



Presented by



Magazine partner



Brought to you by



BUILDING CUSTOMER LOYALTY FOR **BRAND SUCCESS**

The United Arab Emirates (UAE) has a very diverse population with over 200 nationalities. In addition, the country experienced unprecedented economic growth in the last decade. The consumer market is driven by fast-growing and expatriate population, booming tourism, and high purchasing power of the citizens. The UAE is home to some of the biggest and most popular global brands making it one of the world's top shopping destinations. As a result, the number of international brands present in the country has increased, making it one of the most brand conscious countries in the world.

BRAND

Consumer trends indicate that the country has become a highly competitive market in which customers have significantly higher expectations of brand trustworthiness (when compared to the global average). It is also a well-known fact that UAE shoppers are affluent, smart and aware when making any purchase decision, which makes earning their loyalty, a daunting task. As per the 2022 Edelman UAE Trust Barometer, 68 percent consumers would buy or advocate for brands based on their beliefs and values. In essence, what the brand promises to deliver, its purpose is what

After the resounding success of the flagship initiative – **Most Trusted Brands** in its home turf, Team Marksmen Network will now bring this initiative to the UAE. The inaugural edition of “**Most Trusted Brands of UAE**” is all set to take place in October in Dubai. This event will convene the best brands that have successfully reigned supreme in the hearts and minds of consumers in UAE and in the process embodied the spirit of brand purpose.



AN INITIATIVE INFORMED BY **IN-DEPTH RESEARCH**

This unique industry-led initiative has been shaped by insights drawn from an industrywide consumer study conducted by LeadCap Ventures, with brands appraised on the following parameters:



QUALITY CONSIDERATION



UNIQUENESS



REPURCHASE INTENT



CONSISTENCY



ADVOCACY

WHY ATTEND

- INTERACT WITH **INFLUENTIAL MARKETING LEADERS OF UAE**
- DISCUSS AND DELIBERATE ON **NEW AGE MARKETING AND BRANDING STRATEGIES**
- NETWORK WITH DIVERSE **BRANDS FROM ACROSS INDUSTRIES**
- **GET RECOGNISED** FOR EXEMPLARY BRANDING INITIATIVES
- UNEQUALLED **VISIBILITY & CREDIBILITY**



WHO SHOULD **ATTEND**

CEOS

CMOS

PRESIDENTS

SR. VICE PRESIDENTS

SENIOR DIRECTORS

**DIRECTORS AND HEADS
OF BRANDING**

MARKETING

CONSUMER INSIGHTS

ADVERTISING

DIGITAL MARKETING

SECTORS



RETAIL



E-COMMERCE



BFSI



REAL ESTATE



FMCG



HEALTH & WELLNESS



HOSPITALITY



LIFESTYLE



TRAVEL & TOURISM



AUTOMOBILES



MANUFACTURING



**AUTO ACCESSORIES &
ANCILLARIES**



BRAND THAT TRUST US



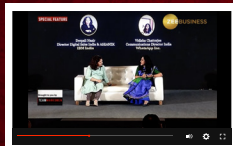
AND MORE...

MEDIA COVERAGE

2022 - TELEVISED ON **ZEE BUSINESS**

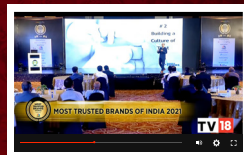


EPISODE 01



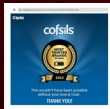
EPISODE 02

2021 - TELEVISED ON **CNBC**



EPISODE

EXTERNAL COVERAGE



AND MORE...

GLIMPSES OF PAST EDITION



ABOUT TEAM MARKSMEN

Team Marksmen's mission is to help organisations and leaders from across sectors create impactful change that matters. Our work stems from a holistic understanding of every client's personalised context, unique requirements, sector dynamics, and macroeconomic environment. This allows us to create brand solutions and bespoke industry-centric knowledge platforms that resonate with audiences, thereby helping advance the practice of management.

FOLLOW US ON OUR SOCIAL MEDIA NETWORK



 @Teammarksmen

 @Team.Marksmen

 @Teammarksmen



 @MarksmenDaily

 @MarksmenDaily

 @Marksmen Daily

For more information, contact us



+91 99607 30059



www.teammarksmen.com