

Dear Team!

Winter, a magical season, is upon us. Although the full significance of "You can't get too much winter in the winter" is yet to be comprehended by us, obviously, Robert Frost does have a point.

Apart from the lovely winter, October had enough in store to cheer us all at **Prism: a prestigious award**, the B-Day of our beloved CEO, Diwali and new clients.

Prism bags MUSE Award!

First, the recognition. Prism has bagged the MUSE GOLD Award (Corporate Identity - Brand Identity Category) for its innovative and effective campaign for Gulf Paints, titled "Trusted Color of Protection" that highlighted the paint brand's domain expertise and other unique strengths and strategically repositioned the brand in the UAE market.



Gulf Paints

A colorful revamp for Gulf Paints

Entrant Company

Prism Advertising

Category

Corporate Identity - Brand Identity

Country / Region

United Arab Emirates



MUSE Awards... Like to know more about the winning strategy?

Lost among its competition, Gulf Paints approached us with the purpose of rebranding and retargeting to end-users. With the lack of branding infrastructure, the objective was to create an identity from scratch that was defined & consistent and communicated its strengths, reaching at par with the competition. To communicate its consumer-friendly products to the target audience, we gave a complete makeover to them, from external platforms serving consumers to internal platforms supporting stakeholders.

From logo, packaging, vehicle branding, and store signages to business cards, corporate presentations, website, and social media, we created the consistency needed for brand recognition and recall among customers. The key messaging and design communicate that the brand meets international standards but has known the Gulf longer than its international competition.

This was made believable by exploiting their B2B recognition, translating the trust they built through government projects with high-end developers, construction companies and retail owners, to the quality served to their customers.

We conceptualized the tagline "Trusted Color of Protection", positioning Gulf Paints as trustworthy, reliable and customer friendly. A supporting logo was designed to highlight their 40 years of legacy and a simpler, more recognisable typography was chosen.

The vibrancy and variety of colours touch end-users and the sophistication in design is aimed at distributors, retailers, and designers. Gulf Paints knows the Gulf best: This was the brand promise, communicated across the brand's collaterals. The rigorous repositioning strategy has now helped Gulf Paints create an impact on the UAE market, rising quickly to become at par with its competition. The stakeholders are thrilled with their growth, from a B2B company to a consumer-friendly and reliable brand for a brighter, more colourful world.

A COLORFUL revamp for

أصباغ الخليج GULF PAINTS

Challenge

International paint brands like Jotun and Asian Paints have established a strong presence among the distributors, retailers, and customers of the UAE. This makes it difficult for competing brands like Gulf Paints to expand their visibility without brand architecture or consistent messaging.

