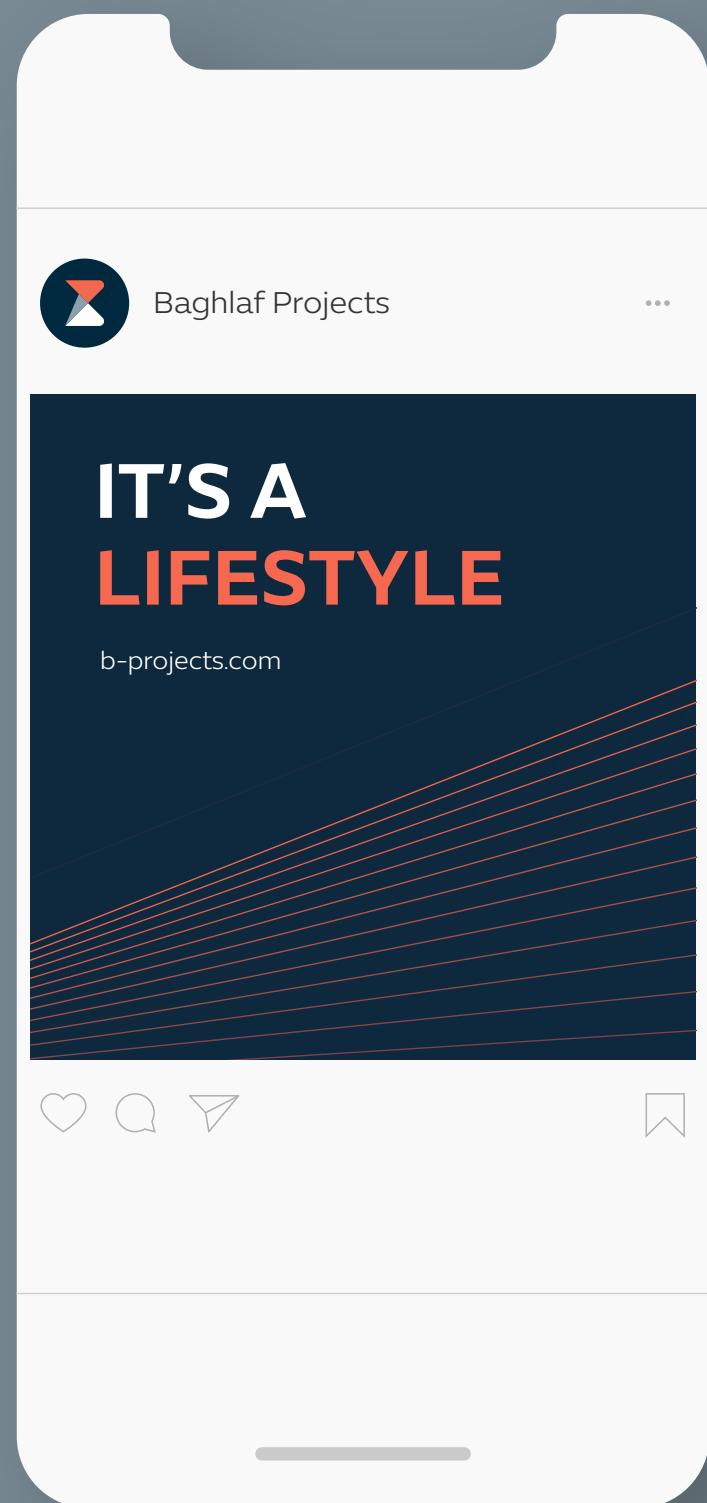


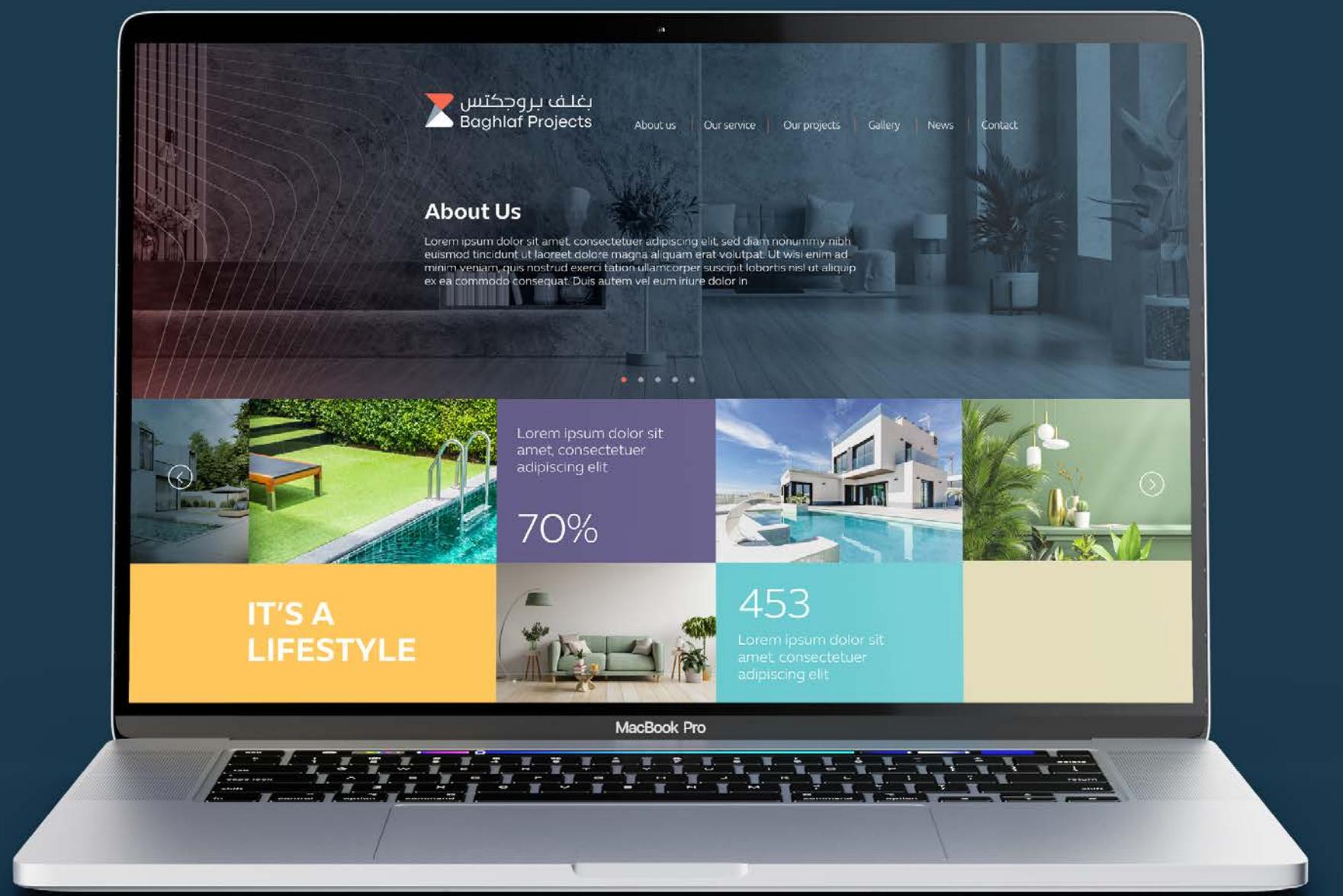












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