



Al Gurg Unilever

Branding & Marketing

Our Expertise



Branding

Brand Strategy
Brand Core
Rebranding
Logo Development



Graphic Design

Campaign Execution
Digital
Print



Content Creation

Photography
Videography
Copywriting



Social Media

Strategy
Content Calendar
Insights & Reporting



Digital Marketing

Performance
SEO
UI/UX
Email Marketing
Affiliate
GMB



Website

UI/UX
Development

BRANDING

Creating a new identity



Our Process

01

Brand Core: Aligning key offerings and brand values to drive project innovation and development.

02

Strategy & Positioning: Discovering the brand's unique market position and optimizing its achievement.

03

Identity Development: Creating the brand's unique aesthetic and establishing its market presence with the audience.

04

Concept Development: Crafting the brand concept, story, and USPs.

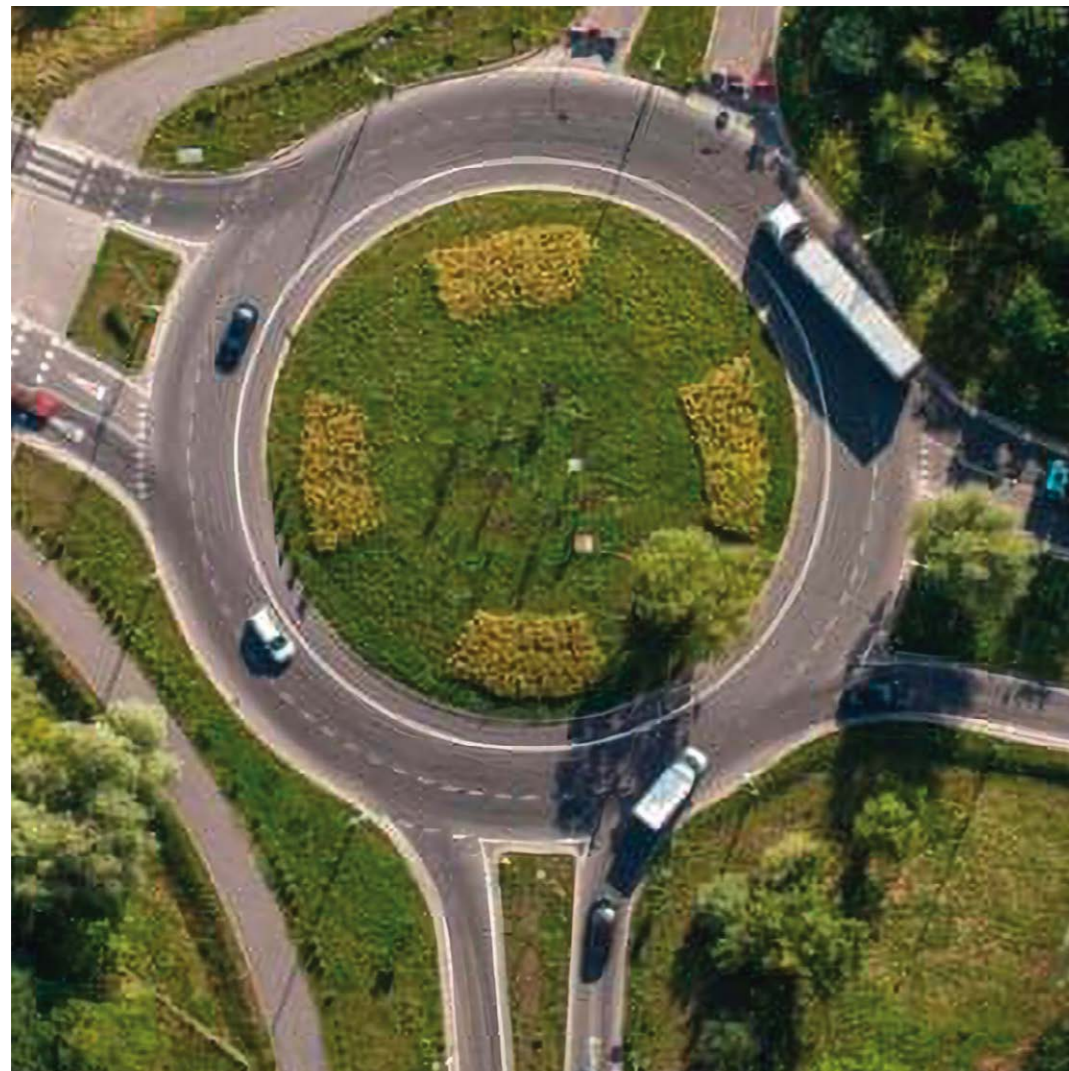
05

Asset & Brand Development: Designing the core brand assets and guidelines to ensure consistent communications across all channels.

