

WKA وكلاء

استشارات العلامة التجارية
BRAND CONSULTANCY

www.wka.sa

Taking you to a
whole **new level.**

Company Profile 2022



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WKA; Supercharging Your Brand

The world is rapidly changing and brands cannot afford to stand still.



Our team of brand specialists understands that your brand has the power to drive social, economic, and business transformation.

Consequently, we exist to help unlock that power, for you to position your brand in a rapidly changing world.



This is not just
our job. It's also

PASSION;

OUR

WKA; Your Trusted Brand Partner

— With passion, commitment, and integrity, we create and develop powerful brands that match the ambition of any business.

Whether creating a new brand, transforming an existing one, or anything in between, the experience and insight of our Saudi brand consultants will take your business to a whole **new level**.

Your Brand Consultants;

Our combined expertise will support you on an end-to-end journey that will drastically elevate your brand.

- **Mariam Almulhim**
Co-Founder, VP Shared Services
- **Dena Alhamdan**
Co-Founder, VP Strategy & Corporate Development
- **Abdulrahman Almesned**
Founder, Chief Executive Officer



30

years of experience in building and delivering effective brands.

Your Brand Journey Begins Here



Driven by a **uniquely creative approach**, we deliver nothing but **memorable and enduring results.**

With creativity and collaboration, we will work with your team to discover your audience and competitors, build strategy, activate your brand, and monitor how it performs.

OUR MISSION;

We exist to unleash the positive and transformative potential of Saudi businesses by helping them innovate for the greater good.

Our Core Values;



Innovation

Future focussed, we innovate to help change businesses and society.



Integrity

Living our values, we always operate with integrity, openness, and transparency.



Commitment

We work with you as a brand partner committing to be by your side through every step of the way.



Efficiency

We recognize the need to offer clear value to clients and shape our work to fit the needs and budget of your business.



Unlocking the power of your
brand will take your business to
a whole **new level.**



— WKA; Adding Value to Your Business

While working with us, you can expect:

- **An enjoyable and collaborative journey**
- **Access to sector leading skills**
- **A personal approach that fits your business**
- **Affordable brand solutions.**



Designed to be the strong managerial arm of your business, **WKA** provides you with masterful solutions needed for the business, starting by building strategies, establishing brands, and designing environments.

Inspired by the Arabic words “**الإتكال**” and “**الإعتماد**” or “**reliance**” in English, “**وكا**” or “**WKA**” is the rationale behind our brand name, stating that our clients can lean on us and trust us to elevate their businesses and take them to a whole new level.

What is your brand?
A logo on a letterhead?
Your website?
A mission statement?

OUR STORY;

Our Story;



Your brand is all these things. But it's so much more. It's how you communicate who you are as a business and what you care about the most.

It is:

- Your business's personality
- How the world and your audience experience you
- Your story
- Your reputation
- The most important asset that your business owns.

Our Story;



At **WKA**, we are passionate about unlocking the power of your brand.

“Good enough” is something that we will never accept. The Kingdom’s businesses deserve better than that. They deserve world-class support to develop and activate brands that can become recognised as some of the very best in the world.

In the past, to find that support, Saudi businesses had to look beyond the Kingdom. This is why **WKA** was born - to support businesses and help position them in a rapidly changing the world.

This is because we are truly passionate about the positive role branding can play in driving transformation. We believe that Saudi businesses have incredible stories to tell, and we are here to aid them in bringing their stories to life.

Our Story;

> Our experienced team exists to help you tell your story by supporting an end-to-end branding experience that is creative, innovative, and collaborative.

We will use only the best approaches to help you define your brand in a way that adds focus and clarity to every touchpoint with your audience.

The result will be a brand that is memorable, enduring, and effective at communicating to the world what matters most to you as a business.

From research and insight, through strategy, activation, and evaluation, **WKA** will be by your side through every step of your brand journey.

By unlocking the power of your brand, we will help take your business to a whole new level.

Our Services;

01

Drawing the leap

Hand in hand, we will carve out your path to a prosperous future.

02

Making the leap

Together, we will jump into future successes.

03

Being the benchmark

With full force and focus, you will become a leader in your field.

Our Way of Working;

We segment your brand journey
into four key phases:



Insight



Strategy



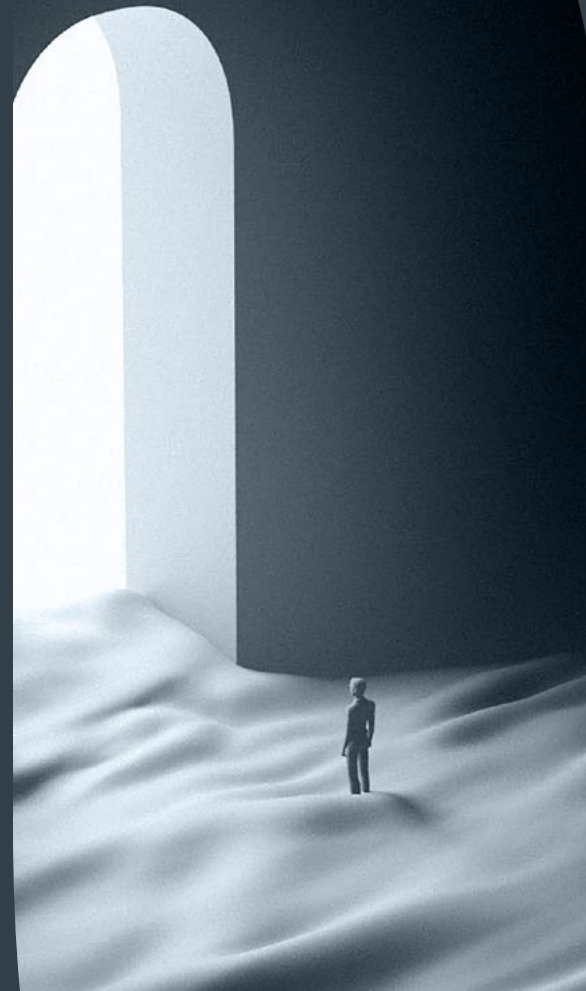
Activation



Monitoring

How We Work;

Our four-step method is intelligence-led, results-focused, and sustainable. It's a holistic approach which is designed not just to develop your brand but to provide you the models and support to embed it across your business and monitor its effectiveness.





