



CLIENT'S BRAND HAS BEEN COMPLETELY RE-DESIGNED AND BROUGHT INTO A MODERN MARKET.

CHALLENGE

The client is a Saudi company and a leading pharmaceutical producer in the Middle East. Given its ambitious expansion plans in both product mix and new market entry, the company needs an integrated approach to marketing. Re-evaluating the equity of the existing brand was a necessary first step. The client needed a plan that would be fitting of a regional leader in the pharma industry and would be a powerful presence in an increasingly competitive industry.

SOLUTION

Unison brought out the whole package for this extensive engagement. An extensive brand audit identified key areas of strength and areas where improvement was needed in communicating quality, safety, and value in the Middle East market. After engaging in a comprehensive review process, Unison strategists, copywriters, and designers began work on an overhaul of the Avalon name. The new brand mes-



sage and visual identity were at the heart of the re-positioning effort. The visual identity was extended to a new line of product packaging designed to communicate safety and results, while moving from the generic look of the company's previous packaging to that of a modern global pharma company. In the engagement's last phase, the brand strategy was carried over to a new dynamic Web presence used to market the company not just in the Gulf but around the world.

RESULT

Client's brand has been completely re-designed and brought into a modern market. Given a new strategy and more visually appealing look at all touchpoints, the company is in a much stronger position to compete in many foreign markets. The company continues to meet or exceed its ambitious growth forecasts as it reinvents itself as a valued supplier of pharmaceutical and dermatological products to individual consumers and institutional customers.

ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

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