

Omnia Credentials 2020



Open for growth
omnia.ae

Company information

Why you should choose Omnia

Client name
Project

OMNIA™

Open for growth.

We are a strategic consultancy,
committed to putting people,
businesses and communities
on the path to growth.

We build brands and connect your business to your customers through
creativity and innovative digital communication



For over two decades,
we've been the architect of
growth behind a whole
eco-system of thriving
businesses.

16+

Years in the UAE

55

**Professionals across
creative, consulting,
and MarTech**

20+

**Transform Awards
MEA between
2015-2020**

45%

**Arabic speaking
team**

15

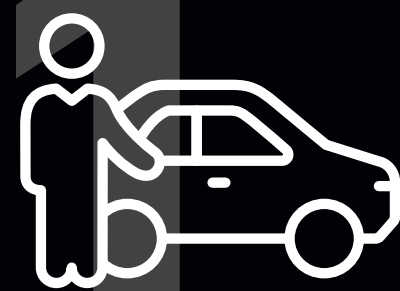
**Languages spoken
across the team**

2019

**Transform Awards MEA
Grand Prix Winners**

Whether it's achieved by evolving,
innovating or disrupting, we equip
you with the tools to move your
brand confidently into the future.

We have opened the door to possibility for our clients; giving them the support, tools and courage to grow.



Automotive



Healthcare



Financial services



Aviation



Destination



Technology



Media



Oil & gas



Sports

We build brands and connect your business to your customers through creativity and innovative digital marketing.



Client name
Project

OMNIA™

We are trusted to manage
some of the region's
biggest brands:



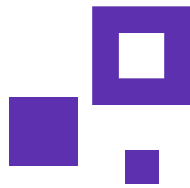
We build brands and connect your business to your customers through
creativity and innovative digital communication

What we do

We build brands and economies your business to your customers through
creativity and perspective digital marketing solution



Our Services



Omnia Consulting

Market Strategy

- Market & Industry landscape analysis
- Insight and trend reporting
- Peer analysis & competitive strategy
- Mapping business intelligence to primary research
- Product definition & differentiation

Business Strategy

- Category and business immersion
- Corporate strategy
- Portfolio strategy & design
- Operating model strategy
- M&A strategy and planning
- Marketing strategy

Martech Strategy

- Martech Planning & Consultation
- Customer strategy
- Customer analysis; User and stakeholder research
- Experience and digital transformation strategy
- CX mapping
- CMS Solution Design & Solution Architecture
- Journey mapping

Brand Strategy

- Brand diagnostics and insights
- Brand strategy development & management
- Strategic positioning
- Brand guardianship



Omnia Creative

Brand Design

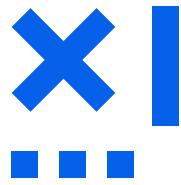
- Naming
- Brand identity development
- Brand asset development
- Brand guidelines
- Sales & marketing collateral

Experience Design

- Customer experience design
- UX & UI
- User testing
- Experience concepting
- Content strategy
- Content creation

Design & Creative Solutions

- Retained Creative Solutions
- Outsource design and creative support



Omnia Martech

Experience & Platforms

- Experiential / Context / Personalisation
- Enterprise Solutions
- Open source Solutions
- Collaborative Working Solutions
- including Microsoft projects
- Architectural Solutions
- Customer relationship planning
- & management

Data Science & Analytics

- Data analysis & data quality auditing
- Data design
- Measurement planning
- Data optimisation
- Automation & intelligence

Implementation

- Content delivery
- Integrations
- Hosting
- Training
- AB Testing



Omnia Teams

Team Outsourcing

- Product, design
- and tech teams DevOps
- QA
- Developers
- Project management
- Marketing support

We help brands get their stories straight through...

Omnia Consulting

Identifying a unique brand positioning and creating the strategic tools that will help differentiate it in the minds of stakeholders.

Discovery

Learning about the competitive landscape/existing brand perception

Portfolio architecture strategy

Optimising the interrelationships between all owned/operated brands

Positioning statement

Articulating the market space you wish to own in the minds of your stakeholders

Purpose and story

Identification and explanation of the humanly relevant reason that the brand exists

Values

Identification and explanation of the defining beliefs that will drive our brand culture and experience

Main message content

Identification and refinement of the primary brand-level messages

Identity

Defining how the brand needs to appear in order to be relevant and compelling in the market space that you wish to occupy.

Personality

Identification of the brand's personality archetype

Naming

Creation of a brand name

Tagline

Distillation of brand purpose and personality into a memorable motto

Voice

Formalising the verbal identity i.e. how the brand talks and sounds

Logo

Creation of the primary brandmark

Colour palette

Selection of the primary and secondary brand colours

Visual language

Creation of a unique graphic style synonymous with the brand

Typography

Selection of primary brand fonts

Image style

Identification of a unique image style and treatment

Templates

Identification and creation of all fundamental brand collateral templates

Guidelines

Consolidation of all strategic and identity elements into a practical guidance document

Comms

Identifying how your brand can most effectively communicate in order to own and become synonymous with the market position you desire.

Big ideas

Identification and development of the master creative concept that will act as a vehicle to deliver all brand communications

Audience needs

Define primary stakeholders, customer journey development

Channel planning

Define engagement plan (paid, owned, earned media / marketing, advertising, PR), define brand versus segmented activity, develop media and activity plan

Channel integration

Define/develop integration of communication channels, website development, landing pages, campaign sites wireframes and goal pages etc.

Relationship nurturing

Define objectives, lead flows stages, content and lead scoping

Content creation

Creation of all content, copy and materials required to fulfil your communications plan

Evaluation/KPIs

Campaign performance reviews/optimisation e.g. website metrics, channel KPIs.

NOTE: SIMILAR ACTIVITY SHOULD BE CONSIDERED FOR BOTH EXTERNAL AND INTERNAL AUDIENCES

Awards we've won

We build brands and economies your business to your customers through
creativity and perspective digital marketing solution



Best external stakeholder relations during a brand development project 2020

Gulf Today

Best visual identity from the technology, media and telecommunications sector 2020

Gulf Today

Best visual identity from the public sector 2020

Riyadh Art

Grand Prix Award 2019

The National

Best visual identity from the technology, media and telecommunications sector 2019

The National

Best brand development project to reflect changed mission, values or positioning 2019

The National

Best brand evolution 2019

The National

Best visual identity from the technology, media and telecommunications sector 2019

The National

Best brand development project to reflect changed mission, values or positioning 2019

The National

Best visual identity from the public sector 2019

Ras Al Khaimah Public Works

Highly commended visual identity from the financial services sector 2019

Emirates NBD



Just a few more

Transform MENA:

Best external stakeholder relations during a brand development project
Gulf Today, Gold

Best visual identity from the financial services sector,
Emirates RE, Gold

Best strategic/creative development of a new brand,
Mubadala Petroleum, Gold

Best visual identity from healthcare and pharmaceuticals
sector, Medeor Hospital, Silver

Best visual identity from energy and extractives sector,
Duqm refinery, Silver

Best visual identity from technology, media and telecommunications sector,
Cognit, Silver

Dubai Lynx:

Best in brand identity
Mubadala Petroleum, Bronze

Cannes Lions:

Best use of cinema
ADCB Free Banking, Shortlisted

Case studies



Media

We build brands and connect your business to your customers through creativity and innovative digital communication



The National

The National is a daily, English-language newspaper published in Abu Dhabi. Following its acquisition by International Media Investments (IMI), a subsidiary of the Abu Dhabi Media Investment Corporation (ADMIC), it underwent a complete organisational change and engaged Omnia to conduct a full rebrand initiative – a rare opportunity for any brand consultancy.



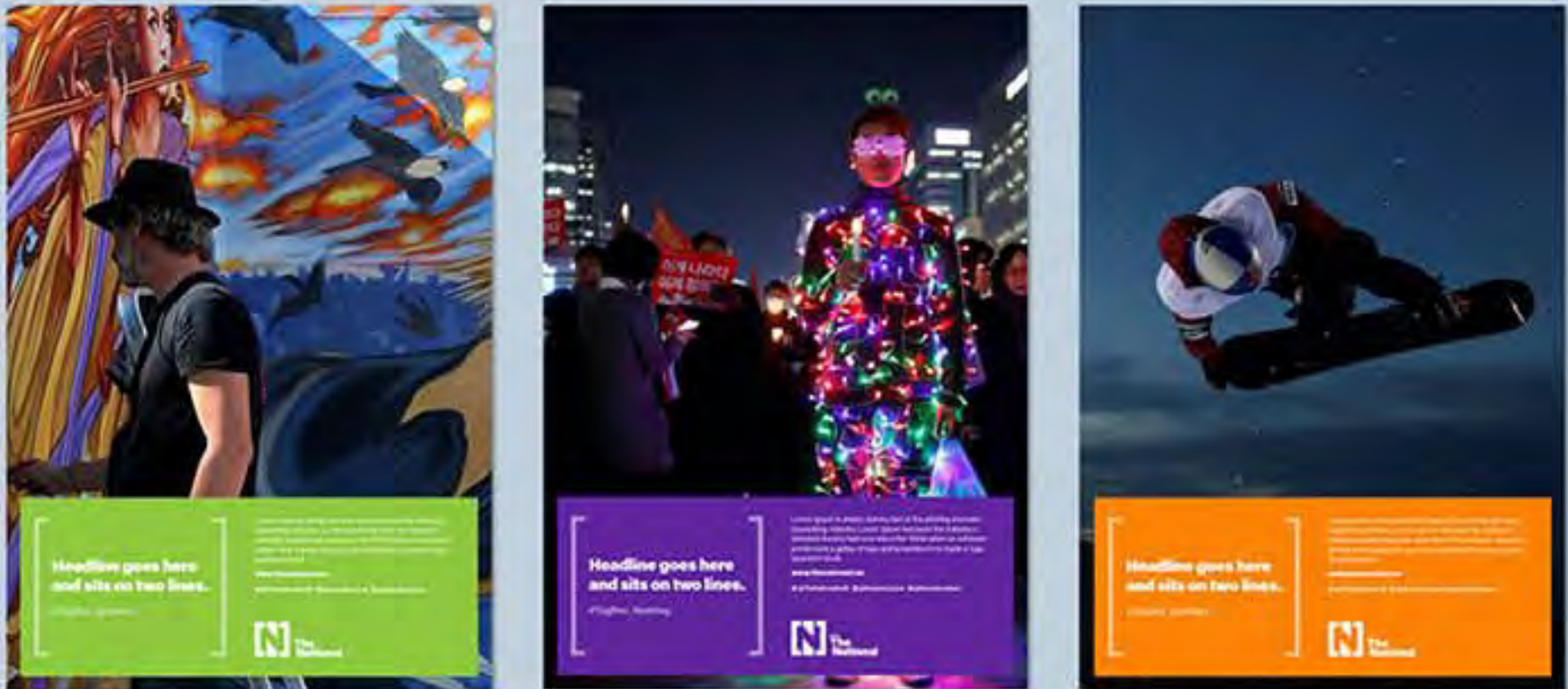
The National

The Challenge

On its launch in 2008, The National was a symbol of journalistic progression in the region, a publication created to own the regional narrative and champion national development. Almost a decade on, and it was time to bolster that agenda with a renewed sense of purpose and a fresh brand identity that was fit for the modern media landscape and aligned to its new business goals.

Our approach

- Competitive landscape review
- Internal stakeholder research
- Workshop with senior stakeholders
- Brand platform and positioning
- Identity development
- Touchpoint creation
- Guidelines



Al Ain

International Media Investments, established in Abu Dhabi Media Zone Authority, is a privately-owned investment company focused on building a portfolio of quality media assets across the globe.

NEWS
ALAIN



Al Ain

In January 2020, IMI has acquired the ownership of Al-Ain News portal (Al-Ain.com), as part of the company’s continuous efforts to expand and diversify its content for global audiences. Whether it be television, print, radio or digital, IMI believes that reliable and credible information is key to communities.

Al-Ain News, which has 1.3 million Facebook fans, more than 620,000 Instagram followers and 320,000 followers on Twitter, is available in several languages and audio, visual and digital media platforms.

The media platform covers local, Arab and international topics supported by reports, research and analysis. The site also provides special spaces for opinion articles prepared by leading writers and politicians.

Our approach

The Al-Ain brand aims to empower and inspire people of the MENA region and Arab world with an intuitive digital platform delivering world-class content from a diverse team of skilled modern journalists.



Al Roeya

Al Roeya is an Arabic only print and digital publication in the UAE; acquired by IMI to cater to the demand both nationally and regionally for a best in class, Arabic language, digital and social centric news platform.



Al Roeya

Omnia was engaged to create a new look for the brand, one that was suited for digital-first use and used contemporary Arabic typography in order to appeal to a younger demographic.

Our approach

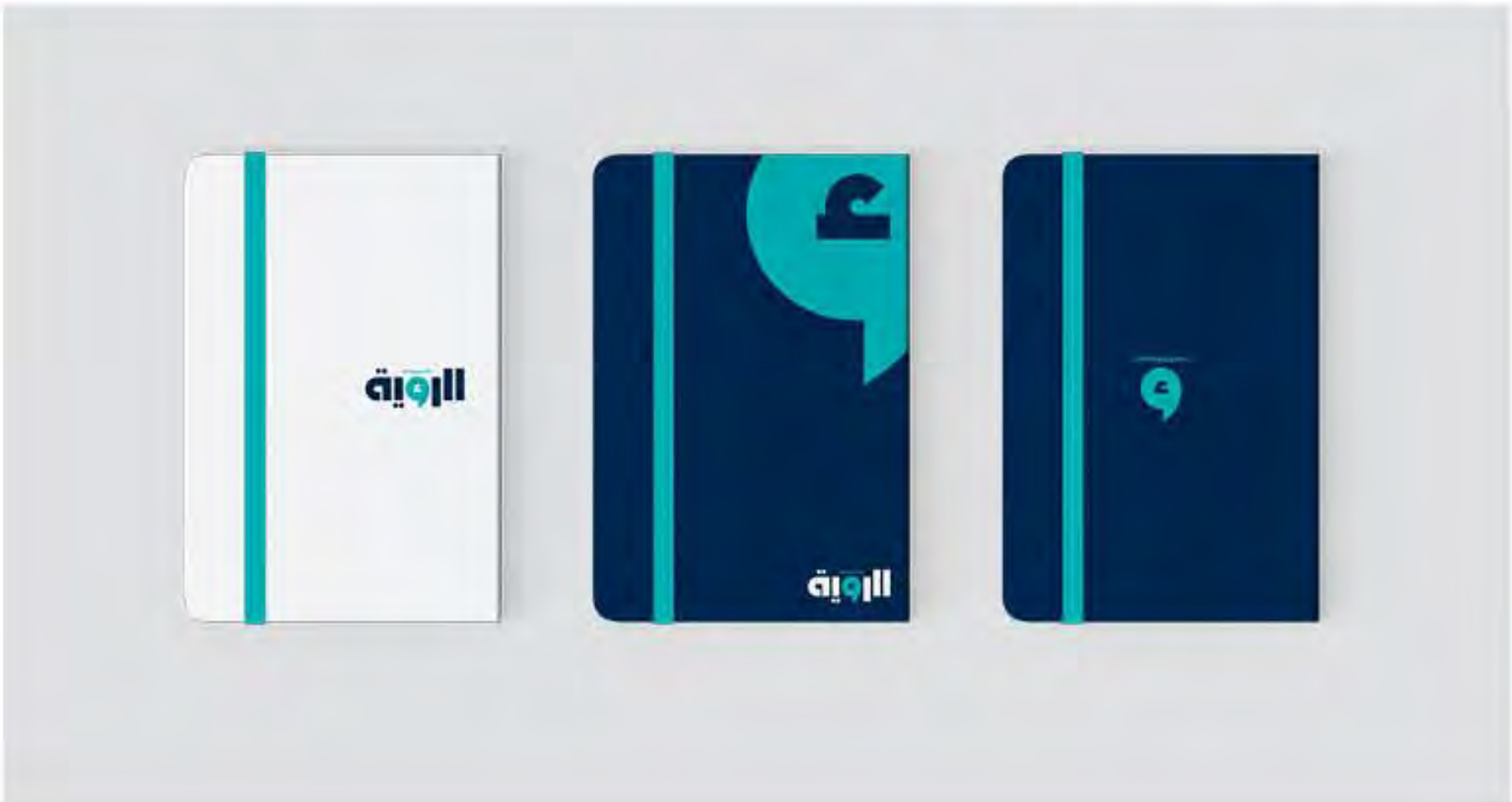
- Discovery session with key stakeholders, including research into industry trends and best practice
- Brand identity development and deployment
- Brand guidelines

Results

- A contemporary brand that engages a young Arabic readership
- A consistent, yet flexible brand identity system, adaptable both offline and online

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Gulf Today

The Gulf Today is one of the oldest newspapers in the UAE. In 2018, its owners embarked on a programme of modernisation, appointing Omnia to lead the digital transformation of the publication.

Gulf Today

Gulf Today

The project incorporated both the design and build of Gulf Today’s website, and the overhaul of the brand positioning, logo and content strategy.

The new brand and website effectively positions Gulf Today as the UAE’s leading digital-first news outlet.

The new brand identity was developed by combining a contemporary look and feel, whilst at the same time retaining the equity of the brand’s heritage.

The combination of a classic serif font and a clean sans serif, balances heritage and modernity, so that when deployed on the new website, it feels fresh, without losing the gravitas earned as one of the oldest news publications in the region.



Oil & Gas

We build brands and connect your business to your customers through
creativity and innovative digital communication



Mubadala Petroleum

Mubadala Petroleum is one of the most significant businesses within the Mubadala portfolio and the only brand to carry the Mubadala name and still have a distinctive brand identity. Omnia were engaged to develop and launch the brand strategy and brand identity.



Mubadala Petroleum

Our approach

- Stakeholder interviews with Mubadala Petroleum leadership team
- Brand workshop
- Brand strategy
- Brand identity development and deployment
- Brand engagement
- Website design and development
- Launch: Exhibition stand design

Results

- First standalone Mubadala brand to be developed carrying the Mubadala name
- High profile internal launch
- External launch at ADIPEC
- B2G focused brand facilitated communication national government level clients
- Winner Dubai Lynx 2014 and Transform Awards MENA 2014



DUQM Refinery

A strategic investment for the Government of Oman, Duqm Refinery is a major infrastructure development with geopolitical significance for the petrochemical and economic future of Oman.



DUQM Refinery

One of the highest profile new brands in Oman, the organisation is prominent across business, government and the local community.

Our approach

- Stakeholder interviews with Duqm Refinery leadership
- Brand workshop
- Brand strategy
- Brand identity development and deployment
- Comprehensive brand guidelines
- Brand engagement workshop delivered to all employees

Results

- New brand has become the cornerstone brand in the Duqm Special Economic Zone
- Duqm Refinery - recognised as an investor in the local community of Duqm and brand recognised as a catalyst for growth and development in the region
- Award winner - Transform Awards MENA 2015



ENOC

Annual Report 2019

Overview
ENOC Group is an integrated energy company with operations across various aspects of the energy sector.

Now servicing thousands of customers across 60 markets. ENOC always aims to be more. They're ambitious, growing and constantly inovating.

This Annual Review provides an overview of ENOC's financial and operational performance. It also covers key issues related to EHS, human capital and sustainability performance.

Omnia's approach to the report takes inspiration from the transformation and evolution of ENOC towards digitisation and new initiatives within the business, with a bold graphic style that can be easily adapted to the screen and create a unique interactive experience on the web, but also look great in print.



Financial Services

We build brands and connect your business to your customers through
creativity and innovative digital communication



Emirates NBD

You Make Us Better

In recent years, Emirates NBD has been doing a great deal to improve its customer experience. Our challenge was to find a sincere method of communication that could raise awareness of the improvements made, while highlighting the work that Emirates NBD continues to do.

YouMakeUsBetter#



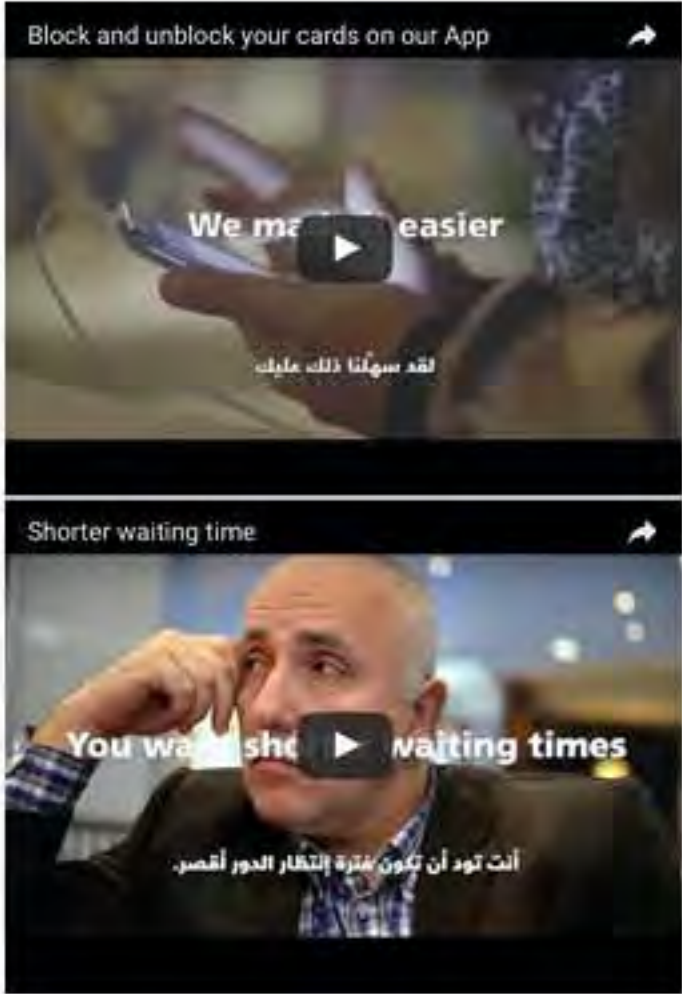
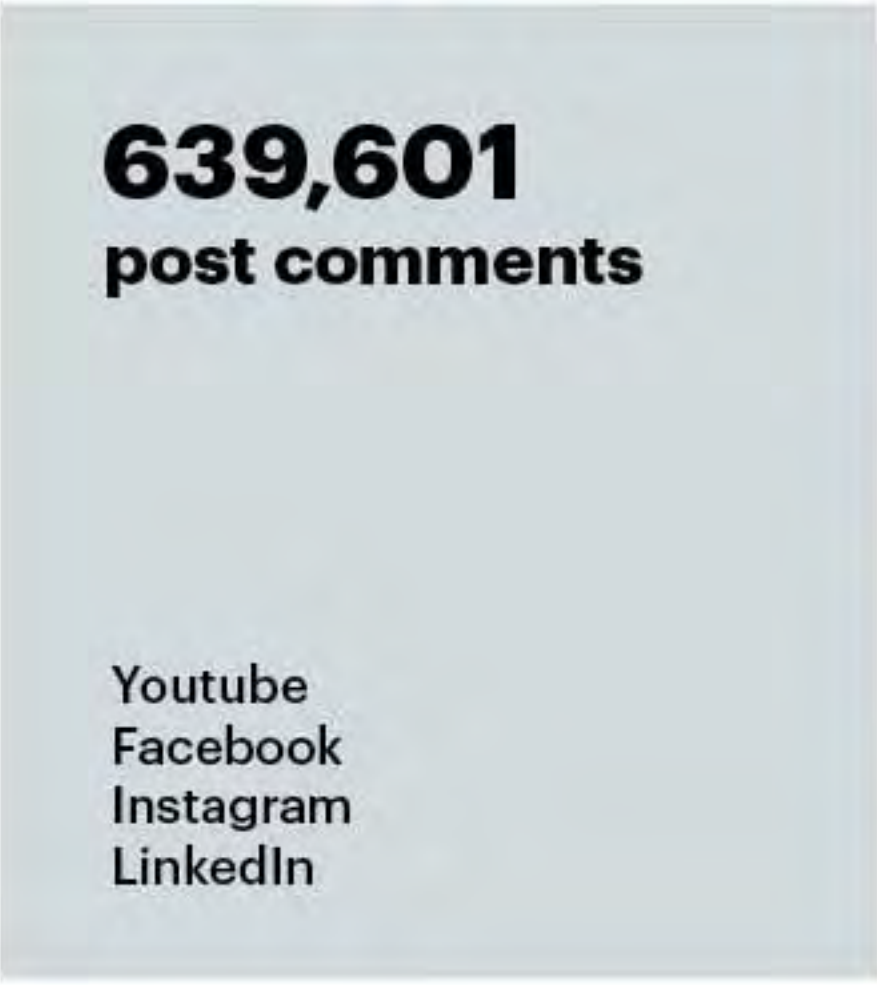
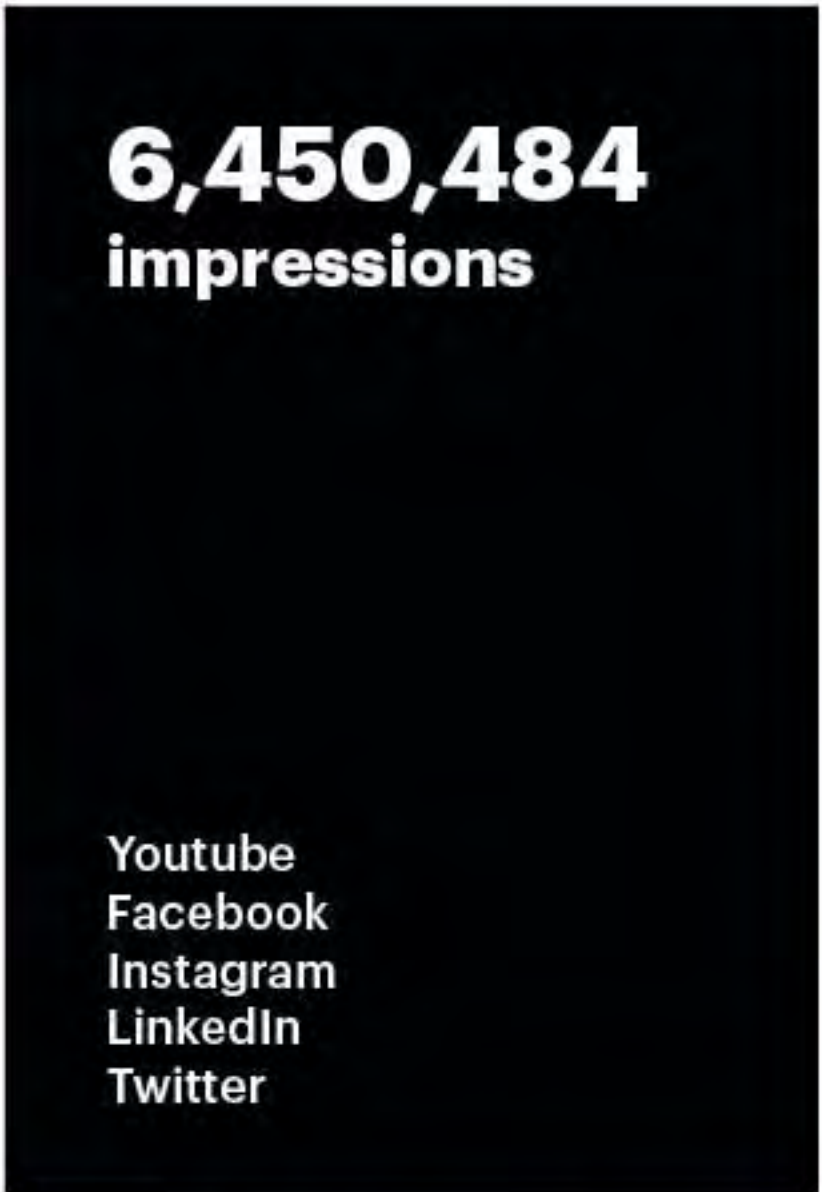
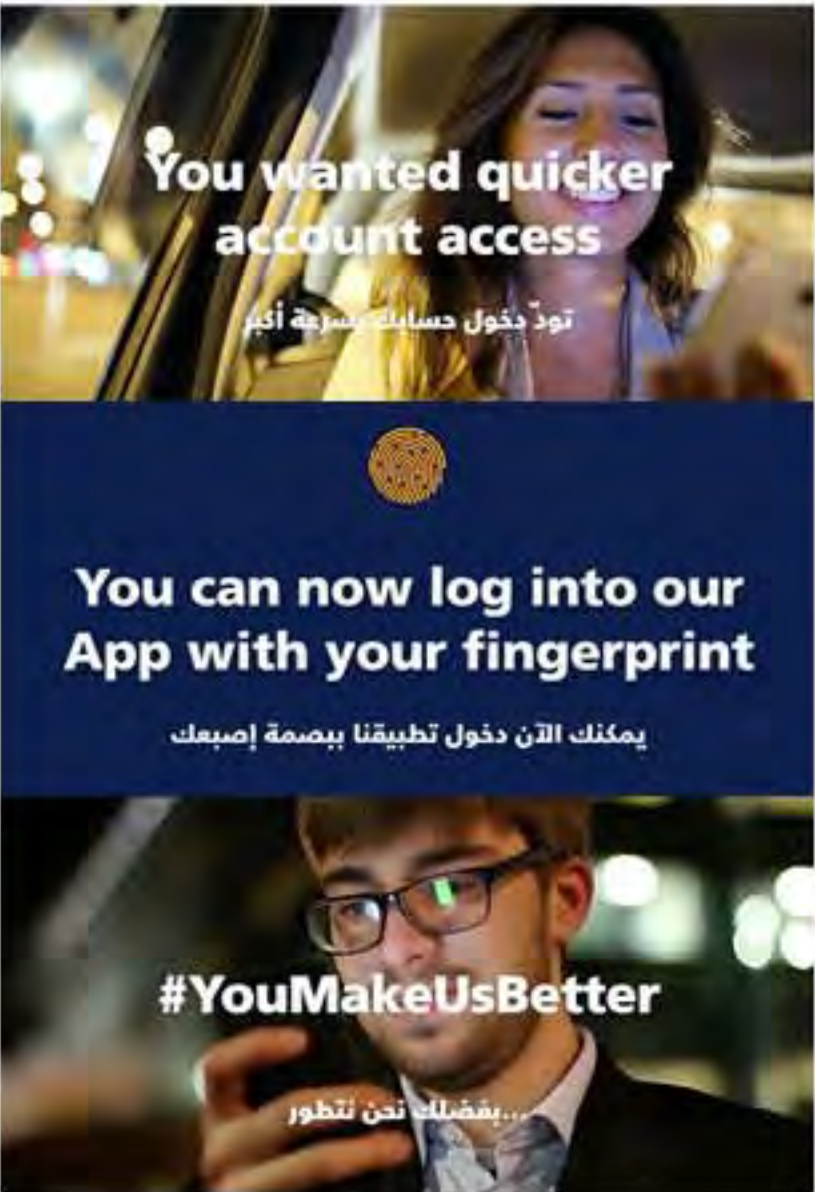
Emirates NBD

You Make Us Better

The Thinking
While thinking about how best to tell people about the advancements the brand has made, something occurred to us: companies love to indulge in their successes. We see brands talking about how proud they are of themselves all of the time, the problem is people really don't care. As customers, they'll be the judge of your performance, and they'll be happy to make it known if they disagree with your boastfulness.

Since Emirates NBD's brand purpose is fundamentally about putting its customers and communities at the centre of all it does, we have to be sure that its communications do too.

So rather than looking at this challenge as the creation a short-term campaign where we tell customers how good we think we are, we created a platform that champions the role of all stakeholders, and encourages them to play a constructive role in the brand's future.



Emirates NBD

Brand Guidelines

The challenge was to ensure we captured the new positioning of the bank whilst protecting brand equity and ensuring flexibility whilst maximising differentiation. The key brand assets explored include; colour, image style, typography, iconography, visual language and tone of voice.



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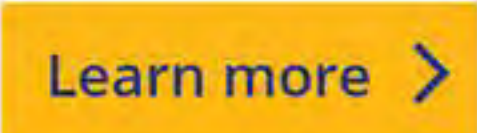
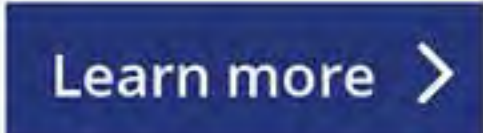
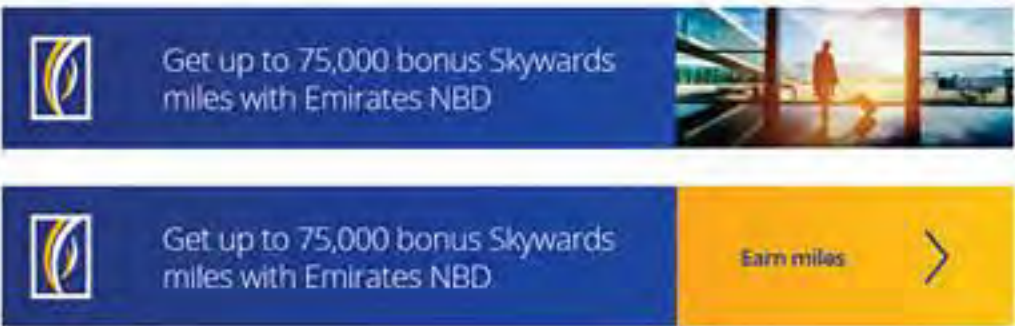
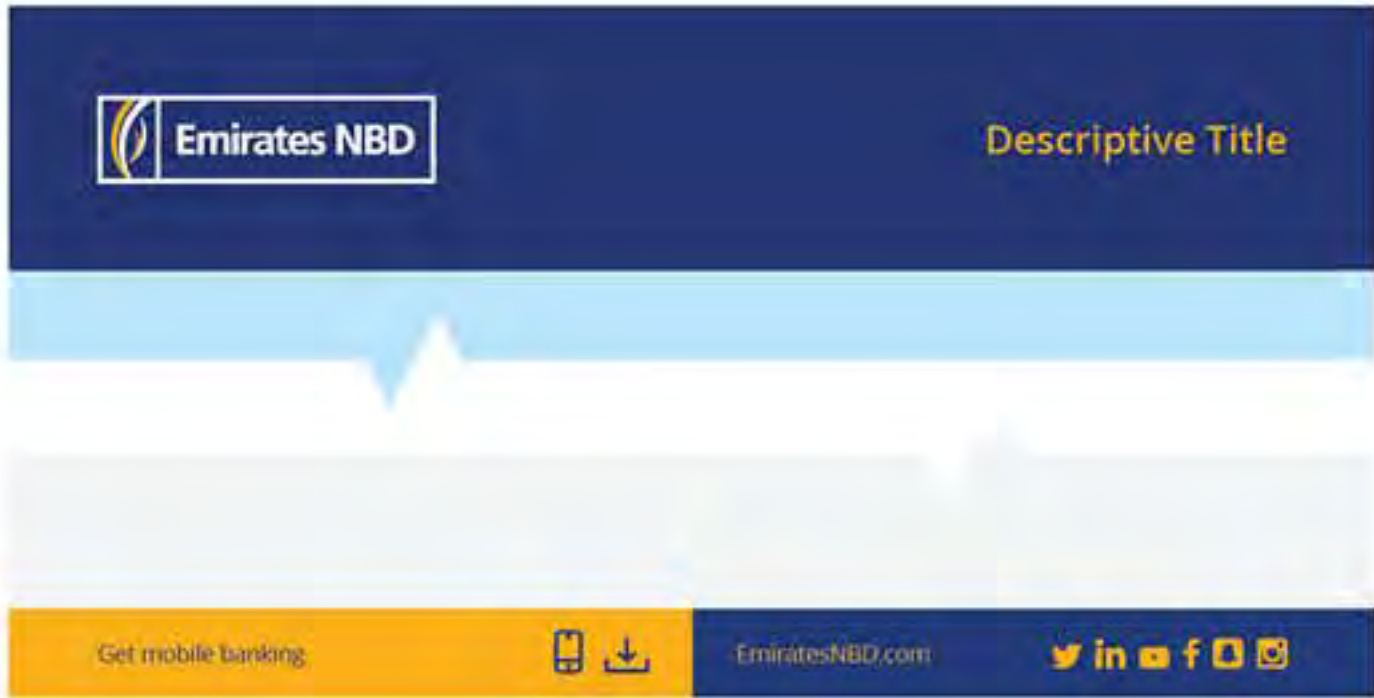
Our approach

- Strategic brand audit
- Market and environmental analysis
- Brand workshop with Emirates NBD leadership team
- Brand identity development and deployment
- Extensive brand guideline launch

Results

The evolved identity has given Emirates NBD a fresh, modern aesthetic; an identity better aligned to their innovative and customer-centric character, and more appropriate to the digital landscape that the brand more frequently operates in.

The extensive guidelines have been rolled out and stress tested across a vast range of templates both online and offline, allowing Emirates NBD to take better control of brand reproduction as they control to roll out the new look across their vast operation.



National Bank of Oman

With a rich history, the National Bank of Oman (NBO) is Oman's first local bank and has secured a position among the top 50 banks in the GCC. A brand rooted in its heritage and ambitious in its prospects, Omnia were recently engaged to support NBO in evolving the brand strategically and changing the course of all creative communications.

البنك الوطني العماني
NBO »

National Bank of Oman

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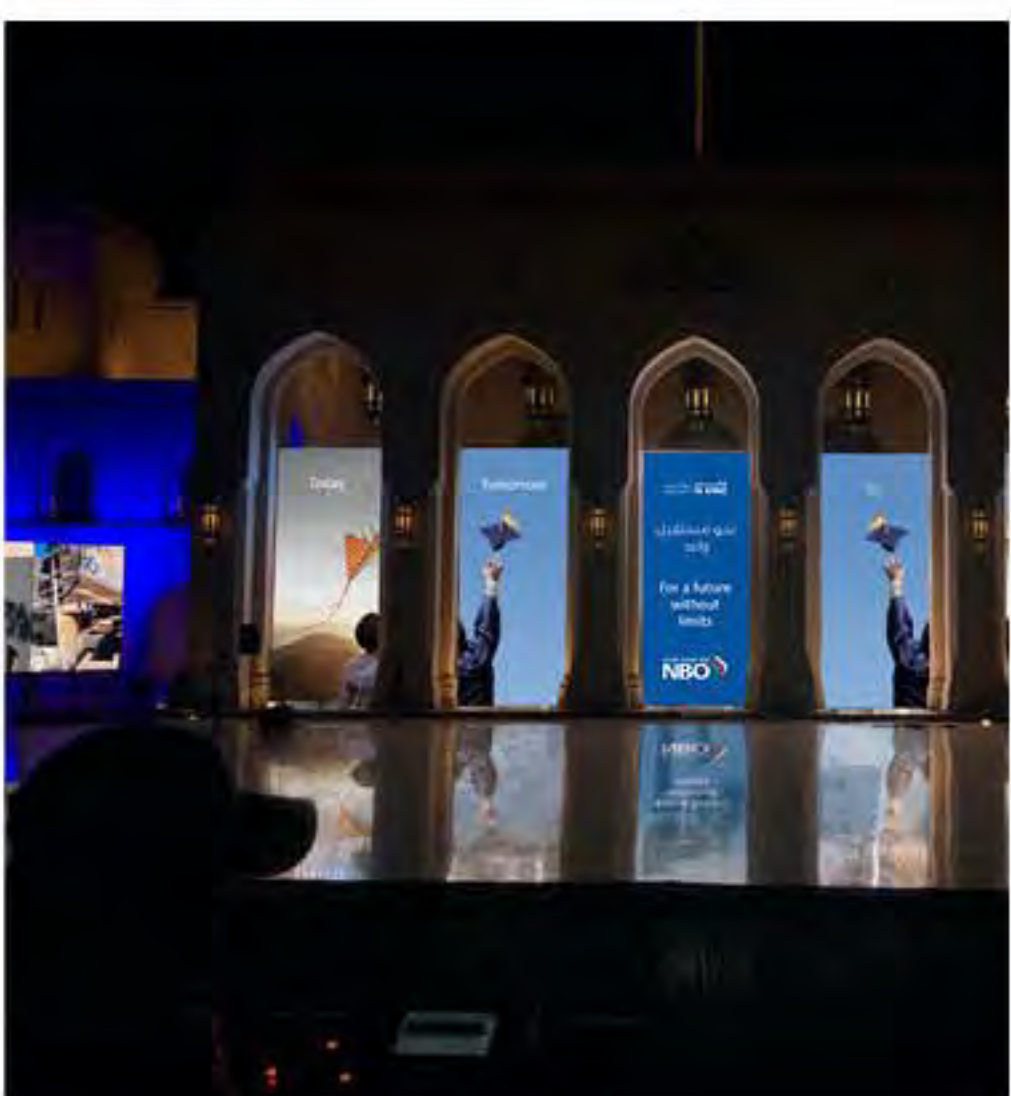
Our work stems from a strategic reevaluation of the brand DNA, conveyed through brand, and product campaigns across the entire communications spectrum including ATL and BTL executions, events and activations, and bespoke projects.

Our approach

- Strategic support for brand evolution and refresh
- Retained support for all creative communications
- Dedicated client servicing team
- Consultancy and management for media strategy, video, radio and print production

Results

- 100% refreshed approach to the design and brand communications across all brand, product and CR initiatives
- High level output
- 100% more engaging content online
- 10% increase in job volume since inception including 4 ATL campaigns and rollouts, 3 events, and 1 video



National Bank of Oman Annual Report 2018

Overview

A comprehensive summary on a company's activities 2018 giving shareholders information about the company's activities and financial performance but also a representation and reinforcement of the brand's positioning.

Omnia's aim was to provide a design solution that conveyed the consistently strong financial standing of the bank through a brand lens, while keeping the brand DNA as a guiding forge to the creative approach.

Our approach

The Power of NBO – visually representing the financial strength of NBO. With a use of dark colours, bold typography, and strong Omani motifs; like mountains and forts, the design is a visual statement of power. The combination of striking design elements with traditional aspects of Omani heritage portray NBO as a bank guided by its roots, but dynamic in its approach to the future.



Muzn Islamic Bank

Overview

Omnia were engaged by the National Bank of Oman to consult, create, develop and launch a new islamic banking window for them in Oman and Abu Dhabi.

Our approach

- Stakeholder interviews with key stakeholders
- Consumer research including recorded focus groups
- Competitor research
- Brand workshop
- Brand strategy
- Brand architecture
- Brand identity development and deployment
- Website and connectivity to internal banking software systems via API's
- Comprehensive brand guidelines
- Design guidance/consultancy on interiors
- Design guidance/consultancy on POS delivery within branches
- Design guidance/consultancy on exterior branding including ATM Machines and ATM software branding

Results

- Officially the first Islamic window launched in Oman
- A clearly articulated brand position and strategy for the Islamic banking window
- Clear retail interior/exterior branch guidelines
- A fresh and modern brand identity launched in Oman
- A brand that gained 35% marketshare within 18 months



Mubadala Investment Company

Brand Guidelines

Mubadala’s initial visual language had been developed in 2017, following the launch of its new brand identity, however after putting it into practice, it soon became apparent the graphic system felt disconnected from the new brand identity and was limiting creativity.



