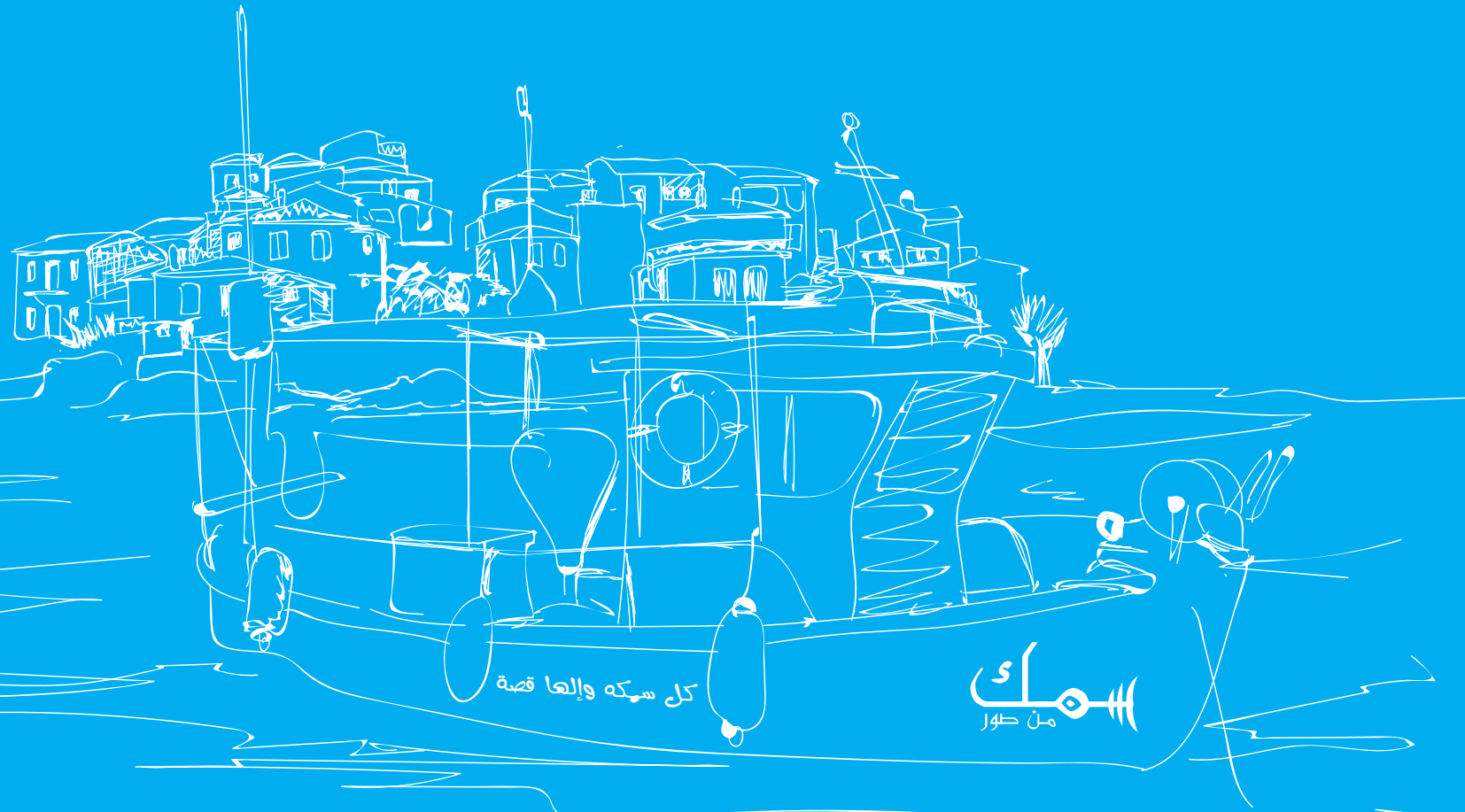


BRANDING STRATEGY

Tyre artisanal fishery products for restaurants and retailers
in Tyre, Saida and Beirut.



INTRODUCTION:

- *Developing a branding strategy is considered essential for the fishery in Lebanon which is distributed over to five active syndicates: North, Beirut, Ouzai, Saida and South.
- *The below document consists of a branding strategy for the fishing market in Tyre.

