



brandellia

Branding & Innovation Agency

PROFILE & BRAND PROPOSAL

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Unlock your true potential & rise above skylines.

Your creative partner driving your brand to success.

Brandellia is a Branding & Innovation Agency specialized in storytelling, brand strategies, design and digital brands creation.

We challenge existing traditional models and work on an agile/ground-breaking methodology. We have three different packages that suit your business needs at any stage.

Meet The Founder.

Rana Al Azhari
Creative Consultant, Strategist
& Certified Digital Marketer

With over 15 years of experience and expertise in the field of branding & marketing, Rana has worked closely with the biggest brand names in the MENA region, building successful brand models and identifying opportunities in the market.



“

I aspire to create a world with “humanized” brands. In fact in today’s online world, it has become crucial for businesses to inject humanity into their brands, connect in an engaging way with their publics and rethink the way their offerings or products contribute to the well-being of communities.

”

Our Services.

On a mission to create strong, impactful & authentic brands

Our specialized team integrates the most innovative design and business approaches to create compelling brand stories that lead markets and create long-lasting connections.



Creative Strategy

We combine essential insights with smart strategies to help you unlock potentials and explore new horizons.



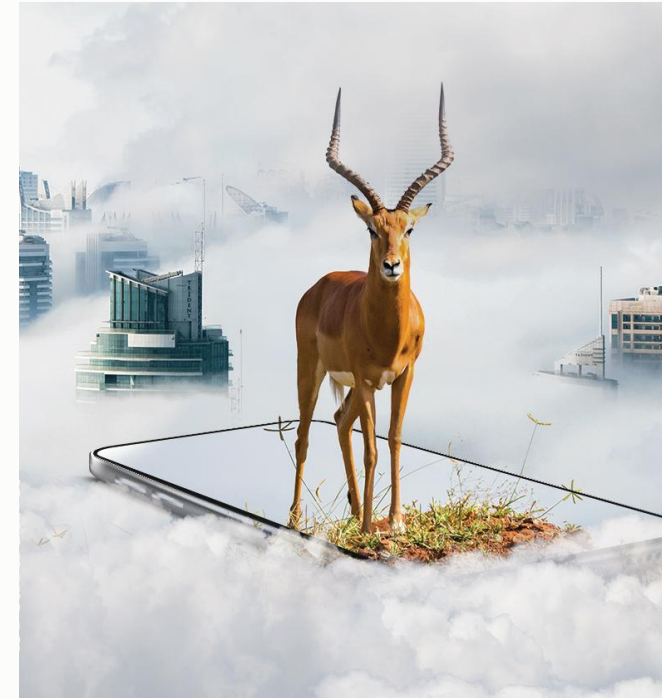
Visual Identity

We create an impactful visual identity that tells your story and captivates your audience.



Digital Experience

We breathe life into your brand by creating an immersive digital experience that inspires people.



Clients we worked with.

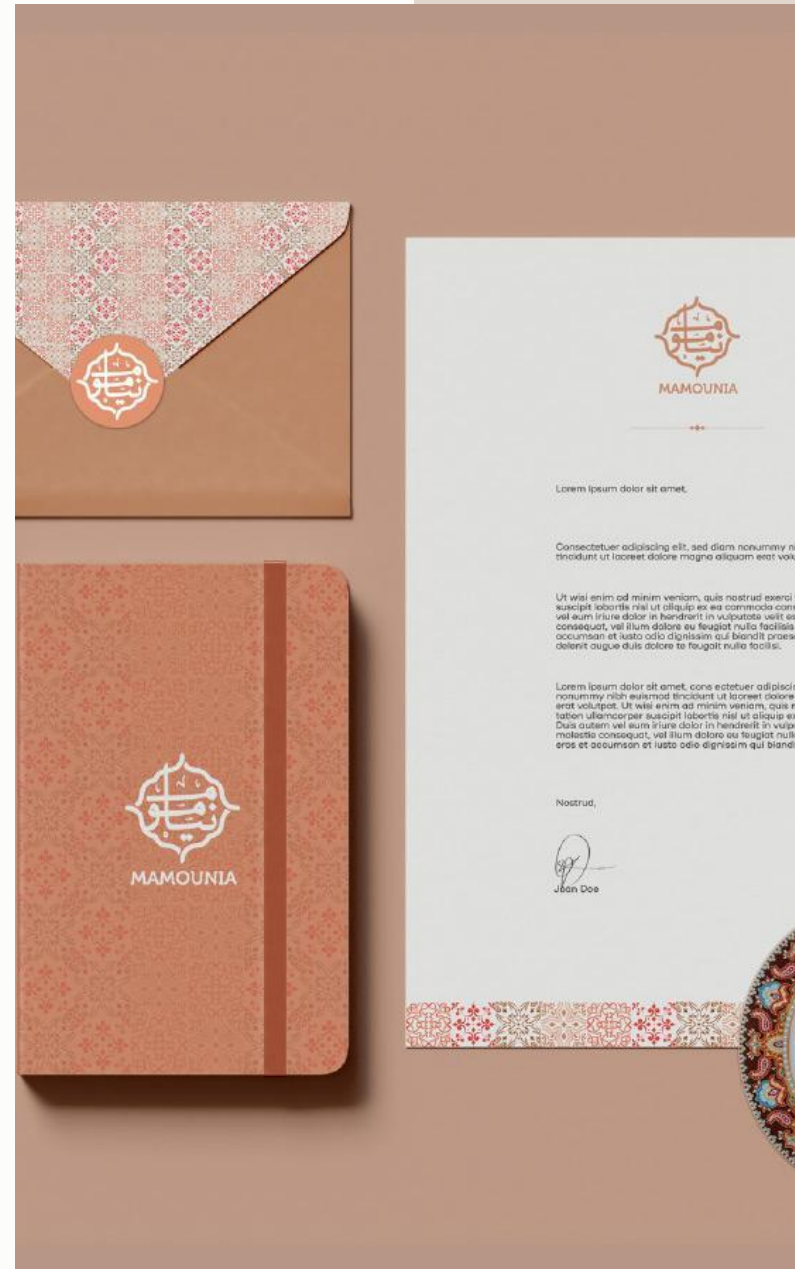
We have worked with a wide range of clients from different fields varying from hospitality, retail, fashion to media, real estate, contracting, residential areas, and many others... And working with MENA countries we have developed an understanding of these particular cultures and the audiences related.