MUBADALA

Mubadala Investment Company

Brand Guidelines

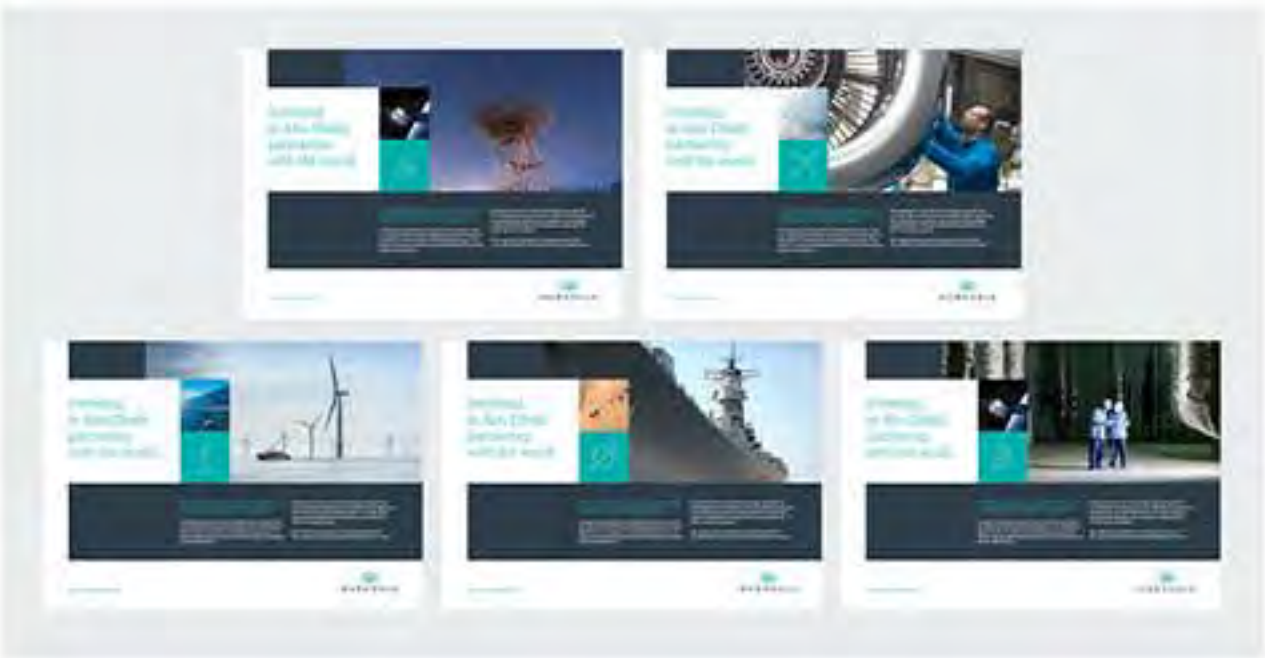
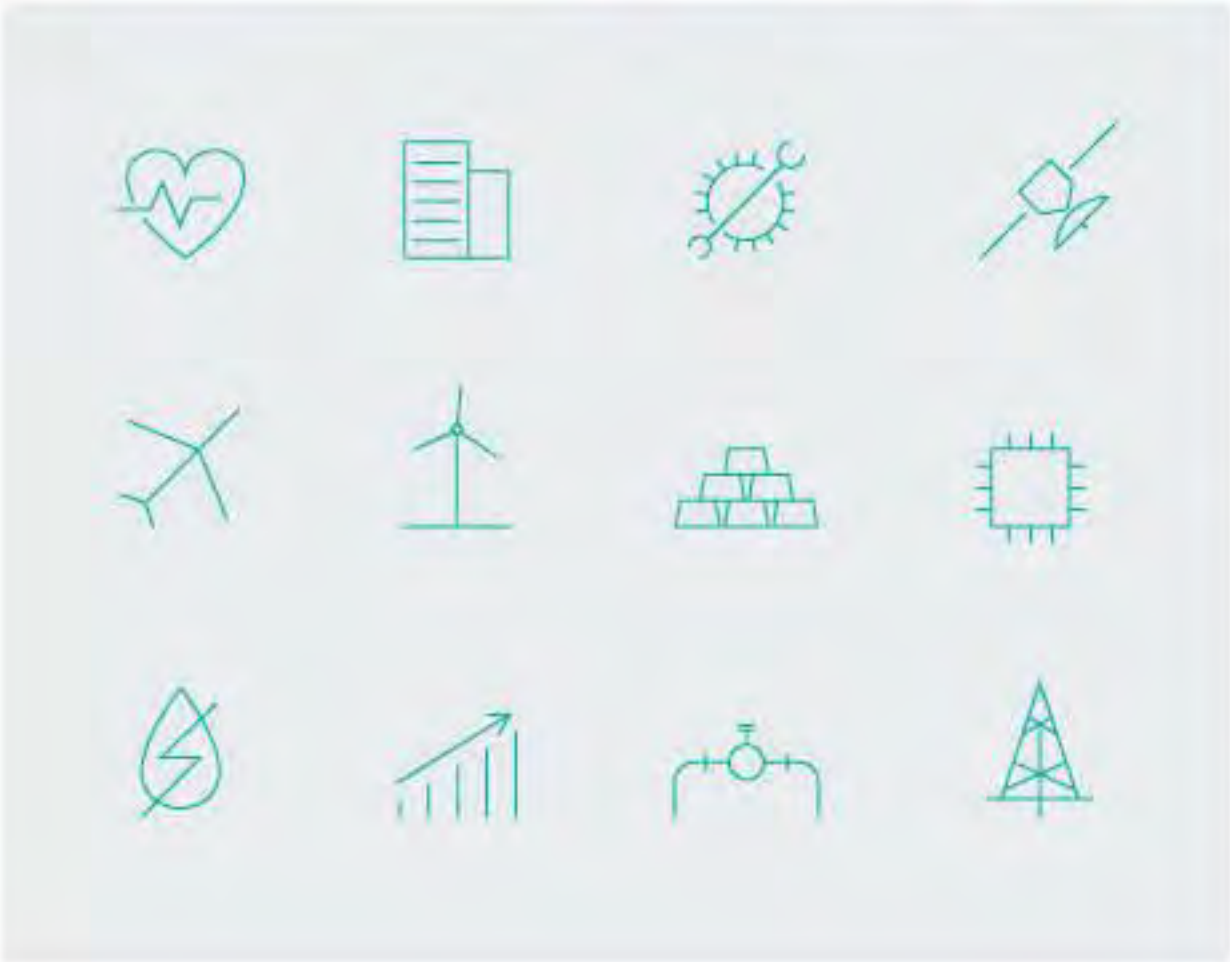
Having already supported Mubadala across multiple creative communications campaigns throughout the year, Omnia was engaged to develop and launch a refreshed visual brand language; one that reflects the progressive nature of the Mubadala business, and allows for greater flexibility in creative design.

Our approach

- Visual language development and deployment
- Brand engagement
- Deployment across both internal and external brand communications

Results

A refreshed visual design language that provides flexibility and consistency for the Mubadala brand, that can be applied to all internal and external brand communication.



Waha Captial

Overview

Waha Capital tasked Omnia to produce three high quality corporate documents in line with global best practice standards. The reports were required to provide shareholders and potential investors full disclosure of 2013, 2014 and 2015 financial results along with the corporate strategy, raise Waha's profile amongst existing shareholders and attract potential global investors.

The documents were both produced to a high standard, through the choice of a premium paper stock combined with an elegant embossed presentation case. The information was then replicated in an online version of each report.

Our approach

- Creative design of annual reports: 2013/14/15
- Print production management
- Design and development of digital versions of the reports

Results

- Modern and sophisticated design
- Reflects high standards inherent in the brand's ethos
- Consistent communication platform over three years



Aviation

We build brands and connect your business to your customers through creativity and innovative digital communication



flydubai

For four years, Omnia supported flydubai with a wide variety of creative and brand communications.



flydubai

Overview

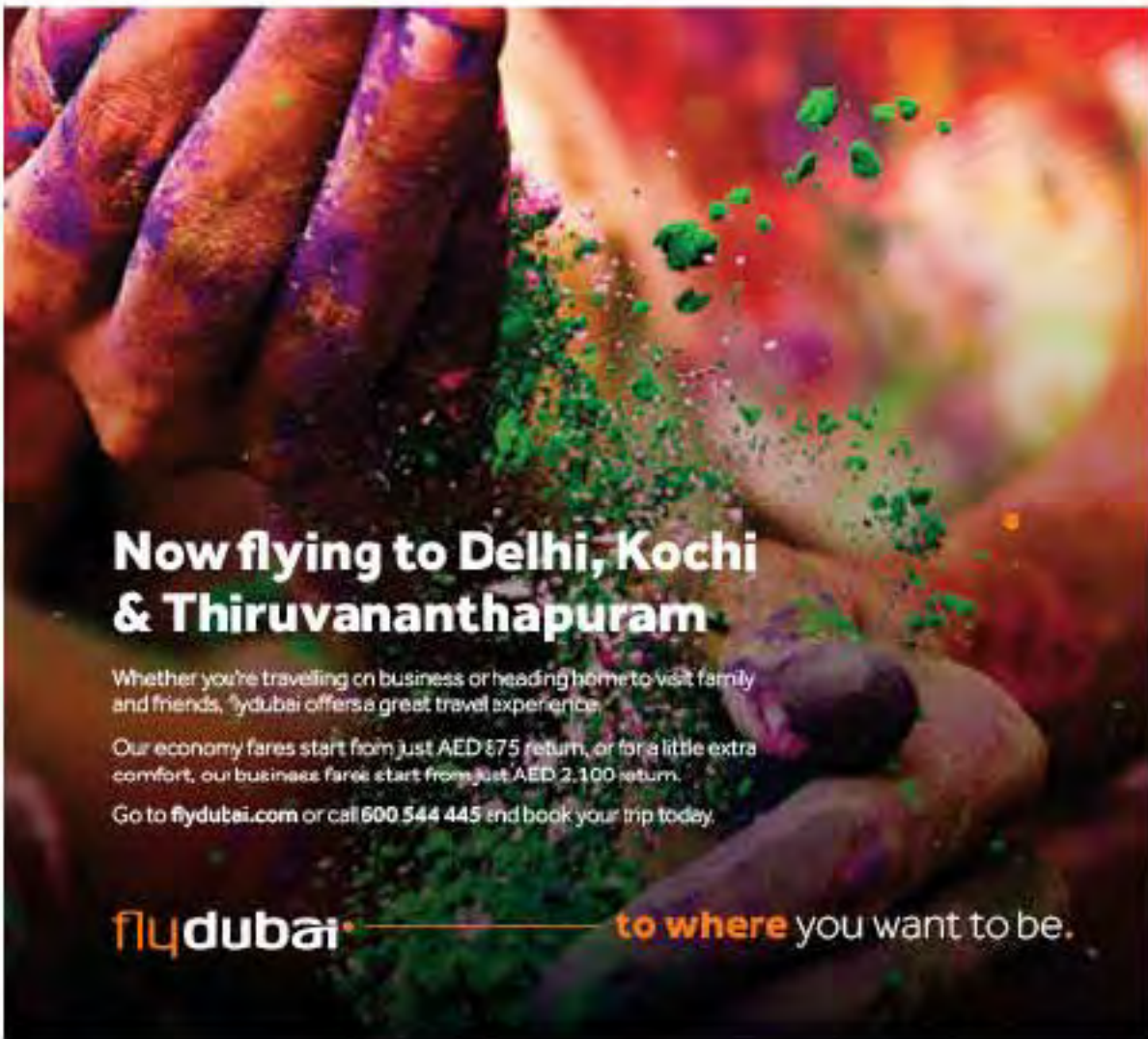
Our work has included core creative marketing materials, the development of brand guidelines, the creation of advertising campaigns for new routes and promotions, exhibition stand design, as well as bespoke photography assignments and print production management.

Our approach

- Retained support for all creative communications
- Strategic support for brand communications
- Creative communication across 17 languages
- Bespoke photography
- Print production consultancy and management
- A dedicated flydubai creative and client service team

Results

- 40+ new destinations launched
- 1000+ projects delivered over four year relationship
- 30% increase in sales via the onboard duty free catalogue
- flydubai is one of the world's fastest growing airlines



flydubai

OPEN

Overview
As flydubai’s key brand and communication partner for over 4 years, we were asked to support with the launch of a new frequent flyer rewards programme. OPEN’s straightforward rewards initiative enables passengers to earn points with as little as 1 dollar spent, so it was imperative that the key selling points were communicated clearly through the brand and promotional collateral.

- Our approach**
- Design guidance/consultancy on brand identity and web portal
 - Brand development deployment
 - Creation of launch material
 - Creative communication across three languages
 - Strategic support for brand communications
 - New image style and library developed for use on material
 - Print production consultancy and management
 - Ongoing creative communications support

- Results**
- First standalone customer-facing flydubai brand to be developed carrying the flydubai name
 - Successful launch campaign to
 - an extremely tight deadline
 - Roll-out of 30+ items in three languages



flydubai

Holidays by flydubai

Overview
As flydubai’s brand partner, Omnia was appointed to create the brand and communications material for their new sub-brand “flydubai Holidays”. Holidays by flydubai is a brand new online portal designed to make planning and booking travel easier and more affordable by giving customers the freedom of choice.

Working closely with the marketing team and the Holidays team at flydubai, Omnia developed a unique brand and a range of support material to support the launch of the brand.

- Our approach**
- Brand identity development and deployment
 - Creation of launch material
 - Creative communication across three languages
 - Strategic support for brand communications
 - Design guidance/consultancy on website
 - Design of iconographic suite for use on various touchpoints
 - New image style developed and library collated for use on material

- Results**
- Standalone customer-facing flydubai brand
 - Successful launch campaign within a short timeframe
 - Roll-out of 20+ items in three languages



Mubadala – AR&I

Overview

Omnia has worked closely with Mubadala over the past nine years on major branding projects and key business campaigns. We were appointed in November 2016 to provide ongoing creative and design support for the 19 business assets under the Aerospace, Renewables, ICT, Defense and Utilities (AR&I) Platform.

Our approach

- Retained support for 19 business asset’s creative communications for AR&I
- Deliver large and small creative briefs to a high standard
- Advertising campaign for asset verticals
- Brand naming and identity development for unique projects
- Develop high quality ideas, designs and visuals for events, campaigns, print collateral and digital comms
- Project manage assigned briefs throughout the creative process
- Dedicated AR&I retainer creative and client services team acting as an extension of the AR&I platform and asset’s marketing teams

Results

- 80+ projects delivered in a 9-month period
- Strong agency relationship with the individual business assets
- Overwhelmingly positive client feedback on creative and client services team support to the individual asset



Oman Airports

Set against the backdrop of Oman's strategic investment in its aviation infrastructure, Omnia was commissioned to develop a new brand identity for the five airports serving the Sultanate of Oman.



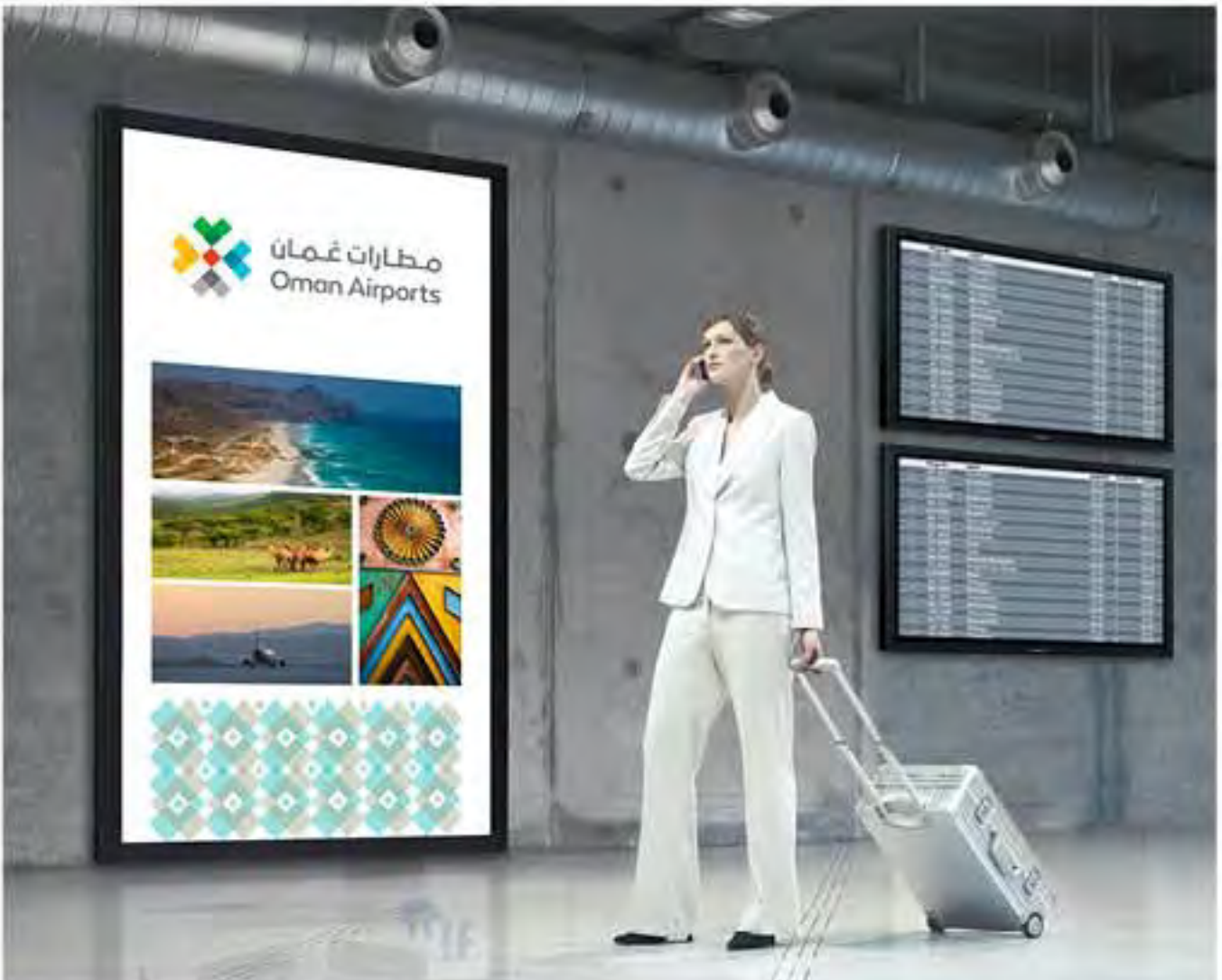
Oman Airports

Our approach

- Stakeholder interviews with Oman Airports leadership team.
- Site visits to and surveys of primary airports.
- Brand workshop with leadership, operations and communications teams.
- Development of brand platform.
- Design of new brand identity and visual language.
- Development of brand guidelines encompassing use of identity and core brand assets.

Results

- A cohesive brand strategy for the Oman Airports operating company, aligned to the strategic vision for the country.
- A new brand identity approved by His Majesty Sultan Qaboos bin Said, applied to five airports throughout Oman, including the new Muscat and Salalah international airports.



Public Sector

We build brands and connect your business to your customers through
creativity and innovative digital communication



Riyadh Art

Riyadh Art is an initiative created by the government of Saudi Arabia (KSA) that will see 1000 multi-disciplinary artworks by international and local artists implemented across the city by 2023.



RIYADH
ART

Riyadh Art

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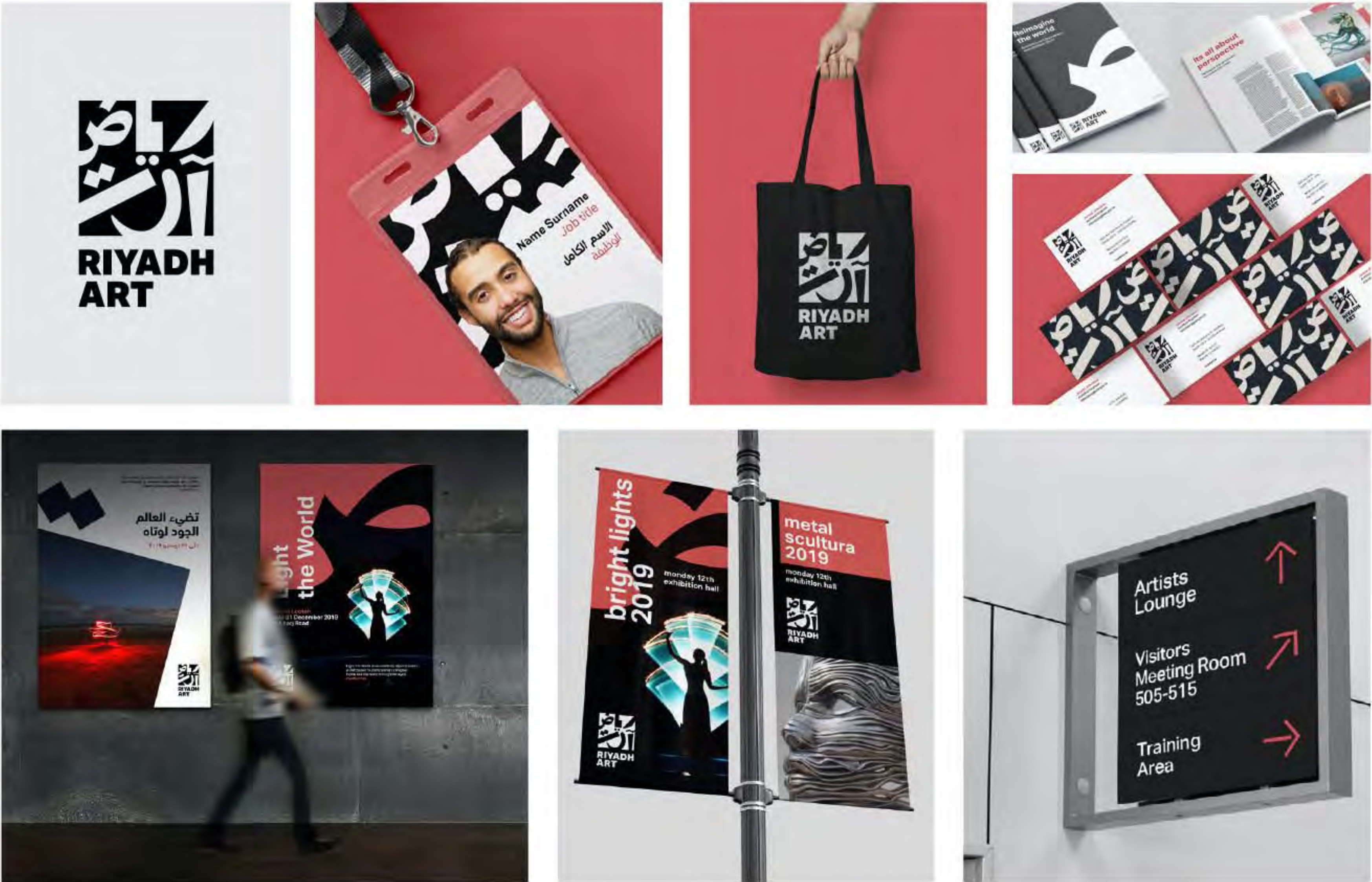
The city and country will foray into the public art domain with Riyadh Art with the aim of becoming one of the top 100 global cities. Guided by Vision 2030, the goals of the festival are as much to brighten the lives of residents as it is to deliver on the mandate of global investment and tourism.

Before developing the new identity, Omnia performed secondary research spanning the national transformation, global perceptions of the country and city, the global public art sector and the KSA government sector to gain a deep understanding of the nation (and city) sentiment, perception and the competitive landscape across both industries.

Our approach

Riyadh art’s new identity is built around the concept of ‘Vibrance’. Vibrance is a shared quality between the art industry, the culture of Riyadh and a strategic pillar within the transformation agenda in building a society the spurs happiness for its people and invites the world in.

The delicate balance between the past and the present that shape the essence of this brand are captured in Omnia’s identity for Riyadh Art – a successful interpretation and delivery on the client’s brief.



Noor Riyadh

Noor Riyadh is the first annual festival of light, art and innovation, launched by the Kingdom of Saudi Arabia (KSA) in 2020 as part of the public art movement, Riyadh Art.



NOOR RIYADH

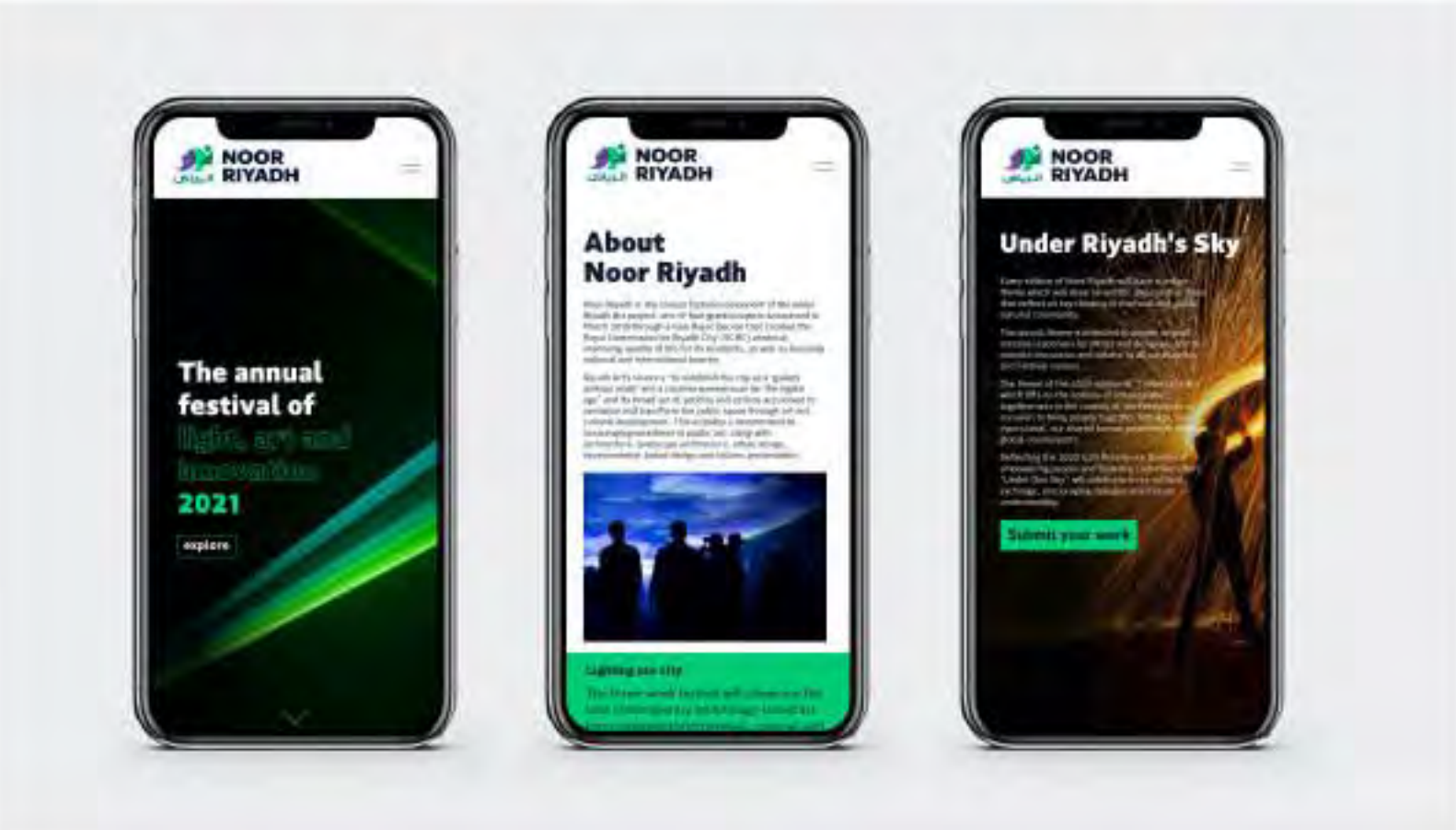
Noor Riyadh

Omnia was reengaged to develop and launch an identity that resonated with the strategic direction of the masterbrand while showcasing the unique essence of annuale that positions itself in the global art arena.

Our approach

- A brand that is born from the Riyadh Art ideology that emerges from the intersect of art, culture and transformation
- An identity that expresses contemporary heritage representative of a nation guided by its past, but committed to its future as well as the harmonisation of global and local perspective and culture
- A festival that creates a global impact in the art and cultural space

Noor Riyadh aims to build a connection with local, regional and international communities through its identity. The design system ensures consistency and recognition across all mediums creating a lasting impression in the minds of those who experience the brand in any way and form.



RAK Public Service Department

Ras Al Khaimah Public Services Department is a government organization that has been critical to daily life in the Emirate for more than 50 years. Serving more than 350,000 people, it comprises four public service agencies: Wastewater, Waste Management, Works, and Landscaping.



دائرة الخدمات العامة
Public Services Department

RAK Public Service Department

Ras Al Khaimah Public Services Department is a government organization that has been critical to daily life in the Emirate for more than 50 years. Serving more than 350,000 people, it comprises four public service agencies: Wastewater, Waste Management, Works, and Landscaping.

Our approach

- Discovery session with key stakeholders, including research into industry trends and best practice
- Brand workshop and strategy
- Brand messaging for the department and its 4 agencies
- Brand identity development and deployment
- Brand guidelines
- Touchpoints mapping
- Development of collateral items
- Brand engagement for staff
- Photography

Results

- The new brand represents a major evolution, taking it from a traditional government look and feel into far more exciting and humanly-relevant territory.
- A people-centric brand strategy, coupled with a fresh identity that clearly illustrates both its subject matter and united intent for the future, directly answered the client’s desires and objectives.



Information Technology Authority (ITA)

Overview

In addition to creating a report that disclosed the 2014 financial results to stakeholders, the document had to convey the importance of learning, knowledge and the development as part of a national strategy to develop the skills and abilities of citizens and further developing e-government services.

Overall the report was a bright, vibrant, attention grabbing piece of design. The concept was fun and playful while respecting the values of the organisation.

Our approach

- Creative design of annual report
- Print production management

Results

- A compelling report communicating financial results and operational objective
- Technical and financial information conveyed in an engaging way



Sheikh Zayed Book Award

Overview

The Sheikh Zayed Book Award commemorates the late Sheikh Zayed bin Sultan Al Nahyan, Founding President of the UAE and Ruler of Abu Dhabi. It is a prestigious literacy award for outstanding writers, intellectuals, publishers, and young literary talent, with an annual value of seven million dirhams.

Omnia worked closely with Abu Dhabi's Tourism & Culture Authority on a long term digital strategy to revamp the website and raise awareness, and to encourage new talent to participate.

Our approach

- New, simple to navigate user experience
- Improved usability
- Intuitive and dynamic architecture
- Design focused on promoting/retaining the cultural identity

Results

- Significant increase in sessions/page views on
- Large increase in visit length and pages per session
- Over 10 million impressions on Google Display Network and grade "A" publishers in the region with an extremely high CTR to the website
- Over 120K + new fans and followers acquired throughout different social media platforms with 100K+ post engagements



Destination Branding

We build brands and connect your business to your customers through
creativity and innovative digital communication



Al Noor Island

Al Noor is an island destination in the heart of Sharjah offering a unique cultural and leisure experience for each visitor. A peaceful sanctuary away from the hustle and bustle of the city, it features live art installations, a butterfly house and lush plant life. Our challenge was to create a brand that symbolises these unique experiences.

جزيرة النور
at noor island

Al Noor Island

Our approach

- Stakeholder interviews with Shurooq leadership team
- Brand workshop
- Project immersion and site visit
- Brand strategy
- Brand identity development and deployment
- Launch: Exhibition stand design and animated video

Results

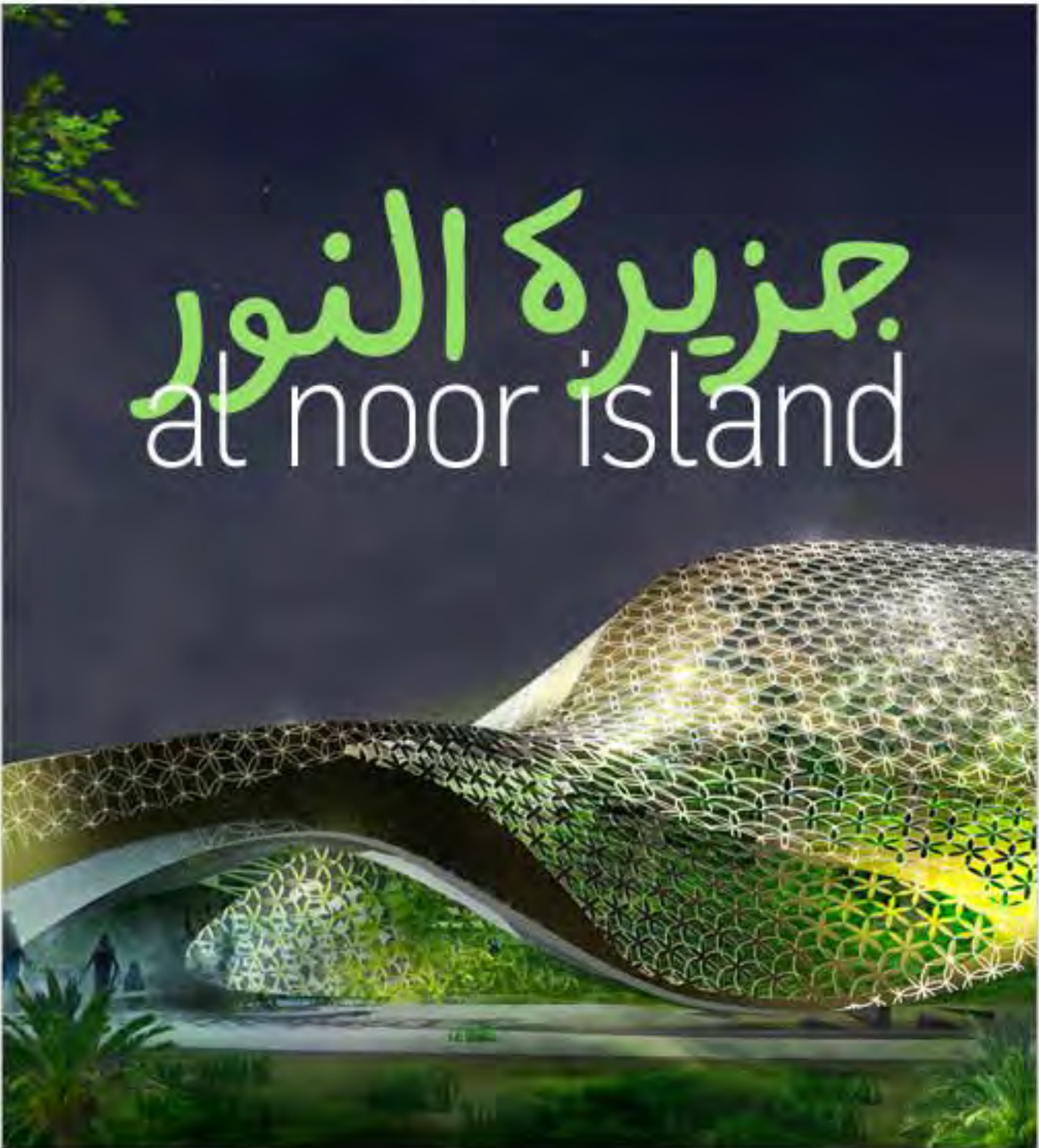
- A distinctive bilingual brand for an iconic destination in Sharjah
- Brand launch at Arabian Travel Market (exhibition stand and video)
- A high profile public inauguration in the presence of H.H. Dr. Sultan bin Mohamed Al-Qasimi

Testimonial

“From the development of the brand strategy, through to the creation and deployment of the brand identity, Omnia worked closely with us to create a fresh and flexible bilingual brand that we are all very proud of.”

Hazem Sawaf

Director of Corporate Marketing



Tawazun Industrial Park

Tawazun Industrial Park is the UAE's only specialised industrial park for the defence and security industry. Omnia was selected to develop a new brand strategy and brand identity to position Tawazun Industrial Park as the ideal location for international defence and security manufacturers.

**TAWAZUN
INDUSTRIAL
PARK**

مجمع
توازن
الصناعي

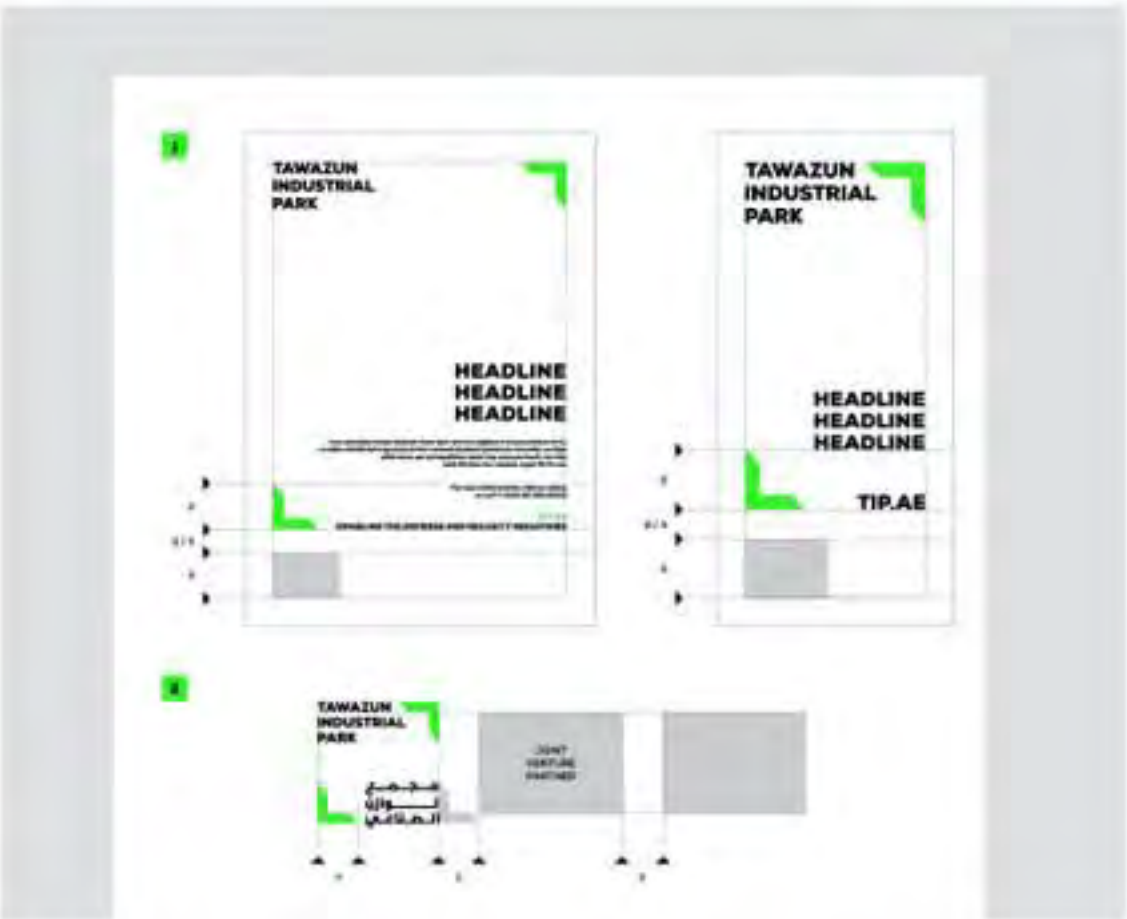
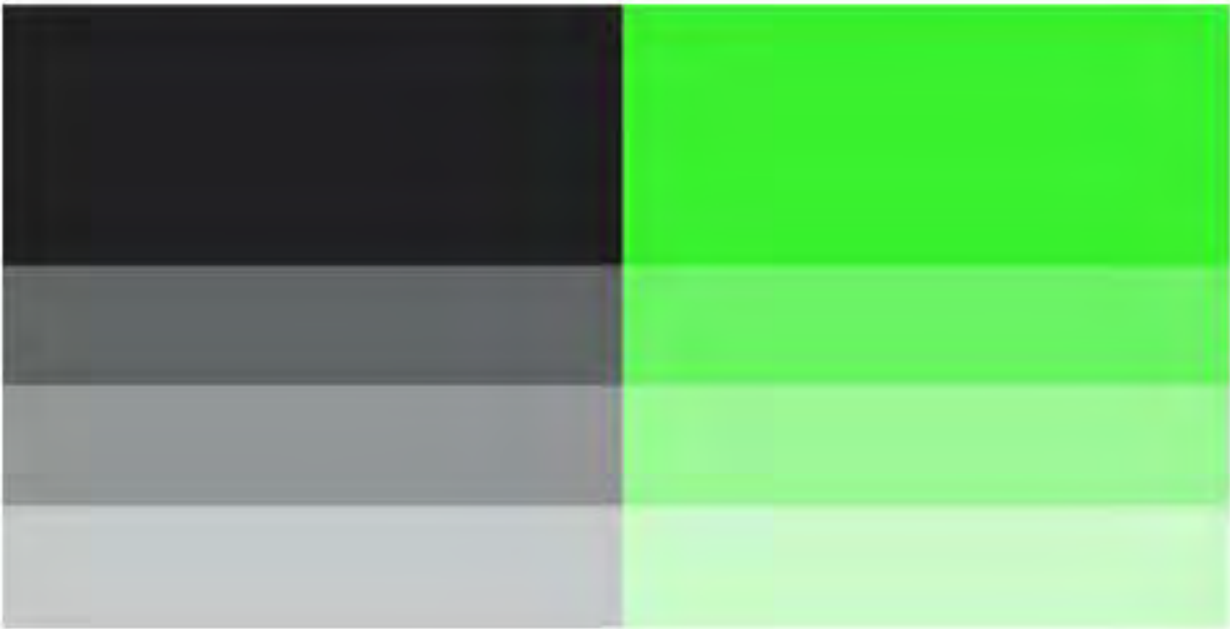
Tawazun Industrial Park

Our approach

- Stakeholder interviews with Tawazun Industrial Park leadership team and UAE Government counterparts.
- Brand workshop with leadership, operations and marketing teams.
- Development of brand platform.
- Design of new brand identity and deployment across core brand communications assets.
- Development of comprehensive brand guidelines encompassing use of identity, core brand assets, deployment in the physical environment.
- Consultancy on photography and videography.

Results

- Contemporary brand identity, clearly differentiated from the historic Tawazun brand.
- A clear and concise brand platform to facilitate greater consistency in brand and marketing communications.



TECOM

Overview
TECOM engaged Omnia as their creative agency in early 2018. Working predominantly on yearly creative campaigns, Dubai Industrial Park and Dubai Wholesale City, Omnia have brought a more strategic approach to their communications and enhanced the overall quality of creativity.

- Our approach**
- Strategic approach
 - Workshops and face-to-face briefing sessions with the business
 - Guarding brand consistency
 - Messaging creation

- Results**
- Increase in sales
 - Enhanced creative output
 - More strategic approach
 - Brand consistency

- Highlights**
- Warehouse Launch Campaign
 - Hoarding board project for Dubai Industrial Park
 - Office branding for new Dubai Industrial Park
 - Welcome Staff Kit



District 11

By Meydan

Overview
Conveniently located on a 950,000 square metre plot of land at the corner of Al Ain Road and Mohammed Bin Zayed Highway, sits a specially designed residential community for Emirates pilots and their families.

Strategically located close to transport links, and adjacent to a growing district that is destined to become the new cultural and social hub of Dubai, District 11 offers a wealth of amenities and facilities for the whole family. Sports activities, a community centre and private resident's club are just some of the leisure pursuits this neighbourhood enjoys. The 1,500 semi-detached four-bedroom villas are carefully designed to meet the airline's high standards, with large 300 square metre living spaces boasting quality fixtures and fittings.

- Our approach**
- Brand development deployment
 - Creation of launch material
 - Creative communication across two languages
 - New image style developed and library collated for use on material
 - A dedicated creative and client service team
 - Print production consultancy and management



Marasi Village

Overview

For this high-end residential development by ADNEC, Omnia was appointed to develop a brand identity, a creative platform for the launch of the development and design and produce a suite of online and offline promotional collateral.

The documents were both produced to a high standard, through the choice of a premium paper stock combined with an elegant embossed presentation case. The information was then replicated in an online version of each report.

Our approach

- Brand identity
- Creative platform development
- Content development
- High specification print production
- Website design and development

Results

- A premium brand to project the high quality of the development
- A sophisticated creative platform, aimed at a predominantly Emirati audience
- Comprehensive suite of marketing collateral designed and produced for distribution at events
- Dedicated bilingual microsite



Corporate

We build brands and connect your business to your customers through
creativity and innovative digital communication



Abdul Latif Jameel

Abdul Latif Jameel consists of a diverse range of businesses and brands, across 32 territories, from the corporate brand to wholly-owned standalone brands, and partner brands like Toyota, Lexus and Komatsu.



