



ALHURRA **FEEL FREE TO** **RAISE THE BAR**

In a market where news is usually accompanied by a heavy commercial presence, Alhurra stands proudly apart. The name means 'free one', and this 24/7 Arabic language satellite news network is completely commercial free. Developing the brand positioning and identity for the launch, we based our creative around wild Arabian horses. Long used to symbolise freedom, these inspiring creatures helped emotionally connect with the audience and underline the channel's intrinsic point of difference.

Flexible and all encompassing, our brand identity was widely praised, with the Chairman of Westwood One promising it would 'raise the bar for all TV services in the Middle East'.