

Case Studies

Bluegill

Work - Salam Yiti by Sama Dubai, Dubai Holding

My role with Bluegill Project Director representing the agency

Locally Produced Global Real Estate Brand First Destination – Salam Yiti

Salam Yiti, a US\$1.7Billion Integrated Resort Development in Oman by Sama Dubai, part of Dubai Holding, is a joint venture with the Oman Ministry of Tourism. A new real estate brand, “Salam Resorts & Spa” established Sama Dubai’s global reputation for innovation, excellence and vision to create integrated resort communities worldwide. Each Salam aims to deliver a luxurious and authentic local experience; inspired by the unique site assets of its outstanding strategic location. The first destination - Salam Yiti - offers a combination of three exclusive luxury resort experiences within one project: beach, spa and golf & mountain resorts. Yiti was handpicked; nestled between Oman’s dramatic Al Hajar Ash Sharqi Mountains and the pristine beach, covering 420 hectares of land and rises as high as 140 metres above sea level.

Action

The first challenge was to paint a global vision of Salam is. We built the Yiti brand around the idea of what Salam is – an integrated resort community that is uniquely defined by two elements –location and the local experience. We then built a visual system that will allow all Salam’s to be defined universally by embracing the two USPs at all times, yet injecting the local experience. We also shared an initial brand-led innovation framework that ensures that each Salam venture protects the Salam brand and that leverages Sama Dubai as a critical brand asset.

Brand Campaign

We developed an integrated brand campaign that positioned Salam Yiti as a luxury resort city that delivers an exclusive lifestyle within an authentic Omani experience. We created the brand language, communications style, packaging and all brand applications for Salam Yiti.

Results

The launch ceremony was attended by HH Sheikh Majed bin Mohammed bin Rashid Al Maktoum. Yiti was voted as 'Destination of the Year 2008' by renowned Vogue magazine/Conde Nast publication, Oman's lush wadis, diverse landscape and rich culture attract a consistent stream of eco-tourists. Sama also announced that \$2bn Salam Yiti project will generate more than 2,000 jobs, while contributing substantially to tourism development in Oman.

The logo for Bluegill, featuring the word "Bluegill" in a stylized, handwritten blue font.

Work - Imperial College of London Diabetes Centre

My role with Strategic Solutions New Business Director and Strategic Planner for first 90-days of Incubation Period

Strategic Positioning and Integrated Communications

The Imperial College London Diabetes Centre (ICLDC) is a state-of-the-art facility in Abu Dhabi specializing in Diabetes Treatment, Research, Training and Public Health. Established in 2006, the centre specialises in out-patient clinic, offering world-class diabetes diagnosis and management based on the most up-to-date evidence-based medicine. ICLDC's primary objective is to provide continuing education for health professionals and the general public. The centre needed strategic integrated marketing communications and public relations counsel and plan.

Action

With the main objective of building reputation leadership, whilst building the ICLDC credibility, the first thing was to identify some of the key messages that were mandatory across all communications.

The second was to do a competitive market analysis and the third, to develop an integrated plan that would clearly communicate the key messages, differentiate the centre and achieve revenue targets.

Deliverables

- ICLDC messaging
- Media interviews - counseling, target journalists, advise on media
- World diabetes day: a conference targeting doctors and healthcare stakeholders to help ICLDC stand out as the authority on diabetes and take ownership of that day.
- Highlight ICLDC's onsite testing as a social responsibility
- Highlight ICLDC's activities in patient forums,
- Media watch, analysis
- Case studies, stories, healthcare reports
- Capitalize on the diabetes TV show

Results

Imperial College of London Diabetes Centre (ICLDC) – public health awareness campaign, 'Diabetes.Knowledge.Action' in partnership with Emirates Foundation, was awarded the 'Best use of Public Relations' at the Gulf Marketing Review Effectiveness in Marketing Awards (GEMAS) 2008. The campaign was launched with a royal visit to the Centre (ICLDC) by HRH Prince Charles and HRH the Duchess of Cornwall (in February 2007).

Work - Autodesk

My role with Bluegill

New Business Director and Account Leader

Strategic Messaging and Content for Customer Success Stories across 7 Cities in Asia

9 million professionals in 185 countries are using Autodesk products to save time and money, gain competitive advantage, and change the way ideas are brought to life. Since 1982, Autodesk has ushered in state-of-the-art 2D and 3D technologies that let customers visualise, simulate, and analyse the real-world performance of their ideas early in the design process. This gives customers the flexibility to optimise and improve designs before actually executing them. Autodesk customers not only see, but experience, their designs before they are real, empowering them to save time and money, improve quality, and foster innovation. Autodesk needed to convey the right messages to customers through success stories in 7 Asia-based locations.

Action

With the main objective of communicating the success of Autodesk to customers in 7 locations, the first thing was to identify the key messages that were mandatory for each story, in each location, for each product. The second was to do project manage by coordinating with each Autodesk representative and every customer. The third was to research, write and publish the story using existing and new communication mediums.

Deliverables

- Messaging Binder
- Customer and Autodesk Representative Interviews
- Publish and communicate stories

Results

The success stories complemented the existing publicity efforts. Third party endorsements from customers and partners increased by 30% over the next 6 months after the first story were published.

