

Poixel

Profile 23

Poixel is a branding and marketing company based in Kuwait that was established in 2018. It is specialized in developing business strategies and assisting entrepreneurs in building their brand strategy in the market.

ALMUDAIRES
perfumes

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نست
nest

COCOON

SENERGY

CHADOVE



ODORAT

AITCH AITCH

JOYA
CENTER

الجريدة.



شودر

الوسط الديمقراطي

CAMESTORE

DeFi
Everyone

ثروة

بنك الخليج
GULF BANK

CIRCULAR

بيت العرب
مركز دولة الكويت الرسمي

ASMEK

Alody

مقهوي
MOGAHWI

tigertiger

THE PALMS
BEACH HOTEL & SPA - KUWAIT

PHOTON
MEDIA

“We promise our clients to develop a growing brand which emphasizes a timeless collaboration, by delivering strategic and creative plans”



Marketing
Research

We position brands to empower its image in the market. Therefore, we provide a market research to build a successful strategy, supported with a valuable data.



Brand Audit &
Analysis

We assist corporates to evaluate their brand position in the market, by initiating multiple surveys and market scanners to investigate the brand's strengths & weakness.



Strategy
Development

Based on the brand audit we run on the client's departments and operation, we establish marketing & brand strategies to stand out in the market.



Branding &
Visual Identity

We develop a case study for each branding project, in which we establish it by illustrating a visual strategy to communicate with the brand's audience.

Case Studies

The Bakery wanted to improve its sales performance and change its product offering to help improve sales.

As a result, we conducted research and identified key market trends and consumer behavior that helped us form a solid strategy.

Marketing Research

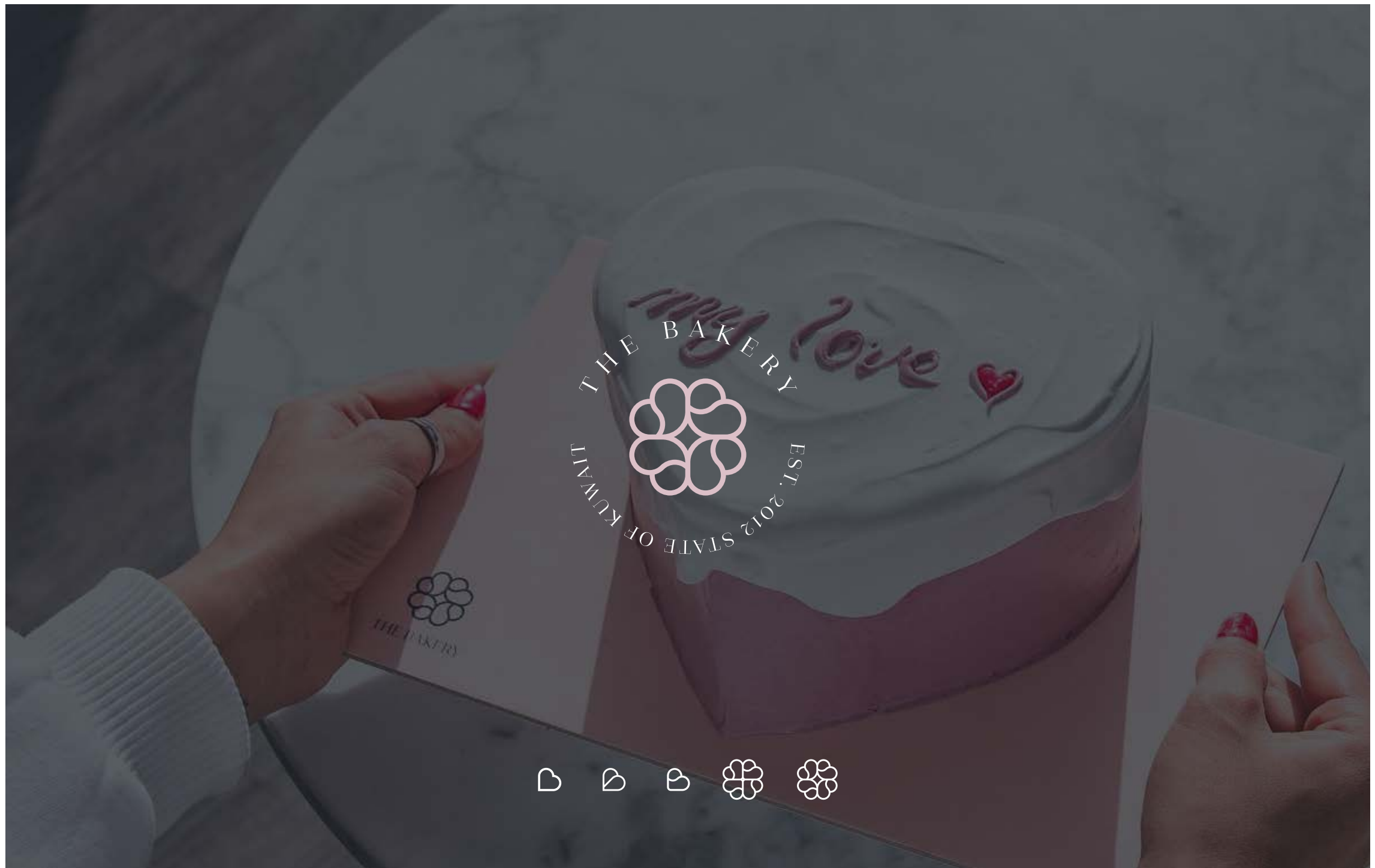
Our data finds 48% individuals buy cake and flowers together. We made a product offering by combining them.

Business Development

Poixel redefined the business model, products and pricing based on our research.

Branding & Visual Identity

Poixel developed a unique brand identity that revamped the brand image and credibility of The Bakery.









Chadove is a startup luxurious brand specializing in chocolate & flowers, mainly for special occasions.

We developed their brand through extensive research, which defined their brand image, product design & sales channels.

Marketing Research

Our data finds individuals buy gifts for their peers for 20 - 50 KWD, which assisted us in defining the perfect product for the consumer.

Business Development

Poixel created and developed a business model that matches the clients requirements and define their products, pricing, sales & communication channels.

Branding & Visual Identity

Poixel developed a unique brand identity that can compete in the market and position its brand among competitors.