Abdul Latif Jameel Brand Portal

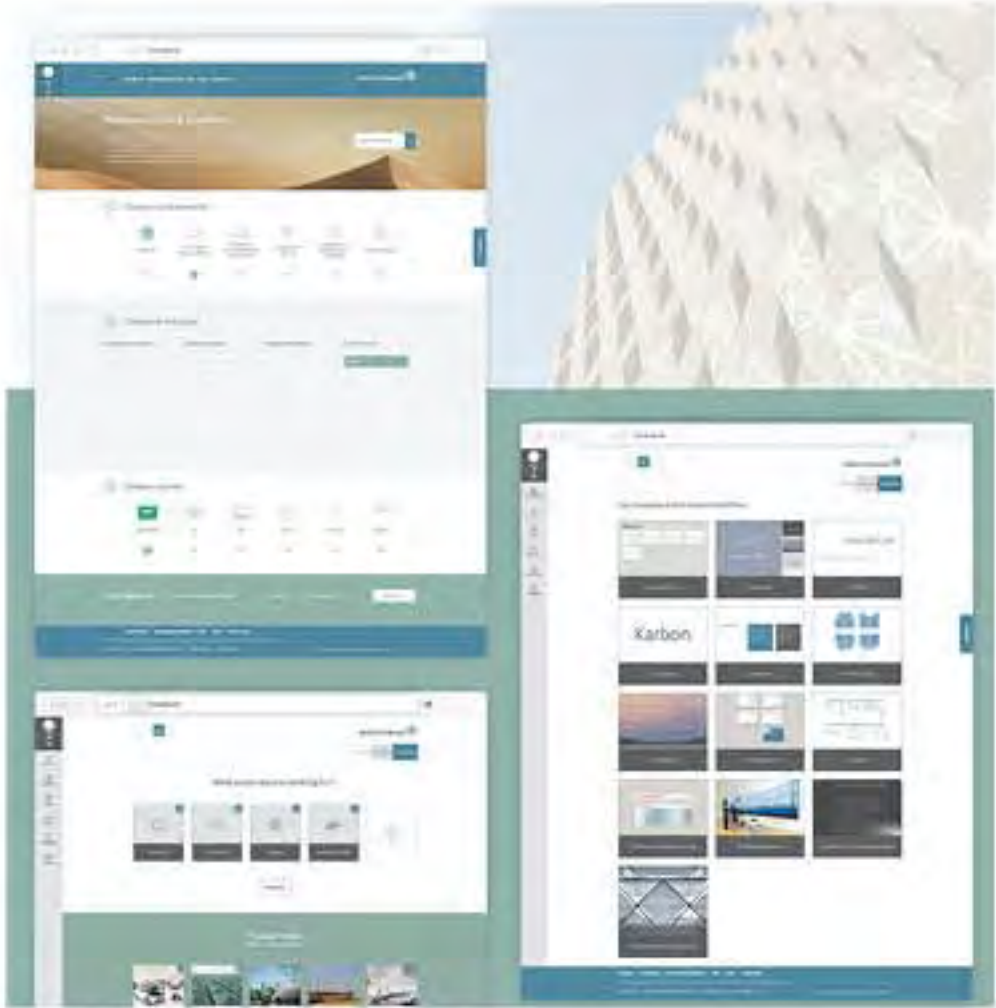
Ensuring effective brand governance is a real challenge in such a diverse organisation.

Our approach

- Enterprise level brand guideline and asset management tool
- 323 brand sites, containing over 20,000 pages of content
- Contains brand guidelines for Abdul Latif Jameel and all brands
- Accommodates assets from stationery and marketing collateral to photography and high res video.
- Server-side file compression
- Password protected with customisable user access
- Automated email notifications for updated and expired assets

Results

- A unified home for all of Abdul Latif Jameel's brand assets and guidelines
- Greater consistency in the application of the brand in remote locations
- Automated, company-wide updates of existing and new assets
- More efficient brand governance and right-first-time brand application



Abdul Latif Jameel Recruitment Campaign

Overview
Abdul Latif Jameel engaged Omnia to develop a suite of recruitment marketing materials aimed at educating potential expatriate employees of both the career opportunities and lifestyle benefits of relocating to Saudi Arabia and the United Arab Emirates.

The materials developed included a comprehensive brochure for both the UAE and KSA, as well as a website containing references and resources aimed at easing the transition to a new company in a new country.

The brochures and website also created photo and video testimonials of Abdul Latif Jameel employees telling their stories.

- Our approach**
- Creative design for recruitment portal and recruitment brochures
 - Photo and video shoots in Dubai and Jeddah
 - Content strategy and creation
 - Digital strategy – open and password protected areas of site
 - Integration with corporate website
 - Print production management of the recruitment brochures

- Results**
- Better informed candidates
 - Improved on-boarding process



Autohub

The Toyota-branded Paint and Body Works (ALJBPW) wanted to capture the middle market – a firm that would be affordable, known for quality and yet a cut above mass centres. The company expanded its service offer to a full suite of auto services with a multi-brand approach, to grow its B2B audience and attract a B2C following. The proposition warranted a shift from a portfolio brand to an endorsed brand with a new identity.



autohub®

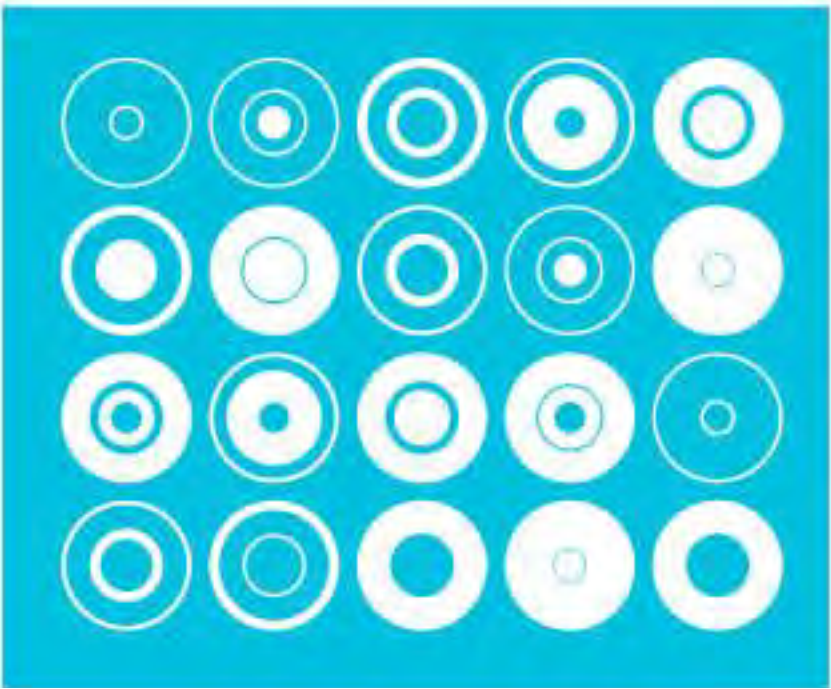
Autohub

n support of this evolution, Omnia was engaged to create a relevant, differentiated brand that would address the above objectives and stand out in a growingly competitive marketplace.

Our approach

The brand identity mirrors the strategic shift, the ideas of excellence and ease articulated and visualized across each component. The name ‘AutoHub’ was selected to clearly represent the new offer and the value added. ‘Auto’ is industry relevant and ‘hub’ signifies a central location for end to end service. The name short, memorable and was first-in-market in KSA in 2016, with potential for global expansion considering the international trajectory of the ALJ brand.

AutoHub was launched in 2017 – the result was a first-in-market offer backed by a contemporary identity rooted in sound strategy. Since its launch, AutoHub has been able to attain a leadership position as quality full service auto firm able to service a market with rapid growth. Omnia continues to be trusted partner to providing counsel on AutoHub as well as advisory and services for brand, digital and creative projects.



Redsea

Overview

A new brand from Abdul Latif Jameel Electronics, Redsea sought to build on the high regard for the Abdul Latif Jameel name in Saudi Arabia to become the leading electronics retailer both online and in-store.

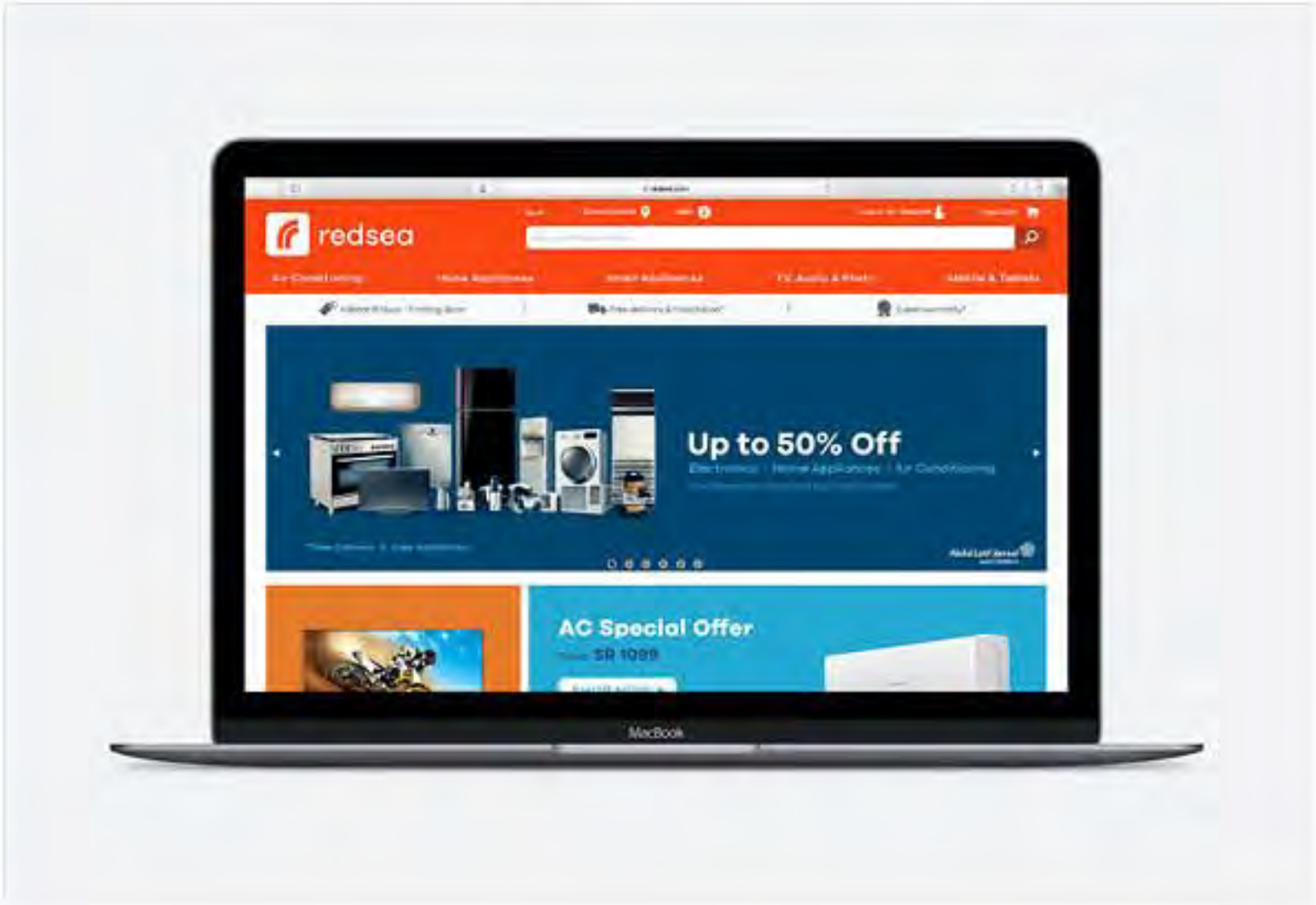
Redsea’s objective is to be known for offering premium and quality brands at value prices, whilst providing a convenient service which inspires confidence and trust.

Our approach

Omnia was commissioned to develop the brand from conception through to launch, developing everything from the brand strategy, name and identity to the website user interface and store exteriors and interiors.

Results

- Coherent brand strategy to
- determine consistent brand experience across stores
- Contemporary brand identity
- with local resonance both in
- English and Arabic
- Deployment of brand across all touchpoints
- Interior and exterior design for
- 17 stores across Saudi Arabia
- Successful brand launch
- 300% increase in traffic to website



Dora

Overview

Dora is Abdul Latif Jameel Electronics’ “own brand” product range. With the brand in need of a refresh, Omnia was engaged to create a new brand identity to reflect quality product design and engineering, sold at affordable prices.

Taking the brand’s Japanese roots as a cue, Omnia created an identity that reflected its heritage, but with a contemporary feel, positioned to better compete with international electronics brands.

The Challenge

- Brand identity development
- Brand collateral development
- Marketing collateral development
- In-store merchandise design
- Packaging design
- Brand guidelines development

Results

- A contemporary brand reflecting quality Japanese manufacturing
- A comprehensive suite of brand and marketing collateral
- Detailed brand guidelines to ensure consistent retail promotions



Toyota

Land Cruiser Launch

Overview

Toyota is one of the leading and most influential automotive brands in Saudi Arabia. In 2015, they appointed Omnia as the digital agency for the activation and implementation of the Toyota Land Cruiser 2016 campaign launch in Saudi Arabia.

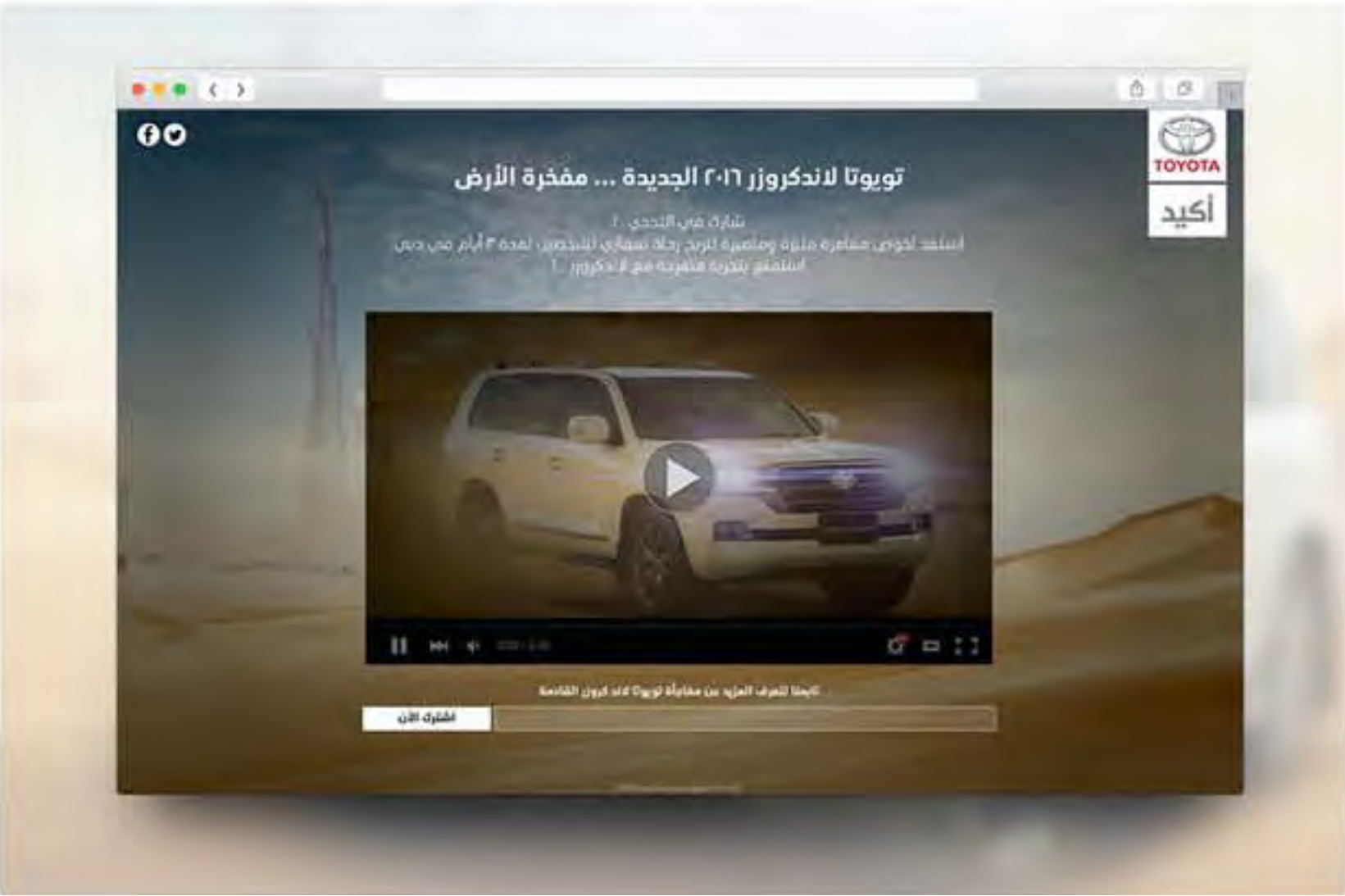
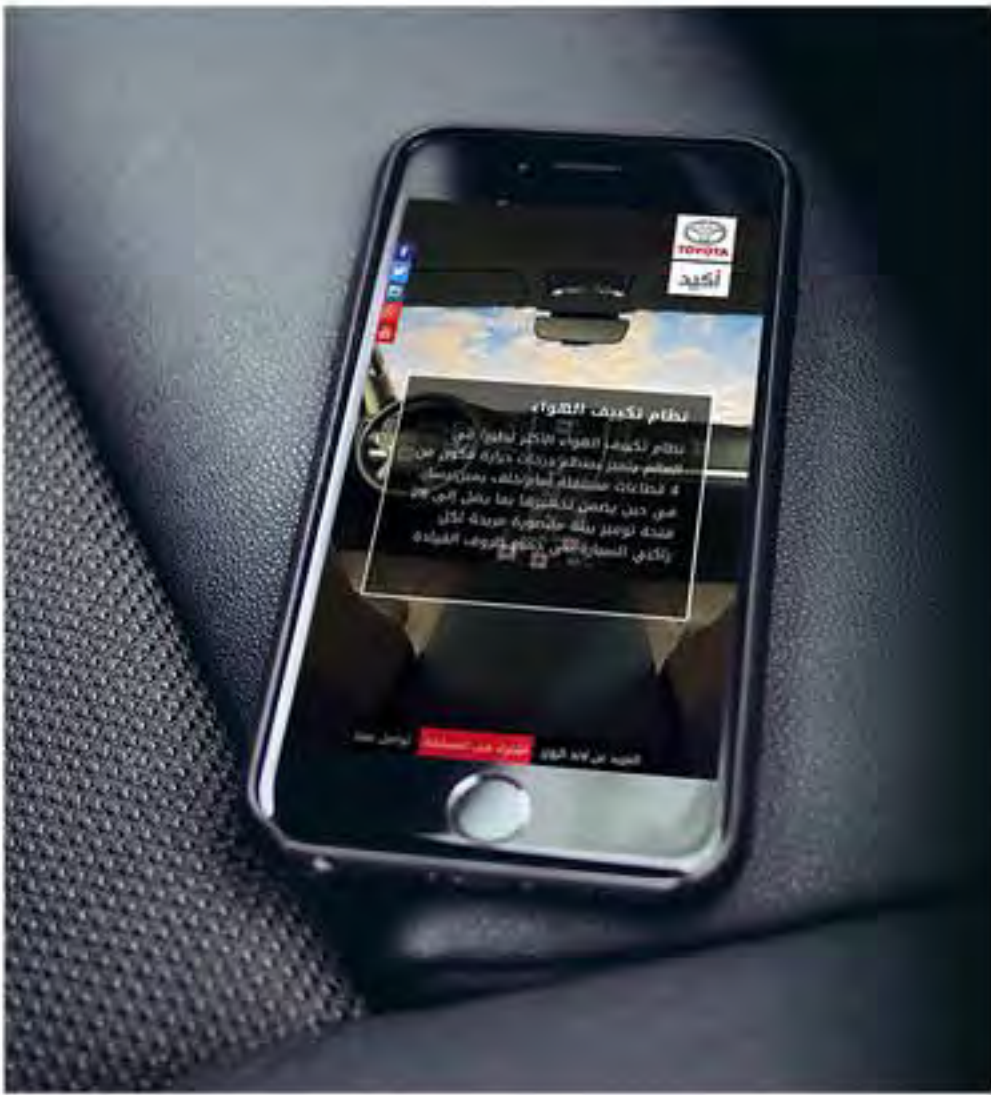
Omnia’s challenge was to maintain Toyota’s market dominance by strategically launching car campaigns throughout the year that engaged with the Saudi audience, resulting in more sales.

Our approach

- Omnia created a landing page for the campaign to tease fans about Land Cruiser 2016 features and the upcoming competition.
- The landing page was used to collect e-mails to power the campaign launch phase
- A CGI demo video was developed to enhance the site, along with complex 3D simulations and set extensions
- A virtual 360° tour of the new Land Cruiser model was also developed for the site

Results

- 4,972 people played the game
- 1,800,000 video views on YouTube
- 74,600 website visits
- 58,300 unique visitors
- 32,200,000 digital advertising campaign impressions



Toyota Camry Launch

Overview

In 2015, Toyota appointed Omnia as the digital agency for the activation and implementation of the Toyota Camry 2015 campaign launch in Saudi Arabia.

Omnia’s challenge was to maintain Toyota’s market dominance by strategically launching car campaigns throughout the year that engaged with the Saudi audience, resulting in more sales.

Our approach

- The digital campaign consisted of three phases: pre-launch, launch and post launch
- Microsites were developed with a countdown counter to the Camry launch and promoting the teaser Video campaign
- Omnia developed a 15-level fully interactive game
- Full social media community management on social platforms moderating users engagement, answering commercial enquiries and driving sales to the main Toyota Saudi Arabia website
- Omnia produced teaser / revealer promotional videos

Results

- 1,000,000 views for the videos on YouTube
- The microsite domain organically trended on Google Saudi Arabia
- 330,788 unique users
- More than 16,000 games completed
- 10,000+ newsletter subscriptions
- 10,000,000 impressions from GDN



Abdul Latif Jameel Football League

Overview

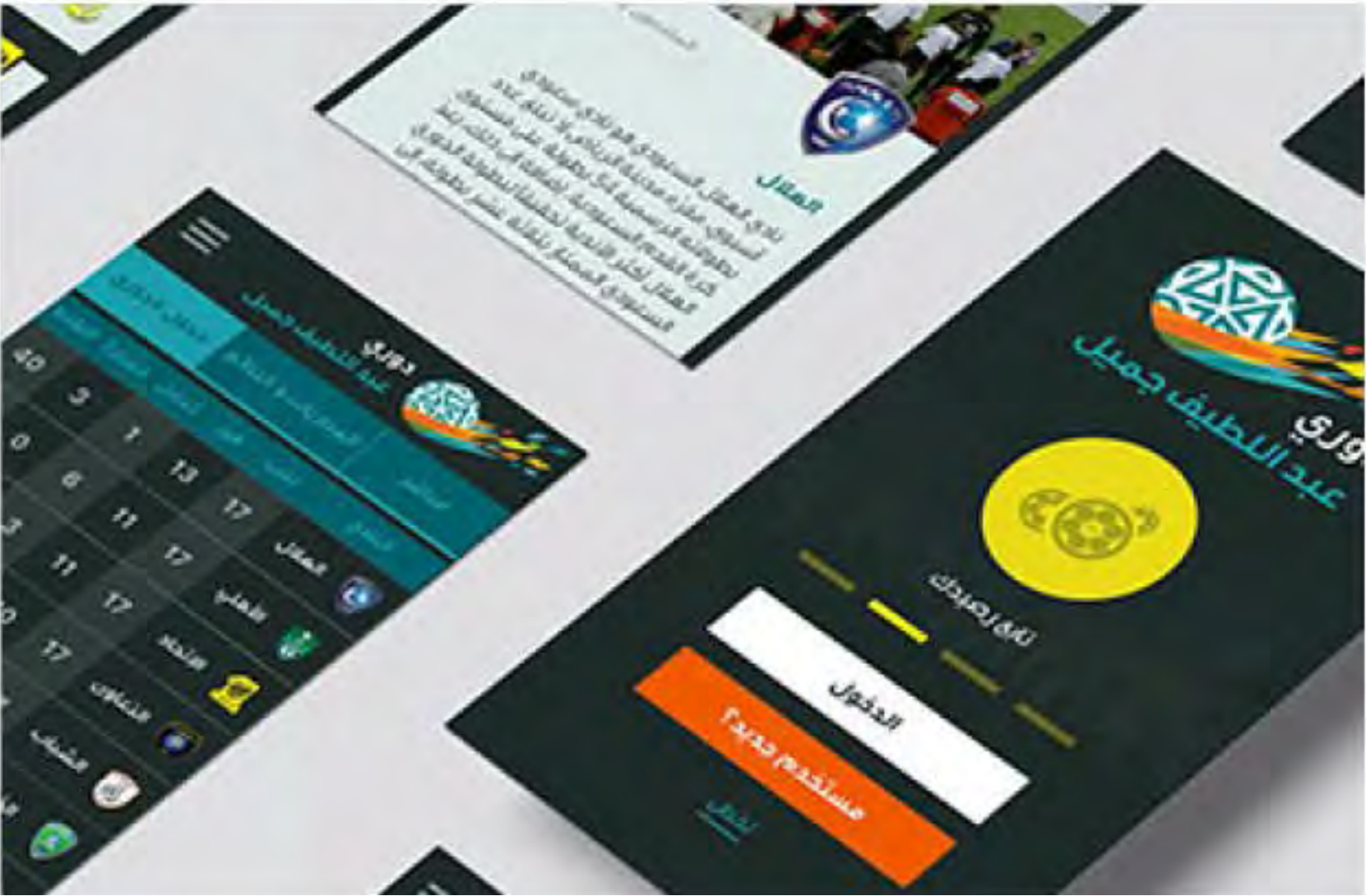
The challenge was to develop a football fan-site from scratch for Abdul Latif Jameel - the sponsor of the Saudi Pro Football League in under six weeks. The design approach was vibrant and engaging, and quickly attracted a large following.

Our approach

We took user engagement to a whole new level through gamification, with all campaigns created to support one main objective: earning fan credits. The more the user interacts with the content online, the more they gain fan credits that they can redeem on the site for prizes.

Results

- The digital channels for ALJ League have been mentioned globally on social media by international digital sporting brands such as FIFA, NIKE and EUROSPORT
- Effective measure ranked aljleague.com in 2015 as a the second sports website in Saudi Arabia
- Database acquired of 250,000+ registered users
- Over 2,200,000 social media followers on Facebook, Twitter, Instagram, YouTube, Google+
- Over 100,000,000 gamification fan credits earned through fans redeemed valuable prizes from the sponsor of the league



Meydan

Dubai World Cup

Omnia has worked closely with Meydan over three years to support with all creative and brand communications for its equine, corporate and real estate projects.



meydan

Meydan

Dubai World Cup

Our approach

- Retained support for all creative communications
- Advertising campaigns for equine events, racing season and Dubai World Cup
- Brand identity development for real estate projects
- Brand naming
- Website development for Dubai World Cup
- Social media strategy and community management – for Meydan One launch
- Dedicated Meydan creative and client service team

Results

- 600+ projects delivered over a three year relationship
- Increased ticket sales for events throughout the racing season
- Three new real estate brands launched

Two month social media campaign delivered:

- Facebook: 12,700 Fans
- Overall Reach: 1,630,033
- Overall Engagement: 42,390
- Twitter: Impressions: 7,300
- Overall Growth: 66 Followers
- Instagram: Overall Growth: 786 Followers
- Overall Engagement: 37,445
- Youtube: 15,000 Views



CBG

Overview

CBG is a new multidivisional enterprise,servicing multiple sectors including aerospace, rail, oil, gas and petrochemicals. A locally based company, it aims to champion commercial industrial and social development by becoming the standard bearer for sustainable growth in industry and commerce.

Our approach

- Stakeholder interviews
- Brand workshop
- Brand strategy
- Brand identity development and deployment
- Comprehensive brand guidelines
- Corporate website design and build
- Exhibition stand design and project management



Sara Group

Sara Group is a distributor and retailer specialising in ceramic bathroom products and solutions, building materials and tableware.



Sara Group

The challenge

In 2016, Sara determined that its existing identity no longer supported its future business plan, nor was it aligned to its desired brand perceptions. In contrast to some of its dynamic, stylish peers, its identity wasn't reflective of a company offering modern, high-end ceramics.

An iconic industry brand, particularly in the UAE where it enjoys a prime location on Dubai's Sheikh Zayed Road, Sara commissioned Omnia to conduct a rebrand process that would revolutionise its market image.

Our approach

- Competitive landscape review
- Internal and external stakeholder research
- Workshop with senior stakeholders
- Portfolio architecture
- Brand platform and positioning
- Identity development
- Guidelines

Results

To support the brand's relaunch, Omnia created a suite of launch materials and touchpoints for all channels, and worked with Sara and its suppliers to ensure everything from its website to its showrooms were refreshed in accordance with the new guidelines.



Keita

Keita is a catering business focused on delivering high quality food, using the best and freshest ingredients.



Keita

Overview

Omnia was engaged to help the business articulate its offer, embed the brand’s values throughout the business and develop a new brand identity.

Our approach

- Stakeholder interviews
- Brand workshop
- Brand strategy
- Brand naming
- Brand identity development and deployment
- Touchpoint mapping
- Comprehensive brand guidelines
- Design guidance/consultancy on interiors, wayfinding and uniforms
- Brand engagement workshop delivered to 50+ employees

Results

- A brand consistent with the five-star quality of Keita’s product
- Thorough internal brand engagement programme
- Keita has now expanded to cater
- to two new hospitals, one of the highest profile schools in Dubai and numerous private functions
- Winner 2015 Transform MENA brand awards

Testimonial

“Omnia brought a high level of strategic thinking and confidence to the re-branding process, which really helped ensure we never lost track of where the brand needed to get to.”

Nushika Azeez

Assistant Marketing Director



Cognit

Cognit was founded to apply IBM's Watson computing capabilities to local industries and to support a regional ecosystem of entrepreneurs, app developers and startups creating Watson apps and services throughout MENA.



cognit

A Mubadala and IBM Watson Company

Cognit

Our approach

- Stakeholder interviews with Mubadala leadership team and IBM
- Immersion session
- Brand identity development and deployment
- Creation of comprehensive brand guidelines

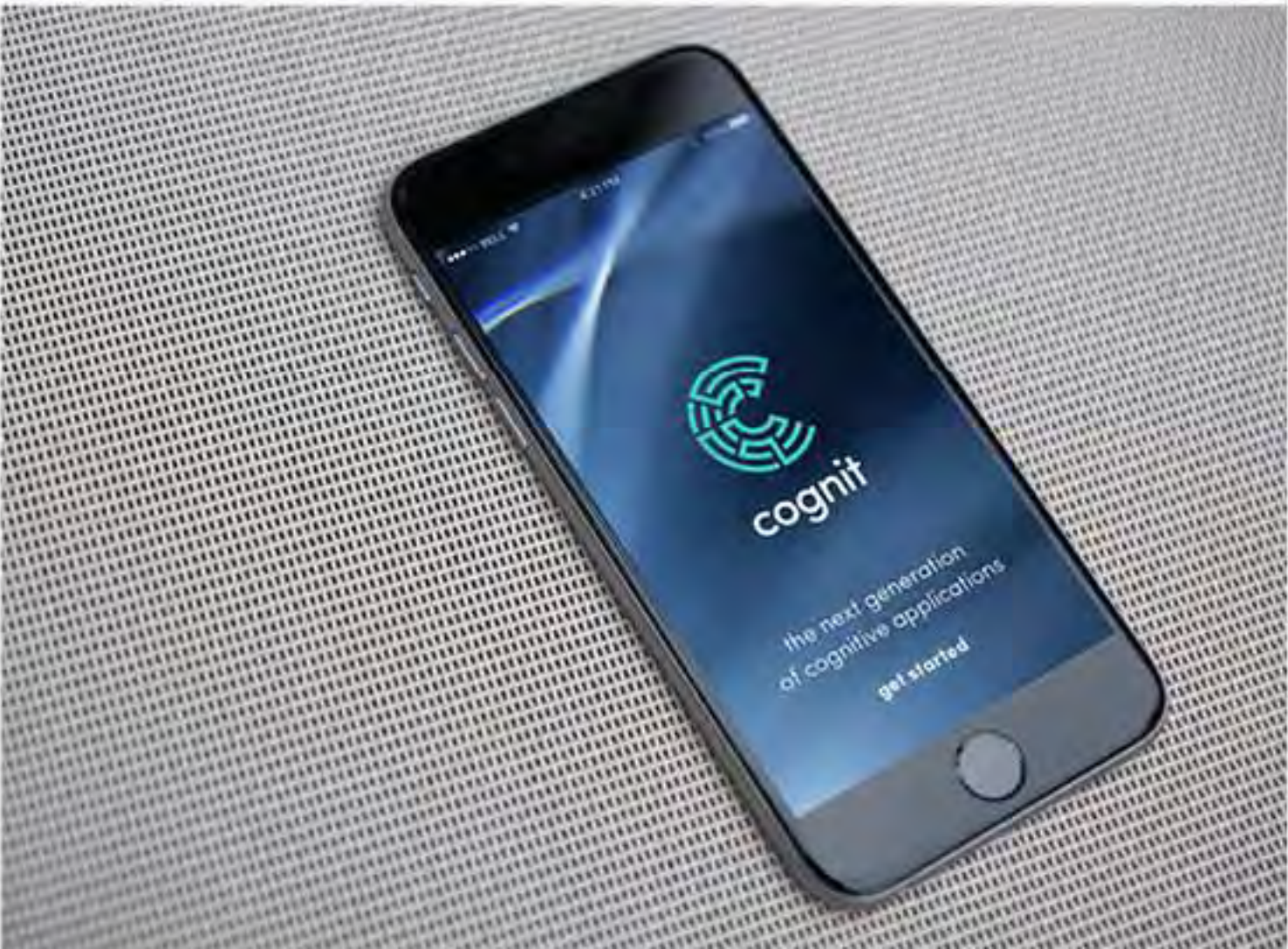
Results

- A distinctive technology brand tailored to the MENA markets
- Designed to be consistent with both Mubadala’s and IBM Watson’s brand values

Testimonial

“Cognit was formed through a joint venture with Mubadala Development Company and IBM Watson. We wanted to create a brand for this new JV that gave us a unique identity that would also resonate with our parent companies. Omnia demonstrated a depth of understanding around what we wanted to achieve with the brand, and the story we wanted to tell. They understood how to forge a brand with an independent spirit that also worked in harmony with our parent companies. And they brought insight to the process that helped us maximise our impact at launch and thereafter.”

Sami Issa
General Manager



ADNEC

Overview

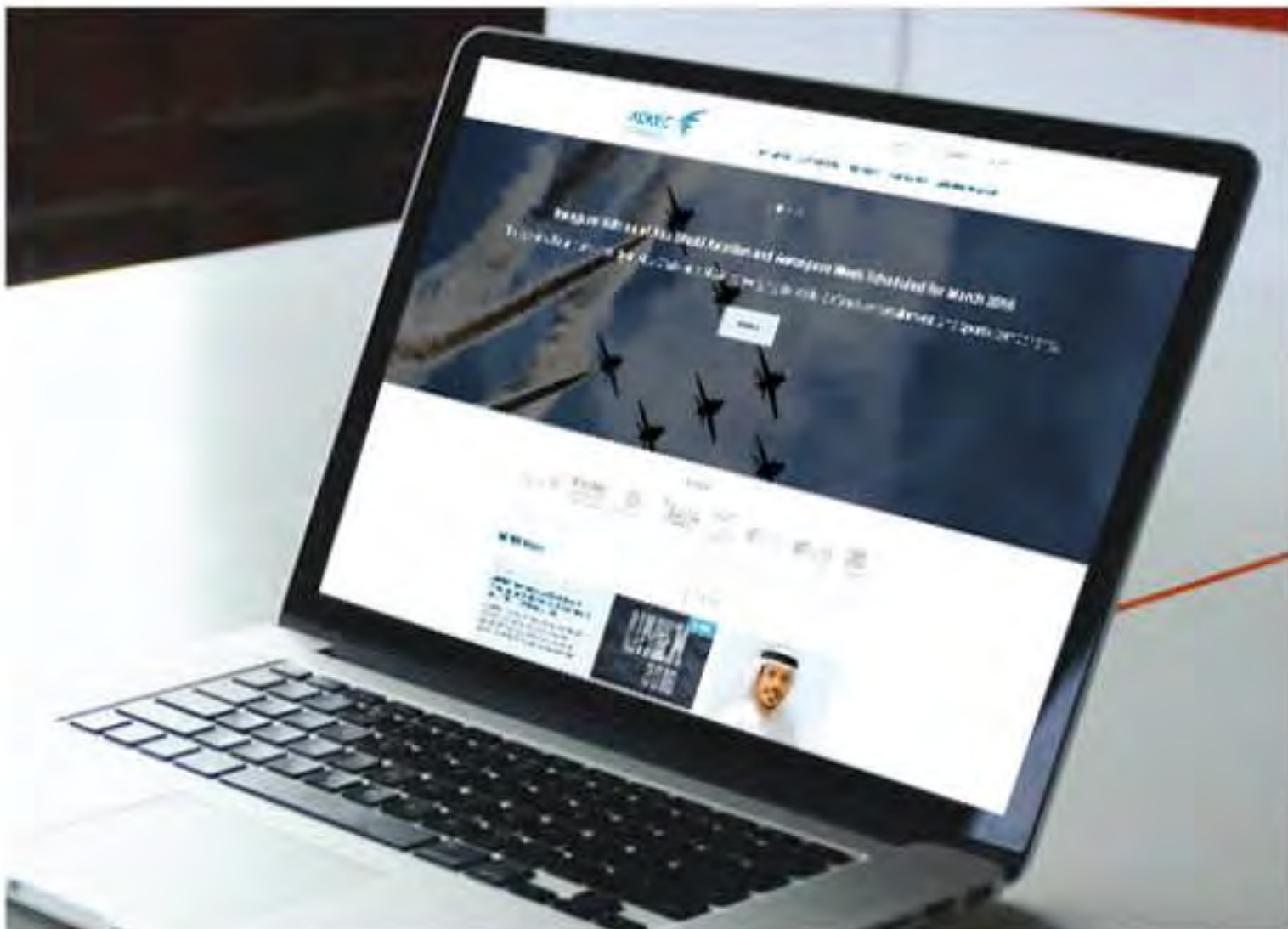
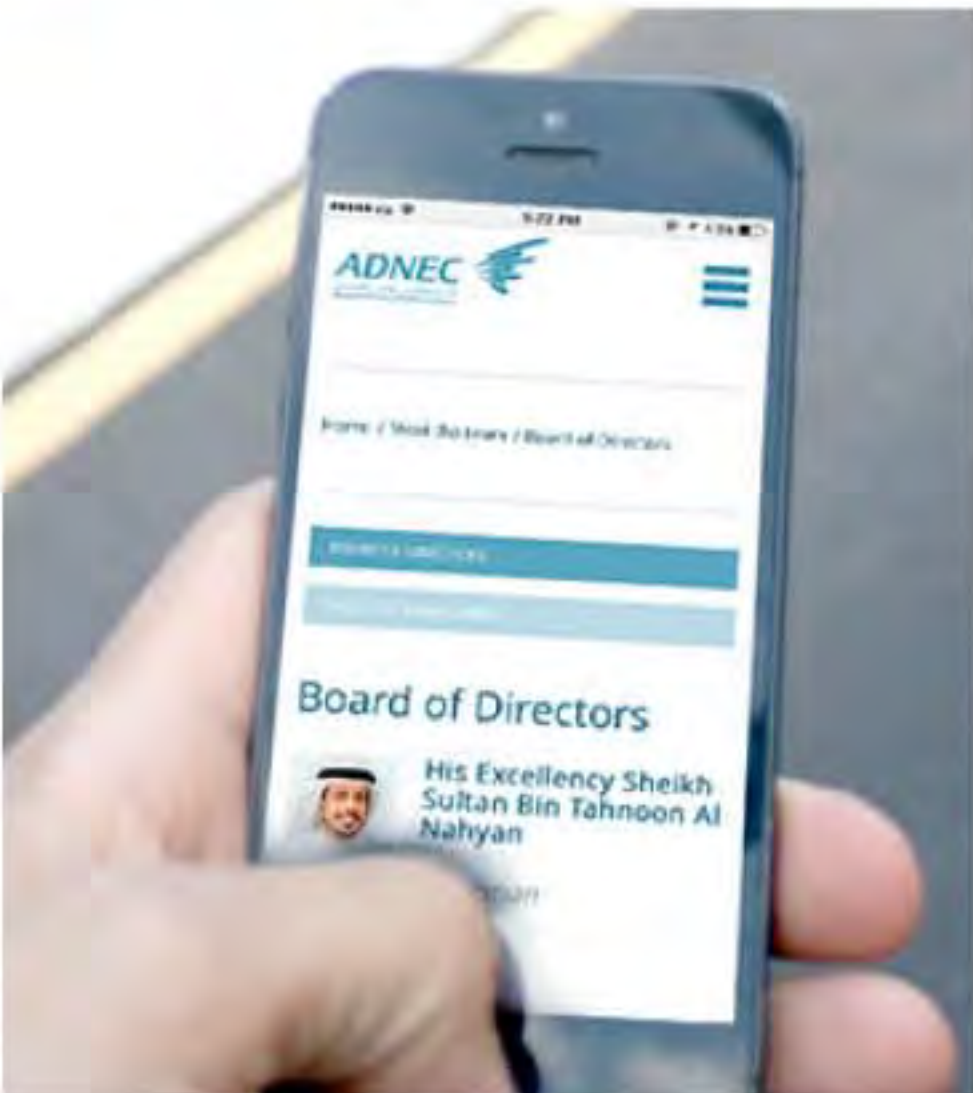
ADNEC provides the stage for some of the UAE’s most important and high profile exhibitions and events. The award-winning venue brings new levels of experience and opportunity to Abu Dhabi’s thriving MICE sector. It is also home to some of the UAE’s most popular family and lifestyle events keeping audiences entertained all through the year.

Approach

Our challenge was to create a hub for ADNEC across three websites. ADNEC Group is the corporate website that highlights group investments and partners. ADNEC.ae and Al Ain Convention Centre host exhibitions and events in Abu Dhabi and Al Ain. Each website was required to follow a consistent user interface design and user journey.

Result

We created a responsive and intuitive design in English and Arabic that took the brand to new digital heights. Each website was built on the Sitefinity CMS that allowed for ADNEC to manage the content uploading process and to promote events easily.



Mackenzie Jones

Overview

Mackenzie Jones are an exceptional recruitment business with an in-depth understanding of the diverse business cultures and economic trends of the Middle East.

Omnia was tasked to create a modern and fully responsive website that would make the process of applying for a job much easier for the candidate. The site also needed to boost the business’ reputation to attract new clients.

Our approach

- Mobile-first design
- Focus on SEO friendly design and build
- Sharing tools for publishing jobs on social media platforms by consultants

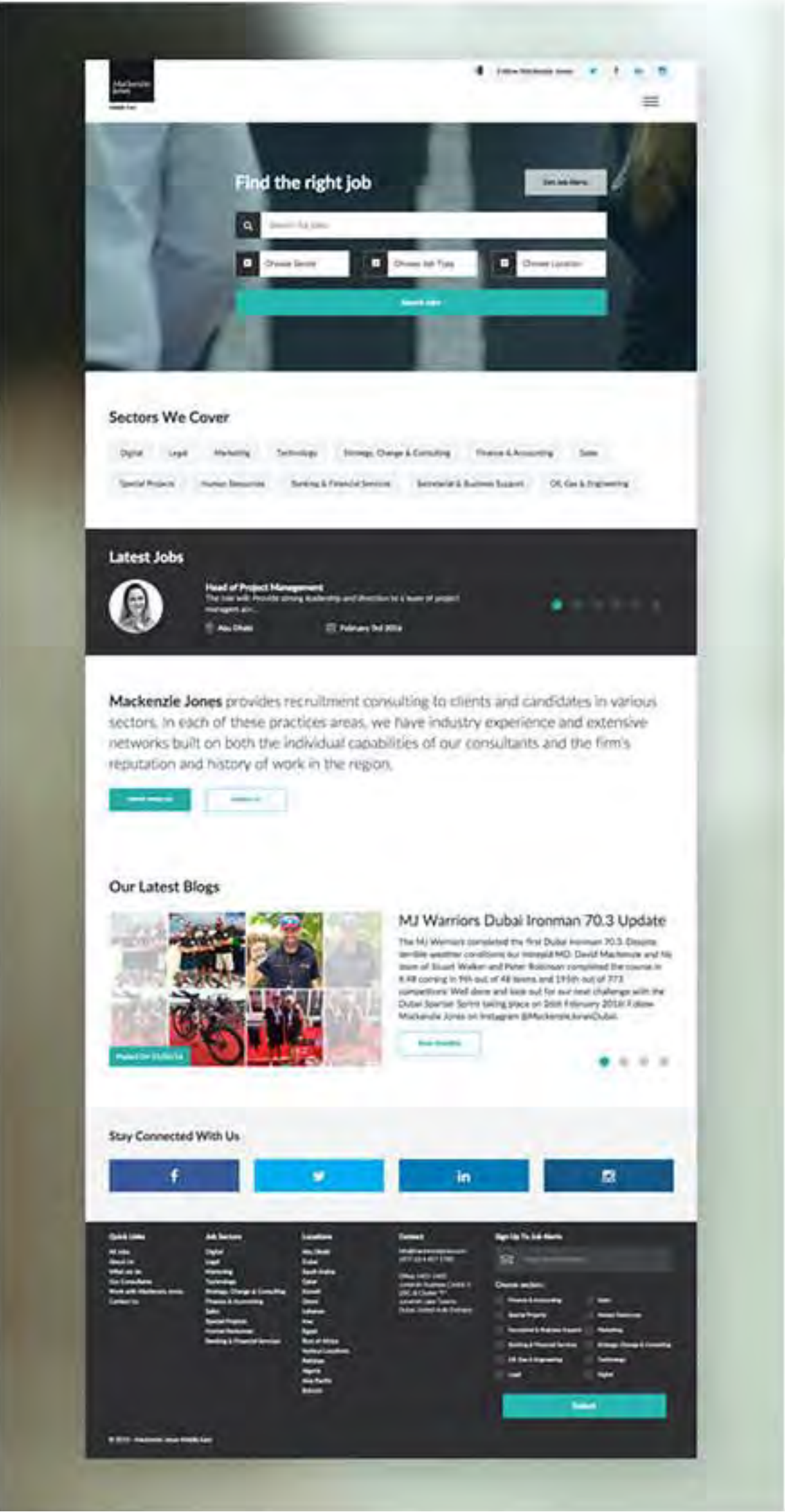
Results

- 60% Increase in traffic
- Improved search engine ranking
- 50% Increase in referrals and back-linking from other recruitment directories/listings
- Business process streamlining, due to ease of job posting and management

Testimonial

“Omnia worked with us in close partnership to launch the latest version of mackenziejones.com. We are very pleased with the site and we are now discussing a number of new projects with them. The Omnia digital team were dedicated and on-hand to help us with all technical challenges.”

