



Indicating Greatness



# What is Megalo ?

**Megalo** (meaning origins from Greek megas great) it is **Indicating Greatness**.

Founded in 2005 at Paris, Megalo is the personal brand and portfolio of Nacim Merazi that represents his vision of introducing an innovative consultancy and exclusive solution for brands.

**Megalo is a solution for all your branding need.**

We focus on providing a bespoke solution to satisfy your budget, create loyalty and build reputation for your brand.

**We Help:**

- Bring ideas to life and create uniqueness
- Build brands by passion and creative innovation
- Startups start their Brands or giving existing companies a new presence.

In brief at Megalo, we are **allergic to Average** and we **hate Good**, we **Indicate Greatness**. So if you are looking for a branding consultant that can take the time to focus on your project with the expertise of a big firm and intimacy of a boutique, You are at the right door!!!



# Who is the Founder ?

**My name is Nacim Merazi a multi-disciplinary Creative Art Director and Brand Consultant.**

Like things we love, we never remember how it happened but I have always been fascinated by the process of creation. It doesn't matter if it is through a logo, website, print, video, a textile or any other form of expression. I believe that the gift of imagination comes after our ability to feel, so when properly used the difference between them is so thin that emotions occurs and give birth to art & beauty. I like to blend different cultures & styles into my work, if it still has a sense and communicates properly for its purpose to the person exposed to it.

I don't think there is a wrong way of creating any form of art, I don't think Leonardo Da Vinci was asking everyone what they thought about his work or what they would do better, but people can criticize or react to it. That's why I respect all kind of art even those I don't really like, because everyone has the right to express himself.

Good art is used in marketing & advertising, it consist of arresting our brains, capture our attention which will make us have more sympathy towards the brand; because all what we remember is an awesome emotion that stays engraved in our mind which will increase reputation, sales and engage loyalty.

*"Creative without strategy is called Art. Creative with strategy is called Advertising" Jef Richards*



# What we do ?

## Brand Communication

We design with a purpose, to help brands engage their consumer so they can build awareness, create conversation and drive brand consideration.

- Brand Strategy & Positioning
- Brand Development & Architecture
- Brand Identity & Guidelines
- Creative Design / Visual Language
- Advertising / Packaging
- Print / Digital Art Direction
- Digital Innovation & Strategy
- Web Design & Development
- Video / Photography
- Brand activation



## END to END Solution for your BRAND

A brand becomes stronger as you narrow the focus

### UNDERSTANDING & DISCOVERY

#### YIELDS

Data and context

FINDINGS REPORT



### BRAND LABS BRAND AUDITS

Mission & Vision  
Customers & Experience  
Touchpoints  
Sales History & Process  
Customer Satisfaction  
Key Products & Services  
Culture & History  
Business Strategy  
Market Environment  
Competitor Landscape  
Research & Analysis  
Site Visits  
Observation  
Interviews  
Surveys  
Focus Groups

### ARTICULATING & CLARIFYING

#### YIELDS

Personality and the potential story you have to tell



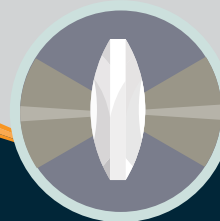
Core Values  
Brand Attributes  
Strengths & Weaknesses  
Opportunities & Threats  
Future-Casting  
Business Category  
Audiences  
Target Market  
Differentiators  
Competitive Advantage

### POSITIONING & DIFFERENTIATING

#### YIELDS

Your uniqueness and value

BRAND BRIEF



### UNIQUE VALUE PROPOSITION

Who are we to our audiences?  
And why is it important?

### IDENTIFYING & CREATING

#### YIELDS

Your identity and creative assets

BRAND PLAN



Name  
Logo  
Tagline  
URL  
Narrative  
Personality  
Voice & Tone  
Key Messages  
Visual Style  
Color Palette  
Graphic Standards  
Imagery Style  
Product/Service Creation

### APPLYING & EXTENDING

#### YIELDS

How you show up in the world



Environment  
Customer Experience  
Employee Behavior  
Brand Manifesto  
Online and Mobile  
Website  
Email  
Video  
Social Media  
Apps  
Word of Mouth  
Brand Manual  
Stationery & Collateral  
Signage & Wayfinding  
Vehicles  
Packaging  
Trade Show  
Advertising  
Public Relations  
Events



# Why Megalo ?

**We get people engaged in the work we create.**

## **The Megalo loyalty client experience,**

When you become a client, you become a family member and get instant access to all our knowledge, local and international contacts and all the creative, emotional and material support available and needed to succeed, not only in branding but in business and personal success.

Why? Because we know the success of your brand is linked to your personal and business prosperity.

We like to focus on ROI, we want you to benefit and get return on every Fils you spend and make your branding experience as profitable and enjoyable as it can be.

## **Sit back, relax and let the magic happen,**

We guarantee and offer the best value for money, all our costing are detailed, transparent and straight forward adapted to your need and budget.

**We don't just build brands, we build relationship.**



Some brands we worked for...

# Our Work



OFFICIAL SELECTION  
FESTIVAL DE CANNES



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