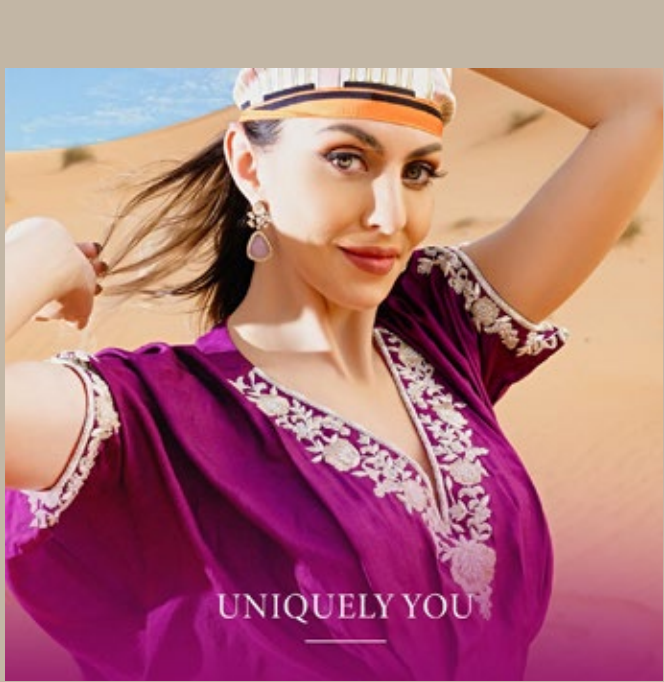
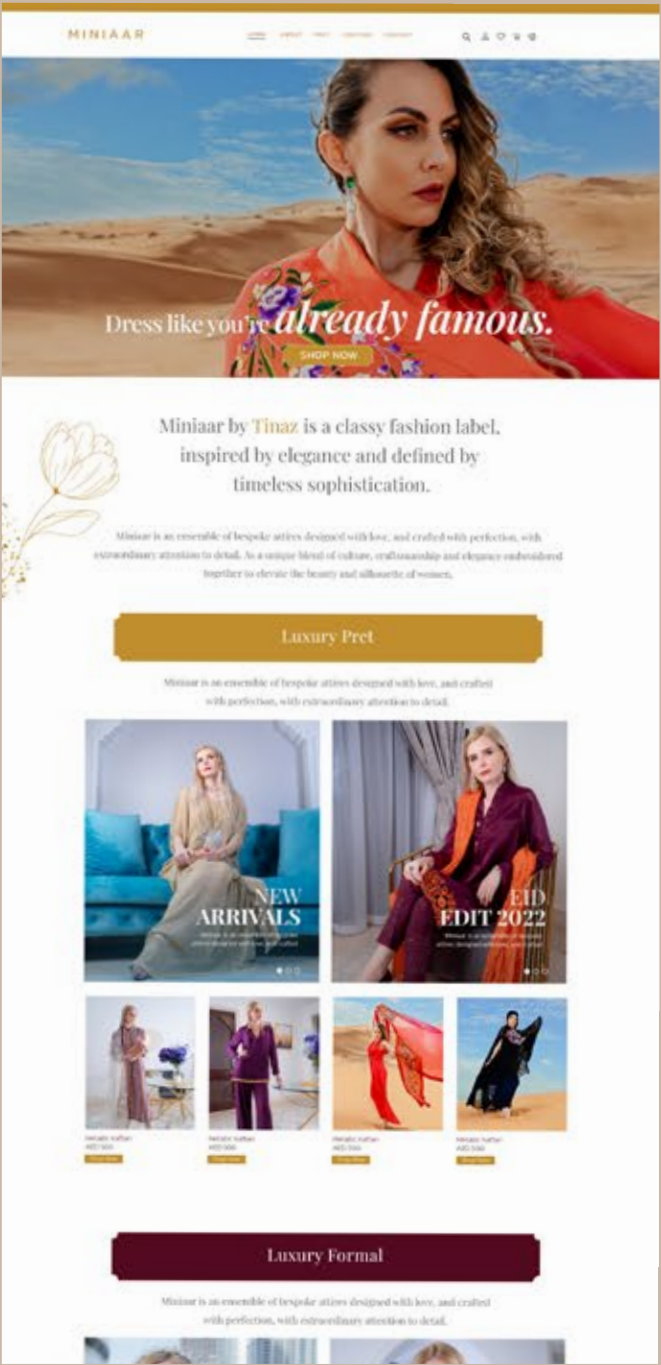




STOP THAT  
SCROLLING





**WE BLEND  
STRATEGY  
WITH CREATIVITY**





# CRAFTING YOUR BRAND STORY

**We Dream, We Believe, We Create, and We Deliver.**

We are the Digital Storytellers, passionate to share your untold story with ideas, insights, and inspirations.

We design strategy-driven marketing communications to engage your audience and build your brand.

We love to partner with brands that have a hunger to excel and to share their story. We articulate and craft their story with the happy ending they had envisioned.





# WE ARE A CREATIVE MARKETING AGENCY. CURATED TO SERVE WITH EXCELLENCE AND PERFECTION.

Hello there, we are Brand Tribe, a collaborative tribe of Expert Marketers, Passionate Storytellers, Creative Visualisers & Brand Architects. Working on a common goal - to elevate your brand presence.

It channels adaptable, resourceful roadmaps to create a unique and distinguishable identity for your brand.

Right from the inception of your idea, we partner to bring it to life with a unique brand identity, devise the strategic roadmap and create the digital strategy to execute and monitor it to perfection.

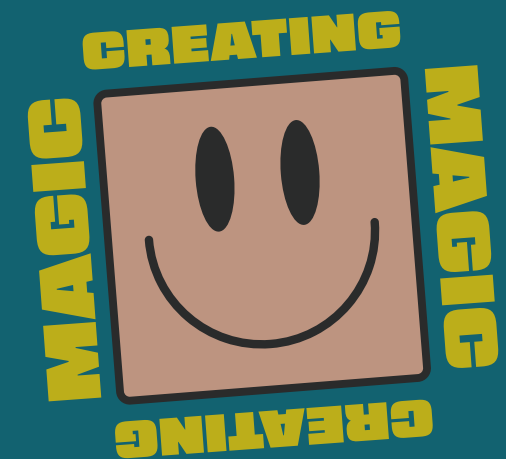
**Blending strategy and creativity,  
we use an integrated marketing  
approach to bring your ideas to life.**

**Let's Together Design Your  
Unique Brand Story.**



# A TRIBE TO THRIVE

A team that is built precisely with patience, and skills to acknowledge the needs of our clients and to deliver remarkable results.





# ANAMIKA ARUN



Brand Tribe is the manifestation of its founder and Chief storyteller – Anamika Arun, a seasoned advertising and marketing enthusiast. She brings her wealth of experience and business acumen, having worked with agencies like Lowe Lintas, Saatchi & Saatchi & Mudra; and managing an enviable portfolio of clients, over the last 15 years of her professional journey.

**Leading with fun, creative, and passionate spirit, she thrives in the world of marketing and advertising with a curious mind and compassionate heart.**

Brand Tribe is built with a vision to create a synergized ecosystem for learning, collaborating, and growing together and we pursue it passionately with our clients and in our work culture.







**RAHUL**  
SR. VISUALISER



**JIGYASA**  
SOCIAL MEDIA EXECUTIVE



**AMRESH**  
SR. WEB DEVELOPER



**DEEPIKA**  
DIGITAL MARKETING  
EXECUTIVE



**VEDANT**  
GRAPHIC/ANIMATION  
DESIGNER



**KAJAL**  
CONTENT WRITER



# IDEAS INSIGHTS INSPIRATIONS



# services

## Marketing Strategy

Designing versatile, rational, and purpose-driven strategies to deliver constructive/favourable results to escalate your brand growth.