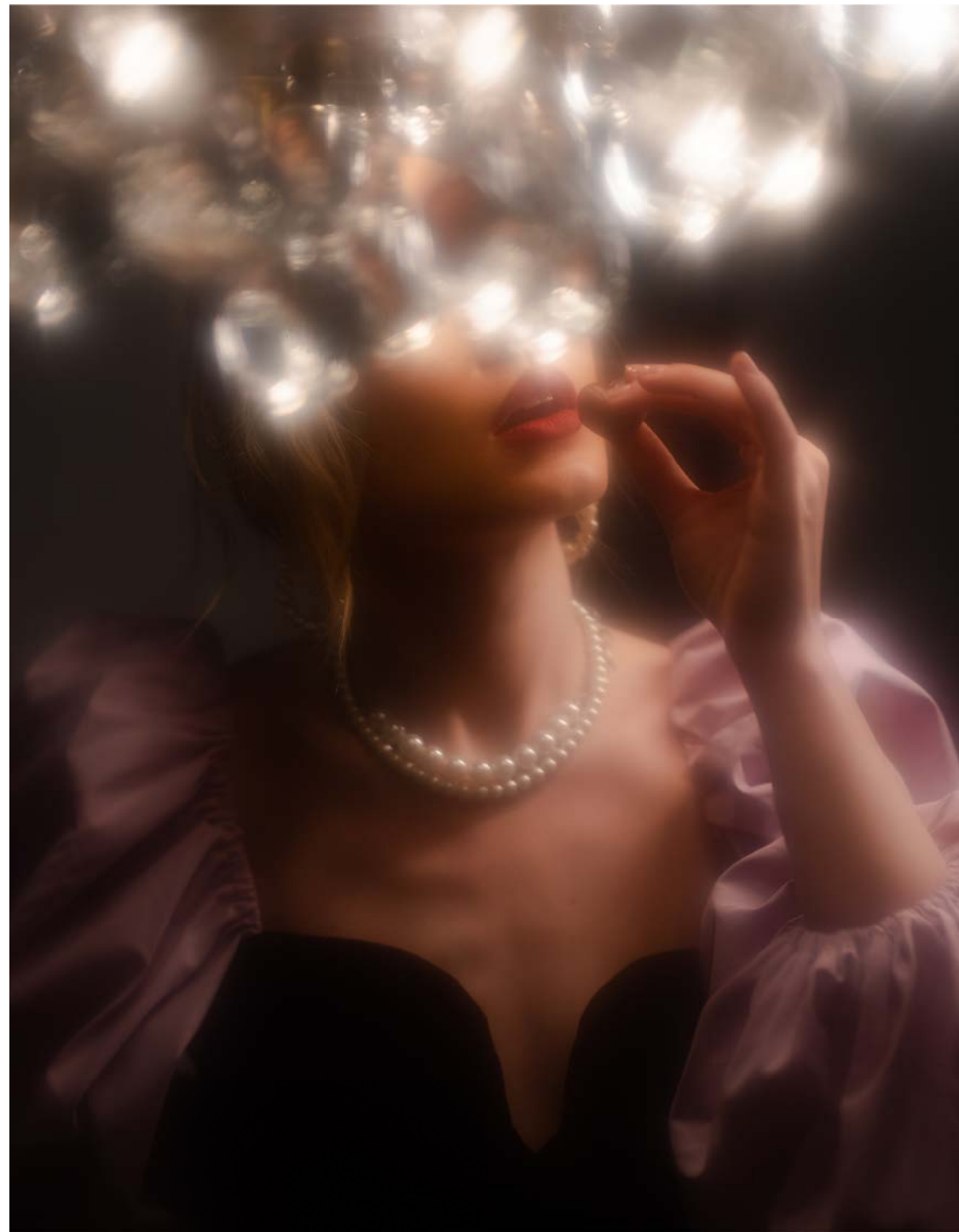
TASTE
CHA
EST. 2022

HAPPY
BIRTHDAY
TO THE
BEST MOM
EVER!

THE BEST MEMORIES
ARE ALWAYS
TASTING THE TASTE OF LOVE







Senergy is a holding oil & gas company located in Kuwait. Poixel provided its services to develop a new brand image in the market & attract stakeholders to re-invest in the company.

As a result, we redesigned their visual identity and website, to match their marketing and business objectives.

Branding & Visual Identity

Poixel developed a unique brand identity that shall assist the brand to reach its business objectives.

Website Development

Poixel developed the company's website to match the new visual identity and establish a well-design user-interface.





Oilfield Solutions







CGC is a company that has been in the market for more than 50 years, which delivers contracting projects.

Our scope of work to keep the current brand Identity living and competes for further decades, without changing the core design.

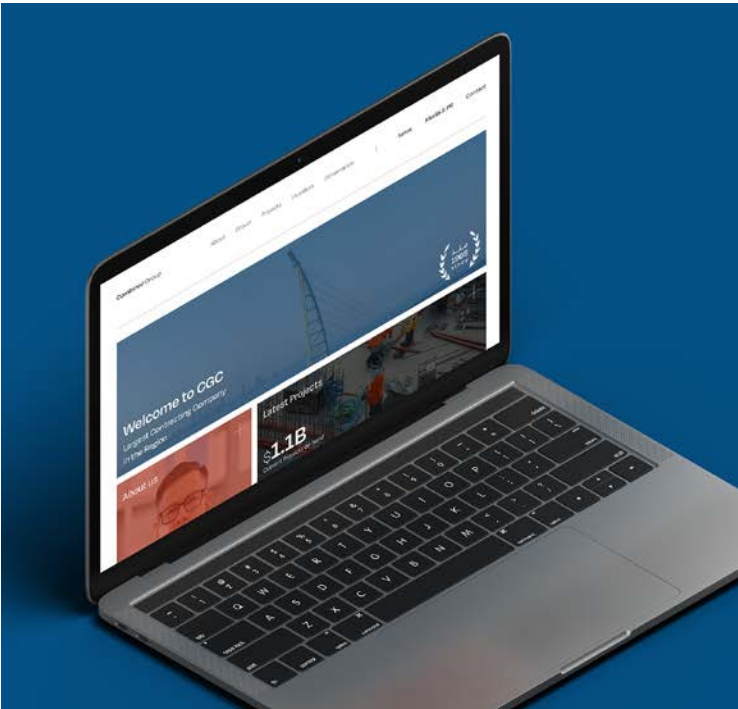
Branding & Visual Identity

Poixel developed a unique brand identity that shall assist the brand to reach its business objectives and maintain the visual elements constant and standardized.

Website Development

Poixel developed the company's website to match the new visual identity and establish a well-design user-interface.









