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PRESS RELEASE

ACADEMIA AND INDUSTRY: EXPLORING THE FUTURE, TOGETHER.

Wednesday, 16 December 2009

DUBAI, UAE - On Wednesday 25th November, nine senior undergraduate students, from the American University in Dubai's Visual Communications program, visited the head-office of Breathe Branding, in Dubai Media City. The visit – a result of AUD's continued effort to establish shared-partnerships with the city's wider creative community – provided students with a rare insight in to the inner workings, processes and client work of the Dubai Lynx Award winning, independent consultancy.

Greeting visitors on arrival, Breathe Branding's senior brand strategy director and corporate identity consultant, Dan Dimmock presented a range of techniques and best-practice principles adopted by the consultancy, when helping to support clients to build effective, sustainable and powerful institutional brands. Of the work on show, Dimmock gave examples from the consultancy's portfolio of completed projects, which included: Brand identity creation for Netjets Middle East and Dubai International Capital, brand communications for the Community Development Authority and Action for Children – the UK's largest children's charity – a recent award-winning rebranding project, he had worked on last year.

On Tuesday, 8th December, together with Breathe Branding's Senior Creative Consultant and Managing Director, Sajag Patel, Dimmock followed up by giving students at the AUD a second presentation on the commercial reasons behind brand identity change.

More guest lectures from the consultancy will follow in the new year.

Dina Faour, Assistant Professor and AUD undergraduate course leader, says:
"It was an excellent opportunity for the students to actually visit an award winning branding business. These young designers who have been learning all about developing corporate visual identities got to now see it all in action! This has been quite inspiring for them. We are looking forward to more collaboration with Breathe Branding as we believe in the complementary relationship between academia and the creative industries."

Dan Dimmock commented:

"Helping future designers, strategists and managers prepare for their transition in to the commercial world, is an obvious benefit to any forward-looking agency or

breathe

business. Any student who has successfully completed a dedicated visual communications course, will have received a good grounding on the importance of brand identity design, consistency and creative communications. It's a given!

The added value with AUD's program are the partnerships the faculty continues to establish with the region's media industry - allowing students to not only contextualize but also channel their ambitions proactively, but to also provide insight aimed at supporting the students' ability to make future career decision."

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Note to editors:

About the American University in Dubai:

The American University in Dubai is a private, non-sectarian institution of higher learning founded in 1995. It serves UAE nationals and international students who seek world-class career-oriented education.

The curricula across its degree programs are skill-based and professionally conditioned. To the extent relevant to any given discipline, the University fosters a learning mode which is collaborative, thus enhancing the student's ability to work in teams. AUD's degree programs are supported by appropriate technology and facilities.

Students' success in a chosen field of endeavor is, in our view, the ultimate test of the effectiveness of the educational experience offered by AUD.

For further information, please visit <http://www.aud.edu>.

About Breathe Branding:

Based in the UAE, Breathe Branding (www.breathebranding.com) is an ideas driven brand consultancy that combines strategic thinking with outstanding creativity to deliver exceptional results for a growing number of clients.

Since 2006, Breathe Branding has rapidly gained an enviable reputation for providing exceptional client service, first-class strategic advice and award-winning creativity.

The senior team at Breathe Branding have worked on a number of the world's most recognised brands, their contributions covering a full spectrum of brand development and rebranding - from strategic positioning and identity creation through to environmental branding and implementation. Clients include: Abraaj Capital, Citibank, Dubai International Capital, ICC, Jumeirah International, Kraft Foods, NetJets and the hit television show, Freej.

For further information, please contact Breathe Branding on +971 4 375 4954, or email contact@breathebranding.com.

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BUSINESS CENTRAL TOWERS, SUITE 2106A
DUBAI MEDIA CITY, PO BOX 34806, DUBAI, UAE
T +971 4 375 4954 F +971 4 434 2125
WWW.BREATHEBRANDING.COM