## Social Media Marketing

Fabricate an exuberant presence on online platforms through engaging social media marketing.

## Digital Marketing

Unlocking your brand's potential with a strategic digital marketing approach. Our organization provides all the resources that are necessary for promoting the brand and increasing the reach of the audience.



## BRANDING & Design

Crafting a unique and distinguishable identity for your brand to stand unrivalled among competitors.

## Content Marketing

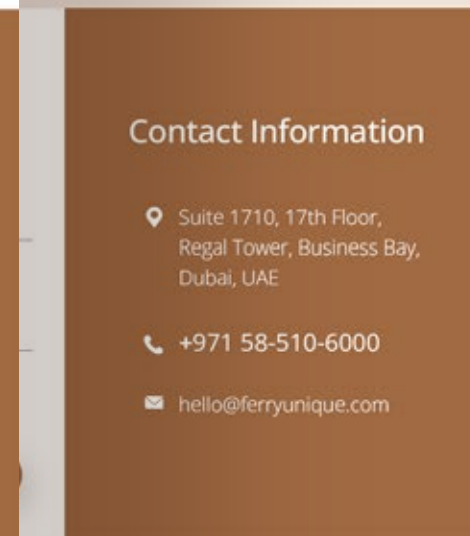
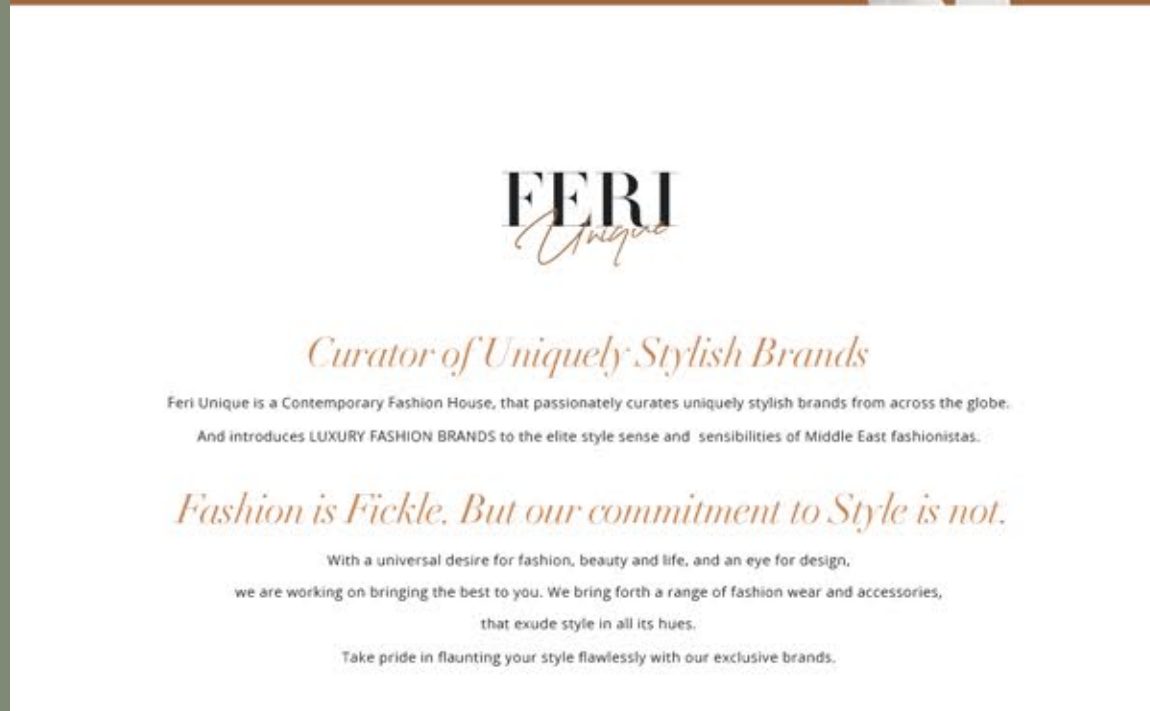
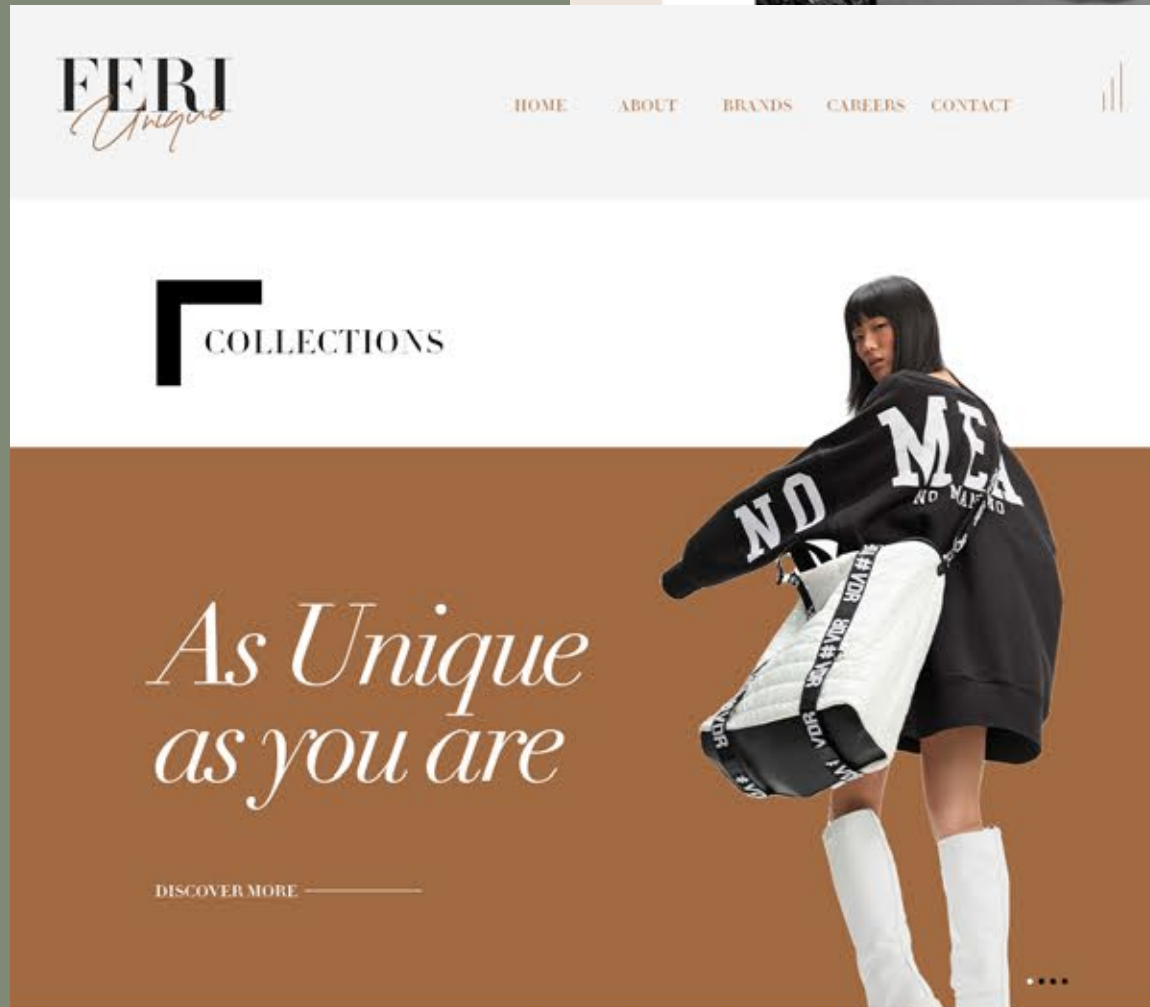
Creating captive, crisp, and fun content to grasp your audience's attention and establish your voice.





