

Re-Designing Omar Sabbagh Brand

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Brief

The Client

The Client is Omar Sabbagh; an Aleppian family business in producing and selling confectionary. The retail products include Chocolate, raha, hariseh, ghraibeh, dried fruits, man & salwah, nougat, weddings, child birth, hajj, mlabas, maringa, petifour, silver, & crystals.

The Sabbagh family is well known for a long history and tradition in making and selling confectionary. They have an old store in downtown Aleppo, and today they are opening a new boutique in one of the upscale neighborhoods.

The Client is represented by its executive director Mr. Omar Sabbagh.

The Client's Vision

The Client's vision is that by 2018 the Omar Sabbagh business will:

- Reclaim the position of the family business as a leader in the field. A leader that is distinguished by its long heritage, good quality products, and excellent customer care.
- Run a chain of stores; 4 in Aleppo, 1 in Damascus, 1 in Lattakia, and 1 in Deir Ezzor.
- Export confectionary to Arab countries; i.e Jordan, United Arab Emirates, Egypt....etc.

In order to achieve this vision, the need was identified to improve the Client's brand visual identity so that it can encapsulate the positive impressions people already have of the Client, and expresses more about what else the Client's business is about and what it has to offer.

Our Mission

Our mission is to build a strong identity that accurately encapsulates the unique values and personality of the Client's business.

Benefits

Key to the Client's business success is the building and maintaining of robust brand values. With consumer choice leaning to highly branded confectionary products, it is the brand that will help to determine who is successful in today's competitive business environment. The Client's brand already attracts a wide range of customers. The enhanced brand will help to attract even more - giving the Client business improved chances to progress.

Research Findings

Who We Spoke To?

Due to time limitations of this assignment, information used for building this brand was collected from an interview with the client, as well as from our insights into the subject, the client, and the market in Aleppo.

Primary – the Client

2 hour face to face interview with the Client. Interview covered 3 areas: brand image, target groups, and advertising. Notes of this interview are attached to this document for review.

Secondary

- Visits to the client's new boutique
- Visits to competitor boutiques
- Informal market research
- Informal customer research

Target Audiences

Geography

The Client's prospective customers live in the upscale neighborhoods at the west-northern part of Aleppo; i.e. Sabil, mokambo, shahba, end of the Nile street, al7izb, mohafaza... etc.

Demographics

- Men: the existing client base of the old shop consists primarily of men (around 90%).
- Women: the expected majority of the customers at the new boutique are women (around 70%). Expected percentages across ages: 20 % are 20 – 30 years old, 40 % are 30 – 40 years old, 40 % are 40 – 60 years old.

Income:

- The Client's customers at the new shop will be Well to do class with average income level of more than 50,000SYP/month.
- The Client's customers at the old shop are middle class with average income level of less or equal to 50,000SYP/month.

Culture

The Client's customers will be primarily Muslims (most probably religious). Arabic is their primary language, English is secondary.

Psychographics

Purchasing habits of the Client's customers are expected to be influenced as follows:

- Some will shop at the Client for the prestige
- Some will shop at the Client for the quality of products

Purchasing Patterns

The Client's customers are people who:

- buy on impulse,
- are not price conscious,
- are very status conscious,
- put greater value of product and service than they do on price
- are influenced by keeping up with competition in their social circles.

Existing Perceptions on Client Personality and Culture

+	-
<p data-bbox="296 532 422 561">Strength</p> <ul data-bbox="275 574 684 695" style="list-style-type: none"><li data-bbox="275 574 457 604">• good taste,<li data-bbox="275 604 684 633">• good quality of raw materials<li data-bbox="275 633 527 662">• value for money,<li data-bbox="275 662 625 695">• tradition, the first in town	<p data-bbox="1125 532 1314 561">Weaknesses</p> <ul data-bbox="1115 574 1608 662" style="list-style-type: none"><li data-bbox="1115 574 1356 604">• bad packaging,<li data-bbox="1115 604 1545 633">• old shop is not easy to access,<li data-bbox="1115 633 1608 662">• bad management (ups and downs)

Competitive Advantage

What separates the client from its competitors is:

- best raw material (generosity),
- good taste,
- extraordinary heritage in the confectionary industry
- a good buy (value for money)
- easy access at the new shop for target market costumers
- upscale location at the new shop
- great interior design at the new shop that is classy and tasteful

The New Brand

Research findings help to confirm the Client's strengths. Products are of a good taste and made of the best raw materials (the Client's generosity is self-evident in production). The Client's business has an extraordinary heritage in the confectionary industry and Aleppians are aware of this history. The Client's products are expensive, yet people find them a good buy (value for money equation is real). The location of the new boutique makes it easily accessible for the upper class customers, and the new boutique is perceived to offer all the needed prestige and excellent customer care.

