



GUIDE TO DEVELOPING A STRONG BRAND STRATEGY FOR ENTREPRENEURS

SETTING UP BUSINESSES IN DUBAI

Did You Know?

BUSINESSES WITH A STRONG BRAND PRESENCE ARE

3.5 TIMES MORE LIKELY

TO ENJOY REVENUE GROWTH COMPARED TO THEIR COMPETITORS

With Dubai's booming economy and diverse consumer base, crafting a compelling brand strategy is more important than ever for entrepreneurs looking to make their mark in this thriving business hub.

HERE'S EVERYTHING YOU NEED TO KNOW ABOUT CREATING A WINNING BRAND STRATEGY FOR YOUR DUBAI STARTUP.



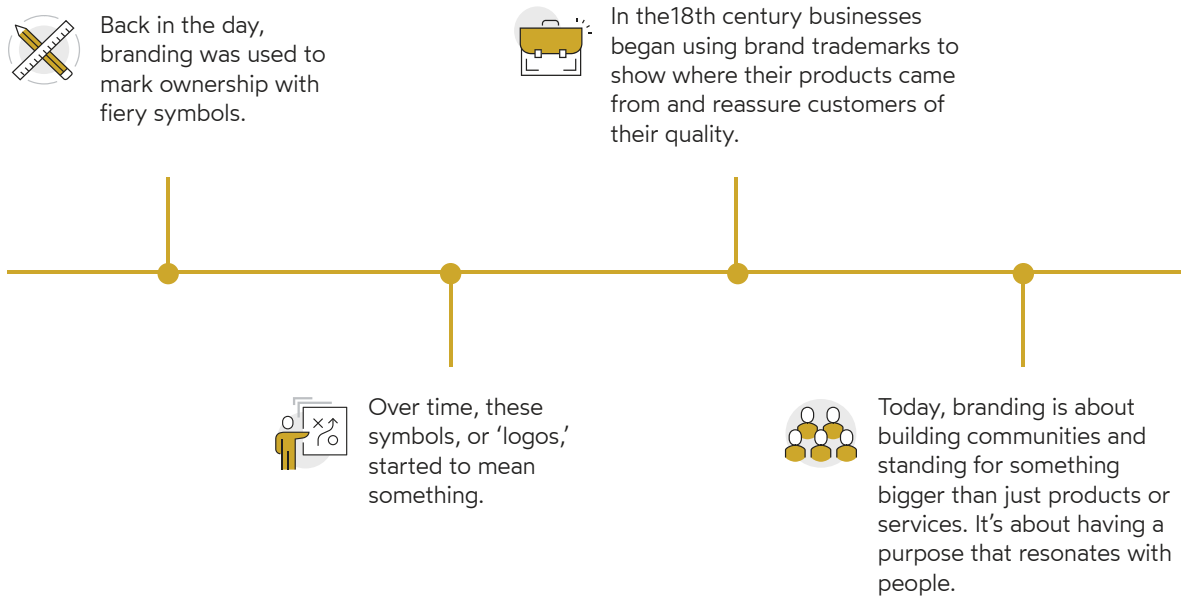
Understanding Brand Strategy

A brand strategy serves as a roadmap for effective brand management, addressing important questions such as who, what, when, where, and why. Contrary to popular belief, building a solid brand isn't just about having a fancy logo.

It's about creating meaning around your business – what people think, feel, and expect from it. Your brand strategy is like a roadmap, guiding you toward long-term success by consistently delivering experiences that meet or exceed customer expectations.

Branding History

LET'S TAKE A QUICK TRIP DOWN MEMORY LANE TO UNDERSTAND WHERE BRANDING CAME FROM.



Why is Brand Strategy Important?

A brand strategy serves as metrics for brand management, enabling businesses to assess if their brand is effectively achieving its intended objectives.

HERE ARE SEVERAL REASONS WHY FORMULATING A BRAND STRATEGY IS IMPORTANT:

- 01 Differentiation**
Branding helps to highlight and emphasize the practical and ideological distinctions that set an organization, product, or service apart from its competitors in the market.
- 02 Emotion**
Branding fosters a connection between the brand and the consumer, forging emotional bonds and positive memories. This emotional connection enhances mental availability, leading to increased repeat purchases and brand loyalty.

03

Added Value

By adding emotional significance beyond the rational value of the product or service, branding elevates its perceived value. A brand that aligns with the personal values of its stakeholders can justify a premium price.

04

Communication

Branding serves as a powerful means of conveying information. It can:

- Foster a community platform where individuals rally around shared values and purpose.
- Introduce a new organization, product, or service to the market.
- Restore a lost reputation.
- Signal new ownership.
- Establish a fresh positioning.
- Attract and retain staff, investors, and customers alike.



Key Brand Criteria Simplified

To develop a successful brand strategy, it's essential to identify your 'Key Brand Criteria.' These are the benchmarks that measure the effectiveness of your brand strategy.

LET'S BREAK DOWN THESE CRITERIA IN SIMPLE TERMS:

01

How Does The Brand Make A Positive Impact?

PURPOSE: This is all about the benefit your brand provides. It could be an emotional or intellectual ideal that reflects the culture and motivation of your organization. Your brand has the power to represent something beyond just what it sells.