From our portfolio.

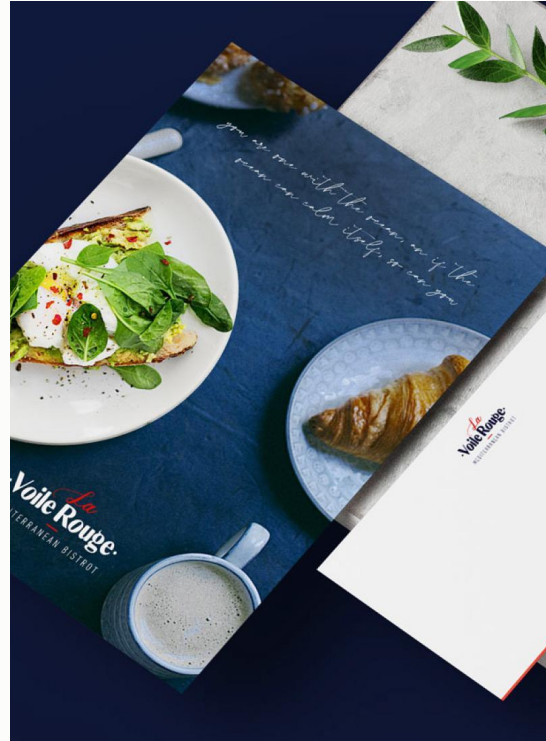


Located at the heart of the business hub in Dubai, Mamounia is a unique terrace restaurant concept with an Andalusian inspiration. Inspired by Andalusian architecture, Mamounia is the perfect getaway in the heart of the business hub for people who are searching for an outdoor concept with eclectic cuisine.



From our portfolio.

Inducing a sense of wanderlust & nostalgia, La Voile Rouge evokes senses of slight sea breezes while transporting its visitors to a world of unique dining and culinary experience.

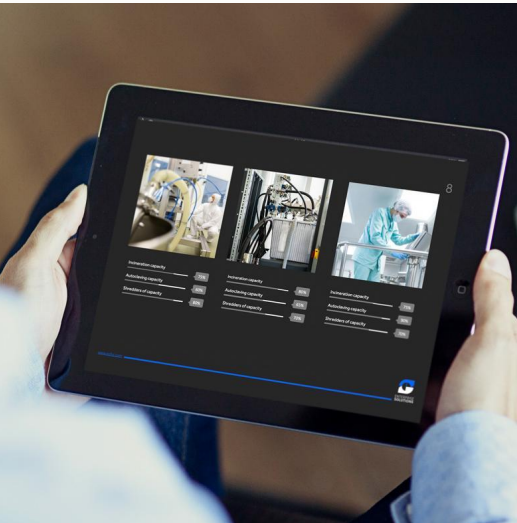


La
Voile Rouge.
MEDITERRANEAN BISTROT

Inspired by an old landmark in Saint Tropez, La Voile Rouge transports the customer into another level of dining experience. The cuisine offered is mainly French/Mediterranean based with a creative twist. La Voile Rouge tells us the story of an eclectic Mediterranean culture that inspires fine dining.

The brand story pays homage to the old Saint Tropez landmark, which is a key element in building the entire brand universe transporting the visitors to the French coast with all senses involved.

From our portfolio.



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From our portfolio.

We have been commissioned to do a brand consolidation and refresh for Panda Retail visual identity.



We have worked on updating Panda's current positioning leveraging on the brand equity statement related to freshness and translating it into visual and verbal overall experience.



From our portfolio.



Crafted with Perfection.

Our fresh packaging and patterns communicate our value proposition.



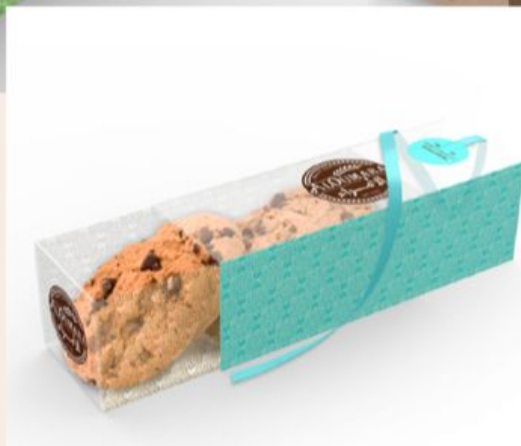
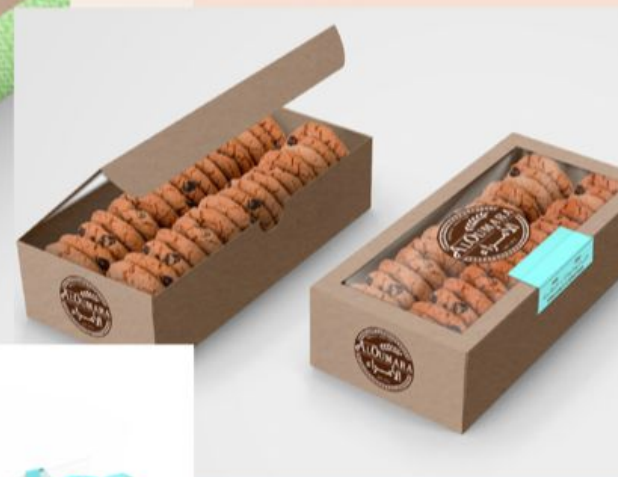
Al Oumara Bakery brand is dedicated to meeting the current and future needs of our customers while contributing to their quality of life through offering high quality, nutritious & innovative products that revive traditional and authentic bakery in a modern twist that suits today's lifestyles.

