

MGD Connect announces a refreshing new look for African + Eastern

Dubai, UAE 29th April, 2009 – MGD Connect today announced the evolution of African + Eastern's corporate identity.

Established as a small trading company almost half a century ago, African + Eastern is now the largest importer and distributor of alcoholic beverage brands in the Middle East and Arabian Gulf region.

African + Eastern has recently embarked on a strategic initiative of business transformation and growth, and refreshing its corporate identity marked the start of this new chapter. The revamped identity, devised by DMC-based advertising agency, MGD Connect, is a significant evolution for the brand.

Tony Dobbie, Managing Partner, MGD Connect, said, "In 2001 MGD Connect worked with African + Eastern to develop the existing a+e logo. Quirky, tongue-in-cheek and a little irreverent, the original identity raised awareness whilst differentiating a+e in the marketplace. Eight years later the regional market has changed a great deal and we were delighted to be invited back to redefine the brand."

Mark Prechelt, C.E.O. African + Eastern, commented, "The new identity has been devised to retain some of the original logo elements, whilst showcasing the brand in a more contemporary manner. The sophisticated black logotype incorporates a red liquid graphic, or 'blend', which represents African + Eastern's diverse combination of brands and categories."

In line with African + Eastern's new strap line – 'inspiring great blends' – the redefined identity heralds the brand's intentions to evolve from its roots as a local trading company into a regionally competitive and international operation.

Prechelt continues, "The introduction of the 'blend' marks a change in direction for African + Eastern, representing not only fresh attitudes but a new business direction for the company. Like the UAE, African + Eastern embraces the blending together of diverse cultures, colours, flavours and tastes from around the world, and the new corporate identity accurately encapsulates our updated business vision."

In addition to refreshing the logo, MGD Connect has applied the new identity to a raft of African + Eastern's marketing collateral. The identity was first revealed at the 2009 Dubai World Cup, and has subsequently been rolled out across the company's array of corporate literature, trade beer and spirits guides. Furthermore, African + Eastern is currently finalising its new look website and the interior design of its new corporate offices.

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About MGD Connect

Established in Dubai in 1998, MGD Connect (formerly known as Mercier Gray Dobbie) is a British-owned advertising agency that provides international standards of creativity and client servicing across every aspect of marketing communications.

The DMC-based company provides an agile and flexible approach that has enabled it to build and maintain an enviable roster of internationally renowned clients. Its boutique agency structure has been key to its success, allowing it to form close-knit partnerships with its clients which last the test of time. MGD Connect has worked with beverage distributor and retailer African + Eastern for almost a decade, and has an eight year relationship with Dubai Racing Club, founder of the world's richest horse race.

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