Insight;

We start by undertaking research and data analysis to build a clear, shared understanding of what makes your brand offer distinctive.

By identifying and capturing the precise data that fits your specific business needs, the Insight phase is always bespoke to your business.

This helps us understand your unique brand offer, thus, ensuring you a compelling position in the marketplace.

**Audience
Research**

**Competitor
Analysis**

**Market
Research**

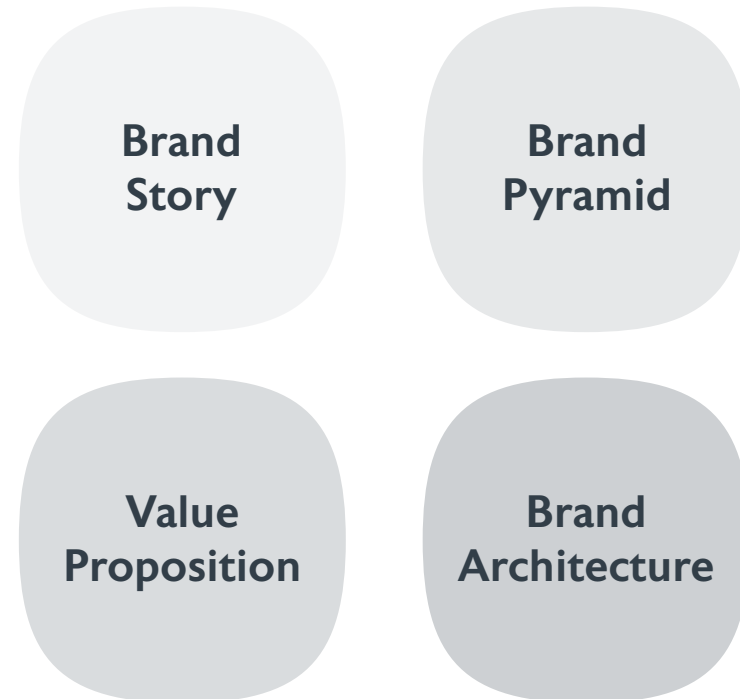


Strategy;

We work collaboratively with you to develop a brand strategy that sets out how you define, communicate and embed your brand.

This strategy will help you create and shape your own story with purpose and personality, guiding you to a new successful future.

We will then map the opportunities to amplify that brand message and develop a route map to maximize those opportunities.





Activation;

Your brand doesn't just belong to your organisation or business, - it also needs to exist in the world.

We will activate your brand to bring it to life, ensuring that every touchpoint with audiences reflects and amplifies your brand values and promise.

With our support, you can ensure that whether your audience is experiencing your brand face-to-face or online, they will know exactly who you are, what you stand for, and they will always remember your brand.

**Activating
Your Brand**

**Humanizing
Your Brand**

**Seamless
Experience**

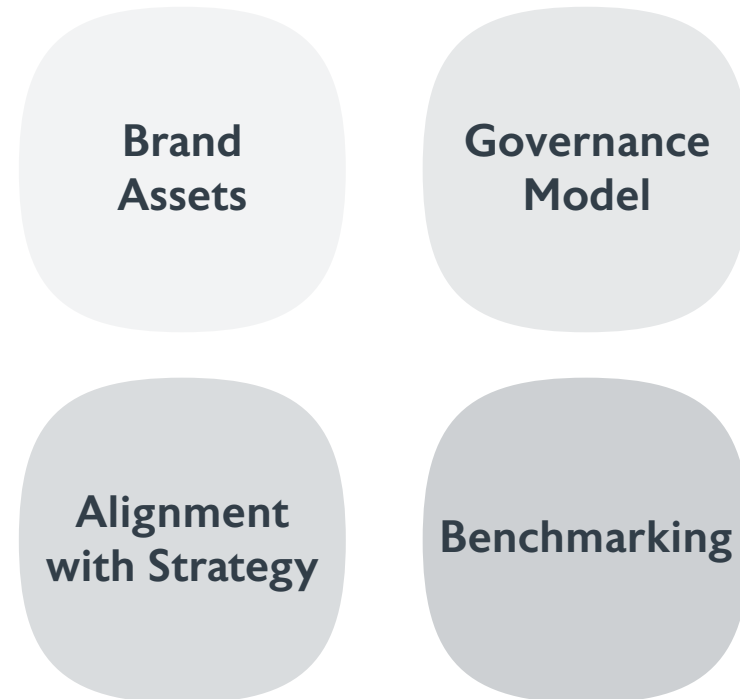
**Touchpoint
Analysis**



Insight;

Part of WKA’s commitment is to provide your business with the models it needs to monitor the health of its brand and ensure the implementation and success of the brand strategy.

To deliver this, we establish clear governance models to chart progress. These allow you to benchmark how your brand is performing, ensure adherence to strategy, and manage your brand assets.





Together, we will **unlock**
the power of your brand.

Contact us

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Thank You;