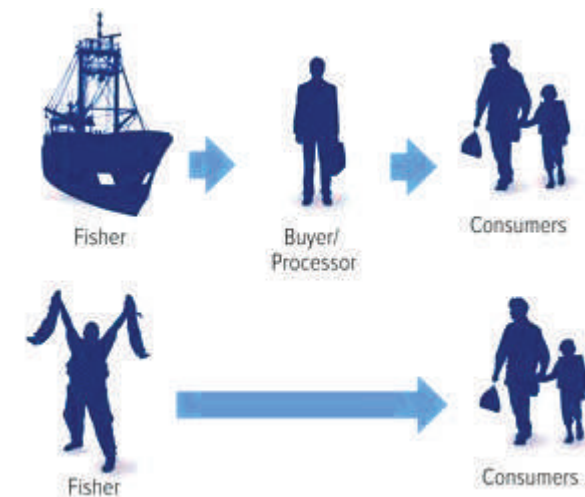
01 | BRAND VISION

- * Support the local fishing industry in Tyre to establish a distribution channel for their products (fish and seafood).

02 | BRAND MISSION

- * Provide the fishermen in Tyre with the necessary guidance and knowledge to reach the widest number of consumers.

Deliver fish product all year long to all types of consumers.



03 | TARGET AUDIENCE

★ Based on our Market Research & Analysis, we shall divide the target audience into 3 categories:

- > Individual (normal consumer)
- > Wholesaler
- > Retailer (supermarket and restaurant)

04 | BRAND POSITIONING

★ "Samak min sour" is fresh, safe and nontoxic. The product is caught in a natural and legal way from the sea in Tyre, without jeopardizing any of the fish species.

05 | BRANDING DESIGN /

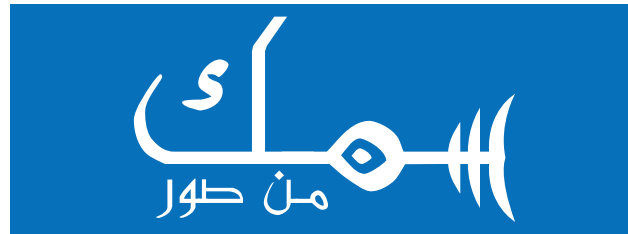
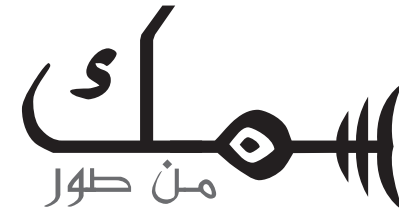
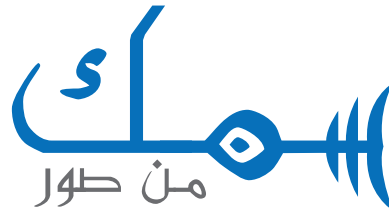
- Logo & Slogan Guideline**
- Fisherman outfit**
- Shopping items & packaging**

Logo & Slogan Guideline

- **The Name:** "Samak Men Sour" سمك من صور

- **Logo rational:**

Whether you are from Tyre or not, when it comes to slang language, you can easily remember the name and reach a wide range of people. Since the identity of the product is the city of Tyre, we have intentionally added the word "Sour" to highlight the origin of the product (Fish) and to empower the market of Tyre. As for the font, it reflects the drawing of a fish which simplifies the concept and can easily be read and understood by foreign and local citizens.



revers logo on full blue background

revers logo on full black background



PANTONE 285 c

As for the colors:



BLACK 70%

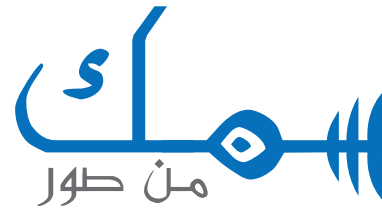
THE BLUE reflects : the color of the sea, love, loyalty, and trust.

THE SILVER reflects: The glamour and grace.



BLACK 100%

The black color will be used for black & white photocopies.



5x2.6 cm



3x1.6 cm



3x0.8 cm

Logo & Slogan Guideline

"KellSamké w Elha 2ossa" : كل سمكه وإلها قصة

Most fishermen go to work very early in the morning and come back late at night, working almost 7 days a week, leaving their families at home: wife, mother, children, etc..

These fishermen move to the middle of the sea often under adverse conditions in order to catch fish and bring stories with them.

Each catch has a different story, thus our product is the result of the hard work and sacrifice of fishermen.