CGC
المجموعة المشتركة
Combined Group

شركة المجموعة المشتركة للمقاولات
Combined Group Contracting Co. (K.S.C.)
Public Shareholding Company (K.S.C.)
Régistrée au capital / AND 17,157,000,100
لشركة رأس المال المدفوع م.ك 17,157,000,100



CGC

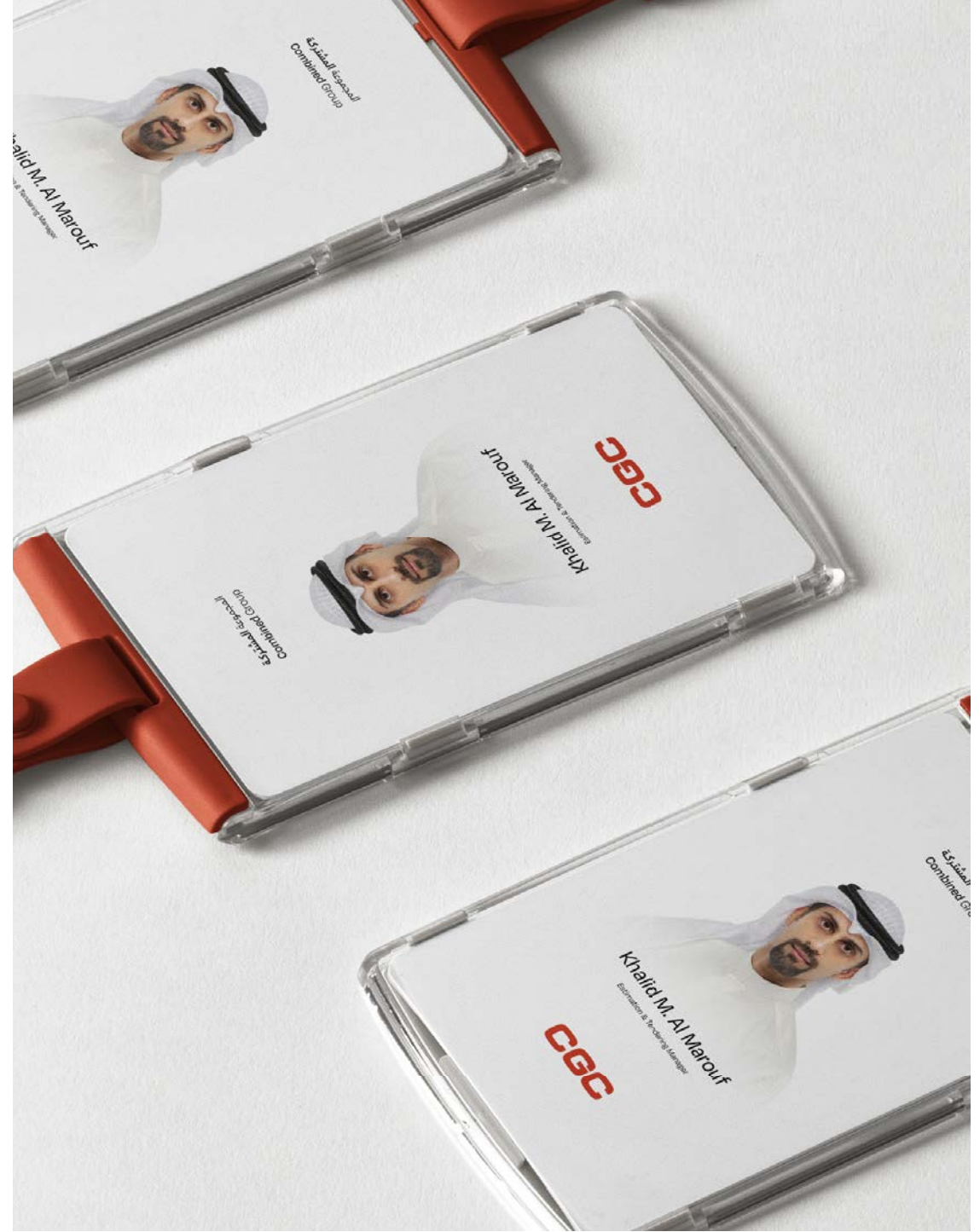
المجموعة المشتركة
Combined Group

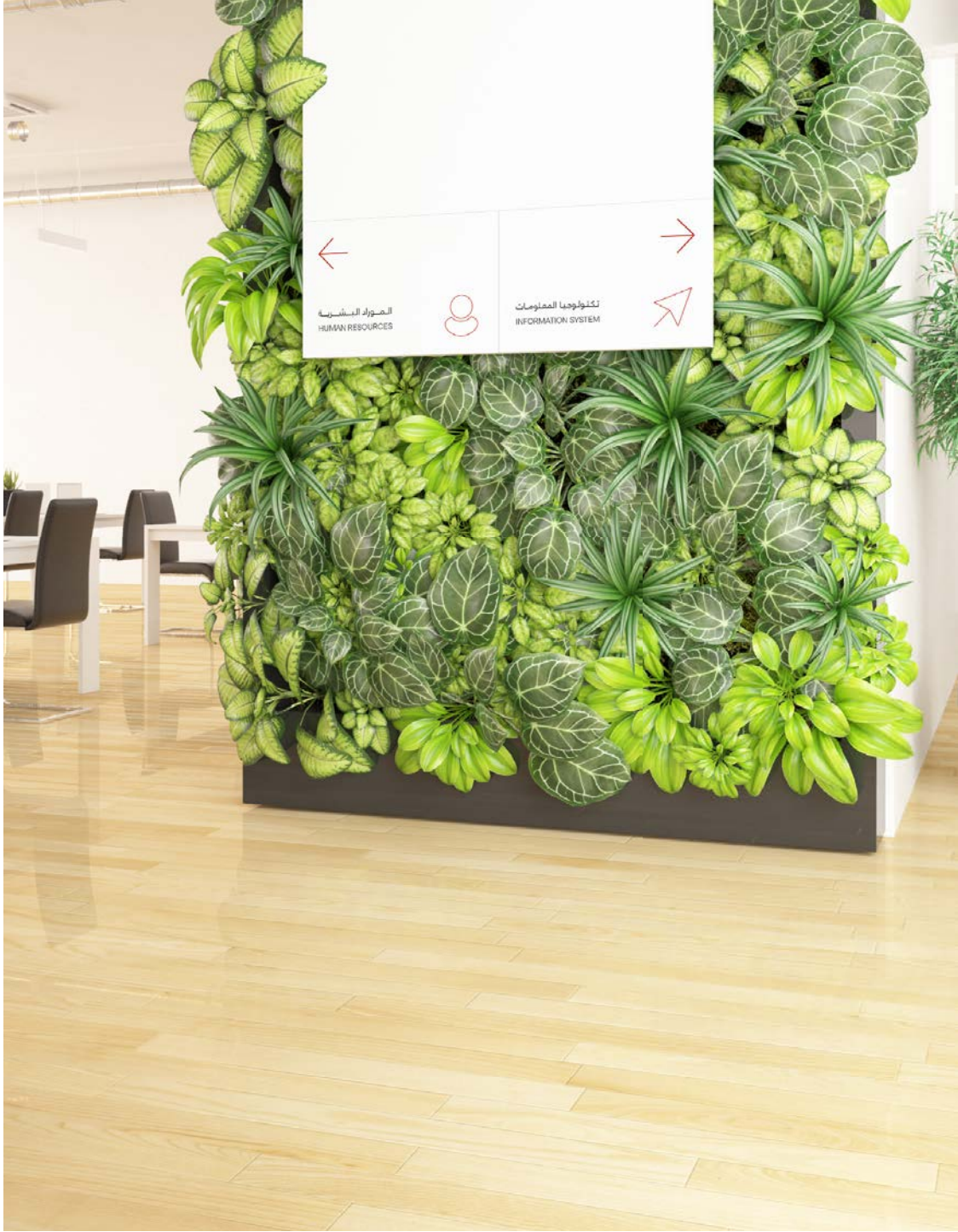
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لشركة المجموعة المشتركة
Régistrée au capital / AND 17,157,000,100
لشركة رأس المال المدفوع م.ك 17,157,000,100
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info@cgc-ksa.com