Visual Identity Creation



Visual Identity Creation



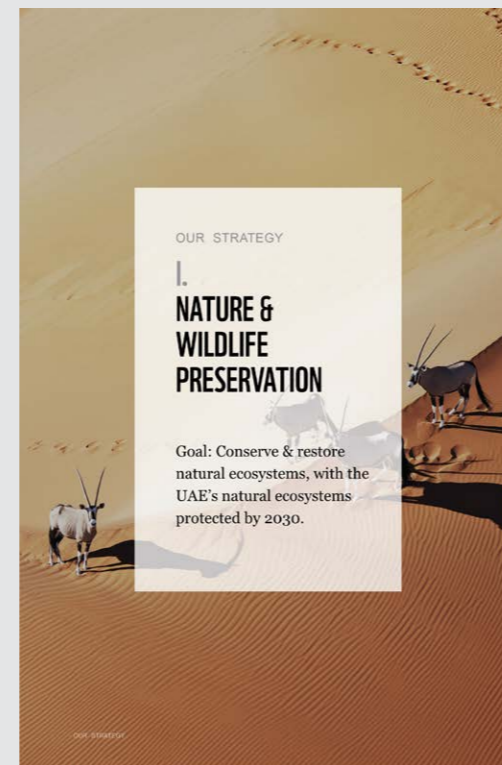
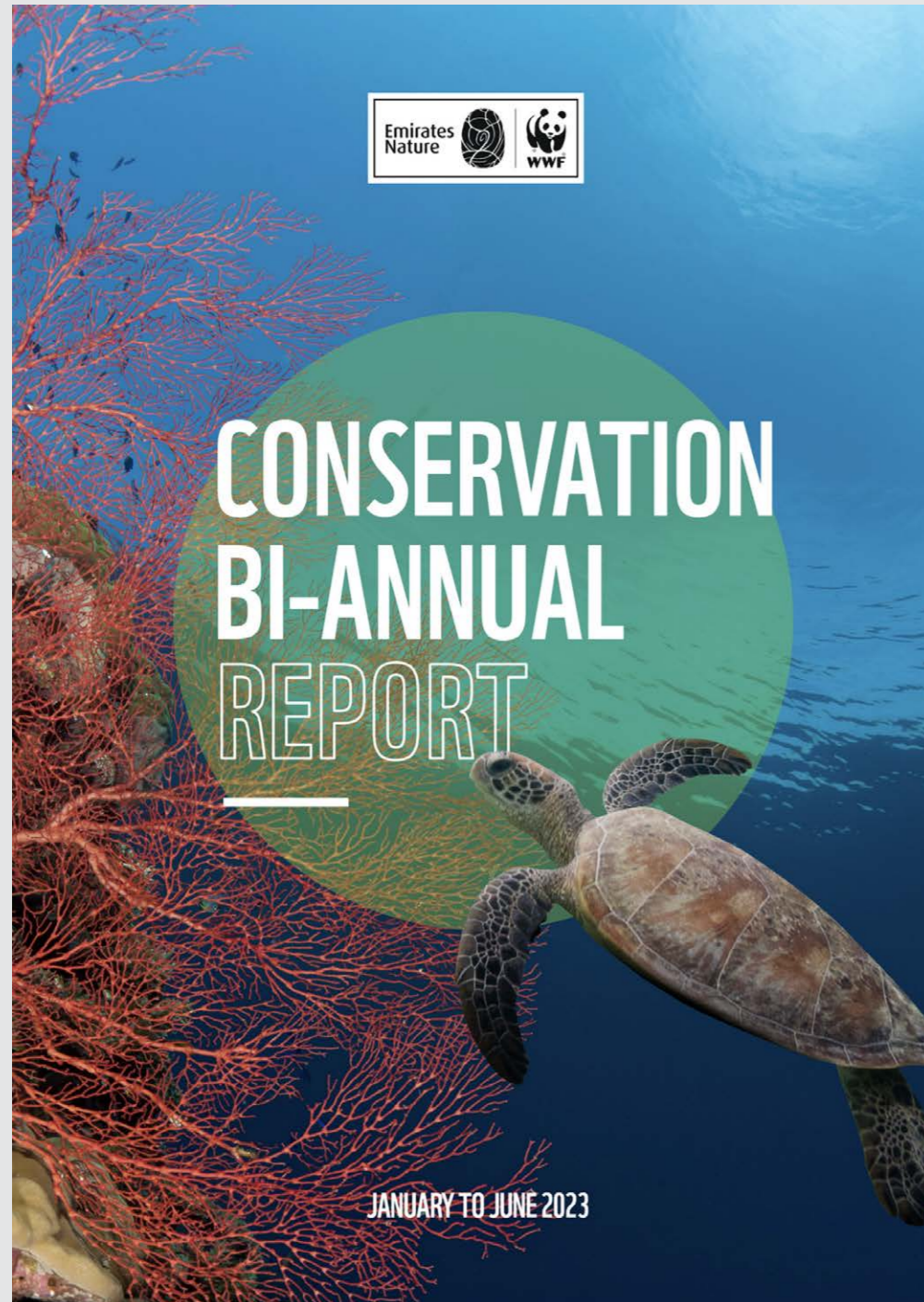
GRAPHIC DESIGN

Visually conceptualising ideas that inspire

Corporate Profile Design



Annual Report Design



A. Expand protection & sustainable management of freshwater and coastal ecosystems in the UAE

- 1 | Support expansion of ecosystem protection and effective management of at least two priority landscapes in the Hajar Mountains and coastal seascapes of the UAE.
Project status: Implementation or project phase
- 2 | Restore and sustainably manage at least 20,000 hectares of coastal and 5,000 hectares of terrestrial/freshwater ecosystems to support long-term ecosystem functioning.
Project status: Implementation or project phase

B. Conserve flagship species and address illegal wildlife trade

- 1 | Identify critical habitats and key life stages of at least 5 endangered & commercially important species and integrate in landscape/ seascape management to contribute to populations balance or recovery. We will monitor flagship and commercially important fish species and contribute to sustainable management practices.
Project status: Planning, budget and pilot stages
- 2 | Reduce illegal wildlife trade in the UAE through increased awareness and effective implementation of trade regulation and monitoring procedures in line with the CITES Convention, working closely with government entities, businesses and civil society.
Project status: Planning, budget and pilot stages


DIVIDENDS FOR NATURE & PEOPLE

Science proves that we are in the midst of a crisis where pressures on the planet threaten the very structures that enable the survival of all species, including humans.

Preserving, protecting, and improving how we harness our natural resources delivers dividends beyond simple support to nature. Human wellbeing, economic resilience, and industry diversification are among the wider impacts of investing in nature, allowing humanity to tackle the climate crisis and loss of nature.

In the previous report, we discussed how climate and nature are intertwined, rather than separate, issues. Climate challenges affect and exacerbate biodiversity loss; and vice versa. For example, climate pressures drive coastal habitat and species decline in natural barriers that normally protect against the effects of extreme weather, which leads to loss of life, mass displacement of people, and costly destruction to infrastructure and economies.

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DIVIDENDS FOR NATURE & PEOPLE
CONSERVATION REPORT | 31 2023
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Website Assets