It's these perceptions of the Client's business that we need to promote to the new target audiences and across town, because our informal research has shown that the city isn't well aware of the new packaging improvements nor the new boutique of the Client. We want to convey a new and boosted image about the Client to less familiar audiences, especially the new segments (women of upper classes).

So, what could we say that would get people in the city to open their eyes again to the Client's business - and pride themselves with buying from its new boutique?

The answer we found is simply in two ways:

- Omar Sabbagh "the new generation: Reviving an extraordinary heritage"
- Omar Sabbagh "Elegant Sweetness for you and your guests"...

The Brand Essence

The Client's brand essence can be one or both of:

- Omar Sabbagh “the new generation: Reviving an extraordinary heritage”: this is about who the Client is! A brand with great heritage yet up-to-date.
- Omar Sabbagh “Elegant Sweetness for you and your guests”: this is about the upscale sweet pleasure that the Client's confectionery can bring for its customers and their guests. The Client's business is the answer to satisfy customers desire of generosity towards their families and guests in quality and style.

Underpinning this essence, is our brand personality: Omar Sabbagh Confectionery is:

- continuity of a luxurious heritage
- upscale quality and style
- the “chic” thing to do
- a stylish affirmation of your social class

The Brand Values

Our research also established a set of values that are distinctively Omar Sabbagh, which reflect past strengths and future ambitions. Values are a guide and while they apply to everything the Client does, it's not always relevant to apply each of them equally.

The values are:

- **Heritage (family tradition):** the Client is not boastful or arrogant about past achievements, but quietly generous, confident and experienced in everything he does.
- **Prestige & class:** the client's new boutique and products will extend a genuine prestige to all its customers.
- **Excellence:** excellence in products and customer care are two work ethics, which drives the client's past successes and future ambitions.

The Visual Identity Strategy

The primary vehicle of the Client's Identity will be its packaging. Here are our recommendations:

- Boxes are used to contain the different variations of the product Omar Sabbagh, They are the most effective representation of the brand.
- Due to the nature of the product itself which is characterized by a relatively quick consumption. Esthetic and sturdy packaging outlives the product.
- For consumers, an empty box -that is worth keeping- is a permanent reminder of the consumption experience and an incitation to repeat the experience.
- Packaging extends brand recognition beyond city, or country limits, it is like a permanent advertising campaign -mainly- paid by the customer.

In order to make Omar Sabbagh packaging memorable, the following is recommended:

- An imposing logo : shape, metallic color, embossed, distinguished font
- Daring colors and dominant patterns that will eventually develop into an exclusive indication of the brand name
- Exceptional /uncommon packaging proportions (to be optimized in agreement with the print-shop)
- Exceptional stationary; i.e. Business cards, Letterheads, Envelops
- Marketing items; i.e. give-away mugs, T-shirts, hats, scarfs, post-it blocks

The Visual Identity And The Brand Values

The visual identity of the brand stems from the ideas of heritage, prestige, class, and excellence; how the Client over the years has offered excellent confectionary and will continue to do so with a lot of improvements.

This has been captured not only through the brand essence phrases, but also through the use of graphics. The sections will explain how the brand values can be expressed in the brand visual identity:

Heritage and Value are expressed by:

- employing the original logo –cleaned up to fit the new look–
- logo with a metallic gold/ bronze (green-ish) , or old gold (silver-ish) color
- embossed logo: impression of thickness = the real thing
- packaging: high quality cardboard with a slight metallic effect (a package to keep)

High Class is implied in:

- a background with a color palette of anthracite, chocolate, deep red, or a bit lighter red colors. A dark background color, to emphasize logo impact.
- an “insert” of a paper/ card with product and client information (see examples)
- an “expensive” looking floral pattern (Direction.#1), or an abstract/ contemporary pattern (Direction.#2), with strong distinguished elements to create unmistakable and memorable identity
- a translucent wrap paper with identical pattern slightly embossed used as a wrap inside the boxes
- a sticker logo for the inside translucent wrap paper

Generosity is implied by:

