



Concept by Sunshine Coasting

LOCAL BRANDS, GLOBAL APPEAL

The UAE products with the potential to make it in the cluttered international marketplace **P5-7**

Hermann Behrens, CEO, The Brand Union Middle East

Because of its distinctive brand world - the way the brand imprints the force of an idea in the consumer's mind at different touch points - More Café has a chance to compete with brands on an international level.

It has a level of authenticity and does not feel like the typical formula-driven eating experience you may get in franchises. They do really interesting concepts like the Friday brunch with a combination of self-help healthy food or even popular dishes like the famous eggs Benedict.

The brand experience More Café provides is unique, with the water and mist touch they serve upon arrival and the few larger than life tables that can accommodate big groups or a bunch of people eating and meeting.

To succeed internationally, More Café would need to clearly define what makes it unique and ensure that wherever it goes, it holds onto those values and experiences and delivers them consistently. Key qualities to capitalise on include the little touches mentioned earlier: the high ceilings, distinct hanging tables, open kitchens and artworks as well as the high-quality healthy food appeal are all brand touch-points that deliver More's distinctive experience.

The brand colours are rich and distinctive and fit perfectly with the overall brand.

An important feature is the More café staff. They are well engaged, passionate and knowledgeable about what they have to offer and that needs to be the case for cafés worldwide. That is why I



would suggest they don't just franchise, but rather find owner/managers who are engaged with the brand



and share the passion to deliver the More experience. At The Brand Union, we use a mix of strategic and creative skills to create

brands and I would suggest the following process:

- Define the brand story and what makes More Café special
- Develop brand and guidelines for effective brand roll out
- Develop a brand engagement toolkit for engaging new personnel to deliver the true experience
- Engage trainers ensuring there is a clear understanding of the brand and an ability to engage trainees with its brand values, promise an experience that makes all the difference
- Carry out an audit in key markets to identify a brand gap for More Café and recommend a communication strategy for market entry
- Develop the necessary requirements for the launch

■ The Brand Union is a leading global brand agency. Clients include ADHCH, Bank of America, Canon, Emaar and Sarsaf. www.thebrandunion.me.com

STRATEGY

Find passionate owner/managers to recreate authentic More experience