Motion Graphics



Motion Graphics



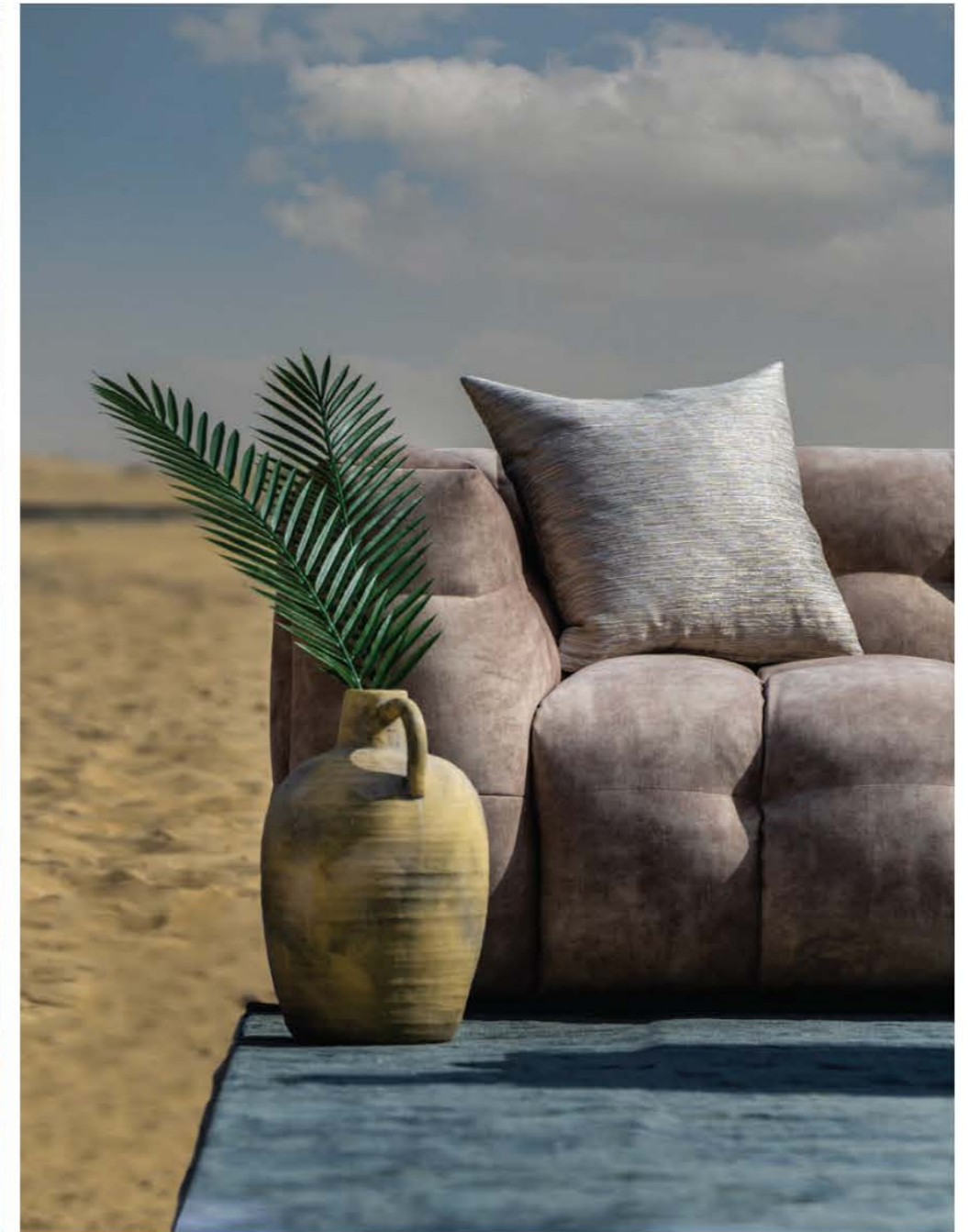
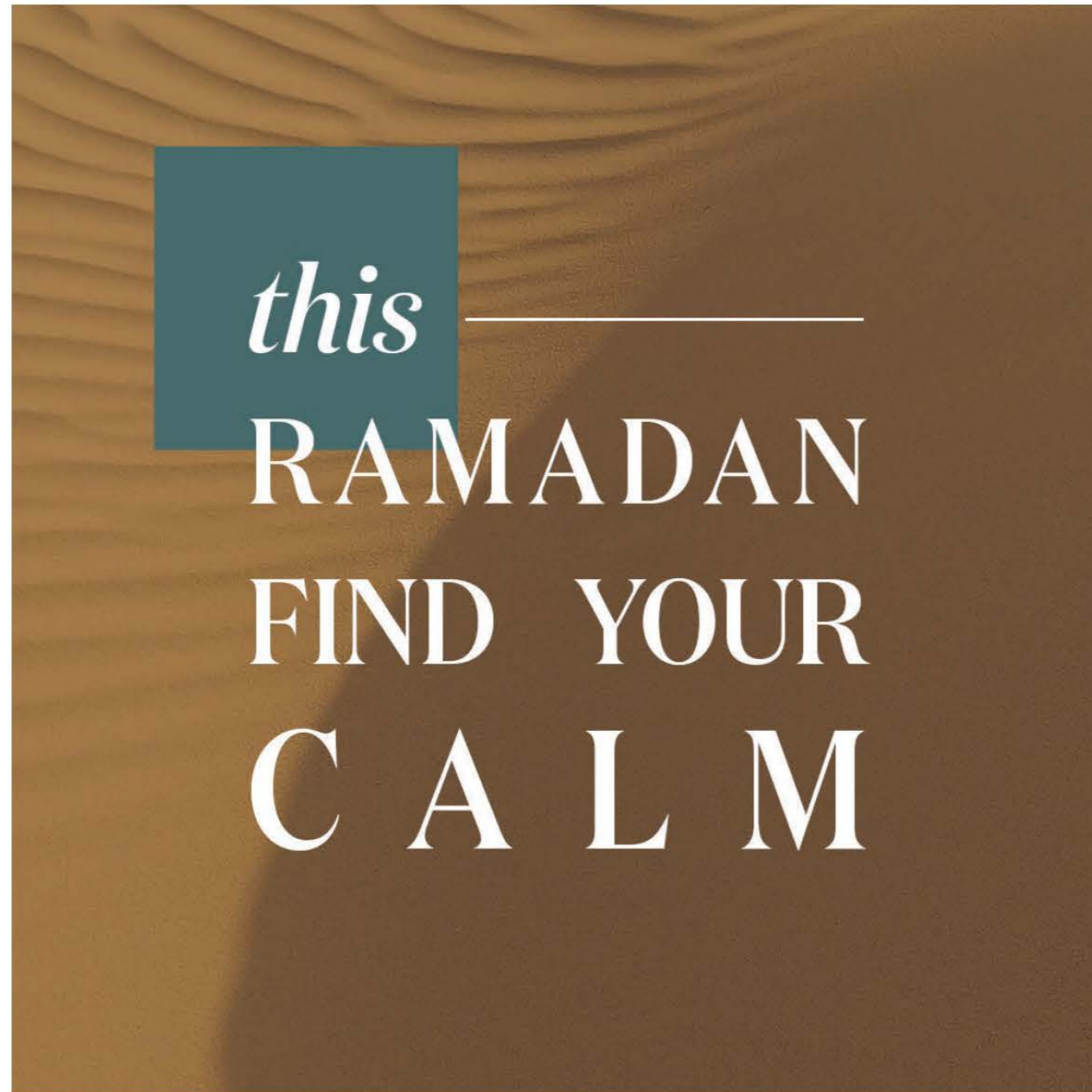
CONTENT CREATION

Transforming ideas to reality

Event Photography



Campaign Photography



Campaign Photography



Video Production & Editing



SOCIAL MEDIA

Leveraging the power of online social connectivity

Content Planning Process

1

Brand Objectives

- Understand the brand values and objectives.
- Develop content pillars that fulfill these objectives.
- Conceptualise content ideas, brand series and collaborations that can support with social media efforts.

2

Content Plan

- Develop a monthly content calendar that aligns with each of the content pillars and objectives identified and the social media platform.
- Develop a comms plan for storytelling on stories.
- Align the messaging to reflect the brand story and TOV.

3

Publishing

- Schedule and publish the content at the best times for posting for your target audience, including tags or collaborations where possible to broaden the reach.
- Manage and respond to responses and interactions.

4

Analysis

- Monitor and analyse response and engagement on the content published. Through findings, suggest what content works well and why and further develop this.
- Consistently monitor algorithm changes.