Cocoon is a local brand specializing in cosmetics and personal care products, made for youth females looking into using such beauty products.

We provided our services to assist the brand to establish a youth community through multi-steps process including research & strategy development.

Marketing Research

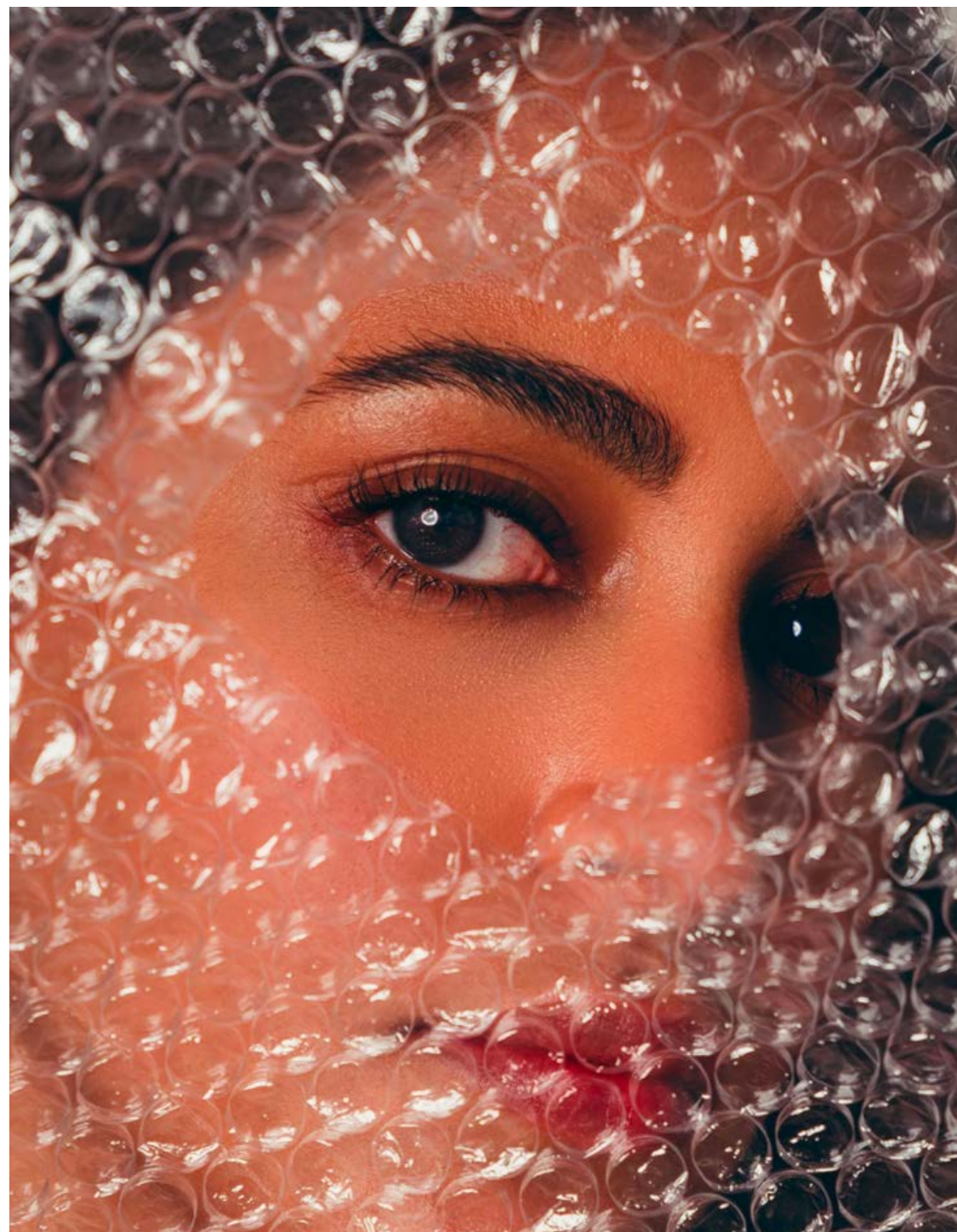
Our findings established an analytical marketing approach leading to a unique brand audience.

Strategy Development

Poixel developed the brand's strategy, including budgeting, product lines, niche market & brand positioning among other competitors.

Branding & Visual Identity

Poixel developed a unique brand identity that shall assist the brand to reach its business objectives and maintain the visual elements constant and standardized.