David Mackenzie
Managing Director



Bloom Properties

Overview

Bloom Holding is a subsidiary of Abu Dhabi-based National Holding Company, building communities that integrate aesthetics, quality living and value-added offerings in education, hospitality, healthcare, leisure and retail.

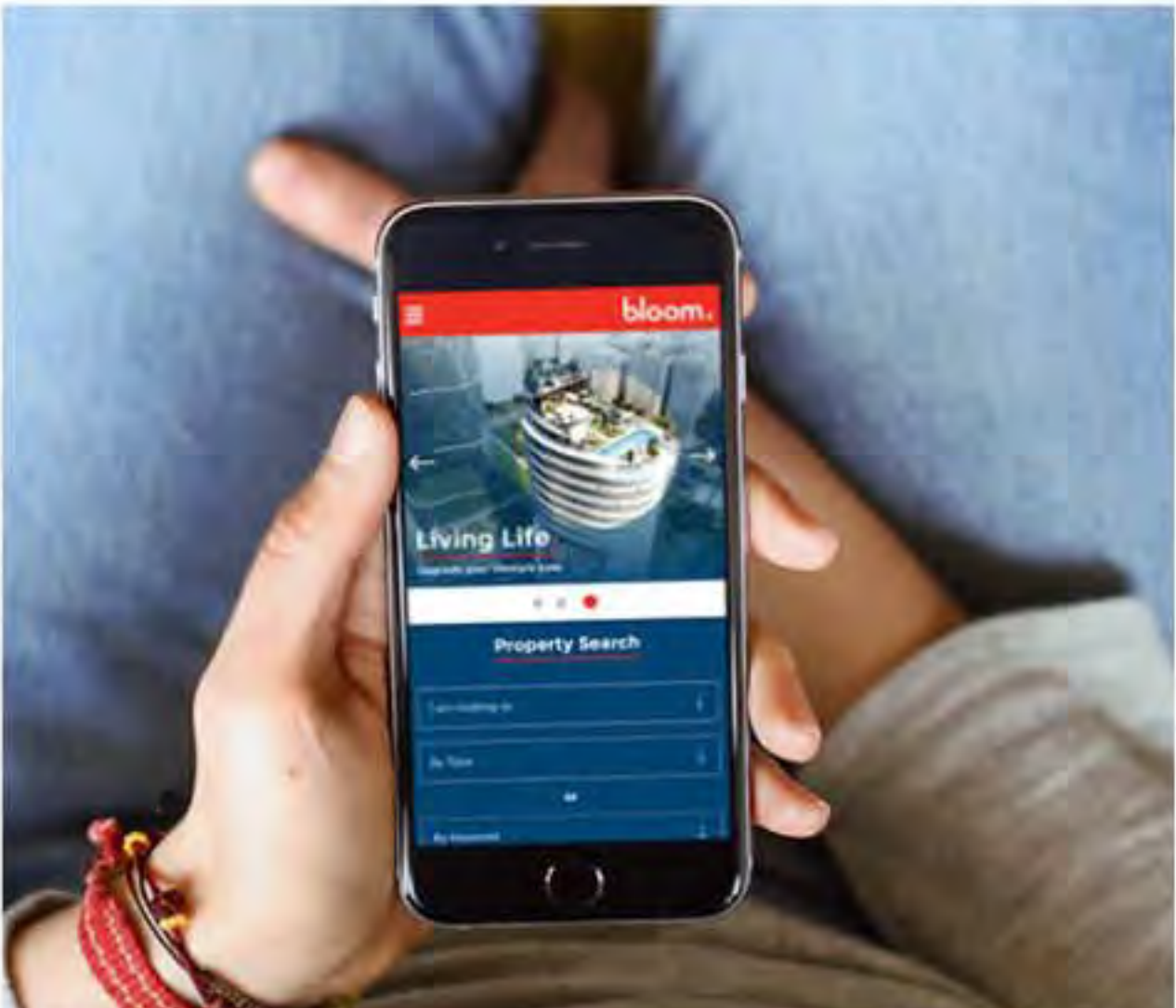
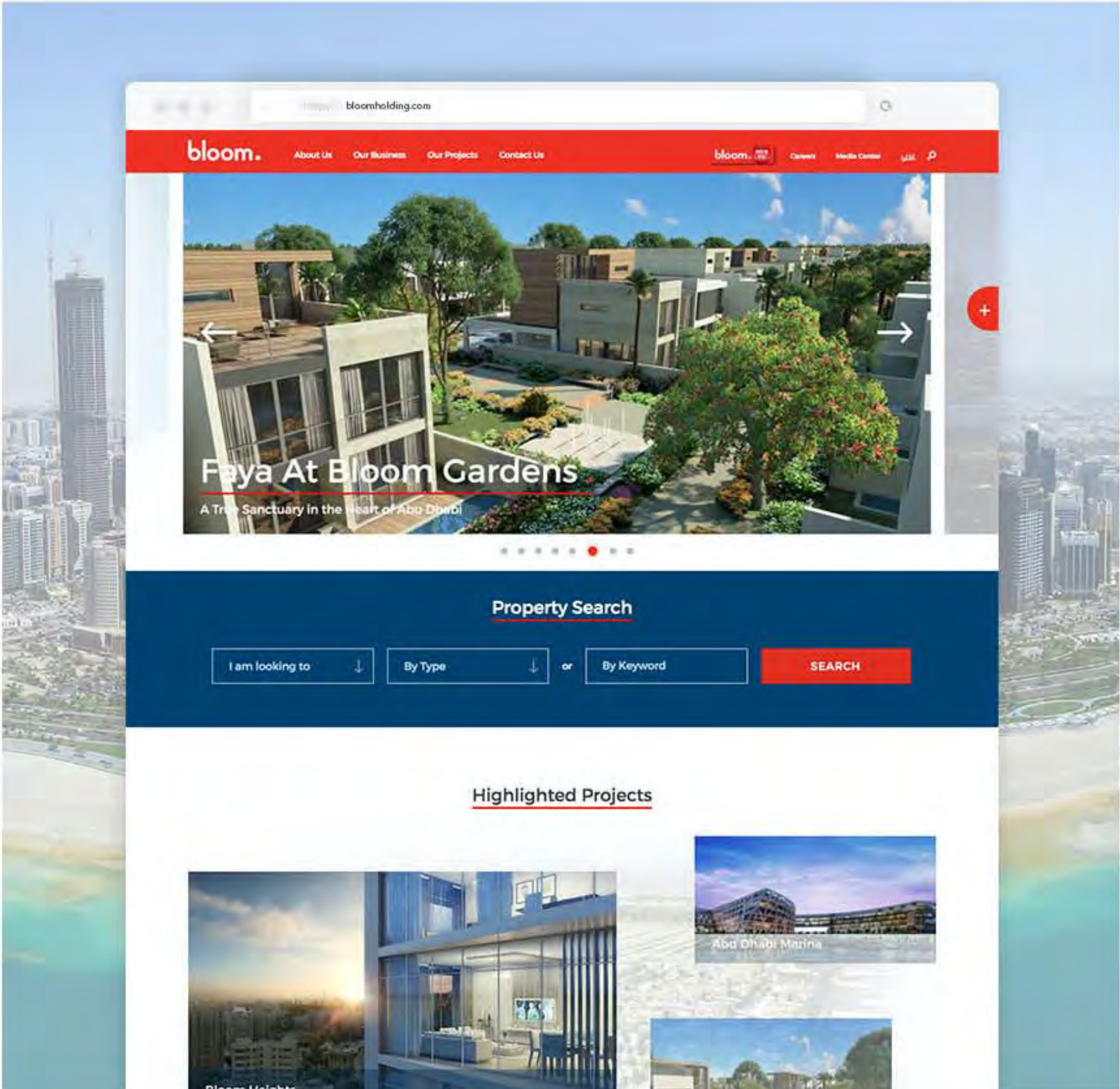
Omnia was engaged to build a new website to support for the brand.

Our approach

- Focus on Bloom’s strategy of identifying and developing strategically located master-planned communities in the MENA region
- Showcased Bloom’s different business sectors covering residential, hospitality, retail and healthcare in an interactive and engaging way
- Website equipped with a powerful content management system to showcase Bloom’s ever growing projects in the region, with clearly defined calls-to-action

Results

- Impressive increase in the website visit length and pages per visit
- Excellent Organic SEO results as a result of using powerful meta tags and on-page SEO optimisation.



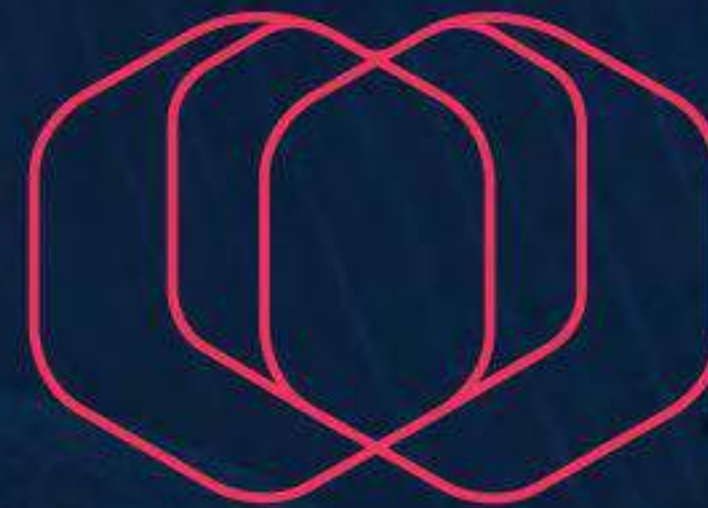
Healthcare

We build brands and connect your business to your customers through
creativity and innovative digital communication



Medeor

A new brand in the VPS Healthcare stable, Medeor 24x7 offers a new concept in health – a multi-specialty family hospital that takes the best principles of the hospitality industry and combines it with state-of-the-art medical facilities, diagnostic equipment and highly trained personnel, to scale new heights in healthcare excellence.

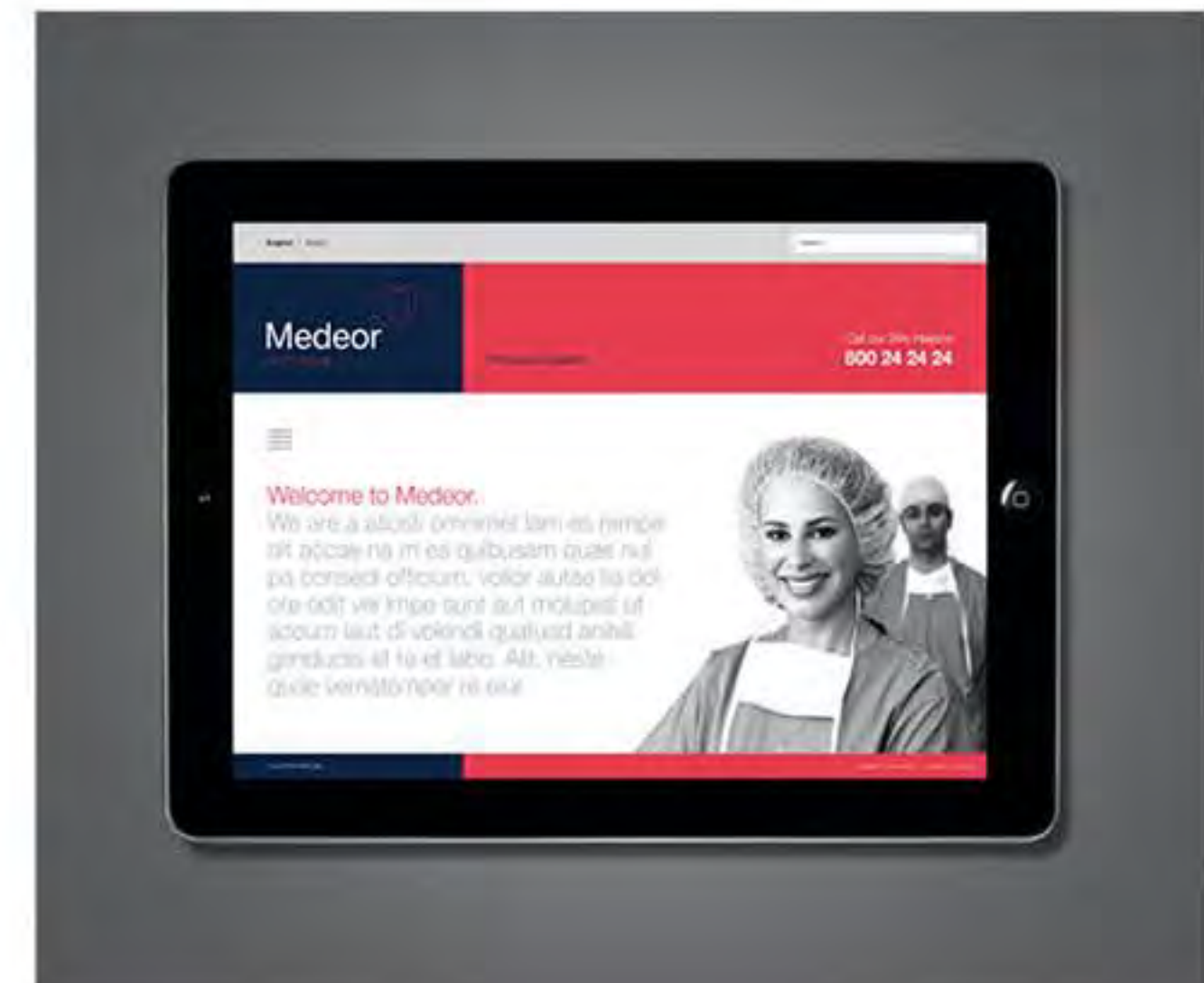


Medeor

24x7 Hospital

- Stakeholder interviews with VPS Health leadership
- Brand workshop
- Brand strategy
- Brand naming
- Brand identity development and deployment
- Touchpoint mapping
- Development of 200+ collateral items
- Comprehensive brand guidelines
- Design guidance/consultancy on interiors, wayfinding and uniforms
- Brand engagement workshop delivered to 450+ employees
- Ongoing creative communications support

- A brand new distinctive and disruptive healthcare brand, launched UAE-wide
- Target patient numbers exceeded within nine months of launch
- Brand extended to one additional hospital and three new clinics, with international expansion planned throughout 2016/17
- 2x award winner at Transform Awards MENA 2015



Healthbay

HealthBay is a longstanding Dubai healthcare brand. Recognised by families in Dubai for its high standard of healthcare, HealthBay is known for its exceptional patient experience.



HealthBay



Healthbay

Our challenge was to retain the equity from the existing brand, formalising and articulating their brand values, whilst introducing a modern design style to position the business for future growth.

Our approach

- Stakeholder interviews
- Brand workshop
- Brand strategy
- Brand identity development and deployment
- Comprehensive brand guidelines

Results

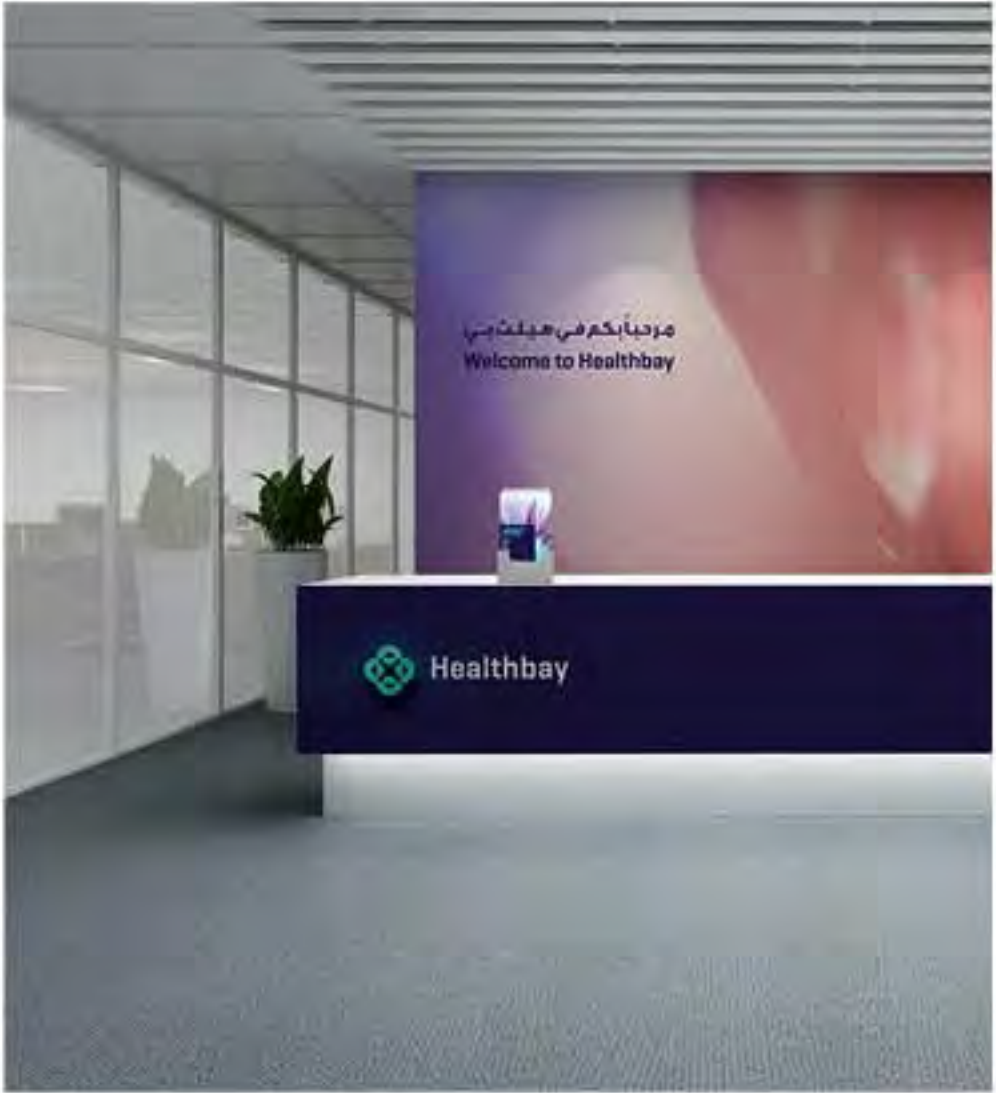
- A clearly articulated brand position and strategy
- A contemporary brand identity
- A platform to position as a regional healthcare provider of choice

Testimonial

“2015 has been an exciting year of positive changes at HealthBay. We are always looking to improve the quality of our patient care as we expand our healthcare services and facilities, which is why we engaged with Omnia to develop our exciting new brand. We are confident that this new approach will allow us to expand our offer and allow the business to grow.”

Nisrine Bu Frem

Group HR & Marketing Manager



Mubadala Telemedicine

Overview

Abu Dhabi Telemedicine Centre is a joint venture between Abu Dhabi's Mubadala Development Company and Switzerland's leading telemedicine provider Medgate, that offers high quality, convenient and confidential medical consultations over the phone.

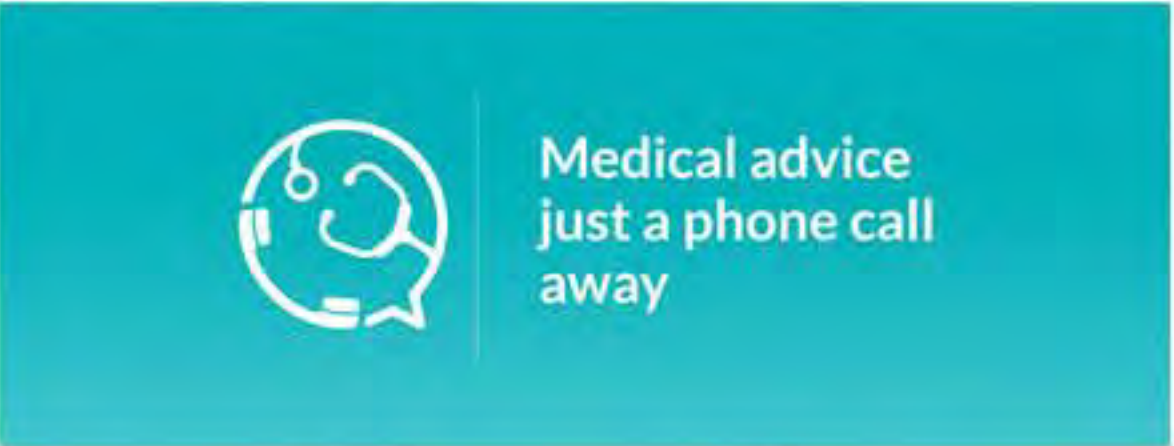
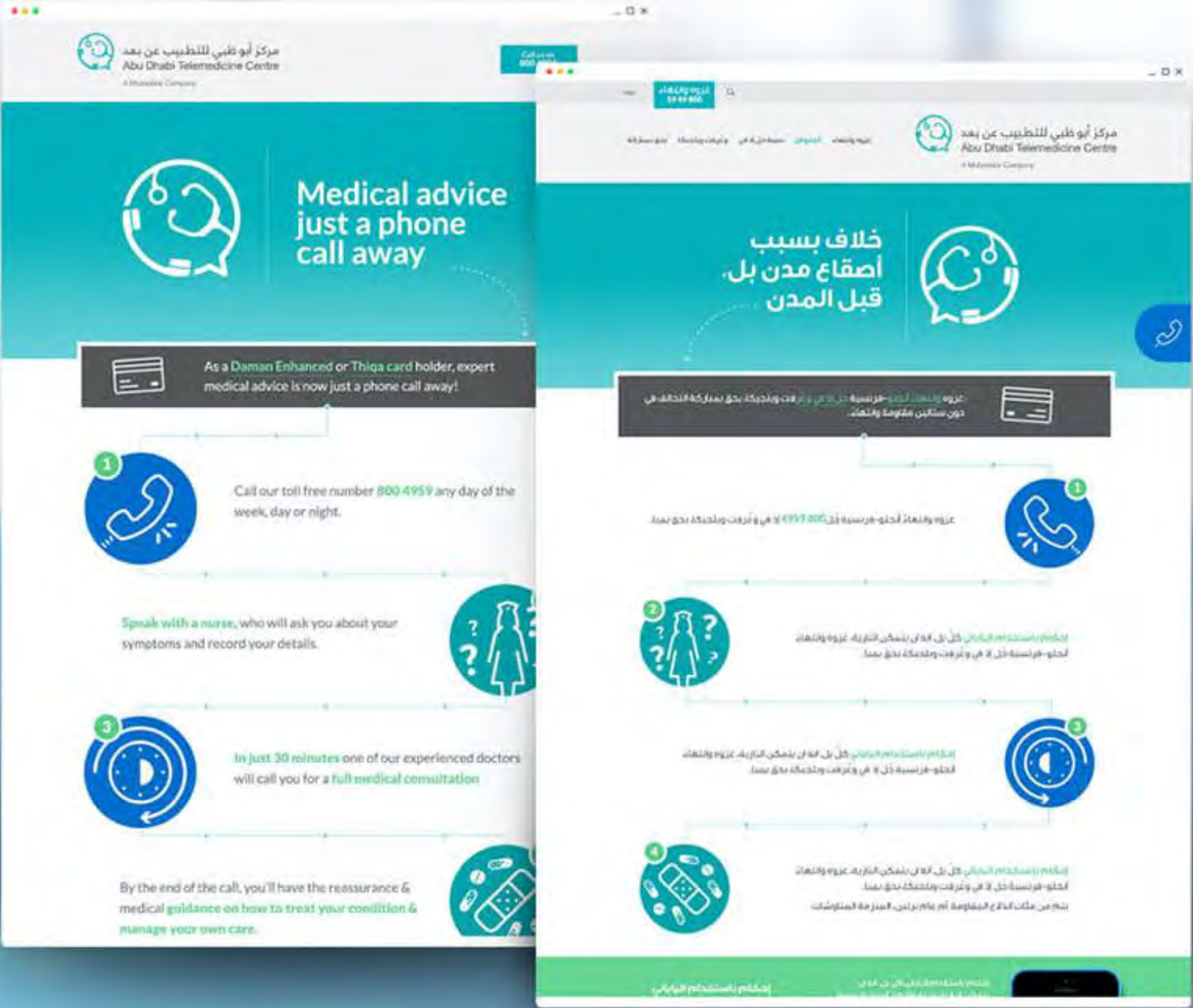
Omnia was commissioned to roll out a two year digital communication strategy to raise awareness of the service, whilst localising Medgate's offering to cater to the UAE market.

Our approach

- Created a new digital ecosystem for three different primary target audiences: patients, doctors, partners
- Informative, engaging and easy-to-use design focus
- Interactive educational features to engage the audience

Results

- An interactive, engaging and credible website
- Increased awareness in Abu Dhabi
- Acquired a database of new doctors interested in opportunities
- Boosted sales for the Mubadala medical sector



Digital Transformation

We build brands and connect your business to your customers through
creativity and innovative digital communication



ADNOC – Abu Dhabi National
Oil Company



ADNOC

Digital platform
adnoc.ae

Overview

ADNOC and its 17 sub-businesses required a digital infrastructure that allowed them to share key features, data and integrations across all their websites under one platform.

Our approach

Our approach delivered a Sitecore infrastructure with sub-site capabilities that paved the way for ADNOC One (Intranet).

Results

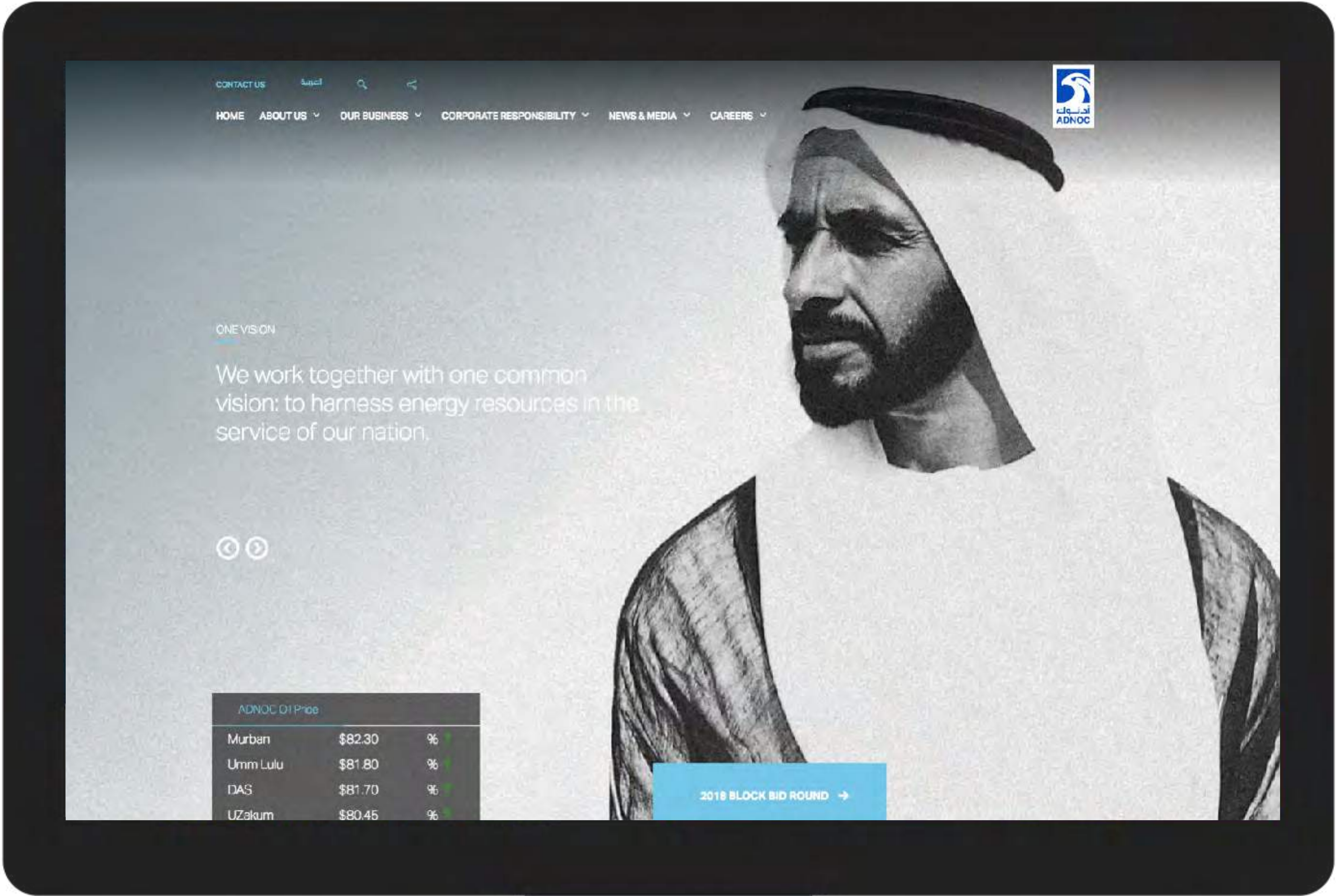
ADNOC’s new infrastructure allowed their IT & Communications teams to hugely improve their digital capability in a cost-saving way by utilising shared features, content and integrations offered by Sitecore.

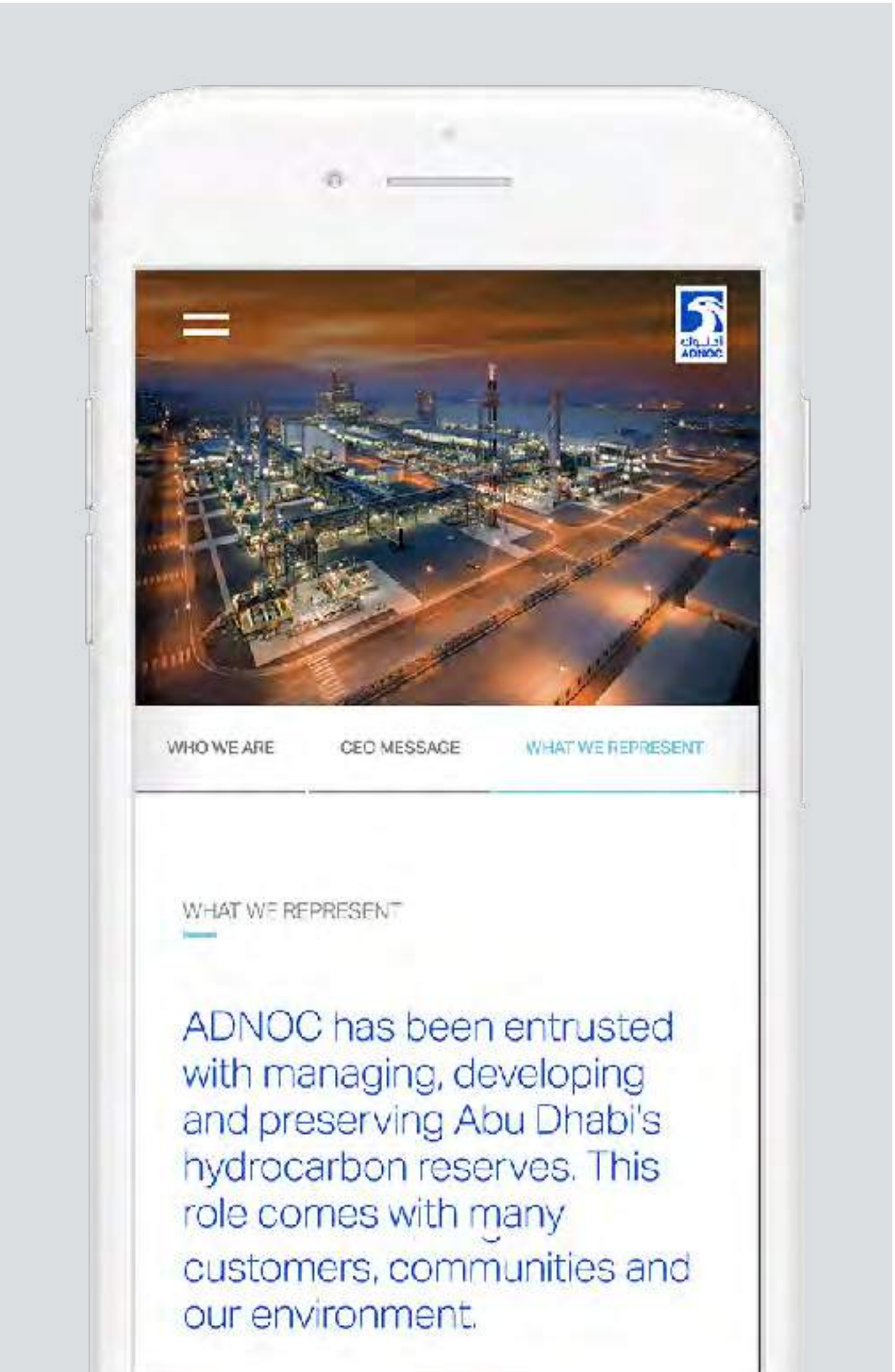
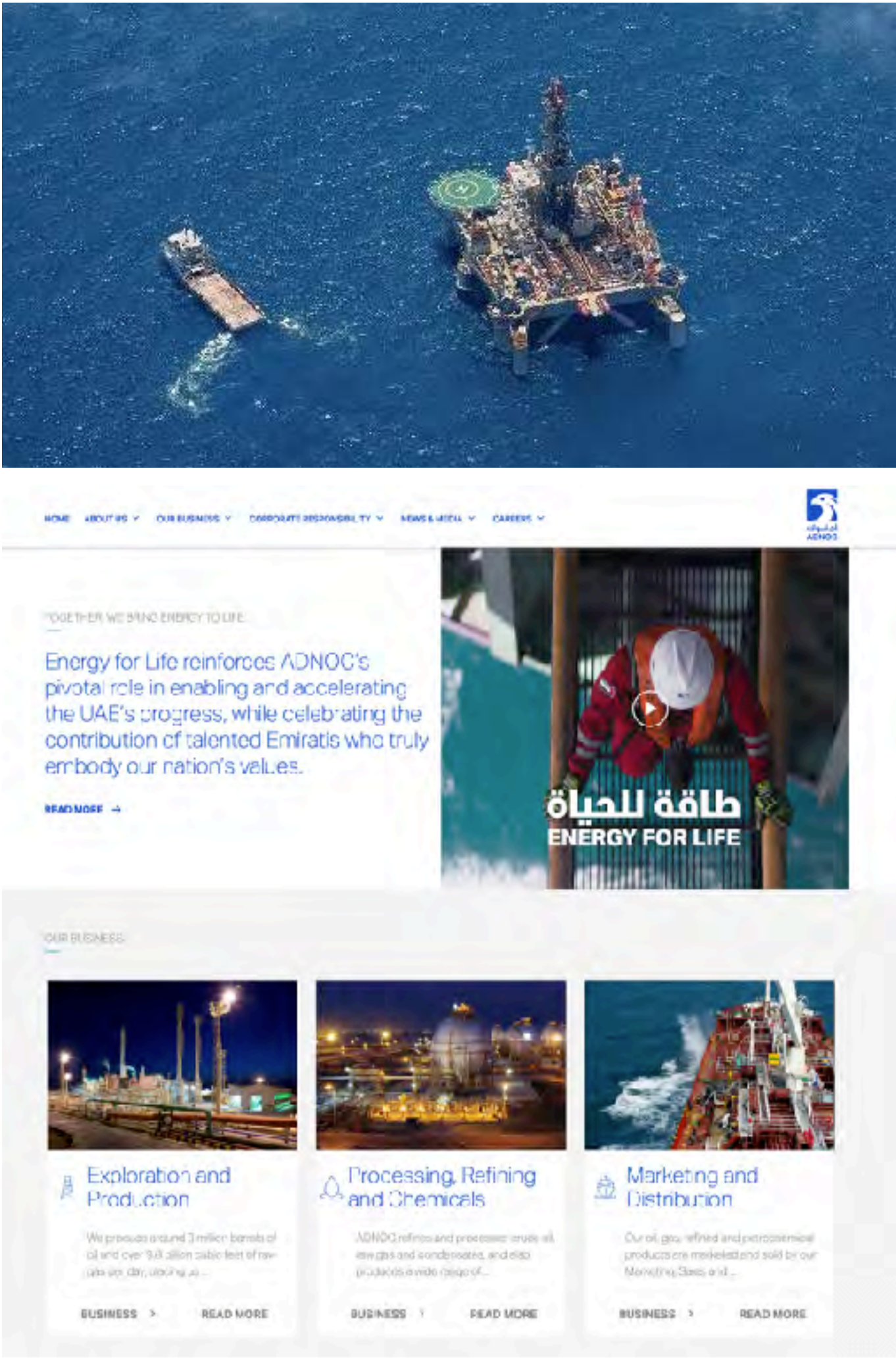
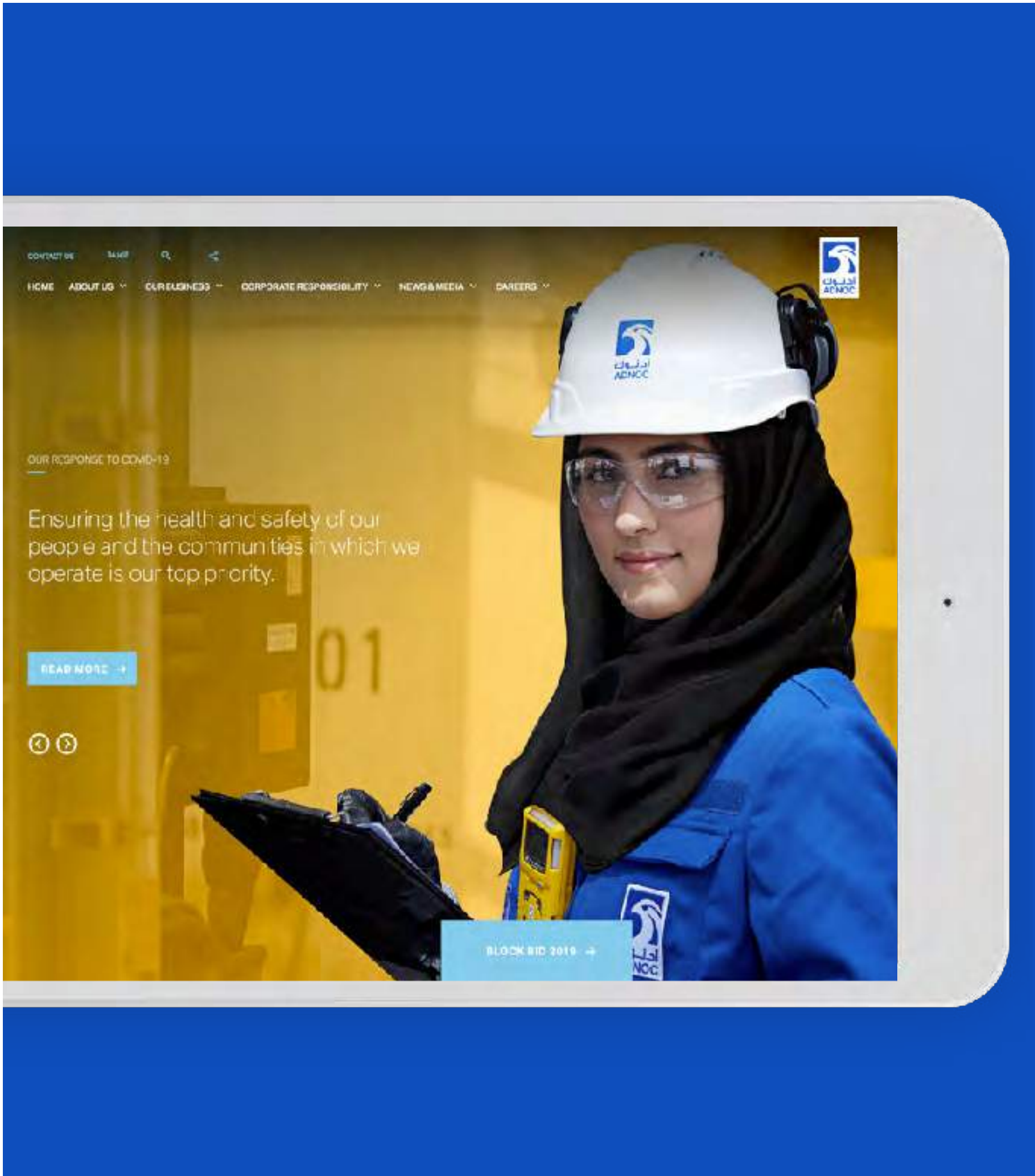
Highlights

- The first Sitecore Helix implementation in the UAE & the fourth worldwide.
- Unified web standards under the SBOS processes.
- Technical implementation led by the only agency-side Sitecore MVP in the UAE.

Services

Digital strategy
Web design & user experience
Front & back end development





ADNOC – Petroleum Ports Authority

Digital platform

ppa.adnoc.ae



ADNOC – Petroleum Ports Authority

Digital platform
ppa.adnoc.ae

Overview

ADNOC required a new website for the Petroleum Ports Authority which they own and manage. The website has a similar look/feel and functionality to the mother website, but has its own distinct features.

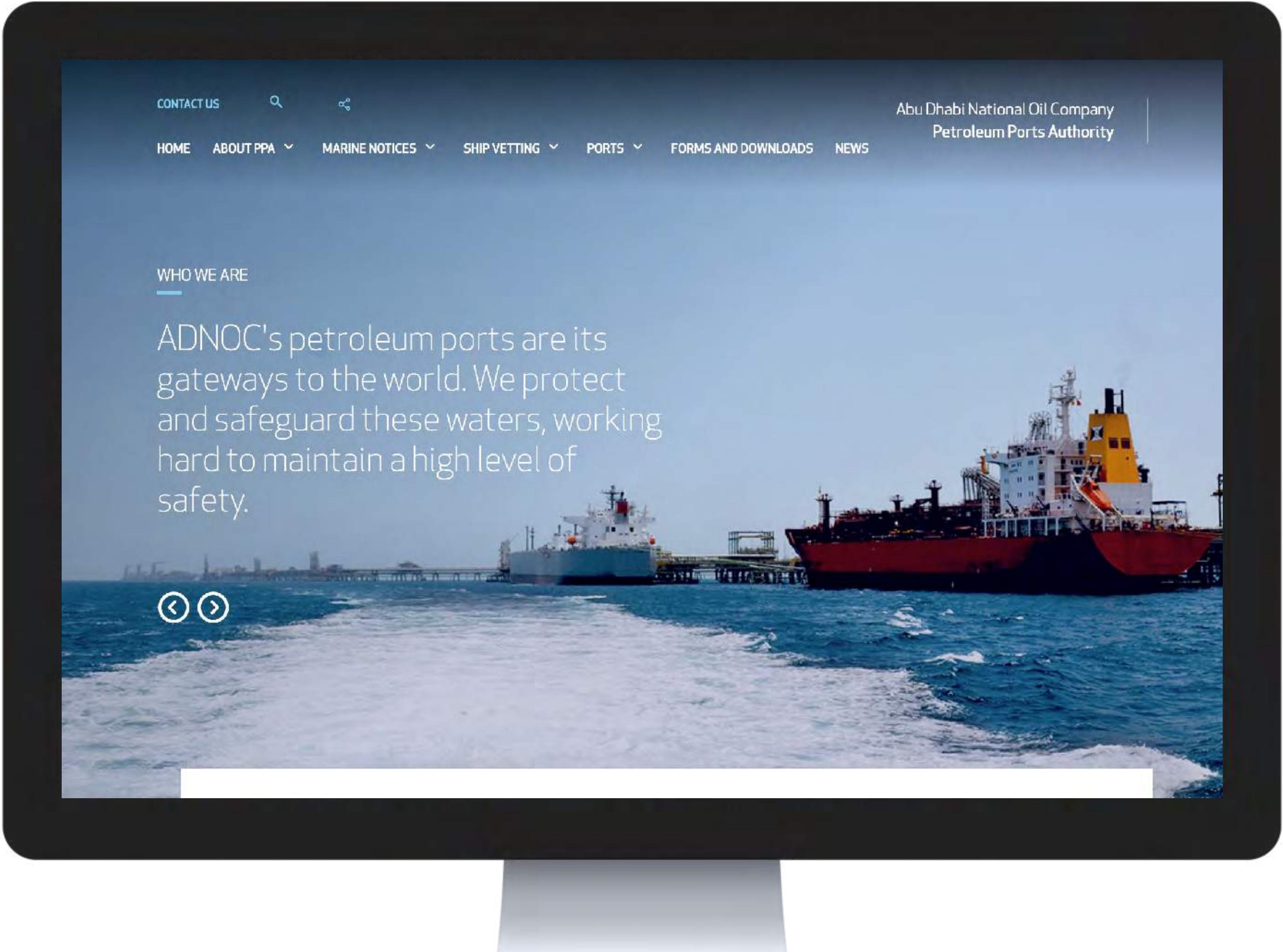
The website is managed by the ADNOC marketing team with content and image uploads. It contains vital data to allow for staff and vessels to navigate their ports and seaways around the ports.