ESAG Values

Concept

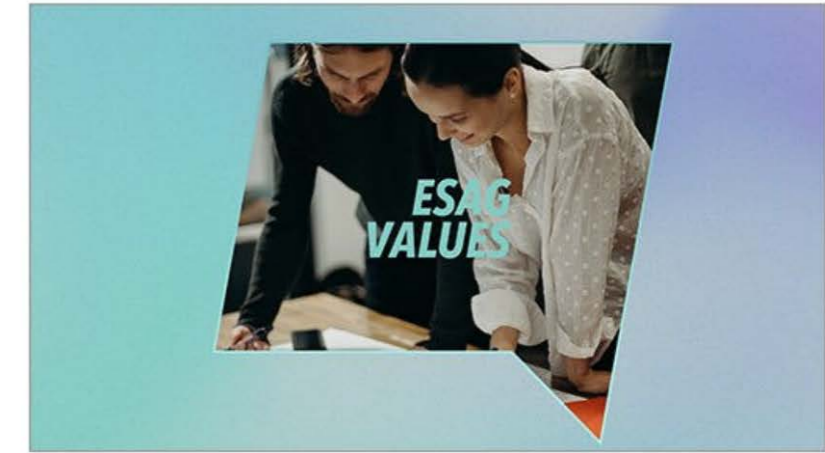
Highlighting ESAG's company values through all communications

Pillar

Portfolio, Trust

Narrative style

Interview



ESAG Diaries

#ESAGDiaries is a bird's eye view into the daily routine of an entity or corporate office team member. These brief snapshots, are an insight into the many interesting roles within the larger ESAG family.

The logo for ESAG Diaries is centered on a teal rectangular background. The word "ESAG" is written in a white, uppercase, sans-serif font. Below it, the word "DIARIES" is written in a bold, uppercase, yellow sans-serif font.

DIGITAL MARKETING

Boost Your Business



Grow Your Business

01

SEO: Enhance your website's organic reach on web search engine results.

02

Performance Marketing: Drive results with tailored media buying strategies for your business.

03

Affiliate Marketing: Expand your digital presence with various affiliate programs.

04

Email Marketing: Reach out to your clientele with personalized email broadcasts.

05

Google My Business: Get more exposure for your business profile and website on places like Google Search and Maps.

Al Gurg Living

SieMatic, Schmalenbach & Heindl Germany

Challenges

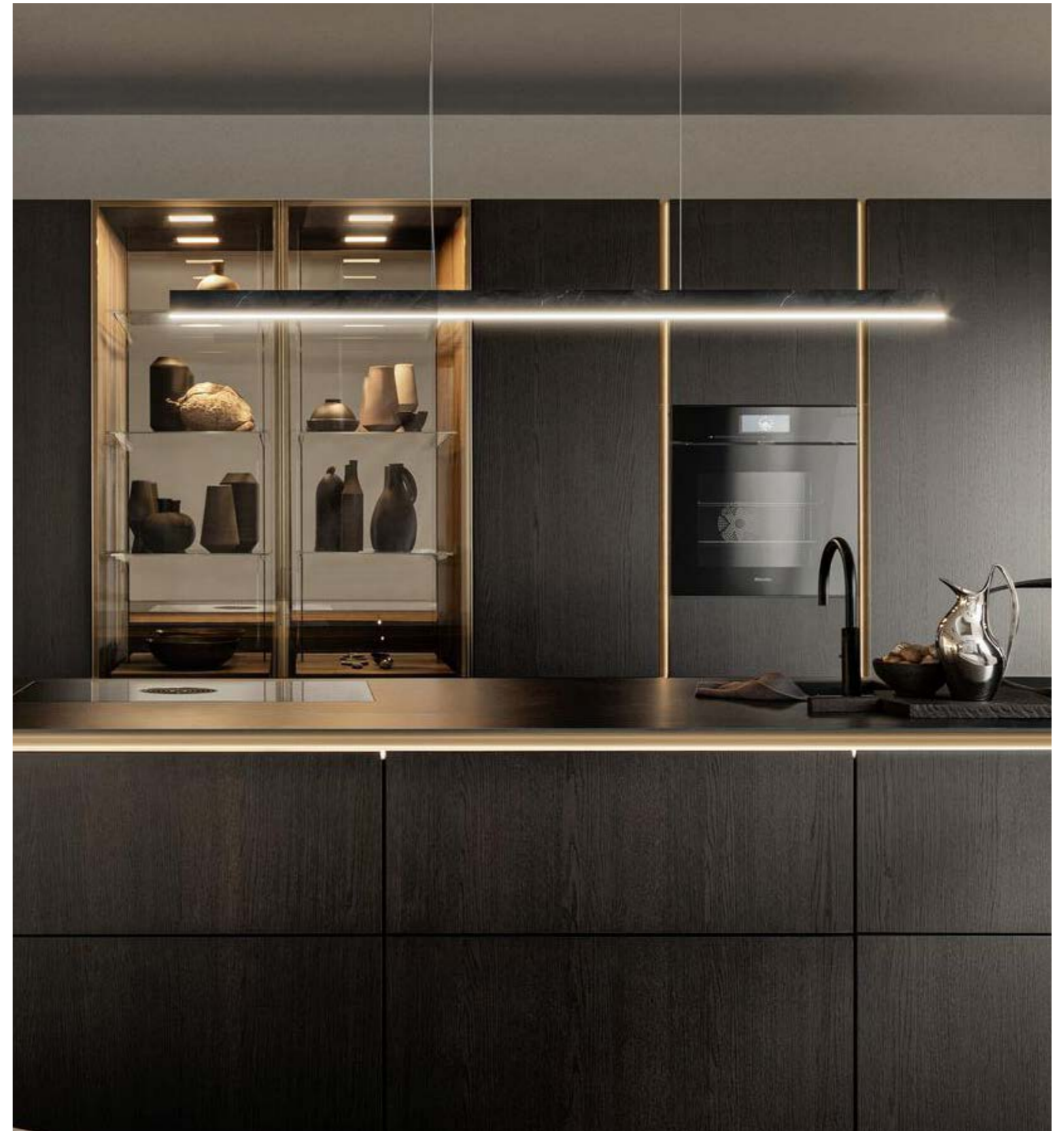
Poor organic footfall due to low website ranking on Google's Search results owing to inconsistency in quality and relevant content publishing.

Solution

Established a keyword targeted content plan and local presence on Google My Business to improve the website visibility on Search results and thereby enhance the website footfall from organic listings.