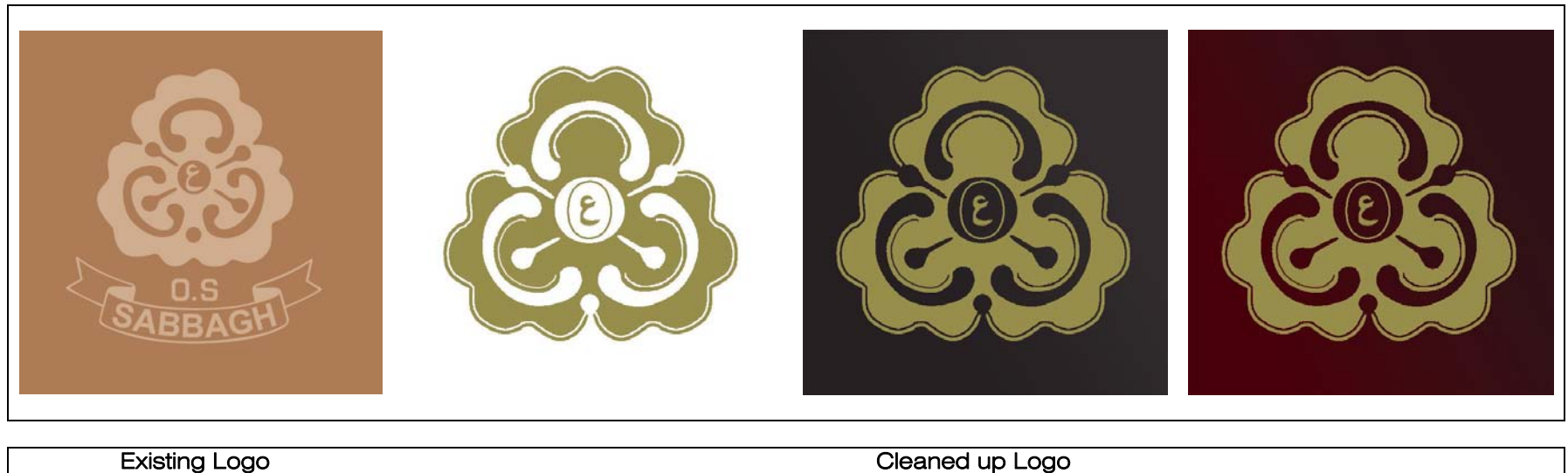
- floppy packaging (same inside translucent wrap paper with its sticker logo) designed into a folded pre-made conic pack to be used for “on the run” sample amounts consumption

Brand Elements

Having established and agreed on the Client's values and visual identity strategy, we now need to bring them to life with a visual and verbal identity. The following pages explain the brand elements to see how to express the Clients desired positioning in a rich and beautiful way.

Logo¹ Clean Up

The Client's logotype is the most important element of the visual identity. It is the visual embodiment of the brand that people will instantly come to recognize and associate with the client. Here is how we propose to readjust the existing logo:



The color “old gold”, or “gold/bronze” used for the embossed logo is expressed here by: PANTONE 871 C

¹ The logotype has been specially modified for the Client, so please don't alter it in any way. It must always be reproduced from master artwork.

Two Directions!

Brand elements could be applied following two different directions (both a golden color logo on a darker background to emphasize “high-end”

Direction 1

The main elements in this direction (direction #1) are:

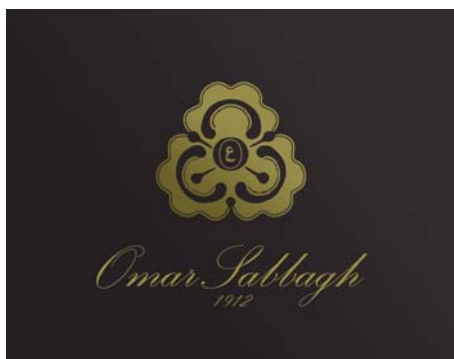
- logo is always on a solid color background.
- ornaments are traditional, evoke luxury, and applied to the body of the box.
- free use of pattern in verso of business card, a slight emboss/ watermark pattern on a translucent white inside wrap-paper, marketing items (Mug, scarf, etc...)