From our portfolio.



Design meets function.

*Our packaging looks
authentic and follows
function.*



From
our portfolio.



*Rusks feel so fresh and
homelike.*

Crafted with perfection.



From our
packaging
portfolio.



From our packaging portfolio.



From our
packaging
portfolio.



From our packaging portfolio.

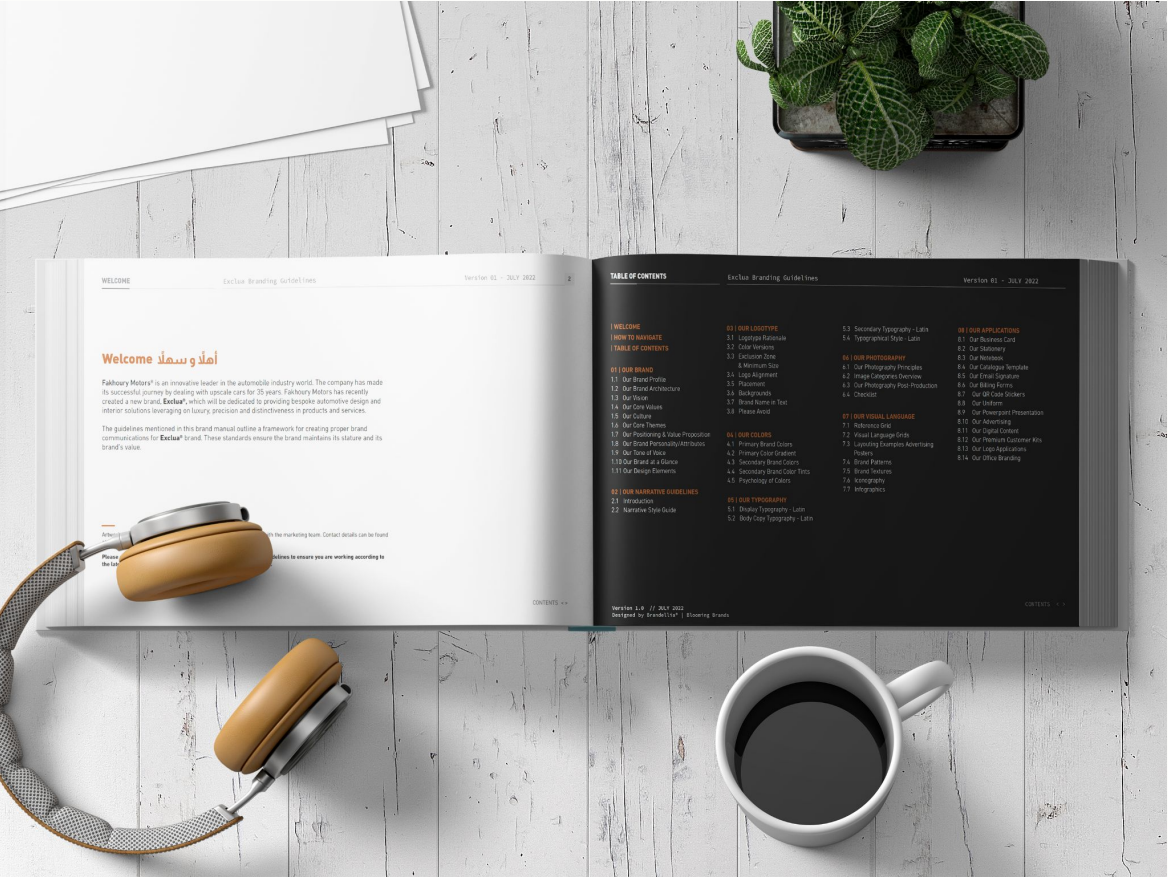


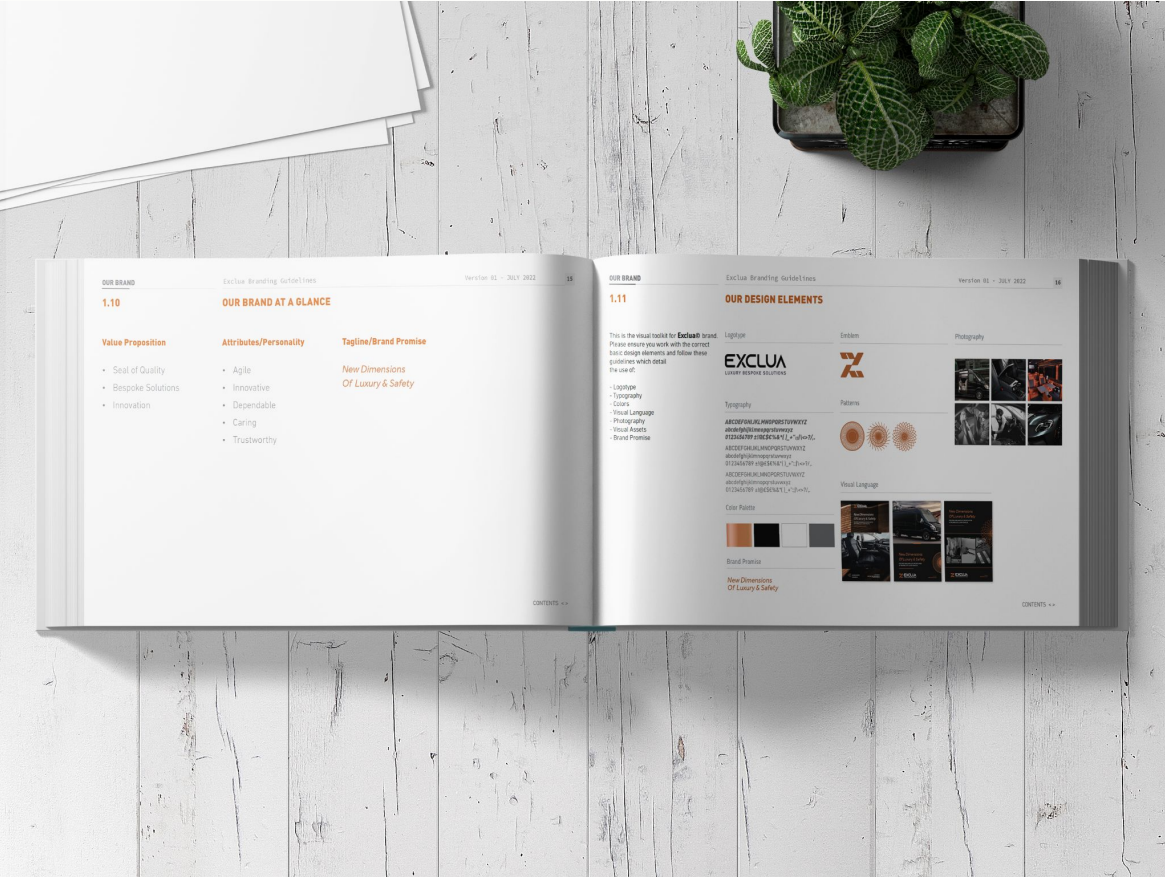
From our
packaging
portfolio.