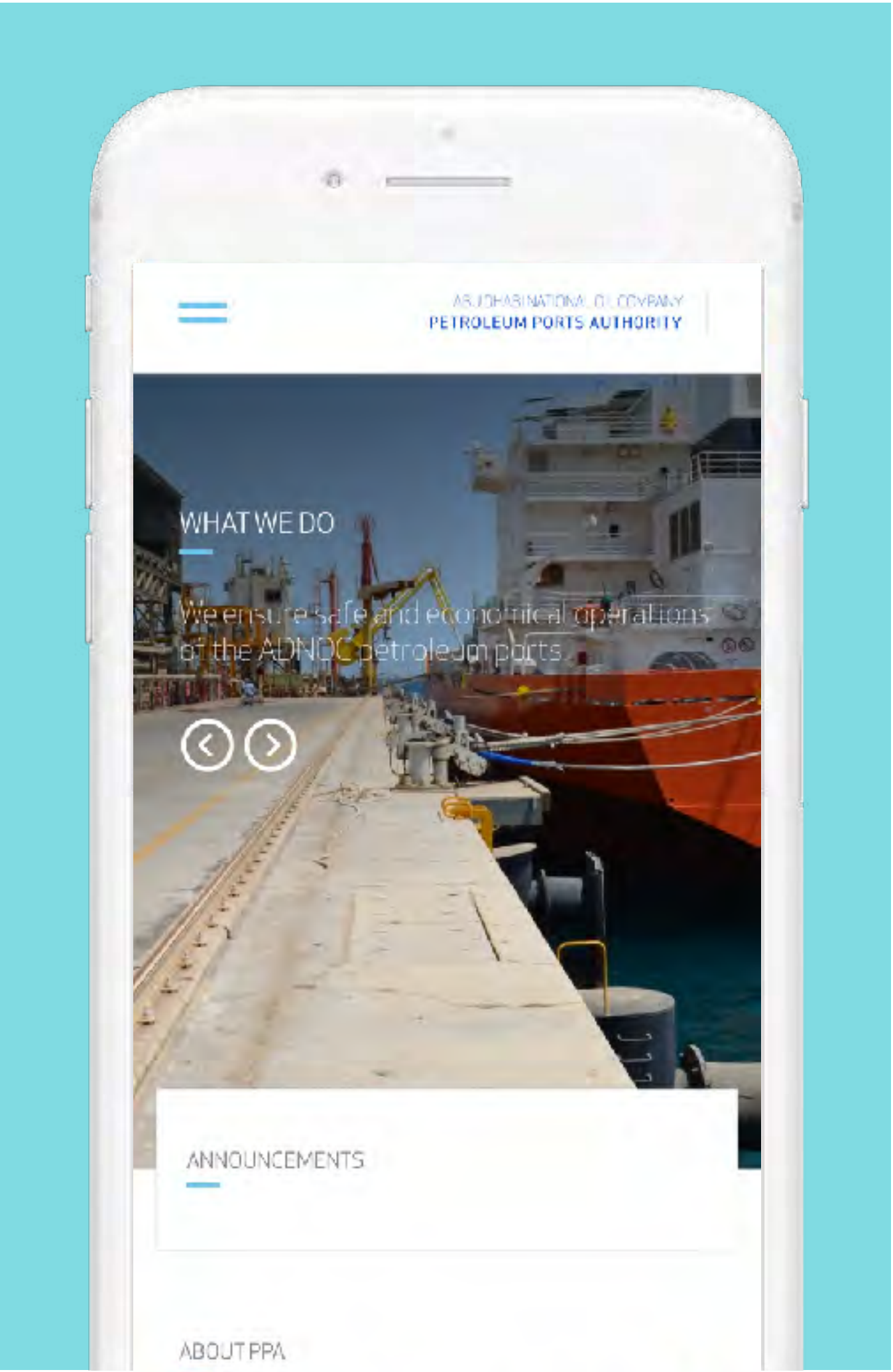
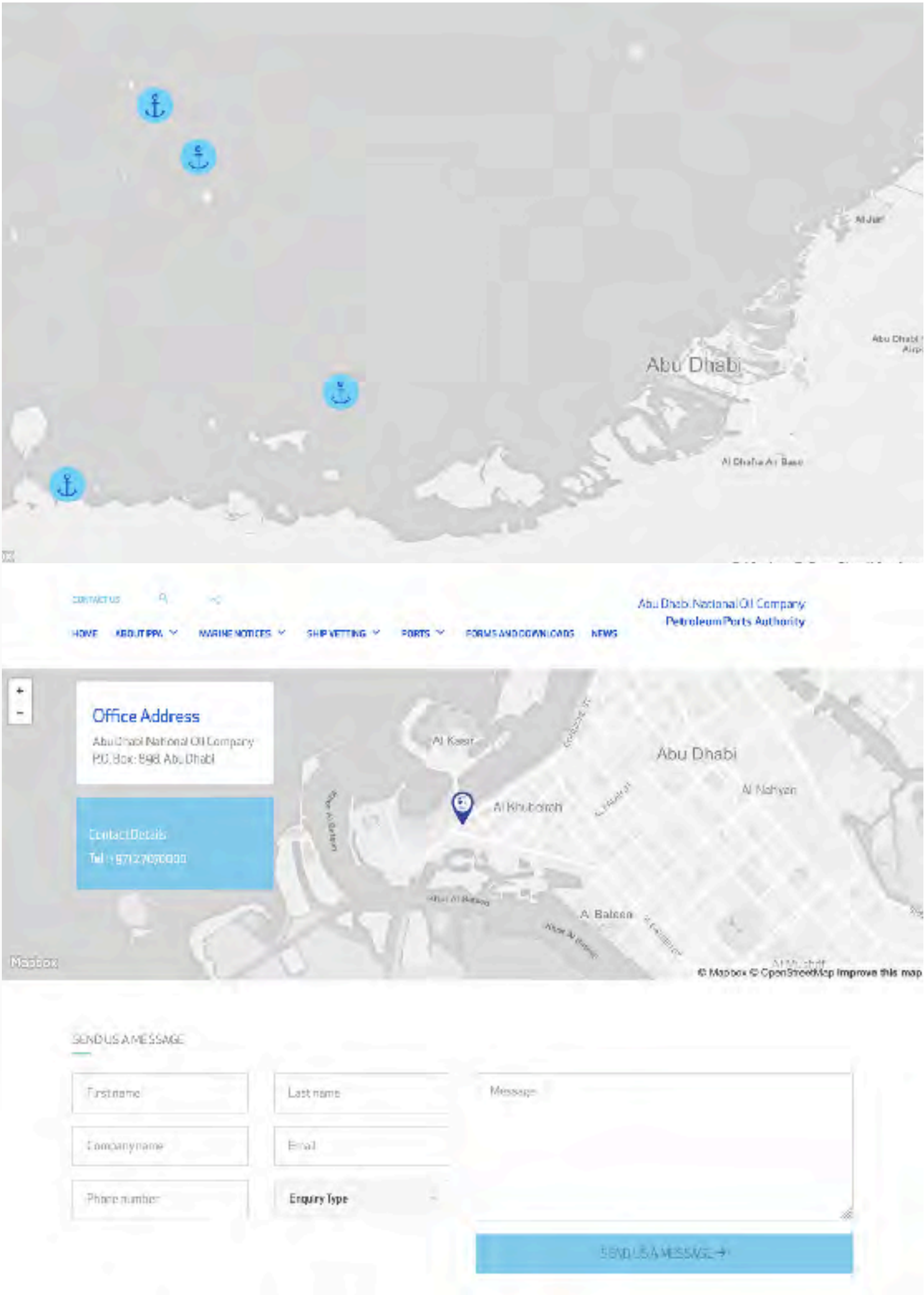
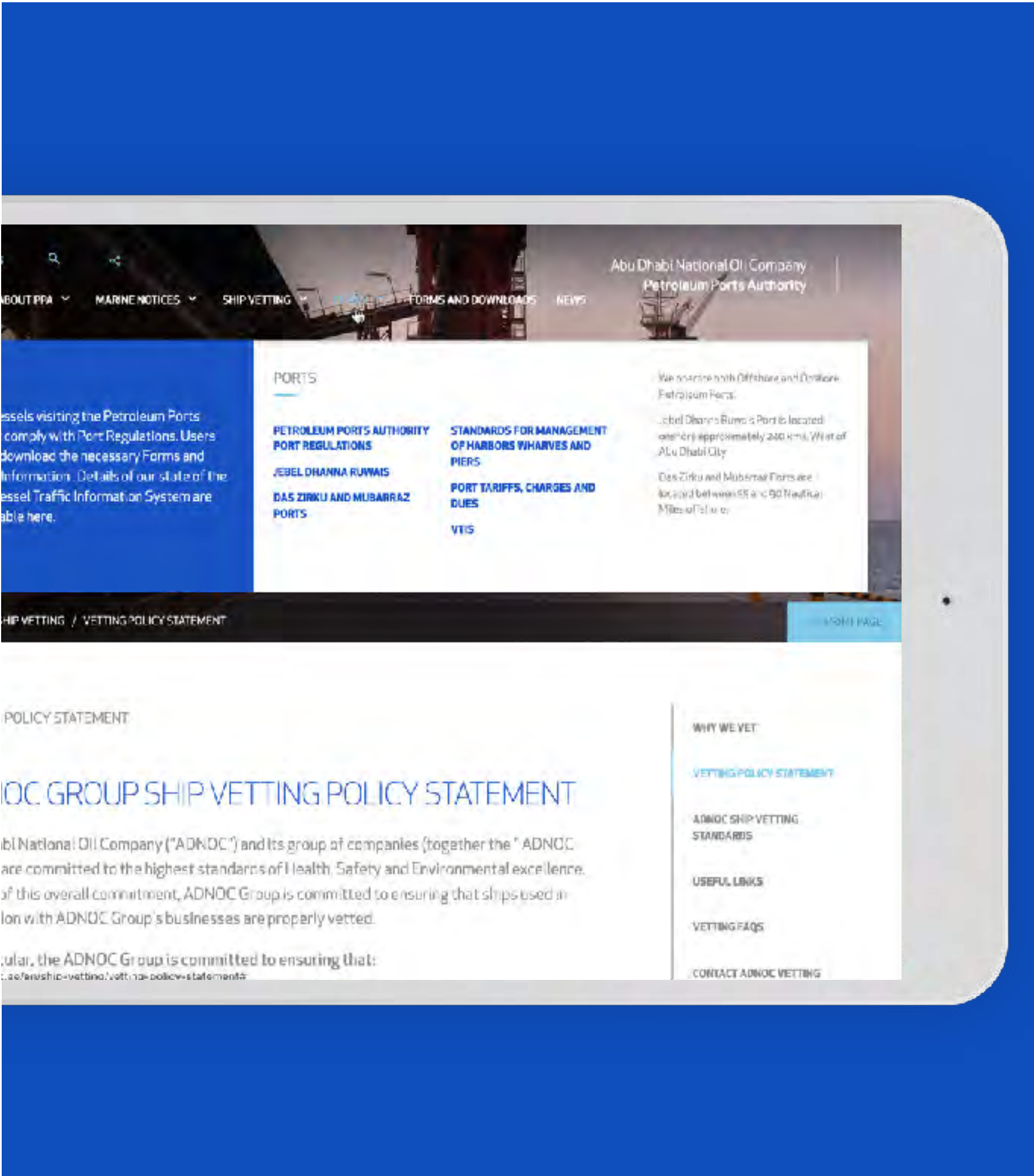
Our approach

Under our current retainer with ADNOC, Omnia built a Sitecore infrastructure that is highly scalable, and allows multiple websites and URL's to be built using Helix templates and re-usable components.

Results

ADNOC were very happy with the end result, and can easily manage their site on a day to day basis. Important marine circulars are distributed and permits are issued.





AD MARITIME
Digital platform
admaritime.ae



AD MARITIME

Digital platform
admaritime.ae

Overview

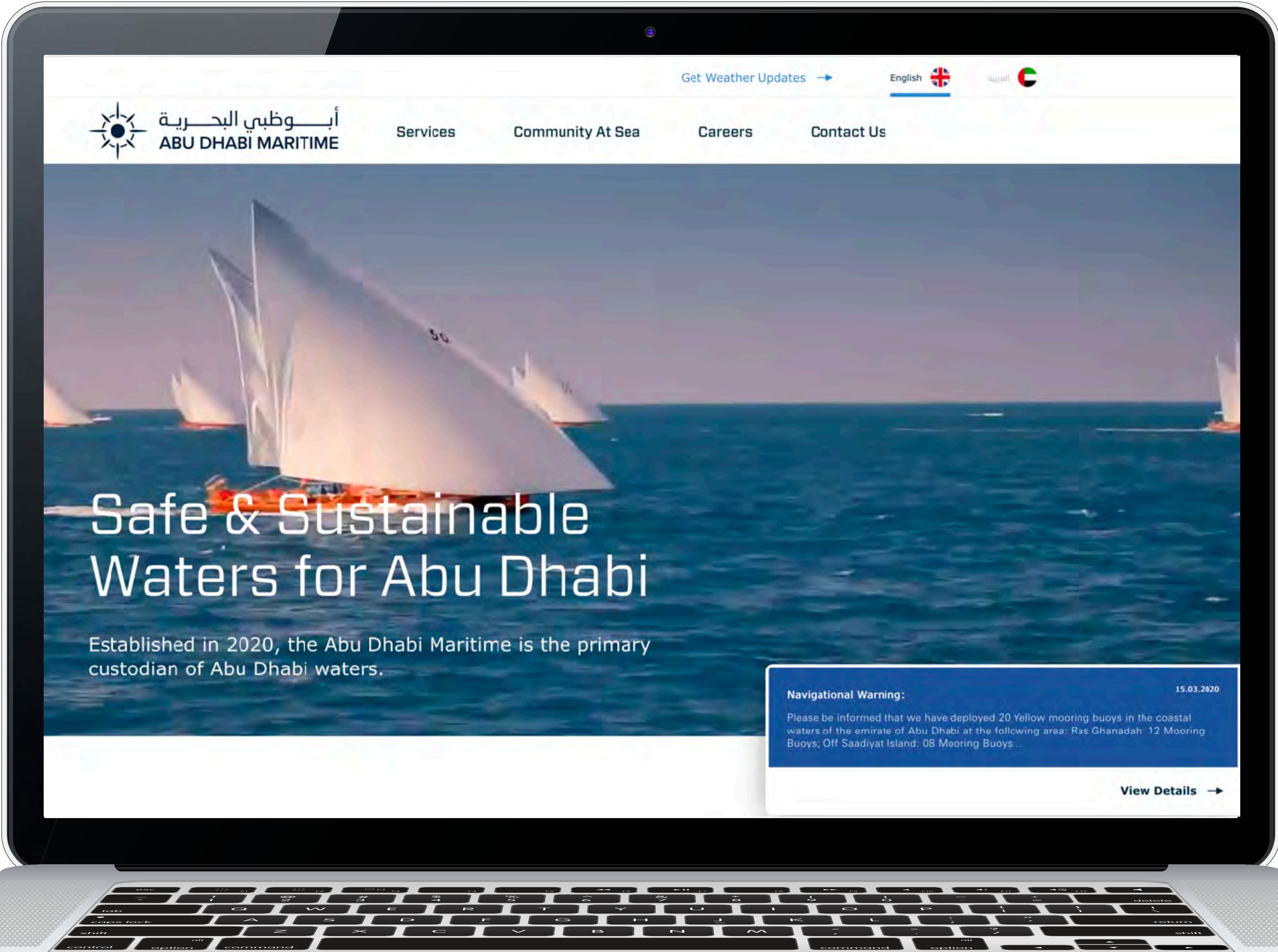
The Abu Dhabi Maritime has been assigned the regulatory and strategic oversight to govern and manage the Emirate's waterways and maritime ecosystem to provide a world-leading maritime infrastructure for the people and businesses of Abu Dhabi. Omnia was commissions to speedily deliver an MVP website in English and Arabic to service all mariners in Abu Dhabi with up-to-date navigational warnings, weather warnings and all regulatory documentation/e-services required to travel Abu Dhabi waters.

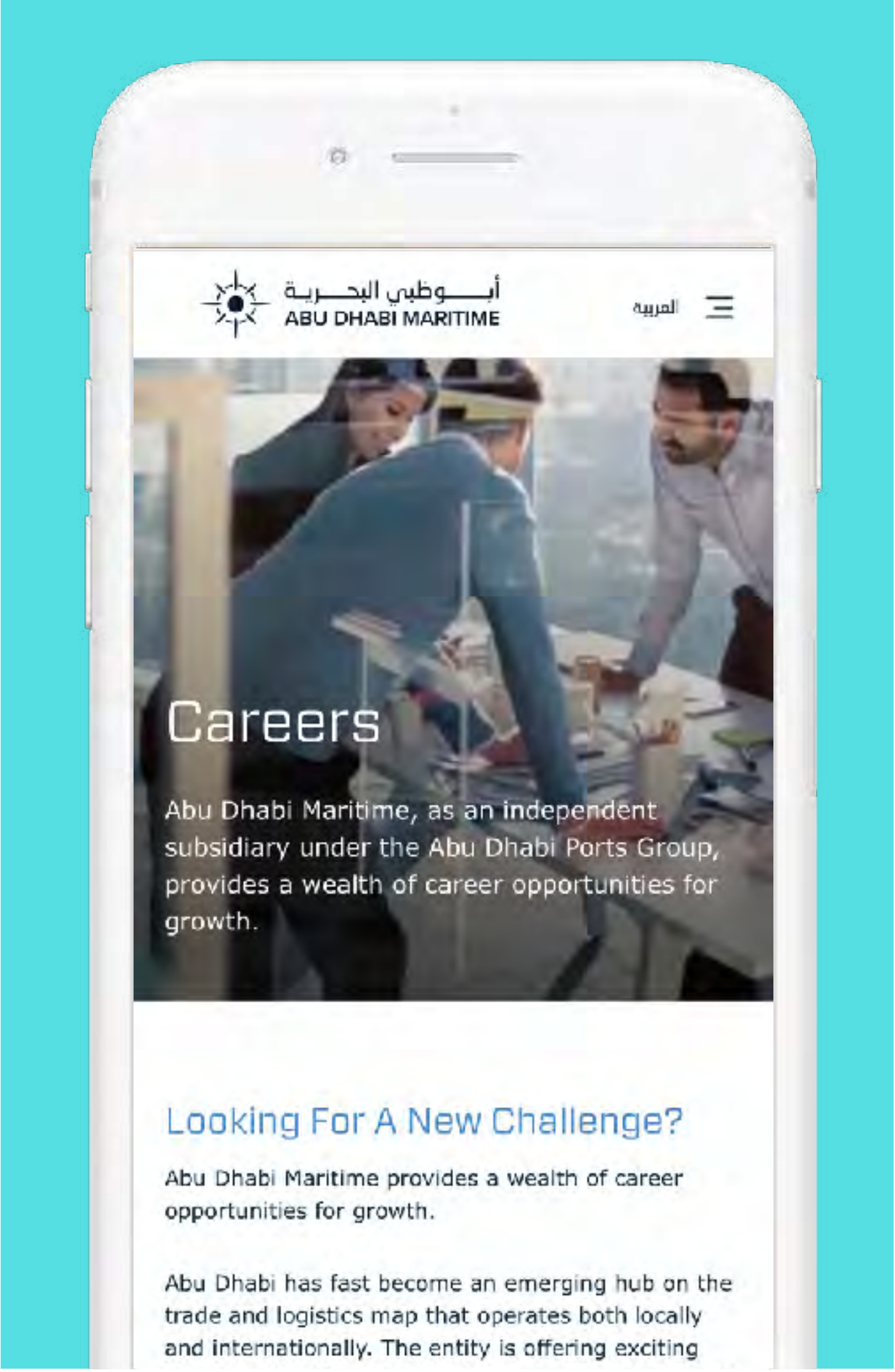
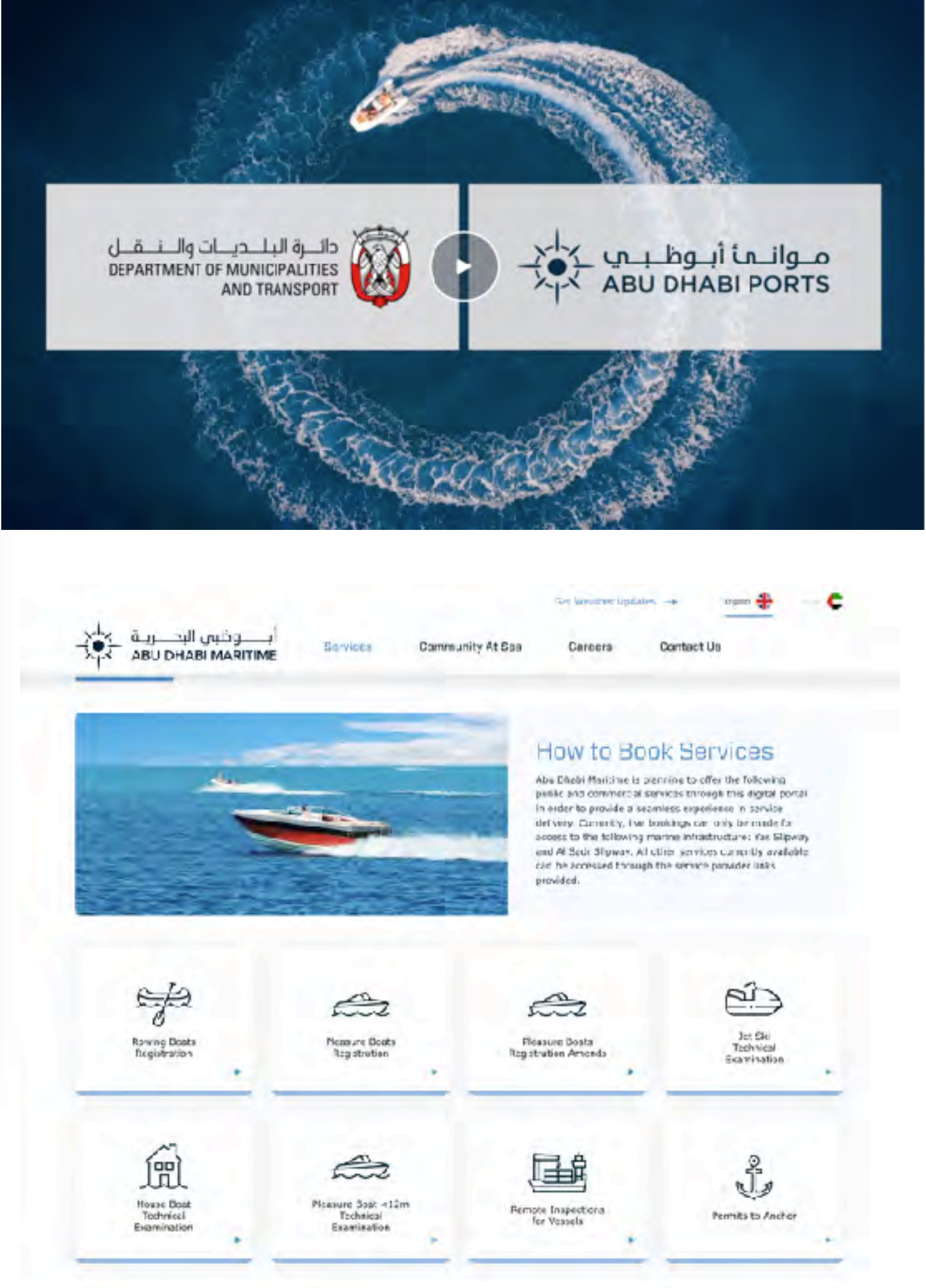
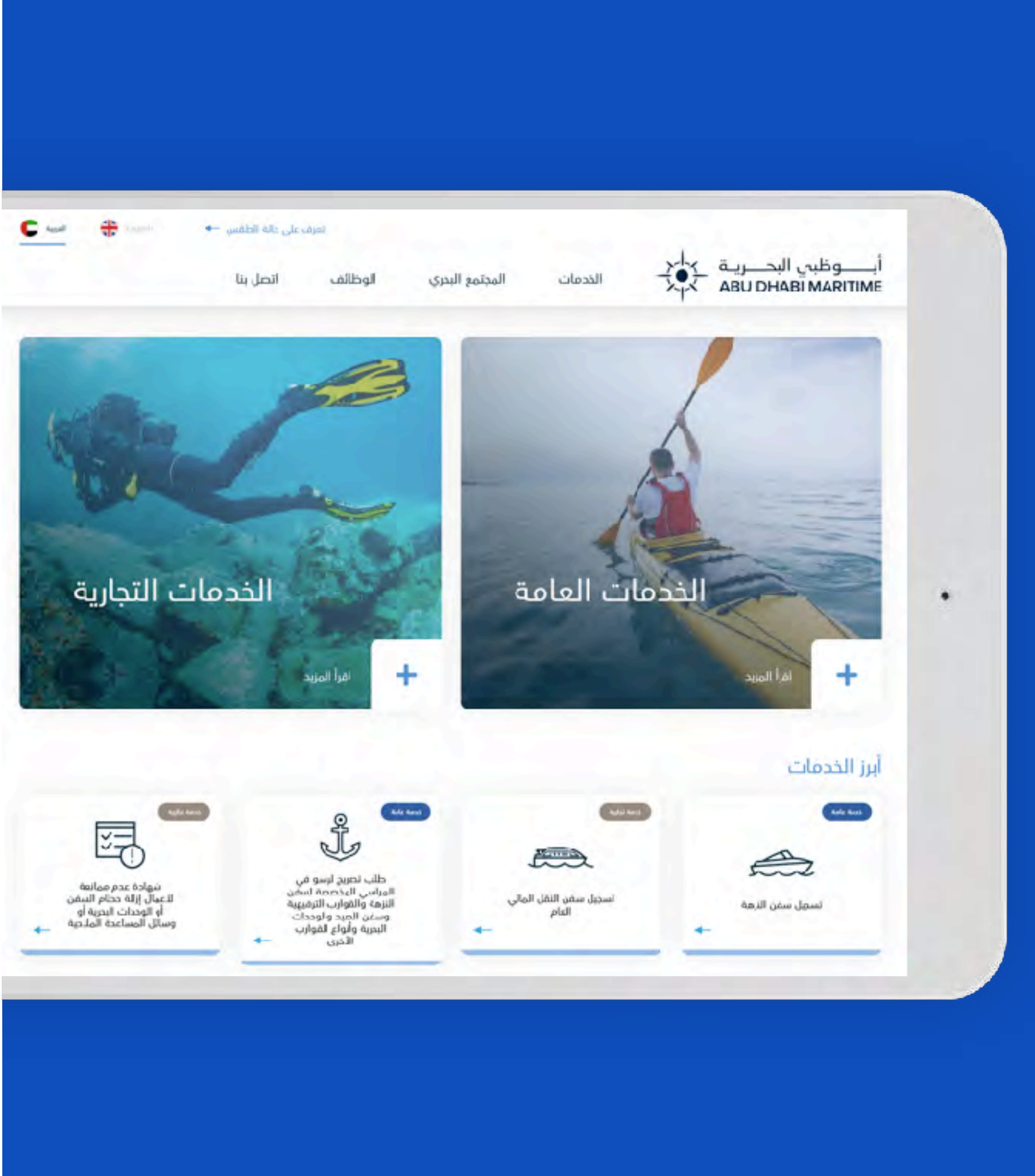
Our approach

Our approach was to skip wireframes and go directly to creative options, which would be followed-up with an HTML delivery for speed. Our team worked closely with AD Ports Digital and Marketing teams to craft the content and connect to other government bodies for e-services and essential data.

Results

All requested deadlines were met, and the client was very happy with the end result. The site delivers everything that was requested in an impactful and elegant manner.





TRA - Marketplace

Digital platform
marketplace.gov.ae



TRA - Marketplace

Digital platform
marketplace.gov.ae

Overview

TRA approached Omnia to redesign and develop its new Marketplace collaboration platform. The idea being to make it the go-to website for partners who need to source technology providers in the region.

Our approach

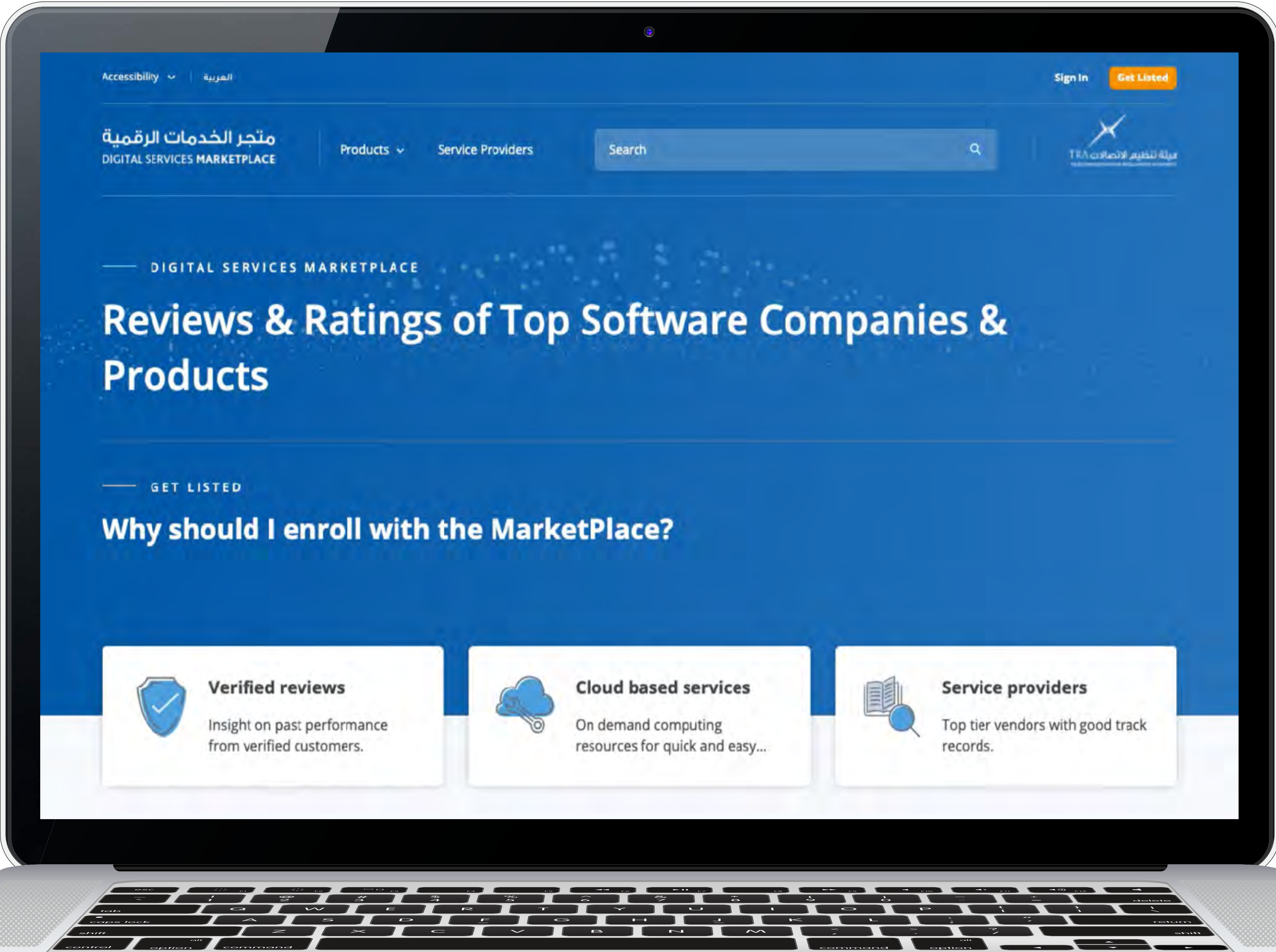
After an initial discovery approach, Omnia built the UX/UI, customer journey, Tech and hosting architecture of the site. The project was a green field project, and OMNIA delivered a full peer review before creating a full set of requirements in consultation with the TRA team.

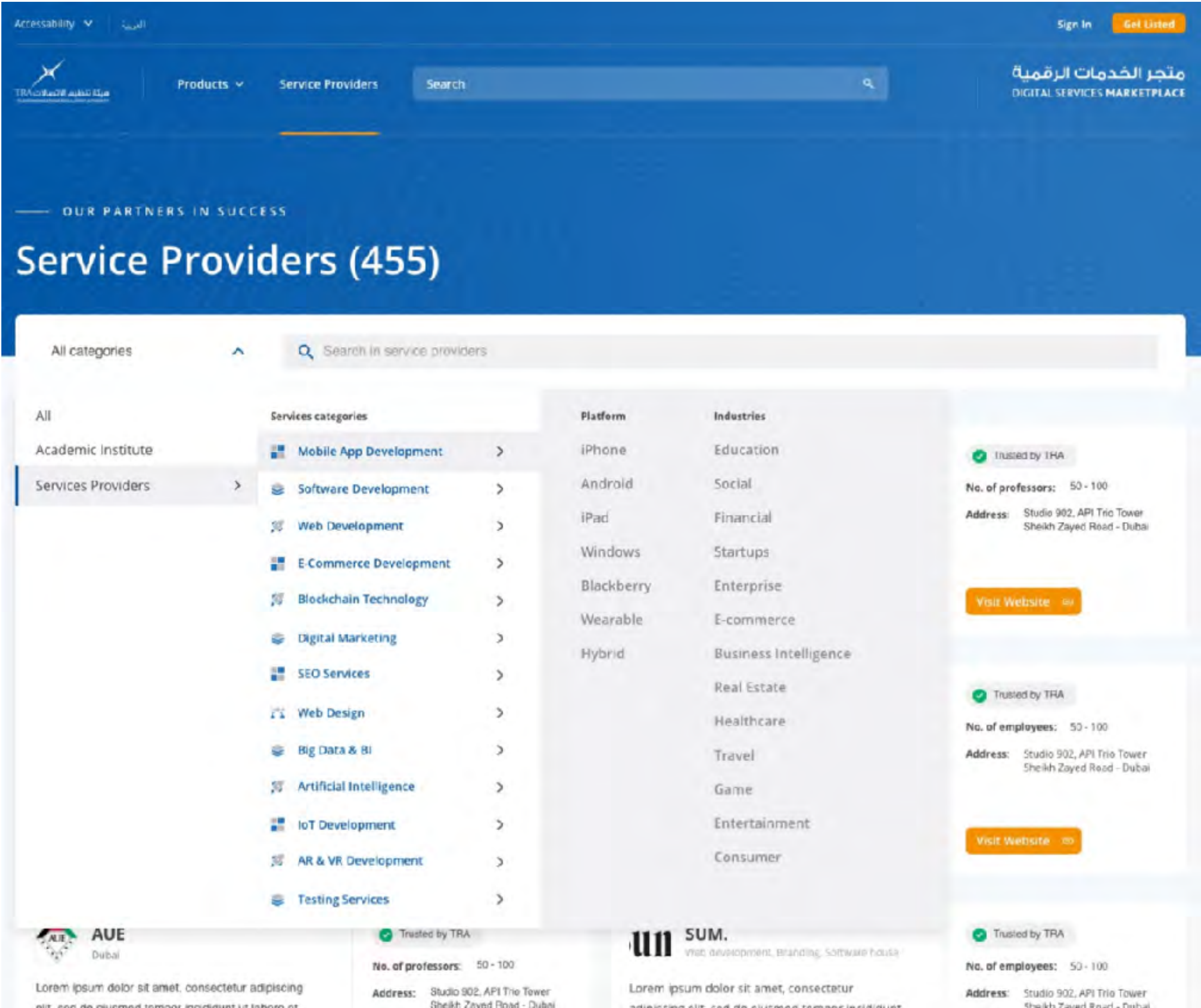
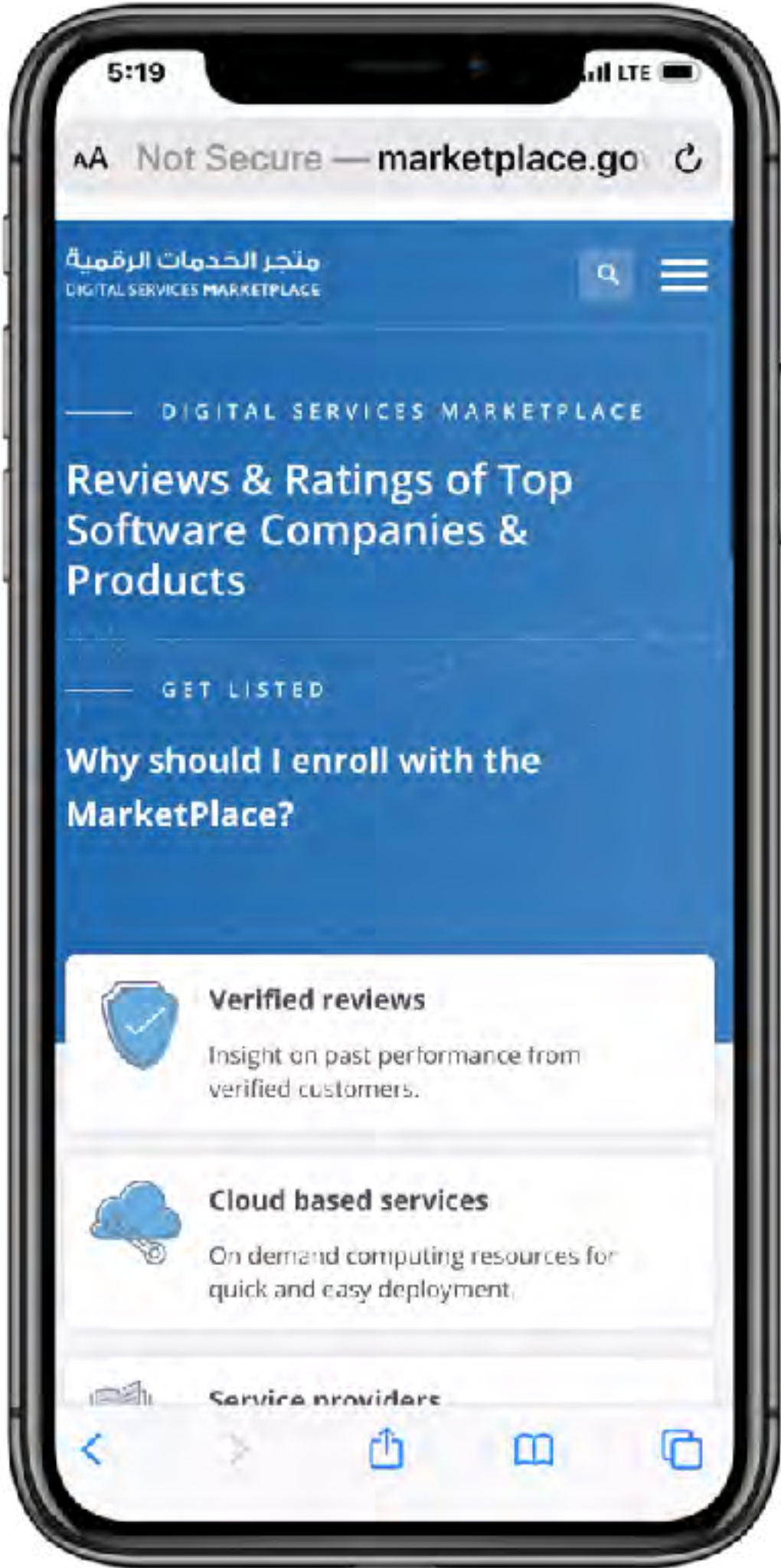
Project was delivered on-time, with a full FSD and client training.

Results

Each IT company has the ability to host their own profile page, list their key services and go into a tenders and bidding process online.

- Unified creative strategy
- User friendly CMS and portal
- Integration of marketing tools
- Efficiency in content management and meeting marketing objectives





Emirates NBD Intranet



Emirates NBD

Intranet

Overview

A complete redesign of Emirates NBD’s custom-built intranet launched in 2003. The previous Emirates NBD intranet was a legacy platform built on a custom ASP environment, with dated UI that was not per the brand guidelines created by Omnia’s branding team.