# WEBSITE DESIGN AND DEVELOPMENT





**Feri Unique-**  
Corporate Fashion Website

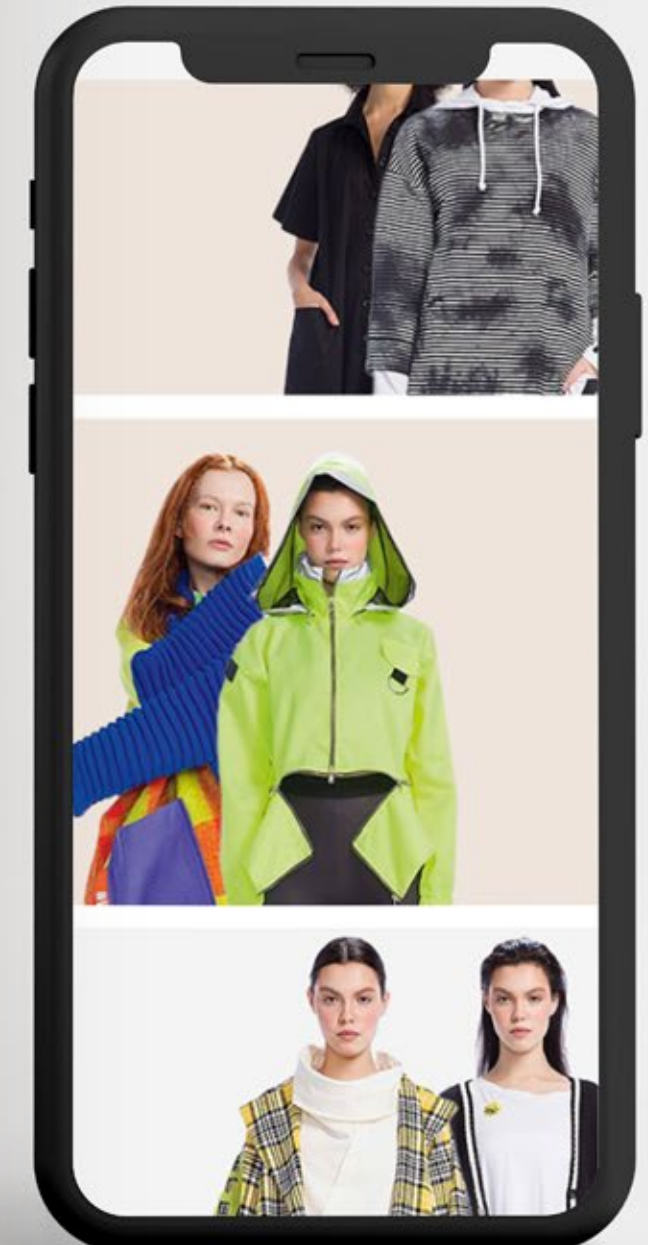
**Industry**  
Fashion

**Platform**  

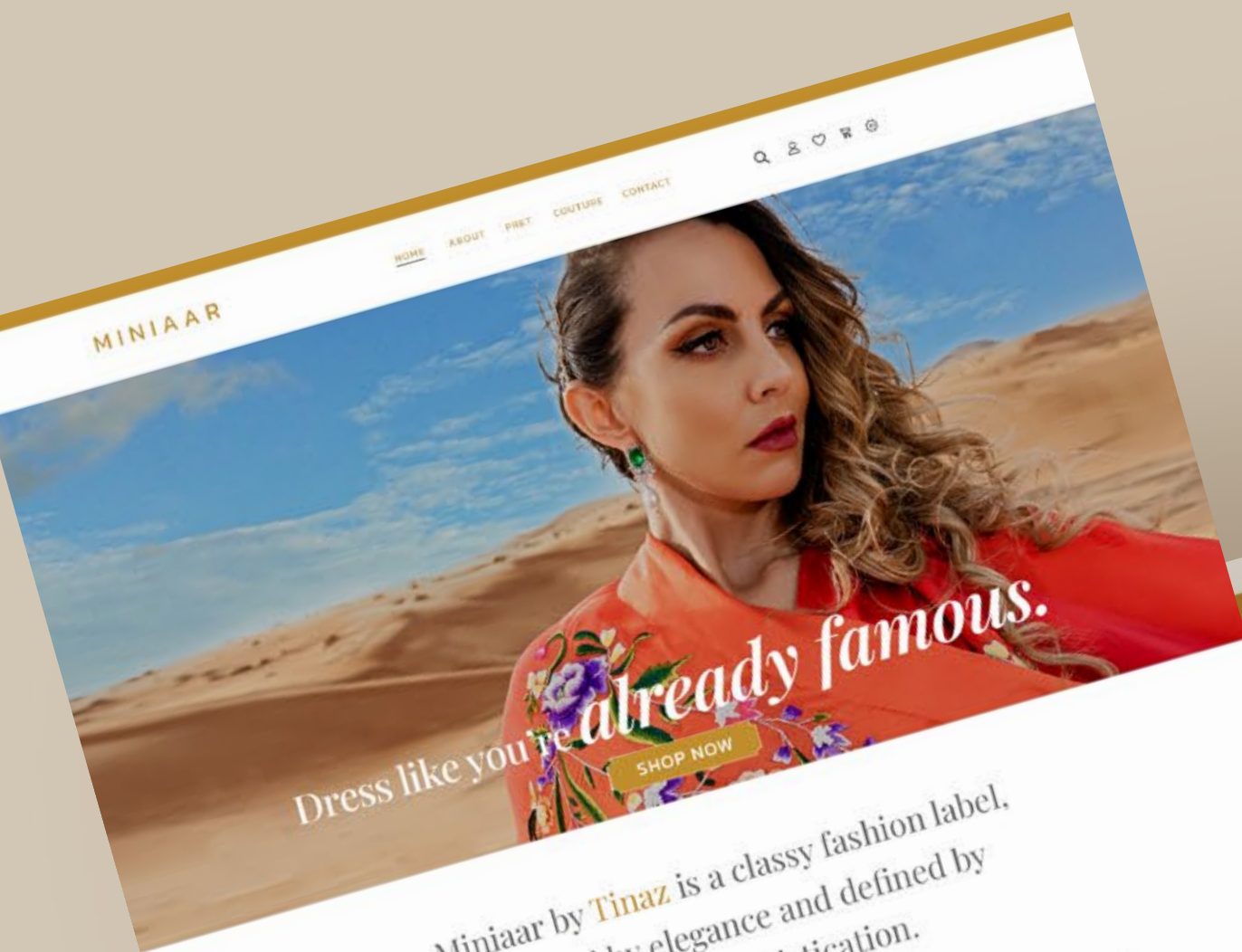

**Challenge**  
To strike a balance between corporate imagery and consumer friendly appeal.

**Involvement**  
Branding - Stationary - Web Design -  
Web Development

Click Here: [www.feriunique.com](http://www.feriunique.com)







Miniaar by **Tinaz** is a classy fashion label, inspired by elegance and defined by timeless sophistication.

Miniaar is an ensemble of bespoke attires designed with love, and crafted with perfection, with extraordinary attention to detail. As a unique blend of culture, craftsmanship and elegance embroidered together to elevate the beauty and silhouette of women.