Results as of December 2022*

- Recorded 10K annual organic website traffic (10% growth compared to 2021)
- Achieved 1st rank on Google for 20 business relevant keywords
- Established local presence for AGL's new brand – Heindl safes
- Improved content quality through periodic and consistent publishing of blogs and UAE projects



Chattels & More

Challenges

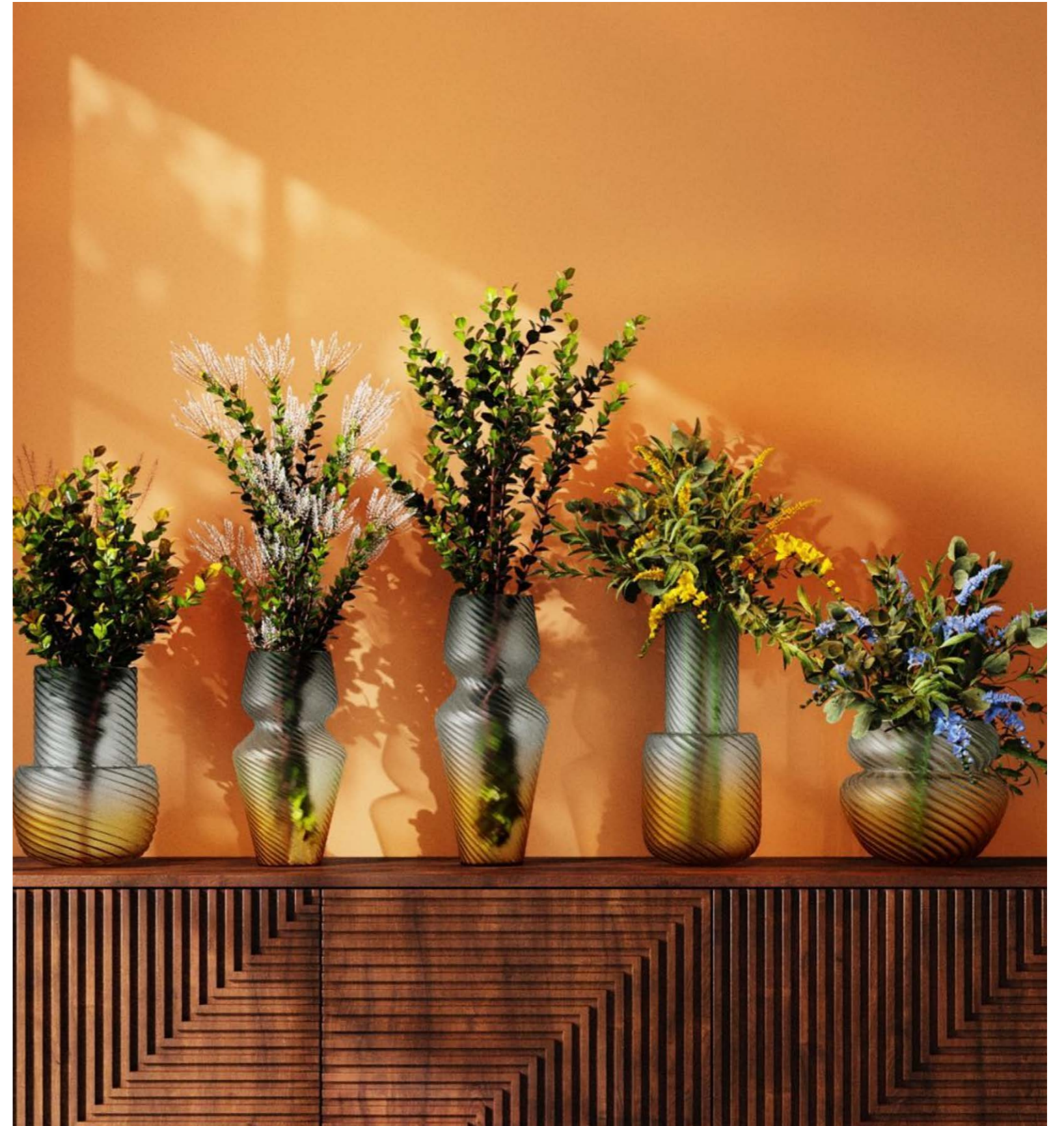
Limited awareness of online presence, no past data insight to define audience and unspecific performance plan leading to a healthy return.

Solution

Establish strategic performance marketing KPIs for growth, brand awareness campaigns to build right traffic on the website and gradually define audience, retarget and convert.

Results as of December 2022*

- Recorded 300K annual website traffic
- 1.5M pageviews
- 31% bounce rate. Optimal range being 26% - 40%
- 2 minutes 30 seconds average session duration. Benchmark being 2 to 4 minutes
- 647 transactions recorded on the website
- Registered 413 new customers and 32 repeat customers
- Generated ROAS of 455%



Sciencetchnic e-Mobility

Challenges

Navigating a diverse business model to gain visibility, drive high-quality traffic, and generate leads for EV chargers.

Solution

Strategic approach to leverage a dedicated landing page with targeted Google Search Ads, proved crucial in overcoming the challenges of the diverse business model. These efforts resulted in tangible outcomes, establishing a strong foundation for continued growth and success in the e-Mobility industry.

Results as of March-August 2023*

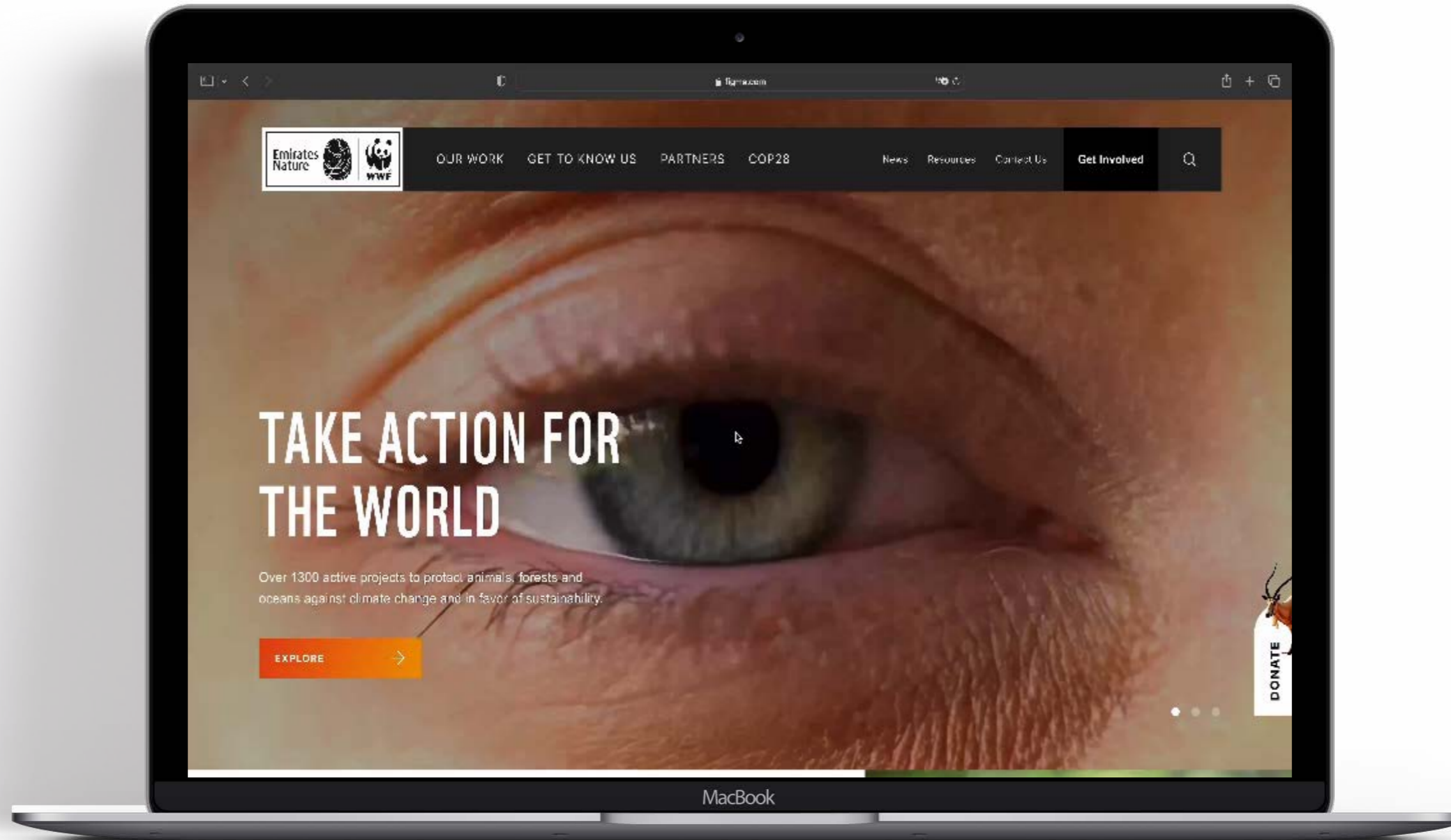
- 199 leads captured
- 47 sales qualified leads
- 3 successfully closed leads
- Generated ROAS of 367%
- Expanded reach among renowned consultants within the industry