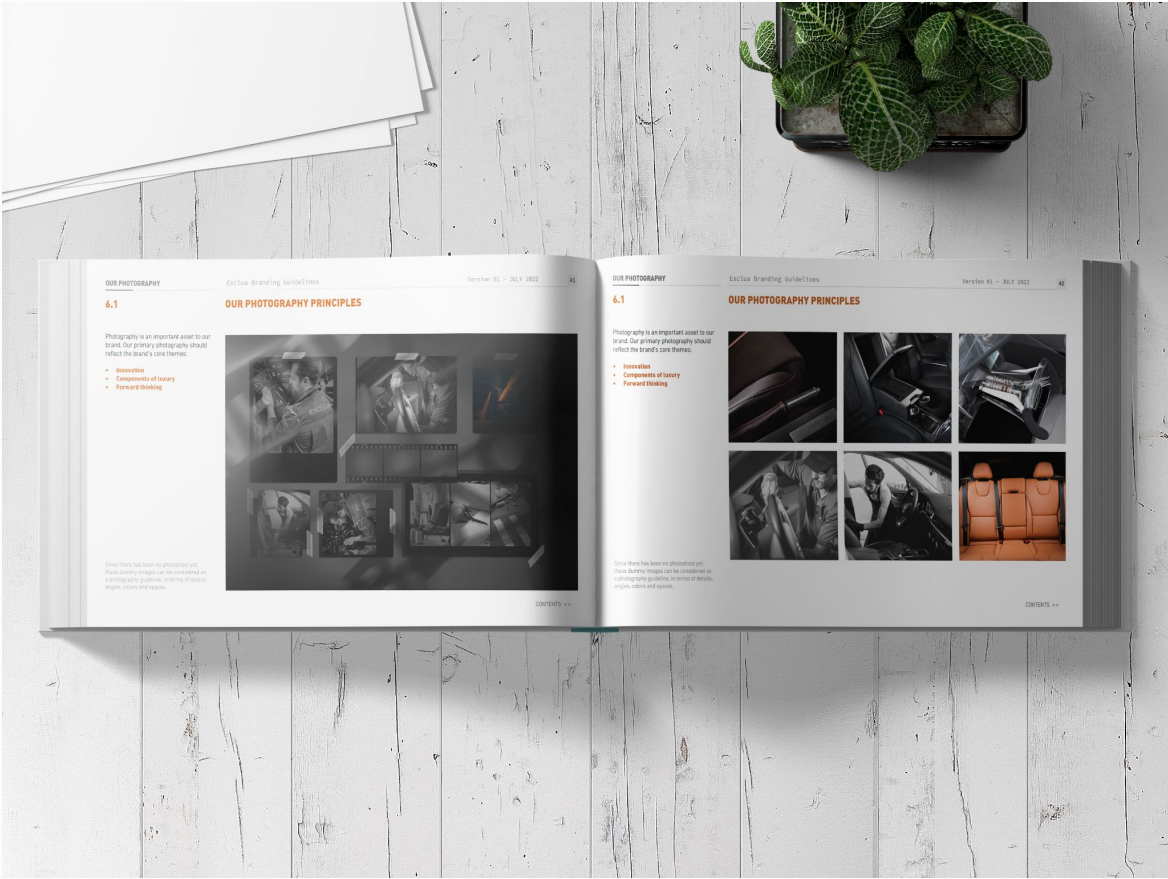


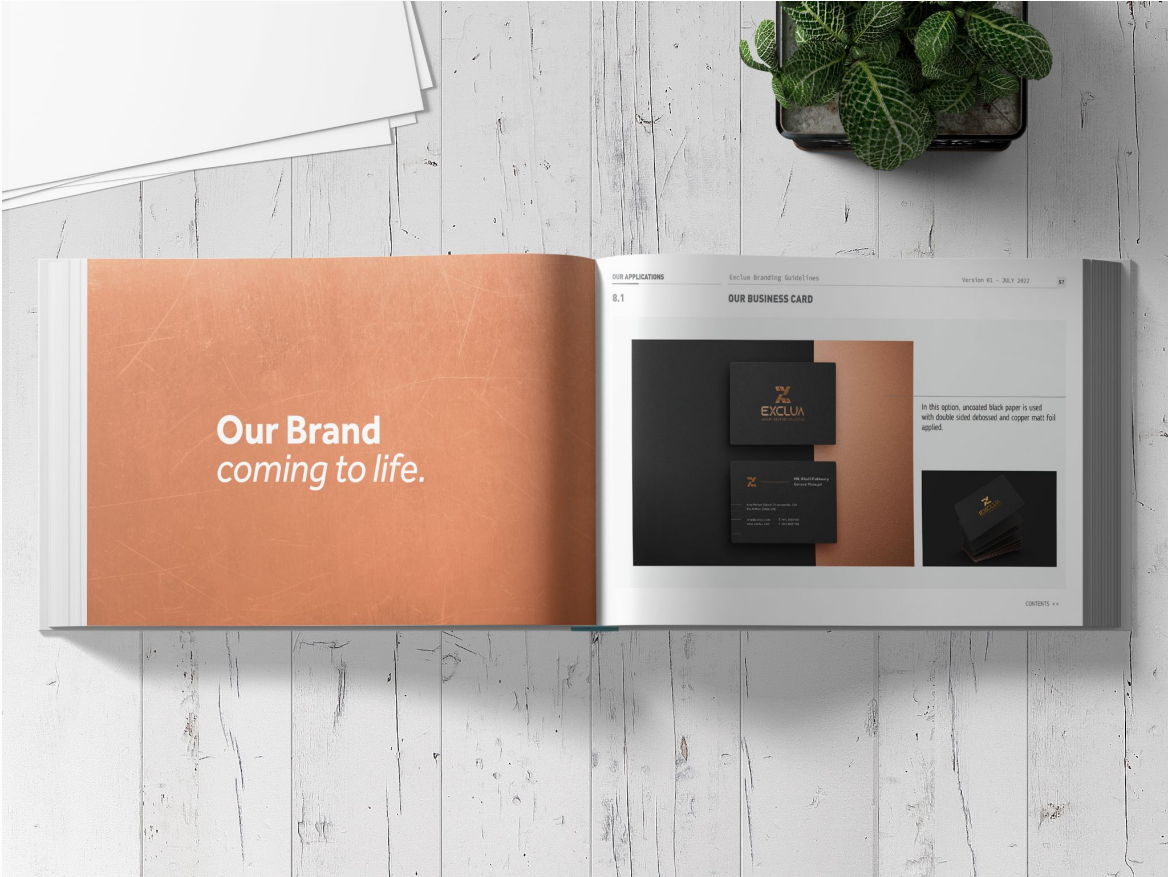