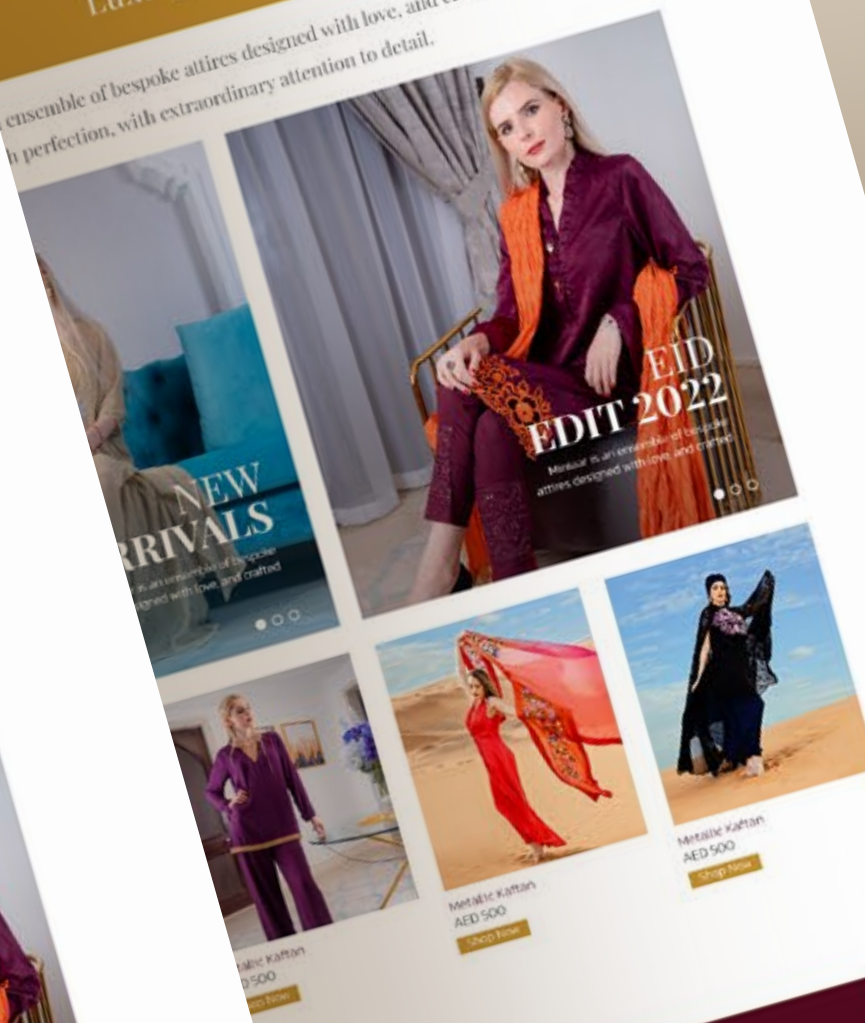
### Luxury Pret

Miniaar is an ensemble of bespoke attires designed with love, and crafted with perfection, with extraordinary attention to detail.



### Luxury Pret

ensemble of bespoke attires designed with love, and crafted with perfection, with extraordinary attention to detail.



### Luxury Formal

ensemble of bespoke attires designed with love, and crafted with perfection, with extraordinary attention to detail.



**Miniaar-**  
ECommerce Fashion Website

**Industry**  
Fashion

**Platform**  
 Magento

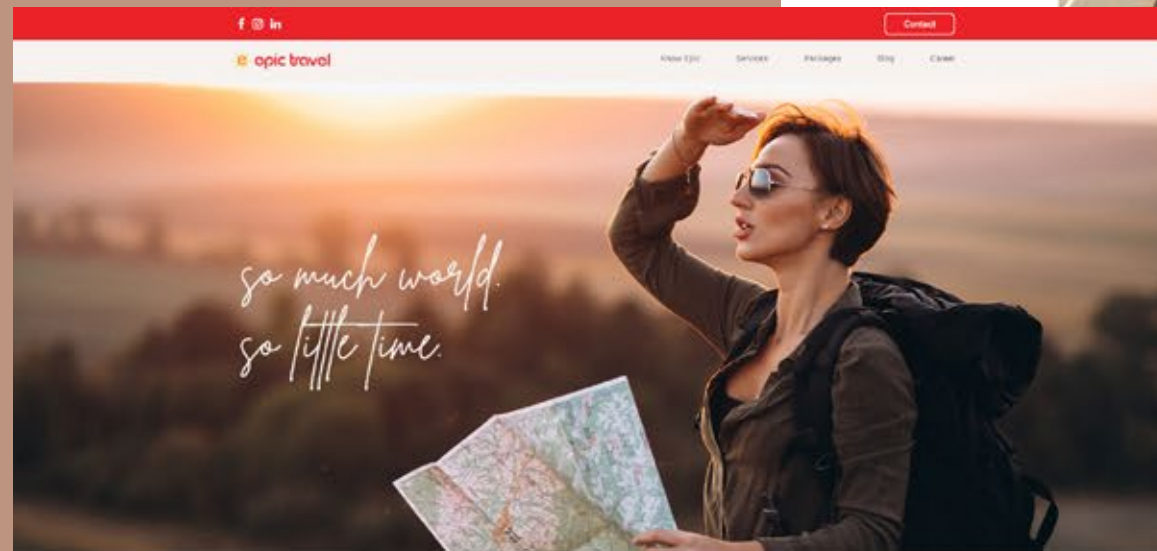
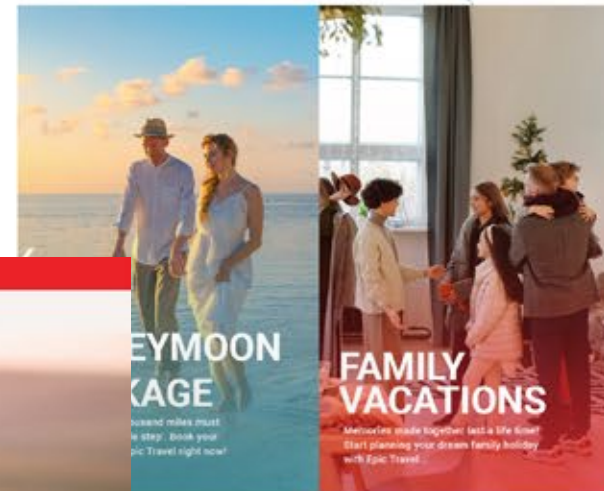
**Challenge**  
To integrate the aesthetics of the brand in the web design

**Involvement**  
Web Design - Web Development -  
Social Media - PR

Click Here: [www.miniaar.com](http://www.miniaar.com)



