



**The objective of this project is to create visually appealing and engaging promotional materials**

To begin the design process, thorough research and analysis of the ExpatWoman brand, target audience, and competitors are essential.

This step involves studying ExpatWoman's website, social media presence, and any existing marketing materials to understand their visual identity, tone, and messaging.

# Moving in the Middle East Survey

Sponsored by Santa Fe Relocation

When did you last move?



When will you next move?



Where do you live now?

**90%** UAE

Is this your first expat posting?

**63%** YES

No... previous expat postings?

1-2 .....58%  
3-4 .....28%  
5+ .....14%

CHOOSING A RELOCATION COMPANY

Key factors in research  
internet search  
social media  
recommendation

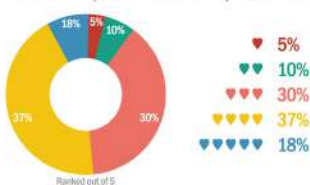
Key factors in selecting  
affordability  
personal recommendation  
brand reputation  
online recommendation  
meeting agents of the company

Familiar Brands



Are our readers happy?

55% rank their experience with removal companies as A or 5 out of 5



**24%**

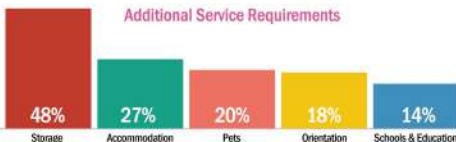
had a bad experience  
delays  
broken items



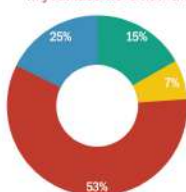
**34%**

shared great experiences  
handled with care  
excellent customer service  
helpful teams

Additional Service Requirements



In your last move how did you select a removal company?



15% My company selected  
7% My company shortlisted  
53% I chose  
25% We didn't use

ExpatWoman.com hosted the Moving in the Middle East Survey for one month, February / March 2016. Of the 1730 respondents 97% were women.

ExpatWoman.com reaches 600,000 monthly unique users, 82% resident in the Middle East.

# Design Execution

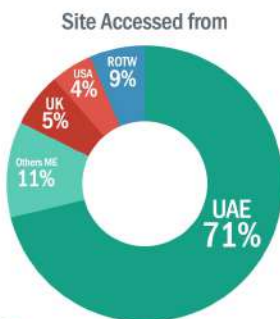
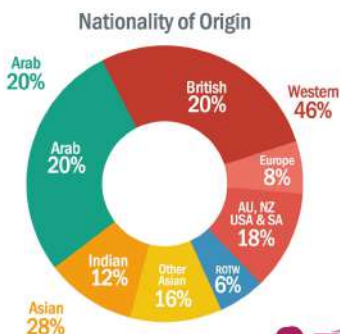
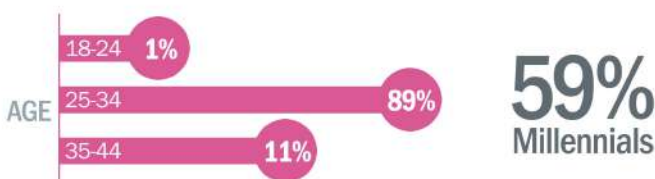
The design execution phase involves translating the chosen concept into tangible visual assets. This includes selecting appropriate color palettes, typography, and imagery that align with the brand identity and target audience preferences. The banner and brochure should have a cohesive visual language while still conveying distinct messages for each medium.



# Demographics & Stats

\* Jan 2016

600,000 Monthly Unique Users  
 3million+ Monthly Page Views



By conducting thorough research, developing a strong concept, and executing the design with attention to detail, the resulting materials will effectively communicate ExpatWoman's services and benefits to expat women, fostering a sense of community and empowerment within the target audience.

# THE EXPATWOMAN.COM MARKETWATCH SURVEY



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