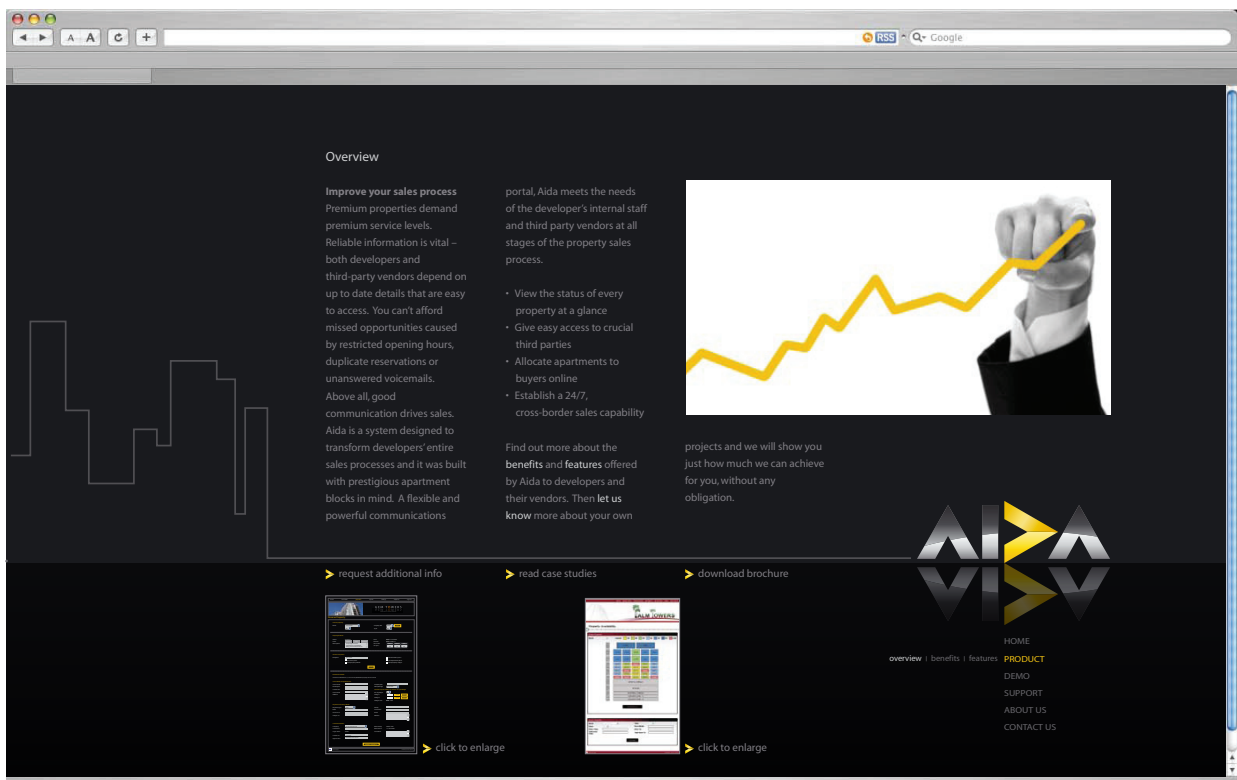


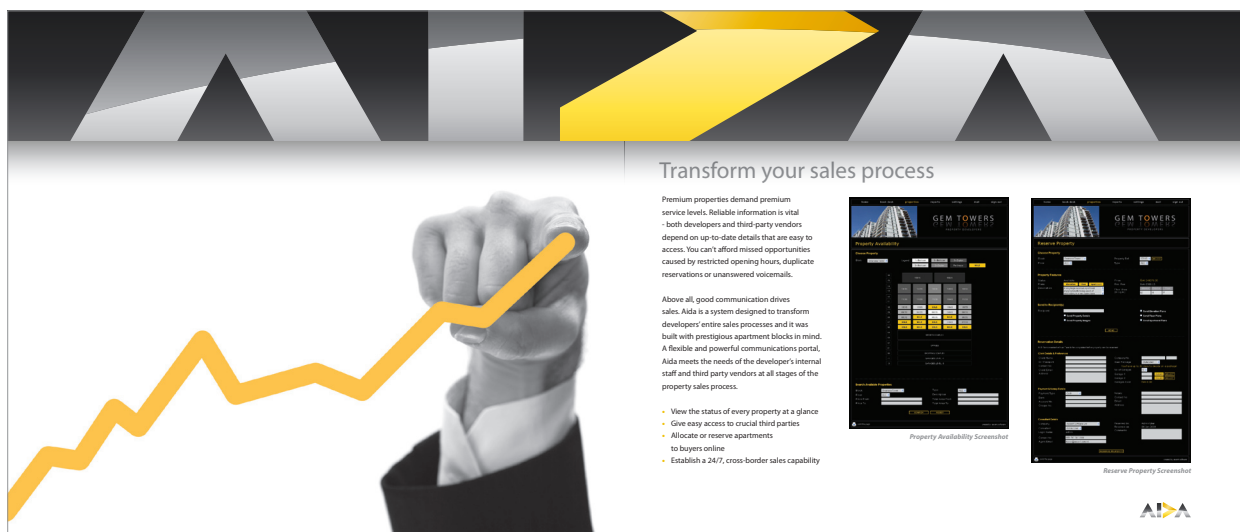
# AIDA

## Case Study

AIDA. A new software product identity for the Middle Eastern markets.



Website page



Brochure spread

Ascent's AIDA property management software product was given a name and brand identity that was designed to communicate in Arab markets. A website and brochure (shown here) were also designed in English to build sales of the software product in those property markets.

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### The Issue

How to differentiate and communicate a new software suite and web application based on the concept of an online communication portal that provides property developers and their marketing partners with instant access to automated property sales and reservations.

### The Challenge

Ogilvy Malta were asked to create a new brand identity, website and collaterals that would drive adoption of the new product in Middle Eastern markets.

### The Creative Idea

From Ogilvy's initial identity development work that answered 6 different aspects of the business case, the agency's design team produced a final identity that embodied architectural pedigree with a non-verbal visual language to create a design statement that transcends borders and that bridges the gap between European and semitic markets.

### The Campaign

A new website and interface were produced by Ogilvy's creative team with the communications objective of redefining how users engage with property developers via PC screens that compress information in order to speed up reservations, bookings and sales. This powerful online identity is expressed at both ends of the user interface and forms the wrapping for the dedicated promotional website at <http://www.aidaproperty.com/> Ogilvy also produced attendant collateral materials to be used for participation in property fairs in the region and for a direct mailing to senior executives in the Gulf's property development industry.

### The Results

A number of major Middle-Eastern property developers are currently beta-testing Aida prior to full adoption of this new software, and Aida will be marketed in a number of property fairs in the region.