كل سمكه وإلها قصة

slogan on white background

كل سمكه وإلها قصة

slogan on white background

كل سمكه وإلها قصة

slogan on white background

font used for the slogan :

AXtAnnabaFont



PANTONE 285 c

As for the colors:

THE BLUE reflects : the color of the sea, love, loyalty, and trust.



BLACK 70%

THE SILVER reflects: The glamour and graceful.



BLACK 100%

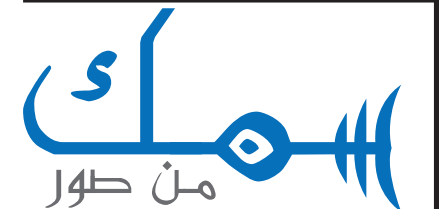
The black color will be used for black & white photocopies.

كل سمكه وإلها قصة

slogan on full blue background

كل سمكه وإلها قصة

slogan on full black background



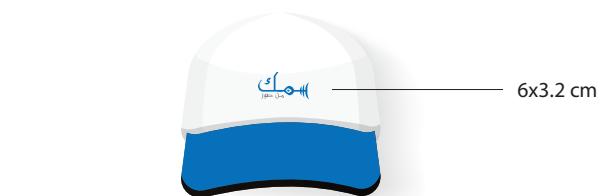
5x2.6 cm

كل سمكه وإلها قصة

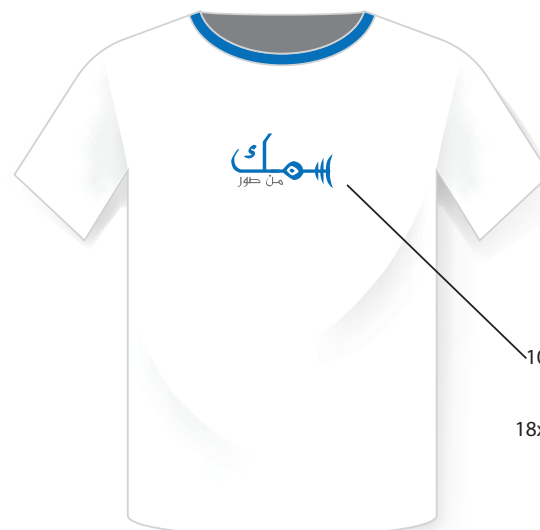
5x0.8 cm

Fisherman outfit

The material used for the fisherman outfit is cotton



6x3.2 cm



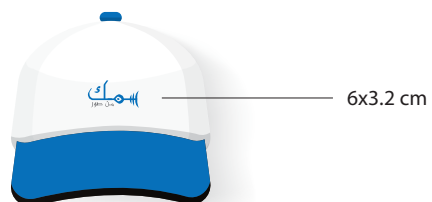
10x5.3 cm

FRONT

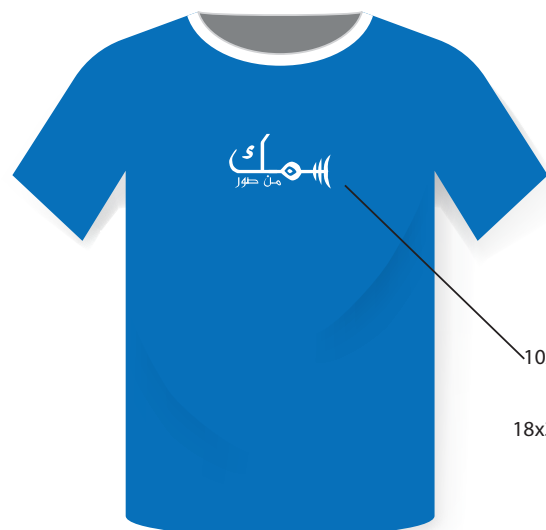


18x3.15 cm

BACK



6x3.2 cm



10x5.3 cm

FRONT



18x3.15 cm

BACK

Shopping items & packaging

Fabric Bags



Shopping items & packaging



Packaging Label



The material used for the fish packaging is polymers, which is thin flexible film produced mainly from plastic.



06 | MARKETING STRATEGY

* In order to implement our brand strategy we need to consider the below:

1. Promotion activities in supermarkets.
(Branded displays, stands etc..)
2. BTL materials (Brochures, Flyers etc...)
3. Participation in food exhibitions to promote the product quality.
4. Creation of an informative website to promote online ordering and delivery.
5. Social media: presence on facebook, Instagram etc...

THANK YOU