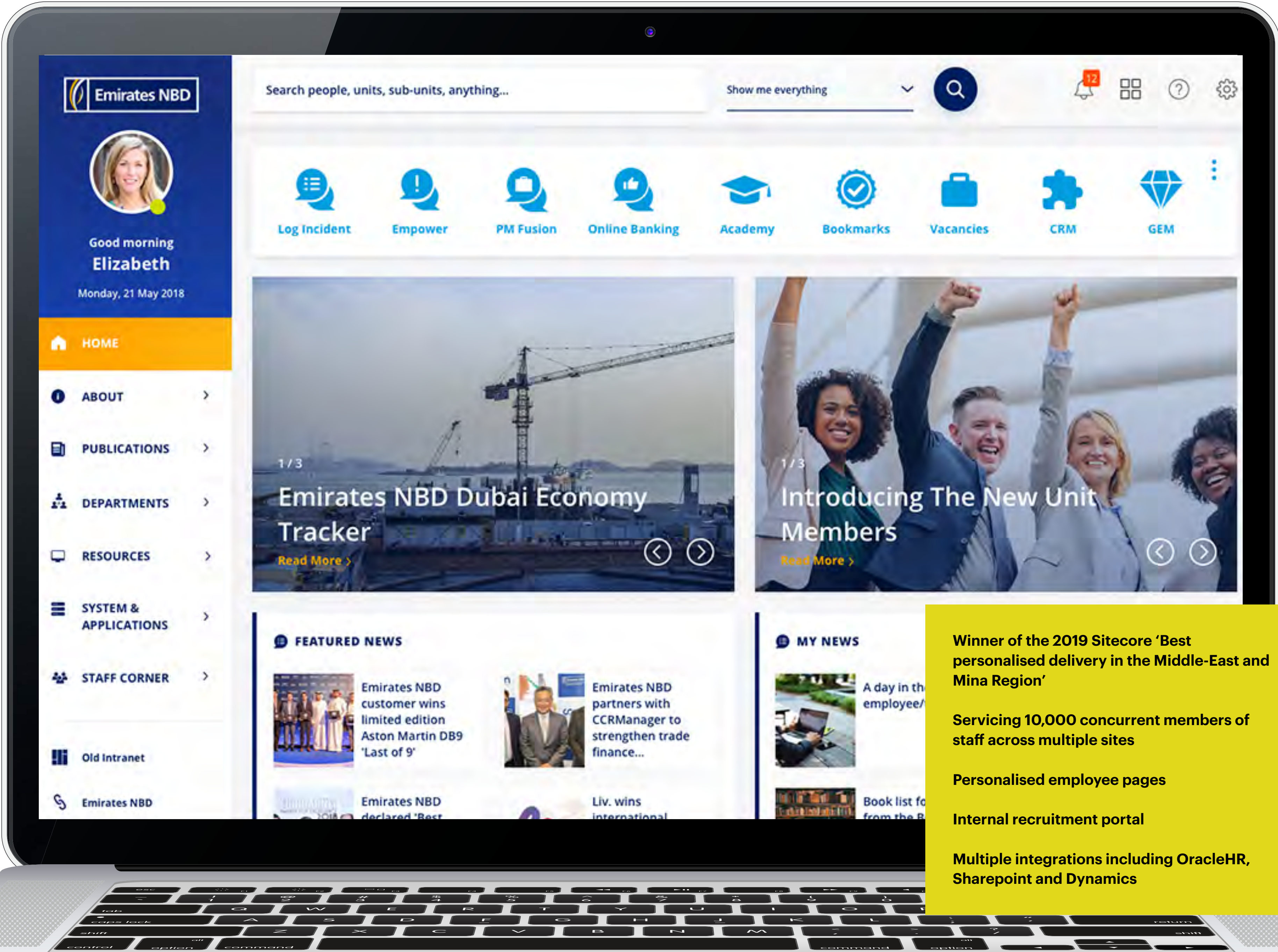
Our approach

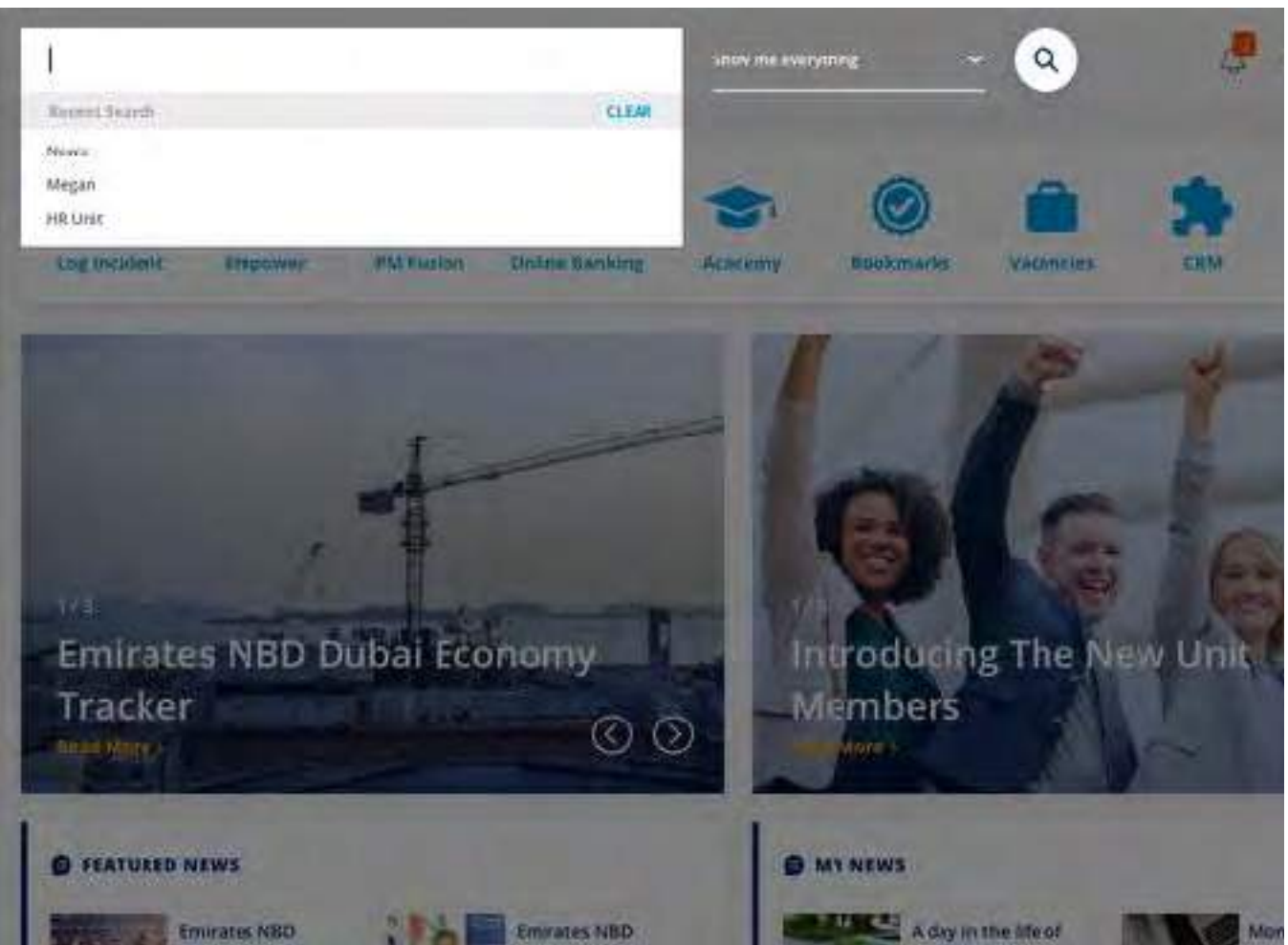
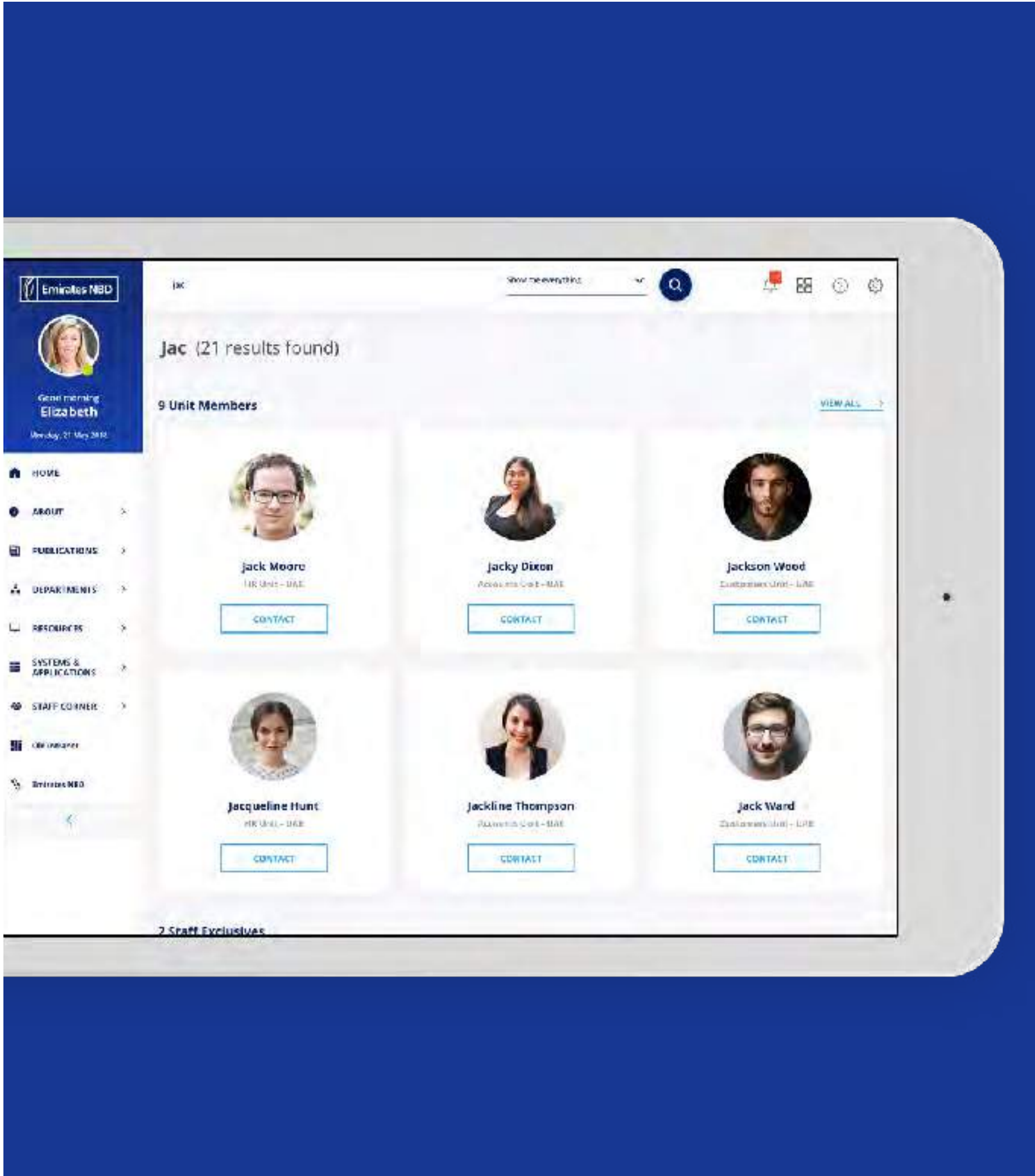
We recreated the intranet on Sitecore 9, in a phased approach. We created a responsive user experience with highlights of key sections on the landing page to facilitate content discovery and employee engagement including;

- Single sign-on
- Search
- Analytics
- Theme
- SharePoint integration
- Publications (news)
- Staff exclusives (offers)
- Staff vacancies (widget)
- Staff birthdays (widget)

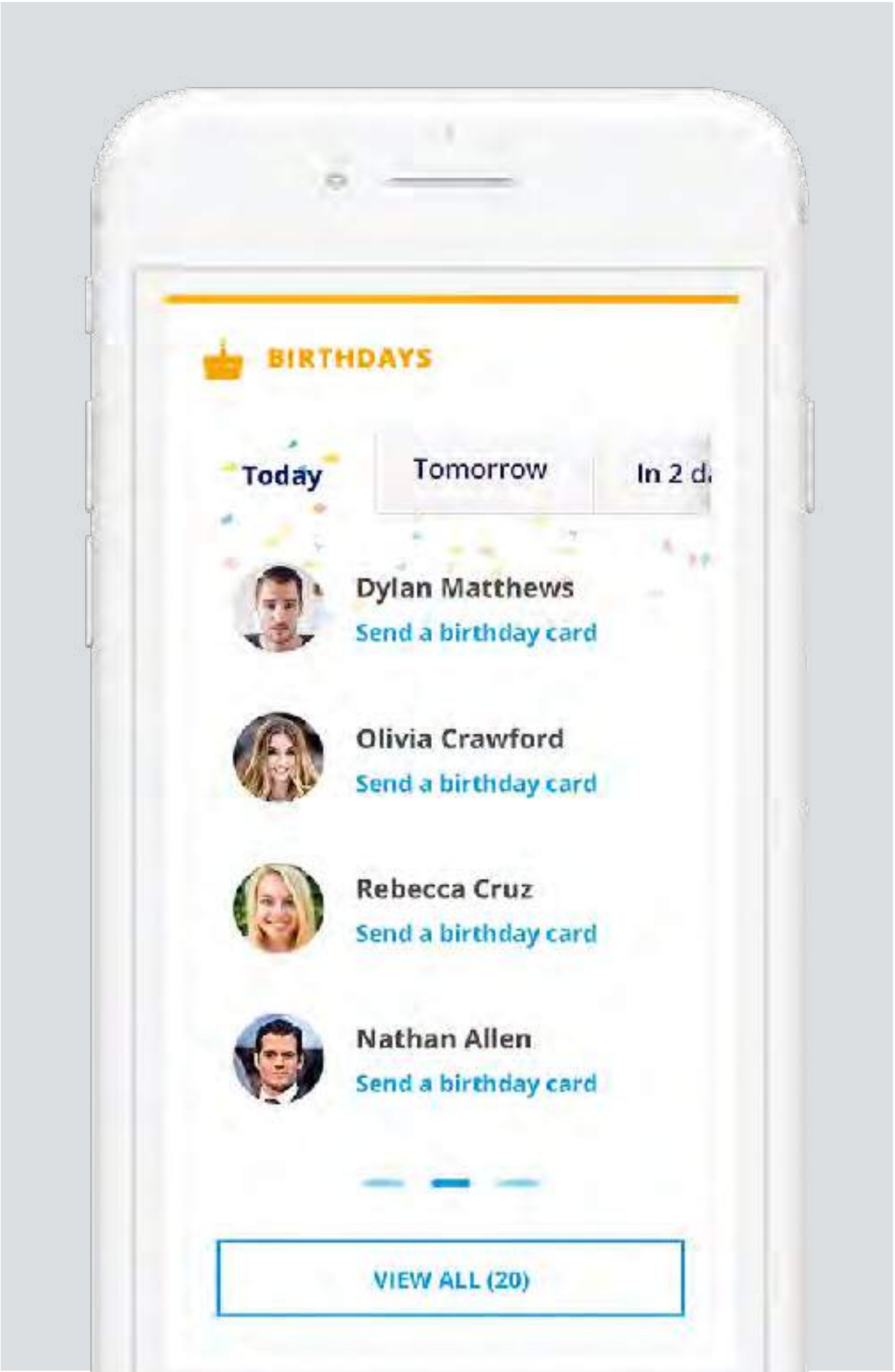
Services

- Digital strategy
- Web design & user experience
- Front and back end development





Complete
redesign of the
intranet
on Sitecore



Dubai Sports City

Website
dsc.ae



Dubai Sports City

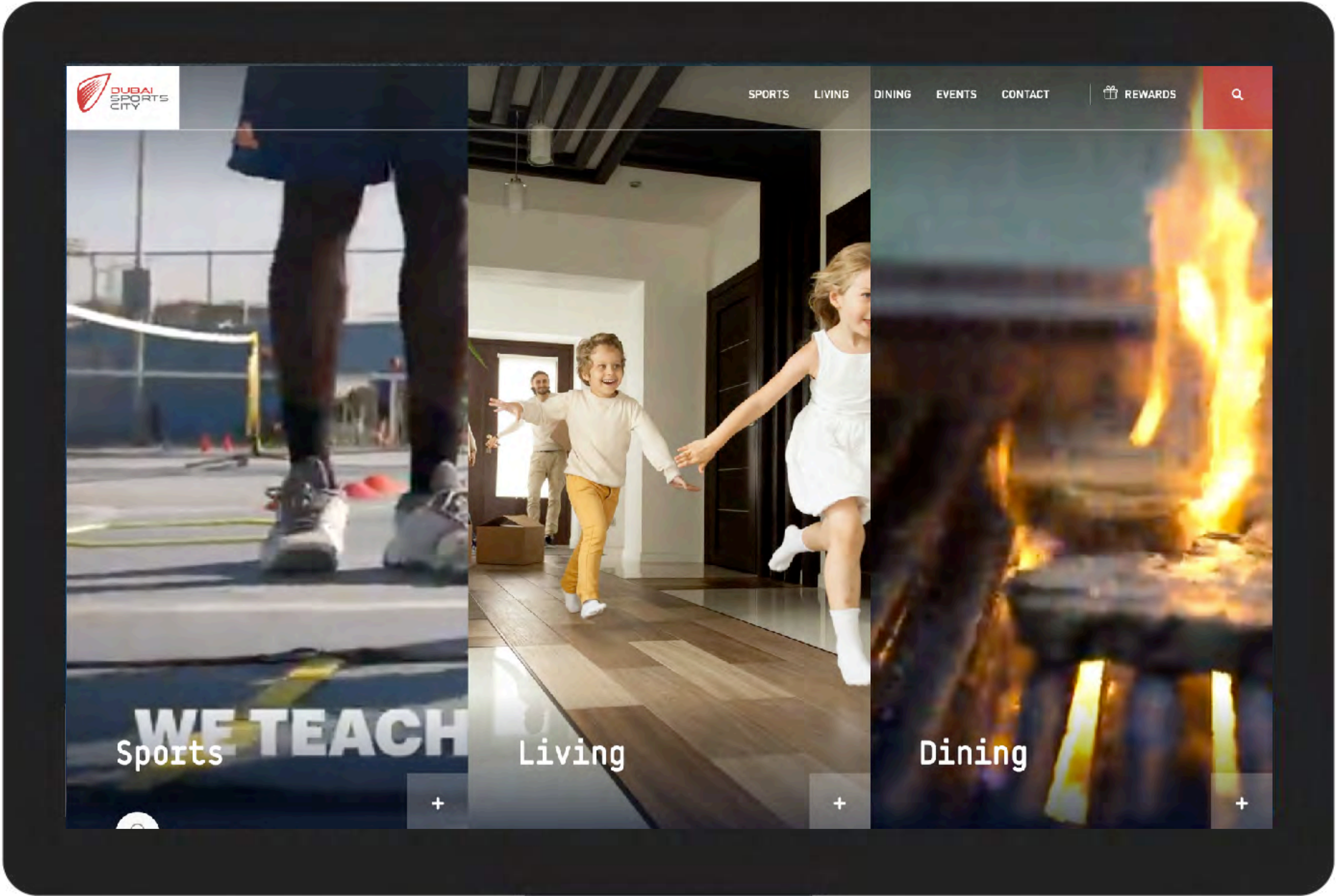
Website

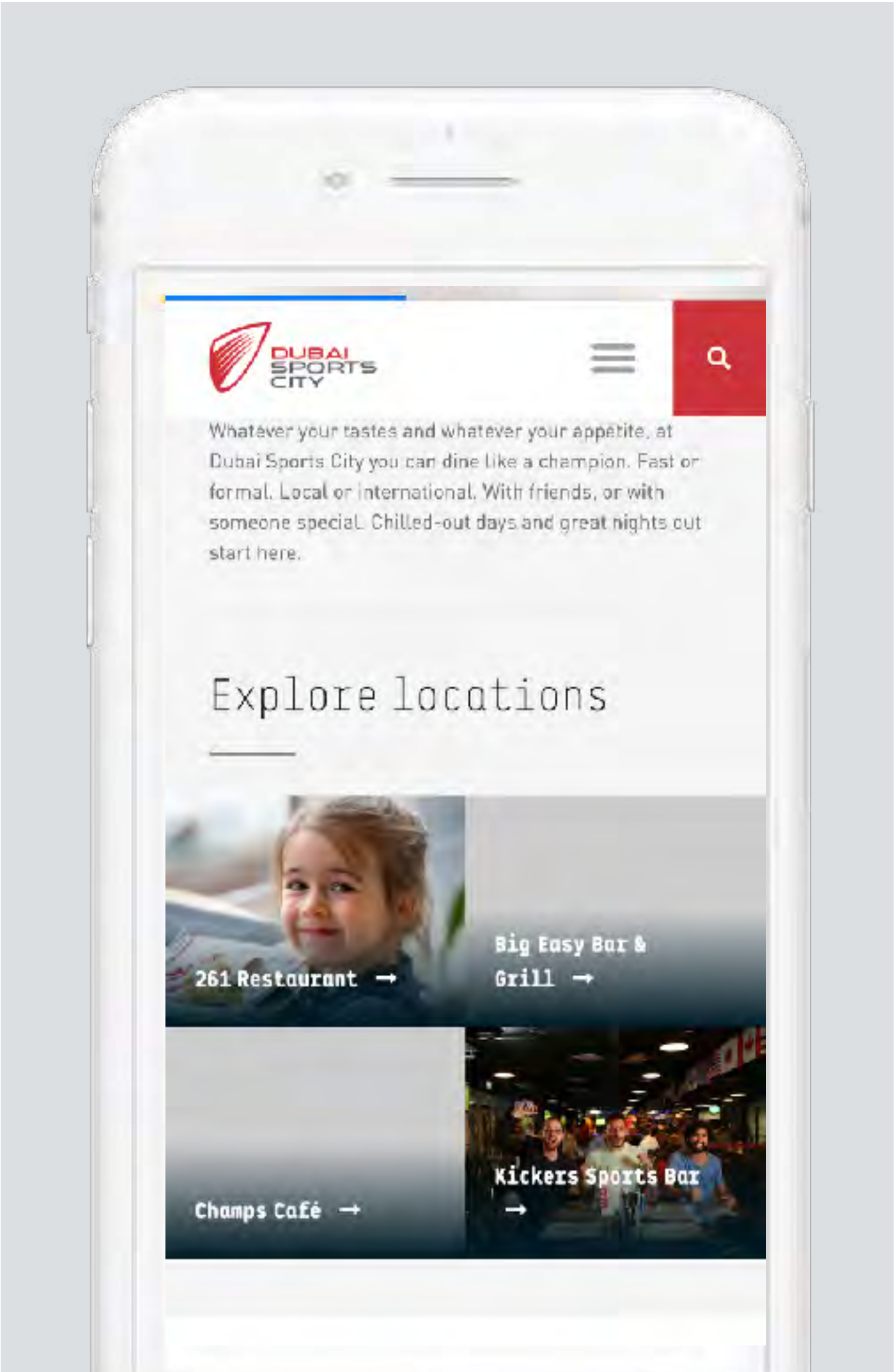
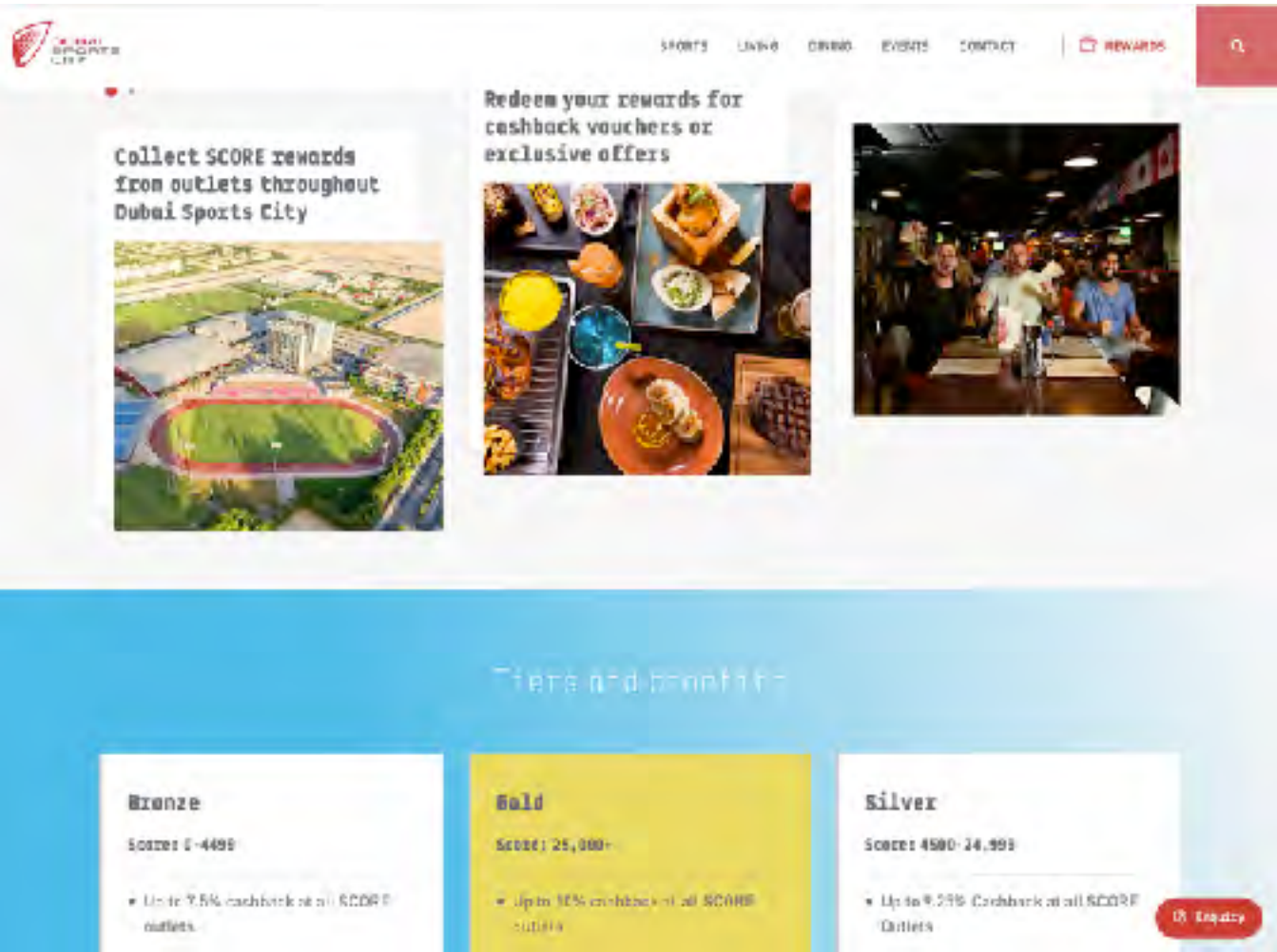
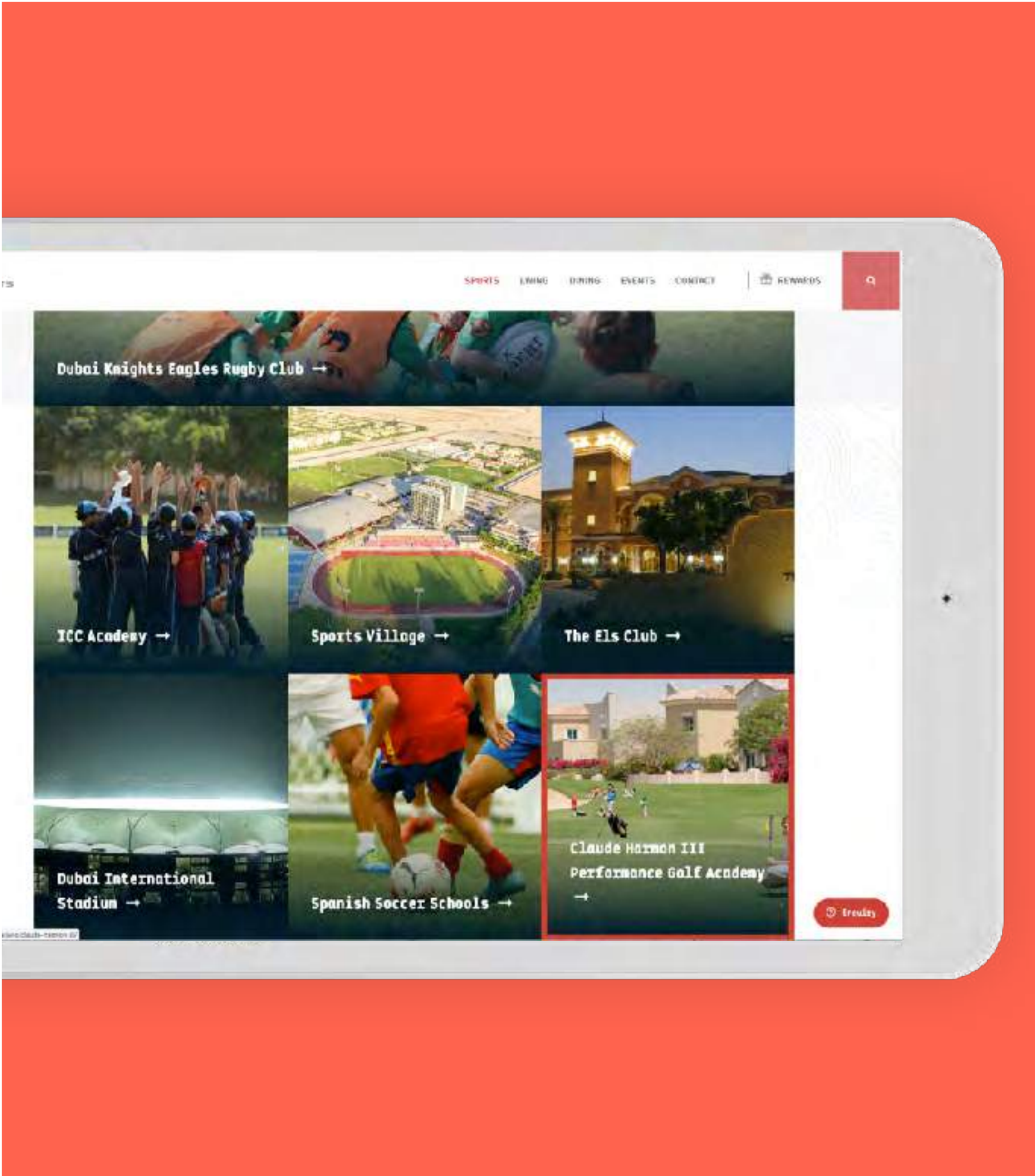
dsc.ae

Overview
Dubai Sports City is a community that not only accommodates thousands of residents in apartments and villas, but also caters to all Dubai residents with a vast array of restaurants and sporting facilities. DSC is located in prime location and needed to reach out to all Dubai communities to inform them of the amazing facilities, events and lifestyle that it has to offer.

Our approach
Our team wanted to give the user an immediate snapshot of what DSC has to offer on the home page. This was done by a clever use of animated panels and videos in the Media space. The website was built on Wordpress for speed of build and cost, and ALL of the facilities available to the consumer are available for viewing and booking on one independent website.

Services
Events, dining, real-estate management, real estate purchase, sporting facilities are all accessible through the website, with quick and easy contact CTA's.





Yahsat

Digital platform
yahsat.com



Yahsat

Digital platform
yahsat.com

Overview

Yahsat approached Omnia to manage the digital transformation of the business. The previous infrastructure of Yahsat contained different websites working in isolation under multiple content management systems.

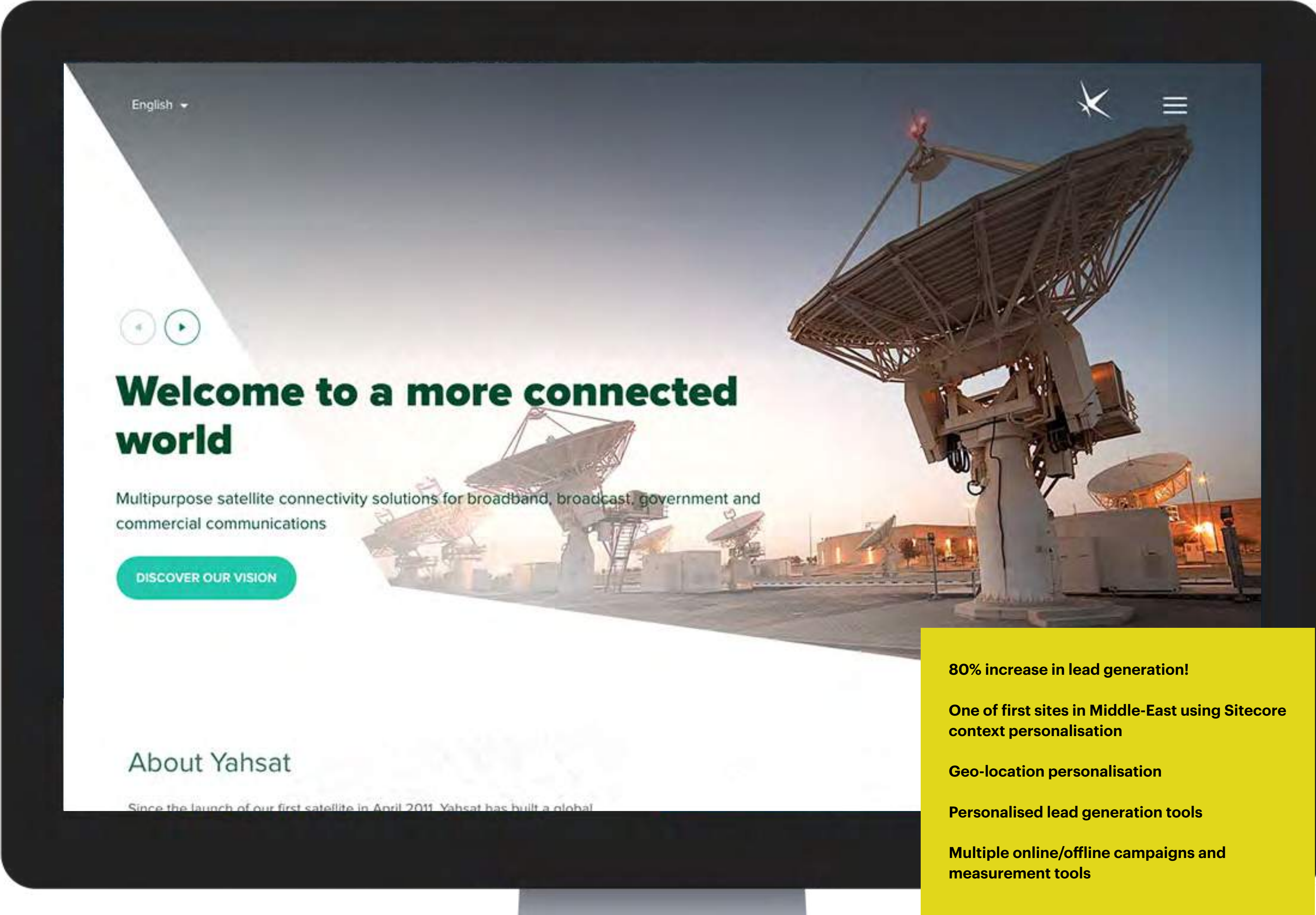
- Yahsat
- YahLive
- YahClick

Our approach

Our solution brought together the multiple sites using the Sitecore Experience Platform and one creative strategy and centralised database.

Results

- Unified creative strategy
- User friendly CMS
- Integration of marketing tools
- Efficiency in content management and meeting marketing objectives



Yahsat

English

Welcome to a more connected world

Multipurpose satellite connectivity solutions for broadband, broadcast, government and commercial communications

DISCOVER OUR VISION

About Yahsat

Since the launch of our first satellite in April 2011, Yahsat has built a global reputation as a leading partner for reliable, innovative and affordable satellite connectivity solutions. With two satellites in operation and a reach spreading across 140+ countries, we work with governments and commercial sectors to deliver a more connected world.

FIND OUT MORE

x3

Satellites Owned by Yahsat

140+

Countries Covered

Your partner of choice

A Global Reach

Financial Focus

Innovative Tech

Yahlive

yahlive

Satellite broadcasting for communities from 52.5°E

GET YAHLIVE CHANNELS

OR SUBSCRIBE WITH YAHCLICK

Tune into your world of premium free-to-air TV entertainment

EXPLORE OUR FULL LIST OF CHANNELS

Connect with 114+ Million viewers

Yahlive serves its customers with a global network of uplink stations, beaming their TV and radio channels to millions of households via Yahsat's Al Yah 1A satellite

YahClick

YahClick

Why YahClick

Get YahClick

Service Partners

Stay connected, with always-on broadband

Changing lives, businesses and organizations. With satellite, broadband signal unleashes true potential

CHOOSE A DATA PACKAGE

Data Bundles on Offer

YahClick Lite 5GB	YahClick Lite 10GB	YahClick Empower 20GB	YahClick Empower 30GB	YahClick Premium 50GB	YahClick Premium 100GB
Emails	Streaming video	Emails and Social Media	Streaming video, Emails and Social media	Social Media, Email, Streaming video and Webpage visits	Emails, Downloads, Social media, Streaming HD video, Webpage visits and more
Social Media	Webpage Visits	HD streaming video and webpage visits	Webpage Visits, Streaming video, Email and Social Media	Webpage Visits, Email, HD Streaming video, and Downloads	HD streaming video, Webpage visits, Social Media, Email, Downloads and much more

Gulf Today

Strategy, design and development
gulftoday.ae

Gulf Today

Gulf Today

Strategy, design
and development
gulftoday.ae

Overview

The Gulf Today is one of the oldest newspapers in the UAE. Its owners had been seeking a partner to do a full digital transformation for several years.

Requirements

Omnia was requested to help transform The Gulf Today newspaper. We created a digital vision for their business, which subsequently led to a new website, logo, brand positioning and content strategy.

Our approach

We rebuilt The Gulf Today website on Sitecore, knowing that a user friendly content management is key for a news website.

Features

- Most popular stories
- Breaking news ticker
- Opinions

Services

- Branding
- Digital strategy
- Content strategy
- Web design & user experience
- Front & back end development

Gulf Today

SUBSCRIBE



News

Opinion

Business

Culture

Lifestyle

Sport



Breaking news

US to sanction Russia over Skripal attack: The US has said it will impose fresh sanctions on Russia after determining it used nerve agent against a former Russian double agent.



NEWS 10 min 22

Tesla board indicates Musk's buyout plan

Elon Musk was facing mounting pressure on Wednesday over claims that he has already completed the main steps for a \$70bn buyout of Tesla ...



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Buy now

Most popular stories

1 NEWS

Syria rejects US claims on chemical weapon use

2 OPINION

Tesla, Australia to turn 50,000 homes into power generators

3 LIFESTYLE

Russian air strikes kill 30 militants in Syria

Headlines

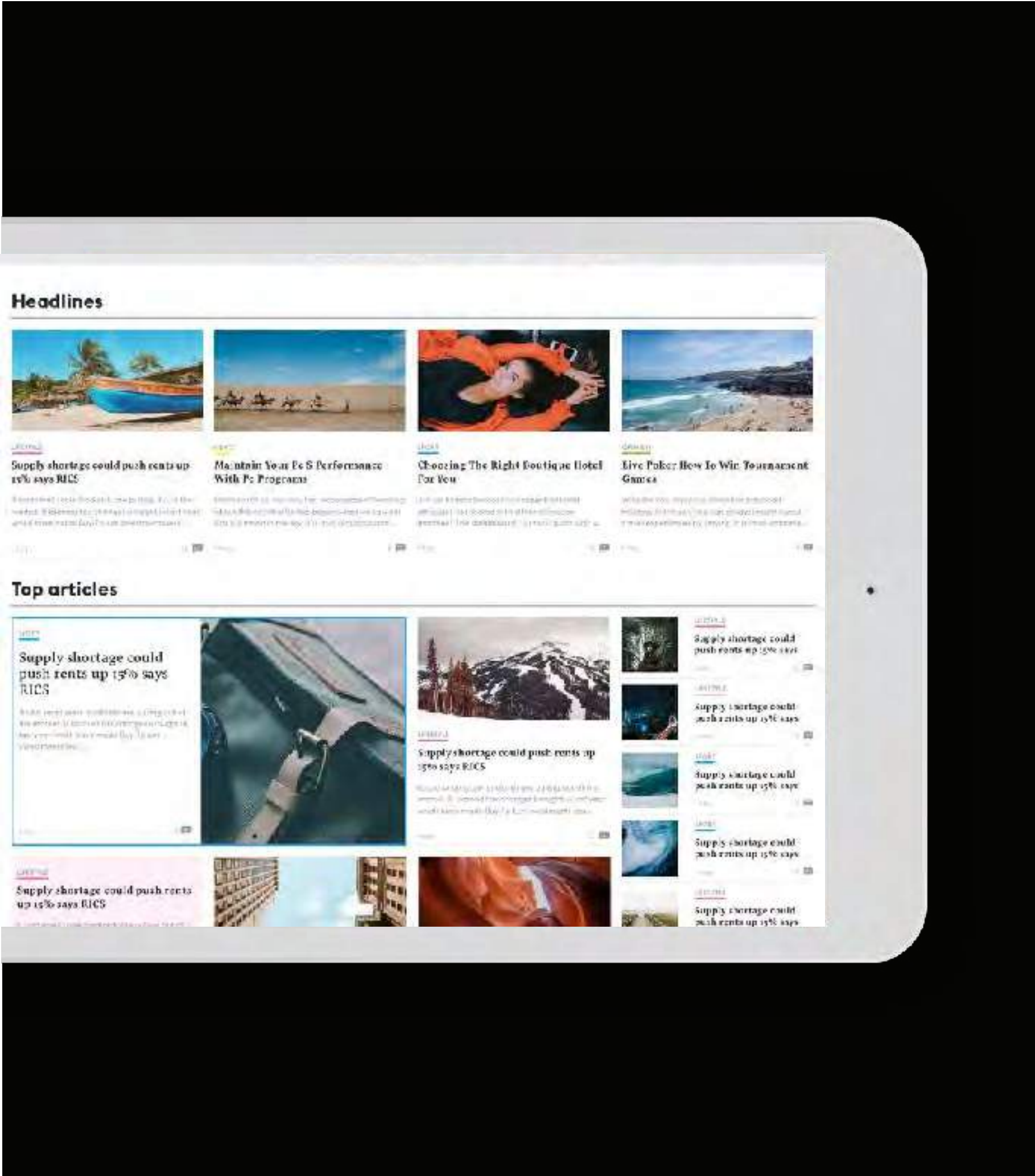


Winner in the 2020 Transform Brand Awards

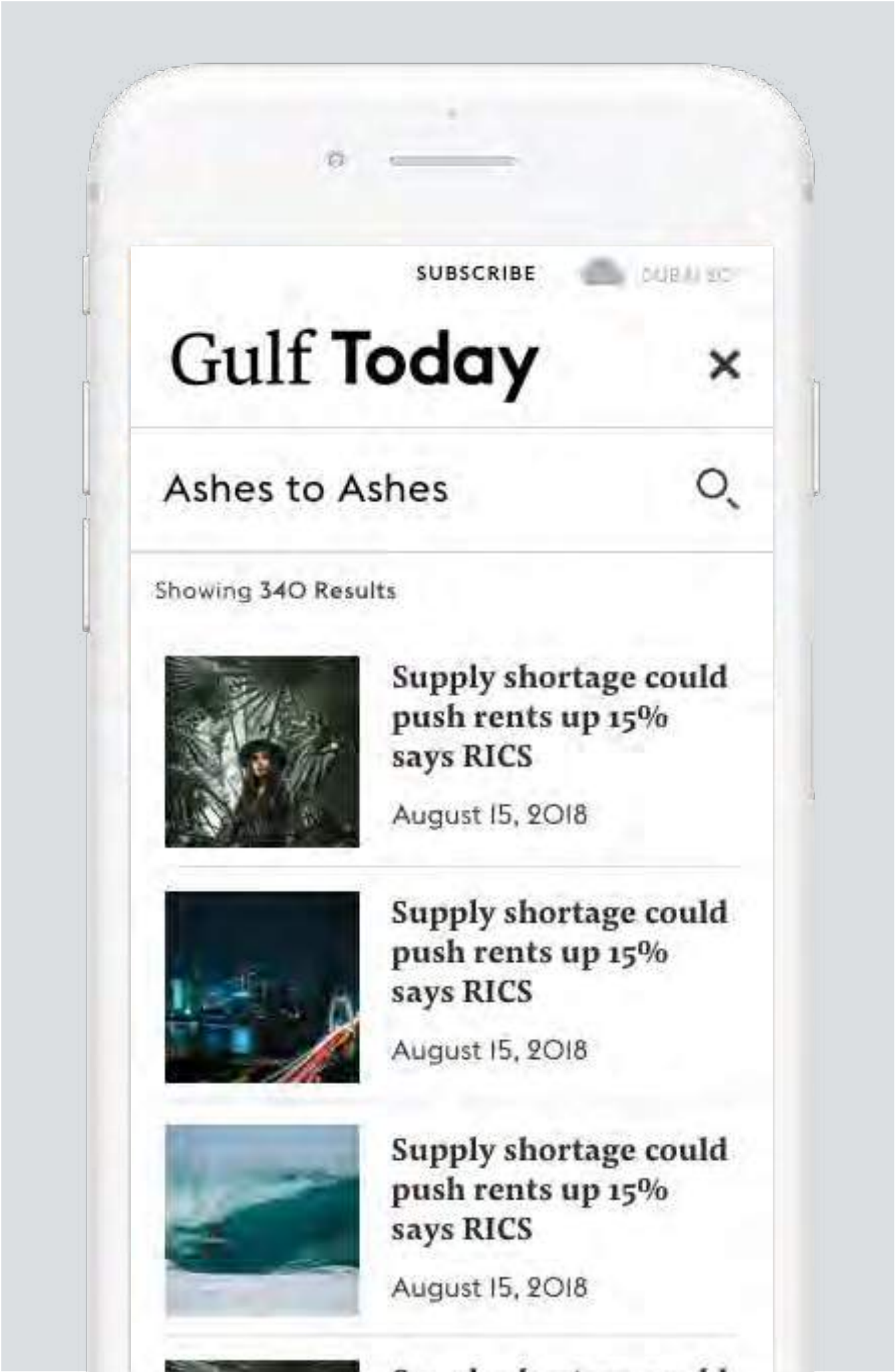
1000% increase in user traffic and adoption of the website

Multiple workflows for reporters and editors

Will be able to sell on-page advertising for the first time in 20 years



**Gulf Today is the
UAE's first digital-first
newspaper, and a
challenger brand
to Gulf News and
The National.**



ALJ Corporate Website
alj.com



ALJ Corporate Website

alj.com

Overview

Abdul Latif Jameel launched their new brand being led by the approach of ‘opening doors’. Omnia scoped and produced their new corporate group website ensuring that each group organisation was easily accessible, and global investors had the opportunity to view and understand the vast business opportunities in Saudi Arabia.

