

About Akhbarak.net

- Akhbarak.net is the most popular Egyptian news aggregator (founded 2003). Millions of users rely on Akhbarak.net for their daily news from all sources.

- Akhbarak.net is unordinary news aggregator website which aggregate news from a wide range of news sources with different trends and areas. It collects -with no human interference- the similar articles from different sources together in different groups. In addition to that Akhbarak.net also classifies articles for different topics and sections. Finally, Akhbarak.net sorts the articles with respect to its importance to the users so that users can know and read what is the breaking news as soon as it happens

- Akhbarak.net (technology) is a powerful software engine to crawl, cluster, rank, and tag any content.

Key Straight

- Millions of unique Visitors and page Views per month.
- Innovative technology Solution.
- Huge base of news content.
- Akhbarak.net is available on web, smartphone markets and SMS Services.
- 500K fb FAN and +30K Follower on Twitter.

Business Objective

Changing the news seekers behaviors to go Akhbarak.net instead going to each news source separately.

- Increase Brand Awareness of Akhbarak.net news aggregator.
- Increase Site Rank, Users Base on the website and Social Media.
- Akhbarak.net to be the top most visited News website in Egypt and Meddle East.

Audience

- "Effective measures" Stats says that 90% Males and 10% females and the age between 25-30 takes the majority by 24% of the total visitors then comes 31-34 by 19%.

- Our Facebook statistics says that the most popular Segment in our Page is aged by 18-24 then comes 25-34 who lives in Egypt with a bigger percentage of the male users by 76% to 24% for females.

Target Audience:

- **Basically** our target segment are Arabic readers who likes to be updated with news everyday, they surf the Internet regularly and Uses Mobile and smartphones, interested in different categories to read about.

Promise

Our Promise is : That you will find all the news you wish to read everyday in one place in the most efficient and professional way ever.

Creative Focus

We focus on the message of "all your news from all sources in one place" in Arabic "Akhbarak Men Gamee3 Al-Masader"

About The Identity

The Pain

As said, Akhbarak is one of the most visited websites in Egypt, but we know we still have a problem on our identity, as till now we don't have any guidelines or concept for Akhbarak and we believe that it's definitely effecting our communication and confusing our users.

So, We are seeking to take our brand to a next level along with our technology.

Re-Branding Objectives

Main objective is to deliver our message clearly and to build a remarkable brand with reflecting the same message, look and feel on all our communication channels (website, Ads, widgets, Social media ... etc.)

Red Lines

- The Logo will be Basically in Arabic.
- The colors to be similar. (Preferred not to chose a way far colors than the Dark Red, Dark Gray)
- The brand will be targeting all the Arabic speaking countries in the future, **not** just Egypt.
- Adjectives describes the brand (Professional, Neutral, Fast, Friendly)

We are seeking to get the best out of Akhbarak, to re-shape and conceptualize it to be artistically and scientifically in the best form for our users and for Akhbarak.net to be glowing on that competitive Market.

Deliverables needed.

- 1- Logo Re-creation. (Icon, Typeface)
- 2- Identity Concept.
- 3- Online Brand Identity Guideline. (The selected design only will be delivering the guidelines)

Items to apply: (Samples for How it will look like)

- 1- Favicon.
- 2- Widgets. (Sample: [Widget 1](#), [Widget 2](#))
- 3- Website. (How it will look like in Header/Footer..etc)
- 4- Social media channels (Facebook and Twitter).
- 5- Mobile apps Icon.
- 6- Ads Options.