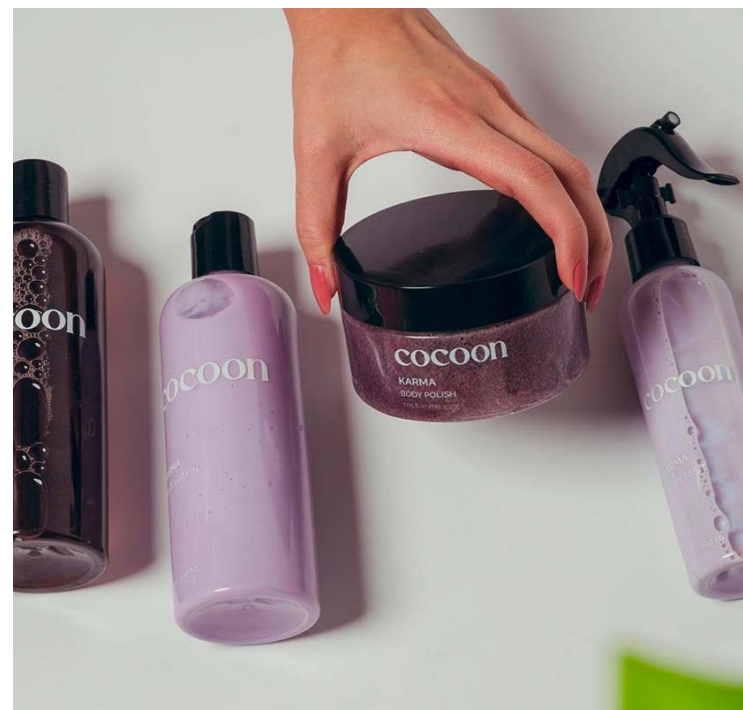




cocoon

LOVELY BEE
HAIR MIST

2.8 FL OZ 80 ML







Shothr is a formal, cultural & traditional clothing brand for women which designs high-quality, trendy, and stylish clothing, which is affordable for multi-age groups.

Our scope of work to develop brand Identity design, including its packaging, illustrations & other visual elements.

Strategy Development

Poixel developed the brand's strategy, including marketing approach, sales channels, product lines, niche market & brand positioning among other competitors.

Branding & Visual Identity

Poixel developed a unique brand identity that shall assist the brand to reach its business objectives and maintain the visual elements constant and standardized.

Size

Price

Style

www.shothr.ae









Joya is a meditation and breathing center that aims to embrace human beings' life obstacles through developing guidelines for individuals who are willing to enjoy their lives.

Our main scope of work is to develop marketing and brand strategy, including visual identity & brand name.

Marketing Research

Our findings established an analytical marketing approach leading to a unique brand audience.

Strategy Development

Poixel developed the brand's strategy, including budgeting, product lines, niche market & brand positioning among other competitors.

Branding & Visual Identity

Poixel developed a unique brand identity that shall assist the brand to reach its business objectives and maintain the visual elements constant and standardized.





KUWAIT

JOYA CENTER

Subject

New Center in Dubai

Date

26 April 2020

Dear Guilherme,

We are Poixel, a branding and marketing studio based in the Middle East, (Dubai & Kuwait). We are looking forward to collaborating with you, as our team would be pleased to build your brand story through covering all of your queries in the marketing and branding field. As we are specialized in delivering creative marketing mind skills and originaive art and we already have the experience in the field of wellness centers as we've already done a major market research for the field of yoga, meditation and breathing. Moreover, we will be pleased to assist you to build your project from A-Z. In addition, as you may find our application form & portfolio attached in this email.

In addition, we would like to schedule a conference call to discuss our services within the next few days, please let us what time does it fit your schedule to set up a meeting? As you may fill up the attached application and submit it to have a better understanding about your brand and assist you with the best marketing & branding services!

According to the information given, we are pleased to deliver you an estimated proposal for designing your logo. I hope that by this proposal we've covered all of the requested inquires as we will be waiting for your confirmation to proceed with the project.

Regards,

info@joyacenter.com
+ (965) 22 99 99 00



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JOYA CENTER





Nest is a local brand selling high-quality modern home furniture to meet their audience's luxurious preference through home furniture and decoration.

Our main scope of work is to develop a brand identity that illustrates a luxurious & classy brand image.

Visual Identity

Poixel developed a unique visual identity that shall assist the brand to reach its business objectives and maintain the visual elements constant and standardized.



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Date: 20 s

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Mawfoor is an online platform that is specialized in regional online fragrance selling, providing the correct details per product, and door-to-door delivery.

The required scope of work is to develop a brand identity that shall reflect the modernness, beauty & luxurious brand persona using creative design.

Branding & Visual Identity

Poixel developed a unique brand identity that shall assist the brand to reach its business objectives and maintain the visual elements constant and standardized.

Website Development

Poixel developed the company's website to match the new visual identity and establish a well-design user-interface.

Mawfloor

A dark blue, rectangular box is positioned at an angle, resting on a light pink rectangular base. The top surface of the blue box features the word "Mawfloor" in a gold, elegant script font. The background consists of a light tan surface with a white rectangular object partially visible in the upper right corner. The lighting is soft, creating subtle shadows and highlights on the box's edges and the base.