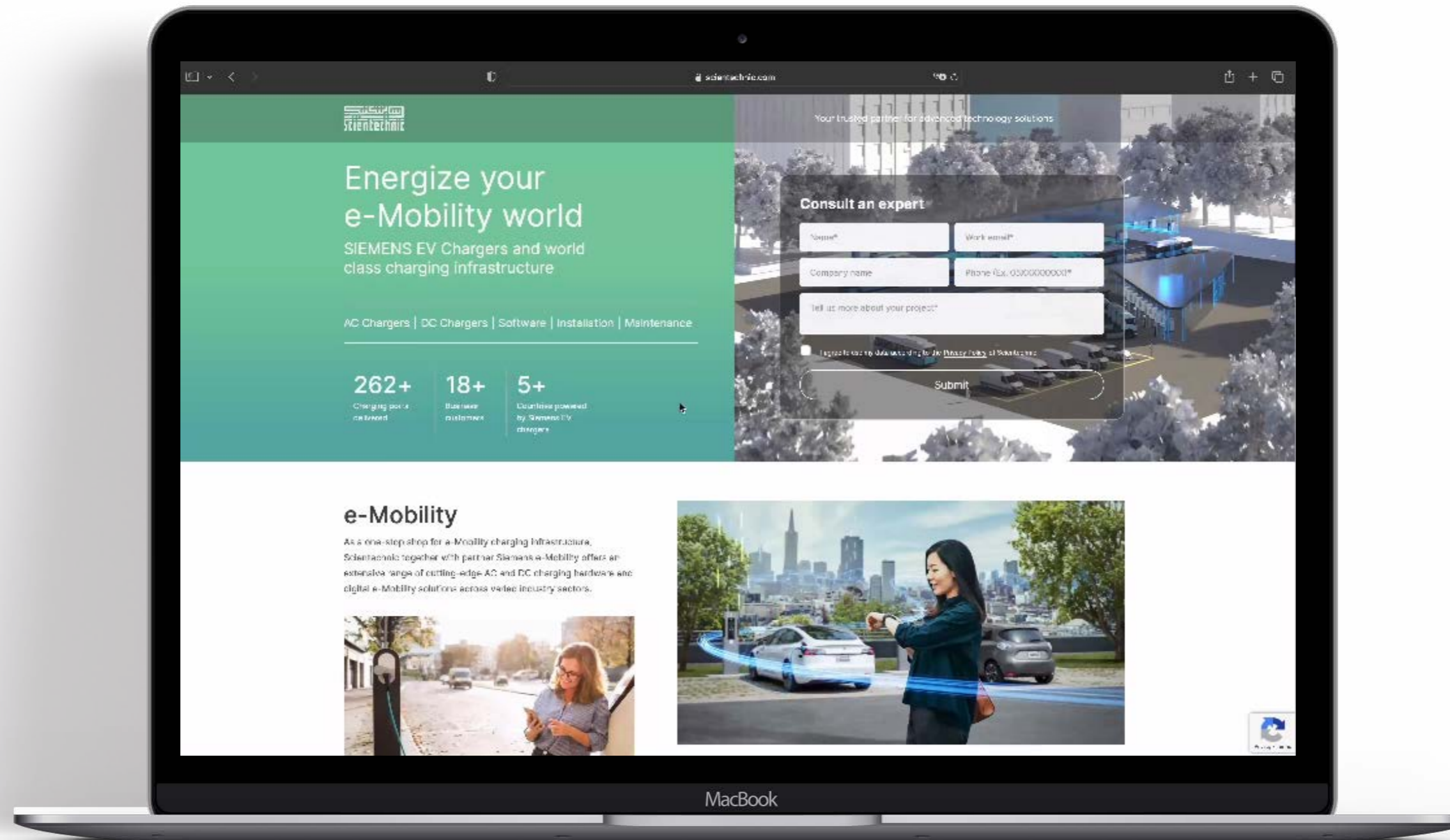
WEBSITE

WEBSITE
Build online identity and outreach

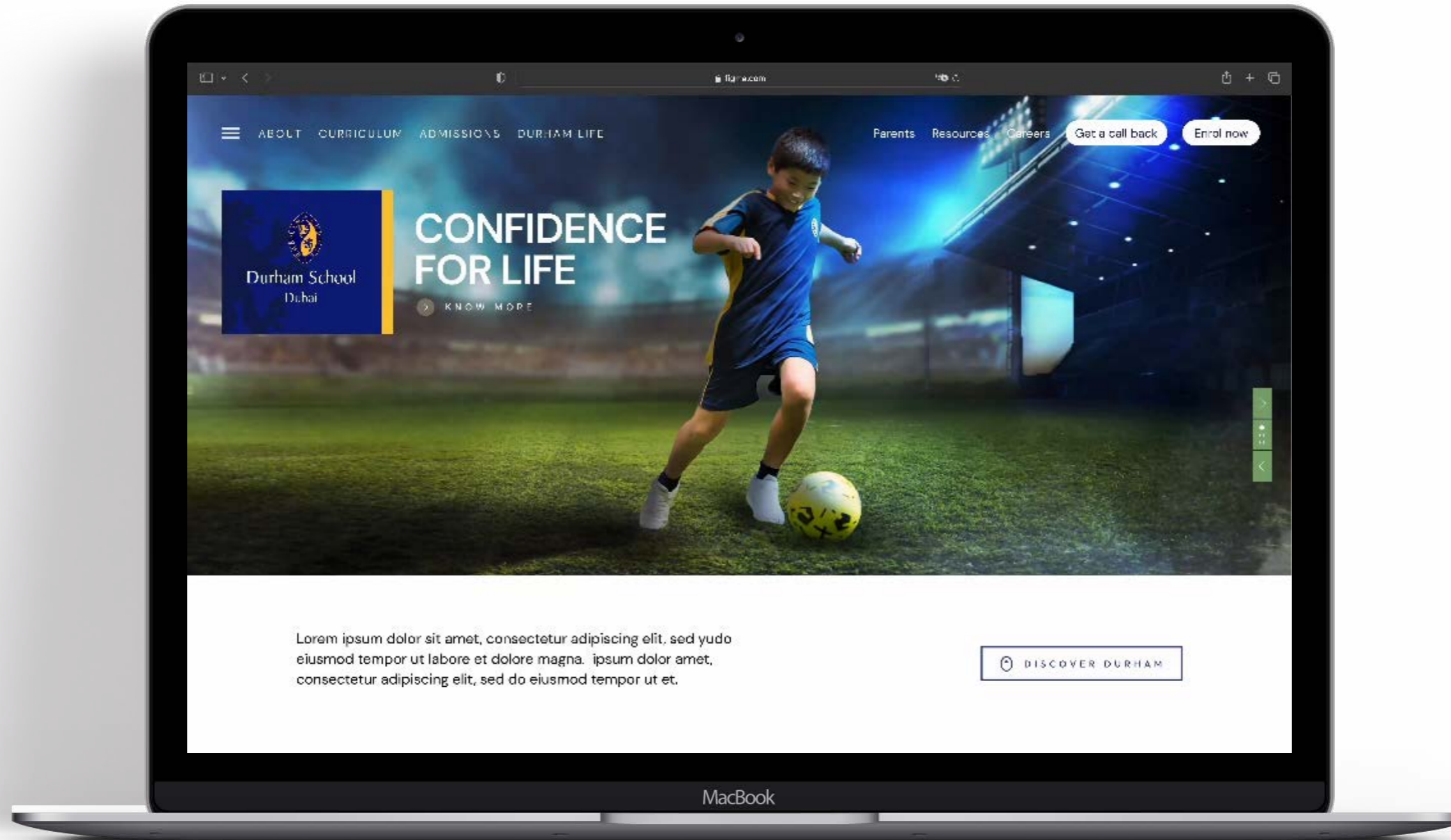
