



Brandlab Brand Setup Blueprint



Go GREEN

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- The World Bank Reports.



AM

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We are a team of young creative individuals, experienced in digital activations & management consultancy managing start-up brand as well as established high-end brands.

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Creating valuable content is what keeps us going. Our goal is to level up the marketing game across Abu Dhabi with the creative solutions that our Team has to offer. Updated with the latest marketing tools, and equipped with the freshest tech and mindset, our team contains young and aspiring individuals in their 20s & 30s who are spot on with all of the latest trends and achieving digital goals.

What do we want to communicate?

Marketing doesn't always have to be complicated or expensive. Marketing digitally can be efficient for SMEs if the right minds are put to it. We believe we can help brands grow and be part of the Digital Revolution.



A pro consultancy plan based around your business, assisting the marketing strategies.

Trust Accounts Management (TAM), our brand partner, assists us in developing brands from scratch (and enhancing existing ones) to reach their full potential, digitally & offline.

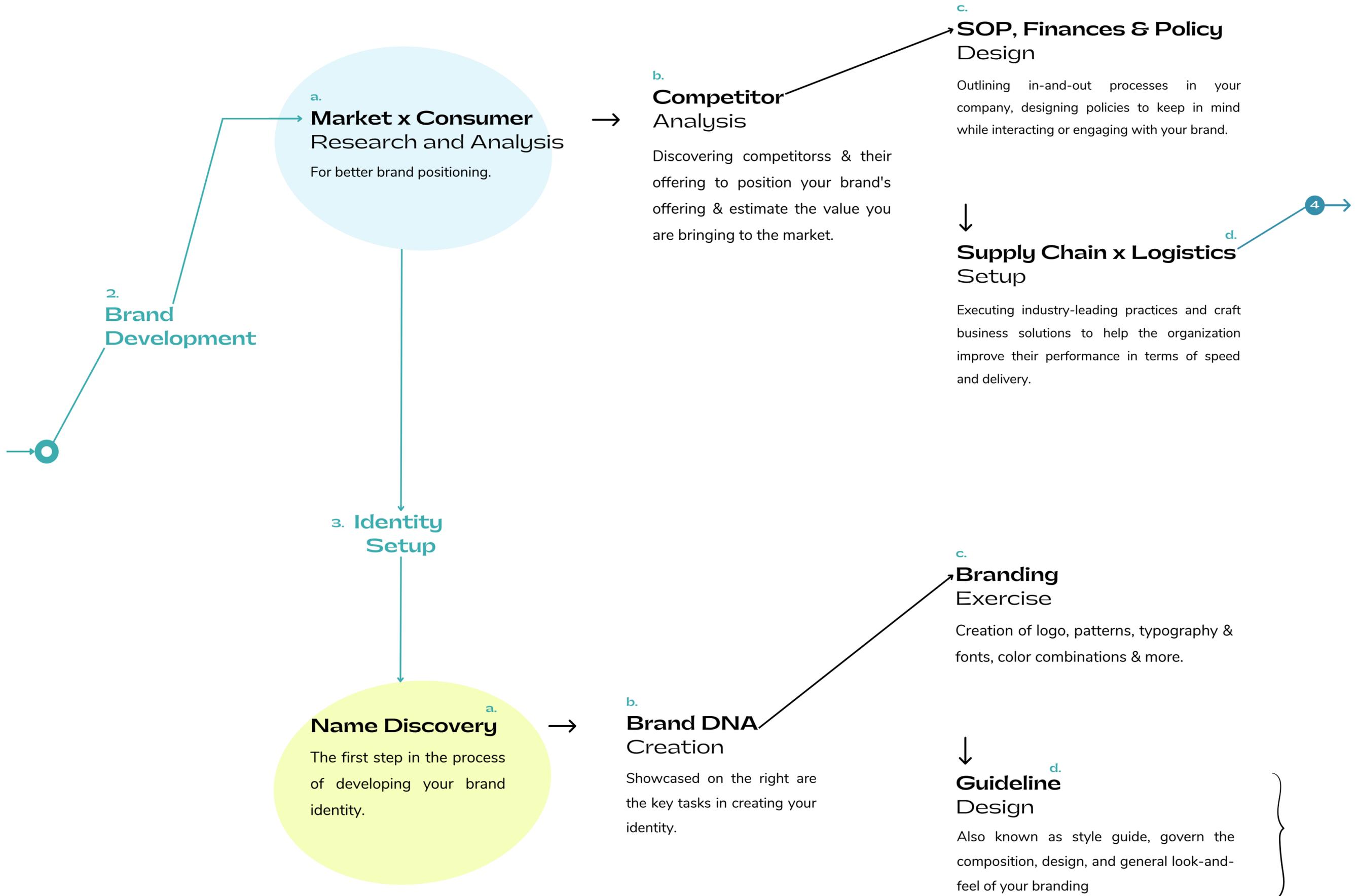
TAM consults us internally with our media strategies & also our client to enhance different major & minute elements within brands that can cause significant results. Eliminating risks, developing ideal concepts & enhancing product/ service quality & more. Working with us gives you access to a whole team of marketing & creative experts, along with highly experienced financial & business analysts.