Direction 2

The second direction we are proposing is characterized by:

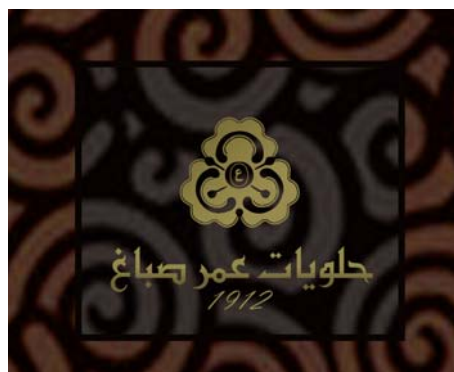
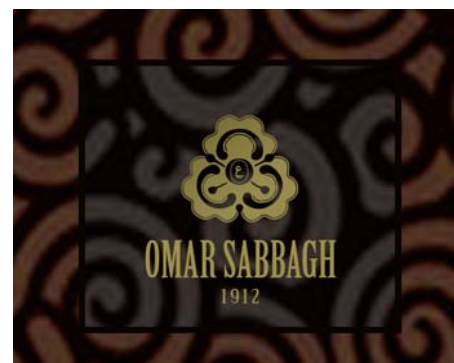
- logo is situated on a pattern background (deep colors).
- abstract pattern (inspiration art deco)
- the body of the box is either solid color, or a washed-out monochromatic reminder of the pattern of the cover.
- pattern is applied in monochromatic discrete style on verso of business card, and a translucent white inside wrap-paper, and marketing items (Mug, scarf, etc...)

In both directions we suggest to add : **1912** (omitting “since” 1912 for legal reasons) to suggest Heritage and Continuity (something about this logo designed –scribbled on a piece of paper– by a grandfather in the year 1912)



Direction 1

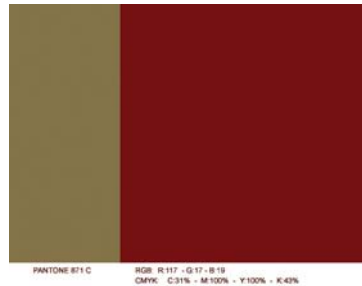
(In case of a box cover with a solid color background)



Direction 2

(In case of a box cover with a pattern background)

Color Palette

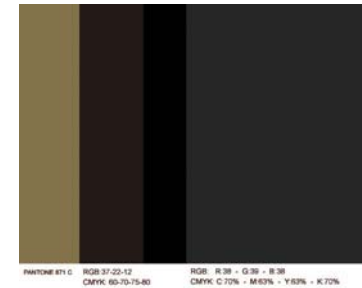


Color 1: “gold”
PANTONE 871 C

Color 2: deep red
CMYK: 31 – 100 – 100 – 43
RGB: 117 – 17 – 19

Or

Color 2: “brighter orange/red”
PANTONE 188 PC



Color 1: “gold”
PANTONE 871 C

Color 2: “chocolate”
CMYK: 60 – 70 – 75 – 80
RGB: 37 – 22 – 12

Color 3: black
CMYK: 40 – 40 – 40 – 100

Color 4: anthracite
CMYK: 70 – 63 – 63 – 70
RGB: 38 – 39 – 38

Direction 1

Direction 2

Typography

Typography is a powerful tool in the development of an identity. Using a typeface consistently makes it recognizable. It pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand; heritage, prestige, class and excellence.

	Direction 1		Direction 2	
Arabic				
Titles	MCS ALMAALIM	جلويات عمر صباغ	MCS ALMAALIM	جلويات عمر صباغ
Headlines	Deco Type Professional Naskh 2 Extensions	جلويات عمر صباغ	Deco Type Professional Naskh 2 Extensions	جلويات عمر صباغ
Body Text	Deco Type Professional Naskh 2 Extensions	جلويات عمر صباغ	Deco Type Professional Naskh 2 Extensions	جلويات عمر صباغ
English				
Titles	OS Palace script MT	Typography	OS birch Std	OMAR SABBAGH
Headlines	OS Palace script MT	Typography	Perpetua	Typography
Body text	Goudy Old Style	Typography	Perpetua	Typography

 <p><i>Omar Sabbagh</i> 1912</p> <p><i>Typography is a powerful tool in the development of an identity. Using a typeface consistently makes it recognizable. It pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand; heritage, prestige, class and excellence.</i></p> <p>title : Palace script MT text : Palace script MT</p>	 <p><i>Omar Sabbagh</i> 1912</p> <p>Typography is a powerful tool in the development of an identity. Using a typeface consistently makes it recognizable. It pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand; heritage, prestige, class and excellence.</p> <p>title : Palace script MT text : Perpetua regular</p>	 <p>OMAR SABBAGH 1912</p> <p>Typography is a powerful tool in the development of an identity. Using a typeface consistently makes it recognizable. It pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand; heritage, prestige, class and excellence.</p> <p>title : Birch Std. regular text : Goudy Old Style italic</p>
<p>Direction 1</p>	<p>Direction 1</p>	<p>Direction 2</p>

Photography

Introduction

Photography is a key part of the Client's Brand advertising. Our images should be classy and tempting. We want to show a unique and unexpected angle on the Client's shopping experience (environment + products + customer benefits). They should be warm with elements of richness, class, and emotions of people within them. It is important to show the mystical side of confectionary as well as a refreshing side.