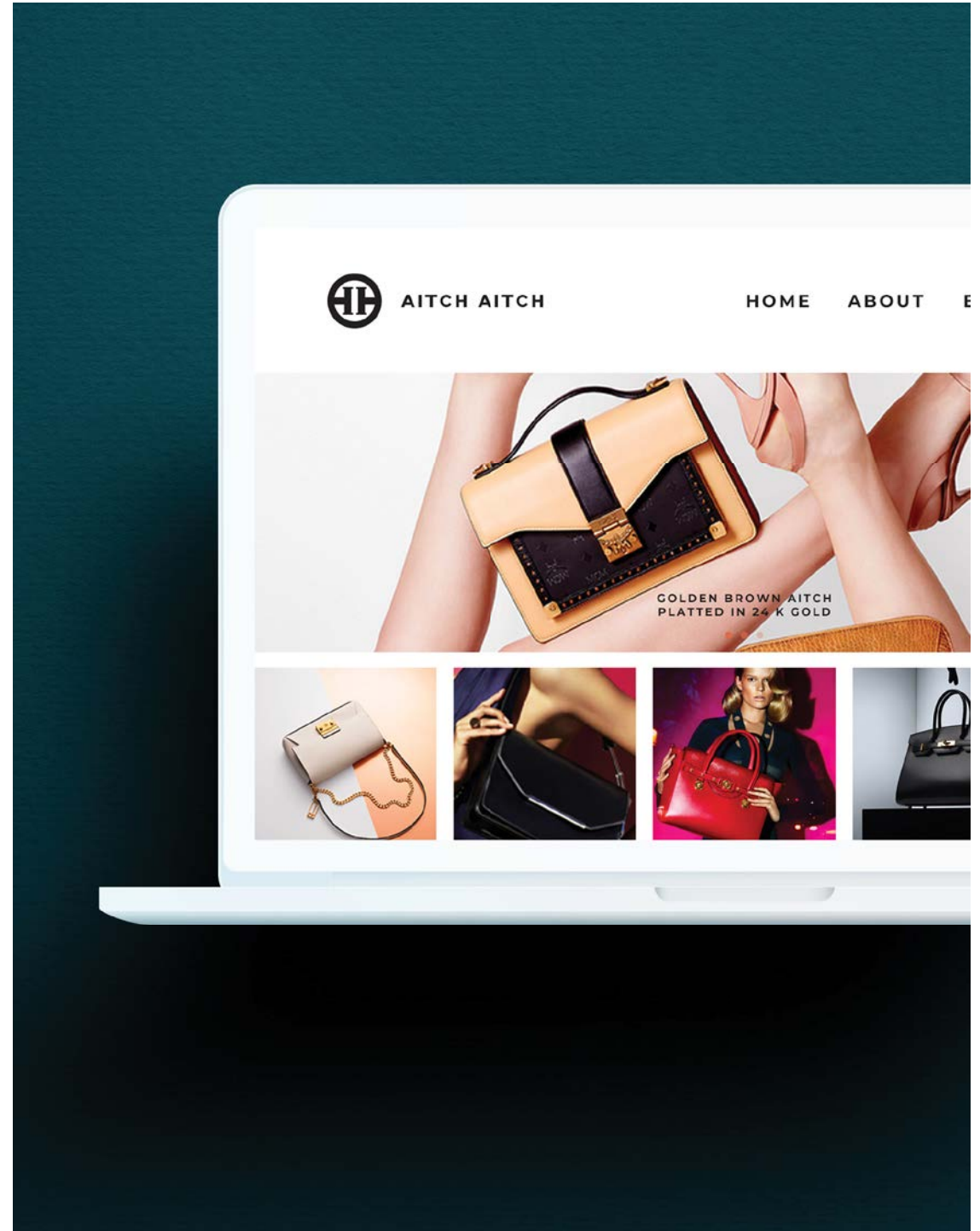


Aitch Aitch is a fashion brand that produces and designs exclusive purses which stands for luxury and elegance.

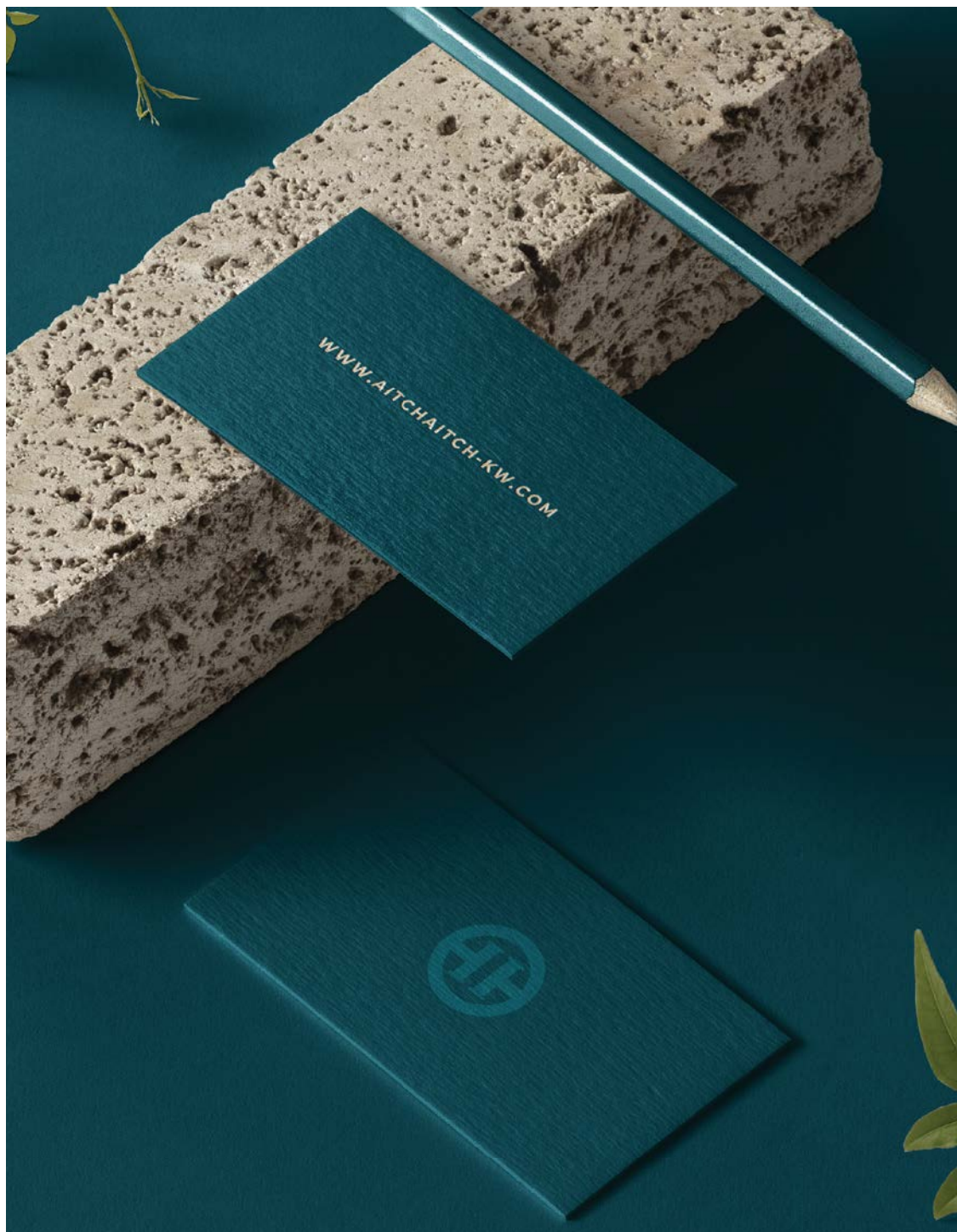
Our scope of work was to develop a brand name & design visual identity that illustrates a unique brand image in the market

Branding & Visual Identity

Poixel developed a unique brand identity that shall assist the brand to reach its business objectives and maintain the visual elements constant and standardized.







Publications

Cakes & Gifts

Market In Kuwait

Kuwait is a particularly attractive market for the sector because of the cultural ethos that encourages social gatherings during seasonal social occasions. As a result, cake sales and gift-giving activities continue to be popular, especially during significant holidays and events like birthdays and Mother's Day.

The past few years have seen an acceleration in the growth of Kuwait's cake market, with a particular emphasis on high-end products such as cakes for special occasions and birthday cakes or desserts.

In 2021, with a predicted market value of **128 million KWD** overall, of which **78 million KWD** is allocated to online channels, the cakes business in particular has tremendous development potential.

Additionally, the gifting market is valued at **194 million KWD**, of which **110 million KWD** are allocated to the online gift-selling sector. For all businesses together, potential clientele range from **4-5 million KWD**.