The **world** is  
waiting for **you**



Hello, Welcome to  
**Epic Travel**



The **world** is  
waiting for **you**



## Epic Travel- Corporate Travel Website

**Industry**  
Travel

**Platform**  
 **WordPress**

### Challenge

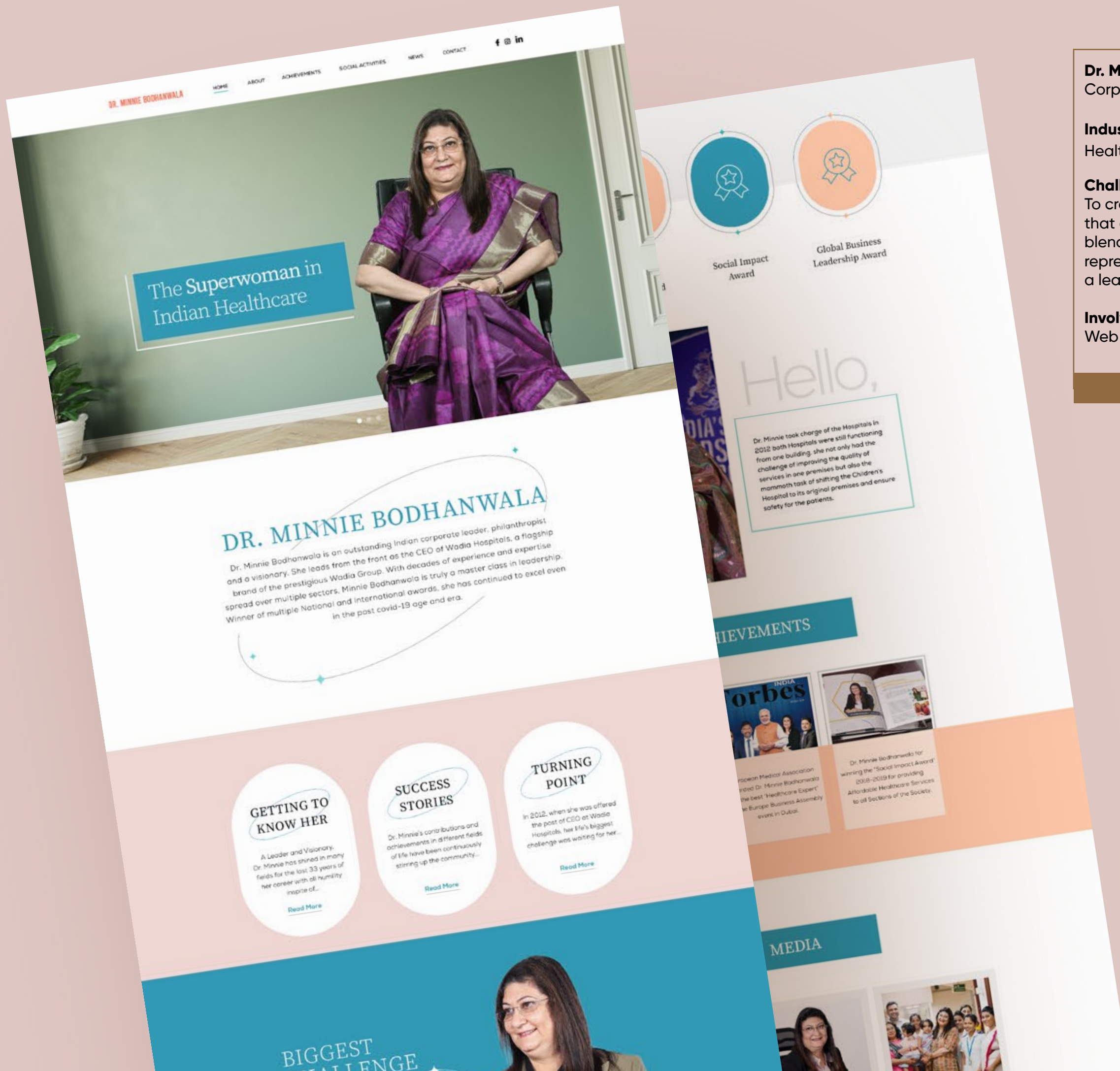
Creating a website that can channel realistic services along with exciting the traveling souls. We are up to creating a corporate travel website that connects the dot between the world and travelers.

### Involvement

Web Design - Web Development

Click Here: [www.epictravel.ae](http://www.epictravel.ae)





**Dr. Minnie Bodhanwala-**  
Corporate Personal Branding Website

**Industry**  
Healthcare

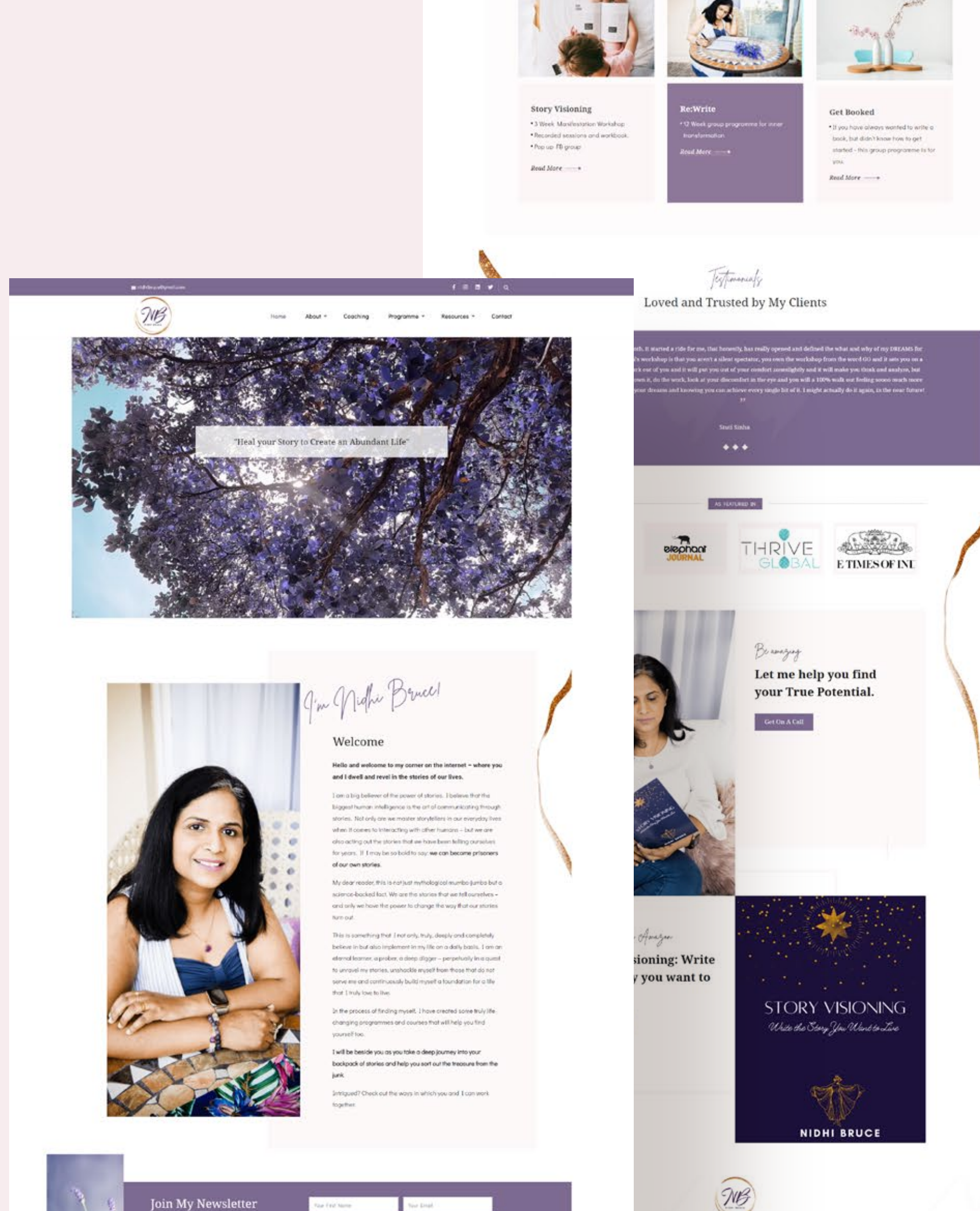
**Platform**  
 **Laravel**

**Challenge**  
To create a Personal Branding Website that can portray her experience & blending her journey, experience and representing it aesthetically to create a learning experience for the world.