02

What Are The Brand's Goals?

VISION: Your brand's vision is like a dream for the future. It's where you see your brand in five or ten years. As the leader of your brand, it's your job to share a vision of success that inspires and motivates everyone involved.

03

What Values Does The Brand Hold?

VALUES: These are the principles your brand stands for. They guide how your brand behaves in different situations and influence the decisions of everyone involved. It's crucial for leaders to embody these values and lead by example.

04

How Will The Brand Accomplish Its Vision?

MISSION STATEMENT: Think of this as a manifesto for your brand. It combines your purpose, vision, and values into an inspiring declaration. It clarifies who you are, what you stand for, and what you want to achieve.

05

Why Should People Choose Your Brand?

PROPOSITION: This is your brand's unique selling point – what sets you apart from the competition. It's that special quality that's hard to replicate and gives people a compelling reason to believe in your brand. It's not just about the physical features of your product or service; it's also about the unique attitude and culture your brand embodies.

06

Where Does Your Brand Stand Compared To Competitors?

POSITIONING: Positioning is like strategically placing your brand in the minds of consumers in relation to your competitors. It's about meeting consumers' needs – whether physical, emotional, or financial – and being top-of-mind when they're making choices. Once people have a perception of your brand, it's tough to change.

07

What's Your Brand's Personality?

PERSONALITY: Think of your brand as a person – what traits would it have? Its personality is shaped by its values, behaviors, and culture, and experienced through its leadership and identity. Consider if your brand would be fun or serious or relaxed. Identifying a brand archetype or persona can help maintain consistency.

08

Who's Interested In Your Brand?

AUDIENCE: With social media, it's easier than ever to understand who's interested in your brand. Analyzing your audience qualitatively and quantitatively can help you profile, understand, and segment them. Creating customer personas helps you visualize your audience. Remember, it's better to focus on appealing strongly to a specific niche rather than trying to please everyone.

Actions to Bring Your Brand Strategy to Life



Kick off with a Big IDEA

Start by envisioning how you can make a positive impact on the world. This grand concept should challenge norms, transcend boundaries, and ignite passion within you.

Shape the Future with a VISION

Craft a compelling vision that inspires and unites your community toward a common goal. Help your audience visualize this vision, making it easier for them to see their role in realizing it.

Stand Firm on your VALUES

Identify your core values and firmly stand by them. Values serve as the moral compass of your organization, guiding behaviors, focusing on priorities, and offering a roadmap for overcoming challenges.

POSITION your brand strategically

Positioning involves ensuring your brand is at the forefront of consumer preference by enhancing awareness and mental availability. If you can't lead the category, consider carving out a new one.

Dare to be different!

Develop a Unique PERSONALITY

Your brand's personality sets it apart and is challenging for competitors to replicate. A captivating personality serves as a strong defense against competition, guided by your brand's values.

Cultivate Brand Ambassadors through EMPLOYER BRANDING

Attract, retain, and engage individuals who embody your brand values and deliver exceptional customer experiences. If your team doesn't understand the brand, who will?

BRAND IDENTITY speaks volumes

Your brand's identity is a visible representation of your business strategy and culture. Make a lasting impression by ensuring your identity aligns with your brand strategy.

Assess your BRAND TOUCHPOINTS

A brand is only as strong as its weakest link. Reviewing your brand touchpoints along the customer journey helps identify areas for improvement and innovation. This can lead to enhanced products, services, and customer experiences.



Conclusion

When considering setting up your business in Dubai, a thriving hub of global commerce, it's essential to recognize the importance of a strong brand strategy. With a network of global professional partners, IFZA provides invaluable support and guidance to entrepreneurs seeking to establish their presence in Dubai's vibrant business landscape.

For unparalleled assistance in navigating the complexities of business setup in Dubai and developing a winning brand strategy, connect with our team of experts at IFZA.

**TOGETHER, WE CAN TRANSFORM YOUR VISION INTO A THRIVING REALITY
IN ONE OF THE WORLD'S MOST DYNAMIC BUSINESS DESTINATIONS.**



ADAM TAYLOR

IFZA DIRECTOR OF MARKETING

Adam Taylor is a seasoned marketing professional with more than 20 years of experience in the field. Throughout his career, he has demonstrated a tangible track record of success, marked by numerous awards for his innovative marketing campaigns and exceptional event management skills.

Currently leading the global marketing team at IFZA, Adam oversees brand experience, digital marketing, and marketing operations, with the aim of driving commercial growth for the organization.

Adam's extensive career includes holding commercial leadership roles at companies such as **Emaar and Expo 2020 Dubai**, alongside managing renowned brands like **Ferrari, Harvey Nichols, and Gucci under Al Tayer Group**.

Adam holds the status as a Fellow at the Chartered Institute of Marketing along with a MSc in International Event Management.

His passion lies in creating unforgettable brand experiences and cultivating customer satisfaction and loyalty.

Adam also has a strong background in event management having arranged key global events for leading luxury brands, as well as the world-famous New Year's Eve celebrations and Fireworks display at Emaar's Burj Khalifa in Dubai.



**FOR MORE INFORMATION,
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