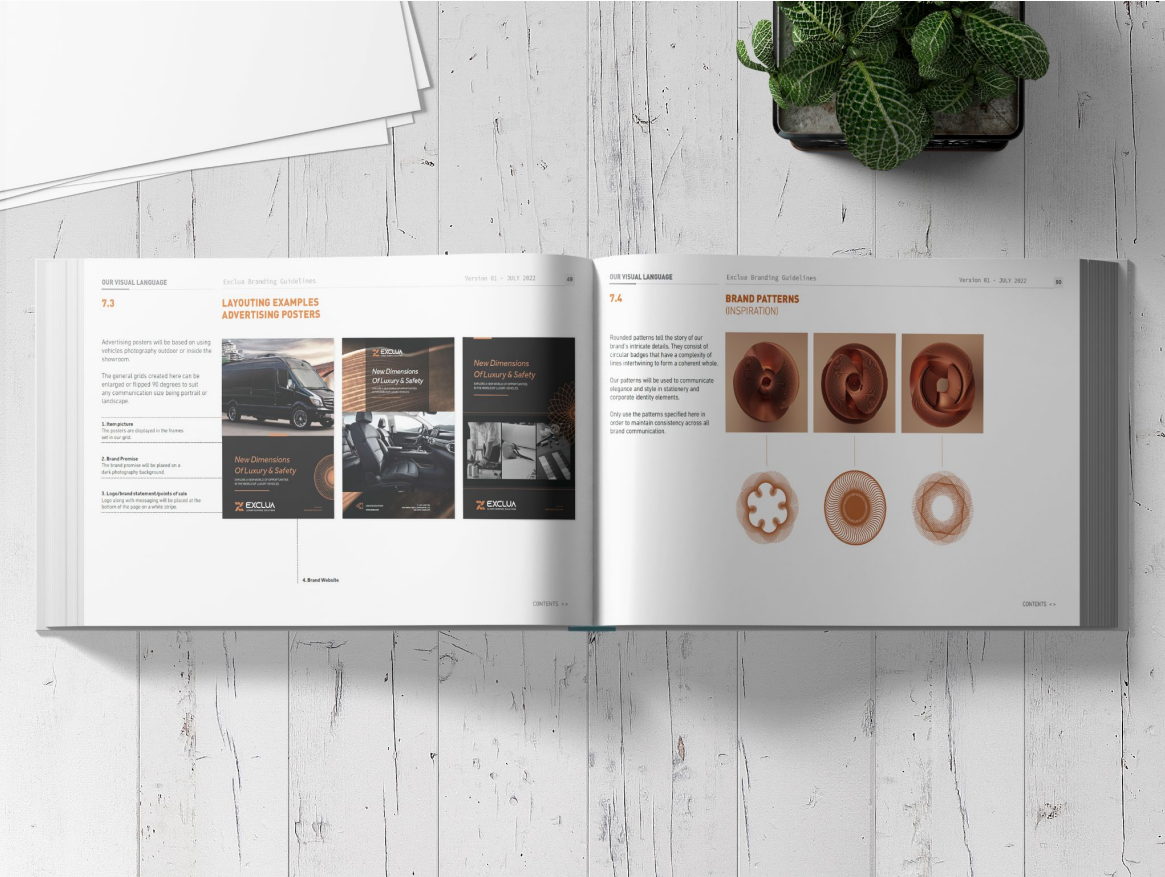
Brand Experience Book Sample