**Involvement**  
Web Design - Web Development

Click Here: [www.dr-minnie.com](http://www.dr-minnie.com)





**Nidhi Bruce-**  
Author/Coach

**Industry**  
Life Coach

**Platform**  
 WordPress

**Challenge**  
To revamp the existing website with a fresh look and clean UI

**Involvement**  
Branding – Web Design – Development  
– Social Media –Podcast

Click Here: [www.nidhibruce.com](http://www.nidhibruce.com)



# BRAND IDENTITY

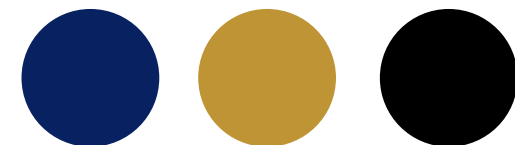
















VIRTUAL KEY



VIRTUAL KEY



MANAGEMENT CONSULTANTS

+971 525339026  
experts@virtual-key.com

www.virtual-key.com

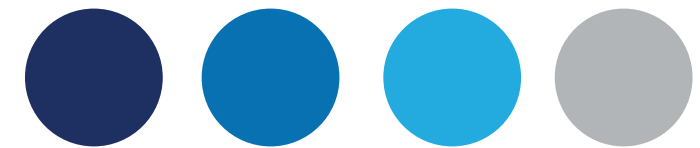






*Heal your Story*  
to Create a more Abundant Life









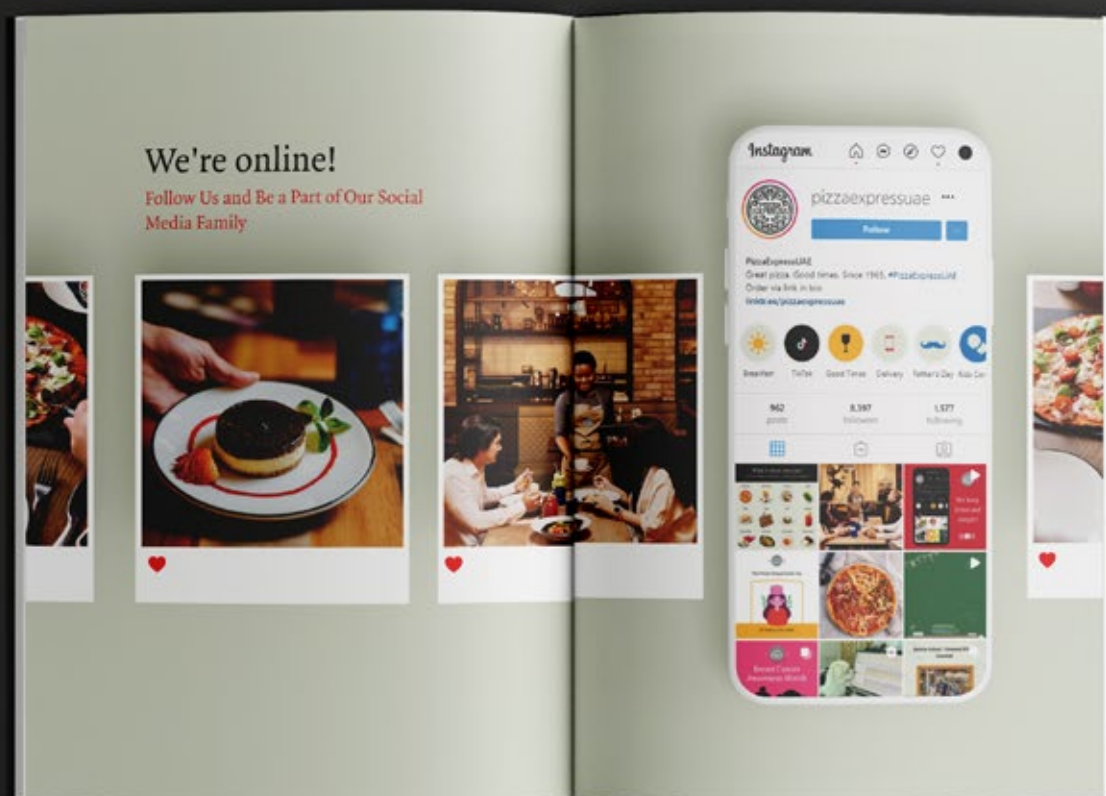
# DESIGN











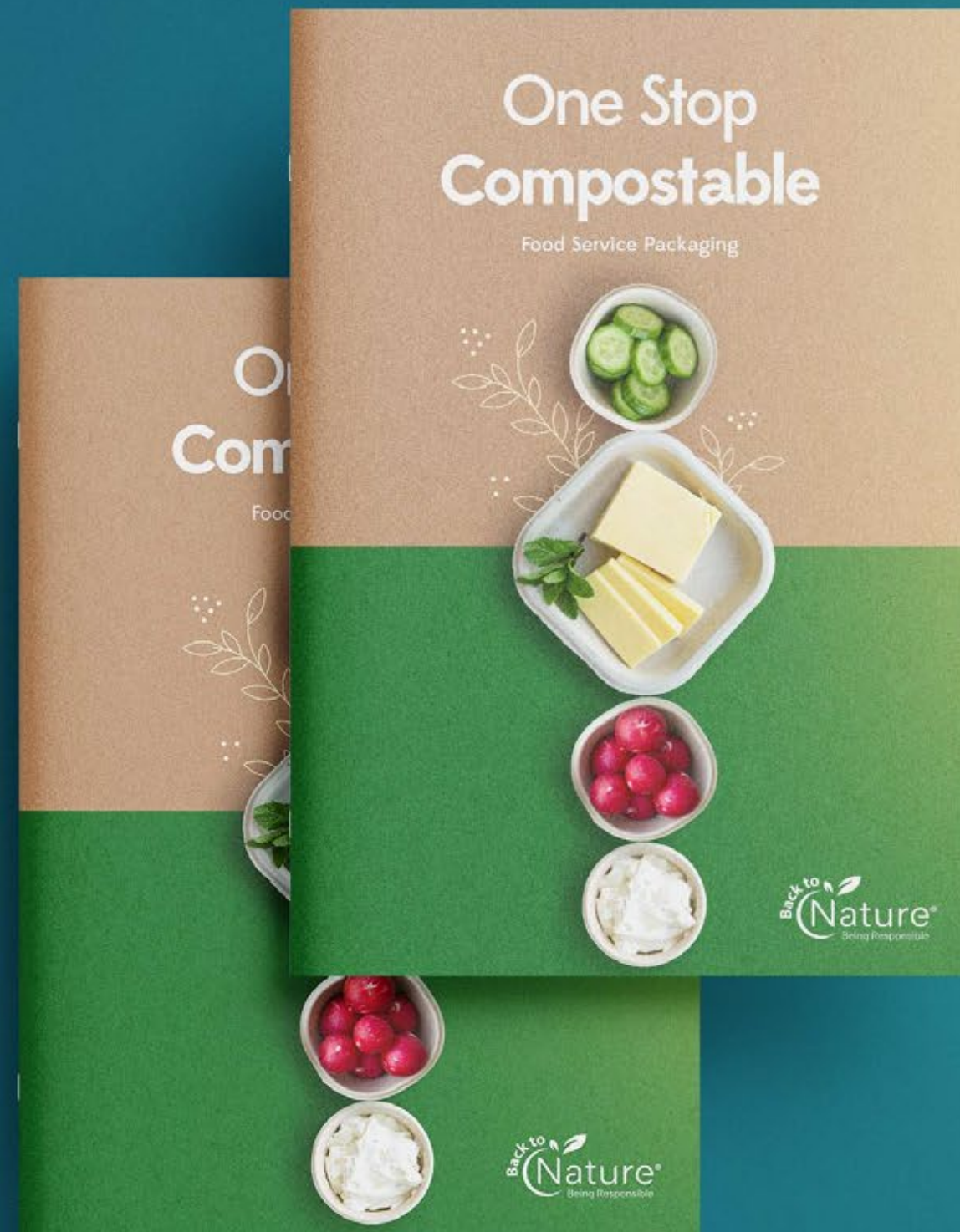


















# SOCIAL MEDIA







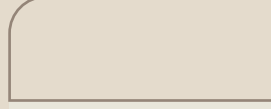
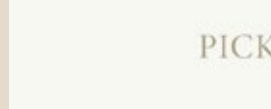
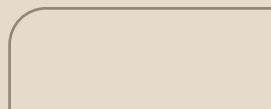
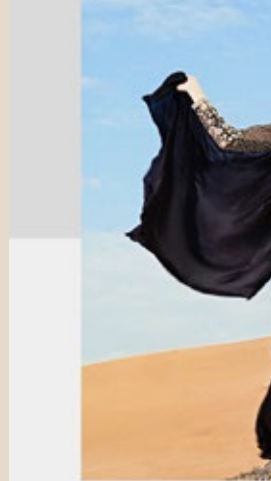
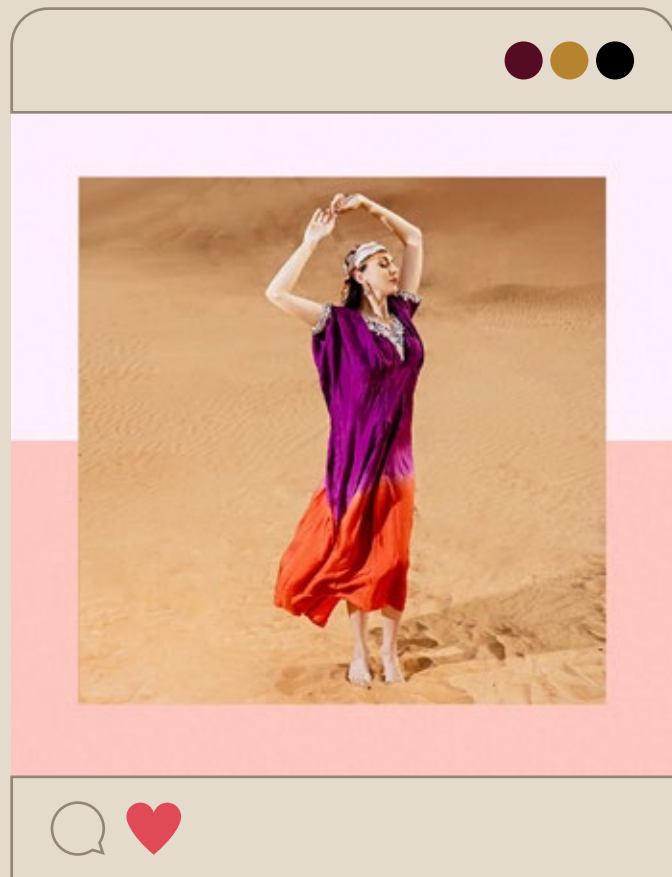
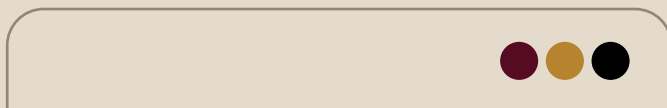
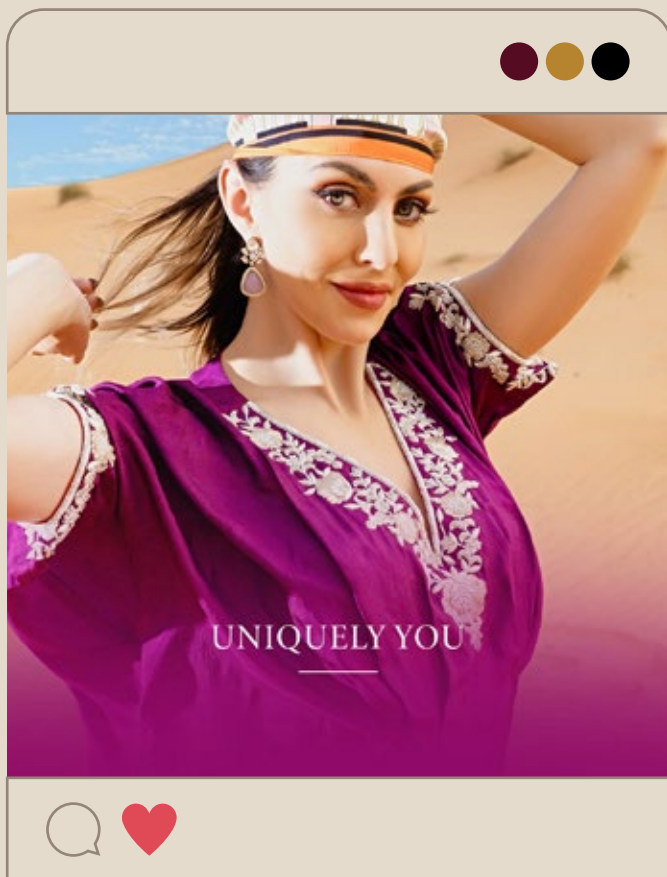
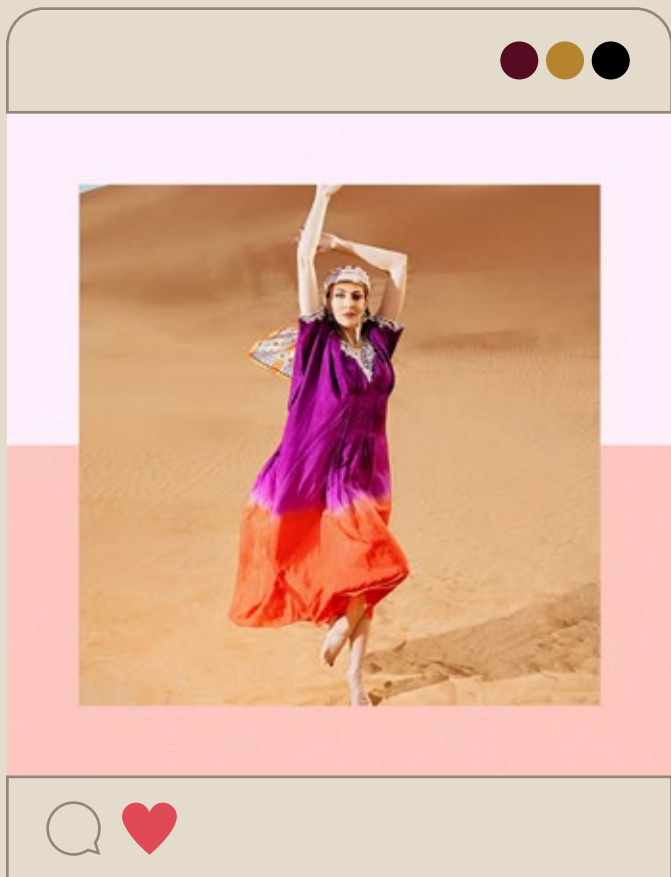
COLORFUL.