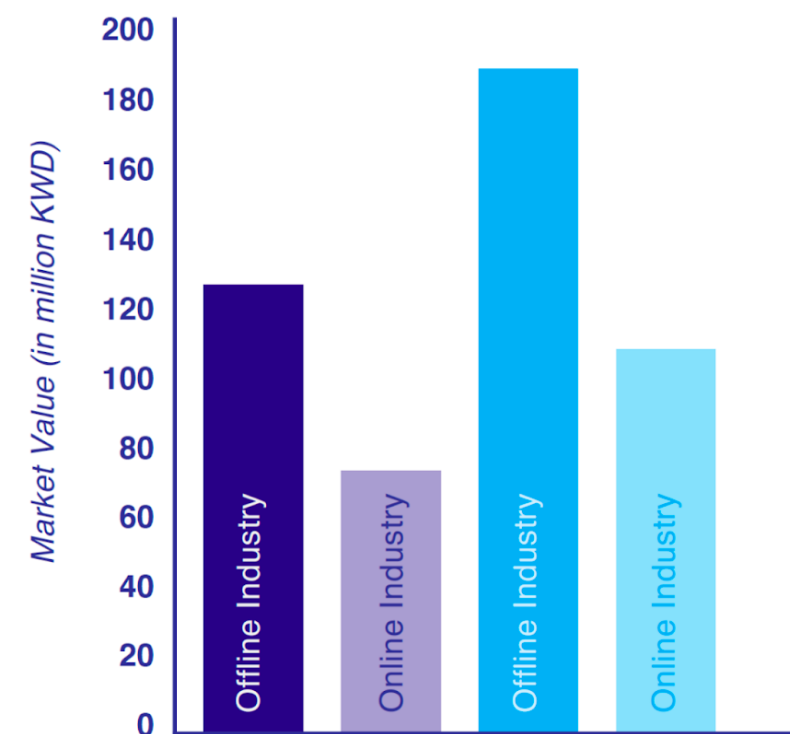
According to Poixel's market research, 88% of people present cakes on birthdays. Birthdays occur the most often throughout the year compared to other social gatherings, making it the most lucrative market for brands to target with high-quality products.

Following birthdays, people purchase cake on Mother's Day and graduations. Graduation ceremonies take place at the end of the year, which prompts individuals to purchase beautiful graduation cakes.

Given that Mother's Day only comes around once a year, competition is fierce as all brands come up with seasonal products.

Market Value of Cakes & Gifts Industry in Kuwait, 2021

■ Cakes Industry ■ Gifts Industry



Consumer Trends in Cosmetic Industry

The cosmetic market in the MENA region alone increased by **\$3.8 billion** in 2020 alone. The growth is expected to grow similarly in the coming years. Despite the increasing demand, it is a highly competitive environment. Businesses must understand the dynamics of the industry, the risks associated with the products, the product category most in demand, and more, before investing in the industry.

Cosmetic product industry growth is majorly driven by a population that prefers to keep themselves well-groomed and stay attractive, while also taking good care of their skin, hair, and body.

Understanding whether the product will be used for personal or commercial use, or as a gift, is critical to developing the product and marketing strategy. Our research found that 98% of respondents use it for personal use, while only 18% use it as gifts. Thus, marketers must emphasize the value of “owning their brand” when creating marketing campaigns.

People value the act of physically interacting with the cosmetic product before purchasing it. An increasing majority of people responded that they buy beauty and care products through retail outlets (83%), followed by 48% of respondents who shopped through websites and 37% who shopped through mobile applications.

When it came to purchases made through mobile and web applications, the purchases were based on two reasons: Previous experience (44%) and Recommendation from family and friends (38%).

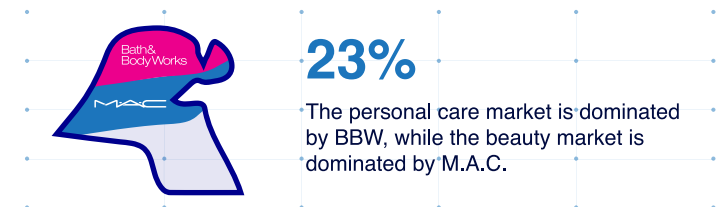
It indicates the reason behind choosing one brand over the other is largely based on positive previous experience with the brand as well as positive reviews from family and friends.

 **90%** prefer to take care of themselves at home

50% have developed skin issues after using cosmetics



 **66%** prefer to try out new products before purchasing



 **83%** buy from retail because they value the physical interaction



52% look for product reviews when purchasing online



 **30%** have fallen victim to online fraud when shopping online

The Floral Gifting Market Analysis

Floral gifting is a burgeoning market in Kuwait. With the advancement of technology, flowers are now orderable online via a number of local gift shops in the region, as well as a few local florist chains.

Florists have an advantage over traditional retailers because they offer fresh and high-value products that cannot be conveniently found online.

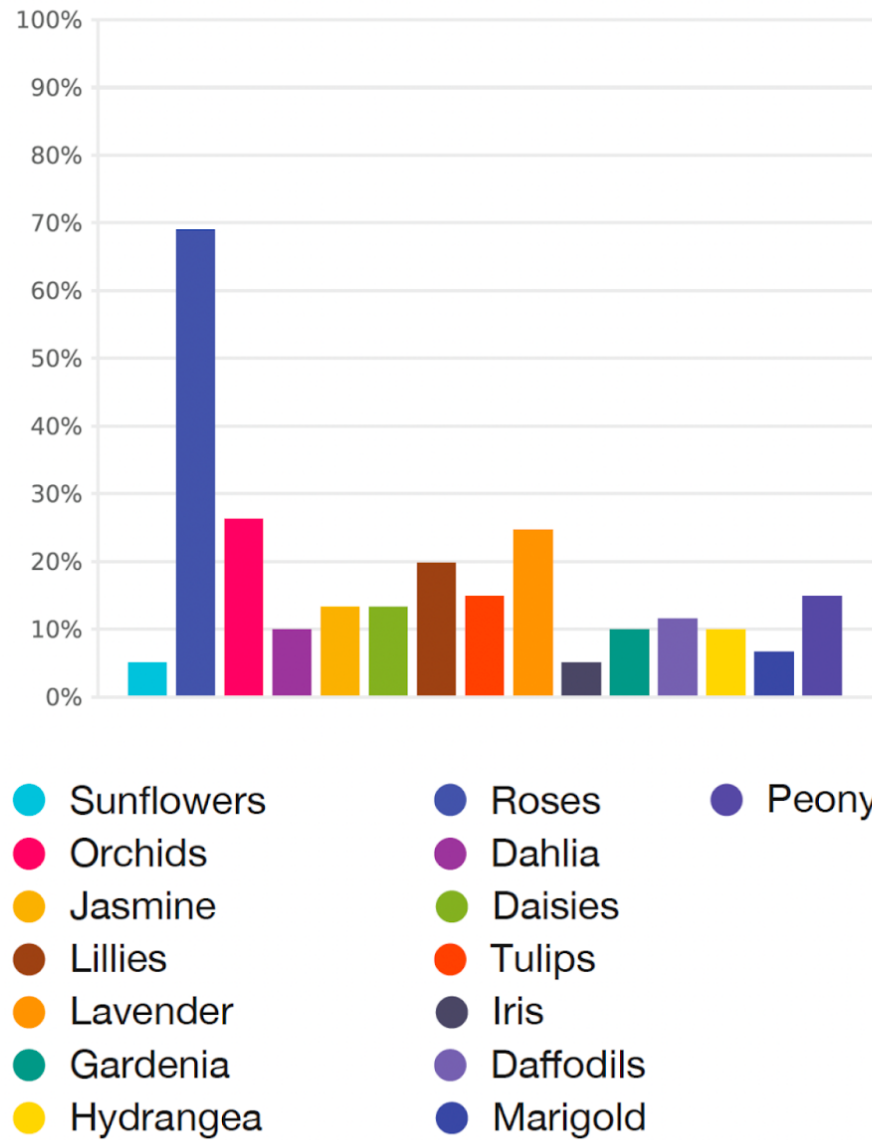
Poixel interviewed flower shops in Kuwait to understand their business strategy and consumer behavior. This article looks at consumer behavior regarding buying flowers and gifts and how flower shops manage their supply chain.