Digital Partners



BRAND DEVELOPMENT ACTIVATIONS





a. Market x Consumer Research and Analysis
For better brand positioning.



b. Competitor Analysis
Discovering competitors & their offering to position your brand's offering & estimate the value you are bringing to the market.

c. SOP, Finances & Policy Design

Outlining in-and-out processes in your company, designing policies to keep in mind while interacting or engaging with your brand.



d. Supply Chain x Logistics Setup

Executing industry-leading practices and craft business solutions to help the organization improve their performance in terms of speed and delivery.

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a. Name Discovery
The first step in the process of developing your brand identity.



b. Brand DNA Creation
Showcased on the right are the key tasks in creating your identity.

c. Branding Exercise

Creation of logo, patterns, typography & fonts, color combinations & more.



d. Guideline Design

Also known as style guide, govern the composition, design, and general look-and-feel of your branding



4.
**Data
Compilation & Analysis**

All the data generated in the initial phase of brand development will be compiled & analyzed by our consulting partners & our media experts to tailor make the perfect Media plan (Marketing) to suit your brand.

5.
**Media
Planning**

5.1
**Online Advertising
Plan**

Creation of online strategies involving Social reach, Search Engine Marketing & more.

5.2
**Offline Advertising
Plan**

Advertising outside the digital sphere can be expensive but helps increasing brand awareness



a. Website Setup Design & Development

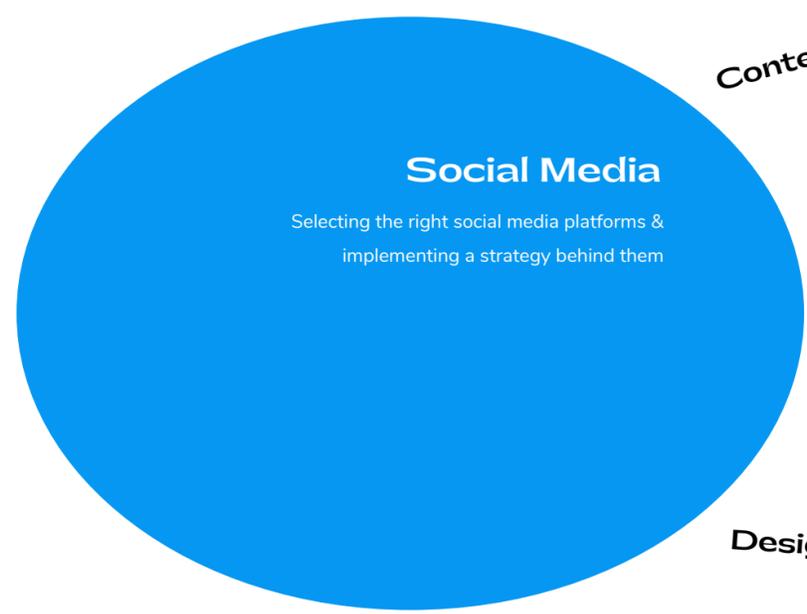
Not just an online portfolio but a page to convert your valuable audience.