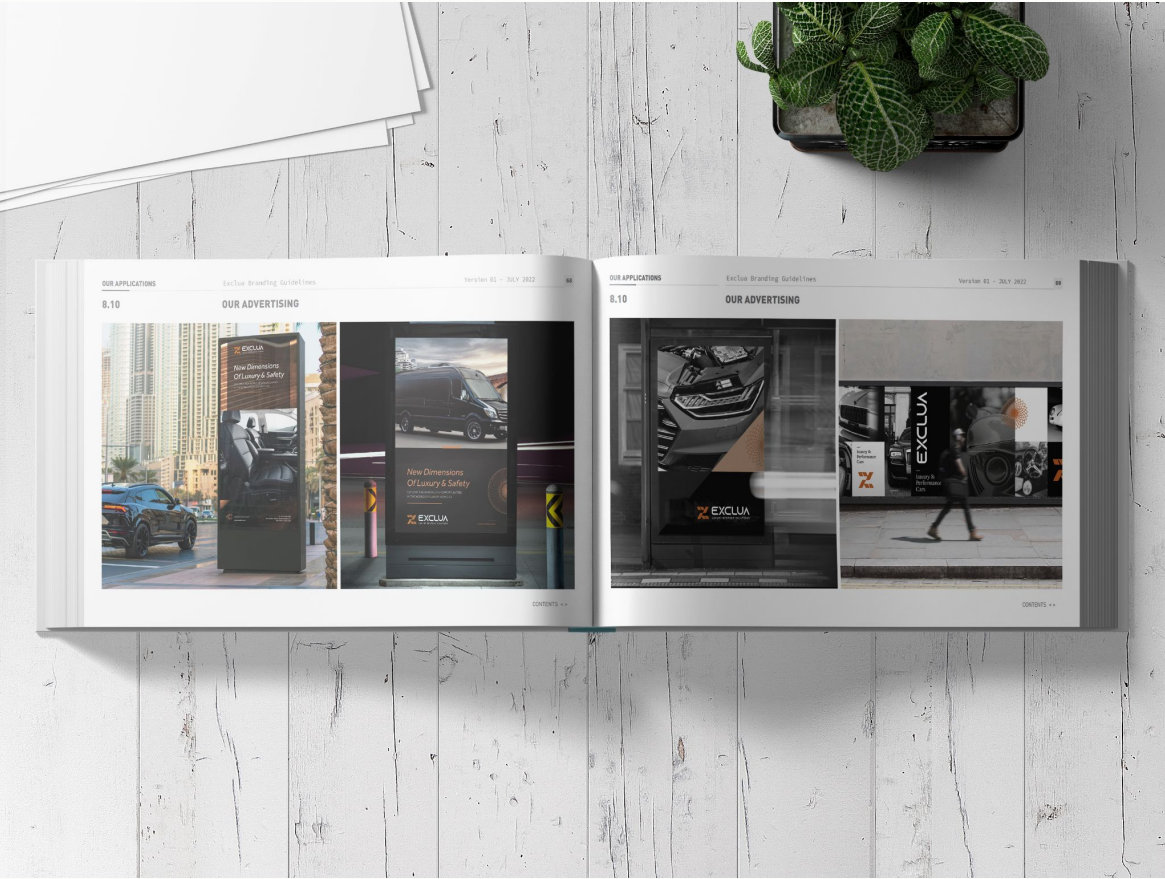
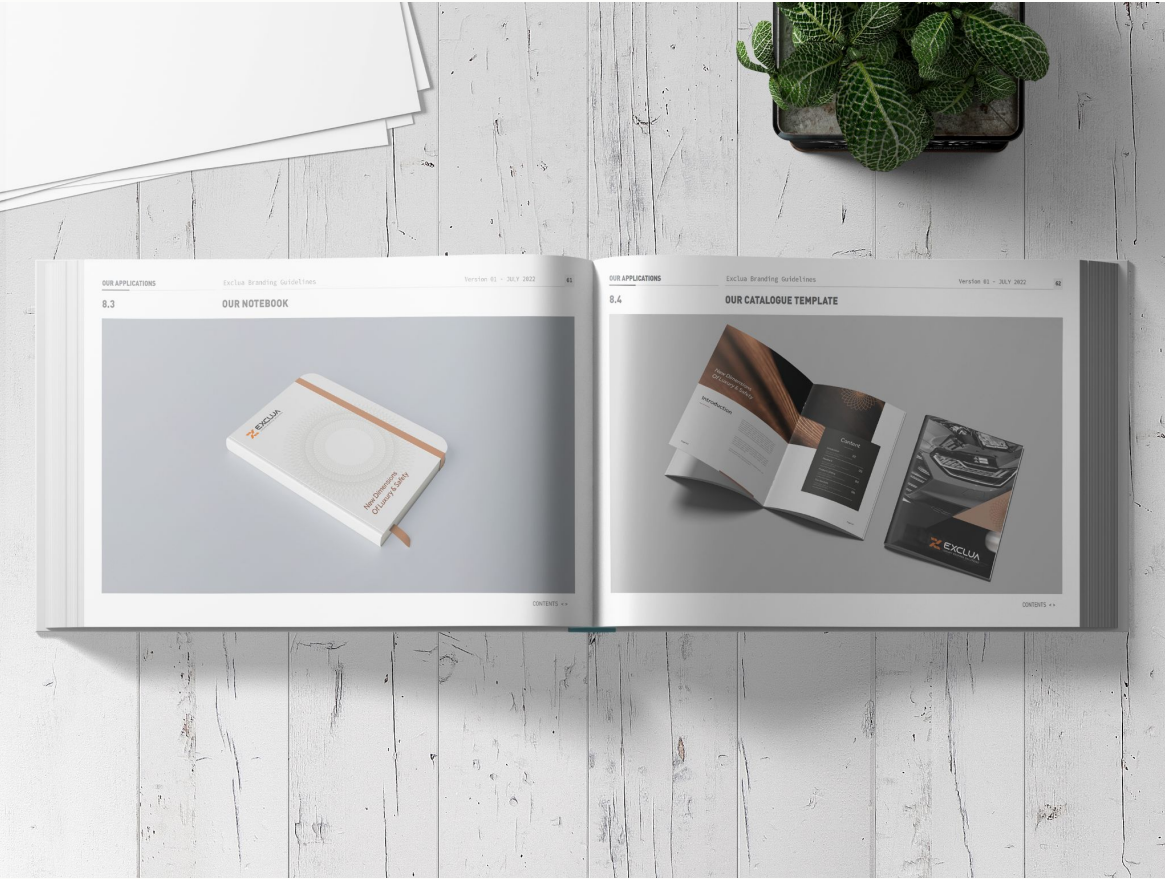