Nearly 30% of married couples prefer sending flowers or elaborate gifts equally. The typical cost of flowers is 6–11 KWD, while complex bouquets cost 20–29 KWD. It is clear that customers frequently spend between 20-29 KWD at flower stores.

When congratulating someone on a significant occasion, people with lower incomes have stated that buying flowers is their favorite method, whilst those with higher incomes prefer an expensive present along with flowers.

When purchasing flowers, customers need to be able to touch the product in person. Applications are the second most popular method, favored by 18% of the sample. The most popular applications for the same are Floward and Bleems. For special occasions, 40% of the sample utilizes apps to purchase flowers as it's convenient and simple to send gifts. Kuwaiti consumers place a high value on convenience and ease of purchase. A large majority also actively purchase during discount periods to reduce costs.

Most purchased Flowers



Kuwait's Used Cars Market

The estimated market value of Kuwait's automotive sector is 3.1 million, of which 1.5 million are predicted to come from the used vehicle market and 1.6 million from the new car market.

Additionally, as of 2021, the sector will likely serve 1.8 million people. This article seeks to give readers a general understanding of the used car market in Kuwait and consumer preferences related to it, so brands can develop proper marketing strategy and build a unique offering for the market.

We surveyed a segment of the population, of which 76% are Kuwaiti nationals. The majority of them currently drive a new-bought vehicle, indicating a preference for new cars. However, 34% are driving a used car. When asked where they prefer to purchase used cars, 49% of respondents said they prefer to buy directly from the owners, while 30% said they prefer to buy certified pre-owned cars. As a result, the favorite places to buy used vehicles in Kuwait are both dealerships and individual sellers.

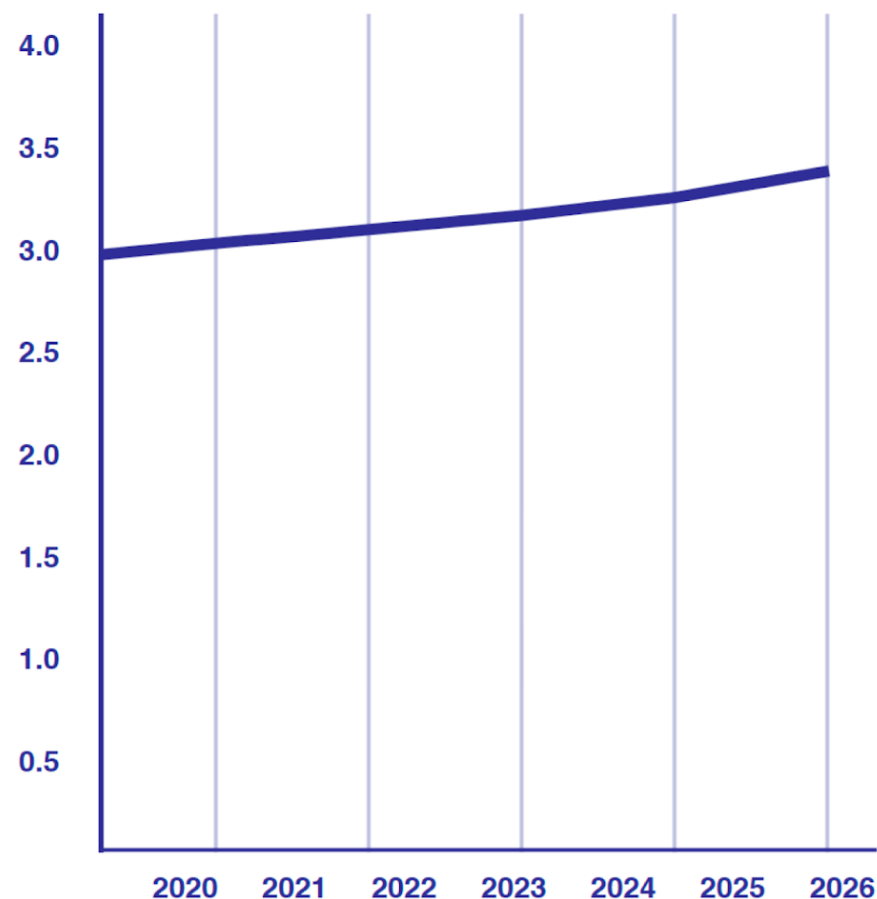
Individual sellers sell their vehicles on online platforms such as OpenSooq, 4Sale, and even Facebook groups. Being defrauded by sellers can be an issue. With used vehicle sales, we found that 39% of people who purchase used cars online have been defrauded, making it a reasonably secure way to do business (provided the buyer takes the necessary measures).

According to Poixel's in-field interviews, only 3 out of 11 vehicle agencies have collaborated with regional applications including Motergy, Opensooq, and 4Sale. The collaboration's main goals are lead generation and brand recognition. Most agencies don't prefer to collaborate with applications mainly due to the influx of bad leads. As a result, Mercedes prefers not to collaborate with apps. Instead, they nurture their existing consumer base instead of getting new ones.

Market Value of Automotive Industry in Kuwait

The development market value from the period 2020-2030

REVENUE (in million KWD)



Get in touch

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