E-Commerce

Dynamic Website

Product/ Service Showcase, Platform for Transactions, Conversion forms & more.

b. Marketing Channels Selection



Content Planning

Advertising Strategy

Campaign Calendar Design

Affiliate Marketing Plan

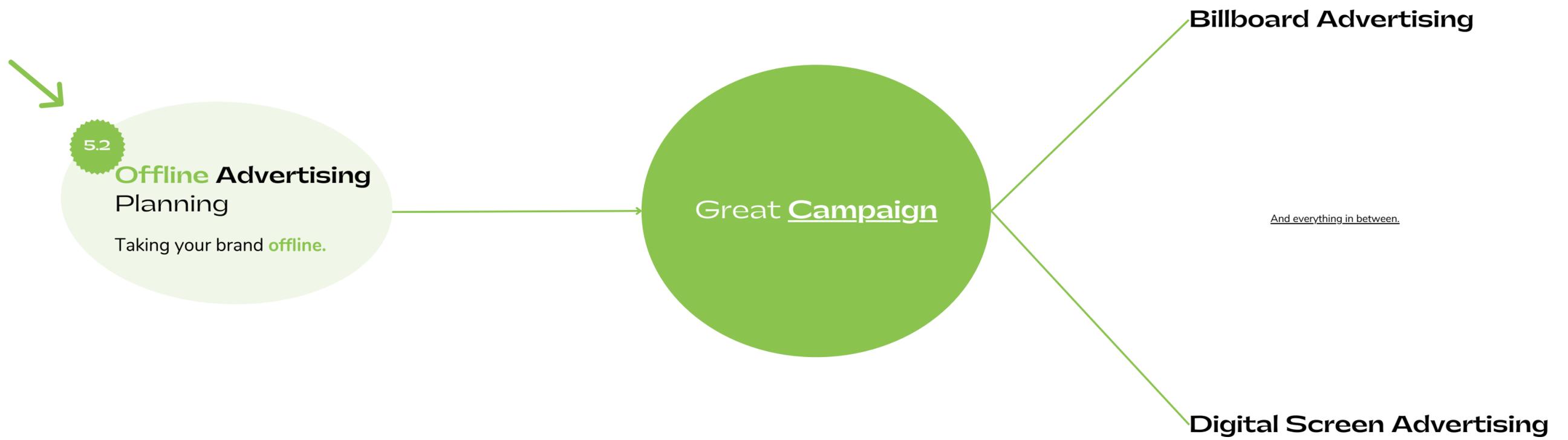
Design & Media

c. SEO & SEM Planning & Execution

Being easily accessible on google is one of the best strategies for lead generation.