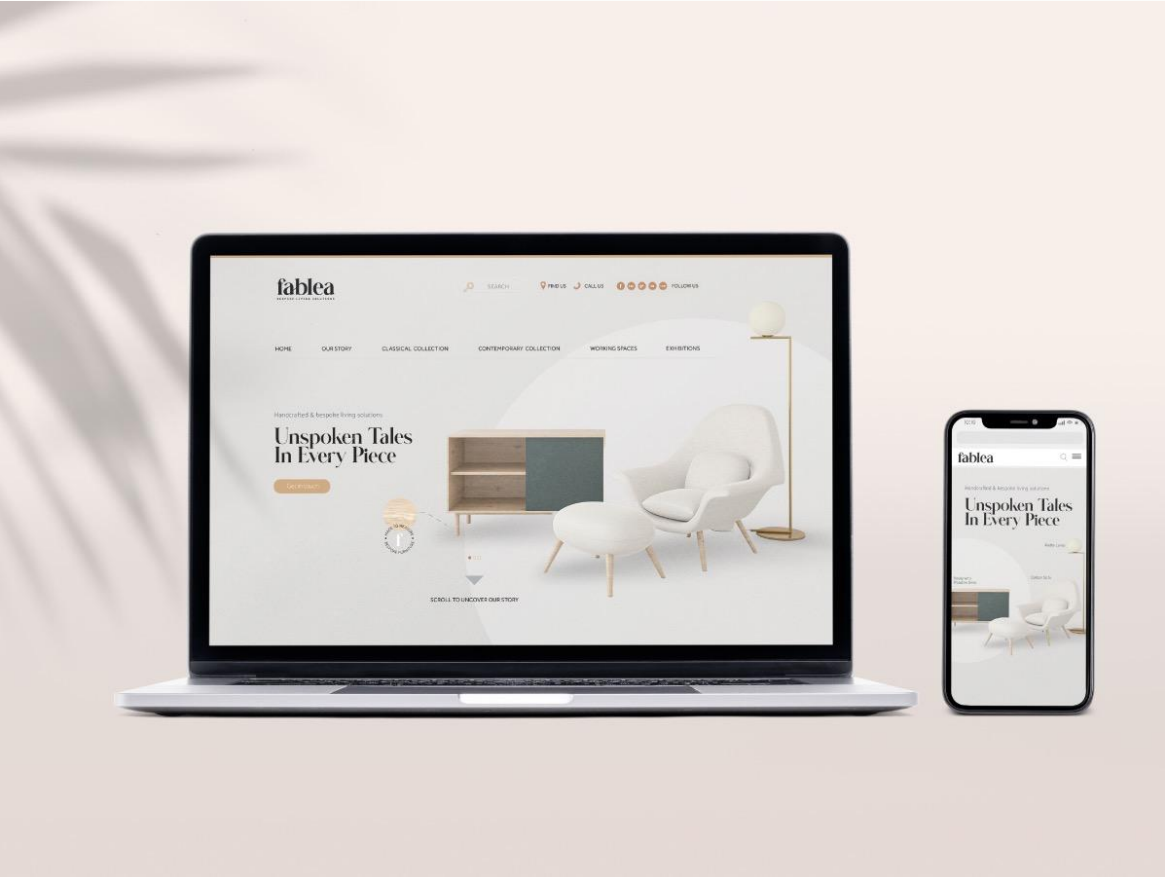


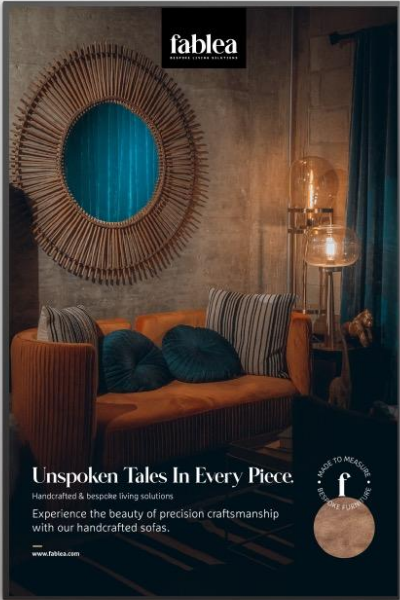
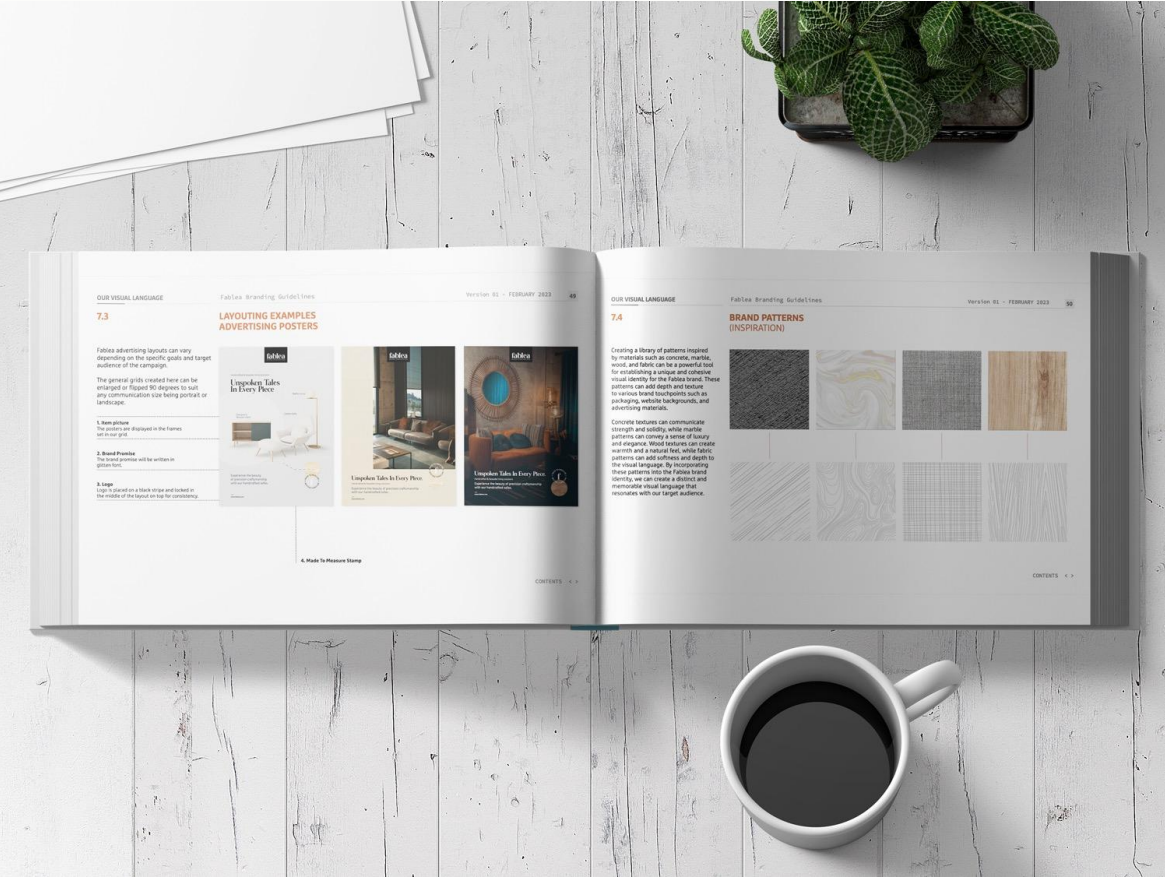




Furniture Brand Identity







Naming Process

Research & Analysis

Competitive Analysis: Investigating competitors' brand names to understand industry norms and identify gaps or opportunities.

Target Audience Research: Understand the preferences, perceptions, and language of the target audience.



Value Proposition Analysis: Clarify the core values and unique aspects of the client's business that should be reflected in the brand name.

Brainstorming & Conceptualization

Idea Generation: Brainstorming sessions combining insights from research and business goals.

Mind Mapping: Creating word association exercises to explore various directions and themes for the brand name.

Concept Development: Selecting the most promising concepts and developing them further to align with the brand's identity and value proposition.





**INSIGHTS
ABOUT COFFEE
CONSUMPTION**

A focus group study (conducted in April 2021) highlights important coffee **consumption patterns**:

- Coffee is consumed not only for its physical benefits but its emotional gratifications as well. The needs from coffee differ based on the occasion of consumption.
- We identified two different effects consumers look for when consuming coffee:
 - THE PULL ME UP EFFECT**
Get ready and start their day by giving them the energy and the morning kick specially before going to work (Black Coffee, Espresso etc...)
 - THE WIND ME DOWN EFFECT**
Relax after a long tiring day (Caramel, Mocha, cappuccino, Latte variants and so on...)





brandellia
—blooming brands—

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**INSIGHTS
ABOUT COFFEE
CONSUMPTION**

Gender Preferences

Sweet Variant Vanilla, Caramel, Chocolate	Strong & Traditional Coffee Arabic, Turkish, Black Coffee, Cold Brew
 	 

