



Brand Design and Strategy
for a Fast-growing Network
Marketing Company



Brand Design and Strategy for a Pioneering Network Marketing Company

Levant is the first company in the Middle East to do network marketing of products from the Dead Sea. Their products are centred on beauty and wellness for both men and women. Base Creative worked with them to create a brand across all touchpoints, including an easy-to-use website.

Business Strategy

Brand Strategy

- Management Interviews
- Brand Workshop
- Brand DNA
- Brand Differentiation
- Brand Architecture
- Brand Strategy Book
- Unique Positioning Statement

Design and Touchpoints

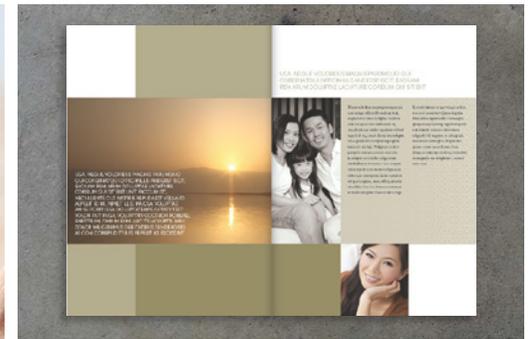
- Brand Identity
- Brand Guide
- Brand Grid
- Writing & Translation
- Brochures
- Advertising Design
- Press Release
- Sales Kit

Digital & Social Media

- UI and UX Design
- Brand Website
- Analytics

Levant Brand Creation

Launching a New Brand in Asia's Health and Wellness Market



Chinese consumers are becoming better educated and increasingly aware of the dangers of chemicals in the products they use, causing them to look for safer, more natural alternatives. Our goal was to create a new brand identity that speaks of the healthy lifestyle and beauty of Levant.

Scope of Work Business Strategy

- Brand Strategy
- Management Interviews
- Brand Workshop
- Brand DNA
- Brand Differentiation
- Brand Architecture
- Brand Strategy Book
- Unique Positioning Statement

Design and Touchpoints

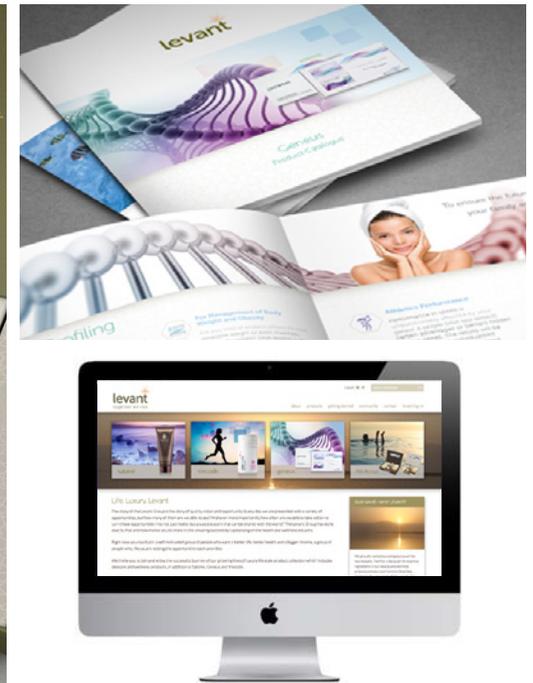
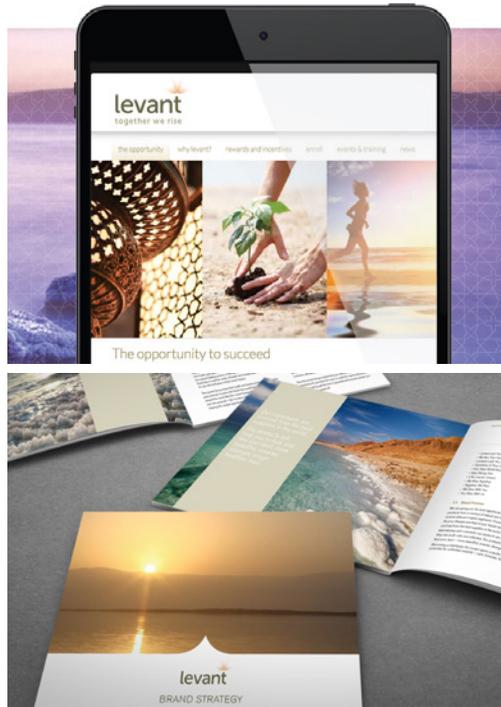
- Brand Identity
- Brand Guide
- Brand Grid
- Writing & Translation
- Brochures
- Advertising Design
- Press Release
- Sales Kit

Digital & Social Media

- UI and UX Design
- Brand Website
- Analytics

Levant Brand Creation

Launching a New Brand in Asia's Health and Wellness Market



By positioning Levant as a luxurious and aspirational brand, we refreshed Levant as a brand that provides its customers with endless opportunities and success through the generous rewards that come from using and selling its unique lifestyle products.

Scope of Work Business Strategy

- Brand Strategy
- Management Interviews
- Brand Workshop
- Brand DNA
- Brand Differentiation
- Brand Architecture
- Brand Strategy Book
- Unique Positioning Statement

Design and Touchpoints

- Brand Identity
- Brand Guide
- Brand Grid
- Writing & Translation
- Brochures
- Advertising Design
- Press Release
- Sales Kit

Digital & Social Media

- UI and UX Design
- Brand Website
- Analytics