



*Brandys*  
BRAND ACTIVATORS



KINGDOM OF SAUDI ARABIA



UNITED ARAB EMIRATES



LEBANON



QATAR

## Introduction

It takes breakthrough innovation, breakneck speed and naturally, the very best talent to Outthink and outdo your competitors.

That's where  comes in...we offer





## DIRECT INTEGRATED VALUE-ADDED BRAND ACTIVATION

*Brandys*  
BRAND ACTIVATORS

is a marketing consulting boutique that works with a range of various businesses. No Matter what stage you're at, your business can benefit from Brandy Marketing's services. We will help you to ramp-up, differentiate and accelerate business growth and build a sustainable brand.

Clever, innovative Marketing Management has become increasingly important in all organizations throughout KSA today, and is no longer seen as an ad hoc function – but rather as a necessary investment in order to enhance businesses in a world that is ever changing.

Marketing is a service which can be outsourced very effectively and the outsourcing of the Marketing component within a business can carry with it many Benefits.

We specialize in “from the ground up” Marketing projects. Understanding and respecting the needs within a business and offering the personal attention, which is vital within the marketing portfolio, and vital to effective communication with the stakeholders.



## Our Way

*Brandys*  
BRAND ACTIVATORS

services are determined based on a client's specific business needs. We fill your marketing gap and play the role in your organization that you require us to – we become part of your team.

In order for us to become an extension of your business, we need to fully understand all the fundamentals and dynamics. We familiarize ourselves with your industry and business, via immersion. We need to get to know your business as well as you do. We research the industry, trends, competitors, analyze the entire playing field and then offer solutions tailor-made to your specific requirements, whilst also making our own recommendations.



In a highly competitive market place characterized by constant change, we excel in building one-to-one client based relationships and providing proactive, targeted and response-driven innovation.

➤ **Direct – You deal with us**

We do this by supplementing overstretched internal resources – think of us as an extension of your management team.

➤ **Integrated – Part of your team**

We find marketing works best when an integrated approach is adopted not only internally, but also with all external communication.

➤ **Value – Expertise**

We fill a vital expertise gap – we get in, get the job done and get results.

➤ We have an extensive network and a flexible structure – we bring the best possible resources to match your requirements and are able to manage projects from concept to execution, providing impactful solutions.

➤ **Added Benefits – Knowledge transfer**

Working with you and coaching your internal team, transferring our unique expertise in-house to ensure sustainable results. We play an advisory role and will facilitate internal marketing and training.

## Services



### BRAND AUDIT

In-store auditing compliance is the first in-store stage of the IMS check, fix and influence model. In-store auditing can be used to check the availability and visibility of your product or promotion, or those of your competitors. Auditing compliance can also allow you to check that your product is ranged in all agreed stores and is located in the agreed in-store locations.

Auditing encompasses many aspects of in-store data collection, but the most common aspects of auditing include:

- Product Availability - Out of stocks, number of facings and share of space
- Price Compliance - Displayed price and scanned price of the product
- POS - Presence of shelf edge labels, store printed 'offer' POS & externally produced POS
- Promotional Compliance- Promotional price and location of promotional display
- Planogram Compliance- Location of SKUs
- Competitor Information - (All / any of the above for competitor products)
- In-store auditing can be used to check the availability and visibility of your product or promotion, or those of your competitors. Auditing compliance can also allow you to check that your product is ranged in all agreed stores and is located in the agreed in-store locations.



## Services

### MERCHANDISING

Merchandising visits help to ensure that your products are available and effectively presented on-shelf for purchase rather than stuck in the warehouse. Bearing in mind that 80% of all purchasing decisions are made in-store, the importance of in-store merchandising cannot be stressed enough. Merchandising forms the 'fix' element of the check, fix and influence' model for maximizing ROI. Merchandising is typically conducted after in-store auditing has been completed as this identifies all existing issues which need to be remedied.

Merchandising shelves effectively in-store requires a thorough understanding of in-store operations. Brandy invest a lot of time and effort into investigating, understanding and then training our merchandising team on in-store and supply chain procedures.

Merchandising can achieve the following when conducted effectively:

- Maximized on shelf availability and product visibility
- Increased facings
- Effective product placement
- Promotional compliance
- Planogram compliance
- Identification of stock control issues
- All of the above retail merchandising compliance benefits enable you to achieve the ultimate objectives of sales growth and bottom line profit through effective field marketing.

## Services

### SAMPLING

Sampling is a specific plan targeted to a specific group or groups of potential customers within a trading area to create awareness and initiate trial purchases of your product or service with potential customers right in your own backyard.

It is one of the most valuable tools in your sales plan arsenal and is frequently overlooked. Local Store Marketing is one of the most cost effective and proven tools to achieve long-term business relationships with customers and the community.

Local Store Marketing programs are created to:

- Enhance the Brand Image
- Increase customer loyalty
- Build brand awareness
- Grow store traffic, sales and awareness
- Develop involvement and recognition
- Sampling is challenging. In fact, most advertising agencies do not offer this service to its multi location clients because it is difficult and is a long term project and requires a great deal of effort. It takes on-going commitment, creativity, and lots of work. However, the best part of Sampling is its rewards.
- Sampling can make such an impact and drive sales, frequency, loyalty and awareness, that it can eliminate the need for other forms of advertising expenditures.



## Services

### MYSTERY SHOPPING



Mystery Shopping is used to evaluate the full experience of your customers when visiting the outlets. It can also be used to evaluate the customer service levels provided by competitors.

Whilst most people think that the terms Shopper and Customer are interchangeable, Brandy believe that there is an important difference between the two and design and implement mystery shopping campaigns utilizing carefully profiled and highly trained staff acting as Mystery Shoppers or Mystery Customers depending on your needs.

A crucial element of the sales process is to turn shoppers into customers (who purchase and hopefully continue to purchase from products). Therefore for certain campaigns we will utilise a 'shopper' approach to test the ability of your staff to generate (rather than facilitate) sales.

Mystery Shopping services, when used effectively, should not only measure your standards of service but should also help to improve them by actively encouraging staff to ensure they are taking the right approach every time. We believe that in order to achieve this you need a carrot as well as a stick

Our Mystery Shopping programmes ensure that scenarios are precisely and consistently tested with detailed, accurate results reported back in a timely fashion to enable you to take fast and appropriate corrective action where required.

We also ensure that our Mystery Shopping programmes recognise outstanding service. In addition to the detailed visit level reports we can also produce engaging comparative reports that encourage healthy competition

## Services

We offer a range of key services throughout the public and private sectors including brand development, corporate identity, promotional literature, advertising, exhibitions and displays, packaging, print management, web design and direct marketing.

- Promotional Literature
- Advertising
- Brand Development
- Corporate Identity
- Exhibitions and Displays
- Web Design and Online Marketing
- Packaging





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