Men seem to be more into strong and traditional coffee types such as Arabic, Turkish and black while women are more open to try new (Sweet) variants.

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Naming Process



The Story

Hama... Aromas Crafted To Perfection

Hama coffee is an invitation to elevate your coffee experience, to remind you to slow down, take it easy, breath and refill your cup with positive natural sensations.

Coffee beans are grown as a fruit in the heights of tropical regions, called the coffee cherry. It turns into a bright, deep red when it is ripe and ready to be harvested, and today is harvest time!

Ripe coffee cherries are selectively picked as it is the customary in the elevated highlands (compared to strip-picked where all of the cherries are stripped off of the branch at one time, regardless of it ripeness level). But here only cherries at the peak of ripeness are harvested, and picked by hand. (Check with quality team). This meticulous harvest methodology is used primarily to harvest the finest coffee beans.

With the same amount of care and dedication these coffee cherries treated as nature's most delicate and valuable gems, are processed, dried, roasted, grinded, shipped overseas and brewed into the energizing cup of coffee you are holding in your hands!

Hama coffee beans preparation goes through several steps, each step is done meticulously and celebrated. **Hama coffee** is a lifestyle, not a regular cup of coffee. Our philosophy is all about truly living in the moment and enjoying one of life's simple pleasures - a quality cup of coffee.

We also see coffee as an art - something beautiful, unique and rare, and that can be cultivated to grow the best in each of us.

Hama coffee is a striking, exclusive, and rare masterpiece, carefully handcrafted by passionate experts, offering you the most delicate of sensations.

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Let's Stay In Touch

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