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Work - Abu Dhabi Securities Exchange

My role with Strategic Solutions

New Business Director and Strategic Planner for first 90Days (Incubation Period)

Strategic Financial Communications

The Abu Dhabi Securities Exchange (formerly known as Abu Dhabi Securities Market) is one of two licensed Stock Exchanges in the UAE operating since 2000. Based in Abu Dhabi with branch offices in emirates of Sharjah, Ras al Khaimah and Fujairah, ADX employs 90 team members, 27 licensed broker member firms and 49 listed companies. Market capitalization has grown since 2001 to over US100billion with turnover and transaction volumes showing commensurate growth. ADX is a member of Union of Arab Stock Exchanges, the regional association of exchanges (FEAS) and currently a corresponding member of the World Federation of Exchanges (WFE). ADX needed Strategic Financial Communications, Internal Communications and Training and Development.

Action

The programme we developed focused on increasing ADX's regional and international profile - particularly among two key audiences. The business community, in order to prompt CEOs to consider a listing in Abu Dhabi; and the investment community, in order to persuade them to invest through the exchange.

Deliverables

12-month Strategic Integrated Marketing Communications, Public Relations, Training and Development Plan
Reputation Leadership Audit and Messaging
30 workshop lecture series

Results

ADX is relatively small in global terms, but we increased its potential to become a regional equities market leader. Given the increase in competition, our communications attracted vital corporate clients to list their shares and investors to trade on ADX.

A handwritten signature in blue ink that reads "Bluegill".

Work - Rotana

My role with Bluegill hired by Strategic Solutions

Strategic Counsel and Writer

Winning an award through strategic positioning

Rotana, a leading hospitality player and developer in the Middle East chose to participate in the Depa Hotel Awards that celebrate the extraordinary development and achievements of the Middle East & North Africa hotel industry. Depa Awards have provided recognition and inspiration to the industry.

Action

With the objective of winning awards, the first thing we did was to differentiate Rotana's properties, develop a set of messages and visuals that communicated the differentiation and develop a new approach and template to communicate the content to a panel of judges. We also studied the judging criteria and advised on the best tools to use for the submission.

Deliverables

- Messaging
- Customized brochure for the submission
- Powerpoint content for the judging panel

Results

'The Grand Rotana Resort and Spa, Sharm El Sheik win the Middle East Resort Property of the Year at the DEPA Awards'

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Work – Euro RSCG Furness

Task: Counsel, Research and Write a Business Plan for Euro RSCG Furness

Situation Analysis

Havas (www.havas.com), a global advertising and communications services group present in more than 100 countries reorganized into two Business Units: HAVAS Worldwide and HAVAS Media. Havas Worldwide as a worldwide integrated communications network is strong in all of the disciplines in which it works. This is represented by a brand named Euro RSCG - www.eurorscg.com. In the Middle East, Euro RSCG joined forces with Susan Furness, an industry veteran to form Euro RSCG Furness. Satvinder was tasked to counsel, research and write a business plan for Euro RSCG Furness.

Action

A full day workshop was conceptualized and facilitated by Satvinder with the objective of understanding and mapping a business framework for Euro RSCG Furness. A detailed Business Plan Questionnaire was developed by Satvinder and shared with the client before the workshop as preparation. The findings and information shared at the workshop allowed clarity on the objectives of the business plan, decision on the content outline and source of information for the content. The workshop was attended by individuals responsible for the new business entity and individuals responsible for brand, financials, business development, marketing and strategy. The second meeting was information exchange and download. The client team produced the necessary information for Satvinder to map and finalise the content outline, direction in tone and gist of information to be written for every section within the content outline.

Deliverables

- Business Plan Questionnaire
- 1 Day Workshop
- 2 Consultation Meetings (2 hours each)
- Business Plan

Results

The Business Plan determined the scope of operations for the new entity for 18-months. It was supported by a Financial Plan prepared by the Business Analysis Team.

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Work – Catch Interactive

Situation Analysis

Founded in 2001, Catch is one of the Middle East region's top independent agencies for e-marketing strategy and online media campaign planning, design, metrics and reporting. Catch has been trusted by international clients to reach the online demographic in the Middle East region for over 7 years, using a one to one, tailor made approach with world class creative and regional marketing expertise. **Specialties:** Online, Marketing, Strategy, Planning, Design, Metrics, Reporting, Web Analytics, Search Marketing (SEO & Paid Search - PPC) eCRM

>Catch needed to restructure and rebrand. They needed a new Business Plan to reflect the changes communicated with these initiatives. Satvinder was retained as a consultant to assist with the Strategic Thinking Process for the rebranding and eventually to write the Business Plan.

Action

This was a 6-month engagement. Several workshops were conceptualized and organized under the subjects of “Brand”, “Practice Areas”, “Communication Strategy”, “Market and Competition”, “Human Resources” and finally “Business Plan”. Satvinder provided input in all workshops and personally led the Business Plan workshop. The insights and decisions made from every workshop preceding the Business Plan workshop provided a solid basis for discussing the various topics discussed at the Business Plan workshop, i.e. Business Model, Business Vision, Business Units, Product & Services etc.

Deliverables

- Recommendation Report following Every Workshop
- Customized Business Plan Questionnaire
- 2 Day Workshop
- 4 Consultation Meetings (2 hours each)
- Business Plan

Results

The Business Plan allowed Catch to be acquired with the sole objective of streamlining their service offerings to eventually become a niche player in the marketplace.

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