

BAHRAIN

BRANDING  
WEB DESIGN  
BROCHURES  
CAMPAIGN

  
Gateway to the Gulf™



BRINGING A MESSAGE OF MIDDLE EAST PROGRESS TO THE UNITED STATES. UNISON IS PROUD TO REPRESENT THE GULF'S MOST OPEN CULTURE AND MARKET.

#### CHALLENGE

Better familiarize Americans with Bahrain, its century-old friendship with the United States, and to further strengthen the region's economic stability through free trade. Provide an up-to-date resource on news of the debate over free trade and highlight areas of importance to U.S. members of Congress and U.S. business community on Bahrain.

#### SOLUTION

Unison created a comprehensive identity program composed of a logo and tagline (Bahrain: Gateway to the Gulf), a themed website [bahrain-gateway.org](http://bahrain-gateway.org) designed and written advertising copy for the Hill and Roll Call publications, created a brochure for U.S. Congress on the subject of Bahrain, implemented an e-mail marketing campaign, online marketing, developed new collateral for the Embassy staff (Business cards, letter head, envelopes), and other assets t-shirts, mugs, bags, and



pens.  
 In September 2004 after the signing of the Free Trade Agreement in Washington DC Unison produced two high profile trade and investment focused events for Bahrain in New York, NY. Please see links below for event details.

#### 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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