Organic Efforts

Paid Advertising



- 78% of salespeople using social media perform better than their peers. (Screwpile Communications)
- The outbound selling strategy of cold calling only has a 2.5% success rate. (Keller Research Center)
- Thanks to implementing a social selling program, IBM boosted sales by 400%. (IBM)
- There are 1.5 billion social media users across the globe. (McKinsey and Company)
- 77% of B2B purchasers won't speak to a salesperson until they've done their own research. (Corporate Executive Board)
- 55% of buyers do research via social media. (IBM)
- Only 7% of respondents said that social selling was a priority for their sales organization. (HubSpot)
- By the time a salesperson gets involved, up to 90% of the sales process could be completed by social selling. (Forrester)
- 84% of executives use contacts and info from social networks as part of their purchase process. (IDC)
- 31% of B2B professionals mentioned that social selling allowed them to build deeper relationships with their clients. (SuperOffice)
- 90% of people who recalled reading online reviews claimed that positive online reviews influence their buying decisions. (Dimensional Research)
- Customer testimonials and case studies are considered the most effective content marketing tactics. (B2B Content Marketing Trends Report)
- Product reviews are 12x more trusted than product descriptions and sales copy written by manufacturers. (eMarketer)
- Nearly 70% of online consumers look at a product review prior to making a purchase. (OptinMonster)
- In 2018, 12% of all retail sales globally were eCommerce sales. (Statista)
- 43% of eCommerce traffic comes from organic Google searches. (Wolfgang Digital)
- There are 286+ million active PayPal accounts in the world. (Statista)
- 65% of consumers look up price comparisons on mobile while in a physical store (KPMG)
- Exit-Intent campaigns convert between 2-4% of abandoning visitors into email subscribers (OptinMonster)
- The total average that each US consumer spends a year on eCommerce is \$1,800. (Statista)
- In 2017, Amazon accounted for 44% of all US eCommerce sales. (CNBC)
- When asked about conversational marketing, 82% of consumers expect a response within 5 minutes via online live chat. (Drift)
- Nearly all (95%) of people in the US own a mobile phone. (Pew Research Center)
- People spend over 3.5 hours per day on their mobile devices. (eMarketer)
- 51% of shoppers have completed an online purchase with a smartphone. (Pew Research Center)
- 93% of Millennials have compared online deals using a mobile device. (Statista)
- Shoppers made 108% more purchases using apps than they did on the mobile web during the 2017 holidays. (Button)
- iPhone users spend more than Android or Windows users on an average order. (Invesp)
- 85% of people trust online reviews written by other consumers as much as they trust recommendations from personal contacts, which is up from 84% in 2016. (Bright Local)

OFFLINE MARKETING STATS

- 39% of marketers said that offline campaigns were vital to their all-around marketing endeavors.
- Offline marketing fosters trust quicker. Any company that uses high-quality conventional marketing media appears more credible to customers.
- 10.5% of marketers in the United Kingdom said they had spent their marketing budget on offline media.
- Approximately 7 out of 10 drivers make purchasing decisions while driving.
- There are 300,000 billboards in the United States, making offline marketing an excellent investment.
- Today, 68% of marketers intend to expand their digital strategy into TV commercials.
- Print advertisements are trusted by 82% of customers.
- Belgium's offline advertising spending reached 1.77 billion euros in the first half of 2021.
- In 2020, Germany's large-scale posters earned net revenue of approximately 218 million euros.
- Belgium's offline advertising spending climbed by 16.5% from 3.31 billion euros in 2020 to 3.87 billion euros in 2021.
- In 2021, offline media in the United States garnered 196 billion US dollars in media spending.



The background features a series of glowing, curved lines in shades of blue and yellow, set against a solid black background. The lines originate from the top left and sweep across the frame towards the right, creating a sense of motion and depth. Some lines are thicker and more prominent, while others are thin and delicate, overlapping to form a complex, organic pattern.

It doesn't end here.

Enhancing your brand is not a one-time activity. Consistency is what develops a brand and keeps it relevant. Benchmarking efforts every quarter & tweaking strategies are what keep your brand going.



COVID-19 GUIDELINES

With the outbreak of COVID-19, we have taken extra measures to make sure Our Team is extra careful in dealing with each other and with external parties. We encourage Our Team to update regular PCR (Negative) test results in the “Al Hosn” app, maintain social distance, use face masks at all times & sanitize regularly.

In addition to the above, we also encourage our team to work from home & avoid physical meetings by limiting them to video conference calls (unless necessary). We also educate them on the pros of being vaccinated in to hope to eradicate the virus from within our small communities.

Let's be educated about the situation at hand & stay safe at all times.



TERMS, DISCLAIMER & GUIDELINES

This document & its contents are prepared by the experts at Eighty Six Media L.L.C. & Trust Accounts Management. This document showcases an overview of our process of creating a brand from scratch. The processes may vary from brand to brand depending on the business model. (And may not suit your brand). We accept no responsibilities of consequences or liabilities of any kind. This document is for reference purpose only. Some of the tasks or processes mentioned are highly sensitive & can affect several aspects of your brand. Make sure you have an experienced professional to work on these elements.

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ONE AGENCY

Developed by Eighty Six Media and our brand partner - Trust Accounts Management.