The website launched in English and Arabic and over 5 further months another 5 languages were launched (English, Arabic, Mandarin, Japanese, French, Spanish & Turkish)

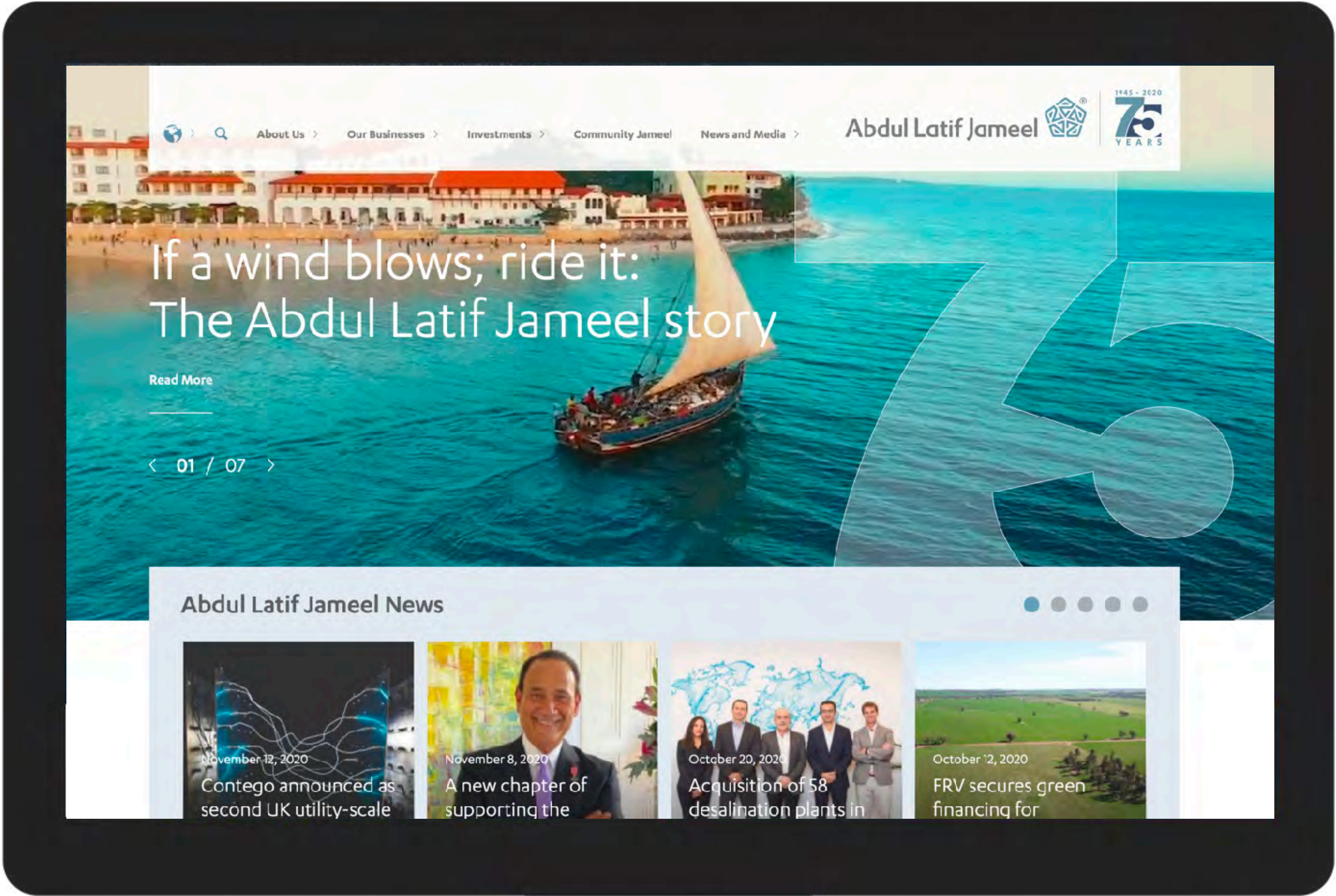
With these languages, this website truly became international.

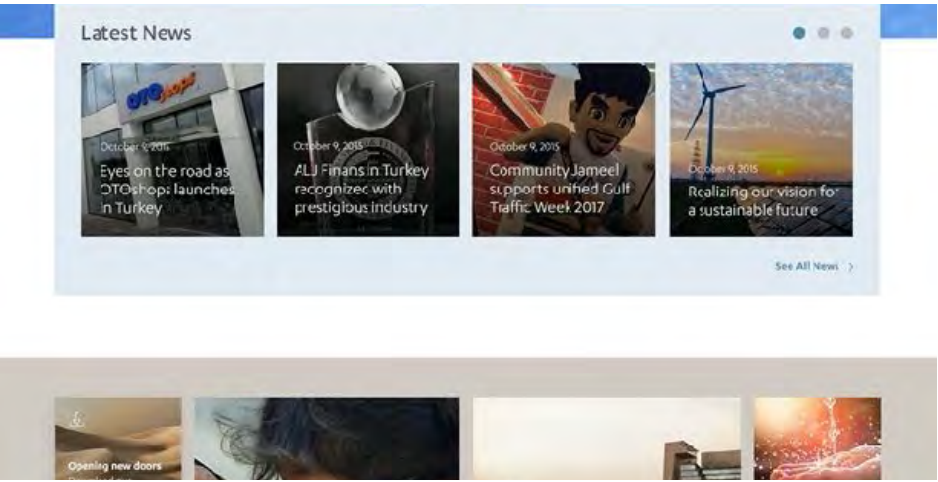
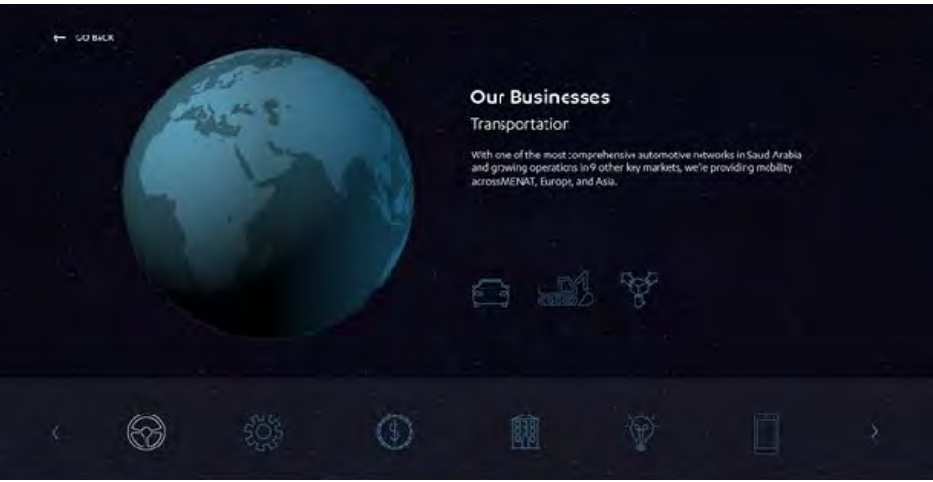
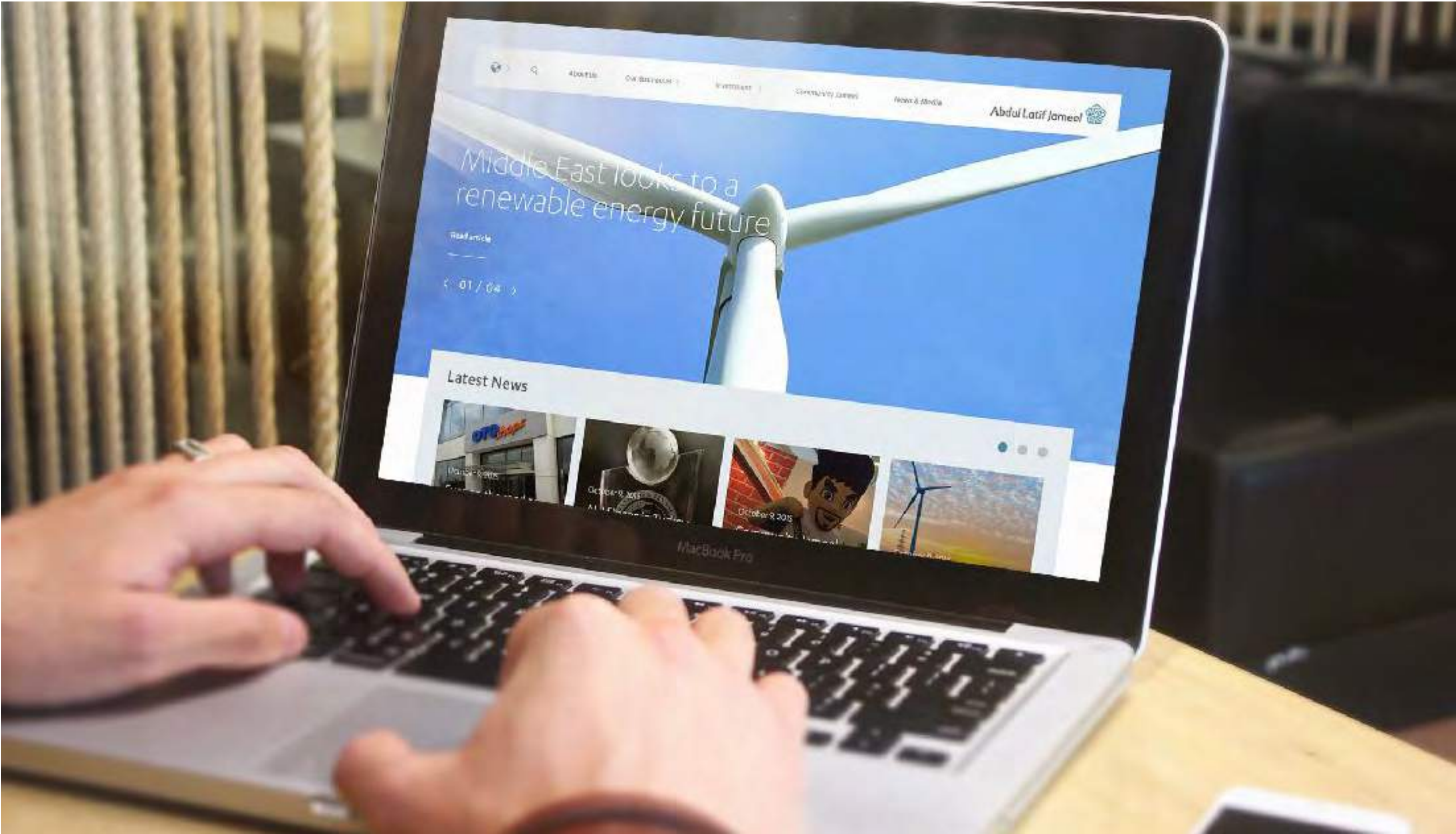
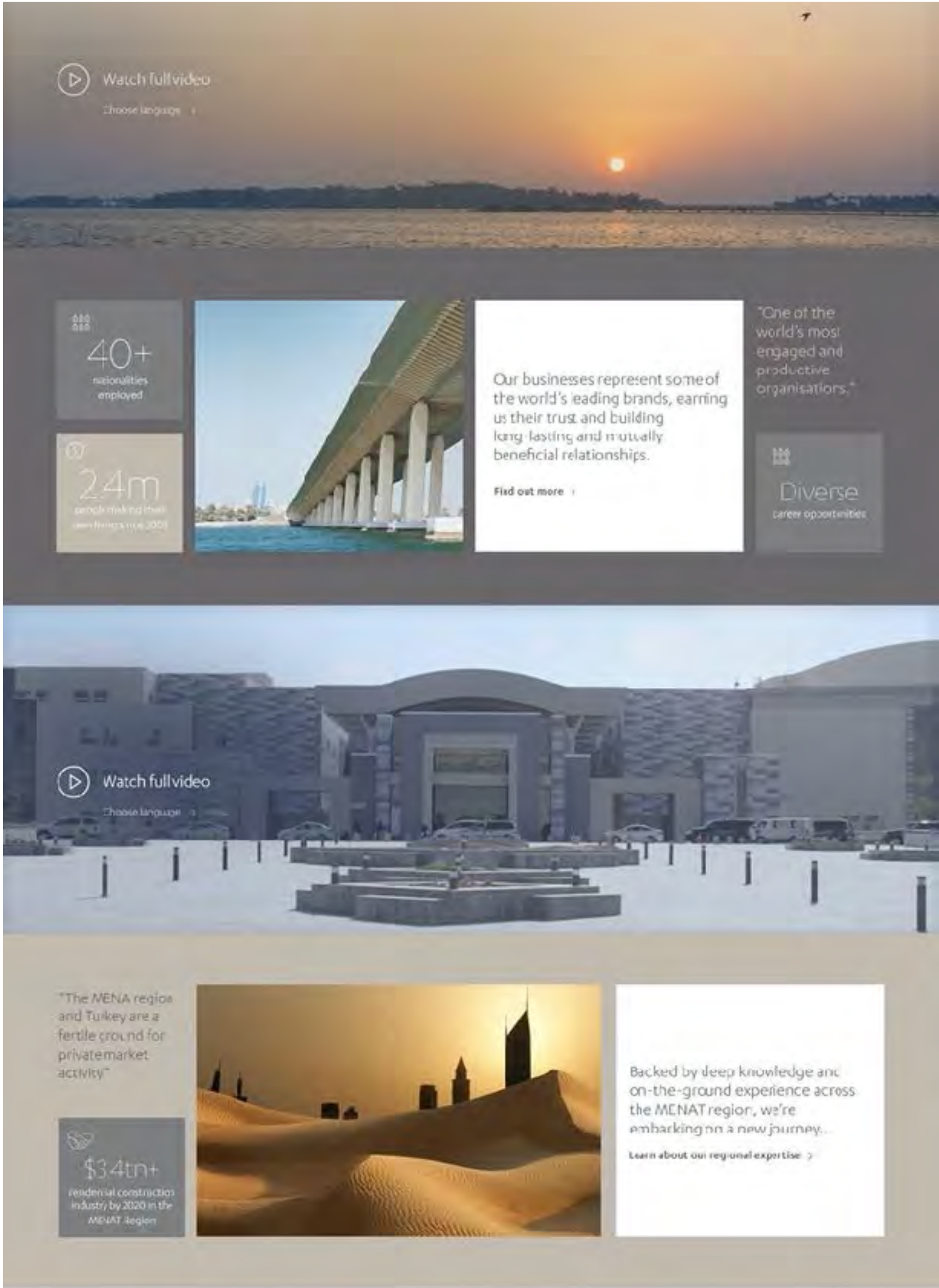
Our approach

- Website build in Wordpress
- Advanced editing tools for all languages
- Contact sections integrated into CRM
- Parallax features
- Customisable interactive map feature
- Access to all Abdul Latif Jameel portfolio of businesses
- Comprehensive Media section
- Community Jameel integration

Results

- Over 24,000 visits per day (9 million visits per year)
- 33% of visits are international
- Easily maintained and updated website
- Multiple editing workflows





BinDawood Holding
Website/IPO vehicle



BinDawood Holding

Website/IPO vehicle

bindawoodholding.com

Overview

BinDawood Holding comprises of BinDawood grocery retain chain and Danube grocery retail chain who trade throughout the Kingdom of Saudi Arabia. The organisation were working on an IPO announcement for the Holding company, and the website was built to both explain who BinDawood Holding was and which organisations it owned. Once the awareness website was constructed, the IPO section was built in readiness for the IPO launch. This section contained disclaimer and residency decision panels (to direct investors to different IPO landing pages based on location), key dates, key documents, how to subscribe, syndicate banks and FAQ's).

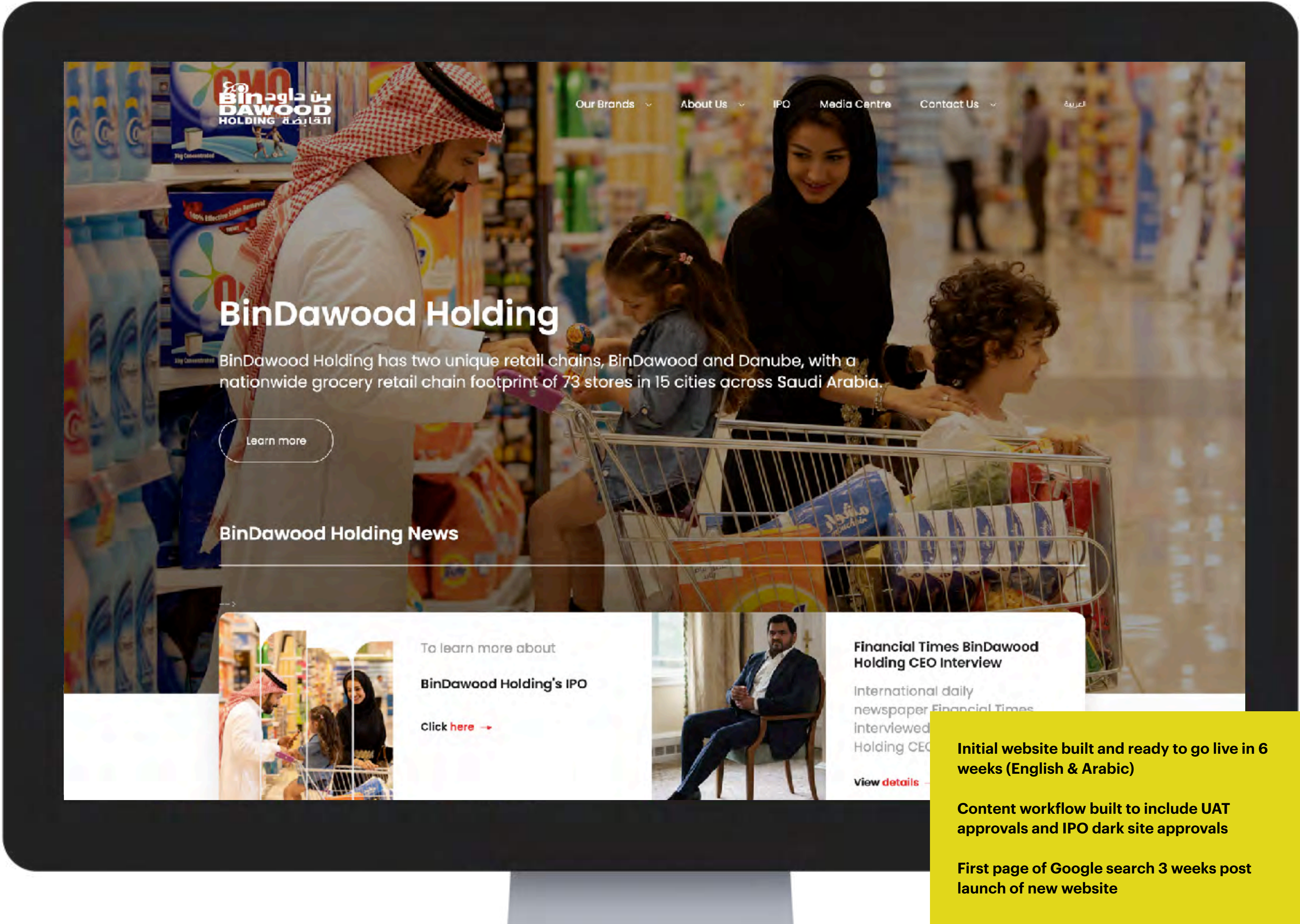
Our approach

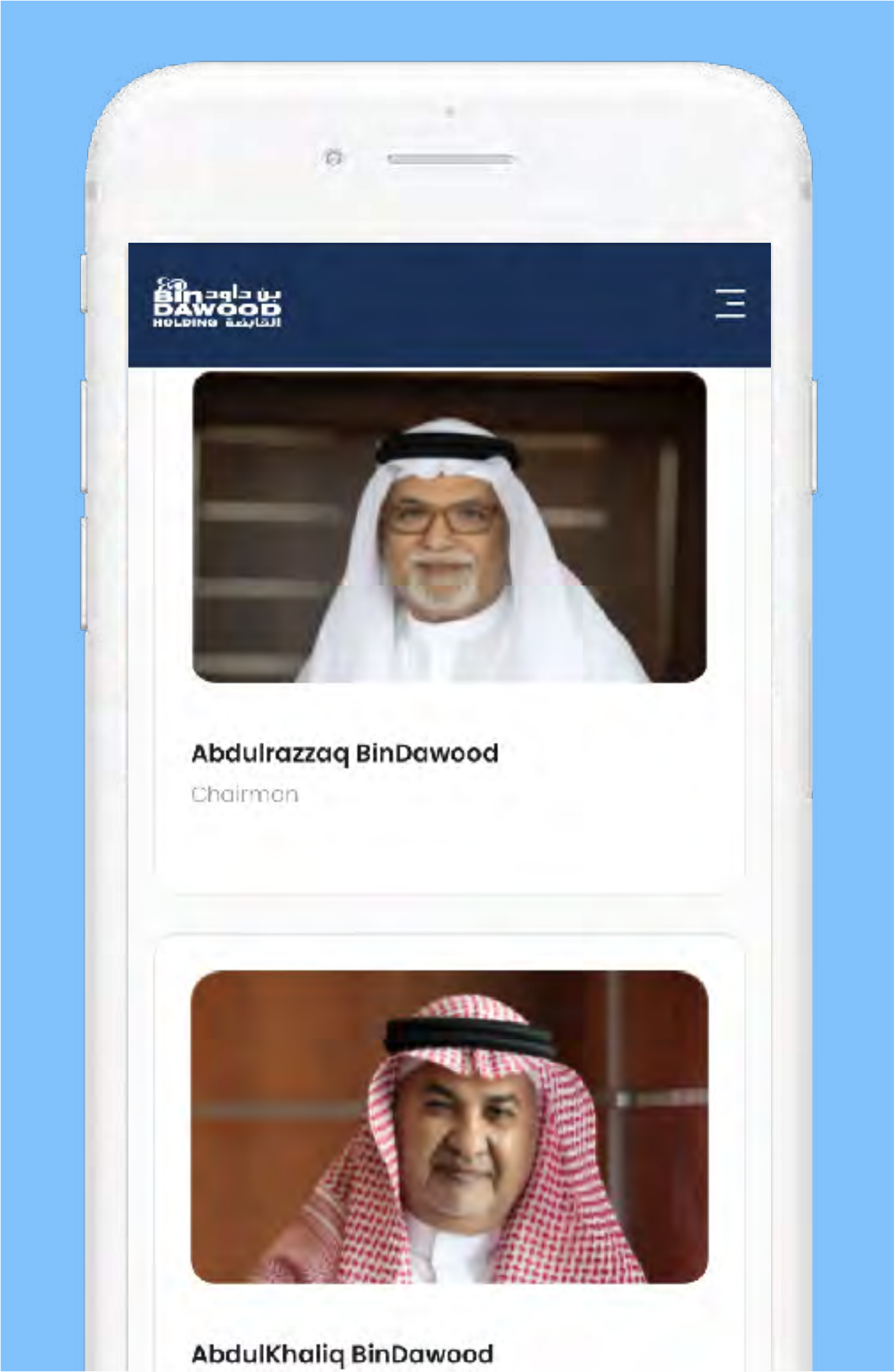
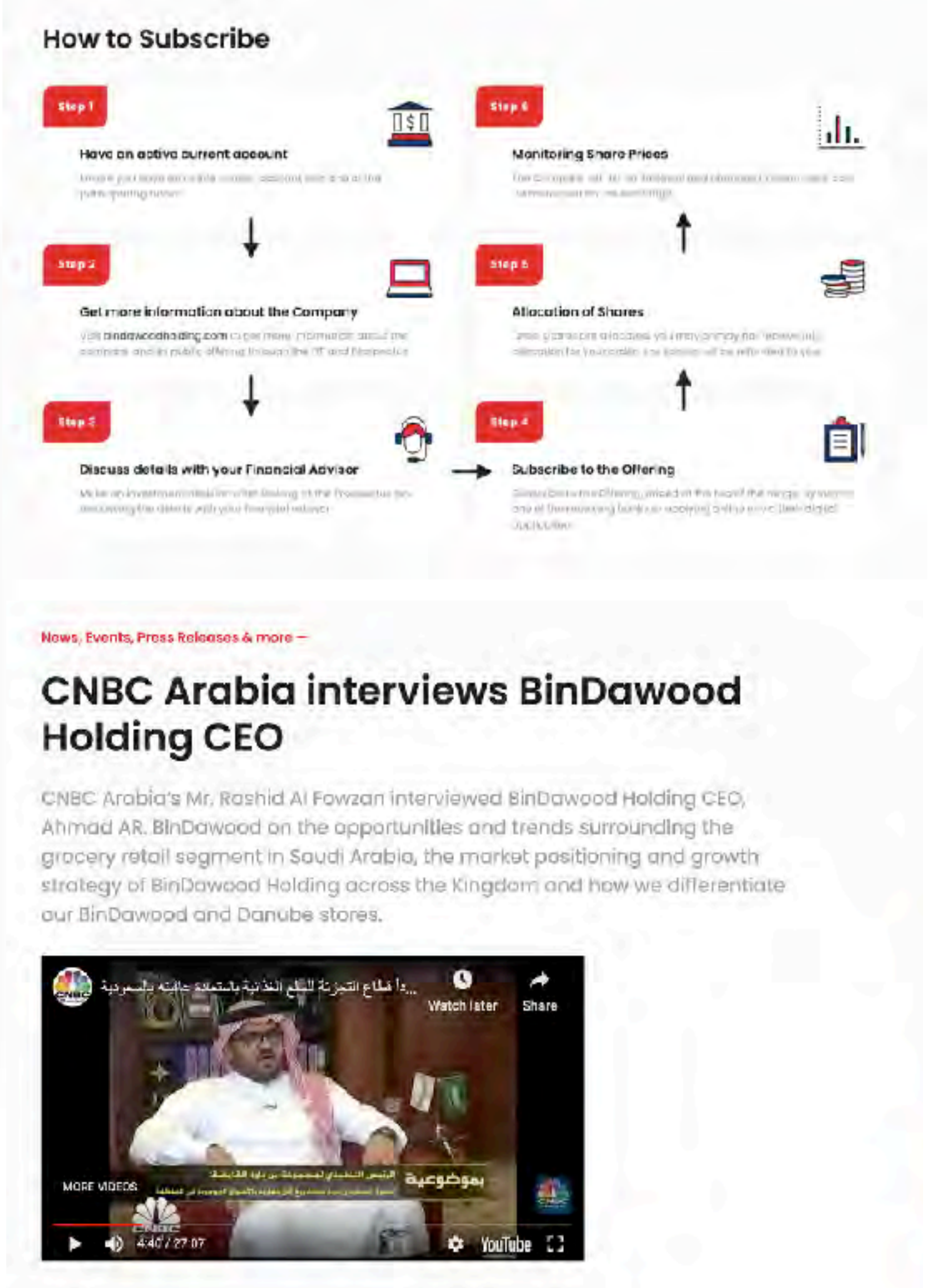
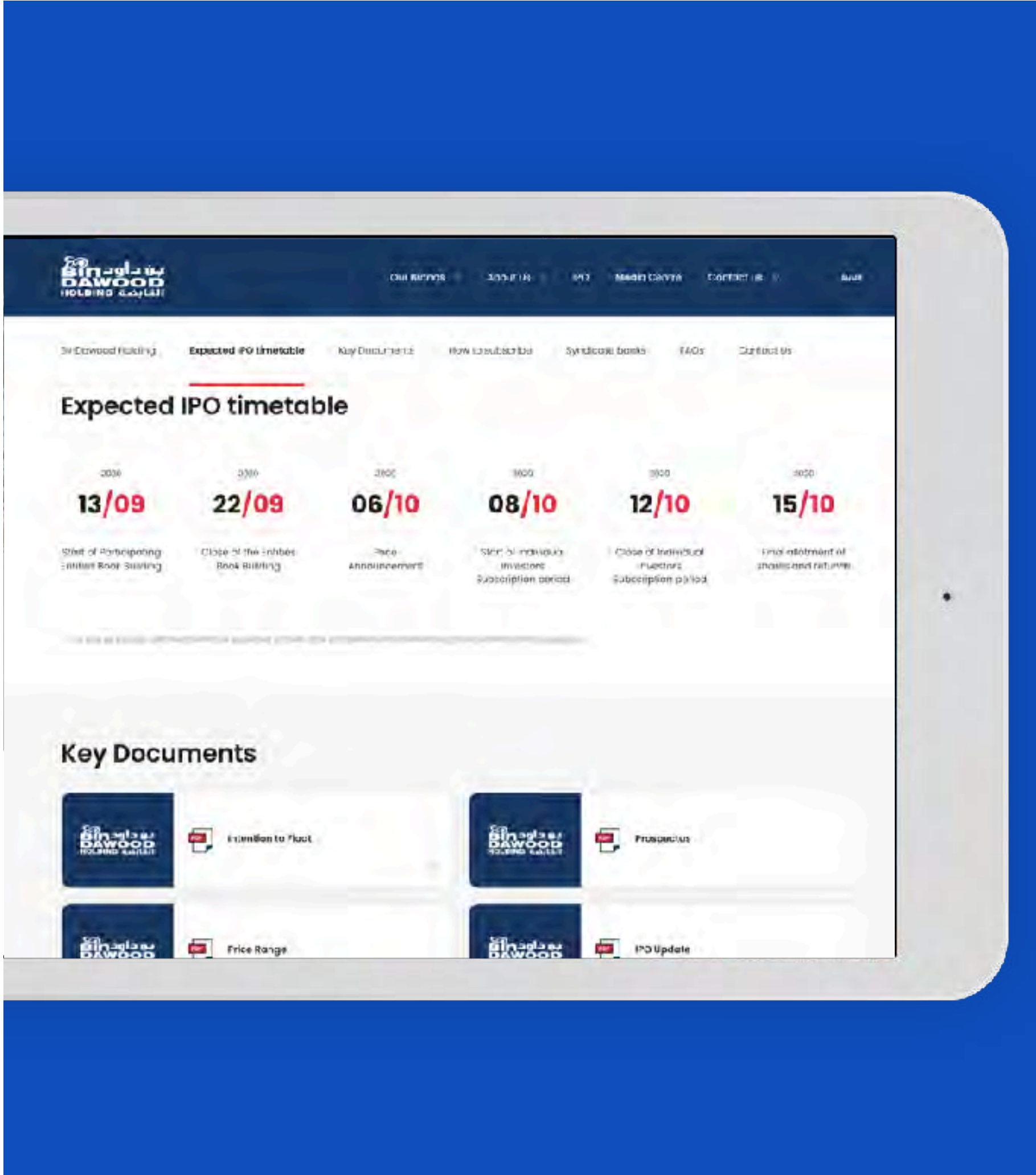
The website was built on Wordpress for speed of spin-up and quick edits. A UAT and IPO dark site were set-up to test all location-based documentation and subscription instructions.

As the website was a brand new URL and new build, our team had to work very hard on keywords and SEO optimisation including an SEO retainer and a back-linking strategy. This took the website from being non existent on Google search upon launch to first page search within 3 weeks.

Services

- Content strategy
- Web design & user experience
- Front and back end development
- Specialised UAT and IPO dark site







Emirates Diplomatic Academy

Website/Training/Courses

أكاديمية EMIRATES
الامارات DIPLOMATIC
للو CADEMY



Emirates Diplomatic Academy

Website design &
development
eda.ac.ae

Overview

The Emirates Diplomatic Academy (EDA) is a pioneering integrated foreign policy academic and research centre in the region. It required a new industry leading website.

Our approach

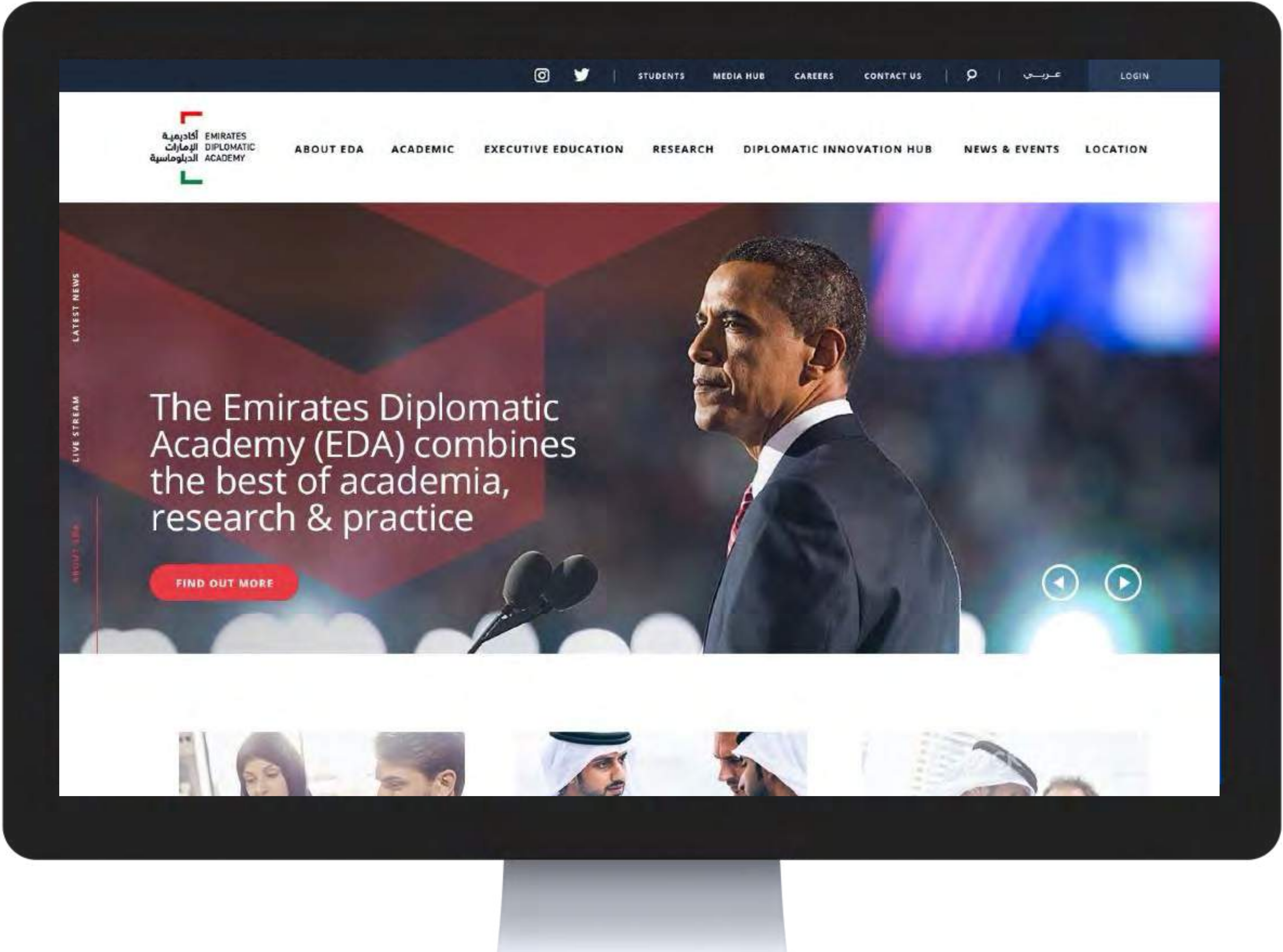
We designed and developed a modern, responsive website suitable for the target audience. Our design of the news section and advanced search tools allowed readers to discover content with more ease.

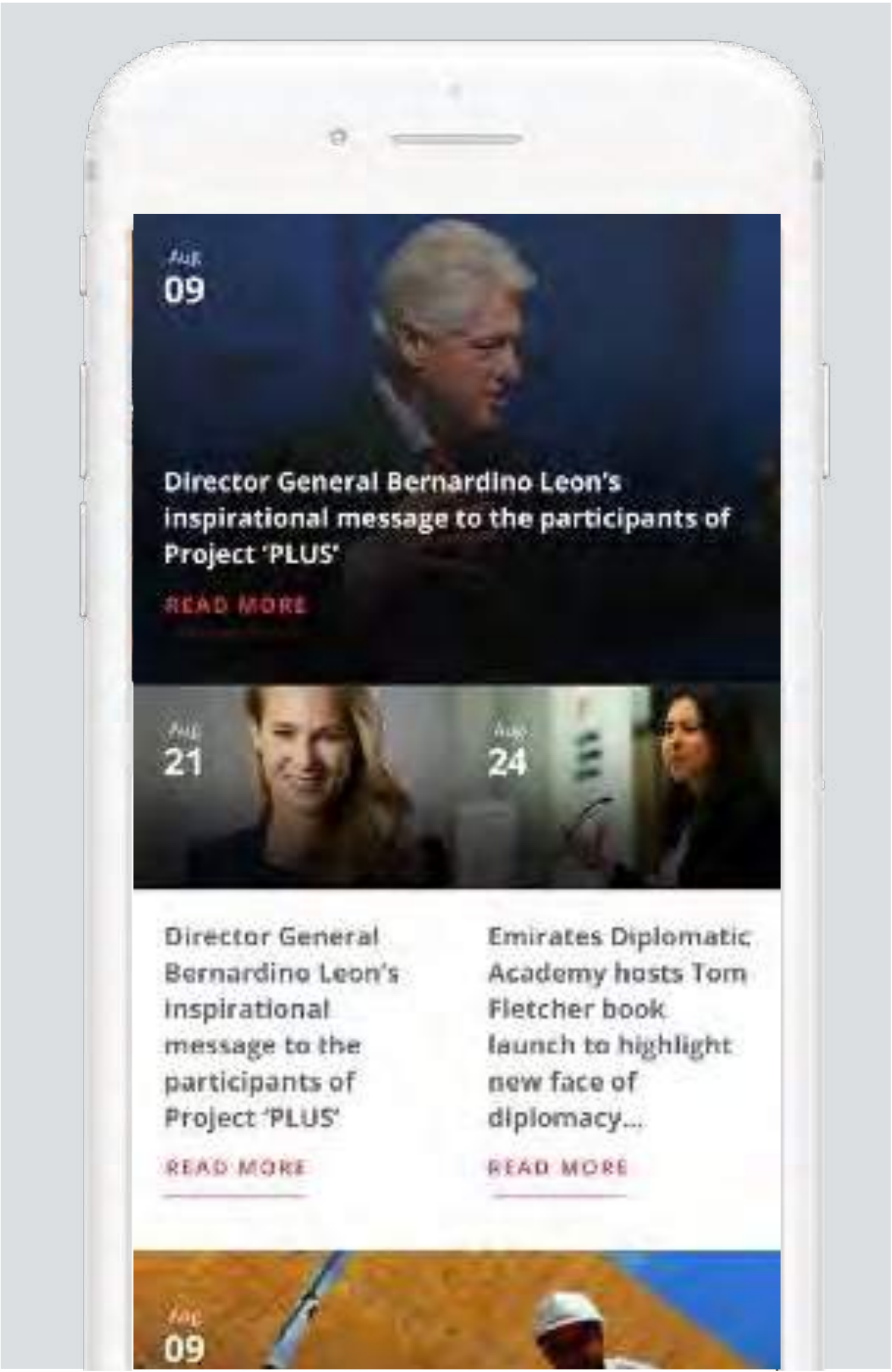
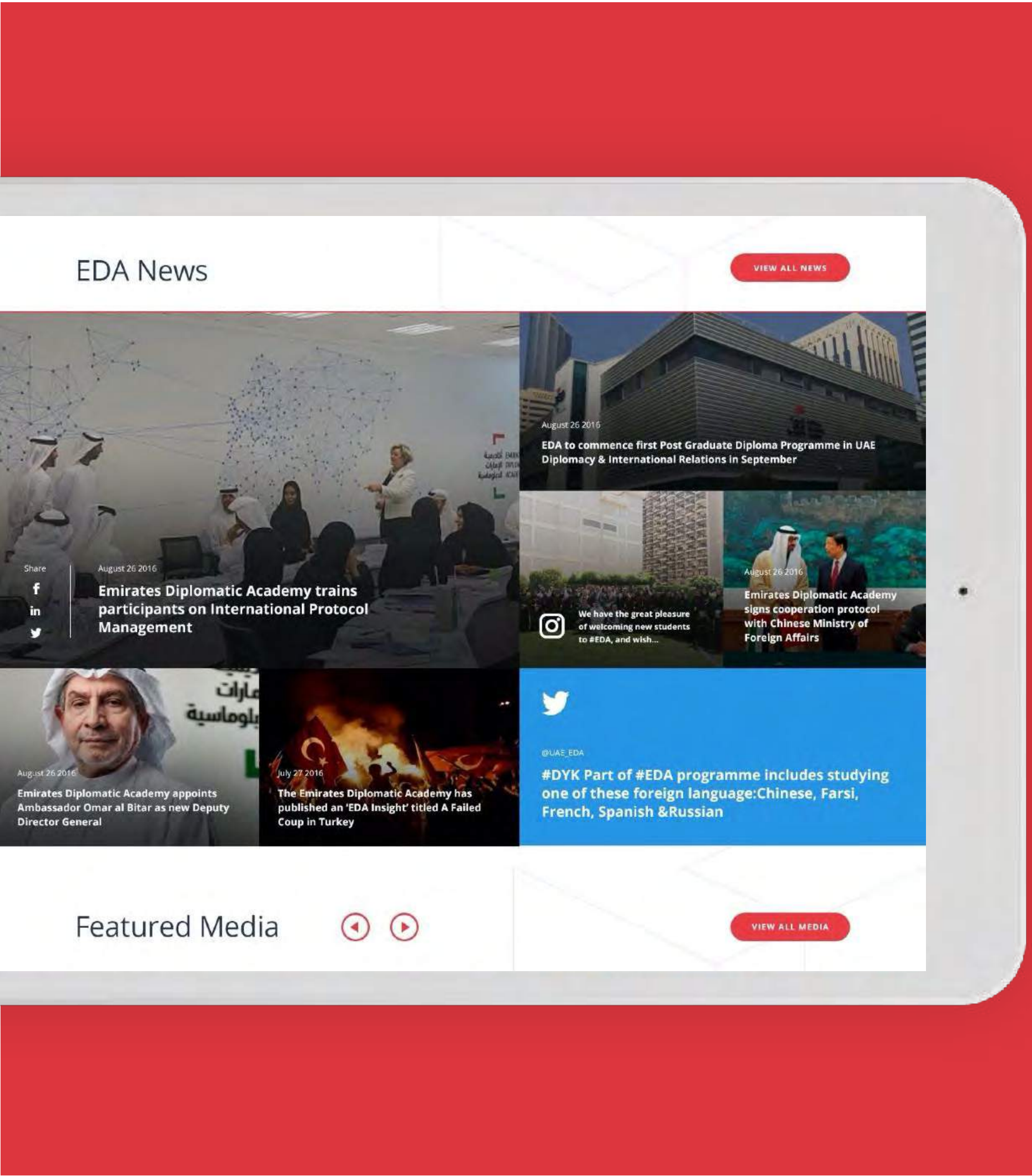
Features

- Events module
- Training and registration course
- User profile
- Social media integration

Services

- Branding
- Web design & user experience
- Front & back end development





Gulf Business Machines Website



Gulf Business Machines Website

gbmme.com

Overview

Gulf Business Machines (GBM) is the number one provider of IT solutions in the region, leveraging industry leading technologies to drive real business results for clients.

Requirements

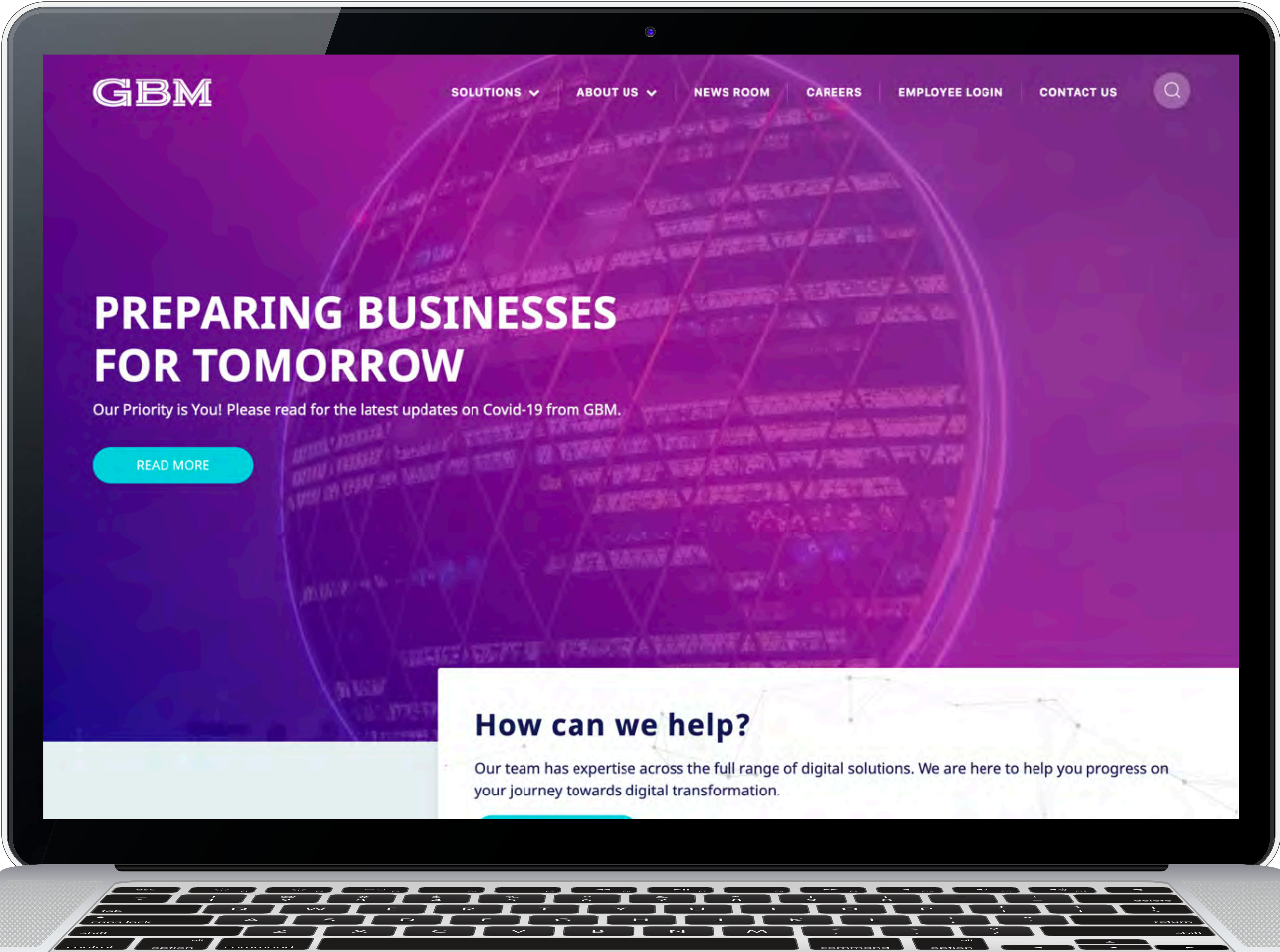
To reimagine the website as part of a wider marketing strategy to extend the brand reach of GBM. Digital needed to be an integral part of GBM's communications – both helping customers research and understand GBM as a solutions provider, consultancy and SI, as well as elevate the brand perception, convert more business opportunity and, finally, get staff to buy into the business' clear vision.