Emirates Nature - WWF



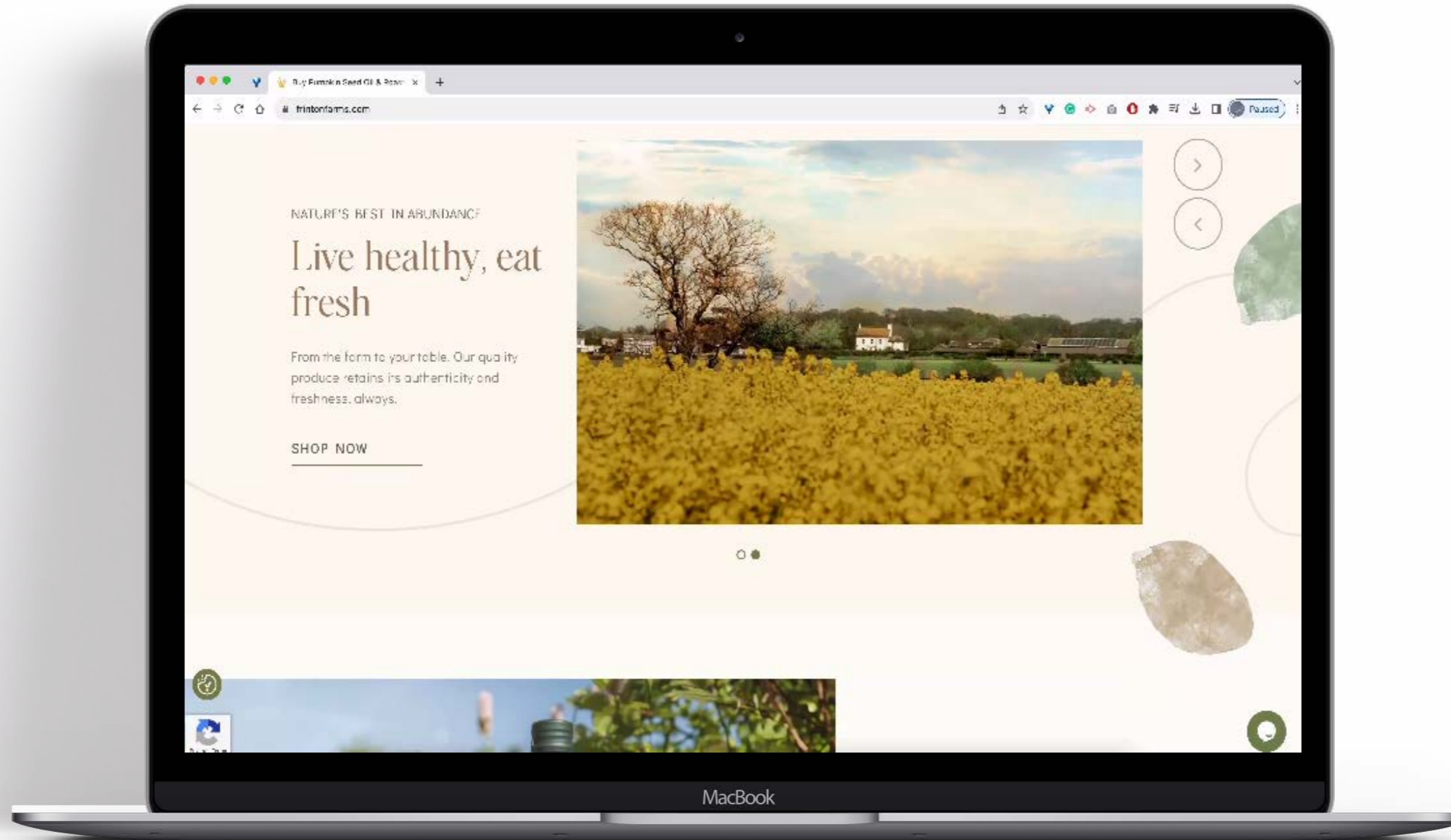
Sciencetchnic e-Mobility



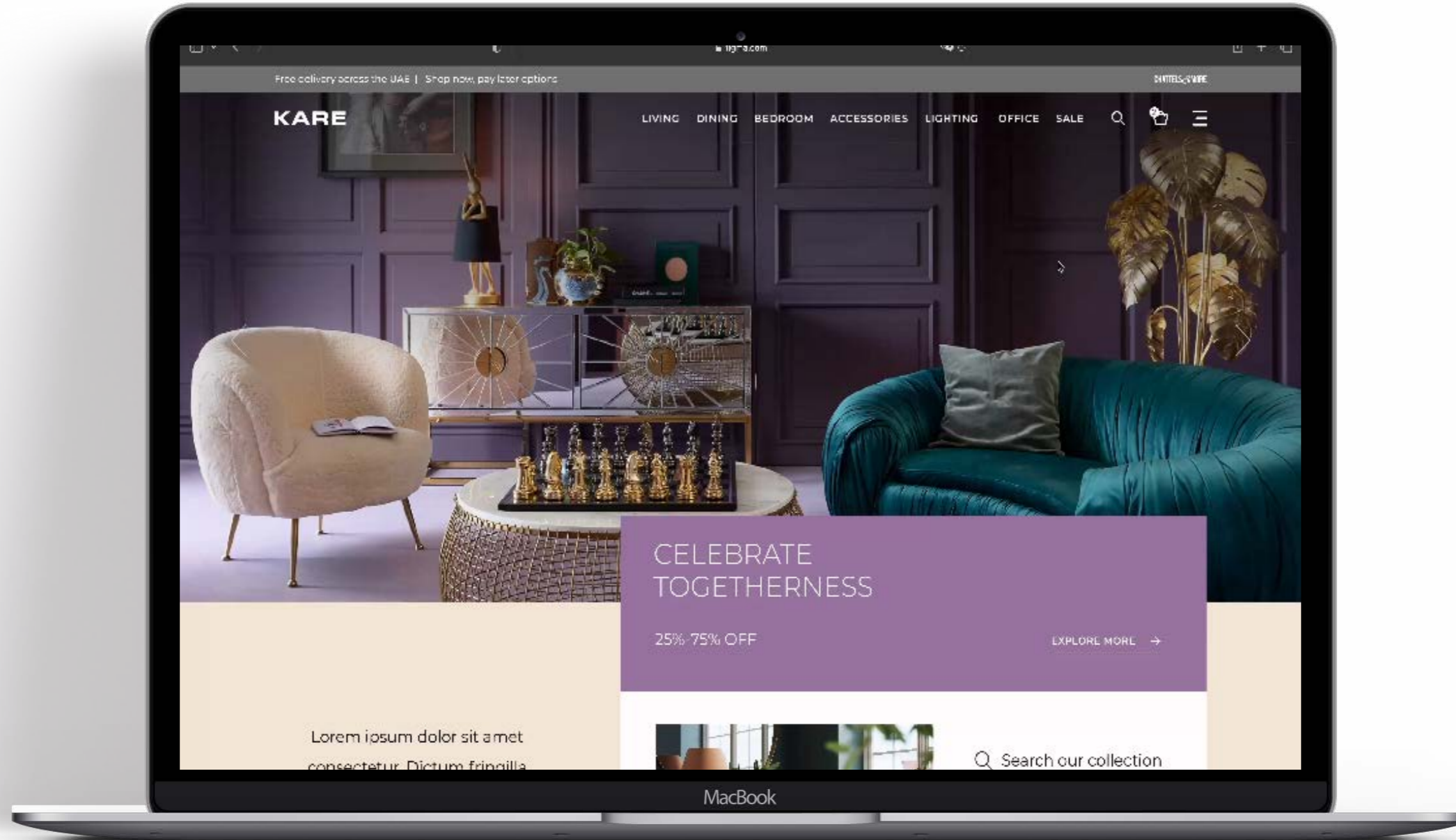
