

## PRESS: THE BRAND UNION OFFERS CLIENTS A NEW HORIZON



The Brand Union Dubai, the hub of the Middle East operation, announces its move to region's creative centre in Dubai Media City. The Brand Union's new home on 43rd floor of Business Central Towers signifies the appreciation for a more refined and demanding market. The new office has been dynamically modelled around the changing needs of clients. Agility and collaboration are at the heart of the design with the ability to invite visiting international consultants, partners and clients to click in and work with The Brand Union teams in a dynamic and inspirational environment.

Hermann Behrens, CEO of The Brand Union Middle East says: *"The office space has been designed to encourage knowledge sharing, collaboration and co-inspiration across our teams and also bring us closer to our clients and their business."*

The Brand Union methodologies and visual identity have been a big inspiration in the design of the space. The Brand Union's in-house design teams used their skill set to devise a design for a new era to better serve their clients synergy. The design team infused the aspect of art and science of brand building literally into the space. The customised furniture combines hand made artistic pieces with modern high tech elements and shapes. The angles which make up The Brand Union identity can be seen within the core of the space creating the walls for the informal meeting spaces and offices.

The Brand Union is actively involved in building powerful brands across the region and the move cements the agency's continued commitment to the region, as well as the increasing need for world class branding consultancies. During the past year the agency has experienced significant growth and launched the only branding agency with a fully operational team in the UAE's capital, Abu Dhabi. 2008 prepared the foundations and matured the business. This year, The Brand Union is looking forward to continuing to demonstrate the value it adds to their clients' brands and businesses. The company is actively building partnerships with clients to help them grow, direct and protect their brands.

The Brand Union is synonymous with helping clients build long-term brand value to leading brands such as: Al Hilal Bank, Limitless, Mubadala, Sorouh, TDIC, Abu Dhabi Culture and Heritage, Al Qasba, Emaar, Tatweer, Tawuniya, Saraya Holdings and Al Rajhi bank. Worldwide CEO of The Brand Union, Simon Bolton says: *"I am delighted to be here to officially open the new Dubai office. At the core of our offering is brand mastery and this is a leading example of how this is infused into everything we do: To better deliver valuable and memorable brand worlds and ultimately long-term brand value for our clients."*