We have divided the photography library into 4 main sections: ICONIC, DETAIL, ABSTRACT and PEOPLE.

Photographic Checklist

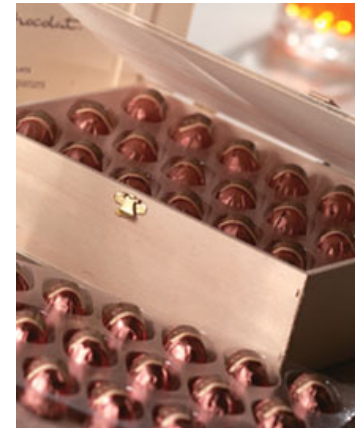
- Is the image dramatic?
- Does the image have warmth and richness?
- Is the image unique and refreshing?
- Has photographic excellence been achieved? e.g. good colour contrast, engaging subject matter, interesting use of light and a strong composition?
- Does the image feel balanced in color? - e.g. not overly bright or artificial in color?
- Is the image clean and simple with a clear focal point? i.e. not busy, cluttered and complicated?
- Have you got the most impact from your image? e.g. can you present it or crop it in a better way?

Image Library

We can be commissioned to carry our photography. The following pages will display samples from each category.

Iconic Photography

Bold, classic or modern images of confectionery that help spark our imagination and shed a new light on the familiar.



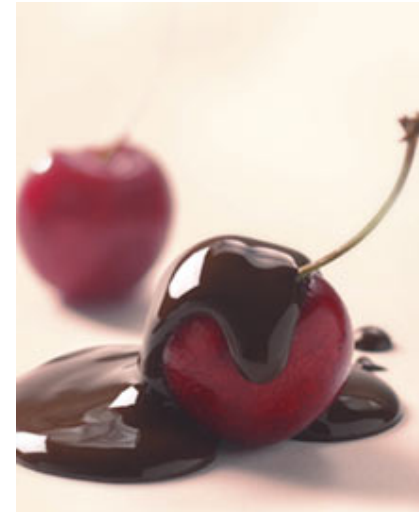
Detail Photography

Inspiring images of the Boutique and the products detail that look closely and imaginatively at the objects..



Abstract Photography

Thought-provoking, atmospheric images that add mood and character.



People Photography

Vibrant images of people that add life, warmth and human color.



Tone of Voice

What is tone of voice?

Tone of voice means how we say what we say. The words we use send signals about us - they show our audience what we represent as a brand and helps them to understand what we stand for. The way we talk as a brand is as important as the way we look. This simple guide will help you find the right words for Edinburgh.

How we use the words?

The proposed tone of voice stems directly from the Client's values - they help guide us in what we write.

- Value: Heritage = TONE OF VOICE: AUTHENTIC

The Client is straightforward and authentic. We don't use complicated jargon and abbreviations that no one understands. We give clear and decisive directions with what we describe, we are respectful of others - we try not to assume. We use simple and direct words, we try to write in a warm style that is understood and appeals to all.

WE ARE NOT Impersonal, complicated and cold.

- Value: Class = TONE OF VOICE: RICH

We use vibrant words that capture people's enthusiasm and create the same impact as seeing something for the first time.

WE ARE NOT: Loud, brash and intimidating.

- Value: Excellence = TONE OF VOICE: DETERMINED AND CONFIDENT

The Client has a sense of self belief; he is direct and accurate in what he say but he always display a sense of modesty. If we are talking about an aim or goal - we are direct, matter-of-fact and use correct statistics. We don't need to use excessive exclamations or gushing descriptions.

WE ARE NOT: Arrogant, aloof and superfluous.

Applications

The following section brings all of the identity elements together to show the Client's Brand in application.

V-cards



Boxes

The Client is looking into boxes that give the brand a prestigious image. Since, a box is a great advertising support, if a box is sturdy and esthetic, it won't be thrown away once it is empty...especially in Aleppo - housewives tend to keep a good box, and use it for different things other than food for quite a while. The idea is that if the Client spends enough money on packaging, then the Client will be able to make a considerable cut in advertising budget.

We suggest a strong cardboard box, with a slight metallic effect in color printing, embossed logo and logotype, daring contemporary style, yet with elements referring to its long and prestigious heritage

Concept #2_box3_a



Concept4_box #3



Concept #2_box5_c



Concept #4_box1_a



Direction 1

Direction 2