Idea

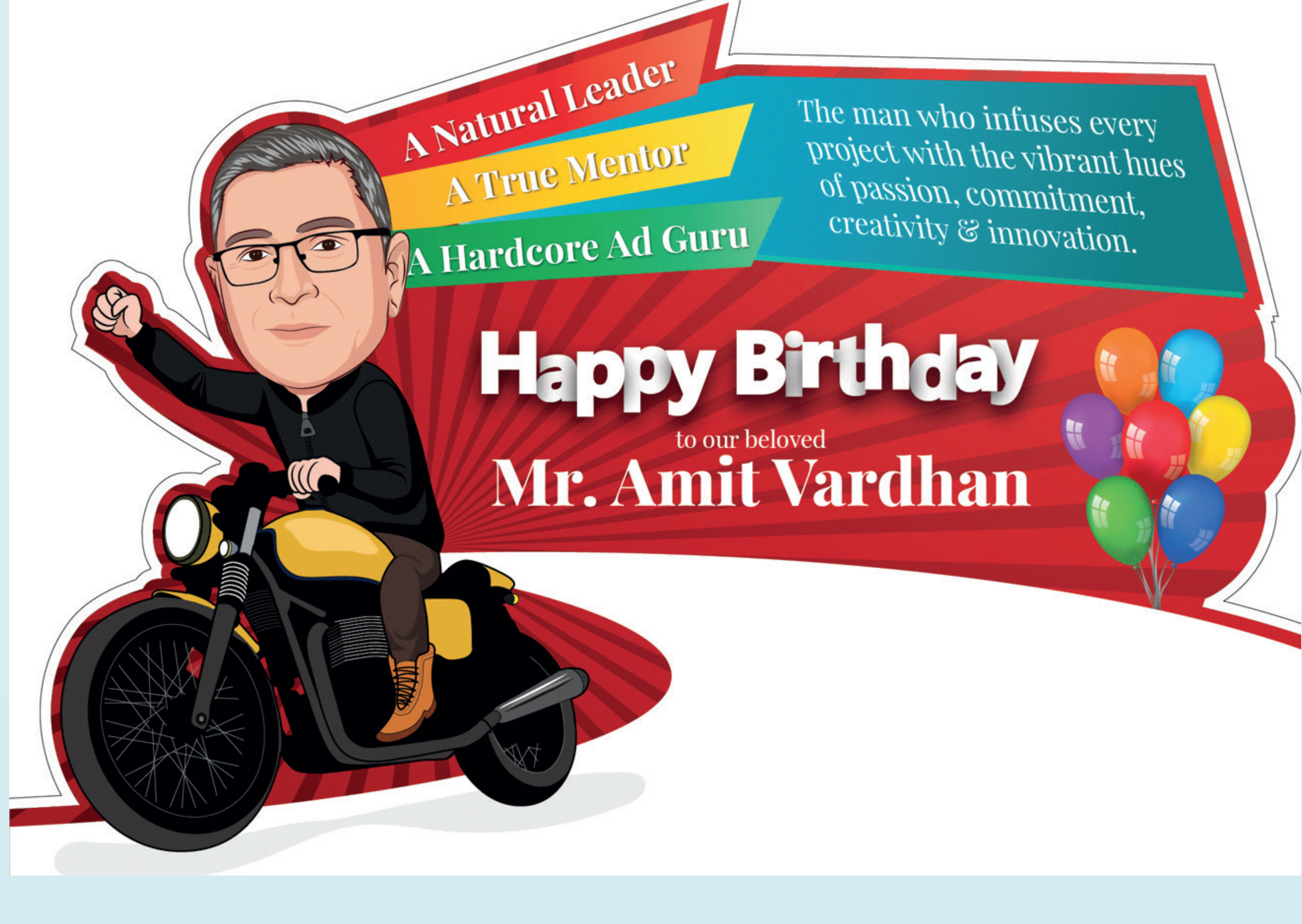
To emphasize their expertise in the variety of products and market knowledge, we conceptualized the campaign 'Trusted Color of Protection'. This campaign was a result of rigorous development of design and communication elements, keeping a consistent approach from external marketing platforms to internal marketing touchpoints.

Insight

To be able to compete with the market leaders, Gulf Paints needed to communicate its strengths to end-users. A complete revamp of their positioning statement was needed to translate their 40 years of experience and trust among high-end developers, construction companies and government entities.

Result

The repositioning strategy has helped Gulf Paints create an impact on the market of the UAE, rising quickly to become at par with its competition. The stakeholders have been thrilled with the growth of the brand, from a B2B company to a consumer-friendly and reliable brand for everyone.



The Happy Birthday of our CEO Mr Amit Vardhan

the man who infuses every project with the vibrant hues of passion, commitment, creativity and innovation, and who is a natural leader, true mentor and hardcore ad guru—was celebrated with much pomp on the 21st of October. The celebrations ended on a delicious note with a grand buffet lunch at the splendid Barbeque Nation, Barsha. Mr. Amit's family too joined in the celebrations.

Welcome onboard!

Prism onboarded a prestigious client in October: Mimar Models—a world-class model building company based in Dubai. Congrats to the marketing team! We absolutely love our clients and take pride in offering them value-added services! The entire Prism Strategy is centred on crafting the best advertising & branding solutions for each of our clients.

Also, Prism will be taking care of the personal branding needs of Mimar Models' MD & Co-Founder Mr Amjad al Hajj—the Horologist, who is a passionate clock designer.

Celebrating The Festival of Lights!

Diwali is one of the traditional festivals everyone looks forward to! The awesome Festival of Lights transformed the Prism office into an abode of joy and camaraderie. The Prism Team turned up in traditional attire, reflecting the true diversity of culture. It was a riot of colours and lights. Greetings and sweets were exchanged, and the mood was upbeat!