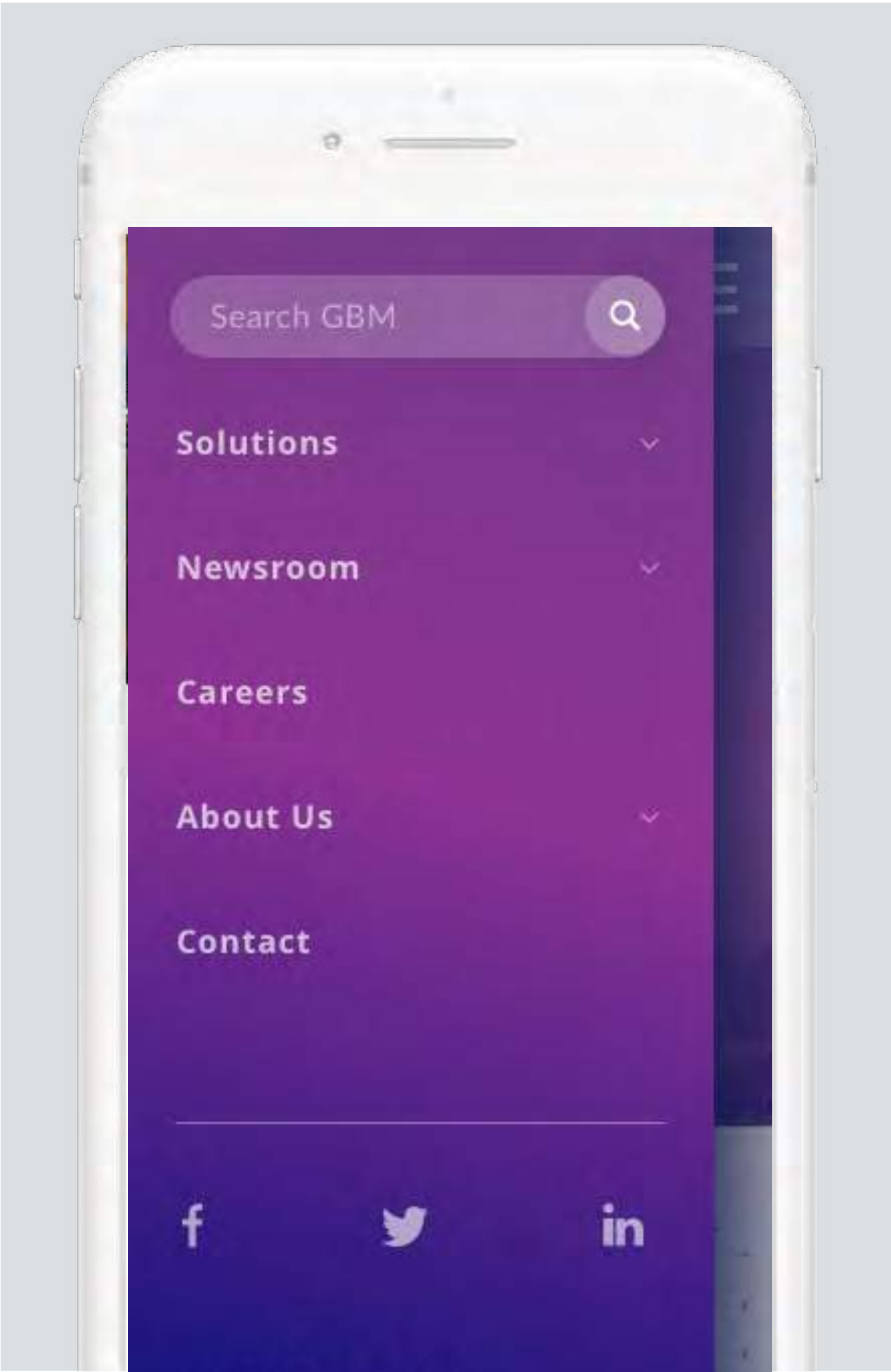
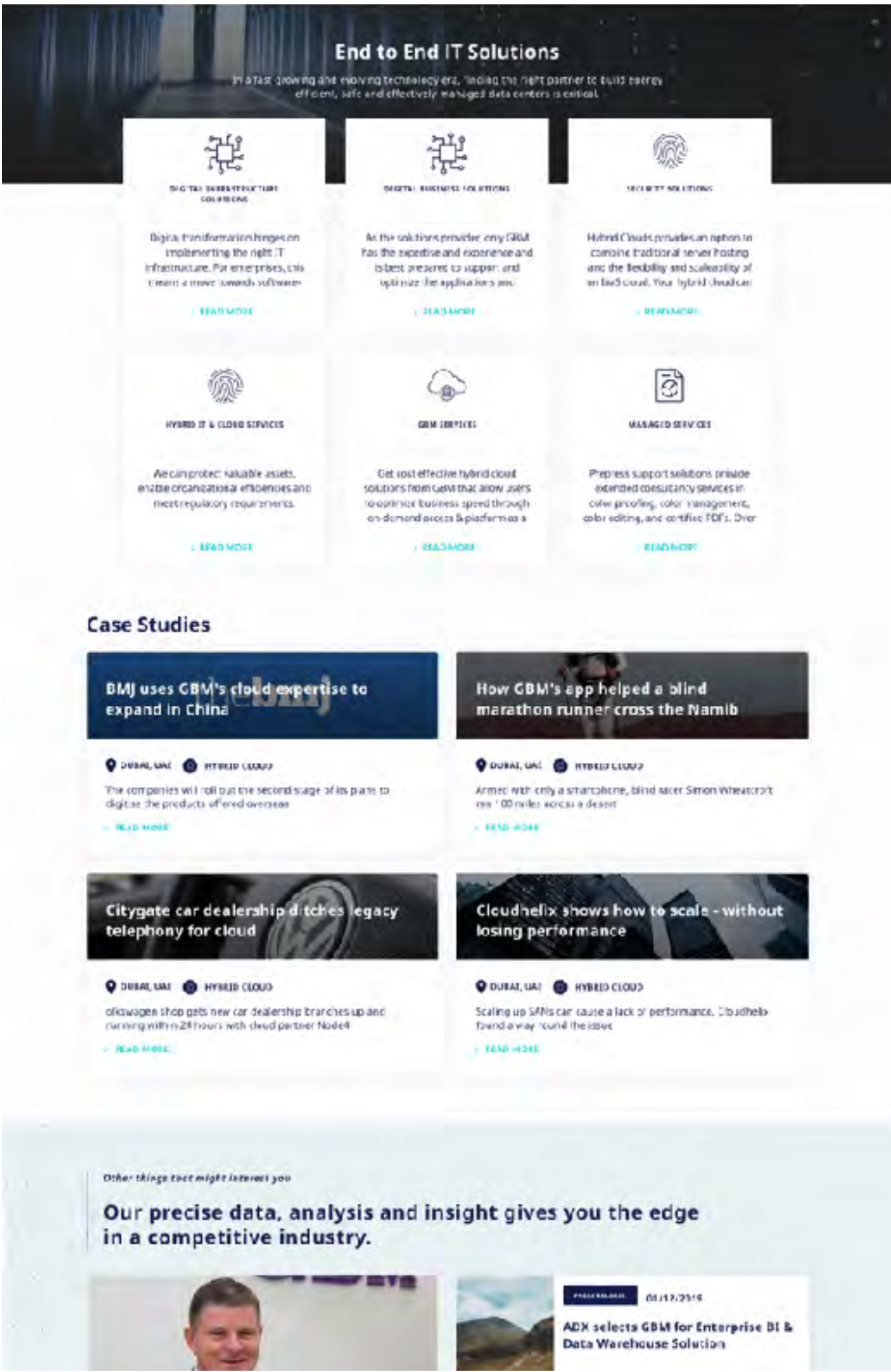
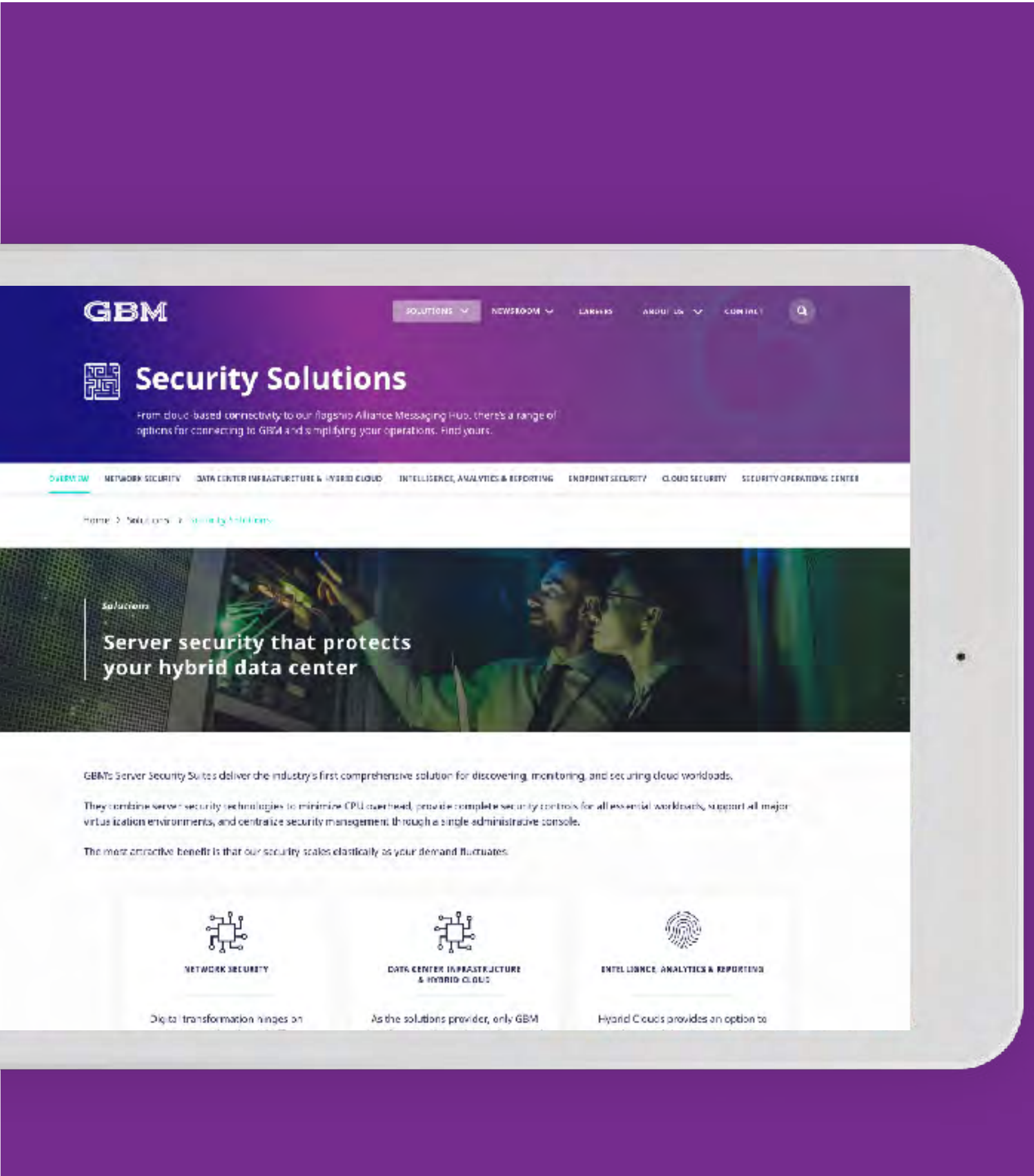
Features

- Easy to update
- SEO Friendly
- Optimized
- Focus on UX

Services

- Web design & user experience
- Front & back end development





Saudi Football Federation

Digital platform

saff.com.sa



Saudi Football Federation

Digital platform

Overview

Omnia was briefed to deliver the ‘Most engaging and feature rich Football Association website in the world’ for the Saudi Arabia Football Federation in English and Arabic.

Our approach

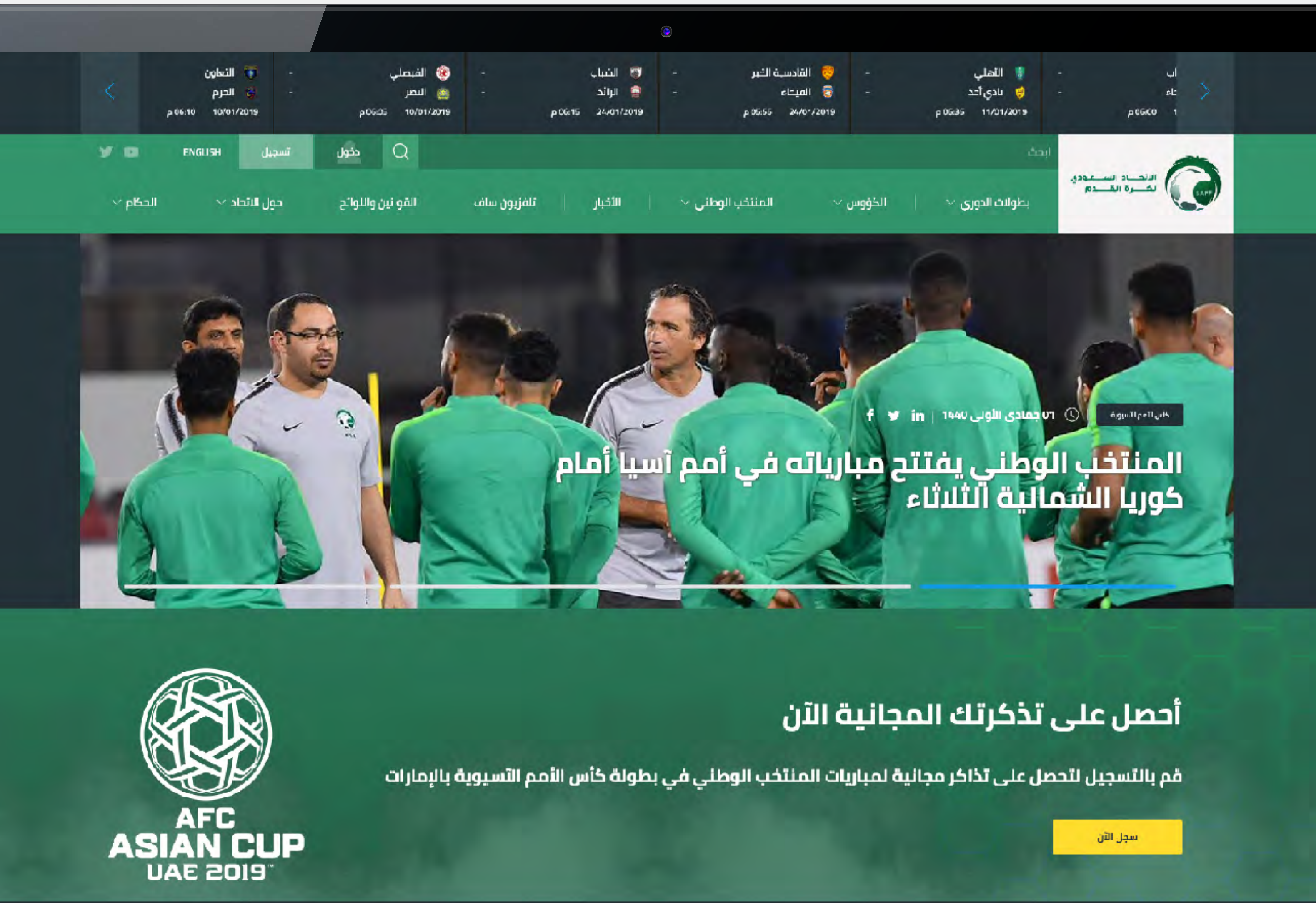
With our experience of the Saudi market and our previous iteration of the Abdul Latif Jameel League platform, we created an immersive new website ideal for football fans.

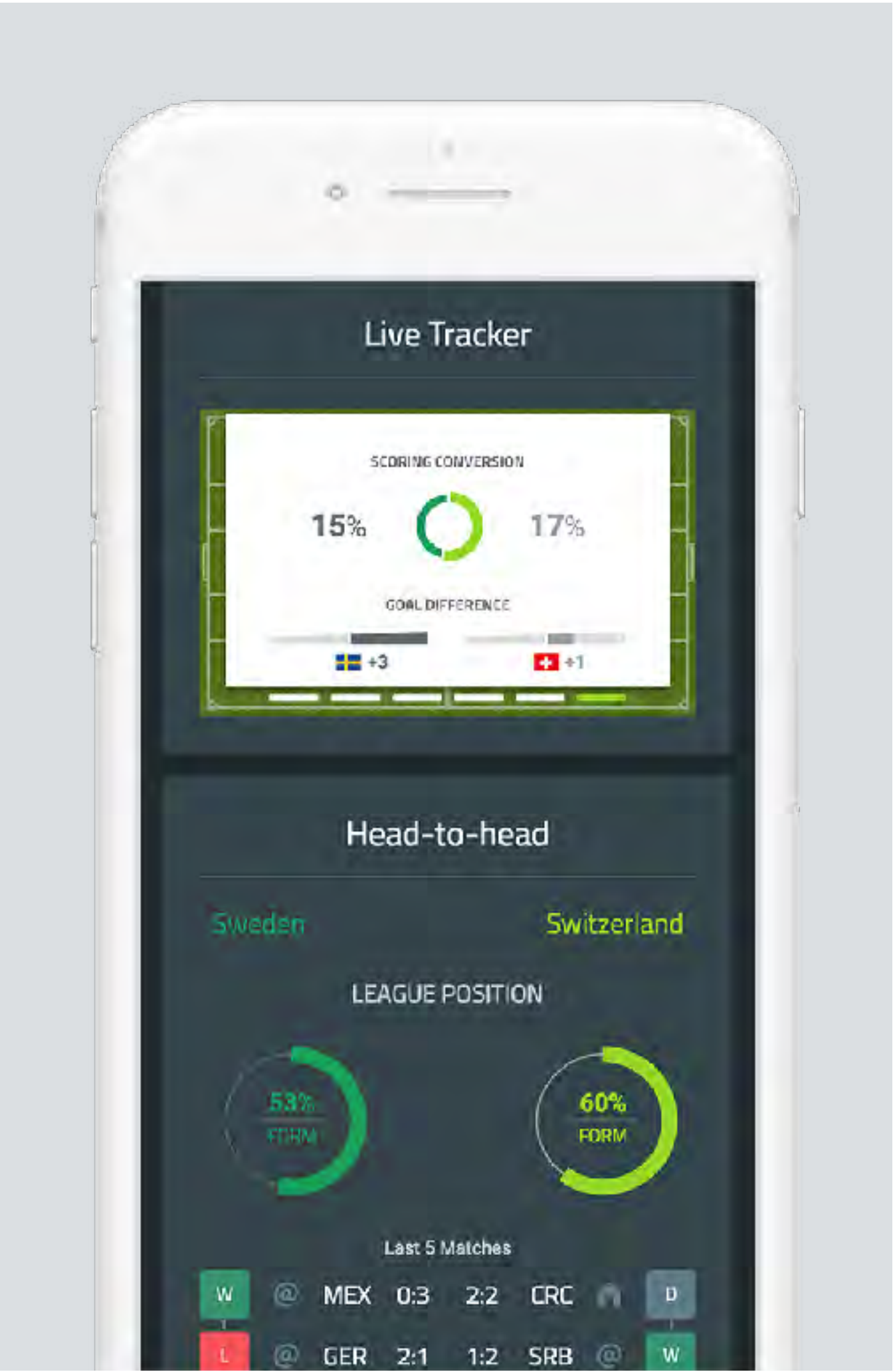
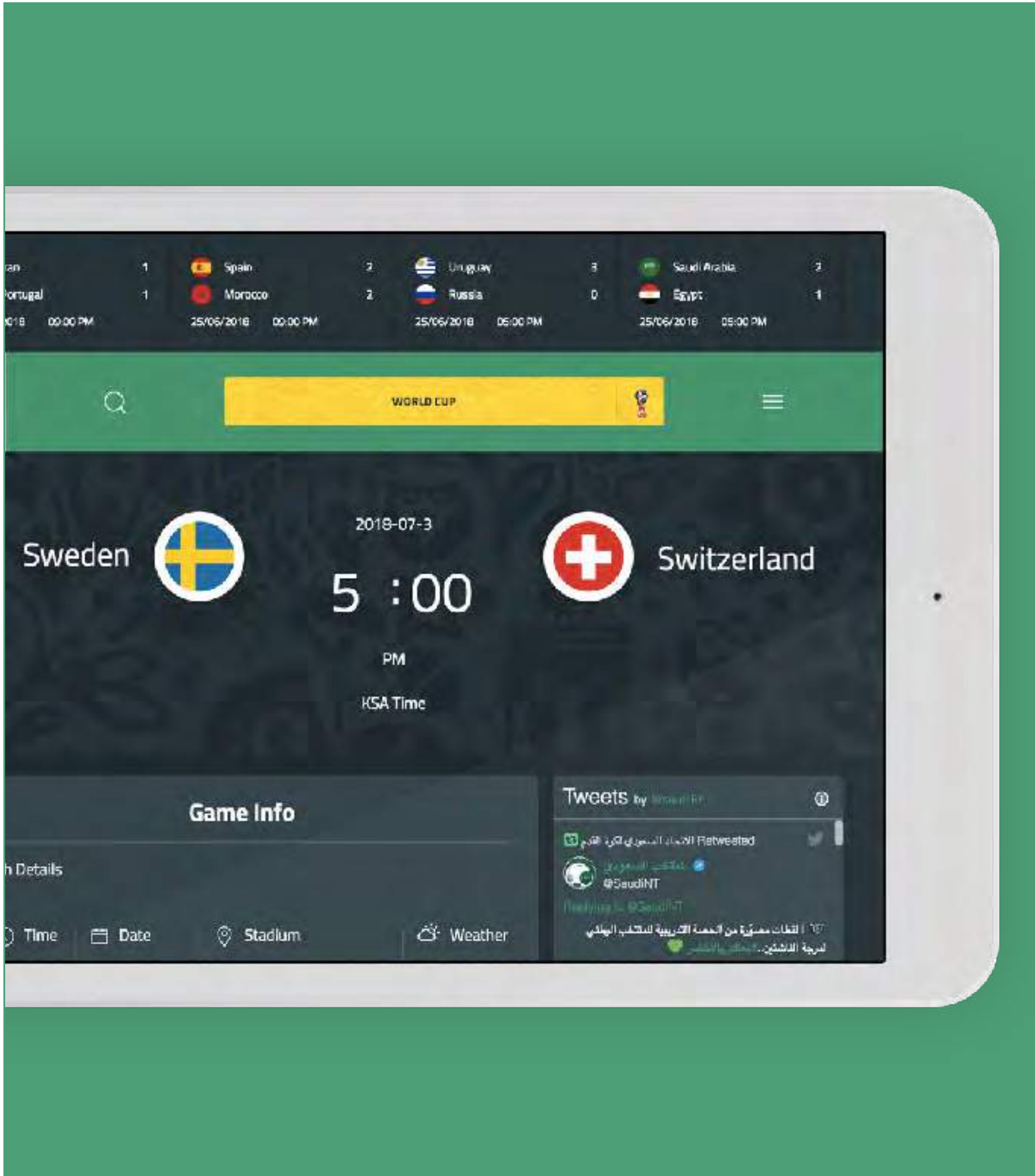
Results and features

- Content management and reporting in Saudi Arabia
- Ecommerce integration (for next phase)
- Gamification features, paving the way for loyalty
- Game center (pre, live, post)
- Personalised content

Services

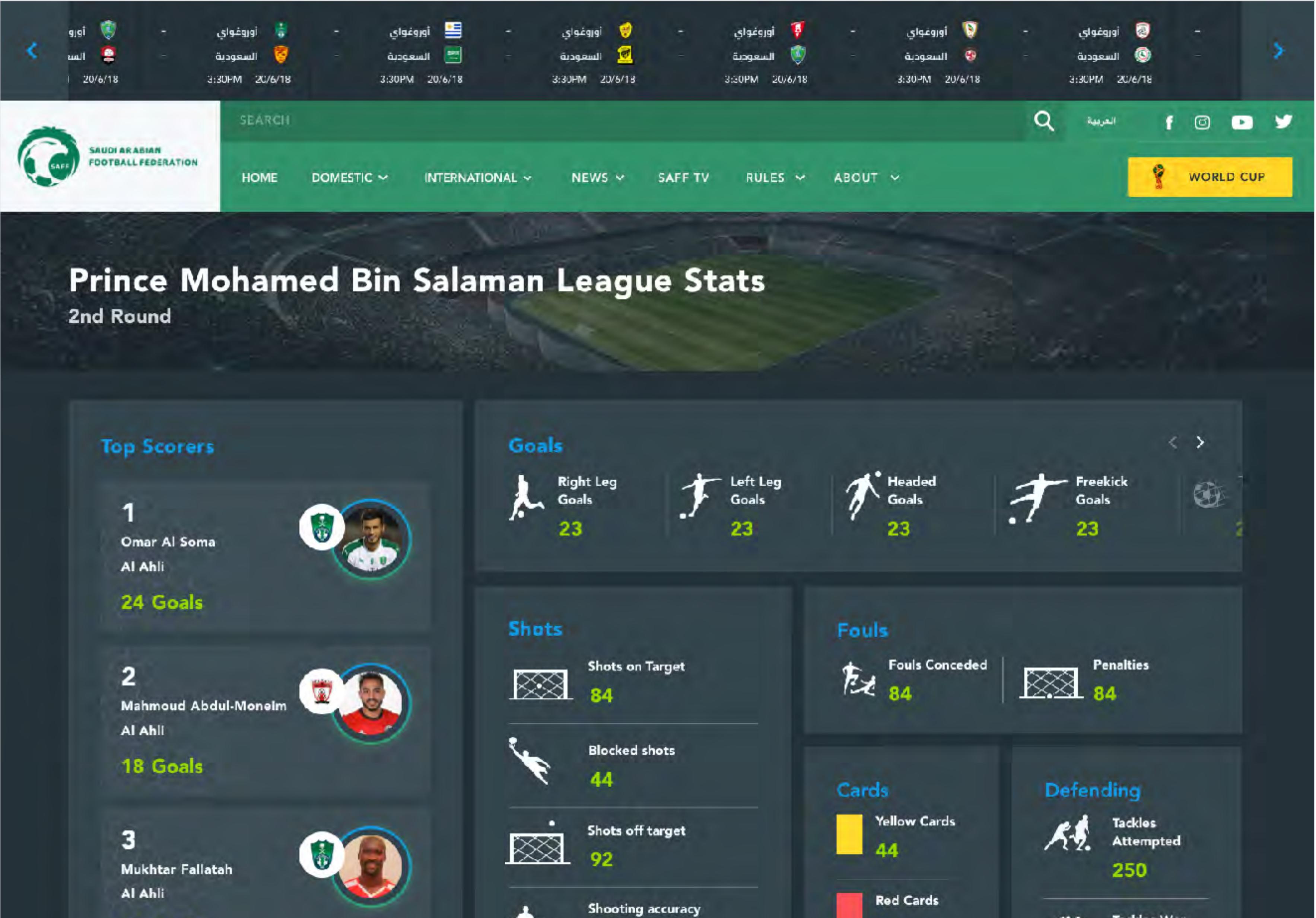
- Digital strategy
- Web design & user experience
- Front & back end development
- Content & marketing management





Game Center

A section with engaging stats for pre/live/post match, provided by OPTA (trusted and used by the Premier League).



Mantrac

Digital platform



Mantrac

Digital platform
mantracgroup.com

Overview

Mantrac and its 11 businesses required a digital transformation exercise to unify their sites, features and allow for scalability.

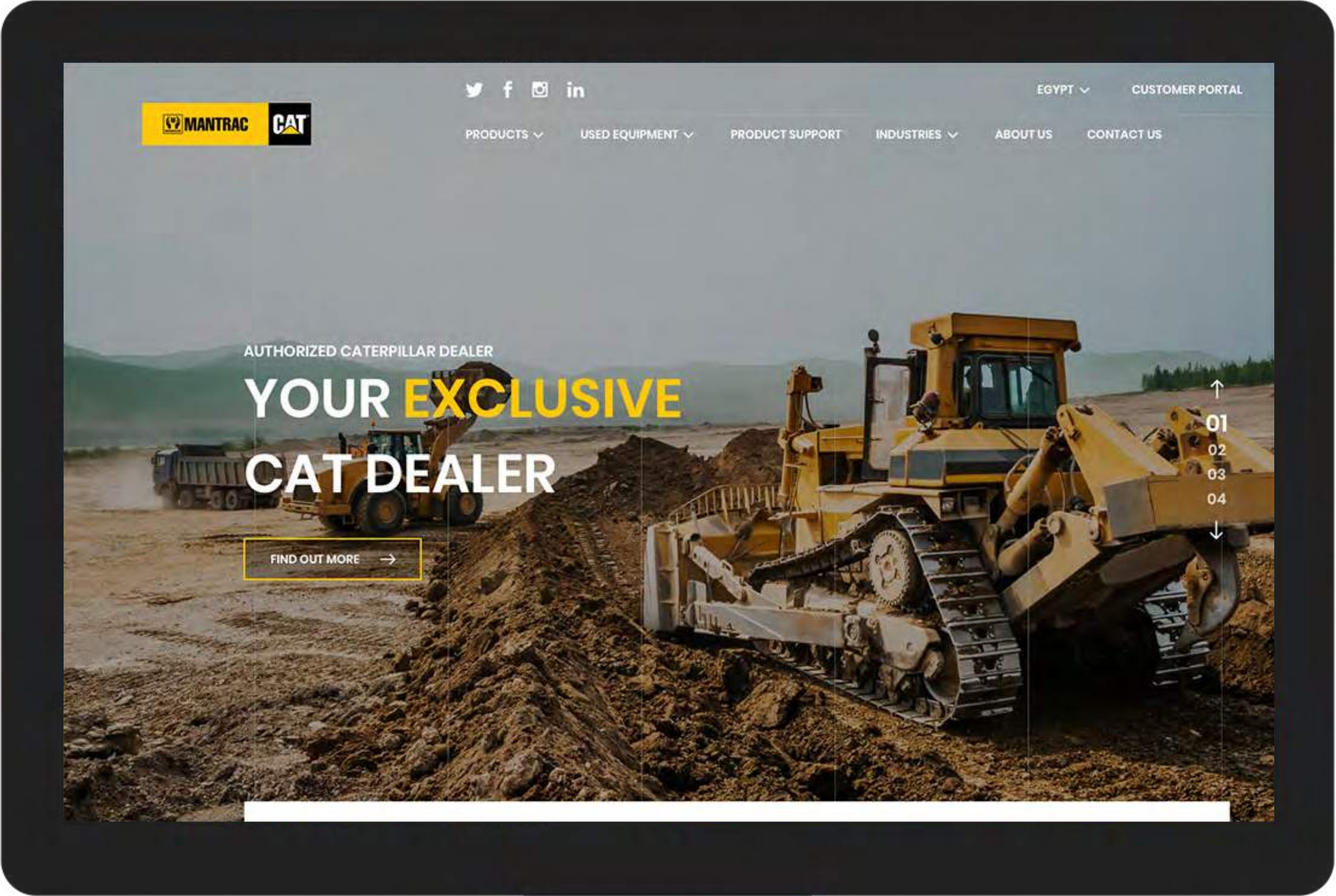
Our approach

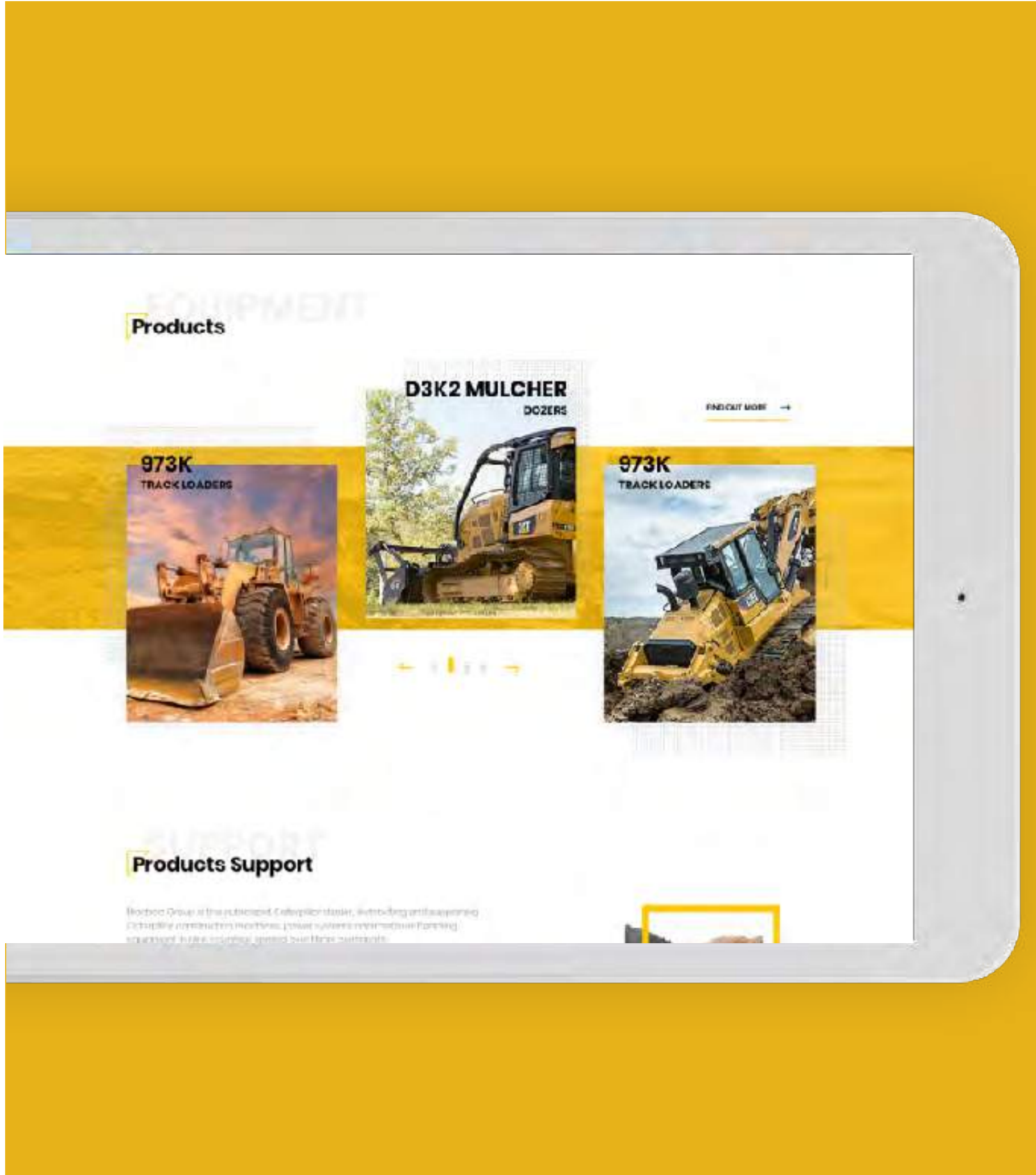
Our approach to Mantrac’s digital architecture was to build the group and each country website on a multi-site infrastructure, unifying all sites under one Sitecore instance.

Our creative supported this strategy and context marketing.

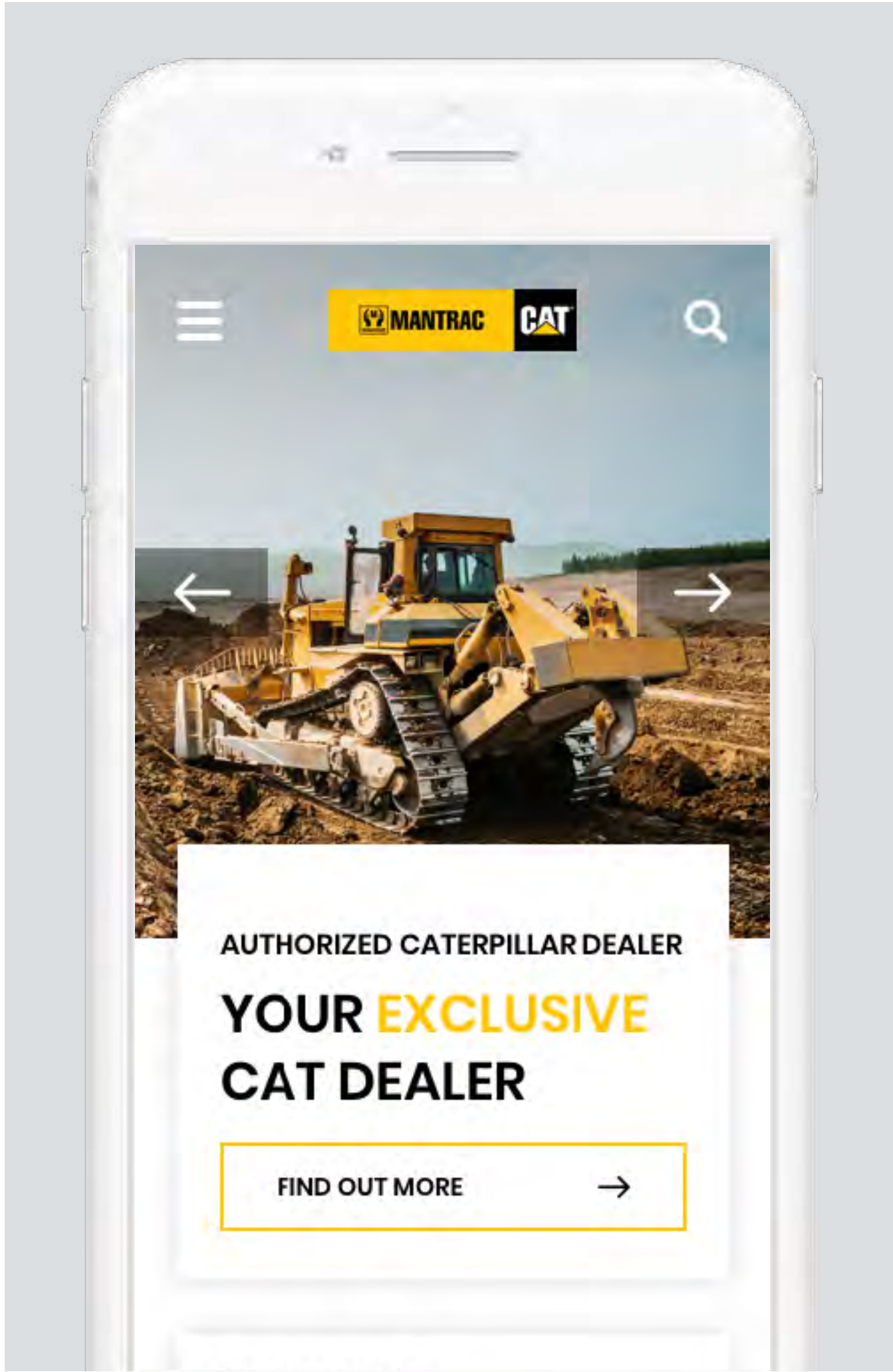
Results

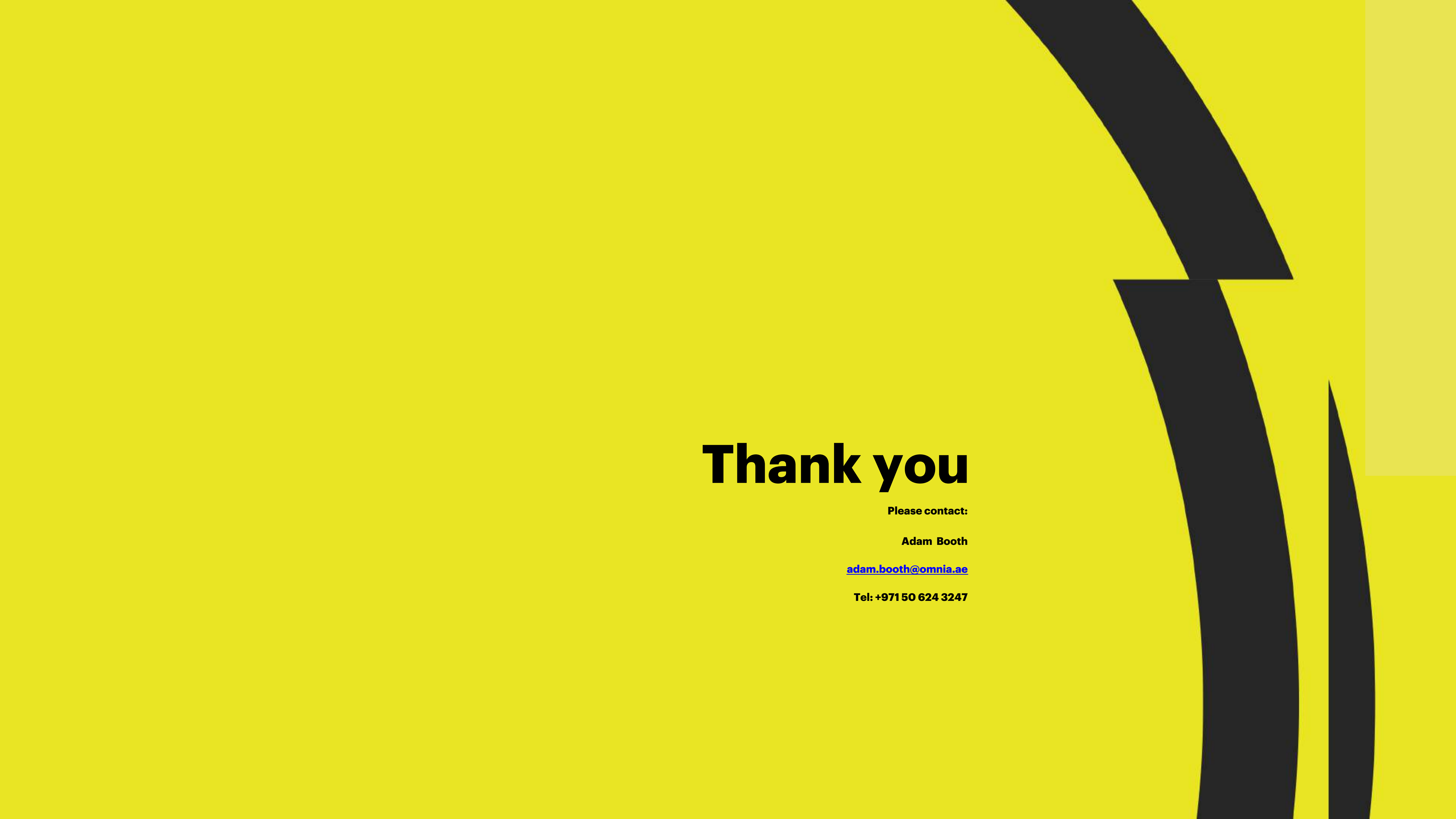
- Intuitive UX and features to assist the businesses in capturing leads
- Personalised content to cater to different website visitors
- Strategic interactions to encourage scrolling on the site





**Digital
transformation for
Mantrac and its
11 businesses**





Thank you

Please contact:

Adam Booth

adam.booth@omnia.ae

Tel: +971 50 624 3247