Durham School Dubai



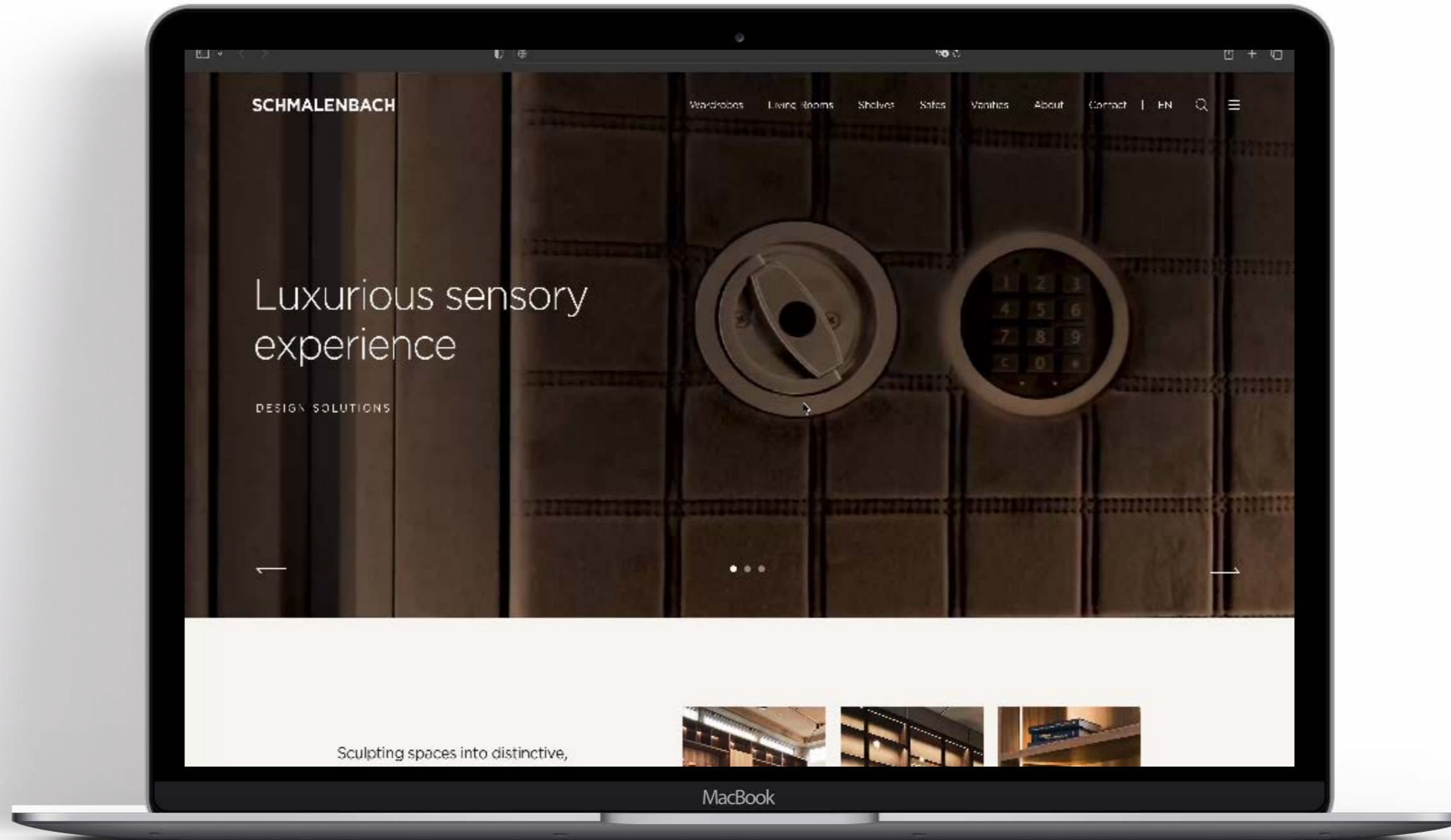
Frinton Farms



KARE



Schmalenbach





EASA SALEH AL GURG GROUP