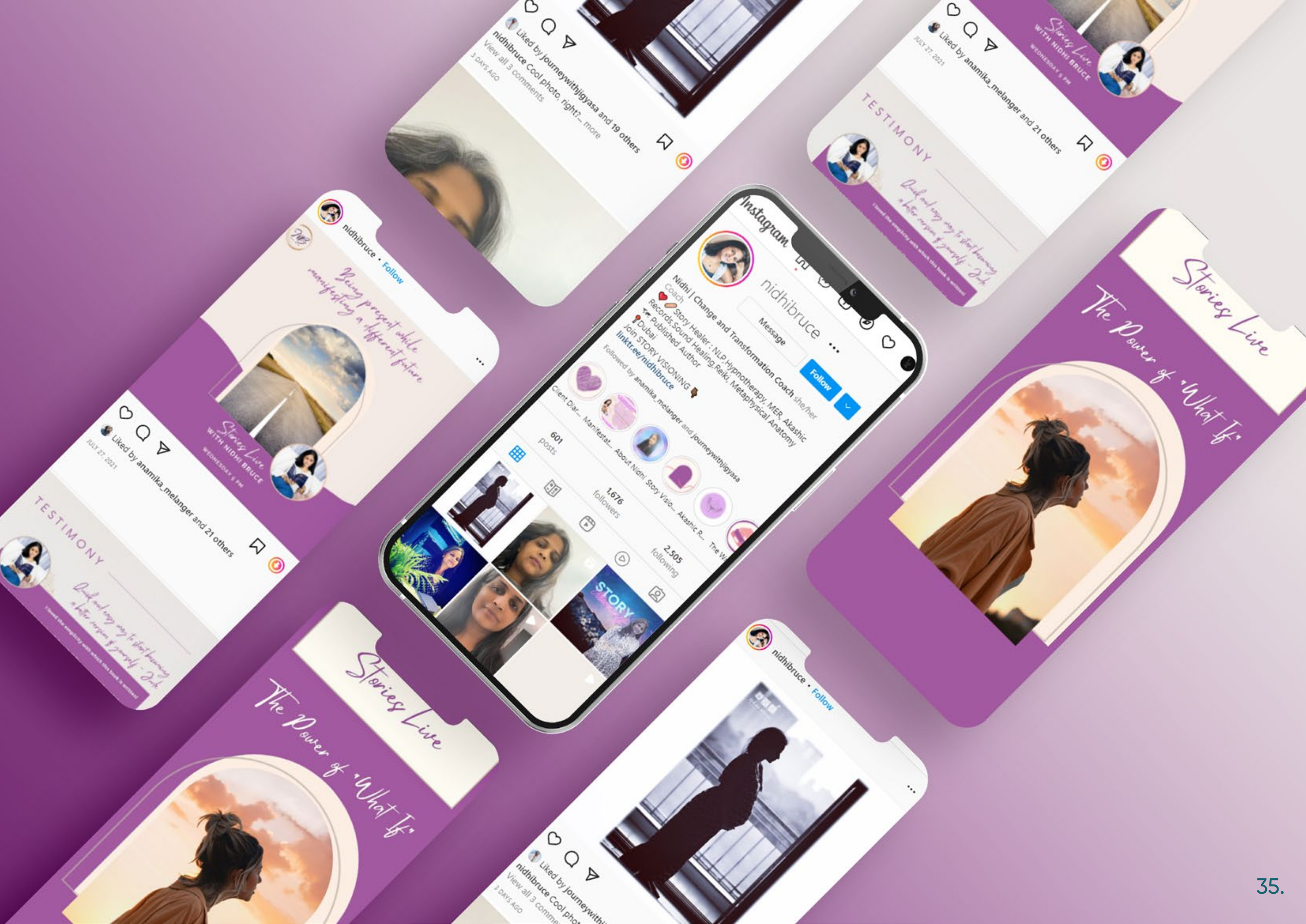


REFERENCE

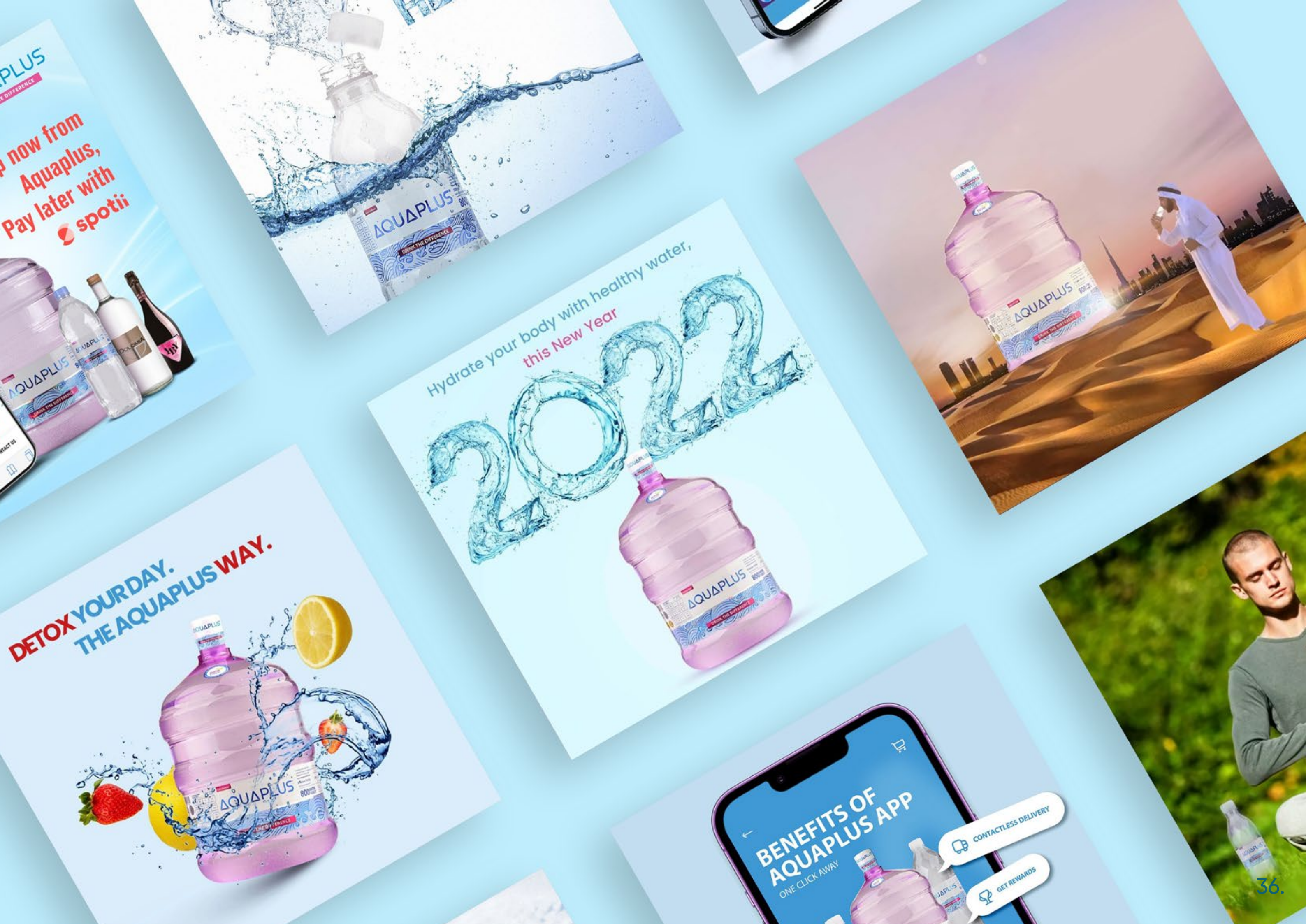
CITY











PLUS  
THE DIFFERENCE

Now from  
Aquaplus,  
Pay later with  
spotii



DETOX YOUR DAY.  
THE AQUAPLUS WAY.



Hydrate your body with healthy water,  
this New Year



CONTACTLESS DELIVERY

GET REWARDS



# CASE STUDY







**Project Overview:**

The creative team at Brand Tribe enthusiastically partnered, with Feri Unique, to create a distinguish visual identity and digital assets of the brand.

Feri Unique is the curator of uniquely stylish brands, with the vision of bringing exclusive and trend-setting fashion to the style-savvy streets of the Middle East. They were entering the market with signature brand #VDR, a cool designer street wear brand





## The Challenge

To create a trendy yet corporate brand identity for Feri Unique which is distinct from its signature brand. To strike a fine balance between corporate imagery and consumer friendly appeal

## Solution:

Our approach was to create a friendly yet premium fashion aesthetic for the brand

## Brand Identity

As per the vision, we created an identity that was modern and stylish. The sophisticated color palette added to the premium and classy appeal. And the cursive fonts gave it that “youthful energy”, and the extra edge

## Website

The website was also developed on the same vision, with a clean UI and elegant design. The colorful personality of the signature brand #VDR was showcased beautifully on the website, through its custom design. The same minimal and stylish design language was carried forward in all its pages, giving it a holistic look.



# TYPEFACE

Primary Font :

Didot | Medium

AaBb

Secondary Font :

Creation

AaBb



# Result:

The captivating brand identity brought the brand to life, through its unique identity and fashionable digital presence.





# OUR CLIENTS









**"GIVE YOUR BRAND  
A MARKETING EDGE  
WITH BRAND TRIBE"**

hello@thebrandtribe.com | www.thebrandtribe.com



IDS Business Centre, 17th Floor Prime Tower, Business Bay, Dubai, UAE